

BioDrop

Brand Overview

These are the BioDrop brand guidelines. This document has been developed to provide anyone using the BioDrop logo and brandmark with clear guidelines on how it can be applied correctly.

Our brand identity is a valuable asset, and we ask you to read these guidelines carefully to ensure it is applied correctly and consistently. The following pages demonstrate the flexibility within the brand identity and should be used to aid creativity.

Whilst a great deal of care has been taken to ensure all aspects of the brand identity have been standardised there may still be situations where a bespoke solution is required. For further advice on how to apply the BioDrop brand identity outside of these guidelines please contact Giant Peach; call 01985 248 169 or email support@giantpeach.agency

Logo

Core Configurations

(1) Full Identity

BioDrop

(2) Brandmark

B

Logo

Colour Variations

(1) Coral/Dark Blue 2-Tone
(Light Backgrounds)

BioDrop

(3) Coral
(Single Colour)

BioDrop

(2) Coral/White 2-Tone
(Dark Backgrounds)

BioDrop

(4) Dark Blue
(Single Colour)

BioDrop

(5) White

BioDrop

(6) Black

BioDrop

Brandmark

Colour Variations

(1) Coral



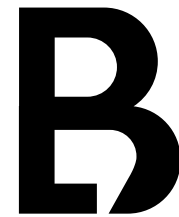
(3) White



(2) Dark Blue

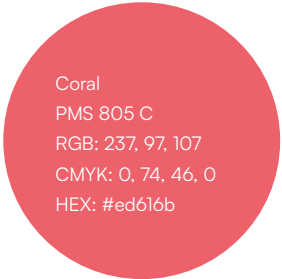


(4) Black




Colours

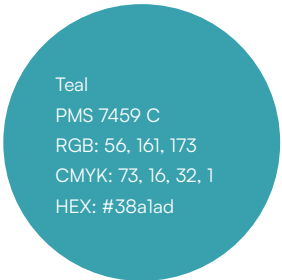
Brand Palette




Coral
PMS 805 C
RGB: 237, 97, 107
CMYK: 0, 74, 46, 0
HEX: #ed616b



Dark Blue
PMS 289 C
RGB: 18, 38, 64
CMYK: 100, 83, 45, 52
HEX: #122640



Teal
PMS 7459 C
RGB: 56, 161, 173
CMYK: 73, 16, 32, 1
HEX: #38a1ad



Light Grey
RGB: 246, 247, 248
CMYK: 2, 1, 1, 0
HEX: #f6f7f8



White
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #ffffff

Typography

Brand Typeface

SATOSHI REGULAR - BODY COPY

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
0123456789!"#%

SATOSHI MEDIUM

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
0123456789!"#%

SATOSHI HEAVY

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
0123456789!"#%

BioDrop

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