

EMBIOTIX

STANDFIRST

This guidebook provides design standards and specifications for the correct usage and application of all **Embiotix** visual identity elements. It should be continually updated with new examples and information as **Embiotix** grows into its new brand direction. However, nothing already in the guidebook should be changed or ignored.

The **Embiotix** Brand Management Department is responsible for the guidebook's content and its implementation.



CONTENTS

Organization

- Purpose
- Company
- Vision & Mission
- Industries

The Brand

- Brand Identity
- Brand Personality
- Brand Core Values

Iconography

- Verticals
- Horizontols

Logo

- Construction
- Logo Ideology
- Insignia Ideology
- Do's & Don't
- Tagline

Identity/ Colors

- Primary
- Secondary
- Tertiary

Brand Application

- Design Philosophy
- Adaptations
- Verticals
- Color Adaptations

Typography

- Brand Typeface
- English - Urdu - Arabic

Vocabulary

- Tonality
- Vocab Map
- Brand Values Map

Purpose

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Company

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

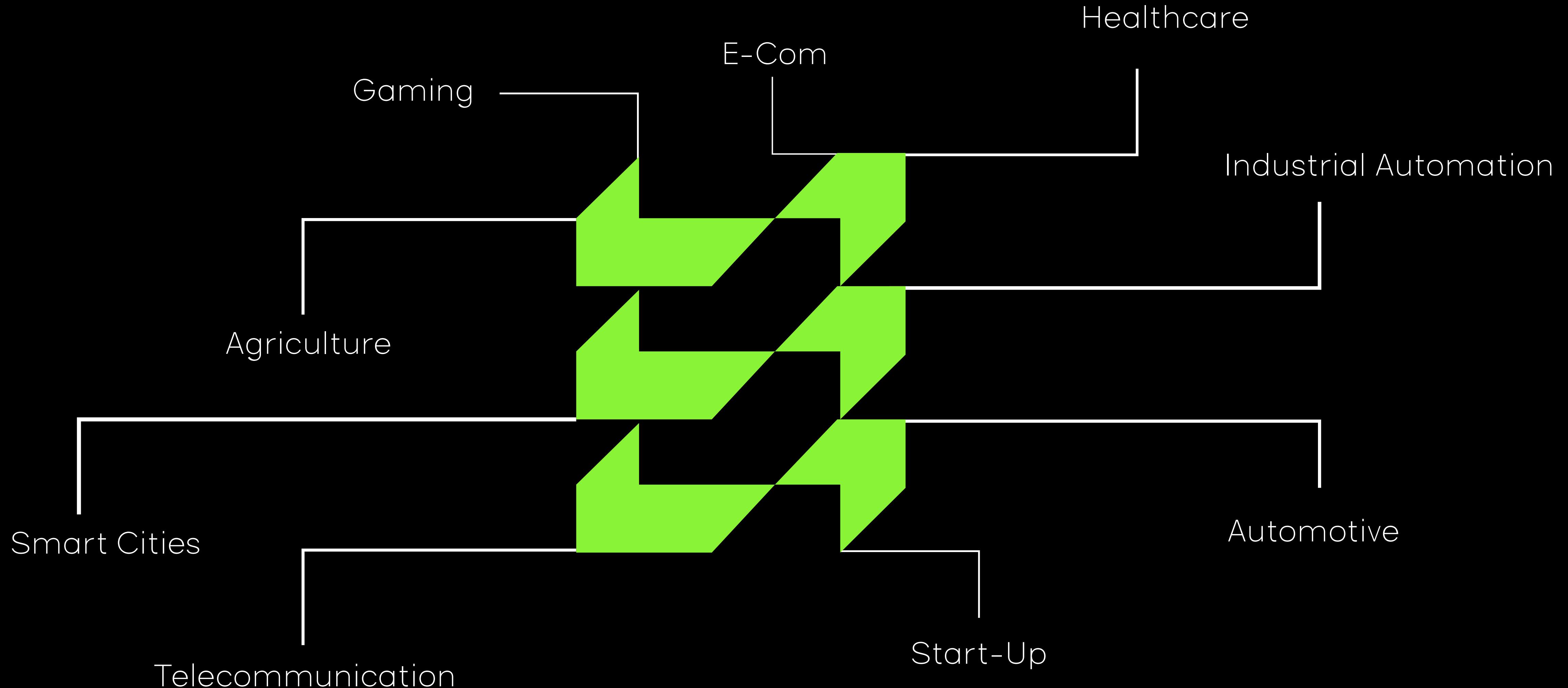
Mission

Our mission is to harness the power of artificial intelligence and IoT to create seamless, intelligent systems that drive sustainable growth. We are committed to delivering cutting-edge automation solutions, fostering collaboration, and enabling a smarter, greener future through innovation and responsible technology.

Vision

To be the global leader in AI-driven automation, IoT innovation, and sustainable technologies, transforming the world through interconnected ecosystems that empower industries and communities to thrive with intelligence, efficiency, and longevity.

Industries



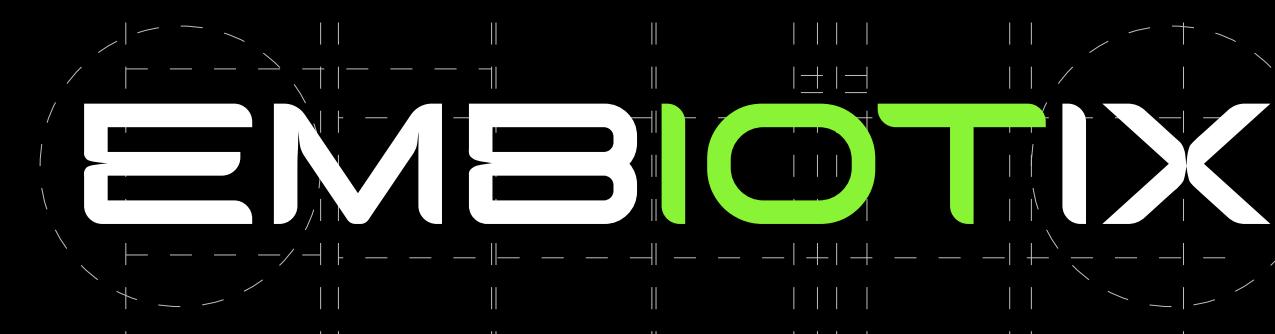
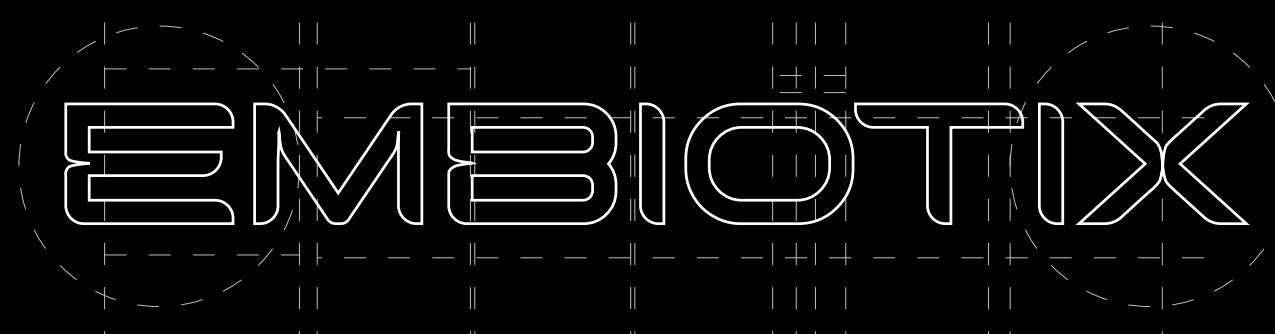
The Brand

unveiling

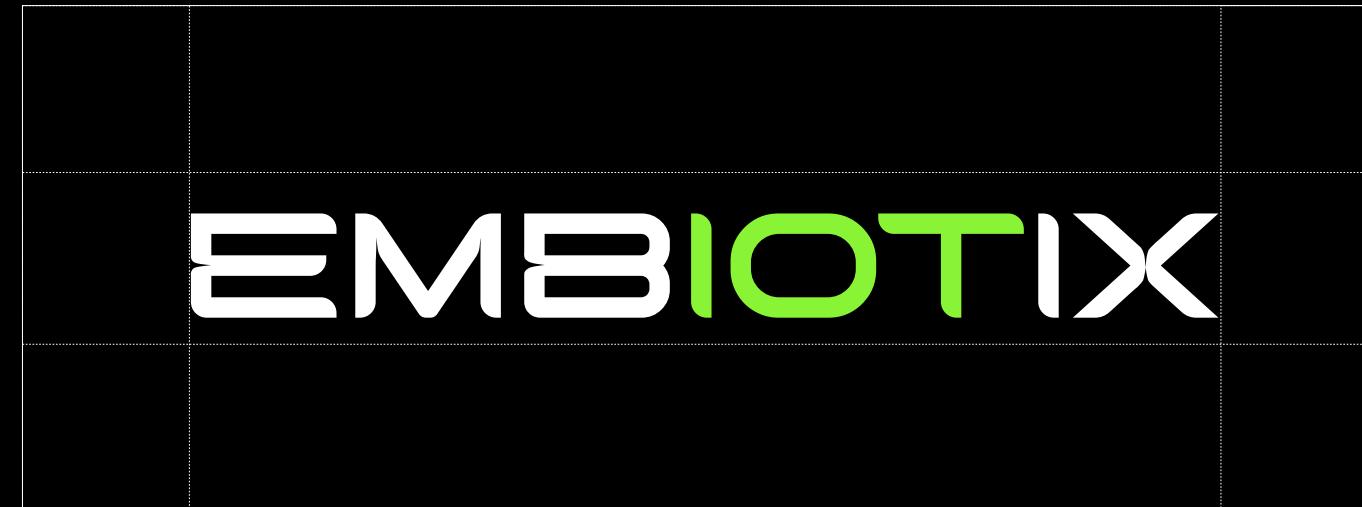


EMBIOTIX

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.



EMBIOTIX



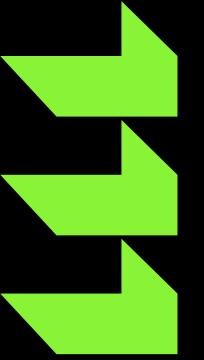
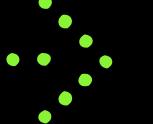
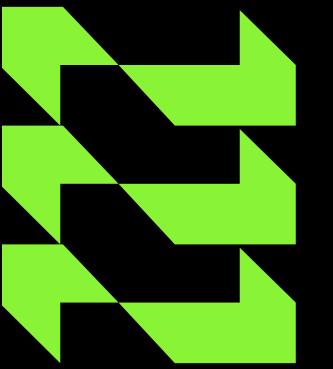
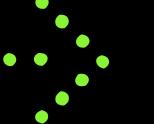
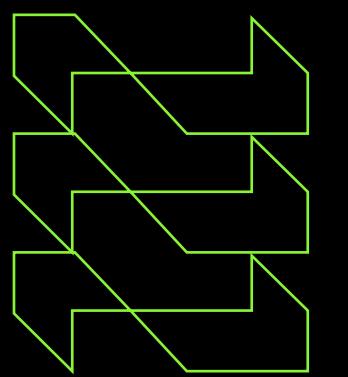
To ensure clarity, maintain a clear space around the logo equal to 20 pixels on all sides. This buffer keeps the logo visually distinct and prevents clutter from surrounding elements.

EMBIOTIX 1500px

EMBIOTIX 320px

Insignia - Construction & Ideology

Our insignia is not just a piece of sketched drawing. It is an object which encompasses everything we do, everything we stand for and everything we can enable.

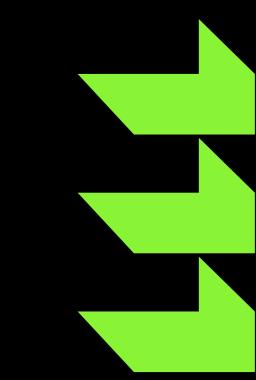
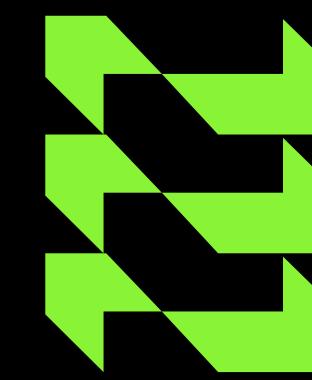
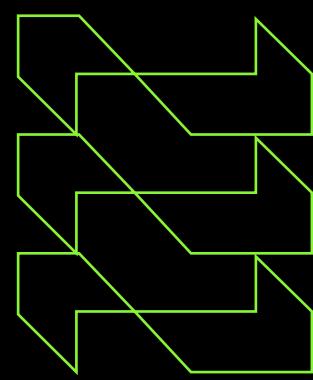
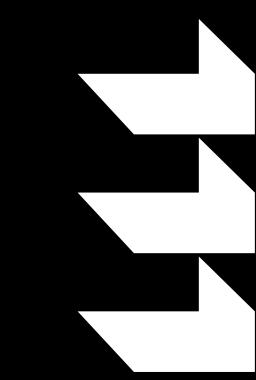
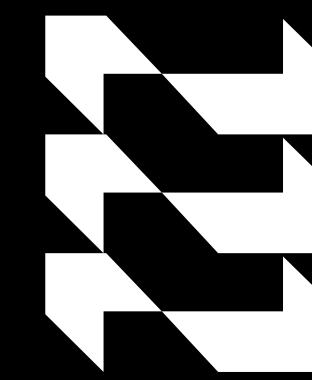
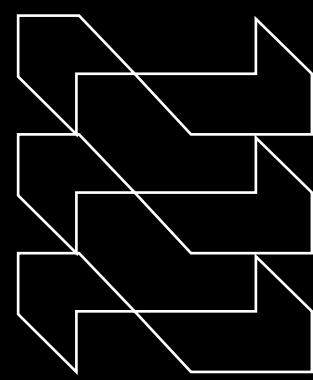


>Lorem Ipsum is simply dummy text of the printing and typesetting industry.

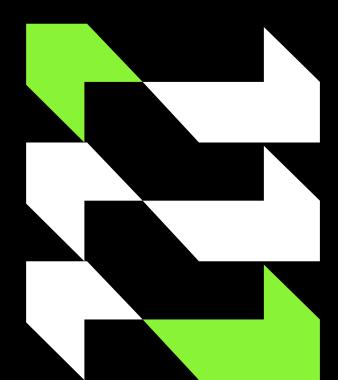
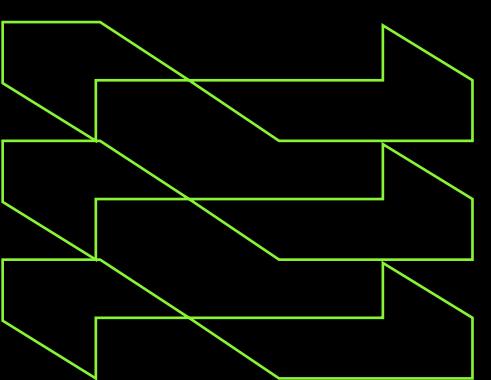
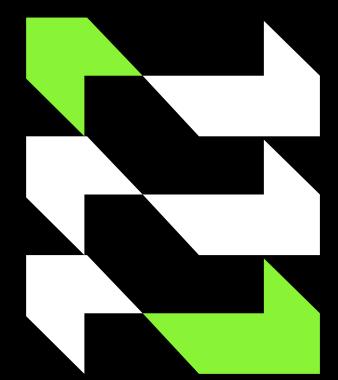
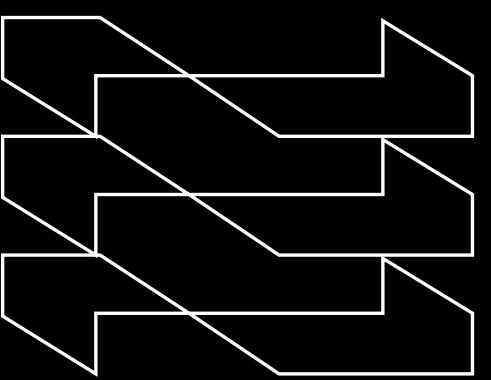
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Do's



Dont's





Logo Dont's

Avoid altering the logo's colors, stretching, or distorting its proportions. Never add effects, rotate, or use the logo over busy backgrounds that compromise its visibility.

Logo proportions

Do not resize or change the position of the logomark.



Stretch

Do not resize or change the position of the logomark.



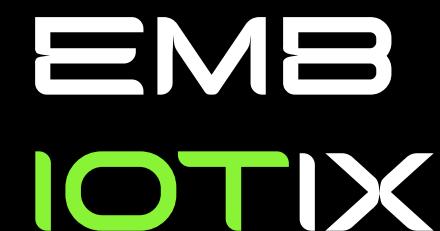
Crop

Do not crop the logo.



Verticle

Do not use verticle logo.



Change Colour

Do not change the colours even if they look similar.



Squeeze

Do not change the position of the logotype to the logo icon.



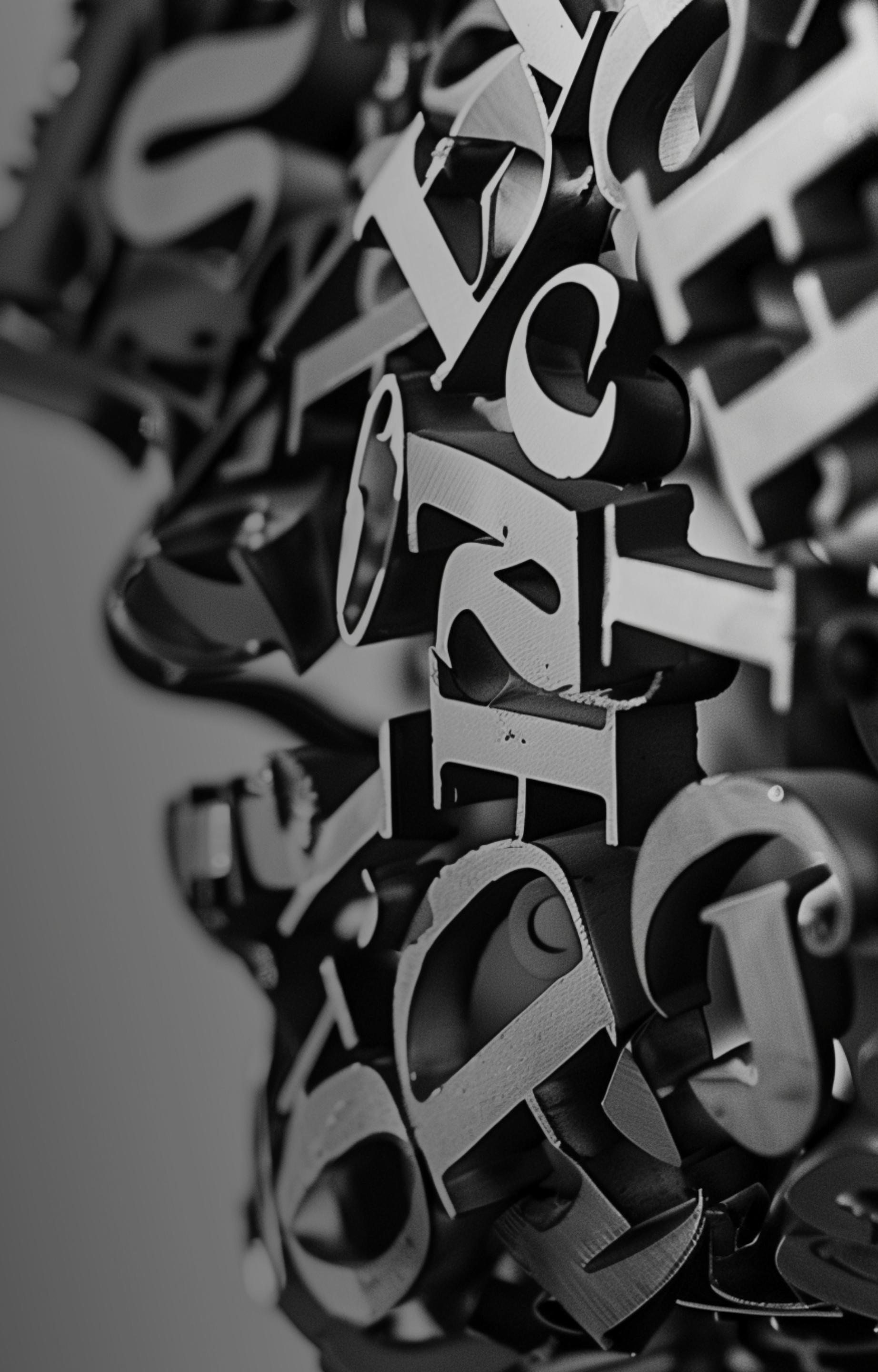
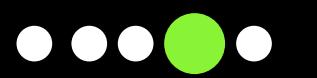
Gradient

Do not use gradient in logo the logo icon.



Typography

unveiling



Melbourne

when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries,

when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries,

Aa Aa Aa Aa Aa Aa Aa

Melbourne Thin

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
123456789
!@#\$%^&*()_?

Melbourne Light

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
123456789
!@#\$%^&*()_?

Melbourne - M

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
123456789
!@#\$%^&*()_?

Melbourne S-Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
123456789
!@#\$%^&*()_?

Melbourne-Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
123456789
!@#\$%^&*()_?

Melbourne-Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
123456789
!@#\$%^&*()_?

OXPIER

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z

1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * 0 _ - ?



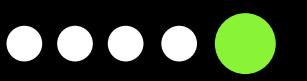
1 2 3

MARBLE

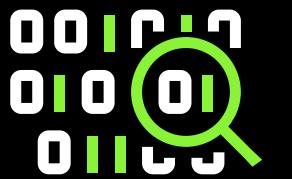
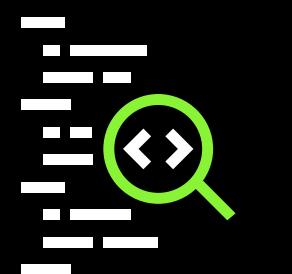
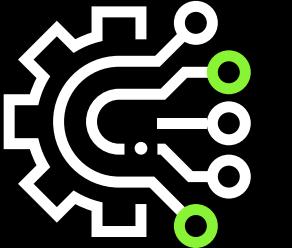
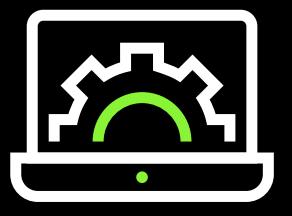
when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries,

Iconography

unveiling



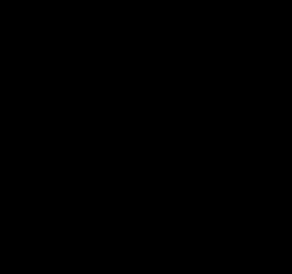
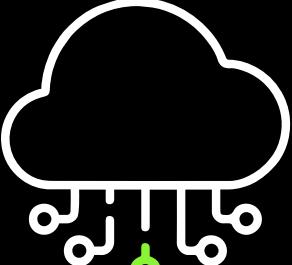
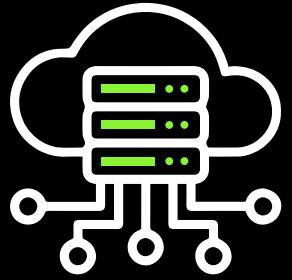
Data



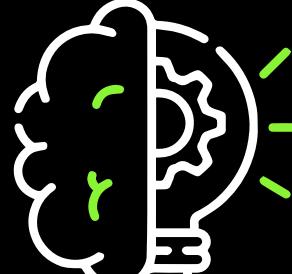
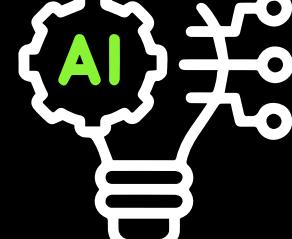
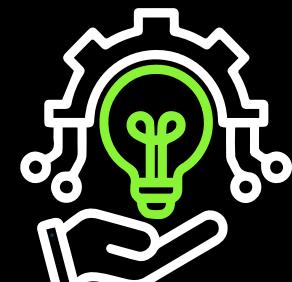
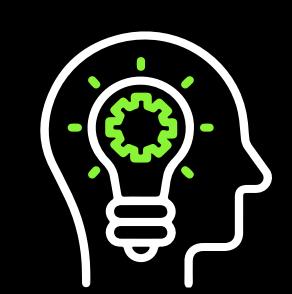
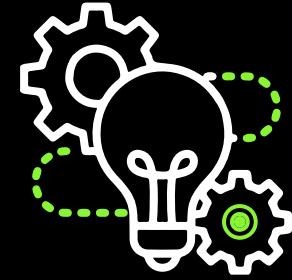
Banking & Digital



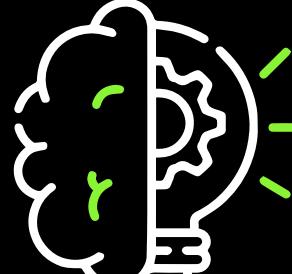
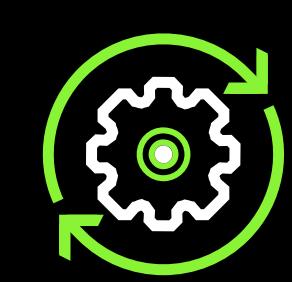
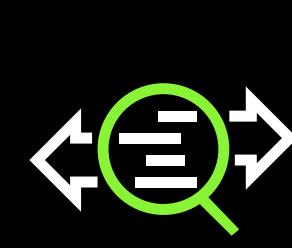
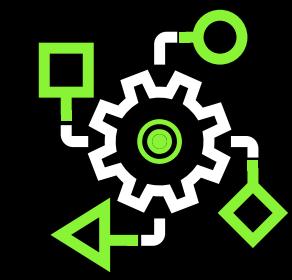
Cloud



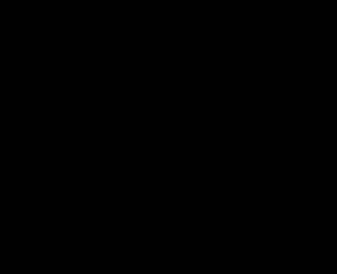
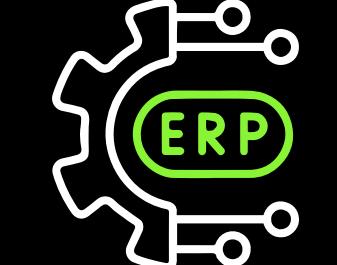
AI



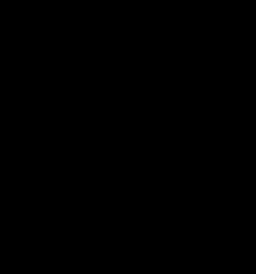
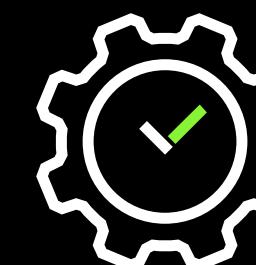
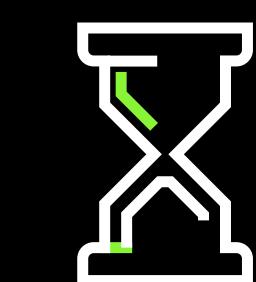
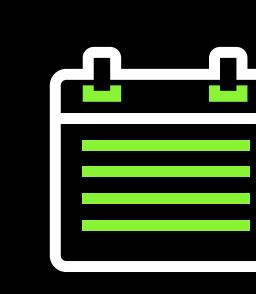
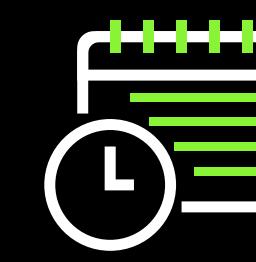
Transformation



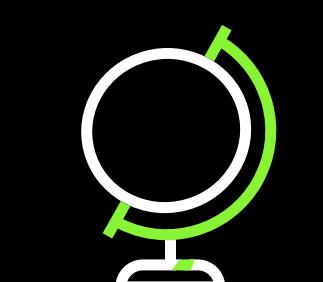
BPO & ERP



Efficiency



Global



Brand Colors

unveiling



Primary

#89F436



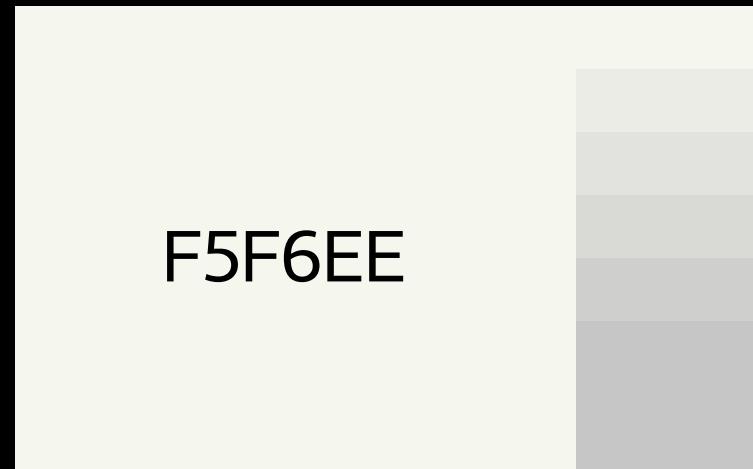
Spring Frost

RGB (137, 244, 54)

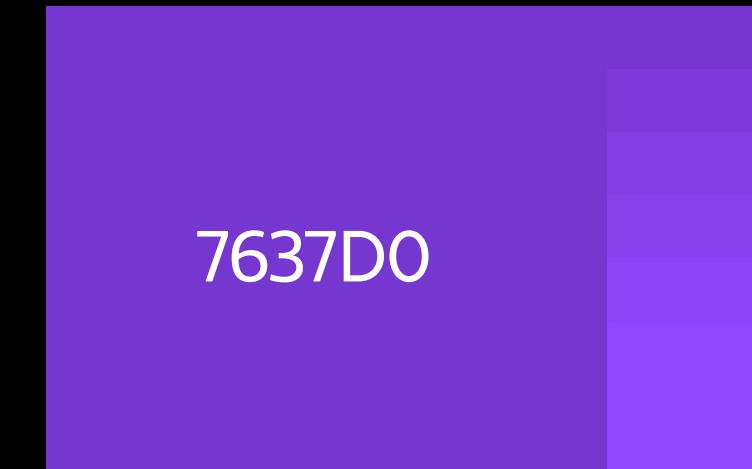


Spring Frost: A balanced and modern color, Lime Green communicates trust, creativity, and innovation.

Secondary



Isabelline



Blue-Violet



7637D0

Off-White: Clean and minimalist, off-white complements primary colors by providing a neutral background, enhancing readability and maintaining a user-friendly, fresh interface.

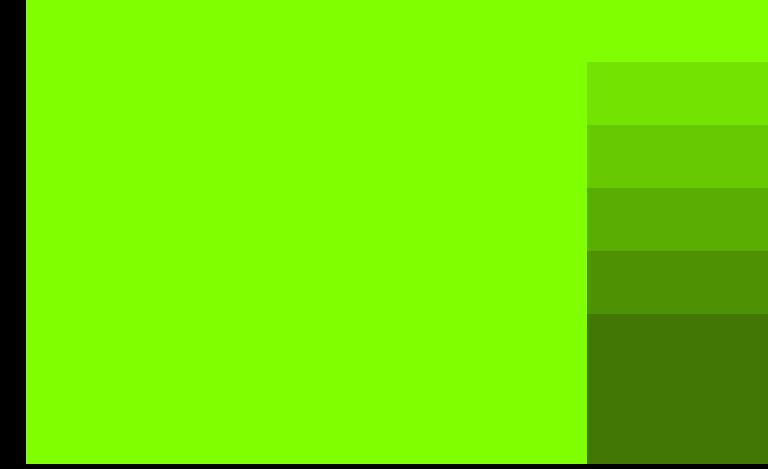
Purple: Bold yet refined, purple adds an innovative, creative edge. As a secondary color, it's used to highlight key information and guide user engagement, creating a distinctive brand

Tertiary



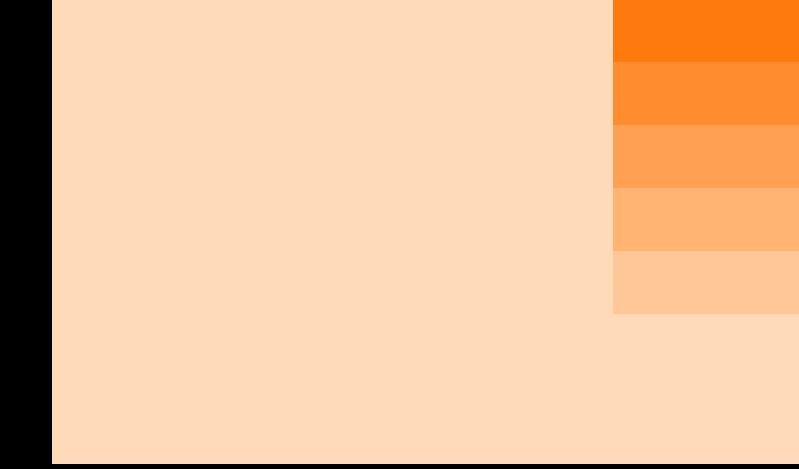
E6E6FA

Mood: Creative and Inspiring
Event Type: Hackathons or Innovation Labs
Description: This soft, calming hue encourages creativity and out-of-the-box



7FFF00

Mood: Fresh and Innovative
Event Type: Startup Showcases or Tech Expos
Description: This bright, bold color symbolizes new ideas and growth, ideal



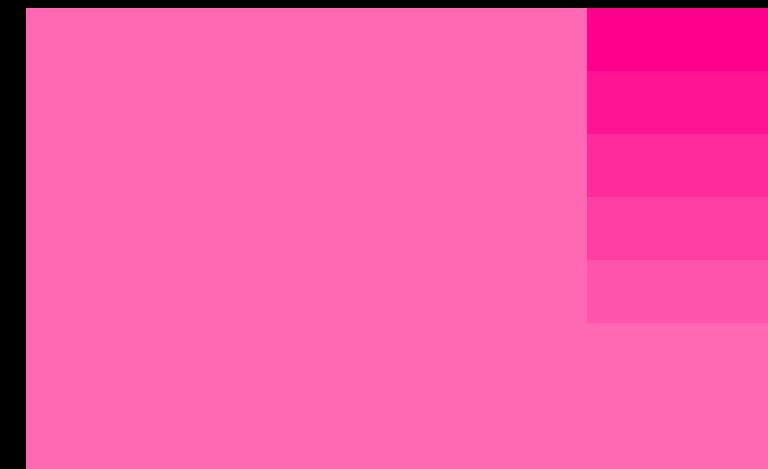
FFDAB9

Mood: Friendly and Warm
Event Type: Community Engagement Events or Social Media Workshops
Description: This warm, inviting color creates a friendly atmosphere, encouraging open dialogue and



DAA520

Mood: Optimistic and Ambitious
Event Type: Award Ceremonies or Recognition Events
Description: Goldenrod reflects positivity and ambition, making it a great choice for celebrating achievements and success.



FF69B4

Mood: Empowering and Feminine
Event Type: Women's Conferences or Empowerment Workshops
Description: This vibrant pink exudes confidence and strength, making it perfect for events focused on women's



8B0000

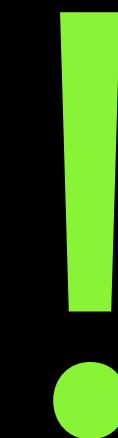
Mood: Passionate and Bold
Event Type: Activism Events or Cultural Heritage Celebrations
Description: A powerful color that symbolizes passion and courage, deep red is perfect for events that advocate for

Tonality

- Reliable • Futuristic
- Intelligent • Innovative

At EmbloTix, we prioritize stakeholders and partners by delivering next-gen and solutions-driven services that fuel innovation and growth. With a futuristic, human-centric and ethical approach, we simplify complexity, creating intelligent, scalable solutions that empower businesses to thrive in a connected world.

Only the written word can be absorbed
wholly at the convenience of the reader.
Kingman Brewster, Jr.



Brand Applications

unveiling



Design Philosophy

Imaginative

Design fueled by creativity, breaking away from conventions to inspire and innovate in every detail.

Humanistic

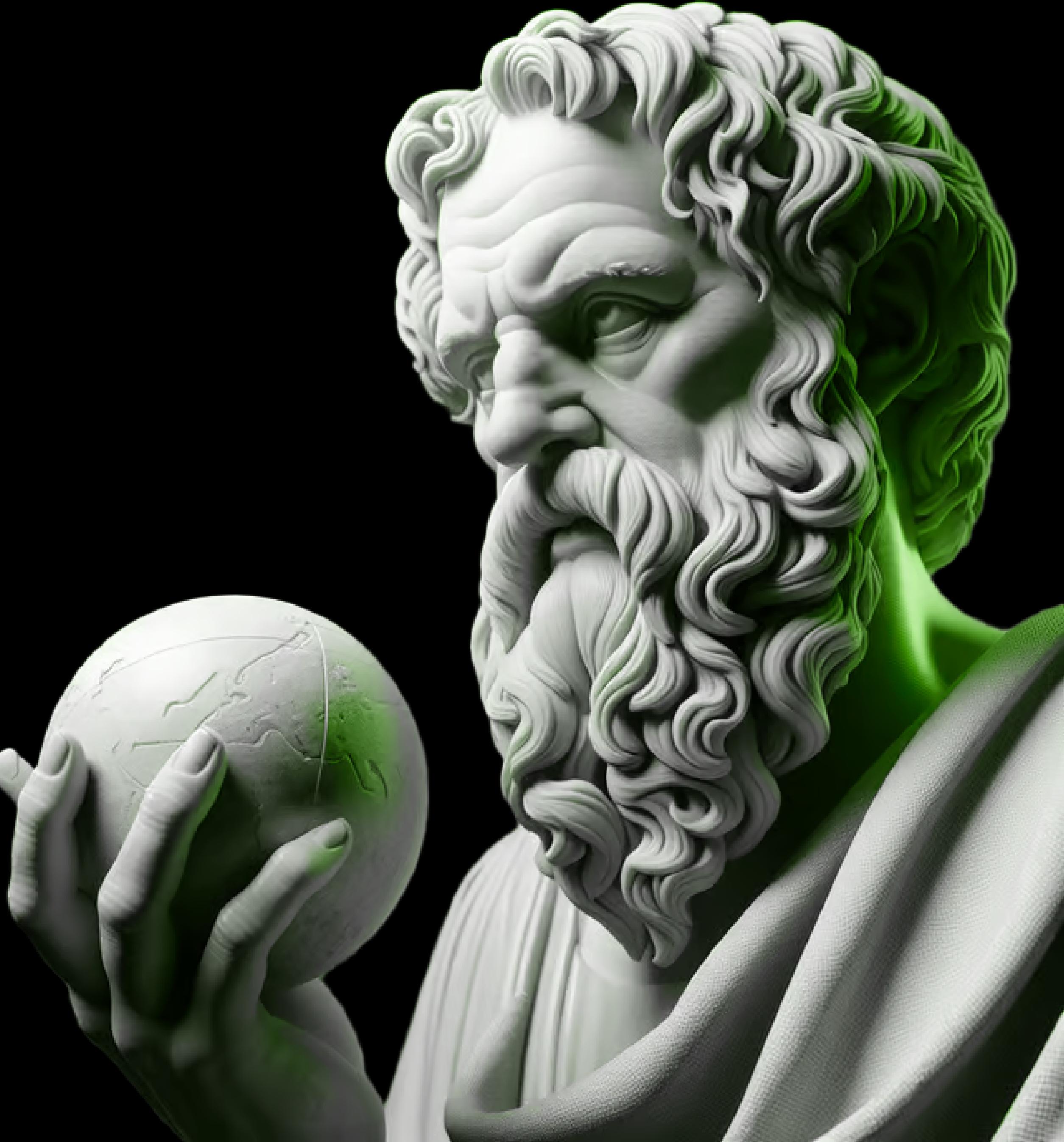
Centered on people, our designs aim to enhance experiences, foster connections, and prioritize empathy.

Cutting-Edge

Blending advanced technology with bold ideas, we stay ahead of the curve to set new standards.

Futuristic

Crafting visions of tomorrow with designs that embrace possibilities and redefine the future.



Outfit

when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries,