

2025



BRAND GUIDELINES

www.fcbios.com.my

FC-BIOS Marketing Team

LOGO VARIATIONS

LOGO GUIDELINES

2025

02

Depending on the situation and design, one of these logos can be utilized

BRAND GUIDELINES



FONTS

FONTS SYSTEM

2025

PRIMARY FONT

POPPINS

Designed by Jonny Pinhorn

03

Sample:

FC-BIOS SDN BHD
188200-H

These selection of fonts
would be used for
corporate materials

SECONDARY FONT

FUTURA

Designed by Paul Renner

Sample:

FC-BIOS SDN BHD
188200-H

MONTSERRAT

Designed by Julieta Ulanovsky,
Sol Matas, Juan Pablo del Peral,
Jacques Le Bailly

Sample

FC-BIOS SDN BHD
188200-H

BRAND GUIDELINES

BRAND COLOR

COLOR PALLETTE

2025

04

Choices of standardised colors to imbue on corporate materials

BRAND GUIDELINES

#2F62A2

CMYK 71-40-0-36

RGB 47-98-163

PRIMARY
LAPIS LAZULI

GOES WELL WITH SHADES OF ORANGE,
YELLOW, MAROON AND LIGHT BLUE

#030E4F

CMYK 96-82-0-69

RGB 3-14-79

SECONDARY
SAPPHIRE

#8C92AC

CMYK 19-15-0-33

RGB 140-146-172

SECONDARY
COOL GREY

#FFAE42

CMYK 0-32-74-0

RGB 255-174-66

SECONDARY
YELLOW ORANGE