

Brand Guidelines



Welcome to the visual identity for Biologix.

Biologix Laboratories has been at the forefront of the emerging biotechnology space in Nigeria.



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Logo



Logo Overview

The Biologix visual identity guidelines contain an overview of the design elements that combine to create the brand, and instructions on how to use them. Biologix' visual identity is dynamic, human-facing and assertive, and a unified and considered expression of these core and supporting elements is essential to producing design of the highest standard.

Biologix takes pride in its identity; we're proud of who we are. The visual language echoes this and aims to convey a sense of the brand's mission while simultaneously looking to the future.

Biologix' logo lockup is the most important element in our corporate identity and should always be treated with respect. The dna helix is the most powerful brand asset and are our unmistakable identifiers. Combined with a customised wordmark, the dna helix creates a distinct logotype.



biologix

Lockup

The logomark, the dna helix shape within the lockup form our symbol. It act as a representation of the Biologix brand in its most reduced and simplified form. The symbol can be used as an endorsing mark or as a sign-off but should only be used in when the Biologix context is already evident. The logomark must never be altered, colored or combined with any other names or elements. The original symbol must be used at all times. Never modify the symbol or create a new one.

The lockup must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding. Only use Biologix provided digital artworks. Please do not attempt to redraw or alter the logo.



Color Variations

Colored Variant



biologix

The Biologix logo lockup is available in two primary color versions: Colored Mark + Black and Colored Mark + White. The Colored Mark + White is used when the background is dark or consists of a dark image motif. Conversely, the Colored Mark + Black is used when the background is light or contains a light image motif.

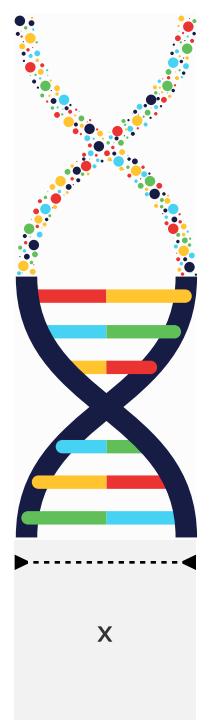
The Biologix logo can also be set in single colors; black and white. Make sure to use the version that allows for the greatest contrast and legibility in relation to the background. The original logotype must be used at all times. Never ever modify the logotype or create a new one.

Monochrome Variant



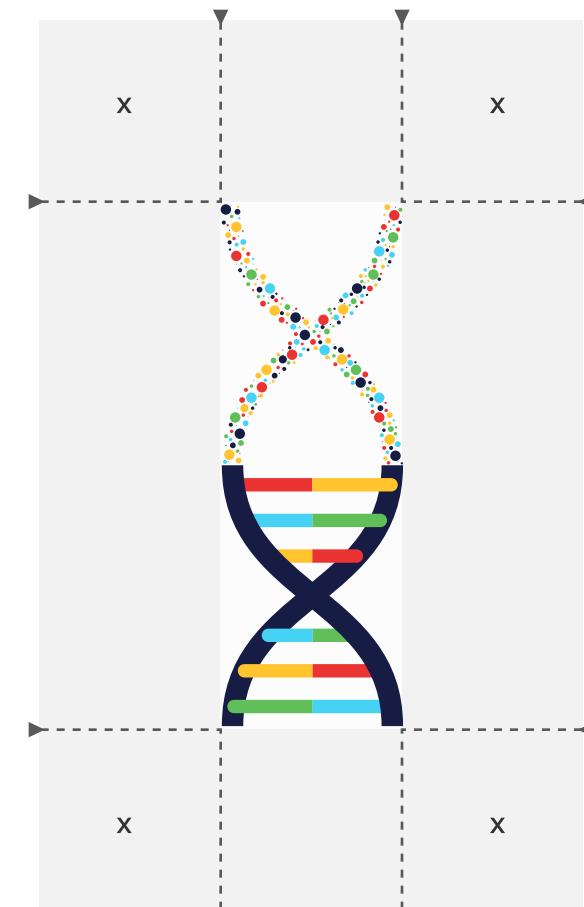
biologix

Clearspace



To make sure our logo always remains prominent and legible, we have defined an area "x" of clear space equivalent to the width of our logomark. This area should be kept free from text, busy patterns and backgrounds, other logos or other visual distractions.

Please note that this page indicates the absolute minimum clear space. Where possible, more should be used.



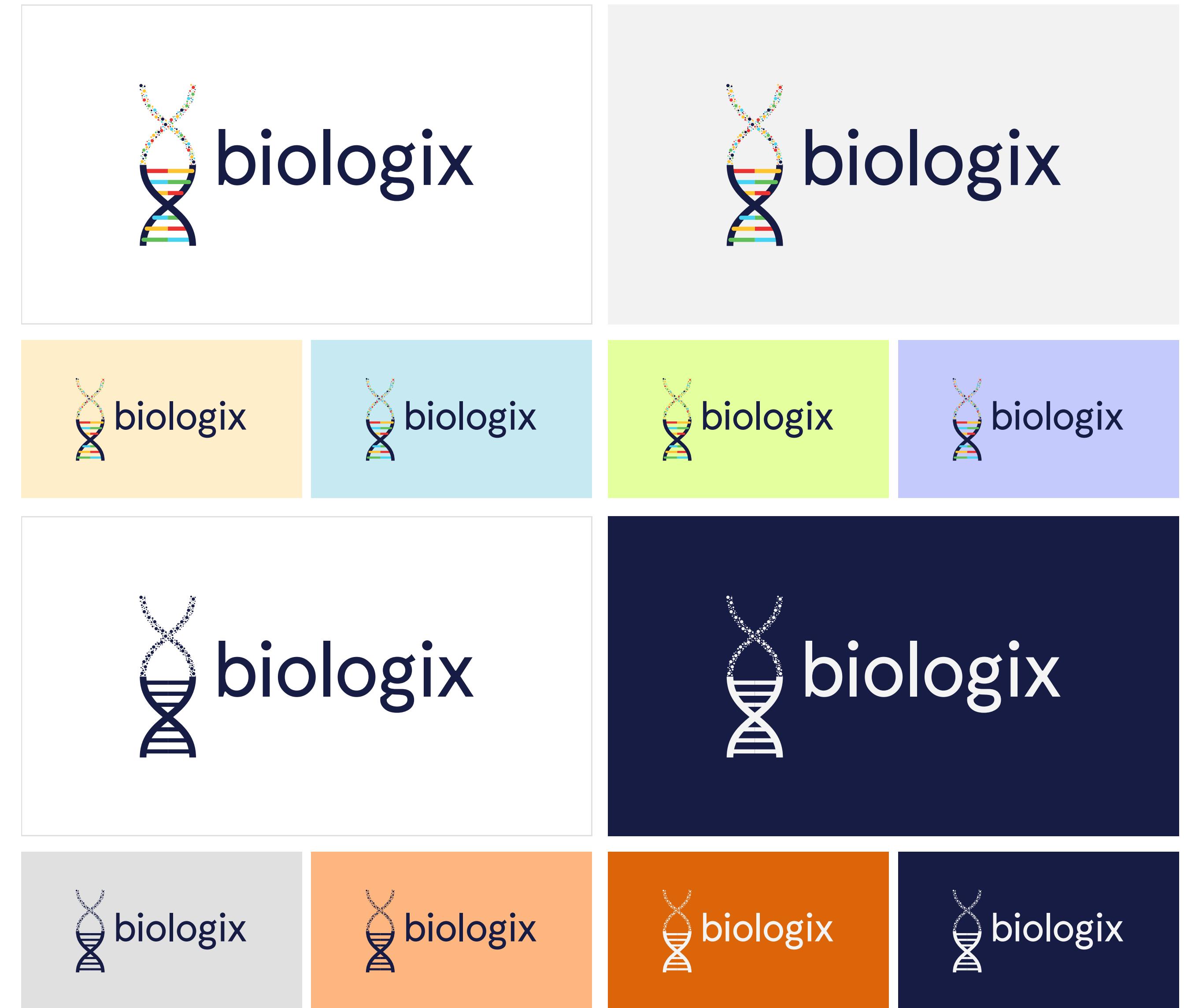
Minimum Scale

As well as defining a clear space, we can also keep our logo legible by ensuring it is never reproduced smaller than the minimum sizes outlined opposite.

Note that these are absolute minimum sizes and that it is recommended to use the logo bigger.



Backgrounds



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02

Color



Color Palette

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SPANISH ORANGE

Hex #F06706
C0 M57 Y98 K6
R240 G103 B6
Pantone 1505 C

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Color Tints

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02

Typography



Typrography

Moderat Typeface Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xy Yx Zz

0123456789!@#\$%*&?)

Typography is an essential component of the visual identity. Our primary brand typeface is the **Moderat Font Family**. It is a versatile sans serif that is used for all Biologix's branded communications.

Moderat typeface is available in a range of weights. The weights each have their own functionality and uses, meaning that headlines, body copy, and supporting typographic detail are all accounted for. The evident contrast between the weights ensures there's a clear definition between them, and means it's easy to achieve typographic hierarchy whenever necessary.

Our Secondary typeface is Merriweather. This should only be used sparingly and only for tittles, headers and sub-headers. Allowed system alternate font is Helvetica in cases where any of the brand typefaces are not available.

Thin 1234567890

Light 1234567890

Regular 1234567890

Medium 1234567890

Bold 1234567890

Black 1234567890

Typrography

Example

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Folio
Moderat
Light

Header
Moderat
Bold

Intro
Moderat
Medium

Sub-headers
Merriweather
Bold

Body Copy
Moderat
Regular

August 2022

We are passionate and expertise in cell and m

Biologix employs molecular diagnostics as an alternative to traditional testing due to its precision and efficiency. Molecular testing can detect diseases and how they can be resolved or managed earlier than ever before, even if they have escaped detection on non-molecular levels.

Testing

Get access to state-of-the-art molecular testing with the highest level of ensured accuracy for diagnostics.

Efficient and Seamless Service

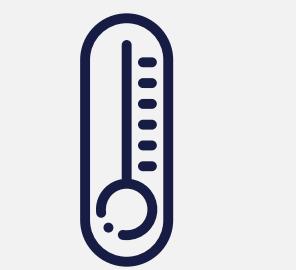
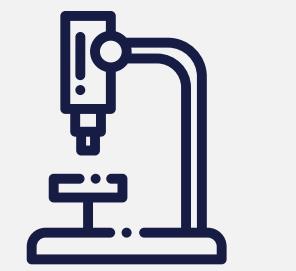
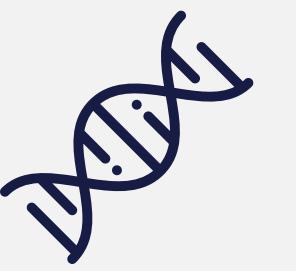
We provide a wide variety of comprehensive molecular testing services to medical centres, HMOs, individual patients and research institutions needed for diagnosis, disease monitoring and treatment. We cater to the needs of our clients by providing timely results and personalized service.

02

Graphic Elements

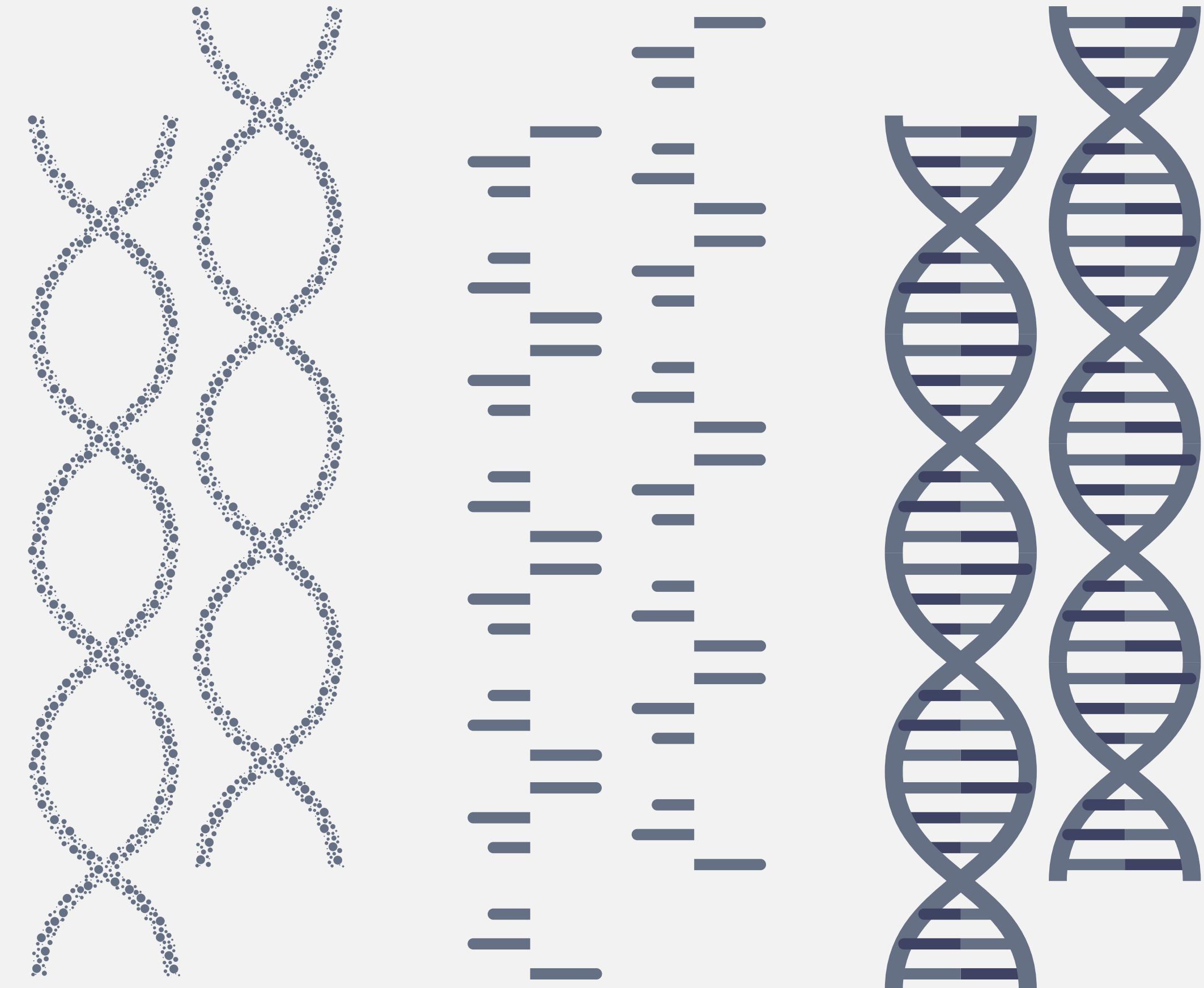


Iconography



This is the icon set of the brand. It's minimalistic, a simple representation of our science field; molecular biology, testing and care.

Pattern



This is the patterns of the brand. It's minimalistic, coined from the unique and impactful dna helix logomark. In developing the **Biologix** visual identity, we have been guided by key elements and concepts. These principles have influenced every design decision and can be felt throughout our brand assets.

Applications

02





Seamless disease detection and monitoring





A laptop screen showing a website for 'biologix'. The website features a DNA helix graphic on the left and a main headline 'Seamless disease detection and monitoring' in bold black text. Below the headline is a subtext: 'We have been operating for 10 years. Learn more about our laboratory, news and scientific advancements.' At the bottom of the main content area are two yellow buttons: 'Book Test' on the left and 'Book Covid Test' on the right. The laptop is a silver MacBook Air, and its keyboard is visible at the bottom of the frame.



Thank You