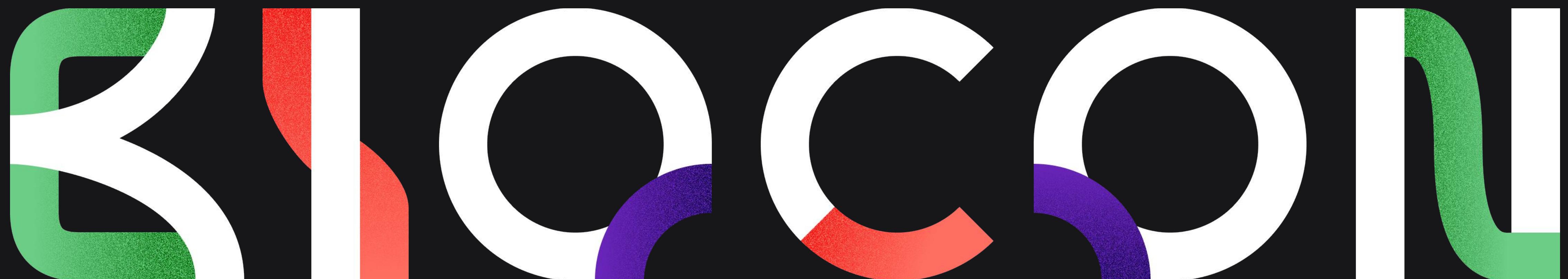


Brandbook

BIOCON 2024 Conference Branding Guide



2024

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What is BIOCON 2024?

BIOCON is International Biotechnology Conference.

An annual three-day conference for students, academics, researchers, and corporate people involved in biotechnology with the single objective of advancing the growth of the Russian and global biotech community.

Our goal is to make science engaging and interesting. As a result, the BIOCON brand is concerned with the event's appearance and design in addition to its content.

s and prospects
technology development



Logotype

Key element of brand identity.

Main version



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Vertical version

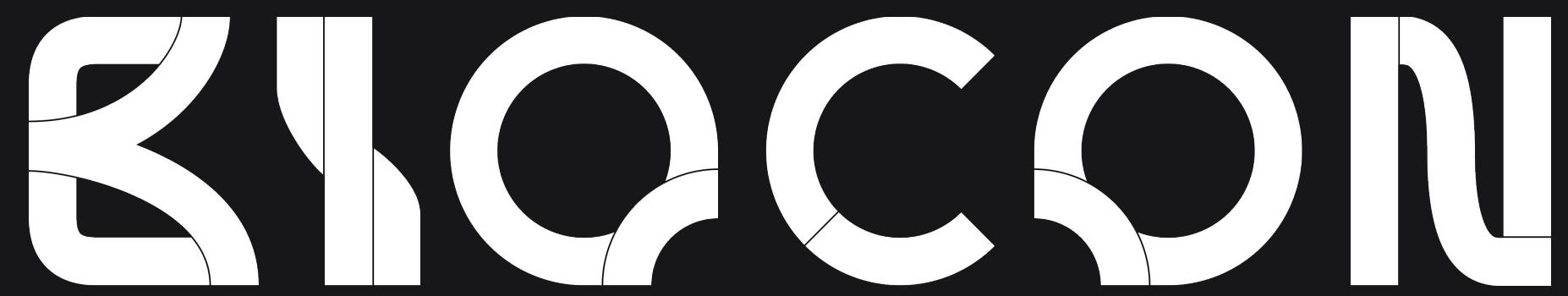
Used in cases where the dimensions of the branded space do not allow you to use the main version.



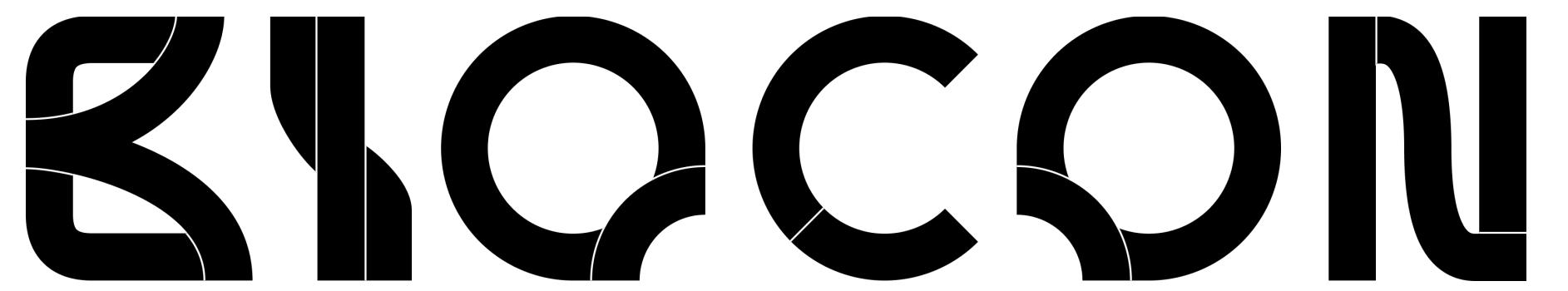
[Download PNG](#)

Version in black and white

The b&w version and its inversion are used in cases where it is impossible to use the full color version - black and white printing, two-color screen printing and etc.



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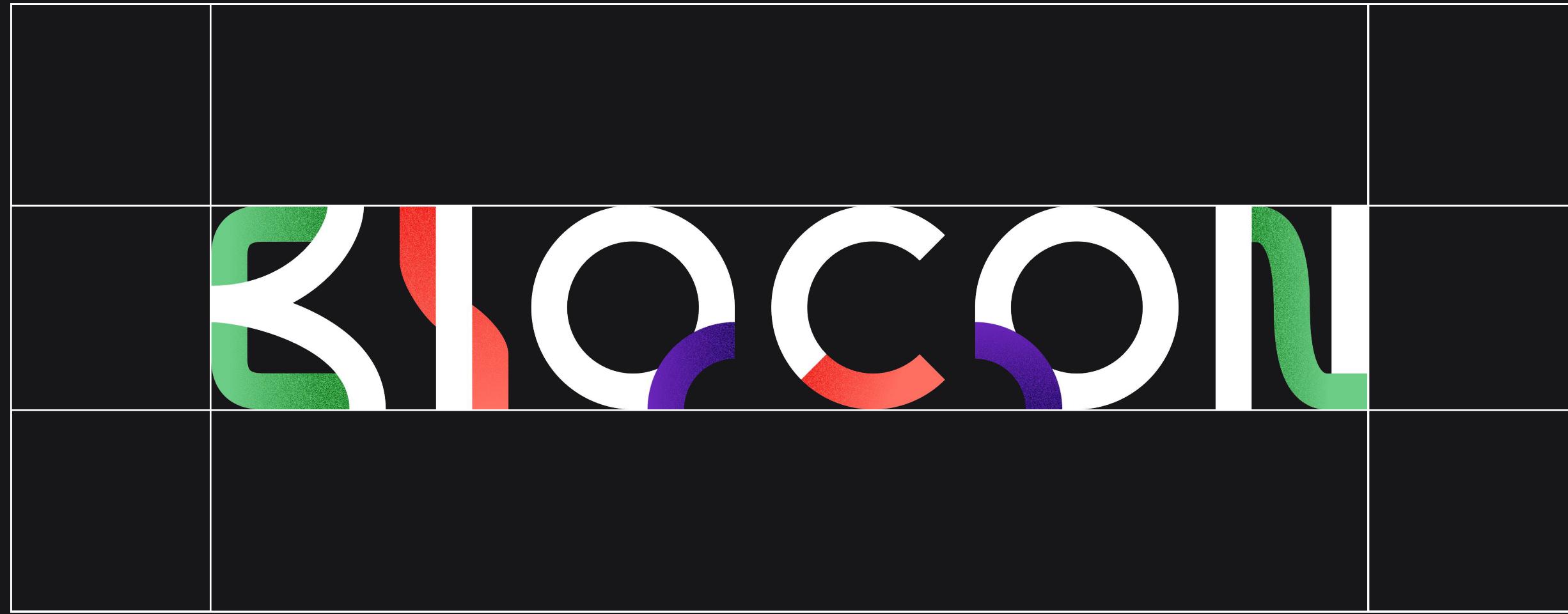
Monochrome version

Used in cases where it is impossible to use the full-color and black-and-white versions – engraving, embossing, etc.

BIOCON

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Clear space



x



x

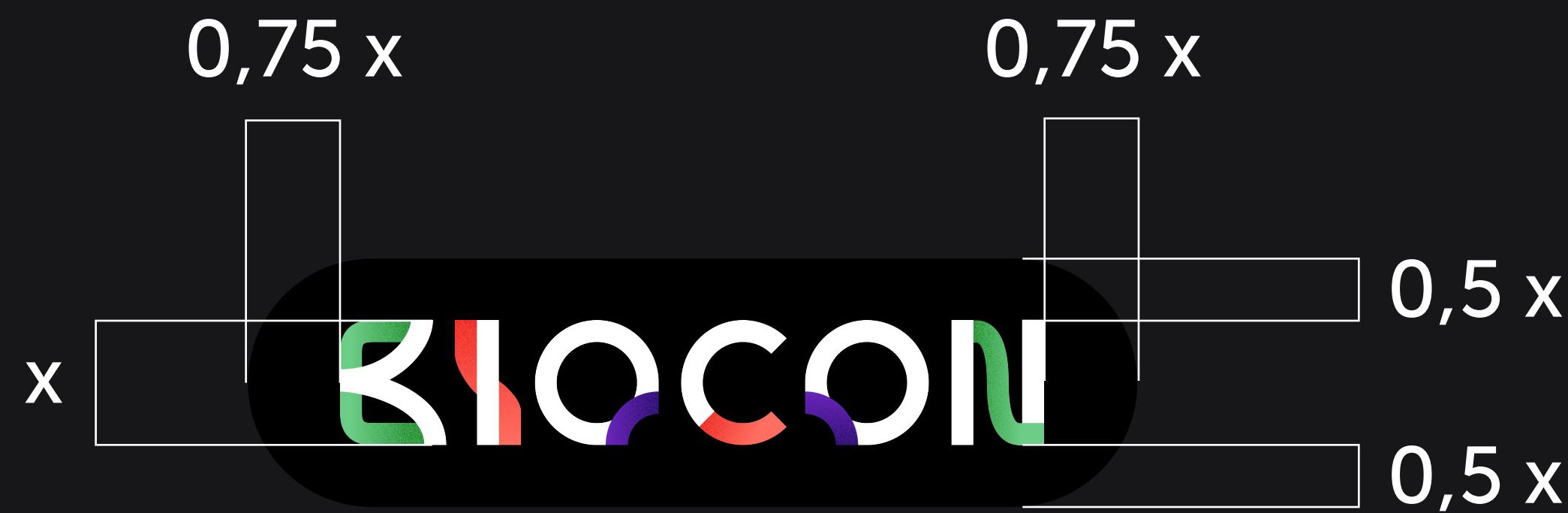
x

x

x

Logotype on the background

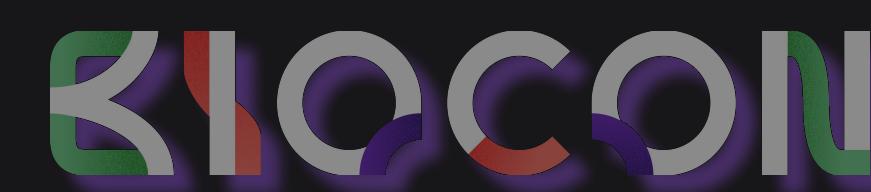
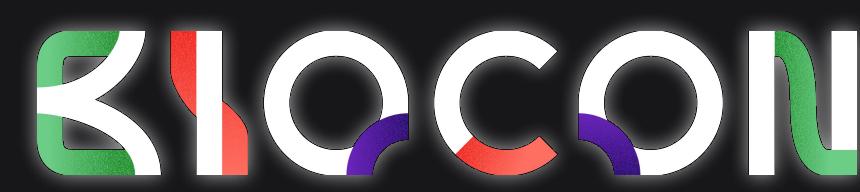
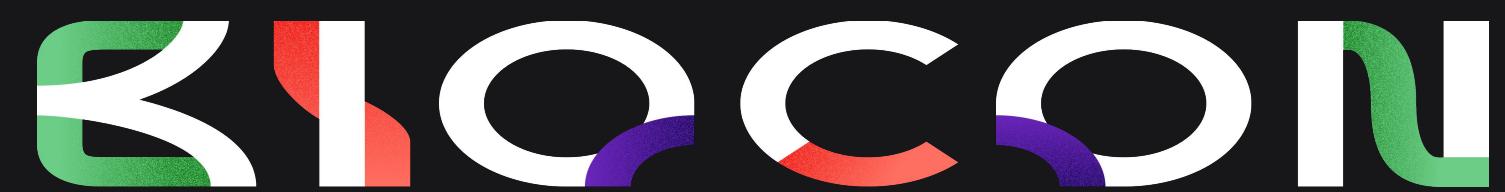
Use a plain background with rounded corners that contrasts with the logo if there is not enough contrast between the logo and the background on which it is placed.



Prohibited logo usage

The location and proportions of the logo are fixed; distortion of the font, tracking, kerning, color, shape, and tilt are unacceptable.

- Distortion
- Usage of incorrect colors
- Rotation of any degree
- The use of effects, including transparency
- Composition changes



Color palette

The signature palette consists of three colors.

HEX 6CCD86

RGB 108 205 134

CMYK 47 0 35 20

Pantone 346 C



HEX FE6F61

RGB 254 111 97

CMYK 0 56 62 0

Pantone 178 C



HEX 6A25BA

RGB 106 37 186

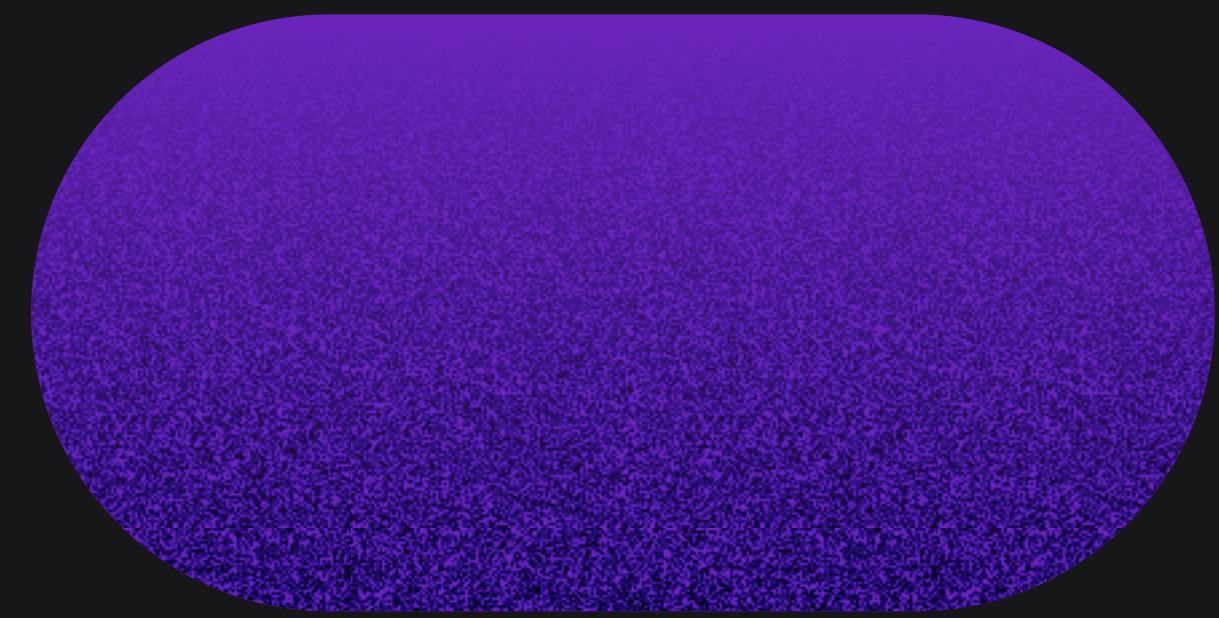
CMYK 31 58 0 27

Pantone 266 C



Noise

Brand palette colors can be used with a monochrome noise gradient. Elements of the multi-color version of the logo are reproduced using them.



Typography

Branding font — Museo Sans.

Aa Bb Cc

PISH

ITMO Advanced engineering school
is a center for attracting engineering group
leaders to transfer research solutions
to industry and business development.

Programs at the intersection of IT and natural
sciences are implemented at the school.
In addition, the ITMO Engineering School
is a scientific youth community and an
opportunity to work with industry leaders.

Printable assets BIOCON 2023



Printable assets BIOCON 2023



BIOCON 2024