

Cellworks Brand Identity Quick Reference Guide



Our Logo

The simplest way we have to say “Cellworks.”

Legibility is dependent on appropriate size and contrast between fill color and background color. Use a color which provides good contrast with the composition of the deliverable.

The clear space around the logo is part of its design. That space gives our logo power. It makes it stand out from whatever's around it, whether that's other logos, symbols, artwork, or text. Always give it space to breathe.

A unique and memorable phrase that helps bring to life our brand messaging. By using the brand tagline correctly we can best take advantage of the significant investment we have made in our new brand campaign. It may



Primary Logo



One-Color Logo with Tagline



Reverse Logo without Tagline on Color Background



Logo with Tagline Minimum Size = 50 Pixel Height

Our Font

Agenda and Lato — Clear and modern, they reflect our brand.

Our typefaces represent our brand in almost everything we do – internal or external, in print or on screen.

The primary face for all Cellworks communications is Agenda. Generally speaking, large display type should be set in Agenda Light, as type size becomes smaller, heavier weights may be used.

All HTML copy should use the Lato Family fonts.

DISPLAY

AGENDA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AGENDA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AGENDA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AGENDA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HTML

LATO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LATO HAIRLINE LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LATO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LATO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LATO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LATO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LATO BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Our Color

Color is one of the most powerful tools we have for creating or expressing a particular mood or feeling.

An accent here or a highlight there can be enough to add a splash of personality that brings our brand to life. Use it, play with it. But keep it light, airy, crisp, and simple.



Vermilion
PMS 7618C
C-12 M-70 Y-83 K-0
R-218 G-108 B-65
#DA6C41



Cadet
PMS 5487
C-70 M-42 Y-48 K-13
R-84 G-117 B-118
#547576



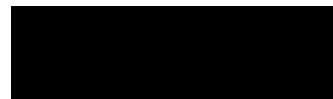
Teal
PMS 563
C-60 M-14 Y-40 K-0
R-106 G-174 B-162
#6AAEA2



Spring Bud
C-30 M-2 Y-58 K-0
R-184 G-212 B-138
#B8D48A



Chalice
PMS Cool Gray 6
C-34 M-27 Y-27 K-0
R-171 G-171 B-172
#ABABAC



Black
PMS Black 6
C-100 M-79 Y-44 K-93
R-0 G-0 B-0
#000000



Dark Gray
PMS 425
C-48 M-29 Y-17 K-76
R-86 G-89 B-91
#58585b



WHITE
C-0 M-0 Y-0 K-0
R-255 G-255 B-255
#ffffff

Visual Style Executions

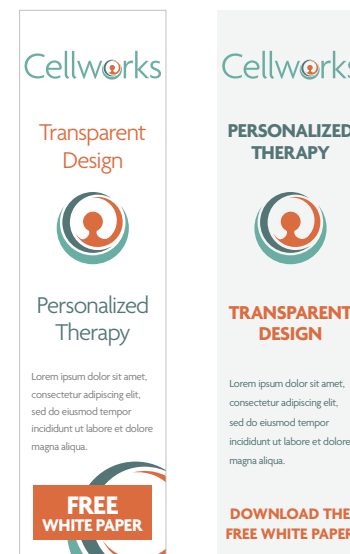
Guidance for building new graphic layouts.

The examples on this page show how the Cellworks visual style can be expressed for different online banners.

ONLINE BANNERS



300x250



160x600



728x90

Sample Layout

Echo this look!

Keep your layouts clean and elegant with the use of photography and color.

POSTER



Personalized Therapy. Transparent Design.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

cellworks.com

Cellworks
PERSONALIZED THERAPY. TRANSPARENT DESIGN