



Curenetics

The Brand Guidelines

Introduction

A startup full of ambition, hope and discovery,
Curenetics aims to accelerate cure research.
Today curenetics is a startup, tomorrow it will be a
global medical powerhouse helping thousands of
people fighting terminal illness.

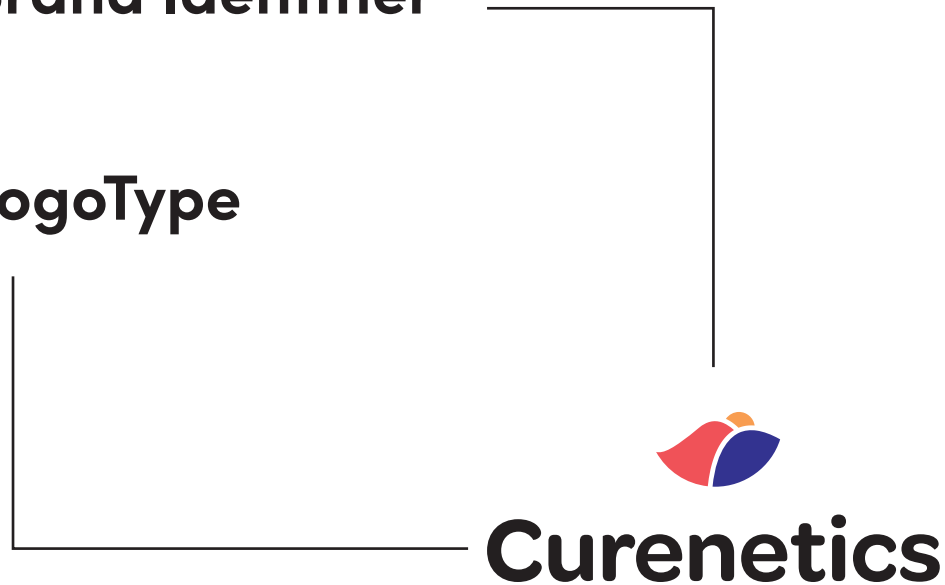
The Logo

Logo Elements

The logo contains two elements of object.
They can be presented individually, see guidelines
for details.

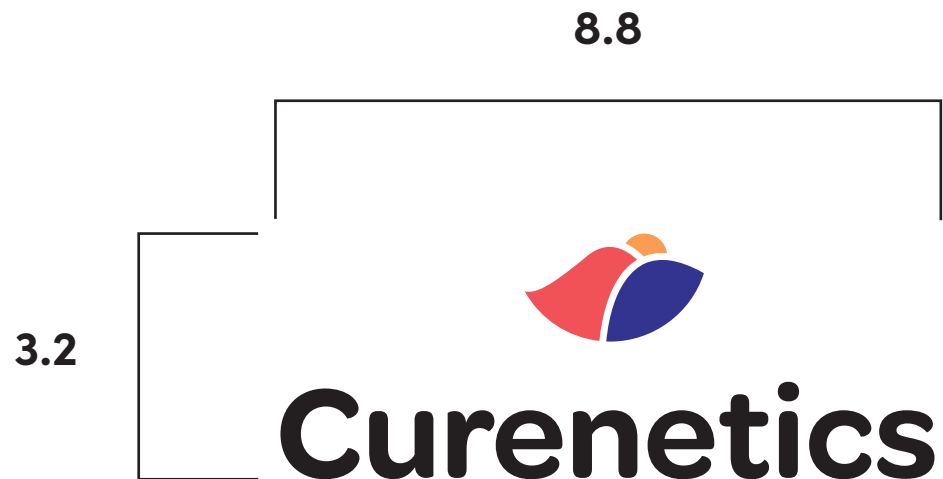
- **The Brand Identifier**

- **The LogoType**



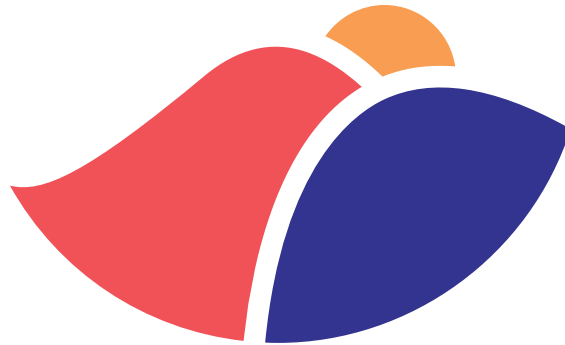
Logo Measurements

Aspect Ratio is vital for the logo's usage. Never stretch any element of the logo under any circumstance, always maintain it's ratio.



Brand Identifier

The Brand Identifier is the main visual hierarchy of the logo. As the brand develops it may stand alone, however for now, it's best being presented with the type.



LogoType

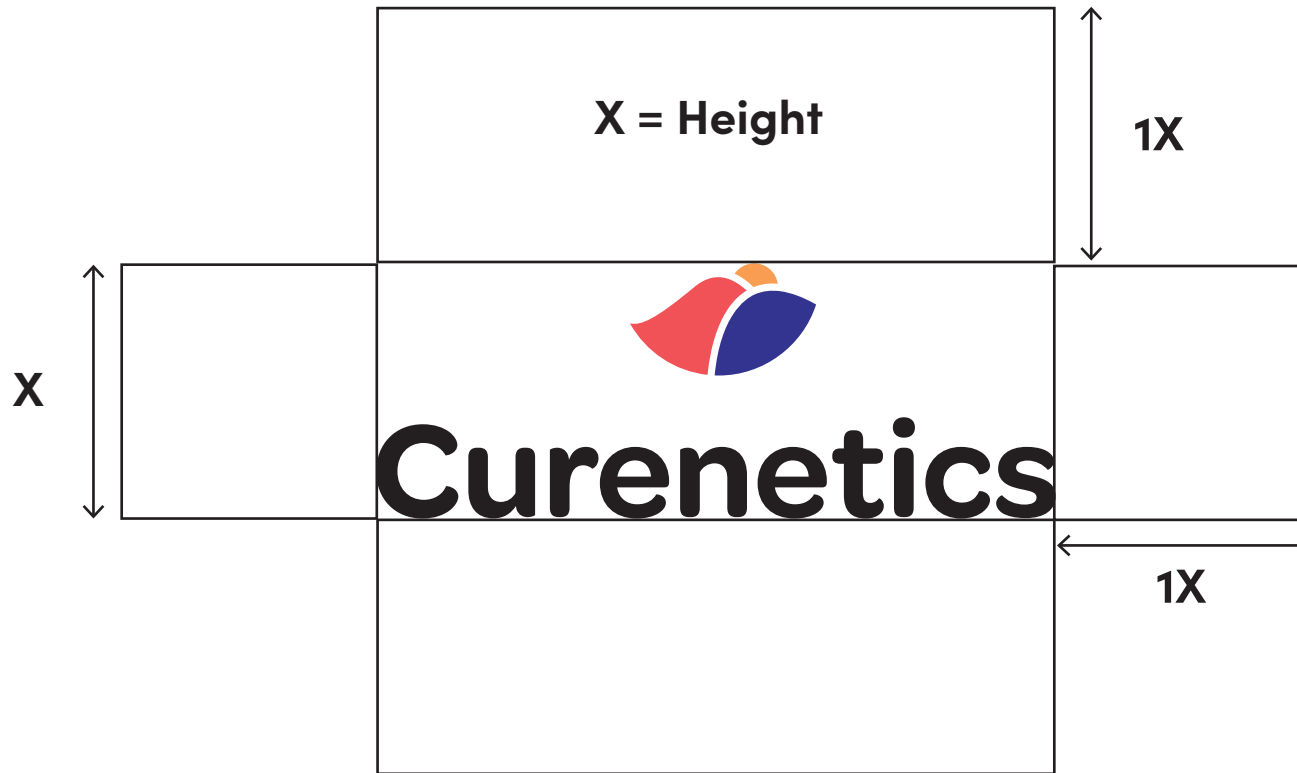
Self, explanatory, powerful and bold. The logotype's curvy edges shows the brand's sophistication in technology.

Curenetics

- The logotype can be presented alone.

Negative Space

Curenetic's brand is powerful it shows its true potential using minimalism, given much space around it, it will show it's vibrant nature.



Minimum Measurements, add more if needed

Logo Colors

The logo is available in black and white and in color.



Color



Shades



Black

The Colors

Brand Colors

Primary Colors are the main visual of the brand. Their usage is to be prioritised.



R = 240 **C = 0**
G = 83 **M = 83**
B = 88 **Y = 61**
 K = 0

#f05358



R = 249 **C = 0**
G = 158 **M = 45**
B = 81 **Y = 76**
 K = 0

#f89e51



R = 53 **C = 97**
G = 52 **M = 98**
B = 143 **Y = 3**
 K = 0

#35348f

Secondary Brand Colors

Secondary colors for Curenetics are neutrals. They're able to be presented to compliment the primary colors without overpowering the primaries.



R = 147 **C = 0**
G = 149 **M = 0**
B = 152 **Y = 0**
 K = 50

#939598



R = 88 **C = 0**
G = 89 **M = 0**
B = 91 **Y = 0**
 K = 80

#58595b

The Typography

Primary Typography

Primary typography should be used for headlines of the brand. The brand use Domus as the brand typography, it's curvy edges allows it to be friendly and match the brand's values.

Domus Font Family

Realigned equestrian fez bewilders picky monarch

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Realigned equestrian fez bewilders picky monarch

Realigned equestrian fez bewilders picky monarch

Secondary Typography

Secondary typography is to be used to compliment Domus. The brand use sofia pro as a secondary font. It's easy to identify, and clinical spacing allowing it to be used for body type.

Sofia Pro Font Family

abcdefghijklmnopqrstu
vwxyzABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!@#\$%^&*()

**abcdefghijklmnopqrstu
vwxyzABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!@#\$%^&*()**

This Document

This brandbook is to act as a guideline for the brand.
It's important to know that the brand develops overtime and content will be added to this brandbook.

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