



Brand Guidelines 2023

01. Logo

Sketches



 sologenic™

Icons



Full Logos

 sologenic™

 sologenic™

02.Typeface

Font Family **DM Sans**

Leading Ratio **1.5x**

Font Weights

Aa

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

.,:;@#'"!/?<>%\$*()[]{}\$

Aa

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

.,:;@#'"!/?<>%\$*()[]{}\$

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

.,:;@#'"!/?<>%\$*()[]{}\$

Font Sizes

H1 (20pt)

The quick fox jumps over the lazy dog

H2 (18pt)

The quick fox jumps over the lazy dog

H3 (16pt)

The quick fox jumps over the lazy dog

P1 (14pt)

The quick fox jumps over the lazy dog

P2 (12pt)

The quick fox jumps over the lazy dog

P3 (10pt)

The quick fox jumps over the lazy dog

DM SANS

03. Colours

Primay Colours

#D81D3C

#2D2D2D

#FFFFFF

RGB
216, 29, 60

HSB
350°, 87%, 85%

CMYK
0, 87, 72, 15

RGB
45, 45, 45

HSB
0°, 0%, 18%

CMYK
0, 0, 0, 82

RGB
255, 255, 255

HSB
0°, 0%, 100%

CMYK
0, 0, 0, 0

Secondary Colours

#1A1A1A

#222222

#454545

#666666

#878787

#C3C3C3

RGB
26, 26, 26

HSB
0°, 0%, 10%

CMYK
0, 0, 0, 90

RGB
34, 34, 34

HSB
0°, 0%, 13%

CMYK
0, 0, 0, 87

RGB
69, 69, 69

HSB
0°, 0%, 27%

CMYK
0, 0, 0, 73

RGB
102, 102, 102

HSB
0°, 0%, 40%

CMYK
0, 0, 0, 60

RGB
135, 135, 135

HSB
0°, 0%, 53%

CMYK
0, 0, 0, 47

RGB
195, 195, 195

HSB
0°, 0%, 76%

CMYK
0, 0, 0, 24