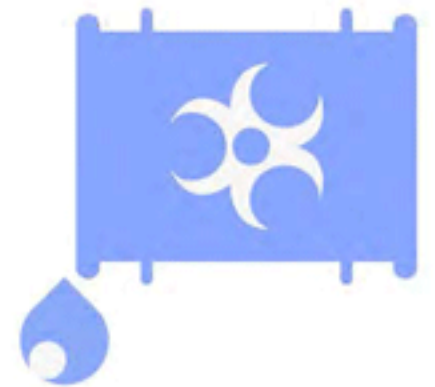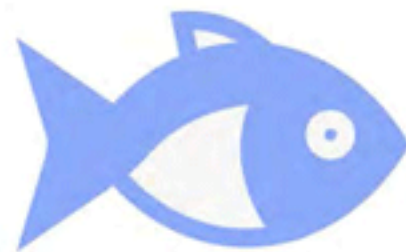# SIS.bio

Biotechnology For Water
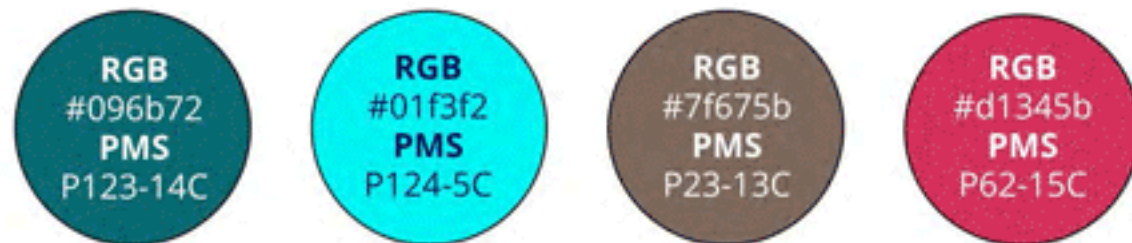
VISUAL BRANDING GUIDELINES

Color Palette

The SIS.bio color palette is broad to allow for the appropriate expression of the brand personality. This does not mean all colors should be used at once. In fact, such usage is not recommended. This color palette is shown with RGB colors and Pantone colors (PMS), ensuring a hassel-free go-between digital and print applications.

SIS.bio Primary Colors

RGB
#0e4cfa
PMS
P99-8C

RGB
#efefef
PMS
P134-10C

RGB
#021754
PMS
P103-16C

RGB
#34d1bf
PMS
P127-5C

Full Color Palette

RGB
#096b72
PMS
P123-14C

RGB
#01f3f2
PMS
P124-5C

RGB
#7f675b
PMS
P23-13C

RGB
#d1345b
PMS
P62-15C

The main color of the website is Blue RGB #0e4cfa PMS P99-8C. It is the logo color and should be used the over the other colors in the color pallet. The Dark Blue RGB #021754 PMS P103-16C should be used for all text related to the brand. The White RGB #efefef PMS P134-10C is the highlihgt color in the logo and favicon water drop. This color should be used for text that needs to written over a dark background and as the background color for the website.All other colors in the pallet should be used sparingly and only as accent colors.

Logo

The logo is one of the main components of the SIS.bio brand. SIS.bio's mark consists of the word SIS.bio in blue with a blue and white water drop over the "i" in .bio. The text of the logo is two different fonts. The "SIS." font is Abadi MT Condenced Extra bold and the "bio" font is Moderna. Under the image is the text "Biotechnology For Water" in the font Montserrat Alternates. The color of the logo is blue #1853f6 and white #efefef for the highlight in the water drop. These elements are proportioned and positioned in a specific way. The precise arrangement may not be altered when featuring the entire mark.

HORIZONTAL LOGO

SIS.bio
Biotechnology For Water

VERTICLE LOGO

FAVICON

Never redraw or try to recreate our mark, including our water drop and logo type. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Alternative Logo Applications

As previously stated, both horizontal and vertical versions of the SIS.bio logo is one of the main components of the SIS.bio brand and the preferred versions as they provide the most effective presentation of the logo. Those logos should be used whenever possible.

The waterwashed logo can be used for placing on images or in the background of a page or presentation. The grayscale logo can be used as a cost-effective alternative or as a more subtle branding option. The black logo is permitted where printing in black is required, such as in a newspaper ad.

SIS.bio's reverse-use logos are not simply the positive marks with a black background. The scale, position, and weights of the logo have been optically adjusted. Use the reverse-use logos for approprate applications.

PREFERED LOGO

WATERWASHED LOGO
Same as the prefered logo with the opacity reduced to 50%

GRAYSCALE LOGO
Gray: RGB #5e5e5e PMS P179-12C

BLACK LOGO

REVERSE LOGO
Blue: RGB #0082fa PMS P 2727 C

REVERSE BLACK AND WHITE LOGO

Typography

A consistent approach to typography reinforces the effectiveness of SIS.bio's visual identity. With consistent use, these fonts will create a strong and recognizable identity for SIS.bio. For most applications, we use the Open Sans font family. If Open Sans font is not available in a program, Arial is an acceptable substitute. For Titles and Headings, SIS.bio uses Montserrat Alternates in Semibold. If Montserrat Alternates is not available please resort back to Open Sans. To complement the SIS.bio logo, these fonts represent our ideals and should not be replaced with other fonts.

All Text - Print & Digital

Open Sans font family provides a wide range of fonts that offer multiple styles for multiple needs. It is an all-purpose, classic font that is easy to read in any program or application. SIS.bio uses Open Sans for all text except titles and headings.

OPEN SANS

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

Heading Text - Print & Digital

Montserrat Alternates font family provides a wide range of fonts that offer multiple styles for multiple needs. It is an all purpose, classic font that is easy to read in any program or application. SIS.bio uses Montserrat Alternatesfor all titles and headings.

MONTSERRAT ALTERNATES

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

Logo Branding - Print

We expect the SIS.bio logo to be shown on a variety of print applications. Below, the logo is depicted on physical applications that we expect the viewer to encounter on a regular basis.

PEN

USB DRIVE

MOUSE PAD

HAT

MUG

POLO SHIRT

Stationery System

Stationery is the most visible and prominent representation of SIS.bio. Stationery includes business cards, envelopes, and letterhead. As part of the objectives of SIS.bio's brand identity, all stationery must have the same appearance. The look of SIS.bio's stationery isbased on a system of colors, fonts, positions, and margins.

BUSINESS CARD

ENVELOPE

Business Letter

Business letters can initiate communication with a prospect, a client, or another business. It is important to us to maintain a clean and professional appearance at all times. Here are the spacing guidelines for ensuring that the logo and business letter are properly formatted within letter-sized paper.

TOP MARGIN: 1.75"

BOTTOM MARGIN: 1"

RIGHT MARGIN: 1"

LEFT MARGIN: 1"

TOP MARGIN: 1.75"
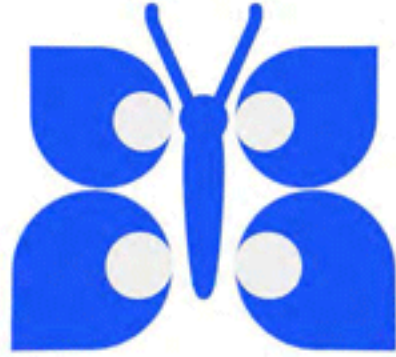
BOTTOM MARGIN: 1"

LEFT MARGIN: 1"

RIGHT MARGIN: 1"

Custom Images

A unique series of images and icons have been developed for SIS.bio's visual identity. These images and icons represent the various SIS.bio services as well as reinforce the concept of "Biotechnology For Water". The images and icons can be used with 100% color or with 50% opacity. They can also be angled and clipped to work within the layout.
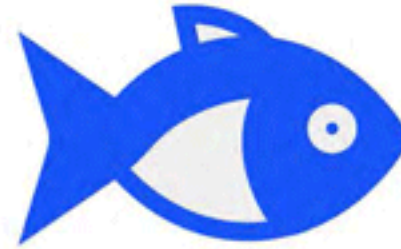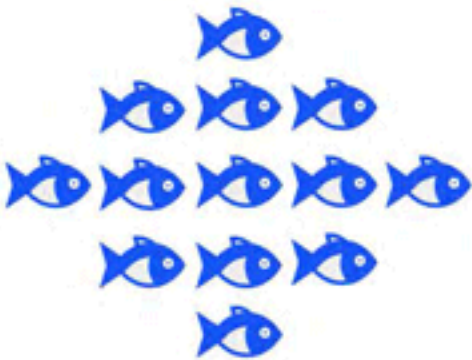
IWRM

BIOTECHNOLOGY

EUTROPHY

RESERVOIR MANAGEMENT

AQUACULTURE

SANITATION

LIVESTOCK

WASTEWATER