



MASTER LOGO

The 85% Epigenetic logo has been specifically designed as a singular unit and must not be used alone without the logotype. These correct variations of the logos are supplied to the company as the official brand. The logo represents the company’s values and its concept of epigenetic and our ability to change it.

LOGO COLOR PALETTE



RGB 179, 83, 71
CMYK 23%, 78%, 73%, 11%



RGB 66, 62, 60
CMYK 65%, 61%, 62%, 49%



PMS BLACK C
RGB 0, 0, 0
CMYK 0%, 15%, 15%, 100%



RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%

The colored versions are preferred. However, white and black may be used if placed respectively upon a darker or lighter background.

LOGO TYPEFACE

Avenir Medium

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

The logo’s wordmark is Avenir Medium. It was designed by Adrian Frutiger in 1987 and released in 1988. Avenir was chosen as it is a more organic interpretation of the geometric style, particularly suitable for extended text and extremely legible. Another reason is that the word avenir in French means “future” which is suitable to the concept of 85% Epigenic.

The ideogram is Didot Bold and was slightly modified which emphasize the concept of linkage and possible modification within each and everyone’s epigenome.

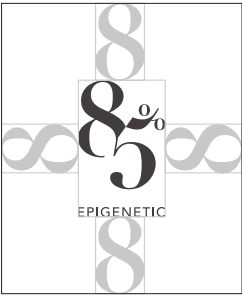


MINIMUM SIZE



The minimum size allowed for the logo’s legibility is 0.7” wide.

STAGING AREA



To preserve the 85% Epigenetic logo’s integrity, it is important to maintain a minimum clear space around it. The clear space isolates the logo from any competing elements in the design such as text or other logos. The number ‘8’ front the logo is to be used once all around the logo and proportionally enlarged or reduced in size.

RULES

- Don’t separate the mark from the logotype
- Don’t change the logo’s orientation
- Don’t warp or stretch the logo
- Don’t crop the logo in any way
- Don’t use another typeface
- Don’t outline the logo in any color
- Don’t ignore the size specifications
- Don’t replace or re-create any part of the logo

- Don’t use other colors than the specified ones
- Don’t put a box around the logo when placed
- Don’t apply any filters or textures to the logo
- Don’t apply shadows, glow effect or outlines
- Don’t use the logo on colors with poor contrast or similar colors
- Don’t place the logo on busy photography without the creative director’s consent