

Allozymes Brand Guidelines

Allozymes is a biotechnology company that applies its propriety ultra-high-throughput platform technology to develop novel enzymes and unlock the bioeconomy across sectors. Leveraging this ultra-high screening power, Allozymes aims to build the largest enzyme data library in the world to address the current and future needs of building robust biosolutions

Intent of Guide

What we strive for is a distinctive and consistent brand presence in everything we create. If it's designed by us, we want people to instantly recognize it as Allozymes.

Whether creating printed or digital content, utilize this brand guideline to ensure consistent, on-brand work with us.

01 Brand Strategy

Our brand is more than just our name and our logo.
It's about who we are, what we do, and what we stand for.

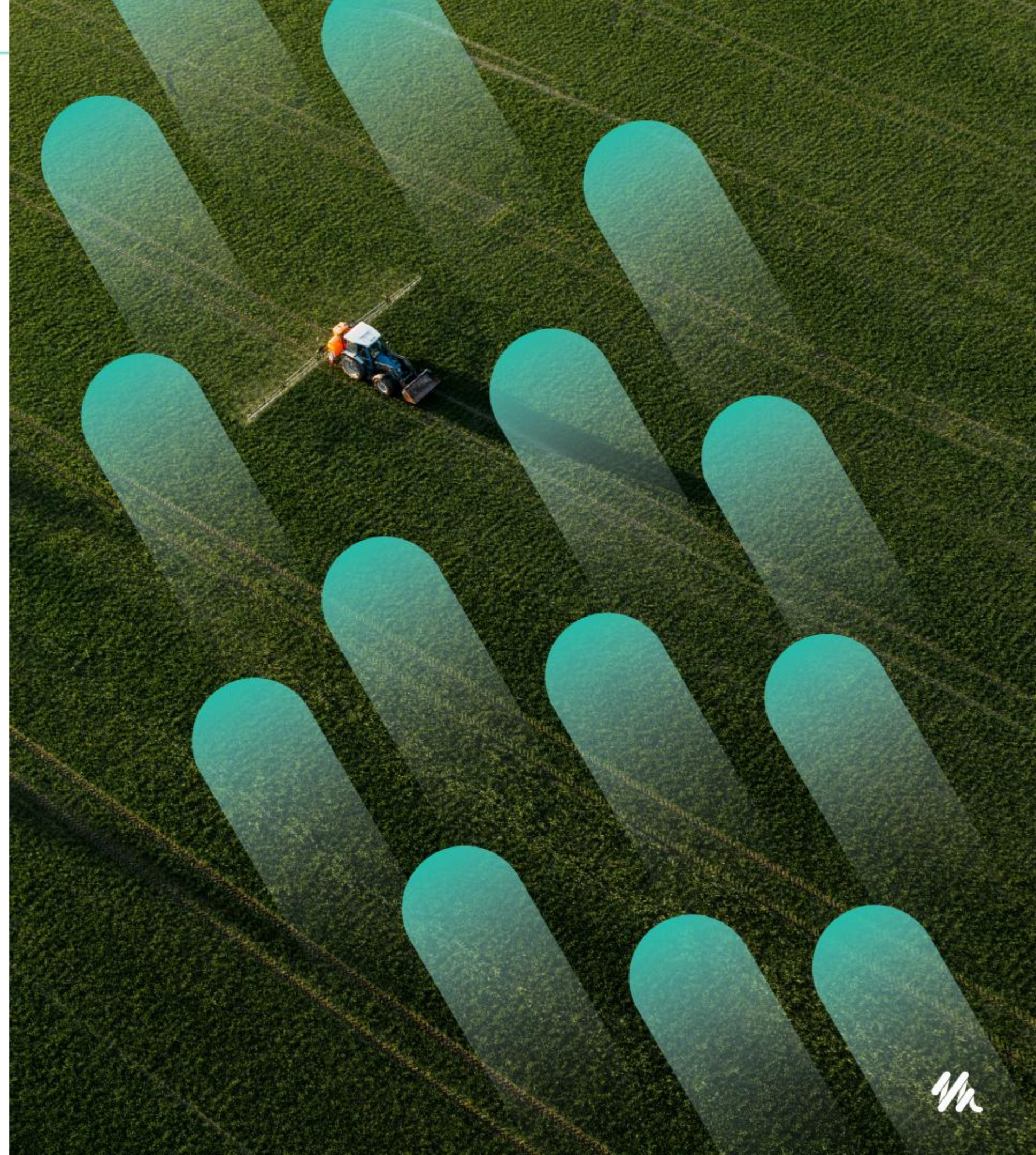
2.1	About the Logo
2.2	Variation
2.3	Clear Space
2.4	Minimum Size
2.5	Color Variation
2.6	Monochrome Logo
2.7	Don'ts

Purpose

Think of our brand purpose as our compass, guiding why we do what we do. It inspires our team and gives our clients a reason to connect with Allozymes.

Use it to kick off speeches, interviews, presentations, or whenever introducing others to our brand.

To create
robust biosolutions
for a greater tomorrow.



Vision

It's crucial that we articulate a clear, concrete business vision of our destination and goals. Our vision statement should also influence long-term business decisions to ensure that the Allozymes brand is navigated towards the right direction.

Use this statement to explain our intentions and motivate the team to realize the inspiring vision of the future we are working towards.

To enable sustainable
ingredient sourcing for
a product in every
major industry.



Values

Our core values are key to defining our brand culture. They guide our behavior and help us distinguish right from wrong. We rely on these values to shape our culture and drive everything we stand for.

They are our fundamental beliefs, guiding principles, and philosophies. Use them as a guide to ensure you're on the right path and achieving our goals.

Purpose

Finding meaningful impact
in our work

Curiosity

Pushing the boundaries of knowledge
and seeking answers

Courage

Embracing bold ideas for
greater breakthroughs

Versatile

Striving to be uniquely talented and
able to adapt to all situations

Voice

Our tone of voice is how we want to sound to others. It's a set of core elements that ensure high-quality copywriting across different mediums.

Use these core elements to shape your approach in all brand communication platforms.

1.4 VOICE

Tagline

Evolving Biology

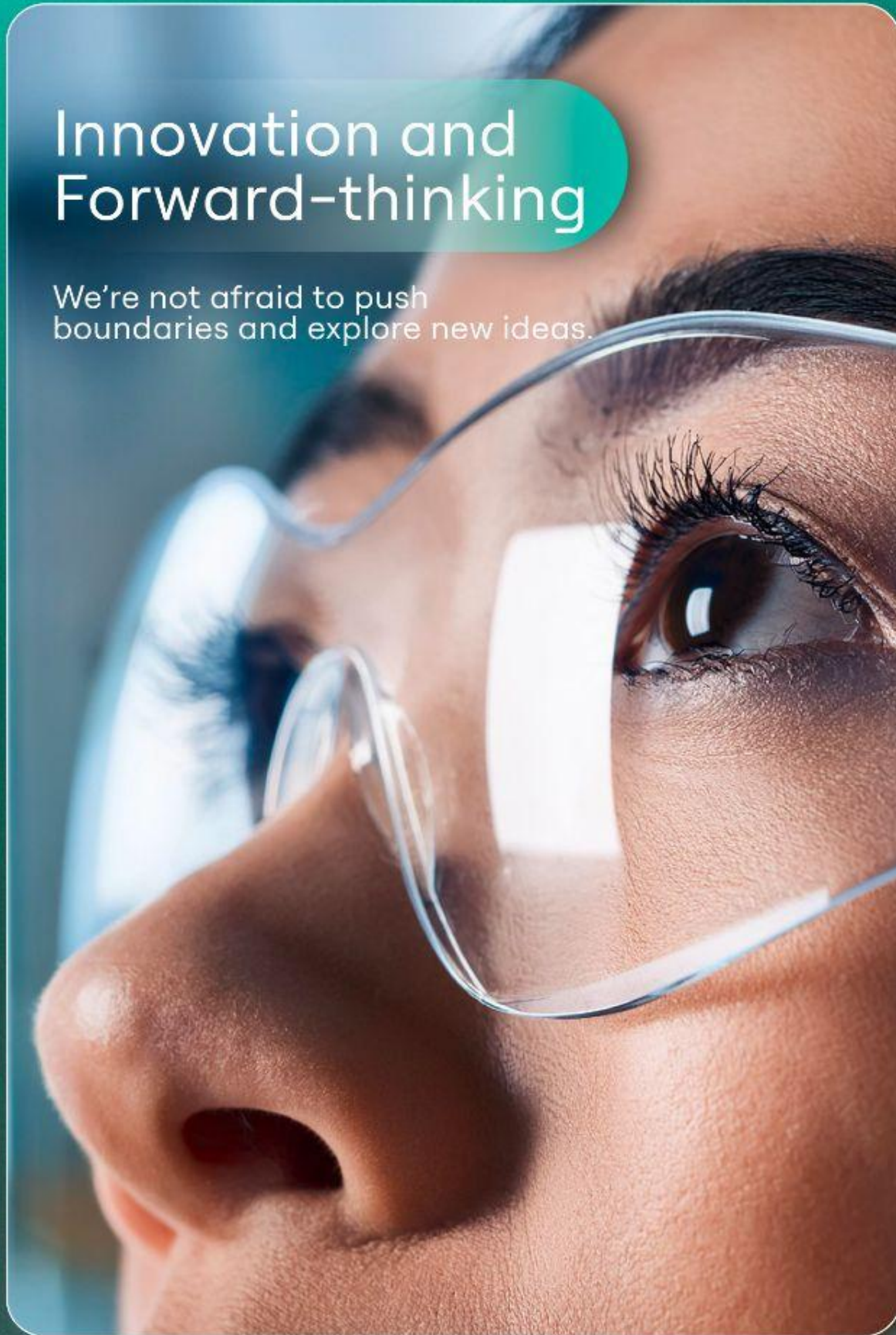
Advancing Tomorrow

BRAND GUIDELINES



Innovation and Forward-thinking

We're not afraid to push boundaries and explore new ideas.



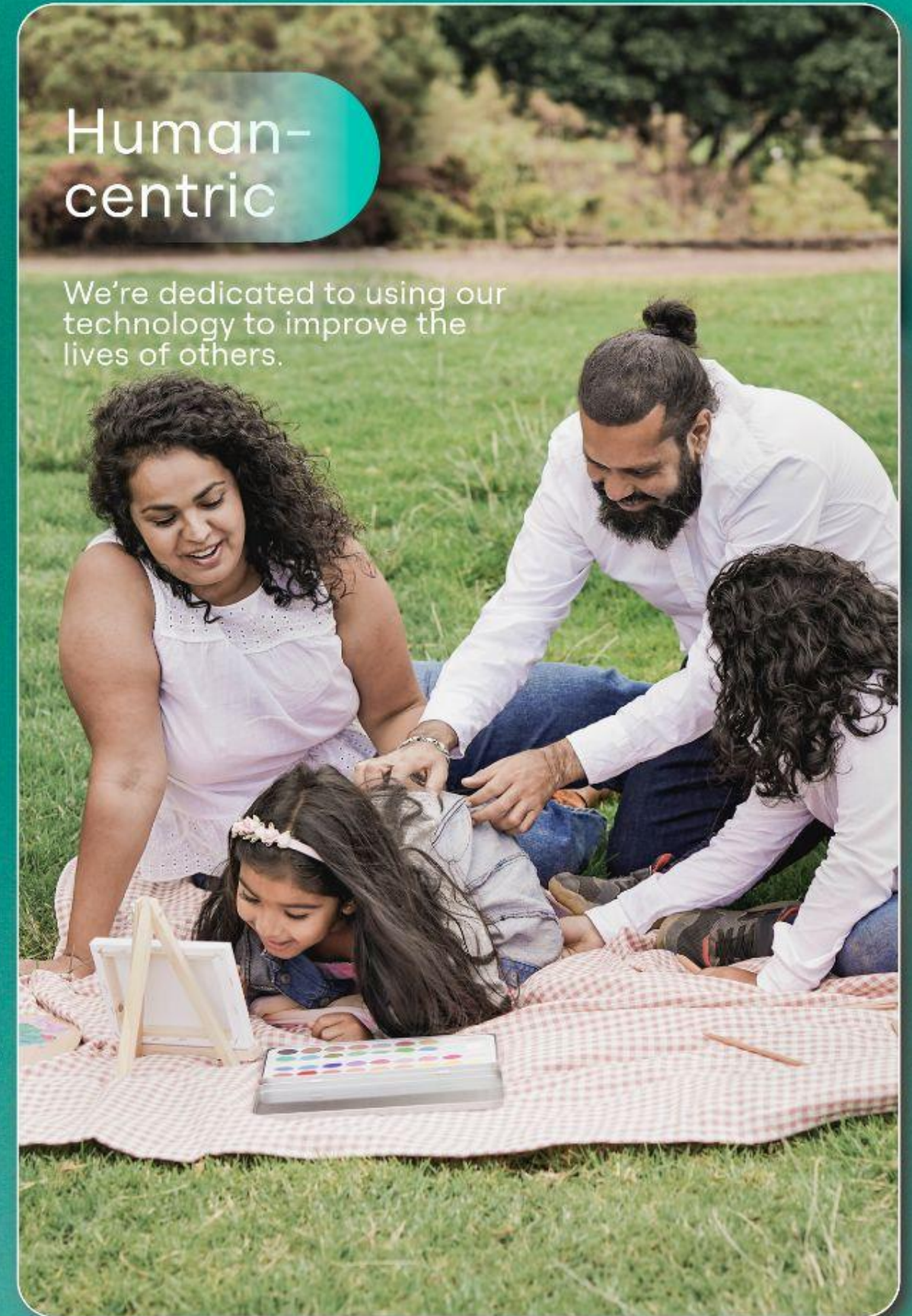
Solution-oriented

We're focused on finding answers to real-world problems.



Human-centric

We're dedicated to using our technology to improve the lives of others.



Archetype

Our brand personality is based on the Sage Archetype. The Sage values knowledge, wisdom, and finding solutions through deep understanding. They believe in the power of science and technology to improve lives.

Ultimately, we are an optimistic brand. With a clear vision and unwavering determination, we hope to make significant impact on the world. Use this information to shape opinions and attitudes expressed across all brand communication platforms.

02 Logo

Our logo is the single most visible element of our brand and its consistent use is key to gaining recognition.

2.1	About the Logo
2.2	Variation
2.3	Clear Space
2.4	Minimum Size
2.5	Color Variation
2.6	Monochrome Logo
2.7	Don'ts

2.1 ABOUT THE LOGO

Our brandmark is a thoughtfully designed abstract representation of protein folding, which is the foundational concept of Allozymes. This design symbolizes the rotations and twists that proteins undergo to achieve their lowest energy and most functional structure. The final form is a coil shape, representing the nature of our work in enzyme innovation.

By embodying these scientific principles, our logo reflects Allozymes' mission to push the boundaries of enzyme technology. It signifies our commitment to versatility, innovation, and the meticulous processes behind our groundbreaking advancements.



2.2 VARIATION

Primary Logo

Our Primary Logo is the cornerstone of Allozymes' brand identity, embodying the essence of who we are and what we stand for. It is the mark by which our clients and partners recognize us and can include our tagline, illustration, and more. This logo sets the tone for all our branding efforts, representing our dedication to innovation and sustainability. Always use the Primary Logo consistently to maintain strong brand recognition and integrity.

Alternate Logo

The Alternate Logo is a streamlined and simplified version of our Primary Logo, designed for use in spaces where dimensions are limited. While it retains the key elements that reflect our mission, it is more compact and refined, ensuring our brand remains recognizable even in constrained settings. Use the Alternate Logo in areas where width or height is restricted.

Submark

Our submark, is a minimal design for use when the Primary or Alternate Logo isn't practical. It ensures brand recognition in small spaces or when a subtle touch is needed.

Brand Icon

Our Brand Icon is a further refinement of our logo, focusing on the Allozymes monogram. It can be used informally to represent Allozymes in a minimal and practical way.

Primary



Alternate



Submark



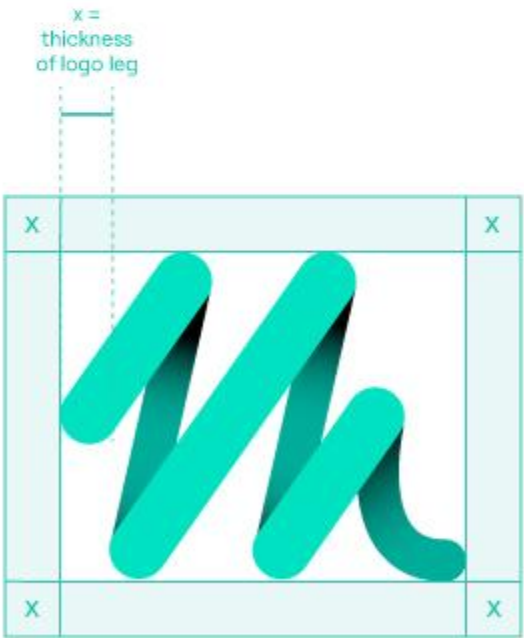
Brand Icon



2.3 CLEAR SPACE

The minimum clear space around our logo is determined by 'x'—based on the height or thickness specific to each logo.

Always use 'x' for most layouts with additional elements like text or images. In cases where the logo needs to be smaller, apply '2x' to ensure clarity and maintain brand integrity.



2.4 MINIMUM SIZE

Establishing a minimum size ensures that the impact and legibility of the Allozymes logo are always preserved.

Primary Logo

The Primary Logo should never be smaller than 70px in digital or 25mm in print.

Alternate Logo

The Alternate Logo should never be smaller than 100px in digital or 35mm in print.

Submark

The Submark should never be smaller than 100px in digital or 35mm in print.

Brand Icon

The Submark should never be smaller than 21px in digital or 6mm in print.

Primary



No smaller than 70px

Alternate



No smaller than 100px

Submark



No smaller than 70px

Brand Icon



No smaller than 21px

2.5 COLOR VARIATION

Color variation in our brand logo is crucial for maintaining versatility and consistency across different mediums. This ensures that our logo remains clear and impactful, whether it's displayed on a light or dark background, in print or digital formats.

By using the appropriate color variation, we preserve the integrity of our brand identity, making sure Allozymes is always represented with clarity and professionalism, regardless of the setting.

This color variation should be consistently applied to Allozymes' Primary Logo, Alternate Logo, and Submark.



2.6 MONOCHROME LOGO

Allozymes' monochrome logo ensures versatility and clarity across various applications:

Special Printing: For non-conventional methods like laser engravings, embroidery, or 3D printing.

Scanning and Faxing: To maintain legibility and contrast, preventing issues with color fidelity.

* Partnerships and Collaborations: To keep a clean, uncluttered appearance in diverse collaborative settings.



2.7 DON'TS

The Allozymes logo is not allowed to be edited, modified, or adapted in any way. These standards apply universally to all Allozymes content, including co-branding and partnership materials, ensuring consistency and integrity in our brand representation.



03 Layout

The layout section ensures consistent and visually balanced designs across all Allozymes' branding materials.

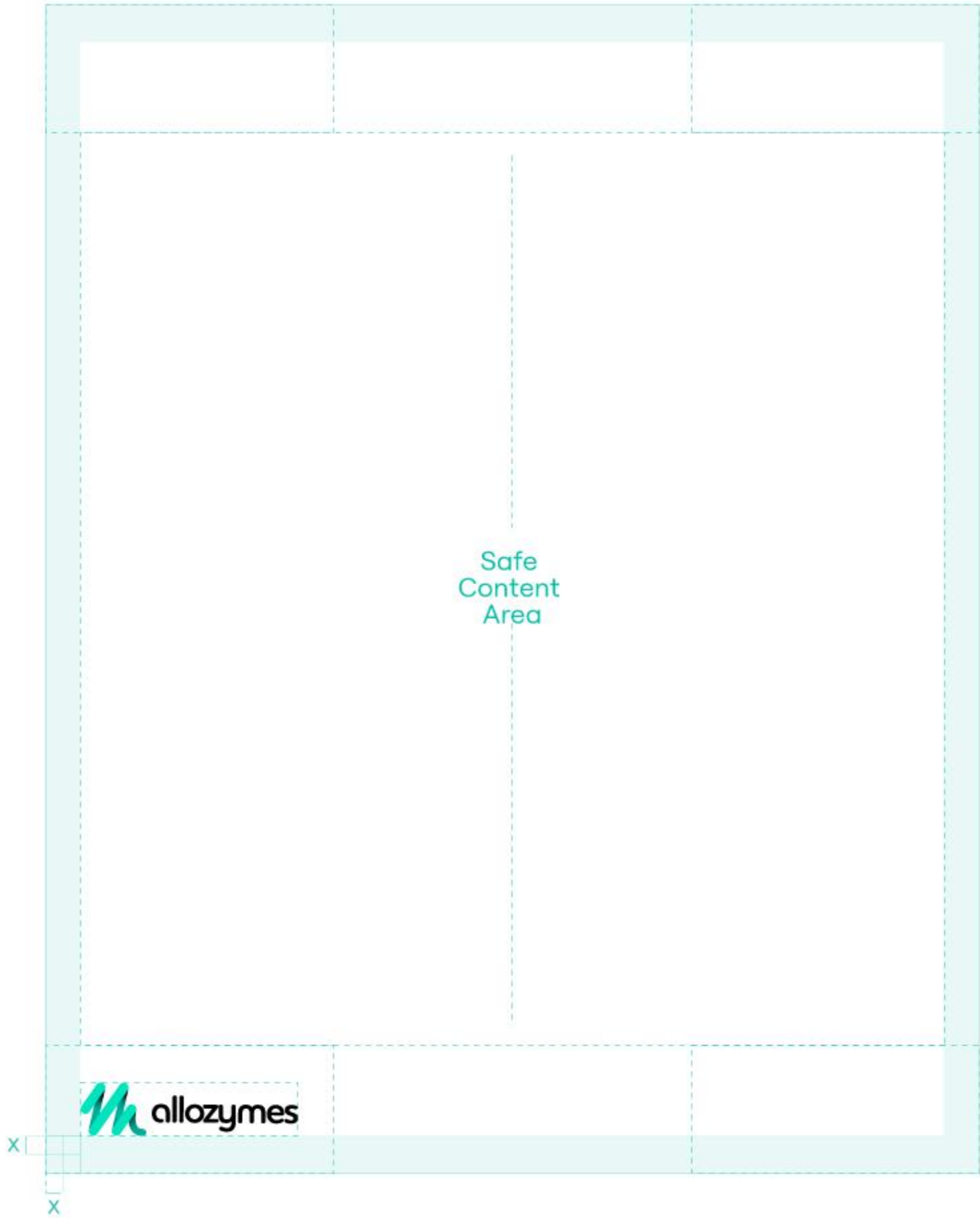
3.1 Margin Proportion

3.2 Social Headlines

3.3 Logo and Headlines

3.1 MARGIN PROPORTION

Always use 'x' as the unit to set margin proportions. Ensure all margins remain equal.



3.2 SOCIAL HEADLINES

All social headlines should be clear, impactful and concised, with a maximum of three lines.

All headlines should occupy no more than one-third of the safe content space.

Any secondary text, such as taglines, should be smaller and placed strategically to reinforce the message without overshadowing headlines.

One-third of
Safe Content Area

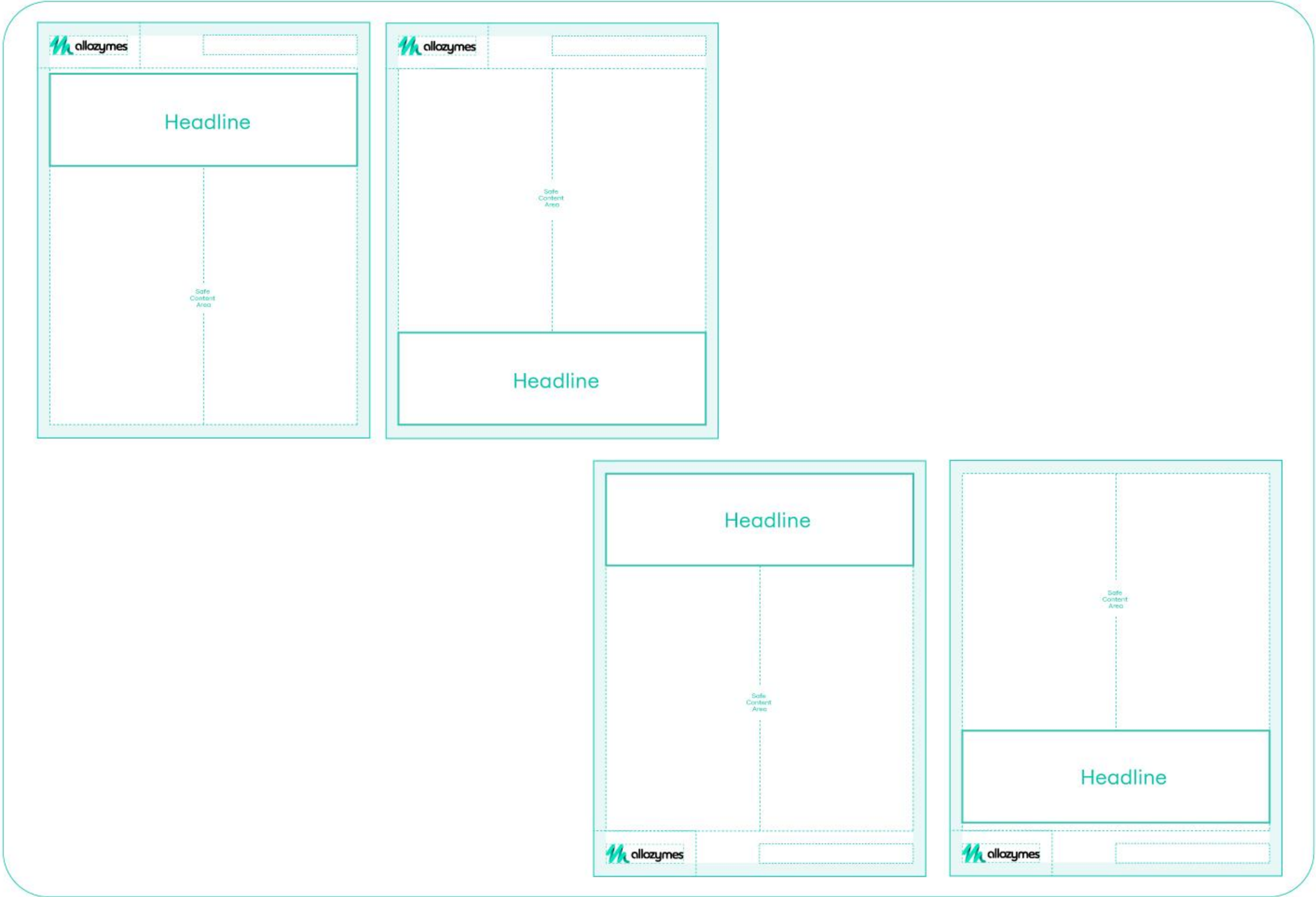
Evolving Biology,
Accelerating
Evolution

Safe
Content
Area

Taglines, Secondary texts,
Additional Information, etc.

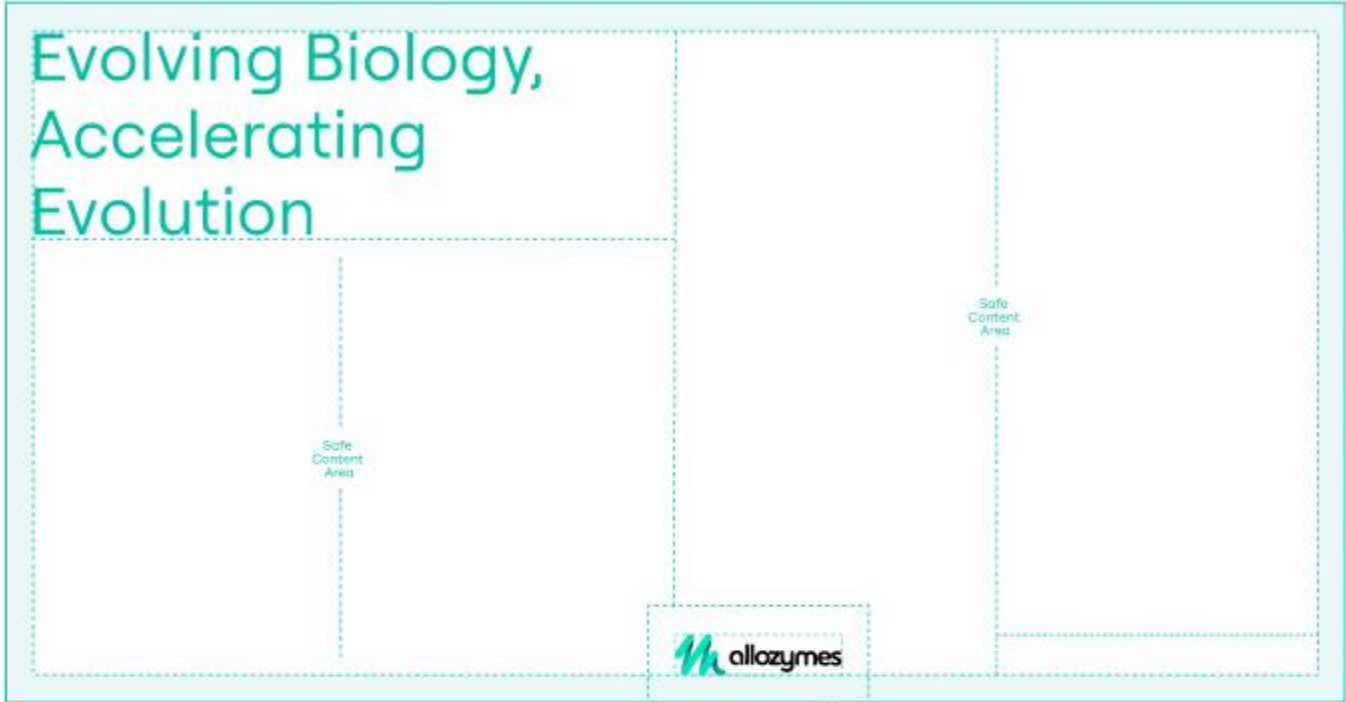
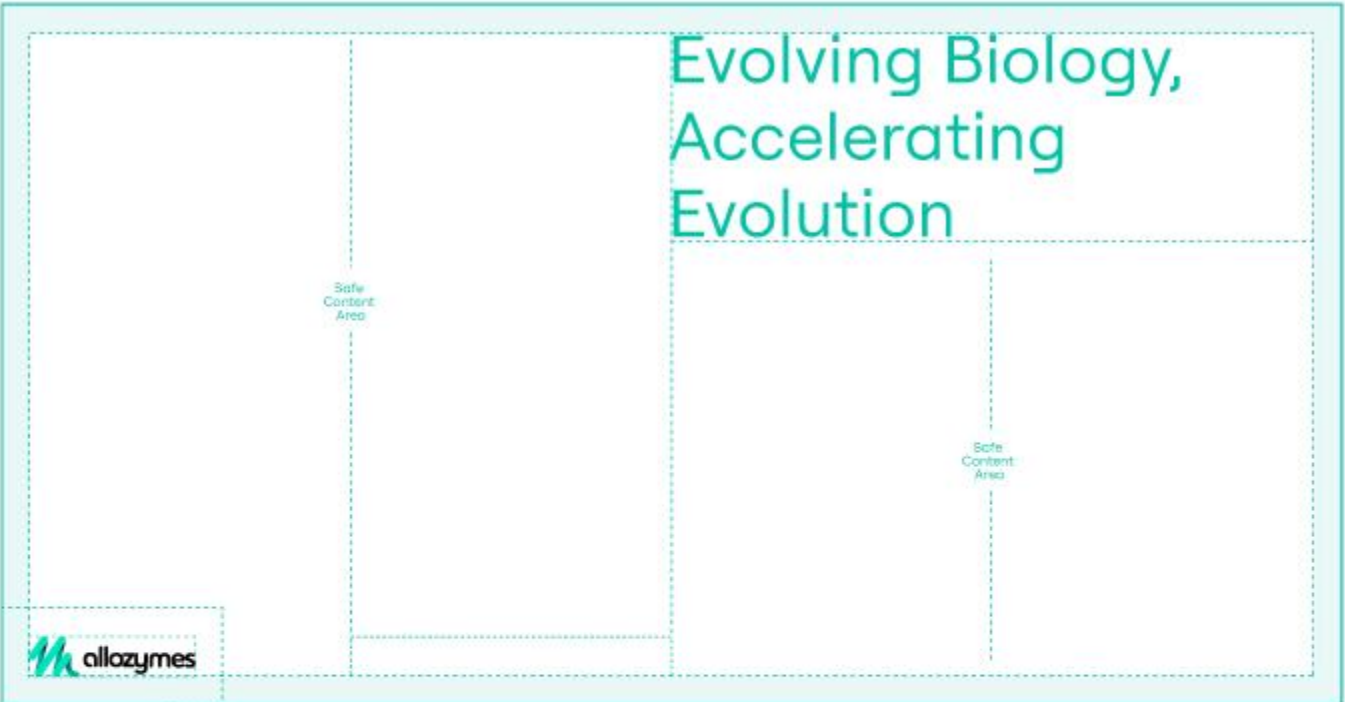
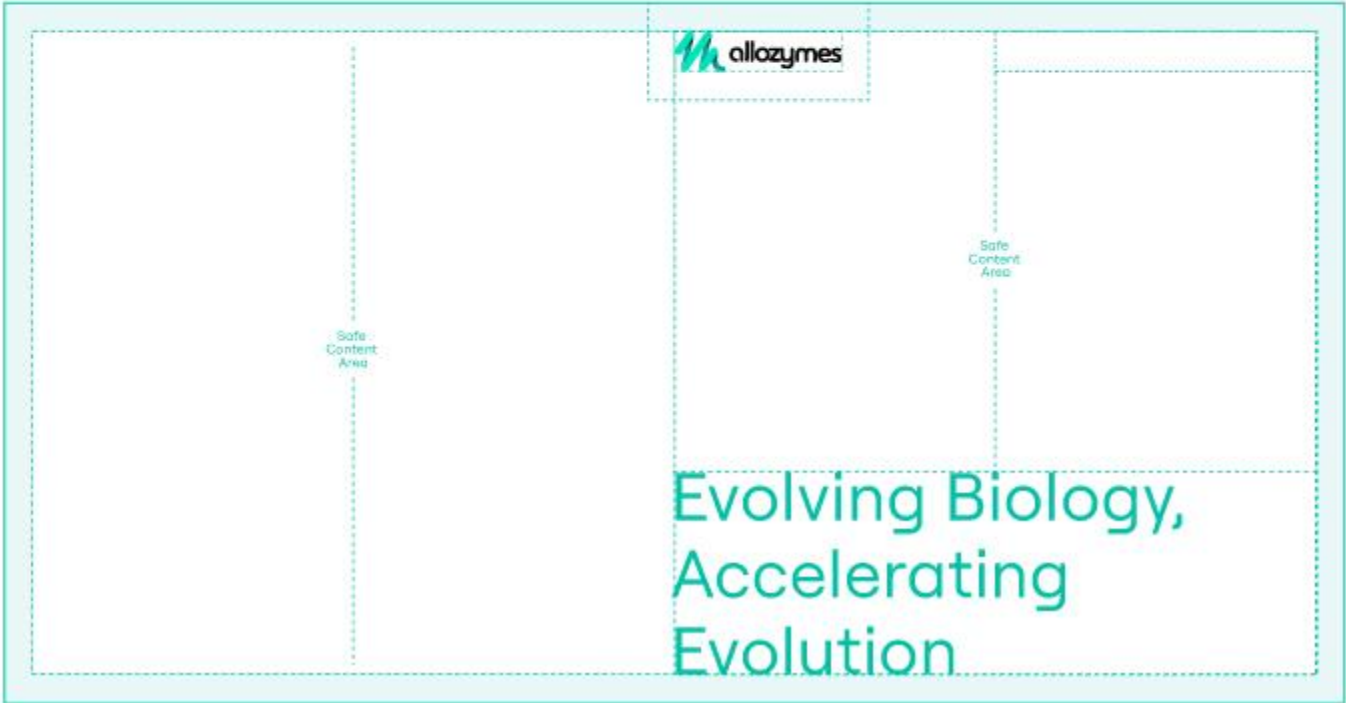
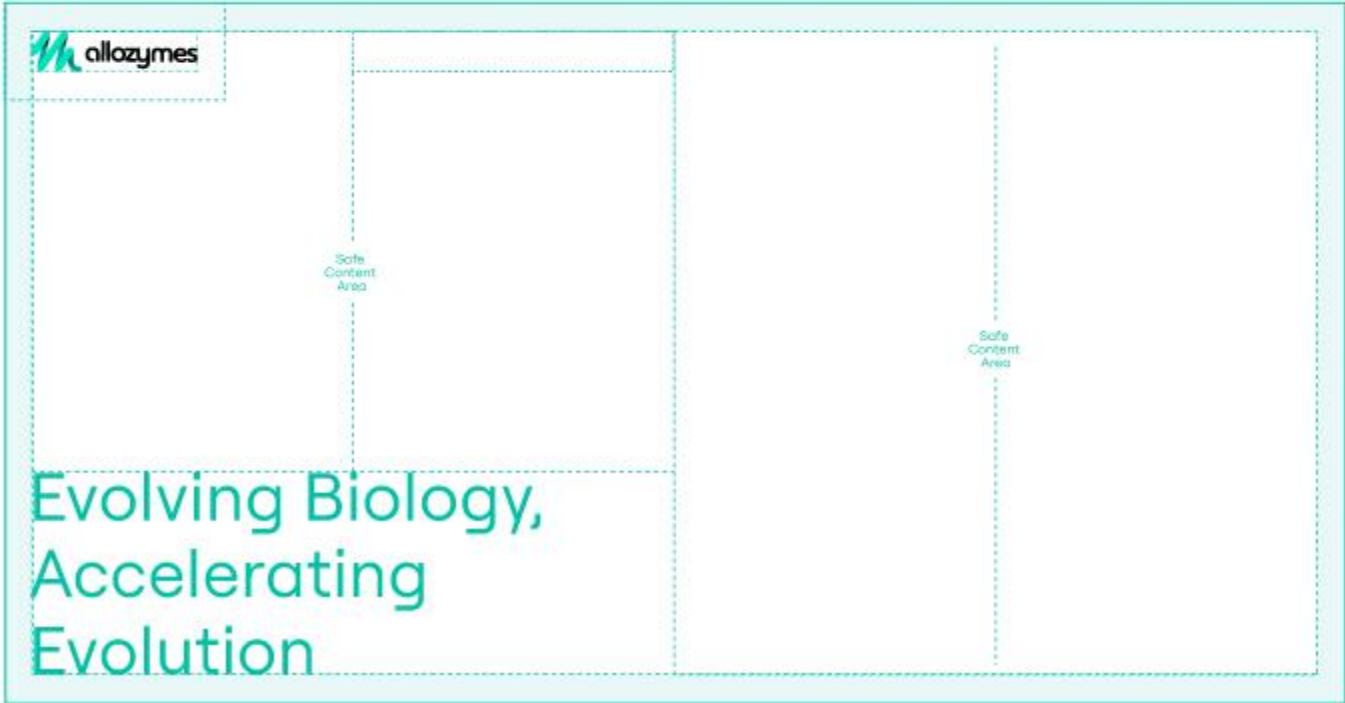
3.3 LOGO AND HEADLINES

Arrange content in the different layout options, placing any additional graphics within available safe areas.



3.3 LOGO AND HEADLINES

For narrow layouts, divide the available width in half to optimize space.



04 Color

Our brand is underpinned with a distinctive colour palette designed to be used as a key element within our visual toolkit..

4.1	Primary Palette
4.2	Accent Palette
4.3	Gradients

4.1 PRIMARY PALETTE

Our palette includes four primary colors that should ideally cover about 80% of all designs. At the forefront are Allozymes' signature colors: 'Allozymes Green', typically paired with black, white and grey for contrast.

These colors symbolize the evolution of biology and our commitment to driving revolutionary advancements in our industry. Always prioritize these as the primary colors in our brand visuals.



4.2 ACCENT PALETTE

Our accent palette includes two distinct variations, designed to add visual interest and engagement. Avoid mixing colors from different variations. Accent colors should be used sparingly, primarily for illustrations and graphs, and should always complement the primary colors—never used alone.

Variation 1: Yellow, Turquoise, Russian Violet, Thistle
Variation 2: Blue, Bittersweet, Celadon, Dark Moss Green

Variation 1



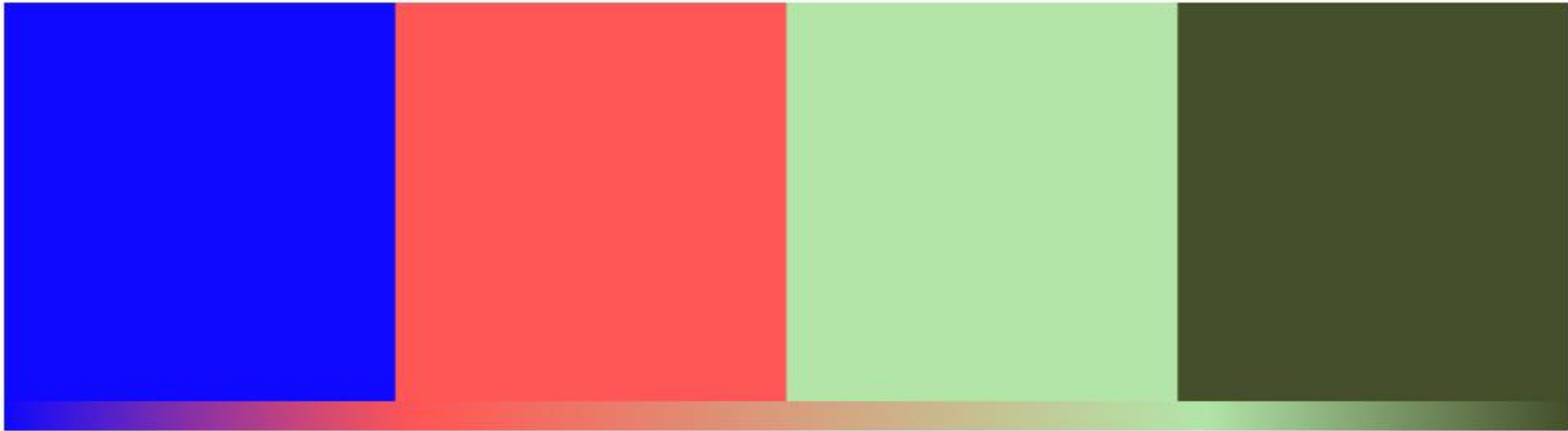
Yellow
#F0F600

Turquoise
#4AFFF2

Russian Violet
#7F3AD8

Thistle
#BAB0D4

Variation 2



Blue
#0F00FF

Bittersweet
#FF5755

Celadon
#B3E5A8

Dark Moss Green
#B3E5A8

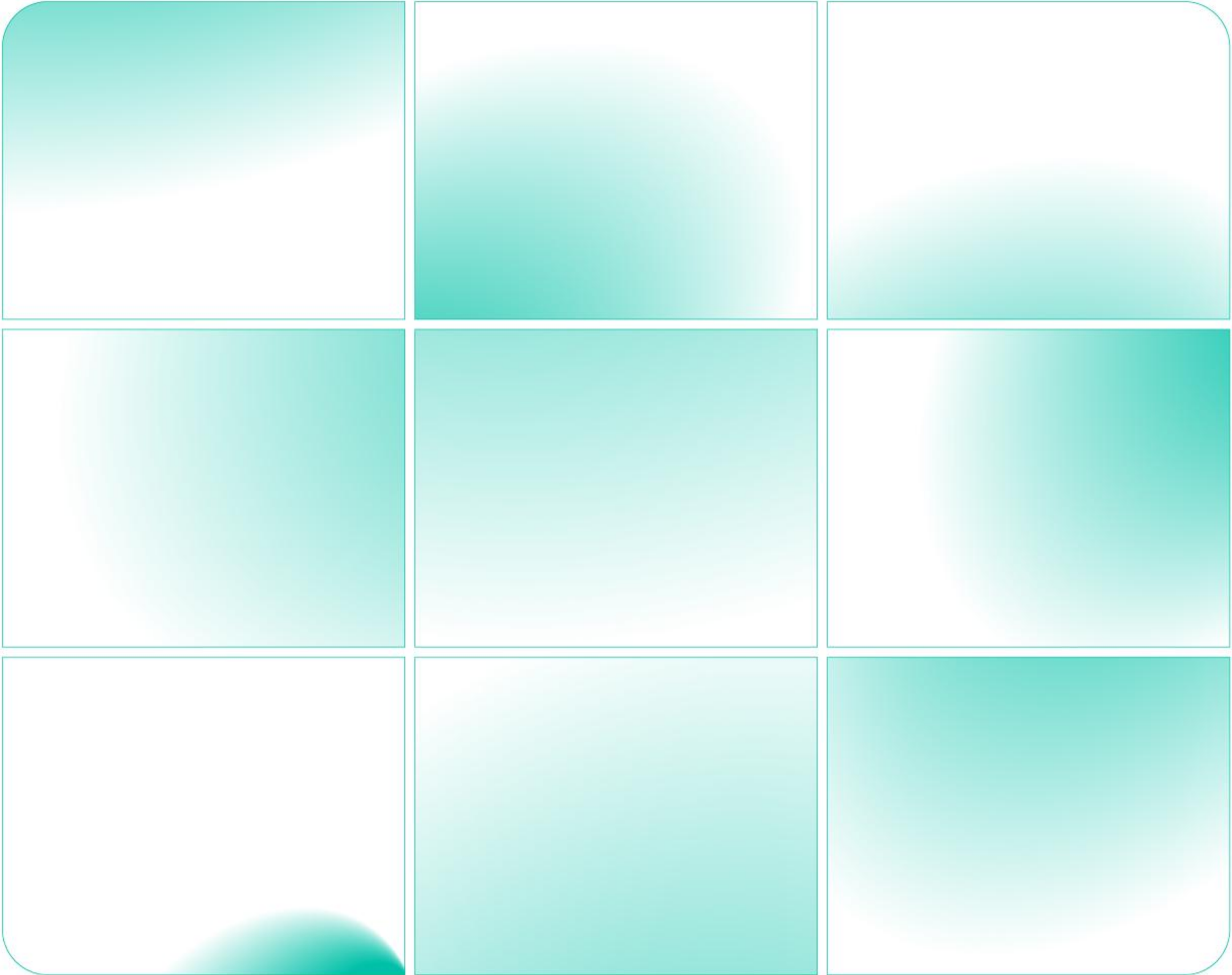
4.3 GRADIENTS

Our gradient is crafted using Allozymes' signature colors—Allo Green at 25% and white at 85%—in a radial format. This radial design symbolizes the core of our work, representing Allozymes' ultra-high-throughput technology creating innovation from within for the world.

The circle's aspect ratio is always set to 150%, allowing us to create dynamic, fluid gradient patterns by adjusting angles to suit the specific environment and purpose.

How to create:

- 1. Aspect Ratio: 150%
- 2. Allo Green Color Slider Location: 25%
- 3. White Color Slider Location: 85%
- 4. Gradient Slider Location: 50%



05 Typography

Our typography compliments the logo and serves as a key brand assets to maximize recognition and ownability.

5.1	Roobert
5.2	Tiposka
5.3	Type Hierachy

4.1 ROOBERT

Roobert is the workhorse font of the Allozymes’ brand. It is a geometric sans-serif font with a clean and smooth presence.

Font Family
Regular
Medium

Alternative typeface
In situations where Roobert is not available, such as in Google Docs or MS PowerPoint, Helvetica Neue can be used as an alternative. This ensures compatibility and maintains the intended appearance when documents are shared with third parties who may not have access to Roobert. Helvetica Neue should not be used for professionally designed materials, including brochures, signage, and other branded assets. For these, always use Roobert to maintain consistency and uphold the brand’s visual identity.

Roobert Regular – 300px

A B C

Roobert Regular – 48px

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquipmodo.

Character

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ #
\$ % ^ & * ?

4.2 TIPOSKA

Tiposka, a monospaced font with tech and experimental style, is Allozymes' secondary typeface, used for supplementary text that isn't the primary focus.

Font Family
Regular

Roobert Regular – 300px

A B C

Roobert Regular – 48px

Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed diam nonummy
nibh euismod
tincidunt ut
laoreet dolore
magna aliquam
erat volutpat.

Character

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ?

4.2 TYPE HIERARCHY

Roobert is the workhorse font of the Allozymes’ brand. It is a geometric sans-serif font with a clean and smooth presence.

Font Family
Regular
Medium

Alternative typeface
In situations where Roobert is not available, such as in Google Docs or MS PowerPoint, Helvetica Neue can be used as an alternative. This ensures compatibility and maintains the intended appearance when documents are shared with third parties who may not have access to Roobert. Helvetica Neue should not be used for professionally designed materials, including brochures, signage, and other branded assets. For these, always use Roobert to maintain consistency and uphold the brand’s visual identity.

BRAND GUIDELINES

Headlines
Large Statement Headers
Roobert Medium

Small Headers
Roobert Regular

Subhead
Roobert Regular
Kerning – 15

Body
Roobert Regular
Kerning – 11

Information
Tiposka
Kerning – 0

Roobert Regular
Kerning – 11

Evolving Biology, Accelerating Tomorrow

Our purpose is to create robust biosolutions for a greater tomorrow.

Our vision is to enable sustainable ingredient sourcing for a product in every major industry.

In our modern world, ingredients are produced through chemical processes or extracted from plants and animals, both of which harm the environment. These methods consume significant biomass, energy, water, and land to yield small amounts of natural ingredients.

At Allozymes, we believe there is a better way. Our mission is to replace traditional manufacturing with cleaner, greener, and scalable methods by harnessing the power of custom-designed enzymes.

HERE’S GENE-TO-PROTEIN SOLUTIONS AT YOUR FINGERTIPS

We offer ultra-high-throughput screening for various industries, while GenScript manages mutant library construction. Our faster, economical approach ensures diverse, comprehensive libraries and reliable enzyme screening, increasing success rates and uncovering novel sequences. Unlock new protein sequence-to-function opportunities with us.

06 Elements

The shapes, Illustrations, textures, lines, and buttons that make up our identity unique and eye-catching. This can be used for UX/UI and other visual communication.

6.1 Allozyme Box

6.2 Illustration Style

6.1 ALLOZYME BOX

The Allozymes box is used for tables, buttons, and navigation elements. Its rounded corners should always be set at 45px and adapted proportionally for all sizes. A drop shadow can be applied whenever deemed necessary.

Adjust the drop shadow color based on the background, using Black, White, or Allozymes Green as needed.



45px rounded corner

Drop Shadow



6.3 ILLUSTRATION STYLE

Allozymes' illustration style incorporates gradients applied to entire shapes to create depth and dimension. This approach gives our visuals a clean, sleek, and modern feel, aligned with the cutting-edge nature of our work. The gradients aim to represent the dynamic and transformative processes we drive within the biotech space.

- 01

Droplet Discovery
- 02

Generic Assay Detection
- 03

Propriety Sorter
- 04

Droplet Characterisation
- 05

Sequencing and Performance Data
- 06

Deepest Enzyme Database
- 07

Enzyme Design
- 08

Rapid Screening
- 09

Small Batch Testing
- 10

Scalability
- 11

Large Scale Production
- 12

Propriety Chip Design
- 13

Protecting Nature
- 14

Cell Culture
- 15

Green Energy
- 16

Micro Organisms
- 17

Sector – Pharma
- 18

Sector – Bio Fuel
- 19

Sector – Agriculture
- 20

Sector – Personal Care



6.3 OTHER WORKING
ELEMENTS

These additional design elements should be used selectively across different channels to emphasize and highlight the core essence of Allozymes.

- 01 Highlight – Solid
Use this to highlight stand out points in a header.
- 02 Highlight – Gradient
Use this to highlight stand out points in a header.
- 03 Series of Movement
This series of movements was designed to reflect our continuously evolving technology. Use it to represent growth and progress.
- 04 Spotlight Grid – Light
Use this to shine a spotlight on areas of an image when needed.
- 05 Spotlight Grid – Dark
Use this to shine a spotlight on areas of an image when needed.

Highlight – Solid01

To create
robust biosolutions
for a greater tomorrow.

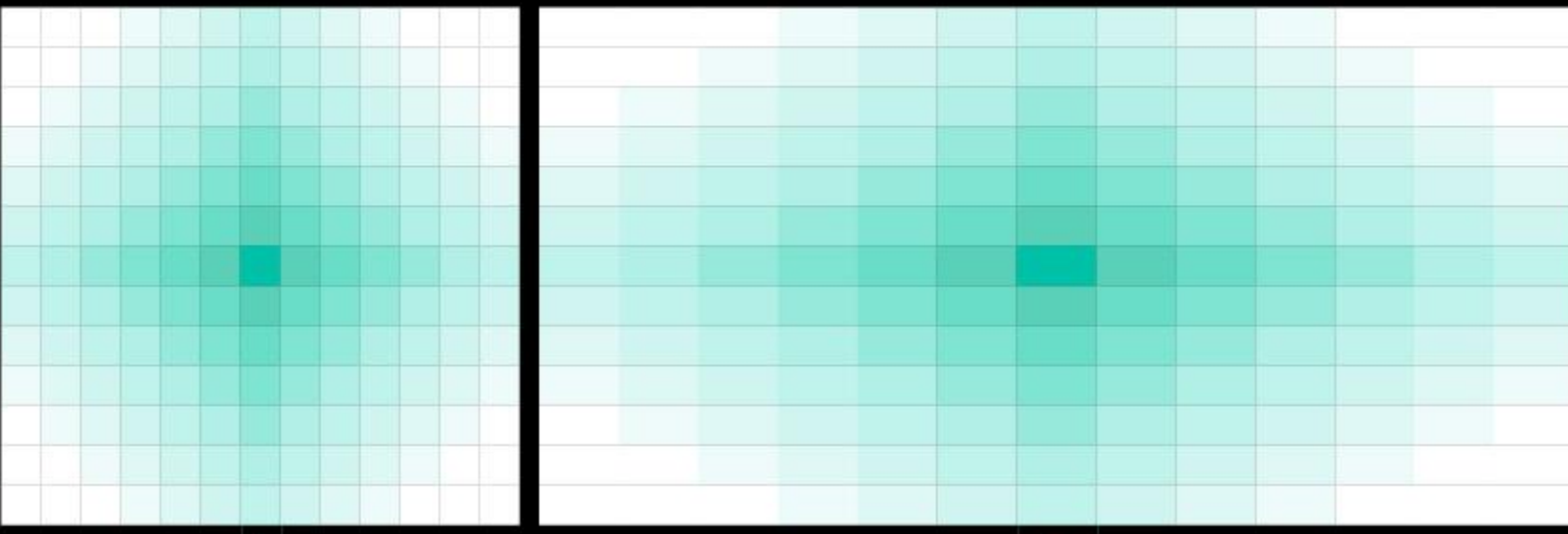
Highlight – Gradient02

To enable sustainable
ingredient sourcing for
a product in every
major industry.

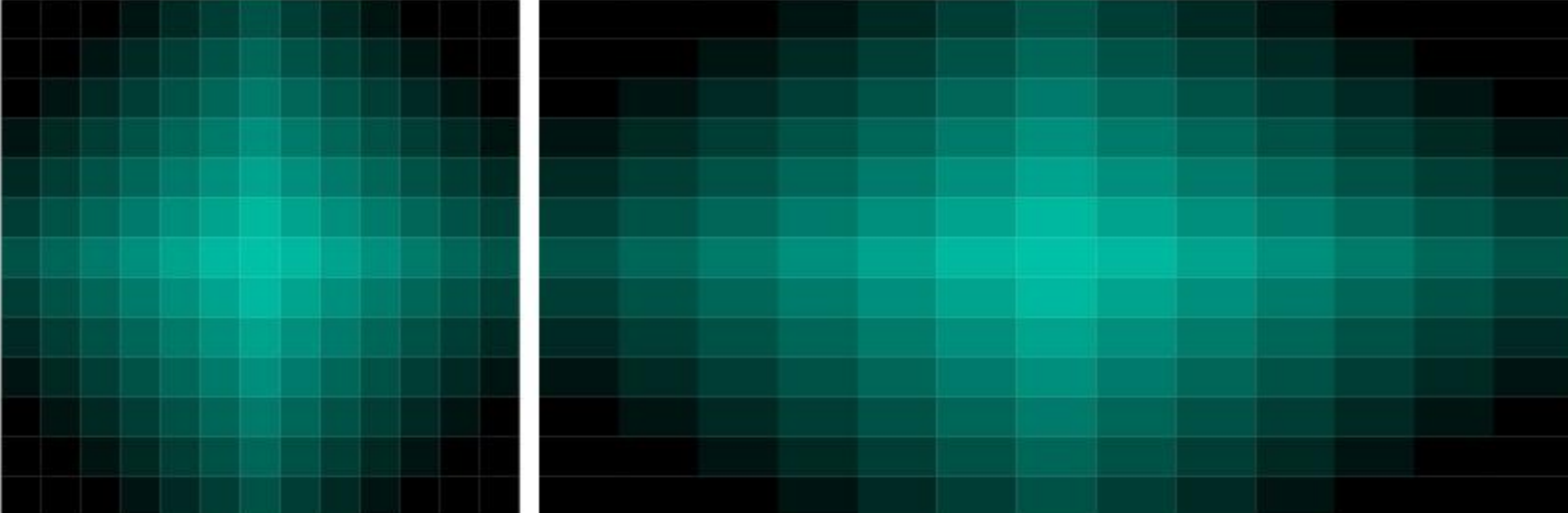
Series of Movement
Example at 210°03



Spotlight Grid – Light04



Spotlight Grid – Dark05



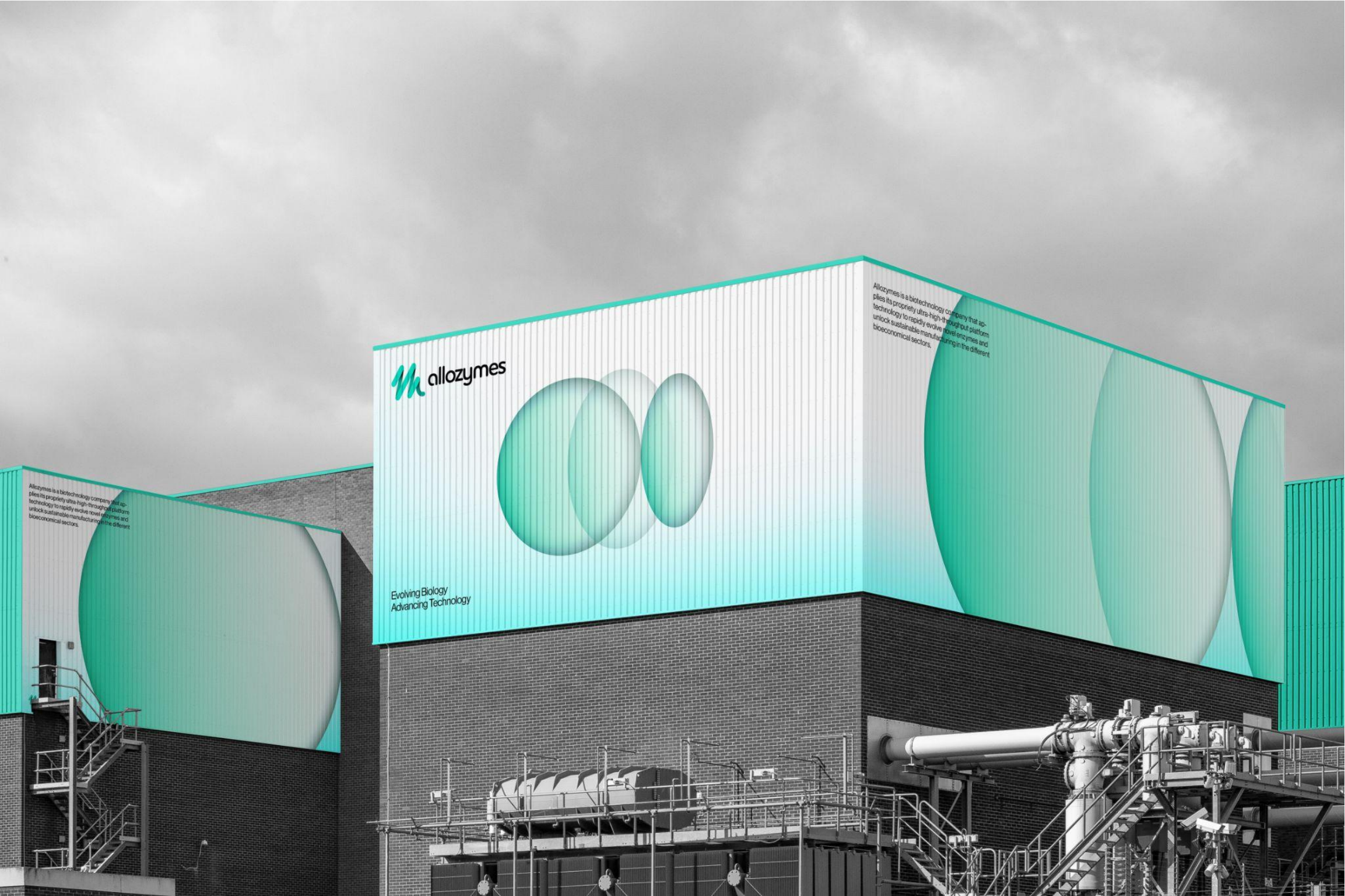
6.1	Business Card
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6.2	Stationary and Swag
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1.3	OOH
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06 Applications

Explore examples of how our brand identity
can come to life across variety of brand communication.



allozymes.com



allozymes

To create
robust
biosolutions
for a greater
tomorrow



allozymes

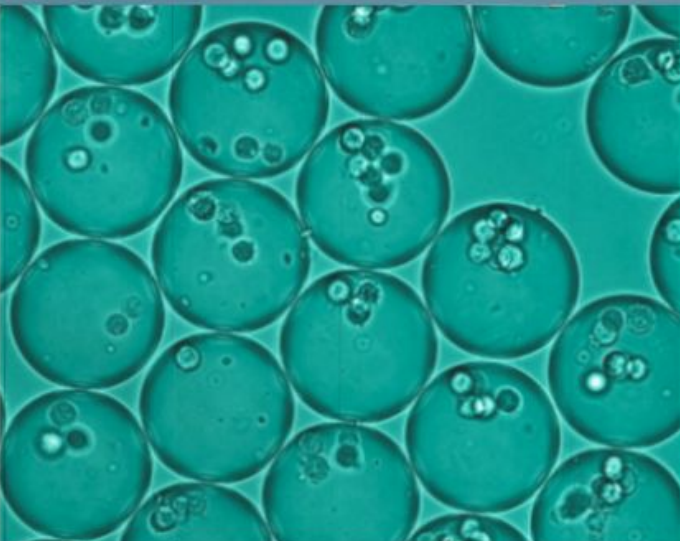
allozymes.com

To enable
sustainable
ingredient
sourcing for a
product in every
major industry



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Fastest
Engineering
Database



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Evolving
Biology
Accelerating
Evolution



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Deepest
Enzyme
Database



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