



Brand Guidelines 2023

01. Logo

Sketches



 **sologenic**TM

Icons



Full Logos

 **sologenic**TM

 **sologenic**TM

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	RGB 45, 45, 45	RGB 255, 255, 255
HSB 350°, 87%, 85%	HSB 0°, 0%, 18%	HSB 0°, 0%, 100%
CMYK 0, 87, 72, 15	CMYK 0, 0, 0, 82	CMYK 0, 0, 0, 0

Secondary Colours

#1A1A1A	#222222	#454545	#666666	#878787	#C3C3C3
RGB 26, 26, 26	RGB 34, 34, 34	RGB 69, 69, 69	RGB 102, 102, 102	RGB 135, 135, 135	RGB 195, 195, 195
HSB 0°, 0%, 10%	HSB 0°, 0%, 13%	HSB 0°, 0%, 27%	HSB 0°, 0%, 40%	HSB 0°, 0%, 53%	HSB 0°, 0%, 76%
CMYK 0, 0, 0, 90	CMYK 0, 0, 0, 87	CMYK 0, 0, 0, 73	CMYK 0, 0, 0, 60	CMYK 0, 0, 0, 47	CMYK 0, 0, 0, 24