# FLUIDFORM BIO™

## BRAND IDENTITY GUIDEBOOK

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# BRAND GUIDELINES

## ABOUT FLUIDFORM BIO™

At FluidForm Bio™, we build living human tissue for better treatment of disease. Our patented FRESH™ technology is a revolutionary platform designed to build tissue using cells, proteins, and nothing else. Through partnerships with top life science companies, our technology has been validated to produce the highest quality tissue in a variety of applications. We were founded in 2018 on the belief that the world needs transformational technologies led by creative and passionate experts that help people lead better lives. Our mission is to integrate our breakthrough innovations in 3D printing, computational and synthetic biology, AI and machine learning, and advanced materials science to develop human tissue that is indistinguishable from the real thing. Pursuing that goal is a leadership team with a unique combination of experiences from the fields of Life Sciences and Technology, and a broader team with deep domain expertise in hardware, software, biomedical engineering, machine learning, materials science, and medicine.

## CONSENT

Thank you for your interest in using the FluidForm Bio™ brand assets. We created this guide to manage and protect the value of our brand. By using any of the following brand assets, you expressly consent to be bound by these guidelines.

## CONTACT

Please email info@fluidformbio.com if you need specific brand assets or would like to download our media kit.

## TRADEMARK USAGE

We have trademark protection for the following marks. As a result, the use of a trademark notice (i.e. ™) each time such marks are used is required:

- FluidForm™
- FluidForm Bio™
- FRESH™
- LifeSupport™

# BRAND ASSETS

## ELEMENTS

All of our branding is based off of the three elements shown below.

*BRANDMARK*

*WORDMARK*

# FLUIDFORM

*BIO TRADEMARK*

**BIO**™

# STANDARD LOCKUPS

A lock-up is the final form of a logo with all of its elements locked in to their relative positions. For the sake of maintaining consistency in all mediums, the lockup should not be taken apart or altered in any way.

*BRAND MARK*

*HORIZONTAL STACK*

# DARK MODE LOCKUPS

These lockups are designed to be displayed on dark backgrounds whether that is because they are inherently dark, or due to a browser being in dark mode.

*BRAND MARK*

*HORIZONTAL STACK*

# SUBMARKS

The submark is a less detailed version of our logo for social media profile images, favicons or bookmark icons.

*LIGHT MODE/DEFAULTFAVICON*

*DARK MODE FAVICON*

*SOCIAL MEDIA AVATARS*

# SUBMARK USAGE

## PIXEL PERFECT ICONS

When the submark is reduced in size as a raster image, edits must be made to ensure perfect pixel edges for clarity. Be sure to use the pixel perfect files provided.

## FAVICON

The FluidFrom Bio™ website uses a Smart SVG™ favicon, which respond to the user's system settings for light and dark mode (see images bellow). In addition to the SmartSVG™ favicon, .ico and png fallbacks are in use for browsers that do not yet support svg favicons.
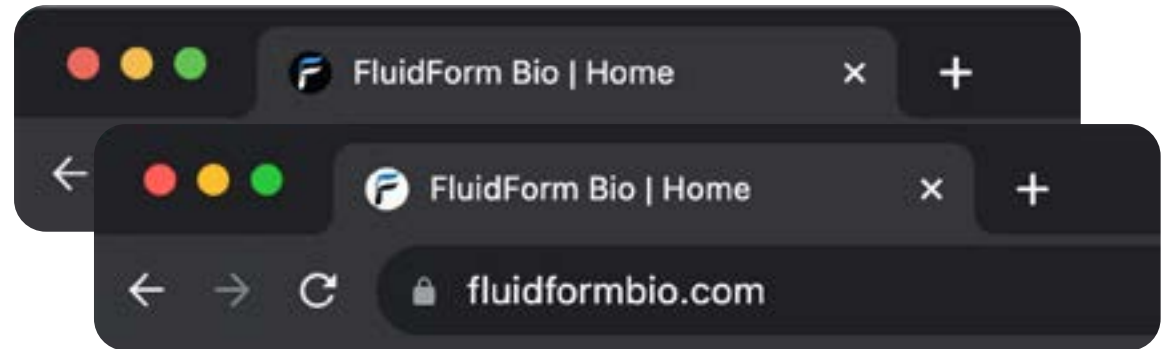


Smart SVG™ is a registered trademark of Equivalent LLC

# CLEAR SPACE

Do not allow photos, typography, or other graphic elements to enter the minimum clear space area which is the width of the "F" brandmark on all sides.

In many applications a design may need more breathing room than the minimum required here.

*HORIZONTAL STACK*
*CLEAR SPACE*

# TYPOGRAPHY

Typography unifies our corporate identity system by adding consistency and continuity. Use the Harabara Bold and Gotham Bold for headlines, and the Gotham Book and Gotham Medium for body copy.

## HARABARA | BOLD | +100 TRACKING | OPTICAL KERNING
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

## Gotham | Bold | +20 Tracking | Optical Kerning

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

## Gotham | Medium | +20 Tracking | Optical Kerning

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

## Gotham | Book | +20 Tracking | Optical Kerning

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

# LIGHT MODE COLOR PALETTE

### LOCHMARA BLUE

HSL    204 100% 38%
CMYK   87 50 1 0
RGB    0 117 194
HEX    #0075C2
Pantone 285 C

### ALABASTER WHITE

HSL    0 0% 98%
CMYK   2 1 1 0
RGB    250 250 250
HEX    #FAFAFA
Pantone P 179-1 C

### JET BLACK

HSL    0 0% 2%
CMYK   86 77 71 95
RGB    5 5 5
HEX    #050505
Pantone Black 6 C

### ASTRONAUT BLUE

HSL    197 98% 19%
CMYK   97 65 41 31
RGB    1 68 94
HEX    #01445E
Pantone 2955 C

### DOVE GREY

HSL    0 0% 41%
CMYK   56 46 46 25
RGB    105 105 105
HEX    #696969
Pantone Cool Gray 10 C

### EGGPLANT PURPLE

HSL    309 28% 29%
CMYK   64 85 35 30
RGB    94 53 88
HEX    #5E3558
Pantone 7658 C

### FOREST GREEN

HSL    132 54% 33%
CMYK   81 26 99 11
RGB    39 130 57
HEX    #278239
Pantone 7731 C

# DARK MODE COLOR PALETTE

## AZURE BLUE

HSL 204 100% 50%
CMYK 100 10 0 0
RGB 0 153 255
HEX #0099FF
Pantone 2925 C

## ALABASTER WHITE

HSL 0 0% 98%
CMYK 2 1 1 0
RGB 250 250 250
HEX #FAFAFA
Pantone P 179-1 C

## JET BLACK

HSL 0 0% 2%
CMYK 86 77 71 95
RGB 5 5 5
HEX #050505
Pantone Black 6 C

## CERULEAN BLUE

HSL 197 98% 49%
CMYK 71 15 0 0
RGB 2 178 247
HEX #02b2f7
Pantone 299 C

## DUSTY GREY

HSL 0 0% 59%
CMYK 42 33 34 7
RGB 150 150 150
HEX #969696
Pantone Cool Gray 7 C

## BOUQUET PURPLE

HSL 309 28% 62%
CMYK 33 56 9 0
RGB 185 131 177
HEX #B983B1
Pantone 7439 C

## CHATEAU GREEN

HSL 132 54% 43%
CMYK 75 9 91 0
RGB 50 170 74
HEX #32AA4A
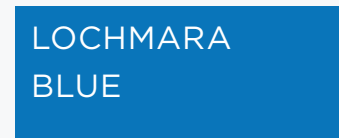Pantone 7739 C

# ADA COMPLIANT COLOR USAGE

Consistent use of ADA compliant color helps the user to view all brand assets. WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. Do not use any color combination that would violate these laws.

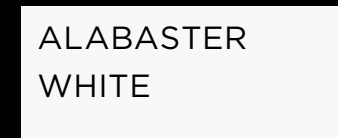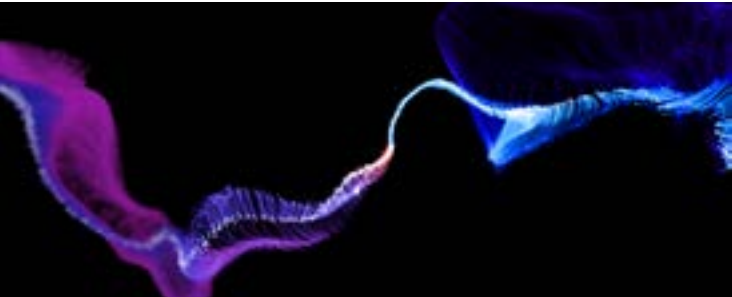| AAA compliant for all applications on Grayscale 10 background | AA compliant for large text and graphics on both Grayscale 190 and 10 | AA compliant for large text and graphics on both Grayscale 190 and 10 | AAA compliant for all applications on Grayscale 190 background |
|---|---|---|---|
| JET BLACK | LOCHMARA BLUE | AZURE BLUE | ALABASTER WHITE |
| ASTRONAUT BLUE | FOREST GREEN | CHATEAU GREEN | CERULEAN BLUE |
| EGGPLANT PURPLE | DOVE GREY | BOUQUET PURPLE | DUSTY GREY |

For all possible color combinations, see the complete contrast grid online.

# BRAND IMAGERY

# UNACCEPTABLE USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way—that includes adding unnecessary text decorations like drop shadows and outlines.

## EXAMPLES OF WHAT NOT TO DO

Don't rotate the logo.

Don't stretch.

Don't place elements in the logo's clear space.

Don't resize any part.

Don't rearrange parts or create compositions not already provided.

Don't use off-brand colors. Reference the Color Usage section.

Don't add drop shadows or other text styles.

Don't use logos with transparency on colored backgrounds

## GRAPHICS ARE PROPERTY

Please don't use our name, logos, or screenshots ("brand materials") in ways that may be confusing, misleading, or suggest our sponsorship, endorsement, or affiliation. This is a friendly legal reminder that these graphics are proprietary and protected under intellectual property laws.

# ACCESSIBILITY REFERENCE GUIDE

We strive to ensure our brand adheres to Web Content Accessibility Guidelines (WCAG 2.2 Level AA). These pages outline the guidelines and best practices we use to ensure an equivalent user experience for all.

## IMAGES

### INFORMATIVE IMAGES WCAG 1.1.1

Images must have meaningful alternative text.

The length of the alternative text for informative images should be concise (no more than about 250 characters).

Avoid restating that the element is an image.

### UNESSENTIAL IMAGES

Images that do not convey content, are decorative, or are redundant should not be visible to screen readers.

### COMPLEX IMAGES

Complex images must be briefly described using alt text with a more complete extended description available.

### IMAGES AS LINKS/BUTTONS/CONTROLS

Image links should describe the link destination.

Button/control links should describe the purpose and/or resulting action of the button or control.

## COLOR AND CONTRAST

### USE OF COLOR WCAG 1.4.1

Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.

Information conveyed by color alone needs a text alternative that is accessible by assistive technology.

Color needs additional visible alternatives that do not rely on color for meaning when used to convey information.

### COLOR CONTRAST. WCAG 1.4.3

Small text (under 18 point regular font or 14 point bold font) must have a contrast ratio of at least 4.5 to 1 with the background.

Large text (18 point or more, or 14 point bold) must have a contrast ratio of at least 3 to 1 with the background.

### NON-TEXT CONTRAST WCAG 1.4.11

The contrast of UI control boundaries compared to adjacent areas must be at least 3 to 1 to distinguish the UI control from the adjacent areas.

The contrast of all visual focus indicators against the background must be at least 3 to 1.

# ACCESSIBILITY REFERENCE GUIDE

## HIGH CONTRAST MODE & DARK MODE

Web content should retain all essential visual information in High Contrast Mode or Dark Mode.

The design should not override High Contrast Mode or Dark Mode.

## TEXT STYLES

### TEXT RESIZE AND REFLOW WCAG 1.4.4

The page should be functional when only the text is magnified to 200% of its initial size.

### TEXT IN IMAGES WCAG 1.4.5

Do not include informative text in a rasterized image.

### CHARACTER & PARAGRAPH STYLES
WCAG 1.4.12

Users need to be able to override certain author specified text spacing to improve their reading experience without loss of content or functionality.

- Line spacing at least 1.5 within paragraphs.
- Paragraph spacing least 1.5 times larger than the line spacing.
- Character tracking at least 0.12 times font size.

- Kerning between words at least 0.16 times the font size.
- Use left justified text whenever possible, and never full justify.
- Fonts should be easily readable by sighted users.

## CSS-GENERATED CONTENT

Avoid using CSS-generated content to display informative text.

Provide a text alternative for informative CSS-generated content, and set the CSS-generated text to `aria-hidden="true"`.

Set decorative or redundant CSS-generated content to `aria-hidden="true"`.

## EMPHASIS AND HIGHLIGHTING

Critical emphasis in the text should be conveyed in a text-based format, not visual styling alone.

Supplement critical highlighted text with a text-based method to convey the meaning of the highlighting.

Highlighted text should be marked with the `<mark>` element.

# ACCESSIBILITY REFERENCE GUIDE

## GRAPHIC DESIGN & UI COMPONENTS

### VISUAL MEANING [WCAG 1.3.3](WCAG 1.3.3)

Content must not rely solely on visual characteristics such as shape, size, visual location, or orientation to convey meaning.

### VISUAL LAYOUT

Visually separate blocks of content so they are distinct from each other via margins, padding, or other methods of achieving visual "white space".

Labels should be visually adjacent to their controls.

Have only one main visual focal point for each layout, and draw attention to the intended visual focus.

# LEGAL

Under no circumstances, including but not limited to negligence, shall the Author be liable for any special or consequential damages that result from the use of, or the inability to use this guide.

By using the FluidForm Bio™ ("FluidForm") trademarks in these Brand Guidelines, you agree to follow these FluidForm Trademark Guidelines (the "Guidelines") as well as our Terms of Service and all other FluidForm rules and policies. FluidForm reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice.

These Guidelines apply to your use of the FluidForm trademarks. You may use the FluidForm trademarks solely for the purposes expressly authorized FluidForm. Strict compliance with these Guidelines is required at all times, and any use of the FluidForm trademarks in violation of these Guidelines will automatically terminate any permission related to your use of the FluidForm trademarks. FluidForm reserves the right to grant or deny any permission at its sole discretion and for any reason.

If you have any questions about these Guidelines, please contact info@fluidformbio.com.