

V 2.0

2024 / 08.07



GenSci Brand Culture

VISION



VALUES



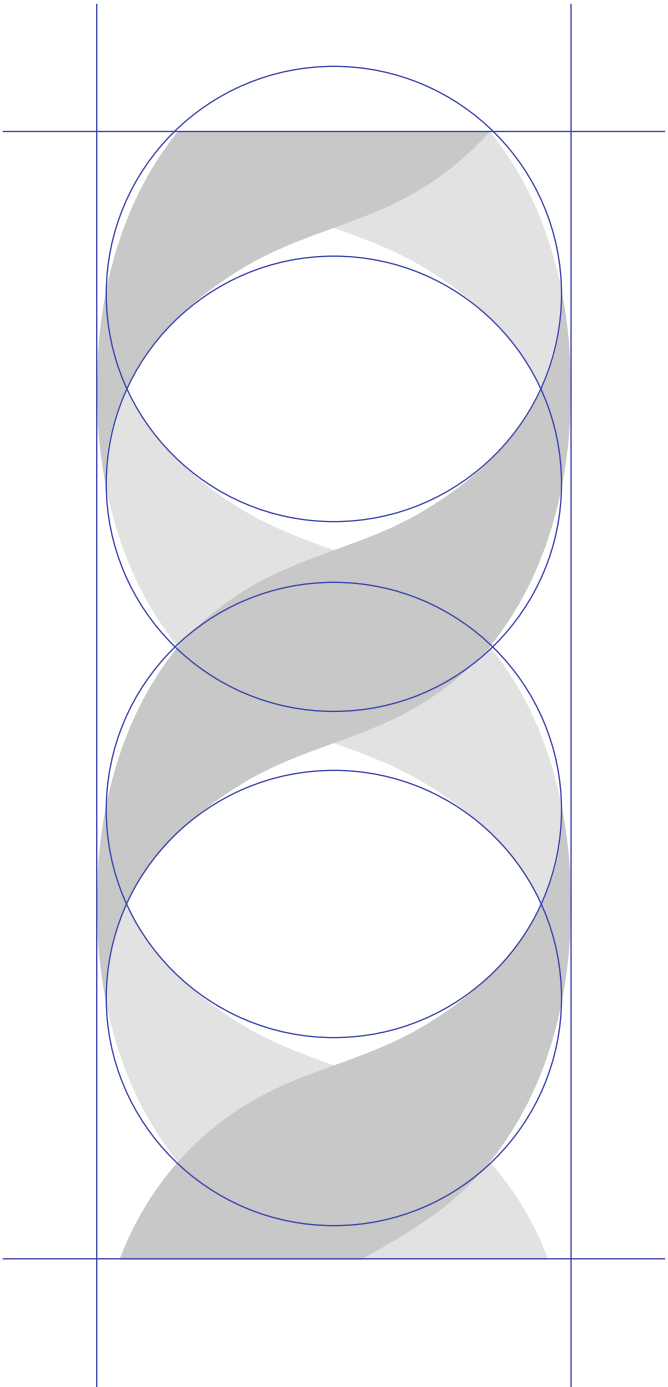
B

THE BRAND SIGNATURE



Mark Construction

DNA Science S





The Brand Signature

“ GenSci ”
“ ”
“ GenSci ”





Correct Proportions





Restricted Zone

“X”

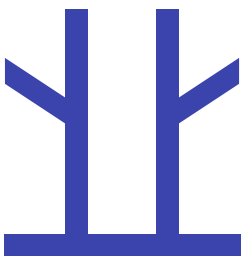
“GenSci”



20mm



Standard Logo





Standard Logo





Standard Logo





Standard Logo



18mm





Color Policy

/	
Pantone	
Pantone	CMYK
	PPT
	RGB
Pantone	

R 59 / G 68 / B 172

CMYK: C 87 / M 79 / Y 0 / K 0

: Blue 072 U

R 128 / G 147 / B 220

CMYK: C 56 / M 41 / Y 0 / K 0

: 7452 C

R 255 / G 181 / B 72

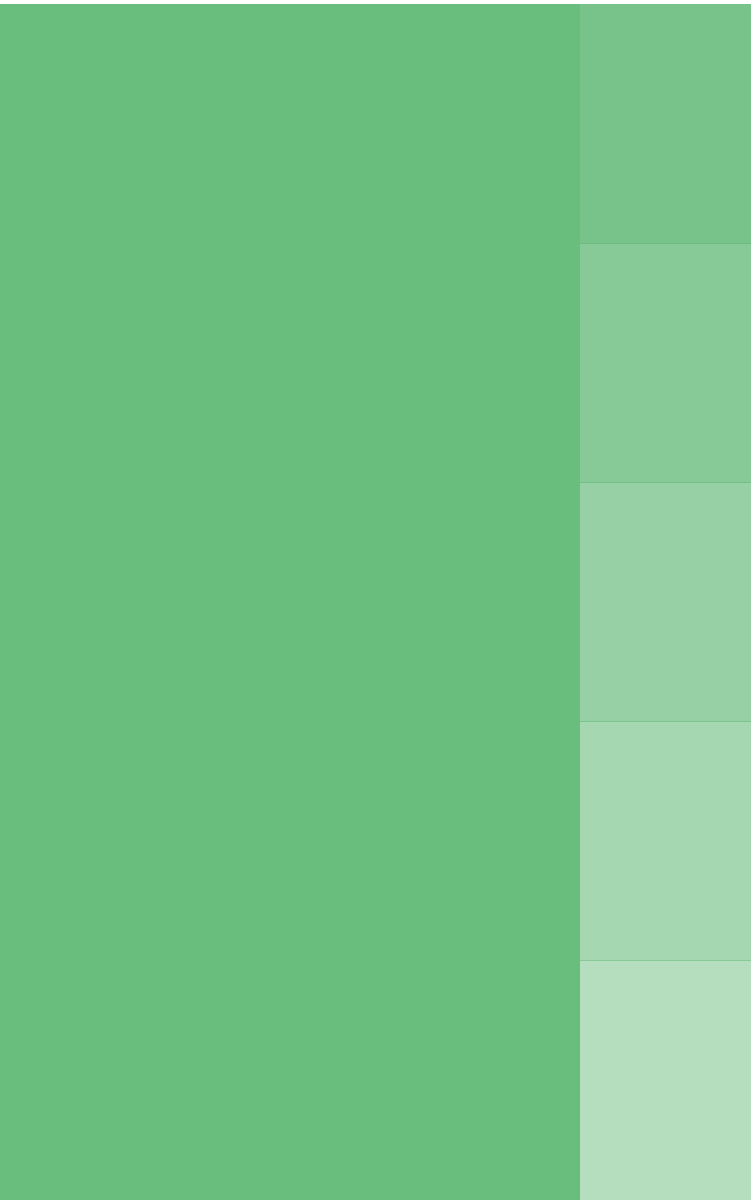
CMYK: C 0 / M 39 / Y 73 / K 0

: 1365 C

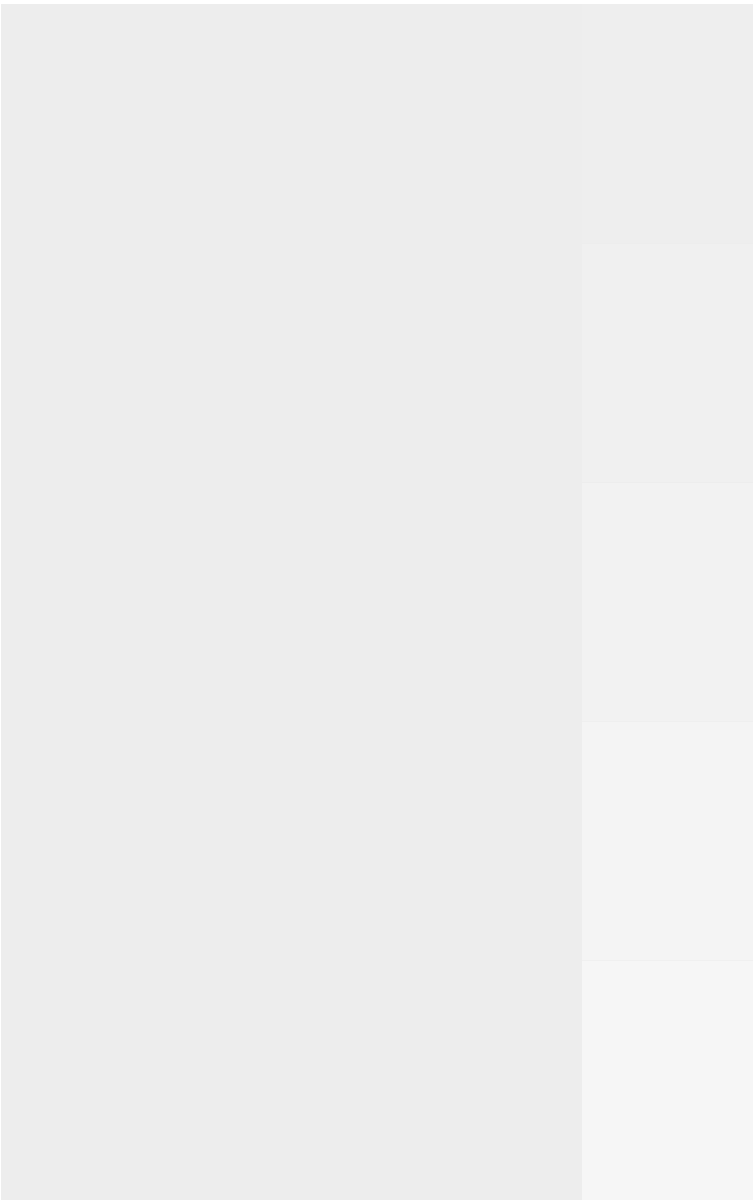


Sub Color

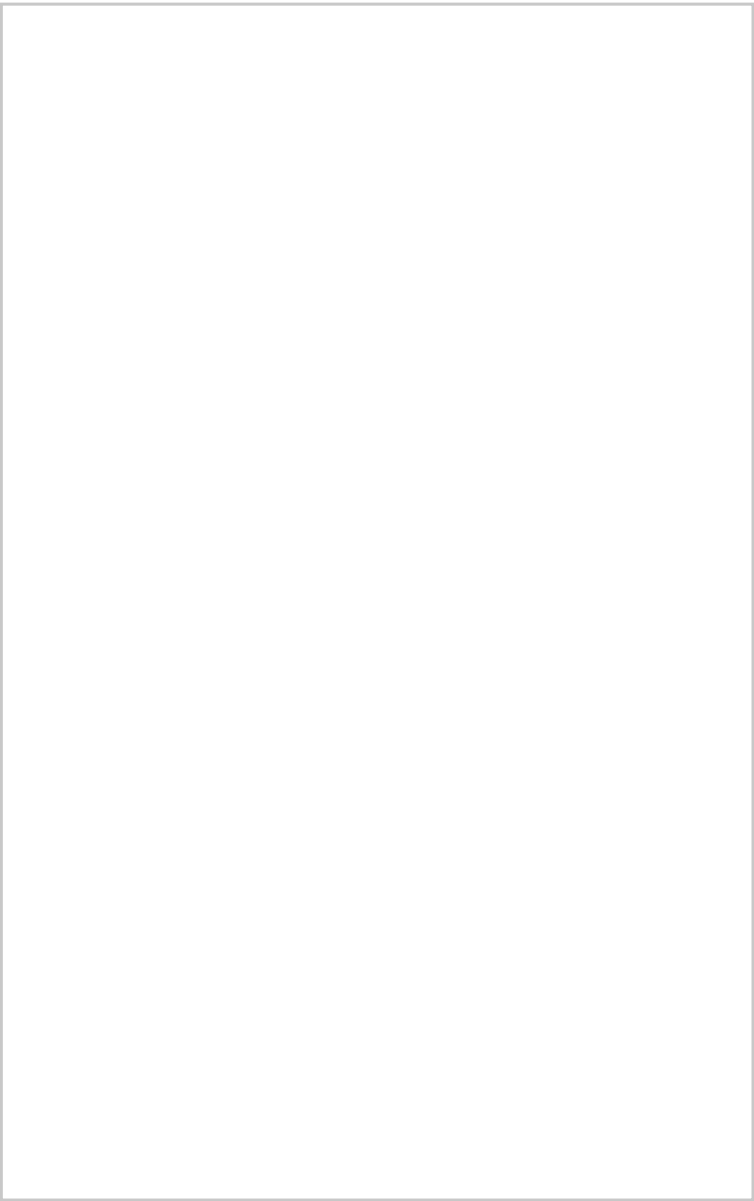
R 105 / G 189 / B 125
CMYK: C 62 / M 6 / Y 64 / K 0
: P 142-5 U

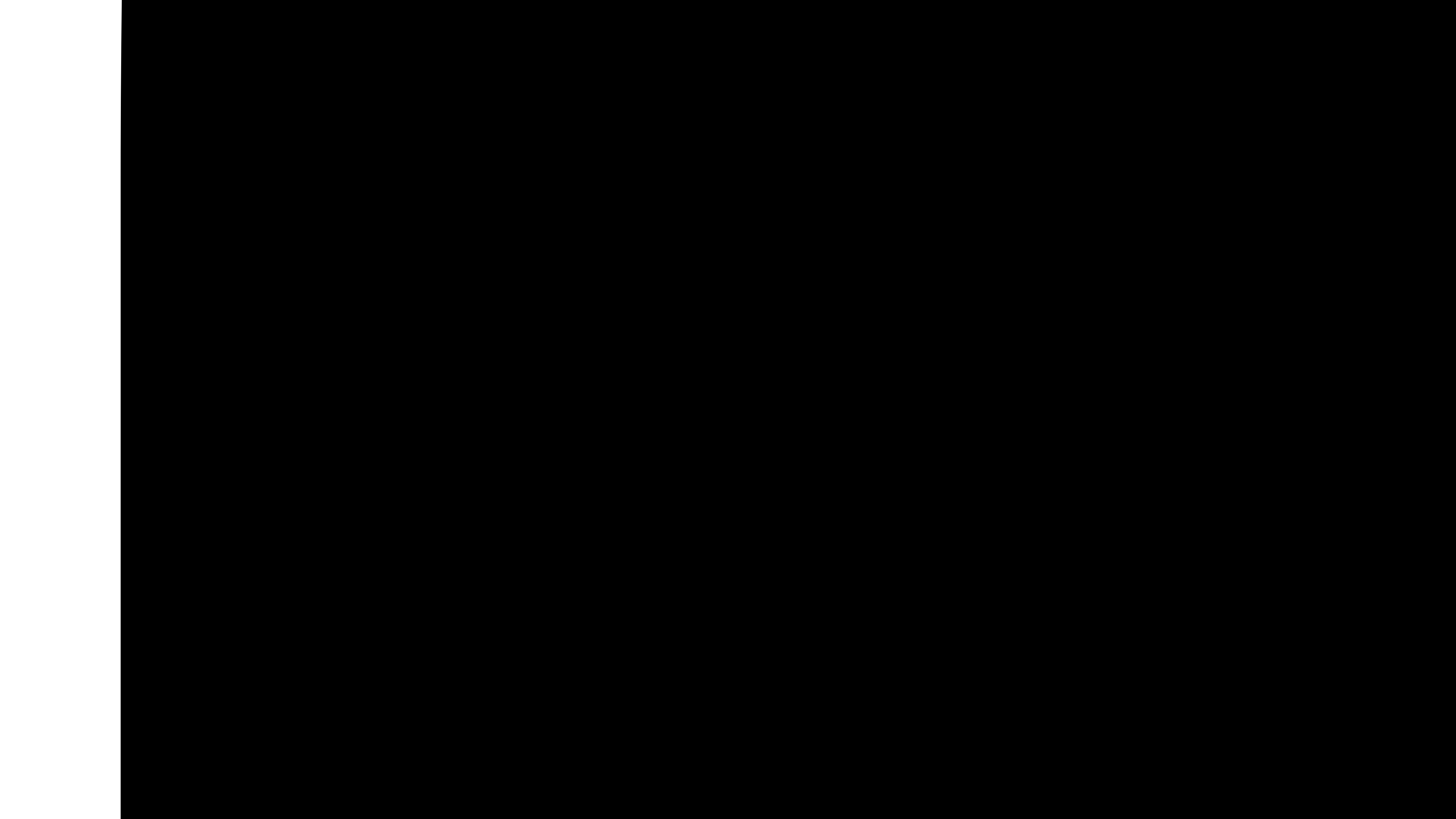


R 237 / G 237 / B 237
CMYK: C 9 / M 6 / Y 6 / K 0
: P 179-2 C



R 255 / G 255 / B 255
CMYK: C 0 / M 0 / Y 0 / K 0
:







Background Control



0%-20%

50%-100%



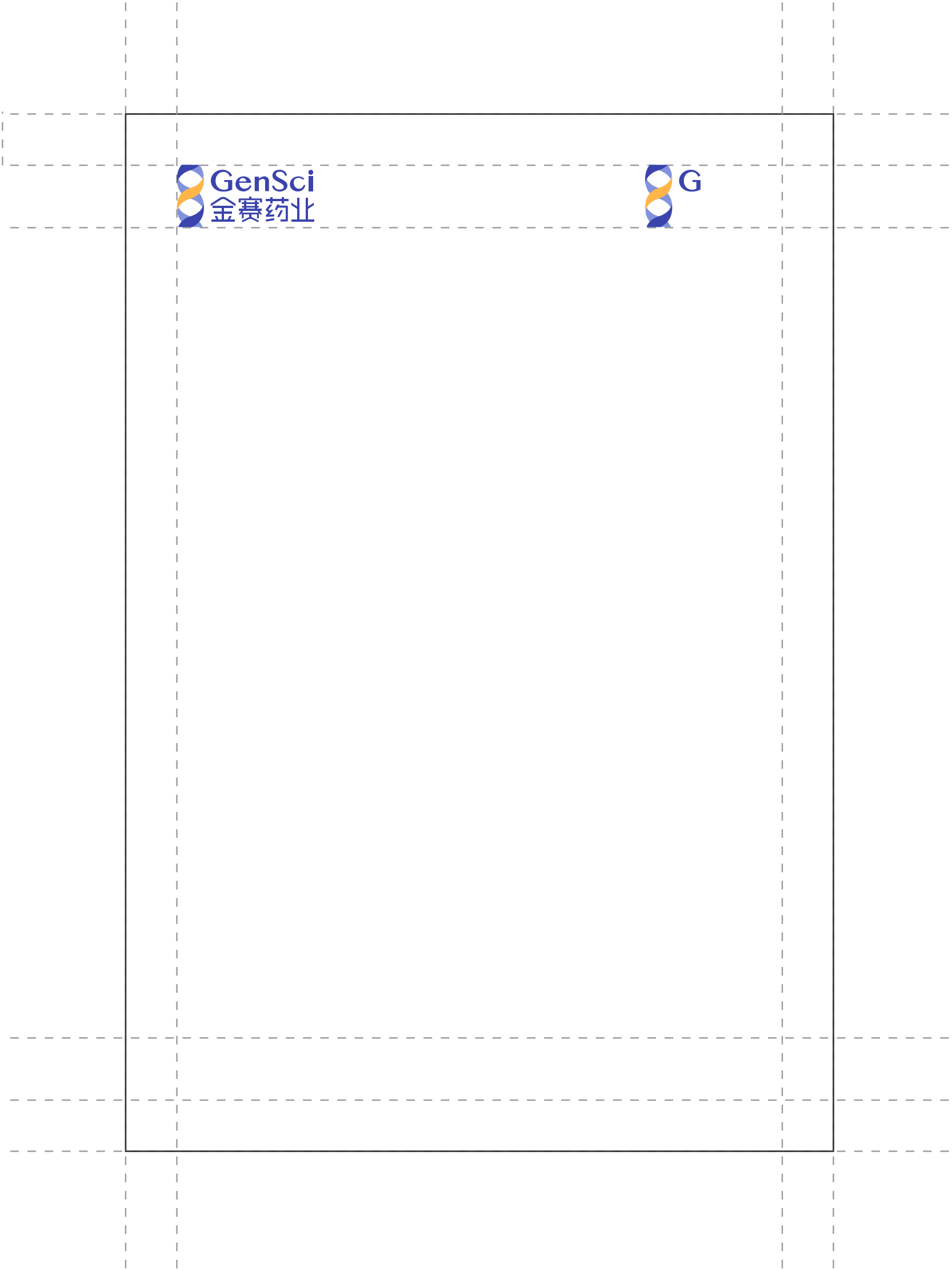


Configuration And Placement

“X”

“GenSci”

“0.85x”





Brand-Specific Fonts

() Nexa ()

Adobe Google

ExtraLight

Light

Normal

Regular

Medium

Bold

Heavy



Brand-Specific Fonts

() Nexa ()

Nexa

Fontfabric

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

BCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold