

Brand Guidelines

TABLE OF CONTENTS

01	Logotype	03-20
02	Typography	21-25
03	Color	26-29
04	Illustrations	30-32
05	Collaterals	33-43
06	BioTech	45-47

LOGOTYPE

LOGOTYPE



The logo serves as the cornerstone of our brand identity, embodying both our name and mission with clarity and purpose. Enlivex's logotype is meticulously crafted using custom typography, ensuring a distinctive and memorable presence.

The wordmark seamlessly integrates with a symbol—an elegant fusion of a circular form and an arrow—visually representing momentum, growth, and forward progress.

POSITIVE & NEGATIVE

On the right, the logotype is presented in its black-and-white variations, showcasing both positive and negative applications. To preserve optimal legibility and visual impact, strict adherence to the following guidelines is essential: use the dark logotype on light backgrounds and the light logotype on dark backgrounds. This ensures the brand's identity remains bold, striking, and instantly recognizable across all applications.



LOGOTYPE COLORS



The diagram showcases the correct application of the logotype color combinations, reinforcing the Enlivex brand's commitment to consistency and visual impact.

To maintain brand coherence, always use the Blue-Black combination on light backgrounds and the Blue-Almost White combination on darker backgrounds, ensuring optimal contrast. For monochromatic applications, apply Almost White logotype on dark backgrounds and Blue or Black logotype on light backgrounds to preserve clarity and legibility.

This approach upholds the brand's visual integrity, ensuring a bold and recognizable presence across all applications.

USE ON BACKGROUND

When applying the logotype across various backgrounds, always ensure optimal contrast to maintain clarity and visual impact. The fundamental rule is straightforward: use the dark logotype on light backgrounds and the light logotype on dark backgrounds.

To achieve consistency and legibility, follow these key placement guidelines:

- Light solid color background → Use the color logotype
- Dark solid color background → Use the light logotype
- Light abstract background → Use the color logotype
- Vivid abstract background → Use the light logotype

This approach guarantees that the logo remains bold, recognizable, and visually compelling across all brand applications.



LOGOTYPE SCALING

The logotype has been meticulously designed to maintain readability, even at smaller sizes. While there are no restrictions for large-scale applications, careful consideration is required for smaller sizes to ensure legibility. If the logo becomes difficult to read, it has been reduced beyond its functional limit.

To maintain clarity and brand integrity, adhere to the following minimum size guidelines:

Screen use: 20 pixels in height
Print applications: 5mm in height

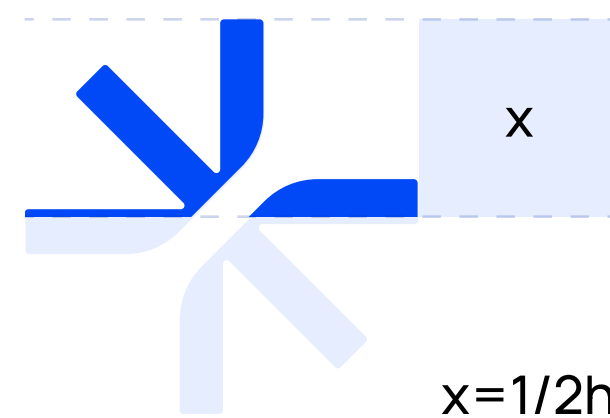
These recommendations ensure the logotype remains crisp, recognizable, and impactful across all mediums.



LOGOTYPE CLEARSPACE

Maintain the integrity and impact of the logotype by ensuring ample clear space around it. Avoid crowding the logo with other elements, as this preserves brand consistency and visual clarity.

To establish a balanced composition, the required clear space surrounding the logotype must be no less than half the height of the logotype icon. This buffer ensures the logo remains distinct, legible, and visually compelling across all applications.

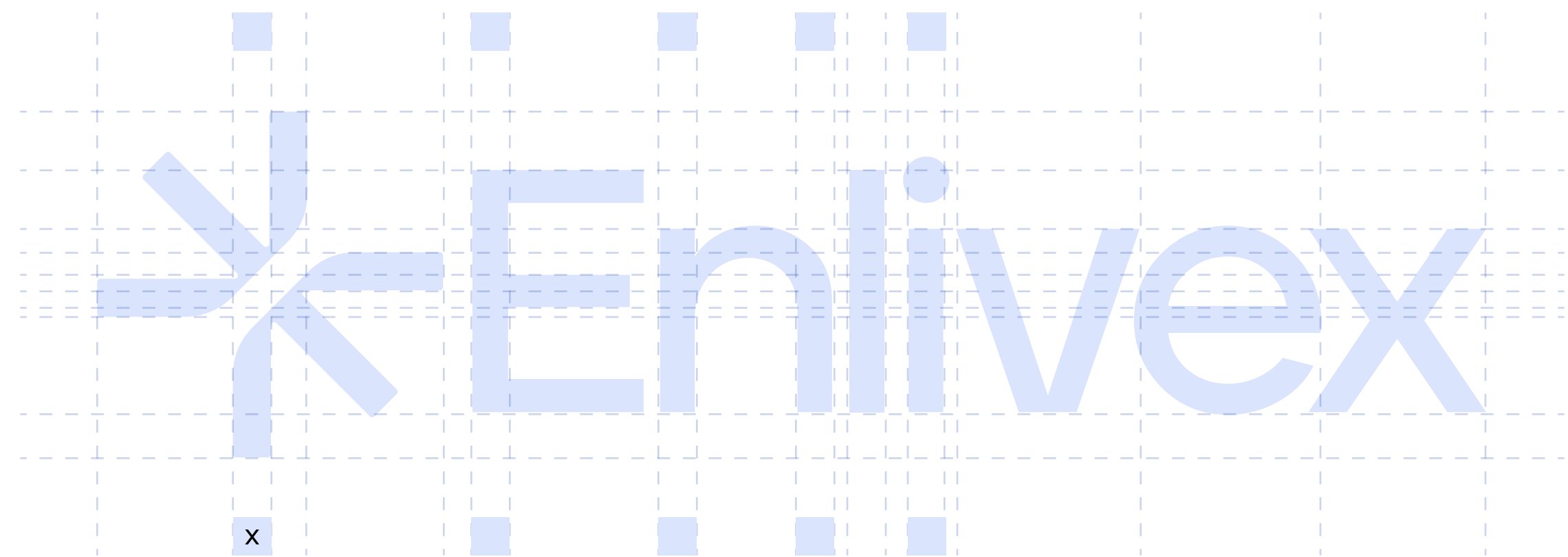


LOGOTYPE STRUCTURE

The Enlivex logotype is meticulously designed with a cohesive structural system, ensuring visual balance and brand consistency.

All vertical elements within the logotype—both in the icon and typography—maintain the same width, creating a harmonious and structured appearance. The reference for this width is the letter “i”, ensuring proportional consistency across all elements. Also, the custom typography is crafted to be in perfect harmony with the brand icon, reinforcing a unified visual identity. This alignment enhances legibility, symmetry, and precision, making the logotype instantly recognizable and adaptable across applications.

By maintaining these structural principles, the Enlivex logotype achieves a modern, refined, and balanced aesthetic, embodying the brand’s commitment to clarity and innovation.



HORIZONTAL LOCKUP

This is one of the two primary logotype lockups, designed for consistent use across all printed and digital brand applications.

The horizontal lockup maintains a precise spatial relationship between the icon and typography, ensuring visual harmony. The distance between the icon and the logotype is set to match the height of the letter I, creating a balanced and cohesive composition.

While the detached wordmark and icon may be used as a secondary option, such applications should be limited to specific cases where the primary lockup is not viable.



VERTICAL LOCKUP

This is one of the two primary logotype lockups, designed for consistent use across all printed and digital brand applications.

The vertical lockup maintains a precise spatial relationship between the icon and typography, ensuring visual harmony. The distance between the icon and the logotype is set to match the height of the letter T, creating a balanced and cohesive composition.

While the detached wordmark and icon may be used as a secondary option, such applications should be limited to specific cases where the primary lockup is not viable.



LOGOTYPE INCORRECT USE

On the right-hand side, you'll find a few examples of how not to use the logotype. Please refer to these as guidelines to maintain maximum brand consistency.

1. Do not use random fonts in the wordmark;
2. Do not reduce opacity of the logotype;
3. Do not use drop shadow effects;
4. Do not blur the logotype;
5. Do not skew or stretch the logotype;
6. Do not rotate the logotype;
7. Do not use random colours;
8. Do not change the rotation of the lockup;
9. Do not alter the size ratio of the lockup;
10. Do not use the logotype as a mask;
11. Do not outline the logotype;
12. Do not add any additional elements.

These rules also apply when using the icon and wordmark separately, ensuring the brand's visual integrity remains intact across all applications.



INCORRECT USE ON BACKGROUND

To maintain clarity and brand consistency, avoid the following mistakes when placing the logotype on backgrounds:

1. Do not use a light logotype on a light background;
2. Do not place the logotype on a high contrast background;
3. Avoid placing the logotype on busy or blurry backgrounds;
4. Do not use the logotype as a semi-transparent overlay;
5. Do not use a color logotype on a dark background;
6. Do not apply any special effects to the logotype against any background.

These guidelines also apply to the icon and wordmark when used separately, ensuring consistent visual integrity across all brand applications.

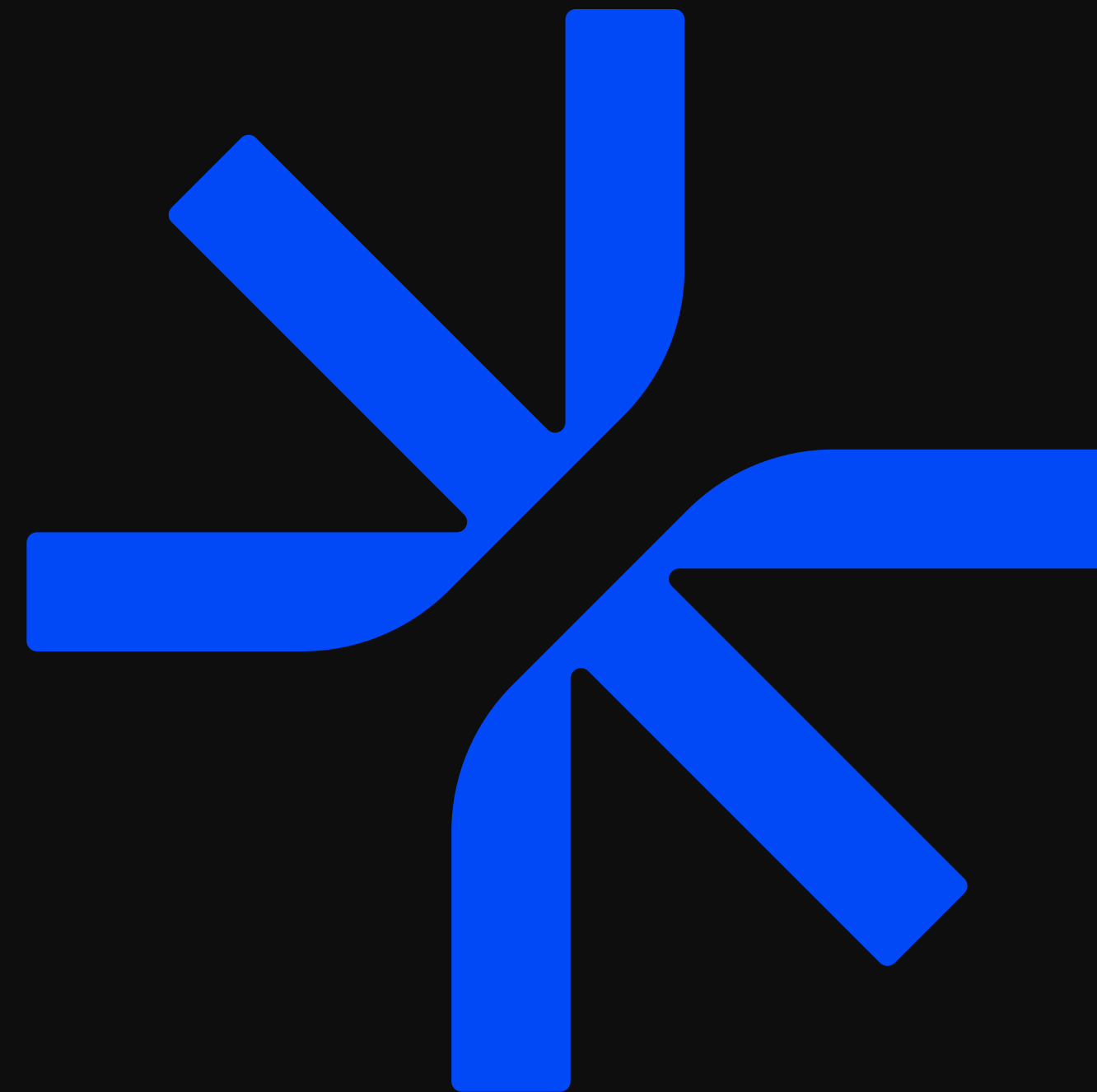


ICON

This is the primary icon of the Enlivex brand—a distinctive and versatile element of our identity.

While it is often displayed alongside the wordmark in a logotype lockup, the icon is equally effective as a standalone brand marker. Its adaptability allows for seamless integration across diverse applications without size or context restrictions.

This flexibility reinforces the icon's role as a core visual identifier, ensuring it remains instantly recognizable and consistently impactful across all brand touchpoints.



POSITIVE & NEGATIVE

On the right, the icon is presented in its black-and-white variations, demonstrating both positive and negative applications.

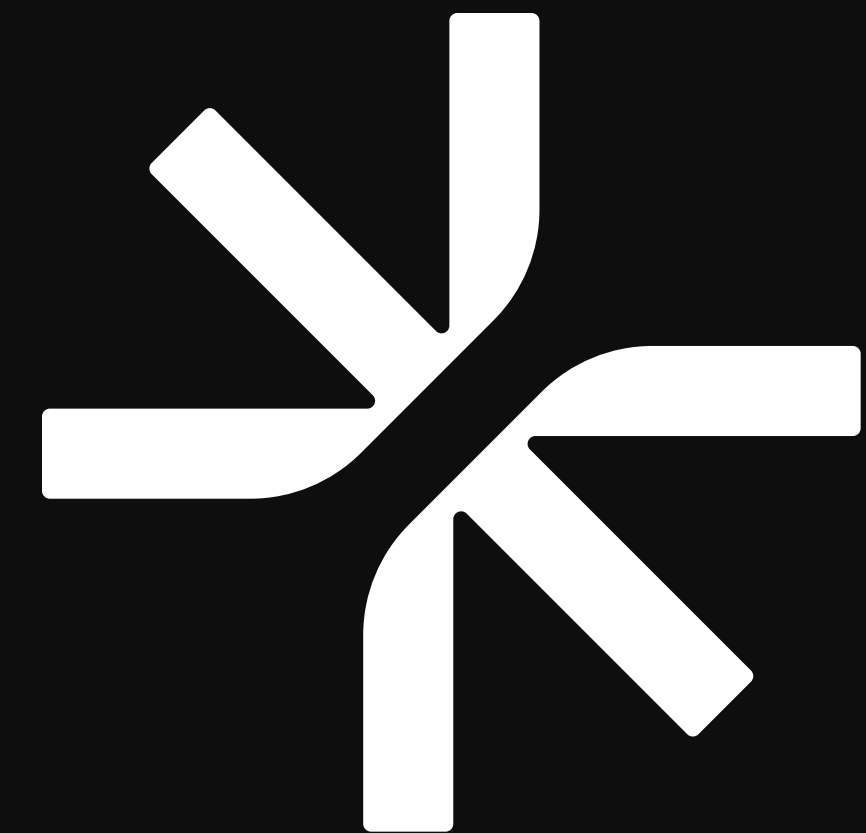
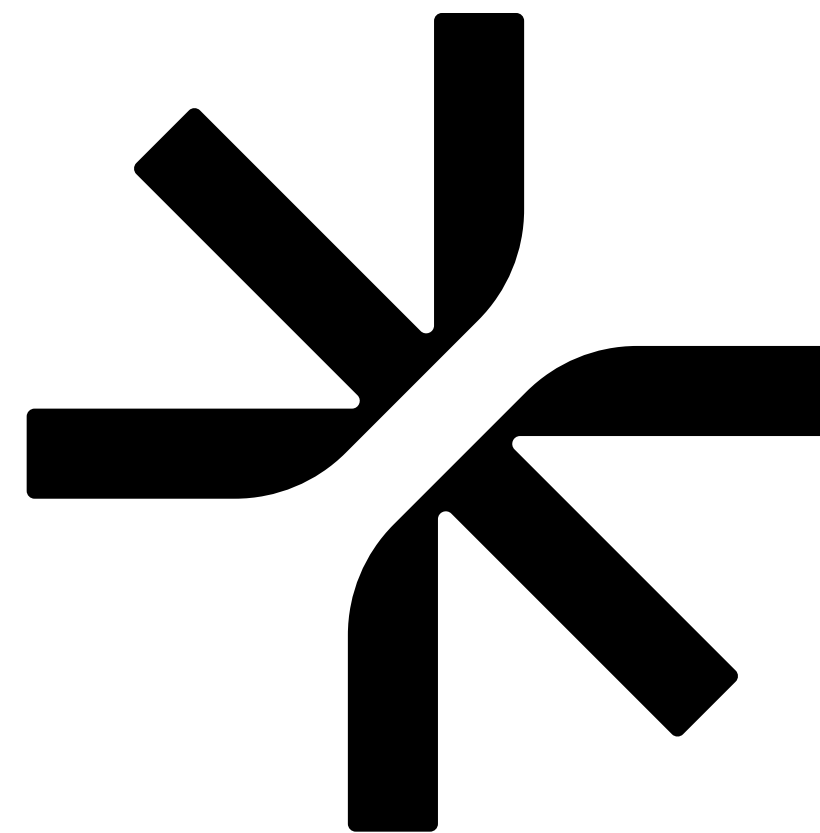
To ensure optimal legibility and visual impact, adhere to the following guidelines:

Use the dark icon on light backgrounds.

Use the light icon on dark backgrounds.

Black-and-white versions should only be used when color application is not possible. Whenever feasible, the full-color icon should be prioritized to maintain brand vibrancy and recognition.

This approach guarantees that the brand's visual elements remain bold, striking, and instantly recognizable across all applications.



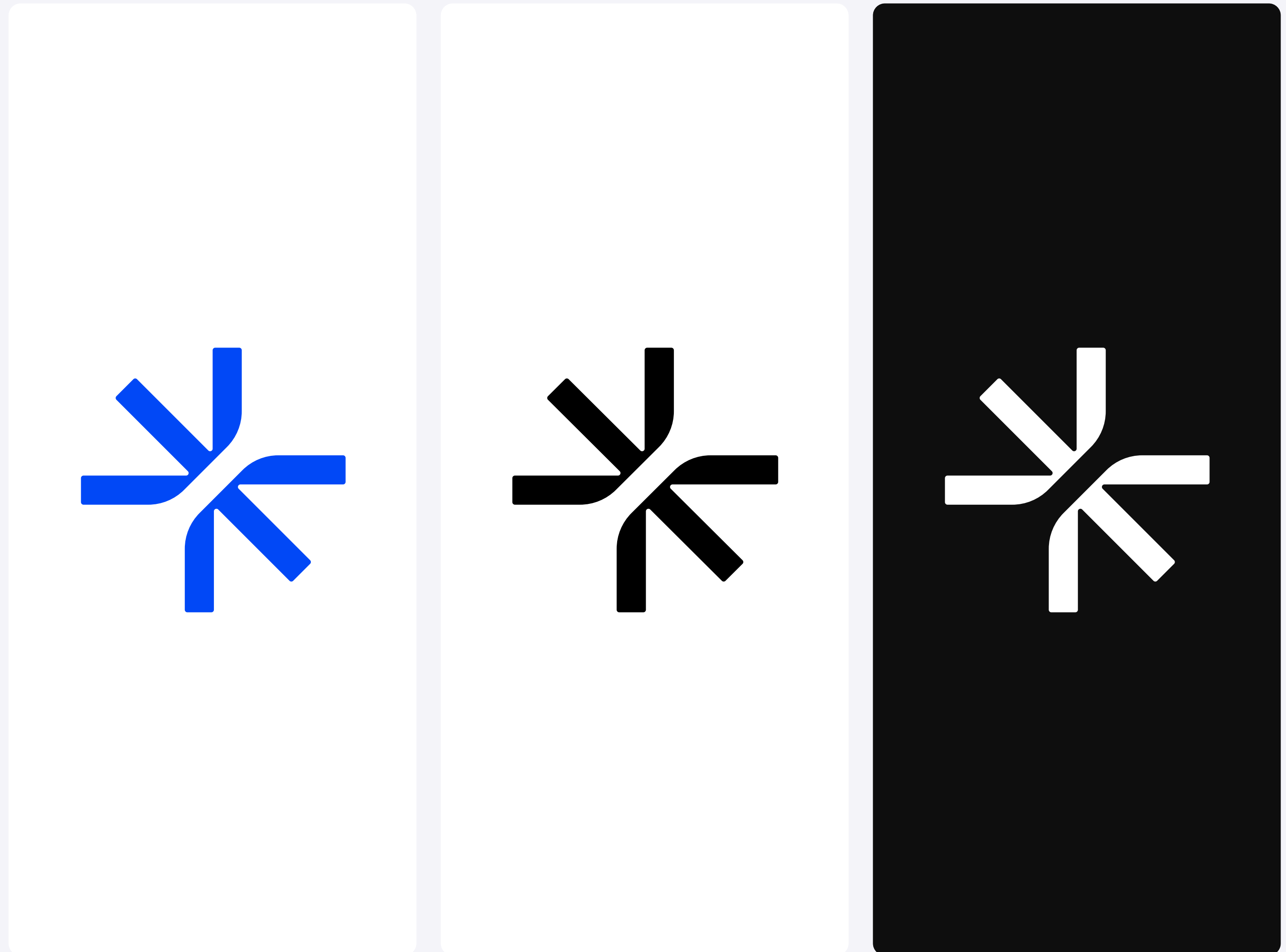
ICON COLORS

The diagram showcases the correct application of the icon colors, reinforcing the Enlivex brand's commitment to consistency and visual impact.

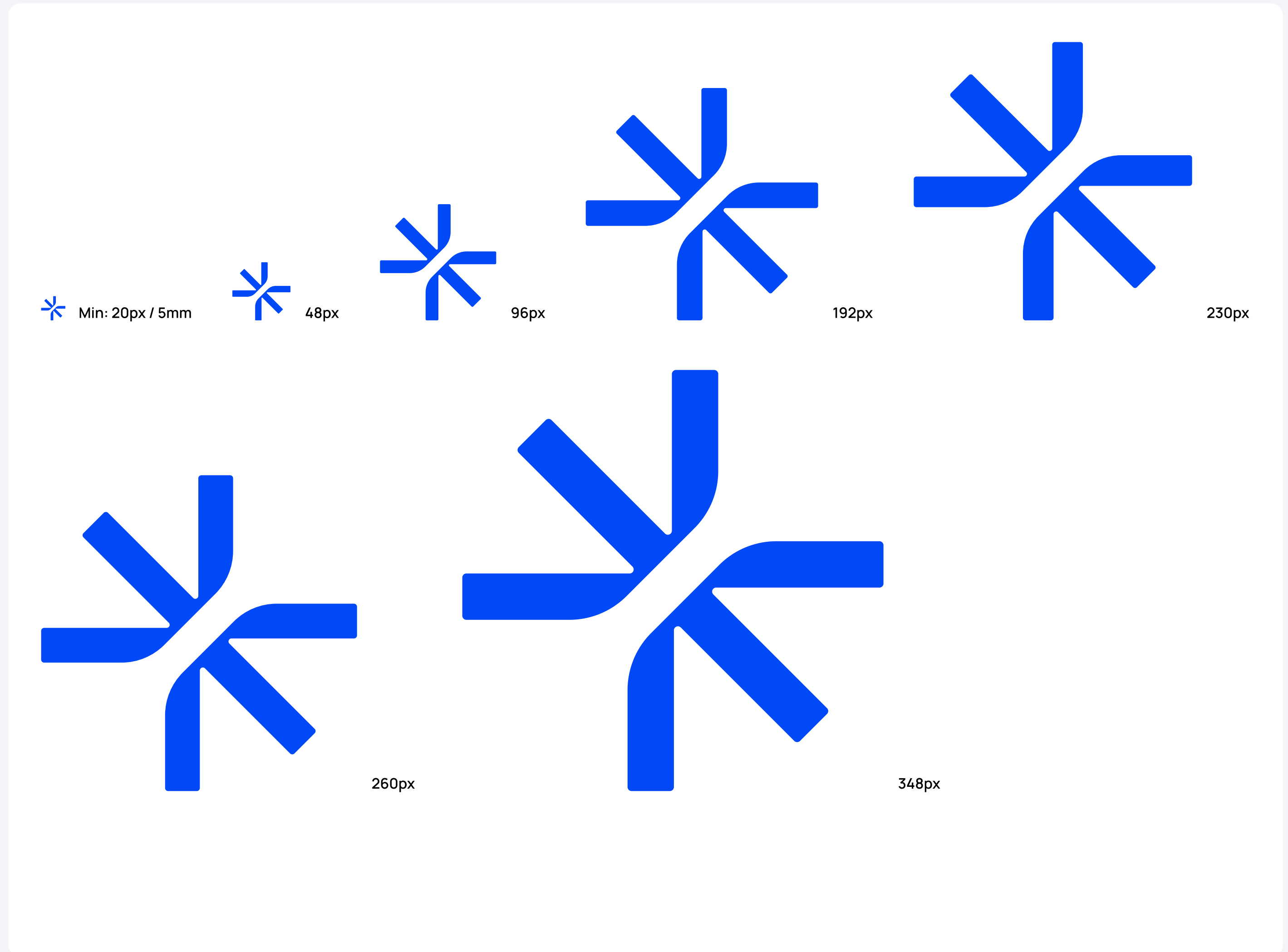
Strategic placement on solid-colored backgrounds is a fundamental aspect of our identity system. To maintain brand coherence and ensure optimal contrast:

Use the Blue or Black icon on light backgrounds.
Use the White icon on darker backgrounds.

This approach preserves the clarity, legibility, and visual integrity of the brand, ensuring a strong and recognizable presence across diverse applications.



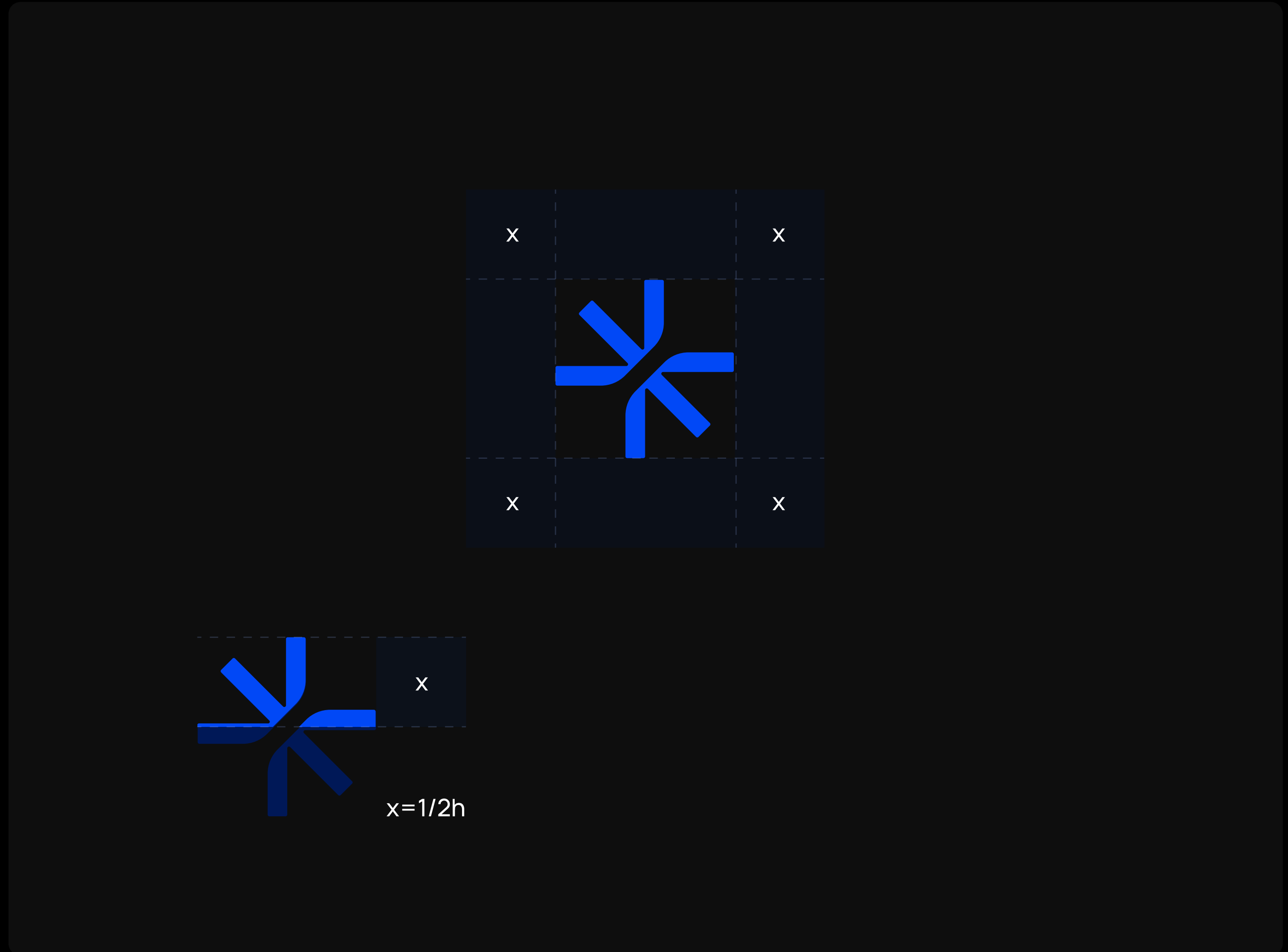
ICON SCALING



The icon has been carefully crafted to ensure readability even at small sizes. While there are no size limitations for large-scale applications, be cautious with smaller sizes. If legibility becomes an issue, the size is too small. The recommended minimum size is 20 pixels in height for screen use and 5mm for print.

ICON CLEARSPACE

Don't crowd the icon. When placing other elements nearby, ensure there is sufficient clear space to maintain brand consistency. The clear-space around the icon should be no smaller than half of the height of the icon.

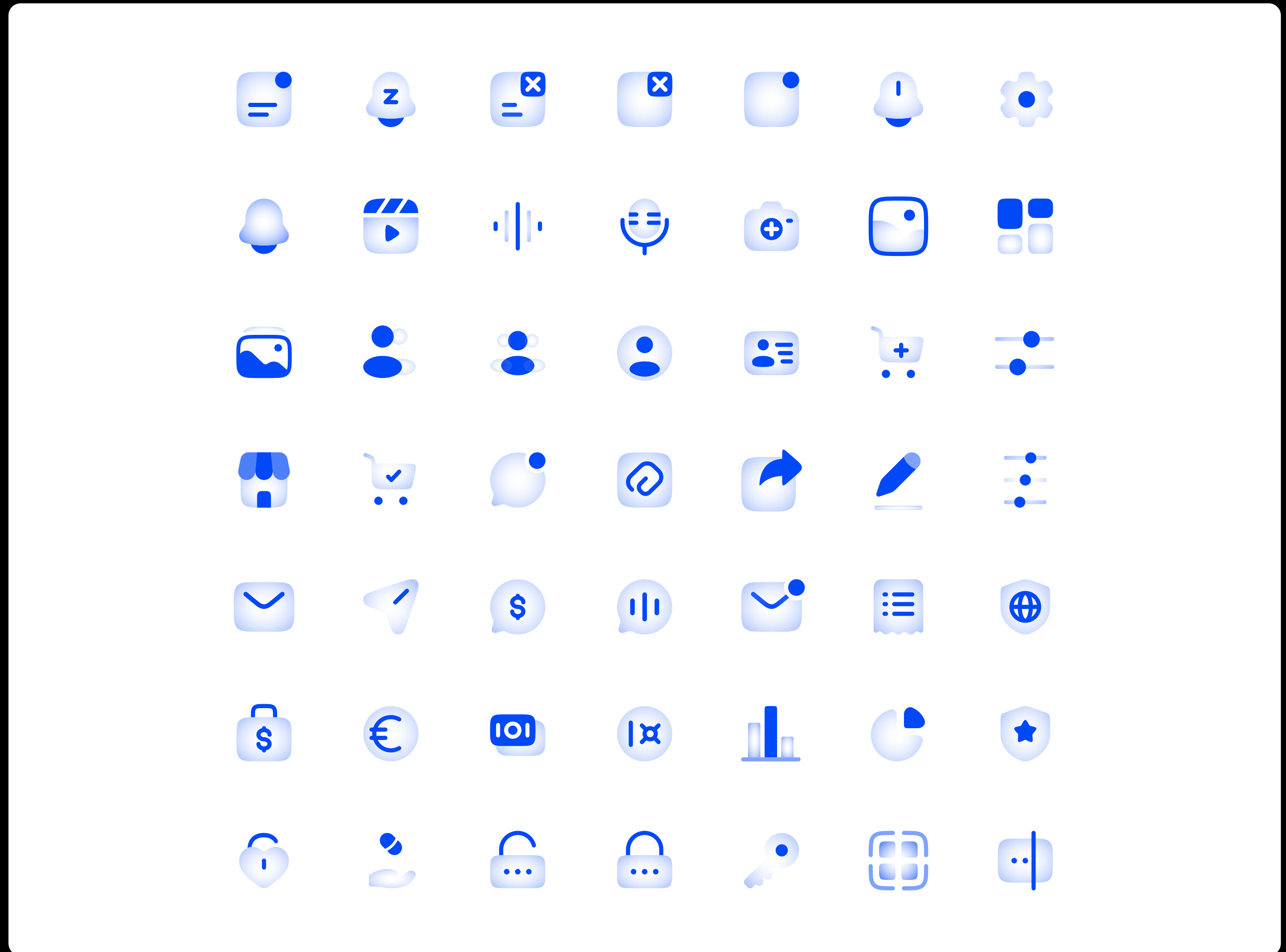


ICON SET

A minimalist line-style icon set is characterized by clean, precise strokes and the elimination of unnecessary details, ensuring clarity and versatility.

With a focus on simplicity, these icons offer quick recognition, consistent line weight, and balanced proportions, creating a cohesive visual language.

Ideal for both digital and print applications, this style enhances brand identity with a modern, professional aesthetic while maintaining functional elegance.



TYPOGRAPHY

PRIMARY FONT

Urbanist

AaBbCc

The Urbanist typeface is the primary typeface of the Enlivex brand and can be used independently. It is a modern grotesque with a rigid, mechanical structure, offering a contemporary and highly versatile typographic solution. With its extensive character set and OpenType features, Urbanist ensures flexibility across various applications while maintaining a strong, distinctive presence.

FONT WEIGHTS

Across the Enlivex brand identity, four font styles from the Urbanist typeface should be utilized: Light, Regular, Medium, SemiBold and Bold. This selection ensures a balanced typographic hierarchy while maintaining clarity and visual consistency.

For optimal readability and brand cohesion, the preferred text formatting is Title Case, reinforcing a structured and polished aesthetic. This approach enhances legibility while preserving the brand’s modern and mechanical typographic character.

By adhering to these guidelines, the brand maintains a cohesive, versatile, and strong visual identity across all applications.

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw
 xYyZz1234567890!@#\$%^&*()_+--=

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw
 xYyZz1234567890!@#\$%^&*()_+--=

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw
 xYyZz1234567890!@#\$%^&*()_+--=

SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
 WwXxYyZz1234567890!@#\$%^&*()_+--=

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
 WwXxYyZz1234567890!@#\$%^&*()_+--=

SECONDARY FONT

ManRope

In all applications, ManRope must always be paired with the Manrope typeface and should never be used independently. This pairing ensures consistency, balance, and alignment with the Enlivex brand's visual identity.

ManRope is a modular monospaced font characterized by rounded shapes and a tech-industrial aesthetic, designed by Radinal Riki. Its structured geometry and uniform letter spacing give it a distinctive, futuristic feel that complements the brand's progressive visual language.

This typographic system reinforces Enlivex's identity, ensuring clarity, legibility, and a cohesive look across all applications.

AaBbCc

FONT WEIGHTS

Within the Enlivex brand identity, the secondary typeface is used exclusively in the Light font style to maintain a refined and technical aesthetic.

For consistency, all text set in the secondary typeface must be in Uppercase, reinforcing a structured and industrial-inspired typographic approach. This usage ensures a distinct visual contrast from the primary typeface while maintaining brand cohesion across all applications.

LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890!@#\$%^&*()_+ -=

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890!@#\$%^&*()_+ -=

MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890!@#\$%^&*()_+ -=

SEMIBOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuV
vWwXxYyZz1234567890!@#\$%^&*()_+ -=

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890!@#\$%^&*()_+ -=

COLORS

EXTENDED PALLET

#0248F7	#7098FF	#E6FF00
#356DF9	#8DADFF	#EBFF33
#6791FA	#A9C1FF	#FOFF66
#9AB6FC	#C6D6FF	#F5FF99
#B4C9FD	#E2EAFF	#FAFFCC

The extended color palette builds on Enlivex’s core brand colors by introducing complementary tones that add depth, clarity, and flexibility across digital and corporate applications. These colors are thoughtfully derived from the primary palette to maintain visual coherence while supporting a wide range of use cases, from investor communications to clinical content.

This extended palette enables greater design flexibility while ensuring all color usage remains consistent with Enlivex’s disciplined, credible, and forward-looking visual identity.

ILLUSTRATIONS

ILLUSTRATION EXAMPLES

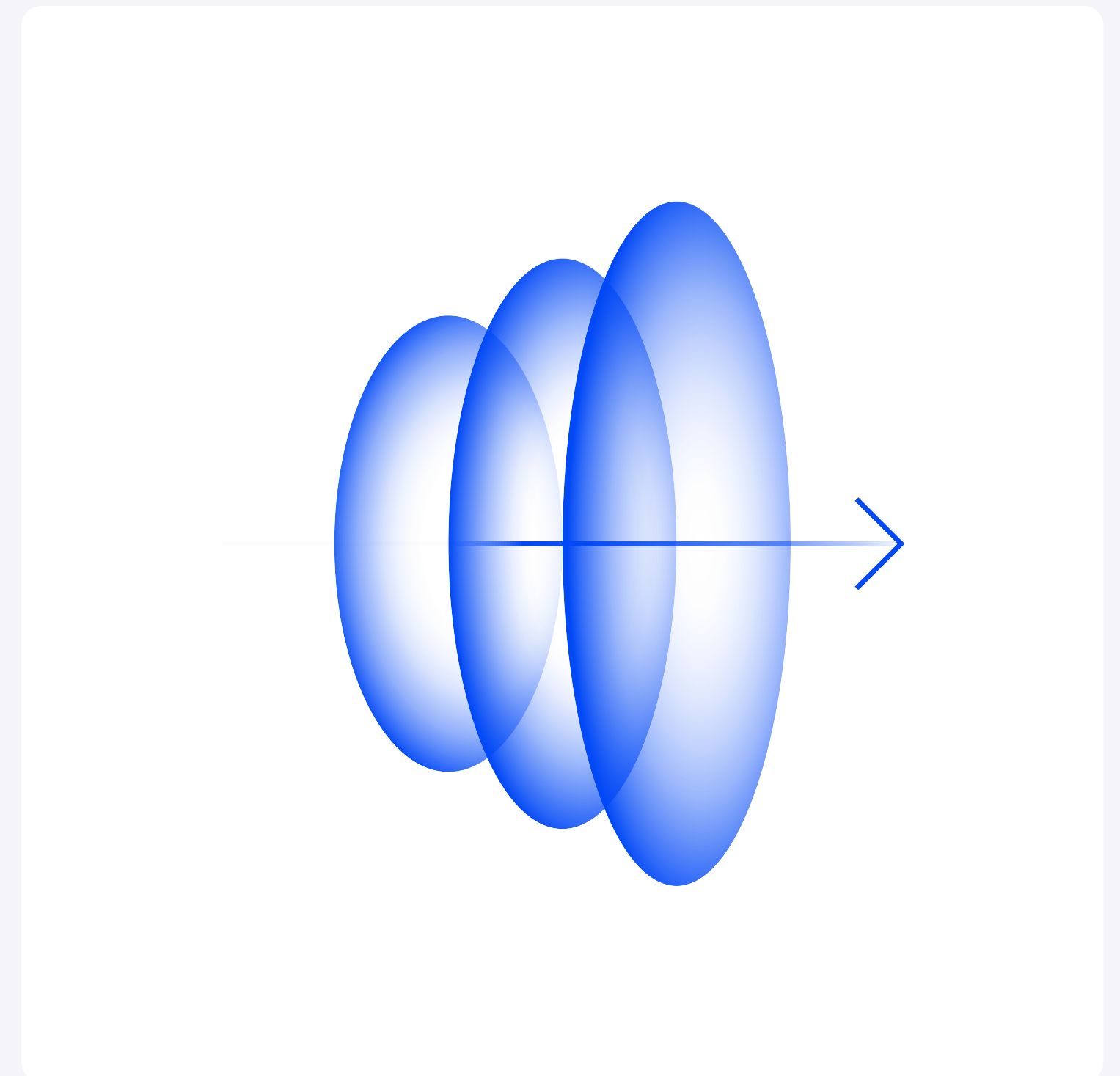
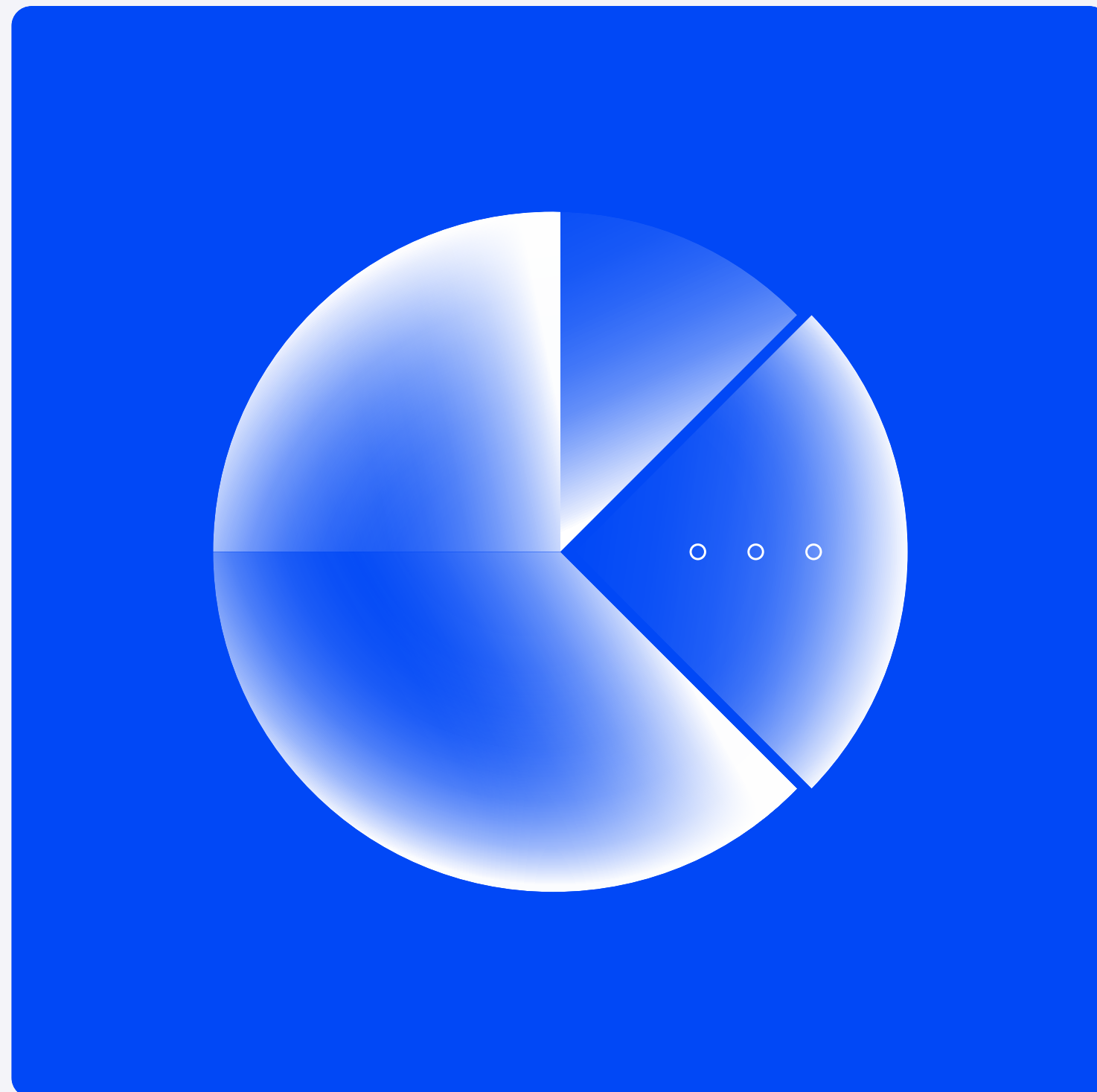
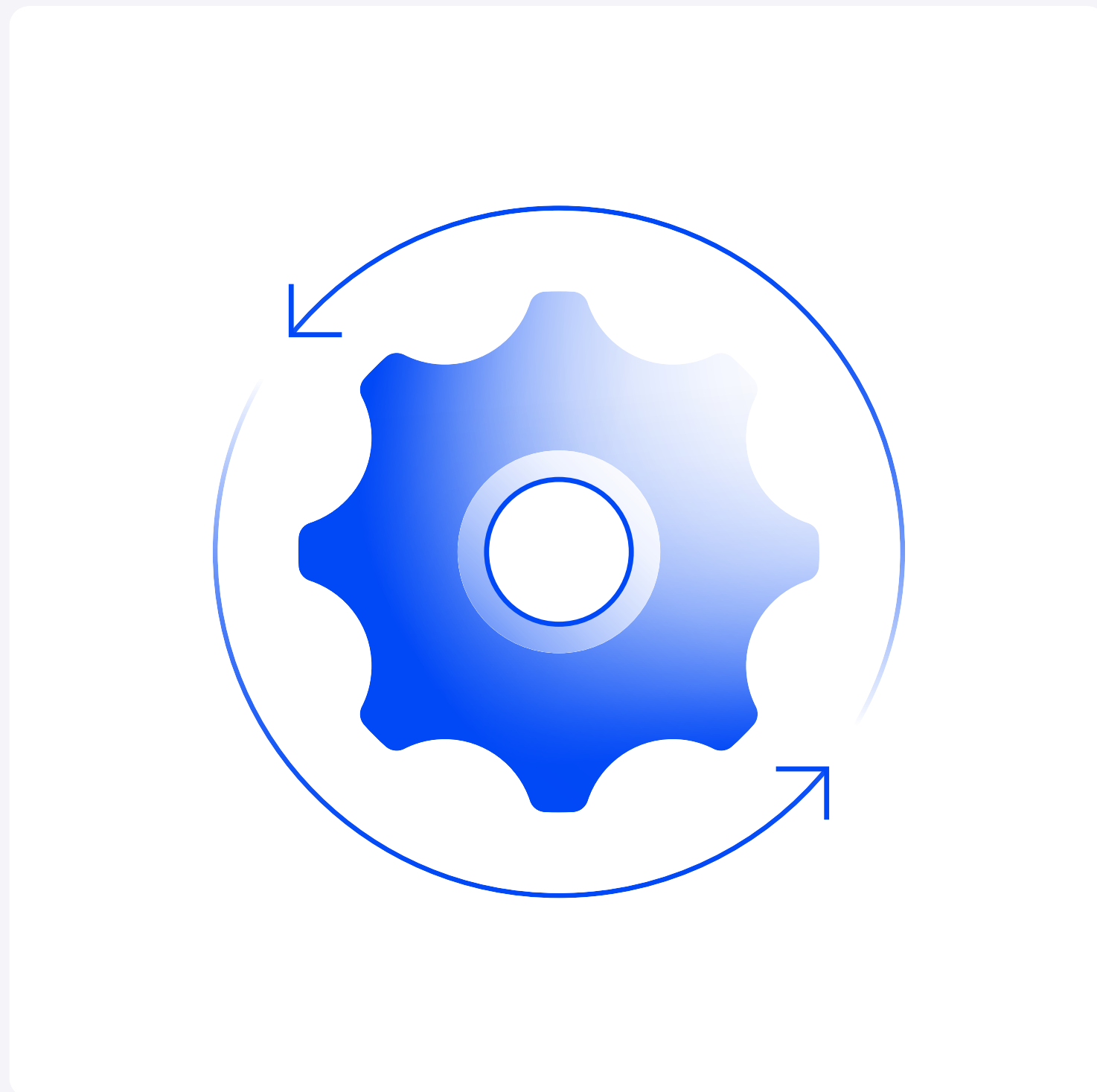
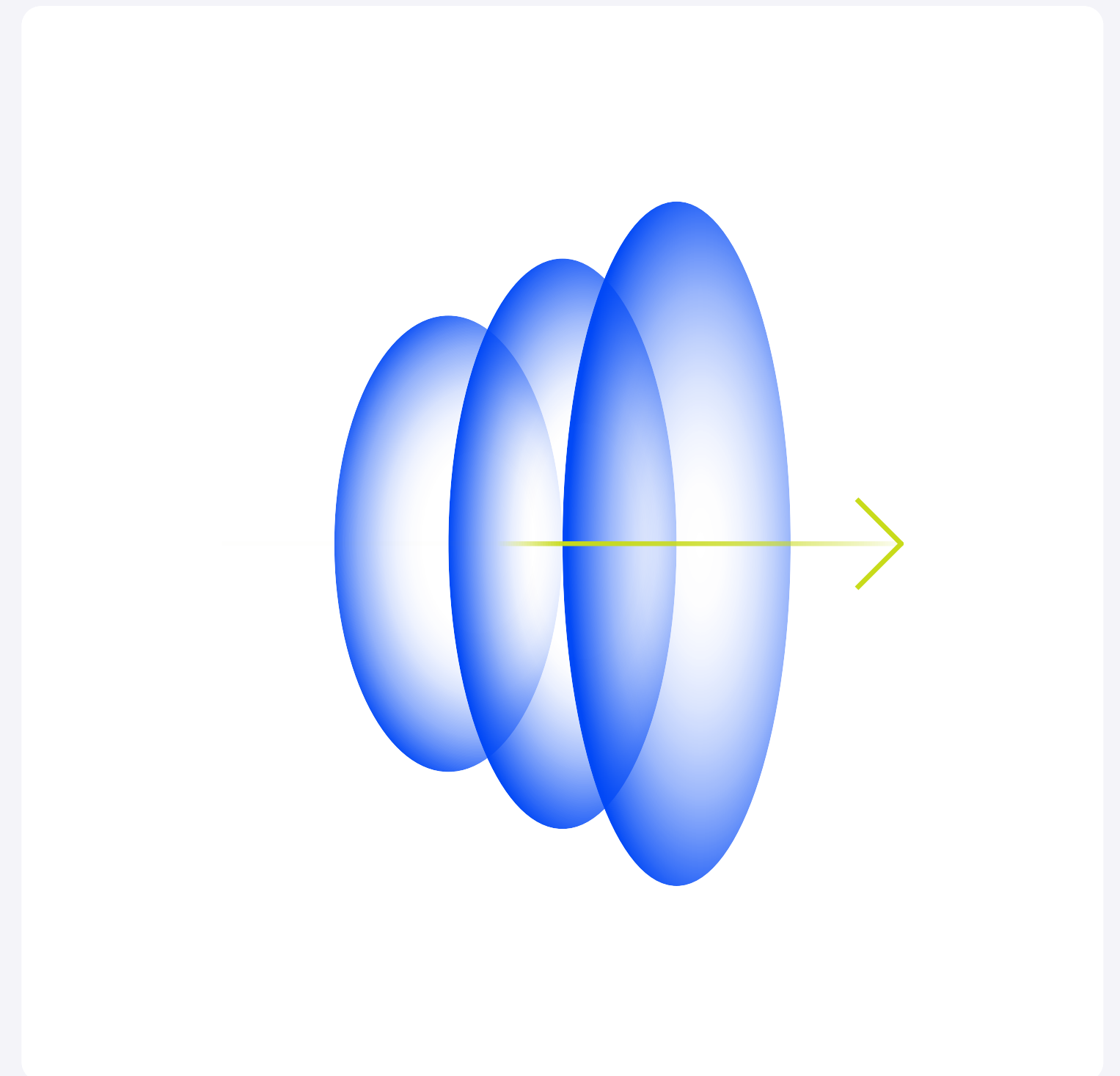
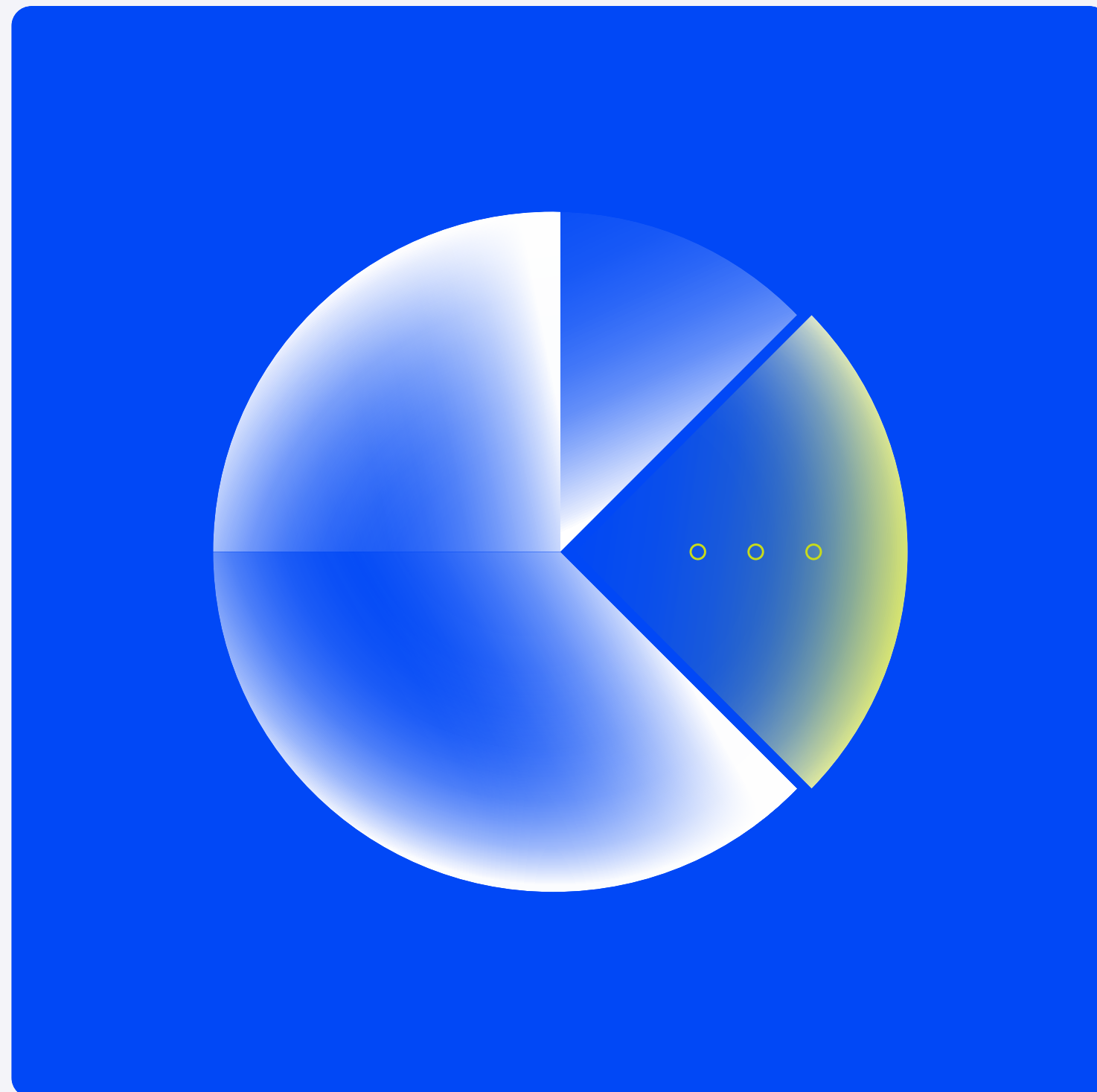
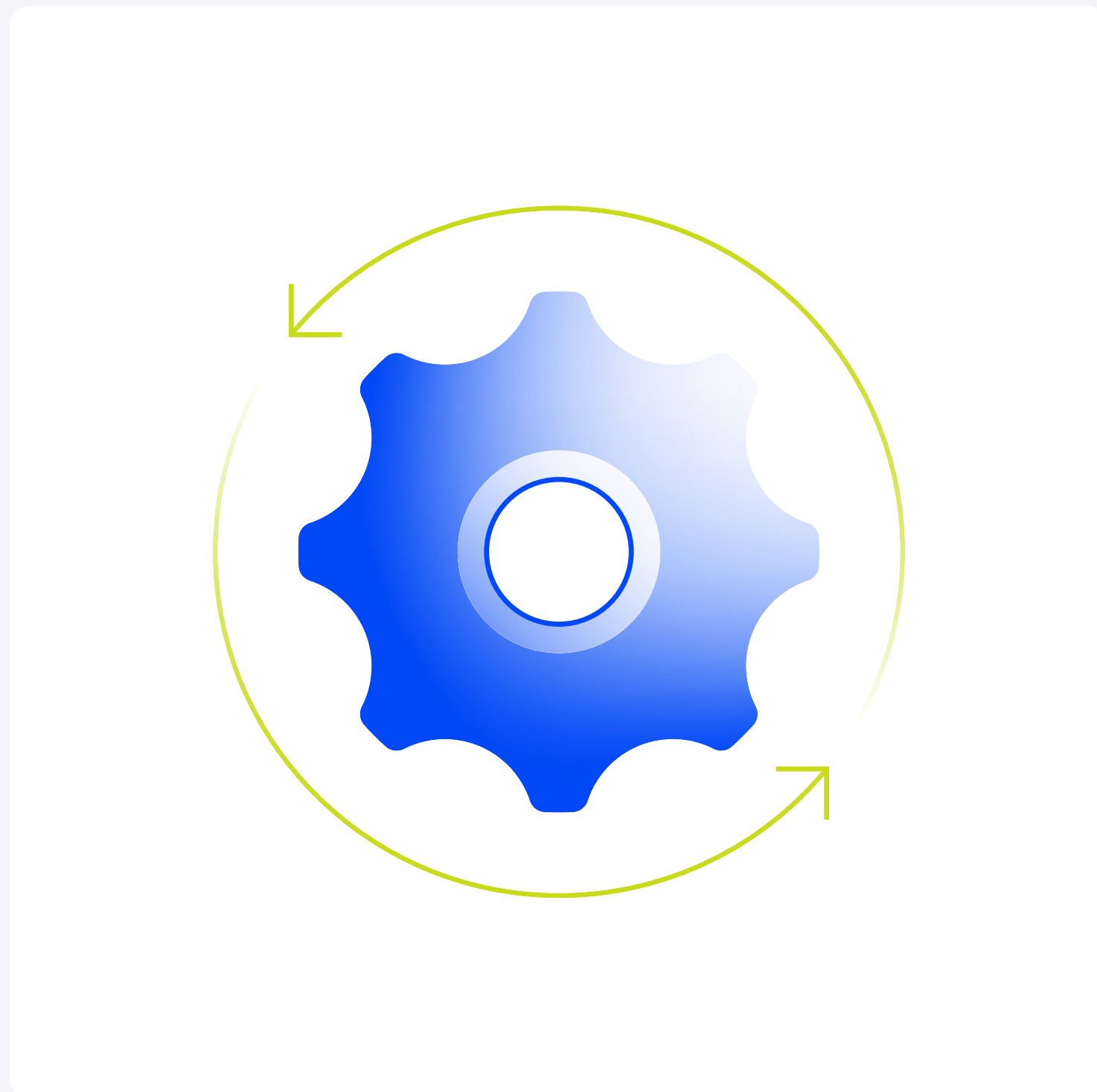


ILLUSTRATION EXAMPLES



COLLATERALS

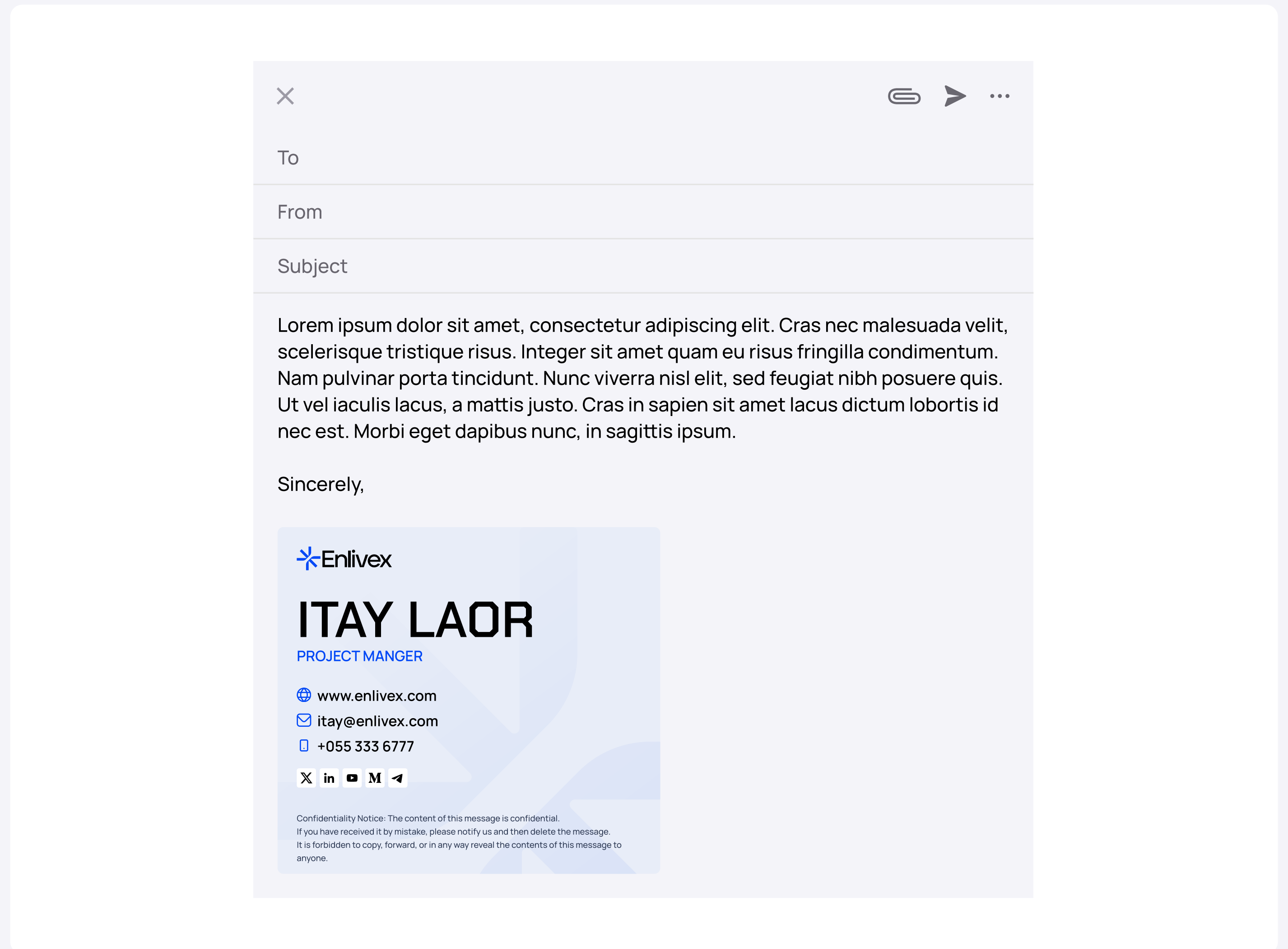
WEB USE

EMAIL SIGNATURE

To maintain a professional and cohesive brand identity across all digital communications, the Enlivex email signature follows a structured and refined format, ensuring clarity, consistency, and brand alignment.

This signature serves as a compact yet impactful representation of the brand, reinforcing professionalism while providing essential contact information in a clean and visually balanced layout.

By adhering to these guidelines, every email communication reflects Enlivex’s precision, modernity, and strong brand presence.



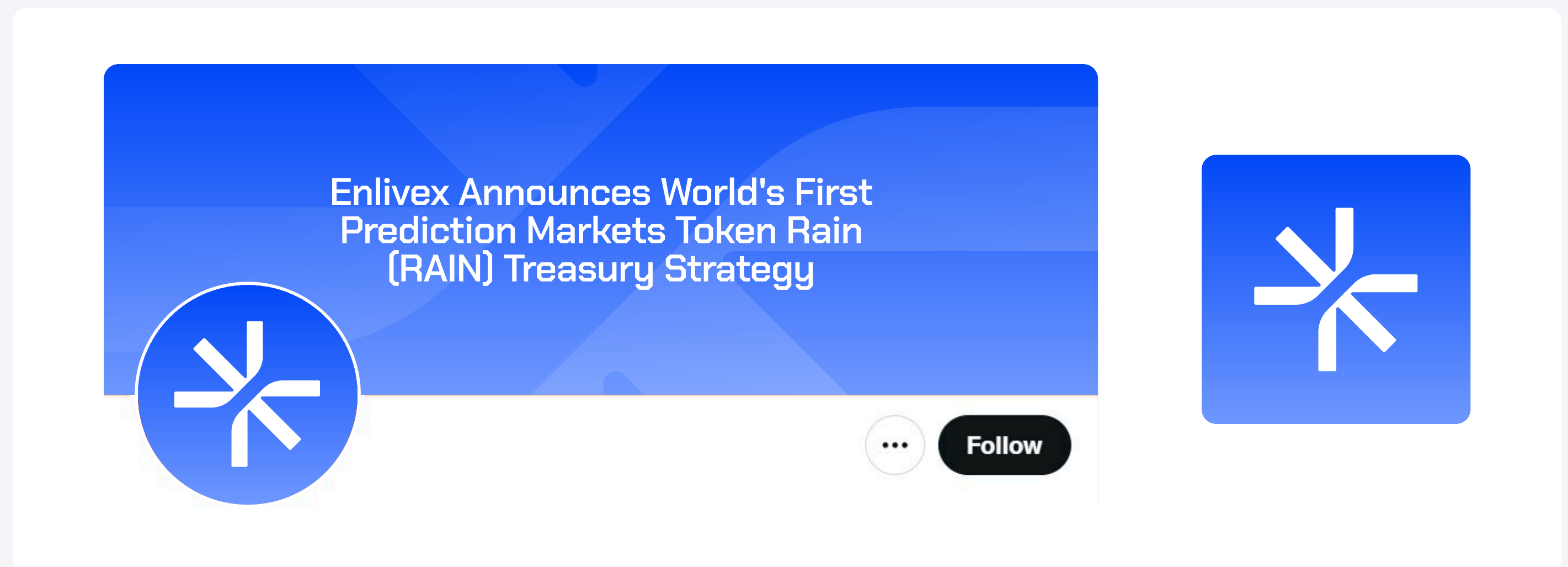
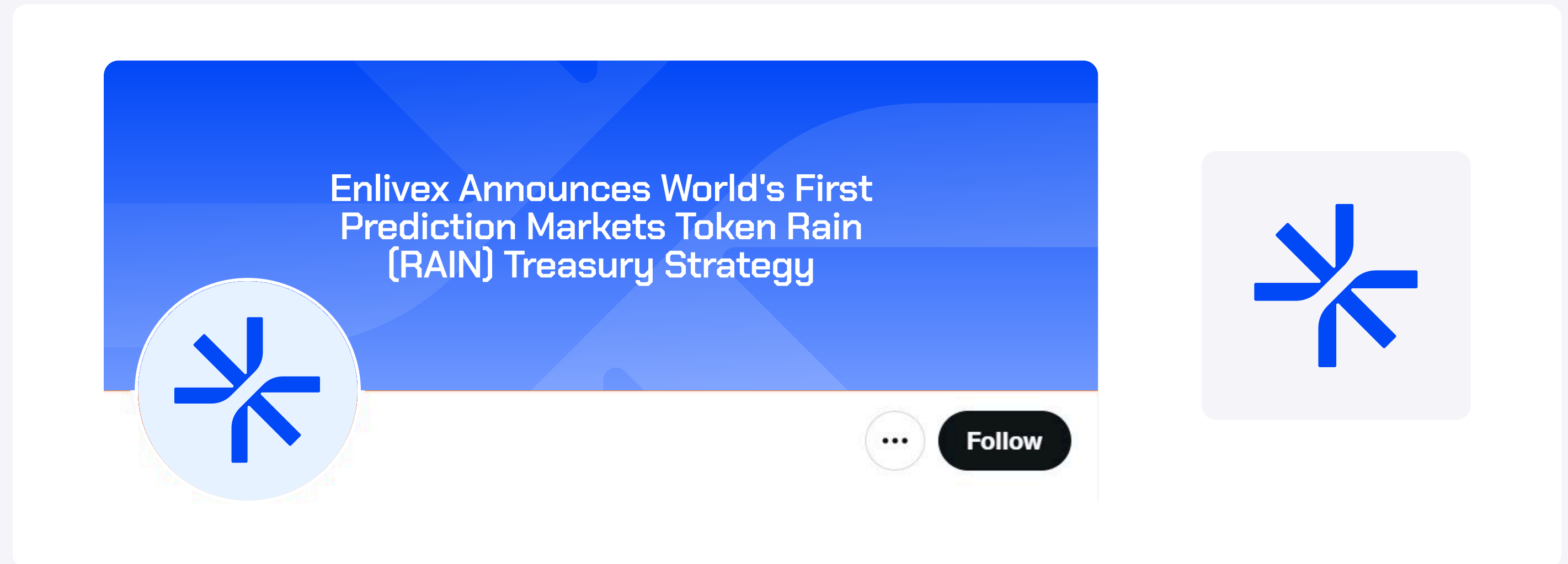
SOCIAL MEDIA PROFILE & COVER

This example demonstrates the Enlivex brand identity applied to social media posts, ensuring a consistent, visually striking, and engaging presence across platforms.

To maintain clarity and impact, it is essential to preserve adequate spacing around all elements, ensuring that:

- The content remains clear and uncluttered
- The text remains highly readable across different formats and screen sizes

By following these design principles, Enlivex’s social media visuals maintain a strong, recognizable identity, reinforcing brand consistency while allowing for dynamic and engaging content.



SOCIAL MEDIA POSTS

This example showcases the Enlivex brand identity applied to various social media post types, ensuring a consistent, engaging, and visually impactful presence across platforms.

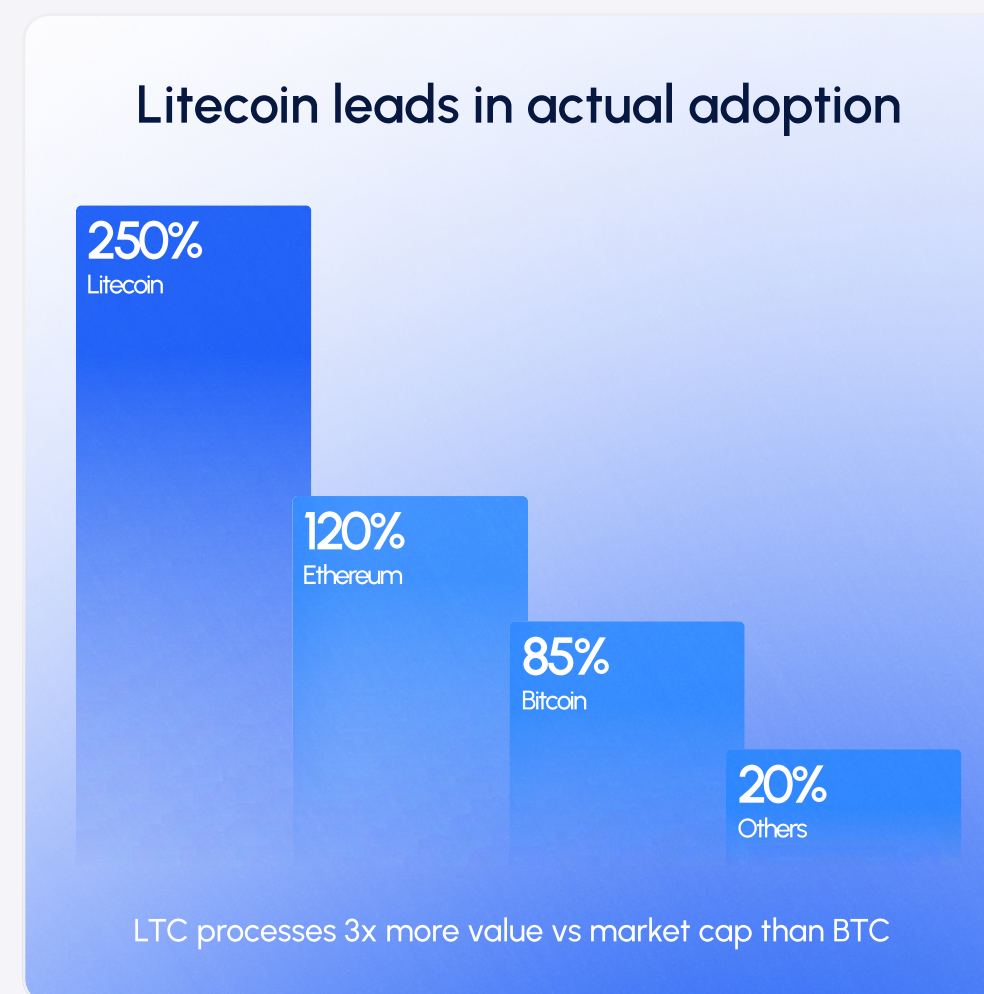
To maintain clarity and readability, it is essential to preserve adequate spacing around all elements, ensuring that the content remains visually balanced and uncluttered and the text stays highly readable, regardless of format or screen size.

Post Types can be:

Branded Announcements – Product launches, company news, and key updates

Engagement Posts – Quotes, Q&A, and interactive content

Campaign & Promotional Content – Marketing initiatives and brand-driven messaging



WEBSITE DESIGN



PRINT USE

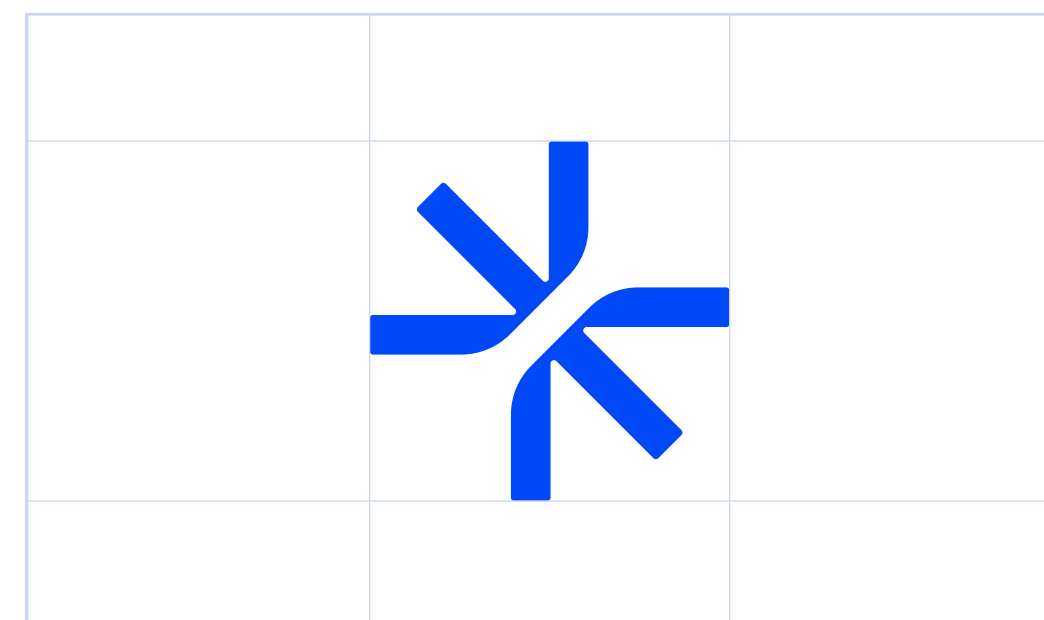
BUSINESS CARDS

This example demonstrates Enlivex’s brand identity applied to business cards, ensuring a clean, professional, and visually striking design.

To maintain clarity and legibility, it is essential to preserve adequate spacing around all printed elements, preventing visual clutter and ensuring a balanced composition.

In specific cases, the primary brand logo may be separated, allowing the wordmark and symbol to be used independently. This approach enhances design flexibility and adds visual interest to printed collateral while maintaining brand recognition.

However, all adaptations must remain aligned with the brand system’s core principles to ensure consistency, integrity, and a strong brand presence across all materials.

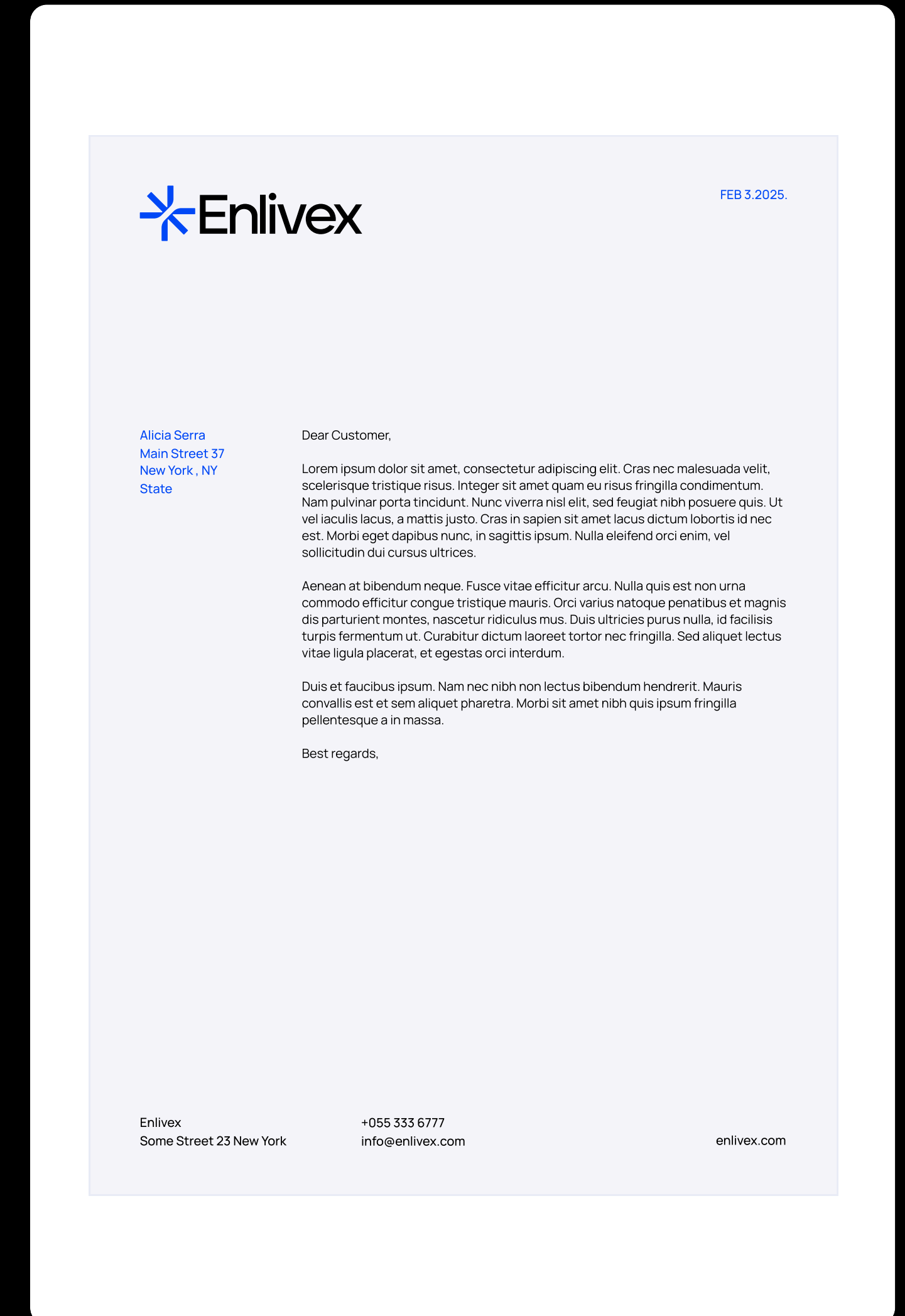
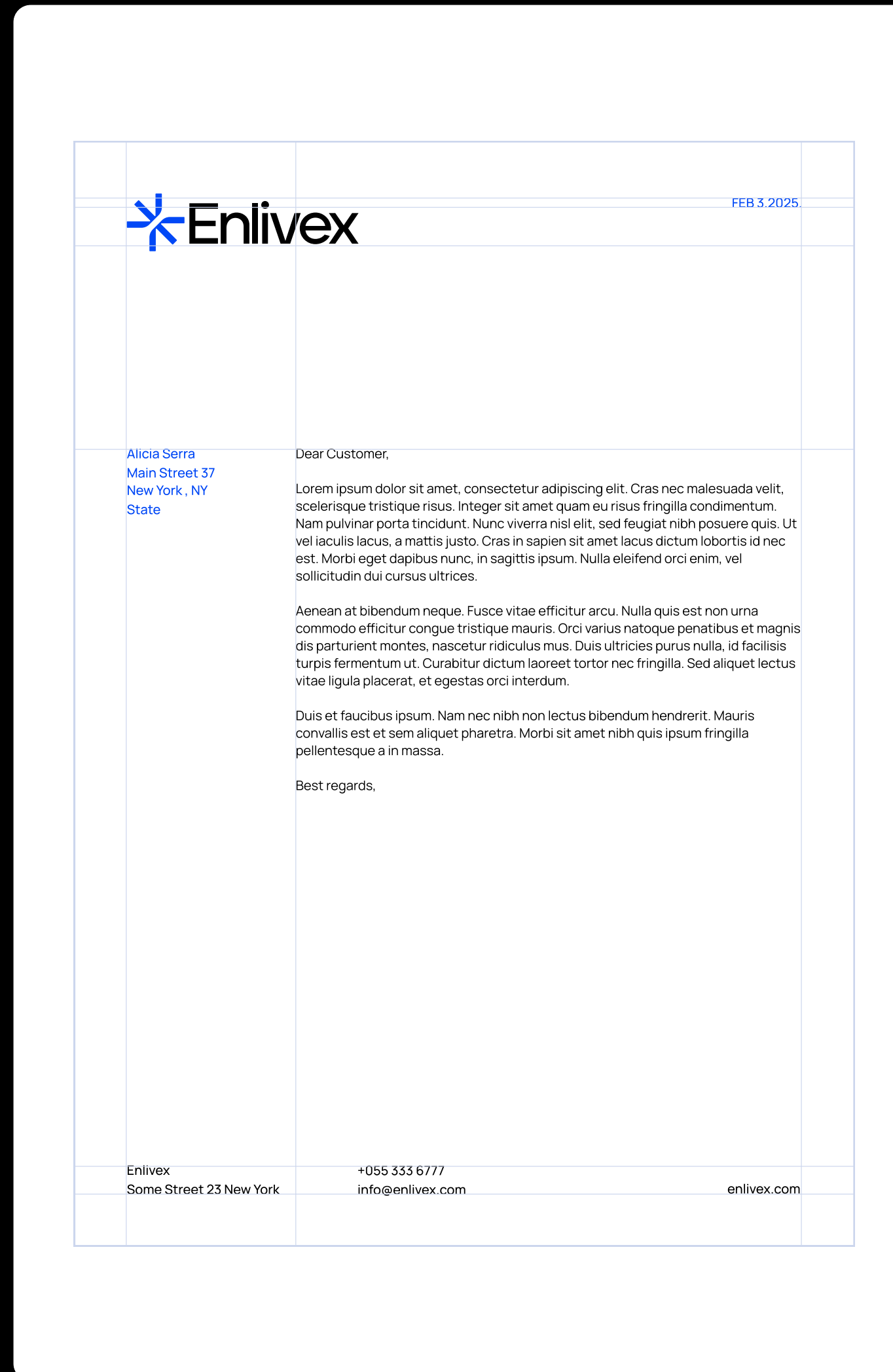


LETTERHEAD

This example showcases the Enlivex brand identity applied to letterheads, ensuring a clean, professional, and cohesive visual identity in all corporate communications.

To maintain clarity and readability, it is essential to preserve adequate spacing around all printed elements, ensuring a balanced and uncluttered layout, legible text that maintains brand consistency and visual harmony between the logo, typography, and content.

By adhering to these design principles, Enlivex's letterhead maintains a polished and recognizable brand presence across all formal and printed materials.



SWEATSHIRT

This example showcases possible application of Enlivex's brand elements on a sweatshirt, demonstrating how the brand identity translates into wearable design.

In this case, the approach is minimalistic, featuring only the icon to maintain clean aesthetics and subtle branding. This is an example how Enlivex's personality is expressed in a casual, fashion-forward format, while ensuring it remains aligned with the brand's overall visual identity.

By maintaining a balance between simplicity and brand recognition, this application reinforces Enlivex's modern, innovative spirit in everyday wear.



TOTE BAG

This example illustrates how Enlivex's brand elements can be applied to a tote bag, translating the brand identity into a functional and stylish design.

The approach here is minimalistic, featuring both the icon and logotype to maintain clean aesthetics and subtle branding. This example highlights how Enlivex's personality can be expressed in a casual, fashion-forward format while staying true to the brand's overall visual identity.

By balancing simplicity with brand recognition, this application reinforces Enlivex's modern, innovative spirit in an everyday, wearable context.

