

EnXylaScope

Unleashing Xylan's Potential with Enzymes
for a Scope of Consumer Products

> **brandbook**



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DOWNLOAD
BRAND VERSIONS



This document was
created to keep the
brand consistency

**FOLLOW
THE INSTRUCTIONS**

Index

► brand composition

Symbol

Typography

Colors

► brand behavior

Orientation

Claim

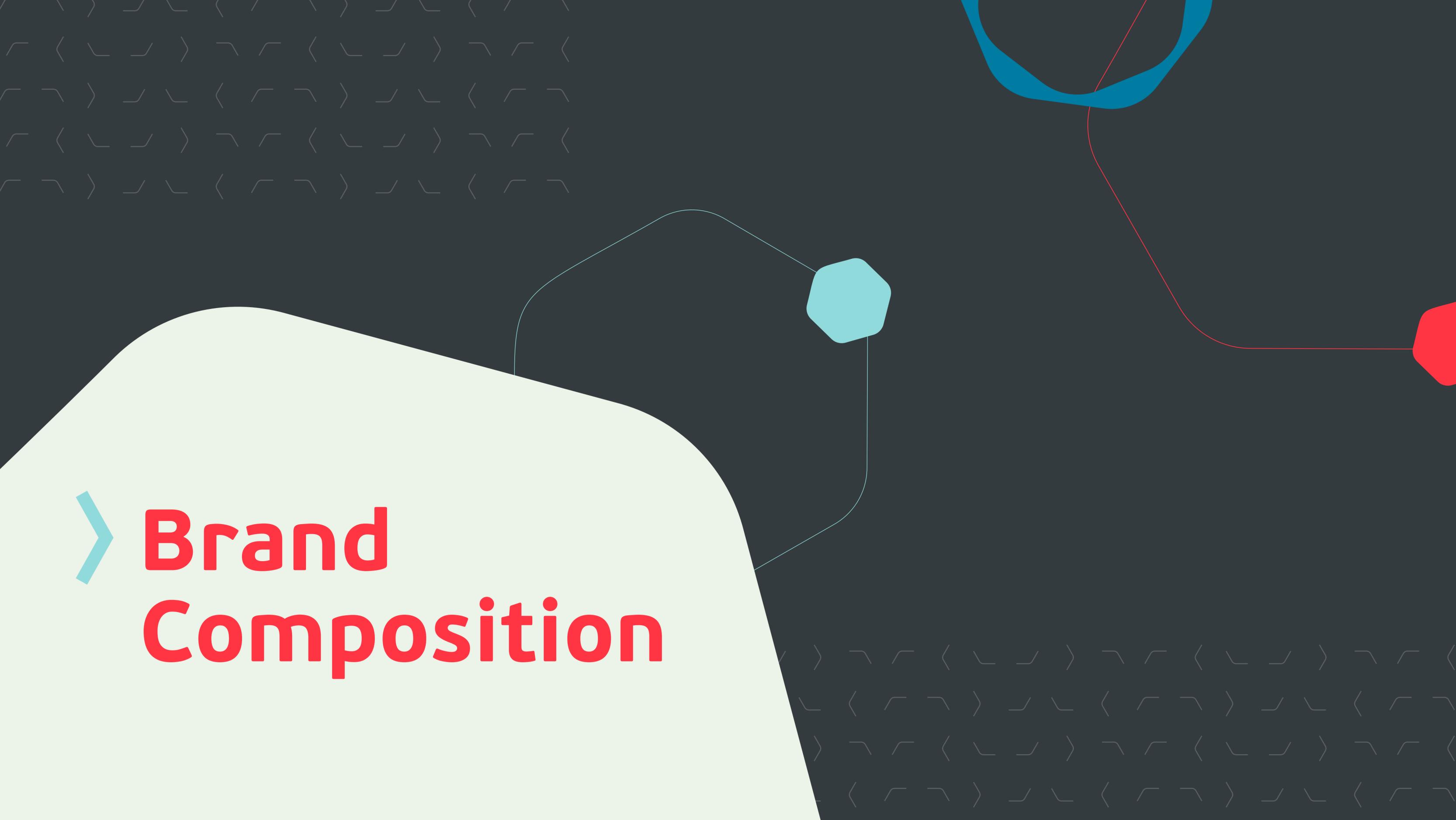
Versions

Background

Clear Area

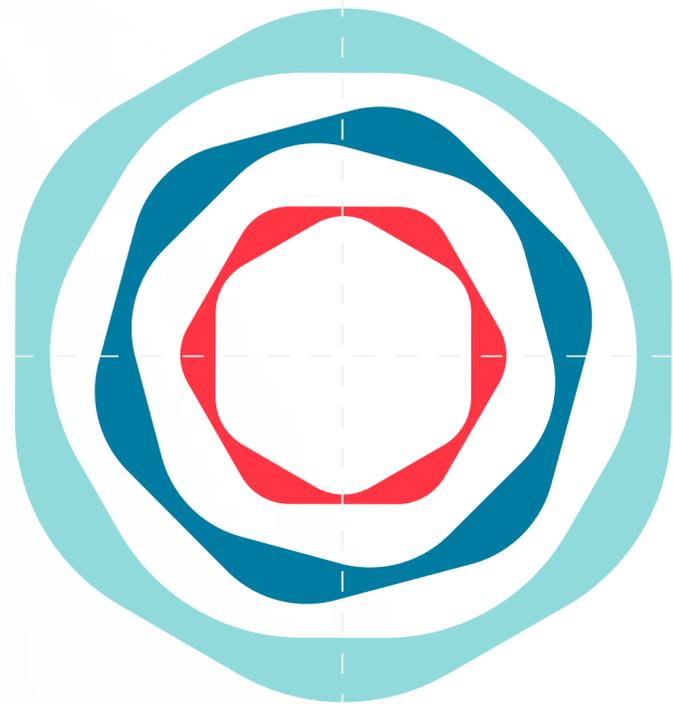
Minimum Sizes

► secondary brands



Brand Composition

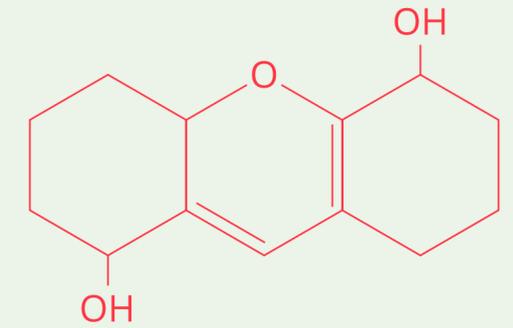
• Symbol



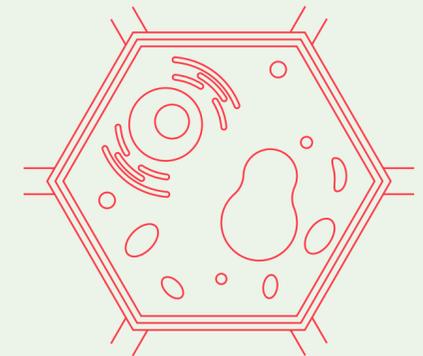
▸ concentric hexagons + organic distortion

The brand symbol was based on visual references from the scientific community, which was the main concept that guided this identity. The main objective was to create organic forms that refer to the research process and the 3 markets that are part of the project.

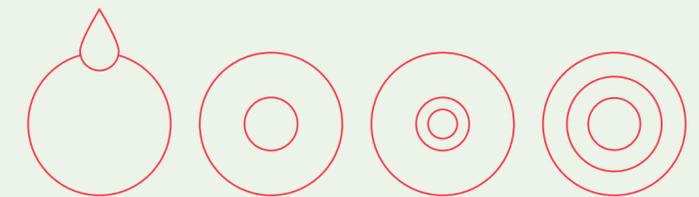
▸ Inspiration



chemical diagram



plant cell representation



microscopic drop splash

• Typography

▸ PF Beau Sans Pro

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thin . light . book . semibold . bold

▸ Open Sans

Unleashing Xylan's Enzymatic Potential
in a Scope of Consumer Products

thin . light . book . semibold . bold

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Yy Zz

0123456

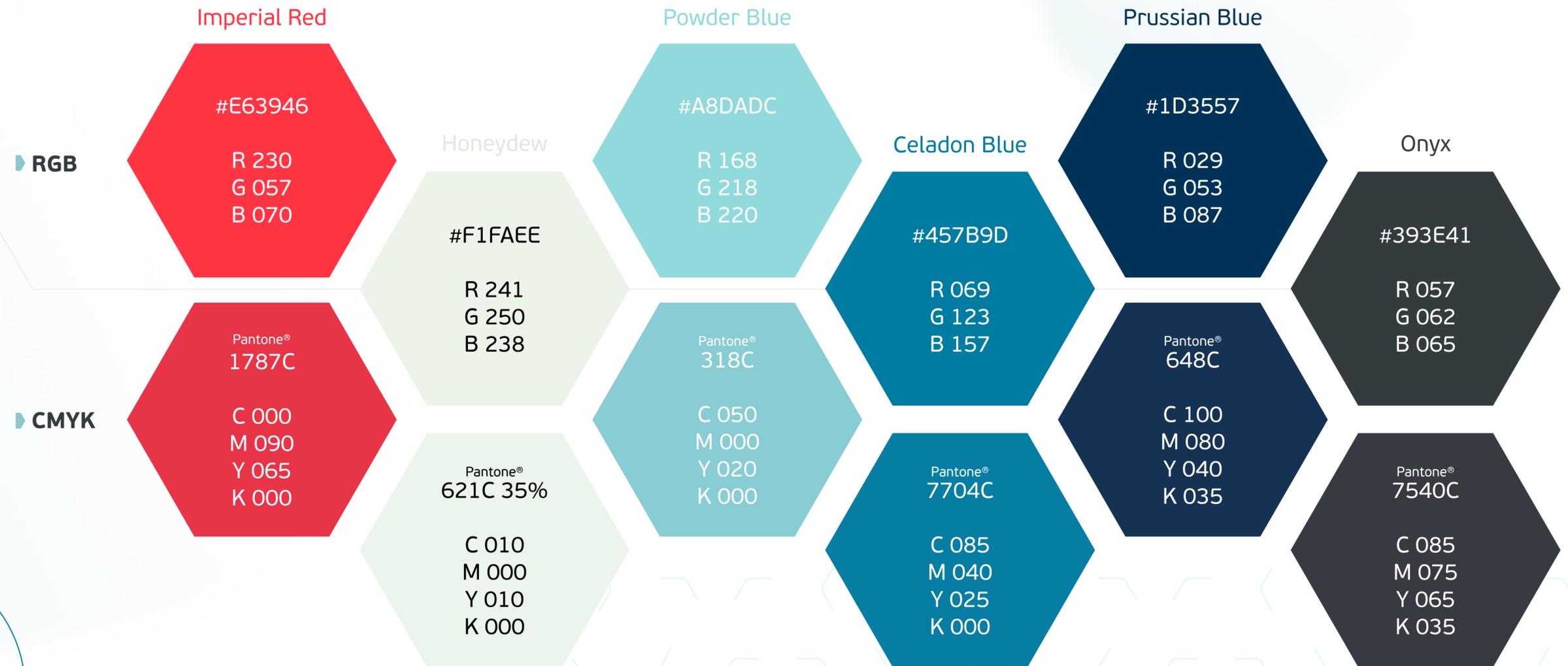
Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Yy Zz

0123456

► technology + science + organic

The colors chosen to compose the visual identity are part of a scientific and technological universe, but also allow reference to the organic side (plants) of the project. The contrast, the harmonious combination and the use of specific colors for the communication of each market (cosmetics, personal care, nutraceuticals) are the main characteristics of the chosen palette.

Colors





Brand Behavior

• Orientation

► Vertical



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► Horizontal



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Claim

With claim



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for a Scope of Consumer Products

Without claim



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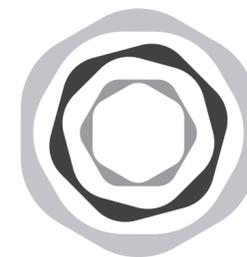
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• **Color Versions**



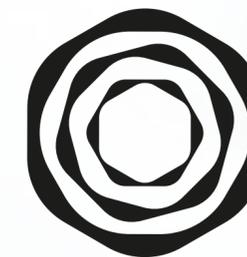
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▶ Dark Background



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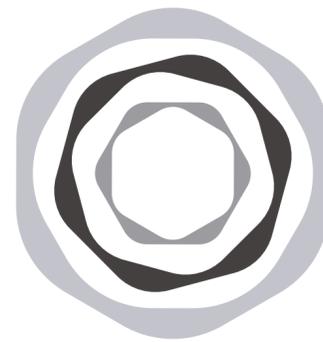
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• **Short Version**



EXS



EXS



EXS

▶ Dark Background



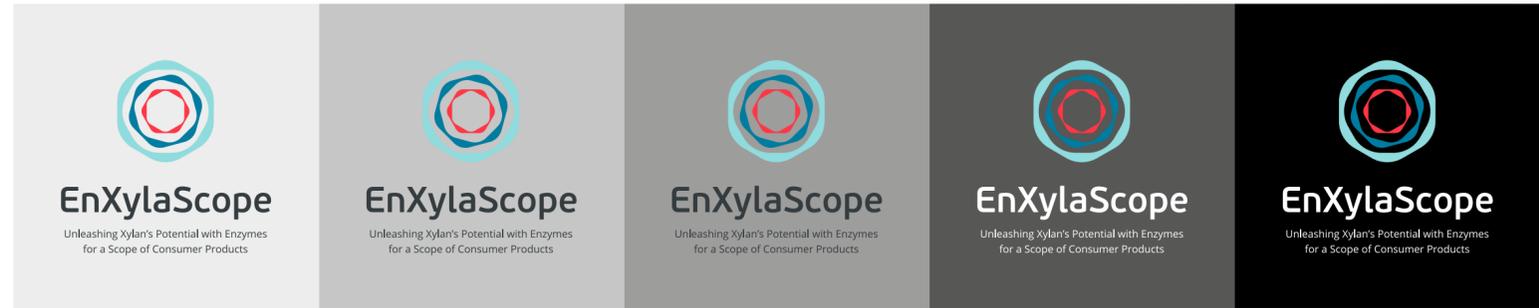
EXS



EXS

Background

Grayscale Background



Color Background



Brand Color Background



Clear Area



Minimum sizes

Digital



Print





> Secondary Brands

• Markets

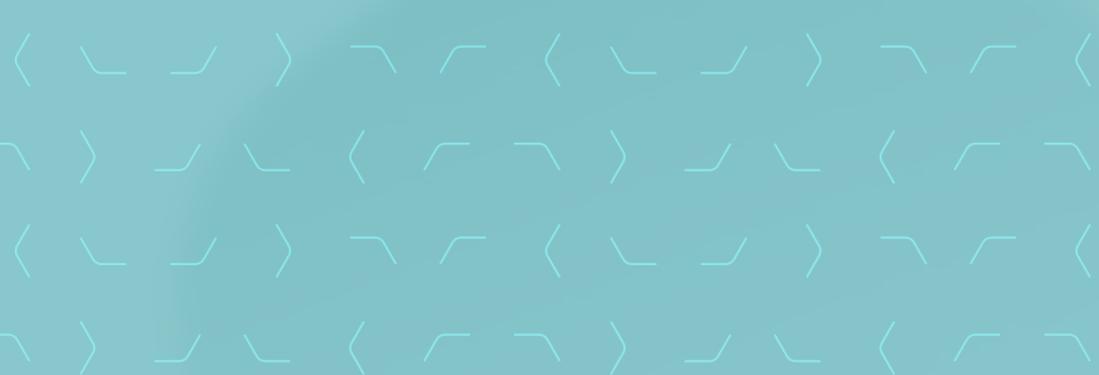
- ▶ 1 color for each market

To differentiate which market we are talking about throughout the brand communication, we'll use 1 specific color as the main color as well as the sub-brand created for them.

Cosmetics

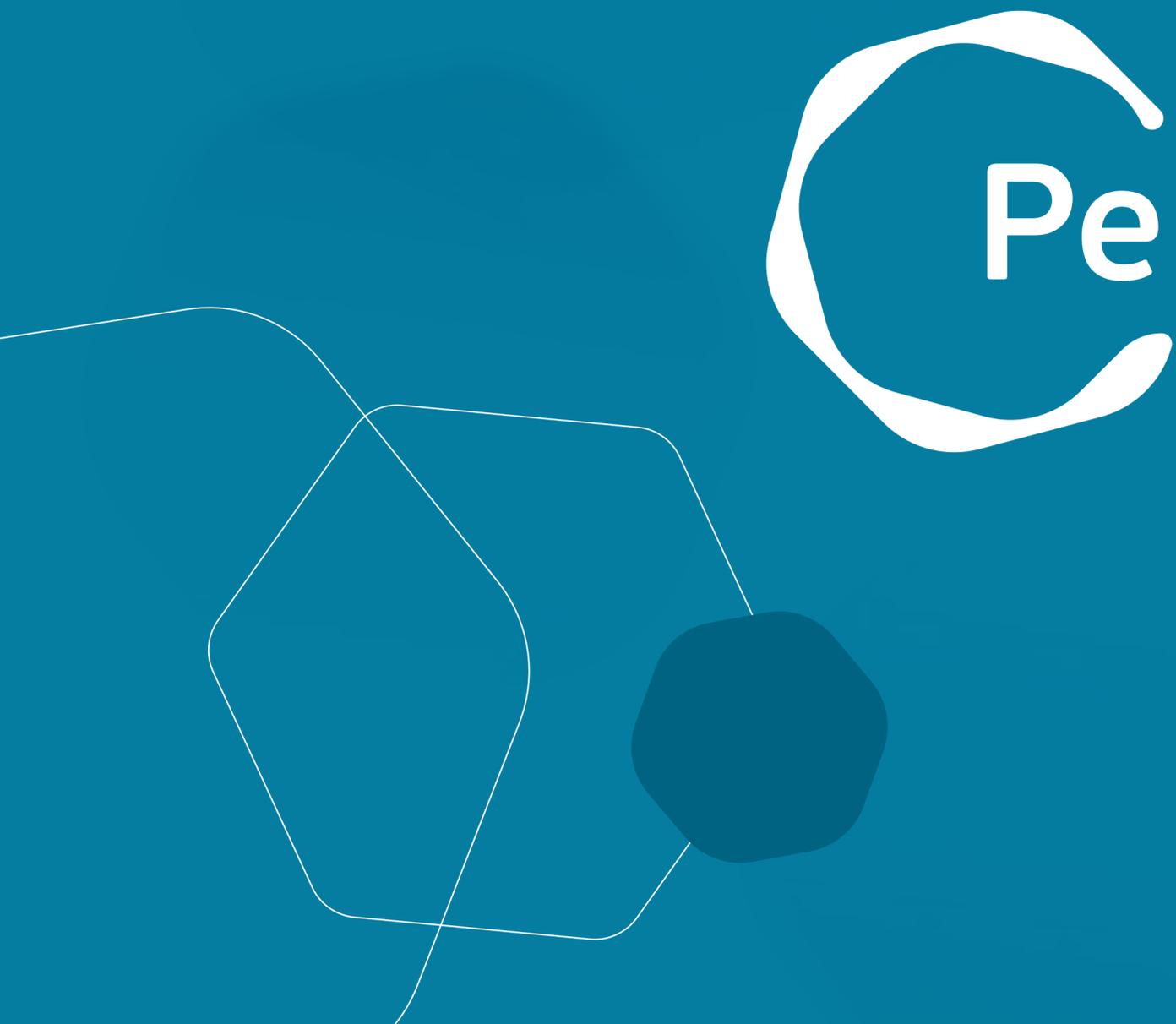
Personal Care

Nutraceuticals



Cosmetics





Personal Care





Nutraceuticals

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