

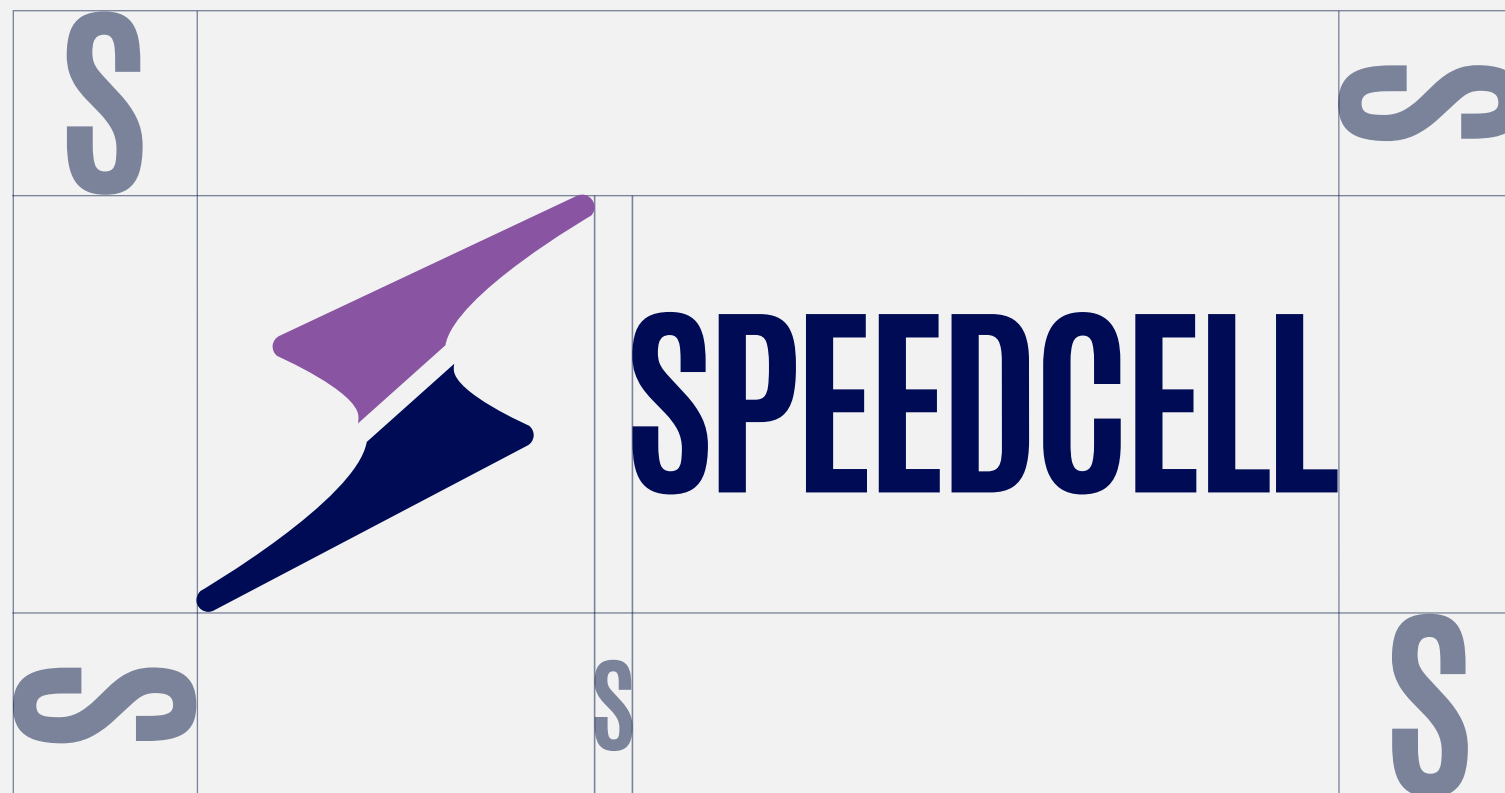
SPEEDCELL

CHO-based SPEEDy CELL line development
for pandemic response

logo design



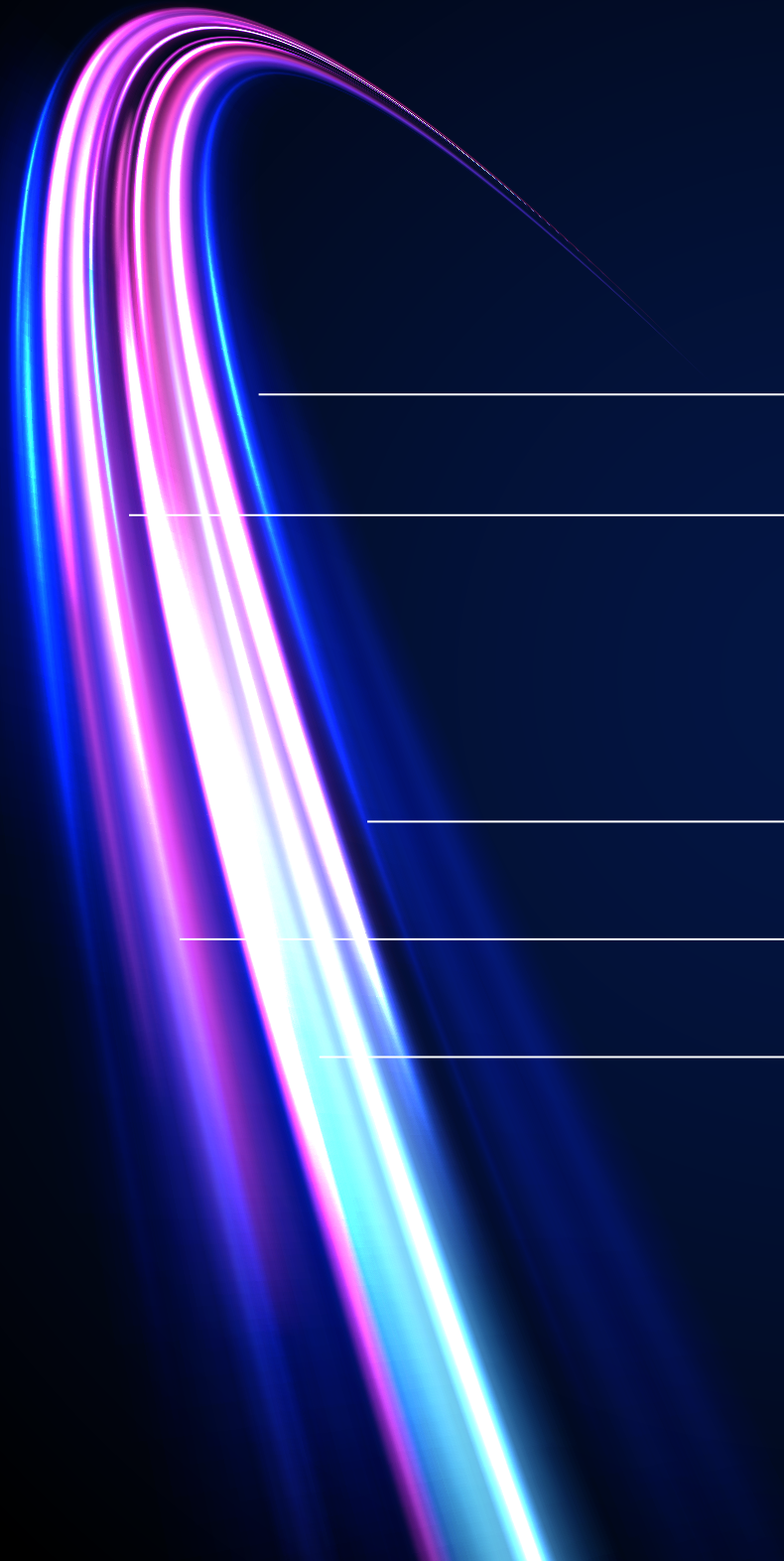
logo measurements



logo negative version



color palette



MAIN



midnight blue



grape purple

OTHERS



electric blue



blush pink



sky blue

color palette

midnight blue

R=0 /G=11 / B=86
#000b56

electric blue

R=50 G=79 B=249
#324ff9

sky blue

R=92 G=196 B=224
#5cc4e0

grape purple

R=137 /G=85 / B=163
#8955a3

blush pink

R=255 G=222 B=246
#ffdef6



typography

TITLES/HEADINGS

Antonio

extralight
thin
light

regular
medium
semibold

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

TEXT CONTENT

Source Sans Pro

extralight
light
regular

semibold
bold
black

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

support typography

PUBLIC RESOURCE

Arial

Italic

Bold

Bold Italic

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

WEB RESOURCE

CoFo Gothic

Thin

Light

Regular

Medium

bold

black

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9