

Novonesis Logo

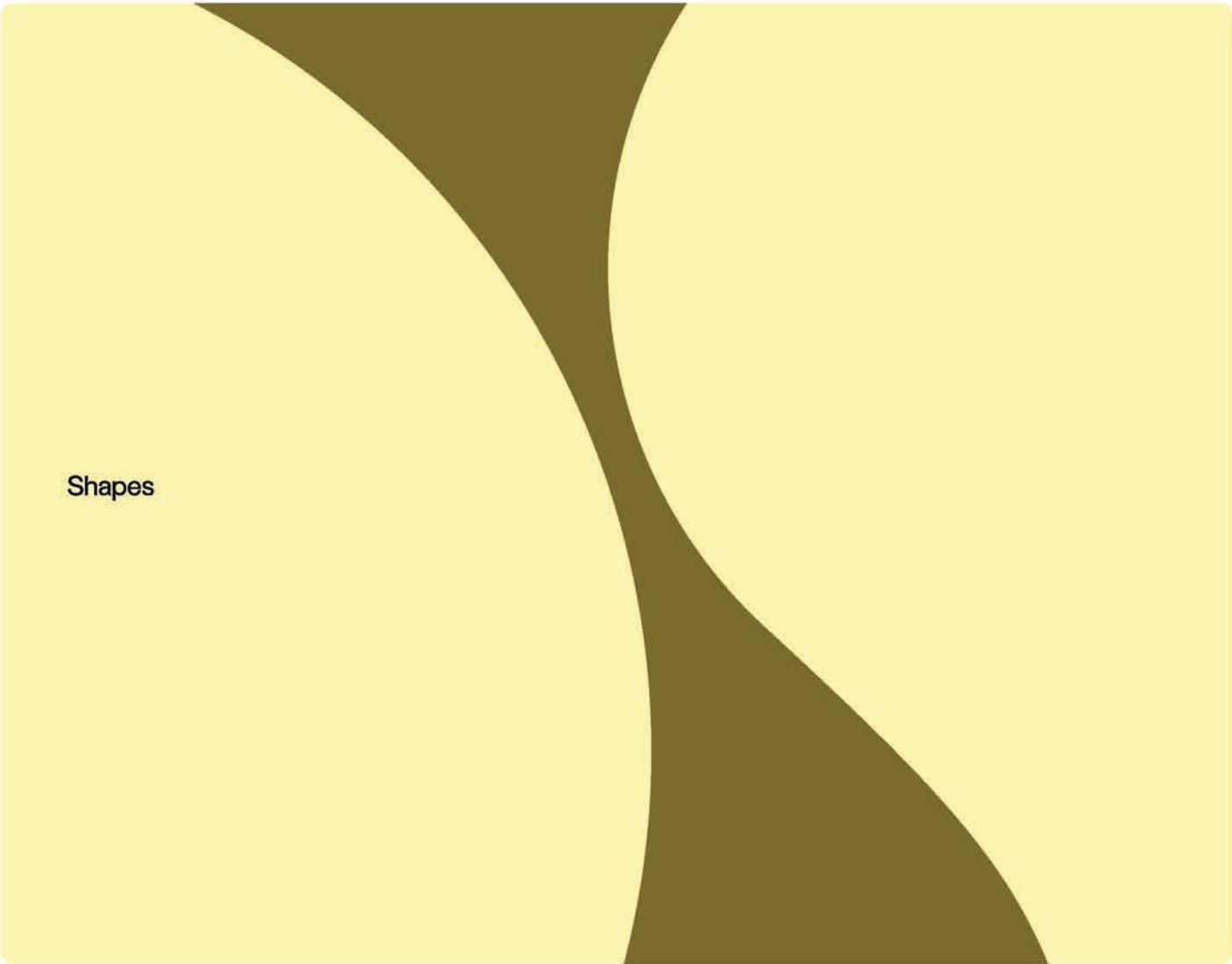
Our logo is a visual embodiment of our company's ethos. It represents unity and transformation as set out by our overarching design principle — 'Transforming Together.'

The image shows the Novonesis logo in a large, bold, black, sans-serif font. The letters are lowercase, and the font has a modern, clean appearance. The logo is centered horizontally and takes up a significant portion of the page.

Creative Approach

Our logo is rooted in our brand's organic shapes. Following the principles of cell multiplication it is a nuanced representation of the transition process. The transition is shown in the geometry of the letterforms, illustrating a moment of division into multiple shapes.

This analytical approach underscores our commitment to visual storytelling, reflecting the idea of growth and evolution.



Deliberate Details

The interplay between sharp and rounded edges within the design is a graphic representation of the synergy between science and biology.



Clear Space

Ensure our logo is always legible with enough space around it by using these clear space rules.



Hero Typeface

Rale Grotesk and is our primary typeface and plays a key tool in our visual language. It combines sharp and curved elements. It embodies our dedication to precision and also symbolizes the interplay between biology-inspired research and human curation.

We use a combination of Rale Grotesk and Rale Grotesk Base for all our text wherever possible, creating harmony with our logo which was inspired by the typeface.

**Rale Grotesk
Bold *(Italic)***

**Rale Grotesk
Medium *(Italic)***

**Rale Grotesk
Regular *(Italic)***

Aa

Rale Grotesk Base Bold ***(Italic)***
Rale Grotesk Base Medium ***(Italic)***
Rale Grotesk Base Regular ***(Italic)***

Brand Colors

Natural colors...

Our colors are a reflection of the natural world and draw inspiration from the Scandinavian landscape. Spanning blues to reds, our palette encompasses the range of colors perceptible to the human eye.

... curated by humans

A tone-on-tone approach infuses energy, elevates our work, whilst serving as a reminder of the synergy between biology’s inspiration and human curation.

Lilac

HEX: EFF1FF
RGB: 239 241 255
CMYK: 9 3 0 0
RAL: 290 92 05

Aster

HEX: A1B0FF
RGB: 161 176 255
CMYK: 46 32 0 0
RAL: 280 70 25

Juniper

HEX: 3C4757
RGB: 60 71 87
CMYK: 78 59 46 44
RAL: 280 30 10

Fern

HEX: F2FFF3
RGB: 242 255 243
CMYK: 7 0 8 0
RAL: 140 90 05

Algae

HEX: BFE6C4
RGB: 191 230 196
CMYK: 31 0 31 0
RAL: 160 90 15

Moss

HEX: 173630
RGB: 23 54 48
CMYK: 85 50 65 65
RAL: 200 20 10

Rye

HEX: FFFCE8
RGB: 255 252 232
CMYK: 0 2 11 0
RAL: 100 90 05

Maize

HEX: FFF4AD
RGB: 255 244 173
CMYK: 4 6 48 0
RAL: 100 90 40

Wheat

HEX: 806E10
RGB: 128 110 16
CMYK: 38 36 95 21
RAL: 100 50 40

Sand

HEX: FFF3F3
RGB: 255 243 243
CMYK: 0 5 5 0
RAL: 010 92 05

Clay

HEX: 994E41
RGB: 153 78 65
CMYK: 22 74 73 12
RAL: 040 40 30

Earth

HEX: 3A2828
RGB: 58 40 40
CMYK: 55 67 56 73
RAL: 050 20 10

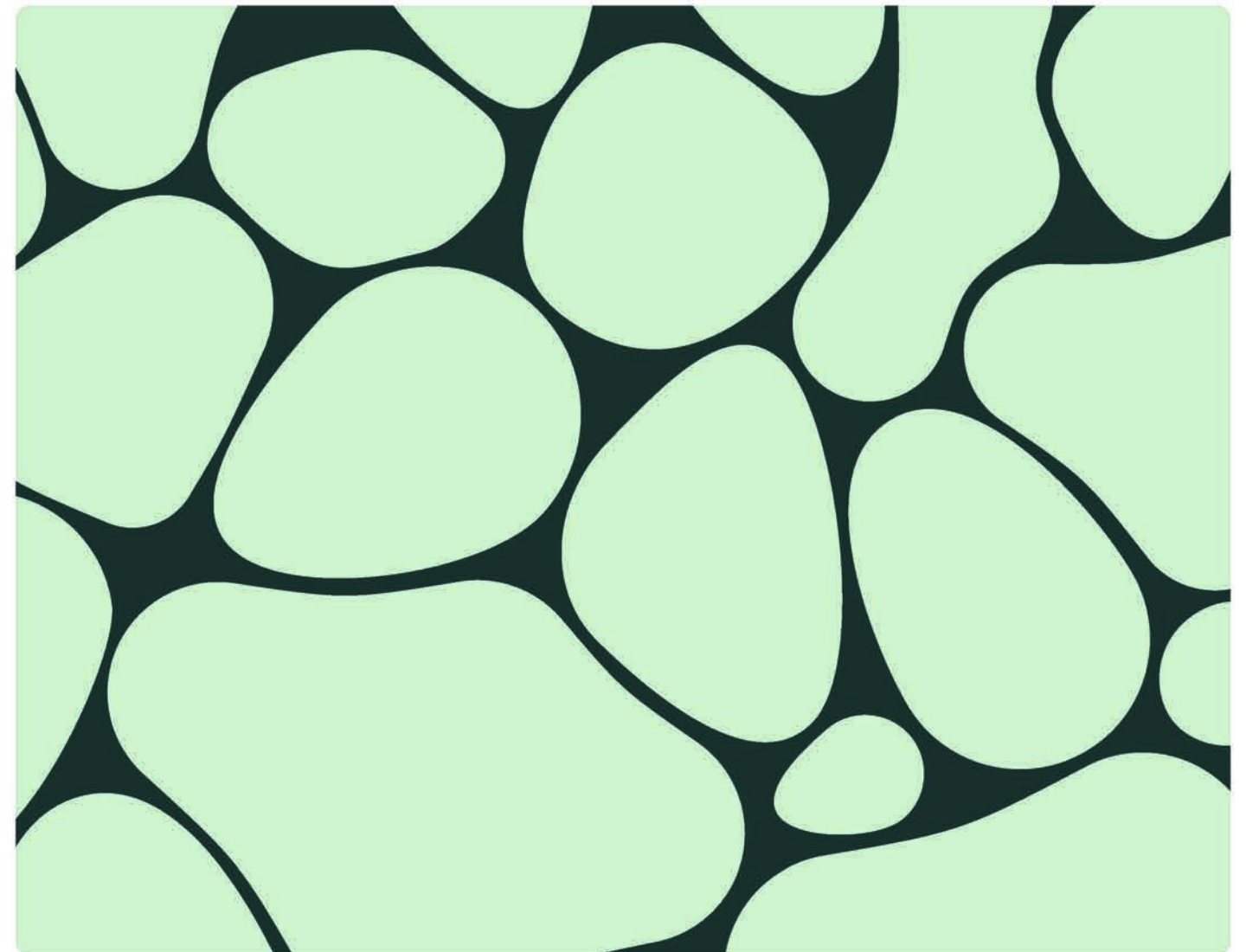
Snow

HEX: FFFFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

Shape Idea

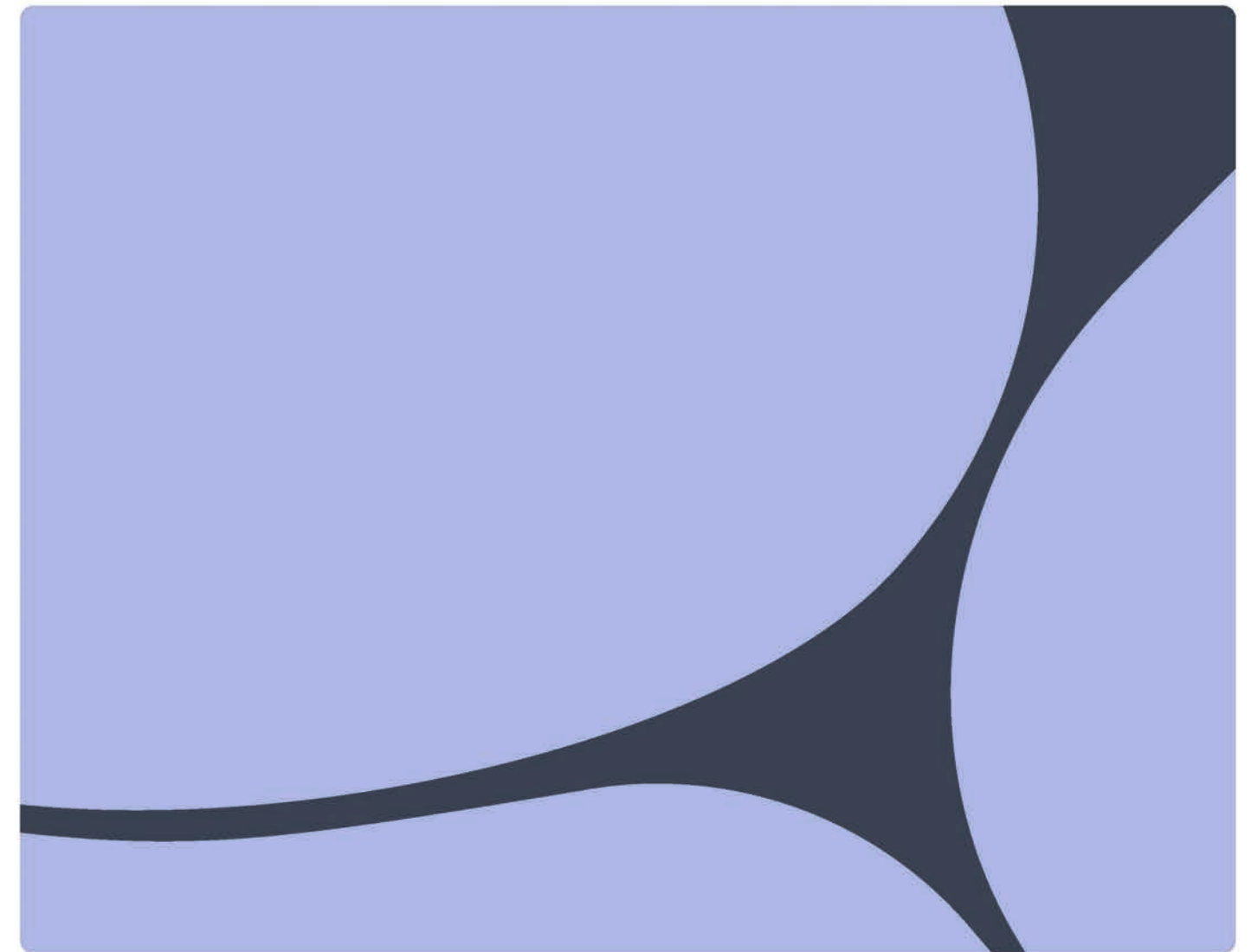
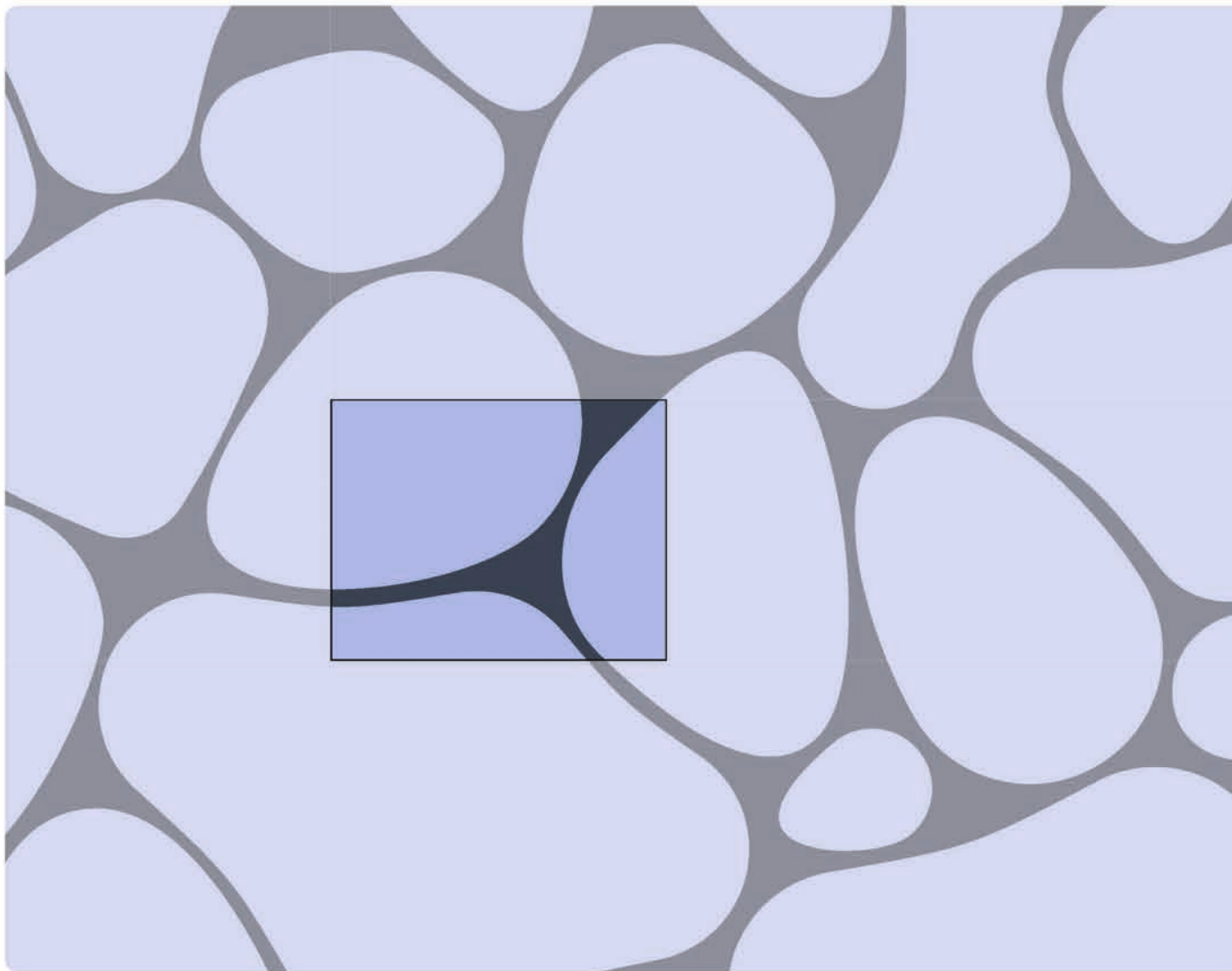
Our abstract shapes, intricately crafted, draw inspiration from the delicate nuances of natural microorganisms. Characterized by soft, fluid curves, they form a visual system connecting with the intricate patterns of biology.

Through careful design, we aim to capture the essence of the biological world, creating a visual language that not only mirrors biology's beauty but also communicates a deeper connection to the fundamental principles of life.



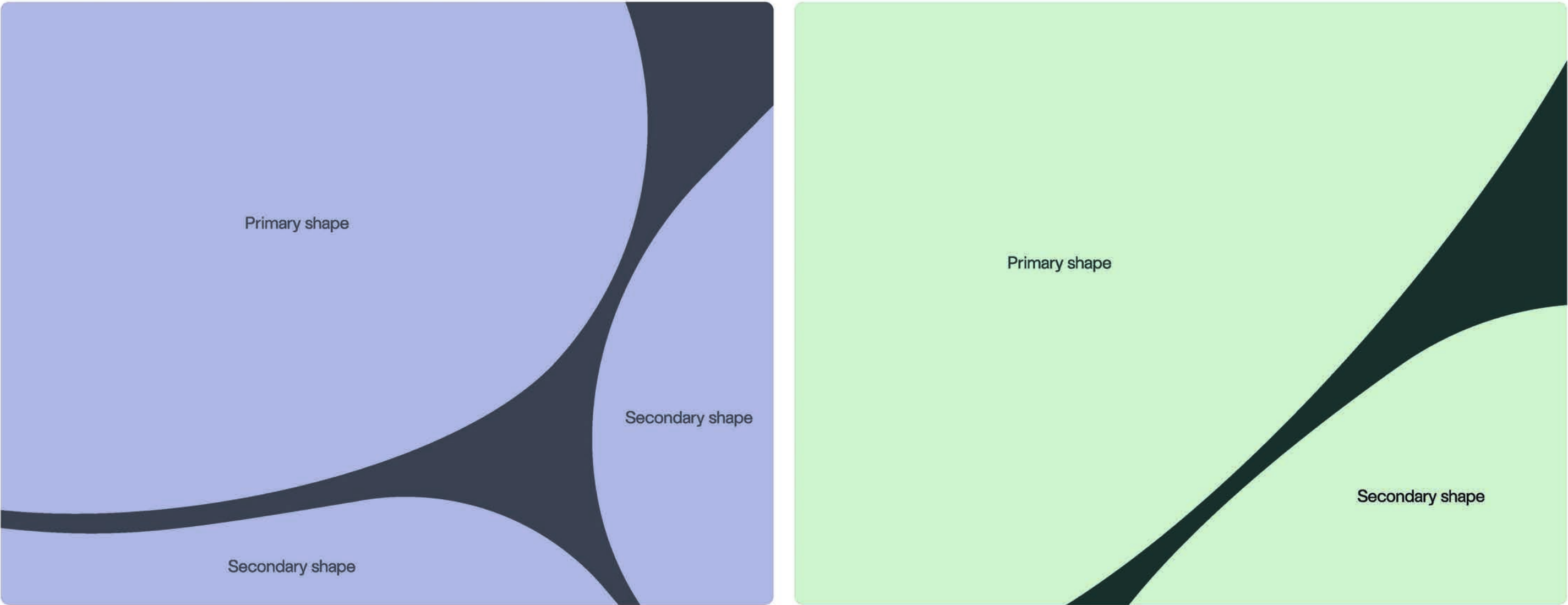
Shape Compositions

Individual shape compositions represent a zoomed-in variation on our bigger microorganisms pattern. This allows us to develop endless variations of layouts while ensuring a consistent look throughout.



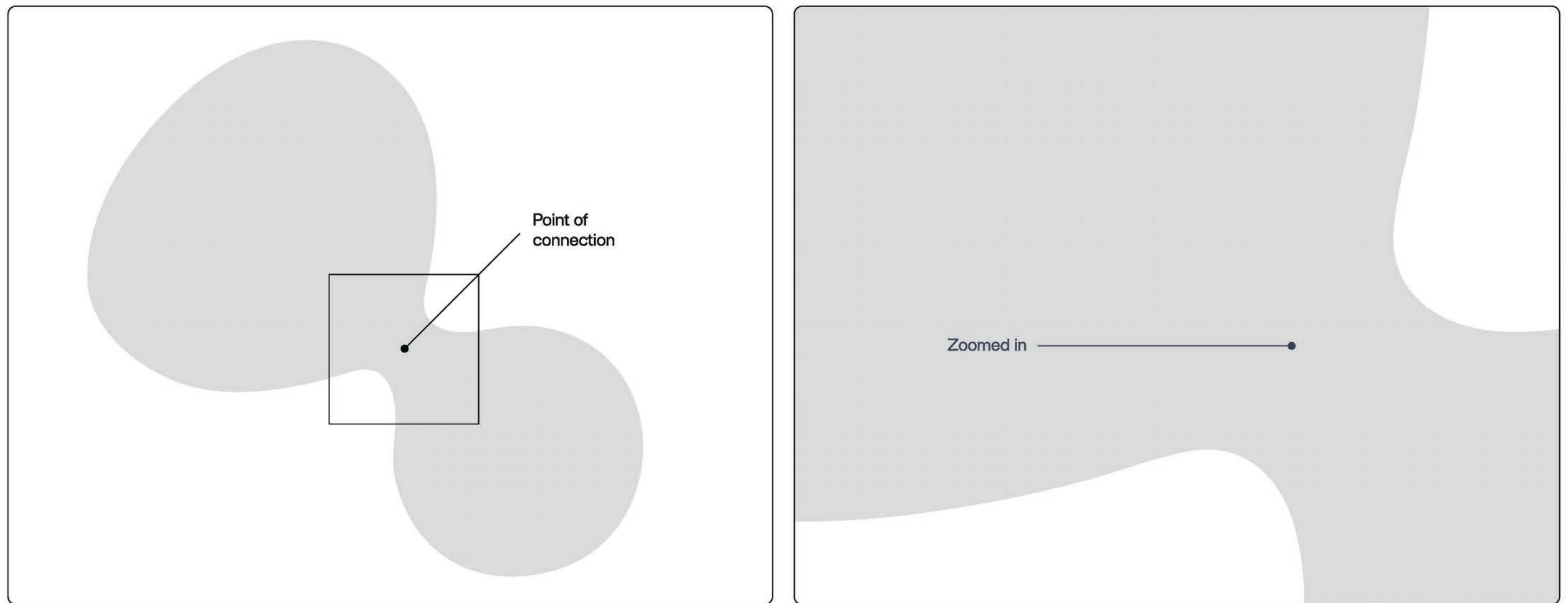
Ratios

Layouts using our shapes follow a simple hierarchy. Every layout should feature one dominant shape. This dominant shape should be allocated at least 60% of the layout. The smaller shapes should be allocated at least 15% each.



Connected-Shapes

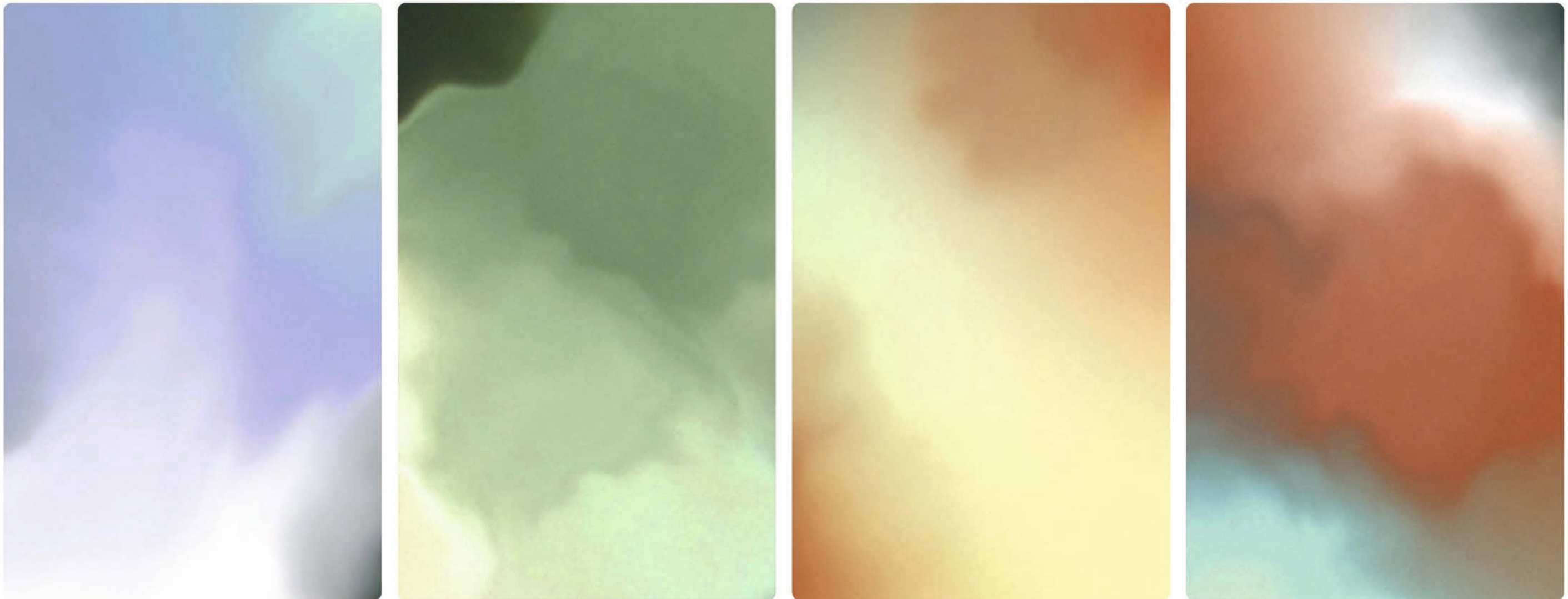
Inspired by the synergy and harmony within microorganisms, connected shapes are used to visually dramatize our collaborative biology. They symbolize the fusion of ideas, expertise and diverse perspectives.



Approach

Our hand-drawn gradients reveal a subtle narrative – a tale intricately woven from the threads of flux and collaboration. Our flux gradients visualize the dynamic interplay of elements coming together, revealing an impactful story of shared transformation and the synergy that arises when forces merge.

Please see below for our four main flux in the four color tones. Our flux is available in 10 different versions that can be cropped accordingly. Please refer to the next page for cropping directions.



Construction

Flux gradients are meticulously crafted using digital painting techniques to create exclusive designs tailored to Novonesis. They are aligned with our color palette and serve as essential elements within our visual brand identity system.

The intricacy of our gradients reflects our commitment to building a brand identity that is distinctive, evocative, and enhances our ability to communicate our story and values effectively.

