

# VISUAL AND BRANDING GUIDELINES

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Version 2020 April



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## Address

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## Phone

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## Online

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Website: [www.cellink.com](http://www.cellink.com)

# 01 LOGO

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## Logo Type

CELLINK uses font **lifesupport** as its primary logo type. This font is only used in logos and cannot be used as content titles.

CELLINK uses font **Lato Light** as its secondary logo type. This font is also the text font.

[Here to download PNG and SVG](#)



## Colors & Sizes

Only use the logo in blue and white.

The minimum height of the logo is **16px**. The minimum width of the logo is **80px**.

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## 02 SUB-LOGO

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### Logo Type

Cytena uses font **Lato Regular** as its primary logo type and Lato Light as its secondary logo type. This font is used as the content text as well.

[Here to download PNG and SVG](#)



### Color & Size

Only use the logo in its original color and white.  
The minimum height of the logo is **16px**. The minimum width of the logo is **65px**.

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## 02 SUB-LOGO

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### Logo Type

Dispendix uses font **Lato regular** as its logo type and Lato Light as its secondary logo type. This font is used as the content text as well.

[Here to download PNG and SVG](#)



### Color & Size

Only use the logo in its original color and white.  
The minimum height of the logo is **16px**. The minimum width of the logo is **75px**.

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## 03 Spacing & Alignment

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### Spacing

Ensure there is adequate space between the logo and surrounding elements.

The clear space around the logo should always be greater than or equal to the width or the height of the **letter C**.

For the dispendix logo, the space should always be greater than or equal to the width or the height of the **letter n**.



## 03 Spacing & Alignment

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Follow the spacing and alignment specifications below when locking the CELLINK logo up with a series of affiliated logos.

The clear space around the logo should always be greater than or equal to the width or the height of the **letter C**.



## 04 Misuse

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**DO NOT** alter the color of the logo.



**DO NOT** stretch or distort the logo.



**DO NOT** use the blue logo on colorful backgrounds.



**DO NOT** use the white logo on low-contrast backgrounds.

# 05 Color

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## Primary Colors

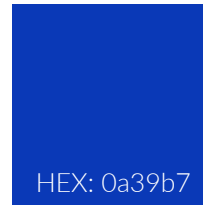
Use primary colors as much as you like, for titles, bold strokes, links, graphics, important information, etc.



HEX: 011689

**CELLINK Blue**

CMYK: 100, 96, 13, 9



HEX: 0a39b7

**Popping Blue**

CMYK: 94, 84, 0, 0



HEX: 283751

**Asphalt Gray**

CMYK: 89, 76, 44, 38



HEX: a7b1c3

**Furry Gray**

CMYK: 35, 24, 14, 0



HEX: 8995A3

**Body Gray**

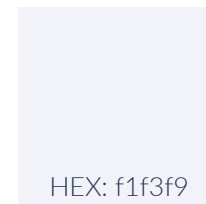
CMYK: 50, 36, 28, 1



HEX: dce0e7

**Light Grey**

CMYK: 12, 8, 4, 0



HEX: f1f3f9

**Air Grey**

CMYK: 4,2,0,0



# 05 Color

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## Secondary Colors

### Use with Caution.

Use secondary colors for hints, highlights, and small decorations.

**Never use in large area.**

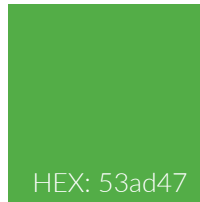
Always try to use the primary colors first.



HEX: e7a24a

#### **Luminex Orange**

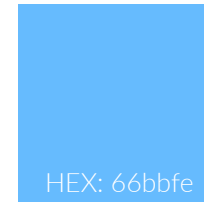
CMYK: 8, 40, 81, 0



HEX: 53ad47

#### **Cytena Green**

CMYK: 71, 7, 100, 0



HEX: 66bbfe

#### **Sky Blue**

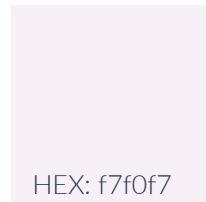
CMYK: 51, 15, 0, 0



HEX: ebe3f0

#### **Cell Pink**

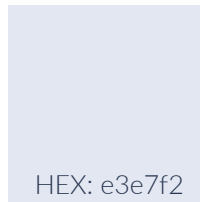
CMYK: 6, 10, 0, 0



HEX: f7f0f7

#### **Background Pink**

CMYK: 2, 5, 0, 0



HEX: e3e7f2

#### **Purple Grey**

CMYK: 9, 6, 1, 0



HEX: b8cacc

#### **Dim Green**

CMYK: 28, 12, 17, 0

# 06 ICONS

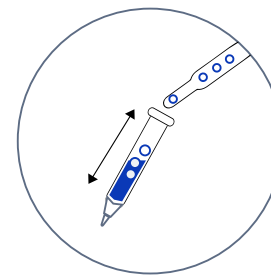
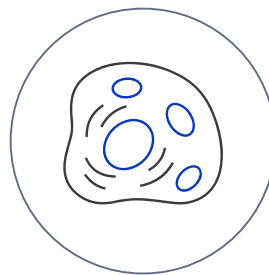
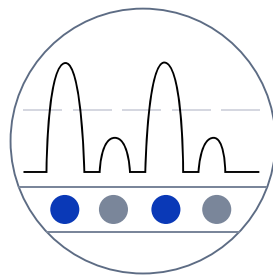
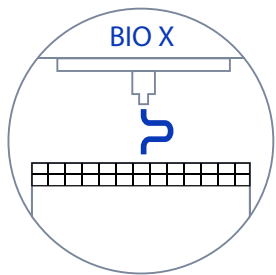
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Please use icons from the icon catalog. **DO NOT** use random icons from external sources.

Please [contact marketing](#) if you need new icons.

All icons follow the basic styles:

1.Thin lines 2.Only use primary colors 3.No rounded corners



[Here to access the icon catalog](#)