

BRANDING IDENTITY GUIDELINES (not for printing purposes)

The Androcryos brand was tailormade to four different circumstances:

- 1) primary corporate brand
- 2) sperm donors & sperm preservation
- 3) sperm recipients
- 4) fertility practitioners

Each is indicated as such in the schematic below as:

- 1) Company Brand
- 2) Sperm Donor & Freeze Campaigns
- 3) Artificial Insemination Candidates
- 4) Industry Professionals

androcryos

branding guidelines

ARTWORK PREPARED FOR RGB DISPLAY

LOGO TYPEFACE is derived from 'Etherium' regular which is a customised version of 'Ultranova' regular with minor adjustments.

The logotype's stems have been thickened slightly for additional weight, with added tracking.

The logotype is available in vector format only.

androcryos
androcryos
ultranova: ijmnqtuy
etherium: ijmnqtuy

COMPLIMENTARY TYPEFACES have been selected for their visual compatibility with the logo typeface and legibility at small point sizes.

Bylines & slogans are based on Cheltenham Book Italic. Descriptive & title text is based on Bernhardt Light & Medium.

Logo fonts have been thickened & vectorised for better legibility at smaller sizes.

freezing the future
fulfilling a dream

freezing the future
fulfilling a dream

andrology lab & sperm bank
andrology lab & sperm bank

COLOURS are a complimentary set of burnt orange and turquoise blue.

The CMYK breakdown is the primary colour set, with the closest Pantone matches.

complimentary
turquoise
C:100 Y:20 K:8
PANTONE 3135
burnt orange
M:80 Y:100
PANTONE 179

R6B:0.159.176

R6B:223.84.32

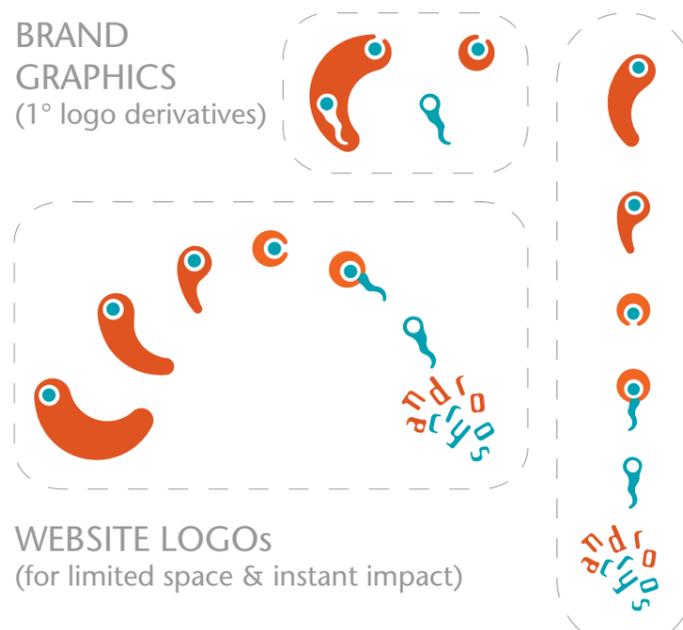
signal red gloss
331 +- RAL 2002
aqua green gloss
246 +- RAL 5021

VINYL COLOURS
www.grafityp.com
GRAFITACK FILMS

COMPANY BRAND
(primary brand ID design)



BRAND GRAPHICS
(1° logo derivatives)



WEBSITE LOGOs
(for limited space & instant impact)



SPERM DONOR & FREEZE CAMPAIGNS
(donors between ages of 18 & 30, & sperm freeze clients)



INDUSTRY PROFESSIONALS
(fertility specialists, medical professionals)



ARTIFICIAL INSEMINATION CANDIDATES



market: 3 different focus points
context: company branding outlines
idea : a flexible brand identity that can be moulded into various formats and contexts without losing it's recognisable identity

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