MICROBA™

Brand style guide

MICROBA™

Welcome to the Microba style guide

A consistently implemented brand identity helps to manage perceptions and positions Microba as a professional and progressive organisation.

These guidelines have been produced to establish initial baseline requirements for using the Microba visual brand language. Following this guiding principles will help to maintain a professional and consistent image across all internal and external media and touch points.

Note: The brand guidelines will continue to evolve as the brand items are produced. Please ensure you are always referencing the most recent style guide. If in doubt refer to the Marketing Department

Brand foundation components

1.0 Brandmark

MICROBA™

The Microba brandmark has been carefully considered and designed to represent Microba's position of excellence in medical science and technology – specifically in the areas of therapeutics, diagnostics, research and healthcare.

The brandmark's bold, sans-serif letterforms convey confidence, strength and a long-term vision in the biotech industry.

The dotted 'i' of the brandmark forms a 'singular point of precision' – a metaphor for the research and analysis of data, scientific discovery, and the exceptional level of expertise Microba offers it's partners and customers.

The rounded letterforms contrast the solid 'scientific' strength and reference the softer area of healthcare.

The 'singular point of precision' in the brandmark is highlighted in aqua blue. This symbolises Microba's point of difference and its partner relationships.

The primary corporate colour is Microba purple, a combination of the calm stability of blue and the energy of red.

1.1 Brandmark versions

MICROBA™

Full colour

MICROBA™

Reversed out white

MICROBA™

Single colour – Microba purple

MICROBA™

Single colour black

A number of brandmark versions have been developed to cover different uses as outlined here.

Full colour version
Use this version wherever possible to represent the brand to all external audiences and in all high level communications. This version appears on company stationery.

Reversed out white version
This is a replacement for the full colour brandmark where it appears over images or solid colour – examples are the website banners and PowerPoint title slides. This is an acceptable version for high level communications.

Single colour – Microba purple
This is a secondary version of the brandmark, generally used for lower level communications and technical-based documents that might be produced in one or two colours, such as forms.

Single colour black
This version is only used for one-colour printing and base level documents or newspaper articles and advertising where only black is available.

Other versions
If you require a variation of the brandmark not shown here, please contact the Marketing Department.

Never reproduce the brandmark in another form without first consulting with Marketing.

Always use original artwork available from the Marketing Department and never redraw or adjust the artwork.

1.2 Brandmark exclusion zone

Exclusion zone

1.3 Minimum size

Minimum size

Exclusion zone

The exclusion zone is intended to keep clear space around the brandmark when it is used with other logos, graphics or type not relating to the brand. The exclusion zone scales relative to the size of the brandmark, and can be based on the height of the bottom section of the 'i'. See the diagram above showing the correct exclusion zone distance.

Do not breach the exclusion zone unless it is official artwork, such as the endorsement logo shown in this style guide. For other uses always contact the Marketing Department.

Minimum size

For legibility purposes, do not use the brandmark below the minimum size of 15mm. If needed for a particular use below this size please refer to the Marketing Department.

1.4 Brandmark misuse

Do not embellish the brandmark

Do not change the gradient in the brandmark

Do not use other colours for the brandmark

Do not change, redraw or recreate the brandmark
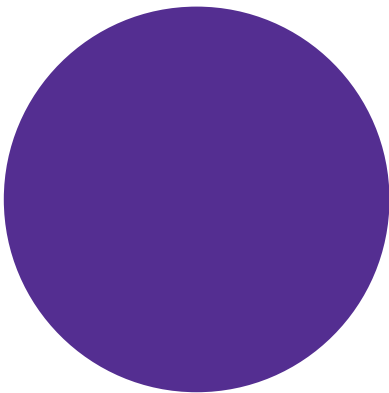

Do not use the brandmark in keyline

Do not use on confusing or complex backgrounds

When using the Microba brandmark always use official master artwork and never alter or redraw the artwork. Using the brandmark consistently in all applications maintains the integrity and builds the value of the brand.
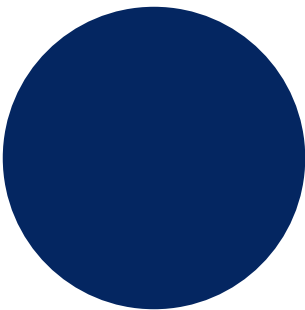
The above shows typical examples of misuse that should be avoided.

If you have a particular need that is not covered by the official master artwork, please contact the Marketing Department.
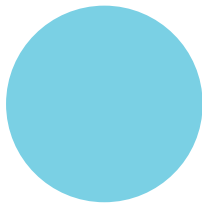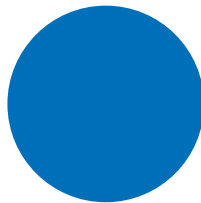
1.5　Corporate colours

	Microba Purple Primary – dominant	Microba Dark Blue Primary	Microba Aqua Highlight	Microba Mid Blue Highlight
RGB for screen and digital	R 64　G 32　B 110	R 0　G 0　B 80	R 0　G 220　B 240	R 10　G 100　B 190
Hexadecimal for web	#40206e	#000050	#00dcf0	#0a64be
Pantone for spot colour	PMS 269C	PMS 2755C	PMS 310C	PMS 2144C
CMYK for print	C 84　M 100　Y 0　K 0	C 97　M 80　Y 0　K 50	C 48　M 0　Y 9　K 0	C 95　M 53　Y 0　K 0

Microba corporate colours have been carefully selected to establish a strong theme throughout the brand. The specifications above cover all the main reproduction methods, including Red Green Blue (RGB) for computer screens and Cyan Magenta Yellow Black (CMYK) for commercial printing. For special applications not covered here, such as embroidery thread colours, or vinyl and paint specifictions for signage, please refer to the Marketing Department.

Microba purple
Microba's primary corporate colour is purple, chosen as a suitable colour for the technology, science and medical industries, not as common as blue but a combination of the calm stability of blue and the energy of red. This colour is used as the main colour for headings and other graphics that convey the brand look and feel.

Microba dark blue
Microba dark blue has been chosen to work in harmony with the purple, particularly to provide depth for graduated backgrounds. This colour is also used in place of purple for things like polo shirts, where a purple is not available or deemed to be unsuitable for a particular use.

If you need advice when to use the dark blue, please refer to the Marketing Department.

Microba aqua
Microba aqua is the highlight colour, specifically used in the brandmark and to add a glow to the 'singular point of precision' graphic used for high level communications. This colour may be used as a highlight colour in diagrams, graphs and infographics.

Microba mid blue
The mid blue is used to add depth and highlight areas to graduated backgrounds. It also extends the colour palette for use as a highlight in diagrams, graphs and infographics.

1.6 Corporate fonts

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

Museo Sans 100

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

Museo Sans 300

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

Museo Sans 500

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz**

Museo Sans 700

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

Calibri Light

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz**

Calibri Bold

Museo Sans is the primary corporate font used for all general print and digital communications, including the website.

Calibri is freely available with Microsoft Office and Windows, and is used for desktop publishing purposes within the Office 365 suite including Powerpoint presentations.

Print and digital applications

Museo Sans is a sturdy, low contrast, geometric and highly legible sans-serif typeface, well suited for display and text purposes. It is available in a range of weights with matching italics.

Museo Sans 100 is generally used for headline text.
Museo Sans 300 is used for body text.
Museo Sans 500 and 700 are primarily used for emphasis, sub-headings and labels.

Microsoft applications

Calibri is a universal sans-serif typeface freely available with Microsoft Office and Windows and is used for Word documents and Powerpoint presentations. As a general rule, Calibri Light is used for large headline text and body copy, and Calibri Bold is used for sub-headings and emphasis.

1.7 Endorsement logo
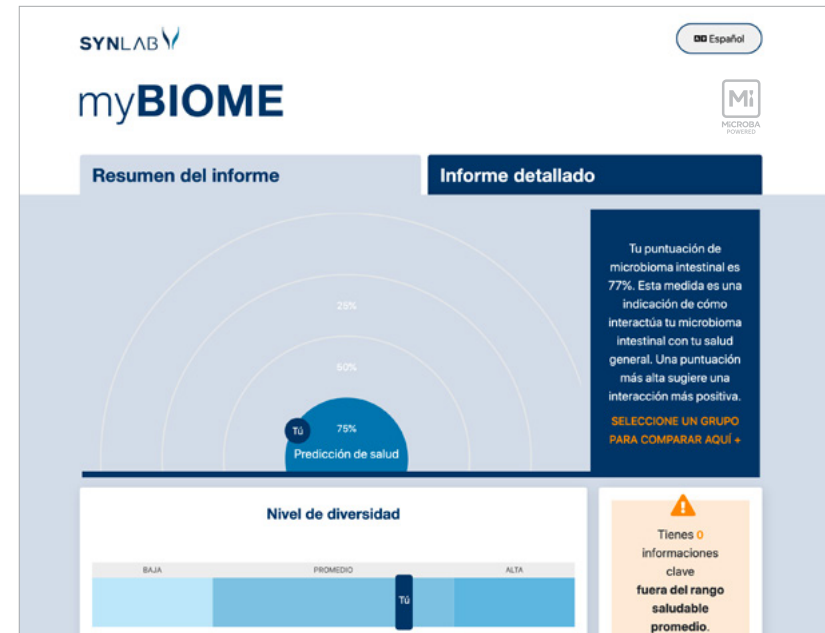

Endorsement – grey
(30% tint of black)

Endorsement
reversed out white

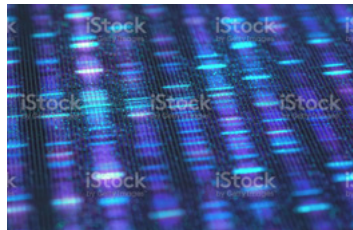Endorsement – full colour

Endorsement – single colour

Endorsement application example

The Microba endorsement logo is used with partner company products and services in place of the main brandmark. It does not compete with the partner company's logo or branding, but identifies that Microba's technology and services are central to the service offering.

There are four versions of the endorsement logo available for use – grey (30% tint of black), reversed out white, full colour, and single colour (Microba purple). Use the grey version on partner packaging and websites as a neutral version to avoid conflicting with the partner company's branding.

1.8   Photography style

Tier 1: Corporate – Abstract

Tier 2: Descriptive

Tier 2: Descriptive

Backgrounds (for overlays)

Microba has purchased a range of Royalty Free stock photographs. These images have been selected to represent the different areas and services of the business.

The stock photography shortlist has been selected to complement the Microba colour palette and specific areas of the business or topics that are relevant to Microba.

The preferred style is graphic in nature with a simple composition, featuring a clear focal point, a pattern and/or a short depth of field.

The library will continue to grow and evolve. Refer to the Marketing Department for up-to-date guidelines and the approved image library.

Please note: the example images shown here are indicative and have not been purchased or approved for use.