

partner brand guidelines

bios

bios

CONGRATULATIONS!

You are an official BIOS Illuminated partner and can now implement BIOS circadian lighting solutions into your products to offer healthy circadian lighting to your clients.

As a partner, it's required that you include the BIOS logo and approved BIOS marketing language in all marketing communications where the product and partnership is mentioned. The following pages will detail the specific guidelines for how the BIOS Illuminated design and messaging should be represented across all marketing tactics.



logo

LOGO

The BIOS logo in our brand black “Genesis” should be considered as the primary identity for most applications, or simply black if it is a greyscale application.

Do use the logo in presentations or sales materials when describing your partnership with BIOS.

Do NOT use in public communications coming from your brand, such as a “lockup” on social media images.



bios

LOGO

In cases where the logo is in a white and black layout, the brand color "Morphosis" may be used to prevent the mark from blending in with other elements.

The word "bios" is displayed in a bold, teal, sans-serif typeface. The letters are lowercase, with the 'b' and 'o's having a rounded, friendly appearance. The 'i' is a simple vertical bar with a dot, and the 's' has a thick, rounded bottom curve. The overall style is clean and modern.

LOGO

When the background is dark or black, use "Station", our brand's shade of white, or no ink if it is a greyscale application.

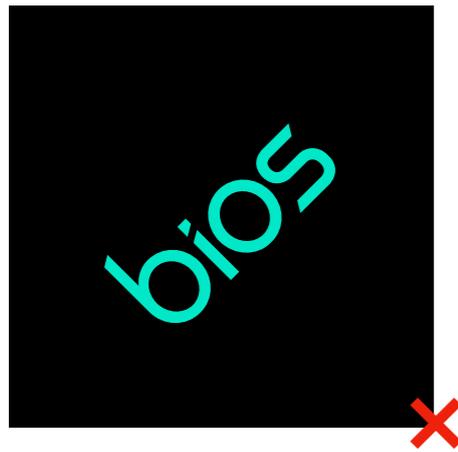
bios

CLEARANCE | LOGO

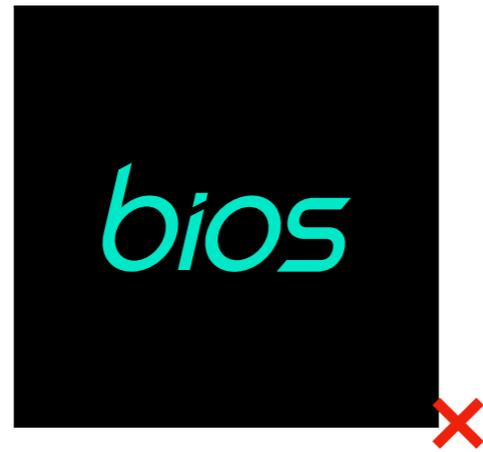
The clearance space around the logo is 1x the size of the O in BIOS. The reserved symbol is not included in the measurements and should remain aligned to the outer edge of the "s".



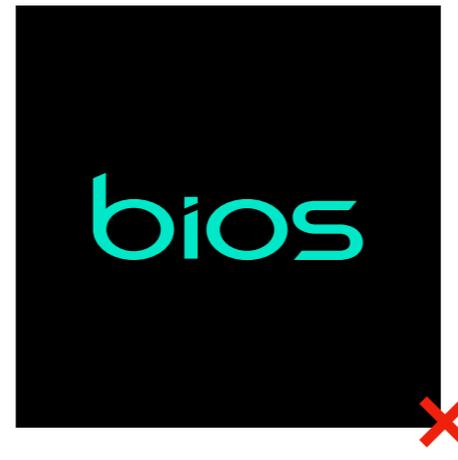
LOGO DON'TS



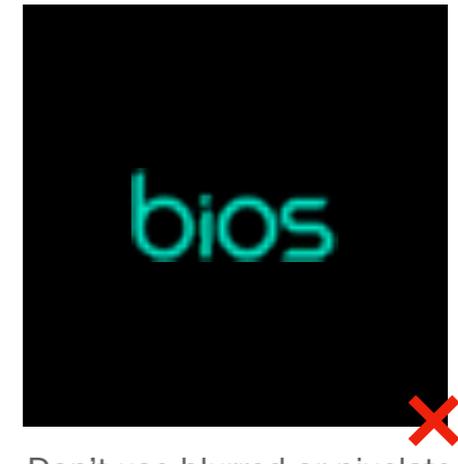
Don't rotate the logo in layouts



Don't skew the logo in layouts



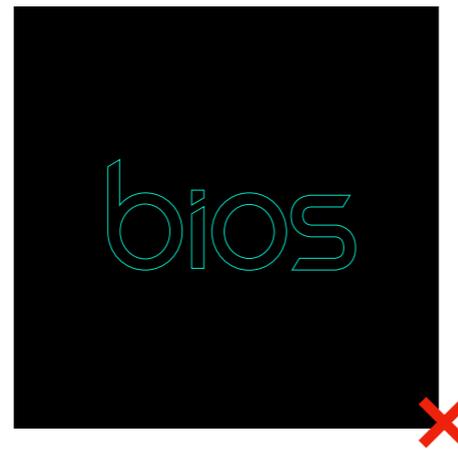
Don't distort the logo in any situation



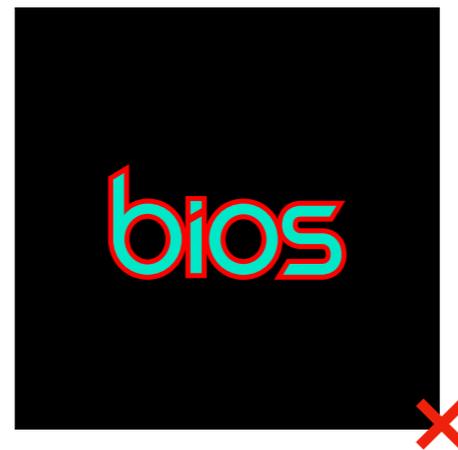
Don't use blurred or pixelated logo in any situation



Don't cut the logo in any situation



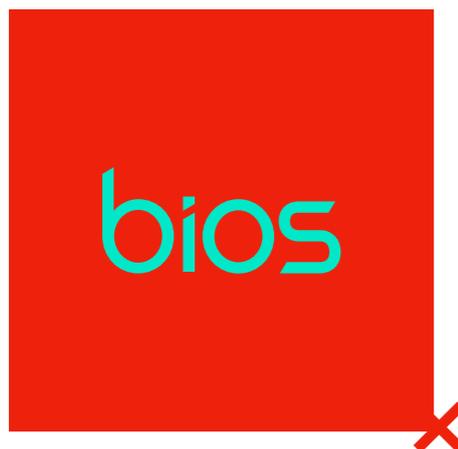
Don't use outlined logo



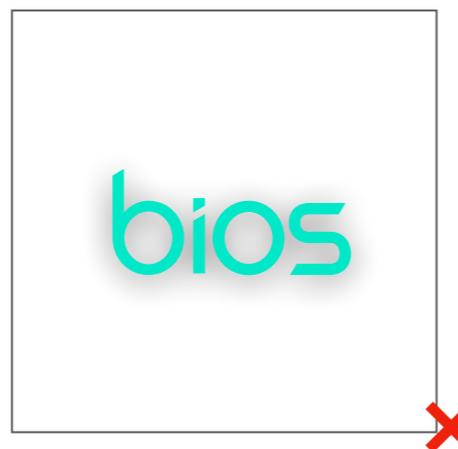
Don't add a stroke on the logo



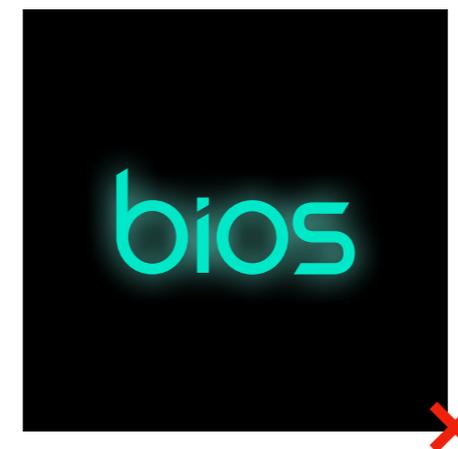
Don't use the logo as a part of a sentence



Don't use the logo on a high contrast or vibrant color



Don't use drop shadow on the logo

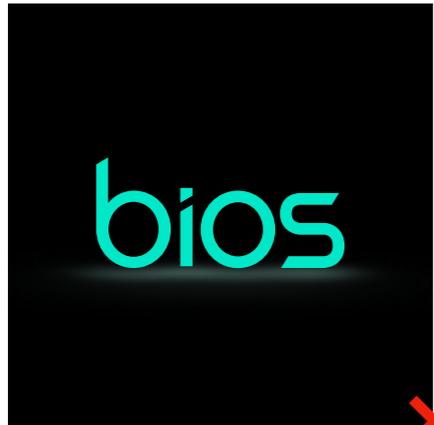


Don't use glow behind the logo



Don't alter the color

LOGO DON'TS



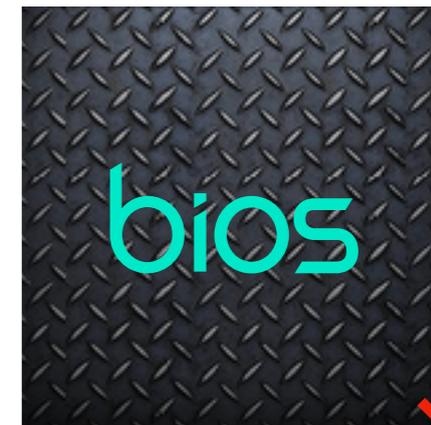
Don't use touch shadow not the logo



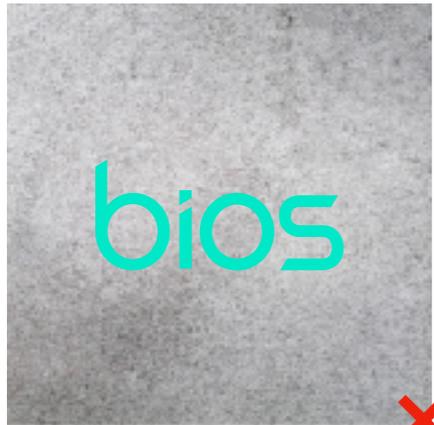
Don't use reflective effects on the logo



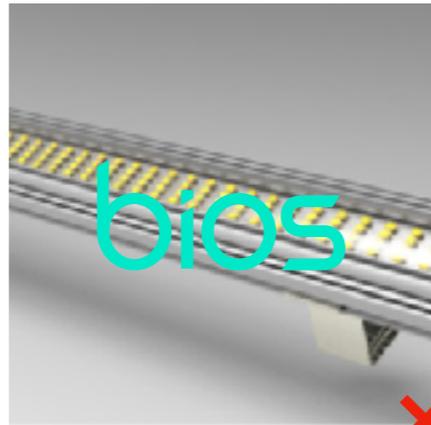
Don't shadow effects on the logo



Don't overlay the logo on a patterned background



Don't overlay the logo on a textured background



Don't overlay the logo on a product image



Don't overlay the logo on an image with similar color

PARTNER STAMP

The stamp is how to identify yourself as a BIOS Illuminated Partner. It should typically be seen in Genesis or black on white or light backgrounds.



PARTNER STAMP

When the background is dark or black, use "Station", our brand's shade of white, or no ink if it is a greyscale application.



PARTNER STAMP

In cases where the stamp is in a completely white layout, the brand color "Morphosis" may be used to prevent the mark from blending in with other elements.



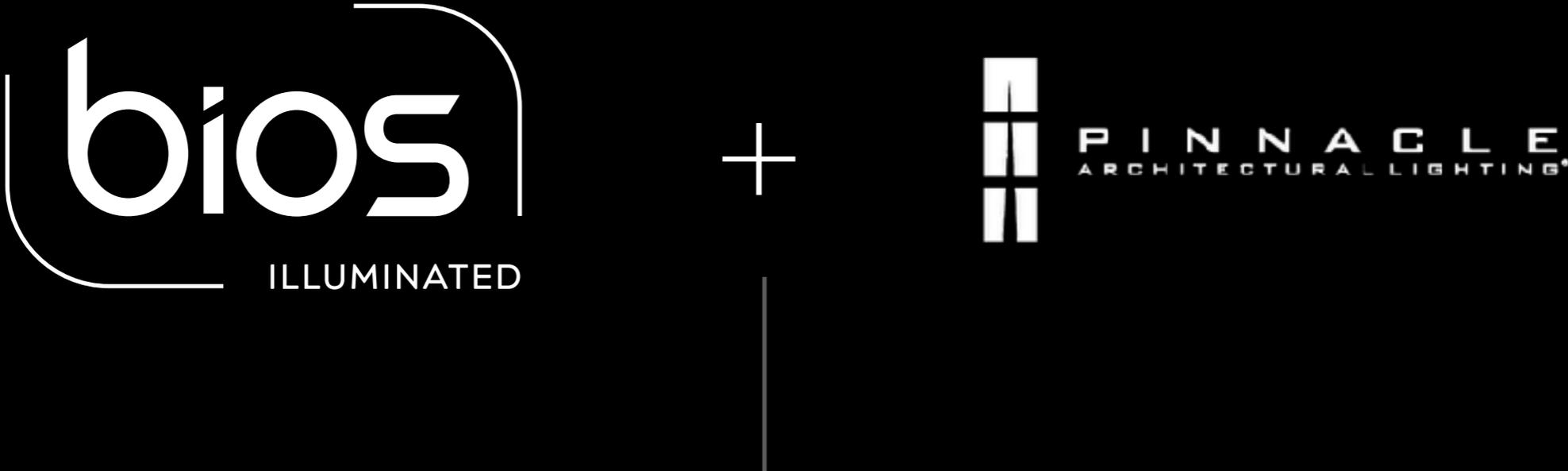
CLEARANCE | STAMP

The clearance space around the stamp is
1x the size of the O in BIOS.



PARTNERSHIP LOCKUP

When displaying a lockup with your logo, give each logo equal prominence. A black or dark field with white logos should be considered the preferable manner of display.



When displaying a lockup with your logo, use a + symbol to represent the partnership, making sure it is not too bold or large to distract from either logo, nor too small or thin so that it cannot be seen.

PARTNERSHIP LOCKUP

If on a white field with a logo that is primarily black, use the all black stamp.



+



PARTNERSHIP LOCKUP

When using a color logo, use the stamp in the brand color, Morphosis.

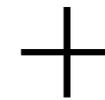


+



PARTNERSHIP LOCKUP

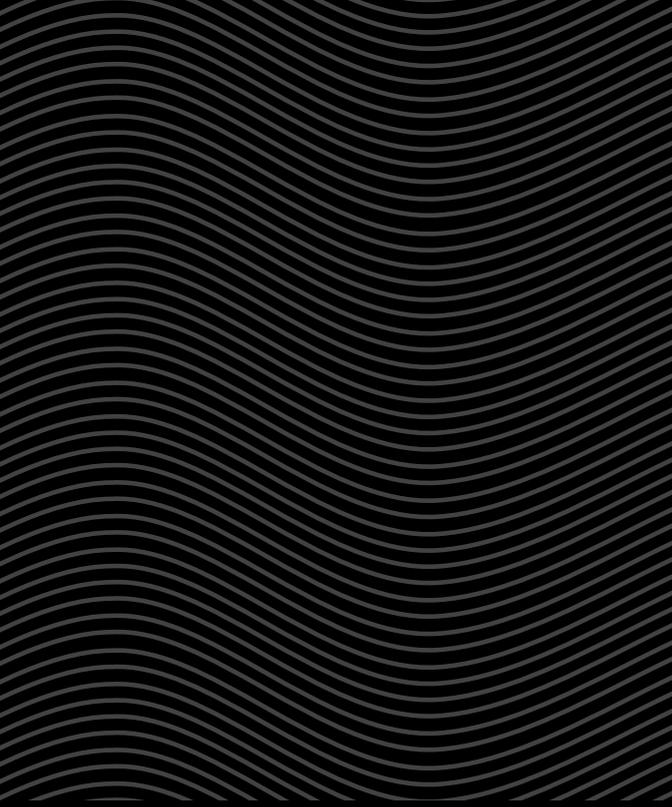
The two logos may be stacked vertically as well, providing the same spacing, sizing, and color rules are followed.



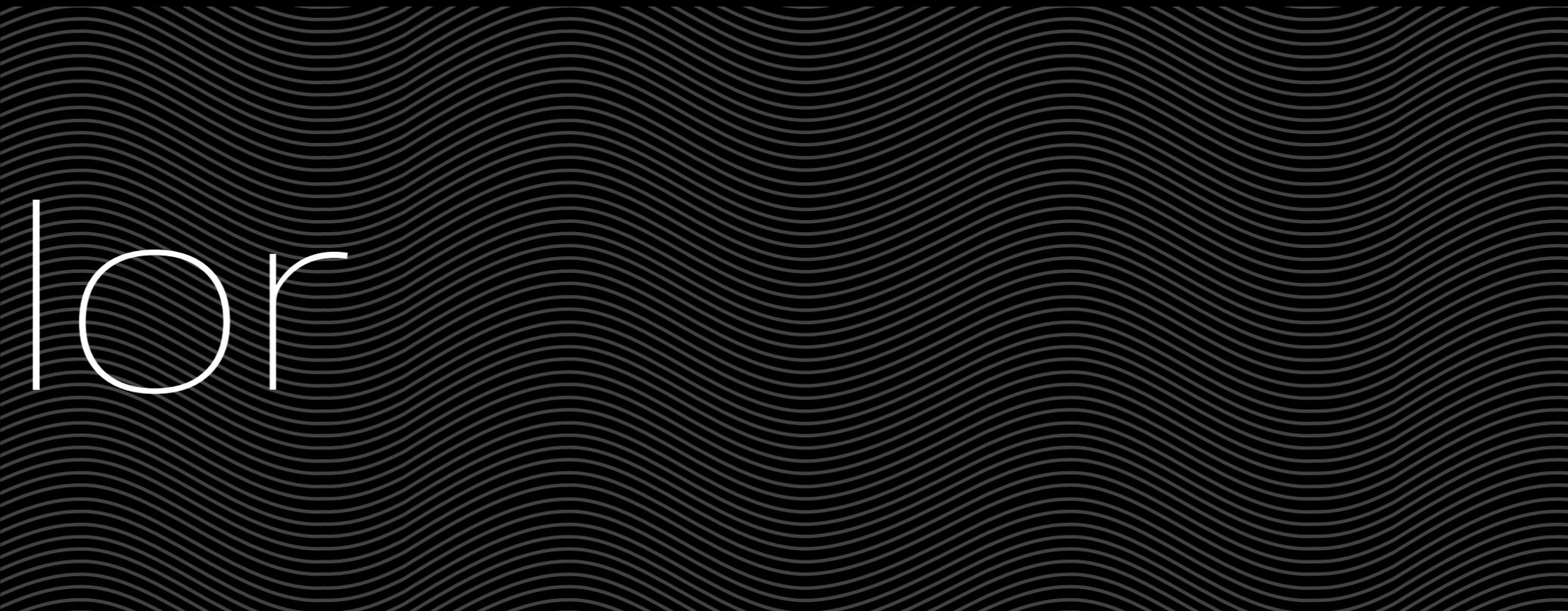
BRANDING PRODUCTS

If you wish show your use of BIOS technology, place the BIOS Illuminated stamp on your product or its packaging, not the BIOS logo. Do not use the Morphosis brand color.





color



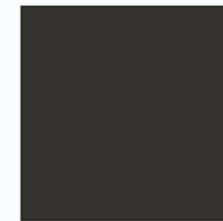
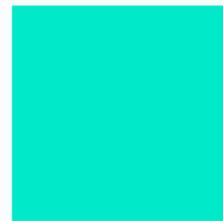


A NEW BRAND COLOR

Colors are important in communicating BIOS brand's "space age meets new age" aesthetic mantra. Relying heavily on a minimal look of white and silver hues, visual designs and interfaces are confident, informative, and accented by sparks of the brand color.

That brand color is "Morphosis": a color inspired by the place of melanopsin, the newly discovered photopigment, in the color spectrum that BIOS fills.

COLOR PALETTE



Station

#FCDFE

C: 0

M: 0

Y: 0

K: 1

PANTONE

179-1 U

GCM I 91

Genesis

#0A0909

C: 74

M: 67

Y: 66

K: 86

PANTONE

419 CP

GCM I 90

Morphosis

#44E5CA

C: 81

M: 0

Y: 39

K: 0

PANTONE

326 CP

GCM I 3033

Meditation

#F2C1B6

C: 3

M: 28

Y: 22

K: 0

PANTONE

7520 CP

Tungsten

#363430

C: 67

M: 62

Y: 65

K: 59

PANTONE

10399 C

GCM I 9002

Silver

#CDCDD1

C: 19

M: 15

Y: 13

K: 0

PANTONE

10101 C

GCM I 970

COLOR SCALE

Genesis Black is our information color and should be used for everything from typography headlines, body copy, alternate backgrounds like announcements, and graphic elements containing information.

Meditation Pink is the highlight color. It should be used when asking a viewer to pay closer attention to a piece of information, or to click on an element.



Station White is the bedrock of our color system. We'll rely on it as the background color across all mediums to communicate efficiency, cleanliness, and futurism.

Morphosis Cyan is our brand color. This emotional hue should be used to punctuate layouts where imagery is not present, marking the BIOS voice. It may be used on occasion for the logo.

Tungsten and **Silver** should be used as varying colors, intended to add depth and detail through texture and overlays.



trademark
rules

TRADEMARKS

SKYBLUE®

BIOS®

ILLUMINATED BY BIOS™

When using these marks to refer to BIOS lighting products in marketing materials, capitalize the first mention to distinguish it from the surrounding text. This, in addition to using the TM or ® symbol, shows that you're using it as a trademark. No additional trademark symbol is needed after the first mention in a document or web page.

Trademarks should be used as adjectives, and not as nouns. For example, instead of saying "SkyBlue® contributes to..." say "SkyBlue® lighting solutions contribute to..."

An exception is when you're using the mark BIOS to refer to the name of the company — in those instances, you should use it as a noun, with no ® symbol.

When referring to SkyBlue, use the full reference, SkyBlue lighting solutions, wherever possible. And when referring to BIOS general product suite, use BIOS lighting solutions. Keep descriptors lower case since they are not part of the trademark.

Include a notice in the footer of marketing materials indicating that "SkyBlue, BIOS are registered trademarks of Biological Innovations and Optimization Systems, LLC.

bios[®]

thank
you