

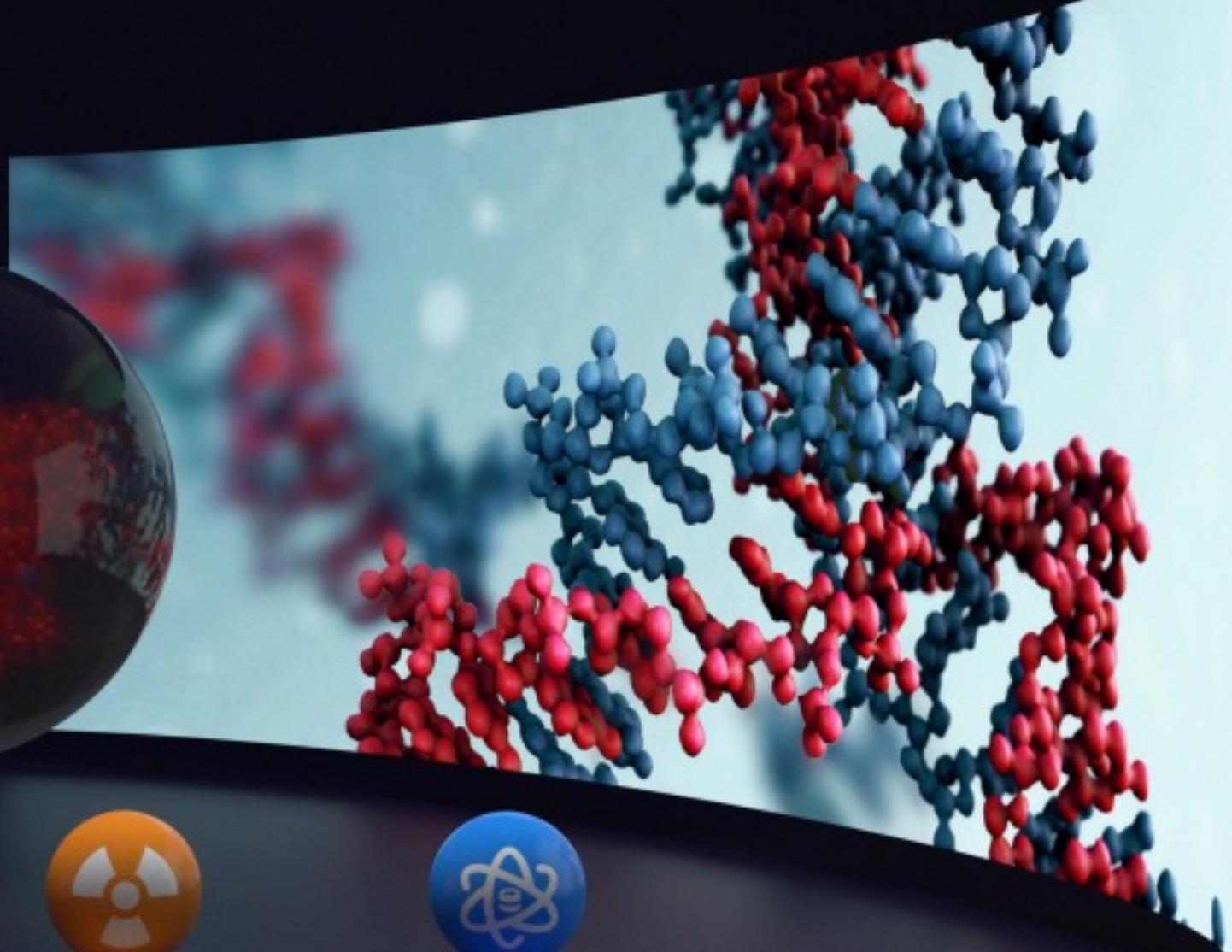
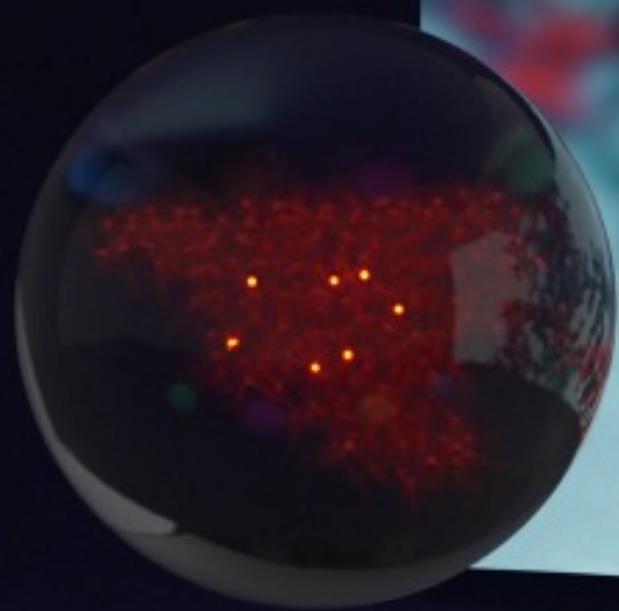
**BIO** **WIN**

THE HEALTH CLUSTER OF WALLONIA

## **Brand guidelines**

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Version 1.0



# Contents

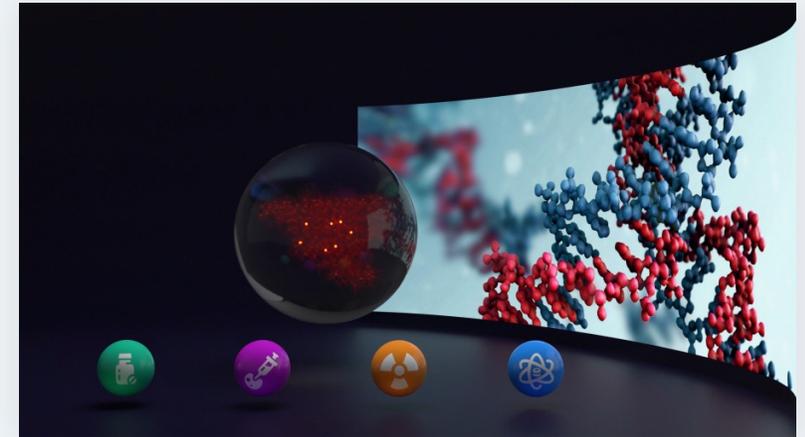
• Brand concept	4
• Basic elements	5
• Logo	5
• Brand colors	6
• Typography	7
• Layout principles	9
• Icons	10
• Contact	11

# Brand concept

## Key visual

- Glass sphere with red neuron network in the shape of Wallonia
- 4 colorful spheres to represent BioWin's strategic areas of operation
- Represents
  - Innovation
  - Cluster
  - Diversity
  - Connections
  - Enlightenment
  - Circle in 'I' on BioWin logo

Our key visual represents a neuron network



Zoom in on neuron network

# Logo



## Versions

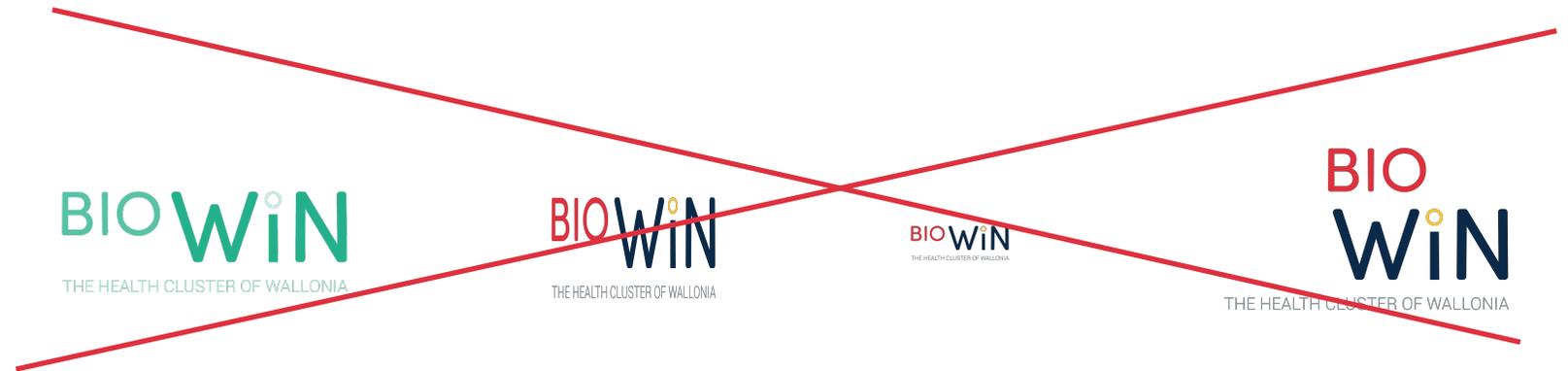
1. Main logo
2. Negative 1
3. Negative 2



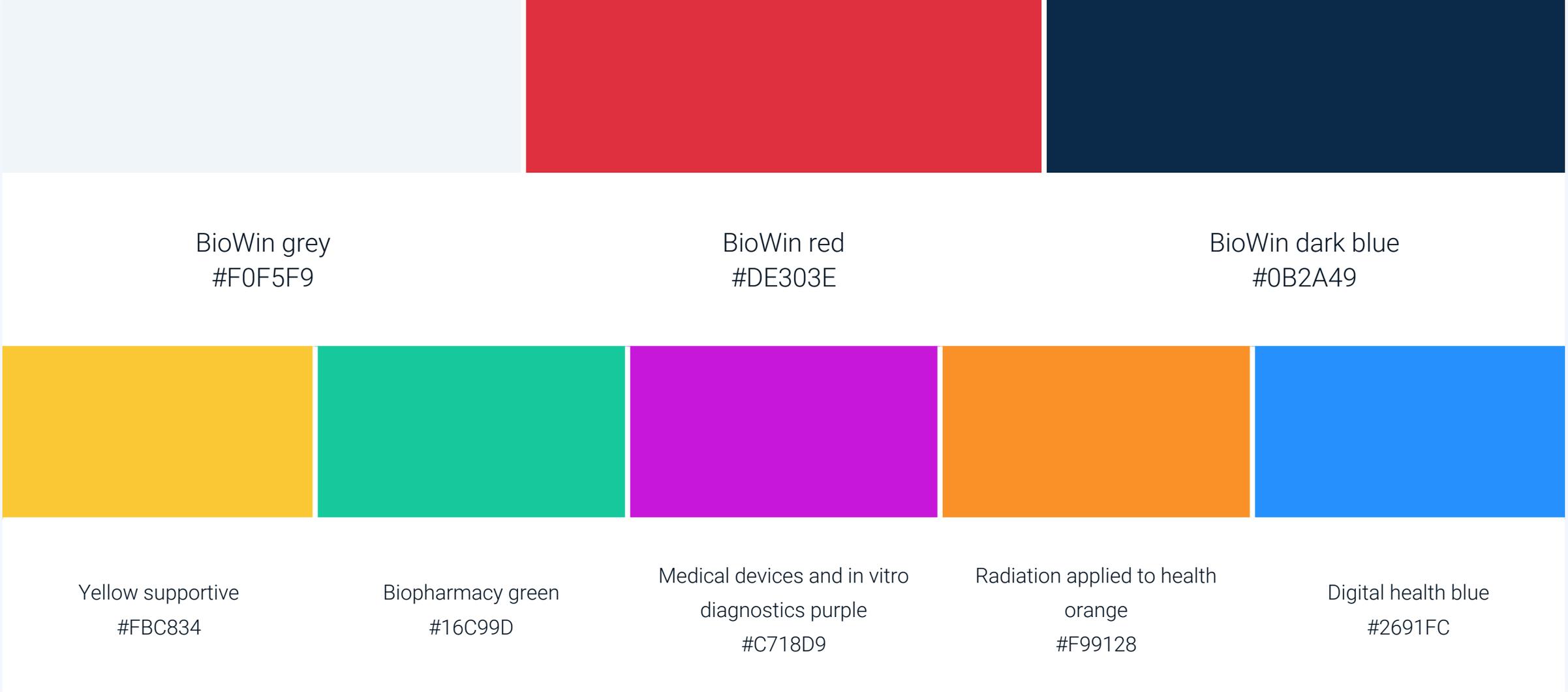
Logo can be used without tagline

## Don't

1. Change color
2. Stretch
3. Make it too small
4. Rearrange elements



# Brand colors



## Typography – main font

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

1,2,3,4,5,6,7,8,9

**Our main font is  
Roboto**

- Open-source font
- For Word documents, presentations, etc.
- Google font
- <https://fonts.google.com/specimen/Roboto>

## Typography – secondary font

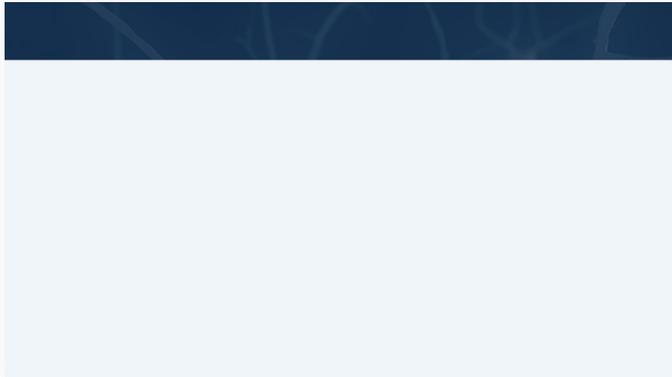
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

1,2,3,4,5,6,7,8,9

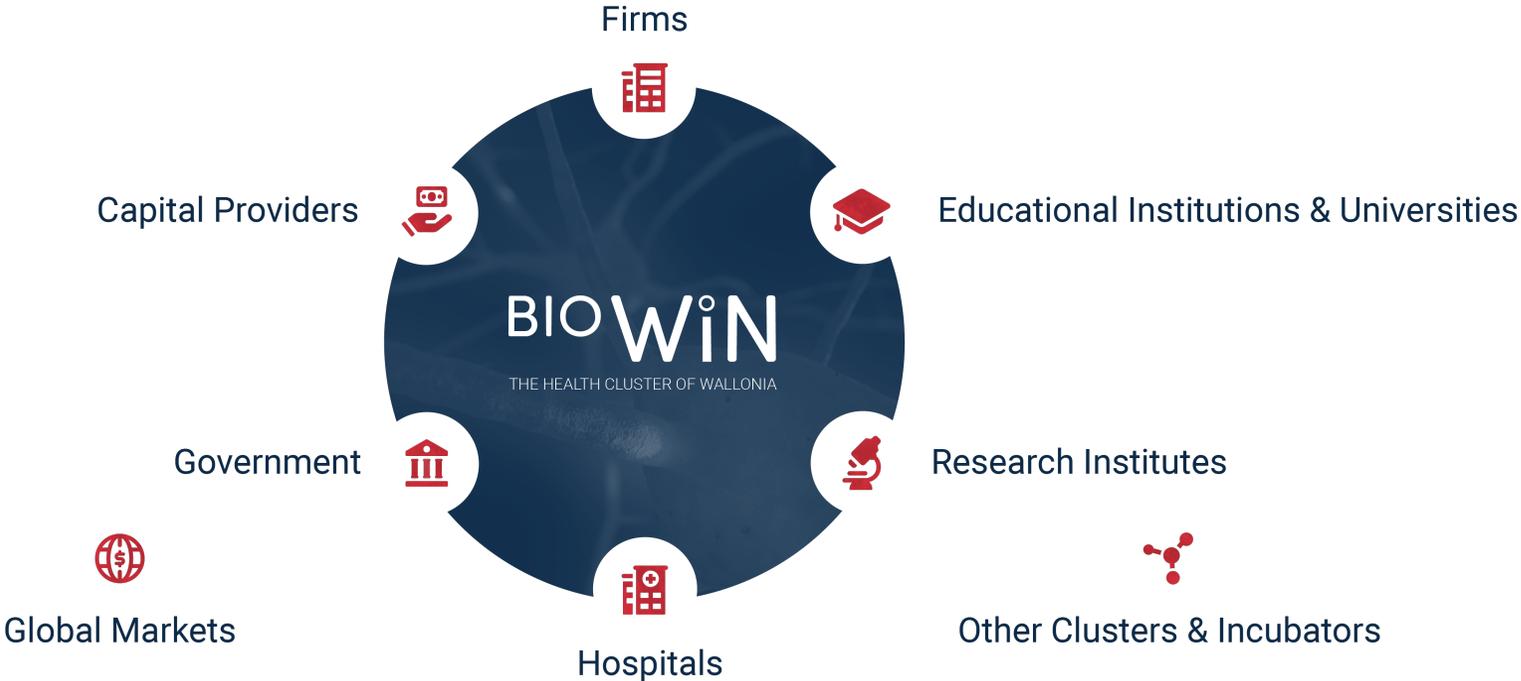
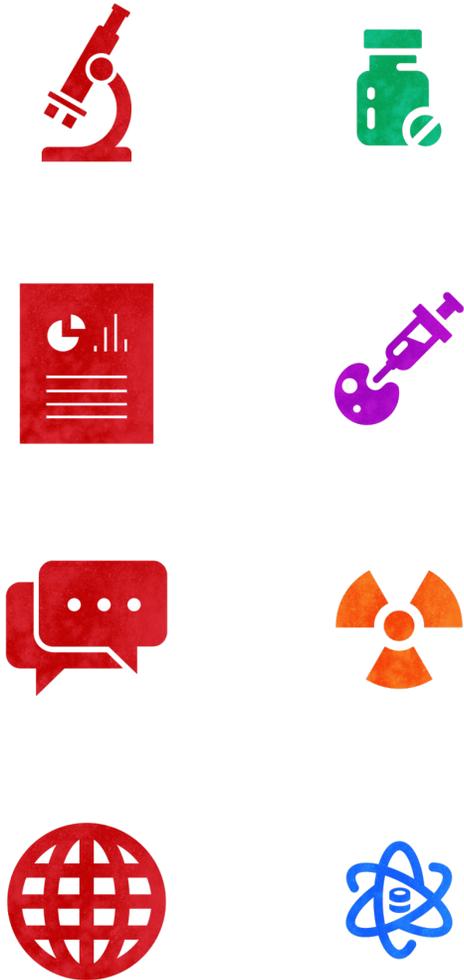
Our secondary font  
is Bolt Rounded

- Present in the BioWin logo
- Used by agencies, designers
- <https://creativemarket.com/webhance/5427162-Bolt-Rounded-Modern-Typeface>

# Layout principle – BioWin eye in a cluster landscape



# Graphics - textured





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Questions?  
Contact the  
communications  
team!



Marine Di Vincenzo  
Digital Communications Manager

# BIO WIN

THE HEALTH CLUSTER OF WALLONIA

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life science

AGIO

modis

