

The BioAge logo

The following guidelines have been prepared to ensure that the BioAge logo is presented consistently across all applications. The BioAge logo comprises of three elements:

- the stylised clock icon
- the BioAge wordmark
- the tagline

These elements should always appear together, as shown below.



To reproduce the BioAge logo it is essential that you use the digital artwork supplied. This is available in both AI and JPG formats. Always use authorised master artwork available - never redraw the logo.

Refer to the 'BioAge logo variations' for the correct logo variation usage.

The BioAge logo clear space

The logo is most effective when surrounded by as much uninterrupted space as possible. The example below shows the basic formula for calculating the minimum clear space.



The BioAge logo minimum size

To ensure the legibility of the BioAge logo minimum size rules must be maintained. The minimum size at which the BioAge logo should appear is 20mm in width.

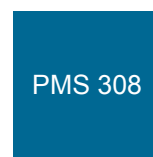
Exceptions are made for some online applications.



BioAge logo primary colours

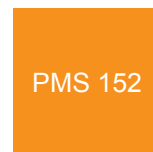
The primary colours are:

BioAge Blue



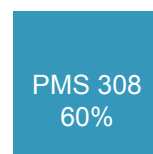
C	100	R	0	# 00638E
M	5	G	86	
Y	0	B	129	
K	47			

BioAge Orange



C	0	R	239	# F18F00
M	51	G	125	
Y	100	B	10	
K	0			

BioAge Light Blue



C	60	R	52	# 4C98BC
M	3	G	132	
Y	0	B	173	
K	28			

BioAge Grey



C	0	R	144	# ACABAB
M	1	G	144	
Y	0	B	148	
K	43			

These colours apply when printing on both coated and uncoated stock. The BioAge logo may only appear in the colours specified in these guidelines. No other colour combination is acceptable.

Reversing the BioAge logo

The logo may be placed on a background, reversed out of an approved solid colour or a photographic background, although care should be taken to ensure that the background detail doesn't interfere with the logo or make it illegible. Care should also be taken to ensure sufficient contrast between the logo and background colour or photograph.



BioAge typography

The primary typeface for the BioAge Brand is ReductoSSK.

ReductoSSK should be used for all headlines and hero statements.

The secondary typeface is Arial which should be used for body copy, captions and all other lower-level copy.

Primary typeface

This is ReductoSSK.
It should be used for headlines.

Secondary typeface

This is Arial Bold.
It should be used for all sub headings.

This is Arial Regular.
It should be used for all lower-level copy.

The BioAge logo variations

Shown below are the BioAge logo variations.



	BW	PMS	CMYK
ESP	BioAge Logo_BW_Pos.eps BioAge Logo_BW_Rev.eps	BioAge Logo_Spot_Pos.eps	BioAge Logo_CMYK_Pos.eps -
JGP	BioAge Logo_BW_Pos.jpg -	- -	BioAge Logo_CMYK_Pos.jpg -

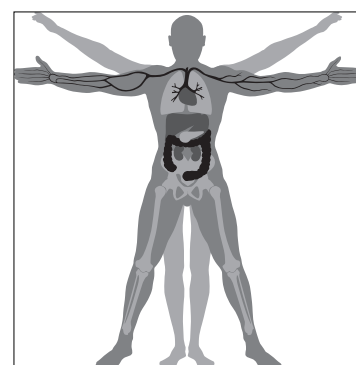
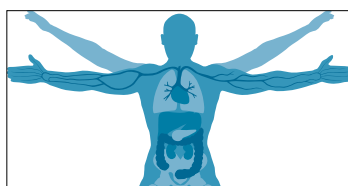
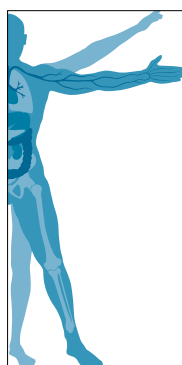
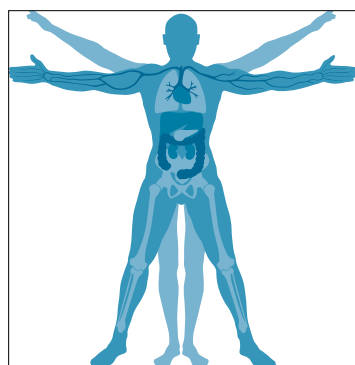
The BioAge BioPerson

The BioPerson is an integral part of the BioAge brand identity and should be included with the logo where appropriate. The relationship between the logo and BioPerson within a layout is not set and should be positioned in a way that adds value to the design.

The BioPerson can be shown in full or cropped but never by more than 50% as illustrated.

Due to the detail of the BioPerson it should not appear so small that the anatomy cannot be recognised.

The BioPerson can appear in full colour or grey scale.



The BioAge brand contact

For help or questions regarding the implementation of the BioAge brand please contact Dom Dos Remedios.

Dom Dos Remedios

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