Brand Guidelines

CZECH BIOIMAGING

Foreword

Welcome to the Czech Bio-Imaging Brand Guidelines.

At Czech-BioImaging, we believe in the power of imaging to advance science, connect researchers, and enhance understanding of life in all its complexity. Czech Bio-Imaging work extends beyond providing access to cutting-edge technologies—it's about fostering a collaborative environment that inspires discovery, innovation, and excellence across the life sciences community.

This document serves as a guide for the consistent application of the Czech-BioImaging brand across all platforms and materials. The following guidelines detail the proper use of the logo, typography, color palette, and other visual elements to ensure that every representation of our infrastructure—whether in digital communication, printed materials, presentations, or events—reflects a unified and professional identity.

By following these guidelines, you contribute to maintaining the strength, clarity, and credibility of the Czech-BioImaging brand, reinforcing shared commitment to supporting world-class biological imaging research in the Czech Republic and beyond.

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Tone Of Voice

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1.3

Writing Style and Tone

CzBI employs a writing style that is engaging and informed, mirroring precision. Tone should be consistently professional yet approachable, ensuring that the messages resonate with the audience while maintaining the integrity of expertise. Clear, concise, and compelling, CzBI language aims to educate and inspire, seamlessly blending technical accuracy with accessible communication. This approach strengthens the narrative, making innovative solutions both understandable and appealing.

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Professional

Ensures all communications reflect expertise and commitment to quality, reflecting scientific precision while remaining accessible.

Clear

Communicates in an easily understandable way, minimizing jargon and clarifying necessary technical terms.

Confident

Projects confidence in our capabilities, showcasing leadership in innovative imaging technologies and research infrastructure.

Consistent

Maintains uniformity across all communications to strengthen brand recognition and trust.

Visual Identity

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Logo
Logo Symbol
Typography
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2.1

Logo

The Czech Bio-Imaging logo symbolizes precision and innovation. Its mark is inspired by the varying rotational levels of optical lenses. Designed to be instantly recognizable, the logo embodies a minimal and timeless aesthetic. As a central element of the brand identity, it reflects values across all visual communication.

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2.2

Logo Explanation

The CZBI logo symbol is inspired by the varying levels of lens accommodation, visually representing the core concepts of imaging precision and focus. Each layered element reflects a different stage of adjustment, much like how lenses refine clarity through calibration. At the center of the design, the negative space forms a central focal point—symbolizing the ultimate goal of perfect clarity and alignment

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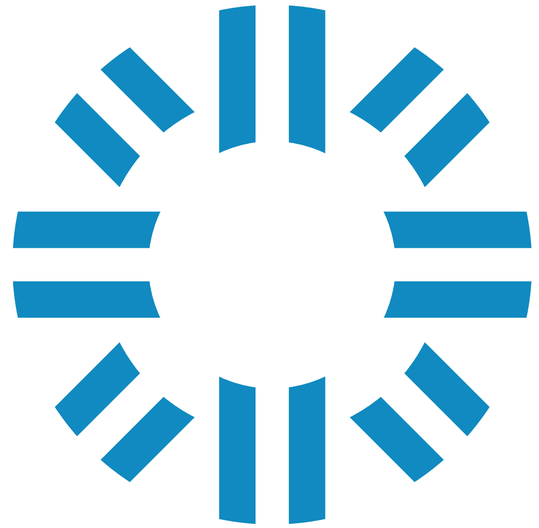

2.3

Logo Versions

CZBI logo is versatile, featuring horiznotal orientation, along with logotype and brandmark options.
Each version is tailored for specific uses, ensuring brand consistency across various platforms and formats.

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Logo

Logotype

CZECH
BIOIMAGING

Brandmark

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Logo Anatomy

This section details the construction and alignment of the brandmark, illustrating how each element is designed to maintain the integrity and balance of the logo for optimal visual impact.

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Anatomy Horizontal Logo

2.5

Logo Clearspace & Minimum Size

CzBI logo must always be surrounded by sufficient clear-space to ensure visibility and impact. The minimum size for digital applications is 100px, and for print, it is 25mm, to preserve legibility and brand presence.

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Minimum Size Print:

Minimum Size Digital:

2.6

Logo Usage

CZBI logo should be used on appropriate backgrounds to maintain legibility and brand integrity. It can be rendered in the palette of dark blue, light grey, black and white, ensuring it stands out and stay consistent with the brand identity.

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2.7

Logo Misuse

Avoid altering the logo's color, proportions, or composition to prevent dilution of our brand identity. This section outlines common misuses such as distorting, recoloring, or partially covering the logo, ensuring it is always presented correctly.

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Do not apply a gradient to the brandmark or the wordmark.

Do not rotate the logo.

Do not change the logo color or tone outside of MAA's color palette.

Do not distort or wrap the logo in any way.

Do not outline or create a keyline around the logo.

Do not change the typeface nor recreate or manipulate the brandmark or the wordmark

Do not use drop shadows or any other effects.

Do not change the transparancy of the logo.

Do not crop the logo.

2.8

Logo symbol

The CZBI symbol serves as a compact representation of our scientifical ethos and commitment to precission and innovative. Utilizing elements from our primary logo, this symbol is crafted to stand alone in contexts where simplicity and instant recognition are paramount, such as digital applications or small merchandise.

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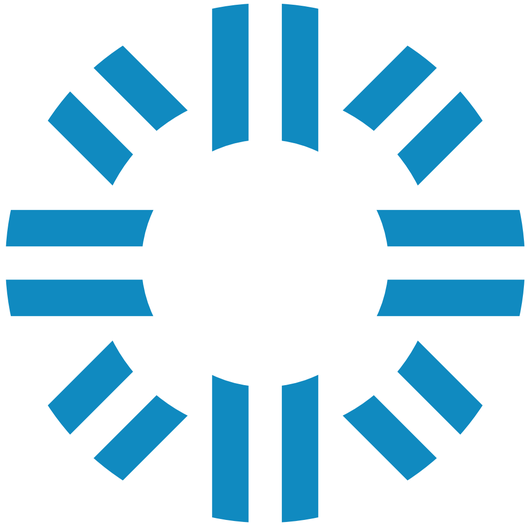

2.9

Logo symbol Clearspace & Minimum Size

Maintaining clearspace around the monogram is critical to ensure its visibility and effectiveness. For digital use, a minimum size of 12mm ensures clarity, while in print, a minimum of 45 pixels is required to preserve the symbol's integrity. This section outlines these specifications to guide proper scaling and spacing.

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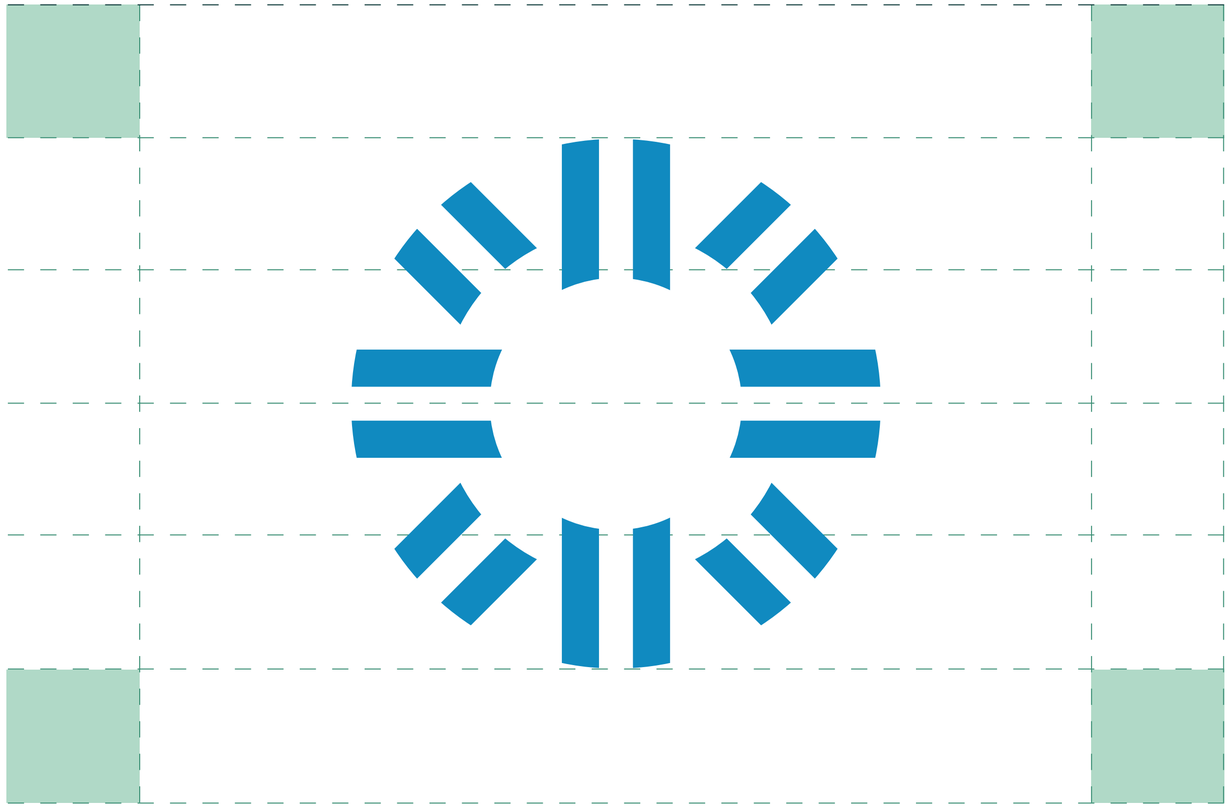

Clearspace height:
The clearspace height is 1/4 times the height of the brankmark.

Minimum Size Print:

12 mm

Minimum Size Digital:

45 pixels

2.10

Logo Symbol Misuse

To avoid diluting the brand's strength, it's crucial to adhere to the guidelines outlined for symbol usage. Misuse examples include altering the monogram's color scheme to non-brand colors, distorting its shape in any form, or applying it in inappropriate contexts that could diminish its professional appearance. This page details such misuses to prevent them.

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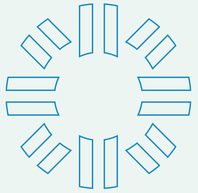
Do not apply a gradient to the brandmark.

Do not rotate the brandmark.

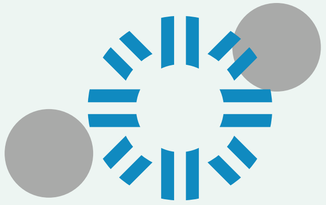
Do not change the brandmark color or tone outside of the color palette.

Do not distort or wrap the brandmark in any way.

Do not outline or create a keyline around the brandmark.



Do not overlap or place elements to close to the brandmark.



Do not use drop shadows or any other effects.

Do not change the transparancy of the brandmark.

Do not crop the brandmark.

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Typography

Primary Typefaces
Replacement Typefaces

3.1

Primary Typeface

Primary typeface, Open Sauce One, is chosen for its modern and clean lines, enhancing readability and offering a contemporary aesthetic that aligns with our professional style. It's used predominantly in all major headings and body text to maintain a consistent and cohesive brand appearance.

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Open Sauce one - Light

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefghi
jklmnopqrstuvwxyz

0123456789
!@#$%^&*

Open Sauce one - Regular

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefghi
jklmnopqrstuvwxyz

0123456789
!@#$%^&*

Open Sauce one - Semibold

**ABCDEFGHIJKLMNOP
QRSTUVWXYZ abcdef
ghijklmnopqrstuvwxyz**

**0123456789
!@#$%^&***

Open Sauce one - Bold

**ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz**

**0123456789
!@#$%^&***

Aa Bb Cc Dd

3.2

Replacement Typeface

Roboto serves as replacement typeface. It's selected for its versatility and clarity, ensuring that when Open Sauce One s not available, our communications still maintain visual integrity and coherence in all digital and print formats.

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Roboto - Light

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefghi
jklmnopqrstuvwxyz

0123456789
!@#$%^&*

Roboto - Regular

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefghi
jklmnopqrstuvwxyz

0123456789
!@#$%^&*

Roboto - Medium

**ABCDEFGHIJKLMNOP
QRSTUVWXYZ abcdef
ghijklmnopqrstuvwxyz**

**0123456789
!@#$%^&***

Roboto - Bold

**ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz**

**0123456789
!@#$%^&***

Aa Bb Cc Dd

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4.1

Proportion

CzBI identity employs a palette designed to reflect scientific strength and precision. The primary colors form the foundation of the visual system—anchored by blue (#108AC0) and a distinctive violet (#522ECC), balanced with a clean light gray (#F5F5F5). This combination con-veys professionalism while maintaining visual clarity

The secondary palette introduces vibrant accent tones to bring contrast, energy, and adaptability to the communication system. These hues support flexibility across diverse applications.

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Sea Blue
HEX #108AC0

Black
HEX #000000

Purple Heart
HEX #522ECC

Wild Sand
HEX #F5F5F5

Emerald
HEX #6ED685

Heliotrope
HEX #C96EFF

Ronchi
HEX #F2C94D

Bittersweet
HEX #FF7061

4.2

Primary Colors

The primary colors of our brand are Sea Blue, Purple Heart, Black, and Wild Sand. These colors were chosen for their strong associations with precision and liveliness, embodying the essence of science and professionalism. They form the foundation of our visual identity, ensuring consistency and instant recognition across all branding materials.

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Sea Blue

HEX #108AC0
R = 16, G = 138, B = 192
H = 198, S = 92, B = 75
H = 198, S = 85%, L = 41%
C = 89, M = 30, Y = 6, K = 0
L = 53, A = -24, B = -41
PANTONE 2393 C
PANTONE 640 U

Purple Heart

HEX #522ECC
R = 81, G = 45, B = 203
H = 254, S = 78, B = 80
H = 254, S = 64%, L = 49%
C = 78, M = 82, Y = 0, K = 0
L = 34, A = 51, B = -81
PANTONE 2090 C
PANTONE 2091 U

Black

HEX #000000
R = 0, G = 0, B = 0
H = 0, S = 0, B = 0
H = 0, S = 0%, L = 0%
C = 75, M = 68, Y = 67, K = 90
L = 0, A = 0, B = 0
PANTONE Black 6 C
PANTONE 4147 U

Wild Sand

HEX #F4F4F4
R = 244, G = 244, B = 244
H = 0, S = 0, B = 96
H = 0, S = 0%, L = 96%
C = 3, M = 2, Y = 2, K = 0
L = 96, A = 0, B = 0

4.3

Secondary Colors and Tints

Secondary colors include Emerald, Heliotrope, Ronchi, and Bittersweet. These are used to provide balance and complement the primary palette, adding depth and flexibility to the designs. They are ideal for less dominant design elements, enhancing the visual dynamics without overpowering the primary colors.

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Emerald

HEX #6DD685
R = 109, G = 214, B = 133
H = 134, S = 49, B = 84
H = 134, S = 56%, L = 63%
C = 64, M = 0, Y = 73, K = 0
L = 77, A = -59, B = 33
PANTONE 7479 C
PANTONE 2270 U

Heliotrope

HEX #C96DFF
R = 201, G = 109, B = 255
H = 278, S = 57, B = 100
H = 278, S = 100%, L = 71%
C = 35, M = 63, Y = 0, K = 0
L = 63, A = 62, B = -62
PANTONE 252 C
PANTONE 2582 U

Ronchi

HEX #F2C94C
R = 242, G = 201, B = 76
H = 45, S = 69, B = 95
H = 45, S = 86%, L = 62%
C = 2, M = 21, Y = 95, K = 0
L = 83, A = 8, B = 78
PANTONE 123 C
PANTONE 7404 U

Bittersweet

#FF6F61
R = 255, G = 111, B = 97
H = 5, S = 62, B = 100
H = 5, S = 100%, L = 69%
C = 0, M = 77, Y = 59, K = 0
L = 66, A = 66, B = 43
PANTONE 2345 C
PANTONE Warm Red U

4.4

Color Usage

This section illustrates effective color combinations from brand color palette, guiding the use of color in all corporate materials. It includes recommended pairings that maintain visual interest and readability, ensuring that all communications are not only striking but also align with brand guidelines and visual hierarchy.

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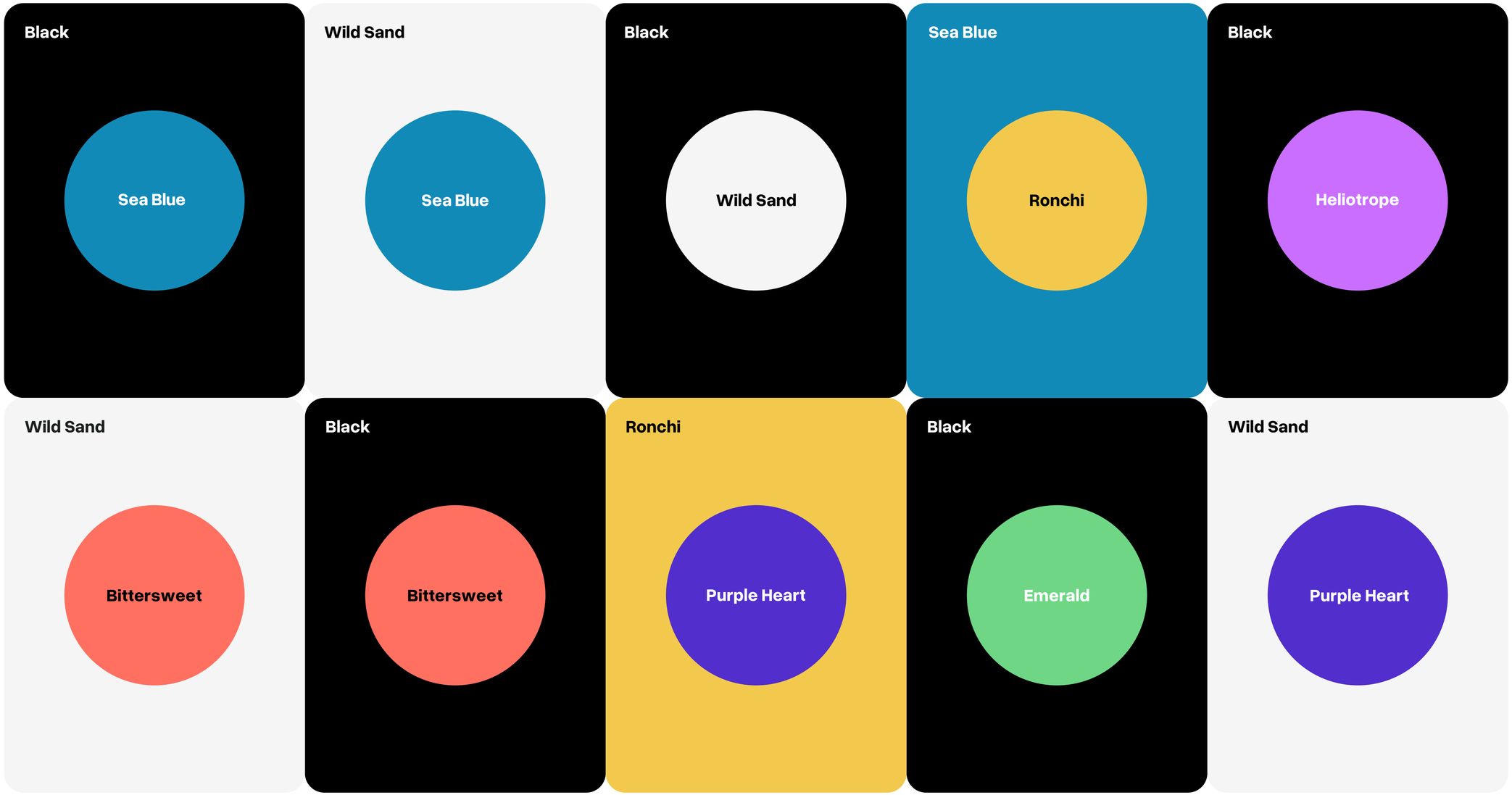

4.5

Color Values Explanation

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CMYK

CMYK stands for cyan, magenta, yellow, and key (black). This color model is primarily used in print media, and is based on the concept of subtractive color mixing. In this model, each color is represented as a percentage of the four colors – cyan, magenta, yellow, and black – that are combined to create the final color. For example, a deep red color might be created by combining 15% cyan, 100% magenta, 90% yellow, and 5% black. CMYK is a four-color model, which means that it can reproduce a wide range of colors, but not as many as RGB.

RGB

RGB stands for red, green, and blue. This color model is primarily used in digital media, and is based on the concept of additive color mixing. In this model, each color is represented as a val ue between 0 and 255 for red, green, and blue, which are combined to create the final color. For example, a bright green color might be created by combining 0% red, 100% green, and 0% blue. RGB is a three-color model, which means that it can reproduce a very wide range of colors, but not all the colors that CMYK can reproduce

HEX Color

Hex colors are commonly used in digital design, including website design, graphic design, and other digital media. They are a popular choice because they provide a standardized and consistent way of representing colors across different platforms and devices.

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Iconography
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Iconography

CzBI iconography is crafted to reflect the geometric precision of thelogo. Each icon is designed to be functional yet visually harmonious with our design ethos, enhancing the clarity and consistency across digital and print media.

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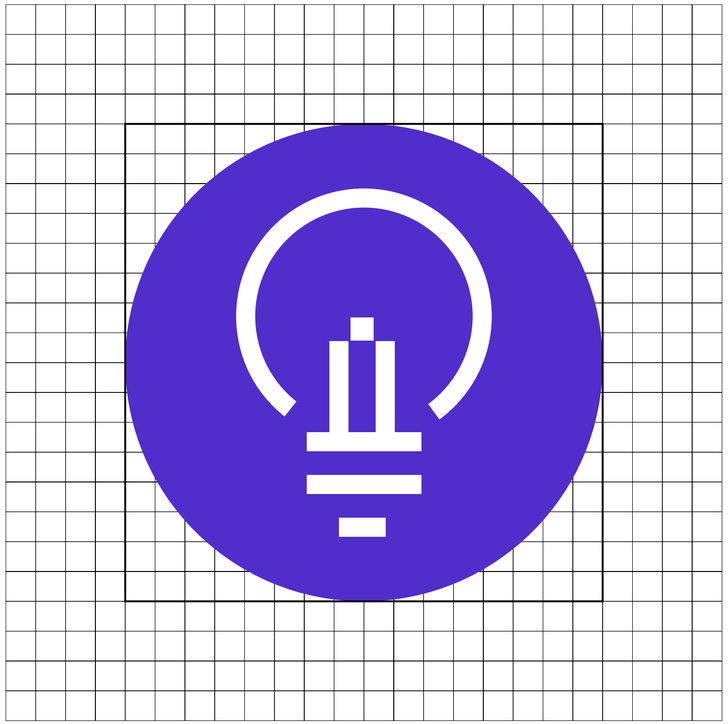

24x24 field Icon grid
Innovation/ idea icon

Icon 001
Innovation/ ideas

Icon 002
Open Access

Icon 003
Funding

Icon 004
Education

Icon 005
Expert Support

Icon 006
Light Microscopy

Icon 007
Electron Microscopy

Icon 008
Human Imaging

Icon 009
Image Data Analysis

Icon 010
Medical Imaging

Icon 011
Pre-Clinical Imaging

Icon 012
Plant Imaging

5.2

Patterns and Textures

The Czech BioImaging brand patterns are derived directly from the core logo symbol, ensuring a consistent visual connection to the brand identity. Each variation reflects the same geometric precision and modular structure that define the logo, symbolizing innovation and collaboration. creates a vibrant, energetic texture suitable for backgrounds, or digital applications where a strong brand presence is desired. Grey pattern with lowered opacity is subtle where brand reinforcement is needed without overwhelming other visual elements.

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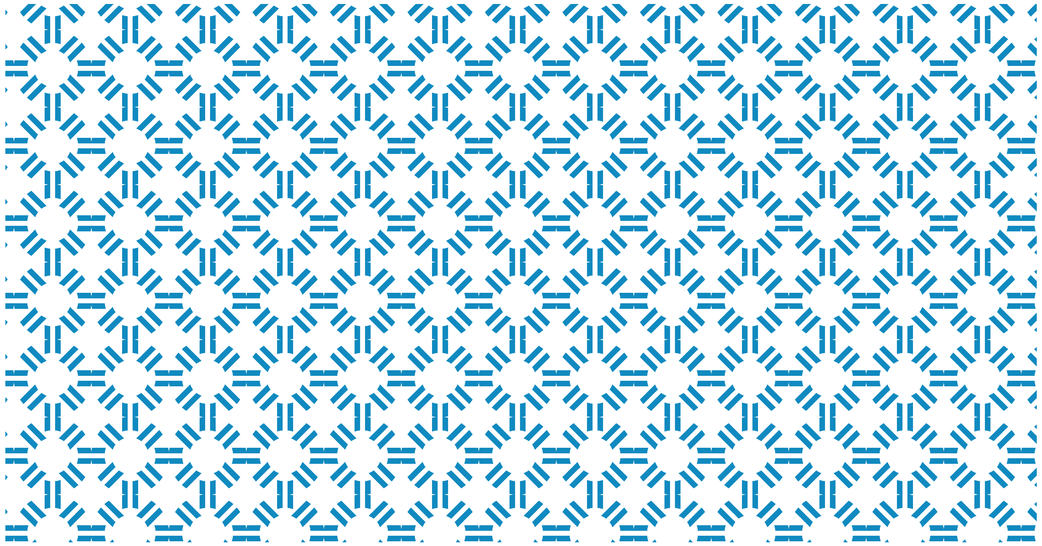

5.3

Margins and Columns

To ensure consistency across digital and print mediums, all digital assets for CzBI maintain a standard margin of 35 pixels, while print assets feature 3mm margins. Layouts are structured around even-numbered columns—4, 6, 8, 10, or 12—allowing for flexible yet balanced designs.

This systematic approach ensures that all elements within the layout are harmoniously aligned and visually appealing, regardless of the content type or medium.

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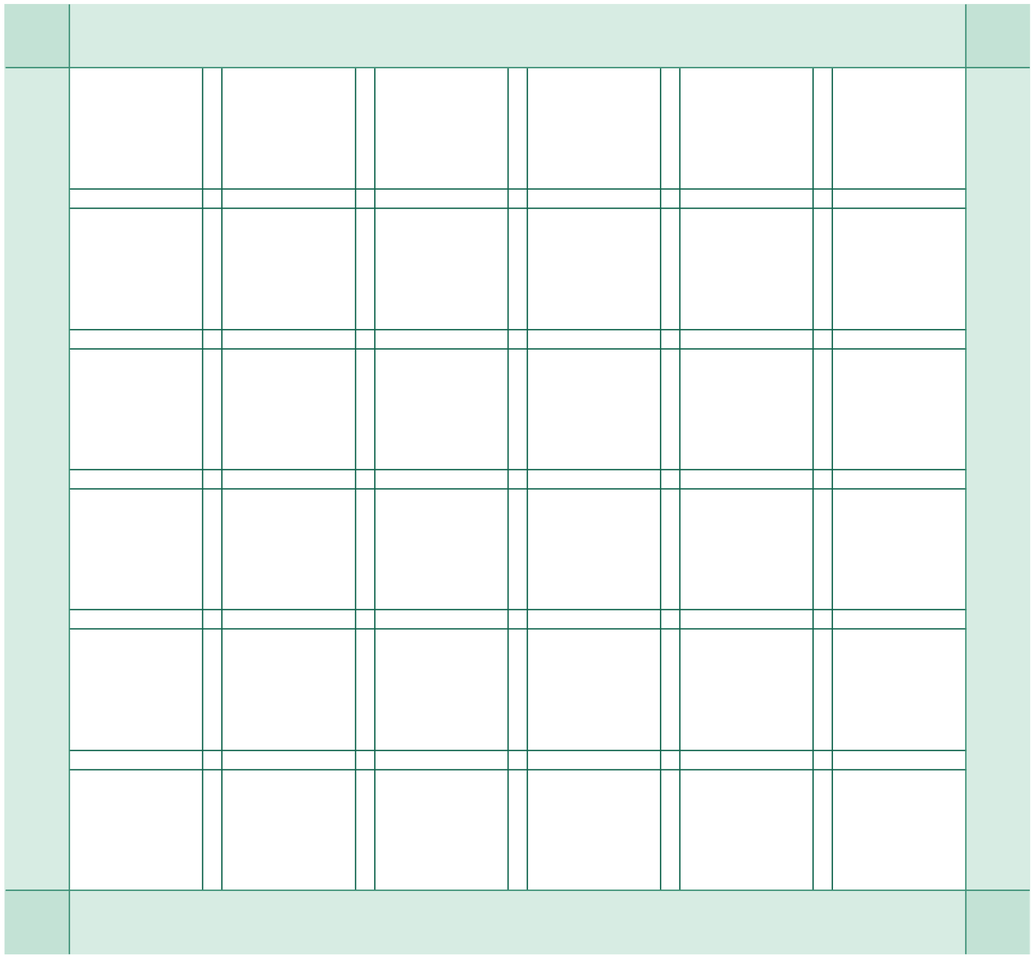
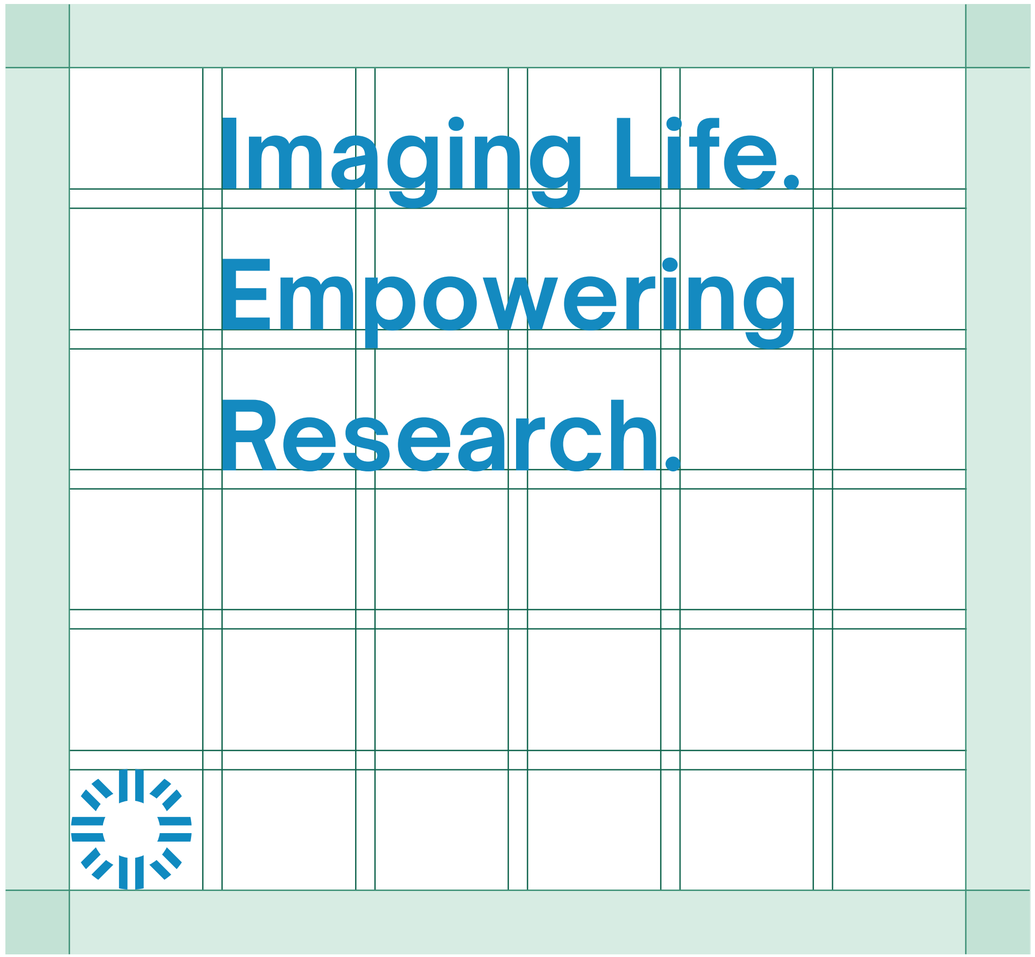


Margins

Columns & Rows



5.4

Types of Grid Systems

This section details three grid system examples meticulously engineered so that rows and columns are always divisible by 2, providing a robust and adaptable framework. These grids are foundational in creating designs that are visually coherent and structurally sound, supporting everything from complex web pages to streamlined print media. Each example is designed to optimize the spatial distribution of text, images, and other graphic elements across diverse applications.

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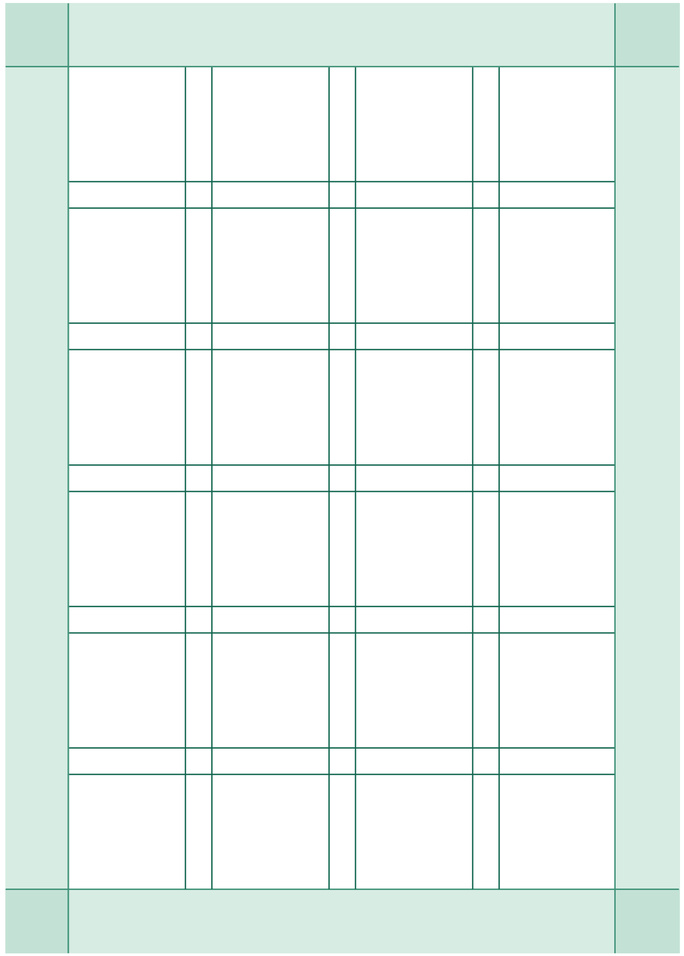
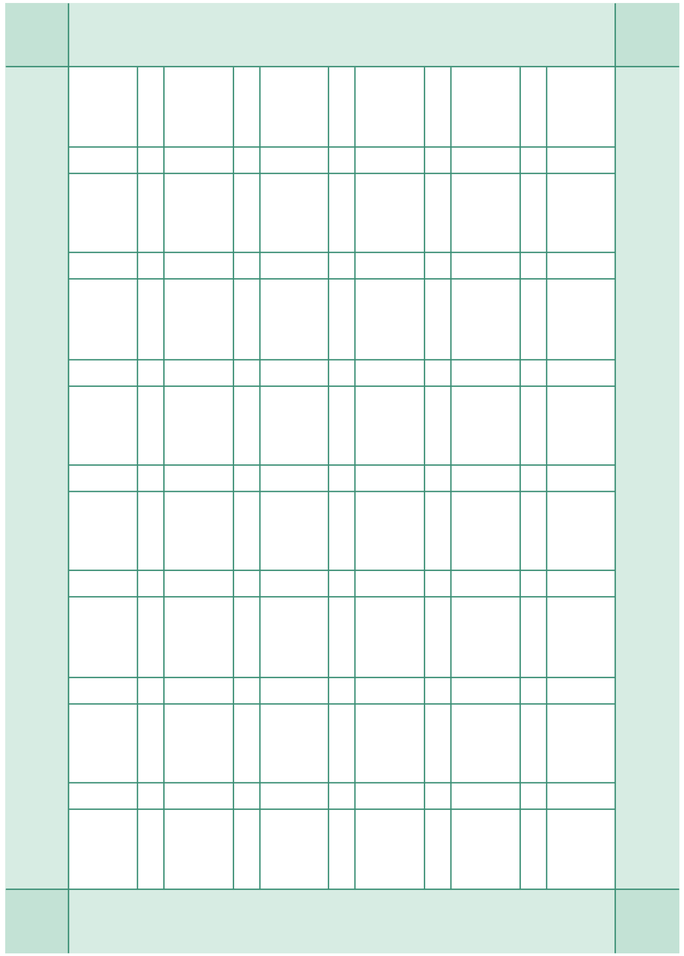
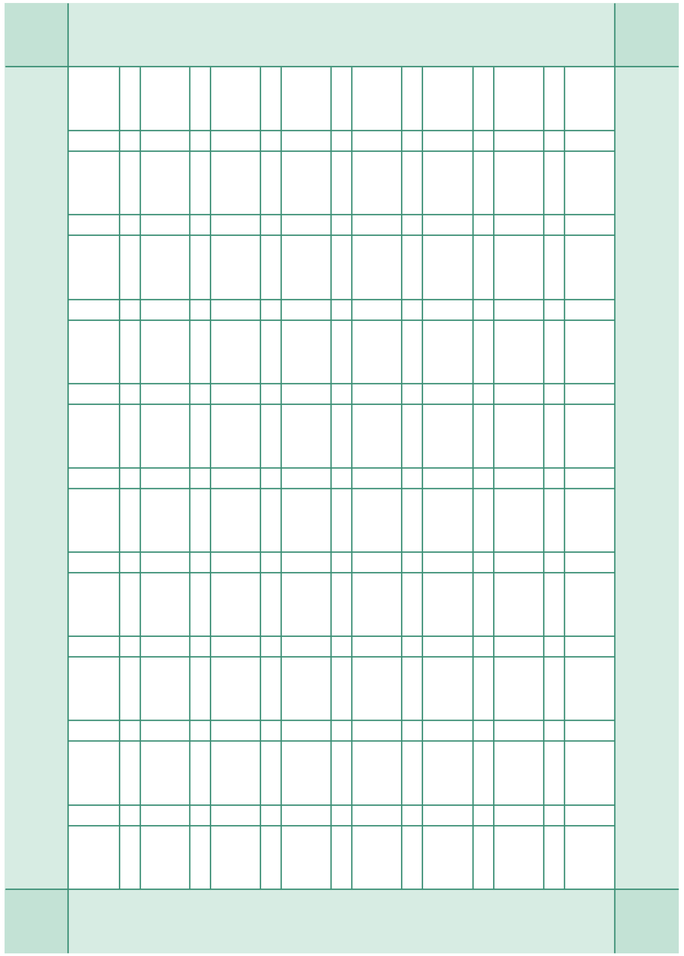


After creating the margins create 4 columns and 6 rows to create our content grid.



For additional flexibility continue to devide the layout into a 48 field or a 80 field modular grid.



Divide the layouts depending on the content and what suits best for the composition.

5.5

Flexibility

Highlighting the adaptability of the grid systems, this page features numerous configurations demonstrating how the design approach accommodates a wide range of creative demands. From annual reports to digital banners, the versatility of our grids ensures that designers have the freedom to innovate while maintaining a cohesive and engaging visual narrative. Each grid example shows potential applications and modifications, illustrating our commitment to dynamic yet consistent design solutions.

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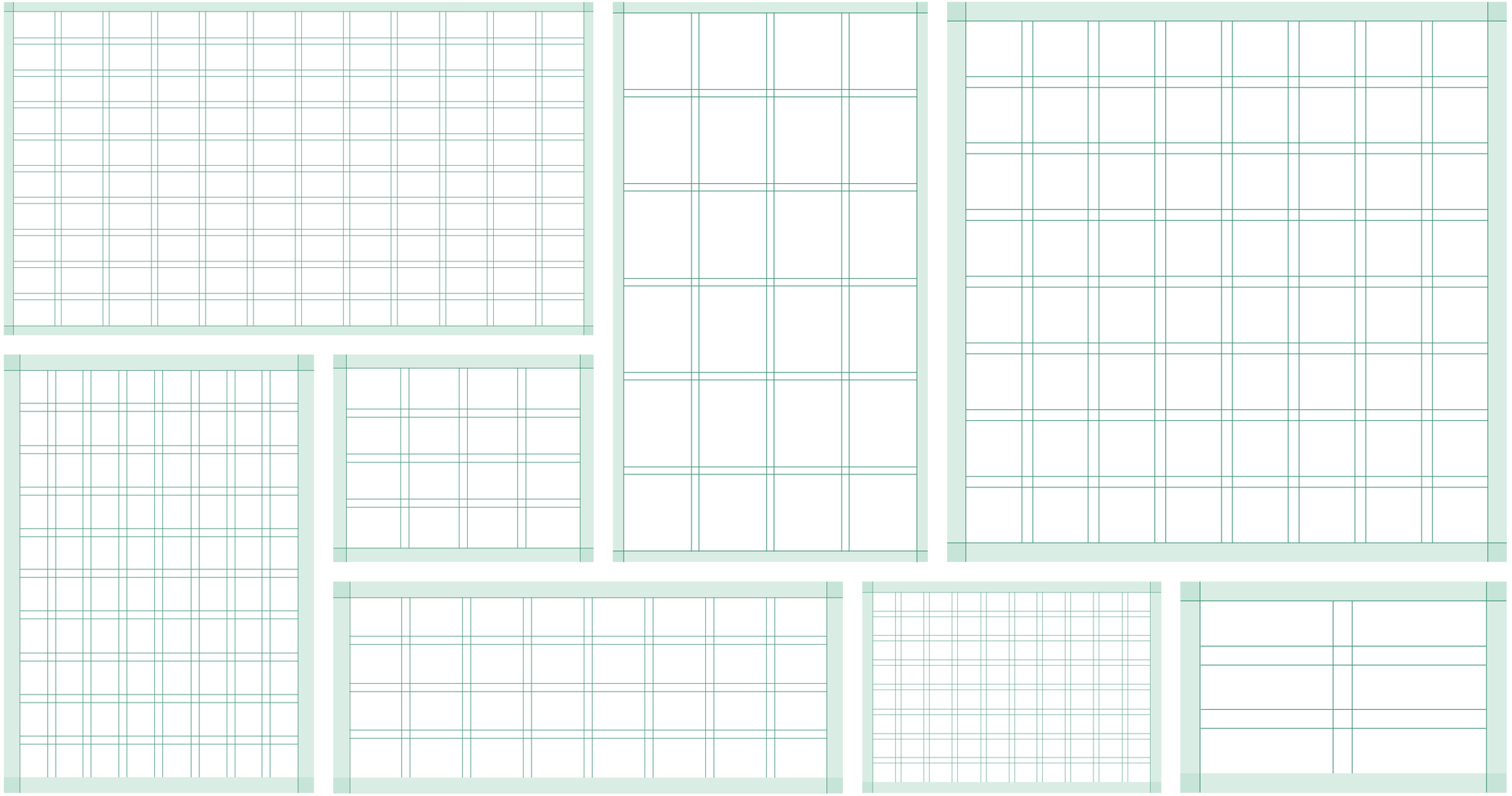

5.6

Layout Digital

Designed for maximum impact in digital environments, the standard digital layout adheres to a 1920x1080 resolution. The modular grid, detailed here, includes 12 columns and 10 rows with precise margins and gutters, offering flexibility and clarity in digital design.

This layout is crucial for web interfaces and digital publications, where content must be both visually engaging and easy to navigate.

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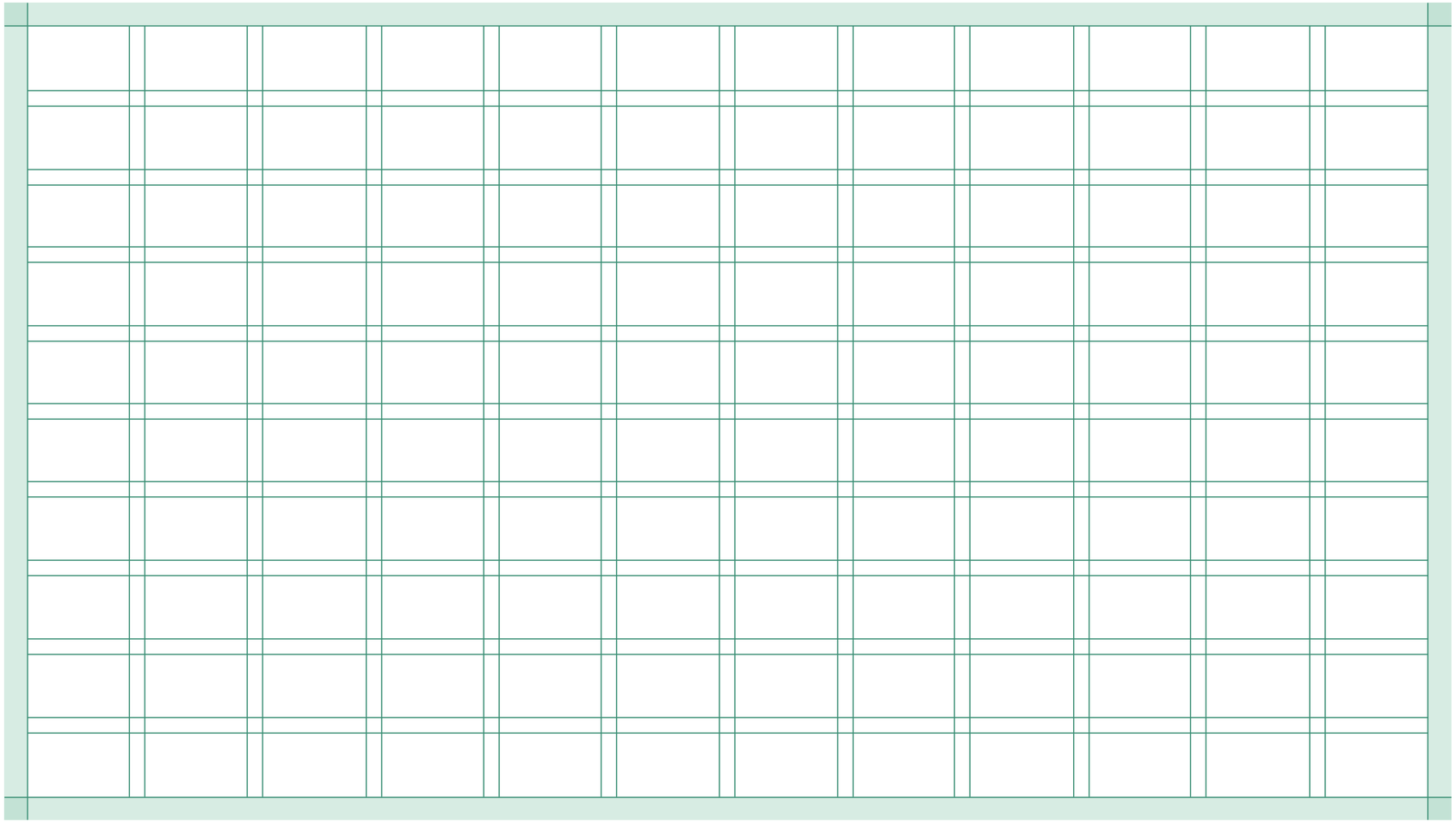
Horizontal Digital Layout
1920x1080

Modular Grid
35px margins
12 columns
10 rows
25px gutter



5.7

Layout Social Media

Optimized for social media engagement, these layouts ensure that visuals are compelling and maintain brand consistency across platforms. The specific dimensions and grid structures for stories, reels, and posts are tailored to enhance visual storytelling and user interaction on social media, reflecting best practices in digital marketing.

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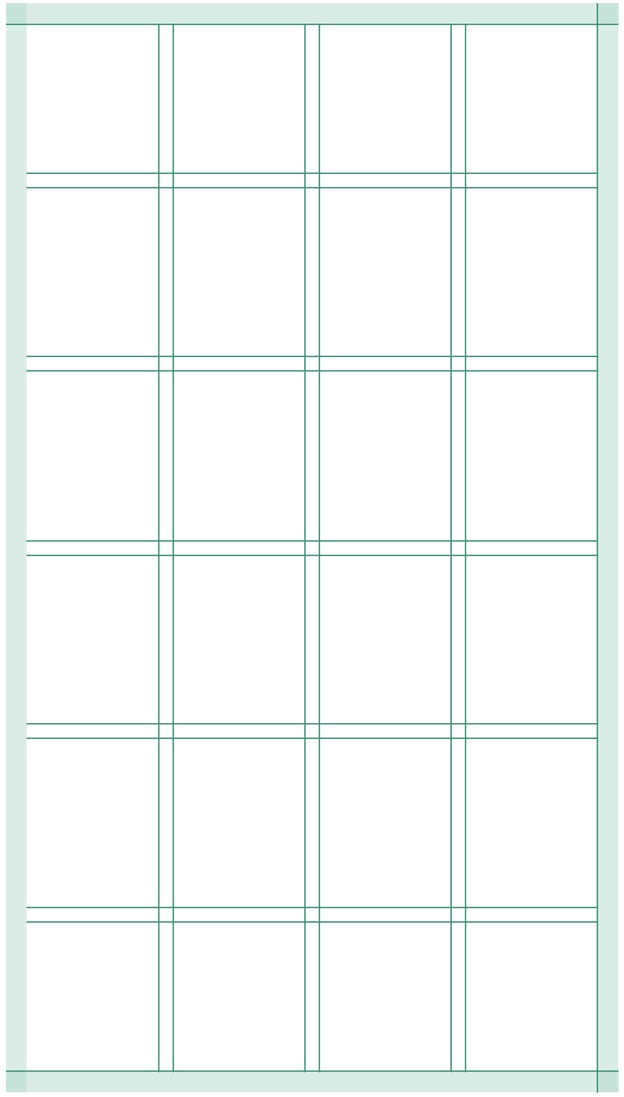
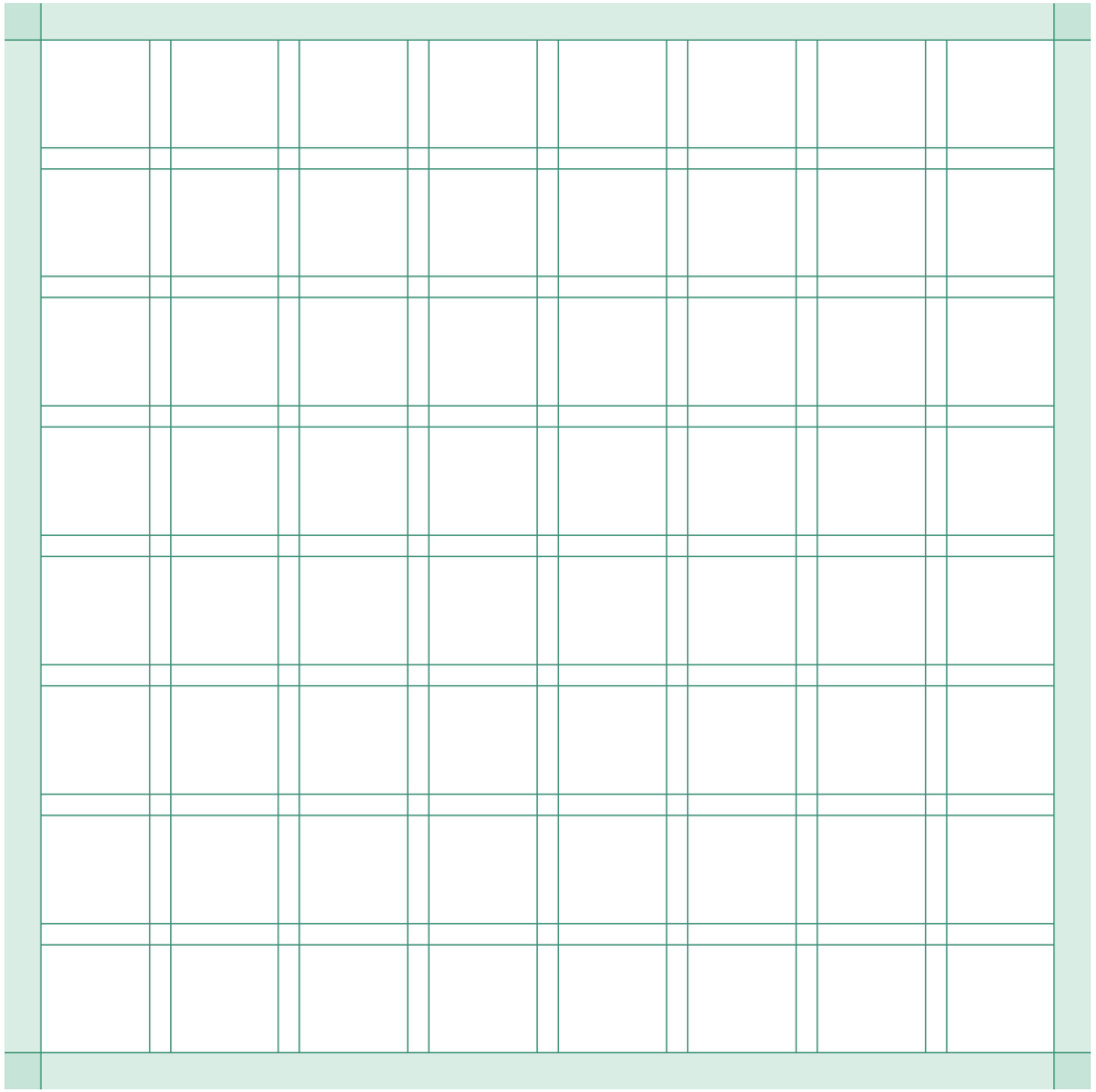
Story Social Media Layout
1080x1920
Modular Grid
35px margins
4 columns
6 rows
25px gutter



Squared Social Media Layout
1080x1080

Modular Grid
35px margins
8 columns
8 rows
25px gutter



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3

Stationery
Posters
Posters/News
Social Media
Roll-up
Promotional Materials

6.1

Stationary Letterhead

CzBI letterhead is designed to create an elegant and professional look.
This design ensures that every piece of correspondence upholds the values of precision and aesthetic consistency that define the brand, promoting a unified brand image. The first version of the letterhead is designed with a more elegant, minimalist layout and includes less space for the text. The second version is more practical for daily use, providing additional space for text.

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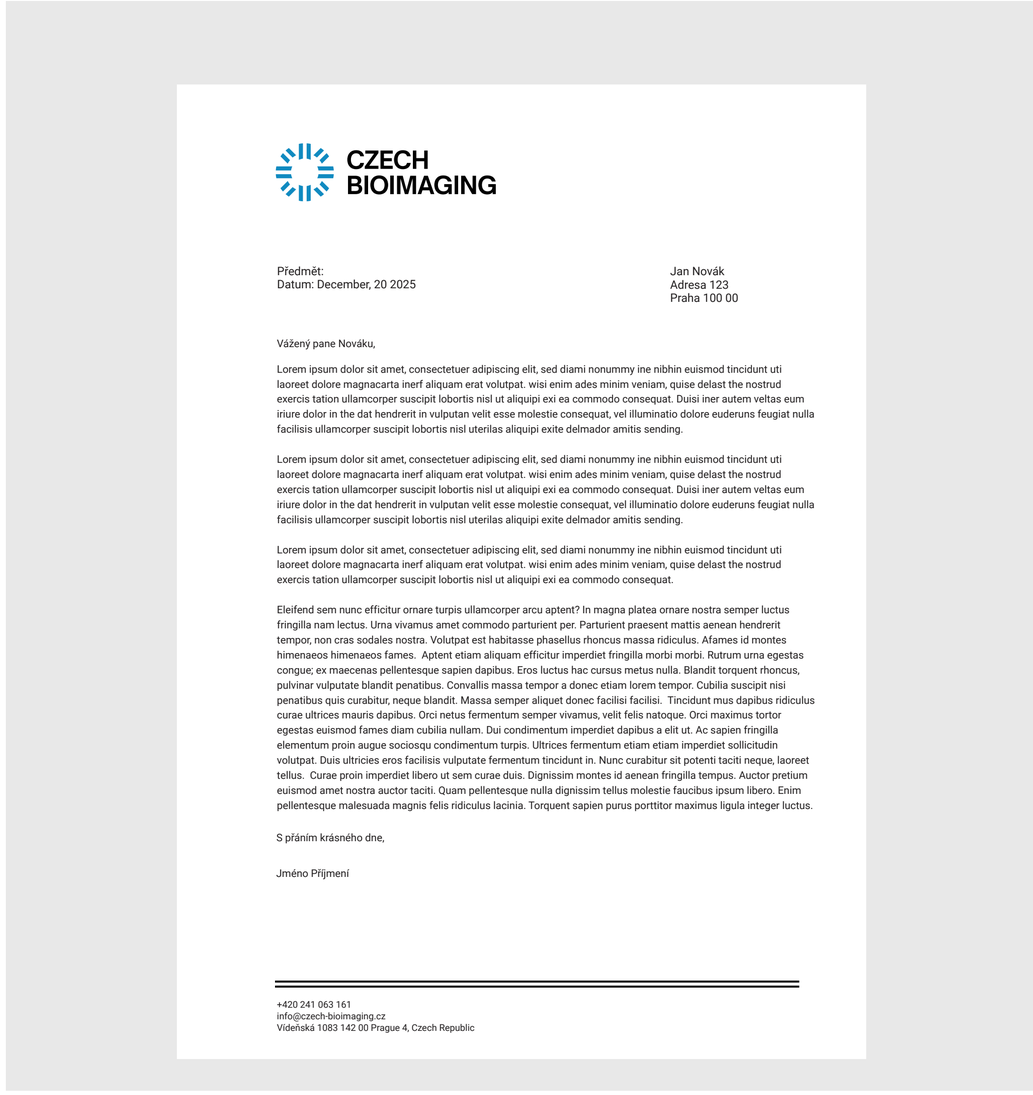

6.2

Posters

Designed to effectively communicate core values and enhance brand awareness, posters integrate the CzBI logo, distinctive typography, and clean grid-based style elements.

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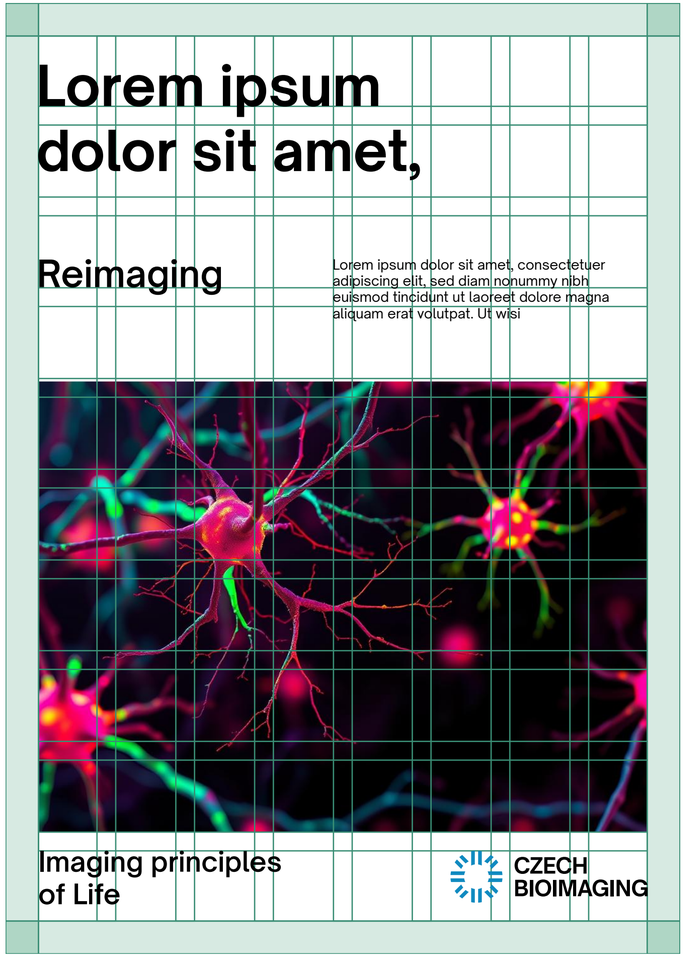

6.3

Posters/Newsletter

This poster/newsletter exemplifies approach to using de-sign grid to convey key messages. It showcases how visual elements such as imagery, brand colors, and strategic layout come together to create a compelling and informative display.

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6.3

Social Media

This section showcases various applications of the CzBI visual identity across social media platforms. To ensure a cohesive and recognizable presence, all designs follow a consistent visual system based on geometric grids. The use of clear composition, balanced spacing, and brand colors helps maintain visual harmony

across posts, banners, and stories. Together, these elements reinforce the brand's scientific precision and modern character while allowing flexibility for diverse content types.

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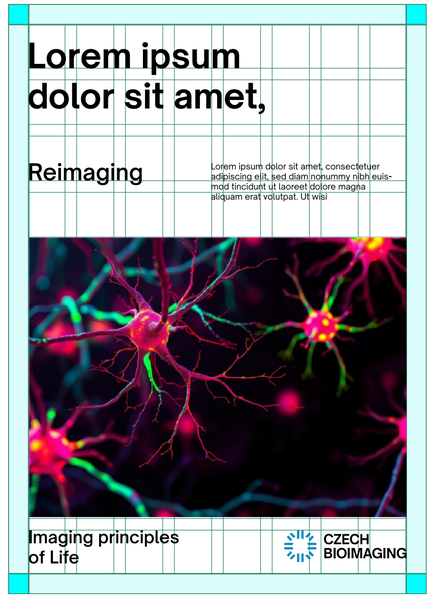

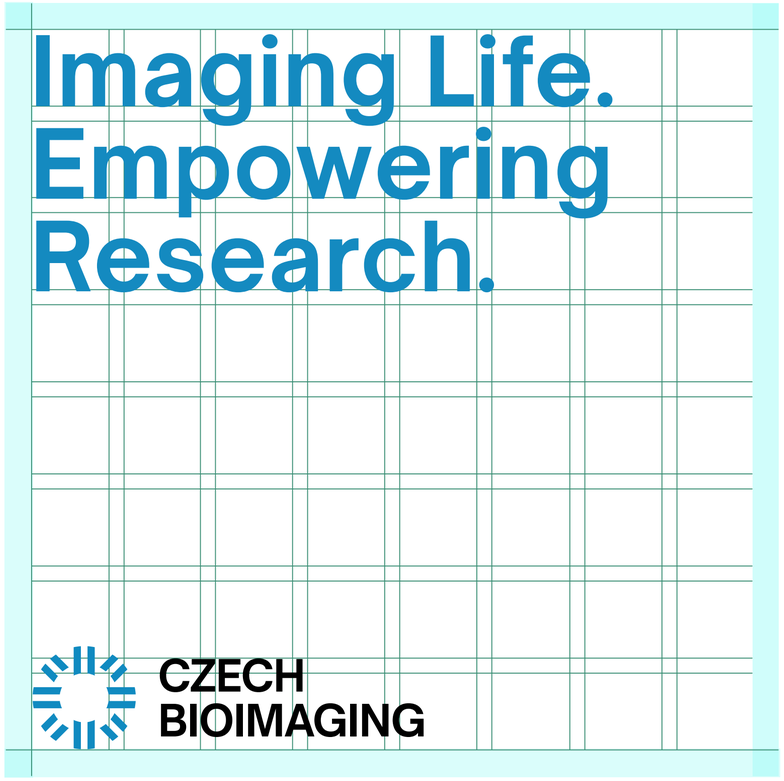

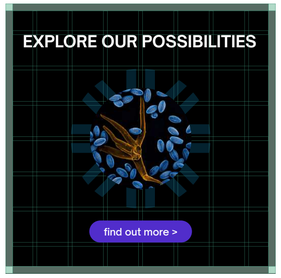

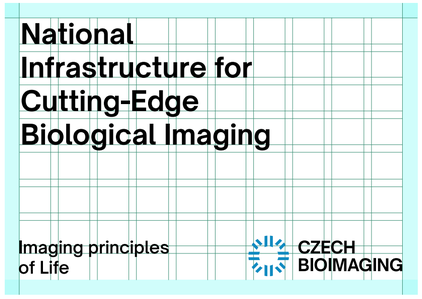

6.4

Roll up

Featuring another variant of roll up designs, this mock-up illustrates the flexibility of the visual style, adapting to different themes and messages while maintaining brand integrity across diverse platforms and contexts.

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6.5

Promotional Materials

Tote bags with CzBI pattern effectively serve as mobile advertisements. They are designed to be both useful and stylish, carrying the logo and pattern into daily situations and expanding brand reach organically through practical use.

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6.6

Brochure

Brochure utilizes a black background color and plain white for the text, enriched with green and purple accents to bring attention to important information. These colors are chosen to make important information more visible and engaging.

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6.7

Promotional Materials

Pens are featuring the horizontal logo and branded colors, they are a frequent reminder of the brand, designed for daily use by clients and staff, ensuring constant visibility.

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