



BioSoft Integrators

Brand Book

Brand Identity and
Style Guide

This guide is to help you understand BioSoft Integrators brand identity, as well as to present implementation strategies. Our goal is to ensure daily usage of our logo adheres to the aesthetic standards set forth and retains its integrity as it heads out in to the world.

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About us

BioSoft Integrators has a full range of solutions and services to meet the needs of your lab or manufacturing facility. Our High Performance Computing (HPC) Systems, LabOptimize™ solution (Laboratory Information Management Systems or LIMS) and our expert software development team enables today's labs to accelerate discoveries with breakthrough science.

Founded by Henry Marentes and Stu Shannon in 2012, combines greater than 40 years experience in the fields of IT, software, hardware and laboratory integration. Both were early thought leaders at Illumina, responsible for the design, integration and global implementation of the "Bead Lab" systems, Infinium LIMS and Automation.



Our Mission

BioSoft Integrators is committed to providing the rapid delivery of a scalable, collaborative and highly configurable Laboratory Information Management System (LIMS) software, High Performance Computing (HPC) clusters, and automation software systems designed to address the unique needs of our customers' laboratory and data management requirements.

We execute our mission by offering a comprehensive mix of professional integration services and customization of revolutionary hardware and software technology platforms that allow our customers to focus on their mission – the endless possibilities of science.





Primary Logo

Our logo reveals our strengths; Support and seamless integration. Represented by the DNA double helix strands that fuse in position and color to shape the B, marking the beginning of the company's name. The design of our logo reflects our commitment to build the informatics backbone of life science laboratories, so our customers can focus on their mission.

This is the version of the logo that is to be used across all primary brand applications. This serves the purpose to help audiences easily identify the BioSoft Integrators brand in its web presence, ads, templates and any disseminated materials to help ensure an image of solidarity and professionalism. To ensure success of the brand, care and respect should be exercised in every application and used according to these guidelines.



Minimum Size

The smallest the logo should be represented is 2" wide

Secondary Logos

BioSoft Integrators secondary badges can be used in place of the primary logo but should never be used directly next to the primary logo. This is in order to avoid a repetitive look and is considered ineffective brand usage.

The isotype or symbol, can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. The use of the letter from the logo is also allowed, for example when needed in plain text to reinforce the name of the company visually.



1. Isotype / Symbol
2. Typography / Letter

2 **BioSoft** Integrators

Logo Usage

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the logo from any competing graphic like other logos or anything that might conflict with it.

The minimum safe zone is defined as the height of the **B**. The minimum space should be maintained as the logo is proportionally resized.



Unacceptable Usage

To maintain the integrity of the brand it is necessary to follow a few rules.

1. Don't rotate.
2. Don't squash or stretch.
3. Don't place elements of any kind in the logo clear space.
4. Don't resize any part.
5. Don't overlap the elements.
6. Don't change to unpermitted colors.
7. Don't use shadows.



Color usage

The full color logo is the preferred application and can be used in the white or blue tones of the primary color palette.



Monochrome

When monochrome is used, then all elements are black in different percentages.



Alternate white out option

Another option for white out applications.



White out

When a white out application is needed these are the available options.



Blue version

The only other color option available and permitted for logo applications.

Primary Colors

These colors comprise the primary design elements of the logo and are key indicators of the BioSoft Integrators brand design aesthetic. Dark blue should be used for title heads while light blue and green act as supporting colors for backgrounds and other ancillary design elements.

Example of uses: Headlines, business cards, letterheads, newsletters, sales templates.



Pantone 5463 CP | Hex: #1a2f3a
C: 87% R:26
M: 69% G: 47
Y: 54% B: 58
K: 55%



Pantone 7477 C | Hex: #1E4A6F
C: 95% R: 30
M: 72% G: 74
Y: 34% B: 111
K: 19%



Pantone 298 C | Hex: #2EB7EA
C: 66% R: 46
M: 7% G: 183
Y: 0% B: 234
K: 0%



Pantone 346 C | Hex: #67C07D
C: 61% R: 103
M: 0% G: 192
Y: 69% B: 125
K: 0%

Secondary Colors

The secondary colors are used in combination with or separately from the primary colors. These are meant to add extra depth and interest to designs.

Example of uses: Supplemental touchpoints.

Pantone P 79-16 U | Hex: #60514e
C: 55% R: 96
M: 60% G: 81
Y: 59% B: 78
K: 34%



Pantone Cool Grey 8U | Hex #939598
C: 0% R:147
M: 0% G: 149
Y: 0% B: 152
K: 50%



Pantone P 113-4 U | Hex #70A1C0
C: 57% R: 112
M: 26% G: 161
Y: 14% B: 192
K: 0%



Pantone 5473 CP | Hex #14686D
C: 88% R:20
M: 43% G: 104
Y: 50% B: 109
K: 19%



Typography

The following sets of typefaces should be used across all communication, both print and web. Their usage helps to convey an image of solidarity and professionalism and strengthens the brand identity across all mediums.

Alternative fonts

The following font stacks must be used when an email is written, or another form of digital communication is necessary, and the primary fonts are unavailable. They help control the look of your communications across different formats and devices.

Sans-serif: Helvetica, Arial.

Serif: Times New Roman.

League Gothic

Use for headlines.

League Gothic

Regular

A a B b C c D d F f G g H h I i J j K k L l M m N n O o P p Q q
R r S s T t U u V v W w X x Y y Z z
1 2 3 4 5 6 7 8 9 0 ! ?

Montserrat

Use for display copy, body text, and everything between.

Montserrat

Regular

A a B b C c D d F f G g H h I i J j K k L l
M m N n O o P p Q q R r S s T t U u V v W w
X x Y y Z z
1 2 3 4 5 6 7 8 9 0 ! ?

Open Sans

Use for display copy such as captions and for secondary texts.

Open Sans

Regular

A a B b C c D d F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
1 2 3 4 5 6 7 8 9 0 ! ?

Typography usage

League Gothic

Title line

Montserrat

Montserrat Bold

Some sub-tittle

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.



1.1 Image title

1825 Gillespie Way, Suite 202
 El Cajon, CA 92020
 (P) +619-793-5095
 www.biosoftintegrators.com

Open Sans



Montserrat



Photo background

There are several ways the logo can be implemented on a photographic background, but each option should be exercised with care always to make sure logo isn't obstructed or obfuscated by the image.

In some cases, it might be better to use the solid white or blue logo (from the primary colors) on top of a background image.

Some tips:

1. Photos with solid white or darker backgrounds work best.
2. Applying a lighter transparent overlay on an image helps makes text more readable.



CORRECT



WRONG



CropWerx

Cultivated by BioSoft

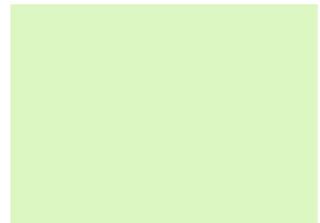
Color Scheme

The following colors are thinking to create style and appeal for the CropWerx LIMS application.



Hex: #7FBE41

Primary button, Active primary menu items background



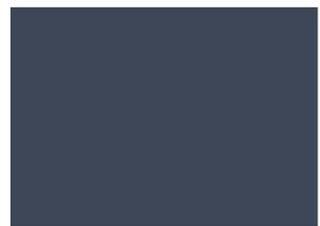
Hex: #DDF8C3

Task menu background, alternate row background for plate, row hover color



Hex: #6D6E71

Group menu background-color, Plate rack table header background-color, Page Header, Sub headers



Hex: #3D4757

Body content and input field text color

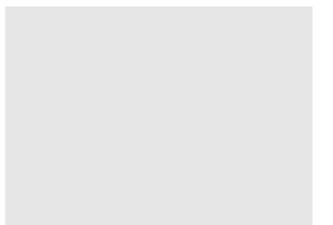
Hex: #BCBDBF
Placeholder text color for input fields



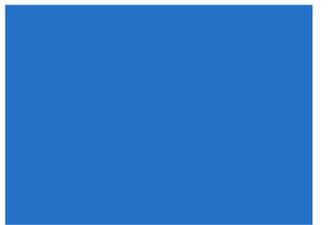
Hex: #CCCCCC
Input field and table cell border color



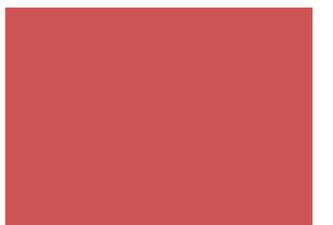
Hex: #E7E7E7
Table header background-color



Hex: #2571C9
Hyperlinks (for example: Add barcodes, Add samples, edit, etc...)



Hex: #CE5454
Form field validation errors and border-color



Hex: #00C714
Radio button background-color



Font

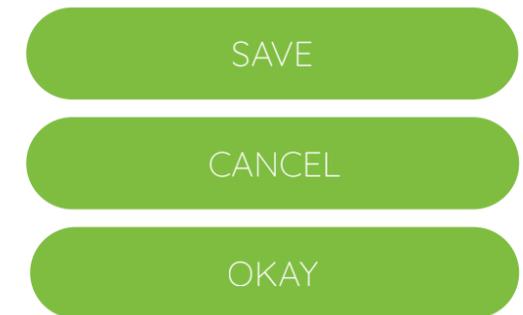
The LIMS Font is Quicksand, is available to download directly from google fonts at: <https://fonts.google.com/specimen/Quicksand>.

Do not use other fonts, below is displayed the right way to apply the font in each UI element.

UI Element	Font-weight	Size	Color	Usage
P	Normal	16px	#3D4757	Body text, Sub header text, input field text
H1	Light	32px	#6D6E71	Page Titles
H2	Medium	22px	#6D6E71	Section Titles
H3	Normal	18px	#6D6E71	Sub-sections
H4	Bold	16px	#3D4757	Table Headers
H5	Normal	14px	#6D6E71	Content in tables
H6	Normal	13px	#6D6E71	Footer information (copyright and version info.)

Call-To-Action and Link Styles

UI Element	Primary Button
Font-family	Quicksand
Font-weight	Bold
Text-transform	Capitalization
Size	16px
Color	#FFFFFF
Background-color	#7FBE41
Border-radius	25
Border	2px solid #7FBE41
Width/Height	225px/42px
Usage	Save, Okay, Cancel



UI Element	Secondary Button
Font-family	Quicksand
Font-weight	Bold
Text-transform	Capitalization
Size	16px
Color	#6D6E71
Background-color	#FFFFFF
Border-radius	25
Border	2px solid #7FBE41
Width/Height	225px/42px
Usage	Verify



Call-To-Action and Link Styles

Primary Logo

UI Element	Hyperlinks
Font-family	Quicksand
Font-weight	Bold
Text-transform	Capitalization
Size	14px
Color	#2571C9
Background-color	None
Border-radius	N/A
Border	N/A
Width/Height	N/A
Usage	Back, Add, Barcodes Remove...

-  ADD COMMENTS
-  ADD SAMPLES
-  UPLOAD FILE
-  DOWNLOAD
-  REMOVE
-  CHANGE
-  CANCEL
-  BACK
-  EDIT

UI Element	Hyperlinks
Font-family	Quicksand
Font-weight	Bold
Text-transform	Capitalization
Size	14px
Color	#6D6E71
Background-color	None
Border-radius	N/A
Border	N/A
Width/Height	N/A
Usage	Editing, Comments Saved

 COMMENTS SAVED - [EDIT](#)



CropWerx
Cultivated by BioSoft

Secondary Logos

1. Isotype / Symbol



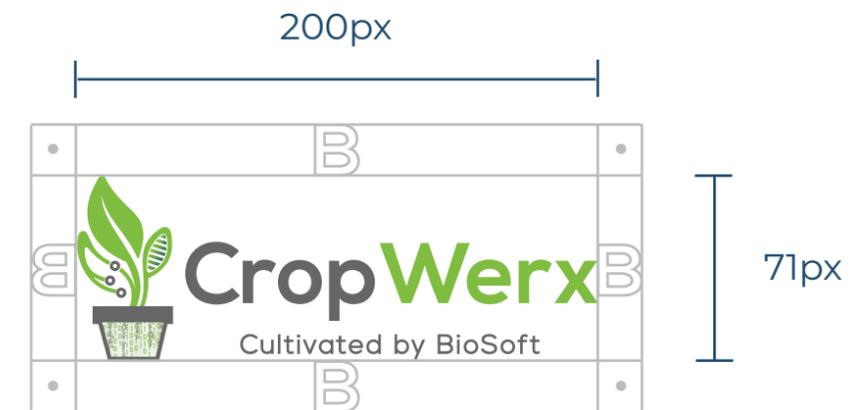
2. Typography / Letter

CropWerx
Cultivated by BioSoft

Logo Usage

Place logo image on every screen of the CropWerx LIMS application.

The minimum safe zone is defined as the height of the **B**. The minimum space should be maintained as the logo is proportionally resized.



Unacceptable Usage

To maintain the integrity of the brand it is necessary to follow a few rules.

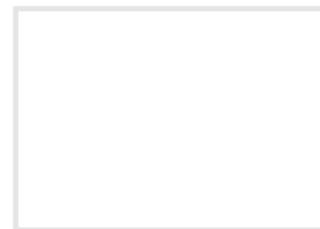
1. Don't rotate.
2. Don't squash or stretch.
3. Don't place elements of any kind in the logo clear space.
4. Don't resize any part.
5. Don't overlap the elements.
6. Don't change to unpermitted colors.
7. Don't use shadows.



LabOptimizeTM LIMS

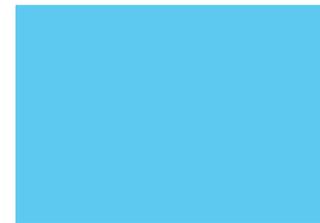
Color Scheme

The following colors are thinking to create style and appeal for the BioSoft LIMS application.



Hex: #FFFFFF

Primary button, Active primary menu items background



Hex: #5ECAE1

Task menu background, alternate row background for plate, row hover color



Hex: #2EB7EA

Group menu background-color, Plate rack table header background-color, Page Header, Sub headers



Hex: #192E3A

Task menu background when task is selected.

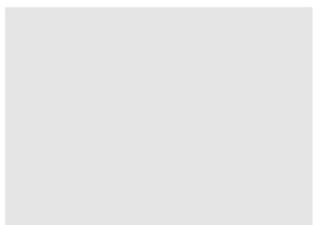
Hex: #BCBDBF
Placeholder text color for input fields



Hex: #CCCCCC
Input field and table cell border color



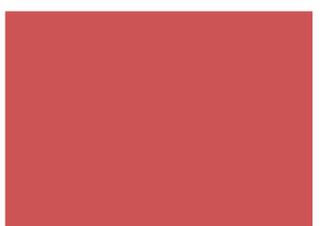
Hex: #E7E7E7
Table header background-color



Hex: #2571C9
Hyperlinks (for example: Add barcodes, Add samples, edit, etc...)



Hex: #CE5454
Form field validation errors and border-color



Hex: #00C714
Radio button background-color



Font

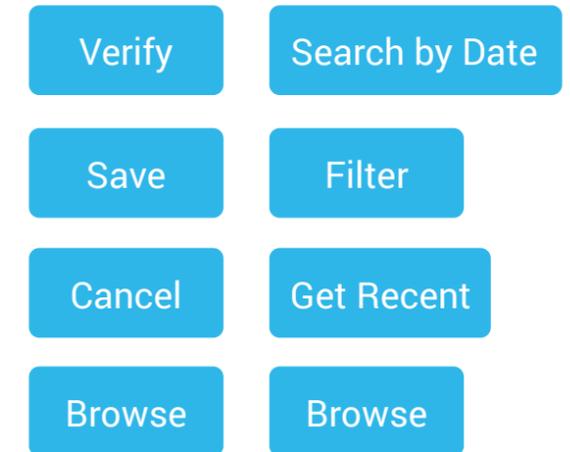
The LIMS Font is **Roboto**, is available to download directly from google fonts.

Do not use other fonts, below is displayed the right way to apply the font in each UI element.

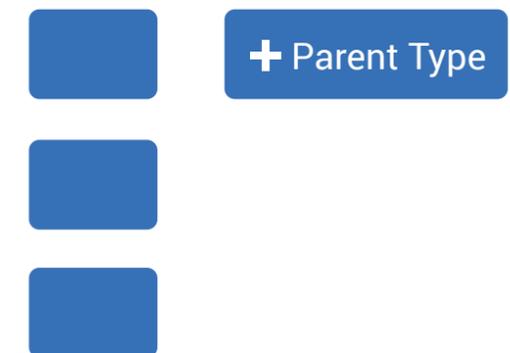
UI Element	Font-weight	Size	Color	Usage
P	Ligth	16px	#1d496e	Body text, Sub header text, input field text
H1	Medium	40px	#1d496e	Page Titles
H2	Ligth	18px	#1d496e	Section Titles
H3	Medium	13px	#1d496e	Sub-sections
H4	Bold	23px	#1d496e	Table Headers
H5	Ligth	16px	#1d496e	Content in tables
H6	Normal	13px	#ffffff	Footer information (copyright and version info.)

Call-To-Action and Link Styles

UI Element	Primary Button
Font-family	Roboto
Font-weight	Regular
Text-transform	Lower Case
Size	14px
Color	#FFFFFF
Background-color	#2EB7EA
Border-radius	4
Border	2px solid #2EB7EA
Width/Height	225px/42px
Usage	Save, Okay, Cancel, Filter, Browse, etc.



UI Element	Secondary Button
Font-family	N/A - Roboto
Font-weight	N/A - Regular
Text-transform	N/A - Lower Case
Size	14px
Color	#FFFFFF
Background-color	#3670B7
Border-radius	4
Border	2px solid #7FBE41
Width/Height	N/A
Usage	Edit, Change Password, Add New User, Parent Type



Call-To-Action and Link Styles

Call-To-Action and Link Styles

UI Element	Secondary Button
Font-family	Roboto
Font-weight	Regular
Text-transform	Lower Case
Size	12px
Color	#FFFFFF
Background-color	#CE5455
Border-radius	4
Border	.25px solid #CE5455
Width/Height	225px/42px
Usage	Inactive



UI Element	Secondary Button
Font-family	N/A
Font-weight	N/A
Text-transform	N/A
Size	14px
Color	#FFFFFF
Background-color	#CE5455
Border-radius	4
Border	2px solid #7FBE41
Width/Height	N/A
Usage	Delete



UI Element	Secondary Button
Font-family	Roboto
Font-weight	Regular
Text-transform	Lower Case
Size	12px
Color	#FFFFFF
Background-color	#3EB44A
Border-radius	4
Border	.25px solid #3EB44A
Width/Height	225px/42px
Usage	Active



UI Element	Secondary Button
Font-family	N/A
Font-weight	N/A
Text-transform	N/A
Size	14px
Color	#FFFFFF
Background-color	#3EB44A
Border-radius	4
Border	2px solid #3EB44A
Width/Height	N/A
Usage	Deactivate User



Call-To-Action and Link Styles

UI Element	Secondary Button
Font-family	N/A
Font-weight	N/A
Text-transform	N/A
Size	14px
Color	#000000
Background-color	#FFFFFF
Border-radius	4
Border	2px solid #7FBE41
Width/Height	N/A
Usage	Copy, CSV, Print



HPC
(High Performance Computing Solutions)

HPC ADS

The following images are an example of the correct use for the brand.

When the HPC is displayed completely use the wording aside, below or above not over.

EXAMPLE TEXT

EXAMPLE TEXT

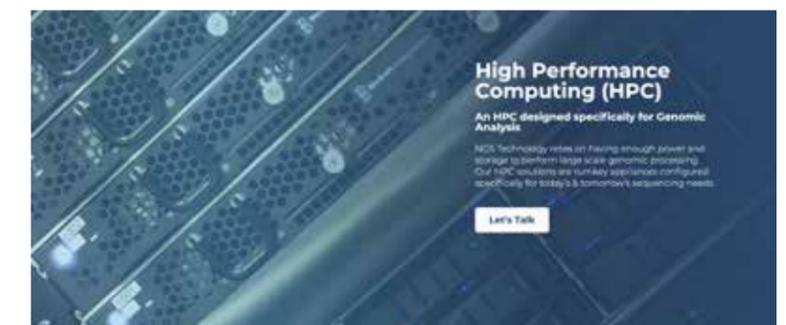
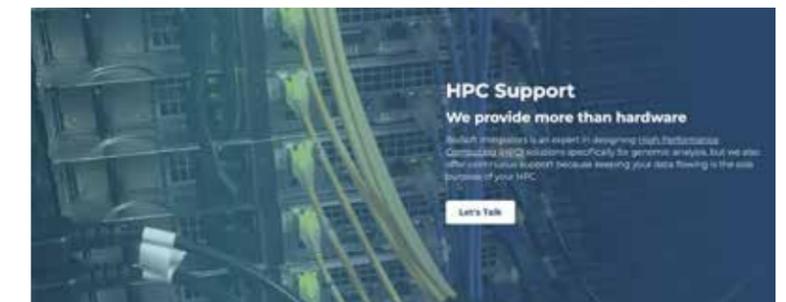
**Lorem ipsum dolor sit
amet, consectetur
adipiscing
elit, sed do
eiusmod tempor
incididunt ut labore et**



EXAMPLES



For text over, aside below, above or backgrounds use images with a zoom o closer look.
When an overlay is used is important to use only the brand colors.



Final Comments

In summary, the aim of this guide is to lay out acceptable usage and brand standards that are expected to be exercised across all communications and platforms. Their goal is to achieve a consistent and professional brand identity through usage and application of the standards laid out within this guide, while providing a variety of options and tools to maintain effective communication with clients and colleagues alike. If ever in doubt, feel free to contact the Marketing and Design area and we'll be more than happy to address any questions or concerns.



