



BRAND GUIDELINES
JANUARY 2026

1.1

LOGO

The logo consists of two main elements: the emblem and the logotype. The emblem may be used independently only in exceptional cases, while the logotype may only appear together with the emblem. Their combined usage is regulated in detail by the brand guidelines. Two formal versions may be used: primary horizontal and secondary vertical.

The logo is constructed using defined proportions, a 23.5° angle, the Poppins Regular typeface, and rounded corners.

PRIMARY VERSION
HORIZONTAL LOCK-UP

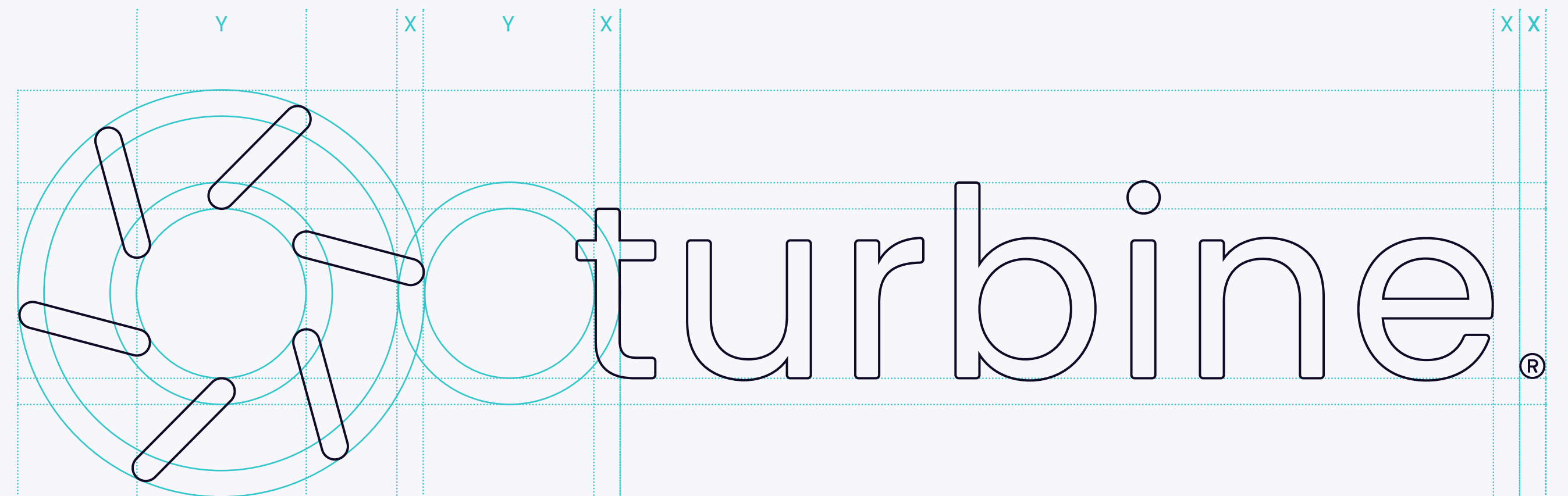
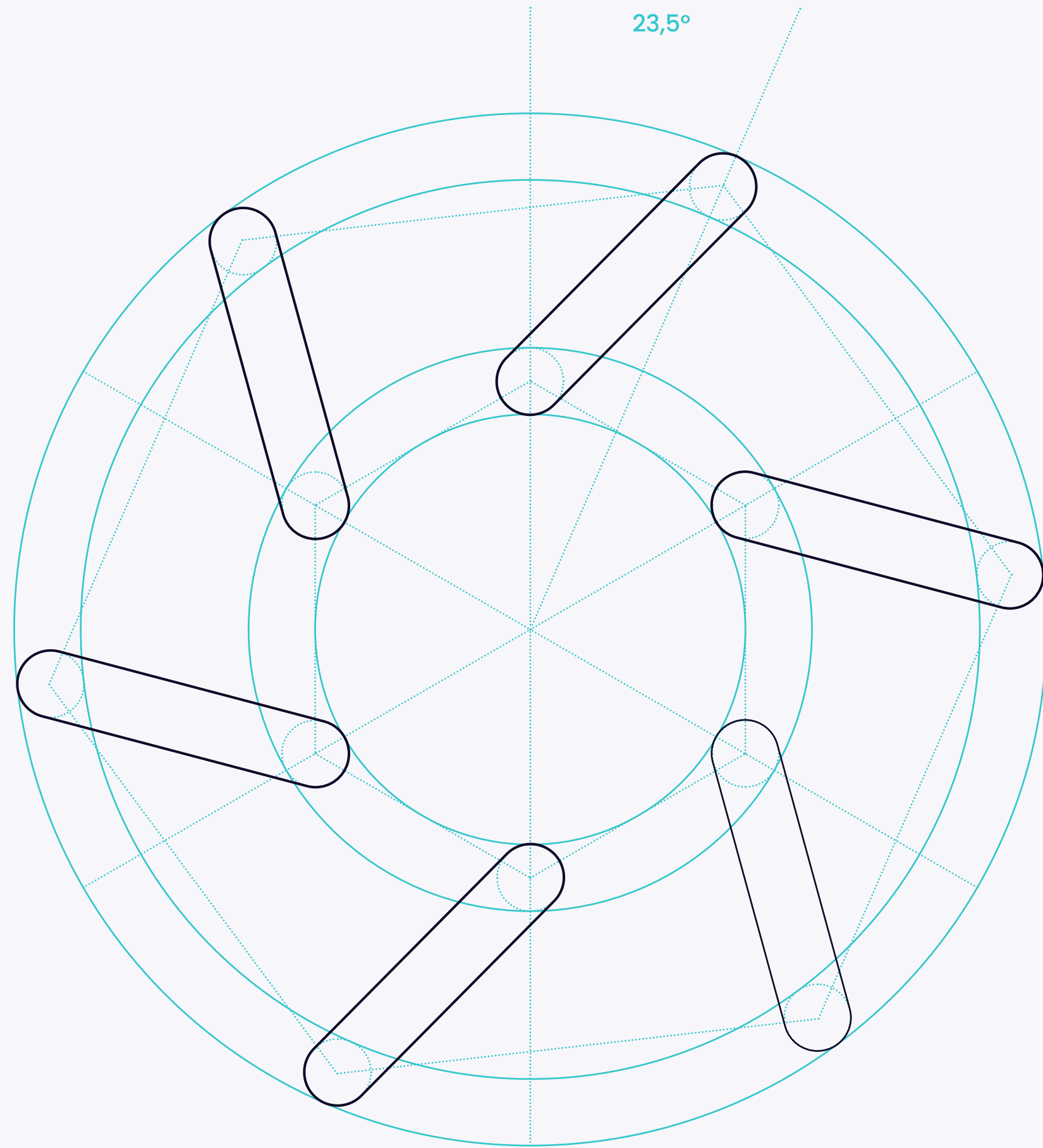


SECONDARY VERSION
VERTICAL LOCK-UP



1.2

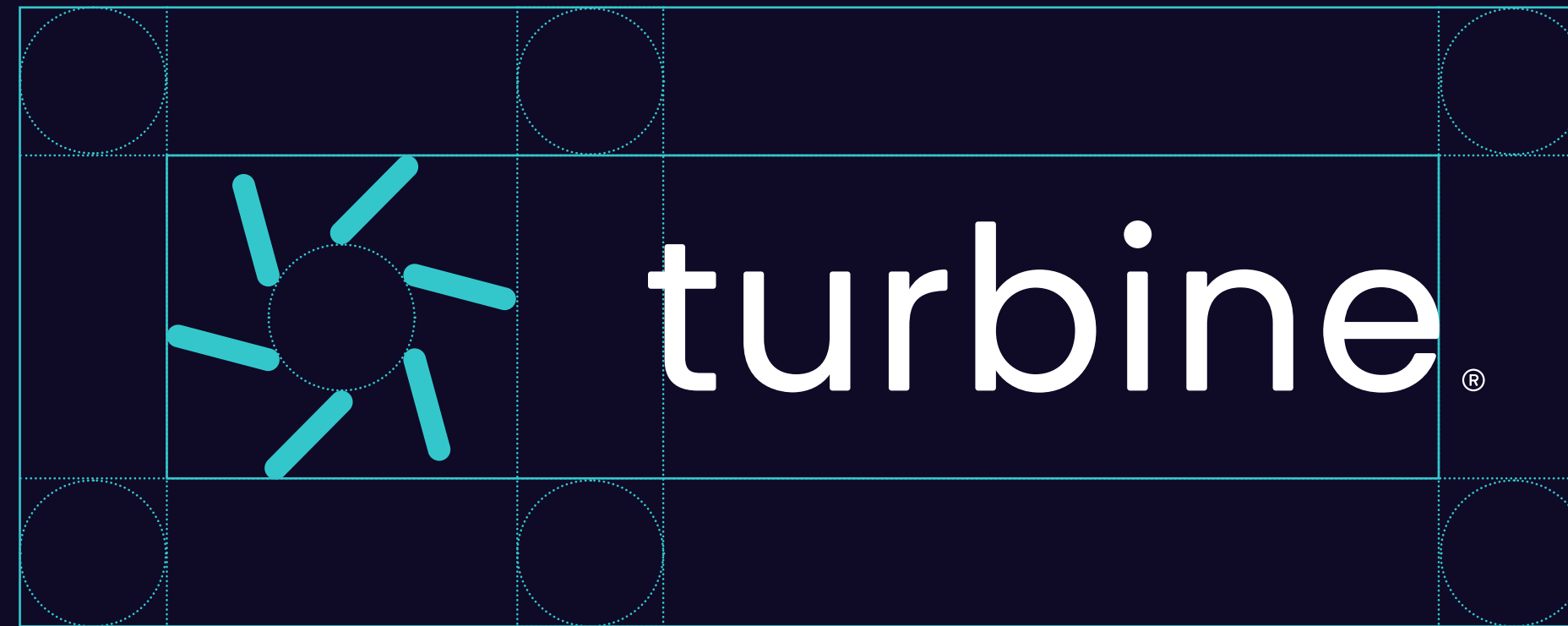
LOGO STRUCTURE



1.3

CLEAR SPACE

The mandatory clear space defines the empty area around the logo. Its size is determined by the emblem's inner radius. No graphic elements, logos, text, or detailed backgrounds may appear.



1.4

LOGO SIZING

Defining the minimum size of the logo is essential for readability. Minimum width: 150 px on screen and 15 mm in print.



150 PX / 15 MM WIDE



1.5

The inverted logo variations are to be used on lighttoned backgrounds. These versions are identical in form to the primary logo; the only difference is in the logotype color, which in this case is dark blue instead of white.

Monochrome, singlecolor versions of the logo may also be used in exceptional cases. The positive monochrome version should be used on the brand turquoise and coral colors, as well as whenever fullcolor printing is not possible.

The negative monochrome version of the logo should be used on darktoned surfaces, detailed photos, or illustrations, in a watermarklike manner. The same rules apply to sizing and placement as for the primary logo versions.

LOGO VARIATIONS

NEGATIVE MUTATIONS



MONOCHROME POSITIVE MUTATIONS



MONOCHROME NEGATIVE MUTATIONS



1.6

MISUSES

To preserve the integrity of the visual identity, the logo must not be used in the following ways:

- A It is forbidden to change the logotype typeface.
- B It is forbidden to modify the logo colors.
- C It is forbidden to distort the logo, either horizontally or vertically.
- D It is forbidden to add effects to the logo.
- E It is forbidden to alter the proportion between the symbol and the logotype.
- F It is forbidden to place the logo on mid tone backgrounds or on rich, detailed photos that do not provide adequate contrast; in such cases, the negative monochrome version must be used.



2.1

PRIMARY COLOR PALETTE

Consistent use of the brand colors is essential to maintaining a unified visual identity.

For print, CMYK or PANTONE values must be used to ensure accurate color reproduction. On digital surfaces, RGB values should be used, and online the HEX codes apply.

The 66% and 33% tints of these colors may also be used in more complex illustrations.

OXFORD BLUE	TURBINE PURPLE	TURBINE CORAL	TURBINE TURQUOISE	MAGNOLIA	LAB WHITE
HEX #0FOA26 RGB 15 10 38 CMYK 87 84 53 71 PANTONE 5255 C	HEX #9E5BA6 RGB 158 91 166 CMYK 41 76 0 0 PANTONE 2583 C	HEX #FF6666 RGB 255 102 102 CMYK 0 75 52 0 PANTONE 178 C	HEX #33C7CC RGB 51 199 204 CMYK 65 0 24 0 PANTONE 319 C	HEX #E9E6F2 RGB 233 230 242 CMYK 7 8 0 0 PANTONE 656 C 50%	HEX #FFFFFF RGB 255 255 255 CMYK 0 0 0 0 PANTONE WHITE C
66%	66%	66%	66%	66%	
33%	33%	33%	33%	33%	

2.2

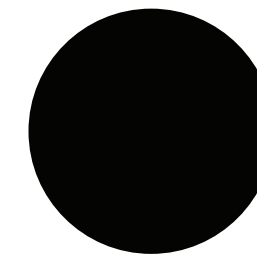
SECONDARY COLOR PALETTE

The variety of applications makes the use of secondary colors necessary as well. These complementary colors can be used in illustrations, data visualizations, and in situations where the primary palette is not sufficient.

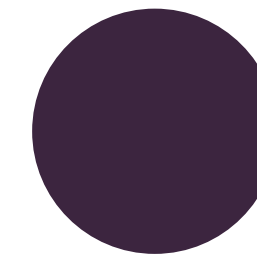
The next page shows the recommended usage ratios for the colors in the palette.

DARK PALETTE

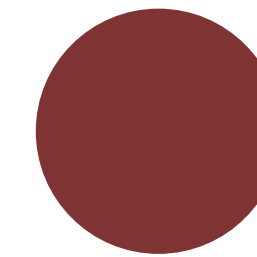
FOR DATA VISUALIZATION AND ILLUSTRATIONS



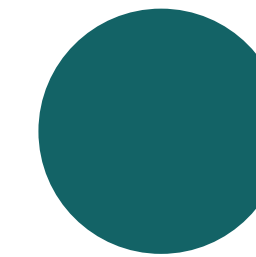
#000000



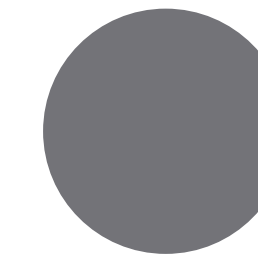
#3D2640



#803333



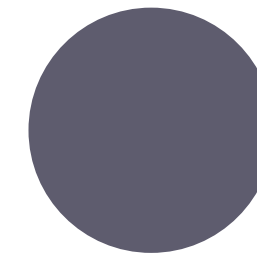
#1A6366



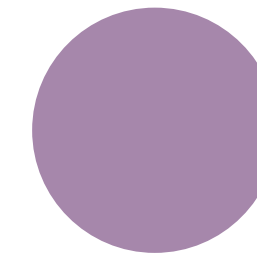
#737378

LIGHT PALETTE

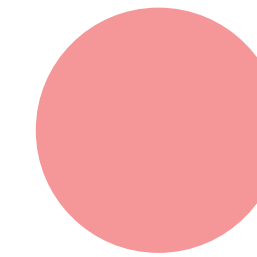
FOR DATA VISUALIZATION AND ILLUSTRATIONS



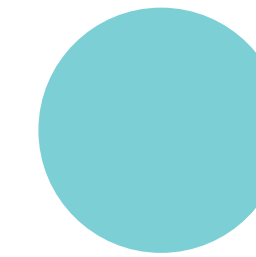
#5E5C6E



#A687AB



#FF9999



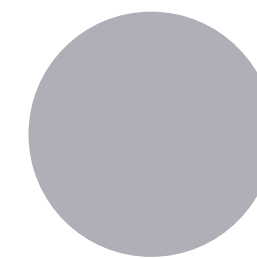
#78D9DE



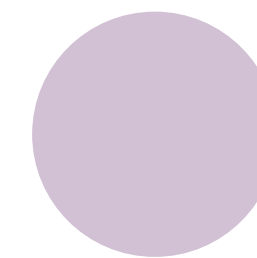
#F0EDF5

OFF WHITE PALETTE

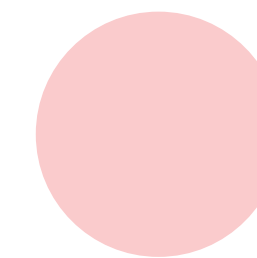
FOR HIGHLIGHTS ON DARK BACKGROUNDS



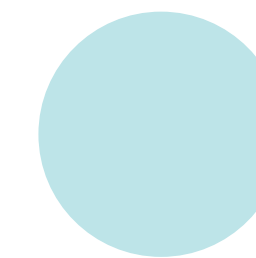
#B0ADB8



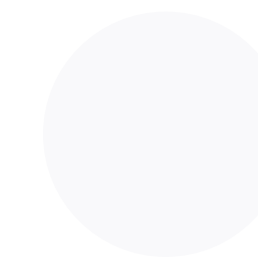
#D4C2D4



#FFCCCC



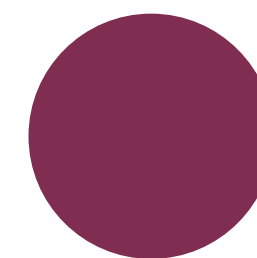
#BAEDED



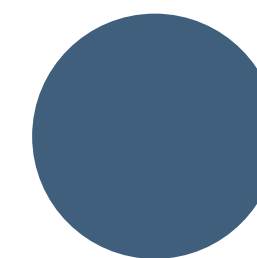
#F7F7FA

COMPLEMENTARY PALETTE

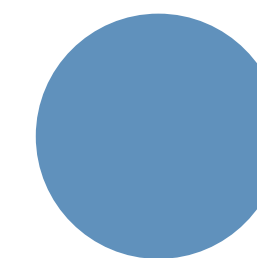
FOR OTHER ILLUSTRATIONS



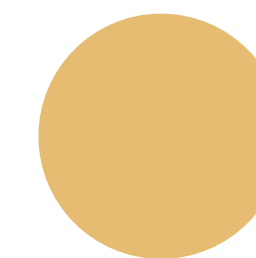
#802E52



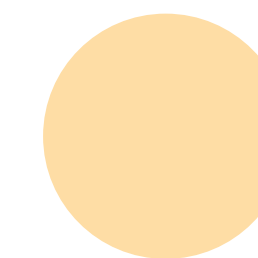
#405E7D



#6191BD



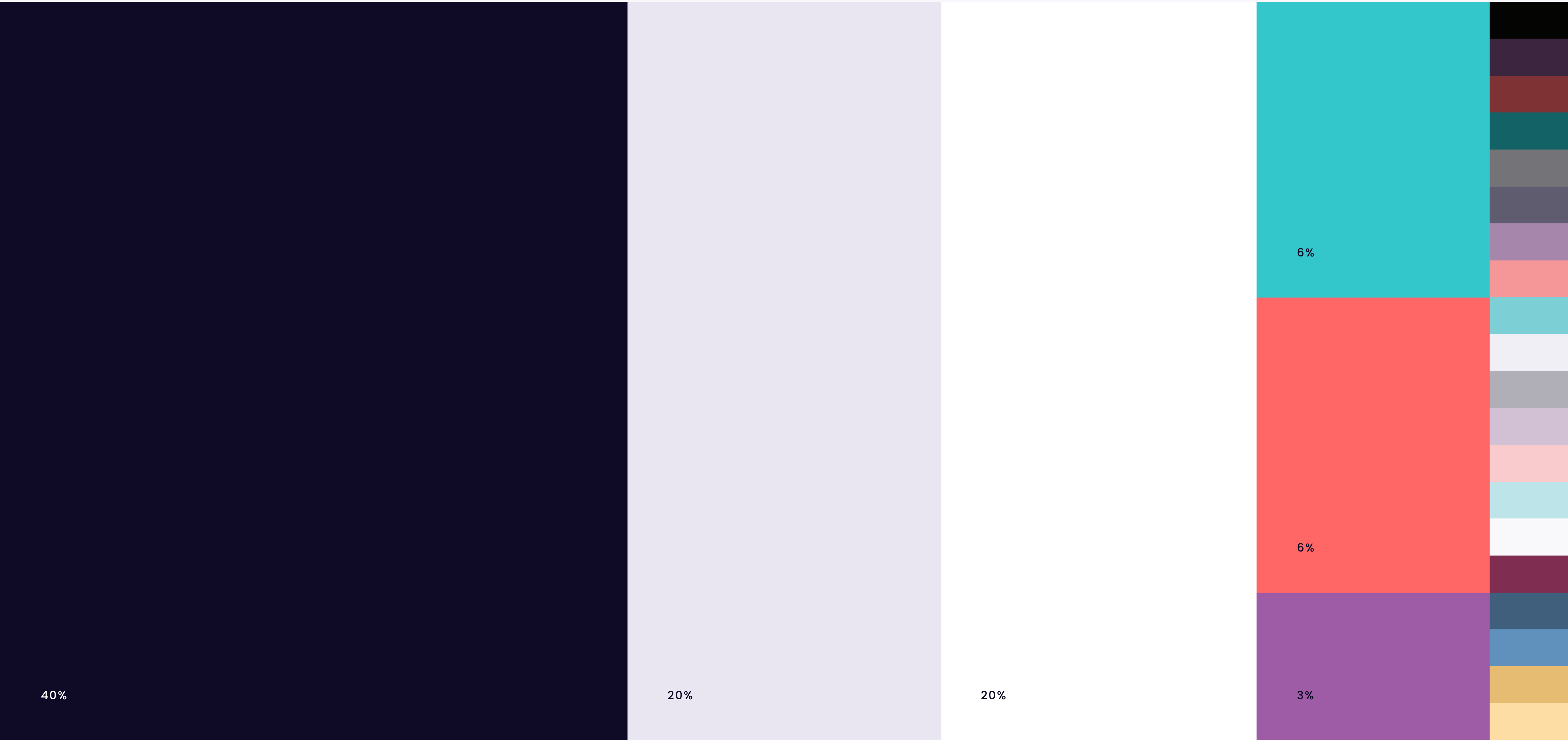
#E5BD73



#FFDEA6

2.3

USAGE RATIOS



3.1

For headlines in large sizes, the uppercase letters of the Pharma Regular weight should be used, with a tracking of 25. Pharma, designed by Optimo Foundry in 2000, is a sans serif typeface inspired by the fusion of organic and technological aesthetics. It features rounded corners and soft joints.

DISPLAY TYPEFACE

PHARMA

DISPLAY TYPEFACE
FOR HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

! ? & @) () { } [\$ € % #

3.2

TEXT TYPEFACE

The typeface used for subheadings and body text is Poppins. Three weights are allowed: Bold, Medium, and Regular. For subheadings, use Bold; for body copy, use Regular; and for small labels or captions, use Medium. Italic styles of these three weights are also permitted.

Poppins is a free, geometric, professional, contemporary typeface that works well across all media, whether print or digital.

In case the brand typefaces cannot be used, for example in emails, Arial should be used as a fallback web safe system font.

Poppins Bold, Medium & Regular

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur elit elit, viverra at dapibus ac, pretium sed tortor. Mauris at orci id lorem tristique pharetra. Donec cursus sed nunc non suscipit. Quisque tortor diam, malesuada at neque sed.

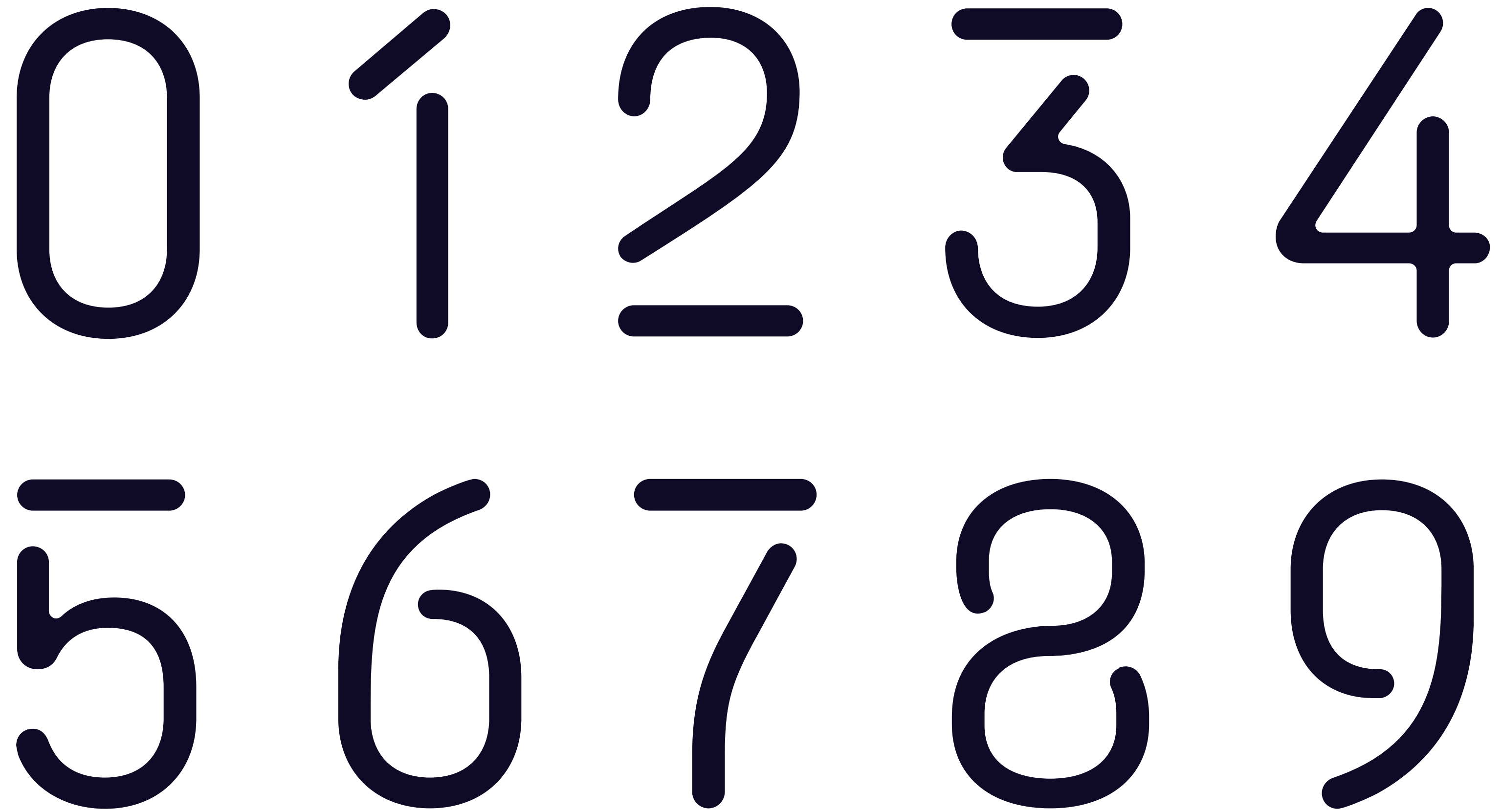
Sed mattis sollicitudin diam quis porttitor. Aenean a semper nibh. Proin in nisl rutrum tortor facilisis sodales quis in dolor. Fusce blandit et massa vel ornare. Suspendisse posuere nibh faucibus lectus sollicitudin, at aliquam dolor faucibus.

THIS IS A SMALL TEXT FOR DATES
AND THE NAME OF THE AUTHORS ETC.

3.3

TYPEFACE FOR NUMERALS

As a supplementary typeface, for the display of large-format numerals, the custom-made font called Turbine Numerals—containing digits only—should be used.



3.4

USAGE EXAMPLES

UNDERSTAND PATIENTS WITH SIMULATED CELLS™

Cancer cells are complex systems hiding interrelated, dynamically changing effects that define their fate. Measuring these effects experimentally is not feasible at scale.

Moreover, biochemical processes that can't be measured, can't turn into training data - limiting the predictions of pure machine learning technologies to known biochemical pathways.



TECH DEEP DIVE

An enhanced insight into the first predictive Simulated Cell™

MAY 2022

67%

less likely to fail *in vitro*

45%

less likely to fail *in vivo*



turbine®

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