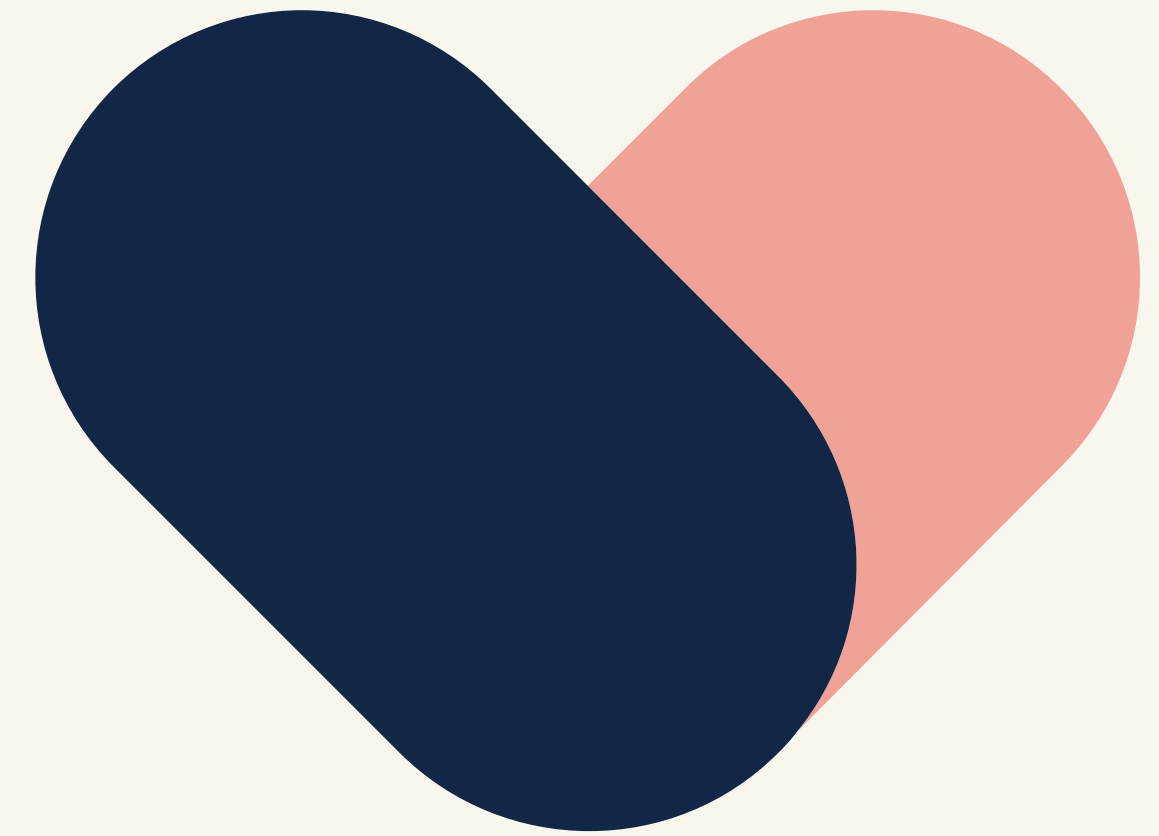


Soft on you , Light on the Nature.

BRAND GUIDELINES



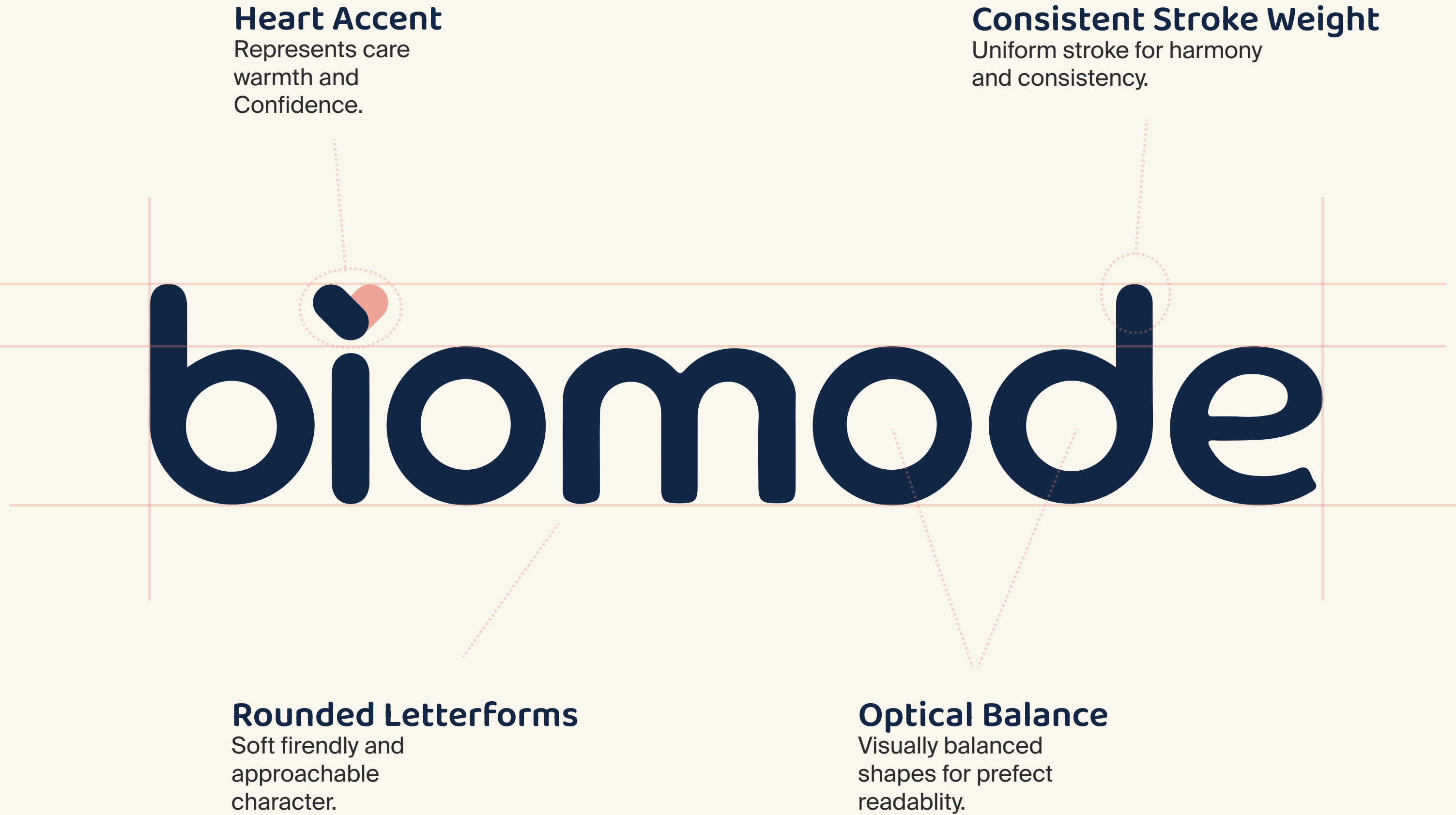
Primary Logo

The primary logo is the most recognizable expression of the Biomode identity. It should be used across all touchpoints to maintain consistency and strengthen brand recognition.



Logo Structure

Built with balanced rounded forms and a soft heart accent, the Biomode logocommunicates comfort, care and approachability. Every element is intentionally designed to preserve clarity and friendliness.



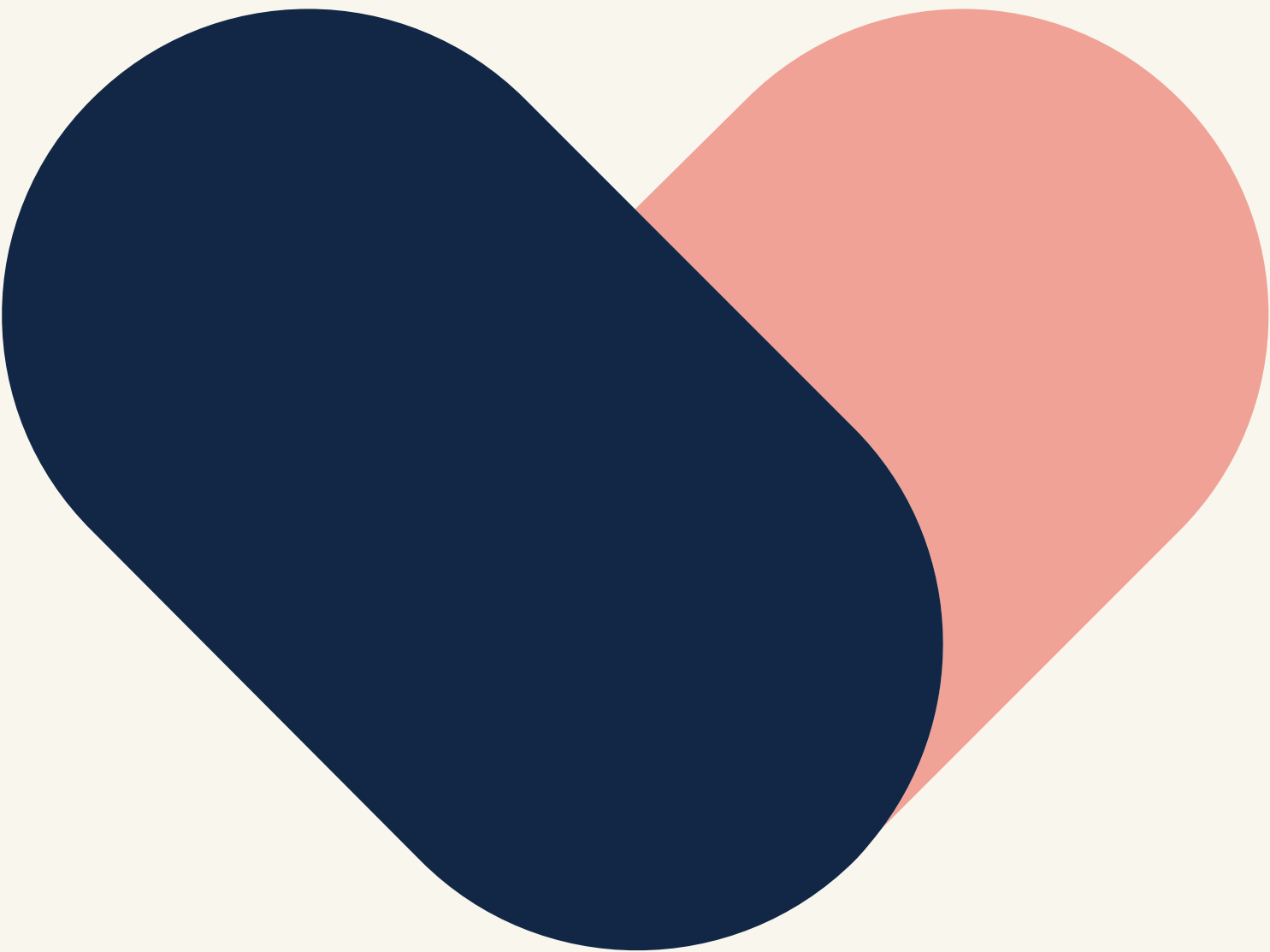
Submark Logo

The Biomode submark is a simplified expression of the primary logo, designed for applications where space is limited while maintaining instant brand recognition. It preserves the brand's rounded forms and signature heart accent, ensuring a consistent identity across digital and physical touchpoints.



Brand Icon

The Biomode icon is the purest representation of the brand's personality. Formed by two soft, overlapping shapes, it symbolizes comfort, care, and the connection between parent and child. Its simple geometry allows it to scale effortlessly while remaining distinctive across every application.



Before & After

From a generic identity to a distinctive brand expression.
The redesigned logo brings together softness, clarity, and confidence creating a visual identity that reflects Biomode's purpose of delivering premium comfort for growing children.

BEFORE

Biomode

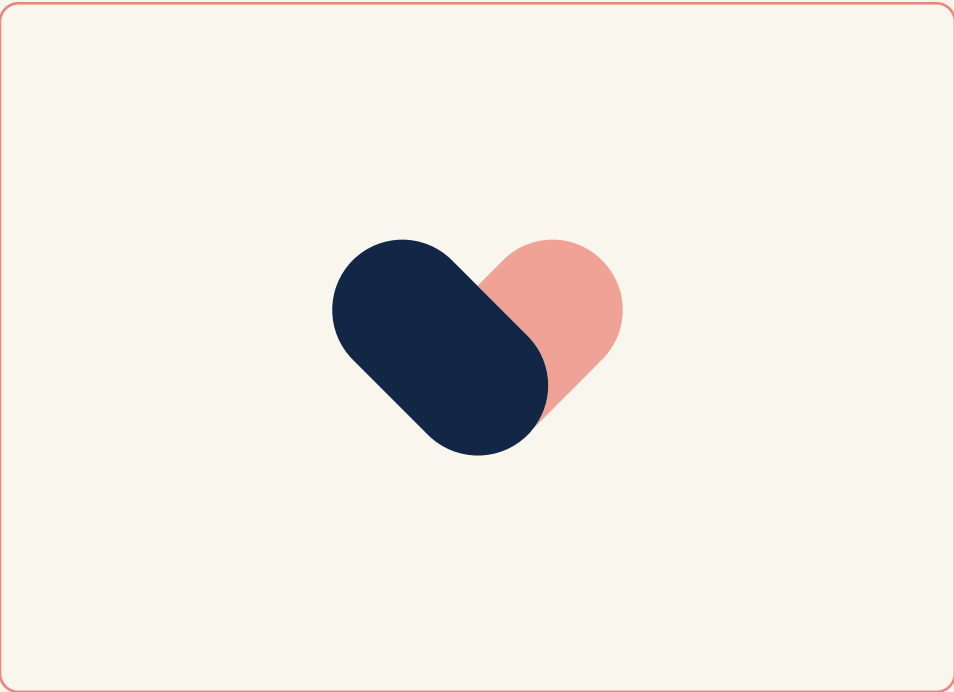


AFTER

biomode

Logo Variations

The logo system includes multiple color variations to adapt across different applications while maintaining consistency.



Monochrome Logos

Monochrome versions are used when color reproduction is limited or unavailable.

The word "biomode" is displayed in a black, lowercase, sans-serif font. The letter 'i' features a small heart-shaped dot above it. The text is centered within a white square.The word "biomode" is displayed in a white, lowercase, sans-serif font. The letter 'i' features a small heart-shaped dot above it. The text is centered within a dark gray square.

Gender Variation

Gender versions are used in tagless labels, also used according to the background color.



For Girls



For Boys

Logo Placement

Maintain sufficient spacing around the logo to ensure clarity and visual impact.



Logo Misuse

To preserve the integrity of the identity, the logo should never be altered or distorted.



Do not stretch or distort.



Do not change the colours.



Do not rotate the logo.



Do not add shadows.



Do not change the heart color.



Do not change the typography.



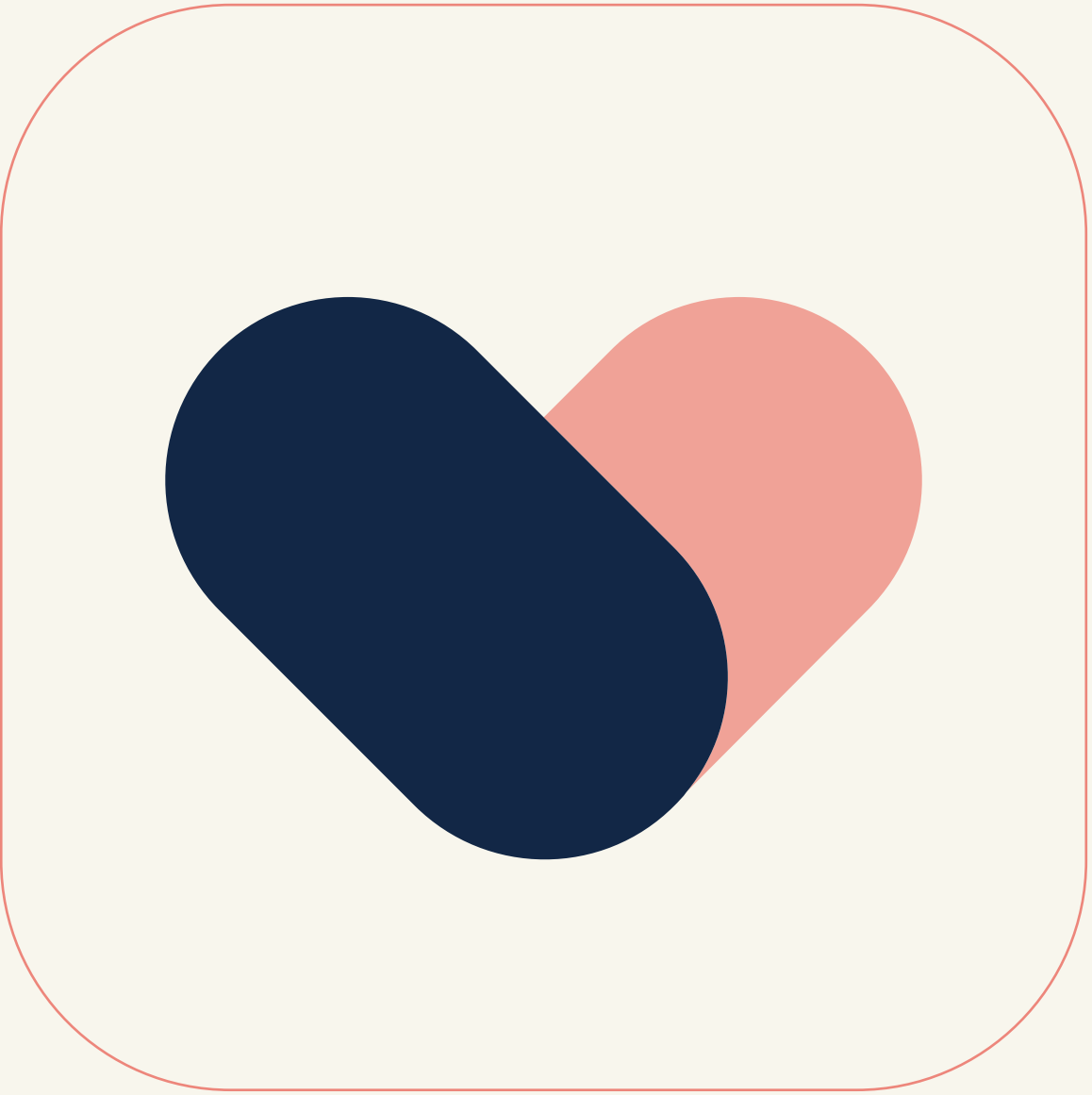
Do not use outlines.



Do not add extra elements.

App Icon Logo

The Biomode icon is derived from the heart symbol and serves as a compact representation of the brand across digital touchpoints.



Primary App Icon
on light background



Secondary App Icon
on dark background

Primary Colour

The Biomode primary colour reflects trust, comfort and confidence. It forms the foundation of the visual identity and should be the most dominant colour across all brand communications.

Biomode Navy

HEX : #122746

RGB : 18 39 70

CMYK : 98 55 43 45

122746



Comfort



Premium



Confidence



Quality



Trust

Recommended usage
70–80% of every composition

Supporting Palette

The supporting colours introduce warmth and softness while complementing the primary identity. They should be used thoughtfully to create balance and visual hierarchy.

Use : 30% Primary Navy , 60% Warm Cream , 10% Coral

 <p>Cream HEX : #F8F6ED Use : Backgrounds</p>	 <p>Soft Coral HEX : #EE867B Use : Highlights , Dividers</p>	 <p>Charcoal HEX : #2B2B2B Use : Typography , Monochrome</p>	 <p>Warm White HEX : #FFFFFF Use : Typography , Negative space</p>
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Primary Typeface

Baloo Bhai 2 brings warmth, softness and personality to the Biomode identity. Its rounded geometry reflects the brand's caring nature while remaining highly legible across digital and print applications.

Aa

Typeface

Baloo Bhai 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ

abcdefghijklmnopq
rtuvwxyz

Weights

Regular
Medium
SemiBold
Bold

Usage

Headlines
Logo
Display Titles
Large Numbers
Product Categories

Secondary Typeface

Suisse Int'l provides clarity and structure to the Biomode identity. Its clean and modern appearance creates the perfect contrast to the expressive primary typeface.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
rtuvwxyz

Typeface

SuisseIntl-Regular

Weights

Light
Regular
Medium
Bold

Usage

Body Copy
Descriptions
Packaging
Labels
Specifications
Website

Stationery & Print

Every printed touchpoint reflects Biomode's commitment to simplicity, warmth and thoughtful design. The stationery system uses clean layouts, soft colours and generous whitespace to create a professional yet approachable brand experience.



Business Card



Letter Head



Envelope

Brand Merchandise

Merchandise extends the Biomode identity beyond products, creating memorable brand experiences through simple, premium everyday objects.



Cap



Tote Bag



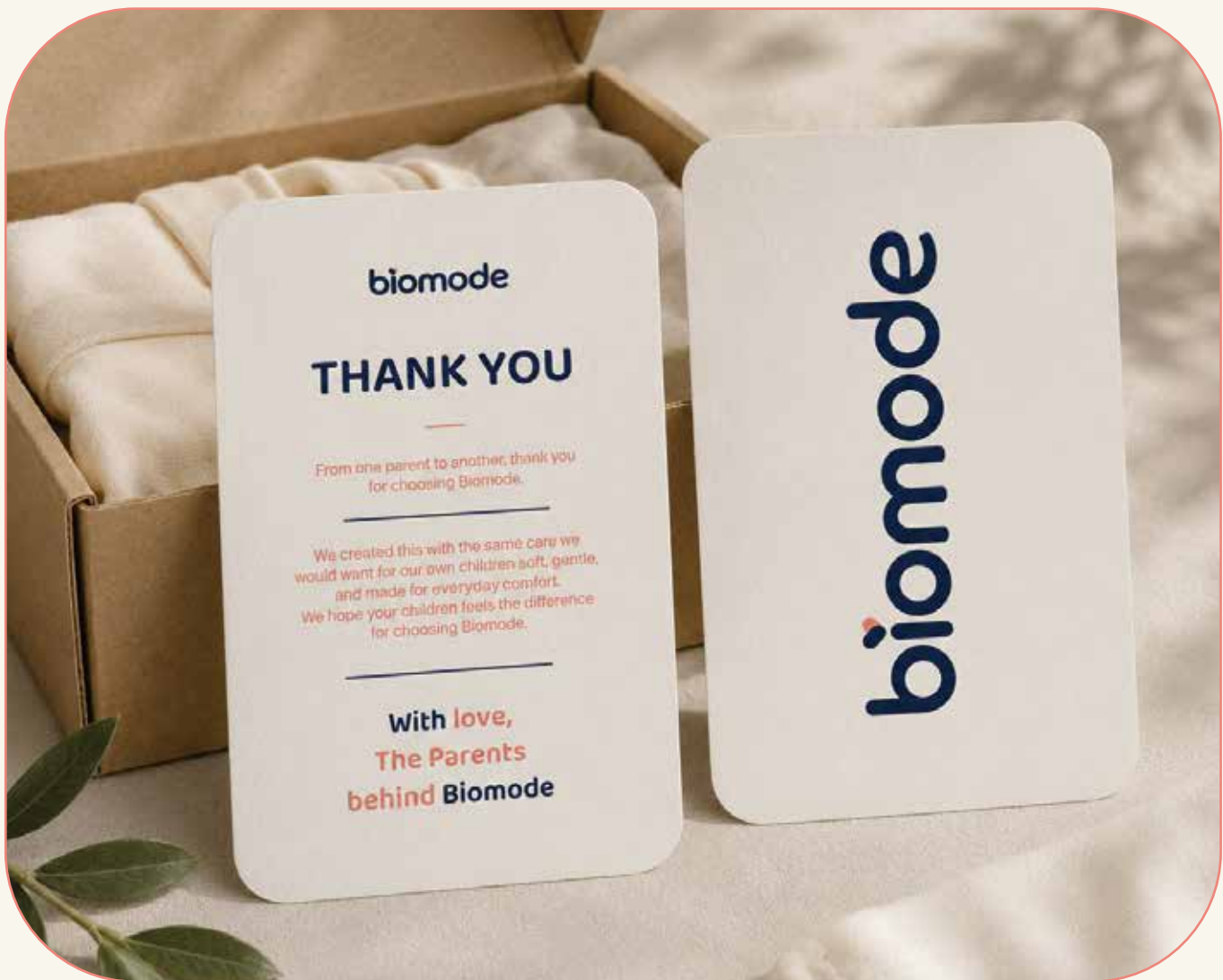
Mug & Bottle

Packaging & Retail

Every customer touchpoint follows the same visual language from the first impression on the shelf to the product worn everyday.



Hand Tag



Thank You Card



Standee

Tagless Label

Every customer touchpoint follows the same visual language from the first impression on the shelf to the product worn everyday, created for both genders.



For Girls



For Boys

Brand Shaped By  ORVYN

biomode

Soft on you , Light on the Nature.

orvyn.cc