

Brand Guideline

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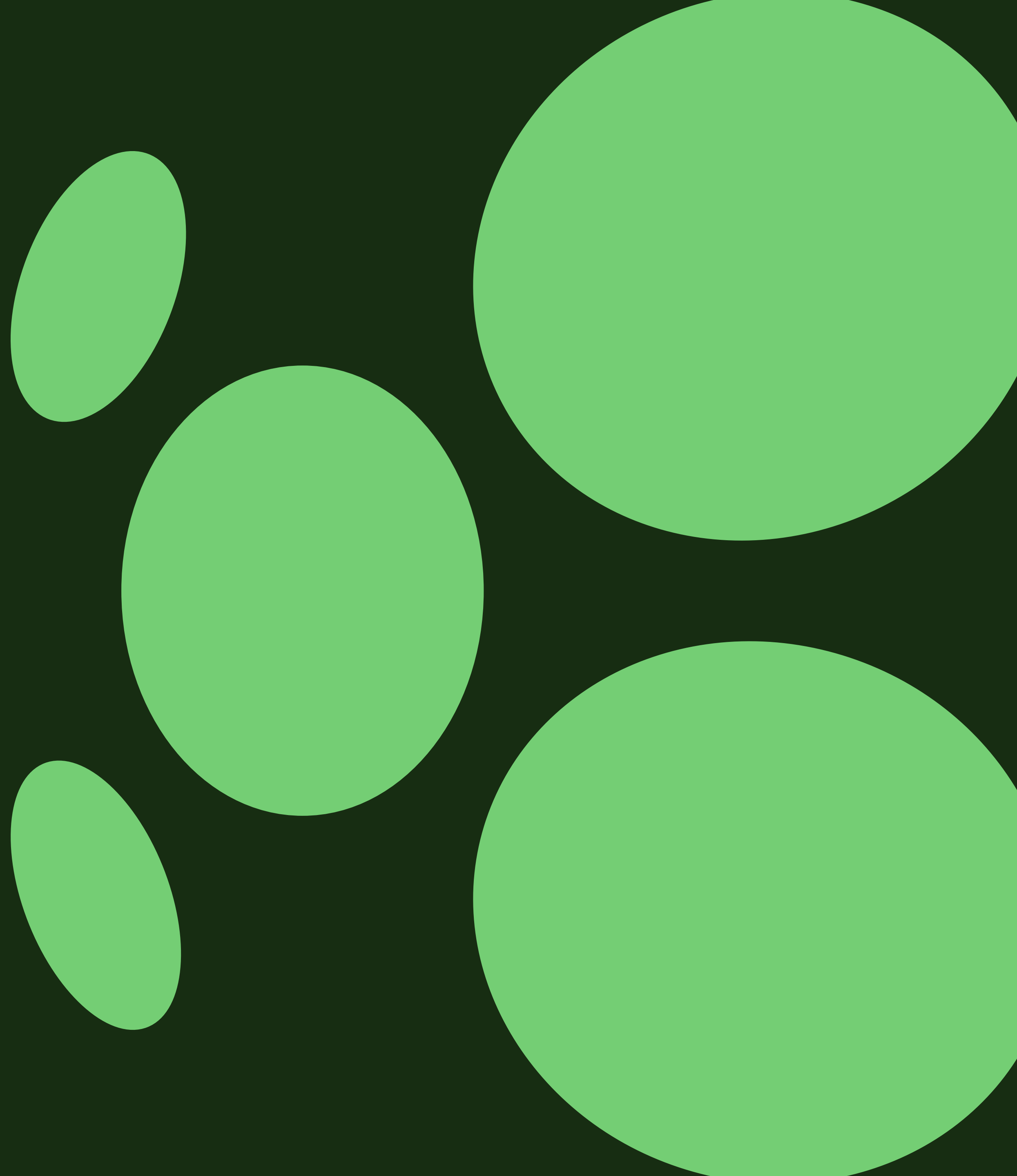
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Introduction

Brand Story
Logomark Origin
Logomark Meaning
Motion Reel



Brand Story

Movement and Dynamics

The mark is built to move. Its circular forms suggest motion and momentum without resorting to arrows or other directional clichés. The result reads as active rather than static: flow and forward progress in one simple shape.

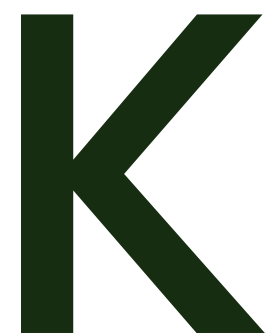
Refined and Professional

The rounded geometry keeps the mark balanced and composed, so it holds up in serious, science-led settings. It feels credible and professional without turning cold or generic.

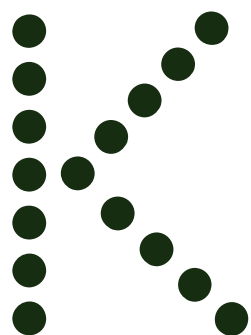
Rooted in Science

The forms come from the language of science: cells, particles, and connected systems. Rounded shapes echo microscopic patterns and natural processes, grounding the identity in research and discovery. It is what keeps the brand feeling intelligent rather than purely decorative.

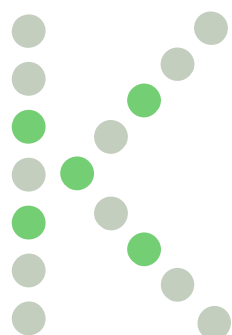
Logomark Origin



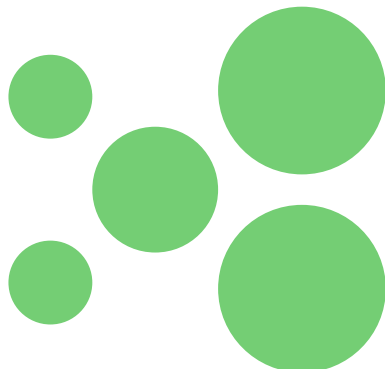
We start with the letter K,
the initial of Kinetix.



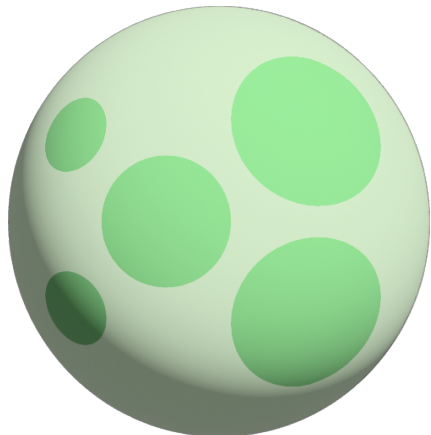
The K breaks into a
dotted structure, a more
scientific, connected
language. The dots stand
for cells, molecules,
biomarkers, data points,
and particles.



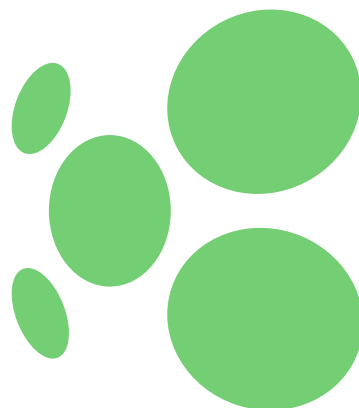
The dotted K is
simplified: less
complexity, same
scientific feel.



The dots separate and
expand into a system of
circles, signalling growth
and forward progression.



The circles wrap around
a sphere, adding depth
and motion: orbiting,
energy, the kinetic idea
behind the name.



What's left is an
organic, science-led K:
a single mark carrying
momentum and kinetic
energy

Logomark Meaning

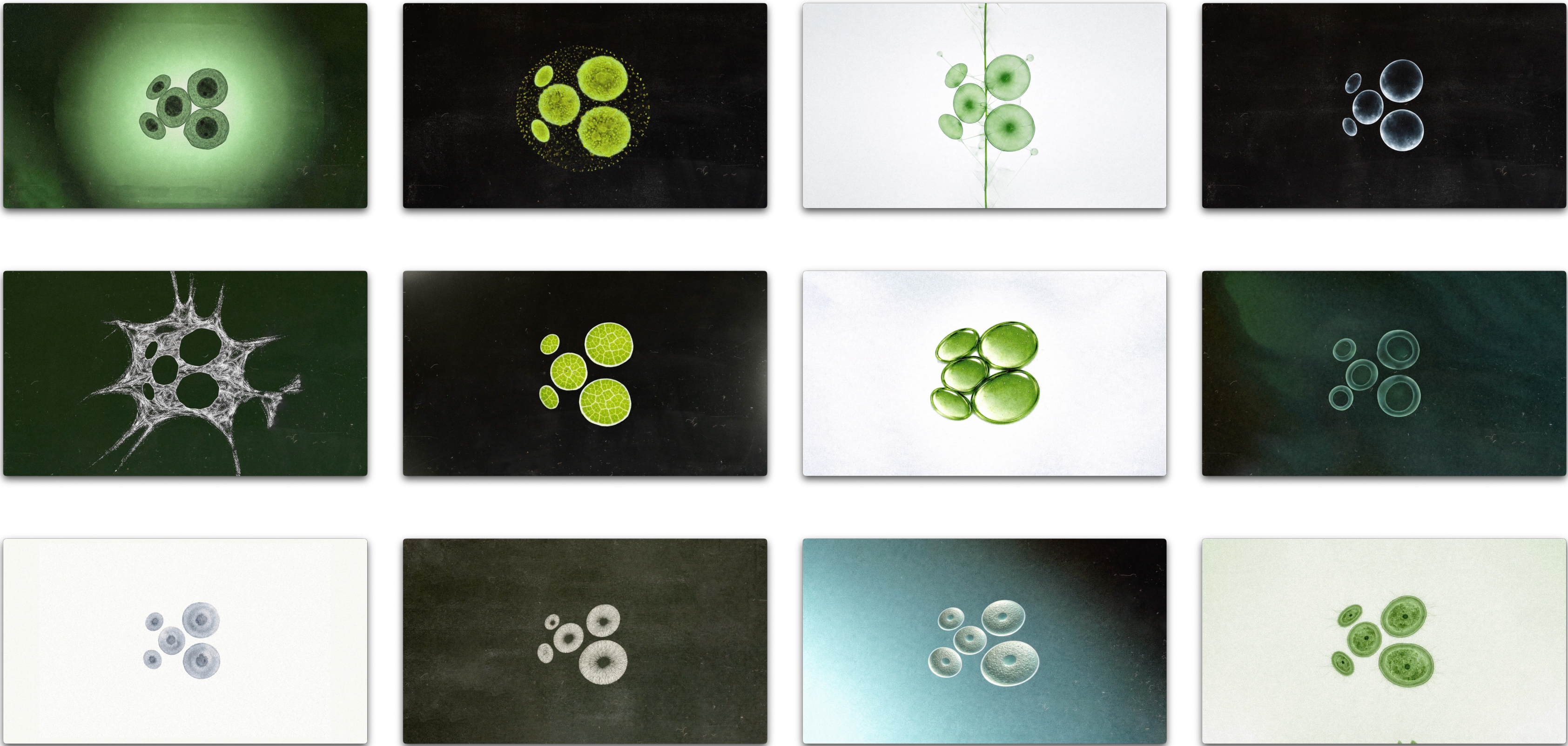
The logomark is a cluster of circular forms read as one symbol. The circles tie directly to healthcare, biology, and data, and they carry the circular language that runs through the rest of the identity.

The circles also stand for separate parts coming into alignment: ideas, people, disciplines. That is what medcomms does, and what the mark is built to carry: science, strategy, and communication pulled into one.



Inspiration: Motion Reel

This animation demonstrates the **inspiration behind the icon** and was used internally for the initial **Kinetix logo reveal**. It opens on natural forms (cells, bubbles, plant structures) positioned to hint at the logomark without giving it away. The treatment is cryptic, modern, and a little glitchy, building interest right up to the moment everything snaps into place.



Visual Identity

Logo Construct

Logo Variations

Tagline

Clear Space

Logo Misuse

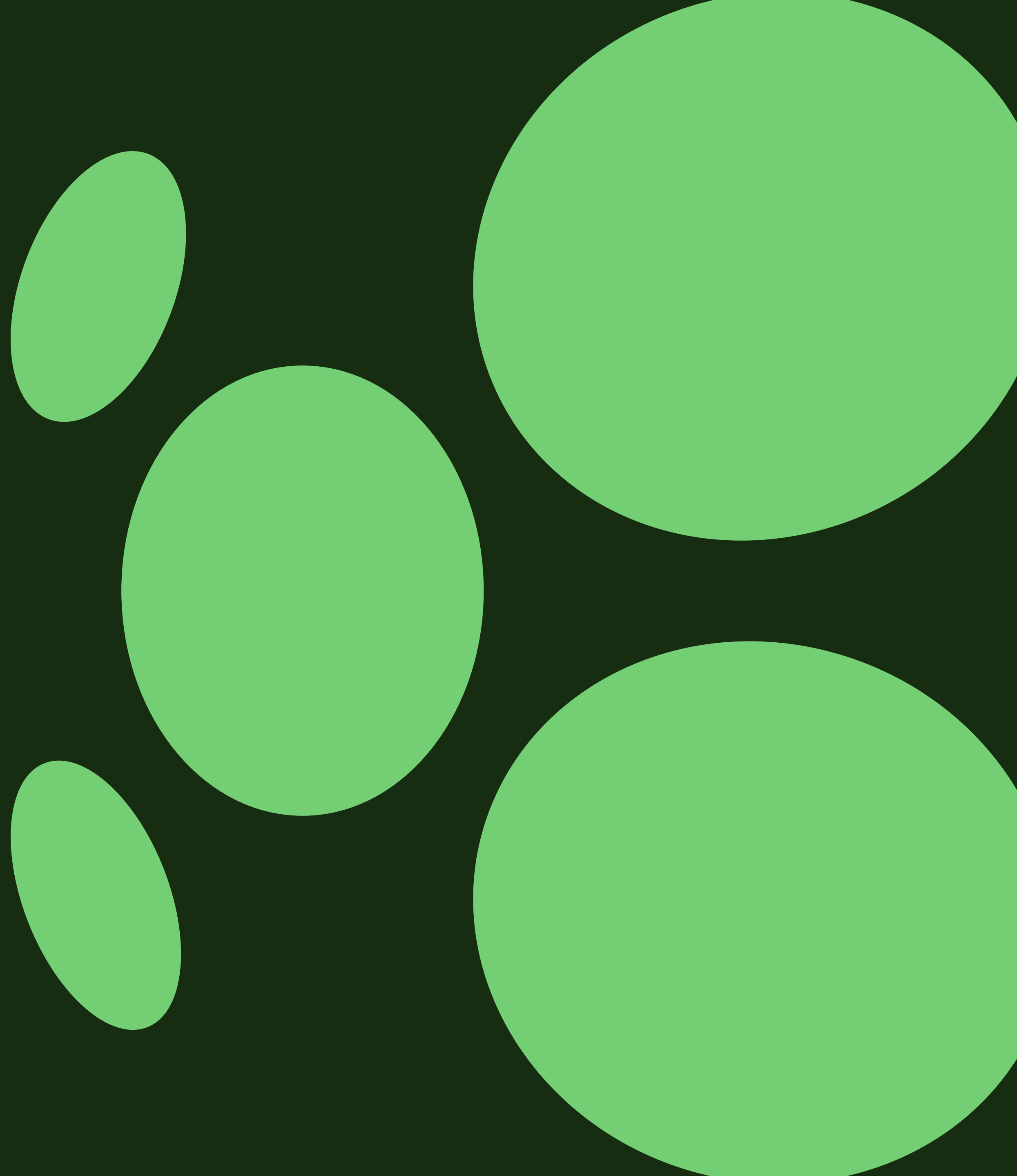
Color Palette

Typography

Photography Style

Icon Style

Graphic Devices





Kinetix Logo

Three lockups, with a clear order of use.

The primary logo is the default. Use it for anything a client or the outside world sees: proposals, decks, the website, social, print. If in doubt, use the primary.

The secondary logo is for internal use only. It should never appear in front of a client.

The logomark stands alone as an avatar, a decorative element, or wherever the name is already established and space is tight.

Never rebuild or rearrange any of them. The lockups are fixed.

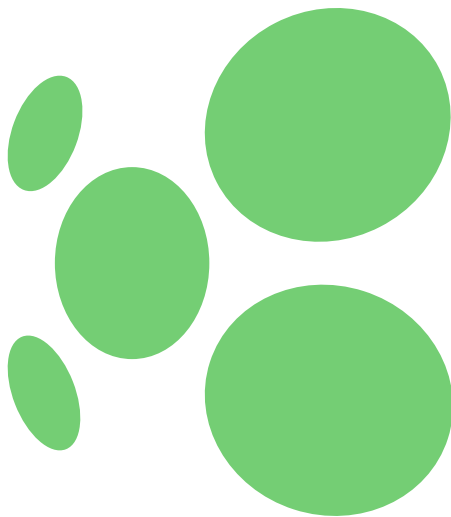
Primary logo



Secondary logo



Logomark



Logo Dark

The same three lockups on a dark background. Use these on Deep Pine Green or any dark setting. The light versions are on the previous page.

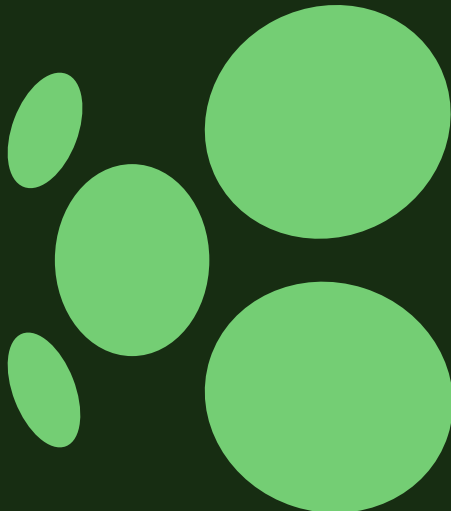
Primary logo



Secondary logo



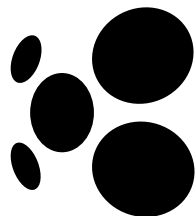
Logomark



Logo Variations

Single-color versions for the cases where the full-color mark won't reproduce well: embossing, watermarks, etched or engraved finishes, and single-color print.

Use black on light backgrounds, white on dark, and the light green only where a subtle, tonal mark is wanted. These are exceptions. For everything else, use the full-color primary or secondary versions.



Our Tagline

Our tagline represents the Kinetix promise. It can be stacked in two lines, or shown in one single line, depending on the situation. Use it flexibly as text using the guidance below; there is no logo lockup design with the tagline (see next page for clear space around logo).

General Rules on Usage

- Apply the tagline using brand fonts (Overused Grotesk or Aptos)
- Set in black (or white), or in brand colors.
- Medium weight (Overused Grotesk) or regular weight (Aptos) are the standard weights for the entire tagline
- Depending on situation, text weight can be adjusted. Use your best judgment

Tagline on one line
Regular/medium weights
(Overused Grotesk)

MedComms for Pharma. From Evidence to Impact.

MedComms for Pharma. From Evidence to Impact.

Tagline on two lines

MedComms for Pharma.
From Evidence to Impact.

MedComms for Pharma.
From Evidence to Impact.

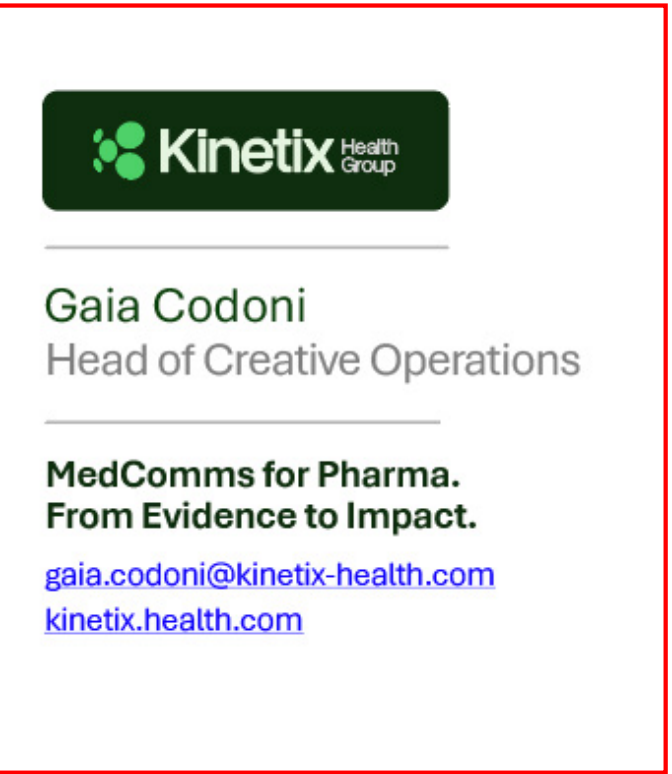
Flexible Application Examples



Treated as a primary headline:
stacked on two lines, Aptos (Bold)



Treated as a quiet signoff:
one line, Aptos (Regular)



Email signature:
two lines, Aptos (Bold)

Clear Space

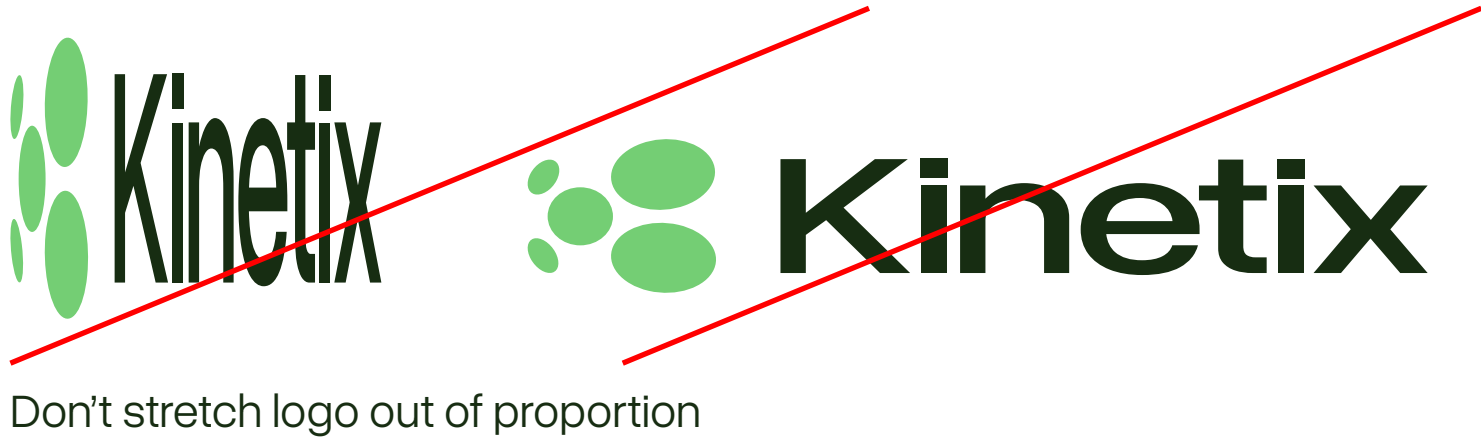
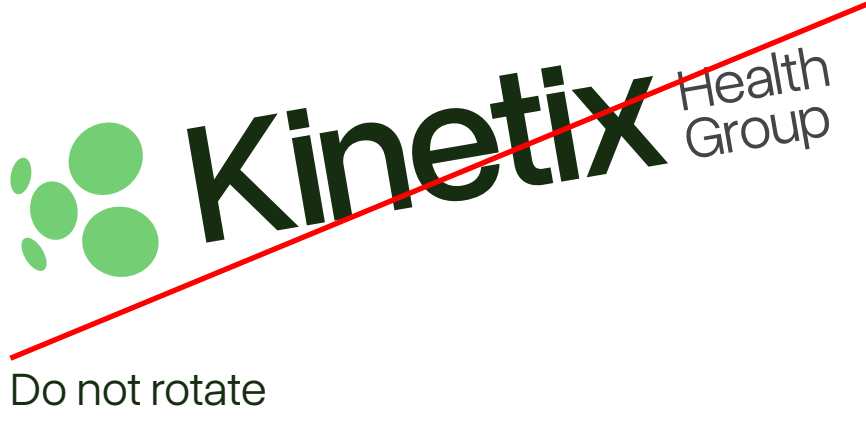
Determine the **minimum amount of required clear space around the logo** using the height of the biggest circle in the icon.

The big circle is used as a tool to demonstrate the space above, below, left, and right of the logo that should be left **clear of any interference**.



Logo Misuse

Consistent reproduction keeps the brand recognizable. Only the approved versions in this guide are permitted. Altered or rebuilt versions weaken the brand and are never acceptable, under any circumstances. The examples on the right show what to avoid.



Color Palette

Our color system has three layers.

The **primary palette** is the foundation. Use it across all graphic and design elements.

The **secondary palette** adds contrast where the primary palette can't carry the load alone, supporting elements like copy, buttons, and data visualizations.

The **tertiary palette** is **reserved for data visualisations** and illustrations. The colors are calibrated for strong contrast, so categories remain distinguishable in pie charts, line graphs, and complex visuals.

Primary Palette

Deep Pine Green Hex: #172d12 RGB: 23, 45, 18 CMYK: 76, 53, 84, 70 PMS: 2411 C	Kinetix Dynamic Green Hex: #74ce74 RGB: 116, 206, 116 CMYK: 63, 0, 80, 0 PMS: 2269 C	Soft Neutral Green Hex: #e4f4df RGB: 228, 244, 223 CMYK: 11, 0, 16, 0 PMS: 621 C
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Secondary Palette

Sage Hex: #bbc4b6 RGB: 187, 196, 182 CMYK: 28, 6, 28, 0 PMS: 5655 C	Moss Hex: #5a8a44 RGB: 90, 138, 68 CMYK: 75, 23, 100, 8 PMS: 7741 C	Stone Hex: #e8e8e8 RGB: 232, 232, 232 CMYK: 8, 6, 6, 0 PMS: Cool Gray 1 C
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Tertiary Palette (Reserved for Data Visualizations & Illustrations)

Amber Hex: #c98638 RGB: (201, 134, 56)	Terracotta Hex: #77391a RGB: (119, 57, 26)	Raspberry Hex: #b13e5b RGB: (177, 62, 91)	Blueberry Hex: #5d52a3 RGB: (93, 82, 163)	Ocean Hex: #3977a4 RGB: (57, 119, 164)	Storm Hex: #w RGB: (83, 101, 115)
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Our Typefaces

Kinetix uses two typefaces.

Overused Grotesk is the brand typeface, for anything we control end-to-end.

Aptos is the fallback, for anything that has to open cleanly on someone else’s machine.

The rule is simple: if it leaves our hands as an editable file, use Aptos. Everything else, Overused Grotesk.

Use Overused Grotesk for:

- Website
- Print
- Social media adverts
- Animations

Use Aptos for:

- External client pitches
- External decks
- External Word docs
- All MS Office documents

Primary typeface

Our
Primary
Typeface



Secondary typeface

Our Secondary
Typeface



Overused Grotesk

Overused Grotesk is a versatile font, with multiple weights including Black, Extra Bold, Semibold, Bold, Medium, Book, and Light, as well as Italics.

General Usage Guideline for Font Weight

- **Headlines:** Book and Semibold for impact
- **Subheads:** Regular to support the headline without competing
- **Body copy:** Book for comfortable reading
- **Emphasis:** Semibold/Medium to highlight key words

Treat these as the house style, not a cage. If a layout calls for something different, use your judgment.

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/@!?*~”

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/@!?*~”

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/@!?*~”

Aptos

Our secondary font also has multiple weights. Most commonly used weights should be Book, Medium, and Bold (visually equivalent to Book, Medium and Bold weights of the primary font, Overused Grotesk).

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/@!?*~”

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/@!?*~”

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/@!?*~”

Photography Style

“Kinetic” comes from the Greek word kinētikos, meaning “of motion.” In physics, kinetic energy is the energy an object possesses because it’s moving.

Our imagery should therefore reflect **energy, movement, forward momentum, and impact.**

Images that have some **motion blur** are effective in showing movement.

Images showing the effect of kinetic energy such as dispersion or partial blurring are also very effective.

Avoid images that feel static (the opposite of kinetic).

Asymetric compositions also create dynamic momentum.

Use the moodboard and key words below to inform imagery style and direction.

Key words

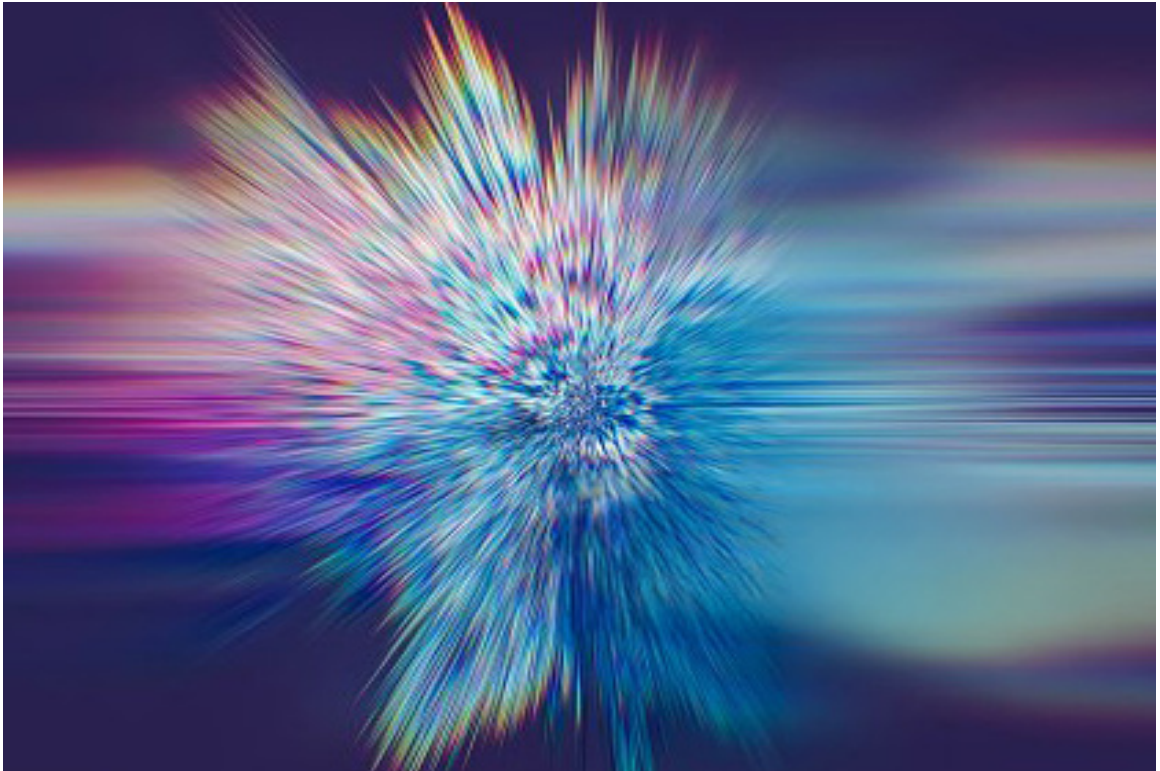
Energy / Movement / Acceleration

Impact / Dynamic / Momentum

Kinetix Health Group
Visual System



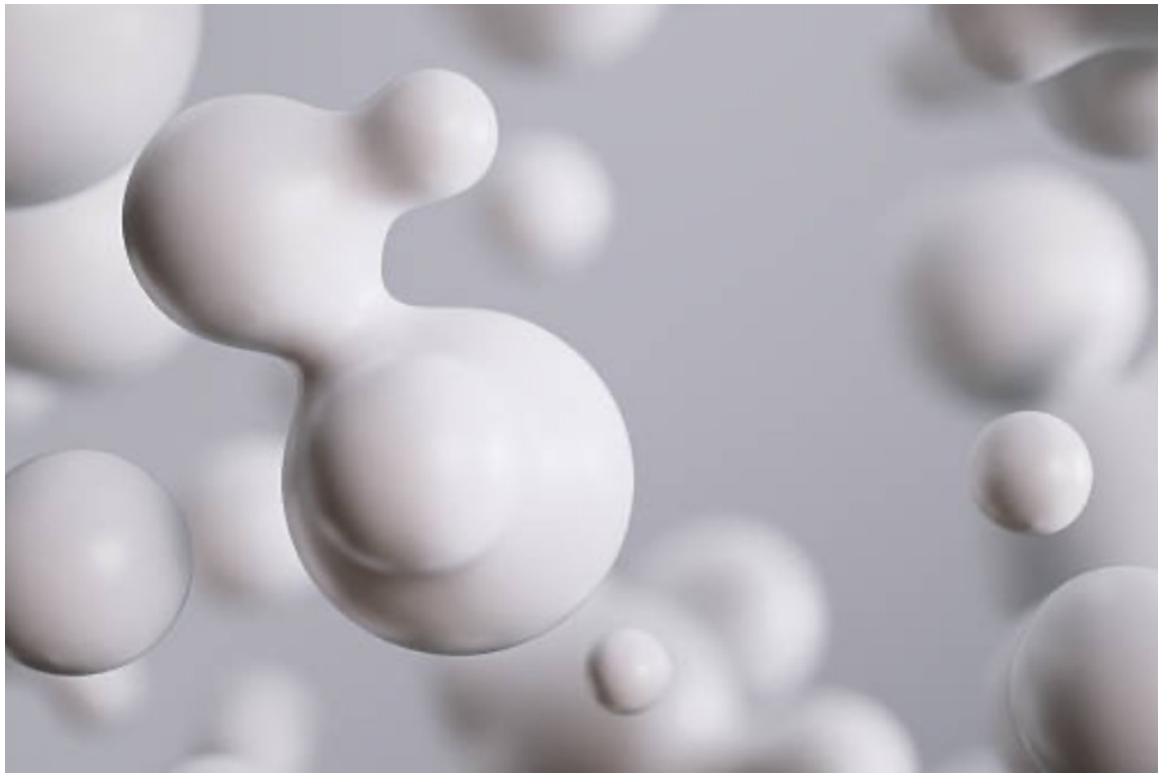
Motion blur against still environment



Abstract image showing idea of impact/dispersion



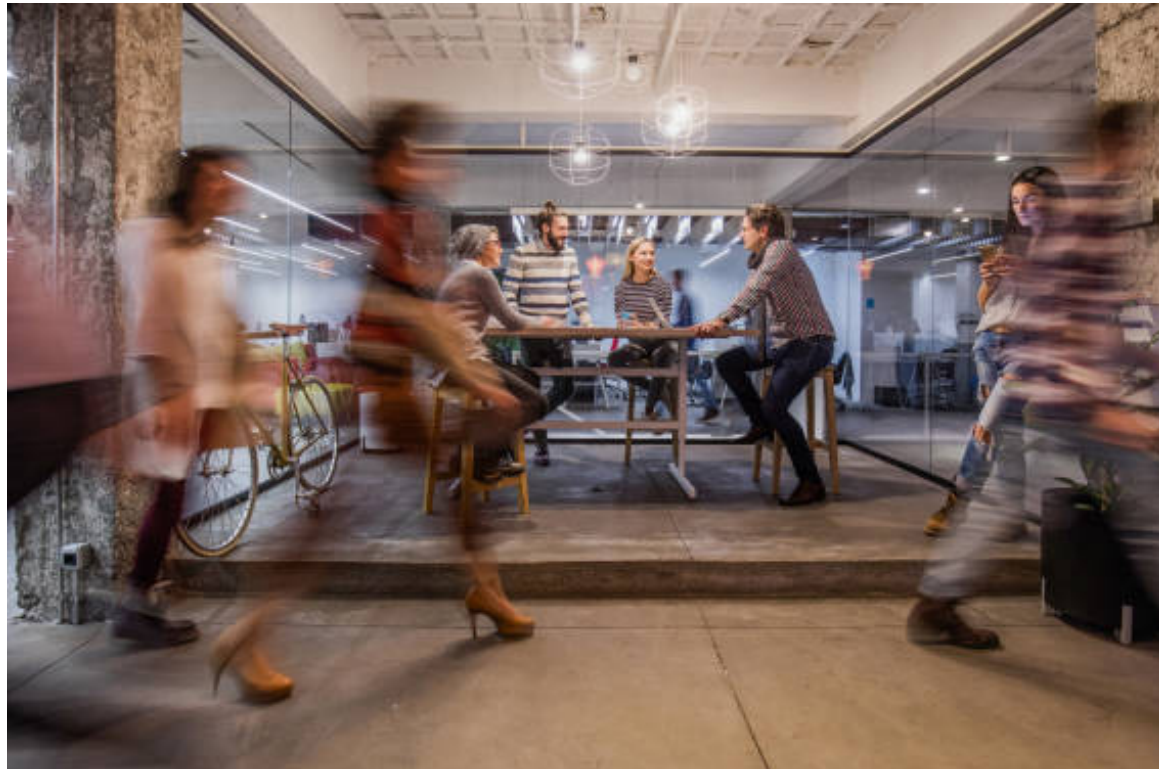
Movement/forces in nature



Abstract science with molecules in motion



People on the move, in motion



Icon Style

The Kinetix icon system is built on a single principle: clarity at any scale. Clean lines, consistent stroke weights, and subtly rounded corners give every icon a precise, professional quality that works across presentations, documents, and digital platforms. Nothing decorative for its own sake. Every form earns its place.

The library spans Kinetix’s core domains: scientific research, genetics, education, strategic planning, documentation, and innovation. The 20 shown here are the starting set. The library will grow over time, with new icons built to the same structure so the system stays coherent as it expands.

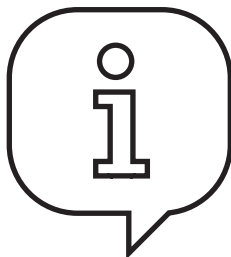
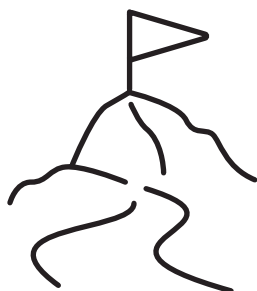
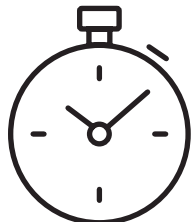
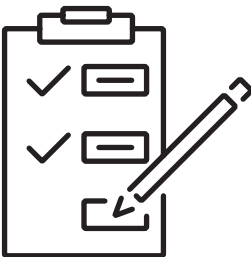
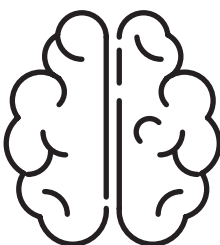
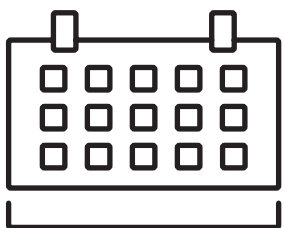
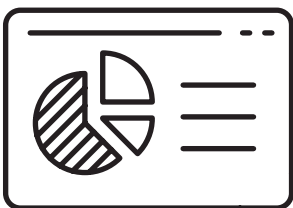
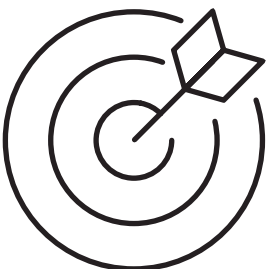
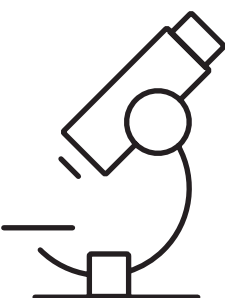
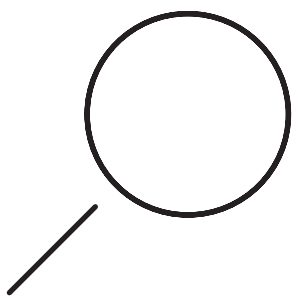
Usage

Use the set as a set: don’t stretch them, don’t recolor outside the palette, and don’t mix them with icons from another library. When you need a new icon, match the existing stroke weight, corner radius, and level of detail rather than dropping in something from elsewhere.

Line weight shown here is set at 2 pt, at 100% scale on this page. Adjust as needed to achieve a visual match and consistency among all icons.

Icons can be used in brand colors, by themselves, or on a circle shape (see PPT).

Sample set



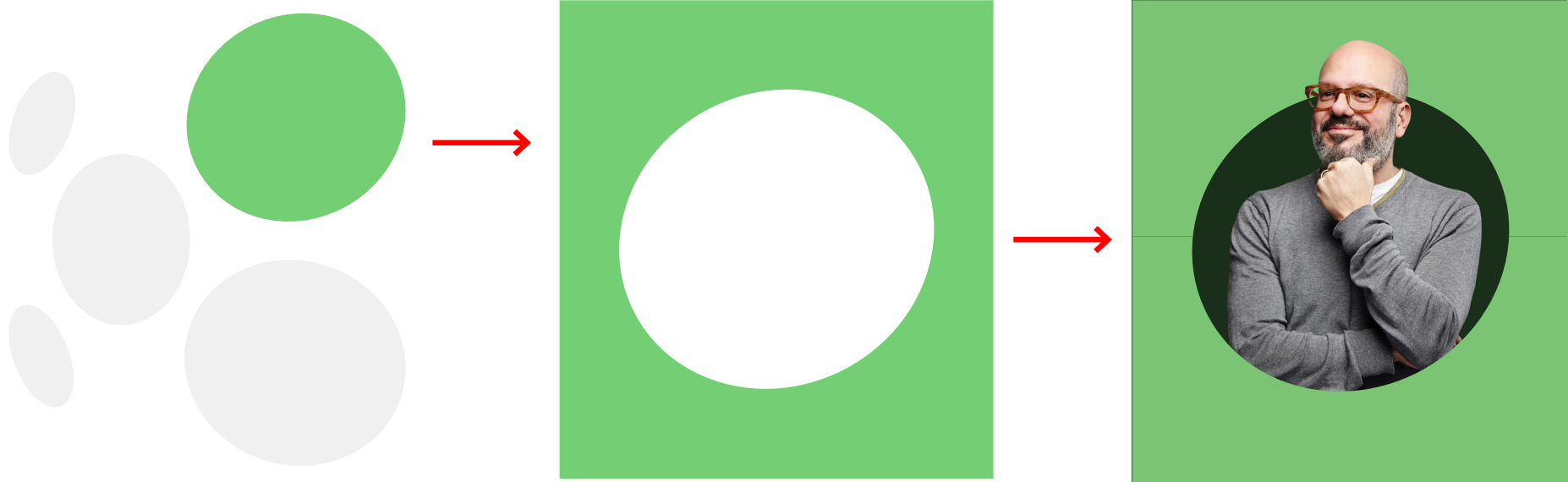
Graphic Elements

Frames, Dots, and Lines

Additional graphic devices can be used to further elevate the brand and strengthen our unique visual communication. The elements help establish a signature look and feel.

Frame 1

Graphic frame derived from the icon shape is used to contain portraits.
Corners can be rounded if appropriate.



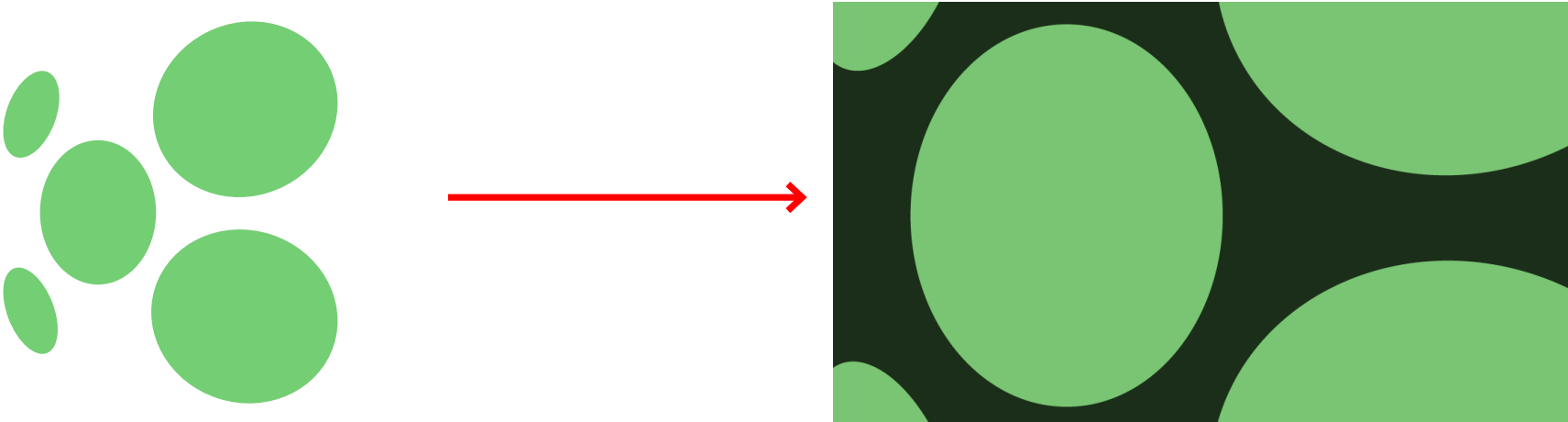
Frame 2

One-sided frame is further extracted primarily for PPT covers.



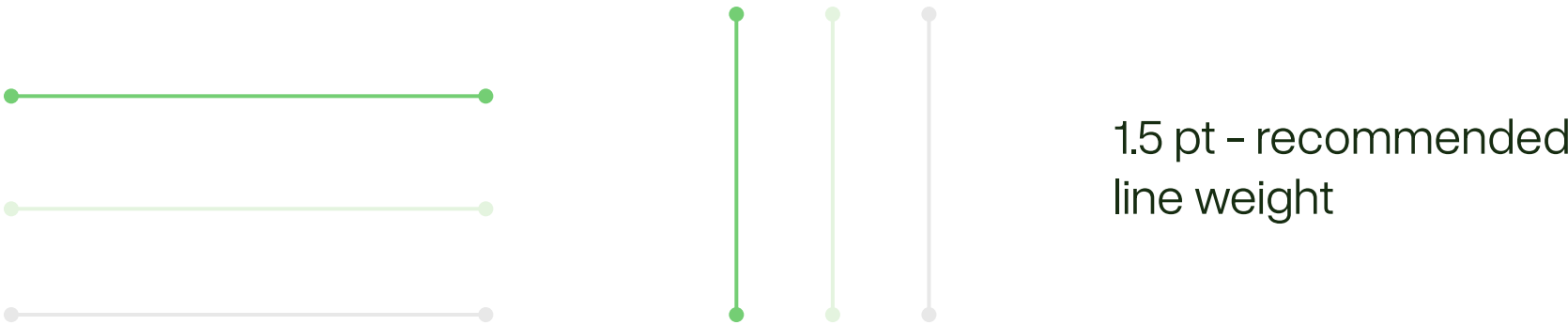
Icon as Graphic

Icon becomes an abstract pattern for backgrounds; when cropping, use icon in tact without changing the direction, proportions, or relations between the five circles.



Dot-ended Line

A thin line with a dot on each end can be used as a divider, or visual cue to connect one element to another. Primarily for Powerpoint slides.



Graphic Elements

(continued)

Freehand Strokes

A touch of human energy can balance an otherwise clinical, scientific visual.

These hand-drawn marker annotations are rooted in how our agency work began: editors and researchers marking up paper, leaving traces of thinking.

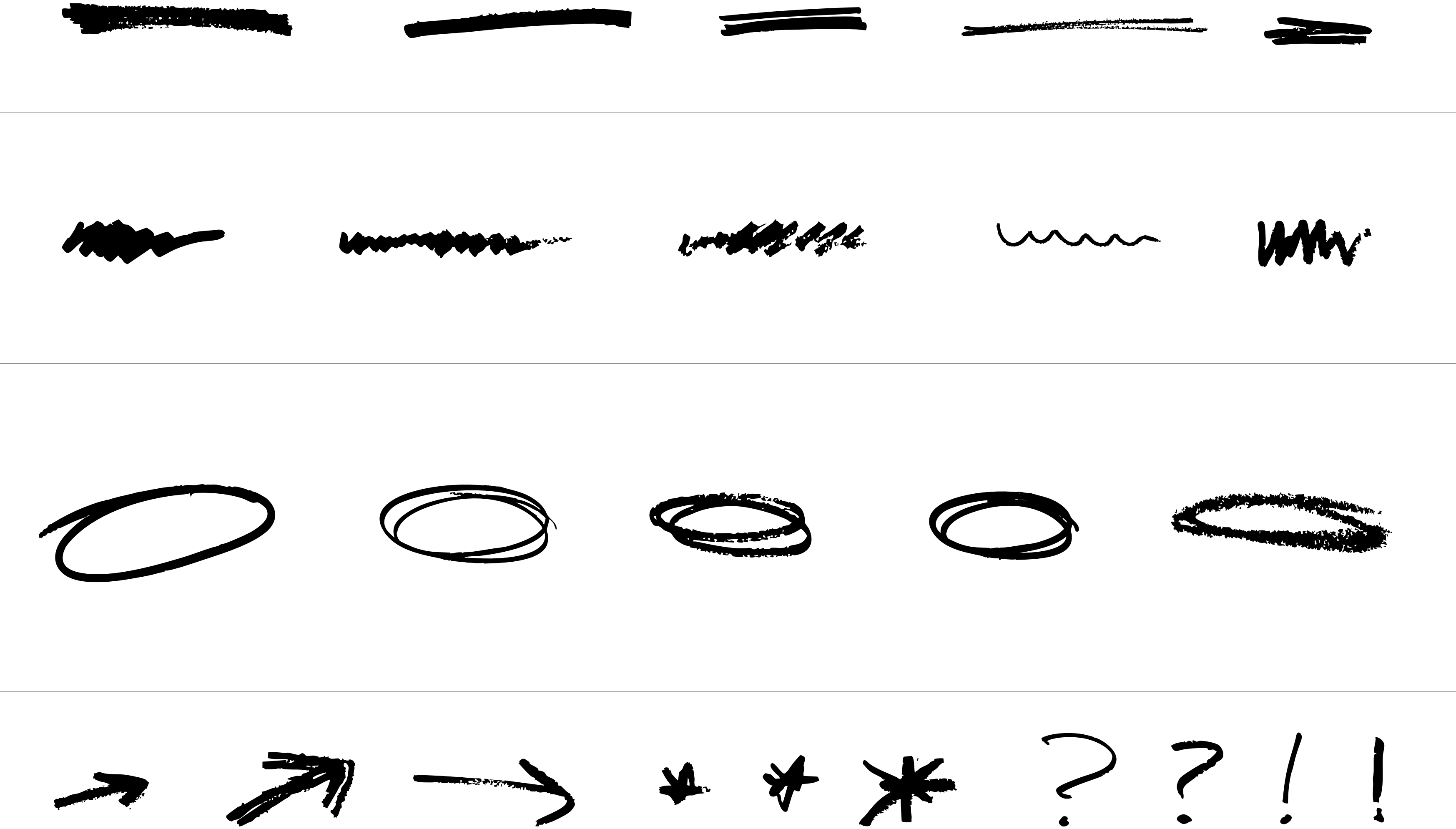
They may be added with discretion, with guidance from the creative team as needed.

The signature style can be applied on visual communications including presentations, social media content, and websites.

General Rules on Usage

- Use sparingly for emphasis
- Do not use more than 3 on a single page
- Do not use on every page
- **Colors:** black is the preferred color for best effect; if the page is dark, white, or dynamic brand green can also work
- Do not use if unsure of when/how to implement – consult with the creative team
- Select strokes are available for use in the Appendix of the PPT template file

Hand-drawn Stroke Samples

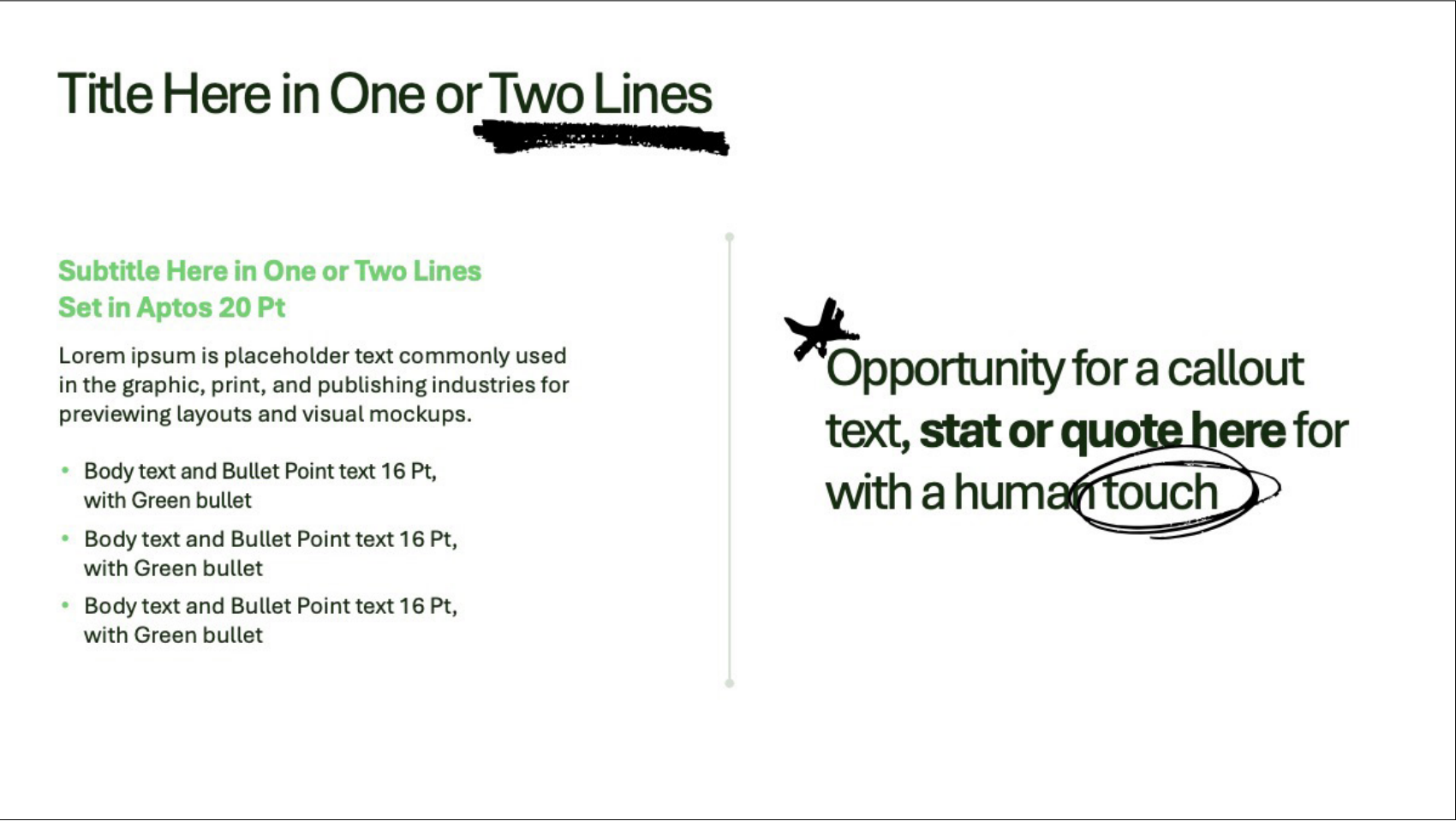
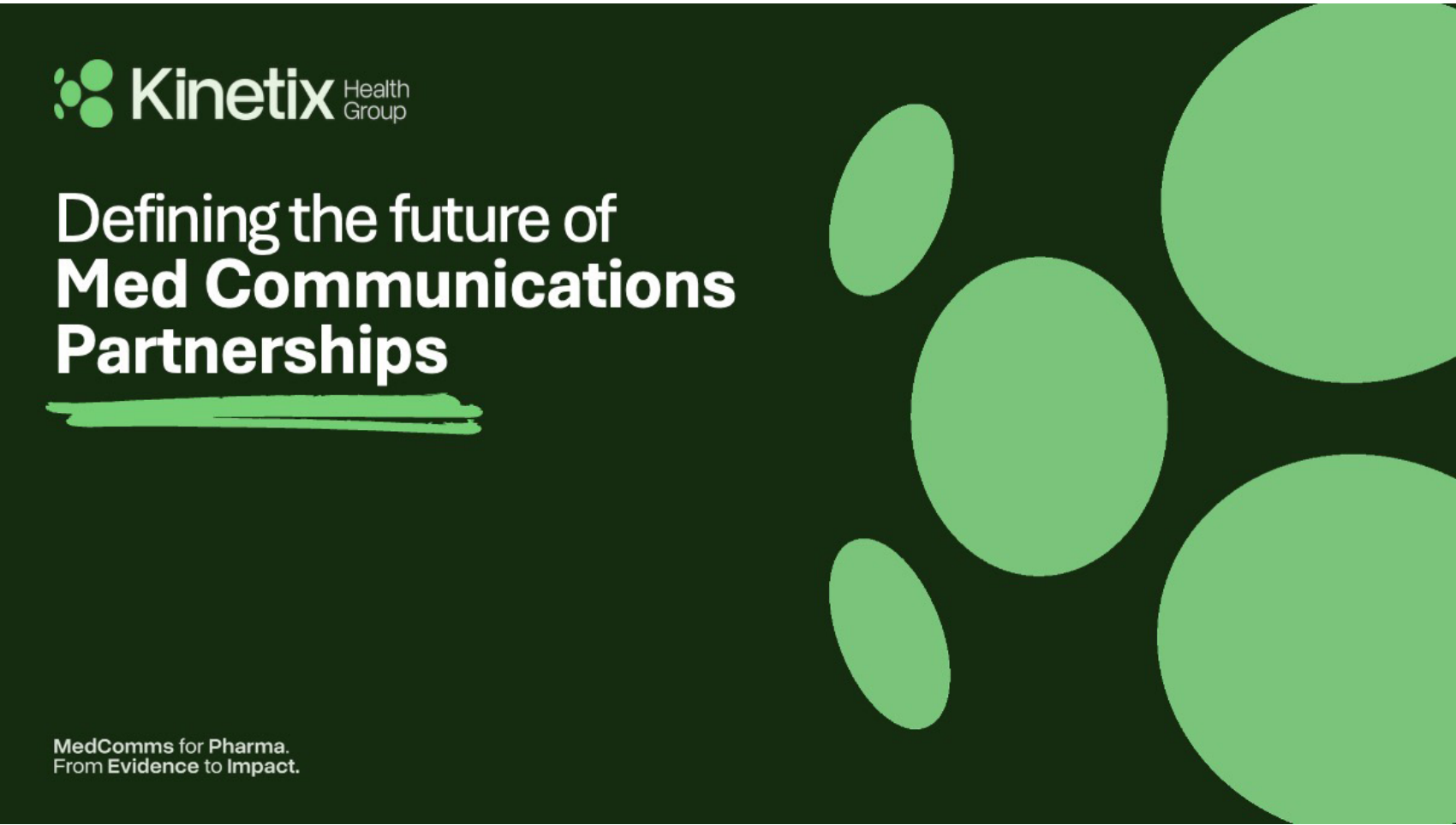


Graphic Elements

(Continued)

Example Use of Strokes
(see PPT template in next section)

Usage Examples of Hand-drawn Strokes



Graphic Elements

(Continued)

Handwritten Font (Restricted Use)*

To further support the idea of human expression and energy, a bold handwritten font is reserved for discretionary use by the creative team for certain instances.

It should be used to bring energy to a page and highlight a key word or two.

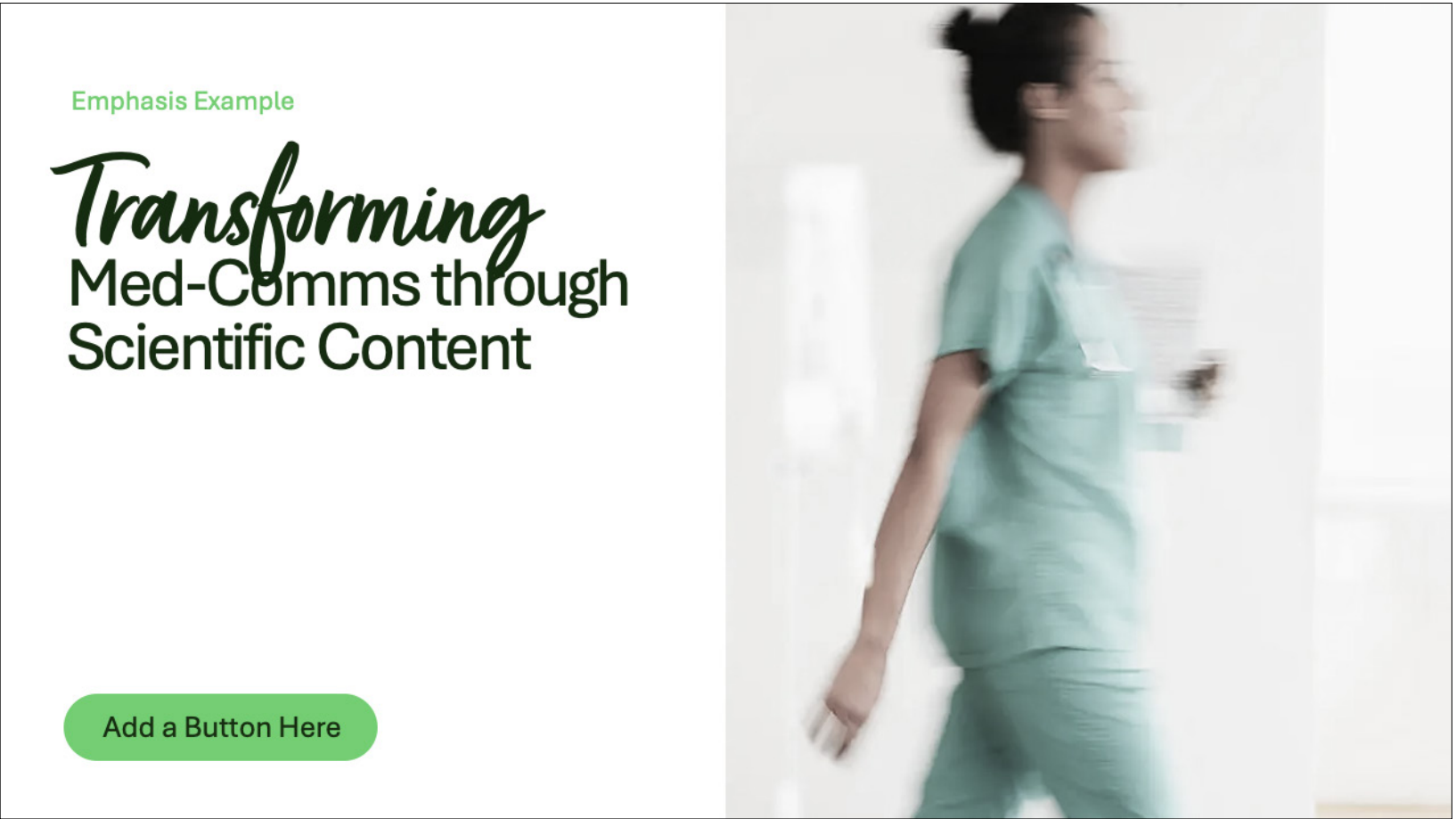
***Treat this font as a supporting graphic device**, rather than a full font available for universal use.

Reach out to Creative Services for further information.

Fave Script **(restricted use)***

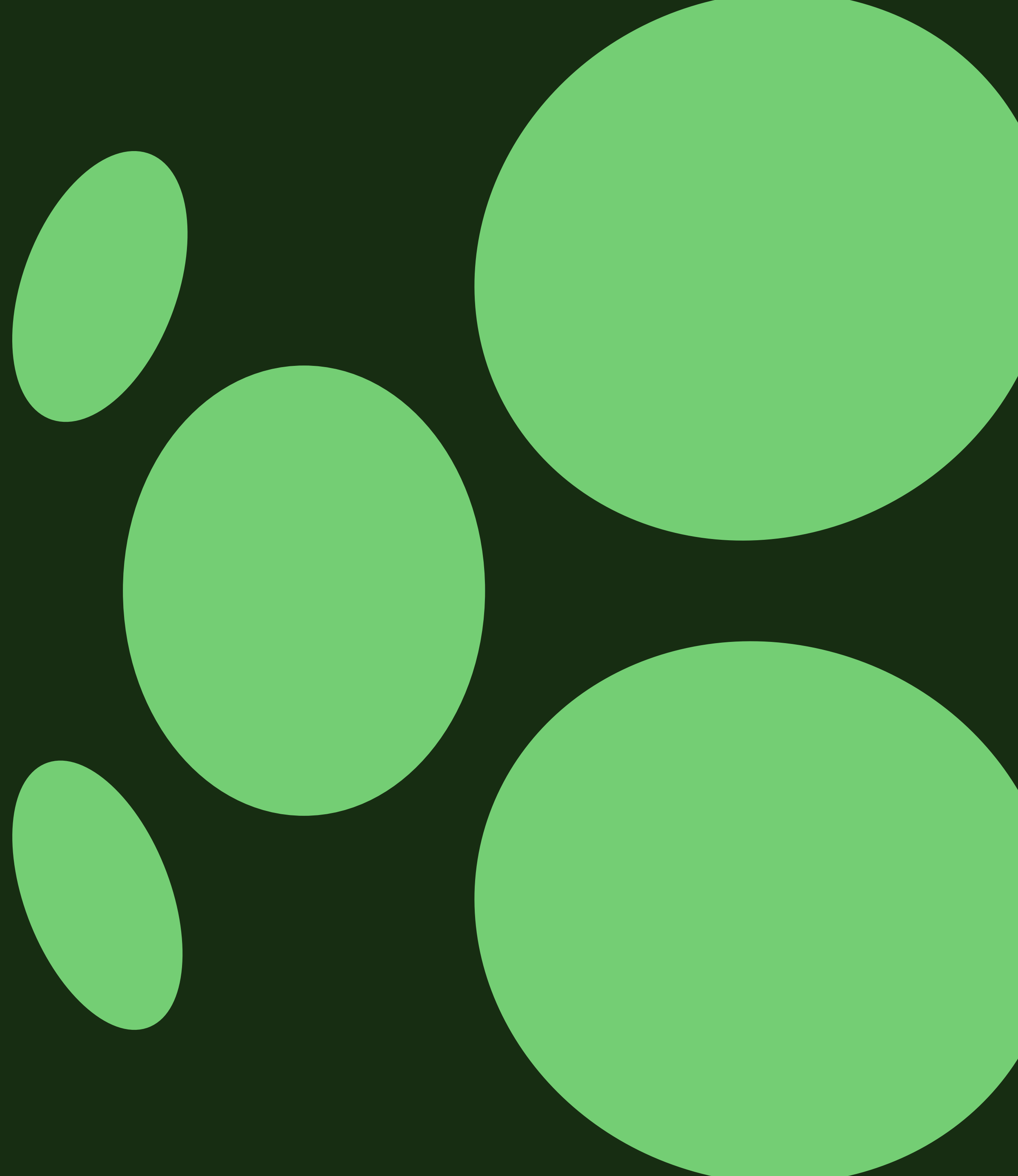
An accent font with a touch of human.

Usage examples



Applications

Business Cards
Email Signature
Word Template
Powerpoint Template
Virtual Background
LinkedIn/Social
Additional Mockups



Business Cards

The Kinetix business card is designed to make a strong first impression while keeping the brand clean and confident. Every detail, from the logo placement to the typographic hierarchy, is intentional.

Two name layouts accommodate short and long names, ensuring the card always looks balanced regardless of the cardholder.

For names that run long, the layout adapts without compromising the overall feel.

Cards are printed double-sided: a clean information face and a bold branded reverse using the Kinetix symbol at scale.

Front v1
Name on one line



Front v2
Name on two lines



Back



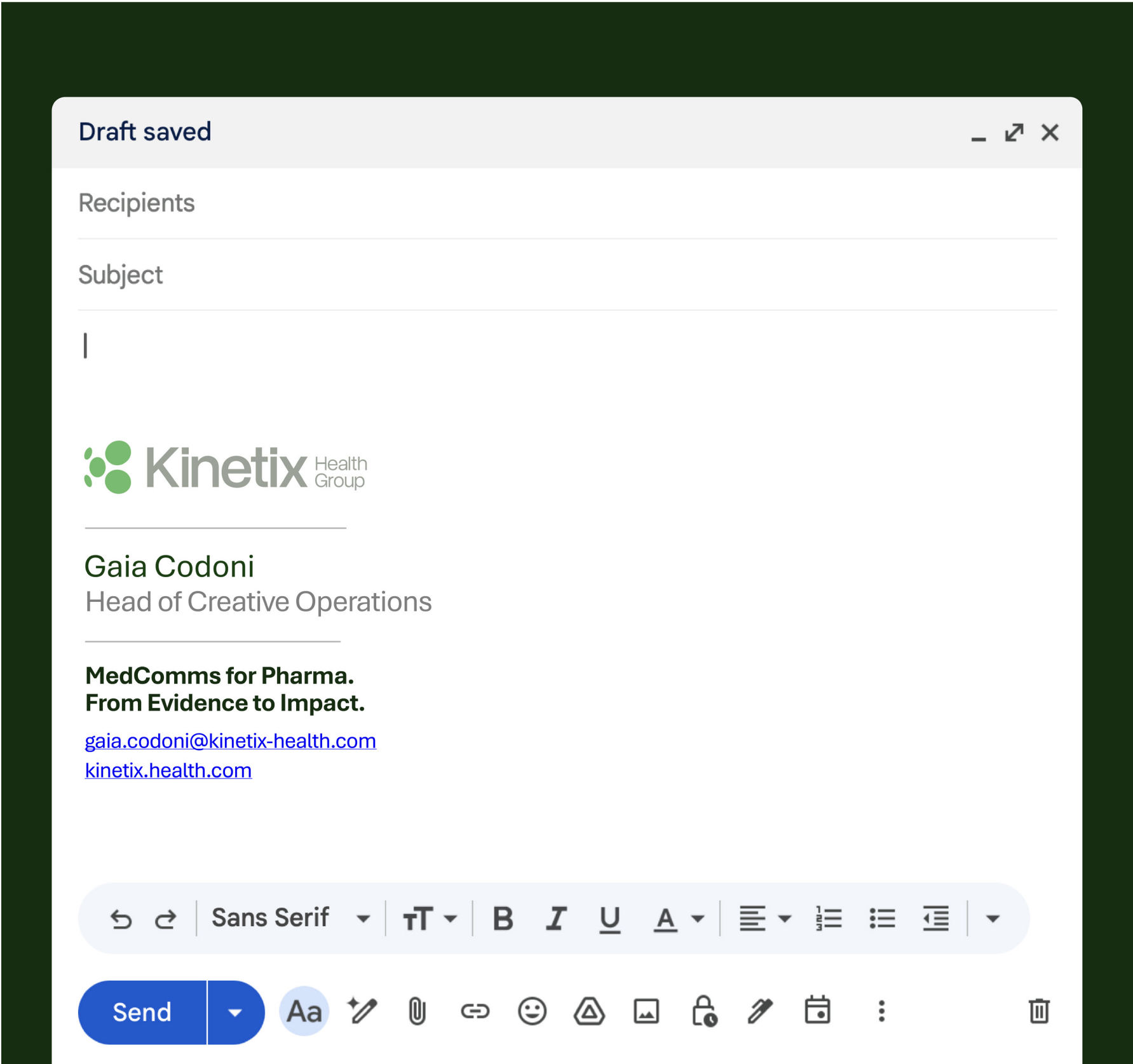
Email Signature

The Kinetix email signature is a simple but powerful touchpoint, appearing in every client and colleague communication. It ensures every email leaves a consistent, professional impression.

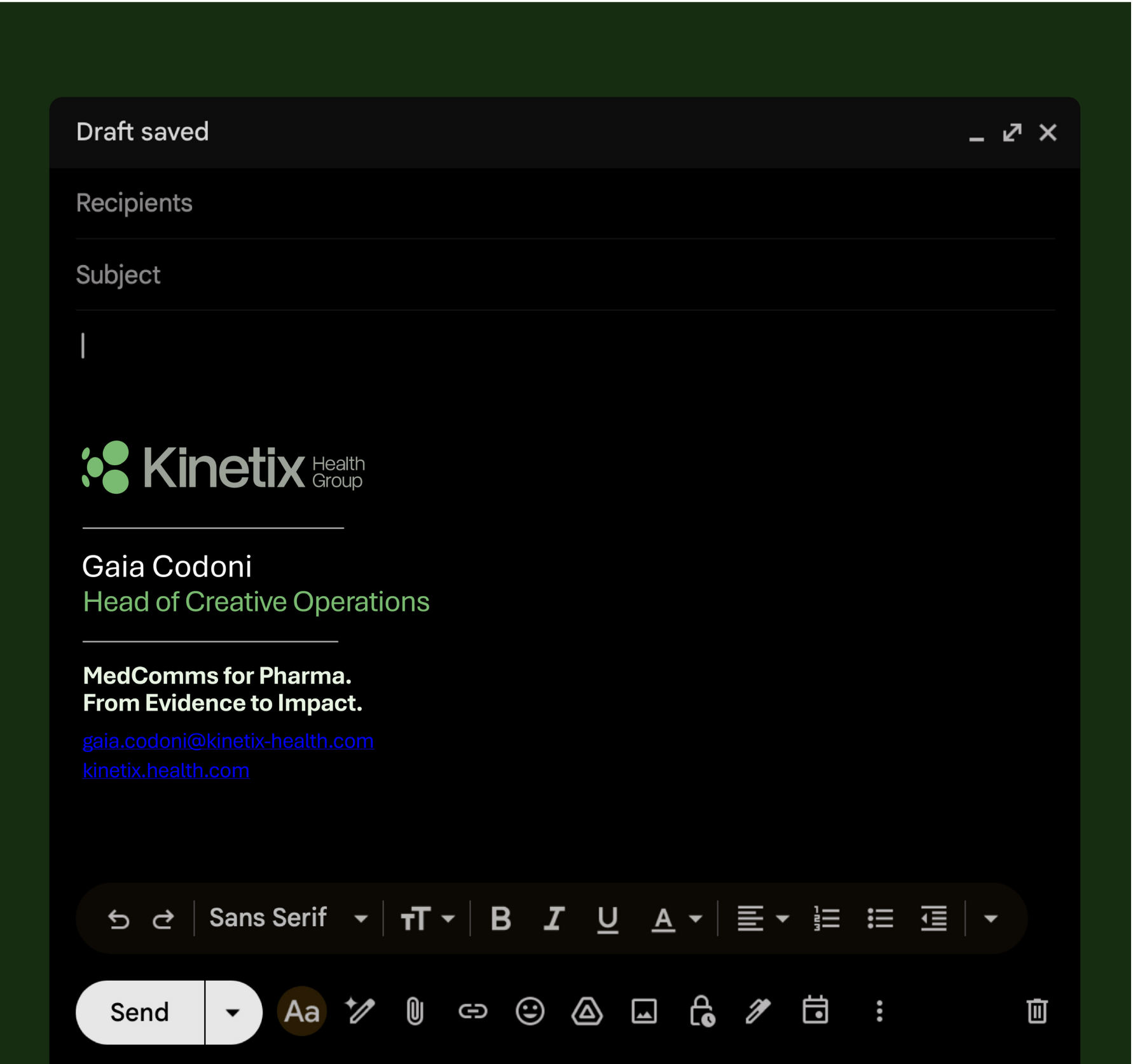
Signatures are set up centrally by IT and will appear automatically in your email client. If your signature is not displaying correctly, contact IT to have it restored.

The signature uses the neutral sage green to be legible across both light and dark screen modes.

Light mode



Dark mode



Word Template

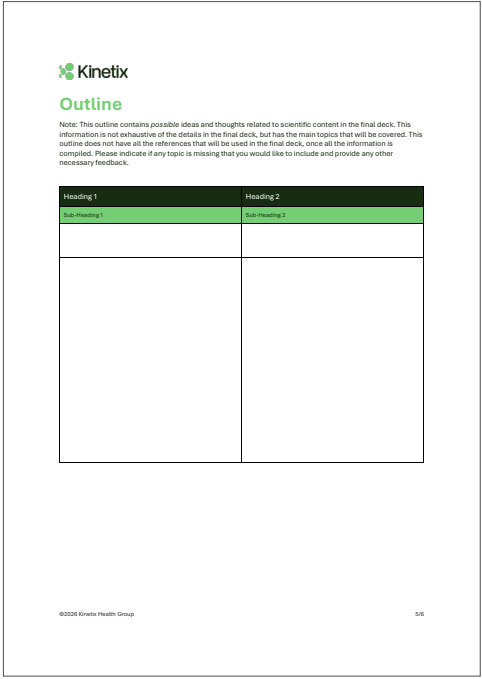
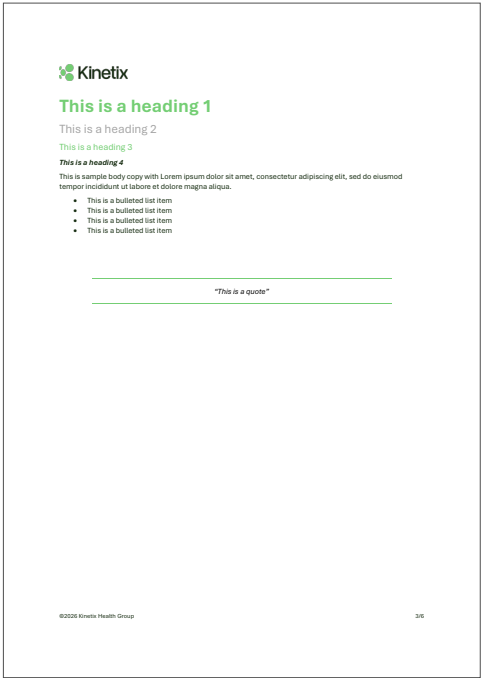
We use branded Word templates, available in DIN A4 (EU) and US Letter (US) format. Select the version that matches your country’s standard paper size.

A black and white letterhead version is also available for printing, as color reproduction on home or office printers can be inconsistent.

The templates include a set of predefined styles and colors, optimized for clear text hierarchy. Use these rather than applying manual formatting.

For any draft documents or materials going to clients, use the draft/outline template.

Outline template



Letterhead



Powerpoint Template

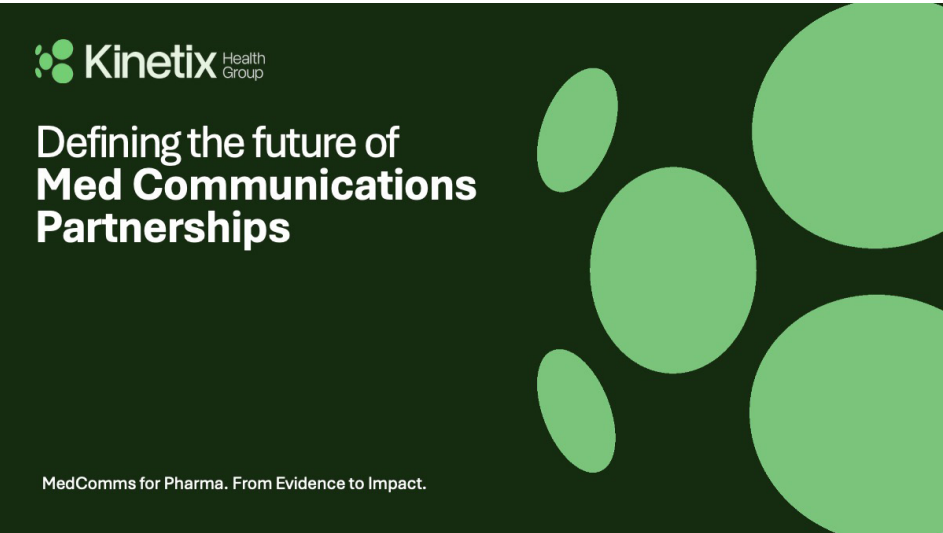
The Kinetix PowerPoint template is built on a set of master slides. Do not add colors outside the defined palette.

The deck includes examples of data visualizations, and an editable set of icons and graphic strokes.

One rule above all: less is more.
The fewer words on a slide, the stronger the message. Remove anything that isn't earning its place.

Cover Examples

Graphic options



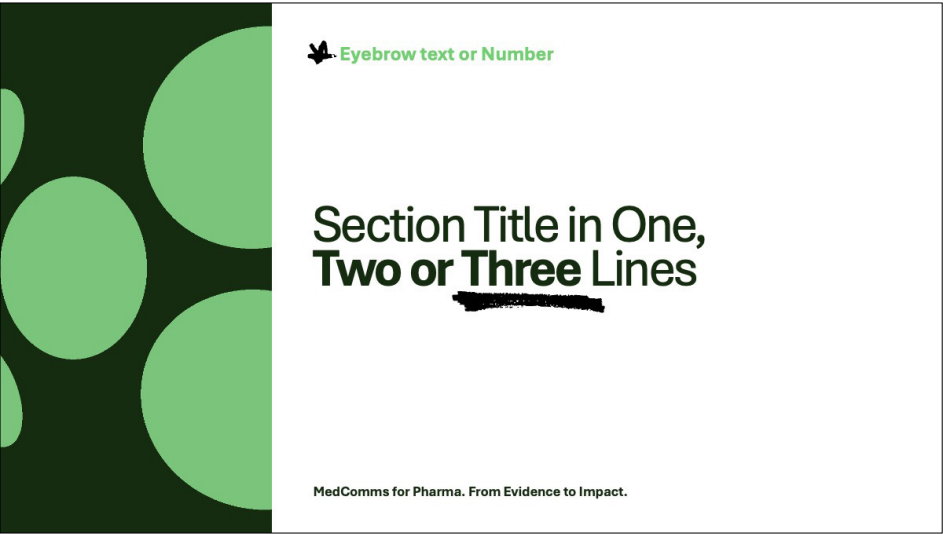
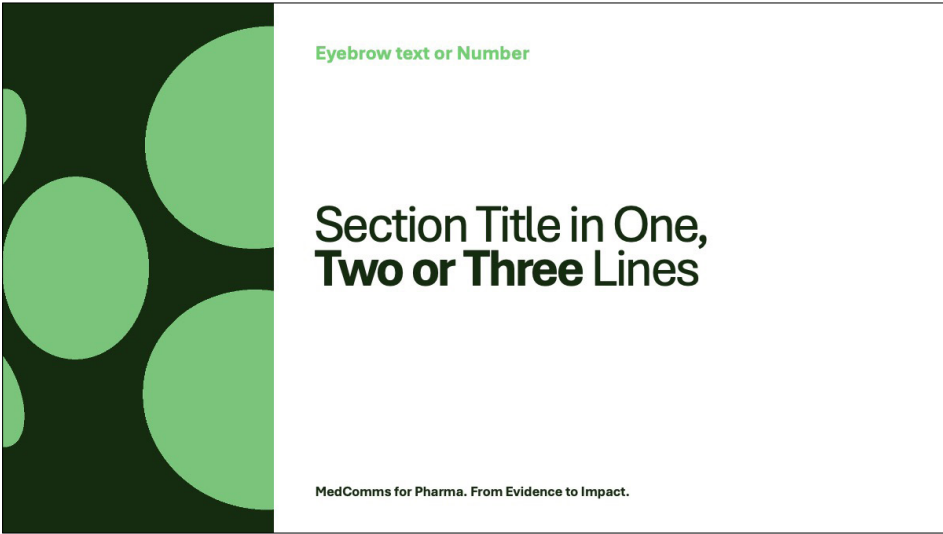
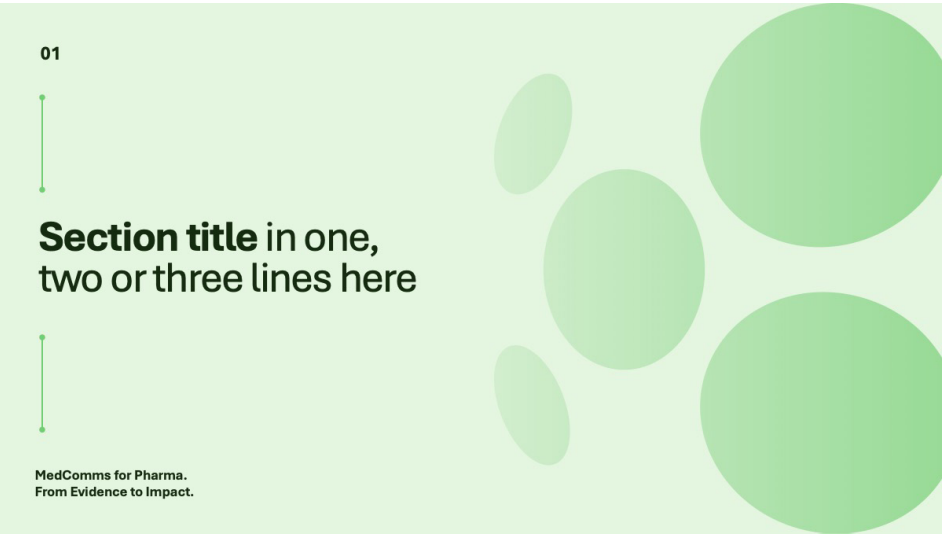
example with graphic stroke



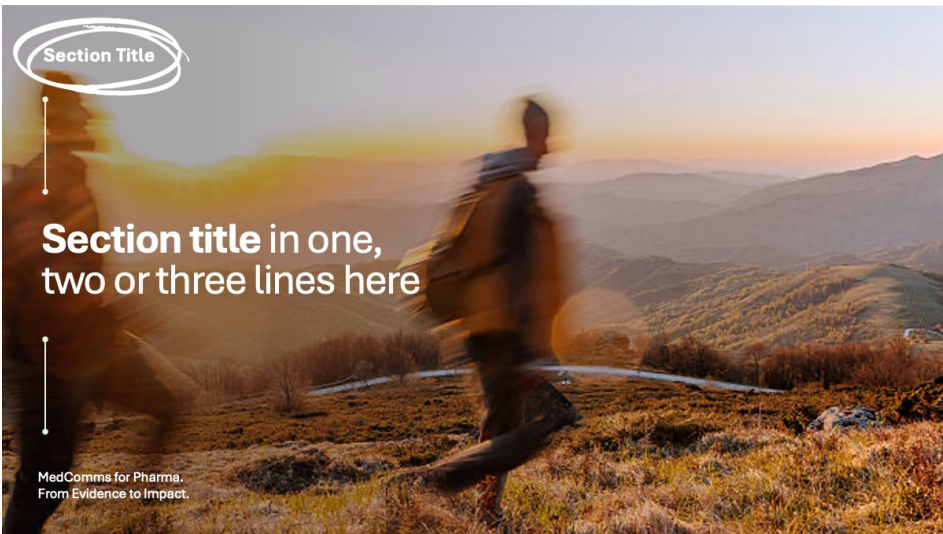
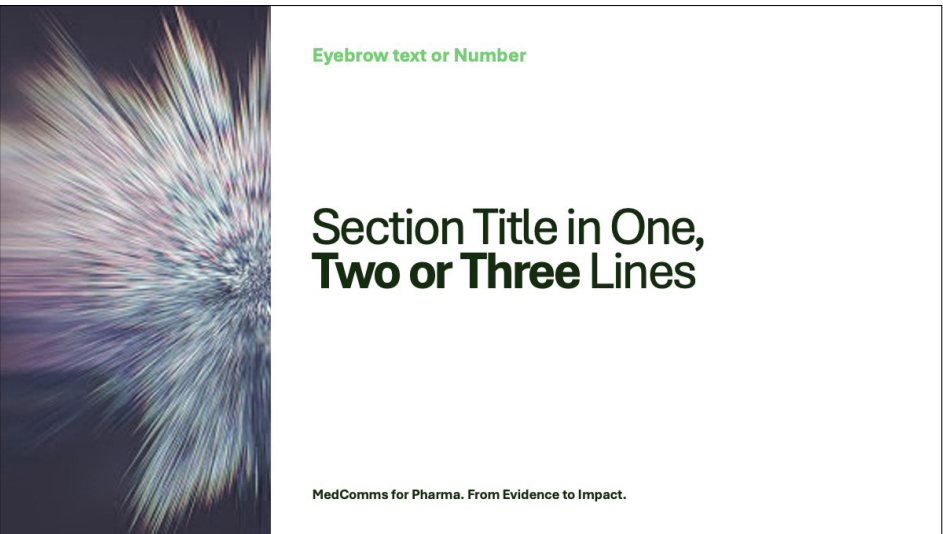
Photo options with frame

Section Openers

Graphic options

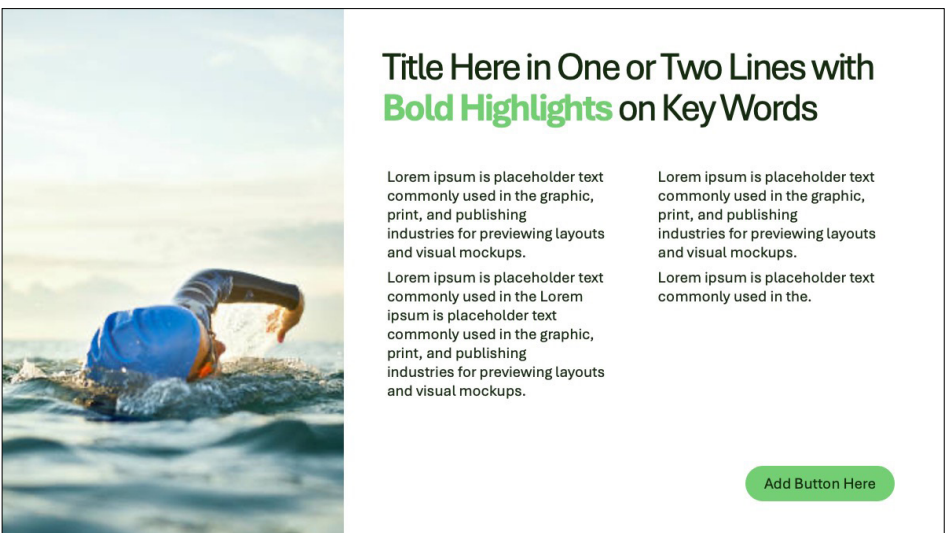


example with graphic strokes



Kinetix Health Group Visual System

A woman with blonde hair, wearing a striped shirt, looking out of a train window. The background is a blurred landscape of green hills and trees, suggesting motion. The image is used as a background for a text layout example.



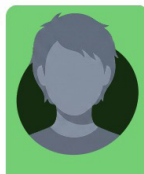
A design layout showing a two-column page. The left column has a main title 'Title Here in One or Two Lines with **Bold Highlight**' in a large serif font. Below it is a subtitle 'Subtitle Here in One or Two Lines Set in Aptos 20 Pt' in a smaller sans-serif font. The main body text is 'Lorem Ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.' followed by a bulleted list of three items: 'Body text and Bullet Point text 16 Pt, with Green bullet', 'Body text and Bullet Point text 16 Pt, with Green bullet', and 'Body text and Bullet Point text 16 Pt, with Green bullet'. At the bottom is a dark green button with the text 'Add a Button Here'. The right column has a subtitle 'Subtitle Here in One or Two Lines Set in Aptos 20 Pt' in a smaller sans-serif font. The main body text is 'Lorem Ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.' followed by a bulleted list of three items: 'Body text and Bullet Point text 16 Pt, with Green bullet', 'Body text and Bullet Point text 16 Pt, with Green bullet', and 'Body text and Bullet Point text 16 Pt, with Green bullet'. At the bottom is a light green button with the text 'Add a Button Here'. A thin vertical line separates the two columns.

Biographies



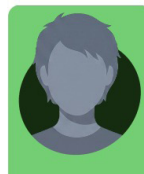
Name Here
Title Here

Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.



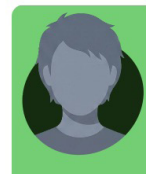
Name Here
Title Here

Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.



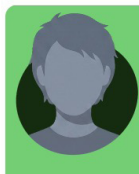
Name Here
Title Here

Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.



Name Here
Title Here

Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.



Name Here
Title Here

Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.

Title Here in **One or Two Lines** with Color Highlight Example

Subtitle Here in **One or Two Lines**
Set in Aptos 20 Pt

- Body text and Bullet Point text 16 Pt,
with Green bullet
- Body text and Bullet Point text 16 Pt,
with Green bullet
- Body text and Bullet Point text 16 Pt,
with Green bullet

Subtitle Here in **One or Two Lines**
Set in Aptos 20 Pt

- Body text and Bullet Point text 16 Pt,
with Green bullet
- Body text and Bullet Point text 16 Pt,
with Green bullet
- Body text and Bullet Point text 16 Pt,
with Green bullet

Key Takeaway Message

Key Takeaway Message

Title Here in One or Two Lines

Subtitle Here in One or Two Lines
Set in Aptos 20 Pt

Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.

- Body text and Bullet Point text 16 Pt, with Green bullet
- Body text and Bullet Point text 16 Pt, with Green bullet
- Body text and Bullet Point text 16 Pt, with Green bullet

✱ Opportunity for a callout text, **stat or quote here** for with a human touch

Data Infographics

Subtitle Here in One or Two Lines

Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.

80% Add a Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

60% Add a Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

example with graphic strokes

Kinetix Health Group

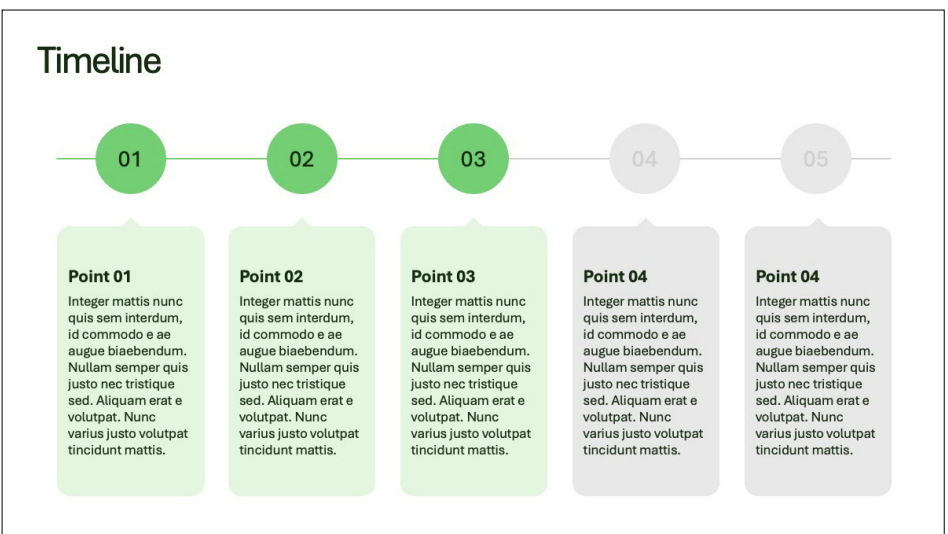
94% We Envision a performing Team Sets Industry Benchmarks

60% We Envision a performing Team Sets Industry Benchmarks

43% Lorem Ipsum Dolor Sit Amet

Title Here in One or Two Lines

We Envision a performing Team Sets Industry Benchmarks



LinkedIn Marketing

Profile Assets

- Company banner with tagline and URL
- Icon-based avatar

Special Profile Banners

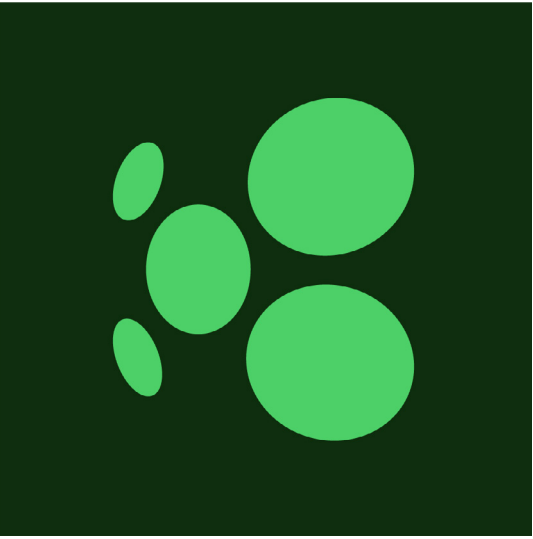
For special occasions and announcements, a special banner may be created and posted for a duration of time.

Kinetix Health Group
Visual System

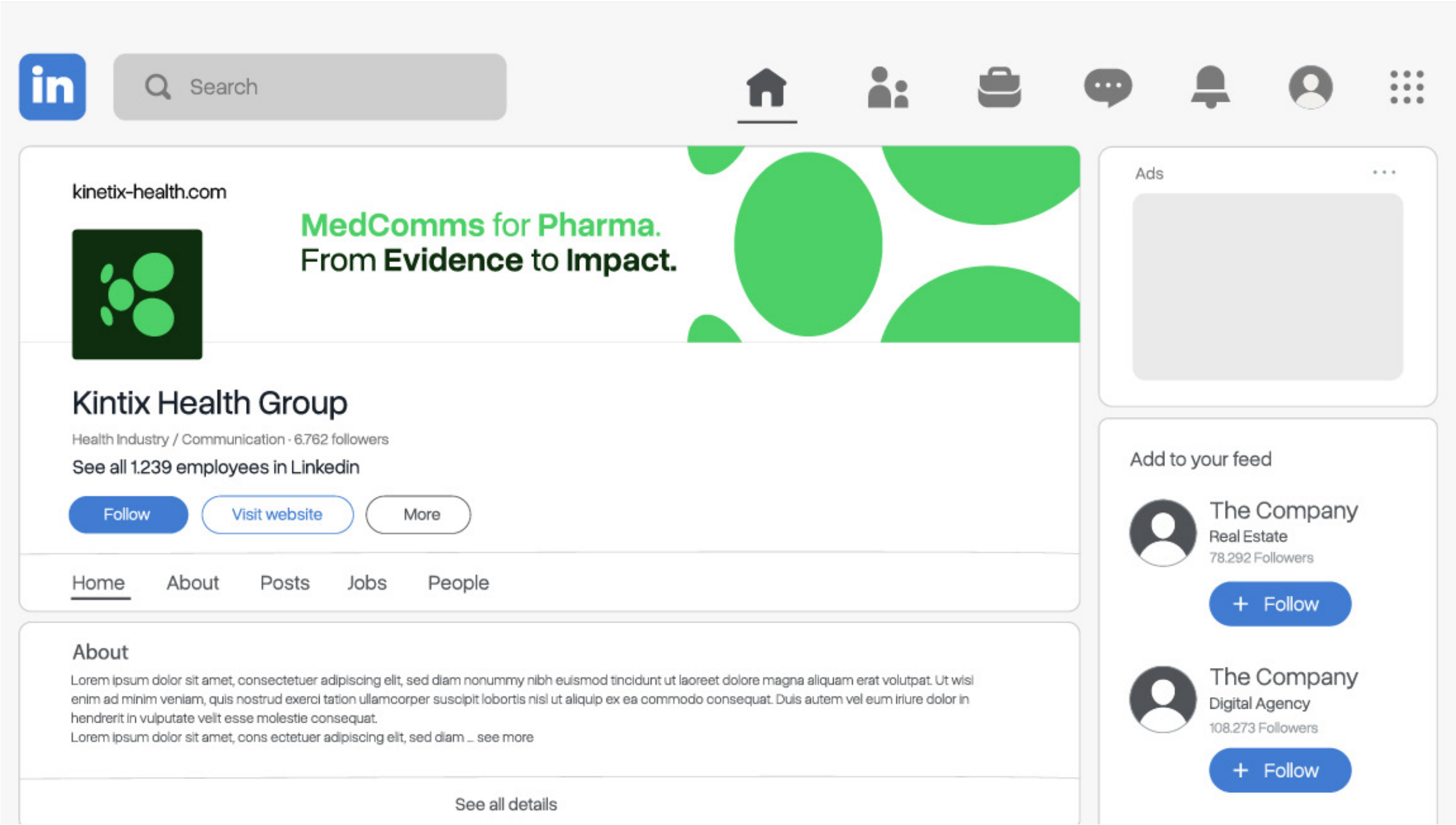
Company banner



Avatar



Simulation

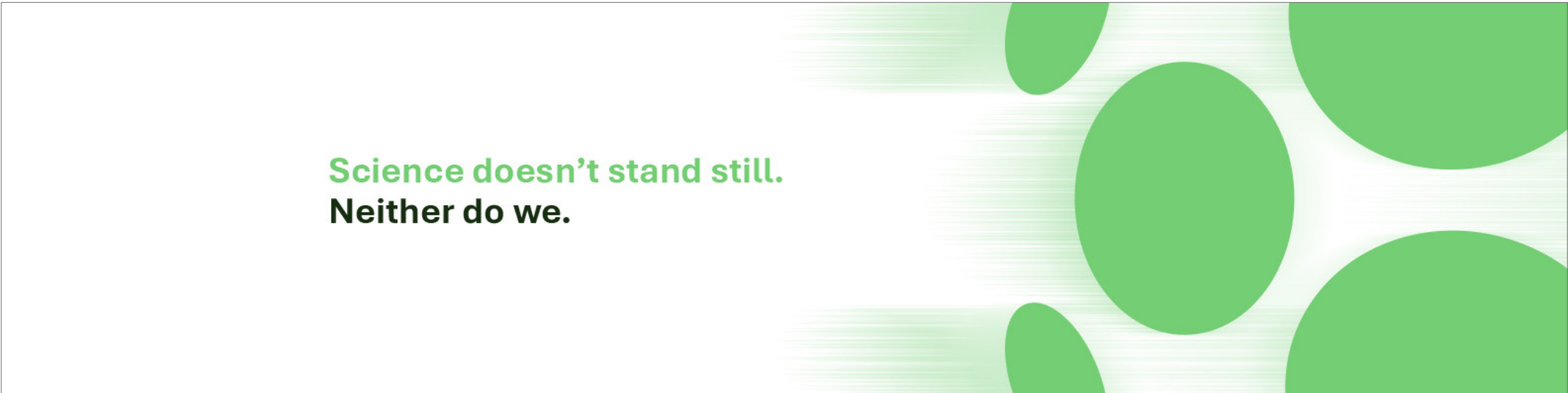


LinkedIn Marketing

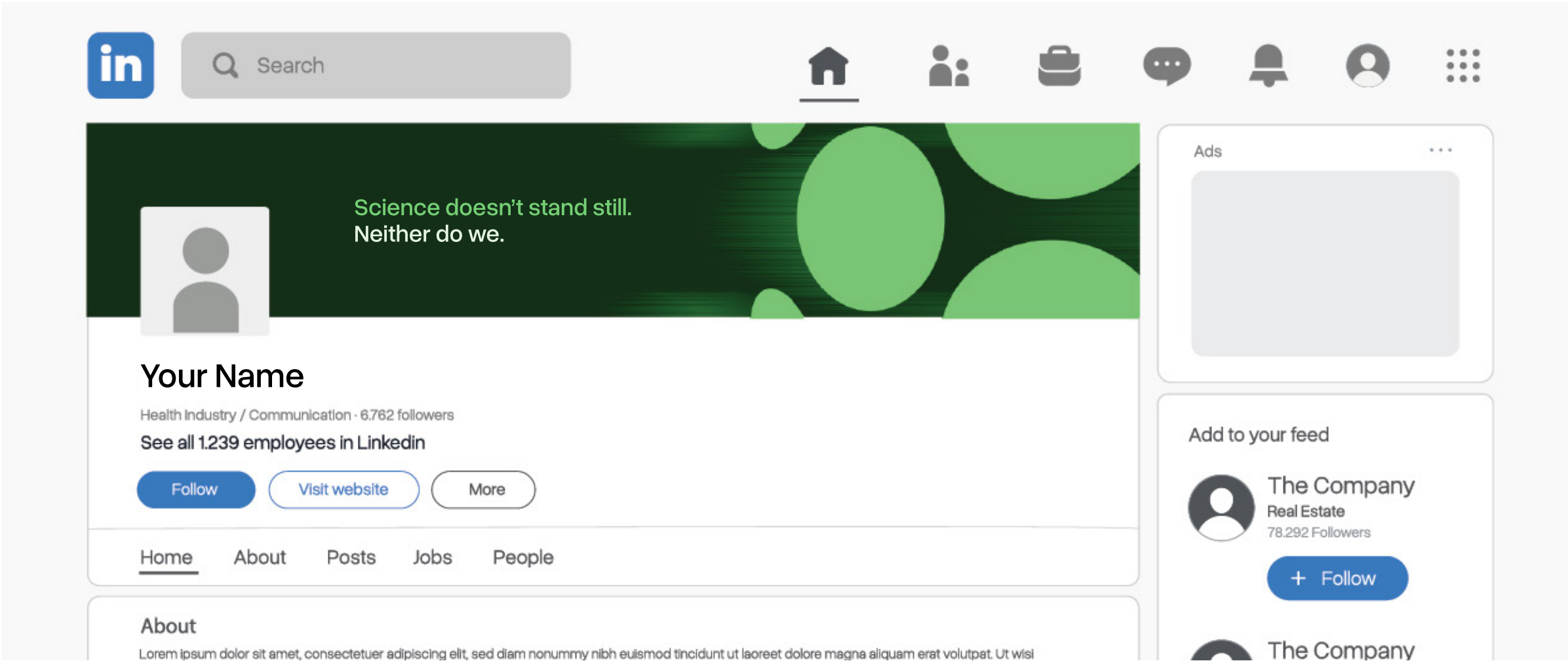
(Continued)

Personal Profile Banner Options

Personal banner



Simulation



Linkedin Marketing

(Continued)

Generic Posts

For posts used frequently, pre-designed templates can be used and adjusted accordingly. **Images and copy shown are for demonstration purposes only and will need replacing.** The templates include posts for:

- Job announcements
- Event announcements
- Special day banners*
- Data visualizations
- Campaigns*

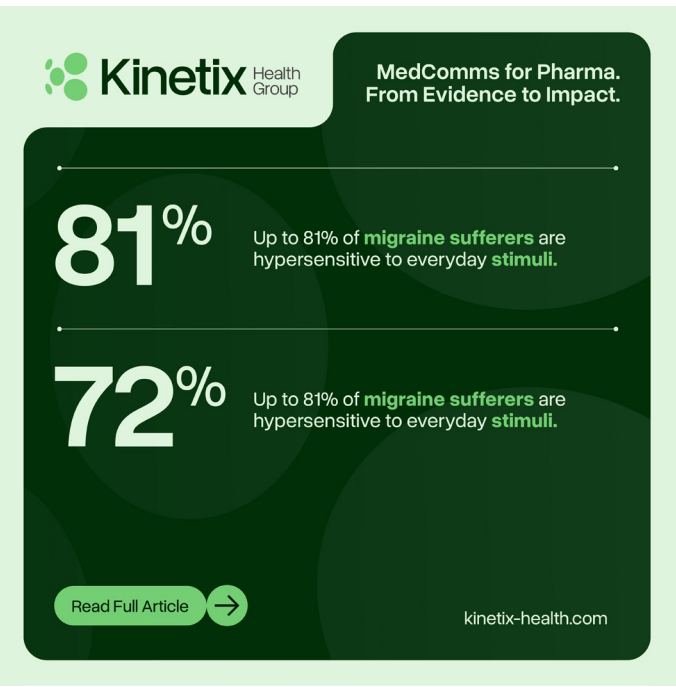
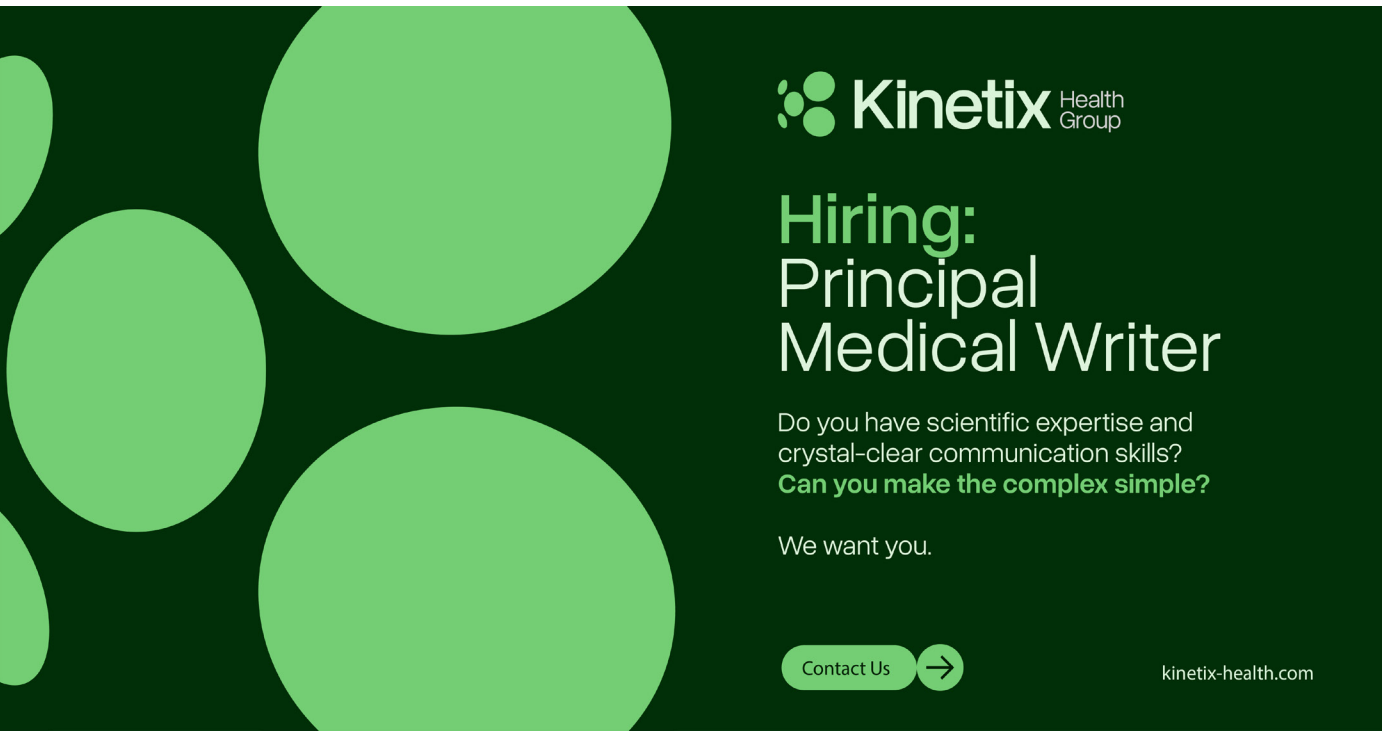
Unique Posts

For unique posts, standalone posts should be created with an underlying concept and copy/art that support the concept, in line with the Kinetix brand guidelines.

*Special day/campaign posts may also require a more bespoke approach, depending on the intent of the communication.

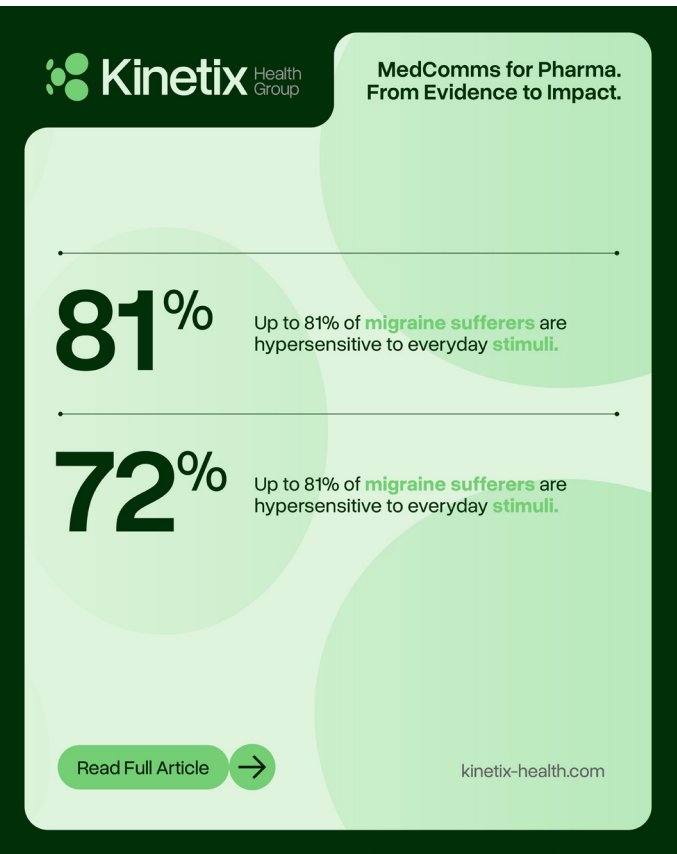
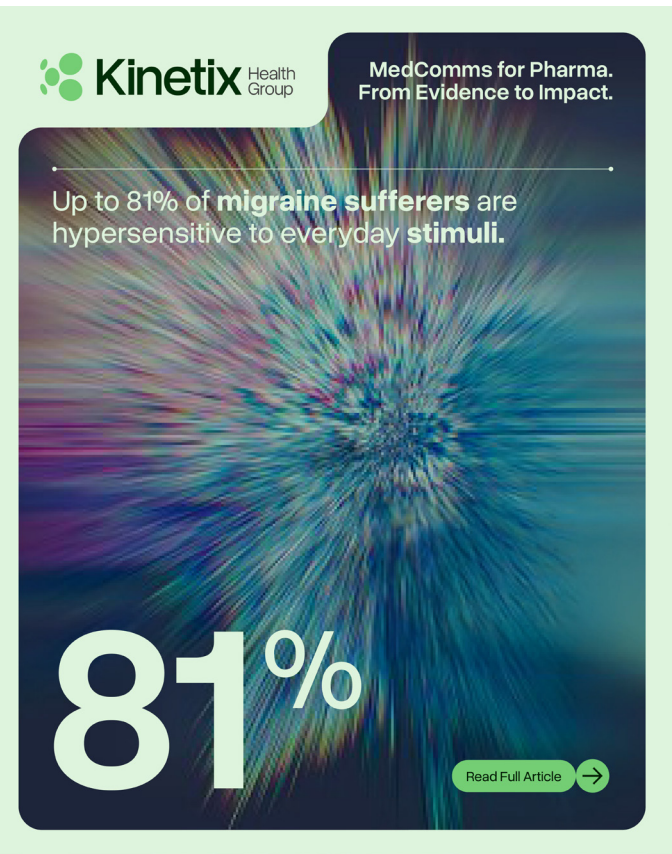
Kinetix Health Group
Visual System

Job post template



Data visualization

Event/announcement featuring an individual



Linkedin Marketing

(Continued)

Special day template with photo



Special day template/no photo



Camapign example



Cover image

Inside images (2-3)

End Card

Virtual Background

Kinetix virtual backgrounds ensure every video call reflects the same standard as every other brand touchpoint: polished, consistent, and professional. Two styles are available to suit different preferences and contexts.

Graphic backgrounds use brand elements and color to create a clean, structured setting. **Lifestyle backgrounds** feature real environments rendered in sharp or blurred finish, with blurred recommended to keep attention on the speaker, not the scene. Whichever style you choose, these backgrounds replace improvised home offices and cluttered rooms with something that quietly signals: we know what we're doing.

Graphic backgrounds



Example in use



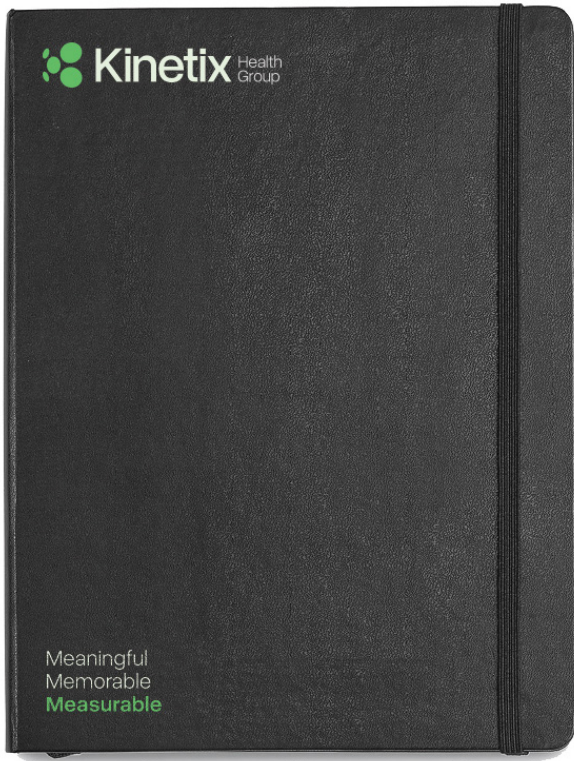
Lifestyle backgrounds

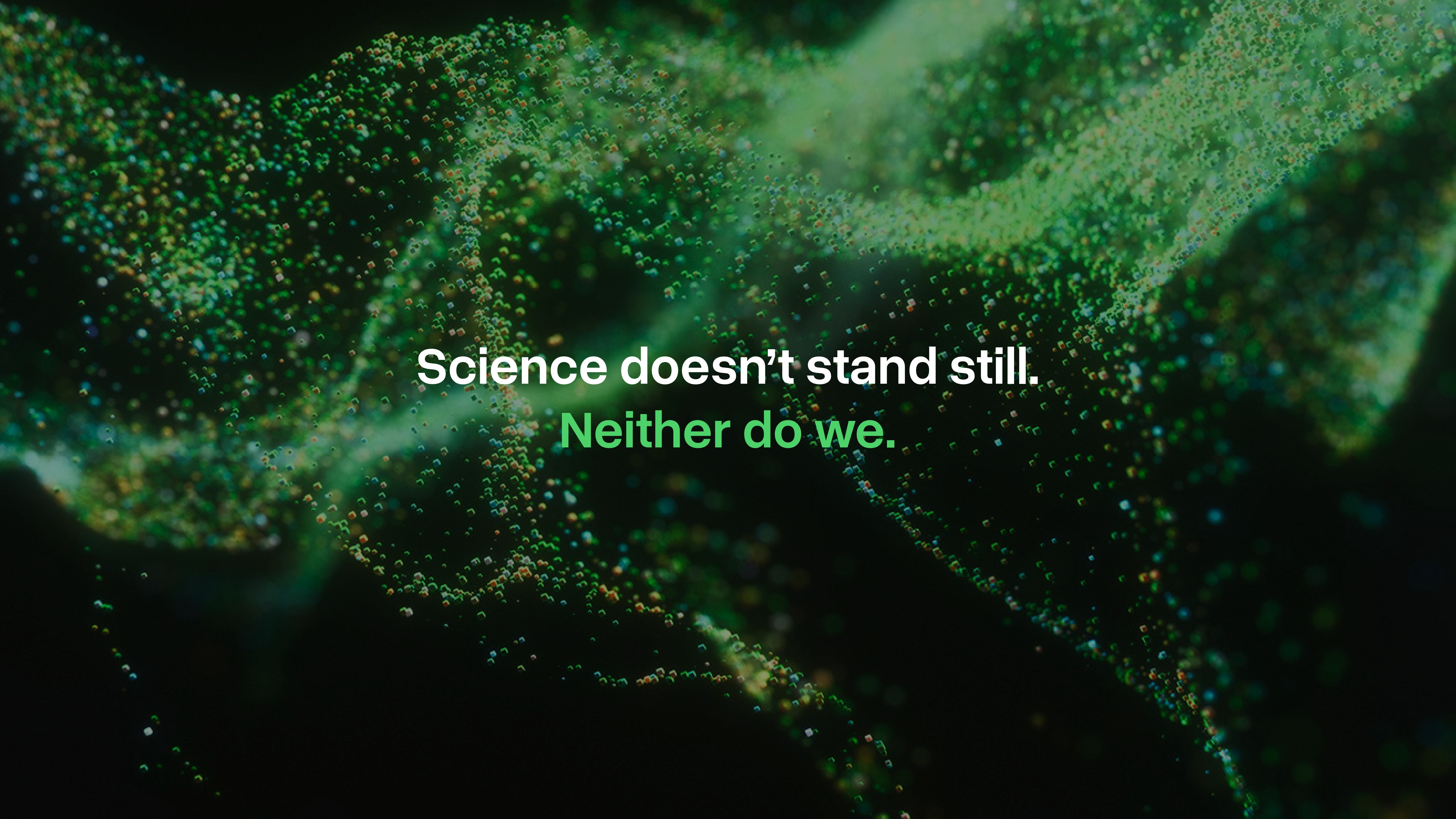


Example in use with blurred background



Additional Mockups



The background is a dark, almost black, space filled with numerous small, colorful dots in shades of green, blue, and orange. These dots are arranged in several distinct, curved, and somewhat chaotic paths that sweep across the frame, suggesting a sense of motion or a complex, dynamic system. The overall effect is reminiscent of a microscopic view of a chemical reaction or a visualization of data points in a scientific plot.

Science doesn't stand still.
Neither do we.

Thank you.

For questions, please reach out to
Creative Services or Marketing.

Brand Assets Library:

[https://mce.egnyte.com/app/index.
do#storage/folder/20e9bdca-e818-
48b0-a570-b0466686e33d](https://mce.egnyte.com/app/index.do#storage/folder/20e9bdca-e818-48b0-a570-b0466686e33d)