

Oxford Nanopore
Technologies

Brand Guidelines



This brand guidelines document is intended to act as an interim solution during our ongoing brand development. It covers rules of use and best practice for applying our refreshed brand assets.

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Our logo

Our logo

About our logo

Our logo is directly inspired by our technology and is the cornerstone of our brand. The following pages outline its variations and provide guidance on proper usage.



**Oxford
Nanopore
Technologies**

Our logo

Logo Versions

Our logo is available in both two-line and three-line versions. While the three-line version is generally used as our default, there is no intended hierarchy between the two. Select the version that best fits the format in which it appears.

Three-Line Version

The three-line logo is ideal for narrower formats or situations where space is limited.

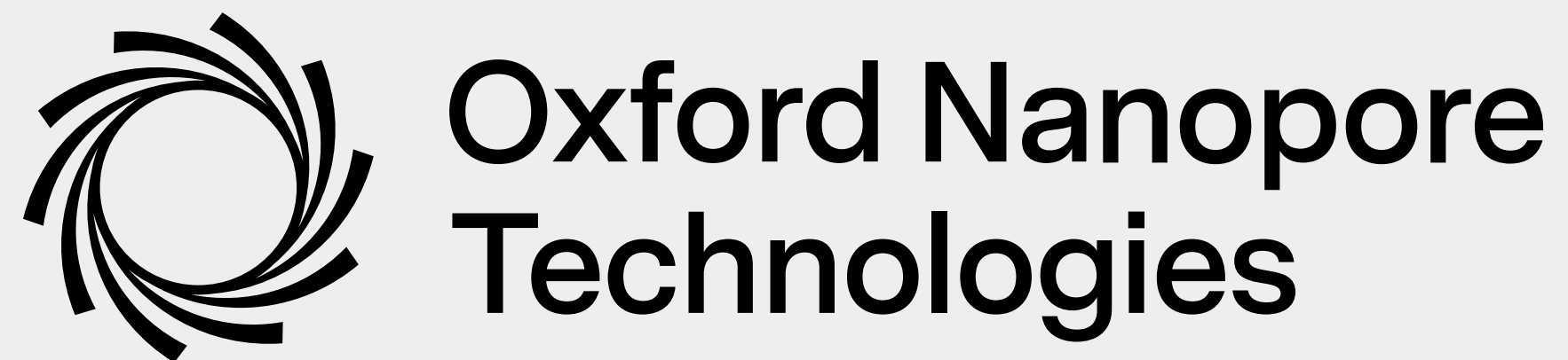
Two-Line Version

The two-line logo works best in wider formats or where ample space is available.

Three Line Logo (Default)



Two Line Logo



Our logo

Positive and Negative

Our logo is supplied in positive and negative versions. There is no intended hierarchy between the two. Select the positive version for light backgrounds, and the negative version for dark background. Ensure that there is adequate contrast to maintain proper legibility at all times.

Three Line Logo Positive



Three Line Logo Negative



Two Line Logo Positive



Two Line Logo Negative



Exclusion Zones and Sizing

Exclusion Zone

The exclusion zone defines the clear space that is required around the outside of the logo and must be kept free of other graphic elements such as headlines, text and images.

The minimum required clear space is defined as half the height of our wheel icon.

Minimum Size

To avoid potential legibility and reproduction issues, our logo should always be at least 50px tall for digital displays and 10mm tall for print.

Three Line Logo



Two Line Logo



Our logo

Brand Avatar

Our brand assets also include a dedicated Brand Avatar. This version of the logo is intended solely for use as a social media profile image and should not be used in any other context.



Our logo

Dynamic logo arrangements

In order to add energy and dynamism to our communications, our logotype and wheel icon may appear in dynamic arrangements.

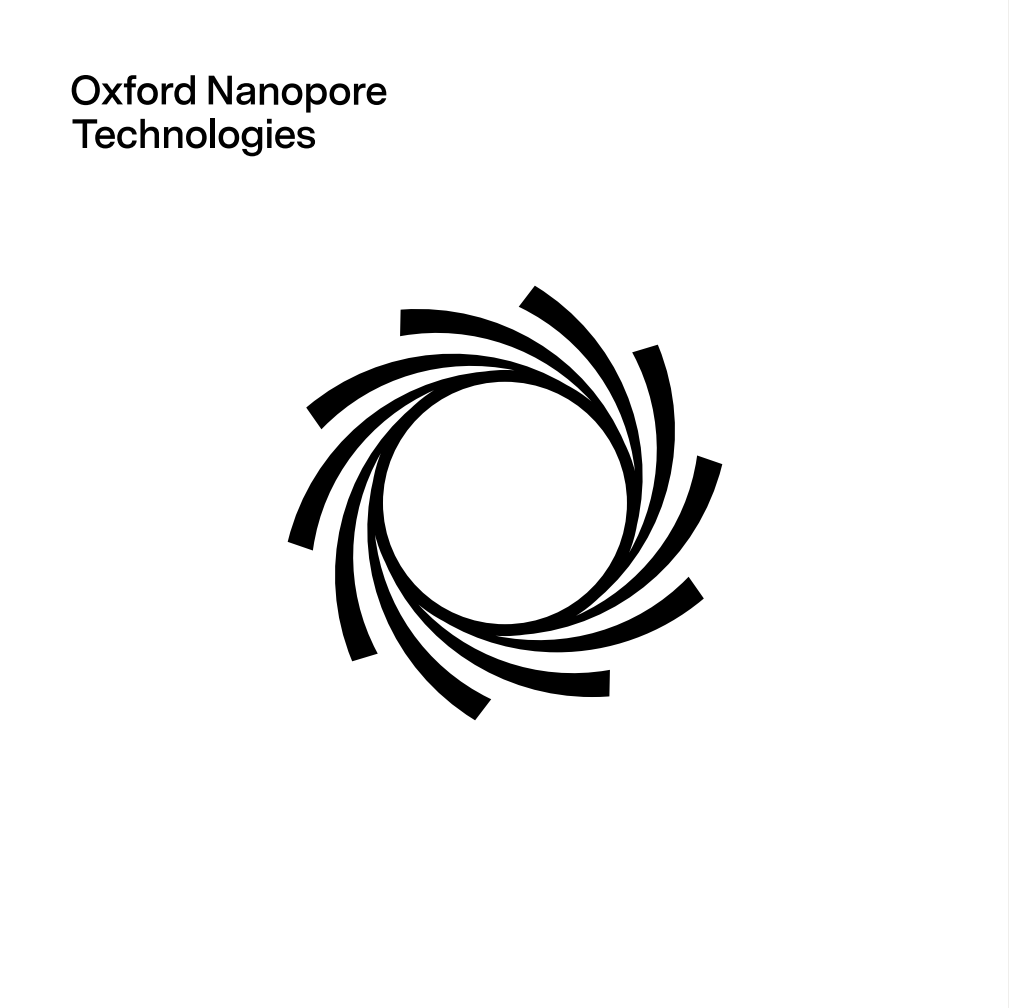
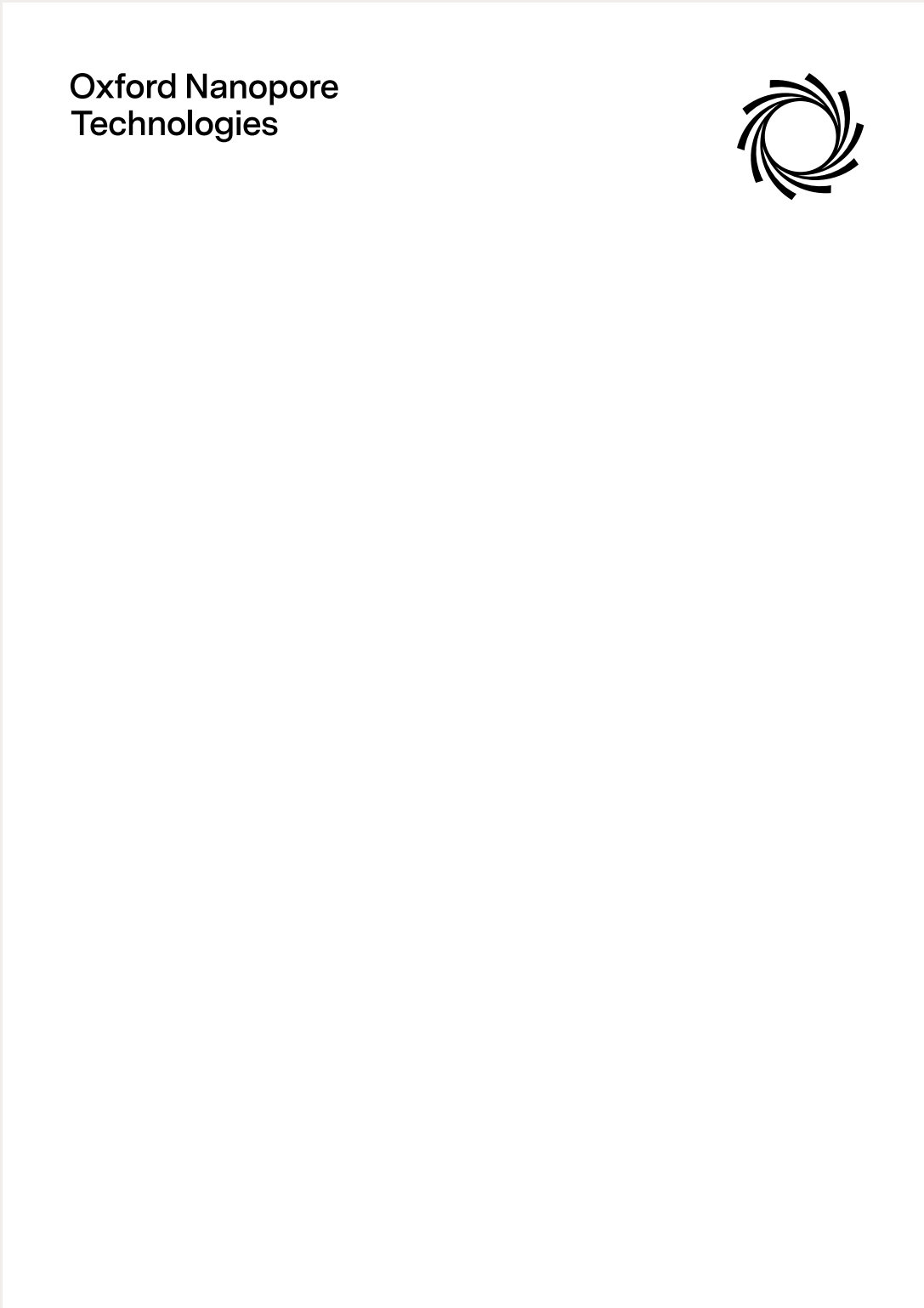
The relationship between the logotype and symbol should be immediately clear, effective communication is always the most important consideration.

Size relationship

The height of our wheel icon should be at least 1.17 times the height of our logotype and no more than 6 times the height of the logotype.

Usage

Dynamic arrangements should be used sparingly, and must be signed off by the Marketing Operations team.



What not to do

To maintain the integrity of our brand, it's essential that our logo is used consistently and correctly. Always follow the approved usage guidelines to preserve its impact and recognition.

✗ Don't right align the logo lock-up



✗ Don't apply effects



✗ Don't use a colour that isn't black or white



✗ Don't distort the logo



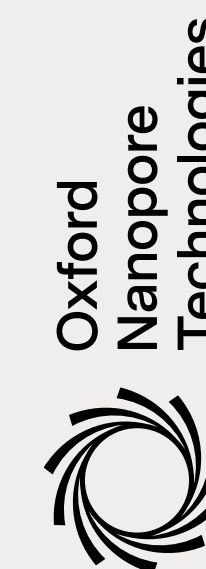
✗ Don't use over busy backgrounds



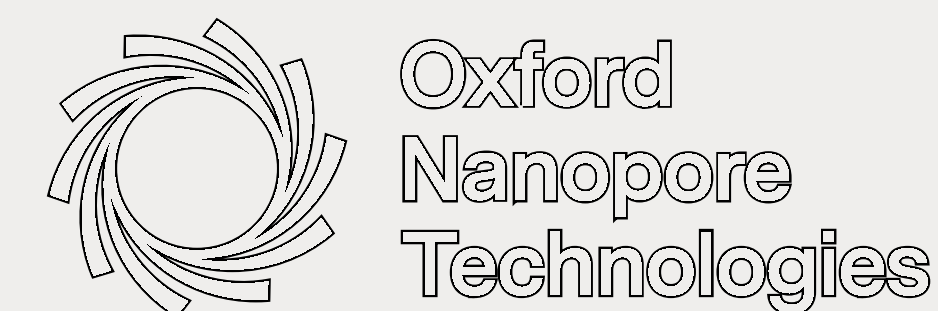
✗ Don't recreate the logo lock-up



✗ Don't rotate the logo



✗ Don't apply outlines



✗ Don't create bad contrast



Typography

Brand Typeface

Chosen for its wide availability and extensive range of character sets, our brand type face is Noto Sans. We use Noto Sans in Light, Regular and Medium weights. Noto Sans is available for download from [Google fonts](#).

Noto Sans Light
Noto Sans Regular
Noto Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&\$£¥€= >+-:;","'-*() [] \

Typographic Specification

This page shows a basic sample typographic specification.

This example is intended to act only as a general guide, the optimum specification should be informed by the specific application.

Alignment

Text should generally be left aligned, though centred text may also be used occasionally for headings and standfiirsts.

Use of Regular

At very small sizes use of Noto Light may create reproduction or legibility issues. In these instances, substitute Light for Regular.

Use of Light Mono

Use Noto Sans Light Mono exclusively for feature numbers, such large scale highlighted statistics.

Headlines

Noto Sans Light
Line Height: 120%
Letter Spacing: 0%

Bodycopy

Noto Sans Light
Line Height: 130%
Letter Spacing: 0%

Feature Number

Noto Sans Mono Light
Line Height: 130%
Letter Spacing: 0%

Introduction

Enabling analysis
of anything, by
anyone, anywhere.

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Running Heads & Footers

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Line Height: 130%
Letter Spacing: 0%

Standfirsts

Noto Sans Light
Line Height: 130%
Letter Spacing: 0%

Subheadings

Noto Sans Medium
Line Height: 130%
Letter Spacing: 0%

Quotes

Noto Sans Light
Line Height: 130%
Letter Spacing: 0%

Colour

Brand Colour Palette

Our brand colours are carefully selected to reflect our identity, communicate the right sentiment, and create a cohesive visual experience. By consistently applying our brand colours, we build recognition and reinforce our presence across all platforms and materials.

Primary Colours

Black
HEX: #000000
CMYK: 0/0/0/100
PMS: Black

Dark Grey
HEX: #5B5B5B
CMYK: 0/0/0/80
PMS: Cool Grey 11C

Light Grey
HEX: #F4F2F2
CMYK: 0/0/0/8
PMS: Cool Grey 1C

White
HEX: #B0CFF7
CMYK: 0/0/0/0
PMS: N/A

Dark Blue
HEX: #014366
CMYK: 93/44/9/42
PMS: 2210C

Brand Blue
HEX: #007FA9
CMYK: 87/8/9/30
PMS: 314C

Blue Wash
HEX: #C2F3FF
CMYK: 35/0/2/0
PMS: 304C

Secondary Colours

Dark Ink
HEX: #171B8F
CMYK: 99/97/0/15
PMS: 2372C

Ink
HEX: #5F5BD9
CMYK: 84/77/0/0
PMS: 2367C

Ink Wash
HEX: #C1C8FF
CMYK: 35/24/0/100
PMS: 2113C

Dark Green
HEX: #025A6A
CMYK: 81/39/30/43
PMS: 2215C

Green
HEX: #008571
CMYK: 80/11/51/0
PMS: 4164C

Green Wash
HEX: #BAFDE4
CMYK: 27/0/15/0
PMS: 331C

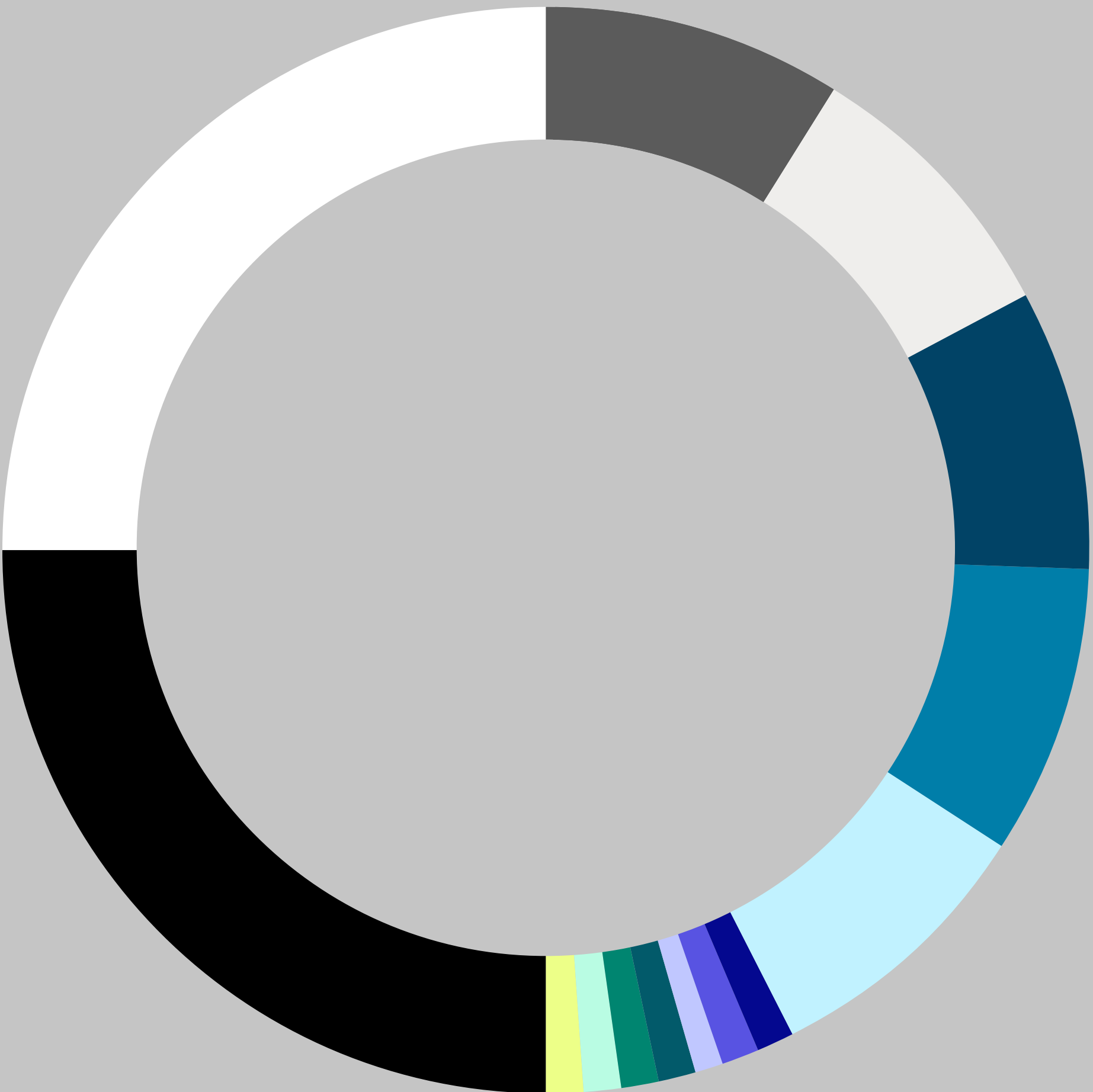
Yellow
HEX: #EDFF89
CMYK: 9/0/69/0
PMS: 379C

Colour Usage Proportion

This graph is intended to act as a guide for how much each colour in our palette should be used overall.

The ideal amount of colour will vary based on the intended message of each communication piece. For designs that aim to be playful and energetic, more colour can be incorporated, while a more restrained use of colour can help convey a sophisticated tone.

Therefore, this graph is intended as a general starting point rather than a strict rule.



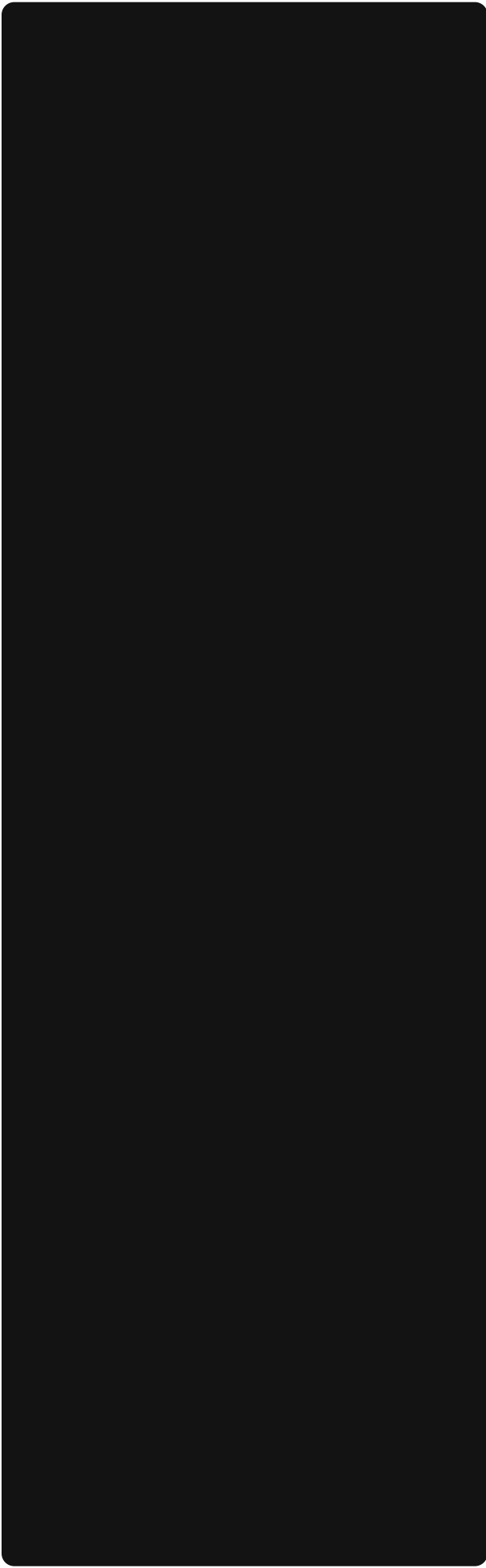
Materials

Materials Palette

Our materials palette is a direct reflection of the materials and finishes used in our devices. This approach ensures a cohesive and unified look and feel across every touchpoint. The palette serves as a versatile tool, whether for designing physical spaces like exhibition stands or crafting printed collateral.

RAL

Black 500
RAL 9005



Black Powder Coated
RAL 9017
30% Gloss



Silver
RAL 9006



Anodised
Aluminium



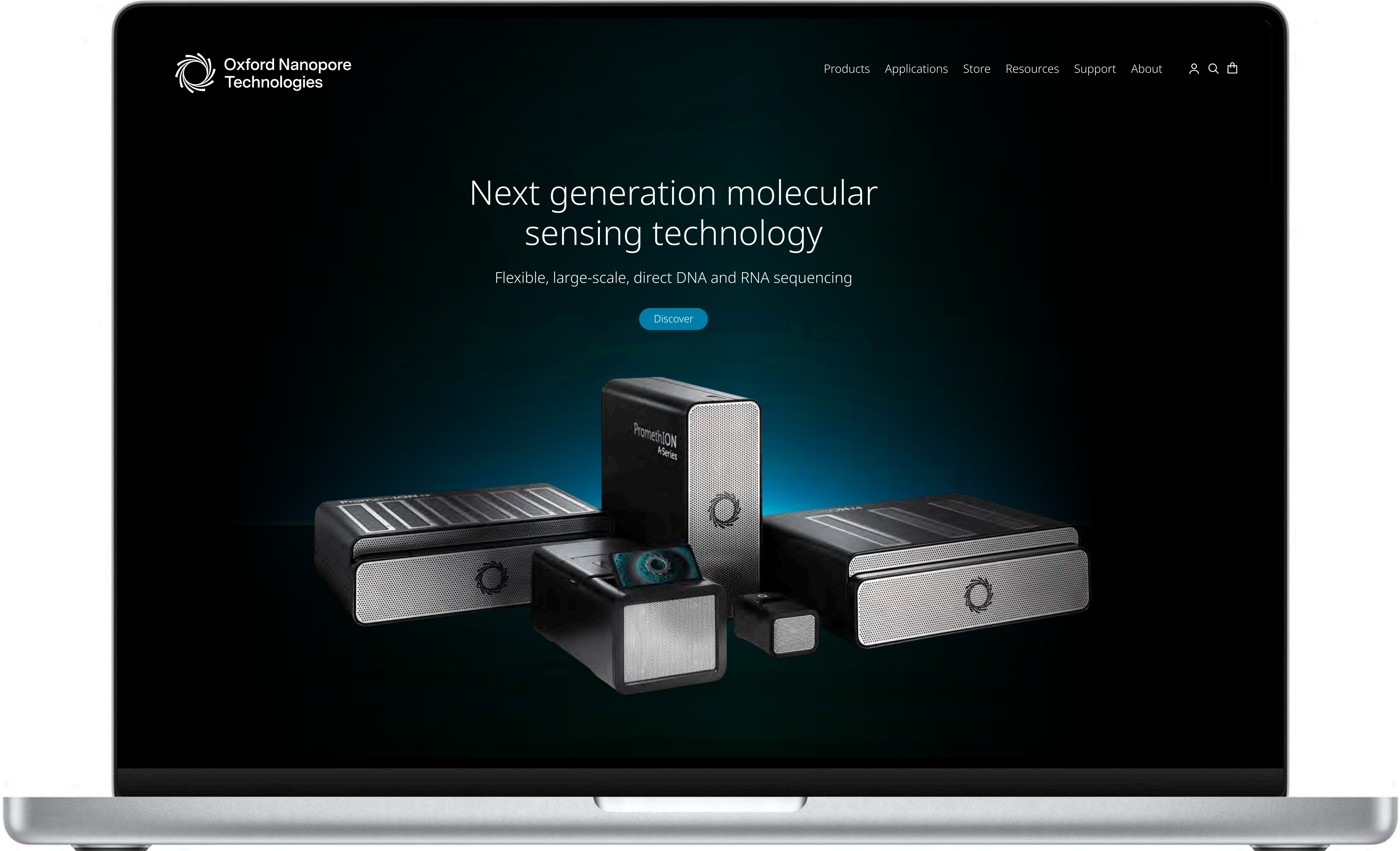
Foilco
Cloud Silver 6210




Material

Print

Usage Examples






ProductsApplicationsStoreResourcesSupportAbout

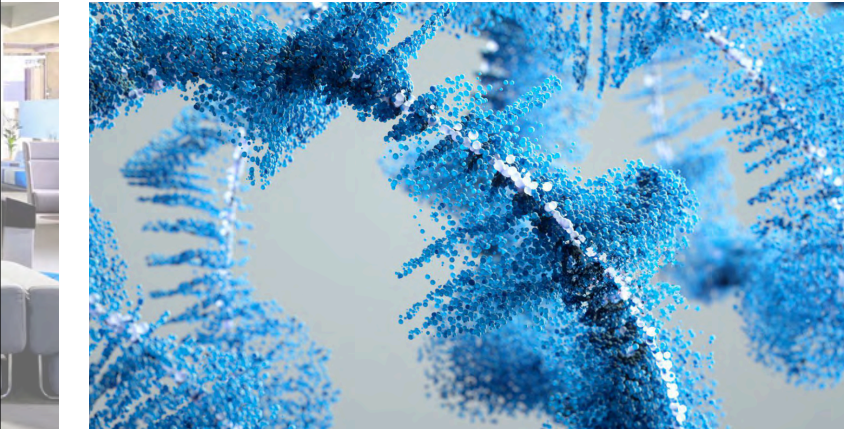
Next generation molecular sensing technology

Flexible, large-scale, direct DNA and RNA sequencing


Discover



Get the latest



Nanopore technology update
The latest perform and innovation





NCM Boston: watch now
All the talks from this year's meeting

Prepare

Sequence

Analyse





ProductsApplicationsStoreResourcesSupportAbout

Prepare


Sequence

Analyse

Fast-track your workflows

Whether studying the human genome, the microbiome, or life's diversity, Oxford Nanopore's library prep solutions provide a flexible, cost-effective, and efficient way to generate high-quality sequencing data.

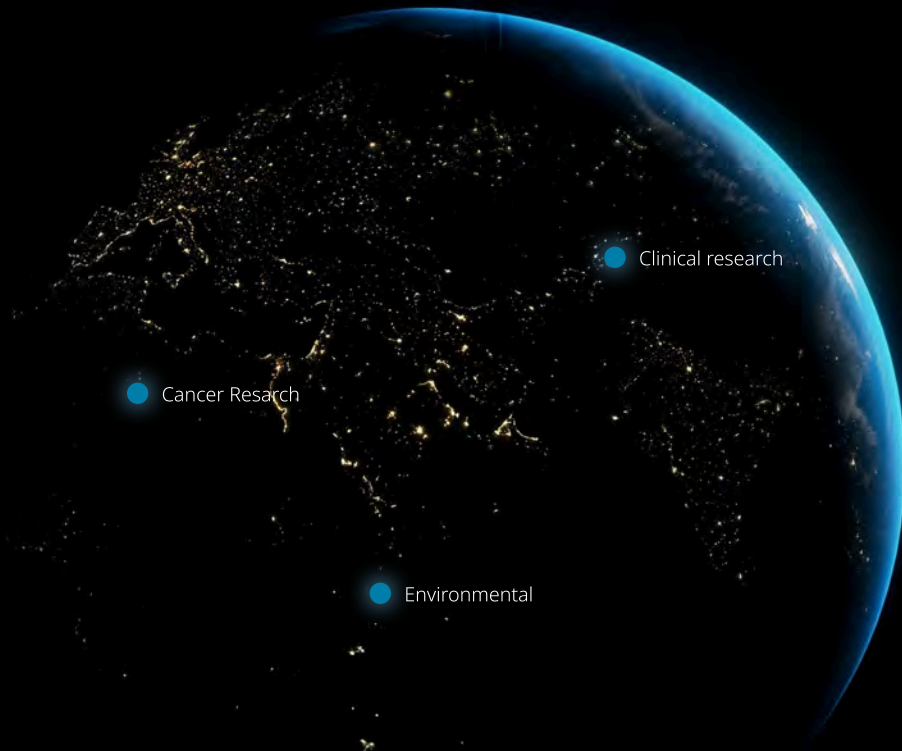
Explore



Our technology: global applications

The platform helps researchers solve real-world challenges by answering questions about the biology of people, plants, animals, pathogens, and environments. It's also being used in applied fields like healthcare and food safety.

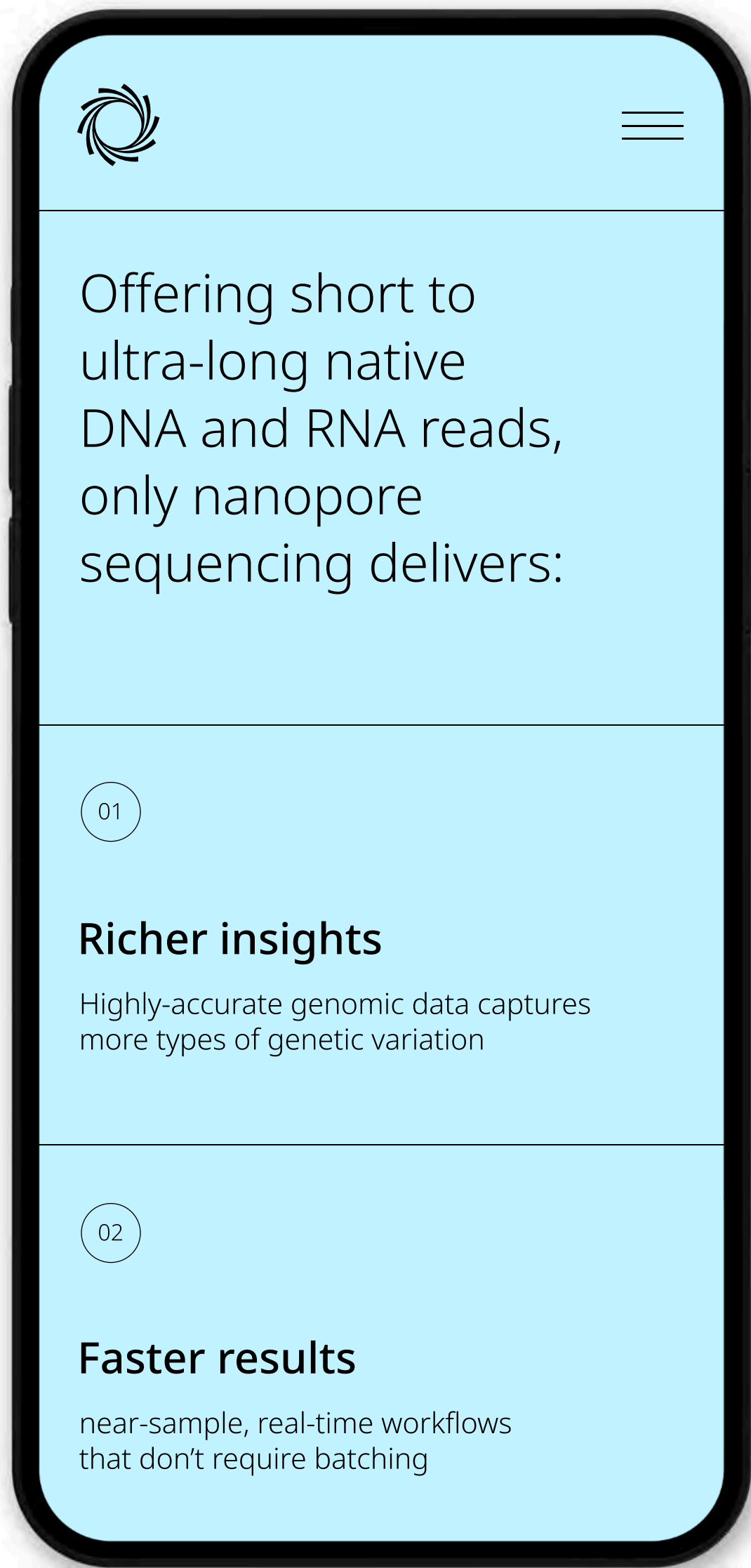
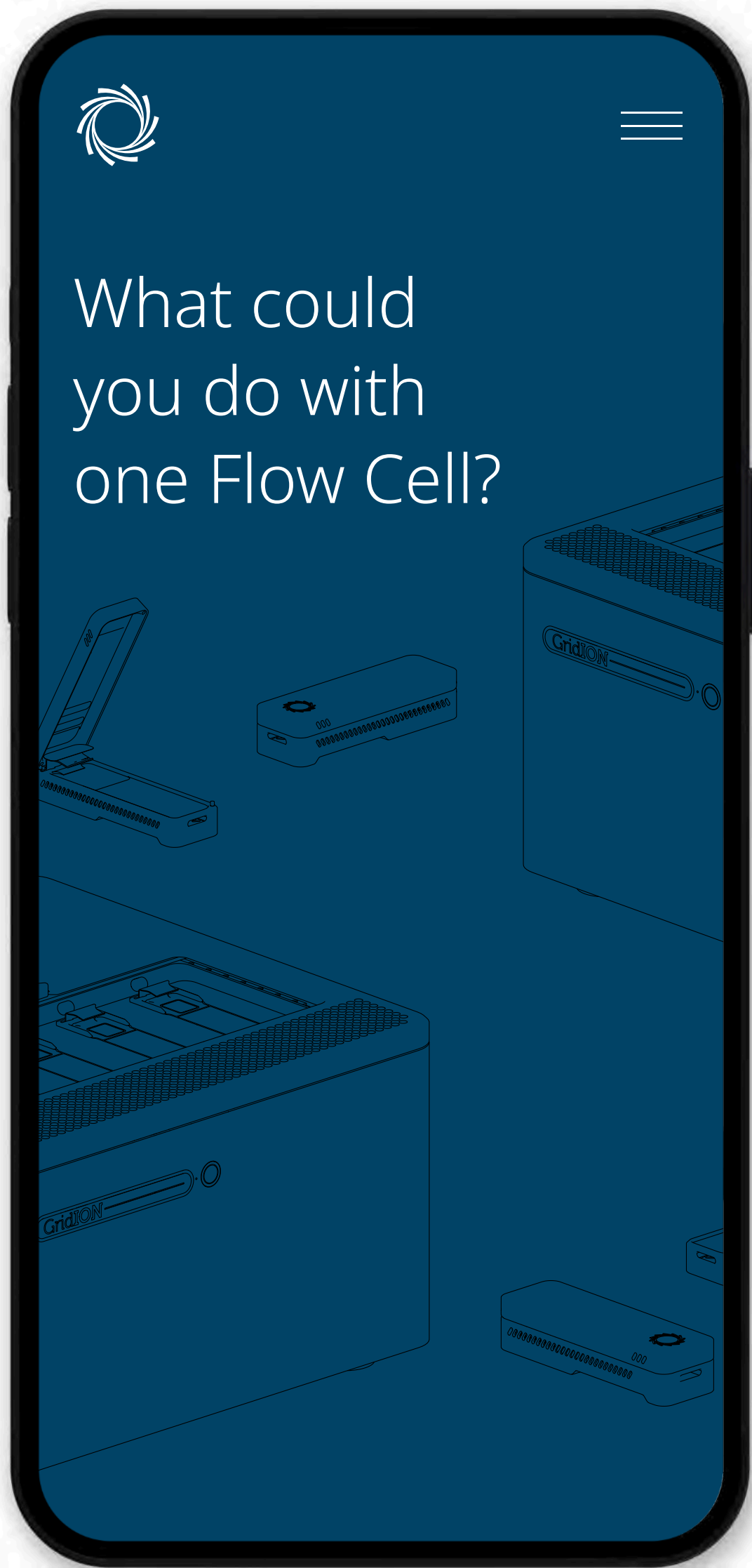
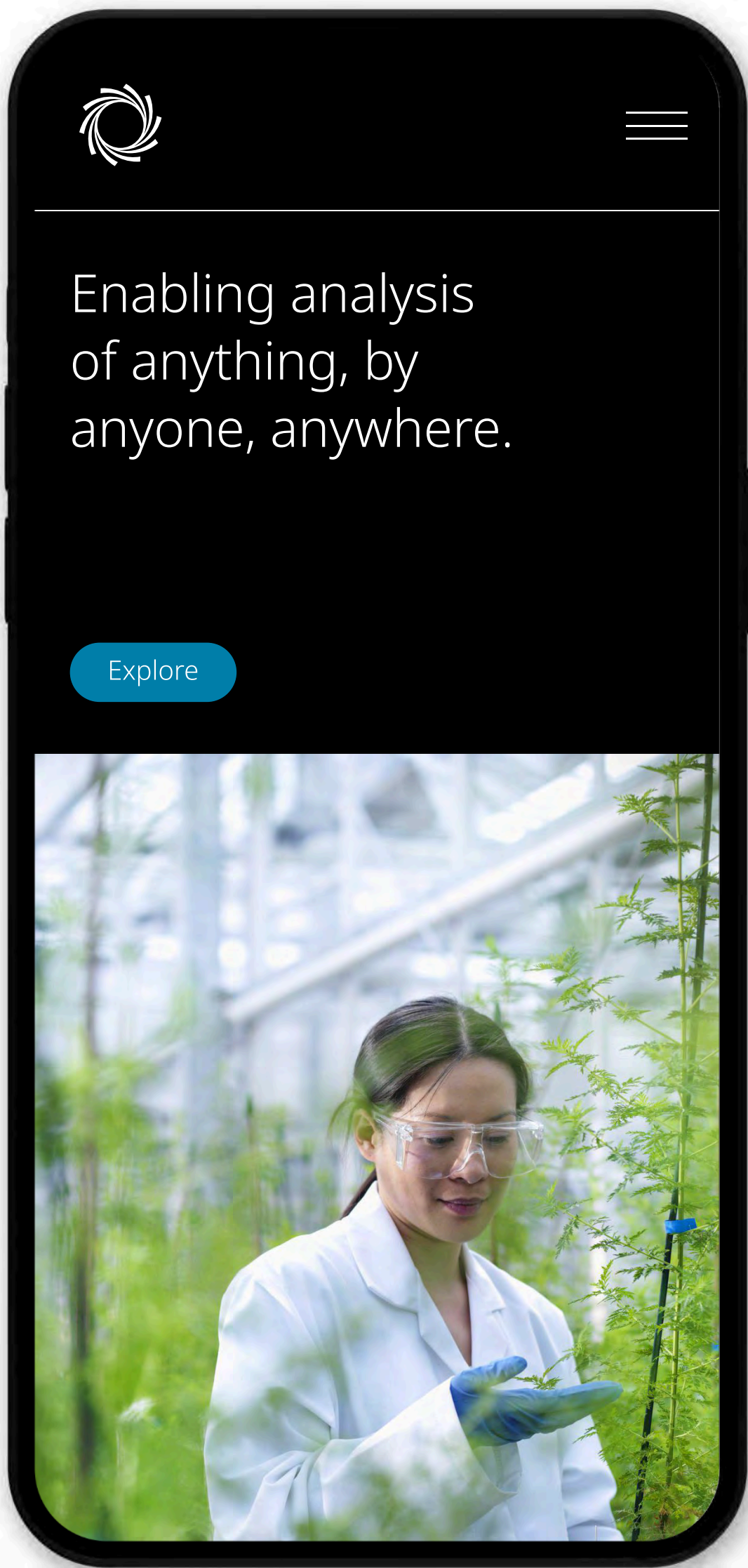
Explore



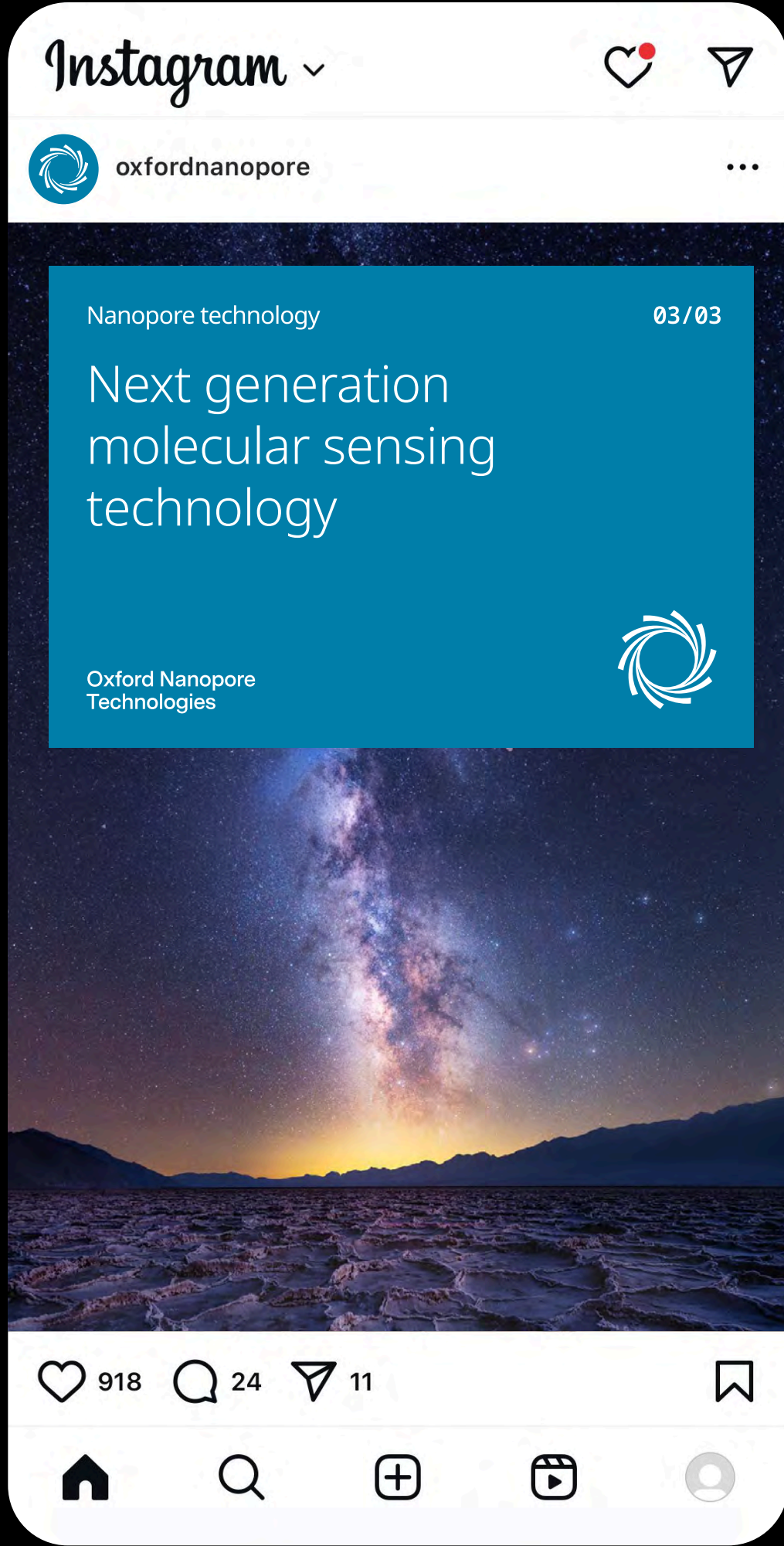
01.
Richer insights

02.
Faster results

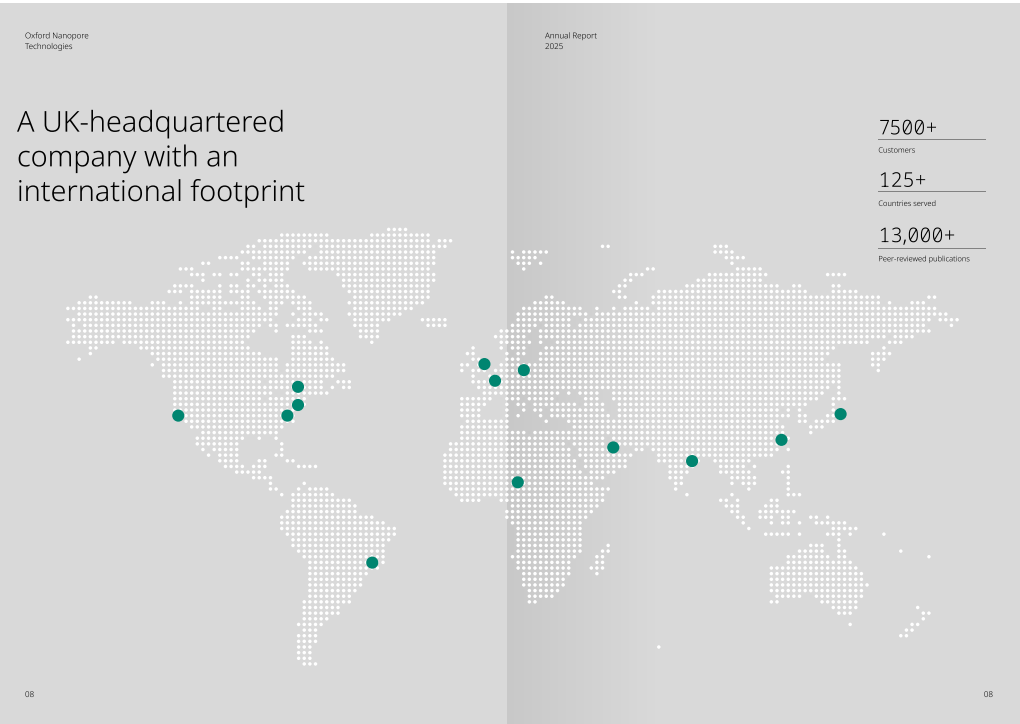
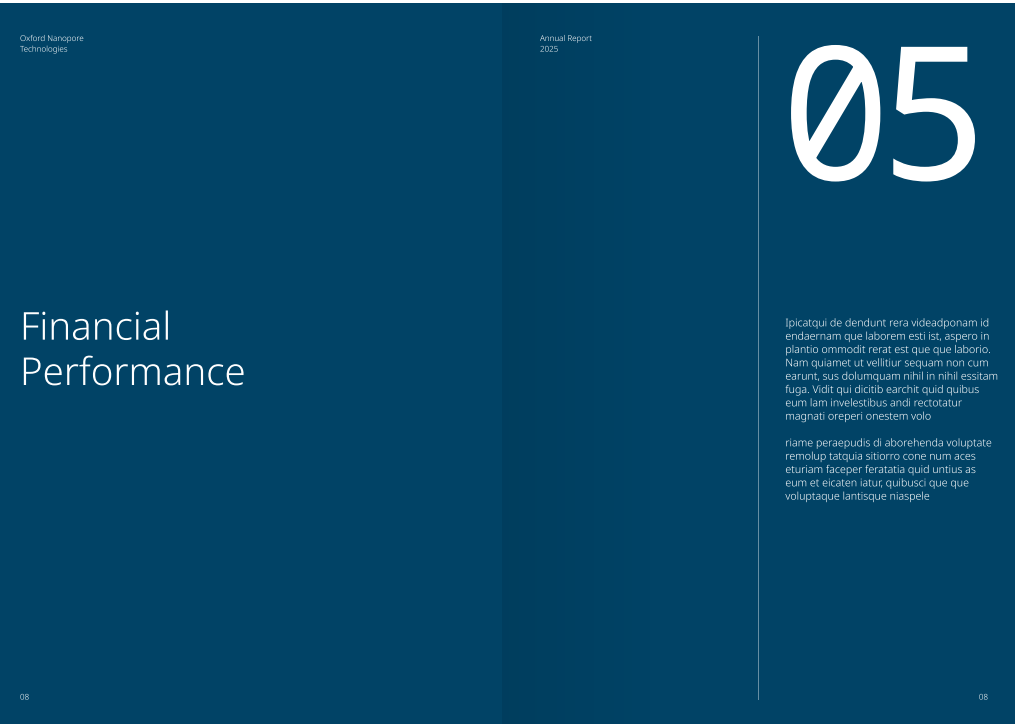
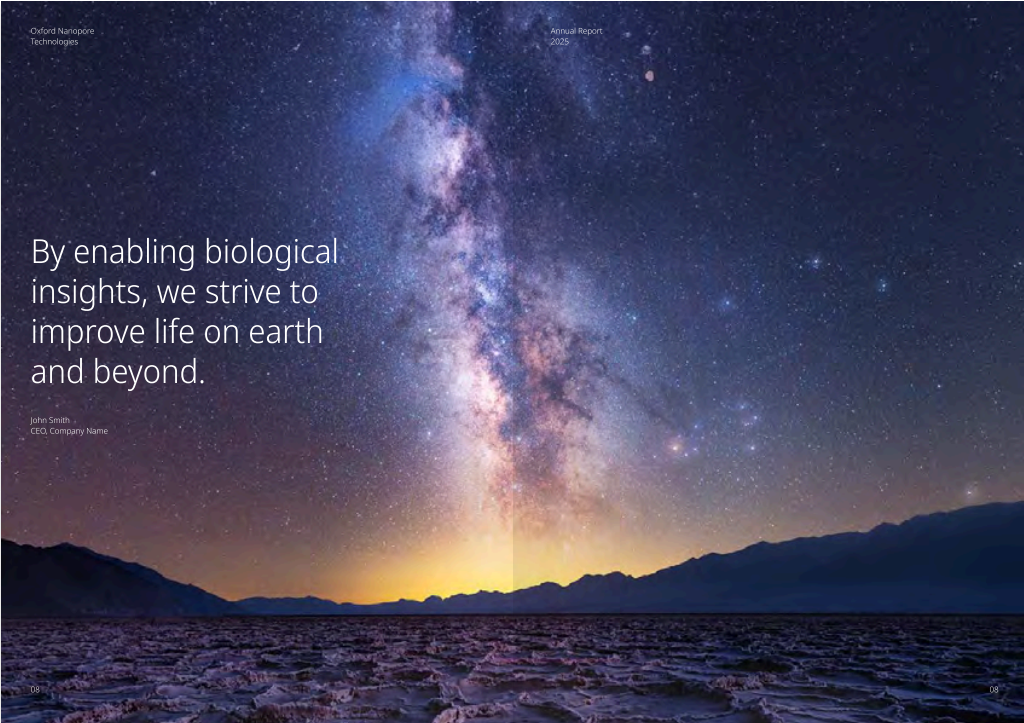
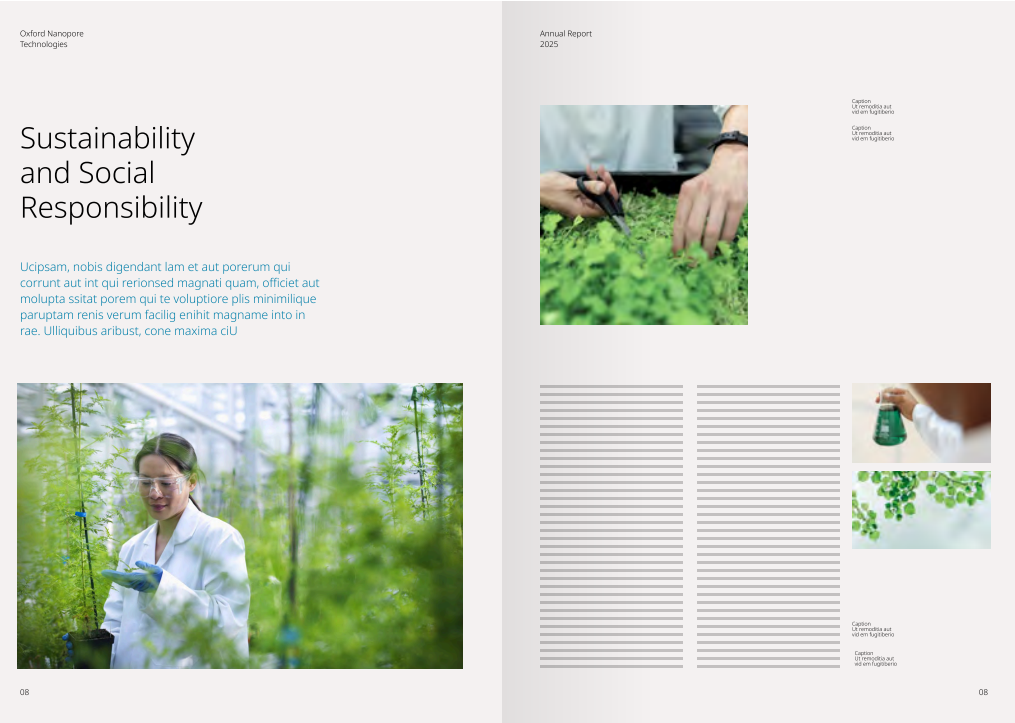
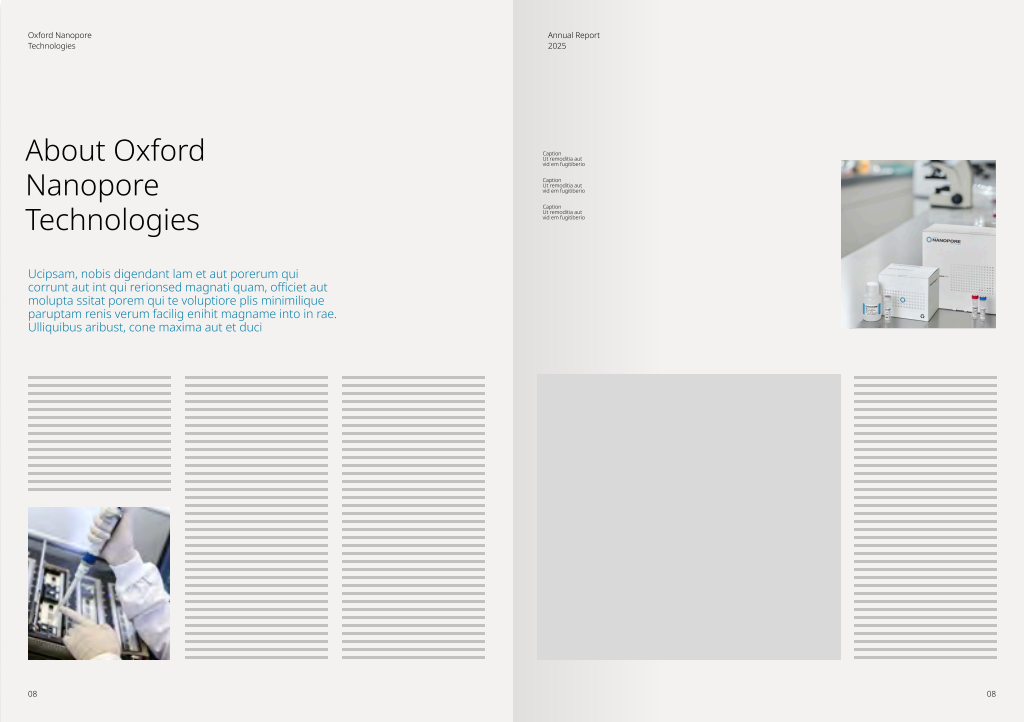
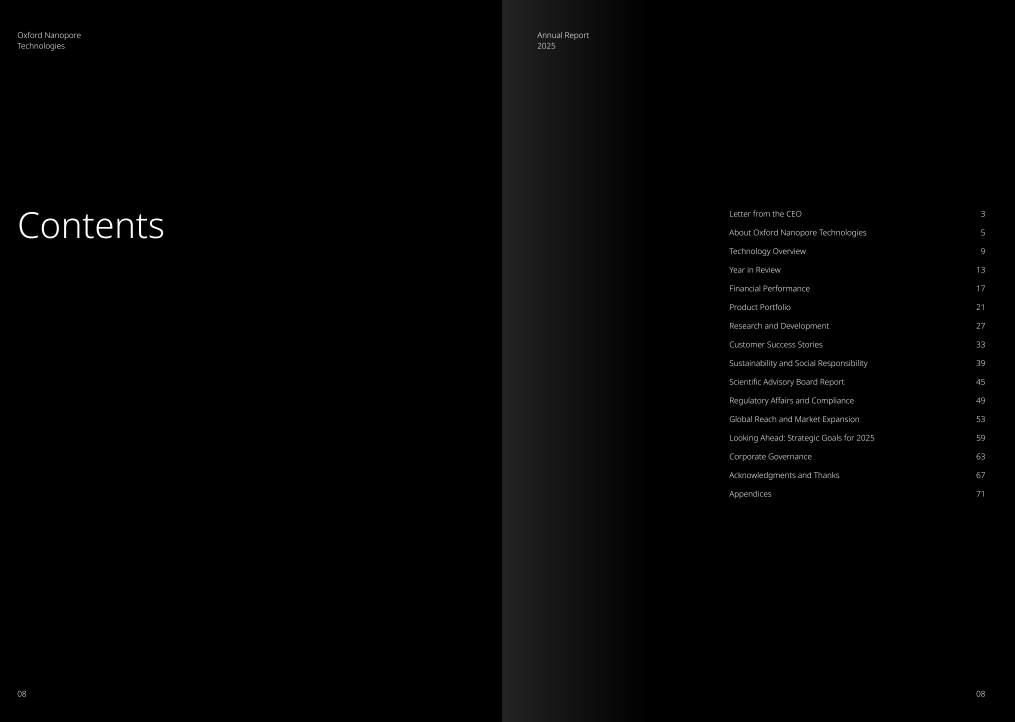
03.
Accessible



Social: Model One



Report



If you have any questions or need any help,
please contact the Emma White or Kate
Mullins in Marketing Operations team.

nanoporetech.com

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