NOMIX

LIFE SCIENCES

Nomix Life Sciences
Visual Identity and Brand Book

Developed in 2019 in partnership with
Scout Studio at Northeastern University

Contents

About

About

Every person is unique, shouldn't their treatment be too?

Nomix is changing the way the world thinks about clinical trials. By analyzing one's biomarkers and health history, as well as drawing info from a small blood sample, Nomix is able to leverage their technology to help users find clinical trials that may be a match. At its core, Nomix is working to improve and save lives through science and technology.

THE NOMIX STORY

The sad reality is that 70% of people with a complex disease will look for a clinical trial for treatment, but less that 5% will find a suitable trial. This means that despite the advancements in precision medicine, millions of people won't get access to the lifesaving treatments they need.

We have all been affected by this story. Each and every one of us has a friend, parent, child or loved one who has suffered from disease and Nomix's mission is to help them get access to the latest medical treatment.

Our team is led by world renowned doctors and network scientists who use the latest in pharmacogenomics to match patients to clinical trials all over the world. With over 300 thousand trials going on worldwide, we combine the latest advancements in precision medicine and network science to help you find the treatment you need.

Logo

Logo

The Nomix logo aims to reflect the approachble, innovative and serious nature of the company. The primary brand identifier consists of the name, 'Nomix' accompanied by 'Life Sciences' set in the typeface Proxima Nova. There Nomix wordmark has been edited slightly so to soften the form of the letters. Additionally, there is a distinct slash through the 'N' to convey the innovative nature of the company.

The logo type may be set in navy, which is one of the primary colors or in white, depending on the color of the background. The logo is mainly used on the packaging of the kits and the header of the marketing website.

The logo may appear without the 'Life Sciences' subtitle when designing for smaller mediums.

NOMIX
LIFE SCIENCES

NOMIX

LOGO: EXCLUSION ZONE

In use, the logo should be surrounded by sufficient whitespace, roughly 2/3 width of the 'N' in the wordmark.

Brand Elements

Brand Elements

PRIMARY COLOR PALETTE

#144A61   #FFC666   #6DC5C6   #C5D3E5   #FFFFFF

Featured here are the main five colors used to create the visual identity of Nomix. On both print and digital platforms, these are the colors that should be implemented when creating text, shapes, blocks, and backgrounds. When working strictly in a black a white medium, it is permissable to use black (#00000) for text, logos, and wordmarks.

SECONDARY COLOR PALETTE
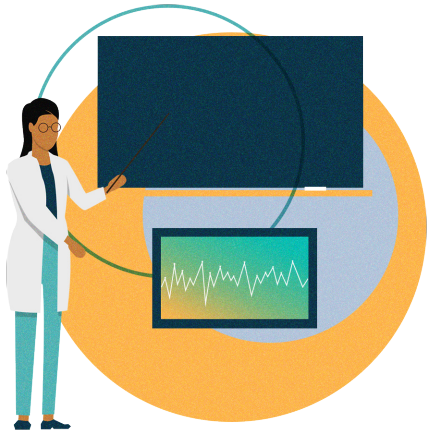
#3AA4CB   #3AA4CB   #F8A982

Featured here are the secondary colors used to craft the visual
identity of Nomix. They are only to be used in creating
illustrations and should especially kept from use in text or logos.

ILLUSTRATION

The Nomix visual brand relies heavily on illustration. This is intended to keep the serious and stressful subjects of sickness and clinical trials approachable to all audiences with a bright and hopeful tone.

ILLUSTRATION

Flesh tones of any color are permitted in illustrations. Nomix prides itself on inclusivity and portraying different races and ethnicities is key in this endeavor.

Gradients can be applied at designer's discretion to make illustrations more dynamic and break up the space.

Correct context for and implementation of a secondary brand color.

A circular or organic back-ground is generally present in Nomix illustrations.

Blend modes may be used in instances of transparency if it creates a more rich color to better suit the needs of the illustration.

A noise filter should be applied to all illustrations that exist on digital platforms. When designing for print, illustrations do not always need the filter, expecially at smaller sizes.

GRADIENTS

In print, packaging, and illustration, gradients are used as an important element in the Nomix visual identity. Though each of the primary brand colors can be used in combination, one should consier optimal combinations and make sure the shift from colors is always gradual. Gradients are used as an element in Nomix designs, but should never *be* the design.

OTHER ELEMENTS

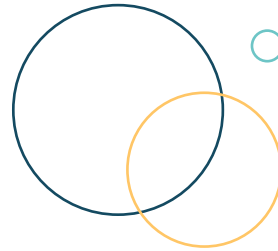**Network Image:**
The network immmage back-ground may used in the headers and covers of digital platforms.

Circles:
When a design could use an element to make the composi-tion more dynamic, circles can be used in conjuction with text, logos, and illustrations as a motif throughout the brand.

RNA:
The RNA strand can be used a symbol or an illustration element on any Nomix platform.

TYPOGRAPHY

Nomix keeps the type simple, with one font family that occurs in three different weights and two different styles. Raleway should be used for all print, digital, packaging, and marketing collateral. One can take some creative liberty in applying the typeface, but generally, the following rules should be followed:

Raleway Bold should be used sparingly, generally as display font or header text. If used as a header, it should be accompanied by a yellow underline, as is seen to the right.

Raleway Bold (All Caps) should only be used as a subheader, or in the navigation bar of digital platforms. It is also permissable to use in the footer of documents or digital platforms at a reduced size, or as necessary in legal copy.

Raleway Regular should be used for all body copy, and should be the default choice when creating new collateral.

Raleway Italic should be use infrequently, generally in short, ancillary copy, or in body text where attention needs to be brought to a specific piece of information.

Header

Header Example

Yellow Underline
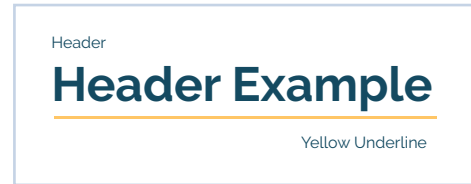
TYPOGRAPHY

Find the clinical trial that works for you.

Raleway Bold

LEGAL AND ABOUT

Raleway Bold (All Caps)

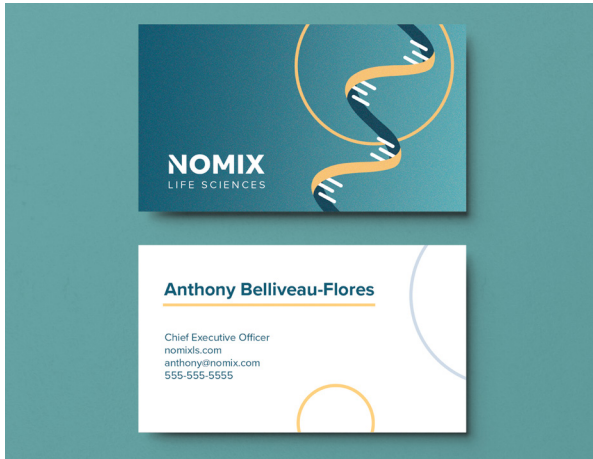Our team is led by world renowned doctors and network scientists.

Raleway Regular

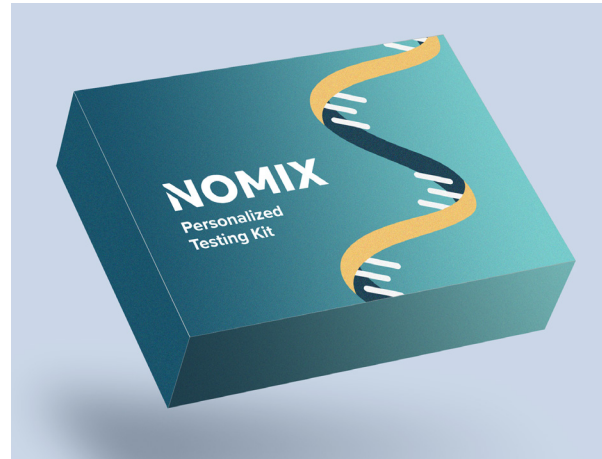*Still have more questions? Contact support at:*

Raleway Italic

Brand In Use

Brand In Use

Business Cards

Packaging

Kit Instructions

FavCon

Web

Find the clinical trial that works for you.

You are unique so your treatment should be unique too. Nomix looks at your biomarkers and health history to match you to a clinical trial.

How it works

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ABOUT US   SIGN-IN   ORDER KIT

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About Us

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Please join us to help change the way people think about finding the right treatment for their disease.