BioMeme

07 NOVEMBER 2026

OPEN CELL / BRAND GUIDE

A memory that stays open to the next experiment.

01 THE MARK

An open ring, a large nucleus and one arriving point.







02 COLOUR

DNA	ER	AGP	Ink	Light
#3AA0FF	#2EF2A0	#FF4FD8	#05060A	#EDF4FD

03 TYPOGRAPHY

Space Grotesk

Headlines and English body text

Noto Sans SC

Chinese text

JetBrains Mono — Data, labels and coordinates

04 KEEP IT CLEAR

Minimum icon: 24 px

Minimum wordmark: 120 px

Keep clear space of at least one quarter of the icon height.

Use the supplied SVG masters. Keep the ring, dots and spacing together.

Do not stretch, rotate, add effects or attach trademark symbols.

BioMeme - an independent research project led by Jia Bi.

Logo direction B selected from the owner-supplied design sheet.