

The Branding Presentation of:

 **BABYLON**®



Mission

*Grow the world's largest network
of distributed indoor farms so people
get closer to their food.*

Brand Values

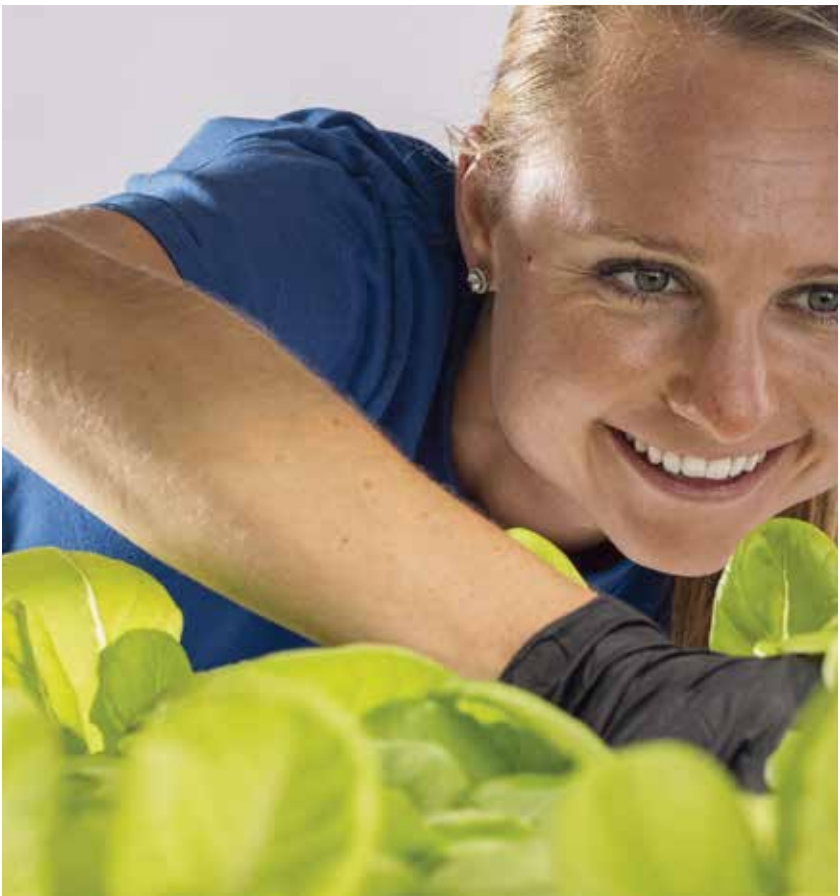
 **Polite Persistence**
Be absolutely unrelenting in your work ethic, but not your attitude.

 **Raise The Tempo**
High energy and interest makes the difference between good and great.

 **Unparalleled Quality**
No shortcuts. No compromises. Simply the best will do.

 **Pragmatic Innovation**
Balance innovation and reality with resourcefulness.





Primary Mark

The primary logo is executed horizontally with the icon positioned to the left and the tagline right justified below the logotype.

Primary Mark: Full Color



Primary Mark: Minimum Clear Space

Always observe the prescribed clear space so as to never crowd the logo. When the full logo, logo without the tagline, or icon are used the clear space should be equal or greater than the "B" in the logotype.



Secondary Mark

The secondary mark is executed vertically with the icon inverted and positioned above the logotype. The tagline is centered and positioned below the logotype.

Secondary Mark:



Secondary Mark: Minimum Clear Space

Always observe the prescribed clear space so as to never crowd the logo. When the full logo, logo without the tagline, or icon are used the clear space should be equal or greater than the "B" in the logotype.



Icon







The Babylon icon is permitted interchangeably with the logo when space is restricted. It can also serve as a decorative element in print and digital application.









Brand Colors

Complete brand color breakdowns for all print and digital applications.

For Screen and ink-jet/laser printing

RGB	 <div><div></div>0</div> <div><div></div>66</div> <div><div></div>88</div>	 <div><div></div>89</div> <div><div></div>145</div> <div><div></div>161</div>	 <div><div></div>121</div> <div><div></div>174</div> <div><div></div>147</div>
HEX	 <div>#004258</div>	 <div>#5991A1</div>	 <div>#79AE93</div>

For Print - Pantone

PMS U	 <div>7692 U</div>	 <div>7695 U</div>	 <div>557 U</div>
PMS C	 <div>7692 C</div>	 <div>7695 C</div>	 <div>557 C</div>

For Print - CMYK (4-color-process)

CMYK	 <div><div></div>96%</div> <div><div></div>42%</div> <div><div></div>36%</div> <div><div></div>26%</div>	 <div><div></div>65%</div> <div><div></div>21%</div> <div><div></div>18%</div> <div><div></div>4%</div>	 <div><div></div>52%</div> <div><div></div>12%</div> <div><div></div>34%</div> <div><div></div>2%</div>
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Type Faces

HEADER

Source Serif Pro - Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUBHEADING

Source Serif Pro - Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY

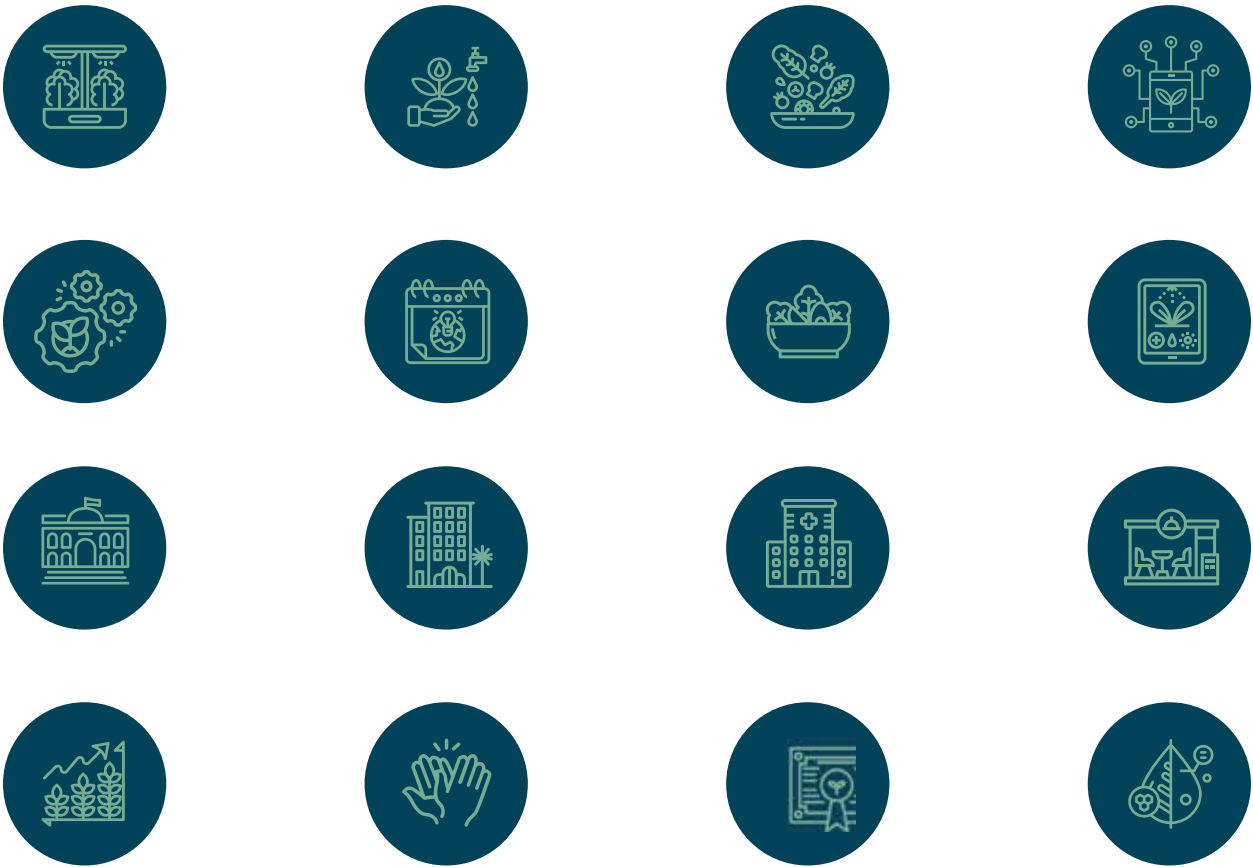
Source Sans Variable
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALL OUT

SOURCE SANS VARIABLE - SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Iconography

Babylon icons help to quickly identify or indicate information and actions. The illustration style is simple and approachable.



Social Media

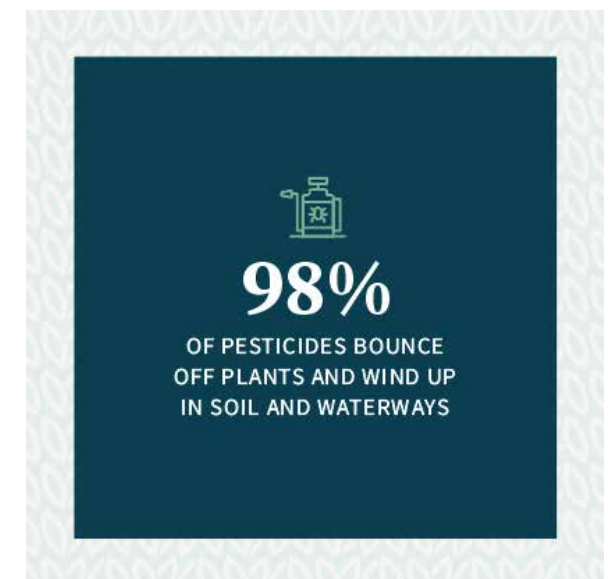
Typography

When assets for social media are made in programs such as Photoshop, or Illustrator, the brand's Primary Typefaces for Print should be used.

In cases where design is restricted to a certain platform, for example, a promotional email blast via MailChimp, the use of Web Safe fonts are permitted.

Color Palette

Brand Colors are always highly recommended to keep an overall consistent look. The RGB/Hex values provided should always be used to ensure the Brand Colors are represented accurately on screen.



Brand Design Inspiration

These are a few visual examples of the aesthetic that Babylon used as a compass to generate our own assets.

