AMBIO
LIFE SCIENCES

Logo Usage

The Logo	02
The Symbol	04
Logo Color Options	05
Exclusion Zone & Minimum Size	06
Logo Misuse	07
Logo Placement	08
Location Logos	09

THE LOGO

This is our Logo. It is our most important visual asset and should be the first choice when choosing a graphic element to represent our brand. The Logo consists of a Symbol and a Wordmark. The Logo, Wordmark, and Symbol are important expressions of our brand identity. They have each been carefully designed and constructed to achieve visual harmony.

Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand. It is vital that they are always applied consistently. They should never be altered, modified, or redrawn.



The Symbol

The Wordmark

The Logo

THE LOGO VARIABLE

This logo variation includes the Ambio wordmark paired with the “Life Sciences” descriptor.

It is used to provide additional clarity in contexts where the full name of the organization should be expressed, particularly in formal, external, or first-introduction applications.

This version should be prioritised when communicating with new audiences, partners, or institutional stakeholders, where immediate understanding of Ambio’s domain is important.

In more familiar or brand-led contexts, the primary wordmark or symbol may be used independently.

Consistency in usage is essential. The relationship between the wordmark and descriptor should remain fixed and should not be altered, repositioned, or recreated.



THE SYMBOL

Our symbol is shorthand for the brand. The symbol is symmetrical, balanced and harmonious. Often it is the first image to introduce the brand, in use cases such as our App Icon or our Social Media Avatars.

Our identity is a persistent evolution of our brand and its services. The symbol represents the relationship between our brand and customers.



LOGO COLOR OPTIONS

The Green Logo is our primary logo colorway and should be used in most applications.

Our full color palette has been designed to work harmoniously together. The Green Logo or Light Gray may be used on approved brand colors, provided there is sufficient contrast and legibility. Always prioritise clarity and visual balance when selecting background colors.

If color is not appropriate due to technical limitations, or if the Green Logo does not provide adequate contrast against a chosen background, use the black or white logo versions instead.

Color Logo Options



GREEN ON LIGHT GRAY



LIGHT GRAY ON GREEN

Mono Logo Options



BLACK ON WHITE



WHITE ON BLACK

EXCLUSION ZONE & MINIMUM SIZE

The exclusion zone ensures legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics. This zone should be considered as the absolute minimum safe distance, ensuring the Logo has plenty of room to breathe.

The exclusion zone is equal to the height of the ‘A’

If you are using the Symbol instead of the logo, the same exclusion rules apply. The Symbol’s exclusion zone is half the height of the Symbol.

Establishing a minimum size ensures that the impact and legibility of the Logo is not compromised in application. Use the minimum sizes indicated on the page for small-scale applications of the Logo and Symbol.

Exclusion Zone





Minimum Size



LOGO MISUSE

It is important that the appearance of the Logo remains consistent. The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color, and composition should remain as indicated in this document, there are no exceptions. To illustrate this point, some of the more likely mistakes are show on this page.

Do not bevel or emboss



Do not outline the logo



Do not add gradient fill to the logo



Do not rotate the logo



Do not place the logo in a holding shape



Do not Lockup text to the logo



Do not stretch or distort the logo



Do not add a drop shadow to the logo



Do not rearrange elements of the logo



Do not use the logo over complex images, patterned backgrounds, or in areas where insufficient contrast reduces legibility.



Do not use colors not specified for the logo



Do not change the relationship of the logo's components

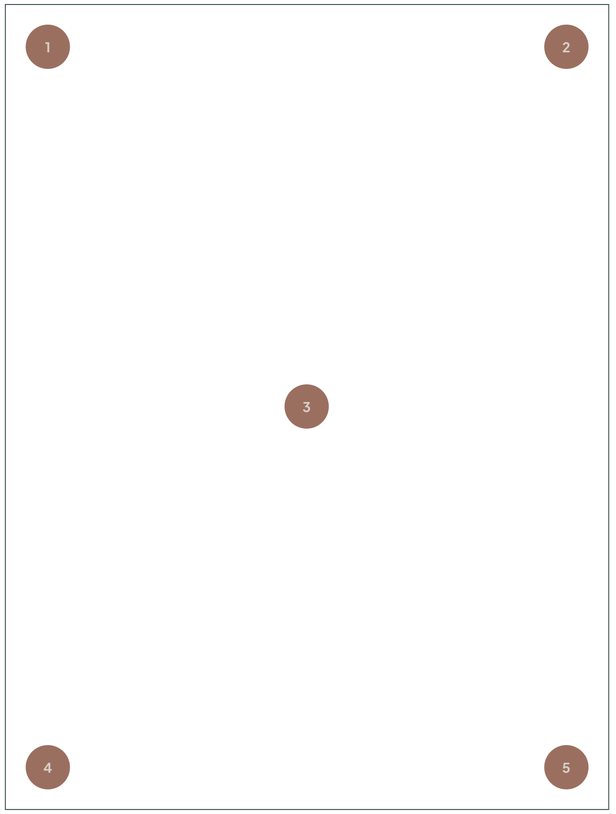


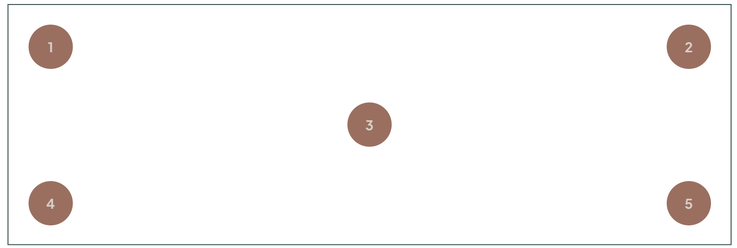
LOGO PLACEMENT

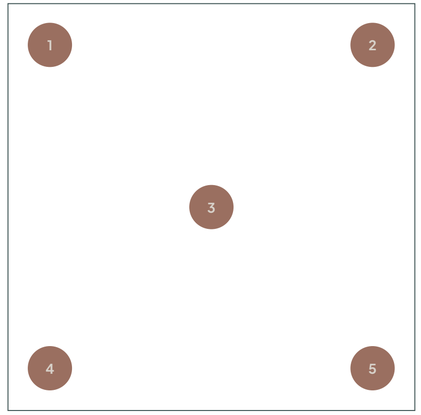
Regardless of communication size or dimension, the Logo can only ever be placed in five locations. This keeps Logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the Logo exclusion zone when placing the Logo in the corner.

In no particular order, the placement options are:

1. Top left corner
2. Top right corner
3. Centred
4. Bottom left corner
5. Bottom right corner







LOCATION LOGOS

The same logo usage rules outlined on the previous pages apply to all location-specific logos.





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Thank you