ChronosHub

Brand guideline

July 2025

Logo

As the hero of the brand, the logo must be present in all ChronosHub communications. To retain its value it must be correctly and consistently used. The preferred version of the logo is shown here. From now on, Chronos Hub will be written in one word “ChronosHub” for better recognition and search engine optimizing.

Primary logo

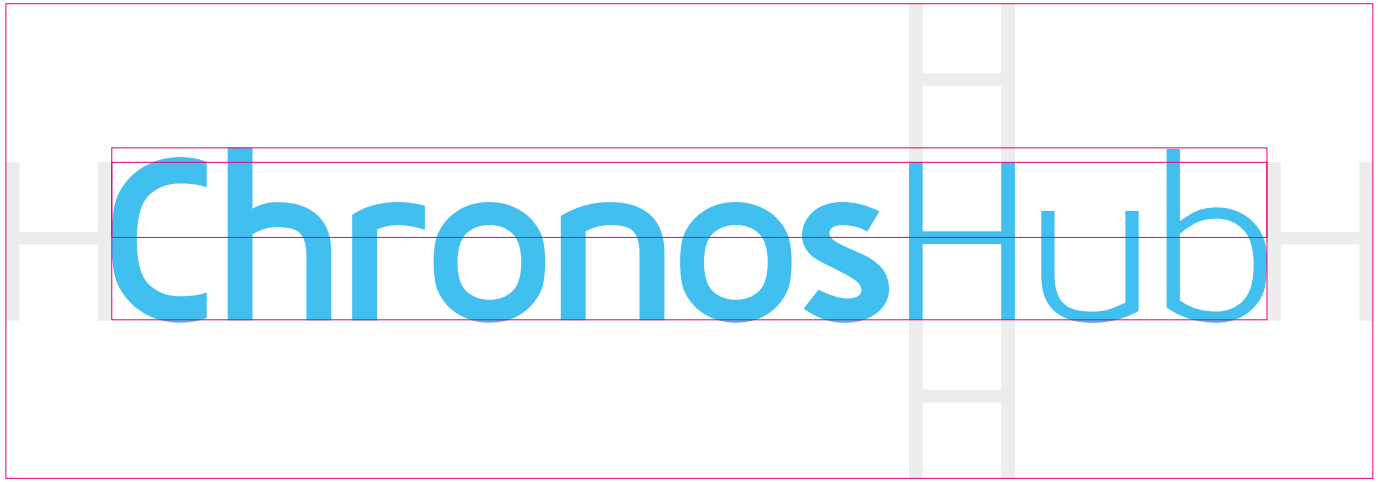
ChronosHub

Secondary logo

Note: Only use black version in black/white designs

ChronosHub

Ensure clear space to make logo breath



Logo on colored background

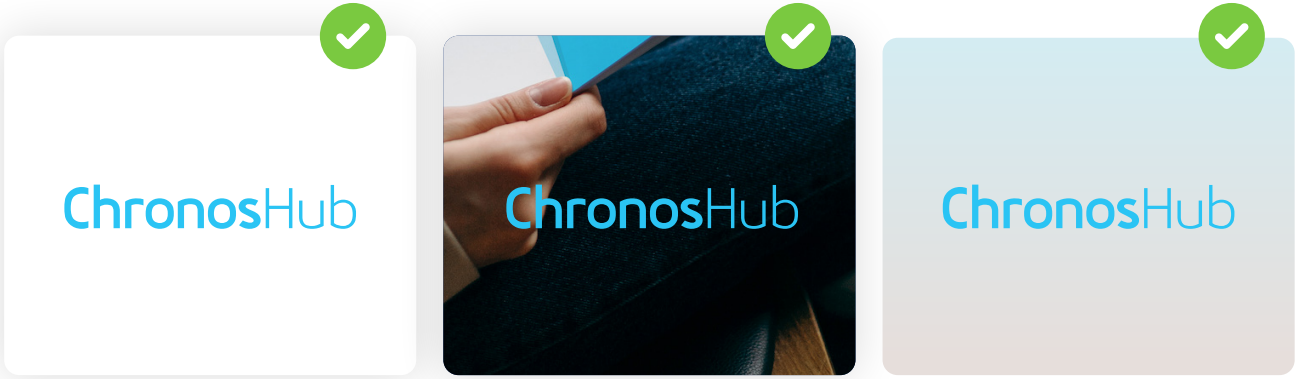
To ensure clarity and maximum impact, always place the blue logo on backgrounds that provide sufficient contrast. Use the logo on light, neutral, or white backgrounds whenever possible. On dark or colored backgrounds, ensure there is enough contrast to maintain legibility. Avoid placing the logo on busy or highly saturated backgrounds that compromise its visibility. Do not apply additional effects like shadows or outlines to improve contrast — always use approved versions of the logo.



Logo

The logo should always be used in its original, approved form to maintain brand consistency. Use only the authorized blue version and ensure clear space around the logo is respected. Do not alter, distort, or rotate the logo. Avoid adding effects such as shadows, gradients, or outlines. Never rearrange the elements of the logo, and do not stretch or compress its proportions. The logo must not be placed over complex or distracting backgrounds that compromise its visibility.

Correct use of logo



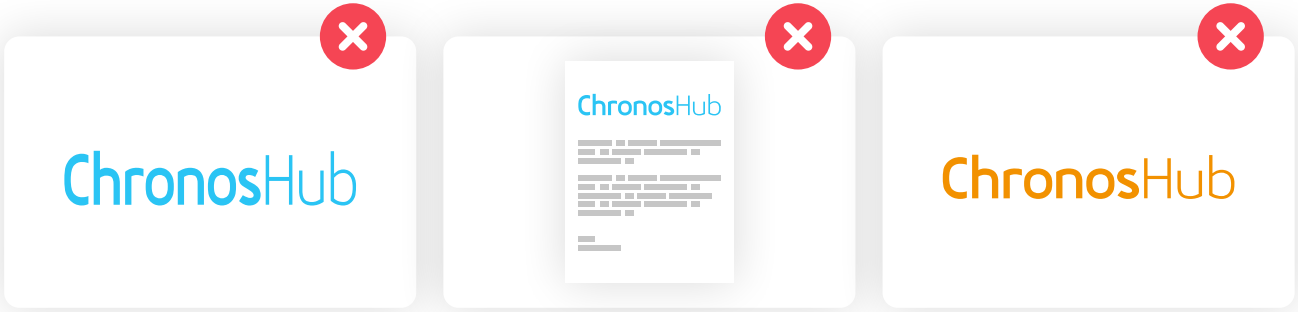
Incorrect use of logo



Avoid too busy background image/pattern

Avoid blurry logos

Do not rearrange logo elements



Avoid distorting the logo

Avoid making the logo too large

Use the logo only in approved colors

Colors

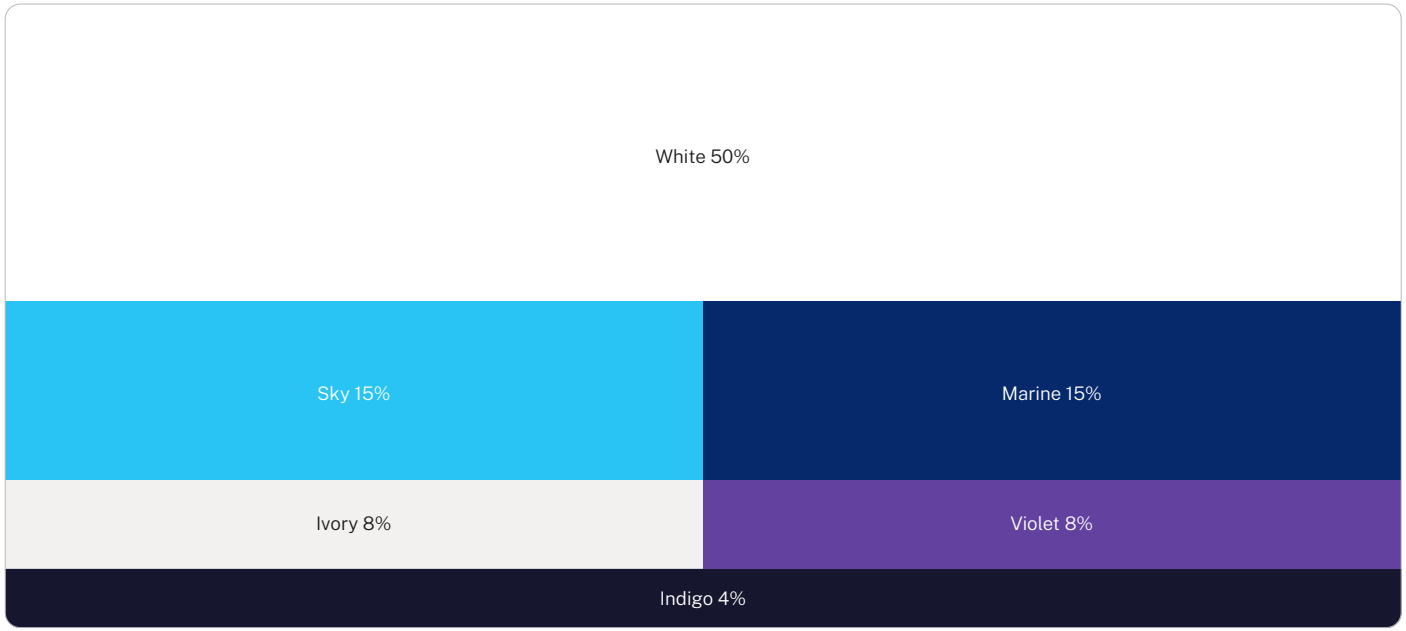
Our color palette is a key element of our visual identity. Use the primary Sky and Marine as the dominant colosr to maintain brand recognition and onsistency.

Complementary colors from the approved palette can be used to add depth and variety, but the overall balance should always prioritize white, Sky and Marine. Avoid using unapproved colors or creating custom shades.

Ensure sufficient contrast for readability, especially in digital formats, and maintain consistency across all applications to strengthen our visual presence.

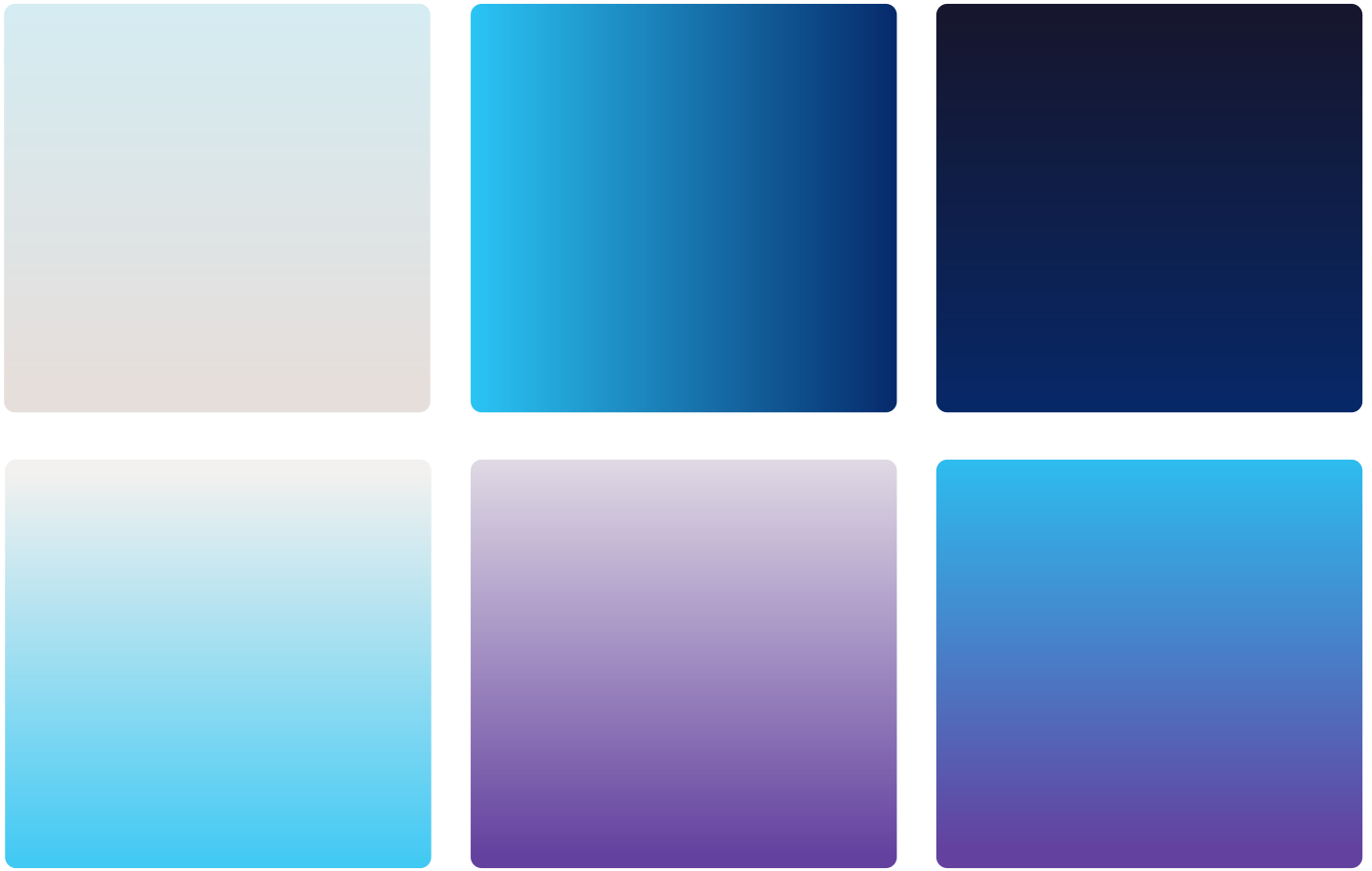
Sky	Marine	Violet	Indigo	Ivory
#2ac4f4	#06296b	#63419f	#16162e	#f3f1ef
C83/M20/Y0/K4	C94/M62/Y0/K58	C38/M59/Y0/K38	C52/M52/Y0/K82	C0/M1/Y2/K5
Pantone 298 C	Pantone 294 C	Pantone 267 C	Pantone 532 C	Pantone 663 C
80%	80%	80%		
60%	60%	60%		
40%	40%	40%		
20%	20%	20%		

Color prioritization



Gradients

Gradients add depth and vibrancy to our visual identity but should be used with care. Always use approved gradient combinations from the brand palette to maintain consistency. Gradients should flow smoothly and enhance the design without overpowering other elements, especially the logo. Avoid creating custom gradients or using overly complex transitions. Ensure sufficient contrast for readability and never apply gradients directly to the logo unless explicitly approved.



Typography

Typography plays a crucial role in shaping our brand's personality. We use Sora as our primary typeface to create a modern, clean, and approachable look. For body text, we use Public Sans, ensuring optimal readability and a harmonious visual flow. Use Sora consistently for headlines and key elements, and pair it with Public Sans for body copy to maintain a cohesive and professional visual identity across all communications.

Ensure clear hierarchy by using appropriate weights and sizes for headings, subheadings, and body text. Avoid using unapproved typefaces or excessive text effects. Consistent use of typography helps reinforce our brand's tone and enhances readability across all platforms.

For headlines

Sora

For body text

Public Sans

HEADLINE
Sora SemiBold

SUBLINE
Sora Light

ChronosHub
updated
brand design

PARAGRAPH
Public Sans Light

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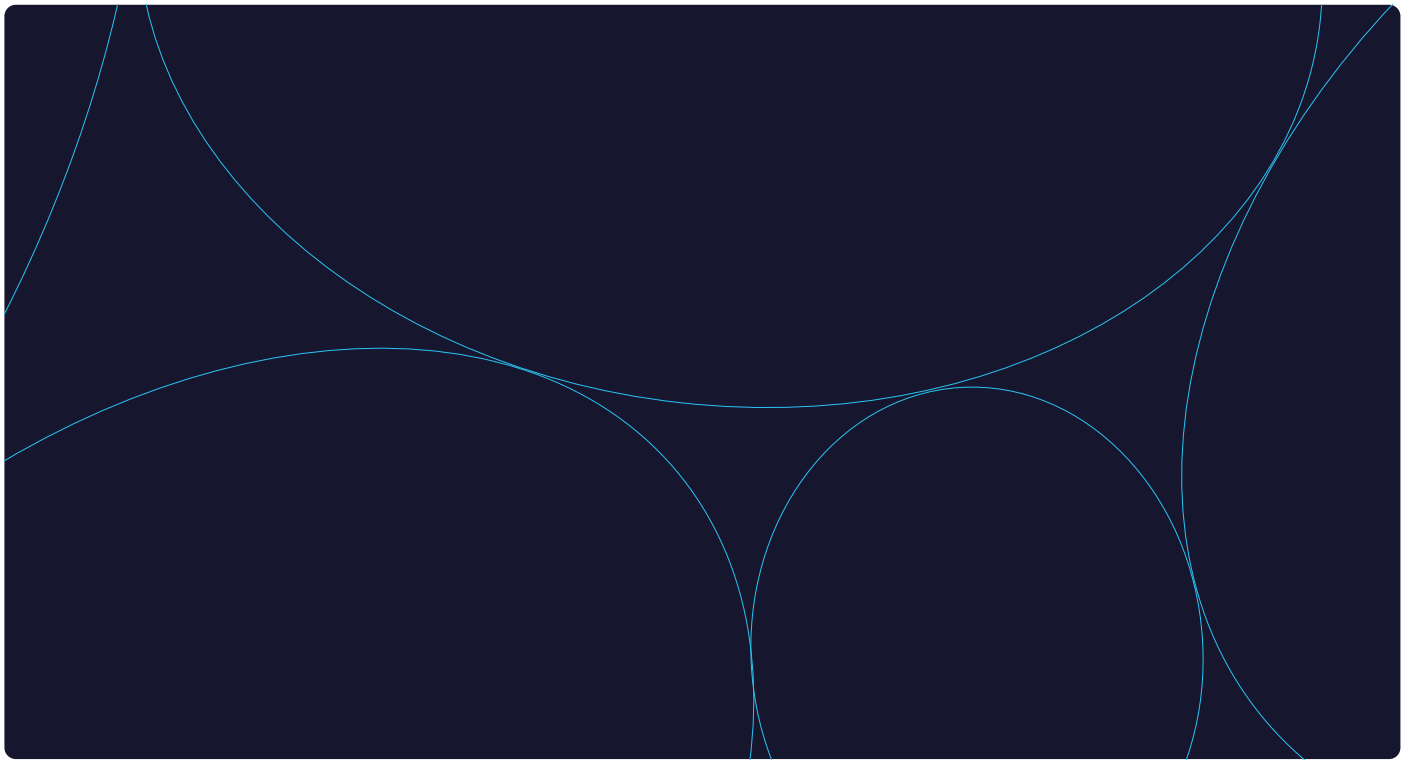
BRAND SIGN-OFF
Sora SemiBold

Research Publishing at a Glance.

Graphic signature

Our graphic pattern is inspired by interconnected circles, symbolising molecules and cells, reflecting our connection to research, innovation, and collaboration. Use the pattern to add depth and visual interest to layouts, always ensuring it supports rather than distracts from key content. Apply the pattern subtly in backgrounds or as a framing element.

Avoid overusing the pattern or distorting its composition. Always use the approved versions of the pattern to maintain consistency and alignment with our brand identity.



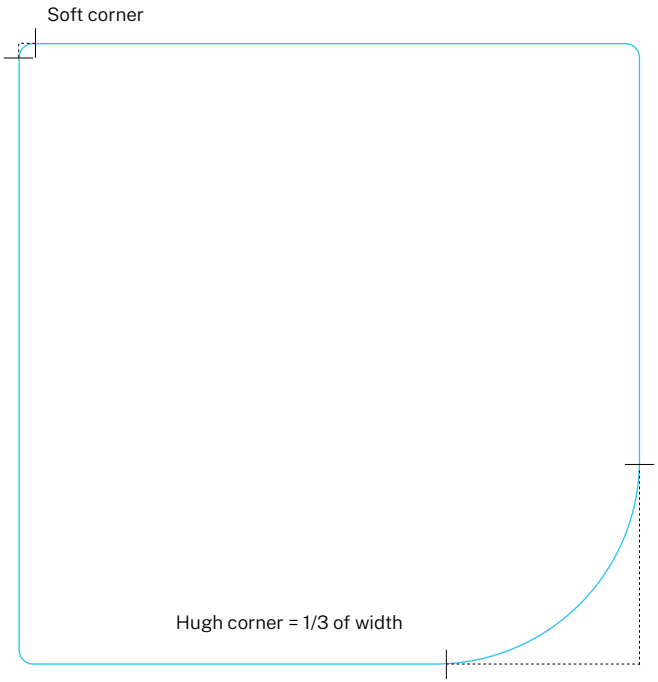




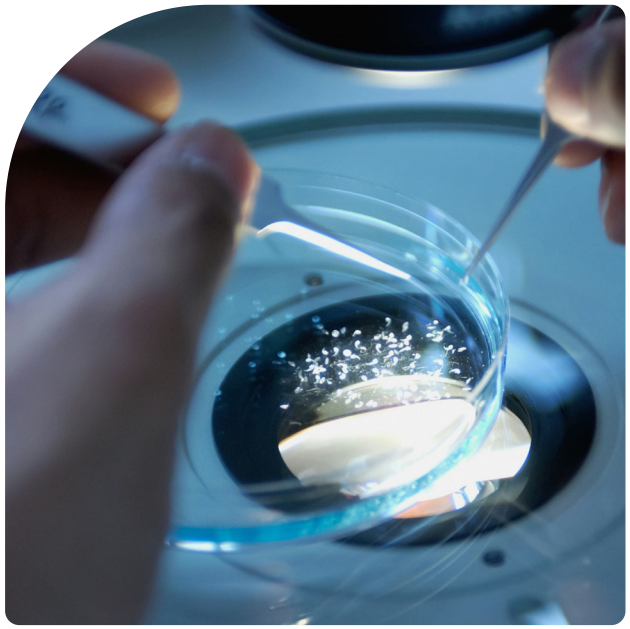


Shape construction

When designing text and image boxes, we follow clear rules for shape and spacing to ensure consistency. The corner radius of the primary curved corner is set to 1/3 of the box width, creating a distinct and recognisable shape. The remaining three corners use a smaller and more soft radius of the box width. Maintain balanced padding within the boxes to ensure text and images have room to breathe. Boxes should align with the overall layout grid, supporting clarity and visual harmony across all materials.





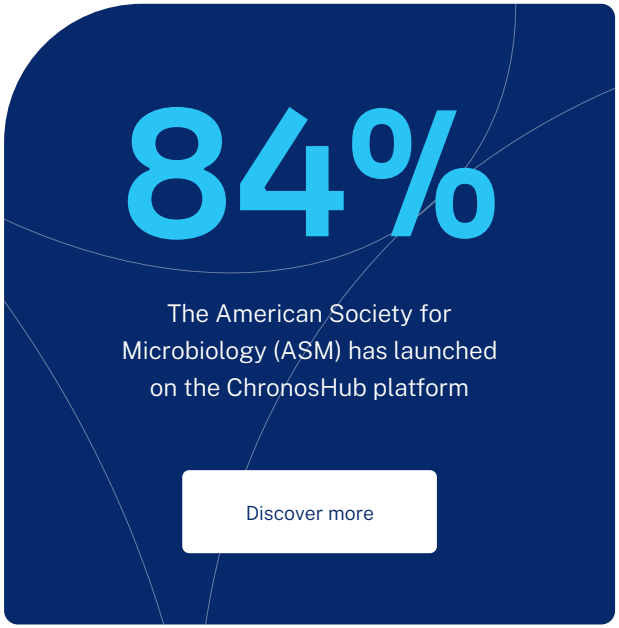




Combining boxes, patterns and text

When combining text and image boxes with our graphic pattern, always prioritise clarity and balance. Use the graphic pattern as a subtle background or framing element to complement, not overpower, the content.

Text and image boxes should be placed thoughtfully within the layout, aligning with the grid and respecting clear space. Maintain visual hierarchy by ensuring text remains legible against the pattern, and avoid overcrowding elements. Consistent use of radius measurements and spacing creates a cohesive, recognisable visual language across all materials.







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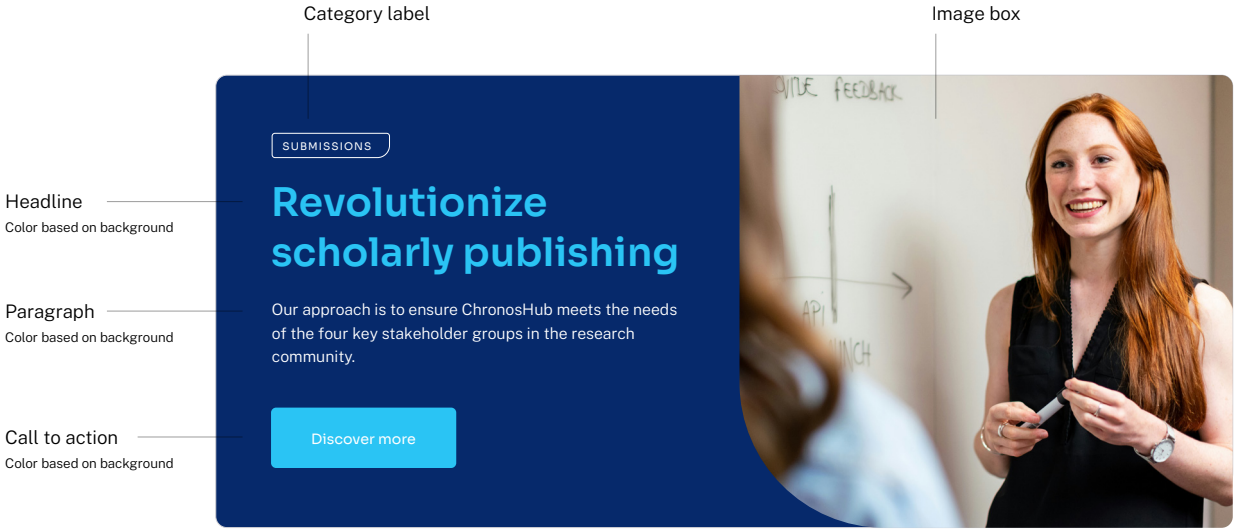

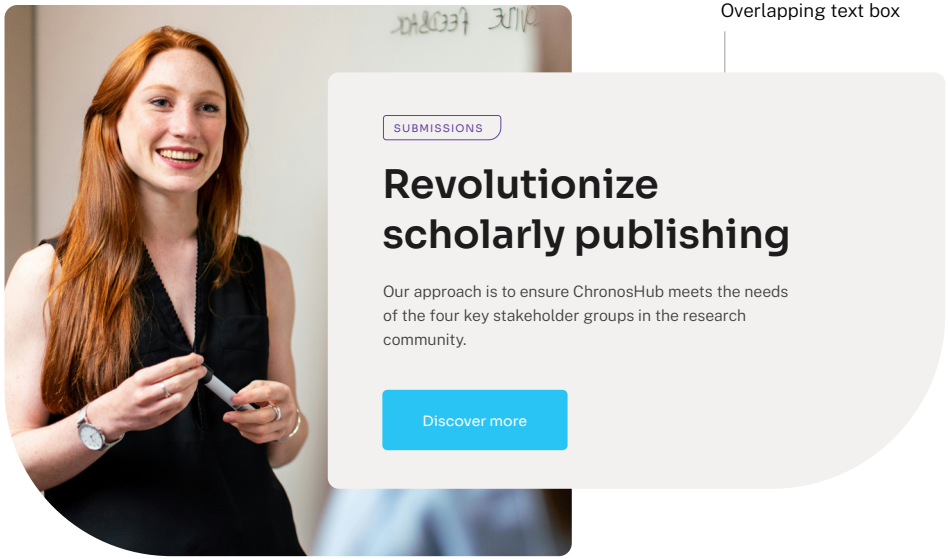

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