

Ribomatrix Brand Guidelines



A photograph of two men sitting at a wooden conference table in a modern office with large windows. The man on the left is wearing a dark blue patterned shirt and is smiling while gesturing with his hands. The man on the right is wearing a light blue button-down shirt and is also smiling, with his hands clasped. In the foreground, there are laptops and tablets on the table, and the back of a person's head is visible on the right. The background shows a cityscape through the windows.

ribomatrix



- ✓ Simplified logo structure to work easily across devices and at different sizes
- ✓ Easier to read letter spacing
- ✓ Stronger and distinctive font while keeping lowercase letters
- ✓ Arc shape remains to represent the Arc plot of the RNA structure and also represents new discovery
- ✓ RNA structure shapes used elsewhere in branding so logo becomes less generic



Primary

Black

C0 M0 Y0 K100
R0 G0 B0
Hex #000000

Indigo

C73 M62 Y0 K100
R86 G107 B217
Hex #576bd9

Blue

C87 M68 Y0 K100
R31 G92 B199
Hex #1f5cc7

Gray

C16 M6 Y7 K0
R211 G224 B230
Hex #d4e0e5

Violet

C29 M25 Y0 K0
R176 G184 B255
Hex #b0b8ff

Cyan

C46 M4 Y0 K0
R123 G205 B247
Hex #7accf7

Teal

C67 M2 Y40 K0
R68 G188 B174
Hex #45bdad

Orange

C1 M35 Y87 K0
R251 G176 B59
Hex #fab03b

Secondary

GRADIENTS

There are two types of Ribometrix gradients — freeform and linear. They can be scaled up to show more or less color and transparency can also be adjusted. Gradients can be used as backgrounds, shape fills, icons and highlighted text (see example to the right). Do not fill the Ribometrix logo with a gradient.

Freeform gradients



Linear gradients



Non-coding
RNAs make up
70% of the
human genome.



A huge opportunity
for novel therapeutics

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Print Headlines

Aa

Formular Light
Formular Regular
Formular Medium
Formular Bold

Web Headlines

Aa


DM Sans Regular
DM Sans Medium
DM Sans Bold

Print Body Copy

Proxima Nova Light
Proxima Nova Regular
Proxima Nova Medium
Proxima Nova Bold

Web Body Copy

Proxima Nova Light
Proxima Nova Regular
Proxima Nova Medium
Proxima Nova Bold



The Next Frontier of Drug Discovery

Our proprietary platform enables routine identification and optimization of RNA binding molecules; driving towards functional activity.

[RIBOMETRIX.COM](https://ribometrix.com)

Formular
Regular

Proxima Nova
Regular

Formular
Bold



The Next Frontier of Drug Discovery

Our proprietary platform enables routine identification and optimization of RNA binding molecules; driving towards functional activity.

Behind the Science

[Investor News](#)

DM Sans Regular

Proxima Nova Regular

DM Sans Bold

PATTERNS

Two of our patterns are loose depictions of RNA-targeting small molecules and the third mimics our logo and represents the RNA arc plot. The patterns can be used on backgrounds made up of our primary color palette or our gradients. They can also be scaled larger or smaller based on application.



ICONOGRAPHY

The Ribometrix icon style uses a consistently wide line weight, rounded shapes and our fading four-color gradient to add dimension and unify the graphic language.



PROPRIETARY PLATFORM

Industry-leading RNA
biology/structure
capabilities



MACHINE LEARNING

Prioritizes most
promising RBPs in
specific indications

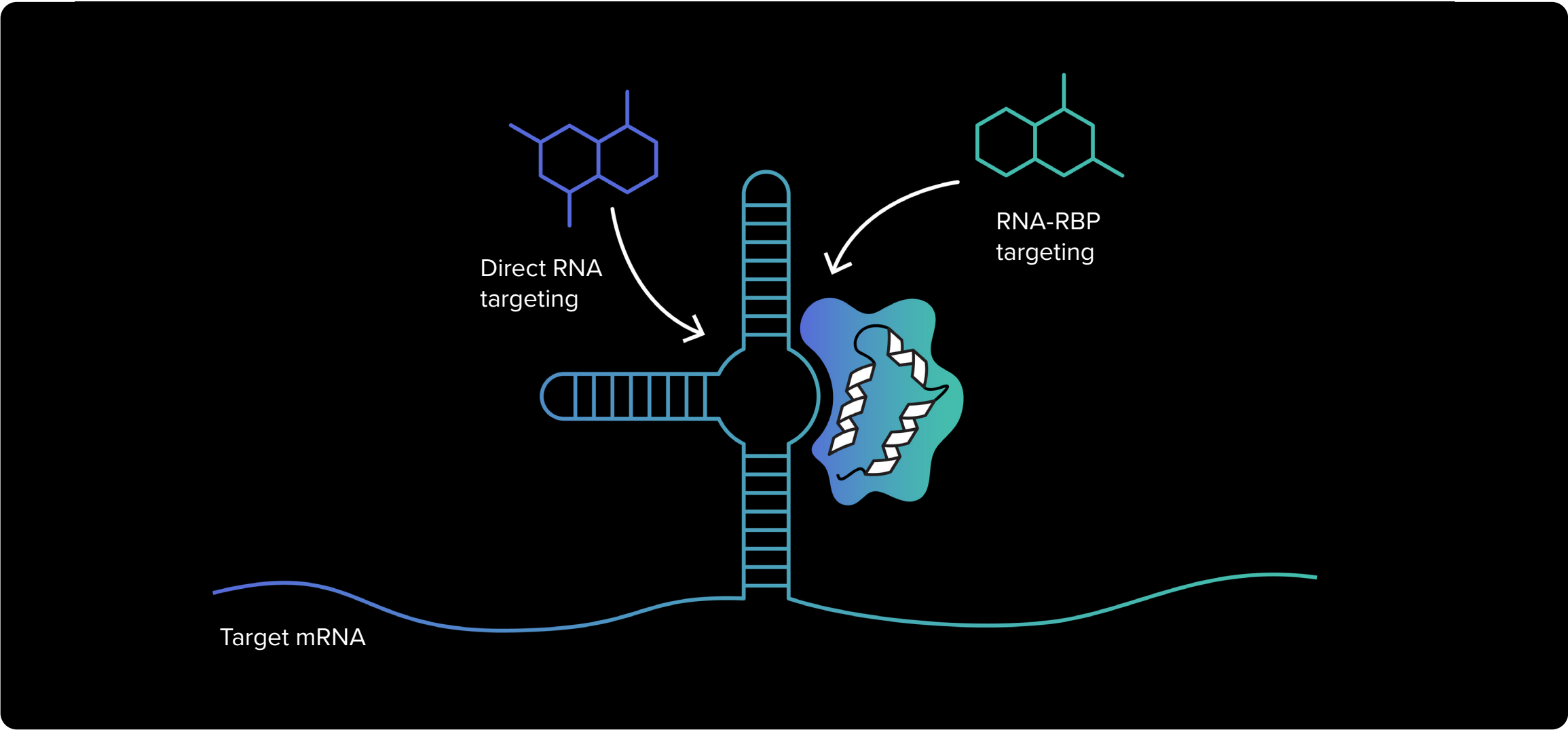


EXPERIENCED TEAM

Deep RNA
and drug discovery
expertise

ILLUSTRATION

The Ribometrix illustration style primarily utilizes a two-dimensional, flat line style with our gradients. The purpose of our illustrations is to convey and enhance the message they're paired with and tell the story of our scientific process.







The Next Frontier of Drug Discovery: Modulating RNA Biology

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Industry-Leading RNA Biology and Structure Capabilities

Routine identification of RNA and RBP binders to high value targets

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BRAND IN USE

