

# Precision Medicine Lab Brand Manual

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## 1. Logo Usage

### Primary Logo:



The logo features "PRECISION MEDICINE LAB" in bold, capitalized text, with a white typeface on a teal background.

### Minimum Size:



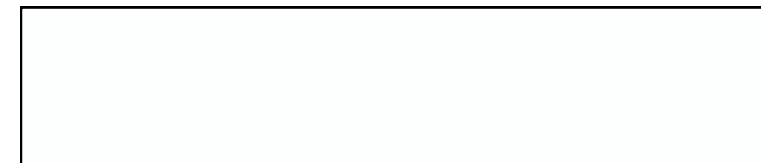
The logo should not be smaller than 100px in width for digital use to maintain legibility.

## 2. Color Palette

### Primary Colors:



Teal (Background): #04CFB5



White (Text): #FDFEFE

### Incorrect Usage:

- Do not alter the color scheme.
- Do not distort or stretch the logo.
- Do not place the logo on busy backgrounds that compromise legibility.

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## 3. Typography

### **Primary Typeface/Font:**

The typeface used in the logo is **Bebas Nu** in bold.

**BEBAS NU**

## 4. Application

### **Digital Use:**

Use the logo on a white or opposite darker background to maintain contrast and brand identity.

### **Print Use:**

Ensure the logo is printed in high resolution (300 DPI) and maintains color accuracy.

## 5. Contact Information

For any queries regarding the use of the Precision Medicine Lab logo or brand assets, please contact the communications team at PML.