Brand Guidelines

Updated: February 2021

S+ SimulationsPlus

Cognigen | DILIsym Services | Lixoft

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Question? Please contact marketing@simulations-plus.com

The Logo

The Simulations Plus logo is crucial to increasing brand awareness and perception. It may not be altered in any way other than specified in this style guide.

The consistent use of the logo will develop strong brand recognition and public awareness.

The Primary Logo should be used for most instances. The Stacked Logo is best used in square areas.

The logo and logotype (text) must be used in its entirety. It must always be produced exactly as shown.

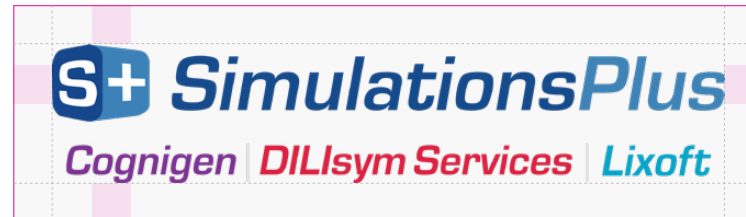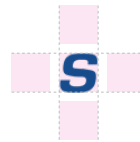Primary Logo

Stacked Logo

Clear Area

The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

This clear space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography.
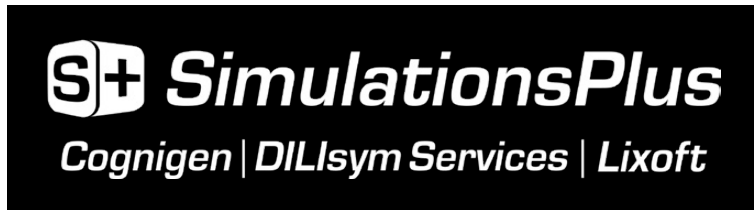
The Clear Space is defined by the pink square.

The Clear Space is approximately the size of a "lowercase" letter in the "Simulations Plus" primary logo.

Black & White

Some instances will require a one color logo. For example, when using a logo against a background that doesn't provide enough contrast between logo and photo OR when printing in black and white.

Primary Logo White

Primary Logo Black

Stacked Logo White

Stacked Logo Black

Incorrect Use

Here are some examples on how not to use our logo.

Do not alter the colors in the logo.

Do not compress the logo.

Do not skew the logo.

Do not rotate the logo.

Do not stretch the logo.

Do not use drop shadow or effects on the logo.

Typography

Consistent typography is to be used throughout communications as specified.

The Roboto family of fonts should be the primary font used for copy whenever possible.

The Calibri family of fonts should be used when Roboto isn't available. For example, within PowerPoint slides or scientific posters.

Eurostile should be used for division, product, & service titles.

Roboto

Sample Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.:;""!?()@#$%&*

Calibri

Sample Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.:;""!?()@#$%&*

Eurostile

Sample Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.:;""!?()@#$%&*

SLP Color Palette

RGB codes for the Simulations Plus palette of colors.

Cognigen 7a2e91	**DILIsym Services** **DILIsym RENAsym** d71e3a	**MedChem Designer** e13230	**PKPlus** a96e6e
NAFLDsym e3b729	**MembranePlus** e2810f	**Simulx** ff7133	**MIxeditor** b69e8c
Datxplore ffcc53	**RADAsym** f1f821	**GastroPlus** 14d805	**PKanalix** 54ad38
S+ Light Blue **KIWI** 00a5db	**Monolix** 00a4c6	**DDDPlus** 46af9a	**IPFsym** 6e8a88
ADMET Predictor 4c7ab3	**Sycomore** 006594	**S+ Dark Blue Consulting Services** 00386b	**MIxplore** 001146

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