ORBEM

Brand Book

V.1.1 2025





The world gets better when you see it from the inside out.

Visual Identity



Logo

Primary Logo Lockup

Our primary logo lockup combines the Orbem symbol and wordmark. The symbol visually expresses how our technology sees and understands through three distinct layers: the object, the scan, and the data. Its dynamic, magnetic-field-like structure is inspired by the Penrose circle, an impossible shape, reinforcing the "inside out" idea at the core of our brand platform.

Our wordmark complements this symbol through rounded, geometric letterforms that mirror its smooth motion and layered depth. Bold yet approachable, the typography conveys precision, clarity, and technical confidence.

Together, the symbol and wordmark create a unified logo that expresses our mission to reveal hidden insights within biological matter.



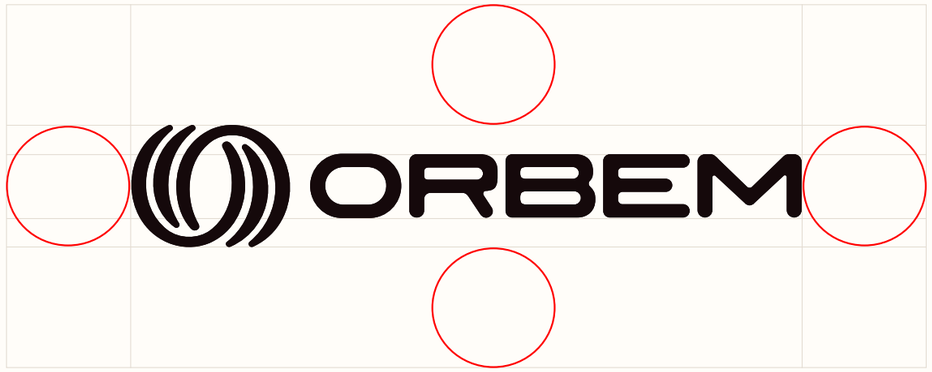
Logo

Safe Space

Safe space, also known as clear space or exclusion zone, defines the minimum distance that must be maintained between the logo and any surrounding elements (ex. other logos). This protected area ensures the logo remains prominent and uncluttered, especially when placed alongside other logos or visual elements.

The safe space is defined by creating a circle with a diameter equal to the logo height. This circular boundary establishes the minimum clearance required on all sides.

For your convenience, we've created logo files that already include this safe space built in. These versions ensure consistent application across all materials and make it simple to maintain proper clearance without manual measurement.



Logo

Secondary Logo Lockup

The secondary logo lockup, which includes the symbol, wordmark, and tagline, is used in situations where additional clarity about Orbem's purpose is needed. This version is recommended for external-facing communications, partner materials, presentations, and contexts where audiences may be less familiar with the brand. It should not replace the primary logo in high-visibility brand moments, but rather support it when more descriptive messaging is helpful.



Logo

Safe Space

Safe space, also known as clear space or exclusion zone, defines the minimum distance that must be maintained between the logo and any surrounding elements (ex. other logos). This protected area ensures the logo remains prominent and uncluttered, especially when placed alongside other logos or visual elements.

The safe space is defined by creating a circle with a diameter equal to the logo height. This circular boundary establishes the minimum clearance required on all sides.

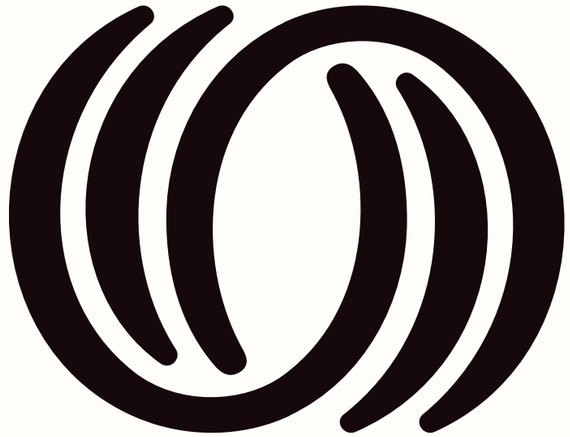
For your convenience, we've created logo files that already include this safe space built in. These versions ensure consistent application across all materials and make it simple to maintain proper clearance without manual measurement.



Logo

Logo Symbol

The symbol may be used on its own in contexts where the brand is already recognized or where space is limited. This includes social media profile images, favicons, email avatars, and small-format applications where the full logo would be illegible. The standalone symbol should not replace the primary logo in moments where clear brand identification is required.



Logo

Minimum Size

Minimum size requirements protect logo legibility and brand recognition across all media. The logo contains intricate details that can become illegible when scaled too small.

Always adhere to these minimum dimensions: 20px height for digital screens and web applications and 25mm height for printed materials. When in doubt, scale larger to maintain maximum impact and readability.

FOR PRINT
Height: 25mm



FOR DIGITAL
Height: 20px



Logo

Don’ts

To maintain the integrity and consistency of our brand identity, avoid the following practices when using the logo. Our logo is one of our most valuable brand assets, and how it appears in the world directly impacts how audiences perceive and remember us.

The restrictions outlined aren’t arbitrary rules - they’re strategic guardrails designed to preserve clarity, recognition, and professionalism. By following these guidelines, you help strengthen our brand every time it’s displayed.

① Don’t apply colors to the logo that are not part of the brand.

② When placing the logo do not rotate in any way.

③ Don’t distort the logo in any way.

④ Don’t add embellishments, or effects to the logo.

⑤ Don’t invent or design new configurations of the logo.

⑥ The logo should never be displayed with outline.













Colors

Main Brand Color

These carefully selected colors are the foundation of everything we create and should be used boldly and consistently across all communications.

This ensures immediate brand recognition and creates a strong, memorable presence that cuts through visual noise.



BACKGROUND: ORBEM PEACH
LOGO: ORBEM INDIGO

Colors

Primary Palette

Our brand identity is built on a vibrant, dynamic color system that balances bold energy with sophisticated neutrals. This carefully curated palette provides versatility and depth across all applications while maintaining strong brand recognition.

ORBEM PORCELAIN

HEX: #FFFDFA

RGB: 255/253/250

CMYK: 0/1/2/0

ORBEM DARK CHOCOLATE

HEX: #201618

RGB: 32/22/24

CMYK: 0/0/0/100

PMS: PANTONE BLACK U

ORBEM GRAPEFRUIT

HEX: #FF5327

RGB: 255/83/39

CMYK: 0/90/100/0

PMS: PANTONE 172 U

ORBEM INDIGO

HEX: #433DEC

RGB: 67/61/236

CMYK: 100/95/0/0

PMS: PANTONE 2369 U

ORBEM HONEY

HEX: #EDA617

RGB: 237/166/23

CMYK: 0/45/100/0

PMS: PANTONE 143 U

ORBEM DUST GREY

HEX: #E3DED5

RGB: 227/222/213

CMYK: 10/10/15/0

PMS: PANTONE WARM GRAY 1 U

ORBEM DIM GREY

HEX: #766965

RGB: 118/105/101

CMYK: 52/56/56/23

PMS: PANTONE 2369 C

ORBEM PEACH

HEX: #FFD7AA

RGB: 255/215/170

CMYK: 0/20/39/0

PMS: PANTONE 2015 U

Colors

Secondary Palette

The secondary palette is made by softening our main colors, giving us gentler versions of the originals.

These softer shades are great for backgrounds, overlays, and layered designs where the main colors might feel too strong. They help keep everything on-brand while giving layouts more flexibility and space to breathe.

ORBEM SOFT CHOCOLATE

HEX: #8F8A8B

RGB: 143/138/139

CMYK: 50/45/40/5

ORBEM SOFT GRAPEFRUIT

HEX: #FFA993

RGB: 255/169/147

CMYK: 0/50/40/0

PMS: PANTONE 1625 U

ORBEM SOFT INDIGO

HEX: #A19EF5

RGB: 161/158/245

CMYK: 40/40/0/0

PMS: PANTONE 7452 U

ORBEM SOFT HONEY

HEX: #F6D38B

RGB: 246/211/139

CMYK: 0/20/60/0

PMS: PANTONE 7403 U

ORBEM SOFT DUST GREY

HEX: #F1EFEA

RGB: 241/239/234

CMYK: 5/5/10/0

PMS: PANTONE COOL GRAY 1 U

ORBEM SOFT DIM GREY

HEX: #BAB4B2

RGB: 186/180/178

CMYK: 29/27/27/0

PMS: PANTONE WARM GRAY 3 U

ORBEM SOFT PEACH

HEX: #FBECCE

RGB: 251/236/206

CMYK: 0/7/23/0

PMS: PANTONE 7506 U

ORBEM SOFT AVOCADO

HEX: #D4D8B2

RGB: 212/216/178

CMYK: 19/8/39/0

PMS: PANTONE 5807 U

Colors

Tertiary Palette

The tertiary palette takes our secondary colors and reduces their opacity further, resulting in the most subtle expression of our brand colors.

These very soft shades are meant to stay in the background. They're great for things like large page areas, gentle textures, or adding a sense of depth—without drawing attention away from the main content or important visuals.

ORBEM PALE CHOCOLATE

HEX: #E9E8E8

RGB: 233/232/232

CMYK: 8/6/6/0

ORBEM PALE GRAPEFRUIT

HEX: #FFEEE9

RGB: 255/238/233

CMYK: 0/8/5/0

PMS: PANTONE 9285 U

ORBEM PALE INDIGO

HEX: #ECECFD

RGB: 236/236/253

CMYK: 6/6/0/0

PMS: PANTONE 9380 U

ORBEM PALE DUST GREY

HEX: #FCFCFB

RGB: 252/252/221

CMYK: 1/0/1/0

ORBEM PALE DIM GREY

HEX: #E0E0E0

RGB: 224/224/224

CMYK: 11/9/9/0

PMS: PANTONE COOL GRAY 3 U

ORBEM PALE HONEY

HEX: #FDF6E8

RGB: 253/246/232

CMYK: 0/3/9/0

PMS: PANTONE 9184 U

ORBEM PALE PEACH

HEX: #FFFBF6

RGB: 255/251/246

CMYK: 0/1/3/0

Colors

Pairings
→ Logo

Color pairings in the logo must always follow the approved combinations outlined in this guide.

Do not introduce new pairings or modify existing ones. These combinations are designed to preserve legibility, contrast, and brand recognition across all applications.













Colors

Pairings
→ Logo

If in doubt regarding logo color, it is best to use either Orbem Porcelain or Orbem Dark Chocolate.





Colors

Pairings
→ Typograhy

On darker colors of the palette, headlines use Orbem Porcelain; on lighter colors, they use Orbem Dark Chocolate. Key words are highlighted with a contrasting vibrant accent from the palette to create clear emphasis without disrupting the overall tone.

Do not introduce new pairings or modify existing ones. These combinations are designed to maintain consistent contrast, legibility, and strong brand recognition across all applications.

BACKGROUND: ORBEM GRAPEFRUIT
TEXT: ORBEM PORCELAIN
HIGHLIGHT: ORBEM PEACH

The world gets better when you see it from the inside out.

BACKGROUND: ORBEM DUST GREY
TEXT: ORBEM DARK CHOCOLATE
HIGHLIGHT: ORBEM HONEY

We are a fast-growing AI company from Munich.

BACKGROUND: ORBEM DARK CHOCOLATE
TEXT: ORBEM PORCELAIN
HIGHLIGHT: ORBEM HONEY

Incubate fertilized eggs only.

BACKGROUND: ORBEM HONEY
TEXT: ORBEM PORCELAIN
HIGHLIGHT: ORBEM INDIGO

The Genus product family.

BACKGROUND: ORBEM DUST GREY
TEXT: ORBEM DARK CHOCOLATE
HIGHLIGHT: ORBEM ORBEM DIM GREY

The inside-out intelligence pillars.

BACKGROUND: ORBEM PALE INDIGO
TEXT: ORBEM DARK CHOCOLATE
HIGHLIGHT: ORBEM INDIGO

The powerful combination of MRI and AI.

BACKGROUND: ORBEM PEACH
TEXT: ORBEM DARK CHOCOLATE
HIGHLIGHT: ORBEM GRAPEFRUIT

From vision to reality: our milestones.

Colors

Pairings
→ Typograhy

For optimal accessibility and visual performance across all media, always use backgrounds from our secondary or tertiary color palettes with Orbem Dark Chocolate for big bodies of text.

By doing this we ensure maximum readability across digital screens.

BACKGROUND: ORBEM PEACH
TEXT: ORBEM DARK CHOCOLATE

MRI sees inside. AI understands what it sees. Together, our AI and MRI translate complex biology into simple, actionable intelligence - non-invasively and at an industrial scale. This combination unlocks a new level of transparency in decision-making for a healthier, more sustainable world.

BACKGROUND: ORBEM DUST GREY
TEXT: ORBEM DARK CHOCOLATE

MRI sees inside. AI understands what it sees. Together, our AI and MRI translate complex biology into simple, actionable intelligence - non-invasively and at an industrial scale. This combination unlocks a new level of transparency in decision-making for a healthier, more sustainable world.

BACKGROUND: ORBEM SOFT DUST GREY
TEXT: ORBEM DARK CHOCOLATE

MRI sees inside. AI understands what it sees. Together, our AI and MRI translate complex biology into simple, actionable intelligence - non-invasively and at an industrial scale. This combination unlocks a new level of transparency in decision-making for a healthier, more sustainable world.

BACKGROUND: ORBEM PORCELAIN
TEXT: ORBEM DARK CHOCOLATE

MRI sees inside. AI understands what it sees. Together, our AI and MRI translate complex biology into simple, actionable intelligence - non-invasively and at an industrial scale. This combination unlocks a new level of transparency in decision-making for a healthier, more sustainable world.

BACKGROUND: ORBEM PALE INDIGO
TEXT: ORBEM DARK CHOCOLATE

MRI sees inside. AI understands what it sees. Together, our AI and MRI translate complex biology into simple, actionable intelligence - non-invasively and at an industrial scale. This combination unlocks a new level of transparency in decision-making for a healthier, more sustainable world.

BACKGROUND: ORBEM PALE HONEY
TEXT: ORBEM DARK CHOCOLATE

MRI sees inside. AI understands what it sees. Together, our AI and MRI translate complex biology into simple, actionable intelligence - non-invasively and at an industrial scale. This combination unlocks a new level of transparency in decision-making for a healthier, more sustainable world.

Colors

Don’ts

Color is simple; anything not described previously is forbidden.

① **Don’t alter brand colors.**
Never adjust the hue, saturation, brightness, or opacity of the brand palette. Each color has been carefully calibrated to ensure consistency and recognisability across all touchpoints.

② **Don’t compromise accessibility.**
Never pair colors in combinations that reduce contrast or legibility. Text, icons, and key UI elements must always meet accessibility contrast standards.

③ **Aim to use two colors, never more than three.**
Keep compositions focused and cohesive by limiting color use. Aim to work with two colors whenever possible, and never exceed three within a single layout or component.

④ **Don’t use Orbem Grapefruit in any poultry-related imagery.**
Avoid applying Orbem Grapefruit to illustrations, photography, or graphics that reference poultry. This color association can create unintended connotations and undermine the intended tone of our visual language.

ORBEM

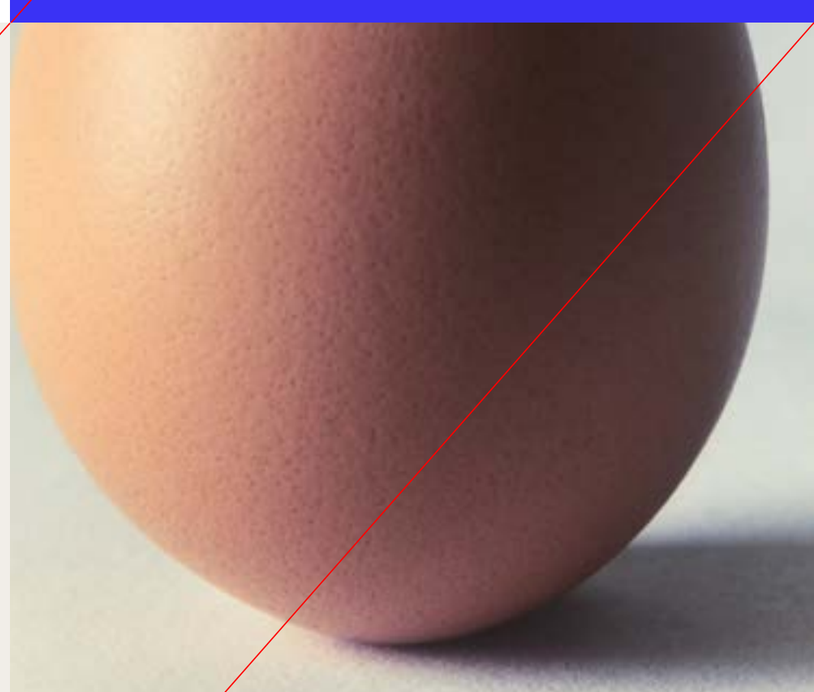
1

In-ovo sexing, a solution to end male chick culling.

2

CONTACT →

3



Incubate fertilized eggs only.

4

FOR QUESTIONS ABOUT BRANDING, PLEASE CONTACT MARIANA PRADILLO AT:

MARIANA.PRADILLO@ORBEM.AI