



Do not put color logo on black background.

Do not put the logomark above the logo text.

Do not put color logo on a color background.

Do not put a drop shadow on the logo.

Biogen logo misuses

Biogen

Biogen Blue #0088CE

Accent #1 #C5F1B5

Accent #2 #005886

Accent #3 #A682D9

Accent #4 #FFC860

Biogen color palette

Gradient color

Biogen gradient uses

Biogen photo story

Research Photos

- Cool blue light
- At least two people
- People are interacting or having discussion over general scientific or neuroscience data/elements

Clinical Photos

- Cool blue light
- Doctor/Researcher interacting with a "patient"
- Focus of image is more on the patient

Biogen photo style guide

Logo
ATF Franklin Gothic Medium

Headings
ATF Franklin Gothic Bold

Caption & Body text
ATF Franklin Gothic

This font is used for Biogen's logo and knockout logo.

This font is used for headings and for emphasis text.

This font is used for body and caption text.

Biogen Typography

