



# **Brand Manual**

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**2019**

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## **Contact Info:**

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# L.I.F.E. Logo

**L.I.F.E Italia S.r.l.** is a research-intensive start-up, created as the Italian branch of the Luxembourg company **L.I.F.E Corporation S.A.** Founded by Gianluigi Longinotti-Buitoni in 2012, L.I.F.E. was first established in New York and later developed its design in Milan, Italy, and its data-security system in Sierre, Switzerland while maintaining accounting services in Luxembourg.

For everything we design, prototype and create, there is scientific research behind it. It's what helps us understand the relevance and accuracy of what we can do. It's not marketing, it's **science**.



L.I.F.E.

Logo



L.I.F.E.

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**LOVE. INSPIRE. FREE. ENTERTAIN.**

Logo + Tagline

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# Philosophy of the Brands

The brand is created with two main concepts in mind:

- Human Biology and Physiology
- Binary Logic of Digital Data

The logo reflects the main feature of the product line which is to convert biometric data into digital data and produce raw data that can be further analysed to provide meaningful medical diagnoses.

In order to achieve medical accuracy by respecting differences in body morphologies, L.I.F.E. has two **gender specific brands**:



Chromosome Indicator

Digital Binary System

Service and products designed for **Women**



Service and products designed for **Men**

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# Individual Identities

The logos must be considered and used as two **different** logos. They must **not** be grouped together. In this context, a logo has been provided which can be seen later in this document.

This logo can be used on light colored backgrounds, however it must be clear and legible. If not then a **flat version** is provided for more context-friendly design.

Service and products designed for **Women**



Service and products designed for **Men**



These are two logos are the original logos of the brand

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# Individual Identities

The flat version is necessary in order for the logo to be **context-friendly** with respect to the desired output.

In this logo, also the tagline, "**Express Your Truth™**" is provided.



This logo can **only** be used in the following colors:

## Light Blue

CMYK	C70 M16 Y0 K0
RGB	R62 G177 B231
Hex	41B1E6

## Black

CMYK	C0 M0 Y0 K100
RGB	R0 G0 B0
Hex	000000

## White

CMYK	C0 M0 Y0 K0
RGB	R255 G255 B255
Hex	FFFFFF

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# Unified Identity

These logos serve as the **Unified Identity** that is representative of the full service that is provided. This includes both services for **Women (X10X)** and **Men (X10Y)**.

It is necessary to use these logo when it is intended to describe the **full** brand.

The Vertical is to be given first priority, however if the output space is less then the Horizontal should be used.

Vertical arrangement



Horizontal arrangement



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# Don'ts

~~X10X X10Y~~  
Express Your Truth™

~~X10Y~~  
~~X10X~~

~~X10X X10Y~~  
Express Your Truth™ Express Your Truth™

~~X10Y X10X~~

~~X10X~~  
~~X10Y~~

~~X10X~~  
~~X10Y~~

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# Don'ts



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# Minimum Size

**X10X  
X10Y**

10 mm in height

**X10X X10Y**

4 mm in height

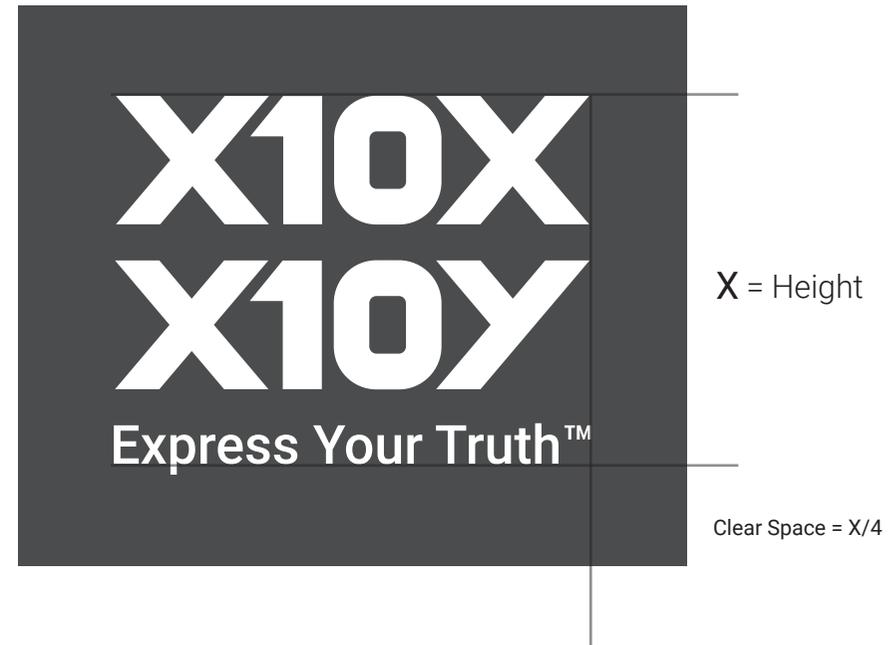
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# Clearance



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The clearance, or clear space, refers to the space around the logo that must be kept empty. This is in the interest of making sure the logo maintains maximum visibility and exposure but can fit in anywhere.

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The same calculation applies for both brands.

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# Clearance

**X10X X10Y**



X = Height

Clear Space = X/2

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# Context

## Light Background

**X10X**  
Express Your Truth™

**X10X**  
Express Your Truth™

**X10X**  
COM

## Dark Background

**X10X**  
Express Your Truth™

**X10X**  
Express Your Truth™