

**LIFE
● SCIENCES
WEEK**

Brand Guidelines

2026

Brand Overview

Life Sciences Week exists to accelerate progress within the life sciences ecosystem by connecting the people and ideas shaping the future of healthcare.

Through curated events, expert-led discussions, and networking opportunities, the platform enables collaboration between researchers, industry professionals, investors, and policymakers—helping to turn innovation into real-world impact.

Life Sciences Week is positioned as a leading industry event that champions innovation, collaboration, and growth within the life sciences sector.

It speaks to a professional, forward-thinking audience and presents itself as both a thought leader and a connector—bridging the gap between scientific discovery and commercial application.

Life Sciences Week is a flagship UK event that brings together leaders, innovators, and organisations across the life sciences sector. It serves as a central platform for showcasing advancements in biotechnology, healthcare, and medical research, while fostering meaningful connections across the industry.

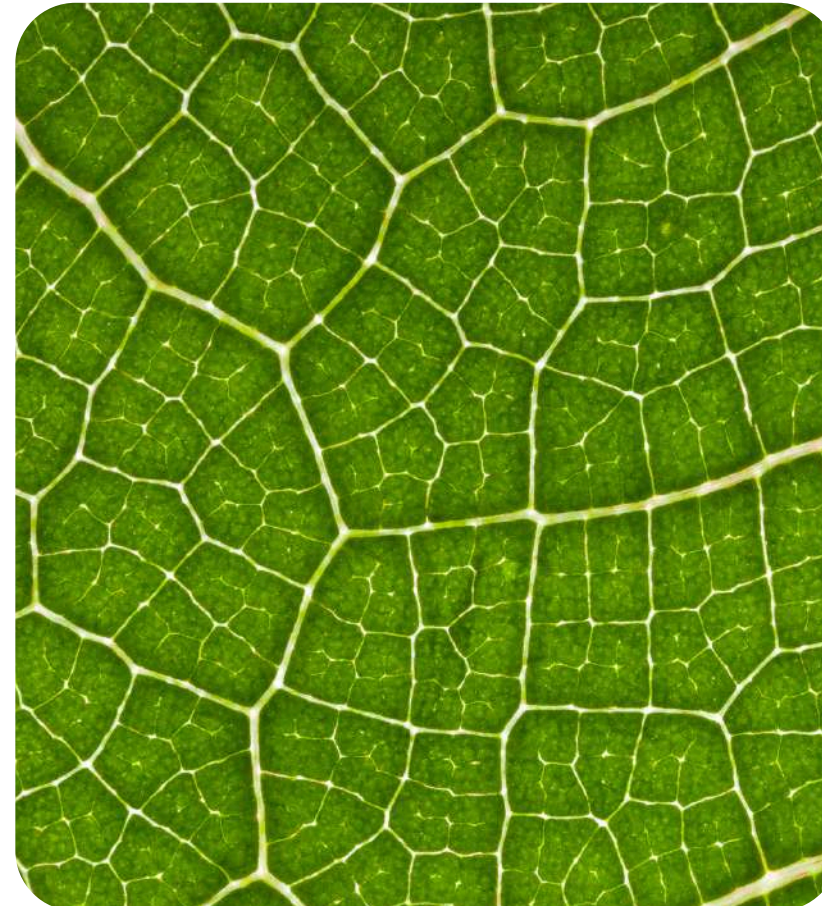
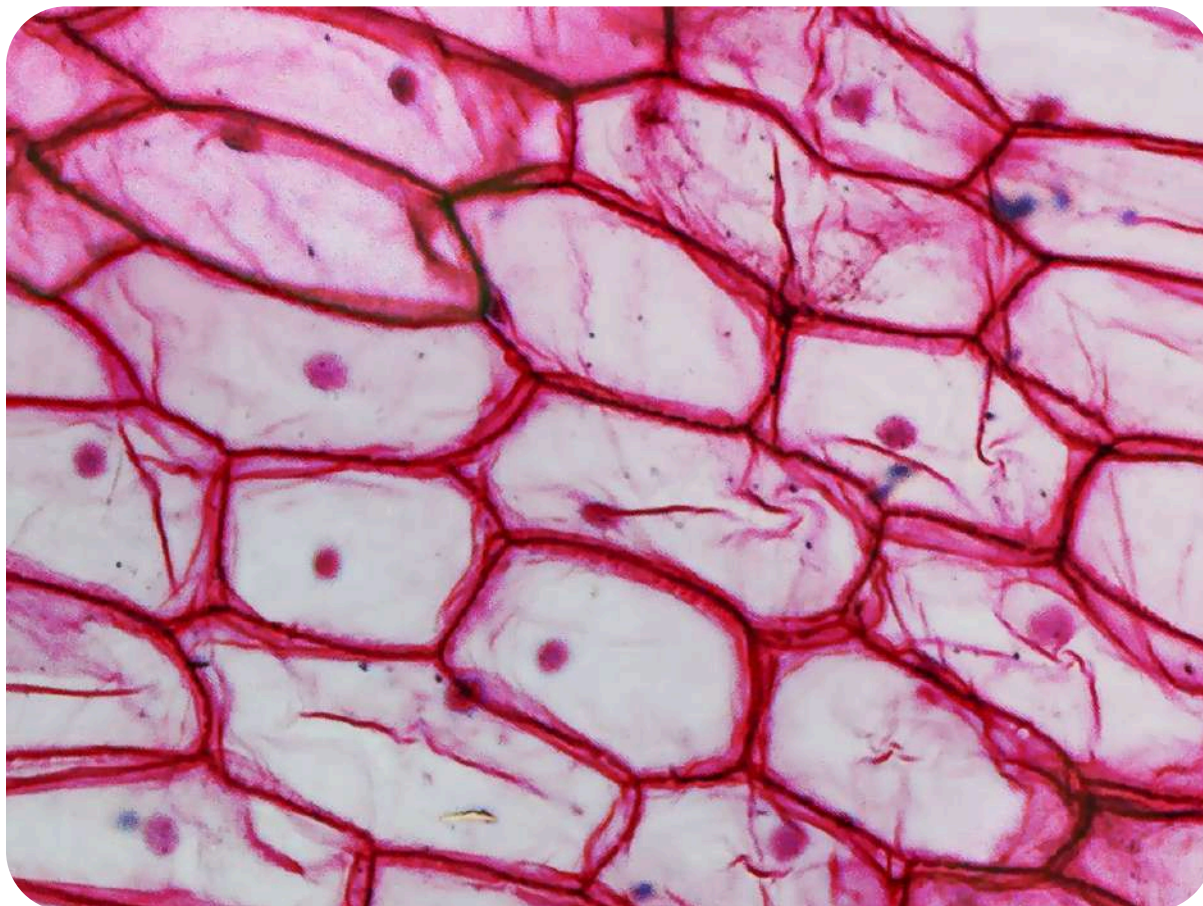
The event positions itself at the intersection of science, business, and innovation, creating opportunities for collaboration, investment, and knowledge exchange.



Tone of Voice

The Life Sciences Week tone of voice is professional, clear, and forward-thinking, reflecting its position within the life sciences and innovation space.

Communication should feel confident and informed, while remaining accessible to a broad audience across the industry.



Voice Characteristics

Professional

Language should be credible and respectful, aligning with an audience of industry experts, researchers, and stakeholders.

Clear & Concise

Messaging should be easy to understand, avoiding unnecessary jargon or overly complex language.

Innovative

The tone should reflect progress and advancement, using language that feels modern and forward-looking.

Collaborative

Communication should feel inclusive and connective, emphasising partnerships, shared knowledge, and community.

Typography

The Life Sciences Week brand uses a clean, modern sans-serif typeface to ensure clarity, consistency, and strong visual hierarchy across all communications. Poppins is the primary typeface, chosen for its contemporary feel and excellent readability across both digital and print applications.

Primary

Poppins

Bold

Aa Bb

Secondary

Poppins

Regular

Aa Bb

Colour Palette

The Life Sciences Week colour palette is built around a strong foundation of deep and vibrant blues, supported by neutral black and white tones. The dark blue conveys trust, credibility, and scientific authority, while the vivid blue introduces energy, innovation, and a forward-thinking edge. Black and white provide balance and clarity, ensuring content remains clean, legible, and professional across all applications. Together, the palette creates a modern, high-contrast visual identity that reflects both the precision of science and the dynamism of innovation.

Primary

Dark Blue

HEX #00006e
RGB 0, 0, 110
CMYK 100, 100, 0, 57

Vivid Blue

HEX #0000ff
RGB 0, 0, 255
CMYK 100, 100, 0, 0

Secondary

Black

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

White

HEX #ffffff
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Logo Guideline

The Life Sciences Week logo is a key visual asset and should be used consistently to maintain brand recognition and integrity across all applications.



Logo Usage

Primary Use

The primary logo should be used in its original form wherever possible. It should appear clearly and prominently on all branded materials, including digital platforms, print collateral, and event signage.

Clear Space

To ensure visibility and impact, the logo must always be surrounded by sufficient clear space. No text, imagery, or graphic elements should encroach on this area.

Sizing

The logo must always remain legible. Avoid using the logo at sizes where details become unclear or difficult to read.

Colour Variations

Use the full-colour logo as the default option. Where this is not suitable, a single-colour (black or white) version may be used to maintain contrast and clarity against different backgrounds.

Background Control

The logo should be placed on clean, uncluttered backgrounds. Ensure there is enough contrast between the logo and its background to maintain readability.



Incorrect Usage

To protect the integrity of the brand, the logo must not be altered in any way.

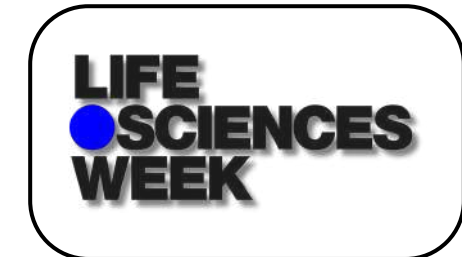
Do not:



Stretch or distort the logo



Change the logo colours outside approved variations



Add effects such as shadows, gradients, or outlines



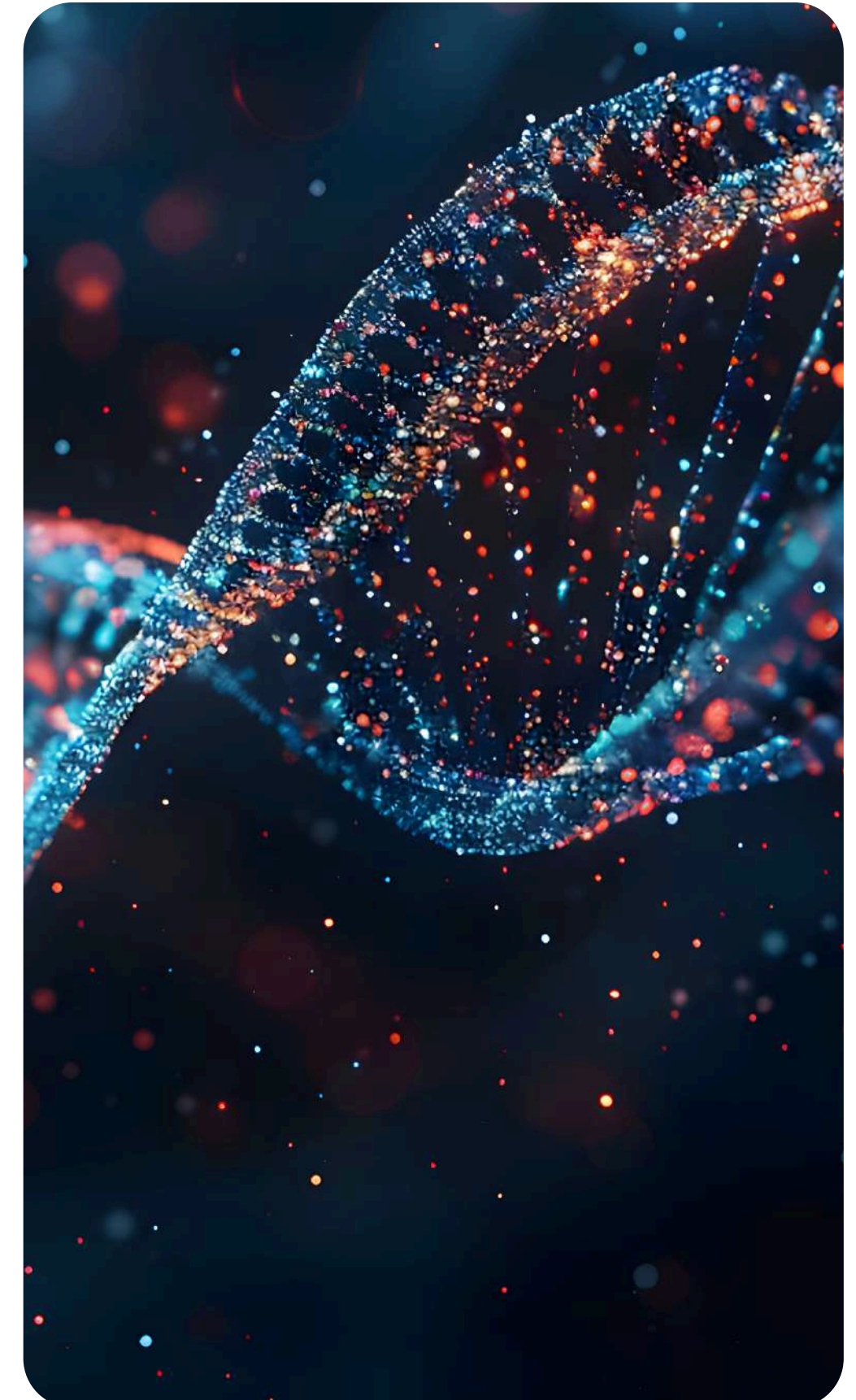
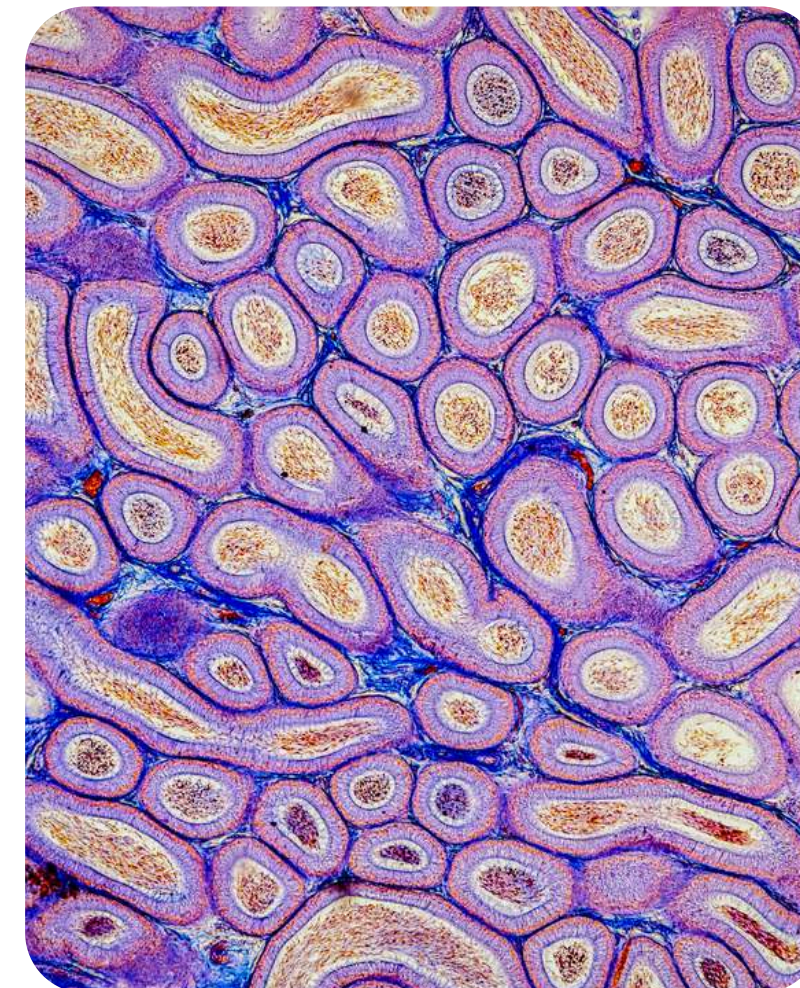
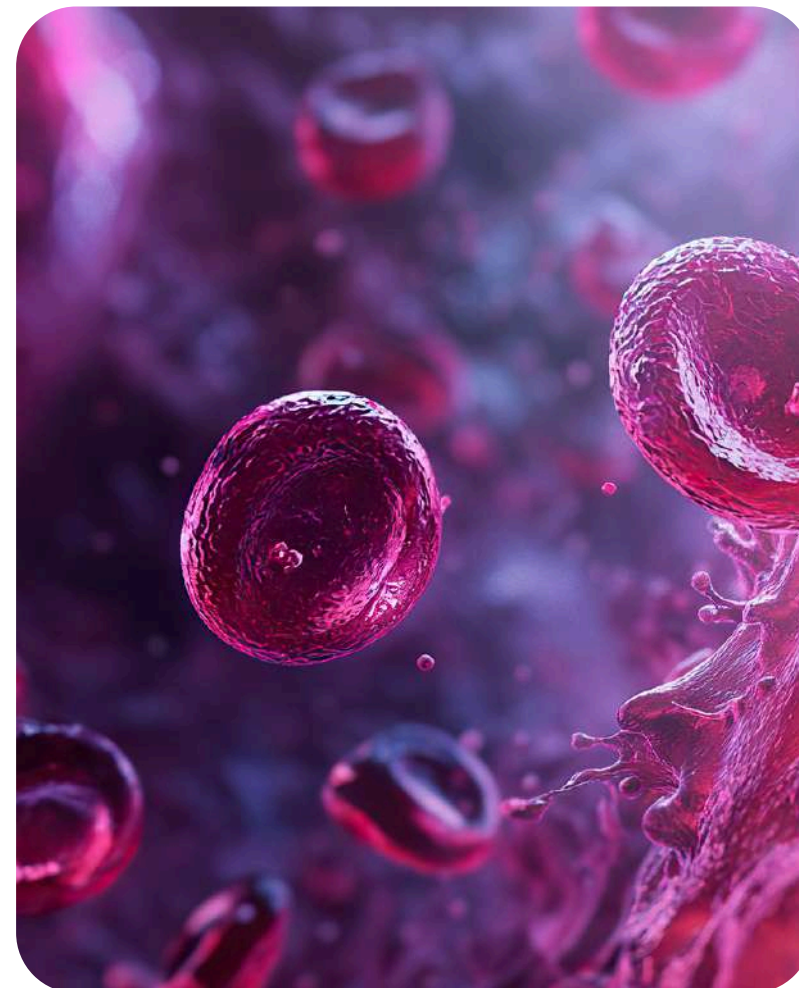
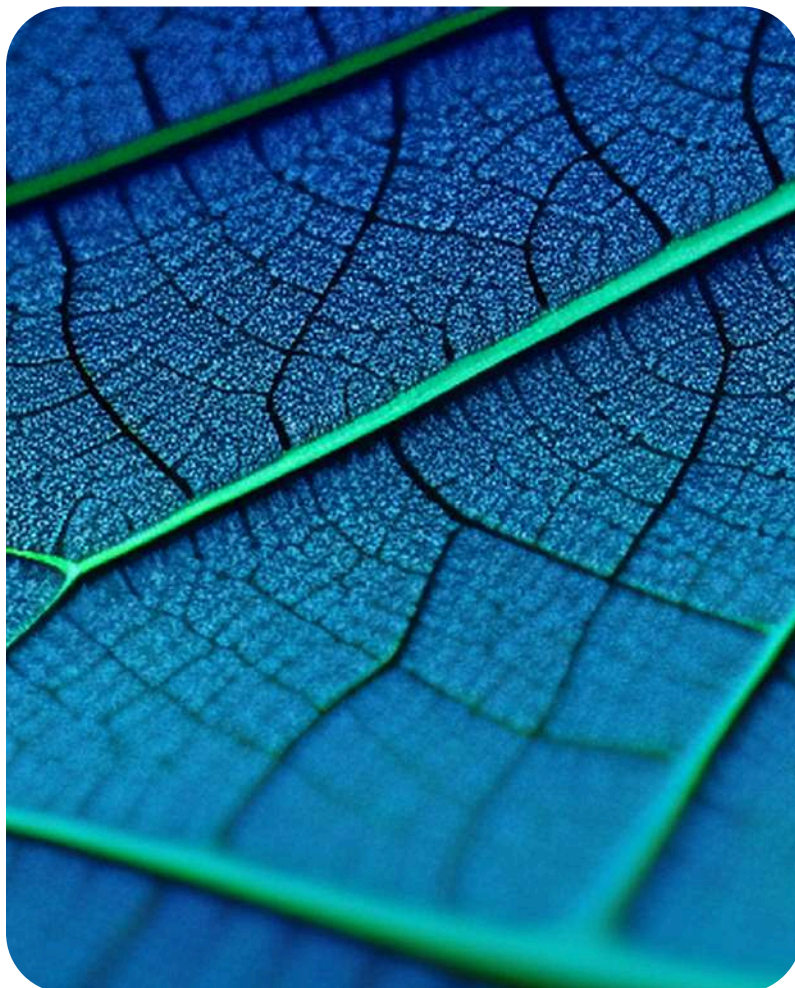
Rotate or reposition elements of the logo



Place the logo on busy or low-contrast backgrounds

Imagery & Photography

Photography for Life Sciences Week combines professional, human-centred imagery with striking close-up visuals that capture the detail and beauty of science. Authentic moments of collaboration and engagement are balanced with macro photography of cells, plant structures, DNA, and microscopic textures, creating a visual language that feels both innovative and grounded. This approach highlights the connection between scientific discovery and real-world impact, resulting in imagery that is clean, modern, and inspiring.





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**Innovate Life,
Celebrate Science**