# Brand Guideline 2025

AHN_
Biotechnologie GmbH

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contact@ahn-bio.com

AHN_
Biotechnologie
GmbH

# About us

**AHN Biotechnologie GmbH**

AHN Biotechnologie GmbH, is a trusted German manufacturer of life sciences consumables and benchtop equipment with over 25 years of experience.

Based in Nordhausen, our in-house automation expertise reduces investment requirements and saves costs and streamlines project timelines.

Our state-of-the-art facilities in Nordhausen operate around the clock and utilize advanced technologies, including robotic systems, to produce DNase- and RNase-free products. Our diamond-polished Swiss molds ensure maximum sample recovery and high-precision pipetting.

Our fully equipped tool room allows us to swiftly respond to the evolving needs of the industry. At AHN, we are committed to innovation, quality, and delivering excellence through our German-made products.

ahn®

CAPP®

# Inhalt

## AHN Biotechnologie GmbH Branding


| | |
|---|---|
| Logo | **03** |
| Wrong Logo | **04** |
| Favicon | **05** |
| Typography | **06** |
| Color Pallette | **07** |
| Graphics | **08** |
| Examples | **09** |


## ahn® Branding


| | |
|---|---|
| Logo / Wrong Logo | **11** |
| Favicon | **12** |
| Typography | **13** |
| Color Pallette | **14** |
| Graphics | **15, 16** |


## CAPP® Branding


| | |
|---|---|
| Logo / Wrong Logo | **18** |
| Favicon | **19** |
| Typography | **20** |
| Color Pallette | **21** |
| Graphics | **22** |

# Company Logo

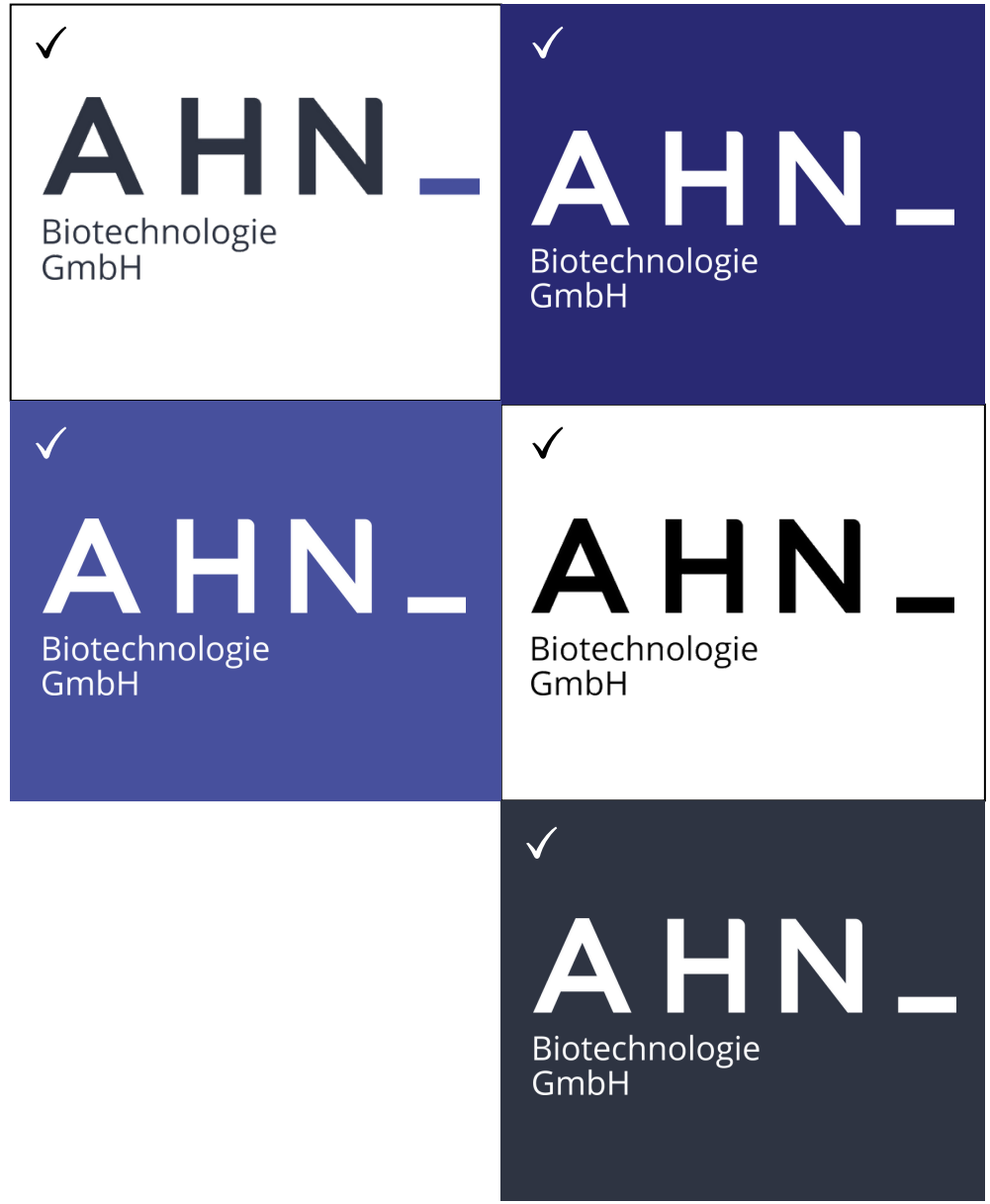
The logo is a central part of the brand identity and must always be used consistently and correctly.

Please refer to the following instructions for use:

**Black AHN logo:**
with black or blue underscore:
Used exclusively on a white background
This variant is used if a color representation is not possible.

**White AHN logo:**
Used only on dark background colors
This variant ensures a harmonious and modern appearance

The use of other colors, effects or backgrounds is not permitted. The correct use of the logo variants ensures a uniform and professional presentation of the AHN brand in all media.



# Wrong Company Logo

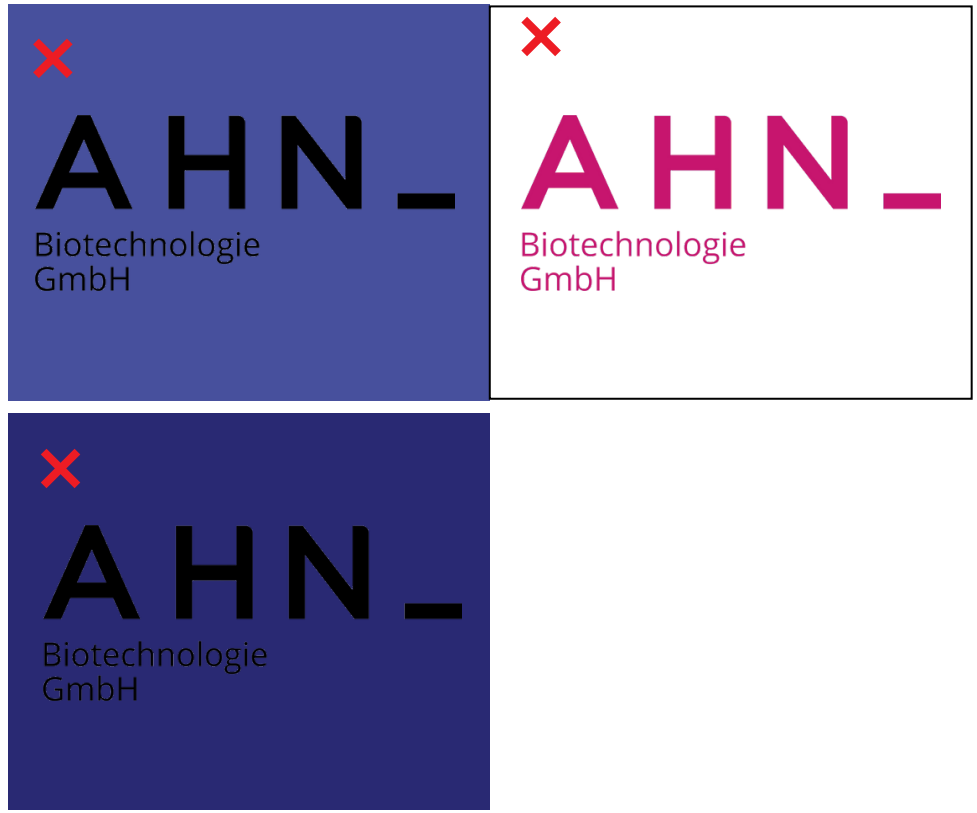
To ensure the integrity and recognizability of the AHN logo, the following mistakes must be avoided:

**Wrong colors:**
Do not use the logo in colors that are outside the defined color palette

**Contortions:**
Always scale the logo proportionally to avoid distortion.

**Effects:**
Adding shadows, gradients, gloss effects, or other stylistic devices is not allowed.

**Partial representation:**
The logo must not be cropped or only partially displayed.



# AHN Favicon

Colour version of favicon to be used wherever possible. Use for social media icons.

# Typography

| | |
|---|---|
| Headings: | **Open Sans Bold** |
| Subheadings: | **Open Sans Bold** |
| Main body text: | Open Sans Regular |
| Main body highlights: | *Open Sans Italic* |

**Fonts downloadable at:**
**https://fonts.google.com/specimen/Open+Sans**

# Color palette

Our color palette reflects the essence and philosophy of the AHN brand and gives it a clear, modern identity. Each color plays a specific role and contributes to the brand's recognition.

**Hint:**

**Pantone Values:**
Use for offset printing.

**RGB values:**
Use for digital spending.

**CMYK values:**
Use for printed products.

AHN
Biotechnologie GmbH

## Primariy Colors

CMYK 94 72 0 0
RGB 0 71 187
Pantone 2728
C

CMYK
RGB 29 29 73
Pantone 2767
C

CMYK 84 71 51
51
RGB 46 52 66
Pantone 7546 C

**Blue**

The blue complements the lettering "AHN". It symbolises trust, competence and reliability and sets a harmonious contrast to the base colour.

**Grey-Black**

This color represents the clarity of AHN. It conveys stability, elegance and professionalism and forms the basis of our visual identity.

## Secondary Color

CMYK 18 100 39 1
RGB 201 17 92
Pantone 214 C

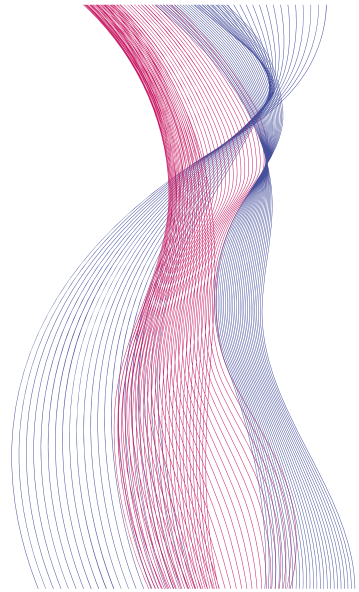
**Magenta**

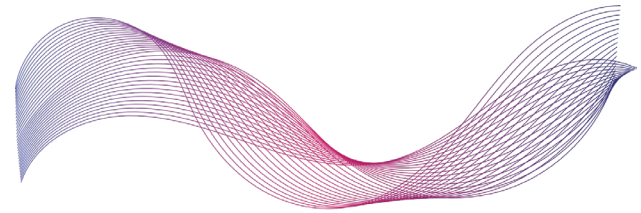
As an accent colour, the magenta subtly picks up on the ahn brand. It serves as a subtle highlight to highlight important elements and bring emotional warmth and creative energy to the designs. The use of magenta is done sparingly so as not to overload the clear structure of the brand.

# Graphics

The primary pattern of the AHN brand is an essential design element that creates dynamism and recognition in visual communication and is reminiscent of a DNA strand.

The patterns consist of a vertical and a horizontal wave structure, which pick up on the colour scheme of the corporate identity and combine it harmoniously.





**Formation:**

The primary patterns of the AHN brand are an essential design element that creates dynamism and recognition in visual communication.

**Application:**

The AHN Biolines are suitable for use in backgrounds or as a design element in digital and printed media. It should be used discreetly so as not to overload the main message, but to subtly communicate the connection between science, laboratory precision and AHN's brand values.

**Colour scheme:**

The patterns pick up on the corporate identity colors:

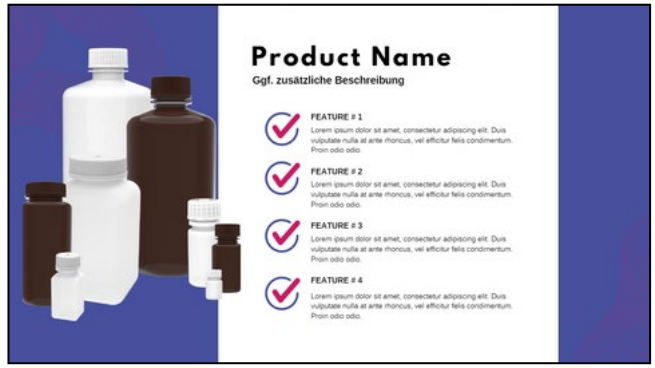
**Blue:** Symbolizes trust, stability and professionalism.
**Magenta:** Sets targeted accents that illustrate the connection between the CAPP and ahn brands and at the same time emphasize the creative character of the company

This combination unites the two brands in a harmonious, visual concept and strengthens the identity of the AHN company.

# Examples

**Briefkopf**

**Power Point Präsentation**



# Brand Guideline 2025

ahn®

# Logo

TThe ahn® logo is a central part of the brand identity and stands for professionalism and innovation. To ensure recognition, the following guidelines apply:

**Magenta logo:**
Use only on white or light gray background.
For a clear and modern brand identity.

**Black Logo:**
Use only on light backgrounds.
Ideal for simple and elegant designs.

**White Logo:**
Use only on dark backgrounds.
Perfect for a harmonious and professional look.

**Prohibited Applications:**
No use on inappropriate colours, patterns or effects.
Contrast and legibility must always be guaranteed.

By using it correctly, the brand remains consistent and distinctive.

# ahn® Favicon

Colour version of favicon to be used wherever possible. Use for social media icons.

# Typography

| | |
|---|---|
| Logo subheadings | **Arial Bold** (ahn dark grey) |
| Headings: | **Century Gothik Regular** (80% black) |
| Main body text: | Century Gothik Regular (80% black) |
| Main body highlights: | *Century Gothik Italic* |
| Table text: | Arial Regular (80% black) |

# Color Palette

Our colour palette reflects the essence and philosophy of the AHN brand, giving it a clean, modern identity. Each color plays a specific role and contributes to brand recognition.

**Hint:**

**Pantone Values:**
Use for offset printing.

**RGB values:**
Use for digital spending.

**CMYK values:**
Use for printed products.

## Primary color

**CMYK 18 100 39 1**
**RGB 201 17 92**
**Pantone 214 C**

**Magenta**

Magenta is the main color of the ahn brand and embodies creativity, energy and emotionality. It creates recognition and combines the brand with dynamism and inspiration, while conveying a uniform and unmistakable brand image.

## Secondary Color

**CMYK 10 8 8 0**
**RGB 226 225 225**
**Pantone Cool Gray 1 C**

**Light Gray**

The ahn light grey complements the main colour magenta as a neutral base that exudes calm and restraint. It creates balance in design and makes magenta shine while supporting the clean and modern aesthetic of the brand.

**For more secondary colors, see page 16, Graphic Elements "Teardrops"**

# Graphics

**Application:**

The iconic "teardrops" of the ahn® brand are not only a design element, but also serve as an intuitive orientation aid for the product categories. They can be used flexibly in digital and printed media, be it in catalogues, on websites or in presentations. Her discreet but concise style conveys the core values of precision, innovation and scientificity without overpowering the main message. The drops create visual clarity and make it easier for customers to navigate through the diverse portfolio.

## ahn “Teardrops”

**Formation:**

The "teardrops" are a central element of AHN's corporate identity and embody dynamism, uniformity and recognition. They are based on a clear language of colours and shapes that clearly represents each category. Each category is symbolized by a specific color that remains consistent in both print and digital, highlighting the brand identity.

**Purification** **Consumables** **Cryo Preservation** **Storage Solutions** **Liquid Handling** **Benchtop Equipment**

| | | | |
|---|---|---|---|
| teal | CMYK 42 10 30 25<br>RGB 119 154 146<br>Pantone 5565 C | lavender | CMYK 43 40 0 0<br>RGB 160 155 204<br>Pantone 271 C |
| green | CMYK 36 3 78 25<br>RGB 135 162 79<br>Pantone 576 C | purple | CMYK 31 44 7 50<br>RGB 105 86 112<br>Pantone 7666 C |
| blue | CMYK<br>RGB<br>Pantone | dark grey | CMYK 25 20 12 25<br>RGB 151 153 163<br>Pantone 429 C |

# Graphics

## ahn “Triangle”

**Application:**

The geometric "triangles" are a concise design element of the AHN brand that can be used in a variety of ways to create visual structure and dynamism. Whether in printed media, on digital platforms or in presentations – the triangles give every design a modern and innovative aesthetic. They support the clear communication of brand values and serve as a subtle link between science, precision and modern technology without overloading the main message.

**Formation:**

The "Triangles" are a central design element that symbolises movement, innovation and recognition. Its clean lines and combination of bright and bold shades create a harmonious visual unity. The triangles can be arranged flexibly – whether as a continuous pattern or as an accent – and pick up on the colour scheme of the AHN brand to ensure a consistent corporate identity. Their modern design language conveys dynamism and strengthens the brand's recognition value**.**

| | |
|---|---|
| mediu m | CMYK 22 100 44 19 RGB 165 22 82 Pantone 215 C |

# Brand Guideline 2025

# Logo

The CAPP logo is a central part of the brand identity and must always be used correctly. Please note the following guidelines:

**Blue Logo:**
Use only on white background.
For a clear and modern brand presence.

**White Logo:**
Use only on dark backgrounds.
Ensures a harmonious and professional look.

**Black Logo:**
Use only on light backgrounds.
For simple, elegant applications.

**Inadmissible:**
Avoid inappropriate color combinations, patterns, or effects that impair readability.

Correct application guarantees a consistent and unmistakable representation of the brand.

# CAPP Favicon

Colour version of favicon to be used wherever possible. Use for social media icons.

# Typography

| | |
|---|---|
| Headings: | **Arial Bold** |
| Subheadings: | **Calibri Bold** |
| Main body highlights: | Calibri Regular |
| Highlighted body text: | *Calibri Italic* |
| Table text: | Arial Regular |
| Product name text: | Rage Italic |
| e.g.: | CAPP Aero384 |
| Product subheading text: | CALIBRI LIGHT |

# Color Palette

The colour palette of CAPP underlines the essence and philosophy of the brand. Each color has a specific role and contributes to recognition.

**Hint:**

**Pantone Values:**
Use for offset printing.

**RGB values:**
Use for digital spending.

**CMYK values:**
Use for printed products.

## Primary Colors

**CMYK 99 80 4 0**
**RGB 17 78 156**
**Pantone 293 C**

**blue**

The CAPP blue symbolises clarity, trust and modernity, while transporting the brand's values in a timeless and professional way. It conveys consistency and calmness and creates a unifying basis for all visual elements of the brand.

**CMYK 10 8 8 0**
**RGB 226 225 225**
**Pantone Cool Gray 1 C**

**red**

The CAPP red represents energy, passion and determination. It adds dynamism to the brand and highlights important elements, while also adding a powerful, emotional touch.

## Secondary colors

**CMYK 69 15 0 0**
**RGB 61 170 225**
**Pantone 298 C**

**light blue**

**CMYK 81 30 63 75**
**RGB 0 53 42**
**Pantone 553**

**dark green**

**CMYK 53 0 96 0**
**RGB 133 196 70**
**Pantone 376 C**

**light green**

# Graphics

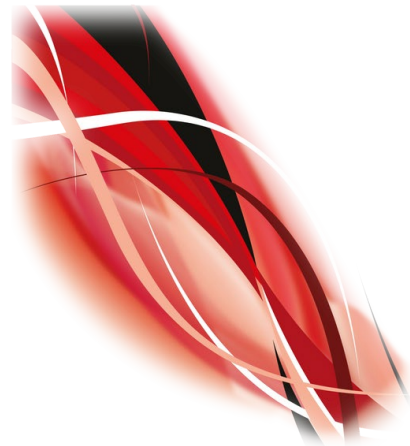
**Application:**

The graphic element "Wave" by CAPP is a modern design element that represents dynamism and precision. It is used in both digital and printed media as a background or subtle accent. The aim is to visually convey the brand values – innovation, science and professionalism – without overlaying the main content**.**

## CAPP “Wave”

**Formation:**

The "Wave" element is a central part of the CAPP brand identity. It combines curved lines with gradients that incorporate the brand's primary colors, blue and red. The harmonious arrangement of the shapes conveys movement and energy while supporting the visual recognition of the brand. The element can be flexibly adapted and integrated into different layouts to strengthen the brand recognition value.



# Thank You!

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