

FrameMind

SampleOS

DIAGNOSTIC LABS

Brand Identity Kit

Diagnostic labs · Logo · Icon · Variations · Guidelines

Powered by FrameMind AI Studio · v1.0 · November 2026

Logo variations

FrameMind SampleOS

DIAGNOSTIC LABS

Primary lockup — with descriptor. Use on hero areas, covers, signage.

FrameMind SampleOS

DIAGNOSTIC LABS

Primary reversed — on Primary navy only.

FrameMind SampleOS

Horizontal (no descriptor)

FrameMind SampleOS

DIAGNOSTIC LABS

Stacked



Icon only



Monogram (S tile)

Icons & app icons



Navy — default store icon



Accent magenta



Surface tint



Colour



One-colour navy



Reversed



Outline (emboss / line art)



Favicon · 16–64 px

A test tube whose sample rises out of it as a data line: every sample tracked to its report. The line always leaves from the mouth of the tube and rises.

Clear space & minimum size



Clear space = x, one quarter of the icon's height, on every side. Nothing — text, edges, other logos — enters this zone.



120 px / 30 mm
horizontal



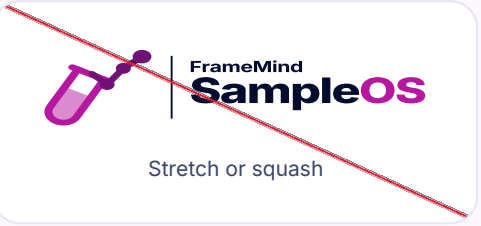
80 px / 20 mm
stacked



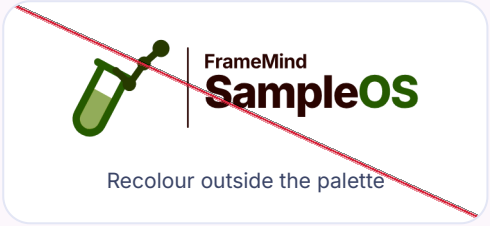
16 px
icon / favicon

Below these sizes switch to the icon only. Descriptor lockups need at least 200 px / 50 mm width.

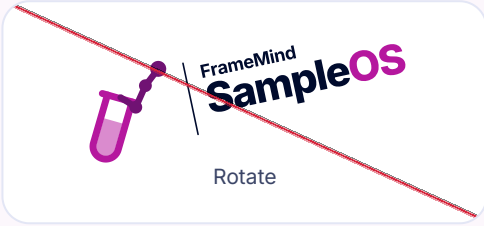
Don’t



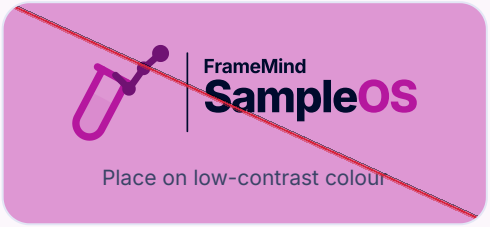
Stretch or squash



Recolour outside the palette



Rotate



Place on low-contrast colour

04 · SYSTEM

Colour & typography

Primary
#000B2D
RGB 0 11 45
Headlines, wordmark, dark surfaces
vs white 19.3:1 · vs navy 1.0:1

Accent
#B5179E
RGB 181 23 158
“OS”, icon, buttons, highlights
vs white 5.9:1 · vs navy 3.3:1

Secondary
#DE97D3
RGB 222 151 211
Illustration, charts, patterns
vs white 2.2:1 · vs navy 8.7:1

Surface
#F5E1F2
RGB 245 225 242
Cards, chips, app-icon tile
vs white 1.2:1 · vs navy 15.6:1

Background
#FCF7FC
RGB 252 247 252
Page background
vs white 1.1:1 · vs navy 18.3:1

Contrast ratios are calculated (WCAG 2.1). Body text: Primary on Background/Surface/white. Accent (5.9:1 on white) passes AA for text, so it can carry links and labels; use white text on Accent buttons. Secondary and Surface are decorative only — never for text. Primary navy is shared by every FrameMind OS app. Print values (CMYK / Pantone) to be matched and proofed with your printer.

Aa

Inter (alternate: Manrope)

Extra Bold 800 — Headlines
Bold 700 — Subheadings
Medium 500 — Body & labels
Regular 400 — Paragraphs

Inter is free (SIL OFL) and also available in Adobe Fonts. Headlines: tracking −2%. Descriptor caps: tracking +40%. “OS” is always set in Accent (white on dark).

Taglines, patterns & usage

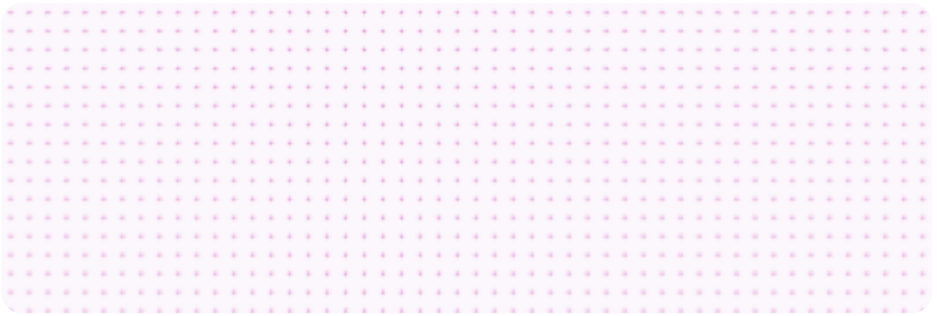
From sample to report, tracked.

The **diagnostic lab** operating system for bookings, samples & reports.

Book.
Collect.
Test.
Report.



Wave gradient — hero and cover backgrounds



Dot grid — section and slide backgrounds

SampleOS Home Bookings Samples Results

FrameMind SampleOS

SampleOS