

Group typeface, use of typography and colours

Atlas Grotesk

Science Group, Sagentia, Oakland Innovation and OTM all use the Atlas Grotesk family as their brand font

Head titles style
Atlas Grotesk
Light

Science Group
Working with clients the world over,
we are an organisation inspired by
science, defined by technology and
driven by innovation.

Small titles style
Atlas Grotesk
regular
Regular text style
Atlas Grotesk
light

Sinullam aut
Sed ea soluptincto blandig naturer emporem fuga. Ihillorem quae mo officidem.

Sinullam aut
Sed ea soluptincto blandig naturer emporem fuga. Ihillorem quae mo officidem.

Sinullam aut
Sed ea soluptincto blandig naturer emporem fuga. Ihillorem quae mo officidem.

Colours for primary text level

Colours for secondary text level

80%
Black

60%
Black

White

Colours for backgrounds 1 (preferred)

5%
Black

10%
Red

10%
Blue

10%
Green

Colours for backgrounds 2

10%
Black

20%
Red

20%
Blue

20%
Green

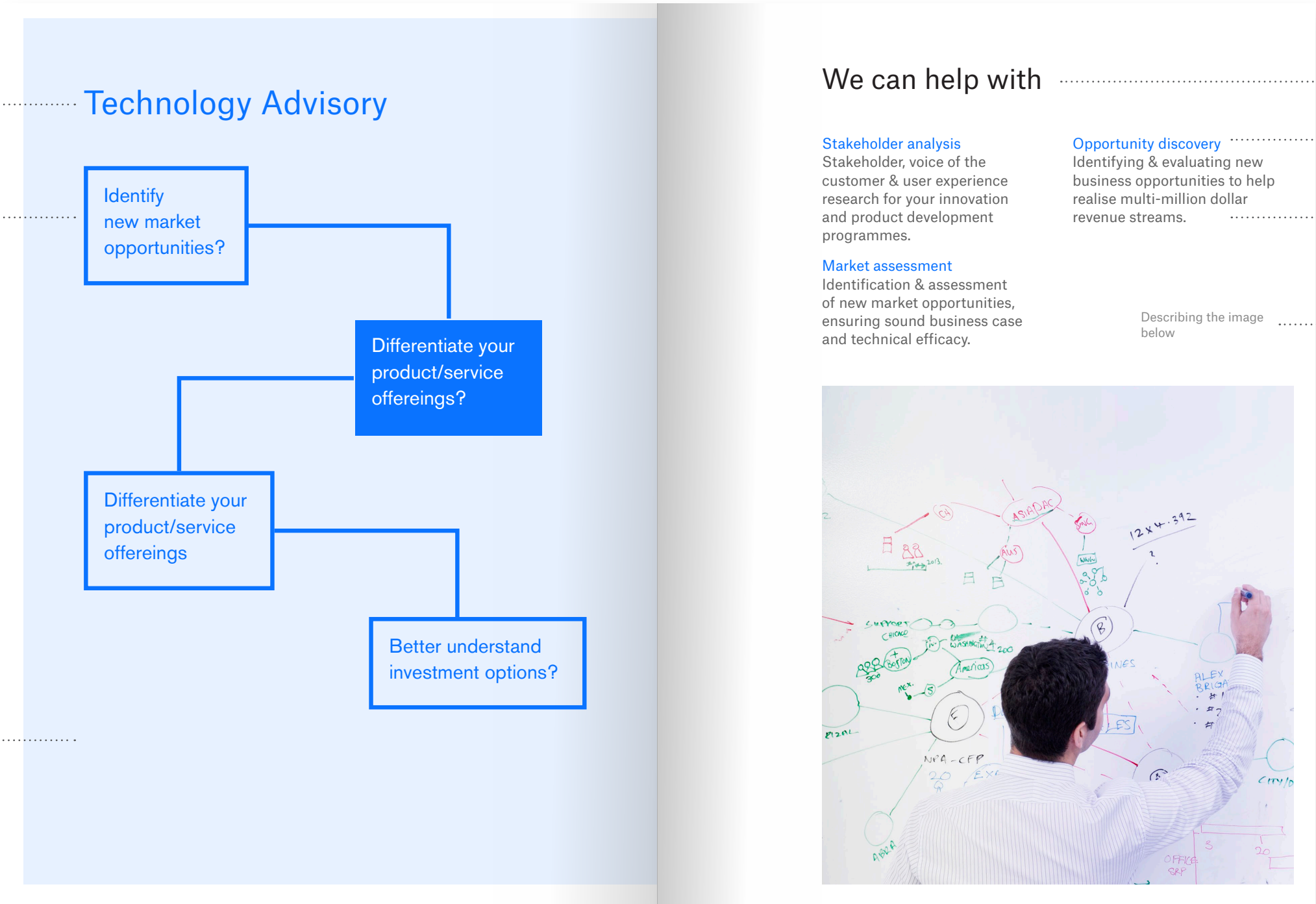
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Sagentia example

Head titles style /
Primary Blue colour

Small titles style /
Primary Blue colour

Background colour 1 /
Primary Blue colour 10%



Head titles style /
Primary colour

Small titles style /
Primary Blue colour

Regular text style /
Black 80%

Regular text style /
Black 60%