



+ BIO

Upload once. Level up forever.

SPEC
PRIMARY
STYLE

GEIST / INTER + JETBRAINS MONO
#0F766E · PULSE
CLINICAL

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Foundation.

MISSION

Read a person's whole biology — genome, blood, wearables, last night's sushi — and hand back one upgrade a day. Small enough to finish before coffee, precise enough that a year of them adds up to a different decade.

VISION

Health that compounds instead of getting managed. Everyone runs on a body; almost nobody gets the manual. The gap between the future you're on track for and the one your cells could support should be visible on a screen — and closable, one plus at a time.

VALUES

ONE PLUS A DAY

The whole protocol fits in a text message. If today's upgrade takes longer than brushing your teeth, it's tomorrow's problem and we've failed at ours.

DOSES, NOT VIBES

400 mg at 21:47 beats "sleep better." Every recommendation carries a number, a time, and the reason your genome specifically cares.

YOUR KEYS, YOUR CELLS

End-to-end encrypted, and you hold the keys. We can't see your data, so we can't sell it or train on it. This isn't a policy; it's the architecture.

NUMBERS YOU CAN FEEL

47 seconds off 20-minute power. A half-marathon PR at 62. The proof isn't a dashboard glow; it's a stopwatch.

NORMAL IS NEGOTIABLE

Most people's "healthy" is just unexamined. The ceiling moves when you look at what it's made of.

PERSONALITY

Precise / Cheeky / Compounding / Private

TAGLINES

Upload once. Level up forever.

One plus a day.

Your biology, compounding.

How we sound.

01

Talk in doses and timestamps, not vibes — the plan should read like a prescription a sharp friend texted you.

✓ DO

400 mg magnesium at 21:47. Twelve minutes of sun before coffee. That's the whole workout.

✗ DON'T

Unlock your body's hidden potential with personalized wellness insights!

02

The claim is enormous, the ask is tiny. The gap between the two is the brand's whole grin — never apologize for either side of it.

✓ DO

Today's upgrade: swap the oat milk. Yes, that's it. Your genome has opinions.

✗ DON'T

Embark on a transformative journey to holistic optimization.

03

Empowering means they own the data, the keys, and the credit. We hand over the map; they do the running.

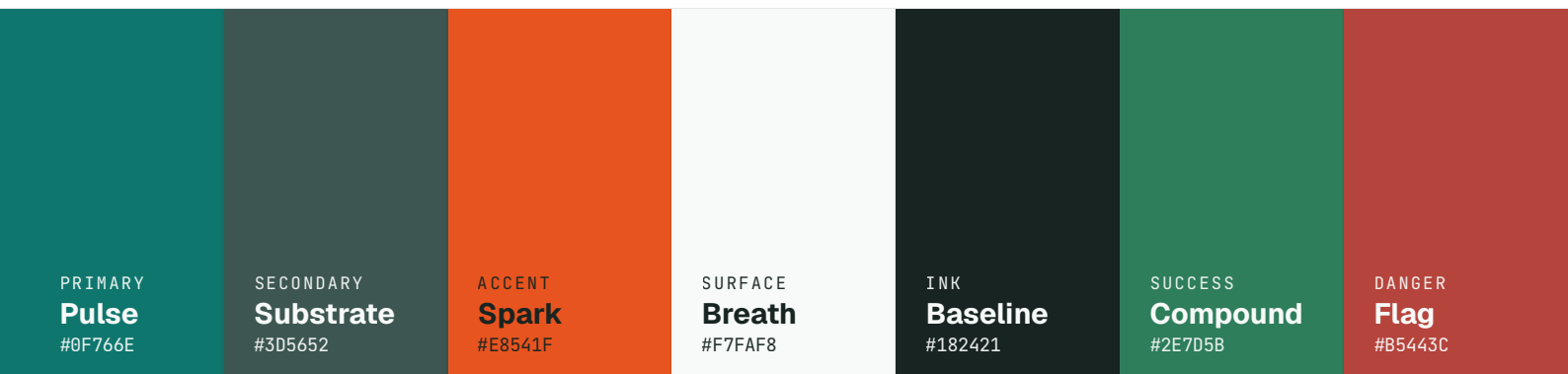
✓ DO

Your twin, your keys. We couldn't peek if we wanted to — and we don't want to.

✗ DON'T

We leverage your data to deliver AI-powered synergies across your health stack.

Palette.



	ROLE	NAME	HEX	USAGE
	PRIMARY	Pulse	#0F766E	The founder locked this teal on the palette preview and it ships untouched — it clears its contrast gate at 5.2:1 on Breath. Deep enough to read as medical-grade, alive enough to read as a heartbeat. Carries the mark and anything that must say + BIO at a glance.
	SECONDARY	Substrate	#3D5652	The quiet layer everything grows on: tables, section heads, chrome. A gray that remembers it came from the teal — structure without competing with Pulse.
	ACCENT	Spark	#E8541F	The +1 itself. One dose of orange per layout — the daily upgrade, the flagged spike, the number that moved. If Spark appears twice on a page, one of them is wrong.
	SURFACE	Breath	#F7FAF8	Default page and app ground: white with one breath of green in it, so screens feel oxygenated rather than sterile. Everything is measured against it.
	INK	Baseline	#182421	Body text and headline ink — 15.2:1 on Breath. Named for what the product measures you against: where you started. A green-black, never pure black.
	SUCCESS	Compound	#2E7D5B	Gains, streaks, PRs — the color of a protocol actually followed. Distinct from Pulse so a win never reads as chrome.
	DANGER	Flag	#B5443C	Inflammation spikes, missed doses, holds. A clay red that flags without shouting — the product's whole voice is calm precision, even in warnings.

Palette, in use.

PROPORTIONS



Surface leads; primary speaks; accent is scarce on purpose.

WORKING PAIRS



Pairs showing "Aa" carry text at 4.5:1 or better, measured. Everything else meets only as blocks — fills, rules, plates — never as type.

Typography.

DISPLAY
GEIST

+ BIO

TEXT
INTER

Read a person's whole biology — genome, blood, wearables, last night's sushi — and hand back one upgrade a day. Small enough to finish before coffee, precise enough that a year of them adds up to a different decade.

MONO
JETBRAINS MONO

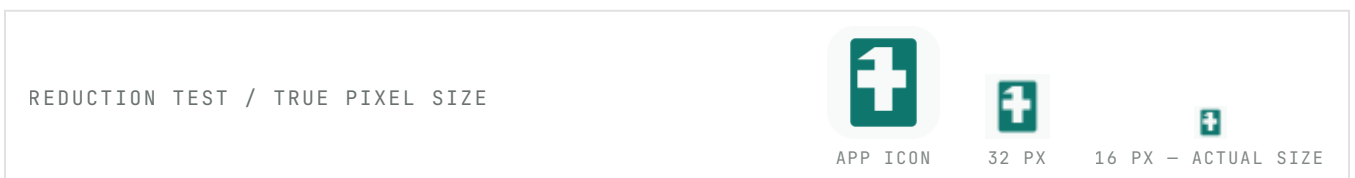
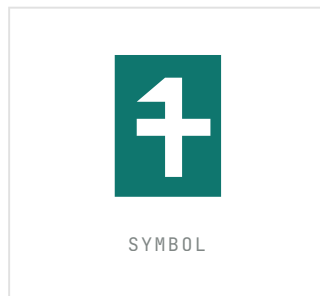
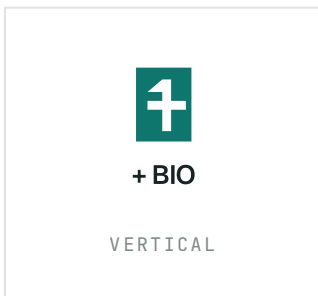
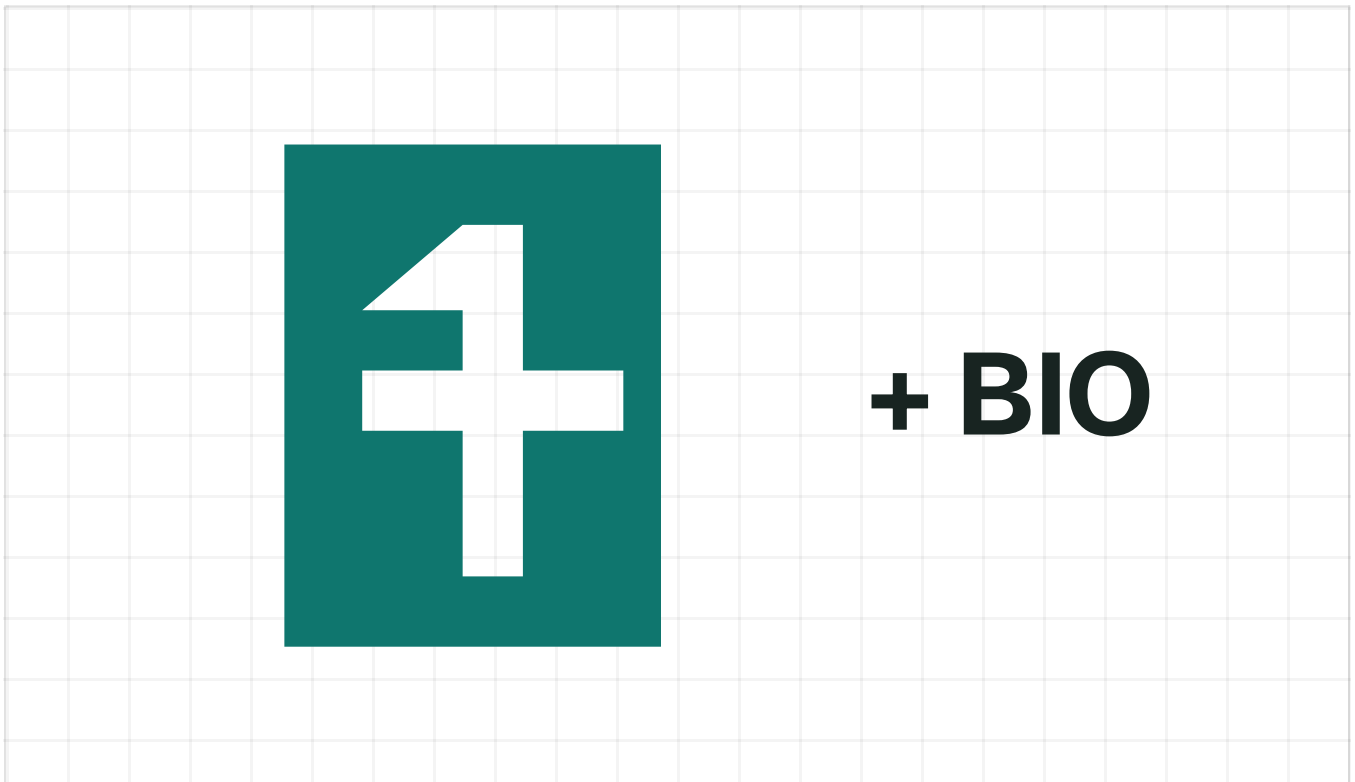
+bio.com / v1.0 / hello@+bio.com

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &?!%()

WEIGHTS

Aa 500 Aa 700



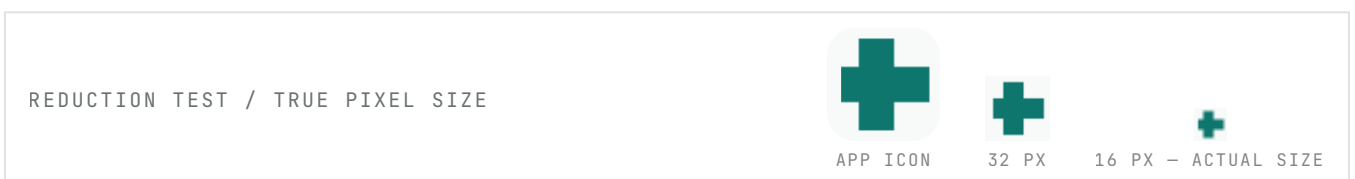
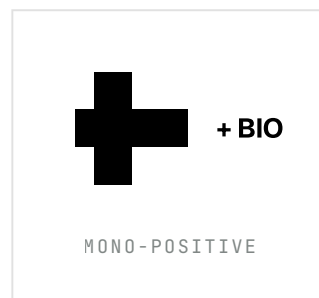
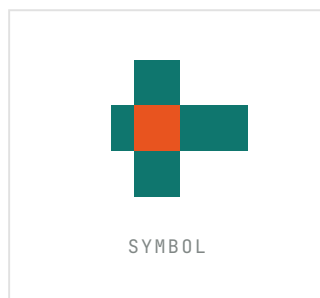
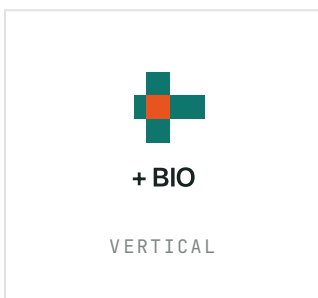
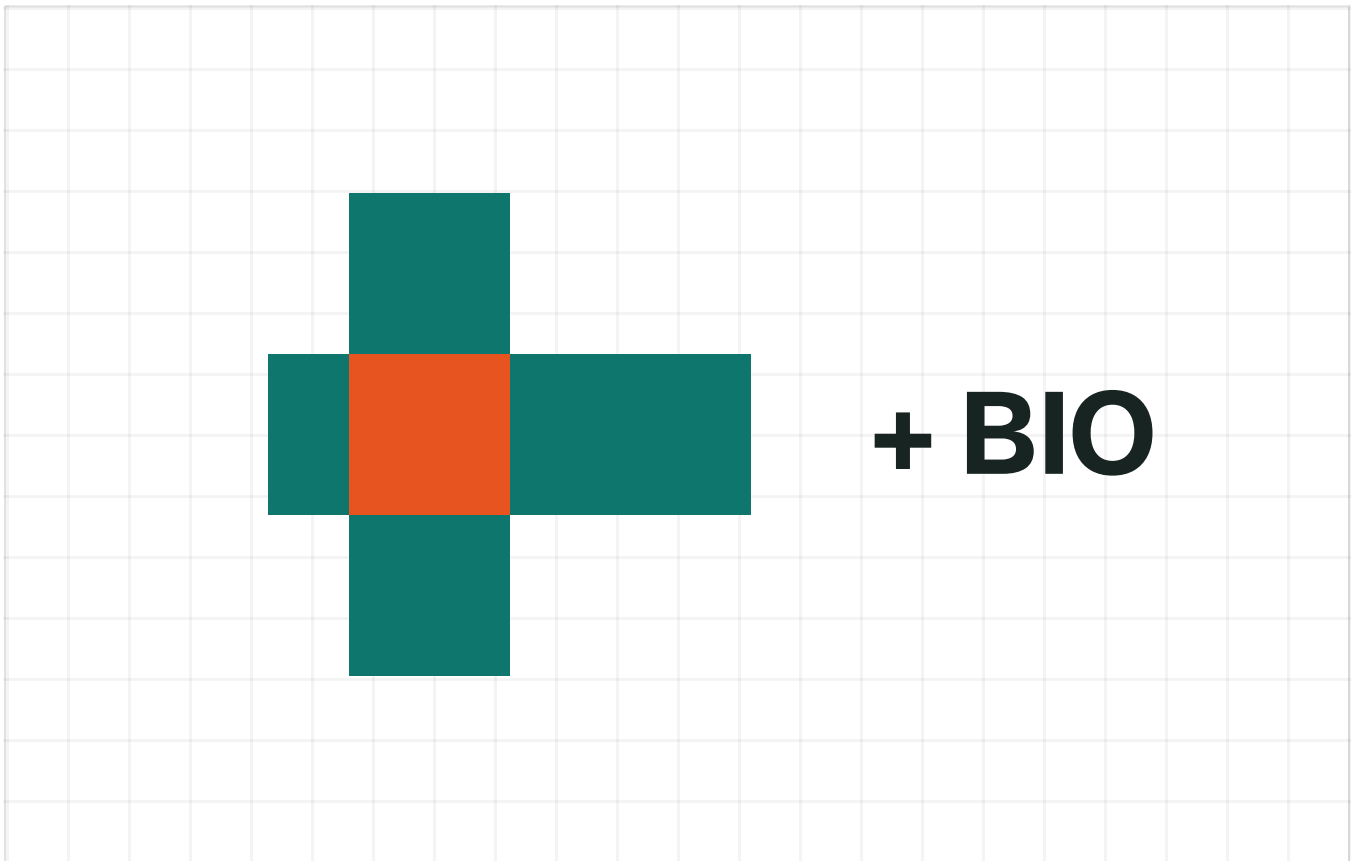
01 • INCISION • RECOMMENDED PRIMARY

A sealed block of Pulse teal with one channel cut clean through it. The mass is the Digital Twin: opaque on purpose, because the product's first promise is that nobody — including us — can see inside. The cut is the one thing that comes out each day, and it is drawn as a plus and a numeral 1 fused into a single opening: crossbar at the stem's waist, flag at its shoulder. The counter is a true hole, not paint; set the mark on any color and the ground reads through, the way the protocol reads through your whole biology. At 16 pixels the flag and the off-center arms keep the silhouette from ever collapsing into a pharmacy cross.

REMEMBER A solid teal block with a plus-and-numeral-1 shape cut clean through it, the background showing through the hole.

CHOOSE THIS WHEN privacy is the pitch: one sealed shape that works on any background, at the cost of feeling cold up close.

File • concept-1-incision.svg



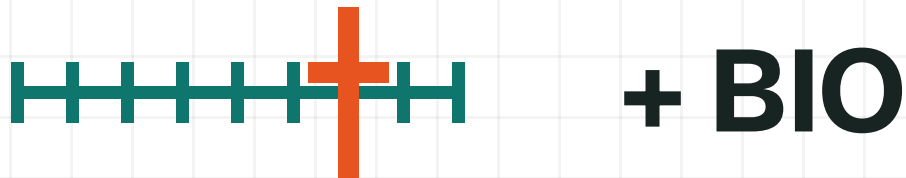
02 • OFFSET DOSE

Start with a plus built from two module bars, then slide the vertical bar down by exactly one module. That's the whole move — an integer, not a gesture, which is the brand's voice rule drawn as geometry. Where the bars still overlap, a single Spark square marks the fixed dose inside a structure that keeps extending past it. The asymmetric massing (short arm above the crossing, long below) is what survives at favicon size.

REMEMBER A plus whose upright has slipped down one module, one orange square marking where the bars still overlap.

CHOOSE THIS WHEN the plus should lead, but on your terms: one exact modular shift, warmer than the vault, stricter than the rings.

File • concept-2-offset-dose.svg



+ BIO

VERTICAL



SYMBOL



+ BIO

MONO-POSITIVE



+ BIO

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX — ACTUAL SIZE

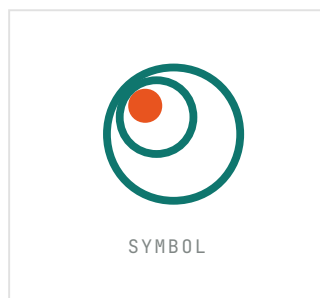
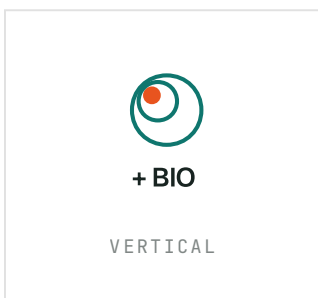
03 • INDEX

A calibration rule: nine ticks on a baseline, every one the same height, because measurement isn't a growth chart. The seventh reading is replaced by a Spark index mark — the one calibrated dose singled out from a field of possible readings. It's the mark for a company whose idea of encouragement is "400 mg at 21:47."

REMEMBER Nine equal-height ticks on a baseline, with the seventh swapped for a single orange index mark.

CHOOSE THIS WHEN the brand's whole personality is precision: it reads as an instrument, not a mascot, and stays deliberately unemotional.

File • concept-3-index.svg



REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

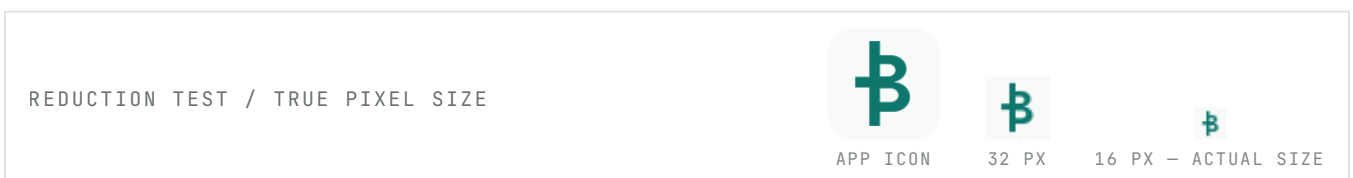
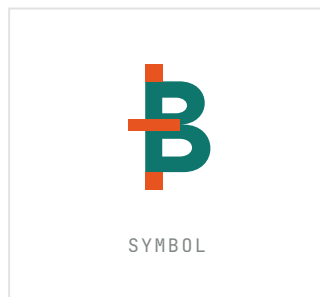
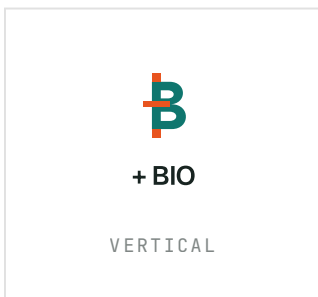
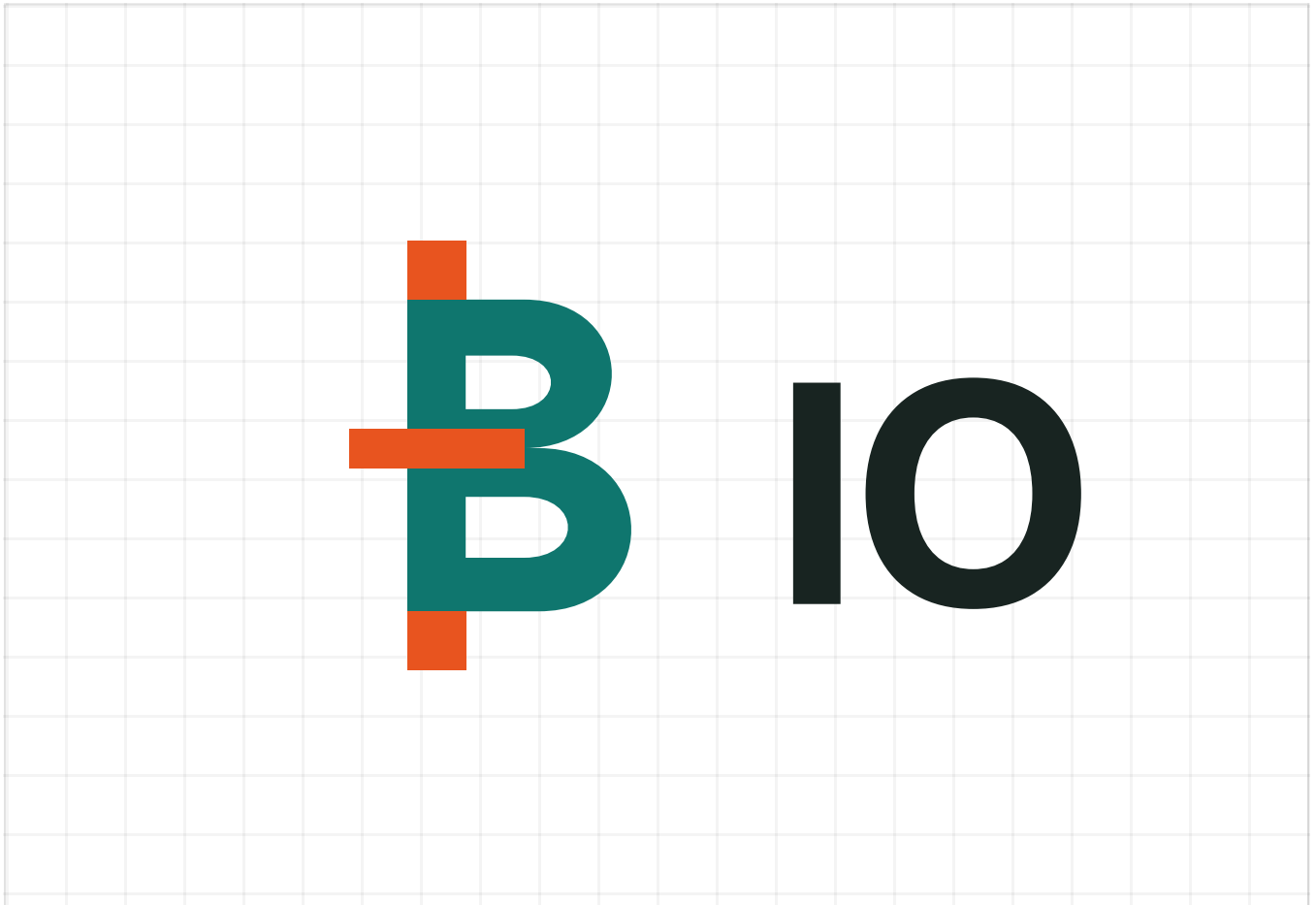
04 • RINGS

Two loops grown off one another, each center pushed along the same diagonal, radii stepping geometrically rather than evenly — the way living things thicken toward the light, not the way a compass draws a target. The solid Spark core is today; the teal structure around it is every day before. The off-axis growth is aggressive on purpose: one module more and it would read as a cell diagram, which this brand never gets to be.

REMEMBER Two off-center teal rings growing larger along one diagonal, anchored by a solid orange dot.

CHOOSE THIS WHEN compounding is the story you want visible: the most organic mark of the five, one module away from a cell diagram.

File • concept-4-rings.svg



05 • PLUSB

A geometric B whose stem overshoots its cap and baseline, crossed at the waist by one full Spark bar: the letter is being plussed, mid-word. Cheekiest of the five and the most typographic — the mark and the wordmark are the same object, so the lockup finishes the name with IO and the plus never prints twice.

REMEMBER A capital B whose overshooting stem is crossed by one orange bar, turning the letter into a plus.

CHOOSE THIS WHEN the name itself should be the mark: cheeky and typographic, better on a label than in a solemn clinical setting.

File • concept-5-plusb.svg

Marks & reversals.

Every concept ships as eight files. The matrix shows the stacked lockup, the isolated mark, and both single-color reversals; wordmark.svg, favicon.svg, and a flattened production.svg for cutters and embroidery complete the set on disk. Type is baked to outlines in every file — they render identically with no fonts installed.

	VERTICAL	SYMBOL	MONO-POSITIVE	MONO-REVERSE
01 INCISION	 + BIO		 + BIO	 + BIO
02 OFFSET DOSE	 + BIO		 + BIO	 + BIO
03 INDEX	 + BIO		 + BIO	 + BIO
04 RINGS	 + BIO		 + BIO	 + BIO
05 PLUSB	 + BIO		 + BIO	 + BIO

CLEAR SPACE



One quarter of symbol height, all sides.
Nothing enters the zone.

MINIMUM SIZE



10 MM • ACTUAL SIZE



16 PX • ENLARGED

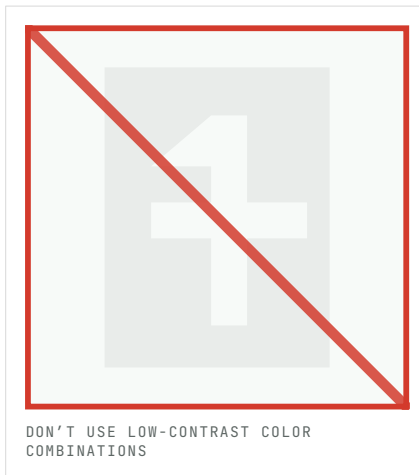
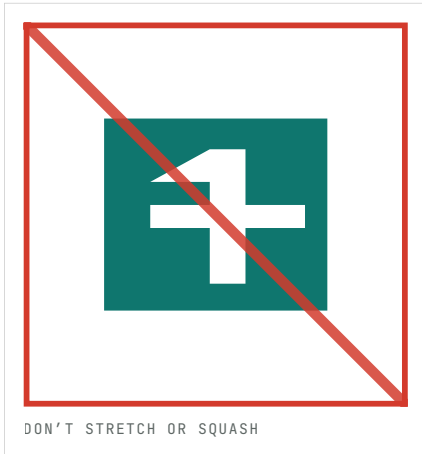
Below these sizes use `favicon.svg`;
never set the full lockup under 40 mm in
print.

NEVER

- Reset the wordmark in another typeface.
- Full color on photography without a surface plate.

Misuse.

Each treatment below is generated from the real mark, so abuse is recognized on sight — not argued about. The strike is not part of the logo.



Tokens.

LIGHT



The light surface.

Primary

PRIMARY · #0F766E

DARK



The dark surface.

Primary

PRIMARY.ON-DARK · #3AA79B

SPACING

TOKEN	VALUE	
spacing.xs	4px	
spacing.sm	8px	
spacing.md	16px	
spacing.lg	32px	
spacing.xl	64px	

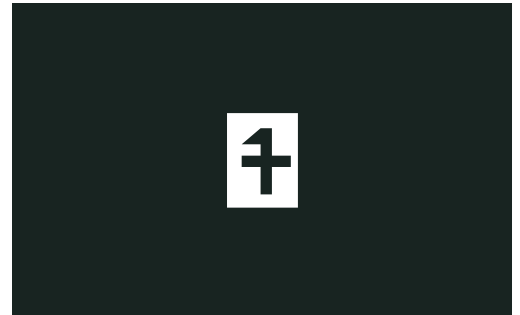
TYPE SCALE

TOKEN	VALUE	SAMPLE
type.caption	13px	Aa
type.body	16px	Aa
type.lead	18px	Aa
type.h3	22px	Aa
type.h2	26px	Aa
type.h1	34px	Aa
type.display	52px	Aa

Applications.

The system in service. Every piece below is set from the shipped SVG files and palette tokens — nothing is retouched.

A / BUSINESS CARD



85.6 × 54 MM • FRONT / REVERSE

B / APP ICON



180 PX



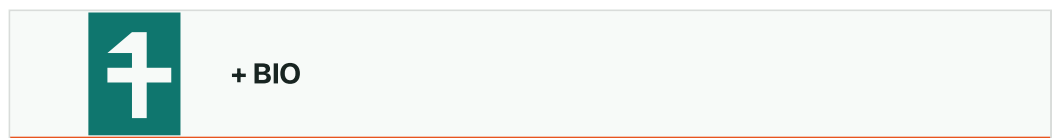
64 PX



32 PX

SYMBOL ONLY BELOW 64 PX • NEVER THE FULL LOCKUP

C / EMAIL HEADER



600 PX HEADER • LOCKUP LEFT • ACCENT RULE

Story.

Everyone already owns the most instrumented machine they will ever touch. It logs its own sleep, meters its own fuel, and files a mutation report with every cell division. What nobody gets is the manual. + BIO is the company that read the telemetry — the genome, the blood panel, the watch on your wrist, last night's sushi — and sends back the one line that matters today.

That line is the whole product. Not a dashboard with forty widgets, not a wellness philosophy: one upgrade each morning, small enough to finish before coffee. 400 mg of magnesium at 21:47. Twelve minutes of sun before the first meeting. Swap the oat milk; your genome has opinions. Any single day's plus looks almost insultingly small, and that's the point — the claim is enormous, the ask is tiny, and a year of tiny is a different decade.

WHY THE MARK IS A SEALED BLOCK

The Digital Twin knows more about you than any doctor ever has, which is exactly why the mark is opaque. A solid mass of Pulse teal, edges square, nothing decorative on its surface — because there is nothing to see. The data is encrypted end to end and you hold the keys; we drew the privacy architecture, not a metaphor for it.

Then one channel, cut clean through: a plus and a numeral 1 fused into a single opening. It's the only thing that ever leaves the vault — today's upgrade — and it's carved as a true hole, so whatever ground the mark sits on reads through the cut. Put it on paper, on a screen, on the side of a supplement jar: the +1 is always made of wherever you are now.

THE VOICE, IN ONE PRESCRIPTION

The brand talks like a sharp friend with your labs in hand. Doses and timestamps, not vibes. It never says "unlock your potential"; it says what to do at 21:47 and why your ferritin cares. When something goes well, it shows you a stopwatch, not a glow — 47 seconds off 20-minute power, a half-marathon PR at 62. And it grins exactly once per page: Spark orange, one dose of it, wherever today's plus landed.

NORMAL IS NEGOTIABLE

The people already living on the protocol keep saying the same sentence: “I didn’t know this level of normal existed.” That’s the brand’s whole argument with the world — most people’s healthy is just unexamined, and the ceiling moves when you look at what it’s made of. Upload once. Level up forever.



+ BIO