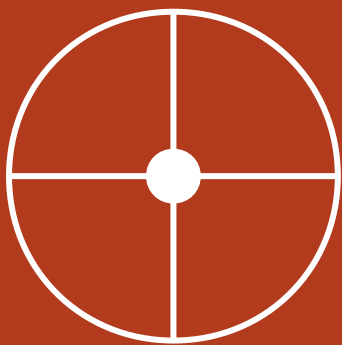




Sovereign Bio

A CHO line that feeds itself.

SPEC
PRIMARY
STYLE

IBM PLEX SANS + IBM PLEX MONO
#B23A1D • CINNABAR
CLINICAL

Contents.

01	Foundation	03
02	Voice	04
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Foundation.

MISSION

Cut the cost of biopharmaceutical manufacturing at its largest variable input — by engineering CHO cell lines that no longer need to be fed the amino acids they cannot make.

VISION

A decade from now, the cheapest gram of biologic in the world is made in a CHO line that feeds itself.

VALUES

DOLLARS PER GRAM

We measure work in cost-of-goods, not adjectives. We publish actual numbers and we publish where we are against them.

SCIENCE WRITES THE COPY

Our claims are the direct output of the metabolic models the team built. No marketing voiceover on top of a data figure.

PATIENT CADENCE

A decade-long company in a decade-long ecosystem. We do not announce things we have not yet proven at the bench.

NO PLATFORM THEATER

Fifteen years of platform-licensing exits did not work. We use our own cell line ourselves and divest the asset, not the story.

RESTRAINT

Nordic biotech register: functional, scientist-led, quiet. We never use the word ‘transformative.’

PERSONALITY

measured / scientist-led / patient / stubborn / industrial

TAGLINES

A CHO line that feeds itself.

Engineering manufacturing autonomy at the cellular level.

Cheaper biologics, the long way.

How we sound.

01

Specifics over adjectives

✓ **DO**

Histidine and threonine prototrophy demonstrated; eleven amino acids to go.

✗ **DON'T**

A revolutionary breakthrough in cell-line engineering.

02

The data carries the narrative

✓ **DO**

Amino acids are 50-60% of media cost. Media is 30-40% of perfusion COGS. The arithmetic is the pitch.

✗ **DON'T**

Industry-leading cost advantage you can rely on.

03

Patient over performative

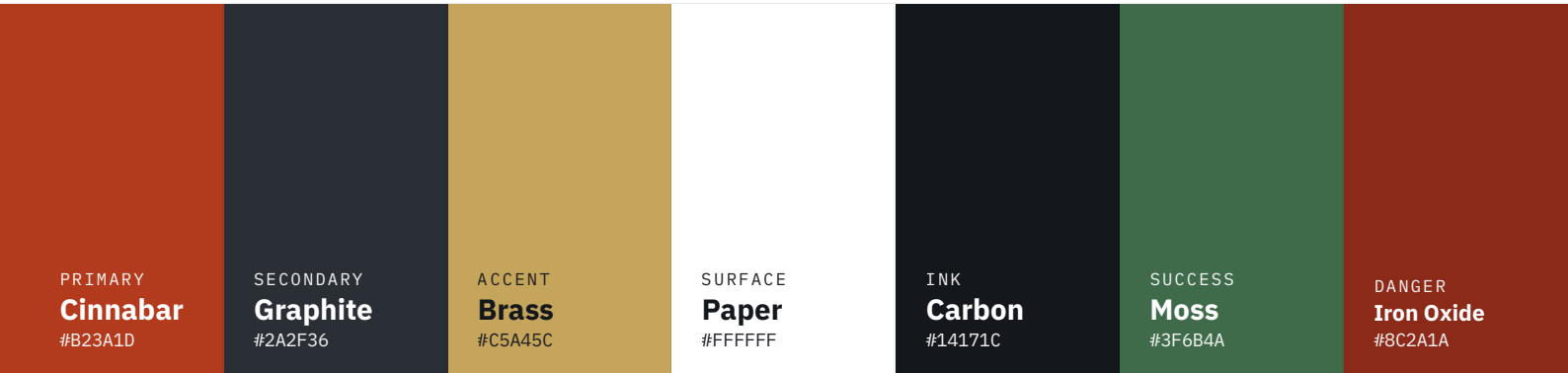
✓ **DO**

First divestiture targeted between year seven and year nine.

✗ **DON'T**

Moving fast and breaking the manufacturing paradigm.

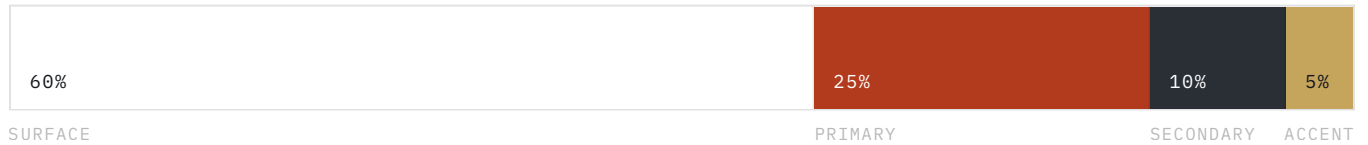
Palette.



	ROLE	NAME	HEX	USAGE
	PRIMARY	Cinnabar	#B23A1D	The single signature color. Wordmark accent, key data points, the one place the brand puts its weight. Cinnabar is a mineral pigment historically used by chemists and alchemists; it carries biological gravity without resorting to biotech-blue.
	SECONDARY	Graphite	#2A2F36	Headers, charts, structural ink. The lab-notebook gravity that lets the science do the talking.
	ACCENT	Brass	#C5A45C	Quiet callouts, instrument-metal warmth. Used sparingly — never as a second brand color.
	SURFACE	Paper	#FFFFFF	Pure white default surface. The page should feel like a published spec sheet, not a marketing brochure.
	INK	Carbon	#14171C	Body type, headlines, line work. Slightly cool near-black; reads as ink, not pure black.
	SUCCESS	Moss	#3F6B4A	Confirmation, milestone-met, quiet positive states. Forest, not the saturated tech green.
	DANGER	Iron Oxide	#8C2A1A	Errors, missed milestones, critical-only. Stays in the cinnabar family so the palette never breaks.

Palette, in use.

PROPORTIONS



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

WORKING PAIRS

Cinnabar	Aa PAPER	CARBON
Graphite	Aa PAPER	CINNABAR
Brass	Aa CARBON	PAPER
Paper	Aa CARBON	Aa CINNABAR
Carbon	Aa PAPER	Aa BRASS
Moss	Aa PAPER	
Iron Oxide	Aa PAPER	

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
IBM PLEX SANS

Sovereign Bio

TEXT
IBM PLEX SANS

Cut the cost of biopharmaceutical manufacturing at its largest variable input — by engineering CHO cell lines that no longer need to be fed the amino acids they cannot make.

MONO
IBM PLEX MONO

sovereignbio.com / v1.0 / hello@sovereignbio.com

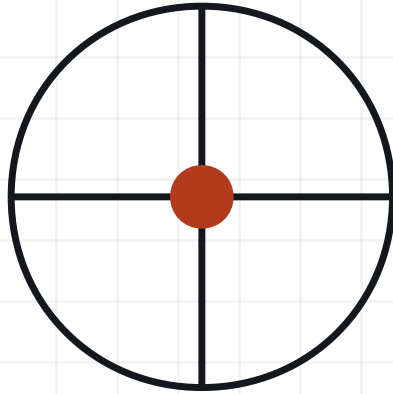
CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &?!%()

WEIGHTS

Aa 500 Aa 700

The IBM Plex stack is the institutional voice — engineered, neutral, scientific without being sterile. It pairs the same family across display, text, and mono so the system reads as one document, not three. This is the typography of a lab notebook published at print quality.

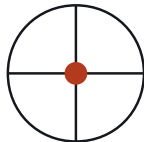


Sovereign Bio



Sovereign Bio

VERTICAL

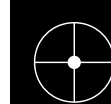


SYMBOL



Sovereign Bio

MONO-POSITIVE



Sovereign Bio

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

01 · CROSSHAIR · RECOMMENDED PRIMARY

A thin ink ring, a horizontal and a vertical guide crossing at its center, and one solid cinnabar dot on the crossing. It is a registration reticle — the instrument for putting a thing exactly where the number says it goes. This company sells a cost of goods, dollars per gram aimed at a target the whole field can name, so the honest mark is the one that aims rather than the one that decorates. Nothing in it can break at small size; the dot is the reading.

REMEMBER A thin ring with two guides crossing at a single cinnabar dot — a reticle aimed at one number.

CHOOSE THIS WHEN the pitch is a number, not a narrative, and you want a precise abstract mark that survives at favicon size.

File · concept-1-crosshair.svg



Sovereign Bio



Sovereign Bio

VERTICAL



SYMBOL



Sovereign Bio

MONO-POSITIVE



Sovereign Bio

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON 32 PX 16 PX – ACTUAL SIZE

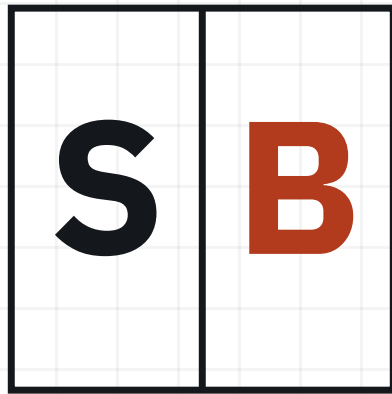
02 • STAMP

The name in heavy sans with a single cinnabar bar struck down the left margin — the mark you leave when something has been checked and stands. The bar is the only color, and it does a stamp's work without drawing one. It carries the brand on a narrow spine or a document footer where the full lockup will not fit.

REMEMBER The name with one cinnabar bar struck down the left margin, like a checked-and-stands stamp.

CHOOSE THIS WHEN the name should lead and a single struck bar has to hold the brand on spines and footers.

File • concept-2-stamp.svg



Sovereign Bio



Sovereign Bio

VERTICAL



SYMBOL



Sovereign Bio

MONO-POSITIVE



Sovereign Bio

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX — ACTUAL SIZE

03 • GRID

A ruled square split down the middle: S in ink on one side, B in cinnabar on the other — the two halves of the name held in one cell, the way a ledger holds two columns that have to agree. Compact and orthogonal, built for an app tile or a document corner where initials read faster than a picture.

REMEMBER The letters S and B in the two halves of one ruled square, ink beside cinnabar.

CHOOSE THIS WHEN a square slot needs legible initials and you want the two-column logic of a ledger in the mark.

File • concept-3-grid.svg

Sovereign Bio

A CHO LINE THAT FEEDS ITSELF.

S

Sovereign Bio

VERTICAL

S

SYMBOL

Sovereign Bio

A CHO LINE THAT FEEDS ITSELF.

MONO-POSITIVE

Sovereign Bio

A CHO LINE THAT FEEDS ITSELF.

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE

S

APP ICON

S

32 PX

s

16 PX – ACTUAL SIZE

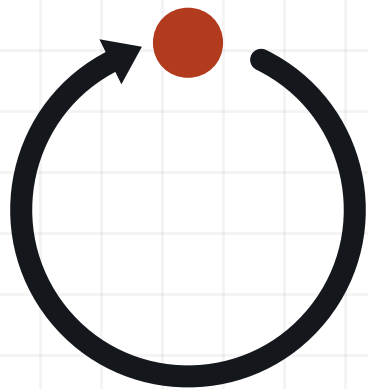
04 • RULE

The name over a single cinnabar rule, with a line of monospaced caption underneath stating the claim in plain words — a CHO line that feeds itself. It is the letterhead concept, built for the engagement letters, memos, and pilot-scale reports where this brand mostly lives, and where a caption that names the science reads better than any symbol.

REMEMBER The name on one cinnabar rule, with a monospaced line naming the science underneath.

CHOOSE THIS WHEN the brand lives on paper — memos, reports, engagement letters — and you would rather state the claim than draw it.

File • concept-4-rule.svg

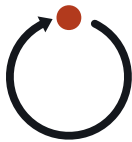


Sovereign Bio



Sovereign Bio

VERTICAL



SYMBOL



Sovereign Bio

MONO-POSITIVE



Sovereign Bio

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

05 · PATHWAY

A single ink loop that closes back on itself through a small arrowhead, with one cinnabar dot marking where it feeds. It is the platform drawn literally: a cell line that no longer has to be fed, a metabolic pathway that restores its own inputs and runs closed. The most expressive of the five, and the only one that pictures the invention rather than the firm's manner.

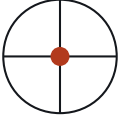
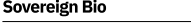
REMEMBER One ink loop closing back through an arrow, fed by a single cinnabar dot — a pathway that runs closed.

CHOOSE THIS WHEN you want the invention itself pictured, a self-feeding line, and can carry a rounder, more organic mark.

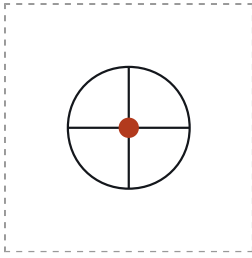
File · concept-5-pathway.svg

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 CROSSHAIR	 Sovereign Bio		 Sovereign Bio	 Sovereign Bio
02 STAMP	 Sovereign Bio		 Sovereign Bio	 Sovereign Bio
03 GRID	 Sovereign Bio		 Sovereign Bio	 Sovereign Bio
04 RULE	 Sovereign Bio		 Sovereign Bio	 Sovereign Bio
05 PATHWAY	 Sovereign Bio		 Sovereign Bio	 Sovereign Bio

CLEAR SPACE



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

MINIMUM SIZE



10 MM · ACTUAL SIZE



16 PX · ENLARGED

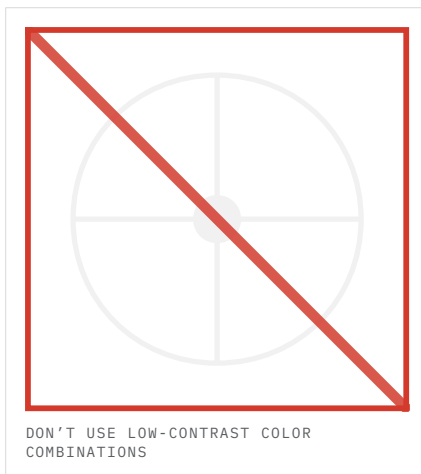
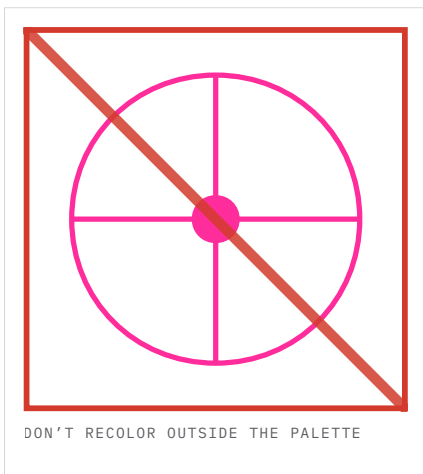
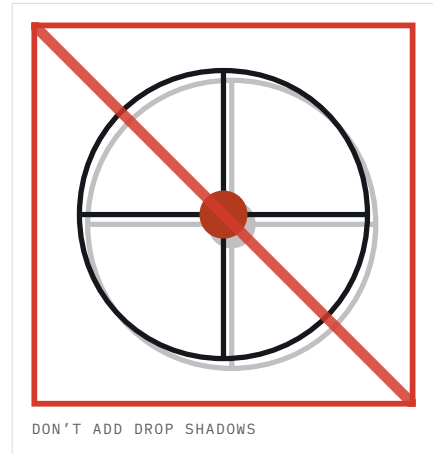
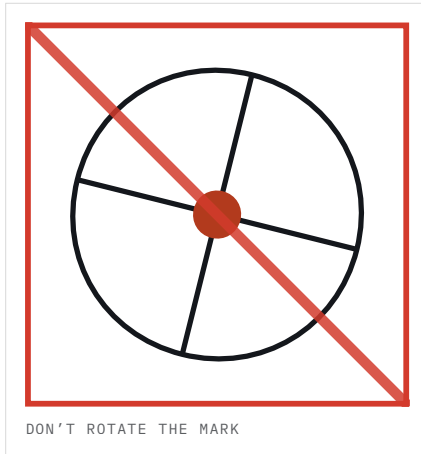
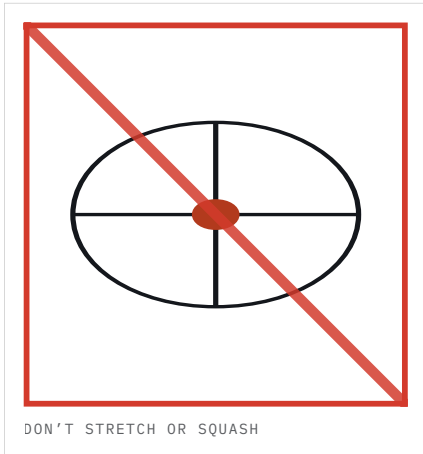
Below these sizes use `favicon.svg`; never
set the full lockup under 40 mm in print.

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 · #B23A1D

DARK

The dark surface.

Primary

PRIMARY.ON-DARK · #D85A3D

SPACING

TOKEN	VALUE	
spacing.xs	4px	
spacing.sm	8px	
spacing.md	16px	
spacing.lg	24px	
spacing.xl	40px	
spacing.2xl	64px	

TYPE SCALE

TOKEN	VALUE	SAMPLE
type.caption	12px	Aa
type.body	14px	Aa
type.lead	18px	Aa
type.h3	22px	Aa
type.h2	28px	Aa
type.h1	36px	Aa
type.display	48px	Aa

The landscape.

What the field says and how it looks, so the brand can stand where no one else is.

COMPETITOR	SAYS	PALETTE
lonza.com	Making the Medicines of Tomorrow Pioneer and world leader in the CDMO industry — cutting-edge science, smart technology, lean manufacturing.	
samsungbiologics.com	Driven. For Life. Global CDMO providing integrated development and manufacturing across the entire biologics lifecycle.	
culturebiosciences.com	Bioprocess development without the bottlenecks Cloud-integrated bioprocess software and bioreactors that accelerate cell-culture development remotely.	

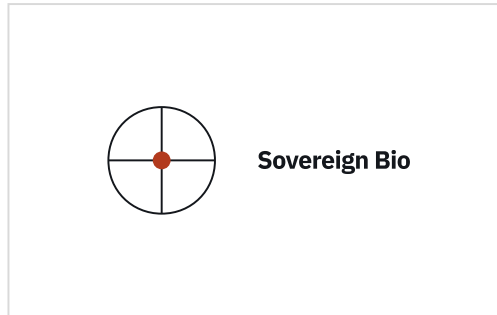
WHERE THE GAPS ARE

1. Every incumbent sells capacity or software; none sells a cheaper unit of biology. The whole category competes downstream of the media bill instead of attacking it.
2. All three default to corporate blue on white — the safe CDMO palette. A brand that looks like a lab notebook, not a pharma investor deck, owns a color region no one is standing in.
3. Competitors lead with scale and breadth ('end-to-end', 'world leader'). None leads with a single hard number. A brand willing to put one cost figure on the cover reads as more honest than all of them.
4. The incumbents talk to procurement and executives. No one writes to the process scientist who actually owns the media formulation — the person Sovereign Bio's product exists for.

Applications.

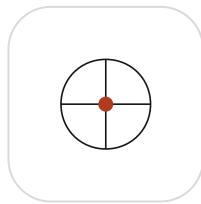
The system in service. Every piece below is set from the shipped SVG files and palette tokens — nothing is retouched.

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.

THE PROMISE

Wild-type CHO cells cannot make thirteen of the twenty proteinogenic amino acids. Feeding them is 50-60% of media cost. Media is 30-40% of perfusion cost-of-goods. Restore those auxotrophies and the arithmetic moves. That is the entire promise.

THE STORY

The genome-scale metabolic model of CHO, iCHO1766, was published in Cell Systems in 2016. Hooman Hefzi was the lead author. With Rodrigo, Alena Adler, and Lucía Mompó Gisbert he has already demonstrated simultaneous histidine and threonine prototrophy in CHO and is working toward a Proto-CHO line that restores most of the auxotrophies. The work is metabolic engineering done by the people who built the metabolic models.

The business model is the un-novel one. Sovereign uses its own cell line to develop biosimilars in-house, takes them through pilot scale, and divests the asset to a dedicated biosimilar buyer. Use the platform; do not sell it.

Sovereign is a DTU spinout in Copenhagen, working into the BioInnovation Institute pipeline and planning to enter BII's formal program in spring 2027. Building patiently into that ecosystem is the cadence the company is choosing.

THE POSITIONING

For biosimilar developers and contract manufacturers competing on dollar-per-gram, Sovereign Bio is the bioengineering company delivering a CHO platform that needs less media. Sovereign uses the platform itself — developing biosimilars in-house through pilot scale before divesting the asset to a dedicated biosimilar buyer.

PREMIUM RULES

- We never use the words “transformative” or “revolutionary.” If we cannot put a number on it, we cut the line.
- Dollar figures over adjectives. We publish actual cost-of-goods, and we publish where we are against the targets.
- The science writes the copy. No marketing voiceover on top of a data figure.
- Patient cadence. We do not announce milestones we have not proven at the bench. The build is measured in years.
- The name does the work. We do not explain “Sovereign” in body copy. The most thematic claim we ever make is: Sovereign Bio is engineering the biopharmaceutical supply chain at the cellular level.

VOICE IN ACTION

- A 404: “This page is not in this lab notebook. Try /science.”
- A confirmation email subject: “Cell-line lot received. Spec sheet attached.”
- A hard message: “We missed our Q3 prototrophy milestone. Histidine and threonine still hold; arginine is harder than we modeled. Updated timeline and revised capital plan below.”



Sovereign Bio