



brand
guidelines.



01

LOGO



The Logo

The 37T mark merges the brand name with its underlying concept: 37 trillion cells, the figure that gives the company its name. The extended stroke of the 7 cuts a diagonal through the logo, breaking the rigidity of the letterforms.

The diagonal cuts through the rigidity of the letterforms, a small disruption that signals motion within an otherwise precise structure. That balance is intentional. 37T doesn't operate from clinical sterility or sport-driven energy.

The mark works at any scale, big or small, from a full lockup down to an app icon, a social media avatar, or a favicon, wherever the brand needs to be recognized fast. In all contexts it carries the full weight of the brand alone.

BRAND COLOR LOGO OPTIONS



Primary - Midnight



Secondary - Linen



Volt



Haze



Mist



Deep Tide

MONOCHROME LOGO OPTIONS



Black



White

Logo Colorways

The primary logomark is in Midnight. Use it across the majority of applications, as it carries the depth and authority that defines the brand at its core, and should be the default choice wherever possible.

Where contrast is needed on dark backgrounds, use Linen instead. The logomark is also available in the four remaining brand colors, to be used sparingly when neither Midnight nor Linen suit the application.

Volt can be used as the logomark color, but only with considered design and clear intention behind the choice. Black or white versions are available for monochromatic platforms as a last resort.

PADDING



MINIMUM SIZE

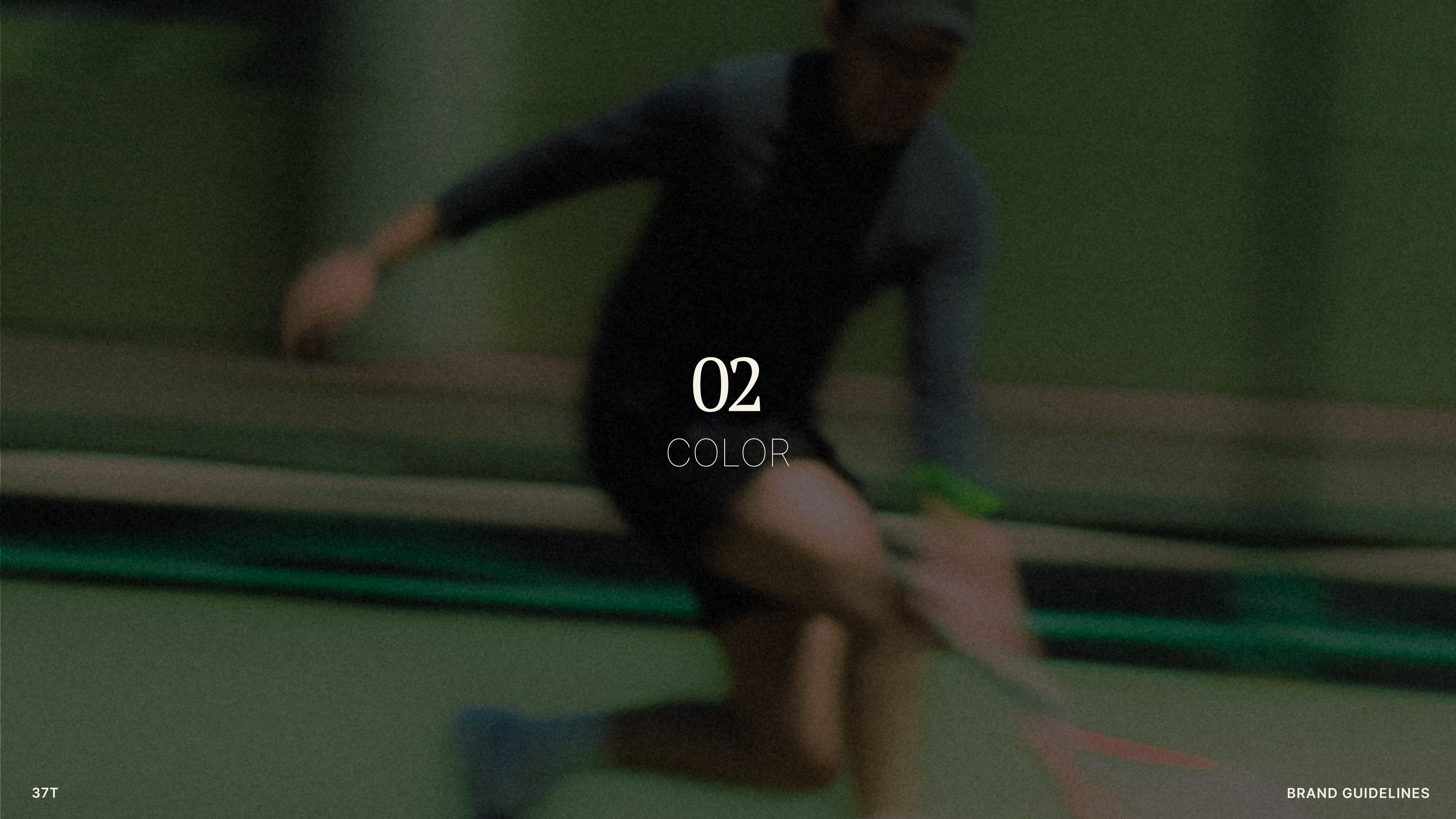


Padding & Minimum Size

Padding ensures the legibility of the logo by isolating it from competing visual elements such as text and supporting graphics. The padding around the logo should be considered the

absolute minimum safe distance, ensuring the logo has plenty of room to breathe at all times. The padding is equal to the height of the logo itself, and should never be reduced below this.

Establishing a minimum size ensures the impact and legibility of the logo is not compromised. Use the minimum sizes indicated for small-scale applications of the logo.



02

COLOR

Color

37T operates with six colors. Linen and Mist sit at the lighter end, providing the breathing room that keeps the palette from closing in. Midnight and Deep Tide anchor the dark end, carrying the same depth and seriousness as the science behind the brand. Haze bridges the two ends, adding quiet dimension without competing for attention in the overall composition.

Volt is the brand’s signature accent, and it earns that title by doing one thing exceptionally well: cutting through. It exists to punctuate rather than decorate, and works best when deployed with genuine intention against Midnight or Deep Tide, where the contrast between precision and raw energy feels both immediate and deliberately considered.

Midnight and Linen carry the bulk of text and layout work, providing the contrast the brand needs at its most functional. Deep Tide, Haze, and Mist support the composition, keeping things dynamic without pulling focus from the primary pairing. Volt is reserved for moments that demand attention, because it loses its power the moment it becomes wallpaper.

LINEN
#F6F2E7
RGB 246 / 242 / 231
CMYK 2 / 3 / 8 / 0

HAZE
#C5C0CB
RGB 197 / 192 / 203
CMYK 22 / 21 / 12 / 0

DEEP TIDE
#11425D
RGB 17 / 66 / 93
CMYK 96 / 71 / 42 / 30

VOLT
#DAF251
RGB 218 / 242 / 81
CMYK 19 / 0 / 81 / 0

MIDNIGHT
#002332
RGB 0 / 35 / 50
CMYK 93 / 72 / 54 / 63

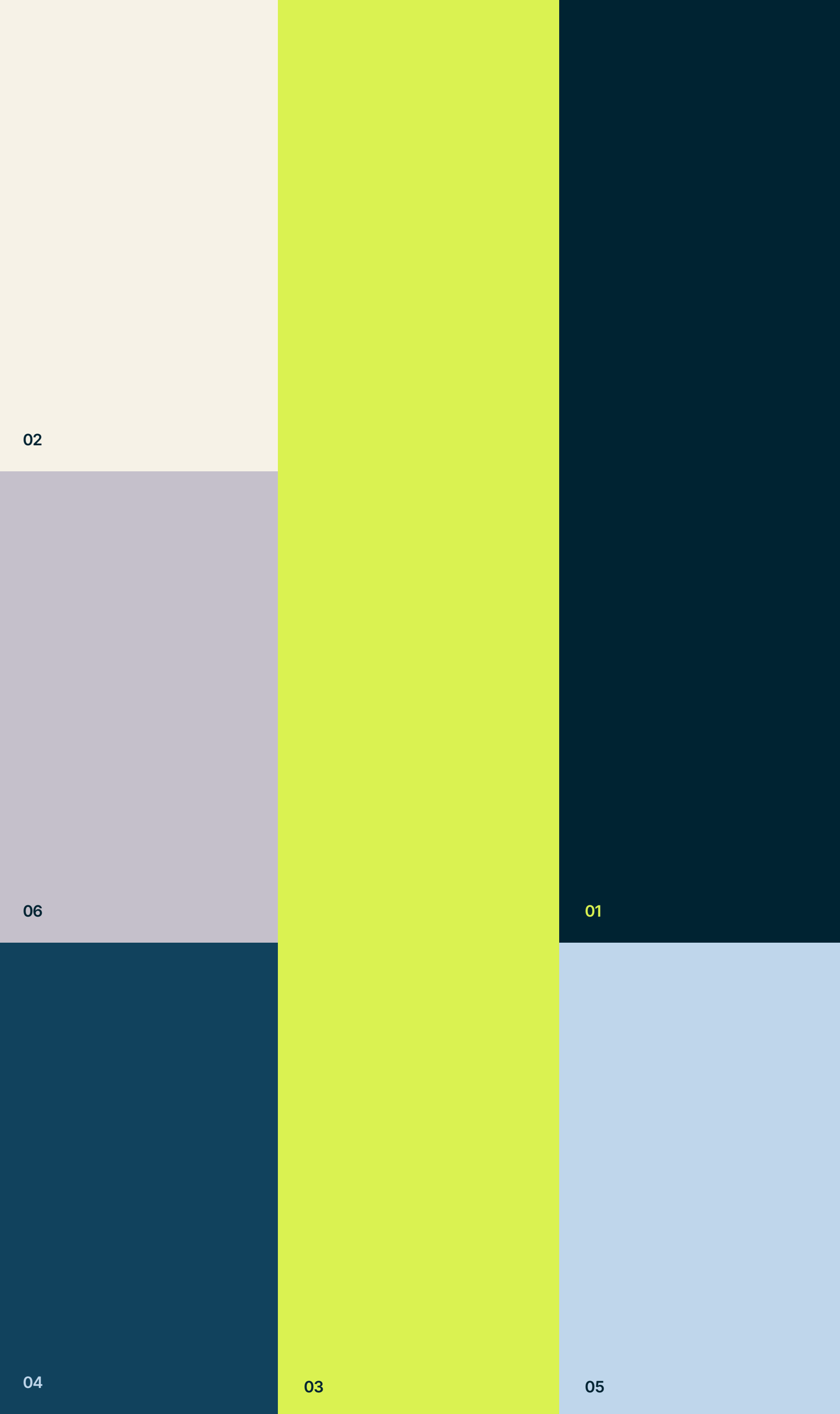
MIST
#BFD6EB
RGB 191 / 214 / 235
CMYK 23 / 8 / 2 / 0

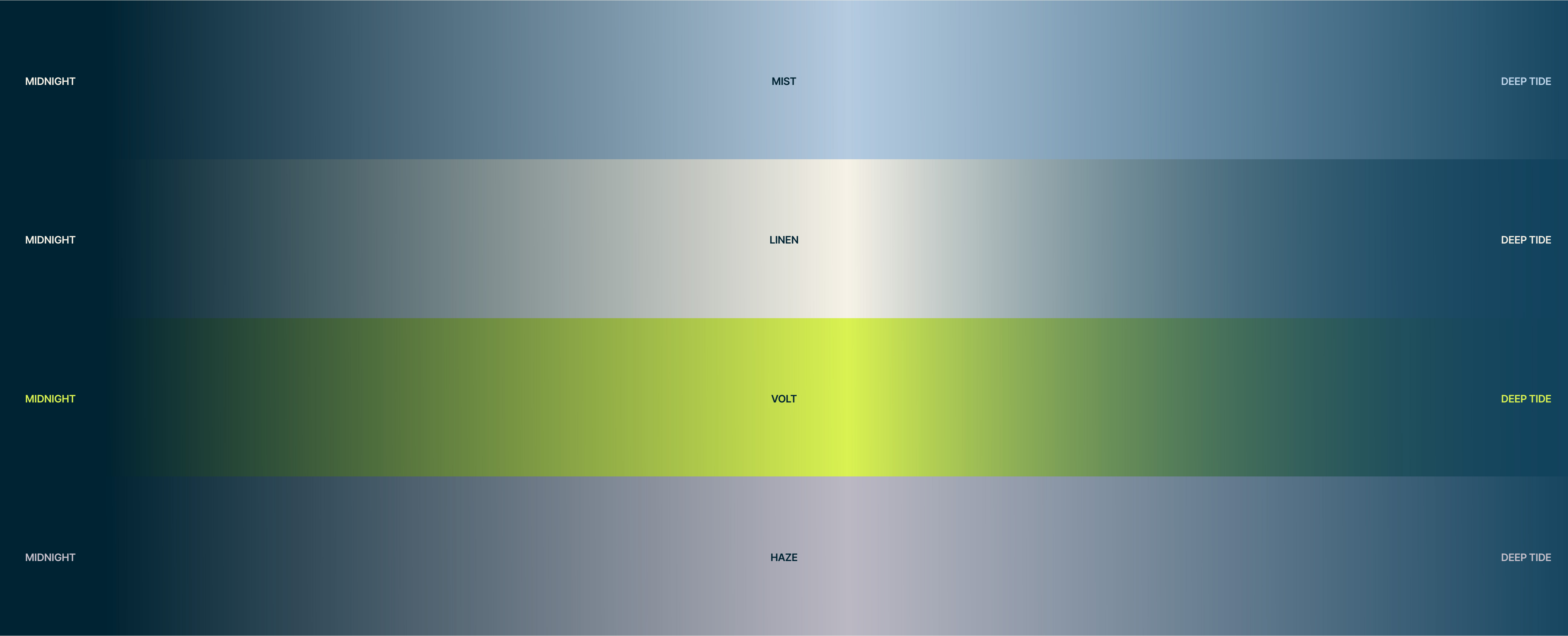
Color Weighting

Midnight and Linen are the primary background and foundation colors, forming the base of every application. Midnight anchors dark layouts with depth and authority, while Linen brings warmth and breathing room to lighter compositions.

Volt is the accent, carrying the brand’s energy and reserved for highlights, key moments, and anything that needs to stop the eye. It works best against Midnight or Deep Tide, where its charge lands with full force. Used too freely, it loses its power entirely.

Deep Tide, Haze, and Mist support the composition without competing for attention. They add dimension and keep layouts feeling dynamic, but should always play a secondary role to the primary pairing and the accent. Use them sparingly.



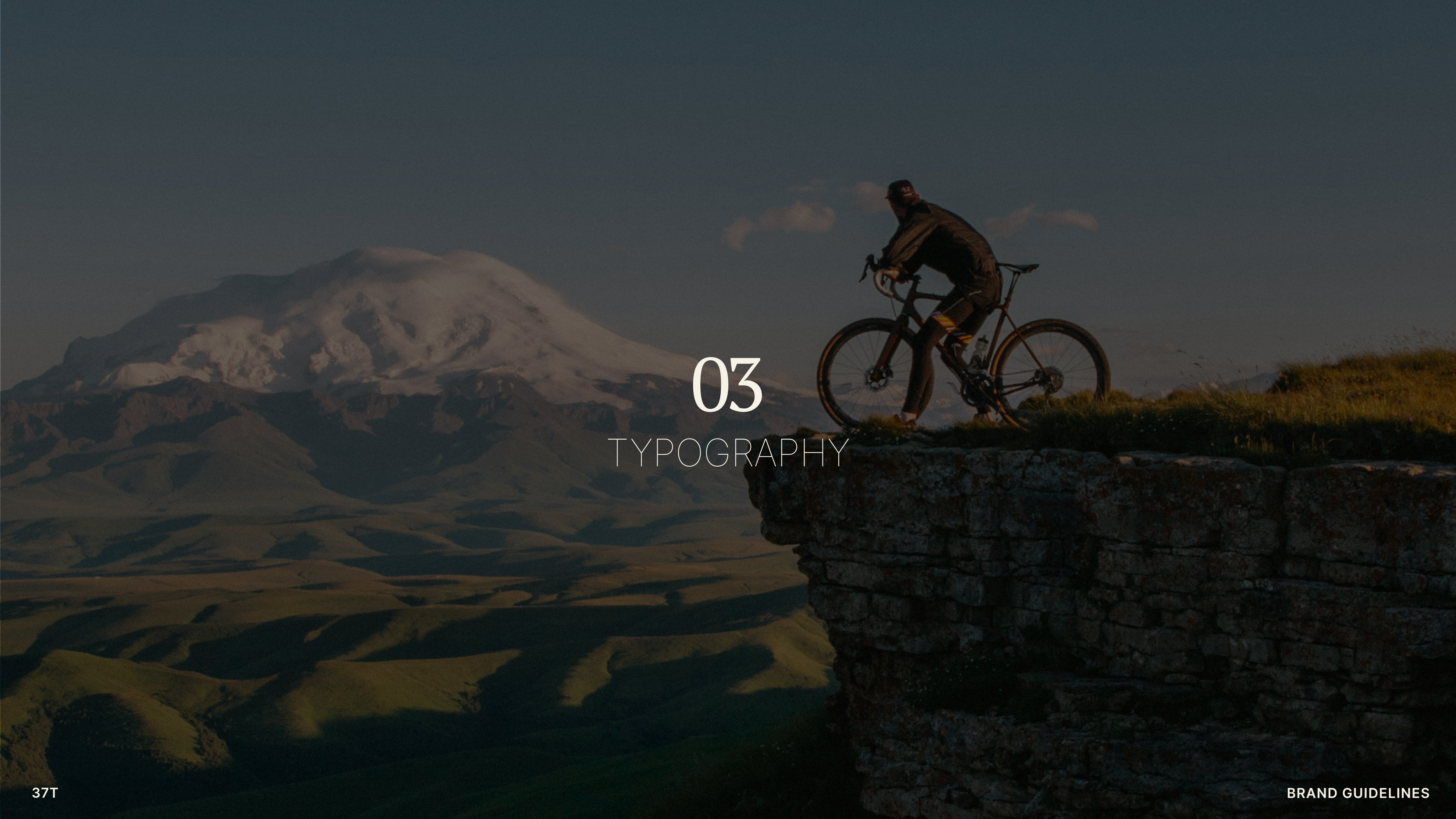


Color Combinations

Color combinations should be used thoughtfully and with variety, keeping creative applications feeling fresh.

The examples here serve as guidance for building designs that feel both distinctive and flexible.

No single combination should dominate every execution, so treat these as a starting point rather than a set of rules.



03

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

AaBb

STYLES & WEIGHTS	
Thin	<i>Thin Italic</i>
ExtraLight	<i>ExtraLight Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
SemiBold	<i>SemiBold Italic</i>
Bold	<i>Bold Italic</i>
ExtraBold	<i>ExtraBold Italic</i>
Black	<i>Black Italic</i>

Primary Typeface

Our primary typeface is Inter Tight. It is a clean, legible sans-serif that complements the logo and works across every application, from digital platforms to print materials.

It is modern without being cold, and carries the same balance of precision and energy that runs through the rest of the brand. Use Inter Tight as the foundation across all body copy.

When Inter Tight is unavailable, use Arial as the system font, ensuring documents display as intended when shared with third parties. Arial should never appear in designed materials.

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Typeface Weights

Inter Tight offers a full range of weights, giving the brand flexibility and adaptability across every application, from digital interfaces to large-scale print materials.

We primarily use Thin, Light, SemiBold, and Bold across the brand. These four weights cover the majority of typographic needs without over complicating the system.

The entire weight family remains available at designed discretion, used to create typographic interest. Inter Tight can also be set in all caps with wider tracking.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890# &\$€% @!?*

STYLES & WEIGHTS

Regular

Italic

Bold

Bold Italic

AaBb

Secondary Typeface

Our secondary typeface is [PT Serif](#). It introduces contrast to the 37T typographic system, balancing the modern presence of Inter Tight with a considered, expressive tone.

As a serif, it brings depth and a sense of authority while maintaining clarity and readability across both digital and print applications throughout the brand.

PT Serif is used to create typographic interest, particularly for pulling out quotes and highlighting key statements. When unavailable, use Georgia as the fallback system font.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?**

Typeface Weights

PT Serif offers a versatile range of weights, giving the brand flexibility and adaptability across every application, from digital interfaces to large-scale print materials.

We primarily use Regular and Italic across the brand, applied consistently. These two weights cover the majority of typographic needs without over complicating the system.

The entire weight family remains available at designed discretion, used to create typographic interest in layouts. It pairs well with Inter Tight set in all caps with wider tracking.



04

IMAGERY

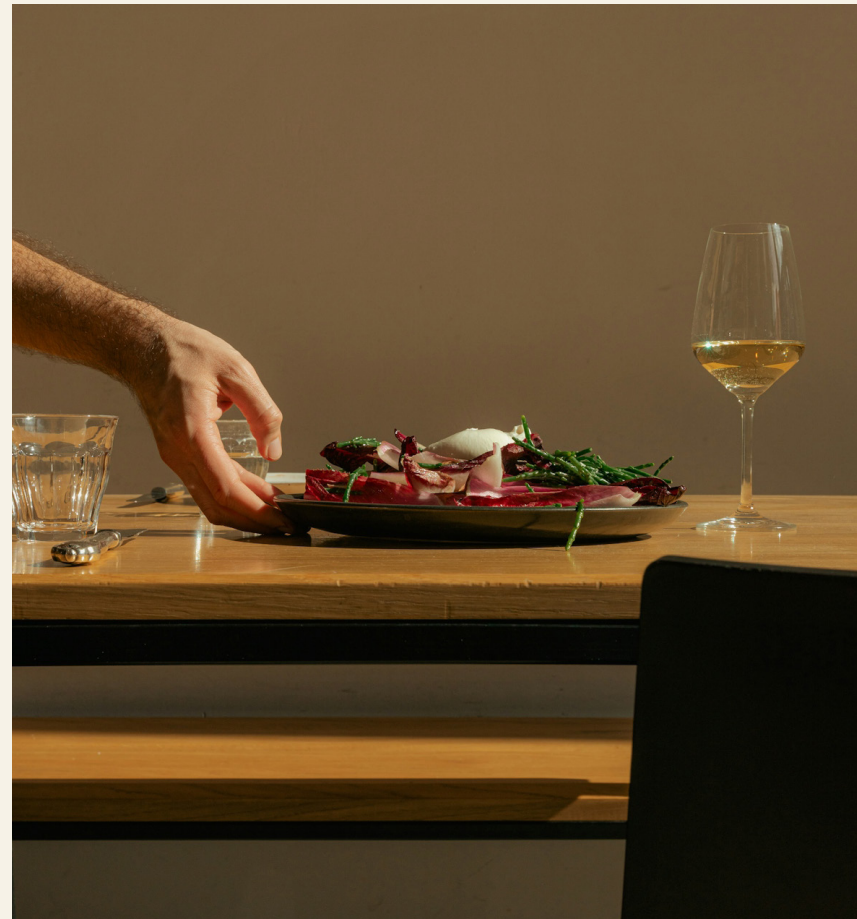


Photography

Imagery should feel shot rather than produced, carrying the texture of natural light and real moments caught rather than directed. Sport should be present but never the point.

The people in frame should carry genuine presence: someone mid-stroke in open water, a hand reaching for a wine glass, a glance across a dinner table that was never meant for camera.

Colour should feel warm and lived-in rather than clinical, sitting closer to lifestyle photography than performance marketing. Close crops carry as much weight as wider portraits do.



Lifestyle

Scenes should draw from real environments and real moments: open water at dawn, a tennis court catching low afternoon light, a long dinner table lit by candle rather than overhead light.

The environments carry meaning. A countryside ride chosen for the quiet of it, a swim chosen for how it clears the mind, not status signals, but the rhythm of a life lived well.

Movement and stillness should both read as completely natural, two things that belong in the same week. Nothing should look dressed for camera or staged for performance.



Casting

Cast real people with genuine presence rather than models or fitness professionals. Men and women aged 40 to 60 who look like they have made considered decisions about their lives.

No clinical settings, no performance wear and no expressions that strain towards the camera. Subjects should feel at home on a tennis court at dawn and at a dinner table at dusk.

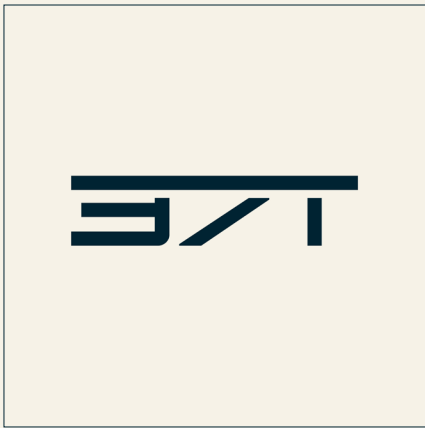
Diversity should reflect the brand's genuinely global audience, drawing from different cultures and lifestyles as lived reality rather than as representation for its own sake.

A photograph of two men in a social setting, likely a restaurant or bar. The man on the left is wearing a blue jacket and holding a wine glass. The man on the right is wearing a dark pinstriped blazer and also holding a wine glass. They are both smiling. In the foreground, there is a wooden table with a bottle of wine, a bowl of olives, a plate of bread, and a small container of butter. A hand is visible on the right side of the table, resting near the wine glass.

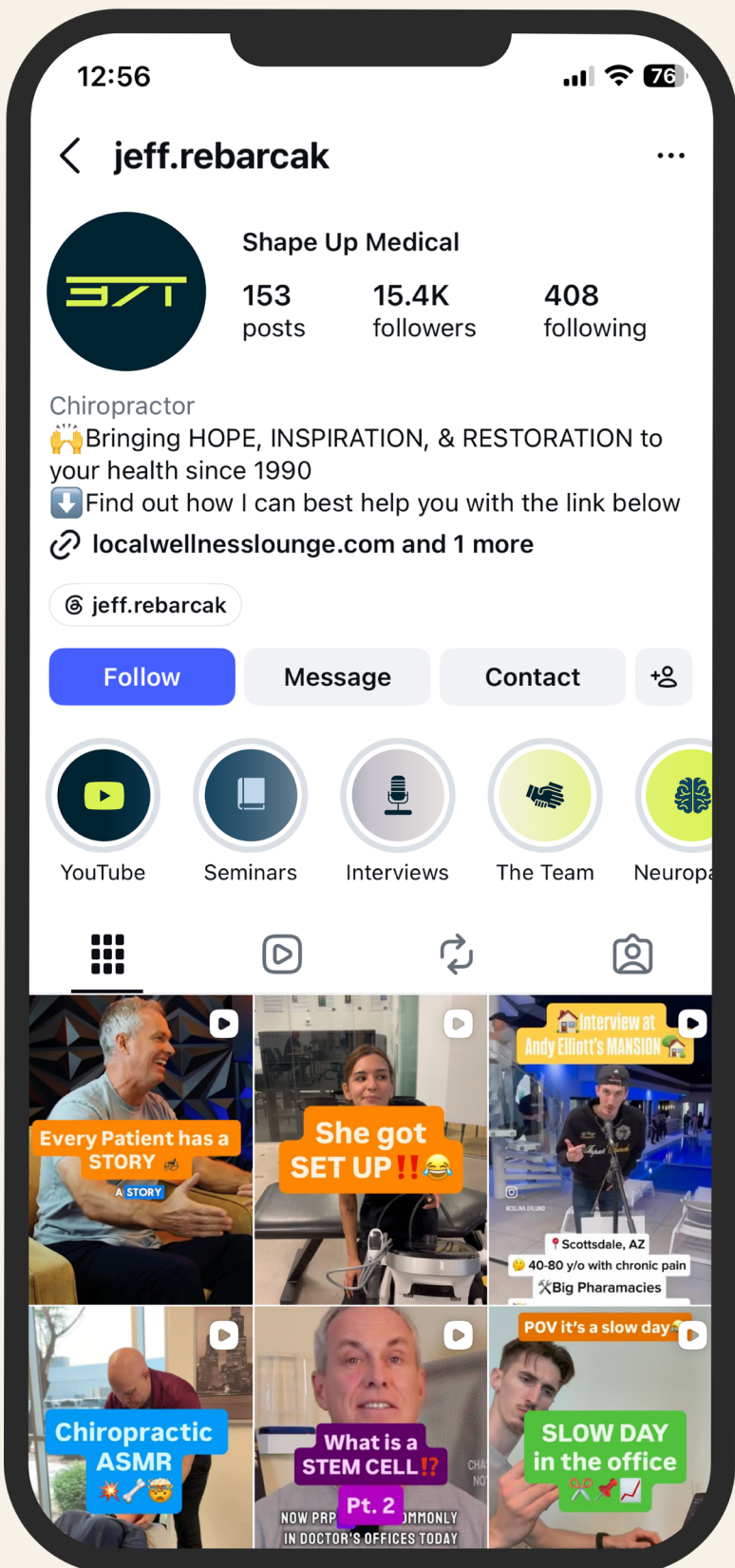
05

APPLICATION

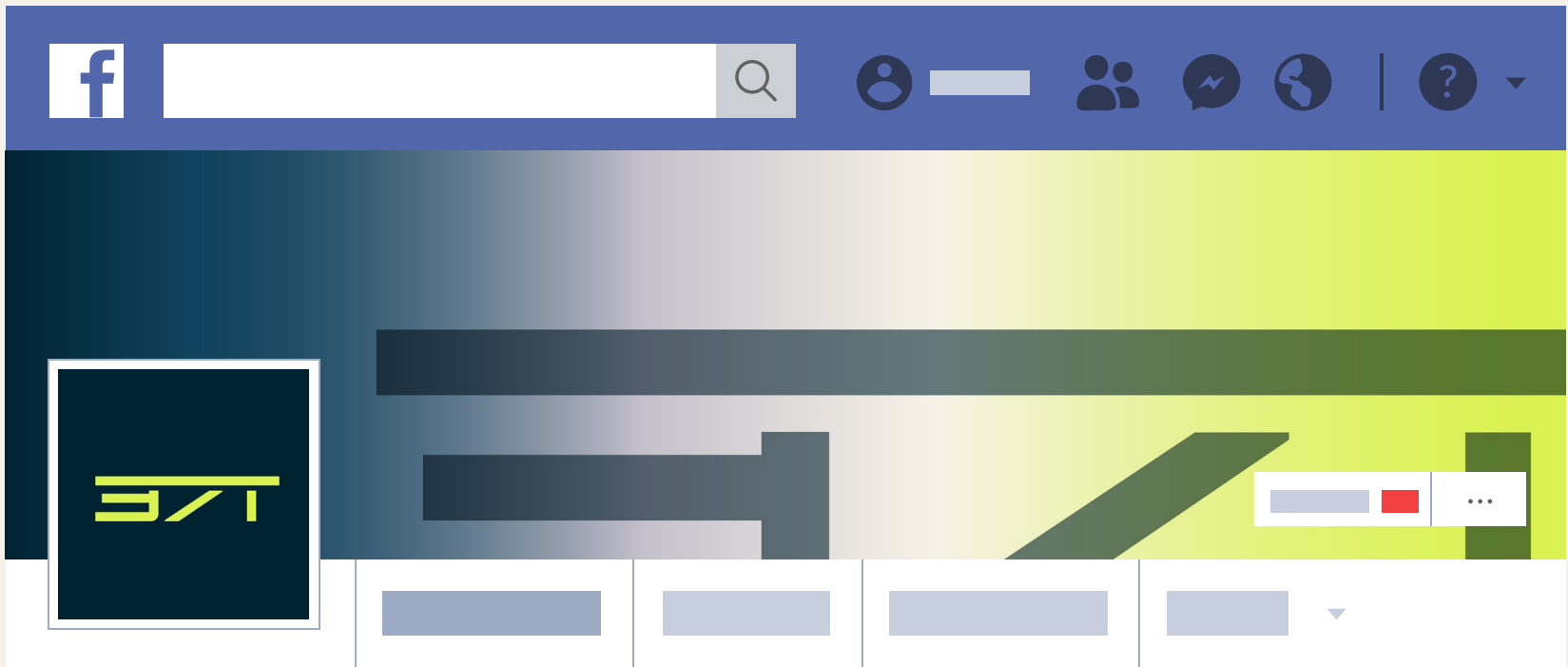
PROFILE PHOTO



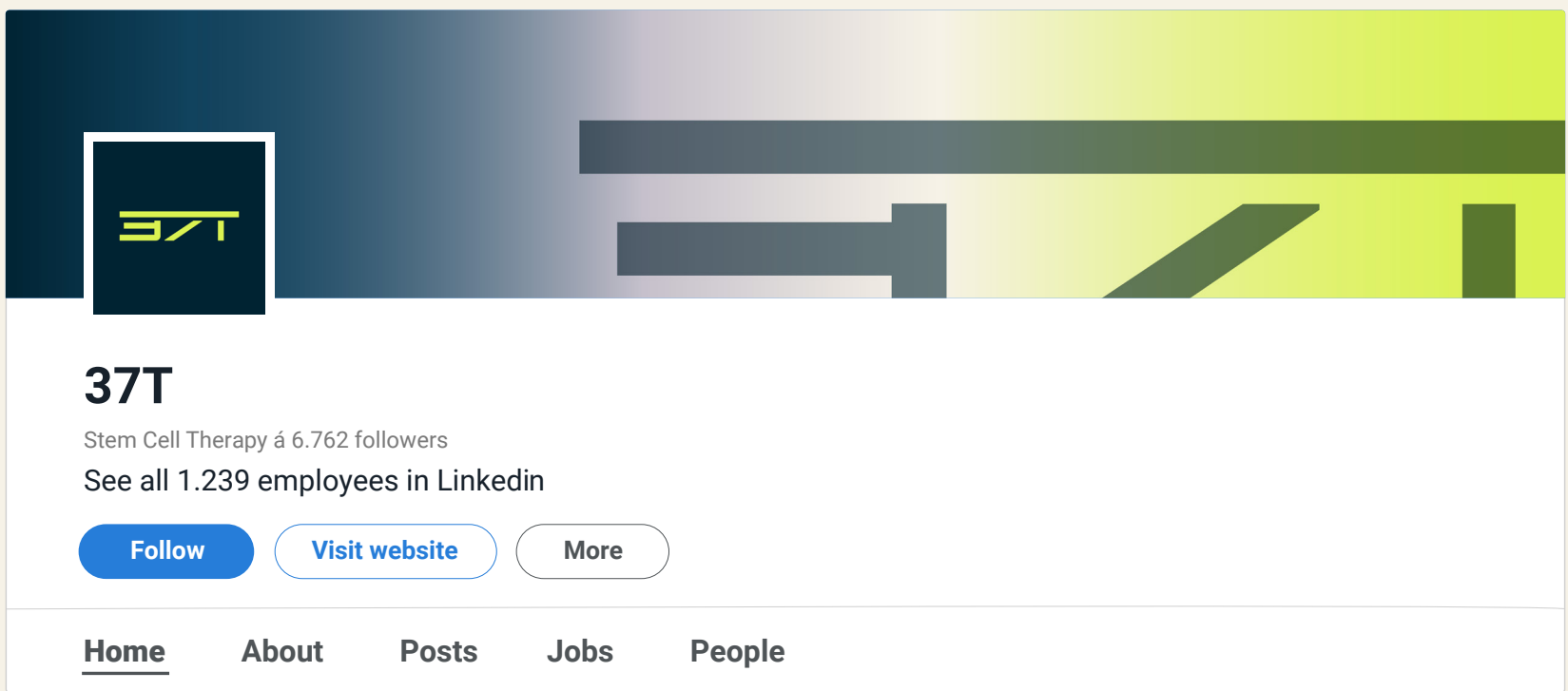
INSTAGRAM MOCKUP



FACEBOOK MOCKUP



LINKEDIN MOCKUP





Address 1
Address 2
Date

Headline large | PT Serif 15pt

Headline small | Inter Tight Regular 12.5pt

Subheadline | Inter Tight SemiBold 12pt

- Lists | Inter Tight Light 11pt
- Bullet - rightways triple arrow
- Formatting: Space after 2pt (in list), spacing after 8pt (last item in list)
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sem justo, mattis et Vestibulum turpis ex, sodales eu finibus quis, rhoncus vitae tortor. Nullam ultricies in dolor

“Short or Long Quote” | Inter Tight Light 11pt

OR

“Short Quote” | PT Serif Italic 12pt

Body Copy | Inter Tight Light 11pt

General formatting:

- Line spacing 1.15pt.
- Spacing after 8pt.
- Left aligned NOT justified.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sem justo, mattis et ornare quis, lacinia sed ex. Proin a velit et mauris rhoncus dignissim. Cras dignissim ligula sed nulla finibus, at porttitor elit semper. Nulla vel finibus diam. Aliquam dictum ipsum sed scelerisque maximus. Nam vitae laoreet tellus, in dapibus justo. Aliquam turpis dui, molestie nec mollis nec, sagittis eget odio. Suspendisse feugiat molestie leo, at malesuada odio condimentum at. Vestibulum turpi.



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