

# STYLEGUIDE



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# INTRODUCTION



# Fabulose

FABULOSE focuses on a new generation of vegan, circular, and bio-based leather alternatives designed for the textile and fashion industry. Based on bacterial cellulose and cyanophycin, the materials are produced from CO<sub>2</sub> emissions and food-industry side streams. They are fully recyclable, biodegradable, durable, and free from toxic chemicals or plastics.

An integral component is the development of scalable pilot processes and the collection of production data for transparency through a Digital Product Passport. All developments follow principles of safe and sustainable design, aiming to deliver high-performance, aesthetic, and circular materials that transform waste into value.

## **Key elements of the FABULOSE concept**

- Bio-based, vegan leather alternatives derived from bacteria and algae.
- Production processes using CO<sub>2</sub> streams and food-industry residues.
- Materials designed to be recyclable, biodegradable, durable, and chemical-free.
- Pilot-scale development of roll-to-roll manufacturing methods.
- Integration of a Digital Product Passport (DPP) for transparency across the value chain.
- Circularity strategies enabling closed-loop material use and feedstock recovery.
- Innovation-driven approach to aesthetics, safety, and scalability for fashion applications.

**LOGO**

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### **Primary Logo – Emblem Above Wordmark (Stacked)**

The primary logo combines the FABULOSE wordmark with an emblem placed above. The emblem, with its fluid, looped form, references organic growth and the principle of circularity. Its dynamic curve suggests movement, renewal, and transformation, aligning with FABULOSE’s mission to turn biological processes into innovative materials. The stacked composition is compact and versatile, making it the preferred choice for formal applications such as reports, presentations, and product packaging.



### **Secondary Logo – Emblem Preceding Wordmark (Horizontal)**

The secondary logo positions the emblem to the left of the FABULOSE wordmark, creating a streamlined horizontal lockup. The flowing emblem acts as a visual anchor, symbolizing continuity and interconnected cycles, while the elegant typography reinforces the brand’s blend of science, sustainability, and design. This version is especially effective in digital environments such as websites, email signatures, and banners, where horizontal layouts support clarity and readability.



### **Emblem - Single Loop Form (Minimal Version)**

The minimal emblem reduces the identity to a single flowing loop, emphasizing elegance and clarity. Its organic curve suggests growth and renewal while retaining the circular reference central to FABULOSE. As a standalone icon, it works effectively in small-scale applications such as favicons, app symbols, and subtle brand markers.

# LOGO EXCLUSION ZONE



The exclusion zone defines the minimum clear space that must always surround the FABULOSE logo. For FABULOSE, the exclusion zone is determined by the size of the circular “o” form in the wordmark. This measurement ensures that the emblem and typography remain visually balanced and unobstructed, preserving the clarity and impact of the logo across all applications.

# DOS AND DONT'S



It is allowed to place the Logo on neutral backgrounds, pictures and patterns. A high contrast should always remain.

The following changes are not allowed when using Circular-Clogo.



DO NOT change the colour



DO NOT stretch or squish the logo



DO NOT rotate



DO NOT crop



DO NOT apply effects



DO NOT outline



DO NOT change the opacity

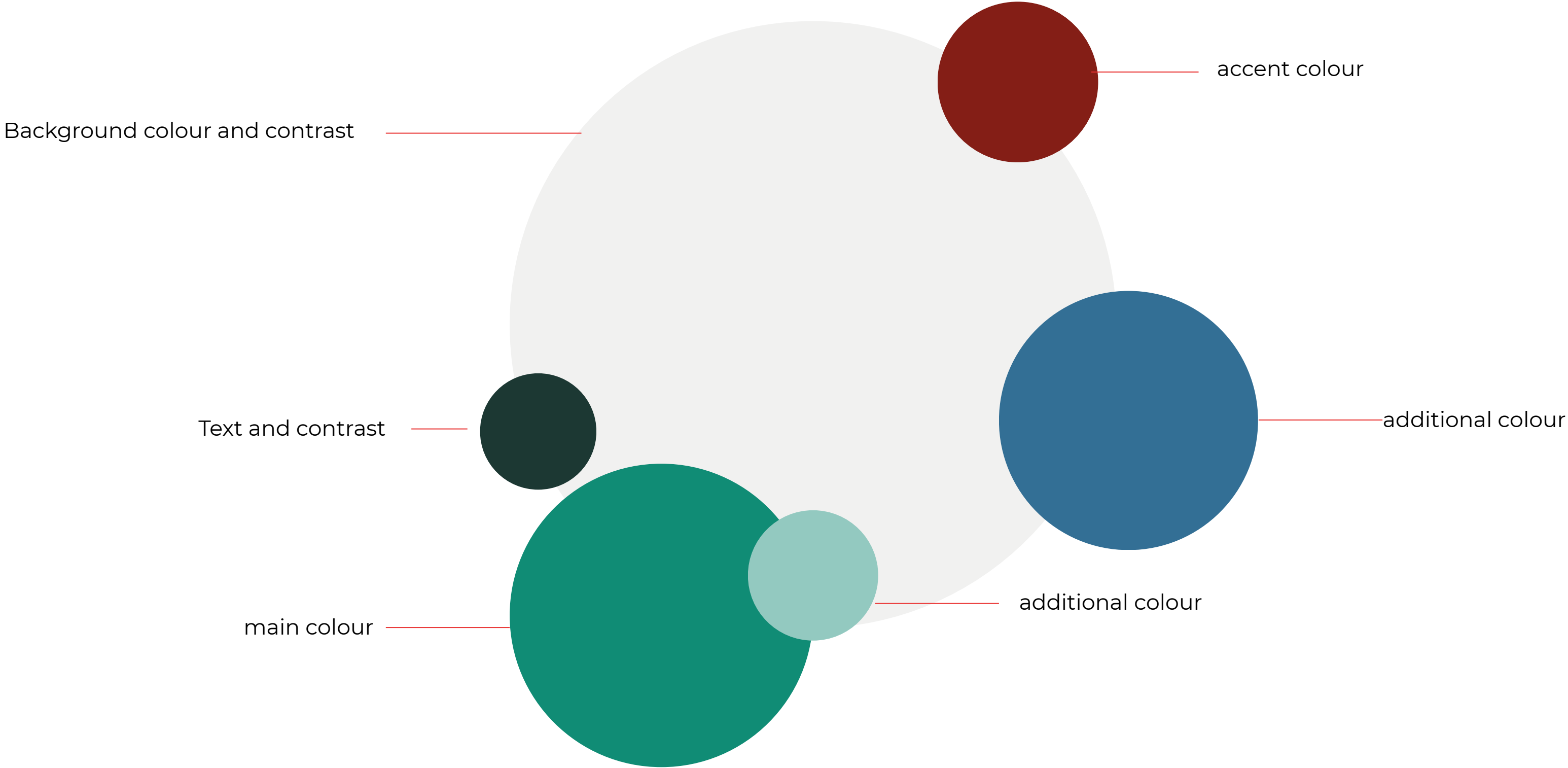


DO NOT lose contrast

**COLOURS**

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# COLOURS

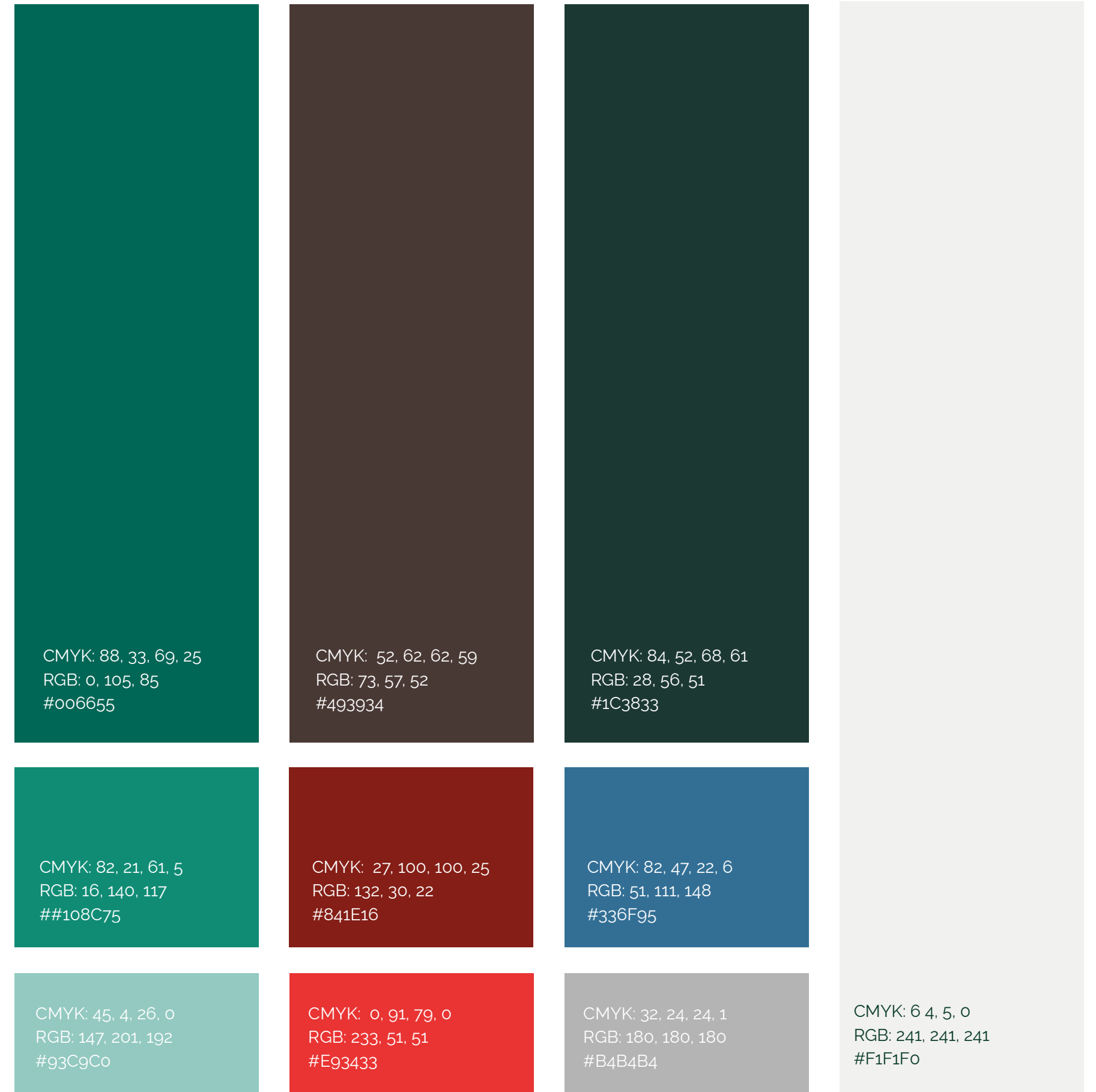


# COLOURS

The FABULOSE color system blends natural origin with scientific clarity. The base palette shifts toward **turquoise–petrol blues** and a clean **sky blue**, echoing the filamentous, layered, and flowing structures of **blue-green algae (cyanobacteria)**. In application, the palette aligns with cellulose-based textiles from fiber and yarn to woven, knitted, and nonwoven surfaces highlighting bio-based circular materials. **Bright red** and **deep dark red** operate as deliberate contrasts, while a **deep chocolate brown** provides grounding and material depth. Neutrals (gray and white) ensure legibility.

- **Turquoise & Petrol Blues:** Primary brand hues inspired by algae morphology and fluid growth patterns. They convey clarity, regeneration, and systemic flow—ideal for core brand surfaces, backgrounds, infographics, and UI components across cellulose-textile contexts.
- **Sky Blue:** A light, open blue that adds air and spatiality. Use for generous backgrounds, panels, and highlights to create calm readability and visual breathing room.
- **Reds (Accent & Deep):** A bright red delivers crisp contrast for emphasis—calls to action, key data points, and annotations. A deep dark red (with a subtle brown cast) adds warmth and focus for headings or markers. Use reds sparingly to punctuate the algae-inspired blues and guide attention.
- **Deep Chocolate Brown:** A grounding tone that anchors compositions and speaks to materiality—from cellulose pulp to finished textiles. Works well with petrol blues to build depth and with sky blue to frame content.
- **Neutrals (Gray & White):** Provide structure, hierarchy, and accessibility, balancing vivid accents and maintaining clear information design in digital and print.

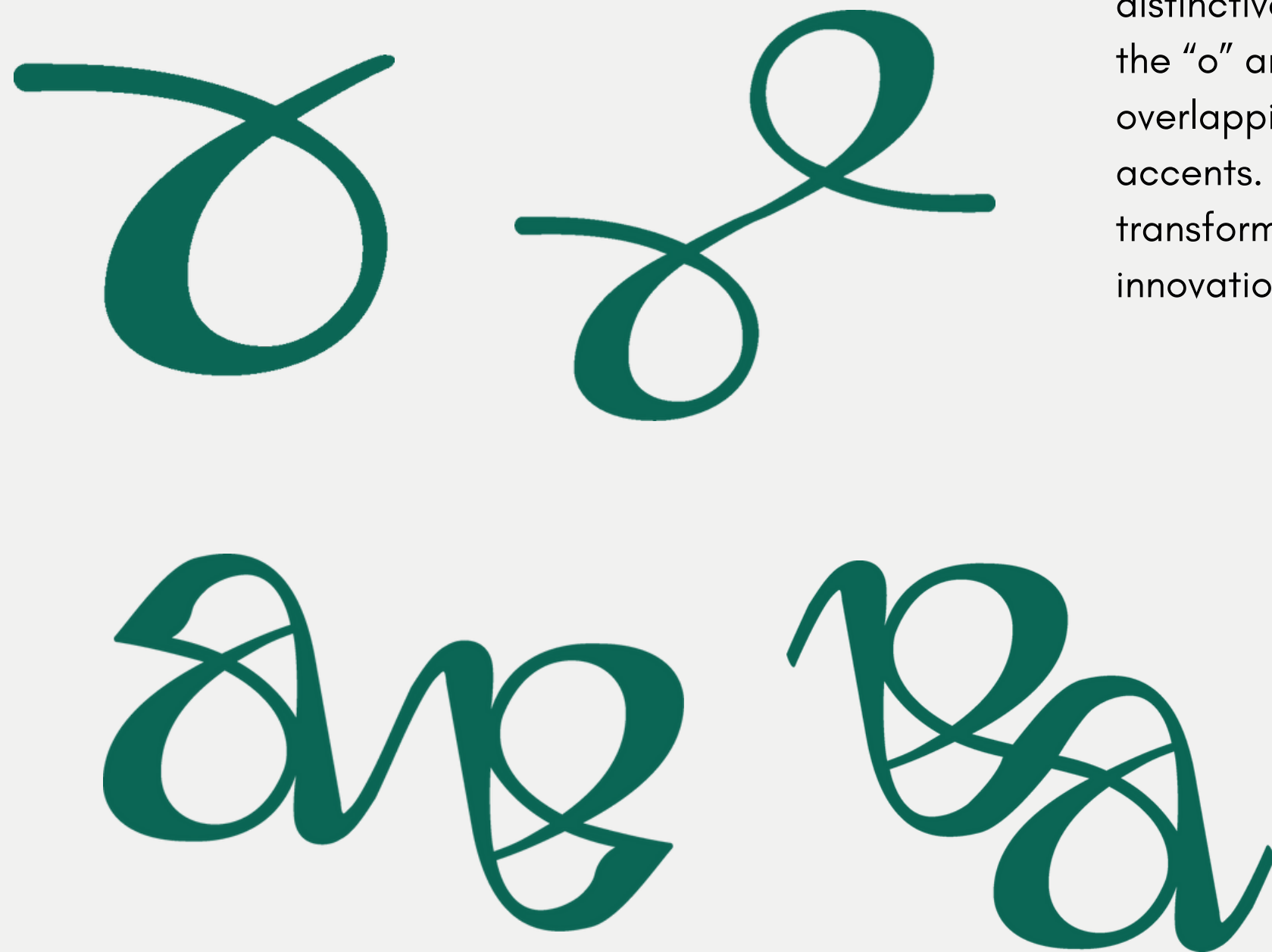
Together, the palette translates the living patterns of blue-green algae into a precise, readable visual language for cellulose-based textiles—scientific, grounded, and future-oriented—with red accents supplying purposeful contrast and direction.



# STYLISTIC ELEMENTS

# 4

# MAIN STYLISTIC ELEMENTS



The visual language of the FABULOSE identity builds on the distinctive letterforms of the wordmark. The circular shapes of the “o” and the flowing loops of the “a” are abstracted into overlapping rings and curved structures that act as key graphic accents. These elements echo biological cycles and organic transformation, reinforcing FABULOSE’s focus on circularity, innovation, and material regeneration.

# MAIN STYLISTIC ELEMENTS



Complementing this system are gradient washes and softer, organic contours, which introduce a sense of fluidity and optimism. Their abstract quality allows them to function flexibly across applications, balancing the technical precision of the logo with a more approachable, dynamic aesthetic. Together, these elements create a distinct and versatile design language that reflects FABULOSE's vision of circular biotechnology.



Soft Gradient  
Contours and Forms

**TYPOGRAPHY**

**5**

# Your Catchy Headline

Headline

**Avenir**

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn,  
Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz

Nicht zu elitär, sondern vertrauensvoll,  
smart und auf Augenhöhe.

Sublines | Lauftext

**Glacial Indifference**

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo,  
Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz

Nicht zu elitär, sondern vertrauensvoll,  
smart und auf Augenhöhe.

This is your Sublime

Copy Text Nunito *Regular italic*  
ipsam ventem nustibus, *light italic*  
num evenes quae. *Extralight italic*, et  
diti ab id **Semibold italic** temolent  
*Medium italic* eos nus nessin core  
dolorumquam volupti. **Bold italic**  
pernatur, **Extrabold italic** maiorro  
con pedipsunt. Nctiam as ullaborem  
**Black italic** eaquis vendi illore.

The font is available in all  
Microsoft Applications,  
Canva and Adobe.

<https://www.1001fonts.com/glacial-indifference-font.html>



# About the project

Consumer demand for sustainable and ethical leather alternatives is growing across the global market. Conventional animal-based leather production contributes to deforestation, emissions, and environmental pollution. Additionally, the production process requires large amounts of water and energy, making it highly resource-intensive and unsustainable in the long term.

*Artificial leather made from common plastics, as well as animal-derived materials, often relies on harmful chemicals for tanning, which negatively affects both the environment and human health. Moreover, many synthetic leathers are non-biodegradable and contribute to the growing problem of microplastic pollution.*

**APPLICATION**





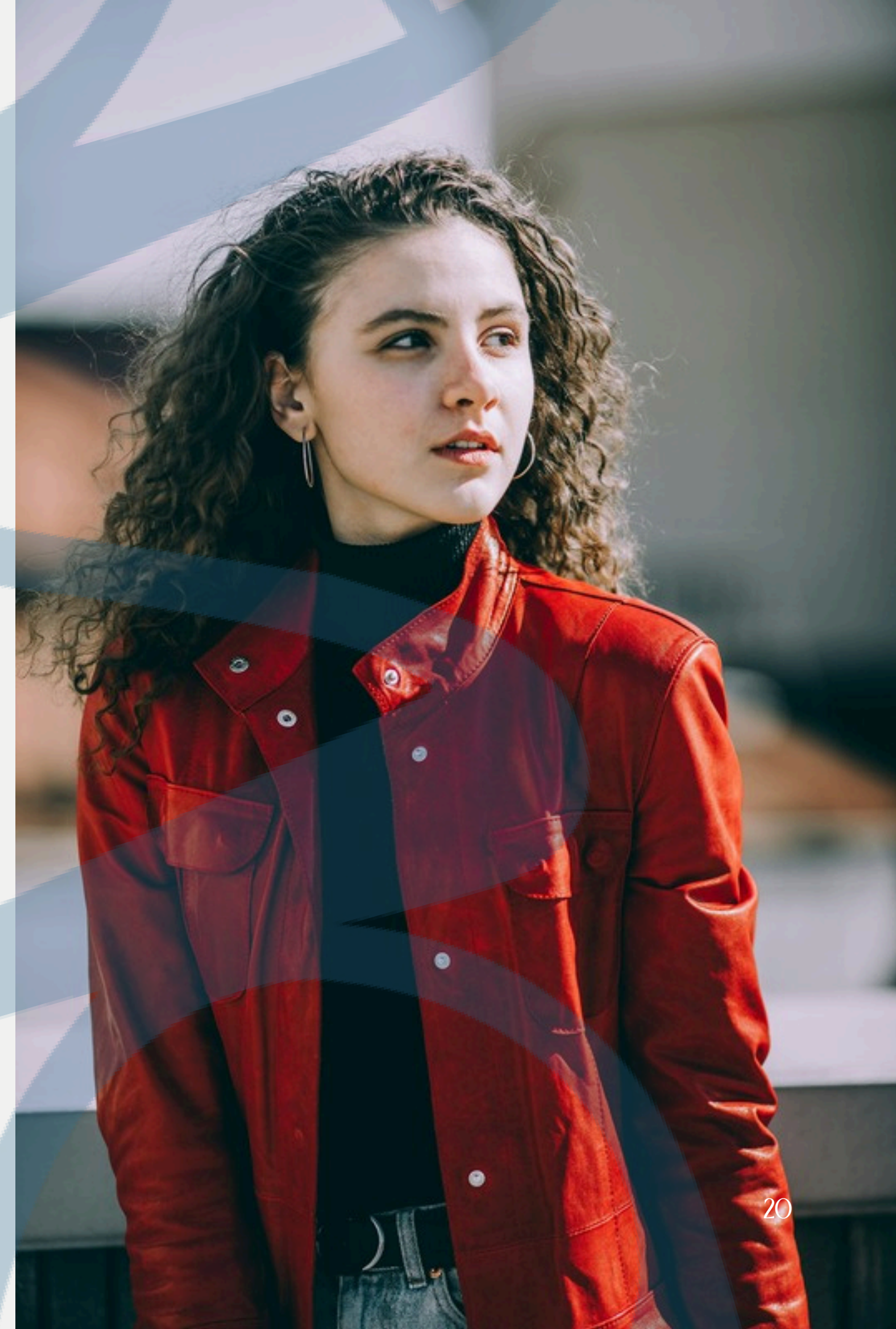
## The Issue:

# Leather and Current Leather Alternatives

Consumer demand for sustainable and ethical leather alternatives is growing across the global market.

Conventional animal-based leather production contributes to deforestation, emissions, and environmental pollution.

*Artificial leather made from common plastics, as well as animal-derived materials, often relies on harmful chemicals for tanning, which negatively affects both the environment and human health.*





## Shaping the Future of Circular Biotech Leather

FABULOSE transforms waste streams and CO<sub>2</sub> into high-quality, vegan leather alternatives. The brand identity reflects this unique fusion of biology, material innovation, and circular design—balancing scientific precision with a bold, optimistic aesthetic.

*More than a material: FABULOSE stands for circular processes, transparent innovation, and a new aesthetic of sustainability.*



## Shaping the Future of Circular Biotech Leather

FABULOSE develops innovative, vegan leather alternatives based on bacterial cellulose and algae. By transforming CO<sub>2</sub> emissions and food-industry residues into durable, biodegradable materials, FABULOSE connects science, sustainability, and design in one pioneering identity.

*More than a material: FABULOSE stands for circular processes, transparent innovation, and a new aesthetic of sustainability.*

[Erfahre mehr](#)

**FUNDING**

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**ACKNOWLEDGEMENT**

# FUNDING ACKNOWLEDGEMENT

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