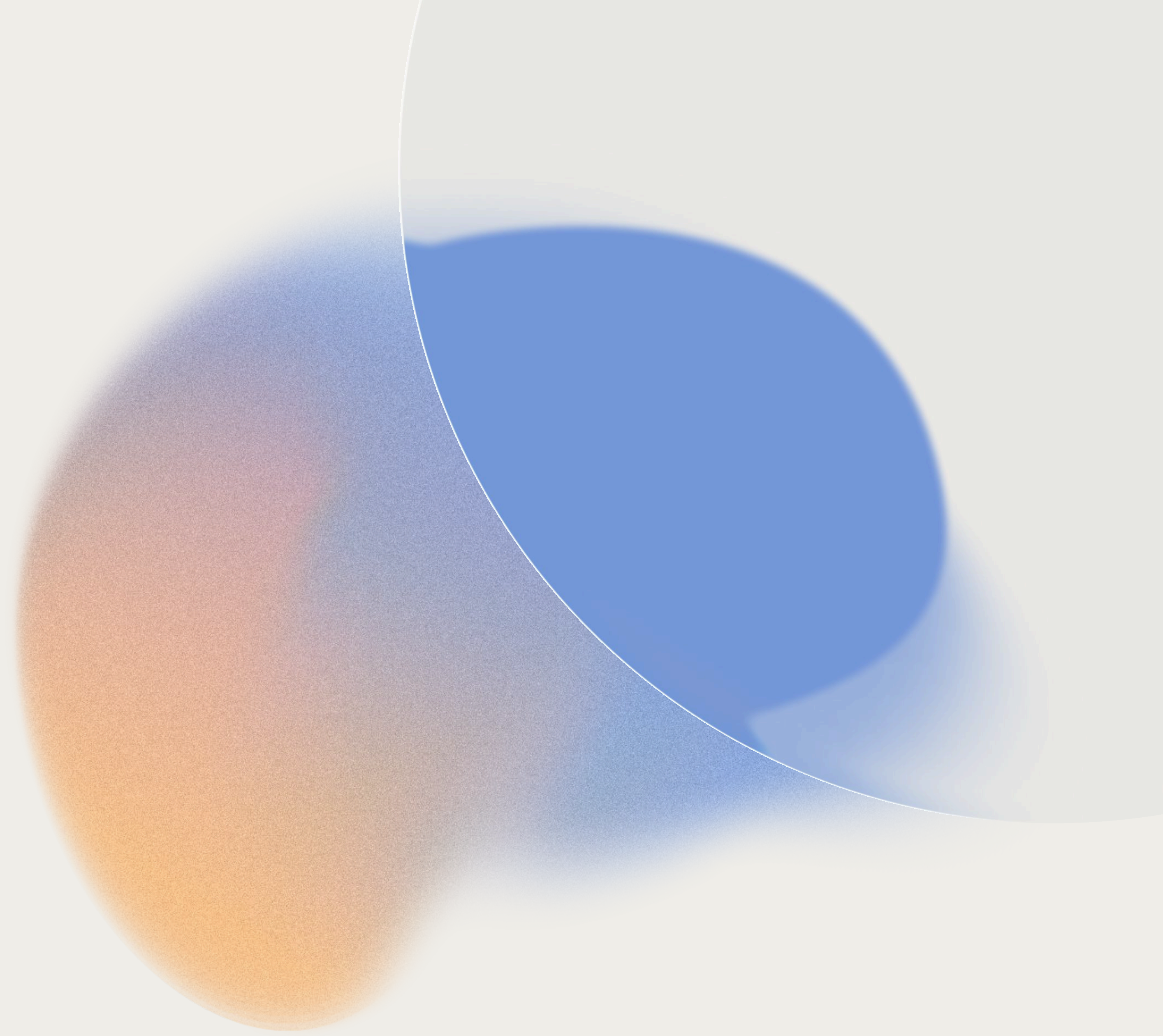




The **operating system** for scientific work

It captures scientific work as it happens, transforming everyday research into **structured organisational knowledge** without interrupting the researcher.

Voice, images, video, observations, decisions and outcomes become part of a living record that reflects not only what happened, but **how it happened**.





Capturing work is only the beginning

As organisations build this knowledge over months and years, they create something they have never had before: a shared understanding of how their science is actually executed.

Instead of expertise remaining fragmented across notebooks, conversations and individual memory, it becomes an organisational asset that grows with every experiment.

The future **we're building**

Every scientific organisation will have its own AI co-scientist, grounded **entirely in its own work** — understanding its methods, remembering every experiment, and recognising patterns across projects. It will make every scientist more capable by giving them **immediate access to everything the organisation has already learned**.

Instead of searching folders, notebooks, and shared drives, researchers will simply ask how a protocol evolved, why an experiment failed, or how another team solved a similar problem — having a conversation with **the organisation's accumulated knowledge** itself.



Logo

The Bower symbol takes its name and form directly from its namesake: **the bower of a bowerbird**, a carefully constructed space where scattered objects are gathered, arranged, and given order. Rendered as two sweeping, feather-like forms curving inward toward each other, the mark captures that same instinct — the act of collecting raw, disparate material and **shaping it into something structured and intentional**.

The two curved forms also read as a pair of open hands — a quiet nod to the hands-free nature of the product itself. Bower captures scientific work as it happens, without asking researchers to stop, type, or file it away themselves.

It's a symbol built on the idea of taking the scattered observations of daily research and organising them into **lasting, structured knowledge**.



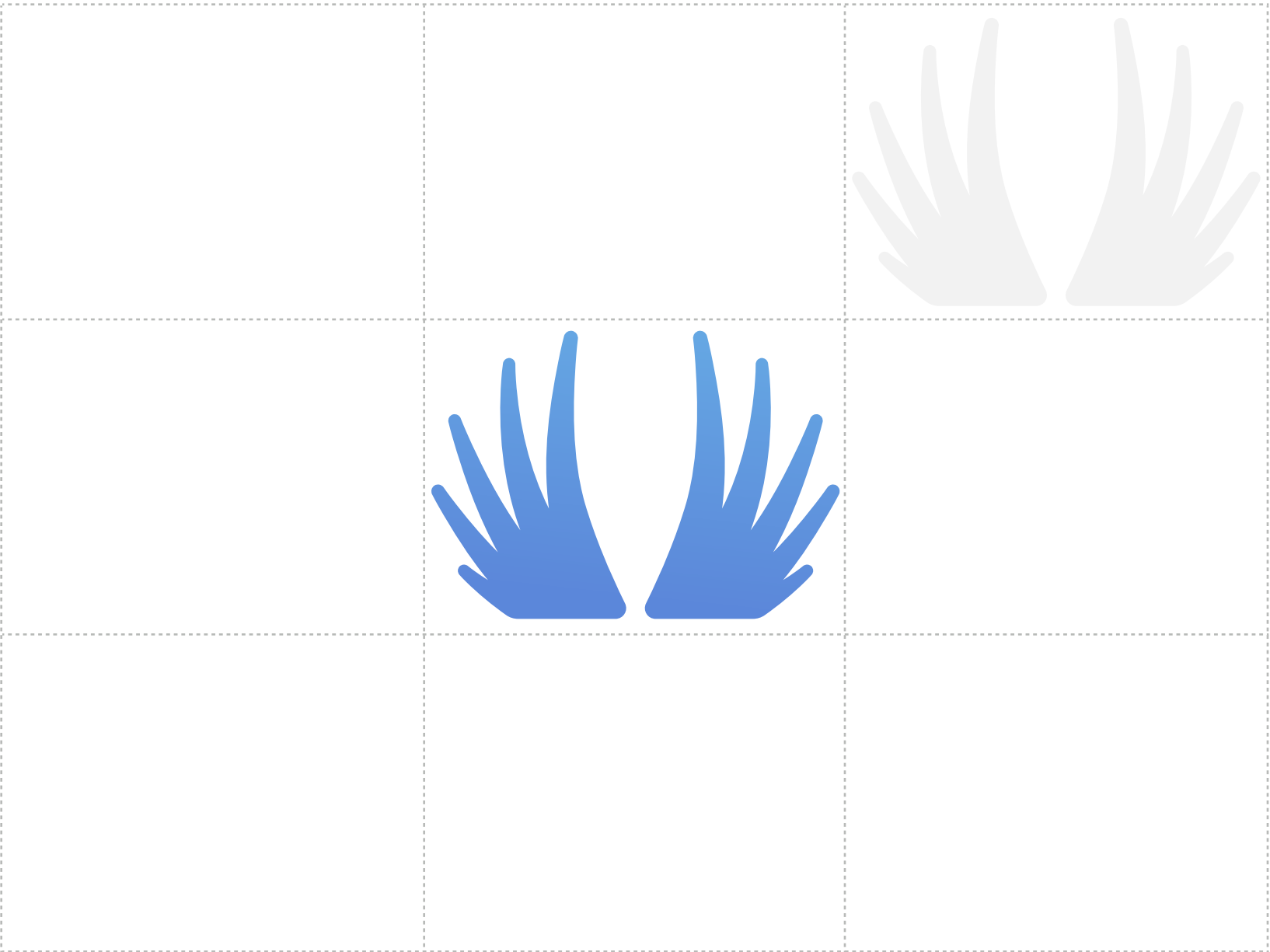
Logo application

Bower adapts to both light and dark environments without losing clarity or contrast. Use the appropriate variant based on the background it sits on – never force one version to work where it wasn't designed to.



Logo application

The logo should always have room to breathe. Clear space protects the integrity of the mark. Always maintain the minimum spacing shown here, keeping other elements – text, imagery, UI – from crowding the logo.



Logo application

Correct presentation



Adjusting lockup



Removing logomark



Adjusting colours



Correct presentation



Adjusting logomark



Different wordmark



Adjusting colours



These are the approved ways to present the Bower logo. Consistent application across every surface – from product to print – is what builds recognition over time.

The logo should never be altered, distorted, or recomposed. The examples here show common misuses to avoid – adjusting the lockup, rotating or removing the logomark, swapping the wordmark, or changing approved colours – all of which weaken the integrity of the brand.

The logomark should only appear in its approved colours. It should never be recoloured outside the palette defined in this guide, ensuring it stays recognisable and consistent wherever it's used.

Colours

Our colour palette reflects the same principle behind Bower itself: **clarity emerging from complexity**. Drawn from the sky at dusk – that brief window where warmth and cool blue meet before the light settles in to the clarity of night.

The colours work together to create a distinctive, cohesive identity, establishing hierarchy and tone across every application, digital and physical.

Twilight	Sunset		Bluebird		Parchment		
	Pantone CYMK Hex Code		Pantone CYMK Hex Code		Pantone CYMK Hex Code		
	Oxblood		Sandstone		Charcoal		
	Pantone CYMK Hex Code		Pantone CYMK Hex Code		Pantone CYMK Hex Code		
Pantone CYMK Hex Code		4076 C 0 / 49 / 32 / 49 #824259		4755 C 0 / 9 / 15 / 16 #D7C4B7		Black 3 C 15 / 0 / 15 / 85 #212721	

Colour application

Tints

Twilight 50 #F5F8FD	Twilight 100 #E5ECF9	Twilight 200 #CADAF3	Twilight 300 #AEC4ED	Twilight 400 #83A5E3	Twilight 500 #5C88DA	Twilight 600 #4D72B7	Twilight 700 #3F5C94	Twilight 800 #2E446D	Twilight 900 #1D2C46
Bluebird 50 #F6FAFE	Bluebird 100 #E7F3FB	Bluebird 200 #CFE7F7	Bluebird 300 #B4D9F3	Bluebird 400 #8DC5ED	Bluebird 500 #69B3E7	Bluebird 600 #5896C2	Bluebird 700 #477A9D	Bluebird 800 #355A74	Bluebird 900 #22394A
Sunset 50 #FFFAF6	Sunset 100 #FFF2E6	Sunset 200 #FFE5CD	Sunset 300 #FFD7B1	Sunset 400 #FFC188	Sunset 500 #FFAE62	Sunset 600 #D69252	Sunset 700 #AD7643	Sunset 800 #805731	Sunset 900 #52381F
Oxblood 50 #F8F4F5	Oxblood 100 #EBE1E4	Oxblood 200 #D7C3CA	Oxblood 300 #C1A1AC	Oxblood 400 #A06F81	Oxblood 500 #824259	Oxblood 600 #6D374B	Oxblood 700 #582D3D	Oxblood 800 #41212D	Oxblood 900 #2A151C
Charcoal 50 #F2F2F2	Charcoal 100 #DBDCDB	Charcoal 200 #B8BAB8	Charcoal 300 #909390	Charcoal 400 #565B56	Charcoal 500 #212721	Charcoal 600 #1C211C	Charcoal 700 #161B16	Charcoal 800 #111411	Charcoal 900 #0B0C0B

Core

Twilight 500 #5C88DA
Bluebird 500 #69B3E7
Sunset 500 #FFAE62
Oxblood 500 #824259
Charcoal 500 #212721

Display Typeface

GT Ultra Median is Bower's primary display typeface, used for headlines and moments that need presence and clarity. Its refined, editorial character reflects the precision at the heart of scientific work.

GT Ultra Median Regular

Regular Specimen

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

1234567890

. , ; : ! ? ' " () [] { }
- - — / \ & @ # \$ % *

AaBb

Supporting Typeface

Suisse International is Bower's supporting typeface, used for body copy, UI, and functional text. Its neutrality and legibility make it the workhorse of the system — built for clarity at every size.

Suisse Int'l
Regular
Semi Bold

Regular Specimen

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

1234567890

. , ; : ! ? ' " () [] { }
- - - / \ & @ # \$ % *

AaBb

Supporting Typeface

GT Pressura Mono is Bower's monospace typeface, used for data, code, and moments that call for technical precision. Its utilitarian character — sourced from mid-century industrial type — grounds the system in the mechanics beneath the science.

Regular Specimen

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXx
YyZz

1234567890

. , ; : ! ? ' " () [] { }
- - - / \ & @ # \$ % *

GT Pressura Mono Regular

AaBb

Type application

GT Ultra Median
Regular
72 / 80

GT Ultra Heading One

Suisse Int'l
Semibold
32 / 38

Suisse Heading Three

GT Ultra Median
Regular
48 / 52

GT Ultra Heading Two

Suisse Int'l
Semibold
16 / 20

Suisse Heading Base

GT Ultra Median
Regular
32 / 36

GT Ultra Heading Three

Suisse Int'l
Regular, Semibold
16 / 20

Suisse Body

GT Ultra Median
Regular
20 / 22

GT Ultra Heading Four

Suisse Int'l
Regular, Semibold
12 / 16

Suisse Small

GT Pressura Mono
Regular
12 / 16

MONO HEADING

GT Ultra Median
Regular
16 / 18

GT Ultra Heading Base

Suisse Int'l
Regular, Semibold
10 / 14

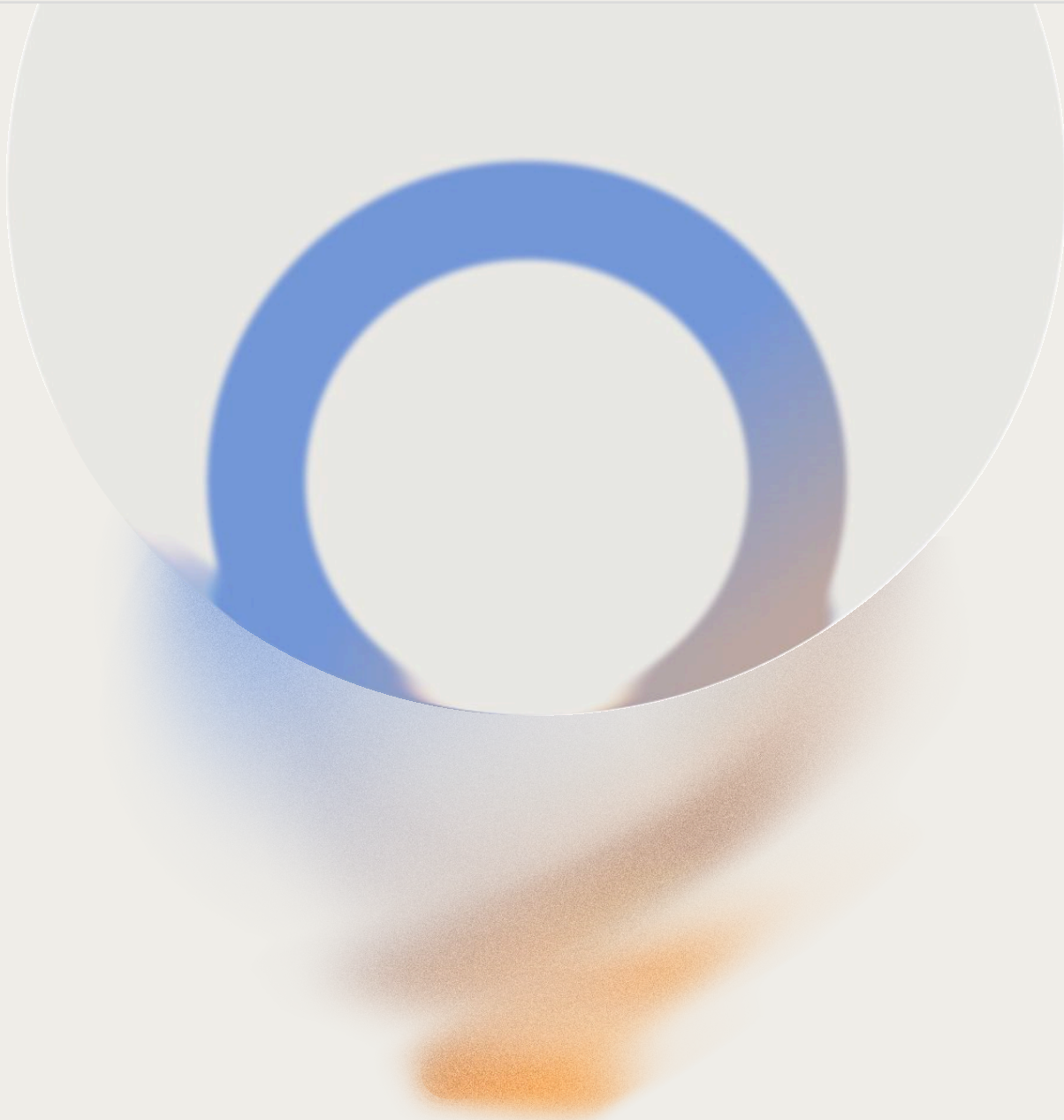
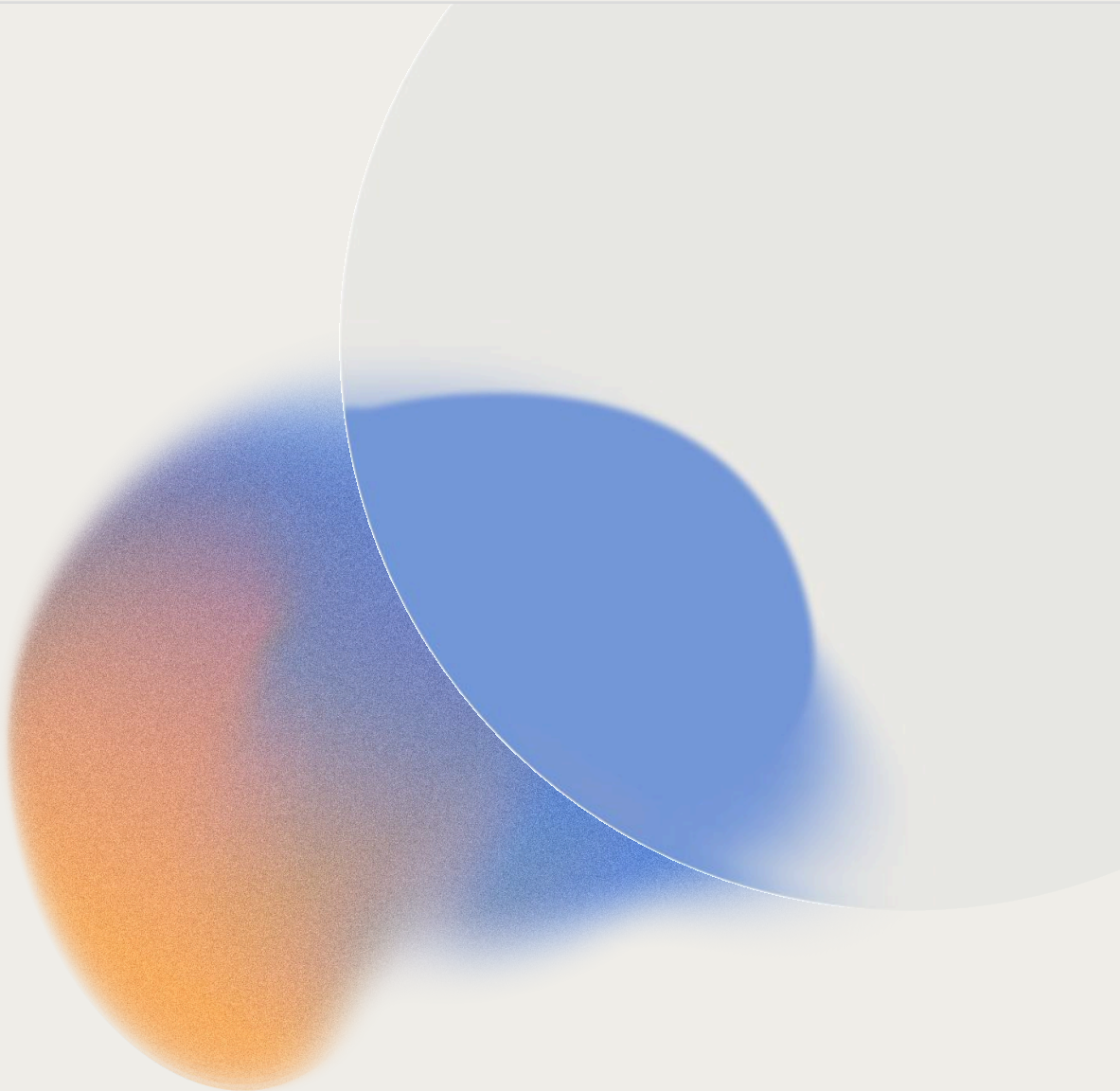
Suisse Microcopy

GT Pressura Mono
Regular
12 / 16

Code

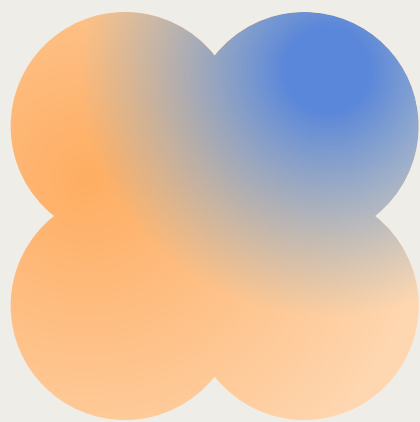
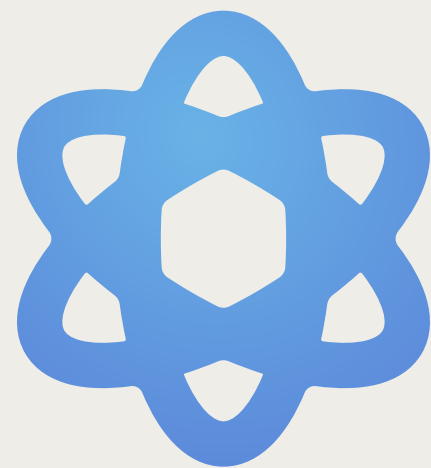
Graphic elements

Bower's graphic language captures the same transition at the centre of the product – soft, unresolved forms brought into focus. These shapes are used to evoke observation, discovery, and the moment raw information becomes structured understanding.



Graphic elements

Bower's icon language is rendered with warmth rather than clinical precision. Bold, rounded forms and a confident gradient palette turn familiar scientific symbols — DNA, atoms, molecules, microscopes — into something approachable and alive.



Photography Direction

Bower's photography favours a documentary and editorial sensibility over polished commercial imagery – closer in spirit to 35mm film than a clinical stock library.

Lighting is soft and natural, images feel observed rather than staged, and the emphasis stays on people: their focus, their hands, their expressions in the act of discovery.

Where possible, imagery leans away from cold, sterile lab environments in favour of warmer, more human settings – capturing the researcher as much as the research. The product itself appears with the same restraint – present in frame, worn naturally, never posed or announced.

Depth of field is a defining device throughout. Shallow focus and blurred foreground elements echo Bower's core visual idea: clarity emerging from complexity. A hand, a leaf, or an instrument blurred in the foreground, with the subject sharp behind it, mirrors the same "resolution" language present in Bower's graphic elements and mark.

Together, these choices give Bower's imagery a candid, intimate, and slightly artistic quality – photography that feels like a genuine moment captured mid-thought.

