



PRECISION, HUMAN-CENTERED, EXPERIMENTAL

This method introduces a modern sans-serif system that reflects both engineered innovation and sensory experience by fusing clinical accuracy with human-centered design. Clean, deliberate, and controlled font strikes a balance between subtle warmth and scientific clarity.

Structured letterforms are based on modernist design concepts, which emphasize accessibility and approachability through softened edges and wide spacing. The brand is able to convey intricate, bioengineered ideas in a way that feels grounded rather than aloof because to this balance.

The wordmark represents a system where nourishment is developed, improved, and redefined, embodying the meeting point of biology and technology. It represents a change in our perception of food, bringing the visual identity into line with a future molded by scientific progress, moral reflection, and changing human requirements.

umami lab

Logo for the Brand

DNA shape-inspired package decoration



Symbols of Bioengineered features

ENGINEERED
PRECISE
BIO-INTEGRATED
EXPERIMENTAL
FORWARD-THINKING
EVOLVING

CLEAN
REFINED
MINIMAL
CLINICAL
BALANCED
FUNCTIONAL

Color in context

The color palette reflects both origin and innovation by balancing gentle organic with controlled, lab-informed neutrals, a inspiration from manufactured precision, nurtured nature, and the changing concept of human-made sustenance.

Primary: Bioengineered environment, cultivated at the cellular level

CULTURED CREAM

PMS: 7499 C
HEX: #F8F4E1
RGB: 248-244-225
CMYK: 3-3-15-0

LAB NEUTRAL GRAY

PMS: Cool Gray 8 C
HEX: #878787
RGB: 135-135-135
CMYK: 0-0-0-47

Secondary: Reflect on 4 different flavors: Matcha, Ube, Red Bean, and Brown Sugar Milk Tea

MATCHA LIGHT

PMS: 5777 C
HEX: #A5B386
RGB: 165-179-134
CMYK: 30-15-50-0

MATCHA DEEP

PMS: 350 C
HEX: #1C4223
RGB: 28-66-35
CMYK: 85-40-80-60

UBE LIGHT

PMS: 7655 C
HEX: #886D99
RGB: 136-109-153
CMYK: 45-50-10-10

UBE LIGHT

PMS: 2627 C
HEX: #2E1B40
RGB: 46-27-64
CMYK: 70-80-20-70

RED BEAN LIGHT

PMS: 7607 C
HEX: #A66060
RGB: 166-96-96
CMYK: 25-65-45-10

RED BEAN DEEP

PMS: 490 C
HEX: #6B3132
RGB: 107-49-50
CMYK: 40-80-65-50

MILK TEA LIGHT

PMS: 4655 C
HEX: #A68062
RGB: 166-128-98
CMYK: 25-45-60-10

BROWN SUGAR DEEP

PMS: 476 C
HEX: #594431
RGB: 89-68-49
CMYK: 45-55-70-60

Typography

The typeface associated with the Umami Lab are Oxanium, Grover, and Bitgoeul from Adobe Fonts. Explore these recommended font families in your communications to create a cohesive brand expression.

The typography on the Umami Lab package had to do two things at once, which made it genuinely tricky to get right. The main logo is a rounded geometric sans-serif, clean and precise enough to signal biotech, but soft enough that it doesn’t make the whole “lab-grown, human-derived ingredients” thing feel more alarming than it already might. “BIOENGINEERED NUTRITION” is set narrow, uppercase, widely tracked, intentionally clinical, meant to read like something off a research label.

The flavor name is bold and condensed for practical reasons, you need strong hierarchy so someone can grab the right bar without squinting.

BIOENGINEERED PROTEIN BAR
BIOENGINEERED PROTEIN BAR
BIOENGINEERED PROTEIN BAR
BIOENGINEERED PROTEIN BAR

UMAMI LAB
UMAMI LAB
UMAMI LAB
UMAMI LAB
UMAMI LAB
UMAMI LAB
UMAMI LAB

Boost Your Energy
Boost Your Energy
Boost Your Energy







umami lab

BIOENGINEERED PROTEIN BAR

Protein bars derived from
engineered human
muscle cells, algae,
and lab-grown
microbial protein.

8 Science
Built into
Nutrition

FLAVOR
**BROWN
SUGAR
MILK TEA**

Rich Brown Sugar
Balance Tea Finish
Boost Your Energy

20g
PROTEIN | 2g
NET CARB | 215
CALORIES