

Axolabs Brand Book

A GUIDE TO OUR BRAND AND HOW TO COMMUNICATE OUR STORY TO THE WORLD

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Nucleic Acid Therapeutics by LGC

Axolabs brand book was created as a guide for you – our people and our partners – to ensure that we present a consistent brand voice and visual presence in the market place. It will provide you with the basic information and rules for creating marketing and internal communications material.

Situations will inevitably arise where this brand book does not address your needs. Through following the spirit and look established in this document, using the same fonts, colours, logos, etc., you will find a solution for any situation.

For more information on the Axolabs brand guidelines contact kelley.tolliss@lgcgroup.com



Our story

Axolabs was started by Drs Roland Kreutzer and Stefan Limmer under the name of Ribopharma AG in 2000 as the first company in the world to focus on RNAi therapeutics.

In 2003 Ribopharma AG merged with Alnylam Pharmaceuticals Inc. to create the leading RNAi therapeutics company. In 2007 – in the course of a spin-off from Alnylam Europe AG – Roche Kulmbach GmbH was established as Roche's Center of Excellence for RNA Therapeutics, which focused on the discovery of novel therapeutics based on oligonucleotides. In November 2011 the management bought out the assets from Roche Kulmbach GmbH and established Axolabs GmbH.

In March 2017 Axolabs GmbH was acquired by the LGC Group.

Our logo



The Axolabs logo features the eyes and gills of the axolotl which is capable of regenerating entire lost appendages, a reflection of how Axolabs has continued to succeed through mergers and acquisitions.



Our values

As part of LGC Group, Axolabs aligns with the company wide values.



Passion for our work makes the world a safer place. We are inspired by our purpose. It drives us forward to deliver the best we can every day

Curiosity makes tomorrow's innovations possible. We challenge and question to discover, creative and innovative solutions, enabling our customers and LGC to grow and evolve.

Integrity is embedded in LGC and our 180+ year heritage. We hold ourselves to the highest standards and trust our colleagues to do the right thing.

Brilliance is in everything we do. Our remarkable colleagues are experts in their field. They collaborate to deliver brilliant science to exceed our customers' expectations.

Respect for individuality and diversity is our strength. We respect and value our colleagues, our customers, our environment and our science.

These can also be used as single icons in circumstances where you want to talk more specifically about one value.

For single graphics contact kelley.tolliss@lgcgroup.com

Our tone of voice

We see our customers as partners, so we use a collaborative tone when communicating with them.

At all times we aim to communicate simply and clearly without jargon.

Our customers and audiences are diverse so we need to adapt our language to suit. We should recognise when we need to communicate in technical or scientific language, or plain language.

Focus on expressing the knowledge and expertise we can offer as a collaborative partner with a fresh perspective.

We should always strive to do our best to support our customers by addressing their issues with proposed solutions as soon as possible.

We write in UK English as our primary language and translate for audiences where appropriate.

Collaborative.

Clear.

Competent.

Conscientious.

Logo



The logo is a vital component of Axolabs visual identity and must be used in a consistent manner in order to work effectively.

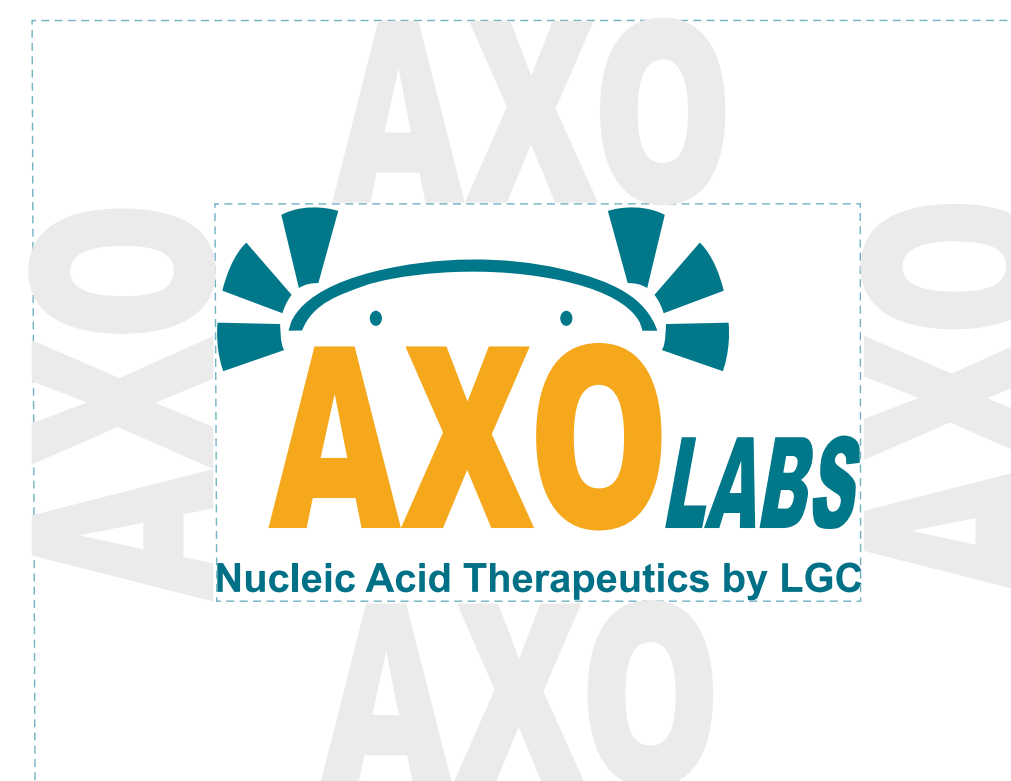
The logo is printed in Pantone 130C (sand yellow) and patone 3155C (teal).

The yellow and teal version of the logo must only be used on white background. If the background is coloured the all white version of the logo should be used



The logo must be displayed on all marketing material, digital and print.

Corporate templates are supplied to ensure the logo is seated in the correct position and at the correct size.



CLEAR SPACE AND MINIMUM SIZES

Give it space. To preserve the integrity and visual impact of the Axolabs logo, always maintain adequate clear space around it.



Our logo with and without strapline

Our logo should be used in conjunction with our purpose strapline but always ensure the text is legible on the image chosen.

Use provided logo files as the strapline is all one weight and set over one line as a default.

For further guidance, please contact
kelley.tolliss@lgcgroup.com



Dual logos

There will be times when our master logo will be accompanied by other logos or headlines.

You should always ensure the balance of each logo is kept equal and that neither feels too dominant.

The example below shows how our Axolabs logo should be placed alongside another logo or headline statement.

For further information, please contact kelley.tolliss@lgcgroup.com



**Customer or
partner logo**

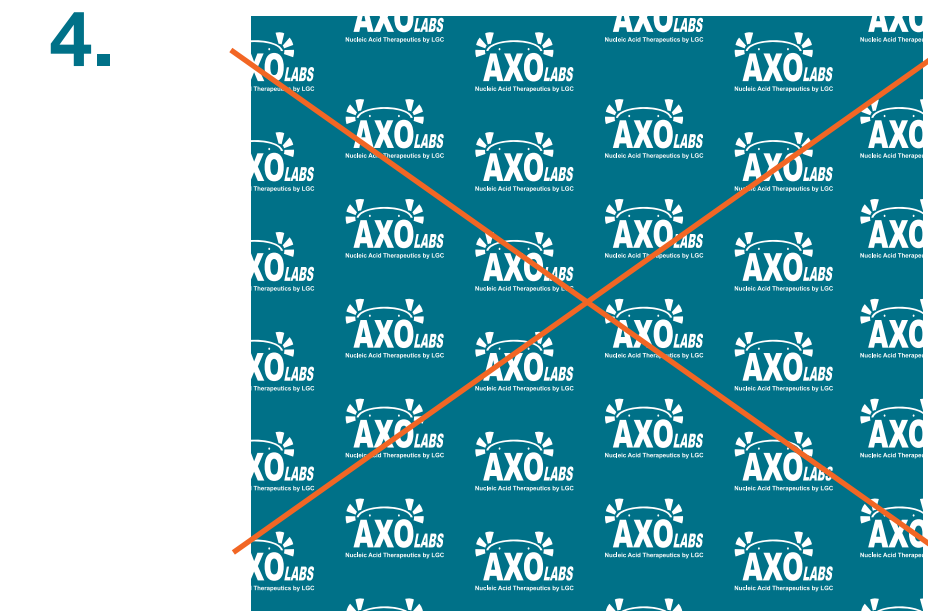
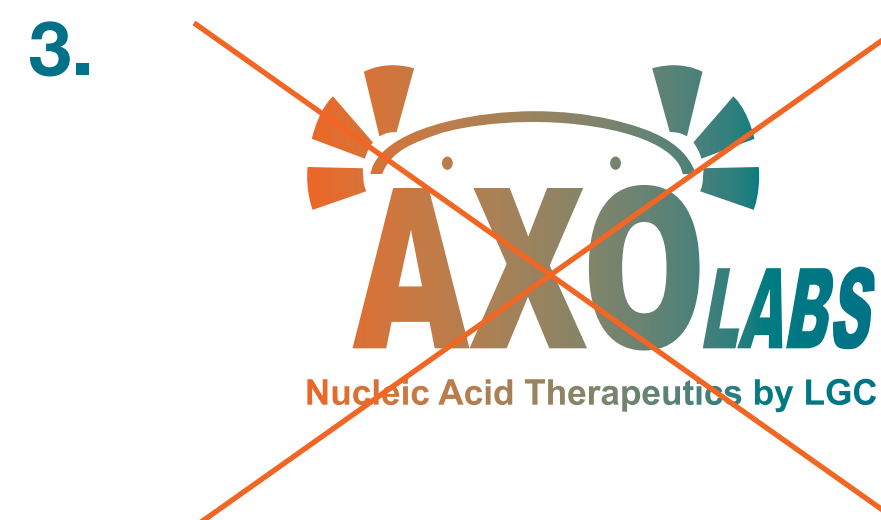


**Full spectrum of
services supporting
synthetic RNA
therapeutics**

Our logo don'ts

The Axolabs logo should always be used in its approved format. It must never be modified. Altering the logo weakens the integrity and consistency of the brand. Here are examples of what not to do with the logo.

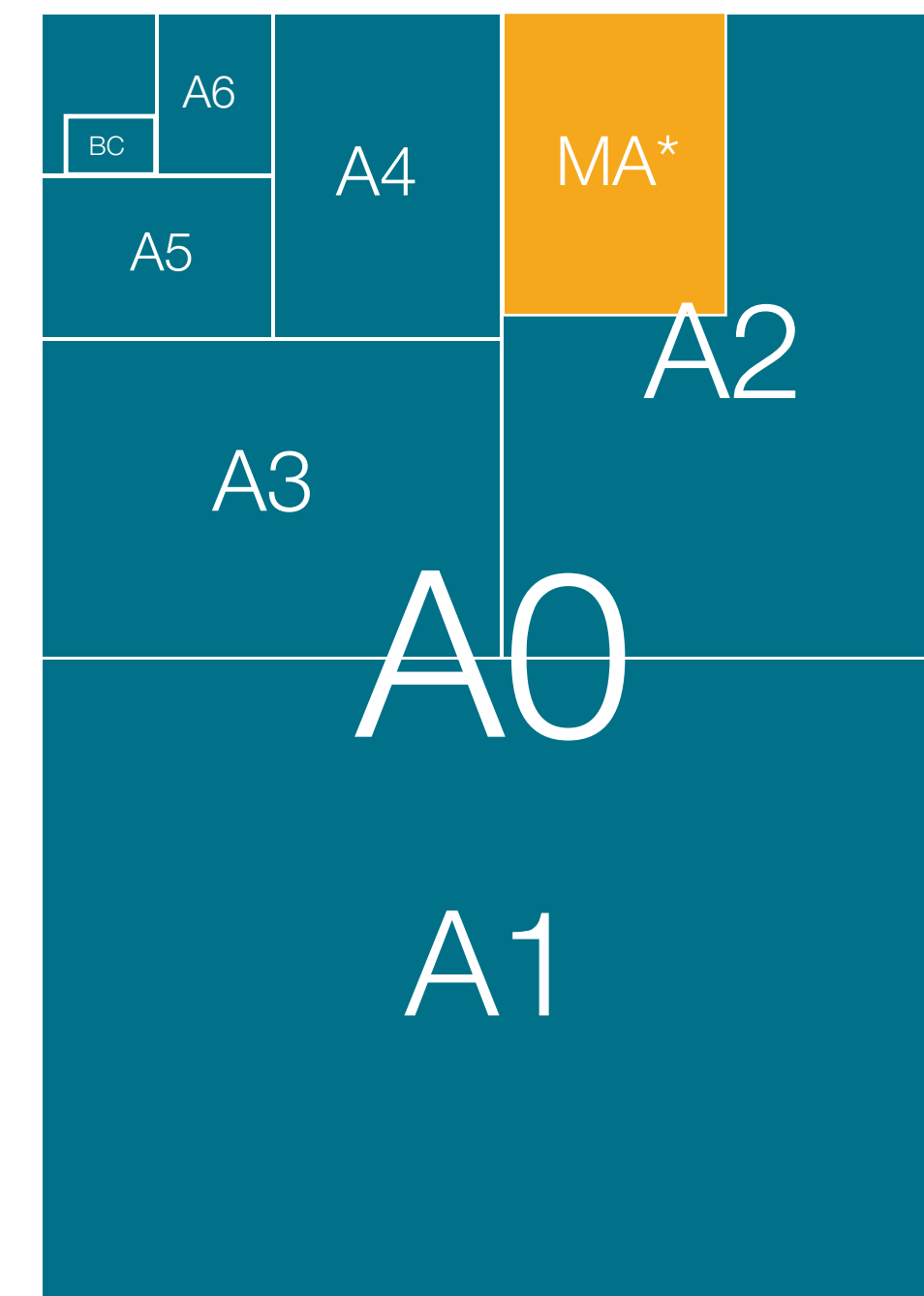
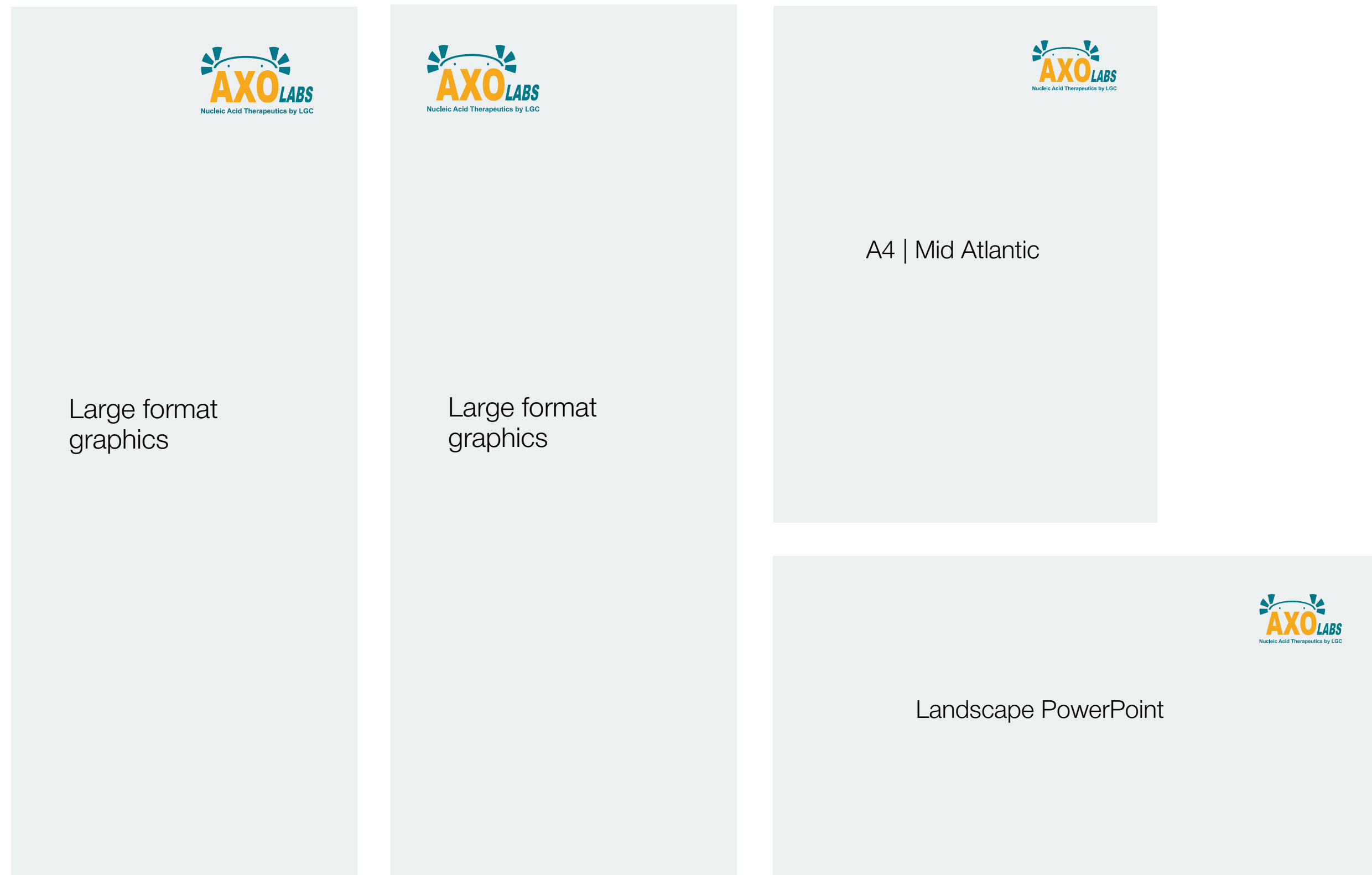
1. Do not stretch or distort the logo.
2. Do not use the logo on clashing colours or complicated backgrounds where it becomes illegible.
3. Do not use the Axolabs logo in other colours or gradients that have not been specified in this book.
4. Do not use the logo as a pattern.
5. Do not change or add additional straplines/taglines to the logo.
6. Do not use the logo in a sentence.



Positioning our logo

The logo with strapline should always be placed on the right or left hand side of the document, either in the top left or right corner.

Examples below



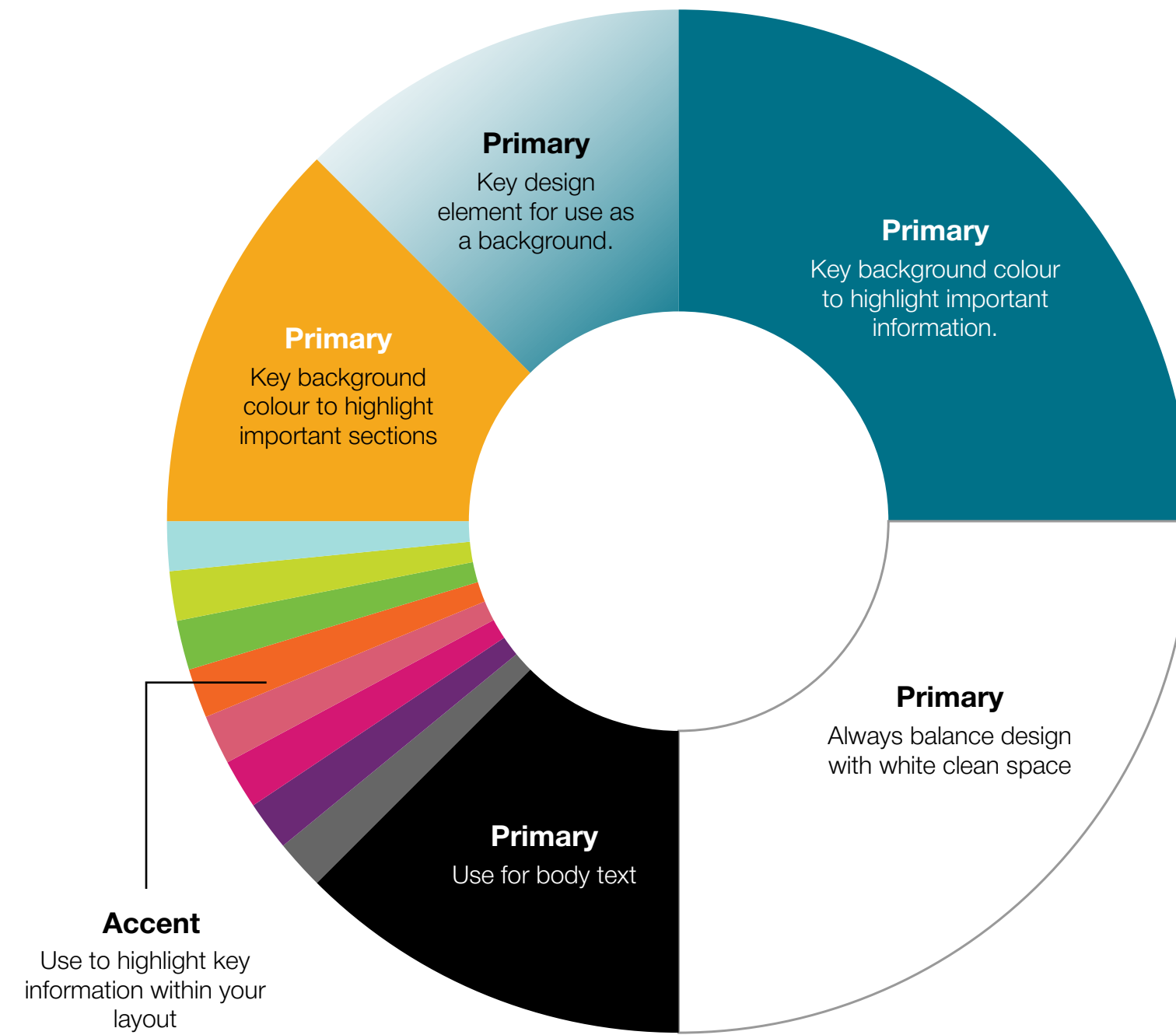
BC = Business Card
MA = Mid Atlantic

Our colour palette and usage

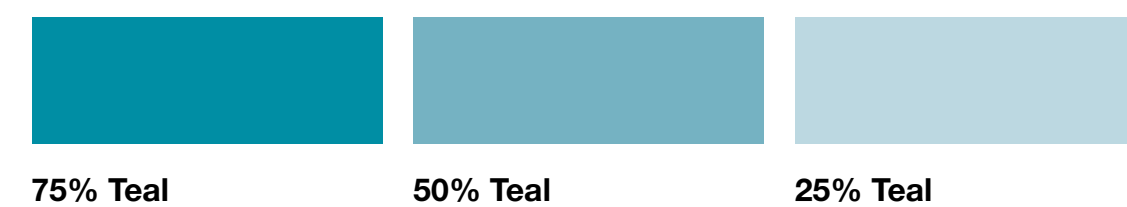
Our primary colour is teal and should always be the dominant colour on any page. A gradient teal to white helps to emphasise energy and depth to any background page.

Our accent colours are pivotal in highlighting our visual brand identity as seen on page 16, the colours weave through the dynamic DNA helix structure, merging into our PRISM and bursting forth in a vibrant display of light and colour. The colours should be used sparingly as highlights.

The colour wheel to the right indicates the ratio of colour usage on a page.



Tints



Primary



Teal
HEX – 00788a
RGB – 0.120.138
CMYK – 100.0.24.38
PANTONE – 3155C

Sand yellow
HEX – f7a800
RGB – 247.168.0
CMYK – 2.38.100.0
PANTONE – 130C

White 100%

Black 100%



Teal
HEX – 00788a
RGB – 0.120.138
CMYK – 100.0.24.38
PANTONE – 3155C

White

Accent



Sky blue
HEX – 65cbc9
RGB – 101.203.201
CMYK – 56.0.25.0
PANTONE – 325C

Lime green
HEX – c4d600
RGB – 196.214.0
CMYK – 28.1.100.0
PANTONE – 382C

Green
HEX – 77bc1f
RGB – 119.188.31
CMYK – 59.2.100.0
PANTONE – 368C

Orange
HEX – ff671b
RGB – 255.103.27
CMYK – 0.74.98.0
PANTONE – 165C



Skin pink
HEX – d85c72
RGB – 216.92.114
CMYK – 11.79.41.0
PANTONE – 702C

Magenta
HEX – d7006d
RGB – 215.0.109
CMYK – 11.100.30.0
PANTONE – 226

Purple
HEX – 6b1e74
RGB – 107.30.116
CMYK – 70.100.20.7
PANTONE – 259C

60% Black

Our typefaces

Helvetica Neue is our primary typeface and should be used in all professionally designed materials that are delivered in PDF or print. It enables you to communicate simply without distracting from your message.

For further information, please contact
kelley.tolliss@lgcgroup.com

PRINT/PROMOTIONAL DIGITAL

HELVETICA NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

HELVETICA NEUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

PRESENTATIONS/IN HOUSE

ARIAL NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL NEUE BOLD

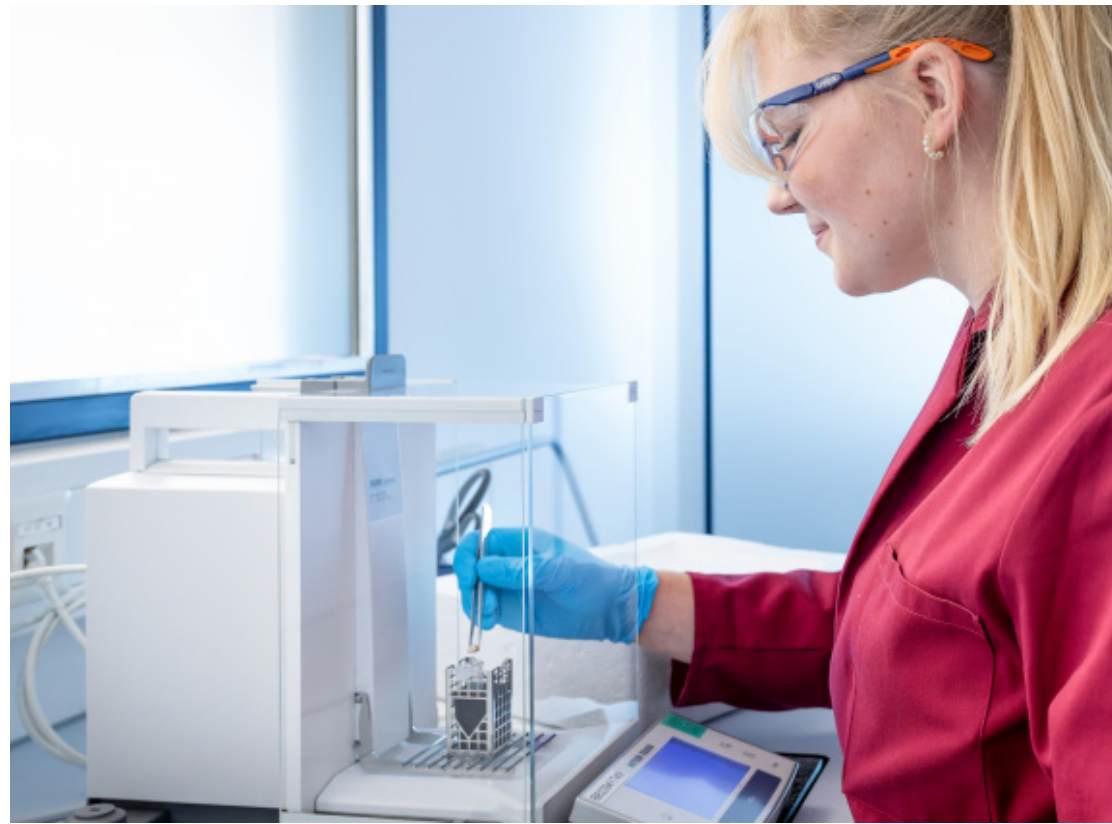
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

ALTERNATIVE SYSTEM FONT

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Our photography



Imagery chosen for communications should be representative of our expertise and professionalism.

Our labs should always be shown as cutting-edge and compliant, a place where clients are confident their projects are in good hands.

'Big picture', bright, positive and inspirational – it should carry the organisation forward to a positioning of human partnership.

Images should be full of colour and always show people in some context.

Always check copyright before using images.

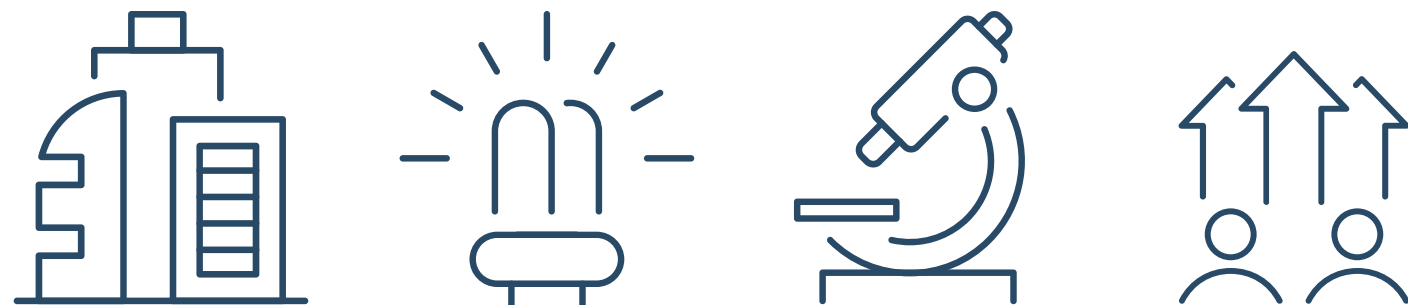
No images to be reproduced directly from this document.

For a selection of images or to check if suitable contact kelley.tolliss@lgcgroup.com

Our icons

Icons are useful to support and punctuate scientific storytelling, however you should use them thoughtfully as part of the narrative rather than simply decoration.

PRINT/PROMOTIONAL DIGITAL



There are over 200 icons, set up in png and svg formats. They are organised into the following groups: Technology, Buildings, Environment, Finance, Marketing, People, Science.



To be carbon net zero by 2050



To be carbon net zero by 2050

Icons should be used to complement key information or stats.

WHITE



Layouts

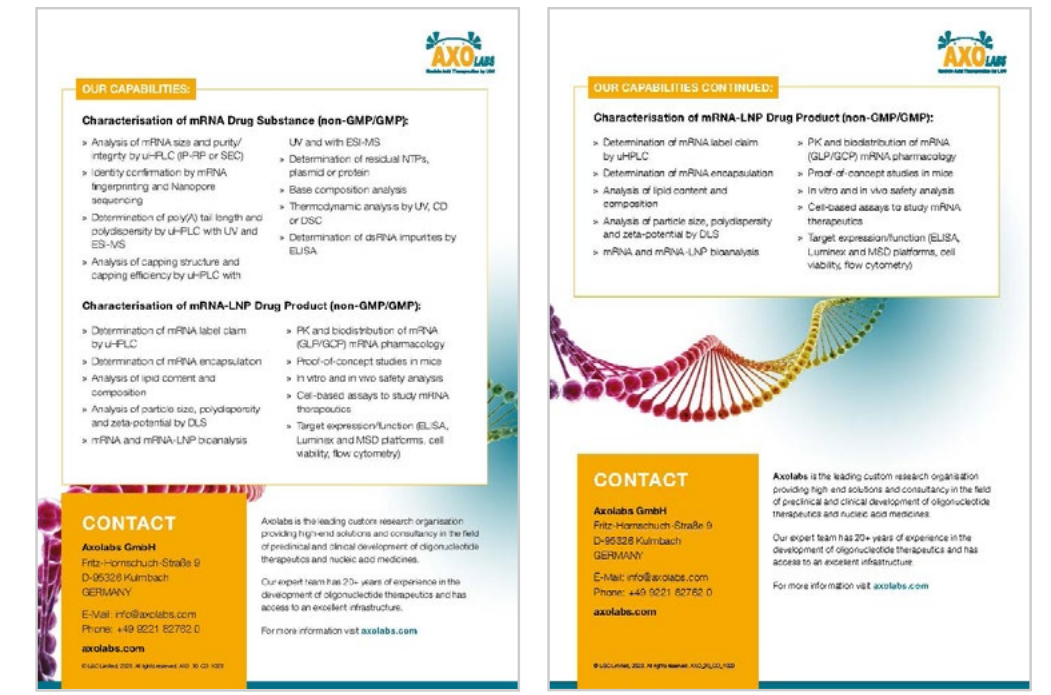
FRONT AND BACK FLYER LAYOUTS



Layout 1 Full and half page cover image use



Layout 2 Selection of images with large formatted text



Layout 3 Back page and contact page layouts



PULL UP BANNER



LARGE FORMAT GRAPHICS REPRESENTING VISUAL IDENTITY



BROCHURE

Graphics and illustrations

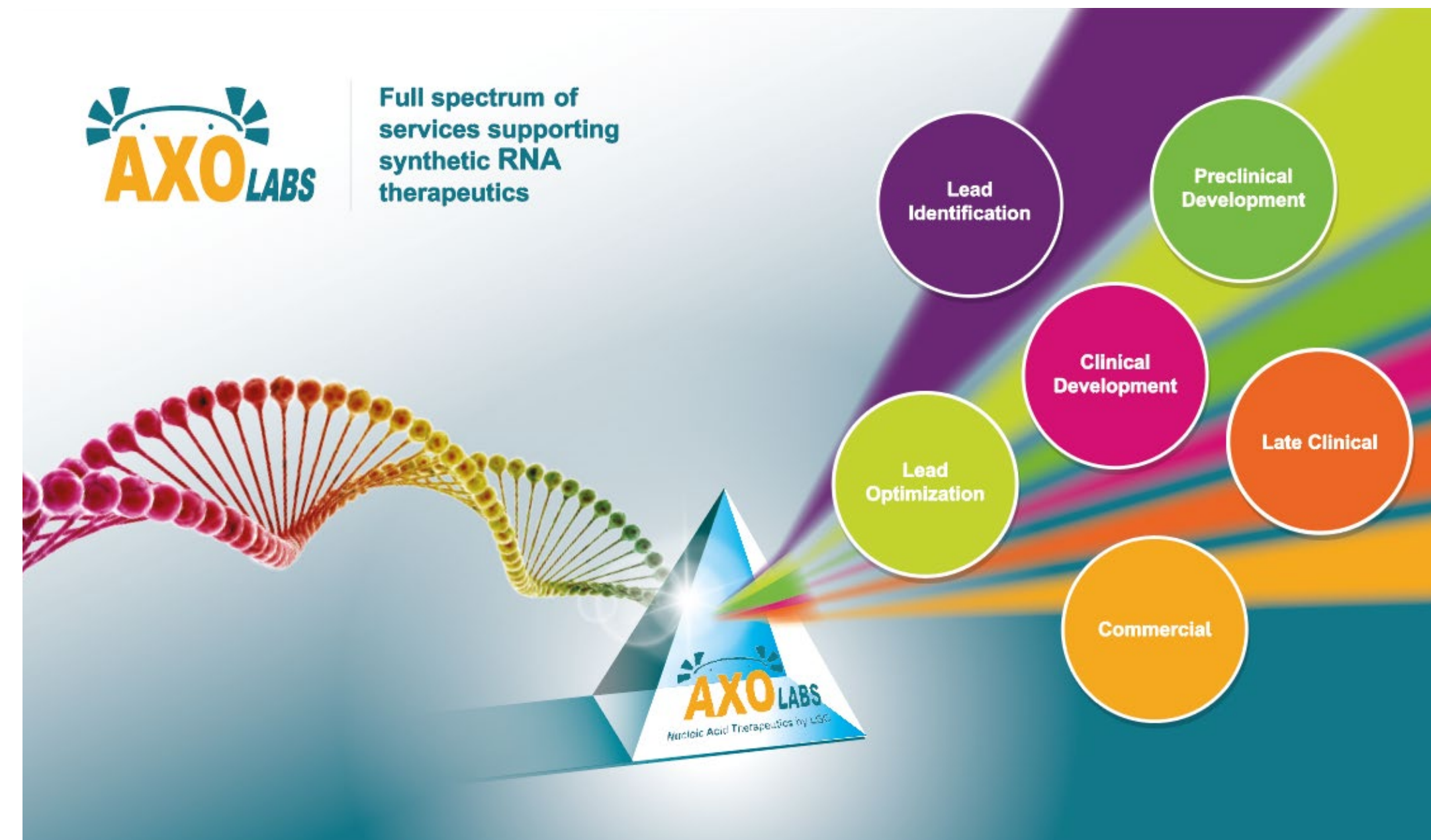
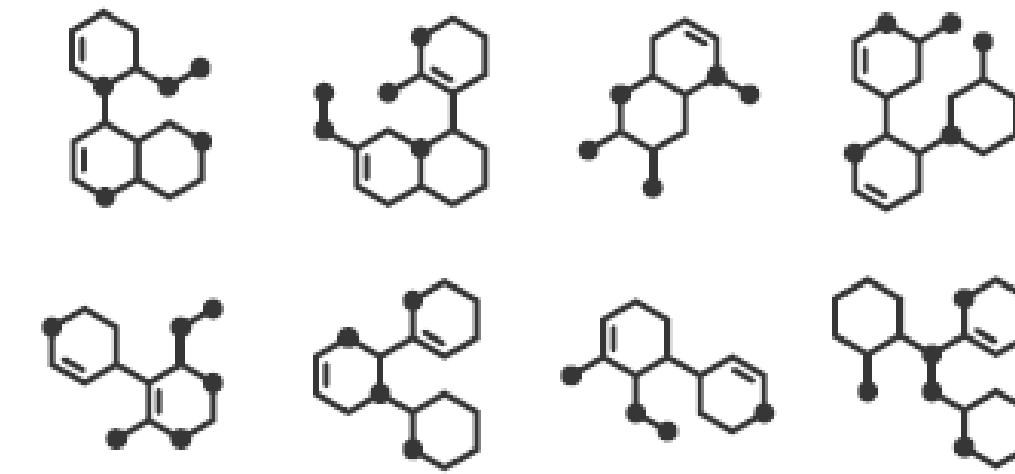
Images that help illustrate a topic, idea or process that would otherwise be difficult or impossible to photograph.

Oligo sequences and molecular structure are good examples. Select accurate, tasteful representations of your selected topic ensuring it aligns with the Axolabs brand.

3D graphics should be detailed with complimentary colours and realistic lighting that doesn't suggest sci-fi.

2D illustrations should be clean, flat and minimal - they should compliment the Axolabs colours and iconography.

Where possible, colours should be changed to match those of the Axolabs palette.



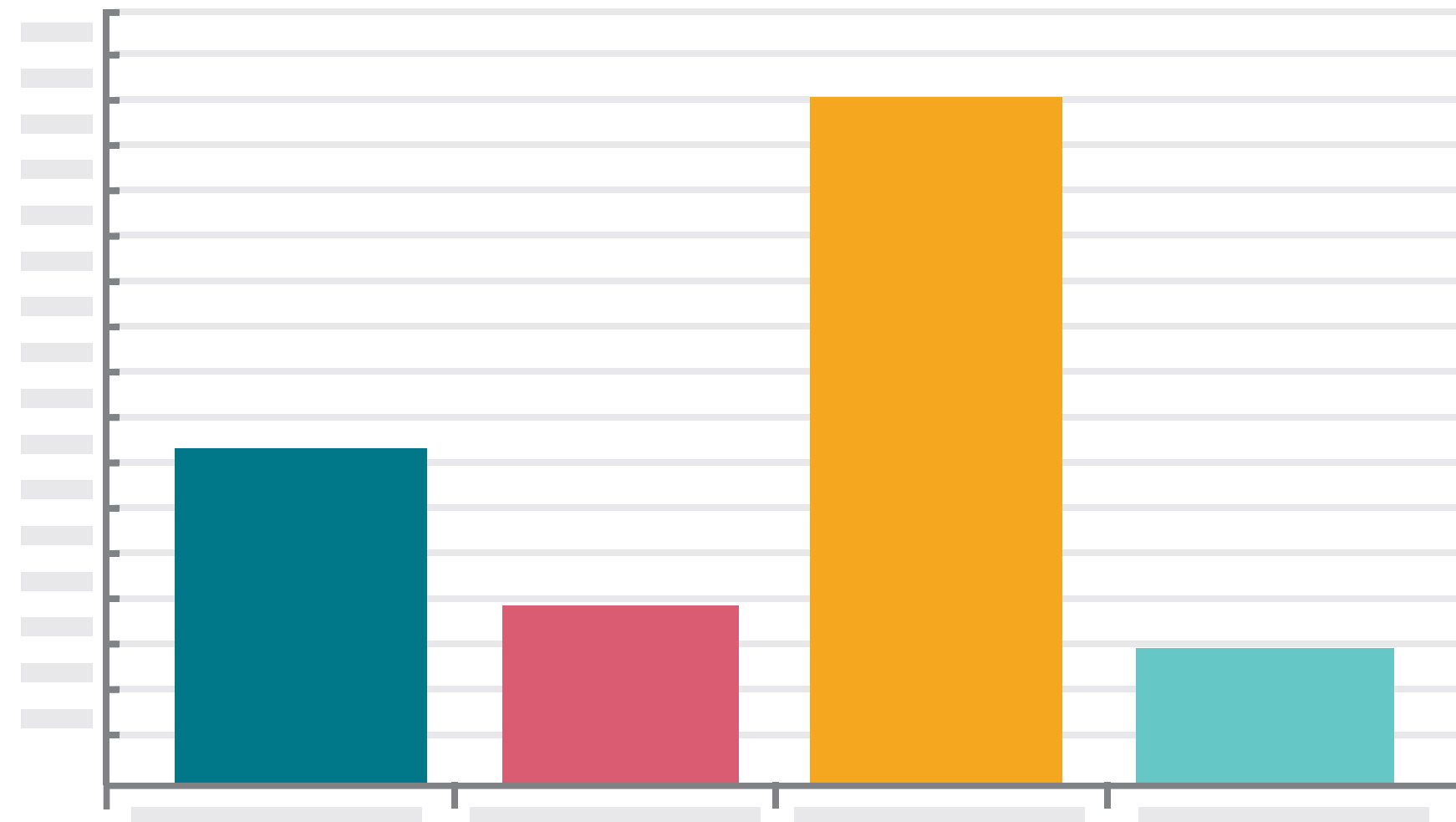
Charts and graphs

Visualisation of data

Presentation of data should be as simple and uncluttered as possible.

Whenever presenting data on behalf of the Axolabs brand, the full colour palette should be considered.

When presenting competitive data, the competitor colour should be used. We do not use our colour palette to represent competitor data.



Bar charts will be created in Microsoft programmes in the most part; therefore we add our colour palette and gradients to soften the look and feel.



Pie charts should appear as doughnuts and not solid circles.

PowerPoint slide chart style varies on template.

Common rules

At Axolabs we use a lot of abbreviations, numbers, scientific data and mathematical icons. To keep consistency a guide is shown on this page. Some of the most common rules are:

- Always refer to Axolabs as the company name in all marketing or sales material, never 'the Axolabs'.
- Axolabs should always be referred to as 'we' not 'it'; for example: 'We recently worked with a number of organisations'.
- Axolabs does not use capitals except for proper names or job titles.
- Axolabs should always be written with capital A and lower case for remaining letters.

Examples of how Axolabs should not be written:

- » AXOLabs
- » AXOlabs
- » AxoLabs

1-2 hours - no space

170 x 68.5 x 65 - spaces between number and x

1/2 and/or - no space

>1 - no space

PhD and Dr - no punctuation

5% - no space

35 mm - space

78 rpm - space

100 mph - space

£7k - no space

£70m - no space