

1.9

Guidelines

How To Use These Guidelines

Brand Hierarchy

Corporate Logos

Product Logos

Logo Hierarchy

Brand Color Palette

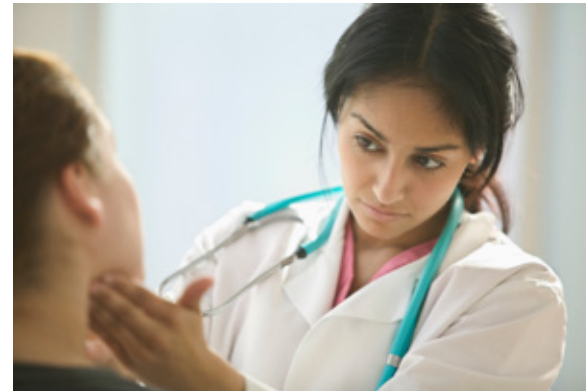
Typeface

Graphic Elements

Photography

Photography – Sample Hierarchy

Brand Communication



Dominant



Secondary

When communicating the overall Asuragen brand, Brand Hero photography should be the most prominent imagery with Lab/Research photography adding further visual interest.

Product Communication



Dominant



Detail

Secondary

For communications about a specific Asuragen product, Brand Hero photography can be used as secondary imagery allowing the product hero image to be dominant. Lab/Research photography adds graphic depth and information.

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Photography

Photography – Sample Hierarchy – Continued

IVD Product Communication



Dominant



Secondary



Detail

Patients may be featured in hero imagery for IVD product communications.

Research Use Only Product Communication



Dominant



Secondary



Detail

Patients should never be shown in RUO product communications, focusing instead on scientists, doctors, research and product specific imagery.