

1.8

Guidelines

How To Use These Guidelines

Brand Hierarchy

Corporate Logos

Product Logos

Logo Hierarchy

Brand Color Palette

Typeface

Graphic Elements

Photography

Graphic Elements – Iconography

Asuragen icons help represent core ideas and create visual indicators for content. The icon style blends the blue and orange colors to create compelling and consistent iconography. All icons should visually represent what they are communicating rather than being completely conceptual in nature.

Portfolio Icons



Genetics



Oncology



Companion Diagnostics



Custom Regents

Extended Icons



KOL Engagement



Reimbursement Planning



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Exploration



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Analysis



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Graphic Elements – Full Icon Library And Usage Guidelines

Engaging icons help Asuragen effectively communicate big ideas, critical details and important content. The full library of icons provides a wide variety of options. Two-color icons should be used on white backgrounds. One-color icons should be placed on colored backgrounds to make the most visual impact. When placing an icon on photography, use 70% opacity.

One Color



Two Colors



Circle



Reversed



Full Icon Library



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Graphic Elements – Icon Application

Branded icons in-use on the Asuragen website.

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