1.3

Guidelines

Corporate Logo

The corporate logo provides the foundation for the Asuragen visual brand identity. It's paramount that it be used consistently throughout all communications. By doing so, the brand becomes more prominent and recognizable to our target audience and its strength and endurance are reinforced. However, when brand guidelines aren't followed, the integrity of the brand is weakened.

Alternate Corporate Logo

The corporate logo is available in horizontal format for specific scenarios where the preferred vertical logo would become too small and lose its visual dominance. Some examples could include banner web ads, small handout cards, or horizontal print ads with minimal height.

Meaning

The Asuragen logo is based on the fact that our brand is inspired by patients and informed by science. The blue and orange ribbon is a graphic representation of an RNA strand to show the depth of our expertise and perception on a scientific level. However, the soft curves and sweeping lines reveal a compassionate side, communicating how Asuragen is an approachable and adaptive partner.

⬇ Download Assets

Logo Color Options

As our most recognizable and powerful visual assets, the Asuragen logo is critical in bringing consistent awareness to our brand, our credibility, and our goal to find better answers. Various color options ensure that the logo can be used effectively in any visual application.

Corporate Logo

Alternate Corporate Logo

Full-Color Logo (Preferred)

The full-color version of the Asuragen logo helps bring our brand to life. This is the preferred version, helping increase brand recognition and enhance the way our company is perceived.

One-Color Logo (Alternate)

The one-color logo option allows for brand consistency in applications where full-color printing isn't available, or in certain small-scale or discrete applications.

Reversed Logo

The reversed logo is for use only on black backgrounds or other approved solid colors.

Standard Logo Sizes

By using our logo in predetermined sizes throughout all communications, we are able to establish a consistent and cohesive look and feel for the brand. When sizing the Asuragen logo, always do so as a whole. NEVER size elements of the logo separately.

Corporate Logo

Alternate Corporate Logo

2"

8.5" x 11" brochure covers
Letterhead
Memo
Fax cover sheet
News release

1.625"

Business card

1"

Minimum size
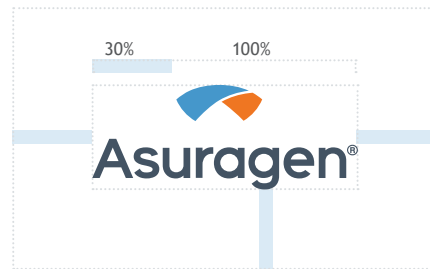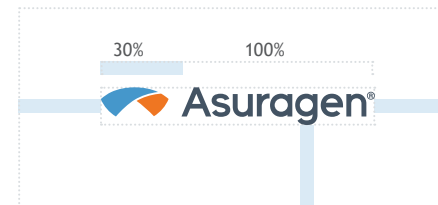
Logo Protection Area

As one of the most important visual elements of our brand, the Asuragen logo should always be surrounded by ample white space. Below is the minimum required protection area for the logo, ensuring that it remains clear, readable and recognizable in all communications.

Corporate Logo

Alternate Corporate Logo

The protection area is based on the capital "A" from the alternate corporate logo. Clear space of at least two As together must be maintained in all applications.

The protection area can also be created using clear space that equals 30% of the alternate corporate logo width on every side of the logo.

Asuragen logo files are available to download with built in protection areas.

⬇ Download Assets

1.3

Guidelines

Improper Logo Use

In order to protect its visual integrity, as well as its legal standing, the Asuragen logo must not be changed in any way. This is non-negotiable regardless of how small or well-intended a change might be.

Do not squash or stretch the logo unproportionately.

Do not place the logo on distracting backgrounds.

Do not place the full-color logo on solid backgrounds or low contrast photography.

Do not reproduce the logo in unauthorized colors.

Do not use special effects such as drop shadows.

Do not lock-up promotional slogans to the logo.

Do not use unauthorized artwork for reproduction, e.g. photocopied artwork or internet downloads.

Do not use gradients on the logo.

Product Logo And Sub-name Relationship

In product logos, the sub-name appears in bold type and bold italic type depending on the specific nature of the sub-name. Maintaining the appropriate size and spacing relationship is critical to legibility and brand hierarchy.

Product Logo Build

The height of the product name type represents "X." The space between the product name and its sub-name is half of X. The height of the sub-name is half of X.

Research Use Only Product Logo

IVD Product Logo

ProductX®
Technology + *Gene Target* + Kit

ProductX®
Disease + Purpose + Kit

Follow the above naming conventions for the appropriate products. The Asuragen brand team is responsible for final approval of all product names.

Logo Color

Product logos utilize a single secondary color as an accent color. The color is determined based on product associations. Consult the Asuragen brand team before selecting a product logo color.

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Guidelines

Product Logo Protection Area

Asuragen product and sub-name logos should always be surrounded by ample white space. Below is the minimum required protection area for the product and sub-name logo, ensuring that it remains clear, readable and recognizable in all communications.

Protection Area

The protection area is based on the initial capital letter of the product and sub-name logo. Clear space of at least two capital letters together must be maintained in all applications.

The protection area can also be created using clear space that equals 20% of the logo width on every side of the logo.

ProductX®
Technology + *Gene Target* + Kit

20%   100%

ProductX®
Technology + *Gene Target* + Kit

Asuragen logo files are available to download with built in protection areas.

⬇ Download Assets

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Guidelines

Approved Product Logo Sets

Below are the approved product and sub-name logos. The most up-to-date list of approved logos can be found in the asset folder by clicking the link at the bottom of the page.

AmplideX®
PCR/CE *FMR1* Reporter

AmplideX®
mPCR *FMR1* Kit

AmplideX®
PCR/CE *FMR1* Kit

AmplideX®
FMR1 Controls

AmplideX®
PCR/CE *C9orf72* Kit

AmplideX®
PCR/CE *TOMM40* Kit

QuantideX®
qPCR BCR-ABL IS Kit

QuantideX®
qPCR DNA QC Assay

QuantideX®
NGS Pan Cancer Kit

QuantideX®
NGS RNA Lung Cancer Kit

⬇ Download Assets