

## Guidelines

How To Use These Guidelines

Brand Hierarchy

Corporate Logos

Product Logos

Logo Hierarchy

Brand Color Palette

Typeface

Graphic Elements

**Photography**

## Photography

A dedicated team of scientists, researchers and experts. A company focused on bringing meaningful solutions to patients, families and communities. These are the ideas—and emotional connections—that are made through the Asuragen photograph library. The rich and engaging photos provide the flexibility to communicate big concepts, grab attention or emphasize details.

### Hero Imagery

Focused on scientists and doctors focused on their work—whether speaking to a patient or researching new solutions—these powerful images convey credibility, ambition and relevance, while highlighting the people delivering solutions. Hero images should be used on covers, landing pages and other communications using large graphics.

### Lab/Research Imagery

Science, innovation and expertise are at the heart of everything Asuragen does. These photographs represent those ideas through interesting photography of lab equipment, scientific discoveries, researchers at work and more. Lab/Research images help create greater energy, depth and interest.

### Product Specific Imagery

These photographs show specific details about Asuragen products and the solutions they provide. Interesting angles and close-ups capture the complexity and precision of our products in an engaging way, helping create background textures and visual depth.

# 1.9

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## Photography – Hero Imagery

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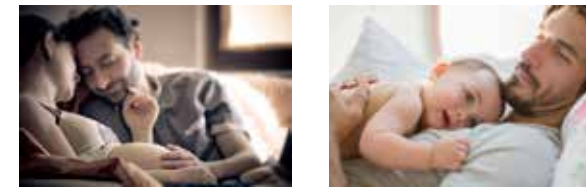
### Brand Hero

Used for communications about the Asuragen brand as a whole.



### Genetics Hero

Used for communications specifically about our genetics focus.



### Oncology Hero

Used for communications specifically about our oncology focus.



### Custom Diagnostics Hero

Used for communications specifically about our custom diagnostics focus.



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## Photography – Lab/Research Imagery

### Workflow

These images show the equipment, precision and detail in all that Asuragen does.



### People

Images that show the scientists hard at work, dedicated to finding better solutions.

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## Photography – Product Specific Imagery

Images that provide visual reference for our specific products.

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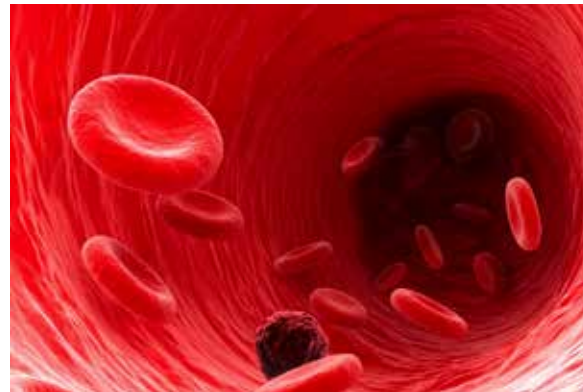
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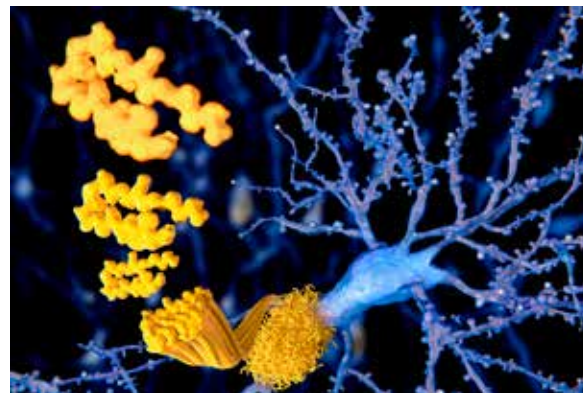
Graphic Elements

**Photography**

**ONCOLOGY-BCR-ABL**



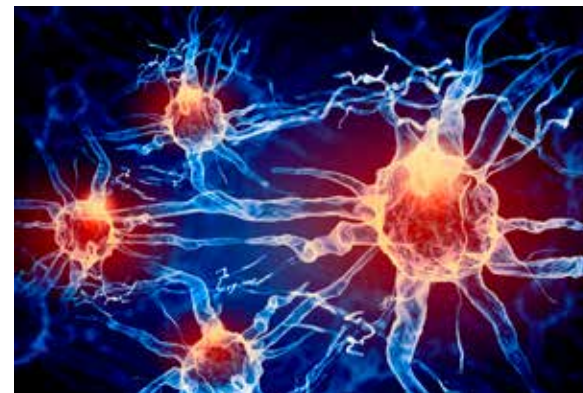
**AmplideX *TOMM40***



**GENETICS-High Homology**



**AmplideX *C9orf72***



**GENETICS-Fragile X**



**QuantideX RNA Lung Cancer**

