

# 1.2

## Guidelines

How To Use These Guidelines

**Brand Hierarchy**

Corporate Logos

Product Logos

Logo Hierarchy

Brand Color Palette

Typeface

Graphic Elements

Photography

## Brand Hierarchy

As Asuragen grows, evolves and communicates with even more audiences, understanding our brand hierarchy is critical for maintaining and strengthening our identity. Our company consists of the following tiers:

### Corporate

Asuragen corporate brand encompasses our brand families and their products.

### Brand Family

Asuragen currently consists of two families: Genetics and Oncology.

### Products

Currently, Asuragen Genetics encompasses the range of AmplideX products and Asuragen Oncology encompasses the range of QuantideX products.

