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Graphic Elements — Asuragen Mark

The Asuragen Mark is a large graphic element based on the "ribbon" in the Asuragen logo. This element brings a sense of energy, motion and ongoing innovation to communication materials. The mix of curves, colors and imagery add visual depth and texture, helping give context to content and add emotion to layouts.
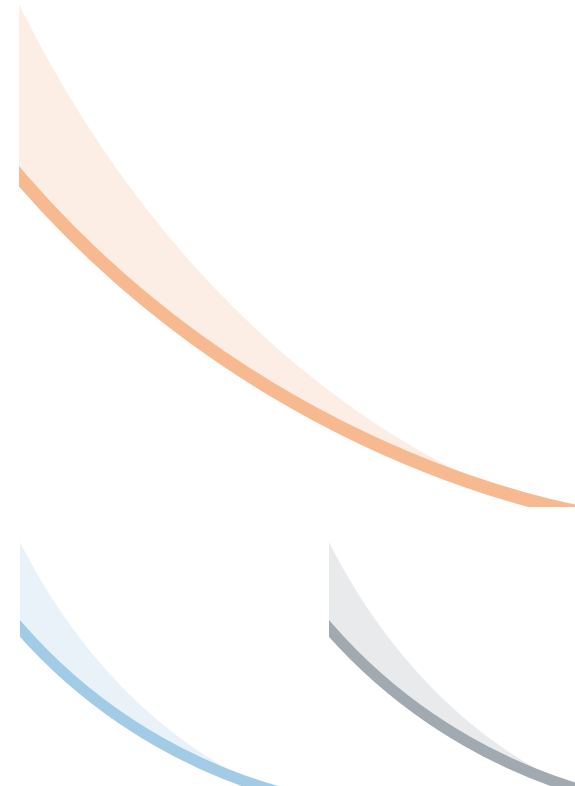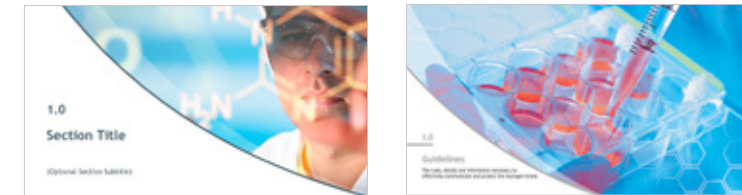
Examples

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Guidelines

Graphic Elements — Curve Accent

The curve accent creates a way to add visual interest, create separation between elements on a page, and draw the eye to important content. The curve consists of a thick outline in an Asuragen brand color enhanced by a low opacity "swoosh" that adds depth or accents imagery.

Examples

Rules

Line element must have a stroke weight of 5pts.

Must be anchored to the bottom of the page. Can bleed to the right or the left.

Curve shape can be filled with white space or an abstract photo.

Curve accent fill must be in the same color as its stroke if it against a white background. Curve accent fill must be at a 12% opacity in all instances.

If the accent is used on top of a photo or color, the curve accent must have a white fill.

Curve may be scaled but the arc can not be altered.

⬇ Download Assets

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Guidelines

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 Reagents

Extended Icons

KOL Engagement

Reimbursement Planning

Download

Exploration

Enabling Technologies

Commercial Marketing Readiness

Analysis

Health Economic Outcome Research

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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.

Guidelines

How To Use These Guidelines

Brand Hierarchy

Corporate Logos

Product Logos

Logo Hierarchy

Brand Color Palette

Typeface

Graphic Elements

Photography