



## **Corporate Design and Brand Guidelines**

## Trademark Guidelines

As a rule, use trademark symbols (registered or otherwise) one time in the copy, preferably in introductory content, i.e. not in the header. Leave it out on all subsequent references to the mark.

Atlas Antibodies' marketing collateral should include a footer:

*Atlas Antibodies logo, Triple A Polyclonals, PrecisA Monoclonals, PrEST Antigen and QPrEST are trademarks or registered trademarks of Atlas Antibodies AB. All other trademarks are the property of their respective owners. Products are for research use only. Not for use in diagnostic procedures. © Atlas Antibodies AB 20XX.*

### ***Proper trademark use***

#### **Dos**

- Do use the trademarks as an adjective, i.e. a trademark should be followed by the common descriptive name (noun) of the product it modifies, e.g. NIKE® **running shoes**. This should be done at least the first time the trademark appears in printed/digital material
- Do use the mark exactly as it appears in Atlas Antibodies' registration, i.e. Triple A Polyclonals™, PrecisA Monoclonals™ and PrEST Antigen™
- Do use trademarks consistently on the website, marketing material, when advertising etc.
- Do use the "TM" symbol for unregistered trademarks

#### **Don'ts**

- Don't use a trademark as a noun, i.e., a bowl of Cheerios®
  - Don't use a trademark in the possessive, unless the mark itself is possessive, i.e., McDonald's®
  - Don't pluralize a trademark - you eat Hershey® chocolate bars, not Hersheys
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## Design guidelines

### *The company logotype*

The Atlas Antibodies logotype is the main brand identity for the company and should be used in all official company communication such as letterheads and press releases, and all promotion materials related to the company and not specific product families. The logo has been designed to communicate the three brand pillars – Human – Swedish – Quality.

Any modification of the logo in form, colour or proportion would alter the appearance and so impair the brand, i.e.:

- Do not manipulate, condense, or change the orientation or color of the logo in any way
- Do not attempt to recreate the logo with a standard typeface
- Avoid using the “Atlas figure” icon on its own

The logotype is available in EPS, JPG and PNG format.

The preferred use of the company logo is in blue (PANTONE 638) on white. Other possible usages of the logo are solid black on white and solid white on black. In addition, the logo can be printed on silver materials or glass.



Always maintain the minimum protective space around the company logo to maintain visual clarity and to provide maximum impact.



## ***The Triple A brand/stamp***

The Human Protein Atlas project created an expression map of the complete human proteome. During the process, highly specific premium antibodies were developed to all protein-coding human genes, and protein profiling established in a multitude of tissues and cells. These antibodies are made available through Atlas Antibodies as Triple A Polyclonals (Atlas Antibodies Advanced Polyclonals).

The brand essence is “an advanced class of antibodies”.

The Triple A stamp is used in marketing material related to the Triple A product line. The abbreviation “AAA Polyclonals” is only used for the stamp, never in copy.

The preferred use of the Triple A stamp is white on blue, or blue on white. Other possible usages of the stamp are solid black on white and solid white on black.



## ***The Precisa Monoclonals brand/stamp***

Precisa Monoclonals is a product brand name under the Atlas Antibodies company brand. It is the brand name for all monoclonal antibody products.

The brand essence is “precise, accurate and targeted”.

The Precisa Monoclonals stamp is used in marketing material related to the Precisa Monoclonals product line. Precisa Monoclonals should always be written with capital “P”, “A”, and “M” and the remaining letters in lower case.

The preferred use of the Precisa Monoclonals stamp is purple (PANTONE 526) on white, or white on purple. Other possible usages of the stamp are in black and white.



***Prest Antigen brand/logotype***

PrEST Antigen is a product brand under the Atlas Antibodies company brand. We are communicating the brand as a supportive product line for our antibodies (Triple A Polyclonals and PrecisA Monoclonals).

PrEST Antigen should always be written with capital “P”, “EST”, and “A” and the remaining letters in lower case.

The preferred use of the PrEST Antigens logo is blue (PANTONE 2756) on white. Other possible usages of logo are in black and white (black/white printing).

## PrEST Antigens

Always maintain the minimum protective space around the logo to maintain visual clarity and to provide maximum impact.



## Company colors

The primary company color is the “Atlas Antibodies Blue” (PANTONE 638). “PANTONE 7718 Green” is the primary color for the proteomics business area. All other colors are secondary colors. Consistent use of the company colors will ensure consistency of the brands across all mediums.

<b>Pantone 638</b> CMYK 80-0-10-0 RGB 0-173-216	<b>Pantone 7718</b> CMYK 85-31-49-19 RGB 0-116-117	<b>Pantone 1655</b> CMYK 0-72-94-0 RGB 255-131-0	<b>Pantone 526</b>	<b>Pantone 2756</b>
CMYK 0-0-0-10 RGB 230-230-230 HEX E6E6E6	CMYK 0-0-0-30 RGB 179-179-179 HEX B3B3B3	CMYK 0-0-0-50 RGB 128-128-128 HEX 808080	CMYK 0-0-0-70 RGB 112-113-115 HEX 707173	CMYK0-0-0-90 RGB 26-26-26 HEX 1A1A1A
CMYK 0-0-0-20 RGB 204-204-204 HEX CCCCCC	CMYK 0-0-0-40 RGB 159-159-159 HEX 999999	CMYK 0-0-0-60 RGB 102-102-102 HEX 666666	CMYK 0-0-0-80 RGB 51-51-51 HEX 333333	

**Note:** Pantone 526 is only used for the Precisa Monoclonals stamp, and Pantone 2756 is only used for the PrEST Antigen stamp.

**Use of key and secondary colors:** “Atlas Blue” and “Atlas Green” and are to be used as the dominant colors on items such as brochure covers, etc. Secondary colors are used to accent specific features or texts.

## ***Company fonts***

Typography is a strong extension of our company brands' personalities and plays a key role in creating a consistent look for Atlas Antibodies across all communications and promotional materials. Ensure that font sizes used are easily readable for the audience and use size and weight (boldness) to create contrast. It is highly recommended to use bold text sparingly to have the desired effect.

Printed material:

- Printed materials refer to items such as brochures, white papers, application notes, posters, booths or flyers.
- Franklin Gothic Extra, Condensed BT is used for headings in printed material.
- Body texts are in Arial. Quotes or highlighted text is in Garamond.
- Franklin Gothic Extra Condensed and Garamond are used for print ads.

Electronic material:

- Open Sans is the preferred font for electronic material, such as e-Newsletters. Arial is used if Open Sans is not available.
- Arial is used for Microsoft applications, such as PowerPoint.
- Arial and Times New Roman are used for internal communication and documents.
- Franklin Gothic Extra Condensed and Garamond are used for digital ads.

Atlas Antibodies' website:

- Website headings and introductory texts are Franklin Gothic Book Compressed.
- Body text and smaller headlines are Open Sans.
- Garamond and Arial Rounded are used occasionally for smaller graphics and numbering.
- Blog headings and body text is Open Sans.
- Text in images is Franklin Gothic Extra Condensed (Short copy, headlines) and Open Sans (or Garamond).

## ***Visual style and use of images***

Whether it's on our website, in a presentation or in materials given out at a conference, it is often appropriate to use images to complement our marketing and communications materials. Like the written tone of voice, our brand personality should be evident and consistent in the use of images.

For example:

- Show authenticity and expertise through images of people
  - Wherever possible, use images of humans or images containing humans. If the people in the picture are in a laboratory or scientific setting, we should ensure the actions they are carrying out are relevant and being done correctly. For example, do not show images of doctors or people in medical settings.
- Consistent use of the company brand guidelines (colors, font, format, etc...)
  - More information on these guidelines can be found in this document.
- Avoid misleading and "bad" pictures
  - For example, do not show images where people look bored or unhappy. If photographing a company event or at a conference, do not share images of people drinking alcohol or otherwise behaving unprofessionally.
- Stick to a color palette where possible
  - Where possible, use images that contain the Atlas Antibodies colors.

## Illustrations, infographics and symbols

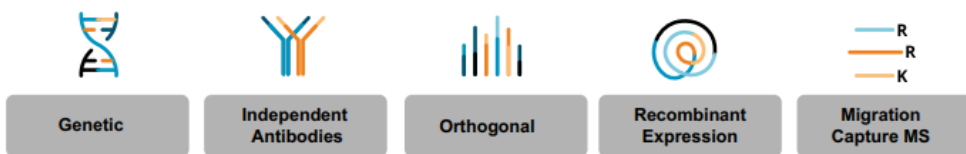
Atlas Antibodies' illustration style is simple and clean. Subtle gradients can be used to help images pop. Data visualization is all about clarity and simplicity. Don't present too much information in any given graph, and always seek to provide valuable insights and clear storytelling.

### Enhanced Validation Symbols

Atlas Antibodies provides highly characterized antibodies further strengthened by enhanced validation. The validation principles are based on the five methods described by the International Working Group for Antibody Validation:

- Genetic validation
  - Target confirmed by siRNA knock-down
- Orthogonal validation
  - Specificity confirmed by a non-antibody based method
- Independent antibody validation
  - Specificity confirmed by another antibody targeting a different epitope of the protein
- Recombinant expression validation
  - Target confirmed by an overexpressed version of the protein
- Migration Capture MS validation:
  - Presence of target verified by Mass Spectrometry

Each validation method is represented by a symbol:



The symbols can be used individually or combined as shown in the infographics example below.

