



Brand Identity Standards Guide »

Improving Detection. Improving Lives.



Angenics Research uses cutting edge technology to detect chronic diseases in patients using a variety of advanced blood tests.

Our tests are easily obtained and available for all patients, young and old.



Vertical & Horizontal Logo

The new identity can be configured vertically (primary logo) or horizontally (secondary logo). Each logo is made up of two components: the symbol and the typography. The logos are the most important elements of the new identity system and are carefully designed to create a balanced configuration. It is important to apply these properly and consistently across all media to maintain a unified brand image.



SECONDARY

Logo Clearspace

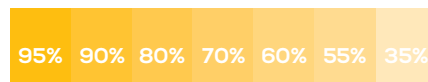
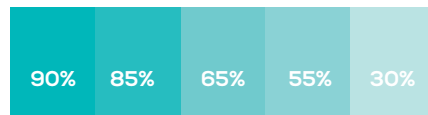
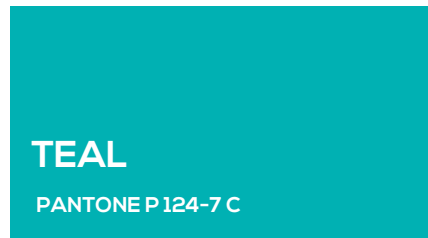


For maximum impact, the logo must have sufficient space surrounding it. The minimum reserved space is recommended between the logo and other elements such as illustrations, photographs or the edge border of a working area such as a printed page or a sign. The reserved space is determined by drawing an imaginary rectangle around the logo that is of width of the largest letter in the name. No other elements may be placed in this area.

Corporate Colours

PRIMARY COLOURS

Corporate colors, carefully applied, will impart a consistent look and feel to all communications. Never substitute different colors for the corporate colors. Refer to the Pantone color swatch books when specifying ink colors. Always consult your printer regarding recommendations for the most accurate reproduction of the brand colors.



SECONDARY COLOURS

The following are additional colours that can be used as accents when creating communications collateral. This would include items such as advertising, brochures, and web communications. The secondary colours should never appear more dominant than the primary colours.



One Colour & Reverse Logo



The logo will mainly be used in colour. This does not present a problem if the background is white, but if the background is dark, a strong colour, or for any other reason is not suitable in combination with the corporate colours, a single-coloured logo may be used.

Two versions of the single-coloured logo are permitted: solid black and solid white. The one colour, all black logo can be used when the corporate colour configuration is not available. The all-white, reversed logo, can be used on colored backgrounds when reproducing the full colour logo will prove problematic.

Typography

The following typefaces have been carefully chosen to reinforce our identity and ensure easy recognition. Consistent use of these type families will contribute to a unified brand image in all brand communications.

PRIMARY TYPEFACE

For external production of printed materials, advertising, signs, displays, letterheads, etc., the primary font is Nexa Light and Nexa Bold. Nexa was chosen for its clean, sophisticated appearance and versatility.

AaBbCc
AaBbCc

NEXA LIGHT & NEXA BOLD

SECONDARY TYPEFACE

For internal production of PowerPoint and Word documents, such as screen/printed presentations, letterhead, faxes, and memorandums the secondary font Century Gothic may be used.

AaBbCc
AaBbCc

CENTURY GOTHIC REGULAR &
CENTURY GOTHIC BOLD

Business Cards

Only company institutional contact information may be printed on business cards. Information should always appear in the following manner: Name, title phone, fax, mobile, email address and web. All e-mail address characters should be typeset in lowercase letters.



BUSINESS CARD SIZE: 3.5" X 2"
BUSINESS CARD PAPER STOCK: MOHAWK,
VIA, SMOOTH, PURE WHITE, 100 COVER

Logo Application

Maintain colour and logo standards when creating logo applications and promotional material. This will ensure the logo is appropriately presented on all internal and external media touchpoints.



LAB COAT UNIFORM



IDENTIFICATION CARD & LANYARD



SHIPMENT BOX



DELIVERY VAN

Logo Application



CLINIC WALL DECALS

PEN & LANYARD



Logo Application



DESK CALENDAR

WATER BOTTLES





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