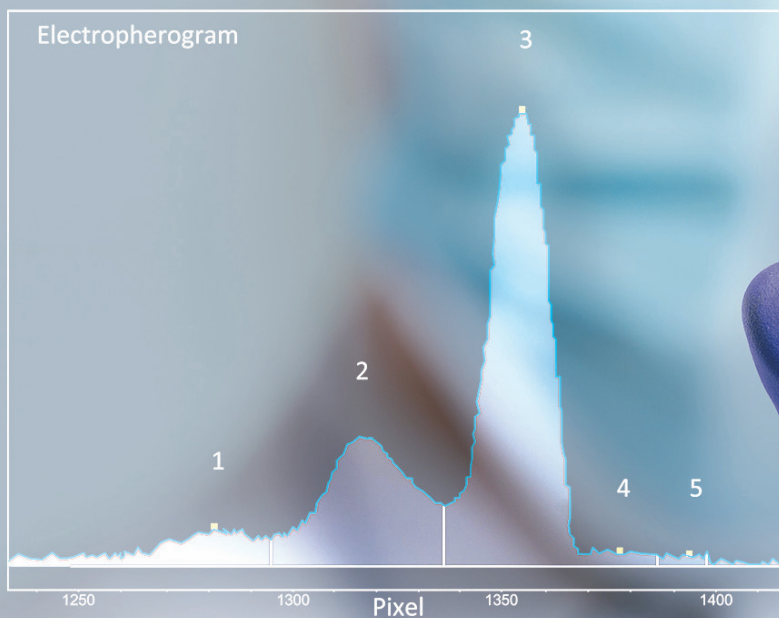




Brand Guidelines

Version 1.0





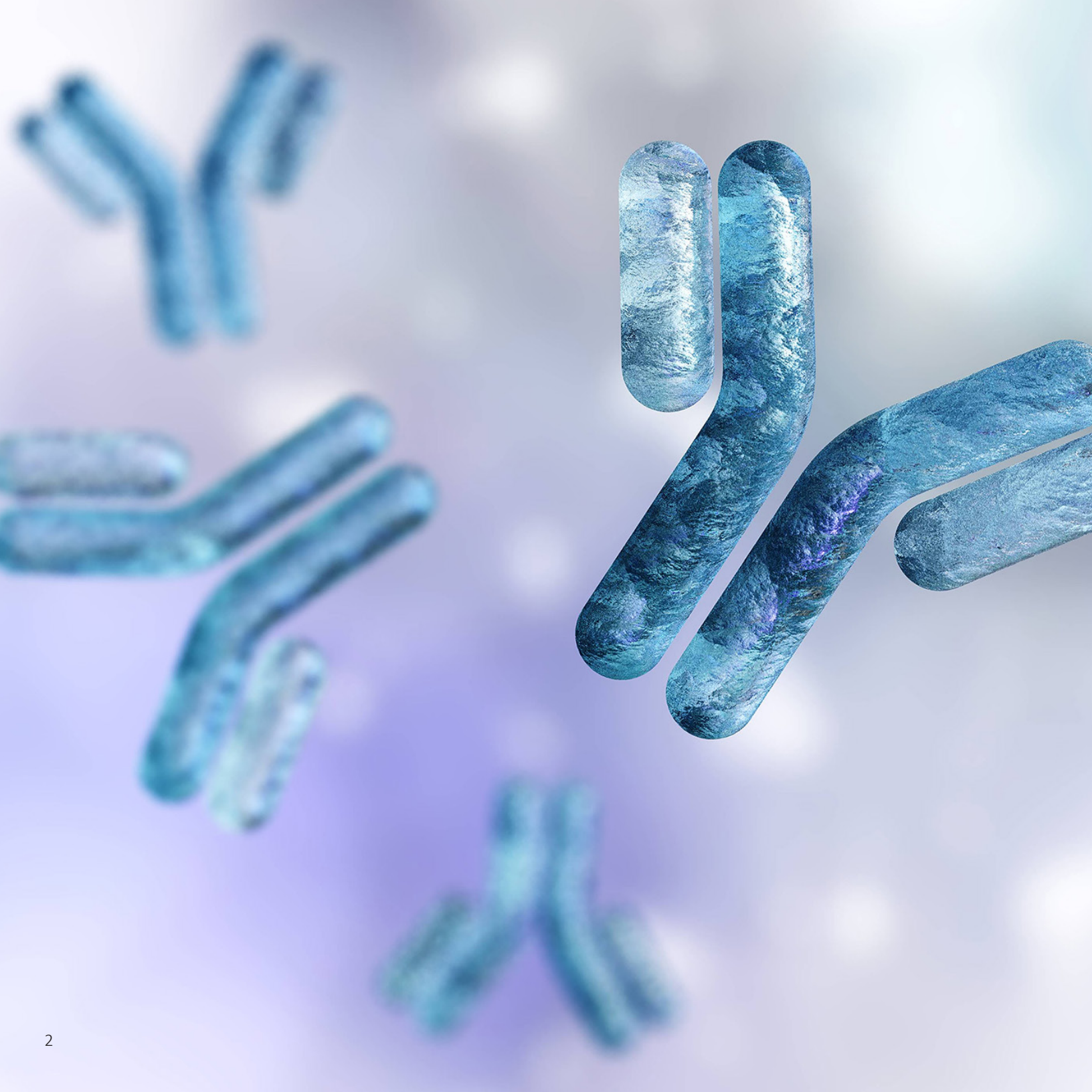
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Introduction

Our Brand Book is both an introduction to the Intabio brand and a practical guide. It is for everyone who works with the Intabio brand internally, with our customers, and with all industry stakeholders. Users include Intabio staff in our headquarters and field offices, our distributors and external consultants who are developing Intabio branded materials.

Great brands are consistent in everything that they do. Through consistent use of these guidelines we present a single vision across all of our communications, which will build our identity and strengthen the Intabio brand. Consistency will be vital for our audiences to recognize and remember the Intabio brand as we strive to build our brand awareness in the market.

This guide outlines the essential visual elements of our brand and describes how to implement them across all of our product brands and channels of communication.



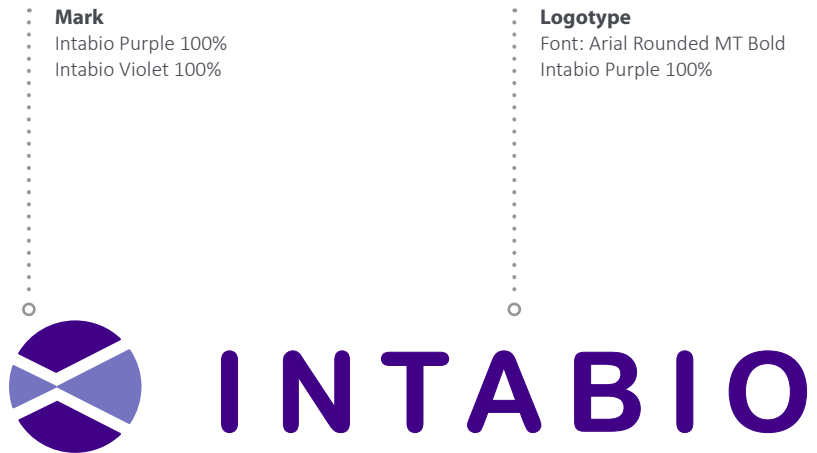
Our Logo

The most fundamental elements of our corporate identity are our company name and the logo. They are more than just a name and identifying mark; together they represent everything that Intabio stands for.

Intabio is our company name. It is spelled out in full wherever the company name is used in all external written communications e.g. brochures, PowerPoint presentations, advertising, catalogs, fliers, emails, website content and letters. Intabio® is a registered trademark.

The URL remains **intabio.com**.

Our Logo



Logo Variations

As the primary symbol of Intabio, the logo should never be diminished or obscured by any other visual elements or background colors. The Intabio Logo is always used with the mark, copy elements (logotype), and colored as specified here. For print and digital applications, the Color Intabio Logo consists of two brand colors: Intabio Purple and Intabio Violet.

The color logo can be used in most applications except those that do not allow color. The Black or White (reverse) Intabio Logos are used in applications that do not allow color. The White logo is for use on black if needed, and on all dark Intabio brand colors. See below, and on page #9, for the approved uses of our logo on color backgrounds.



Color Intabio Logo on White.



White Intabio Logo on Deep Purple.



Black Intabio Logo on White.



White Intabio Logo on Violet.



White Intabio Logo on Black.



Color Intabio Logo on 25% tint (or lighter) of Intabio Grey.

Logo Safe Area and Sizing

Logo safe area

The safe area is the clear space surrounding the logo on all sides to give it maximum visibility. The safe area is specified as the radius of the Intabio Mark around top, bottom, left and right sides of the logo as shown below.



2 inches

Logo preferred size

for standard letterhead-sized documents



1.25 inch

Logo minimum size

for printed documents, premium give-aways and other small applications where space is limited

Logo Use

The color version of the Intabio Logo is designed first and foremost to be printed on White. Usage on a light (25% tint or lighter) Intabio Grey surface or on light area of brand imagery is acceptable as long as the background does not distract from or obscure

the Logo. The color version of the Intabio Logo is never used on any of the brand colors. The white (reverse) version is for use on 100% (solid) Intabio Purple, Violet, Blue and Red Violet, Black or dark areas of brand imagery.



Intabio Logo on White.



Intabio Logo on a clean, light area of brand imagery.



Intabio Logo on 25% or lighter Intabio Grey tints.



White (reverse) Intabio Logo on dark area of brand imagery.



White (reverse) Intabio Logo on backgrounds of 100% (solid) brand colors only except Intabio Green.



White (reverse) Intabio Logo on solid or gradient backgrounds of adjacent brand colors only. Adjacent colors are Intabio Blue, Purple, Violet and Red Violet.

Logo Misuse

To uphold the integrity of our brand and to prevent the risk of brand degradation from misuse, the Intabio Logo should never be used in printed or digital applications in any way other than the

ways specified on the previous page. Misuse includes, but is not limited to, the examples shown here.



Do not distort the Intabio Logo.



Do not tilt or rotate the Intabio Logo. Do not use the Intabio Logo vertically.



Do not alter the size relationship of the Intabio Mark and the Logotype.



Do not use the Intabio Logotype alone to represent Intabio in any form of communication.



Do not apply any effects to the Intabio Logo such as drop shadows.



Do not use the Intabio Mark alone to represent Intabio in any form of communication. Use of the Intabio Mark is reserved for website favicon, Intabio software and social media icons only.



Do not alter the color of the Intabio Logo in any way.



Do not place any of the Intabio Logos on Intabio Green. Green is reserved for use as an accent color only.



Do not place the Black Intabio Logo on any colors. The Black Logo is reserved for use only when color reproduction is not available and only on white background.



Do not place the White Intabio Logo on light Intabio brand colors.



Do not place the Color Intabio Logo on Black.



Do not place the Color Intabio Logo on any background colors other than White and 25% or less tint of Intabio Grey.



Do not place the Color Intabio Logo on imagery where logo is obstructed.



Do not place the White Intabio Logo on imagery where logo is obstructed.

Typography

Myriad Pro is our primary typeface. It is licensed from Adobe and available for use by vendors and employees producing external communications. Myriad Pro should always be used when available. Myriad Pro should be used for all print and pdf marketing communications, such as brochures, fliers, event collateral, etc. It is also used on our website.

Calibri is an open-source typeface readily available for all digital communications. Calibri should be used on all digital communications such as PPT presentations, emails, press releases, and social media. Calibri should also be used on scientific posters.

Myriad Pro

Our primary font used for print and pdf marketing communications. Myriad is also the font family used on our website.

Calibri

Our font used on digital communications

Myriad Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Pro Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Pro Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Pro Light Symbols

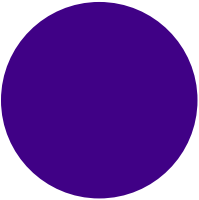
α β γ δ λ μ 1 2 3 4 5 6 7 8 9 0 1/2 ^{1 2 3 4 5 6 7 8 9 0} \$ £ ¥ € ™ ® Ø

Primary Color Palette

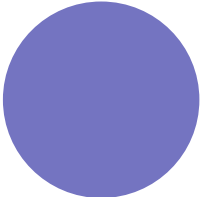
Our primary brand colors (displayed in the logo, and used for headlines) are Intabio Purple and Violet. In addition an 80% tint of Black will be used for text (body copy). Intabio Green will be used sparingly to highlight only the most important elements in communications, such as website buttons or to draw attention to text on darker brand colors.

Only these colors in Pantone, CMYK, RGB or Hexidecimal formulas are approved for use in corporate communications or presentations. This color palette should be used consistently across all Intabio communications and marketing materials to unify the company brand identity and build recognition for our complete product portfolio.

**Intabio Purple
(100%)**



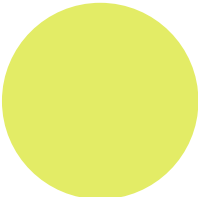
**Intabio Violet
(100%)**



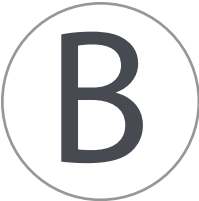
**Intabio Green
(100%)**



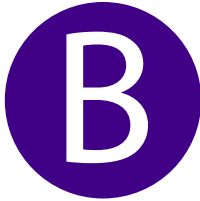
**Intabio Green
(60%)**



**Black text (80%)
on white**



**White text on the
dark brand colors**



**Green text (60%) on
the dark brand colors**



Intabio Purple

Hex # 400186

R 64 G 1 B 134

C 94 M 100 Y 0 K 10

Pantone 3535 C

Intabio Green

Hex # d0df00

R 208 G 223 B 0

C 15 M 0 Y 99 K 0

Pantone 389 C

Intabio Violet

Hex # 7474c1

C 61 M 55 Y 0 K 0

R 116 G 116 B 193

Pantone 272 C

Black text

Hex # 191e25

C 0 M 0 Y 0 K 80

R 25 G 30 B 37

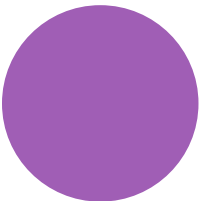
Pantone Black 6

Secondary Color Palette

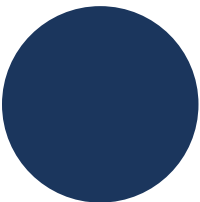
The secondary color palette was developed to complement the purple primaries. These colors should be used sparingly to help differentiate information in tables and charts, to aid in web site navigation and in choosing color brand imagery. They should never be used dominantly, in large areas, or in any way that competes with the primary colors. Our secondary colors are not

to be used in headlines, body copy, figure legends, or written contexts other than subheads. Use of Intabio Blue is preferred at 85% tint whenever possible. Tints of Intabio Grey are indicated for use as neutral, softer colors that pair with both primary and secondary colors.

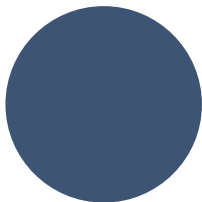
Intabio Red Violet
(100%)



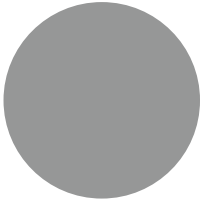
Intabio Blue
(100%)



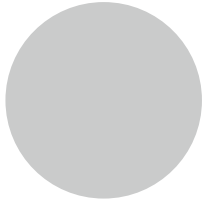
Intabio Blue
(85%)



Intabio Grey
(100%)



Intabio Grey
(50%)



Intabio Grey
(25%)



Intabio Red Violet

Hex # a05eb5

C 42 M 71 Y 0 K 0

R 160 G 94 B 181

Pantone 2583 C

Intabio Blue

Hex # 1b365d

C 100 M 71 Y 0 K 51

R 27 G 54 B 93

Pantone 534 C

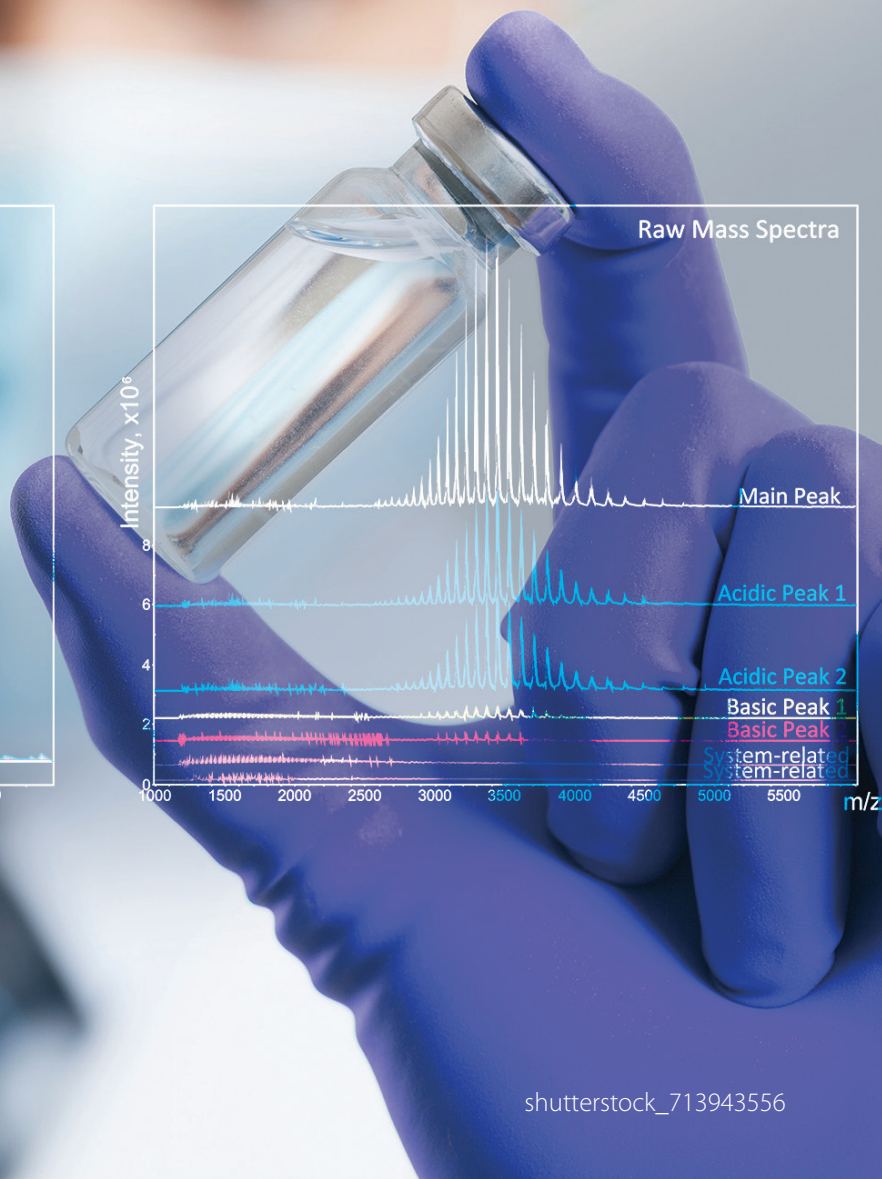
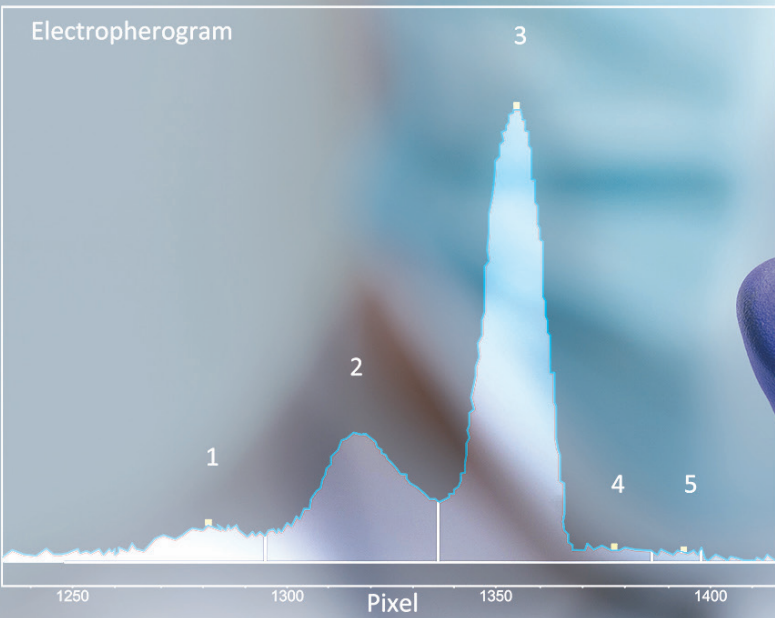
Intabio Grey

Hex # 969797

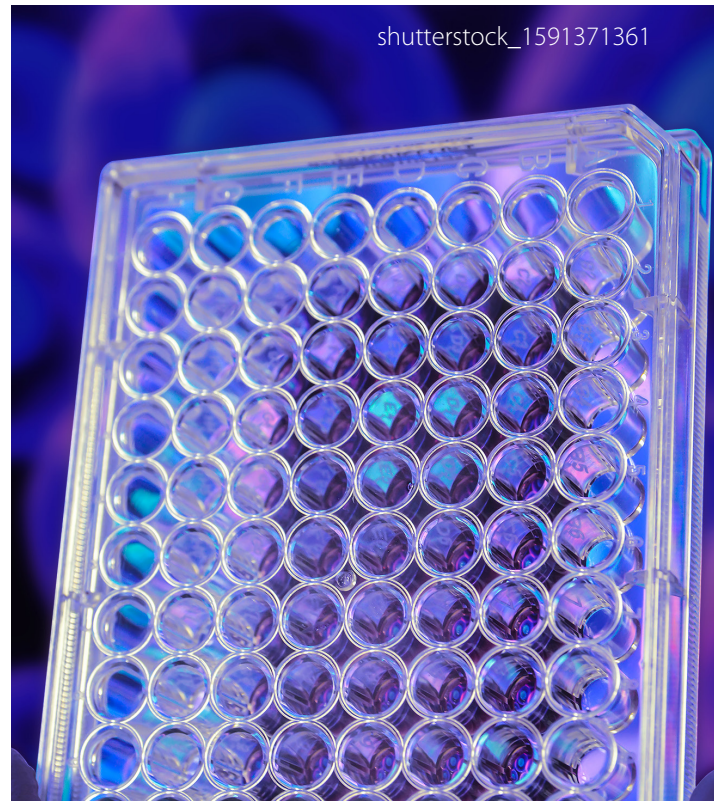
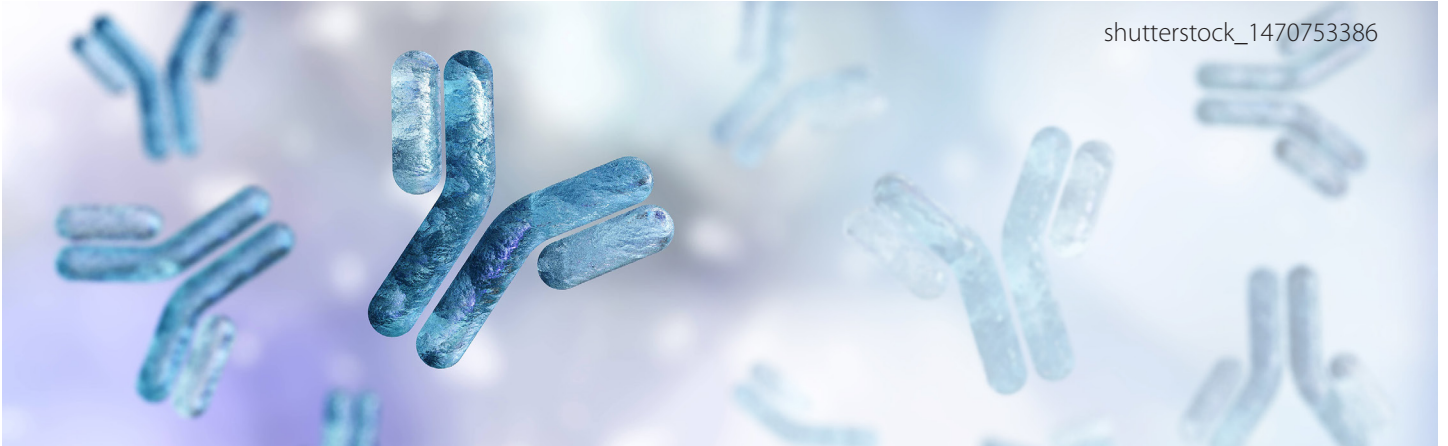
C 0 M 0 Y 0 K 47

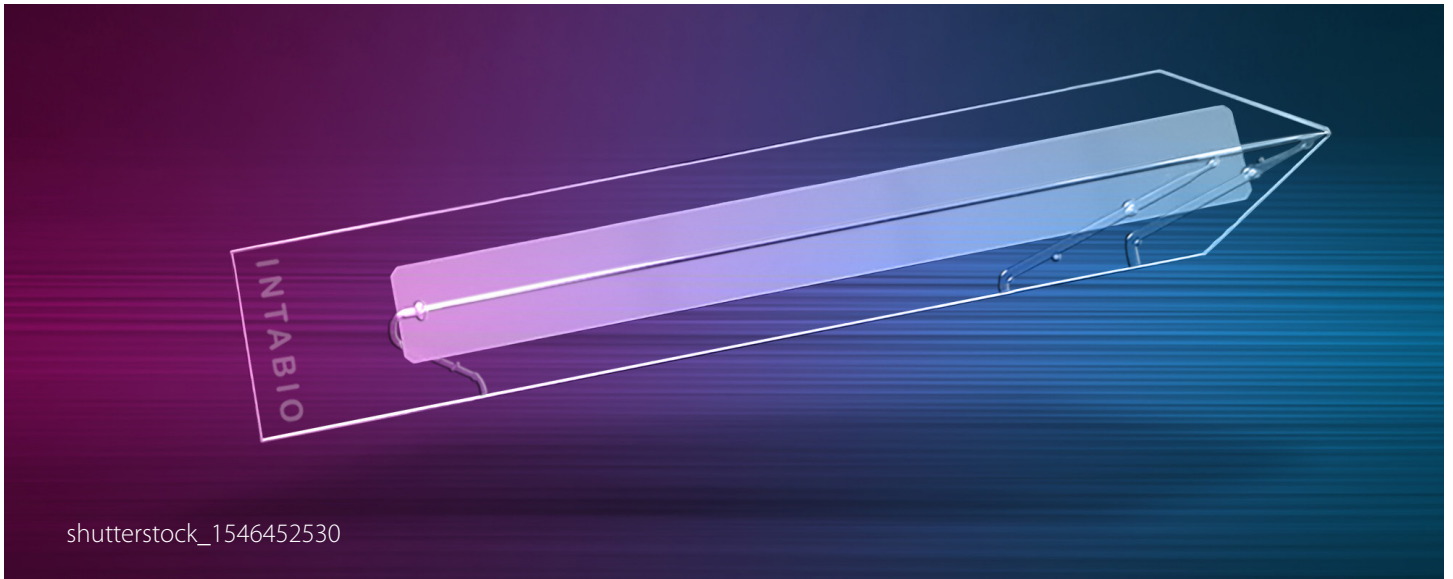
R 150 G 151 B 151

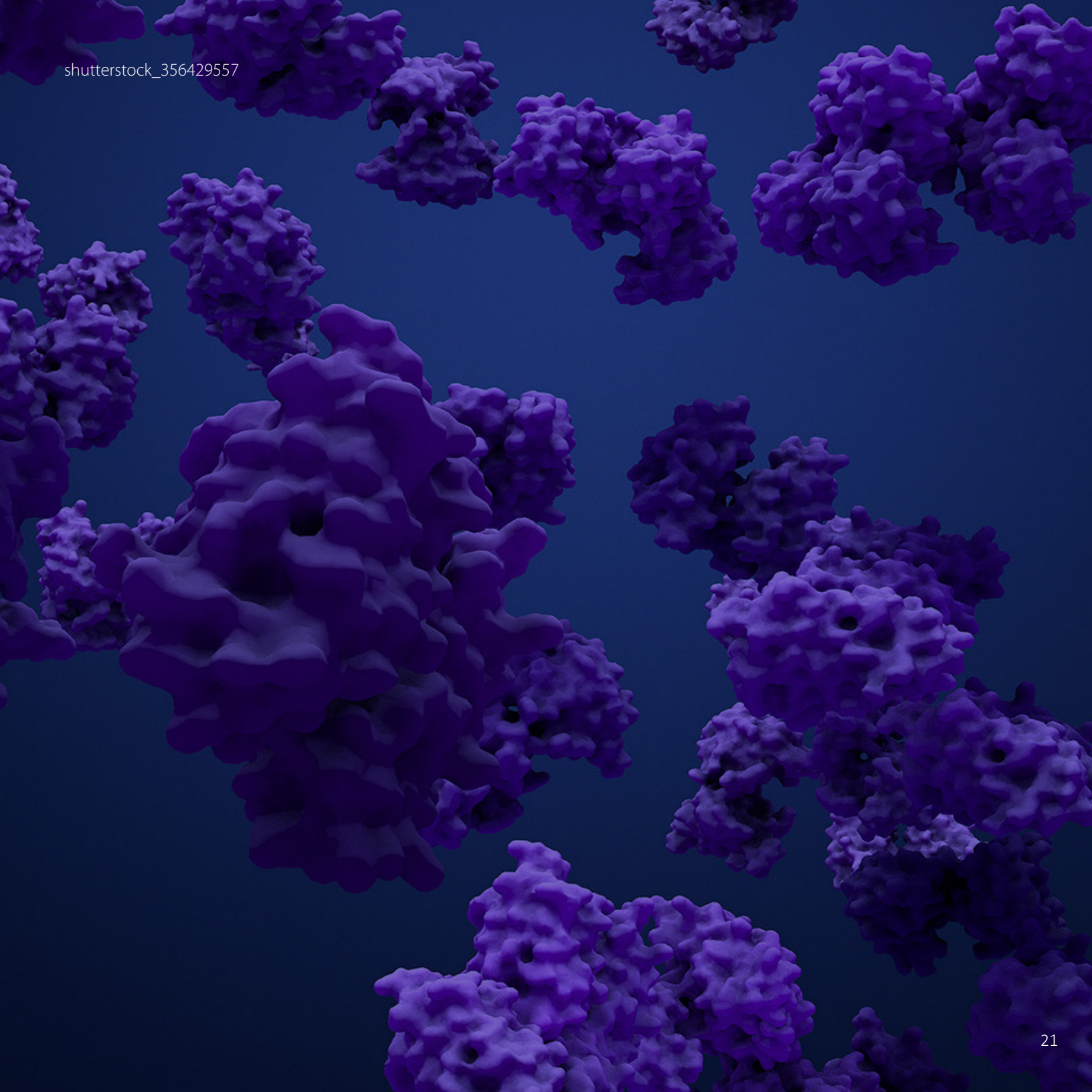
Pantone 179-7 C



Imagery







Marketing Communications Materials

Event Banners

Retractable banner:
Orient850



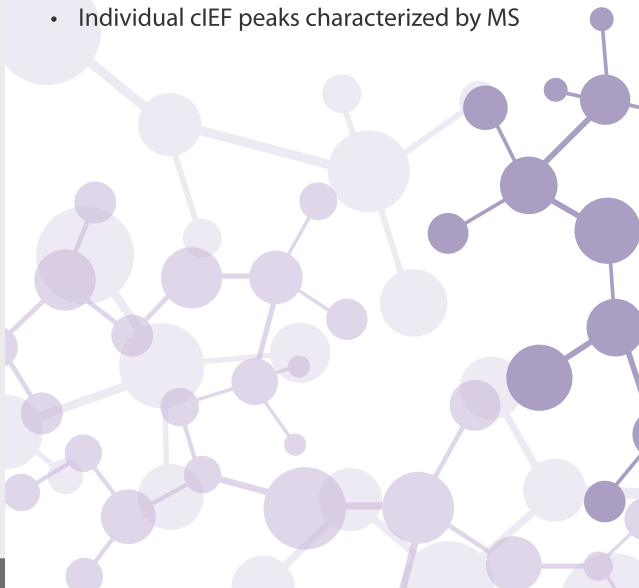
Blaze™ System

The world's first integrated iCIEF-MS system

Monitor multiple CQAs in only 15 minutes



- Charge heterogeneity analysis of intact biopharmaceuticals
- Isoform quantification by UV absorption
- Individual cIEF peaks characterized by MS



PowerPoint Presentations

Our PowerPoint presentations will cover a wide range of topics for audiences worldwide. The template enables all users to create presentations easily and according to brand guidelines to support brand recognition wherever they are used. All external Intabio

PowerPoint presentations will use the Intabio PowerPoint template. The template includes cover pages featuring brand imagery, divider pages for section breaks, text pages with bullet points, charts and graphs; and pages that combine text and imagery.

Headline

Calibri Regular
Color: White reverse from image panel or color field; also appears as 100% Intabio Purple on light image backgrounds for readability

Subhead for date or name and title of presenter

Calibri Regular
Color: White reverse; also appears as 100% Intabio Purple on light image backgrounds for readability

- **Logo**
- Cover position: Top left;
- Bottom left on all other master template pages



Imagery

A selection of Intabio brand imagery can be found for cover and divider slides in the master template. The template also includes flexibility to choose text-only covers and solid colored back-grounds, divider pages, and headers.

Headline-1 line

Sentence case;
40 pt Calibri Regular;
100% Intabio Purple

Standard text size

Sentence case;
28 pt Calibri Regular;
80% Black

Minimum text size

Sentence case;
16 pt Calibri Regular;
80% Black

Color logo

Approx. 2"

Click to add title

Click to add text w/
additional line

Click to add text

Object



Confidential. Not for distribution.

«#»

Headline-2 line

Sentence case;
40 pt Calibri Regular;
100% Intabio Purple

Click to add title

Click to add text

Click to add text

- Click to add text
 - Second level
 - Third level
 - Fourth level
 - Fifth level



- Click to add text
 - Second level
 - Third level
 - Fourth level
 - Fifth level



Confidential. Not for distribution.

«#»

Bullet list title

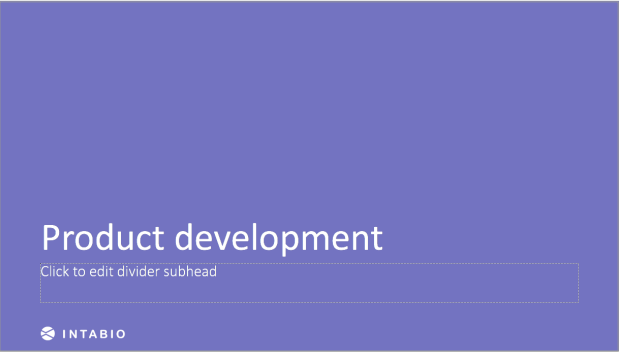
Sentence case; 28 pt
Calibri Light (bolded);
80% Black

Bullet list

Sentence case; L1: 24,
L2: 20, L3: 18,
L4: 16, L5: 16 pt;
Calibri Regular;
80% Black

Footer/Page no.

12 pt; Calibri Regular; 80% Black



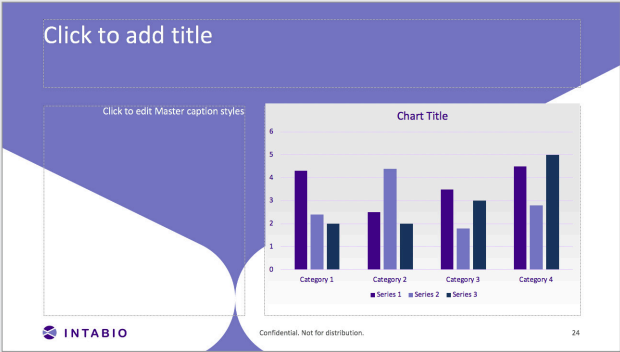
Intabio Violet and Intabio Purple section divider pages are included in the master template



Section divider pages featuring solid color and full-bleed images are included in the master template.



Content pages with images are included in the master pages of the template.



A variety of content pages are included in the master pages of the template.

A slide titled "Table rows can be changed to a single color". It features a table with alternating light and medium purple rows. The Intabio logo is in the bottom left corner.

[Text]				
[Text]				
[Text]				
[Text]				
[Text]				
[Text]				

Tables are set in the Intabio color palette with alternating rows of light and medium color tints. Text rows can be manually modified to a single color too.

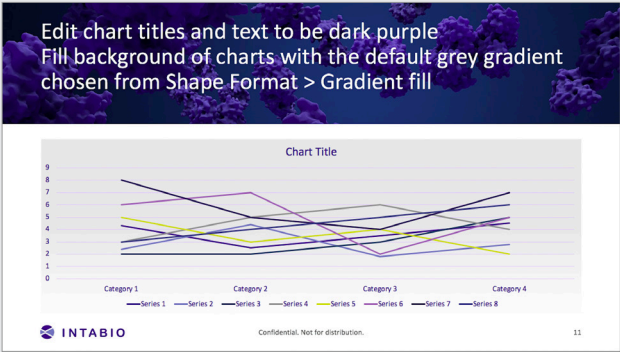


Chart attributes are set in the Intabio color palette. How to edit chart titles and background fills are described in image above.

Blaze System Emblem

Emblem safe area

The safe area is the clear space surrounding the emblem on all sides to give it maximum visibility. The safe area is specified as the radius of the Intabio Mark around top, bottom, left and right sides of the emblem as shown here.

Intabio Mark

- Intabio Purple 100%
- Intabio Violet 100%

Intabio Logotype

- Font: Arial Rounded MT Bold
- Intabio Purple 100%

Grey Bar

- Black 80%

Blaze Emblem

- Font: Arial Rounded MT Light
- Intabio Violet 100%

Product emblems are in "lock-up" position with the Intabio Logo. The "lock up" format means that there should never be any adjustment between any of the elements. The entire lock up with the product name, grey bar and Intabio logo should be printed as a single unit and scaled as a single unit.

Trailblazer Software Emblem

Intabio Mark

- Intabio Purple 100%
- Intabio Violet 100%

Intabio Logotype

- Font: Arial Rounded MT Bold
- Intabio Purple 100%

Grey Bar

- Black 80%

Trailblazer Emblem

- Font: Arial Rounded MT Light
- Intabio Violet 100%

Product software emblem is in "lock-up" position with the Intabio Logo. The "lock up" format means that there should never be any adjustment between any of the elements. The entire lock up with the product name, grey bar and Intabio logo should be printed as a single unit and scaled as a single unit.

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Trailblazer Splashscreen



The Intabio Trailblazer software emblem appears in white on the splashscreen of Intabio Trailblazer software tool. Splashscreen background gradient image may be used in marketing communications promoting the Trailblazer software.

