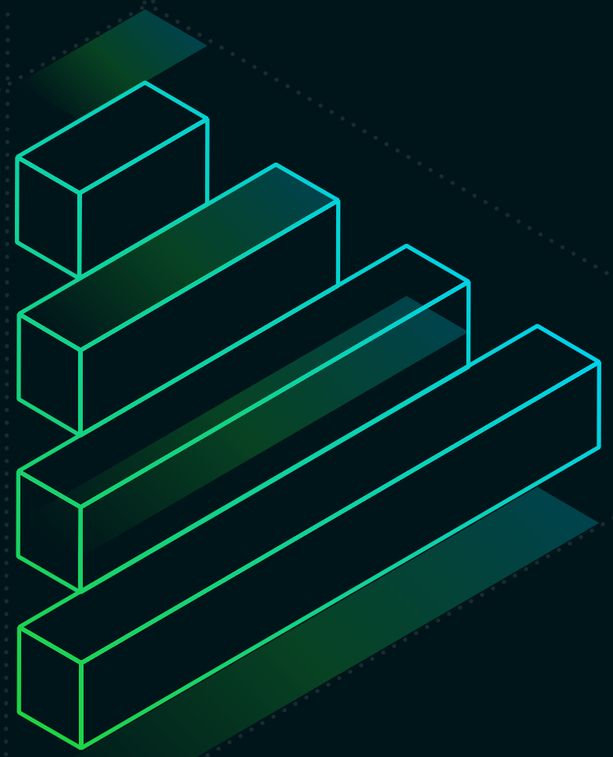

SYNTHEGO

Brand Guidelines

V 1.0

UPDATED FEB 8 2019

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01.

Logo

The Basics

The primary Synthego mark can be used on it's own or with it's accompanying type lockup. Here are some general rules to follow when using it.

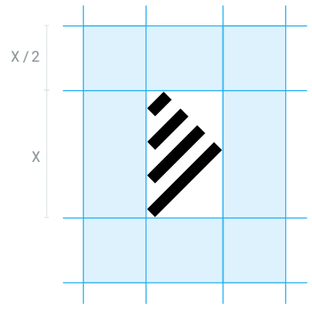
- Don't alter, rotate or modify the logo.
- Don't use the logo in colors other than black, white or the brand grey shades.
- Don't change the spacing between the logo and it's type lockup.
- Don't use the type lockup without the mark.
- Give the logo adequate space.

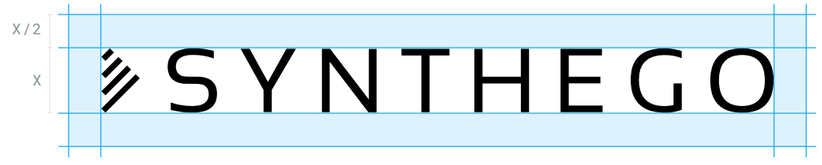
MARK

MARK WITH TYPE LOCKUP

Spacing and Sizing

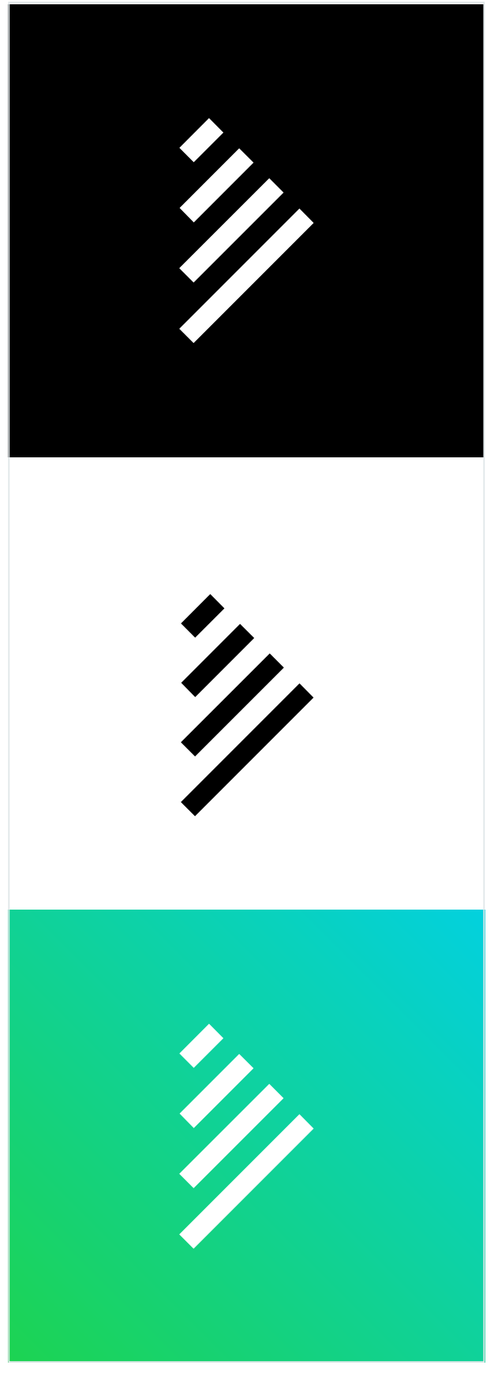
Give the logo space from other elements in layouts; the clear space around the logo should be at least half it's height. It should be larger than .25 cm in print and 12px in digital applications.





Color

The logo should usually be displayed only in black or white, but can also be shown using any of the Synthego greys. It may be placed on other colors, gradients and photos but not have any other colors or gradients applied to it.



Incorrect Usage

Do not
Change spacing

Do not
Change the sizing of the mark relative to the type lockup

Do not
Use the type lockup without the mark accompanying it

Do not
Distort or stretch

Do not
Apply colors or gradients other than the brand greys

Do not
Apply drop shadows

Do not
Rotate or tilt

Do not
Outline

Do not
Apply effects

Do not
Change the typeface used with the mark

02.

Color

Primary

Adenine Green and Cytosine Blue are the primary colors of the Synthego brand. They make up the gradients that follow and should be used for most applications. The three step colors in-between: Mostly Green, Half Teal and Essentially Blue should be used sparingly or only as needed.

In addition to being the primary color, Adenine Green is associated with CRISPRevolution products while Cytosine Blue is associated with Cell Engineering products. See more in the *Product Branding* section.

Adenine Green	#20D340 R32 G211 B64	C70 M0 Y100 K0 PANTONE 802 C
Mostly Green	#18D36B R24 G211 B107	C69 M0 Y81 K0 PANTONE 7479 C
Half Teal	#10D297 R16 G210 B151	C68 M0 Y58 K0 PANTONE 2240 C
Essentially Blue	#08D2C2 R8 G210 B194	C66 M0 Y34 K0 PANTONE 2239 C
Cytosine Blue	#00D1ED R0 G209 B237	C63 M0 Y9 K0 PANTONE 311 C

COLOR

Secondary

The secondary colors serve as backup when you need to make an element stand out or distinguish more elements in diagrams and charts. They should be used very sparingly. Phosphate Orange and Thymine Red also serve as UI colors for warnings and errors.

Morning Blue	#1EADF2 R30 G173 B242	C67 M16 Y0 K0 PANTONE 306 C
Dawn Blue	#3C89F6 R60 G137 B246	C70 M45 Y0 K0 PANTONE 2727 C
Dusk Purple	#5964FB R89 G100 B251	C73 M65 Y0 K0 PANTONE 2130 C
Night Purple	#7740FF R119 G64 B255	C70 M73 Y0 K0 PANTONE 2665 C
Phosphate Orange	#F07700 R240 G119 B0	C2 M65 Y100 K0 PANTONE 716 C
Thymine Red	#B71C1C R183 G28 B28	C19 M100 Y100 K11 PANTONE 2350 C

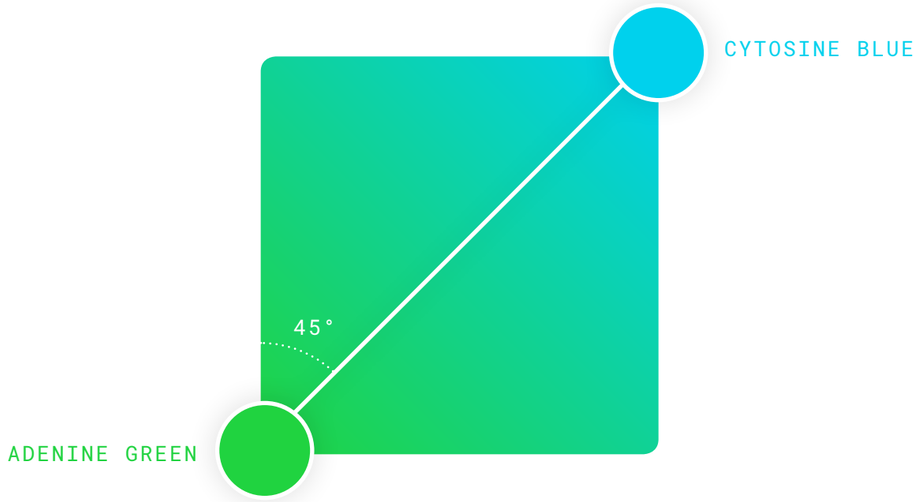
Greys

Black	#000000 R0 G0 B0	C60 M40 Y40 K100 PANTONE BLACK 6 C
Grey 900	#00151A R0 G21 B26	C84 M67 Y63 K78 PANTONE 5393 C
Grey 800	#001F26 R0 G31 B38	C88 M67 Y61 K72 PANTONE 296 C
Grey 700	#243B40 R36 G59 B64	C83 M61 Y58 K50 PANTONE 7546 C
Grey 600	#48565A R72 G86 B90	C72 M55 Y52 K29 PANTONE 445 C
Grey 500	#667377 R102 G115 B119	C63 M46 Y45 K13 PANTONE 444 C
Grey 400	#859093 R133 G144 B147	C51 M36 Y37 K2 PANTONE 430 C
Grey 300	#A3ADB0 R163 G173 B176	C38 M25 Y26 K0 PANTONE 429 C
Grey 200	#C2CACC R194 G202 B204	C24 M14 Y16 K0 PANTONE 428 C
Grey 100	#E0E7E9 R224 G231 B233	C11 M5 Y6 K0 PANTONE 7541 C
Grey 50	#F4F9FA R244 G249 B250	C3 M0 Y1 K0 PANTONE 9062 C
White	#FFFFFF R255 G255 B255	C0 M0 Y0 K0

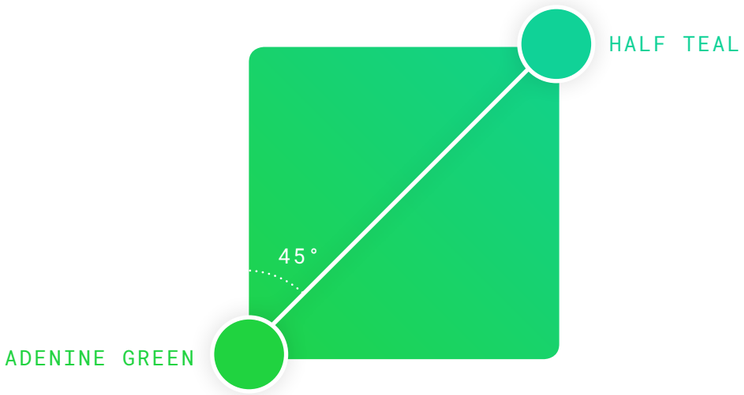
Gradients

There are three gradients for the Synthego brand created using colors from the primary palette. The primary gradient for all general applications, the CRISPRevolution gradient for CRISPRevolution product applications and the Engineered Cell gradient for Engineered Cell product applications. Gradients should always be applied at a 45° angle.

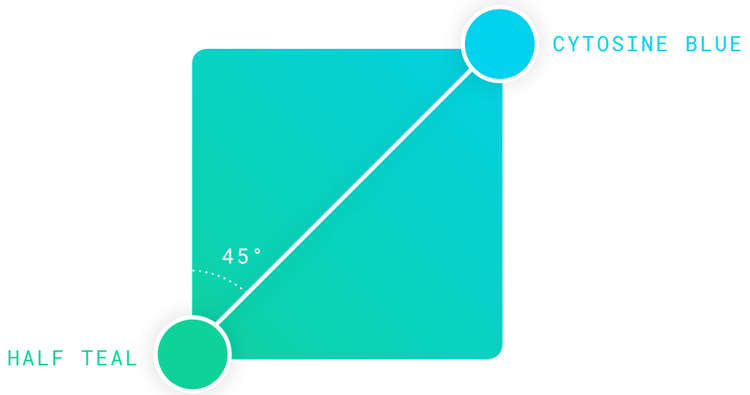
Primary Gradient



CRISPRevolution Gradient



Engineered Cells Gradient



Nucleotides

For applications that require color coding for nucleotides use the following brand colors and opacities as needed.

A

- ADENINE GREEN
- 10% OPACITY

C

- CYTOSINE BLUE
- 10% OPACITY

G

- GREY 800
- 5% OPACITY

T

- THYMINE RED
- 5% OPACITY

03.

Typography

Primary

Runda

Runda is the primary typeface of the Synthego brand. The Bold weight should always be used for titles and headings, do not use any other weight for main titles. Runda should also be used for most UI elements, buttons, labels, etc.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

Medium

Normal

Light

USAGE NOTES

Take full advantage of CRISPR with sequence verified knockout clones

Do not use sentence case for headings

Take Full Advantage of CRISPR with Sequence Verified Knockout Clones

Do use title case

Body Copy

Open Sans is the Synthego body copy typeface. It should only be used for longer blocks of text.

Open Sans

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CRISPR is a powerful research tool, but learning and perfecting the revolutionary technology takes time.

Synthego's Knockout Cell Pool takes the complexity out of CRISPR with the first-ever solution that provides guaranteed results in more than 700 human cell lines. In as few as four weeks, your engineered cell pool arrives with **guaranteed 50% or better knockout** of your gene.

Our knockout cell lines can achieve higher than *90% KO frequency* and enable you to directly study gene function or easily isolate clonal cell lines.

Spend your time making discoveries, not optimizing genome engineering. ***All the benefits of CRISPR, one click away.***

Monospaced

Roboto Mono is the Synthego monospaced typeface. It should be used whenever whenever a monospaced typeface is needed, such as referencing nucleotides or code snippets. It can also be used as a small heading for sections, labels and more. When used as a heading it should always be regular weight, all caps and tracked out.

ROBOTO MONO

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

GUIDE SEQUENCES

TGAGGAGCAGCGGCCATCAG
CCAGCTGCTGTATCTTGGGG
AGACCTCAACGAGCTCCTGA

USAGE NOTES

FULL STACK GENOME ENGINEERING

Not enough tracking

F U L L S T A C K G E N O M E E N G I N E E R I N G

Too much tracking

FULL STACK GENOME ENGINEERING

Just right tracking

Full Stack Genome Engineering

Do not use lowercase letters, only all caps

FULL STACK GENOME ENGINEERING

Do not use bold for title and label treatments

04.

Product Branding

Overview

Synthego products are grouped into families that contain related products: Engineered Cells and CRISPRevolution Kits. Bioinformatics Tools, being distinct in that they are software, have a different style.

PRODUCT FAMILIES

Engineered Cells

CRISPRevolution Kits

Bioinformatics Tools

PRODUCTS & TOOLS

Knockout Cell Pool

Gene Knockout Kit

CRISPR Design Tool

Knockout Cell Clone

Synthetic sgRNA Kit

ICE Analysis

Advanced Cells

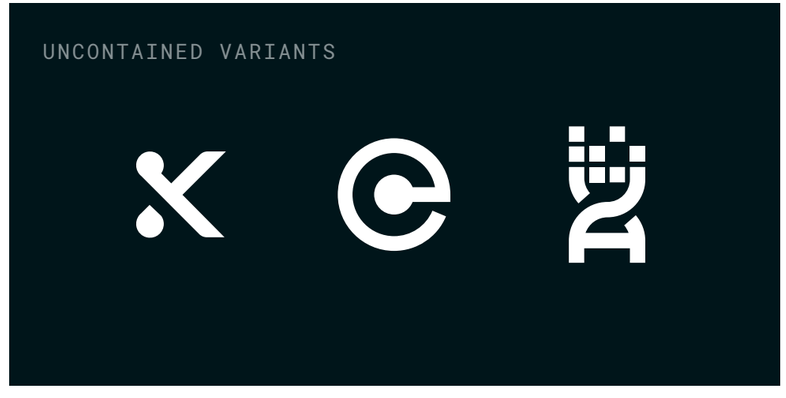
Synthetic cr:tracrRNA Kit

CRISPR Screening Libraries

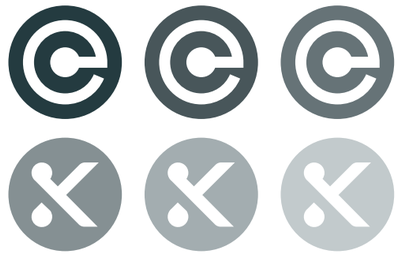
Advanced RNA

Family Usage

Product family icons should follow the same rules as the main Synthego mark when used (see Logo: Incorrect Usage) including only using the brand greys and not applying gradients. Variants that are not contained in a shape are provided for certain use cases, particularly when the icon needs to be on a dark background.



✓ **Consider using** variants on dark backgrounds

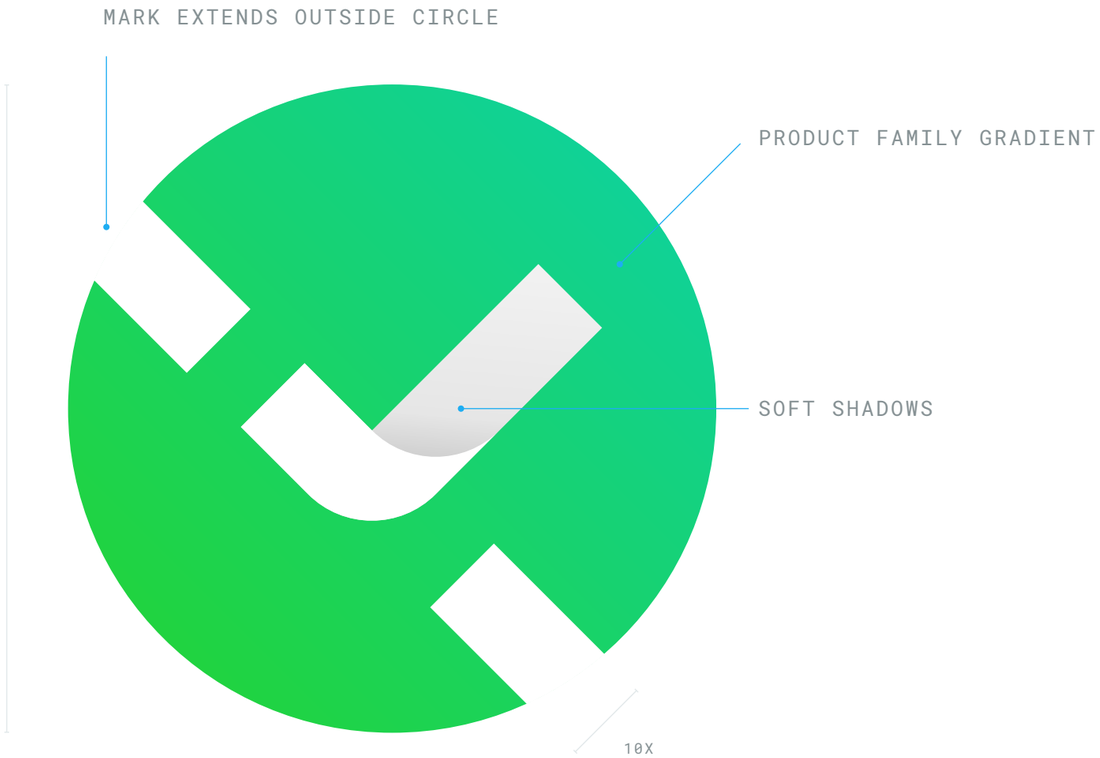


✓ **Apply** shades of grey as needed

✗ **Do not** apply any gradients

Icon Anatomy

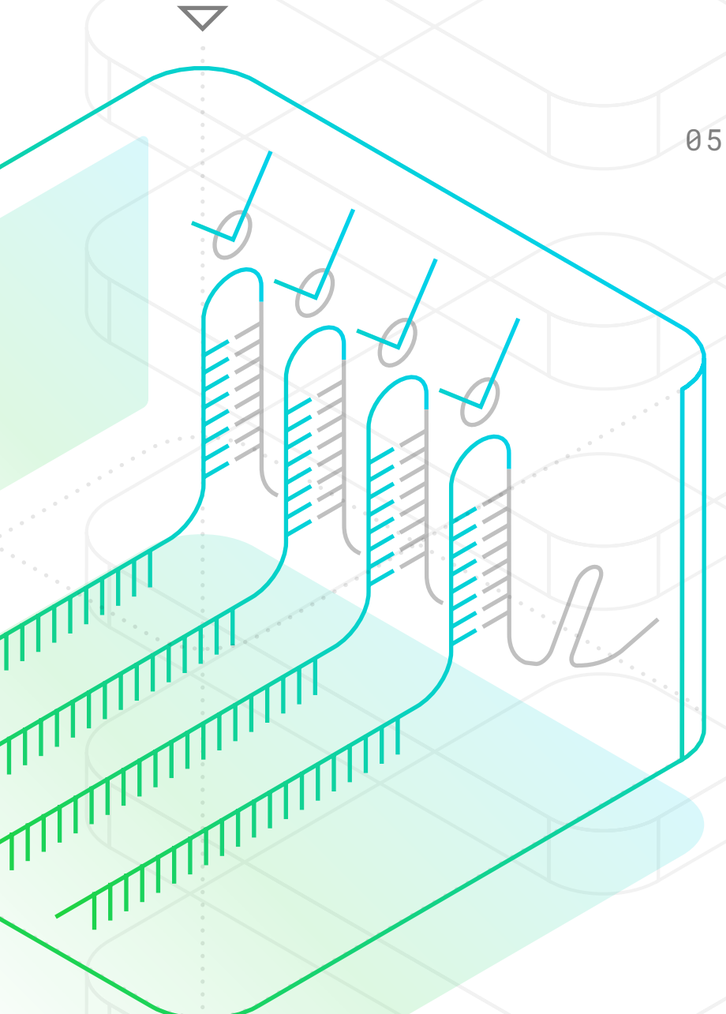
Product icons should be a consistent style of soft folded paper placed in a circle of the product's family gradient. The mark should extend outside the circle in at least one place. Icons should be designed on a grid of 72 units and the shapes of the mark should usually be 10 units thick. A one color variant should be provided only for use when the full color icon will not work such as monochrome screens or one-color printing.

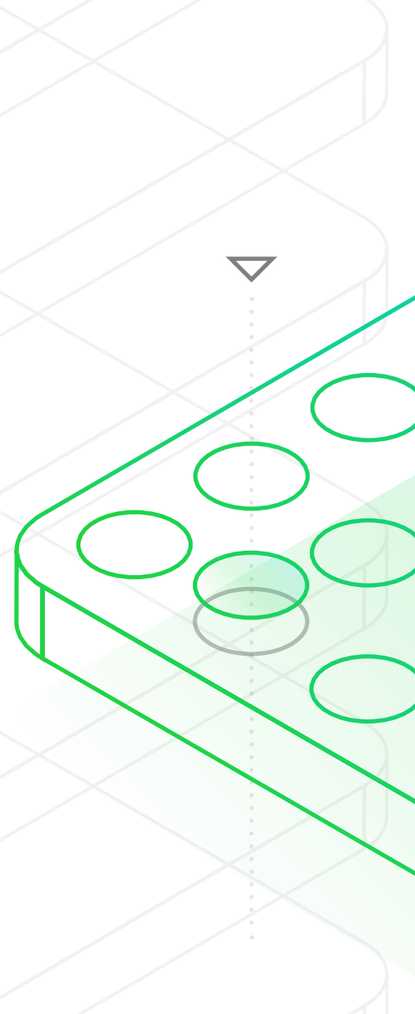


ONE COLOR VARIANT

05.

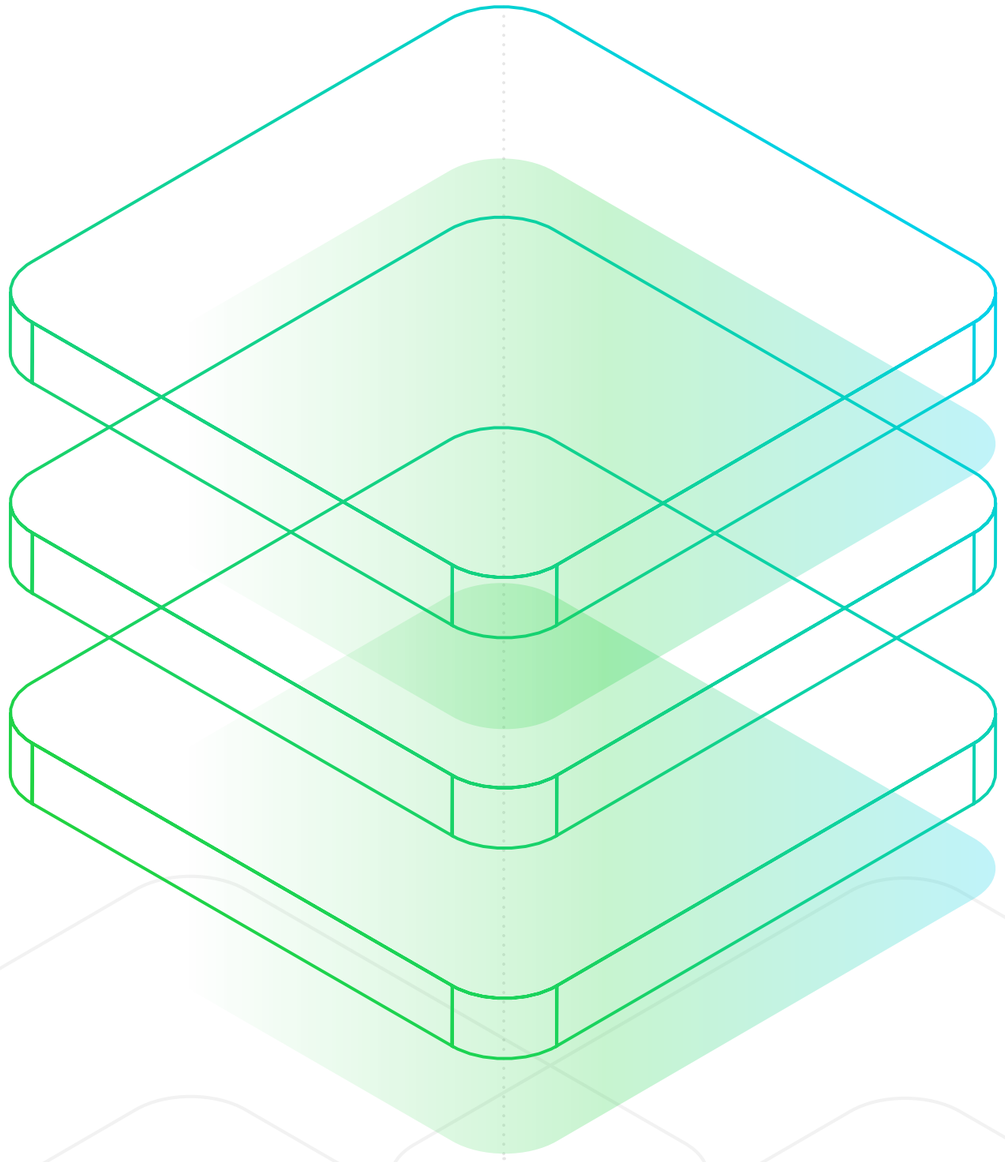
Illustrations





The Stack

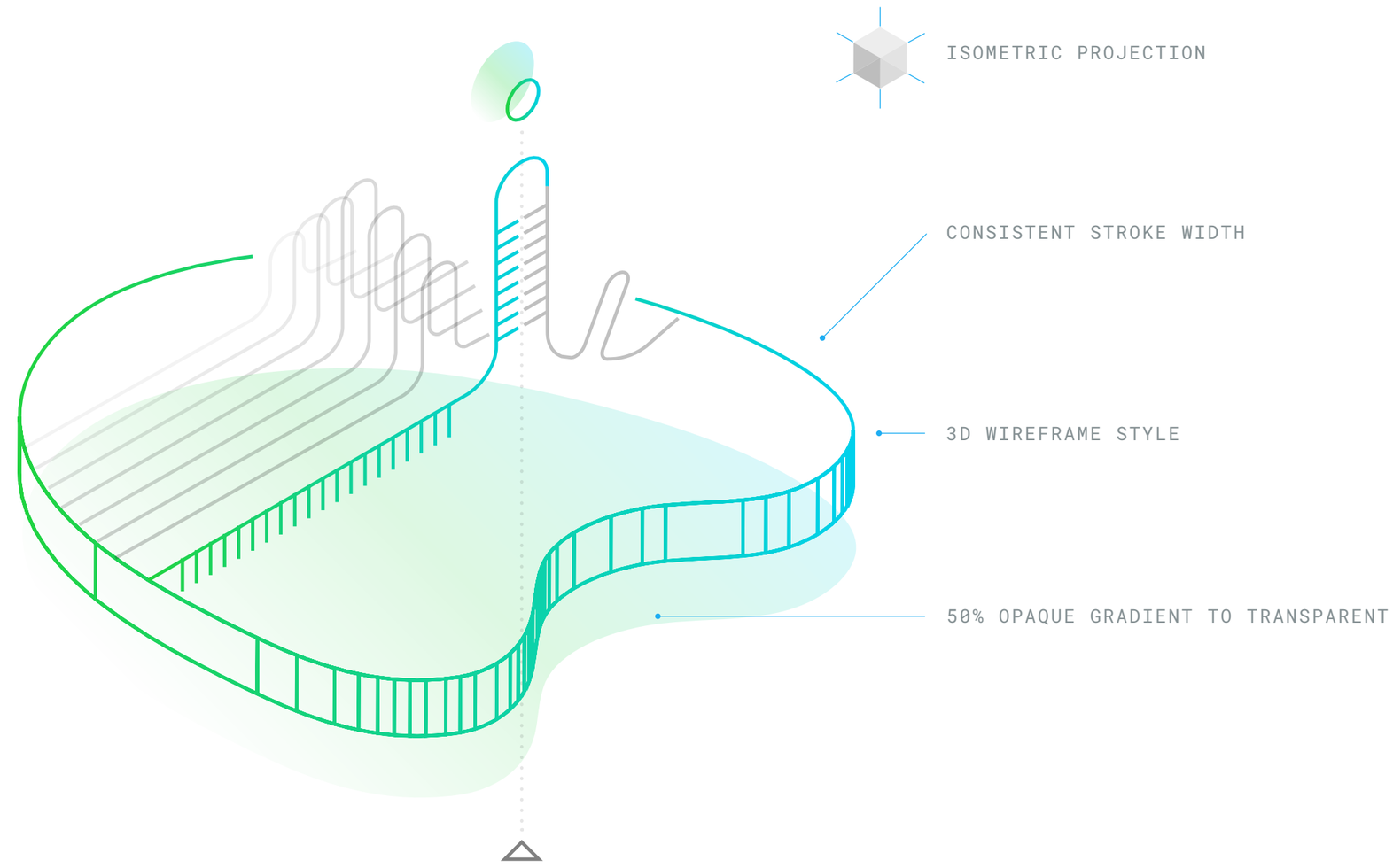
The "Stack" illustration is used to represent Synthego's "Full Stack Genome Engineering": Design, Edit, Analyze process.



OVERLAPPING STACKS CAN BE USED AS A BACKGROUND PATTERN

Anatomy

One illustration style used throughout Synthego branding are abstract isometric forms used to represent products or concepts. Don't feel limited to this style for all use cases.

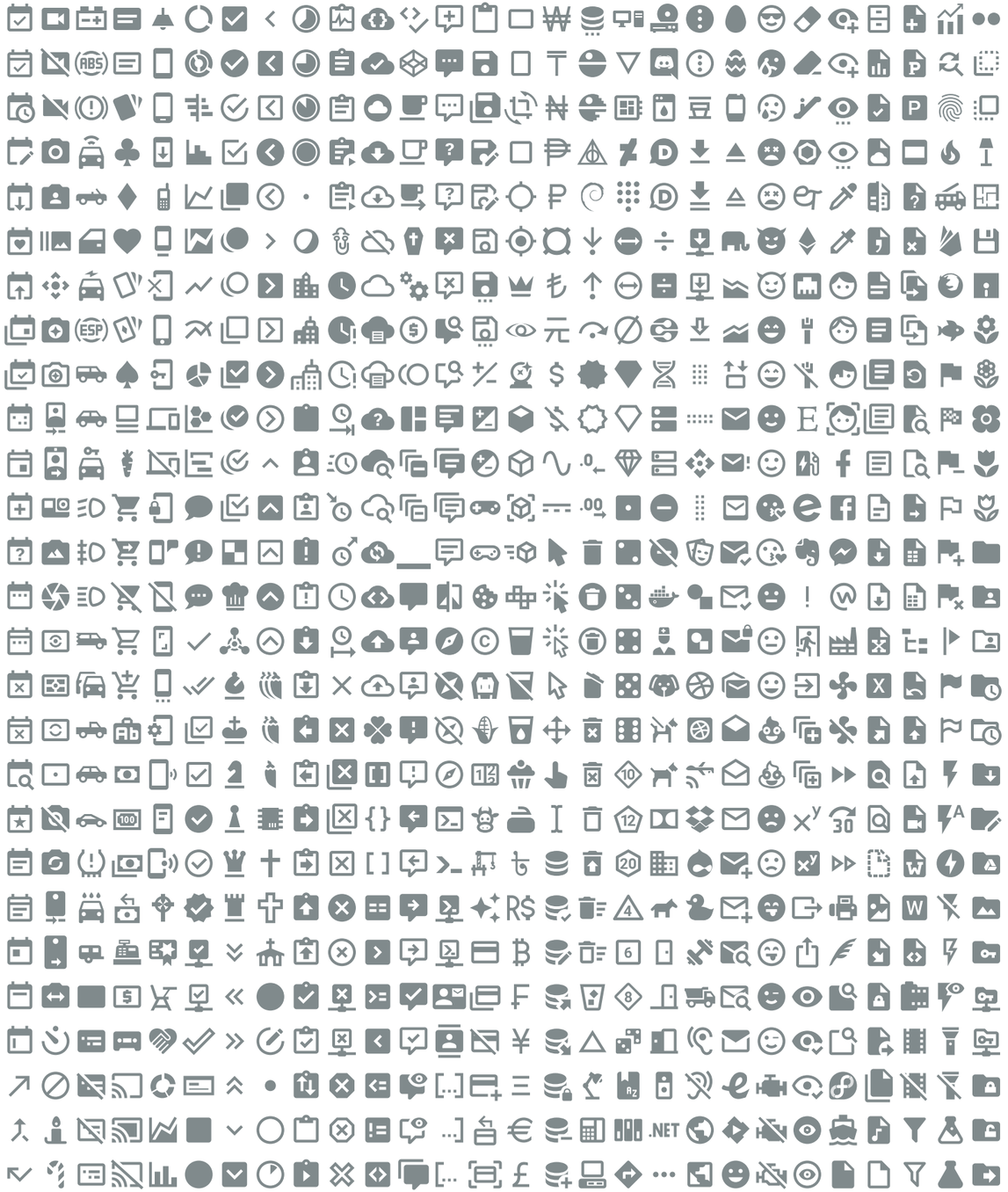


06.

Icons

UI Icons

For icons used in user interfaces choose from the Material Design Icons set at: materialdesignicons.com.



Accent Icons

For icons used to accent marketing materials choose from the Orion Icon Set at: orioniconlibrary.com. Only use line icons with a 4px stroke on a 64px grid and squared corners and caps. Custom icons should match in style.

ICONS FROM THE ORION SET

CUSTOM ICONS IN MATCHING STYLE

07.

Charts & Diagrams

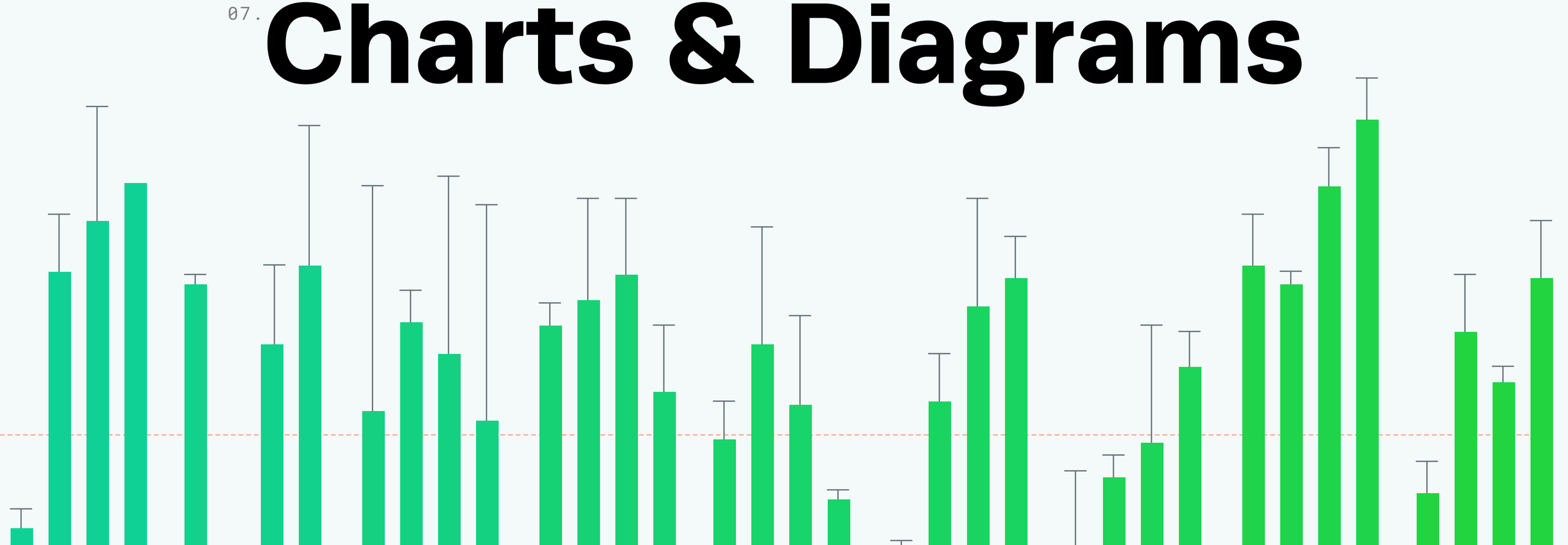


Chart Anatomy

There is a good deal of data that needs to be represented in many materials. Follow these guidelines with creating them:

- Size and align charts consistently whenever possible so any two charts could potentially be placed side-by-side.
- Use components and styling from existing charts to ensure consistency.
- Only use brand colors for charts, if possible.
- If a chart relates to a specific product family use brand colors leaning towards that family.
- Always create charts as vectors.
- Create an alternate version of the chart that will work on dark backgrounds.

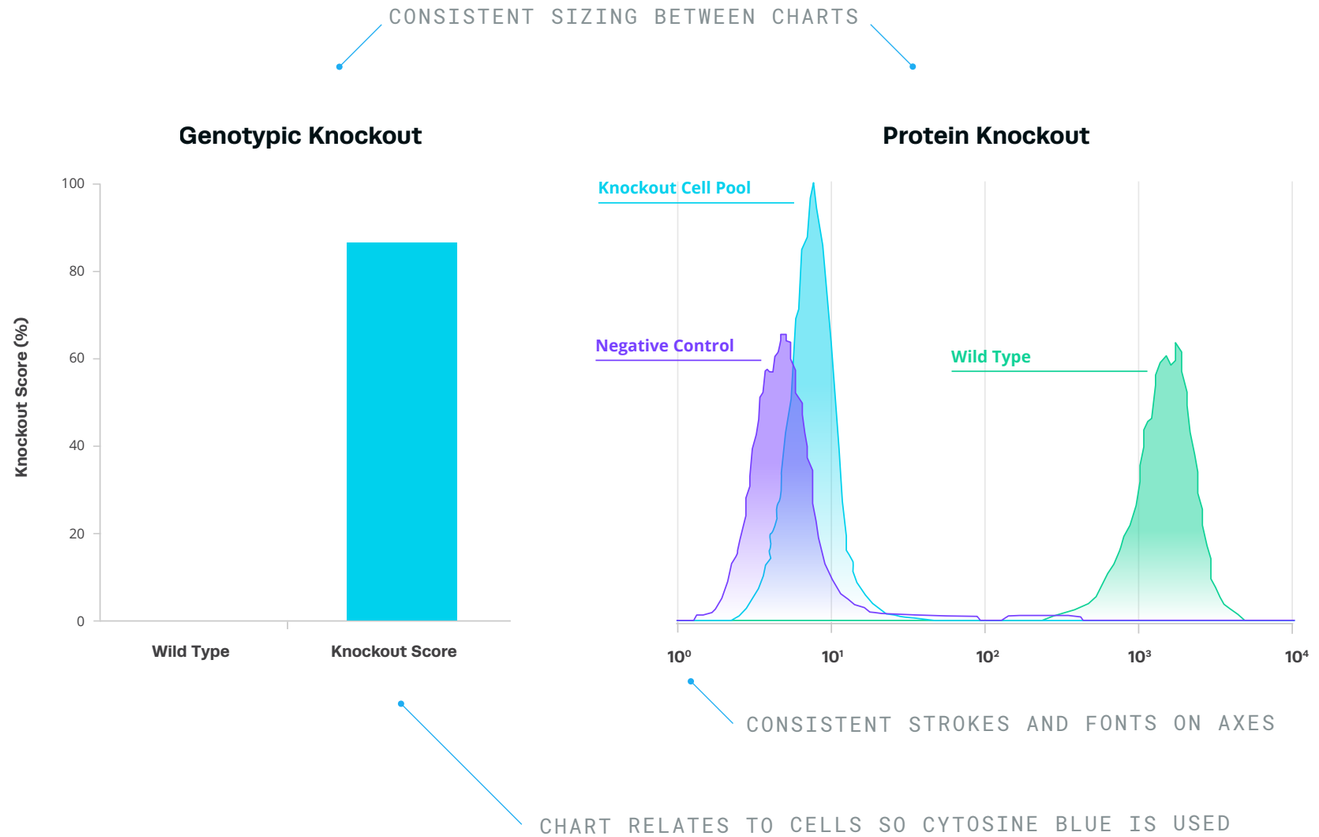
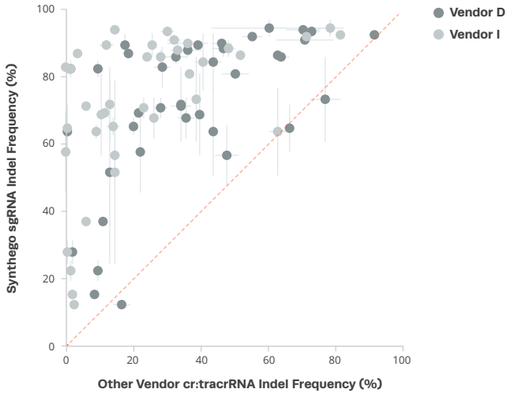
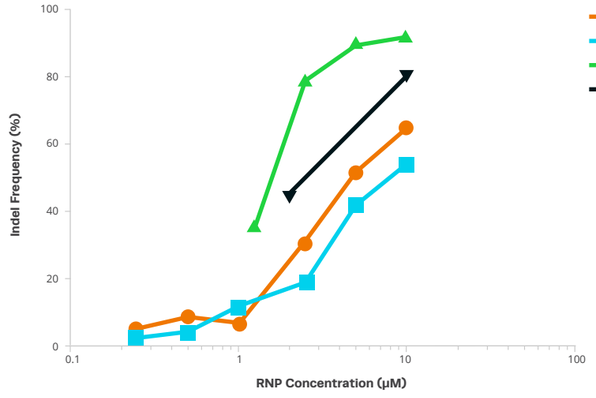
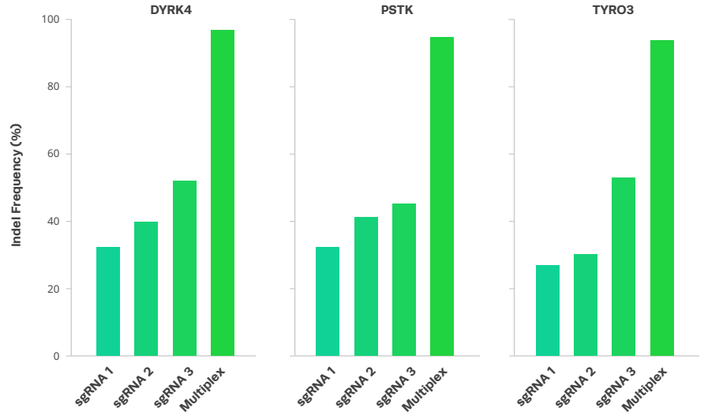
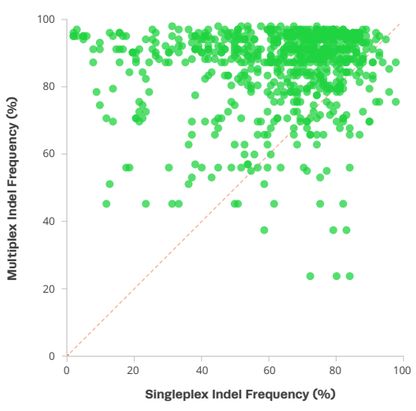


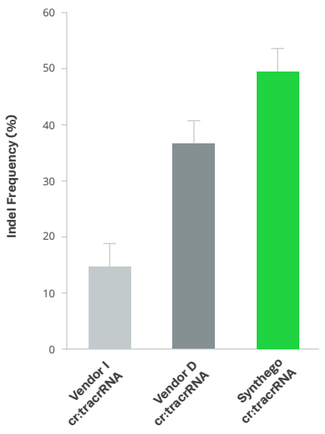
Chart Examples

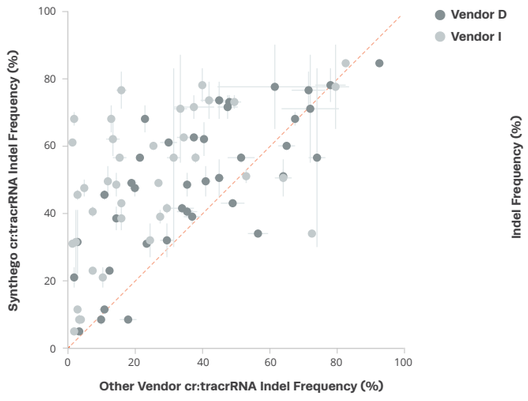


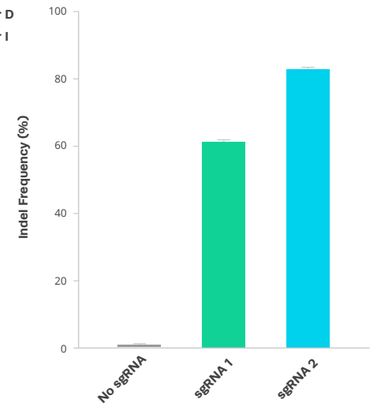


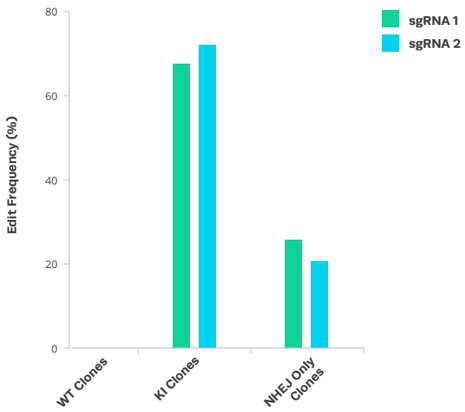


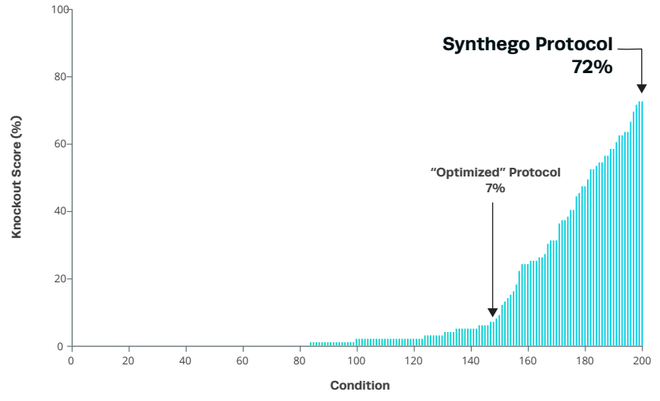












Diagrams

Diagrams explaining processes and concepts should be as simple and clear as possible, without extraneous decoration. Follow these guidelines with creating them:

- Avoid using overly complex illustrations, simplify wherever possible.
- Use components and styling from existing diagrams to ensure consistency.
- Only use brand colors as much as possible.
- Always create diagrams as vectors.

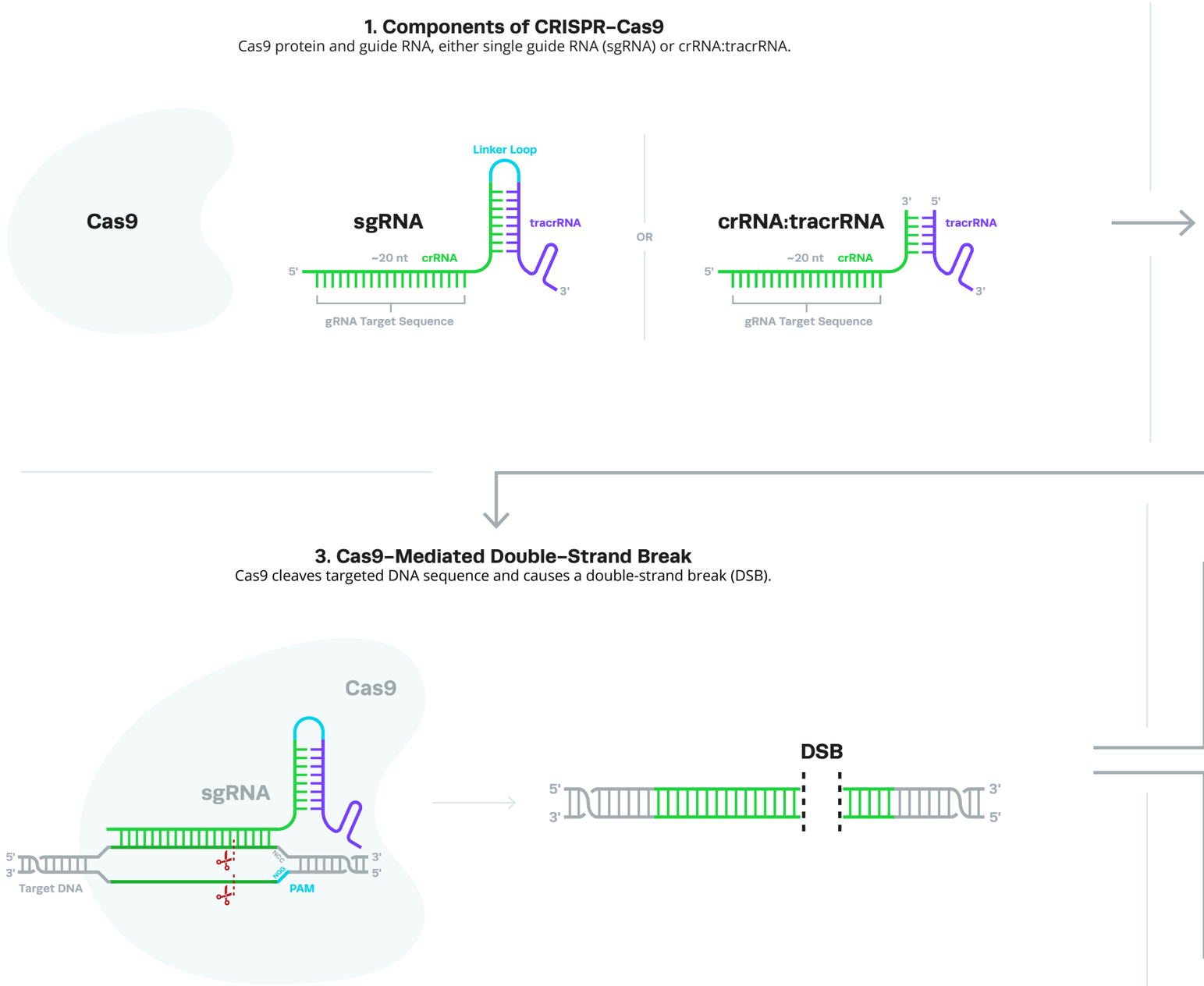
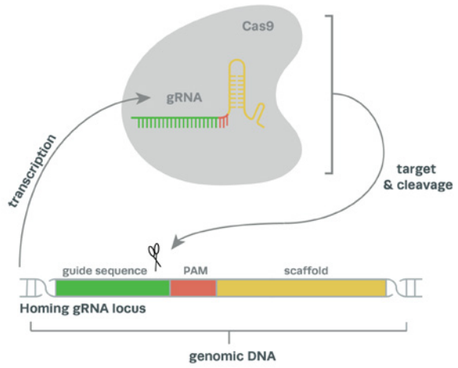
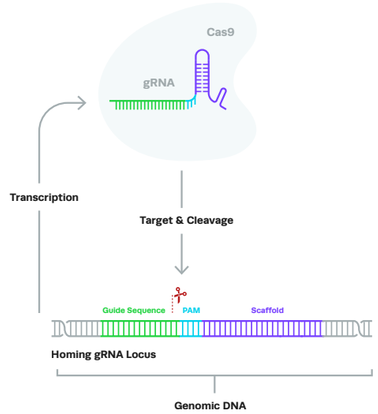


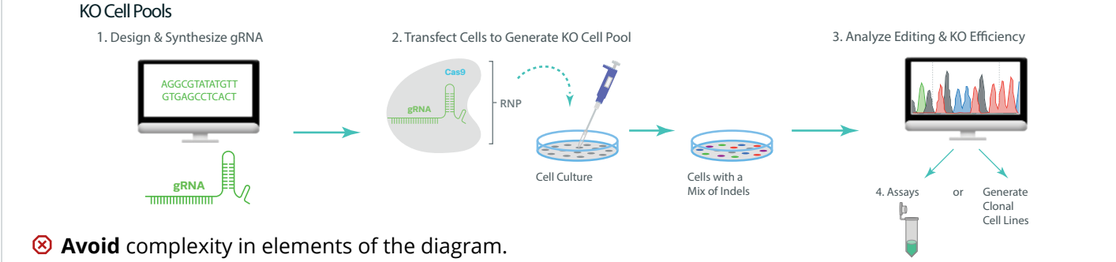
Diagram Do's and Dont's



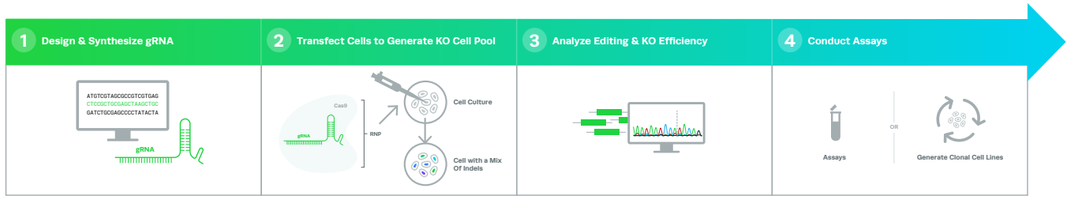
Do not use non-brand colors and styles inconsistent with other diagrams.



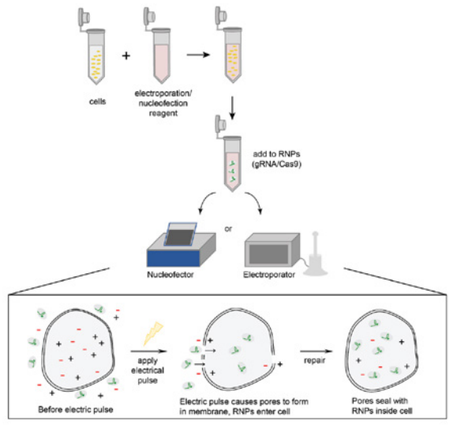
Correct usage of brand colors and styles such as arrows, scissors and DNA



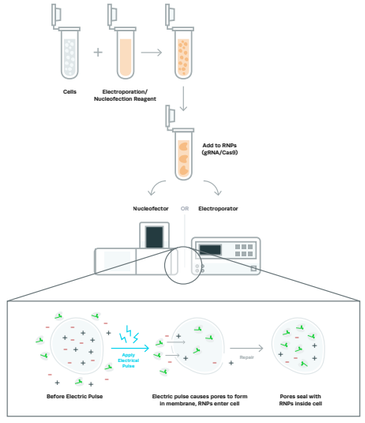
Avoid complexity in elements of the diagram.



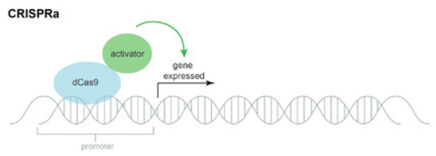
Simplify where possible.

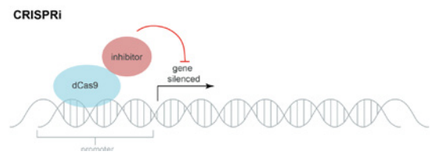


Avoid complexity in elements of the diagram.

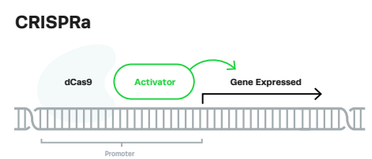


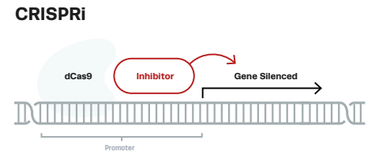
Simplify where possible.





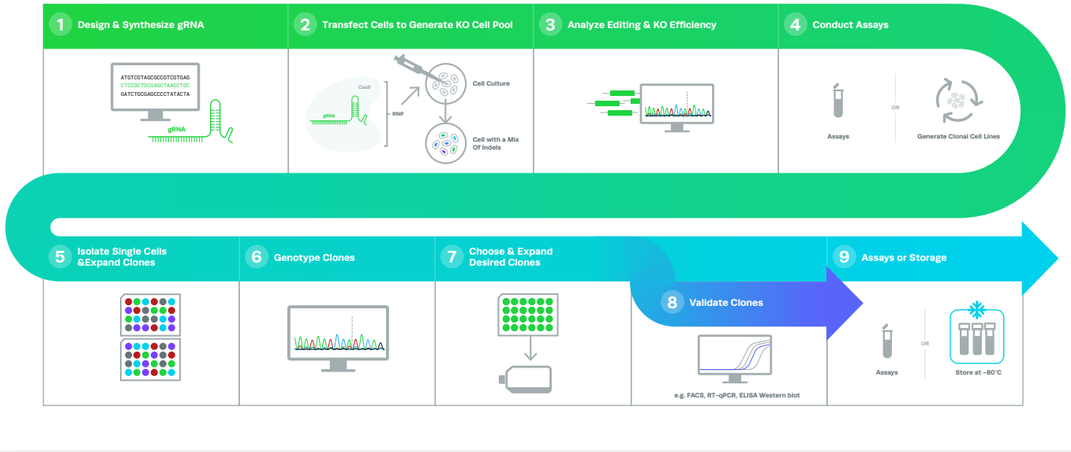
Avoid introducing new styles of elements, when they already exist in other diagrams.

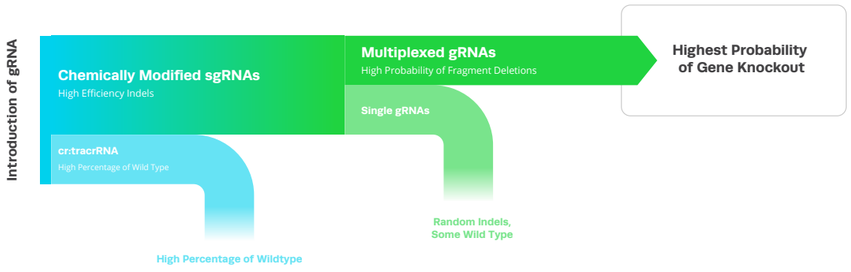


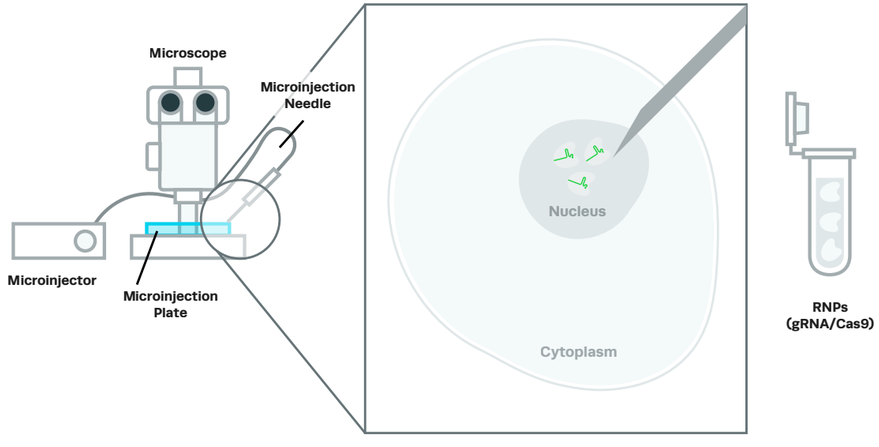


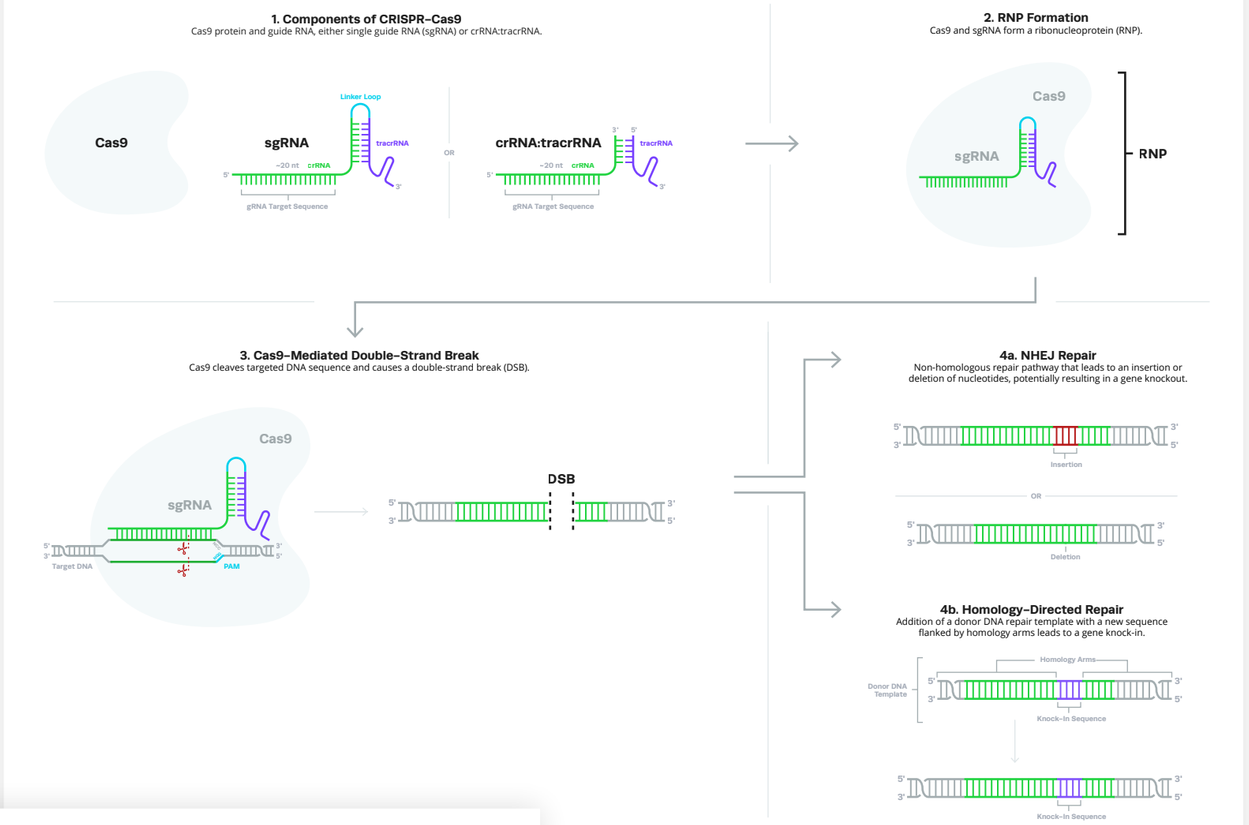
Reuse styles and elements as much as possible.

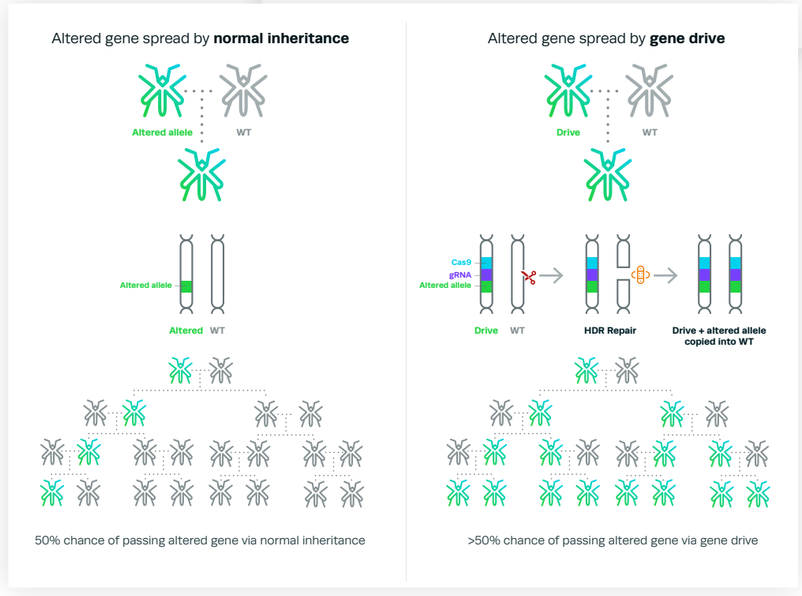
Diagram Examples

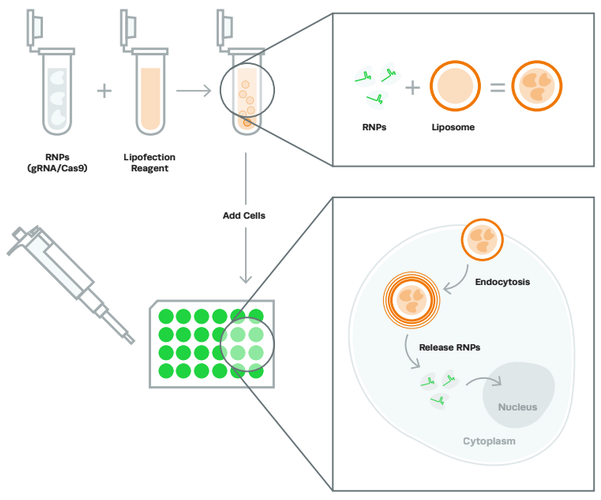












08.

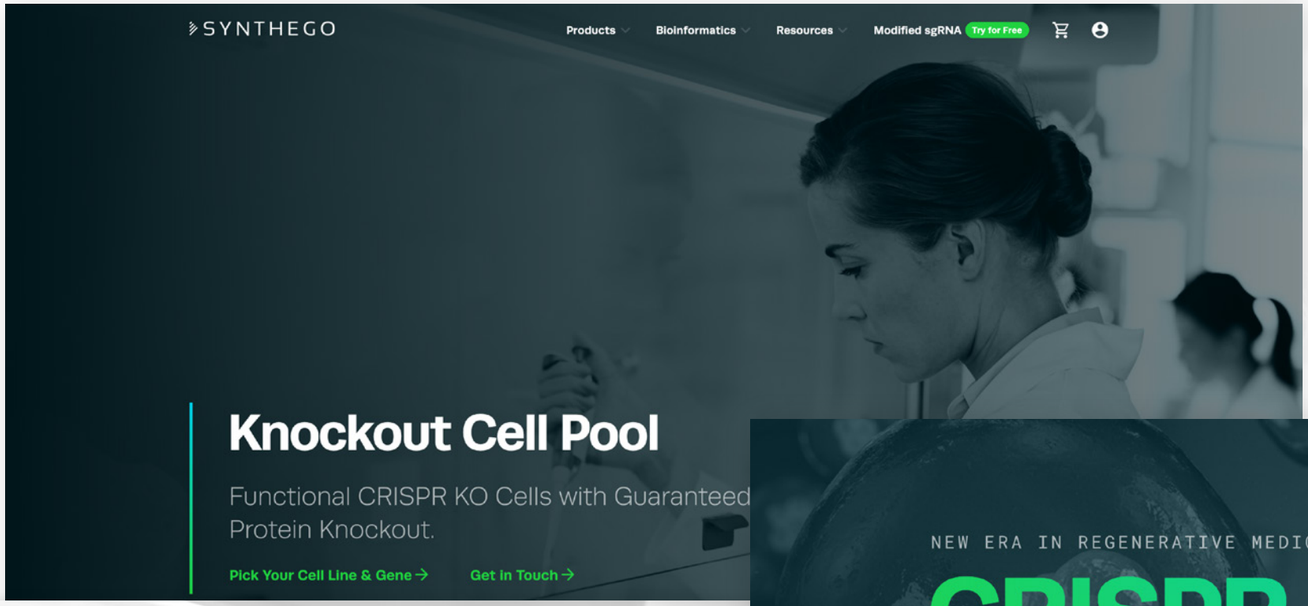
Photography

Style

Keep photographs in a consistent style, for the most part they should follow these guidelines.

- Use black and white photos with high contrast.
- Use photos featuring people when possible.
- Apply gradient overlays to ensure text on top of photos remains readable.
- Feather edges of photos to integrate them into layouts.

Examples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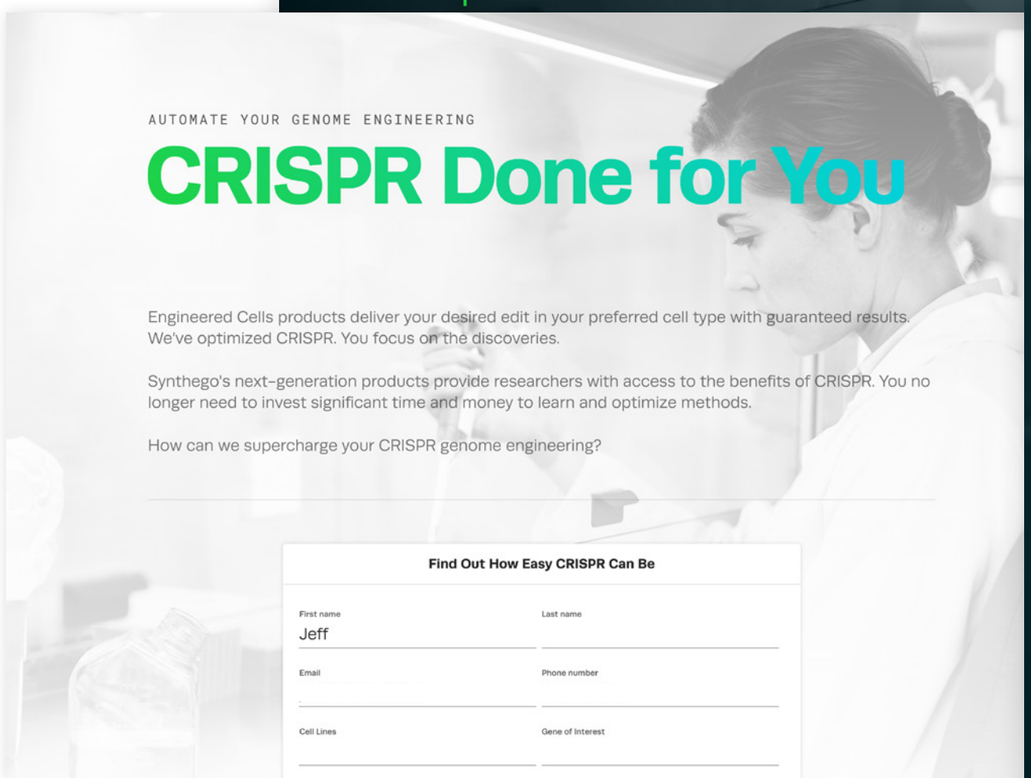
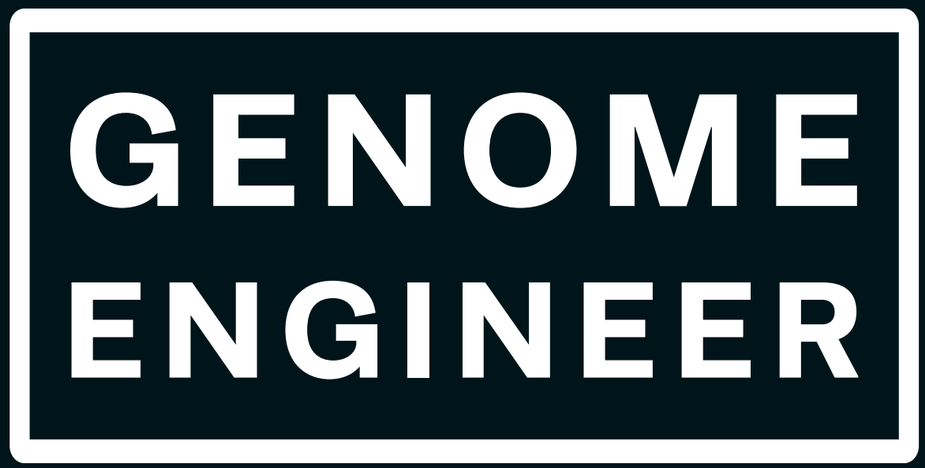

AUTOMATE YOUR GENOME ENGINEERING
CRISPR Done for You
Engineered Cells products deliver your desired edit in your preferred cell type with guaranteed results.
We've optimized CRISPR. You focus on the discoveries.
Synthego's next-generation products provide researchers with access to the benefits of CRISPR. You no longer need to invest significant time and money to learn and optimize methods.
How can we supercharge your CRISPR genome engineering?
Find Out How Easy CRISPR Can Be
First name
Jeff
Last name
Email
Phone number
Cell Lines
Gene of Interest

NEW ERA IN REGENERATIVE MEDICINE
CRISPR Editing in Stem Cells
Introduction of the CRISPR technology & the ability to grow stem cells in the lab have been among the most important breakthroughs in the scientific world. The former is a precise gene editing tool, while the latter enables researchers to study unspecialized cells and they differentiate into specialized ones. CRISPR and stem cells are, individually, already being tested in cell therapies; combined, these techniques have the
guide
RISPR
ellular
hey divide
all have a
CRISPR Cuts
EPISODE 4
Ania Wronski

09.

More Elements

Genome Engineer Badge

The genome engineer badge identifies Synthego customers and team as awesome genome engineers. It is mostly commonly used on the back of t-shirts but can be found and used elsewhere. The only guideline for it's use:

- Only use the official genome engineer badge