

Brand Guidelines



Design Guidelines:

Logo Definition / Usage



Primary Logo

A logo is a graphical element (ideogram, symbol, emblem, icon, sign) that, together with its logotype (a uniquely set and arranged typeface) form a trademark or commercial brand. A logo is the combination of the corporate identity and the brand together representing the business as a whole.

Scientist.com's primary logo is the brain with a fixed relationship to the word mark. DO NOT alter any of the elements of the signature.

Typically, a logo's design is for immediate recognition. Logos are used to identify the business through the use of a mark or an icon. Logos are not used to explain what the business does but only simply identify it. Therefore, its implication carries more weight than its appearance. The logo is one aspect of a company's commercial brand, or economic or academic entity and its shapes, colors, fonts, and images usually are different from others in a similar market. Logos are used to identify organizations and other non-commercial entities. Today there are many corporations, products, services, agencies and other entities using an ideogram (sign, icon) or an emblem (symbol) or a combination of sign and emblem as a logo. As a result, only a few of the thousands of ideograms people see are recognized without a name. It is sensible to use an ideogram as a logo with the name if people will not duly identify it without a name.

Scientist.com, Scientist.com and logo, Faster Science, Outsource Everything But the Genius, Research Concierge, COMPLi, VERIF.i, SCIPAY, DATASMART, Genius Consulting Network, Innovation Hub, Supplier Insider, Supplier Spotlight, Tech Snapshot, Research Services at Your Fingertips are TMs or Registered TMs of Assay Depot, Inc. All Rights Reserved.

4-Color Logo Horizontal (Primary):

This horizontal logo is to be used on all marketing materials.



1-Color Logo Horizontal (Primary):

BLUE or BLACK: ONLY use when you are unable to print using 4-Color

WHITE: ONLY use when you are printing on dark background



Secondary Logo

As mentioned previously, the horizontal logo is strongly preferred in all marketing materials. In some cases the horizontal logo will become too small or not legible. For these cases, we are providing a stacked version that would abide by all the standards outlined in this brand guidelines.

Scientist.com, Scientist.com and logo, Faster Science, Outsource Everything But the Genius, Research Concierge, COMPLi, VERIF.i, SCIPAY, DATASMART, Genius Consulting Network, Innovation Hub, Supplier Insider, Supplier Spotlight, Tech Snapshot, Research Services at Your Fingertips are TMs or Registered TMs of Assay Depot, Inc. All Rights Reserved.

4-Color Logo Stacked (Secondary):

This logo is ONLY to be used if the horizontal logo becomes too small for the space or not legible.



1-Color Logo Stacked (Secondary):

BLUE or BLACK: ONLY use when you are unable to print using 4-Color

WHITE: ONLY use when you are printing on dark background



Minimum Size and Clear Space Requirements

Minimum Size:

To ensure legibility of the Scientist.com primary signature logo, the logo must measure at least 1/2" in height.

Note:

The primary logo is to be used unless detailed printing is not possible (e.g. embroidery). In this case, a version of the logo without the brain may be used.

Clear Space:

The logo should always be placed with an appropriate amount of clear space. The preferred amount of clear space is shown to the right. No other logos / design elements can invade the space measured here by "1/2 X."

4-Color Logo Horizontal (Primary) - Minimum Size & Clear Space:



Whenever possible, the Scientist.com logo should not be smaller than .5" in height.



The Scientist.com logo should have at least "1/2 X" clear space on all sides.

Brain Mark

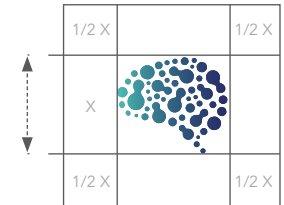
The Scientist.com logo is made up of two elements: the brain icon and the Scientist.com logotype.

The primary logo is the preferred logo to use on all collateral for Scientist.com. If necessary, the brain mark can be used alone with the following guidelines.

4-Color Brain Mark - Minimum Size & Clear Space:



Whenever possible, the Scientist.com brain mark (when used by itself) should not be smaller than .5" in height.



The Scientist.com brain mark (when used by itself) should have at least "1/2 X" clear space on all sides.

1-Color Brain Mark:

BLUE or BLACK: ONLY use when you are unable to print using 4-Color

WHITE: ONLY use when you are printing on dark background



Incorrect Usage

Each example to the right is an INCORRECT usage of the logo and should not be used.

Incorrect Usage:



scientist.com

Do not omit any elements from the logo signature.



 **scientist.com**

Do not substitute any typeface within the logo signature.



 **scientist.com**

Do not reassign corporate colors within the logo signature.



 **scientist.com**

Do not substitute another color in place of the approved corporate colors for the logo signature.




scientist.com

Do not reconfigure any of the elements in the logo signature.



 **scientist.com**

Do not shift the position of the logo within the badge of the logo signature.

Scientist.com Internal Brands

The following are internal brand marks representing proprietary Scientist.com products and/or services. The brand marks follow the same guidelines as previously stated and are intended for internal use only unless otherwise explicitly agreed upon. For permissions and guidance on usage, contact marketing@scientist.com.

4-Color Internal Scientist.com Brand Marks



Scientist.com Supplier Badges

The following badges are intended for use by in-network suppliers and/or suppliers participating in the VERIF.i pre-assessment program.

The Registered Supplier badge may be used by any supplier with a valid supplier agreement in place. The badge may appear on external and internal materials, including printed collateral, websites, social media, blog posts and landing pages. This badge should not be altered in any way and must appear as shown within this style guide. The logo is always free-standing, without additions and is never to be used within body copy. The badge is available from the backoffice website, or you can click [HERE](#) for the direct download. For additional guidance on the Registered Supplier badge, contact marketing@scientist.com.

The VERIF.i badge may only be used by suppliers with a valid VERIF.i report. The badge is only permitted for use for two years from the date of a completed report before it must be removed from all materials. A supplier may request an updated badge reflecting the year of a newly completed report. The badge may appear on external and internal materials, including printed collateral, websites, social media, blog posts and landing pages. This badge should not be altered in any way and must appear as shown within this Style Guide. The logo is always free-standing, without additions and is never to be used within body copy. For additional guidance on the VERIF.i badge, contact compliance@scientist.com.



4-Color Scientist.com Supplier Badges



4-Color Scientist.com Supplier Badges - Minimum Size & Clear Space:



Whenever possible, the Supplier Badges should not be smaller than .75" in height.

| | | | | | |
|-------|--|-------|-------|---|-------|
| 1/2 X | | 1/2 X | 1/2 X | | 1/2 X |
| X |  | | X |  | |
| 1/2 X | | 1/2 X | 1/2 X | | 1/2 X |

The Supplier Badges should have at least "1/2 X" clear space on all sides.

Co-Branding

Authorized users must use the Scientist.com logo in its original unaltered form after obtaining express permissions from Scientist.com. A minimum unobstructed area must surround the Scientist.com logo as outlined here to ensure that the Scientist.com logo is not confused with the partner's logo. When combining our logo with yours to create a co-branded logo, please use a thin black divider line per the guidelines. For co-branding purposes, your company may not use the Scientist.com logo by itself on any of your materials.

The Scientist.com logo must be used along with your corporate logo in all instances. The Scientist.com logo is a protected trademark globally. The uses of our trademarks are governed by the terms of the Scientist.com trademark license agreement. Partners may use our logo on a limited basis only for the term of the license or business relationship. No other Scientist.com trademarks, brand elements or brand identity may be used, including Scientist.com website layouts, colors arranged in a manner suggestive of Scientist.com intellectual property, except as provided under license from Scientist.com. In advertising the co-branded products or services, Partners must also display the Partner's own logos, business name, product names or other branding as agreed but should not mimic any Scientist.com direct advertising, product packaging or website design.

Co-Branded Lockup Horizontal (Preferred):

Partner logo is sized to provide equal billing to Scientist.com and centered along side it. The grey box below equals 1/2 the "X" height of the Scientist.com logo. That spacing is placed on either side of the thin black vertical separation line. This line height will be the height of the tallest logo between the two.



Co-Branded Lockup Vertical:

Partner logo is sized to provide equal billing to Scientist.com and centered above it. The grey box below equals 1/2 the "X" height of the Scientist.com logo. That spacing is placed on either side of the thin black horizontal separation line. This line length will be the length of the widest logo between the two.



Design Guidelines:

Typeface / Color Palette



Typeface

Avenir LT Std Heavy:

Used for large headlines and other special promotions.
Not to be used for body copy.

Headlines:

Avenir LT Std Heavy for large headlines

Avenir LT Std Heavy

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$%&*()?,.,;

Typeface

Avenir LT Std:

Avenir LT Std Heavy & Medium for subheads and alternative callouts.

Avenir LT Std Light for body copy and smaller callouts.

Avenir LT Std Heavy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789\$%&*()?.,;:

Avenir LT Std Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789\$%&*()?.,;:

Body Copy:

Avenir LT Std Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789\$%&*()?.,;:

Colors

There are three brand colors that make up the Scientist.com color palette. These colors and these alone make up the color palette. They are used in backgrounds, patterns, headlines and other design elements across the Scientist.com brand landscape.

Primary Colors:

Blue used as primary color for headlines and subheads. Grey used overall for bullets and body copy. Green used as an accent color to highlight benefits or stats.



PMS 280
C100 M89 Y22 K20
R31 G52 B111
HTML #1F346F



PMS 425
C66 M55 Y53 K28
R84 G88 B90
HTML #54585A



PMS 3248
C52 M0 Y32 K0
R109 G205 B184
HTML #6DCDB8

Secondary Colors:

Used to support the primary colors and highlight additional benefits when needed.



PMS 2299
C45 M0 Y100 K0
R168 G201 B75
HTML #99CA3C



PMS 2222
C100 M21 Y36 K0
R19 G142 B160
HTML #138EA0



PMS 2155
C38 M15 Y8 K0
R158 G181 B203
HTML #9EB5CB

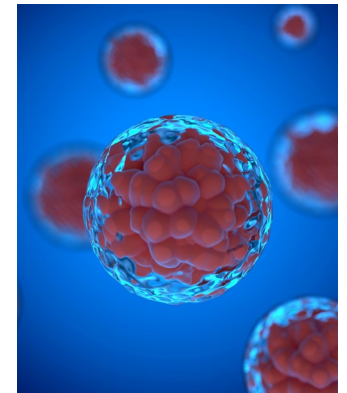
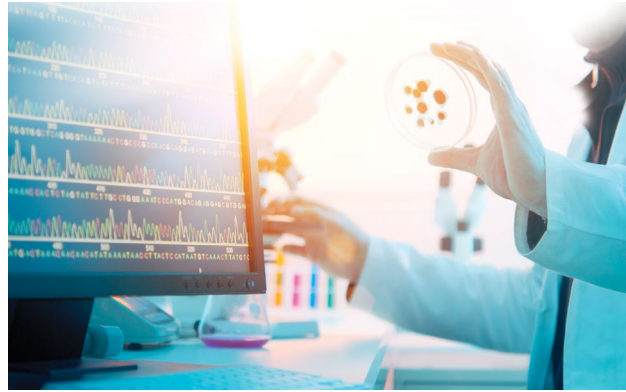
Design Guidelines:

Imagery / Icon Style



Photography Style

Striking, scientific images with bright colors and elements are the photographic style for Scientist.com. Vector graphics such as DNA helix and other iconic scientific imagery can be used as well. Unusual cropping can add character to typical shots. Scale can also be used to enhance the photography style.



Icon Style

Simple icons are used with or without a highlighted area. Line icons work well with a variety of applications.



For any brand inquiries such as access to approved logos,
icons and images contact marketing@scientist.com.



505 Lomas Santa Fe Drive, Suite 110, Solana Beach, CA 92075

Scientist.com, Scientist.com and logo, Faster Science, Outsource Everything But the Genius, Research Concierge, COMPLi, VERIF.i, SCIPAY, DATASMART, Genius Consulting Network, Innovation Hub, Supplier Insider, Supplier Spotlight, Tech Snapshot, Research Services at Your Fingertips are TMs or Registered TMs of Assay Depot, Inc. All Rights Reserved.