

INVITEK
diagnostics

Brand Guidelines

Reduce ambiguity and provide clear direction to your teams and partners on branded assets. A single source for brand and marketing guidelines to keep up-to-date on the latest trends.

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Introduction.



Welcome to the world of **INVITEK**.
In these pages we've outlined the brand basics. It's everything you need to know to live in - and correctly grow - the world of **INVITEK**.

Be curious and see what's in for you!

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

Warren Buffett

The **INVITEK** visual identity guidelines has been established to guide a new approach to visual communication in printed and digital branded content. This visual identity guide is a reference for everyone who is authorized to work with the Invitek brand.

When it comes to our brand, our reputation, we maintain strict control over it. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values. What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardized - like business cards, letterhead, and envelopes - these are not intended as the focus of this guide. Instead, it is to empower you, the creative, with the elements you need to create.

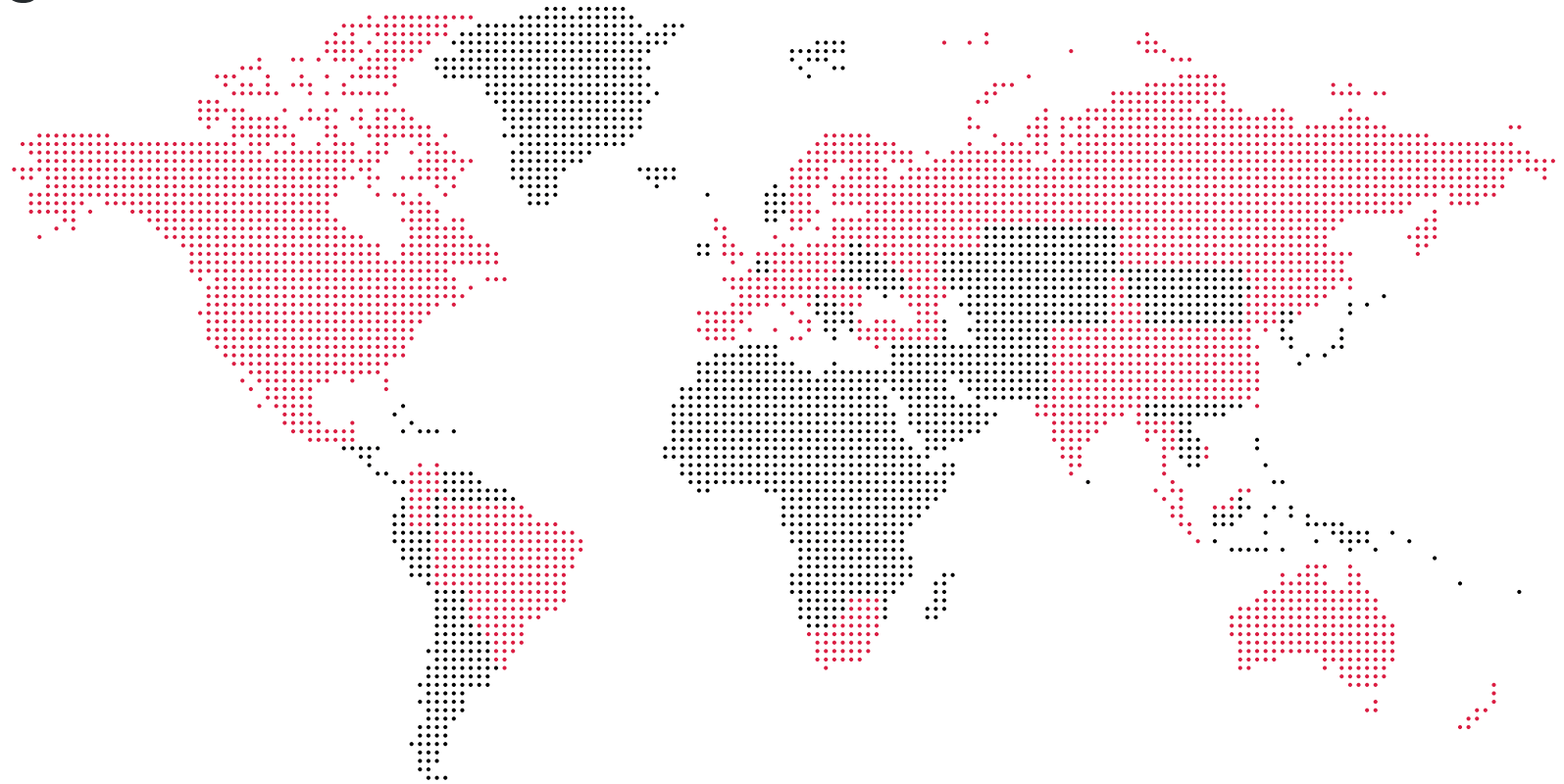
By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the Invitek brand, every time.

Please refer back to this guide often. If you have any questions concerning the content of this guide, please don't hesitate to reach out our Design Team at info@invitek.com



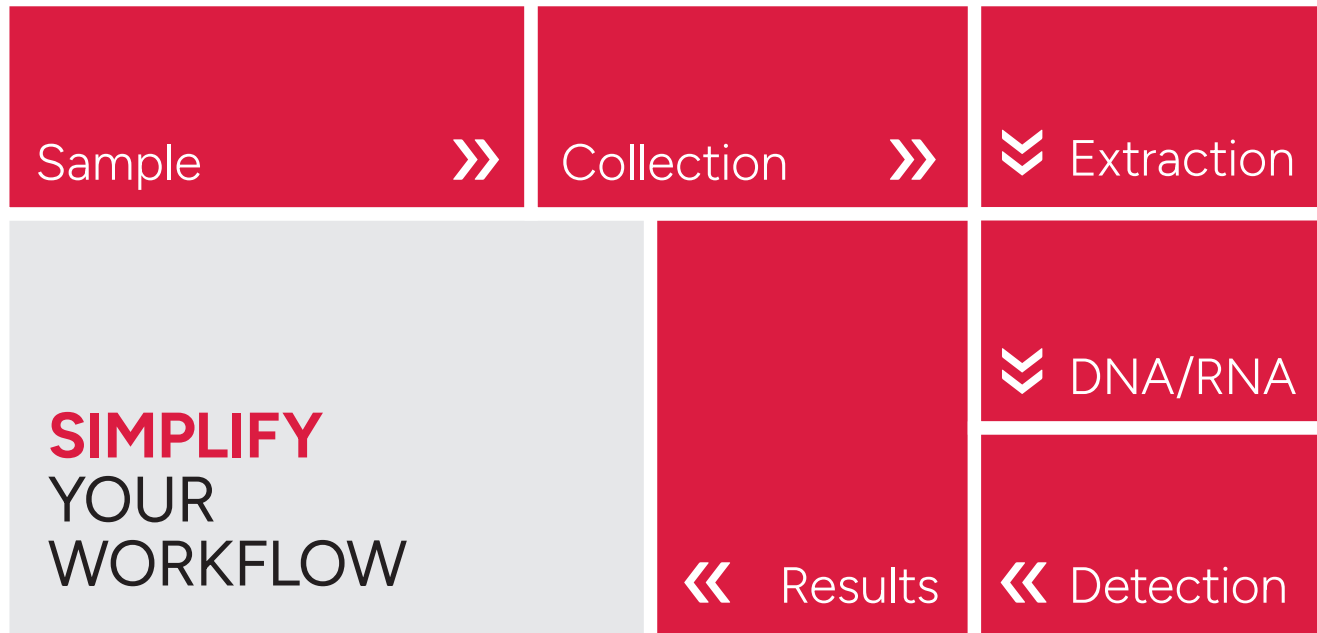
About the Brand.

A GLOBAL PROVIDER OF MOLECULAR DIAGNOSTICS PRODUCTS



Global market reach

20+ years of experience in molecular
diagnostics_Manual & automated DNA/RNA
extraction and detection kits_Sample
collection & stabilization
consumables_Excellent and in-person
technical support_Quality Management
System certified ISO 13485 & ISO 9001





Tondela, Portugal

- 3400 m² (330 m² for Production)
- Cleanroom Manufacturing Facilities
- Research & Development
- ISO 13485 and ISO 9001 Certified
- DNA Sequencing Facilities
- Logistics Center



Berlin, Germany

- 600 m²
- Research & Development
- Quality Control & Batch releases
- ISO 13485 Certified
- Customer & Technical Service
- Commercial operations

WHO WE ARE

Invitek Diagnostics is a global provider of molecular diagnostics products that cover the full spectrum of workflows, from sample to result. The products are designed for ultimate ease of use and time saving, with a modular system that can be adapted to any laboratory environment.

With Invitek Diagnostics, you can streamline your processes and work efficiently from sample collection and extraction to detection and point-of-use. Discover our complete portfolio for food testing, human and veterinary diagnostics, genetic testing, microbiome analysis and life sciences.



Brand Logo.



Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market.

A brand's logo is one of the core elements of its visual identity. It is because of this reason every brand wants to opt for a design that is unique, aesthetically enriched and represent the organization at its best.

Wordmark logo design is all about keeping it simple. The type-only look is a popular (and timeless) choice across industries, especially tech, media, fashion, and food.

What is a wordmark? It's a type of logo design that includes only the company name — no symbols, mascots, or badges.

Wordmark logos are also called "logotypes," and can include monogram variations for smaller spaces like social media profiles and favicons. Because of the simplicity of these logos, typography and spacing are extra important.

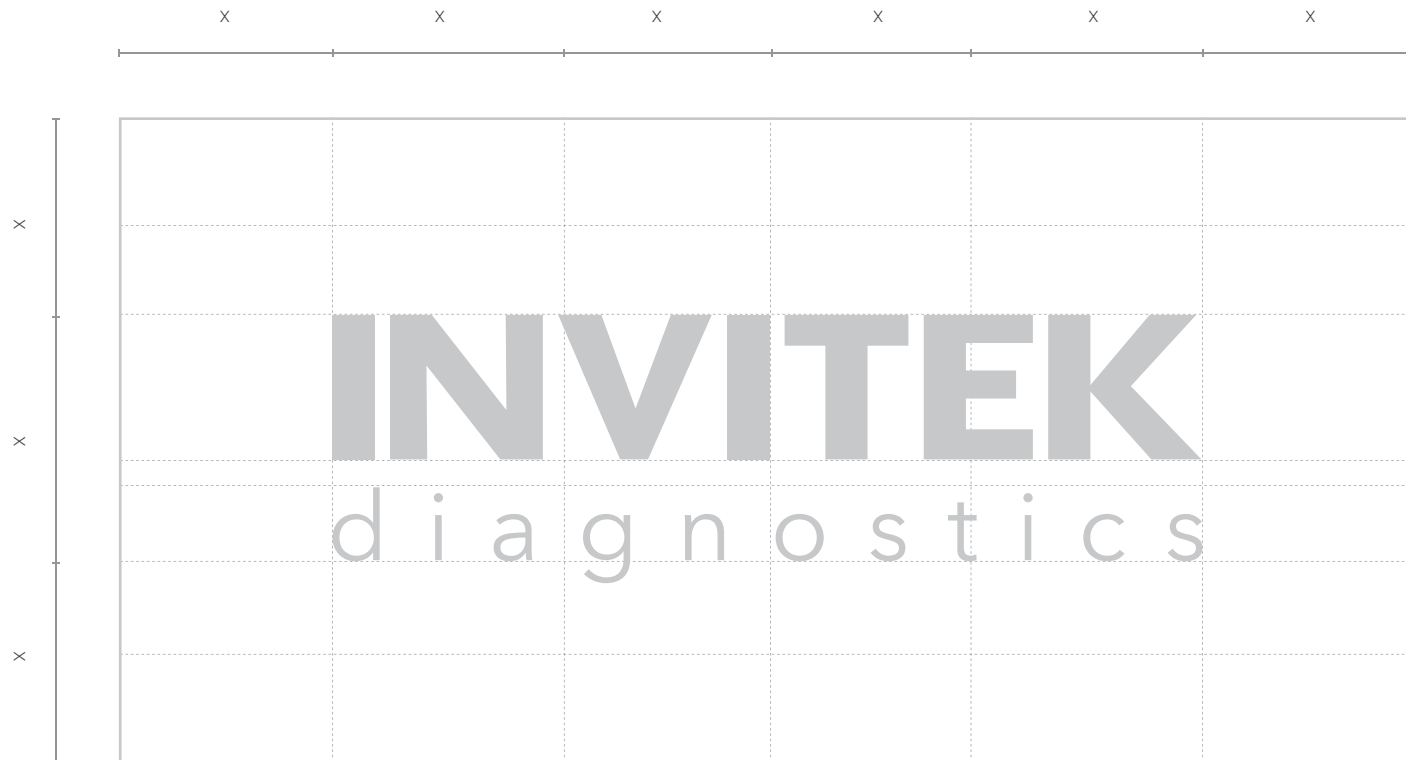
The graphic of our definitive logo is very clean, square, linear, essential, strong and emphasizes the values of the brand. The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity. The representation of the word becomes a visual symbol of the organization or product.

The logo should be always produced from the master artwork.

BRAND LOGO

INVITEK
d i a g n o s t i c s

INVITEK
diagnostics



EXCLUSION ZONE



INVITEK
diagnostics

50mm

INVITEK
diagnostics

Inverted

INVITEK
diagnostics

45mm

INVITEK
diagnostics

B&W

INVITEK
diagnostics

B&W Inverted

Minimum Size

INVITEK
diagnostics

30mm

INVITEK
diagnostics

20mm

LOGO MISUSE



DO NOT rotate the logo



DO NOT distort or warp the logo in any way



DO NOT change the logo's colors



DO NOT change the main typeface



DO NOT move the position of the logo



DO NOT add special effects to the logo



DO NOT display the logo with limited legibility



DO NOT display the logo as an outline

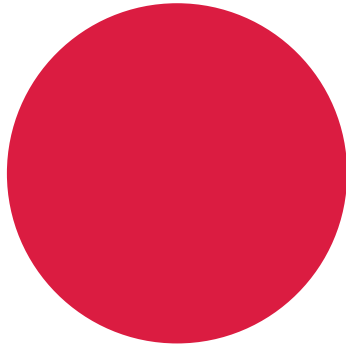


DO NOT lighten the logo



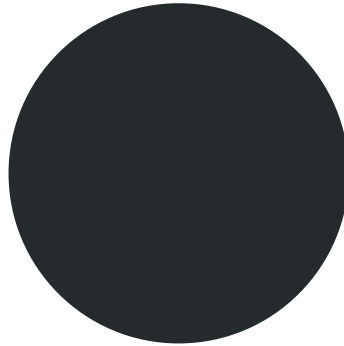


Brand Colors.



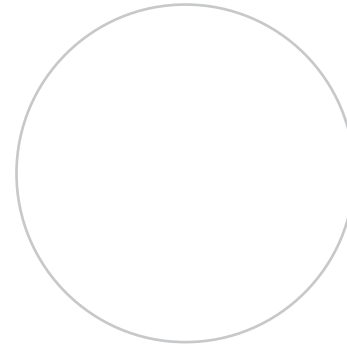
PANTONE 1788 C

CMYK 08 / 100 / 75 / 02
RGB 214 / 14 / 53
HEX #D60E35



PANTONE BLACK C

CMYK 00 / 00 / 00 / 91
RGB 48 / 48 / 48
HEX #303030



WHITE

CMYK 00 / 00 / 00 / 00
RGB 255 / 255 / 255
HEX #FFFFFF

Typography.



Light

Light Italic

Regular

Italic

Medium

SemiBold

Bold

Bold Italic

ExtraBold

Black

Figtree (google font)

Regular & *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

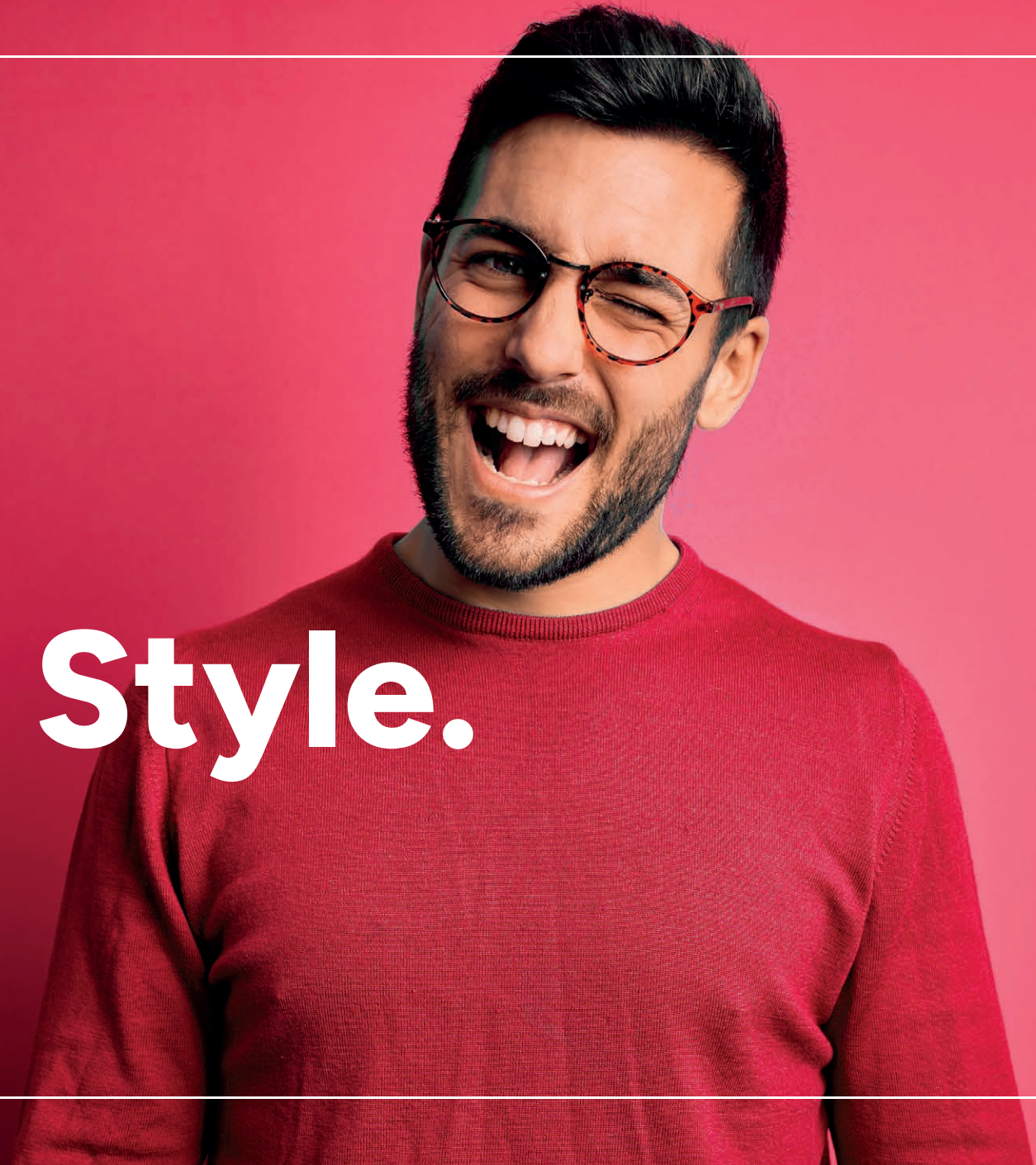
abcdefghijklmnopqrstuvwxyz

Bold & *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Visual Style.



Every brand needs a visual style guide.

It's the graphical culmination of all strategic work, a collection of elements that serves as the visual embodiment of the brand identity. This process constructs a comprehensive and cohesive system for execution, and addresses the full range of potential uses; from physical size and shape constraints and varying color formats, to the filetypes required to perform on all modern media platforms.

At its core, the Visual Style System will be composed of a brand signature (the logo, wordmark or logotype) to serve as the trademark (and potentially countless other visual components).

To support that primary identifying element, we

develop complementary patterns, color and typographic systems, as well as other visual elements designed to round out the comprehensive and unique graphic style for the brand.

As a result of this process, it is critical to consider and build all necessary variants to ensure both ease of use and effective presentation at all sizes and in all environments.

Concepts are to be evaluated within the context of example communications and must evaluate those touchpoints most critical for the client (e.g. stationery, collateral, website, environments).

This considers both the primary brand lockup and possible brand extensions, geographic signifiers, and other necessary alternates.

STATIONERY





PACKAGING



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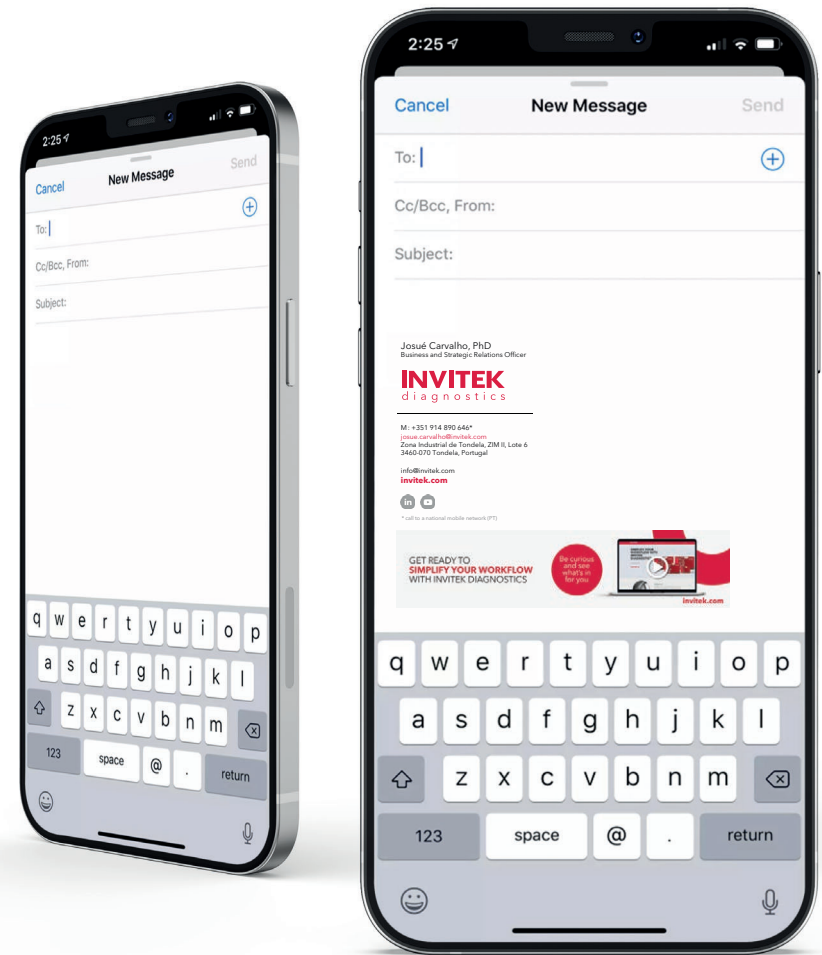


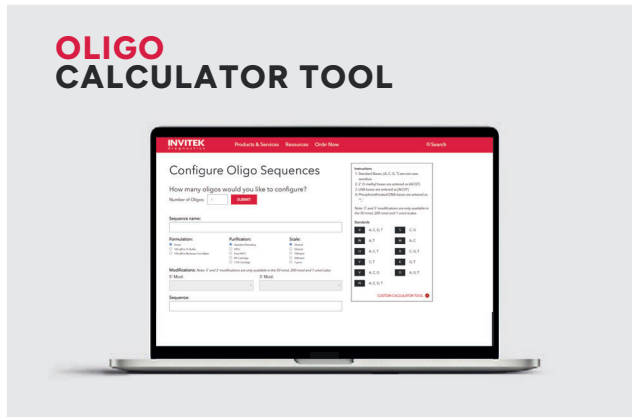
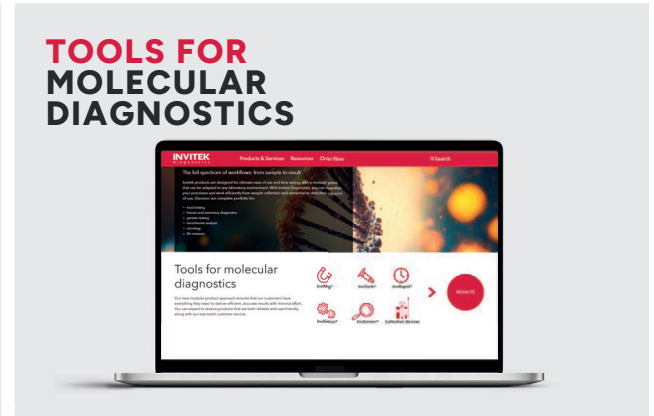
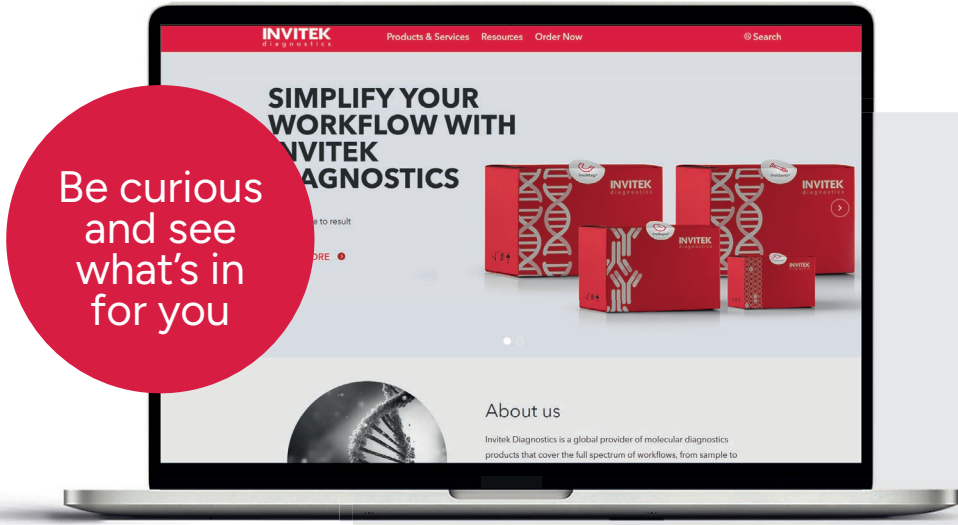
* call to a national mobile network (PT)

GET READY TO
SIMPLIFY YOUR WORKFLOW
WITH INVITEK DIAGNOSTICS

Be curious and see what's in for you

invitek.com







InviMag®



InviSorb®



InviRapid®



InviScreen®



InviLisa®



InviGenius®



Custom Oligos



Collection devices

Trademarks

Glossary.



CORPORATE IDENTITY

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

IDENTITY MANUAL

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

LOGO

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

BRAND ARCHITECTURE

The organizational system that defines how a company's individual brands relate to and interact with one another.

It shows the role and hierarchy that each brand plays in the greater structure of the company and defines the function of each. It provides clarity to companies and enables them to differentiate their brand elements.

TYPEFACE/FONT FAMILY

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

STATIONERY

Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

TEMPLATE

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

BRAND

A mix of tangible and intangible attributes, symbolized in a trademark that can be managed to create value for organizations and customers. It is the physical representation of a company's offerings and values, but can exist subjectively in a person's mind. This is chiefly influenced by a person's comparison of the brand promise offered versus their perception, experience, and interaction with an organization, product or service.

GRAPHIC STYLE

A consistent theme of the graphic elements of a brand's overall visual appearance. Graphic style is recognizable by the visual traits of an overall parent brand and can vary slightly but is overall consistent among the sub-brands.

CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The "K" in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

RGB

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

PRIMARY COLORS

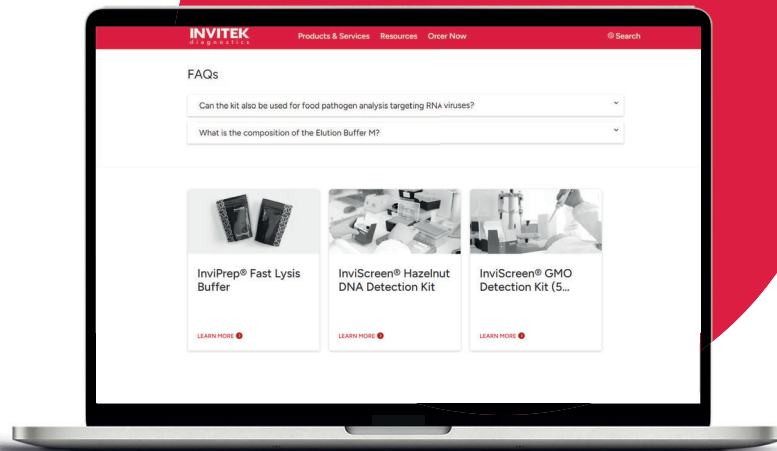
The core selection of identifying colors that are used in a logo.

PALETTE

A given, finite set of colors for the management of digital images. weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.

Resources.

invitek.com



Our website www.invitek.com and linkedin page also contains additional resources and information that we think you will find useful.

Please visit it for:

- **Invitek** brand photo library
- News, Links and information
- Resources
- Orders

For additional information please contact the brand office at info@invitek.com




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