



Logo Style Guide

February 20, 2008

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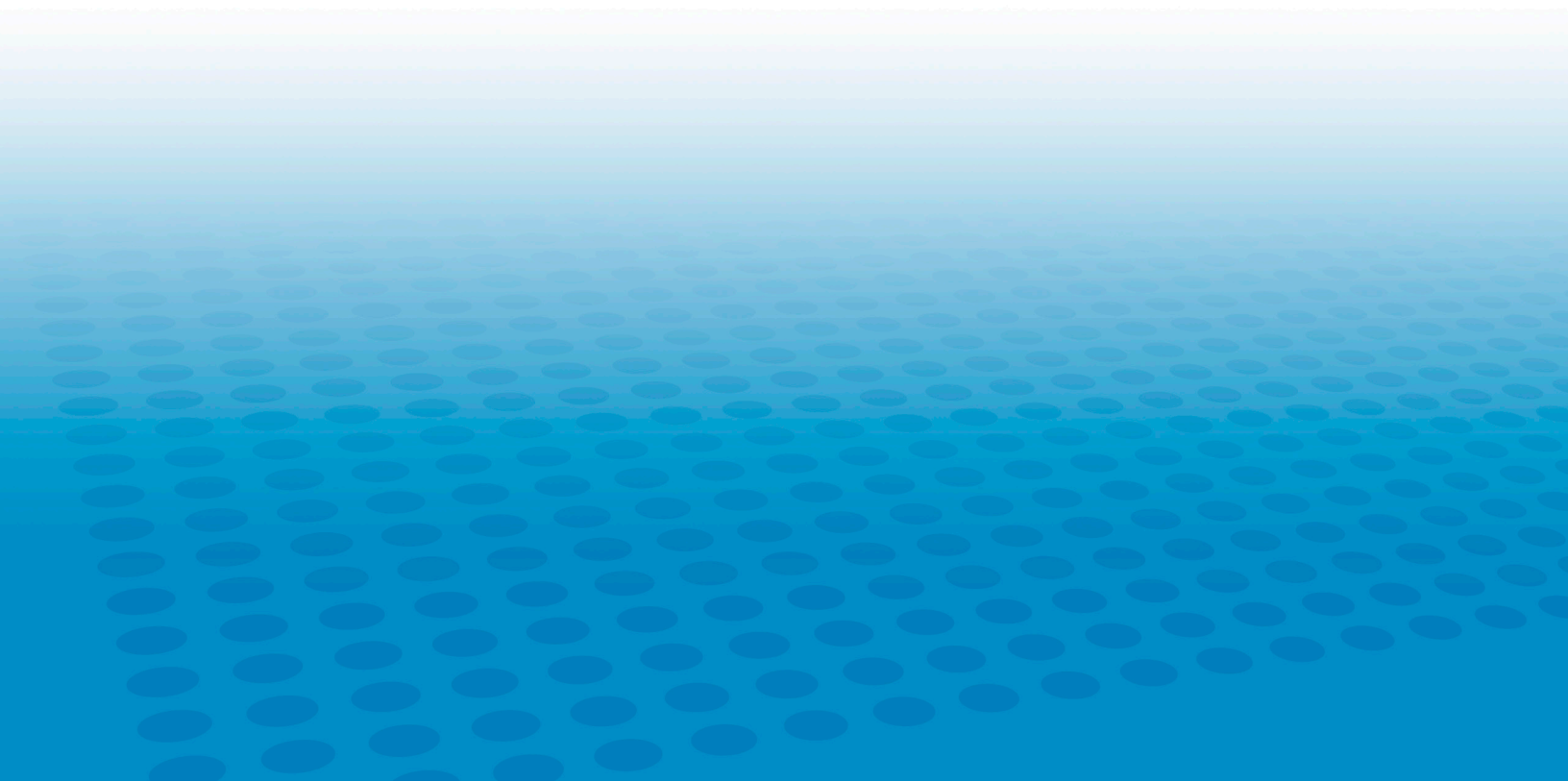
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Communicating the Plexera Brand

The Plexera core brand message and attributes are carried through all mediums of communications through the intelligent use of color, typography, photography, and other Plexera brand elements. Proper usage is important to ensure the quality of the experience of every Plexera customer and potential customer.

The brand elements include: The Plexera logo, color fields and bars, typefaces, photography and line art.



The Plexera Logo



The logos in this section are the primary graphic elements of the Plexera branding program. Every member has a responsibility to help preserve the integrity of the Plexera logo. Consistent usage of the logo in its exactness will define and reinforce the Plexera brand. When the logo is used properly with the other elements of the identification program, a unique and effective visual style can be established.

These guidelines will assist you in helping Plexera establish an easily recognized brand with lasting recognition worldwide.

Plexera Blue "PlexBlue"
CMYK C:77 M:24 Y:6 K:0
RGB R:0 G:153 B:204
Lab L:59 a:-21 b:-36
Websafe #0099CC
PMS 7461C

Black
CMYK C:0 M:0 Y:0 K:100
RGB R:0 G:0 B:0
Lab L:0 a:0 b:0
Websafe #000000

The Plexera logo is a two color type treatment.

Ideally, the logo will be used on a white background for maximum impact and clarity. The logo will have a minimum of 1 "X- space" around it.

In order to maintain legibility of the Plexera logo, the minimum width is .6 inches, 1.5 cm, 3p6 picas, or 45 pt.

Example:  **PLEXERA**

Using the Plexera Logo



Color

The color version of the logo ideally is used on a white or light neutral backgrounds for greatest impact.



Dark Backgrounds

For use on darker backgrounds, please use the two color reverse version of the logo.



Grayscale & Mono

When color printing is not an option, use the grayscale or mono versions of the logo rather than allowing the output device to convert the colored version.



Patterned Backgrounds

If the logo must appear on a photo, then use the white or color version on a relatively "clean space", if any exists.

If the background is heavily patterned and no clean space exists, then place the logo in a box on white with "X-space" around all four sides.



Color Palette

Primary Palette

Plexera Blue ("PlexBlue")

CMYK C:77 M:24 Y:6 K:0

RGB R:0 G:153 B:204

Lab L:59 a:-21 b:-36

Websafe #0099CC

PMS 7461C

Graphite

CMYK C:71 M:40 Y:18 K:32

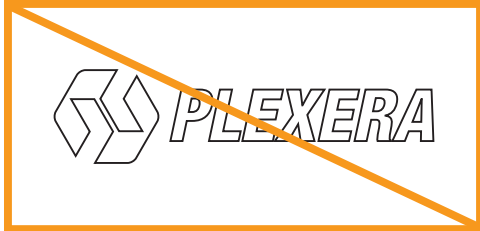
RGB R:76 G:100 B:127

Lab L:40 a:-8 b:-21

Websafe none

PMS tbd

Logo Don'ts



Don't outline the logo.



Don't use a pixelated or low resolution version of the logo.



Don't re-arrange the logo elements.



Don't adorn the logo with additional graphics.



Don't change the proportions of the logo.



Don't place the logo on a color or patterned background that makes it illegible.



Don't alter the colors in the logo.



Um... no.

Typefaces

Helvetica Black Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro SemiCondensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bank Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0

Plexera Word Mark

Based on Helvetica Black Condensed Oblique

Body Copy

Print: Average size 9-11 pt

Headline Copy

Print: Average size 18-24 pt

Subhead Copy

Print: Average size 14-16 pt

Alternate Font

Print: Used primarily on business cards

Typefaces (web)

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headline Copy

web: 3 em

Lucida Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

web: 1 em

The fonts in the stylesheet for plexera.com are defined in the order: Helvetica Neue, Helvetica, Arial, and Verdana for headlines and Lucida Grande, Lucida Sans, Helvetica Neue, Helvetica, Arial, and Verdana for body copy.

Product Naming Typography

K_x Array

The *K_x* in *K_x Array*[™] is always set in italic.

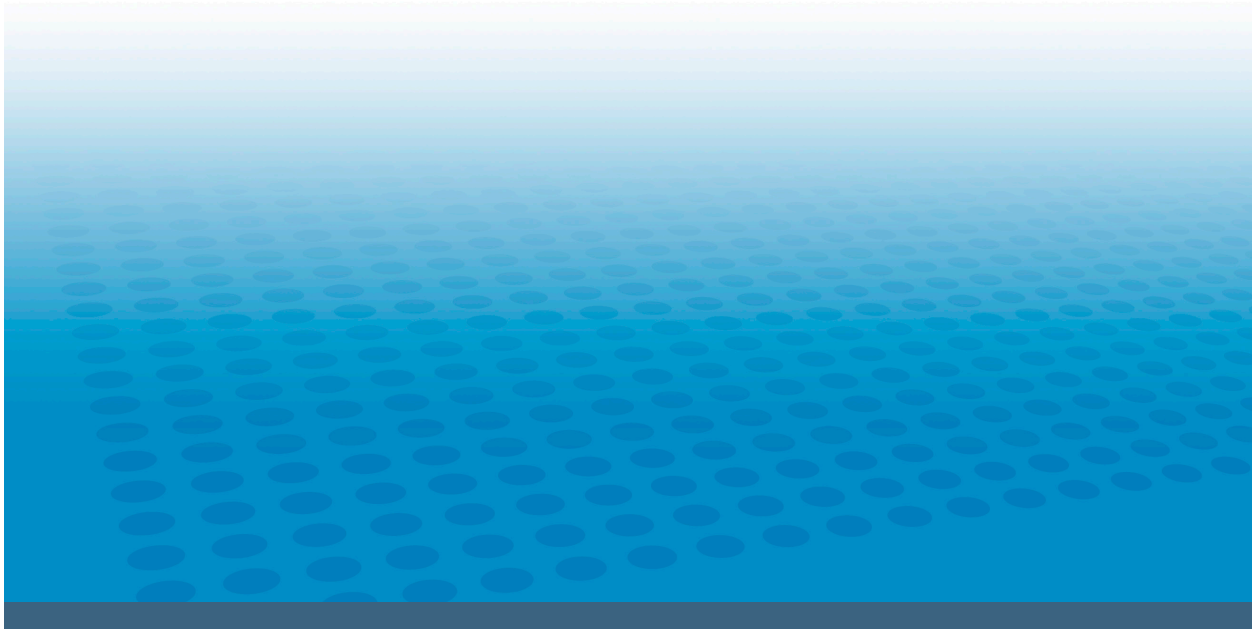
The “X” in *K_x Array* is uppercase and is set as subscript. It is also set using the next highest text weight in order to create a balanced optical weight. For instance, in this paragraph, set in Myriad Pro SemiCondensed, the “X” is set in Myriad Pro *SemiBold SemiCondensed Italic*.

The “X” is also set with a vertical offset of 1.75 pt in body copy and the aesthetic equivalent in headlines.

Also illustrated on this page are the TM trademark symbols. They are included with the first instance of the product name and omitted thereafter. As long as the full product names appear in the body of the paragraph, the TM symbols shall be omitted in headlines and subheads as well. Also note that the TM symbol is not italicized.

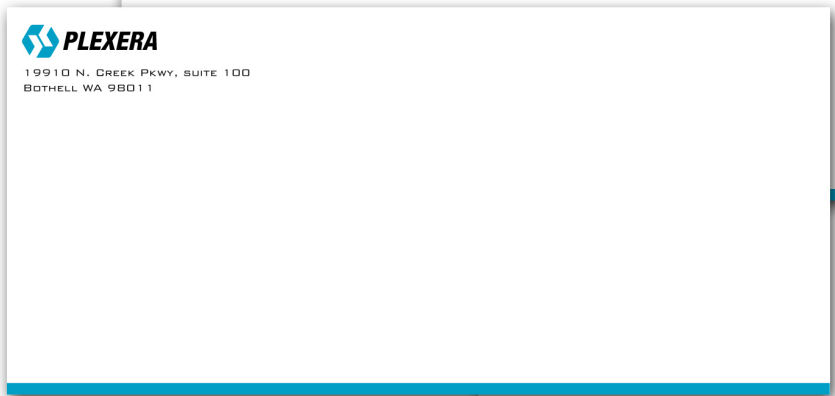
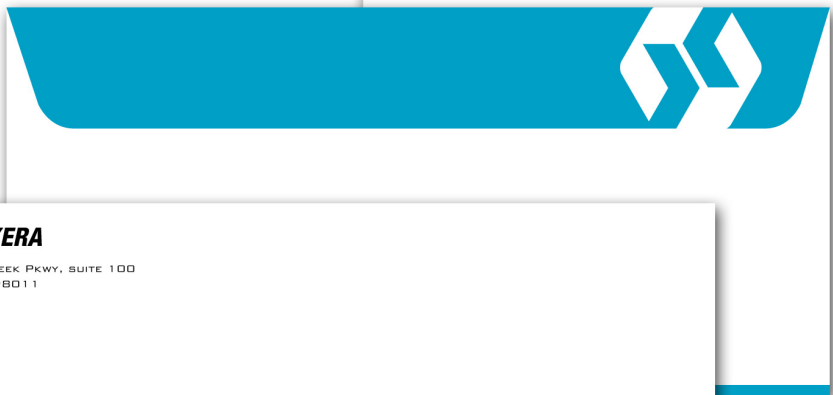
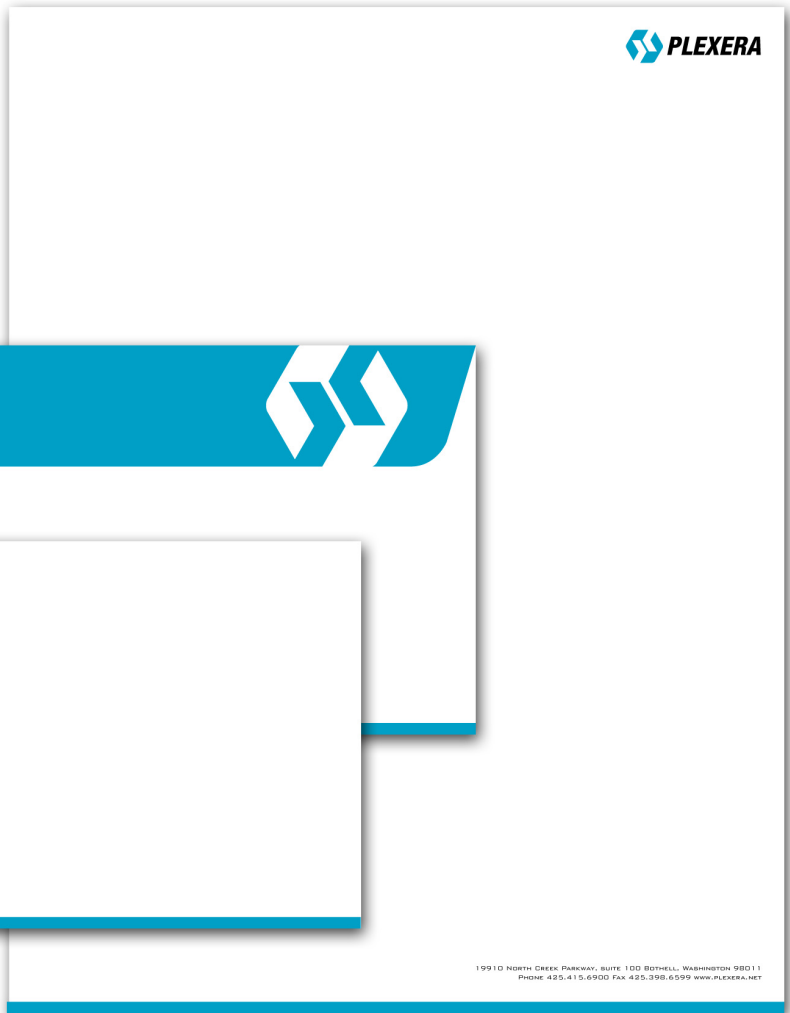
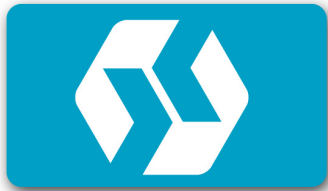
Plexera’s trademarks are further detailed on page 12.

Array Graphic

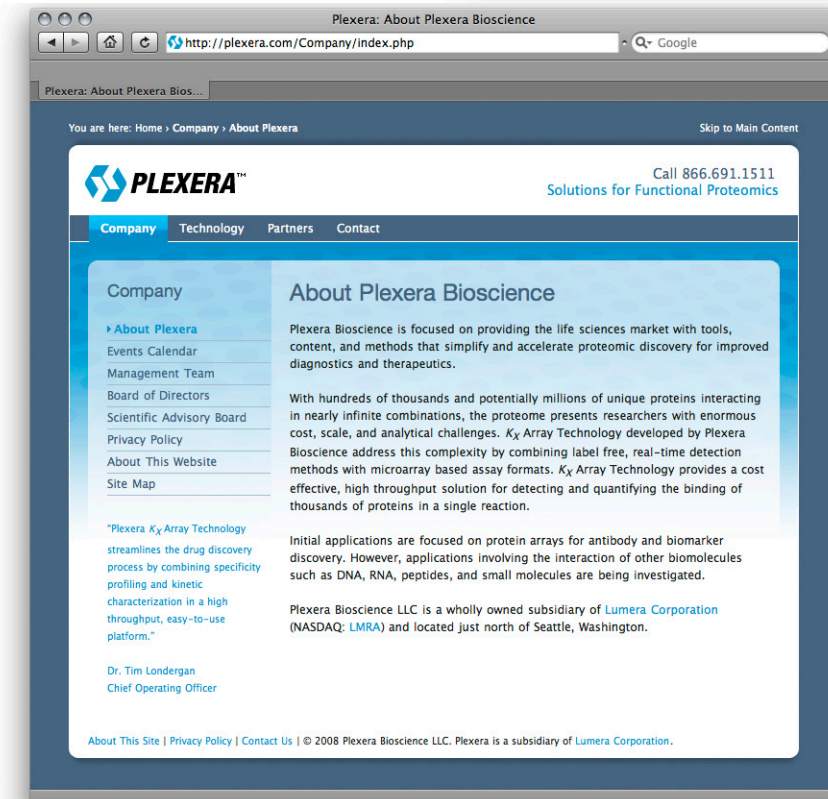
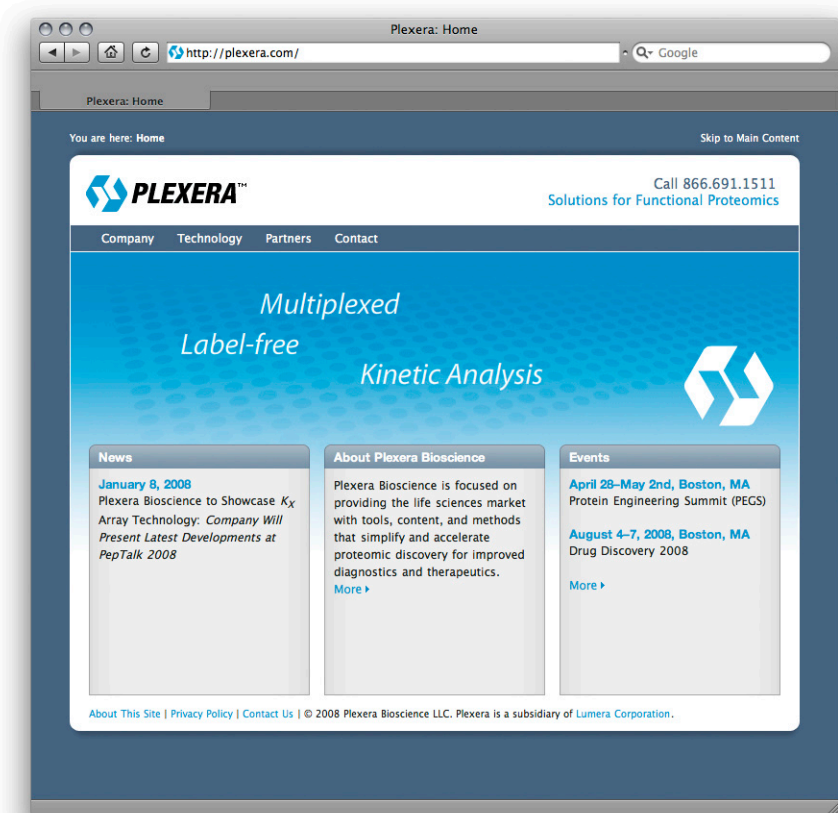


The Plexera array graphic is used as a secondary or background graphic element. There are no restrictions on the minimum or maximum size of the array. The color of the array is Plexera Blue. The array is commonly bordered with a "Graphite" bar of color. *(Please see Color Palette for more information on color.)*

Examples



Examples



Trademark Guide

The list below shows the proper marking for the first use of Plexera individual and compound trademarks in a publication. Please note in particular the compound wordings lists and the specific “TM” placements for these compound usages. THESE SPECIFIC “TM” PLACEMENTS ARE TO BE FOLLOWED EXACTLY.

Once marked, subsequent references to word marks do not require repeated marking, but “TM” placements MUST ALWAYS BE USED WITH LOGOS AND LOGOTYPES (STYLIZED WORD MARKS). For specific Plexera logos or product signatures, please contact your Plexera representative for a copy of our camera-ready master art or an electronic file for reproduction of the logo or signature, along with accompanying guidelines regarding use.

K_x and *is* always set in italic. The “X” in *K_x* is uppercase and set as subscript.

Please note that the basic formula for attribution is: [“Plexera” and “the Plexera logo” first, if used, followed by other Plexera marks used in alphabetical order] are either registered trademarks or trademarks of Plexera Bioscience, LLC. in the United States and/or other countries.”

Please follow compound usage “TM” placements exactly as shown above.

If you have any questions or need additional information for a specific region or country, please submit your inquiry via e-mail to priorapproval@plexera.com or address a letter to:

PLEXERA BIOSCIENCE, LLC.
Attn: Marketing Department
19910 North Creek Parkway, Suite 100
Bothell, WA 98011
Tel. 866.691.1511

Individual Marks

Plexera™

K_x Array™

ExpressTag™

Compound Usages

K_x Array™ Technology

K_x Array™ System

Plexera *K_x* Array™ Technology

Plexera *K_x* Array™ System



If you have any further questions regarding the Plexera Brand please contact the Marketing Department at marketing@plexera.com, or call 866.691.1511

Download logos and templates at <http://plexera.com/marketing>

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