



Brand identity

General guidelines and rules for the use and application of the Bioquell logo, corporate typefaces, colours and tone of voice.

Building an international market-leading brand identity.

Welcome to the Bioquell brand identity guidelines.

We've designed a new brand identity that positions Bioquell for international growth as you will see over the next few pages. It is extremely important that we work together to respect this new brand identity.

Please consider these guidelines and rules as our Bioquell brand blueprint. Everything you need to know about how to express our Bioquell brand will be right here. And as the brand grows, we will continue to update our advice and interpretation.

The marketing team will be pleased to support your brand identity needs, helping you with the interpretation of our brand elements into everyday use.

Finally, remember every proposed use of the new branding will require appropriate authorisation. This is to help protect the investment we are making in the brand, the value contained within the intellectual property and to ensure an overall consistency of use.

Contact the marketing team to obtain approval before commissioning new promotional items or templates and we'll advise on the best approach.

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Building on a strong heritage.

Over the last decade, the Bioquell brand has built a strong foundation in parts of Europe and the USA, but as we move to being a truly global business, a requirement for a new brand identity has been identified.

With sales growth targeted all around the world, accurate translations and overall styling are being limited by the Anglo Saxon nature of the text and strapline in the original Bioquell logo.

Bioquell's previous logo



Simple and professional graphic images appeal to a wider range of cultures and are easy to recognise in the Middle East and Asia markets. A unique font for the company name within the logo helps to protect the visual identity and prevent unauthorised and inappropriate recreation that eventually leads to brand dilution. And finally, with our customer base becoming more multi-national, rules and guidance for the use of the company identity help to maintain a uniform look and feel across all markets. It will also help to emphasise and underscore the size and scale of Bioquell's international footprint.

As we enter the next decade of growth, we are now positioning the brand identity to reflect a modern, market-leading, international blue-chip organisation and at the same time introduce rules, guidance and processes to drive consistency and enhance the group's credibility.

Over the following few pages, you will learn about our new identity and understand the rules that will help to build Bioquell into a truly global brand.

The Bioquell logo



Defining the brand identity.

When the company's direction and vision were reviewed and formalised in the late 1990's, the company name "Bioquell" was created. The two key elements that were combined to make the company name are:

bio – /adj

1. Of, relating to, caused by, or affecting life or living organisms: biological processes such as growth and digestion.

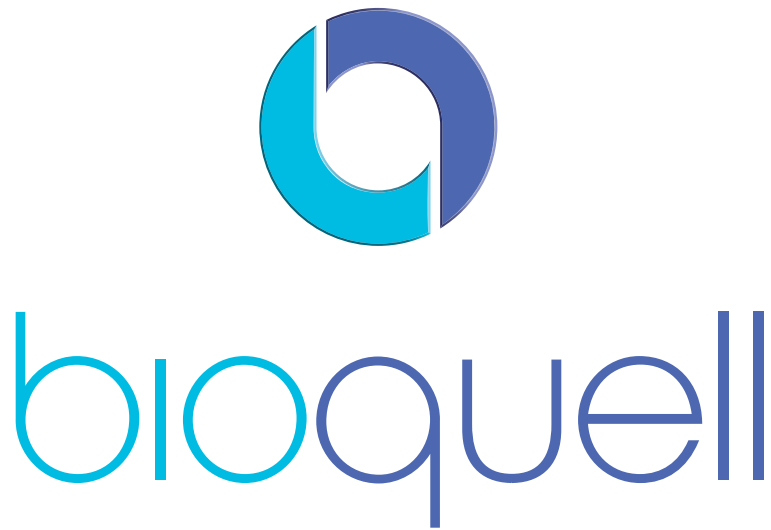
quell – /verb

1. Suppress, forcibly put an end to, crush, overcome, reduce to submission.

However as a growing business, the original heritage behind the name was being slowly lost over time. In designing the new logo (image mark), particular attention has been placed on addressing this gentle erosion.

Delivering a unique logo design.

Within the new design, the bio and quell elements have been highlighted by using two complementary but different colours. The use of the unique font in lower case has been used to show that we are self-confident and quietly assured as the global market-leading organisation.



The new logo has also been created in a modern three-dimensional aspect. The new circular/spherical mark above the company name is a visual expression of Bioquell. The central sphere, nature's purest shape, symbolises harmony and clarity. This image has been designed to position Bioquell's unique identity in every country throughout the world, from western through to eastern cultures.

Although a graphic image, the circular mark retains the "b" and "q" from our name to create a complete form and is complementary to the initials 'bq' which we are often referred to as in clients' documentation.

Reinforcing a global brand.

Our brand image creates expectations. It defines who we are, how we operate and how we are different from our competitors. In essence, our brand image is a promise - a promise that must be kept. As we build a global brand, it is essential that the Bioquell values are well understood to ensure a consistency of approach. The following section is a summary footprint for the brand, and provides an insight into what makes us tick.

Brand spirit.

Functional positioning: novel bio-decontamination solutions.

Emotional positioning: pure science, quality engineering, innovative and dedicated people.

Brand foundations.

Brand personality

- Scientific
- Professional
- Approachable
- Supportive
- Solution orientated
- Reliable
- High quality

Core proposition

- Delivering high quality, innovative bio-decontamination solutions which help the advance of science and clinical therapeutics

Brand essence

- Science-based engineering products or services which enable eradication of micro-organisms using novel technology-based solutions

Brand beliefs

- Committed to helping customers find solutions in our field
- Focus on excellence
- Innovative bio-decontamination engineering
- World-beating expertise which facilitates improved science and clinical therapeutics

Describing the global brand.

Elevator pitch

As we grow globally, having a consistent response across the world as to who we are, what we do and what markets we operate in, is essential. An “elevator pitch” is a concise, carefully planned, and well-practiced description about our company that anyone should be able to understand in the time it would take to ride up an elevator. The following provides a short précis for the Bioquell business.

“We combine innovative research with high-quality engineering to develop novel bio-decontamination products and services which are used globally in the healthcare, life sciences and defence markets. Simply put, we know more about ambient temperature, residue-free germ eradication than anyone else in the world.”

44 words 313 chr

The company word mark.

After the last decade of using upper case when writing the company name (or word mark), the formatting of the word mark Bioquell has been updated and standardised to conform to global business etiquette:

- International press and media reports/articles will avoid using the upper case version of Bioquell, manually adjusting to the upper and lower case version.
- Emails and website copy using upper case Bioquell appear to be “shouting” at the reader.
- Promotional copy with significant use of upper case words can appear confusing to a reader. The eye will move to the “highlighted” word(s) and can skip over important sales messages.

The company name scripting rules

All uses of the “company name” must be in upper and lower case as shown:

Bioquell

It should not be in all upper case, all lower case, bold or placed in italics. Neither should it be coloured differently to adjoining text whether in titles or body copy.

When referring to any of the global businesses/subsidiaries, the generic umbrella term “Bioquell” should be used in preference to local business entity names (e.g. avoid the use of the UK Ltd and other suffixes in body copy). This will maintain a consistent look and feel across all forms of communication.

Exceptions:

The company name within the logo image will use lower case text.

The web address and email address will use lower case text.

W: www.bioquell.com E: enquiries@bioquell.com

When we are required to refer to a specific legal business entity, the company name must be written as follows:

Bioquell PLC

Bioquell UK Ltd

Bioquell Inc

Bioquell Global Logistics (Ireland) Ltd

Bioquell SAS

Bioquell Asia Pacific Pte Ltd

When using an “adjusted” version of the trade mark noun in the context of a verb, unless at the start of a sentence, all lower case is required:

... bioquelling ... bioquelled ... bioquells ...

Protecting our intellectual property.

Bioquell has made significant investment over the last decade in intellectual property. This intellectual property is typically in three areas: Patents/designs, trade marks and copyright, and has been developed through the hard work of dedicated and talented teams. As we grow, we need to put in place and reinforce the appropriate protection. This is to ensure we can vigorously defend infringements and continue to maximise our return on this investment.

Intellectual property: trade mark rules

To protect our investment in our intellectual property, always check the registration status of Bioquell's trade mark portfolio before commissioning final print. The marketing department will advise over the correct application.

Various Bioquell trade marks may be registered in specific countries, and upon first use within the body copy, the trade mark should be immediately followed by a registered mark:

Bioquell®

Where a Bioquell trade mark is under application in selected countries the TM mark should be used upon first use within the body copy, however this conveys no legal status or protection:

BioquellTM

The use of the registered mark "®" in a country prior to the approval to a registered trade mark status can be a criminal offence.

The "®" or "TM" should be inserted as a symbol when using MS Office, otherwise they are both superscript and three font point sizes smaller. If using the "®" or "TM" significantly affects the aesthetics of an advertisement design or event poster, as an alternative, a reference to the trade mark and registered trade marks owned by Bioquell can be made in a "disclaimer".

Intellectual property: copyright rules

Around the world copyright laws typically help to protect not only our words, but also our pictures, designs and document templates (for example the layout of Bioquell customer reports).

To protect our investment in our intellectual property, all external publications/printed items should carry the appropriate copyright statement in a small but readable font:

© Bioquell UK Ltd (2010). All rights reserved.

Copyright statements should include the copyright symbol, business entity and relevant year. In addition to printed items, this statement is also important on presentations to ensure we don't accidentally give away our intellectual property. It only needs to appear on an opening or closing slide, however be more careful if printing or emailing presentations to third parties.

Corporate typeface.



To reflect the modern approach, we have also updated the corporate typeface. The typeface Optima supports the Bioquell brand. It should be used for all externally printed material, in Roman and Bold forms as the primary faces. If it is necessary to accentuate typography, you may use the other weights in the below list.

[www.linotype.com/
searchresult?q=optima](http://www.linotype.com/searchresult?q=optima)

Please use the version of Optima provided by Linotype foundry.

For screen-based applications, internally produced reports/documents and internal communications, Verdana Roman and Bold are to be used. This is a standard system font and available on all computers.

Optima Roman | Optima Medium | **Optima Demi** | **Optima Bold** | **Optima Black**

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPS

TUVWXYZ

0123456789

!@£\$%^&*()_+[]{};:'"\|,<.>/?

Bioquell® are world leaders in providing hydrogen peroxide vapour (HPV) bio-decontamination technology capable of 6-log sporicidal inactivation. Our Bioquell Q-10 suite is easy to operate with fast bio-decontamination cycles using a unique parametric control system and integrated 4.5 ltr H₂O₂ reservoir. It is a mobile system capable of bio-decontaminating area volumes up to 200m³. Bioquell recommends customers ensure that the requisite level of bio-decontamination is achieved using standard biological indicators such as 6-log *Geobacillus stearothermophilus* spores.

Verdana Roman | **Verdana Bold**

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPS

TUVWXYZ

0123456789

!@£\$%^&*()_+[]{};:'"\|,<.>/?

Bioquell® are world leaders in providing hydrogen peroxide vapour (HPV) bio-decontamination technology capable of 6-log sporicidal inactivation. Our Bioquell Q-10 suite is easy to operate with fast bio-decontamination cycles using a unique parametric control system and integrated 4.5 ltr H₂O₂ reservoir. It is a mobile system capable of bio-decontaminating area volumes up to 200m³. Bioquell recommends customers ensure that the requisite level of bio-decontamination is achieved using standard biological indicators such as 6-log *Geobacillus stearothermophilus* spores.



Please note - Italic typefaces are to be avoided except for scientific convention or use in quotations, they are old fashioned and not representative of the Bioquell brand. Typeface should at all times be left aligned to maintain a standardised look. When pulling out small key paragraphs within the design, a fully justified appearance is permissible.



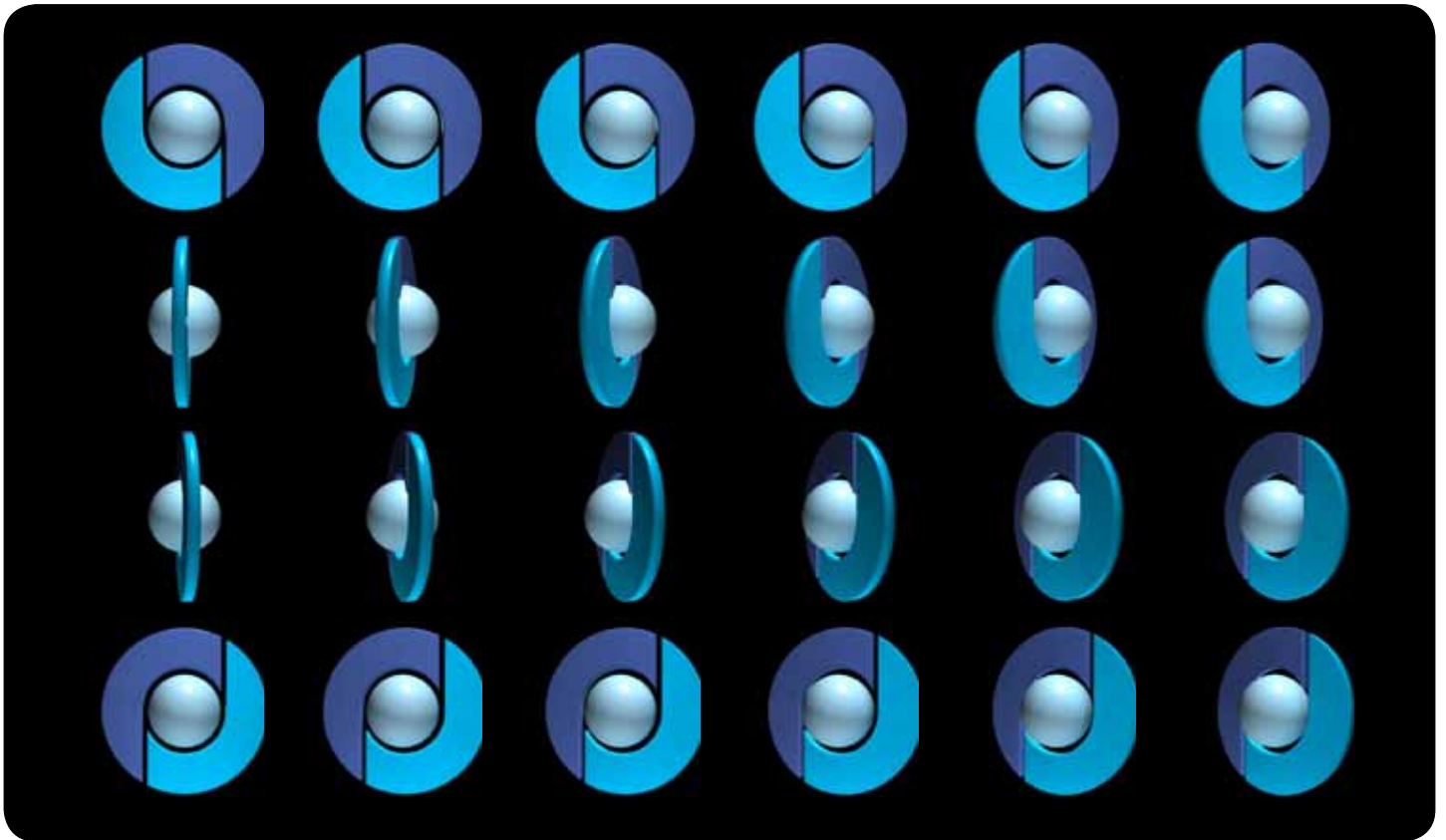
The Bioquell logo.



3D representation.

This 3D logo is Bioquell's master logo, and should be used wherever possible.

- The logo protective field (or safe area) is to be maintained at all times.
- Shown below are the full rotations of the 3D mark for illustration when animating the logo and to provide a sense of depth.



Please note - The word mark and the graphic mark (logo) are separate trade marks. Please ensure you use the registered trade mark symbols appropriately.



Logo protective field.

When positioning the Bioquell logo nothing may interfere with the protective field (or safe area). This is the brand's personal space.

The protective field uses the height of the letter 'e' in the Bioquell typeform.

To avoid ambiguity, the logo should sit cleanly on the final item through design and not have a forced border or frame placed around it.



Please note - The logo protective field is important, if this principle is not applied the logo does not sit in its desired frame.

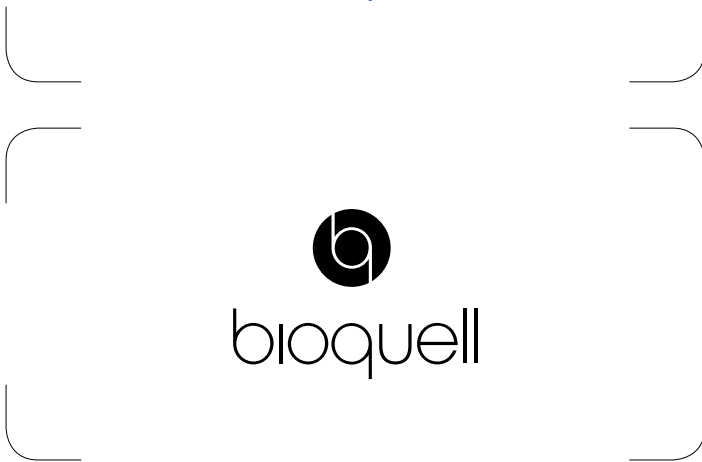
Specialist logo versions.

In special instances, the logo may need to be reproduced in a 2-dimensional format, reversed out of a dark background or in single colour. The following provides guidance on this application.



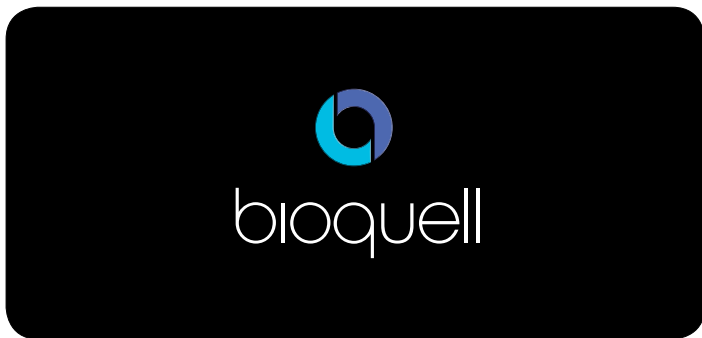
Full colour version.

This is Bioquell's 2-dimensional logo.
- It must be used with the protective field.



Black version.

When colour is not an option, please use the full black logo.
- It must be used with the protective field.



White out accent version.

This logo choice is predominantly for accent pieces of design. It may also be used on-screen or where it is advantageous to present on black.
- It can be represented in 3D or 2D but with white text under the round image.
- The logo can be used on black or any dark colour.
- It must be used with the protective field.



White out version.

This logo supports the black version of the logo, when colour is not an option. This allows for flexibility in design.
- The logo can be used on black or any dark colour.
- It must be used with the protective field.



Under no circumstances may alternative variants or separations of the round image from the text be used without the express permission of the marketing team. A landscape version of the logo has been developed to suit specific marketing initiatives where space is limited but will be used under exceptional circumstances only. To maintain a sense of consistency, a white background is advisable when considering designs.



Logo sizes.



Vertical stack (minimum).

30mm is the general minimum size for vertical logo application.

- Remember, the logo safe area rules still apply.



Vertical stack (absolute minimum).

A 20mm variant has been supplied to accommodate the absolute minimum size for vertical logo application.

- In no circumstances can the vertical logo be smaller than the defined 20mm.
- Remember, the logo safe area rules still apply.



It is not possible to represent the logo any smaller than shown above, as the division of space becomes non-recognisable. Absolute minimums may only be used at the discretion of the marketing team.



The Bioquell grid system.

To present a unified appearance we need to maintain consistency of logo position. For the majority of external promotional and technical customer documents and internal Bioquell documents, the logo is to be placed in the lower right quadrant based on the grid design below. It should not be centred or placed on the left hand side. At all times, the logo protective field is to be maintained.

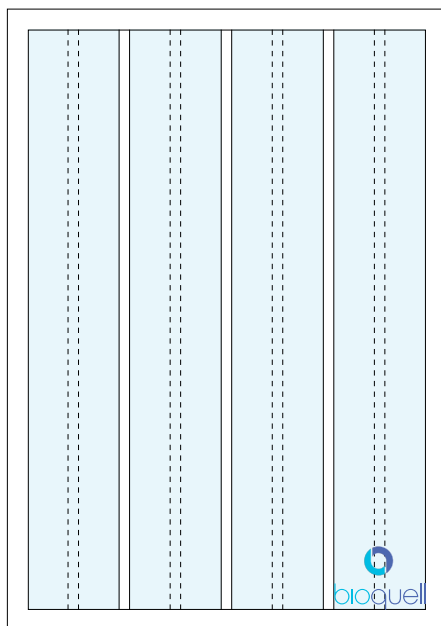
Exceptions:

For corporate templates (letterheads, business cards, financial documentation), the logo will be placed on the upper right.

For tall one-piece event posters/graphics that lack a header board, the logo may be placed on the upper right.

In special circumstances the logo can be used as a main item, in which case this is to be centred in the page and represent a significant proportion of the available space. At all times, the logo protective field is to be maintained.

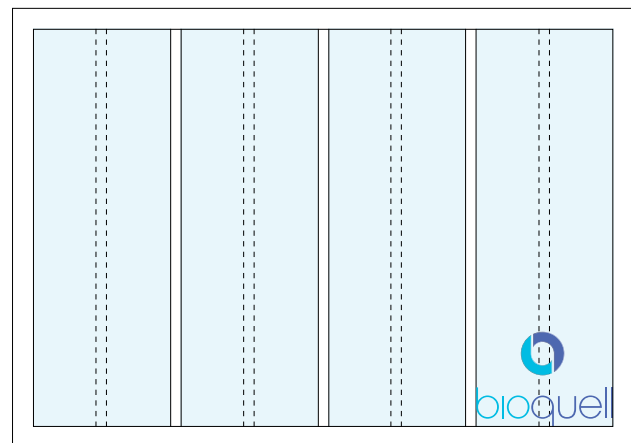
We have an underlying grid that acts as a layout system. Bioquell uses a four column grid which is flexible and allows for sub-division if required. The gutter width is 5mm. The grid always contains a margin frame of 10mm. Text may not go beyond the margin - images and graphics may bleed off the page. The below example uses A4 portrait and landscape to illustrate the grid system.



Maximum
portrait column sub-divisions

8 Columns

Margin = 10mm Gutter = 5mm



Maximum

landscape column sub-divisions

8 Columns



**Please note - The grid should be applied to any artwork before design work starts.
The examples are for illustration only and the protective field must be maintained around
the logo at all times.**

Corporate colours (primary).



Pantone.

These are the Pantone registered colours.

- When printing in 2 spot colours, please ensure these colours are applied.



CMYK.

These are the Cyan, Magenta, Yellow and Black colour splits.

- When printing 4 colour process please ensure that these splits are used.



RGB.

These are the Red, Green and Blue colour splits.

- These are on-screen representations of colour.



NCS.

These are representations of Pantone registered colours used in product manufacturing.



Web Safe (#).

These are hexadecimal colours.

- These are on-screen representations of colour that will render safely on all web browsers.

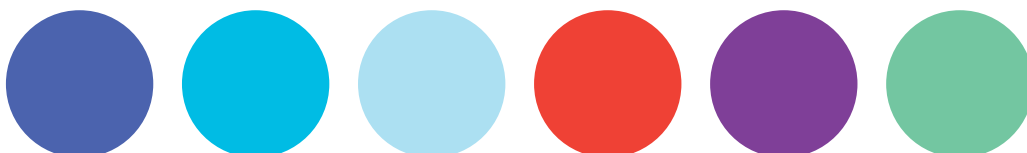
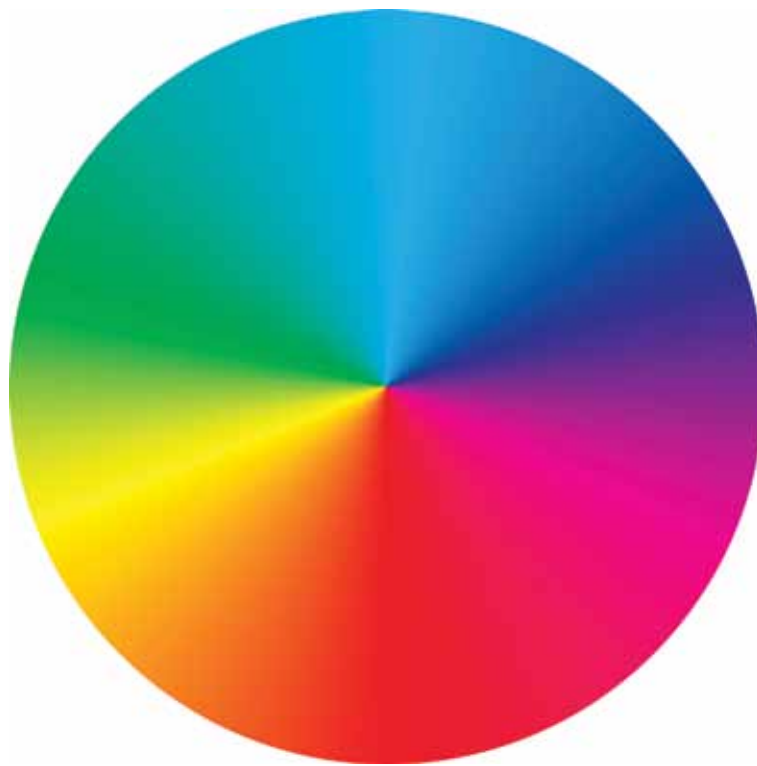


Please note - RGB / NCS / Web Safe colours must not be used in the standard printing process - they will produce unexpected results.

Corporate colours (secondary).

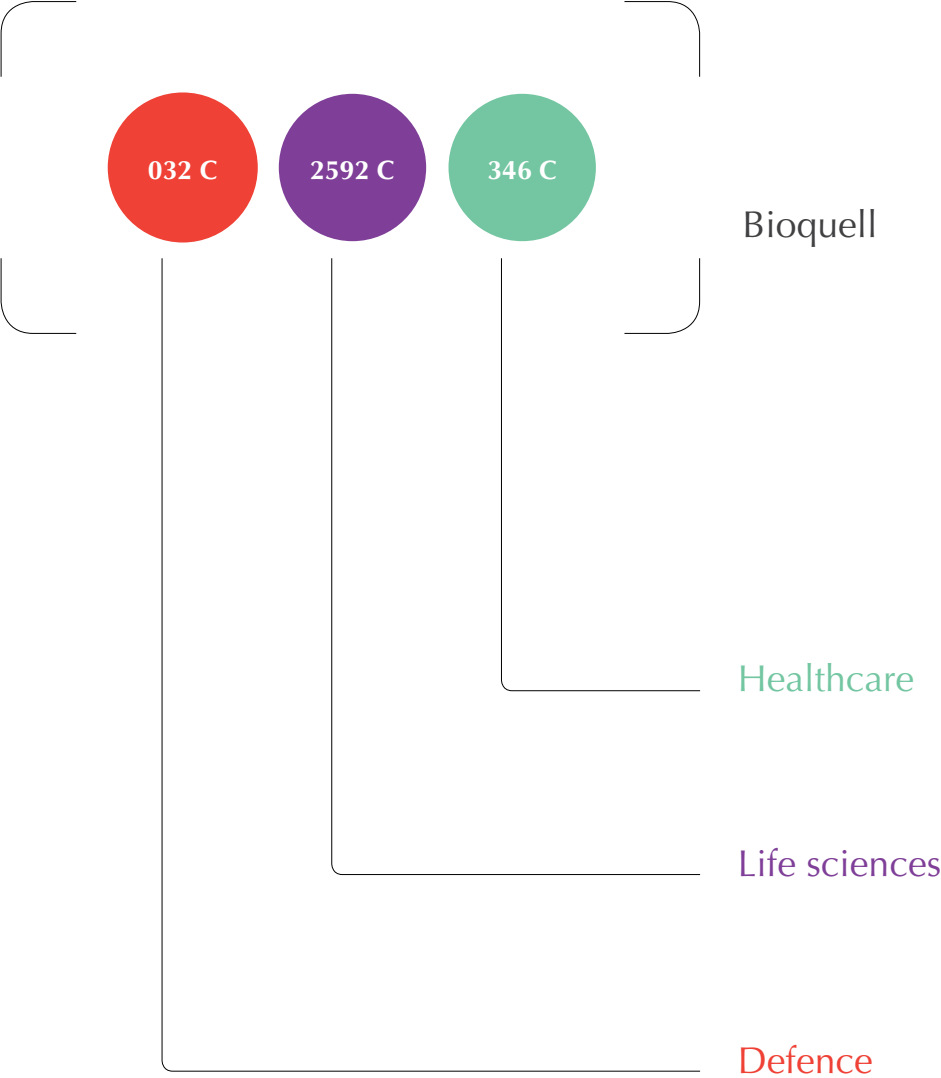
Bioquell utilises the full spectrum of colour for secondary colour options. This reinforces the complete nature of Bioquell's bio-decontamination.

The colours used in a piece of artwork will primarily use the core brand colours, with accent colours to represent the divisions. Other colours used will come from component pieces of design, photography etc.



Avoid colour clashes - you have the full spectrum to work with so this is achievable.

Divisional colour palette.



These colours are to be used as accent tones that support the division, but still maintain the Bioquell core brand.

These colours can not be used to re-create the Bioquell logo.

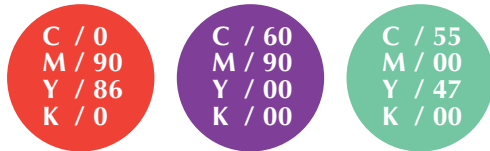
Divisional colours.



Pantone.

These are the Pantone registered colours.

- When printing in 2 spot colours, please ensure these colours are applied.



CMYK.

These are the Cyan, Magenta, Yellow and Black colour splits.

- When printing 4 colour process please ensure that these splits are used.



RGB.

These are the Red, Green and Blue colour splits.

- These are on-screen representations of colour.



NCS.

These are representations of Pantone registered colours used in product manufacturing.



Web Safe (#).

These are hexadecimal colours.

- These are on-screen representations of colour that will render safely on all web browsers.



Please note - RGB / NCS / Web Safe colours must not be used in the standard printing process - they will produce unexpected results.

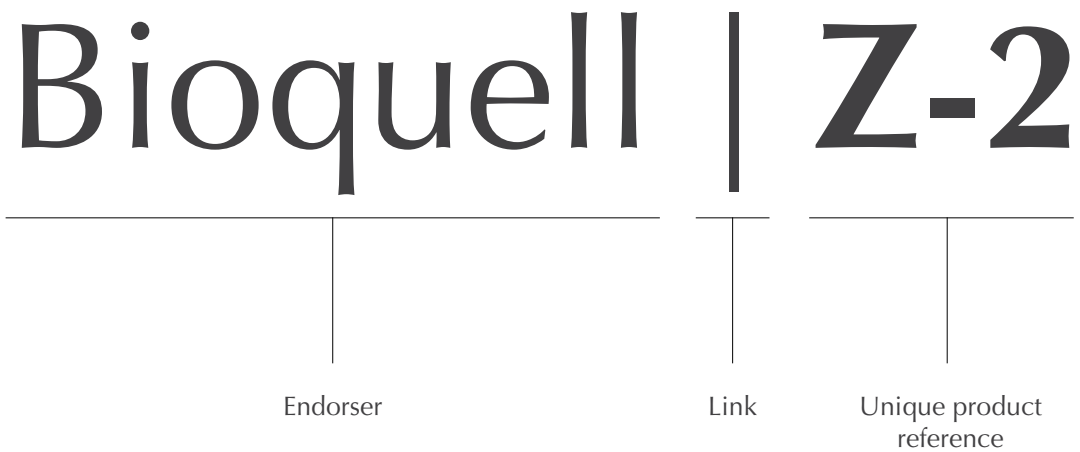
Product naming convention.

Shown below is a typographic convention for naming Bioquell products or services.

This convention uses:

Optima Regular - for endorser and link.

Optima Bold - for unique product reference.



Bioquell | **Defence Air Filtration Systems**

Bioquell | **RBDS**

Bioquell | **Q-10**

For specific divisional products or for use in design, the link line may be coloured in the appropriate divisional accent colour.



The naming convention must be applied using Optima ONLY and not Verdana. This is due to the core branding principles. If required, jpeg images of product names can be supplied by the marketing department.



Disclaimer text.

All external items may require some form of disclaimer text adding to help safeguard the company. In addition they should be appropriately marked with the copyright statement to help protect the intellectual property. The following text represents an example of the disclaimer text used in the UK but it is important that correct disclaimers are used that are appropriate for the relevant documentation and relevant market. For help with disclaimer texts, please feel free to contact the marketing team.

Disclaimer: Bioquell UK Ltd or its affiliates, distributors, agents or licensees (together "Bioquell") reserves the right to change the specification of the Bioquell Q-10 and R-10 without notice. In addition, Bioquell makes no claims as to the guarantee of sterilisation using these products; however, Bioquell recommends that customers ensure that the requisite level of bio-decontamination is achieved using standard biological indicators such as 6-log *Geobacillus stearothermophilus* spores; and the Bioquell Q-10 and R-10, subject to appropriate cycle development, are designed to be able to provide such levels of bio-deactivation.

Bioquell and RBDS are registered trade marks of Bioquell UK Ltd.

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Contact information convention.

When indicating telephone, mobile, cell, fax, email or web, the contact details should be preceded by an upper case abbreviated letter and colon.

T: M: C: F: E: W:

All telephone numbers should be preceded by global dialling coding convention and standardised use of spacing as shown.

T: +44 (0)1264 835 835

Where possible, the generic web and email address (in lower case) should be used to promote the company.

W: www.bioquell.com E: enquiries@bioquell.com

As new online initiatives develop, more specific web and email addresses may be used using the standard forward slash convention after the main web address or the standard naming convention before the @.

W: www.bioquell.com/marketing E: marketing@bioquell.com

Tone of voice.

These are our personality traits, which should guide how we talk and write for Bioquell.

- Professional • Market leader • Hi-tech • Service and solution orientated • Consultative • Advisory

Professional/market leader

- What we mean: accomplished, easy to do business with, courteous, ethical.
- What we don't mean: pretentious, unapproachable, automatons.

Hi-tech

- What we mean: inventive, technologically aware, straight talking, embracing science.
- What we don't mean: blinding people with science, unsafe or untested.

Service and solution orientated

- What we mean: creative, problem solvers, taking the initiative, always on hand.
- What we don't mean: single-minded, out of touch with the bigger picture, yes men.

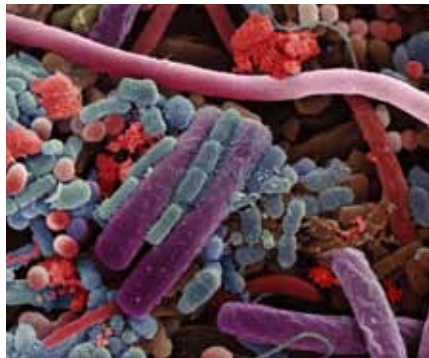
Consultative/advisory

- What we mean: collaborative, informative, the definitive source, open.
- What we don't mean: all shout and no listen, over-confident, dictating.

Image use.

Choose imagery that is dynamic and engaging – remember, the secondary colour palette in a communication will be influenced by the photography / image. Wherever possible use real life docu-style images - stock photography is tired.

Avoid clichés in imagery where possible. Abstract images can sometimes have more depth and offer intrigue. Never combine images together, it doesn't look realistic and devalues any communication.



The images above are reflective of style only.
Avoid the use of clip art.



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