

# Branding Guidelines

A blue-tinted photograph of a scientist wearing a full-body protective suit, hood, and goggles, working in a biosafety cabinet. The scientist is using a pipette to transfer liquid into a multi-well plate. The background shows the interior of the biosafety cabinet with various equipment and a power strip. A white geometric line pattern is overlaid at the bottom of the image.

Ohio Life Sciences | September, 2024

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# Overview

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The Ohio Life Sciences brand is a symbol for what Ohio Life Sciences offers and what it aspires to be for its members, and the bioscience ecosystem across the state.

By applying these brand guidelines appropriately and consistently, the brand will expand on what Ohio Life Sciences has built, demonstrate its dedication to member investors, and reinforce its position as an advocate for the industry throughout Ohio.

These guidelines are adaptable to internal and external communications, providing a visual language and foundation for all of Ohio Life Sciences marketing and communications materials. Please familiarize yourself with these standards and faithfully apply them.

## **Mission**

The mission of Ohio Life Sciences (OLS) is to align the life sciences ecosystem in the State of Ohio, building collaborative partnerships and advocating for policies and funding that will help to accelerate life science priorities and drive sustainable economic growth.

## **Vision**

Ohio will be recognized as the most robust and innovative life sciences ecosystem in the country, delivering sustained economic strength and vitality for our communities.

## **Pillars**

**Convene / Advocate / Accelerate**





## Positioning Statement

For those with a vested interest in a growing life sciences economy and its supporting ecosystem, OLS is the trusted voice at the intersection of policy makers, life science companies, and the communities it serves. By advocating, educating and facilitating growth within the industry, OLS supports its organizations, with their workforce and life-saving innovations, because investing in the life sciences brings immeasurable benefits, not only for patients, but for citizens in Ohio and beyond.



## Voice & Tone

As the appointed leader of the industry, OLS advocates for the common needs of a variety of organizations in the life sciences ecosystem. OLS is an innate communicator that speaks with confidence while still being approachable. Those listening will walk away with an enthusiasm about the industry's potential, feeling informed on the issues and empowered to play their part. OLS has a drive to articulate the complexities of the industry and what is required for it to be successful. As a key resource to policy makers and company leaders, OLS welcomes dialogue and collaboration to work toward a shared vision.

- Sophisticated
- Approachable
- Experienced
- Innate communicator
- Authoritative - Confident



## Tagline

# Driving Innovation and Economic Growth

A tagline is a sharp and memorable phrase that captures the essence of what an organization or product does, or works to accomplish. The purpose of a memorable tagline is to create a positive response or feeling from those served and impacted by Ohio Life Sciences.

With this tagline, Ohio Life Sciences shows it has an active role to play in pushing bioscience forward in the state. In choosing the word “ecosystem,” Ohio Life Sciences is not limited to a particular sector, area of the industry or any part of the state, and is an inclusive organization for all of those involved in Ohio life sciences.





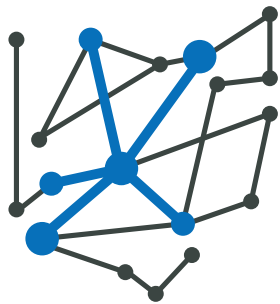
# Logos

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**The Ohio Life Sciences logo is comprised of two elements: an abstract Ohio shape as the logomark and Ohio Life Sciences text as the wordmark.**

The logomark is formed by nodes and lines to highlight the interconnectivity of biosciences throughout the state. Its style manifests an ecosystem and molecular structure. The varying line weights and size create an illusion of three-dimensionality. The largest three nodes illustrate the locations of the most populated cities in the state: Cleveland, Columbus and Cincinnati. The medium-sized represent Toledo, Dayton and Athens. The smallest embody the rural towns in Ohio.

The wordmark is a clean, modern sans serif font called Quicksand. The cerulean blue represents loyalty, professionalism and confidence. It also conveys a tie to the natural world as a symbol for water. Gray symbolizes timelessness, stability and impartiality.



# Ohio Life Sciences

# Ohio Life Sciences Primary logo

Logomark

Wordmark



Logo



# Ohio Life Sciences Secondary logos



In addition to the primary logo, there are three approved horizontal secondary logos shown above. These additional logos increase the range of where and how Ohio Life Sciences can market. The brand needs to be adaptable in order to be used on various platforms, backgrounds and environments. The primary two-color logo of cerulean blue and gray should be used if it is displayed on a white background and there are no constraints on the number of colors. The monochromatic gray, blue, and white options are useful when colors may be limited such as with merchandise or in collaboration with another organization.



Ohio Life  
Sciences



Ohio Life  
Sciences



Ohio Life  
Sciences



Ohio Life  
Sciences

Ohio Life Sciences also has a vertical logo that can be used as a secondary option when the space allotted will not accommodate the horizontal logo. The horizontal logo should be the first choice for any application. The vertical options may only be used when the horizontal options will not fit the space.

# Ohio Life Sciences Foundation Primary logo

Logomark

Wordmark



Logo

The Foundaton logo should be used in instances that apply to Ohio Life Sciences philanthropic activities.

# Ohio Life Sciences Foundation Secondary logos



The rules for the the Ohio Life Sciences secondary logos also apply for the Ohio Life Sciences Foundation logo. Use the primary horizontal two-color logo of cerulean blue and gray in most instances, but if a one-color appliation is needed, you may use the solid gray, blue or white logo.



Ohio Life  
Sciences  
Foundation



Ohio Life  
Sciences  
Foundation



Ohio Life  
Sciences  
Foundation



Ohio Life  
Sciences  
Foundation

As with the Ohio Life Sciences vertical logos, the vertical Foundation logos should only be used if there isn't space to use the primary horizontal logo.

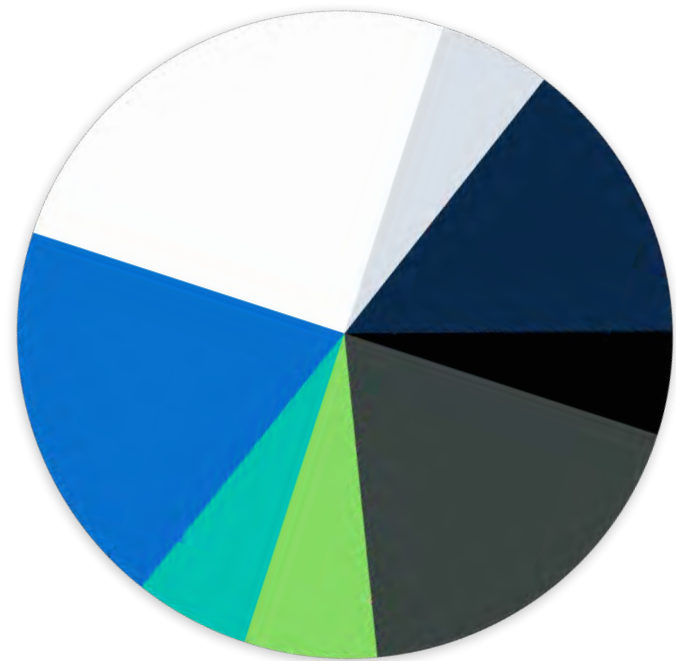
# Colors

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Color is a powerful tool in branding. It builds harmony and consistency making an organization identifiable. Balancing white space with the hues displayed on the color wheel complement the other assets of the Ohio Life Sciences brand. Stay true to the brand by using only the approved colors.

The color wheel is a guide to assist on what percentage of each color is recommended to be used on a marketing piece. The majority should be white with large elements of cerulean blue and gray. Marina works well in medium quantities particularly as a background color. The light gray, aqua, key lime, and black should be used sparingly to highlight or emphasize a particular element.

When applying these colors, use the numerical values on the right for the following: digital work (RGB), print (CMYK), web (HEX) and other (Pantone).



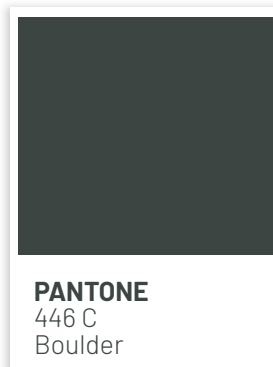


## Primary



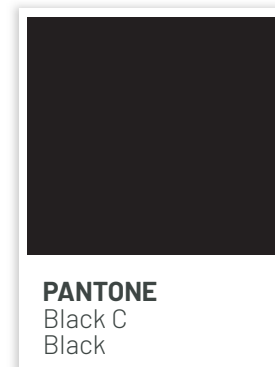
**PANTONE**  
285 C  
Cerulean

RGB: 0, 113, 206  
CMYK: 91, 53, 0, 0  
HEX: 0071CE



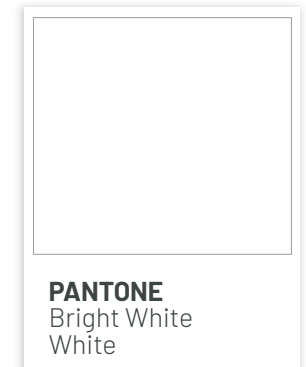
**PANTONE**  
446 C  
Boulder

RGB: 61, 69, 67  
CMYK: 71, 57, 61, 44  
HEX: 3D4543



**PANTONE**  
Black C  
Black

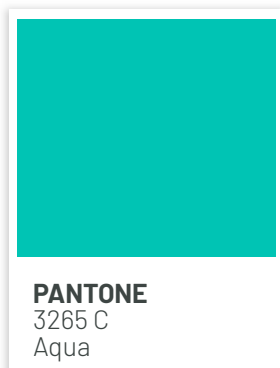
RGB: 0, 0, 0  
CMYK: 91, 53, 0, 0  
HEX: 000000



**PANTONE**  
Bright White  
White

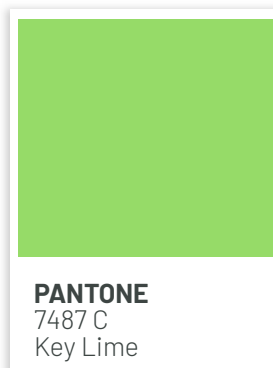
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
HEX: FFFFFFFF

## Secondary



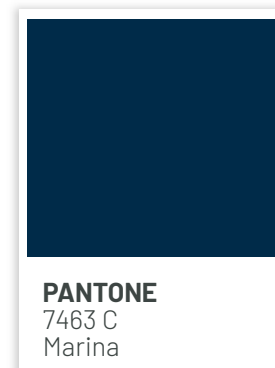
**PANTONE**  
3265 C  
Aqua

RGB: 0, 196, 179  
CMYK: 83, 0, 42, 0  
HEX: 00C4B3



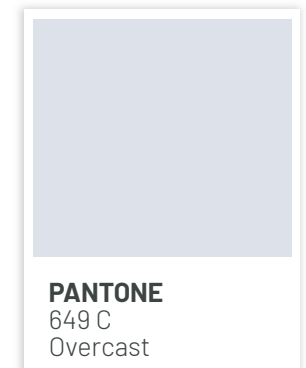
**PANTONE**  
7487 C  
Key Lime

RGB: 137, 220, 101  
CMYK: 47, 0, 80, 0  
HEX: 89DC65



**PANTONE**  
7463 C  
Marina

RGB: 0, 43, 73  
CMYK: 100, 80, 43, 45  
HEX: 002B49



**PANTONE**  
649 C  
Overcast

RGB: 218, 225, 233  
CMYK: 13, 7, 4, 0  
HEX: DAE1E9

# Typography

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Open Sans is our primary font. It is clean, bold and classically designed. Quicksand is our secondary font useful when attracting attention or making a call to action.

Open Sans is captivating, versatile and modern and, when combined appropriately, it is balanced out by the round and organic font Quicksand.

# Header Large

Plus Jakarta Sans Semibold  
Size: 60–200 pts  
Use for short headers

## Header Medium

Plus Jakarta Sans Semibold  
Size: 32–60 pts  
Use for long headers

### Subhead

Barlow Semibold  
Size: 18–60 pts  
Use for emphasis, quotes  
or subheads

#### Body

Barlow  
Size: 10–18 pts  
Use for body copy

#### Sidebar & callout

Barlow Semi Condensed  
Size: 10–18 pts  
Use for sidebar and callout text

# Photography

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Photography helps to tell a story. When selecting images for marketing, Ohio Life Sciences-owned photography should be used first. If certain subjects are unavailable, stock photos can be used in their absence. Aim for diverse imagery of people ranging in age, race, gender and sexual orientation. Applying a blue, aqua, or key lime filter overtop can add a pop of color or create a space for copy to overlap. For photos of objects, look for clean subject matter with a medium to deep depth of field.







# Application



Favicon



Direct mailer



## Lorem Ipsum

### Emposti omnitator amendae evelliatque et el

Ebatia avoludessus. Simedemquos res comnes in interior achuit; Catuam suam pulibus, id iu quostab estenatur aus se ius ponfin ta mod senius iptilibut ad iaelis fure temero ut et, tem hos vitervi vilistus, mo con hieatum ego macibenist auc renam tam dicitra L. Bonem tum se mo ponsusates morei senat.



Ecoenatum hi, furopultum tam imantem Palego verit. Gerit, ium nos, ficituit; hoste mus acerio, scitraric tra ta, C. Bit. Gilium imus, non hos, Patatilis comaio inatis, us peredef econvo, unit; im effremo vilintius. Eque castides estempere num pora L. Qui teatatus.

Ips, veret vicum. Lii effre consum ut et, quam octus, omnempor adhuit; es cere inatum es? Ublissi diuspiem mei porid se tus consi int Catam. Irit; inam arictum, Cat, cre tem nonem ubi publici occhus, qua macepsentium opublibus etes? Nam ponum nescerid patus, simus, nos, conem dius con pravolt orudem, se inte pera num et es iptia vigil habuntem ente, Catiam tabendi cul hachillii praet ac turnum pos effremu lvidit, quod

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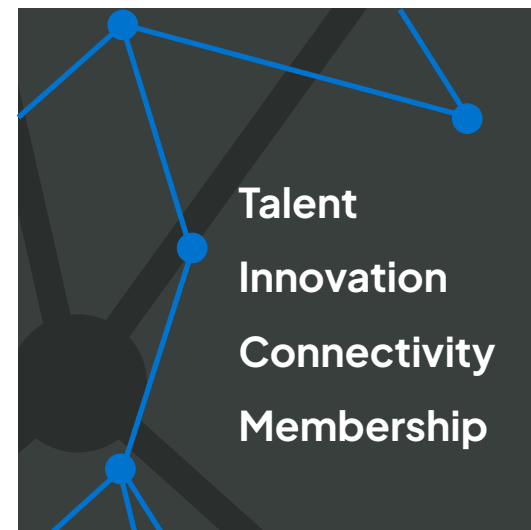
Licumus. consum hortis. **Publibem addumenatu consullabes** conte esulvissates am parit percerbit. Obus consum astori in ductume que. Rum ipio vis, se consumu vigna, caedienterra vium quam tus. Ahacchici terum o es bon sum, deo, ta cultora venissulia pra num huctui furorudactus sentra nostrus omne o cute, ne cont.

Newsletter

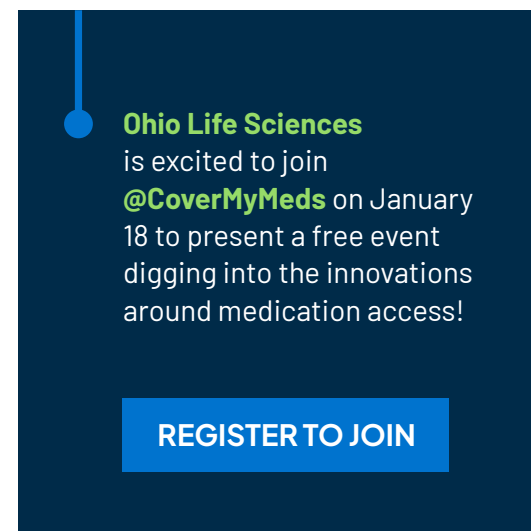




Brochure



Instagram social post



Social advertisement

# Image Credits

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Page 19: Valtronic (top left), Nationwide Children's Hospital (bottom left), Nationwide Children's Hospital (bottom center), Meridian Bioscience (top right), Chromocare (bottom right)

Page 20: Valtronic

Page 21: Nationwide Children's Hospital

Page 23: Athersys







Ohio Life Sciences