

# BRAND GUIDE

protoKinetix

Save cells. Change lives.

November 4, 2019

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# BRAND SNAPSHOT

## Logos

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protoKinetix



## Colors

BLUE PANTONE 3015 #00629b	ARCTIC SEA PANTONE 3242 #71dbd4	ICE GREEN PANTONE 332 #9ef0eb	MINT #d0fff4
CARBON PANTONE BLACK 7 #373534	IRON #747679	NICKEL #afafaf	TITANIUM #e1e2dd

## Fonts

H1 Oswald, 48pt

H2 Poppins Bold, 30pt

H3 Poppins, 18pt

Body Poppins, 14pt

**Text link** Poppins Bold, 14pt

## Messaging

**Brand:** "Save cells. Change lives."

**AAGP®:** "Cell survival is in our nature"

**Investors:** "The tip of the iceberg"

**Business:** "ProtoKinetix is in capable hands"

# MESSAGING

# Key messages

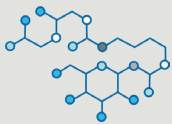


## Brand

**"Save cells. Change lives"**

**ProtoKinetix is changing lives through cell survivability**

This is the branding hook to get people excited about what ProtoKinetix is all about. It not only speaks to what you do (research for cell survival) but also why you do it (to change people's lives for the better).



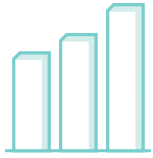
## Molecule / AAGP®:

**"Cell survival is in our nature"**

**Based on the molecule that helps animals survive arctic temperatures, AAGP has endless potential for tomorrow's health therapies.**

Not everyone is a science expert, so this message is designed to simplify the idea of AAGP into a concept the everyday investor can understand. It's much more relatable to talk about penguins surviving in Antarctica than showing scientific charts and research. Supporting messages and attributes include:

- Keeps cells alive
- Backed by research
- Safe for humans
- Repeatable
- Highly bioactive
- Stable
- Affordable
- Bioavailable
- Effective
- Resilient



## Business

**"ProtoKinetix is in capable hands "**

**We are a healthy company backed by world-class scientists and years of promising research.**

For potential investors to feel comfortable getting involved, they need to be convinced that ProtoKinetix is on firm financial footing and supported by strong leadership. They also need to know that there is a clear path to market.



## Investors:

**"The tip of the iceberg."**

**Based on the molecule that helps animals survive arctic temperatures, AAGP has endless potential for tomorrow's health therapies.**

We have reached the waterline in terms of market potential and health impact. Now it's time to uncover what's beneath the surface. By supporting ProtoKinetix, investors are setting themselves up for not only financial freedom but also improved health for themselves and their loved ones.

# Voice, tone and language

## The trusted advisor

The voice and tone of your marketing efforts should position ProtoKinetix as an authority in the research space while maintaining an engaging and relatable presence. Copy should sound like it's a recommendation coming from a respected expert but also a trusted advisor. This will be a departure from the clinical content currently on the website.



# DESIGN

# Approved logos

## Primary

Preferred marks to be used in most applications

protoKinetix

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## Secondary

Used in single-color applications. Never use as an introductory mark to the brand.

protoKinetix

protoKinetix

## Icon

Used in limited-space applications (social profiles, polo sleeve). Never use as an introductory mark to the brand without also including a primary mark withing the visible design.



# Colors

BLUE  
PANTONE 3015  
#00629b

ARCTIC SEA  
PANTONE 3242  
#71dbd4

ICE GREEN  
#9ef0eb

MINT  
#d0fff4

CARBON  
PANTONE BLACK 7  
#373534

IRON  
#747679

NICKEL  
#afafaf

TITANIUM  
#d0fff4

# Logo guidelines

## Logo margins

To ensure sufficient clear space around logos, maintain a content margin around the logo that is approximately the diameter of the "o."



## Logo integrity

**Colors.** Use Pantone spot colors when possible to maintain brand integrity.

protoKinetix

CARBON

PANTONE BLACK 7

#373534

BLUE

PANTONE 3015

#00629b

**Design.** Use only approved logos. Do not alter the design by adding or subtracting elements without proper consultation of brand marketing experts.

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# Fonts

# OSWALD

[Download](#)

# Poppins

[Download](#)

# H1

Oswald, 48pt

# H2

Poppins Bold, 30pt

# H3

Poppins, 18pt

Body

Poppins, 14pt

[Text link](#)

Poppins Bold, 14pt

# HEADING 1

## Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus consectetur interdum eros, ac vehicula mi suscipit vitae. Nullam lobortis suscipit felis condimentum elementum. Nullam nec lacinia turpis. [In sollicitudin vulputate tempus.](#)

## Heading 3

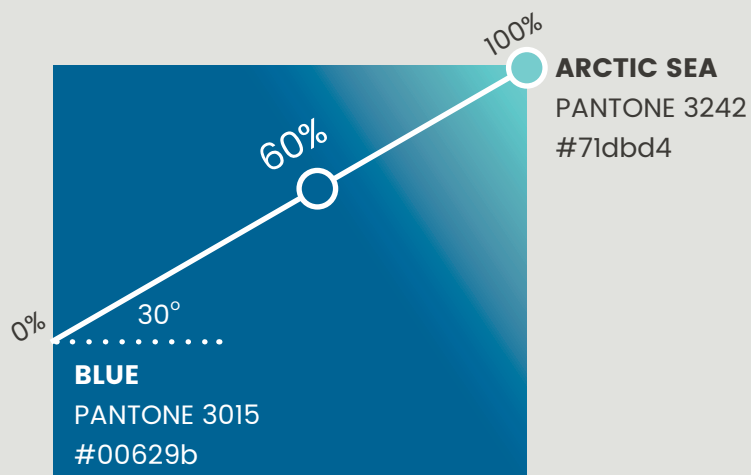
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus consectetur interdum eros, ac vehicula mi suscipit vitae. Nullam lobortis suscipit felis condimentum elementum. Nullam nec lacinia turpis. In sollicitudin vulputate tempus.

## CTA Text

# Imagery

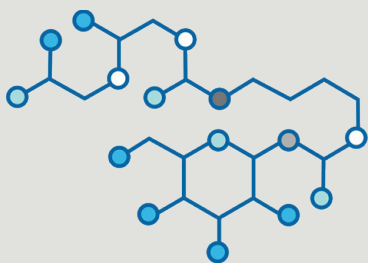
## Gradient

The gradient is used on title content as a background.



## AAGP®

Use this illustration as a visual representation of the AAGP® molecule. This simplified version is a simplified, iconified version of the molecular structure of AAGP®, with each color representing an element.



## Iconography

Library: <https://www.istockphoto.com/portfolio/cnythzl>



Two-tone



Green-tone



Mono



Ophthalmology



Dermatology



Transplant Support



Biomanufacturing

# Photography

Use warm-toned photography when representing people within the ProtoKinetix brand. Select images with a hopeful feeling that showcases quality of life.



# Iceberg

The iceberg illustration is used to symbolize the connection between the molecule and its Arctic sourcing. What's visible now is just the beginning, with massive market impact just below the surface.

