



BioCote® Brand Identity Guidelines

Who are BioCote®?

BioCote® has been a market leading antimicrobial additives provider for over 25 years. Our strength are our relationships, we believe in an open, consultative approach to antimicrobial product integration.

Trusted by leading brands, manufacturers and product innovators, we are passionate about creating distinctive, high-value products shown to reduce the negative effects of bacteria, mould, fungi and viruses on materials, delivering value-added, intrinsic product differentiation.

We believe in best practice when it comes to the way we operate as a business, which is why we are ISO 9001 and 14001 registered, HACCP International certified and we carry out independent antimicrobial testing to ensure that protected materials are performing to the non-negotiable standards of products carrying the carrying the BioCote® trademark.

Brand Guidelines

BioCote® is a market-leading antimicrobial brand, working with manufacturers and products innovators worldwide. It is therefore important that our brand integrity is maintained. The following guidelines are set to ensure that the BioCote® brand and visual identity remains consistent at all times by outlining the key elements of our brand.

The guidelines should be adhered to by all BioCote® employees, external agencies/suppliers, partners and other third party representatives. Maintaining the coherence, impact and credibility of the BioCote® brand is for the benefit of all parties involved. The guidelines should be considered in all areas of marketing activity where BioCote® (meaning the brand or technology) is promoted, including PR, websites, social media engagement, collateral, display material and advertising.

For information on specific claims that can be made about a BioCote® protected product, please read the relevant Marketing Claims Guidelines which are available for download via the Partner Portal or upon request from marketing@biocote.com.

It is essential that the guidelines in this document are followed carefully and that all literature that is intended for both internal and external use should be referenced to these guidelines before being placed into circulation.

Brand Guardians

If you have any queries regarding the following documentation or any specifics therein, please contact the BioCote® marketing department: marketing@biocote.com

Brand Values

Our core values are not only the ethos of the BioCote® brand, but are also integral to how we conduct business.

Knowledge & Expertise

Our reputation is built upon the concept that knowledge is key. We have made it our goal to thoroughly understand every aspect of our business and the industry we operate in, making us a leader and expert in our field. Our knowledge is our partners' strength and ensures that we provide value and a competitive advantage to partner products.

- Unique formulations of high quality additives
- Proven efficacy of our integrated technology
- Accredited quality control procedures
- Independent quality control testing

Trust

We want everybody who deals with BioCote® to feel confident that we are a partner they can trust whether that be on timely deliveries, product performance or technical, sales and marketing support. BioCote®'s success is based on the success and strength of our partners, which is why we believe in an open, consultative partnership approach to product development.

Sustainability

We wish to provide our products and services in the most sustainable and environmentally friendly way possible. Our ISO 14001 accreditation is a reflection of our commitment to sustainable business operation.

The Brand Mark

The BioCote® logo is an important asset to both BioCote® and our partners. When integrating the logo into marketing materials we request that the integrity of the logo is maintained at all times and the following criteria are observed. This rule applies to the standard logo (below). The standard logo should only be Black, White, or full colour.



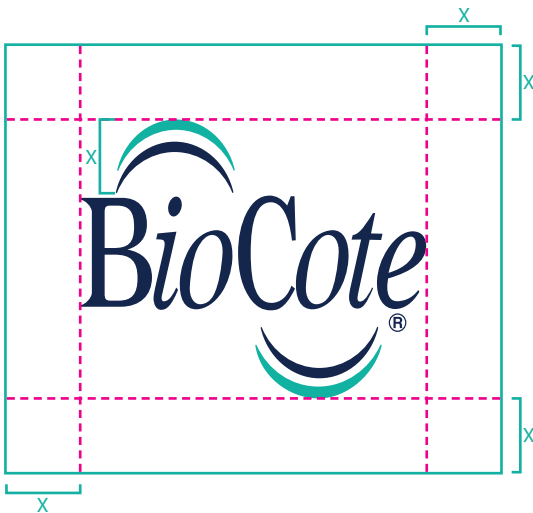
The BioCote® “Approved Partner” badge is commonly used on partner marketing literature and partner websites.

The BioCote® “Protected” badge is applicable to use on partner products and packaging.



Exclusion Zone

We have defined an exclusion zone that applies to both the logo's distance from the edge of the page or from any other element on the page.



Minimum Size

The logo should never be too small to read. We've set a minimum size of 15mm. However, whenever possible try to stick to a 20mm minimum.

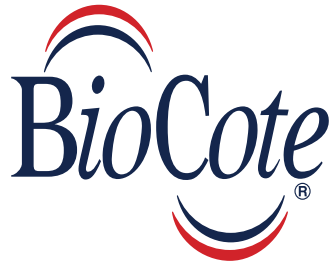


What Not To Do

In order to provide a better understanding of its usage, here are some examples of how not to use the BioCote® logo.



1. Do not change the colour of the logo other than white or black versions



2. Do not change the colours of the elements



3. Do not remove the registered icon



4. Do not use effects with the logo



5. Do not reposition the elements



6. Do not alter the relative size of the elements



7. Do not use white logo on a light photograph



8. Do not use coloured logo on a dark photograph

Brand Colours

These colours are represented in the BioCote® logo and build the basis of our designs.

Primary Colours



Pantone: 3275 C

CMYK:
(C75 M5 Y44 K0)

RGB: R28 G171 B160

HTML: #0baa9f



Pantone: 7463 C

CMYK:
(C100 M60 Y0 K70)

RGB: R0 G38 B75

HTML: #00254b

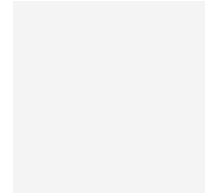


Pantone: Cool Grey 1 C

CMYK:
(C0 M0 Y0 K20)

RGB: R218 G218 B218

HTML: #dadad9



Pantone: 663 C

CMYK:
(C5 M4 Y4 K0)

RGB: R245 G244 B244

HTML: #f5f5f5

Photography

Photography is a key part of our identity and our use of colour should always feel complimentary to the image. These colours will mainly be overlaid on the image.



Photographs should always be used as full colour, or one of two overlays. One being stronger than the other depending on the image.

When using partner imagery the overlay colour should always be one that compliments their brand to ensure strong co-branding.



Typography

Typography forms an essential part of any brand. The BioCote® typeface and typography rules have been carefully selected and arranged in order to give consistency, flexibility and authority.

The following chapters outline the Typeface choices and basic Typographic rules associated with the BioCote® brand.

Oswald

Extra light	The quick brown fox jumps over a lazy dog
Light	The quick brown fox jumps over a lazy dog
Regular	The quick brown fox jumps over a lazy dog
Medium	The quick brown fox jumps over a lazy dog
Semi-bold	The quick brown fox jumps over a lazy dog
Bold	The quick brown fox jumps over a lazy dog

MONTSERRAT

Thin	The quick brown fox jumps over a lazy dog
Light	The quick brown fox jumps over a lazy dog
Medium	The quick brown fox jumps over a lazy dog
Regular	The quick brown fox jumps over a lazy dog
Bold	The quick brown fox jumps over a lazy dog

Brand Device

The curve elements within our logo have been used to create a dynamic graphic device.

This page illustrates how to use it correctly to create impact and recognition in brand communications.

Device Colours

The device should only be used in three variations, the brand turquoise, a darker turquoise (to be used on top of the brand turquoise) and white.



Device Cropping

Here are some examples showing how the device can be cropped successfully.

