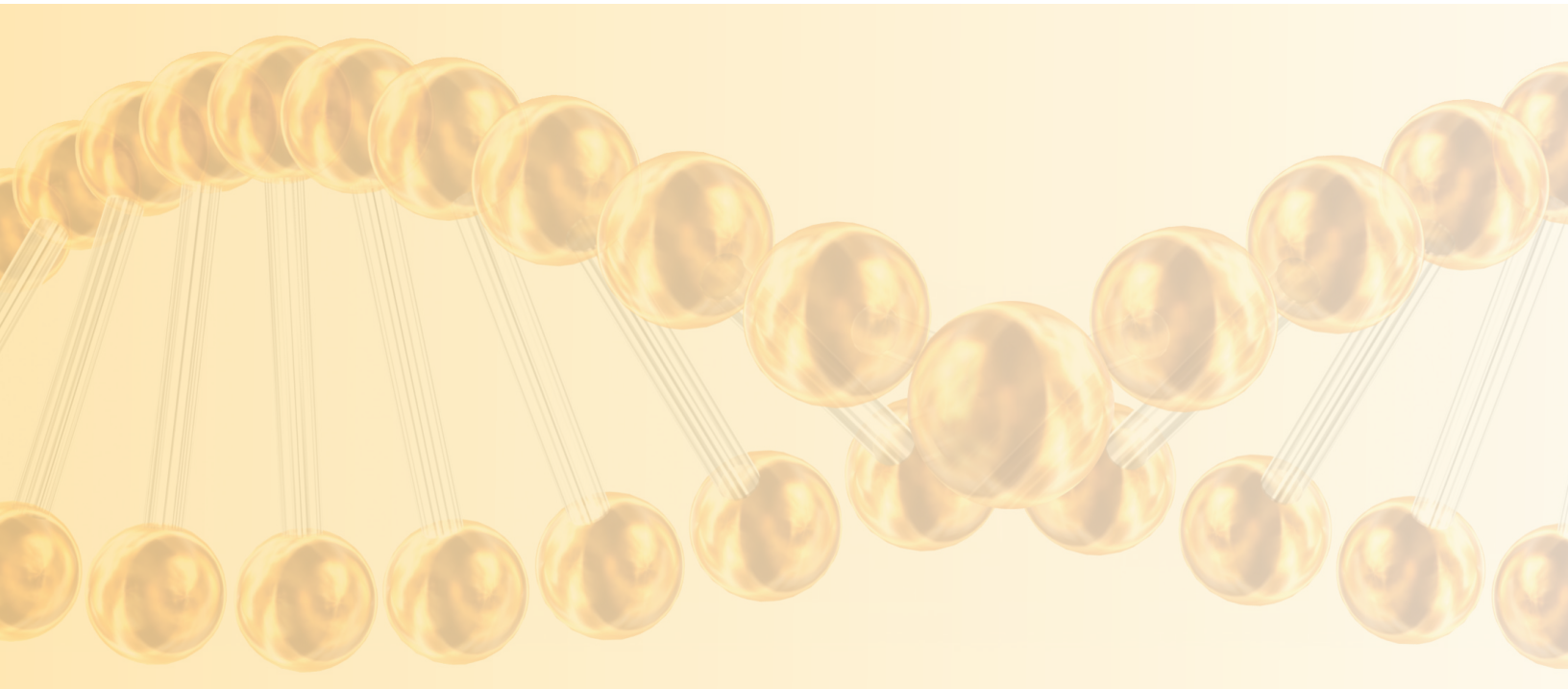


BRAND IDENTITY STANDARDS



 **STRAND**
DIAGNOSTICS™

 know error®

OVERVIEW



Strand Diagnostics is a molecular diagnostic testing company using cutting edge technology focused on advanced forensic services. Our healthcare division developed and markets the **know error® system** used by physicians and laboratories across the U.S. and Canada to confirm patients are always matched with their diagnosis.

The **know error® system** provides DNA testing that brings patient safety, diagnostic accuracy, confirmation and confidence to the diagnostic testing process. Using three simple steps we protect the integrity of clinical data by detecting instances of specimen handling errors. Since 2010 over 140,000 patients have been protected.

Strand Diagnostics laboratory is dedicated to partnering with public crime labs to reduce casework backlogs, solve more crimes, and protect the public from repeat offenders.

Our laboratory division holds accreditations for ISO/IEC 17025:2005 and the FBI QAS for Forensic Testing, Clinical Laboratory Improvement Amendments (CLIA) for DNA Identity testing and a clinical laboratory permit from the New York State Department of Health for Parentage/Identity testing.

Strand Diagnostics, LLC.
5770 Decatur Blvd, Suite A
Indianapolis, IN 46241

888-924-6779
www.stranddiagnostics.com
www.knowerror.com

Building Brand Equity

The Strand Diagnostics *Brand Identity Standards* are intended to create consistent and accurate usage of the corporate and Know Error logos to build brand recognition and value.

Please contact the Strand marketing department for available logo and tagline files or with questions regarding use of these and other design elements.

Corporate Logo	3
Approved versions of the logo	
Logo colors	
Product Logo	4
Approved versions of the logo	
Logo colors	
Logo Usage	5
Proper spacing of the logo	
Minimum size	
Misuse of the logo	
Using the logos together	
Examples of use	
Messaging	7
Tagline identity	
Incorporating the Be DNA Certain™ theme	
Use of the registration mark	
Copyright	
Examples of Use	9

CORPORATE LOGO

Approved versions of the logo

Color version (three-color):

PMS 144 orange, PMS 377 green and PMS warm gray 7



Print applications (CMYK):

Use standard PMS color conversion to CMYK



Color version on light background:

The helix graphic should remain white when used on a light background



One-color versions:

100% black



PMS warm gray 7



Reverse applications (one-color):



Logo colors

The Strand Diagnostics logo is three colors—orange, green and gray.

Consistent use of approved logo color is essential to build brand awareness. Always use standard color conversions for print and digital logo applications. The formulations are listed to the right.

Note: The colors displayed on your screen or mobile device may appear different depending on specific browser and/or monitor settings.

PMS 144	PMS 377	PMS WARM GRAY 7
CMYK C 0% M 48% Y 100% K 0%	CMYK C 45% M 0% Y 100% K 24%	CMYK C 0% M 8% Y 14% K 38%
RGB R 239 G 130 B 0	RGB R 113 G 149 B 0	RGB R 153 G 143 B 134
HEX # ed8000	HEX # 719500	HEX # 998f86

PRODUCT LOGO

Approved versions of the logo

Color version (three-color or CMYK):

PMS warm gray 10, PMS 144 orange, and PMS 134 yellow



Print applications (two-color):

PMS warm gray 10, PMS 144 orange, and PMS 144 orange with a 40% screen



Reverse applications (two-color):

Background matches PMS 144 orange, PMS warm gray 10, and warm gray 10 with a 70% screen



One-color version:

100% black and 40% black



Reverse one-color (on black):



Reverse applications (two-color):

Background matches PMS warm gray 10, reverse (white), PMS 144 orange, and PMS 144 orange with a 40% screen



Logo colors

The full color Know Error logo is orange, yellow and warm gray.

This logo can be converted for two-color applications and 4-color CMYK printing. Always use standard color conversions for print and digital logo applications. The formulations are listed to the right.

Note: The colors displayed on your screen or mobile device may appear different depending on specific browser and/or monitor settings.

PMS 144	PMS 134	PMS WARM GRAY 10
CMYK C 0% M 48% Y 100% K 0%	CMYK C 0% M 11% Y 45% K 0%	CMYK C 0% M 14% Y 28% K 55%
RGB R 239 G 130 B 0	RGB R 255 G 224 B 155	RGB R 138 G 121 B 103
HEX # ed8000	HEX # F8D583	HEX # 7A6E67

LOGO USAGE

Proper spacing for the logo

The Strand Diagnostics logo must have sufficient space around it in order for it to read properly. The minimum amount of clear space on all four sides should be equal to the height of one helix box. No other words, symbols, dark colors or graphic elements can intrude within this clear-space area.

The minimum amount of clear space for the Know Error logo should be equal to the height of the lower-case “n” in the word “know” on all four sides.

Clear space:



Minimum size

Minimum size refers to the smallest allowable logo size. The minimum size is 1 inch. The logo is only to be scaled down proportionally and always maintain the logo’s aspect ratio. If the logo should appear less than 1-inch wide, the logo might not be legible.

Minimum size example:



Misuse of the logos

- The logo should not be placed on background colors with insufficient contrast.
- Do not place the logo over distracting background images. The logo must be legible.
- Never distort or re-create the logo.
- Do not introduce a border and/or a shape within the clear space of the logo.
- The logo should remain upright.
- Never reproduce the logo in an unapproved color.



LOGO USAGE

Using the logos together

The Strand Diagnostics and Know Error logos are used together in many applications. Always follow the proper guidelines for the logos to maintain the integrity and brand identity of the company and its products.

The preferred logo combinations are shown to the right.

Corporate and product logos combined:



Corporate and product logos with registered tagline:



The person in personalized medicine.®



Examples of use

Signage



Marketing Literature



MESSAGING

Tagline identity

The tagline for Strand Diagnostics is a registered trademark and should be identified in all cases with the (®) circle R.

*The **person** in personalized medicine.®*

The tagline is primarily used as a graphic sentence in italics with the word “person” in bold. Most often the tagline is in green, PMS 377 or converted color. See logo color conversions on page 3.

The tagline should be thought of as artwork and should not be incorporated into a different group of sentences.

Incorporating the Be DNA Certain™ theme

Be DNA Certain™ is a marketing theme that is intended to convey the value of the **know error® system** can bring to our customers through DNA confirmation. The phrase can be used as a headline or as a visual branding element. Whenever possible, place the artwork that contains the correct colors, fonts and spacing. If used as text it should be typed with a capital “b” and “c” and always appear followed by a (TM) trademark symbol.

When Be DNA Certain™ is used as a visual branding element across from the Know Error logo, its height should be the same as the letter “n” in the Know Error logo.

Be DNA Certain™

Be **DNA** Certain™ — — — — — know error®

Be **DNA** Certain™

MESSAGING

Use of the registration mark

Using the **know error® system** name in text

The **know error® system** and logo are registered trademarks of Strand Diagnostics, LLC. Proper use of the registration mark (®) should be followed closely to retain the trademark registration.

When referring to the **know error® system** always use all lower case, bold letters. The registration mark (®) should be superscript and follow the word “error.”

When describing the product system—the complete brand name **know error® system** (used in bold face type)—should be used with in headlines, subheads and paragraph copy whenever possible. For sentences that begin with the complete brand name, always incorporate the word “The” as in “The **know error® system**” to avoid beginning sentences with a lower case letter.

Using the Know Error brand name in text

When the Know Error brand or product name is used in a sentence without the word system always capitalize the “k” and “e”. Maintaining this consistency will increase the brand recognition and note that is it a brand-name product.

Examples in text:

- The **know error® system** for prostate biopsies
- The **know error® system** for breast biopsies
- Physicians use the **know error® system** to ensure your safety by giving you the confidence that your biopsy results belong to you.

Examples in text:

- A Know Error representative will contact the ordering physician immediately if a non-match is detected.
- An orange label is provided for placement on the requisition to request Know Error testing.

Copyright

All Know Error branded materials should contain the following copyright information. Additional copyright information may be required if other registered trademarks are used.

© 2014 Strand Diagnostics, LLC. All Rights Reserved. **know error®** is a registered trademark of Strand Diagnostics, LLC.

EXAMPLES OF USE

Using the corporate logo

The brand identity represents what we do and who we are. As we continue to develop our marketing and communication materials, consistency is essential to maintaining our brand's integrity.

Following these standards will protect the value of this initiative, as well as build and maintain the distinctiveness of our company to varied audiences.

Print



Signage

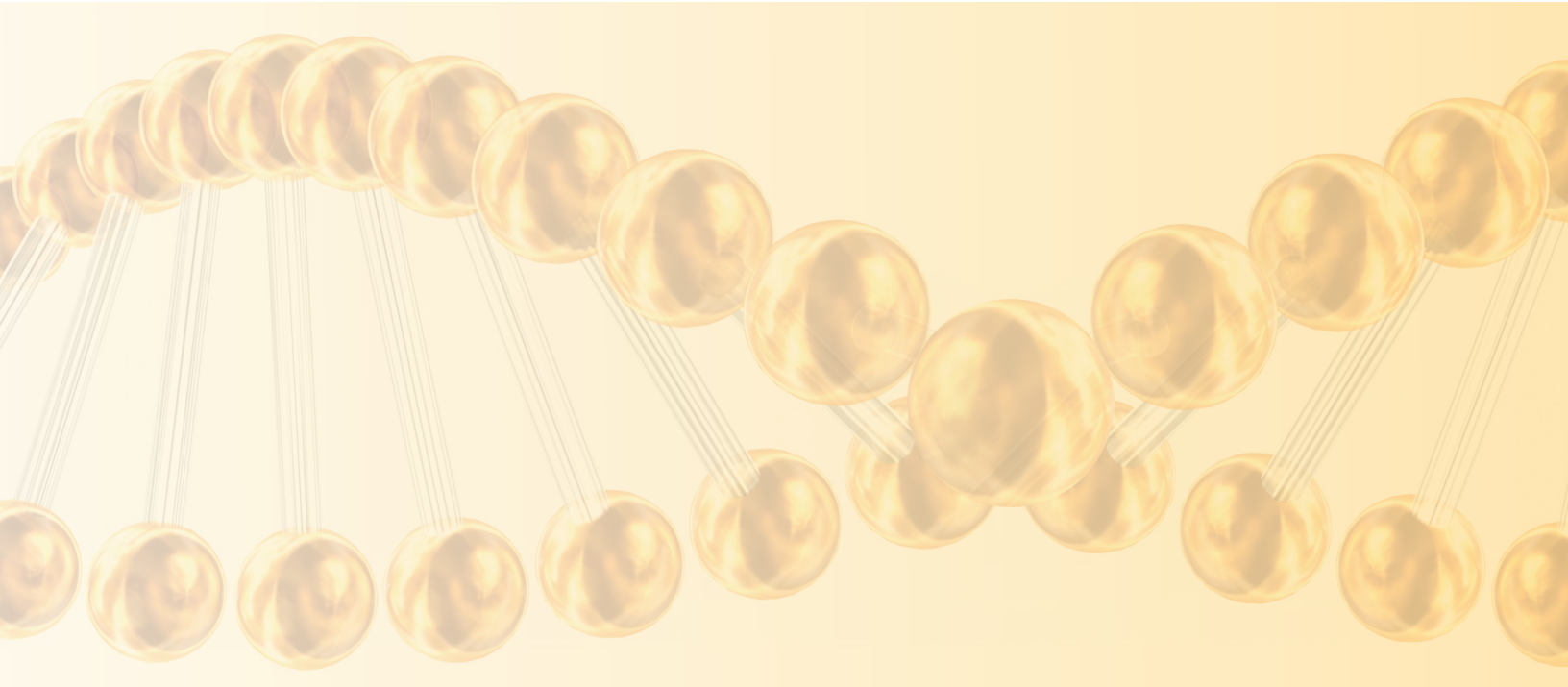


Apparel



Web





*The **person** in personalized medicine.®*

know error®

5770 Decatur Boulevard
Indianapolis, IN 46241
888-924-6779

www.stranddiagnostics.com
www.knowerror.com

