

ORIG3N 

# BRAND GUIDE



# TABLE OF CONTENTS

## Our Brand

Overview .....	04
Brand Values .....	05
Platform .....	06
Personality .....	07
Approach .....	08

## Brand Expression

Voice & Tone .....	10
Editorial Style.....	11
Vocabulary .....	12

## Visual Language

Logo.....	14
Typography.....	17
Color .....	20
Graphic Elements .....	22
Illustration.....	25
Iconography .....	28
Photography.....	29

## Work Samples

Website.....	33
Digital Promo.....	34
Packaging .....	35
Events .....	37
Partnerships.....	39
Infographics .....	40
Videos.....	41

## Conclusion

Contacts/Resources .....	42
--------------------------	----



# OUR BRAND

Orig3n is a technology company that works on the cutting edge of genetic research, but serves a consumer audience. As such, we strive to strike a careful balance — both optimistic and credible; scientifically sound yet approachable. Our brand fully embodies this philosophy, delivering products, experiences, and content designed to educate, fascinate, and inspire.

## OUR BRAND

## Overview

Our Vision is our road map and guiding light — where we see ourselves ultimately winding up in the long run — and the direction we're heading towards. Our Mission is what we do to move in the direction of that Vision on a day-to-day basis.

**OUR VISION:**

To accelerate the future of regenerative medicine.

**OUR MISSION:**

To develop regenerative treatments that will help people everywhere, and to engage people in pursuit of this goal with education and direct, affordable access to information about their genes and their health.

# THE FUTURE OF HEALTH STARTS HERE

## Brand Values

Our Brand Values are the core beliefs that guide us on the path to achieving our vision. They ensure that, if we're successful, we're successful the right way, guided by strong ideals and principles.

We believe people should have direct, affordable access to information about their genetics and their health.

We believe that when people better understand the links between genes, health, and behavior, they can make educated, proactive choices about their future.

We believe people should be in control of how their genetic information is used.

We believe diagnosing and treating disease shouldn't be a matter of trial and error.

We believe regenerative medicine can improve the lives of people everywhere.

We believe that together with our community, we can find treatments and cures faster.



## OUR BRAND

# Platform

Our Platform provides the foundation for how we talk about Orig3n — to customers, to investors, to ourselves, and to the world — including the things that make us unique, the evidence we have to support those claims, and the way we'll describe the company in the vast majority of our materials.

**OUR VALUE PROPOSITIONS:**

- We help you learn about the genes that make you unique.
- We help you understand the links between genes, health, and behavior.
- We help you take charge of your future by giving additional insight into your mind, body, and wellness.
- We work together to find new treatments and cures faster.

**OUR PROOF POINTS:**

- We offer a range of DNA tests that explore fitness, nutrition, the mind, and more.
- We test all DNA in our own on-site laboratory to keep personal genetic information safe and secure.
- We develop and manage the world's largest human blood cell bank, providing a robust pool for population research.
- We use Nobel Prize-winning technology to test and develop personalized regenerative medical solutions beyond what was ever previously possible.

**OUR PITCH:**

Orig3n helps people understand the links between their genes and how their minds and bodies work. From fitness to nutrition to personality, our DNA tests provide easy, affordable access to genetic information and guidance on how to use it. We help people take charge of their health with the knowledge they need to make more informed choices.

**OUR BOILERPLATE:**

Founded in 2014, Orig3n exists at the intersection of biological science and emerging technology. Through our DNA tests and community events, we help people understand the links between their genes and how their minds and bodies work. Our research team uses cutting-edge cellular science to develop personalized therapies for repairing tissue damage and disease. Together with our community, we're on a mission to accelerate the future of regenerative medicine.

Find out more at: [orig3n.com](https://orig3n.com).

## Personality

Our Personality defines who we are as a company — those key attributes that matter most to us, that set us apart from our competitors, that, ideally, we'd like the world to feel about us as a whole. These characteristics contribute to the overall feel and attitude of our products, our communications, and our culture.

### ENERGETIC

Orig3n is a new kind of company that exists at the intersection of biological science and emerging tech. As such, we're not the staid, conservative team most people expect from a company developing medical therapies. Rather, we're a passionate bunch, driven by curiosity and excitement for the future.

### SOCIABLE

Connecting with people and building community is a big part of who we are. After all, thousands helped us build the largest bank of human cells in the world. We love to share what we know, and cultivating community will always be a priority.

### TRUSTWORTHY

Genetic information is powerful, which is why we are committed to earning and keeping public trust with stringent standards around safety and privacy. Integrity is deeply important to us and informs everything we do, from how we store data to how we use the information we collect.

### NIMBLE

Our team of scientists and researchers is flexible and quick-moving. We stay on the cutting edge of developments in science and technology, and pay attention to what matters to people.

### ALTRUISTIC

Orig3n has a deep humanitarian streak. As custodians of genetic information, we strive to deliver products, services, and educational resources that serve the common good.

## Approach

Changing the way people think about and do medicine is no small task — to make real revolution happen, we're addressing the issue on multiple fronts. Our Approach shows the three main areas where we need to make a difference, how those areas are interconnected, and the active efforts we're making to evolve each of them.



We build and manage the world's largest blood cell bank, which our research scientists use to develop regenerative medicine solutions that will soon replace trial-and-error therapies.

We help people understand the links between genes, health, and behavior, and give them the opportunity to contribute blood cells and genetic information to research.

We offer a broad range of affordable DNA tests that help people learn more about their genes, and the role they play in their bodies and their lives.



# BRAND EXPRESSION

What we're doing at Orig3n is truly ahead of its time, but we don't want to be perceived as self-congratulatory or head-in-the-clouds futuristic. The way we express ourselves in writing and in speech should work to create a distinctive, friendly, knowledgeable personality that audiences will come to know and trust.

## Voice & Tone

Overall, we strive to express ourselves in a way that is both welcoming and inspiring, so that people will want to learn more about what we do and how they can benefit from it. Our Voice is a constant, defined by the range of specific characteristics outlined below. Our Tone, however, will uniquely adapt to the platform, intention, or situation at hand. For instance, DNA test results would lend themselves to a more serious and straightforward tone, whereas a sales promotion might be more surprising and witty.

### APPROACHABLE BUT NOT SIMPLISTIC

Our voice is approachable and friendly, making it obvious that we want to share what we know about genetics, health, and wellness. Yet it's never dumbed down or childish; we respect our audience and know they are capable of understanding big ideas.

**EXAMPLE:** *It's nice to find out what makes your body react the way it does. Have the gene for lactose intolerance? That's probably why you feel uncomfortable after drinking a milkshake.*

### KNOWLEDGEABLE BUT NOT ACADEMIC

We want people to feel that choosing Orig3n makes them more knowledgeable about their bodies and their health. We use crisp language and straightforward phrasing to convey confidence. We don't use scientific jargon or obscure terms; when we do need to use unfamiliar words, we define them or explain what we mean.

**EXAMPLE:** *Your genetic material, called DNA, looks like a long twisted ladder. Each rung of the ladder is composed of molecules called nucleotides. These nucleotides are: adenine (A), thymine (T), cytosine (C), and guanine (G). The nucleotides are arranged in "codes" that form the blueprint of you.*

### OPTIMISTIC BUT NOT STARRY-EYED

We believe the future of regenerative medicine will benefit many, many people — and our optimism is very evident in everything we do. Yet we're careful not to drift into dreamy idealism. We reach that balance by shying away from hyperbole and using concrete examples of what we hope to achieve.

**EXAMPLE:** *The future is closer than you think. With the help of regenerative medicine, we're working to bring hope to people with conditions that are currently beyond our ability to treat them.*

### ASPIRATIONAL BUT NOT EXCLUSIVE

The ability to quickly get personalized information about your own genetic makeup is amazing, and something we'd like everyone to be excited about having for their very own. Our voice captures this aspirational feel, yet makes it clear that our products are designed for everyone.

**EXAMPLE:** *With our free app, you'll always have your test results on hand, so you can make choices that match the unique needs of your body and mind. Take a look at your FUEL results next time you're grocery shopping, or let your FITCODE results guide your next personal training session.*

# Editorial Style

Beyond voice and tone, Orig3n has some unique stylistic touches to its written brand. Keep these in mind, so that all of our materials maintain the same consistency and feel.

## Capitalization of Orig3n

Orig3n is always written in title case, never in all caps.

**YES:** *Get 30% off Orig3n FITCODE*

**NO:** *Get 30% off ORIG3N FITCODE*

## Headline structure and style

Headlines should be written as complete sentences, in sentence case (not title case).

**YES:** *What makes you unique?*

**NO:** *Uniquely You*

## DNA test names

DNA test names are always written in ALL-CAPS. The phrase “DNA test” is not a proper noun, so “test” is not capitalized.

**YES:** *Find out what makes your child unique with the BLOOM DNA test.*

**NO:** *Find out what makes your child unique with the Bloom DNA Test.*

## Orig3n URL format

Orig3n’s website address should always be written in lowercase, and start immediately with orig3n.com. Do not use “https” or “ www.”

**YES:** *For more information, visit orig3n.com/why-dna-tests.*

**NO:** *For more information, visit www.orig3n.com/why-dna-tests.*

## Emphasizing an idea with the em-dash

To set off an idea in sentence — like this! — use the em dash (named for the width of an “m” in typesetter days) with one space on either side. Short code: [option] [shift] [-]

**YES:** *See how your genes influence how you think — and feel — with a DNA test.*

**NO:** *See how your genes influence how you think-and feel-with a DNA test.*

**NO:** *See how your genes influence how you think—and feel—with a DNA test.*

## A note about “opting in”

When we talk about privacy and test results, we often mention “opting in” or opting out.” Used as a verb (e.g., “Would you like to opt out?”), these phrases do not have a hyphen. However, when used as a noun (e.g., “your opt-in status”), “opt-in” and “opt-out” are hyphenated.

**YES:** *Opt in to add your genetic information to our blood bank.*

**NO:** *Opt-in to add your genetic information to our blood bank.*

**YES:** *Update your opt-in status.*

**NO:** *Update your opt in status.*

## Comma Usage

For lists and series, Orig3n makes use of the Oxford (or serial) comma before ands, ors, and buts.

**YES:** *Orig3n DNA tests can reveal insights about your fitness, personality, and more.*

**NO:** *Orig3n DNA tests can reveal insights about your fitness, personality and more.*



# Vocabulary

Several words and phrases important to our work are defined here for clarity and consistency.

## DNA test

A DNA test compares a sample of genetic material from an individual against known genetic sequences to determine whether certain genes are being expressed. Right now, all of the tests Orig3n offers are DNA tests.

## DNA kit

A DNA kit is the physical box that contains our DNA sample collection materials (swab, instructions, return envelope, etc.).

## Profile

We deliver the results of a person's DNA test in a personalized profile. For instance, a FUEL DNA test profile would contain results related to nutrition, such as food sensitivity, vitamin deficiency, and metabolism.

## Regenerative medicine

The process of regenerating the structure and function of human cells, tissues, or organs compromised by disease, damage, or congenital defects. Regenerative medicine is at the heart of our vision at Orig3n, so it's important to educate people on why it matters.

## Stem cells

Stem cells are a class of undifferentiated cells that can develop into nearly any kind of cell in the body. There are two main types of stem cells: embryonic stem cells and adult stem cells. Embryonic stem cells were highly controversial for many years, but since the discovery of iPS cells, they are no longer needed in the same way.

## iPS cells

First developed in 2006, Induced Pluripotent Stem Cells (iPS cells) are a revolutionary alternative to embryonic stem cells. They make it possible for any somatic cell to be reprogrammed to a stem-cell-like state, and can be coaxed to grow any kind of human tissue, from heart tissue to neurons. At Orig3n, we use iPS cells to develop regenerative medicine treatments.

## Personalized medical treatments

Today, most medical treatments are developed to meet the needs of large populations. Personalization options are minimal, and often come with a very high price tag. With the help of iPS cells, Orig3n is developing personalized medical treatments to regenerate damaged and diseased tissue — treatments matched to a person's unique DNA.

## Cell bank

The Orig3n cell bank is the largest repository of human blood cells in the world. We collect blood donations from people at events, and use the cells in our research. With more than 90% of the population covered by the cell bank, we're able to run large-scale tests with the confidence that our results will apply to the vast majority of people.

# VISUAL LANGUAGE

In addition to our verbal brand, our personality and principles are also expressed in the unique visual elements of our brand, including our logo, colors, and typography. In the pages that follow, we outline each of these components with accompanying guidelines and best practices. When used consistently and appropriately, these elements build recognition and trust in the audiences we want to reach.

# Logo

The Orig3n logo was inspired by the way stem cells divide: Unlike other cells, stem cells self-renew even as they create new cells. The logo depicts this division in action, capturing a moment in time that speaks to growth and regeneration.

## Here's how to best represent our logo:

- Treat the logo as one individual unit.
- Treat it as an image, not a word.
- Don't use it in a sentence, headline, or title.
- Never redraw or modify the logo in any way.

### RESOURCE:

Logo files available for download here:  
<https://whmcreativesf.box.com/v/Logo>

## Primary Logotype



## Clear Space



To maintain the logo's impact and avoid competition with other visual elements, allow for sufficient space surrounding the logo. Clear space must be proportionate to the size of the logo and equal to the x-height of the letters on all sides.

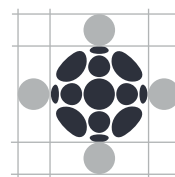
## Minimum Size



1.5" (or 120 px)

To make sure the logo stands out, and is consistently clear and readable, it should be no smaller than 1.5" (or 120 pixels)..

## Logo Symbol



0.5" (or 32px)

In rare instances where space is extremely limited — app icons or small social media imagery — the logo symbol can be used independently from the logotype. However, the clear space on all sides must be equal to the size of middle circle, and the minimum size for the mark is 0.5" (or 32 pixels).



# Logo Colors

The Orig3n logo can be displayed in three color variations: navy, white, and black. To the right, you'll find the main color identities used for all print and online communications.

## Here's how to best use our logo colors:

- When printing with the four-color process, use the CMYK formulas listed to the right.
- Do not use Pantone® spot color swatches for matching CMYK colors.
- Never use any logo color other than the ones specified here.

## Primary Logo Color Positive



### PRINT:

PMS 532 C Solid Coated  
C: 78 | M: 70 | Y: 53 | K: 53

### DIGITAL:

R: 45 | G: 49 | B: 60  
Hex: #2d313c

## Logo Color Negative



The Orig3n logo can be reversed out of Orig3n Primary Brand Colors. See page 20 for Color Palette.

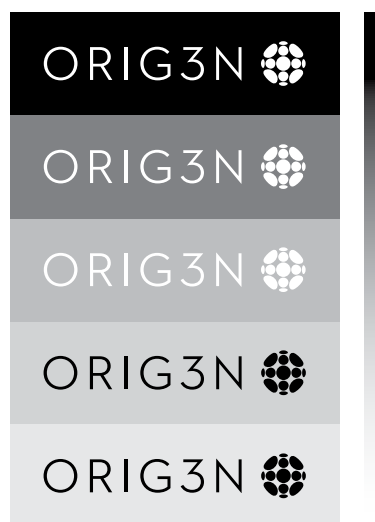
### PRINT:

C: 0 | M: 0 | Y: 0 | K: 0

### DIGITAL:

R: 0 | G: 0 | B: 0  
Hex: #FFFFFF

## Logo Color Grayscale



When designing for grayscale applications, use this as a guide when deciding when to use the negative logo vs. the positive logo. Note the shift at 30%.

### PRINT ONE COLOR ONLY NEGATIVE:

C: 0 | M: 0 | Y: 0 | K: 0

———— 30% Black

### PRINT ONE COLOR ONLY POSITIVE:

C: 0 | M: 0 | Y: 0 | K: 100

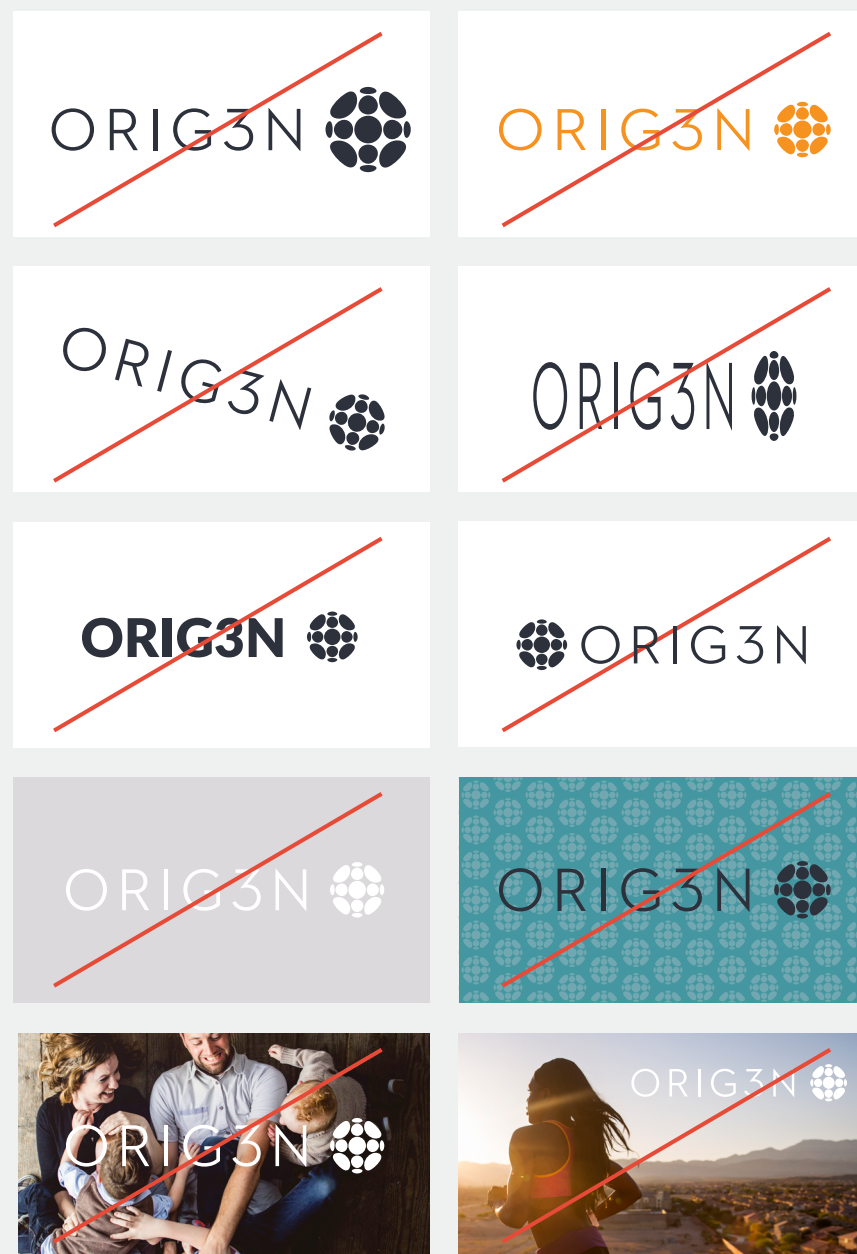
## VISUAL LANGUAGE

# Logo Restrictions

Because the Orig3n logo is the face of our brand, it's important to use only the artwork provided in this guide. Do not alter or manipulate the logo in any way. This will help us keep our brand familiar and consistent across all print and digital materials.

### Please don't:

- Change the size of the type or symbol in relation to each other.
- Use any other color than Orig3n blue, black, or white.
- Place the logo at an angle.
- Change the typeface of the logo.
- Change the position of the logo symbol.
- Place the logo on a low-contrast background.
- Place the logo on a patterned or busy background.
- Place the logo on a busy area of a photo.
- Place the logo on a low-contrast area of a photo.



# Typography

Orig3n uses two primary typefaces — Neutraface and Lato — to display different aspects of our visual personality: Neutraface is bold and forward-thinking, while Lato is straightforward and approachable. Together, they help give our brand an instantly recognizable character, that fine balance between inspiring and welcoming.

**NOTE:**

*When using Neutraface Display, only use it in all caps and without punctuation.*

*All other headlines, using Lato, please use sentence case with punctuation.*

**NEUTRAFACE DISPLAY  
IS OUR TYPEFACE FOR  
BIG BOLD  
HEADLINES  
& GRAPHIC TYPE TREATMENTS**

Lato is our typeface for non-graphical headlines in all of our printed and most of our digital marketing communications.

Headlines and body copy are always set in sentence case. Create visual hierarchy by setting headlines in larger sizes — an approximate size difference of 6-8pts (or px) works well in longer communications. (For shorter pieces, a larger size difference is often appropriate.) To allow breathing room for copy, a leading of 4-6pts (or px) is recommended.

Minimum recommended type size is 8pt for print and 12px for digital.

**To add emphasis or to highlight a portion of text, use different weight and color variations.**

*(See page 20 for Color Palettes.)*

Neutraface Display  
Titling

Inline

Medium

Bold

Lato  
Regular 16/20

Regular 10/16

Regular 8/14

Bold 10/16

# Typefaces

## Neutraface Display

Neutraface is a geometric sans-serif typeface designed by Christian Schwartz for House Industries, an American type foundry.

### RESOURCE:

Purchase here:  
<https://houseind.com/hi/neutraface>

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678901112 @\$!?( ) { } : " ' + &** ——— Inline  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678901112 @\$!?( ) { } : " ' + &** ——— Titling  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678901112 @\$!?( ) { } : " ' + &** ——— Bold  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678901112 @\$!?( ) { } : " ' + &** ——— Medium

## Lato

Lato is a san-serif typeface family designed by Warsaw-based designer Łukasz Dziedzic. The Lato family is published under the open-source Open Font License by his foundry tyPoland, with support from Google.

### RESOURCE:

Download here:  
<http://www.latofonts.com/lato-free-fonts/>

abcdefghijklmnopqrstuvwxyz 12345678901112 @\$!?( ) { } : " ' + & ——— Light  
 abcdefghijklmnopqrstuvwxyz 12345678901112 @\$!?( ) { } : " ' + & ——— Regular  
**abcdefghijklmnopqrstuvwxyz 12345678901112 @\$!?( ) { } : " ' + &** ——— Bold

## Helvetica/Arial

Helvetica and Arial are the most commonly available system fonts. For non-typeset applications, including presentations and the body copy of emails, use Helvetica in place of Lato. If Helvetica is not available, use Arial.

abcdefghijklmnopqrstuvwxyz 12345678901112 @\$!?( ) { } : " ' + & ——— Regular  
**abcdefghijklmnopqrstuvwxyz 12345678901112 @\$!?( ) { } : " ' + &** ——— Bold

## Typography in Action

# THE FUTURE OF HEALTH STARTS HERE

Together, we can bring hope to more people.

Recent scientific breakthroughs are revolutionizing the way we think about DNA and health. Orig3n is on a mission to turn these discoveries into practical solutions and make them available to you.

[orig3n.com](https://orig3n.com)

I BLEED  
FOR THE  
COMMON GOOD  
[orig3n.com](https://orig3n.com)

**DRAWN AND DONE  
BEFORE YOU CAN SAY  
“PHLEBOTOMIST”**

 CALLING  
ALL **49ers**  
**FAITHFUL**

**WE WANT  
YOUR  
BLOOD**  
(BUT ONLY A LITTLE)

With your help, Orig3n is on a mission to find new cures and treatments faster.

**30 SECONDS  
+ 1/2 A TEASPOON  
OF YOUR BLOOD**

**CAN ADVANCE  
THE FUTURE  
OF HEALTH**

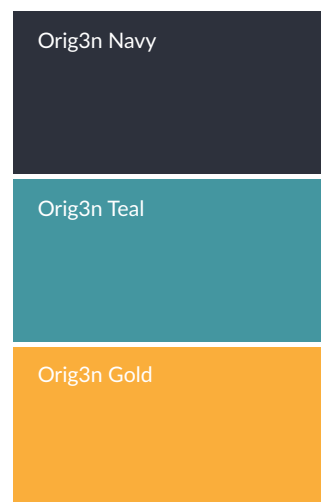
# Color Palette

The Orig3n color palette is designed to convey our feelings about the future of health — a balance of boldness and surety. The bright gold shows our excitement about where we're headed, while the soothing teal and navy reflect a reassuring calm and confidence in our ability to lead people to that better tomorrow. Our secondary palette builds on these themes and can be used as accents in support of the primary colors.

## RESOURCE:

Adobe color swatches available for download here:  
<https://whmcreativesf.box.com/v/ColorPalette>

## Primary Colors



### PRINT:

PMS 532 C Solid Coated  
C: 78 | M: 70 | Y: 53 | K: 53

PMS 5483 C Solid Coated  
C: 65 | M: 11 | Y: 25 | K: 27

PMS 130 C Solid Coated  
C: 0 | M: 35 | Y: 87 | K: 0

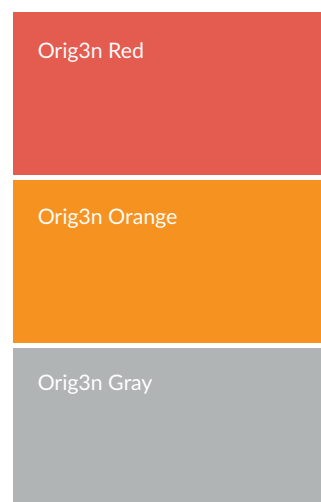
### DIGITAL:

R: 45 | G: 49 | B: 60  
Hex: #2d313c

R: 68 | G: 150 | B: 160  
Hex: #4496a0

R: 250 | G: 174 | B: 59  
Hex: #faae3b

## Secondary Colors



PMS 7417 C Solid Coated  
C: 0 | M: 80 | Y: 280 | K: 0

PMS 144 C Solid Coated  
C: 0 | M: 50 | Y: 98 | K: 0

PMS Cool Gray 5 C Solid Coated  
C: 13 | M: 9 | Y: 10 | K: 24

R: 228 | G: 91 | B: 80  
Hex: #e45b50

R: 246 | G: 146 | B: 32  
Hex: #f69220

R: 177 | G: 180 | B: 181  
Hex: #b1b4b5

## Color Usage

Using the Orig3n color palette correctly helps keep our brand strong and consistent, while ensuring we remain uniquely distinct from our competitors. The chart to the right approximates roughly how much each color of the palette should be used in brand materials.

### Tints

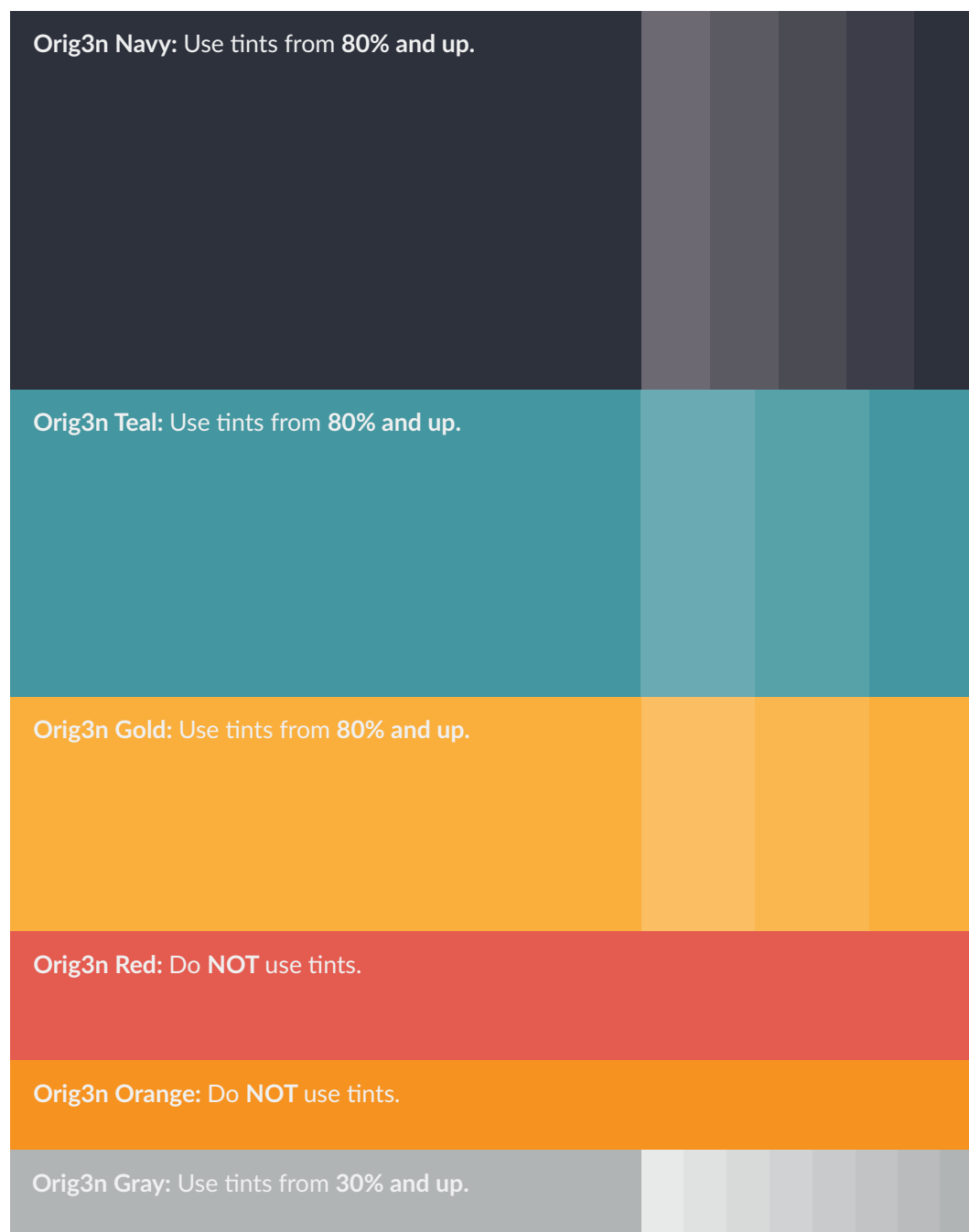
Use tints sparingly. The chart to the right establishes acceptable tint levels for each color of the Orig3n palette.

### Gradients

Color gradients can be used in illustrations, but refrain from using them as a design element.

### Transparency

Transparency can be used as a device to highlight copy or icons on top of an image. When used for this purpose, cover the entire image in a darkening transparent overlay. Beyond that, refrain from using transparency as a design element.





# Graphic Elements: Patterns

Occasionally, we use the Orig3n logo symbol as part of a repeating pattern to add visual interest to brand materials. These patterns are used sparingly and carefully — most often with product packaging and event graphics.

## Notes about patterns:

- In particular, take care to scale the pattern appropriately for your layout and final output size.
- Do not make the pattern so large that it loses its rhythm or so small that the individual symbols get lost and are merely seen as dots.
- Please use only approved patterns. Do not change color values or tints.
- Do not place type, logos, icons, or illustrations on top of patterns.
- When cropping patterns, crop halfway across the symbol horizontally, and crop vertically so the pattern is even on both sides.



TOO SMALL

TOO LARGE

JUST RIGHT

## RESOURCE:

Patterns are available for download here:  
<https://whmcreativesf.box.com/v/Patterns>



## Orig3n Navy Pattern:

Patterns should ONLY be placed adjacent to either a solid block of Orig3n Navy or photography.



## Orig3n Teal Pattern:

Patterns should ONLY be placed adjacent to either a solid block of Orig3n Teal or photography.



# Graphic Elements: DNA Strands

The Orig3n Strand is used to provide audiences with an immediate visual cue that our brand is grounded in DNA and genetics, as well as for tying together different materials with a common visual element. Used on DNA test packaging, for instance, the strand adds a sense of continuity across the entire product line.

## DNA Strands



a.



b.

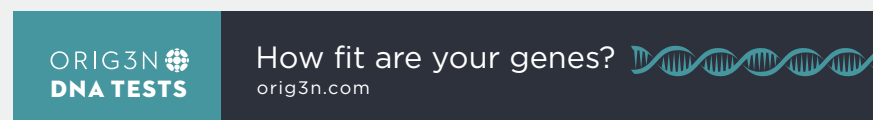
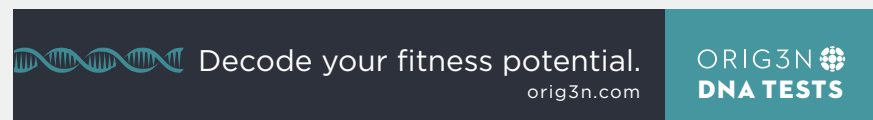


c.

*If the strand doesn't fully bleed off the sides of a visual element, it needs to be "capped off" (as shown in a. and c. above).*

*If the strand does bleed over, make sure to pay attention to where the strand cuts off, keeping the cutting-off point EVEN on both sides of the strand. (See b., above.)"*

## Sample Usage



### RESOURCE:

DNA Strand artwork is available for download here:  
<https://whmcreativesf.box.com/v/DNAstrand>



## Graphic Elements: Misc. Digital & Print

Our visual elements are designed to be bold and clean, encouraging decisive action — whether that's making a purchase, connecting with us on social, or just diving in for more information.

### Digital Buttons



### Forms



The image shows two form layouts. The first is a light gray form with fields for 'FIRST AND LAST NAME' and 'EMAIL ADDRESS', and a 'SUBMIT' button. The second is a dark gray form with the same fields and button, demonstrating the form's appearance in a dark theme.

### Social Media Icons



### Orig3n Speech Bubble

At events, as part of Orig3n booth graphics, we often feature an area where people can donate blood and take a selfie with a speech bubble. These speech bubbles should be used consistently, with the same size, shape, roundness, and tail.



# Illustration

Illustration is an integral part of the Orig3n visual language, key to adding that unique sense of fun and energy to our brand.

Although the illustrations themselves may vary significantly from initiative to initiative, the style of these illustrations should share a few core characteristics across the board:

## Notes about illustration:

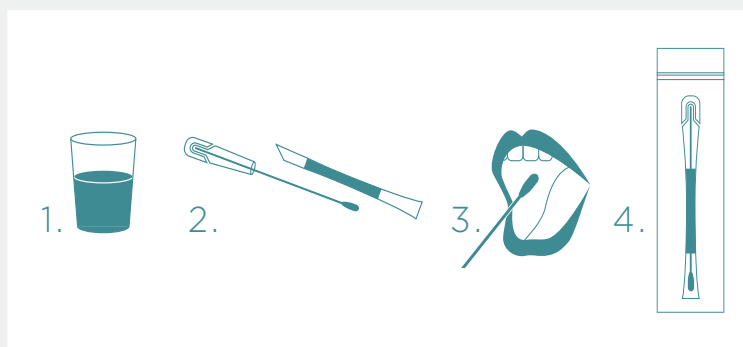
- Clear
- Modern
- Colorful
- Sophisticated
- Approachable

### NOTE:

Illustrations should always be scalable to any size, without losing resolution.



DNA Blueprint Diagram



DNA Collection Instruction Art

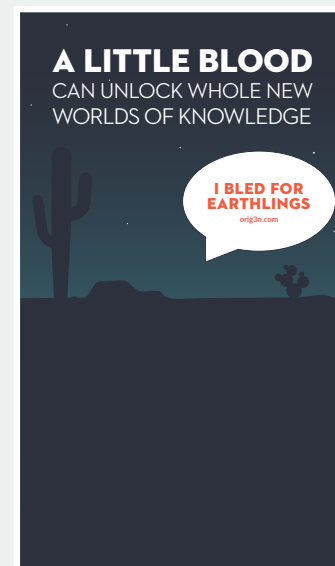
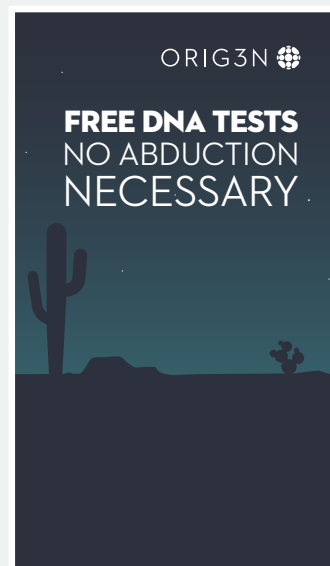
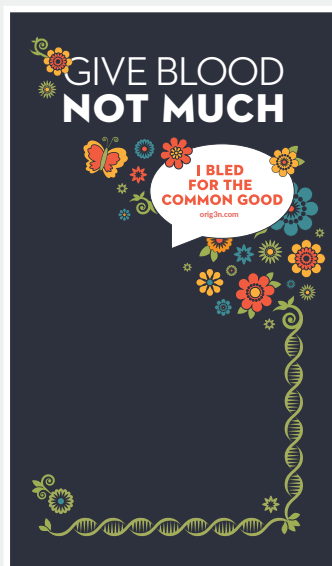
Here you see two solid examples of the Orig3n visual brand, blending both illustration and iconography.

## Illustration: Events

Bay to Breakers:  
"Summer of Love"  
Event Graphics



Wizard World  
Comic Con  
Albuquerque  
Event Graphics



# Illustration: Packaging



SUPERHERO DNA Test Packaging



# Iconography

Bold and clean, our unique iconography adds clarity and fun as we explain the various ways Orig3n can help people. Consistent use of these icons helps give our communications an instantly recognizable sense of character.

## Notes on iconography:

Although the icons cover a variety of topics, they should all convey a similar mood:

- Playful
- Friendly
- Approachable

Icons should also share certain consistent design elements:

- Consistent line weight
- Limited fills
- Unbroken lines
- Closed shapes
- Straight-on perspective

## RESOURCE:

Approved iconography library, template and style guide available here: <https://whmcreativesf.box.com/v/iconography>



EXERCISE  
RECOVERY



METABOLISM



MUSCLE  
STRENGTH



JOINTS



ENDURANCE



POWER  
PERFORMANCE



SPEED



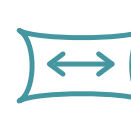
INTELLIGENCE



HYDRATION



AGING



ELASTICITY



UV SENSITIVITY



BEHAVIOR



VITAMINS



HUNGER & WEIGHT



FOOD  
BREAKDOWN



FOOD  
SENSITIVITY



TOLERANCE



NUTRITION



HEALTH



FITNESS



ENLIGHTENMENT



FEELINGS



ADDICTION



SAMPLE



ORDER



SWAB



REGISTER



RESULTS



HAPPY



## VISUAL LANGUAGE

# Photography

Photography in particular plays a crucial role in communicating and reinforcing the Orig3n brand. We pride ourselves on not using the standard sort of stock photography you see with many tech or medical companies — our images have a humanity and an authenticity to them that really help us connect with people.

**Notes on photography:**

Photos should be uniquely relevant to each particular message and material, of course, but every photograph should reflect a similar style and mood:

- Warm
- Approachable
- Relatable
- Aspirational
- Relaxed
- Authentic
- Real
- Diverse

**RESOURCE:**

Approved photography library available here:  
<https://whmcreativesf.box.com/v/Photography>





VISUAL LANGUAGE

# Photography: Lifestyle

Although we do use photography from stock websites, we never want our images to feel posed or contrived. We want to show real people leading real lives — healthy, active, and human.

**NOTE:**

*Warmth is of particular importance. We make a point to use warm natural lighting in our photos. We avoid the more bluish light typically seen with stock photography.*





VISUAL LANGUAGE

# Photography: Portraits

DNA testing is all about what makes you unique, so we've made diversity a big part of our visual brand: different styles, ages, body types, etc. The subjects of a photo don't have to be "models" — just engaging, eye-catching, and relatable.

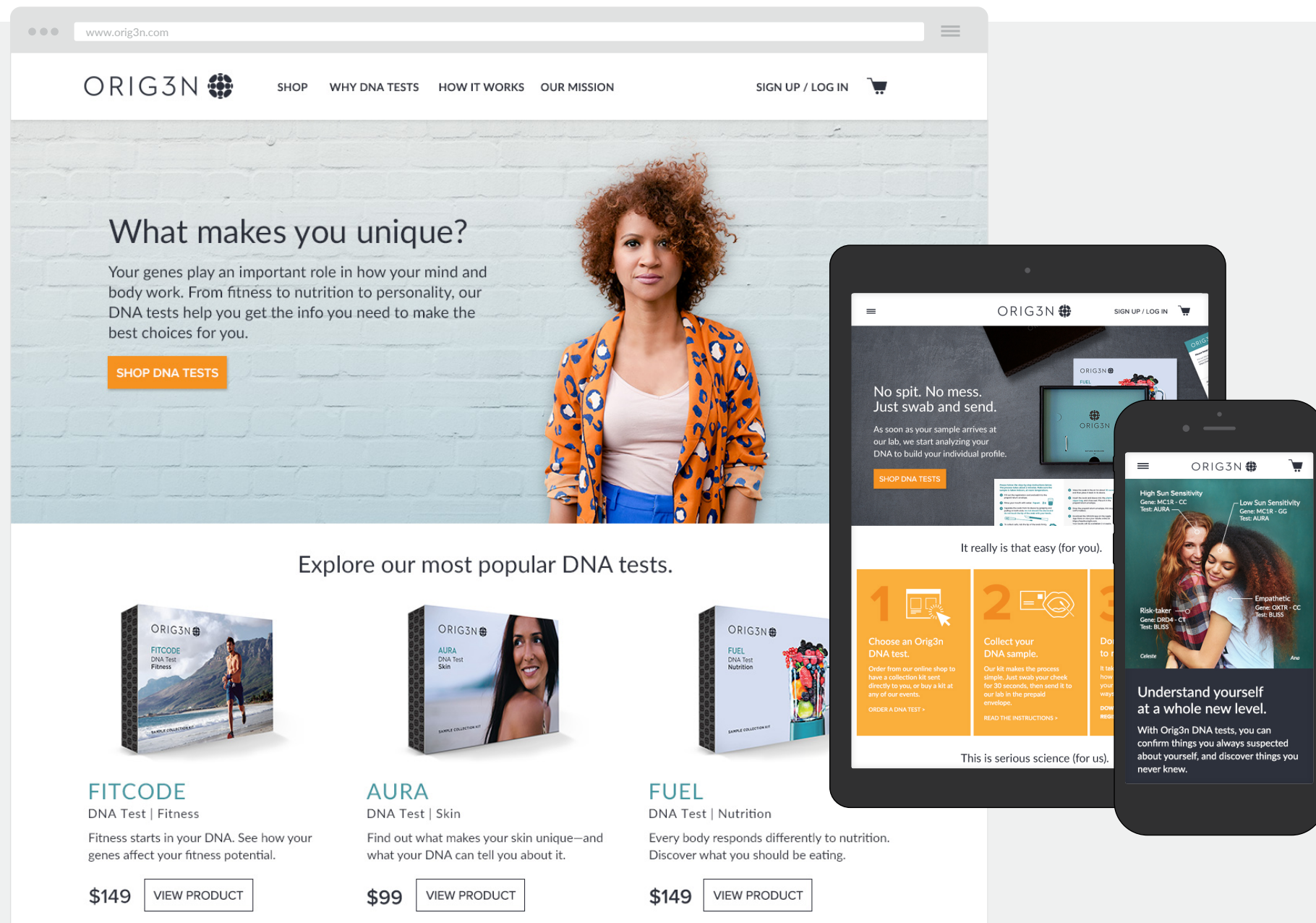


# WORK SAMPLES

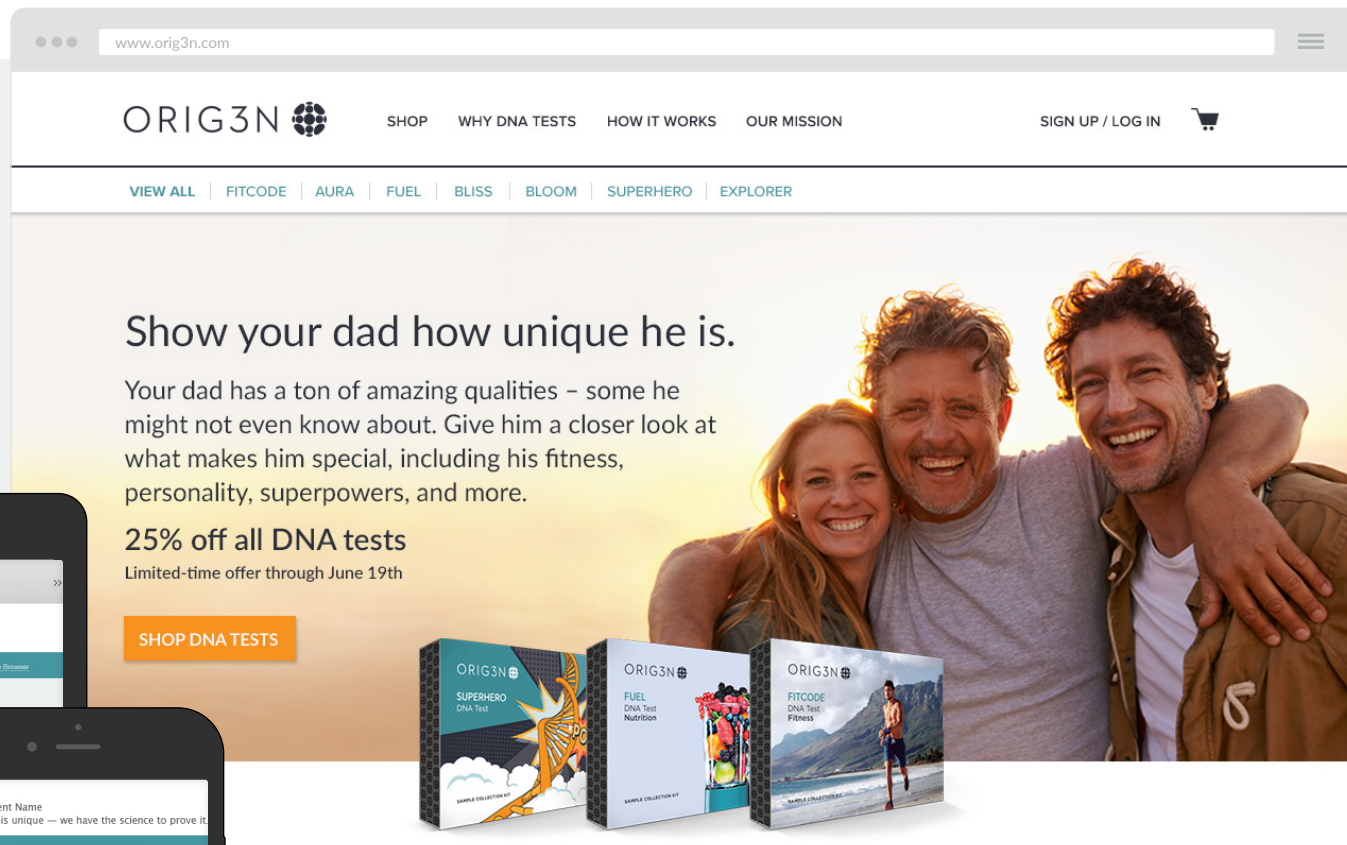
While each element of the Orig3n brand is important, it's when they come together that you really start to see their magic, creating a variety of powerful platforms to educate, inspire, entertain, and show the world who we are. In the following pages, you'll see a handful of the many pieces we've created under the Orig3n brand — everything from product packaging to web design to event graphics.





# Website



# Digital Promotion



www.orig3n.com

ORIG3N  SHOP WHY DNA TESTS HOW IT WORKS OUR MISSION SIGN UP / LOG IN 


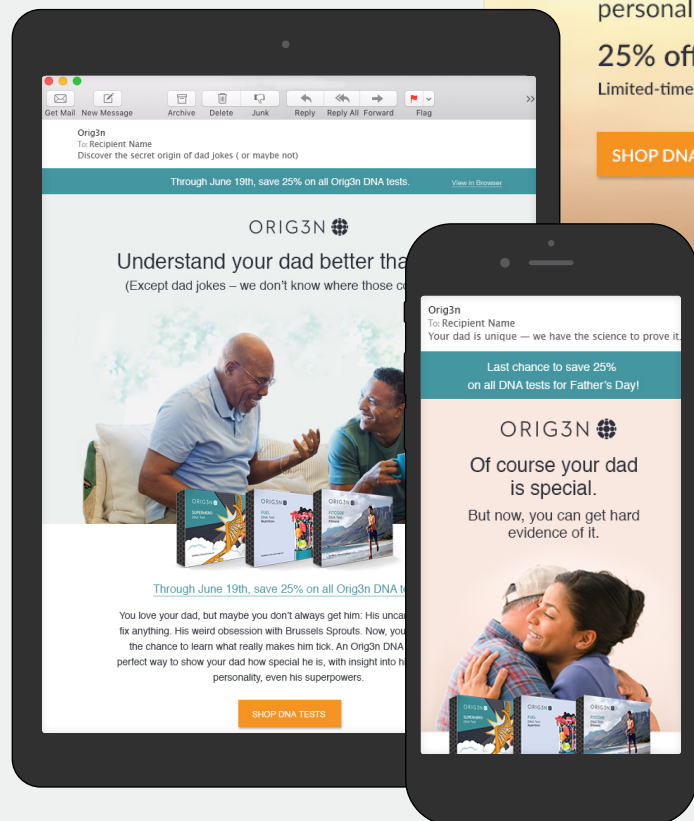
VIEW ALL | FITCODE | AURA | FUEL | BLISS | BLOOM | SUPERHERO | EXPLORER

## Show your dad how unique he is.

Your dad has a ton of amazing qualities – some he might not even know about. Give him a closer look at what makes him special, including his fitness, personality, superpowers, and more.

**25% off all DNA tests**  
Limited-time offer through June 19th


[SHOP DNA TESTS](#)

**Email Preview:**


Orig3n  
To: Recipient Name  
Discover the secret origin of dad jokes (or maybe not)

Through June 19th, save 25% on all Orig3n DNA tests. [View in Browser](#)

ORIG3N 

### Understand your dad better than ever

(Except dad jokes – we don't know where those come from)



Through June 19th, save 25% on all Orig3n DNA tests.


You love your dad, but maybe you don't always get him: His uncanny ability to fix anything. His weird obsession with Brussels Sprouts. Now, you have the chance to learn what really makes him tick. An Orig3n DNA test is the perfect way to show your dad how special he is, with insight into his personality, even his superpowers.

[SHOP DNA TESTS](#)

**Mobile App Preview:**


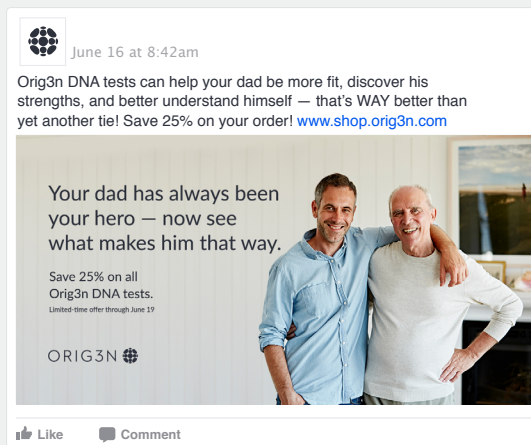
Orig3n  
To: Recipient Name  
Your dad is unique — we have the science to prove it.


Last chance to save 25% on all DNA tests for Father's Day!

ORIG3N 

### Of course your dad is special.

But now, you can get hard evidence of it.






 June 16 at 8:42am

Orig3n DNA tests can help your dad be more fit, discover his strengths, and better understand himself — that's WAY better than yet another tie! Save 25% on your order! [www.shop.orig3n.com](http://www.shop.orig3n.com)

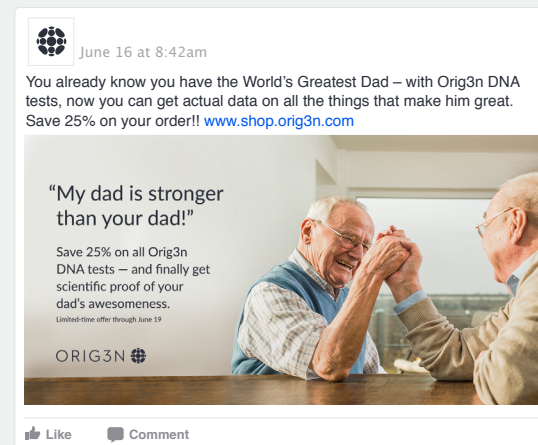
Your dad has always been your hero — now see what makes him that way.


Save 25% on all Orig3n DNA tests.  
Limited-time offer through June 19

ORIG3N 



[Like](#) [Comment](#)





 June 16 at 8:42am

You already know you have the World's Greatest Dad — with Orig3n DNA tests, now you can get actual data on all the things that make him great. Save 25% on your order!! [www.shop.orig3n.com](http://www.shop.orig3n.com)

"My dad is stronger than your dad!"

Save 25% on all Orig3n DNA tests — and finally get scientific proof of your dad's awesomeness.  
Limited-time offer through June 19

ORIG3N 



[Like](#) [Comment](#)



WORK SAMPLES

# Packaging



Box Front



Box Back



Box Side



Box Contents

WORK SAMPLES

# Packaging



Instructions



Registration Card



FITCODE



FUEL



BLISS



BLOOM



SUPERHERO



FITCODE+FUEL

WORK SAMPLES

# Events: Booth



Elevation A



Elevation B

WORK SAMPLES

# Events: T-shirts



General Staff T-Shirt Front & Back



Phlebotomists T-Shirt Front & Back



WORK SAMPLES

# Partnership: 49ers



49ers Draft Day Booth Backdrop



49ers Faithful Mile Pod

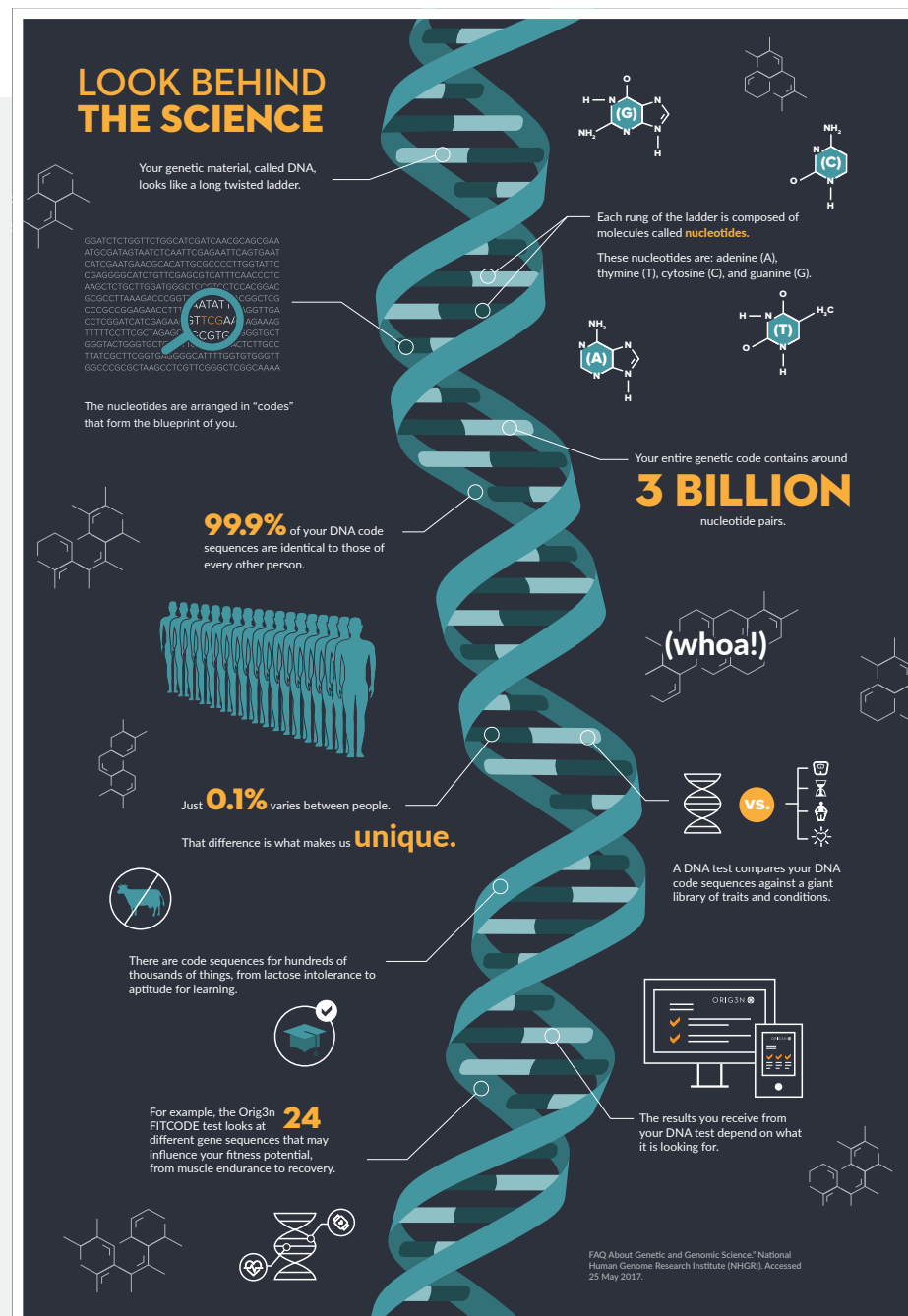


Levi's Stadium LED Display

# Infographics



Website example



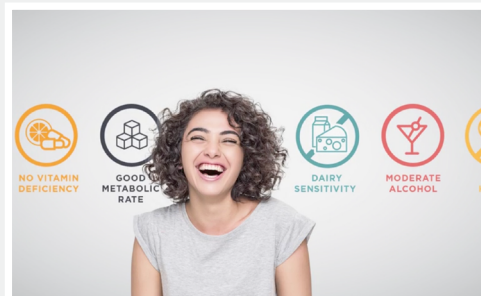
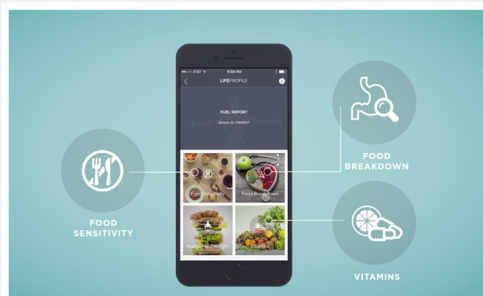
Website example



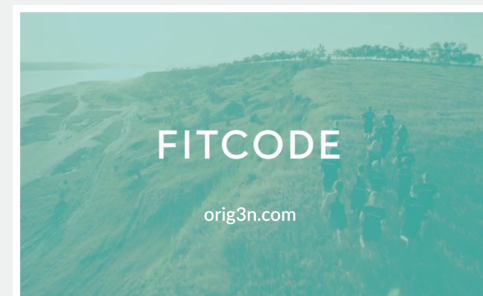
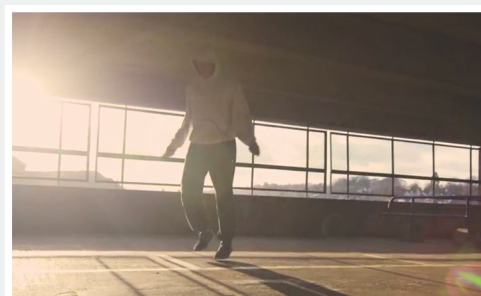
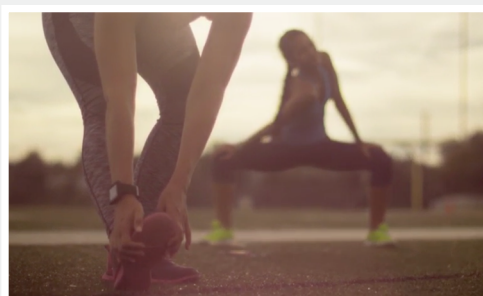
WORK SAMPLES

# Videos

## FUEL Overview



## FITCODE "Miami Open" Promotional



## Orig3n Overview



**NOTE:**

Keep in mind that these videos were developed prior to this brand guide, so some minor elements may not be up to date.

# Thank you!

The work you do helps bring the Orig3n brand to life. All the creativity and commitment you bring to that process is truly what helps us stand out and what drives us toward greatness.

*If you ever have additional questions about the Orig3n brand, feel free to reach out anytime: [info@orig3n.com](mailto:info@orig3n.com)*

## RESOURCES:

*This gives you access to all assets referenced in this guideline.*

- Logo Files:  
<https://whmcreativesf.box.com/v/Logo>
- Brand Palette Adobe Color swatches:  
<https://whmcreativesf.box.com/v/ColorPalette>
- Approved iconography library, template and style guide:  
<https://whmcreativesf.box.com/v/Iconography>
- Approved photography library:  
<https://whmcreativesf.box.com/v/Photography>