



Brand & Style Guide  
July 2020

A warm, golden-hour photograph of a family. A man in a blue and white checkered shirt is holding a laughing baby in a light green shirt. A woman in a white top is smiling in the background. The scene is set in a sunlit field with trees in the background.

## Table of Contents

1	Introduction
2	Mission
3	Logo Elements
4	Logo Size
5	Logo Use
8	Logo File Naming
9	Type
10	Other Visual Assets
12	Color





# Introduction

The following brand guidelines have been developed to ensure a cohesive presentation of the brand across all internal and external communications. This guideline will focus on proper use of Forge Biologics logos, images, text and other brand elements. These guidelines are not exhaustive and there may be situations that require individual review; if you have any questions about usage of the company's visual assets or language, feel free to contact [dsalvo@forgebiologics.com](mailto:dsalvo@forgebiologics.com).



# Mission

Enable access to life changing gene therapies and help bring them from idea into reality.

We partner with innovators in the gene therapy community: scientists, physicians, biotech/pharma companies, and patient groups. We bring expertise in gene therapy manufacturing and therapeutics development to the table, helping champion teams that are navigating the long road from the lab bench to the bedside. With a patients-first approach, we are forging new models for working together to better accelerate these transformative medicines to reach those who need them the most.





# Logo Elements

Forge Biologics Symbol



Forge Biologics Typeface  
Futura Book STD



# Logo Size

To ensure legibility and clarity, follow these guidelines for spacing and sizing.

The minimum amount of clear space is equal to the height of the “F” in the Forge Biologics logo. Whenever possible more clear space should be added.

The Forge Biologics logo should never be smaller than detailed here for print and on-screen applications. Using the logos smaller than these sizes will make it illegible.



Clear space



*Minimum Size on Screen*



*Minimum Size for Print*



# Logo Use

Forge Biologics primary logo features black, orange and red as the main colors. This logo should be used whenever possible in marketing collateral to highlight the significance of the Forge “O”. Situations may arise when another version of the logo is needed for web, digital or print use. In those cases, alternate logos are available.



## Alternative Logo Options



# Improper Logo Use

- Don't change the colors of the logo elements
- Don't scale the different elements of the logo
- Don't alter the text in any fashion
- Don't rotate or skew the logo
- Don't change the font in the logo
- Don't manipulate the "O" symbol
- Don't remove the gradient on the full color logo



## Examples of Improper Logo Use





# Primary Color Palette

Forge Biologics uses 3 main colors for its primary palette. These colors may be used for backgrounds, headings, bullet points, icons or other graphics. They should not be used for body copy or other large blocks of text.

Black #000000		Orange #F7781E		Red #FB1F1E	
C	0	C	0	C	0
M	0	M	66	M	97
Y	0	Y	100	Y	96
K	100	K	0	K	0

Opacities may be used for the Primary Color Palette for photo overlays or other creative use for web, digital or print marketing.

Orange 80%	Red 80%
Orange 60%	Red 60%
Orange 30%	Red 30%

# Secondary Color Palette

Secondary colors may be used to add accents to titles, opacities overlays on photos or general artistic use. These colors can also be used for icons or other specialty graphics, or general accents throughout presentations.

Orange #F99D3A		Blue #111F54	
C	0	C	100
M	45	M	96
Y	87	Y	36
K	0	K	34

CMYK colors should only be used for print applications, while RGB and HEX values should be used for digital applications.

Orange 80%	Blue 80%
Orange 60%	Blue 60%
Orange 30%	Blue 30%

# Additional Colors

These colors may be used for all marketing aspects of Forge Biologics but mainly for heavily designed materials such as powerpoint presentations, marketing print collateral and additional marketing materials.

<div>Onyx #32373B</div> <div>C0 M0 Y0 K79</div>	<div>Sunray F4B860</div> <div>C3 M30 Y72 K0</div>	<div>Blue Munsell #568EA3</div> <div>C69 M33 Y28 K1</div>	<div>Vivid Sky Blue #2BD9FE</div> <div>C57 M0 Y3 K0</div>	<div>Medium Sea Green #52AA5E</div> <div>C71 M9 Y84 K0</div>	<div>Antique White #FFE8D1</div> <div>C0 M9 Y17 K0</div>
<div>Onyx 80%</div> <div>Onyx 60%</div> <div>Onyx 30%</div>	<div>Sunray 80%</div> <div>Sunray 50%</div> <div>Sunray 30%</div>	<div>Blue Munsell 80%</div> <div>Blue Munsell 80%</div> <div>Blue Munsell 80%</div>	<div>Vivid Sky Blue 80%</div> <div>Vivid Sky Blue 60%</div> <div>Vivid Sky Blue 30%</div>	<div>Medium Sea Green 80%</div> <div>Medium Sea Green 60%</div> <div>Medium Sea Green 30%</div>	<div>Antique White 80%</div> <div>Antique White 60%</div> <div>Antique White 30%</div>



FORGE  
BIOLOGICS

*Single Color Usage on Dark Background*

FORGE  
BIOLOGICS

*Logo Usage on Dark Background*



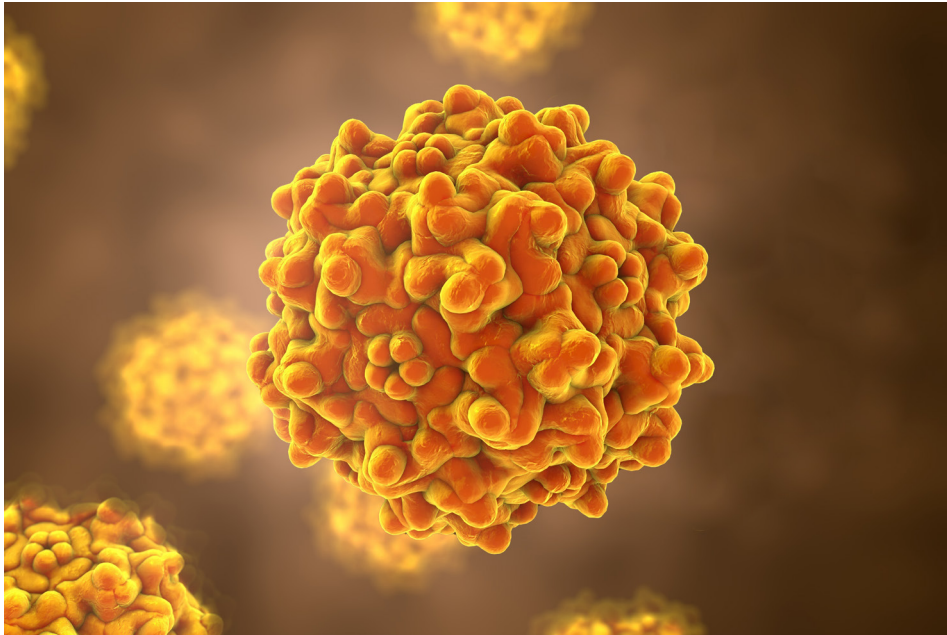
*The Forge "O" Symbol can be used in multiple platforms, mainly for web, signage or vinyl decals.*

*File name: Forge O Graphic.eps*

# Other Visual Assets

Only use photographs and images that you have permission to use, and specifically, permission to use for your intended purpose. This is especially important when sharing photos of children, patients, or families, as their privacy and respect is our collective responsibility to protect.

Forge Biologics employees may access a library of approved images in the Box and/or OneDrive folder.



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