FORGE

BIOLOGICS

A member of Ajinomoto Bio-Pharma Services

Brand & Style Guide
April 2025

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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.

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.
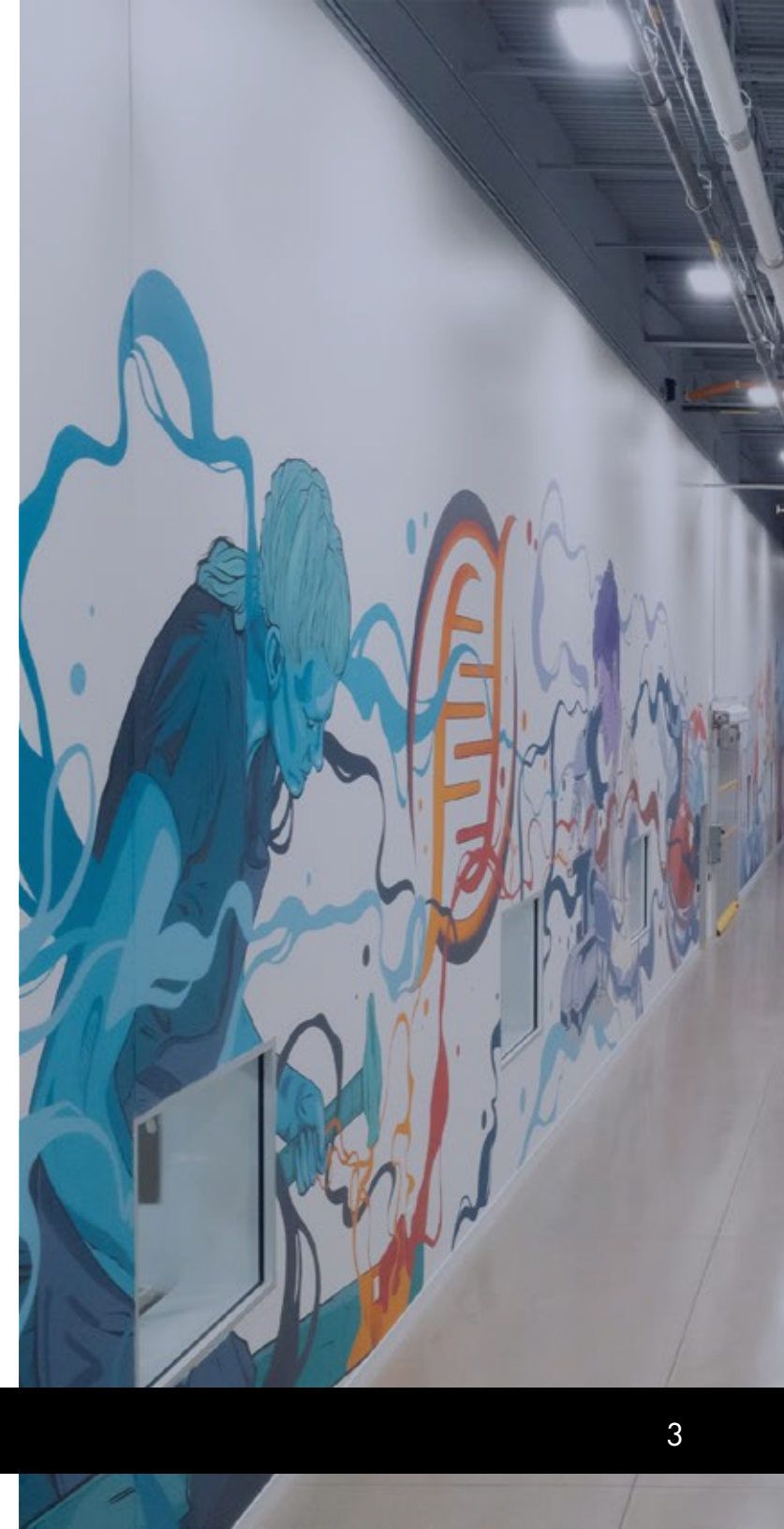
Logo Elements

Forge Biologics Symbol

F☉RGE
B I O L O G I C S

A member of Ajinomoto Bio-Pharma Services

Forge Biologics Typeface
Futura Book STD

Ajinomoto Tagline

Logo Size

To ensure ligibility 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

1.05" x 0.42"

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.

Forge Biologics Primary Text Logo

Forge Biologics Primary Icon Logo

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

- Don't remove the tagline without approval from Creative or Marketing

Examples of Improper Logo Use

Incorrect Color Use

Incorrect Text Change

Altering of Text

Removal of Gradient

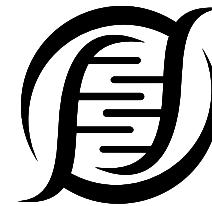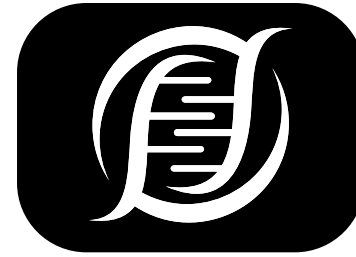*Do Not Add A Stroke to the Logo*

Incorrect Background Use

Forge "O" Graphic

One of Forge's logos is the standalone "O" graphic. This can be used in the following manner, or creatively used to add interest in backgrounds for presentations, website design, and other external uses.

Alternative Logo Options

Forge "O" Graphic

There is much more freedom in using the Forge "O" graphic as a background image to add visual interest, although anything that strays from it's official use on the previous page should be approved by the Creative team first.

Logo File Naming

The Forge Biologics Primary logo should be used in almost all marketing and communications materials. The following formats are available for internal and external marketing and communication efforts.

- .AI (Illustrator)

- .PDF

- .PNG (Transparent background)

- .TIF

- .GIF

For large scale & vinyl print use the following logo format:

- Forge Biologics Primary Logo.EPS

Email Signature Template

Please use the following format and disclaimer text for email signatures. Take note that the logo provided here has been specifically re-sized for email signatures and is available for your use. Arial can be substituted is IBM Plex Sans in unavailable.

Name in 9pt Futura
Title in 9pt Futura
Forge Biologics
forgebiologics.com

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Brand Voice

Our brand voice is the unique personality and tone of voice that a Forge uses to communicate with our clients, partners, and the industry.

• Collaborative and Supportive: Developer-first mindset. Language that fosters teamwork and collaboration with our clients.

• Technical and Knowledgeable: Ensure complex concepts are accessible and engaging.

• Innovative and Bold: Reflect Forge's "cowboy" mentality. Use dynamic language.

• Continuous Improvement: Feature innovation and R&D as integral parts of our operations.

• Empathetic and Patient-Centric: Mission-driven approach. Language that reflects understanding and compassion.

Tone

• "Smart brevity"

• Informal but informative

• Warm, inviting

Personality

• Innovative partner

• Trustworthy guide

• Challenger spirit

Experience:

Whether stepping into the Hearth, visiting a Forge booth, meeting room, or exploring

our website, the experience should consistently reflect our mission and core values.

We aim to leave clients and partners delighted with a bold, inspiring impression while

fostering a warm and welcoming atmosphere that invites the collaboration that is key

to Forge's success.

Type - Futura STD

All Forge fonts are available for download here.

Primary Typeface

Futura STD is the branded font of Forge Biologics. It should be used for body paragraphs primarily. There are a variety of Book, Heavy, Light, Condensed and Italicized varieties of the font available for branded use.

Variations

To maintain consistency across branded pieces, text should be styled in the following ways whenever possible. However, styles and weights may be altered and size increased or decreased depending on the needs of the design piece.

Futura Std Light

Futura Std Medium

Futura Std Heavy

Futura Std Light Condensed

Futura Std Light Oblique

Futura Std Medium Condensed

Futura Std Medium Condensed Oblique

Futura Std Extra Bold Condensed Oblique

Futura Std Light Oblique

Futura Std Book Oblique

Futura Std Medium Book Oblique

Futura Std Heavy Book Oblique

Futura Std Bold Oblique

Futura Std Extra Bold

Heading 1

Futura Std Heavy, 30pt

Heading 2

Futura Std Heavy, 18pt

Heading 3

Futura Std Heavy, 14pt

Body Copy

Futura Std Book, 12pt - For all print collateral or body copy for web, whenever possible, 12pt should be used.

Universal Font Use
Arial, 12pt - For universal email web use or for powerpoint presentations only, the font Arial may be substituted for Futura.

Regular

Italic

Bold

Bold Italic

Black

Narrow

Narrow Bold

Narrow Bold Italic

Type - IBM Plex Sans

All Forge fonts are available for download here.

Tertiary Typeface

IBM Plex sans is the primary body paragraph typeface for scientific

documents or powerpoint presentations. It should be

used for all body paragraphs, email signatures, and posters. There

are a variety of Book, Heavy, Light, Condensed and Italicized varieties

of the font available for branded use.

Secondary Typefaces

To maintain consistency across branded pieces, text should be styled in

the following ways whenever possible. However, styles and weights may

be altered and size increased or decreased depending on the needs

of the design piece.

IBM Plex Sans Thin	*IBM Plex Sans Thin Italic*
IBM Plex Sans ExtraLight	*IBM Plex Sans ExtraLight Italic*
IBM Plex Sans Light	*IBM Plex Sans Light Italic*
IBM Plex Sans Regular	*IBM Plex Sans Italic*
IBM Plex Sans Text	*IBM Plex Sans Text Italic*
IBM Plex Sans Medium	***IBM Plex Sans Medium Italic***
IBM Plex Sans SemiBold	***IBM Plex Sans SemiBold Italic***
IBM Plex Sans Bold	***IBM Plex Sans Bold Italic***

Heading 1

IBM Plex Sans Bold, 30pt

Heading 2

IBM Plex Sans SemiBold, 18pt

Heading 3

IBM Plex Sans Medium, 14pt

Body Copy

IBM Plex Sans, 12pt - For all print collateral or body copy
for web, whenever possible, 12pt should be used.

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	Blue #7ab5de
C 0	C 100	C 50
M 45	M 96	M 16
Y 87	Y 36	Y 2
K 0	K 34	K 0

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%

Brand Expression

Forge Biologics' brand expression is always changing and evolving as the industry does and as we keep our branding fresh and competitive. These brand expressions are subject to change and all designs should be shared with the creative team for approval for external-facing content.

Compare and Contrast elements

When adding visual interest behind icons or other aspects of a design, these two gradients are acceptable to be used together when defining two distinct subjects:

#F7781E   #FB1F1E

#7AB5DE   #111F54

EXAMPLES

White Icon
with label below

Ignition Cells™

WHITE TEXT

pEMBR™

Adenovirus Helper Plasmid

Photography

We aim to never use stock photos – only organic images we've captured or created ourselves Forge has a large image library linked on the Creative Helix page. If you can't find something that you need in the photo library, please reach out to Creative. Not everything is uploaded to SharePoint, and if we don't have something, we can always capture it.

Lab Images

Forge's photgprahy library has a large array of lab images to choose from. When utilizing images for presentations or other external use, try and choose photos that:

- Maintain a clean, sterile look with neat backgrounds and well-lit foreground

- Contain no proprietary equipment or information seen in the photographs

- Incorporates the Forge logo if possible

Office & Culture Images

Forge's photography library has images from events dating back to the founding of the company. When using culture photos in recruitment, presentations, or other external uses, try to choose photos that:

- Show current employees only

- Do not show employees holding or consuming alcohol

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