

# FORGE



## BIOLOGICS

A member of Ajinomoto Bio-Pharma Services

Brand & Style Guide  
October 2025

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## INTRODUCTION

# Defining the Voice, Look, and Feel of Our Brand

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 [pmadsen@forgebiologics.com](mailto:pmadsen@forgebiologics.com).







## MISSION

# Enable Access to Life-Changing Gene Therapies and Help Bring Them from Idea to 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.



## GUIDELINES

# Logo Elements



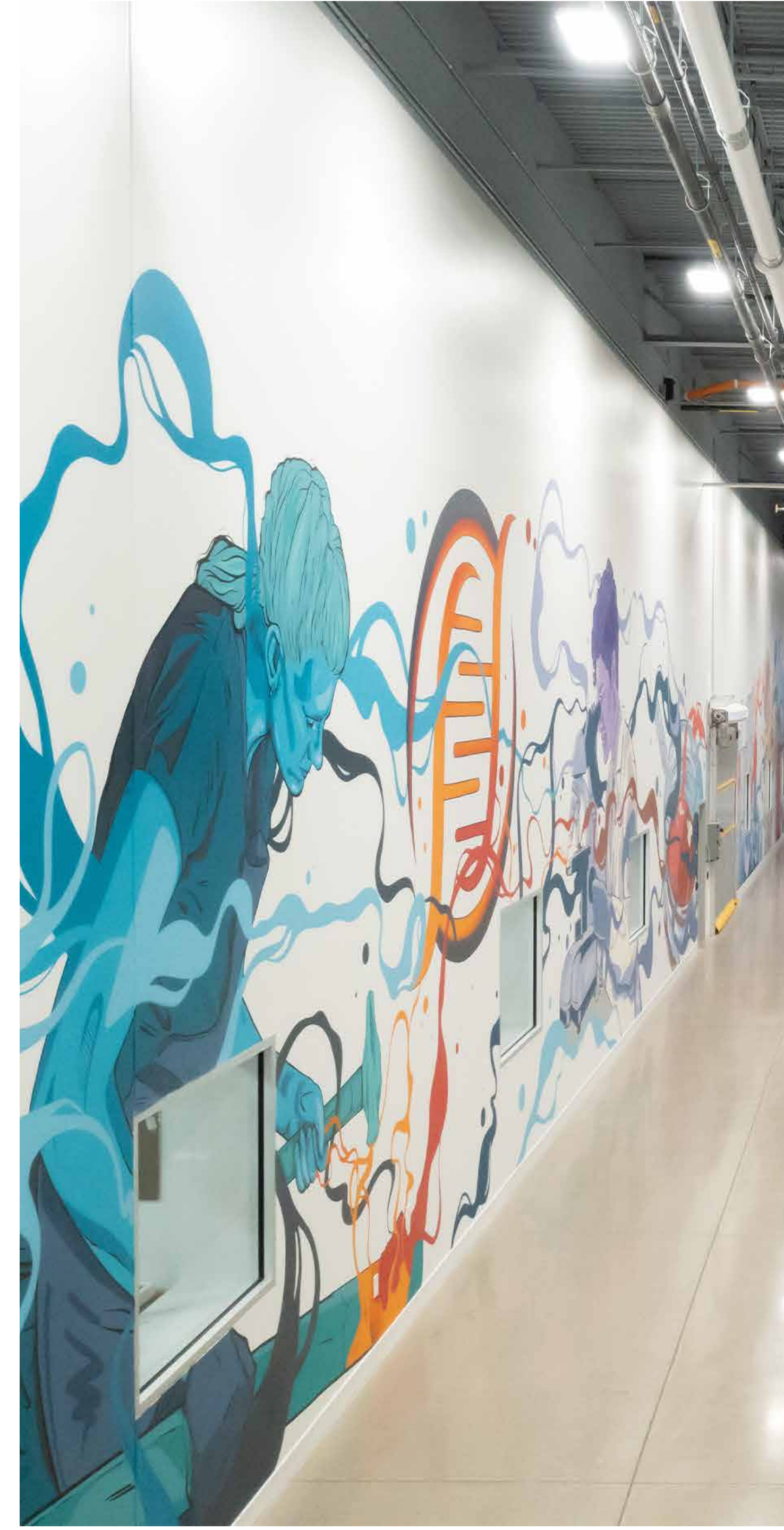
Forge Biologics Symbol

**FORGE**  
BIOLOGICS

A member of Ajinomoto Bio-Pharma Services

Ajinomoto Tagline  
Futura PT Condensed

Forge Biologics Typeface  
Futura Book PT



## GUIDELINES

# 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*

GUIDELINES

# Logo Elements

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

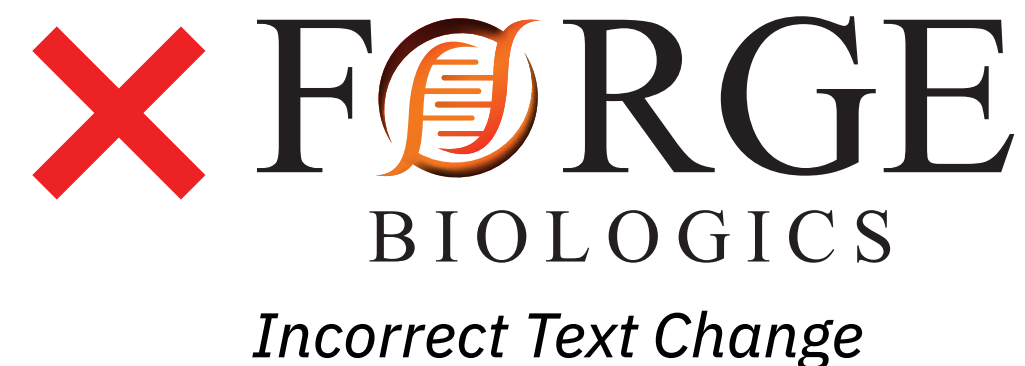




## GUIDELINES

# 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





## GUIDELINES

# 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*

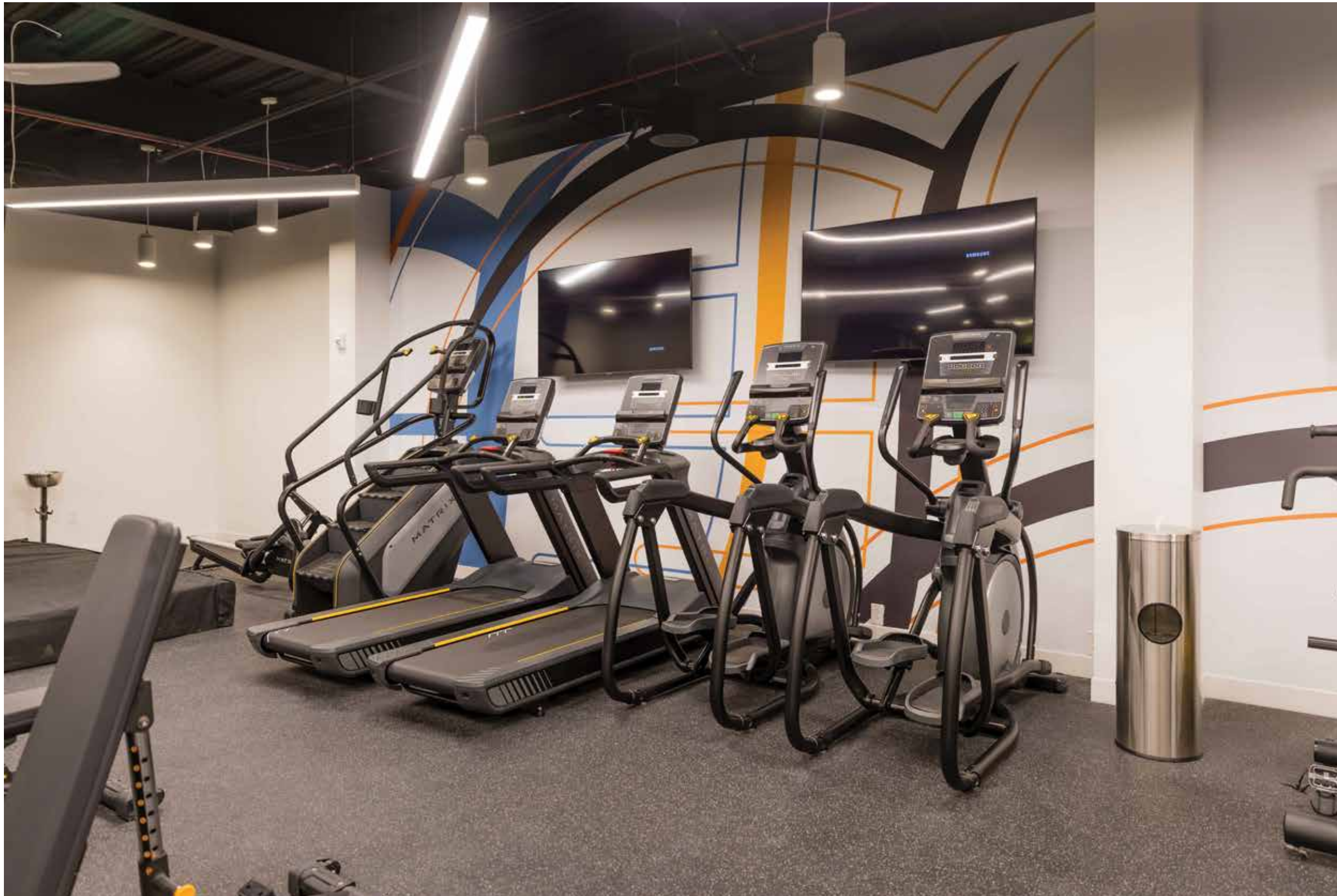




## GUIDELINES

# 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.





## GUIDELINES

# 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
- .PDF
- .PNG
- .TIF
- .GIF

Forge large-scale & vinyl print, use the following logo format:

- .EPS

## GUIDELINES

# Email Signature Template

Please use the following format 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 if IBM Plex Sans is unavailable. Pronouns optional.

Essma Kheiry (she/her)  
Creative Production Manager  
ekheiry@forgebiologics.com  
567-525-1871



# 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.



## GUIDELINES

# Type - Futura PT

## Primary Typeface

Futura PT 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.

# Type - IBM Plex Sans

## Secondary Typeface

IBM Plex sans is the primary body paragraph typeface of Forge Biologics. It is also used as an accent for headers - describing the section that the header is in. There are a variety of Thin, Heavy, Italicized and Bolded varieties of the font available for use.

## Variations

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

All Forge fonts are available for download [here](#).

GUIDELINES

Type - Example of Use

WHAT DRIVES US

Our Mission

Our mission is bold because your therapies shape the future. Enabling access to life-changing gene therapies by helping to bring them from concept to reality fuels everything we do, from our technologies and team to our facility. We're here to help you develop and manufacture your therapy so it can reach the patients who need it most.

LEARN WHY WE'RE HERE

IBM Plex Sans - Regular; All Caps  
- Tracking set to 300, or letter spacing set to 'loose' in Word.

Futura PT - Heavy

IBM Plex Sans - Regular

IBM Plex Sans - Regular; All Caps  
- Tracking set to 300, or letter spacing set to 'loose' in Word.



GUIDELINES

# Primary Color Palette

Forge Biologics uses three 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.

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

# 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.

<div>Orange #F99D3A</div>		<div>Blue #111F54</div>		<div>Blue #7ab5de</div>	
C	0	C	100	C	50
M	45	M	96	M	16
Y	87	Y	36	Y	2
K	0	K	34	K	0

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

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

## GUIDELINES

# 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.

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



#F7781E

#FB1F1E



#7AB5DE

#111F54

## EXAMPLES



White Icon  
with label below



Label Centered  
Below





## GUIDELINES

# 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 photogprahy 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

## CONTACT

# Creative Team

Please contact a member of the Creative team with any questions:

- Paul Madsen, Director [pmadsen@forgebiologics.com](mailto:pmadsen@forgebiologics.com)
- John Mackenzie, Senior Manager [jmackenzie@forgebiologics.com](mailto:jmackenzie@forgebiologics.com)
- Essma Kheiry, Manager [ekheiry@forgebiologics.com](mailto:ekheiry@forgebiologics.com)

If you have a creative project you'd like to work with us for, please fill out this form:

[Creative Request Form](#)



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