



Navigenics®

*Corporate*  
**Brand Guide**  
2011

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# Overview/For More Information

The Navigenics corporate brand is the most visible expression of our company and includes our name, logo, color palette, typography and related guidelines and materials. A strong, trusted corporate brand helps us solidify our position in current markets, enter more easily into new markets, attract and retain top talent and differentiate ourselves from our competition. Through careful branding and clear communication of Navigenics as a unique personality, we can build stronger relationships with our audiences, greater points-of-difference over our competitors and value in everything we do.

The goal of this Brand Guide is to help in the creation of a consistent impression of Navigenics for our customers, prospects, partners and employees, and to assure that our identifying elements are protected as proprietary assets. When having materials designed and/or printed, this Guide should be shared with vendors.

For information on our production process or the location of templates for branded materials, please contact:

Brenna Sweeney  
Director of Marketing  
650.585.7523  
[brenna.sweeney@navigenics.com](mailto:brenna.sweeney@navigenics.com)

# Corporate Logo: Overview

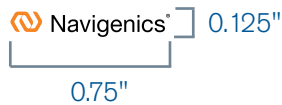
The Navigenics corporate logo should be used to reinforce our corporate brand wherever possible. It should be used in all external communications. It should appear at least once in all printed and electronic pieces.



The mark is based on the idea of navigating within a selective unknown arena. The “3D” approach leads to points of complexity, bringing abstract form to clarity, while the symbol “N” emerges from within the drawn path. Like a navigator’s journey, the path identifies where an individual has been and where they are going.

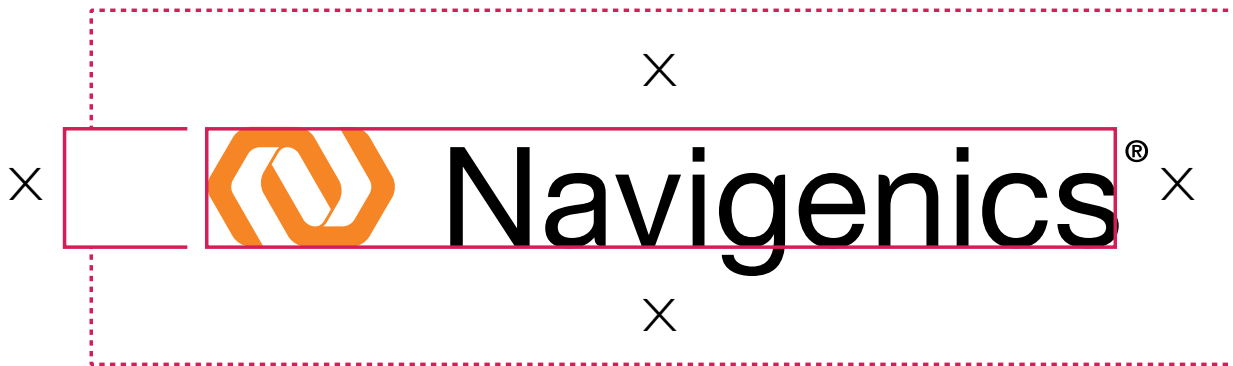
Both logo components (logotype and mark) work together to create the Navigenics logo. The Navigenics logo should be considered a picture, not a word. The logo must not be redrawn or modified in any way. The logotype and mark must always be used together.

The size of logo components should maintain their proportion when increasing or decreasing the logo’s size. The logo should not be reproduced smaller than shown at left.



# Corporate Logo: Clear Space

There must always be sufficient space (“clear space”) surrounding the logo to allow it to function effectively without competing with other visual elements. This space should be at least the height of the mark; no distracting graphical elements should be placed in this area.



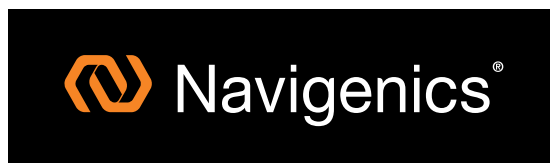
# Corporate Logo: Correct Usage

The mark should appear in orange (Pantone 158 c) whenever possible. The logotype should appear in black. To preserve legibility, the orange/black logo should be used only on a white or off-white background.

The “Navigenics” mark is registered in the U.S.



“®” must always be used. The “®” can be black or dark grey (dark grey can enhance readability).



When it is not possible to use the orange/black logo (e.g., when positioned on colored backgrounds), the orange/white logo may be used. The “®” must also be white.



The all black mark and logotype can be used, **ONLY** for black and white / 1 color applications. If color is available, then the mark should appear in orange.



The horizontal logo should be used when possible. If this is not possible due to space restrictions, the square logo may be used.

# Corporate Logo: Incorrect Usage

Incorrect/inconsistent logo usage detracts from our brand equity/recognition. Altering or redesigning our logo in any way negates the consistency we strive to achieve. The examples below illustrate some potential misuses of our logo; note this list is not comprehensive.



Do not use any previous versions of the Navigenics corporate logo.



Do not reproduce the logo in an unapproved color.



Do not change the typeface.



Do not use ™ instead of ®



Do not omit the ®



Do not reposition the logotype and mark.



Do not change the proportion of the logotype and mark.



Do not skew or rotate the logo.



Do not use the logotype without the mark.



Do not position the logo within a box or other containing shape.



Do not apply the logo to a background where lack of contrast diminishes legibility.

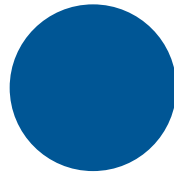


Do not apply 3D filters or transformations such as bevels or contours to the logotype and wordmark which diminish legibility.

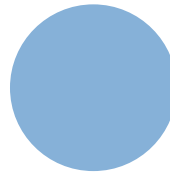
# Color Palette

The primary corporate color, “Navigenics Blue,” should be used as the dominant color in our designs. “Navigenics Orange” should be used sparingly, usually as an accent relating back to the Company’s mark or for special emphasis.

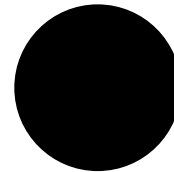
## Primary Colors



Pantone 647  
c100, m56, y0, k23  
r0, g85, b149  
#005599



Pantone 644  
c42, m15, y0, k6  
r135, g178, b216  
#88B2D8

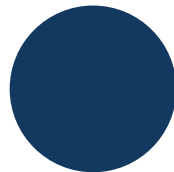


Black  
c0, m0, y0, k100  
r0, g0, b0  
#000000

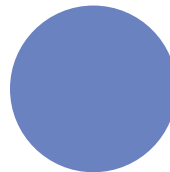


Pantone 158  
c0, m61, y97, k0  
r245, g128, b37  
#F58024

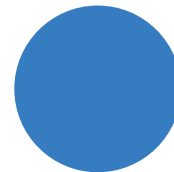
## Expanded Palette



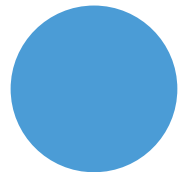
Lapis  
c100, m82, y36, k26  
r20, g57, b97  
#143961



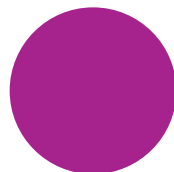
Sky  
c62, m46, y0, k0  
r106, g130, b192  
#6A82C0



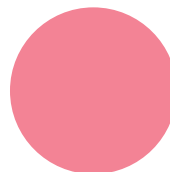
Water  
c79, m46, y0, k0  
r54, g124, b192  
#367CC0



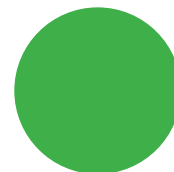
Ocean  
c67, m26, y0, k0  
r76, g157, b214  
#4C9DD6



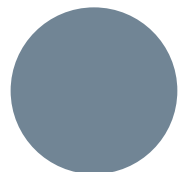
Magenta  
c38, m100, y1, k0  
r166, g34, b140  
#A6228C



Taffy  
c0, m61, y24, k0  
r243, g131, b149  
#F38395



Mint  
c75, m3, y100, k0  
r60, g175, b73  
#3CAF49



Plasma  
c60, m41, y32, k3  
r112, g133, b149  
#708595

Our expanded palette includes suggested colors to be used across designs where additional color is desired. Note that the Company’s logo may only appear with the orange mark and black or white logotype (see page 6).



# Typography

The Navigenics typefaces are

Akzidenz Grotesk Light Extended (headlines)

TheMix Semi Light Italic (subheads) and

Akzidenz Grotesk Light (body copy).

Akzidenz Grotesk

Light Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TheMix Semi Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

# Photographic Style

Central to our photographic style is the concept of integrated health: we are a part of a healthy lifestyle that our clients enjoy, and we reflect that in our photography. All people in our photography are actively engaged, and the majority of them are directly looking into the camera to engage the viewer as well.



When selecting photos for use in Navigenics pieces (note: photos are of models, not real patients or clinicians), the following personality/tone and demographic guidelines should be kept in mind:

## Personality/Tone

Subjects in photos should appear vibrant, healthy, active, professional, educated, responsible, hopeful, empowered, informed.

## Demographic Considerations

- Gender: There should be a balance between men and women. For collateral pieces, women may represent a 60/40 majority
- Ethnicity: A range of ethnicities should be captured in our imagery, with the majority Caucasian. For example, if three photos were to be selected for a piece, one could represent an ethnic population
- Age: Adult subjects should range from 30–60 years old
- Children: Generally we should stay away from babies, specifically children under 2 years old as the main focus of the photo
- Families: Images showing families or social networks can be used but should not dominate
- Animals: Pets are an acceptable and often effective alternative to children but should be used sparingly

# Graphic Elements

Graphically, the Navigenics brand is represented by designs that are vibrant, professional and hopeful, and thus reflect the personality of our company. Our pieces are clean, elegant and uncluttered, with plenty of whitespace and legible typography to make it easy for our clients to absorb and retain our messaging and information.

A central graphic element used in Navigenics collateral is the band of interlocking logos with one logo highlighted with the Company's wordmark. This is how the logo is to be locked up in all applications where space permits.



# Copy Tonality

Navigenics copy should be inviting, vibrant, positive, hopeful, informative and empowering, as seen in the copy samples on this page. “Quotations” can be utilized. Copy written for consumers often talks directly to the reader.

Now you can plan for a healthier future using your own DNA as a guide. The Navigenics program gives you a more complete picture of your health by combining your personal genetic information with your lifestyle, health and family history. By better understanding your genetic predispositions, you and your physician can create a uniquely personalized wellness plan focused on prevention.

Why is it important to understand your genetic risks? Because better health lies in preventing conditions before they develop or catching them early. Navigenics only selects health conditions that you can do something about, which means you can work with your doctor or healthcare providers to create an informed plan of action focused on prevention. This valuable information enables you to take control of your health with focused lifestyle changes, early screening, increased awareness, or even treatments— all tailored to you.

*“My high genetic risk for colon cancer surprised me. But I decided to get an early colonoscopy, which let my doctor find and remove a pre-cancerous polyp years before it would have been caught otherwise.”*

– Robert, Corporate attorney

*“I assumed that I knew my family history, but after I saw my high risk for diabetes, I realized that I didn’t know as much as I thought. I was surprised by my results, so I asked my mother if there were any risk factors in our family that I didn’t know about. It turns out that there is diabetes in my family, but until that moment, it had never been discussed.”*

– Sarah, Office manager

# Copyright Line

A copyright line should be included on all appropriate pieces in the format demonstrated on this page. Copyrighting protects Navigenics materials from misuse by competitors or other third parties.

©2011 Navigenics, Inc. All rights reserved.  
Navigenics and the Navigenics logo  
are trademarks of Navigenics, Inc.

**Rule for using ®:** use ® in copy after Navigenics only when it refers to the brand, not company (e.g. Navigenics® services/products), and only when there is no prominent logo visible on the document/page.

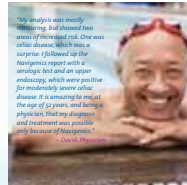
# Collateral Material

The following pages provide specific guidelines for already-designed collateral material. Designs incorporate some or all of our key branding elements, including the Navigenics logo, color palette, typography and/or art and graphic elements. When utilizing these materials, take care not to alter these elements, as presenting a unified brand image to all audiences helps us maintain/build upon the strength of the Navigenics brand.



A uniquely personalized health program powered by your DNA  
 Insights into your genes, combined with your health, family history and lifestyle, can help you and your physician create a truly personalized program for prevention and wellness.  
 Navigenics gives you a view into your DNA, revealing whether you have genetic predispositions to important health conditions and medication responses.  
 Why is it important to understand your genetic risks? Because better health lies in preventing conditions before they develop or catching them early. Navigenics only selects health conditions that you can do something about, which means you can work with your doctor or healthcare providers to create an informed plan of action focused on prevention. This valuable information enables you to take control of your health with focused lifestyle changes, early screenings, increased awareness, or even treatments—all tailored to you.

Take control of your health  
 Now you can plan for a healthier future using your own DNA as a guide. The Navigenics program gives you a more complete picture of your health by combining your personal genetic information with your lifestyle, health and family history. By better understanding your genetic predispositions, you and your physician can create a uniquely personalized wellness plan focused on prevention.  
 It's time to take control of your health—what your genes tell you today can help you have a healthier tomorrow.  
**Talk to your doctor about how to get started today.**



**The Navigenics program**

- Provides an analysis of your genetic predisposition for conditions you can do something about, to help you and your doctor tailor your health strategies to you.
- Offers personalized information on which medications may work best, according to your genetic make up.
- Includes unlimited one-on-one support from health experts—board-certified Genetic Counselors.
- Provides you or your doctor with access to a secure, confidential online portal that captures your genetic data and helps drive a personalized plan of action.
- Provides ongoing updates—including rates for new health conditions and medication responses—to help you keep your health priorities current as both your health and the science evolves.

**Privacy is a priority**  
 Navigenics does not share your information with any third party not authorized by you. We follow strict policies on security and support laws that protect your privacy and genetic information. Federal law protects you as well.  
 Passed in 2008, the Federal Genetic Information Nondiscrimination Act, or GINA, lets you discover your genetic information without putting your job or health insurance at risk.



Now you can plan for a healthier future using your own DNA as a guide.

Navigenics offers you a more complete picture of your health by combining your lifestyle, health and family history with your personal genetic information. These valuable insights allow you to understand risk factors and help you take action through lifestyle changes, early screenings, and increased awareness—all tailored to you.

**My genetic analysis from Navigenics showed I had a high genetic risk for colon cancer. I'm only 35, but when I told my doctor about the results he recommended I get a colonoscopy. They found and removed several polyps that, if I had waited until the recommended age of 50 to get my routine colonoscopy, could have already turned into cancer. I'm so happy I was able to take action and that I didn't wait until it was too late.**

**The Navigenics program:**

- Truly personalizes your health profile using an analysis of your genetic predisposition for conditions you can do something about.
- Offers personalized information on which medications may work best for you, according to your genetics.
- Includes unlimited one-on-one support from health experts.
- Provides a secure, confidential online portal with your genetic data integrated with health information to create a personalized action plan.
- Provides ongoing updates relevant to your personal health priorities, as well as genetic updates with new health conditions, medication sensitivities, and genetic markers as new discoveries are made.

For a special rate of \$99 and a year-long subscription at \$9.95 per month, you'll receive a personalized program with ongoing genetic updates and unlimited access to your own board-certified Genetic Counselor.

Visit [www.navigenics.com/partners/URL](http://www.navigenics.com/partners/URL) to get started today.



**You.**  
Where health begins.

Now you can plan for a healthier future using your own DNA as a guide. The Navigenics program gives you a more complete picture of your health by combining your personal genetic information with your lifestyle, health and family history to help you focus your health care choices and create a truly personalized plan for prevention.

So plan for what's important — what your genes tell you today can help you have a healthier tomorrow.

Web [navigenics.com](http://navigenics.com) Email [memberservice@navigenics.com](mailto:memberservice@navigenics.com)  
 Phone 650.585.7743 Fax 650.638.0727

**You.**  
Where health begins.

Now you can plan for a healthier future using your own DNA as a guide.

Visit [www.navigenics.com/partners/URL](http://www.navigenics.com/partners/URL) to get started today.

# Business Cards

The Navigenics business card format allows for the Navigenics corporate logo, personal name and title, email address, website, street address, office phone, mobile phone (optional) and fax.

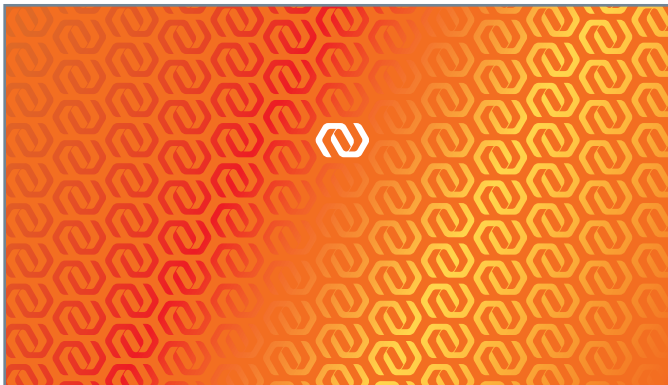


Front

U.S. Standard (3.5" x 2")

Font: Berthold Akzidenz Grotesk BE Light and Medium

Business card shown at 100 percent of actual size.




Back


The back utilizes the "wallpaper" graphic element and Navigenics orange.

# Letterhead

Shown here is the only approved version of our corporate letterhead. Typed information should be formatted consistently as represented in this sample (set flush left, ragged right). Approved typefaces for printed communications are Akzidenz Grotesk, if available, otherwise Arial or Helvetica are acceptable.

U.S. Standard (8.5" x 11")



 **Navigenics**<sup>®</sup>

Month 00, Year

Recipient Name  
Company Name  
125 Street Address, Suite A  
City, State 12345 000  
Company

Dear Recipient:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut felis. Cras quis felis. Vestibulum arcu metus, mattis ac, suscipit ut, blandit sed, urna. In velit sem, vestibulum sed, sodales tincidunt, sagittis at, ante. Sed eleifend justo semper urna. Sed egestas mattis odio. Etiam eget libero.

In orci lorem, porttitor non, commodo sit amet, vestibulum ut, mauris. Duis tortor nunc, vestibulum et, placerat at, tempus vitae, nisi. Nulla egestas tellus eu risus. Suspendisse ornare tincidunt tellus. Donec vitae elit. Maecenas odio. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum sapien nisi, eleifend et, pellentesque a, commodo eu, mauris. Praesent nibh. In vehicula dictum massa. Aliquam iaculis sodales est. Sed quis mauris. Mauris non lacus. Ut blandit molestie massa. Etiam lacinia. Sed accumsan aliquam lectus. Pellentesque lobortis. Vivamus dignissim. Phasellus sodales, tortor a fermentum ultrices, ipsum quam dictum ligula, vel auctor nisi dui sed nibh. Praesent nibh.

Sed mollis, risus sit amet consequat semper, risus pede posuere sapien, eu pellentesque odio nisi vel nisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nullam massa neque, consectetur eu, volutpat ut, adipiscing sit amet, sapien. Suspendisse sed dui. Duis gravida neque eu tortor. Sed sagittis vehicula mi. Aliquam suscipit tincidunt dui. In ac nibh in massa tempus ultrices. Quisque varius. Suspendisse eu sapien. Donec risus arcu, posuere in, rhoncus sit amet, dictum at, tellus.

Complimentary Close,

Sender Name  
Sender Title  
Navigenics, Inc.

Enclosure  
cc: Name

1001 E Hillsdale Blvd, Suite 550, Foster City, CA 94404  
www.navigenics.com / (866) 522-1585 / +1 (650) 585-7743



# Fax Sheet

Shown here is the only approved version of our fax transmittal sheet. It is available as a PDF form that can be easily filled in and printed out, or printed blank and filled in by hand.

U.S. Standard (8.5" x 11")



The form is enclosed in a rectangular border. On the left side, there is a vertical decorative border consisting of a repeating pattern of stylized 'e' or 'o' shapes. The top left corner features the Navigenics logo, which is a stylized 'N' inside a circle, followed by the word 'Navigenics' with a registered trademark symbol. To the right of the logo, the company's address and contact information are listed: '1001 E. Hillsdale Blvd., Suite 550, Foster City, CA 94404', 'navigenics.com | (866) 522-1585 | +1 (650) 585-7743'. Below this information, the word 'Fax' is printed in a large, bold, sans-serif font. Underneath 'Fax', there are six sets of horizontal lines for input, arranged in two columns. The left column labels are 'RECIPIENT', 'RECIPIENT FAX', 'RECIPIENT PHONE', and 'DATE'. The right column labels are 'SENDER', 'SENDER FAX', 'SENDER PHONE', and 'TOTAL PAGES'. Below these input fields, there are five checkboxes with corresponding text: 'Urgent', 'For review', 'Please comment', 'Please reply', and 'Please recycle'. A thick horizontal line separates this section from the 'Message' section, which is a large, empty rectangular area. At the bottom of the form, another thick horizontal line is followed by a small, italicized disclaimer: 'This message is intended for the use of the individual or entity to which it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify me by telephone and destroy the original message!'

# Email Signatures

The following are guidelines for standard corporate email signatures for Navigenics. Note email signatures should contain copy only (no photos, jpgs, “wallpaper,” etc.).

Approved typefaces for corporate email are Arial and Helvetica.

## Short Version

Full name  
Title (optional)  
Navigenics, Inc.  
  
Office: 650.585.XXXX  
Cell: XXX.XXX.XXXX  
email@navigenics.com  
www.navigenics.com

## Long Version

Full name  
Title (optional)  
Navigenics, Inc.  
1001 E Hillsdale Blvd, Suite 550  
Foster City, CA 94404  
  
Office: 650.585.XXXX  
Cell: XXX.XXX.XXXX  
Fax: 650.638.0727  
email@navigenics.com  
www.navigenics.com

## Long Version With Confidentiality Provision

Full name  
Title (optional)  
Navigenics, Inc.  
1001 E Hillsdale Blvd, Suite 550  
Foster City, CA 94404  
  
Office: 650.585.XXXX  
Cell: XXX.XXX.XXXX  
Fax: 650.638.0727  
email@navigenics.com  
www.navigenics.com

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# PowerPoint Template

The Navigenics2011 PowerPoint Template utilizes the Navigenics logo, color palette and fonts (Akzidenz Grotesk Light Extended for headlines. TheMix Semi Light Italic for subheads and emphasis, and Akzidenz Grotesk Light for body copy). A variety of template slides are available.



1001 E Hillsdale Blvd, Suite 550  
Foster City, CA 94404  
Telephone: 650.585.7700  
Fax: 650.638.0727

[www.navigenics.com](http://www.navigenics.com)

