

Lifecore Biomedical Brand Guidelines



Introduction

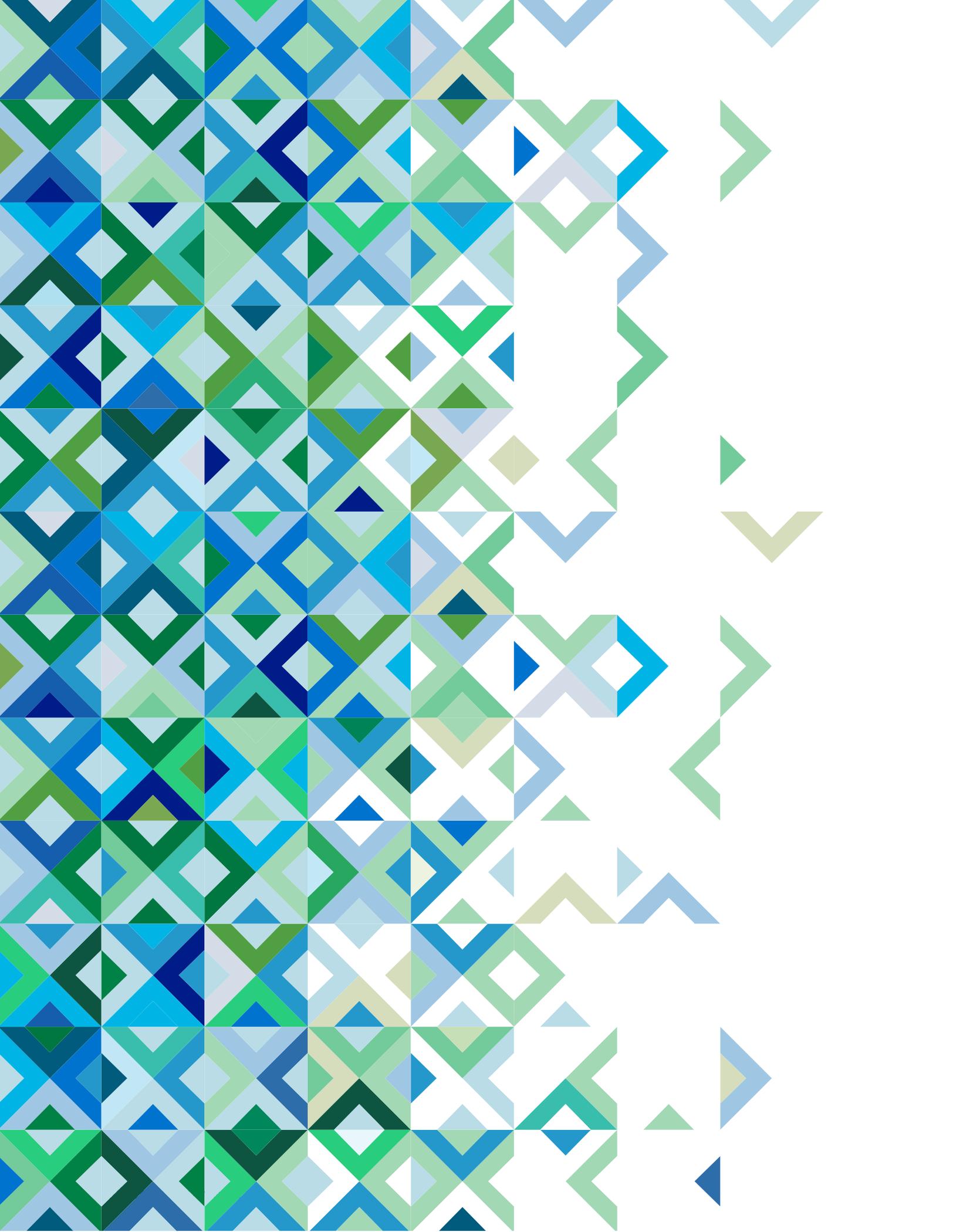
Welcome to our Corporate Brand Guidelines

The Lifecore brand reflects our company-wide commitment to customers. The logo, interlocking boxes, and bold blue and green 'pixel' graphic element work together to represent partnership and collaboration.

As a pharmaceutical manufacturer and CDMO, consistency at every level is a very important value for Lifecore. This guide is designed to provide a framework for cohesive, consistent communications and will help you eliminate unnecessary guesswork.

Thank you for your commitment to Lifecore and our values. If you need additional information or further clarification, please contact Paula D'Oliveira at 952-368-6459 or Paula.DeOliveira@lifecore.com

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About us

OUR MISSION

Overcoming executional challenges to enable innovative ideas.

Customer innovations are brought to life by our people, working with purpose and supported by strong infrastructure that allows us to deliver on promises.

OUR VALUES

Our employees are our greatest resource. We are committed to growth, development and engagement. Each employee makes an impact and we strive to exceed our customers' expectations every day.

We strive for 100% success and excellence in all that we do each and every day. We actively seek to continuously improve processes by the relentless elimination of waste and striving to be better every day.

We act with integrity and compassion to support patients, customers, our communities, and each other.

ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE (ESG)

We are committed in our journey to establish a framework for a Lifecore ESG program based on globally recognized institutions. As stewards of the environment, we engage all levels of the organization to ensure our sustainability initiatives are executed with excellence.

Our Sustainability Committee, comprised of employees throughout the organization, regularly presents results to our leadership teams to ensure progress on initiatives.

1. The Logo

PRIMARY LOGO

Below is the preferred logo of Lifecore Biomedical. The color version should only sit on a white background.



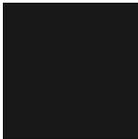
 PMS 7455c
c85 m69 y0 k0
r56 g92 b173
#385cad

 PMS 298c
c65 m10 y2 k0
r60 g180 b229
#3cb4e5

BLACK & WHITE LOGO

There may be times when usage limitations necessitate a black and white logo. Below are the proper tints to use.



 100% Black
#000000

 75% Black
#636466

 48% Black
#97999c

REVERSE LOGO

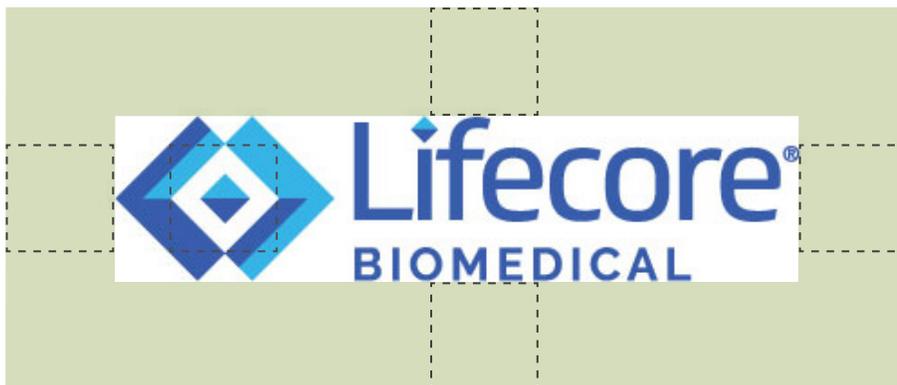
When the logo needs to sit on a solid color, use this logo. The reverse logo is not 100% white, the highlight areas have some opacity that interact with the color below it to create the shape dimensionality. The reverse logo must be sitting on a 100% tint brand color.



1.1. Clear Space

MINIMUM WHITE SPACE REQUIREMENTS

Keep a minimum clear space around all sides of the logo equal to the height/width of the inner diamond shape in the Lifecore logo. No other graphics or type should enter that clear space.



2. Color

The use of color is an important part of Lifecore's visual identity. Consistent use of brand colors will help build recognition of the company and brand over time.

The colors of the Lifecore logo are the cornerstone of our brand palette. The secondary palette of accent tones is provided to guide content creators in choosing complementary colors.

Every color option has four values that allow creators and vendors to match colors perfectly. Each has a specific use:

CMYK: 4-color printing process

PMS (Pantone): for printing 'spot' colors

RGB: for screens and digital

Hex (#): for web

2.1. Corporate Brand Palette

PRIMARY COLORS

These colors are to be the prominent color choices when bold swaths of color are being used



PMS 7455c
c85 m69 y0 k0
r56 g92 b173
#385cad



PMS 298c
c65 m10 y2 k0
r60 g180 b229
#3cb4e5

SECONDARY COLORS

This palette complements the primary colors and may be used for highlights, accents, charts and graphs, etc.



PMS reflex blue
c100 m93 y14 k12
r0 g22 b137
#001689



PMS 7489
c62 m14 y91 k1
r113 g168 b80
#71a850



PMS 543c
c35 m12 y3 k0
r162 g199 b226
#a2c7e2



PMS 344c
c38 m0 y38 k0
r158 g216 b179
#9fd5b2



PMS Cool Gray 10
C62 M53 Y48 K19
R99 G101 B105
#636569



PMS Cool Gray 6
C36 M9 Y28 K0
R167 G168 B169
#a7a8a9

3. Typography

Consistent typography subtly communicates to a reader beyond the words it represents. It is an important component of our brand presence.

Lifecore has chosen Montserrat for its clean, modern, 'tech' look and cross-platform compatibility.

The following pages contain rules for common type usage and is meant to provide an easy-to-follow guide.

3.1. Typeface

MONTERRAT TYPE FAMILY

Montserrat is a Microsoft Office Suite standard font, which means creators should be able to find it through the font menu of any Microsoft application. It is also available from Google fonts.

While there are a number of font weights available, Lifecore brand only uses the Montserrat BOLD, MEDIUM and REGULAR weights.

BOLD: **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/=^*~Ç,-;:_)

MEDIUM: **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/=^*~Ç,-;:_)

REGULAR: **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/=^*~Ç,-;:_)

3.2. Type Usage

BLOCKS OF COPY WITH HEADLINES/SUBHEADS

For longer form copy, i.e., brochure copy, letters, web, html emails, etc.

DOLUM VELITAE CTAEPEDISSIT Um Que Cori Omnit Rat Fugia Aliquam

Essi omnibus eos sim eiunt ut ut ut excecem es aut
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as accabo. Otatiis et voluptur, que sequam, ut
optiam, sequidi doluptaspis quodias as dolum velitae
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sandipsunt et, quunt ut acea quianis ma volut officid
eum eiciunt. Essi omnibus eos sim eiunt ut ut ut
excecem es aut essimint utem natectatat la cus
digendant, simus as accabo. Otatiis et voluptur, que
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as dolum velitae ctaepedissit dolecab ipsamus nos
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quianis ma volut officid eum eiciunt.

Essi omnibus eos sim eiunt ut ut ut excecem es aut
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as accabo. Otatiis et voluptur, que sequam, ut
optiam, sequidi doluptaspis quodias as dolum velitae
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sandipsunt et, quunt ut acea quianis ma volut officid
eum eiciunt. Essi omnibus eos sim eiunt ut ut ut
excecem es aut essimint utem natectatat la cus
digendant, simus as accabo. Otatiis et voluptur, que
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NOTES:

Heads and subheads may be black or PMS Reflex Blue. Body copy can be black or PMS Cool Gray 10.

Headlines should be ALL CAPS in BOLD. Sub should be INITIAL CAPS in MEDIUM. Body should be SENTENCE CASE in REGULAR.

Type size should follow this formula: Head 14pt., Sub 12pt., body copy 11pt. Increase sizes proportionally if necessary.

Body copy should always have one line of space at the top, to separate head/sub and paragraphs.

Line and character spacing should be set to 'normal.'

Justification should be set to 'left.'

Margins should be 1" but may be adjusted as needed.

3.2. Type Usage

HEADLINES FOR GRAPHIC LAYOUTS

Posters, signage, trade show banners, ads, etc.

NOTES:

Heads and subheads should be PMS Reflex Blue, ALL CAP in BOLD weight. Balance type sizes as needed, but ensure a heirarchy of message.

Headlines may be justified left/ center/right as needed.



4. 'Pixels'

Pixels are the graphic equivalent of atoms, little 'core' building blocks that can be used to create anything. Lifecore has adopted this construct as a visual metaphor of sodium hyaluronate, the building block of our business.

This element is flexible in graphic applications. Its use expands our brand palette and complements typography and photography.

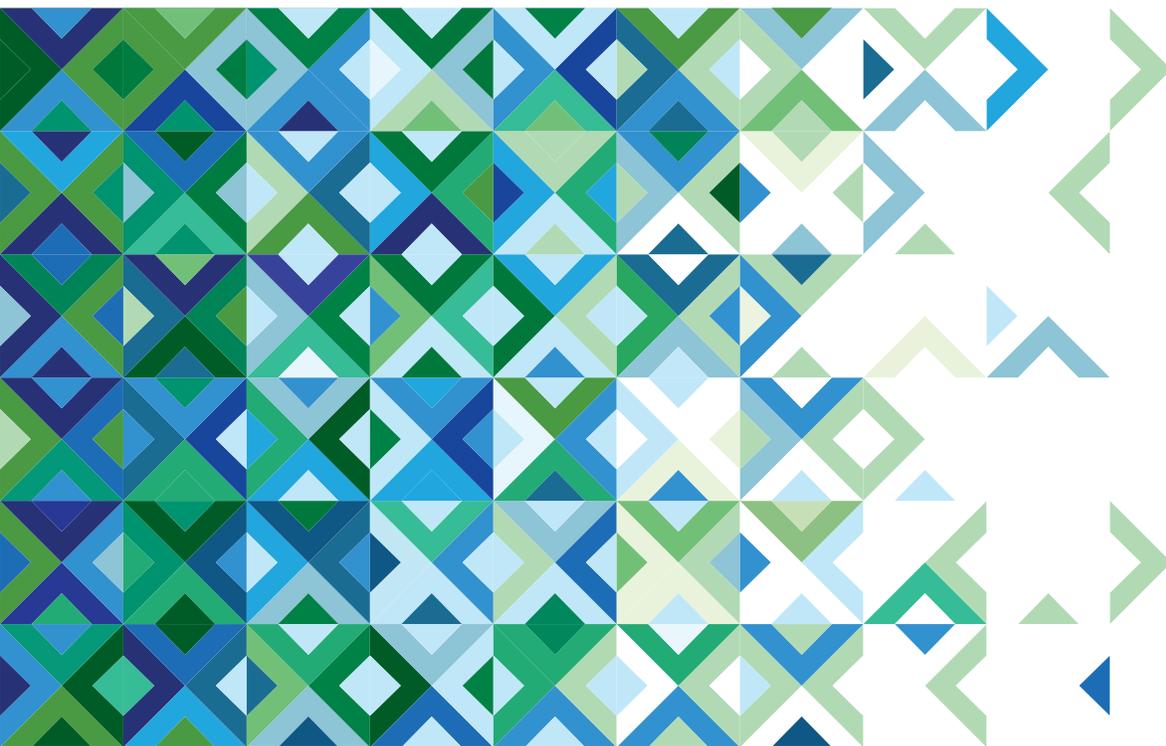
4.1. Pixels Construction

THE CONSTRUCT

The full field of pixels starts, at its edge, with a few shapes in light tones. Each progressive row becomes more dense, with deeper tones added in.

The field should always 'bleed' off an edge of the graphic as represented here, with the more dense pixels on the edge. The construct may be oriented in any direction. Pixels must not be cropped, they must all appear square.

No other graphic or copy should appear on top of the pixel field. However, the pixels may interact with elements sitting in the white space, as shown in the following pages.



4.2. Pixels Usage

CREATING A BRAND BAR

Below is an example of the pixels being used to create a brand bar with the logo.

When creating a branded bar, the logo should in most uses appear in the bottom right corner of the design. White space must be maintained around the logo in accord with the usage rules outlined on page 7.

Note that when the pixel bar sits against a photograph, a narrow rectangle of reflex blue is used as a separator.



4.2. Pixels Usage

USING THE PIXEL FIELD BY ITSELF

Below is an example of the pixels being used to add brand flavor to a simple communication, in this case an in-office video display.



Thank You.

Thank you for your commitment to presenting the Lifecore brand in a holistic, consistent and professional manner.

If you have questions or need graphic elements for your projects, please contact Paula D'Oliveira at 952-368-6459 or Paula.DeOliveira@lifecore.com