

February 15, 2017

# CG Life

brand manual





brand manual

# Introduction

# Welcome to CG Life

Welcome to the next stage of our evolution.

CG Life is not simply a new name —  
it is the beginning of a new brand.

Why rebrand now?

## Internally

the agency must keep growing and expanding its reach in terms of business, professional, and personal development.

## Externally

the life science and healthcare markets increasingly overlap, while our expertise makes us a valuable partner in both of them.

# Expansion – not shift

We are not abandoning our client base. We are going to keep nurturing our deep roots in sciences, while growing our branches into the neighboring markets. In fact, our knowledge of science is a competitive advantage against the traditional players in the healthcare markets.

# Next-gen brand

In the digital age, marketing is not what it used to be. CG Life belongs to a new generation of humanized brands.

In the olden days, brands used to live in their audiences' minds. The advancements in communication technologies allowed brands to find a new home in their own websites. Brands used to be simple and focused around one promise, one look, and one voice. This one-dimensional structure was needed to make it easy for the audiences to keep brands' promises top-of-mind. In the age of Google and Siri, people don't need to memorize almost anything.

Such technologies have freed our minds to tackle more creative tasks. They have also allowed brands to act more naturally – similar to humans.

Instead of repeating their slogans over and over again, contemporary brands build multifaceted experiences. Similar to humans, they engage audiences in meaningful two-way conversations. Throughout the stages of these conversations, brands can periodically change their voices. A brand can be entertaining and amusing when meeting new customers or old friends. It can speak straight to the point when doing business. Occasionally, it can use a more emotional voice to share deep beliefs and motivations. This dynamic behavior allows CG Life to be relevant to all of us and the people we interact with.



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# Identity system

# Name

CG stands for “Chempetitive Group,” the agency’s original name. Adding the word “Life” reflects the idea of growth. It alludes to our specialization in bioscience and health-related markets. It is also about our fun-loving culture.

In copy we are going to use the following punctuation: CG Life.  
Not CGLife, not cg life, not CG-Life, and not efiL GC.



# Visual identity

Minimalism is the guiding principle of our style. We are going to use a standard set of logo, colors, and typefaces in most of our communications.



# Logo

Our logo is a simple word mark with custom letter forms. We use it as a lock up – without altering its shape or aspect ratio. We avoid using the logo inside copy as part of a phrase or sentence.

The logo can be used in many colors but neutral gray, black, or white are also viable options.



# Colors

We are a colorful bunch of people. Instead of limiting ourselves to a single hue, we use a pallet of eight vibrant colors.

warm

cool



CMYK: 0 / 89 / 19 / 0  
 RGB: 238 / 65 / 129  
 PMS: 1915 C  
 HEX: EE4181



CMYK: 0 / 88 / 90 / 0  
 RGB: 239 / 70 / 48  
 PMS: 172 C  
 HEX: EF4630



CMYK: 0 / 70 / 95 / 0  
 RGB: 243 / 112 / 41  
 PMS: 1585 C  
 HEX: F37029



CMYK: 0 / 40 / 100 / 0  
 RGB: 250 / 166 / 26  
 PMS: 137 C  
 HEX: FAA61A



CMYK: 80 / 75 / 0 / 0  
 RGB: 79 / 87 / 166  
 PMS: 2726 C  
 HEX: 4F57A6



CMYK: 80 / 41 / 0 / 0  
 RGB: 38 / 130 / 197  
 PMS: Medium Blue C  
 HEX: 2682C5



CMYK: 92 / 0 / 58 / 0  
 RGB: 0 / 173 / 145  
 PMS: 3268 C  
 HEX: 00AD91



CMYK: 75 / 0 / 100 / 0  
 RGB: 57 / 181 / 74  
 PMS: 361 C  
 HEX: 39B54A

# Colors

[ some rules ]

1. None of the eight colors has priority.
2. We don't have to use a variety of colors in every piece of communication.
3. Use simple white, gray, black, single color, or full-bleed photography for backgrounds.
4. Use one color for highlights within each document section.
5. Switch between warm and cool colors in consecutive sections of a long document.

# Typography

Open Sans (<http://fonts.google.com/specimen/Open+Sans>) is the main font family for all copy, headlines, and subheads. Lighter type weights are preferred – Light, Regular and Semibold.

Open Sans is an elegant and legible contemporary font. It is available for virtually any platform and application. In the rare cases when Open Sans is not available, use Arial as a substitution.

## primary

|                       |                            |
|-----------------------|----------------------------|
| Open Sans Light       | ABCDabsd1234               |
| Open Sans Regular     | ABCDabsd1234               |
| Open Sans Italic      | <i>ABCDabsd1234</i>        |
| Open Sans Semibold    | <b>ABCDabsd1234</b>        |
| Open Sans Bold        | <b>ABCDabsd1234</b>        |
| Open Sans Bold Italic | <b><i>ABCDabsd1234</i></b> |
| Open Sans Extrabold   | <b>ABCDabsd1234</b>        |

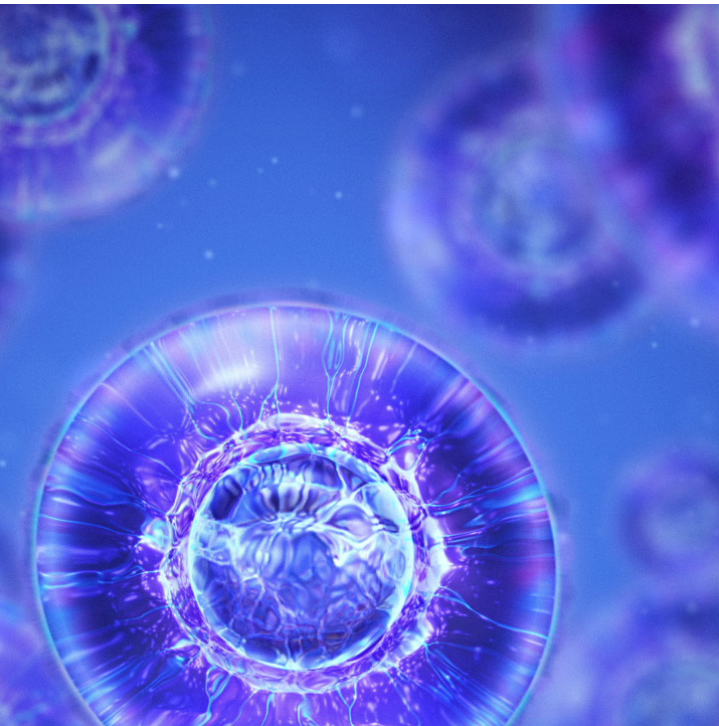
## backup

|               |                            |
|---------------|----------------------------|
| Arial Regular | ABCDabsd1234               |
| Arial Italic  | <i>ABCDabsd1234</i>        |
| Arial Bold    | <b>ABCDabsd1234</b>        |
| Arial Italic  | <b><i>ABCDabsd1234</i></b> |



# Photography & illustration

We use beautiful life-, science-, and health-related images that take central stage in many of our designs. Simple monochromatic icons may highlight important points in the copy.



# Messaging

# Our story

While clients' business is going to be the main topic of our conversations, we should always be ready to explain who we are and what makes us different from our competitors.

As an agency, we are defined by our actions. The easiest way to explain who we are is by answering what we do, how we do it, and why we do it.



# Who we are [ the short answer ]

CG Life is an integrated marketing communications agency focused on life science and healthcare. From brand strategy to campaign development and lead generation, we drive healthy growth.

# What we do

CG Life is about growth. We grow brands. We grow our clients' businesses. We grow together with our clients — as a business and on a personal level. We have teams coast to coast. Our clients' footprint is global.

# How we do it

At CG Life we do everything with passion. We have great passion for science, passion for humans, and passion for life.

We are listening, diving deep, combining our knowledge and insights, defining important questions, finding unexpected answers, solving significant problems, creating clever and beautiful campaigns, engaging and moving audiences, telling stories, and having fun while doing it.

# Why we do it

In the grand scale of life, we help enhance lives and advance humanity. People discover, understand, invent, and create knowledge and technologies, pass them down through generations, and continue to evolve. Our work supports, informs, and enables important steps in this progress.

# The big idea [ in one word ]

advancing

We have always believed that the status quo sucks, so we continue moving forward.

# Our voice(s)

CG Life behaves naturally like a human – reflecting our collective personality and common sense. It uses different styles and manners of speaking in different situations.

When doing business and talking about what we do, our tone is simple and clear. We are client-focused, smart, approachable, honest, accountable, collaborative, and fun.

When entertaining customers and talking about how we do our business, we often use our sense of humor and wittiness. We are fun, approachable, likable, entertaining, and passionate.

When we get into deeper conversations about our philosophy and motivation, we use a more aspirational and emotionally-moving voice. We show our passion and big-picture thinking.

# Conclusion

# What is life?

This is not a question we ask every day. But every day we dive deeper to uncover more about life's intricate balances.

We combine our thoughts and experiences, ask important questions, and find unexpected answers.

Together, we make clever and beautiful things that touch human lives.

Every day we create, learn, grow, and play. Every day we move forward.

And all along the way we try to understand why.

Because life is both the question and the answer.

CG Life

Advancing (on a daily basis)





Our brand is a living creature. It will continue to evolve and get stronger. Its future is in our hands – collectively and personally. Enjoy, cherish, and protect it.

Thank you!