

Accelerating discovery. Enabling development.



# Predictive Oncology brand guidelines

Predictive Oncology is a science-driven company on the leading edge of oncology drug discovery. Through the integration of scientific rigor and artificial intelligence, we offer an unrivaled suite of solutions that helps biopharma advance molecules into medicine more confidently. These brand guidelines are designed to ensure that all external vendors understand and accurately represent our brand, helping us continue to maintain our position as a trusted and innovative leader in the field.



## Logo usage

Our logo is a key element of our brand identity. It is important that our logo is used consistently across all materials. Please refer to these guidelines for information on logo size, color and placement. Be sure to follow them closely to ensure that our brand is represented accurately and professionally.

## Logo versions



**Standard logo.** Our corporate logo's primary colors are blue and orange on a transparent background. This logo representation should be used whenever possible.



**One color logo.** In rare occasions, the Predictive Oncology logo can be used in black when printing methods or applications require black-and-white artwork.



**Reverse two color logo.** However, the Predictive Oncology corporate logo can be white in some specific cases, such as on a darker background or photo.



**Reverse one color logo.** Also on rare occasions, the Predictive Oncology logo can be used in blue and white when only one color is allowed for printing purposes.

## For requests

Our trademarks and other brand features are protected by law. You will need our permission in order to use them. This includes our name, trademarks, logos, web pages, screenshots and other brand features. For requests to use our logo and other assets, please contact Theresa Ferguson.

**Theresa Ferguson**  
Senior Director of Marketing  
tferguson@predictive-oncology.com  
630-566-2003



## Logo usage (continued)

### Area of isolation

The protection zone is an area around the logo in which neither text nor other graphic elements are to be positioned. The standard area of isolation corresponds to the height of the Predictive Oncology “square” (= 1x) on all sides of the logo.

However, when there are space constraints (due to several modules, for instance) or limited available space (website headers, etc.), the area of isolation can be reduced to 1/2x or 1/3x for optimal content placement. The protection zone can be used as a placement aid in the layout.



### Restrictions

The corporate logo has been carefully designed to use as-is in a variety of applications to promote the Predictive Oncology brand. Please do not modify the logo files. The following common examples are used to help illustrate applications in which NOT to use the logo.



**Don't** use the logo with non-approved corporate colors.



**Don't** distort the logo from its original dimensions.



**Always** respect the area of isolation around the logo. Don't allow any elements of the artwork to be cropped or deleted.



**Don't** use individual elements of the logo separately



**Don't** use previous corporate logos.



**Always** make sure the logo is legible on all backgrounds.

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## The Predictive Oncology color palette

Our color palette is an important part of our brand identity, representing the innovation and hope that we bring to the fight against cancer. Please refer to these guidelines for information on our primary and secondary color palettes and be sure to use them consistently across all materials.

### Primary Colors

The overall brand appearance is defined by the principal brand colors of dark blue and orange. Orange should be used sparingly to maximize impact.



**Predictive blue**

Hex: 091937  
RGB: 9, 25, 55  
CMYK: 100, 85, 45, 45  
Pantone: 10816



**Oncology orange**

Hex: F16725  
RGB: 61, 52, 60  
CMYK: 0, 75, 100, 0  
Pantone: 348

### Secondary Colors

Shades of our principal brand colors are defined for use in illustrations and infographics.



**Light blue**

Hex: 40ADC7  
RGB: 64, 173, 199  
CMYK: 70, 13, 18, 0  
Pantone: 1195



**Silver**

Hex: ABABAB  
RGB: 171, 171, 171  
CMYK: 0, 75, 100, 0  
Pantone: 348

## Typography

At Predictive Oncology, we use typography to convey professionalism, innovation and trust. Please refer to these guidelines for information on the fonts that should be used in all materials and be sure to follow them closely to ensure that our brand is consistently represented.

### Proxima Nova

Predictive Oncology utilizes Proxima Nova as our primary corporate font.

*Note: for instances in which Proxima Nova is not available, please use Helvetica or Arial.*

Proxima Nova Regular

Accelerating  
discovery.  
Enabling

Proxima Nova Italic

*Accelerating  
discovery.  
Enabling*

Proxima Nova Medium

Accelerating  
discovery.  
Enabling

Proxima Nova Medium Italic

*Accelerating  
discovery.  
Enabling*

Proxima Nova Semibold

Accelerating  
discovery.  
Enabling

Proxima Nova Semibold Italic

*Accelerating  
discovery.  
Enabling*

Proxima Nova Bold

Accelerating  
discovery.  
Enabling

Proxima Nova Bold Italic

*Accelerating  
discovery.  
Enabling*

Proxima Nova Extrabold

**Accelerating  
discovery.  
Enabling**

Proxima Nova Extrabold Italic

***Accelerating  
discovery.  
Enabling***

Proxima Nova Black

**Accelerating  
discovery.  
Enabling**

Proxima Nova Black Italic

***Accelerating  
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Enabling***

## Other brand assets

For other brand assets, like executive headshots or lab images, please email Theresa Ferguson at the address below or fill out the request form [here](#). For Predictive Oncology branded videos, please see our [YouTube channel](#).

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