AMUZA

BRAND GUIDELINES

CONTENTS

INTRO

AMUZA

The company is driven by the ethos established when Amuza was founded in 2012: The Amuza team invests time and energy into learning about the intricacies of every product, so as to be a better guide and sounding board to researchers from the grant application process to the final rounds of data collection and beyond.

Omotenashi, as it's known in Japan, is the practice of providing the best possible service to meet customers' needs. This practice has provided the foundation for Amuza to grow and evolve, learning directly from customers in order to further optimize their research experience along the way. Life science researchers are chasing the answers to some of life's most pressing and integral questions; Amuza is honored to play a part in this pursuit of knowledge and discovery.

Our identity manual was developed to provide clear design guidelines for uniform application of our visual style.

Our identity is not just the logo. It's a unique design scheme composed of various components that work together to create our distinctive visual style. It is essential to follow the guidelines in order to achieve strong and consistent application of our identity and build strong awareness and recognition of our brand.

OUR BRAND

AMUZA'S MISSION:

To provide better research experiences, and improve the quality of human lives.

To provide opportunities for the material and intellectual growth of all our employees.

VISION:

To be the guide that researchers trust to provide the precise, accurate, and reliable data they need to expand our knowledge of humankind.

CORE VALUES:

Keep an open mind, learn by doing, persevere through challenges, practice gratitude, find the fun, take immediate action at the right time.

VOICE: Collaborative, curious, and dynamic.

OUR CORE IDENTITY

PRIMARY LOGO

As a key component of our identity, the primary logo is one of its most visible parts and is the preferred version for all materials and communications. The logo must be used as provided and cannot be altered in any way.

NEUROSCIENCE DIVISION LOGO

When highlighting our Neuroscience products, the following logo can be used. The "Neuroscience" text must always be under the Amuza logo.

REVERSED

When the logo is used on a solid background color, it may be reversed out in white. Generally the logo should only be reversed when no other option is available.

GRAYSCALE

In grayscale reproduction, use the black and white version of the logo.

OUR CORE IDENTITY

INCORRECT USAGE

To maintain consistency in the application, the logo must be used as indicated previously. The logo must not be redrawn or altered in terms of its appearance, components, colors, proportions, or any other property.

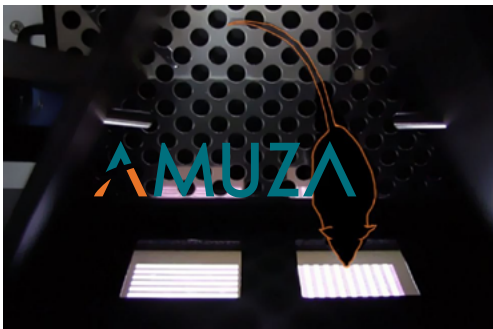**DO NOT STRETCH/DISTORT**

DO NOT ALTER COLOR

ON BACKGROUNDS

When placing the logo on an image, color or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.
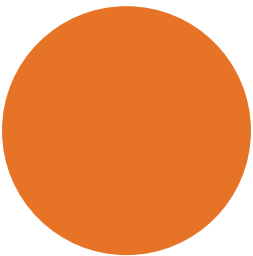
DO'S

DONT'S

OUR COLOR PALETTE

COLORS

Our colors are a distinct and crucial part of our identity as they make our brand instantly recognizable. When applied consistently, our colors also provide a strong visual link across various materials and communications and set our company apart from the competitors. No colors other than the ones specified below may be used.
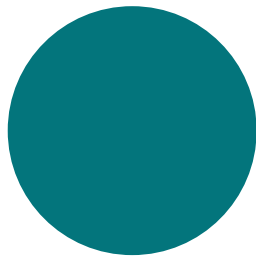
Specifications for reproduction of our Primary colors are shown in the image below. The colors are specified for offset printing on white paper (CMYK and Pantone) and for use on computer monitors (RGB). When reproducing the Company colors on a different material, always make sure the colors visually match approved colors.
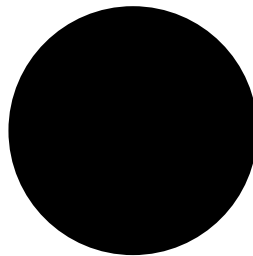
C:0 M:65 Y:95 K:5	C:88 M:38 Y:46 K:12	C:60 M:40 Y:40 K:100	C:0 M:0 Y:0 K:0	C:7 M:4 Y:4 K:0
R:91 G:45 B:15	R:3 G:117 B:124	R:0 G:0 B:0	R:255 G:255 B:255	R:235 G:236 B:237
#E77326	#04747C	#000000	#FFFFFF	#EBECED

OUR TYPOGRAPHY

FONTS

The fonts are a fundamental part of our visual style that help achieve a unique and consistent look across our materials. The Primary fonts must be used on all printed materials and communications - and if possible, also on the website and online communication.

Substitution fonts are provided for situations when Primary fonts are not available or suitable. Our Primary Font is **PT San**s, should be used for body text, whereas **Ropa Sans** should be used for headers and short lines of text.

Headline (Ropa Sans)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. (PT Sans)