



# Corporate Brand Guidelines

Updated: February 26, 2020

# Table of Contents

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## Overview

- 4 Introduction
- 5 We See Disease Differently
- 6 Scientific Insight
- 7 Therapeutic Approach
- 8 Visionaries Wanted

## Identity Standards

- 9 Corporate Logo
- 10 Logo Symbol
- 11 Logo Suite
- 12 Logo Isolation Area
- 13 Logo Incorrect Usage
- 14 Color Palette
- 15 Typography
- 16 Photography

## Applications

- 18 PowerPoint Template
- 19 Stationery



## Overview

# Introduction

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Dear Colleagues,

We're pleased to provide you with Gemini's Corporate Brand Guidelines, an essential tool kit for maintaining the unique brand image of our organization. By adhering to the set of standards within, we can ensure that our Company's visual identity is presented consistently in all of our communications, across various applications.

In these brand guidelines you will find:

- Identity standards to help you make decisions regarding the use of our brand assets, including our logo, typefaces, color palette, imagery and layouts.
- Examples of our identity standards in use, including our stationery and corporate presentation template.

We hope that you find these Brand Guidelines useful.

Warm Regards,

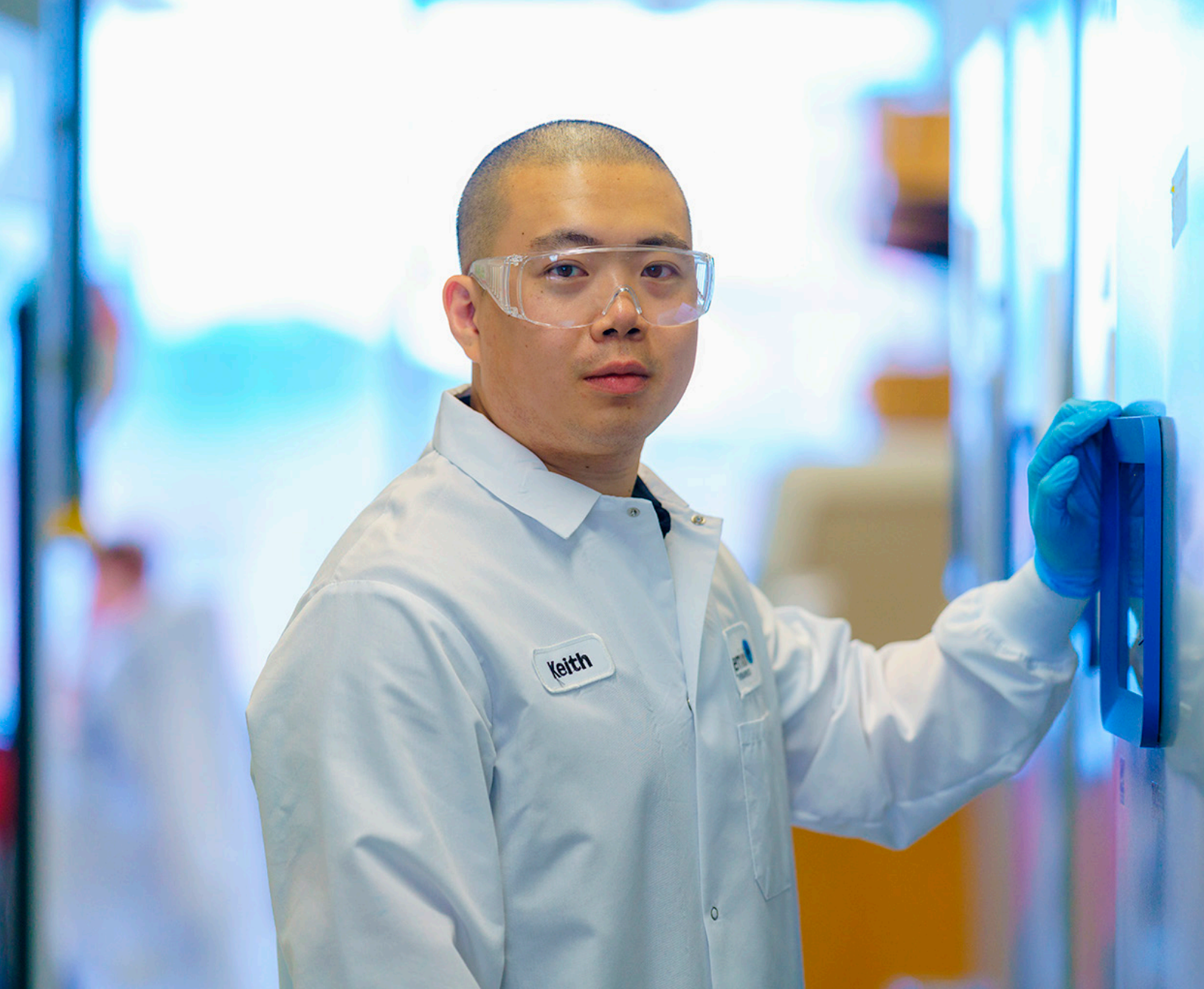
**Jason Mayenburg, MBA**

*Chief Executive Officer*

# We See Disease Differently

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Gemini Therapeutics is a precision medicine company focused on the development of new therapies through a deeper understanding of disease. We are sharply focused on dry AMD which is a disease comprised of numerous genetic variants. We also believe that more precisely targeted therapeutics could better address the cause of a patient's disease.



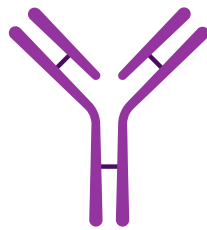
## Scientific Insight

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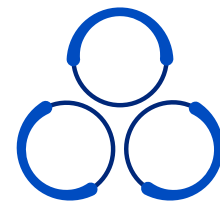
Common but poorly defined heterogeneous diseases like dry AMD and linked diseases affect millions of people around the world. Through a deeper understanding of disease, we have identified therapeutic candidates for specific indications within AMD and linked diseases and are conducting natural history studies that will help us to define the populations for the first of our therapeutic candidates.



Gene Therapy



Monoclonal Antibodies



Recombinant Proteins

## Therapeutic Approach

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Our approach evaluates the most effective therapeutic modality for each variant. The experience of our employees across a range of platform technologies including recombinant protein, gene therapy and antibodies gives us the confidence to approach the scientific challenge each target represents and use the right tool or tools for the job.



## Visionaries Wanted

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Our interdisciplinary, cross-functional teams are built to share ideas. We believe all our colleagues have an opportunity to shape our working environment and participate in the collaboration that leads to developing therapies and our team's success.





## **Identity Standards**

## Corporate Logo

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The Gemini logo includes the logotype, created from customized lettering, lockup with the DNA/eye symbol. The logo shown above is the standard or basic form; all other forms are to be used only with specific graphic requirements. The logo and its variations may not be altered or reverse-engineered. The variations provided in these guidelines are definitive; no other variations are permitted. Logo files are available for download on [Dropbox](#).

# Logo Symbol

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Human Eye



Double-Helix



Gemini

The logo symbol references three icons that are each relevant to the company's mission. The human eye represents the company's core therapeutic focus, the double-helix symbolizes the company's research focus on precision medicine and the gemini symbol reflects the company's name and represents our multi-modal approach to research and development.

# Logo Suite

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Color Logo



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1-Color Logo



Reversed 1-Color Logo

Due to technical constraints and the variety of media in which our identity must appear, challenges may arise when applying the Gemini logo. To offer the greatest degree of flexibility, we have provided the alternatives shown above.

## Color

The color logo is the primary version and should be used where possible.

## 1-Color and Reversed 1-Color

The 1-color logo should be used when printing in black and white and should only appear on a white background or on a sufficiently light photograph. The reversed 1-color logo should be used when placing on a darker photograph or a solid color. The reversed 1-color logo should only appear on black, a sufficiently dark photograph or one of the corporate colors.

# Logo Isolation Area

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The isolation area is the space surrounding the logo that should remain free of all other text and graphic elements. A minimum isolation area has been established to ensure the prominence and clarity of the Gemini logo in every application.

The minimum isolation area is determined proportionally by the size of the letter "m" in the logo, as illustrated above. The logo must have at least the width of one "m" on either side, as measured from the left side of the symbol and the right side of the letter "i," and at least the height of one "m" on the top and bottom, as measured from the top of the symbol and the bottom of the letter "g."

# Incorrect Usage

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Do not change the colors



Do not add to or alter the logo



Do not skew or place in perspective



Do not stretch or alter the proportions




















Do not outline or add a shadow



Maintain contrast within the isolation area

To maintain our brand equity, the Gemini logo must not be altered. Some common misuses are shown above. The logo artwork should not be re-created under any circumstances. For approved logo files please contact Corporate Communications.

# Color Palette

	<b>Pantone</b>	<b>Process</b>	<b>Screen</b>	<b>Web</b>
	PMS 185	C000 M092 Y076 K000	R224 G000 B052	#E00034
	PMS 187	C005 M100 Y071 K022	R162 G025 B048	#A71930
	PMS 715	C000 M046 Y085 K000	R246 G146 B064	#F69240
	PMS 160	C006 M071 Y100 K032	R157 G081 B022	#9D5116
	PMS 115	C000 M007 Y080 K000	R250 G220 B065	#FADC41
	PMS 118	C005 M026 Y100 K027	R173 G136 B000	#AD8800
	PMS 368	C063 M000 Y097 K000	R105 G190 B040	#69BE28
	PMS 364	C073 M009 Y094 K039	R066 G119 B048	#427730
	PMS 3135	C100 M001 Y020 K003	R000 G148 B179	#0094B3
	PMS 3155	C100 M008 Y026 K038	R000 G103 B120	#006778
	PMS 2728	C096 M066 Y000 K000	R015 G077 B188	#0F4DBC
	PMS 288	C100 M075 Y006 K024	R000 G044 B119	#002C77
	PMS 2593	C067 M091 Y000 K000	R128 G055 B155	#80379B
	PMS 2627	C084 M100 Y007 K033	R066 G020 B095	#42145F
	PMS 226	C000 M100 Y002 K000	R207 G000 B114	#CF0072
	PMS 228	C015 M100 Y011 K041	R131 G000 B081	#830051
	PMS 2755	C100 M100 Y030 K035	R025 G015 B085	#190f55

# Typography

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Ubuntu Light

*Ubuntu Light Italic*

Ubuntu Regular

*Ubuntu Italic*

**Ubuntu Medium**

***Ubuntu Medium Italic***

**Ubuntu Bold**

***Ubuntu Bold Italic***

Consistent use of type will ensure clarity of message and reinforce Gemini’s brand. The Ubuntu font family should be used in all of Gemini’s corporate communications. The Ubuntu family includes various weights, providing a variety of options for setting type. Importantly, the typefaces are available to download from Google Fonts and are also posted to [Dropbox](#).



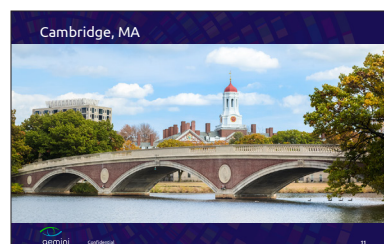
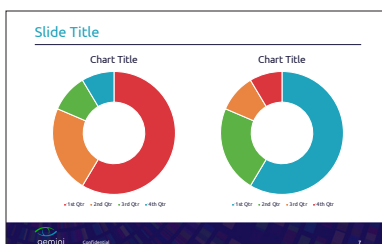
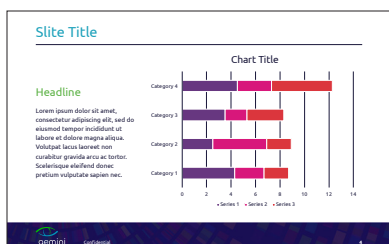
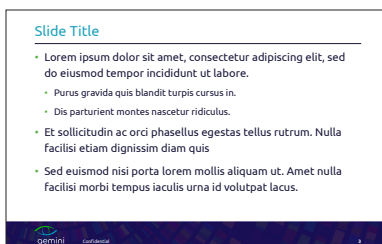
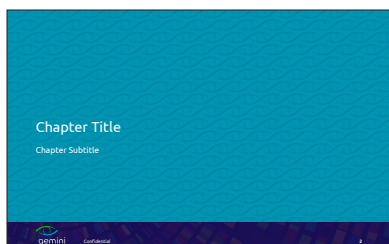
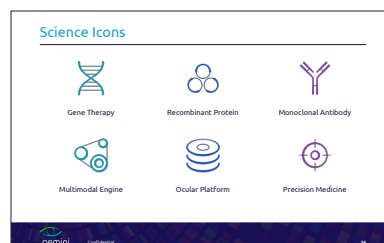
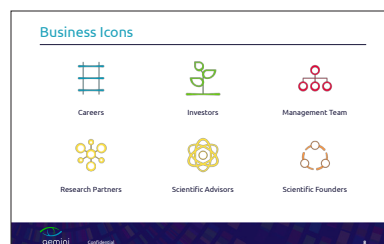
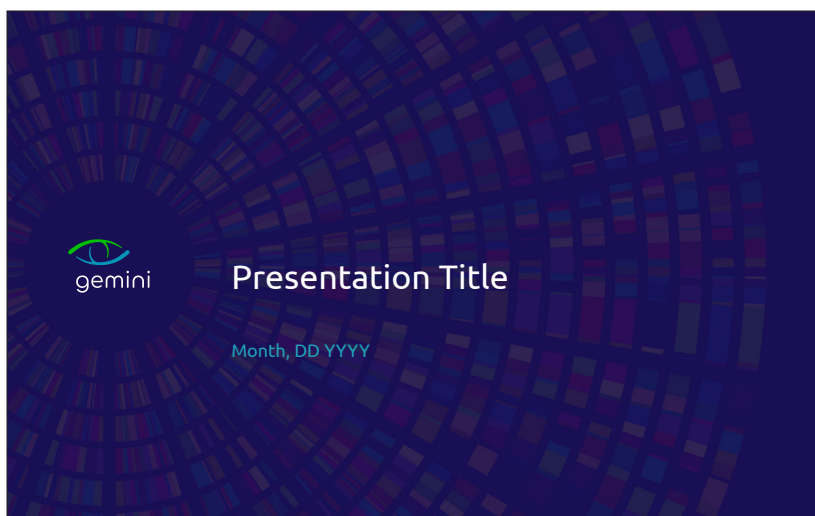
# Photography



To best tell our story, photography should concentrate on Gemini’s people. Candid images are preferable to posed portraits and stock photography of people should be avoided. The subject of a photograph should be clearly delineated from background environments and interactions. Where possible, images should place the subject in focus with a short depth-of-field.



# Powerpoint Template



The standard corporate presentation template is available for download on [Dropbox](#).

# Stationery

The stationery layout includes an email template and two business cards. The email template features the Gemini Therapeutics logo (a stylized eye) and the word "gemini" in lowercase. The sender information is James Miller, Chief Operating Officer, and the recipient is Mary Smith, Chief Executive Officer. The email body contains placeholder Latin text. The business cards are shown in two orientations: one as a standard business card and one as a dark blue card with a wavy graphic and the Gemini logo.

**gemini**

**Gemini Therapeutics**  
300 One Kendall Square  
Third Floor  
Cambridge, Mass. 02139

[geminitherapeutics.com](http://geminitherapeutics.com)

Monday, October 28 2019

**Mary Smith**  
*Chief Executive Officer*

**Acme Corporaion**  
923 South Thomas Rd.  
New York, NY 10033

Dear Mrs. Smith,

Donec eget enim velit. Sed imperdiet erat ut placerat vehicula. In metus ex, aliquet nec erat nec, suscipit efficitur turpis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Proin vel turpis ligula. Suspendisse semper urna sed ligula gravida, pellentesque gravida nulla consectetur. Nullam vel velit erat.

Nam in feugiat felis, et suscipit nulla. Praesent ac lectus lacinia, vulputate ipsum eu, rhoncus neque. Phasellus sed aliquet nibh, id viverra arcu. Praesent pretium id tortor non feugiat. Integer non ornare nunc, eu vestibulum lectus. Pellentesque consectetur arcu sed est congue, ac eleifend nisi pulvinar. Phasellus et euismod mauris, ut tempor nisl.

Aliquam hendrerit risus tristique nisi fringilla suscipit. Aenean sit amet aliquam sem, tincidunt iaculis ipsum. Fusce ac ex in ligula aliquam euismod sed ut augue. Integer faucibus sodales sem eget condimentum. Curabitur sit amet placerat risus.

Sincerely,

**James Miller**  
*Chief Operating Officer*

**gemini**

**Gemini Therapeutics**  
300 One Kendall Square, Cambridge, Mass. 02139

**Mary Smith**  
Acme Corporaion  
923 South Thomas Rd.  
New York, NY 10033

**gemini**

**Jason Meyenburg, MBA**  
*Chief Executive Officer*

**Gemini Therapeutics**  
300 One Kendall Square  
Cambridge, Mass. 02139

+1 000 000 0000 *office*  
+1 000 000 0000 *mobile*  
[flastname@geminibx.com](mailto:flastname@geminibx.com)

**gemini**

[geminitherapeutics.com](http://geminitherapeutics.com)

Print-ready stationery files and Microsoft Office templates are available for download on [Dropbox](#).

