NGIVD

BRAND BOOK

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THE BRAND
NGIVD

NGIVD is an emerging icon among In-Vitro Diagnostics in India notable for its accurate, affordable and accessible healthcare offerings.

Operating on a global platform, we leverage advanced multiplexing technology to measure multiple pathogens in a single test, enhancing efficiency and diagnostic accuracy. The Next-Gen In-Vitro Diagnostics is backed by grants, licences, accreditations & awards from BIRAC, USISTEF and ICMR.

Our offerings span from bioscience products to field kits designed for the detection of various infectious diseases, providing comprehensive solutions across the healthcare spectrum

THE NEW
BRAND STRATEGY

Sleeker, Smarter, More Sophisticated

Our logo embodies the essence of our journey, rooted in the significance of blood and a vast array of diagnostic tests, while adopting a more progressive persona that is symbolic of transcendence.

Our Next-Gen services serve as our inspiration to express a more progressive representation of the value we offer.

We have kept the old logo, changing the colour to indicate a design that implies dynamism and fluidity, all while retaining the same simplicity for seamless relevance.

Our new logo portrays simplicity, relevance and authenticity owing to the nature of the services offered.

OUR
NEW **LOGO**

The logo features a blood icon intertwined with a variety of tests, representing the core components of our services and reflecting our commitment.

With long term visions of being a Next-Gen IVD Brand, NGIVD remains ever transcending both in terms of services and looks. A revolutionary diagnostics brand that aspires to be contemporary forever, is now in a newer, gentler avatar.

THE NEW **LOOK**

With long term visions of being a Next-Gen Diagnostics Brand, NGIVD remains ever transcending both in terms of services and looks. A revolutionary diagnostics brand that aspires to be contemporary forever, is now in a newer, gentler avatar.

INTRODUCING
THE BRAND


NGIVD

THE **DESIGN** CONSIDERATIONS

An Iconic logo should be measurable,
memorable and relatable.
While crafting the new logo for NGIVD,
we emphasised on the three factors.

Measurable

A molecule symbol in NGIVD's logo is scalable, simple and tractable that can be adjusted across various dimensions and backgrounds.

Memorable

The molecule symbol in the logo, that is highly significant and relevant to the diagnostics services, not only hits the brand recall every time but also is simply highly memorable.

Relatable

The logo truly represents what the brand stands for, in nature and utility. NGIVD's logo is the shape of the core of diagnostic components. It is seamlessly relatable as it is what constitutes our services.

THE **LOGO** STORY

Moving together with contemporary requirements of a rapidly evolving technological and social landscape, we reimagined our representation in adherence to the changing times.

A brand that has its significance rooted to pioneering revolutionary diagnostics, is to be rebranded as per modern demographics, demands and dynamics.

The Visual Representation shall lay the best of foundations of the brand's identity now, then and in the future.

The **Elements**



Our logo consists of two elements:

The Logomark and the Logotype.

The Logomark is the iconic Molecule that forms the core of our diagnostics services.

The Logotype is the curved out rendition of our original Logo, that symbolises an omission of rigidity to evoke a more fluid and progressive feel to the brand's identity.

LOGO **USAGE** AND **PLACEMENT**

A logo is iconic if it fits well across various formats and platforms. The legibility of a logo depends on pixels and resolutions, a standard size is to be maintained for digital and print usage.

A logo is utilised at its best when there is enough room around it, as the logo needs to stand out among the various components of the communicative content, without any form of distortion or clipping. Hence, an appropriate proportion of space is necessary to enhance the visual of the Brand's Logo.

TYPOGRAPHY

LOGO / BRAND TYPEFACE.

A Brand’s Typeface forms a crucial component of the Visual Identity of a Brand.
An impactful typeface is to be clear, relevant and unique.
NGVID has curated a typeface specific to the brand.

- Brand Typeface

Montserrat

LIST OF **TYPEFACES**

Montserrat

Montserrat Regular

The quick brown fox jumps over a lazy dog.

Montserrat Medium

The quick brown fox jumps over a lazy dog.

Montserrat SemiBold

The quick brown fox jumps over a lazy dog.

Montserrat Bold

The quick brown fox jumps over a lazy dog.

Montserrat

Montserrat ExtraBold

The quick brown fox jumps over a lazy dog.

Montserrat Black

The quick brown fox jumps over a lazy dog.

Montserrat Thin

The quick brown fox jumps over a lazy dog.

Montserrat Light

The quick brown fox jumps over a lazy dog.

DO'S AND **DON'TS**

A logo design highlights a Brand's core. Hence, it is important to look out for distortions. The Brand's colors and Logo designs forms an integral part of a Brand's communication apart from capturing the attention and recall of it's audience.

Logotype **Do's**



Keep it Red and Grey on a white or
a light background.

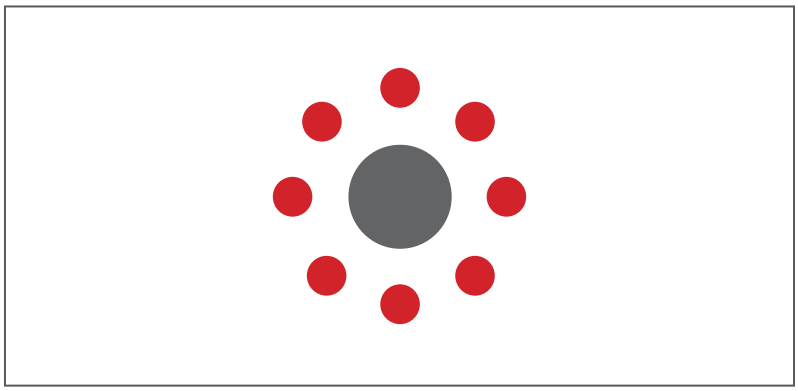


Keep it White on a Red background.

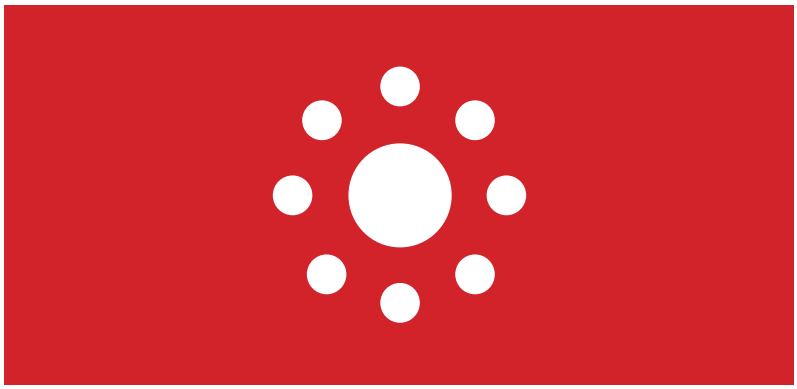


Keep it White on a Grey background.

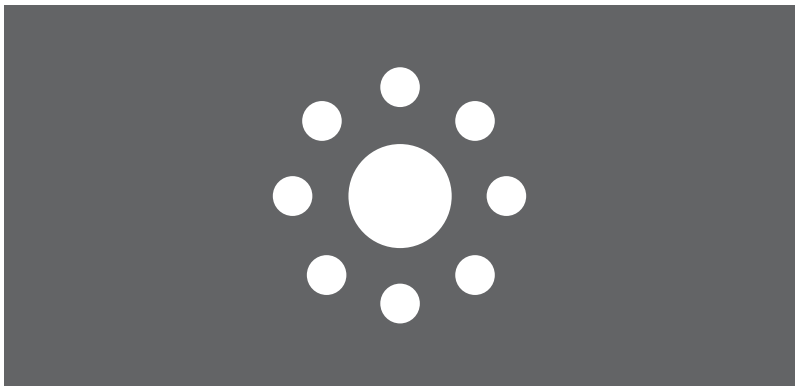
Logomark **Do's**



Keep it Red and Grey on a white or
a light background



Keep it white or a Red background



Keep it white or a Grey background

Logomark **Do's**



Keep it Grey and Red on a white or a light background and opacity 20%



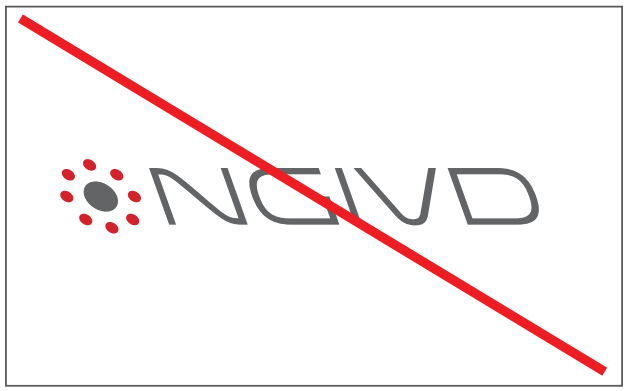
Keep it white on Red background and opacity 20%



Keep it white on Grey background and opacity 20%

DON'TS

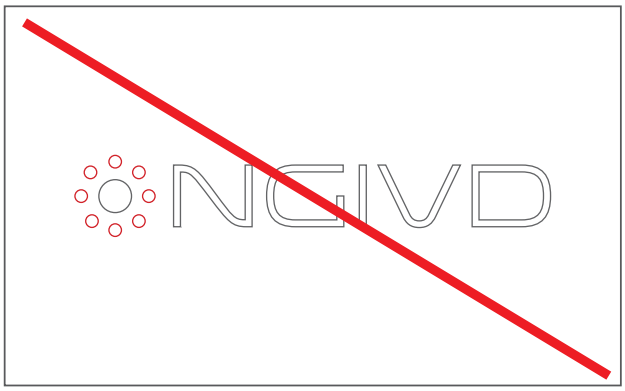
Logomark **Don’ts**



Do not stretch or distort the logo.



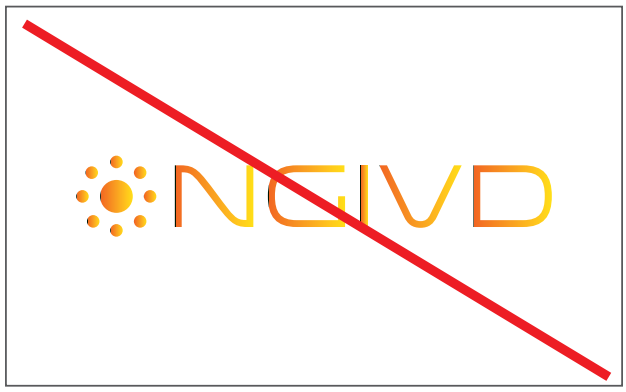
Do not rotate the logo.



No outline versions.



No shadows.

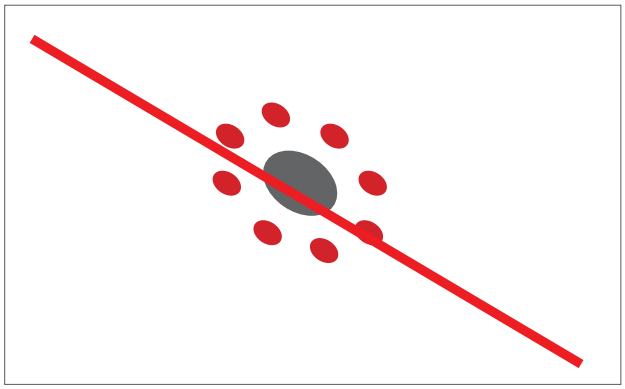


No gradients.

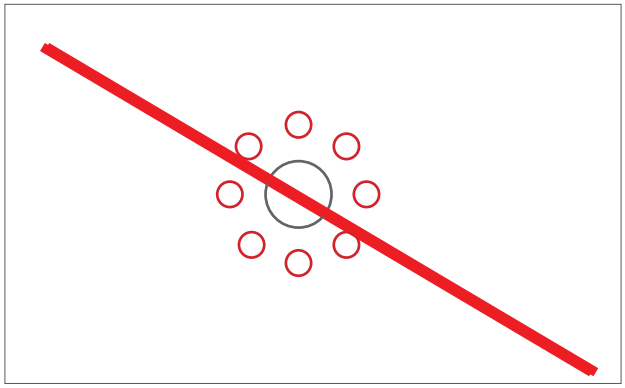


No random colors.

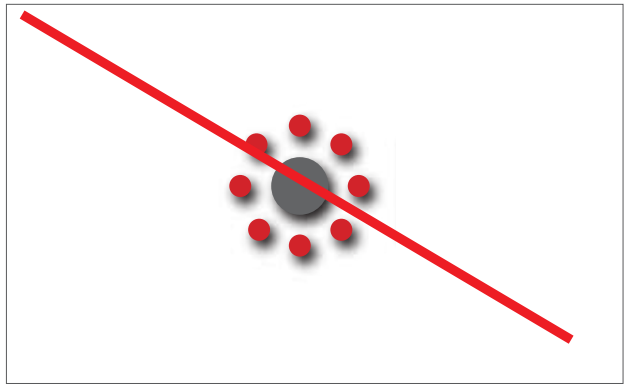
Logomark **Don’ts**



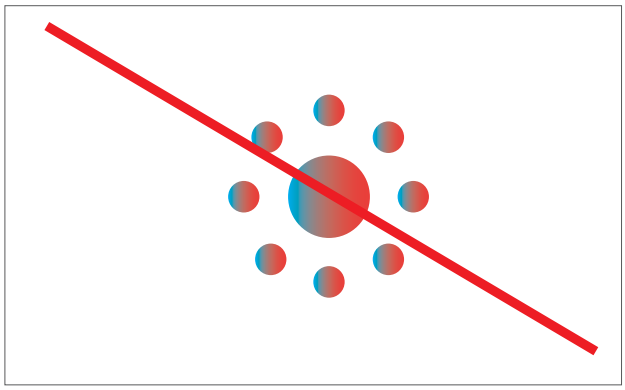
Do not stretch or distort the logo.



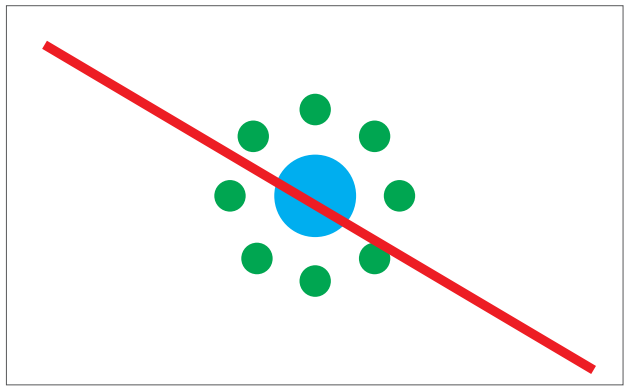
No outline versions.



No shadows.



No gradients.



No random colors.

The Colour **Logic**

A Brand's colours are synonymous to its persona and its core values. A choice of the right colours goes a long way in defining, establishing and immortalising a brand among its audience.

NGIVD
COLOURS

The Brand Colors Rage Red and Cool Grey give the brand an outright yet amiable feel.

Rage Red signifies the Innovative, Pioneering and Revolutionary facets of the brand. It is a representation of all the relentless endeavours of the brand to stand out and be a pioneering leader.

Cool Grey represents the mass appeal of the brand, its intention to cater customers with easy, accessible, affordable services; that too personalised for every individual. It highlights the mass reach of the brand for its highly homogenous audience demographic.

A combination of the two colours imparts a brand imagery that is enthusiastic as well as sober. It highlights the upfront as well as the collaborative spirits of the brand.

Primary & Secondary color

Red

HEX
D2232A

CMYK
15 100 100 0

HSB
357 83 82

PANTONE
1795 C

RGB
210 35 42

Grey

HEX
636466

CMYK
0 0 0 100

HSB
218 2 40

PANTONE
425 C

RGB
99 100 102

USAGE IN **STATIONERY**

Here's how NGIVD Logo identity may be carried among a plethora of products

BUSINESS CARD

LETTERHEADS

ENVELOPES

NOTEPAD

DIARIES

ID-CARDS

EMAIL SIGNATURE

BUSINESS
CARDS

Size: 88 x 55 mm
Text colour: Grey Colour (CMYK 0 0 0 75)
Logotype colour: White (CMYK 0 0 0 0) On Red Or Grey Background
Red (CMYK 15 100 100 0) and Grey (CMYK 0 0 0 75) On White Background
Name : Montserrat Medium 12 pt / 9,8 pt, tracking 10
Title & Address Text: Montserrat Light 8 pt / 9,8 pt, tracking 10
Paper recommendation: Arctic Volume White 300 g/m2, or similar type of paper.

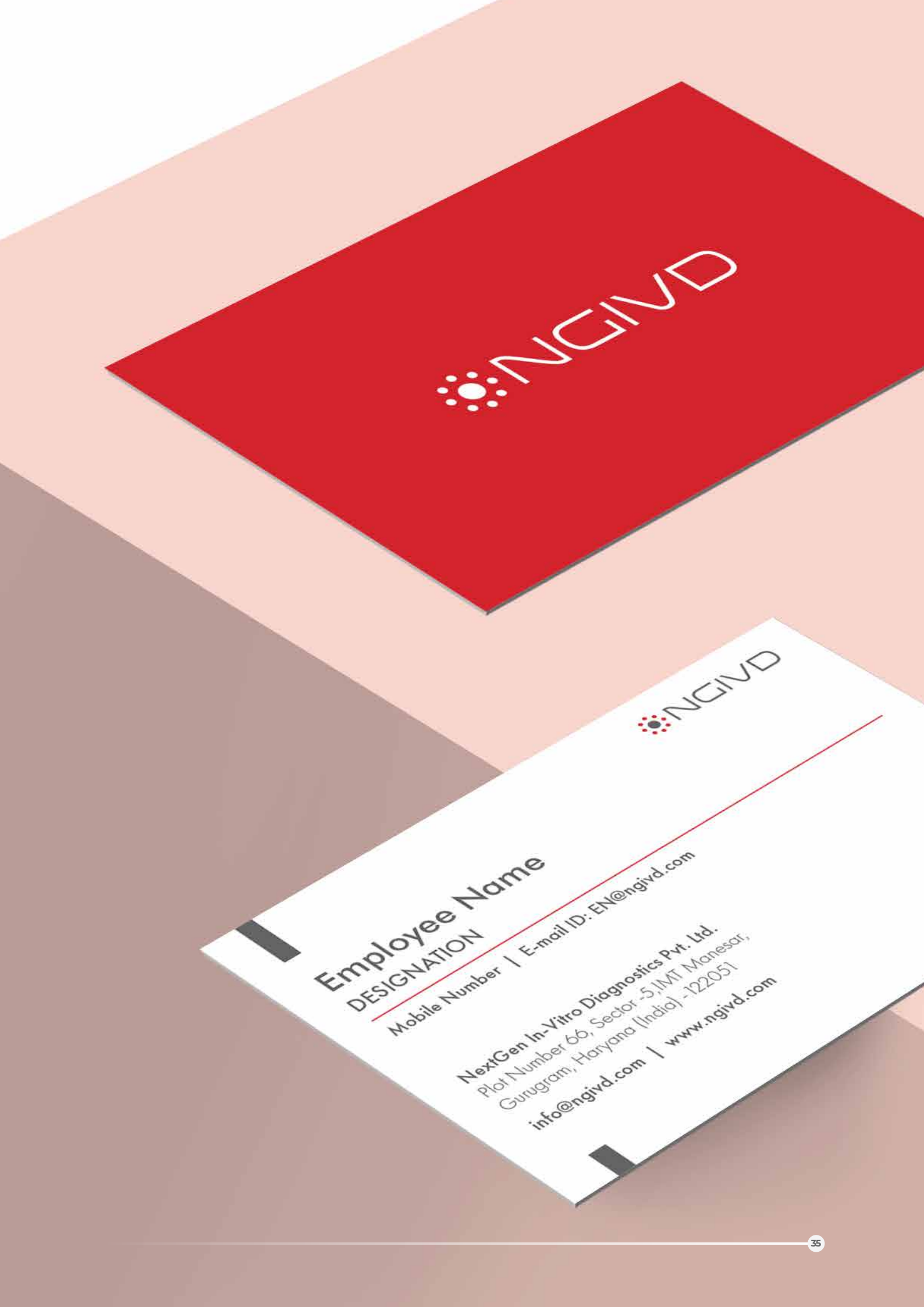
Card Front



Card Back



Do not add more text lines. Remove if not needed.
If there are less lines than in this example, the text should be aligned to top margin.
The position of the logotype is always the same.


NGIVD
NGIVD
Employee Name
DESIGNATION
Mobile Number | E-mail ID: EN@ngivd.com
NextGen In-Vitro Diagnostics Pvt. Ltd.
Plot Number 66, Sector -5,IMT Manesar,
Gurugram, Haryana (India) - 122051
info@ngivd.com | www.ngivd.com

LETTERHEADS

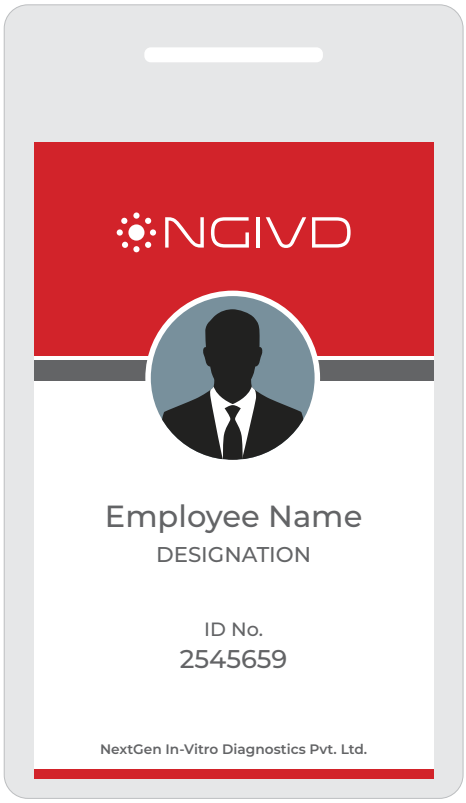
Size: A4 (210x297mm)
The most important task of stationary is to communicate reliability
That's why its appearance is simplified. The logotype is the most important graphic element.

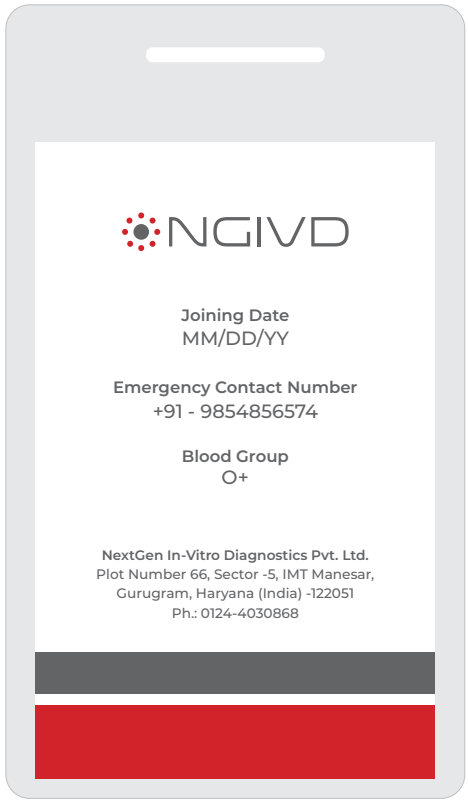
Contact information is placed in the footer.
Title, Company name and contact information:
Font: Montserrat Medium / Bold / Light
8 pt. Kerning: Optical, 10




NGIVD
NextGen In-Vitro Diagnostics Private Limited
Plot Number 66, Sector -3, IMT Manesar, Gurugram,
Haryana (India) 122051 | Contact No.: 0124-4020868
Registered Office: C-7/8, Safdarjung Development Area,
New Delhi-110016 (India)
E-mail id: info@ngivd.com | www.ngivd.com
CIN: U33100DL2019PTC374461

ID CARDS


NGIVD
Employee Name
DESIGNATION
ID No.
2545659
NextGen In-Vitro Diagnostics Pvt. Ltd.


NGIVD
Joining Date
MM/DD/YY
Emergency Contact Number
+91 - 9854856574
Blood Group
O+
NextGen In-Vitro Diagnostics Pvt. Ltd.
Plot Number 66, Sector -5, IMT Manesar,
Gurugram, Haryana (India) -122051
Ph.: 0124-4030868


NGIVD
Employee Name
DESIGNATION
ID No : 0123456789
DOB : MM/DD/YY
Email : your mail goes here
Phone : + 888 888 8888
NGIVD
Joined Date : MM/DD/YY
Expire Date : MM/DD/YY
Your Signature
Your Sincerely

EMAIL SIGNATURE

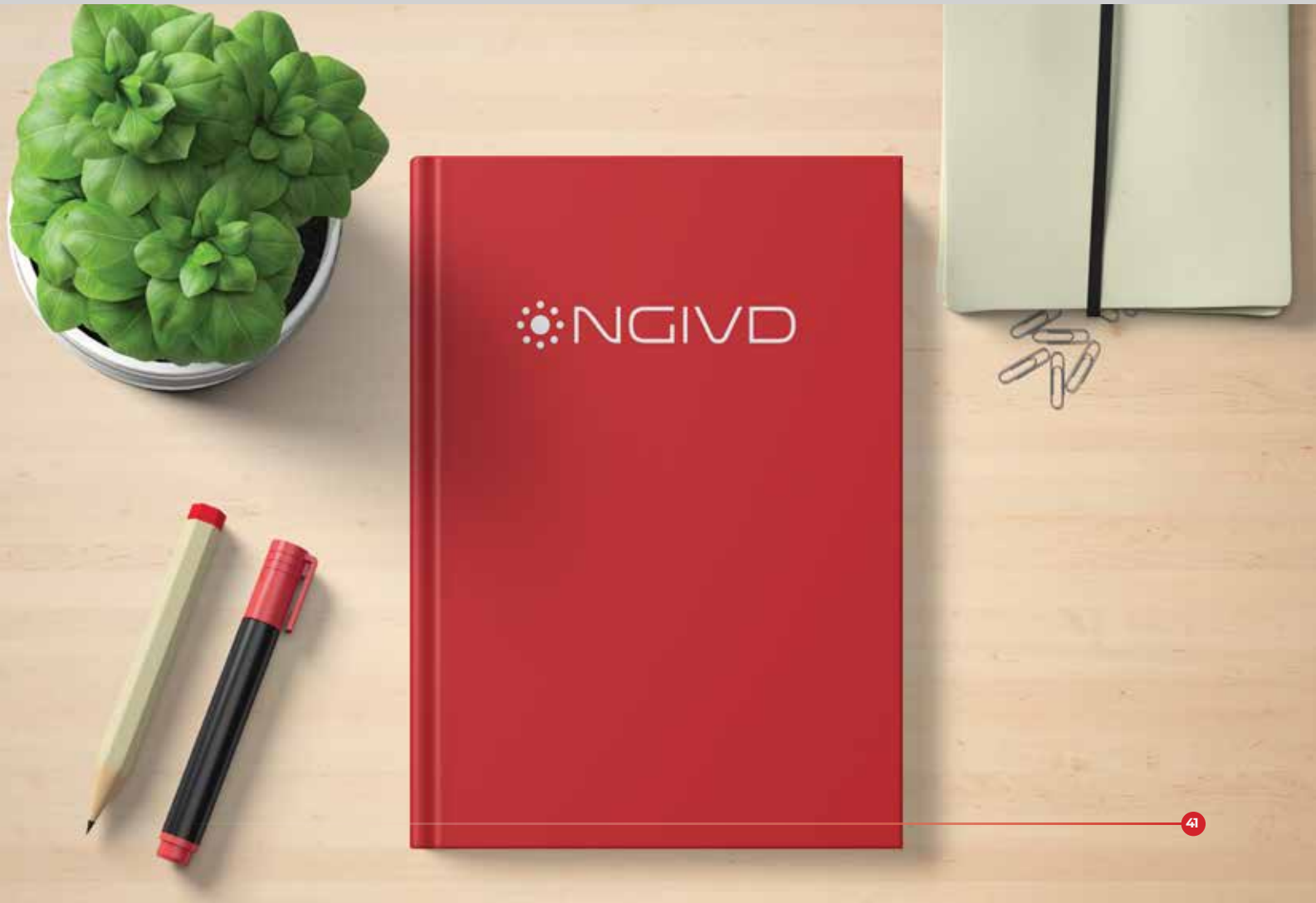





NGIVD


NGIVD


NGIVD


NGIVD
NGIVD

UNIFORM

Uniforms with Brand Logo enhance the Brand's credibility as well as Identity. A Uniform specific to roles, occasions and events can convey a professional Brand imagery like no other.



HEX	CMYK
#D2232A	15 100 100 0

HSB	PANTONE	RGB
357 83 82	1795 C	210 35 42

HEX	CMYK
#636466	0 0 0 75

HSB	PANTONE	RGB
218 2 40	425 C	99 100 102


NGIVD

MERCHANDISE FOR MARKETING, SALES PROMOTION EVENTS & OFFICE INTERIORS

Professional Events and Expositions serve as an excellent platform to showcase a brand's identity and credibility by laying a strong foundational recognition of the brand for professional and business spheres.

The Brand Logo and colours may be used for interiors, marketing and other professional events in the further mentioned ways.


NGIV
Innovation | Indigenization | Im
NGIVD
Innovation | Indigenization | Improvement


NGIVD


NGIVD


NGIVD


NGIVD


NGIVD


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NGIVD

SOCIAL MEDIA, WEB & PRESENTATIONS

As a Brand, standing out in Social Media, Web and Business Presentations is a crucial component of a brand's marketing. Hence, due considerations are necessary while representing the brand throughout virtual platforms.

Further, you'll find the glimpse of how the Brand Identity may be utilised for web, social media and business presentations

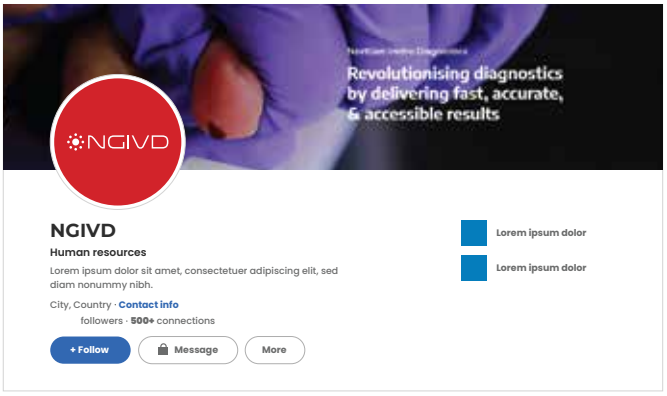
Facebook Cover Page Example 1



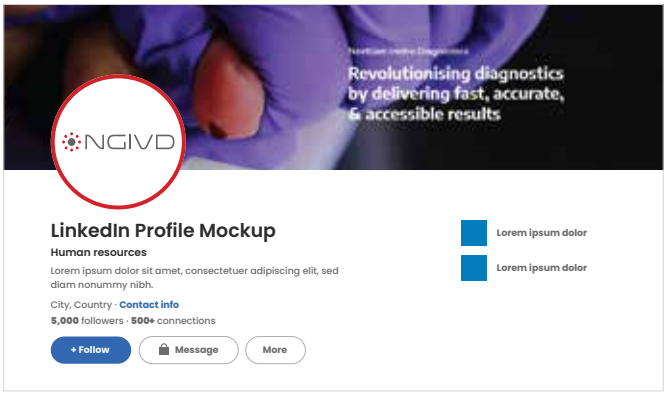
Facebook Cover Page Example 2



Linkedin Cover Page Example 1



Linkedin Cover Page Example 2

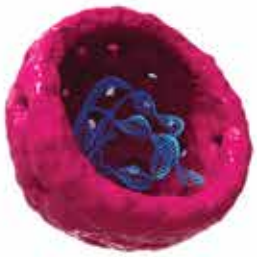


NGIVD

ABOUT SCIENCE PIPELINE CAREERS MEDIA CONTACT

ADVANCING MEDICINE WITH PRECISION

Precigen is a dedicated discovery and clinical stage biopharmaceutical company advancing the next generation of gene and cellular therapies to target the most urgent and intractable challenges in immuno-oncology, autoimmune disorders, and infectious diseases.



CREATING NEXT GENERATION THERAPIES WITH CONTROLLED AND TARGETED APPROACHES

Our disciplined design approach uses non-viral and viral expression systems, genome, DNA, RNA and protein engineering, and a suite of precision bioengineering switch technologies controlling gene expression and regulation to deliver potent on-target gene and cellular multifunctional therapies with improved safety and efficacy.

IN THE BATTLE AGAINST CANCER, EVERY MINUTE COUNTS

~18 LIVES LOST EVERY MINUTE[1]

1,000+ LIVES LOST EVERY HOUR[1]

26,000+ LIVES LOST EACH DAY[1]

~800,000 LIVES LOST EACH MONTH[1]

WE ARE DRIVEN BY THIS URGENCY. EACH MINUTE IS AN OPPORTUNITY TO MAKE A DIFFERENCE.

[1]2018 World Health Organization International Agency for Research on Cancer (IARC) Cancer Fact Sheet. Published 12 September 2018. Calculated from the WHO IARC global mortality statistics in the 2018 Cancer Fact Sheet: Cancer is responsible for an estimated 9.6 million deaths in 2018.

JOIN OUR TEAM

If you yearn for a career where you work with dedicated, smart people and what you do makes a meaningful impact on science, medicine, and patients, join our team. We are passionate about our people and seek to hire the best.

LEARN MORE ABOUT CAREERS WITH PRECIGEN



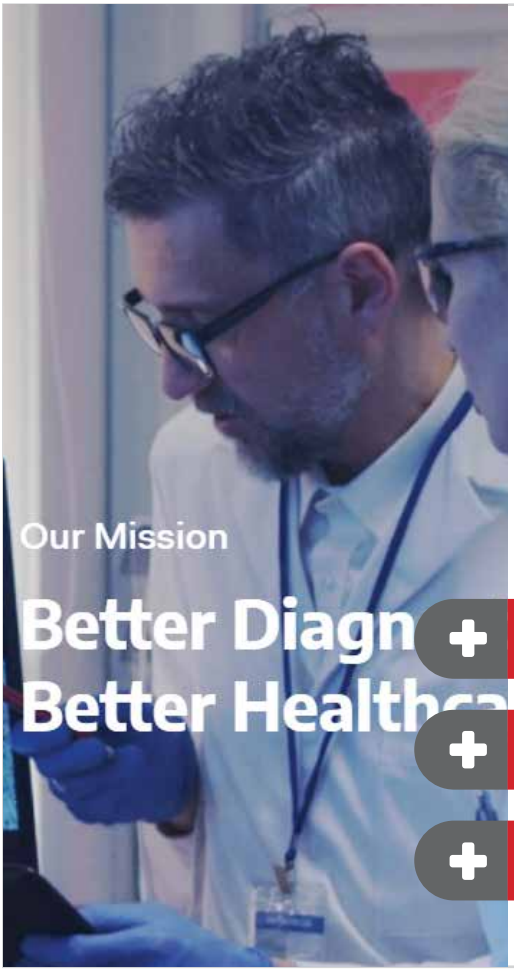
ABOUT
About
Mission

SCIENCE
Overview
Therapeutic Areas
Platforms

PIPELINE
Overview
Precigen Pipeline
Emerging Therapeutics

CAREERS
Overview
Job Openings
Benefits
Postdoc Program

OTHER
Contact
Media
Privacy Policy
Legal Notices



We Care About Your Health.

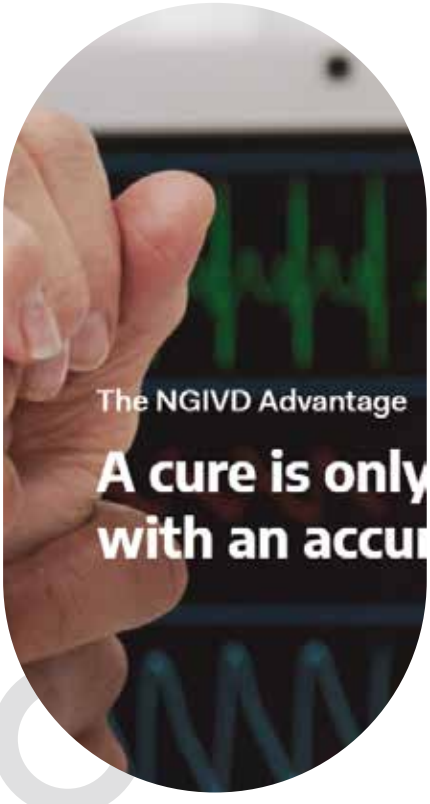
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

- Medical Advices & Check Ups
- Trusted Medical Treatment
- Emergency Help Available 24/7

NGIVD

Your Partner in Health.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod



Emergency Call:

1800-818-6767

SIGNAGE

A Brand's Identity is crucial even for Internal Communication and External Representation. The examples mentioned further may be referred to for optimal utilisation of the Brand's Visual Identity.

- COMPANY DISPLAY SIGNAGE
- EXHIBITION STANDEE & BACKDROPS

COMPANY DISPLAY **SIGNAGE**




NGIVD
Innovation | Indigenization | Improvement
Disease Areas & Products
Cutting-edge sci
to fight infectiou


Companion Diagnostic Services
Ushering in an era of
personalised medicine
NGIVD
Innovation | Indigenization | Improvement


NGIVD
Ushering in an era of personalised medicine
NGIVD
NGIVD
Innovation | Indigenization | Improvement
Disease Areas & Products
Cutting-edge scie
to fight infectiou


NGIVD
NGIVD
NGIVD

PACKAGING

Packaging is the most tangible form of establishing a Brand's Identity that comes along with the product. It is the most important medium of communication of the Brand's core that also specifies the aspirations associated with the product.

Few sample packaging representations are laid down that may be utilised by NGIVD.


NGIVD
MolFerri™
Molecular Transport
Medium
NGIVD
MolFerri™
Molecular Transport
Medium


NGIVD
RubAce™
Decontamination
Solution
NGIVD
RubAce™
Decontamination
Solution


NGIVD
isoPwr-S™
Extraction Kit
Spin Column Technology
NGIVD
isoPwr-S™
Extraction Kit
Spin Column Technology


NGIVD
isoPwr-M™
Extraction Kit
Magnetic Bead Technology
NGIVD
isoPwr-M™
Extraction Kit
Magnetic Bead Technology


NGIVD
OptiQnt™
Clinical Chemistry Kit
NGIVD
OptiQnt™
Clinical Chemistry Kit
NGIVD
OptiQnt™
Clinical Chemistry Kit


NGIVD
NuAmp™
RT-PCR Kit
NGIVD
NuAmp™
RT-PCR Kit
NGIVD
NuAmp™
RT-PCR Kit

Digital

Minimum size in pixel



70px

Print

Minimum size in pixel



25mm