Shared brand identity for BioArctic and Eisai
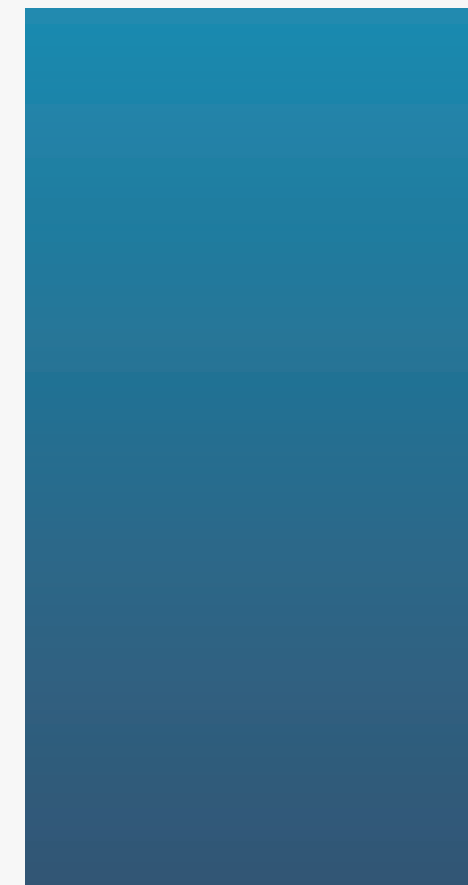
Updated 24.03.25

R26   C88
G111   M50
B149   Y25
       K4

HEX
#1a6f95

Inter Bold   **Aa Bb Cc**

Inter Semibold **Aa Bb Cc**
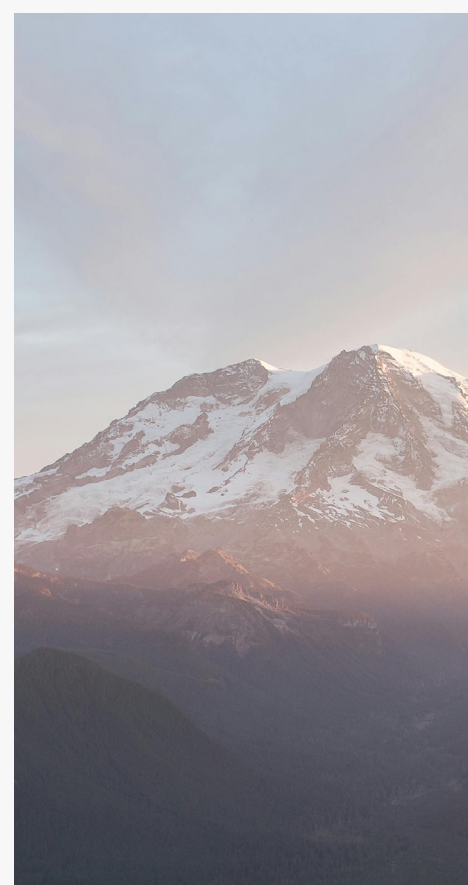
Inter Regular   Aa Bb Cc

Inter Light   Aa Bb Cc

R121   C62
G39   M100
B119   Y19
       K5

HEX
#792777

**Campus
Alzheimer**

Contents

Logotypes

Bioarctic

When BioArctic and Eisai communicate together, the logo is used in it's primary version. The Bioarctic logo should always be placed on white backgrounds.
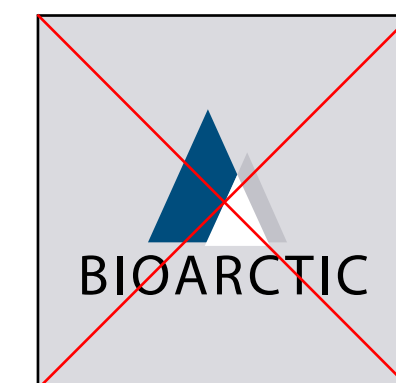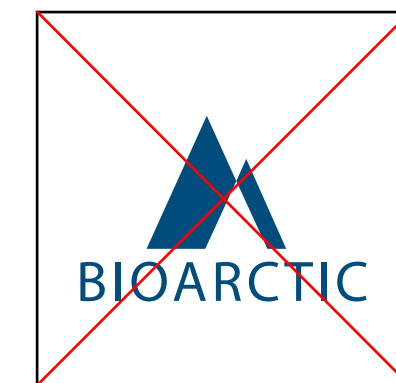
Eisai

When BioArctic and Eisai communicate together, the logo is used in it's primary version. The Eisai logo should always be placed on white backgrounds.
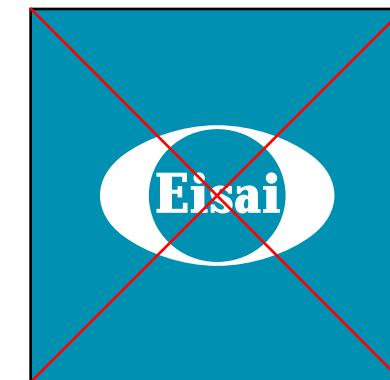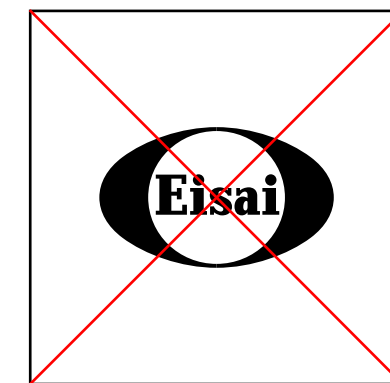
Together

Both logos should be placed together and never apart, illustrating the two companies working together.
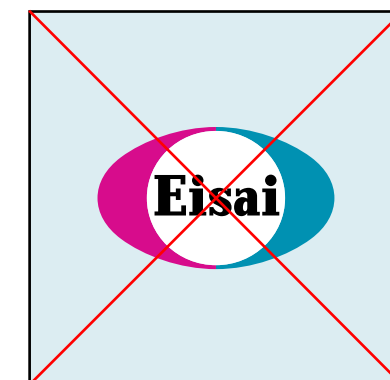
The logos should be placed with the distance of two capital letters (2X) apart. A margin of the distance of two capital letters (2X) around the logos should never be compromised.
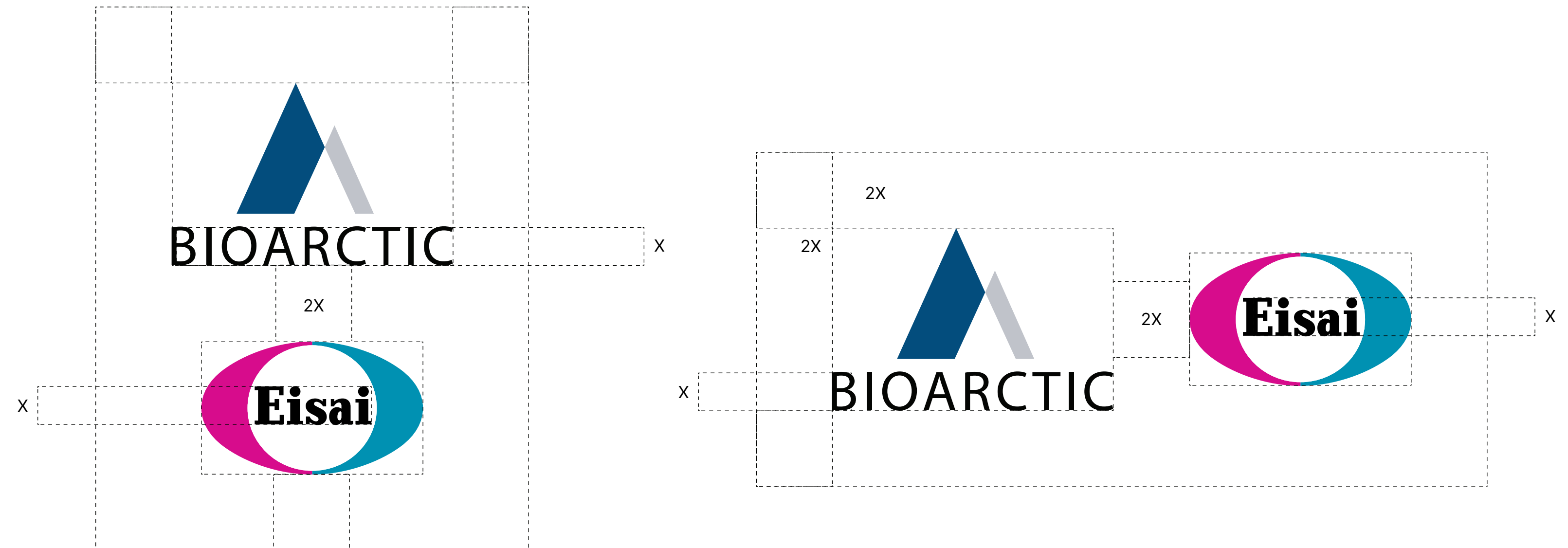
Campus Alzheimer logo

The logo for the jointly owned HCP
portal "Campus Alzheimer" is a
combination of Eisai's and BioArctic's
shapes. The book being a symbol for knowledge.

Campus Alzheimer logo

A version of the logotype can be used
with the text underneath the symbol.

Wordmark

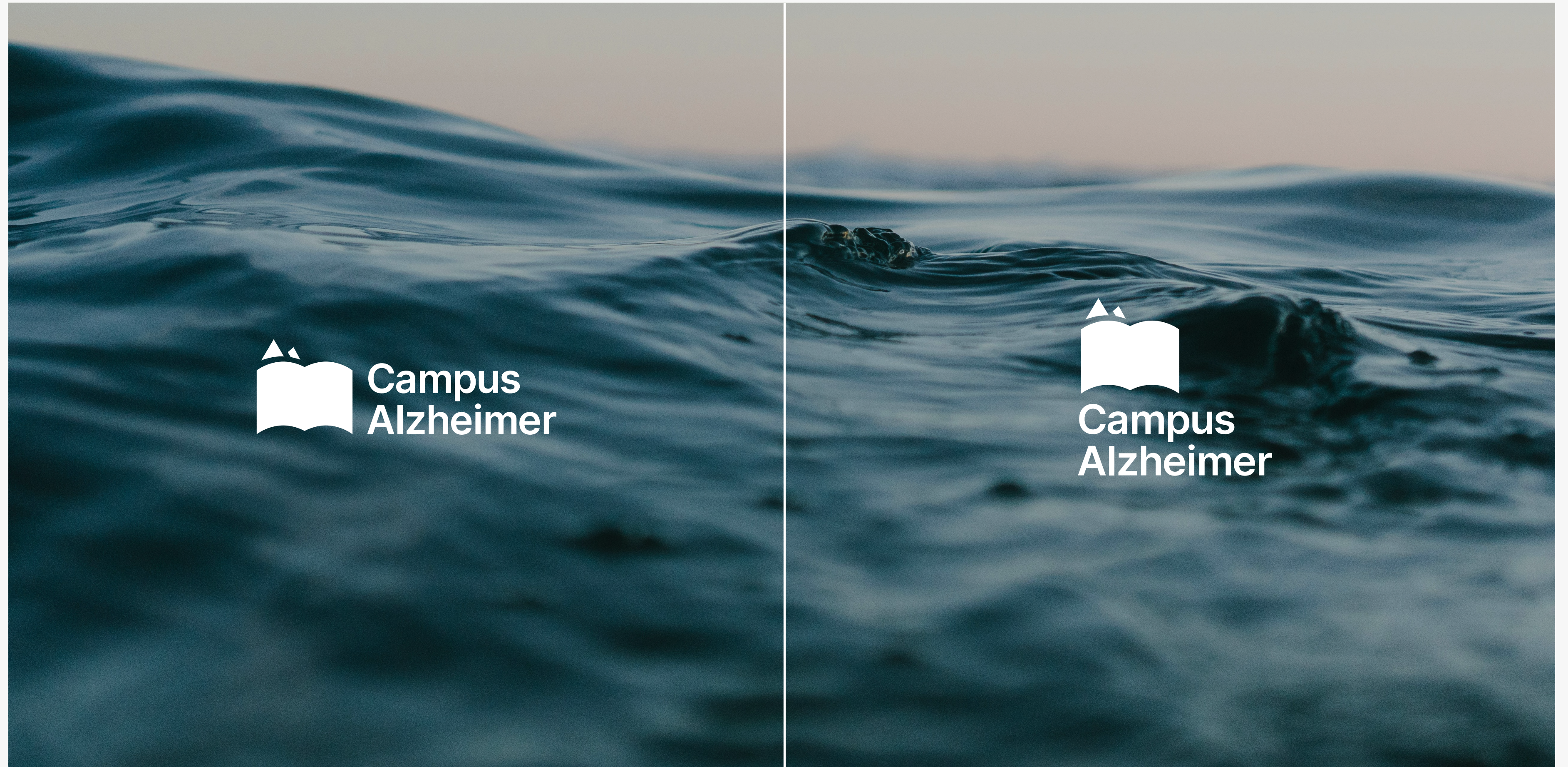The wordmark is not the logotype but can be used instead of the logotype in special situations where the logotype cannot be used.

Campus
Alzheimer

Negative logo

A negative fully white logotype should be used against dark backgrounds or photographs.

Colored logo

The logotype can also be colored.
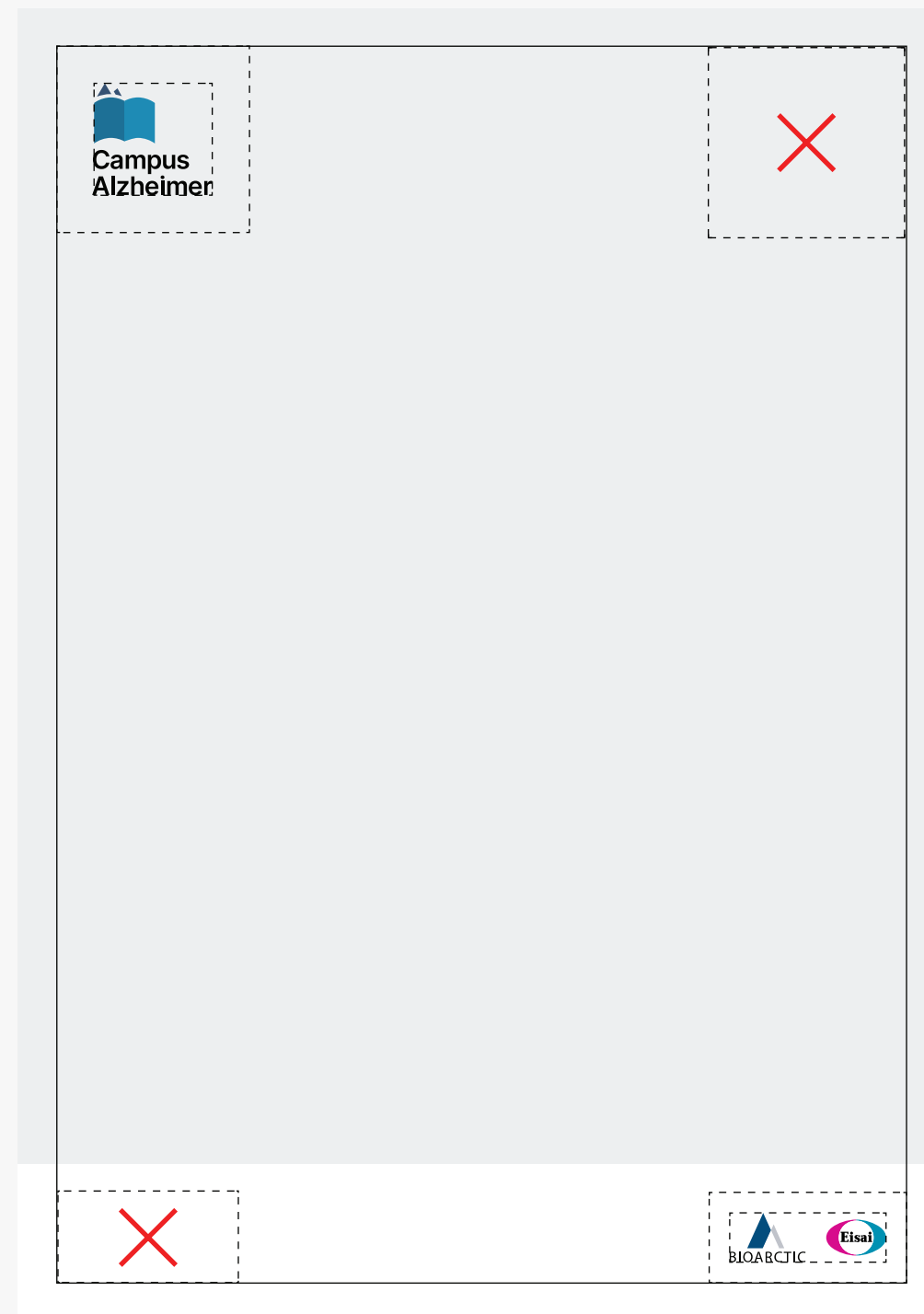A tri-colored logotype using three
shades of blue.

Placement

BioArctic's and Eisai's logotype should be placed together within safe margin on the bottom right corner.

The "Campus Alzheimer" logotype should be placed away from them, on the top left.
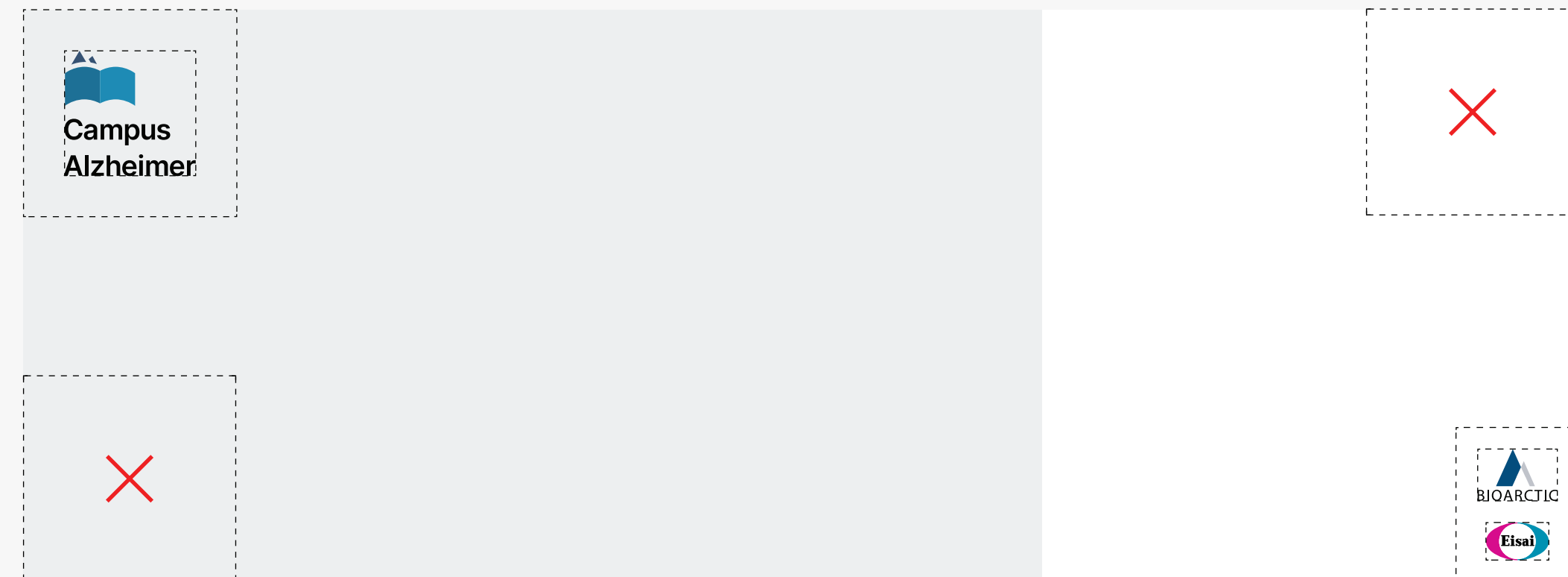
Print / Portrait

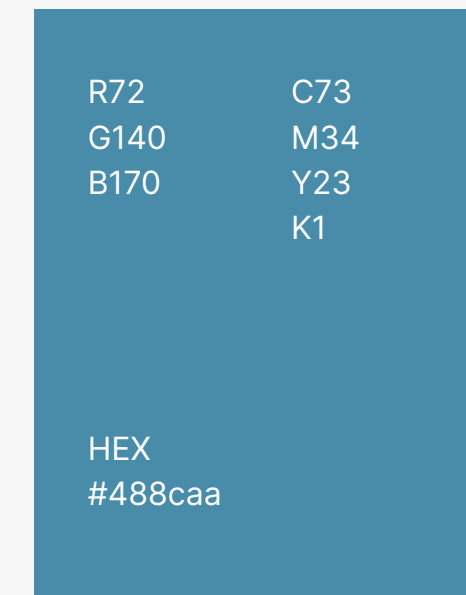Web / Navigation

Banner / Landscape

Color

The palette

Our primary colors are Mix Blue and Mix Magenta. A lighter version of Mix Blue, Mix Light Blue can be used to create more contrast with Mix Magenta.
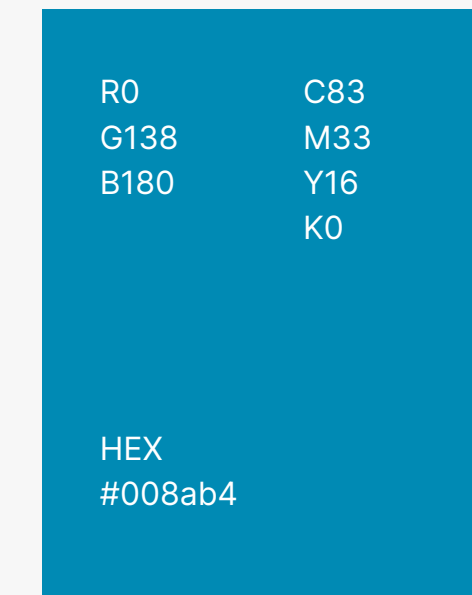
Varying degrees of lightness in grayscale can be used. An example of this is Light Gray, which is 90% white.
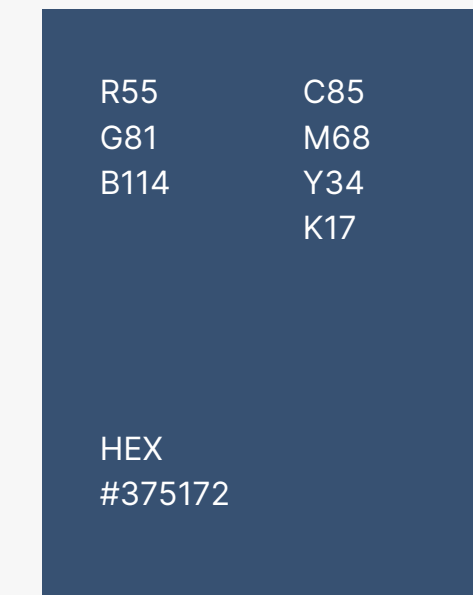
R26	C88
G111	M50
B149	Y25
	K4

HEX
#1a6f95

Mix Blue

R72	C73
G140	M34
B170	Y23
	K1

HEX
#488caa

Mix Light Blue

R0	C83
G138	M33
B180	Y16
	K0

HEX
#008ab4

Eisai Blue

R55	C85
G81	M68
B114	Y34
	K17

HEX
#375172

Bioarctic
Arctic Blue

R121	C62
G39	M100
B119	Y19
	K5

HEX
#792777

Mix Magenta

R255	C0
G255	M0
B255	Y0
	K0

HEX
#ffffff

White

R77	C71
G25	M99
B76	Y38
	K36

HEX
#4d194c

Light Gray

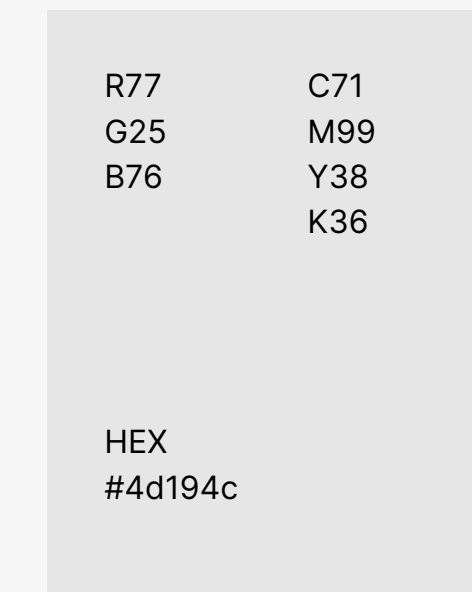| R0	C75
G0	M68
B0	Y67
	K90

HEX
#000000

Black

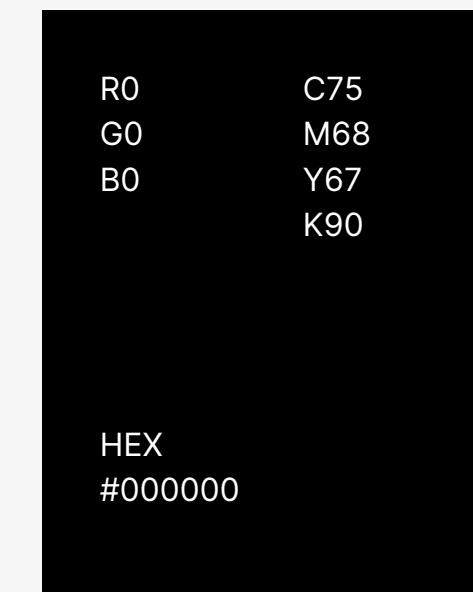# Gradient

The blue hues from both brands can
be used in a gradient as they work well
together.

Eisai Blue   Bioarctic Arctic Blue
Hex: #008ab4   Hex: #375172

Combining colors

The primary colors Mix Blue and Mix Magenta are extensively used (1.1, 1.3) but cannot be directly in contact with each other (2.1, 2.2).

Do not mix blue and magenta (2.1, 2.2, 2.6). Do not mix Mix Magenta or Mix Blue with black (2.3, 2.4). Instead use lighter shades of gray or white (1.1, 1.2, 1.3). Mix Light Blue can be used together with black (1.4).

The gradient is used together with white and light gray (1.5, 1.6). Avoid combining the gradient with other colors (2.5, 2.6).
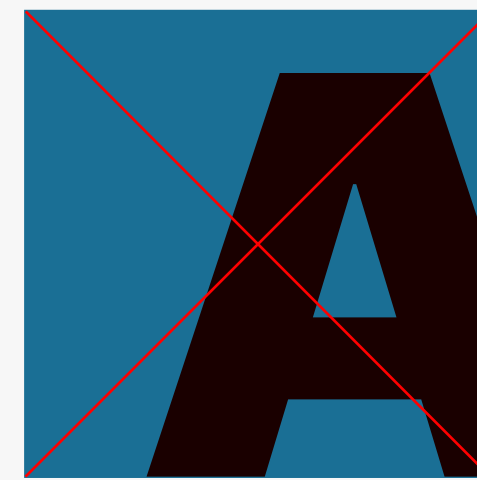
1.1

1.2

1.3

1.4

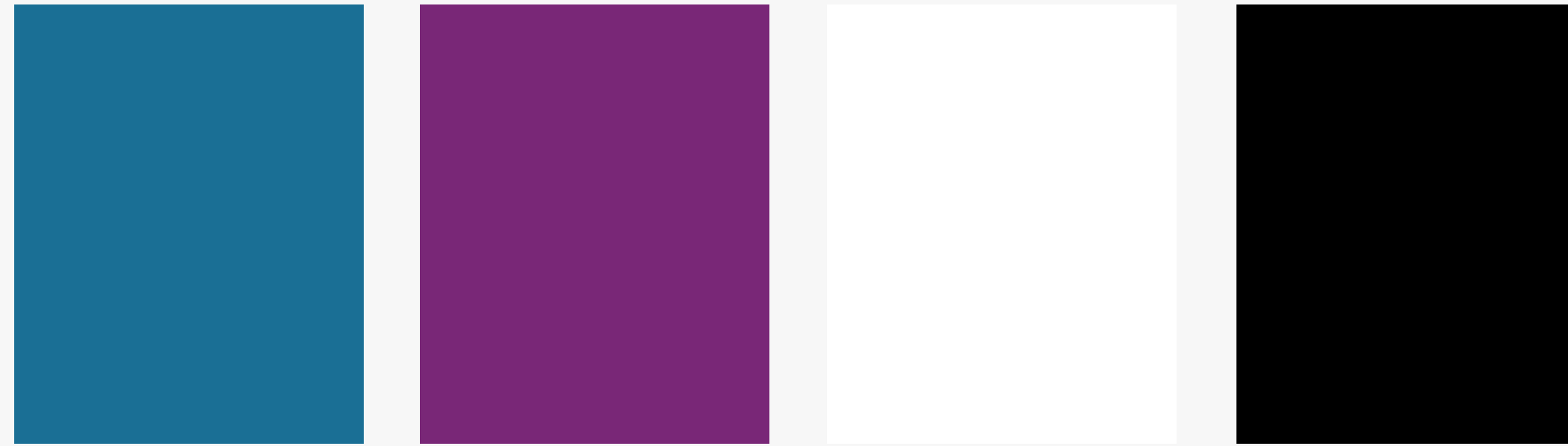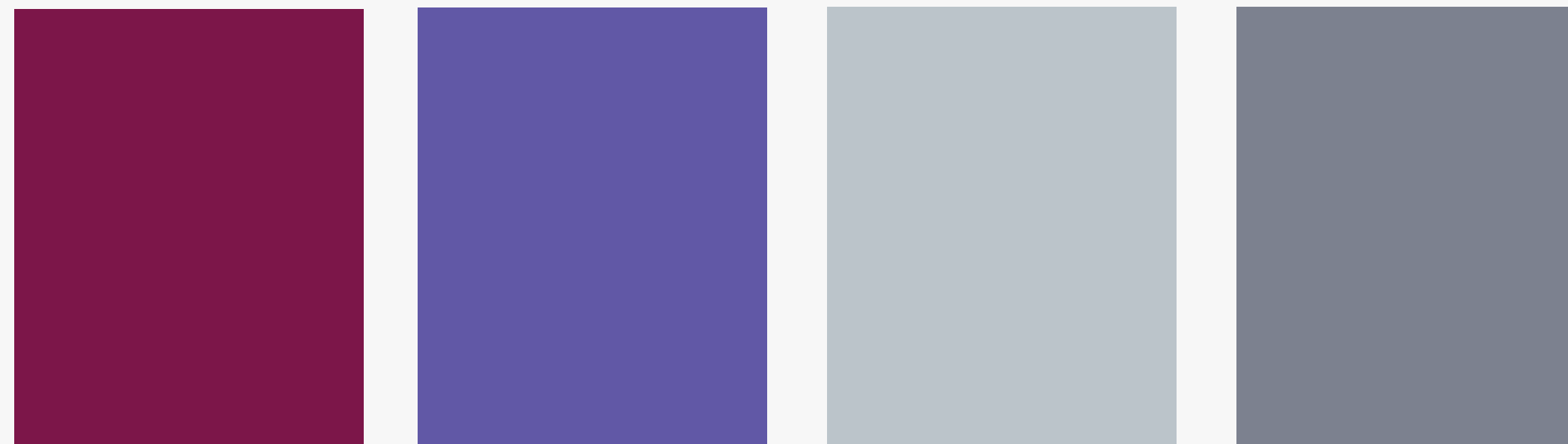1.5

1.6

2.1

2.2

2.3

2.4

2.5

2.6

Palette hierarchy

In communication regarding product, the product's own brand are used.

Both color palettes can be used together but when only when placing product brand inside the shared brand as a framwork. See examples on this on page 35-36.

Shared identity palette

Leqembi brand identity.

Font

Inter

The font is inherited from Leqembi.

A clean and simple sans serif font. Making sure focus can be put on the importance of our message as well as learning.

Inter is available on google fonts.

Aa Bb Cc

Inter Bold

Aa Bb Cc

Inter Semibold

Aa Bb Cc

Inter Regular

Aa Bb Cc

Inter Light

Aa Bb Cc

Inter Tight Light Italic

Unlock hope

Heading 1. Inter Bold. Size 120px. Line spacing 120px.

Innovating towards a better future

Heading 2. Inter Semibold. Size 90px. Line spacing 99px.

Style examples

Breaking barriers in Alzheimer's research: Pioneering solutions

Subheading. Inter Semibold. Size 30px. Line spacing 36px.

Suspendisse nec tortor sagittis, cursus lorem ac, auctor lacus. Phasellus iaculis fermentum vehicula. Etiam pharetra dolor tortor, ac ullamcorper quam molestie quis. Sed vulputate, erat sit amet volutpat dignissim, nibh dui tristique quam, sed porta purus ipsum et ipsum. Pellentesque congue dictum purus. Aliquam nec tortor vitae odio tempus laoreet.

Donec at sapien est. Nunc bibendum elit turpis, volutpat pellentesque turpis condimentum in. Duis tellus ex, pretium eget tempus eu, tristique at ligula.

Body text. Inter Regular. Size 15px. Line spacing 21px.

Ut volutpat justo nulla, quis egestas justo fringilla eget. Ut mollis bibendum enim ac aliquam. Duis id felis in est luctus facilisis.

Captions. Inter Light. Size 14px. Line spacing 20px.

Imagery

Concept imagery

Our concept images are images that tell the story of BioArctic and Eisai.

The setting is nordic nature in ways that have common ground with japan. Simple, minimalist motifs that have a calming effect. Images that at a quick glance just as well could be from japanese setting.

When choosing imagery avoid stressfull, busy motifs (1) as well as very typical or nation centric images (3, 4). The lighting should be dramatic in a way that does not feel staged (2).

Imagery should feel warm and welcoming and contrast well with our blue colors.
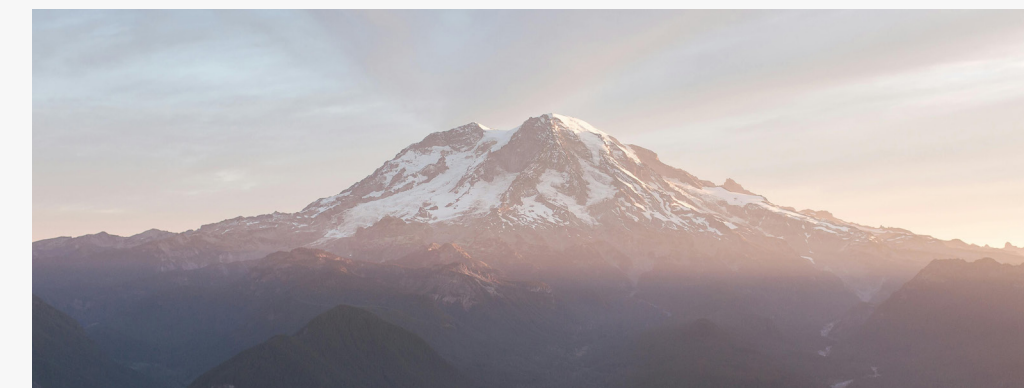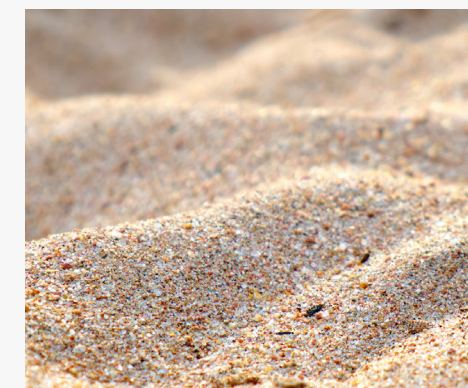
1.

2.

3.

4.

People

Portraying patients should be done in a way that doesn't feel stereotypical when it comes to age, race, gender, body-shapes, religion, sexualities or culture.

The target group should be portrayed as active, life loving people in a broad age range of mature individuals.

The setting should feel nordic.

Imagery should feel warm and welcoming and contrast well with our blue colors.
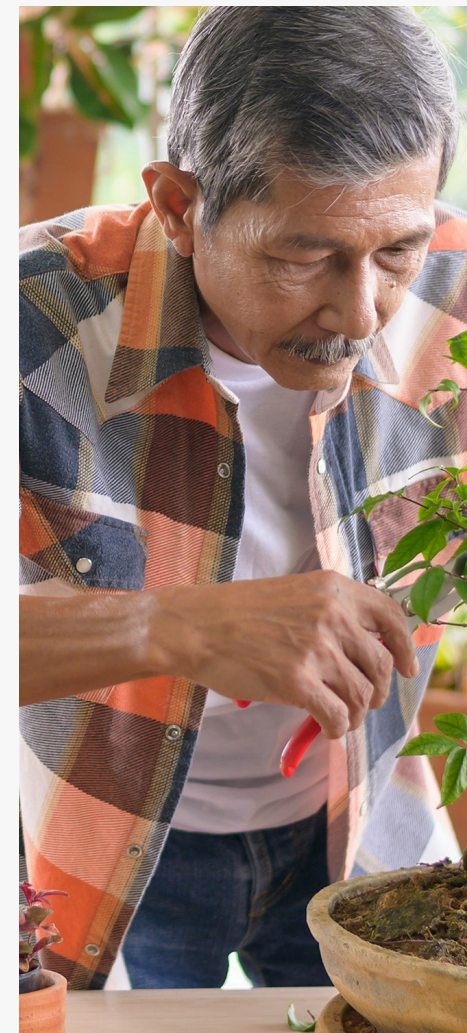
Don't portray the target group as tired or as someones at the end.

Avoid using images that feel staged.

Scientific imagery

We want to convey an honest and true picture of the science behind our companies. Avoid using obvious visualization of science in action and over the top effects. Use real photographs for illustration to the utmost possibility.
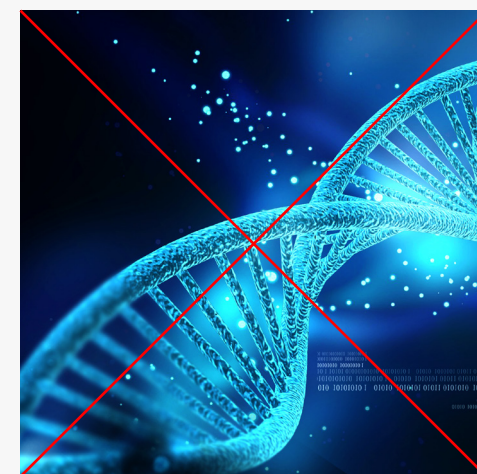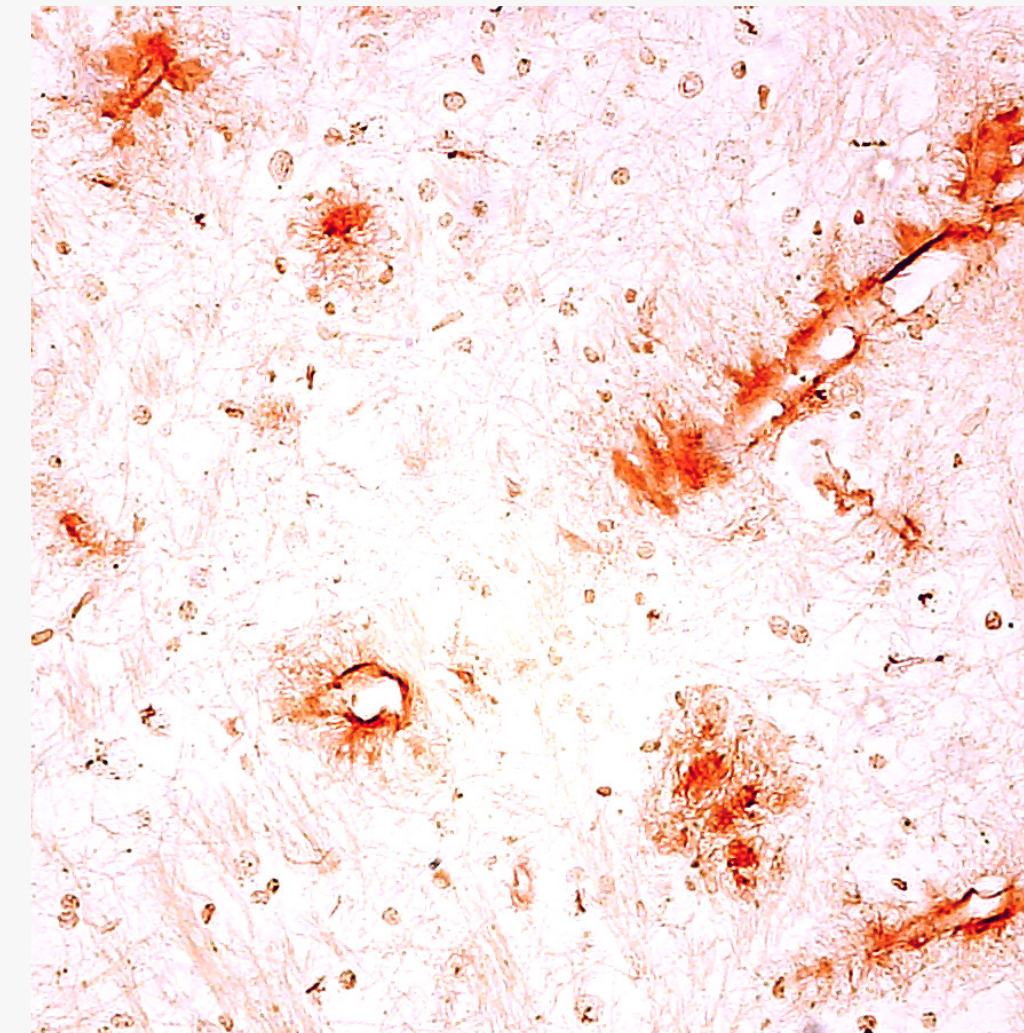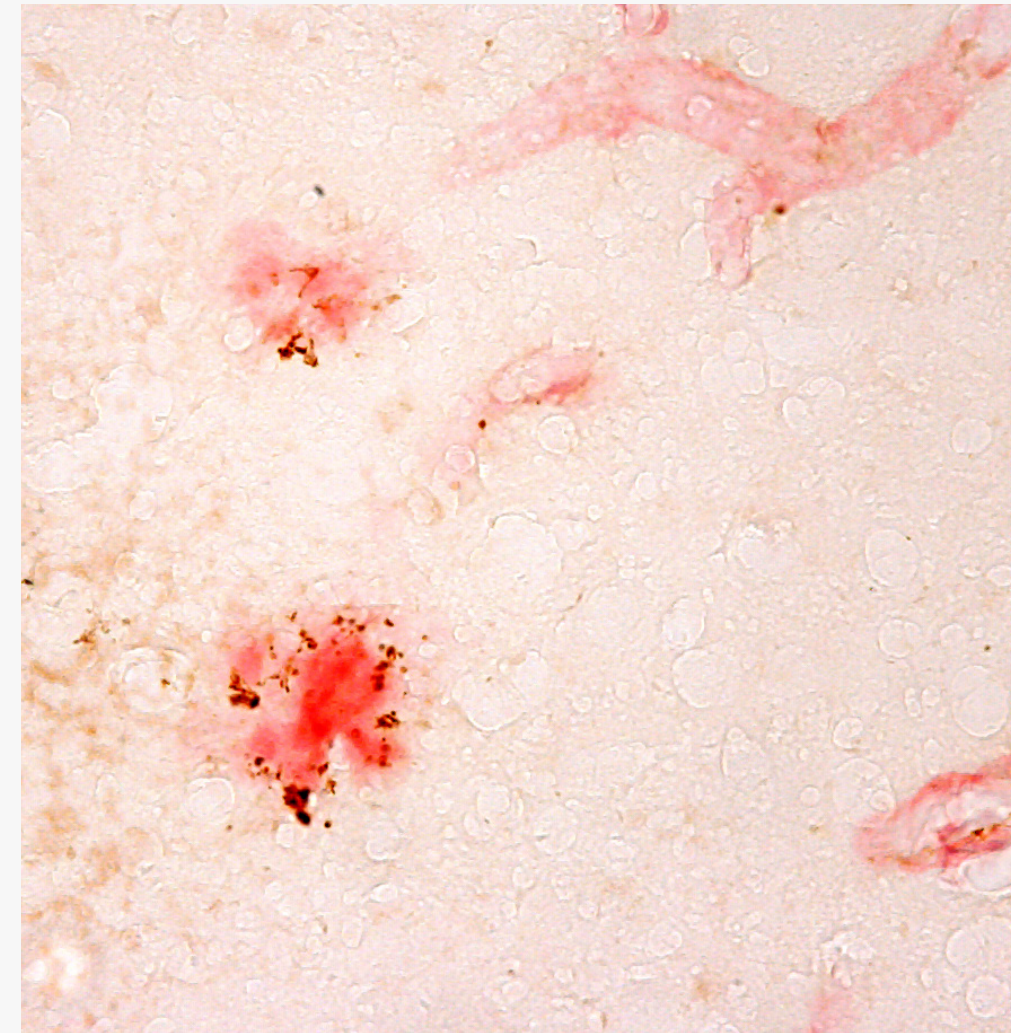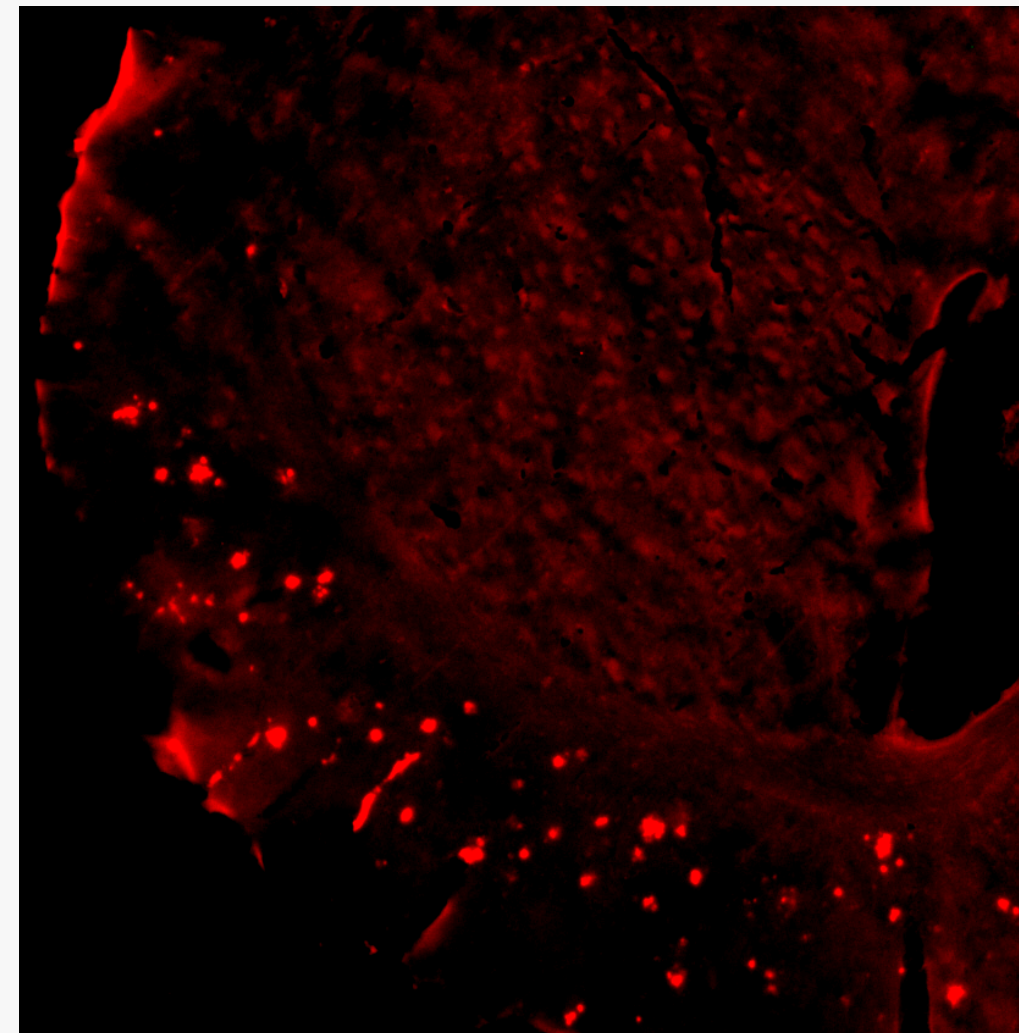
Avoid using imagery with over the top effects.
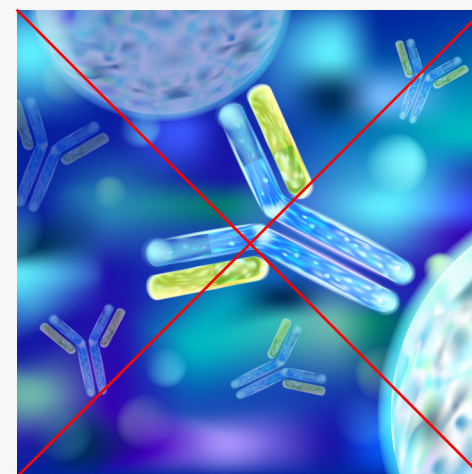
Avoid using obvious visualizations.

Avoid stereotypical overlays and effects.

Graphics

Graphs

When talking numbers we use a grayscale range and to make the most important information pop out we use color, both Mix Magenta and the gradient can be used.

75-84 years: 2.67 million (38.6%)

85+ years: 2.42 million (35.4%)

65-74 years: 1.83 million (26.4%)

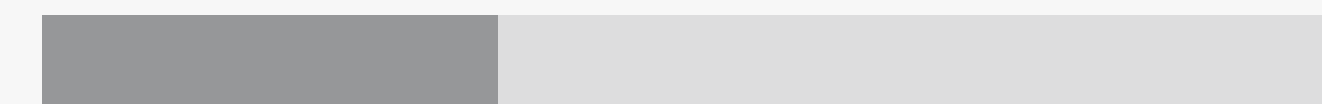1. Morbi magna velit, convallis at lacus.

Convallis: **67%**

2. Maecenas eu feugiat ipsum.

Convallis: **42%**

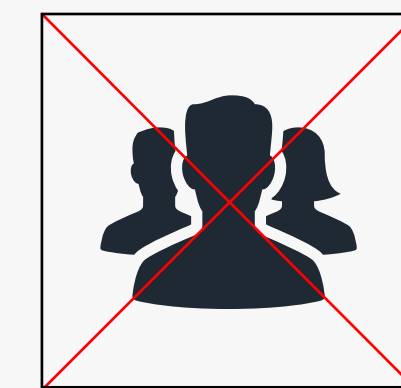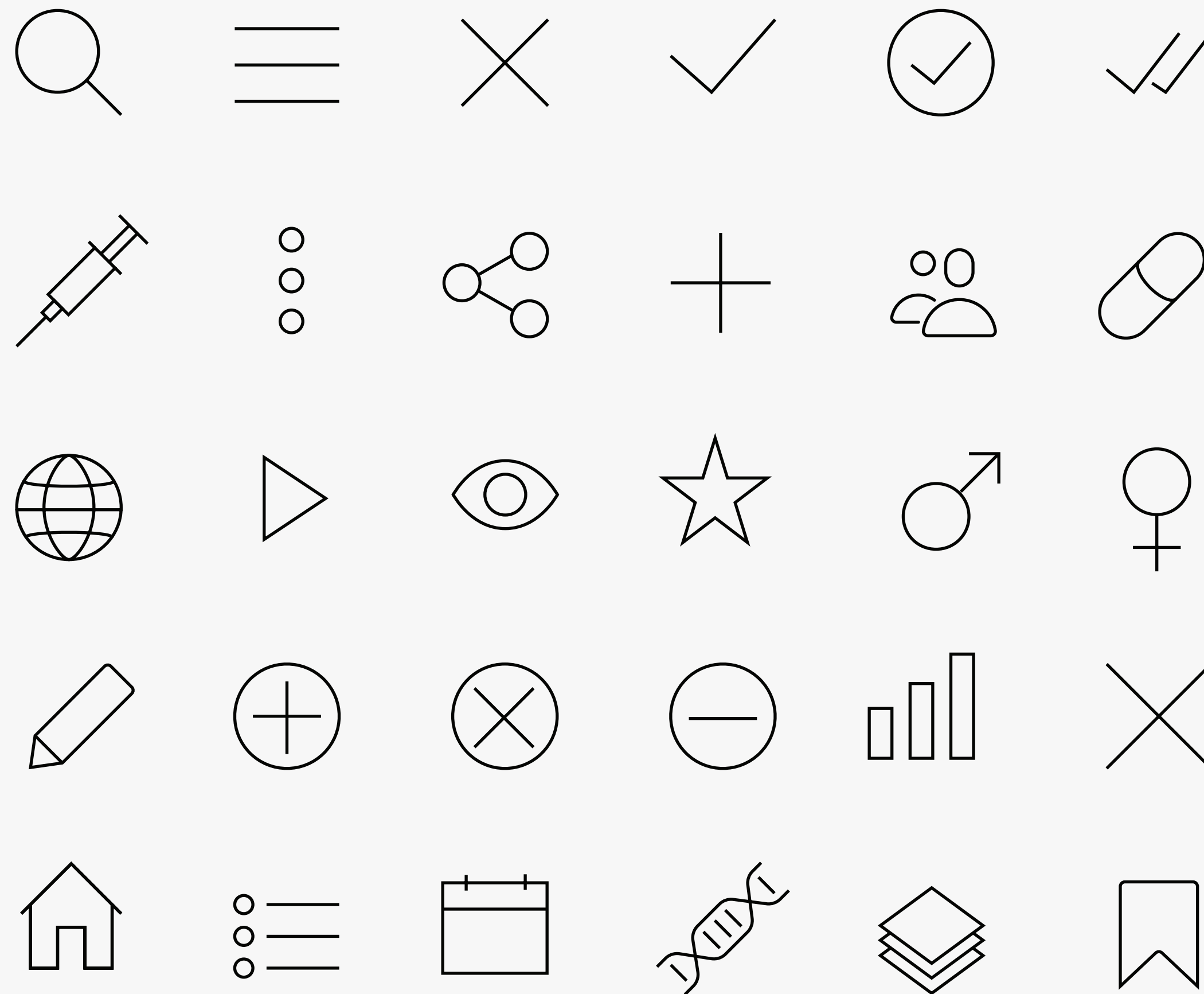3. Donec semper ex tristique, convallis diam non, vehicula lorem.

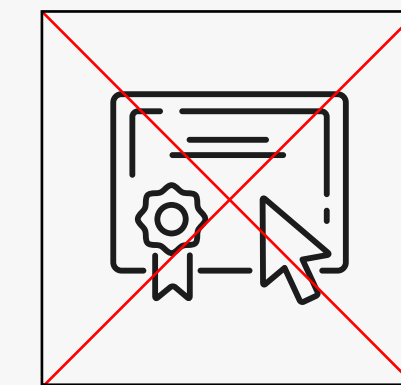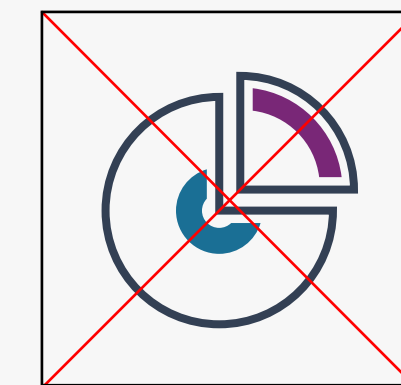Convallis: **28%**

A   B   C   D   E   F

Iconography

Our iconography is simple,
straightforward and easy to read. We
don't unnecessarily complicate shapes
just because they look nice(2). We don´t
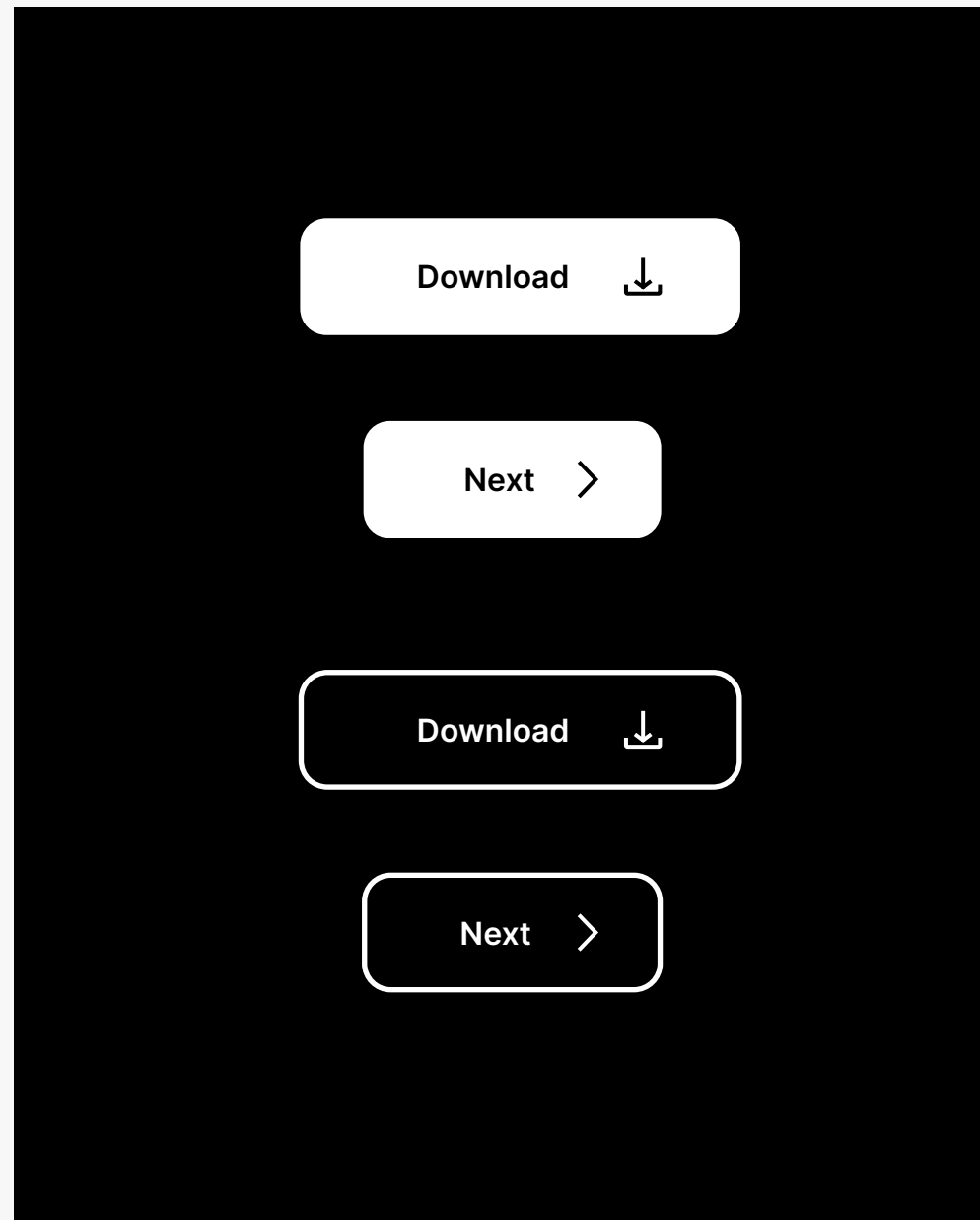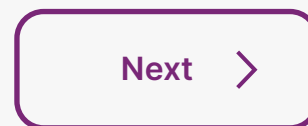fill shapes(1,3).

1.

2.

3.

UI elements

Elements such as buttons, toggles, and search bars uses simple shapes and solid color fills. The fills can be Mix Magenta, Mix Blue or black and white. UI can also be outlined.

1. Buttons

Download ⬇

Next ❯

Download ⬇

Next ❯

Download ⬇

Next ❯

Download ⬇

Next ❯

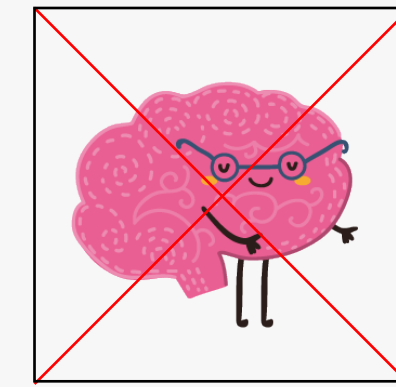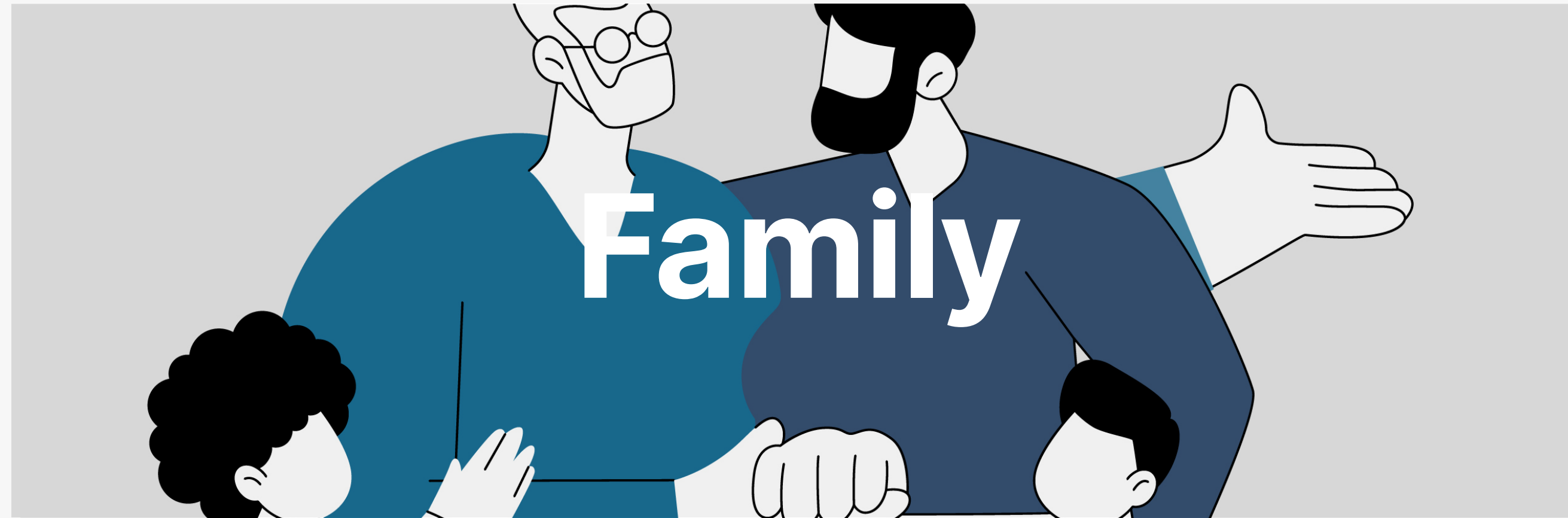2. Toggle (on/off)

3. Radio buttons (on/off)

4. Next / Previous

5. Searchbar

Illustrations

Our illustrations are simple but expressive. Avoid using illustrations that feel childish and cartoony.

Textboxes

To create contrast between text and background or as a visual effect, textboxes can be used. The fill can be either Mix Magenta or our gradient.

0,5X

0,5X

0,5X

Lorem ipsum dolor sit amet, consectetuer adipiscing elit

X

0,5X

Examples

Print

An example of how applying our guidelines to real world applications, such as when BioArctic and Eisai communicate together in a print context, looks.

The page can be split down the middle horizontally, taking inspiration from the "Campus Alzheimer" logotype.

Web

The web portal "Campus Alzheimer"
is neutral to promote learning and
simplifying navigation.

Campus Alzheimer

Therapeutic areas   Leqembi   Patient scenarios   E-learning

Contact

Unlocking hope: Innovating toward a better future

Suspendisse id aliquet lorem. Fusce lacus leo, laoreet at
orci nec, posuere mattis tortor. Nunc malesuada auctor elit,
at mollis neque imperdiet ac. Mauris arcu nisl, egestas et
dictum.

Learn more   Patient case
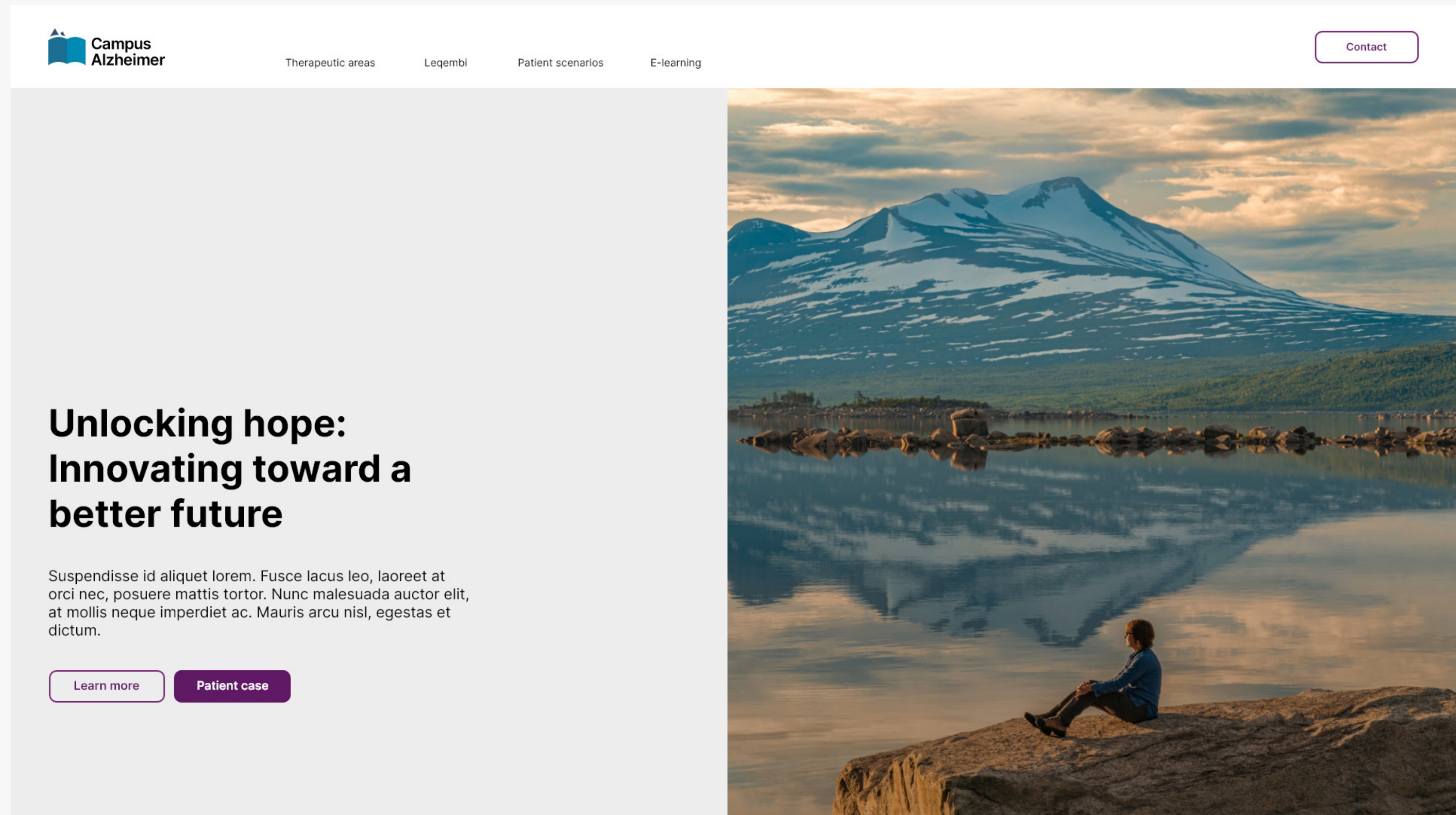
Menu bar

Example of a menu bar on
a mobile device.

**Campus
Alzheimer**

Therapeutic areas >

Leqembi >

Patient scenarios >

E-learning >

Contact
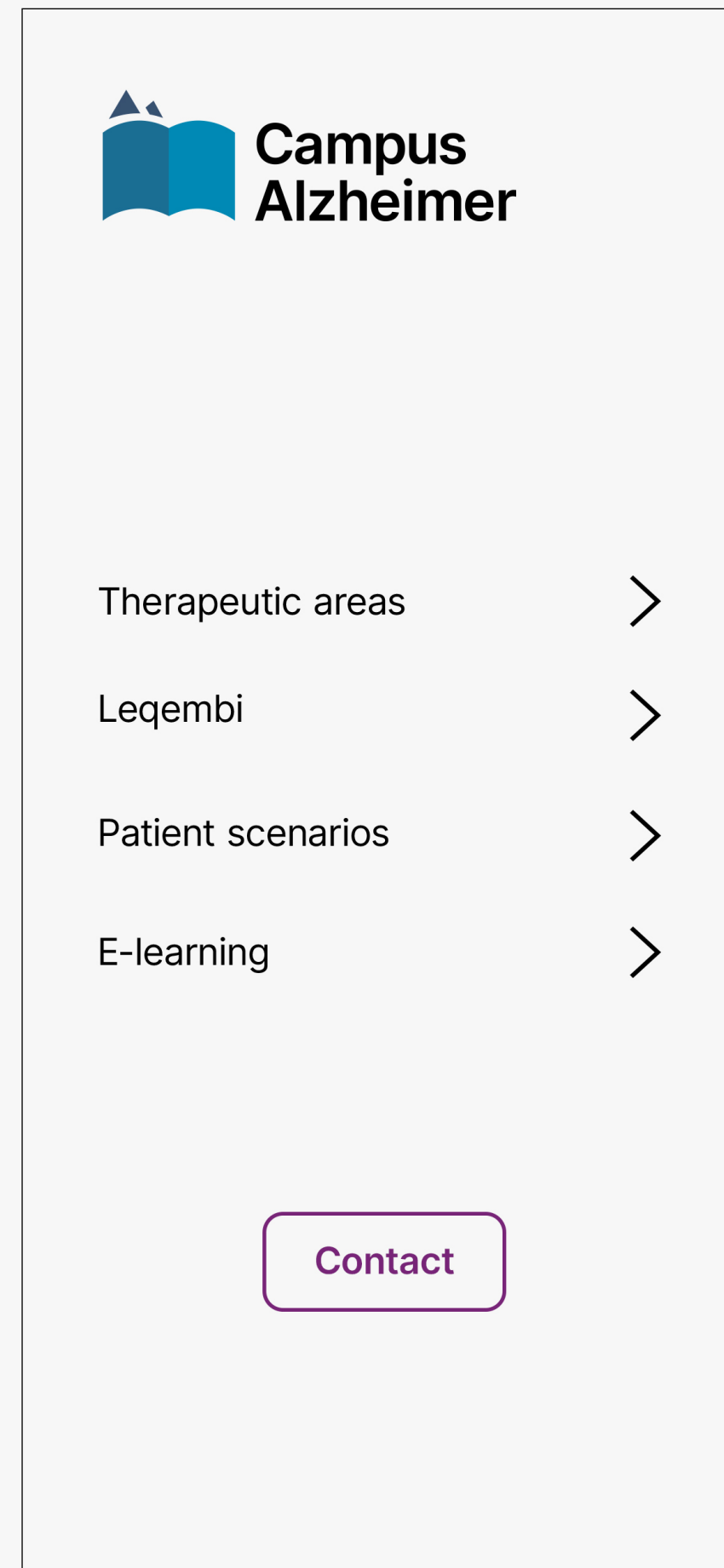
Videos och thumbnails

Videos on the portal should begin with an in-tro animation for "Campus Alzheimer", creating consistency.

Thumbnails follow a template that ties all educational content together as well as all product information. Thumbnails should not contain long sentences. The message should be summarized in a very short sentence, using big letters, ensuring readability on small screens and creating curiosity and a will to learn more.

Mauris hendrerit diam at suscipit semper

Cras ac vestibulum lorem

Fusce rutrum gravida velit et

Fusce rutrum gravida velit et

Nunc malesuada auctor

Suspendisse id aliquet lorem. Fusce lacus leo, laoreet at orci nec, posuere mattis tortor. Nunc malesuada auctor elit, at mollis neque imperdiet ac. Mauris arcu nisl, egestas et dictum in.

Nunc malesuada auctor 1/2

Suspendisse id aliquet lorem. Fusce lacus leo, laoreet at orci nec, posuere mattis tortor. Nunc malesuada auctor elit, at mollis neque imperdiet ac. Mauris arcu nisl, egestas et dictum in.

Nunc malesuada auctor 2/2

Suspendisse id aliquet lorem. Fusce lacus leo, laoreet at orci nec, posuere mattis tortor. Nunc malesuada auctor elit, at mollis neque imperdiet ac. Mauris arcu nisl, egestas et dictum in.

All videos

Product information

The web portal contains both educational and product information. Separate identity guidelines, but works together under the shared brand as a framwork.

Educational content colors can be used overlayed on product information, on buttons for an example.

Brand & logos

Both logos can be seen at the bottom of the website, together with individual contact information.

Health care professionals

Suspendisse id aliquet lorem. Fusce lacus leo, laoreet at orci nec, posuere mattis tortor. Nunc malesuada auctor elit, at mollis neque imperdiet ac.

BioArctic kontakt

BioArctic AB
Warfvinges väg 35
SE-112 51 Stockholm
Sweden
E-mail: info@bioarctic.com
Telefon: +46 8 695 6930

Eisai kontakt

Eisai Europe Limited
EMEA Knowledge Centre
Mosquito Way
Hatfield
Hertfordshire
AL10 9SN

Integer ultrices nec felis ac porttitor. Morbi at arcu eget ex rutrum egestas vel a mauris. Aenean eu urna finibus est pharetra cursus. Vivamus elementum eu nibh et mollis. Donec a eros rutrum, pulvinar dui sit amet, vehicula turpis. Maecenas at urna vitae felis accumsan rhoncus. Etiam elit sapien, aliquet quis sagittis id, hendrerit a felis. Vivamus at facilisis nunc. Ut mollis nisl ac arcu varius eleifend. Praesent imperdiet sodales felis et ornare.

Presentation material

Examples of how roll-ups and presentation
material for conferences can look.
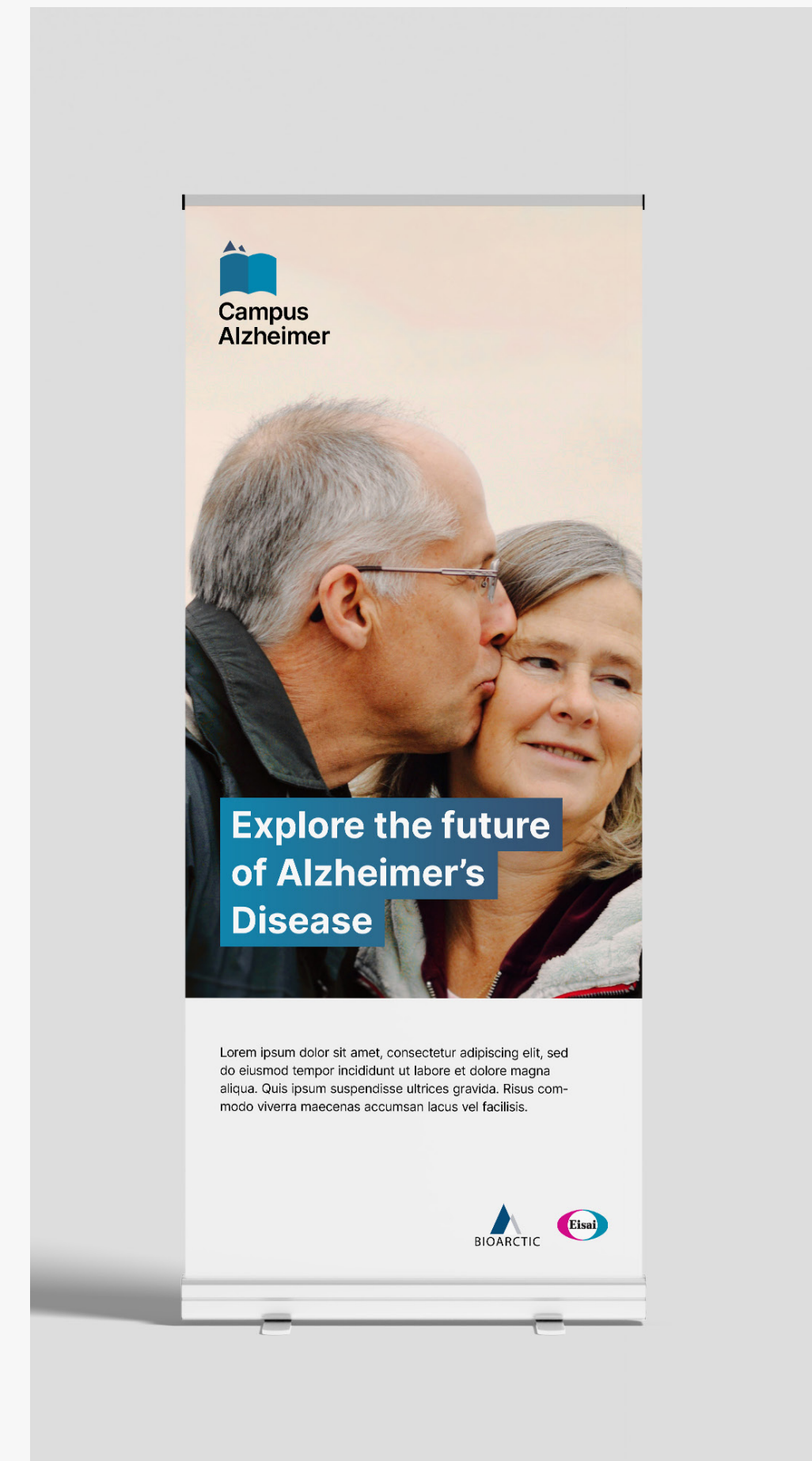
Banners

Given the smaller formats of banners, text content should be held at a minimum.

The smallest formats could be too busy if they contain too many elements, if so the design can be fully graphical without additional imagery.
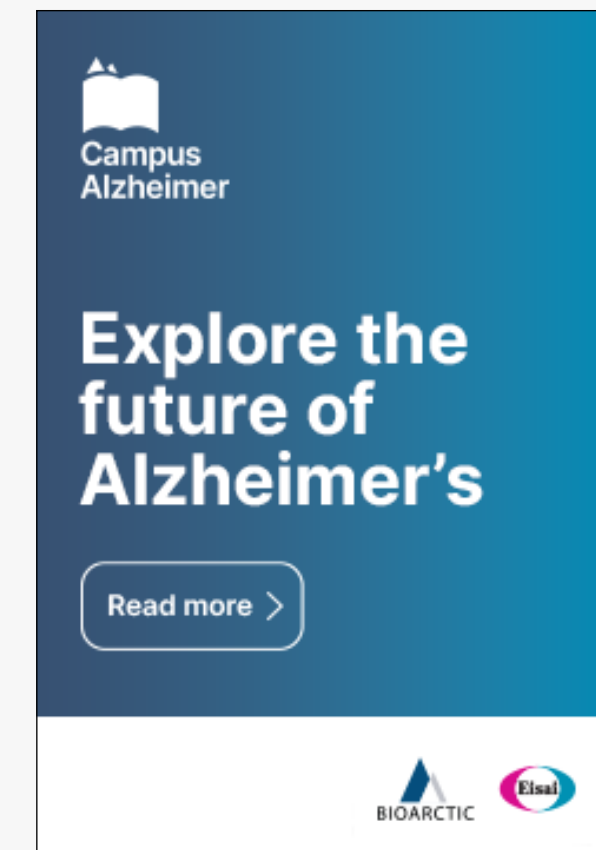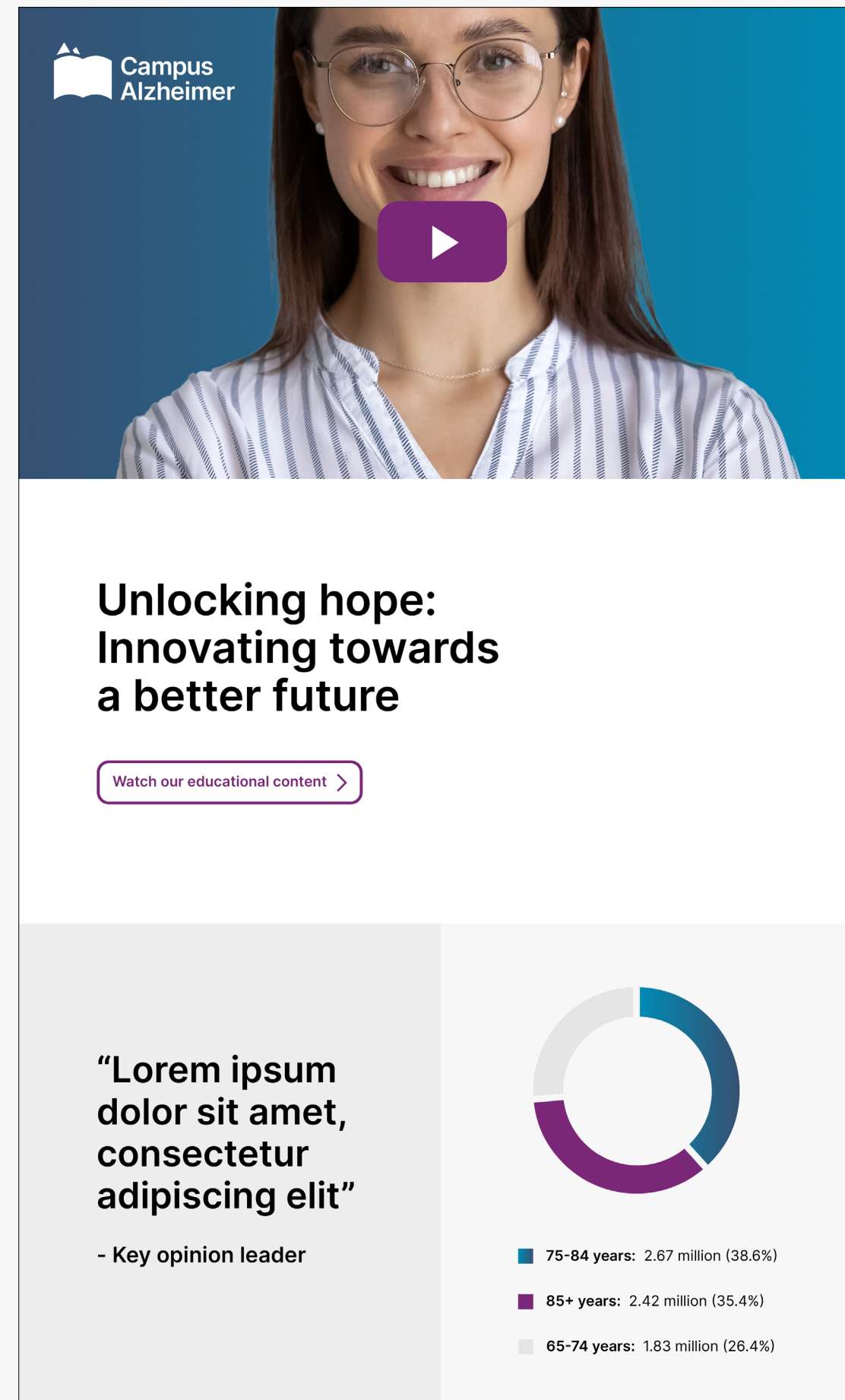
Banner: 980×240

Banner: 250×600

Banner: 250×360

Mailing

Mailings should reflect the web portal in it's design and contain similiar elements.