

GRAIL

Brand Guidelines

8.02.21

v3.0

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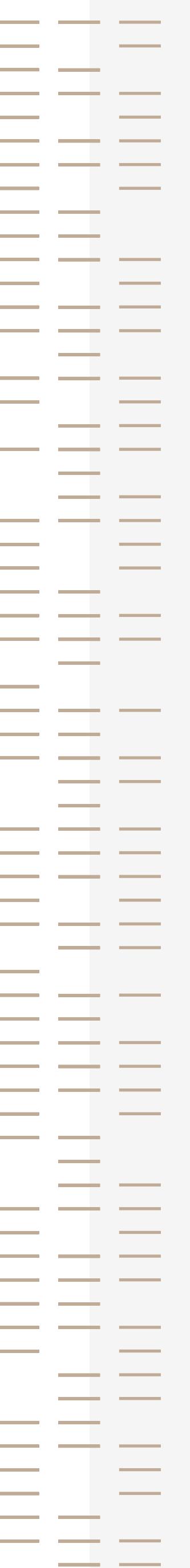
Iconography

Purpose of this document

The GRAIL brand guidelines highlight the details of the GRAIL brand identity, including verbal items such as messaging, tone and voice, and corporate narrative, as well as visual items and assets related to the logo, color, typography, photography, etc. The intended use of this document is to provide an overview of the GRAIL brand identity system and establish a clear set of rules to follow while executing any future brand activities. This document will be kept up to date with any additional changes as the brand develops in the future.

01

Who We Are



Our Values

-  **GRIT** We are **determined** and **resilient** because patients are counting on us.
-  **RESPECT** We **value diversity** and challenge each other respectfully.
-  **ACCOUNTABILITY** We **own** our decisions and keep our commitments.
-  **INTEGRITY** We adhere to our principles of **humility, transparency, and rigor**.
-  **LEADERSHIP** We make each other better by making **leadership** everyone's responsibility.

Corporate Narrative

GRAIL is working to address an unmet need that couldn't be more urgent: detecting cancer early, when it can be cured.

Today, cancer is a leading cause of death and about to become the first in the United States. That's in large part because we lack early screening for the majority of deadly cancers. Guideline recommended screening tests save lives, but they cover just five cancers and screen for a single cancer at a time. Cancers responsible for approximately 71% of cancer deaths have no recommended early detection screening. Multi-cancer early detection is one of the most promising new tools we have in the war on cancer.

Through what is believed to be the largest clinical study program ever conducted in genomic medicine, we have developed a first-of-its-kind multi-cancer early detection technology.

Our first product, Galleri, is a groundbreaking multi-cancer early detection blood test with the potential to help save lives and transform cancer care by detecting more than 50 types of cancer - over 45 of which have no recommended screening today. Using the Galleri test as a complement to recommended screenings has the potential to make a tremendous, positive impact on public health by reducing late-stage cancer diagnoses by nearly 70%.

This unprecedented technology has the potential to shape the future of cancer care, and we are working with tremendous urgency to make early detection accessible to as many people as possible [including those in underserved communities where higher rates of positive cancer diagnoses are observed].

We believe making multi-cancer early detection widely available will enable us to improve public health and the Cancer Detection Rate (CDR), or the rate at which cancers are detected early, before they become symptomatic and harder to treat successfully. The best way to improve the CDR is to expand access to early detection.

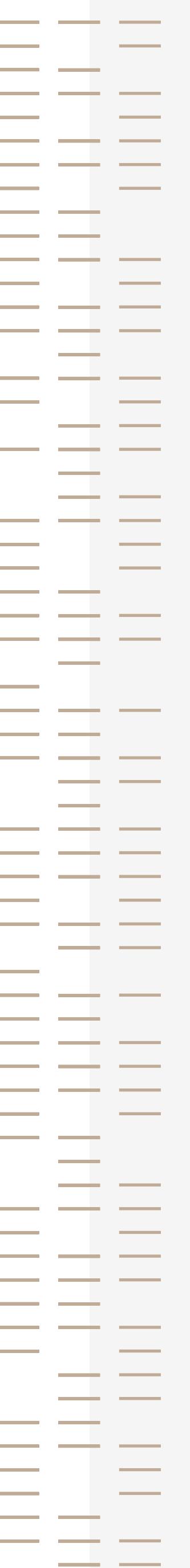
It is why GRAIL is partnering with healthcare providers, policymakers, advocacy organizations and leading research institutions to educate and rally society on the critical need for multi-cancer early detection.

Galleri is the first in a series of solutions from GRAIL's proprietary technology platform that's focused on winning the war on cancer. We are also developing tools to help accelerate cancer diagnoses, blood-based detection for minimal residual disease, and other post-diagnostic applications.

Together, we seek to not only transform cancer detection, but utilize our technology platform to transform healthcare more broadly.

02

How We Look



Logo

The GRAIL wordmark is symbolic of GRAIL's strength and inspired by GRAIL's mission. The simplicity of the mark reinforces the power of the name, while the graphic elements are designed to represent the science, technology and rigor behind the brand. The logo evokes an a sense of presence and precision that speaks to GRAIL's credibility and commitment.

The following pages are intended to demonstrate how to use the logo across a variety of situations to ensure consistent application.



Clear Space & Size

In order to maintain the integrity of the logo, a minimum space should be kept clear from other graphic elements at all times. This clear space is defined by the x-height of the logo (x), which is then increased to achieve a clear space distance of 1.5x around the entire mark.

Additionally, our logo should never be hard to read or recognize. Minimum sizes for print and digital are shown to retain legibility in all communications.



GRAIL

PRINT — .75" WIDE

GRAIL

DIGITAL — 45 PX WIDE

Incorrect Usage

The success of the brand depends on the GRAIL logo maintaining a consistent appearance in all communications. In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.

01



06



02



07



03



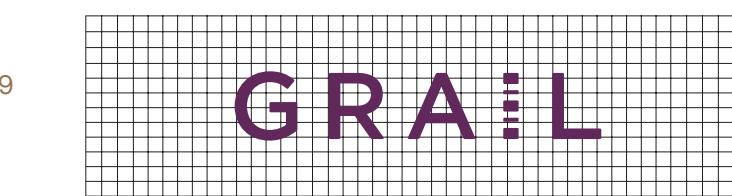
08



04



09



05



10



01 DO NOT ALTER THE COLOR OF THE LOGO

02 DO NOT SUBSTITUTE THE GRAIL LOGOTYPE FOR ANOTHER

03 DO NOT WARP, STRETCH OR CHANGE PROPORTIONS THE LOGO

04 DO NOT PLACE LOGO INSIDE A CONTAINER DEVICE

05 DO NOT ROTATE OR CHANGE THE ANGLE OF THE LOGO

06 DO NOT ALTER CUSTOM LOGOTYPE FEATURES

07 DO NOT FILL THE LOGO, OR ELEMENTS OF THE LOGO

08 DO NOT ADD EFFECTS OR TREATMENTS TO THE LOGO

09 DO NOT PLACE THE LOGO ON A COMPLICATED BACKGROUND

10 DO NOT PLACE THE LOGO ON A BACKDROP WITH LOW CONTRAST

Color Palette

GRAIL's color palette is designed to share a sense of warmth and approachability while maintaining an air of refined quality. Differing from brighter, more vibrant competitors, it positions GRAIL as a trusted advisor amongst an industry of more untested upstarts.

Please consult your printers for specific color matching activities and always use the PMS references to guide color matching conversations.

PRIMARY



CMYK	65, 93, 35, 24
RGB	97, 43, 92
HEX	#602B5B
PMS	2622U / 260C

CMYK	86, 100, 35, 33
RGB	59, 28, 82
HEX	#3B1C52
PMS	7680U / 2627C

CMYK	37, 51, 73, 16
RGB	148, 114, 79
HEX	#94724F
PMS	729 C/U

CMYK	72, 66, 65, 74
RGB	32, 32, 32
HEX	#202020
PMS	BLACK 3 C/U

SECONDARY



CMYK	65, 41, 82, 28
RGB	84, 103, 65
HEX	#546741
PMS	377U / 2279C

CMYK	66, 38, 35, 4
RGB	98, 133, 146
HEX	#628592
PMS	549 C/U

CMYK	20, 89, 98, 10
RGB	183, 61, 39
HEX	#B73D27
PMS	2033 C/U

CMYK	18, 40, 100, 34
RGB	210, 154, 33
HEX	#D29A22
PMS	3514 C/U

Extended Palette

On occasion there is a functional need for additional shades of colors to enhance comprehension of a message, or to provide additional clarity through visual hierarchy.

On such occasions, please reference the color values on this page for proper application of the extended palette.

100%	CMYK 65, 93, 35, 24 RGB 97, 43, 92 HEX #602B5B PMS 2622U / 260C	CMYK 86, 100, 35, 33 RGB 59, 28, 82 HEX #3B1C52 PMS 7680U / 2627C	CMYK 37, 51, 73, 16 RGB 148, 114, 79 HEX #94724F PMS 729 C/U	CMYK 72, 66, 65, 74 RGB 32, 32, 32 HEX #202020 PMS BLACK 3 C/U
85%	CMYK 57, 79, 31, 11 RGB 120, 75, 116 HEX #784b74 PMS 5135 C/U	CMYK 85, 100, 34, 34 RGB 59, 28, 82 HEX #583e6c PMS 7447 C/U	CMYK 34, 43, 61, 7 RGB 31, 36, 65 HEX a5886a PMS 728 C/U	CMYK 67, 60, 58, 44 RGB 0, 0, 26 HEX #424242 PMS 7540 C/U
70%	CMYK 47, 64, 26, 3 RGB 144, 107, 140 HEX #906b8c PMS 7661 C/U	CMYK 59, 66, 26, 6 RGB 274, 28, 52 HEX #766086 PMS 2360 C/U	CMYK 30, 35, 49, 1 RGB 31, 27, 71 HEX #b59d84 PMS 727 C/U	CMYK 60, 51, 51, 21 RGB 0, 0, 39 HEX #646464 PMS 430 C/U
50%	CMYK 33, 42, 18, 0 RGB 175, 149, 173 HEX #af95ad PMS 5215 C/U	CMYK 41, 44, 20, 1 RGB 59, 28, 82 HEX #9d8ea8 PMS 5285 C/U	CMYK 21, 24, 32, 0 RGB 31, 17, 79 HEX #cab9a7 PMS 726 C/U	CMYK 45, 37, 38, 3 RGB 0, 0, 56 HEX 909090 PMS 429 C/U
30%	CMYK 18, 23, 9, 0 RGB 206, 191, 206 HEX #cebfce PMS 5165 C/U	CMYK 26, 30, 10, 10 RGB 274, 8, 80 HEX #c4bbcb PMS 665 C/U	CMYK 11, 15, 21, 4 RGB 31, 14, 84 HEX #d6c8b9 PMS 4755 C/U	CMYK 11, 8, 9, 0 RGB 224, 224, 224 HEX #e0e0e0 PMS 656 C/U

100%	CMYK 65, 41, 82, 28 RGB 84, 103, 65 HEX #546741 PMS 377U / 2279C	CMYK 66, 38, 35, 4 RGB 98, 133, 146 HEX #628592 PMS 549 C/U	CMYK 20, 89, 98, 10 RGB 183, 61, 39 HEX #B73D27 PMS 2033 C/U	CMYK 18, 40, 100, 34 RGB 210, 154, 33 HEX #D29A22 PMS 3514 C/U
85%	CMYK 57, 36, 69, 14 RGB 88, 26, 49 HEX #6e67d5c PMS 2263 C/U	CMYK 56, 32, 30, 4 RGB 198, 25, 62 HEX #76929e PMS 550 C/U	CMYK 16, 75, 85, 9 RGB 14, 57, 79 HEX #ca7257 PMS 2031 C/U	CMYK 16, 33, 87, 1 RGB 41, 69, 85 HEX d8a842 PMS 2006 C/U
70%	CMYK 49, 31, 56, 5 RGB 88, 18, 58 HEX #879479 PMS 2262 C/U	CMYK 45, 25, 25, 0 RGB 196, 19, 70 HEX #90a9b2 PMS 551 C/U	CMYK 17, 63, 58, 2 RGB 9, 50, 80 HEX #cd7767 PMS 2030 C/U	CMYK 13, 26, 72, 0 RGB 41, 55, 87 HEX #dfb864 PMS 2008 C/U
50%	CMYK 32, 20, 41, 14 RGB 75, 14, 63 HEX #9ca18a PMS 2261 C/U	CMYK 31, 16, 17, 0 RGB 196, 12, 78 HEX #b0c2c8 PMS 552 C/U	CMYK 12, 42, 36, 0 RGB 9, 33, 86 HEX #db9e93 PMS 2338 C/U	CMYK 9, 17, 49, 0 RGB 41, 38, 91 HEX #e8cc90 PMS 7403 C/U
30%	CMYK 19, 11, 21, 0 RGB 88, 5, 82 HEX #ccd1c6 PMS 2260 C/U	CMYK 17, 8, 9, 0 RGB 196, 7, 87 HEX #d0dade PMS 642 C/U	CMYK 7, 24, 20, 0 RGB 9, 19, 92 HEX #eac5be PMS 2337 C/U	CMYK 5, 9, 27, 0 RGB 41, 22, 95 HEX #f1e0bc PMS 7401 C/U

Color Ratio

When applying color within the GRAIL brand, it's important to remain consistent. The diagram to the right shows the percentages of usage behind each color and should be followed when executing on branded materials and activations.



Typography

Designed to stand out, DM Serif is a high contrast, transitional typeface that present a strong, yet relatable personality, while lending a sense of credibility to your claims.

Maison Neue is a grotesque sans-serif typeface that lends the perfect balance of precision and personality. Designed for extreme legible and extended use, it gives our body copy the structure and relatable touch it needs to support Big Caslon's more expressive personality.

DM Serif

Our tests de
vnes of can

Maison Neue

We're not wa
ture of can

H1 | DM Serif (Regular)

H2 | Maison Neue (Book)

H3 | Maison Neue (Book)

H4 | Maison Neue (Book)

Working to transform cancer care through early detection.

GRAIL's mission is to detect cancer early, when it can be cured.

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CAPTIONS HEADER

Photography

Photography in the GRAIL brand is designed to share the same sense of revolutionary innovation that drives the company to lead the charge in transforming cancer care through early detection.

The following pages provide an outline to further understand and use the GRAIL photo system for consistent application across branded executions.



Photo Categories

Created to share a holistic representation of the work and impact GRAIL has on the world, the GRAIL photo system is made up of three categories, each of which serve a purpose in communicating the brand's mission. See the category descriptions on this page for more context on the three different categories.



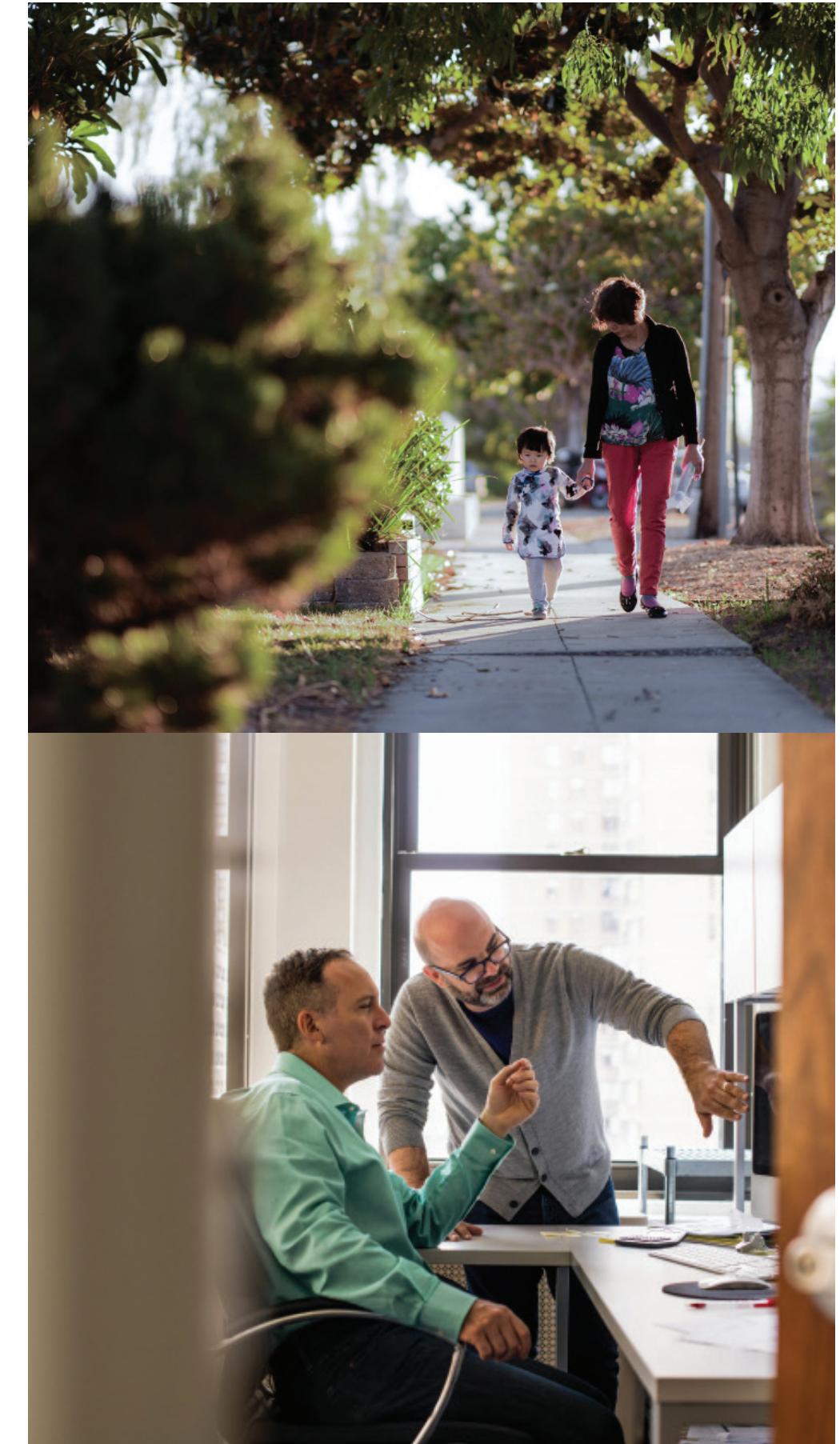
ACTIVATED LIVES

Created to highlight and support the transformative approach GRAIL takes on early cancer detection, photography in this category is largely outdoors, featuring subjects engaged in active pursuits like hiking, swimming, running.



SCIENTIFIC EXPERTISE

Designed to showcase the rigorous research and development GRAIL performs in its quest to create innovative solutions, this category focuses on the behind the scenes science that enables GRAIL's revolutionary new findings.



MOMENTS OF CLARITY

This category features individuals as well as groups engaging with the moment, whether in contemplation, activity, or companionship, the images here share the quieter moments of collaboration, connection, and clarity GRAIL enables by giving people the ability to take action with an early diagnosis.

Photo Style

Driven by warmer tones and strong contrast, imagery within the GRAIL brand is crafted to both inspire action and provide a sense of relatable comfort. When selecting or styling imagery, it's important to follow the guidelines shared on this page to maintain consistency of the overall look and feel of the brand.



✓ CANDID MOMENTS IN NATURAL SETTINGS

GRAIL imagery is centered on relatability and transparency. To that end, brand imagery should focus on candid moments captured in natural, well-lit settings.



✗ AVOID UNREALISTIC EFFECTS

Avoid distracting effects like light leaks, heavily applied color filters, etc. Instead, focus on images with more natural tones.



✓ DEPTH AND COMPOSITION

Whenever possible, utilize a shallow depth-of-field to focus viewers eyes on key areas of imagery. Additionally, it's important to establish a balanced mix of close ups, mid-range, and pulled back images for a more holistic presentation of the subjects at hand, this is important to keep in mind when creating or selecting new imagery.



✗ AVOID OVERLY STAGED PHOTOS

Instead select photos that feature authentic moments in candid environments.



✓ WARM TONES WITH DEFINED CONTRAST

Forms in imagery should be crisp and refined with defined shadows, sharper blacks, and subdued whites. Overall colors should skew to slightly warmer hues (red and yellow) to create a more balanced and welcoming look & feel.

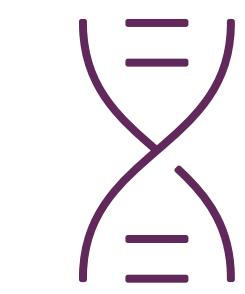
Graphics & Patterns

Sequencing plays a central role in GRAIL's graphical language. The variance in density of the lines create a sense of rhythm and movement and serve as a metaphor for the innovative computational techniques GRAIL uses to transform massive amounts of sequencing data into clinically actionable insights.

Iconography

When illustrating a concept or topic, iconography may be used to add visual assistance or interest. The iconography is drawn in a mono-weight fashion keeping the aesthetic clean and uniform. To provide additional visual interest and context, the icons should be rendered in two colors. The terminals of each open stroke have been rounded to pair with the brand identity.

Note: Whenever possible, iconography should be accompanied by a supporting title or headline.



ctDNA



EARLY DETECTION



PATIENT



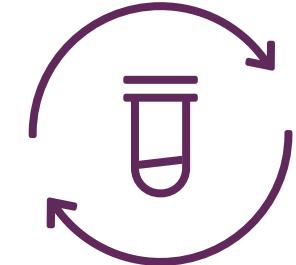
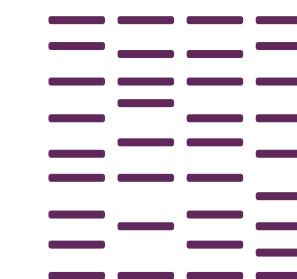
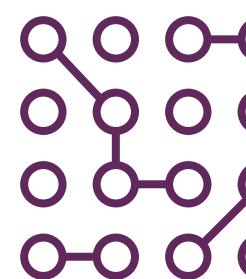
PHYSICIAN



GROWTH



PAYER

PAN-CANCER
BLOOD TESTHIGH-INTENSITY
SEQUENCING

COMPUTING POWER



COMMUNITY

CLINICAL
MAGNITUDE

HEALTH



FOOD



BALANCE