

INVIBRAGEN

Marketing Creative Brief

Jan 2026

Purpose

This brief defines the *core messaging, visual and emotional direction* for Invibragen's marketing. The goal is to align the brand's look and feel with Invibragen's **scientific rigor, credibility, and trustworthiness**.

Background

Invibragen delivers unprecedented throughput in molecular analysis, enabling labs to process dramatically more samples with greater speed and efficiency - lowering costs and opening the door to entirely new discovery possibilities. This positions Invibragen not simply as a faster service, but as a new kind of discovery engine.

Working with complex biological samples where precision and control are essential, **Invibragen separates true biological signals from noise** through faster, more sensitive, and more comprehensive measurement – ultimately unlocking deeper biological insight.

Target Customers

Academic, Biotech and industrial research labs (see *Appendix*).

Primary Messaging Principle: Outcomes Over Features

While Invibragen's technology is highly advanced, the primary role of its marketing is to help researchers quickly understand its relevance and value. A common mistake in scientific communication is focusing solely on product features, rather than the researcher's real-world challenges. Invibragen avoids this pitfall by meeting researchers where they are - acknowledging constraints such as time pressure, limited budgets, and the need for clear, interpretable results.

Core Creative Concept

Move Faster. Spend Less. Discover More.

Invibragen represents clean, cutting-edge intelligence - a modern scientific platform that helps labs move faster, make better use of existing resources, and scale discovery beyond what traditional workflows allow.

- From a copy perspective, this means leading with outcomes researchers care about: faster turnaround, fewer re-runs, lower cost per result, and clearer biological signal - rather than technical features alone.
- From a design perspective, this means reducing visual and conceptual noise, prioritizing clarity, and presenting complex science in a way that is immediately interpretable and trustworthy.

Brand Personality (How Invibragen should sound and feel)

- Intelligent and precise
- Calm and controlled
- Scientifically rigorous
- Transparent and evidence-led

- Modern but grounded
- Human-guided

What Invibragen Is *Not*:

- Not edgy or hype-driven startup tech
 - Not dark, mysterious, or black-box
 - Not emotional or story-first (lifestyle)
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Visual Brand Summary

Invibragen's visual identity is built to reduce noise and increase clarity. Every design decision should reinforce precision, interpretability, and trust. *If a design feels busy, colorful, or dramatic, it is likely off-brand.*



Color Rules

- **Light-first design:** White space is intentional and essential
- **Restrained color use:** Color guides attention; Nothing rushed, flashy, or overstated

Guides

- **Off-White (# F2F2F2):** Primary canvas
- **Light Gray (#FFFFFF):** Structure and separation
- **Calm Teal (#5EBABA):** Brand signal and emphasis
- **Light Mint (#D8FFDC):** Subtle support
- **Charcoal (#7F8183):** Readable, academic text

Typography

Typography should feel *confident and composed*, not trendy or playful.

- **Headlines:** Editorial or academic-feeling serif (signals credibility and seriousness)
- **Body copy:** Clean, modern sans-serif (clarity and readability)

Layout & Structure

The layout should feel *intentional and breathable*, reflecting precision and control.

- Generous white space
- Clear hierarchy and pacing
- Minimal clutter
- Information presented in a calm, digestible way

Imagery & Visuals

- Data or diagrams used selectively and clearly
- Abstract scientific visuals (flows, gradients, fields, particles)

- Clean instrument or technology details (minimal backgrounds)

Avoid:

- Stock photos; Overly literal or cliché biotech imagery; Emotional storytelling

Marketing Asset Goals

- **Website:** The website is our central source of truth - establishing credibility, telling Invibragen's full story, and converting interest into conversations. This is where serious prospects go to evaluate credibility and fit. It should:
 - Explain our value prop in depth
 - Establish scientific legitimacy
 - Provide proof points, handle skepticism
 - House detailed use cases, published papers, etc.
 - Introduce the team
 - Convert interest into discussions:
 - Start a conversation / request a pilot / contact us
 - Be discoverable! (SEO)
- **Pamphlet:** The pamphlet is not meant to explain everything - it is meant to spark interest, orient the reader, and prompt action/follow-up. It should:
 - Communicate what Invibragen does
 - Reinforce key differentiators
 - Be highly scannable and visual
 - Be memorable
 - Make it easy to follow up
 - Drive traffic to the website or direct outreach

APPENDIX

Target Customers

- **Near-Term: Academic Labs:** Academic labs represent the best first customers for Invibragen's services and should be the primary audience for the initial website, pamphlet, and outreach. This group enables Invibragen to build proof, reputation, and scientific legitimacy quickly.
 - Open to novel technologies
 - Strong fit with discovery-based workflows
 - Willing to pilot and validate
 - Generate publications, credibility, and references
 - Lower procurement friction
 - Operating under tight research budgets
- **Mid-Term: Industrial & Pharmaceutical Research Labs:** Once academic validation is established, outreach can expand to labs which bring larger budgets, higher volume potential, and longer sales cycles.
 - Biotech labs: Genentech, Amgen, Gilead Sciences, AbbVie, Regeneron, Biogen, Moderna
 - Pharma R&D: Merck, Lilly, Pfizer, Novartis, Johnson & Johnson, AstraZeneca, Bristol-Myers Squibb
 - Clinical CRO's: (Contract Research Organizations): Eurofins, IQVIA, ICON, Charles River Laboratories, Syneos Health, WuXi AppTec, BioAgilytix, Labcorp
 - Government and Forensic Labs: FBI, crime labs, public health agencies
- **Longer-Term:**
 - **Instrumentation Companies:** While instrumentation companies would mainly be interested in the Spanda platform itself, they may initially engage through services to validate the technology, assess market traction, and reduce acquisition or integration risk.