ACCELERATE DIAGNOSTICS®

Accelerate Diagnostics, Inc.

Brand Style Guide

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1. The Brand

A brand can be summarized as the lasting impression of a company in the minds of its customers, employees, other stakeholders, and the greater public. Leveraging a unique culture of responsibility and collaboration, Accelerate Diagnostics (AXDX) creates, produces, and markets transformative technology that delivers lifesaving answers for patients with serious infections. The company and its team members aspire to form a lasting impression as:

- Creating exceptional customer experiences
- Providing breakthrough innovative solutions for fighting infectious diseases and antibiotic resistance
- Delivering lifesaving answers for patients with serious infections
- Inspiring others to do more

Building and maintaining strong recognition of these and other impressions of our company require an intentional and consistent approach to communicating our identity. Brand Central on the Accelerate Intranet provides information about the core elements of Accelerate Diagnostics' design system, including our purpose, mission, cultural beliefs, and design principles.

This Brand Style Guide is designed to help everyone contribute to the brand by ensuring that Accelerate Diagnostics is presented in a consistent and accurate manner.

1.1 Personality

Accelerate Diagnostics is open, enthusiastic, and bold, with a vibrant energy that's catching. We're conscientious: balancing purpose, passion, and a sense of responsibility to our customers, patients, and each other. We're focused on building a sustainably profitable commercial enterprise, thereby enabling further innovation and commercial expansion to positively impact an ever-growing number of patient outcomes. We're collaborative: sharing knowledge and opinions and allowing others to share theirs. We engage our audiences with stories that resonate. We speak to the individual but include everyone. We're aspirational: never satisfied with the status quo, always ready to do more. We're a member of the community: supporting and empowering others as a peer, not an authority figure or a salesperson.

1.2 Voice

Our voice is authentic, relevant, and human. Depending on the context, we can be serious and authoritative, such as in technical literature, or warm and witty, as in social media. We're never dogmatic, myopic, or self-aggrandizing. If the situation allows, we'll be fun and funny but not forced. Our tone is always as familiar as the context allows, and we seek the plainest, clearest language to express ourselves.

2. Trademarks

A trademark is a brand name and includes any word, name, symbol, device, or combinations used to identify and distinguish goods or services from others as well as to indicate the source for the goods or services. Accelerate Diagnostics claims and consistently uses certain trademarks to signal that the goods or services they receive come only from Accelerate Diagnostics and no other company. Consistent and proper use of marks and trademarks are key to their defense.

Trademarks, patents, copyrights, and trade secrets are parts of the company's intellectual property arsenal and warrant protection from any who may try to infringe them. Consistent misuse of Accelerate Diagnostics marks may render them unenforceable over time. Therefore, the proper usage of marks is imperative in retaining their value.

2.1 Current trademarks and usage

The company's current word marks include the following:

ACCELERATE DIAGNOSTICS
ACCELERATE PHENO
ACCELERATE PHENOTEST
ACCELERATE ARC

Additional company trademarks include:

2.2 Product names and formatting

Most of our trademarks are registered in the United States and the European Union, as well as certain other important markets. Registered trademarks are indicated by the ® symbol after the trademark. In the United States and certain other jurisdictions, trademarks can also be unregistered (common law), and are indicated by the ™ symbol after the unregistered trademark. The trademarked portions of each product name (e.g., Accelerate Pheno®) form an adjective. Be sure to accompany each trademark with the relevant noun, such as “system” or “kit,” to properly refer to the product.

Note the capitalization of the “P” in “Pheno”, the “P” and “T” in “PhenoTest”, and the “A” in “Arc” for sentence case. Fully capitalized versions are typically reserved for headings, marketing collateral, or printed labels, and can be used to clearly indicate which words make up a trademark.

Accelerate Pheno® system
ACCELERATE PHENO® system
Accelerate PhenoTest® BC kit, ID/AST configuration
ACCELERATE PHENOTEST® BC kit, ID/AST configuration
Accelerate PhenoTest® BC kit, AST configuration
ACCELERATE PHENOTEST® BC kit, AST configuration
Accelerate Arc™ module
ACCELERATE ARC™ module
Accelerate Arc™ BC kit
ACCELERATE ARC™ BC kit

The Accelerate Pheno® system consists of multiple instrument modules...
The system software will automatically update... [trademark omitted to simplify]

The Accelerate PhenoTest® BC kit is easy to use...
Storage for the ACCELERATE PHENOTEST® BC kit should be... Storage for the kits should be... [trademark omitted to simplify]

Mistakes to avoid when using product names:

- Improper capitalization and italicizing of the mark:
  - The ACCELERATE *pheno* system...
  - The Accelerate ARC kit
- Improper use as a noun and missing “Accelerate”:
  - The Pheno will...
- Improper plural form, missing “Accelerate”:
  - How many PhenoTests do we need?

2.3 Proper use of marks and trademarks

We generally register all our trademarks in the United States, European Union, and certain other jurisdictions. Therefore, for materials that are global in nature or targeted at the US or EU, please use the ® symbol to indicate that the trademark is registered. For materials targeted exclusively at countries or regions outside the US or EU, consult with AXDX Legal to determine whether to use a ® or ™ symbol, or no symbol at all.

When using trademarks in written materials, current AXDX Legal guidance dictates that the first instance of the trademark shall include the ® or ™ symbols, but any subsequent use of the trademarks within the same document do not need to include these symbols.
For example:

- "The Accelerate Pheno® system and Accelerate PhenoTest® BC kit provide fully automated antibiotic susceptibility results with MICs direct from positive blood cultures. The Accelerate PhenoTest BC kit reduces the time clinicians must wait to determine…"

DO:

√ Use trademarks as adjectives, e.g., Accelerate Pheno® system
√ Use capital letters, bold print or quotation marks to distinguish trademarks in their first occurrence in any content, e.g., **Accelerate PhenoTest®** BC kit, ACCELERATE PHENOTEST® BC kit
√ Use the trademark (™) symbol for unregistered trademarks
√ Use the trademarks consistently on labels, advertising, packaging and website
√ Use the registered (®) symbol to indicate a registered trademark

DON'T:

× Use trademarks as a noun, e.g., never write "place the PhenoTest in the instrument"
× Use them in possessive or plural forms, e.g., never write "Accelerate Pheno's computer"
× Abbreviate or shorten a trademark, e.g., never write "the results from the Pheno"
× Use a trademark as a verb, e.g., never write "did you PhenoTest this sample"
× Use a registered trademark symbol targeted outside the US or European Union without consulting AXDX Legal about the jurisdiction in which the trademark is registered

2.4 Disclosure of copyrights, marks and trademarks

Clearly communicating the ownership and claim of copyrights, marks, and trademarks is necessary to prevent confusion, as is disclaiming the copyrights, marks, and trademarks of other third-parties that may occasionally be used in comparative content.
Copyrights, different from marks and trademarks, protect original works of authorship including literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, computer software, and architecture. Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed.

Disclosure example:
Copyright © 2021 Accelerate Diagnostics, Inc. All Rights Reserved.
The “ACCELERATE DIAGNOSTICS” and “ACCELERATE PHENO” and “ACCELERATE PHENOTEST” and “ACCELERATE ARC” logos and marks are trademarks or registered trademarks of Accelerate Diagnostics, Inc.

Disclaimer example:
All non-Accelerate Diagnostics product and company names are trademarks (™) or registered (®) trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement of Accelerate Diagnostics, Inc. by them.

2.5 Logo Usage

2.5.1 Corporate Logo

The Accelerate Diagnostics corporate logo is a core element of the company's brand and should be used to "mark" its works, products, and property. Both the company name and the corporate logo are protected as registered trademarks in the United States, Europe and certain other jurisdictions.

When consistently used, the corporate logo is one of the most powerful ways of identifying the company. Over time, the corporate logo may come to represent concepts such as "innovative," "forward-thinking," "reliable," and "customer-focused." Careful and consistent use of our logo is paramount in developing a strong brand identity.

The Accelerate Diagnostics logo consists of the three-color stylized diamond icon and two-color wordmark. These elements have been arranged in a specific size and spatial relationship to form the trademark. Altering this composition is not permitted. The horizontal format and color configurations of the logo that follow are appropriate for most applications.

Please note that this may not be a true representation of color. It may have been reproduced by a color copier or viewed on a computer monitor. Refer to a Pantone® color chip guide for accurate color representation.

2.5.2 Proper Logo Variants

The following ACCELERATE DIAGNOSTICS logo versions have been created to provide maximum usability across a variety of applications. Printing capability, background color and textures will determine which logo you should use.

Three-color: use this version whenever possible, as long as there is clear readability.

One-color: use the solid blue and solid gray versions only for applications requiring one- or two-color printing. Use the solid black version only for applications requiring one- or two-color printing or if the blue or gray versions are not available or do not fit with the overall design. Do not print the Accelerate Diagnostics logo in any color other than those colors shown below.

Reversed: use the white reversed version against one of the primary colors in the palette, or against a dark photo or background where there is sufficient contrast.

2.5.3 Improper Use

Maintaining the integrity of the corporate logo is essential to projecting a consistent look. Alterations to it may degrade its value and confuse customers. Examples of alterations to avoid are illustrated here:

Do not stretch, skew, or condense the logo.

Do not use the logo on an angle.

Do not apply the logo on a heavily textured or patterned background.

Do not put a box (or any other shape) around the logo.

Do not use a color other than what has been specified for the logo.

Do not add a drop shadow to the logo.

Do not restructure the logo's components.

Clear Zone

A clear space around logos ensures clarity of presentation when placed in a layout or put on a product. This minimum distance is calculated using the 'X' height which is equal to the total height of the stacked words 'Accelerate Diagnostics.' 1X is the minimum space allowed surrounding the outermost edges of the logo. Allowing more space, when possible, is always recommended.

2.5.4 Product Logos

When applied directly to the goods or service, the generic noun is not required. When a trademarked product brand is used next to or separate from the actual goods or service, the generic noun is included.

ACCELERATE pheno®

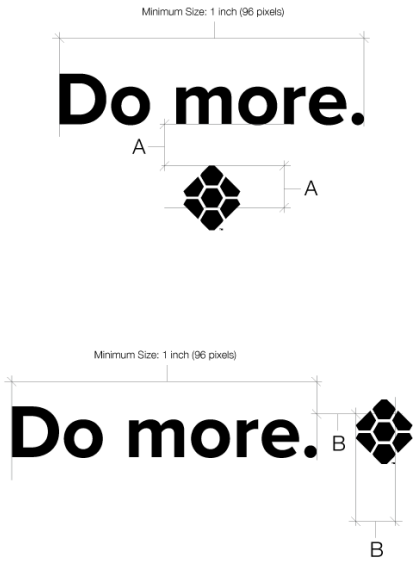
ACCELERATE pheno® SYSTEM

ACCELERATE ARC™

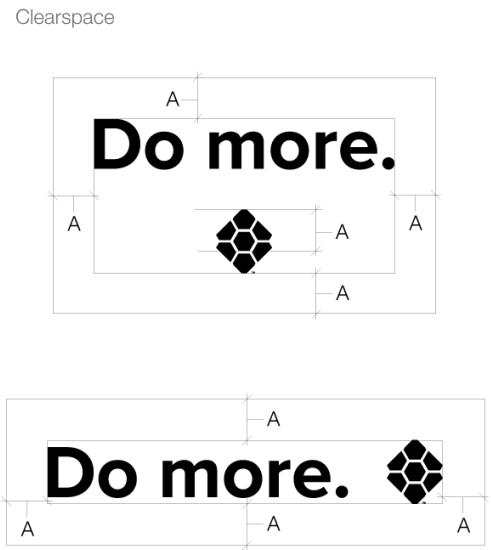
ACCELERATE ARC™ MODULE

2.5.5 Do More Logo

Sizing



Clearspace



2.6 Logo Files

	For Print	For Digital
Accelerate Diagnostics Corporate Logo	EPS download	PNG download
Accelerate Diagnostics Corporate Logo — White	EPS download	PNG download

	For Print	For Digital
Accelerate Pheno® system Logo	EPS download	PNG download
Accelerate Pheno® system Logo — White	EPS download	PNG download

	For Print	For Digital
Accelerate Arc™ Logo	EPS download	PNG download
Accelerate Arc™ Logo — White	EPS download	PNG download
Accelerate Arc™ Module Logo	EPS download	PNG download
Accelerate Arc™ Module Logo — White	EPS download	PNG download

	For Print	For Digital
Diamond Logo	EPS download	PNG download
Diamond Logo — White	EPS download	PNG download

	For Print	For Digital
Do More Logo — Horizontal	EPS download	PNG download
Do More Logo — White — Horizontal	EPS download	PNG download

	For Print	For Digital
Do More Logo — Stacked	EPS download	PNG download
Do More Logo — White — Stacked	EPS download	PNG download

2.7 Co-branding, Co-marketing, and Authorized Partners Guide

Co-branding is the use of more than one brand on a product or service to take advantage of the combined reach, sentiment, and following of each brand. Accelerate Diagnostics has very few co-branded products or services. One example is a QC kit for antimicrobial susceptibility testing. The organisms come from a reputable supplier known across the market. We provide the rest. By co-branding this item, the reputation of the supplier combined with our technology creates a complimentary impression for customers.

Co-marketing is closely related to co-branding, but distinct in that brands work collaboratively to promote a new combined set of benefits from their individually branded products or services. Examples of co-marketing include RedBull and GoPro, the Indianapolis 500 and Chevy Corvette pace car, or Nike+ and Apple.

Accelerate Diagnostics also uses the expertise of authorized distributors to extend its sales and marketing capacity in select geographies and segments.

2.7.1 Authorized Partners Guide

The Accelerate Diagnostics brand is a promise of excellence to our customers. The following authorized partner guidelines will ensure our distributors are able to maintain the integrity of that promise and use it to its greatest potential. The following guidelines help our channel partners appropriately represent themselves, in relation to our brand on social media, signage, digital properties, and other applications. This is important because our company bears the greater responsibility for the accurate description of product and safety claims, as well as the expectations set with our customers.

Authorized Partner/Distributor Use of Logos
It is not required that the Accelerate Diagnostics logo be included on all print marketing or other communications developed by distributors in which Accelerate Diagnostics products are represented. However, when the Accelerate Diagnostics logo is being used with the partner/distributor name or logo, the following guidelines apply:

- The logo use and trademark guidelines below must be followed.
- The Accelerate Diagnostics brand should be of equal size to other brands represented.

Horizontal Layout
When another brand logo or entity is being associated with the Accelerate Diagnostics logo, they need to be separated by at least the X-height of the Accelerate Diagnostics logo.

Stacked Layout
When a horizontal treatment will not work due to space or design constraints, the logos may be stacked with another brand logo. The logos should be centered and spaced apart by at least the X-height of the Accelerate Diagnostics logo.

3. Color

The primary colors for Accelerate Diagnostics are Light Blue (PMS 2925), Dark Blue (PMS 7693) and Gray (PMS 425). These, or their RGB, CMYK and HEX equivalents must be used correctly on all collateral, websites, advertising, promotional materials, environmental graphics and marketing materials. These colors will vary slightly by media type and also when printed on a coated vs. uncoated stock.

Please note that the tiles below may not be true representations of color. Refer to a Pantone® color chip guide for accurate color representation.

Primary Palette:

PMS: 2925 C
CMYK: 85 / 21 / 0 / 0
RGB: 0 / 152 / 221
HEX: #009ADD

PMS: 7693 C
CMYK: 100 / 52 / 0 / 37
RGB: 0 / 72 / 118
HEX: #004876

PMS: 425 C
CMYK: 0 / 0 / 0 / 80
RGB: 84 / 88 / 90
HEX: #54585a

Secondary Print Palette: These secondary colors can be used in addition to the Primary Palette.

PMS: 7690 C
CMYK: 87 / 16 / 0 / 30
RGB: 0 / 112 / 150
HEX: #007096

PMS: 2955 C
CMYK: 100 / 60 / 10 / 53
RGB: 5 / 66 / 102
HEX: #054266

PMS: Cool Gray 4 C
CMYK: 12 / 8 / 9 / 23
RGB: 187 / 188 / 188
HEX: #bbbcbc

Secondary Power Point Palette: Secondary colors can be used in addition to the Primary Palette.

PMS: 144 C
CMYK: 2 / 55 / 100 / 1
RGB: 219 / 137 / 22
HEX: db8916

PMS: 142 C
CMYK: 4 / 26 / 83 / 0
RGB: 230 / 188 / 82
HEX: e6bc52

PMS: 368 C
CMYK: 60 / 0 / 96 /0
RGB: 139 / 191 / 84
HEX: 8abf54

PMS: 338 C
CMYK: 54 / 0 / 39 / 0
RGB: 144 / 204 / 177
HEX: 90ccb1

Secondary GUI Palette: Secondary colors can be used in addition to the Primary Palette.

PMS: 360 C
CMYK: 63 / 0 / 73 / 0
RGB: 117 / 174 / 108
HEX: 83bd78

PMS: 179 C
CMYK: 0 / 88 / 80 / 0
RGB: 196 / 69 / 57
HEX: d04740

PMS: 315 C
CMYK: 90 / 48 / 25 / 4
RGB: 62 / 99 / 130
HEX: 007a97

4. Typography

The following font families should be used for all Accelerate Diagnostics marketing collateral to maintain a consistent look across all mediums and maintain the brand identity.

The Proxima Nova font family should be used when typesetting advertising and marketing collateral layouts, from headlines to blocks of copy.

Proxima Nova

ABCDEfghijklmn123456789 Light

ABCDEfghijklmn123456789 Light Italic

ABCDEfghijklmn123456789 Regular

ABCDEfghijklmn123456789 Regular Italic

ABCDEfghijklmn123456789 Semibold

ABCDEfghijklmn123456789 Semibold Italic

ABCDEfghijklmn123456789 Bold

ABCDEfghijklmn123456789 Bold Italic

The Arial font family should be limited to digital media and internal communications documents and not used in professionally produced collateral.

Arial

ABCDEfghijklmn123456789 Arial Regular

ABCDEfghijklmn123456789 Arial Italic

ABCDEfghijklmn123456789 Arial Bold

ABCDEfghijklmn123456789 Arial Bold Italic

The Helvetica Neue font family should be limited to use in headlines or large-scale treatments such as banners in print and physical media. Helvetica Neue (or Helvetica) may be used in digital media for reasons of usability, accessibility, and/or legibility, particularly in data-heavy applications.

Helvetica Neue (TT)

ABCDEfghijklmn123456789 Ultra Light

ABCDEfghijklmn123456789 Ultra Light Italic

Headers

Lorem ipsum dolor sit amet

Sub Header

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Body Copy

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Captions

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References (refer to the Technical Style Guide for proper reference format)

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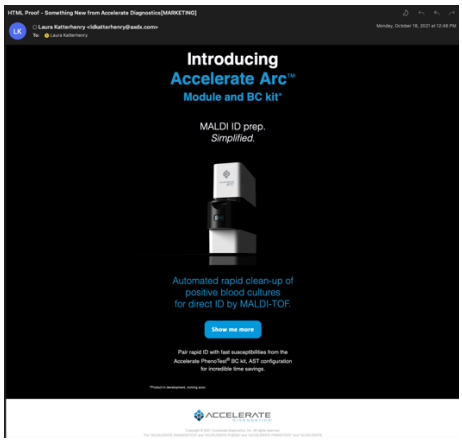
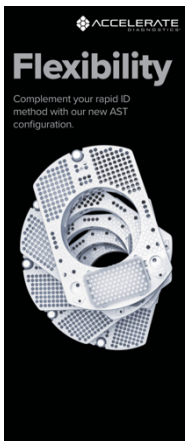
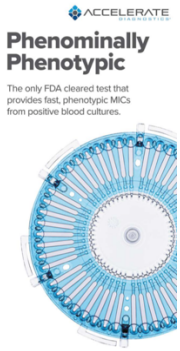
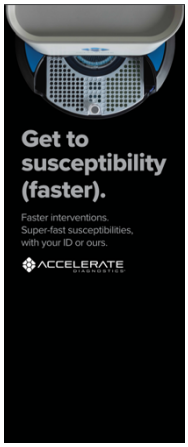
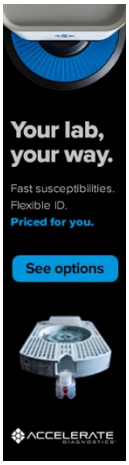
4.1 Font Usage in Print, Digital, and Exhibition Applications

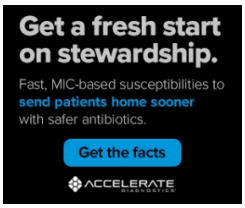


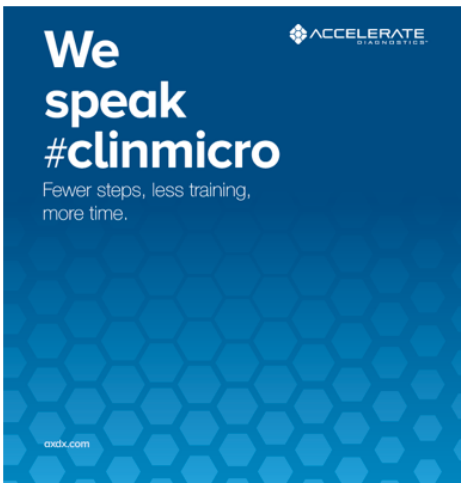


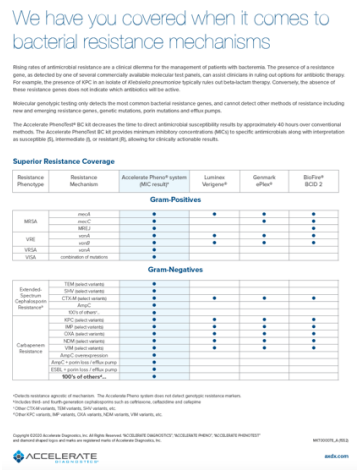












5. Technical Style Guide

The company's Technical Style Guide covers all scientific, technical, and medical writing. You may find that document at Brand Central on the Accelerate Intranet here: https://accelr8.sharepoint.com/:b:/s/IX/EROLFcE08tZPgPIdnVO2v84BWq4Rbhloghd9r3P9jLHnOA?e=3TPK7p