



# **BRAND IDENTITY GUIDELINES**

2023 | Version 1.0



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# INTRODUCTION

The background is a solid dark green. On the right side, there are several thin, bright orange lines. These lines form large, sweeping curves that sweep from the top right towards the bottom left, creating a sense of movement and framing the central text area.

# WHO WE ARE

## Innovation Framework: Our North Star

The Innovation Framework codifies our reason for being and details everything from our purpose to our process.

Refer to this document often, ensuring your work is aligned with its vision and strategies, and course-correcting when it’s not.

[Download the Innovation Framework ›](#)

### Innovation Framework

#### Ideation

Ideas we believe in

##### The general situation

The circumstances the world is in

- Obesity is a growing driver of colossal health & economic burden globally
- Current management is ineffective & too expensive
- Discovery of GLP-1RAs has opened new opportunities
- Current market is dominated by a duopoly
- Disruptive innovation is an attractive opportunity

##### Purpose

Reduce the physical, emotional & economic burdens of obesity -thereby creating value for all stakeholders

##### Vision

Consumers – particularly those with health risk from obesity – have a great experience losing weight, sustaining it and improving their lives at affordable cost long term

##### Goals by 2050

- Reverse or prevent 5M cases of T2DM
- Reduce 25 million life years lost per year
- Reduce direct health costs by \$100B
- While generating \$50B shareholder value

##### Capabilities that matter

- Disruptive innovation
- Efficient, multidisciplinary evidence generation
- Low-cost high-scale manufacturing
- Delivering great consumer experiences

##### Quality

We care & our stakeholders & partners experience that caring

##### Identity

- We are empathetic, data-driven, disruptive & trustworthy

#### Core Business Process

How we intend to create value

##### Identify needs

What is the job to be done?

- Reduce obesity-inducing intake
- Change life-long behaviors

What are the specific innovation opportunities?

- Reduced disutility
- Scaling

What is the customer (including consumer) value proposition?

- Better life (tbd)

##### Develop solutions

Target profile of solution

- Easier to use
- More tolerable
- Just as or more effective
- Lower cost

Search for & secure technology

- GLP-1RA & combinations
- Oral delivery
- Lowest possible COGs

Generate evidence with customers & consumers & other stakeholders

- Efficient data generation
- Stakeholder participation

##### Manage change

Implement solution with customers, consumers & other stakeholders

Measure impact with customers

Iterate core business process

#### Strategy

What we choose to focus on

	Specific situation	Main choices	Action plans
Competitive	<ul style="list-style-type: none"><li>Massive global market</li><li>Growing Wegovy / Mounjaro</li><li>Scale &amp; cost of goods matter</li><li>Duopoly (others entering)</li><li>Activated consumers</li><li>Defensive payers</li></ul>	<ul style="list-style-type: none"><li>Global strategy day-1</li><li>Benchmark everything</li><li>Low PPE investment</li><li>Disruptive innovation</li><li>Engage consumers</li><li>Partner with payers</li></ul>	<ul style="list-style-type: none"><li>Develop multiple products</li><li>Super-efficient evidence generation</li><li>Manufacture via partners</li><li>Attack disutility</li><li>Execute consumer launch</li><li>Engage payers up-front</li></ul>
Human	<ul style="list-style-type: none"><li>Biopharma + consumerism</li><li>Lifelong consumer quest</li></ul>	<ul style="list-style-type: none"><li>Multidisciplinary talent</li><li>Provide lifelong engagement</li></ul>	<ul style="list-style-type: none"><li>Recruit &amp; empower diversity</li><li>Create compelling experience</li></ul>
Financial	<ul style="list-style-type: none"><li>Capital intensive</li><li>Risk of dilution</li></ul>	<ul style="list-style-type: none"><li>Build leading syndicates</li><li>Tranche with value step-ups</li><li>Access public markets early</li></ul>	<ul style="list-style-type: none"><li>Active constant engagement</li><li>Just-in-time financing</li><li>Run it like its already public</li></ul>
Communications	<ul style="list-style-type: none"><li>Major current coverage</li><li>Likely over-exuberance</li></ul>	<ul style="list-style-type: none"><li>Stay quiet until POC</li><li>Simple measured messages</li></ul>	<ul style="list-style-type: none"><li>Prepare for fund-raising, consumers, and payers</li></ul>

Metsera Brand Identity Guidelines

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# THE GENERAL SITUATION

## Why Metsera in the first place?

The world is constantly evolving with the rapid growth of technology in the medical field. However, some problems remain the same.

## The circumstances the world is in

Obesity a growing driver of colossal health & economic burden globally

Current management is ineffective & too expensive

Discovery of GLP-IRAs has created an unusual & valuable opportunity

Currently dominated by a duopoly

Disruptive innovation is needed



# OUR PURPOSE

## Why are we doing this?

Our purpose is why we exist—what motivates us and inspires those who need us and work with us.

Our purpose is to predict and prevent diabetes development and progression for people with increased weight, blood sugar and other risk factors—reducing health and economic burdens substantially while creating significant value for shareholders.

**LOGO**

## OUR LOGO

Inspired by the north star and sparking innovation in the treatment of metabolic disease, the Metsera logo is an essential part of our identity and brand. It should be used thoughtfully and consistently across all communications and materials.

The typeface, Coolvetica, should only be used for the logo.







# OUR LOGO

## Clear space

Maintaining a reasonable distance from other trademarks, graphics, text or images enhances the impact and presence of our logo.

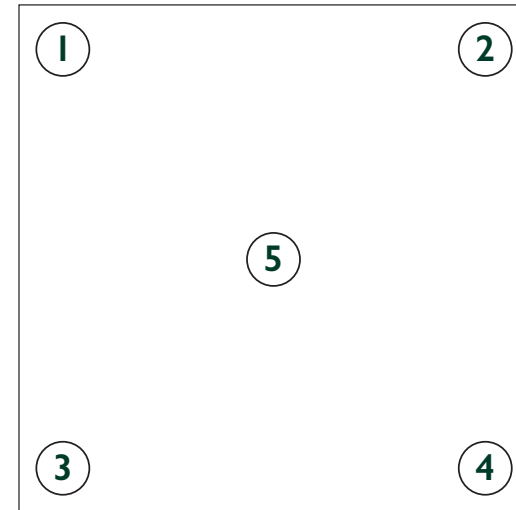
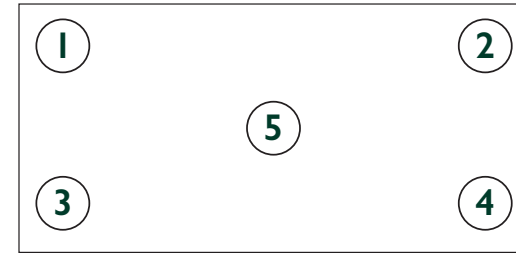
Be sure to surround the logo with at least the amount of clear space shown here.

## Minimum size

The logo should not be smaller than 25 pixels in height in order to retain legibility.



# LOGO PLACEMENT









## DARK BACKGROUNDS

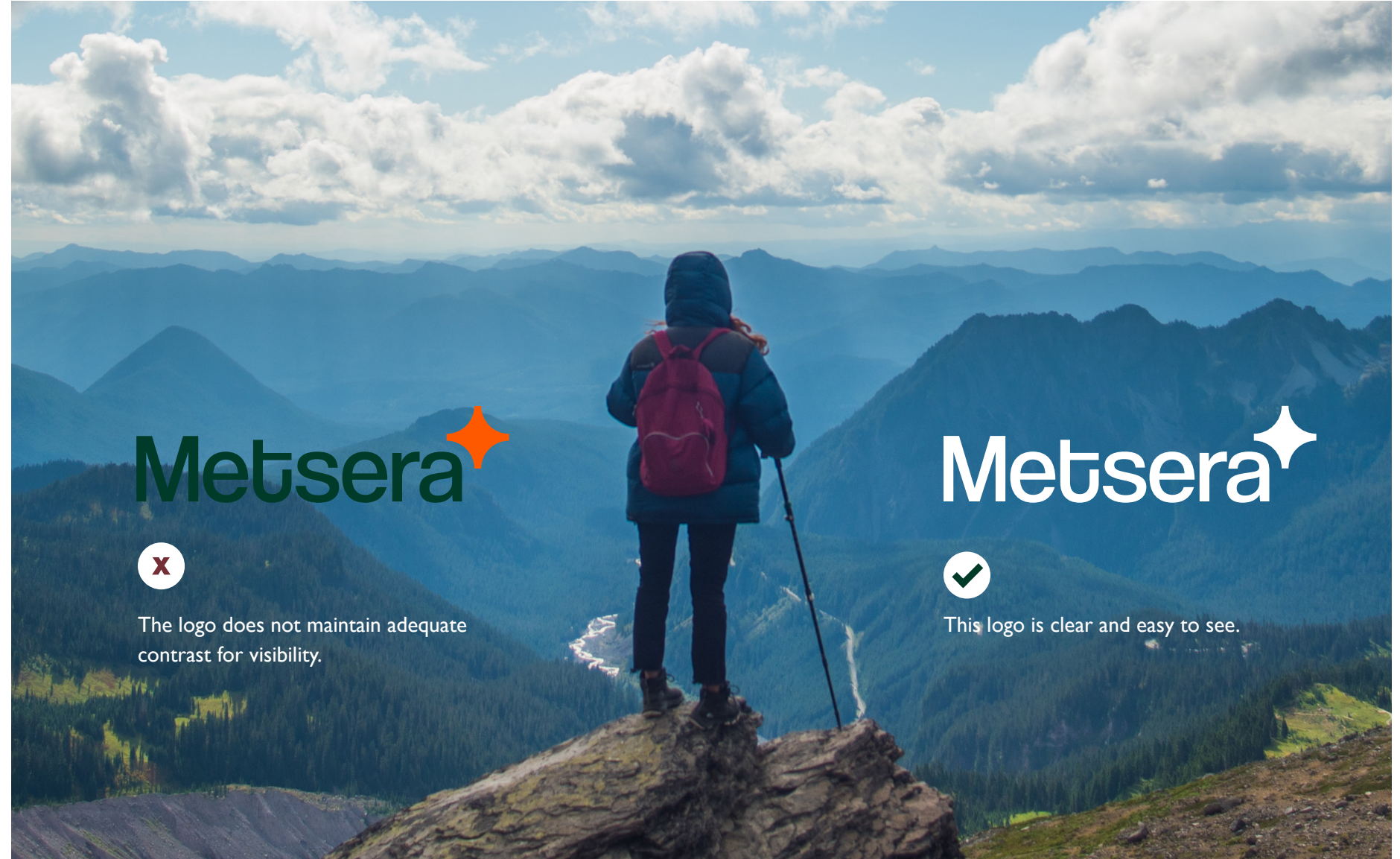
Metsera 

Metsera 

DARK  
BACKGROUNDS  
USAGE

# USE ON IMAGERY



Metsera ✨



The logo does not maintain adequate contrast for visibility.

Metsera ✨



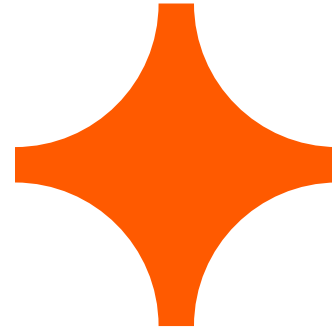
This logo is clear and easy to see.



# LOGO RULES



# LOGO MARK

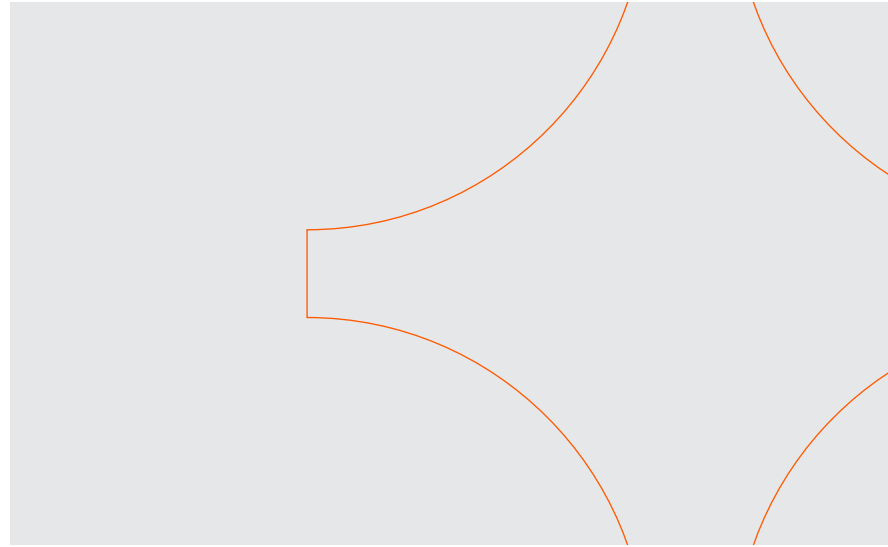


**LOGO MARK  
ALTERNATIVE**





# LOGO MARK CROPS

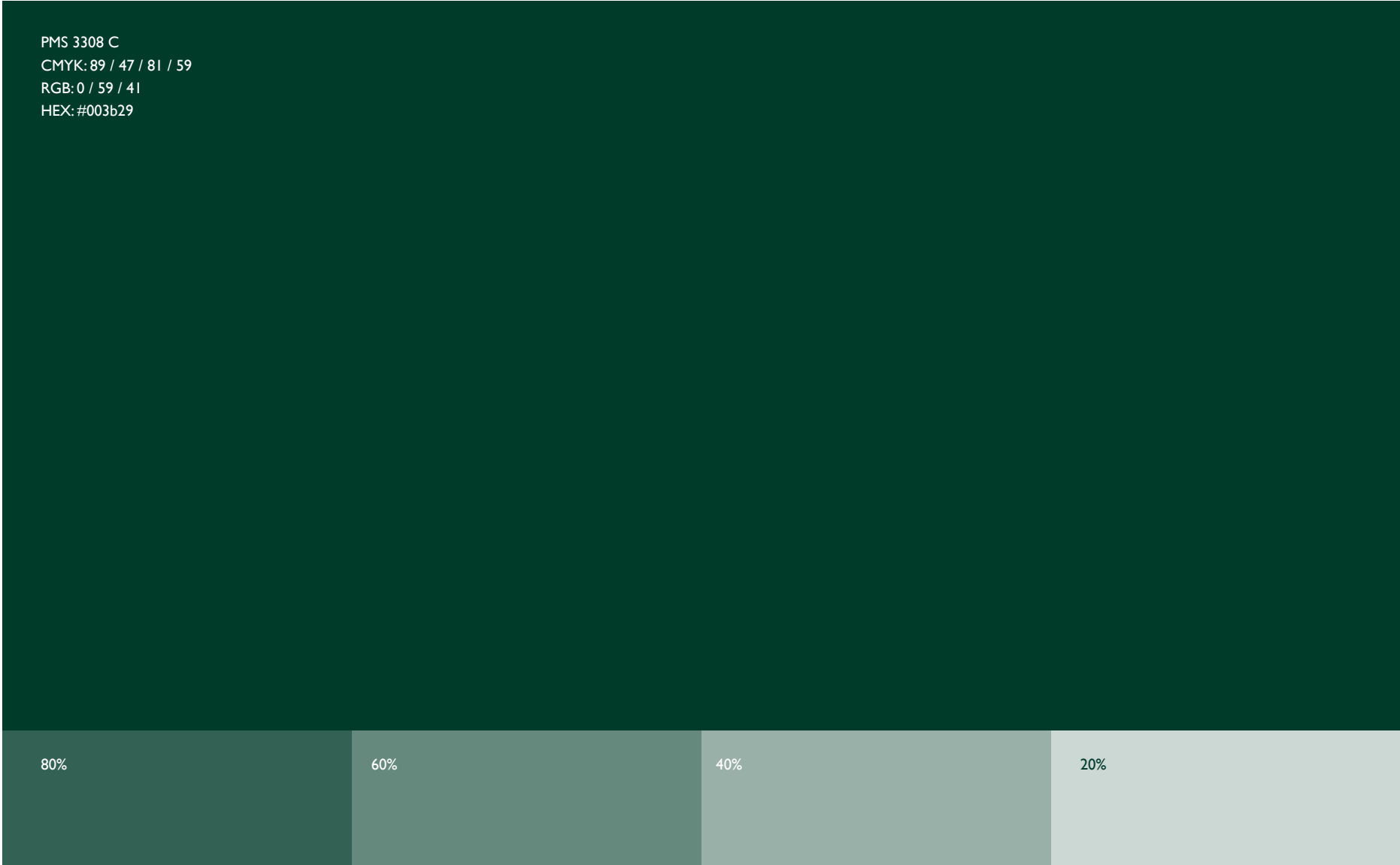




**COLOR**

# PRIMARY COLOR

PMS 3308 C  
CMYK: 89 / 47 / 81 / 59  
RGB: 0 / 59 / 41  
HEX: #003b29



# SECONDARY PALETTE

PMS: Orange 016 C  
CMYK: 0 / 80 / 100 / 0  
RGB: 255 / 89 / 0  
HEX: #ff5900

80%

60%

40%

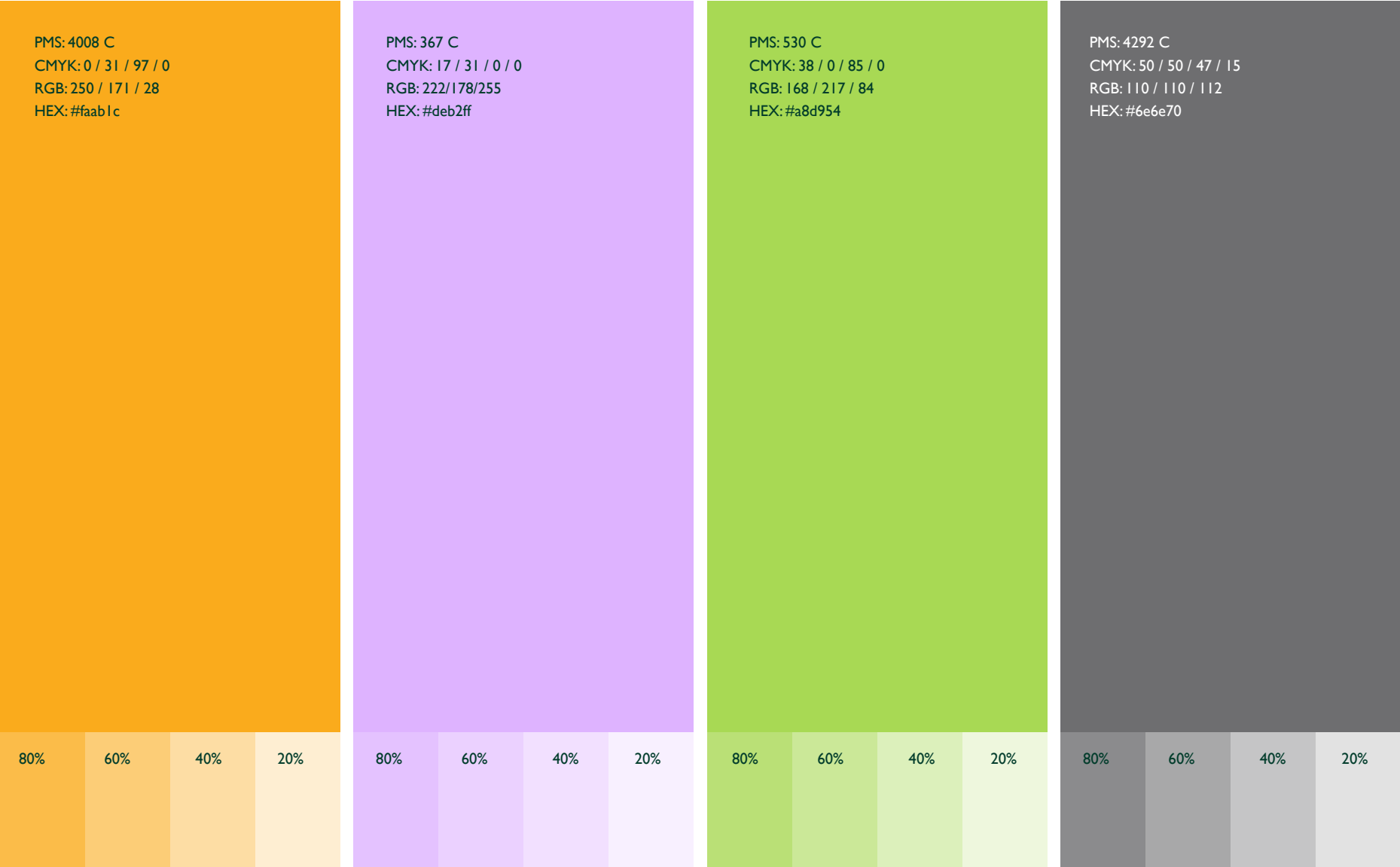
20%

PMS: NA  
CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255  
HEX: #ffffff

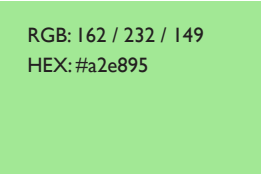
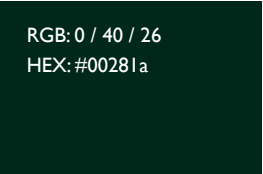
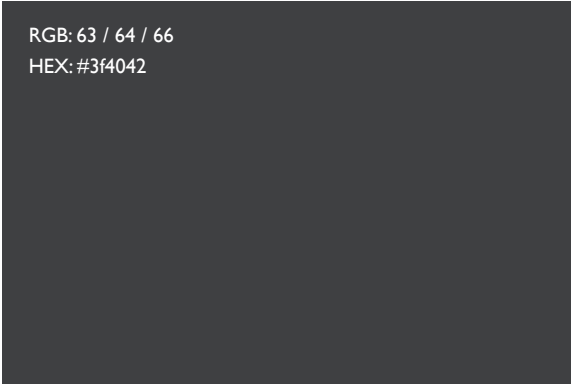
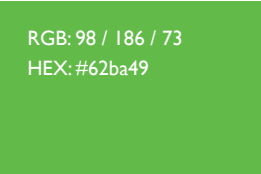
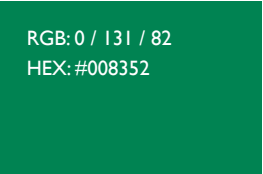
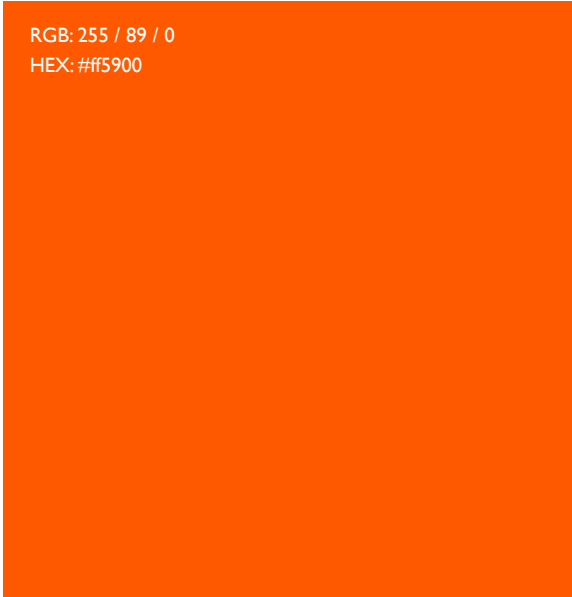
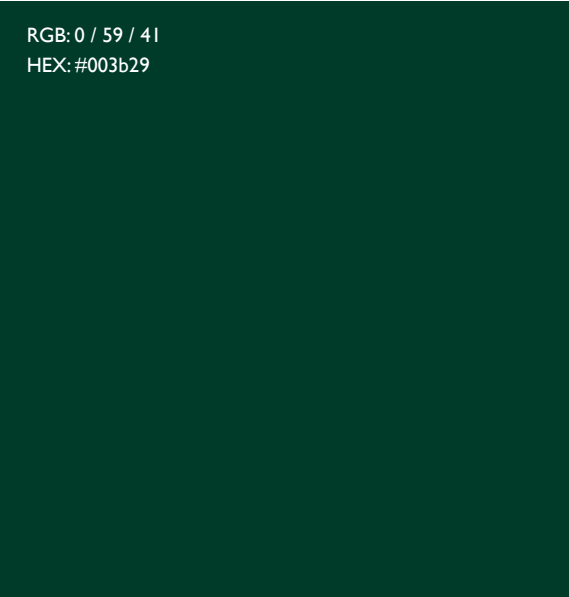
# SHADES OF GREEN PALETTE

<p>RGB: 0 / 40 / 26 HEX: #00281a</p>	<p>RGB: 0 / 131 / 82 HEX: #008352</p>	<p>RGB: 98 / 186 / 73 HEX: #62ba49</p>	<p>RGB: 162 / 232 / 149 HEX: #a2e895</p>
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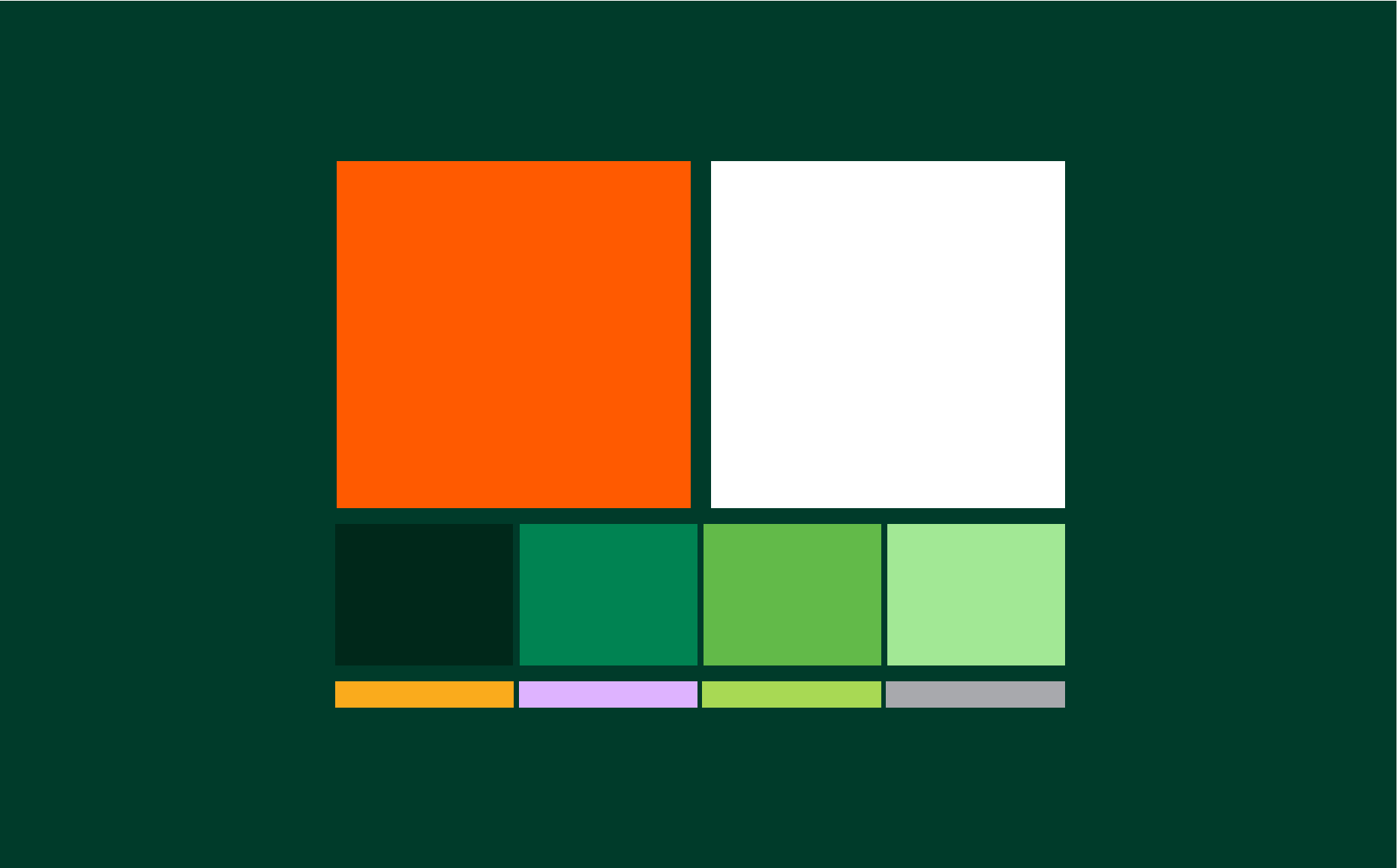
# ACCENT PALETTE



# DIGITAL PALETTE



# COLOR USAGE PROPORTION





**TYPOGRAPHY**



# DISPLAY TYPEFACE

## Gill Sans

GILL SANS ULTRABOLD

**Aa Bb Cc 1 2 3**

GILL SANS BOLD

**Aa Bb Cc 1 2 3**

GILL SANS SEMIBOLD

**Aa Bb Cc 1 2 3**

GILL SANS REGULAR

Aa Bb Cc 1 2 3

GILL SANS LIGHT

Aa Bb Cc 1 2 3

GILL SANS ULTRABOLD ITALIC

***Aa Bb Cc 1 2 3***

GILL SANS BOLD ITALIC

***Aa Bb Cc 1 2 3***

GILL SANS SEMIBOLD ITALIC

***Aa Bb Cc 1 2 3***

GILL SANS REGULAR ITALIC

*Aa Bb Cc 1 2 3*

GILL SANS LIGHT ITALIC

*Aa Bb Cc 1 2 3*



# TEXT TYPEFACE

Candara

CANDARA BOLD

**Aa Bb Cc 123**

CANDARA REGULAR

Aa Bb Cc 123

CANDARA BOLD ITALIC

***Aa Bb Cc 123***

CANDARA REGULAR ITALIC

*Aa Bb Cc 123*



# TYPE SPECIMEN

## MAKING OPPORTUNITY UNIVERSAL & SUSTAINABLE

The tagline communicates and highlights the outcome and impact of our mission in practice.

### We are not changing our mission

In one way or another, now and for years ahead, “making opportunity universal and sustainable” is what we do to promote the well-being of humanity throughout the world, for human kind, our planet and our future. The ability to create one’s own future is at the core of that and it must be equitable and sustainable.

“Each of us has the opportunity to contribute to our voice and make it our own.”

— Dr. Rajiv J. Shah  
President, The Rockefeller Foundation

### BRAND VOICE

We need to have a voice that booms out confidently in the digital age and is aligned with our strategy.





# **APPLICATIONS**

# PRISM TEMPLATE GUIDE

The PRISM Template Guide provides a clear walkthrough of how to format charts and graphs using the PRISM software.

Refer to this document often, ensuring your charts are aligned with the brand standards.

[Download the PRISM Template Guide ›](#)

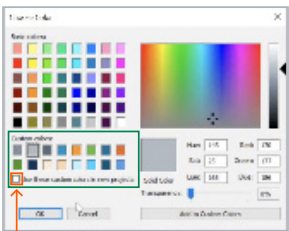
[Download the PRISM Template ›](#)

## PRISM TEMPLATE GUIDE

### COLORS

Within the template, there are a total of 16 colors available for use when creating graphs.

- 3 grey colors
- 5 shades of green
- 8 additional colors



**TIP:** Check this box to have colors applied to all new files

### CHART COLORS

#### BAR GRAPH

A bar chart alternates between the 5 shades of green and the other colors.

**Note:** All bars have a 2pt stroke in the same color of the bar.

Orange is too saturated and should not be used as a main color but rather a highlight if needed.

#### LINE GRAPH

The line graph focuses on the saturated/primary colors first and shades secondly.

### 16 Custom Colors

63	115	199	0	98	168	171	208
64	116	200	131	186	216	237	235
66	119	202	82	73	83	157	201

255	178	255	251	239	253	223	172
90	53	156	172	136	205	178	108
0	15	102	51	0	133	255	229

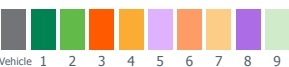
### Grays

Error bars	Vehicle/Untransduced
63	115
64	116
66	119
	178
	15

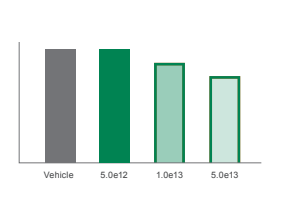
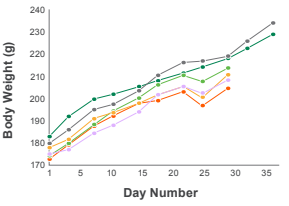
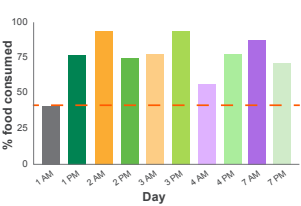
### COMPARING DIFFERENT DOSES

When comparing different doses you should use a single color and then use lighter shades of the interior (keep the stroke the same) to denote the dosages.

### Order of Use Importance



### Examples

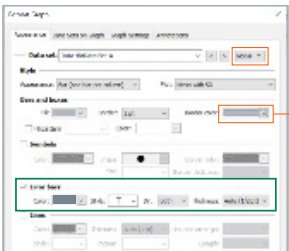


### ERROR BARS

Error bars need to be the Dark Gray color so that they are visible over the other colors in the palette.

R: 63 G: 64 B: 66

Be sure that the Error bar Direction is set to 'Both' and thickness is 1/2 pt.



**TIP:** To apply a change to all parts of a graph, select the drop-down menu labeled 'Global' and click Change All Data Sets or Select Data Sets to apply changes to selected bars/lines.

**TIP:** When changing the colors of a bar or stroke, the error bars may also change to that color. Be sure to make sure to change the error bars back to their gray color.