



**PRECISION
NANOSYSTEMS**

Create Transformative Medicines™

PRECISION NANOSYSTEMS MINI BRAND BOOK

2022

PRECISION NANOSYSTEMS MINI BRAND BOOK 2022

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Our Logo

Logo with tagline



Use for user guides, instructional material, powerpoints, or customer-facing collateral

Logo without tagline



Use for graphics where you won't be able to see the tagline, such as social media graphics

White logo on colored background



Use for collateral with dark backgrounds, colored backgrounds, on images (with colored overlay at 60-70% opacity), packaging

Black logo/monochrome logo without tagline



Use for manufacturing items, labels, monochrome/black and white collateral

Logo Dos and Don'ts



Ensure the logo, whether colored, black or white, is placed on clear, non-busy spaces or on non-busy sections of images



Don't stretch or alter the logo in any way (unless requiring some adjustments for packaging or large booths to cover awkward surfaces)

Typography

We have a few different typefaces, each of them used in particular ways:

- **Tahoma (Main type):** Scientific posters, presentations, user guides, brochures and application notes.

Scientific (i.e. Any instructional material)

Tahoma Bold **Titles, headers, and sub-headers**

Tahoma Regular Paragraphs, main body texts, and notations

- **Montserrat Semi Bold and Lato:** Customer-facing collateral such as social media posts, website graphics, or any digital image that will be posted online.
- **Noto Sans SC:** Collaterals that are translated in Chinese characters.

Colors

When working with colours in your graphics and presentations, please make sure that you are using Precision NanoSystem's exact colour swatches. The default color to use for documents is corporate blue. If a document is specifically dedicated to a certain instrument or service, then use their respective colour instead. For example when designing graphics for Blaze try using the teal colour scheme.

Graphs, Figures & Illustrations

When creating assay graphs and figures, if you're choosing lighter and darker shades of colours, please reference color ranges from the PNI Swatch Sheet (link to the [PNI Swatch Sheet Pdf](#)).

Our colors

PNI Swatch Sheet

Best colours to choose when designing: using orange, blue, teal and purple colour palettes.



Corporate blue
#29c1db
C67 M00 Y13 K00
R41 G193 B219



Spark Blue
#00acd8
C73 M12 Y07 K00
R00 G172 B216



PNI Orange
#ec7b37
C04 M63 Y88 K00
R236 G123 B55



Blaze Teal
#00b2ad
C76 M04 Y38 K00
R00 G178 B173



Formulations Blue
#253B7E
C100 M90 Y20 K06
R37 G60 B126



Scale-Up Purple
#6E3C97
C69 M91 Y00 K00
R110 G61 B152

Logo Colours	Corporate Blue *	C76 M04 Y38 K00 R0 G178 B173 #00B2AD 2398c	C69 M91 Y00 K00 R110 G61 B152 #6E3C97 *this not part of logo
<div style="background-color: #C04 M63 Y88 K00 R236 G123 B55 #EC7B37 7577c; width: 100px; height: 100px;"></div>	<div style="background-color: #C67 M00 Y13 K00 R41 G193 B219 #29c1db 637c; width: 100px; height: 100px;"></div>	<div style="background-color: #C76 M04 Y38 K00 R0 G178 B173 #00B2AD 2398c; width: 100px; height: 100px;"></div>	<div style="background-color: #C69 M91 Y00 K00 R110 G61 B152 #6E3C97; width: 100px; height: 100px;"></div>

Logo Colours	C76 M24 Y38 K00 R56 G153 B159 #38999F	C80 M97 Y19 K06 R88 G48 B121 #583079	
<div style="background-color: #C04 M20 Y68 K00 R244 G202 B108 #F4CA6C; width: 100px; height: 100px;"></div>	<div style="background-color: #C20 M00 Y13 K00 R202 G232 B224 #CAE8E0; width: 100px; height: 100px;"></div>	<div style="background-color: #C19 M04 Y16 K00 R206 G223 B214 #CEDFD6; width: 100px; height: 100px;"></div>	<div style="background-color: #C09 M14 Y00 K00 R226 G216 B234 #E2D8EA; width: 100px; height: 100px;"></div>
<div style="background-color: #C04 M30 Y89 K00 R242 G182 B59 #F2B63B; width: 100px; height: 100px;"></div>	<div style="background-color: #C30 M00 Y13 K00 R175 G223 B223 #AFDFDF; width: 100px; height: 100px;"></div>	<div style="background-color: #C29 M04 Y16 K00 R180 G215 B213 #B4D7D5; width: 100px; height: 100px;"></div>	<div style="background-color: #C21 M30 Y00 K00 R197 G177 B213 #C5B1D5; width: 100px; height: 100px;"></div>
<div style="background-color: #C04 M40 Y89 K00 R240 G164 B59 #FOA43B; width: 100px; height: 100px;"></div>	<div style="background-color: #C40 M00 Y13 K00 R147 G214 B222 #93D6DE; width: 100px; height: 100px;"></div>	<div style="background-color: #C41 M04 Y14 K00 R147 G205 B215 #93CDD7; width: 100px; height: 100px;"></div>	<div style="background-color: #C35 M49 Y00 K00 R168 G138 B193 #A88AC1; width: 100px; height: 100px;"></div>
<div style="background-color: #C04 M50 Y89 K00 R237 G146 B58 #ED923A; width: 100px; height: 100px;"></div>	<div style="background-color: #C50 M00 Y13 K00 R117 G206 B220 #75CEDC; width: 100px; height: 100px;"></div>	<div style="background-color: #C52 M04 Y26 K00 R120 G195 B194 #78C3C2; width: 100px; height: 100px;"></div>	<div style="background-color: #C51 M70 Y00 K00 R139 G99 B172 #BB63AC; width: 100px; height: 100px;"></div>

Logo Colours	C76 M24 Y38 K00 R56 G153 B159 #38999F	C80 M97 Y19 K06 R88 G48 B121 #583079	
<div style="background-color: #C04 M75 Y88 K10 R211 G91 B48 #D5B30; width: 100px; height: 100px;"></div>	<div style="background-color: #C67 M00 Y13 K20 R34 G162 B183 #22A2B7; width: 100px; height: 100px;"></div>	<div style="background-color: #C76 M24 Y38 K00 R56 G153 B159 #38999F; width: 100px; height: 100px;"></div>	<div style="background-color: #C80 M97 Y19 K06 R88 G48 B121 #583079; width: 100px; height: 100px;"></div>
<div style="background-color: #C04 M75 Y88 K20 R192 G83 B43 #C0532B; width: 100px; height: 100px;"></div>	<div style="background-color: #C67 M00 Y13 K40 R21 G131 B149 #158395; width: 100px; height: 100px;"></div>	<div style="background-color: #C76 M34 Y34 K21 R54 G116 B130 #367482; width: 100px; height: 100px;"></div>	<div style="background-color: #C84 M98 Y33 K26 R66 G36 B91 #42245B; width: 100px; height: 100px;"></div>
<div style="background-color: #C04 M75 Y88 K40 R154 G65 B29 #9A411D; width: 100px; height: 100px;"></div>	<div style="background-color: #C67 M00 Y13 K60 R0 G101 B115 #006573; width: 100px; height: 100px;"></div>	<div style="background-color: #C76 M04 Y31 K47 R0 G111 B115 #006F73; width: 100px; height: 100px;"></div>	<div style="background-color: #C83 M92 Y43 K53 R44 G24 B60 #2C183C; width: 100px; height: 100px;"></div>
<div style="background-color: #C04 M75 Y88 K80 R81 G22 B0 #511600; width: 100px; height: 100px;"></div>	<div style="background-color: #C67 M00 Y13 K80 R0 G68 B79 #00444F; width: 100px; height: 100px;"></div>	<div style="background-color: #C76 M04 Y28 K65 R0 G86 B92 #00565C; width: 100px; height: 100px;"></div>	<div style="background-color: #C82 M88 Y49 K65 R33 G18 B45 #21122D; width: 100px; height: 100px;"></div>

Product	Ignite C04 M63 Y88 K00 R236 G123 B55 #EC7B37	Spark ^a C73 M12 Y07 K00 R00 G172 B216 #00acd8	Blaze ^a C76 M04 Y38 K00 R0 G178 B173 #00B2AD
<div style="background-color: #C00 M90 Y20 K06 R37 G60 B126 #253B7E; width: 100px; height: 100px;"></div>	<div style="background-color: #C67 M00 Y13 K60 R0 G101 B115 #006573; width: 100px; height: 100px;"></div>	<div style="background-color: #C76 M04 Y28 K65 R0 G86 B92 #00565C; width: 100px; height: 100px;"></div>	<div style="background-color: #C76 M04 Y38 K00 R0 G178 B173 #00B2AD; width: 100px; height: 100px;"></div>

Untreated PNI Dark Grey C00 M00 Y00 K40 R167 G169 B172 #A7A9AC	Text box Light Grey C06 M04 Y04 K00 R237 G237 B237 #EDEDED	Progression Chain Links #1 C00 M00 Y00 K25 R199 G200 B202 #7C8CA #2 C00 M00 Y00 K32 R184 G186 B188 #B8BAB #3 C00 M00 Y00 K45 R157 G159 B162 #9d9fa2
Print Material Text Grey C05 M50 Y49 K17 R107 G107 B107 #6B6B6B		

When graphing information regarding PDI, default to using a circle. If additional shapes are required, use the succeeding shapes in order from left to right.



PowerPoint Standards

When creating new presentations, please make sure that you are using the correct template in the current year. These templates will be updated yearly. You can find the current PowerPoint presentation template [here](#).

PowerPoint presentations should also be at the 16:9 ratio, unless otherwise required. If you are in need of 4:3, please make a request through the [Marketing request forms](#).

General Guidelines

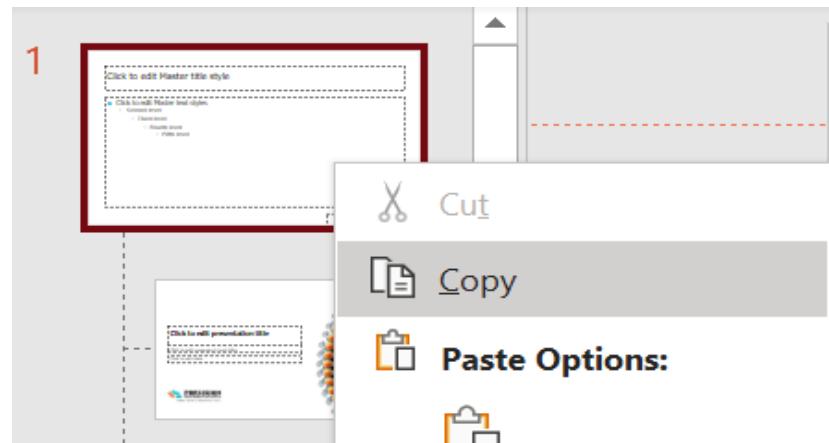
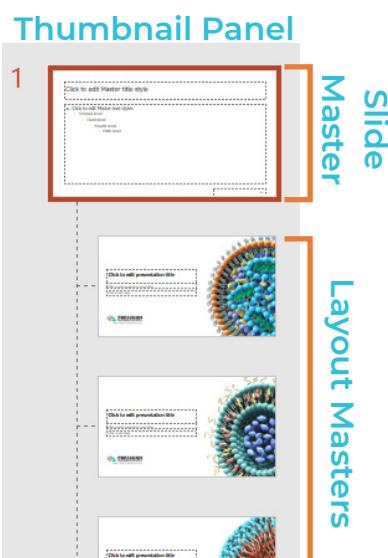
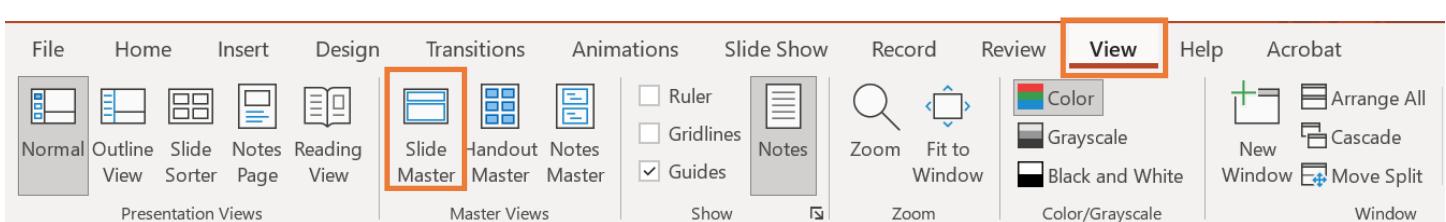
- Make sure all text is set in Tahoma
- All header size should be the same (size 24)
- Use the theme colours that are in the templates; these are PNI colours. (see page 4)
- All graphs should be in PNI colours
- All images should be flat illustrations in PNI colours as much as possible. If you are in need of graphic changes/edits, please send in a request through Marketing
- Images with white background should have shadows to help them stand out (ie. articles, app note...)
- Try to stay within the grids when placing images and text on the slides
- Boxes and shapes should have rounded edges
- Do not use any drop shadows or bevels
- Do not use dotted/dashed lines. All lines should be solid

How to Update PowerPoint Slide Templates

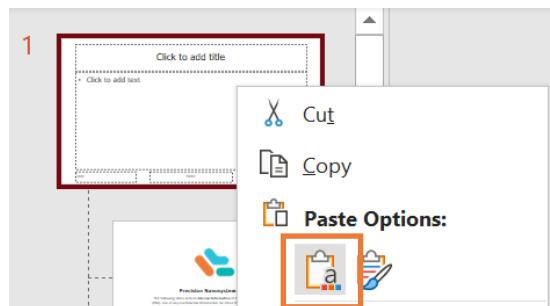
Each year, we need to update PowerPoint presentation templates into the new templates to make sure the presentations are up to date.

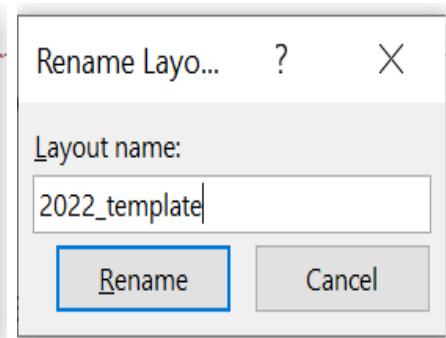
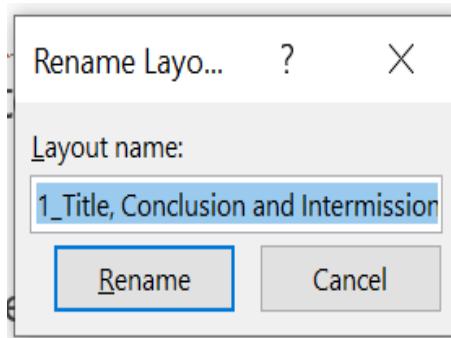
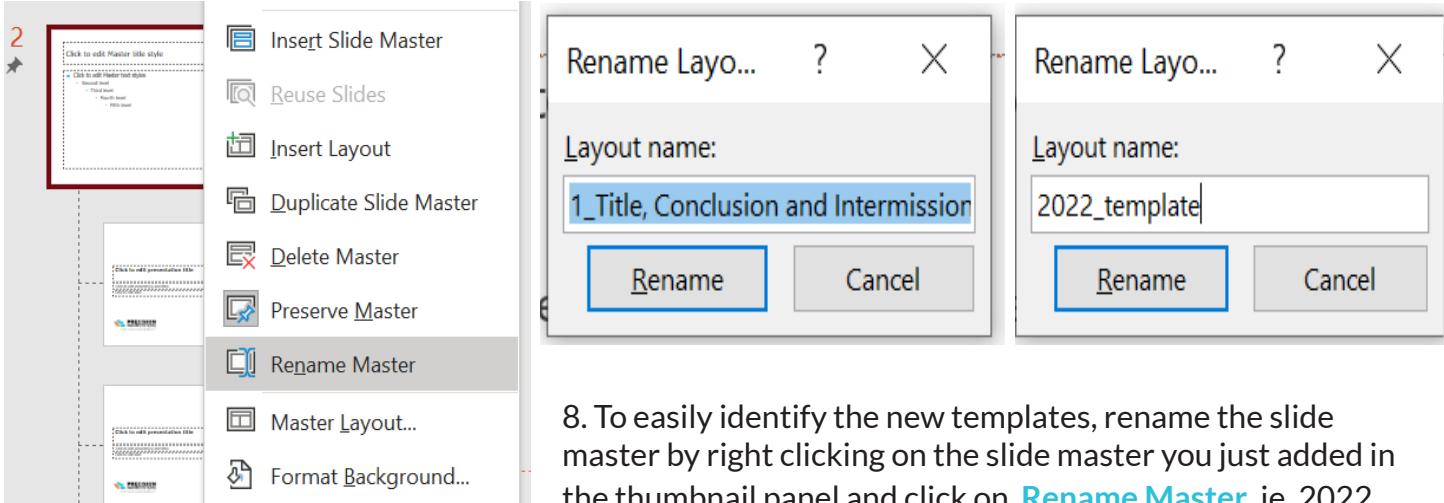
In general, here is what you need to do to update the template:

1. Open both presentations: **the presentation file that you want to update and the new presentation slide template file.**
2. In the presentation slide template file, on the **View tab**, select **Slide Master**.
3. In the thumbnail panel, right-click on the slide master (the first box on the list) and select **Copy**.



4. Now that you copied the new template, navigate to the presentation file you want to paste the template into.
5. Just like step 2., on the **View tab**, click on **Slide Master**.
6. In the thumbnail panel, right click on the **Slide Master** and click **Paste (for mac)** and **Paste: Use Destination Theme, the icon with clipboard and a letter a (for windows).**





8. To easily identify the new templates, rename the slide master by right clicking on the slide master you just added in the thumbnail panel and click on **Rename Master**. ie. 2022 template.

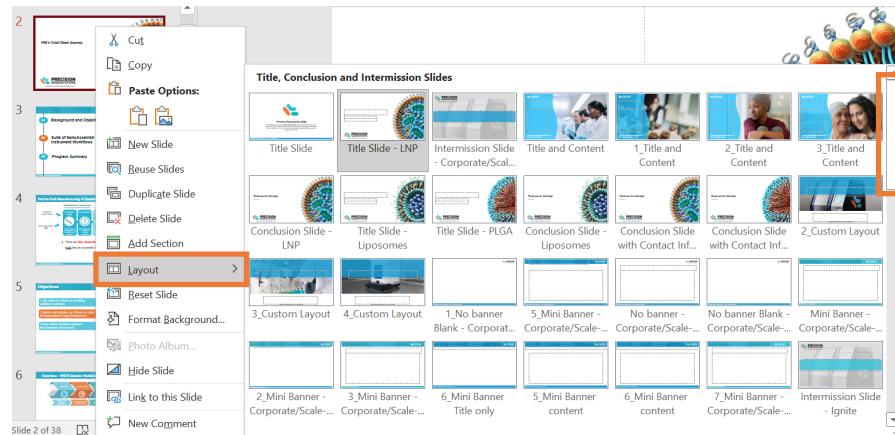
9. Once you pasted the template exit the Slide Master by clicking on **Close** the **Slide Master tab**.

Master View on thumbnail view.

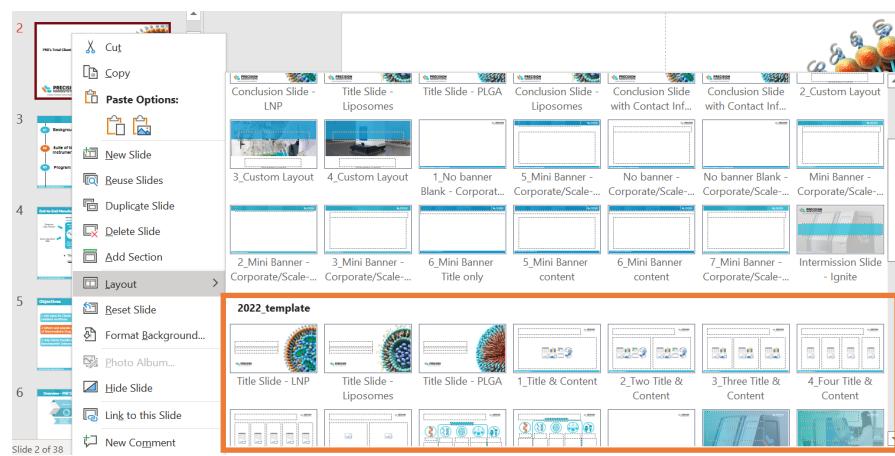
10. To use the template, right click on the slide you want to change in the Then, hover over **Layout** to open the selection of templates.

thumbnail view.

11. Scroll down to the template you want to use (ie. 2022 template) and click on the template to update the slide with the new template. Adjust the content as necessary to fit the new template.



Scroll down to find the new template

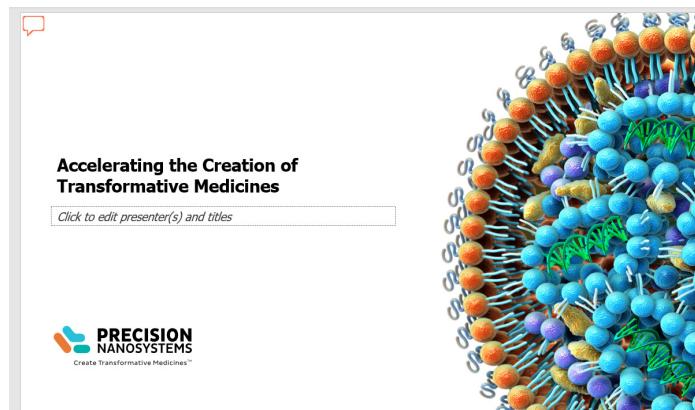


New 2022 templates can be found once you scroll down

Note: You can find the current version of slide templates [here](#)

Grid & Guides

Once the template is added, you are required to set/adjust the texts and images accordingly to work around the new template. To make sure you stay within the guides, it is necessary to make sure your grid and guides are turned on (the grids are indicated as orange dotted lines).



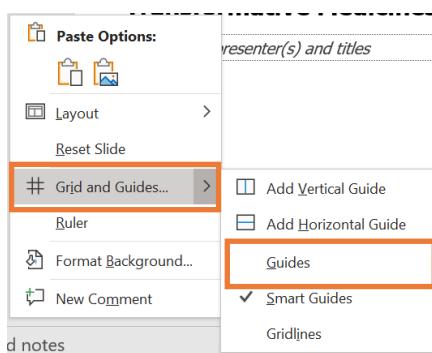
Without the grid



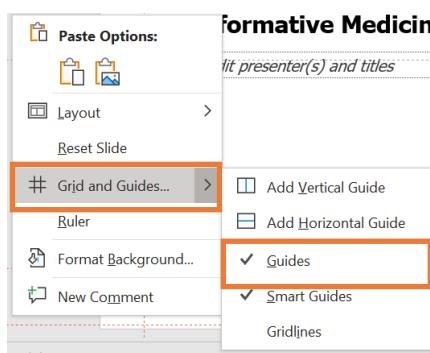
With the grid

If the grids are not turned on as default, you can turn them on by right clicking anywhere on the slide, hovering over the **Grid and Guides** tab and click on the **Guides**. It will then show a checkmark beside to indicate the guides have been turned on.

Note: Make sure to stay within the grids/margins when adjusting the texts and images.



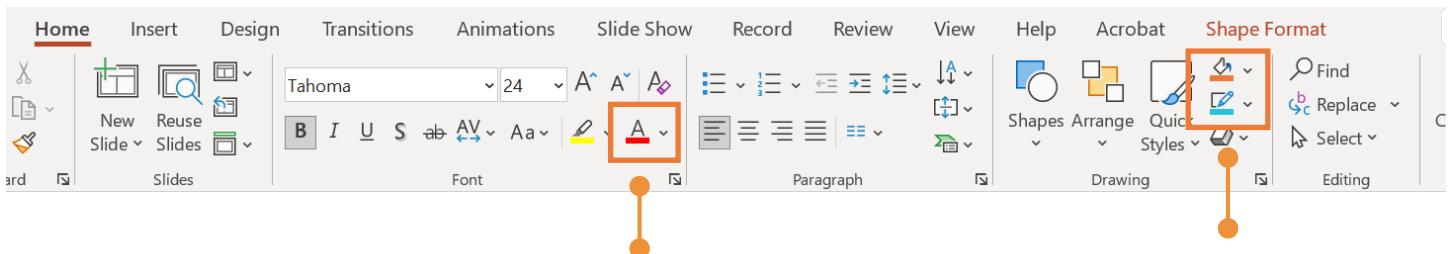
Hover on Grid and Guides
to click on Guides



When the Guides are turned
on, it will show a checkmark

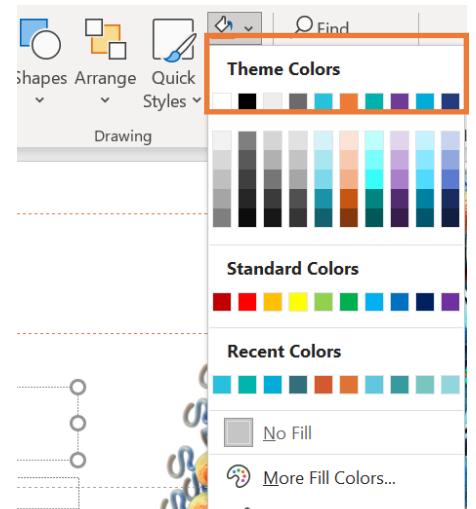
Theme Colors

Another factor to keep in mind is to make sure you stay within PNI's brand color. The brand colors will be added automatically as **theme color** once you have added the template.



For example, if you click to change the color of the text or shape (fill or outline), the tab opens. The first thing listed are the **Theme Colors**. You can choose any of the listed colors in the theme colors to edit the slide deck.

Note: Only the first row is the set PNI brand colors. The shades below are generated by powerpoint and should not be used. If you wish to use more shades, please reach out to the graphic design team or check our color swatch.



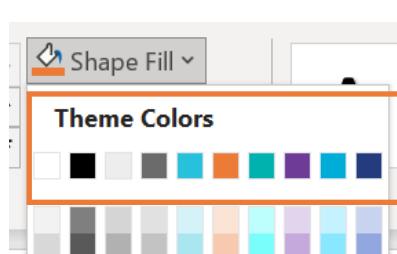
Same as the example above, when you're in the Shape Format tab, the brand colors will be indicated as **Theme Colors/ Theme Styles** to be applied when you create shapes within the slides.

When using shapes, the 2 main styles we use are the shapes with outline only and the shapes with solid colors without an outline.



Outline colors

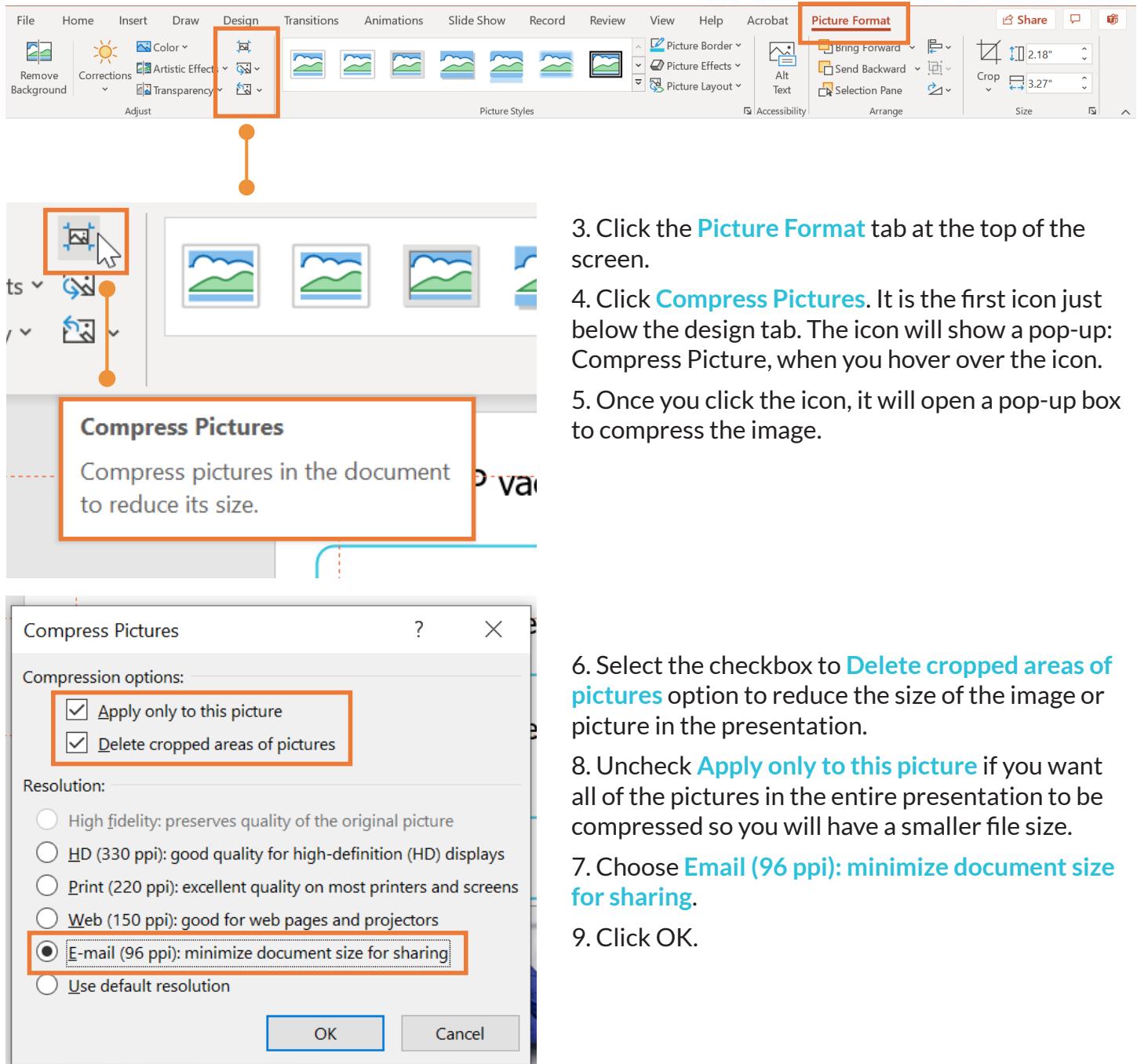
Solid colors



Compressing Images for Email Size

When you share a PPT file through an email, it is best to keep the file size minimal to make sure the file can be attached to the email. One way to help compress the file is to compress the images used in the slide deck.

1. Within your PPT file, select a slide that contains an image or picture.
2. Select the image or picture.



3. Click the **Picture Format** tab at the top of the screen.
4. Click **Compress Pictures**. It is the first icon just below the design tab. The icon will show a pop-up: Compress Picture, when you hover over the icon.
5. Once you click the icon, it will open a pop-up box to compress the image.
6. Select the checkbox to **Delete cropped areas of pictures** option to reduce the size of the image or picture in the presentation.
7. Uncheck **Apply only to this picture** if you want all of the pictures in the entire presentation to be compressed so you will have a smaller file size.
8. Choose **Email (96 ppi): minimize document size for sharing**.
9. Click OK.

Poster Spec

Lipid Nanoparticle Library for Non-Viral Delivery of mRNA and saRNA Towards Vaccine and Cell & Gene Therapy Applications

Mr. S. Sedaghat, Dr. A. Aszkenasy, R. Lai, Dr. S. Aravindan, S. Abinner, H. Son, S. Sadet*, L. Yee*, E. Boyer*, S. Tsai*, M. Ananthar*, S. Chennamur*, Dr. Jay Pacholsky, Dr. Balaji, Dr. B. Shrestha, A. Gopal, A. Thomas*

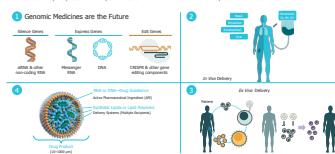
1. Precision Nanosystems Inc., Vancouver, Canada
2. Imperial College London, UK

Introduction

- Recent FDA approval of ONPATTRO® by Alnylam, Convivify by BioNTech/Pfizer and Soliris® by Moderna and the various clinical trials with mRNA-based drugs or vaccines have provided momentum to further develop lipid nanoparticles.
- Ionizable amine lipids form a major constituent of LNPs for delivering nucleic acids and therapeutic (e.g., DNL-MC3 DNA in ONPATTRO, ALC-0315 in Spinraza, SM-102 in Splyvact).
- Efficient ionizable lipids are needed that are non-toxic, can effectively encapsulate nucleic acids, and can help with endosomal escape.
- The search for ionizable lipids that are suitable for vaccination, cell and gene therapies continues to be a problem in advancing many potential therapeutic/vaccine candidates to the clinic.

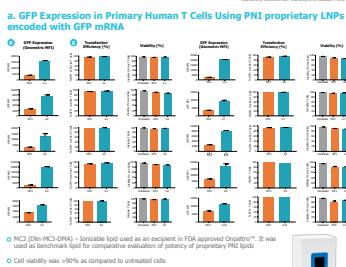
Objectives

- Showcase the utility of PNI proprietary ionizable lipids and LNP compositions across cell therapy, gene therapy and vaccine applications.
- Demonstrate cell therapy applications for proprietary lipids using GFP encoded mRNA and their transfection comparison with clinically approved mRNA.
- Demonstrate protein replacement applications for proprietary lipids using Igpo encoded mRNA and their potency comparison with clinically approved DNL-MC3 DNA in C57BL/6 mice.
- Demonstrate vaccine applications for PNI proprietary lipids using self-amplifying RNA encoding for Hemagglutinin and SARS-CoV-2 spike protein in comparison to SM-102 and ALC-0315 in multiple animal models.

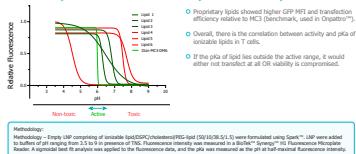


1. Non-Viral Delivery Systems Enable Cell Therapy

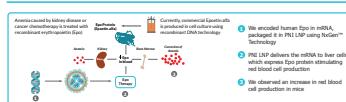
- Why do LNP enable efficient genetic engineering?
- Dense packaging of payload.
- Protects nucleic acid from degradation.
- Uptake via endogenous pathways.
- Efficient gene delivery.
- Very low cell toxicity



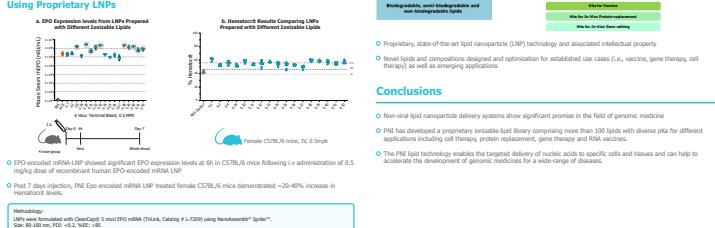
b. Effect of pKa on Transfection Efficiency and Cell Viability



2. Proprietary LNPs Enable Erythropoietin (EPO) Production In Vivo



Therapeutic Levels of EPO Expression and Hematocrit Levels in Mice Using Proprietary LNPs

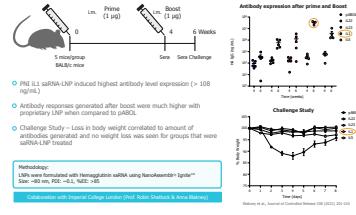


3. Proprietary LNPs Towards Developing Self-Amplifying mRNA (saRNA) Vaccines

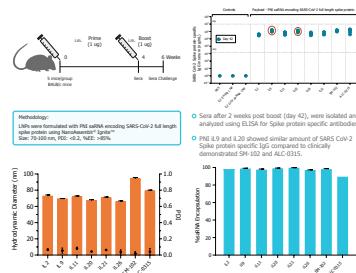
How do saRNA-LNP vaccines work?



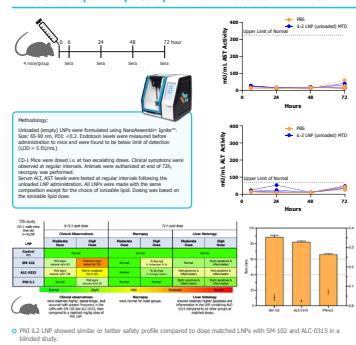
a. Proprietary LNPs Enhance Immunogenicity of Hemagglutinin saRNA



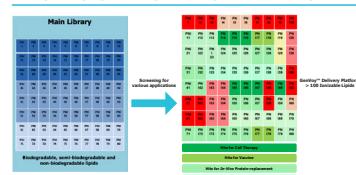
b. Proprietary Lipids Generate Equivalent Amount of SARS-CoV-2 Spike Protein Specific IgG Compared to Clinically Demonstrated Lipids



4. Tolerability of Proprietary LNP Administered IV In Mice



5. Proprietary Lipid Library: Summary and Future Perspectives



- Proprietary, state-of-the-art lipid nanoparticle (LNP) technology and associated intellectual property
- Novel lipids and compositions designed and optimized for established use cases (i.e., vaccine, gene therapy, cell therapy) as well as emerging applications

Conclusions

- Non-viral lipid nanoparticle delivery systems show significant promise in the field of genomic medicine
- PNI has developed a proprietary ionizable lipid library comprising more than 100 lipids with diverse pKa for different applications including cell therapy, protein replacement, gene therapy and RNA vaccines.
- The PNI lipid technology enables the targeted delivery of nucleic acids to specific cells and tissues and can help to accelerate the development of genomic medicines for a wide-range of diseases.

Content

- Poster follows a grid structure that depend on the amount of information and should have 2-4 columns
- Vertical or horizontal orientation
- Tahoma bold for headers

Colors

- Corporate Blue (#29C1DB) is used for the headers, underlines, subheaders, and the banner
- Grey (#6B6B6B) is used for most body copy, and some subheaders
- White is used for any text that appears in the banner at the top of the page
- Graphs and figures follow the brand colors (see page 4)

For more details on poster specifications, check our [Poster SOP](#)