



Define Your Flow
Campaign Essence
Version 1.0 / English

This guide introduces the Bio-Rad Define Your Flow campaign, the campaign assets and associated Define Your Flow visual identity elements. The guide then explains the essence of each of these elements.

The guidelines provided herein should be used in conjunction with the Bio-Rad Brand Identity Guidelines to ensure consistent and engaging communications.

Campaign Overview

Campaign Goal

To differentiate Bio-Rad flow cytometry products from others in the marketplace and highlight key competitors as staid, old companies. Effectively, reposition Bio-Rad as a fresh innovator with the reputation and resources of a larger company.

This is an awareness and lead-gen campaign to be used for print ads, banner ads, global tradeshows, emails, and landing pages.

Target Audience

Flow core labs and individual labs focusing on immunology

Key Products

ZE5 Cell Analyzer and S3e Cell Sorter.

Elevator Pitch

Bio-Rad's flow cytometry solutions empower researchers to direct their research as they see fit. Rather than being limited by competitors' technology, availability of benchtop solutions or workflows, Bio-Rad's powerful tools put control back in the hands of the researcher to define their *own* flow.

Campaign Messaging

Tone

Empowering, progressive, accessible

Headline

Define your flow

Body Copy

There three ways in which to talk about the Key Products: 1. ZE5 & S3e; 2. ZE5; 3. S3e.

Note: The below formatting is intentional and should be used verbatim where execution allows.

1. ZE5 & S3e

Own the direction of your research with the user-friendly ZE5 Cell Analyzer and S3e Cell Sorter for flow cytometry.

The ZE5 Cell Analyzer features high-parameter analysis and sophisticated automation for all levels of users, and the Se3 Cell Sorter boasts a convenient benchtop profile with advanced capabilities that give your lab the power to set the pace for new discoveries.

2. ZE5

Own the direction of your research with the accessible-yet-sophisticated ZE5 Cell Analyzer for flow cytometry.

Designed for novices and experts alike, the ZE5 Cell Sorter's intuitive software, high-parameter analysis, and sophisticated automation let your lab set the pace for new discoveries.

3. S3e

Own the direction of your research with the small-but-mighty S3e Cell Sorter for flow cytometry.

The S3e Cell Sorter is a uniquely powerful benchtop solution that lets you find rare cells in precious samples and gives you control to define the experiments you want to do.

Call to Action

bio-rad.com/yourflow

Campaign Visuals

Visual Overview

The curved, abstract lines convey energy and dynamism. The gray abstract lines are contrasted and intersected by green band going in its own direction, representing an alternate path.

The curved, abstract lines allude to the flow of traffic and going with the flow.

The green band represents researchers who choose Bio-Rad and conduct their research their own way. Its diverging suggests an alternative way of thinking and guides the eye to the headline, thereby creating an integrated look and feel.



PMS 347
 C100, M0, Y100, K0
 R100, G166, B81
 HEX 00a651



Layout Guidelines

Headline

- All CAPS for gravitas and integration with image
- Left-justified, filling approximately the bottom-right quadrant
- “DEFINE YOUR”: Helvetica Neue LT Std
- “FLOW”: Helvetica Neue LT Std Light

Body Copy

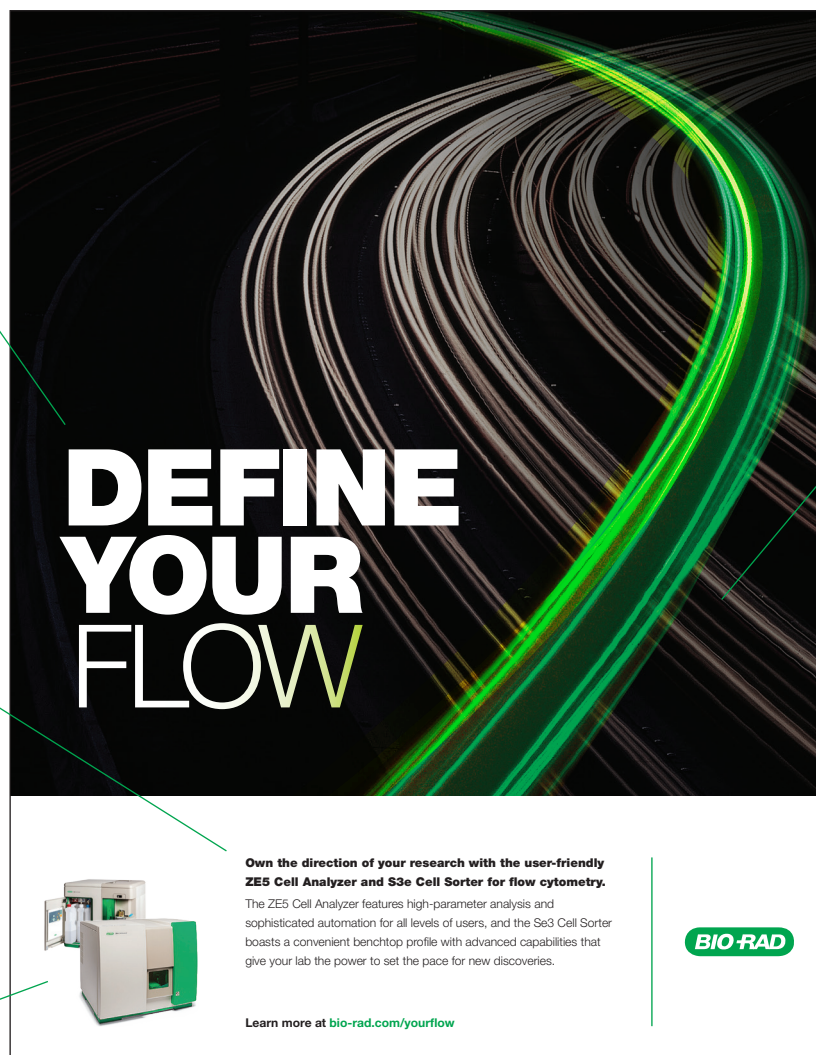
- Lead-in sentence: Helvetica Neue LT Std 95
Black for prominence

Other Copy

- Helvetica Neue LT Std Light
- Color: 100% black for better legibility

Secondary Key Product Images:

- Instruments should appear near body copy to provide context
- Stacked and positioned on angles supports products’ non-conformity



Visuals

Main Image

- Full-bleed
- Green band bleeds over “W” in headline, from hero into body copy to continue the integrated feel

Executions

Print Ad



**DEFINE
YOUR
FLOW**



Own the direction of your research with the user-friendly ZE5 Cell Analyzer and S3e Cell Sorter for flow cytometry.

The ZE5 Cell Analyzer features high-parameter analysis and sophisticated automation for all levels of users, and the S3e Cell Sorter boasts a convenient benchtop profile with advanced capabilities that give your lab the power to set the pace for new discoveries.

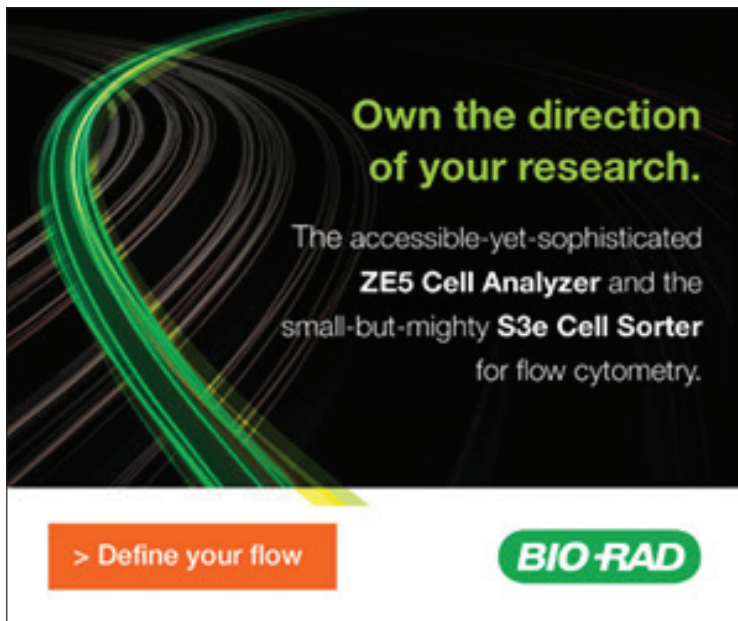
Learn more at bio-rad.com/yourflow

BIO-RAD

Executions

Banner Ads

1



Own the direction of your research.

The accessible-yet-sophisticated **ZE5 Cell Analyzer** and the small-but-mighty **S3e Cell Sorter** for flow cytometry.

> Define your flow

BIO-RAD

This banner ad features a dark background with abstract, glowing green and yellow lines that curve across the frame. The text is positioned in the upper right quadrant, and the call-to-action and logo are in the bottom left and right corners, respectively.

2



Own the direction of your research with the accessible-yet-sophisticated **ZE5 Cell Analyzer** and the small-but-mighty **S3e Cell Sorter** for flow cytometry.

> Define your flow

BIO-RAD

This banner ad is similar to the first one but includes the word "with" in the opening sentence. The layout, including the glowing lines and the placement of text and logo, is identical to banner ad 1.

Management

Every single participant in the Define Your Flow campaign can play a role in aligning and strengthening the Bio-Rad brand around the world. These guidelines are an Appendix to the Bio-Rad Brand Identity Guidelines and should be used in conjunction with these.