



## Brand Style

Guidelines and References

v 1.0

# HOLOGIC<sup>®</sup>



The Science of Sure

**Bold. Unwavering. Decisive.**



## Welcome

to our new brand style guide. It provides the exact—though many—ways in which our new brand essence, The Science of Sure, may be portrayed, referenced, written about, and expressed.

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**We've created these corporate brand guidelines, and this guidebook, because it is crucial that the brand logo, tagline, color palette, and other visual expressions including photography, and iconography opportunities, are consistent and always recognizable both internally and externally. While this is a corporate campaign, it is important that divisions and product teams preserve the "spirit" of the brand in their messaging and visual expression.**

We've also provided you recommendations for how to create written material, with a description of our brand style and "personality."

This book is in-depth because it's important to have our brand expressed precisely and powerfully. And it is extensive, because it's also important to provide options to meet every circumstance elegantly and creatively.

We are excited about The Science of Sure and how it will come alive over time through these guidelines and the material you create using them.



## Introduction

This guide is meant to express the corporate communications ideals, acting as a framework for how we express ourselves as a company. We hope the ideas here also help create a strong directive for creating externally-facing communication in your own work on behalf of the great divisions and products we support.



## Positioning

For healthcare providers and labs that require reliable and fast solutions, **Hologic** is the technology company that delivers real answers that change lives for the better. Our unwavering commitment to innovation and drive to build certainty inspire us every day.

### Position

Progressive Certainty  
Science "The Science of Sure" Sure

### Value Proposition

Trustworthy Technology Humanity Certainty

### Personality Expression

Driven Grounded in Science Competitive Human Compassionate Engaged and Listening

### Social Benefit

Real Answers That Change Lives

### Personal Benefit

Better Decisions Creating Better Outcomes

### Reason to Believe

Technology Innovation Vision Integrity Collaboration Relationships People

## Our story

Every brand has a story. Our story is driven by a mission to push always, as hard as possible, to an answer, because we know answers save lives and minutes are too precious to waste. Our story is about science; it's also about humanity.

# We are proud of who we are.



**We have a rich legacy of providing healthcare professionals the world's best diagnostic tools, which give them the opportunity to make life-affirming and, in many cases, lifesaving decisions.**

We have always been there for patients, with a heritage of fighting for women's health and discovering new ways to protect it. Today we are on everyone's side equally.

We may not be a new company, but we are a different company than before, with a fresh look, approach, brand essence, and perspective.

Our opportunity to have an impact on more people's lives has never been greater. Today our divisions are Breast & Skeletal Health, Diagnostic Solutions and GYN Surgical Solutions—a wide focus with a distinct spirit of unity.



## Language

When we communicate—in print, social media, everywhere—we can treat **Hologic** as a persona unto itself; a powerful entity that does amazing things every day, is engaged, and can connect with people. The language we use is going to be a huge part of that. The following walks through who we are and aren't as a company, and can be of help when writing on behalf of the brand.





**Hologic** is a large, diverse company, with many cultures contributing to its whole. But to be successful, and to grow, we must project a consistent brand personality.



**We want the world to know not only who we are, but that we know who we are.**

Otherwise, we can't rightfully claim to be certain in what we do. That's why having insight into our personality, and drawing on that insight whenever we produce something representing the company, is so critical.

We may be scientific, but we are not immune to the emotion inherent in what we do. We are serious but not stern; we are empathetic. And we are mindful that we are here to help healthcare professionals find the best solutions for real people who sometimes live with real problems. It is an honor to have this opportunity every day.

This personality guide is relevant to you no matter where you live, what language you speak or what you are creating. It is a clarification, a distillation and a guide all at once. It reflects the gamut of our personality: It is focused enough to keep you within our brand parameters yet broad enough to give you the freedom to communicate to your audiences no matter who they comprise.

We define our personality because if we don't, others will do it for us. We embrace our personality because it is, simply put, who we are.



**We are...**

People would describe us as

**But we are not...**

The guardrails listed below

Driven		Obsessive
Focused		Single-minded
Grounded in Science		Cold
Competitive		Uncollaborative
Compassionate		Soft
Best-in-class		Elitist
Honest and Transparent		Superficial
Engaged and Listening		Overeager
Passionate		Trivial



# The Science of Sure



Science exposes our roots, our methods and the thing around which we rally every day. We are grounded in science, and the integrity of the scientific method is how we deliver results consistently and confidently.



"Sure" is not in the language of computers or robots. It's a human word, colloquial and warm. This showcases the split nature of the **Hologic** character—built on a rock-hard foundation of science with an eye toward very real human concerns and compassion.

## Words

While the Second Edition of the 20-volume Oxford English Dictionary includes 171,476 words, we believe our brand is propelled by a far more limited number. You are not required to use these words at all, but instead to bear them in mind to ensure you are aligning with our new ethos when writing about the company and brand.

These words not only describe our style, but they drive the way we talk about ourselves, our products, and services.



## Manifesto

Our manifesto encapsulates everything we are and all we aspire to be. It unites us as we head into the future. That's what brand manifestos do—unify people, ideas and behaviors by reflecting the best of the brand today and the hope for the brand tomorrow.

Manifestos are authentic, purposeful, and unique to the brand. They reflect a brand's values, opportunities, and ambitions.



## Be sure.

In healthcare, that's what matters.

So at **Hologic**, we promise what we call progressive certainty—our commitment to helping healthcare professionals minimize doubt and maximize the confidence they have in the decisions and diagnoses they make.

With clearer images, simpler surgical procedures, more efficient diagnostic solutions, and better results, the peace of mind we strive to achieve for our customers and their patients is inspired by science, supported by technology, and reinforced by our passionate determination to improve outcomes.

We are unyielding, indomitable, and never satisfied with the status quo.

**Hologic: The Science of Sure in action.**



## Elevator speech

Elevator speeches give you just enough verbiage to quickly telegraph who we are as a company. They're called "elevator speeches" because they shouldn't take more time to express than it takes to get to the penthouse. Some buildings are taller than others, however, so...

# Hologic is The Science of Sure in action.



# 65 Words

**Hologic** is a global company using The Science of Sure to improve lives by innovating and bringing to market the best diagnostics, detection, and surgical technology in the world. We integrate The Science of Sure into everything we do to help healthcare professionals discover, diagnose, and treat their patients with progressive certainty and ever-greater peace of mind. **Hologic** is The Science of Sure in action.



## Writing style

We write as we speak: from the heart and in everyday language. We are precise, candid, helpful, sincere, and optimistic. Our writing style and tone is honest and transparent. We don't overpromise. We never cross the fine line between confidence and arrogance.

We don't say it  
unless we  
are **sure**.



## We never write down to people; we meet them where they're at.

That means we know our audience. When we write for patients, we treat them as the always intelligent, sometimes vulnerable, people they are. When we write for our colleagues and peers in the scientific, healthcare, and business communities, however, we use language that is respectful of their discipline and areas of expertise. It should go without saying that we follow the rules of standard grammar for our home language, no matter what that language is.

We think as we write—and always keep in mind the ideas that propel The Science of Sure—so our words align with our ethos. Our writing reflects who we are and what we stand for. Our writing represents more than the company, it represents you. Write as if they are your words, because they are your words.

We work in a complex industry. It is our responsibility to ensure that when we write, we are not adding to that complexity, but expanding people's understanding of it by bringing it alive as never before.



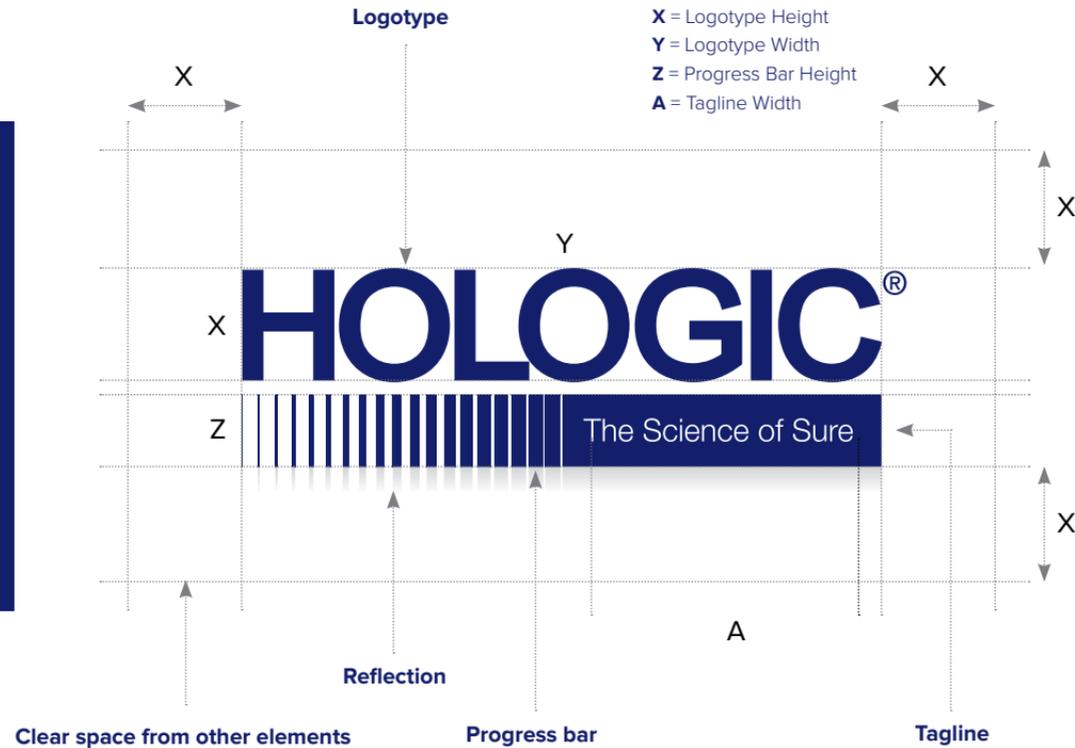
## Visuals

In corporate communication, we want to have a consistent and appealing look that showcases the ideals of the brand and allows for maximum clarity. This direction, driven by “The Science of Sure,” helps us to create an ownable visual environment that can ensure our message is communicated with strength, elegance, and authority.



## Logo

The **Hologic** logo should always be expressed in an approved way, in the **Hologic** blue, with the tagline within the progress bar. All the variations are shown here. The logo should always be at least  $x$  distance from any other element.



## Maintaining the Hologic logotype honors the past, while the new tagline embraces the future.

Visually suggesting a forward progression toward certainty, this approach brings The Science of Sure to life with an unusual yet easily understandable graphic treatment. In timeless stark blue and white, it supports **Hologic's** color palette without overpowering the brand name treatment. It also is flexible enough to be used across a variety of media and platforms, in many sizes, yet it remains readable and arresting, showcasing The Science of Sure with confidence.

### The progress bar element

An important part of the **Hologic** logo is the progress bar element, which suggests progress from uncertainty to security in knowing. It can be used in multiple ways, as a background (as shutters, revealing), a bounding box, or as a bar that encloses "The Science of Sure." This element should always appear in **Hologic** blue or knocked out according to the rules detailed over the next few pages. It should always be shown with the **Hologic** logotype.

## Bold

Strong lines, classic fonts—timeless stark blue and white

## Balanced

Solid foundation sits under the brand

## Confident

Legible at all sizes, arresting

## Challenger

A meaningful part of a real mission

## Acceptable versions

**Hologic\_Logo\_No\_Tagline\_PMS2756**

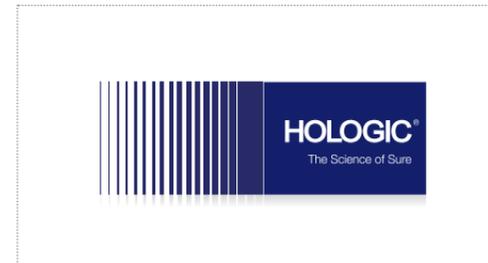
Legacy logo version in **Hologic** blue can be used internally and in places where "The Science of Sure" is already present.

**Hologic\_Main\_Logo\_PMS2756**

Main logo version in **Hologic** blue can be used for most purposes over a white or extremely light, low-contrast area.

**Hologic\_Main\_Logo\_Small\_PMS2756**

Main logo version in **Hologic** blue for use at sizes between 1.5 and one inch.

**Hologic\_Logo\_Tagline\_Enclosed\_PMS2756**

Enclosed logo version can be used alternatively, over white.

**Hologic\_Logo\_Tagline\_Open\_PMS2756**

Open logo version to be used to avoid redundancy in situations where the progress bar shutters are in use behind it.

**Hologic\_Logo\_White\_PMS2756**

Legacy logo version in white can be used internally and in places where "The Science of Sure" is already present.

**Hologic\_Main\_Logo\_White**

Main logo version in white can be used for most application over a PMS2756 blue or extremely dark, low-contrast area.

**Hologic\_Main\_Logo\_Small\_White**

Main logo version in white for use at sizes between 1.5 and one inch.

**Hologic\_Logo\_Tagline\_Enclosed\_PMS2756**

Enclosed logo version in white can be used alternatively, over a PMS2756 blue or extremely dark, low-contrast background.

**Hologic\_Logo\_Tagline\_Open\_PMS2756**

Open logo version in white can be used to avoid redundancy in situations where the progress bar shutters are in use behind it.

**File types:**

The files on these pages are available for use in a number of file types:

**.eps:**

Illustrator 6 vector eps files at maximum resolution for integration into documents. Available upon request.

**.psd:**

Standard resolution photoshop files against a transparent background. Available upon request.

**.png:**

Standard resolution web graphics files against a transparent background. Available upon request.

**.jpg:**

Standard resolution web graphics files against a white or PMS2756 background. Available upon request.



**Hologic\_Main\_Logo\_Small\_White**

Main logo version in white for use at sizes between 1.5 and 1.25 inches.

**Hologic\_Main\_Logo\_Small\_PMS2756**

Main logo version in **Hologic** blue for use at sizes between 1.5 and 1.25 inches.

### Use at very small sizes

This alternate logo can be used in instances where Y is less than an inch and a half in print. In no instances should the logo be rendered smaller than 1.25 of an inch. Digitally, the small version should be used in situations where it is approaching 250px or smaller. This version has thicker executions of the progress bar and a slightly thicker knocked-out type for the tagline, ensuring it will be legible in these applications.

#### Print:

- For sizes above 1.5 inches: Use large version: **Hologic\_Main\_Logo**
- For sizes 1.5 inches and below: Use small version: **Hologic\_Main\_Logo\_small**
- For sizes below 1.25 inches: Do not use logo at this size

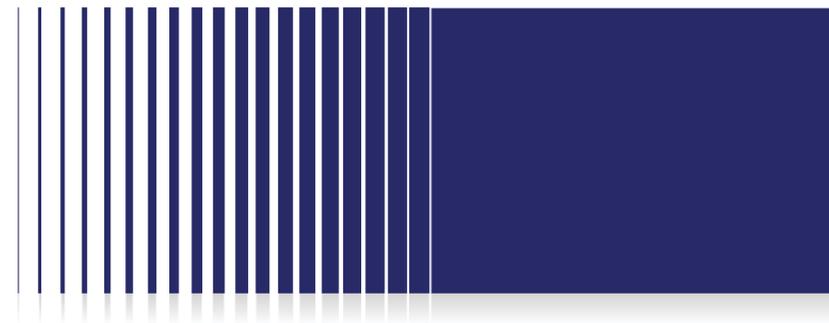
#### Digital:

- For sizes above 250px: Use large version: **Hologic\_Main\_Logo**
- For sizes 250px and below: Use small version: **Hologic\_Main\_Logo\_small**
- For sizes below 180 px: Do not use logo at this size



### The enclosing box

The enclosing box uses the equity we build in the progress bar to state the progression toward certainty. It can be used in multiple ways, as a background, a bounding box, or as a bar that encloses an element in white. This element should appear always in **Hologic** blue or in white, revealing what is discovered within. The revelation is meant to move left to right with the user's eyes.

**Hologic\_Enclosing\_Box\_PMS2756**

## Acceptable inversions



**Hologic\_Main\_Logo\_White.** In white against a **Hologic** blue field. In this case, no reflection is used.



## Acceptable inversions

Knocked out over a **Hologic** blue gradient. In cases where the color fill is full bleed and the fill does NOT sit next to another color fill or image, white copy over the gradient and a knocked-out logo are acceptably bold and powerful. Please refrain from using gradients on natural paper stocks or in situations where the printing will not be sophisticated enough to render them accurately.

*Shown here: Hologic\_Main\_Logo\_White.*



**Acceptable inversions**

It is acceptable to invert the logo over very dense imagery, where the logo itself is completely legible.

*Shown here: Hologic\_Main\_Logo\_White.*



**Acceptable inversions**

When using a large image, the logo and tagline can be knocked out of that imagery. The area over which it is inverted cannot contain any items of high-contrast or interest.

*Shown here: Hologic\_Main\_Logo\_White.*



## Enclosing the logo in a background

If the logo is placed directly near a large version of the progress bar—the progress bar shutters—and enclosed in the blue background, it can be knocked out without the progress bar below it to avoid redundancy. It's acceptable to place the logo and tagline without them when near.

In this case, the shutters are placed so their lines diminish moving from left to right, exposing what is beneath them if read as usual, revealing the image when read from left to right, and moving from uncertainty to certainty.

For visual weight, the large spaces between the shutters should not exceed the width of the aperture in the **Hologic**. "O"

*Shown here: Hologic\_Logo\_Tagline\_Open\_PMS2756.*

A usable element in the design of **Hologic** materials is the large version of the progress bar, the shutters. They're called "shutters" because they are meant to reveal the image, technology or individual, the way **Hologic** reveals information and real answers. When used over images like this, they can make a photograph feel powerfully ownable and add dimension to your design.

**HOLOGIC**<sup>®</sup>  
The Science of Sure

## Environmental

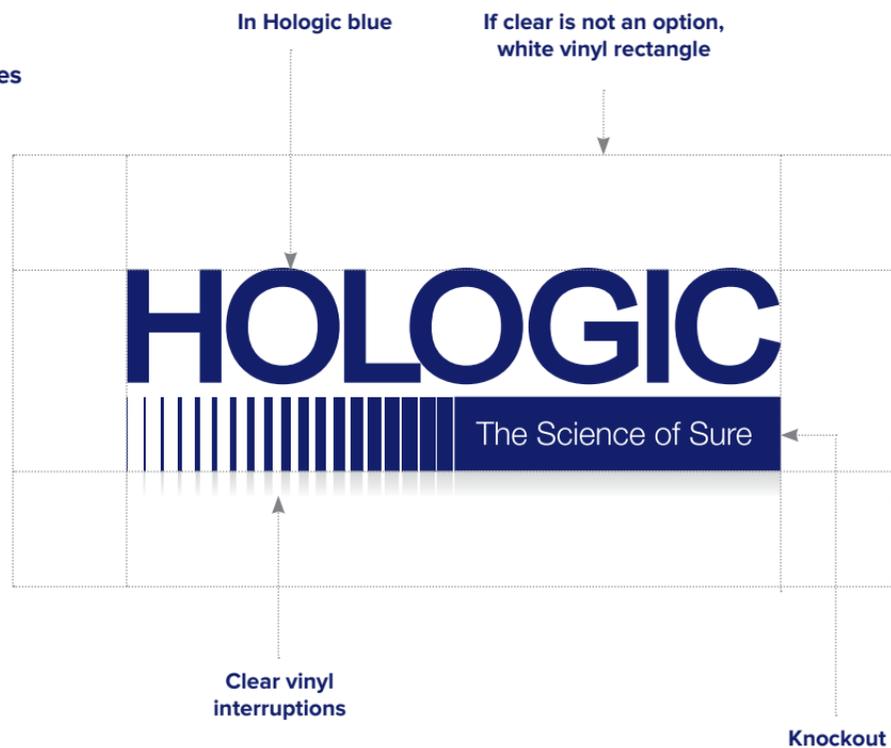
### Acceptable use for large printed sizes

If the logo is printed on vinyl for expression in large environmental settings for interior use, clear vinyl is preferred with the logo printed in **Hologic** blue. The open areas are to be treated as clear. If clear is not an option, the proportionate rectangle must be cut behind in white.

*Please note that in this case, the registration mark is not used.*

#### A list of sign types and whether or not to use the reflection:

Extrusions:	No
Clear Vinyl:	Yes
Opaque Vinyl:	Yes
Etched:	No
Painted:	Yes
Silkscreened:	Yes
Heat Transfer:	No



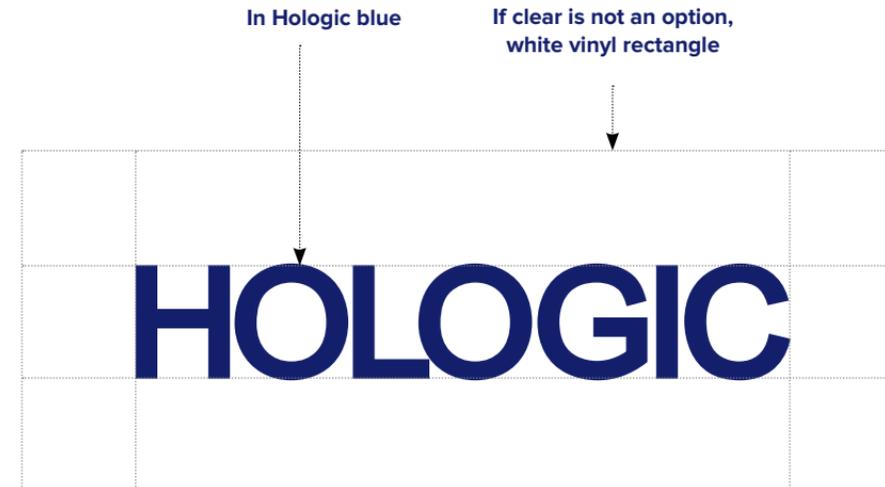
## Environmental

### Also acceptable for large sizes

The logo on its own, without the tagline, can be used in large signage for exterior use.

If the logo is printed on vinyl for expression in large environmental settings, clear vinyl is preferred with the logo printed in **Hologic** blue. The open areas are to be treated as clear. If clear is not an option, the proportionate rectangle must be cut behind in white.

*Please note that in this case, the registration mark is not used.*



## Environmental

### Acceptable use for large extruded sizes

The logo can be extruded at very large sizes for signage and environmental use. The logo may not be extruded more than the width of the letter “l.”

*Please note that in this case, the registration mark is not used.*

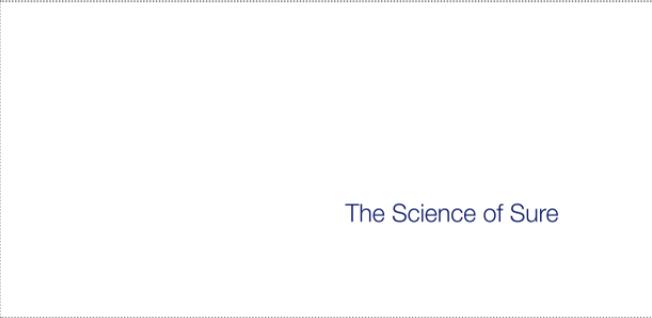



HOLOGIC

Main logo, extruded no more than this width.



The progress bar, if extruded, must still be represented with proportionate line widths.



The Science of Sure

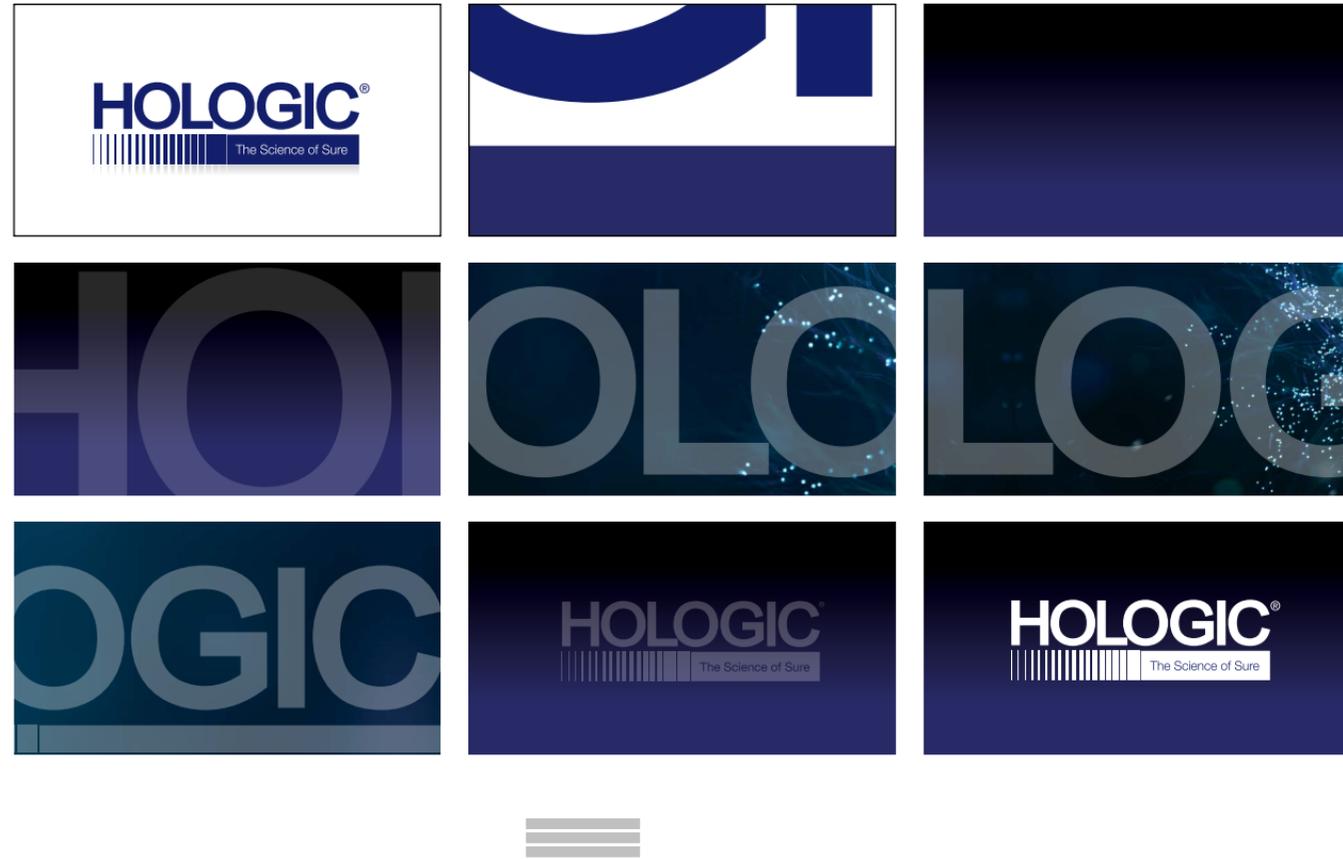
The tagline may be painted, silkscreened or applied to vinyl in an approved color.



### Transitions and effects

When applied to motion or animated graphics in a video, the logo may be used this way for effect as a strong visual element. When used this way, however, it does not qualify as a logo use.

This effect can only be used in video. It can also be used over the **Hologic** blue gradient as well as over a white field with the **Hologic** blue logo.



## Unacceptable uses

Using a larger version in an abstract way over a background outside of motion is unacceptable. As well, using the logo knocked out of a complex image in a high-contrast area is not to be done.



## Unacceptable uses



Compressed



Stretched



A different type treatment in the progress box



Without the progress bar, but not in a progress box



A different type treatment for the logo



Rendered in a different color



Drop shadow or effect

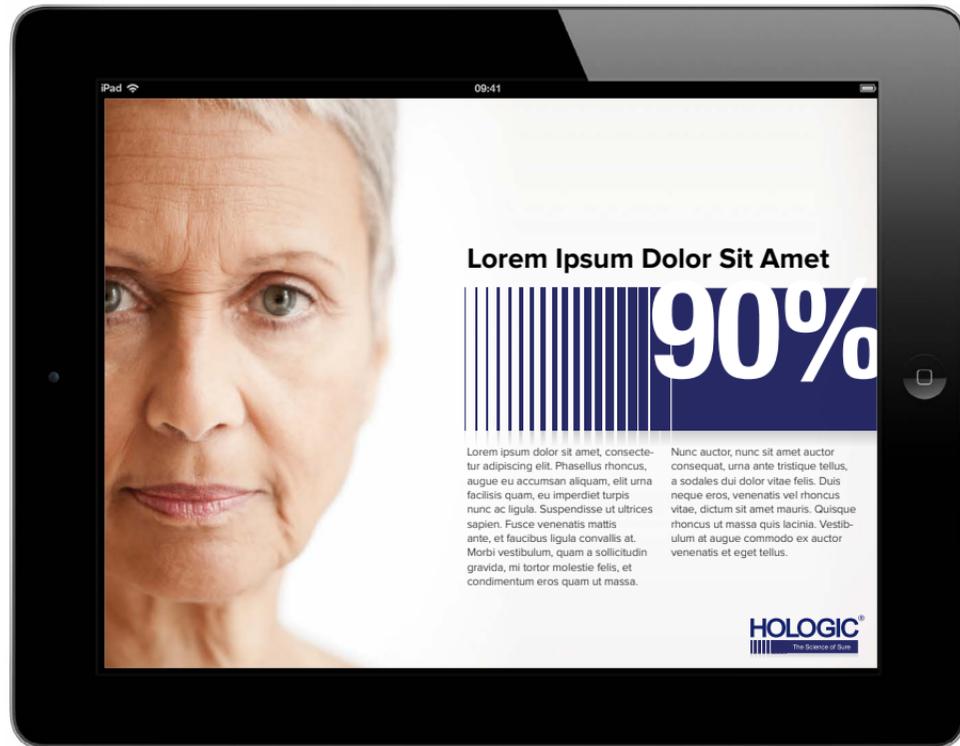


Rendered with a different reflection



## Elements

The enclosing progress box draws attention to content inside it while also communicating progressive certainty—this is a visually powerful way to highlight important information or impressive data. Here we see an infographic or a number inside the enclosing progress box.



The progress bar shutters are another element that allow us to use imagery in a way that is ownable to the brand, creates visual energy, and communicates our core promise of turning uncertainty into certainty. The shutters work when they do not obscure too much of the image, but instead suggest the steady revelation of that image and idea from nothing to something purely and powerfully expressed.





### The progress bar shutters in white

The shutters can also be used in white. In this case, they reveal the image and leave a large area to the left for copy or content. The idea of progressing towards greater certainty can propel the design.

The bars **MUST** be used so they reveal the image underneath left to right, progressing toward certainty. To use them in reverse would suggest obscuring it and moving toward uncertainty.



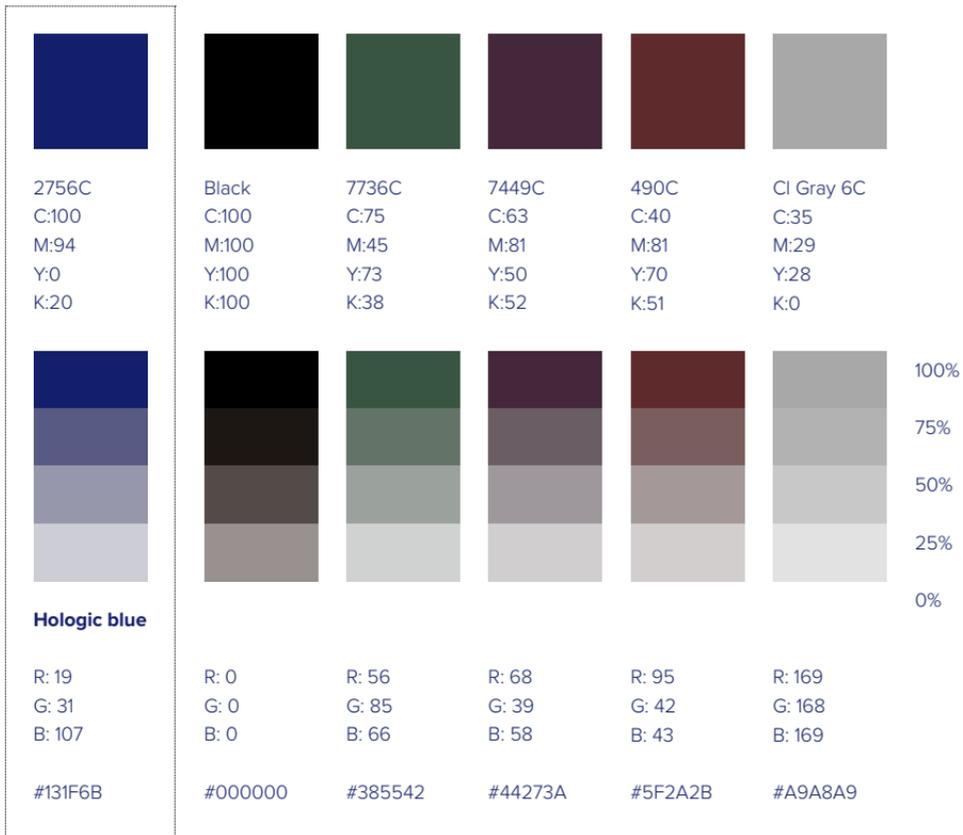
## Colors

This current corporate palette is meant to create a range of dark colors that can be used as fields and within elements. The goal is to enable us to make bold and dense imagery that can read as decisive and powerful. Tints of these colors can be used, but only as expressed in the following pages. Secondary color palette should be used against black/white backgrounds for maximum contrast.

When developing your palette, apply the "contrast and limiting color" approach.

### Uncoated Usage:

Contact Corporate Marketing for color usage on uncoated stock.



## Contrast

The color approach is meant to create contrast, pitting very dark colors against very light ones for high legibility and bold expression.

## Limiting colors

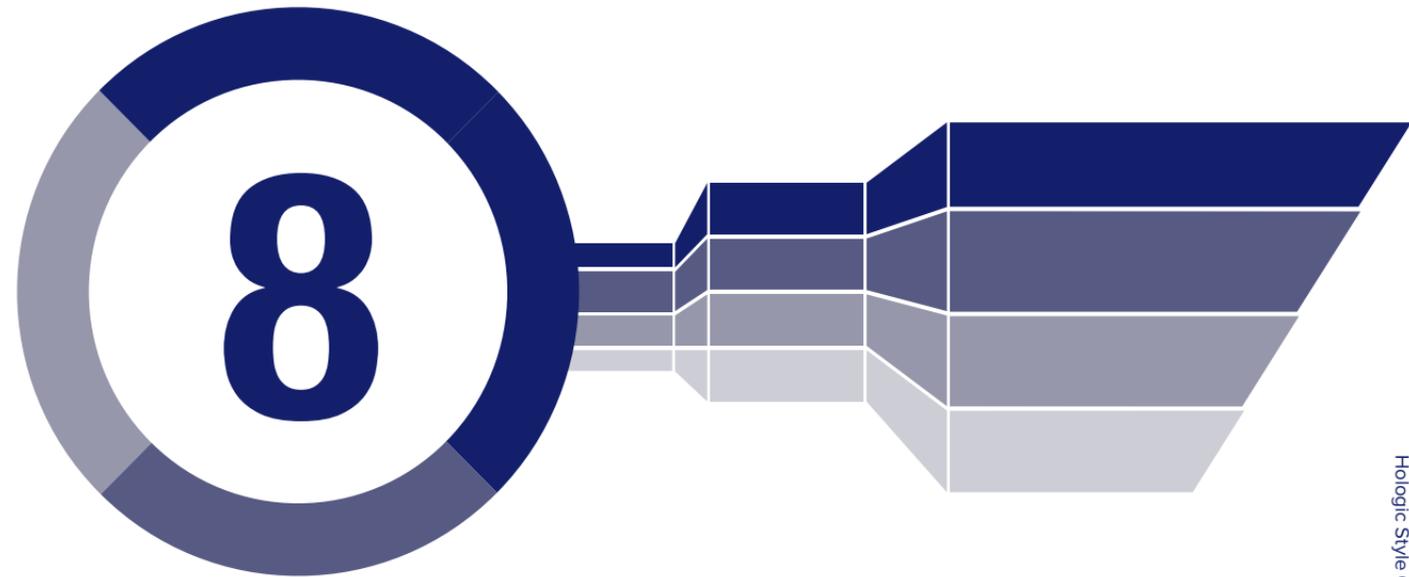
Boldness is also suggested through limiting the palette of pieces so that they don't feel random. By limiting the number of tints used and making color use intentional, we can build very expressive brand collateral that feels focused, on-target and sharp.



### A simple expression of color

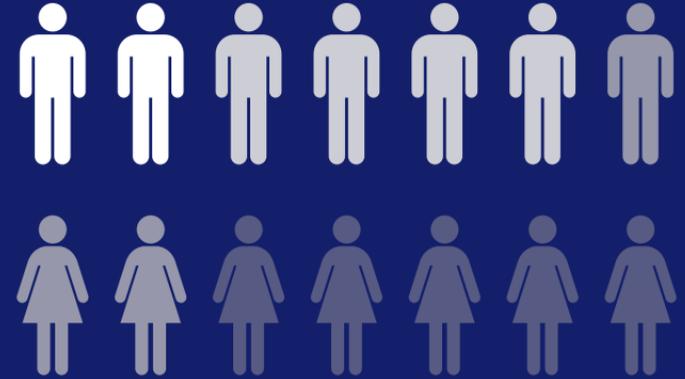
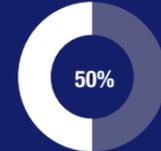
The colors are meant to be used in a high-contrast way, exclusive of other colors when possible. We want the information to be the hero at all times, and infographics that express it simply and powerfully, in bold expressions of the core color, will dominate. When possible, keep executions simple so adjoining colors don't force unintended meanings. The entire thing should feel bold and reliable, but still unexpected in its use of iconography and lockups.

Here we have a one-color, multi-tint approach that can work well for a slide or a poster where the user needs to gather information quickly.



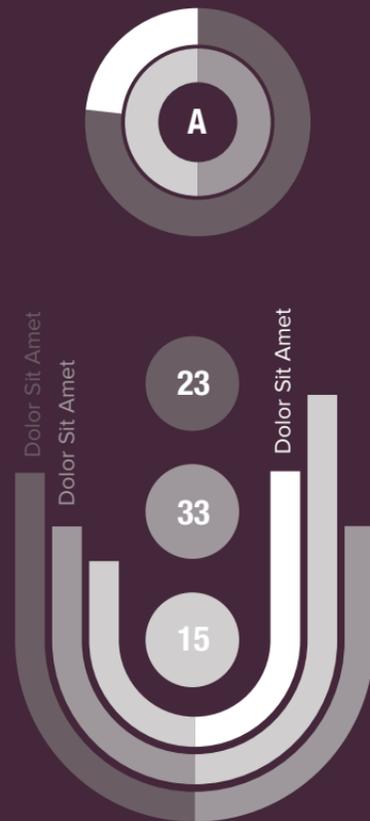
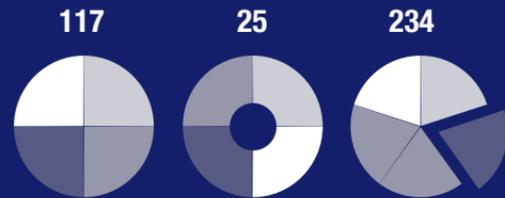
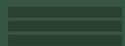
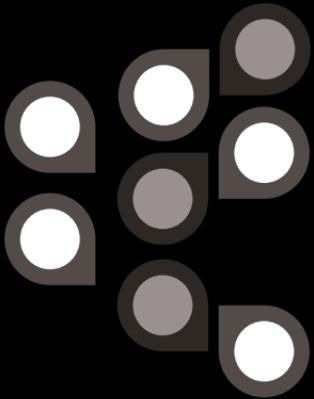
### Using color tints

The three color tints and white can be used against each of the color fields for the purpose of infographics. This creates a unified effect that still jumps off the page and communicates.

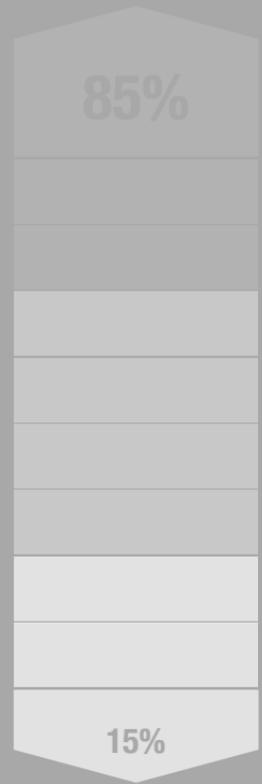
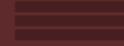


### Color fields

Each color field can have a suite of tints to use to create graphical elements and expressions.



Dolor Sit Amet

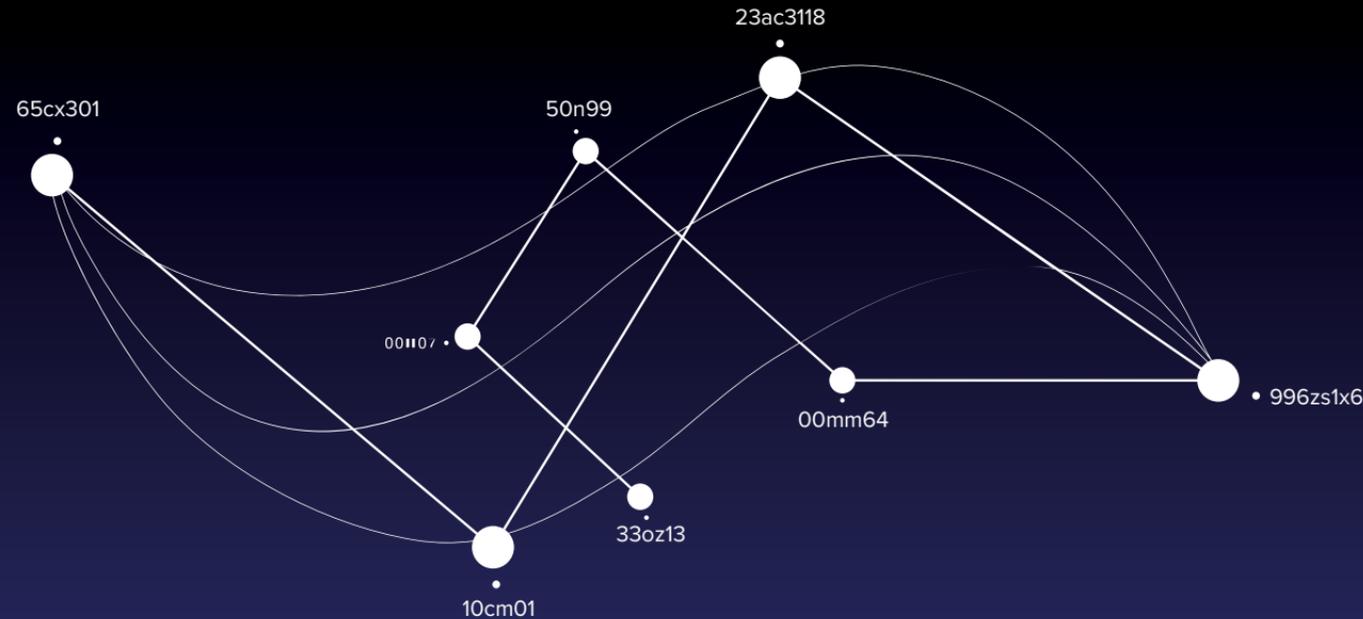


## Gradients

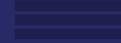
Gradients allow us to use the core colors in a way that may have more depth and intrigue. Here, for example, a more delicate graph can sit, in white, above the **Hologic** blue gradient, suggesting its power and ability to captivate.



2756C	Black	490C	Black	7736C	Black
C:100	C:100	C:40	C:100	C:75	C:100
M:94	M:100	M:81	M:100	M:45	M:100
Y:0	Y:100	Y:70	Y:100	Y:73	Y:100
K:20	K:100	K:51	K:100	K:38	K:100
R: 19	R:0	R: 95	R:0	R: 56	R:0
G: 31	G:0	G: 42	G:0	G: 85	G:0
B: 107	B:0	B: 43	B:0	B: 66	B:0
#131F6B	#000000	#5F2A2B	#000000	#385542	#000000

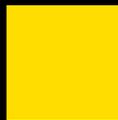


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## Highlight colors

To create contrast, the core colors have high-impact highlight colors that can be used only against black or white fields. They allow charts, data, and information graphics to be powerful against a black or white background for presentations, print pieces and video. The important thing is to create boldness through contrast and limiting excessive colors.



Yellow C  
C:1  
M:9  
Y:99  
K:0



348C  
C:96  
M:22  
Y:100  
K:9



3135C  
C:100  
M:23  
Y:29  
K:1



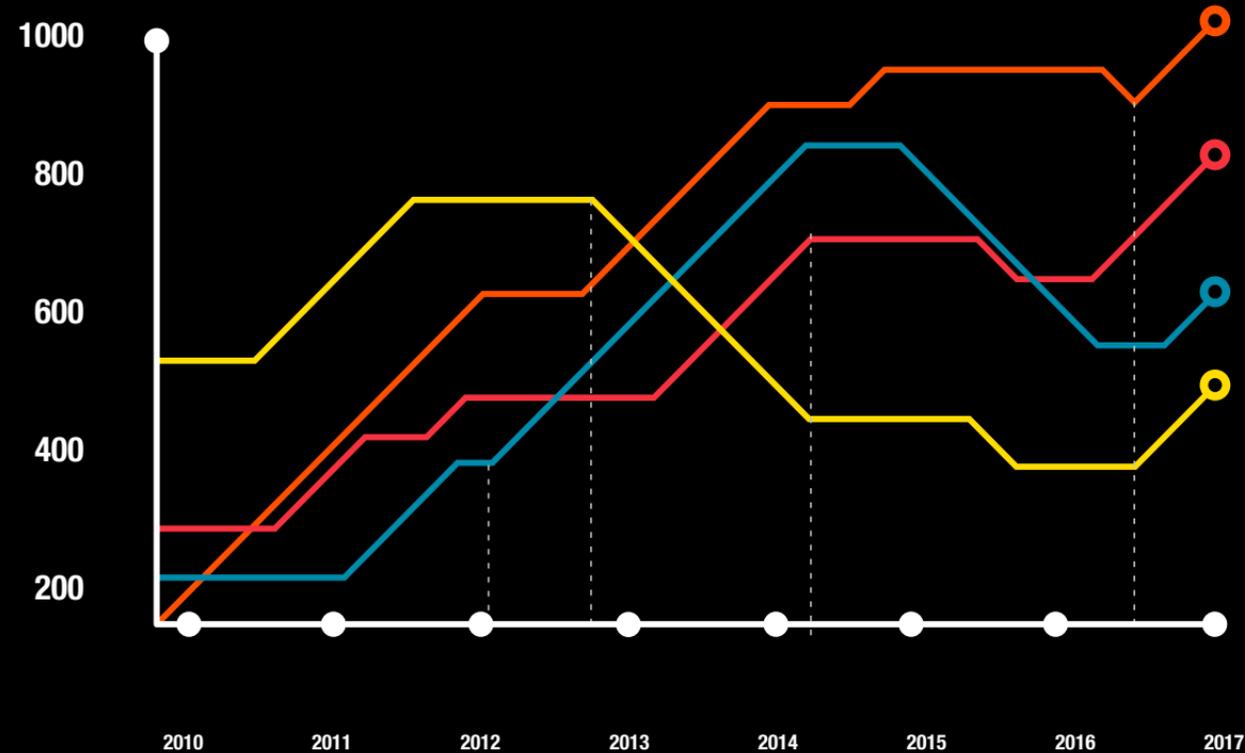
PurpleC  
C:34  
M:88  
Y:0  
K:0



Red032C  
C:0  
M:93  
Y:76  
K:0



Orange021C  
C:0  
M:83  
Y:100  
K:0



## Additional colors

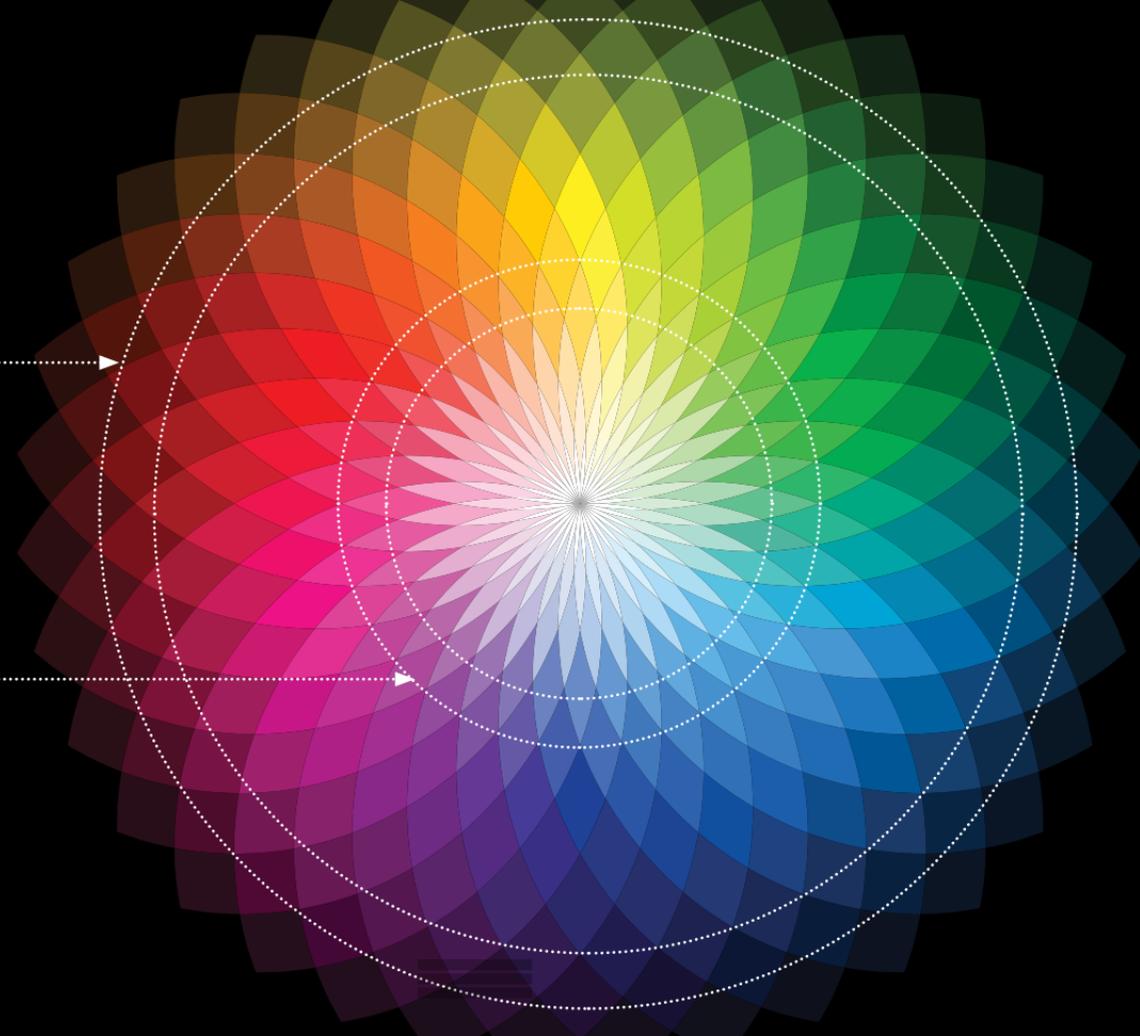
When developing your palette, it is also acceptable to pull colors from images used in the pieces. Using this color wheel, it is possible to find high-contrast colors that can be used as backgrounds as well as colors to be used as highlights. On backgrounds, only white and the three tints of that image can be used.



**Dark colors to be used as base colors**



**Light colors to be used as highlights**



## Photography

Photos should be exceptionally crisp and high resolution. The goal is clarity, decisiveness, boldness. Photos are large and full bleed when possible and full-page images are desirable. We are hoping to avoid many small images, in favor of a large decisive one, when possible.

### **Bold, uncompromising**

Images should feel very detailed and bold. Whether we are focusing on humans or technology, there is a bolder approach. Photography of people should be shot with consistent lighting so as to show the details of faces, skin, eyes, etc. People looking directly at the camera with a certainty and intensity shows an uncompromising approach. Technology should be shot with the same certainty, the same attention to very fine detail and lighting.

### **Proud and heroic**

The goal is to heroize imagery, whether it is a shot of a person, a piece of technology or something symbolic and non-representational. We can make that image more proud and heroic by minimizing distractions and only placing elements of interest in the shot. For most person shots, this means a straightforward photograph, with a look of sincerity, certainty, and conviction in the eyes, intense and emotional, without added elements in the shot.

### **Elegant and skilled**

Deep, contrasting colors for backgrounds, tight, finely precise features, intentional shadows, and glints from lighting. These are all techniques that suggest photographic skill and should be a part of our photographic approach. We are not interested in stock photography, posed plastic imagery or clip art approaches. There has to be a skillfulness at the heart of everything we do, including the way we look.



## Categories

Photography is meant to reflect each of our reasons to believe in the brand positioning and promise. It spans the gulf between Technology and Humanity. The seven categories are: Technology, Innovation, Vision, Integrity, Collaboration, Relationships, and People.



### Technology

- Hologic technology
- Clean background
- Heroic positioning
- Elegant lighting



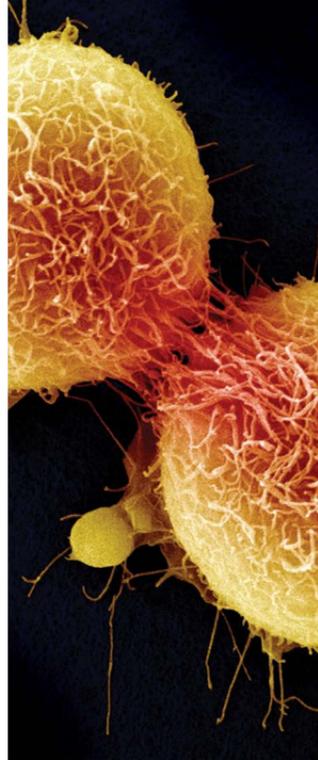
### Innovation

- Products in close-up or in use
- Bold, large
- Always in very high resolution



### Vision

- Eyes, representing vision
- Diverse
- Emotionally intense
- High resolution and detailed



### Integrity

- Abstractions representing science, speed, workflow, energy, knowledge, trust, etc.
- Elegant and engaging



### Collaboration

- Medical professionals in action
- No stethoscopes or microscopes
- Unposed and not direct to camera
- Focused on their work



### Relationships

- Medical professionals
- Straight on, without distractions
- Looking certain, sure



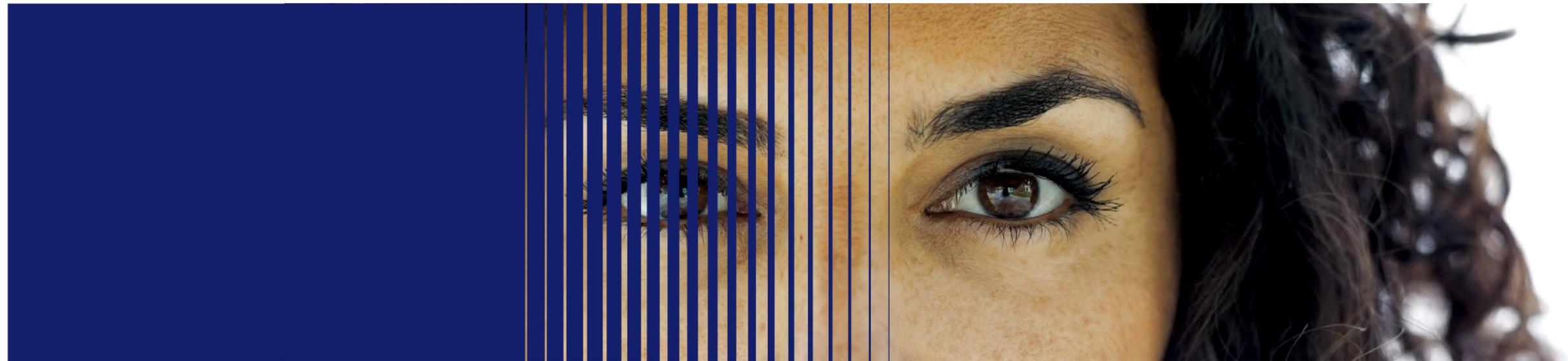
### People

- Hero images of real people
- Certainty on their faces
- Straight on—no distractions
- Real and heavily detailed

**In all categories, images should:**

- Be as powerful, bold and expressive as possible
- Mean something
- Be as high resolution as is possible, at least 300 DPI for print images
- Have specific detail that when looked at close up is remarkable; this showcases precision and observational acuity
- Be visually appealing and expressive
- Be high-contrast and make strong decisions

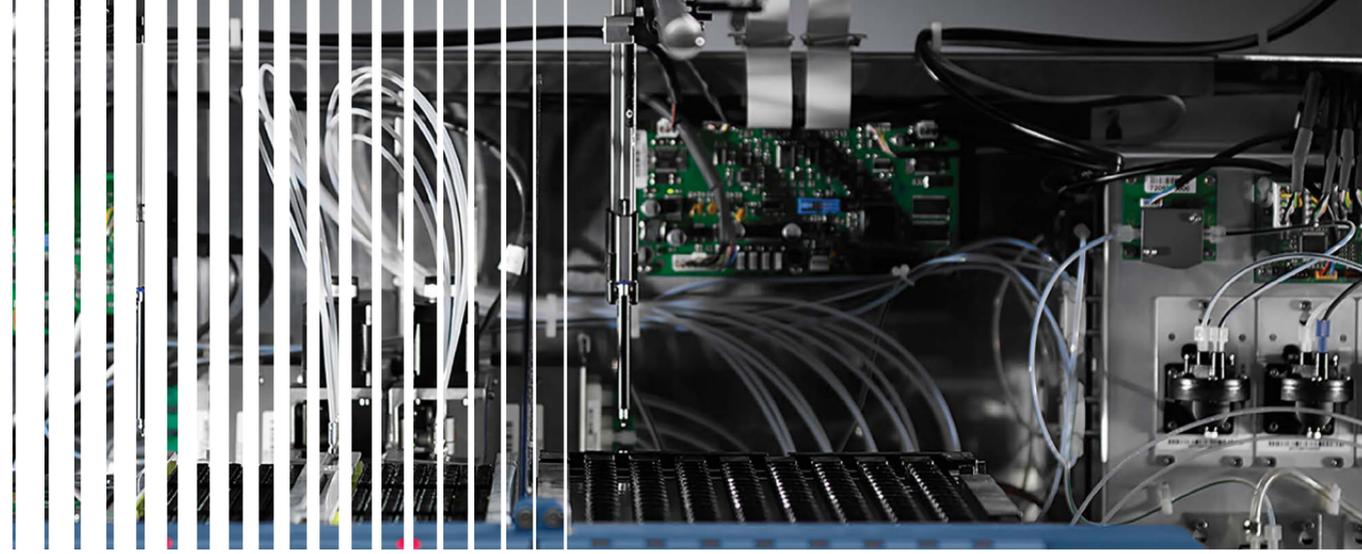
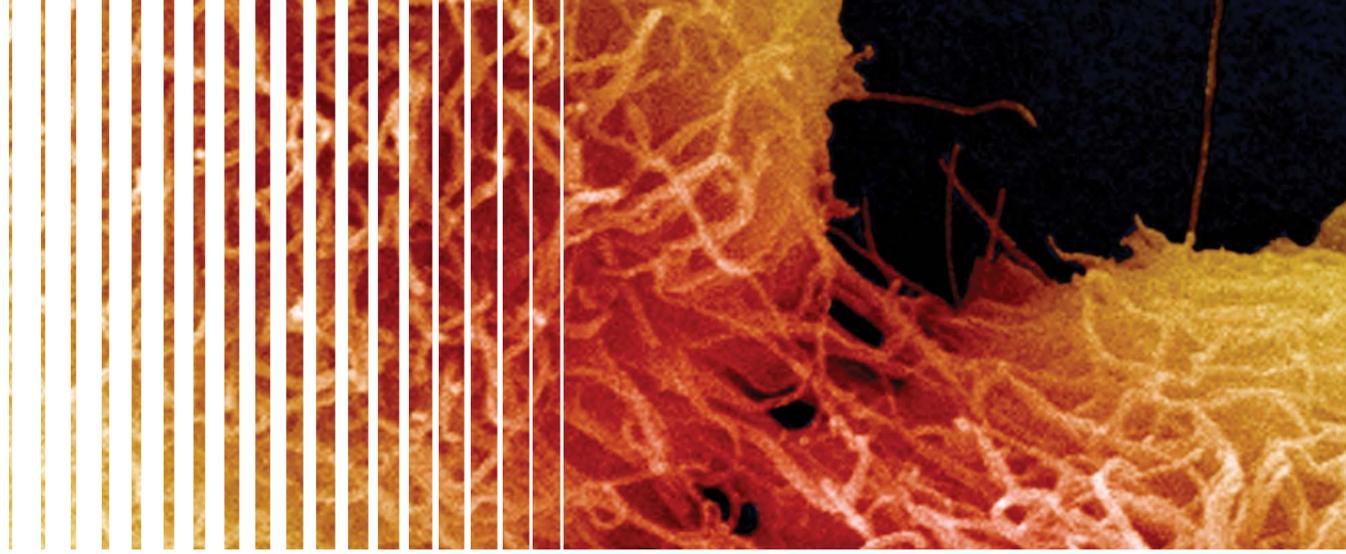
Imagery is not always necessary. Fields of color, infographics, and text expressions may communicate the point just as well or better, such as the typographic approach on page 95.

**Image strips**

We can use an image strip, provided it is bold and engaging and includes a good deal of white space around it.

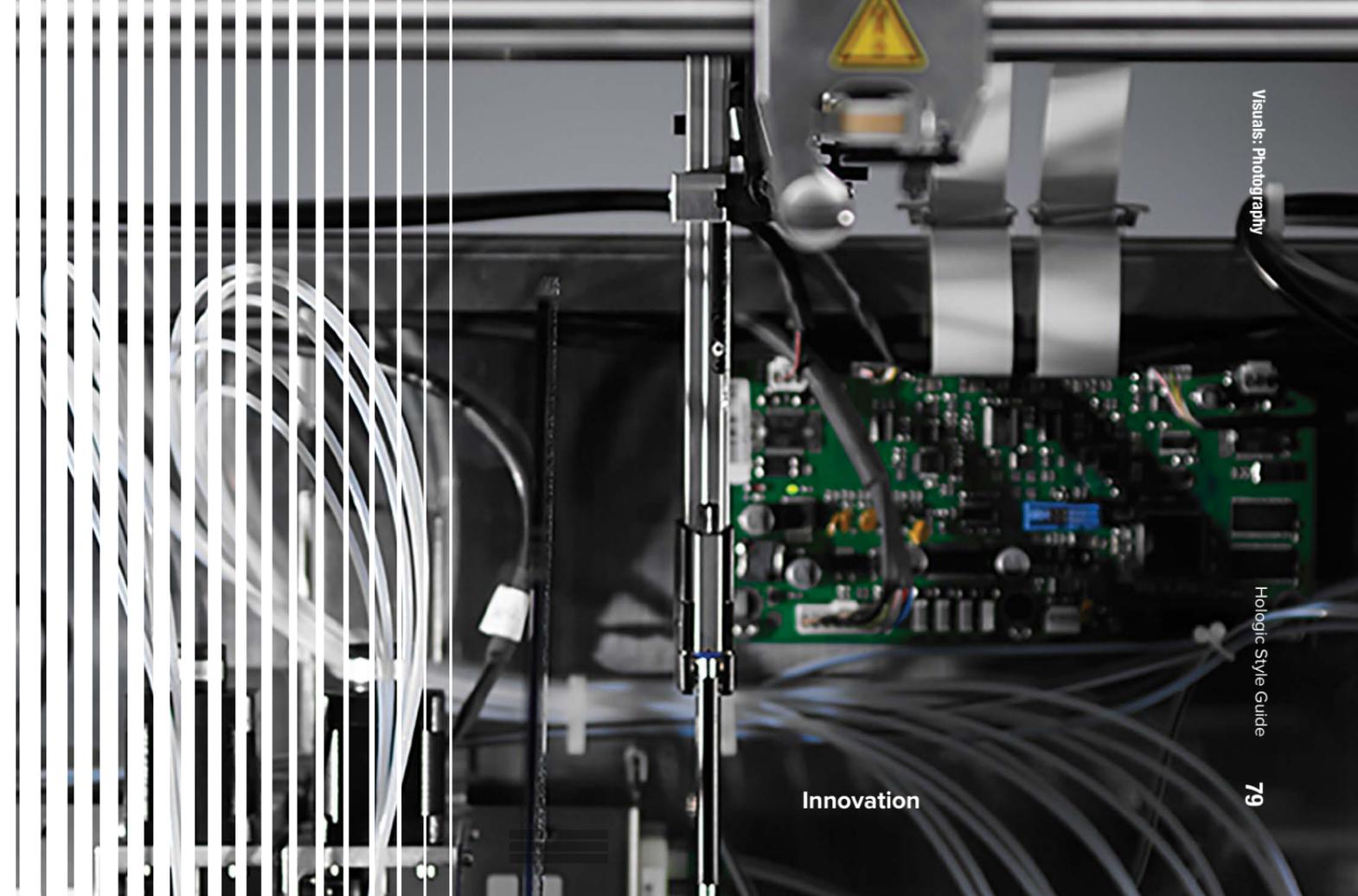
Image strips can reveal any type of acceptable image, but should only be used in this treatment once per page, if possible.





### Technology

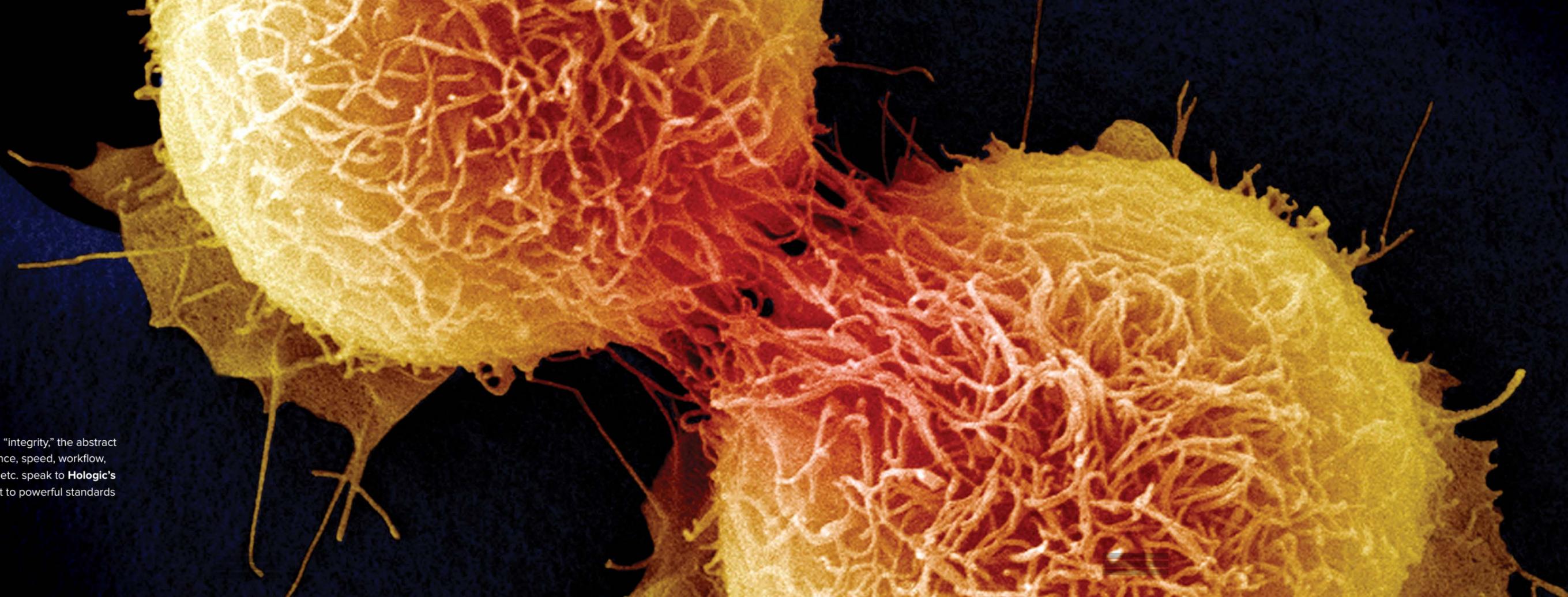
Giving the image enough space on a page maintains its distinction as hero and the center of attention.



Innovation

## Integrity

While not explicitly saying "integrity," the abstract images representing science, speed, workflow, energy, knowledge, trust, etc. speak to **Hologic's** integrity in its commitment to powerful standards and ideals.







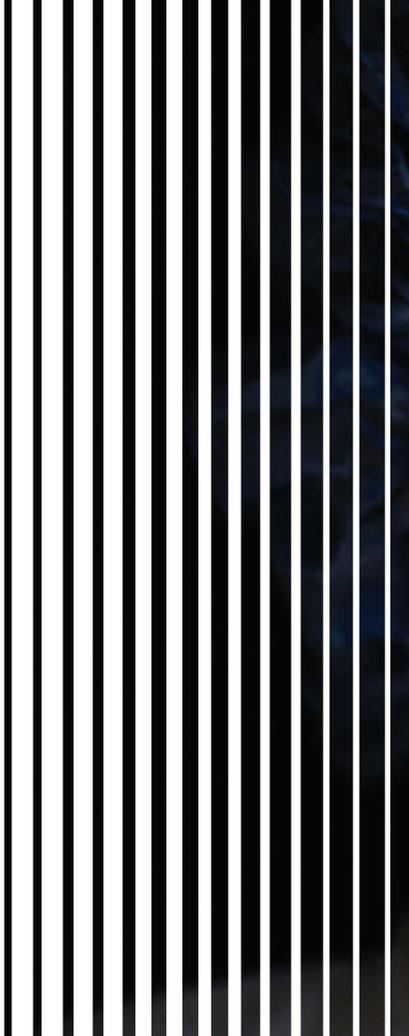


**Collaboration**



**Integrity**









## Typography

Our typographic approach is meant to communicate in a bold and decisive way as well. The primary goal is precision and legibility, focus, and clarity. We can't ever afford to be misunderstood, and this area is no exception.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890({[!@#\$%^&\*]})

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890({[!@#\$%^&\*]})

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890({[!@#\$%^&\*]})

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890({[!@#\$%^&\*]})

Helvetica Neue Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890({[!@#\$%^&\*]})

Helvetica Neue Condensed Bold



# 23

Helvetica Neue Condensed

Large Numbers

Proxima Nova Bold

Lorem Ipsum Dolor Sit Amet

Titles and Callout Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat accumsan felis odio eget felis. Nulla quis semper lacus. Curabitur euismod elit elit, id aliquam massa porttitor eu. Phasellus a arcu ornare nunc posuere cursus id rhoncus erat. Nullam sed nisi placerat, convallis libero nec, lacinia metus. Nunc tellus mauris, porta eu libero quis, vestibulum cursus tortor. Donec sodales ornare accumsan. Sed sagittis ligula in tortor hendrerit, et pretium lacus cursus. Nullam non vestibulum tellus. Suspendisse ornare augue arcu, sit

Body Copy

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Knocked-out Copy

Proxima Nova Light

Proxima Nova Regular

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat accumsan felis odio eget felis.*

Captions and Asides

Helvetica Neue Light Italic



## Proportionality

When type is set, it should be laid out for maximum legibility to ensure that simple proportions are established.

### Leading



The relationship between type size and leading should be a value of 1.4, rounded to the nearest integer. This means:

Type	Leading
7 pt	10 pt
9 pt	13 pt
10 pt	14 pt
11 pt	15 pt
12 pt	17 pt
14 pt	20 pt

### Width



Many style guides call for type to be set at a width of 1.5 alphabets, or roughly 40 characters at maximum across. This keeps users from having to refind their place when finishing a line of copy. Because **Hologic** copy may include some technical language and longer words, we will cap the width of copy in columns to 55 characters.

### Titling



Titling should be set at least 1.3 times the size of the body copy, rounded to the nearest integer. This means:

Type	Leading
7 pt	9 pt
9 pt	12 pt
10 pt	13 pt
11 pt	14 pt
12 pt	16 pt
14 pt	18 pt



We are  
**sure** in  
everything  
that we  
do.

# 09

## Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat accumsan felis odio eget felis. Nulla



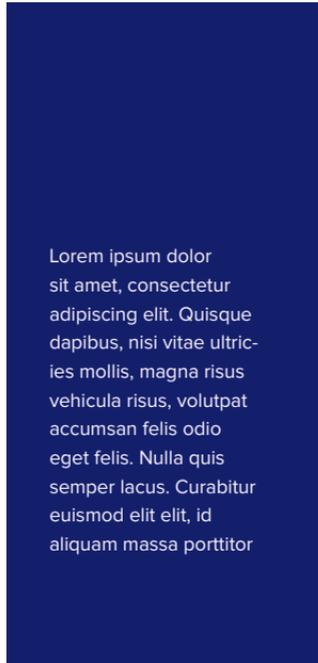
Large numbers can be knocked out of boxes for maximum legibility.



Large numbers can lead off the side of solid or extremely low-contrast images, provided they do not obscure anything.



Copy text within a solid color block should not bleed off the edge.



Large titles or words can bleed off the color block, provided the word itself is maximally legible and that the image or color block has no high-contrast areas behind it.



Standard capitalization is used throughout. In the case of wordclouds or single-word expressions, capitalizing the entire word is acceptable.



### Font substitutions: events and programs

Additional fonts may be used as substitutions, as design for events or specific programs may warrant. The goal of these is to find fonts that suggest the goal of the programs or events, work well with Proxima Nova as body copy, and are not distressed or nostalgic. We want to encourage a forward-thinking, skillful, and precisely drawn approach in everything we do.



### Font substitutions: online and digital

Additionally, when translating the brand online, it is preferable to use the fonts as objects, embedded, so that Proxima Nova is selectable, searchable, and as legible as possible. Typekit works well to embed fonts in web pages so that the text is still searchable and selectable.

If font objects are not available, the options shown to the right are acceptable in both purely web and other digital mediums. Again, the most important things are legibility and clarity of character, as these create the feel of certainty and decisiveness.



### Standard

Helvetica Neue Bold Condensed  
Proxima Nova Bold  
Proxima Nova Light

# 23

### Lorem Ipsum Dolor Sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat accumsan felis odio eget felis. Nulla quis semper lacus. Curabitur euismod elit elit, id aliquam massa porttitor eu. Phasellus a arcu ornare nunc posuere cursus id rhoncus erat. Nullam sed nisi placerat, convallis libero nec, lacinia metus.

### Online

Arial Bold  
Arial Bold  
Arial Regular

# 23

### Lorem Ipsum Dolor Sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat accumsan felis odio eget felis. Nulla quis semper lacus. Curabitur euismod elit elit, id aliquam massa porttitor eu. Phasellus a arcu ornare nunc posuere cursus id rhoncus erat. Nullam sed nisi placerat, convallis



### Most other digital devices

Helvetica Bold  
Helvetica Bold  
Helvetica

# 23

### Lorem Ipsum Dolor Sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat accumsan felis odio eget felis. Nulla quis semper lacus. Curabitur euismod elit elit, id aliquam massa porttitor eu. Phasellus a arcu ornare nunc posuere cursus id rhoncus erat. Nullam sed nisi placerat, convallis

## Iconography

Use icons sparingly to represent files, downloads, media types, etc. Icons work for us when they accent type and render it MORE legible. Icons should be simple and as universal as possible. Icons should be in **Hologic** blue on white or in white on a background.



Image



Video



Photo



PDF



Comment



Contacts



Location



Data



Utilities



Print



Events



News



Play



Play/Pause



Pause



Stop



Reverse



Back to Head



Fast Play



Back to End

Icons are meant to be small, obvious and functional. They are high-contrast, appearing in **Hologic** blue over white or in white over **Hologic** blue (or a smooth, uncluttered background)





# HOLOGIC®

The Science of Sure

## NEW VIDEO

- Download Now
- Download Script
- Gallery
- Comments

# HOLOGIC®

The Science of Sure

## NEW VIDEO

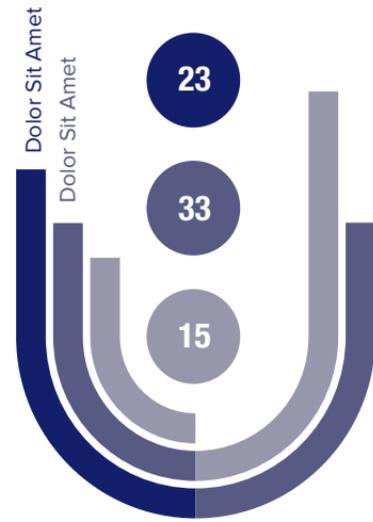
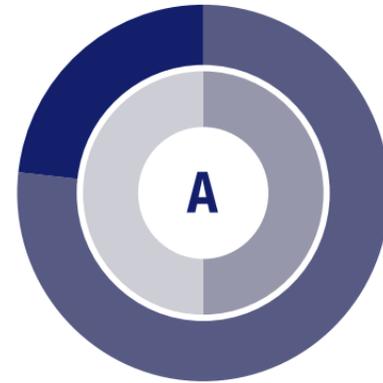
- Download Now
- Download Script
- Gallery
- Comments

09



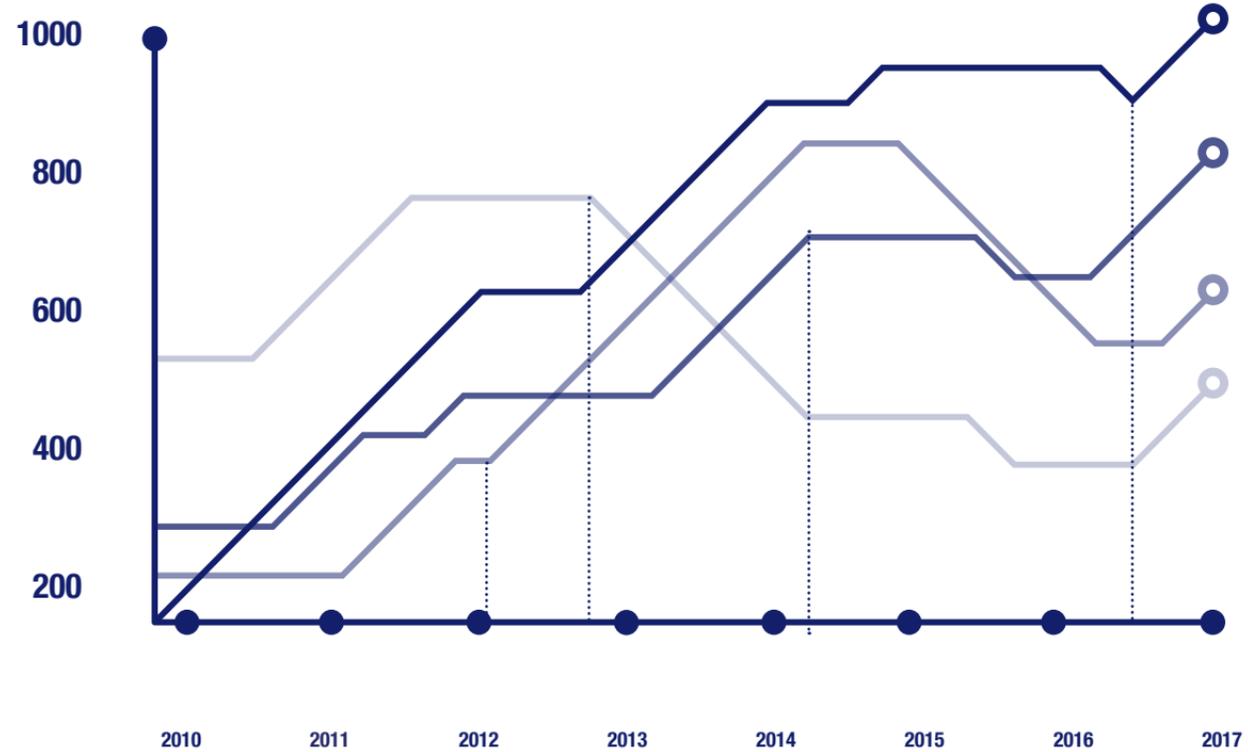
## Infographics

Because we sometimes use photography full screen and squared off, and the elements themselves have a modular, rectangular feel, using circles to represent information is a good way to bring value to the data and add novelty and wonder to a page.





Use simple infographics with **Hologic** blue fills, when possible. Images should be strong and use the approved tints.



### Brand hierarchy: divisions

The corporate way to express the divisions is in a lockup using Proxima Nova Bold as the primary font, at the same height as the progress bar. The line separating them descends X distance below as well in order to provide balance and weighting to the lockup. This can be knocked out as well. This is principally used internally.



**Breast & Skeletal Health**



**Diagnostic Solutions**



**GYN Surgical Solutions**



**International**





Diagnostic Solutions



## Breast and Skeletal Health

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat accumsan felis odio eget felis. Nulla quis semper lacus. Curabitur euismod elit elit, id aliquam massa porttitor eu. Phasellus a arcu ornare nunc posuere cursus id rhoncus erat. Nullam sed nisi placerat, convallis libero nec, lacinia metus. Nunc tellus mauris, porta eu libero quis, vestibulum cursus tortor. Donec sodales ornare accumsan. Sed sagittis ligula in tortor hendrerit, et pretium lacus cursus. Nullam non vestibulum tellus. Suspendisse ornare augue arcu, sit amet faucibus arcu fringilla id. Sed venenatis condimentum sodales.



## Branded grid system

It's important that we maintain the organizational hierarchy for divisions, subsegments, and products internally. But it's just as important that we not force external viewers to intuit how our company works in order to understand our communications and messaging. The guide to your right shows what information goes on internal and external communication.

Communication Tool	Always	Never
Advertising	✓	
Marketing and sales related programs	✓	
Tradeshows, events & exhibits	✓	
Hologic websites	✓	
Product websites	✓	
Social Media sites	✓	
Banner ads (with the exception of product specific banners ads at small sizes)	✓	
Videos/multimedia	✓	
Presentations	✓	
Office signage interior/reception areas	✓	
Email signatures	✓	
Corporate gifts/premiums	✓	
Environmental graphics (posters, banners, displays, flags, etc.)	✓	
Brochures, catalogs	✓	
Folders	✓	
Training materials	✓	
Leaflets	✓	
Direct mail	✓	
Email newsletters	✓	
Office signage exterior		X
Corporate stationery		X
White papers		X

Products	Always	Never
Hardware		X
Software		X
Packaging		X
Data/Spec Sheets		X
Manuals		X

## External product communication

Image		
<p>Headline ipsum dolor sit ametico, consectetur <b>adipiscing elitum.</b> Praesent id neque laoreet. egestas</p> <p>Body Copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vestibulum justo eu ligula scelerisque elementum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in libero iaculis, interdum neque gravida, dapibus e</p>		
Nme of Division	Product Name	
<p>Footnote one</p> <p>Footnote two</p> <p>XXXX-XXX-XXX REV XX ©2015 Hologic, Inc. Lorem ipsum consectetur adipiscing elit. Praesent id neque laoreet, egestas nisi at, condimentum nisi. Donec consequat ultricies nulla in mollis. Nullam vestibulum, diam quis ultrices trincidunt, libero nisi viverra ex, eget feugiat nulla orci at nisi. Donec risus nisi, tristique sed nisi nec</p>	Part # 4567	



## External product communication



HOLOGIC  
The Science of Sure

LOREM IPSUM DOLOR SIT AMETICO, CONSECTETUR **ADIPISCING ELITUM.** PRAESENT ID NEQUE LAOREET.

Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vestibulum justo eu ligula scelerisque elementum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in libero iaculis, interdum neque gravida, dapibus e

**NAME OF DIVISION**

**PANTHER**




HOLOGIC  
The Science of Sure

Headline ipsum dolor sit ametico, consectetur **adipiscing elitum.** Praesent id neque laoreet.

Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vestibulum justo eu ligula scelerisque elementum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in libero iaculis, interdum neque gravida, dapibus e

**Name of Division**

**Product Name**

### Brand hierarchy: departments

When showcasing individual departments, it is acceptable to use the larger version of the progress bar, with the **Hologic** logo in it, and the name of the department in Proxima Nova Bold below it. If desired, images can be used, as squares, to accent the department.



### Brand hierarchy: partnerships

When the logo is expressed in a partnership situation, if possible, it should be in the **Hologic** blue and weighted the same as the other logos. If not possible, it should be in white against black or a high-contrast dark color, with all other logos expressed similarly. The important thing is that it is treated so as to fit well with the other logos, without clashing colors.



**HOLOGIC**<sup>®</sup>  
The Science of Sure

**Humana.**



**HOLOGIC**<sup>®</sup>  
The Science of Sure

**Humana.**



**Bold. Unwavering. Decisive.**



### Toward simplicity and power

Our goal is not to be restrictive about how the brand is approached, but, instead, to create a guideline whereby it might be expressed naturally, with the care and strength that it deserves. When in doubt, it's important to emphasize that adding new elements to a page always reduces the importance of remaining elements, and that real executional strength in design often comes from restraint and intentionality.

### For More Information:

[Corporatemarketing@hologic.com](mailto:Corporatemarketing@hologic.com)

Available online : [HologicStyle.com](http://HologicStyle.com)

Published by Hologic Corporate Marketing and Communications



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