



ProSci Brand Guidelines

Brand Overview: Who We Are & What We Do

ProSci is a trusted provider of high-quality, validated antibodies and related reagents, supporting life science research, diagnostics, and discovery for nearly three decades. We partner closely with distributors, researchers, and clinicians to deliver products that are reliable, consistent, and designed to perform across a wide range of applications.

Our commitment goes beyond products. ProSci is built on scientific expertise, service, and responsiveness—offering dependable solutions, flexible custom capabilities, and attentive support that help our customers move their work forward with confidence, from selection to results.

Brand Manifesto

Care is at the heart of everything we do.

At ProSci, we believe antibodies carry responsibility. They support discoveries, guide decisions, and impact lives. That's why we approach our work with care at every level: how our antibodies are made, how they perform, and how they are supported.

We design and validate antibodies with precision, integrity, and intention. We stand behind their reliability, and we stand beside the scientists who use them. When questions arise, we respond. When challenges appear, we engage. Partnership is not optional, it is essential.

Our logo reflects who we are: human-centered science, guided by expertise and compassion. It represents protection, trust, and dedication to the work that advances health and understanding.

Because science works best when it's built on care. And care is what makes trust possible.

Our Logo Story



ProSci — Trusted Antibodies. Personal Care.

At ProSci, care is at the heart of everything we do. Our logo reflects a promise: to protect, support, and empower the scientists who rely on our antibodies every day.

The human-like antibody element represents partnership and dedication—hands raised in service to discovery and healing. The antibody-inspired forms and vibrant cellular element symbolize precision, innovation, and deep scientific expertise. Together, they tell a story of science guided by compassion.

We don't just develop antibodies — we take responsibility for their performance, reliability, and impact. From rigorous validation to responsive support, ProSci exists to make work easier, more confident, and more human.

Tagline

Trusted Antibodies. Personal Care.

- **Trusted Antibodies** highlights product quality, validation, and scientific reliability.
- **Personal Care** emphasizes customer support, customization, and the human connection behind our science.

Together, the tagline communicates that ProSci delivers both technical excellence and attentive service.

Logo System

Logo Components

- **Word Mark Font:** Times New Roman
 - Used exclusively for the ProSci logo word mark.
 - This font should not be used elsewhere in marketing or communications.
- **Tagline Font:** Myriad Pro Semi-Bold
 - Used only for the logo tagline.
- **Logo Image:**



The logo consists of the ProSci word mark, graphic mark (image), and tagline.

Logo File Versions

Approved logo versions include:



- Full color logo
- One color (black) logo
- Reversed logo (white)
- All of the above with tagline
- Only official logo files may be used. Do not recreate or modify the logo.

Logo Usage Guidelines

- Maintain adequate clear space around the logo to ensure visibility.
- Use the full color logo whenever possible.
- Black or white versions may be used when color reproduction is limited.
- Do not stretch, skew, rotate, recolor, or add effects to the logo.
- Do not place the logo on busy or low-contrast backgrounds.

Color Palette

ProSci Brand Colors

(Primary) ProSci Green: #216236

(Secondary) ProSci Blue: #194FA4

(Accent) ProSci Light Green: #74b247

(Accent) ProSci Light Blue: #52f0f9

Primary color

The main color used in your brand.



Secondary color

The second most important color used in your brand.



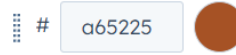
Accent color

Up to three colors used to complement your core brand colors.

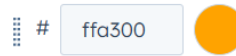


Custom Antibody Services (CAS) Brand Colors

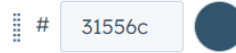
(Primary) CAS Burnt Orange: #A65225



(Secondary) CAS Orange: #ffa300



(Accent) CAS Grey/Teal: #31556c



Copy

Dark Gray: #363636



Color Usage Guidelines

- ProSci Green should anchor all core brand materials. Accent colors should be used sparingly to highlight calls to action or key elements.
- CAS colors are reserved for Custom Antibody Services content.
- Ensure sufficient color contrast for accessibility and readability.

Fonts

Marketing & Print

Myriad Pro Font Family

- Primary brand font for marketing materials.
- Approved weights include Regular, Semi-Bold, and Bold.

Digital & Web

Ubuntu, sans-serif

- Used on the ProSci website and digital platforms.
- Ensures clarity and modern readability across devices.

Font Usage Summary

Application	Font
Logo Word Mark	Times New Roman
Logo Tagline	Myriad Pro Semi-Bold
Marketing Materials	Myriad Pro Family
Website	Ubuntu, sans-serif

Brand Voice & Messaging

ProSci's voice reflects the Caregiver archetype.

Tone Characteristics:

- Supportive and reassuring
- Knowledgeable but not intimidating
- Clear, precise, and honest
- Professional with a human touch

Messaging Guidelines:

- Focus on trust, reliability, and partnership
- Emphasize service, responsiveness, and expertise
- Avoid overly aggressive or sales-driven language
- Speak as a collaborator, not just a supplier

Distributor & Co-Branded Guidelines

Brand Hierarchy

- **ProSci must always be the dominant brand** in co-branded materials.
- Distributor logos should be secondary in placement.
- ProSci branding should appear first visually and contextually.

Ordering & URLs

- All co-branded materials must include a **ProSci product URL** indicating where customers can order through the distributor.
- URLs should be clearly visible and easy to access.

Co-Branded Best Practices

- Maintain ProSci colors, fonts, and logo integrity.
- Avoid blending brand elements in ways that reduce ProSci recognition.
- Messaging should align with ProSci's Caregiver voice and brand values.

Brand Consistency

Consistent application of ProSci's logos, colors, typography, voice, and hierarchy ensures a strong, recognizable brand. All internal teams, partners, and distributors are expected to follow these guidelines to preserve trust, clarity, and brand equity.