



ORIGIN
THERAPEUTICS

Origin Therapeutics

BRAND GUIDELINES

2021





Horizontal Hero Logo

Please ensure to adhere to the rules for the ORIGIN logo.

When printing in black and white, in applications such as news print or tax sheets, only the approved logos should be used.

On dark backgrounds, a reversed version of the logos should be used.





Vertical Hero Logo

Please ensure to adhere to the rules for the ORIGIN logo.

When printing in black and white, in applications such as news print or tax sheets, only the approved logos should be used.

On dark backgrounds, a reversed version of the logos should be used.

Primary



Secondary



Secondary



Secondary



Secondary



Secondary





Logo Misuse

Rules regarding the misuse of the ORIGIN logo.

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to.

No attempt should be made to alter the logo in any way.



X Do not shear or taper



X Do not outline



X Do not change from
hero color palette



X Do not rotate



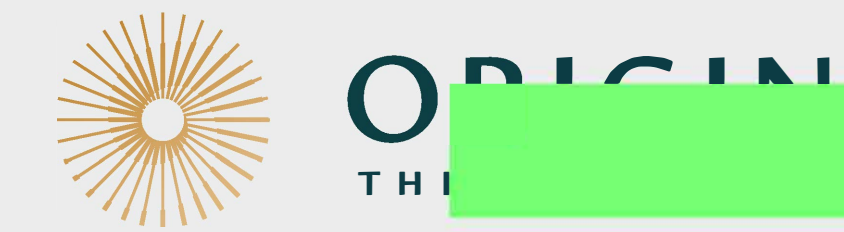
X Do not stretch horizontally



X Do not stretch vertically



X Do not add drop shadow



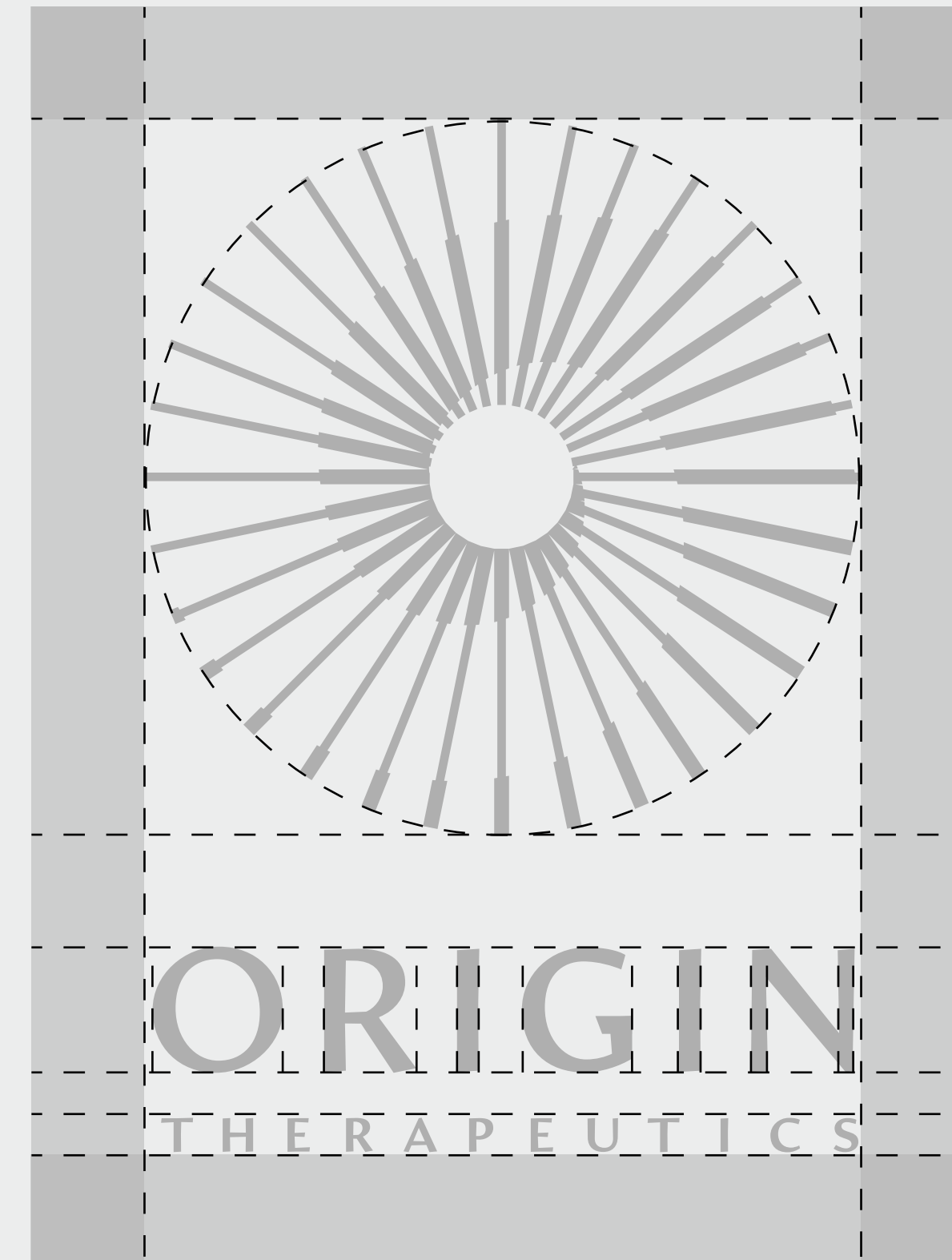
X Do not overlap GFX



Logo Padding

Keep a clear, uniform edge around the logo.

Items or graphics should not be placed too close to the ORIGIN logo as not to detract or impede on importance and aesthetic appeal of our brand.



Color Palette

Use of color for the printed and digital logo. The following palette has been selected for use in all communications.

Deep green
#004045

93 / 57 / 58 / 46
0 / 64 69

**Gradient
Gold**



10

RGB Gold
#bb824d

24 / 51 / 78 / 05
187 / 190 / 77

Black
#000000

100 / 100 / 100 / 100
00 / 00 / 00

White
#ffffff

00 / 00 / 00 / 00
255 / 255 / 255



ORIGIN
THERAPEUTICS

Origin Therapeutics

BRAND GUIDELINES

2021

