BioTissue®

Brand Standards

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Brand Positioning

Section 1.0

1.1 — Brand Positioning Statement
1.2 — Brand Story

To people in need of healing, BioTissue is the regenerative medicine pioneer that harnesses the power of fetal healing to help restore the body faster with minimal inflammation and scarring.

Brand Positioning

1.1 — Brand Positioning Statement

The Brand Positioning Statement is a crucial piece of internal messaging that clearly articulates our target market, product/service offering, competitive framework, and unique point of difference. It is the yardstick that all brand and marketing efforts should align with.

BioTissue was born of a life-changing need – to help physicians heal wounds and chronic pain in their patients with unprecedented efficacy. By harnessing the power of human birth tissue donated by compassionate mothers, our trusted products help create an environment for faster healing and bring the body back to its original active lifestyle - with minimal inflammation and scarring. For most patients, BioTissue is another chance at life. Post-op patients to pro athletes, if their goal is to “get better” – we aim for “better than ever.” Our evidence-based innovation has outpaced the world of regenerative medicine for over two decades. Today, we continue to champion high-performance healing into the future.

Brand Positioning

1.2 — Brand Story

The Brand Story establishes our brand tone of voice and serves as a reference point for all outward-facing messaging.

Logo

Section 2.0

2.1 — Primary Logo
2.2 — Bug Logo
2.3 — Sub-brand Logos
2.4 — Clear Space
2.5 — Black and White
2.6 — Logo DON'Ts

Logo

2.1 — Primary Logo

This is BioTissue's main logo. It should be used as often as possible. The logo should never be modified or recreated.

Bug Logo

Logo

2.2 — Bug Logo

This is BioTissue's bug logo. It may be used in instances when the main logo doesn't suffice or to add visual variety to designed pieces. It should never be modified or recreated.

Logo

2.3 — Sub-brand Logos

These are BioTissue's sub-brand logos. They should be used in place of the BioTissue logo when designing pieces for each respective sub-brand. They should never be modified or recreated.

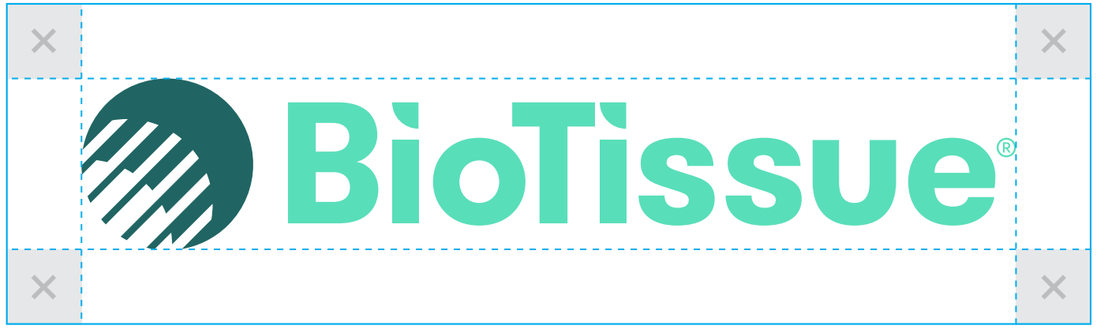
Sub-brand Logos

Logo

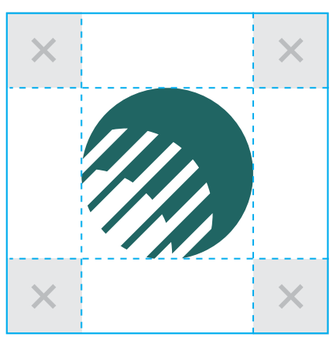
2.4 — Clear Space

Using ample clear space ensures that BioTissue logos are not placed too close to other elements in a designed piece.

Primary Logo & Sub-brand Logo



Bug

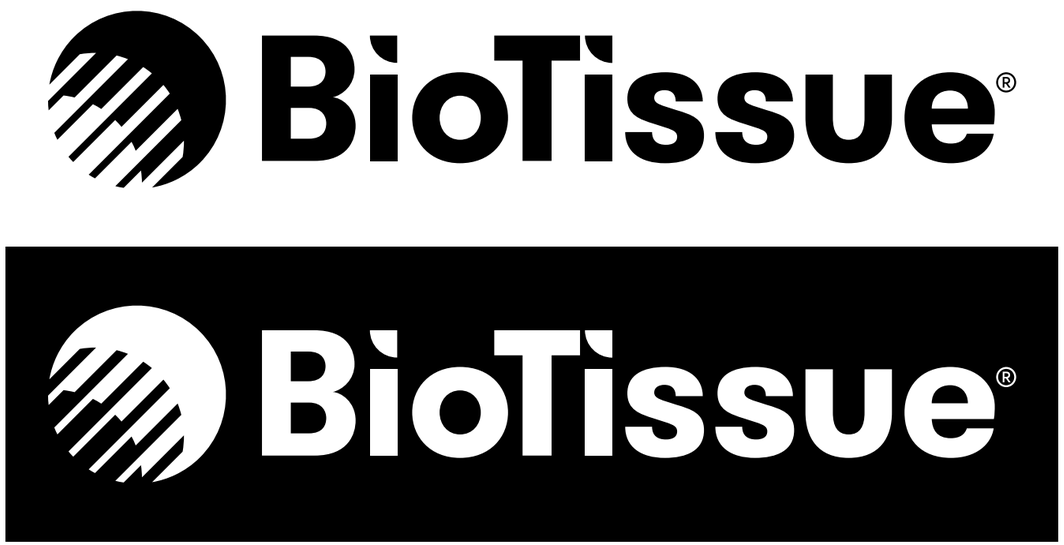


Logo

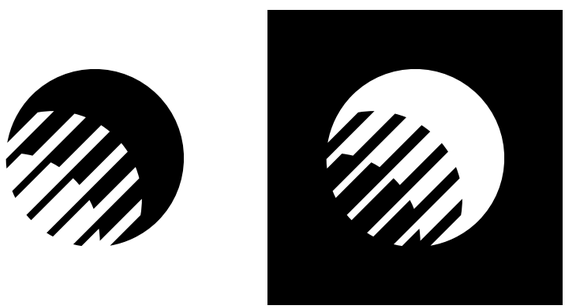
2.5 — Black and White

Black and white versions of the logos should be used when color printing is not an option. The white version of the logos can also be used on dark backgrounds where the color logos may not be sufficiently legible.

Primary Logo



Secondary Marks



Logo

2.6 — Logo DON'Ts

Stick to the guidelines to maintain visual consistency within the BioTissue brand. Do not alter the logo in any way.

Do Not Stretch Logos

Do Not Set Logo in Unapproved Colors

Do Not Place Logo on Low-Contrast Images

Do Not Outline Logos

Do Not Use a Hyphen for any instance of "BioTissue"

Typography

Section 3.0

3.1 — Typefaces
3.2 — Hierarchy

GT Walsheim

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qp Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Typography

3.1 — Typefaces

This is our brand typeface. It should be used as much as possible. It has been selected to reflect and reinforce our brand.

Headline

Nullam In Ligula

Subhead

Nullam In Ligula Sollicitudin

Body

Nullam in ligula sollicitudin, porttitor dui in, efficitur magna. Sed ornare sit amet libero eget porta. Suspendisse non molestie neque. In posuere imperdiet augue, ac tincidunt quam ornare non. Phasellus at lorem odio. Nunc est erat, gravida id blandit id, commodo sit amet justo. Maecenas non bibendum nulla. Morbi metus risus, tincidunt ac turpis sit amet, maximus sollicitudin orci. Phasellus nec sem ac felis scelerisque interdum.

Large Body

“Nullam in ligula sollicitudin, portitor dui in, efficitur magna. Sed ornare sit amet libero eget porta portitor.”

Caption

Ligula Sollicitu

Typography

3.2 — Hierarchy

This is an example of typographic hierarchy in BioTissue's brand. This is not the only way to set type, but a guideline to be referenced. Using efficient type hierarchy ensures that information is broken up in a comprehensible way.

Color

Section 4.0

4.1 — Brand Color Palette

Color

4.1 — Brand Color Palette

The colors of BioTissue's brand color palette have been careful selected to convey and identify the brand.

Primary Palette

White	Dark Green	Green	Light Green	Yellow	Pink
CMYK 0 / 0 / 0 / 0	**CMYK** 90 / 41 / 58 / 23	**CMYK** 82 / 19 / 47 / 1	**CMYK** 55 / 0 / 39 / 0	**CMYK** 0 / 23 / 100 / 0	**CMYK** 0 / 16 / 5 / 0
RGB 255 / 255 / 255	**RGB** 0 / 101 / 98	**RGB** 0 / 153 / 145	**RGB** 89 / 222 / 187	**RGB** 255 / 197 / 0	**RGB** 252 / 220 / 223
HEX #FFFFFF	**HEX** #006562	**HEX** #009991	**HEX** #59DEBB	**HEX** #FFC500	**HEX** #FCDCDF
	PMS 3155 U / 3155 C	**PMS** 326 U / 326 C	**PMS** 7471 U / 7471 C	**PMS** 114 U / 123 C	**PMS** 9286 U / 9286 C

Graphic Elements

Section 5.0

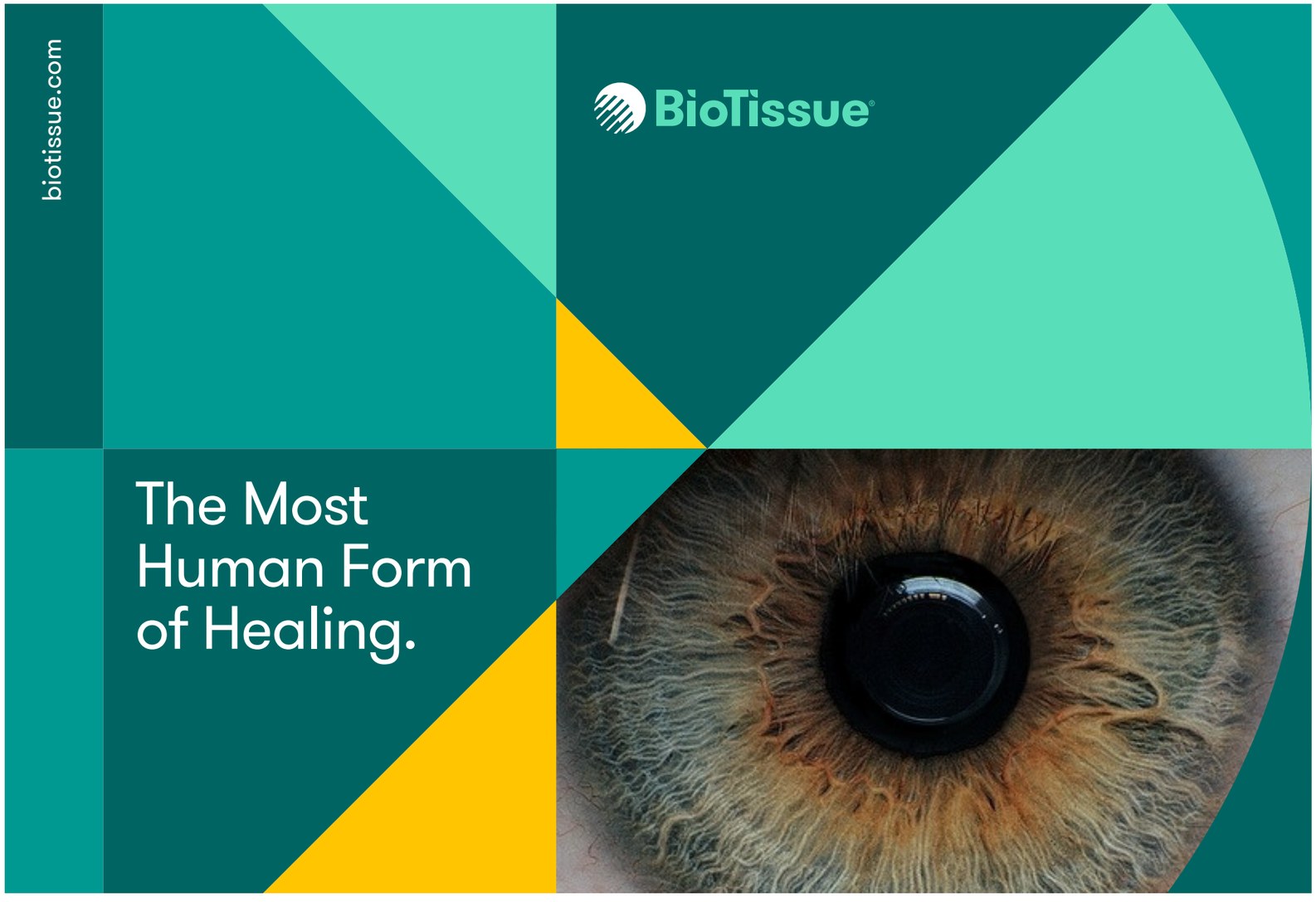
5.1 — Human inspired graphic

5.2 — In Use

Graphic Elements

5.1 — Human inspired graphic

This graphic is inspired by the unique geometry of the human body. It can be cropped in various ways and/or pieces of it can be used to add a unique visual style to BioTissue materials. The colors amounts can be changed, but only brand colors should be used.



Graphic Elements

5.2 — In Use

These are examples of how texture images can be used in designs to create visually stunning layouts.

Graphic Elements

5.2 — In Use

These are examples of how texture images can be used in designs to create visually stunning layouts.

Photography

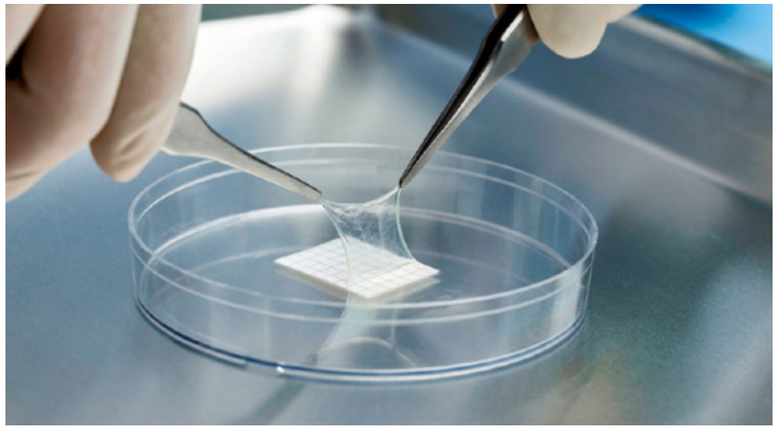
Section 6.0

6.1 — Portraits
6.2 — Product

Photography

6.1 — Portraits

Use this direction when shooting photography of patients. Subjects should be well lit and placed in front of backdrops, or if placed in a setting, the background should be blurred to keep attention on the person. The people should appear to be happy and empowered.



Photography

6.2 — Product

Use this direction when shooting product photography. Utilize simple or flat backgrounds to emphasize focus on the product. Images should be well lit.

Brand Examples

Section 7.0

7.1 — Brand Examples

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Harnessing the Power of Human Biology.

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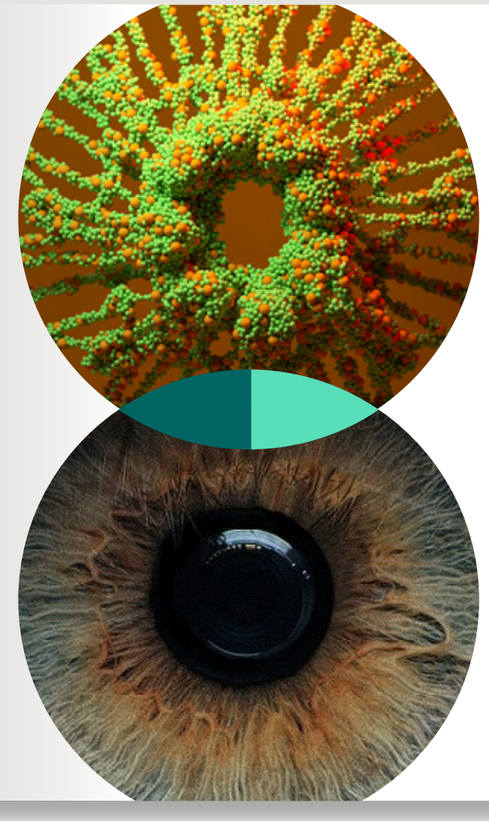

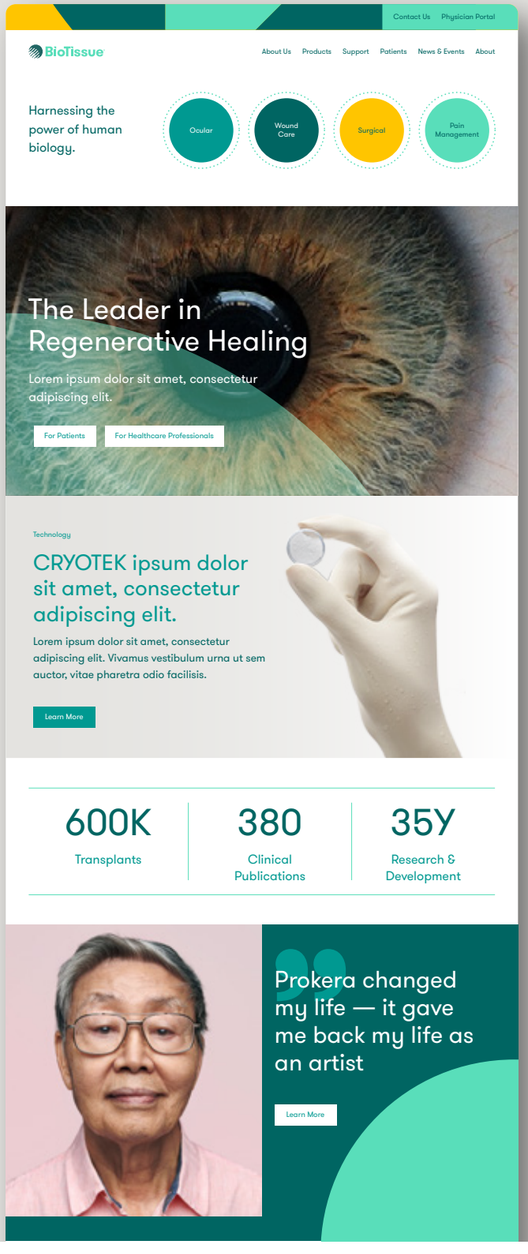
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For Healthcare Professionals
Technology
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Clinical Publications
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Research & Development
Prokera changed my life — it gave me back my life as an artist
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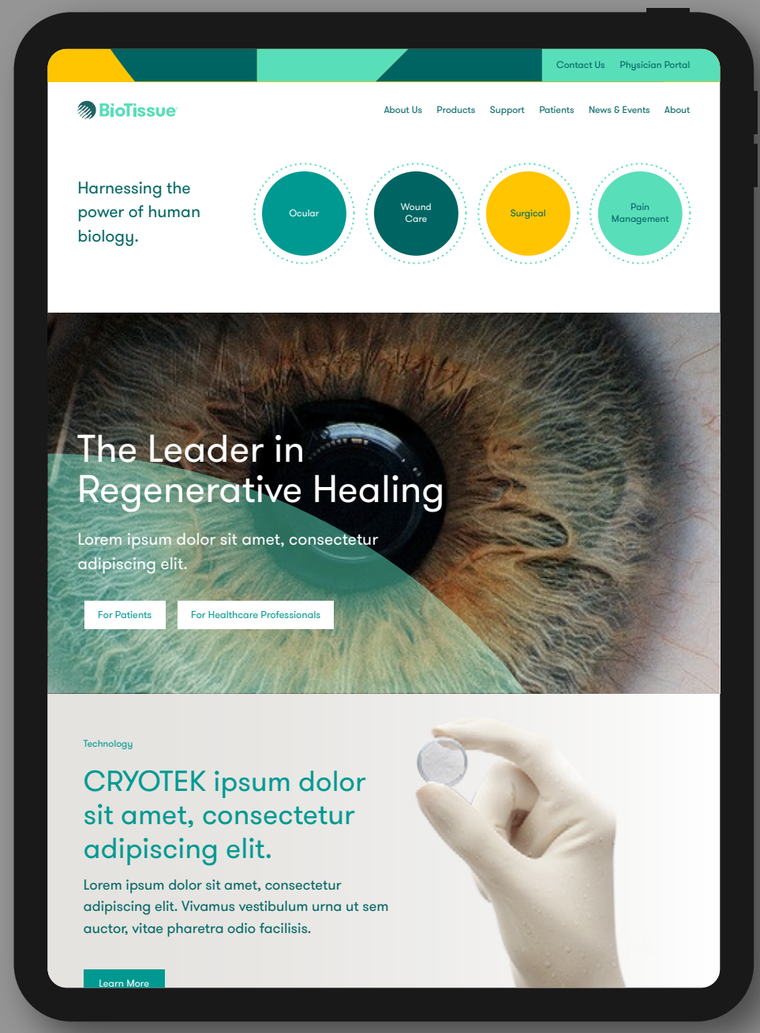
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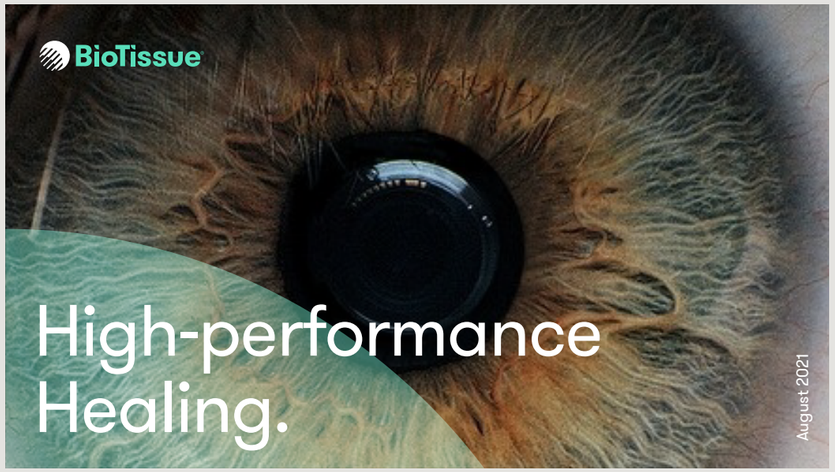
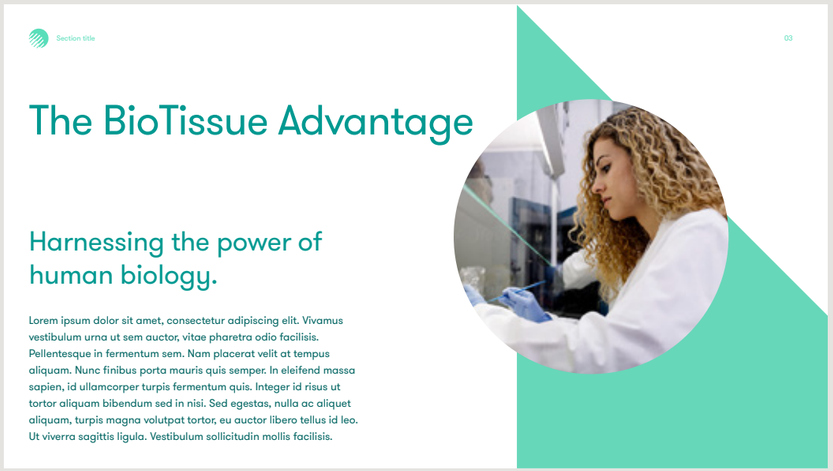
Restore.
Recover.


BioTissue
High-performance Healing.
August 2021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BioTissue
03
Regenerate.
Restore.
Recover.
Section 01

Section title
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Rebound Faster
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BioTissue®

Thank You