



BRAND  
EVOLUTION +  
QUICK REFERENCE

## WHAT IS BIOTECH?

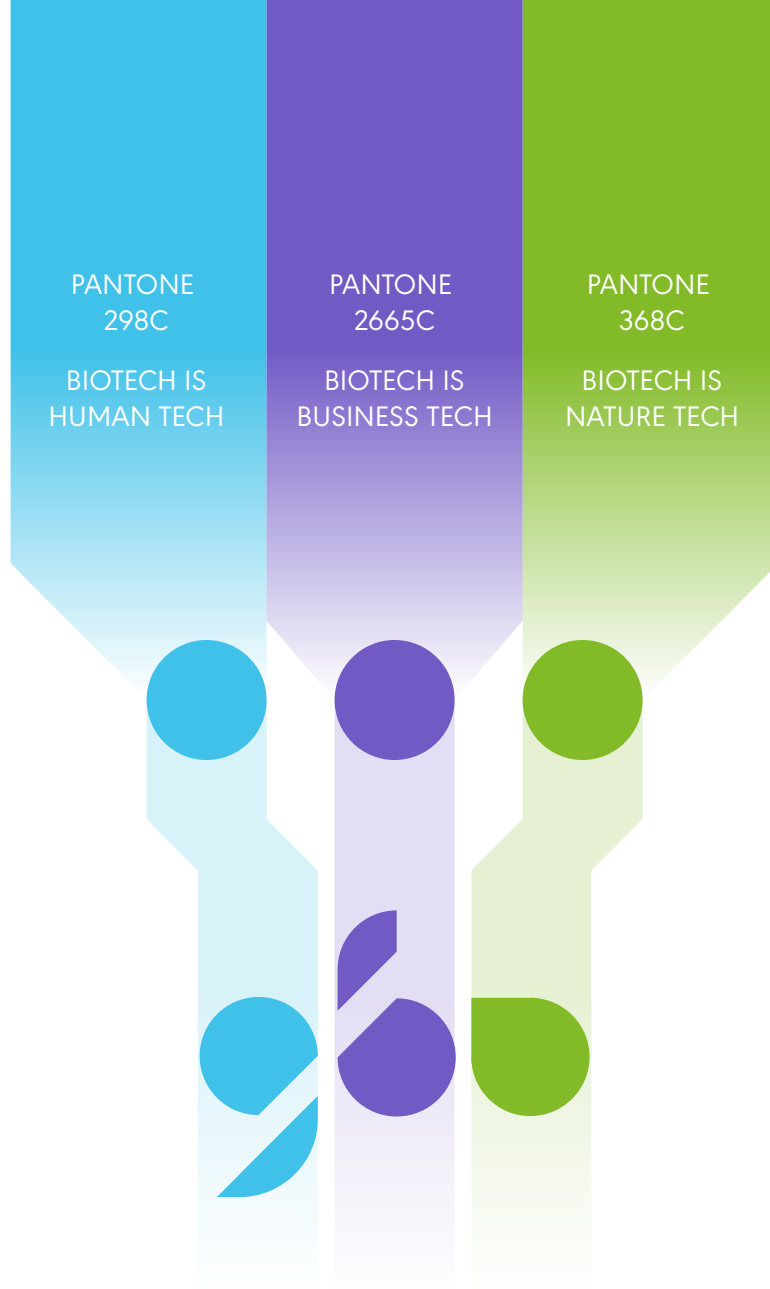
Biotech is technology derived from the science and study of natural biological processes for the benefit of the environment, the economy and human prosperity.

## BIOTECH IS CYCLICAL

Discovery fuels innovation, fuels discovery, fuels benefits, fueling more innovation.

## BIOTECH IS GROUNDBREAKING & EVOLUTIONARY

Changing what we know to be true today into the new reality of tomorrow. Deliberate exploration and methodical progression.



Logotype

Logo Text



Font:

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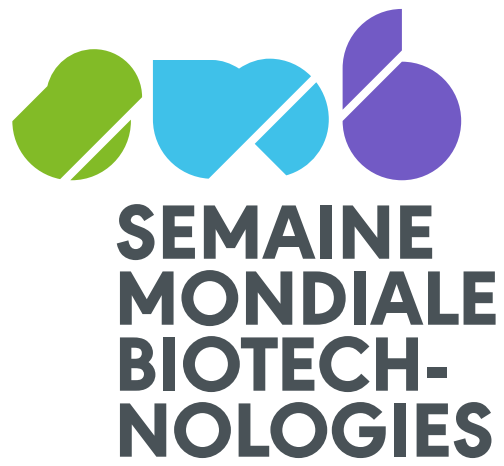
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ENGLISH LOGO

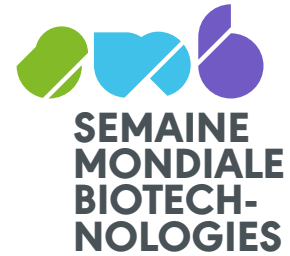


FRENCH LOGO

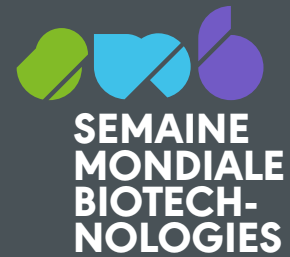


## LOGO LOCK-UP OPTIONS

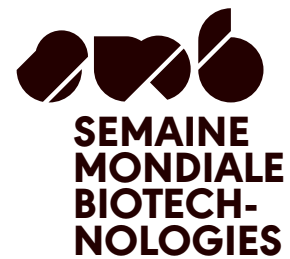
STANDARD:



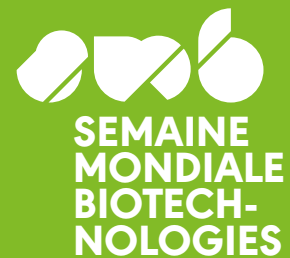
SPECIALIZED KNOCK-OUT



ONE COLOUR



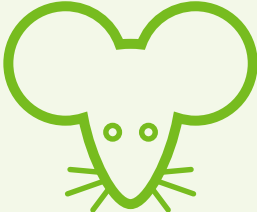
ONE COLOUR KNOCK-OUT



## SAMPLE EXECUTIONS

### PRINTED ADVERTISEMENT


Can saliva from a shrew  
help improve healthcare?  
Only one way  
to find out.



**BIOTECH THE HECK OUT OF IT.**


Can spit from a shrew help treat cancer? Yes.  
This is one great example of a biotech solution. From stem cell treatments  
to vaccines preventing illness, from manufacturing bioplastics to growing  
a sustainable food supply, the global biotech industry is changing the world.

Learn cool stuff at [globalbiotech.com](http://globalbiotech.com) #BiotechTHAT




### SOCIAL MEDIA SHAREABLES

**TOBACCO LEAVES PRODUCING THE  
VACCINES OF TOMORROW**




**HOW? BIOTECH.**

#BiotechTHAT




**TODAY'S GARBAGE IS  
TOMORROW'S FUEL**




**HOW? BIOTECH.**

#BiotechTHAT



**SHREW SPIT IS  
CURING CANCER.**



**HOW? BIOTECH.**

#BiotechTHAT

