



DNAe - Logo development

There are many ways that a company can structure its brands and many ways it can present its logo; the latter usually changes over time, often changing from a word to a symbol as familiarity grows.

For DNAe, the function of the logo was more important than its appearance. DNAe is not well known and US research showed that the name was not even decipherable in the original logo!

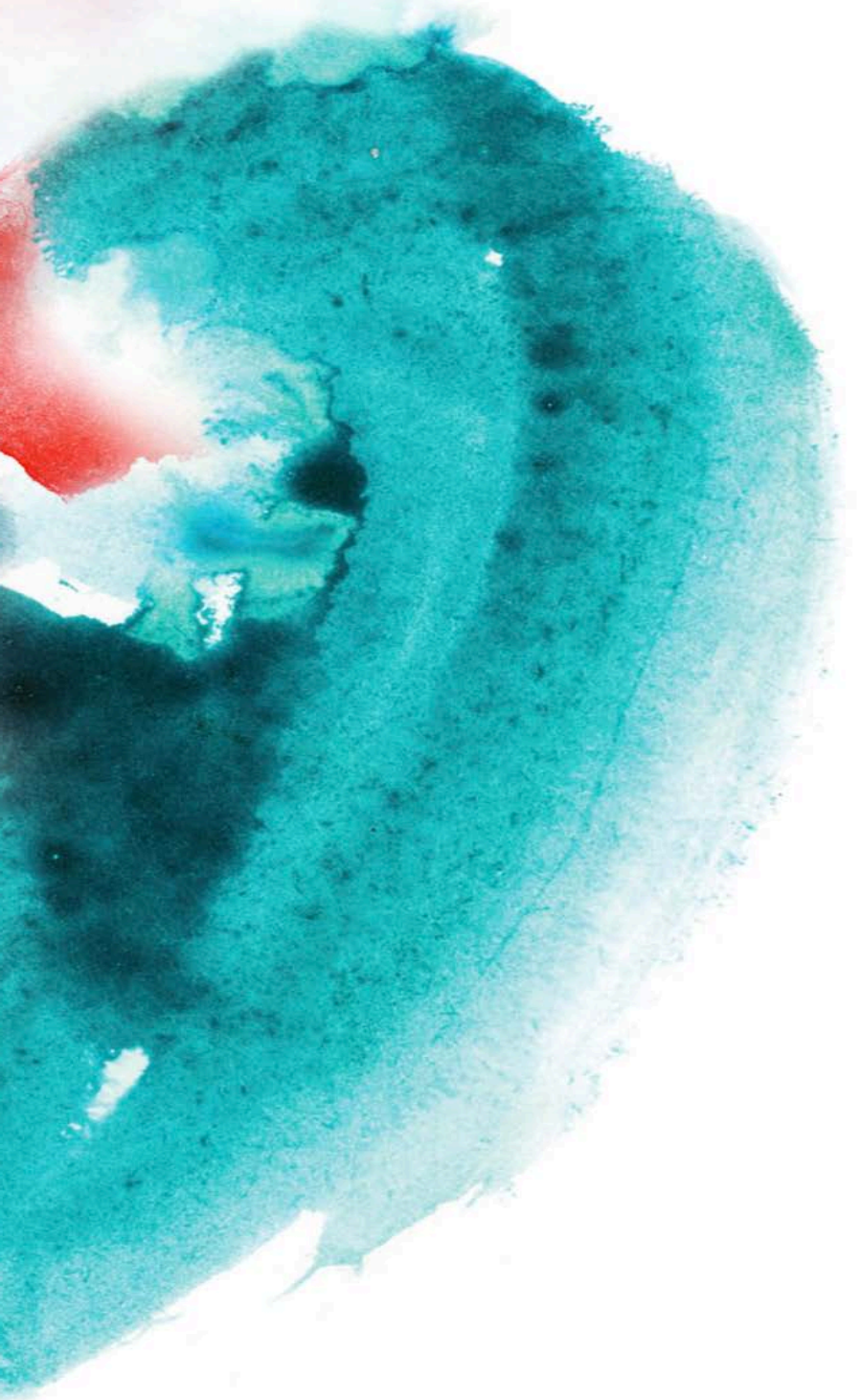
Initially, if people didn't know that DNAe exists, then they certainly didn't know what they did. Therefore, our consistent brand promise of 'Live Diagnostics' is primarily descriptive although benefit focused; a new category owned by DNAe that summarises our overall narrative. Live communication is important, influential and immediate, just like DNAe.

Live Diagnostics says it is fast, conducted conveniently close to the patient and helps them to live.

Saving time can save lives.

'Live Diagnostics' introduced what DNAe does and reminds us of the benefit, consequently it is used as both a headline and a strapline.

Moreover, that sense of 'liveness' informs and permeates the brand and everything DNAe do. It determines their tone of voice: the present tense.



DNAe - Watermark

A logo is important, however, a brand is also expressed in emotive and subjective terms: feelings are also facts.

DNAe is unique and needed to be seen to be unique; it called for a unique mark, a mark of authenticity. A mark that permeates all their communications, but doesn't dominate them. It's now integral to all their marketing materials, differentiating them from substitutes, like a watermark.

Brought to the surface, exposed, and colourful (not unlike Live Diagnostics) the differentiating mark is that of watercolour. It is not illustrative, conveying a meaning, it is simply visceral.

Why is it so deeply felt? It goes back to our roots: mixing pigment with water was the first form of expression, it is the first form of paint from our childhood, it is recognisable in its own right without raising questions about what it represents or means, it is immediate and has a life of its own, it is organic and mutable, it is the mark of a human in an otherwise scientific world.

But mainly, it makes their brand recognisable before seeing the logo. It lives. It lives to identify DNAe.

Stationery



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DNAe

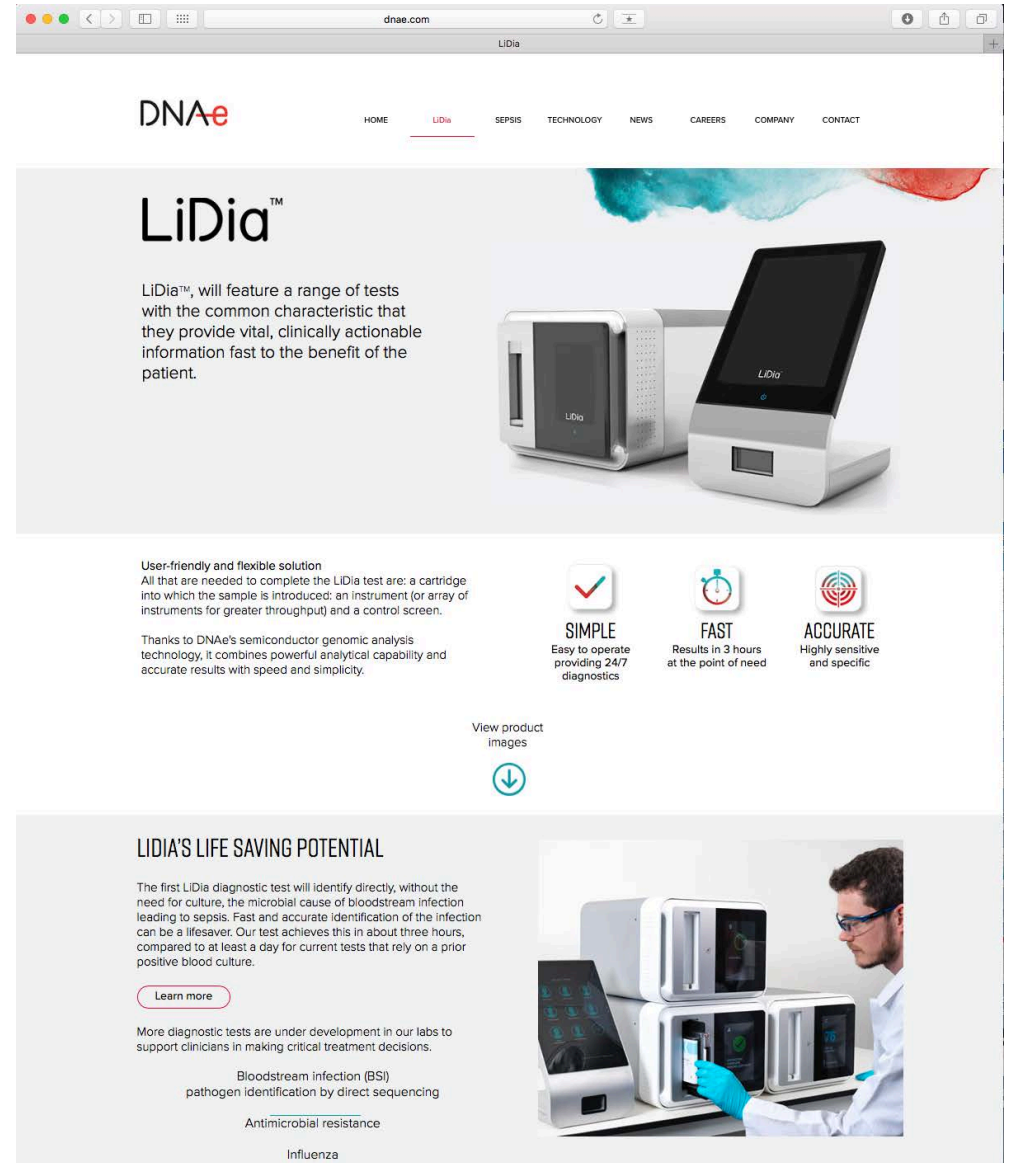
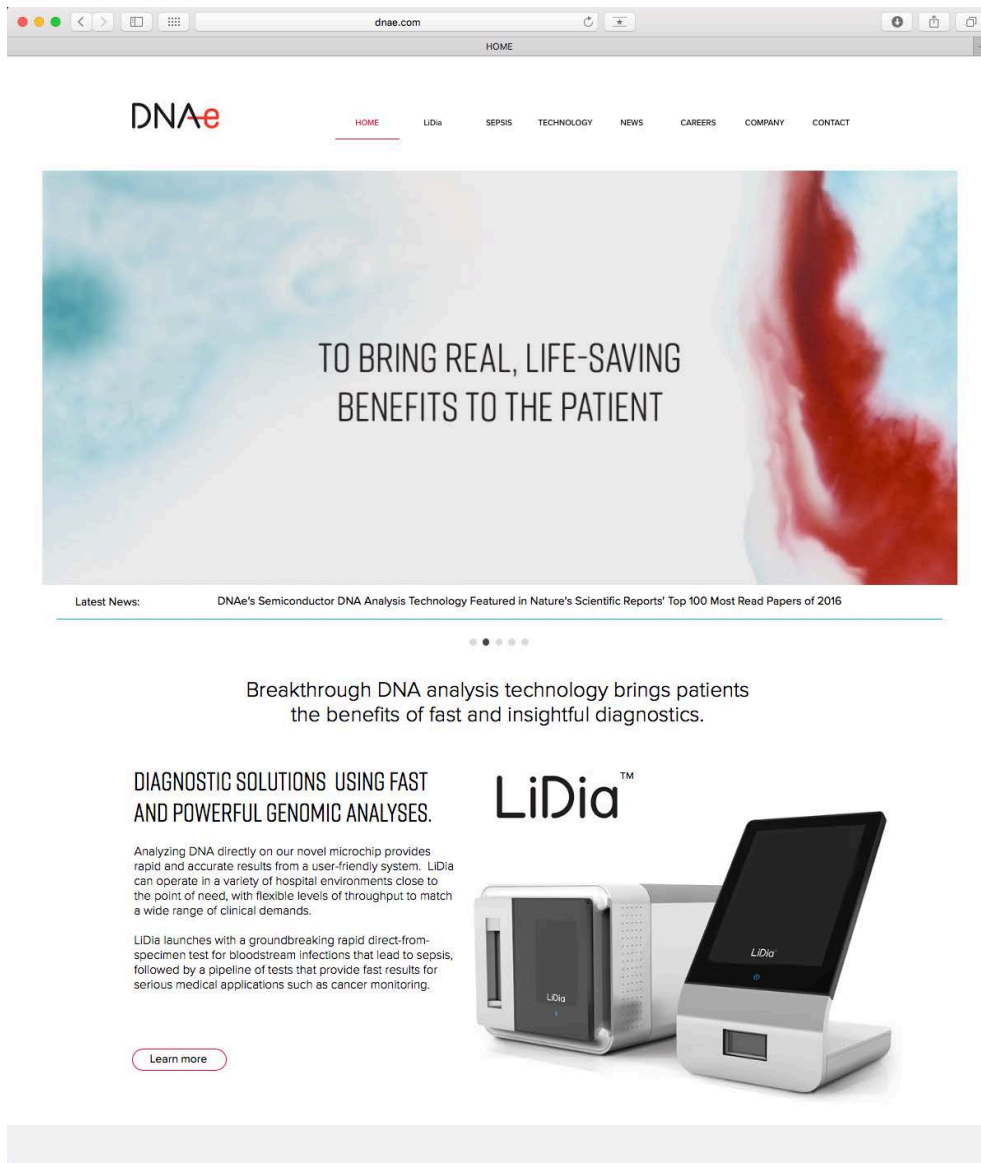
DNAe Group Holdings Ltd
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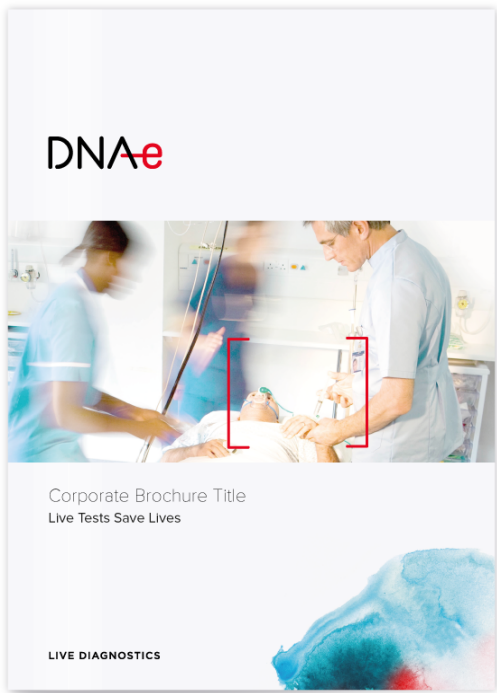
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LIVE DIAGNOSTICS

Company Registration No. 4821572

Website





PPT and social media



LIVE DIAGNOSTICS

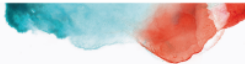
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DNAe



HEALTHCARE APPLICATIONS

DNAe



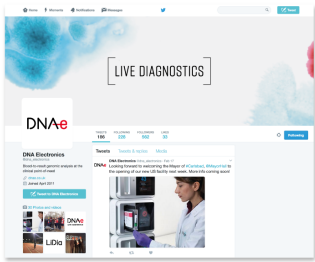
LIVE DIAGNOSTICS

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3.5 ONLINE ASSETS

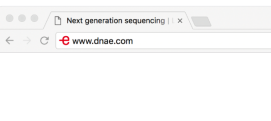

Social media



Email signature

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Favicon



DNAe BRAND BOOK | 29



LIVE DIAGNOSTICS

21 February

DNAe

LIVE DIAGNOSTICS

Brand guidelines

GOING LIVE

INTRODUCING THE DNae BRAND

2.5 TYPEFACE

The DNae brand uses the typeface 'Proxima Nova'. The style is modern, clean, and professional. It is used for all brand communications, including the logo, website, and print materials.

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1.4 FRAME

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