DIAGNOSTICS

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!

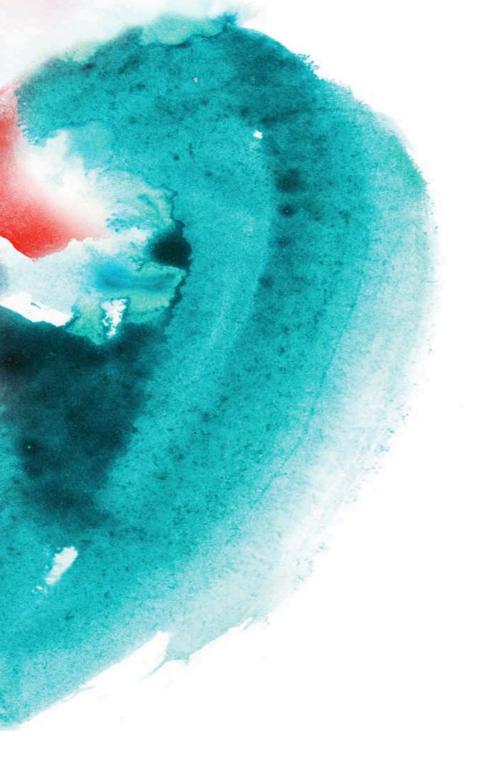
Initially, if people didn't know that DNAe exists, then they certainly didn't know what they did. Therefore, our consistent brand promise of 'Live Diagnostics' is primarily descriptive although benefit focused; a new category owned by DNAe that summarises our overall narrative. Live communication is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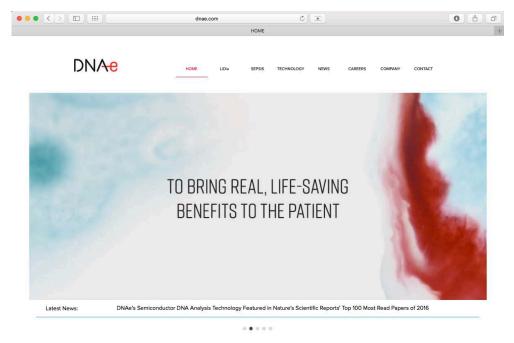


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LIVE DIAGNOSTICS

Company Registration No. 4821572

Website



Breakthrough DNA analysis technology brings patients the benefits of fast and insightful diagnostics.

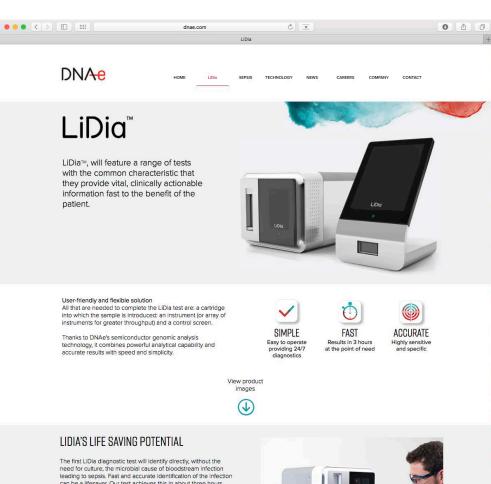


Analyzing DNA directly on our novel microchip provides rapid and accurate results from a user-friendly system. LiDia can operate in a variety of hospital environments close to the point of need, with flexible levels of throughput to match a wide range of clinical demands.

LiDia launches with a groundbreaking rapid direct-fromspecimen test for bloodstream infections that lead to sepsis, followed by a pipeline of tests that provide fast results for serious medical applications such as cancer monitoring.







can be a lifesaver. Our test achieves this in about three hours, compared to at least a day for current tests that rely on a prior positive blood culture.

Learn more

More diagnostic tests are under development in our labs to support clinicians in making critical treatment decisions.

> Bloodstream infection (BSI) pathogen identification by direct sequencing

> > Antimicrobial resistance

Influenza



Literature





GET AHEAD OF THE CURVE

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Duis autem vol oum iriure dolorin hendrorit in vulputate volit esse molostic consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et lusto odio dignis. AT AROUND \$20 BILLION PER YEAR

Sepsis is the single most expensive condition treated in US hospitals.



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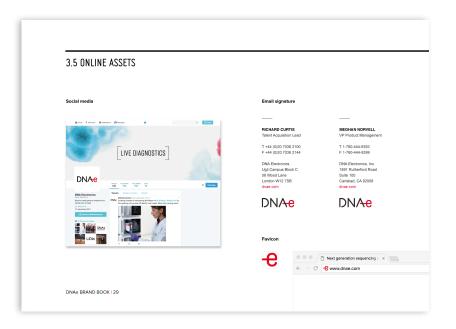
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PPT and social media











Brand guidelines







