

Brand Guide Book



**Our passion
comes from
our commitment
to helping you
help others.**

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Introduction

About

For nearly 75 years, Charles River has delivered solutions to our partners to accelerate the development of drugs, chemicals, and medical devices for the people and patients who need them. Our products and services support clients from basic research, discovery and safety assessment, to manufacturing and commercialization. With this expansive portfolio, global capacity, and proven scientific and regulatory advisors, our integrated approach enables maximum speed and confidence on the drive to market.

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tinyurl.com/bz3u2cd8

Our passion

Our passion comes from our commitment to helping you help others. At Charles River, we are passionate about our role in improving the quality of people's lives. Our mission, our excellent science, and our strong sense of purpose guides us in all that we do. We approach each day with the knowledge that our work helps to improve the health and well-being of many across the globe.

Our brand

Our brand is more than a logo, a color, or a typeface; it is the total experience a customer has with the company. For that reason, it is critical to maintain consistency in all customer interactions, from products and catalogs to tradeshow and employee contact. The consistent use of brand elements, as defined in this guide, work together to build recognition and equity in the Charles River brand.

Our personality

We are advisors

Our clients look to us for guidance; we help them navigate their journey.

We are advocates

As pioneers in laboratory animal science, we set the bar for humane care.

We are passionate

We believe there's a cure, and we come to work each day motivated by the needs of the patients and people we serve.

We are curious

Inspired by the possibilities, we thrive on the challenge of finding unique solutions to complex problems.

We are accountable

We take full responsibility for the work that we do. If something goes wrong, we'll make it right.

We are accurate

We strive for precision in completing our work the right way, the first time.

We are confident

We have a fearless approach to problem solving and a proven record of success.

We are listening

We make every effort to understand and respond to what our clients and communities need.

Brand Platform

These are the founding ideas that drive our business, guide our company culture, clarify who we want to reach, and determine how we organize and express our brand.

Master Brand Strategy

Every Step of the Way.

This message reflects our commitment to providing products and services, as well as personalized customer support, throughout the entire course of research. Since our founding, Charles River has maintained a philosophy of ready adaptation to changing research processes and requirements. Our brand message affirms the core values instilled throughout our corporate history while encouraging continuous improvement. By strengthening our portfolio and further investing in client-focused solutions, we serve as a comprehensive research partner to our sponsors, every step of the way.

This is what it means.

As a fully integrated partner, Charles River can support your research at any point along the drug discovery continuum.

Charles River – Every Step of the Way.

Our brand communicates to these key audiences. Each group has specific needs and communication requirements.

- Academia
- Biotech
- Device Manufacturing Employees
- Government
- Healthcare
- Investors
- Media
- Pharmaceutical

Mission Statement

The idea that inspires us.

We believe that the work we do today can create a better tomorrow. We partner with our clients to accelerate development of new therapies, chemicals, and medical devices for the people and patients who are waiting.

Vision Statement

Our roadmap—guiding transformational initiatives and setting a defined direction for our evolution.

We must continue to build the right portfolio, harness the best technologies, and use our experience to set the highest standards for drug discovery and development.

Values

The standards driving our culture.

We are committed to:

- exceeding customer expectations
- building a culture of teamwork and collaboration
- making a difference in biomedical research
- focusing on veterinary, scientific, and technical leadership
- exceeding industry standards for biosecurity and animal welfare.

Brand Principles

Leading our decisions and actions; the standards we hold ourselves to each and every day.

We have four core principles that define us as a culture. Under each is a description of real-world actions and behaviors that bring them to life. Our principles are guideposts for how we live and work each day. They define qualities we look for as we recruit talent; attributes that differentiate us as a culture; efforts we recognize and celebrate.

Care

We care about making a difference.

Because we are advocates, we engage the scientific community to raise awareness and adoption of the 3Rs – reduction, replacement, and refinement in the use of laboratory animals – and continually educate our employees in the ideal husbandry and enrichment for the animals in our care.

Because we are passionate, we dive into our work with great enthusiasm, completing every task to the best of our ability, owning every carefully considered decision. We live our mission to create healthier lives by giving our time and sharing our gifts through community outreach and volunteer programs.

Lead

We take charge and get things done with equal measures of confidence and humility.

Because we are advisors, we continually immerse ourselves in science, technology, and the regulatory processes that govern the work that we do so that we might achieve a deeper understanding of our clients' needs, drive innovation, and lead by example.

Because we are confident, we readily share our successes and failures, hoping to inspire innovation, progress, and continued learning from past experiences.

Own

If we make a mistake or if something goes wrong, we fix it. We see things through to the end.

Because we are accurate, we won't cut corners. We attend to the smallest detail and practice rigorous quality assurance in every aspect of internal and client-facing operations. Because we are curious, we open ourselves to the possibilities. We actively encourage the questions, ideas, and collaboration of employees, clients, and the scientific community with the aim of finding solutions to challenges and better ways of doing things.

Collaborate

We are better together.

Because we are collaborative, we continually invest in education and technologies that foster communication among our colleagues across our portfolio and our global facilities. We sponsor scientific events and symposia that bring us together to share data, approaches, and big ideas.

Because we are listening, we routinely assess client and employee satisfaction, answer questions, address concerns, and make every effort to meet evolving needs.

The Logo Standards

The visual elements that define our brand.

Our logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the wave symbol and our company name – they have a fixed relationship that should never be changed in any way. It is the most important tool we have for identifying our brand. Anyone using the logo manages a corporate asset owned by our shareholders.

Logo without the tagline



Logo with the tagline



Logo versions

PREFERRED 2 COLOR



PMS 293, Black – This is the preferred version of our logo.

LOGO BLACK



Will be used when 2 colors are not available.

LOGO WHITE



Will be used when the background color is dark colored.

Logo Usage Guidelines

The Charles River logo represents us at the very highest level and is vitally important to our brand. It is, and should always be, the most consistent component in our communications.



LOGO DOWNLOAD LINK

Link: tinyurl.com/pc7pecnm

The logo should always be used as downloaded and never recreated. There are no approved modifications to the logo.

The logo is available in EPS, JPG, and PNG format. The appropriate artwork format should be used on the requirements of the situation. Where possible, file formats should preferably be used as follows:

- **EPS:** All professionally printed applications
- **JPG:** Microsoft programs, online usage
- **PNG:** Online usage

Logo clear vision



The clear zone is defined by the height of the logo. The clear zone should be no less than one half the height of the logo as it appears in any given application. No graphic element, type or photo should appear inside this space.

Logo size

To ensure the logo is always legibly and accurately reproduced, Never reproduce the logo at a size less than that shown below.

LOGO WITH THE TAGLINE.



1/2" (.500) or 12.7 mm

The tag-line at the minimum size appears as 7 point type. It should never appear smaller to ensure legibility.

LOGO WITHOUT THE TAGLINE.



3/16" (.1875) or 4.76 mm

The tag-line at the minimum size appears as 7 point type. It should never appear smaller to ensure legibility.

Wave mark



In special applications, the symbol may appear alone. This is rare and should never replace the logo as a way to identify the brand. Because it has legal implications for trademark protection, please seek approval for use from Creative Services.

Incorrect Logo Usage

Here are some examples of how not to use the logo.

Examples of incorrect uses

⊗ Don't change the typestyle.



⊗ Don't electronically distort the logo.



⊗ Don't place on distracting colors of photos.



⊗ Don't alter the arrangement of the symbol, name, or tag-line.



⊗ Don't use colors other than those specified in this document



⊗ Don't crowd with text



⊗ Don't add colors to individual elements.



⊗ Don't skew or bend the logo in any way.



⊗ Don't rotate the logo.



Brand Integration

Our logo is the most important tool we have for identifying our brand. When acquiring a new company we need to retain the brand equity that comes with their existing logo while identifying the acquisition as an integral part of Charles River. The new identity will have a finite shelf-life, the timing of which will be determined by strategic planning.



INTERIM ASSET LOGO DOWNLOAD LINK

Link: criver.com/brand

All interim assets and Charles River assets are available for download.

Merger/acquisition interim branding

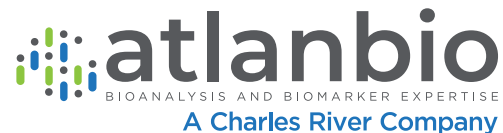
Charles River + New Company = New Company/Charles River

Merger/acquisition interim branding

Legacy format for ATLANBIO



Interim logo format for ATLANBIO



Legacy format for HEMACARE



Interim logo format for HEMACARE



Typography

The typography used in the corporate logo and in other materials plays a large part in establishing the visual identity of Charles River.

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Charles River communications. We have selected Swiss 721, as the corporate typeface. This typeface will be used in all marketing materials.

In digital/electronic communications, if Swiss is not available Arial may be substituted. This is a typeface common to all PC users worldwide and is compatible with our visual identity.

 FONT DOWNLOAD LINK

Link: criver.widen.net/s/wjmltblxhm/swiss-fonts

Corporate logo typeface

The corporate logo typeface is Swiss Extended. It is always set in this font and always in lower case. This font should not appear anywhere else in Charles River communications.

Swiss Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary typeface Swiss

BODY COPY

Swiss Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Swiss Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADLINE / DISPLAY / BODY COPY

Swiss Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Swiss Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADLINE / DISPLAY / NUMERALS

Swiss Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Swiss Condensed Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Using Type

The way we use type is important to making our communications consistent and professional.

A good rule of thumb is to use leading that is two points higher than the size of text. This might not always be right, but the leading can be adjusted accordingly from there.

Leading

Line spacing, called leading, is important to setting type that is easy to read and is professional. Leading should be tight but not too tight.

Leading that is too loose leaves too much pause between lines.

20 PT. TYPE / 30 PT. LEADING

Leading that is too tight leaves too little pause between lines.

20 PT. TYPE / 18 PT. LEADING

When leading is correct, the reader won't even notice.

20 PT. TYPE / 22 PT. LEADING

Tracking

Correct letter spacing, called tracking, is needed to make the type easy to read. Swiss should always be tracked slightly tight and optical kerning should be used when available.

Tracking that is too loose leaves too much space between letters.

+60 TRACKING

Tracking that is too tight leaves too little space between letters.

-80 TRACKING

When tracking is correct, the reader won't even notice.

-5 TRACKING

Color

Color is an essential part of the brand. It should be used to add energy, as well as to organize and create hierarchy within communications.

PRIMARY COLORS

Both the Charles River master brand and the internal **Be the Difference** employee brand share Primary Blue. This ensures that all communications, internal and external, are consistent.

SECONDARY COLORS

Secondary colors add vibrancy, distinction, and emotion.

Do not use more than one secondary color within a single layout or use them to identify categories or departments.

Corporate colors

FOR PRINT

The process color (CMYK) percentage formulas specified are Charles River’s preferred breakdowns and match those specified by PANTONE, Inc. They have been chosen to achieve the simplest and best possible match for each color.

FOR WEB

The RGB color percentage formulas nominated here are ‘websafe’ colors. It is possible to achieve a closer match using non-websafe percentages.

Primary colors



PRIMARY BLUE
Pantone: 293
CMYK: 100, 68, 0, 2
RGB: 0, 91, 168
HEX: 005aa7



PRIMARY GREEN
Pantone: 376
CMYK: 55, 3, 100, 0
RGB: 129, 189, 65
HEX: 80bb00



PRIMARY GREY
Pantone: 447
CMYK: 69, 63, 62, 58
RGB: 52, 51, 51
HEX: 333333

Secondary colors



SECONDARY ORANGE
Pantone: 144
CMYK: 0, 50, 100, 0
RGB: 247, 148, 29
HEX: f7931d



SECONDARY RED
Pantone: 710
CMYK: 5, 90, 70, 0
RGB: 228, 65, 75
HEX: e3404b



SECONDARY YELLOW
Pantone: 7408
CMYK: 2, 26, 100, 0
RGB: 248, 190, 21
HEX: f7bd00



SECONDARY GREY
Pantone: Cool Gray 1 C
CMYK: 13, 10, 11, 0
RGB: 219, 218, 217
HEX: d8d7d6

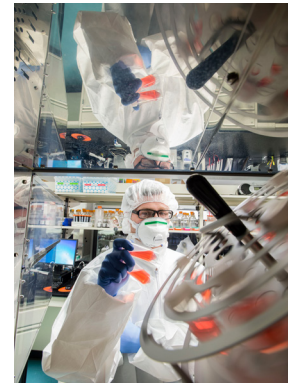
Photography

Photography is a powerful way to communicate our brand identity. It is a tool that illustrates our compassion and humanity within the communities where we live and work. Our photography captures the essence of Charles River and connects with people in ways that words can't.

Follow these guidelines to ensure your photography keeps within the Charles River style.

- Use real people and showcase our community. Only use stock photography when completely necessary.
- Photos should feel authentic and unstaged. Capture genuine moments in their natural environments.
- If the space you are shooting seems complex, choose to focus on particular details of that space. Avoid using photos that are over-complicated or cluttered.
- Pay attention to details and keep an eye on what subjects are wearing or holding.
- Stay current, ensure images are relevant and up-to-date. Avoid using images that look or feel dated.

Photography examples



Charles River Photography Portal

Available for all employees, this collection includes our own original photography from our facilities.

All photographs are the property of Charles River. Charles River owns the copyright to certain photos and licenses rights to others. Please do not lend photos to anyone outside of the organization unless granted permission.

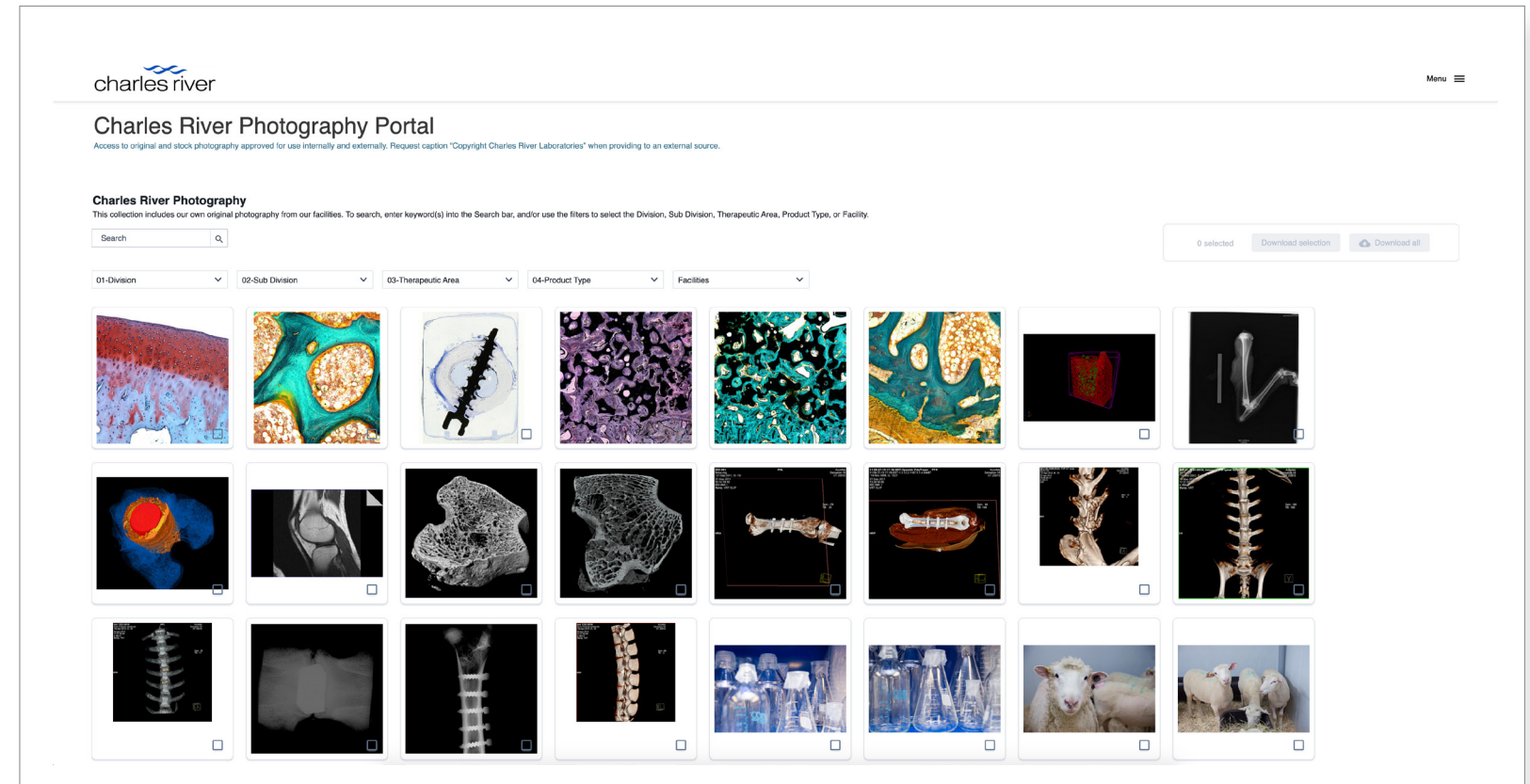
To search, enter keyword(s) into the Search bar, and/or use the filters to select the Division, Sub Division, Therapeutic Area, Product Type, or Facility.



CHARLES RIVER PHOTOGRAPHY PORTAL DOWNLOAD LINK

Link: tinyurl.com/6bc8tsvs

Charles River photography portal example



Stock Photography Portal

A portal of royalty-free stock photography, illustrations, and vectors approved for internal and external use.

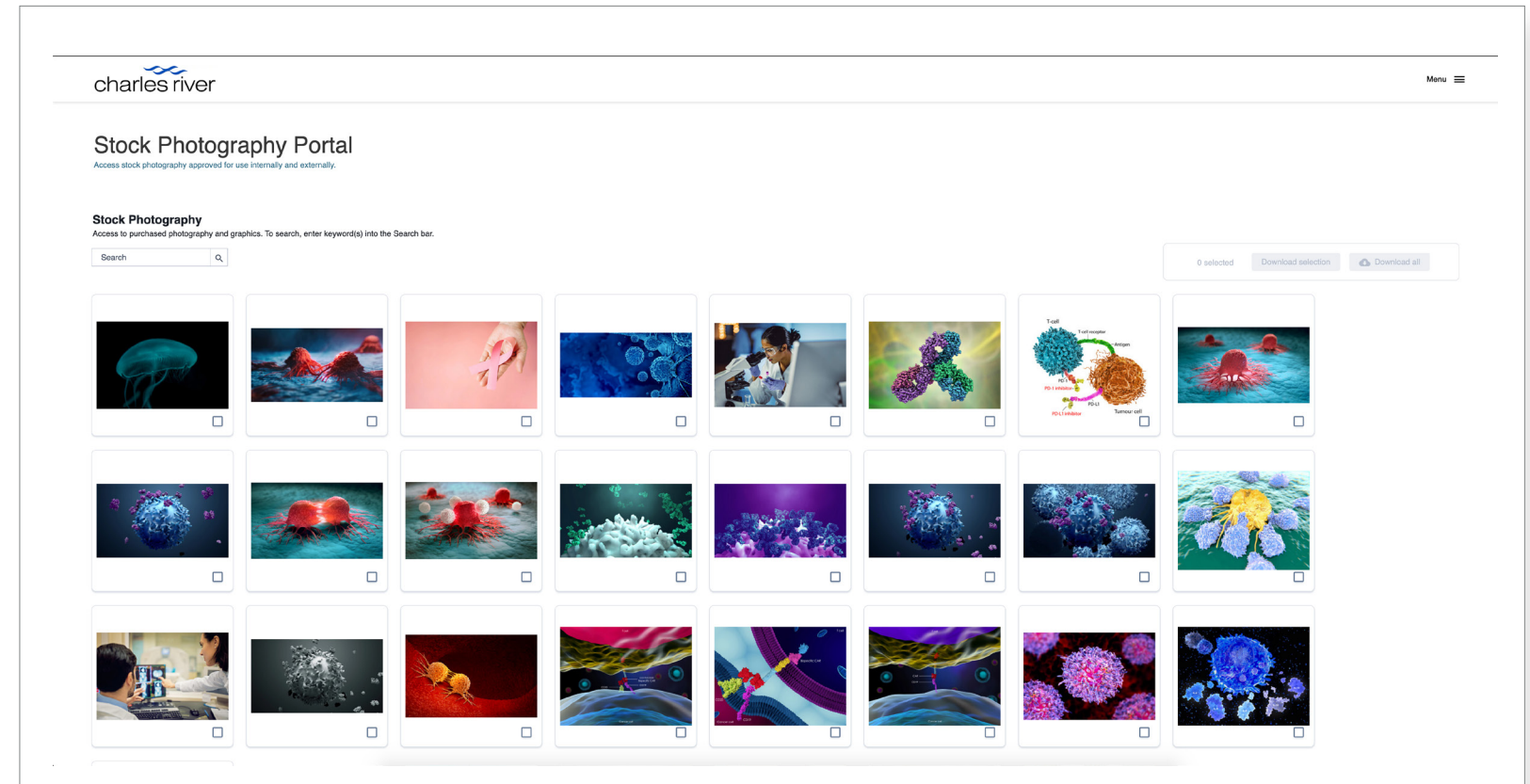
To search, enter keyword(s) into the Search bar. Then, click the magnifying glass icon or press “Enter” on your keyboard. You can download, view, and share images, or select multiple images to download by clicking the check box located in the lower right of the image.



STOCK PHOTOGRAPHY PORTAL DOWNLOAD LINK

Link: tinyurl.com/5emzx6na

Stock photography portal example



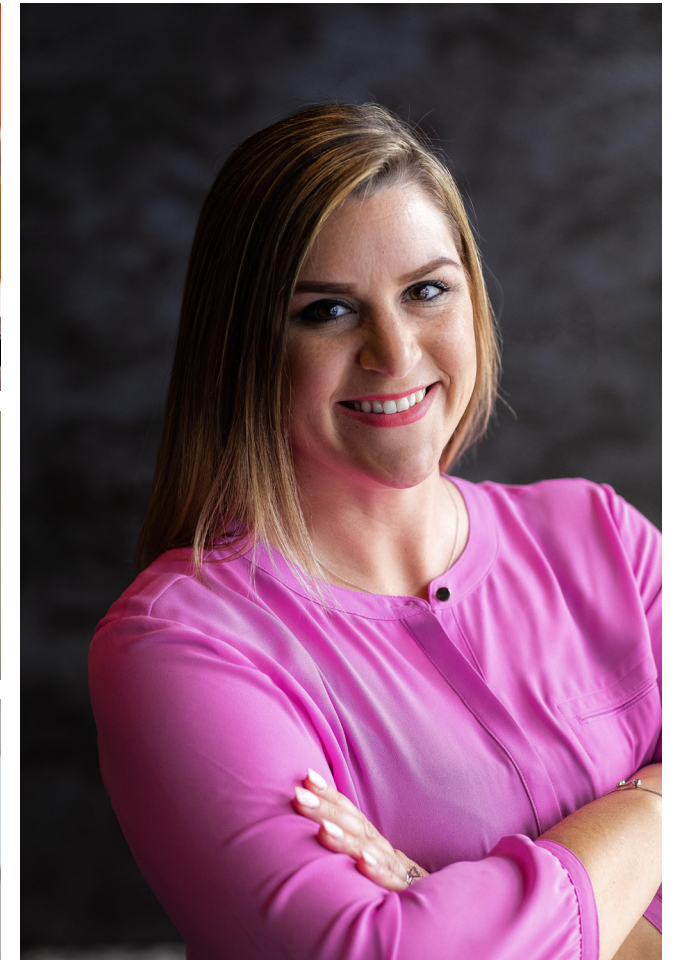
Headshot Guidelines

Having consistent, company headshots help illustrate our brand and corporate culture to both our internal and external customers, and future team members.

The following guidelines should be followed to keep within the Charles River style.

- Employees should be photographed from the waist up.
- Positioned slightly angled and off to one side.
- Using a natural background with nice visual texture (ex: lobby, open office area, city skyline, lab).
- Using a shallow depth of field so the background is soft and out of focus.
- In both portrait and landscape mode.

Headshot examples



Icons

An icon is a pictogram displayed on a screen or print layout that help the user navigate through the content in a easier way.

By enclosing them in a circle, we are extending the visual theme into more elements of our brand. Our goal is to create repetition so our brand is easily recognizable and memorable.

How to use:

- Minimum stroke size, 0.5 pt.
- Upscale only proportional.
- Use downloaded icons only.

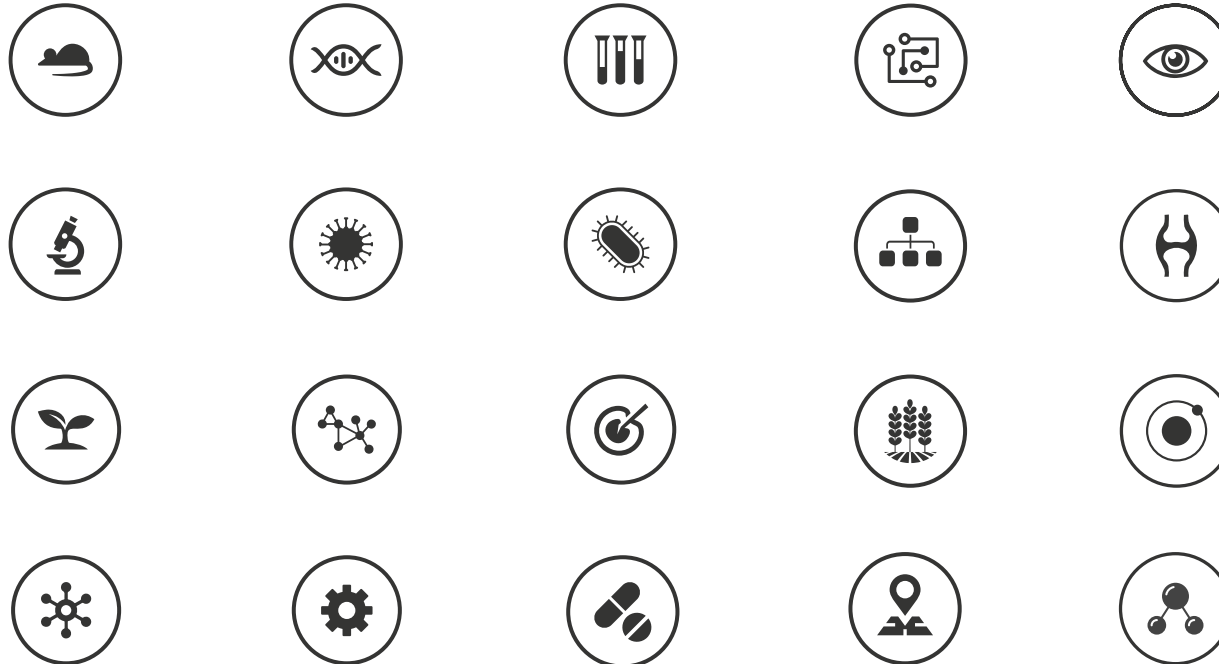


ICON DOWNLOAD LINK

Link: tinyurl.com/4hce8jcb

The icons should always be used as downloaded and never recreated.
Downloaded icons should be used according to the guidelines.

Corporate iconography



Email Signatures

Having a consistent email signature promotes our brand to both our customers and employees.

The signature should consist of only the following and be reflective of the information as it appears on your business card, if applicable. In an effort to be flexible, there are options if it is necessary to add your business segment or address. Your pronouns are acceptable after the social media links. Do not include images, quotes, or personal social media links. All copy in the signature block should only appear in black.

Email Signature examples

PREFERRED FORMAT

9pt Arial Bold	John Doe
9pt Arial	Director, Marketing Services Charles River
8pt Arial	P: 781.222.6000 M: 781.222.6001
	your.email@here www.criver.com
	LinkedIn Twitter Facebook Eureka
Optional	Pronouns: he, him, his

PREFERRED FORMAT WITH BUSINESS SEGMENT

9pt Arial Bold	Jane Doe
9pt Arial	Global Marketing Manager
9pt Arial	Discovery Services Charles River
8pt Arial	P: 781.222.6000 M: 781.222.6001
	your.email@here www.criver.com
	LinkedIn Twitter Facebook Eureka
Optional	Pronouns: she, her, hers

PREFERRED FORMAT WITH ADDRESS

9pt Arial Bold	John Doe
9pt Arial	Director, Marketing Services Charles River
8pt Arial	251 Ballardvale Street, Wilmington, MA 01887
	P: 781.222.6000 M: 781.222.6001
	your.email@here www.criver.com
	LinkedIn Twitter Facebook Eureka
Optional	Pronouns: he, him, his

PREFERRED FORMAT WITH ADDRESS AND BUSINESS SEGMENT

9pt Arial Bold	Jane Doe
9pt Arial	Global Marketing Manager
9pt Arial	Discovery Services Charles River
8pt Arial	251 Ballardvale Street, Wilmington, MA 01887
	P: 781.222.6000 M: 781.222.6001
	your.email@here www.criver.com
	LinkedIn Twitter Facebook Eureka
Optional	Pronouns: she, her, hers