



BRAND GUIDE **brand guide**

The following information is the mandatory branding guide when using the Biogenik logo and branding.

Last updated: June 4th, 2019.

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TRADEMARK

A trademark is a word, name or symbol or logo that identifies the product of a company. Our trademarks must be protected or we will lose the right to control them and keep them exclusively for our own use. Below are some simple rules for using our trademarks.

- Each registered Biogenik trademark must have a “TM” after the first use or most prominent use in a single publication, and must be properly acknowledged.
- There is no such thing as a Biogenik. Be careful to use the Biogenik brand name as an adjective, not as a noun.
- Trademarks are not plural or possessive in form, and should not be abbreviated, unless the abbreviation is also a trademark.
- Biogenik product packaging and marketing materials must include the proper copyright notice in both English and French for use in Canada.

©2019 Biogenik. All rights reserved. All other trademarks are the properties of their respective owners.

©2019 Biogenik. Tous droits réservés. Toutes les autres marques déposée et appellations commerciales cet emballage sont la propriété de leurs diverses sociétés respectives.

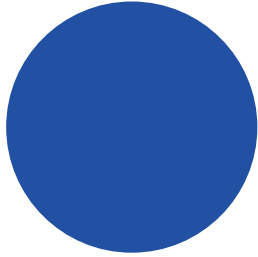
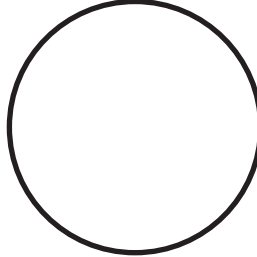
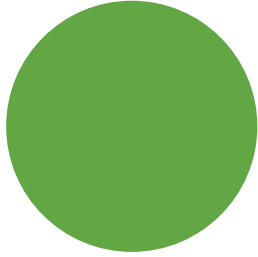
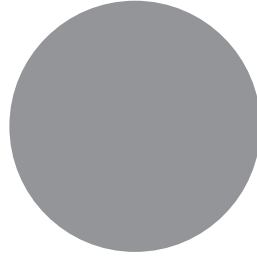
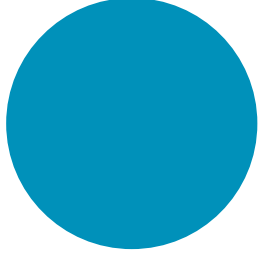
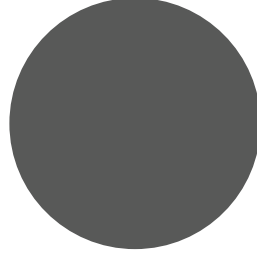
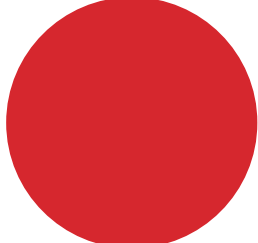
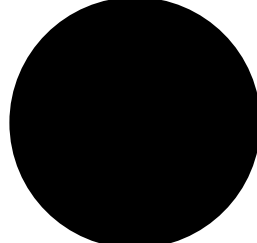
A ITC Avant Garde Gothic
Demi

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

A ITC Avant Garde Gothic
Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

COLOURS


| | CMYK | RGB | Pantone | | CMYK | RGB | Pantone |
|---|-------------|------------|----------------|---|-------------|-------------|----------------|
|  | 94,78,0,0 | 34,81,163 | 27 28 C |  | 0,0,0,0 | 0,0,0 | White |
|  | 67,12,100,1 | 98,167,68 | 369 C |  | 0,0,0,50 | 147,149,152 | Grey |
|  | 100,23,19,0 | 0,145,186 | 313 C |  | 0,0,0,70 | 88,89,88 | Dark Grey |
|  | 0,82,79,16 | 214,39,46 | 711 C |  | 75,68,67,90 | 0,0,0,0 | Black |

platform id


PLATFORM ID

Each colour listed below is matched with a different platform. The following colours apply to branding, packaging and sell sheets. Do not change or misrepresent the colours for each platform.

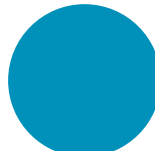
Playstation Products

| | CMYK | RGB | Pantone |
|---|-----------|-----------|---------|
|  | 94,78,0,0 | 34,81,163 | 27 28 C |
| | 0,0,0,0 | 0,0,0 | White |

Xbox Products

| | CMYK | RGB | Pantone |
|---|-------------|-----------|---------|
|  | 67,12,100,1 | 98,167,68 | 369 C |
| | 0,0,0,0 | 0,0,0 | White |


Nintendo Products

| | | | |
|---|-------------|-----------|-------|
|  | 100,23,19,0 | 0,145,186 | 313 C |
|---|-------------|-----------|-------|

Universal Products

| | | | |
|---|----------|----------|-----------|
|  | 0,0,0,70 | 88,89,88 | Dark Grey |
|---|----------|----------|-----------|

Nintendo Swich Products

| | | | |
|---|------------|-----------|-------|
|  | 0,82,79,16 | 214,39,46 | 711 C |
|---|------------|-----------|-------|

LOGOS logos

When using the logo with a specific console, you must follow the product id specifications. Although, when you are using the logo by itself, you can use any colour from the colours slide. Do not distort, the logo from this size. See next two slides for specifications.



BiogenikTM



BiogenikTM



BiogenikTM

DO's & dont's

To promote consistent use, the logo must never be redrawn, condensed, elongated or embellished in any way. Do not reproduce this icon from anything other than final art or approved electronic files. When using the icon on a computer, do not attempt to re-create it yourself, as it may be accidentally modified, altered or distorted.

X Don't rotate or flip logo.

The Biogenik logo is shown rotated and flipped horizontally. The icon is a square with a stylized brain inside, and the word "Biogenik" is written in a bold, sans-serif font.

X Don't stretch or distort.

The Biogenik logo is shown stretched horizontally and distorted. The icon is a square with a stylized brain inside, and the word "Biogenik" is written in a bold, sans-serif font.

X Don't compress.

The Biogenik logo is shown compressed horizontally. The icon is a square with a stylized brain inside, and the word "Biogenik" is written in a bold, sans-serif font.

X Use on background that makes it illegible.

The Biogenik logo is shown on a background of a blue and white geometric pattern. The icon is a square with a stylized brain inside, and the word "Biogenik" is written in a bold, sans-serif font.

X Add elements to the logo.

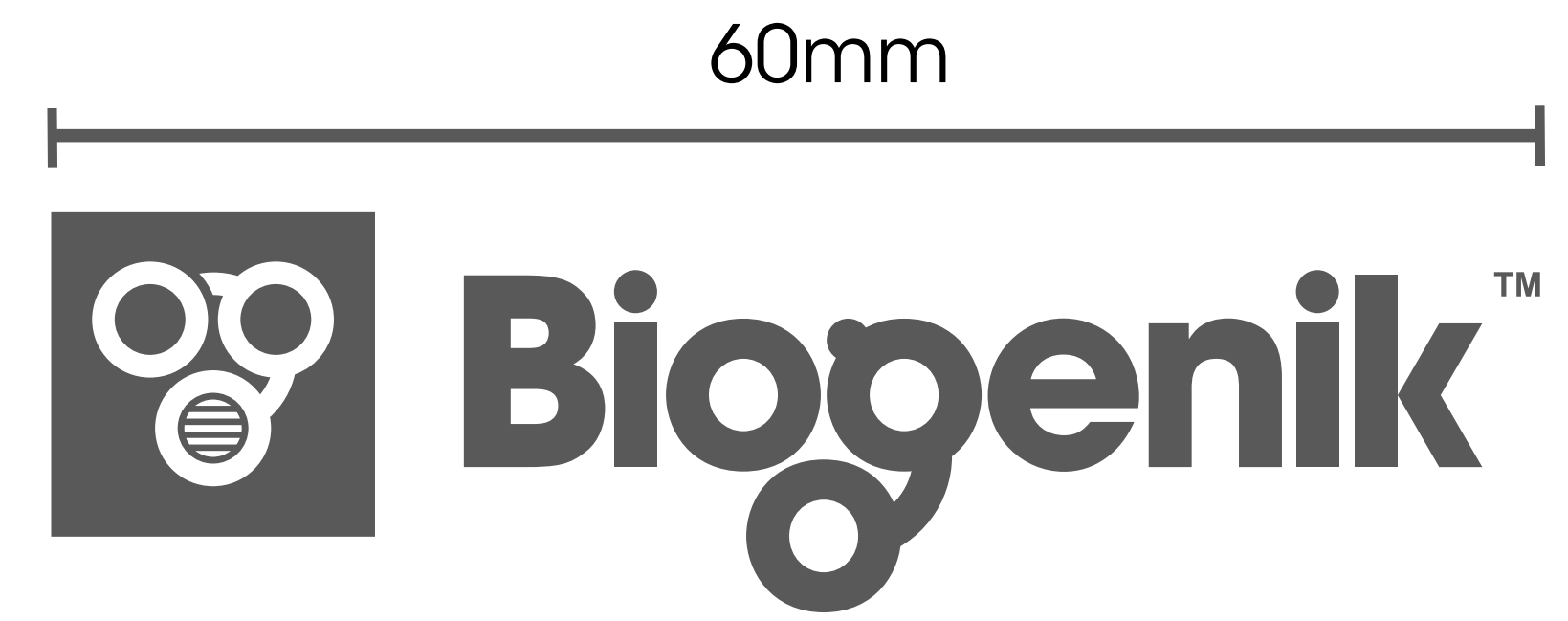
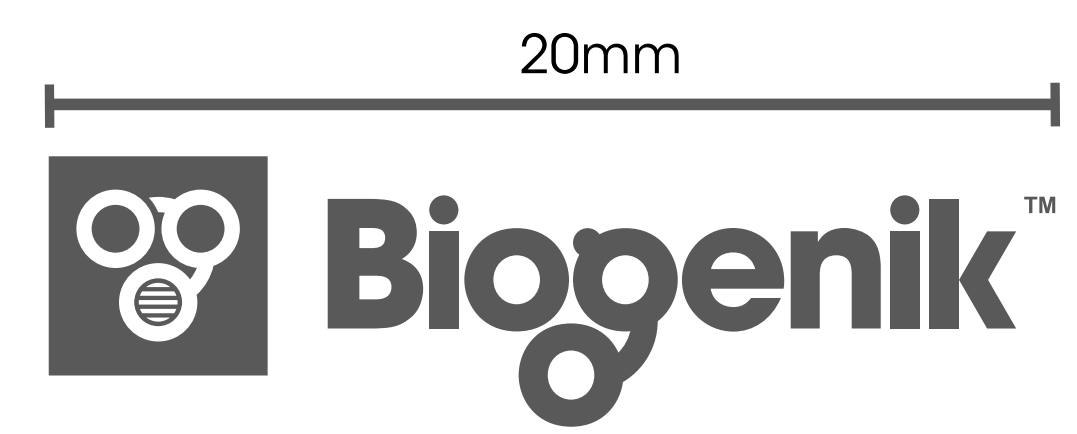
The Biogenik logo is shown with the text "Xbox Pro Controller" added below it. The icon is a square with a stylized brain inside, and the word "Biogenik" is written in a bold, sans-serif font.

OTHER RULES

The logotype must always be used together with the racetrack. When displaying the logo, a certain protective clear space should be maintained, and no other logos, text or graphic elements are allowed within this surrounding area.

The size of the protected area around the logo is the same as the height and width of the "o" of the logotype.

The maximum width of the logo should not exceed 60mm. The minimum width of the logo should not exceed 20mm.



ICONS

10



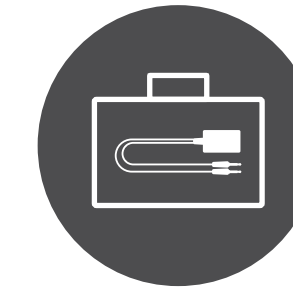
MAGNETIC CONNECTION
BRANCHEMENT MAGNÉTIQUE



STORE & CHARGE
RANGÉZ ET RECHARGEZ



2X RECHARGEABLE BATTERIES
PILES RECHARGEABLES X2



COMPACT TRAVEL SIZE
FORMAT VOYAGE COMPACT



EASY TO USE
FACILE À UTILISER



BATTERIES INCLUDED
PILES COMPRISES



IMPROVED ACCURACY
AMÉLIORE LA PRÉCISION



LED ILLUMINATED
ÉCLAIRAGE À DEL



ULTRA-PROTECTIVE
ULTRA-PROTECTEUR



STORE AND STAND
RANGEMENT ET SUPPORT



STORES ACCESSORIES & GAMES
PERMET DE RANGÉZ LES ACCESSORIES
ET LES JEUX



WORKS WITH 3.5MM HEADSETS
COMPATIBLE AVEC LES CASQUES
AUDIO À PRISE DE 3,5 MM

PACKAGING

The following legal and warranty information should always be included for Biogenik branded packaging in both English and French:

©2019 Biogenik. All rights reserved. All other trademarks are the properties of their respective owners.

©2019 Biogenik. Tous droits réservés. Toutes les autres marques déposée et appellations commerciales cet emballage sont la propriété de leurs diverses sociétés respectives.

Distributed By / Distribué
SFS, Stratford, ON N5A 6S4, Canada
support@biogenik.com

Made in China
Fabriqué en Chine



COLOURFLOW

Colorflow is a sub brand of Biogenik only released in the summer months. The fonts are the exact same as Biogenik but the colours and logos are different. The logo can be expressed in the following four ways. Exceptions can be made upon request. Gradients may not be altered.

COLOURFLOW



| | | | | |
|--------------------------------------|-------------------------------------|-------------------------------------|--------------------------------------|--------------------------------------|
| R: 246 G: 238 B: 77 #f6ee46 | R: 239 G: 49 B: 77 #ef314d | R: 191 G: 51 B: 153 #bf339 | R: 98 G: 119 B: 185 #6277b9 | R: 151 G: 203 B: 86 #97cb56 |
|--------------------------------------|-------------------------------------|-------------------------------------|--------------------------------------|--------------------------------------|



| | | | | |
|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| R: 19 G: 168 B: 158 #13a89e | R: 24 G: 148 B: 173 #1894ad | R: 62 G: 110 B: 182 #3e6eb6 | R: 133 G: 62 B: 152 #853e98 | R: 146 G: 39 B: 143 #92278f |
|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|



| | | | |
|--------------------------------------|--------------------------------------|-------------------------------------|-------------------------------------|
| R: 247 G: 148 B: 29 #f7941d | R: 246 G: 140 B: 30 #f68c1e | R: 238 G: 51 B: 35 #ee3323 | R: 236 G: 0 B: 140 #ec008c |
|--------------------------------------|--------------------------------------|-------------------------------------|-------------------------------------|



Thank you.