

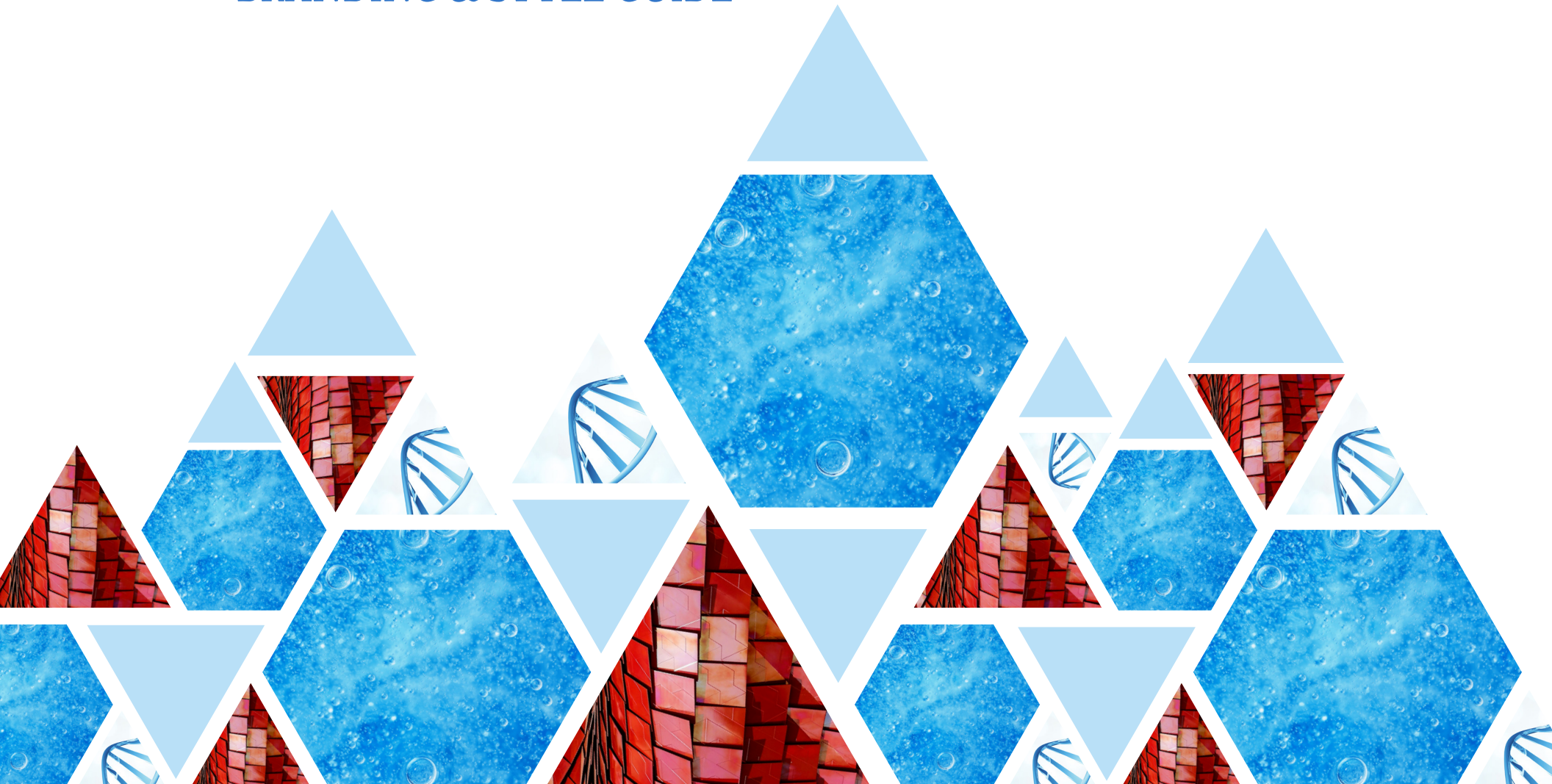
MMC6145 Project 1

Claire Burnett, Sydney Edwards, Rachel McCart

VECTORGEN STYLE GUIDE

vectorgen

BRANDING & STYLE GUIDE



01 COLOR PALETTE

Hero colors



HEX
#307FE2

RGB
48, 127, 226

CMYK
76% 48% 0% 0%



HEX
#1D3557

RGB
29, 53, 87

CMYK
96% 81% 40% 33%



HEX
#D83A34

RGB
216, 58, 52

CMYK
9% 92% 89% 1%



Neutrals



HEX
#FFFFFF

RGB
255, 255, 255

CMYK
0% 0% 0% 0%



HEX
#677485

RGB
103, 116, 133

CMYK
64% 49% 36% 8%



HEX
#2D333A

RGB
45, 51, 58

CMYK
77% 66% 56% 54%



Accents



HEX
#B9E0F7

RGB
185, 224, 247

CMYK
25% 2% 0% 0%



02 LOGOS & GRAPHICS

LOGOS

vectorgen

VectorGen, LLC.

VectorGen, LLC.
gene therapy, redefined.

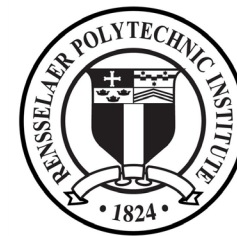
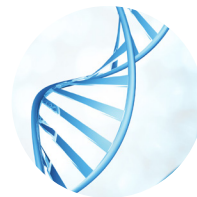
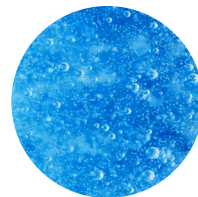
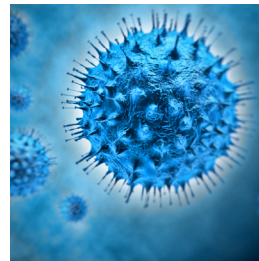
vg

Gene therapy, redefined.

BUTTONS & ICONS

BUTTON

HOVER



EVE
EMERGING VENTURES ECOSYSTEM

PROXIMA NOVA

VECTORGEN

GENE THERAPY

BIOTECHNOLOGY

HIV CURE GENETICS

IN VIVO DELIVERY SYSTEM

PROXIMA NOVA THIN
PROXIMA NOVA LIGHT
PROXIMA NOVA REGULAR
PROXIMA NOVA MEDIUM
PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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AaBbCc

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SKOLAR LATIN

VECTORGEN

GENE THERAPY

BIOTECHNOLOGY

HIV CURE GENETICS

IN VIVO DELIVERY SYSTEM

SKOLAR LATIN LIGHT
SKOLAR LATIN REGULAR
SKOLAR LATIN MEDIUM
SKOLAR LATIN SEMIBOLD
SKOLAR LIGHT BOLD

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MOCKUPS

Gene therapy, redefined.

INSERT MISSION STATEMENT SOME SORT TO PULL THEM IN

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Insert HIV Fact here to grab their attention & make them see why this matters



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THE VECTORGEN APPROACH

Develop a delivery vehicle to confer therapeutic genetic material to combat viruses that afflict humans, specifically HIV

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TOPIC NUMBER TWO



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DISCOVER: GENE THERAPY, REDEFINED.

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OUR MISSION

Develop a delivery vehicle to confer therapeutic genetic material to combat viruses that afflict humans, specifically HIV

OUR EXECUTIVE TEAM



NAME

Job Title

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Job Title

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OUR RESEARCH

INSERT INSPIRATIONAL SAYING OF SOME SORT

LEARN MORE

THE GLOBAL CRISIS

THE HIV EPIDEMIC & CURRENT TREATMENTS

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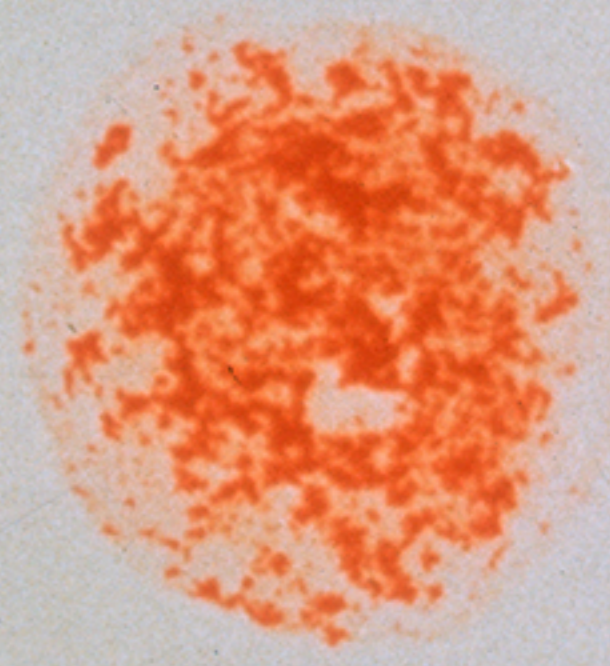
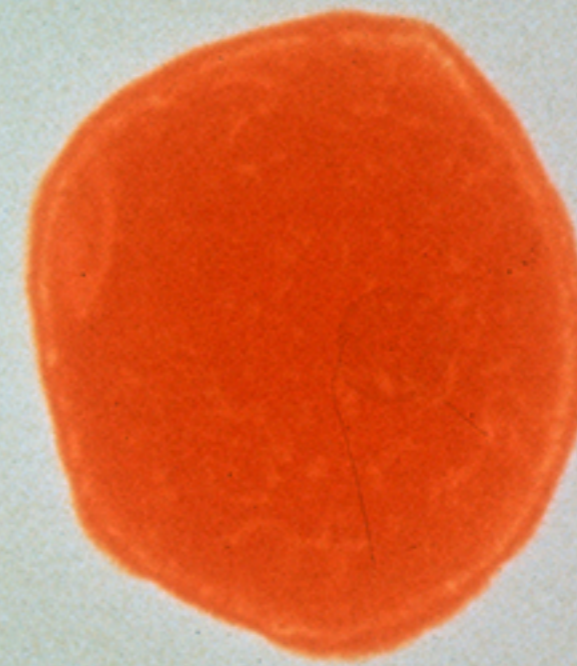


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COMBATING HIV

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THE FUTURE OF VECTORS & GENE THERAPY

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Equivalent to a \$3-\$3.5B/year product over the average 10-12 year product life cycle before generics typically come into play



Add to this “vaccinations” of uninfected high-risk groups

BUDGET & TIMELINE

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RETURNS & PROJECTIONS

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SETD2 alterations impair DNA damage recognition and lead to resistance to chemotherapy in leukemia

Brenton G. Mar*, S. Haihua Chu*, Josephine D. Kahn*, Andrei V. Krivtsov, Richard Koche, Cecilia A. Castellano, Jacob L. Kotliar, Rebecca L. Zon, Marie E. McConkey, Jonathan Chabon, Ryan Chappell, Peter V. Grauman, James J. Hsieh, Scott A. Arm
Blood 2017 130:2631-2641; doi: 10.1182/blood-2017-03-775569. Epub 2017 Oct 10.

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LIFE CYCLE



PHARMA
INTERVENTIONS



GENETIC
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THEM IN INSERT MISSION STATEMENT SOME SORT
TO FULL THEM IN

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their attention & make
them see why this matters



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THE VECTORGEN APPROACH

Develop a delivery vehicle to confer therapeutic genetic material to
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OUR RESEARCH

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THE GLOBAL CRISIS

THE HIV EPIDEMIC & CURRENT TREATMENTS

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DID YOU KNOW?



Insert HIV Fact here to grab their attention & make them see why this matters



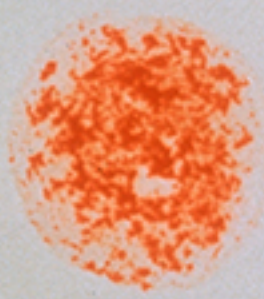
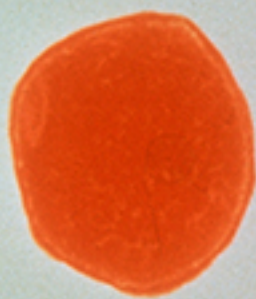
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COMBATING HIV

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THE FUTURE OF VECTORS & GENE THERAPY

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GENE THERAPY & THE INVESTMENT LANDSCAPE

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Add to this "vaccinations" of uninfected high-risk groups

BUDGET & TIMELINE

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Blood 2017 130:2631-2641; doi: 10.1182/blood-2017-03-775569. Epub 2017 Oct 10.

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