

# Brand Messaging Guide



# Fluidigm Brand Messaging Guide

**Updated version:** [LINK: [\wwssf-fs-01\New Brand Assets file](#)]

These guidelines are for internal use and select content providers, to ensure consistent messaging flows from a common understanding of the purpose and value proposition behind Fluidigm. They explain the brand rationale for communications including marketing, sales, customers and email. Fluidigm messaging will evolve and change with our objectives.

## Tone

- Intuitive: The missing element you didn't realize was absent  
(Example: Juno was born out of a focused, multiyear effort to understand where production genomics needed to go.)
- Intelligent: Authoritative, eager to share insight and collaborate to find answers  
(Example: One of the joys of my job is visiting with customers and working to understand what they are doing and why, and how we can help.)
- Inspirational: Expressing our passion affirms and taps into customer passion  
(Example: We're honored to play a part in the Seeb's' work; their Biomark was the first to genotype production-scale salmon.)

## Language

- Convey inspirational and revolutionary ideas without stating the words
- Demonstrate that we're inspiring and revolutionary without saying so
- Use simple words and phrasing to convey complex information concisely:  
YES: Humbert uses fast Fluidigm tools daily.  
NO: Humbert utilizes expeditious Fluidigm apparatuses on a daily basis.
- Write using an active voice:  
YES: Juno solves your problems.

NO: Your problems will be solved by Juno.

## **Mission, vision and positioning statements: word and phrase usage**

### **Mission**

For internal use, our mission statement is the guiding principle of each day's work at Fluidigm and how to approach it:

*Empower and inspire our customers and in turn be inspired and informed by them.*

### **Vision**

For external use (with context, to convey meaning), the vision statement is our common overarching, long-term idealistic goal:

*Ignite a revolution in biology through the relentless pursuit of scientific truth.*

### **Positioning**

For external use to articulate what makes us different:

*Simplify the complex quest to understand and apply biology.*

### **Umbrella messaging**

Usher in a new era of exceptional customer experience in life science tools.

#### **Branding words and phrases to use**

- Language suggesting inspiration and empowerment but without using those words. Instead, use alternatives: discover, motivate, encourage excellence
- Reference the pursuit of biological truth
- Simplify the complex: customers face complicated biological system challenges
- Inspirational messaging and campaigns: source from examples such as quotations, inventions, muses, historical geniuses or symbols (a creative spark)
- Communications aim to inspire viewers:  
(Example: Cleary Caterpillar solved a DNA mystery using Fluidigm tools.)

- Identity: use instead of brand
- Life sciences, life science
- Bioscience
- Biotech: in reference to biotech customers (but not in reference to Fluidigm)

### **Branding words and phrases to avoid**

- Inspire, empower
- Ignite a revolution
- Brand: refer to our identity instead of our brand
- Fluidigm's: trademarks should not be plural or possessive
- Biotech: Fluidigm is not a biotech company, but has biotech drug-development customers

### **Social media**

Twitter, Facebook, YouTube and Google+ campaigns draw attention to the website and encourage viewers to post, interact and spread awareness.

Fluidigm staff have the opportunity to act as brand ambassadors on social media platforms. Guidelines: [LINK: [WWssf-fs-01WNew Brand Assets file](#)]

### **Questions**

Email branding questions to [brand@fluidigm.com](mailto:brand@fluidigm.com).

Indicate query type in the subject line for departmental routing:

- Content and marketing communications
- Visual assets

# Brand FAQs

Updated FAQ guide version: [LINK: [wwssf-fs-01wNew Brand Assets file](#)]

## Branding philosophy

### Why rebrand?

- **Redefine the customer experience:** Fluidigm intends to create the first iconic and customer-focused brand identity in the life sciences market
- **Demonstrate commitment:** Reinforcing our dedication to customer success in all interactions will encourage customers to spread word-of-mouth awareness and return to us as a resource
- **Differentiate:** Our new identity aims to shape perception of Fluidigm as a field leader technologically and as a brand
- **Fuel potential:** Seeing skilled scientists' unfilled application needs motivates us to do more in the name of discovery; it's an honor to fulfill such a role in customers' work of curing disease and lifting spirits

### Does the new brand extend beyond the website and logo to products?

It does: Our collaboration with fuseproject aims to establish higher standards for life sciences industrial design and branding. Fluidigm products do amazing things on the inside so they should look amazing on the outside. Our customers do research with world-changing potential and we intend to help them succeed. Doing so involves reimagining our identity inside and out.

**Website:** The clean, uncluttered design complements original content geared to providing product news, specs, features and spotlights profiling scientists and lab breakthroughs made using Fluidigm solutions. It's designed for educational, commercial and personal interaction with the ultimate goal of fostering a scientific community.

**Logo:** The striking, innovative logo embodies our company persona and leverages digital media through color and shape mutability, yet the logo remains recognizably Fluidigm. This mutable constancy is a nod to the dynamic work that we and our customers do.

**Industrial design:** Our bold industrial design experimentation began with C1, which won the Analytical Instrument Gold Award at the Instrument Business Outlook's 2013 IBO Design Awards for excellence in industrial design.

**Future products:** Upcoming product releases will reflect our identity through contemporary design aesthetics, innovative instrumentation and advanced capabilities. This will extend beyond products to permeate the customer experience, as expressed in the Fluidigm mission statement: Empower and inspire our customers and in turn be inspired and informed by them.

## **Branding practices**

### **Visual assets brand compliance and approval for images, logos and fonts**

Refer to the Visual Style Guide for image, logo and font usage guidelines:

- Visual assets: [LINK: [\W\ssf-fs-01\New Brand Assets file](#)]

Externally facing branded content and marketing collateral should be approved for compliance through Pub Clear or ECN processes:

- Pub Clear: publishing clearance process for website, content, marketing communications and all external-facing materials not covered by ECN  
Pub Clear guide: [LINK: [\W\ssf-fs-01\New Brand Assets file](#)]
- ECN: engineering clearance notification process for technical and product documents

### **Templates: MS Word, PowerPoint, Outlook email and correspondence**

- MS Word: [LINK: [WWssf-fs-01\New Brand Assets file](#)]
- MS PowerPoint deck: [LINK: [WWssf-fs-01\New Brand Assets file](#)]
- MS PowerPoint poster: [LINK: [WWssf-fs-01\New Brand Assets file](#)]
- MS Outlook email signature: [LINK: [WWssf-fs-01\New Brand Assets file](#)]
- Letterhead: [LINK: [WWssf-fs-01\New Brand Assets file](#)]

## Fonts

Brand identity fonts (download from the server) are Montserrat and Proxima Nova. They are used for the website and packaging and for marketing collateral and technical documentation distributed in PDF format. They're also embedded in our new PowerPoint templates.

For email and for MS Word and MS Excel files shared with customers as MS Office documents, use Verdana along with the new logo.

- Montserrat Bold: Headlines
- Montserrat Regular: Title subheads
- Proxima Nova Bold: Body copy subheads
- Proxima Nova Regular and Proxima Nova Italic: Body copy
- Verdana: Email; also when Montserrat and Proxima Nova fonts are unavailable

## Branding rollout

### At launch

The first phase focuses on influencing existing customers. Launch updates include:

- Website
- Logo
- Key marketing collateral
- Juno packaging
- Technical documentation: Juno and C1
- Social media channels: [LINK: [fluidigm.com/letsdiscover.html](http://fluidigm.com/letsdiscover.html)]
- Document templates: MS Word, PowerPoint and Outlook email

- Letterhead
- Business cards
- Marketo email marketing
- Customer-facing presentations: some, not all
- Event and tradeshow assets
- Customer support phone scripts and email templates

## **Post-launch**

Later additions will include:

- Website: new lab application pages
- Website: new sales contact page
- Website: new careers page
- Marketing collateral (in prioritized order)
- Packaging: Fluidigm consumables
- E-commerce: online consumables purchasing
- Customer support mechanisms
- Single sign-on access: for website, custom assays and panel kits
- Technical documentation
- Software
- Training materials
- Facilities signage
- System naming conventions

## **E-commerce**

Online shopping will be deployed after launch. We will begin site testing with select customers. If that goes smoothly, online ordering of genomics consumables within the U.S. and Canada should be in place by December 2014. E-commerce for other countries is expected in 2015.

## **More information**



## **Branding questions**

Email [brand@fludigm.com](mailto:brand@fludigm.com).