

# QuidelOrtho™

Corporate brand guidelines

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# Identity overview

Transforming care  
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QuidelOrtho is transforming care across the entire healthcare continuum. From our logo to our colors and photography, every creative element plays a part in expressing who we are and what we stand for.

Please treat this as a guide to bringing our brand to life, so together, we can drive the future of diagnostics.

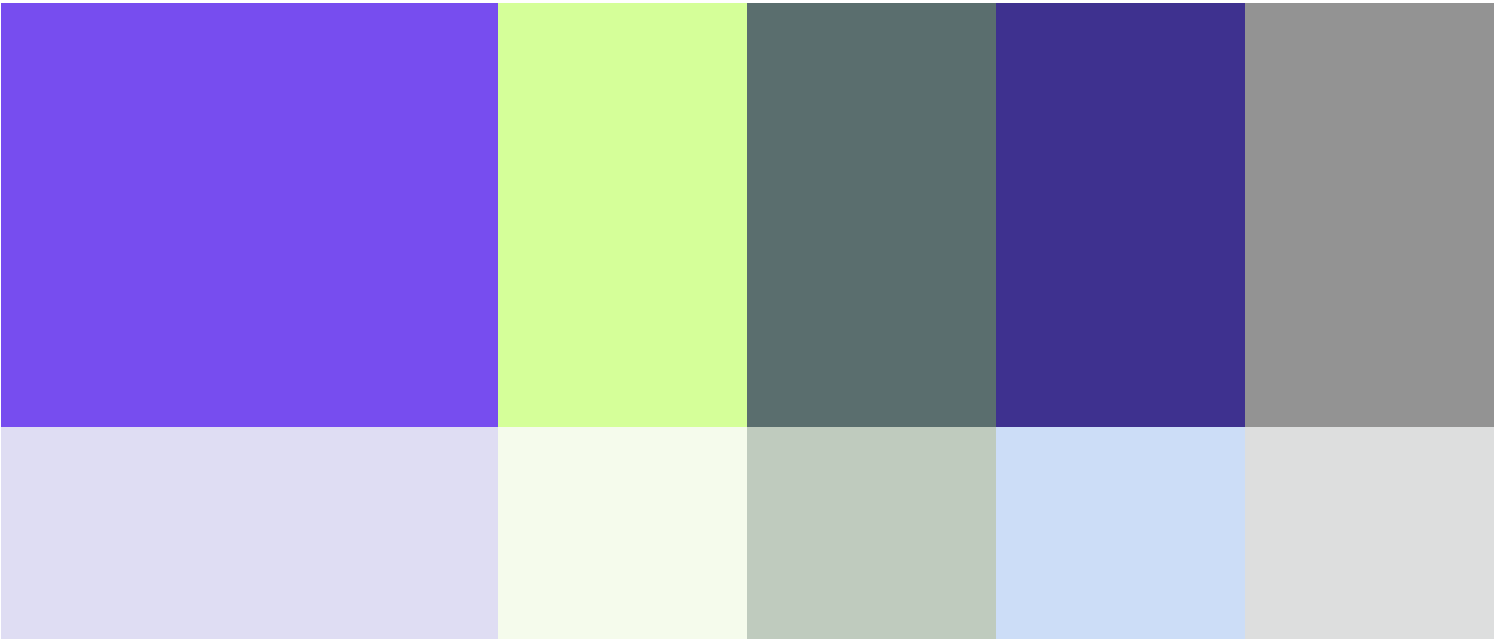


Toolkit overview

Logo



Color palette



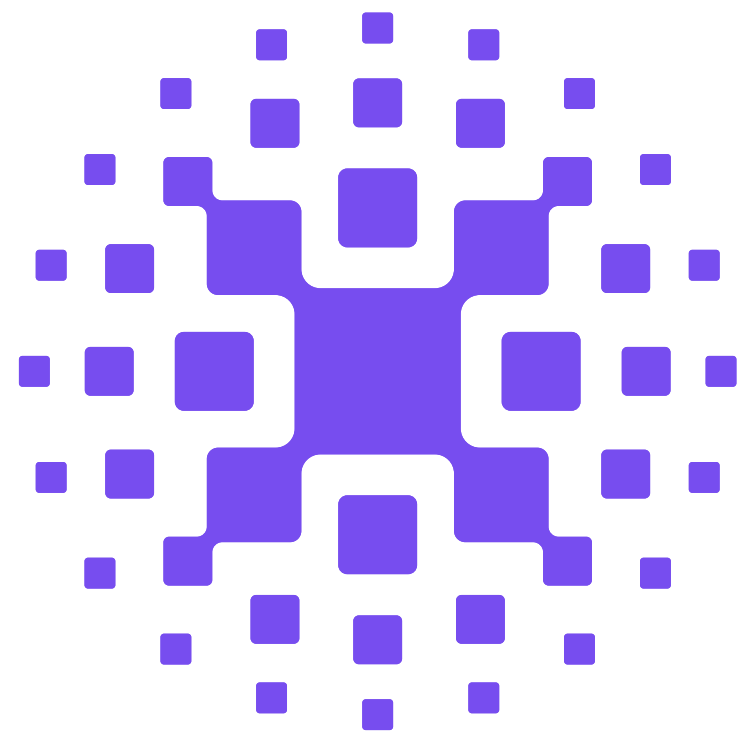
Typography

GRTSK QuidelOrtho V  
AaBbCcDdEeFfGg  
1234567890!?!&\$

AaBbCcDdEeFfGg  
1234567890!?!&\$

AaBbCcDdEeFfGg  
1234567890!?!&\$

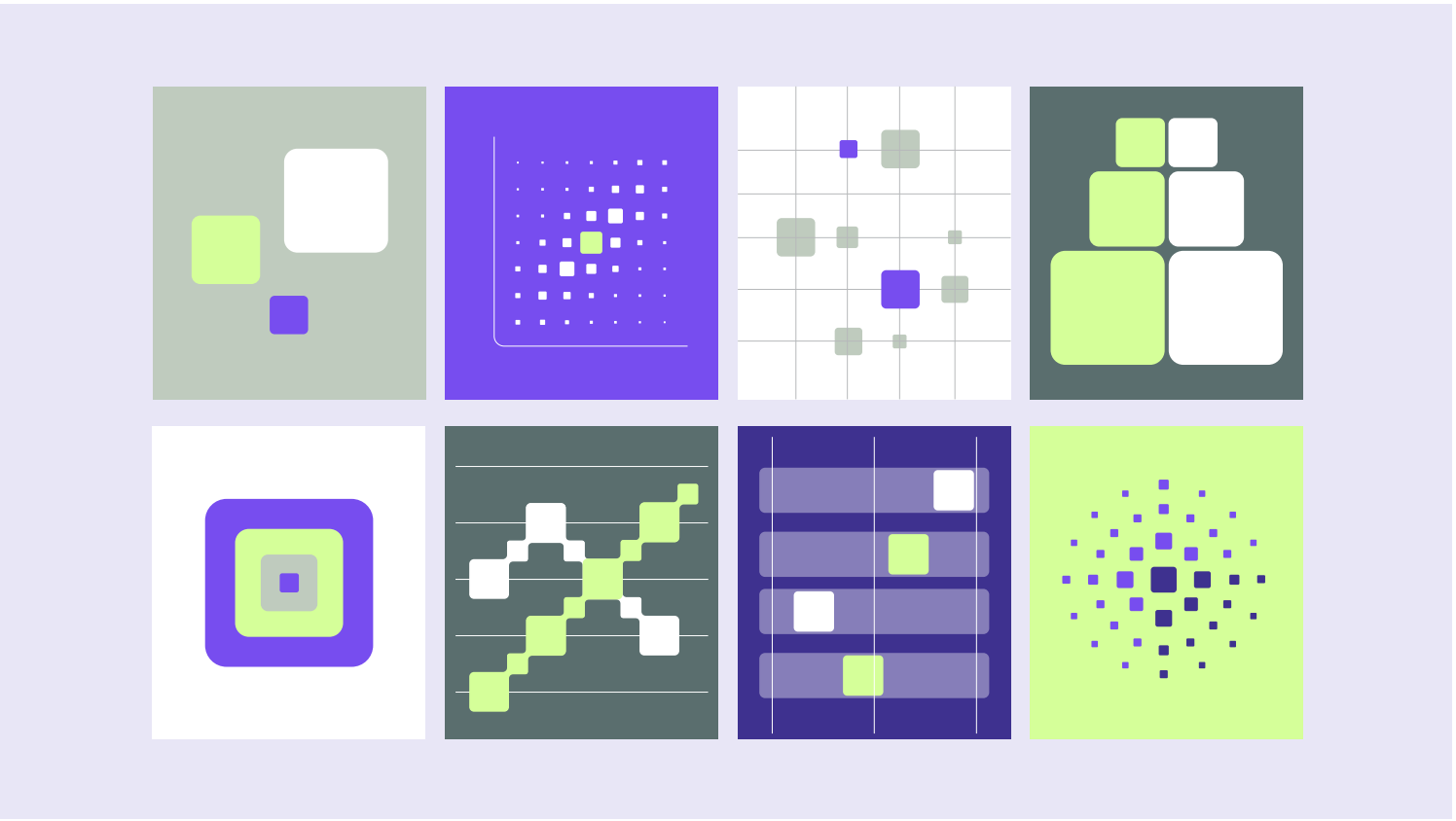
Graphic motif



Photography



Data visualization



# Logo

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## About our logo

Our logo sets the tone for our brand identity, with a mathematical construction balanced by a friendly character. The shapes of both the symbol and wordmark are geometric yet also organic and cellular, reflecting both our precision and passion.

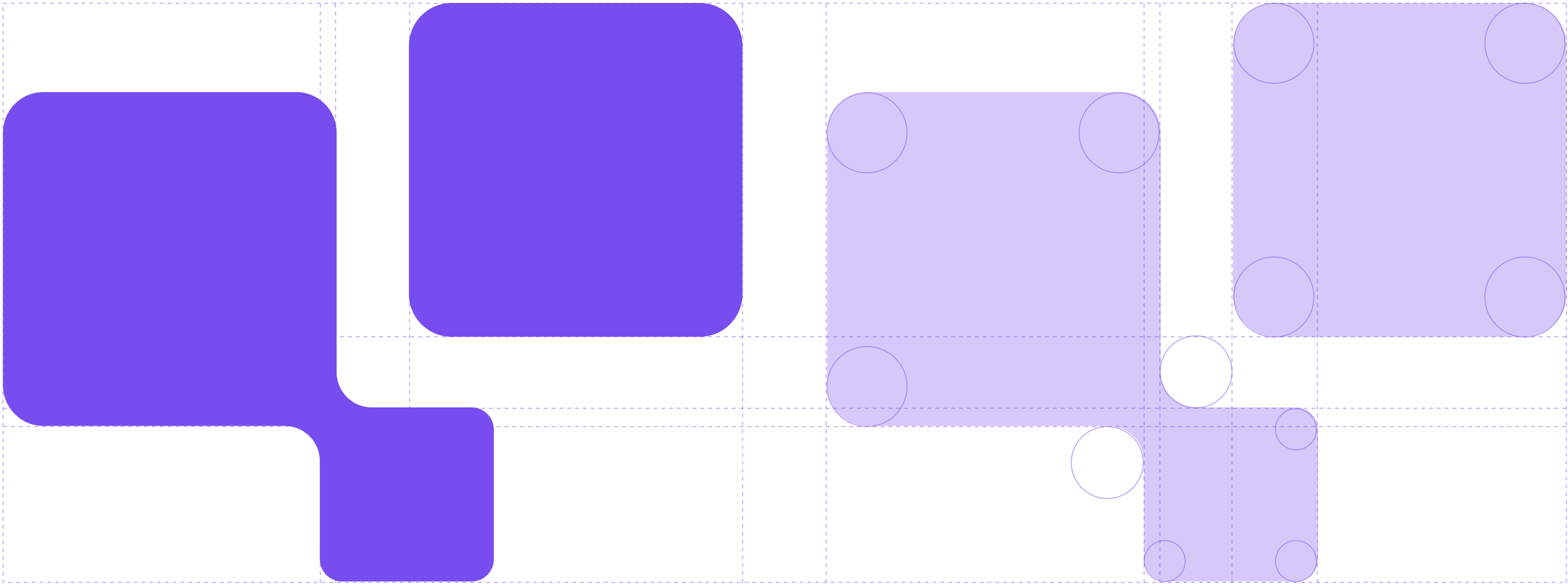


Symbol

Our logo is composed of a wordmark and symbol. The symbol—shown at a large scale at right— is an abstract “QO” and unique graphic identifier.

It ties together the wordmark and the rest of the visual system through a language of rounded squares. The shapes are perfectly geometric, yet also organic and cellular, reflecting our passion and precision.

Our symbol is not just a part of our logo—we also use the symbol at an enlarged size as a holding shape for typography (see page 31).



The forms of our symbol are stylized versions of the letters “Q” and “O”, for QuidelOrtho.

The shapes are constructed with curved geometry—setting the groundwork for our patterns and other graphic elements.

Wordmark

The characters of our wordmark are custom-drawn typographic shapes, echoing the organic and cellular nature of our symbol.

The artwork at right demonstrates the unique characteristics of our wordmark.

A large x-height makes our wordmark feel warm, accessible and contemporary.

Rounded square character structure, consistent with the symbol shape details

Added ink traps for higher contrast, softer corners and better reproduction



Logo versions

As the logo is our primary brand signifier, it is important to use it as described within this document.

The horizontal logo is our primary version. It is the preferred logo for most applications. We also have nested and stacked versions of the logo, which should be reserved for special use cases.

The nested logo represents a non-traditional lockup approach that places visual emphasis on the symbol; it should be used for large scale applications such as corporate signage as well as special-use expressive touchpoints.

The stacked logo is available for use when there are space constraints. It should only be used when the primary logo is unsuitable.

Horizontal logo (Primary)



Stacked logo



Nested logo



Logo color combinations

Visual accessibility is key when designing for our brand. The examples on this page provide a quick reference with the approved logo colors on backgrounds.



White on Violet



Violet on Chartreuse



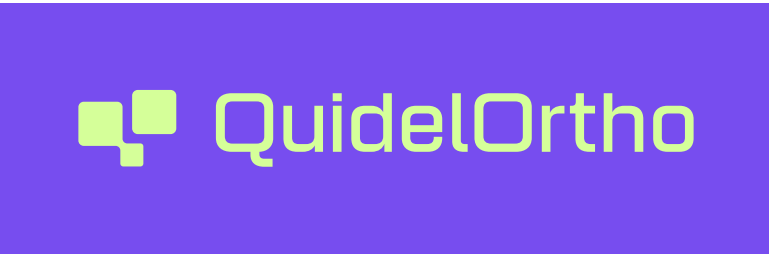
White on Ore



White on Indigo



White on Slate



Chartreuse on Violet



Ore on Chartreuse



Chartreuse on Ore



Chartreuse on Indigo



Chartreuse on Slate



Light Violet on Violet



Light Chartreuse on Ore



Light Ore on Ore



Light Indigo on Indigo



Light Slate on Violet



Violet on Light Violet



Ore on Light Chartreuse



Ore on Light Ore



Indigo on Light Indigo



Violet on Light Slate



Violet on White



Ore on White



Indigo on White



Slate on White

Usage details

**Clear space**

Maintaining an appropriate amount of space around our logo ensures that it is clear and legible. Always follow this spacing requirement and keep other graphic elements and text out of this area.

Clear space around our logo is based on the height of the capital “O” in our wordmark. The clearspace ignores services marks in the logos. The clear space helps ensure that the QuidelOrtho logo is easy to read and recognize.

**Minimum size**

Print minimum size is 1.25” wide for the horizontal and nested logo and 0.972” wide for the stacked logo.

Digital minimum size is 256px wide (approx. 32px high) for the horizontal and nested logo and 200px wide (approx. 138px high) for the stacked logo.

We measure our logo by the width of the symbol and the wordmark, and we don’t include service marks in the measurement.

Note that our digital size is not shown to scale. Due to different screen resolutions and pixel densities, this on screen minimum size should be considered a loose guide. Higher screen resolutions offer a better rendering of artwork, but can result in a smaller than minimum size logo.



The clear space measurement does not include service marks. (TM version shown above.)



Print minimum size: 1.25" wide  
Digital minimum size: 256px wide



Print minimum size: 1.25" wide  
Digital minimum size: 256px wide



Print minimum size: 0.972" wide  
Digital minimum size: 200px wide

The minimum size measurement does not include service marks. (TM version shown above.)



Logo placement

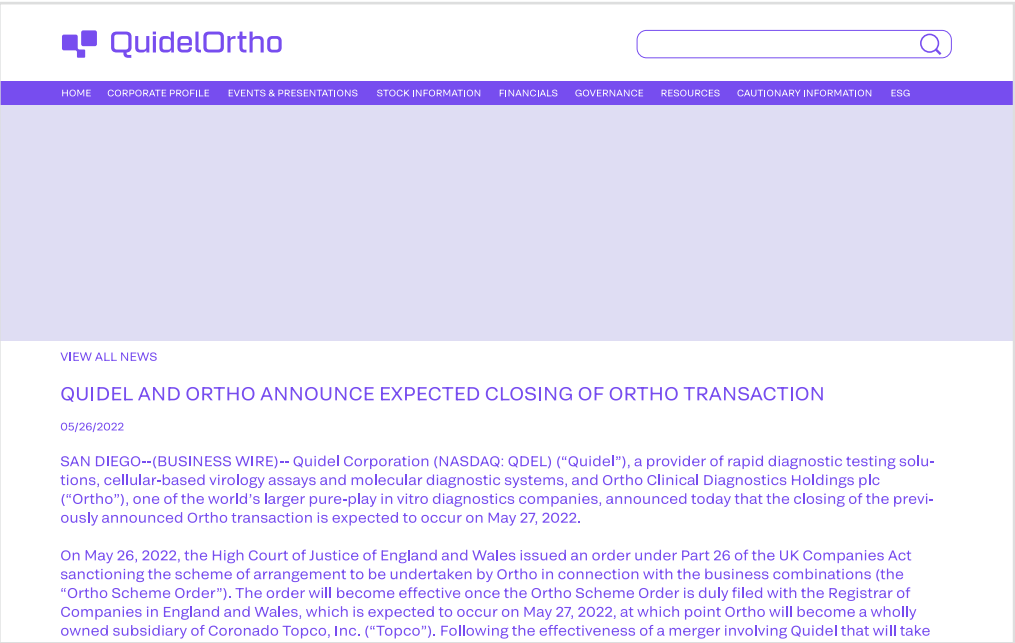
We use standard logo placements for primary touchpoints such as our website and presentations—in the upper- and lower-left corners, respectively.

When needed, a centered logo can be used for purposes of layout balance.

We do allow flexible logo placements, depending on the usage scenario. The examples on the bottom of the page demonstrate this flexibility. When using this approach, always consider logo visibility—it should have visual prominence for optimal viewing.

Standard placements

Upper left



Website

Lower left



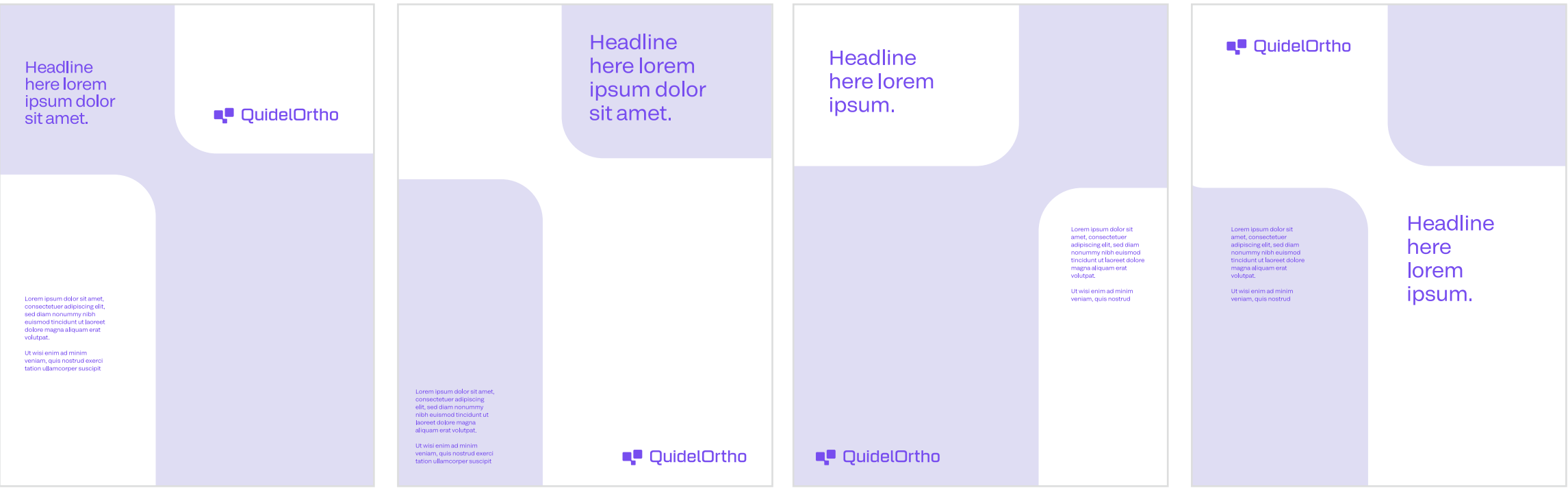
Title slide

Centered



Advertisements

Flexible placements



Brochures

Trademarks

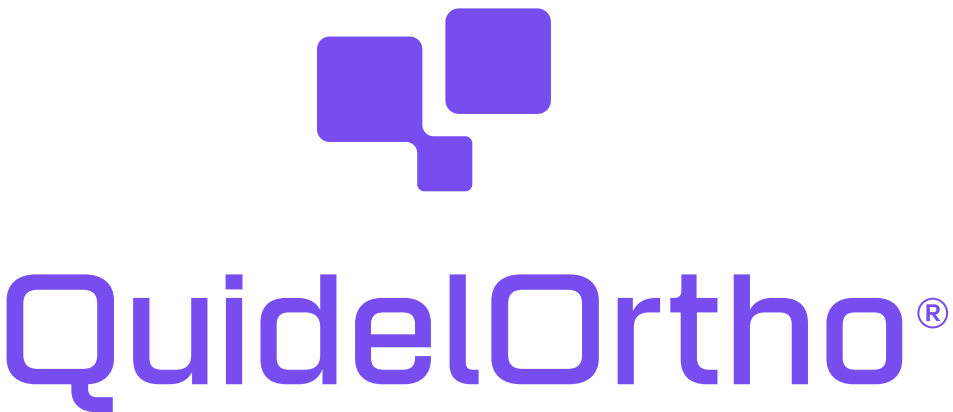
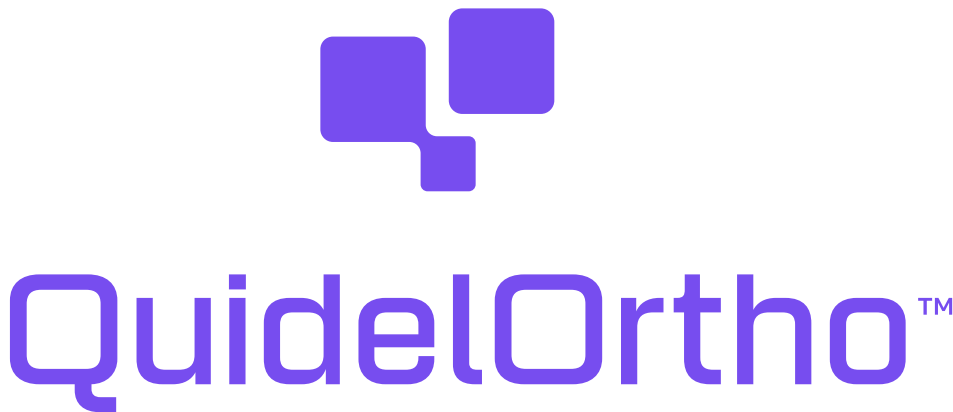
In all applications and marketing touchpoints, we always include a trademark or registration mark with our logo.

The registered (®) logo may be used only after registration of the mark is granted. In the meantime, the TM logo is the appropriate version for use.

When the trademark registration process is complete, the TM logo version will be retired.

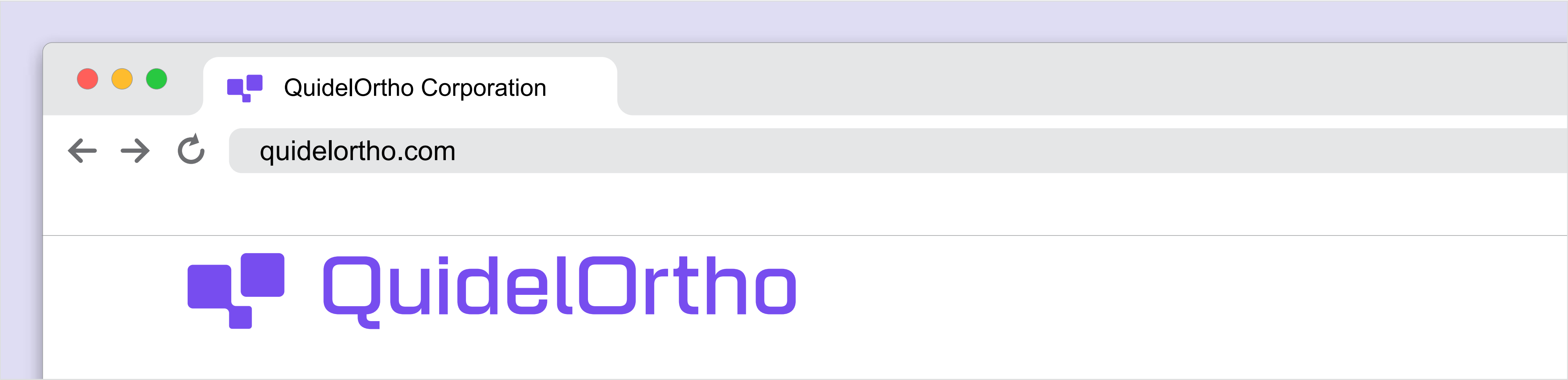
Like the QuidelOrtho logo itself, the TM and ® marks are thoughtfully placed elements of our logo, and should never be adjusted or revised under any circumstance.

Please use only the approved logo assets. Do not re-create.



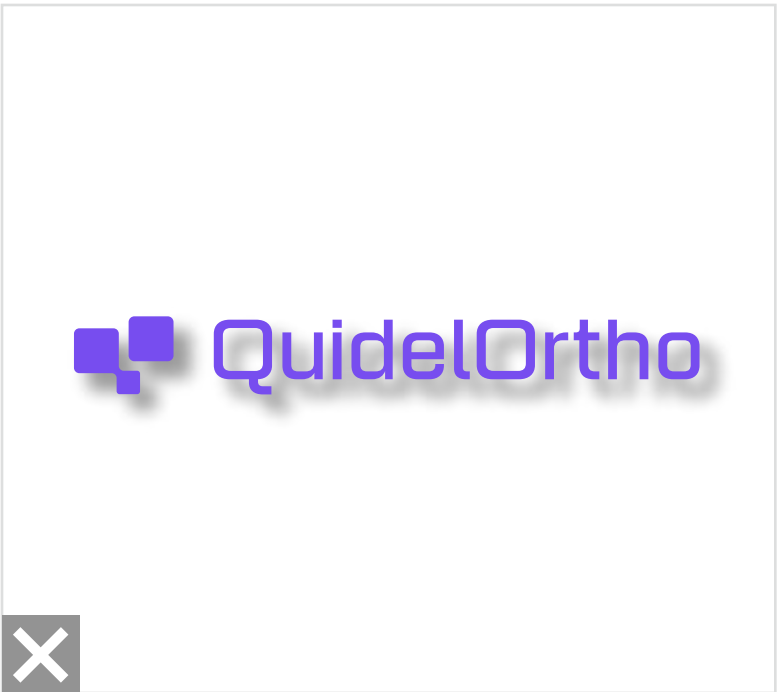
Favicon

We use our logo symbol as our favicon. The example at right demonstrates the favicon in use.

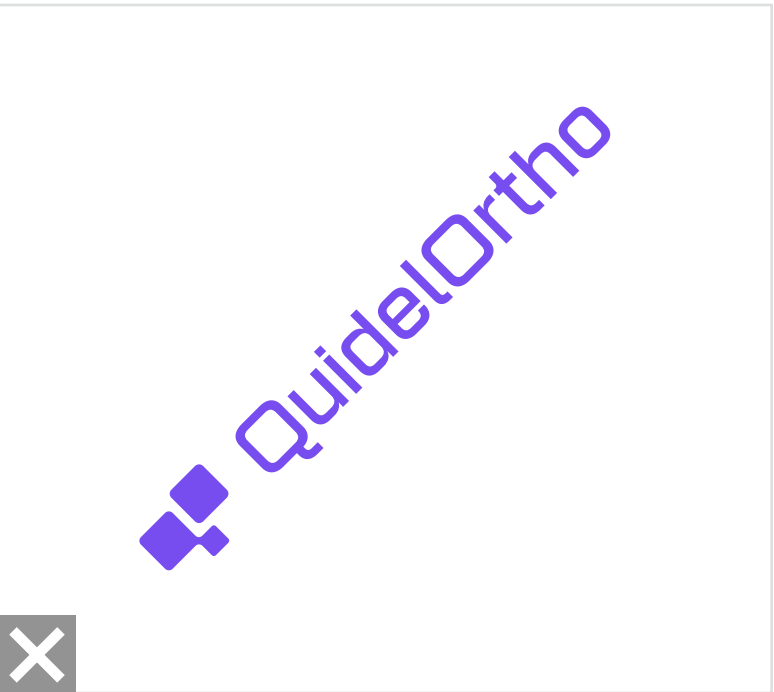


Things to avoid

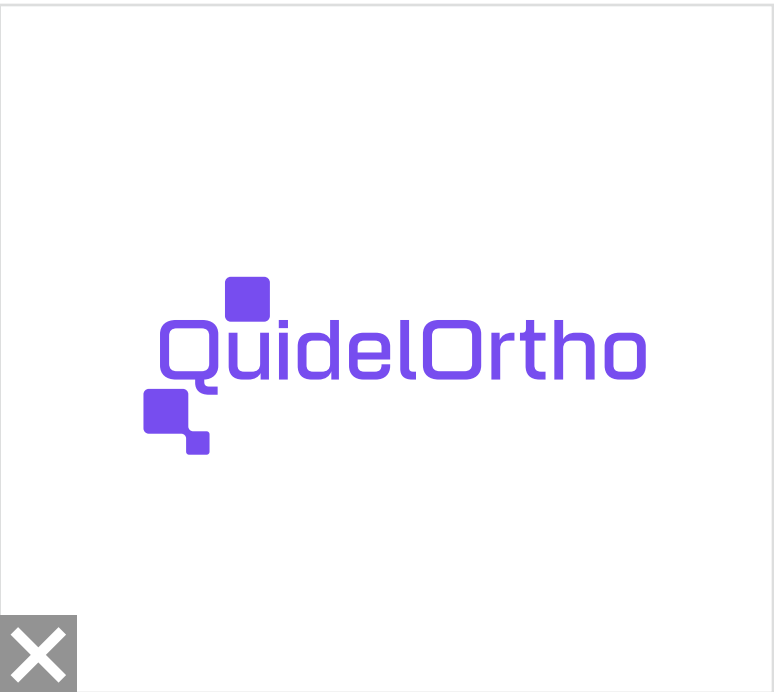
The examples on this page demonstrate incorrect ways of using our logo.



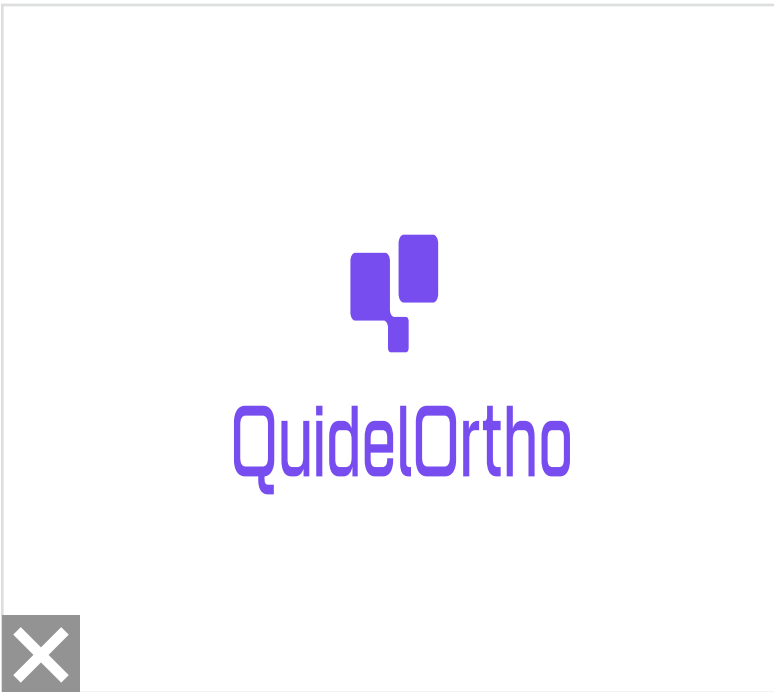
Don't use drop shadows or other effects.



Don't rotate or distort the logo.



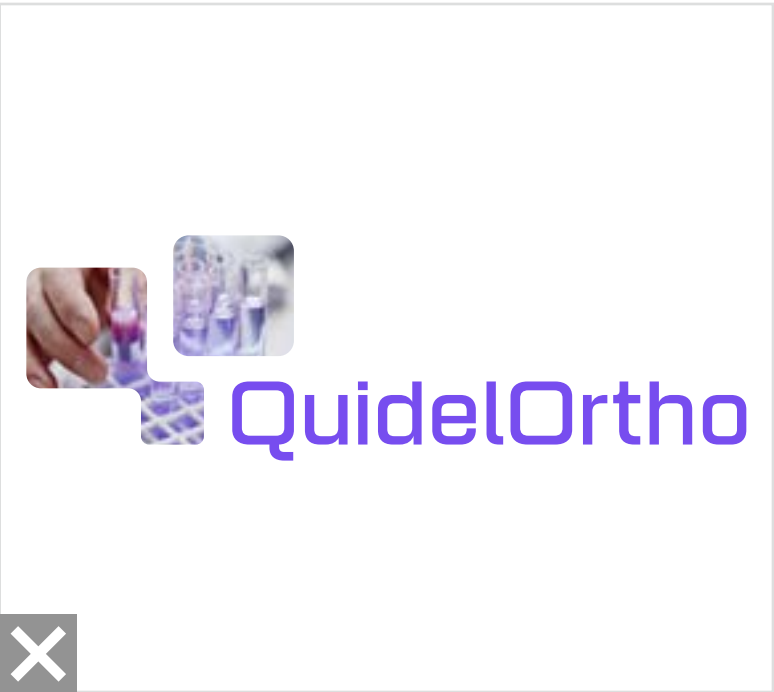
Don't alter or rearrange elements within the logo.



Don't alter the logo proportions.



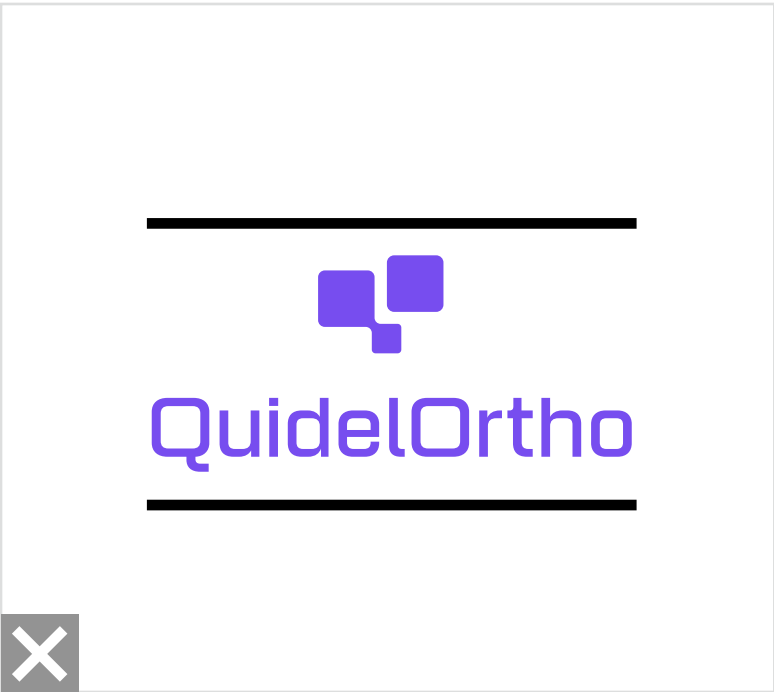
Don't apply the logo to unapproved color backgrounds.



Don't crop images to the symbol or wordmark.



Don't apply the logo over an image so that legibility is lost.



Don't add elements (type or graphic) to the logo.

# Color

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## Palette

Our unique and distinctive palette differentiates us in our business space. We pride ourselves on being a colorful brand. However, it's important to consider the overall distribution of color carefully.

We use generous white space in our communications. As a general rule white should be used most often, followed by Violet, and finally the support and tint colors.



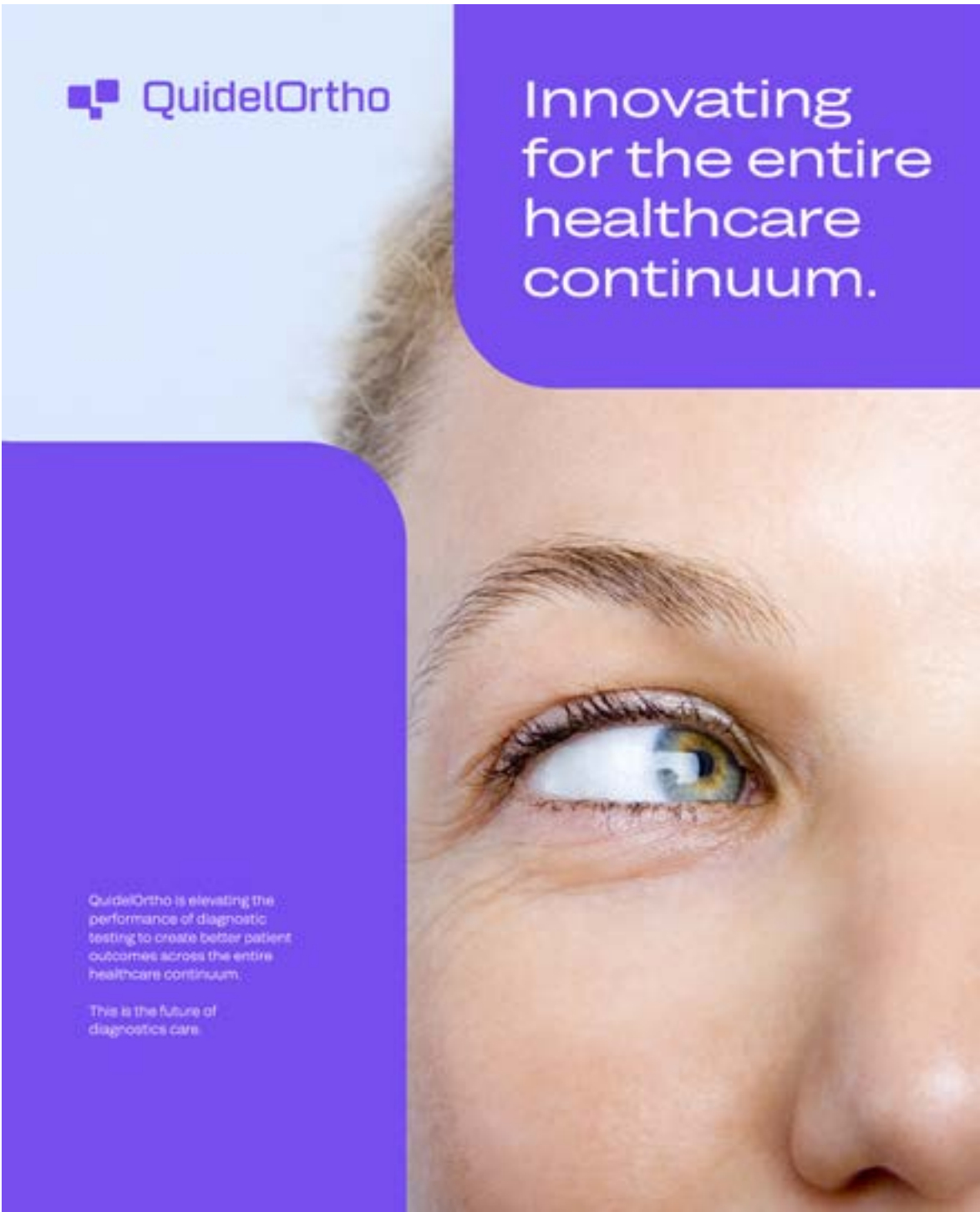


Signature color

Our signature color, Violet, sets us apart from our professional counterparts.

We lean into this area of opportunity, making us distinctive in the competitive space, while also leaving the audience with a positive impression.

For any introductory touchpoint, we highlight Violet in our color use.



For position only: final exhibit to come

Support color

We rely on our support colors to provide visual diversity, but also to enhance Violet.

We always prioritize Violet, especially in situations when we are introducing our brand, or as a final visual representation (e.g., at the end of an animation).

We use our support colors to vary the pacing of a communication, allowing us to highlight specific content, but in deference to and supporting Violet.

Our support colors are also used extensively for data visualization (see page 55).

Our light colors (Light Violet, Light Chartreuse, Light Ore, Light Indigo and Light Slate) are used with less frequency, as subtle backgrounds in support of key content.

The exhibit at right demonstrates how we prioritize our colors—most importantly, that Violet is our go-to brand color.

Support colors are Chartreuse, Ore, Indigo and Slate.

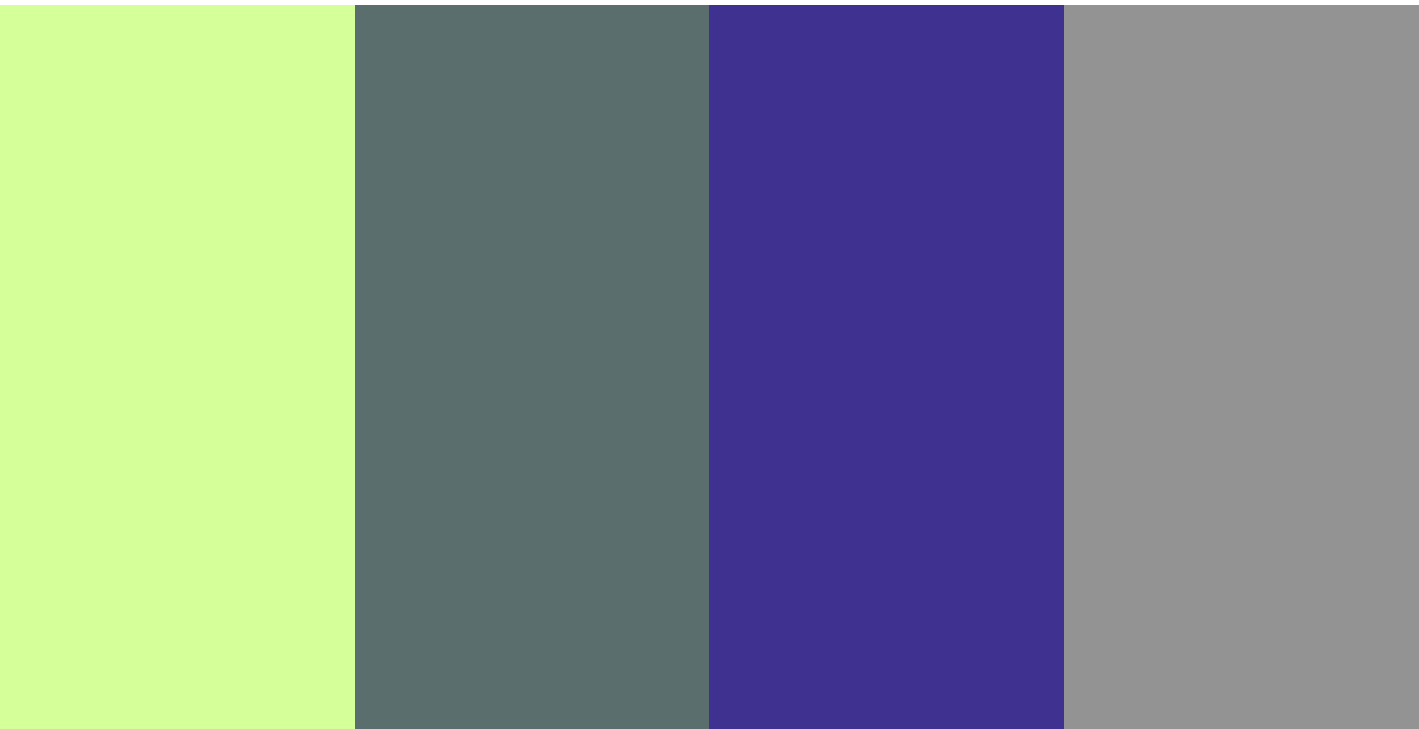
Tint colors are Light Violet, Light Chartreuse, Light Ore, Light Indigo and Light Slate.

The examples shown here demonstrate the available pairings for our design elements (holding shapes, patterns and type).

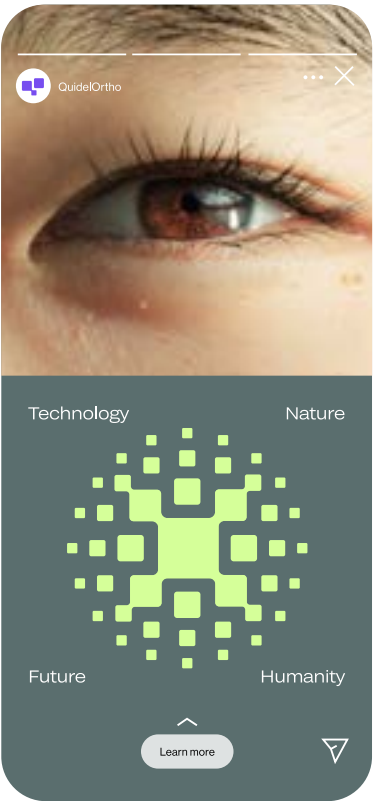
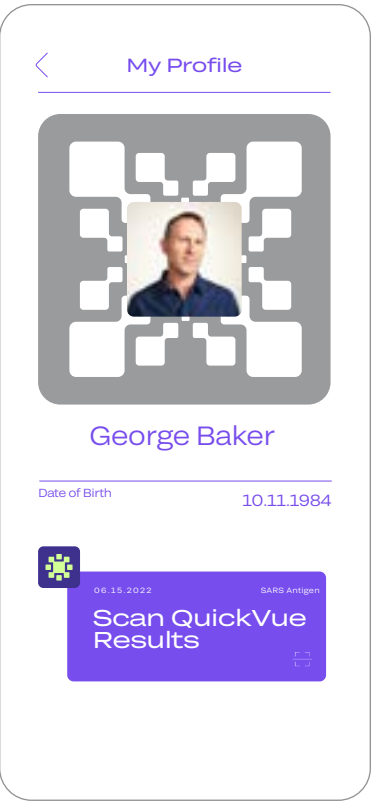
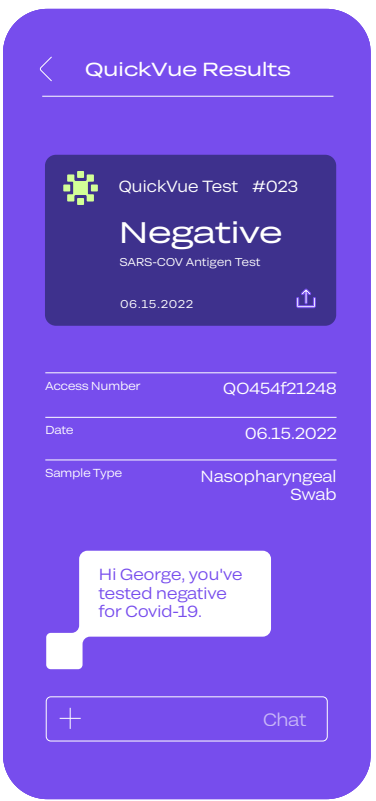
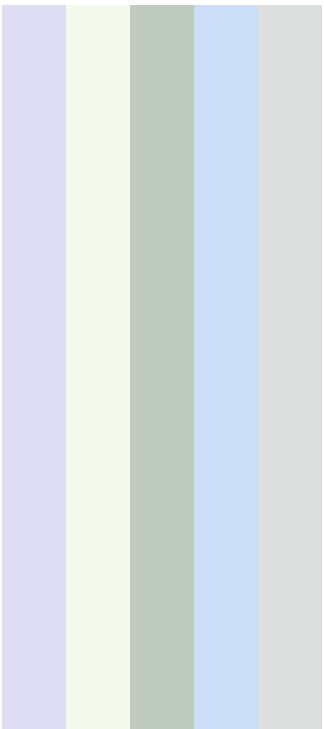
Signature color



Support colors



Tint colors



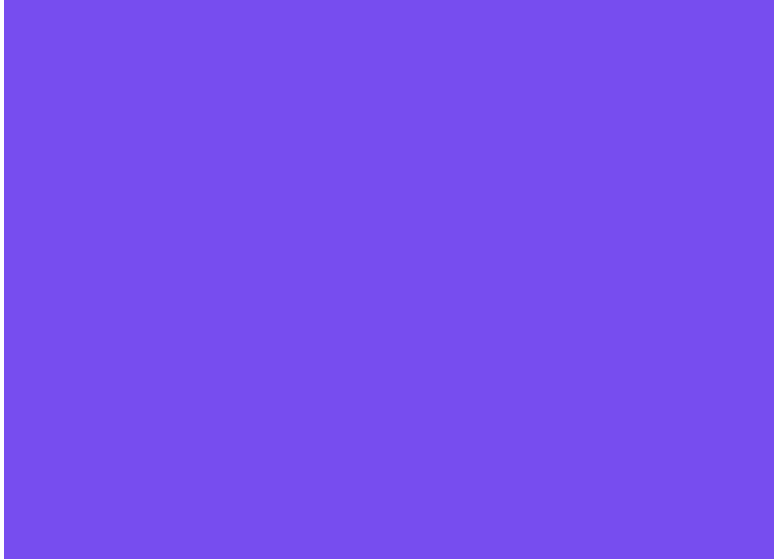


## Usage details

Our unique and distinctive palette differentiates us in our business space.

Always use the color specifications as provided to ensure color consistency across multiple channels and media.

Adobe Swatch Exchange (.ase) swatches are available to import our palette into graphics programs. Each color mode (CMYK, spot and RGB) contains the full color palette with the values shown on this page.



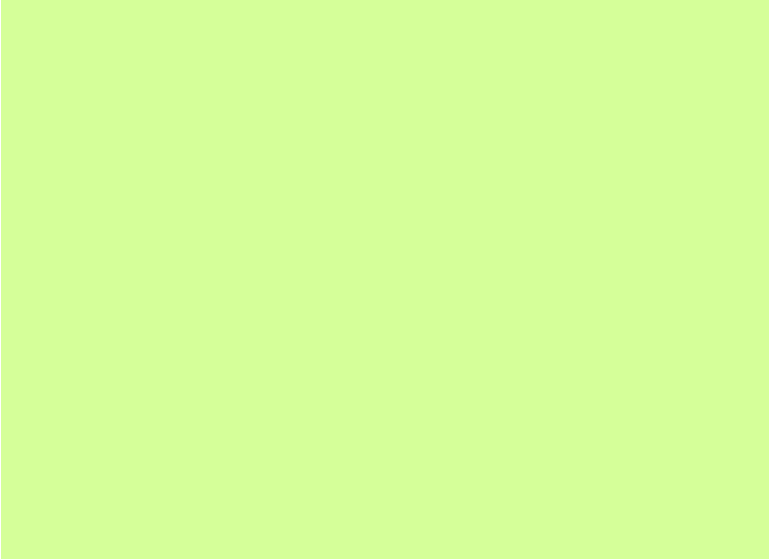
Violet

PMS 2665 Coated / 2089 Uncoated

CMYK 69/73/0/0

RGB 119, 77, 239

HEX #774DEF



Chartreuse

PMS 373 Coated / 372 Uncoated

CMYK 23/0/52/0

RGB 213, 255, 153

HEX #D5FF99



Ore

PMS 4194 Coated & Uncoated

CMYK 63/43/45/31

RGB 90, 110, 110

HEX #5A6E6E



Indigo

PMS 2118 Coated & Uncoated

CMYK 97/93/0/11

RGB 62, 49, 143

HEX #3E318F



Slate

PMS Cool Gray 8 Coated & Uncoated

CMYK 24/16/16/40

RGB 147, 147, 147

HEX #939393



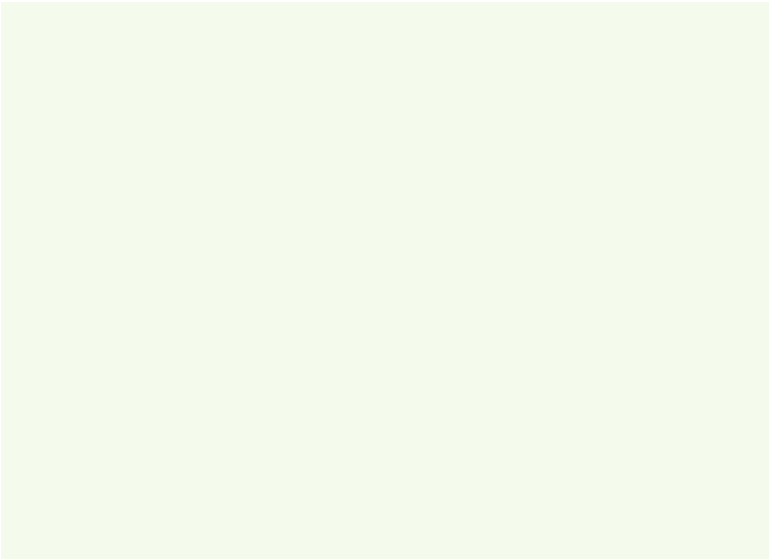
Light Violet

PMS 7444 Coated & Uncoated

CMYK 26/24/0/0

RGB 223, 221, 243

HEX #DFDDF3



Light Chartreuse

PMS 9544 Coated & Uncoated

CMYK 9/0/14/0

RGB 245, 251, 236

HEX #F5FBEC



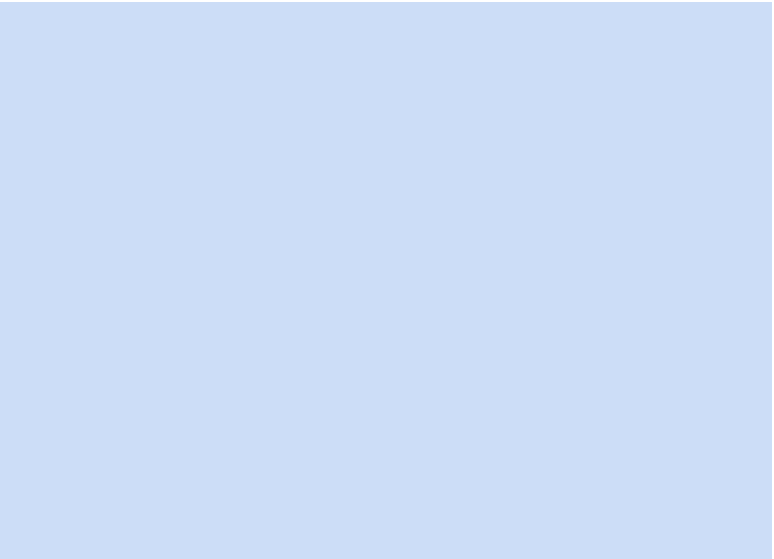
Light Ore

PMS 5655 Coated & Uncoated

CMYK 34/15/32/0

RGB 191, 203, 190

HEX #BFCBBE



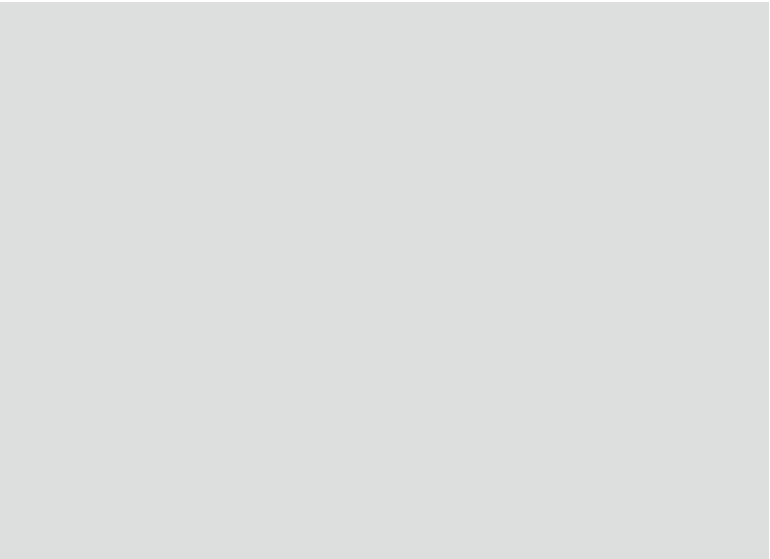
Light Indigo

PMS 2708 Coated & Uncoated

CMYK 23/8/2/0

RGB 204, 221, 247

HEX #CCDDF7



Light Slate

PMS Cool Gray 2 Coated & Uncoated

CMYK 16/10/20/0

RGB 221, 222, 222

HEX #DDDEDE

# Approved type color combinations

Visual accessibility is key when designing for our brand. The examples on this page provide a quick reference with the approved type colors on backgrounds for on screen use.

Some color combinations are approved only for type sized 18 pixels or larger. These combinations have a label reading “(18px+)” in the chart to the right. Color combinations without that label are approved at any size.

Please refer to our ADA compliance table in the appendix for more detailed information on color accessibility.

## Approved for all type sizes

White on Violet	White on Ore	Violet on Chartreuse	Indigo on Light Slate	White on Indigo
Chartreuse on Violet	Chartreuse on Ore	Ore on Chartreuse		Chartreuse on Indigo
Indigo on Light Violet	Light Chartreuse on Ore	Indigo on Chartreuse		Light Slate on Indigo
Violet on White	Indigo on Light Ore	Violet on Light Chartreuse		Light Indigo on Indigo
	Ore on White	Indigo on Light Chartreuse		Light Violet on Indigo
				Indigo on White

## Approved for type size 18px or larger

Violet on Light Violet (18px+)	Light Violet on Ore (18px+)	Violet on Light Ore (18px+)	Indigo on Slate (18px+)	Slate on Indigo (18px+)
Violet on Light Violet (18px+)	Light Indigo on Ore (18px+)	Ore on Light Ore (18px+)	White on Slate (18px+)	Violet on Light Indigo (18px+)
Ore on Light Violet (18px+)	Light Slate on Ore (18px+)		Violet on Light Slate (18px+)	Ore on Light Indigo (18px+)
			Ore on Light Slate (18px+)	
			Slate on White (18px+)	

Type color combinations to avoid

Visual accessibility is key when designing for our brand. The examples on this page demonstrate unacceptable type color combinations, which challenge legibility due to low color contrast.

Indigo on Violet ❌	Violet on Ore ❌	White on Chartreuse ❌	Violet on Slate ❌	Violet on Indigo ❌
Slate on Violet ❌	Indigo on Ore ❌	Slate on Chartreuse ❌	Chartreuse on Slate ❌	Ore on Indigo ❌
Ore on Violet ❌	Slate on Ore ❌	Chartreuse on Light Chartreuse ❌	Ore on Slate ❌	Chartreuse on Light Indigo ❌
Chartreuse on Light Violet ❌	Chartreuse on Light Ore ❌	Slate on Light Chartreuse ❌	Chartreuse on Light Slate ❌	Slate on Light Indigo ❌
Slate on Light Violet ❌	Slate on Light Ore ❌	Chartreuse on Light Chartreuse ❌	Slate on Light Slate ❌	White on Light Indigo ❌
White on Light Violet ❌	White on Light Ore ❌		White on Light Slate ❌	

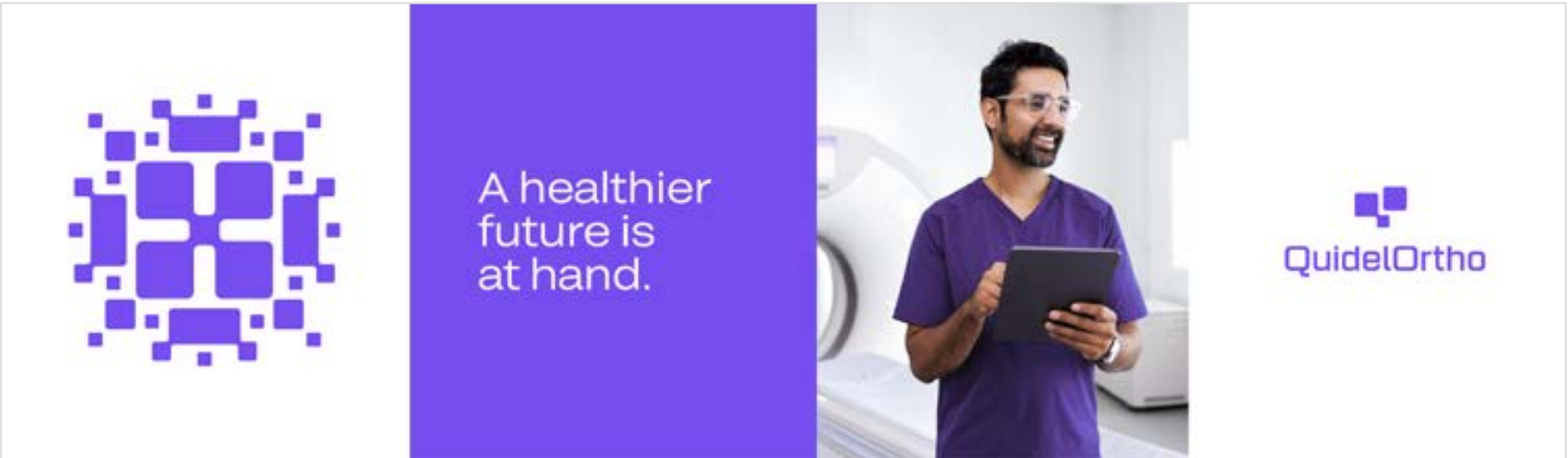


Color in action

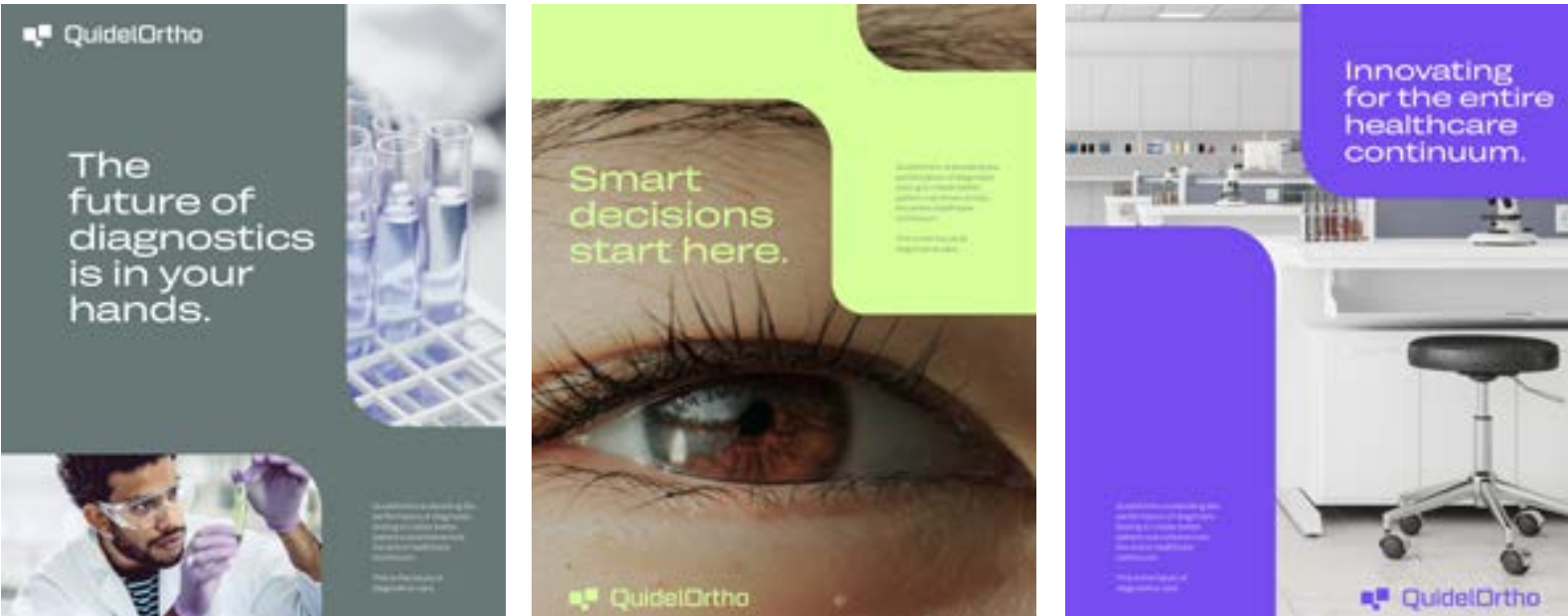
The examples on this page demonstrate our approach to color, from prioritizing Violet to adding support colors for flexibility, differentiation and interest.

There should be generous use of white in our layouts. Violet is the next most frequently used color, and it's also typically the default color applied to typography. Colors are applied in pairs of two, resulting in a two-color combination for each application.

Signature color use



Support color use



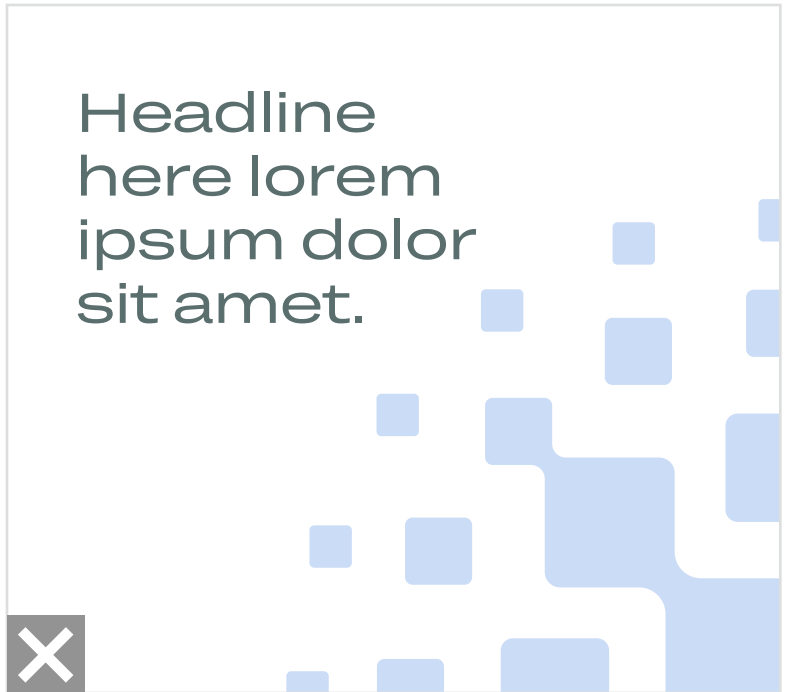
For position only: final exhibit to come



For position only: final exhibit to come

Things to avoid

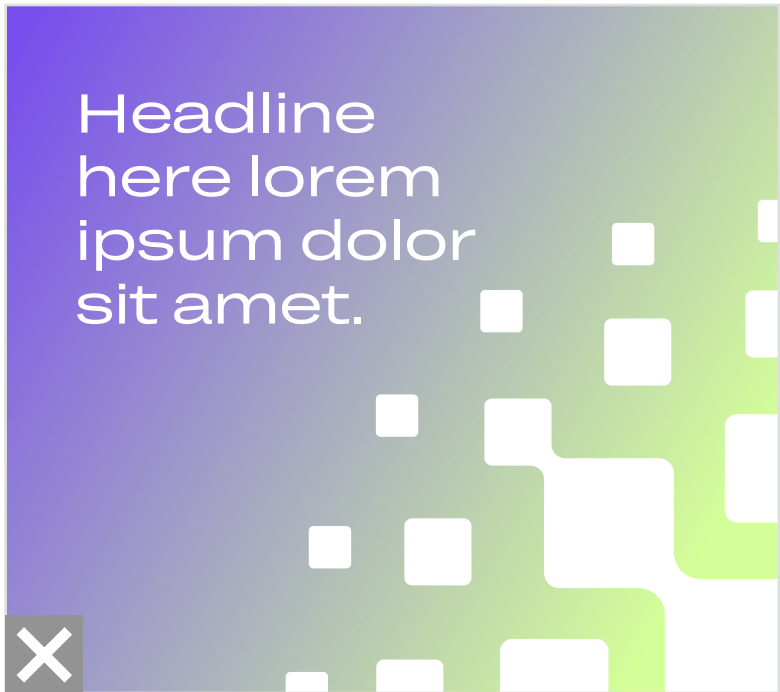
The examples on this page demonstrate incorrect ways of using color.



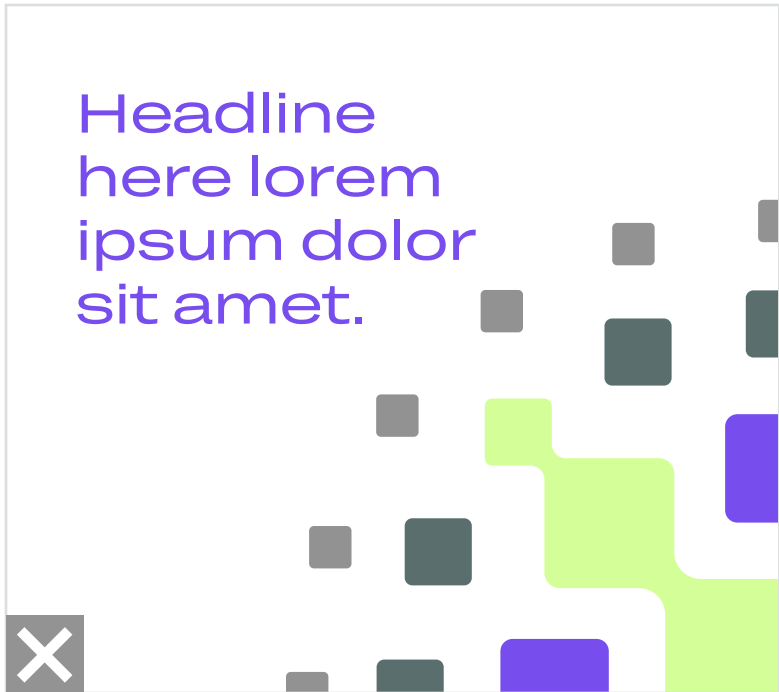
Don't ignore the color hierarchy.



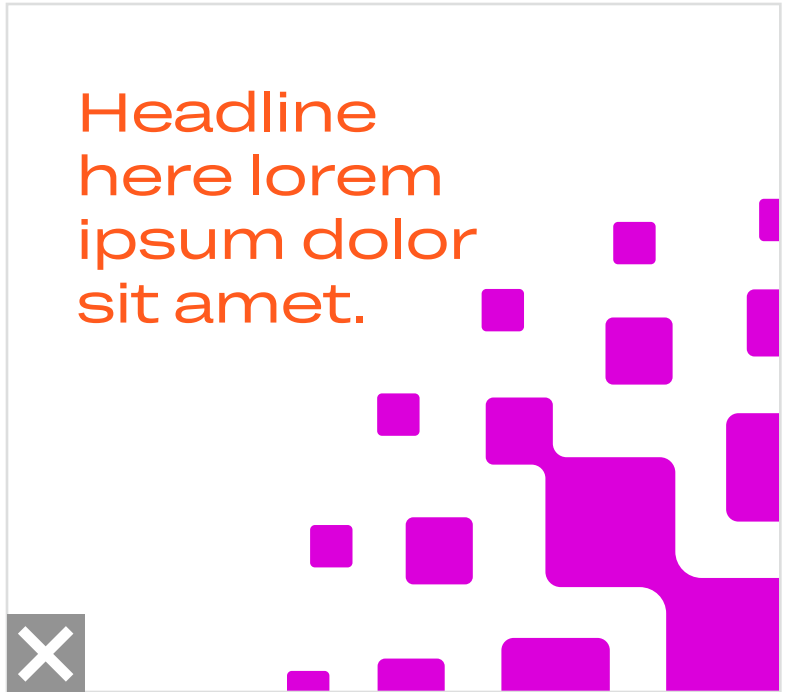
Don't use black unless technical limitations require it.



Don't use gradients.



Don't apply multiple brand colors to one element or pattern.



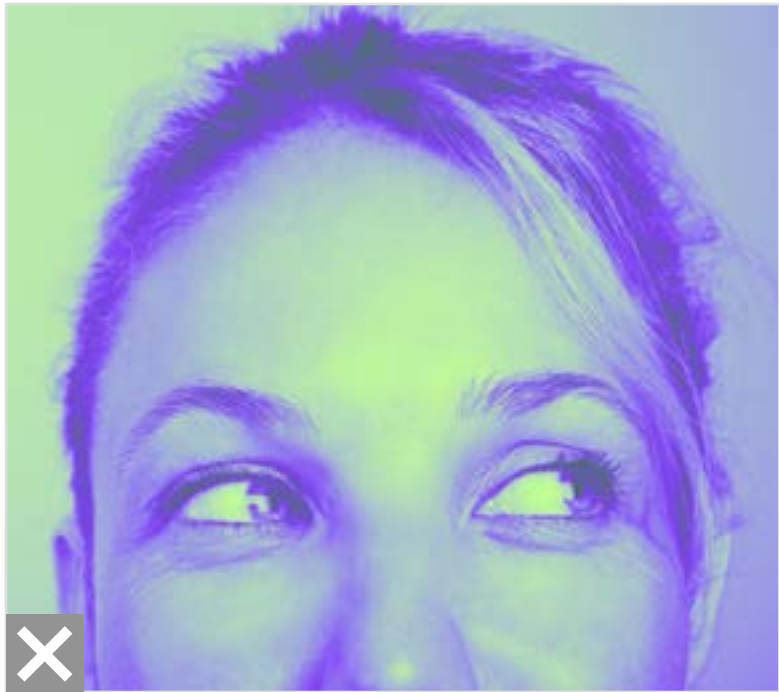
Don't use colors from outside of the palette.



Don't use color combinations that are not on the approved list.



Don't use different colors in the same block of text.



Don't posterize or apply brand colors to photography.

# Typography

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## Brand font

Our brand font is called Grtsk QuidelOrtho V, and it's used across digital and print touchpoints. Using this singular variable font allows us to create a number of type styles by adjusting the weight and width—integral to our flexible type hierarchy.

AaBbCcDdEeFf  
1234567890!?\$

AaBbCcDdEeFf  
1234567890!?\$

AaBbCcDdEeFf  
1234567890

Type hierarchy

This chart shows our type hierarchy and the variable widths/weights/slant/tracking for each.

Grtsk QuidelOrtho V has preset styles that match this chart..

These styles are also provided as individual TrueType fonts for applications that do not support variable fonts.

QuidelOrtho owns limited licenses to the Grtsk QuidelOrtho fonts for use by employees.

Outside vendors can purchase additional font licenses here:

<https://black-foundry.com/fonts/grtsk-quidelortho/buy/>

Display Type Tracking: -50 Leading: 105%	The future of diagnostics is in your hands.	Grtsk QuidelOrtho V: Weight: 430 Width: 126 Regular Slant: 0 Italic Slant: -12	TrueType: Grtsk QuidelOrtho Headline Grtsk QuidelOrtho Headline Italic
Headline Type Tracking: -40 Leading: 110%	Forging the future of diagnostics.	Grtsk QuidelOrtho V: Weight: 360 Width: 107 Regular Slant: 0 Italic Slant: -12	TrueType: Grtsk QuidelOrtho Subhead Grtsk QuidelOrtho Subhead Italic
Eyebrow Type Tracking: -40 Leading: 120% All caps	LOREM IPSUM DOLOR SIT AMET NONUMMYELIT, SED DIAM NONUMMY	Grtsk QuidelOrtho V: Weight: 460 Width: 113 Regular Slant: 0 Italic Slant: -12	TrueType: Grtsk QuidelOrtho Eyebrow Grtsk QuidelOrtho Eyebrow Italic
Body Type Tracking: -30 Leading: 140%	<b>Lorem ipsum dolor</b>  Sit amet consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat. <i>Volutpat uterinus wisi <b>enim</b> ad minim.</i> Adipiscing elit, sed dia	Grtsk QuidelOrtho V: Weight: 320 Bold Weight: 615 Width: 100 Regular Slant: 0 Italic Slant: -12	TrueType: Grtsk QuidelOrtho Body Grtsk QuidelOrtho Body Bold Grtsk QuidelOrtho Body Italic Grtsk QuidelOrtho Body Italic Bold
Button Type Tracking: -20	<div>Learn more</div>	Grtsk QuidelOrtho V: Weight: 440 Width: 102 Regular Slant: 0	TrueType: Grtsk QuidelOrtho Button
Caption Type Tracking: -20 Leading: 125%	Lorem ipsum dolor sit amet sediam <i>consectetuer nibh</i>	Grtsk QuidelOrtho V: Weight: 465 Width: 100 Regular Slant: 0 Italic Slant: -12	TrueType: Grtsk QuidelOrtho Caption Grtsk QuidelOrtho Caption Italic
Legal Type Tracking: -20 Leading: 125%	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis <i>suscipit lobortis nisl ut aliquip ex ea commodo consequat.</i>	Grtsk QuidelOrtho V: Weight: 250 Width: 64 Regular Slant: 0 Italic Slant: -12	TrueType: Grtsk QuidelOrtho Legal Grtsk QuidelOrtho Legal Italic



About variable type

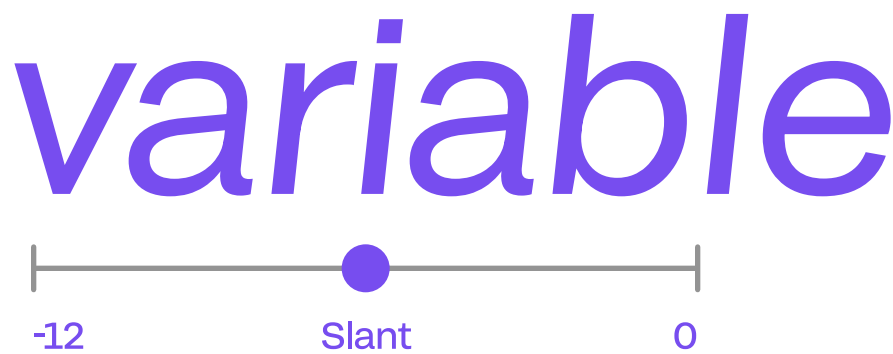
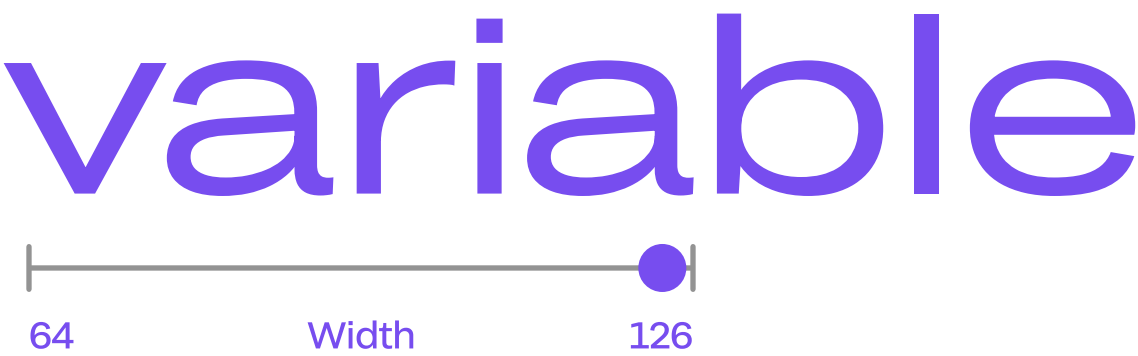
Variable fonts are an exciting new digital type technology. One variable font file can contain an entire font family. Style axes can be adjusted via sliders and numerical values.

Grtsk QuidelOrtho V has axes for weight, width and slant.

Typography should use the hierarchy outlined on page 27.

Variable fonts are supported in most current operating systems and web browsers, as well as design software. In cases when variable fonts are not supported, use the TrueType fonts.

Grtsk QuidelOrtho V style axes



System font

Always use our brand font for marketing communications.

However, for business communications—including PowerPoint, Word documents and email signatures—please use our system font, Verdana.

The system font may also be substituted when the Grtsk QuidelOrtho fonts are not available.

Verdana is included with Windows and Mac operating systems. If a user does not have this font, they should contract their organization’s IT department.

**Verdana Bold**  
**AaBbCcDdEeFf**  
**1234567890!?!\$**

**Verdana Regular**  
**AaBbCcDdEeFf**  
**1234567890!?!\$**

Type in action

Using scale contrast

Our typographic style is characterized by large, impactful headlines and a simple and effective type hierarchy.

Clear hierarchy

Using our singular variable font Grtsk QuidelOrtho V allows us to create a number of faces by adjusting the width and height—integral to the flexible hierarchy.

Negative space

Our headlines gain impact because we use generous negative space. Ensuring that our headlines have scale contrast and space to breathe helps draw the viewer’s eye.



Type holding shape

When you want to connect imagery to a message—or highlight quotes or captions—you can use a type holding shape.

Our holding shape is derived from the “Q” part of the QO symbol in our logo.

**Holding shape crop**

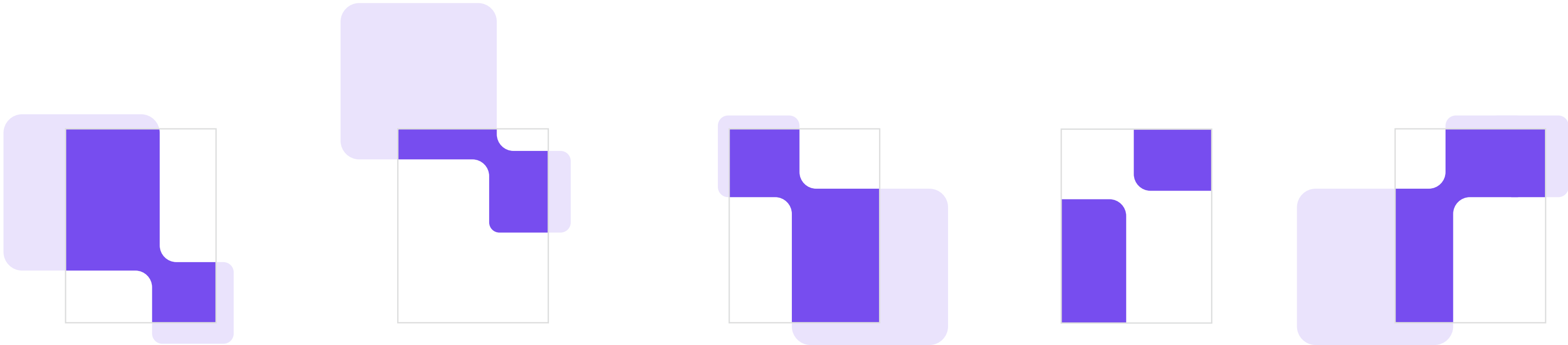
The “Q” from our logo symbol forms the holding shape. The dotted line shows the maximum crop-able area of the shape; never crop beyond the dotted line.



**Cropping the shape**

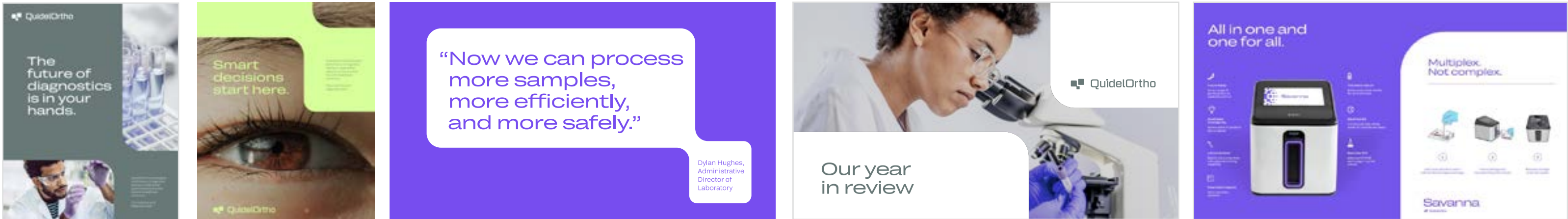
The schematic at right demonstrates some different ways you can crop our holding shape. The shape can be rotated, it can be used in positive or reverse, and it can be extended if needed.

Note that only the “center curves” can be shown. Do not show the curves of the exterior shapes.



**Holding shape in use**

The examples shown here demonstrate the type holding shape in use.





Black type

To maintain our colorful spirit and difference in the industry, we use black sparingly. However, we recognize there are select occasions when black typography is functionally useful.

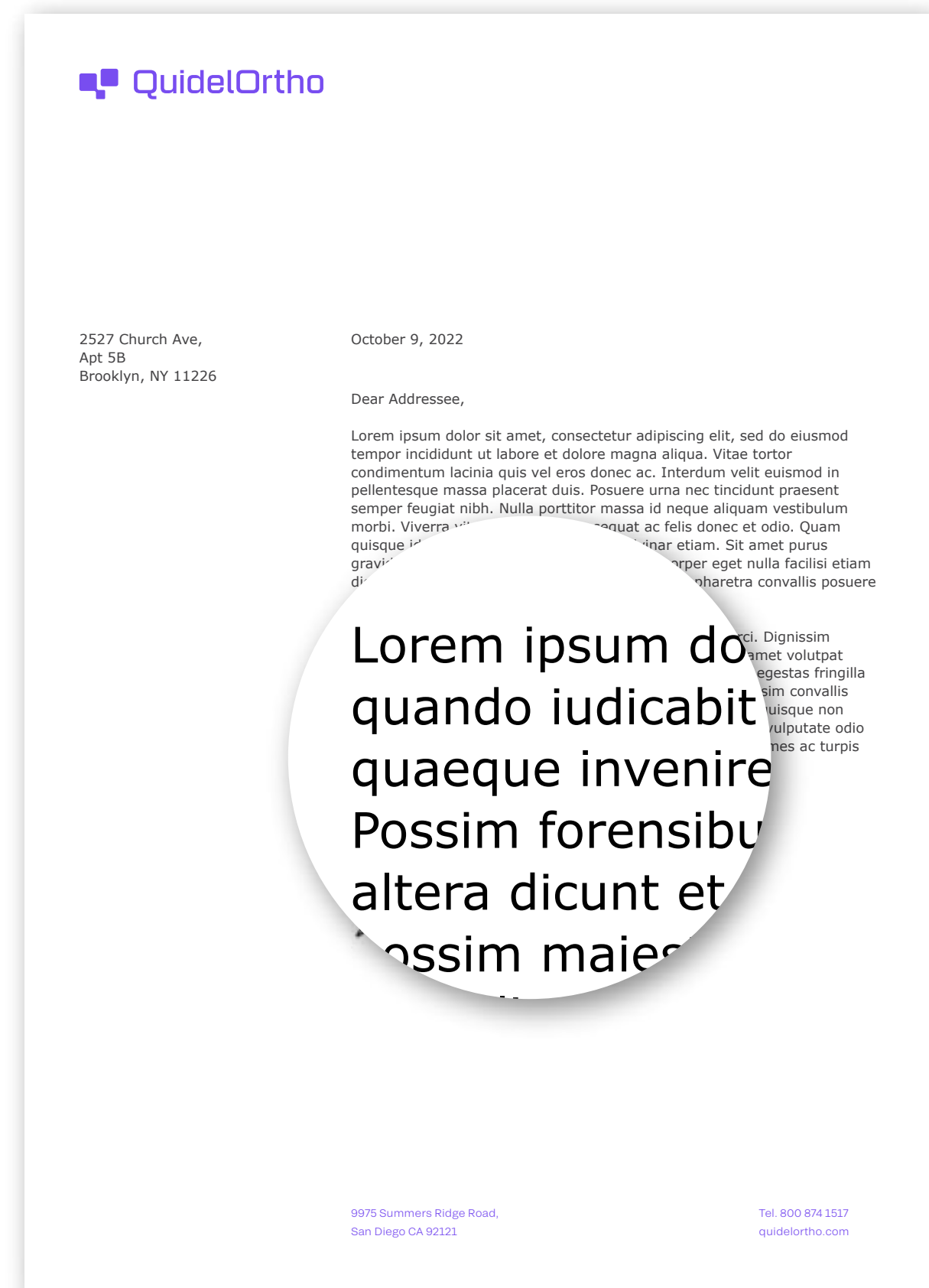


Black  
PMS Process Black Coated / Uncoated  
CMYK 0/0/0/100  
RGB 0, 0, 0  
HEX #000000

To determine if an application warrants the use of black, it should follow all of the following criteria.

- ✓ Where there's more than 1 paragraph of copy.
- ✓ Functional applications where system fonts are used.
- ✓ Must be a digital application.

\*The website is a unique case and does not need to check all the above criteria.

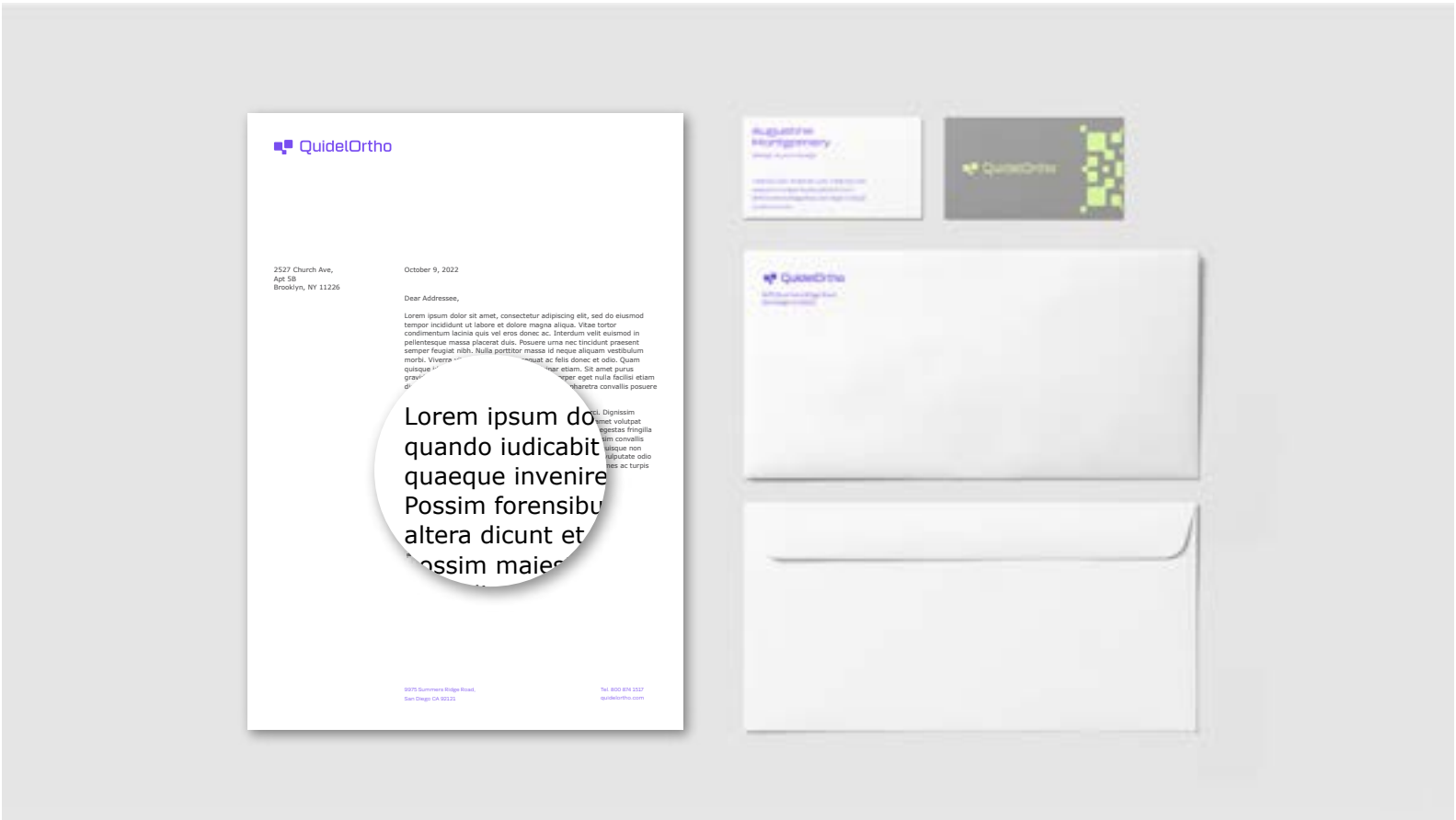


Black type in action

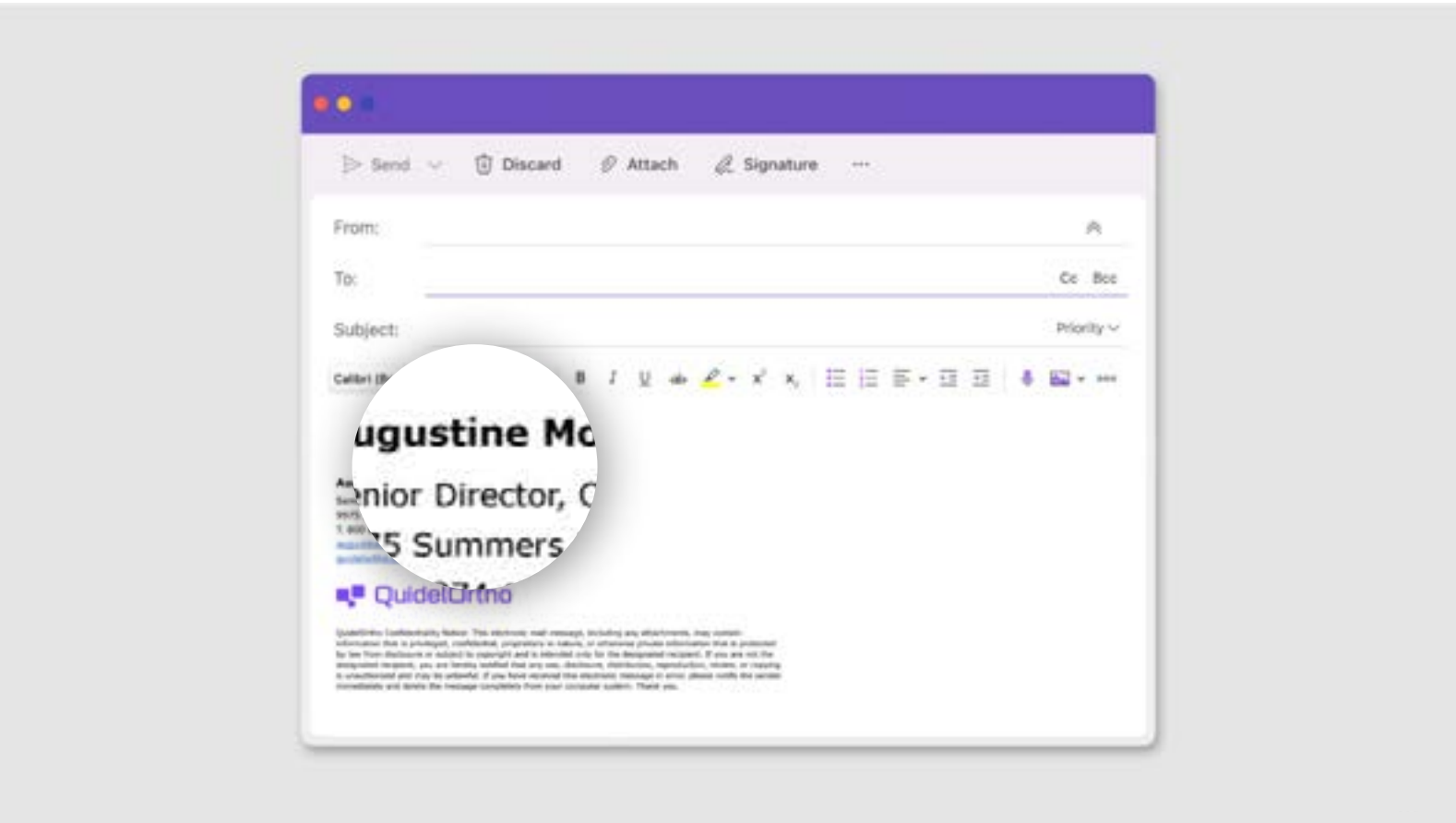
The examples on this page demonstrate the few times when we would use black typography in our identity. Please be sure to refer to the previous page for the checklist of conditions under which black type can be used.

Since each of these on the right have more than one paragraph of copy, is set in our system font, and is a digital application, it checks all the criteria to use black type.

Black type on letterhead content



Black type on email signature

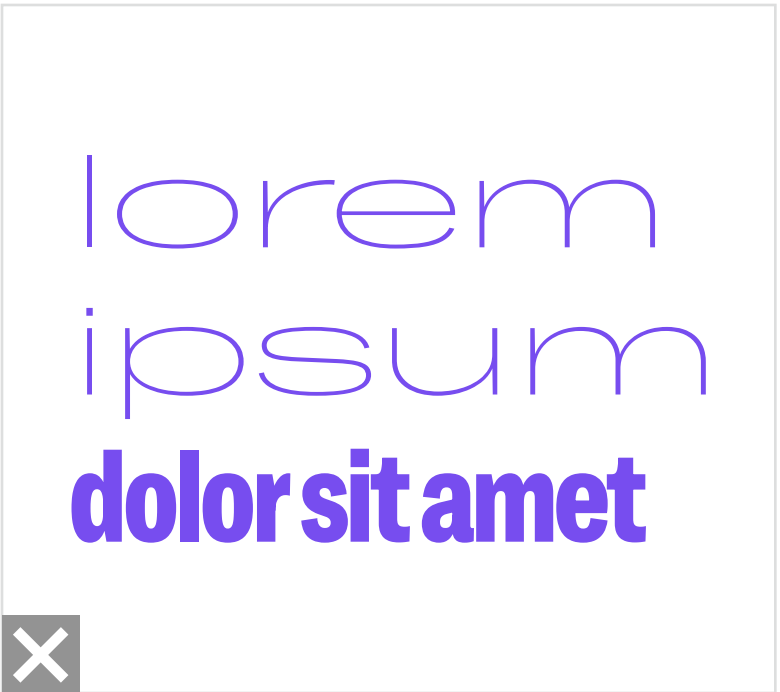


Black type on text-heavy Powerpoint slides

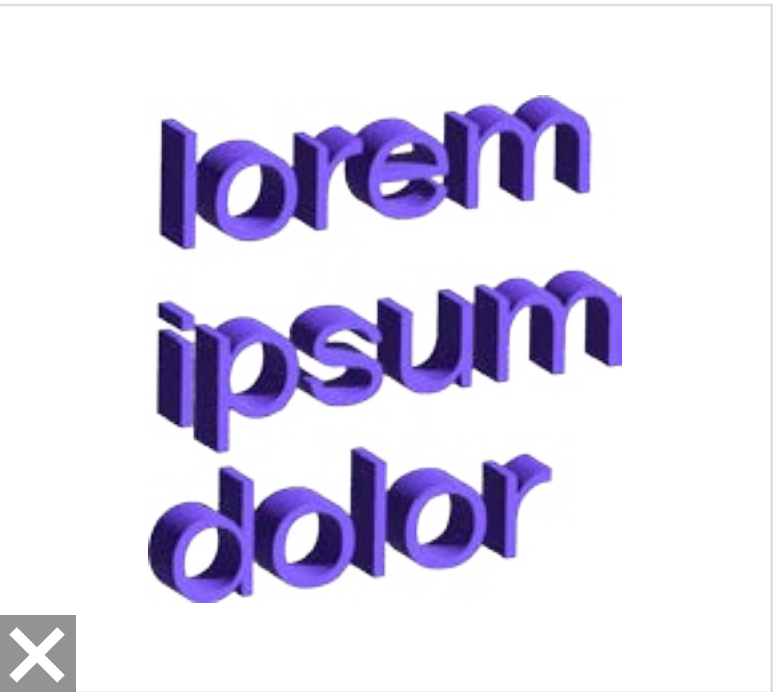


Things to avoid

The examples on this page demonstrate incorrect ways of using typography.



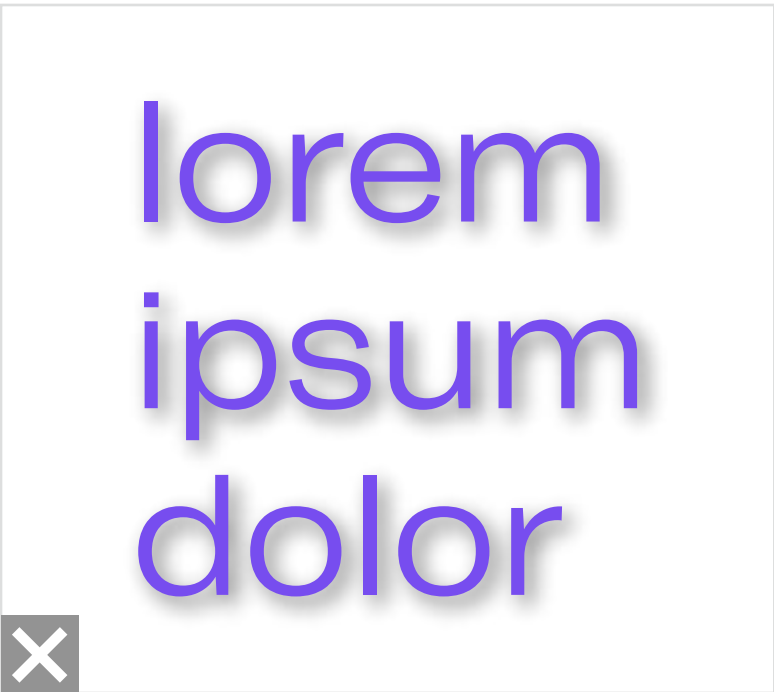
Don't use weights and widths of Grtsk from outside of the system.



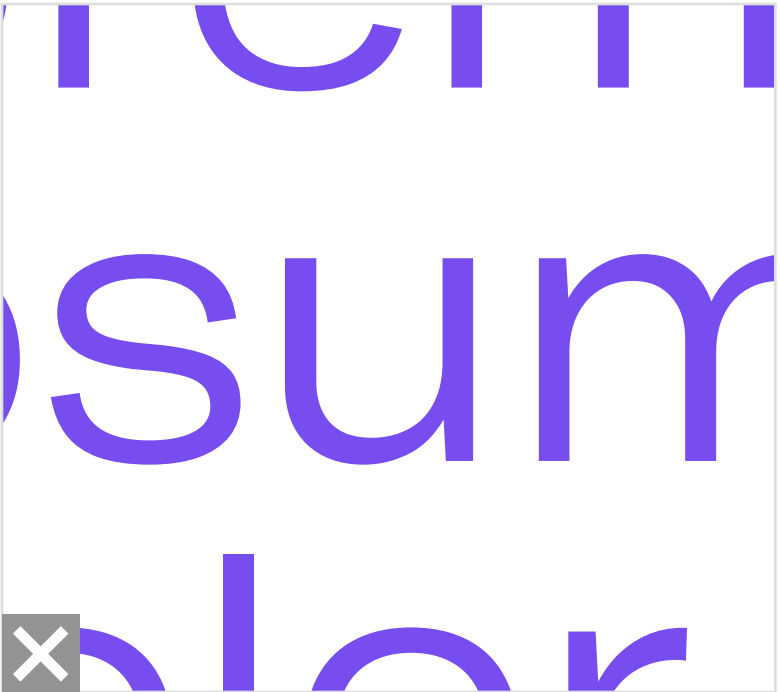
Don't skew or distort type, or treat it as a 3D object.



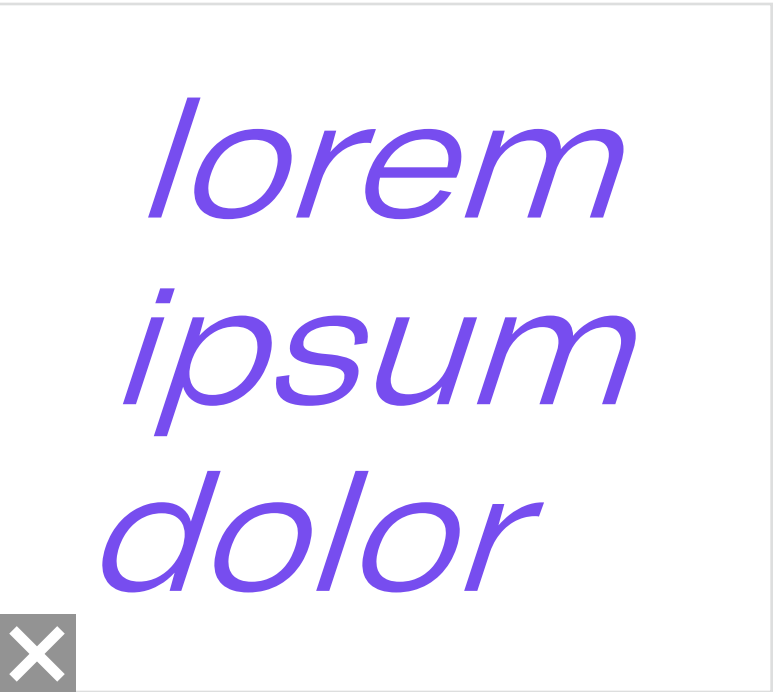
Don't bevel the type or apply special effects to it.



Don't use drop shadows on type.



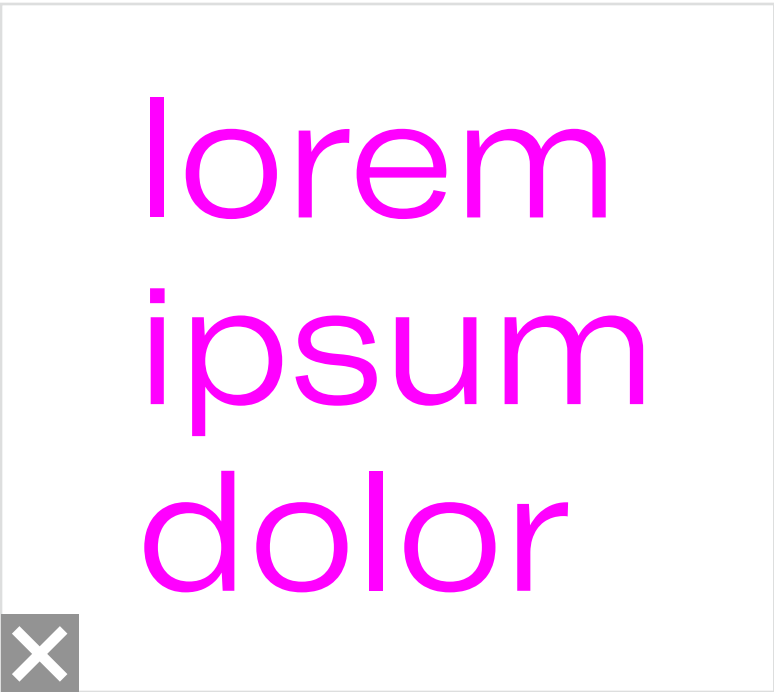
Don't crop type to the extent that the meaning changes or type becomes illegible.



Don't artificially italicize type. Use the slant axis on the variable font or the italics provided.



Don't use color combinations that are not on the approved list.



Don't use type colors from outside of the palette.

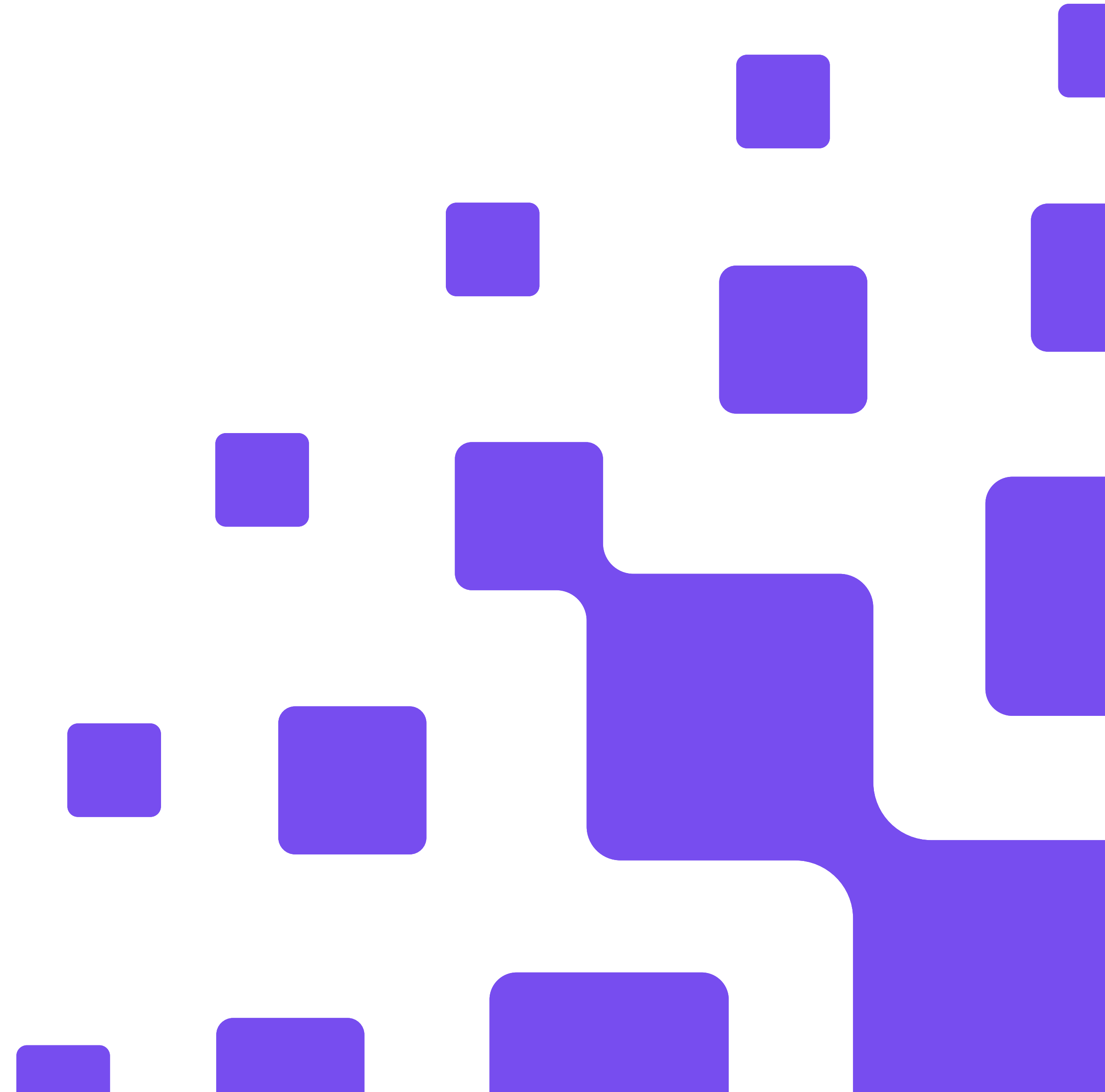
# Pattern

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## Overview

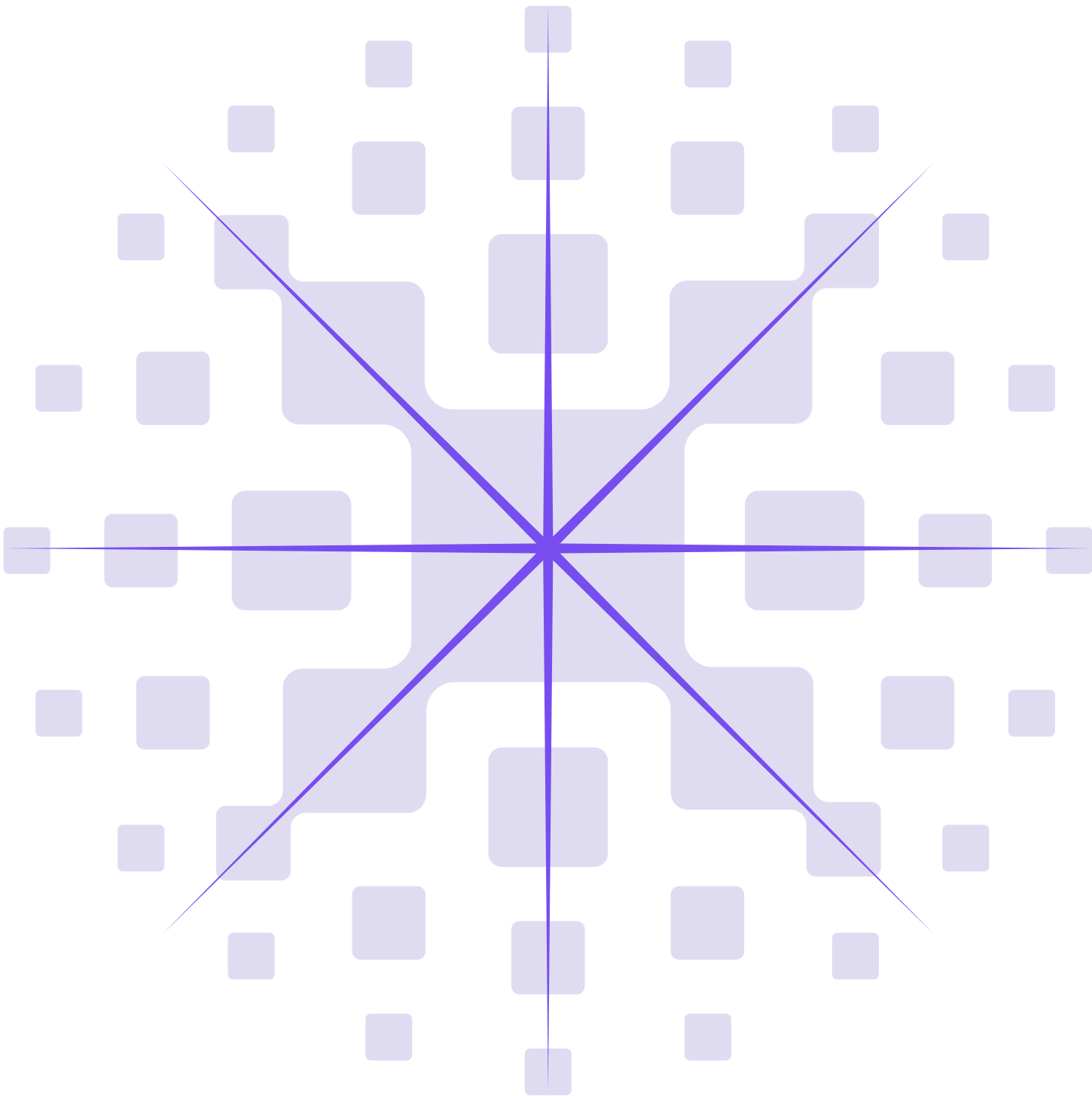
Our patterns are all derived from the symbol in our logo, and they share the same design DNA. They are radially symmetrical, and built to feel precise and data-driven, which reinforces the future-forward nature of our brand. The patterns evoke movement and transformation, even when used in their static form.



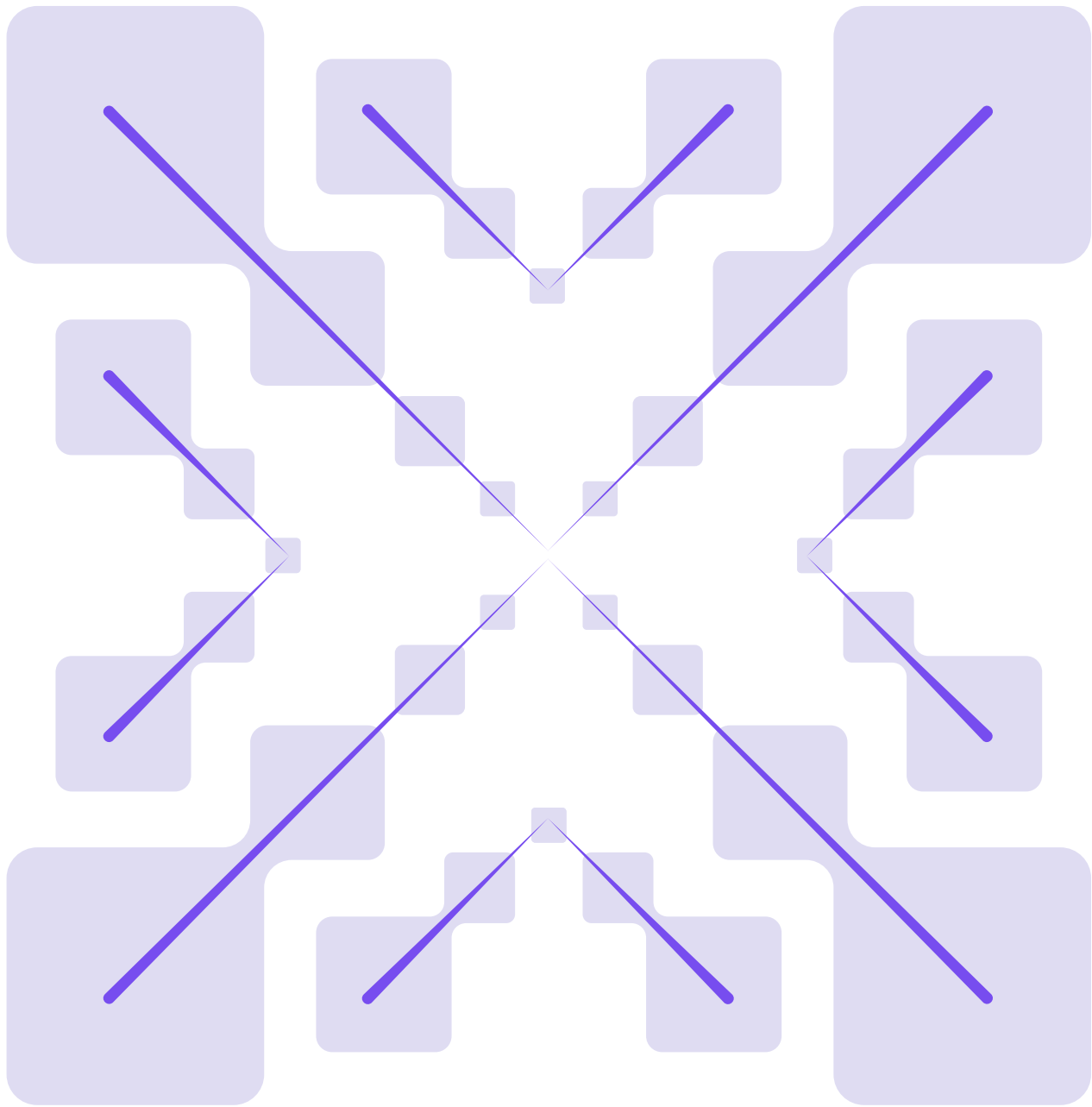
Principles of pattern design

Our patterns utilize the same rounded square shapes as the QuidelOrtho logo symbol in a symmetric radial grid. Each pattern captures the sense of generative growth through the use of repeated and connecting squares. They are radially symmetrical, and built to feel precise and data-driven, which reinforces the future-forward nature of our brand. Even when used in their static form, the patterns evoke movement and transformation.

**Pattern creation**  
Patterns work by using an axis to build symmetry and cluster the repeated squares from either the center or the outside.



Center cluster example



Outer cluster example

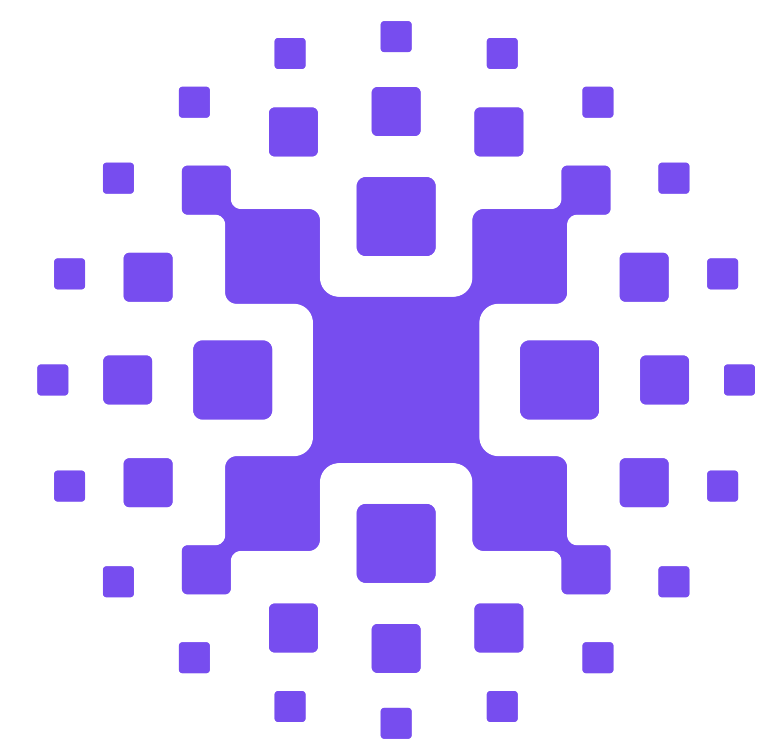
Pattern versions

Our patterns, with their rounded shapes and exponential growth, demonstrate the concept of humanity and technology coming together.

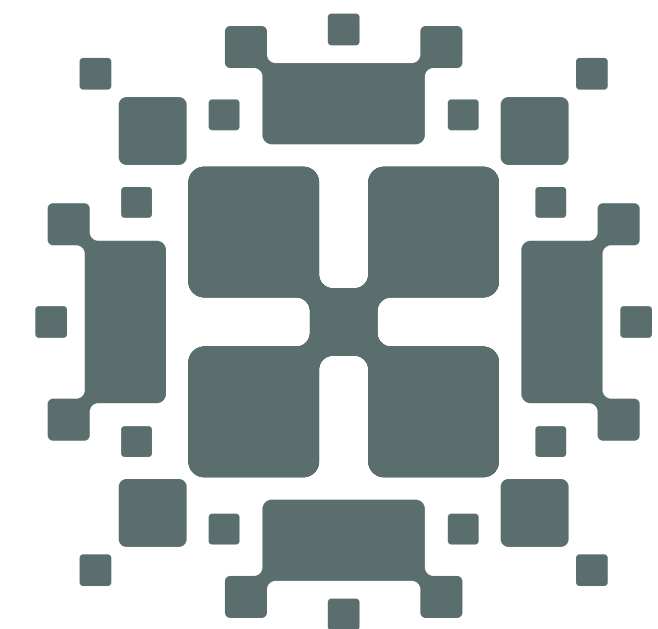
The organic curves of the square shapes reference our logo and call to mind cellular transformation.

There is no hierarchy for use regarding center and outer clusters—use the pattern that best suits your communication needs.

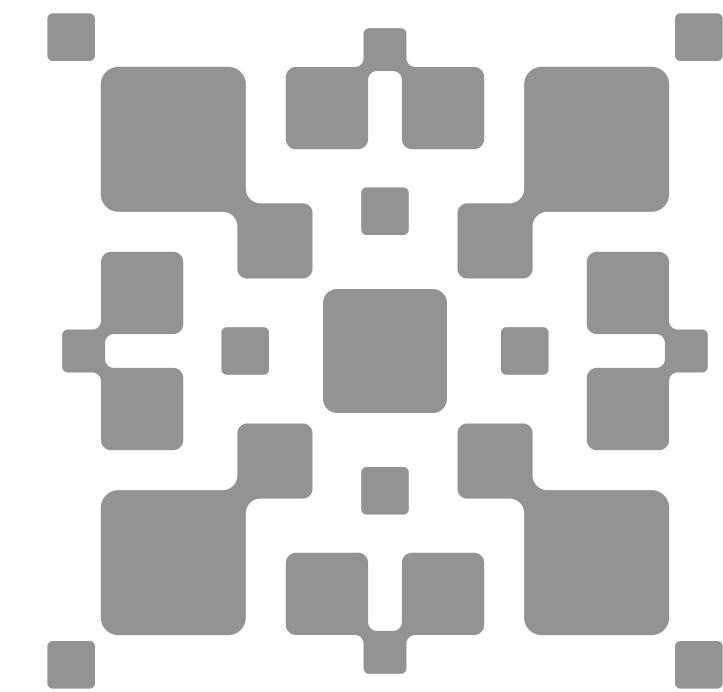
Our center clusters evoke a sense of outward growth.



Center cluster A, Violet

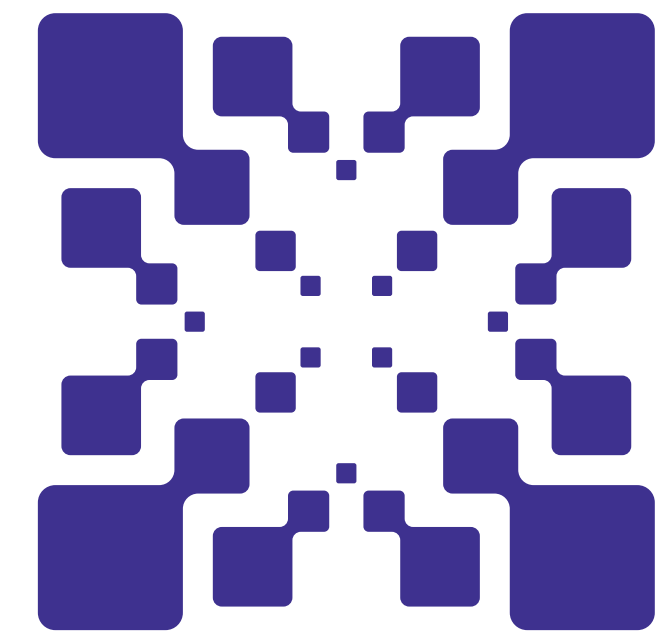


Center cluster B, Ore

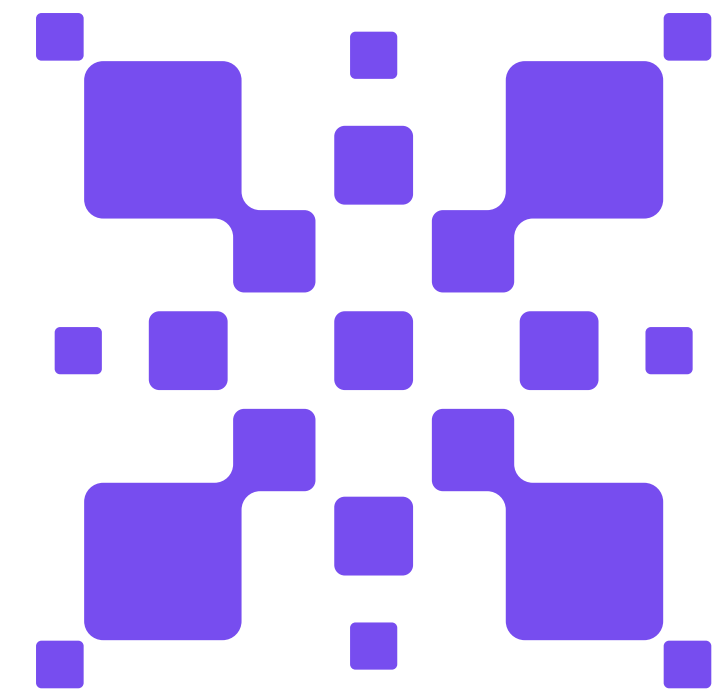


Center cluster C, Slate

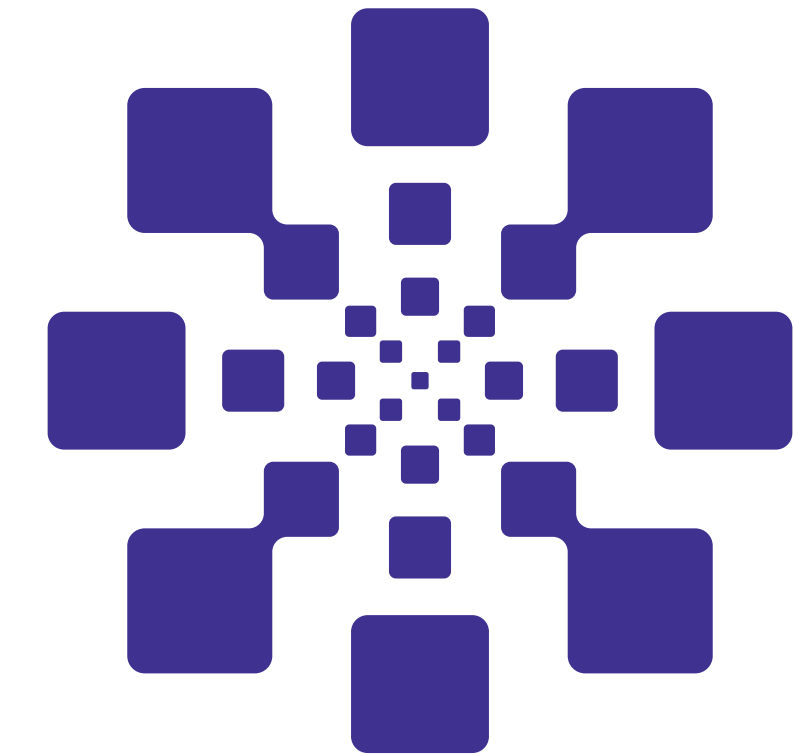
The outer clusters are designed to have more visual weight around their perimeter.



Outer cluster A, Indigo



Outer cluster B, Violet



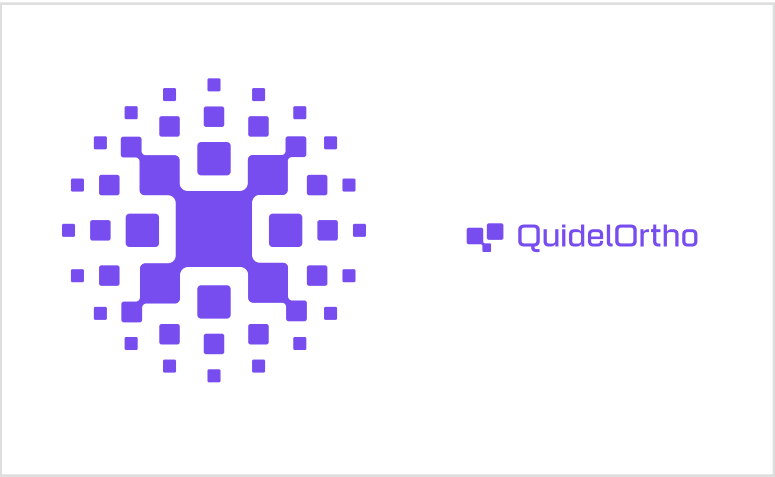
Outer cluster C, Indigo

Usage details

Our patterns can be used as a single graphic, as a cropped graphic, or in repetition. They represent QuidelOrtho as data-driven and futuristic.

Pattern as hero graphic

Our patterns echo the form of the symbol in our logo. With this strong relationship, we use it as a hero graphic within layouts.



Single pattern



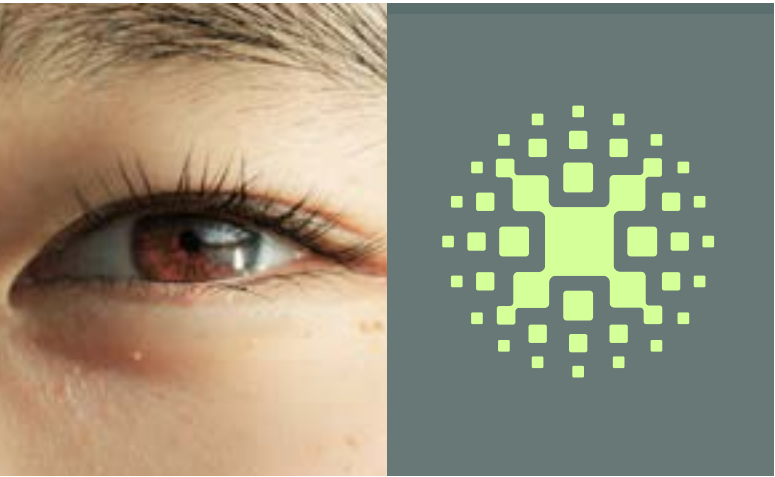
Cropped pattern



Repeated pattern

Paired with photography

Our patterns can also be paired with photography, either juxtaposed with an image or embedded within the image itself.



Juxtaposed with an image



Embedded into the image

Pattern with product photography

We apply the pattern in light palette colors when we pair it with product photography—a subtle treatment so that the product remains the visual priority.

Please note that our product branding system is in progress, and exact usage guidelines are currently TBD.



Watermark-style behind product

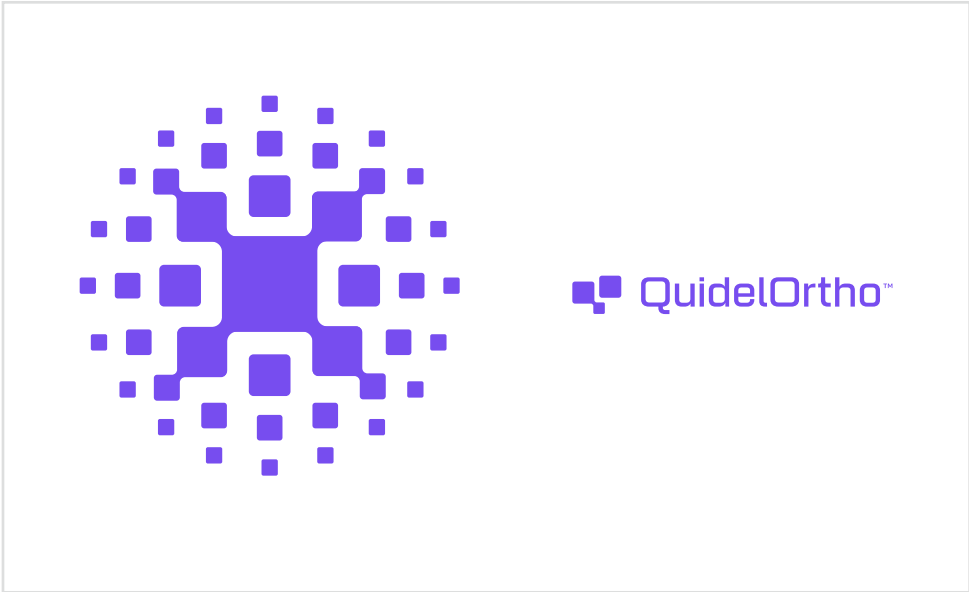


Watermark-style on product screen

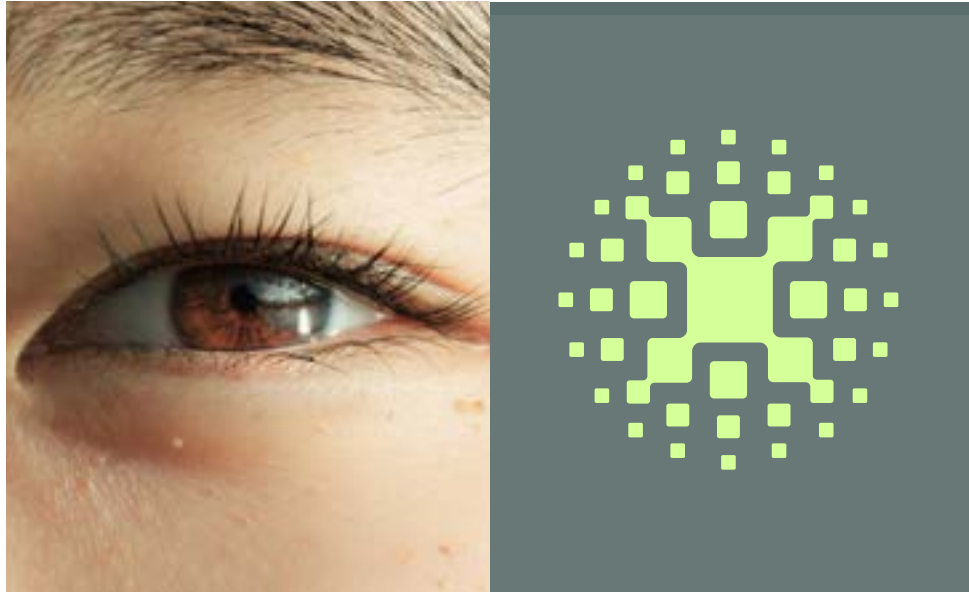
Single pattern

There are multiple ways to use the single pattern, demonstrated here.

Always use the patterns at 100% opacity. Never place them with transparency over other design elements.



A single pattern can be used alongside our logo, an echo of our logo symbol—expressing precision and movement.



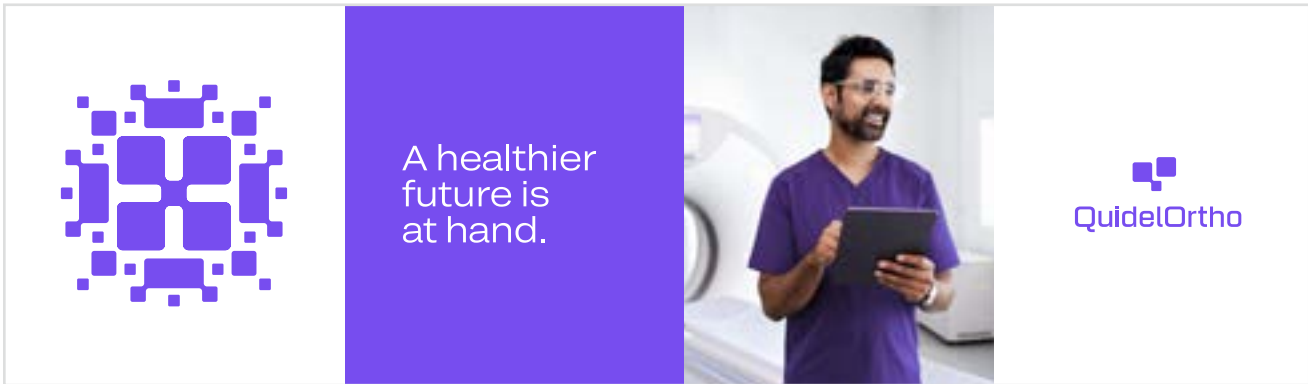
When juxtaposed with an image, the pattern can reflect the photographic focus in a graphic way. In this case, the pattern is a visual mirror to the eye.



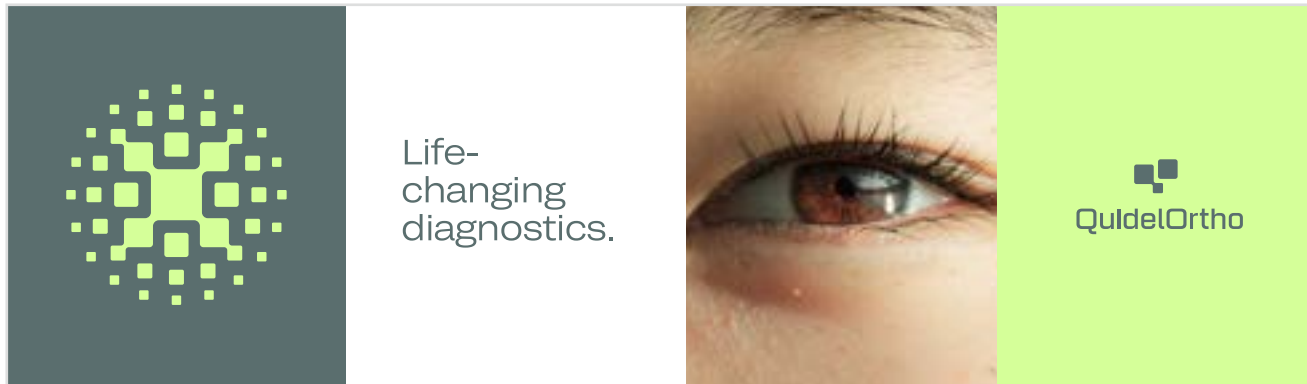
Embedding the pattern in an image makes QuidelOrtho a part of the image; this can be helpful in connecting a message to the image.



A single pattern can also be cropped—giving it presence, but allowing for a desirable negative space (see next page for more details on pattern cropping).



A single pattern can also be used as part of storytelling—as a visual pacing device between language, image and logo. The visual rhythm of pattern, message, image and logo can be repeated in different color combinations (as shown).

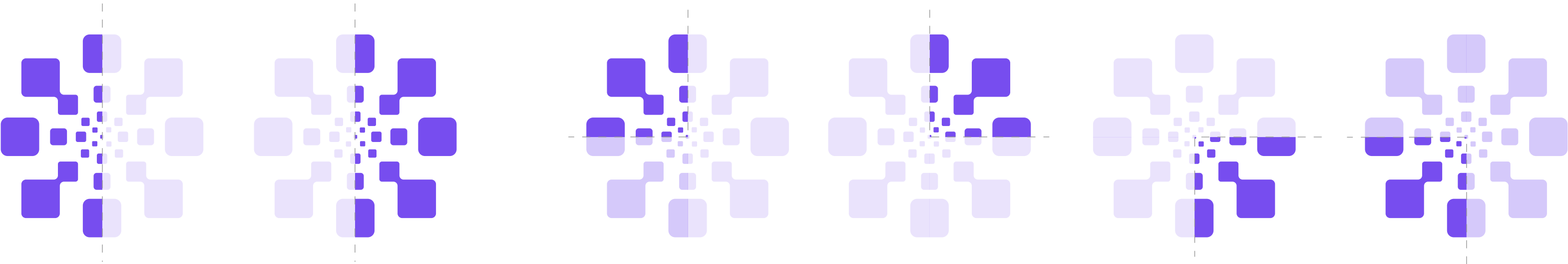


Cropping the pattern

When seeking greater impact with the pattern—you can crop it tighter. The examples on this page demonstrate this approach.

Available cropping

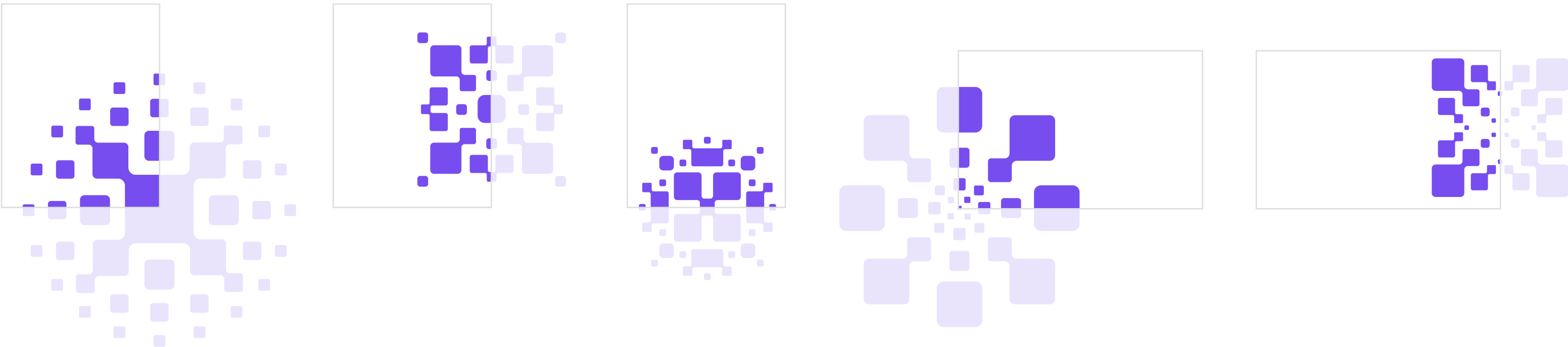
You can crop the pattern in halves and quarters. This applies to each of our pattern versions.



Cropping the shape

The schematic at right demonstrates how the cropped patterns can be used in layout. You are not limited to using the crops with the orientation in which they are shown; a half-pattern can be used on the bottom of a landscape layout, just as it can be used on the bottom of a portrait layout.

Because the patterns are symmetrical, it does not matter on which side you crop them.



Cropped patterns in use

The examples shown here demonstrate the cropped patterns in layout.



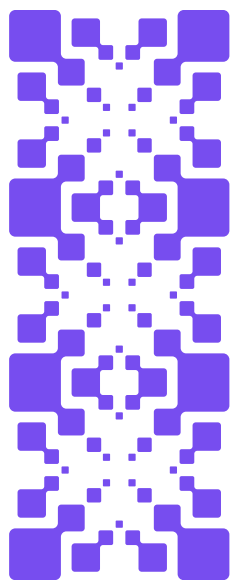


## Repeated pattern

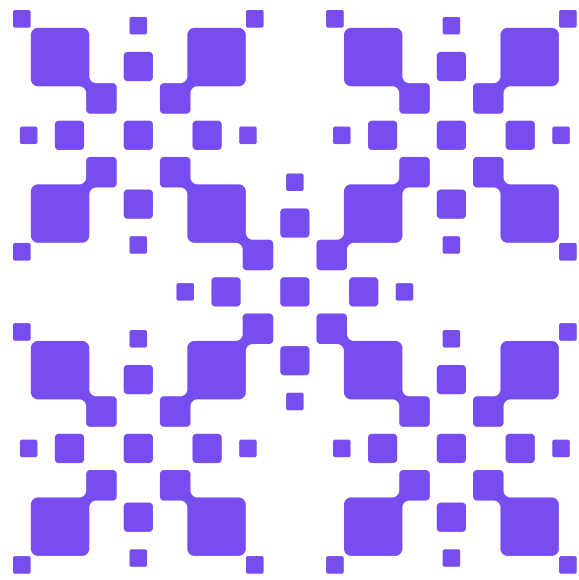
Our patterns can also be used in a repetitive manner—giving added flexibility to layouts.

### Repeatable patterns

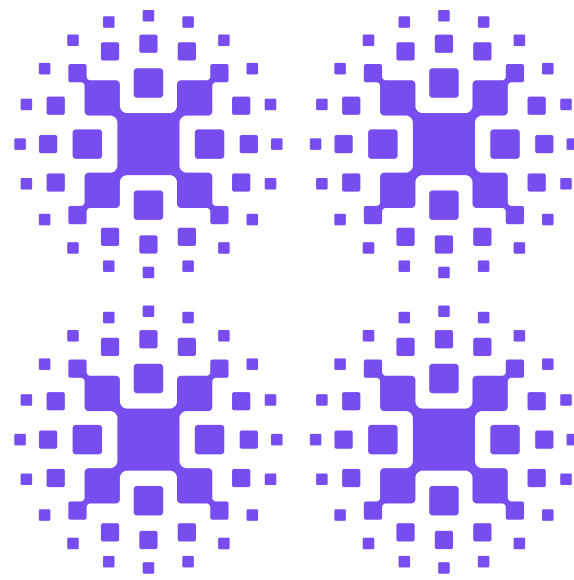
We have a set of patterns that can be used in repetition. The examples at right show these available patterns, and how they repeat.



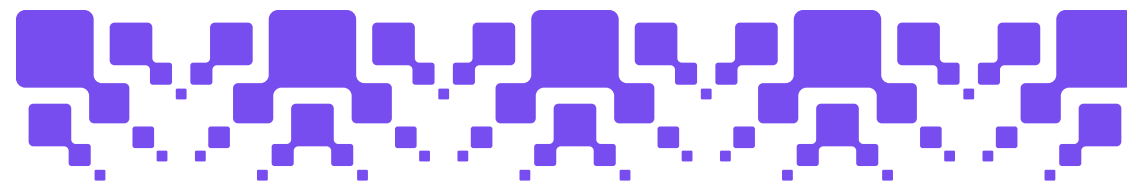
Vertical pattern



Checkerboard pattern



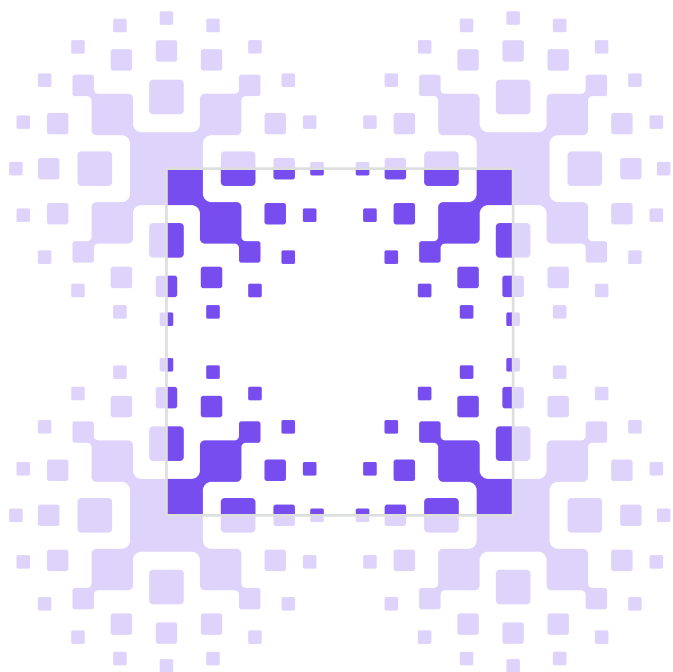
Corner pattern



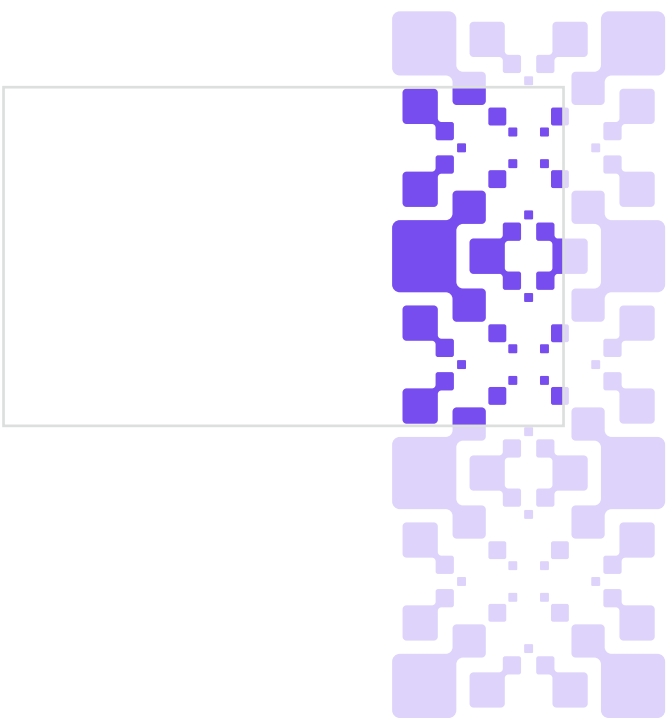
Horizontal pattern

### Cropping the shape

Here are some examples of how to crop the repeated patterns in layout. The repeated pattern always bleeds off the layout—extending beyond the borders, and showing us as future-forward.



A crop of the corner pattern



A crop of the vertical pattern

### Repeated patterns in use

The examples shown here demonstrate some repeated patterns in layout.



Diana Rawlins

Global Planning Manager

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d.rawlins@quidelortho.com



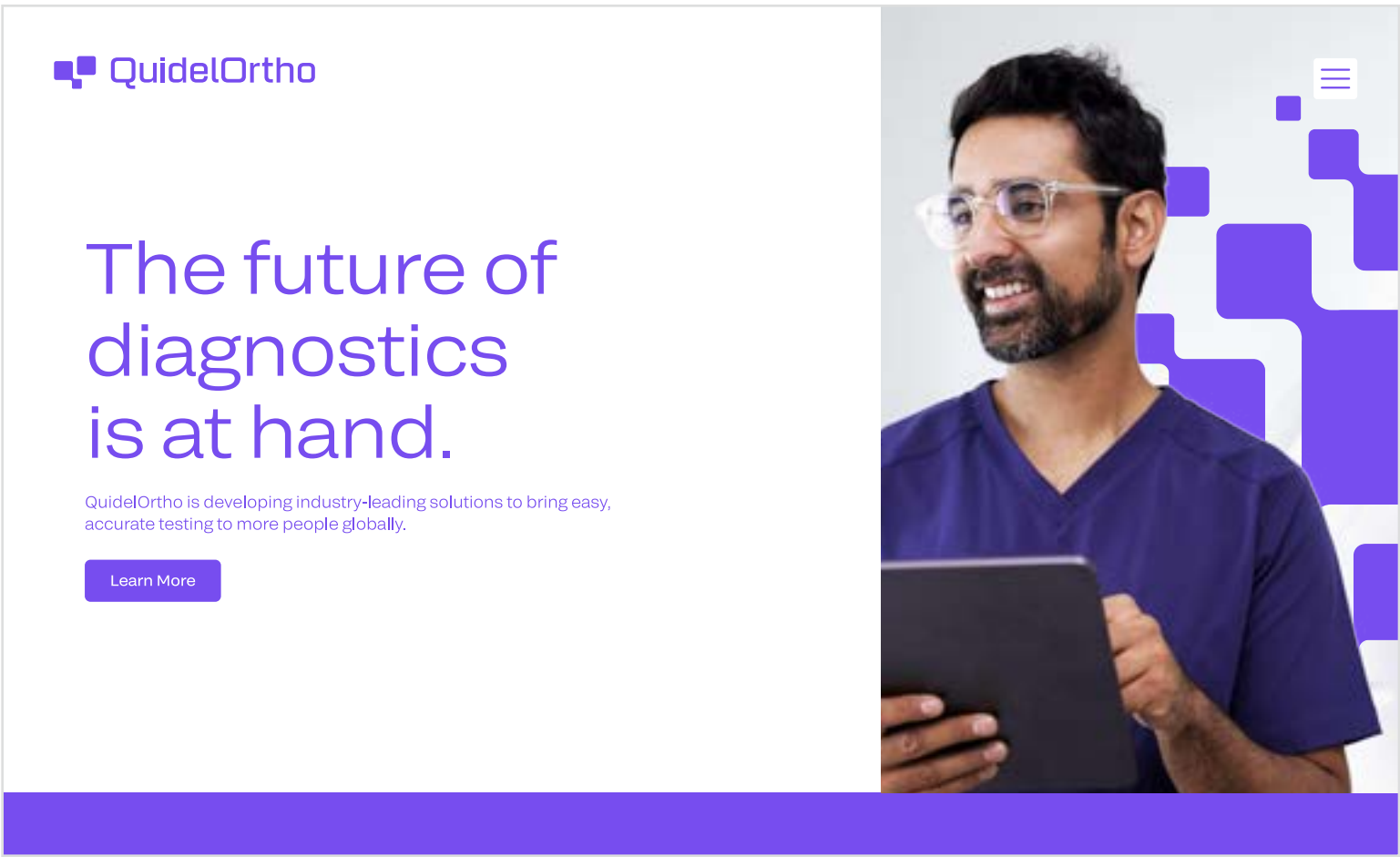


Using the pattern with photography

The pattern can be combined with photography to create added depth and interest.

**Vibrant colors with people and environments**

Patterns can be integrated into photography to create an exciting editorial look and feel. This treatment should be reserved for hero moments.



**Light colors with product imagery**

Our patterns can be treated in our light colors to create branded backdrops that work well with product imagery.

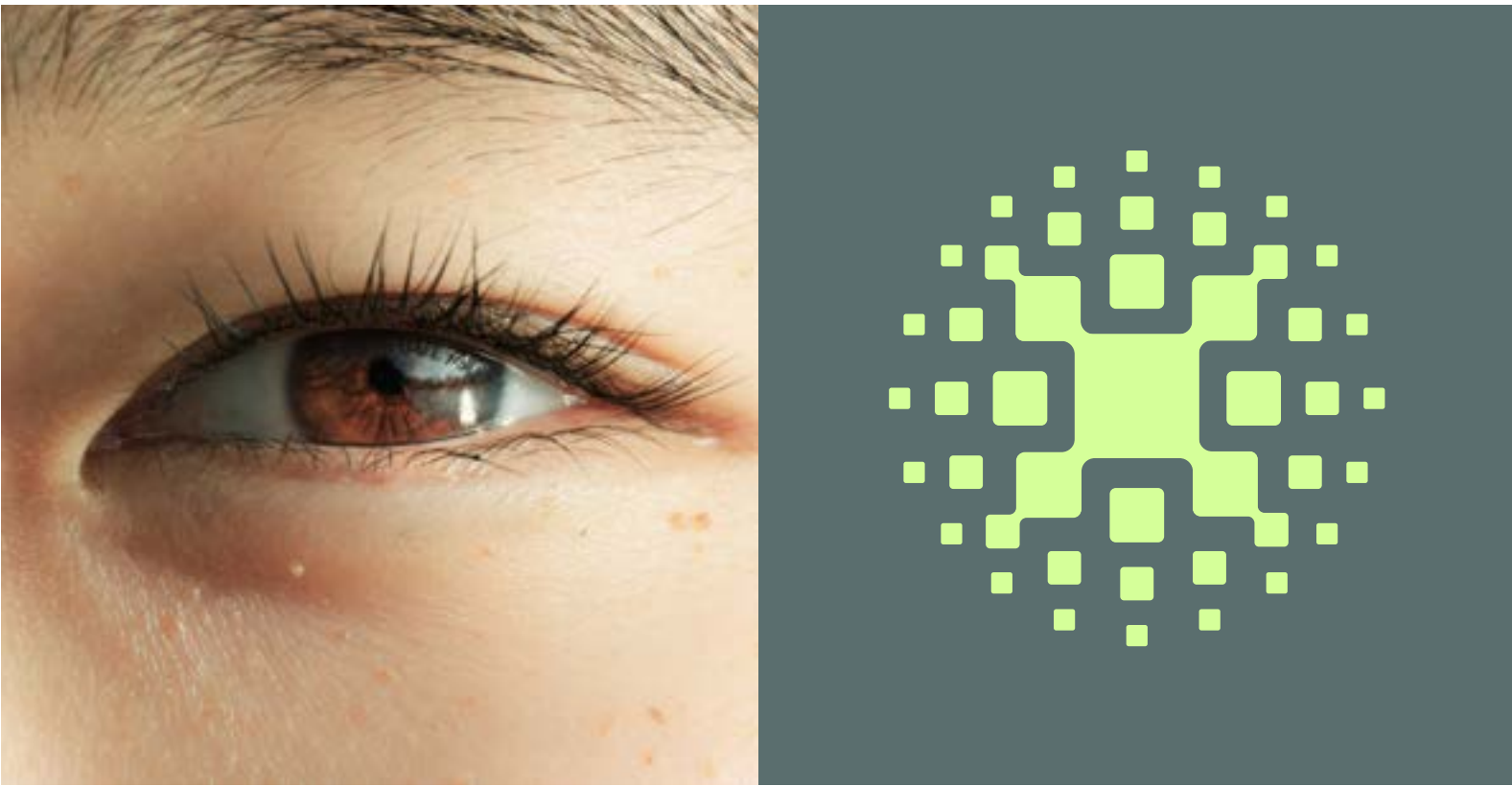
Please note that our product branding system is in progress, and exact usage guidelines are currently TBD.



Pattern in action

Generally, our patterns are used at a large size, giving them prominence in a layout.

The examples on this page show our pattern in a variety of applications.



For position only: final exhibit to come

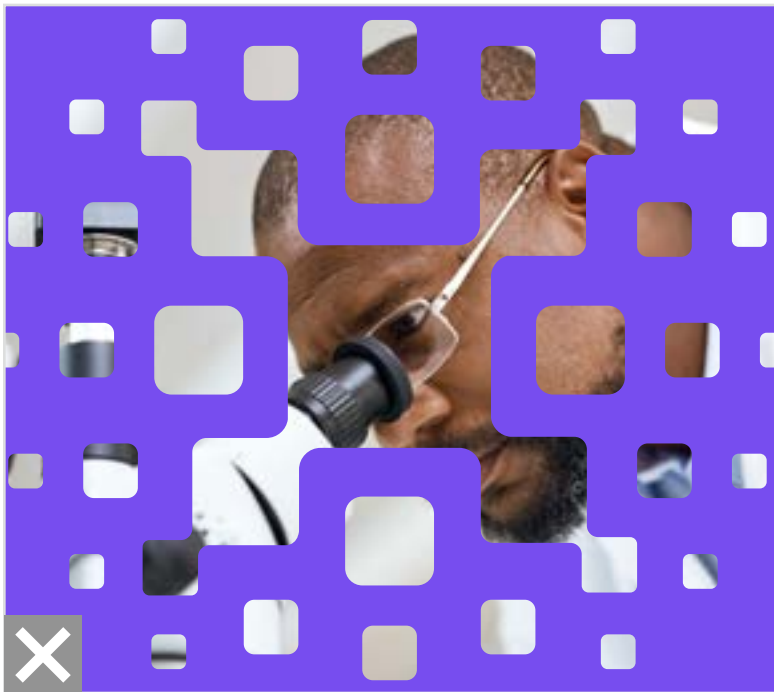


Things to avoid

The examples on this page demonstrate incorrect ways of using our patterns.



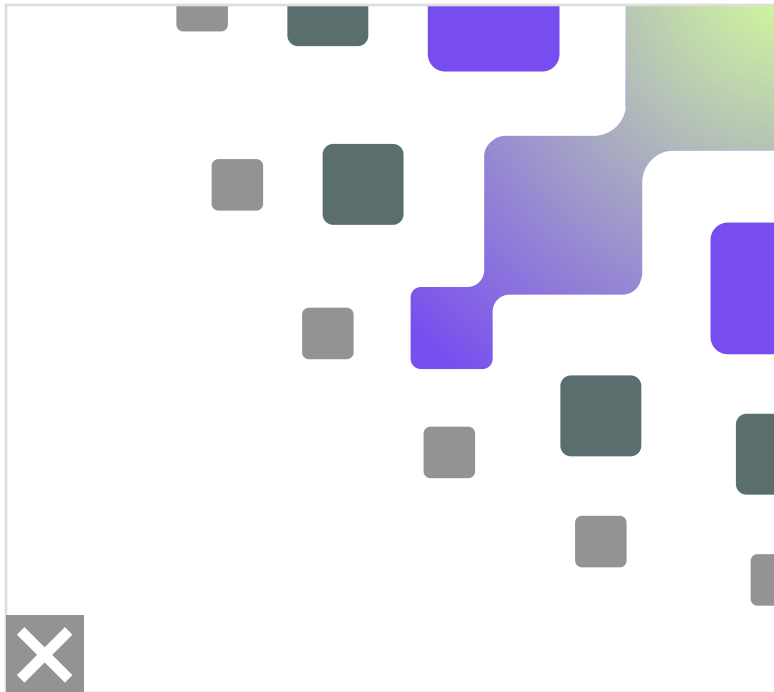
Don't let patterns overpower the image or message.



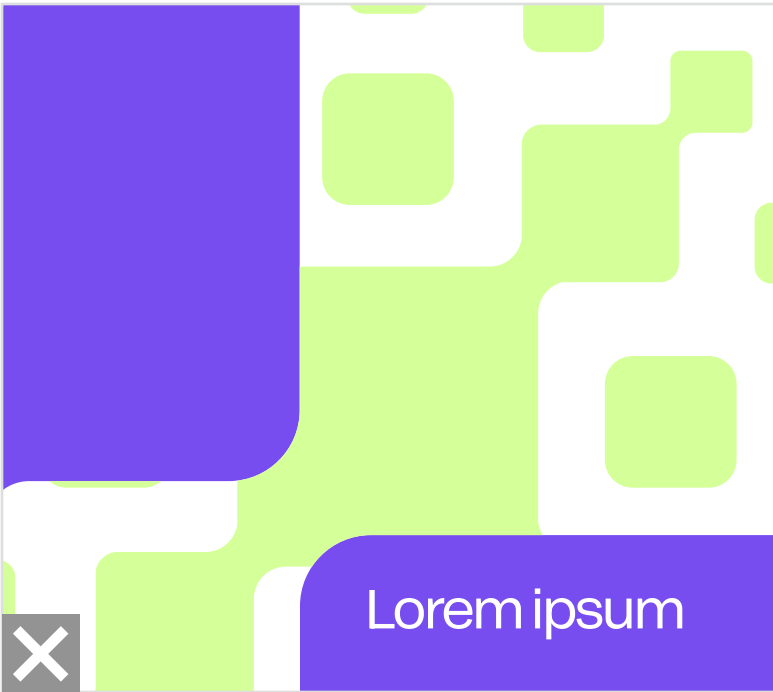
Don't crop photos into the patterns.



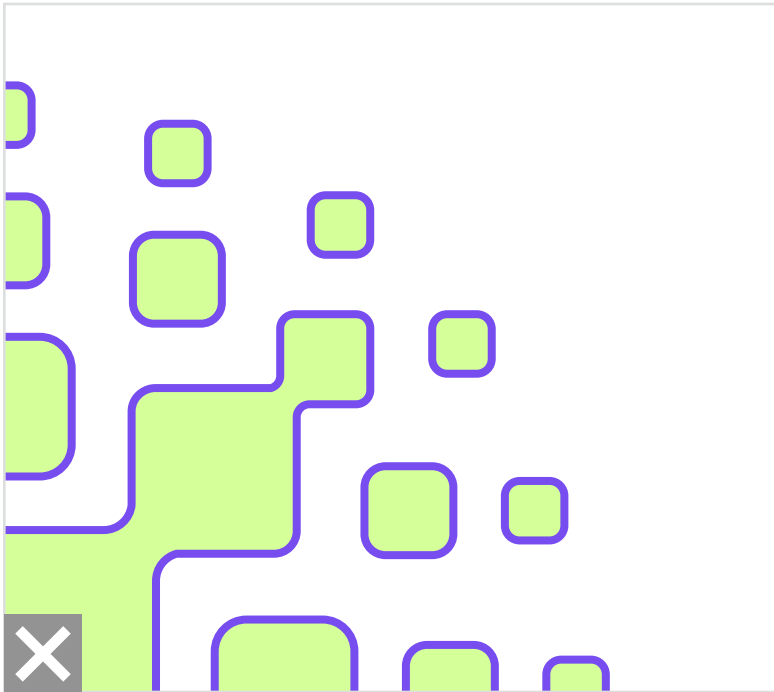
Don't use the patterns with transparency.



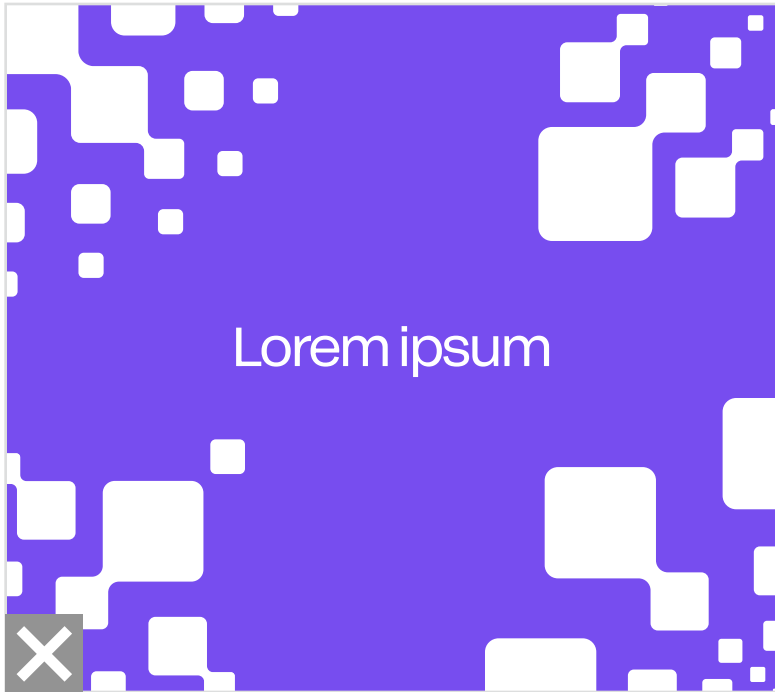
Don't apply multiple colors to one pattern.



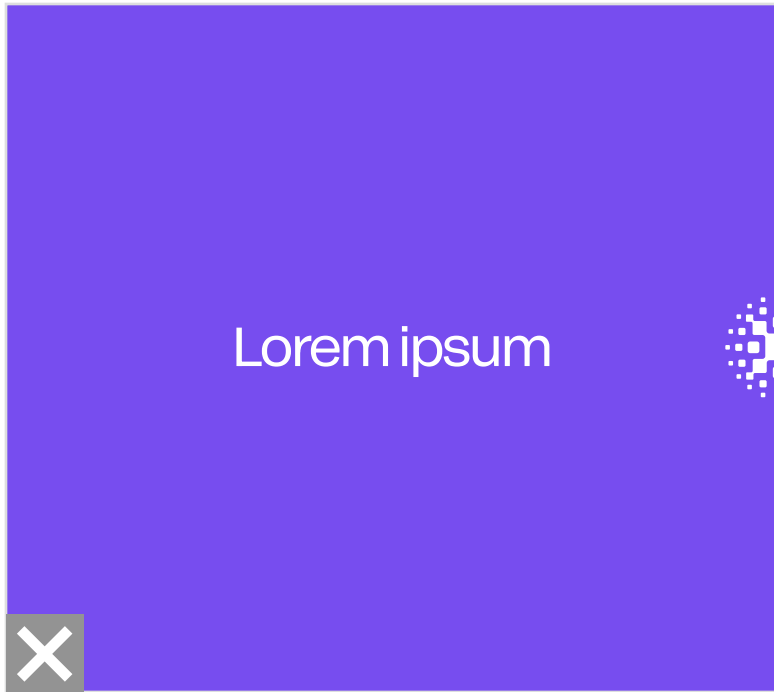
Don't apply patterns inside logo holding shape.



Don't add a rule, stroke or holding shape to patterns.



Don't use multiple patterns in one design.



Don't use patterns too small to be recognizable.

# Photography

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## Overview

Our photography style expresses our precision and passion—merging humanity and technology. Our ability to empower people with data comes through in our visual storytelling.





Our photography styles

We have four categories of photography: close-ups, environments, portraits and products, detailed on the pages to follow.

Though each category is different, our overall approach to photography is consistent:

- Our images are clean, graphic, open and sharp—crisp and precise in quality
- There is an overall neutrality to our images
- Lighting within photography should be natural (avoid harsh or artificial lighting)
- Though our images have a neutrality, Images should never be all white, which can appear clinical and cold
- Clear space around the main subjects is desirable, to accommodate copy and additional graphic elements
- People images should be as natural looking as possible and never appear “posed”
- Image selections should have an overall positive look and feel





Close-ups

Close-ups focus on details within life and medicine, connecting the human experience to our medical diagnostics. This category shows precise details, and can include everything from lab environment still lifes to details on the human figure.

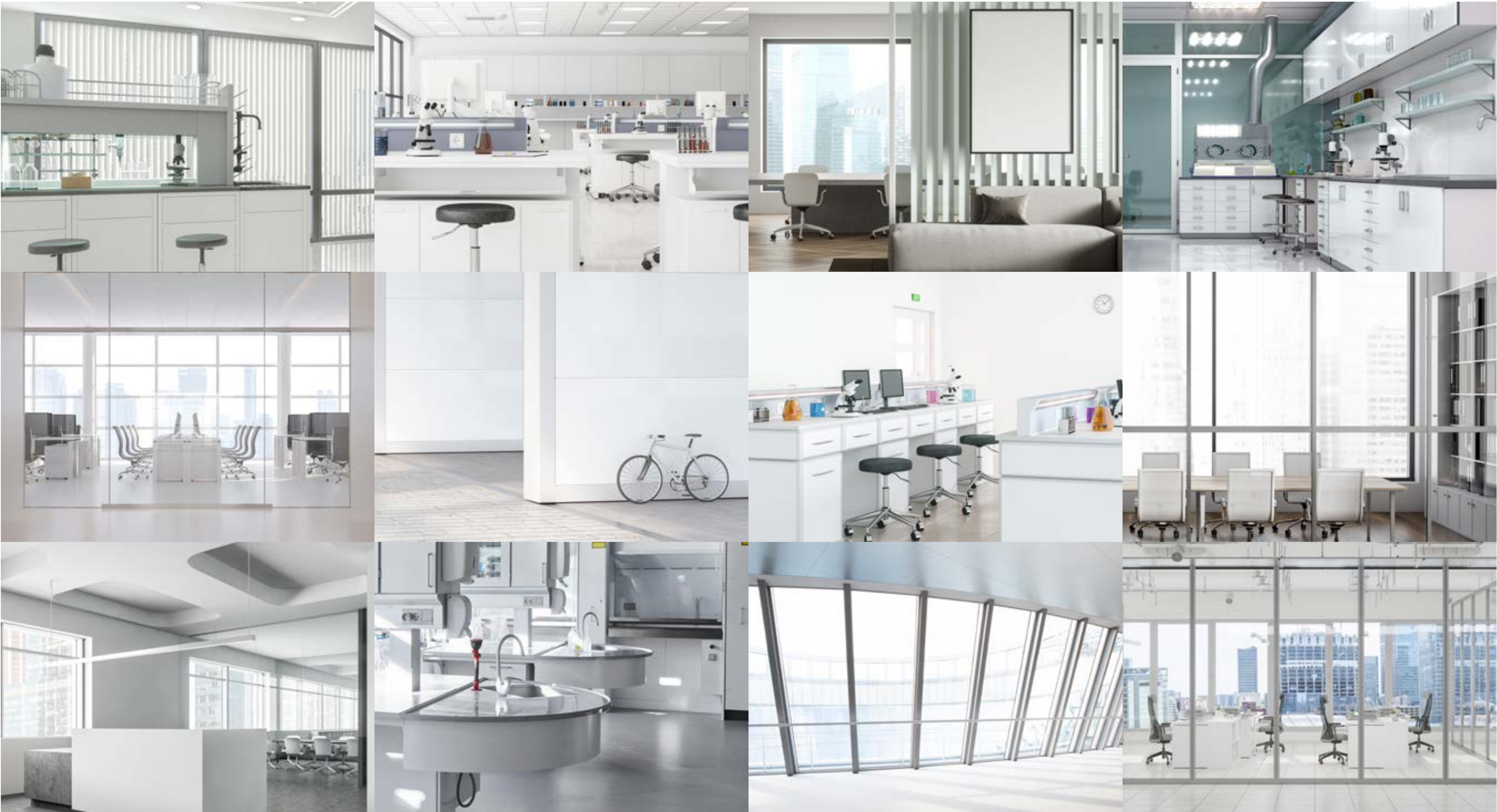




Environments

We select clean, bright environments, laboratories and offices. This style of image and environment speaks to our audiences.

In addition, we can integrate our patterns and colors seamlessly with the clean and neutral images.





Portraits

Our portraiture represents patients, medical and hospital staff, and QuidelOrtho employees. Demonstrating our passion and precision, we show authentic people in their real-world environments.

All portraits should be candid, never with subjects looking directly at the camera. Images should be more tightly cropped on people, mainly from the waist up, and close-ups are encouraged.





Products

We use a hero-style approach to our product imagery. Maintaining the use of existing product imagery, we can silhouette images and apply colored backgrounds as well as patterns to integrate our products into our brand system.

Cropping into images in a dramatic way creates interest and dynamism.

Backgrounds should be clean—White, Light Slate or Chartreuse.

Please note that our product branding system is in progress, and exact usage guidelines are currently TBD.

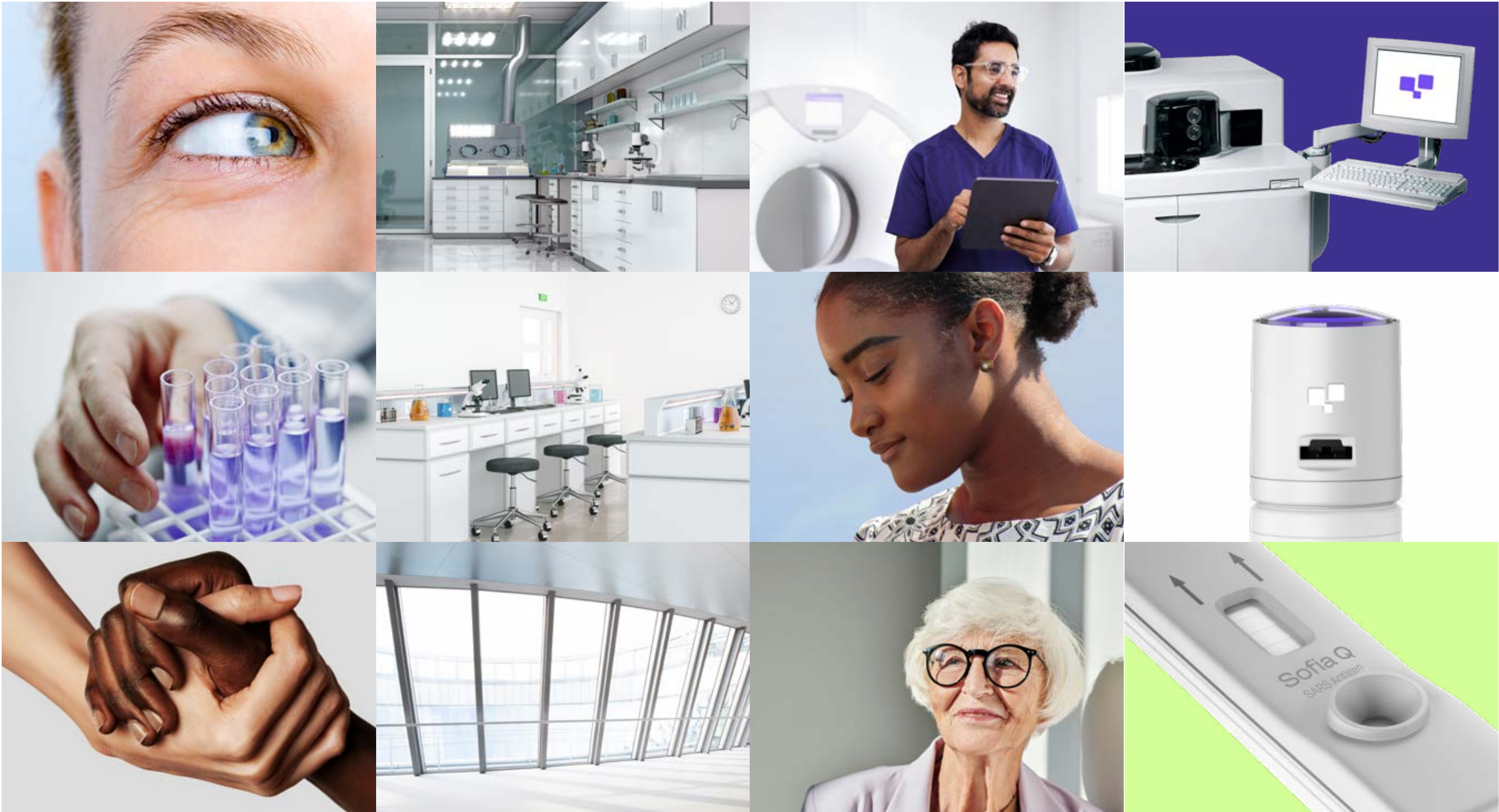




Photography in use

Our photography style can be used to create evocative visual storytelling. Using the categories and approaches outlined in the previous pages will help bring our brand to life. The examples on this page show this style in use.

Please note that our product branding system is in progress, and exact usage guidelines are currently TBD.





Things to avoid

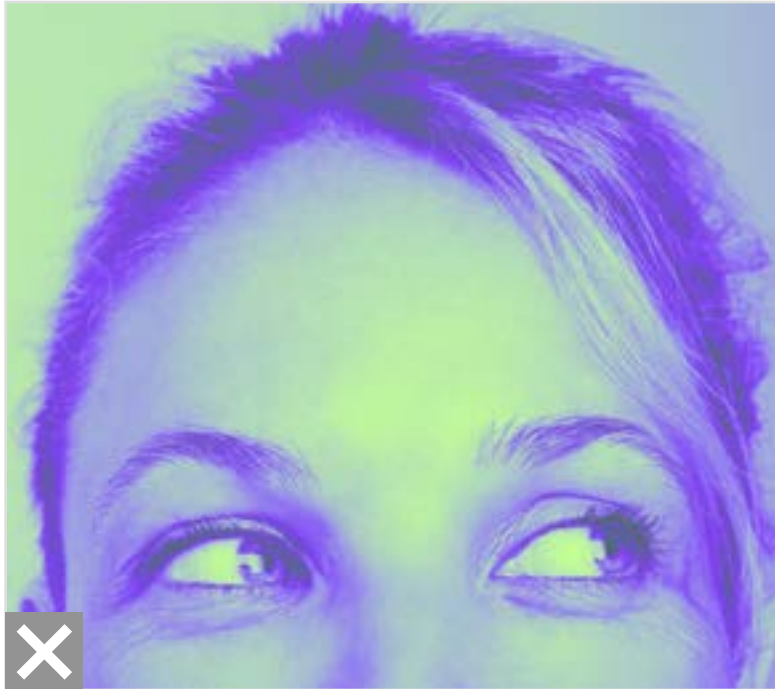
The examples on this page demonstrate incorrect ways of using photography.



Don't use stylized or posed images.



Don't use images with a negative look and feel.



Don't posterize or apply brand colors to photography.



Don't scale images disproportionately.



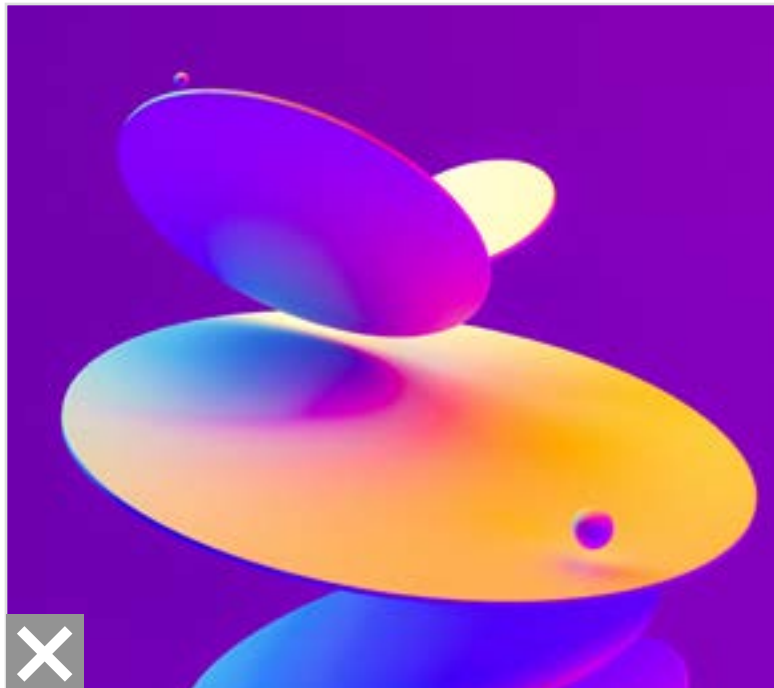
Don't collage several images together.



Don't apply special effects to images.



Don't use grayscale images in color reproduction applications.



Don't use abstract art, illustrations or clip art.



# Data visualization

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Overview

Our data visualization style enables the presentation of complex information in a clear, relatable manner. This approach helps us to empower people with data. The guidance shown here is specific to branded marketing materials.



Colors

The QuidelOrtho data visualization style uses our brand color palette in the proportions and combinations laid out in the color section of this guide.

Violet is the signature color and should be the predominant color in any outward-facing communications.

The exhibit at right demonstrates how we prioritize our colors.

Violet is our signature brand color. Support colors and tint colors are used to provide visual contrast when presenting information.

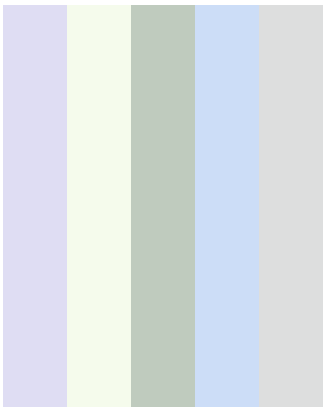
Signature color



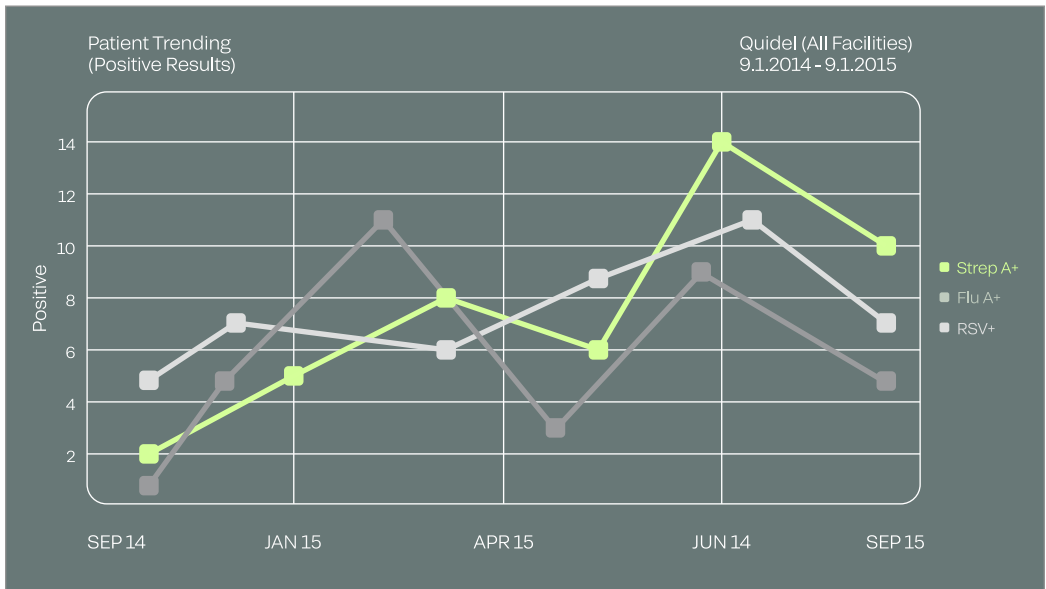
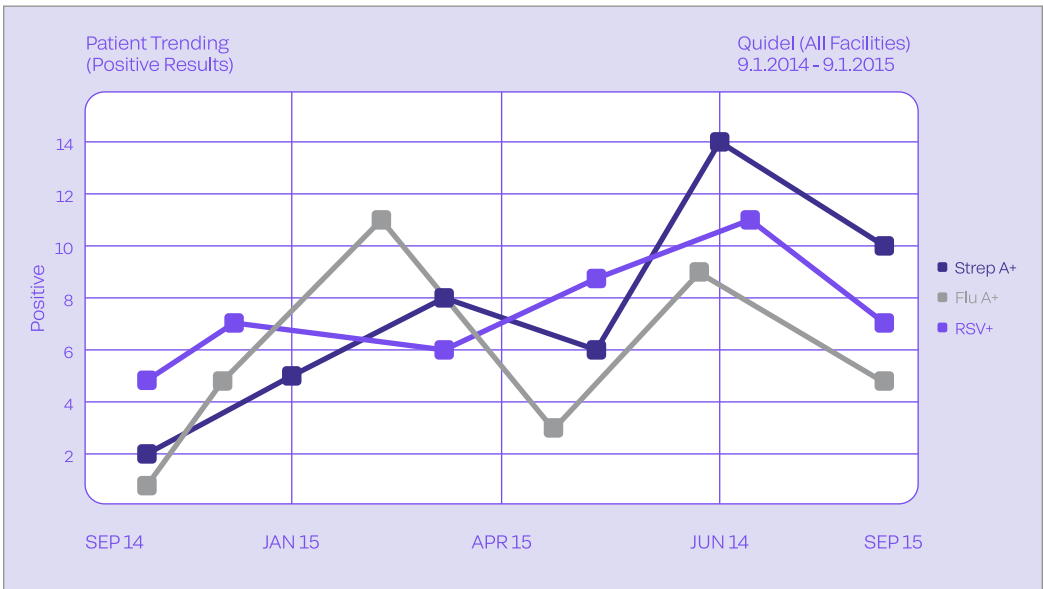
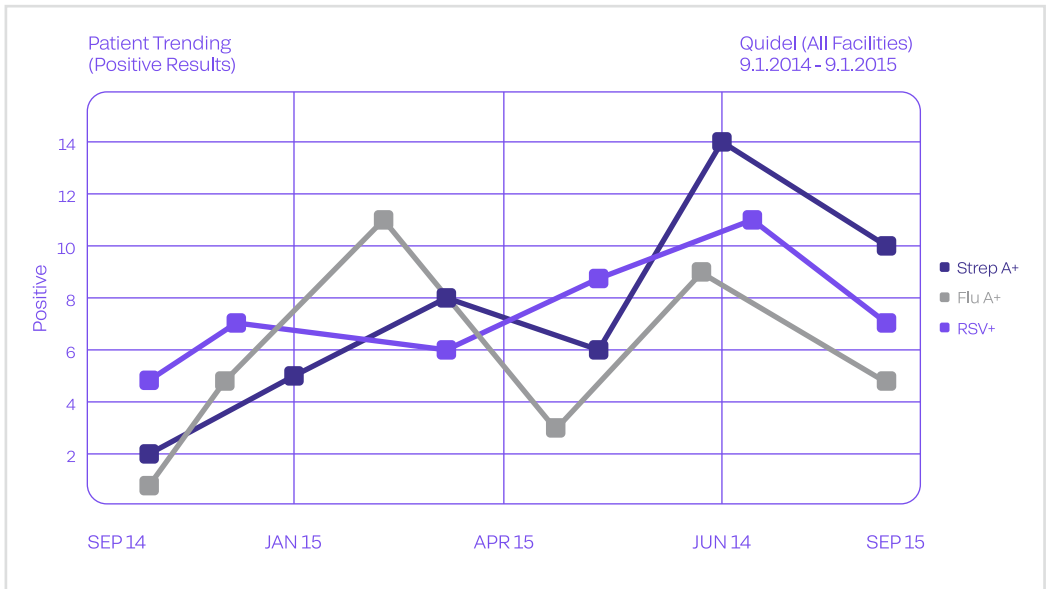
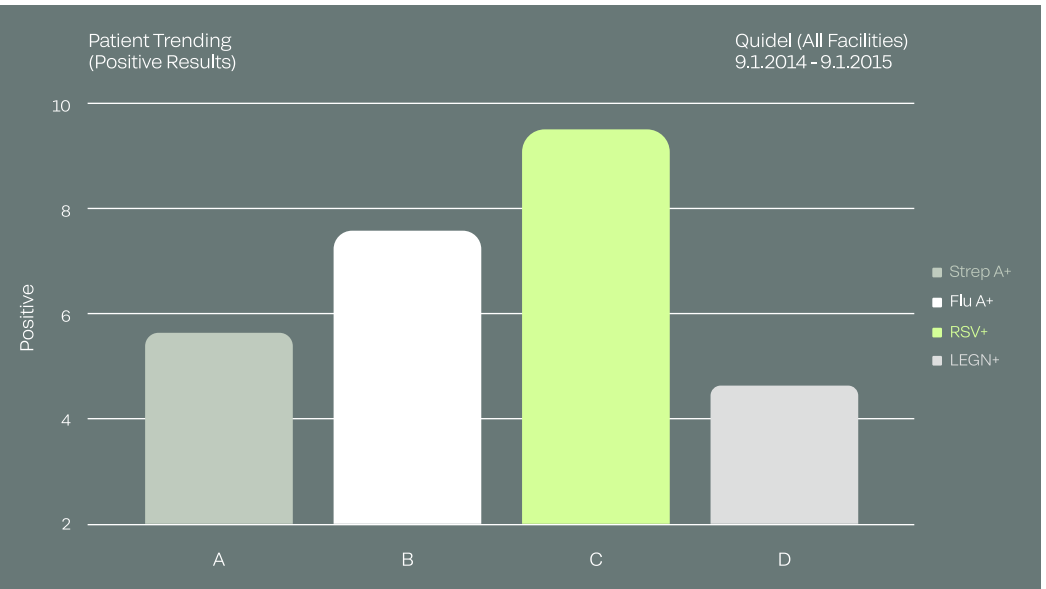
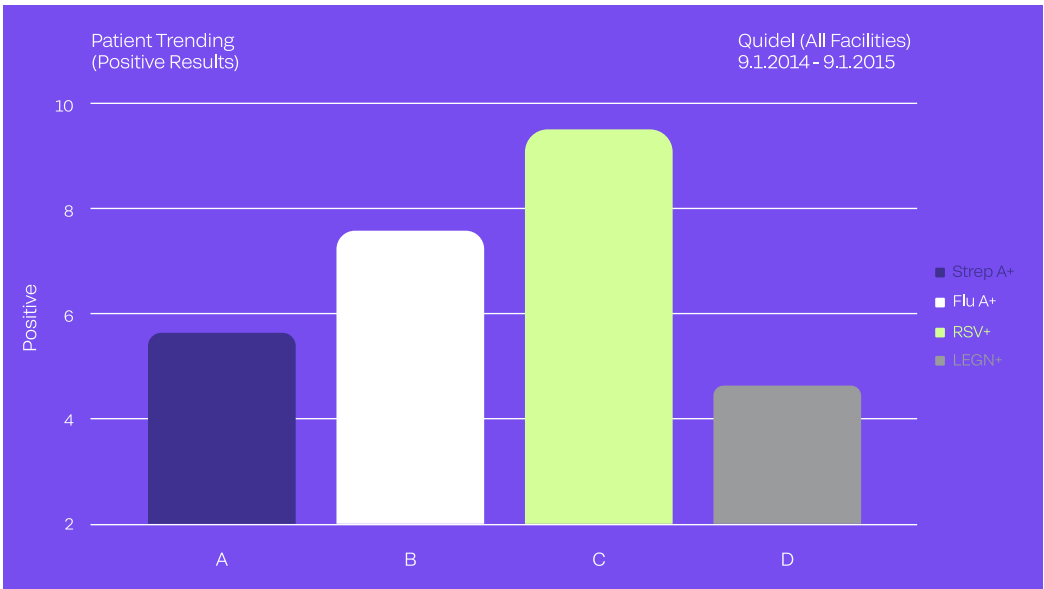
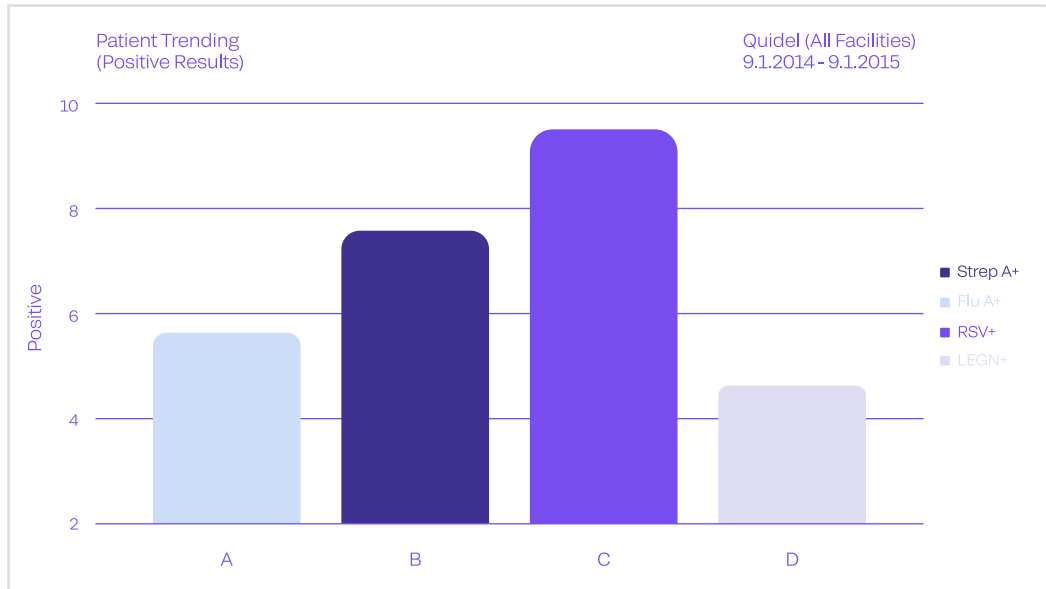
Support colors



Tint colors



Data visualizations can use our brand color palette in a variety of ways.



Type

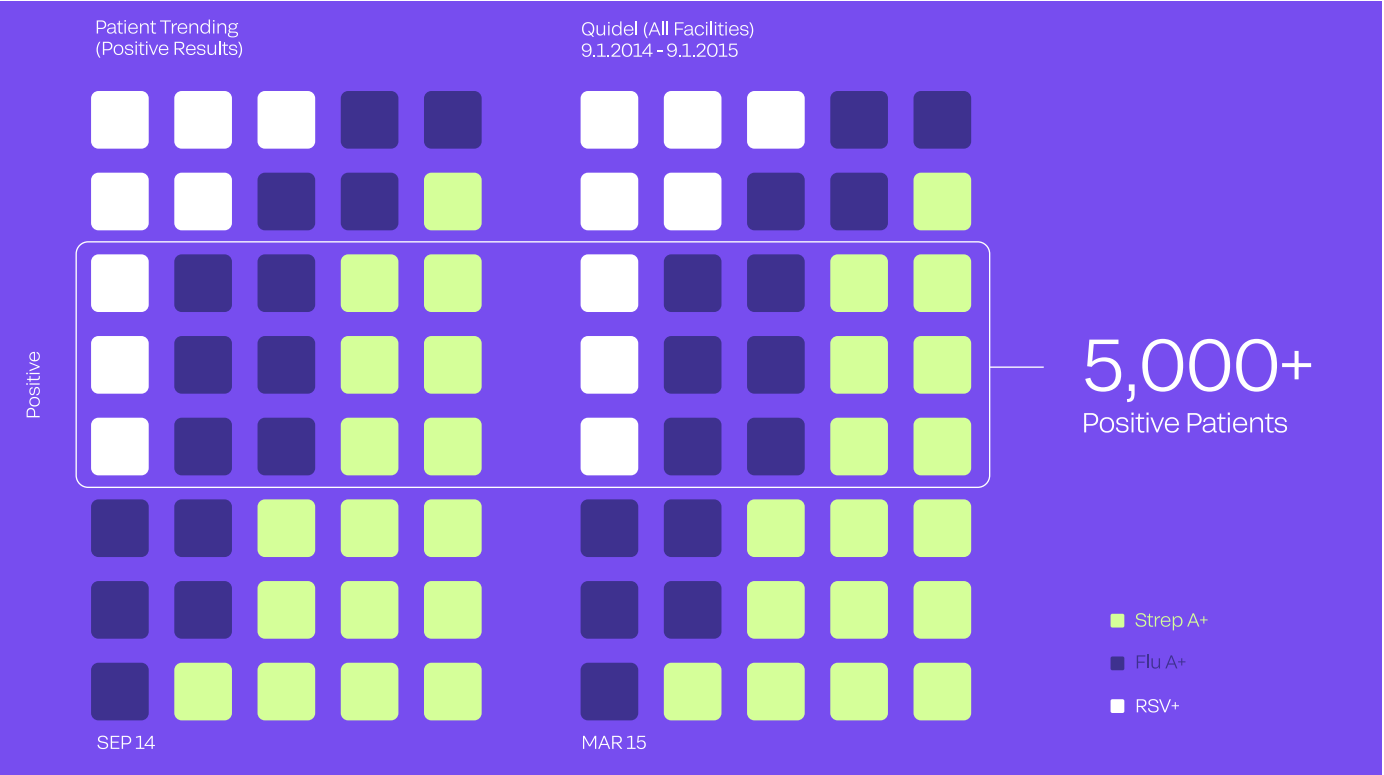
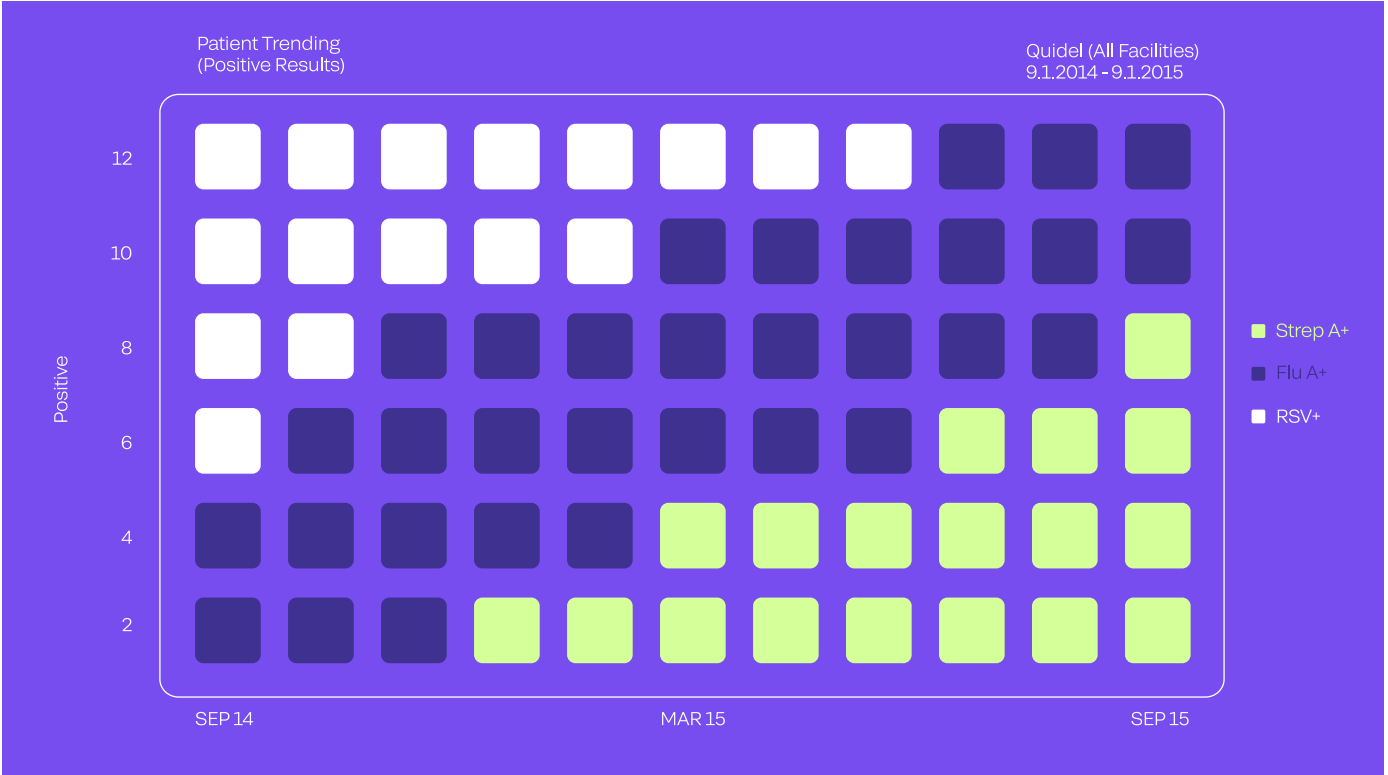
Data visualizations should always be clear, direct, engaging and legible. Type and numerals in data visualizations should use our brand colors in the approved combinations.

Data visualizations should use the type weights and widths in the brand system whenever possible. However, designers can take advantage of the variable font technology to aid in copy fit and legibility of type and numerals.

Some examples of good color pairing for type and graphic elements appear at right. See the complete list of approved type color combinations on page 22.

Bold labels can be used to highlight important data. Both charts present the same information, but the chart on the right uses a type callout for emphasis.

Violet	Violet	Violet	Violet	Ore	Ore	Indigo	Indigo
White	Chartreuse	Indigo	Slate	White	Chartreuse	White	Chartreuse

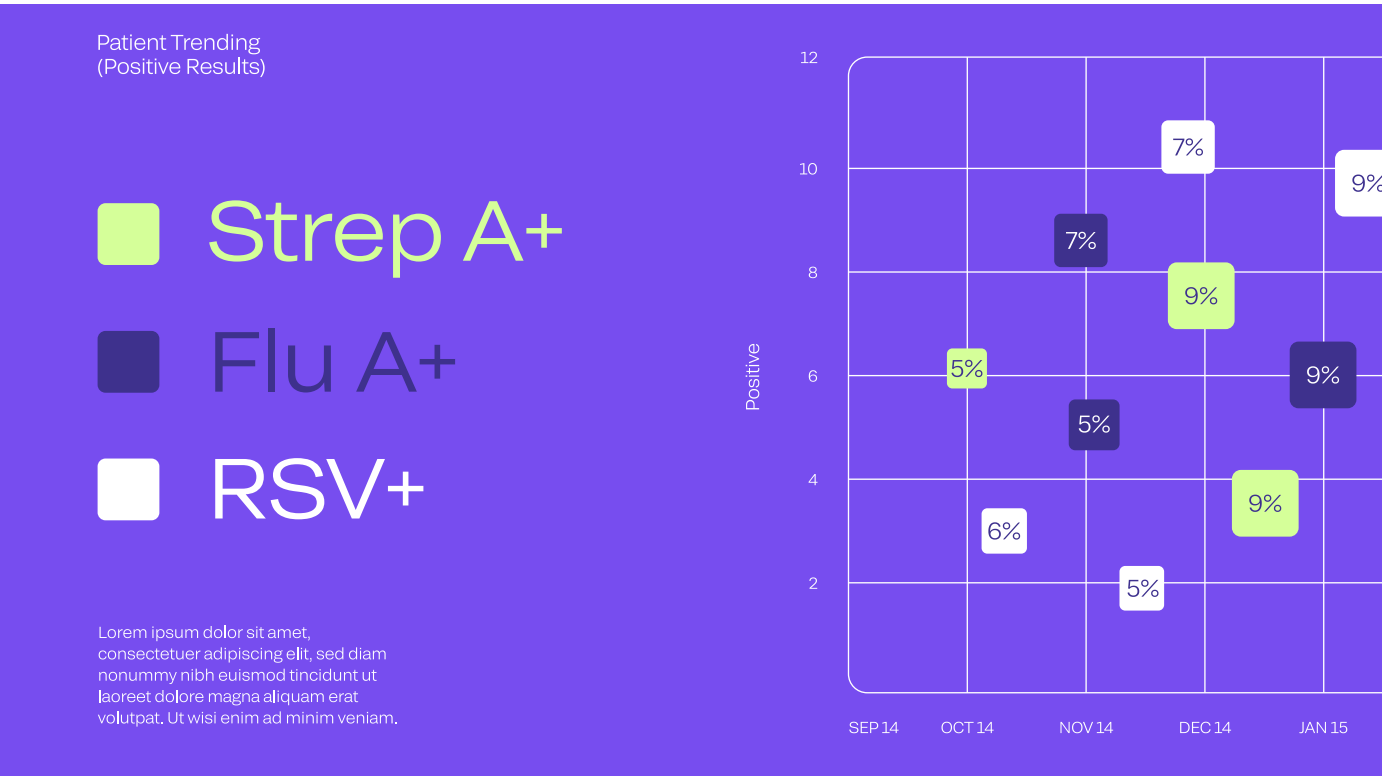
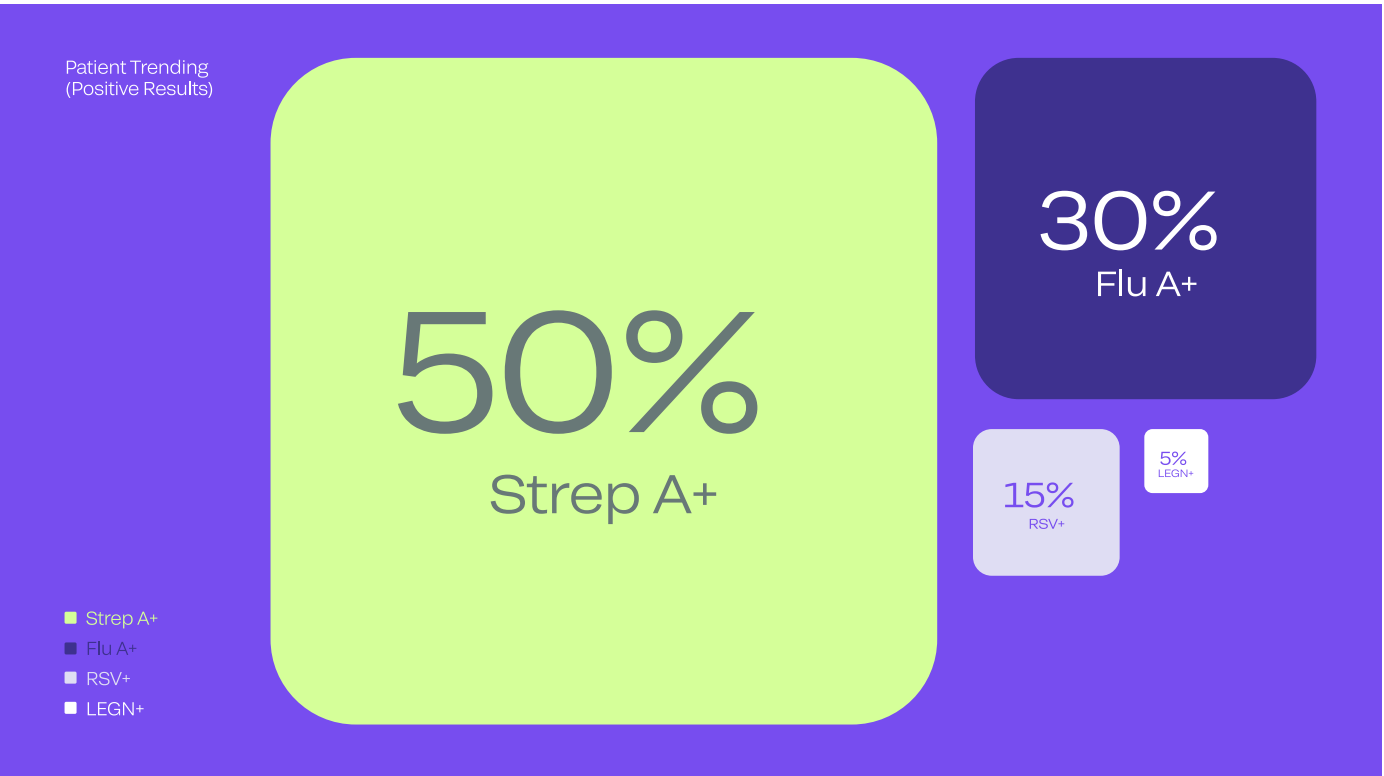
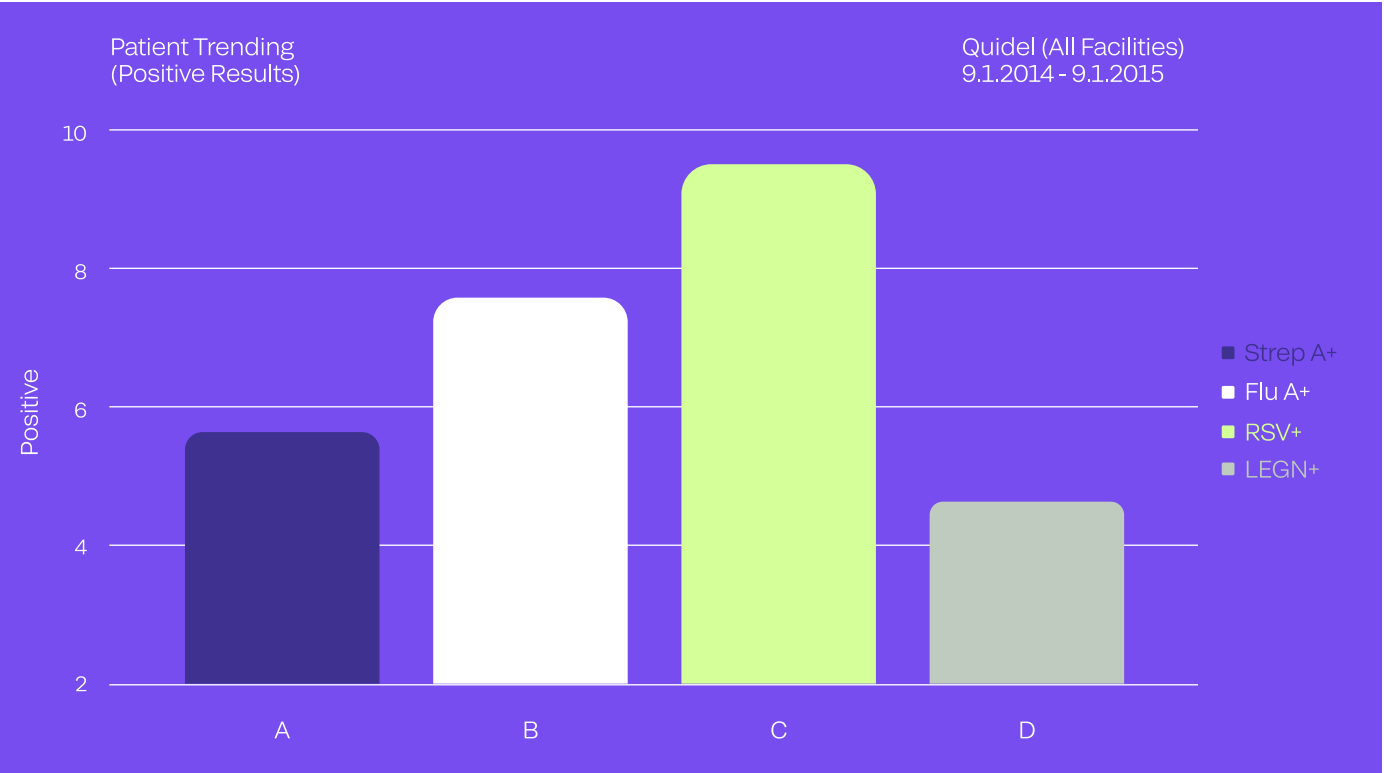


Usage details

Data visualizations should be clear and simple, presenting only the information needed. Charts and graphs should graphically reference the brand style.

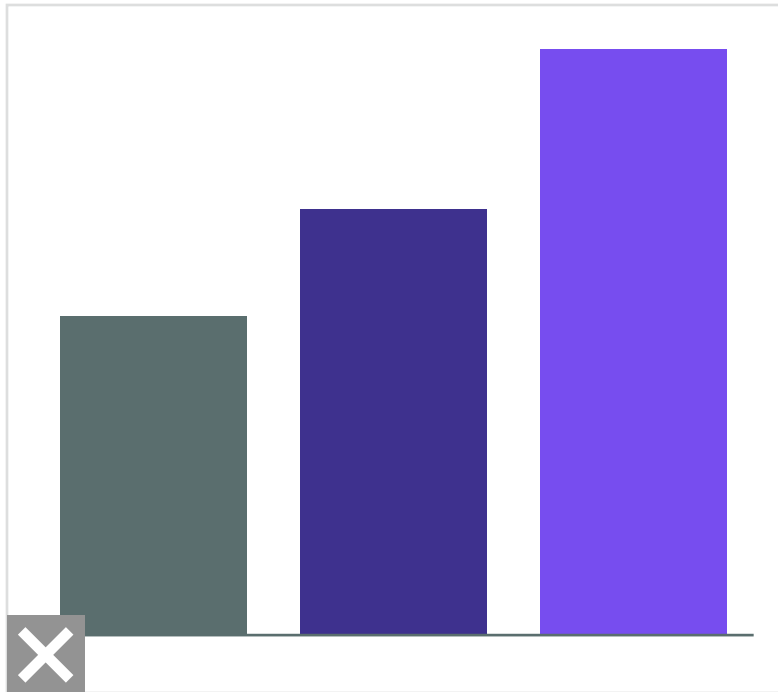
Round corners reference the QO symbol.

Big, bold type can create visual interest and clarify complex data.

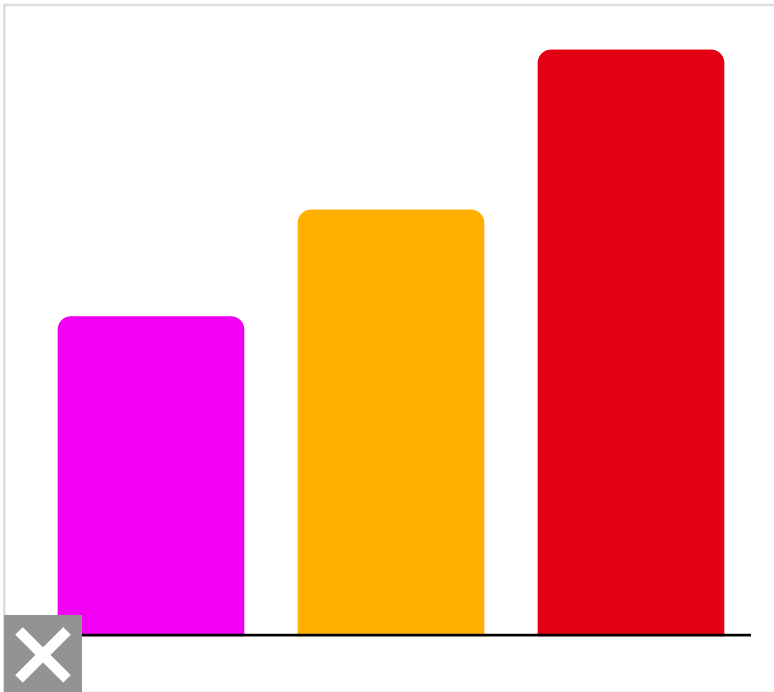


Things to avoid

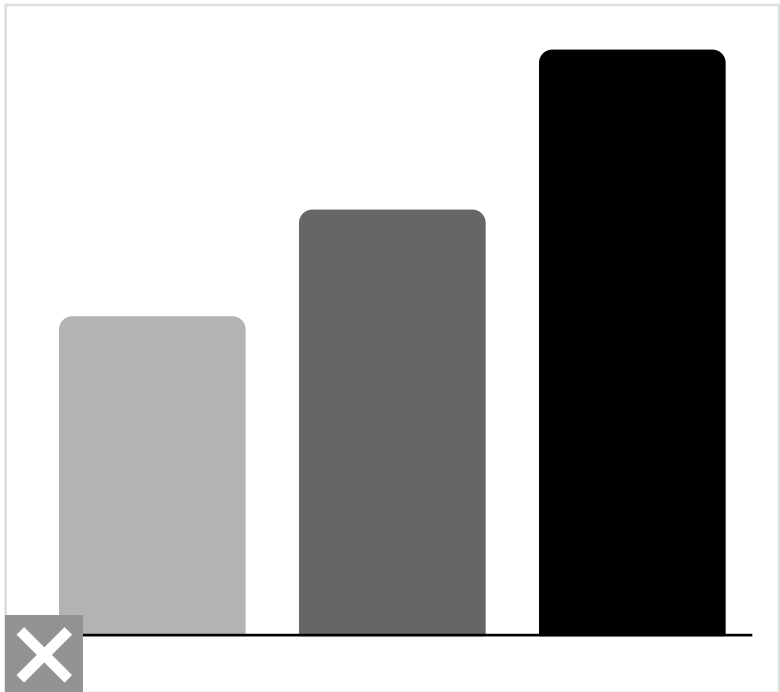
The examples on this page demonstrate incorrect ways of using our data visualization.



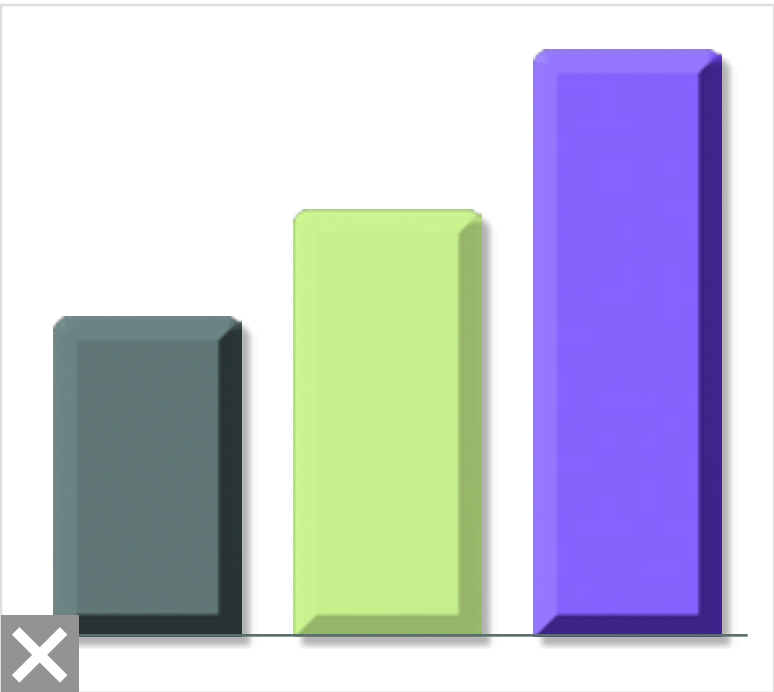
Don't be square. Reference the round corners of the QO symbol.



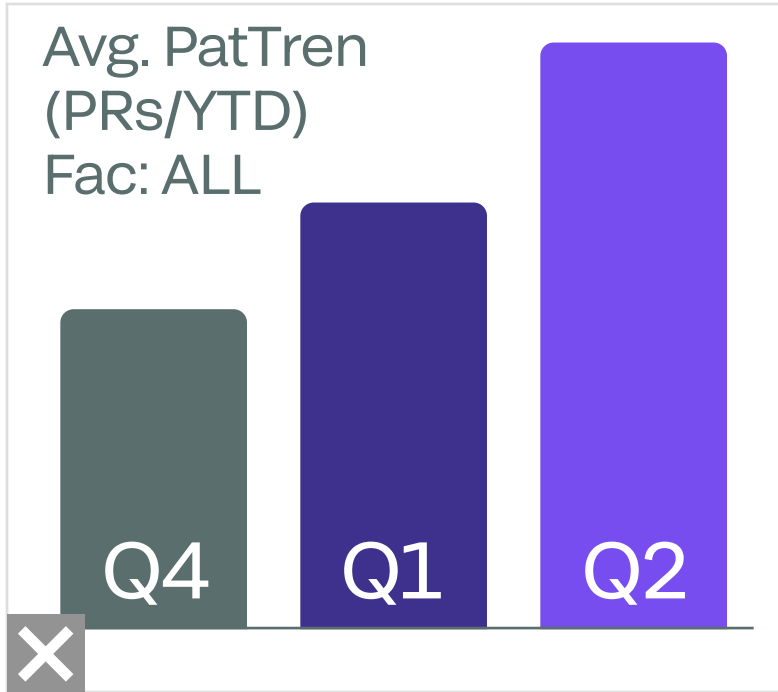
Don't use colors from outside the palette.



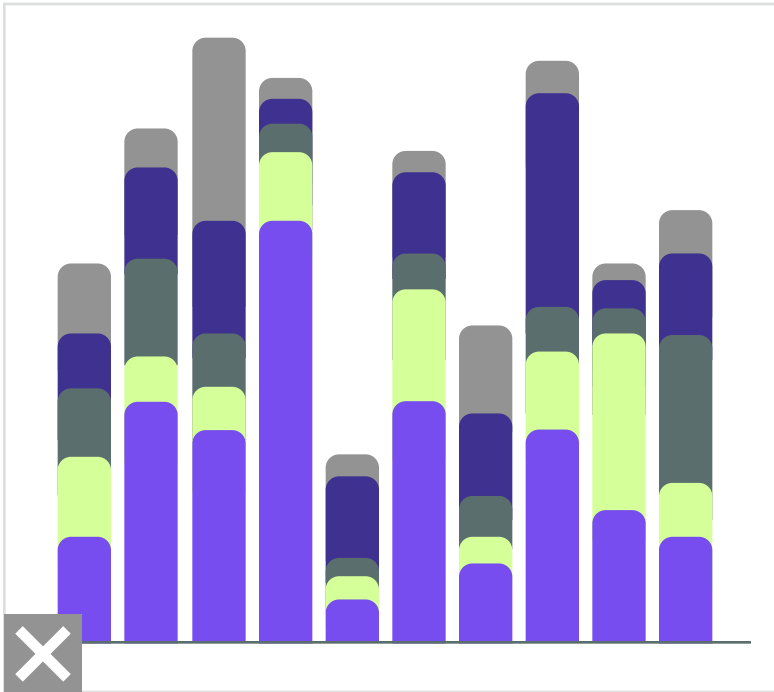
Don't use black unless absolutely necessary. If one-color reproduction is required, use Violet.



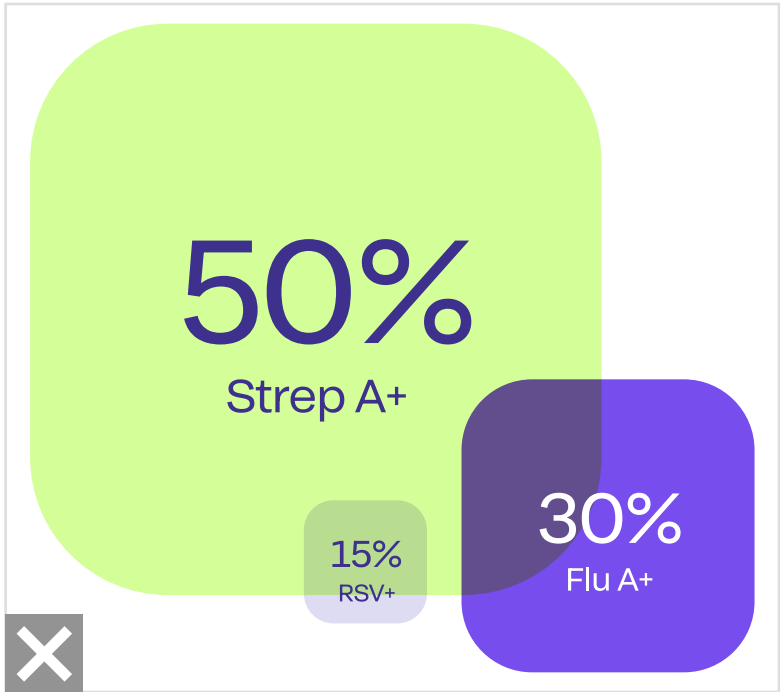
Don't use drop shadows or dimensional effects.



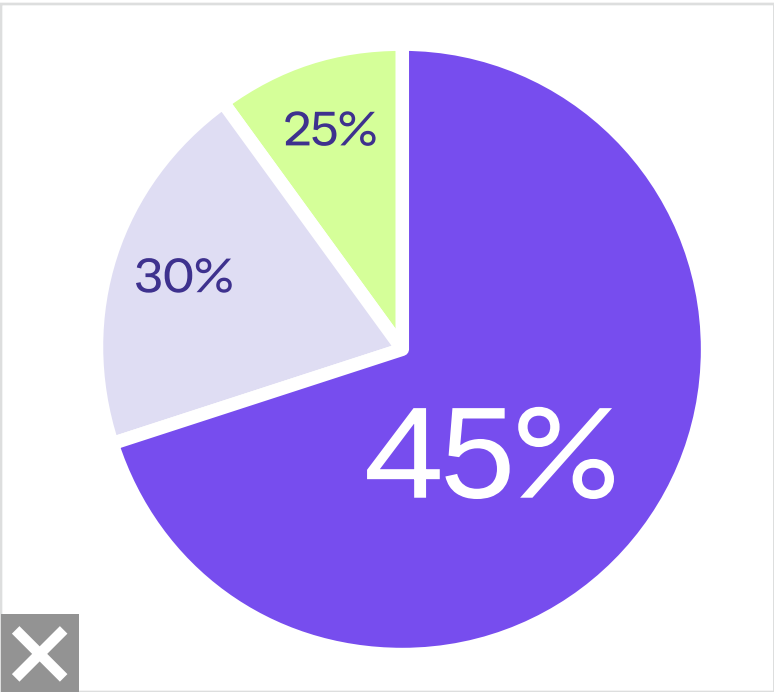
Don't rely on jargon or abbreviations. Design for a user who is new to the information.



Don't be dense. Complex information may be clearer if split up into several visualizations.



Don't use transparency.



Don't misrepresent the data.



# Brand in action

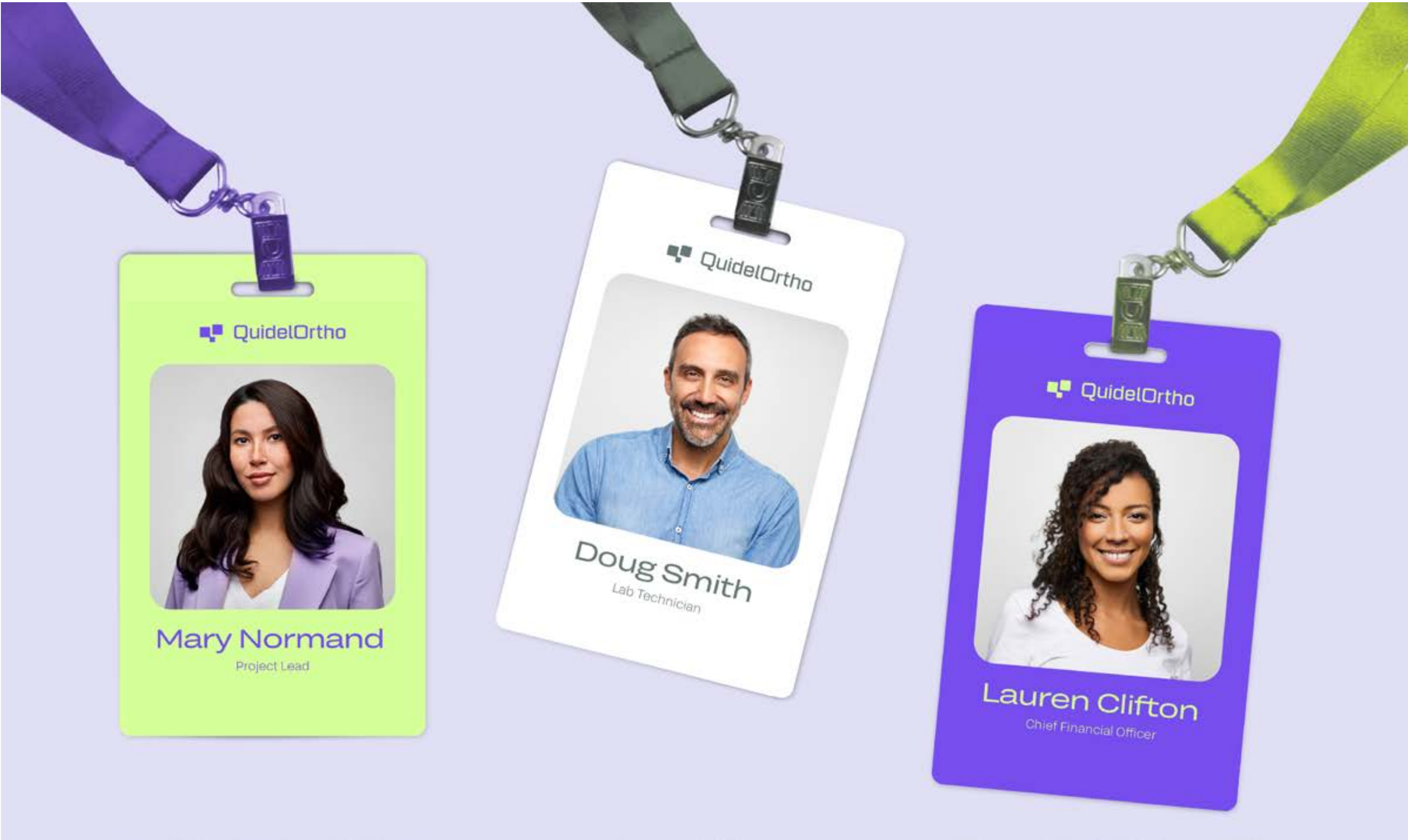
Business card	63
ID cards	64
Advertisement	65
Product packaging	66
Lobby	67

## Business card



For position only: final exhibit to come

ID cards

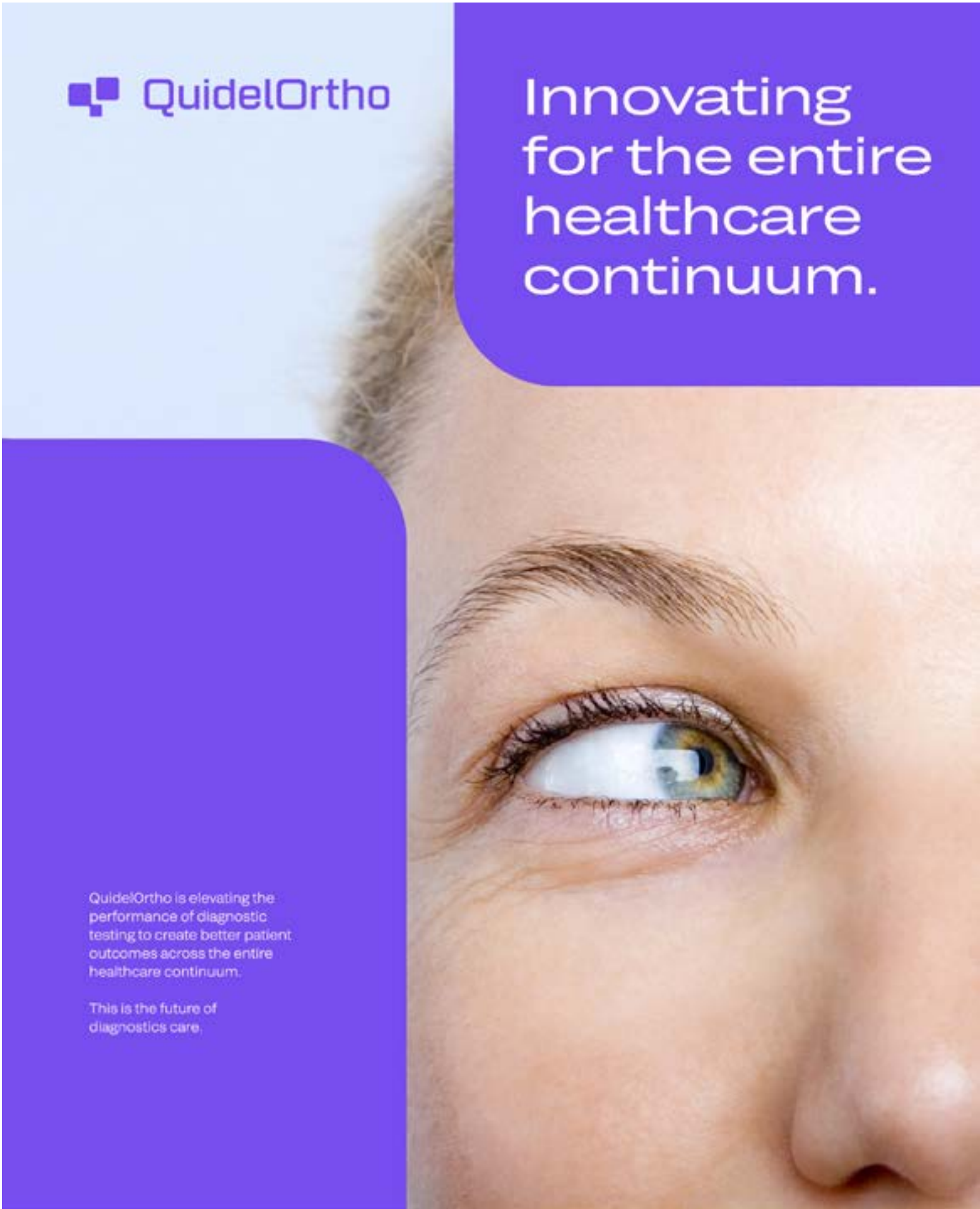


For position only: final exhibit to come

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Advertisement



For position only: final exhibit to come

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## Product packaging



For position only: final exhibit to come



## Lobby



For position only: final exhibit to come

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# Contact

If you have any questions about our brand,  
please contact:

**[QuidelOrthoBrand@quidel.com](mailto:QuidelOrthoBrand@quidel.com)**

# Appendix

ADA compliance

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ADA compliance

A key principle of designing for the brand is considering visual accessibility. The WCAG (Web Content Accessibility Guidelines) provides a set of standards that help us develop content that can be accessed by people challenged by vision, hearing, motor skill and cognitive ability. To use the brand colors effectively and in an accessible way requires consideration of that contrast between foreground and background for essential content, like text and icons. The following is information from the WCAG detailing best practices for the use of the corporate colors.

- Explanation of WCAG Success Criterion 1.4.3 Contrast (Minimum)**
- WCAG Success Criterion 1.4.3 Contrast (Minimum) is to ensure all text content has sufficient color contrast against its background. This includes active text—such as link text and button text—and images of text.
- Text smaller than 18pt (regular) or 14pt (bold) must have at least a 4.5:1 contrast ratio with its background. This includes any text where the foreground and/or background color changes on mouse hover or keyboard focus
  - Text that is 18pt (regular) or 14pt (bold) or larger must have at least a 3:1 contrast ratio with its background. This includes any text where the foreground and/or background color changes on mouse hover or keyboard focus
  - Exception: Text or images of text that are part of a disabled (inactive) component does not have a minimum contrast requirement
  - Exception: Text that is used purely as decoration does not have a minimum contrast requirement
  - Exception: Text that is part of a picture, where the text is not necessary to understand the information conveyed by the image, does not have a minimum contrast requirement
  - Exception: Text that is part of a logo or brand name has no minimum contrast requirement

- Explanation of WCAG Success Criterion 1.4.11 Non-text Contrast**
- WCAG Success Criterion 1.4.11 Non-text Contrast is to ensure any non-text element(s)—such as icons or symbols—that are necessary to understand the content have sufficient color contrast against their background(s).
  - Visual information—such as icons or symbols—required to identify UI components and states of those components must have at least a 3:1 contrast ratio with its background. This includes any non-text content where the foreground and/or background color changes on mouse hover or keyboard focus
  - Parts of graphical objects—such as slices in a pie chart— must have at least a 3:1 contrast ratio with its background. This includes any non-text content where the foreground and/or background color changes on mouse hover or keyboard focus
  - Exception: Non-text content that is part of a disabled (inactive) component does not have a minimum contrast requirement
  - Exception: Non-text content whose appearance is determined by the user agent (i.e., web browser) and not modified by the author in any way does not have a minimum contrast requirement

- Exception: When a particular presentation of a graphic is essential to the information being conveyed, there is no minimum contrast requirement. Examples may include:
  - Logo or brands
  - Flags (such as country or state)
  - Real life photographs such as pictures of people or scenery
  - Diagrams of medical information that uses colors found in biology
  - Color gradients that represent a measurement such as a heat map

# ADA compliance

This table outlines the full ADA compliance results for our brand ‘s signature and support colors.

Please note that inverse color combinations return the same result.



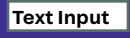



Example: Chartreuse on Violet and Violet on Chartreuse both have the same passing contrast ratio of 4.54:1.

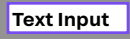




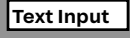
If you do not see a specific color combination in this chart, look for its inverse.

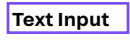
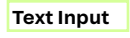

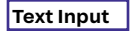
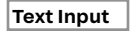
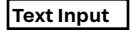
Foreground (text) on background	Sample	Contrast	Text < 18px	Text 18px +	Graphics & UI elements	
Chartreuse (#D5FF99) on Violet (#774DEF)	Sample	4.54:1	Pass	Pass	 ★	Pass
Ore (#5A6E6E) on Violet (#774DEF)	Sample	1.05:1	Fail	Fail	 ★	Fail
Indigo (#3E318F) on Violet (#774DEF)	Sample	2:1	Fail	Fail	 ★	Fail
Slate (#939393) on Violet (#774DEF)	Sample	1.67:1	Fail	Fail	 ★	Fail
White (#FFFFFF) on Violet (#774DEF)	Sample	5.13:1	Pass	Pass	 ★	Pass
Black (#000000) on Violet (#774DEF)	Sample	4.09:1	Fail	Pass	 ★	Pass

Violet (#774DEF) on Chartreuse (#D5FF99)	Sample	4.54:1	Pass	Pass	 ★	Pass
Ore (#5A6E6E) on Chartreuse (#D5FF99)	Sample	4.77:1	Pass	Pass	 ★	Pass
Indigo (#3E318F) on Chartreuse (#D5FF99)	Sample	9.11:1	Pass	Pass	 ★	Pass
Slate (#939393) on Chartreuse (#D5FF99)	Sample	2.72:1	Fail	Fail	 ★	Fail
White (#FFFFFF) on Chartreuse (#D5FF99)	Sample	1.13:1	Fail	Fail	 ★	Fail
Black (#000000) on Chartreuse (#D5FF99)	Sample	18.59:1	Pass	Pass	 ★	Pass

Violet (#774DEF) on Ore (#5A6E6E)	Sample	1.05:1	Fail	Fail	 ★	Fail
Chartreuse (#D5FF99) on Ore (#5A6E6E)	Sample	4.77:1	Pass	Pass	 ★	Pass
Indigo (#3E318F) on Ore (#5A6E6E)	Sample	1.9:1	Fail	Fail	 ★	Fail
Slate (#939393) on Ore (#5A6E6E)	Sample	1.75:1	Fail	Fail	 ★	Fail
White (#FFFFFF) on Ore (#5A6E6E)	Sample	5.39:1	Pass	Pass	 ★	Pass
Black (#000000) on Ore (#5A6E6E)	Sample	3.89:1	Fail	Fail	 ★	Pass

Foreground (text) on background	Sample	Contrast	Text < 18px	Text 18px +	Graphics & UI elements	
Violet (#774DEF) on Indigo (#3E318F)	Sample	2:1	Fail	Fail	 ★	Fail
Chartreuse (#D5FF99) on Indigo (#3E318F)	Sample	9.11:1	Pass	Pass	 ★	Pass
Ore (#5A6E6E) on Indigo (#3E318F)	Sample	1.9:1	Fail	Fail	 ★	Fail
Slate (#939393) on Indigo (#3E318F)	Sample	3.34:1	Fail	Pass	 ★	Pass
White (#FFFFFF) on Indigo (#3E318F)	Sample	10.29:1	Pass	Pass	 ★	Pass
Black (#000000) on Indigo (#3E318F)	Sample	2.04:1	Fail	Fail	 ★	Fail

Violet (#774DEF) on Slate (#939393)	Sample	1.67:1	Fail	Fail	 ★	Fail
Chartreuse (#D5FF99) on Slate (#939393)	Sample	2.72:1	Fail	Fail	 ★	Fail
Ore (#5A6E6E) on Slate (#939393)	Sample	1.75:1	Fail	Fail	 ★	Fail
Indigo (#3E318F) on Slate (#939393)	Sample	3.34:1	Fail	Pass	 ★	Pass
White (#FFFFFF) on Slate (#939393)	Sample	3.07:1	Fail	Pass	 ★	Pass
Black (#000000) on Slate (#939393)	Sample	6.83:1	Pass	Pass	 ★	Pass

Violet (#774DEF) on White (#FFFFFF)	Sample	5.13:1	Pass	Pass	 ★	Pass
Chartreuse (#D5FF99) on White (#FFFFFF)	Sample	1.12:1	Fail	Fail	 ★	Fail
Ore (#5A6E6E) on White (#FFFFFF)	Sample	5.39:1	Pass	Pass	 ★	Pass
Indigo (#3E318F) on White (#FFFFFF)	Sample	10.29:1	Pass	Pass	 ★	Pass
Slate (#939393) on White (#FFFFFF)	Sample	3.07:1	Fail	Pass	 ★	Pass
Black (#000000) on White (#FFFFFF)	Sample	21:1	Pass	Pass	 ★	Pass

ADA compliance

This table outlines the full ADA compliance results for our brand’s tint colors.

Please note that inverse color combinations return the same result.

Example: Indigo on Light Violet and Light Violet on Indigo both have the same passing contrast ratio of 7.72:1.

If you do not see a specific color combination in this chart, look for its inverse.

Foreground (text) on background	Sample	Contrast	Text < 18px	Text 18px +	Graphics & UI elements	
Violet (#774DEF) on Lt. Violet (#DFDDF3)	Sample	3.85:1	Fail	Pass	★	Pass
Chartreuse (#D5FF99) on Lt. Violet (#DFDDF3)	Sample	1.17:1	Fail	Fail	★	Fail
Ore (#5A6E6E) on Lt. Violet (#DFDDF3)	Sample	4.05:1	Fail	Pass	★	Pass
Indigo (#3E318F) on Lt. Violet (#DFDDF3)	Sample	7.72:1	Pass	Pass	★	Pass
Slate (#939393) on Lt. Violet (#DFDDF3)	Sample	2.3:1	Fail	Fail	★	Fail
White (#FFFFFF) on Lt. Violet (#DFDDF3)	Sample	1.33:1	Fail	Fail	★	Fail
Black (#000000) on Lt. Violet (#DFDDF3)	Sample	15.77:1	Pass	Pass	★	Pass

Violet (#774DEF) on Lt. Ore (#BFCBBE)	Sample	3.05:1	Fail	Pass	★	Pass
Chartreuse (#D5FF99) on Lt. Ore (#BFCBBE)	Sample	1.48:1	Fail	Fail	★	Fail
Ore (#5A6E6E) on Lt. Ore (#BFCBBE)	Sample	3.21:1	Fail	Pass	★	Pass
Indigo (#3E318F) on Lt. Ore (#BFCBBE)	Sample	6.12:1	Pass	Pass	★	Pass
Slate (#939393) on Lt. Ore (#BFCBBE)	Sample	1.82:1	Fail	Fail	★	Fail
White (#FFFFFF) on Lt. Ore (#BFCBBE)	Sample	1.67:1	Fail	Fail	★	Fail
Black (#000000) on Lt. Ore (#BFCBBE)	Sample	12.5:1	Pass	Pass	★	Pass

Violet (#774DEF) on Lt. Chartreuse (#F5FBEC)	Sample	4.86:1	Pass	Pass	★	Pass
Chartreuse (#D5FF99) on Lt. Chartreuse (#F5FBEC)	Sample	1.06:1	Fail	Fail	★	Fail
Ore (#5A6E6E) on Lt. Chartreuse (#F5FBEC)	Sample	5.11:1	Pass	Pass	★	Pass
Indigo (#3E318F) on Lt. Chartreuse (#F5FBEC)	Sample	9.74:1	Pass	Pass	★	Pass
Slate (#939393) on Lt. Chartreuse (#F5FBEC)	Sample	2.91:1	Fail	Fail	★	Fail
White (#FFFFFF) on Lt. Chartreuse (#F5FBEC)	Sample	1.05:1	Fail	Fail	★	Fail
Black (#000000) on Lt. Chartreuse (#F5FBEC)	Sample	19.89:1	Pass	Pass	★	Pass

Foreground (text) on background	Sample	Contrast	Text < 18px	Text 18px +	Graphics & UI elements	
Violet (#774DEF) on Lt. Indigo (#CCDDF7)	Sample	3.72:1	Fail	Pass	★	Pass
Chartreuse (#D5FF99) on Lt. Indigo (#CCDDF7)	Sample	1.21:1	Fail	Fail	★	Fail
Ore (#5A6E6E) on Lt. Indigo (#CCDDF7)	Sample	3.92:1	Fail	Pass	★	Pass
Indigo (#3E318F) on Lt. Indigo (#CCDDF7)	Sample	7.47:1	Pass	Pass	★	Pass
Slate (#939393) on Lt. Indigo (#CCDDF7)	Sample	2.23:1	Fail	Fail	★	Fail
White (#FFFFFF) on Lt. Indigo (#CCDDF7)	Sample	1.37:1	Fail	Fail	★	Fail
Black (#000000) on Lt. Indigo (#CCDDF7)	Sample	15.25:1	Pass	Pass	★	Pass

Violet (#774DEF) on Lt. Slate (#DDDEDE)	Sample	1.19:1	Fail	Fail	★	Fail
Chartreuse (#D5FF99) on Lt. Slate (#DDDEDE)	Sample	2.27:1	Fail	Fail	★	Fail
Ore (#5A6E6E) on Lt. Slate (#DDDEDE)	Sample	3.8:1	Fail	Pass	★	Pass
Indigo (#3E318F) on Lt. Slate (#DDDEDE)	Sample	4:1	Fail	Pass	★	Pass
Slate (#939393) on Lt. Slate (#DDDEDE)	Sample	7.63:1	Pass	Pass	★	Pass
White (#FFFFFF) on Lt. Slate (#DDDEDE)	Sample	1.34:1	Fail	Fail	★	Fail
Black (#000000) on Lt. Slate (#DDDEDE)	Sample	15.57:1	Pass	Pass	★	Pass