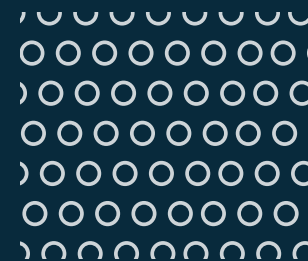




# Voyager Therapeutics

Brand Identity System  
Round 5 - Color refinement  
27 July 2020



# Today

We're working toward final approval of logo and brand identity system. This round is focused on:

**Color refinement**

**Identity system articulation**

**Symbol name**

# Develop a brand identity that is:

## **Distinctive**

The visual identity and campaign uniquely expresses your core attributes.

## **Meaningful**

The identity and campaign capture the spirit of the company with authenticity, shining a light onto its story.

## **Functional**

The identity scales across all sizes and mediums.

## **DEFINITIONS**

### Brand Components

**The Brand** is the impression your audience gets from the total experience.

**The Logo** is the initial component needed for building a brand.

**The Identity System** gives visual detail, variety and structure to your brand story.

**The Brand Campaign** tells your story in a distinctive voice and visual style with potential to integrate identity elements.

BRAND ARCHETYPE

The Explorer  
“Don’t fence me in.”



**Core Desire:** the freedom to find out who you are by exploring the world

**Goal:** to experience a better, more authentic, more fulfilling life.

**Fear:** getting trapped, conforming, inner emptiness, nonbeing

**Strategy:** journey, seek out and experience new things, escape from entrapment and boredom

**Gift:** autonomy, ambition, ability to be true to one’s own soul

**Trap:** aimless wandering, becoming a misfit

Position	A pioneering gene therapy company			
Differentiation	Team of experts at AAV gene therapy and its tailored neuroscience applications			
	AAV gene therapy expertise		Neuroscience biology expertise	
	New class of drugs	Tailored delivery methods	Replace, knockdown and introduce	
Purpose	Delivering life-changing medicines			
Promise	To one day cure devastating neurological diseases			
Essence	Genetic medicine for neurological health			
Audience	Inspired by people affected by severe neurological diseases			
Attributes	Curious	Collaborative	Pioneering	Human

One True Thing

Boldly changing the course of neurological disease.  
Voyager’s solutions have the potential to correct neurological disease, a disease area that has historically been almost impossible to address





**We grew up tinkering in our basements, chasing fireflies, taking stuff apart—always asking why and how.**

We've chased this spark of childlike wonder and curiosity to the laboratory. Now we're not just fans, we're the players methodically documenting results and daring to change our existence for the better. We know we'll never have all the answers, but we'll never stop asking the tough questions. We're driven by the promise that at the end of this tunnel of sometimes tedious repetition and uncertainty lives new knowledge that can change the world.

Life is richer, messier and more mysterious than we could have ever imagined. We've witnessed the miraculous birth of our children and the slow suffering of our aging parents. We understand our work can mean the difference between remembering and forgetting, growing happily older and dying tragically young. This time our quest for truth is personal.

**We are seekers. We are explorers. We are voyagers.**

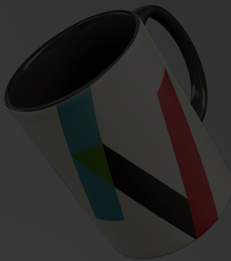
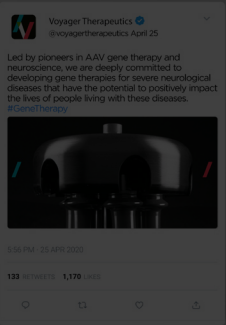
We are **voyager**  
THERAPEUTICS



CONCEPT 1 The Dynamic Explorer



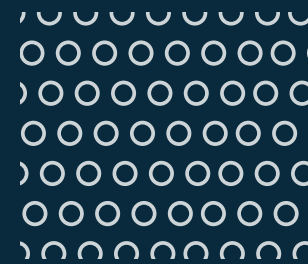
CONCEPT 2 "V" is for Voyager







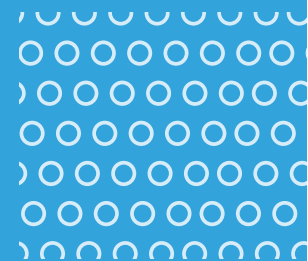




# Brand Identity System R5 Feedback

## **Direction 1 has been selected**

- Refine color palette
- Create guidance for color use
- Keep the energy and integrity of the original concept while reflecting the brand attributes:
  - Curious
  - Collaborative
  - Pioneering
  - Human



# Considerations

## COMPETITIVE COLOR SPACES

COMPETITIVE COLOR ANALYSIS

**BLACK/GREY**  
· MATURE  
· AUTHORITATIVE  
· SERIOUS

**VIOLET**  
· SENSITIVE  
· COMPASSIONATE  
· IMAGINATIVE

**PURPLE**  
· ROYAL  
· WISE  
· SPIRITUAL

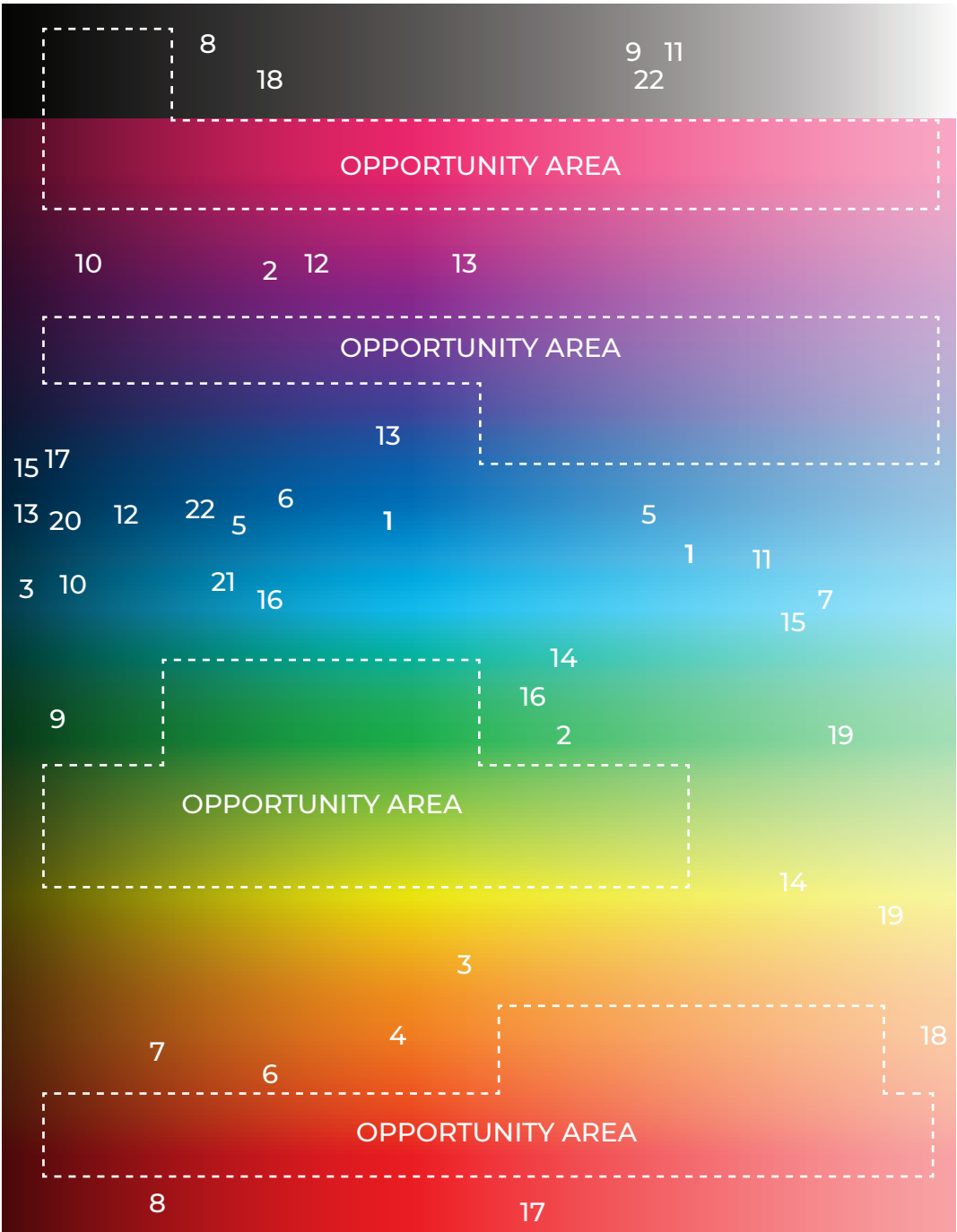
**BLUE**  
· COOL  
· TRUSTED  
· CALM

**GREEN**  
· HARMONIOUS  
· GROWTH  
· VITALITY

**YELLOW**  
· JOYOUS  
· HAPPY  
· ENERGETIC

**ORANGE**  
· CREATIVE  
· ENTHUSIASTIC  
· ADVENTUROUS

**RED**  
· PASSIONATE  
· HOT  
· POWERFUL



PRIMARY

1		8		15	
2		9		16	
3		10		17	
4		11		18	
5		12		19	
6		13		20	
7		14		21	

SECONDARY



COMPETITIVE WEBSITES - PRIMARY SET

Investors & media | contact us | careers | stories |

ABOUT US | OUR FOCUS | OUR SCIENCE | OUR PRODUCTS | PATIENTS & ADVOCACY

when our son, an avid skateboarder suddenly had balance and coordination problems, it became obvious we weren't looking at

LET'S RECODE THE STORY

About | Medicines | Pipeline | For Patients | Investors | Careers | Partnering |

TRANSFORMING GOOD SCIENCE INTO GREAT MEDICINE FOR RARE GENETIC DISEASES.

Deep and diversified product pipeline  
Developing multiple clinical-stage programs in parallel

Focused on serious rare and ultra-rare diseases  
Working with patients and medical professionals to treat rare diseases

Dedicated to creating new treatments  
Join a high-performance team focused on rare diseases

About PTC | Therapeutic Focus | Our Pipeline | Investors | Careers |

measured by moments

A Science-Driven, Patient-Centric Approach to Treating Rare Disorders

ABOUT | GENE THERAPY | INVESTORS & NEWSROOM | PATIENTS | HEALTHCARE PROFESSIONALS | CAREERS & CONTACT

A GLOBAL LEADER IN GENE THERAPY

LEARN MORE

Contact Us | Global |

Our passion for making a difference unites us.

Amicus Therapeutics is a global, patient-dedicated biotech focused on discovering, developing, and delivering high-quality medicines for people living with rare metabolic diseases.

Katalynn Age 11 Living with CDKL5 Deficiency Disorder

Read her story

MORE

ABOUT | RAY TECHNOLOGY | THERAPEUTIC PROGRAMS | PATIENTS & FAMILIES | PARTNERS & LICENSEES | MEDIA | INVESTORS | JOIN US

IMPROVING LIVES

Guided by world-class researchers, we envision a future where people suffering from diseases are no longer patients due to one-time treatments with gene therapy.

LEARN MORE

Contact Us | Search |

Focus | Patients and Families | Medical Professionals | Team | Investors | Contact |

We strive to be leaders in the development of novel, off-the-shelf gene therapies to fight some of the world's most serious skin diseases

Learn More

Our Mission | About Us | Pipeline | Clinical Trials | Patients and Families | Our Partners | Careers | Investors | Contact Us |

Seeking cures through gene therapy

View Corporate Presentation

FA US Phase 1 Poster

Danon Patient & Family Meeting  
\*Postponed - Will Be Rescheduled

Investors & Media | Culture | Contact |

About | Approach | Focus | Families | Healthcare Professionals |

Grow Beyond

Opening up possibilities for people with rare inherited diseases

First visit to the zoo

About Us | Technology | Pipeline | Patients | Clinical Trials | Collaborations | Investors | Media | Careers |

TRANSFORMING PATIENTS' LIVES

Sangamo Therapeutics is conducting clinical trials that aim to address serious diseases at the genomic level.

LEARN MORE

About | Technology Platform | Patients & Families | News & Events | Careers | Investors |

Our mission is focused on curing disease and transforming patients' lives

About Us | Patients & Families | Our Approach | Our Pipeline | Work with Us | Our Vision | Investors & Media | Contact Us |

WHAT IF ONE GENE

Can change your entire world?

At AVROBIO, we aim to halt or reverse disease with a single dose of gene therapy. Our goal is simple and powerful. We aim to enable individuals with genetic disease to live longer – free from disease progression, free from painful and debilitating symptoms and free from the burden of chronic treatment regimens.

We're working to deliver freedom for life

Investors | Contact Us |

Company | Science | Focus | Careers | Media |

Gaining momentum in gene therapy

Adverum is a clinical-stage gene therapy company targeting unmet medical need in ocular and rare diseases.

LEARN MORE

about prevail | our science | our programs | investors & media | careers | contact us |

The Science to Prevail

We are developing disease-modifying gene therapies for patients with Parkinson's disease and other neurodegenerative disorders.

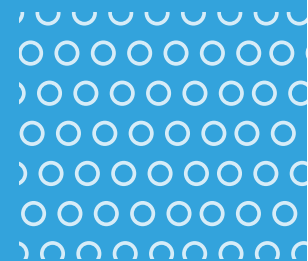
Learn more

Careers | Contact Us |

About | Science | Clinical Trials | Patients & Families | Investors & Media |

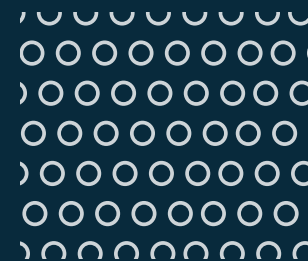
Stakeholder Update re: COVID-19

READ OUR STATEMENT



# Considerations

## REFRAMING + ARTICULATION

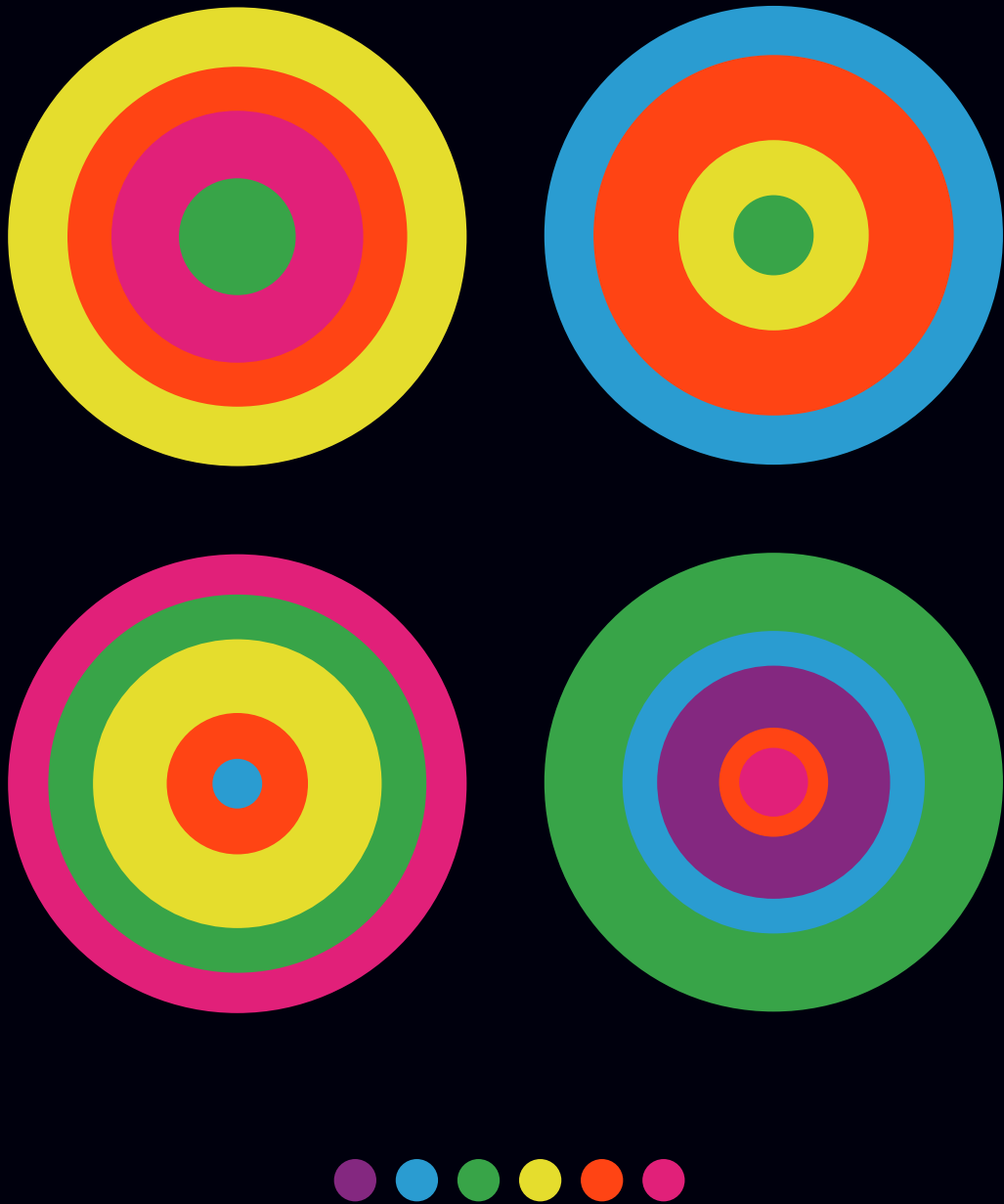
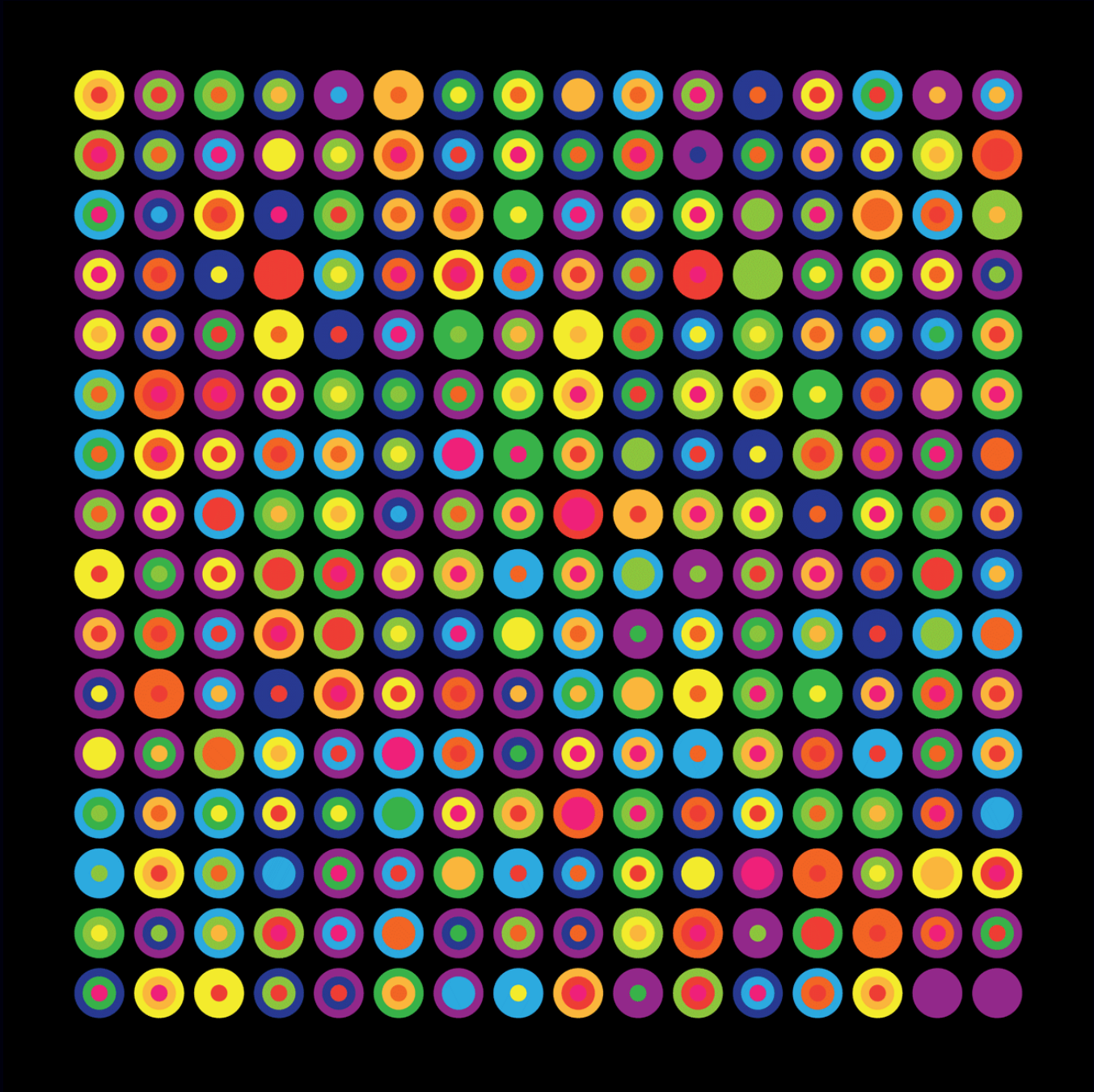


# Reframing color

## **Full spectrum using 6 colors**

We've wrangled the color palette down to six colors + black and white. These six still represent the full color spectrum (ROYGBIV) while creating a manageable mix-and-match system.

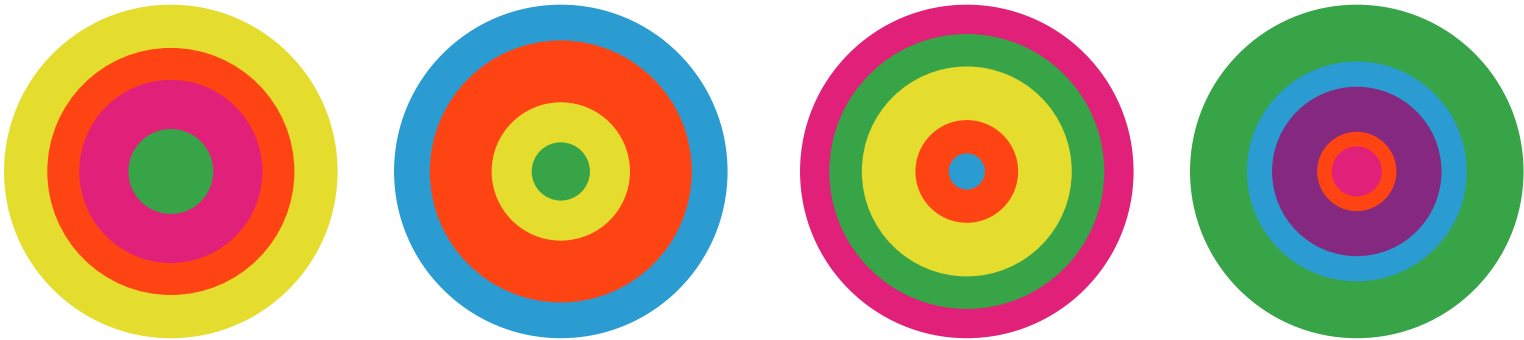




SYSTEMIC VIEW



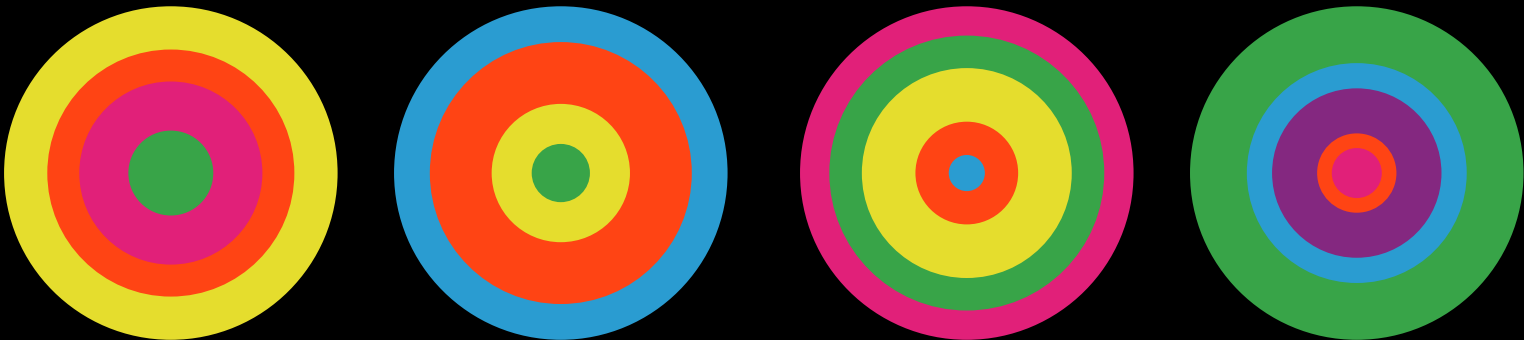
**Logo+**  
Use: brand indication  
Medium: digital and physical  
Background: light



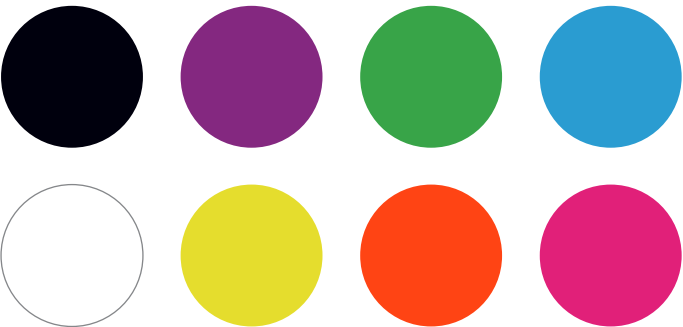
**Nucleus**  
Use: indicate multiplicity, solutions, action  
Medium: motion, physical  
Background: light or dark



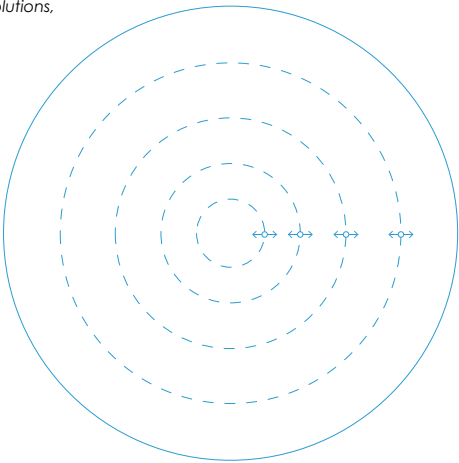
**Logo-**  
Use: brand indication  
Medium: digital and physical  
Background: dark



Color palette



**Custom Nucleus**  
Special Use: indicate individual or targeted solutions, event, campaign, launch, infographic  
Medium: digital, motion, physical  
Background: light or dark





**Primary Logo+**  
Use: brand indication  
Medium: digital and physical  
Background: light



**Secondary Logos+**  
Use: brand indication  
Medium: digital and physical  
Background: light



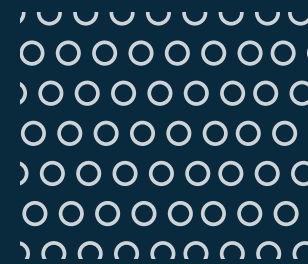
**Primary Logo-**  
Use: brand indication  
Medium: digital and physical  
Background: dark

voyager  
THERAPEUTICS

**Secondary Logos-**  
Use: brand indication  
Medium: digital and physical  
Background: dark

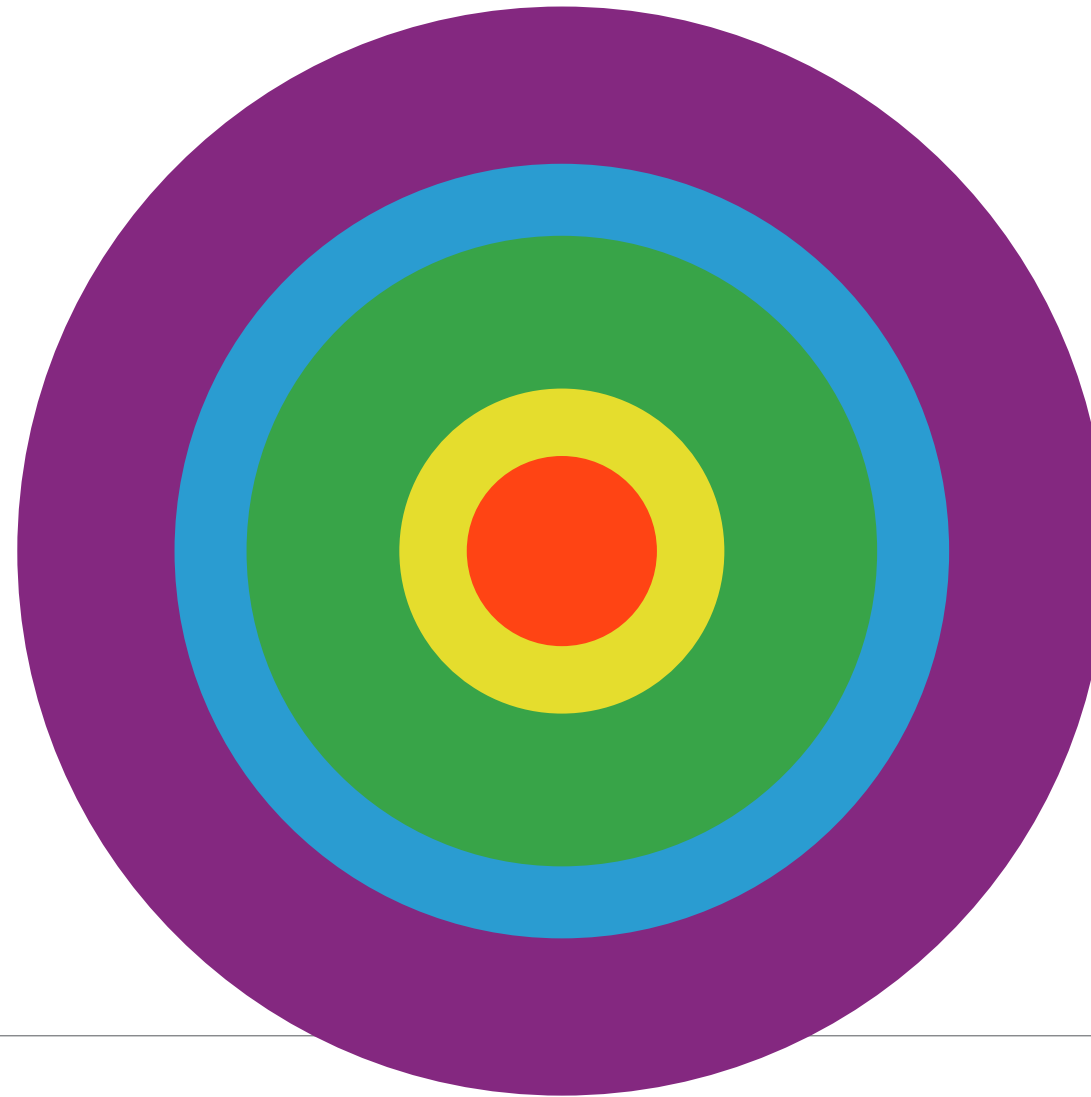
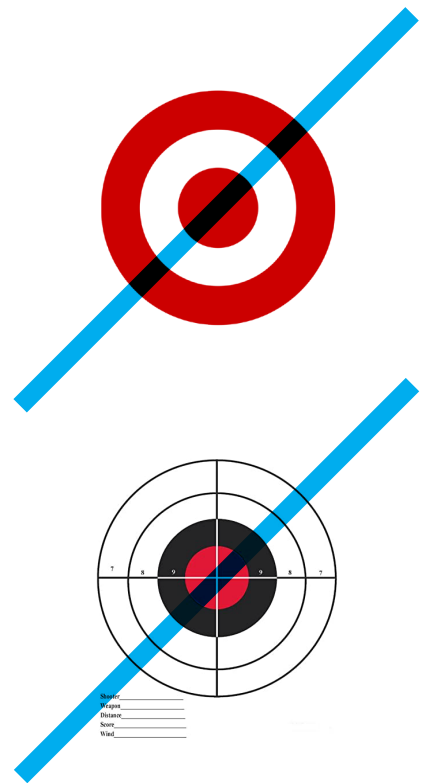
voyager voyager  
voyager voyager





# Why naming the circle is important

- Provides a clear focal point and depth of meaning for the new brand ID
- Gives employees a story they can rally around and language they can repeat in a unified voice
- Avoids unwanted dilution of an important and unique brand element
- Communicates intention and a thoughtful, long-term brand strategy



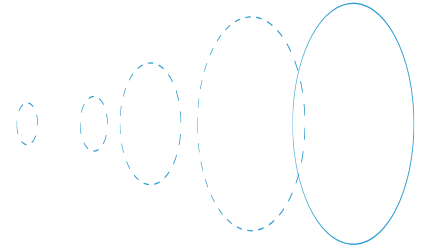
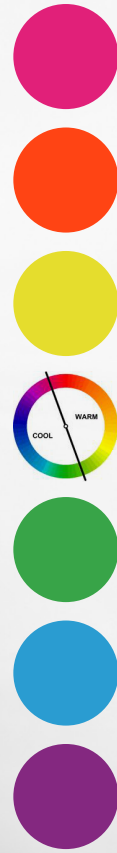
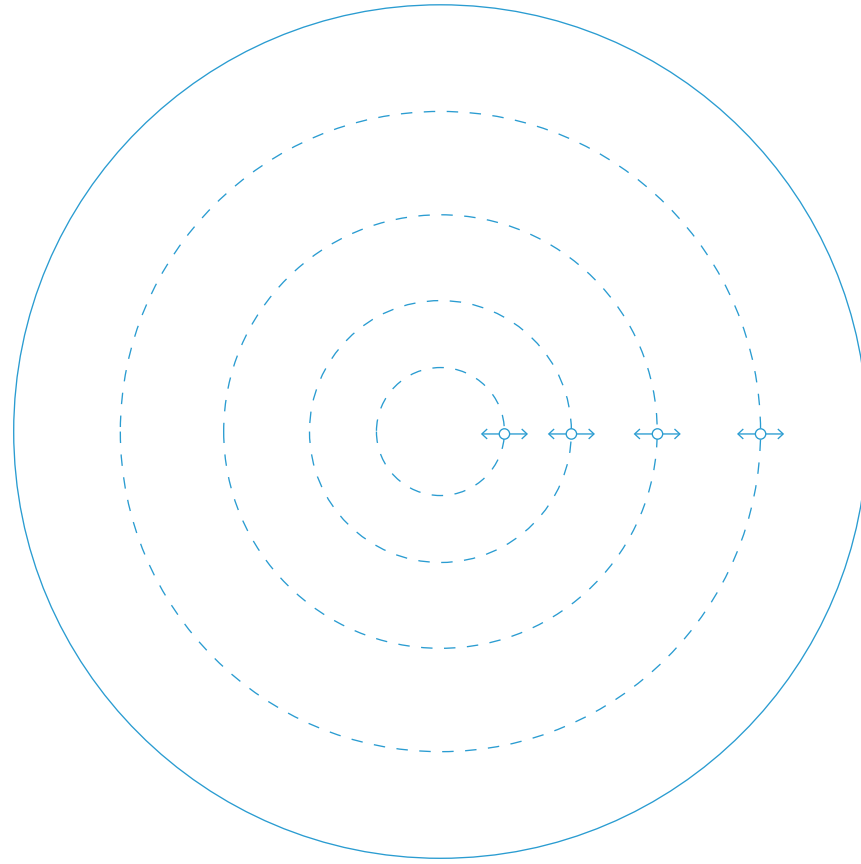
## The Voyager Nucleus

We explored numerous possibilities for the name of the dynamic Voyager symbol and landed on **“nucleus.”** A nucleus is the central, most important element of the whole. As the creative center of your new identity, the nucleus represents the uniqueness of both humans and degenerative diseases, as well as the flexibility and adaptability of Voyager’s approach to finding treatments, and ultimately, cures. Just as a nucleus controls and regulates the activities of a cell, the Voyager nucleus will serve as the primary design element for the website and all other marketing communications.

### Alternative: Core

Other names we liked but deemed less successful because they don’t have the multiple meanings or communicate the gravitas of Nucleus include:

**Orbit, Molecule, Vector, Cell, Fingerprint**



### Guidance on nucleus shape and color

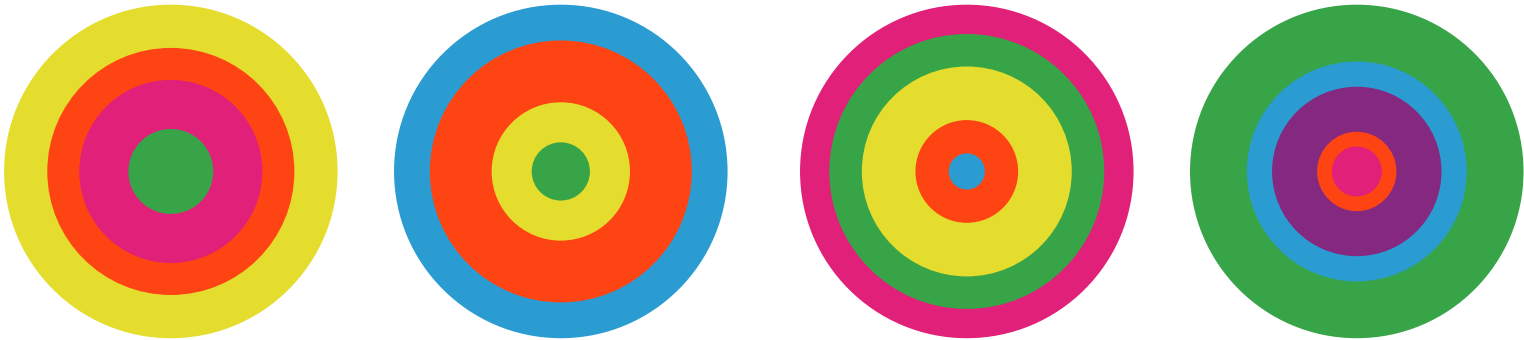
The intentional mix of warm and cool colors creates positive tension in the nucleus that brings your new brand to life. This energetic vibration of colors speaks to the near infinite customized solutions possible. As we develop the visual brand toolkit, we will give thorough guidance on creating custom nuclei using geometry and color theory.

SYSTEMIC VIEW

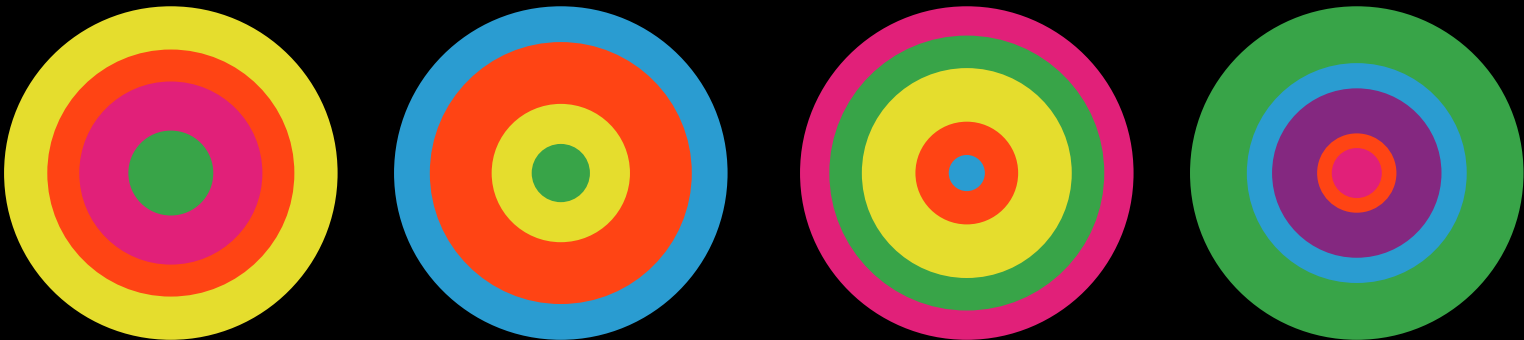


**Logo+**  
Use: brand indication  
Medium: digital and physical  
Background: light

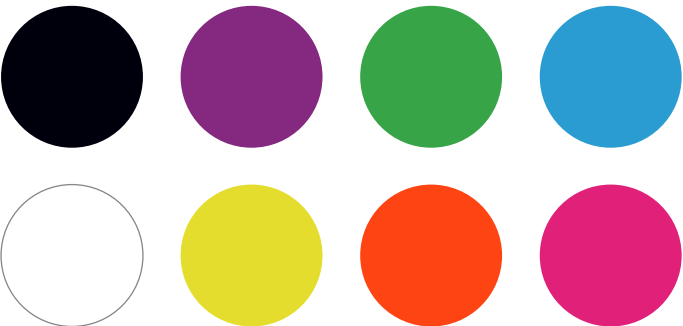
**Nucleus**  
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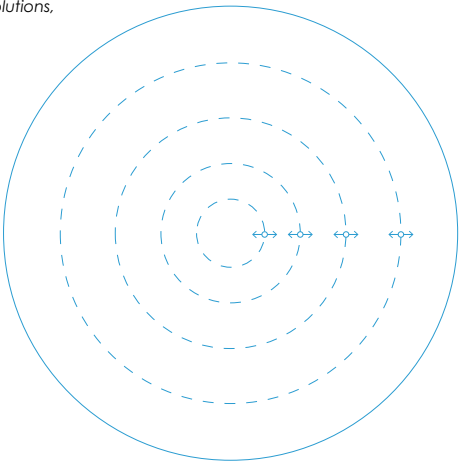
**Logo-**  
Use: brand indication  
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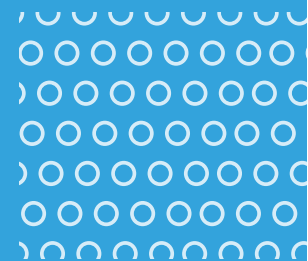


Color palette



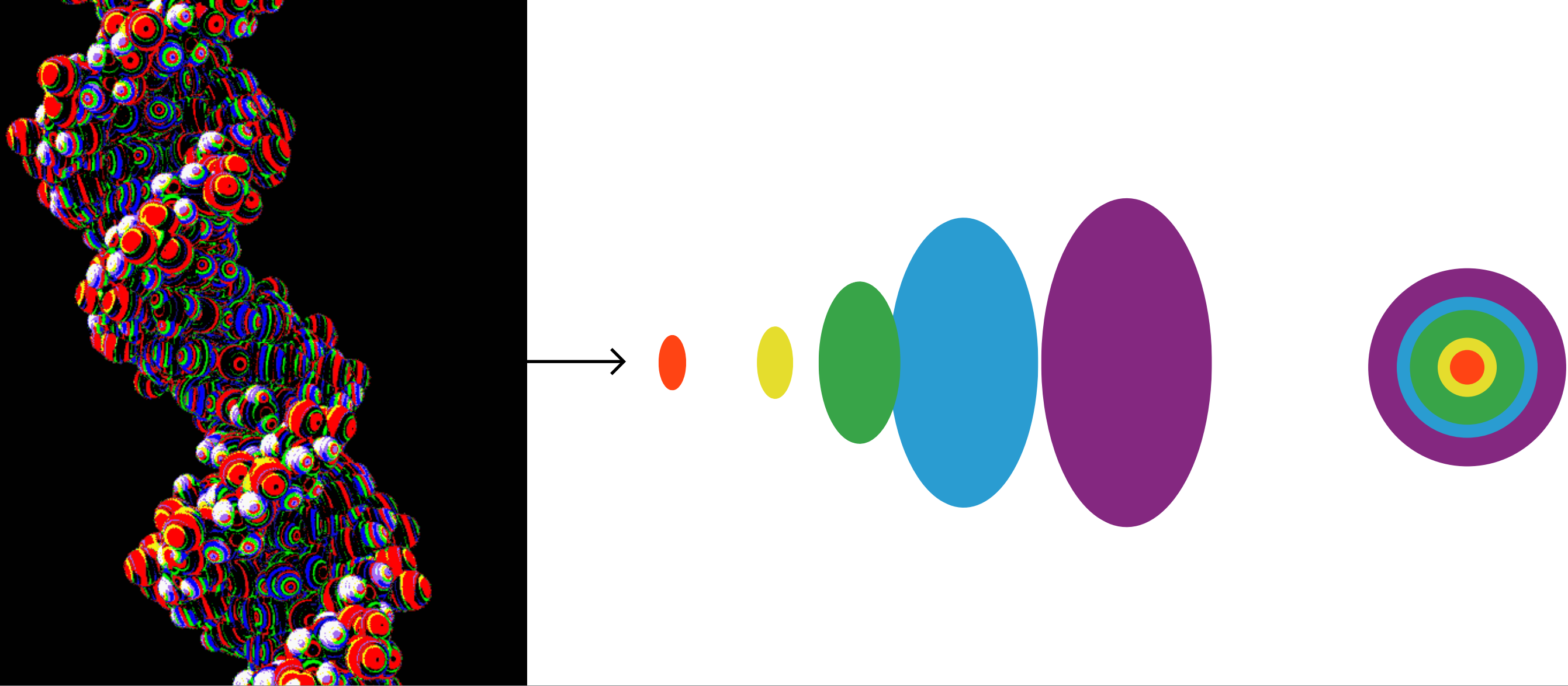
**Custom Nucleus**  
Special Use: indicate individual or targeted solutions, event, campaign, launch, infographic  
Medium: digital, motion, physical  
Background: light or dark





# Brand Identity System

## REWORKED COLOR



## THE DYNAMIC EXPLORER

This visual identity system creates a container metaphor that dynamically adapts to its environment and allows for infinite variations, much like a highly targeted gene-based solution. Inspired by bioinformatics and accented with a vibrant color palette and dramatic black and white imagery, it communicates something changeable, exploratory, alive and at its core, human.

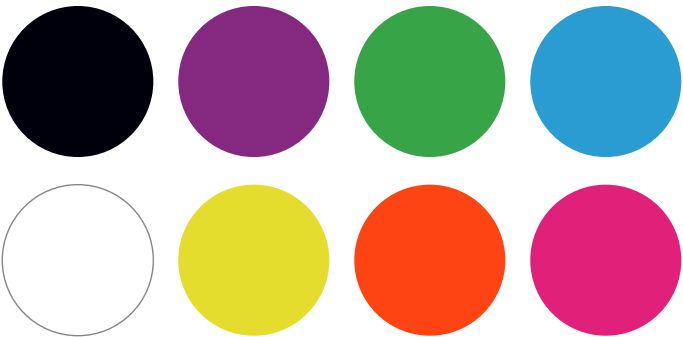


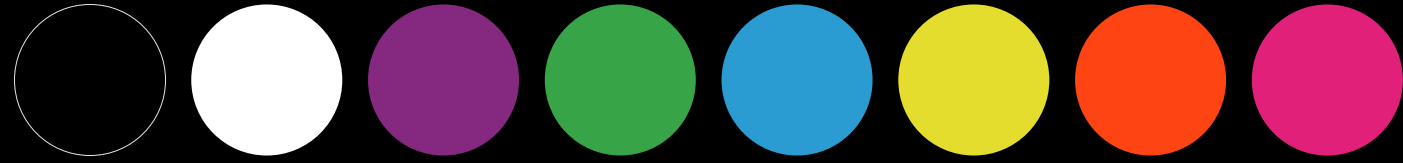


AaBbCc

AaBbCcDd0123    AaBbCcDd0123

AaBbCcDd0123    AaBbCcDd0123





voyager

voyager

voyager

voyager





Genetic medicine for neurological

# Health



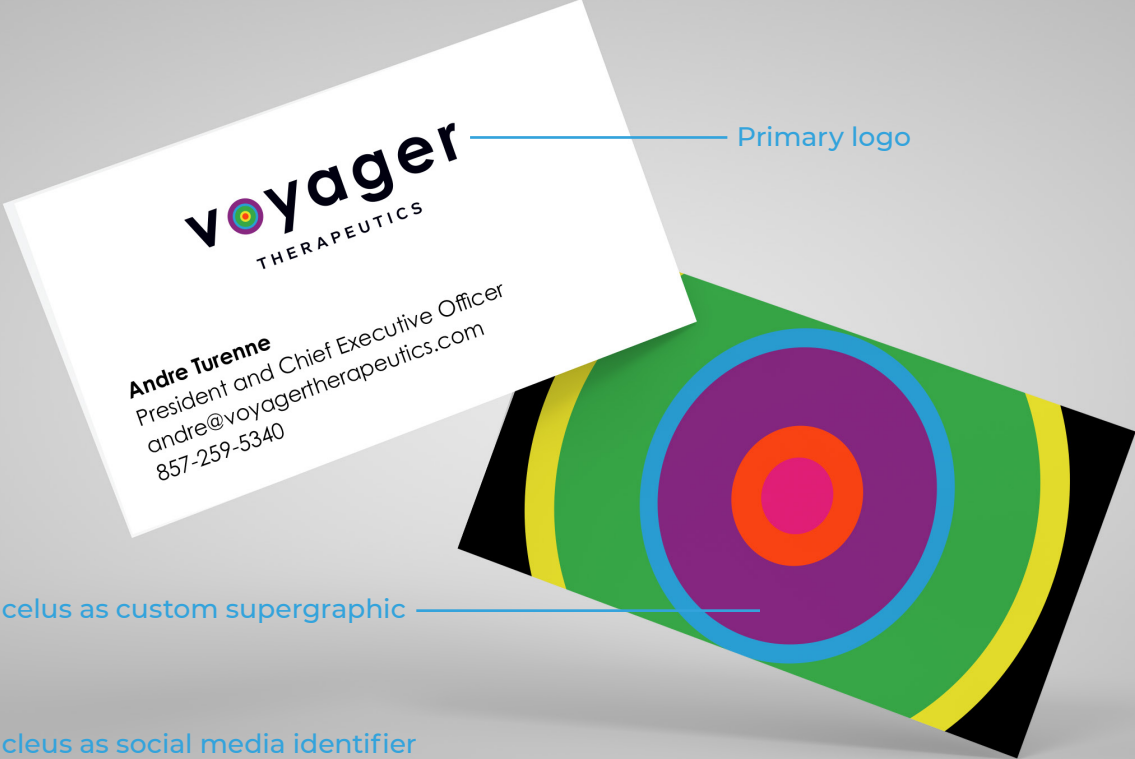


REWORKED - IN SITU





REWORKED - IN SITU



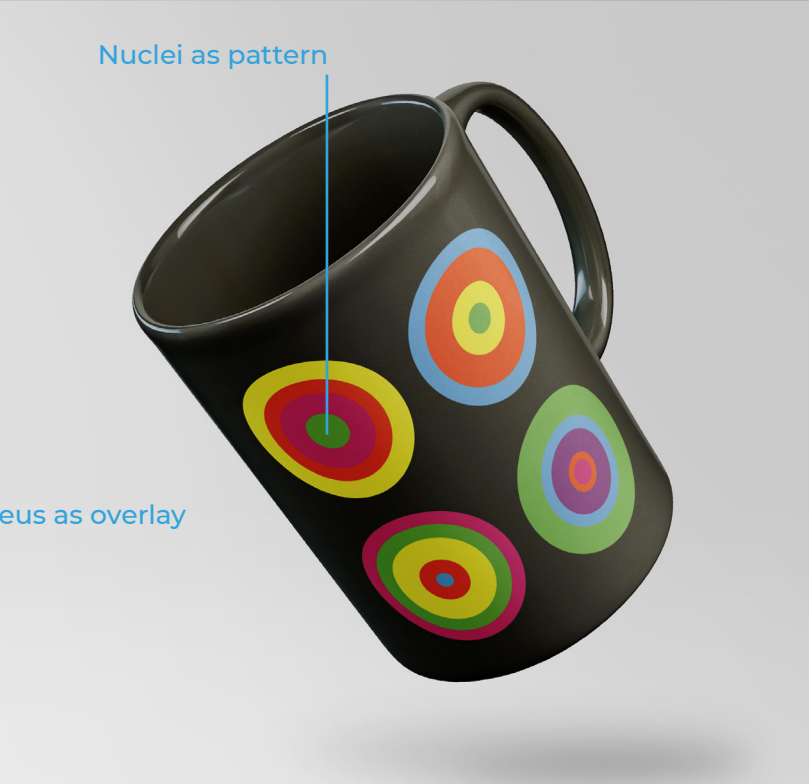
Primary logo

Nucelus as custom supergraphic

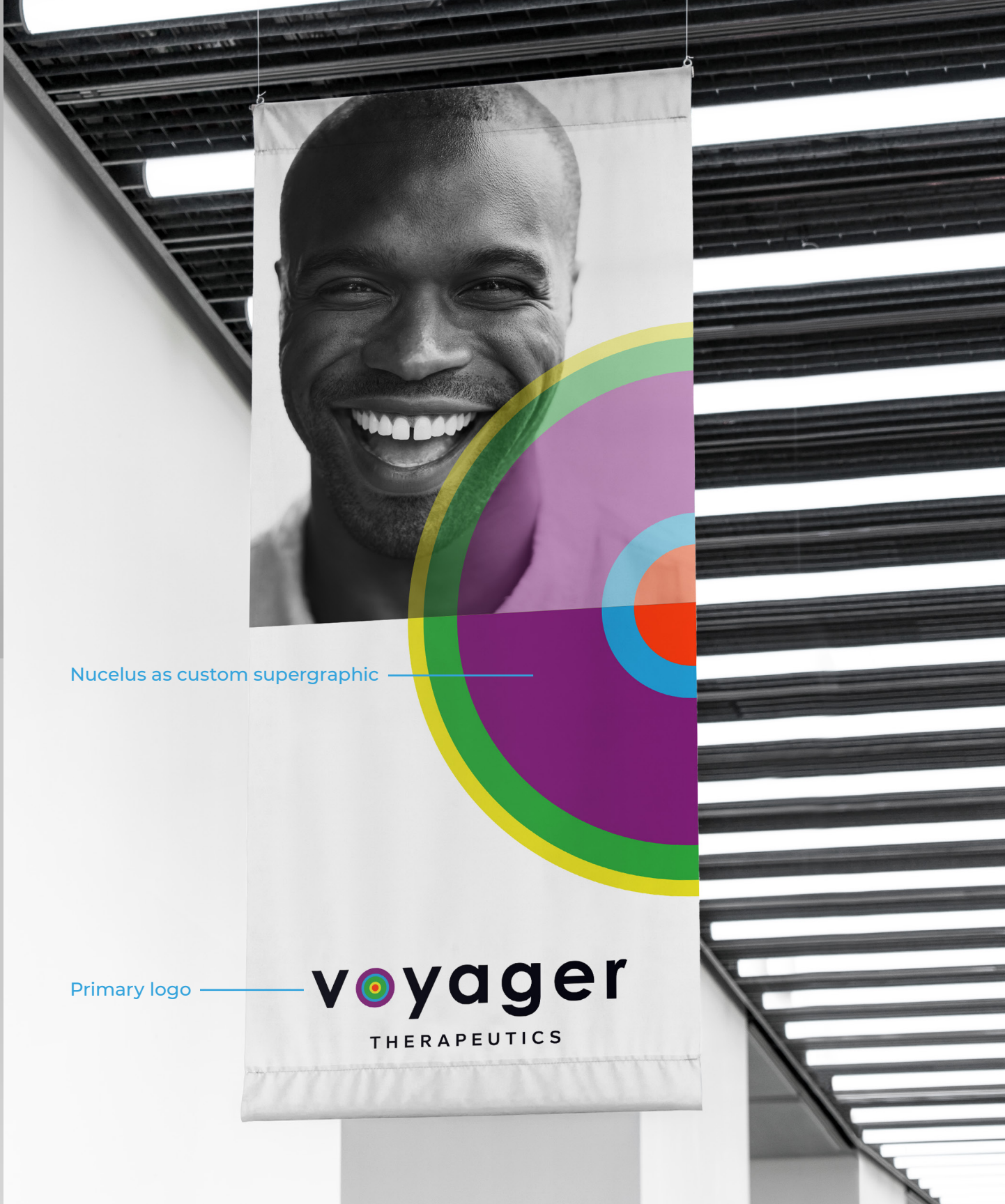
Nucleus as social media identifier



Nucleus as overlay



Nuclei as pattern



Nucelus as custom supergraphic

Primary logo



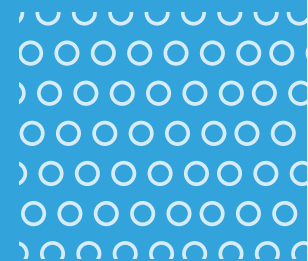
BUSINESS CARD IDEA



**voyager**  
THERAPEUTICS

**Andre Turenne**  
President and Chief Executive Officer  
andre@voyagertherapeutics.com  
857-259-5340





# Brand Identity System

## ROUND 5 SUMMARY

voyager  
THERAPEUTICS

voyager  
THERAPEUTICS

Original

Reworked



W<sub>2</sub>O

W<sub>2</sub>O

Thank You