

Events Design Style Guide

VERSION 1.0



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Introduction

Benefits of the new event system:

- **Brand-aware**
With a consistent look and feel, the new event structures communicate a powerful brand image that stands out in any environment.
- **Customizable**
This system allows every division to communicate its unique message. Most booth configurations are flexible enough to include a combination of products, monitors, images, and ideas.
- **Cost-effective**
The event system can save divisions the money, time, and effort of creating new booths for each event.
- **Customer-focused**
In line with our customer-focused company initiative, these booths allow us to show images of people using and benefiting from our products
- **Consistently produced**
To ensure consistent production of events files, please contact your regional events manager for file templates: all booth types and sizes; bioimage backgrounds; and a sample CMYK background. These are the only files that may be used for events artwork and must never be altered or recreated in any way.

Applied Biosystems has introduced a new global events system to unify our brand, offer greater flexibility across divisional marketing and reduce cost. This guide has been prepared to help all AB employees work with this new system as they plan large and small events. It will help you choose appropriate configurations of the various event properties with your images, products, and messages. You will also find detailed renderings of the properties and their components.

Why introduce a new event system?

Our new event system reduces the time and expense of creating new booth designs for each event. More importantly, the new event design system standardizes the Applied Biosystems brand globally, allowing for more consistent—and more effective—communications.

Section 1

Event Guidelines

Section 1: Event structure guidelines

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1a Logo usage—Company, joint venture and partner logos

All global events must carry the company logo or the joint venture logo (Applied Biosystems/MDS SCIEX). To find out which logo is appropriate for your show, consult page 7.

Logos

Company logo

The Applied Biosystems Logo is blue and gray on a white background or in white against the blue background.

Joint venture logo

When participating in an event with a joint venture partner, the joint venture logo must be presented in black on a white background.

Partner logo

When participating in an event with a partner organization, the partner logo must be presented in white on a blue background. See elevation on page 32.

Company logo



Joint venture logo



Partner logo



1a Logo usage—25th Anniversary logo

2006 marks the 25th Anniversary of Applied Biosystems. The events program honors this major milestone by including the approved 25th Anniversary logo on all booths for the duration of 2006.

The vertically- or horizontally-oriented logo is diecut from vinyl film and applied to booth panels or wings. The logo must be removed from any booth used after December 31, 2006.

Make sure that optional monitors and/or plasma screens do not block the logo.

Colors

The logo is rendered in light metallic silver if on a dark background or dark metallic silver if on a light background.

The light metallic silver matches PMS 877 Silver and the dark metallic silver matches PMS 8403 Silver.

Note: For the double-sided 20' x 20' booth (not shown), the logo is placed on the left wing only, as the logo is visible through the translucent wing; another logo in the same position on the other side of the wing would be visually confusing.

25th Anniversary logo vertical version



25th Anniversary logo horizontal version



10' x 10' Luminents booth



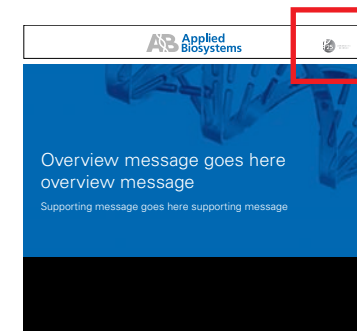
Booth-in-a-Box



10' x 20', 10' x 30', 10' x 40' Luminents booths



EACO booth (back panel)



Booth	Color	Version	Logo size	Placement	Measurements
10' x 10' and 20' x 20' Luminents booths	Dark silver	Vertical	8" W x 11.25" H	Left wing only	7.625" from left edge and 10" from top of wing
All other Luminents booths	Dark silver	Vertical	8" W x 11.25" H	Far left and far right wings	7.625" from left edge and 10" from top of wing
Booth-in-a-Box	Light silver	Horizontal	8.625" W x 4" H	Right side of header panel	48.25" from left edge and 8.75" from top of panel
EACO booth	Dark silver	Horizontal	25 cm W x 11.8 cm H	Right side of header panel	252.5 cm from left edge and 12.5 cm from top of panel

1b

Typography usage

Typography is an essential component in the Applied Biosystems communications system, adding dimension and distinctiveness to our event properties.

The Univers LT Std type family offers versatility, legibility and flexibility. Univers Light is our standard font. Univers Roman and Univers Bold can be used as support for emphasis or accent. Changing type size and weight allows you to emphasize important parts of your messages.

Messaging: Keep it brief

When planning your event, it is important to develop clear, short messages that state your main objectives. Avoid text that is long, complex, or vague. The properties should not contain paragraphs.

Please use the following fonts:

Standard font

Univers LT Std 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Supporting font for
emphasis and accent

Univers LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Supporting font for
emphasis and accent

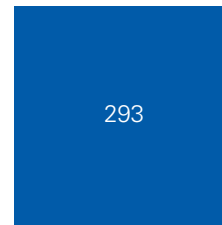
Univers LT Std 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

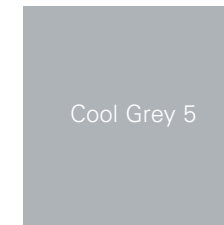
1c Color usage

The new corporate events graphics use Corporate Blue as the single, unifying color. Accent colors can be used to highlight key information. The text to highlight key messages such as product features and customer benefits must be white against the accent color bar. The neutral color palette is generally not used to highlight key information in corporate events graphics.

Corporate Blue



C 100
M 57
Y 0
K 2



Cool Grey 5

C 0
M 0
Y 0
K 29

Materials

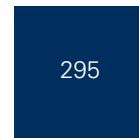


Birch



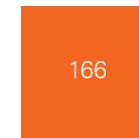
Brushed Aluminum

Accents



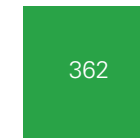
295

C 100
M 57
Y 0
K 40



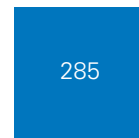
166

C 0
M 64
Y 100
K 0



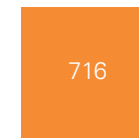
362

C 73
M 9
Y 100
K 0



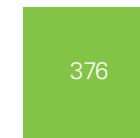
285

C 85
M 44
Y 0
K 0



716

C 0
M 45
Y 91
K 0



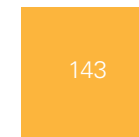
376

C 50
M 0
Y 99
K 0



292

C 49
M 11
Y 0
K 0



143

C 0
M 35
Y 85
K 0



382

C 29
M 0
Y 100
K 0

Neutrals



Cool Grey 3

C 0
M 0
Y 0
K 14



Cool Grey 7

C 0
M 0
Y 0
K 37



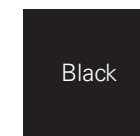
Cool Grey 9

C 0
M 0
Y 0
K 51



Cool Grey 11


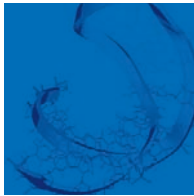

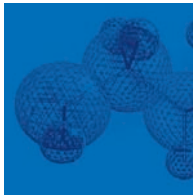






C 0
M 0
Y 0
K 67



Black

C 0
M 0
Y 0
K 100

1d Imagery—Image usage

	MB Division	PSM Division	Applied Markets Division	Services Division
Bioimage	 <p>DNA</p>  <p>mRNA</p>	 <p>Protein</p>  <p>Small Molecule</p>	 <p>No bioimage</p>	 <p>No bioimage</p>
Logo				

1d Imagery—Bioimagery

Bioimages are embedded in the corporate blue background for MB and PSM events, providing brand continuity and consistency with other marketing materials.

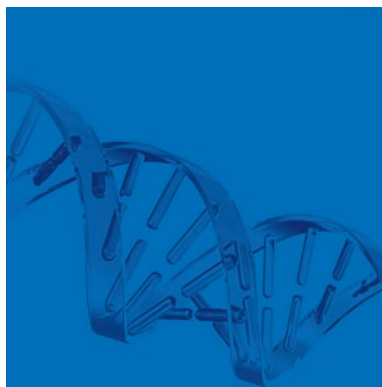
The MB division must use either the DNA or mRNA image; the PSM division must use either the Protein or Small Molecule. In some cases use of both images per division may be necessary.

The Applied Market and Services Divisions use solid blue instead of bioimages as a background. To ensure a rich blue, the background must be a placed Photoshop file filled with C100 M57 K2, at the vendor's specified size and resolution.

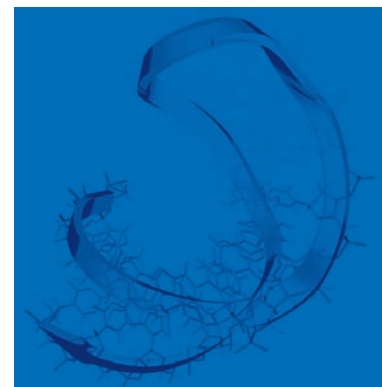
Producing artwork

To ensure consistent production of events files, templates for all booth types and sizes are available from your regional events manager. Bioimage backgrounds and a sample CMYK background are also available. These are the only files that may be used for events artwork and must never be altered or recreated in any way.

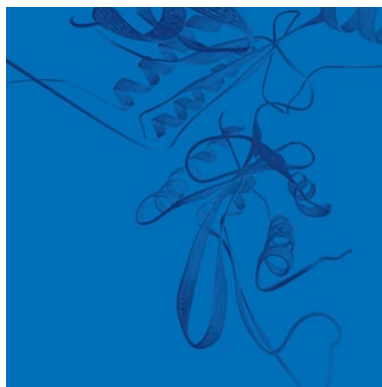
Molecular Biology Division
DNA



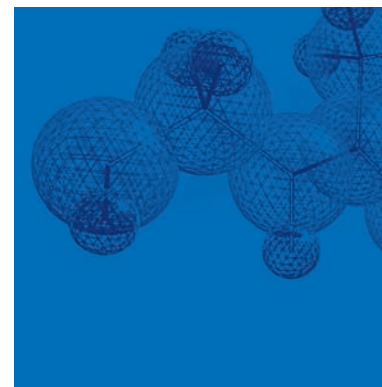
Molecular Biology Division
mRNA



Protein and Small Molecule Division
Protein



Protein and Small Molecule Division
Small Molecule



1d Imagery—Product imagery

Within the event structures, products can be shown two ways.

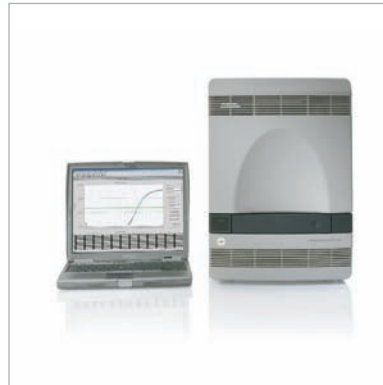
Products alone

Products can appear against a white background (top row). Product imagery against a plain white background may be shown on booth structures only during events where the actual product is not on display. Product images are in color.

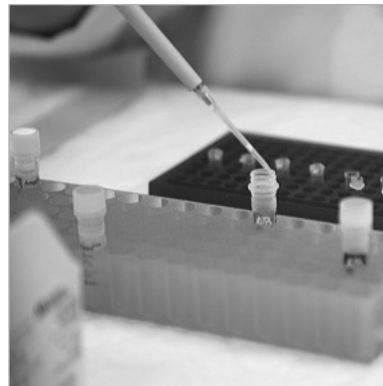
Products in a lab environment

Products can also be presented in a realistic “slice-of-life” lab setting (bottom row, left). The lab images, in which customers are shown using our instruments, help establish a rapport with our customers and demonstrate that we understand their business needs. These images are black and white only.

Products against white background



Customers using our products in a lab



People benefiting from the results of our products



1d Imagery—Customer and market segment imagery

When selecting images, please keep these components in mind.

Black and white

Black and white photography (top row) epitomizes Applied Biosystems' brand positioning as a real, authentic company that understands the needs of our customers. Black and white photography lends a documentary feel and perspective. (Images are produced as quadtones for greater tonal control.)

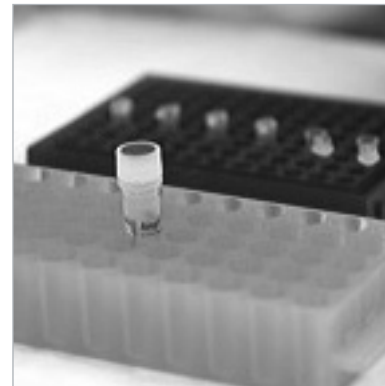
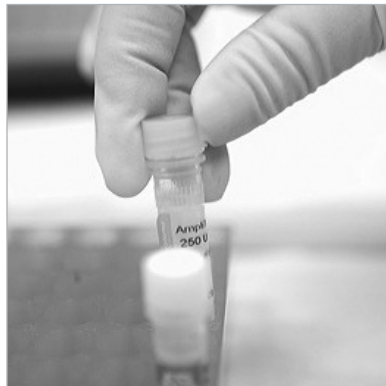
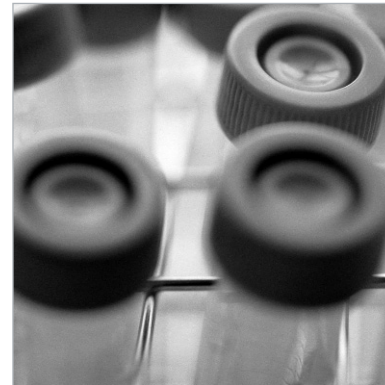
Lighting

The lighting in the images should be bright (bottom row, left). Choose pure white backgrounds and bold, limited accents of color. Black and white photography should have good contrast: highlights and dark shadows.

Angle

Search for unusual angles and perspectives (bottom row, center and right). For example, select an image that was photographed through product racks, or from the inside of a hood, instead of at a more traditional viewpoint. Wide-angle perspectives are also fine.

Black and white



1d Imagery—Customer and market segment imagery

Color images boldly command attention at high-profile events (typically 20' x 20' island booths). Consider the following when selecting color images that resonate with the Applied Biosystems brand.

Tell a story

Choose images and subject matter that connect your core message with the audience in a fresh way. Search for unusual angles and perspectives.

Less is more

Select images that have strong but simple compositions of color. Look for one or two dominant colors.

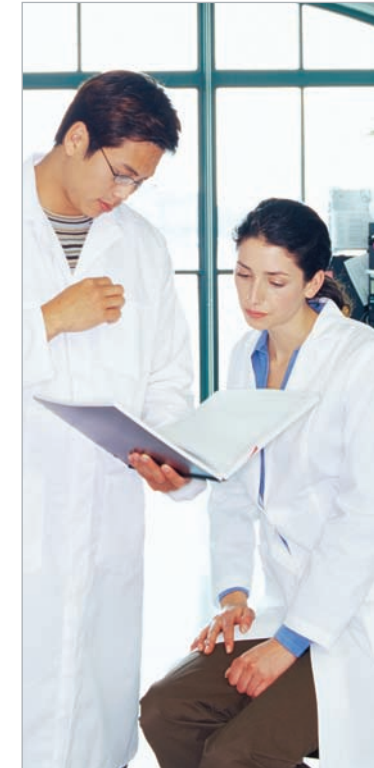
Hue

Work with the AB color palette. Select images that have a bright, white background and tones that complement the Applied Biosystems color palette. Always make sure the colors work well with the Corporate Blue.

Lighting

Bright backgrounds will give your images the contrast and vibrancy needed to work with the corporate color palette.

Color



1d Imagery—Data specific imagery

Within the event structures, data can be shown two ways.

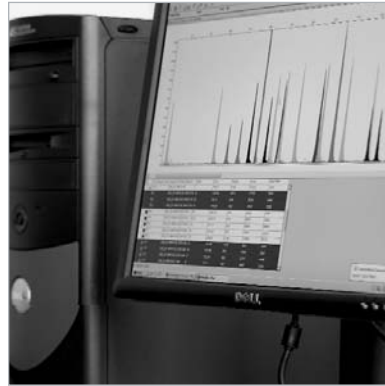
Data in lab settings

The preferred way to show data is in documentary-style photographs showing the graphs or charts as natural parts of real situations (top row). For example, a photograph could show two researchers reviewing results on a computer screen.

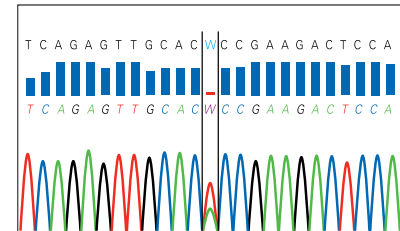
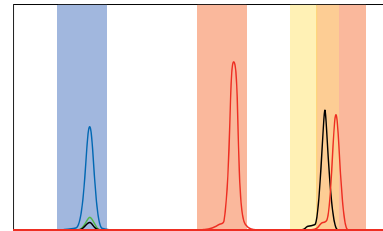
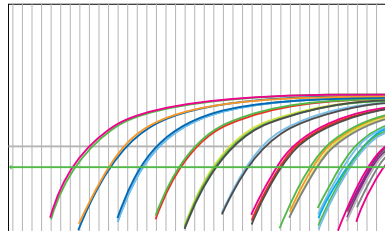
Line art—charts and graphs

In cases where the pure quality of the data is important, simple line charts and graphs can be used in color (bottom row).

Data in lab settings



Line art—charts and graphs



Section 2

Event Structure Specifications

Section 2: Specific guidelines for event design

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- Luminent
- Table-top (Booth-in-a-Box)
- EACO booth

b. Luminents

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- Specifications—Side panel A16
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and tower panel D18
- Specifications—Instrument sign, wing sign
and counter19
- Specifications—Monitor and plasma screen20
- Basic design
 - 10' x 10'21
 - 10' x 20'22
 - 10' x 30'24
 - 10' x 40'26
 - 20' x 20'28

c. Special circumstance design

- Mutually funded
 - Single joint venture sponsor (10' x 20')31
 - Dual sponsor (10' x 20')31
 - Partner strategy (10' x 20')32
 - Partner strategy without product (10' x 20')32
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e. Specific guidelines for EACO booth (Asia-Pacific 3-D booth)

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2a Overview—List of different structure types

A variety of booth configurations are available to meet your needs.

Luminent

- High-quality, best representation of brand
- Can accommodate partnerships and joint ventures
- Contains lighting for more impact
- Recommended for high-profile events

Table-top (Booth-in-a-Box)

- Small booth space
- Low-profile events
- Compact
- For use in United States only

EACO booth

- Easy to set up
- Lightweight

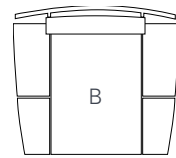
2b Luminents—Dimensions

Luminent Booth Displays

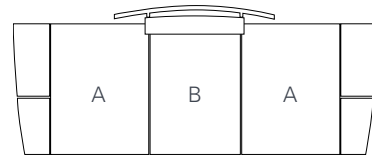
- A: 63 1/8" w x 84" h
- B: 58 1/16" w x 84" h
- C: 28 1/2" w x 57" h
- D: 38" w x 85 1/2" h

Consistent production

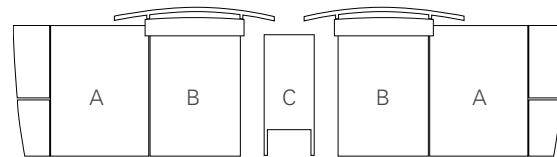
To ensure consistent production of events files, please contact your regional events manager for file templates: all booth types and sizes; bioimage backgrounds; and a sample CMYK background. These are the only files that may be used for events artwork and must never be altered or recreated in any way.



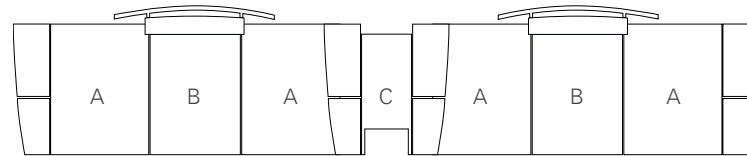
10' x 10'



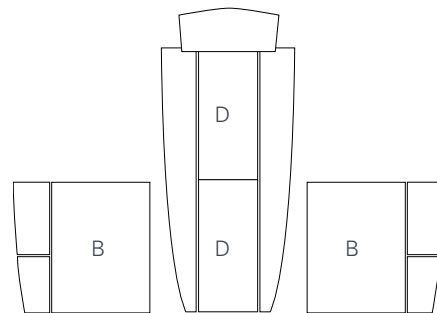
10' x 20'



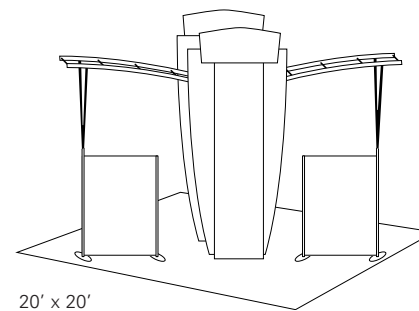
10' x 30'



10' x 40'



20' x 20'



20' x 20'
3-D angle

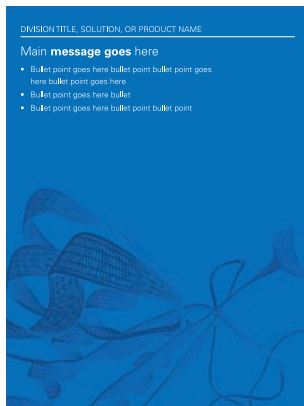
2b Luminents specifications—Side panel A

Side—panel A
63.125" x 84"
text only

Unless otherwise specified: All type Univers Light, knock out from background, flush left, upper/lower case, initial caps only. Type size may vary plus-or-minus 10 percent to accommodate unusually short or long lines.

Consistent production

To ensure consistent production of events files, please contact your regional events manager for file templates: all booth types and sizes; bioimage backgrounds; and a sample CMYK background. These are the only files that may be used for events artwork and must never be altered or recreated in any way.



Background

- Bioimage or solid blue, no border

All text and rule

- For 10' x 40' booth only, right indent 4.25" on left center panel and left indent 4.25" on right center panel to allow for lightbox wing or monitor overlap

Header

- Division title, solution, or product name
- All caps, 120/180 pts, 110 pts after; one line max
- NOTE: All type on this panel is in the same text box
- Top of caps 3" below top edge of panel
- Left indent 3"

Rule

- 18 pts, left and right indent 3"
- 6.375" below top edge of panel

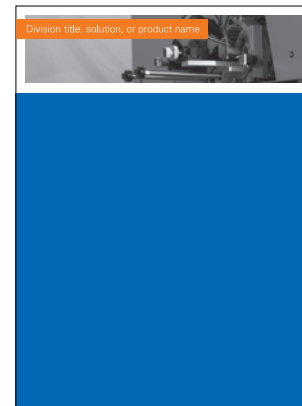
Main messaging

- 210/240 pts, 50 pts after; two line max
- Left indent 550 pts if 17" monitor is on left side of panel
- Univers Bold may be used for emphasis, three words max

Bullet points (only if essential)

- 120/180 pts, 20 pts before; indent and tab 150 pts

Side—panel A
63.125" x 84"
quadtone



Image

- Quadtone image is 16" high plus 2" white border on all sides

Background

- Bioimage or solid blue, no border

Header and color bar

- For 10' x 40' booth only, right indent 4.25" on left center panel and left indent 4.25" on right center panel to allow for lightbox wing or monitor overlap

Header

- Division title, solution, or product name
- 150/180 pts; indent 2" from left and right of color bar
- Vertically center in color bar
- One line/four words max; two lines only if essential
- Indent 550 pt if color bar and monitor are on left

Color bar

- (Match) 166 or 716 Orange, or 362 or 376 Green
- Color bars on left and right panels must be the same color
- Flush to outside edge of panel
- Height 4" if one line (preferred); 6" if two lines; width and vertical placement variable
- Left panel has bar on left, right panel has bar on right

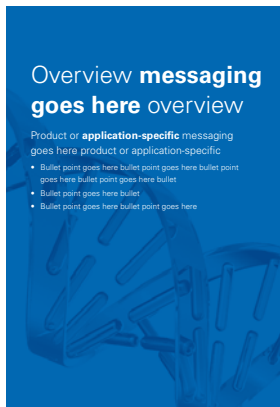
2b Luminents specifications—Center panel B

Center—panel B
58.0625" x 84"
text only

Unless otherwise specified: All type Univers Light, knock out from background, flush left, upper/lower case, initial caps only. Type size may vary plus-or-minus 10 percent to accommodate unusually short or long lines.

Consistent production

To ensure consistent production of events files, please contact your regional events manager for file templates: all booth types and sizes; bioimage backgrounds; and a sample CMYK background. These are the only files that may be used for events artwork and must never be altered or recreated in any way.



Background

- Bioimage or solid blue, no border

Header

- Main messaging
- 360/450 pts (preferred); may vary down to 330 pts with proportional leading if necessary for line breaks; 180 pts after
- Two lines max
- Top of caps 11.625" below top edge of panel
- Left indent 4.25" from edge of panel
- Univers Bold may be used for emphasis, three words max

Optional subhead

- 160/220 pts, 50 pts after
- Two lines max
- Univers Bold may be used for emphasis, three words max

Optional bullet points

- 120/180 pts, 20 pts before; indent and tab 150 pts
- Three bullet points max

Center—panel B
58.0625" x 84"
large image



Image

- Quadtone image with 2" white border on all sides

Header

- Main messaging
- 300/360 pts (preferred); may vary down to 280 pts with proportional leading if necessary for line breaks
- Two lines max
- Top of caps 3.25" below top edge of color bar; equal visual space below
- Left indent 3.25" from edge of color bar; equal visual space to right
- Univers Bold may be used for emphasis, three words max
- Monitor may not be used on left; if monitor is used on right, make type and color bar narrower

Color bar

- (Match) 166 or 716 Orange, or 362 or 376 Green
- Flush to outside left edge of panel
- Width, height and vertical placement variable

2b Luminents specifications—Lightbox panel C and tower panels D

Lightbox—panel C
28.5" x 57"
(22.5" x 51" live area)

Unless otherwise specified: All type Univers Light, knock out from background, flush left, upper/lower case, initial caps only. Type size may vary plus-or-minus 10 percent to accommodate unusually short or long lines.

Consistent production

To ensure consistent production of events files, please contact your regional events manager for file templates: all booth types and sizes; bioimage backgrounds; and a sample CMYK background. These are the only files that may be used for events artwork and must never be altered or recreated in any way.



Image

- Quadtone image, no border

Header

- Additional image and large scale messaging
- 120/180 pts
- Indent 3.125" from left edge of panel
- Top of caps 2" below top edge of color bar; equal visual space below
- Four lines max
- Univers Bold may be used for emphasis, three words max

Color bar

- (Match) 166 or 716 Orange, or 362 or 376 Green
- Flush to outside left edge of panel
- Width and height variable, vertical placement at least 3.125" below top of panel

Background

- Bioimage or solid blue, no border

Header

- Additional large scale messaging
- 120/180 pts, 70 pts after
- Indent 3.125" from left edge of panel
- Top of caps 8.75" below top edge of panel
- Four lines max
- Univers Bold may be used for emphasis, three words max

Optional bullet points

- 80/120 pts, 50 pts before, indent and tab 80 pts
- Three bullet points max

Tower—two panel D's
Each 38" x 85.5"
for or 38" x 171" total
(create artwork as one panel)



Image, upper panel

- Color or quadtone image with 2" white border
- If using 3 images (2 image panel A's plus image upper panel D) may use EITHER all color images OR all quadtone images; if using only one image (upper panel D only) may use color or quadtone image
- Logo header covers top 9.625" of panel; crop photo accordingly

Background, lower panel

- Bioimage or solid blue, no border

Header

- Main messaging
- 380/450 pts (preferred); can vary down to 360 pts with proportional leading if necessary for line breaks; 240 pts after
- Left indent 6.25" from edge of panel
- Top of caps 4.25" below top edge of lower panel
- Two lines max
- Univers Bold may be used for emphasis, three words max

Optional subhead

- 180/340 pts

Alternate design without image

- Bioimage or solid blue for both upper and lower panels, no border
- Specifications for header and optional subhead same as above
- EXCEPT top of header caps 16.5" below top edge of upper panel

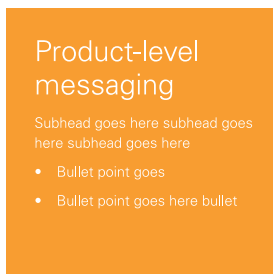
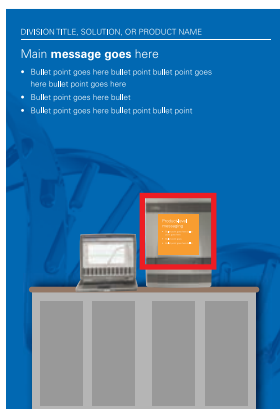
2b Luminents specifications—instrument sign, wing sign and counter

Instrument sign or wing sign

Unless otherwise specified: All type Univers Light, knock out from background, flush left, upper/lower case, initial caps only. Type size may vary plus-or-minus 10 percent to accommodate unusually short or long lines.

Consistent production

To ensure consistent production of events files, please contact your regional events manager for file templates: all booth types and sizes; bioimage backgrounds; and a sample CMYK background. These are the only files that may be used for events artwork and must never be altered or recreated in any way.



Instrument sign

- Product-level messaging
- All instrument signs in a booth must be the same color, but may be a different color from color bars on panels
- For 20' x 20' booths:
 - Different colors may be used on the front and back of the booth
 - All instrument signs on each side (front or back) must be the same color
 - EXCEPT for a mutually funded booth side (two divisions sharing the front or back)—the color bar and instrument sign(s) must be the same color for each division, but each division must use a different color
- Signs are affixed to instruments or, for very small instruments, placed in acrylic stands (right)
- For small instruments (left), sign is 8.5" x 8.5" and top of header is 0.875" from left and 1" from top of sign; right and bottom clear space 0.875"
- For wing (right) or large instruments, sign is 10.5" x 10.5" and top of header is 1.25" from left and 1.375" from top of sign; right and bottom clear space 1.25"

Background

- (Match) 166 or 716 Orange, or 362 or 376 Green

Header

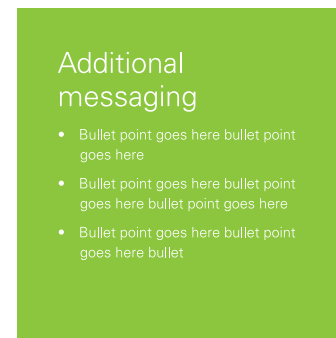
- 65/75 pts, 10 pts after
- Univers Bold may be used for emphasis, three words max

Optional subhead

- 32.5/45 pts, 20 pts before

Bullet points

- 32.5/45 pts, 20 pts before, indent and tab 50 pts
- Three bullet points max



Wing sign

- Additional messaging
- Same specs as instrument sign; 10.5" x 10.5" size only
- Signs may be on left and/or right outer wing(s)
- Top of sign is 15" below top edge of wing; 6" from inner edge of wing
- Sign is diecut from removable vinyl film and applied to wing

Instrument counter

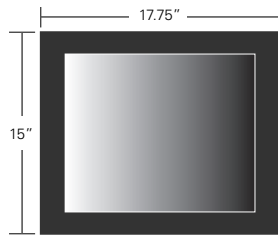
- Short counter (left) is 50" W x 30" H x 21" deep
- Long counter (right) is 72" W x 30" H x 21" deep
- Counters are centered in front of panels
- Counters are pushed all the way back against panels, i.e. with no space in between

2b Luminents specifications—monitor and plasma screen

Monitor

Consistent production

To ensure consistent production of events files, please contact your regional events manager for file templates: all booth types and sizes; bioimage backgrounds; and a sample CMYK background. These are the only files that may be used for events artwork and must never be altered or recreated in any way.



Description

- 18" LCD 4:3 monitor

Usage

- PowerPoint presentations or other visual media

Placement

- Vertical placement close to eye level
- For 10' x 10' booths (see page 21):
 - Place on join between right-hand wing and center panel B; NEVER on left
- For 10' x 20', 10' x 30' and 10' x 40' booths (see pages 22, 24 and 25):
 - Place on join between wing and side panel A; NEVER next to center panel B
- For 20' x 20' booths (see page 28):
 - Place on join between wing and outer panel B; OR on inside of outer panel B

Overlap

- Indent type 8.375" (600 pts) on left or right and adjust color bar and/or image crop to allow for monitor overlap

Plasma screen



Description

- 42" plasma 16:9 screen on stand

Usage

- Software demos or other high-end visual media

Placement

- Vertical placement close to eye level
- For 10' x 10' booths:
 - Place on stand between right-hand wing and center panel B; OR in front of center panel B; NEVER on left

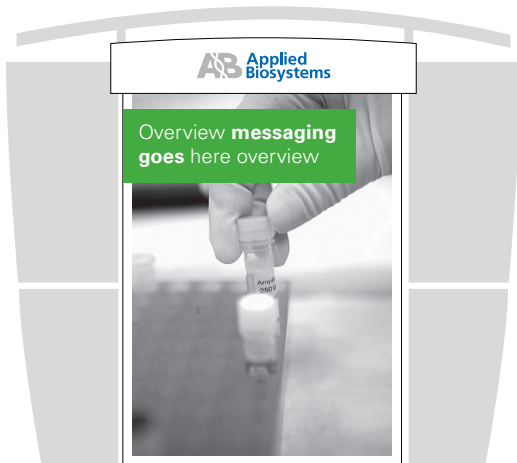
Placement, continued

- For 10' x 20', 10' x 30' and 10' x 40' booths (see pages 26 and 27):
 - Place on stand between outer wing and side panel A; OR in front of center panel B; NEVER between side panel A and center panel B
- For 20' x 20' booths (see page 30):
 - Place on stand between outer wing and outer panel B; OR in front of tower panel D; NEVER on inside of outer panel B

Overlap

- Indent type 23.75" (1700 pts) on left or right and adjust color bar and/or image crop to allow for monitor overlap

2b Luminents basic design—10' x 10'



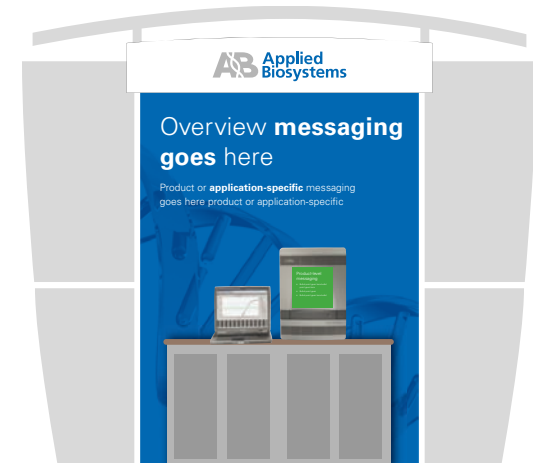
CENTER PANEL "B":
LARGE IMAGE WITH TEXT

- Quadtone image, white border
- Header reverses out of color bar
- Applied Biosystems or joint venture logo



CENTER PANEL "B":
TEXT ONLY

- Header and optional subhead reverse out of bioimage or solid blue, no border
- Applied Biosystems or joint venture logo
- Optional monitor



CENTER PANEL "B":
TEXT ONLY WITH COUNTER
AND INSTRUMENT SIGN

- Header and optional subhead reverse out of bioimage or solid blue, no border
- Applied Biosystems or joint venture logo
- Instrument sign for product-level messaging

2b Luminents basic design—10' x 20'



SIDE PANEL "A": TEXT ONLY

- Header and optional subhead reverse out of bioimage or solid blue, no border
- Optional monitor

CENTER PANEL "B": LARGE IMAGE WITH TEXT

- Quadtone image, white border
- Header reverses out of color bar
- Applied Biosystems or joint venture logo

2b Luminents basic design—10' x 20'



SIDE PANEL "A": INSET IMAGE WITH COUNTER AND INSTRUMENT SIGN

- Inset quadtone image, white border
- Bioimage or solid blue, no border
- Header reverses out of color bar
- Instrument sign for product-level messaging

CENTER PANEL "B": TEXT ONLY

- Header and optional subhead reverse out of bioimage or solid blue, no border
- Applied Biosystems or joint venture logo

OPTIONAL LIGHTBOX WITH IMAGE

- Quadtone image, no border
- Header reverses out of color bar

2b Luminents basic design—10' x 30'



SIDE PANEL "A": INSET IMAGE WITH COUNTER AND INSTRUMENT SIGN

- Inset quadtone image, white border
- Bioimage or solid blue, no border
- Header reverses out of color bar
- Instrument sign for product-level messaging
- Optional monitor

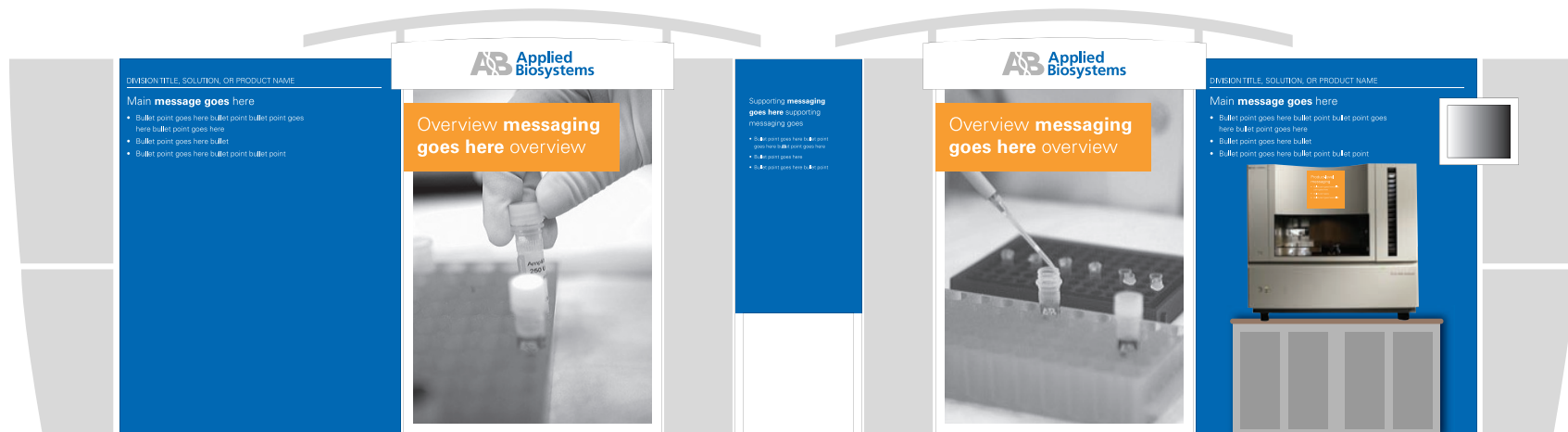
CENTER PANEL "B": TEXT ONLY

- Header and optional subhead reverse out of bioimage or solid blue, no border
- Applied Biosystems or joint venture logo

LIGHTBOX WITH IMAGE

- Quadtone image, no border
- Header reverses out of color bar

2b Luminents basic design—10' x 30'



CENTER PANEL "B": LARGE IMAGE WITH TEXT

- Quadtone image, white border
- Header reverses out of color bar
- Applied Biosystems or joint venture logo

LIGHTBOX WITHOUT IMAGE

- Header and bullets reverse out of bioimage or solid blue background, no border

SIDE PANEL "A": TEXT ONLY WITH COUNTER AND INSTRUMENT SIGN

- Header and optional subhead reverse out of bioimage or solid blue, no border
- Instrument sign for product-level messaging
- Optional monitor

2b Luminents basic design—10' x 40'



SIDE PANEL "A": TEXT ONLY

- Header and optional subhead reverse out of bioimage or solid blue, no border
- Optional plasma screen

LIGHTBOX WITHOUT IMAGE

- Header and bullets reverse out of bioimage or solid blue background, no border

CENTER PANEL "B": LARGE IMAGE WITH TEXT

- Quadtone image, white border
- Header reverses out of color bar
- Applied Biosystems or joint venture logo

2b Luminents basic design—10' x 40'



SIDE PANEL "A": INSET IMAGE WITH COUNTER AND INSTRUMENT SIGN

- Inset quadtone image, white border
- Bioimage or solid blue, no border
- Header reverses out of color bar
- Instrument sign for product-level messaging

CENTER PANEL "B": TEXT ONLY

- Header reverses out of bioimage or solid blue, no border
- Applied Biosystems or joint venture logo
- Optional plasma screen

LIGHTBOX WITH IMAGE

- Quadtone image, no border
- Header reverses out of color bar

2b Luminents basic design—20' x 20'



CENTER PANEL "B": TEXT ONLY WITH COUNTER AND INSTRUMENT SIGN

- Header and optional subhead reverse out of bioimage or solid blue, no border
- Instrument sign for product-level messaging
- Optional monitors both sides

TOWER PANEL "D": INSET IMAGE

- Color or quadtone image, white border
- Header and subhead reverse out of bioimage or solid blue, no border
- Applied Biosystems or joint venture logo

2b Luminents basic design—20' x 20'



**CENTER PANEL "B":
INSET IMAGE WITH COUNTER
AND INSTRUMENT SIGN**

- Inset color or quadtone image, white border
- Bioimage or solid blue, no border
- Header reverses out of color bar
- Instrument sign for product-level messaging

**TOWER PANEL "D":
INSET IMAGE**

- Color or quadtone image, white border
- Header and subhead reverse out of bioimage or solid blue, no border
- Applied Biosystems or joint venture logo

2b Luminents basic design—20' x 20'



CENTER PANEL "B": INSET IMAGE WITH COUNTER AND INSTRUMENT SIGN

- Inset color or quadtone image, white border
- Bioimage or solid blue, no border
- Header reverses out of color bar

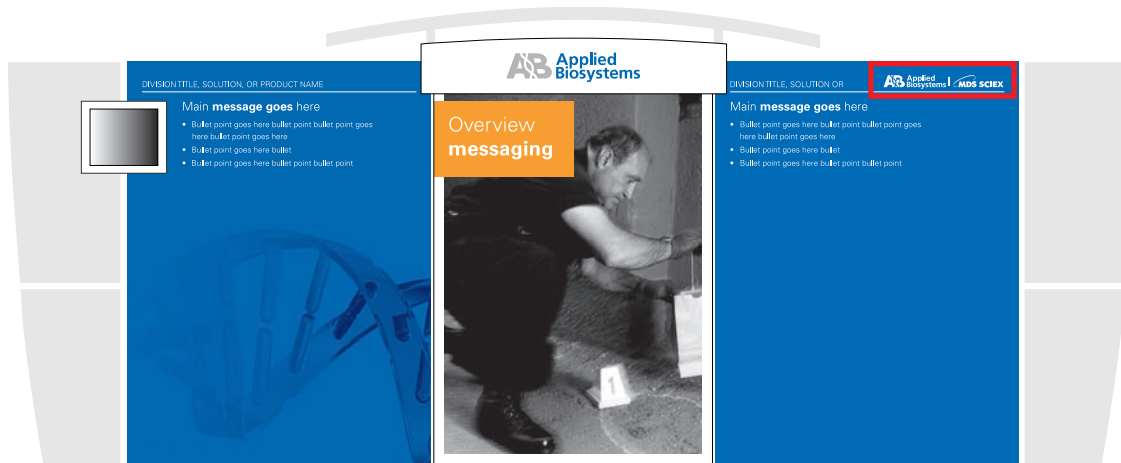
TOWER PANEL "D": TEXT ONLY

- Header and optional subhead reverse out of bioimage or solid blue, no border
- Instrument sign for product-level messaging
- Applied Biosystems or joint venture logo
- Optional plasma screen

2c Luminents special circumstance design—Mutually funded—10' x 20' examples

SINGLE JOINT-VENTURE SPONSOR

Joint venture logo 25" W on one panel only



DUAL SPONSOR

Joint venture logo on center header



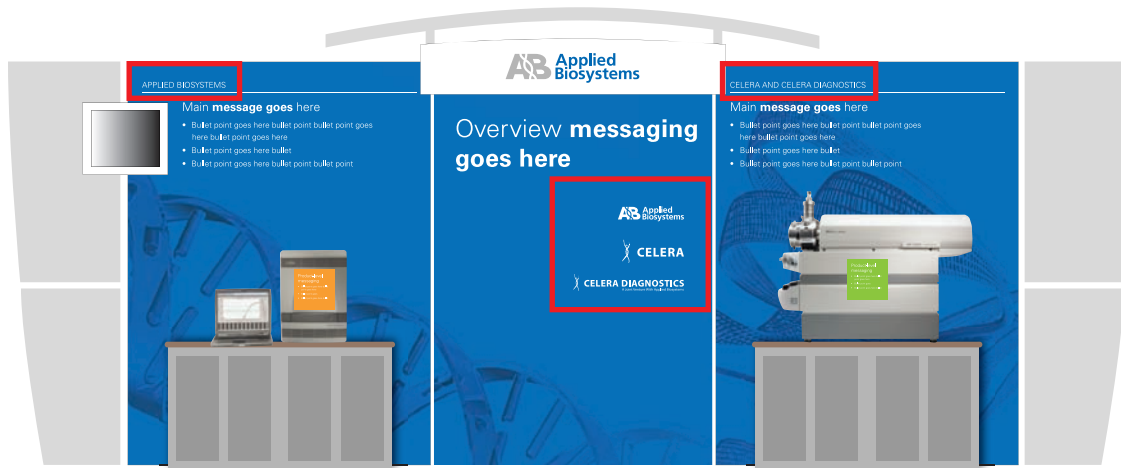
2c Luminents special circumstance design—Mutually funded—10' x 20' examples

PARTNER STRATEGY

Applied Biosystems logo
13" W on center panel;
other logo(s) similar visual
weight

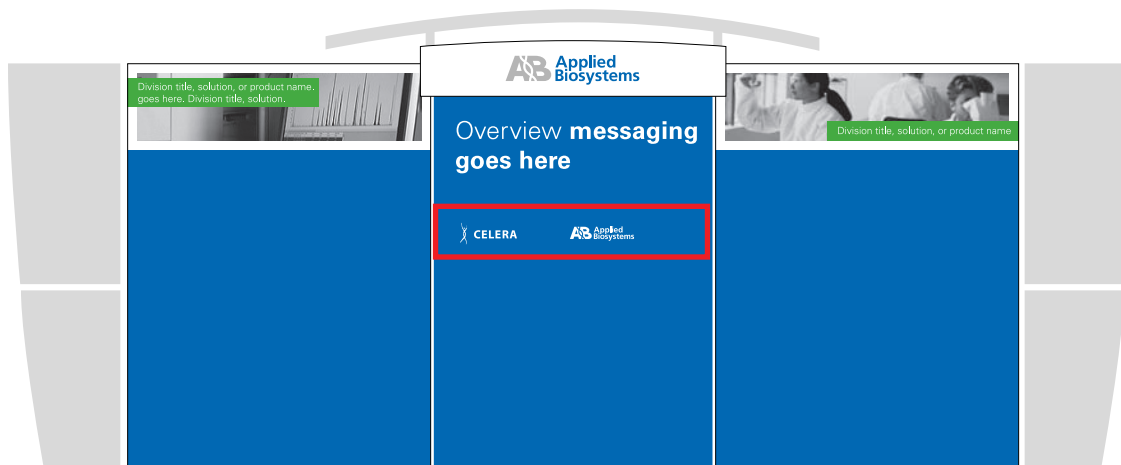
"Applied Biosystems"
as one header; name of
partner as other header

Instrument signs must
be different colors



PARTNER STRATEGY WITHOUT PRODUCT

Applied Biosystems logo
13" W on center panel;
other logo(s) similar visual
weight



2c Luminents special circumstance design—Mutually funded—20' x 20' example

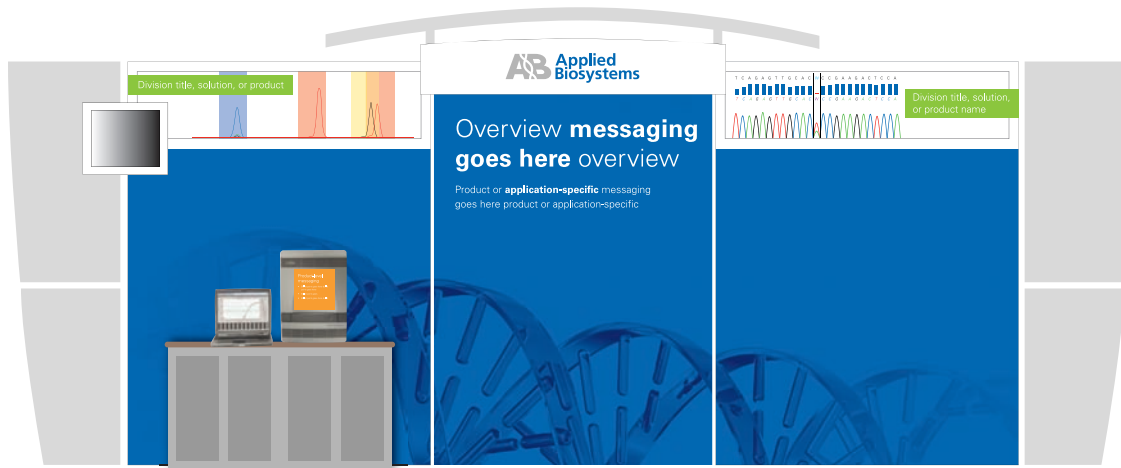
DUAL SPONSOR
Joint venture logo
on center header



2c Luminents special circumstance design—Data graphics—10' x 20' examples

STANDARD EVENTS

Line art—charts and graphs

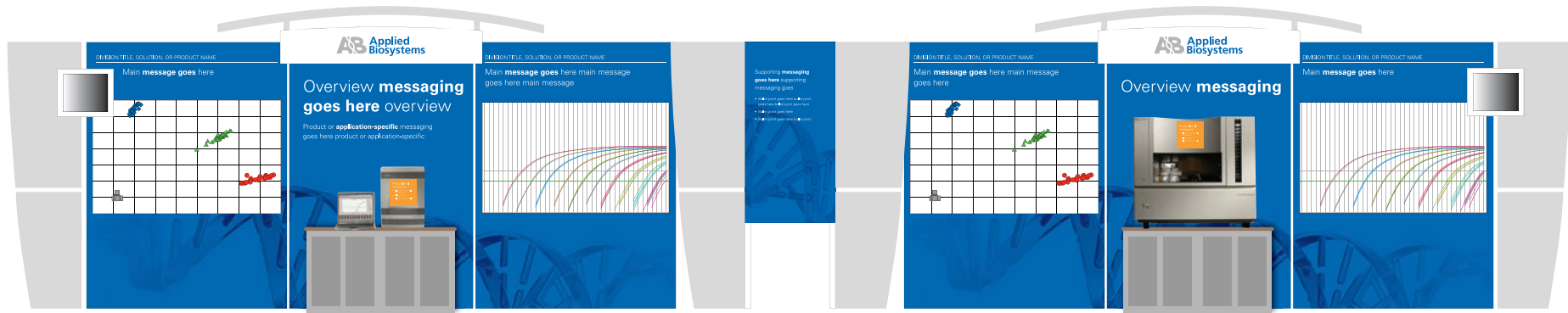


STANDARD EVENTS

Data in lab settings



2c Luminents special circumstance design—Data graphics—10' x 40' Example



HIGH PROFILE EVENTS

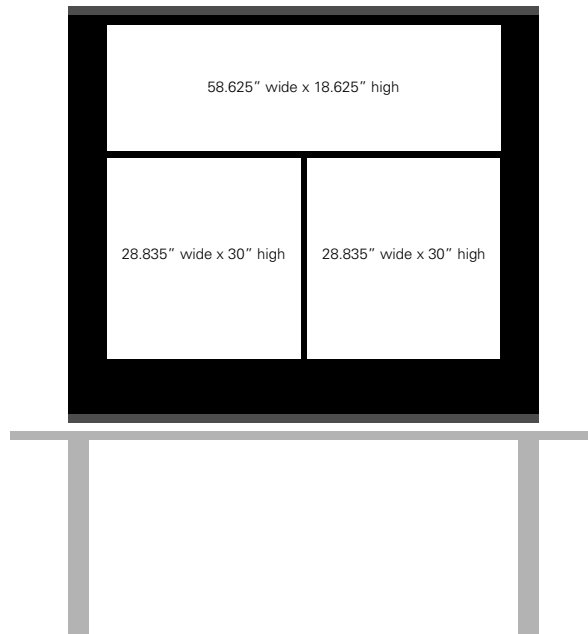
2d Table-top (Booth-in-a-Box)—Elevation and design

Booth-in-a-Box

Unless otherwise specified: All type Univers Light, knock out from background, flush left, upper/lower case, initial caps only. Type size may vary plus-or-minus 10 percent to accommodate unusually short or long lines.

Consistent production

To ensure consistent production of events files, please contact your regional events manager for file templates: all booth types and sizes; bioimage backgrounds; and a sample CMYK background. These are the only files that may be used for events artwork and must never be altered or recreated in any way.



Header panel

Logo on blue and color bar with type are created as one piece

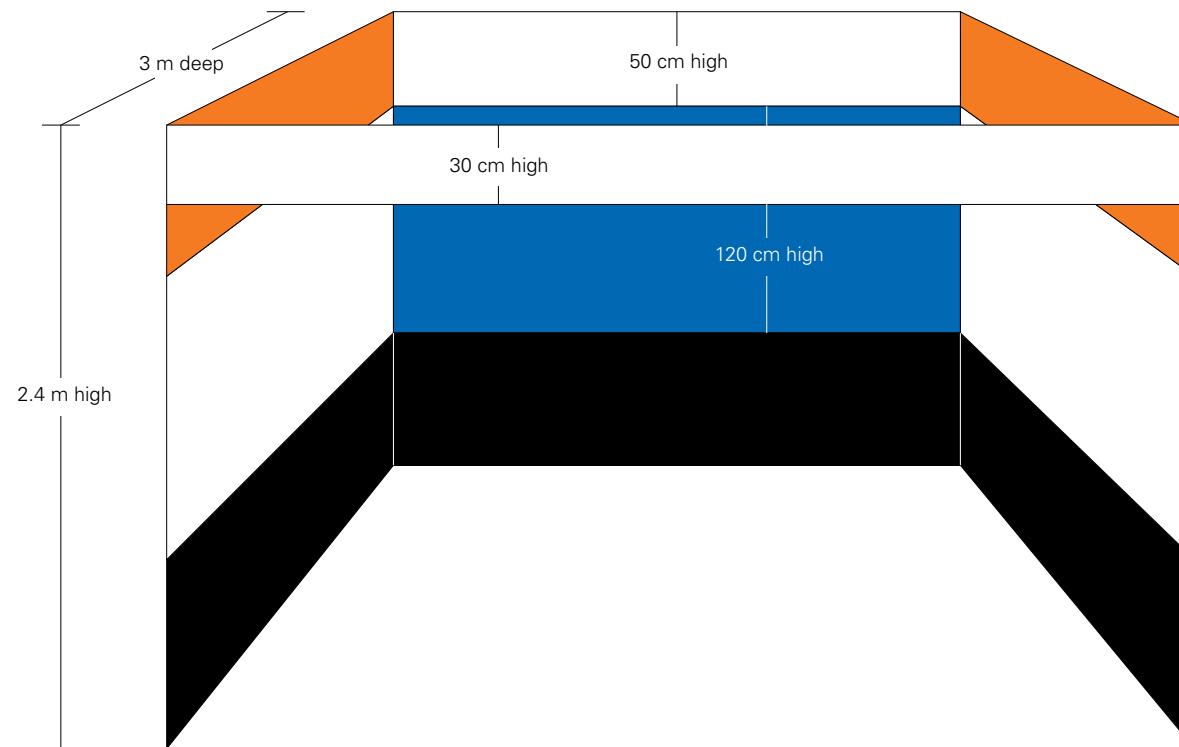
- Logo is 26.25" wide; top of logo is 3.75" from top of panel; center horizontally
- Logo background is PMS 293 Blue
- Type is overview messaging
- 230 pts, one line max
- Center type vertically and horizontally in color bar
- Color bar is 5" H
- (Match) PMS 166 or 716 Orange, or 362 or 376 Green EXCEPT must be PMS 166 Orange for HID

Image panels

- Quadtone images bleed all sides
- One color bar must be PMS 293 Blue
- Other color bar in accent color (match PMS 166 or 716 Orange, or 362 or 376 Green) must be same color as color bar in header panel
- Color bar width, height and vertical placement variable
- Type is product or application-specific messaging; 55/85 pts
- Top of caps is 1.625" from top edge of panel; indent 1.25" from left edge of panel; equal visual space on all sides
- Optional bullets tab and indent 70 pts, 10 pts before

2e EACO booth—Dimensions

EACO booth



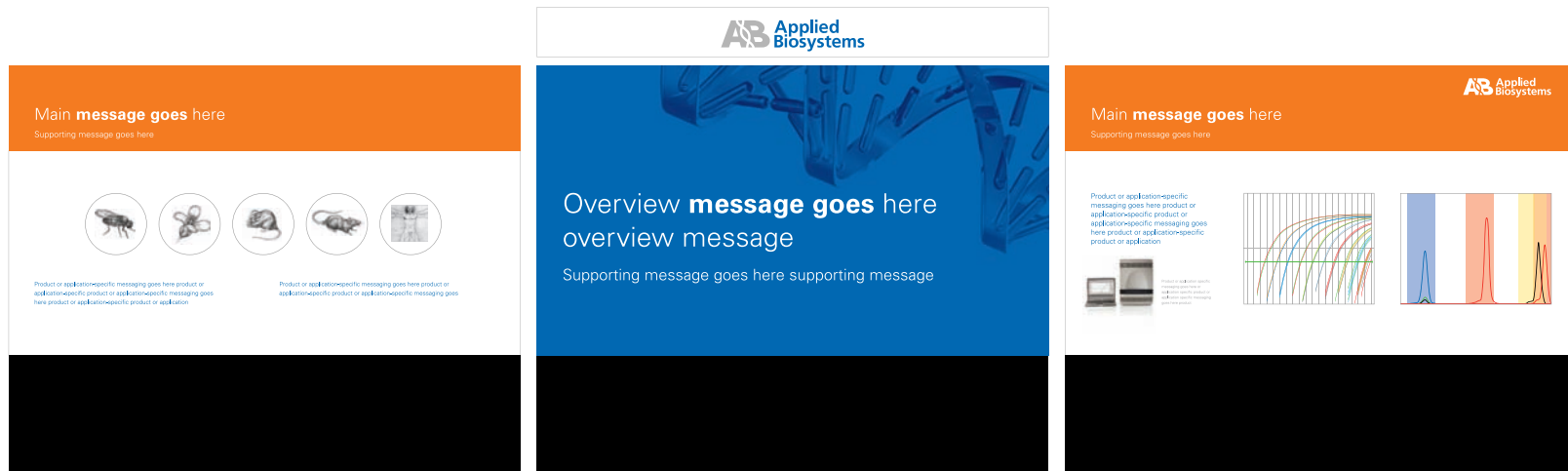
EACO booth

Unless otherwise specified: All type Univers Light, knock out from background, flush left, upper/lower case, initial caps only. Type size may vary plus-or-minus 10 percent to accommodate unusually short or long lines.

All type for EACO booth indents 15 cm from left edge of panel

Consistent production

To ensure consistent production of events files, please contact your regional events manager for file templates: all booth types and sizes; bioimage backgrounds; and a sample CMYK background. These are the only files that may be used for events artwork and must never be altered or recreated in any way.



Color bar

- 3 m W x 50 cm H; (match) 166 or 716 Orange, or 362 or 376 Green

Main messaging

- 270/290 pts; one line max
- Top of caps 25 cm from top edge of panel
- Univers Bold may be used for emphasis, three words max

Supporting messaging

- 140/290 pts; one line max

White area

- 3 m W x 120 cm H

Imagery

- Top of imagery 75 cm from top edge of panel; center horizontally on panel
- 5 pt border; PMS Cool Gray 5

Text-level messaging

- 100/150 pts; three line max
- PMS 293 Blue
- Baseline of last line of type 30 cm from bottom edge of panel; columns top-align
- Text in two-column layout is 115 cm W
- Optional second column indents 160 cm from left edge of panel

Overview messaging

- 450/560 pts; two line max
- Top of caps 75 cm from top edge of panel
- Univers Bold may be used for emphasis, three words max

Supporting messaging

- 260/560 pts; two line max

Background

- Bioimage or solid blue, no border

Text-level messaging

- Text in three-column layout is 75 cm W with minimum 15 cm gutter; width of graphs or other imagery may vary
- Top of caps 75 cm from top edge of panel

Caption

- 60/90 pts
- PMS Cool Gray 9
- Baseline of last line of type 30 cm from bottom edge of panel

Graphs

- Bottom of graphs 30 cm from bottom edge of panel
- 5 pt border; PMS Cool Gray 5

