So, it's time for a new look.

argenx brand identity guidelines

BETA - Work in progress

argenx

Infinite + Curiosity

Making the transition

As a global immunology company we grew fast, but our visual identity did not grew with us. We reached a point where our style did not reflect who we are anymore. That is why we have refreshed our brand identity in a way that we do not lose our old values and identity but expand on what has been established.

Our brand identity is a powerful way to leverage the strengths of our company. By unifying the way we look and talk, we send a signal to the world that argenx truly demonstrates that its potential is infinite. With our new brand identity we become more versatile, accessible and more human. Like our science and innovation, we want to be ahead of our time.

This version (v 0.1) is mainly for getting acquainted with the style. this living document will be improved the upcoming time

Smart, Human, Clean, Sophisticated, Pure, Emotional, Established

A strong visual identity helps us make a powerful first impression. We achieve our goal in two ways: Visuals (how we look and act), and Words (what we say and how we say it).
By combining these core elements in an original and creative way, we will ensure we build a distinctive and memorable argenx brand personality.
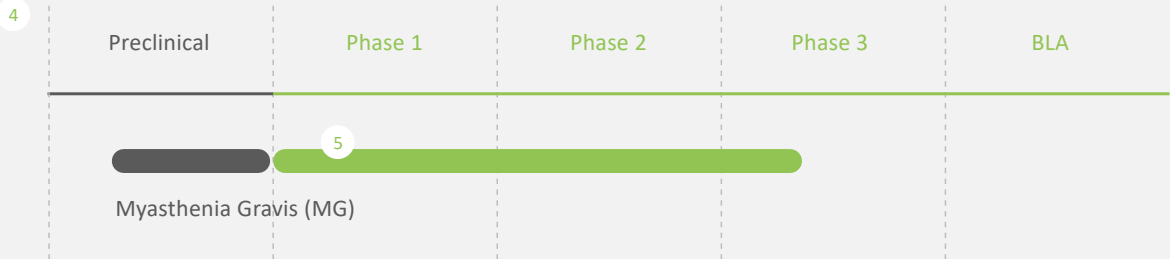
1

Redefine biology and discover new science

9

2 At argenx we know that the leaps in progress will come from exploring the unknown. Embracing the insight - 'We don't know what we don't know' – ignites our curiosity to leave no stone unturned. In our pursuit to redefine biology and discover new science for cures we seek a new perspective. Adventurous, we explore uncharted biological and scientific territory. We reveal the unthinkable for the patients of tomorrow.

6

3 Button

7 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis fermentum, nulla sit amet euismod tincidunt, dui odio sodales augue, in dignissim justo mi ac ligula. Ut laoreet quam non nisl aliquet.

4 | Preclinical | Phase 1 | Phase 2 | Phase 3 | BLA |

5

Myasthenia Gravis (MG)

8 argenx

Do

1. Create titles with the Exo 2 regular font, please use lowercase text and use enough line-height as referred to in the Typography paragraph.
2. Body text should be in argenx grey or white on darker backgrounds, always taking into account line-height is sufficient and text is placed in lowercase. Make sure there's enough whitespace around all items so they have space to breath and will come out more clear.
3. Buttons should be rounded off, preferably in green with the text centralized in Calibri lowercase with fair space around.
4. Tables should always be open structured, thin lined and free from solid color backgrounds.
5. Create charts, graphs and other graphical items with solid color bars that are fully rounded on the edges and have a certain white space around them.
6. Use shapes sporadically to create a more dynamic looking page. Use only shapes and photography approved by argenx. For more information how to apply shapes and photography visit the graphic section
7. Use the Calibri font in small font-size to create highlights, ensure that the text is legible and line-height is sufficient. For more information visit the typography section.
8. Make sure the argenx logo is up-to-date, placed in on of the 4 corners with enough space around the logo and in the exact color combination. (no blue dot, no gradients, dark grey text) For more information visit the logo section.
9. Use enough white space in different documents and designs to get a neat, clean look and create clarity and peace.

1

argenx

8

7

2

3

REDEFINE BIOLOGY AND DISCOVER NEW SCIENCE

At argenx we know that the leaps in progress will come from exploring the unknown. Embracing the insight - 'We don't know what we don't know' – ignites our curiosity to leave no stone unturned.

In our pursuit to redefine biology and discover new science for cures we seek a new perspective. Adventurous, we explore uncharted biological and scientific territory. We reveal the unthinkable for the patients of tomorrow.

BUTTON

4

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis fermentum, nulla sit amet euismod tincidunt, dui odio sodales augue, in dignissim justo mi ac ligula. Ut laoreet quam non nisl aliquet.

5

Preclinical	Phase 1	Phase 2	Phase 3	BLA

Myasthenia Gravis (MG)

6
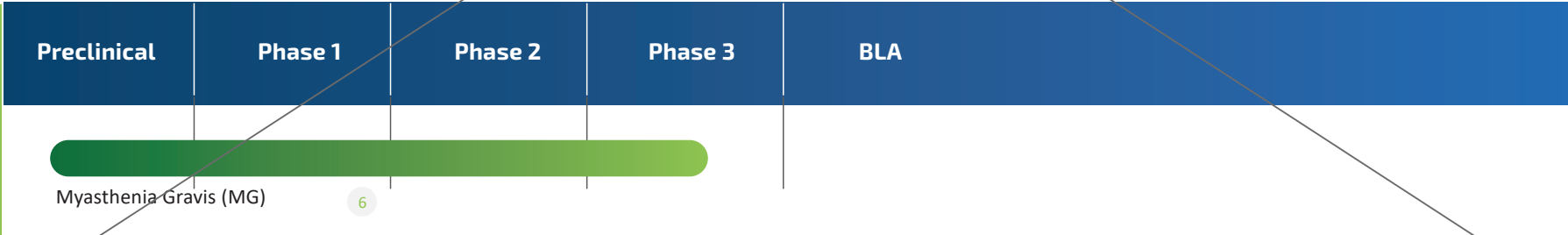
Don't

1   Do not use the old and discontinued logo.
2   Avoid using icons in any form.
3   Do not make titles rough, bold and massive. Keep it light.
4   Avoid square buttons and text in capitals. Think round.
5   Keep tables simple and open and do not use plain colored backgrounds. Openness is important.
6   Avoid color-gradients in graphical elements and keep them refined and rounded where needed.
7   Do not use heavily edited stock images, use real images only.
8   Do not put the classic old-style divider in dots or in blue on top of documents, keep it clean. Use enough white space.

Logo

A freshed up logotype

Consistent usage of our Argenx logo on our supporting color palette helps build recognition of our brand and ensures our logo is always rendered with proper impact and legibility. The Argenx logo in blue should preferably be used on white and light backgrounds, while the white version logo should be used only on approved brand colors and on imagery where the logo is clear and unobstructed.

X 2 (MINIMUM)

X 2

X 1

| 1 | 2 | 3 |

X 1

X 3

X 3

X 2 (MINIMUM)

The clear space around the logotype allows it to stand out from surrounding elements, as this makes any piece of communication clearly and instantly recognizable as argenx . The clear space is related to the width and height of X.

The combined logo should be seen as an entity and be presented in the same optical appearance. The 'k' in the argenx logo as well as the 'N' in the logo should be of the same height. This ensures that the logos receive the same optical importance.

X 2

X 1

X 1
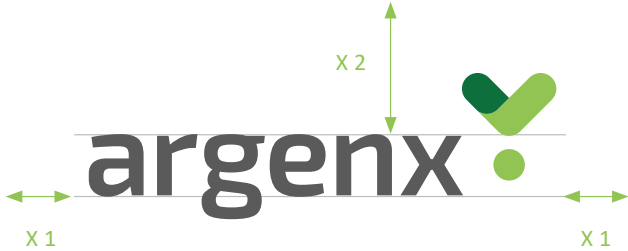
When used in smaller format

The Argenx logos should be set in their original colors (preferred), but can also be shown in all white when against a dominant color field. The logos can also be placed over an image, however there must be sufficient contrast for clear legibility.

X 2

argenx

X1

Micro

X 1

a

X 3

argenx

x1

X 3

Portrait

X 3

argenx

x1

X 3

Landscape
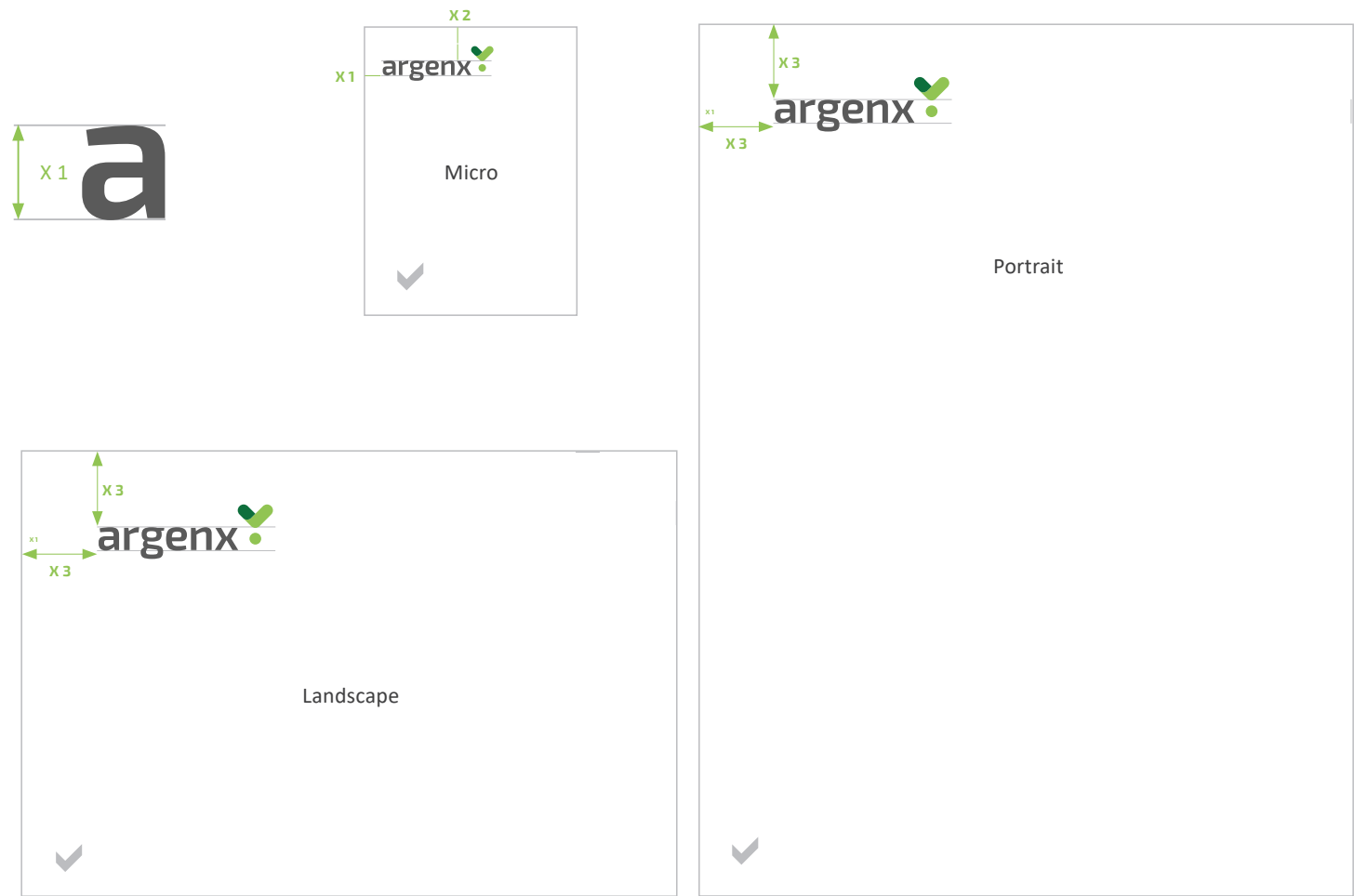
A modification of our argenx logo will confuse the meaning, diminish the impact, and is therefore not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. This page shows the correct way of using the logo, with the following page indicating the incorrect usages that must be avoided to maintain the integrity of the argenx brand.
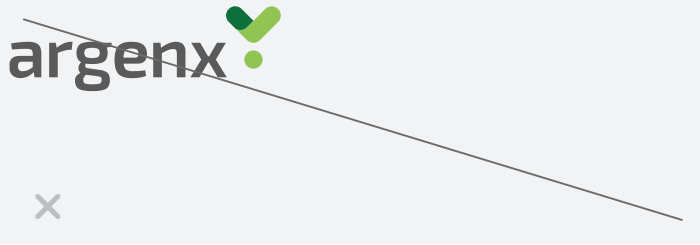
Do not place the logo too close to the edge
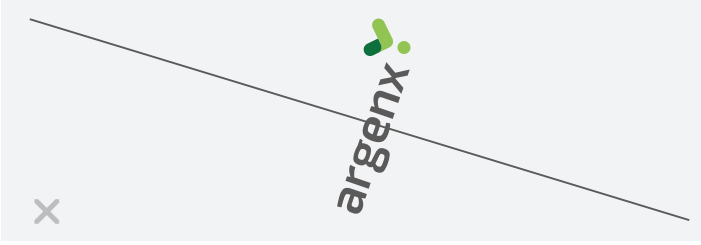
Do not position logo out of line

Do not use the logo in plain white on darker backgrounds

Do not cut off the logo

Do not place logo elements among each other

Do not place the logos within a frame

Do not use the brandname as logo, always use the full logo

Do not use a single logo element, always use the full logo

Do not place the logo within a circle

LOGO
WHAT NOT TO DO

Do not stretch or alter the logo in any way

Do not use the logo as a read-through in text

Do not use graphic effects like drop shadows

Do not add registred or trademark symbols

Do not create a pattern from logo elements

Do not add a tagline

Do not change the logo's color

Do not use a logo in grayscale on a coloured stage

Previous logo artwork

New logo artwork

The illustration on the right shows the slight modifications that were made during our brand refresh. Please refer to this guide to help identify our old versus new stand-alone logo. Please discontinue all use of the old logos on the left
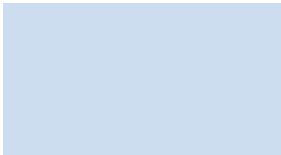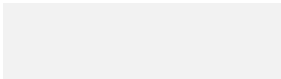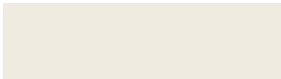
Our new logo retains all the strengths of our previous marks such as the exact same outlines.
Still strong, simple, but the new logo incorporates fresh characteristics such as refinement of (solid) colors instead of gradients to maximize clarity and aesthetic balance. It has been designed for soft impact and better integration with our other brand identity elements.

Color

COLOR
PRIMARY BRAND COLORS

	COLORNAME	CMYK	RGB HEX
	ARGENX Green	C50 M2 Y90 K2	# 91C353
	Light Blue	C19 M7 Y1 K0	# CCDDEF
	Dark Blue	C100 M78 Y33 K18	# 0B436E
	Light Gray	C0 M0 Y0 K5	# F2F2F2
	Human	C5 M5 Y10 K0	# F0EBE1
	Print Text	C0 M0 Y0 K90	-
	Online Text	-	#5A5A5A
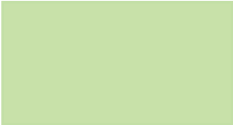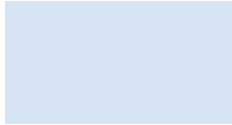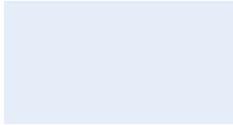
It is essential that our use of color is consistent across all applications. By referring to these color-codes, we will achieve the desired results for our brand, and we'll work more efficiently by eliminating color guesswork.

The argenx green is our primary brand color. Colors from our supporting palette (next page) should be used to assist delivery of our v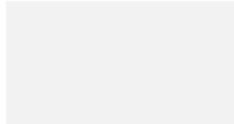ibrant personality. Always use single color planes instead of gradients and use the darker blue as an accent color only.

COLOR

TINT

Specific screens of each color are designed to add visual depth and flexibility and to convey additional levels of information hierarchy. Tints can also be used in background elements or call-to-actions. Using pairs of colors that have adequate contrast will make the design of information graphics more effective.

+ 15% Black	Original	75% Opacity	50% Opacity		
				Green	# 91C353
				Light Blue	# CCDDEF
				Dark Blue	# 0B436E
				Text	#5A5A5A
				Background Gray	**# F2F2F2**

Combination that work
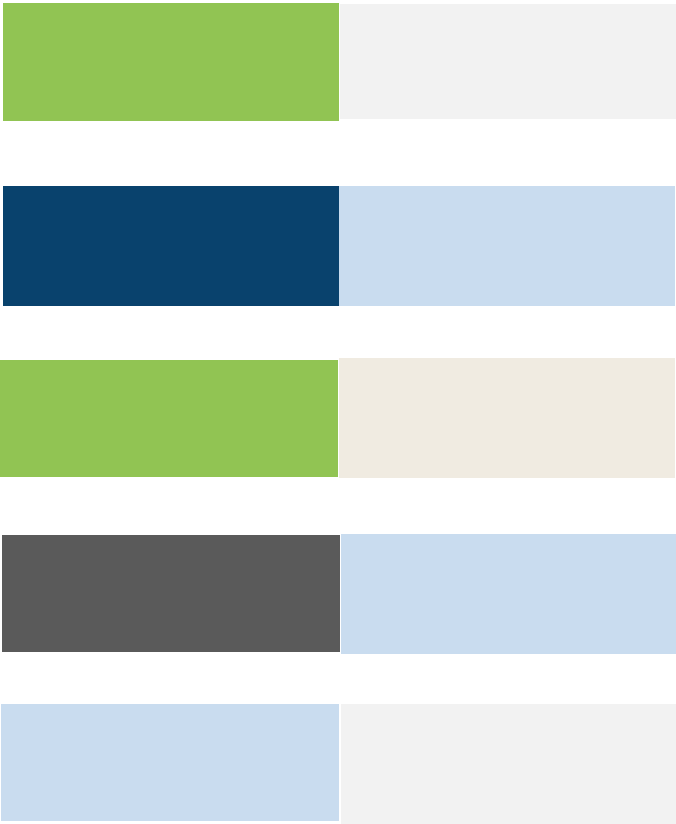
Do not use color in gradient form
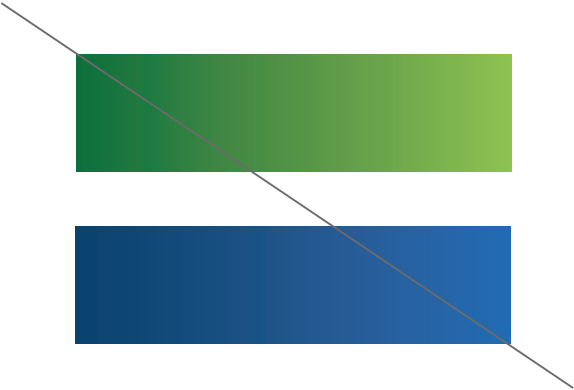
Typography

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

Our primary headline font is the Exo 2 Regular.
Modern, flexible, easy to read. Multiple levels of
typographic hierarchy are defined both for impact and
clarity. Please use Exo 2 only for headlines in all printed
and digital communications where possible.

Tracking: 0

Redefine biology and discover new science

Tracking: +10

3 lines of bodytext

Leading: 10

At argenx we know that the leaps in progress will come from exploring the unknown. Embracing the insight - 'We don't know what we don't know' – ignites our curiosity to leave no stone unturned.

In our pursuit to redefine biology and discover new science for cures we seek a new perspective. Adventurous, we explore uncharted biological and scientific territory. We reveal the unthinkable for the patients of tomorrow.

Headlines are compact and short and always in lower case. Body text is also always lowercase, where a larger leading and tracking gives the text a slightly open look and feel.

Avoid long (head)lines.
Use max 3 to 8 words per line in titles

Redefine Biology
and Discover
New Science

Exo2 Regular - Lowercase
Size: 26 Leading: 28 Tracking: 0

Redefine
Biology

Exo2 Regular - Lowercase
Size: 45 Leading: 48 Tracking: 0

Discover
Science

Exo2 Regular - Lowercase
Size: 36 Leading: 39 Tracking: 0

Redefine

Exo2 Regular - Lowercase
Size: 55 Leading: 58 Tracking: 0

At argenx we know that the leaps in progress will come from exploring the unknown. Embracing the insight - 'We don't know what we don't know' – ignites our curiosity to leave no stone unturned.
In our pursuit to redefine biology and discover new science for cures we seek a new perspective. Adventurous, we explore uncharted biological and scientific territory. We reveal the unthinkable for the patients of tomorrow.

BODY TEXT STANDARD

Calibri Regular - Lowercase
Size: 11 Leading: 14 Tracking: 10

At argenx we know that the leaps in progress will come from exploring the unknown. Embracing the insight - 'We don't know what we don't know' – ignites our curiosity to leave no stone unturned.
In our pursuit to redefine biology and discover new science for cures we seek a new perspective.

BODY TEXT LARGE

Calibri Regular - Lowercase
Size: 14 Leading: 17 Tracking: 10

At argenx we know that the leaps in progress will come from exploring the unknown. Embracing the insight - 'We don't know what we don't know' – ignites our curiosity to leave no stone unturned. In our pursuit to redefine biology a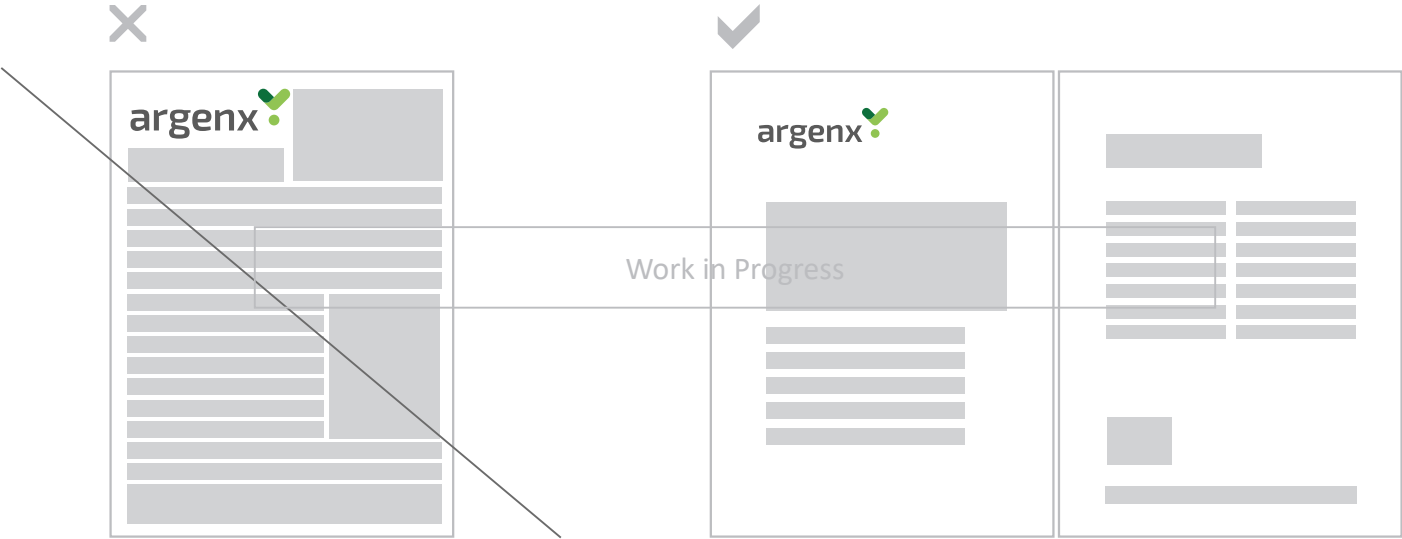nd discover new science for cures we seek a new perspective. Adventurous, we explore uncharted biological and scientific territory. We reveal the unthinkable for the patients of tomorrow.

BODY TEXT COMPACT

Calibri Regular - Lowercase
Size: 9 Leading: 12 Tracking: 10

Work in Progress

biological and **scientific work**

Avoid regular/bold combination

biological and scientific work

Avoid underline

biological and scientific work

Avoid italics

BIOLOGICAL AND SCIENTIFIC WORK

Avoid uppercase titles

biologicaland scientificwork

Avoid under (negative) tracking

b i o l o g i c a l   a n d s c i e n t i f i c   w o r k

Avoid over tracking

biological and scientific work

Avoid too less leading

biological and

scientific work

Avoid too much leading

biological and scientific work

Avoid central aligning of multiline titles

Work in Progress

Graphics

As an organization we have several characteristics, on the one hand we are a biotechnology company focused on scientific research, strongly technologically driven and obsessed by biology.
However, we can only achieve this with the most curious and creative team of scientists with a big heart for our patients who are in need of innovative medicines.

To strengthen this cohesion we developed a graphical translation. Built from 2 shapes arising from the principle of infinite innovation for patients.
A geometric circle symbolizing Stability, Clinical and Strength. And on the other hand an organic shape that stands for Human, Curiosity and Change.

Circle of life

Infinite
Innovation

Stability, Clinical, Strength

Human, Curiosity, Change

For
Patients
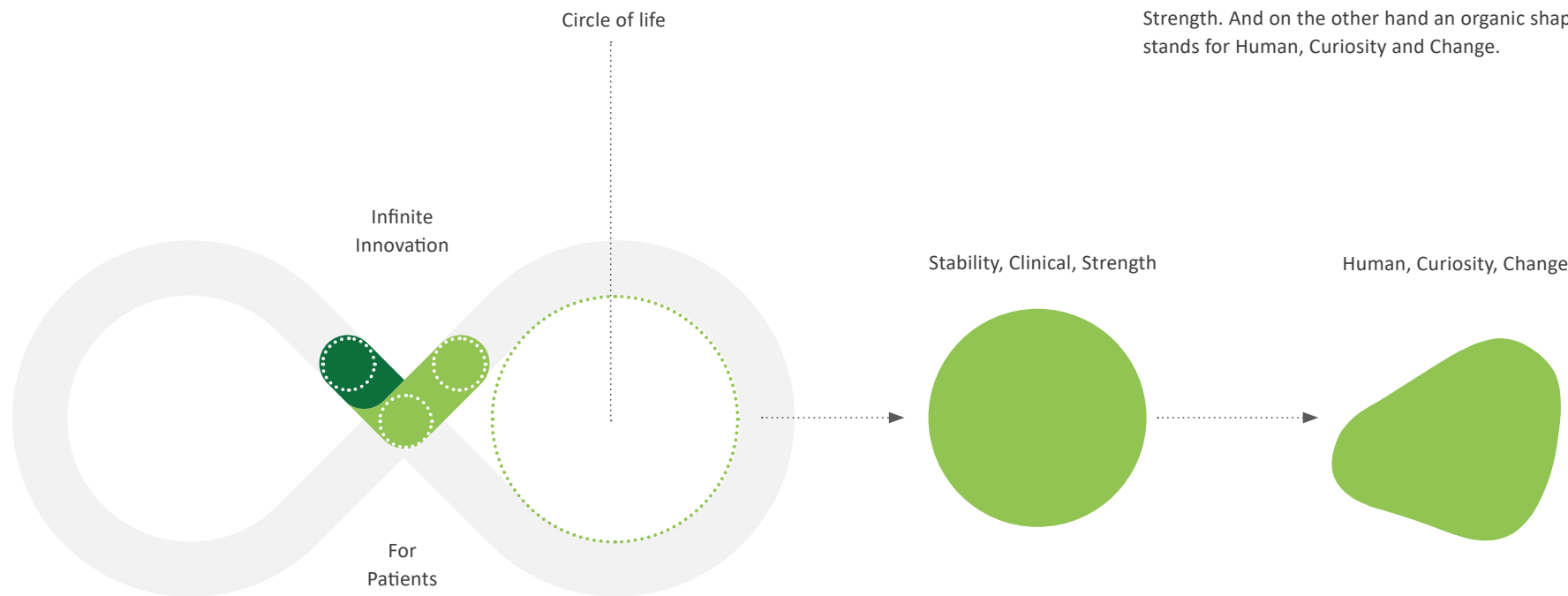
Organic Shape

The organic shape is defined as a shape that is irregular or asymmetrical in appearance and tend to have a curvy human flow to them. It stands for nature, change and curiosity. Nearly all shapes found in nature are organic in appearance

Human, Curiosity, Nature, Change, Creativity

Geometric Shape

Integrated part of the argenx identity
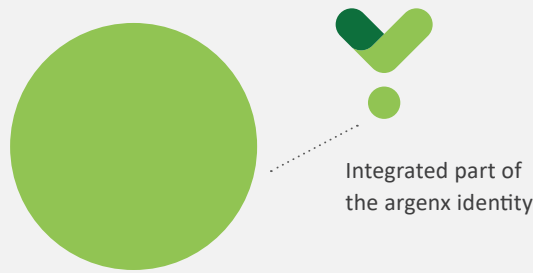
The circle is a symbol of energy and life. It has a feminine touch that embodies stability, strength and infinity. There's an openness to it, something that brings peace and comfort when looked at.

Stability, Life, Strength, Energy, Infinty

From Clinical   From Curiosity

To Human   To Stability
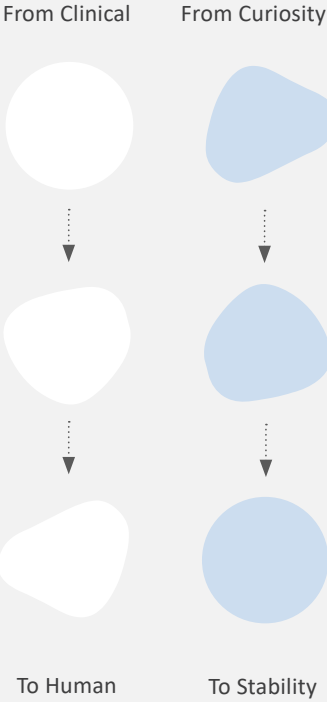
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris eget orci lectus. Donec porta vehicula hendrerit. Maecenas pretium aliquet risus, non venenatis nibh vulputate quis. Donec cursus sit amet libero non aliquam. Sed eu elit in dolor venenatis viverra vitae id nisi. Sed euismod vehicula augue. Ut nec tellus tempor, commodo ipsum sed,
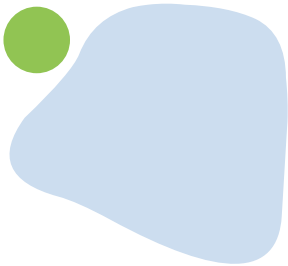
The organic shape can be used in various forms. Connected, superimposed or in a pattern with other graphical elements.

Use as a contra shape for revealing other content. Can be done by animation in digital form or static in print.


The sphere and organic shape can play a game visually to tell a story. This story can for example made visible in animation.

Start to Discover

Typography can be placed inside the organic form to highlight text or to let it stand out visually in and off screen.
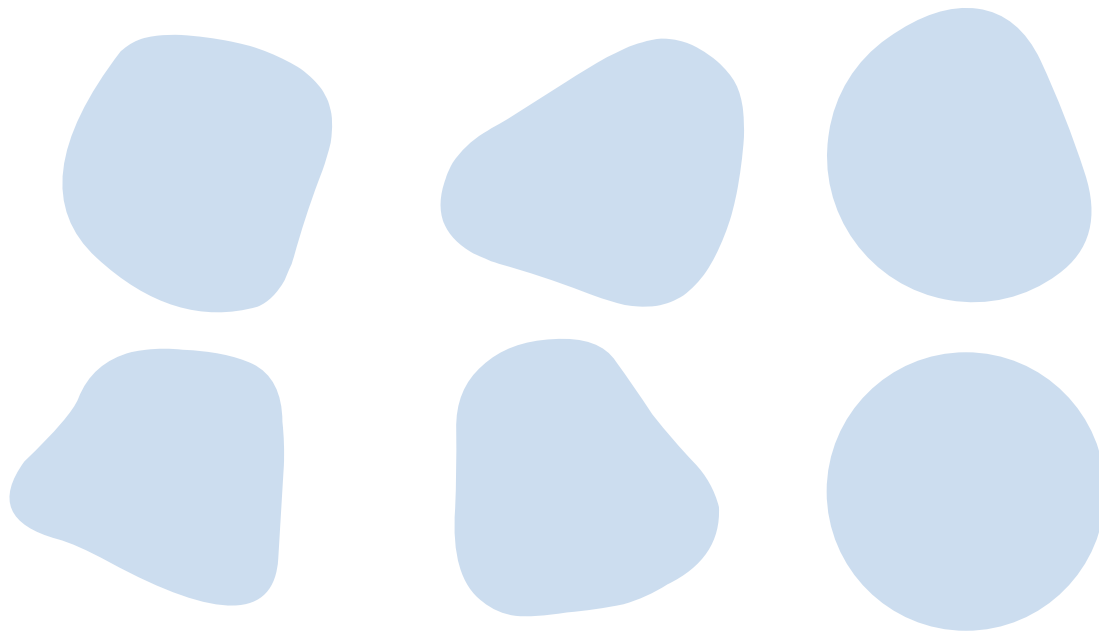

The organic shapes can be used to place suitable and photographs in that are able to crop. Photographs should not be placed in circles.
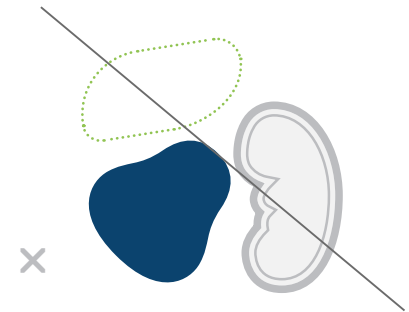

712

983

128
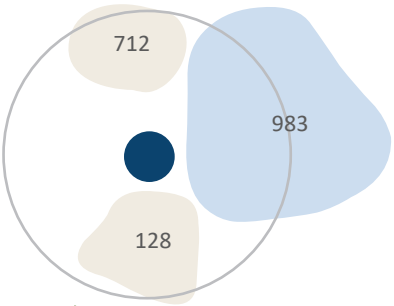
Organic shapes and circles can be used to create visually attractive charts and statistics or an explanation figure.

Shape pallete. 6 different organic shapes to work with. Feel free to scale and rotate

Do not use custom organic shapes. Only use shapes from our shape pallete (left). Also do not use shape outlines or perforated lines around these shapes.