



Brand Book

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Welcome

Edinburgh BioQuarter is a leading global destination for healthcare delivery, groundbreaking medical research and medicine and life sciences innovation and entrepreneurship.

Inspired by Edinburgh's rich history of health and life sciences breakthroughs, all of the work undertaken here is informed by our vision: To be the place where great ideas thrive to revolutionise health and wellbeing, ultimately leading to improved treatments and patient care.

Our Mission & Vision

OUR VISION

To be the place where great ideas thrive to revolutionise health and wellbeing.

OUR MISSION

To embrace and contribute to the next innovations in healthcare practice; to translate groundbreaking research and discoveries into new treatments and cures that will change people's lives. Committing to collaboration, engagement and enterprise, our cluster of global life sciences companies – connecting with our formidable expertise in education, healthcare and research – will grow in scale and strength. As a place where industry meets first-rate academics, clinical practitioners and medical innovators we will continue attracting eager investors and tenants. And by utilising data-driven innovation and strategic commercialisation activities, BioQuarter will deliver significant social, cultural and economic benefits to Edinburgh, Scotland and the UK, and life-enhancing health advances to the world.

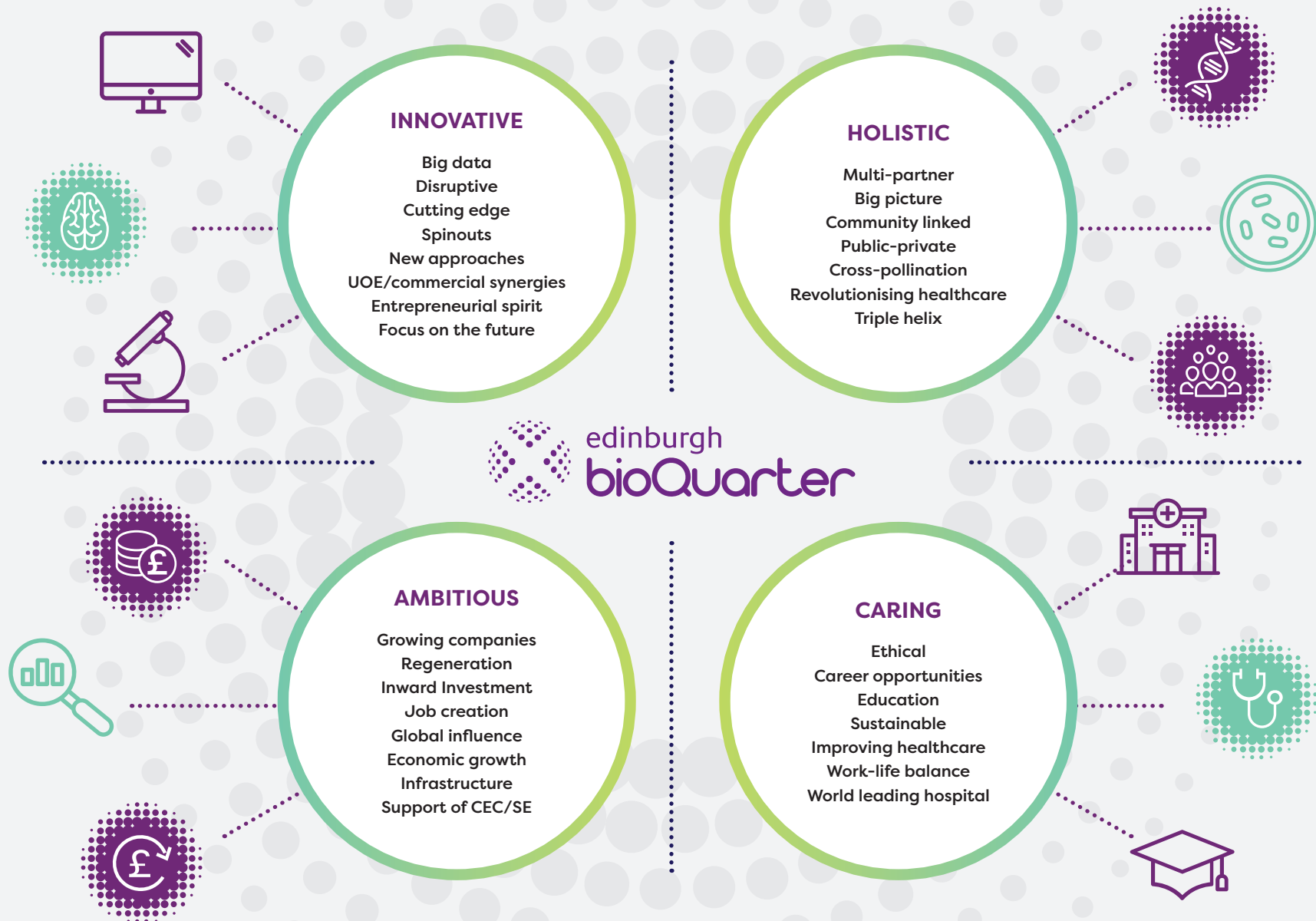
OUR STRAPLINE

The Future of Healthcare is Here

Our strapline can be used as a headline or as a sign-off to copy but should not be positioned with our logo.



Brand Personality & Pillars



About the Edinburgh BioQuarter Brand



BRAND CREDENTIALS

Edinburgh BioQuarter draws upon extensive credentials to support its ambition to be a game changer in life sciences and healthcare:

- The quality of the partners: City of Edinburgh Council, NHS Lothian, Scottish Enterprise and the University of Edinburgh
- A gateway to Scotland's growing life sciences sector
- The unique combination of organisations and companies co-located on the campus
- The triple helix model of public sector, academia and private businesses and investors
- The full translational journey of healthcare innovation – from idea through to delivery of care
- Leading teaching hospitals
- The success of tenant life science companies
- Ambitious future plans for growth and investment across the campus
- Successful collaborations between tenant companies, the University of Edinburgh and NHS Lothian and other healthcare agencies.

TARGET AUDIENCES

Edinburgh BioQuarter aims to engage and communicate with a wide range of audiences both on and off the campus:

- Tenant companies and potential tenant companies
- People working at BioQuarter campus (potential ambassadors)
- Patients and visitors
- Students and potential students
- Local communities and wider local regions
- General public across Scotland
- Investors
- The wider life sciences and science park eco-system

Key messages for communicating with each audience have been drafted – see Appendix x.

The Edinburgh BioQuarter Brand Story



Based in the Little France area of Edinburgh, Edinburgh BioQuarter's sharp development from 100 acres of farmland to a leading health and science park has been remarkable.

BioQuarter's story began in 2002 when The University of Edinburgh's Medical School, Chancellor's Building and the Royal Infirmary of Edinburgh opened their doors. And it was in 2005 when visionaries from the University of Edinburgh, Scottish Enterprise and NHS Lothian saw the opportunity for a first-rate life sciences and medical destination.

Today, Edinburgh BioQuarter is a £400m joint venture between Scottish Enterprise, the University of Edinburgh, NHS Lothian and the City of Edinburgh Council.

On our campus are found innovative life sciences companies, honoured clinicians, a global top-20 medical school and a host of award-winning scientific research institutes. Right now, more than 7,500 healthcare and life sciences experts are working towards improved patient care and revolutionary new treatments and therapies.

At a location with the future at its core, a more integrated, more joined-up BioQuarter is emerging; a place of ever-improving links between academics, scientists, clinicians, healthcare professionals and entrepreneurs. A place that is strengthening its connection to the local community.

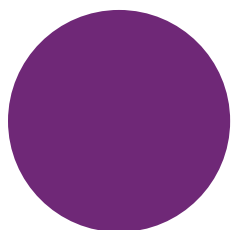
That's because amid the groundbreaking science, development and discovery that happens on campus, it's people who remain at the heart of all that BioQuarter stands for.

As major expansion activities are rolled out, for Scotland's life sciences sector, many new opportunities and investments are expected. For tenant companies, spin outs and start-ups, the potential to grow, to forge international partnerships and to take advantage of the co-location of such world-leading expertise across the campus. And for patients, in Edinburgh, in Scotland and across the world, advances at BioQuarter will continue revolutionising healthcare and improving people's lives.

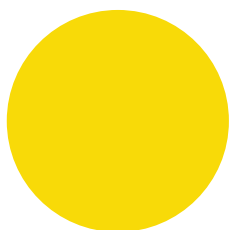
Our Logo & Colour Palette

For guidance on use of partner logos please visit the appropriate partner websites.

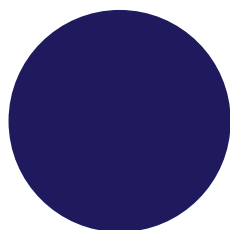
Primary palette



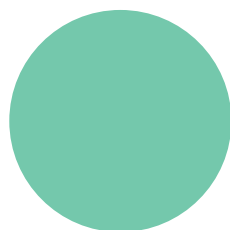
Pantone 259
CMYK 67/100/19/6
RGB 112/40/119



Pantone 108
CMYK 3/10/100/0
RGB 251/218/0



Pantone 275
CMYK 100/100/19/33
RGB 33/28/93



Pantone 345
CMYK 53/0/41/0
RGB 119/200/172

Secondary palette



Pantone 427
CMYK 0/0/0/20
RGB 209/211/212



Pantone 7543
CMYK 17/0/0/36
RGB 144/166/178



Pantone 7489
CMYK 53/0/72/0
RGB 127/198/118



Pantone 7455
CMYK 87/74/14/2
RGB 61/85/147



Pantone 5405
CMYK 87/55/38/16
RGB 41/95/119



Pantone 380
CMYK 25/0/86/0
RGB 201/220/78

Typography & Fonts

Typography

Headline Typeface

Revolutionising **Health** and **Wellbeing**

Filson Pro Light ABCabc123

Filson Pro Regular ABCabc123

Filson Pro Bold ABCabc123

Support typeface

Titles

Praxis Light ABCabc123

Praxis Regular ABCabc123

Praxis Semibold ABCabc123

Praxis Bold ABCabc123

Body copy

Praxis Light ABCabc123

Praxis Regular ABCabc123

Praxis Semibold ABCabc123

Praxis Bold ABCabc123

Title

SUBHEADING

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras sit amet vehicula leo, eu pharetra urna. Phasellus lacinia blandit pellentesque. Duis accumsan cursus velit et gravida. Integer nec libero vitae metus congue.

Imagery – Photography

Graphic holding devices

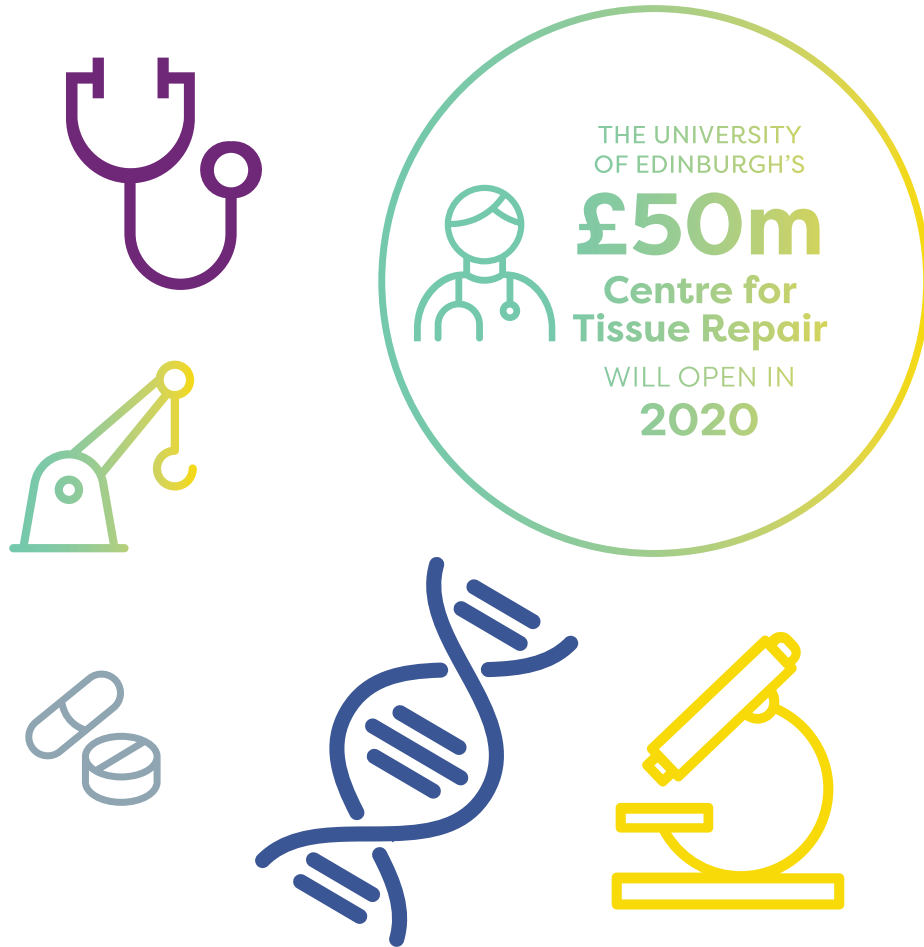


Graphic overlay



De-saturated colours and a subtle green / blue treatment to images to give them a consistent, medical feel.

Imagery – Icons



Imagery – Infographic Style



potential investment
THROUGH THE
EAST REGION
CITY DEAL

0789025363
0378399456637389
78394949050056
098434879324

3487263
847237
98480
27



PEOPLE AT EDINBURGH
BIOQUARTER WITH
70%
collaborating together
ON HEALTHCARE
PROJECTS



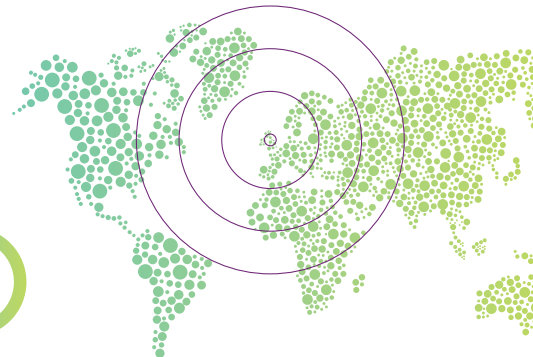
IN THE WORLD'S



best places to study
LIFE SCIENCES
AND MEDICINE



IN THE WORLD'S
TOP 20
best places to study
LIFE SCIENCES
AND MEDICINE



THE UNIVERSITY
OF EDINBURGH



in the QS World
University
rankings 2018

Tone of Voice

Writing as Edinburgh BioQuarter

What we say, and how we say it, influences how our audiences engage with and think about Edinburgh BioQuarter.

In short, every time we write about BioQuarter we're being given an opportunity to communicate. But beyond that, we're being given a chance to impress, make a connection, build trust, stand apart, influence and impress.

So our tone of voice matters.



Tone of Voice

Heading here

How we use our name matters too.

We are **Edinburgh BioQuarter**.

But we can also be just **BioQuarter**.

The rules for usage are simple.

Across communications, the first time we reference ourselves must **always** be via the two-word Edinburgh BioQuarter name.

This establishes our full name and, particularly in longer documents, allows us to move forward, employing the longer and shorter name forms as we see fit. Using the single-word BioQuarter helps with our tone and style of writing too, making it a smoother, less repetitive read. For example:

Since day one, Edinburgh BioQuarter has embraced the ecosystem model of development. This sees BioQuarter contributing to the life sciences market by providing...

Also, please bear in mind, we are never Bioquarter, bioquarter or bioQuarter. And we're never **The** Edinburgh BioQuarter, or any variant of it.



Tone of Voice

Searching for tone

In finding the perfect tone, it's useful to think about words that best describe the people, work and successes that make BioQuarter what it is:

aspirational and inspirational
open and collaborative
knowledgeable and approachable

These words help define BioQuarter's personality.
And that personality will lead our tone of voice.

Equally, it's of use to think about traits that don't apply:

Exclusive and aloof
Guarded and protective
Complicated and technical



Tone of Voice

Real-life contexts

The exercises above are of use to anyone writing with BioQuarter. But the examples below develop these ideas and give them real-life context.



We are clearly aspirational

When we speak about our aims, we communicate excitement, ambition and an end result. But we stay level-headed and avoid jargon whenever possible.

An example?

Here is a line from BioQuarter's Mission:

To embrace and contribute to the next innovations in healthcare practice; to translate groundbreaking research and discoveries into new treatments and cures that will change people's lives.



We communicate with conviction

Rather than using tepid words like hopefully and possibly, we rely on confident, affirmative words and phrases like BioQuarter will:

Informed and inspired by Edinburgh's rich history of health and life sciences breakthroughs, BioQuarter will lead the city's future achievements in these fields.

Even when we write about potential, we do it with passion and confidence. So much of BioQuarter's work is about development, discovery and new solutions. These are exciting things to write about. So they deserve writing that's exciting too.



We strive for simplicity

Health and Life Sciences are complex sectors which are often challenging for non-specialist audiences to fully understand. And that's why our writing has to be the opposite:

It is no exaggeration to state that the talent and global connections at Edinburgh BioQuarter are truly outstanding. The work that is done here genuinely changes people's lives.

And even when writing for a scientific audience, simplicity almost always makes for better writing.

Tone of Voice



Our tone is fluid.

Because tone's about how we say what we're saying, it has to be adaptable. Different media demand variations. Without these nuances we'd become the definition of monotonous.

So a press release about welcoming a major new tenant will be written differently to a Twitter post about the same topic. For example:

For a press release; *Today Edinburgh BioQuarter is welcoming our latest tenant, SciLife Innovation, to our campus.*

versus

For Twitter; *SciLife Innovation have just arrived – they're making themselves at home here at BioQuarter.*



We use statistics well – 100% of the time

So long as statistics are helping to tell a persuasive story – to engage, explain or communicate – go ahead and use them.

In formidable shape also is the digital health sector. It employs around 7,400 people, turns over an estimated £886 million per year and has enjoyed a 23% annual growth rate over the last 5 years.

Tone of Voice

Tips

- **Define outcomes.**

For every piece of writing, ask what you want your reader to do, to think, to feel. Then let this guide you.

- **Try to use the active voice.**

It builds personality, purpose and energy.

We are welcoming more and more new tenants every month.

instead of

More and more new tenants are being welcomed every month.

- **Explain abbreviations.**

Every workplace has them. QMRI, RIE, CRM. Define at the first opportunity...

The QMRI (Queen's Medical Research institute (QMRI) is located...

...and you'll be free to abbreviate from there.

- **Redraft. Refine. Reduce.**

Every piece of writing benefits from rewriting, editing and, often, a fresh pair of eyes.

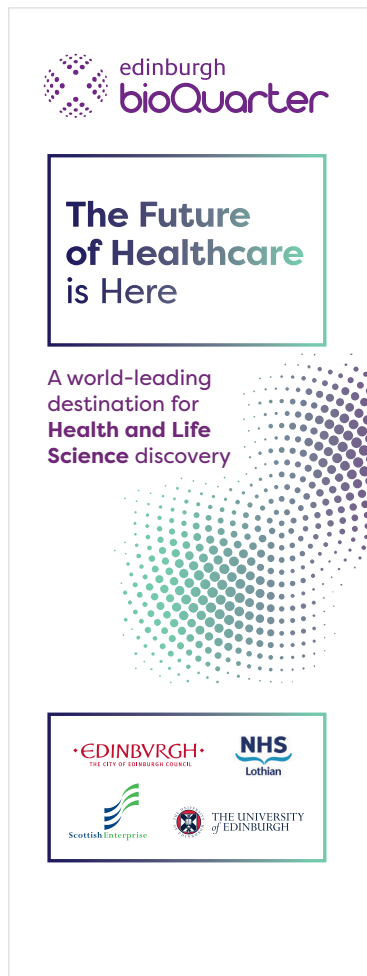


Word document



Applications of the Look & Feel

Roller Banner



Brochure cover

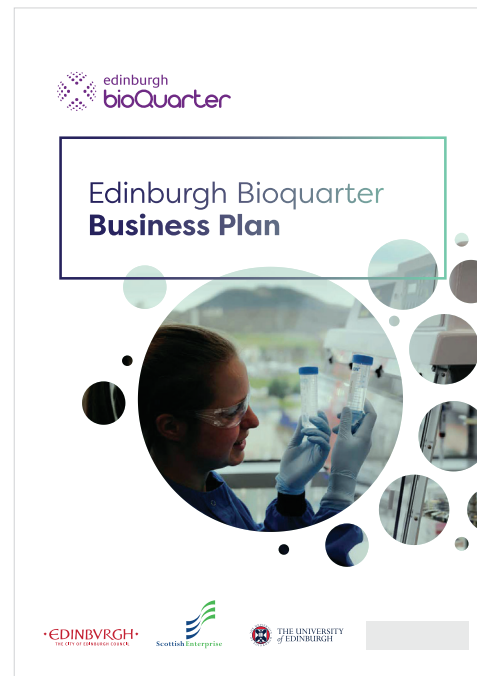
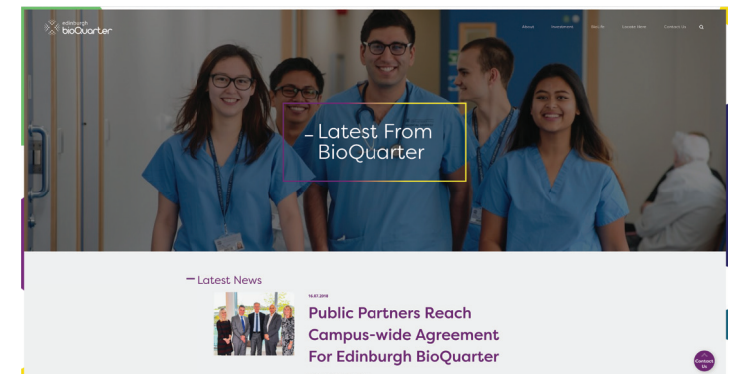


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Word Bank



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Key Messages

Investors

Edinburgh as an attractive location for inward investment

For BioQuarter investors, Edinburgh presents an attractive location. Scotland's capital has recently been named top city for inward investment by global consultancy Arcadis. And when it comes to inward investment, Scotland is second only to London in attracting venture finance for life sciences companies.

Available space and opportunities on site

At BioQuarter, with demand outpacing supply, more than 1,000 sq. m. of new commercial office and laboratory space are in development. Investors will benefit from these state-of-the-art facilities, and from the numerous opportunities for on-site collaboration and networking.

The credentials and backing of partners - the University of Edinburgh, the Royal Infirmary of Edinburgh, local and national government

Four powerful partners back Edinburgh BioQuarter: City of Edinburgh Council, NHS Lothian, Scottish Enterprise and the University of Edinburgh. Each partner brings formidable experience and expertise in areas crucial to BioQuarter's success.

Demonstrable successes and track record of collaboration

BioQuarter is already home to prestigious organisations and institutions including the Royal Infirmary of Edinburgh, key University of Edinburgh research institutes and more than twenty ambitious companies busy developing innovative products and services. And working inside a £60 million centre, BioQuarter hosts Europe's largest single-site cohort of regenerative medicine researchers.

Financial and Enterprise Area benefits

Located in a Life Sciences Enterprise Area, BioQuarter benefits from incentives including business rates discounts, streamlined planning processes, international promotion and marketing, and skills and training support.

Ambitious future growth plans

Led by a sustainable commercial strategy, BioQuarter aims to become a world-class Science Park and establish itself as Scotland's number-one location for commercialising innovations in life sciences. Investment of £400 million has been secured across the next five years, strongly positioning BioQuarter to attract entrepreneurs from across the world. Thanks to £150m of investment, three major new facilities are arriving in 2018.

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Key Messages

Staff/Tenants

Networking and collaboration opportunities to help grow your career

At a location where leading academics, clinical practitioners and medical innovators are already working together, inviting and encouraging even more collaboration is a priority for BioQuarter. Our awareness-raising events showcase the range of on-site activity and strengthen networking and career-building opportunities.

Amenities and facilities to make it a great place to work

In addition to creating more than 1,100 sq. m. of designated commercial, office and laboratory space, new amenities at BioQuarter will include a 120-bed hotel, multi-storey car parks, a gym, pub and restaurants.

Work within a network of leading clinicians, academics and scientists

Thanks to the co-location of a prestigious teaching hospital, a world-renowned school of medicine and a host of ambitious life sciences companies, BioQuarter presents a formidable network of leading clinicians, academics and scientists. Lectures, talks and events from prominent organisations are made available to all those who work at BioQuarter.

Ambitious future growth plans

BioQuarter tenants of all size and scale will benefit from incubator/accelerator facilities. Additionally, new 'grow-on' space will be dedicated to supporting the expansion of larger enterprises.

Appendices

Key Messages

Community

More than a hospital - providing jobs, facilities and event venues to the local community

BioQuarter welcomes opportunities to engage with our local community. We do this in a number of ways including inviting local schools to our site, providing on-campus facilities for the wider community and, as construction projects emerge, maximizing opportunities for employing local people.

Helping to grow a love of science in the local community

In conjunction with the City of Edinburgh Council, BioQuarter engages with local school leavers and facilitates work experience placements and careers talks. Additionally, open days and events bring locals on campus and provide opportunities to share our passion for science and discovery.

A place to enjoy the environment with footpaths, outdoor gym and picnic tables

At BioQuarter on-campus footpaths, an outdoor gym and picnicking areas encourage our local community to visit and engage with the site.

Improving the health and well-being of local people

As a leading health location, BioQuarter embraces efforts to improve our community's health. Beyond our core work in health advancement, BioQuarter provides active outdoor spaces for healthy activities and hosts informative open days and events.

Appendices

Key Messages

Prospective Tenants

Links to the University of Edinburgh and NHS Lothian enable translational medicine

Thanks to close on-campus links with the University of Edinburgh and NHS Lothian, BioQuarter tenants enjoy powerful opportunities for collaboration with leading academics and clinicians.

You'll be in great company (other tenant companies)

Locating at BioQuarter means taking your place alongside fellow tenants every bit as eager as you. The result is a lively, positive environment that runs on collaboration, and an atmosphere that's charged with ambition.

Access to Scotland's life science eco-system

BioQuarter is a priority location for Scottish life sciences. As such it has established strong links with the country's life sciences ecosystem. Tenants benefit from access to world-class capabilities directly on campus and, further afield, to local and national assets, networks and support programmes.

Access to a skilled local workforce

BioQuarter places tenants at the heart of a skilled, knowledgeable and ambitious workforce. Edinburgh boasts a roll call of four universities, 15,000 new graduates per year and a global reputation for innovation in life sciences.

Edinburgh has high new business success rates

Both start-ups and established enterprises thrive in Edinburgh. Thanks to factors including the presence of accelerator and incubator facilities, great transport links and access to business support, the capital topped the covered Startups Cities Index in 2017. Behind the success also is one of the UK's most competitive cost bases. Add to this a highly qualified workforce: over half of Edinburgh's working-age residents are educated to degree level or higher.

A great place to live and work

Frequently featured in lists of most-desirable cities, Edinburgh offers residents a historic capital city packed with culture, access to green spaces and easy transport links. On the business side, the city delivers high-quality, low-cost office space, an ambitious start-up scene and a highly educated workforce. A 2018 Royal Mail study placed the capital number-one in its list of most attractive UK cities to live and work in.

Business support is available

The life sciences sector is strongly supported in Scotland. Tenants locating at BioQuarter will find a range of business support services available, including potential access to grants and funds. Scottish Enterprise, a BioQuarter partner, engages with NHS (a fellow BioQuarter partner) and with industry, academia, and government. Additionally, Scottish Enterprise can connect tenants with resources including Scottish Investment Bank, High Growth Initiative, Regional Selective Assistance and SMART awards. Assistance is also offered in areas including strategy development, investment and collaboration.

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Key Messages

Influencers/Media

Ambitious future growth plans

BioQuarter's vision is To be the place where great ideas thrive to revolutionise health and well-being. The exciting new developments on campus are each aligned to this ambition. Expanding facilities, welcoming new institutions and tenants and growing BioQuarter's international reputation are all fundamental to our plans for future growth.

Available space and opportunities

BioQuarter is significantly increasing available space and facilities on campus. With high demand for commercial and laboratory facilities, BioQuarter is answering the call from organisations already established at the site, and the ambitious new tenants who recognise the value of our Science Park.

The economic benefits and contribution to Scotland's economy

BioQuarter's commitment to collaboration, entrepreneurship and commercialisation translates into valuable benefits for Scotland's wider economy. By growing our reputation at home and overseas, BioQuarter will attract more investment, create more jobs and contribute to Scotland's varied economic success.

Enhancing Scotland's international reputation

Scotland's life sciences sector is home to one of the largest clusters in Europe. The University of Edinburgh, a BioQuarter partner, enjoys a world-class reputation in Regenerative Medicine & Advanced Therapies, Health Informatics & Data Science and Translational Medicine. By attracting more tenants and investors to BioQuarter we will build on Scotland's growing reputation as an international location for first-rate life sciences activity.

Improving the health and well-being of Scotland's people

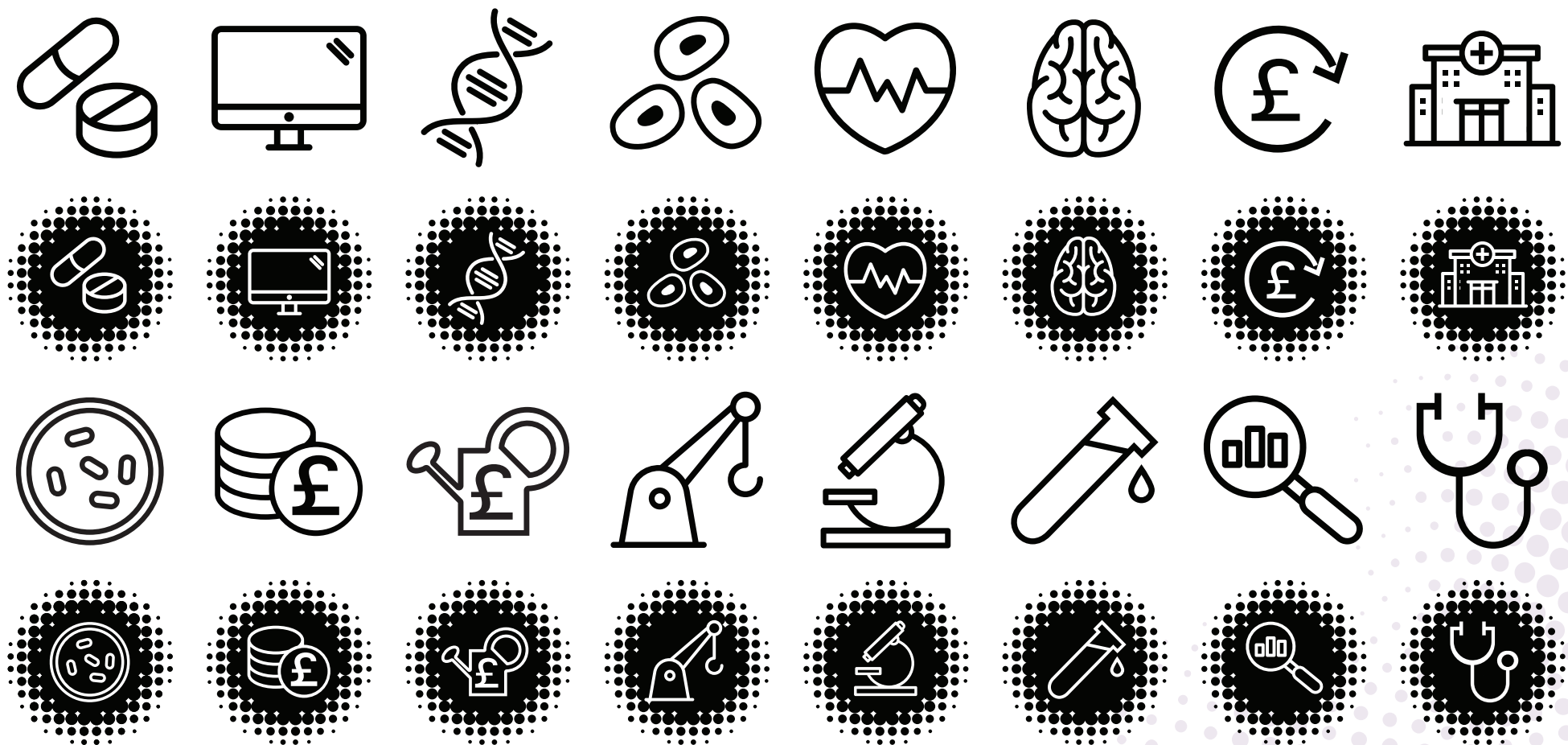
Top priority for everyone working at BioQuarter is improving people's health and well-being. Led by an entrepreneurial spirit we work hard to make new healthcare discoveries, and to bring new cures and treatments to market. Our work is best demonstrated directly on campus, at the Royal Infirmary of Edinburgh, where first-rate patient care is administered by this prestigious teaching hospital.

Working in partnership with the local community

BioQuarter engages with our local community through open days, events and educational visits. As part of the significant on-site developments at BioQuarter, new opportunities for community engagement will emerge. These will include provision of on-campus footpaths, an outdoor gym and the maximizing of employment opportunities for local people.

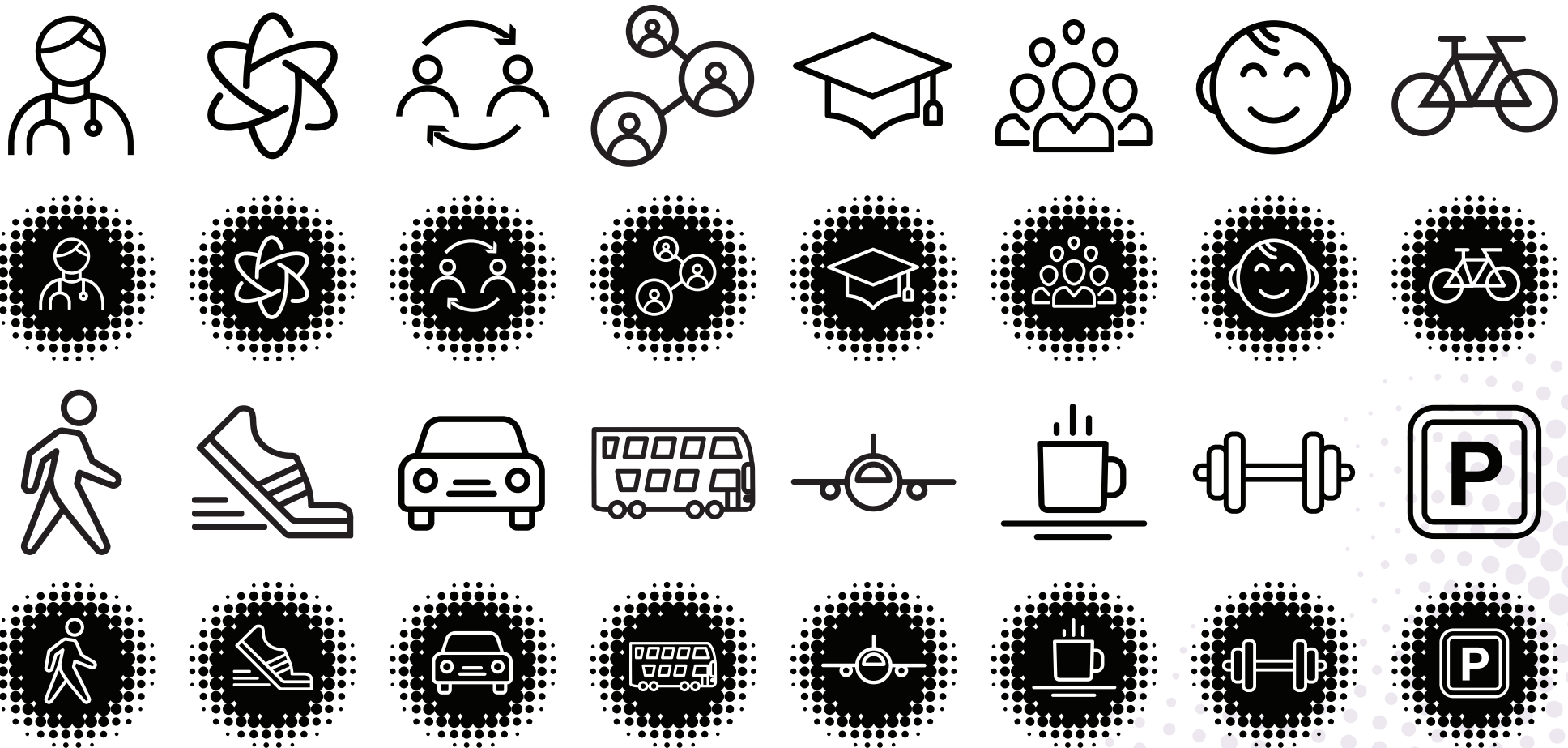
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Icons



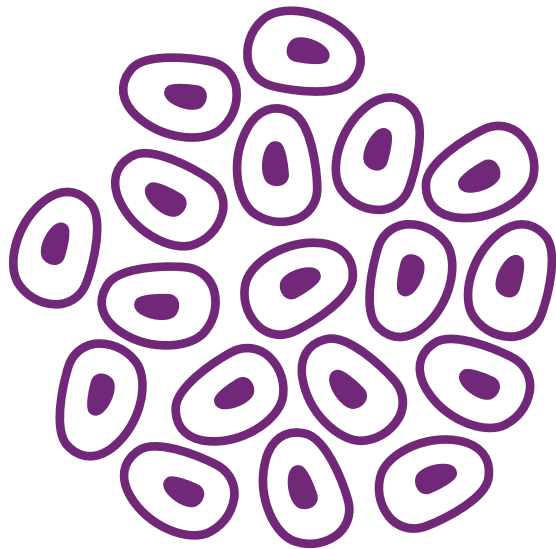
Appendices

Icons



Appendices

Infographics



Appendices

Infographics



Appendices

Infographics



Appendices

Infographics



Appendices

Infographics

