Biotage Marketing Designer Applicant’s Task 2016
Hi There

We’re thrilled with your interest in the position as our new Marketing Designer, and really excited to see what you can bring. As part of your application, we ask you to submit this assignment. The scope is a combined designer’s/editor’s task to create a striking and engaging full page ad targeting chemistry magazine subscribers, with the dimensions 210 x 279 mm.

Check out the guidance in this document and select from the content starting on page 3. Feel free to use other images or create your original artwork. Don’t worry about watermarks, the resolution of photos, or if you don’t have access to the brand fonts – just use a substitute of choice. Think of it as if you’re pitching a design idea based on a blob of technical content.

We realize you’re no chemist and that you are not familiar with the product or its applications. Your job is to create something visually appealing from what is provided, that will achieve the goals you set for your ad.

Export your work as a pdf and include it with your application. Also, include your initial time estimate, and the total time spent on the project. We’re fast paced, so don’t sit on it!

Many thanks, hope we’ll get in touch.
Ad Content
Biotage® Extrahera™

Biotage® Extrahera™ is a powerful, user friendly automation system for Supported Liquid Extraction (SLE) and Solid Phase Extraction (SPE) based methods, in plate or column formats.

Extrahera is a brand new system for analytical professionals. It is a compact eight channel automation instrument, designed for speed, flexibility and with end user operation in mind. Combined with our applications and innovative range of sample preparation consumables, it is the solution for your analytical needs.

The system processes a full standard SPE plate method in less than 30 minutes including sample pre-treatment, conditioning, equilibration, load, wash and elution steps – even when using volatile and low surface tension solvents.

The unique dual format design ensures that Extrahera is an attractive option for analytical laboratories – 96 well plate or column, you decide.

Analytical chemistry is a multi-step process, measurement being the final link in the chain. Sample preparation can often require multiple laborious and time-consuming manual steps, and as a consequence many laboratories find sample preparation limits their workflow. Even in the hands of the most skilled individual, the sample preparation process can be prone to errors which cannot be corrected even using advanced analytical MS systems.

Extrahera eliminates these issues for you. The system’s dual format design enables you to switch from processing 96 well plates to 1, 3 or 6 mL columns in a matter of minutes.

Automation removes the workflow bottlenecks of sample preparation in your laboratory

Higher throughput lowers the cost per sample of your analysis

Improved data quality means less sample re-extractions and faster, higher quality results

Skilled analysts can be redeployed to other demanding tasks, such as data analysis

Safe and secure, the system prevents tampering of sample or extraction consumables whilst in process

The system’s efficient solvent use, means less exposure of your staff and the environment to harmful chemicals

Intelligent pipette tip reuse where appropriate, lowering your consumables costs

Your samples are prepared in exactly the same way every time regardless of the liquid matrix

Elimination of analyst-to-analyst variation improves accuracy and precision compared to manual sample processing methods

The system design minimizes the chance of cross contamination and false positives
Brand Manual Excerpt
Typography

The typefaces attached to the Biotage brand are Meta, Fira Sans and Verdana.

Official corporate print, such as literature, adverts and trade-show material prepared by the design team, are set with Meta as main font in body and headings. Meta’s lowercase figures should be avoided in headings.

Verdana is our complementary font used in tables, image bylines and text boxes. Some documents supplied together with shipped products, where the design team is not directly involved, are set entirely with Verdana. Verdana looks best in small font sizes, in the range 5–9 pt.

Trademark symbols ® (Alt+0174) and ™ (Alt+0153)

Take care in adjusting the size and positioning of trademark symbols so that they do not disturb the design.
**Fira Sans**

Where *Meta* is restricted by license issues, it is replaced by the very similarly looking *Fira Sans*. The typographic principles applies just the same, just be aware that Fira Sans is slightly thicker and thus require a bit more space.

**Fira Sans OT**

| Normal | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz !#$%^&*()_+ |
| Bold   | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz !#$%^&*()_+ |
Logotype Color Modes

The full color mode is the primary version of the logo and is ideal when placed on a white or light neutral background.

The reversed logo is reserved for use on Biotage blue and grey. For other backgrounds, use the white logo.

The black and white logos are for use in B&W print.
Proper Logotype Use

Clear Space
Leave a clear space equal to the height of the firefly between all sides of the logo and any other type or graphical element.

Minimum Size
The logotype should be reproduced at a size and resolution which permits reading of the registered trademark symbol. Avoid sizes smaller than 30 mm across.

Background
Always place the logotype on a homogenous, calm, monochromatic background. Avoid background colors that differ from our brand colors. See also "Logotype Color Modes" on page 16.
Brand Colors

Biotage inherited the **orange** and **dark blue** colors from Personal Chemistry. These colors are best represented with their PMS (Pantone Matching System) identities. In practice, however, PMS colors are rarely used, but instead transferred into their corresponding RGB or CMYK equivalents*. Three **shades of black** (70, 30 and 8 %) complement our brand colors.

The aim when setting a color in any application is always to reproduce the base PMS color as closely as possible, rather than using the exact figures in the table on the right.

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### Biotage Color Table

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK*</th>
<th>RGB</th>
<th>HEX</th>
<th>NCS</th>
<th>RAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biotage Blue</td>
<td>Pantone 281C</td>
<td>C 100 M 70 Y 0 K 35</td>
<td>R 0 G 60 B 130</td>
<td>#003366</td>
<td>S 4550 R80B</td>
</tr>
<tr>
<td>Biotage Orange</td>
<td>Pantone 165C</td>
<td>C 0 M 58 Y 100 K 0</td>
<td>R 240 G 130 B 0</td>
<td>#D77F35</td>
<td>S 0580 Y50R</td>
</tr>
<tr>
<td>Dark Gray</td>
<td>Pantone Cool Gray 11C</td>
<td>C 0 M 0 Y 0 K 70</td>
<td>R 120 G 120 B 120</td>
<td>#6F6F6F</td>
<td>S 7502 B 7015, Slate grey</td>
</tr>
<tr>
<td>Mid Gray</td>
<td>Pantone Cool Gray 6C</td>
<td>C 0 M 0 Y 0 K 30</td>
<td>R 200 G 200 B 200</td>
<td>#C6C6C6</td>
<td></td>
</tr>
<tr>
<td>Light Gray</td>
<td>Pantone Cool Gray 1C</td>
<td>C 0 M 0 Y 0 K 8</td>
<td>R 240 G 240 B 240</td>
<td>#F0F0F0</td>
<td>S 2005 R80B</td>
</tr>
</tbody>
</table>

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*Reproduction of these colors in print is sometimes challenging and must be performed with care and in close collaboration with the printer. CMYK values need to be carefully adjusted for consistent color reproduction with regards to each individual printing environment, and will depend on printer hardware, paper and icc profile used in conversion.*
Color Use

While each layout is subject to the individual designer's taste, some basic design principles apply for use of our brand colors.

White is Default
A light, uncluttered look is the default priority in Biotage designs. Open clear space and bright white backgrounds helps our brand elements to shine. Especially the Biotage blue and orange colors are bold and lively and need open space to stand out. Both in print and digital, a clear canvas gives room for our brand and message.

Grey is Support
Text boxes and backgrounds are preferably colored light grey. Darker grey is used for boxed text, image bylines, footers and low-hierarchy headings.

Blue and Orange Brand Colors
Biotage blue is used in headings and occasionally as high-impact backgrounds. Blue text works great on white or a light gray background.

Orange is vivid and bold and is more often than not used as an accent color. Biotage orange may be sprinkled throughout the design to highlight certain elements.
Graphic Elements

The Firefly
The Firefly element in the logotype may be used carefully as a graphic element where appropriate to enhance recognition of Biotage media, such as:

» On background plates with a slightly different tint (1–5 %).
» As a vignette in association with headlines or headers.

Bullet Angles » (Chevrons, Alt+175)
Use orange quote double angles as bullets in lists. Stretch them to match the capital character height.

Grey Boxes
Boxes with 8% black fill are recurring elements in footers, headers, textboxes and other structures.
Photography

Biotage keeps a collection of product portrait cut-outs, lab environments and other stock images.

Biotage photography is characterized by high quality, bright colors and product- or application focus.

Choose photographs which communicate not only what our products do in a concise manner, but also personalize the message and give a hint on its application.

**Photography Selection Guide**

» Focus on result or benefit rather than on a product.
» Show the positive outcome of using a product.
» Use human faces.
» Show products in use by people.
» Use bright imagery.