

ATELERIX

SAVIOUR OF CELLS



BRAND GUIDELINES 2025



Do not dare run afoul of the rules.

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These guidelines were developed to define and inform Atelerix's brand - how we look, sound, and feel to our audience. This document outlines usage for our logos, typefaces, colour palettes, icons, patterns, and so on. It also includes key positioning that informs how we communicate with our audience.

Why are brand guidelines necessary?

From our proprietary logos to the words we choose, each of these guidelines comprises one piece of our full brand identity. Adhering to guidelines helps preserve our visual identity, build recognition, protect our logo assets, and craft powerful and resonant messaging across channels

Need approved fonts, logos, graphic elements, or additional information?



Contact: Sean Lightheart - Marketing Manager

MISSION STATEMENT

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“We're here to turn the cryologistics world on its head,
becoming every laboratory's favourite shipping
companion across the globe.”

“Redefining how labs operate, trimming costs,
& giving a jolly good boost to
reducing carbon emissions worldwide.”



COMPANY DESCRIPTION

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Crafting shelf-stable science inspired by hedgehogs, **Atelerix** is the answer to the cryopreservation headache. With a gel that's not just cool but doesn't need to be cold, they're setting cells, tissues, and viruses free from the icy grip of traditional storage and shipping methods. Welcome to the future of bioscience, where the storage is easy, and the cells are always fresh.

One line description

Atelerix: Quilling the art of biosample preservation with room-temperature wizardry

USP

WHAT IT MEANS

Fresh-First Science	Room-temperature preservation of biological samples that keeps cells fresh - no cryo-compromises.
Cryo-Free Innovation	Say goodbye to dry ice. Say hello to shelf-stable solutions that move at the speed of your science.
No-Fuss Logistics	Simplified supply chains, reduced breakages, and shipping without ice or complexity.
Scientifically Validated	Robust, peer-reviewed protocols backed by real-world lab data.
Scalable & Flexible	From academic trials to global diagnostics - built to fit your workflow, not the other way round.



KEY BRAND VALUES

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SUSTAINABILITY BY DESIGN

Human-Centric Reducing cold chain dependency = lower emissions and greener science.
Not just good science - good for the planet.

PLAYFUL PROFESSIONALISM

We're in a serious business, but we don't take ourselves too seriously. We bring levity and sharp wit to the lab bench.

RELENTLESS BETTERMENT

We're never static. We iterate, we question, and we challenge old norms to carve new paths in biosample logistics.

HUMAN-CENTRIC INNOVATION

Every box, buffer, and hedgehog we design is about empowering the scientist - not just the science.

The value we deliver, the science we believe in.

Brand Guidelines

Atelerix's voice is direct, confident, witty, and humorous. Our voice can be heard in everything we create (even when words aren't involved). It informs who we are and how we present ourselves to the world.

DIRECT Time is a precious commodity and people are saturated with messaging. We need to cut through the noise and hit home with to-the-point messaging.

CONFIDENT We believe in our products and its disruptive potential, but we don't bluster: Our messaging has a laid-back conviction.

WITTY Our intention is stand out in the crowd. Safe is not our aim - we need to be memorable and a sophisticated wit will win favour.

HUMOROUS A bit of levity brought to a serious world will create a connection with our audience.

TONE OF VOICE BY AUDIENCE

While Atelerix speaks in a confident, playful, and intelligent tone, different audiences require subtle adjustments to ensure clarity, credibility, and engagement. Below is a matrix outlining how the brand voice should flex without breaking character:

AUDIENCE	TONE ADJUSTMENT	EXAMPLES / GUIDANCE
Academic Scientists & Lab Technicians	Confident, curious, pragmatic. Avoid flippancy, keep it smart and concise.	<ul style="list-style-type: none">- Highlight reliability and validation (“Our gel keeps your cells happy for up to 21 days - peer-reviewed, of course.”)- Avoid “gimmicky” phrases; focus on function with flashes of wit.
Procurement & Operations Managers	Solution-focused, clear, and cost-aware. Friendly, not silly.	<ul style="list-style-type: none">- Emphasise ROI: time, cost, logistics (“No dry ice. No delays. No disasters.”)- Use light humour in taglines, but keep body copy practical.
Industry & Biotech Partners	Bold, future-facing, minimal sarcasm. Prove scientific edge.	<ul style="list-style-type: none">- Reinforce your leadership role: “Atelerix isn’t just keeping up - we’re setting the pace.”- Cite data or achievements with style.

LOGO MARKS

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We've decided to take a minimalist approach to our logo and focus on the text, removing any associated icons for the logo mark. A clean and simple approach.

Logo

ATELERIX

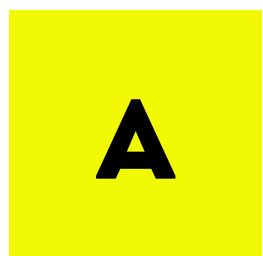
Logo & Strap

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Spacing between lines to be
height of base of an l in Atelerix



Favicon



A capital A in the box suffices.

PRIMARY FONT - INTRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

USED IN HEADERS, TITLES AND FOR THE COMPANY LOGO

SECONDARY FONT - INTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Used on the website, scientific collateral where legibility is required, subtitles and lines of factual text

Third FONT - Fingerprint

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Used on the website, presentations, social media & media and as commentary

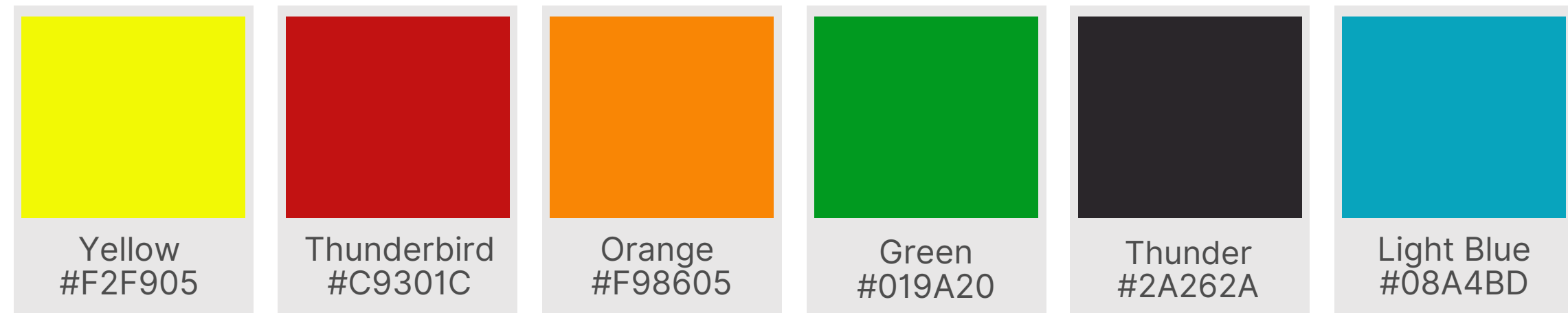
COLOUR PALETTE

Core Palette

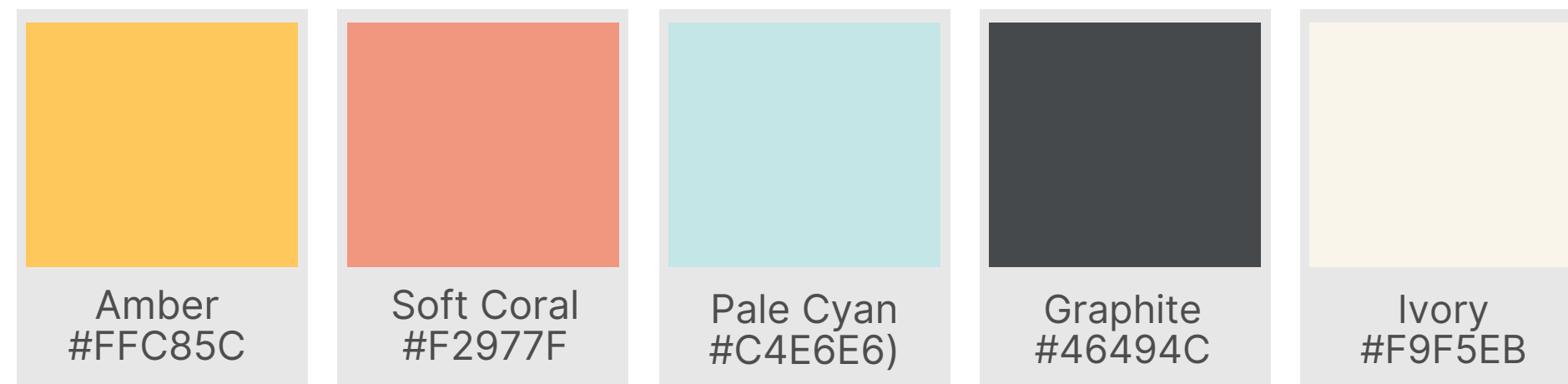
Our core colours are how we express ourselves in the most direct, Atelerix way possible.

Lean heavily on Atelerix yellow, but use secondary sets to build colour schemes that are complementary and balanced. White, black, and gray are also allowed to be used in combination with these colours.

Primary Palette May be used in decks to vary background presentation



Secondary Palette Supplementary colours for use in graphs/diagrams



THE HEDGEHOGS

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Atelerix gets its name after its scholarly alias, Atelerix. Our muse, The African four-toed pygmy hedgehog, a tiny creature with the magical ability to hit the pause button and hibernate when the mercury dips below the cosy mark of 20°C.

A constant feature throughout the Atelerix brand - it is used to add a visual stimulus and accompaniment to our messaging - a distinctive feature in the medical science field and key component of our presentation across media and channels.

1ST GENERATION



2ND GENERATION



3RD GENERATION



4TH GENERATION



Our Hedgehogs are generated via AI art and the style we are curating of the illustrations is:

Edgy, satirical, adult, humorous, sketched, detailed and draws anthropomorphic hedgehog sketches illustrated with fine detail. These are predominately done in black and white. The primary element is their fun and playful nature.



Application

Hedgehogs are not be placed in the centre of pages as though they are floating, they should be hanging off edges of pages.

Having a hedgehog not fully displayed and partially obscured (off the page)



In front of brand stripes for perception of depth



Must be facing in the way (not off the page)



Use & functions

The use of quirky, sketched items helps differentiate ourselves from other scientific brands. These elements serve to call out and draw attention to accompanying text in materials such as decks.



Circling



Overstated quotation marks



Underscoring



Section underscore



Points aggregator



checkbox

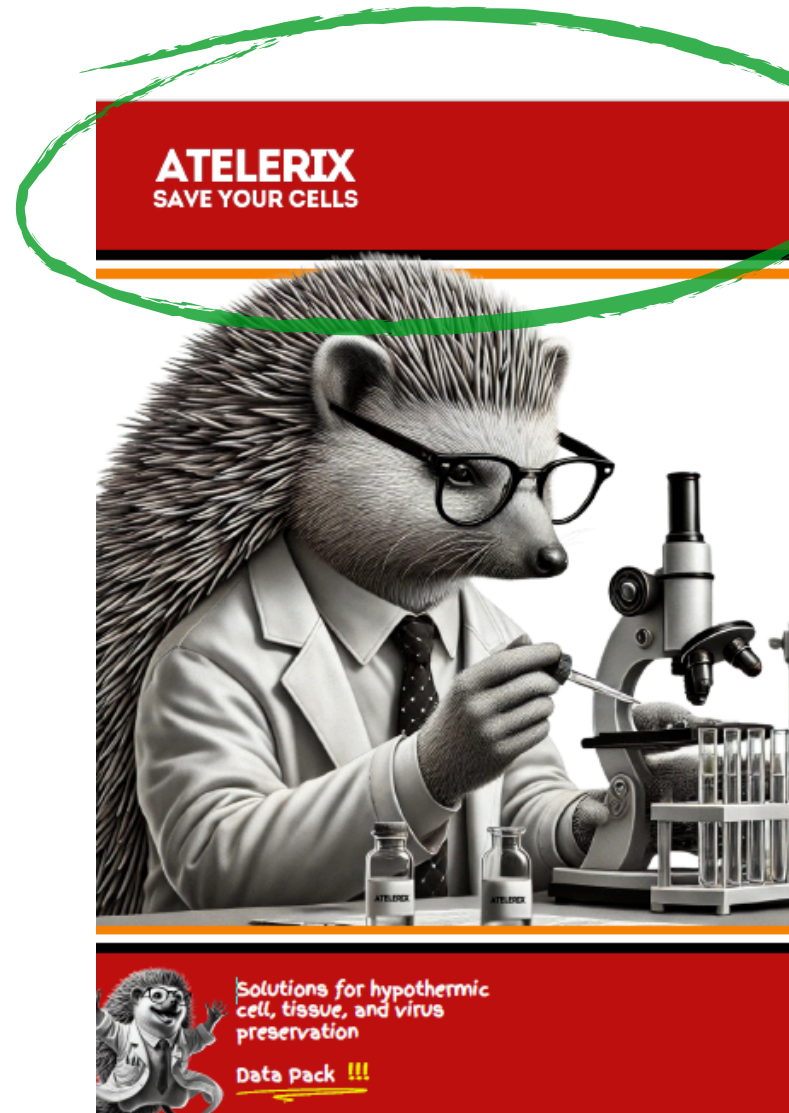
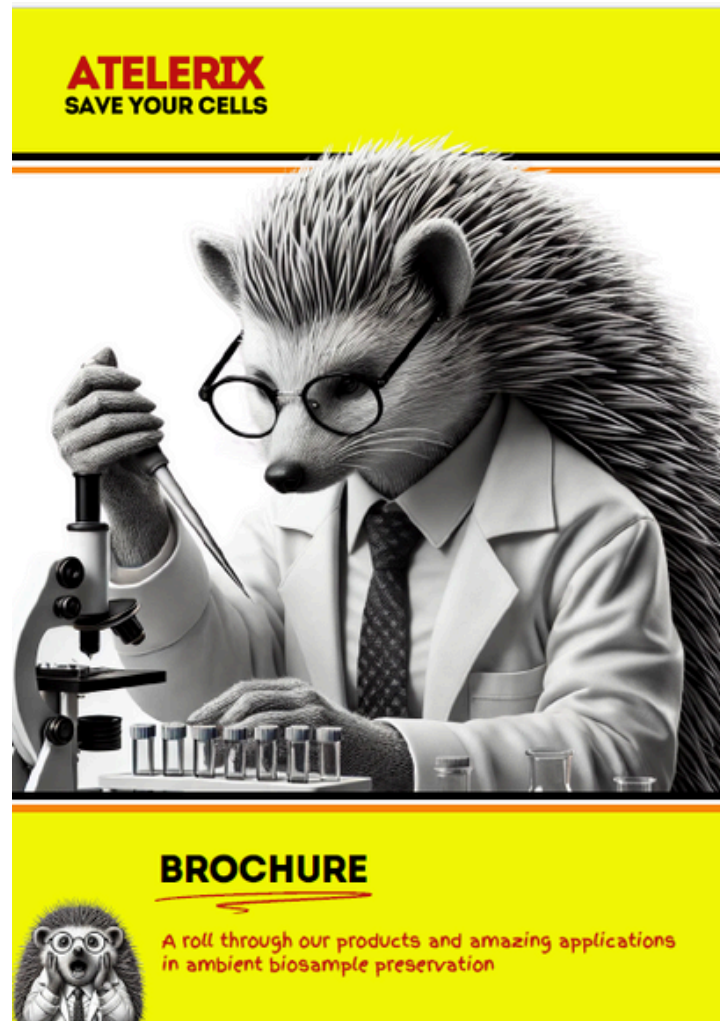


**Sketchy arrows
(75% transparency)**

DESIGN ELEMENTS/ BRAND VISUALS

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Examples



Use of the header and footer colour bands are a staple of current presentation style associated with our brand.

Used in brochures, publications, socials and decks et al.



LinkedIn post, April 2025

Brand Guidelines

Examples

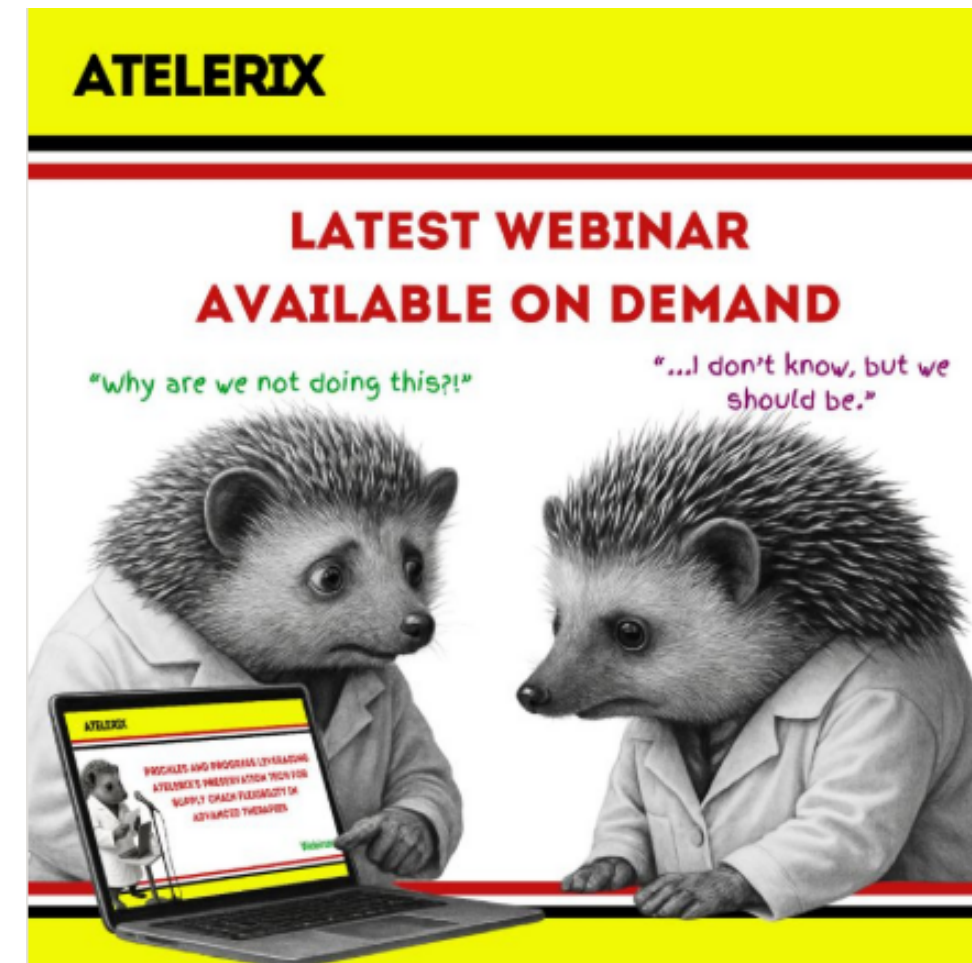


Uses template with header and footer with stripes

Use of a range of brand colours.

Use of playful and fun hedgehog image - which is slightly off page

Use of elements such as the sketched circling which goes off page.



Use of branded stripes

Use of playful hedgehogs

Reads left to right on speech

Examples



Splitting of titles fonts INTRO at the start and then subheading in Inter, so it is easier to read.

Examples



INTRO header and Inter subheader

Range of colour palette

Use of Take-home message at bottom to reinforce slide summary

Fun, off-page hedgehogs

No punctuation except exclamation points

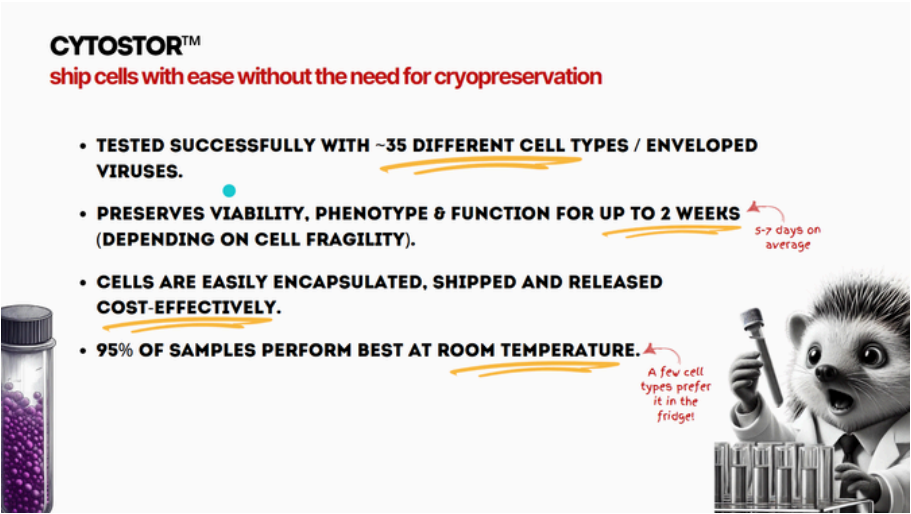
Use of ampersands instead of 'and'



Use of branded stripes

Use of playful hedgehogs

Adaptation of presentation features



INTRO title and Inter Subtitle

Use of underscoring and arrows with key annotations

Off-page hedgehog

Examples

ATELERIX

MINI-CASE STUDY:
ImmuONE

SHIPPING IMMUPHAGE™
(HUMAN ALVEOLAR-LIKE MACROPHAGES)
AT ROOM TEMPERATURE

BACKGROUND:

ImmuPHAGE™ is a human *in vitro* culture of alveolar macrophage-like cells that closely resembles the morphology and functionality of human alveolar macrophages. These cells provide a detailed understanding of immune responses in the small airways including clearance, inflammation and immune pathological macrophage responses. As immune cells, they are very fragile and sensitive to environmental changes, therefore challenging to transport without deterioration in their viability, morphology and functionality.

DESIGN:

ImmuPHAGE™ cells were previously seeded on a 96-well plate at a density of 5.6 x 10 cells/well. The medium was removed from the wells and Aterlix WellReady™ was added as per manufacturer's instructions. Cells were left at ambient temperature 3 days and were intermittently moved around to replicate shipment. Cells were released from the gel and maintained in medium for another five days. Cells were imaged using light microscopy (20x magnification) prior to gelling, immediately after gel removal, and 5 days after gel removal.

RESULTS:

Before addition of WellReady™

After Gel Removal

After 5 Days in Culture

Left: Photomicrograph images of ImmuPHAGE™ cells seeded in 96-well plates preserved for 3 days at room temperature using WellReady™ with simulated shipping

Cells showed good viability and normal macrophage morphology defined as a large, spherical shape with abundant granular cytoplasm, and membrane extension-like pseudopodia for up to 5 days' culture after being released from WellReady™.

Try for free!

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www.aterlix.co.uk | Aterlix Ltd., The Blopphens, Newcastle upon Tyne, NE4 5BX, U.K.

Uses template with header and footer with stripes

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CASE STUDY:
DefiniGEN

CASE STUDY: ENHANCING CELL PRESERVATION WITH ATELERIX TECHNOLOGY
— A COLLABORATION WITH DEFINIGEN

BACKGROUND AND CHALLENGES

DefiniGEN, a leading provider of induced pluripotent stem cell (iPSC)-derived hepatocytes, faced a significant challenge in its cell preservation processes. The conventional method of cryopreservation was proving to be both invasive and potentially damaging to the cells, impacting their viability. DefiniGen's clients were required to thaw and plate cells upon receipt, a process that could introduce variability depending on how optimally the thawing was performed. This inconsistency in cell handling not only reduced cell viability but also hampered the ability to offer their customers truly assay-ready, high-quality cells.

Given these challenges, DefiniGEN sought an innovative solution that would enable them to ship live, viable plated cells to customers without subjecting them to cryopreservation. The goal was to ensure that clients could receive fresh cells, reducing cell death and maintaining the functional quality of the cells.

THE ATELERIX SOLUTION

Aterlix's novel cell preservation technology provided an answer to these challenges. DefiniGen integrated Aterlix's WellReady™-96 in-plate preservation technology into their workflow, removing the cryopreservation step entirely. The process was straightforward: on the day of shipment, DefiniGEN would use WellReady™ to prepare their iPSC-derived Opti-HEP wild-type hepatocytes, allowing the cells to be shipped live to clients. This significant change meant that DefiniGen's clients would no longer need to thaw and plate cells, a step known to reduce cell viability.

Other aspects of DefiniGEN's workflow remained unchanged, making the implementation seamless. The ability to ship cells live in plates represented a dramatic improvement, streamlining processes and improving overall outcomes for clients.

Try for free!

SAVE YOUR CELLS

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Use of orange band at header and footer for case studies

Red font for title

Use of underscoring and off-page hedgehogs

Warning -

Be careful of conflicting colours with orange banding - dark contrasting light in partner logos

Summer 2025 - Strategic Rationale & Core Brand Retention

Why Evolve the Brand?

- Atelerix has a vibrant, disruptive identity rooted in bold colours and satirical hedgehog mascots.
- Tailoring presentation to resonate with investors and professional audiences requires a more mature and credible image.
- Aim: Balance playful uniqueness with scientific professionalism.

Key Brand Strengths to Retain

- Colour Palette: Bold core colours (Yellow, Red, Black, White, etc.) remain unchanged due to their distinctiveness and recognition.
- Hedgehog Illustrations: Continue with black-and-white anthropomorphic designs, but apply more scientific and mature tone.
- Typography Update: Keep INTRO (titles) and Inter (body). Using Fingerpaint more sparingly but for quotations

Issues to Address

- Inconsistent use of legacy colours.
- Retain consistency in hedgehog depictions that is underpinned by intellectual wit.
- Visual disjoint between sub-brands.

Evolution Strategy

Visual & Verbal Refresh

- **Tone of Voice:** More confident, data-driven, less sarcastic. Humour evolves into witty intelligence (inspired by Stephen Fry).
- **Colour Harmonisation:**
 - Core palette retained.
 - One new secondary palette to be adopted; “Warm Scientific” (e.g. Amber, Pale Cyan, Graphite) for better cohesion.
- **Hedgehog Use:** Focus on lab workflows, avatars. Keep monochrome style with minimal colour pops (e.g. red tie).

System-wide Consistency

- Standardise all visual assets: graphs, sub-brands, social cards, and decks.
- Apply consistent brand rules: headers, footers, font use, hedgehog placement.

