



Integrity
LABORATORIES
Brand Guide





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Integrity

LABORATORIES

The Problem

Healthcare is the **only** civil system where new technology makes prices go up instead of down.

JAAN TALLINN





TODAY'S OBSTACLES

The current healthcare paradigm rewards antiquated technology and compromises patient care and outcomes. Clinicians require the most up-to-date tools adept at overcoming the modern challenges that face infectious disease diagnostics and the growing patterns of antibiotic resistance.



The revolutionary science behind genomic testing to support advanced microbial solutions that provide optimal and specialized patient care aiming to combat antibiotic resistance, improve patient outcomes, and advance the accessibility of precision medicine.

WHAT IS PRECISION DIAGNOSTICS?



Mission and Brand



KNOWING WHAT'S AT STAKE

Innovation. Identification. Integrity.

Trust is the most valuable asset a patient can invest in a clinician. To validate this trust of care, the best line of treatment requires precision diagnostics that can be quickly used to analyze and help determine the most optimal line of treatment.

We understand how important that relationship is, and the challenges of a busy practice in preserving that delicate relationship. Prescribing a general therapy might put that trust at risk and contribute to antibiotic resistance. Thus, it's essential to have the proper toolkit and laboratory support that can rapidly provide diagnostics within the optimal window of treatment.



OUR MISSION

Innovation. Identification. Integrity.

Integrity Laboratories' mission is to serve our clients by providing comprehensive, state-of-the-art clinical laboratory testing to our clients and to do so with the highest standards of honesty, transparency, and integrity.

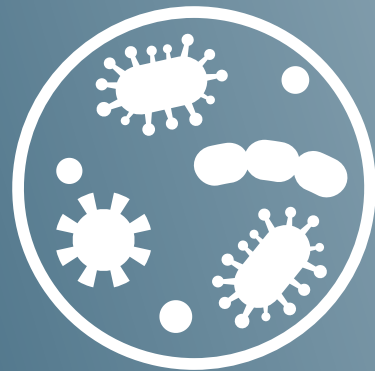
We are committed to delivering rapid and accurate infectious disease identification, allowing clinicians to treat patients faster - and extending the accessibility of our products and services to adapt to the modernization of public needs.

DIAGNOSTICS MADE FOR DOCTORS

Our clinicians face countless challenges in patient care. Fast and accurate diagnostic testing shouldn't be one of them. Integrity Laboratories' intercept PCR™ platform has improved the gold standard in diagnostics and readily detects a multitude of infectious diseases. Faster, more integrated results directly translates to improved patient outcomes and reduced hospital costs, while fighting the trend of antibiotic resistance.



**Results in
24-36 hours**



**Precise Antibiotic
Resistance Markers**



**Objective Data
and Analytics**



**Reduced Costs and
Improved Outcomes**



WHO WE SERVE

HOSPITALS

Medical Systems deserve access to state-of-the-art laboratories.

SPECIALISTS

Clinicians throughout the various specialities require precision data.

PATIENTS

Ultimately, we serve patients, and individuals ready to get back to their lives and loved ones.

WHY WE SERVE

The majority of laboratory tests are run with processes that have been outdated for 30 years or more. Though relatively controlled, these standard practices are inherently slow and have contributed to the necessity for clinicians to overprescribe general antibiotics, impacting the development of antibiotic resistance. Integrity Laboratories is committed to improving patient care by utilizing RT-PCR testing to dramatically decrease the need for general therapies. To improve patient outcomes, Integrity Laboratories uses innovative precision diagnostics delivered in a rapid and easily integrated system straight to the physicians it serves.

INTERCEPT PCR™

Our tests are designed to deliver rapid and accurate infectious disease identification, allowing clinicians to treat patients better, faster using our proprietary advanced platform featuring Real-Time Polymerase Chain Reaction technology.

[Emerg Infect Dis.](#) 2020 Aug; 26(8): 1654–1665.

doi: [10.3201/eid2608.201246](https://doi.org/10.3201/eid2608.201246)

PMCID: PMC7392423

PMID: [32396505](https://pubmed.ncbi.nlm.nih.gov/32396505/)

US CDC Real-Time Reverse Transcription PCR Panel for Detection of Severe Acute Respiratory Syndrome Coronavirus 2

[Xiaoyan Lu](#), [Lijuan Wang](#), [Senthilkumar K. Sakthivel](#), [Brett Whitaker](#), [Janna Murray](#), [Shifaq Kamili](#), [Brian Lynch](#), [Lakshmi Malapati](#), [Stephen A. Burke](#), [Jennifer Harcourt](#), [Azaibi Tamin](#), [Natalie J. Thornburg](#), [Julie M. Villanueva](#), and [Stephen Lindstrom](#)✉

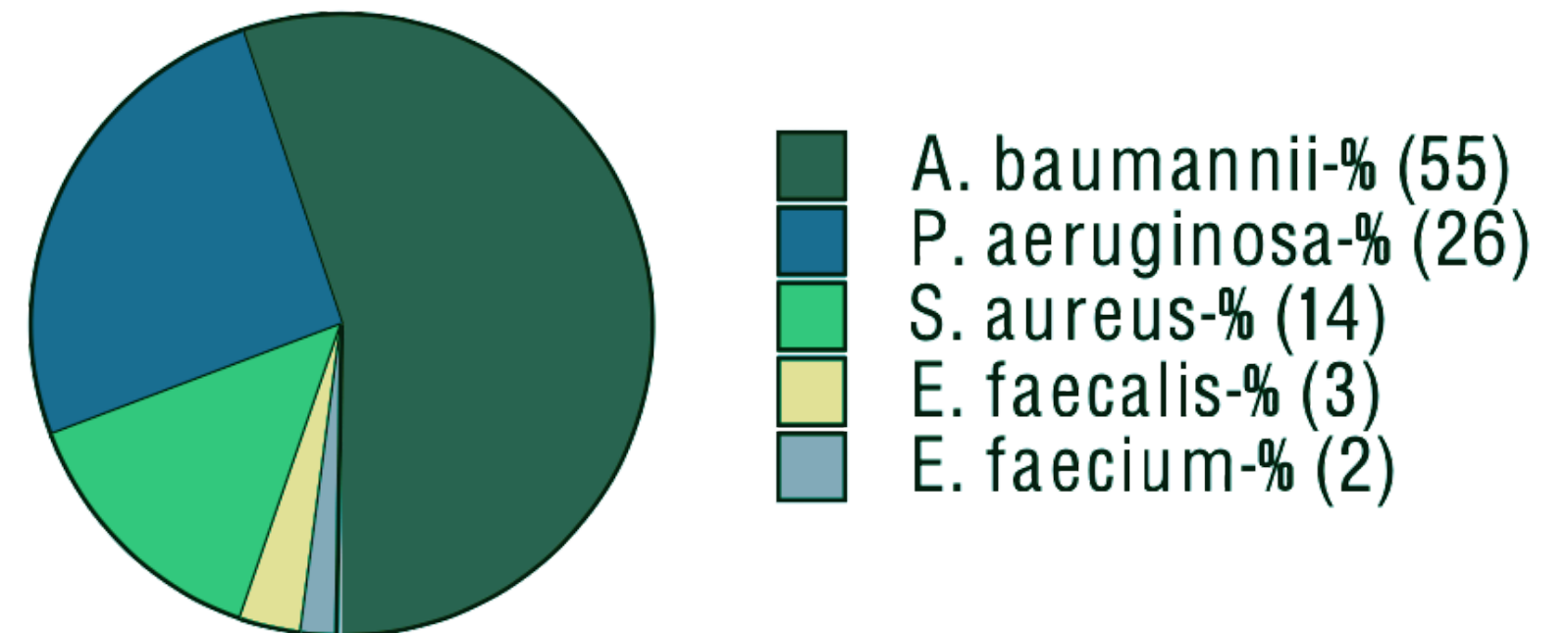
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THE INTERCEPT PCR™ FAMILY



Each of our diagnostic tests aim to improve the efficiency of patient care and discover actionable insights via an integrated informatics platform. intercept PCR™ delivers a novel clinician dashboard for real time surveillance and trends across diagnostic testing modalities.



We Deliver



High Speed High Fidelity

STAT and Next Day results reporting across all testing modalities. Specificity of molecular diagnostics testing at greater than 99%. Ability to differentiate specimens which are polymicrobial compared to standard culture.



Integrated Data Actionable Insights

intercept PCR™ is the dynamic engine behind the molecular diagnostics platform. Clinicians gain access to a unique online portal from which they can access real-world data and quantify impacts of enhanced antibiotic prescribing habits.



Lower Costs Improved Outcomes

Early pathogen identification driver for antimicrobial stewardship as strategic approach to antibiotic prescribing. This practice is evidence-based and central to delivering value-based solutions. Real-time and near-time insights help guide clinicians toward optimal treatments for their patients the first time.



Visual Identity



Defining Imagery

PEOPLE

doctors, physicians, lab technicians, scientists, patients, health specialists featuring: diverse ages, group, gender. Clothing type: professional, clinical, patient ware, combination of real imagery and emotions, not just smiling faces, but hardened, serious and technical. Focused, yet warm, friendly, concerned, stressed, aspirational, diligent, determined, modern, cool tones (more blues than green)

PLACES

lab spaces, workbenches, laboratory, hospital, doctor's offices, clinical locations.
DO NOT: no corporations, no landscapes, cityscapes, no homes or neighborhoods
DO: show examples of in action, clean but busy, modern, innovative spaces only, warm, friendly, helpful, collaborative, supportive, patient oriented.

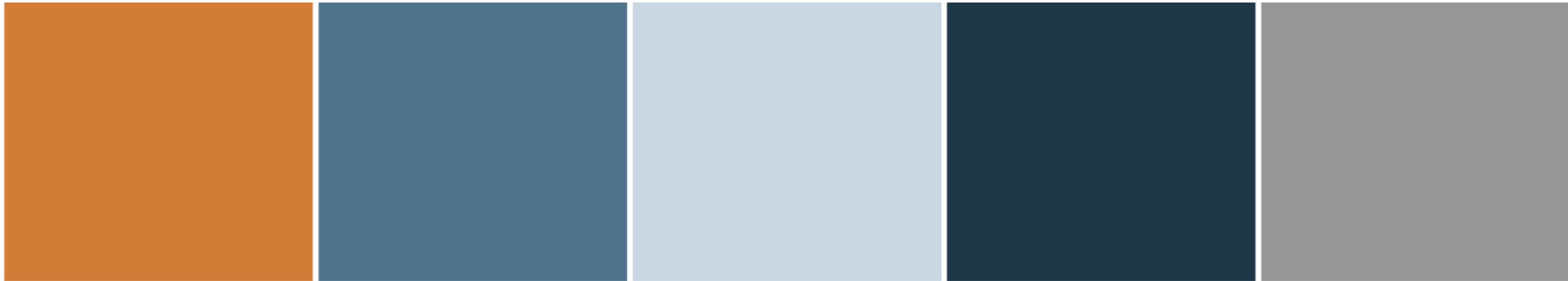
THINGS

hospital workspaces, lab tools, testing imagery, clinicians holding medical tools, medical equipment, laboratory equipment relative to the industry, clean spaces.
DO NOT: out of scope lab equipment: no genetic testing, no overtly technical imagery, no complicated safety garb, no whimsical imagery
DO: light technology, computers, lab benches, PCR equipment, pipets, innovative, realistic, empowering, improved, patient-oriented.



BRAND COLORS

bronze, teal blue, beau blue, gunmetal, and Spanish grey



Color 1

HEX D3803B
RGB 211, 128, 59
HSB 27, 72, 83
CMYK 0, 39, 72, 17

Color 2

HEX 51778C
RGB 81, 119, 140
HSB 201, 42, 55
CMYK 42, 15, 0, 45

Color 3

HEX CCD8E1
RGB 204, 216, 225
HSB 206, 9, 88
CMYK 9, 3, 0, 11

Color 4

HEX 203846
RGB 32, 56, 70
HSB 202, 54, 27
CMYK 54, 20, 0, 72

Color 5

HEX 9A999A
RGB 154, 153, 154
HSB 300, 1, 60
CMYK 0, 0, 0, 39



LOGOS

Limit logo colors to white and black (for dark and light theme) or specific orange/grey variant.



Abbreviated
Logo Type

TYPOGRAPHY

Quattrocento is our primary font body for copy, accompanied by Oswald for headlines.

Quattrocento

Light

Regular

Medium

Semi Bold

Bold

Oswald

Oswald Light

Oswald Regular

Oswald Semi Bold

Oswald Bold

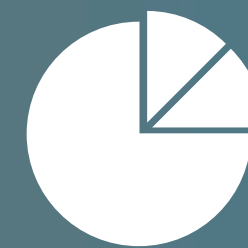
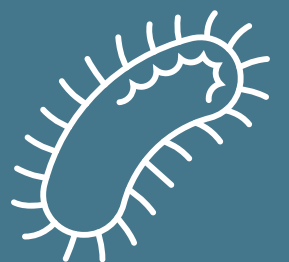
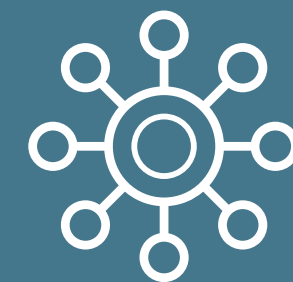
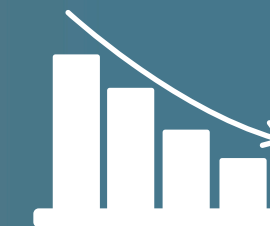
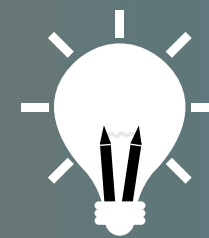
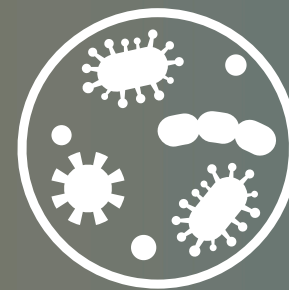
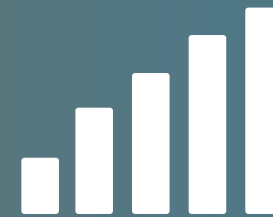
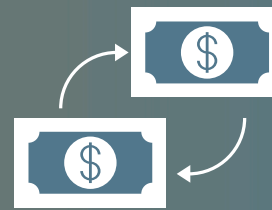
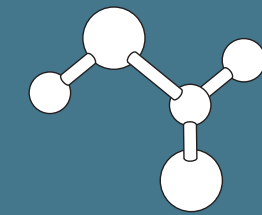
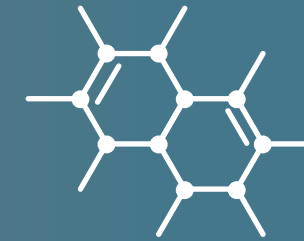
PHOTOGRAPHY ELEMENTS





GRAPHICS

The use of graphic elements portrays user-friendly image and components to describe complex information





InteGriTy

LABORATORIES

Language



TONE OF VOICE

Educational/Knowledgable

We are specialists in the industry and understand the necessity to remain up-to-date on innovative technology to advance patient care.

Trustworthy/Sincere

We stay true to our dedication to help support patient and clinician relationships. We speak plainly and clearly and with the intent to do the right thing.

Helpful/Supportive

We use empathy and respect in our communications to help people in ways that best support their individual needs without appearing arrogant or demanding.

Visionary/Inspirational

We know how important it is to embrace new technology and push the boundaries of traditional thinking to enact change in the healthcare industry.

Progressive/Modern

Modern times require modern solutions. We devote resources to develop revolutionary changes through our think tank genomeIQ.



CHRISTIAN CLEVINGER

CEO, Integrity Laboratories

"In today's age, patients deserve answers to their most critical health concerns in a timely and efficient manner. Offering precision diagnostics is more than just improving the bottom line for doctors; it's our way of providing peace of mind to those in their worst hours, using the most advanced technology as possible with the highest integrity."





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