

Brand Identity and **Use Manual**



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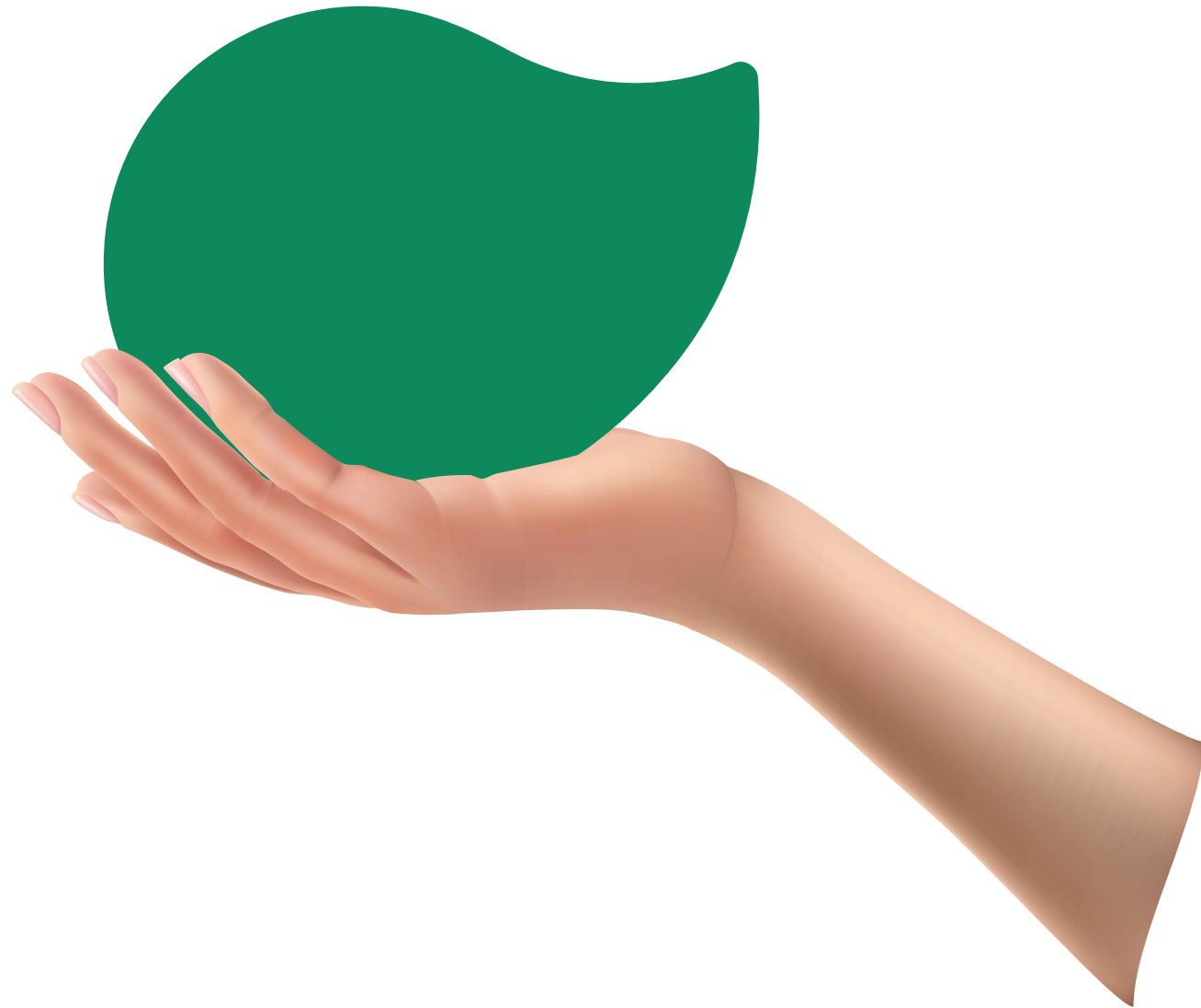
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Descriptive Memorial

The Controllab brand has evolved over its more than 40 years of history. In the last decades this brand has highlighted the concept of "sowing quality" and its symbol referred to the quality leaves that are sown. The brand also had in its previous versions the symbology of a drop in reference to biological liquids, chemical processes and aqueous media common to laboratory analyzes.

Following a path of brand rebranding, which began in 2016, in search of something that is modern and that takes care of the care and attention that runs throughout the company's trajectory in its constant search to provide quality, we arrive at the concept presented in this manual.

The earlier symbol that referred to the leaf or the aqueous medium (drop), gives rise to a unique and personal symbol. A symbol built from circles and curves, bringing zeal for quality and care for life. With its smooth and constant curves, combined with the cozy shape, it brings us the feeling of tenderness.



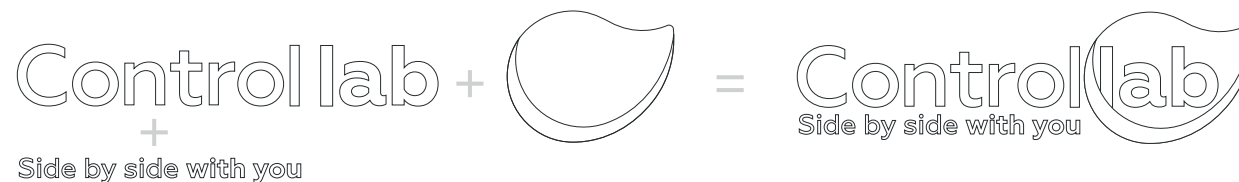
Main brand

The Controllab brand consists of 3 elements: The nominative expression "Controllab", the slogan "Side by side with you" and the symbol. The institutional colors gray and its variations in green work together with the white that highlights the "lab" in Controllab.

The main brand must be accompanied by the slogan "Side by side with you", reinforcing the culture of attention and care with quality and working together with the customer, according to the characteristics of the persona Controllab.

The slogan should only be suppressed in situations where its reading and understanding are impaired, such as reductions in the logo, in certain situations with background interference and others that will be dealt with later in this manual.

The "Controllab" brand must never be worked out of association with the symbol, at the risk of compromising the social and commercial function it proposes. The symbol, when used in isolation, constitutes an independent distinctive sign. Used to designate programs, services and products developed by Controllab*.



* the use of the Controllab logo and/or symbol by third parties is granted with express authorization. The use without such authorization, subject the author to change of content or other legal measures.

Secondary brand

The secondary brand of Controllab is made up of only 2 elements: the word expression and the symbol. The slogan is deleted in this version.

This mark should be used on occasions where the reading of the main mark is impaired, such as reductions that do not allow the reading of the slogan or in situations where background interference makes it difficult to read.

Attention! Always give preference to the use of Controllab's main brand.



Monochrome brands

Variations of brands and monochromatic nominative expressions are important for application in spaces where there is great background interference, such as images, backgrounds with strong colors or the need to use only one color in the graphic project.

The Controllab brand has 1 version of the word expression in two colors and 3 versions of monochrome expressions: positive, negative and dash.

The two-color variation has the logo in white instead of the institutional gray and the symbol remains in institutional green. That way, we can use the logo on a dark but colorful background.

It is important to evaluate the project where the logo will be inserted in order to choose the best option that privileges the reading of the brand.

Two colors



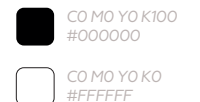
Positive



Negative



Dash

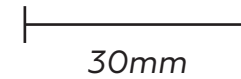


Maximum reduction

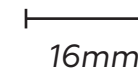
If there is a need to use the mark on a small scale, care must be taken that its characteristics and legibility are not impaired.

The following recommendations apply to reductions in print and online.

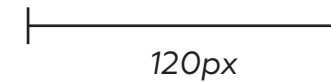
Main Brand in printed reduction



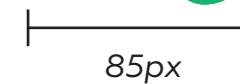
Secondary Brand in printed reduction



Main Brand reduced online



Secondary Brand in reduction online

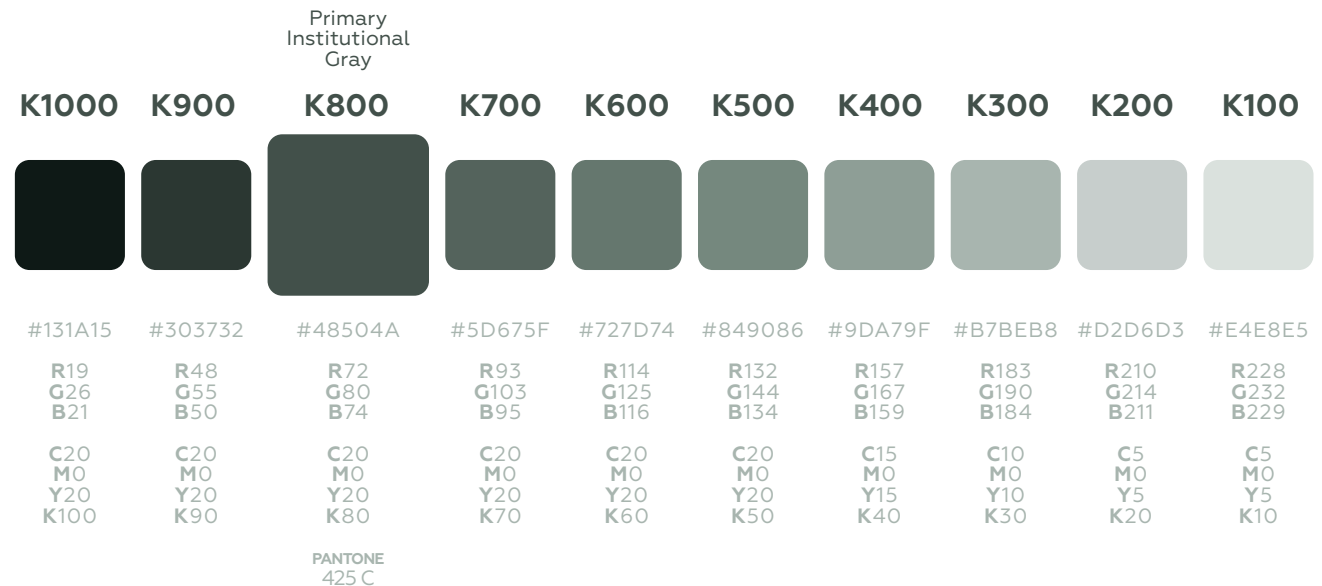
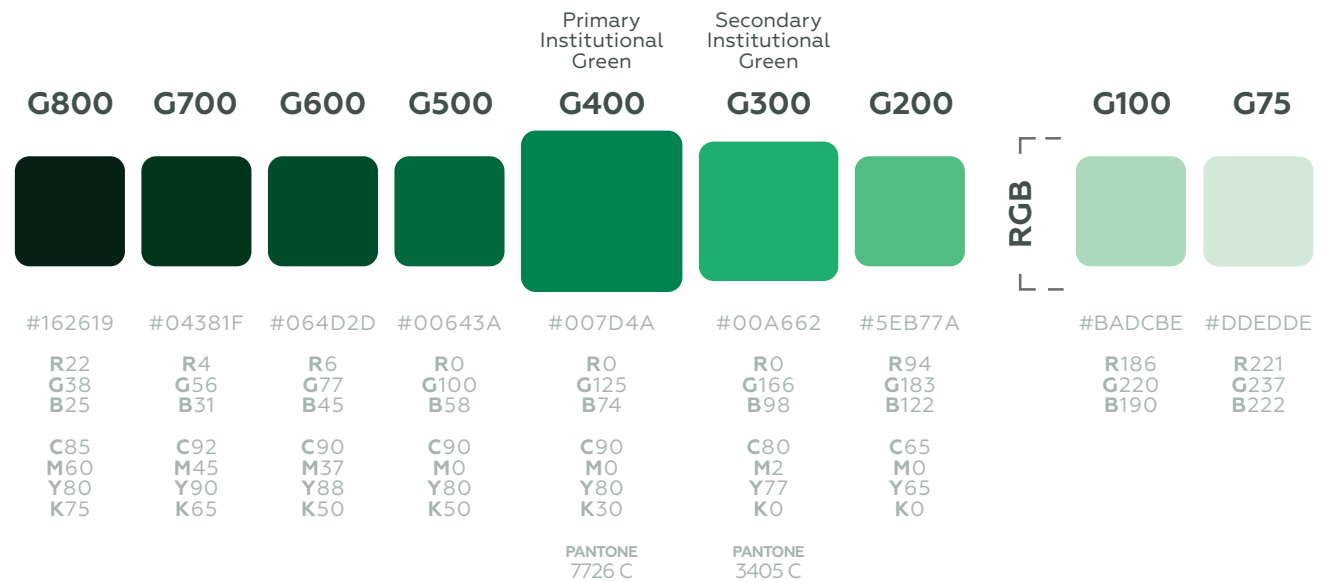


Institutional Colors

For the construction of the institutional color palette, which identifies Controllab as a brand and institution, two primary colors were defined: green called **G400** and gray with **K800** nomenclature. In addition to a secondary green (**G300**). These three colors form the Controllab brand and must always be present in all graphic pieces, whether as a detail, a filter or as a determining element, so that the company's identification by the perception of its colors always occurs.

An extension of the palette was developed from these two primary colors. Thus, we have a range of colors within the institutional spectrum that allows us to develop more interesting graphic pieces, in addition to offering the design team tools to develop their projects.

It is important to note that at no time is it allowed to change the colors of the Controllab logo by other colors presented in the developed palettes. These colors serve as a support for design, but are not a substitute for primary and secondary institutional colors.



Security area

To ensure better legibility, every brand must have a protection area (aeration) in order to avoid conflicts with other visual elements in its use.

The protection area establishes a maximum limit of approximation with images, texts, other brands and even its distance in relation to page borders or bleeds.



Improper use

To keep the visual unit in all parts, we recommend that the following situations are avoided.

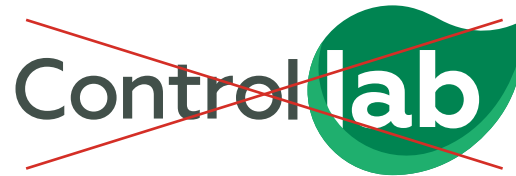
Do not change institutional colors



Do not flatten or stretch the mark outside its proportion



Do not change the ratio between symbol and logo



Do not use on backgrounds that make the mark vibrate



Do not use on backgrounds that project low contrast



Do not use symbols, figures or text that disrespect the safety area



Typographic family

For the construction of the “Controllab” logo, the Geometria font was used. A family of fonts that proved to be regular, controlled and versatile. With an extensive variation of weights, excellent legibility and elegant forms that bring the curvilinear shapes that refer to the symbol, its curves and its zeal with quality and care.

This source has also proved to be efficient for use in various offline media and most online media. This way, Geometria becomes the primary source and should always be used in printed materials in general (packaging, stationery, brochures, advertisements, etc.) and in digital media where its rendering does not impair reading (digital advertising pieces, social media posts, websites).

Although the Geometria font is very well designed and has its version for use in an online environment, in some situations the rendering of the font by the media distorts the font or hinders its readability (email marketing, websites). In these situations, the secondary source Open Sans should be used. A specific open source for operation in an online environment.

GEOMETRIA BOLD

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm
1234567890!@#\$%&*?

GEOMETRIA MEDIUM

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm
1234567890!@#\$%&*?

Primary Source

Geometria Thin
Geometria Thin Italic
Geometria Extra Light
Geometria Extra Light Italic
Geometria Light
Geometria Light Italic
Geometria Regular
Geometria Italic
Geometria Medium
Geometria Medium Italic
Geometria Bold
Geometria Bold Italic
Geometria Extra Bold
Geometria Extra Bold Italic
Geometria Heavy
Geometria Heavy Italic

Secondary Source

just online environment

Open Sans Light 300
Open Sans Light 300 italic
Open Sans Regular 400
Open Sans Regular 400 italic
Open Sans Semi-bold 600
Open Sans Semi-bold 600 italic
Open Sans Bold 700
Open Sans Bold 700 italic

Geometria
Design by Gayaneh Bagdasaryan and Vyacheslav Kirilenko, 2012

Open Sans
Design by Steve Matteson, 2011

Typographic family study conducted by the company Karuana, 2016.

Quality Control Seal (QC)

Guidelines

Exclusive for Controllab proficiency testing participants

1. What is the QC Seal?

The QC Seal confers reliability to the reports. It is used by laboratories to show their investment in quality to their public.

2. Who can use the QC Seal?

The license for the QC Seal is automatically granted to the laboratory enrolled in the Controllab Proficiency Testing service **after 3 months of active and continuous participation**. After the inscription, when the laboratory meets these requirements, the files are available in the Online System, menu Proficiency Testing/Public Documents.

2.1. The QC Seal is available in the digital version and can be reproduced in the physical materials of the participant,

such as reports and correspondence, as long as the laboratory complies with the following rules:

2.2. The QC seal is owned by Controllab and can only be used by **laboratories with a signed contract for the Proficiency Testing service while in force and active**.

2.3. The laboratory that uses the QC Seal must regularly participate in the Proficiency Testing and present satisfactory performance in the enrolled programs.

2.4. The laboratory must be up to date with tax obligations.

2.5. The QC seal does not grant the laboratory the authorization to use,

independently and in isolation, the brand, symbol or identities for services that are under the seal of Controllab or its partners. See sections "USE OF THE CONTROLLAB BRAND, SYMBOL AND IDENTITIES" and "USE OF THE CONTROLLAB PARTNER BRAND, SYMBOL AND IDENTITIES".

2.6. It is not allowed to edit, reissue, treat, modify, alter, cut or make other changes to the electronic file of the QC Seal.

2.7. It is allowed to use the QC Seal to reproduce targeted content, the use of which promotions and content in a misleading and irregular manner is prohibited.

2.8. It is allowed to use the QC seal for

institutional and non-profit purposes.

2.9. Any other use of the QC Seal not listed or without authorization from Controllab is prohibited.

3. How to use the QC Seal?

The QC Seal is unique and non-transferable for the unit participating in the Proficiency Testing. Each participant has a file with a unique QR Code, which is automatically directed to the consultation page for the scope of tests participating in the Proficiency Testing on the website www.controllab.com. Its association with the name or logo of the laboratory is prohibited.

3.1. The QC Seal is available in horizontal and vertical configurations. Use the one that best suits your space requirements.

Quality Control Seal (QC)

Guidelines

3.2. When the laboratory cites, apply the QC Seal or refer to Proficiency Testing services in its social media publications (Facebook, Instagram, LinkedIn and others that may exist), it is recommended to use the hashtag Controllab (#controllab) and the respective digital address as listed in item 5.

3.3. When using the QC Seal with other brands that prove quality, display it in size, color and frequency with all logos of comparable products.

4. Display correctly QC Seal is as important as taking care of your own logo.

4.1. Violation in the use of the Controllab QC Seal and references will subject the laboratory to changes in the content in

question. This amendment also applies to the irregular use of the seal.

4.2. If the laboratory or any organization irregularly uses the QC Seal, it is the right of Controllab to demand the interruption of use within 48 (forty-eight hours) from the notification of violation of the terms of this authorization. Controllab will be responsible for inspection and sanctions for the organization that continually disregards these instructions.

5. Controllab digital addresses

Follow and mark Controllab in digital media:

Website: controllab.com

LinkedIn: linkedin.com/company/controllab

Facebook: facebook.com/controllab

Instagram: instagram.com/_controllab

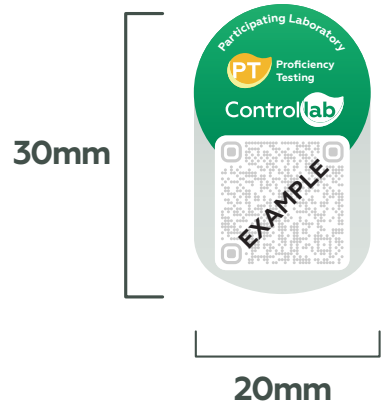
For questions about the use and application of the QC Seal, contact the Controllab Team:

marketing@controllab.com

Quality Control Seal (QC)

Applications

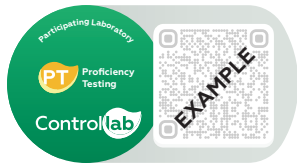
Vertical Version



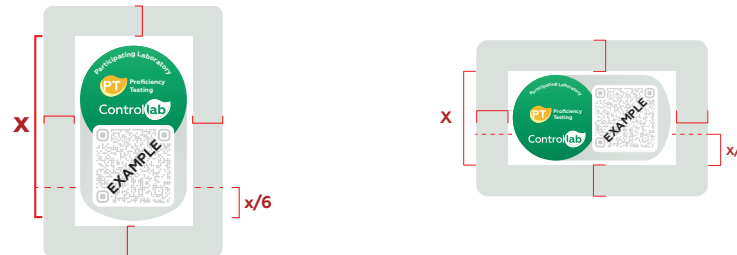
Maximum Reduction



Horizontal Version



Interference Zone



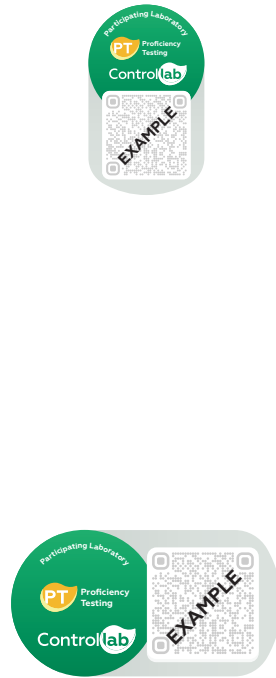
Quality Control Seal (QC)

Applications

Colored background



RGB version



POSITIVE version



NEGATIVE version



Quality Control Seal (QC)

Applications



Examples of fair and authorized use of the QC Seal and reference in digital media: "Another certificate proving the investment in quality of Laboratory X. Controllab Proficiency Testing" or "Participation in another round of Controllab Proficiency Testing".



Examples of irregular use of the QC Seal in digital media: "Exam results in up to 5 hours in Lab X", "Happy Pediatrician's Day!" or "Lab X attendance will work normally in this holiday".



Use of the Controllab brand, symbol and identities

Any use, reproduction or printing, by any legal or physical person, by any means or form, of the Controllab logo, symbol, identities for services and references is prohibited without prior written authorization.

Laboratories participating in the Proficiency Testing, are authorized to use the QC Seal, after 3 months of active and continuous participation in the service, provided they comply with the rules described in the section "QC SEAL".

Violations in the use of the Controllab's brand, symbol, service identities and references will subject the laboratory or any organization to changes in the content in question. This amendment also applies to the irregular use of the seal and use of the partners' brand. See section "USE OF THE BRAND, SYMBOL AND IDENTITIES OF CONTROLLAB PARTNERS".

If the laboratory or any organization irregularly uses the Controllab brand or that of its partners associated with quality control services, it is the right of Controllab to demand the interruption of use within 48 hours (forty-eight hours) from the notification of violation the terms of this authorization. Controllab will be responsible for inspection and sanctions for the organization that continually disregards these instructions.

Use of the Controllab Partners' brand, symbol and identities

Brands associated with Controllab's quality control programs

Guidelines

Controllab establishes partnerships or seeks support from different institutions in order to expand scientific knowledge and improve the quality and efficiency of its services, generating better results for users. However, the inclusion of the laboratory in Controllab's quality control programs does not entail the right to use the logo or other distinctive symbols of these institutions.

Within this context, it is considered misleading and irregular to use them when done on an extra contractual basis and associated with the laboratory's participation in Controllab's quality control programs, regardless of the type of material or media in which they are broadcast, whether printed or digital.

Therefore:

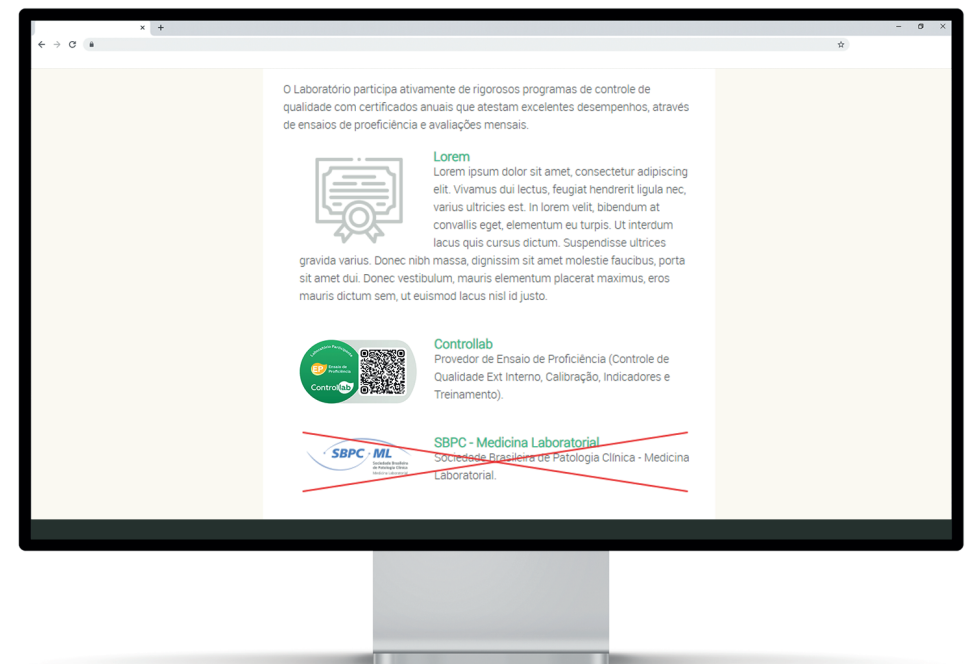
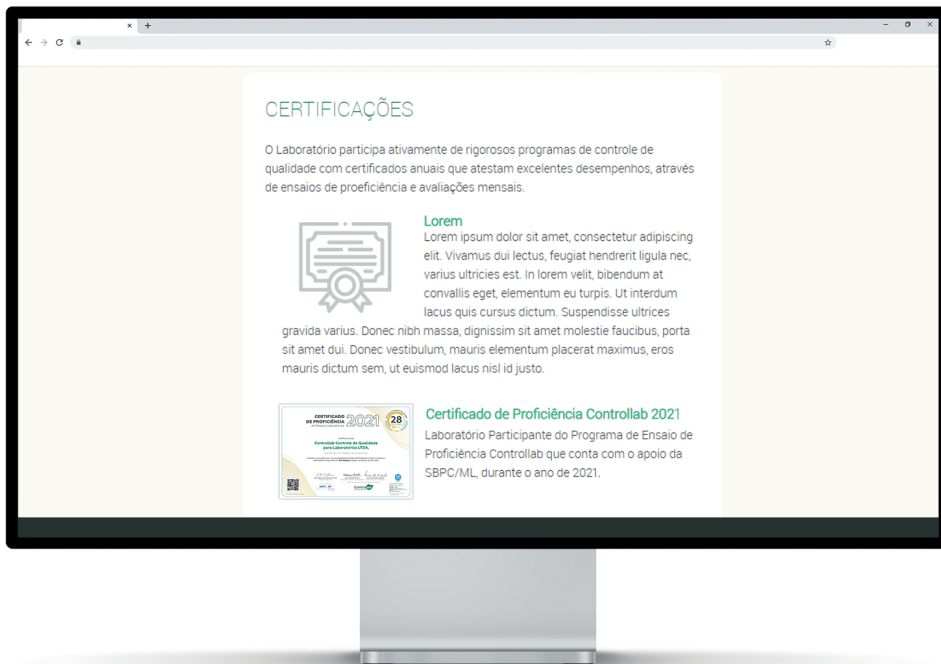
1. It is forbidden any application of the brand, symbol, identities for services and references of partners associated with the participation in Controllab's quality control programs in any type of materials for information, promotions, events or advertising, whether in print or digital advertisements or publications.
2. The production of advertising material or institutional product or service campaign where Controllab and partner symbols are combined without agreements previously signed by both is prohibited.
3. Any other internal or external communication document that contains the logo, the symbol, identities for services and

references to partner brands associated with participation in Controllab's quality control in a misleading manner is disallowed and irregular.

Use of the Controllab Partners' brand, symbol and identities

Brands associated with Controllab's quality control programs

Applications



Examples of correct quotes:

Controllab Proficiency Testing Program Participating Laboratory
Laboratory Participating in the Controllab Proficiency Testing Program with the support of SBPC/ML



Examples of incorrect quotes:

Laboratory Participating in the Proficiency Testing Program offered by "SBPC/ML", or "SBPC/ML", or "SBPC/ML and Controllab".



Control**lab**