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WELCOME!

BRF is a nonprofit organization working to diversify and grow North Louisiana’s economy. We are a diverse organization with a wide range of initiatives, from digital media to hospital ownership and management. All of our initiatives focus on one goal: economic development.

We believe a strong sense of brand can set us apart in this region and amplify our messages. This Brand Book should inspire creativity while explaining the core attributes that make BRF and its business units unique. If you have any questions as you work with our brand, never hesitate to ask: jmeyers@biomed.org
OVERVIEW OF OUR BRAND

BRF’S MISSION TO BE A CATALYST FOR POSITIVE ECONOMIC CHANGE IN NORTH LOUISIANA HAS ATTRACTED AN ALL-VOLUNTEER BOARD OF KEY LOCAL CIVIC LEADERS AND EXPERIENCED AND CAPABLE PROFESSIONALS FROM THROUGHOUT THE UNITED STATES.

We are innovation, helping scientists in BRF facilities such as the Center for Molecular Imaging and Therapy and the Virginia K. Shehee Biomedical Institute discover new therapies and knowledge.

We are entrepreneurship, launching startups through the Entrepreneurial Accelerator Program that create jobs and promote economic development.

We are healthcare, preserving and enhancing the safety net hospitals in Shreveport and Monroe as well as providing Shreveport’s only Level 1 Trauma Center. University Health System is one of just six in the country affiliated with St. Jude Children’s Research Hospital.

We are education, helping to shape minds with programs like the Digital Media Institute at InterTech and science and technology enrichment curricula at local schools.

We are economic development, establishing business environments like the InterTech Science Park, where some of our area’s most creative companies are positioning themselves to become tomorrow’s biggest success stories.
MISSION

Diversify and grow our region’s economy.
VISION

Operate as a catalyst to expand and develop research, entrepreneurship, and high growth businesses in our region.

WHAT DO WE WANT OUR ORGANIZATION TO BE?
VALUES


A FRAMEWORK OF REFERENCE TO INSPIRE AND CONTROL THE LIFE OF THE ORGANIZATION
Above all, we want our brand to be professional.

Many of our affiliations and communications are with highly professional organizations and people. Whether we’re talking to the president of an economic development organization or to someone we meet on the street, our goal is that every interaction with BRF feels professional, though personable and filled with passion for our overall mission.

We want our brand to evoke professionalism, transparency, connectedness and intelligence.
SUBBRANDS

University Health System provides advanced healthcare for patients in Shreveport, Monroe and surrounding areas.

BRF maintains and promotes the InterTech Science Park, an 800-acre urban Brownfields, smart growth initiative located in the Kings Highway/ Mansfield Road area of Shreveport.

The Center for Molecular Imaging and Therapy (CMIT), formerly the PET Imaging Center, was established as the first positron emission tomography imaging center in Louisiana.

The Entrepreneurial Accelerator Program (EAP), an initiative of BRF, was created to diversify the regional economy, create jobs and expand the area’s tax base by providing services to innovative startups that have high growth potential.

Digital Media Institute (DMI) at InterTech is focused in digital media education offering training on industry-grade hardware and software.

The Office for Research Development and Administration (ORDA) seeks and pursues new research initiatives and provides support for the conduct of clinical trials towards new treatments and diagnostics, as well as improve patient care and economic development of North Louisiana.

A science and technology education program that cultivates a workforce with the skills, understanding, and creativity to excel in a knowledge economy.
DIVISION TAG GUIDELINES

Do not alter the division tag’s wording.
+ Do not change font or size of the division tag.
+ Use this logo when including company’s logo in presentations, powerpoints, on fliers, business cards, as well as any public document.
+ If unsure of whether or not to use logo with the division tag, use it.
+ The tag must be legible in final presentation form whether being presented digitally or in print.
LOGO

13 BRF Logo
14 Placement & Versions
15 Size & Space
16 Common Mistakes
A new logo was adopted at BRF in July of 2016. The new logo retains elements of the former BRF logo, which represented the organization for 30 years.

The new logo incorporates the global grid in the University Health System logo. The tagline accompanying the BRF and global grid, “Building our Region’s Future,” is our organization’s tagline. The tagline sums up a company mission in a succinct and compelling way.
PLACEMENT & VERSIONS

The logo may be either white or teal-whichever is most legible and aesthetically pleasing. However, it may not be any other colors.

When using the logo, make certain no part of the logo is touching the edge of any other element or page. Specific spacing requirements are explained on page 16.

The only instance in which the globe may be used alone is as a decorative element. It’s size should be increased, and opacity set to either 40% or 20% as to not compete with any text or other elements placed on top of it. The example shown is at 40%.
We like our logo to be easy to read. Keep the size legible and always give it breathing room. How much space? At least the length of the leg of the capital “F” in BRF on both the top and the bottom.
COMMON MISTAKES

Do not stack the logo elements.

Do not change the size of the globe in relation to the lettering.

Do not layer the logo elements.

Do not alter the globe’s gradient.

Do not leave the logo in two different colors.

Do not use the globe by itself as a substitute for the logo.
COLORS

18  Primary Colors
19  Secondary Colors
These are the colors we use the most. Our logo is always either this teal or white, but otherwise, we use these colors in a multitude of places. If making any sort of graphic for BRF, limit your color palette to these, and use the secondary colors to accent them.

**PRIMARY**

**CMYK** 100-11-39-0  
**RGB** 0-156-167  
**PANTONE** PMS 320 C

**CMYK** 58-0-27-0  
**RGB** 88-207-201  
**PANTONE** PMS 325 C

**CMYK** 0-52-91-0  
**RGB** 248-145-48  
**PANTONE** PMS 715 C

**CMYK** 0-0-0-80  
**RGB** 88-89-91  
**PANTONE** PMS 425 C
These are the colors we like to use as accents. This means they are used about a fourth of the time.

**SECONDARY**

**CMYK** 75-34-37-4  
**RGB** 68-135-147  
**PANTONE** PMS 5483 C

**CMYK** 81-64-0-50  
**RGB** 35-55-106  
**PANTONE** PMS 534 C
TYPOGRAPHY

21   Our Fonts
22   How to Use Them
OUR FONTS

Our primary brand fonts are different depending on how they are being used. How to use each typeface is explained on page 23. Consistency is key, so do not stray from using these fonts.

Univers LT Pro 67 Bold
Univers LT Pro 57 Condensed
Calvert MT Bold
Calvert MT Light
Nexa Black
Nexa Book
Univers LT Pro 55 Roman
Univers LT Pro 65 Bold
HOW TO USE THEM

Headline
- Univers LT Pro 67 Bold
- Univers LT Pro 57 Condensed
- Calvert MT Bold
- Calvert MT Light
- Nexa Black
- Nexa Book
- Univers LT Pro 55 Roman
- Univers LT Pro 65 Bold

Sub-Headline

Body
PHOTOGRAPHY

24  Approach
25  Examples
We use photography as a storytelling tool. Our photos should be professional, of high quality and display subjects in progressive, high tech, professional or clean-looking environments. They should be well-lit and exhibit enthusiasm. Photos also should celebrate our diversity.
GRAPHICS

27 Infographics
28 Business Cards
29 Stationary
30 Newsletter
31 Presentations
When making infographics or any graphics otherwise, use a flat design, and in the case of necessary gradient, use sparingly. Drop shadows should not be used. Use initiative-specific colors. If the initiative has not been assigned a color scheme, resort to using BRF colors (pages 19 & 20). Make sure all text is legible by not using only white or black for text over objects. The infographic should have a clear and easily understood message. Once again, unity is our goal when creating visuals for the BRF or its initiatives, so making pieces that have the same flat design is key.
BUSINESS CARDS

BRF
Building our Region's Future

John F. George, Jr.
President & CEO
T: (318) 123-4567
F: (318) 123-4568
E: jfgeorge@biomed.org

2651 Kiest Blvd., Shreveport, LA 71109
We want to appear unified as a company, so when creating formal presentations, please use the powerpoint background template provided on the server. Please refrain from putting any text over the solid blue bar at the bottom.
LANGUAGE
& COPY

33  Copy Tone
How do you write for BRF?

Our brand voice is professional, clear and concise. We write as a representative of the entire organization – always harkening back to our mission, to diversify and grow this region’s economy.

If BRF was an individual, we’d be a professional, friendly one. When talking about economic development and diversification, we’re experts.

Keep your voice professional and to the point. Our audience is knowledgeable, professional and doesn’t want to read flowery or baroque language.
SOCIAL MEDIA

35 Social Media Tone
36 Social Media Guideline
37 Social Media Examples
Our voice on social media mimics our overall brand tone, but is lighter, more relatable and fun – often celebratory. Posts inspire and celebrate innovation and the work of our initiatives.

Our social media presence is engaged with other area nonprofits, because we’re a part of a team in this community.

Always celebrate the accomplishments of others on social media. Avoid automation and repetition, appear alive and real.
SOCIAL MEDIA GUIDELINES

1. BE LIKABLE
People opt in to follow us and be in our network, so be polite. Always answer questions in a timely manner and use social media as a way to interact, not only promote. Share likable and memorable moments in a professional way.

2. DON’T ENGAGE IN A NEGATIVE WAY
Detractors may use social media as a way to engage us in a negative way. Don’t bite. Moderate comments that are unfair or untrue by deleting them. Never get into an argument under the brand accounts.

3. BE A CHEERLEADER
We don’t hold the only economic development and entrepreneurship games in town. There are several other groups in our community and state who do good work toward similar missions. Use this space to champion their causes, promote their good work and be a team player.

4. BE THANKFUL
Social media offers the perfect public space in which to thank our donors and supporters for making our work possible. We should practice gratitude in this public space whenever possible.

5. BE DIRECT
You don’t have to use all 140 characters to get your point across. Similarly, don’t fill up someone’s news feed with long status updates. Use our web content hosting capabilities for this. Refer when necessary to a link for more.
SOCIAL MEDIA EXAMPLES

**Biomedical Research Foundation**

*Biomedical Research Foundation shared EAP's post.*

**EAP**

Thank you to Caddo Parish Commissioner Lynn D. Caxthome, Shreveport Mayor Ollie Tyler-City of Shreveport - Mayor’s Office, and Shreveport City Councilman Jeff Everson for supporting entrepreneurs with us and for being a part of today’s celebration! #entrepreneurship #Shreveport

**Biomedical Research Foundation**

EAP celebrates two years of operation with Wall of Entrepreneurial Achievement unveiling - Biomedical Research Foundation

**Biomedical Research Foundation**

In business you need to be courageous; don’t be that person who was too afraid to jump off the entrepreneurial cliff. #entrepreneur #BRF

**Biomedical Research Foundation**

The Entrepreneurial Accelerator Program (EAP) celebrated its second year of operation and successful launch of local high-growth startups with the unveiling of the EAP Wall of Entrepreneurial Achievement today at Biomedical Research Foundation’s (BRF) InterTech 1 facility. Check out the unveiling here!

**Biomedical Research Foundation**

Did you know Digital Media Institute at InterTech is hosting the only OFFICIAL Geek'd Con After Party? Come in your Geek'd Con gear for more photo opportunities! There will be free drinks and tacos, a live art battle, a DJ and more!

[Image of a Facebook post with a link to an event page]

AUG 20

Official Geek'd Con After Party

Sat 7 PM - Shreveport, LA

126 people interested - 43 people going

Interested

[Image of a Facebook event page with a link to the venue]
EDITORIAL GUIDELINES

41 Intro
42 Economic Development
43 Brand Terminology
45 Boilerplate Language
A crash course in writing for BRF

These guidelines are designed to help you write in the BRF voice. The information here will help you understand the basics of our work and the language and tone we use when talking about what we do. This guide also contains boilerplate language that you’re welcome to use and share.

Please note: When talking publicly about BRF and your affiliation within the organization, it’s always a good idea to run it by BRF’s development and communications team.
ECONOMIC DEVELOPMENT

Our employment has grown from 51 to 3,600, and the University Health System alone has an economic impact of $1 billion.

THE BIOMEDICAL RESEARCH FOUNDATION SOURCES OF REVENUE

- 8% PHILANTHROPY, INVESTMENT AND OTHER INCOME
- 15% LOCAL TAX SUPPORT
- 17% FEDERAL, STATE AND OTHER GRANTS AND CONTRACTS
- 29% CENTER FOR MOLECULAR IMAGING AND THERAPY
- 31% FACILITIES/PROPERTY RENTAL

TOTAL ANNUAL ECONOMIC IMPACT

$834.5 million

TOTAL JOBS DIRECT AND INDIRECT

6,237

TOTAL ANNUAL LOCAL AND STATE TAX REVENUE

$29.8 million
BRAND TERMS

EAP:

**High growth startup** – A high growth startup company is one with a business model that is designed to be repeatable and scalable. This is directly opposed to a small business, which is typically more of a lifestyle business that is not primarily concerned with scalability.

**Startup** – An entrepreneurial venture typically describing newly emerged, fast-growing business.

**Venture capital** – Financing investors provide to startup companies that are believed to have long-term and high-growth potential. Investments are typically larger than those of angel investors.

**Angel investor** – A high net worth individual investing in the early life of a high-growth startup.

CMIT:

**Radioisotopes** – A chemical element that emits radiation during its decay to a stable form. Radioisotopes have important uses in medical diagnosis, treatment and research.

**Radiopharmaceuticals** – A radioactive compound used for diagnostic or therapeutic purposes.

**Tracer** – An identifiable substance, such as a radioactive isotope, that can be followed through the course of a biological process. Tracers are used in PET Imaging.

**PET or Positron Emission Tomography** – A nuclear medicine, functional imaging technique that is used to observe metabolic processes in the body.
FDG or Flourodeoxyglucose – A radiopharmaceutical used in PET imaging.

**BRF:**
**Knowledge-based workforce** – A group of educated workers whose main capital is knowledge. Examples include software engineers, physicians, architects, engineers, scientists, accountants, lawyers, etc.

**InterTech:**
**Brownfield** – A term used in urban planning to describe land previously used for industrial purposes or some commercial uses. Such land may have been contaminated with hazardous waste or pollution. Once cleaned up, such an area can become host to business developments.

**ORDA:**
**Translational medicine** – An interdisciplinary branch of the biomedical field supported by three main pillars: benchside, bedside and community.

**DMII:**
**3D modeling** – The process of developing a mathematical representation of an object via specialized software.

**Texture** – One of the most fundamental elements of 3-dimensional art.

**Rotoscope** – A device that projects and enlarges individual frames of filmed live action to permit them to be used to create animation and composite film sequences.

**Digital Media** – Digitized content that is transmitted over the Internet. Digital media can include text, audio, video and graphics.
DMII –
Digital Media Institute at InterTech is focused in digital media education offering training on industry-grade hardware and software. DMII offers two intensive model certificate programs at an accelerated speed from leaders in the industry, at a reduced tuition rate. This BRF initiative is housed at InterTech 1 in Shreveport.

BRF –
BRF is an economic development organization establishing north Louisiana as a preferred destination for high growth initiatives. Diversifying the region’s economy is its mission. It fulfills this mission through initiatives that support community, regional and national needs in health and medicine, resources for entrepreneurs and the development of a science and technology-based workforce.

EAP –
The Entrepreneurial Accelerator Program, an initiative of BRF, is a public/private partnership between BRF, the Caddo parish Commission and the City of Shreveport to diversify the regional economy, create jobs and expand the area’s tax base by providing services to innovative startups that have high growth potential. EAP analyzes the viability of ideas and products, matches them with informed investors and nurtures them through the critical steps toward market. EAP provides a suite of services to build sustainable and profitable companies in northwest Louisiana while stimulating economic development and enhancing the regional innovation entrepreneurial ecosystem.
University Health System –
University Health System provides advanced healthcare for patients in Shreveport, Monroe and surrounding areas. Operating the region’s only Level 1 Trauma Center, University Health combines quality care with research-based methods to provide leading service and 3,000 jobs in our community. UH is one of just six hospitals in the nation affiliated with St. Jude Children’s Research Hospital. UH is home to state-designated Centers of Excellence, including the Feist-Weiller Cancer Center.

CMIT –
The Center for Molecular Imaging and Therapy, formerly the PET Imaging Center, was established as the first positron emission tomography imaging center in Louisiana. It specializes in the production and distribution of radiopharmaceuticals, technologically advanced clinical trials and research opportunities for scientists.

ORDA –
The BRF created the Office for Research Development and Administration (ORDA) to seek and pursue new research initiatives and provide support for the conduct of clinical trials towards new treatments and diagnostics, improvement of patient care and economic development of North Louisiana. ORDA aims to develop North Louisiana into a bioscience research hub by promoting inter-institutional and multidisciplinary research partnerships.
EdVentures –
Part of BRF’s mission is to promote and develop a knowledge-based regional economy. A critical component of this is to champion science and technology education programs that cultivate a workforce with the skills, understanding, and creativity to excel in a knowledge economy. Since 1996, BRF has been instrumental in raising over $2 million from individuals, foundations, corporations, and grants to support local education programs. Two examples of BRF education programs are the Science and Medicine Academic Research Training (SMART) program and the Biotech Academy at Southwood High School.

Intertech Science Park –
BRF maintains and promotes the InterTech Science Park, an 800-acre urban Brownfields, smart growth initiative located in the Kings Highway/Mansfield Road area of Shreveport. The resident companies represent pharmaceutical, digital and entertainment media, drug discovery, venture capital support and environmental industries.