

# **Brand standards Guidelines 2022**

# Introduction

This document provides information on how to use the corporation visual identity. It is designed to be used as a reference document, any visual communication materials made, must be consistent with the Brand Standard.

In this guide, we will discuss different topics related to **Boston Scientific** branding, such as typography, colors, logo usage, BeyondCare, photography, mailing, etc. Designed for internal and external products.

# Advancing Arrows

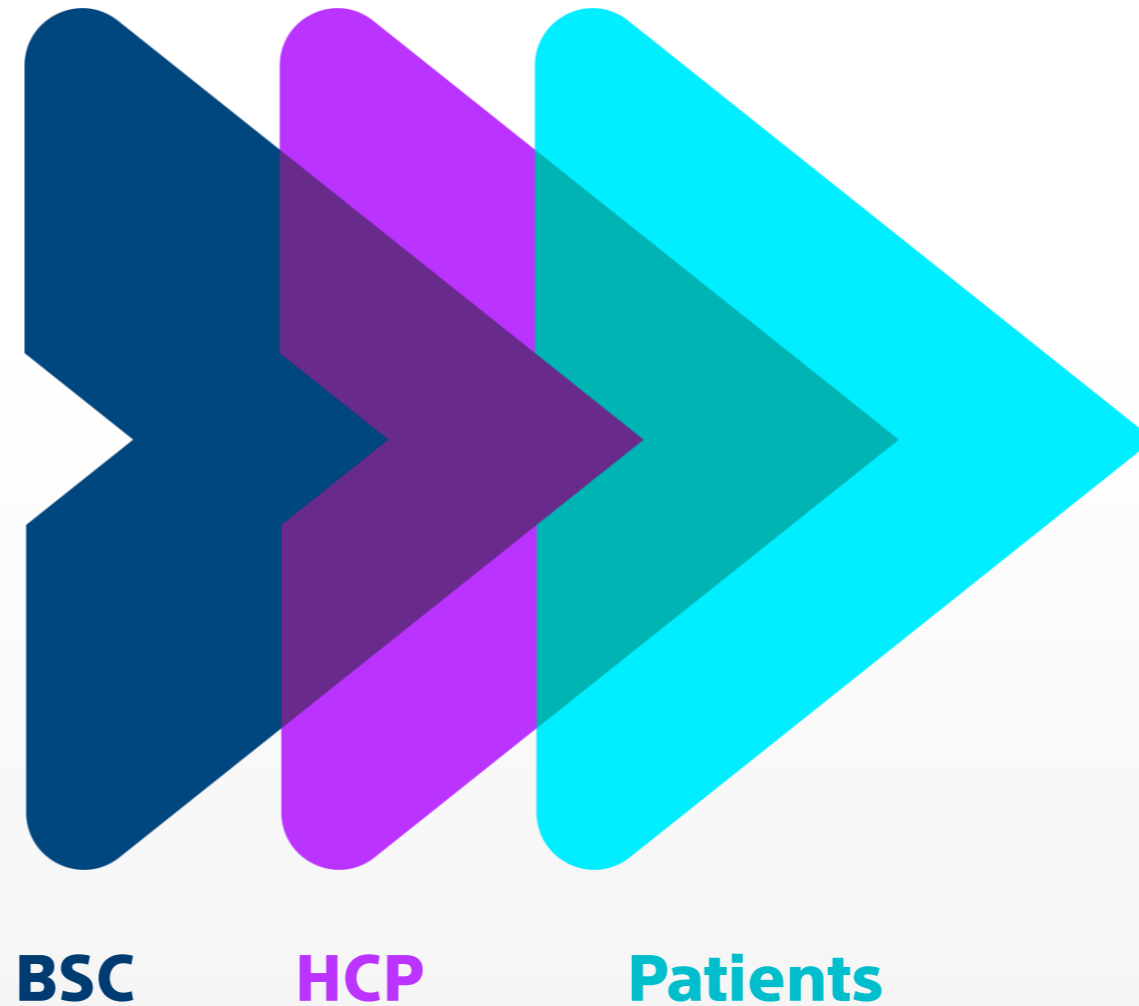
Visually supports idea of **Advancing science for life.**

Modern look with new bold colors.

**Progress, forward, agility.**

Represents connection across **BSC, HCP** and **Patients.**

Distinctive, dynamic brand element that can be animated.

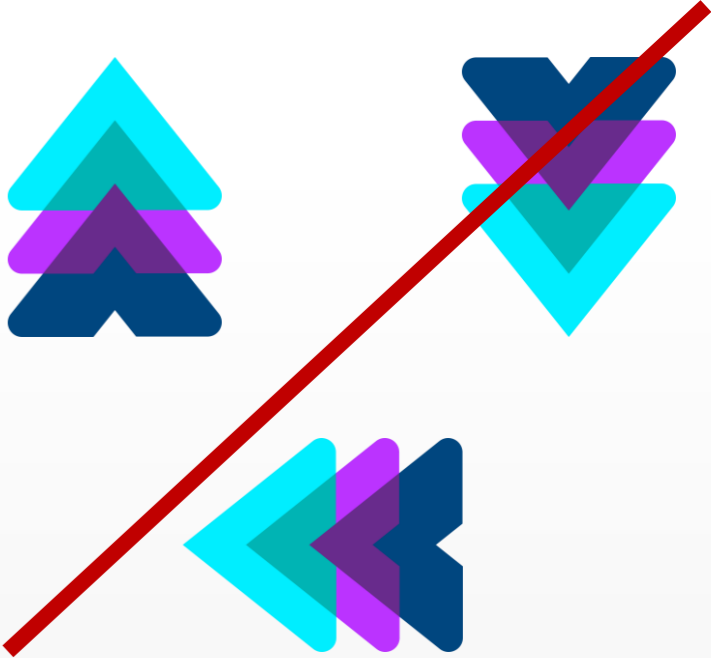




**For print.**

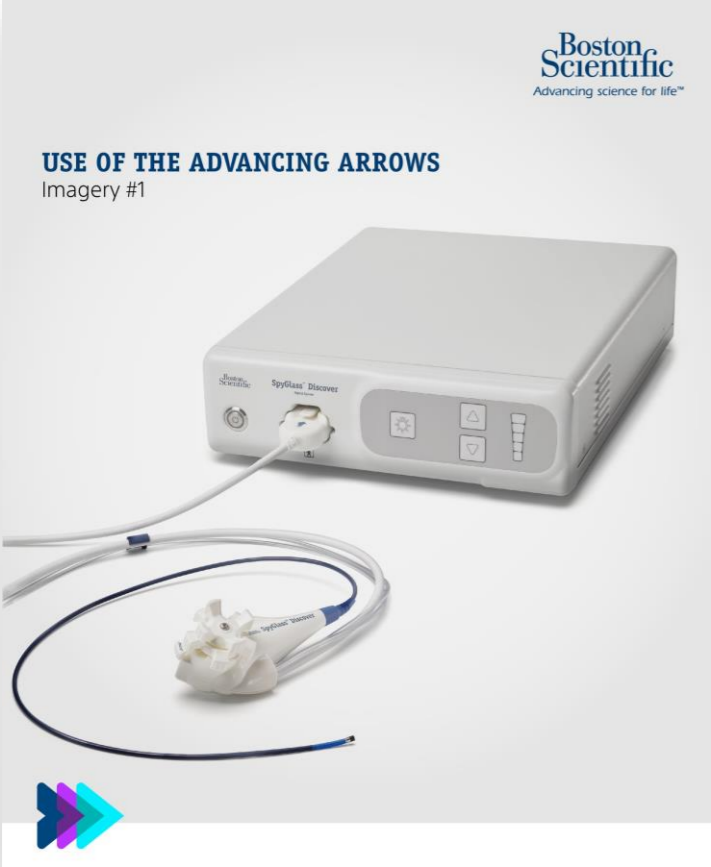


**For digital.**



**Incorrect use.**

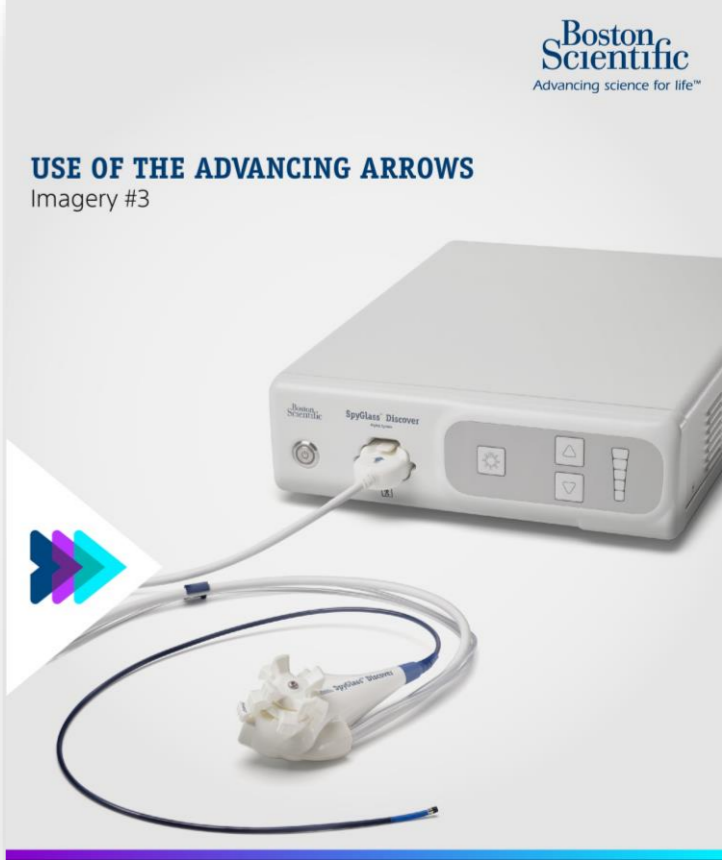
**Advancing Arrows** usage



**Advancing Arrows** anchored to the edge.



**Advancing Arrows** anchored with Rule & Headline.



**Advancing Arrows** anchored as an Inset.

**Advancing Arrows** usage with heros.



# Boston Logo

Boston logo works in different ways, but it's important to follow the guidelines, there are many configurations it can be done.

It is **mandatory** the logo is complete (with tagline) for external use but some particular cases.

The logo can go without the tagline **only** for internal usage.

**Boston  
Scientific**  
Advancing science for life™

**Boston Scientific** logo in different languages (English, Portuguese and Spanish).

**Boston  
Scientific**  
Advancing science for life™

**Boston  
Scientific**  
Avanzando la ciencia  
en pro de la vida™

**Boston  
Scientific**  
Promovendo o avanço da ciência  
para a preservação da vida™

The capital “**S**” rule.  
This is used to measure the distance to the corners and the space the logo needs.



Exception to the rule.



Boston logo without the tagline.



Boston logo with the tagline.





# Digital RGB

There are 2 different color formats, **CMYK** (Used for printing) and **RGB** (Used for digital contents).

First, we'll see the most common colors, which are also used in the advancing arrows.



## Caribbean

**Digital:** #00EEFF  
**Print:** CMYK: 44/0/11/0  
**Office:** RGB: 0/238/255  
PMS 3105



## Caribbean Dark

**Digital:** #00BECC  
**Print:** CMYK: 81/0/35/0  
**Office:** RGB: 0/190/204  
PMS 7710



## Raven Gray

**Digital:** #61737B  
**Print:** CMYK: 11/1/0/64  
**Office:** RGB: 106/115/123  
PMS 431



## Plum

**Digital:** #BB33FF  
**Print:** CMYK: 27/67/0/0  
**Office:** RGB: 187/51/255  
PMS 252



## Plum Dark

**Digital:** #8800CC  
**Print:** CMYK: 72/99/0/3  
**Office:** RGB: 136/0/204  
PMS 2603



## BSC Blue

**Digital:** #003C71  
**Print:** CMYK: 100/57/0/38  
**Office:** RGB: 0/60/113  
PMS 541

RGB colors / Digital.



A vertical stack of five rectangular color swatches in various shades of blue, from dark navy at the top to light sky blue at the bottom. Each swatch contains a white hex code.

#012965
#0153CC
#3485FE
#9AC2FE
#E6F0FF



A vertical stack of five rectangular color swatches in various shades of purple, from dark indigo at the top to light lavender at the bottom. Each swatch contains a white hex code.

#440066
#8800CC
#BB33FF
#DD99FF
#F7E6FF



A vertical stack of five rectangular color swatches in various shades of teal and cyan, from dark forest green at the top to light sky blue at the bottom. Each swatch contains a white hex code.

#005F66
#00BECC
#00EEFF
#99F8FF
#E6FDFF



A vertical stack of five rectangular color swatches in various shades of grey, from black at the top to light grey at the bottom. Each swatch contains a white hex code.

#000000
#333333
#666666
#999999
#CCCCCC

# Print CMYK

There are 2 different color formats, **CMYK** (Used for printing) and **RGB** (Used for digital contents).

Now, we'll see the same previous colors but in print format.



## Caribbean

**Digital:** #00EEFF  
**Print:** CMYK: 44/0/11/0  
**Office:** RGB: 0/238/255  
PMS 3105



## Plum

**Digital:** #BB33FF  
**Print:** CMYK: 27/67/0/0  
**Office:** RGB: 187/51/255  
PMS 252



## Caribbean Dark

**Digital:** #00BECC  
**Print:** CMYK: 81/0/35/0  
**Office:** RGB: 0/190/204  
PMS 7710



## Plum Dark

**Digital:** #8800CC  
**Print:** CMYK: 72/99/0/3  
**Office:** RGB: 136/0/204  
PMS 2603



## Raven Gray

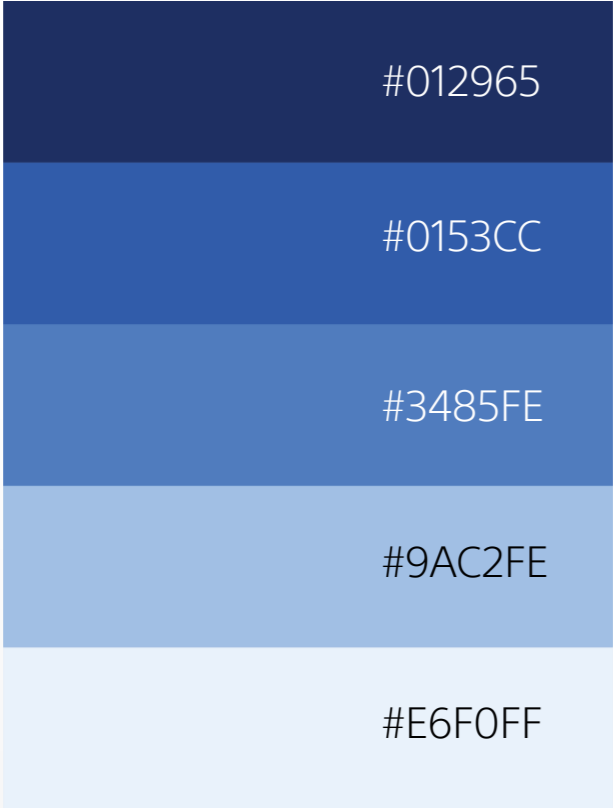
**Digital:** #61737B  
**Print:** CMYK: 11/1/0/64  
**Office:** RGB: 106/115/123  
PMS 431



## BSC Blue

**Digital:** #003C71  
**Print:** CMYK: 100/57/0/38  
**Office:** RGB: 0/60/113  
PMS 541

CMYK colors / Printing.



A vertical stack of five rectangular color swatches in various shades of blue, from dark navy at the top to light sky blue at the bottom. Each swatch contains a white hex code.

#012965
#0153CC
#3485FE
#9AC2FE
#E6F0FF



A vertical stack of five rectangular color swatches in various shades of purple, from dark indigo at the top to light lavender at the bottom. Each swatch contains a white hex code.

#440066
#8800CC
#BB33FF
#DD99FF
#F7E6FF



A vertical stack of five rectangular color swatches in various shades of teal and cyan, from dark forest green at the top to light sky blue at the bottom. Each swatch contains a white hex code.

#005F66
#00BECC
#00EEFF
#99F8FF
#E6FDFF



A vertical stack of five rectangular color swatches in various shades of grey, from black at the top to light grey at the bottom. Each swatch contains a white hex code.

#000000
#333333
#666666
#999999
#CCCCCC

**RGB** colors degrade.

#BB33FF

#99FBFF



#3485FE

#BB33FF

#99FBFF



#00EEFF

#3485FE



#00EEFF

#3485FE

#003C71



#BB33FF

#003C71



#003C71

#BB33FF

#00EEFF



# Misuse of Color

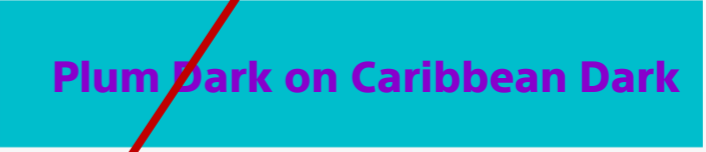
These combinations do not pass the minimum contrast ratio requirements and are **not approved for use with text.**

Caribbean on White

Plum on White



Caribbean Dark on White



# Typography

## **OFFICINA**

Used for product names, titles and subtitles.

## **SST**

Any content except product name, titles and subtitles

## **Century Gothic**

Only for PowerPoint.

## **Arial**

MS Office, emails, word, etc.

## **Roboto**

For Android devices.

## **San Francisco**

For iOS devices.

**ITC OFFICINA SERIF**

**ITC OFFICINA SERIF**

*ITC OFFICINA SERIF*

*0 1 2 3 4 5 6 7 8 9*

*|! "\$%&/()=*

**SST HEAVY**

**SST MEDIUM**

SST LIGHT

0 1 2 3 4 5 6 7 8 9

|! "\$%&/()=

To obtain brand typeface files, send an email with subject line: **"Brand Font Request"** to [globalbranding@bsci.com](mailto:globalbranding@bsci.com)

# Photography

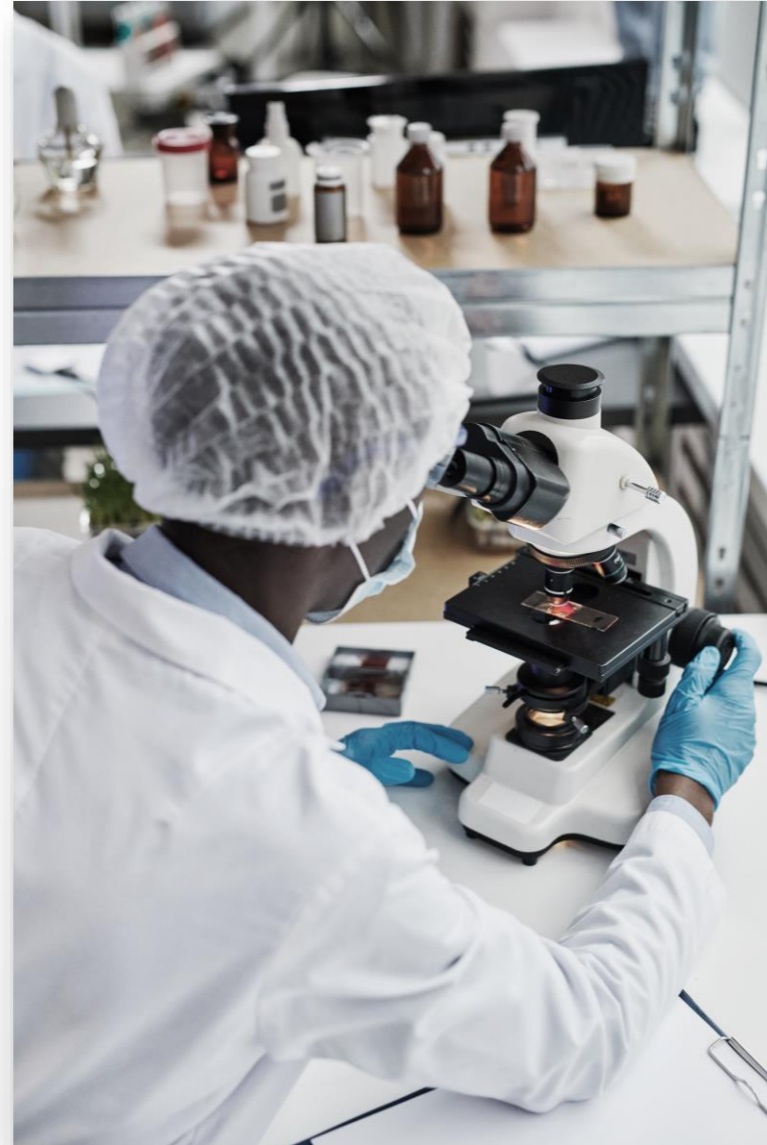
The Bleach Bypass is only used for people and patients, the product images must be in full color.

**Photojournalist**, In the moment, captures humanity authentically.

Very **distinct** and **high contrast** look.

**Gives depth and visual appeal** in an authentic and realistic way.

You can download the bleach bypass template for photoshop from:  
[www.bscbrandstandards.com](http://www.bscbrandstandards.com)





Note that changing just this configurations in our image, would make it looks more **professional** and **realistic**.



Saturation



Contrast



# Decorative Accents

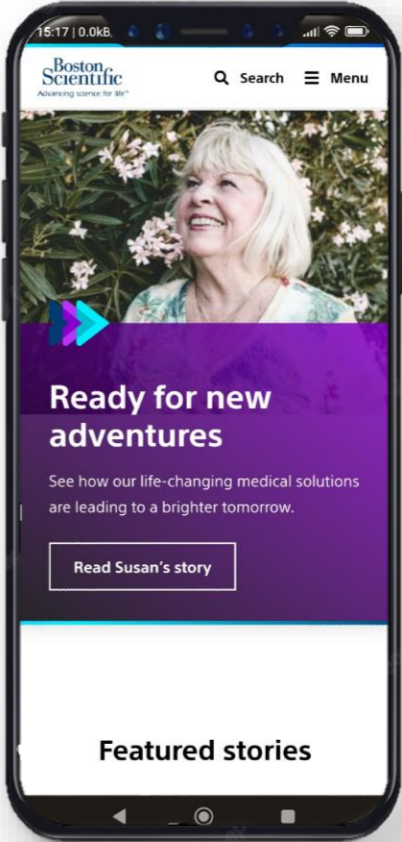
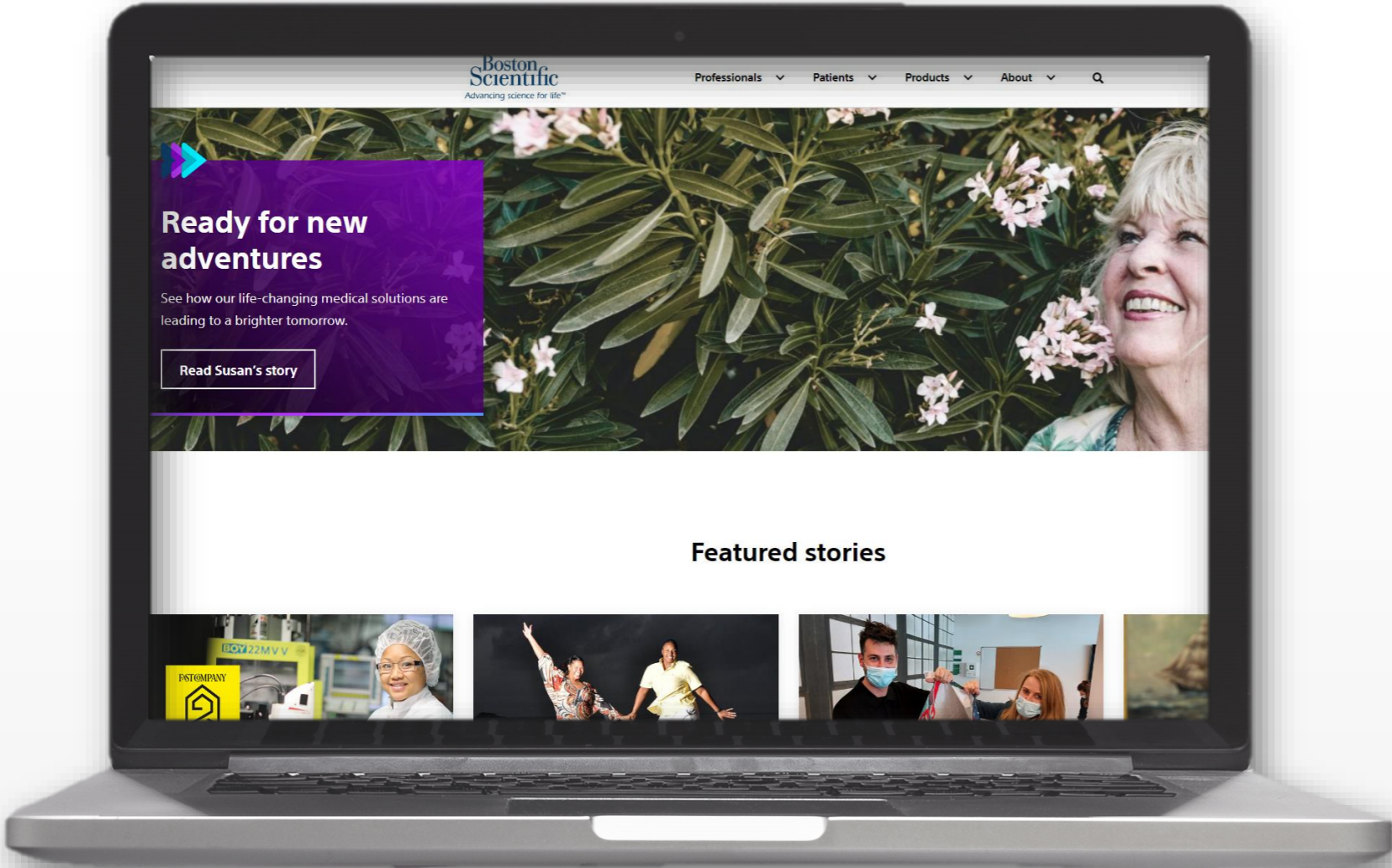
Decorative accents can be used to accentuate key photography within a layout.

**Avoid** using decorations on every image in a layout.

You can use slight degrade on the decoration, but use only one-color palette per image, **do not mix multiple colors.**



Boston Scientific web page.



# Product Names

The ITC Officina fonts are not available for web contents.

To use this font in a web context, must be inside the image you want to share as a wordmark. These are the only approved use cases.

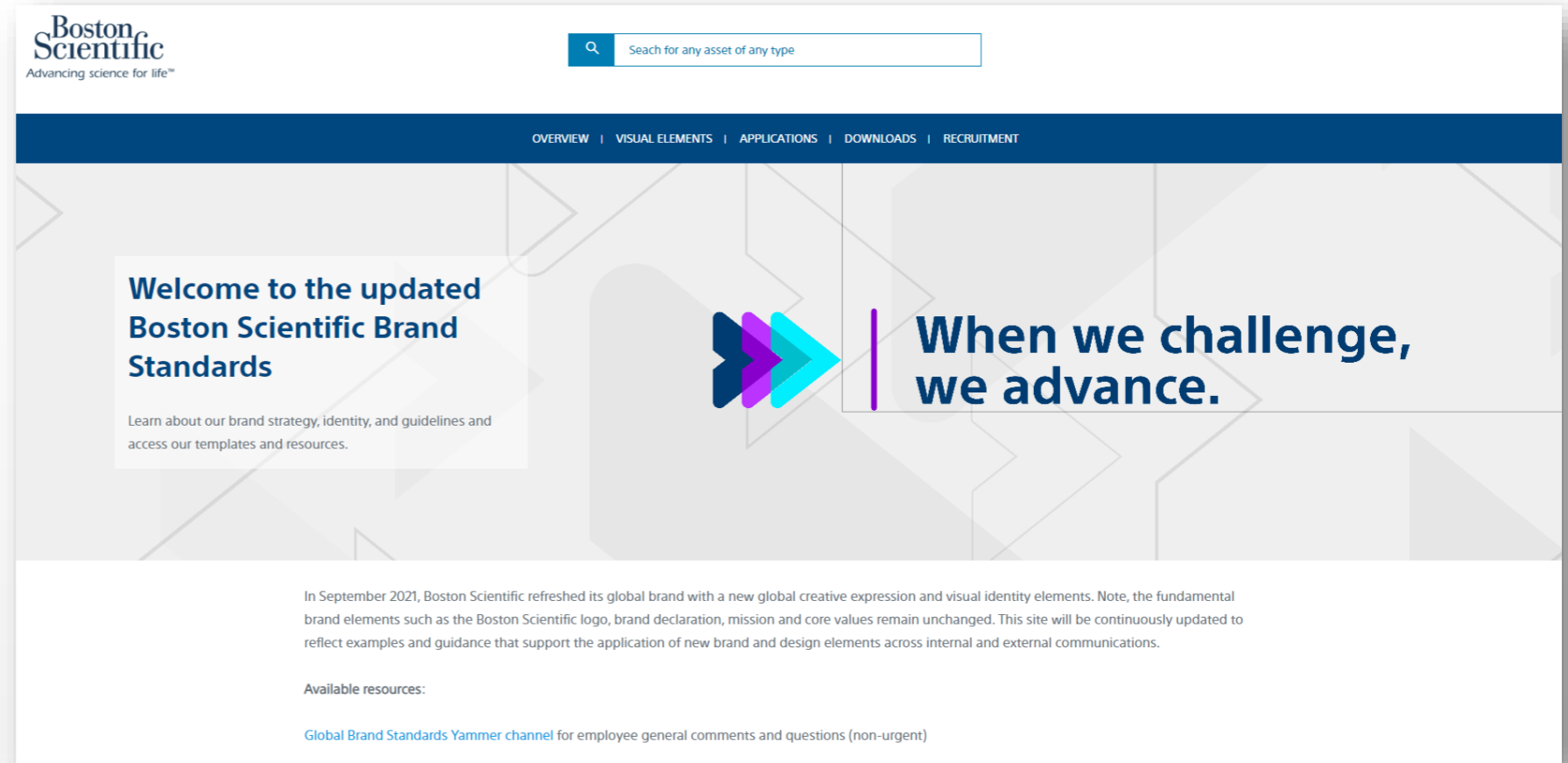


# Brand Standards

The Boston Scientific brand standards web page is an online site that allows you access to different resources of information about the brand usage.

Here, you can find images, color palettes, examples, typographies, applications, visual elements and all kind of materials you may need for communications.

You can join in the brand standards site on:  
[www.bscbrandstandards.com](http://www.bscbrandstandards.com)

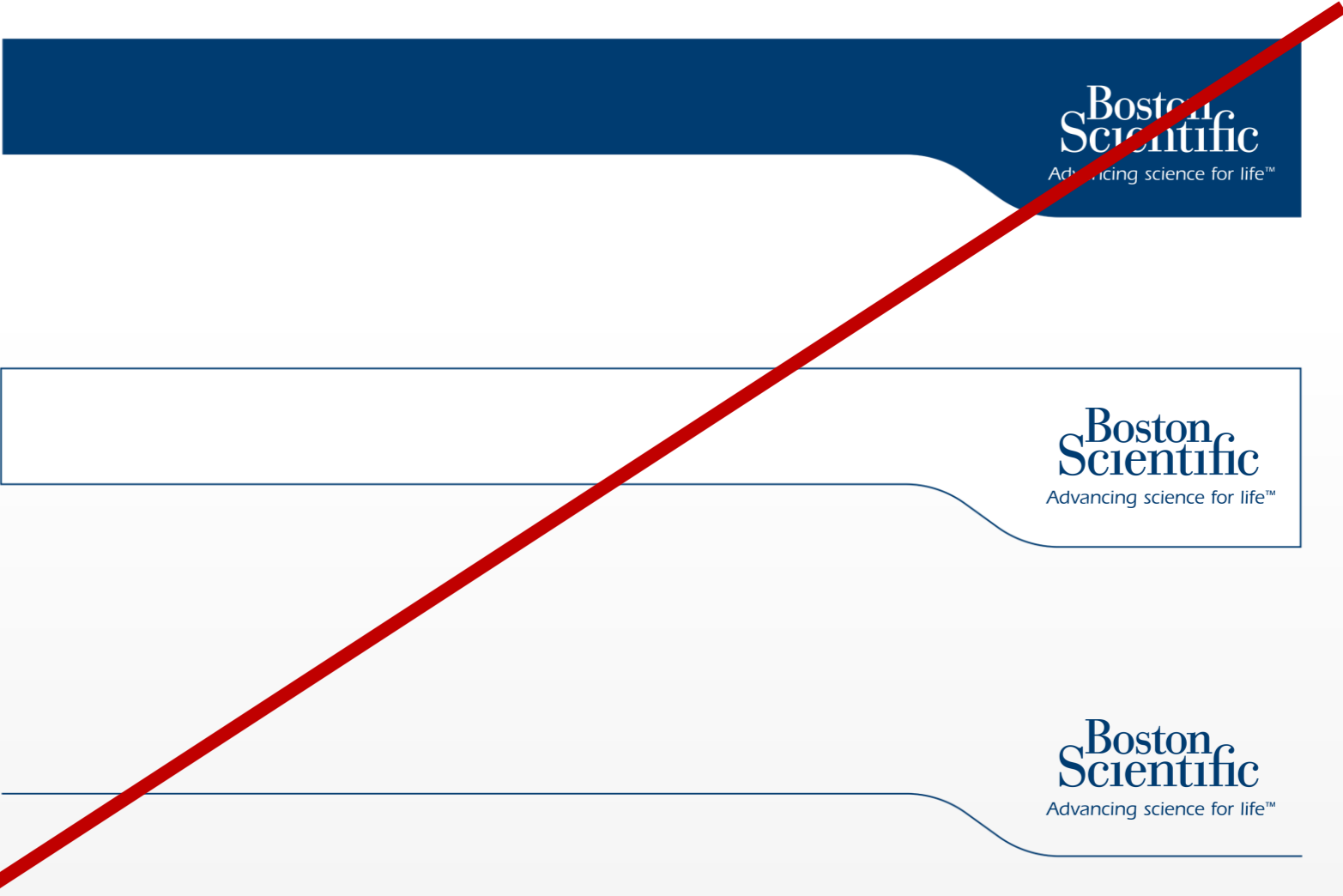


If you can't access to the Brand Standards site,  
**try cleaning up your cookies** and your **cache memory**

# No more TAB

Boston Scientific brand has evolved, and the use of the top TAB is no longer supported in the design elements.

Avoid using contents related to the old brand.



# Tradeshows

Look some examples on how the new brand is being used in stand events and tradeshows.

These are example images and references you can use for you next event.



**Boston Scientific** tradeshows & events brand.





# BEYONDCARE

We will refer to BeyondCare as an *“Umbrella brand”* due to this element is the main group of a diverse gamma of solutions (LEAP+, Educare, RemoteSolutions).

We will see the different ways we can use the BeyondCare brand in order to live with Boston Scientific brand at the same time.

# BEYONDCARE

**REMOTESOLUTIONS**

**EDUCARE**

**LEAP+**

**BEYOND**CARE color palette



**BSC Blue**  
#003C71



**Action Blue**  
#3485FE



**Action Blue - Light**  
#9AC2FE



**Neutral Dark**  
#666666



**Neutral - lightest**  
#FFFFFF

**BEYONDCARE** text colors combinations

**BEYONDCARE**

**BEYONDCARE**

**BEYONDCARE**

**BEYONDCARE**

**BEYONDCARE**

**BEYONDCARE**

**BEYONDCARE**

**BEYONDCARE**

**BEYONDCARE**

Default **TOP** content usage for BeyondCare.



**BEYONDCARE**

**Boston  
Scientific**  
Advancing science for life™

Default **FOOTER**  
content usage for  
BeyondCare.

**BEYONDCARE**

**Boston  
Scientific**  
Advancing science for life™

**BEYONDCARE**

**Boston  
Scientific**  
Advancing science for life™

**BEYONDCARE**



Lorem ipsum dolor sit amet,  
sit amet,



Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. lum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidata. .

**Boston  
Scientific**  
Advancing science for life™

Lorem ipsum dolor  
sit amet,




 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat

**BEYONDCARE**

**Boston  
Scientific**  
Advancing science for life™

**BEYONDCARE.**



**Usage example of BeyondCare**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

**BEYONDCARE**

**Boston Scientific**  
Advancing science for life™

**BEYONDCARE**



**Congreso Nacional de gastroenterología**

REMOTESOLUTIONS


**15 de septiembre**

Mendoza, Argentina.

**Boston Scientific**  
Advancing science for life™

**BEYONDCARE**

**Usage Example of BeyondCare**



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Boston Scientific**  
Advancing science for life™

**LEAP+** color palette.



**LEAP+**



**BSC Blue**  
#003C71



**Caribbean Dark**  
#00BECC



**Neutral Dark**  
#666666

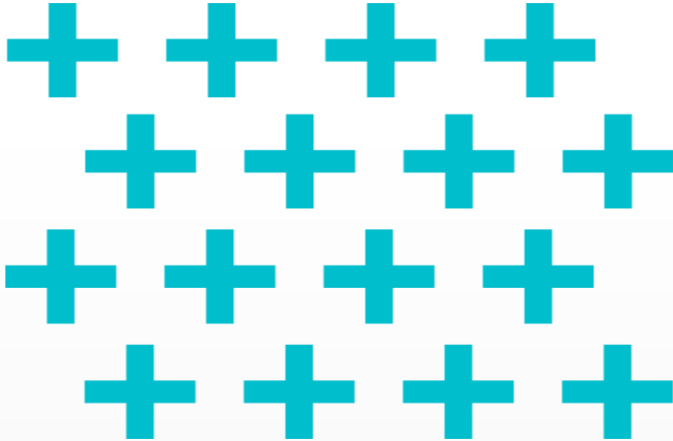


**Neutral - lightest**  
#FFFFFF





**LEAP+** graphics.



LEAP+ graphics.



LEAP+ usage.

**LEAP+**

ACCEDER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

**BEYOND CARE** | **Boston Scientific**  
Advancing science for life™

**LEAP+**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

**BEYOND CARE** | **Boston Scientific**  
Advancing science for life™

**LEAP+**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

**BEYOND CARE** | **Boston Scientific**  
Advancing science for life™

LEAP+ usage.



**LEAP+**

**ACCEDER**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

BEYOND CARE | Boston Scientific  
Advancing science for life™

This slide features a teal background with a white vertical bar on the left. The top left corner contains the text 'LEAP+' in large white font, followed by 'ACCEDER' in a smaller white font. Below this is a paragraph of placeholder text. The background image shows a person's hands being held by another person's hands. A large purple cross is overlaid on the image, and a teal line graph is visible in the bottom left corner.



**LEAP+**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor inc.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

BEYOND CARE | Boston Scientific  
Advancing science for life™

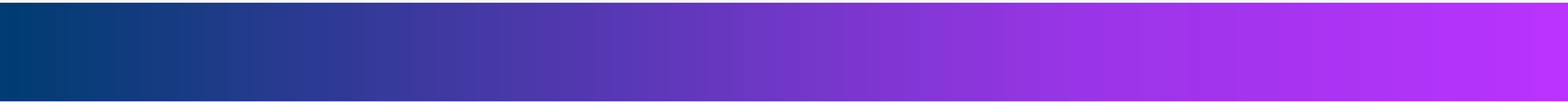
This slide features a teal background with a white vertical bar on the left. The top left corner contains the text 'LEAP+' in large white font, followed by a paragraph of placeholder text. Below this is a white box containing two paragraphs of placeholder text. The background image shows a person's hands being held by another person's hands. A large white arrow is overlaid on the image, and a teal line graph is visible in the bottom left corner.

REMOTESOLUTIONS

REMOTESOLUTIONS

REMOTESOLUTIONS

REMOTESOLUTIONS



**BSC Blue**  
#003C71



**Plum**  
#BB33FF

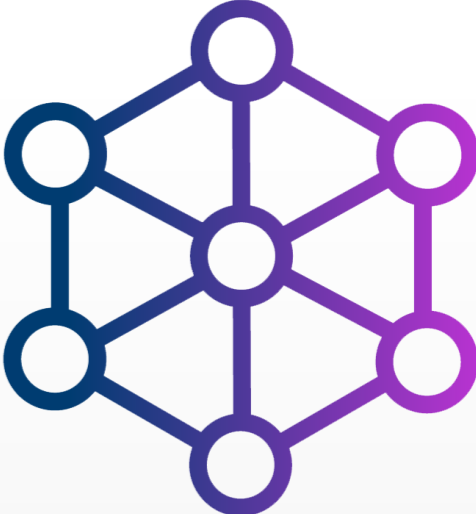
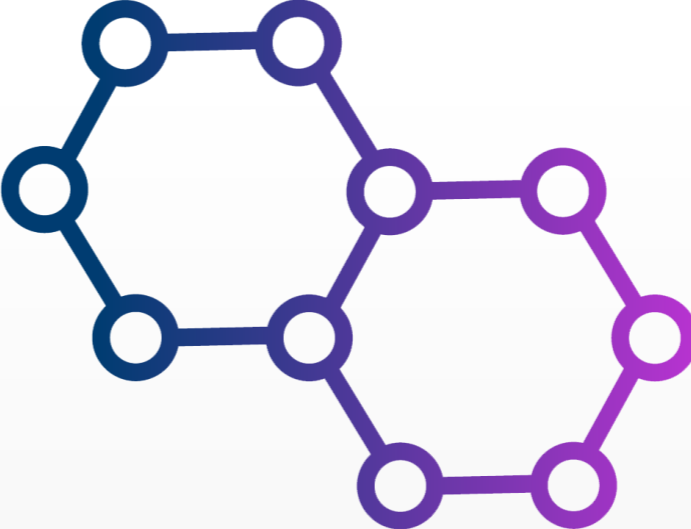
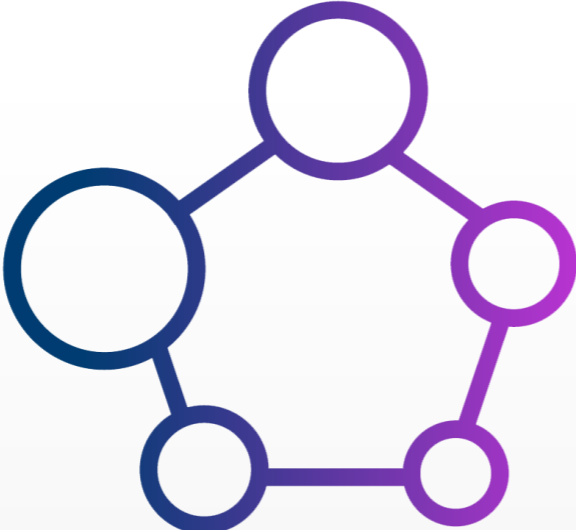
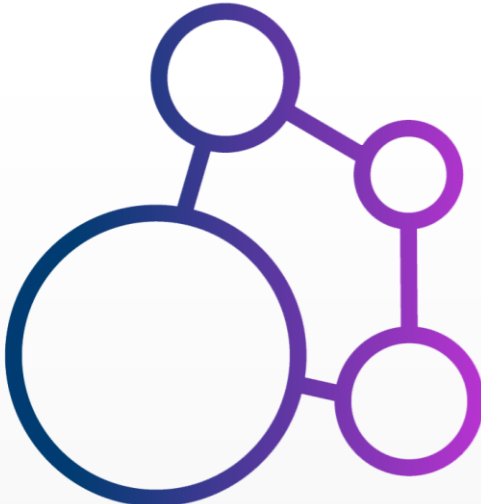


**Neutral Dark**  
#666666



**Neutral - lightest**  
#FFFFFF

**REMOTE**SOLUTIONS graphics.




**REMOTE**SOLUTIONS graphics.



REMOTESOLUTIONS usage.

**REMOTESOLUTIONS**



Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

**BEYOND CARE** | **Boston Scientific**  
Advancing science for life™

**REMOTESOLUTIONS**

Lorem ipsum dolor sit amet, consectetur adipisicing



Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

**BEYOND CARE** | **Boston Scientific**  
Advancing science for life™

**REMOTESOLUTIONS**

Lorem ipsum dolor sit amet, consectetur adipisicing



Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

**BEYOND CARE** | **Boston Scientific**  
Advancing science for life™





EDUCARE



**BSC Blue**  
#003C71



**Plum Dark**  
#8800CC



**Neutral Dark**  
#666666



**Neutral - lightest**  
#FFFFFF



EDUCARE graphics.




EDUCARE usage.

**Boston Scientific | EDUCARE**

Lorem ipsum dolor sit amet, consectetur adipis icing elit, sed do eiusmod tempor inc.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Decorative elements: A small multi-colored arrow icon on the left, and three larger arrow icons (cyan, purple, blue) at the bottom left.

**Boston Scientific | EDUCARE**

Lorem ipsum dolor sit amet, consectetur adipis icing elit, sed do eiusmod temp.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Boston Scientific | EDUCARE**

Lorem ipsum dolor sit amet, consectetur adipis icing elit, sed do eiusmod temp.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut la.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

# Mailing

Mailing is also a very important process in the design pipeline.

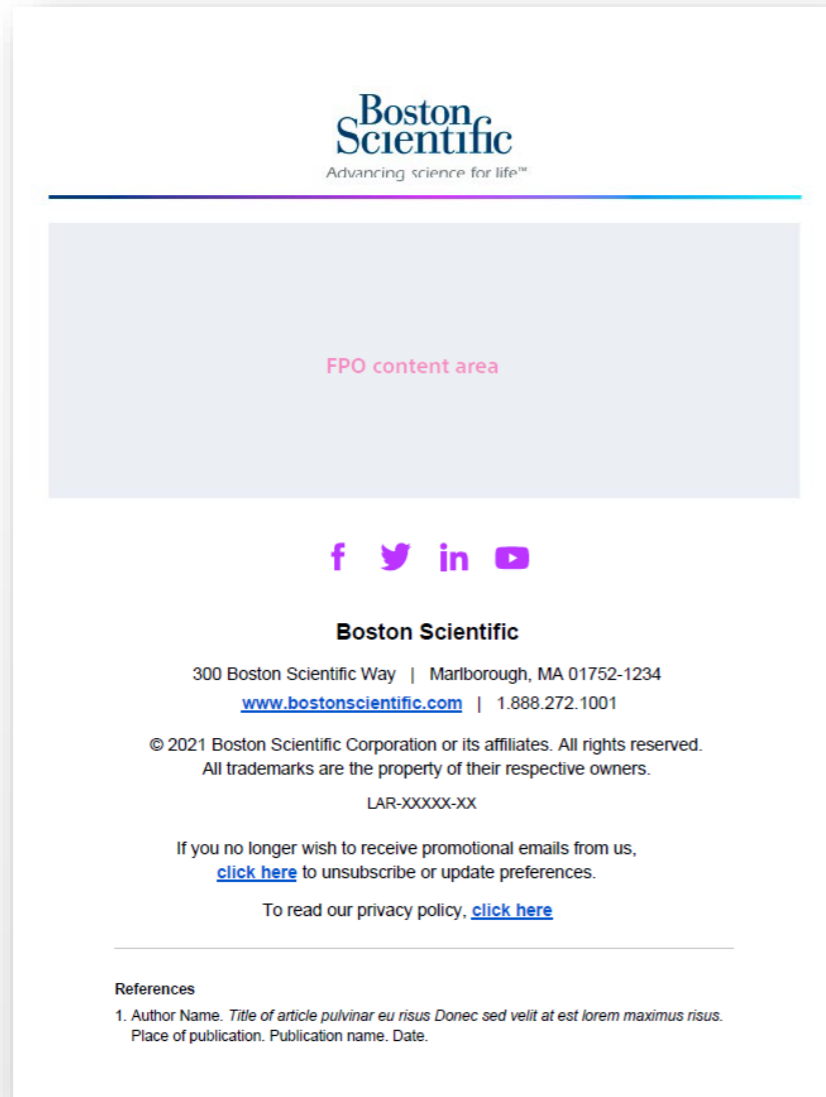
Along this guide it has shown how to use the umbrella brand according with **Boston Scientific** identity, although most of the above can be used in mailing too, it is necessary to understand the basics about the structure and the distribution.

**Boston Scientific** for mailing is always placed in the top middle of the communication. Remember the tagline is mandatory in external designs.

**Boston  
Scientific**  
Advancing science for life™

---

**NEW** header usage.



The image shows a white header template for a document. At the top center is the Boston Scientific logo, consisting of the words "Boston Scientific" in a blue serif font, with the tagline "Advancing science for life™" in a smaller blue sans-serif font below it. A thin horizontal line with a purple-to-blue gradient separates the logo from the content area below. The content area is a large, light blue rectangle with the text "FPO content area" centered in a pink font. Below this area are four social media icons: Facebook, Twitter, LinkedIn, and YouTube, all in purple. Underneath the icons is the text "Boston Scientific" in bold, followed by the address "300 Boston Scientific Way | Marlborough, MA 01752-1234", the website "www.bostonscientific.com", and the phone number "1.888.272.1001". A copyright notice follows: "© 2021 Boston Scientific Corporation or its affiliates. All rights reserved. All trademarks are the property of their respective owners." Below this is the text "LAR-XXXXX-XX". A paragraph of text reads: "If you no longer wish to receive promotional emails from us, [click here](#) to unsubscribe or update preferences." This is followed by "To read our privacy policy, [click here](#)". A horizontal line separates this from the "References" section, which contains a single reference: "1. Author Name. *Title of article pulvinar eu risus Donec sed velit at est lorem maximus risus.* Place of publication. Publication name. Date."

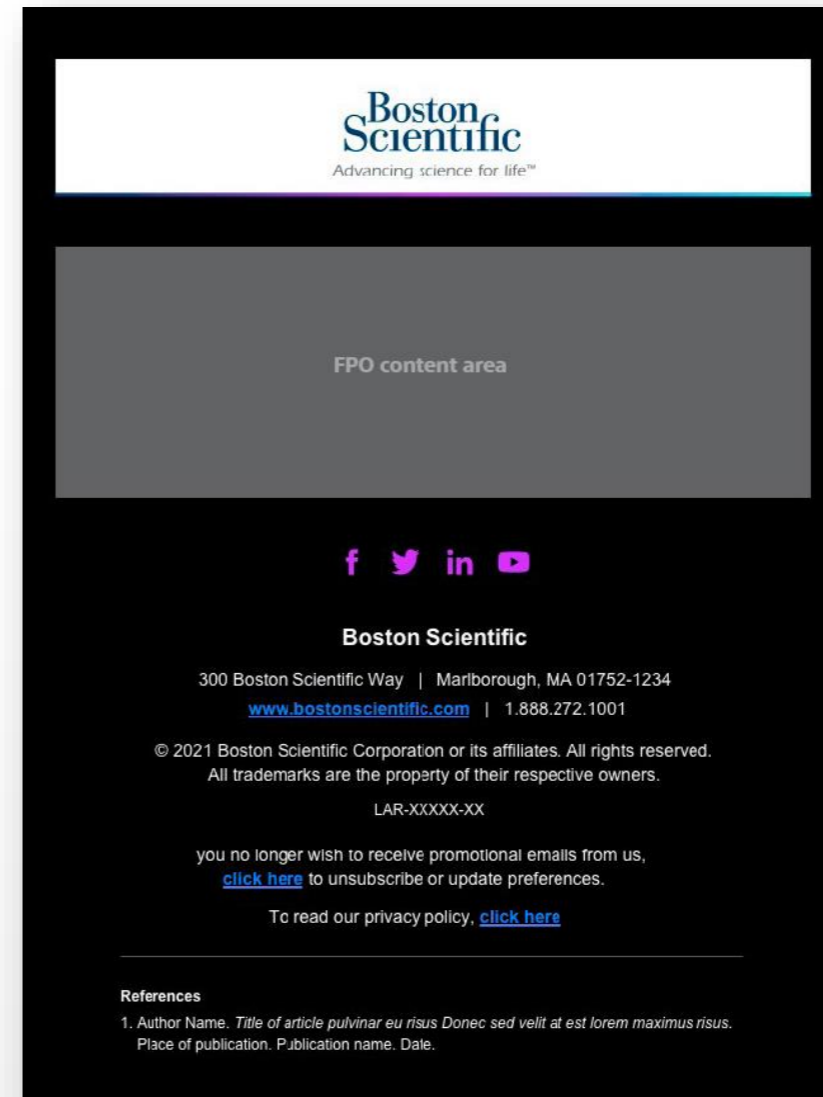
**Boston  
Scientific**  
Advancing science for life™

FPO content area

f t in y

**Boston Scientific**  
300 Boston Scientific Way | Marlborough, MA 01752-1234  
[www.bostonscientific.com](http://www.bostonscientific.com) | 1.888.272.1001  
© 2021 Boston Scientific Corporation or its affiliates. All rights reserved.  
All trademarks are the property of their respective owners.  
LAR-XXXXX-XX  
If you no longer wish to receive promotional emails from us,  
[click here](#) to unsubscribe or update preferences.  
To read our privacy policy, [click here](#)

**References**  
1. Author Name. *Title of article pulvinar eu risus Donec sed velit at est lorem maximus risus.*  
Place of publication. Publication name. Date.



The image shows a black header template for a document. At the top center is the Boston Scientific logo, consisting of the words "Boston Scientific" in a blue serif font, with the tagline "Advancing science for life™" in a smaller blue sans-serif font below it. A thin horizontal line with a purple-to-blue gradient separates the logo from the content area below. The content area is a large, dark grey rectangle with the text "FPO content area" centered in a pink font. Below this area are four social media icons: Facebook, Twitter, LinkedIn, and YouTube, all in purple. Underneath the icons is the text "Boston Scientific" in bold, followed by the address "300 Boston Scientific Way | Marlborough, MA 01752-1234", the website "www.bostonscientific.com", and the phone number "1.888.272.1001". A copyright notice follows: "© 2021 Boston Scientific Corporation or its affiliates. All rights reserved. All trademarks are the property of their respective owners." Below this is the text "LAR-XXXXX-XX". A paragraph of text reads: "you no longer wish to receive promotional emails from us, [click here](#) to unsubscribe or update preferences." This is followed by "To read our privacy policy, [click here](#)". A horizontal line separates this from the "References" section, which contains a single reference: "1. Author Name. *Title of article pulvinar eu risus Donec sed velit at est lorem maximus risus.* Place of publication. Publication name. Date."

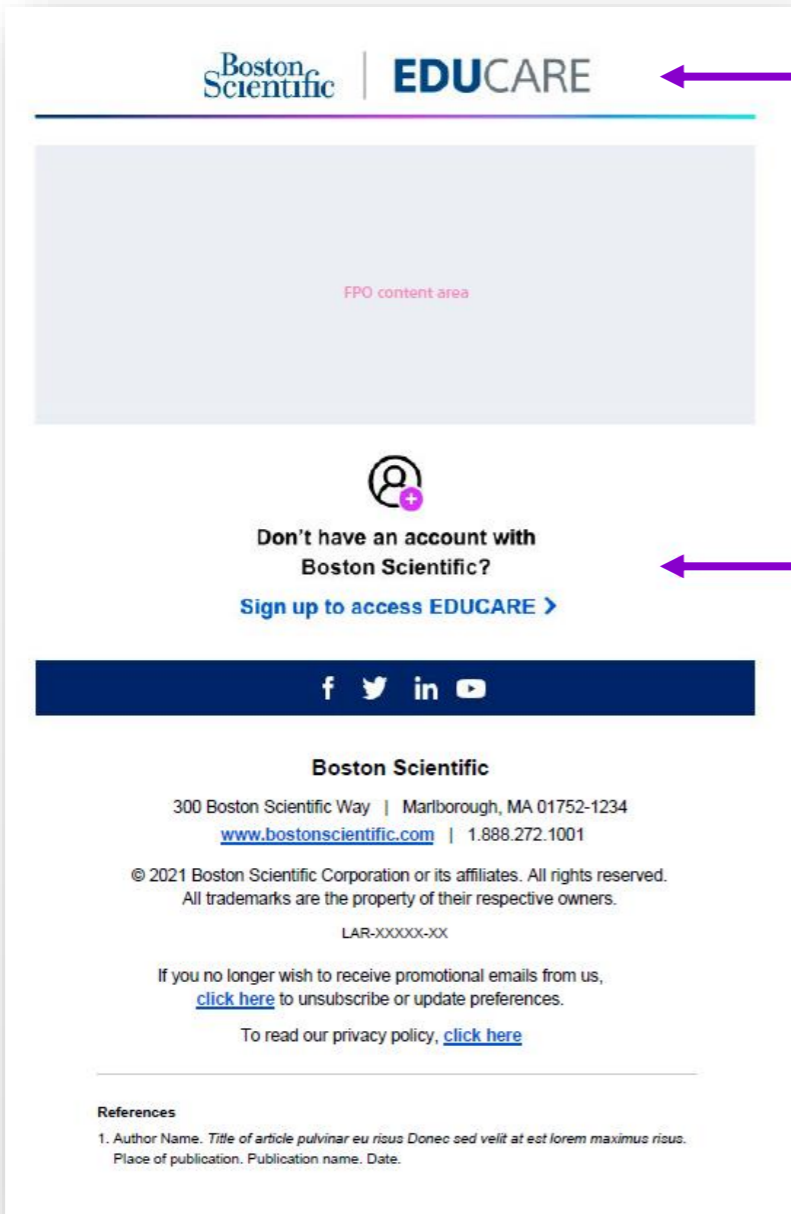
**Boston  
Scientific**  
Advancing science for life™

FPO content area

f t in y

**Boston Scientific**  
300 Boston Scientific Way | Marlborough, MA 01752-1234  
[www.bostonscientific.com](http://www.bostonscientific.com) | 1.888.272.1001  
© 2021 Boston Scientific Corporation or its affiliates. All rights reserved.  
All trademarks are the property of their respective owners.  
LAR-XXXXX-XX  
you no longer wish to receive promotional emails from us,  
[click here](#) to unsubscribe or update preferences.  
To read our privacy policy, [click here](#)

**References**  
1. Author Name. *Title of article pulvinar eu risus Donec sed velit at est lorem maximus risus.*  
Place of publication. Publication name. Date.



Note that all solutions from BeyondCare in the header are placed right next to **Boston Scientific** logo.

**Create an account content block:**

Place at the end of all EDUCARE – related communications.

This is not included as part of the master EDUCARE template.

# Mailing Colors

There are ways to combine the color palette with texts in order to have the minimum contrast levels for everyone without losing the designs standards and innovation.

The approved colors for mailing texts are:

White on Plum Darkest  
**White on Plum Darkest**

White on Blue Darkest  
**White on Blue Darkest**

Black on Neutral Lighter  
**Black on Neutral Lighter**

Black on White  
**Black on White**

**Blue Darkest on White**  
(Large headers only)

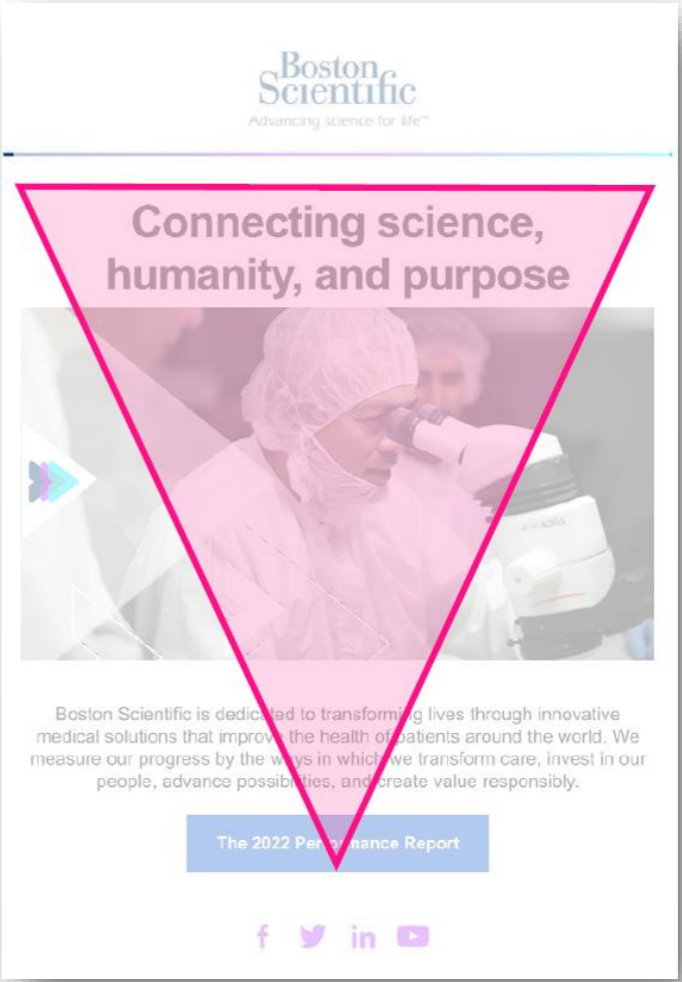
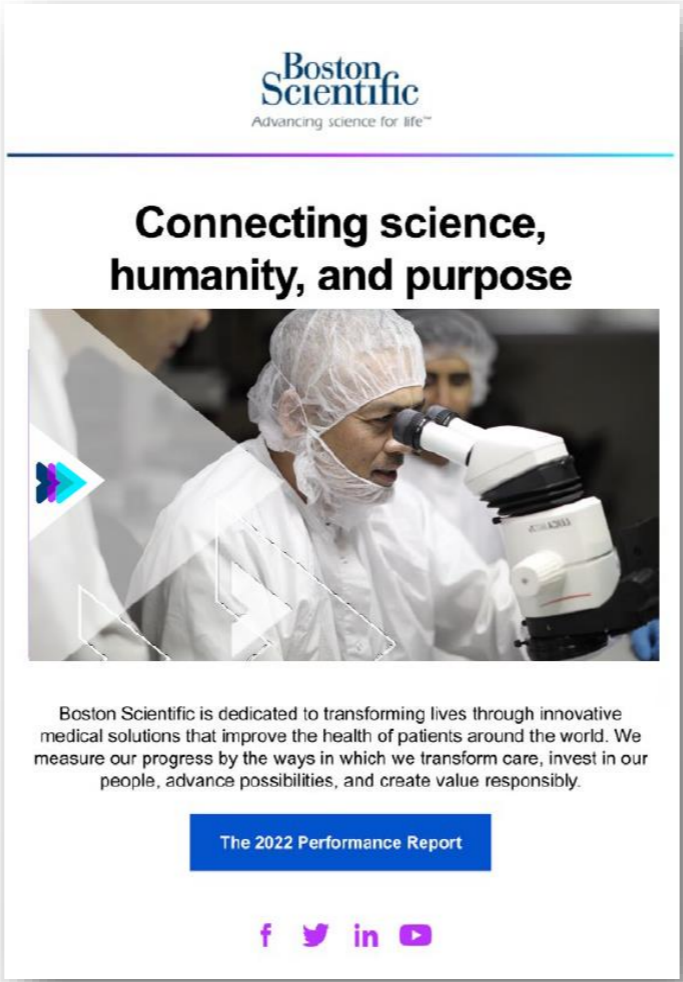
# Focal Points

## Inverted Pyramid Structure

Grabs attention with a broad headline or image, explains with a few lines of copy.

Uses the rule of three, limiting content to three main design elements.

The best execution for easily scannable emails and works best with hero content.







## Email design changes



**LUX-Dx™**  
ICM System

Boston Scientific  
Advancing science for life™



**Enhance Workflow with Your LUX-Dx™ Clinic Assistant App**

Now that your Clinic Assistant app is all set up, it's time to learn how to use it to help maximize efficiencies during patient appointments.

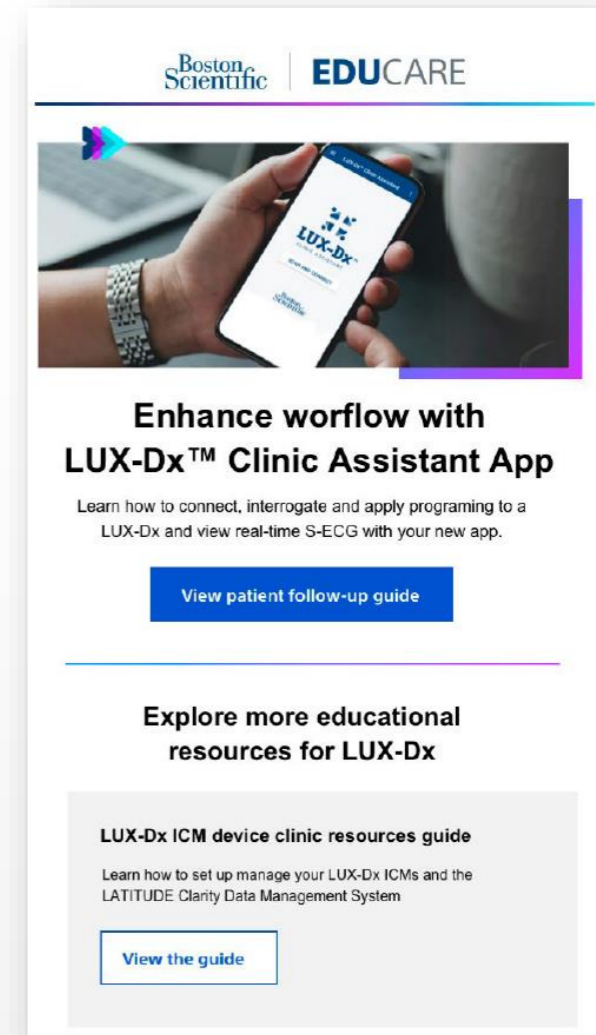

Check out the **In-Clinic Follow-Up Visits** section of the Device Clinic Resource Guide for step-by-step instructions on how to:

- Connect to Wi-Fi
- Connect to a LUX-Dx ICM
- View Real-Time 3-ECG
- Interrogate LUX-Dx ICMs
- Apply Programming




[View the Guide](#)

Transition between old and new design.



Boston Scientific | **EDUCARE**



**Enhance workflow with LUX-Dx™ Clinic Assistant App**

Learn how to connect, interrogate and apply programming to a LUX-Dx and view real-time S-ECG with your new app.

[View patient follow-up guide](#)

---

**Explore more educational resources for LUX-Dx**

**LUX-Dx ICM device clinic resources guide**

Learn how to set up manage your LUX-Dx ICMs and the LATITUDE Clarity Data Management System

[View the guide](#)

# **Guideline for the use of Boston Scientific Master brand and it's sub brands.**

*If you have any doubt about the brand usage, feel free to contact [MarketingComms@bsci.com](mailto:MarketingComms@bsci.com)  
**THIS IS NOT AN OFFICIAL GUIDE, GO TO [www.bscbrandstandards.com](http://www.bscbrandstandards.com) FOR OFFICAL AND LATEST INFORMATION.***