



Attention to small details.

> The Background

In July 2004 Chromos acquired another company called CellExSys Inc. The objective of the acquisition was to provide Chromos with a new cell therapy technology and a strong preclinical pipeline to support product development to treat infectious diseases and cancers. As a consequence of this acquisition, the pre-existing Chromos corporate identity was no longer appropriate to the new organization.

Chromos invited several graphic design firms to submit proposals for the redesign of their corporate identity and Serengeti was consequently selected for the project.

> The Criteria

Chromos desired a redesign of their corporate identity to more accurately reflect their new, broader, business strategy. However, they did not want to lose any brand recognition that had been acquired over the previous eight years. The creative brief was therefore to modify the existing corporate identity, reflecting significant changes to the brand, and yet, at the same time, preserve any existing brand recognition.

The new corporate identity would also need to be flexible enough to cope with any future changes to corporate strategy through potential acquisitions and research developments.

> The Process

Serengeti's corporate identity development process is a time-tested and disciplined method for creating and implementing visual identity solutions. It is a meticulous procedure demanding a combination of research and analysis, strategic thinking, design excellence, true creativity and project management. For the Chromos project, Serengeti carefully executed a five-stage process consisting of planning, research, analysis, development and refinement phases.

During the research phase, Serengeti discovered that the client wanted to reposition the brand to reflect a new focus on cellular therapies, as well as a traditional focus on their existing technology platform (called the ACE System). However, 'cells' remained the common thread between these two areas, and Serengeti picked up on this and utilized it within the new design.

The decision was made to drop the words 'Molecular Systems Inc.' from the logotype, and Serengeti developed a new and intriguing modification to the existing logotype to provide a more unique and memorable look to the logotype.

> The Result

The client liked the initial concepts that were developed, and selected the identity that they felt was the most appropriate to their new business strategy.

The selected identity was rapidly refined through a collaborative process between Serengeti's designers and the Chromos marketing team. The new corporate identity was applied to a new stationery package and the project was successfully completed in time for a dramatic unveiling at a major North American biotechnology conference in early 2005.

Chromos Molecular Systems Inc.

Chromos Molecular Systems Inc. is a cellular engineering and therapeutics company creating value through engineering production quality cell lines for the manufacture of biopharmaceuticals, and developing innovative biological therapies for debilitating diseases.