



California Life Sciences

Brand Campaign Concept Refinements
Round 2
1 September 2020

Brand Campaign

A few notes

Today we'll be reviewing a campaign which launches the new California Life Sciences brand with the goal of driving membership.

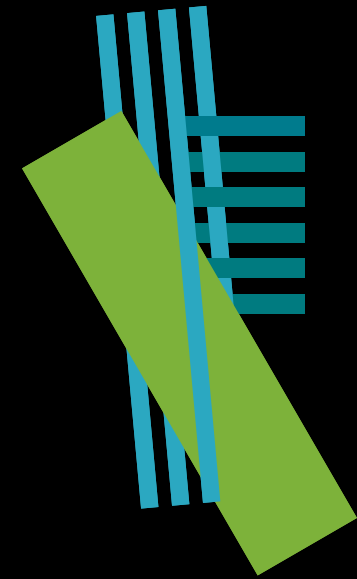
The campaign is represented by headline, supporting copy and a call to action to communicate the idea. A layout using found imagery visualizes the idea and is placed in context.

As we move further into production, each execution will be further refined and finalized.

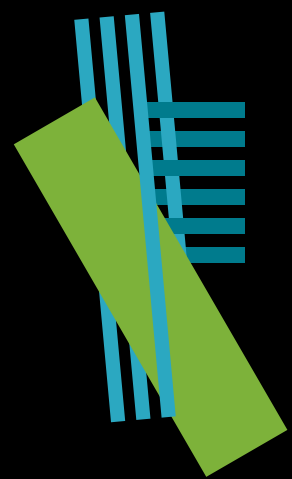
Of note, the new brand guidance, implementation, governance, website+digital toolkit and marketing are on parallel paths.

Graphic Brand Toolkit

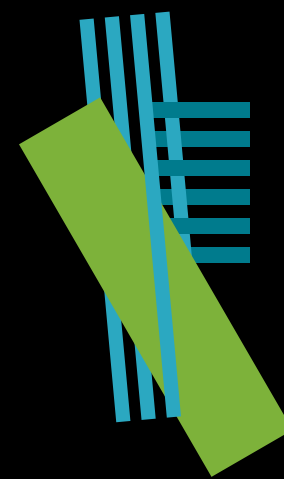




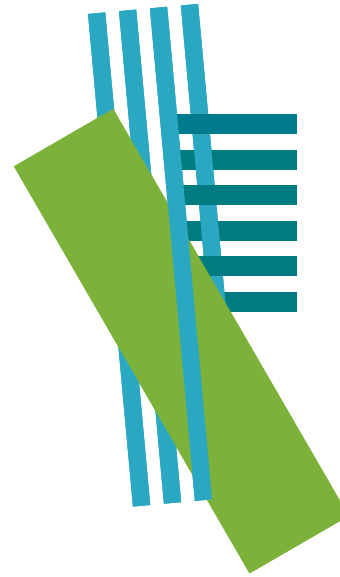
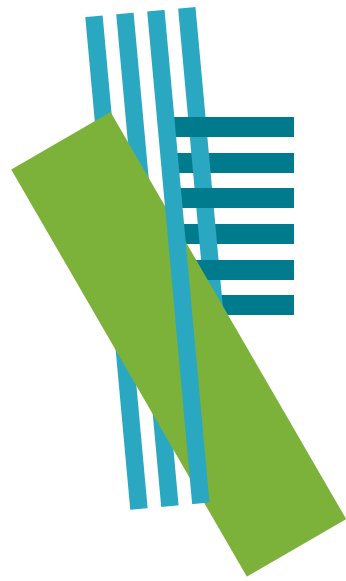
**CALIFORNIA
LIFE SCIENCES**



**CALIFORNIA
LIFE SCIENCES**
ASSOCIATION

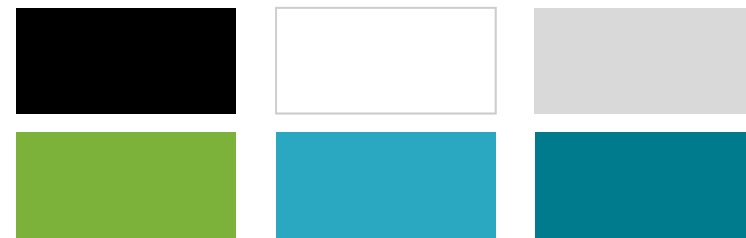


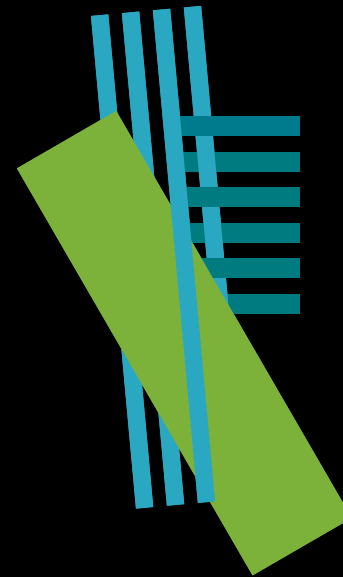
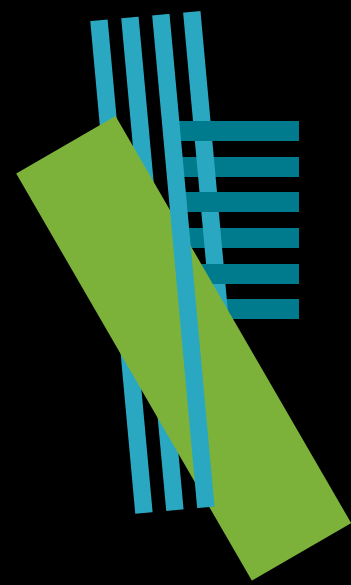
**CALIFORNIA
LIFE SCIENCES**
INSTITUTE



**CALIFORNIA
LIFE SCIENCES**

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CALIFORNIA LIFE SCIENCES

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We're building a community of limitless possibility in California. We believe that with the right mix of collaboration, knowledge and environment, good ideas can grow into life-changing solutions.

By shaping policy through advocacy and removing barriers, we empower the life sciences community to solve some of the world's greatest challenges—better and faster than they could alone.

We champion the next generation of leaders, propelling them forward, so big dreams can make an even bigger impact.

All of this adds up to people everywhere living longer, healthier, happier lives.

And it's all happening here.

We are California Life Sciences.

BRAND MANIFESTO - ANIMATION

We're building a community of
limitless possibility in California.

We believe that with the right mix of
collaboration, knowledge and environment,

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By shaping policy through advocacy
and removing barriers,

to solve some of the world's
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than they could alone.

We champion the next generation
of leaders, propelling them forward,

so big dreams can make
an even bigger impact.

All of this adds up to people everywhere
living longer, healthier, happier lives.

And it's all happening here.

We are **CALIFORNIA
LIFE SCIENCES**

We're building a community of limitless possibility in California. We believe that with the right mix of collaboration, knowledge and environment, good ideas can grow into life-changing solutions. By shaping policy through advocacy and removing barriers, we empower the life sciences community to solve some of the world's greatest challenges—better and faster than they could alone. We champion the next generation of leaders, propelling them forward, so big dreams can make an even bigger impact. All of this adds up to people everywhere living longer, healthier, happier lives. And it's all happening here. We are CALIFORNIA LIFE SCIENCES.

Brand campaign

WE ARE ABUNDANT TOGETHER

CONCEPT

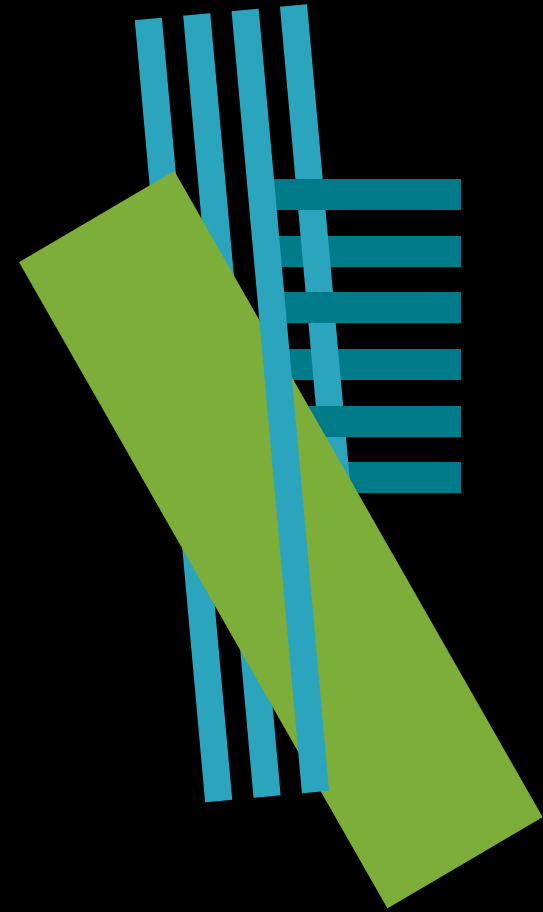
Focus

What + Why

Foundation

We are abundant together.

Here in California's life sciences community, there's no limit to what we can accomplish together. The more we join forces, the more we can solve the world's greatest challenges. This is a place of limitless possibility and innovation.



Launch

with new logo + visual identity paired with high-level mission statement.

LIMITLESS
POSSIBILITY
LIVES
HERE

Follow

with aspirational messages connecting the abundance of place + stronger together + the future of life sciences.



Extend

the campaign by showcasing member success stories that communicate your values through short blurbs (linking to a longer story) or quotes.

Brand Campaign

WE ARE ABUNDANT TOGETHER

EXPRESSION

BRAND CAMPAIGN - WE ARE ABUNDANT TOGETHER

Headline

Together, we are California Life Sciences

Body

We give California's life sciences community the resources, knowledge and advocacy it needs to help people everywhere live longer, healthier, happier lives. We are stronger together. Join us.

CTA

califesciences.org

Together, we are California Life Sciences

We give California's life sciences community the resources, knowledge and advocacy it needs to help people everywhere live longer, healthier, happier lives. We are stronger together. califesciences.com



BRAND CAMPAIGN - WE ARE ABUNDANT TOGETHER

Headline

Limitless possibility lives here

Body

**Good ideas can happen anywhere. But the
life-changing kind grow best in California.
Let's change the world together. Join us.**

CTA

califesciences.org

LIMITLESS POSSIBILITY LIVES HERE

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anywhere. But the life-changing
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LIMITLESS POSSIBILITY LIVES HERE

Good ideas can happen anywhere. But the
life-changing kind grow best in California.
Let's change the world together.

[Join us](#)



Headline

Cultivate opportunity

Body

We champion the next generation of leaders, propelling them forward, so big dreams can make an even bigger impact. Together, we are California Life Sciences. Join us.

CTA

califesciences.org

CULTIVATE OPPORTUNITY

We champion the next generation of leaders so they can focus on finding solutions to some of the world's greatest challenges. Together, we are California Life Sciences. califesciences.com



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[Join us](#)



It happened here

Life-saving treatments for lung disease, Alzheimer's, leukemia, lymphoma, breast and lung cancer happened—and continue to happen—at Genentech's labs in South San Francisco. As long as there are devastating diseases, California will be at the forefront of finding cures. [Read more](#)

CULTIVATE OPPORTUNITY

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[Join us](#)



It happened here

By creating a dedicated space for young people to innovate, Genentech's Science Garage in South San Francisco is inspiring the next generation of life science leaders to solve some of the world's greatest challenges. [Learn more](#) about Genentech's Futurelab program and its investment in STEM education.

LinkedIn

We've been hard at work on our new brand and are proud to share it with you. Take a quick trip behind the scenes to learn how it all came together.

Tweet

**Genentech's Science Garage in South San Francisco is inspiring the next generation of life science leaders to solve some of the world's greatest challenges.
#ithappenedhereCA #joinCLS**



Summary


“WE ARE ABUNDANT TOGETHER” BRAND CAMPAIGN



TOGETHER, WE ARE CALIFORNIA LIFE SCIENCES

We give California's life sciences community the resources, knowledge and advocacy it needs to help people everywhere live longer, healthier, happier lives. We are stronger together.

[Join us](#)



LIMITLESS POSSIBILITY LIVES HERE


Good ideas can happen anywhere. But the life-changing kind grow best in California. Let's change the world together.

[Join us](#)

CULTIVATE OPPORTUNITY

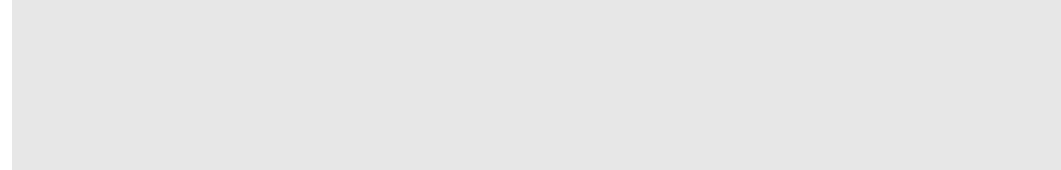

We champion the next generation of leaders so they can focus on finding solutions to some of the world's greatest challenges. Together, we are California Life Sciences.

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Next Steps

W2O

- Plan to add website URL under the logo where appropriate (logo block)
- Pull through R2 edits into R3 homepage layout

CLS

- Provide R2 consolidated feedback by Monday, July 6

W2O

Thank You