

# REFRESH GUIDE

Update - June 1, 2022



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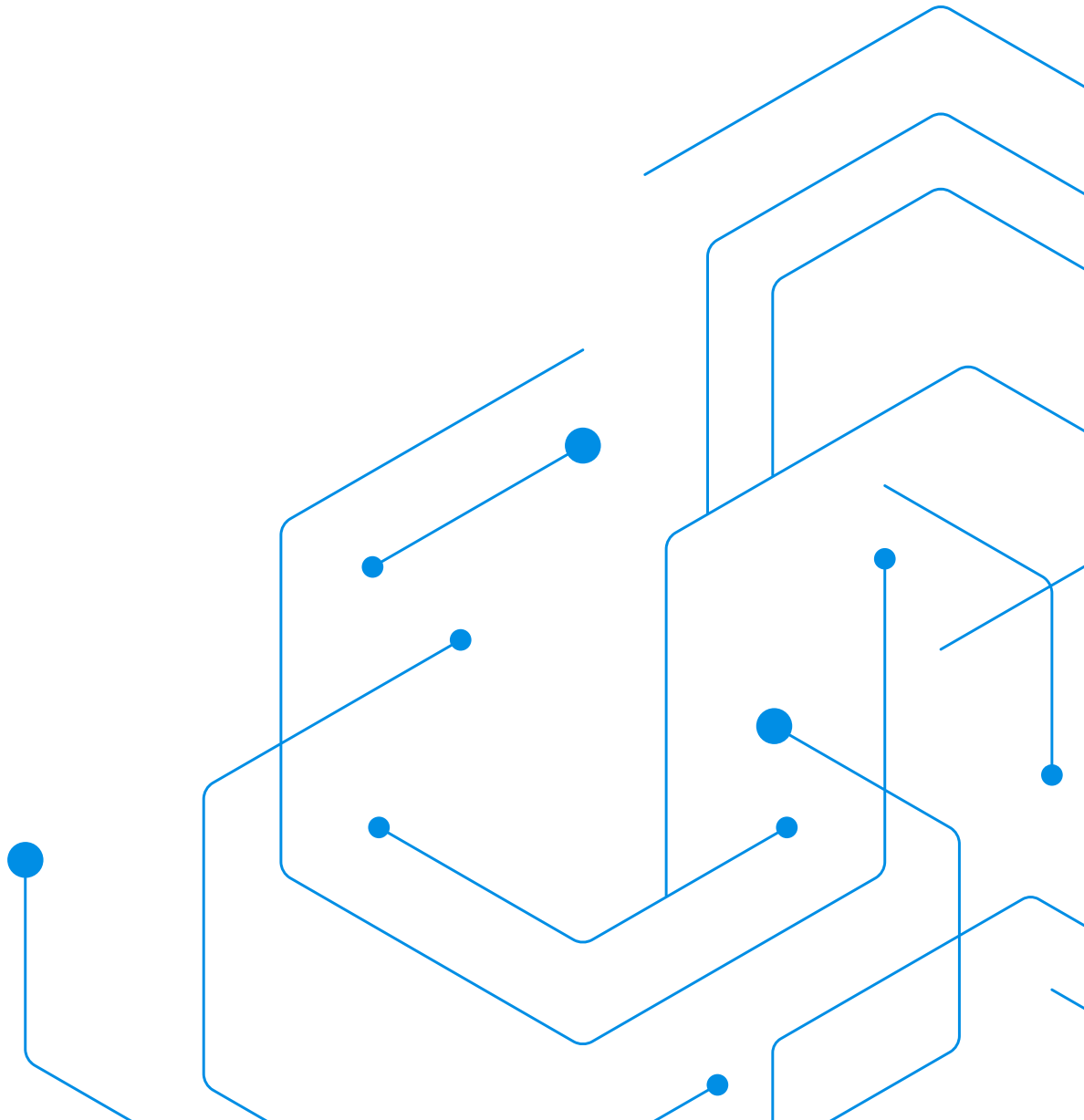
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SECTION 1 –

# MASTER BRAND STRATEGY

## INTRODUCTION

**PACE® IS A SCIENCE AND TECHNOLOGY COMPANY.  
WHAT MAKES PACE® A PREFERRED SERVICE  
PROVIDER IS OUR PEOPLE.**

Pace® customers value the relationships they build with their Pace® partners; we guide them, anticipate their needs, and stand ready to support them when and where they need us.

Our corporate and divisional messaging is aligned to what our customers have told us that they value most about us: relationships, delivery and service.

# RELATIONSHIPS DELIVERY SERVICE

## CORPORATE HIERARCHY & LANGUAGE

The company was formed as a limited liability corporation (LLC), under the name Pace Analytical® Services, LLC. While this is our corporate name from a legal perspective, the company, is branded as Pace® with the descriptor, “Science and Technology Company,” to be more inclusive to the current business and allow flexibility for expansion.

**NOTE:** “Science and Technology Company” is a descriptor to support Pace® as a registered trademark and to communicate the range of the parent company. This is not a legal name. All contracts and agreements will continue to be executed under Pace Analytical® Services, LLC.



### HOW TO DESCRIBE OUR COMPANY STRUCTURE

Pace® Science and Technology Company is comprised of two distinct divisions:  
Analytical Services  
Life Sciences



## CORPORATE HIERARCHY & LANGUAGE

Consistency in how we reference Pace® entities within the brand hierarchy supports our positioning and clearly defines the relationship of the parent brand to our divisions. Here are examples of language to communicate brand relationships in content/communications.



### HOW TO REFERENCE THE COMPANY STRUCTURE IN COMMUNICATIONS

Use these examples in division communications—preferably in the opening paragraph—to position the division within our brand ecosystem.



### CORPORATE COMMUNICATIONS

Pace® Science and Technology Company is the parent to two divisions: Pace® Analytical Services and Pace® Life Sciences.



### ANALYTICAL DIVISION COMMUNICATIONS

Pace® Analytical Services is a division of the Pace® Science and Technology Company, providing local testing and analytical services backed by a large, national laboratory network.



### LIFE SCIENCES DIVISION COMMUNICATIONS

Pace® Life Sciences is a division of the Pace® Science and Technology Company, providing full-service CDMO/CRO capabilities and professional services for in-house labs through a nationwide network of service centers, manufacturing sites, and FDA-registered laboratories.

# CORPORATE HIERARCHY & LANGUAGE



## HOW TO REFERENCE THE COMPANY STRUCTURE IN COMMUNICATIONS–USE CASES

1

Pace® Life Sciences, a Pace® Science and Technology Company, offers...

### Gene Therapy Development: Pathway to Commercialization

#### ADVANCING THE NEXT GENERATION OF GENE AND CELL THERAPIES: FROM BENCH TO COMMERCIALIZATION

Gene and cell therapies are an emerging sector in the biopharmaceutical industry and have revolutionized how we treat patients. The pipeline of gene and cell therapies has grown significantly, with new drugs gaining regulatory approval and more candidates entering clinical testing every year. Gene and cell therapies are currently being developed for a wide range of illnesses, including cancer, neurodegenerative diseases, and infectious diseases. Due to their broad applicability and recent technological advances improving safety and efficacy, gene therapies enable a more personalized approach to medicine that can potentially cure hard-to-treat disorders.

Over the last decade, gene and cell therapies have garnered a significant amount of interest, including a record-setting number of partnerships and licensing agreements as well as venture financing. According to the Alliance for Regenerative Medicine, nearly \$20 billion was raised worldwide in 2020 in the regenerative medicines space and more than 400 gene and cell therapy clinical trials were conducted.<sup>1</sup> In the U.S. alone, there are an estimated 500-plus companies developing gene and cell therapies; collectively, they have raised more than \$11 billion.

IN 2020

**\$20 Billion**

Raised worldwide in regenerative medicines

**400+**

Gene & cell therapy clinical trials conducted<sup>1</sup>

While it is an exciting time for innovators to enter this burgeoning field, there are still complex challenges associated with gene and cell therapy development compared to traditional therapeutic modalities. Regulatory agencies have issued specific guidelines and policies relating to gene therapy formulation that stakeholders need to consider from the start.

Collaborating with a trusted contract research organization (CRO) with experience in gene and cell therapy development, from preclinical testing to clinical trials to commercialization, ensures every step of the process is completed to the highest standards. With expertise in analytical, processing, and formulation for gene and cell therapies, Pace® Life Sciences, a Pace® Science and Technology Company, offers its biopharmaceutical partners a full range of integrated Chemistry, Manufacturing, and Control (CMC) solutions and testing services that are compliant with regulatory and industry standards.

#### PHARMACEUTICAL & BIOPHARMACEUTICAL PRODUCT DEVELOPMENT PROCESS

##### RESEARCH & DEVELOPMENT R&D LABS

##### CLINICAL TRIAL MATERIALS CLINICAL LABS

##### MANUFACTURING SERVICES GMP LABS

- 1 Basic Research
- 2 Lead Optimization
- 3 Preclinical Development
- 4 IND
- 5 Clinical Development Phase 1, 2, 3
- 6 IND
- 7 FDA Approval
- 8 Product Launch
- 9 Commercialization & Manufacturing
- 10 Product Line Extension
- 11 Post Approval Change

2

Once the brand entity has been defined, you may use Pace® (with registration symbol) thereafter.

#### COMPANY PROFILE

Customer Focused; Commitment Driven

Working Together to Protect What Matters Most

At Pace® Science and Technology Company, our vision is simple: To protect our environment and improve our health. We believe our work is integral to a cleaner, safer planet. We do this in partnership with you by providing the science – and the data – you need to make the right choices for the benefit of all. In working with us, you will find that your Pace® partners are committed to the success of your project.

Pace® has been serving businesses, consulting firms, government agencies, and more for decades. Since our founding in 1978, we have listened to our customers and invested in the services, infrastructure, and technologies, required to keep up with the growing focus on the environment. We also understand that location matters and are committed to providing personalized, local service backed by the largest, American-owned [laboratory network](#). Pace® provides an unmatched depth and breadth of testing and analytical capabilities – along with professional services for your in-house lab. We have the expertise, capacity, and delivery infrastructure to provide the certified results you require, where and when you need them.



#### Welcome to PacePort® online data management system

Powered by Pace® Science and Technology Company.

Pace® is committed to delivering results where and when you need them. PacePort® software provides quick, instant access to your analytical data.

#### Login

Email Address:

Password:

[Login](#)

Forgot password? [Reset Password](#)

[Request a user account](#)

This website is only compatible with the latest versions of the [Chrome](#), [Firefox](#), and [Microsoft](#) browsers.

## CORPORATE TAGLINE

The Pace® brand program is designed with messaging and visuals to create a stronger brand connection between the people of Pace® and our customers.

Pace® customers value our people and our commitment to building relationships, delivering upon expectations, and servicing their needs. Pace® **people** make the difference and their level of commitment is a competitive advantage.

We believe the work we do—and that our customers do—is important. Pace® is committed to continuously **moving science forward**; to innovate and advance all aspects of our business to improve the health and safety of our communities and lives.



PEOPLE



ADVANCING

SCIENCE™



## COMMITMENT THEME & MESSAGING

### **WE HONOR OUR COMMITMENTS, SO YOU CAN HONOR YOURS.**

The statement above has been the Pace® **brand promise** for years and the key branding element with which customers clearly connect. We understand that our ability to meet our commitments to our customers means they can meet their downstream commitments to their customers, regulatory bodies, and others.

Commitment is a theme that resonates with both our customers and internally at Pace® in how we interact with and support our teams and team members. Pace® people are a rare breed. We connect deeply to the outcomes of the work we do. This is reflected in our spirit of commitment.

**Through messaging and service programs, the Pace® brand will become synonymous with the word, COMMITMENT.**

## PACE® IS COMMITTED

- Committed to advancing science through innovation.
- Committed to helping customers advance their important work through building strong relationships, delivering upon expectations, and providing exceptional customer service.

## VOICE & TONE

Pace® Science and Technology Company has a distinct writing voice and tone to support our master brand strategy.

We speak directly to our customers/markets in support of building relationships.

We project confidence, assuring customers that we understand their business and have the teams, technology, and infrastructure to support the requirements of their project.

We demonstrate that we have empathy. We respect the work our customers do to improve our communities and lives – and understand we are an element in their value stream. We need to consistently deliver when and where needed so our customers can meet their downstream commitments.

### **DIRECT**

We deliver our messages in first-person, speaking directly to the customer in clear and concise language.

### **ASSURED**

Pace® has a rich history of service and innovation. We have street cred and literal credentials. We speak confidently in guiding our customers through their project, reinforcing their decision to choose Pace®.

### **COMMITTED**

Our messaging reflects altruism; on behalf of our clients and ourselves.

SECTION 2 –

# POSITIONING & MESSAGING

**Positioning is how we want to be perceived in the market relative to our competitors.**

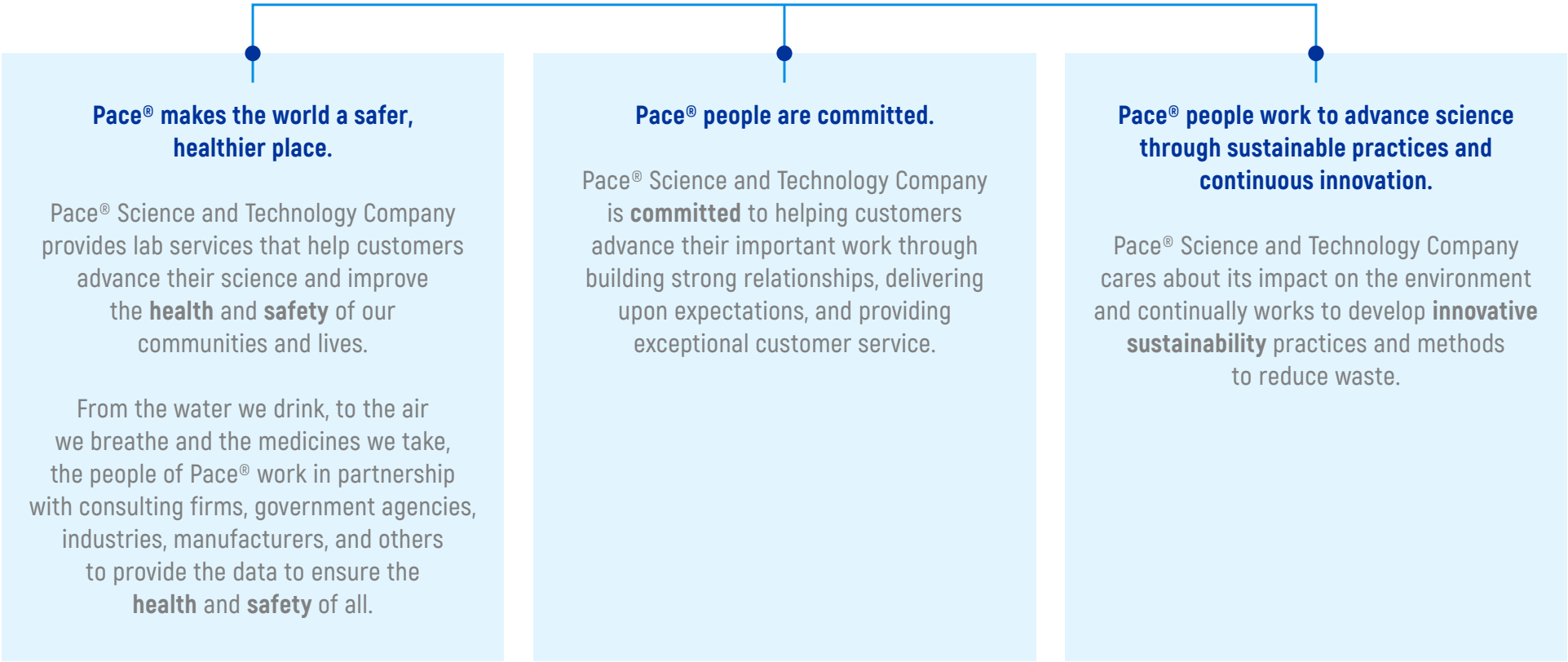
Different areas of our company serve different markets. As such, we have distinct positioning and primary messaging strategies at the corporate and division levels of our company.

**PACE® CORPORATE – POSITIONING STATEMENT**

Pace® Science and Technology Company is committed to advancing science through innovative services.

**PACE® CORPORATE – MESSAGING**

Below are Pace® key messaging themes and examples in practice.



PACE® ANALYTICAL SERVICES – POSITIONING STATEMENT

Pace® Analytical Services provides local testing and analytical services backed by a large, national laboratory network.

PACE® ANALYTICAL SERVICES – MESSAGING

Below are Pace® Analytical key messaging themes and examples in practice.



PACE® LIFE SCIENCES – POSITIONING STATEMENT

Pace® Life Sciences provides full-service CDMO/CRO capabilities and professional services for in-house labs through a nationwide network of service centers, manufacturing sites, and FDA-registered laboratories.

PACE® LIFE SCIENCES – MESSAGING

Below are Pace® Life Sciences key messaging themes and examples in practice.



## SECTION 3 –

# BOILERPLATE

**Consistent use of company and division descriptions.** Often, we are asked to submit descriptions of our organization within specific word/character restrictions. The following pages provide word count options for corporate and division-level descriptions.

## PACE® SCIENCE AND TECHNOLOGY COMPANY

### 100 WORDS

Pace® makes the world a safer, healthier place. For decades, Pace® people have been committed to advancing the science of businesses, industries, consulting firms, government agencies, and more by providing local-level service backed by a national laboratory network. For customers with in-house labs, Pace® provides a range of professional services to keep their operations moving forward. Pace® people work in partnership with customers by providing the service, science, and the data they need to make critical decisions that benefit us all. Learn how Pace® people are working to advance science through sustainable practices and continuous innovation at [PACELABS.com](https://www.pacelabs.com).

### 50 WORDS

Pace® makes the world a safer, healthier place. We partner with clients to provide the service, science, and laboratory data needed to make critical decisions that benefit us all. Through a nationwide laboratory network, Pace® advances the science of businesses, industries, consulting firms, government agencies, and others. More at [PACELABS.com](https://www.pacelabs.com).

### 30 WORDS

Pace® works with organizations of all types, providing the science to ensure our air, water, therapies, and more are safe for use. Learn more about our laboratory services at [PACELABS.com](https://www.pacelabs.com).





## PACE® ANALYTICAL SERVICES

### 100 WORDS

Pace® makes the world a safer, healthier place. Pace® people are committed to advancing the science of businesses, industries, consulting firms, government agencies, and others by providing local-level service backed by a national laboratory network. Through our in-lab, mobile, and emergency onsite containment and regulatory services, we ensure our air, water, soil, and more are safe for our communities and lives. Pace® also supports customers with in-house labs, providing a range of professional services to keep their operations moving forward. Learn how Pace® people are working to advance science through sustainable practices and continuous innovation at [PACELABS.com](https://www.pacelabs.com).

### 50 WORDS

Pace® makes the world a safer, healthier place. Committed to advancing the science of businesses, industries, consulting firms, government agencies, and others, Pace® offers local-level service backed by a national laboratory network. Through in-lab, mobile, and emergency onsite services, Pace® ensures our air, water, soil, and more are safe. [PACELABS.com](https://www.pacelabs.com).

### 30 WORDS

Pace® works with organizations of all types, providing the science to ensure our air, water, soil, and more are safe for use. Learn more about our laboratory services at [PACELABS.com](https://www.pacelabs.com).



## PACE® LIFE SCIENCES

### 100 WORDS

Pace® makes the world a safer, healthier place. Pace® people are committed to advancing the science of our customers in the pharmaceutical and biopharmaceutical industries. The therapies our customers develop improve patient lives and we are committed to supporting them through all phases of development. Through our nationwide network of world-class CDMO and CRO sites, Pace® supports customers from early-phase R&D to clinical trial materials production and ongoing commercial product GMP laboratory support. For our customers with manufacturing facilities and in-house labs, Pace® provides a wide range of professional services to keep their operations moving forward. More at [PACELABS.COM](https://www.pacelabs.com).

### 50 WORDS

Pace® makes the world a safer, healthier place. We advance the science of our pharmaceutical and biopharmaceutical customers through the drug development process, from early-phase R&D through clinical trials and GMP commercial product support. For customers with in-house manufacturing and labs, Pace® provides professional services to support their operations. [PACELABS.COM](https://www.pacelabs.com).

### 30 WORDS

Pace® provides timely and accurate CDMO/CRO services to pharma/biopharma and gene therapy customers throughout the drug development process, from early-phase R&D through clinical trials and GMP commercial product support. [PACELABS.COM](https://www.pacelabs.com).



SECTION 4 –

# TRADEMARKS

## TRADEMARKS

Registered trademarks are corporate assets that need to be protected to be retained. These are brands that the company exclusively owns.

® = Registered trademark

™ = Trademark (We use this symbol to represent a mark that is in the registration process.)

The table identifies brands Pace® has registered and/or is in pursuit of registering for current use.<sup>1</sup> This is how these marks should be referenced in written and graphic form.

### SHORTCUT KEYS FOR CREATING THESE SYMBOLS:

® = Type [R]

™ = Type [tm]

Pace®	®
Pace® Analytical Services	®
Pace® Life Sciences	®
People Advancing Science™	TM
We Honor Our Commitments So You Can Honor Yours™	TM
PacePort®	®
Pace® National	®
<b>PFAST</b> ®	®
EZ Soil™	TM
EZ Herbicide®	®
EZ Cans™	TM
True TOF®	®
PlasACRYL®	®

1. Pace® owns several other marks that are not represented here as they are not currently used. Marketing maintains a complete list of registered trademarks the company owns.

# USAGE

## PACE®

The corporate brand, Pace®, should always include the registration mark (®), in both graphic form (logos) and written form (in content, documentation, etc.) in every instance of its use. In written form, the registration mark should be displayed after the name, in superscript, so that it appears elevated from the type baseline: Pace®

Pace® should ALWAYS be used with the registered trademark symbol.

## OTHER PACE® BRANDS

At a minimum, all other trademarks and registered trademarks noted in Table 1 should be identified with their mark in its first instance on each page of content. For example, on page one, the first use of PacePort® should be represented with the associated mark symbol and on page two, the first use of PacePort® should be represented with the associated mark symbol, and so on. The trademark/registered trademark should be displayed after the brand name, in superscript, so that it appears elevated from the type baseline: PacePort®

## DESCRIPTORS

Use of brand descriptors adds strength to the brand name and protects the brand within the trademark category it was registered under. A best practice is to use a descriptor as often as possible and at a minimum in the brand's first use on the page.

- Pace® Science and Technology Company
- Pace® Analytical Services
- Pace® Life Sciences
- PacePort® Online Data Management Software
- ezHerbicide™ Herbicide Residue Testing Services

## COMPLIANCE

In order to retain and protect our registered trademarks, we will periodically need to submit samples of them used in various formats to prove their use in the public domain.

Review current trademark, registered trademarks, and descriptors at [pace-marketing.com](https://pace-marketing.com)

## IMPORTANT

**PACE® AND ANY OF THE COMPANY'S BRAND NAMES SHOULD NEVER BE USED IN POSSESSIVE FORM.**

Doing so diminishes the brand's strength and does not support its legal trademark status. This may force you to rework sentence structure, but it is required to support and retain the brand from a legal perspective. It also helps to build brand equity.

For example, it's Microsoft® Word, not Microsoft's Word.  
Samsung Galaxy®, not Samsung's Galaxy.  
Pace® Air Labs, not Pace's Air Labs.  
The Pace® team, not Pace's team.

DO	DO NOT
Pace® Life Sciences Division	Pace's Life Sciences Division
Pace® PFAST® services	Pace's PFAST® services

SECTION 5 –

# LOGO

## PRIMARY

Effective November 30th, 2021 – the Pace® logo is refreshed.

There are two elements to the logo – the kinetic pathway and the Pace® word mark.

The Pace® logo embodies energy and movement. The kinetic pathway represents forward motion, and is inspired by an electron in orbit.

The word mark overlapping the kinetic pathway gives prominence and greater impact to the name.

The logo is one color and the two elements should never be separated.

The logo is available in Kinetic Blue, black, and white.

**The logo should not be altered in any way.**

Logos are available to download here:  
[pace-marketing.com](https://pace-marketing.com)

Kinetic  
pathway



## TAGLINES

There are three tagline logos:  
People Advancing Science  
Analytical Services  
Life Sciences

Pace® People Advancing Science  
is the primary tagline logo.

Analytical Services and Life Sciences  
are for divisional use.

There are two versions of each  
tagline logo, stacked and horizontal.

Logos are available to download here:  
[pace-marketing.com](https://pace-marketing.com)





## CLEARANCE & SMALL USE

### CLEARANCE

Clearance has been built into the logo files. The clear space has been based off the height of the “P” in the word mark.

Nothing should be close enough to the logo to interrupt this clear space.



### SMALL USE

If the logo is being used as a size smaller than .75" use the minimum size logo. This logo has been adjusted to maintain readability and legibility at a small size.

Legibility updates include: slightly thicker kinetic pathway, increased tracking, and registered symbol size increase.

Please submit a marketing request form on [pace-marketing.com](https://pace-marketing.com) for the small use logo.



## RESTRICTIONS

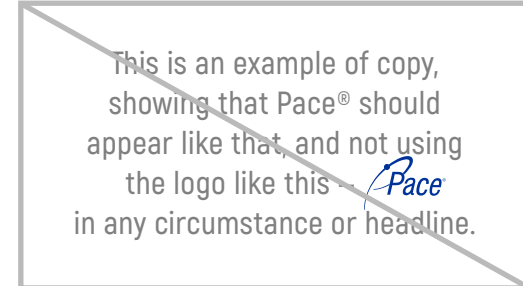
DO NOT rotate the logo.



DO NOT separate elements of the logo.



DO NOT use the logo in copy.



DO NOT change the color of the logo.



DO NOT change the typeface.



DO NOT change tagline size, color, or position.



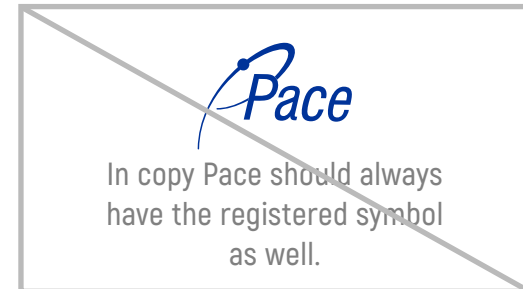
DO NOT distort the logo.



DO NOT add an outline around the logo.



DO NOT use Pace® without the registered symbol.



SECTION 6 –

# COLOR

## CORE BRAND COLORS

Kinetic Blue (Main Pace® Blue)  
Pantone: 661 C  
CMYK: 95, 75, 1, 0  
RGB: 0, 51, 153  
Hex #: 003399

Nucleus Blue  
Pantone: 2173 C  
CMYK: 76, 37, 0, 0  
RGB: 0, 142, 229  
Hex #: 008ee5

Atomic Red Orange  
Pantone: 1585 C  
CMYK: 0, 74, 100, 0  
RGB: 245, 102, 9  
Hex #: f56609

White  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
Hex #: ffffff

Black  
Pantone: Process Black C  
CMYK: 72, 66, 65, 76  
RGB: 29, 29, 29  
Hex #: 1d1d1d

Medium Gray  
Pantone: 877 C  
CMYK: 52, 43, 43, 8  
RGB: 128, 128, 128  
Hex #: 808080

Light Gray  
Pantone: Cool Gray 4 C  
CMYK: 27, 22, 22, 0  
RGB: 186, 186, 186  
Hex #: bababa

Analytical Green  
Pantone: 368 C  
CMYK: 52, 4, 100, 0  
RGB: 137, 190, 60  
Hex #: 89be3c

## LIFE SCIENCES

Life Blue  
Pantone: 2925 C  
CMYK: 67, 23, 0, 0  
RGB: 24, 166, 248  
Hex #: 18a6f8

# THANK YOU

If you have any questions about this document,  
please reach out to:

PAM BEDNAR

[Pam.Bednar@pacelabs.com](mailto:Pam.Bednar@pacelabs.com)

