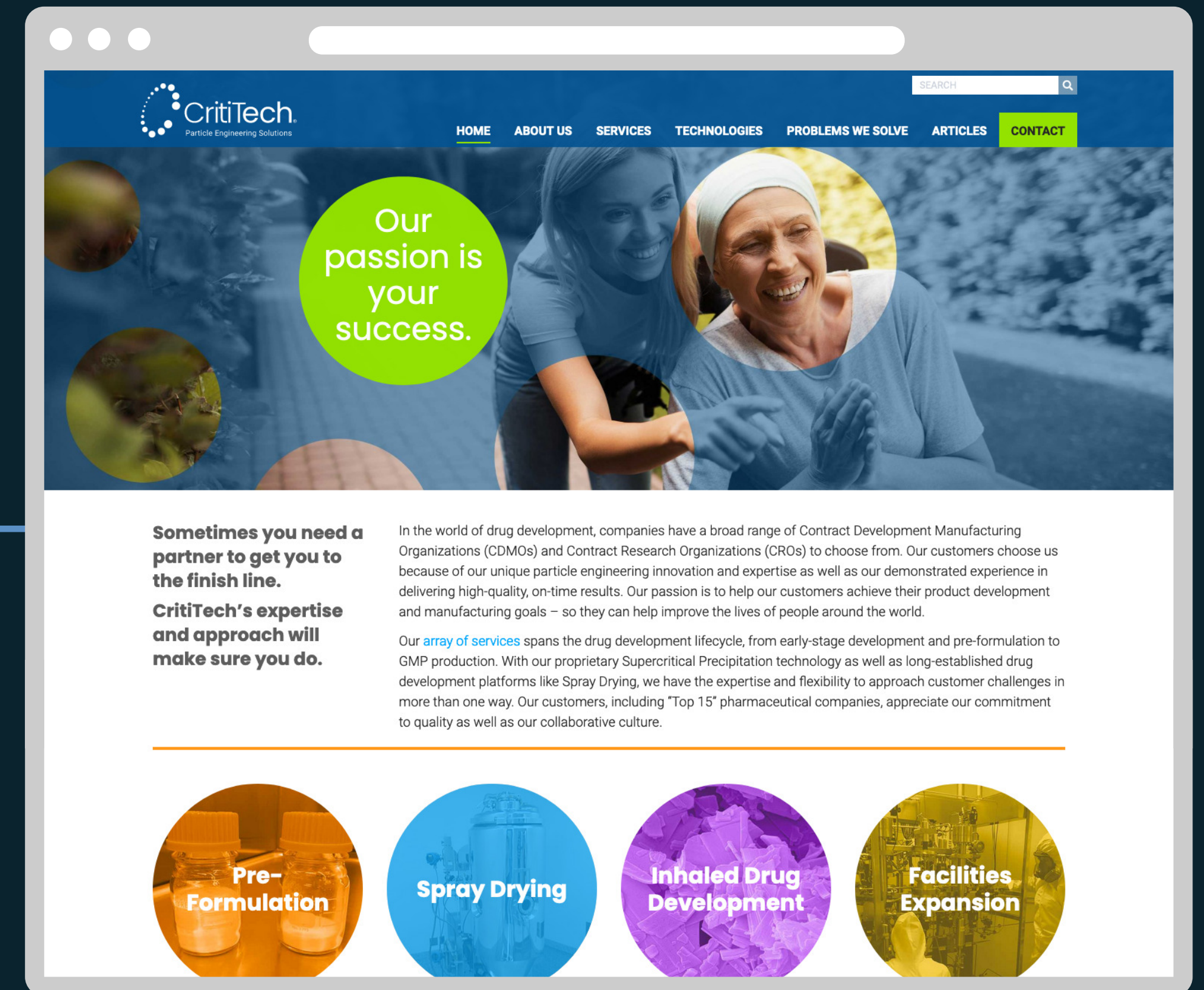




CASE STUDY: BRAND REFRESH AND WEBSITE DESIGN



BACKGROUND

CritiTech Particle Engineering Solutions is a rapidly growing drug research and development company. The company has developed several advanced technologies that increase the efficacy of many drugs including those used in cancer treatment.

CritiTech had recently completed an expansion of its manufacturing facility. To prepare for a sales and marketing push to fill that expanded capacity, the company wanted to update its brand image and website to a level that reflected its outstanding technological achievements and customer service standards.



OBJECTIVES

Refresh the CritiTech brand and website to support the company's sales and marketing efforts to better compete on a national level with other drug R&D companies.

Ensure that the brand reflects a balance of science and service: the highest level of technology innovation delivered with an uncommon level of customer partnership.



STRATEGY

I helped CritiTech formulate a brand positioning statement to focus the brand refresh efforts and support a targeted messaging strategy. Then I created a range of visual brand elements designed to achieve the stated objectives:

- An evolution of the company logo
- A bold color palette that differentiated from competitors
- Consistent typography
- A distinctive visual motif for photography

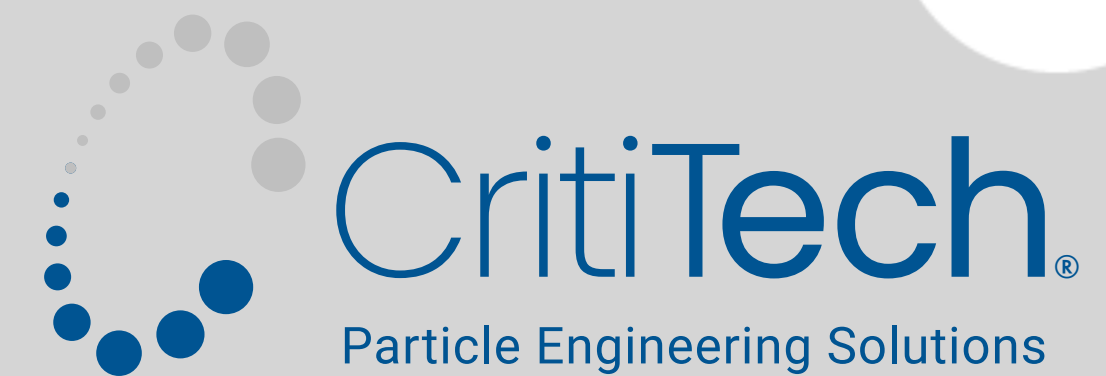
These efforts culminated in new brand guidelines, a freshly redesigned website and standardized document templates.



POSITIONING STATEMENT

For pharmaceutical drug makers who want or need to contract all or part of their drug development or manufacturing, CritiTech PES matches the standards provided by industry leaders including high quality delivery, specific formulation expertise and focused innovation, but goes beyond by providing true collaboration/partnership, effective relationship management and personalized service.

When pharmaceutical drug makers think of CritiTech PES, we want them to think, “they are a trusted partner who always deliver as promised while creating great personal experiences with the best team in the business.”



COMPETITIVE REVIEW

Brand differentiation first requires understanding the competition. I surveyed the competitive landscape and found that imagery and messaging almost always focused on technology or the tech team. Visually there was a lot of blue, gray or monochromatic color.

This presented an opportunity to humanize imagery by focusing not only on technology but on the patients who benefit. It also uncovered a way to differentiate using a more vibrant, diverse color palette.



VISUAL BRANDING OPTIONS

Based on CritiTech's objectives, the desired brand image and the need to differentiate from competitors, I presented four options for how to refresh the brand.

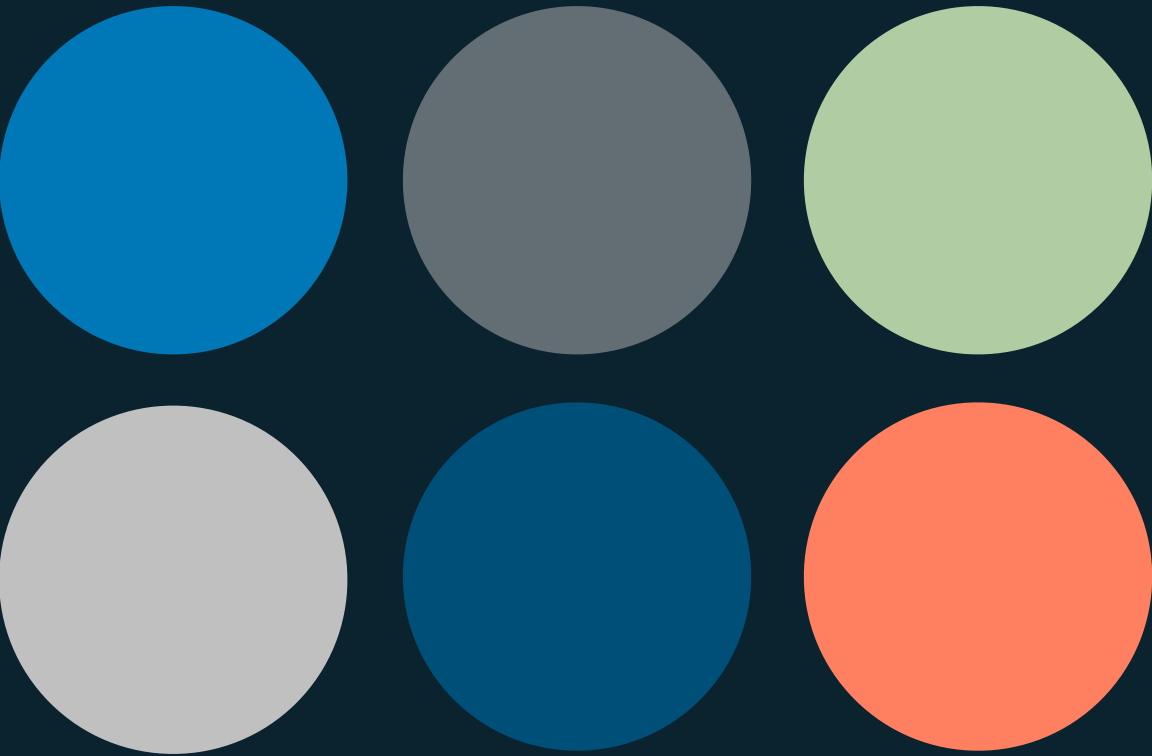
Each option showed a set of visual elements:

- Color palette
- Typography
- Image styles
- Website design direction

As a way to “own” a distinctive brand element in order to differentiate from competitors, all four options included circle motifs that visually tie to the CritiTech logo.

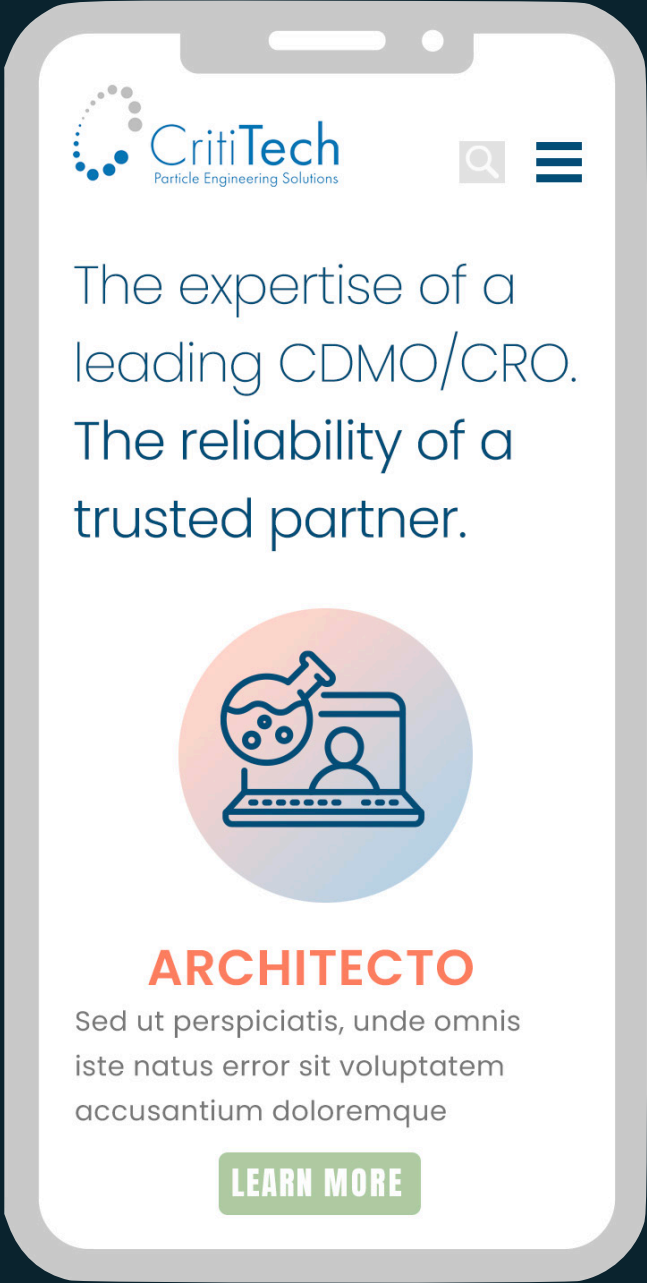
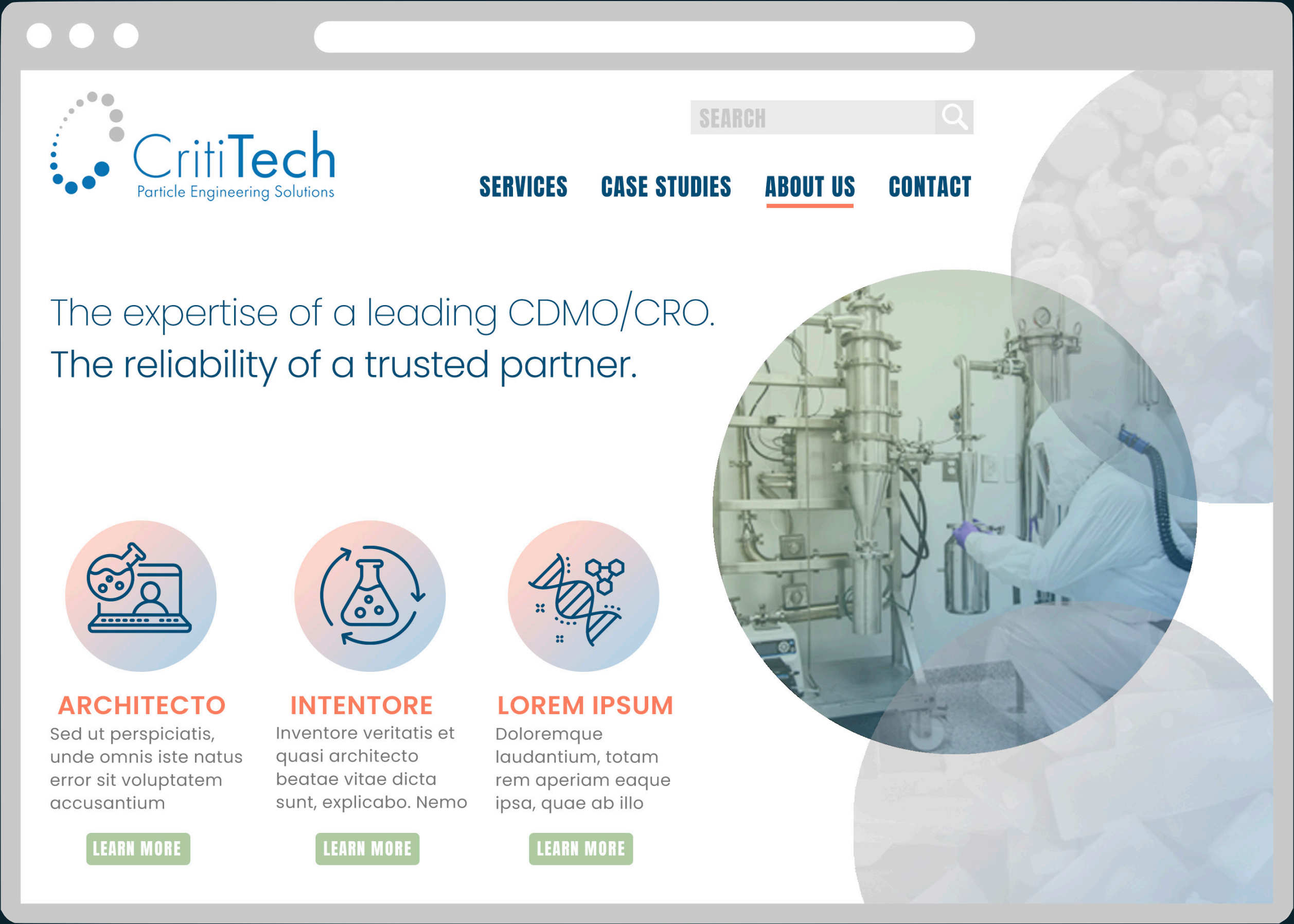


OPTION ONE

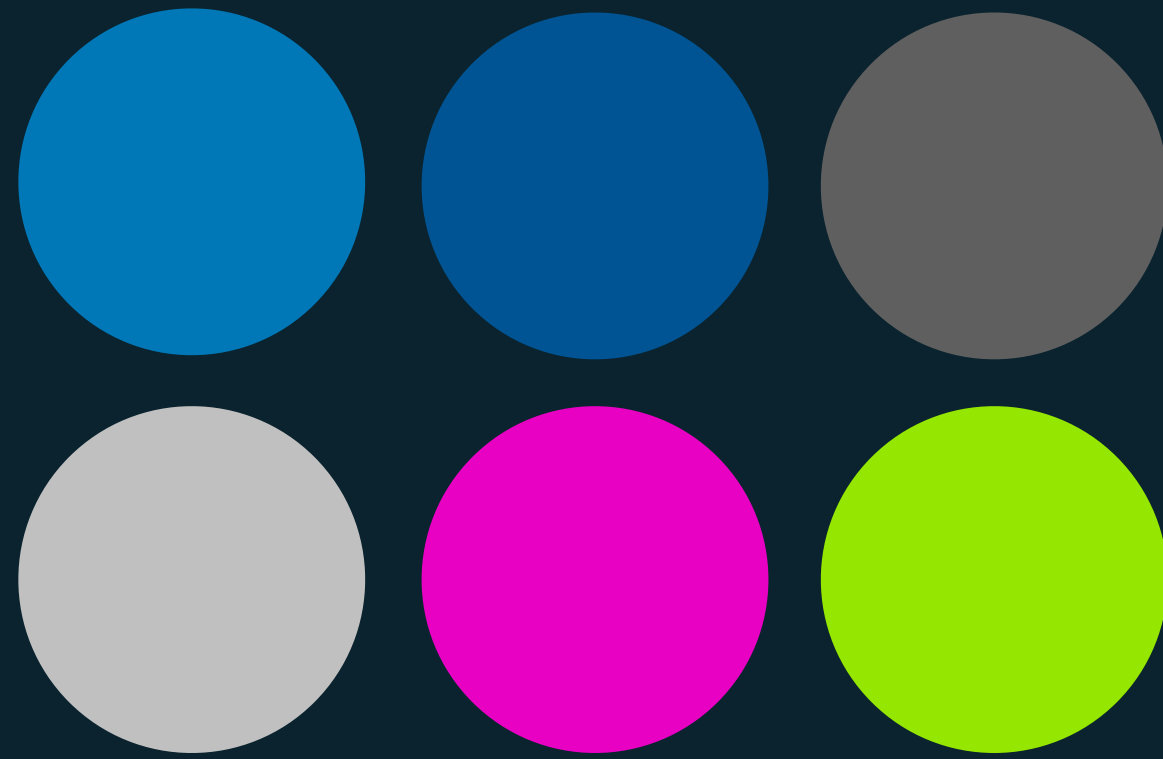


POPPINS

CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.



OPTION TWO

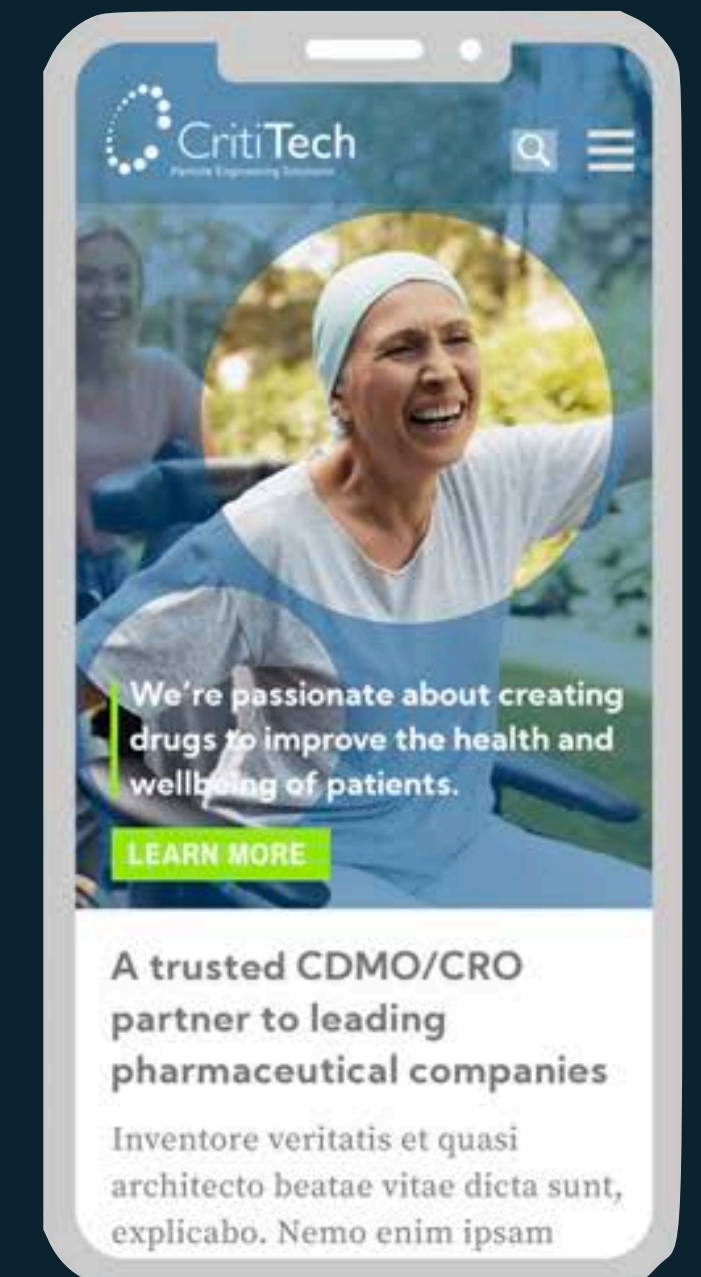
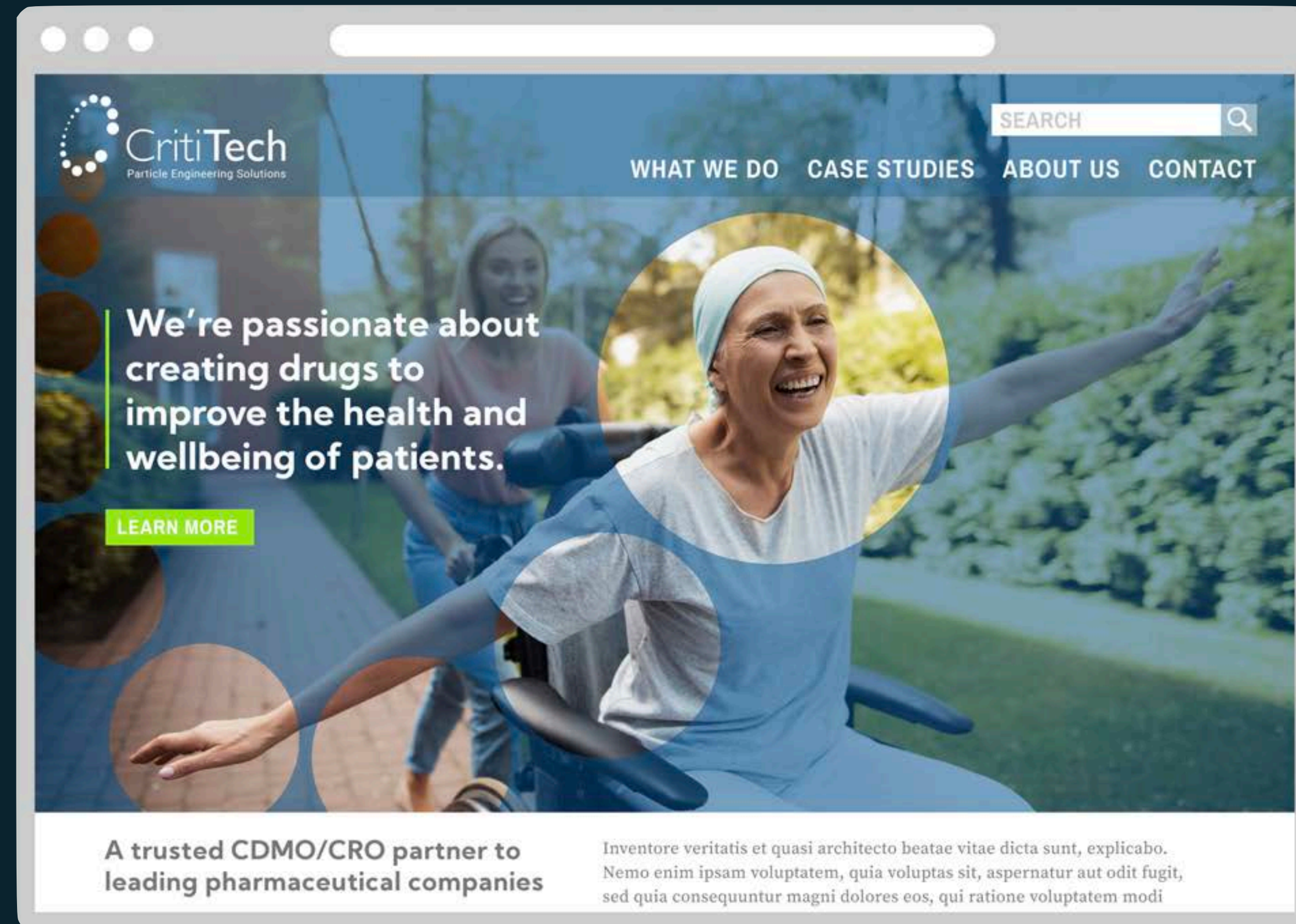


KUMBH SANS

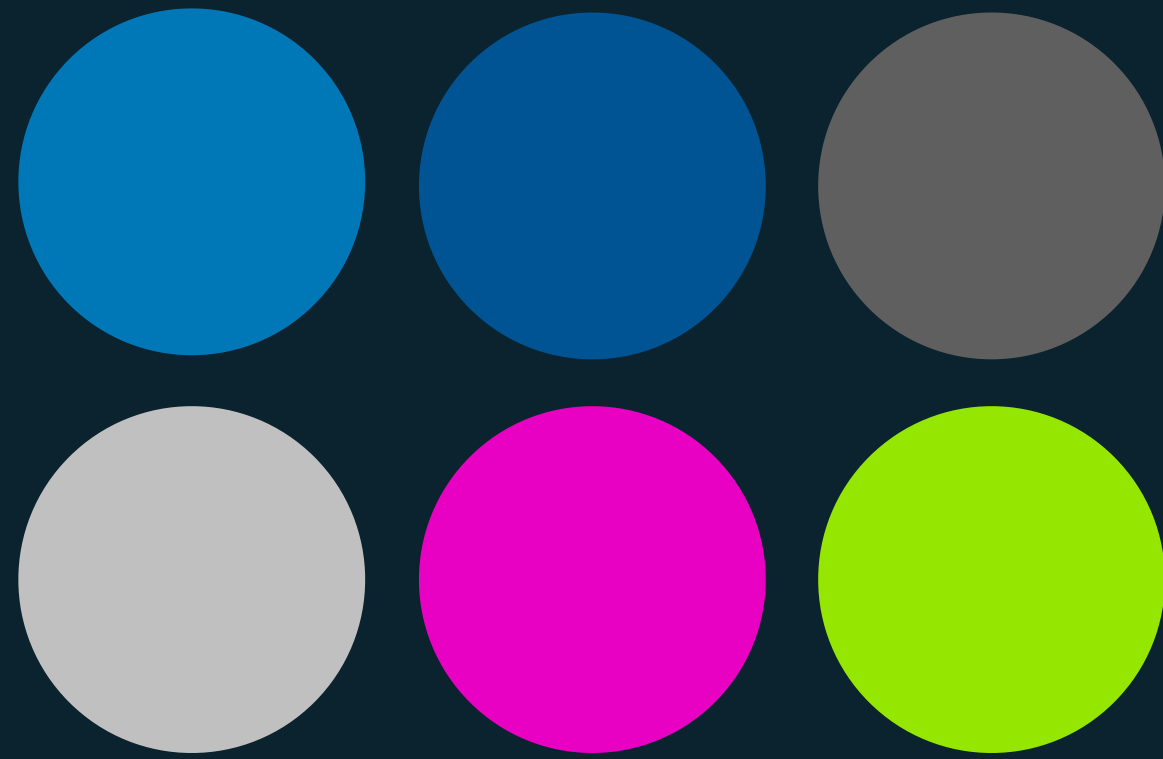
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.

SOURCE SERIF PRO

CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.



OPTION THREE

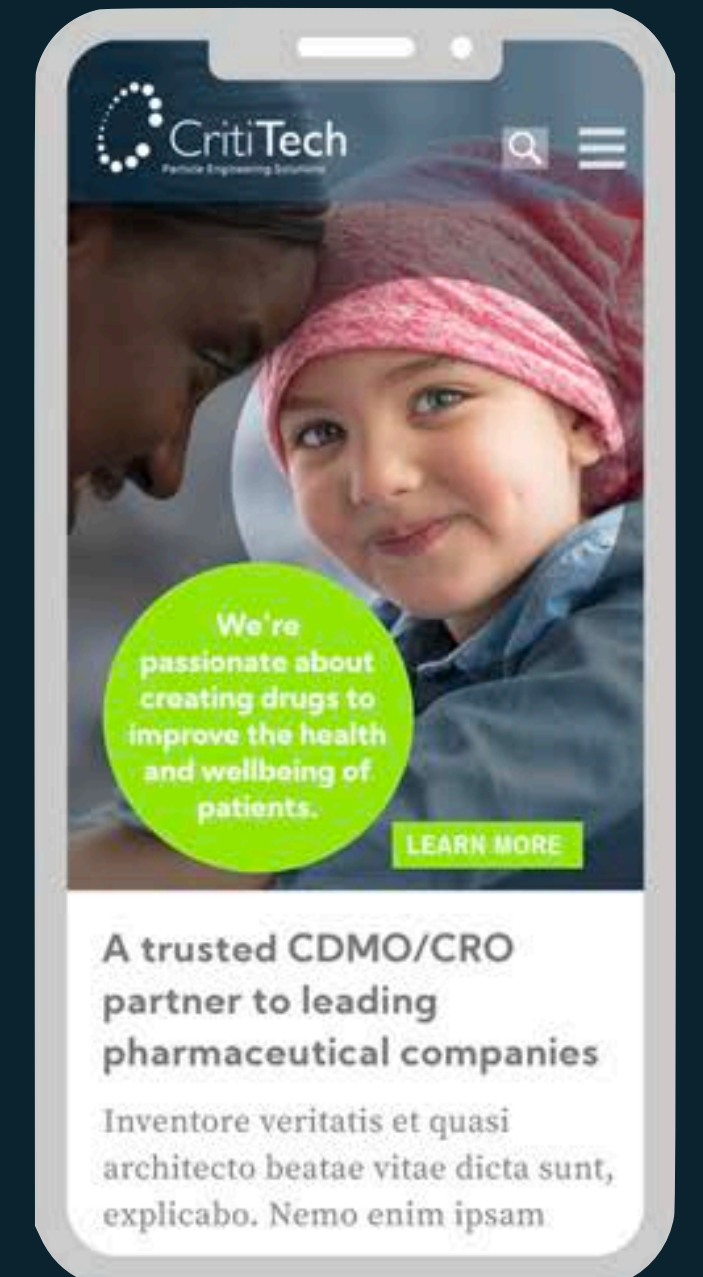
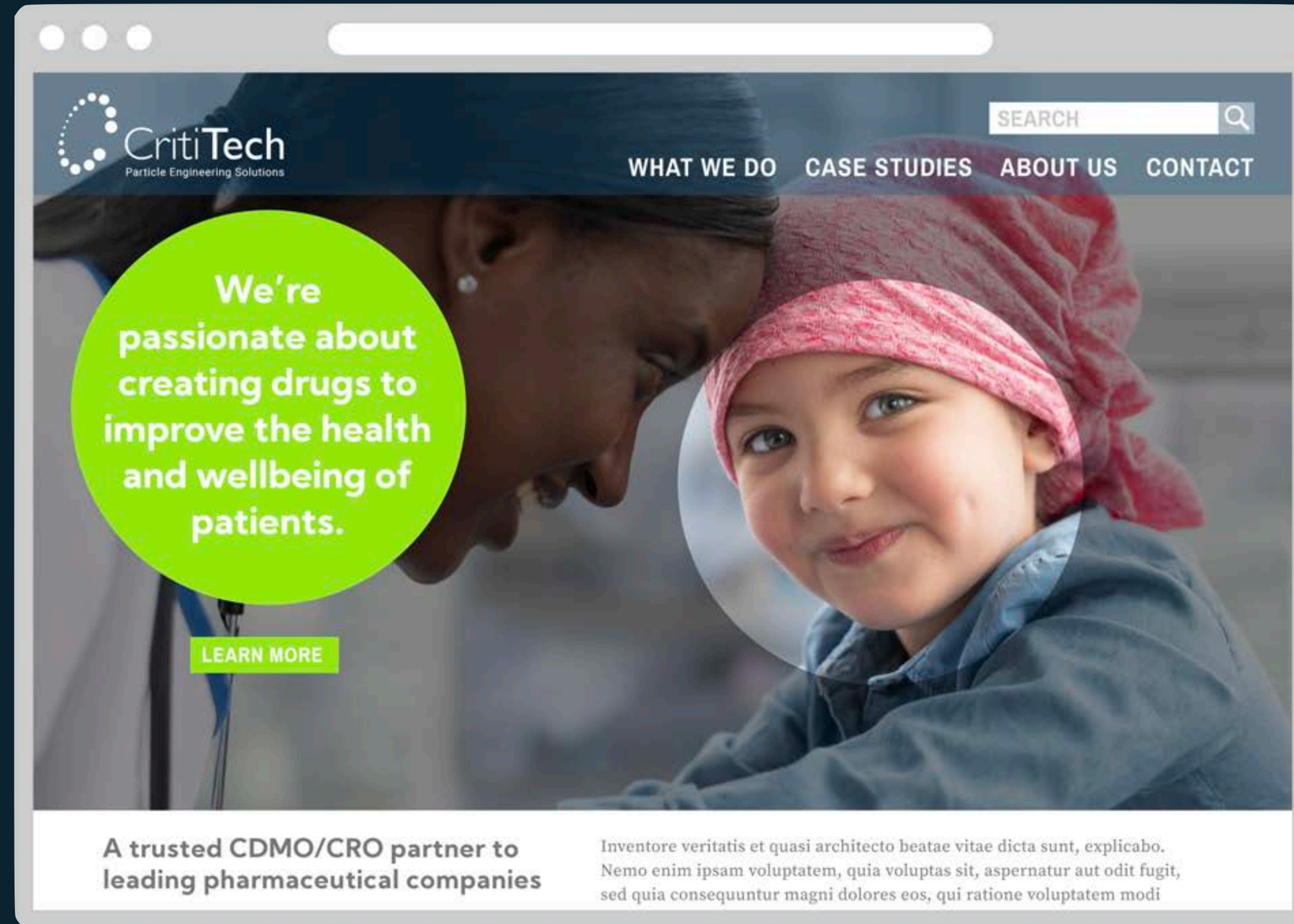


KUMBH SANS

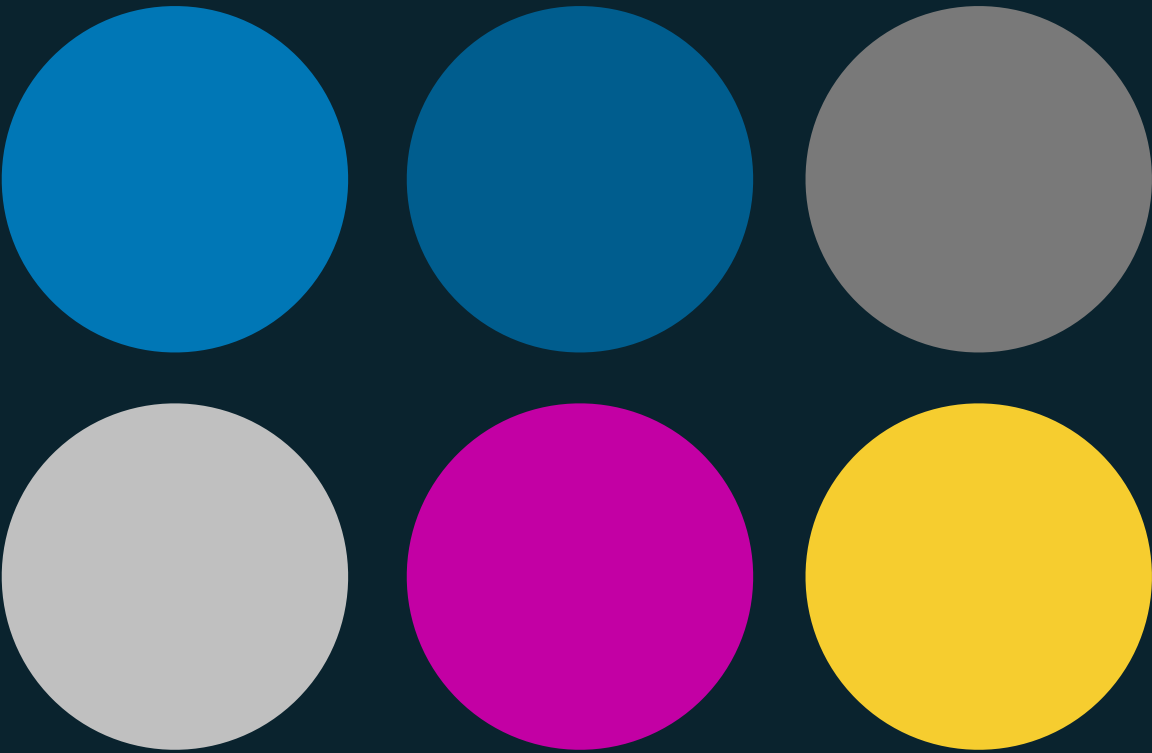
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.

SOURCE SERIF PRO

CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.

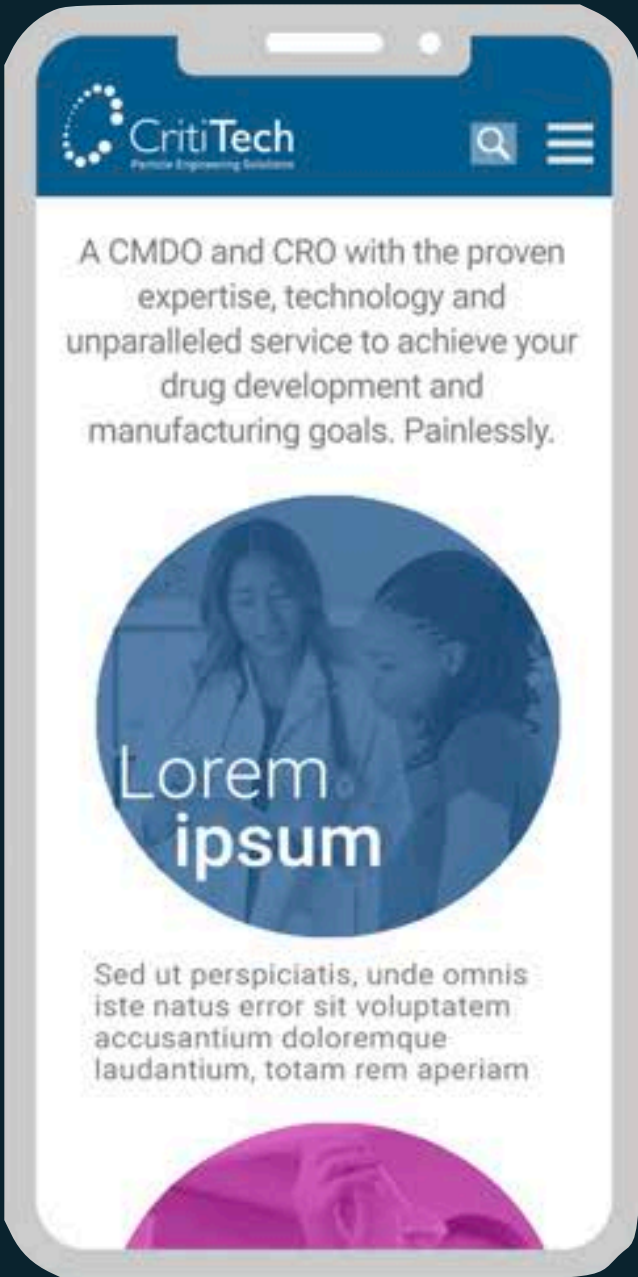
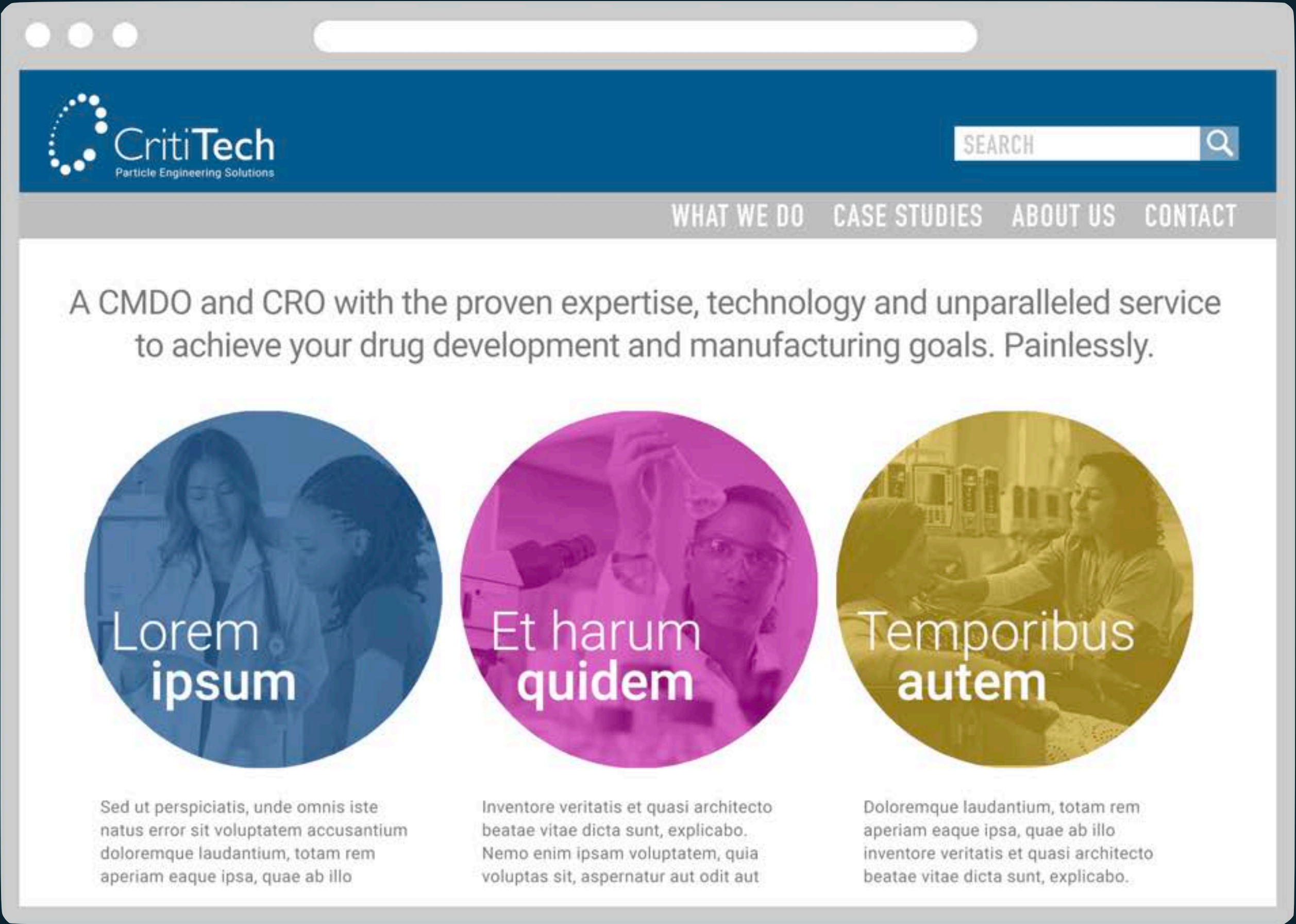


OPTION FOUR



ROBOTO

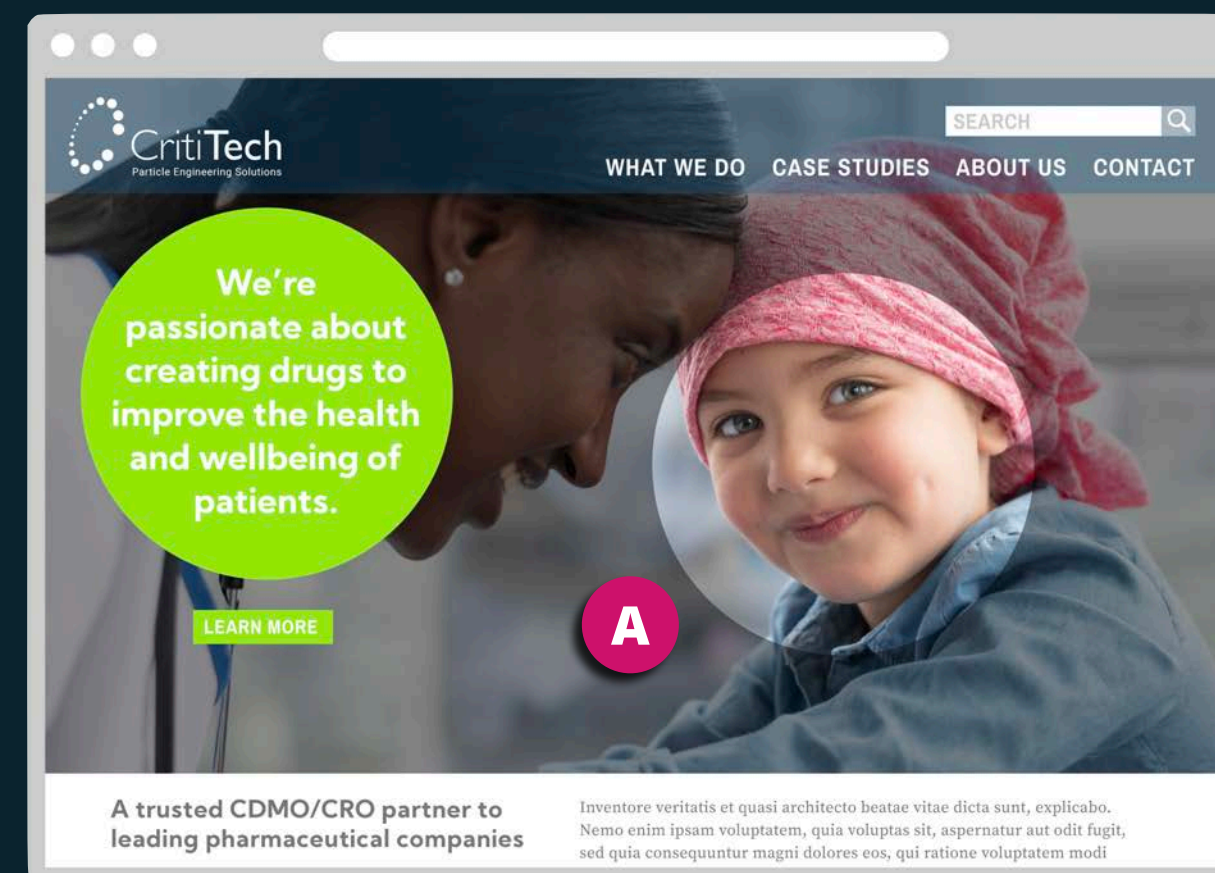
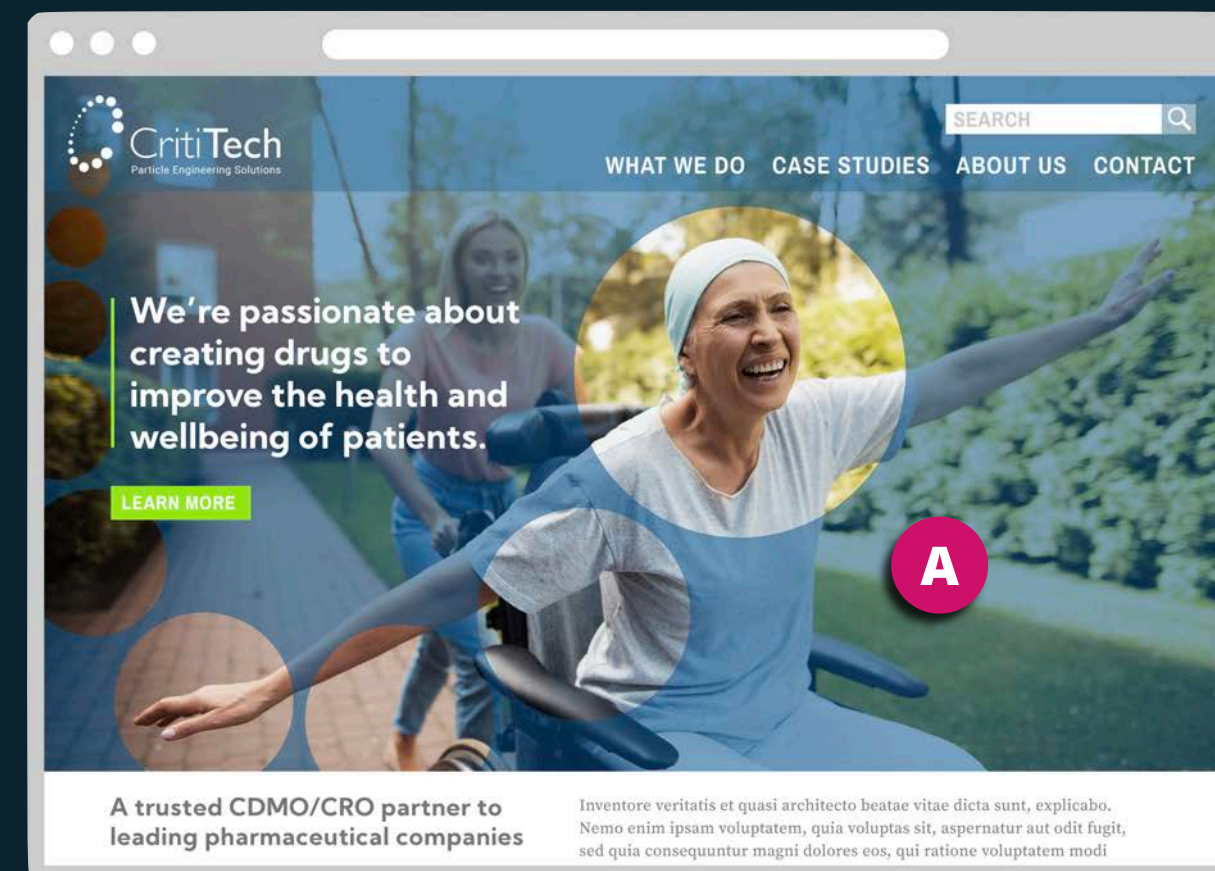
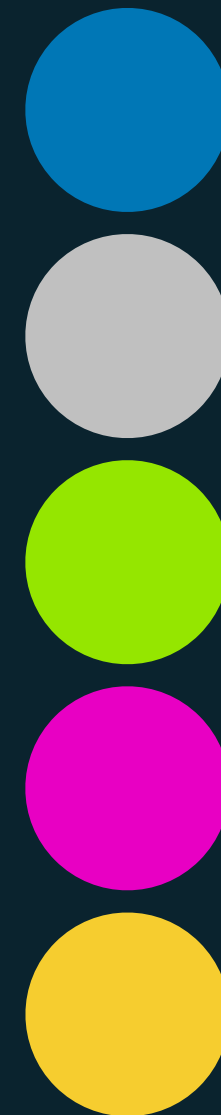
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.
CritiTech Particle Engineering Solutions.



DIRECTION

After reviewing the options, the client provided feedback that informed the final design direction:

- Use two image styles (A and B) in appropriate places.
- Create a vibrant palette with a range of colors broad enough for all applications.
- Keep photo emphasis on technology (B) but include patient focus as appropriate (A).

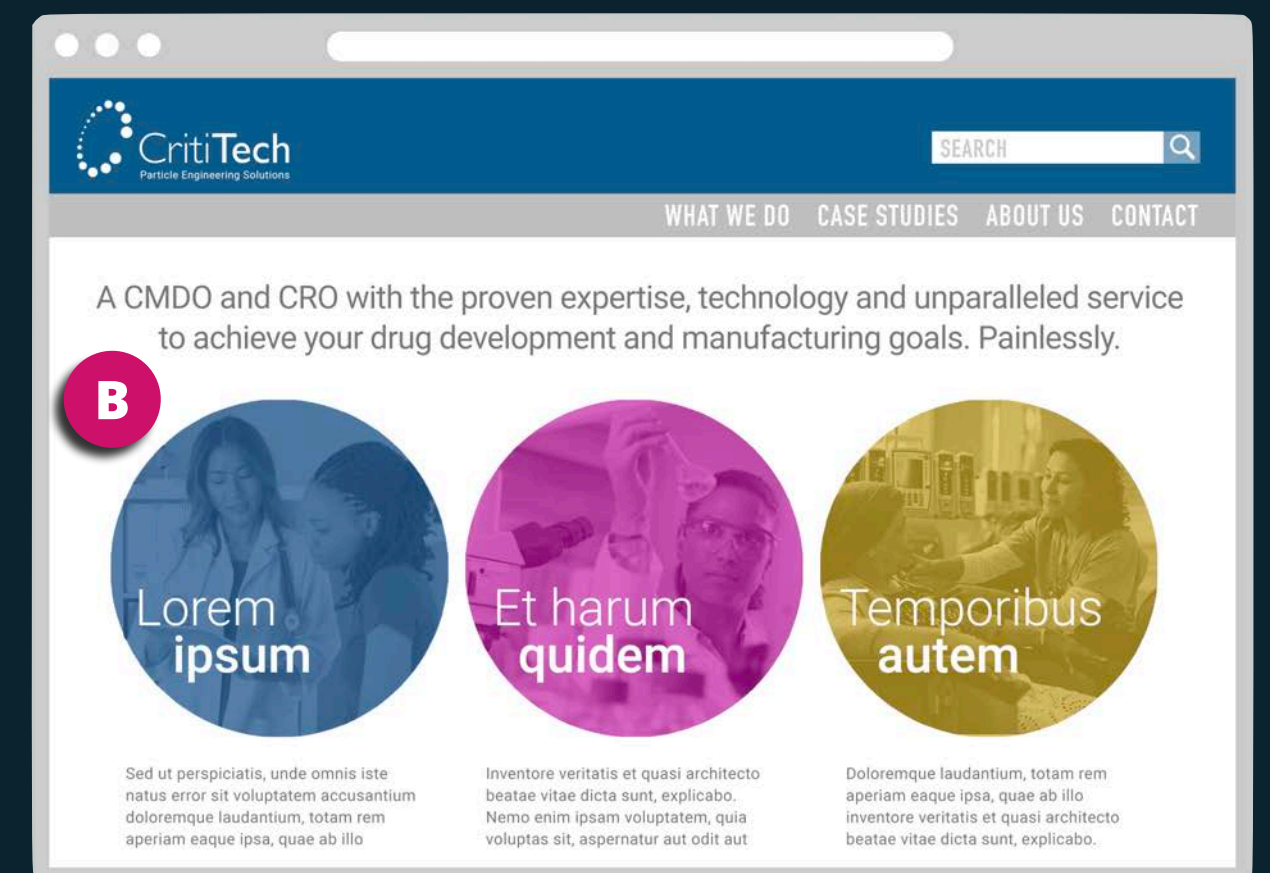


POPPINS

Critech Particle Engineering Solutions.
Critech Particle Engineering Solutions.
Critech Particle Engineering Solutions.

ROBOTO

Critech Particle Engineering Solutions.
Critech Particle Engineering Solutions.
Critech Particle Engineering Solutions.



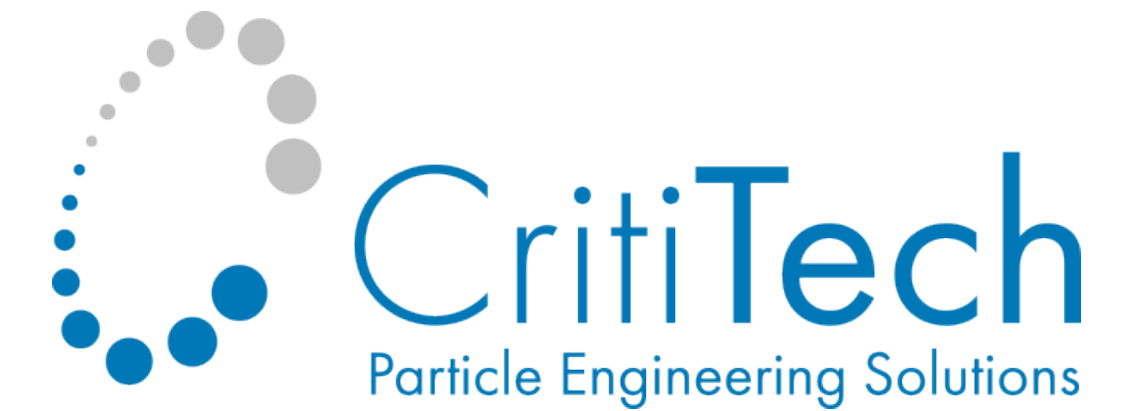
BRAND STANDARDIZATION

While studying the existing website and other materials, I found that CritiTech had three versions of its logo in use. I recommended standardizing logo fonts and colors, and other visual design elements.

The following page shows the new design system I created, including:

- A new logo font: Google font Poppins. That font's round letterforms mimic the circle shapes in the CritiTech logo.
- A defined brand color palette.
- A system of applying designated brand colors to various topics, website sections and CritiTech divisions.
- Guidelines for image styles and document templates.

Futura font, lighter blue & gray,
blue PES, no LLC



Arial font, darker blue & gray,
gray PES with LLC



Gill Sans font, orange.
no subtext



LOGO BLUE

HEX: #025393

RGB: R:2 G:83 B:147

CMYK: C:99% M:74% Y:14% K:2%

LOGO GRAY

HEX: #c0c0c0

RGB: R:192 G:192 B:192

CMYK: C:25% M:20% Y:20% K:0%

CritiTech®

Particle Engineering Solutions

CritiTech®

Particle Engineering Solutions

Poppins ExtraLight / Poppins Regular

Roboto Regular

2

LOGO BLUE

HEX: #025393

RGB: R:2 G:83 B:147

CMYK: C:99% M:74% Y:14% K:2%

LOGO GRAY

HEX: #c0c0c0

RGB: R:192 G:192 B:192

CMYK: C:25% M:20% Y:20% K:0%

DARK GRAY

HEX: #5e5e5f

RGB: R:94 G:94 B:95

CMYK: C:62% M:54% Y:52% K:25%

LIME

HEX: #93e200

RGB: R:147 G:226 B:0

CMYK: C:40% M:0% Y:100% K:0%

SKY

HEX: #00a8ff

RGB: R:0 G:168 B:255

CMYK: C:100% M:0% Y:0% K:0%

VIOLET

HEX: #c963ff

RGB: R:201 G:99 B:255

CMYK: C:40% M:71% Y:0% K:0%

GOLD

HEX: #fcd131

RGB: R:252 G:209 B:49

CMYK: C:2% M:16% Y:100% K:0%

FUSCHIA

HEX: #e000c3

RGB: R:232 G:0 B:195

CMYK: C:10% M:100% Y:0% K:0%

TANGERINE

HEX: #ff981b

RGB: R:255 G:152 B:27

CMYK: C:0% M:45% Y:100% K:0%

3

Standard Color Usage

The primary colors should be used consistently for their designated business areas. Primary colors should be used most prominently on pages that focus on their designated business areas, while secondary and tertiary colors can be used as accent colors to complement the primary colors as needed.

CritiTech Color Wheel

PRIMARY	SECONDARY	TERTIARY	PRIMARY	SECONDARY	TERTIARY
<div><div></div><div>Spray Drying (SD)</div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div><div>Fill-Finish & Pre-Formulation</div></div>	<div><div></div></div>	<div><div></div></div>
<div><div></div><div>Super Critical Precipitation (SCP)</div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div><div>Inhaled Drug & Respiratory</div></div>	<div><div></div></div>	<div><div></div></div>
<div><div></div><div>Analytical Serices</div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div><div>Facilities</div></div>	<div><div></div></div>	<div><div></div></div>

Brand colors can be used at 100% opacity or can be shaded. 50% opacity of each brand color is shown here.

5

Color Use for Divisions

CritiTech®

Particle Engineering Solutions

CritiTech®

Drug Development Services

CritiTech®

Oncology Services

CritiTech®

Pharmaceuticals

CritiTech®

Pulmonary

CritiTech®

Coatings

6

SELECT PAGES FROM
THE BRAND STANDARDS
DOCUMENT THAT
I CREATED

14

UXWEST

Image Styles

Both the "logo circle overlay" technique explained on the previous page (1) and B&W photos with color overlays cropped into circles (2) can be used on the website and in other materials to achieve a cohesive look.

1

2

10

Web Designs: Balancing Tech & Patient Focus

A trusted CDMO/CRO partner to leading pharmaceutical companies

A trusted CDMO/CRO partner to leading pharmaceutical companies

Careful photo selection and appropriate text in colored circles can achieve the right balance between science and emotion. The home page can use a pair of photos that automatically dissolve back and forth between a technology image/message and a patient image/message.

11

Typography

POPPINS (Headlines) | ROBOTO (Body Copy)

POPPINS SEMIBOLD.

Drug development. Pure and simple. From a trusted parter.

ROBOTO LIGHT. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor.

Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet, ut et voluptates repudiandae sint et. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit.

POPPINS BOLD

Drug development. Pure and simple. From a trusted parter.

ROBOTO REGULAR. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor.

Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet, ut et voluptates repudiandae sint et molestiae. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit.

POPPINS

Thin. Critech Particle Engineering Solutions.
Light. Critech Particle Engineering Solutions.
Regular. Critech Particle Engineering Solutions.
Medium. Critech Particle Engineering Solutions.
Bold. Critech Particle Engineering Solutions.
Black. Critech Particle Engineering Solutions.

Free Download:

<https://fonts.google.com/specimen/Roboto>
<https://fonts.google.com/specimen/Poppins>

ROBOTO

Thin. Critech Particle Engineering Solutions.
Light. Critech Particle Engineering Solutions.
Regular. Critech Particle Engineering Solutions.
Medium. Critech Particle Engineering Solutions.
Bold. Critech Particle Engineering Solutions.
Black. Critech Particle Engineering Solutions.

7

Apparel: Preferred

The recommended approach is to use the standard blue+gray logo when the background color allows (e.g. on white), or to use the all white logo on a colored background that allows enough contrast for readability. The PES text and ® can be removed if they will not be legible.

14

SELECT PAGES FROM
THE BRAND STANDARDS
DOCUMENT THAT
I CREATED

15

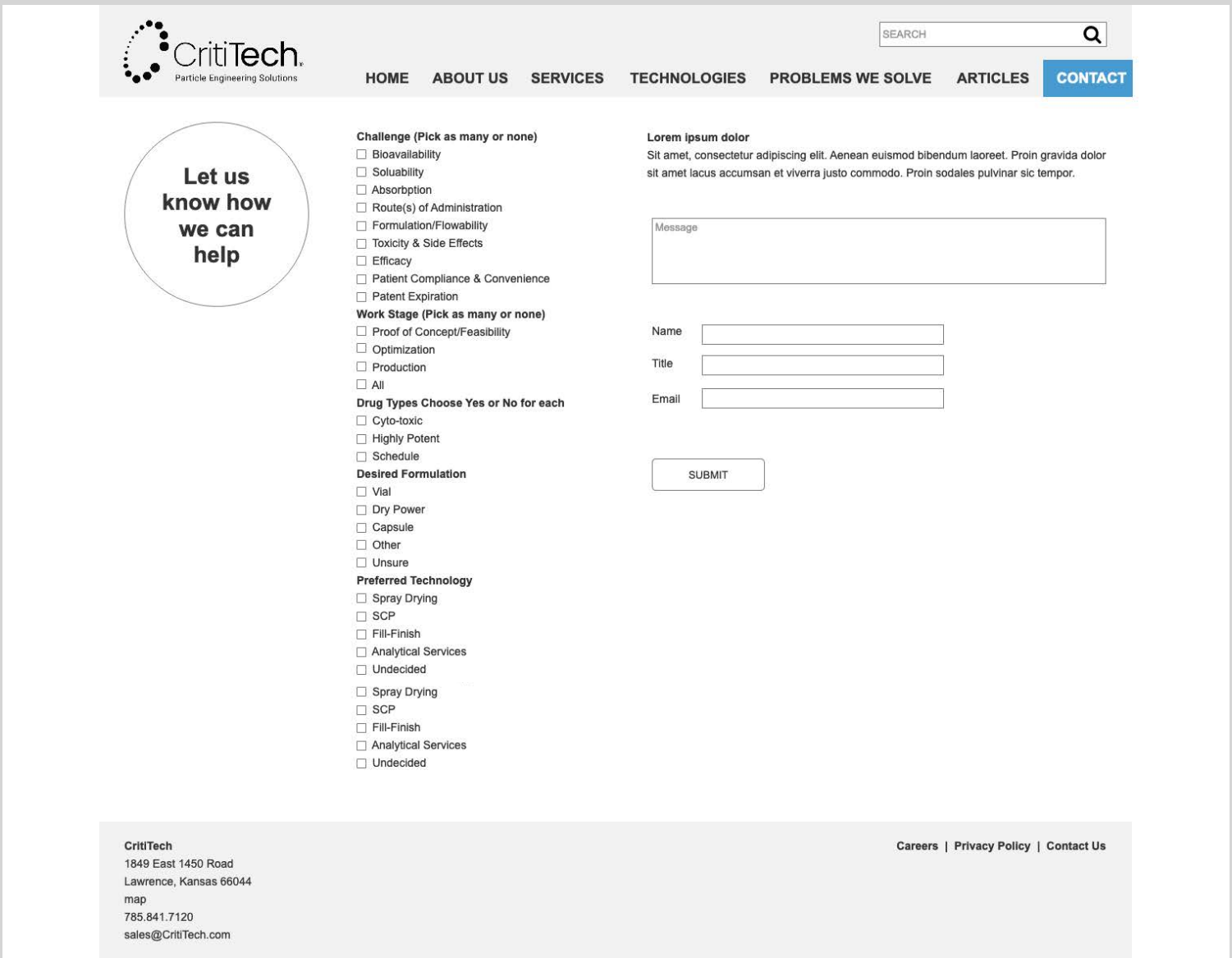
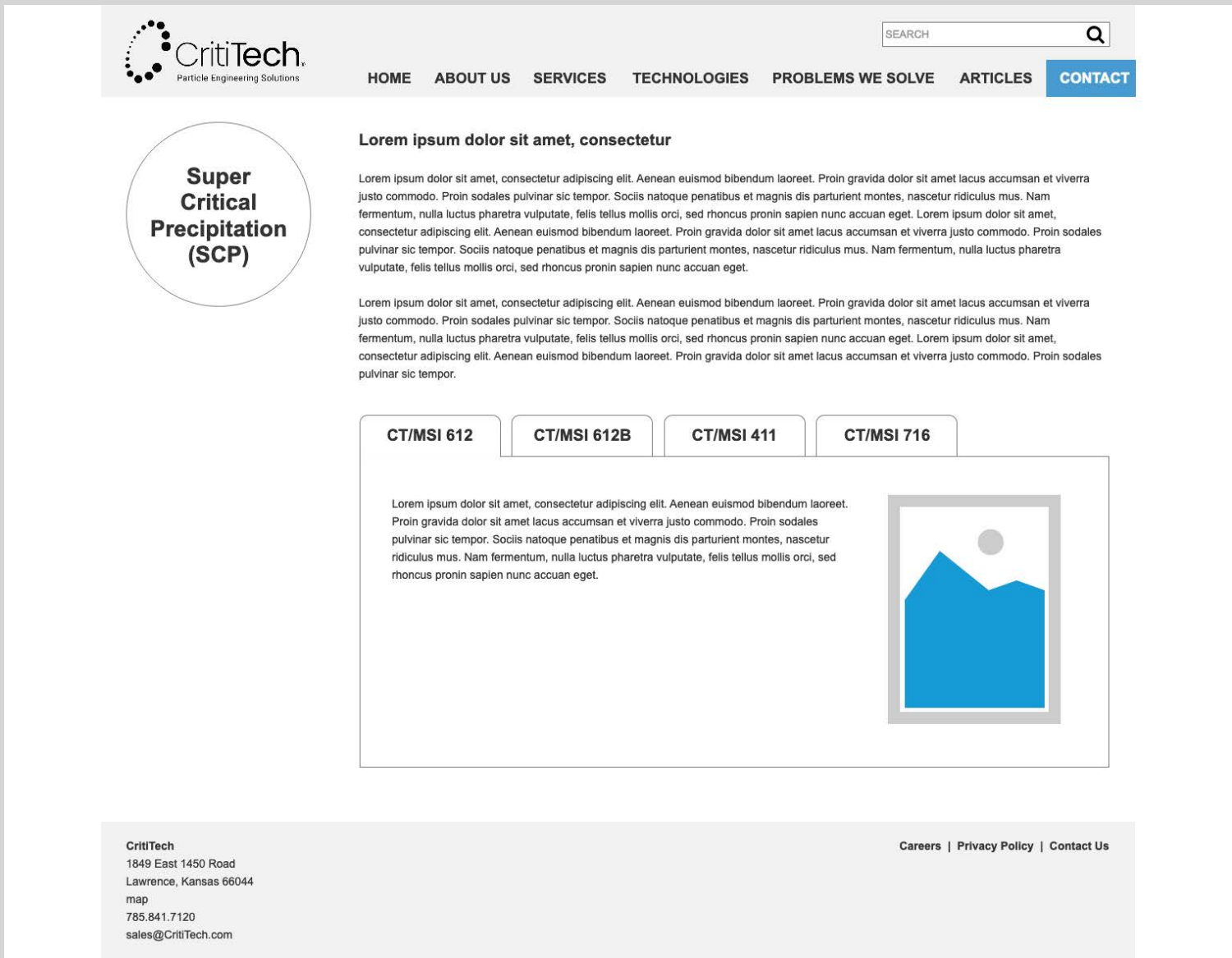
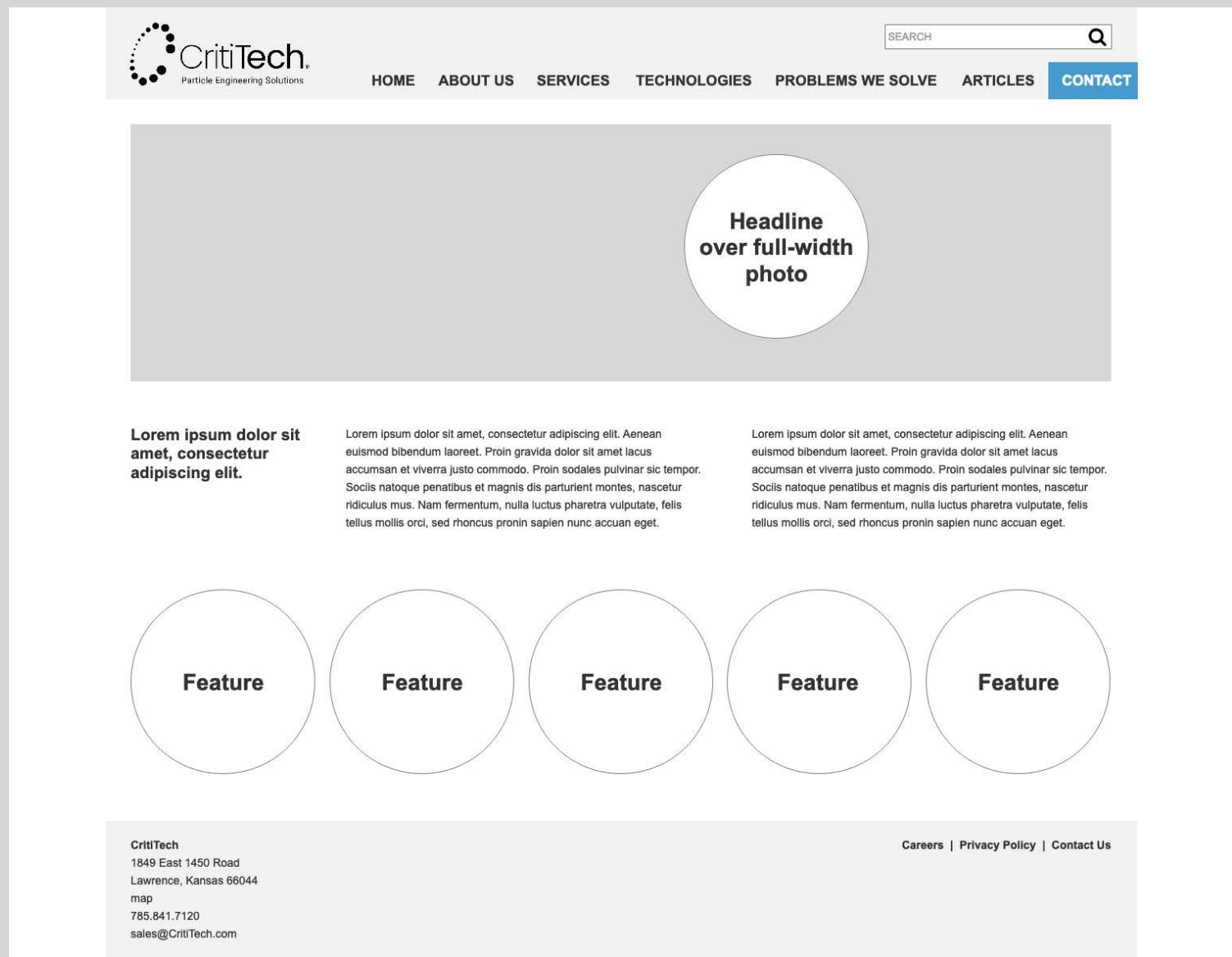
UXWEST

WEB DESIGN AND DEVELOPMENT

Before applying the selected design to the website, I created an interactive wireframe prototype. This let me work collaboratively with the client to achieve the right information architecture and taxonomy before page design and coding.



[View wireframe prototype online](#)



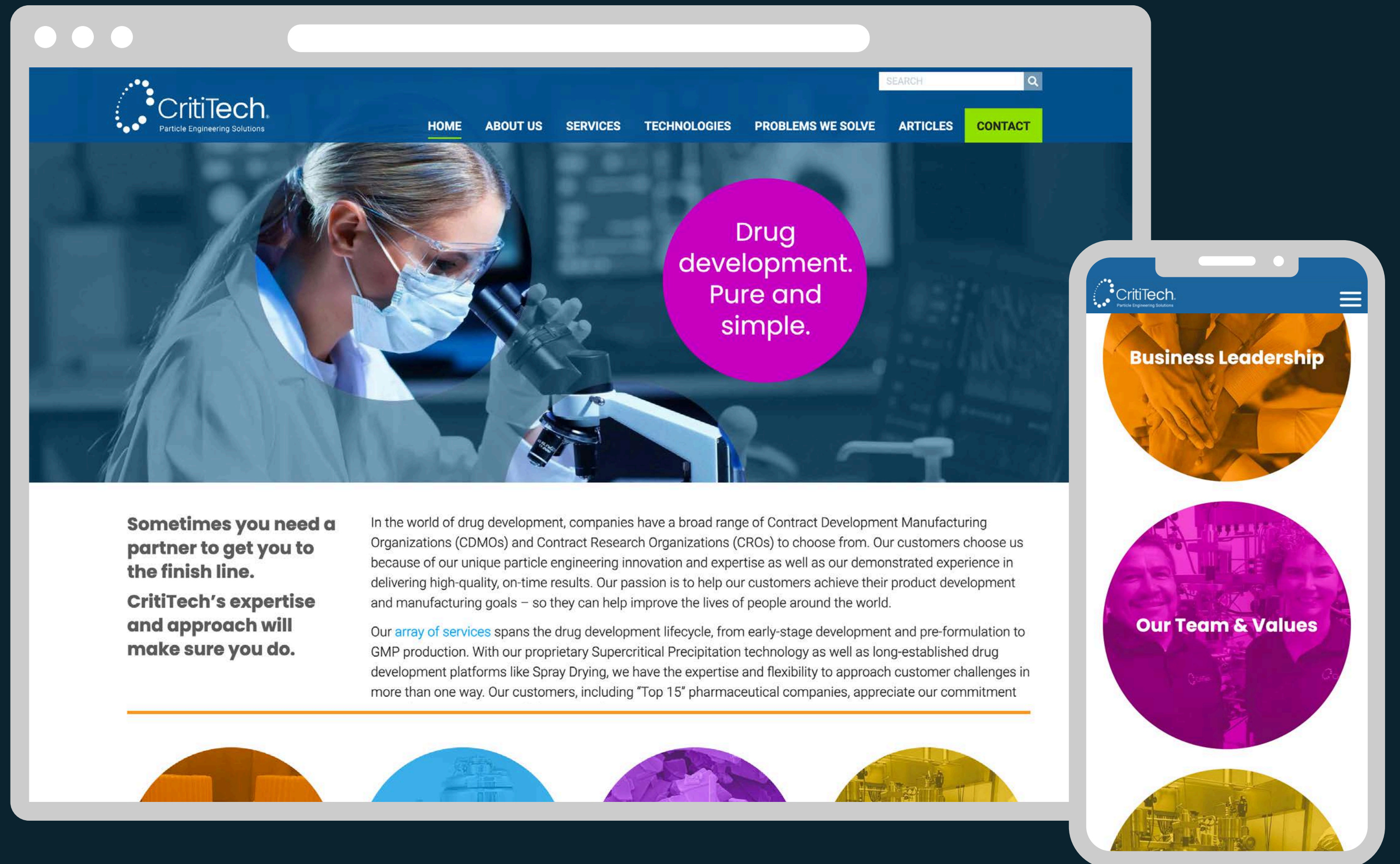
WEBSITE DESIGN AND DEVELOPMENT

After several few iterations of the wireframes, I moved into building the site templates in WordPress and applying the approved design direction to the content.

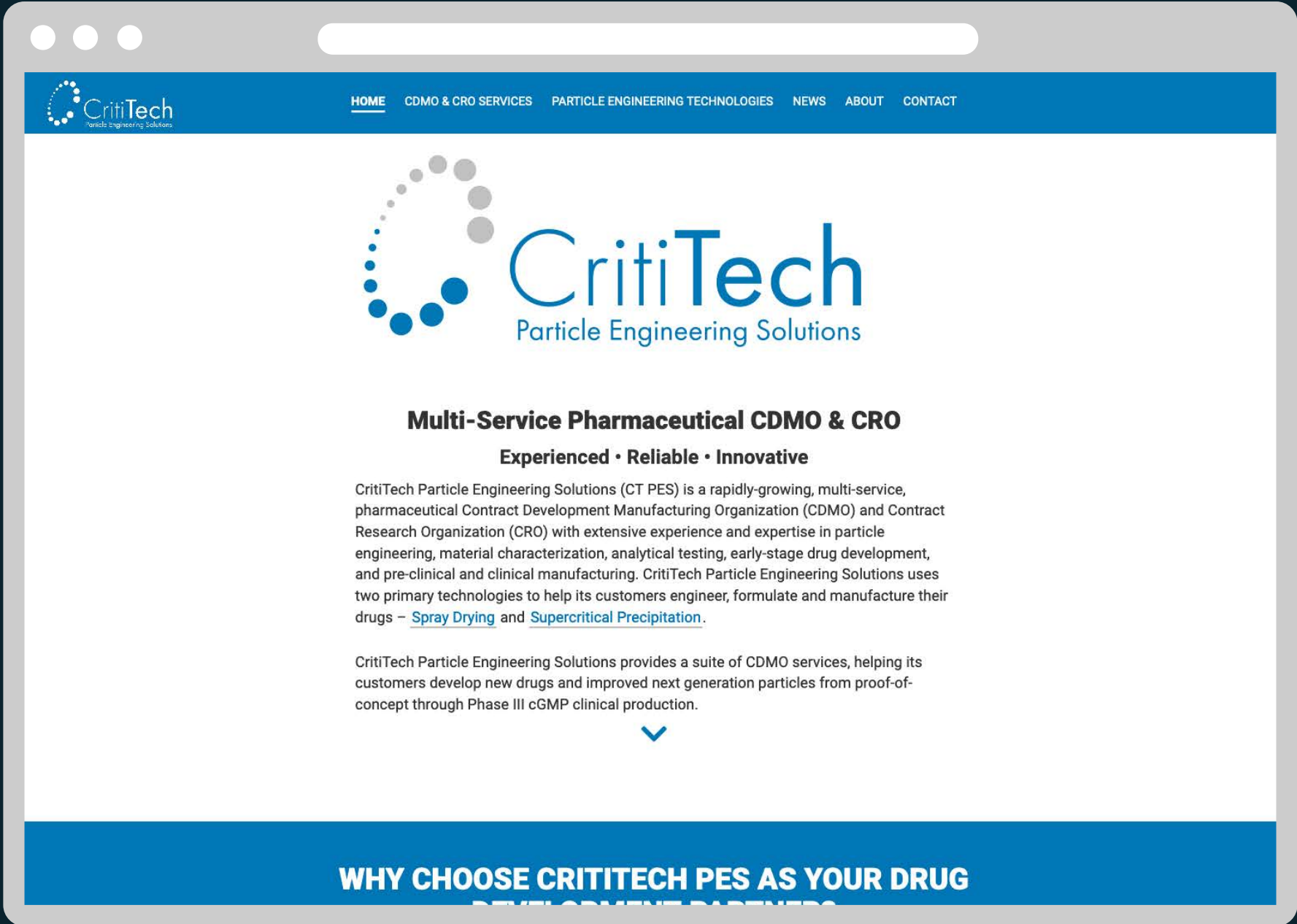
The following pages show a few before and after screenshots.



Visit [CritiTech.com](https://www.crititech.com)



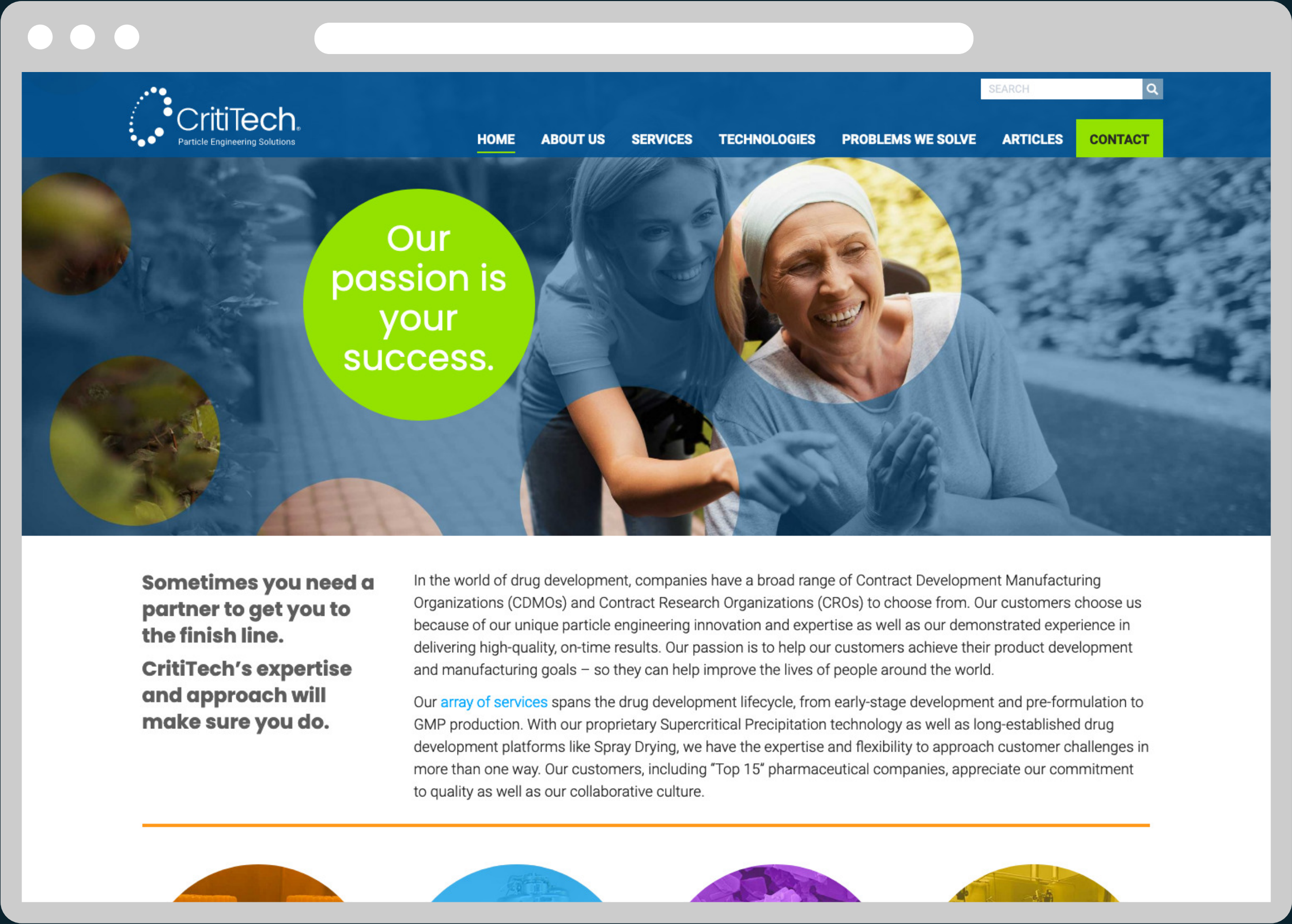
WEBSITE DESIGNS



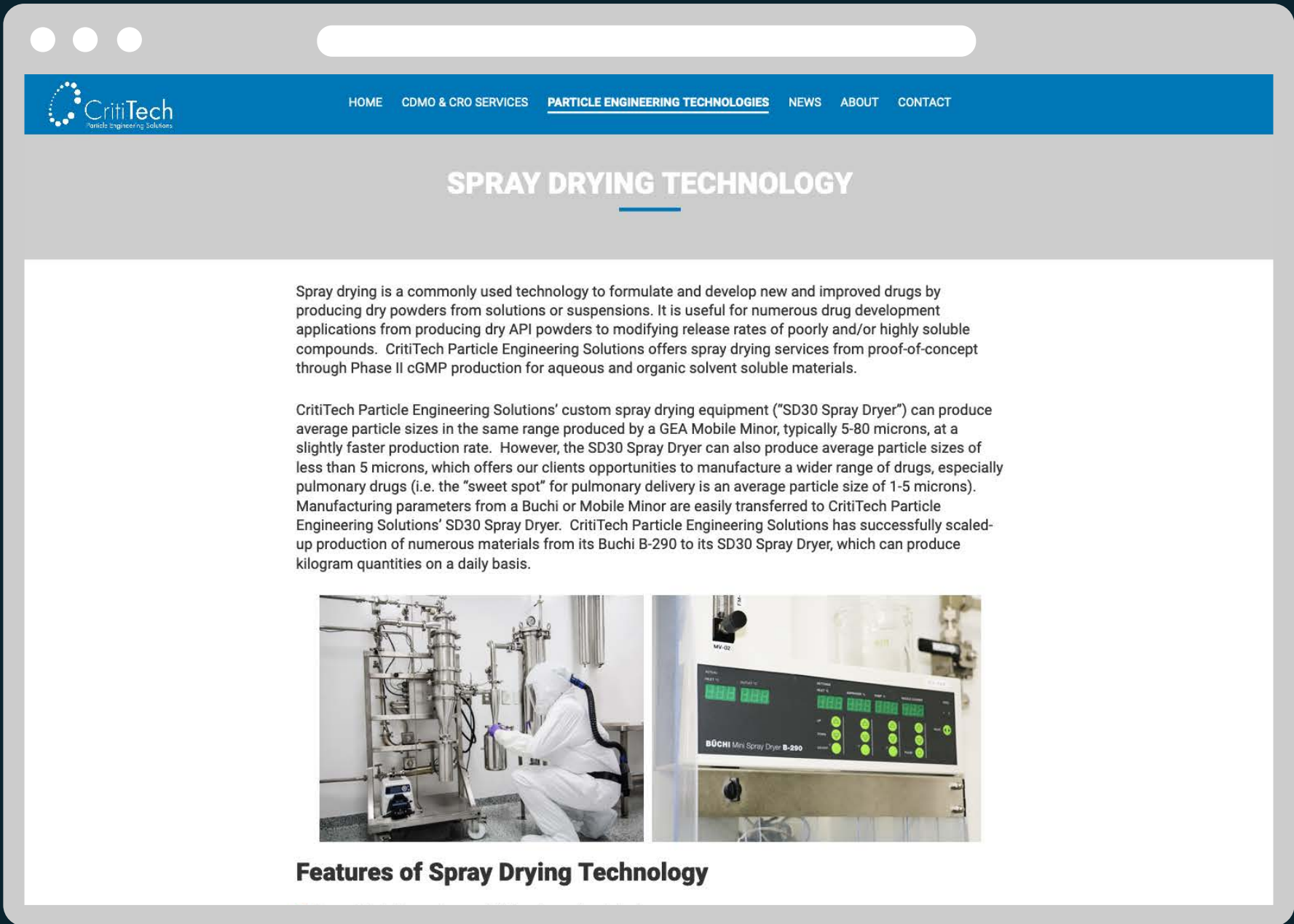
BEFORE



Visit [CritiTech.com](https://www.crititech.com)



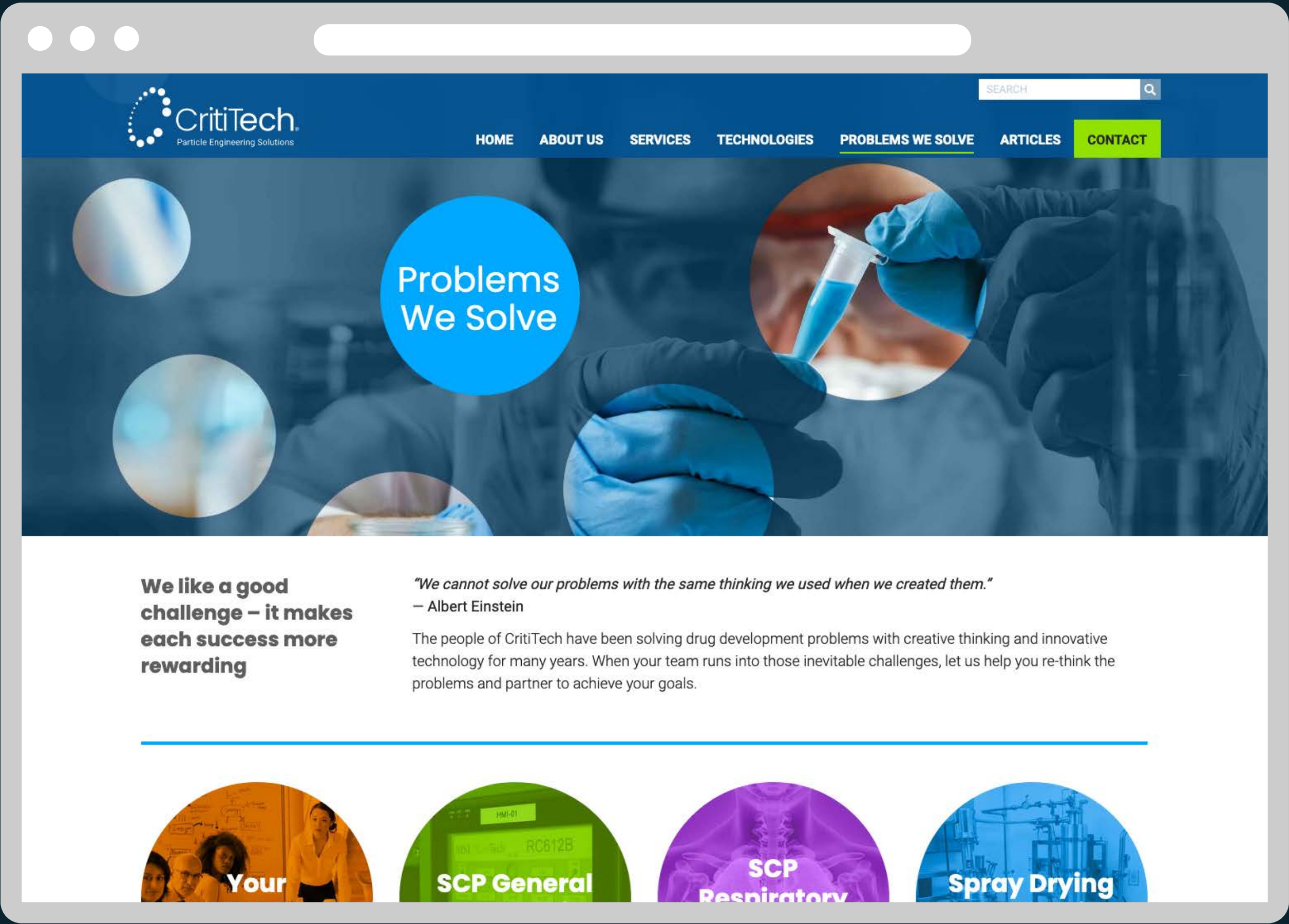
WEBSITE DESIGNS



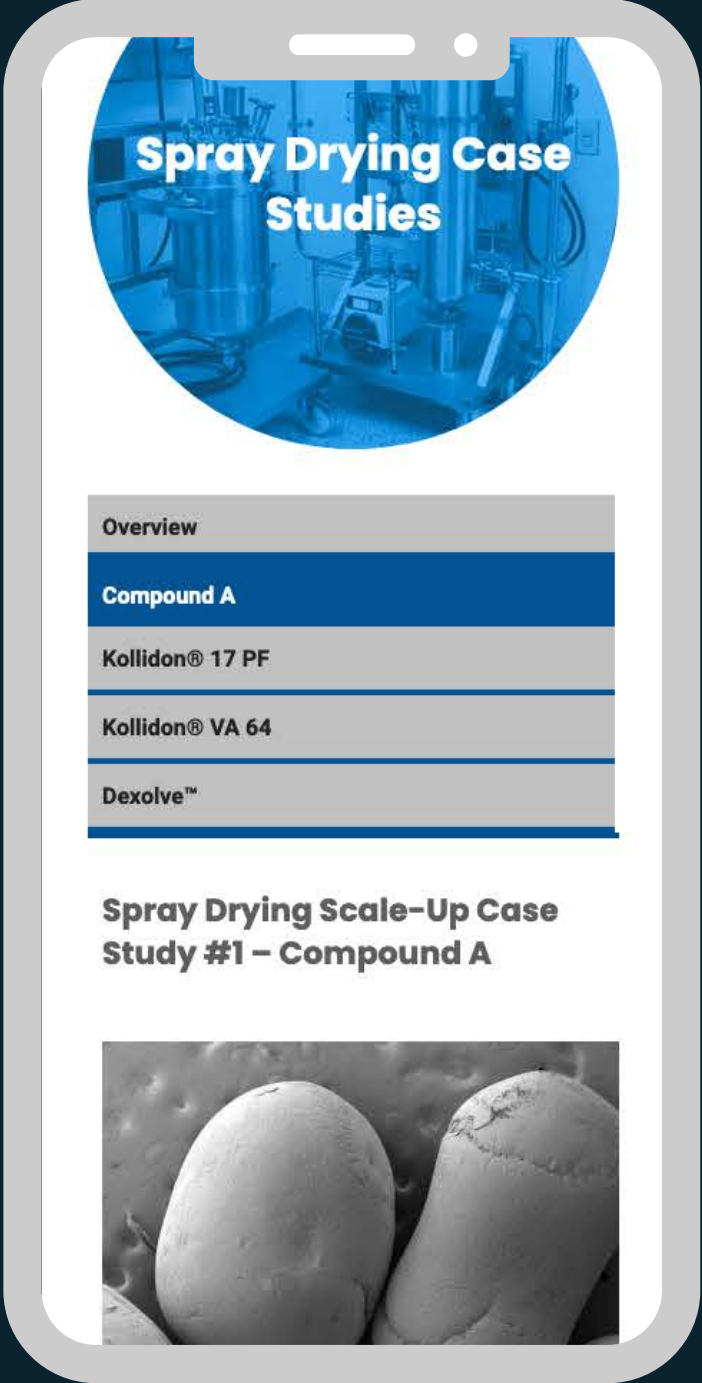
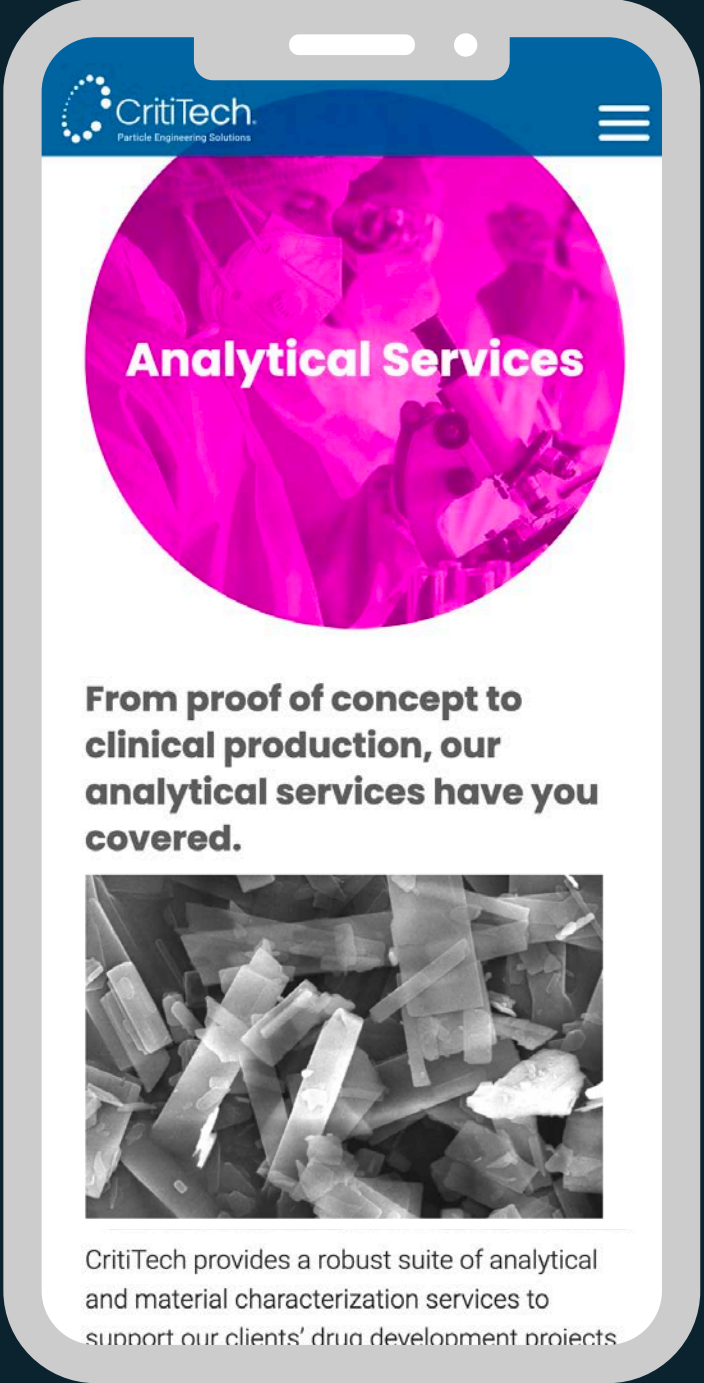
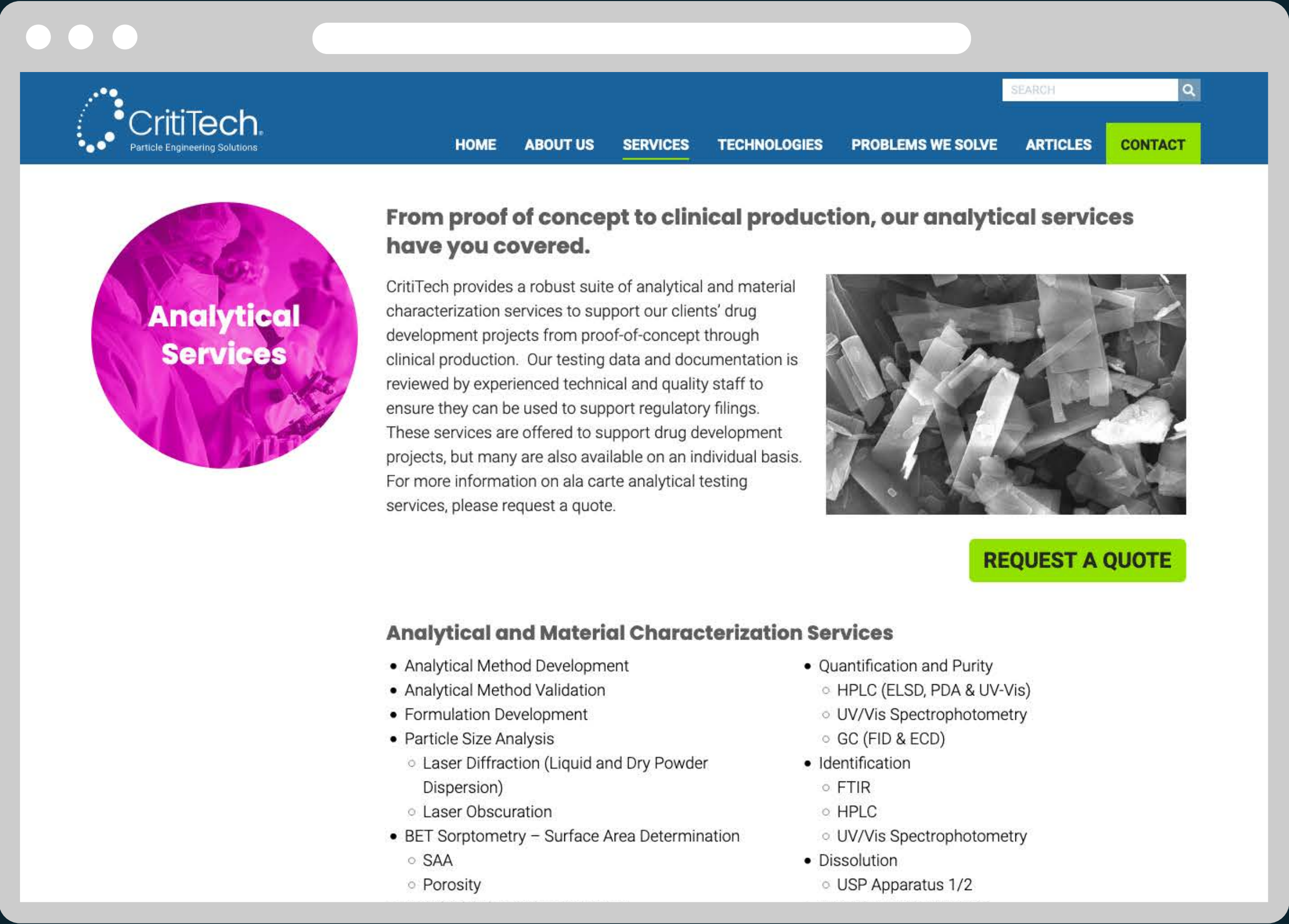
BEFORE



Visit [Critech.com](https://www.crititech.com)



WEBSITE DESIGNS: MOBILE OPTIMIZATION



Visit [CritiTech.com](https://www.crititech.com)

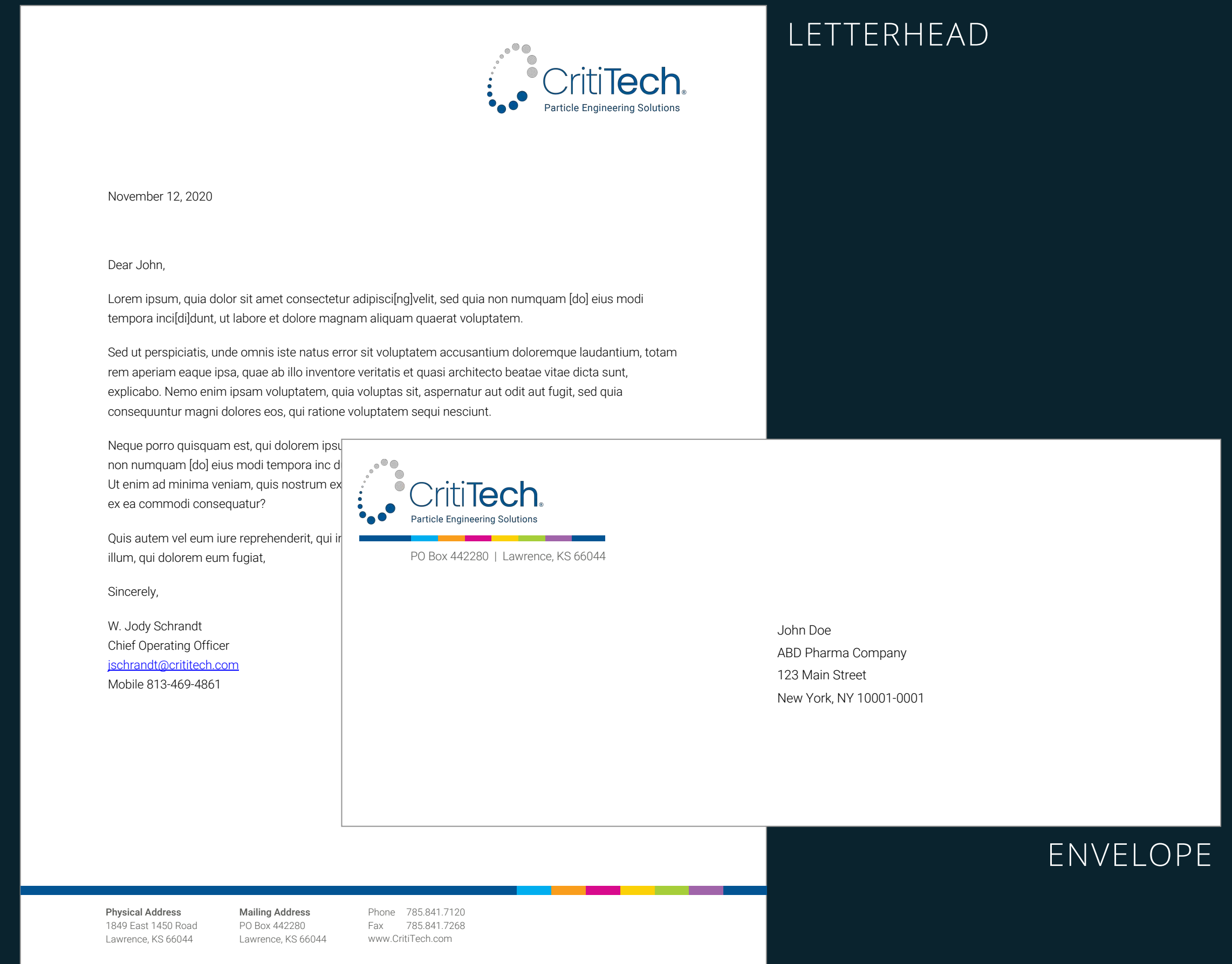
CORPORATE TEMPLATES

In addition to the website, I designed templates for a range of corporate materials.

I introduced a color bar in the footer of the website and used it to punctuate the design of the other materials. This visual motif allowed the brand color palette to bring consistency and life to all the templates.

More examples appear on the following pages.

LETTERHEAD



ENVELOPE

POWERPOINT TEMPLATE



Particle Engineering Solutions LLC

Supercritical Precipitation Technology

POC and Development System – Buchi B-290

Critech's Buchi B-290	
Nominal Process Nitrogen Flow	40 kg/hr.
Water Evaporation Capacity	1.0 L/hr.
Approximate Batch Scale	0.25-10 g
Typical Mean Particle Size	1-25 µm
Aqueous Processing	✓
Volatile Solvent Compatible	✓
Multiple Nozzle Configurations	✓



Supercritical Precipitation Technology

SCP produces unique particle characteristics not created by conventional particle size reduction techniques that enhance the “smaller is better” theory.

Reduce Particle Size

Increase Surface Area

Modified Crystal Form and Particle Shape

Unique Particle Arrangement

Improved Dissolution Rate

Improved Bioavailability

BEFORE

AFTER




Particle Engineering Solutions

Super Critical Precipitation Technology

POC and Development System – Buchi B-290

Critech's Buchi B-290	
Nominal Process Nitrogen Flow	40 kg/hr
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Multiple Nozzle Configurations	✓



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SCP produces unique particle characteristics not created by conventional particle size reduction techniques that enhance the “smaller is better” theory.

Reduce Particle Size

Increase Surface Area

Modified Crystal Form and Particle Shape


Unique Particle Arrangement

Improved Dissolution Rate

Improved Bioavailability

SCP Particle Characteristics

- Small Physical Particle Size DV_{50} (Volume) = ~ 0.5 to 5µm
- High Specific Surface Area = >20m²/g
- Low Bulk Density = <0.1g/cm³
- Uniquely shaped and structured particles formed in a **narrow size range**
- Particles are **pure drug** – no excipients necessary but can add them if desired
- Particles are **normally crystalline** but can sometimes be **different polymorphs** or **amorphous** if desired
- Particles designed to be larger, easier to manipulate particles with the surface area and drug release characteristics of much smaller submicron particles – an **alternative to other micronization technologies without added excipients**



BUSINESS CARDS AND SALES SHEET



CritiTech

W. Jody Schrandt

Chief Operating Officer

785.330.7833 • m 813.469.4861 • jschrandt@crititech.com • CritiTech.com



CritiTech

Experts in Particle Engineering

BEFORE

Bala Subramaniam, PhD

Manager of Analytical Services and Product Characterization

bsubramaniam@crititech.com

Mobile 813-469-4861



CritiTech

Particle Engineering Solutions

Physical Address

Mailing Address

1849 E 1450 Rd

PO Box 442280

Lawrence, KS 66044

Lawrence, KS 66044

Phone 785.841.7120

Fax 785.841.7268



www.CritiTech.com



www.CritiTech.com

A Multi-Service Pharmaceutical CDMO

CritiTech Particle Engineering Solutions (CT PES) is a multi-service, pharmaceutical Contract Development Manufacturing Organization (CDMO), with extensive experience and expertise in particle engineering, material characterization, analytical testing, early stage drug development, and on-clinical and clinical manufacturing. CT PES uses two primary technologies to help its customers engineer, formulate, and manufacture their drugs – Spray Drying and Supercritical Precipitation. CT PES provides a suite of CDMO services from proof-of-concept through Phase III cGMP production. The following are some of the reasons why customers work with CT PES:

- Experts in solubility and bioavailability enhancement
- Proven track record – developed/produced multiple drugs for clinical trials
- Clients include five "Top 10" pharmaceutical companies
- Technical leadership team with >15 years of industry experience
- Highly skilled, professional, and collaborative technical staff
- Rapid project turnaround times
- Separate facilities for non-cytotoxic and cytotoxic drug production
- Robust particle characterization and analytical capabilities
- In-house QA/QC group

PARTICLE ENGINEERING SERVICES

CT PES offers decades of particle engineering experience and expertise to help its clients develop drugs that meet their desired product specifications (e.g. size, shape, surface area, solubility, dissolution, flowability, efficacy, dosing, route of administration, et al.). One of CT PES' specialties is helping clients address bioavailability challenges associated with poorly-soluble drugs. CT PES' Bioavailability Optimization Team works directly with customers to develop innovative solutions for overcoming solubility problems.

MANUFACTURING SERVICES

CT PES manufactures non-GMP and cGMP materials using its Spray Drying Technology and Supercritical Precipitation Technology. It is able to produce milligram quantities to hundreds of kilograms with both technologies. CT PES also provides process development and scale-up services. CT PES can manufacture non-cytotoxic, cytotoxic, parenteral (OCS, OCS, and DEA schedule II-V compounds) and is a cGMP manufacturer. Manufacturing services are supported and monitored by an in-house team of experienced quality experts.

FILL/FINISH SERVICES

CT PES offers non-GMP and cGMP blending, capsule filling and vial filling services for non-cytotoxic, cytotoxic, parenteral (OCS, OCS, and DEA schedule II-V compounds).

ANALYTICAL & MATERIAL CHARACTERIZATION SERVICES

CT PES offers a robust suite of analytical and material characterization services, including analytical method development and validation services, from proof-of-concept through clinical production. Testing data and documentation is reviewed by experienced technical and quality staff to ensure they can be used to support regulatory filings. A full list of CT PES analytical services is available at www.crititech.com.

For more information about CritiTech Particle Engineering Solutions

CritiTech.com • sales@crititech.com • 785.841.7120



Particle Engineering Solutions



R&D Laboratory



CT PES has the capacity to engineer varied particle sizes, shapes, structures and polymorphs.



cGMP Manufacturing Suites



Analytical & Particle Characterization Laboratory

BEFORE



www.CritiTech.com



www.CritiTech.com



www.CritiTech.com

AFTER

Lorem ipsum, quia dolor sit amet consectetur adipiscing.

Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem, quia voluptas sit, aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos, qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui dolorem ipsum, quia dolor sit amet consectetur adipiscing vel, sed quia non numquam [do] eius modi tempora inci[di]dunt saepe eveniet.

Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores.

Qui dolorem ipsum, quia dolor sit

Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem, quia voluptas sit, aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos, qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui dolorem ipsum, quia dolor sit amet consectetur adipiscing vel, sed quia non numquam [do] eius modi tempora inci[di]dunt saepe eveniet, ut et voluptates repudiandae. Explicabo. Nemo enim ipsam voluptatem, quia voluptas sit.

Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat. Ut enim ad minima veniam, quis nostrum [d] exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit, qui in ea voluptate

CritiTech.com • sales@crititech.com • 785.841.7120

23

UXWEST

WORDS FROM THE CLIENT

“ Thank you for developing the new CritiTech website. I’m very impressed with how it turned out. It looks great...you did an outstanding job.”

Matthew McClorey

President

CritiTech Particle Engineering Solutions

“ John has become a valuable partner to us. His insights and expertise have raised our brand identity to an entirely different level. And he’s truly a pleasure to work with.”

W. Jody Schrandt

Chief Operating Officer

CritiTech Particle Engineering Solutions