

## SIRIGEN SHINES BRIGHTLY THANKS TO SILK PEARCE REBRAND

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Design and branding consultancy Silk Pearce is re-branding California-based Sirigen under the tagline “bringing brilliance to discovery” and rolling out new corporate and product visual identities and a website as the company steps up its commercial development.

Sirigen – which is named after Sirius, the brightest star in the night time sky - is commercialising Nobel Prize-winning technology that uses light-harvesting polymers to provide swifter, more accurate disease diagnosis. The company’s revolutionary approach increases the sensitivity of fluorescence tests 100-fold to improve diagnosis, leading to earlier treatment and improved outcomes; it also simplifies sample processing and instrumentation requirements.

Sirigen’s new corporate identity is centred on a starburst-effect graphic based on the graded coloured pixels that are typically seen in the colour palettes of computer software packages. The new logo draws together the elements of light, the colour spectrum and technology, while also emphasising the brilliance that Sirigen’s technology can deliver. The company’s core technology is applicable to existing immunodiagnostics, as well as the latest nucleic acid tests that are increasingly being developed to speed up diagnosis or to determine disease predisposition. Over the next few months,



**Sirigen starburst effect folder designs based on graded coloured palettes**





the re-brand will be rolled out across a growing number of communications materials including a new website, corporate stationery, commercial partner and investor presentations and product packaging.

Silk Pearce's design team has also recommended that all future products utilising Sirigen's breakthrough technology should be easily and immediately identifiable within their markets. The 'Sirigen Effect' logo, for use on packaging and for promotion through co-branding initiatives, uses a four-step 'staircase' graphic as a reminder of the significant sensitivity acceleration that light amplification technology delivers. The new mark will be used on Sirigen's own-label products plus those that are being developed through partnerships with pharmaceutical, diagnostics and other life-science companies.

"Following a detailed review of our business, Silk Pearce has evolved Sirigen's branding to more accurately reflect our core proposition and to help accelerate our commercialisation strategy. We can help our partners boost the performance of their existing portfolio or to create much more sensitive nucleic acid tests targeting major new opportunities. Everyone within Sirigen is excited by our new look and agrees that the 'Sirigen Effect' logo and branding will be instrumental in further strengthening our name and market share," said Dr Nick Kerton, CEO at Sirigen.

"Sirigen's technology uses light and colour to take disease diagnostics up to new levels but we felt their communications materials were only telling half the story. Their new identity is eye-catching and memorable and we are delighted it has been so strongly supported internally by the client; particularly when you consider that Sirigen is headquartered on the US west coast, almost 6,000 miles from us," said Jack Pearce, joint creative director at Silk Pearce.

## **ABOUT SIRIGEN**

Sirigen was founded in 2003 to adapt and commercialise conjugated, light-amplifying polymers for new applications in diagnostics and life sciences. The materials were first reported by Heeger, Shirakawa and MacDiarmid who were awarded the Nobel Prize in 2000 for the discovery of this so-called "fourth generation of polymeric materials".

Sirigen is developing its scientific base in Santa Barbara, California, as well as having a wholly owned UK subsidiary. The company was awarded a \$1.2 million grant from the US Army in 2005 to help develop battlefield diagnostics; signed its first commercial licence agreement in October 2007; and is actively developing products on its own, as well as through its partnerships.

For further information on the company's breakthrough technology, products and partnerships please visit [www.sirigen.com](http://www.sirigen.com)

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Clockwise from top: Sirigen logo, website, Silk Pearce designer Gail Russell with folders

