

Mendel Therapeutics

4 Different Approaches

Typography

Monogram

Mendel
Therapeutics

Life Sciences Inspired

Others

(Pictorial, Astronomy, Symbols, Abstract, etc.)

I. – II. Typography & Monogram Logos

I. Typography Logos

AMGEN

teva

medac

MEDA

MERCK

abbvie

FERRING
PHARMACEUTICALS

CUREVAC
the RNA people®

moderna

ADVANZ
PHARMA

AKCEA®
THERAPEUTICS

Johnson & Johnson
LIMITED

II. Monogram Logos

AstraZeneca

Alnylam®
PHARMACEUTICALS

bt bioxel
therapeutics

ybrain

A. MENARINI
FARMACEUTICA
INTERNAZIONALE SRL

Alan Pharmaceuticals

Jazz Pharmaceuticals®

Schering-Plough

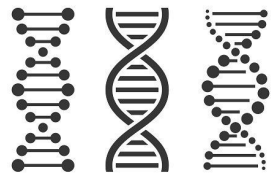
J&J

GW
pharmaceuticals

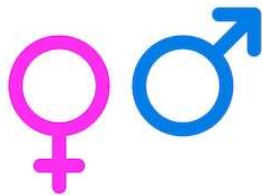
wm
watermark
medical

III. Life-Sciences Inspired

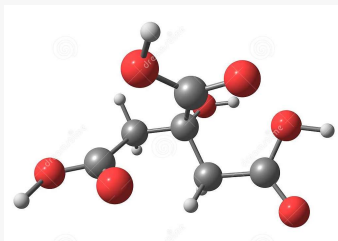
DNA/ RNA/ Gene



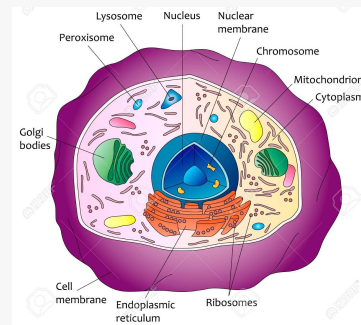
Gender Signs



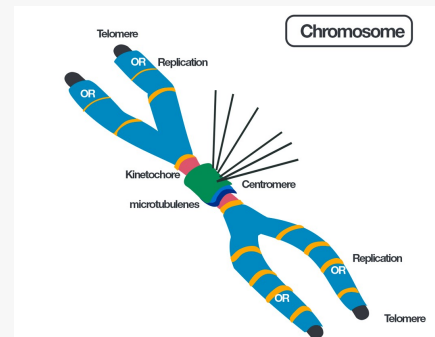
Molecular Structure



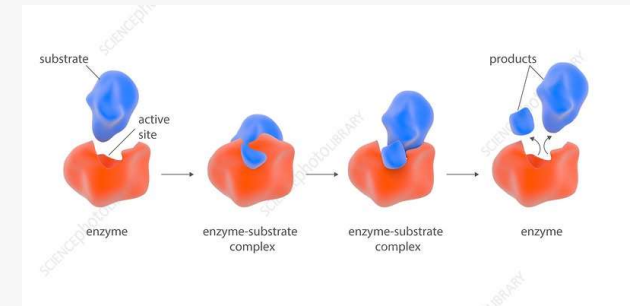
Cell



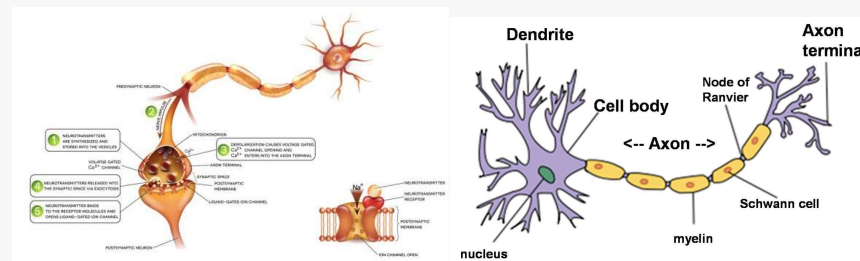
Chromosome



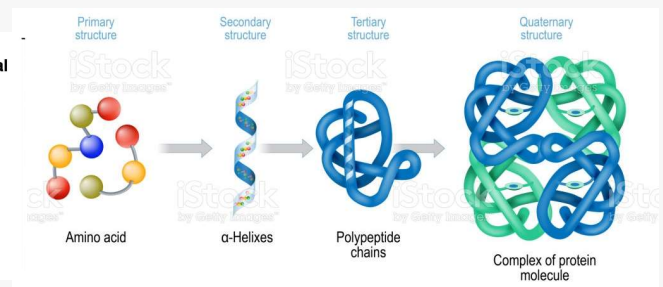
Enzyme



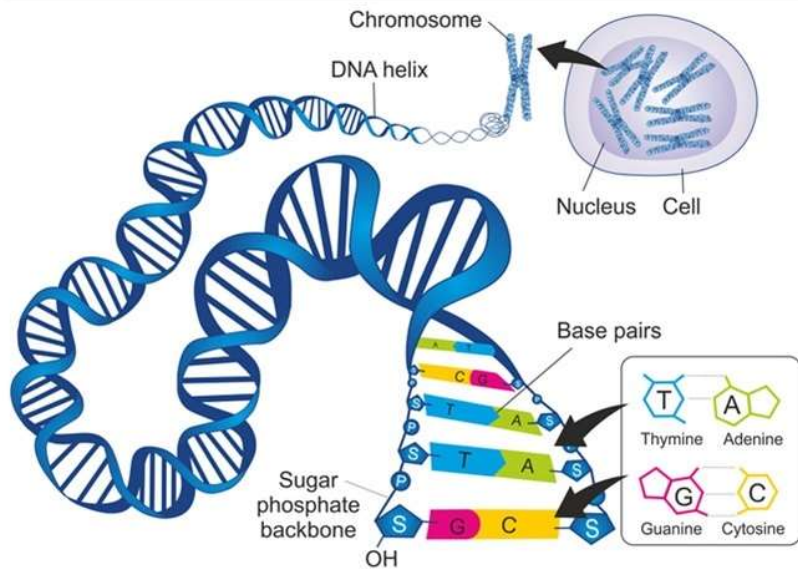
Synapse/ Neuron



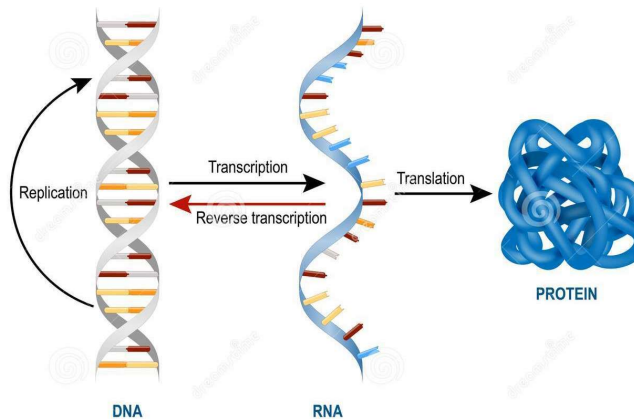
Protein



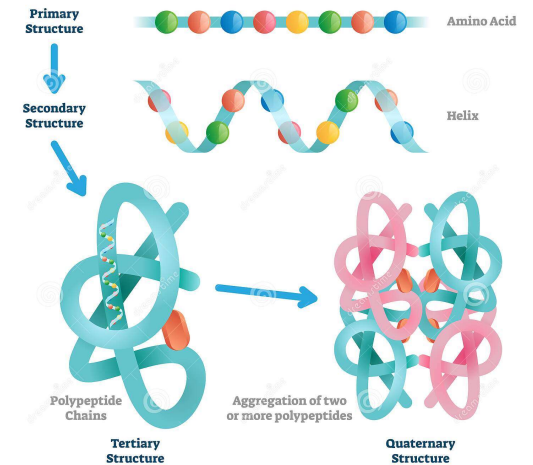
III. Life-Sciences Inspired Logos



Transcription and Translation



PROTEIN STRUCTURE

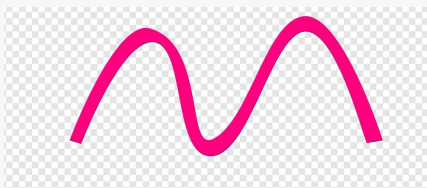


III. Life Sciences Inspired Logos

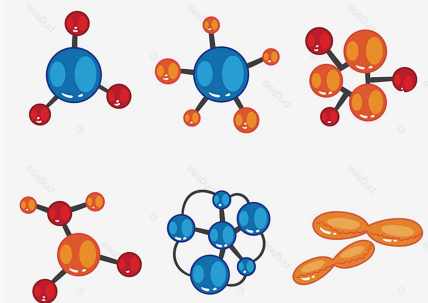
DNA/ Gene



RNA



Chemical Structure



TEVARD
BIOSCIENCES

Actus
Therapeutics

IPSEN
innovation for patient care

SOPHiATM
SOPHiAGENETICS.COM

MILLENNIUM PHARMACEUTICALS, INC.

avesis

myriad[®]
WHEN DECISIONS MATTER

NCCR
RNA & Disease

MALIN

Chiesi

GenSight
BIOLOGICS

OxfordBioMedica

SOPHiA
GENETICS

Handl
Therapeutics

CELONIC
BEYOND BIOMANUFACTURING

III. Life Sciences Inspired Logos

Chromosome

Gender sings

Neuron/ Synapse/ Brain

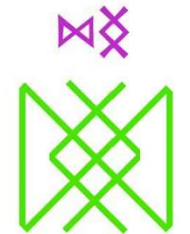


IV. Others: (Pictorial, Geometry, Astronomy, Symbols, Abstract, etc.)

Pictorial

Geometric shapes

Symbols



Formula
HEALTH AND LONGEVITY



IV. Others: (Pictorial, Geometry, Astronomy, Symbols, Abstract, etc.)



Mitsubishi Tanabe Pharma Europe Ltd



Summary: Do's and Don'ts

Do's	Don'ts
Minimalist Logo/ Simplicity	Mascot/ Emblem
Vivid colours	Watermark
Gradient	Animated
3D	Ink style
Life Sciences inspired (RNA/ DNA, hormones, genes, synapses)	Nature inspired (leaves, flowers, butterflies etc.)
Simple geometry	Inventive Typography
Balance	Artistic Chaos

Unique, authentic, differentiated from other pharma/ biotech companies

Top 25 Alzheimer's Disease startups

DENALI
THERAPEUTICS

Voyager
THERAPEUTICS

ALECTOR

VERGE
genomics

D&D
pharmatech

bioxcel
therapeutics

Yumanity
THERAPEUTICS

CORTEXYME

Optina
DIAGNOSTICS

CODIAK

wren
therapeutics

T3D
THERAPEUTICS

neurotrack

ALZHEON
preserving future memories

AVALON
Ai

AMYLYX

AGENE BIOTM

Libella
Gene Therapeutics

LEUCADIA
Therapeutics

ALTOIDA

PRI/VOID

araclon biotech

ybrain

neurovision

References

10 Latest Logo Trends & Forecasts for 2020/2021 You Should Be Thinking About

<https://financesonline.com/logo-trends/>

Top 10 Logo Design Trends For 2021

<https://justcreative.com/2020/11/19/logo-design-trends-2021/>

Logo Design Trends in 2021 to Drive you Loco

<https://graphicmama.com/blog/logo-design-trends-2021/>

Logo Trends 2021

https://dribbble.com/tags/logo_trends_2021

Logo Usage (Social Media)

