

Co-branded guidelines



BLUE EARTH
D I A G N O S T I C S



Version 1.0
brandguidelines.bracco.com

Table of Contents

Co-branding Logo

Color

Typography

Photography

Applications

Bracco | Blue Earth Diagnostics Co-branding

3	Why this co-branding manual?	12	Color	21	Photography
4	Co-branding Logo	13	Color palette	23	Applications
5	Logo	14	Color combinations	24	Business cards
6	Logo construction	15	Gradient	25	Email signature
7	Logo clearspace & minimum size	16	Color don'ts	26	Video conference background
8	Logo color variations	17	Typography	27	PowerPoint template
9	Logo on a background	18	Primary typeface	28	Fact sheets & brochures
10	Legal considerations when using cardiac brands	19	Technical typeface		
11	Logo don'ts	20	Typography don'ts		

Why this co-branding manual?

Co-branding Logo
Color
Typography
Photography
Applications

This document has been created to provide clear guidance during the transition phase following the integration of Blue Earth Diagnostics into the Bracco Group, forming Bracco | Blue Earth Diagnostics. Its purpose is to ensure a consistent and balanced representation of both brands, while respecting the identity and equity of each.

These guidelines are intended for internal teams, employees, external partners, vendors, and suppliers who will be involved in the design and execution of communication materials during this period. Until the full alignment with the Bracco brand identity is completed, this manual will serve as a practical reference to guarantee clarity, coherence, and visual harmony across all touchpoints.

Consistency is essential to protect the value of both brands and to convey a unified image to all stakeholders. Therefore, we ask all users of this manual to follow the principles outlined here and to share any feedback or needs with the **Global Branding Communication Team**.

Together, let's build a smooth and effective transition toward a fully integrated brand identity.

Co-branding Logo

- Logo
- Logo construction
- Logo clearspace & minimum size
- Logo color variations
- Logo on a background
- Legal considerations when using cardiac brands
- Logo don'ts



Logo

The co-branding logo represents the visual relationship between Bracco and Blue Earth Diagnostics. Its purpose is to highlight the equity of both brands, ensuring that each identity is clearly recognized and respected. The logos are placed side by side and separated by a pipe symbol (vertical rule), which creates a clear yet balanced distinction between the two brands while reinforcing a sense of ownership.

Visual weight and proportions are carefully calibrated to achieve harmony and consistency between the two elements that make up the logo lockup. As a results, this co-branding logo does not include the “Life From Inside” tagline. The co-branding logo must always be used as presented in these guidelines, without alteration, distortion or the addition of other graphic elements.

Co-branding Logo

Color

Typography

Photography

Applications



Logo construction

The construction principles outlined here define the approved co-branding logo lockup between Bracco and Blue Earth Diagnostics. All spacing, alignment, and proportion rules are fixed and must be applied consistently across all uses to ensure clarity and brand integrity.

1. Line thickness — The vertical separating line (pipe symbol) between the Bracco and Blue Earth Diagnostics logos is set to a stroke thickness equal to one-quarter ($\frac{1}{4}$) of the stroke weight of the Bracco hexagonal mark. This proportion must be maintained at all sizes.

2. Logo alignment — The co-branding lockup is anchored to the Bracco logo. The Blue Earth Diagnostics logo is scaled and vertically centered relative to Bracco so the overall lockup reads as optically balanced.

3. Spacing — Spacing between the two logos is optically balanced to ensure consistent visual weight. Spacing values are fixed and must not be altered.

Co-branding Logo

Color

Typography

Photography

Applications



Logo clearspace & minimum size

Clearspace — To ensure legibility and visual integrity, a minimum clearspace must be maintained around the co-branding logo lockup. This clearspace (defined as X) is equal to half the height of the Bracco logo. This clearspace must be preserved on all sides of the lockup and kept free of text, imagery, graphic elements, or page edges.

Minimum size — To maintain legibility and visual clarity, the co-branding logo lockup must not be reproduced smaller than 50 pixels in height for digital applications or 0.4 inches (1.0 cm) in height for print applications. The logo must never be scaled below these minimum sizes.

- Co-branding Logo
- Color
- Typography
- Photography
- Applications



Digital

50 pixels



Print

0.4 inches
1.0 cm



Logo color variations

The co-branding logo lockup is available in a limited set of approved color variations to ensure flexibility across different backgrounds and applications while maintaining clarity, contrast, and brand integrity. Only the color versions shown here may be used.

- 1. Full-color logo** — Use the full-color logo on light or white backgrounds where maximum brand recognition and clarity are required. This is the preferred version for most standard applications.
- 2. Black logo** — Use the black logo on light-colored backgrounds when color reproduction is limited.
- 3. White (reverse) logo** — Use the white logo on dark or high-contrast backgrounds, including Bracco brand colors or photography. Ensure sufficient contrast is maintained for legibility.

Full-color logo



Black logo



White (reverse) logo



Logo on a background

To ensure maximum contrast and legibility, the logo may be used in either full color or white. When placed on backgrounds with a tonal intensity* above 40%, the logo and tagline must appear in white (negative version). On backgrounds with a tonal intensity of 40% or lower, the logo and tagline should be used in their positive versions (full color or black).

***Tonal intensity refers to the perceived darkness or lightness of a background color when converted to grayscale, affecting the contrast with the logo.**

- Co-branding Logo
- Color
- Typography
- Photography
- Applications



The colored rectangles shown here are for demonstration purposes only, to illustrate how the logo appears on different background tones. They are not intended to be used as graphic elements behind the logo.

The logo should always be applied directly onto the background.

≥ 41%

≤ 40%



Legal considerations when using cardiac brands

When referencing or displaying the logos, names, or any associated brand assets for We are Cardiac PET®, Cardiogen-82®, or HeartSee®, specific disclaimer requirements apply.

Co-branding Logo

Color

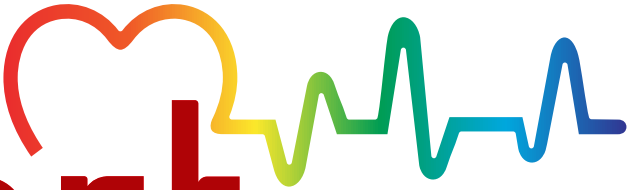
Typography

Photography

Applications

We are
Cardiac PET.®

 **Cardiogen-82™**
(Rubidium Rb 82 Generator)

 **heartsee**

The following disclaimer must be included in all materials upon the first appearance of the logo or brand name on each page of collateral:

“In commercial collaboration with Blue Earth Diagnostics.”

This disclosure must appear:

- **Prominently and legibly**, using a font size and placement that ensures clear visibility to the intended audience.
- **In proximity** to the first instance of the logo or brand name on the page.
- **Across all formats**, including but not limited to digital, print, and social media materials.

Please ensure this disclosure is included to maintain compliance with our brand standards.

Logo don'ts

The lockup don'ts shown here apply to both the primary co-branding lockup and the lockup with tagline.

- Co-branding Logo
- Color
- Typography
- Photography
- Applications



Don't stretch or distort the lockup



Don't rotate the lockup



Don't change the colors of the lockup



Don't alter the proportions of the lockup



Don't add a drop shadow or other effects to the lockup



Don't place the logo on a background or image where there is insufficient contrast between the logo and the background

Color

- Color palette
- Color combinations
- Gradient
- Color don'ts



Color palette

The Bracco | Blue Earth Diagnostics co-branding palette is intentionally focused, modern, and blue-led. It builds from Bracco’s core colors while introducing Lavender as a controlled supporting tone that adds dimension and contemporary energy to the system.

Blue remains the dominant structural color, with Green functioning as a purposeful accent. White provides clarity and space, Lavender introduces subtle visual differentiation, and Black ensures high legibility where required. Together, this restrained palette reinforces precision, credibility, and optimism without visual excess.

- Co-branding Logo
- Color
- Typography
- Photography
- Applications

Blue

Blue serves as the dominant structural color within the co-branding system and should anchor the majority of layouts. It is used for primary backgrounds, headlines, key messaging, and foundational design elements.

PMS288

CMYK100 84 33 18

RGB0 45 114

HEX002D72

White

White provides clarity and visual breathing room, ensuring balance within Blue-led compositions. It should be used generously for backgrounds, content areas and section breaks to maintain a clean, modern aesthetic and prevent visual density.

RGB255 255 255

HEXFFFFFF

Green

Green functions as a strategic accent to signal emphasis. It should be used selectively for calls to action, highlighted messaging, and key data points, adding energy without overpowering the primary Blue.

PMS347

CMYK100 0 80 10

RGB0 142 79

HEX008E4F

Lavender

Lavender introduces subtle modernity and depth to the system. It may be used for secondary backgrounds, content panels, layered layouts, and digital applications where visual differentiation is needed. Lavender should support primary compositions but not replace Blue as a dominant structural color. Its role is to create hierarchy and dimension while maintaining cohesion within the Blue-led palette.

PMS2705

CMYK35 33 0 0

RGB165 163 209

HEXA3A3E0

Black

Black is reserved for high-legibility applications such as body copy, legal text, and instances requiring maximum contrast. It should be used sparingly and not as a dominant background color within the co-branding system.

PMSBlack

CMYK0 0 0 100

RGB0 0 0

HEX000000

Color combinations

The diagram below represents approved color pairings within the Bracco | Blue Earth Diagnostics system and demonstrates how background, graphic elements, and typography should work together to create clear hierarchy. Blue should serve as the dominant structural background in most applications, with White used to maintain clarity and balance. Green should function as a strategic accent rather than a primary field color, while Lavender may be used as a supporting background tone to introduce subtle depth and differentiation.

Typography must always maintain strong contrast against its background, and accent colors should reinforce hierarchy rather than compete with primary messaging. All color combinations should preserve strong contrast and readability. Accent colors should support hierarchy rather than compete with primary messaging, and no combination should reduce clarity or visual discipline within the system.

■ Background color ● Graphics **Aa** Typography

- Co-branding Logo
- Color
- Typography
- Photography
- Applications

Aa

Aa Bb

Aa

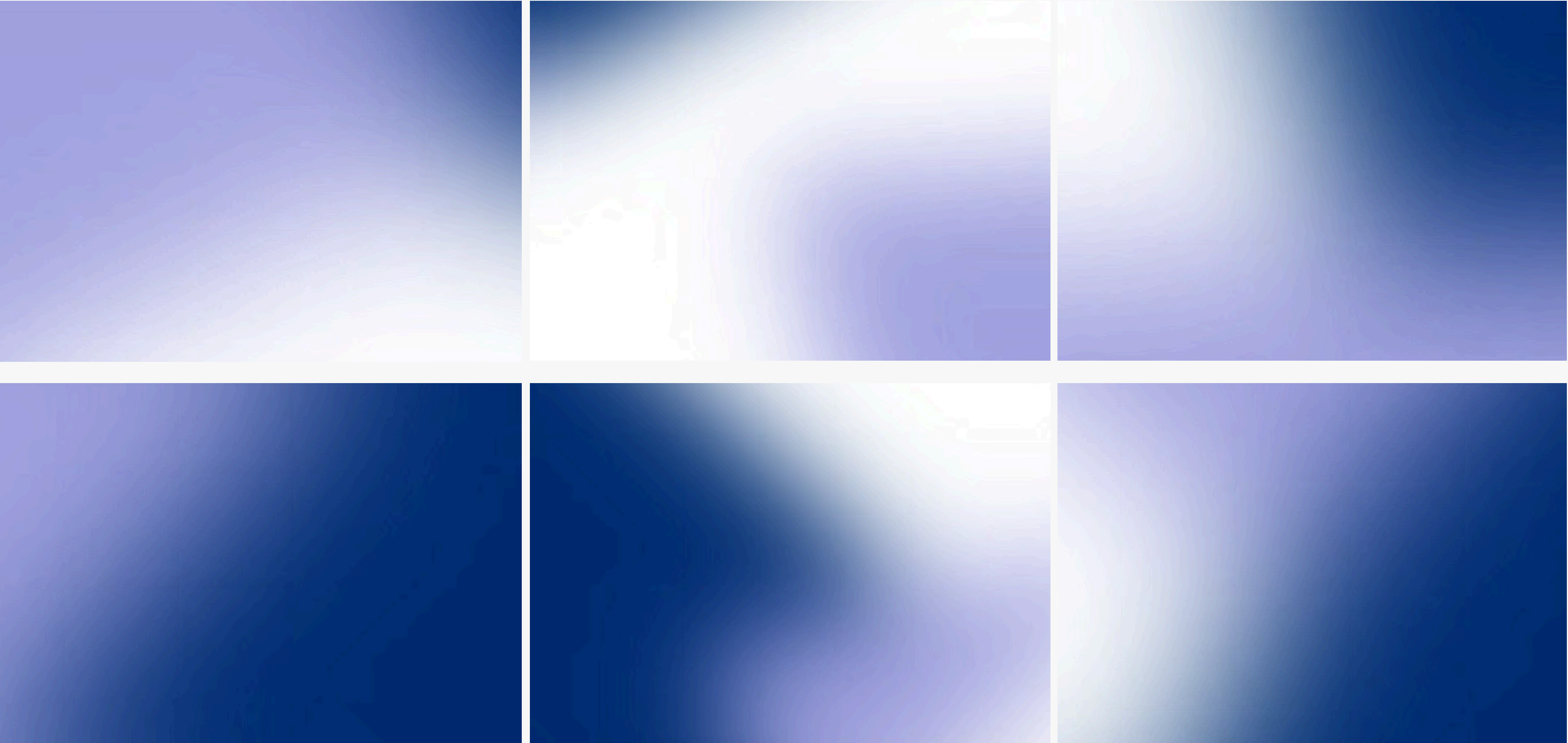
Aa Bb

Gradient

The Bracco | Blue Earth Diagnostics gradient system uses mesh gradients derived from Blue, White, and Lavender. These gradients introduce depth and visual movement while maintaining strict alignment with the approved color palette. By limiting the gradient system to these three tones, the visual language remains cohesive, modern, and controlled.

Gradients may be scaled, cropped, or repositioned to create flexible variations across applications, but transitions must remain smooth and refined. Gradients are intended for background use only and should not be applied to typography, logos, or key graphic elements. When placing content over a gradient, ensure sufficient contrast and legibility at all times. The overall effect should feel contemporary, dimensional, and understated—enhancing the brand without overpowering it.

- Co-branding Logo
- Color
- Typography
- Photography
- Applications



Color don'ts

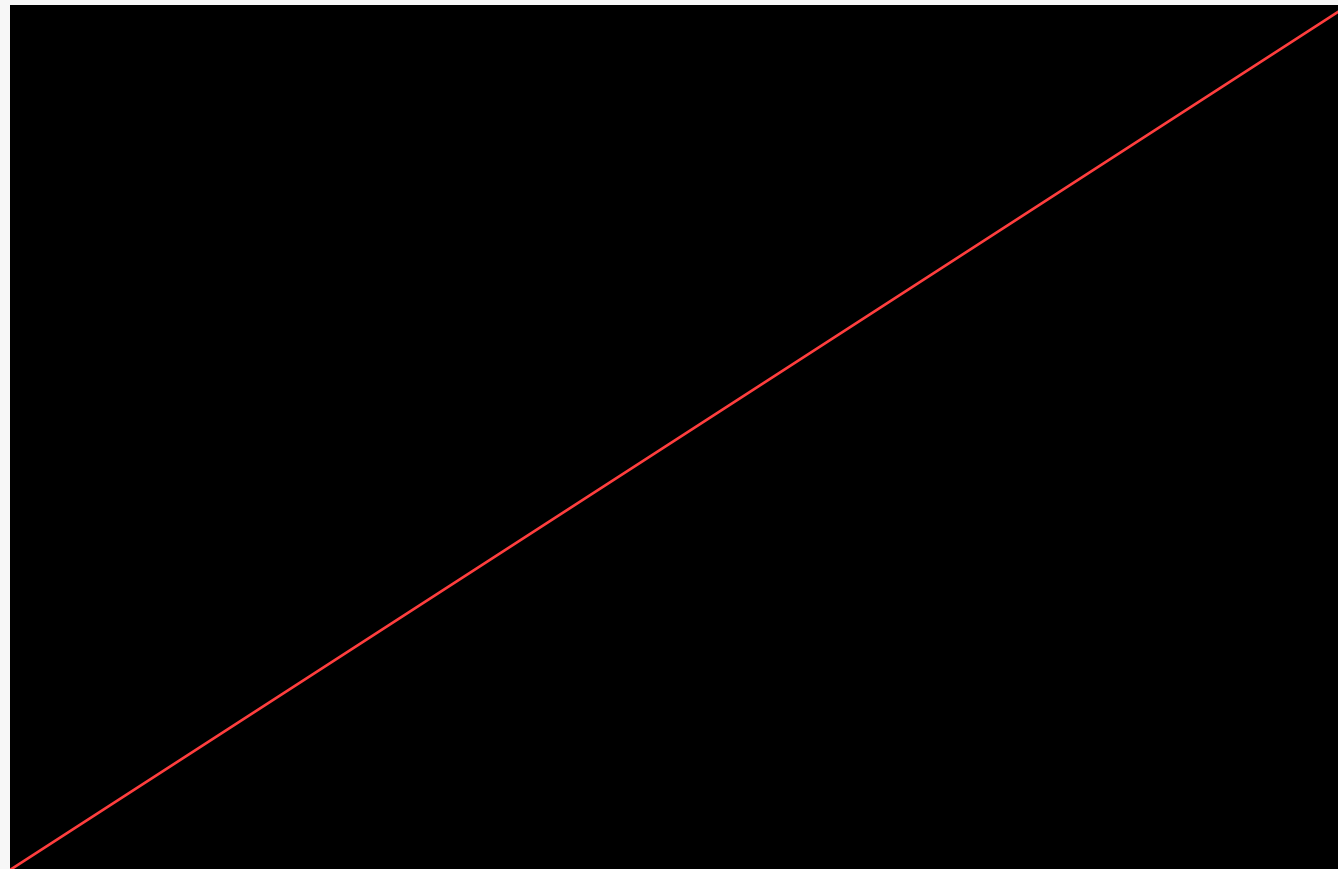
Co-branding Logo

Color

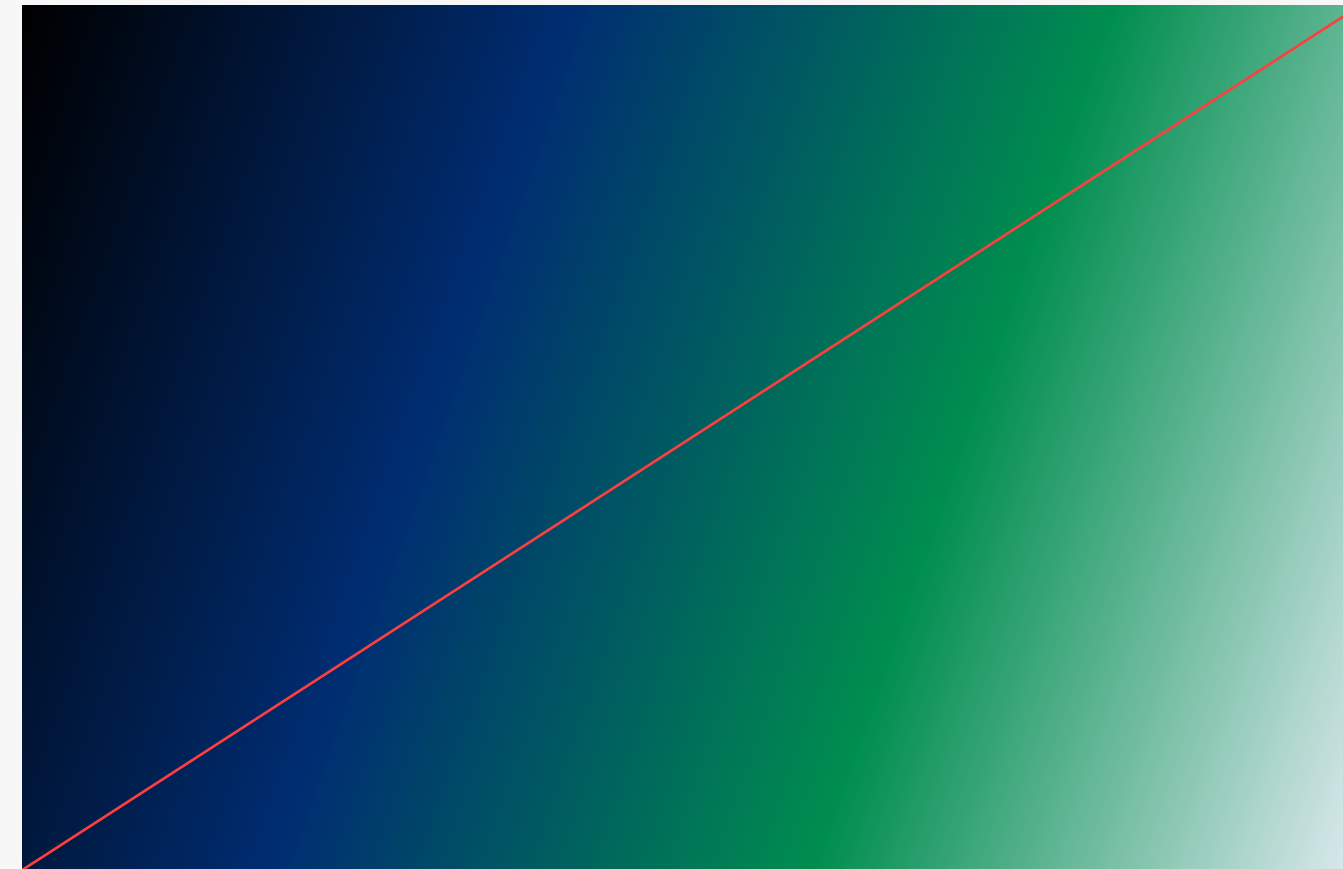
Typography

Photography

Applications



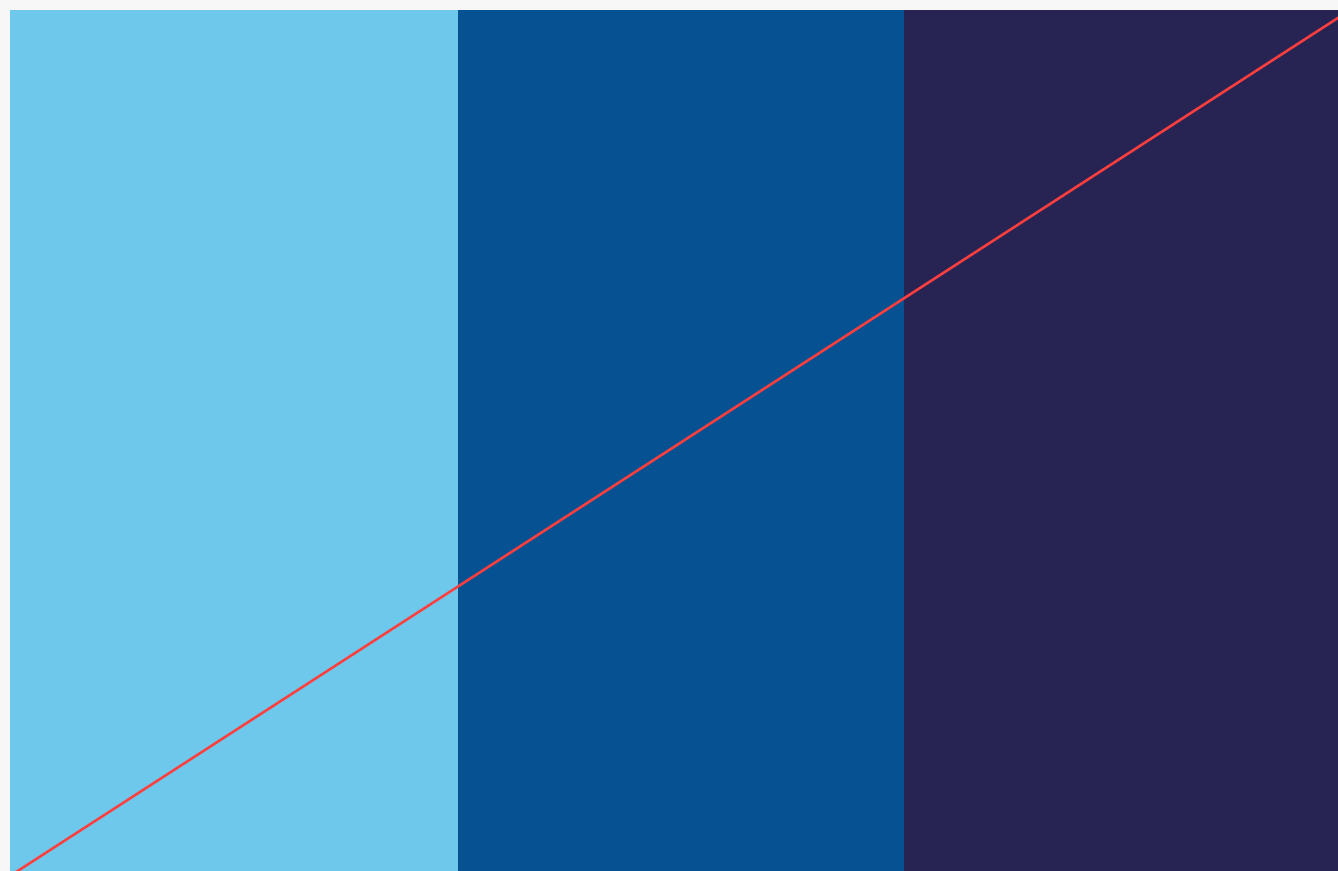
Don't use black as a background color



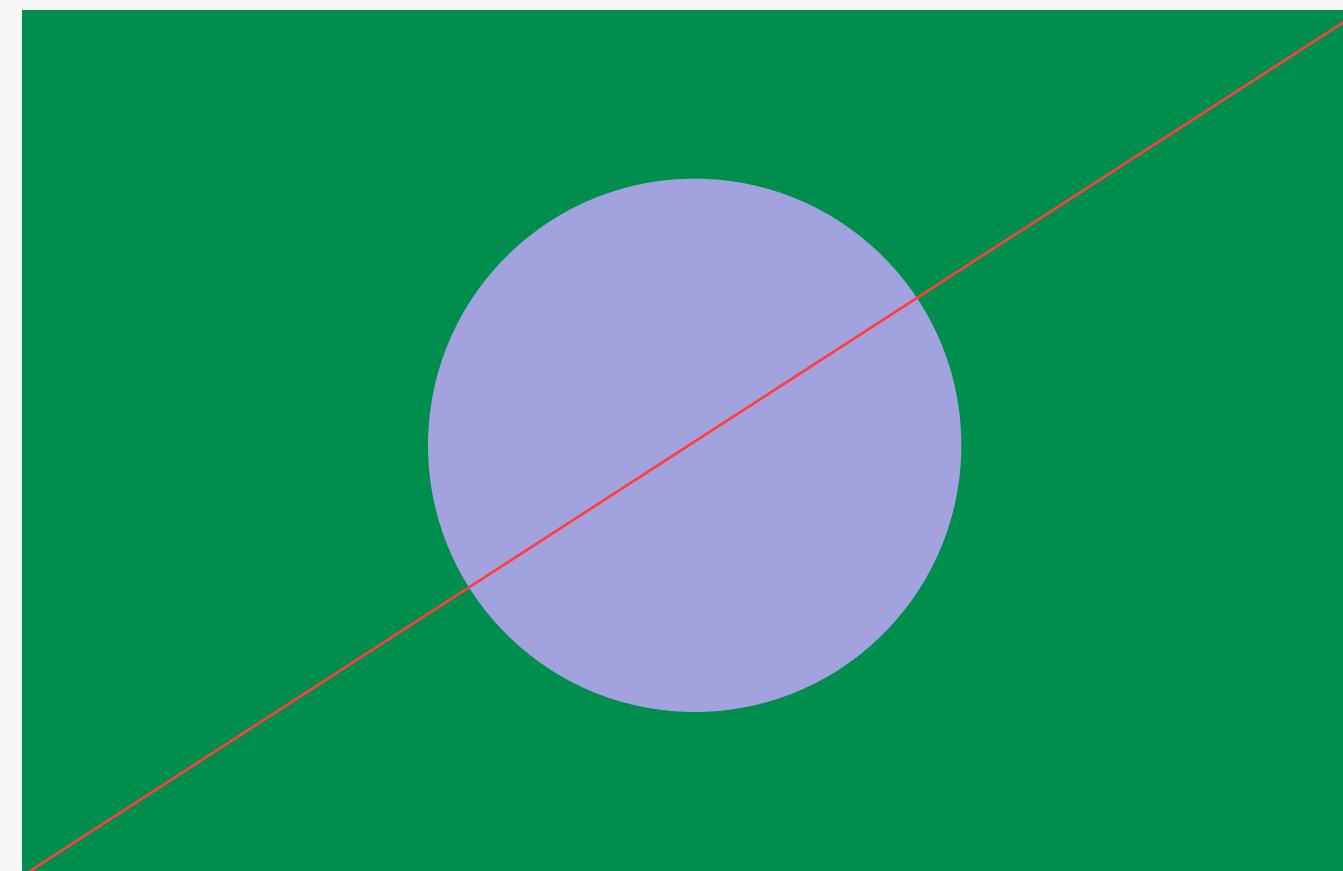
Don't create new gradients



Don't apply gradients to photography



Don't add new colors to the brand palette



Don't use color combinations with limited contrast

Typography

- Primary typeface
- Technical typeface
- Typography don'ts



Primary typeface

Montserrat is the primary typeface for all Bracco | Blue Earth Diagnostics co-branded communications. It conveys a modern, confident, and premium tone and should be used consistently across all typographic elements, including headlines, subheads, body copy, and key messaging.

Co-branding Logo

Color

Typography

Photography

Applications

Montserrat Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

0123456789!"\$%&'()*+,-./:;<=>?

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

0123456789!"\$%&'()*+,-./:;<=>?

Montserrat Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

0123456789!"\$%&'()*+,-./:;<=>?

Montserrat

Technical typeface

Helvetica, particularly its condensed versions, will be reserved for technical aspects such as SPCs (Summary of Product Characteristics) or package inserts, where long texts need to be presented clearly within limited space. Its compact design allows for efficient use of space while maintaining legibility.

- Co-branding Logo
- Color
- Typography
- Photography
- Applications

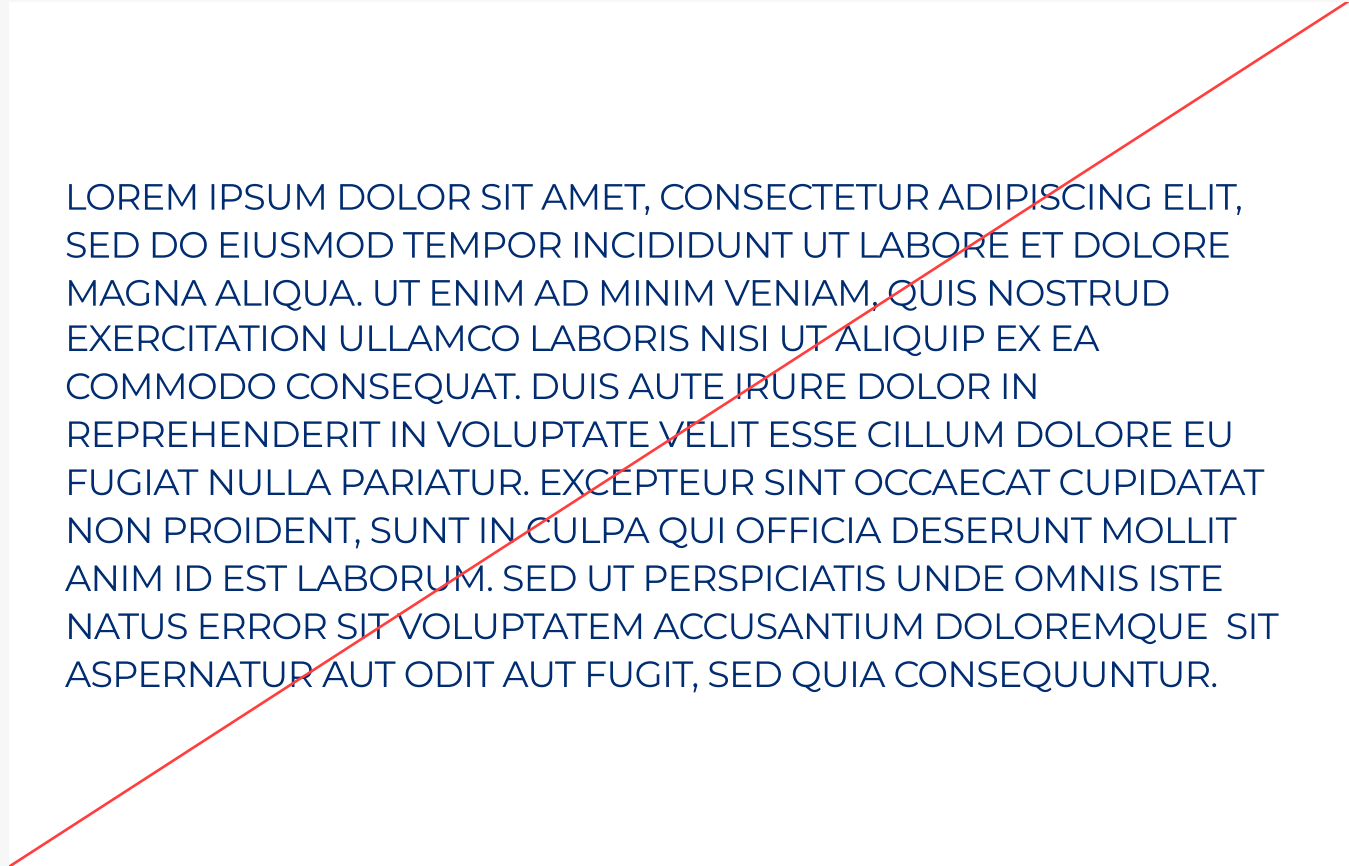
Helvetica Neue Condensed Roman
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!"\$%&'()*+,-./:;=<=>?

Helvetica Neue Condensed Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!"\$%&'()*+,-./:;=<=>?

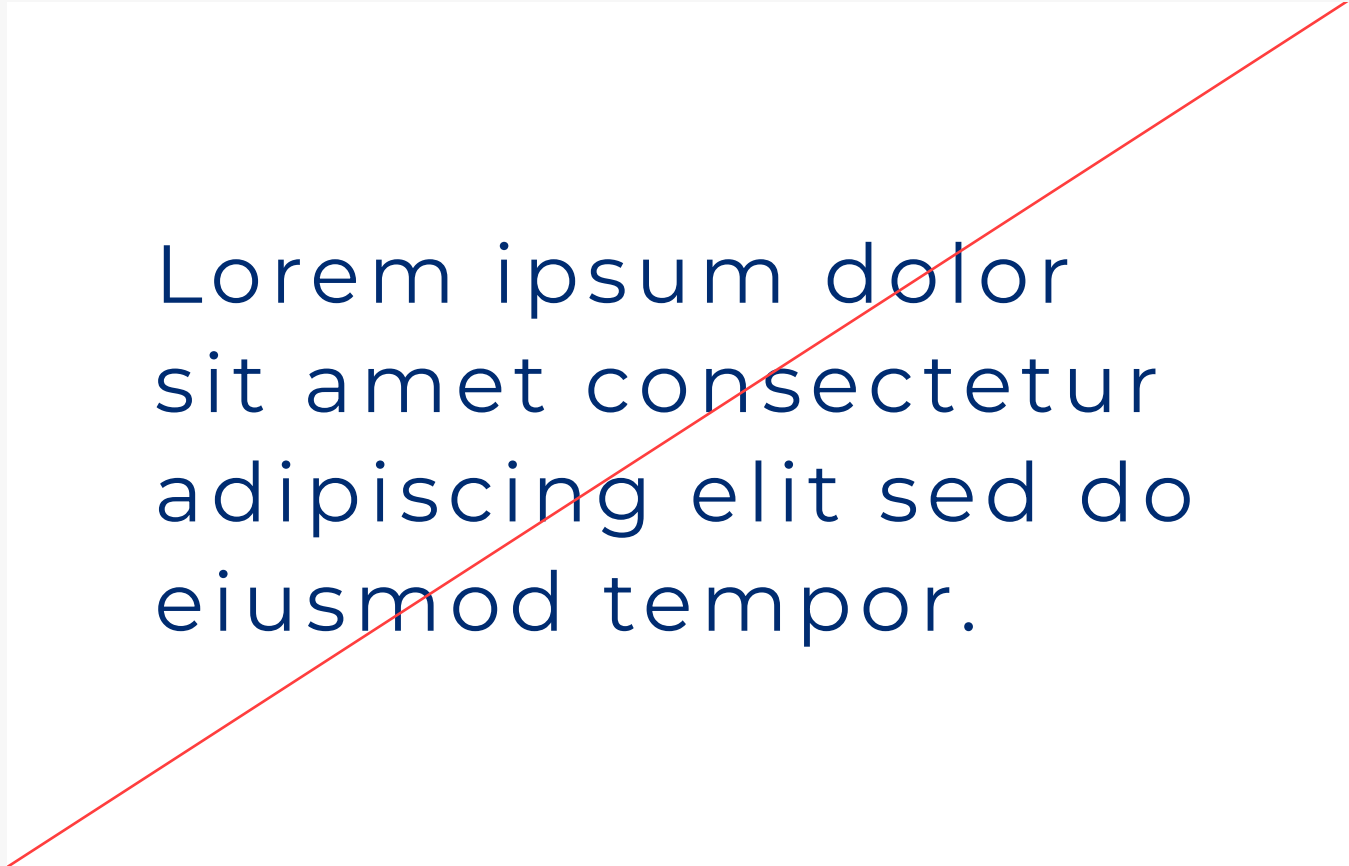
Helvetica Neue Condensed

Typography don'ts

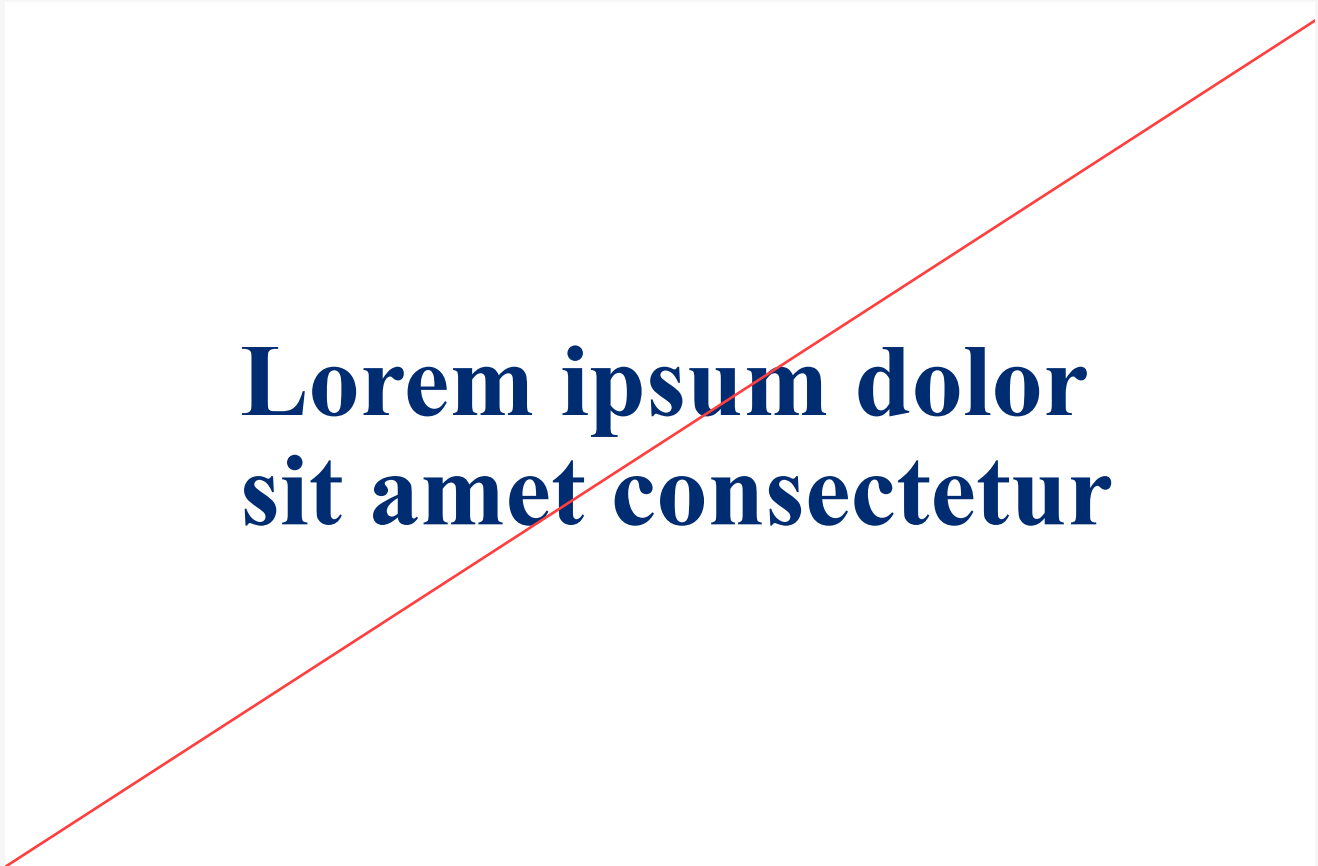
- Co-branding Logo
- Color
- Typography
- Photography
- Applications



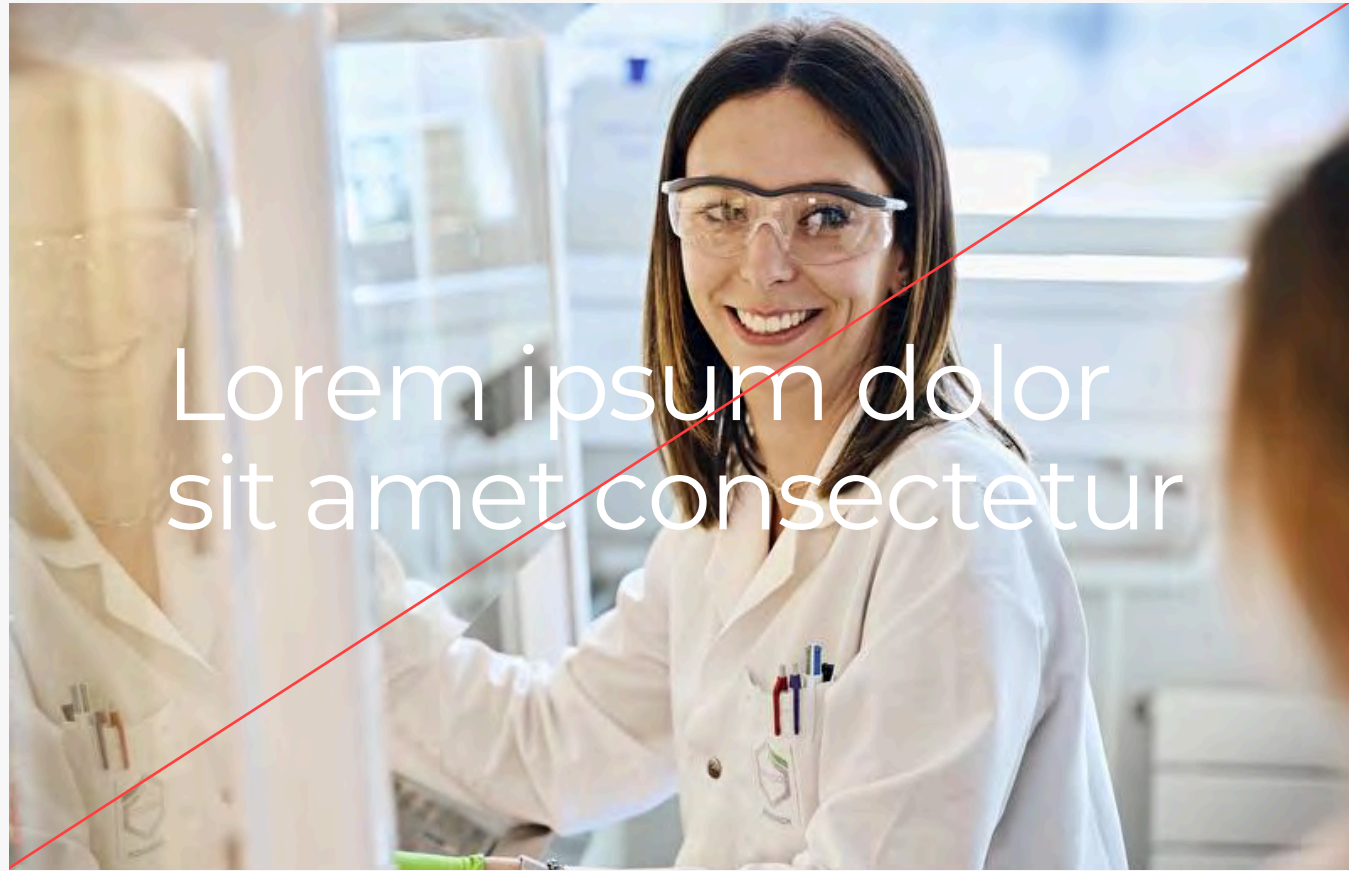
Don't set long reads of text in bold or all caps



Don't use excessive character spacing



Don't use fonts other than the recommended typefaces and styles



Don't place text on background where there is insufficient contrast between the text and the background

Photography



Photography

When selecting or shooting photography for Bracco | Blue Earth Diagnostics, prioritize images that communicate precision, expertise, and human impact through science. Keep the focus on the people behind—and benefiting from—advanced molecular imaging, choosing imagery that conveys optimism and quiet confidence within clinical and scientific contexts. The overall style should feel modern and intentional, with clean composition, balanced negative space, natural

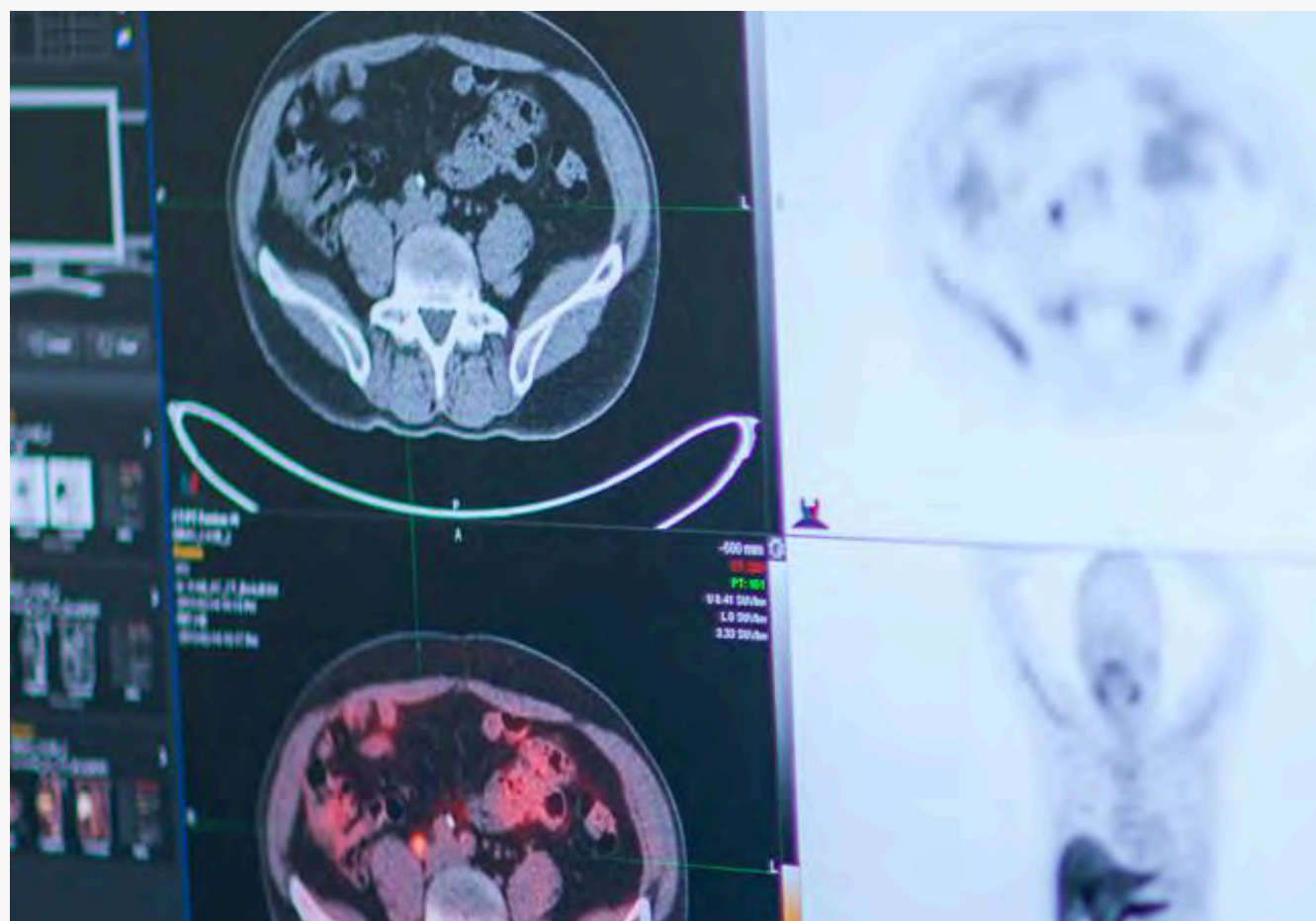
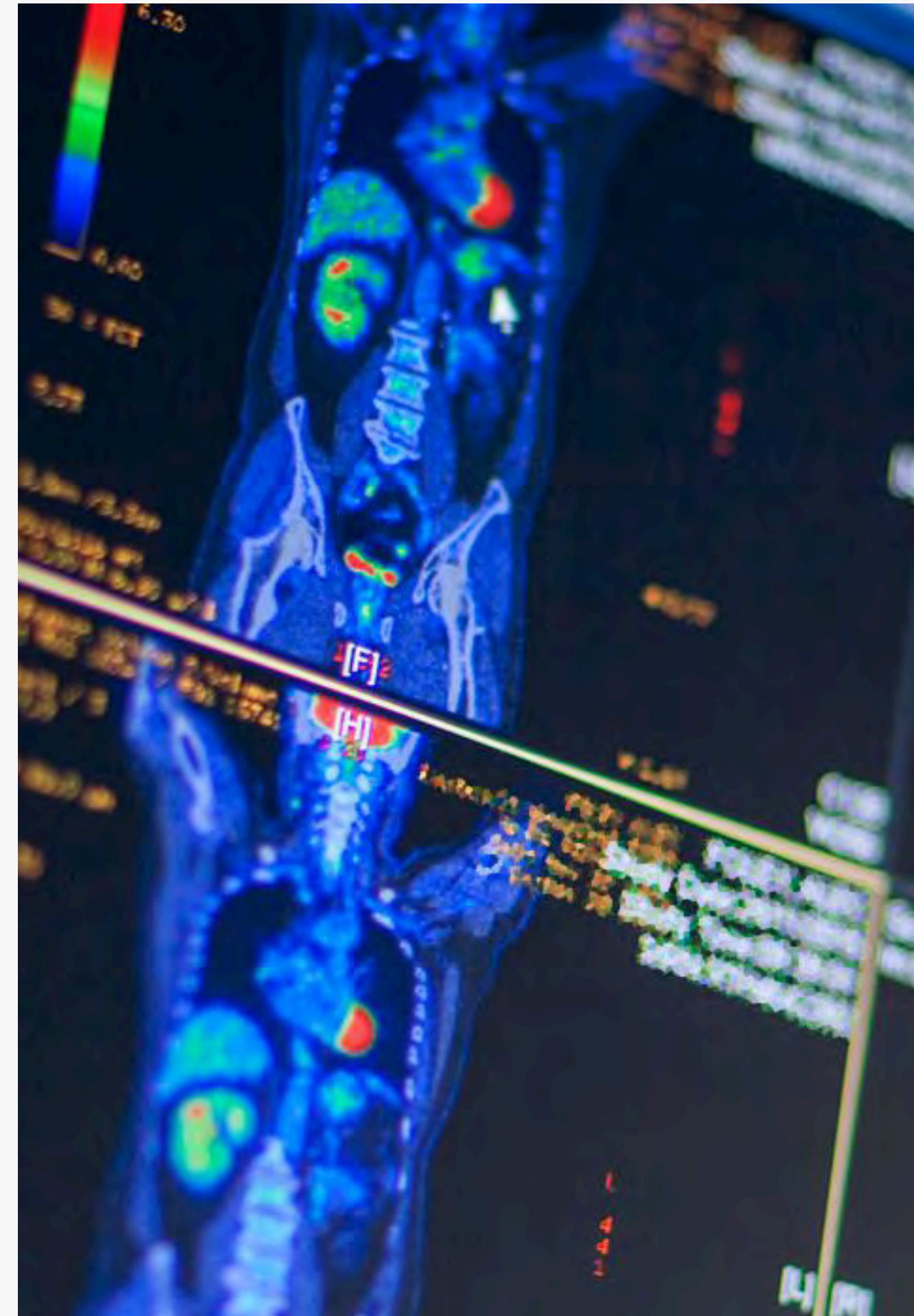
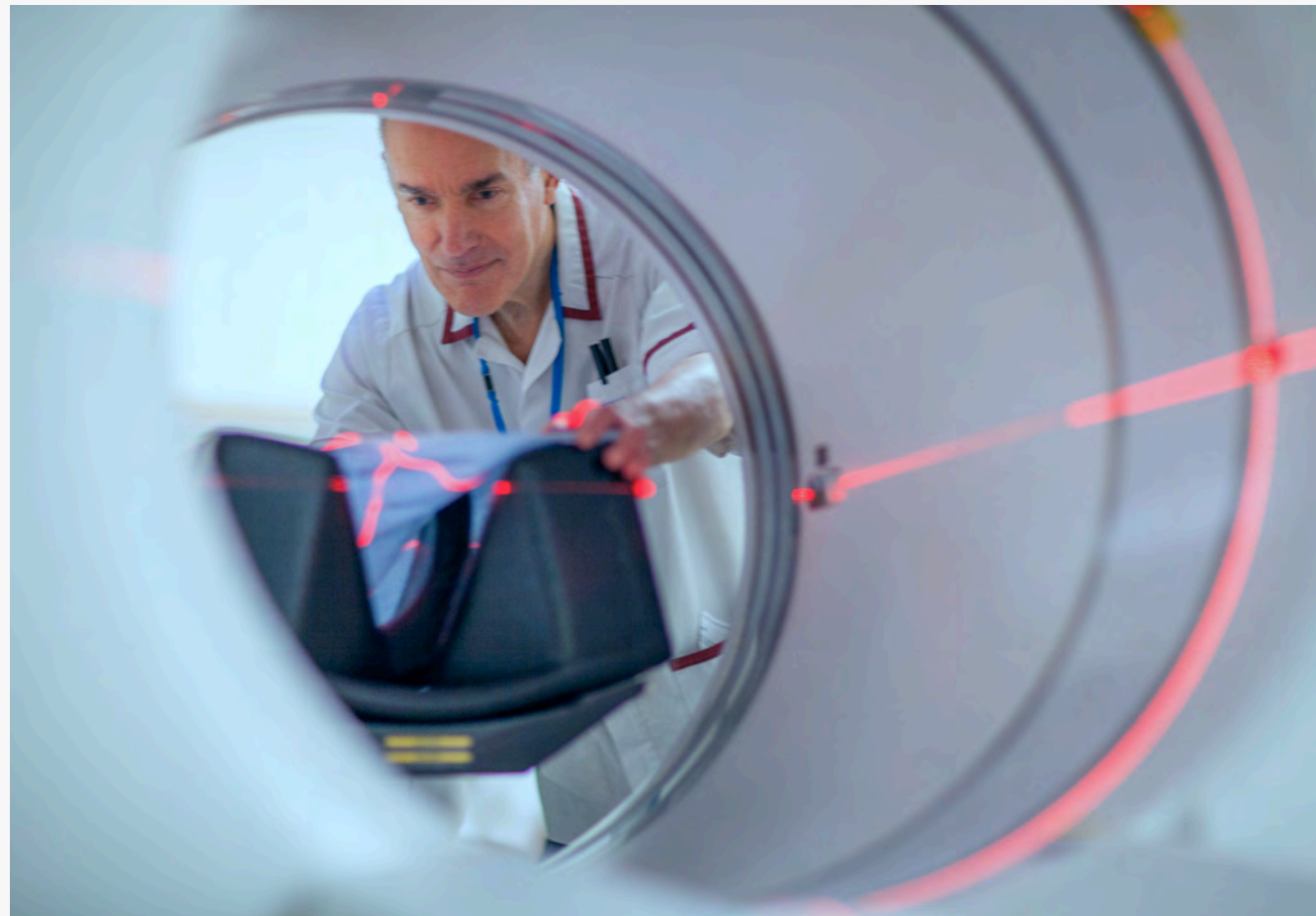
or neutral lighting, and a composed, purposeful aesthetic.

Human Impact — Center photography on the human exchange behind diagnostic decisions. Look for moments where specialists and patients are connected through clarity and timely action. Prioritize images that reflect purpose, concentration, and confidence—focused interpretation, meaningful interaction, composed expressions, and subtle cues of urgency without dramatization. Select authentic clinical moments over posed or symbolic gestures, emphasizing genuine human

connection and measurable progress.

Precision in Context — Use clinical and scientific environments to reinforce credibility and expertise, but ensure they support—not replace—the human narrative. Look for structured, orderly settings with technology shown in use and integrated naturally with people. Compositions should feel clean and precise, emphasizing rigor while keeping individuals central to the story. Avoid equipment-only imagery that lacks human presence or feels purely technical.

Co-branding Logo
Color
Typography
Photography
Applications



Applications

- Business cards
- Email signature
- Video conference background
- PowerPoint template
- Fact sheets & brochures



Business cards

Business cards should follow the approved logo lockup, typography and color palette to ensure professionalism. and to maintain a cohesive visual system across regions and entities. Layouts should remain clean and structured, with clear hierarchy between company information and individual contact details. Generous white space and precise alignment should be used to ensure readability at small scale. Only approved templates may be used, and designs must not be altered or recreated outside of the established system.

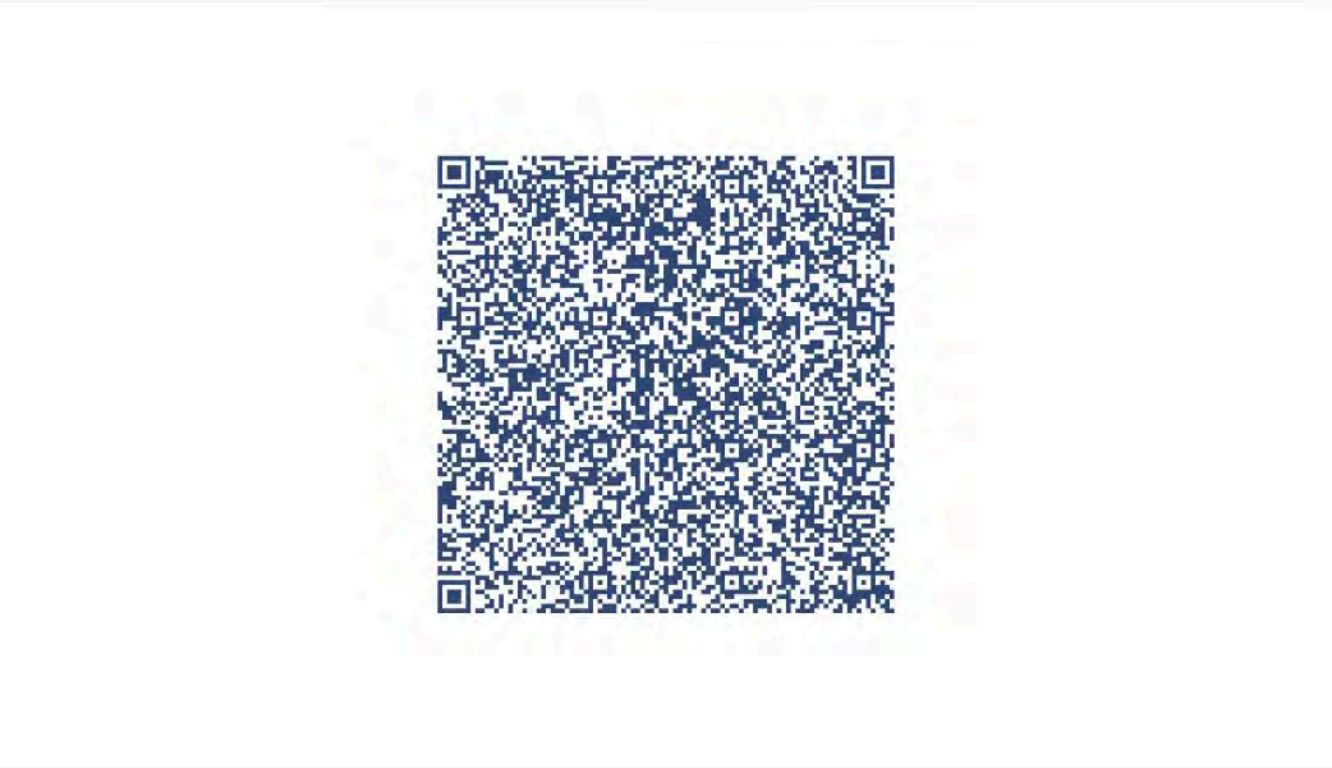
Co-branding Logo
Color
Typography
Photography
Applications

US business card (BED)



Blue Earth Diagnostics, Inc.
197 First Avenue
Suite 220
Needham, MA 02494
blueearthdiagnostics.com
bracco.com

Jane Jones
Sales Manager
Molecular Imaging
Mob: +1 000.000.0000
Office: +1 781.494.4100
jane.jones@bracco.com

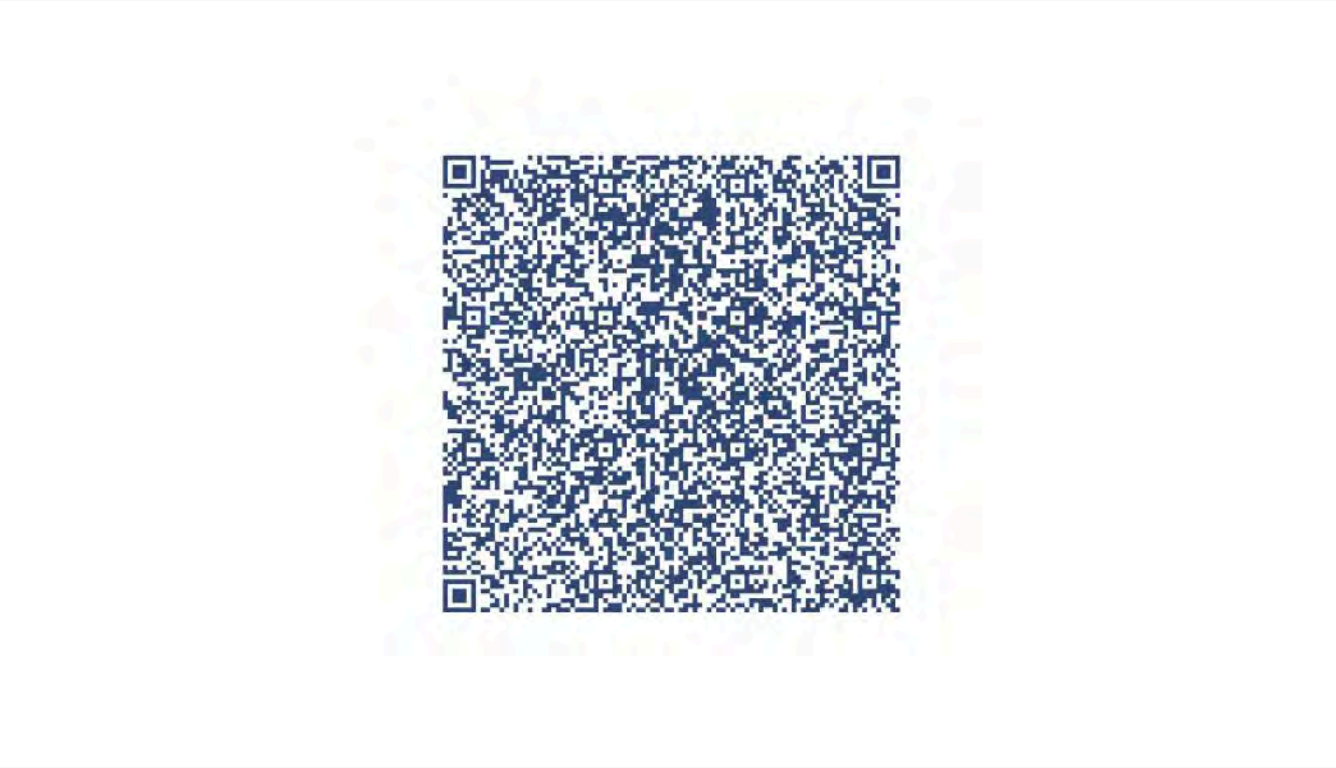


US business card (BDI/Cardiogen)



**Bracco Diagnostics, Inc.,
in collaboration with
Blue Earth Diagnostics**
510 Carnegie Center, Suite 300
Princeton, NJ 08540
blueearthdiagnostics.com
bracco.com

John Smith
Account Manager
Molecular Imaging
Mob: +1 000.000.0000
Office: +1 609.514.2200
john.smith@bracco.com

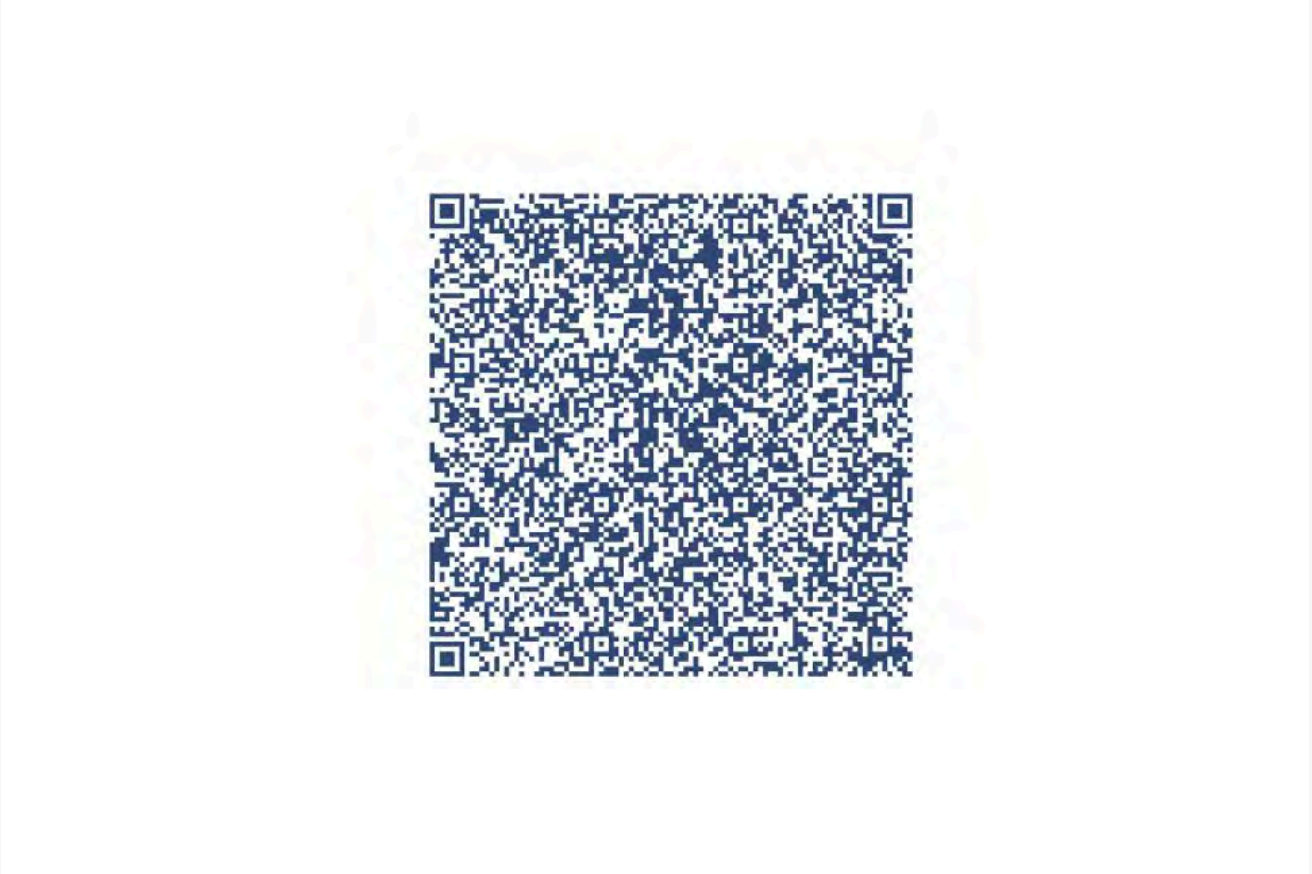


UK business card



Blue Earth Diagnostics Limited
Magdalen Centre
Robert Robinson Avenue
The Oxford Science Park
Oxford, OX4 4GA, UK
bracco.com
blueearthdiagnostics.com

Ashley Brown
Marketing Manager
Molecular Imaging
Mob: +44 (0) 7777 123456
Office: +44 (0) 1865 507300
ashley.brown@bracco.com



Email signature

Email signatures should follow the approved logo lockup, typography, and color palette to ensure professionalism and maintain a cohesive visual system across all communications. Layouts should remain clean and structured, with clear hierarchy between name, role, and contact details. Signatures should be built using Montserrat to ensure compatibility and optimal performance across email clients and devices.

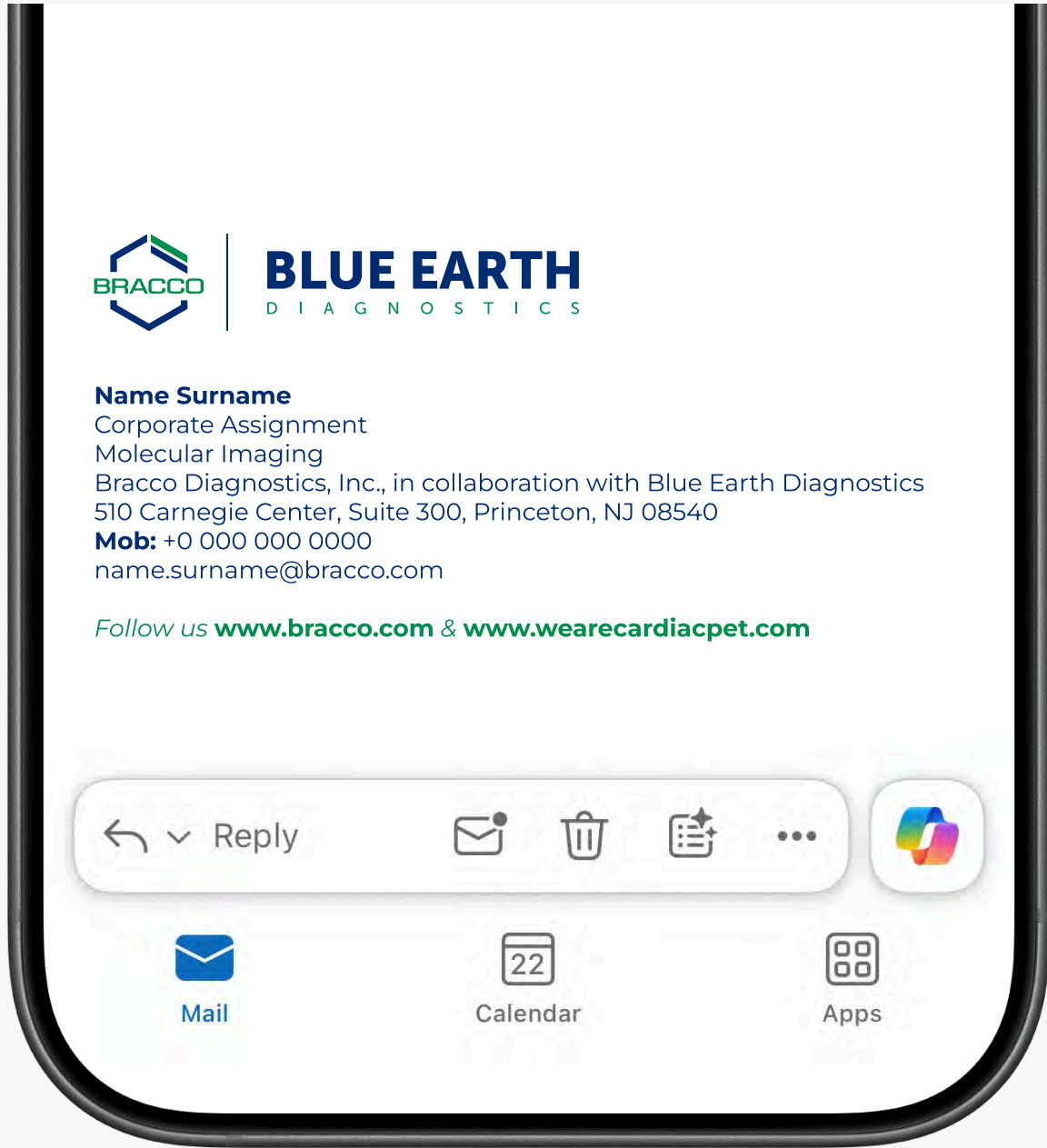
Generous spacing and precise alignment should be used to maintain readability at small sizes. Only approved templates may be used, and signatures must not be altered or recreated outside of the established system.

- Co-branding Logo
- Color
- Typography
- Photography
- Applications

US email signature (BED)



US email signature (BDI/Cardiogen)



UK email signature

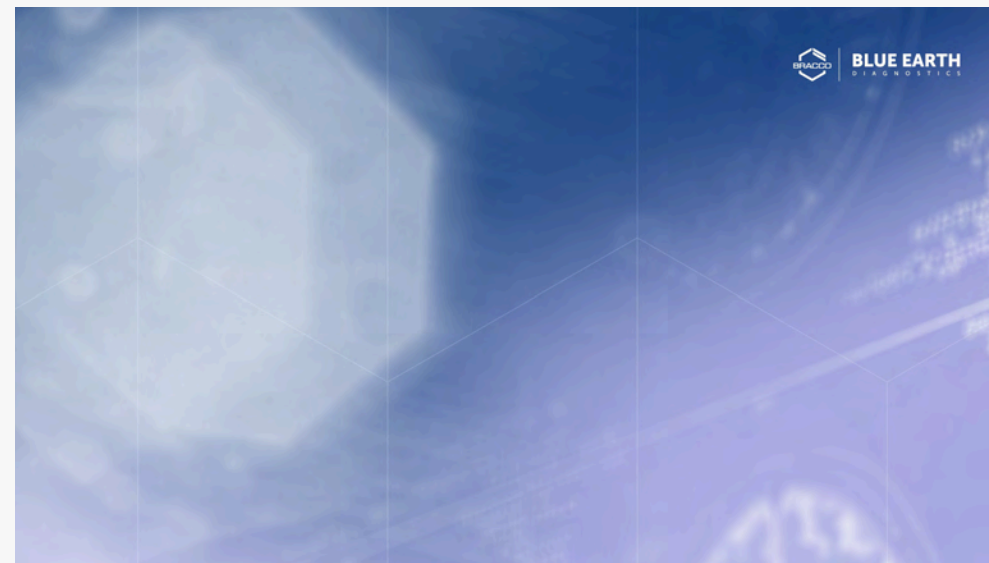


Logo: 200px wide
Text: Montserrat Regular and Bold; 10pt

Video conference background

The Bracco | Blue Earth Diagnostics video conference background extends the co-branded identity into virtual meeting environments. Choose from 6 customized backgrounds for your virtual meetings.

Co-branding Logo
Color
Typography
Photography
Applications



PowerPoint template

Our co-branded PowerPoint template is designed to provide a consistent and professional representation of both Bracco and Blue Earth Diagnostics. It ensures visual harmony by combining key elements of the Bracco corporate identity with the co-branded logo, maintaining clarity and balance in all presentations. Your commitment to applying this template correctly is highly appreciated, as it reinforces a unified and professional image during the transition phase.

Co-branding Logo
Color
Typography
Photography
Applications



BLUE EARTH
DIAGNOSTICS

TITLE OF
PRESENTATION

NAME SURNAME
AUG 11, 2026



MOLECULAR IMAGING



BLUE EARTH
DIAGNOSTICS

LOREM IPSUM DOLOR

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2



BLUE EARTH
DIAGNOSTICS

TABLE OF CONTENTS

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3



LOREM IPSUM DOLOR SIT AMET

AT VERO EOS ET ACCUSAMUS

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, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR.



BLUE EARTH
DIAGNOSTICS

© Bracco | Blue Earth Diagnostics 2026.

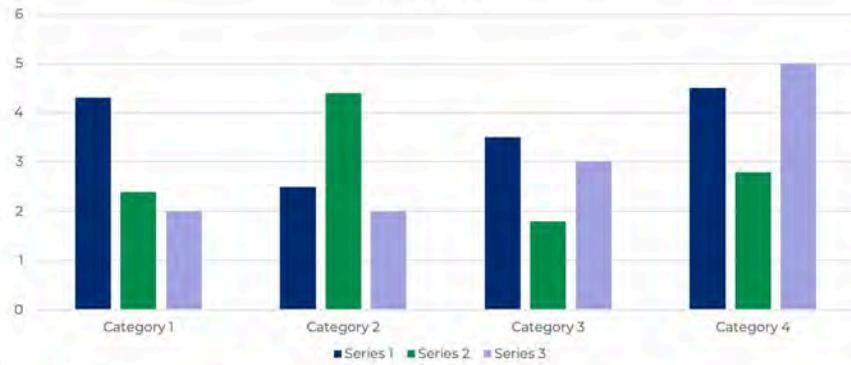


4



LOREM IPSUM DOLOR SIT AMET

Chart Title



Category	Series 1	Series 2	Series 3
Category 1	4.2	2.3	2.0
Category 2	2.5	4.3	2.0
Category 3	3.5	1.8	3.0
Category 4	4.5	2.8	5.0



BLUE EARTH
DIAGNOSTICS

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5



LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISCING ELIT SED DO EUSMOD

AT VERO EOS ET ACCUSAMUS

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, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aut rerum necessitatibus saepe

NAM LIBERO TEMPOR

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

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 repellendus Temporibus autem



BLUE EARTH
DIAGNOSTICS

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6



SED UT PERSPICIATIS UNDE OMNIS ISTE NATUS
ERROR SIT VOLUPTATEM ACCUSANTIUM

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit.



BLUE EARTH
DIAGNOSTICS

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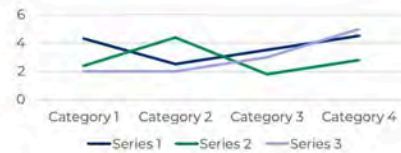
7



QUIS AUTEM VEL EUM IURE REPREHENDERIT

EXCEPTEUR SINT OCCAECAT

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR.



Category	Series 1	Series 2	Series 3
Category 1	4.2	2.3	2.0
Category 2	2.5	4.3	2.0
Category 3	3.5	1.8	3.0
Category 4	4.5	2.8	5.0

SUNT IN CULPA QUI OFFICIA

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, adipisci velit, sed quia non numquam eius modi tempora incidunt.



BLUE EARTH
DIAGNOSTICS

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8



BLUE EARTH
DIAGNOSTICS

THANK YOU



MOLECULAR IMAGING

Fact sheets & brochures

Fact sheets and brochures should apply the Bracco|Blue Earth Diagnostics brand elements in a structured and disciplined way. Color, typography, photography, gradients, and graphic elements should work together within an underlying grid or layout framework to ensure alignment, clarity, and visual consistency. While the specific grid may vary by format, all designs should follow a clear structural system to maintain hierarchy and cohesion across materials.

- Co-branding Logo
- Color
- Typography
- Photography
- Applications

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BLUE EARTH
DIAGNOSTICS



BLUE EARTH
DIAGNOSTICS

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BLUE EARTH
DIAGNOSTICS

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BLUE EARTH
DIAGNOSTICS

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Thank you

Do you have questions about this manual?
Please feel free to contact the Branding Communication Team:

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