

our work

Arius Research Inc.
branding and visual identity
2007



Targeting the target.

Arius is a biotechnology company discovering and developing the next wave of antibody therapeutics. Established in 1999, Arius has built a proprietary technology platform, FunctionFIRST™, which rapidly identifies and selects antibodies based on their functional ability to affect disease. This antibody generation engine has enabled Arius to assemble a portfolio of more than 400 antibody candidates, primarily targeting the treatment of cancers. In addition to the antibodies Arius is developing in-house, Arius has ongoing partnerships with world-leading biotechnology and drug-development companies.

Equicom's mandate was to develop a new identity and brand to support the Company's ambitions in the years to come.

A perception audit with principal target audiences; analysts, partners and the medical/scientific community, delivered the necessary data to kick off the process. A thorough review of the Company's science, competitive landscape and business strategy further informed the design and messaging. A strategic 'communications playbook' was then developed that guided the development of a new identity, logo, annual report, corporate presentation and website.

Arius's new identity revolves around the theme of a new class of antibodies that get right to the point – killing cancer cells while being safe for normal cells. The symbol, representing an antibody and the "A" in Arius, is aiming precisely at the dot over the letter "I" in the company's name. The new brand is expressive, young and aggressive, evoking precision and effectiveness.

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