



CORPORATE DESIGN & CLAIMS

FOR PROFESSIONALS



BRAND HOUSE

Please have in all your communications about Biogents our brand house in mind.



OUR VISION

TOGETHER,
LET'S INVENT THE SUSTAINABLE
MOSQUITO CONTROL FOR A
SAFER AND GREENER FUTURE



DRIVEN BY

- **Humanity**
Dedicated to safeguarding lives and improving well-being.
- **Passion**
Driven by a relentless pursuit of innovation.
- **Efficacy**
Delivering scientifically proven, reliable mosquito control.
- **Sustainability**
Championing sustainable practices for a greener future.

OUR MISSION

**Delivering mosquito solutions
without compromise.**

**Finally, solutions that are both
highly effective and insecticide-free.**

BRAND HOUSE

Please have in all your communications about Biogents our brand house in mind.

OUR MISSION IN DETAIL

At Biogents, we are driven by the belief that solving the mosquito problem requires effective, sustainable solutions backed by **scientifically proven methods & data**.

For over 20 years, we have been dedicated to **developing innovative, advanced traps** with unmatched results, that are redefining mosquito control.

We **work with researchers, individuals, professionals** and **public authorities** to protect people from the mosquito invasion and make a tangible impact on health, economies, and well-being globally.

Our mission: delivering mosquito solutions **without compromise**.

Finally, solutions that are **both highly effective and insecticide-free** to protect you and your community against mosquitoes.

We focus on the **long term**, protecting biodiversity and well-being.

At Biogents, we take this **commitment to heart**.



LOGO

The main use of the logo is the coloured version on white background.

LOGO COLOURS



Pantone: 5405 C CMYK: 58/17/0/46 RGB: 70/116/145	Pantone: 549 C CMYK: 52/6/0/25 RGB: 103/162/192	Pantone: 7544 C CMYK: 10/1/0/40 RGB: 163/172/178	Pantone: black CMYK: 91/79/62/ 97 RGB: 0/2/7	CMYK: 0/0/0/90 RGB: 60/60/59
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LOGO

The white logo is only to be used if it cannot be avoided. For images with a light background, we suggest applying a 10-20% black tint to the image to maintain legibility of the white logo.



LOGO

CLEAR SPACE AND MINIMUM HEIGHT

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least the width of the «B» in «Biogents».

To ensure the logo maintains its visual impact, do not go any smaller than 6 mm height.



MISUSE

Don't alter, rotate or modify the logo. Only to be used with the defined colours.



TAGLINE

Optional use.

Use only in English.

No other claims allowed.

Font: Barlow Condensed, $\overleftrightarrow{AV}$ 60

CMYK: 0/0/0/90



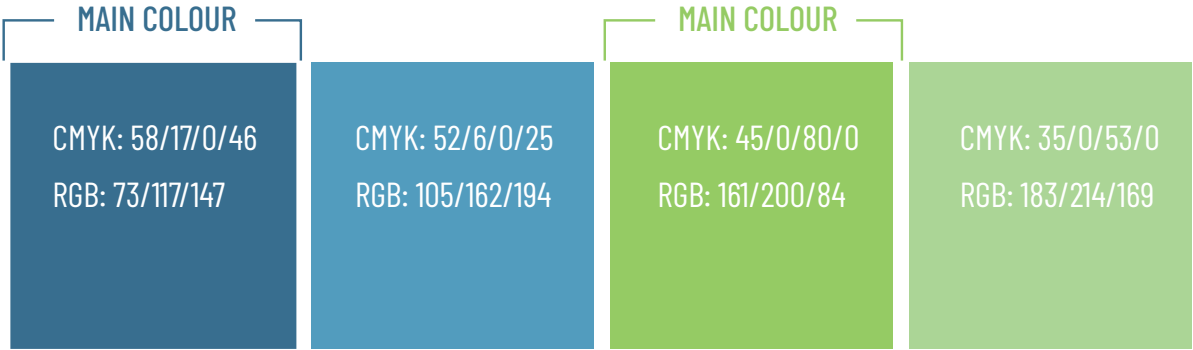
Biogents

MAKE A REAL IMPACT AGAINST MOSQUITOES

THE COLOURS FOR COMMUNICATION FOR PROFESSIONALS

We will use a distinct set of colour shades with blue as the first colour and green as the second colour and for sublines.

Please note that white areas are an important part of design!



KEY ELEMENT

The key element «crossed out mosquito» is used on blue, green or white background. Blue background is the main use.

Optional - if it cannot be avoided - it can also be used on images. For images with a light background, we suggest applying a 10-20% black tint to the entire image to maintain legibility.



TYPOGRAPHY

To keep things simple and consistent, a single font will be used for all publications.

For titles, we use capitals.

Blue is the mainly used text colour on white background in advertisement, packaging, brochures, and flyers. Continuous text in black.

BARLOW CONDENSED

Lorem ipsum sin dolores

Lorem ipsum sin dolores

Lorem ipsum sin dolores

Lorem ipsum sin dolores

Lorem ipsum sin dolores

Lorem ipsum sin dolores

Lorem ipsum sin dolores

Lorem ipsum sin dolores

Lorem ipsum sin dolores

Lorem ipsum sin dolores

Lorem ipsum sin dolores

Lorem ipsum sin dolores

GRAPHIC TREATMENT OF PROOF

Take care to use the proofs in the correct context and for the respective trap.

In case you need to create a new proof, use the BARLOW CONDENSED typo in regular and in caps letter. Put in bold the most important word(s), two maximum. If used on white background, proofs have a blue body.

All the new poofs claim have to be **validated by Biogents** marketing team.

Not allowed: leaves or any icon that shows the environment (such as plants, animals).

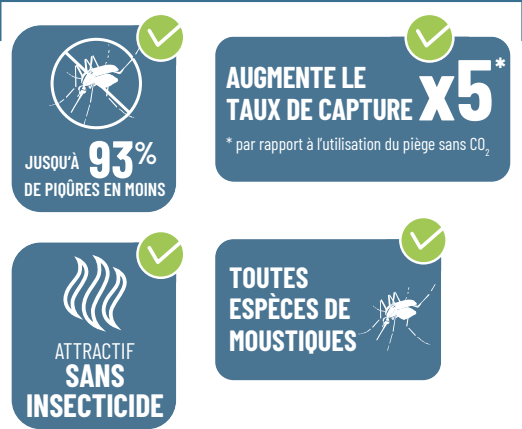
Here a selection of the most important proofs soretd by trap and language.

FR

GENERAL



BG-PROTECTOR WITH BG-BOOSTER CO₂



BG-GAT

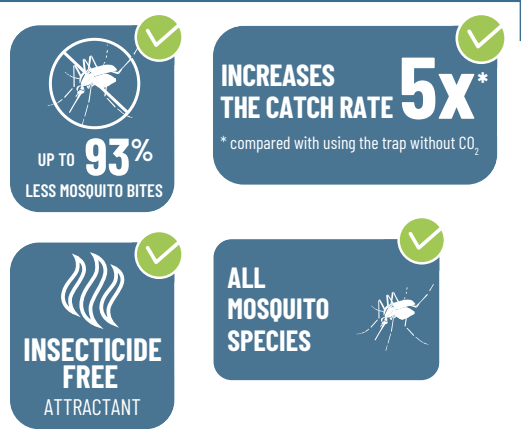


EN

GENERAL



BG-PROTECTOR WITH BG-BOOSTER CO₂



BG-GAT



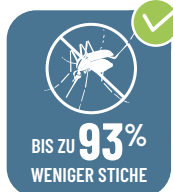
GRAPHIC
TREATMENT
OF PROOF

DE

GENERAL



BG-PROTECTOR WITH BG-BOOSTER CO₂



BG-GAT

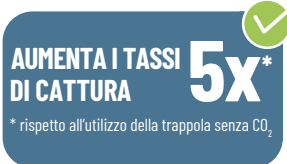


IT

GENERAL



BG-PROTECTOR WITH BG-BOOSTER CO₂



BG-GAT



GRAPHIC TREATMENT OF PROOF

If not used on a white background,
a white border around the blue
background has to be added.
Please find on the right side examples
in English.

ES

GENERAL


**CIENTÍFICAMENTE
PROBADA**


**DISEÑO
PATENTADO**


**+20 AÑOS
DE INVESTIGACIÓN**


**TECNOLOGÍA
DE BASE
CIENTÍFICA**


**UTILIZADO
POR LA OMS Y
EL INSTITUTO
PASTEUR**


**MOSQUITO
TIGRE**

BG-PROTECTOR WITH BG-BOOSTER CO₂


**HASTA UN 93%
MENOS DE PICADURAS**


**AUMENTA
LAS CAPTURAS 5x***
* par rapport à l'utilisation du piège sans CO₂


**ATRAYENTE
SIN
INSECTICIDAS**


**TODO TIPO DE
MOSQUITOS**

BG-GAT


**SIN
INSECTICIDAS**

EN

GENERAL


**SCIENTIFICALLY
PROVEN**


**PATENTED
DESIGN**


**+20 YEARS
OF RESEARCH**


**SCIENCE-BASED
TECHNOLOGY**


**USED BY
WHO &
INSTITUT
PASTEUR**


**TIGER
MOSQUITO**

BG-PROTECTOR WITH BG-BOOSTER CO₂


**UP TO 93%
LESS MOSQUITO BITES**


**INCREASES
THE CATCH RATE 5x***
* compared with using the trap without CO₂


**INSECTICIDE
FREE
ATTRACTANT**


**ALL
MOSQUITO
SPECIES**

BG-GAT


**INSECTICIDE
FREE**

CLAIMS

Due to the registration of our attractants in many European countries and other rules, claims must be in compliance with the regulations!

On the left side: allowed messages

On the right side forbidden messages



ALLOWED FOR ALL TRAPS

- Patented mosquito catching technology
- Unique/ Exclusive mosquito catching technology
- Scientifically proven effect
- Reduces biting pressure effectively
- Especially effective against tiger mosquitoes
- Especially efficient against tiger mosquitos
- Long term effect
- Developed by an expert team
- Based on more than 20 years of mosquito research
- Used by WHO & institut pasteur

ALLOWED FOR BG-PROTECTOR

- 100% insecticide-free attractant
- Insecticide-free attractant
- Insecticide-free attractant human imitation system
- Human imitation system with Insecticide-free attractant
- (Unique/Exclusive) human imitation system



FORBIDDEN FOR ALL TRAPS

- Eco-friendly
- Environmental friendly
- Leaves or any icon that shows the environment (such as plants, animals)
- Pesticide-free
- Safe for children and pets
- Helps to preserves biodiversity
- Preserves biodiversity
- Minimal impact on biodiversity

FORBIDDEN FOR FOR BG-PROTECTOR

- Insecticide-free
- Pesticide-free attractant
- Without toxic pesticides
- Without toxic ingredients
- Non-toxic
- With ingredient of natural origin

CLAIMS

Due to the registration of our attractants in many European countries, messages have to be in compliance with the registration.

On the side: allowed messages



ALLOWED FOR BG-PROTECTOR WITH BG-BOOSTER CO₂

- Against all mosquitoes
- Increases catch rates of tiger mosquitoes by 5

ALLOWED FOR BG-GAT

- Insecticide-free
- 100% insecticide-free
- Patented imitation of mosquito breeding sites
- Unique/Exclusive imitation of mosquito breeding sites

PICTOGRAMS FOR OUTDOOR TRAPS



Dès que la température moyenne dépasse 15 °C

As soon as the average temperature exceeds 15 °C
Sobald die Durchschnittstemperatur 15 °C überschreitet
Non appena la temperatura media supera i 15 °C
Tan pronto como la temperatura media supere los 15 °C



Dans une zone humide et ombragée

In a humid, shady place
An einem feuchten, schattigen Ort
In una zona umida e ombreggiata
En un área húmeda y sombreada



Proche de végétaux

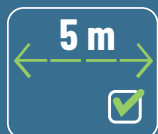
Near plants
In der Nähe von Pflanzen
Vicino alle piante
Cerca de plantas



A l'abri du vent et du soleil

Protected from the wind
Vor dem Wind geschützt
Al abrigo del viento
Al riparo dal vento

Not for the BG-GAT



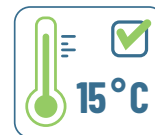
À plus de 5 m de la terrasse

More than 5 metres from the terrace
Mehr als 5 m von der Terrasse entfernt
A più di 5 m dalla terrazza.
A más de 5 m de la terraza



Supprimez au maximum les points d'eau stagnante

Eliminate as many stagnant water points as possible
Beseitigen Sie möglichst viele stehende Wasserstellen
Eliminare il più possibile i ristagni d'acqua.
Eliminar el agua estancada en la medida de lo posible



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PICTOGRAMS FOR OUTDOOR TRAPS

✓ FACILE À INSTALLER

EASY TO SET UP
EINFACH ZU INSTALLIEREN
FACILE DA INSTALLARE
FÁCIL DE INSTALAR

✓ RÉSISTANT À LA PLUIE

RAIN-RESISTANT
REGENBESTÄNDIG
RESISTENTE ALLA PIOGGIA
RESISTENTE A LA LLUVIA

1/ VARIATION PICTOGRAMS FOR REFILLS

BG-Mozzibait



Remplacez l'attractif tous les 2 mois
Replace the attractant every 2 months
Ersetzen Sie den Lockstoff alle 2 Monate
Sostituire l'attrattivo ogni 2 mesi
Reemplace el atrayente cada 2 meses

Sticky Cards



Remplacez les fiches collantes toutes les 2 semaines
Replace the sticky cards every 2 weeks
Ersetzen Sie die Sticky Cards alle 2 Wochen
Sostituire le schede adesive ogni 2 settimane
Sustituya las tarjetas adhesivas cada 2 semanas

PICTOGRAMS FOR REFILLS

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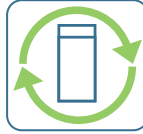
2/ VARIATION PICTOGRAMS FOR REFILLS REFILLS

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ICONOGRAPHY

1/ BIOGENTS PRODUCTS IN SITUATION

Always keep the product in the shade
and with greenery around.
This is the main use how our product
is shown.



ICONOGRAPHY

2/ BIOGENTS ISOLATED PRODUCTS SHOT

Alternatively, the product can be shown isolated. Always add the shadows of the product.



ICONOGRAPHY

3/ MOSQUITOES PICTURES

The type of mosquito shown must always be female (as it is the female that bites).

How to identify them:
Males have bushy antennae.
Females do not.

These images will be used to accompany an educational or scientific presentation.

These images are never used on key advertising visuals.



GRAPHIC CONSTRUCTION PRINCIPLE

We'll use a composition based on coloured squares to organise the messages.
On the right an example.

CLAIM AREA

Claims are always written in capital letters using the Barlow condensed bold font.

PRODUCT AREA

The product is presented cut out on a coloured background with a shadow on the ground

Logo area, logo always placed on the top left



**FINALLY,
AN EFFICIENT
MOSQUITO SOLUTION
THAT PROTECTS
MY CUSTOMERS**



Claims are always followed by the «cross mosquito» key element.

PROOF AREA

Proof pictogram (cf. slide 5)



GRAPHIC
CONSTRUCTION
PRINCIPLE

1/ VARIATION



**FINALLY,
AN EFFICIENT
MOSQUITO SOLUTION
THAT PROTECTS
MY CUSTOMERS**





**SCIENTIFICALLY
PROVEN**

2/ VARIATION



**FINALLY,
AN EFFICIENT
MOSQUITO
SOLUTION
THAT
PROTECTS
MY CUSTOMERS**





**SCIENTIFICALLY
PROVEN**

The product is presented
on an image background
with the trap optimal
positioned and people in
the background

GRAPHIC CONSTRUCTION PRINCIPLE

3/ VARIATION WITH
HORIZONTAL GRID



**FINALLY,
AN EFFICIENT MOSQUITO
SOLUTION THAT
PROTECTS MY CUSTOMERS**



GRAPHIC CONSTRUCTION PRINCIPLE

4/ VARIATION WITH
HORIZONTAL GRID



**FINALLY,
AN EFFICIENT MOSQUITO
SOLUTION THAT
PROTECTS MY CUSTOMERS**



MESSAGES FOR ADVERTISEMENTS

In advertisements, use these messages that are opened with «Finally».

The messages on the left are approved from regulatory point of view.

«Finally» should get an own line if possible.

FINALLY, A MOSQUITO SOLUTION BOTH EFFICIENT AND WITH INSECTICIDE-FREE ATTRACTANT

FOR ALL TRAPS

FINALLY, AN EFFICIENT MOSQUITO SOLUTION
FINALLY, A MOSQUITO SOLUTION BASED ON SCIENTIFIC RESEARCH
FINALLY, A MOSQUITO SOLUTION THAT SPECIFICALLY TARGETS MOSQUITOES
FINALLY, A MOSQUITO SOLUTION TO FREE MY BUSINESS FROM NUISANCES
FINALLY, A MOSQUITO SOLUTION THAT FREES MY BUSINESS EXPERTLY
FINALLY, AN EFFICIENT MOSQUITO SOLUTION THAT PROTECTS MY CUSTOMERS
FINALLY, AN EFFICIENT MOSQUITO SOLUTION THAT PROTECTS MY BUSINESS

FOR THE BG-PROTECTOR

FINALLY, AN INSECTICIDE-FREE MOSQUITO ATTRACTANT
FINALLY, A MOSQUITO SOLUTION BOTH EFFICIENT AND WITH INSECTICIDE-FREE ATTRACTANT
FINALLY, A MOSQUITO SOLUTION THAT USES INSECTICIDE-FREE ATTRACTANTS

FOR THE BG-GAT

FINALLY, A MOSQUITO SOLUTION BOTH EFFICIENT AND INSECTICIDE-FREE



FINALLY,
AN EFFICIENT
MOSQUITO
SOLUTION
THAT
PROTECTS
MY CUSTOMERS





THANK YOU!