



STEM CELLS

Corporate and Brand Identity **Guidelines**

Updated: June 3, 2011

Appropriate and consistent application of our corporate identity and brand assets helps build the recognition and goodwill we need to succeed.

Our Corporate Signature



Our **cell wall icon** represents our focus on cell-based science, technology and medicine, and visually depicts the self-renewing property of stem cells. The changes in color and letterforms from outside to inside the cell wall icon represent the transformation potential enabled by cell-based technology.

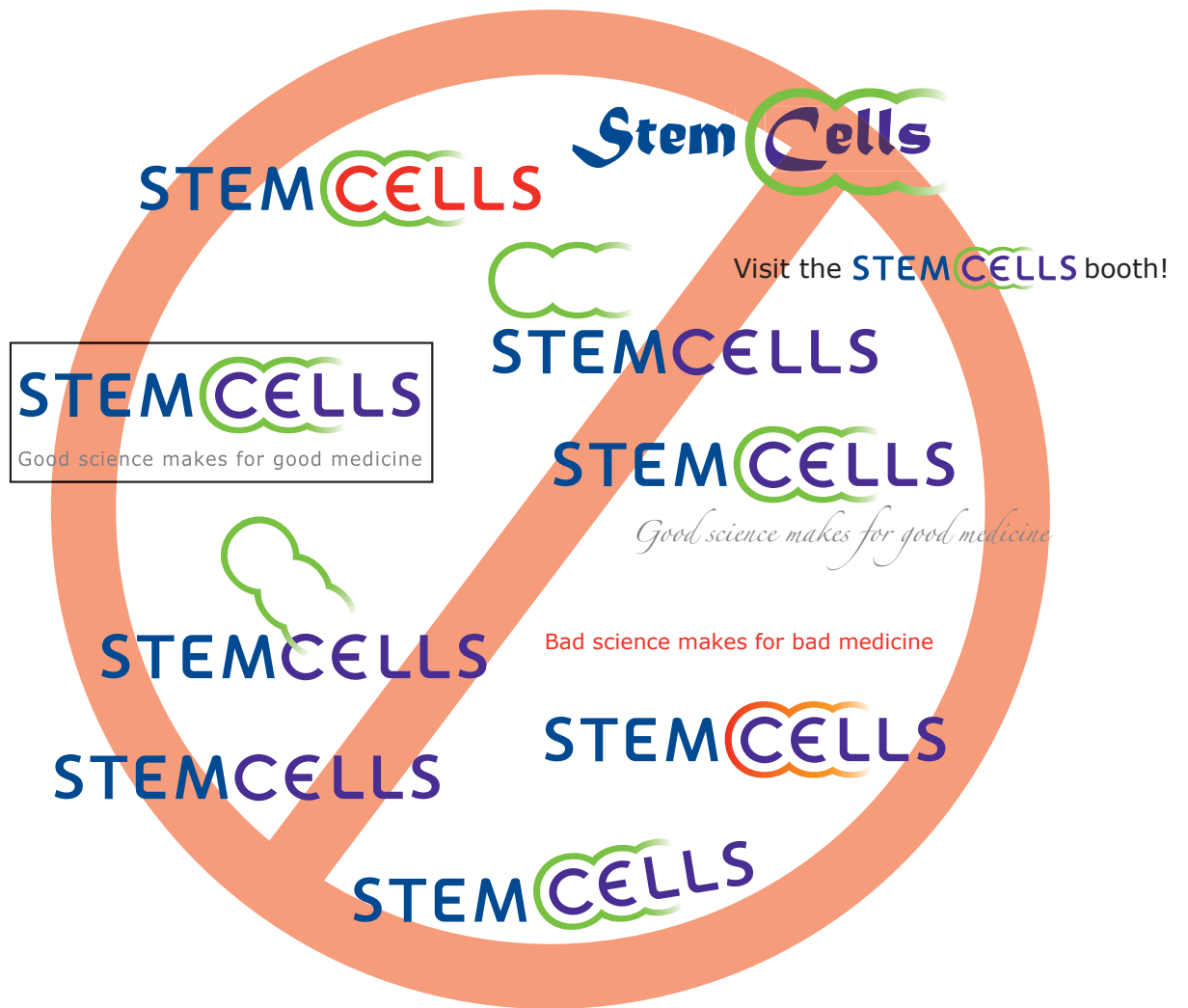
Our **tag line** affirms our scientific leadership and adherence to best practices. It asserts our commitment to base our medical research and development programs on this heritage.

To maintain the integrity of the StemCells trademark, the StemCells logo may appear only in the authorized versions provided.

Please do not:

- Change the color of any component
- Change the proportional (size) relationships between any of the components
- Change the spatial relationships between any of the components
- Incorporate the logo into a text phrase
- Crowd the logo on a cluttered page
- Surround the logo with a border
- Alter the logotype or use the logotype without the cell wall icon
- Change the tag line

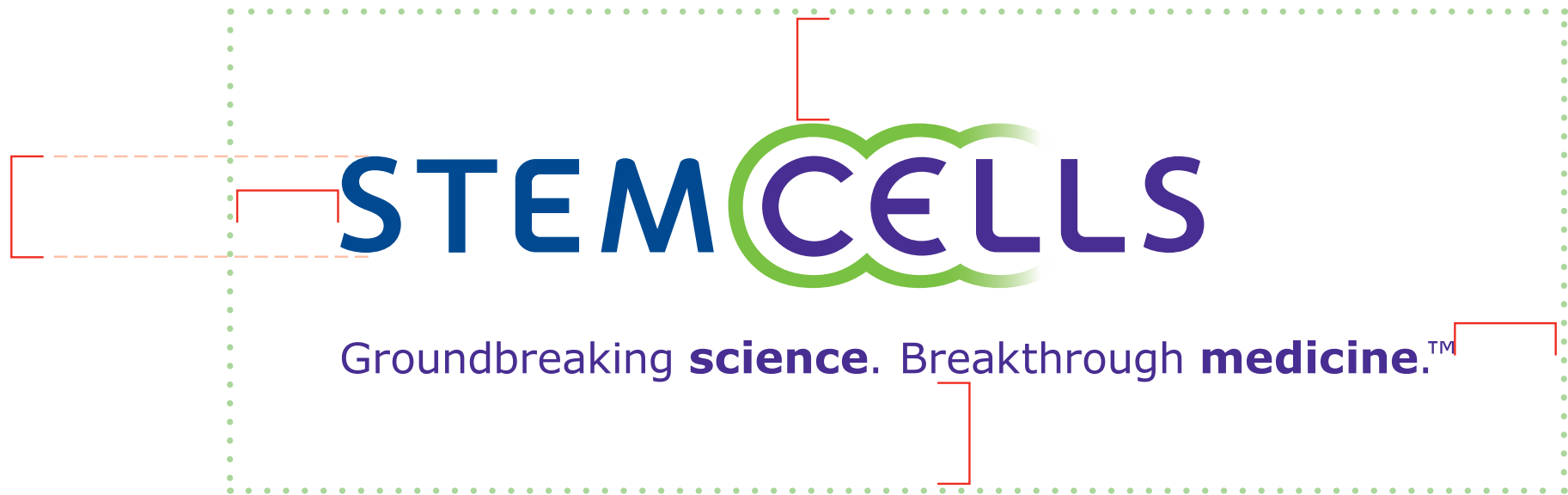
Note that in special cases, the relative size and position of the tagline may be altered, with permission from StemCells Investor Relations and Corporate Communications.



To build brand awareness and maintain our leadership position...

Please do:

- Follow all of the Guidelines layed out herein — keep reading!
- Be sure to use or supply the correct version of the logomark for each application — see page 5 of this Guide, as well as the accompanying **“StemCells Logo File Index.pdf”** appended at the end of this document.
- Include the trademark notification (TM) at the end of the tag line. (Do not use any type of trademark notification on the logo).
- Leave plenty of space around the StemCells “signature” (logo + tagline) — at least as much as the height of the letters in “STEMCELLS.”
- Feel free to use the logo either with or without the tagline depending upon the application (although the preferred use is with the tagline).



Use the "StemCells Logo File Index" appended at the end of this document to find just the file you need...

Please choose wisely



The preferred version of the StemCells logo and corporate signature is full color, with the "fade" (a.k.a. gradient) at the righthand side of the cell wall icon. Use CMYK for full color printing. Use PMS for printing Pantone spot colors. Use RGB for Internet and other electronic media, as well as for Microsoft Office applications (Word, Excel, Powerpoint).



Groundbreaking **science**. Breakthrough **medicine**.™



In some cases, the fade in the cell wall icon may not be able to be reproduced — for example, if the logo is being embroidered or cut out of vinyl for signage. In these cases, use a "noFade" version of the logo.



Groundbreaking **science**. Breakthrough **medicine**.™



For black-only (a.k.a. grayscale) applications, use a "Black" version of the logo. If printing in 1 color only, one of these "Black" versions can be converted to the single color.



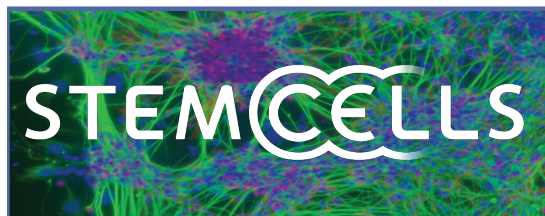
Groundbreaking **science**. Breakthrough **medicine**.™



There may be a few rare cases when the logo will be in 1 color and the fade cannot be reproduced — for example, metal letters cut out for facility signage. For such cases, use the "Black_noFade" version.



Groundbreaking **science**. Breakthrough **medicine**.™



When the logo must appear on top of a dark background, such as a photograph, use a "White" version of the logo. Be sure that the background is dark enough to provide enough contrast with the white logo and not so "busy" that the logo and tag line might not be clearly readable.



















Groundbreaking **science**. Breakthrough **medicine**.™

To enhance our corporate identity, design documents and presentations to coordinate with the corporate color palette.

Corporate Color Palette

- Pantone Matching System (PMS) inks or other materials are manufactured to match specific hues. PMS numbers may be used as references for other systems, which use various methods to simulate the Pantone spot colors.
- CMYK (a.k.a. 4-color process or full-color) uses cyan, magenta, yellow and black inks to simulate continuous tone or full color, as well as hues specified as PMS colors on printed materials.
- RGB uses red, green and blue light to simulate continuous tone or full color, as well as hues specified as PMS colors on computer or television monitors.
- Hexadecimal is the color matching system used for specifying colors in HTML and other Web-based systems

	Pantone	RGB	CMYK	Hexadecimal
Blue	 <i>PMS 662</i>	 <i>0 / 75 / 145</i>	 <i>100 / 71 / 0 / 18</i>	 <i>#004891</i>
Green	 <i>PMS 368</i>	 <i>122 / 193 / 67</i>	 <i>57 / 0 / 100 / 0</i>	 <i>#7AC143</i>
Purple	 <i>PMS 267</i>	 <i>73 / 47 / 146</i>	 <i>89 / 100 / 0 / 0</i>	 <i>#492F92</i>
Gray	 <i>PMS Cool Gray 10</i>	 <i>128 / 127 / 131</i>	 <i>0 / 2 / 0 / 60</i>	 <i>#807F83</i>

To enhance our corporate identity, use specified fonts for all corporate communications.

Corporate Typography

- For most corporate communications including documents, presentations, brochures, posters, advertising, packaging and web pages, the **Verdana font family** (Regular, Italic, Bold, Bold Italic) is all that you will need.

Verdana Regular

At StemCells, Inc., we believe that good science makes for good medicine.

Verdana Italic

At StemCells, Inc., we believe that good science makes for good medicine.

Verdana Bold

At StemCells, Inc., we believe that good science makes for good medicine.

Verdana Bold Italic

At StemCells, Inc., we believe that good science makes for good medicine.

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- The **Myriad font family** may be used for headlines where a more sophisticated look and feel is desired, such as for advertising, packaging and other custom printed materials.

Myriad MM Regular

Verdana Bold and Regular

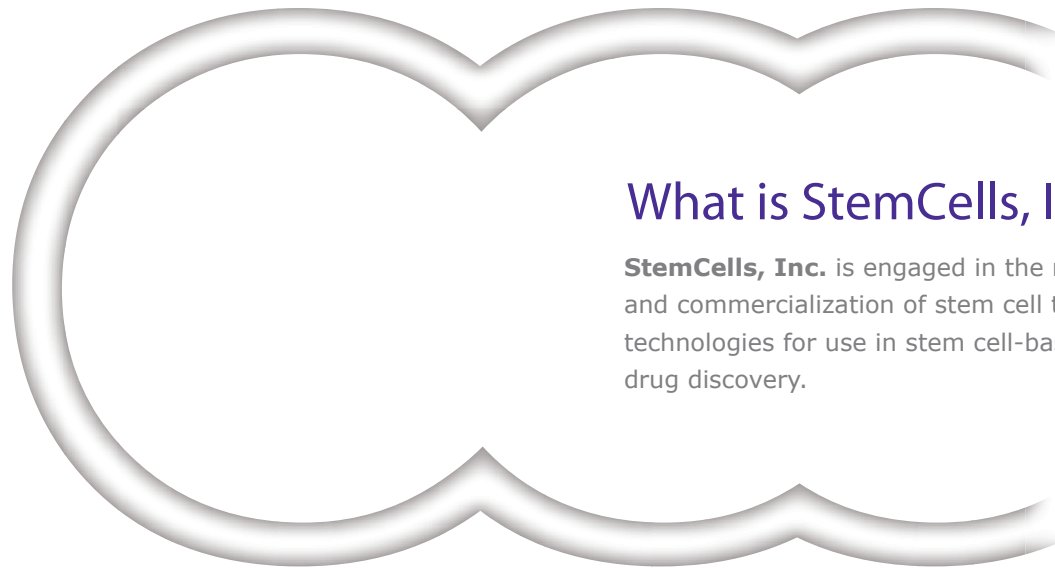
What is StemCells, Inc.?

StemCells, Inc. is engaged in the research, development and commercialization of stem cell therapeutics and enabling technologies for use in stem cell-based research and drug discovery.

To enhance our corporate identity, you may wish to incorporate the cell wall icon... Please get permission (don't count on forgiveness).

Cell Wall Icon

While the other components of the corporate signature may never be used separately, the cell wall icon may be used on its own, in special circumstances, but only as approved by StemCells Investor Relations and Corporate Communications.



Please do not:

- Use the icon in any orientation other than horizontal (i.e., never rotate it perpendicular or display it on an angle)
- Use the icon as a bullet
- Use the icon as part of a repeating pattern

StemCells, Inc. develops and markets a line of specialty cell culture products under the brand name "SC Proven."

The SC Proven Brand














At this time, SC Proven® brand assets comprise the SC Proven logo, in 2 colors (black and red) and in 1 color (black), as well as packaging for several products: NDiff®, RHB-A®, RHB-Basal®, iSTEM®, GS1-R™ and GS2-M™.



Trademarks for the brand name and logo are registered, requiring an ® notation on logomarks and on the first mention of the trade name in text.

Trademarks for the products NDiff, RHB-A, RHB-Basal and iSTEM are also registered, requiring an ® notation on the trade name on packaging and on the first mention of the trade name in text. There are no logos for these trade names.

GS1-R and GS2-M are trade names that have not, as yet, been registered. These require a ™ notation on the trade name on packaging and on the first mention of the trade name in text. There are no logos for these trade names.

	Pantone	RGB	CMYK	Hexadecimal
Black	 Pantone Black	 38 / 28 / 02	 0 / 13 / 49 / 98	 #261C02
Gray	 PMS Cool Gray 2	 230 / 231 / 232	 0 / 0 / 0 / 10	 #E6E7E8
Silver	 PMS 877			
Red	 PMS 485	 238 / 49 / 36	 0 / 95 / 100 / 0	 #EE3124



To protect our corporate identity and brand assets, use trademark notation as required.

Trademark Notation

When registered or trademarked trade names appear in corporate communications...

Please be sure to:

- Include "TM" (for trademark) or "®" (for registered trademark) on graphics, as per authorized artwork provided and/or as indicated in this document.
- Apply a "TM" (for trademark) or "®" (for registered trademark) to the first mention in every document. These notations are not typically applied to the first mention in a headline (unless it is the only mention), but can be applied to the first mention in text.
- Properly footnote the trademark attributions below the copyright line, for example:

© 2010 StemCells, Inc. All rights reserved.

SC Proven, iSTEM, NDiff, RHB-A and RHB-Basal are registered trademarks and GS1-R, GS2-M and 'Good science makes for good medicine' are trademarks of StemCells, Inc.

Trademarks

Good science makes for good medicine™

GS1-R™

GS2-M™

Registered Trademarks

HuCNS-SC®

iSTEM®

NDiff®

RHB-A®

RHB-Basal®

SC Proven®