

IMAGERY

Photos should be exceptionally crisp and high resolution. When it makes sense to support the messages being expressed, photos also should communicate our diversity, global presence and perspective. When possible, photos also should be large and full bleed.

Whether it's an image of a person, a machine, a lab or something else, the imagery we use in our communications not only must be accurate, but must express the humanity of our brand.

Along with words, photography and other imagery create the most compelling lasting impressions, which is what every brand wants, and why choosing the right images is so crucial to successful communications.

The imagery that best tells our story is like the brand itself: bold and direct, yet humane and sincere; straightforward and precise, yet imbued with emotion and compassion; confident and focused, yet humble and caring. When the imagery we use in our communications reflects these characteristics, not only do the communications materials themselves benefit, but so does the Hologic brand and those who rely on it.

Assets and materials may be downloaded from [MyHologic Brand Manager](#).



Photography attributes

Photography as part of Hologic communications efforts is meant to identify, differentiate and reflect who we are as a company and brand. When working with photographers or choosing photographs, the attributes of the pictures we include should reflect the emotional benefit of the Hologic brand, the idea that science is at the core of everything we do, the products and technologies that drive our brand and, when appropriate, the details of the products we sell. Above all else, our imagery should be relevant and meaningful, while balancing humanity with science.



People

Our photography needs more than light, shade and shadow to be successful; it needs an idea, it needs a story and it needs to make an emotional connection with the viewer.

- Real people, real needs, real stories
- Natural, unrehearsed (not posed)
- Simple compositions
- Close-up on emotion
- Diverse



Science at the Core

Our tagline says it all. The Science of Sure® represents the core of what we do and who we are. We are science-driven and purposeful, using science to achieve ever-greater certainty for medical professionals and their patients.

- Authentic
- Compelling
- Inspiring
- Sophisticated
- Visionary
- Precise
- Clinical and scientific



Products and Technology Details

While we make things and sell them, they do not define us. It's the benefits they bring, the peace of mind they inspire, the satisfaction and confidence they give that drives us forward.

- Clean, white backgrounds
- Soft reflections and shadows
- Emphasize unique design
- Heroic positioning
- High resolution
- Accuracy when showing products in use