



# BRANDING

SHAPING BRANDS THAT EVOLVE AND ENDURE

# SCIENTIAL'S BRANDING SERVICES

A strong brand is essential to stand out in the life sciences industry not just to be visible, but to be remembered when it matters most. Sciential helps companies define, refresh, or rebuild their brand identity to communicate complex science with clarity and confidence. Our approach blends research, creativity, and strategy to shape brands that build trust and recognition before buying decisions are made. A clear and consistent brand allows companies to lead conversations, inspire confidence, and secure their position in a competitive market.

## Who are the services for?

- Life sciences organizations aiming to strengthen their market identity.
- Marketing teams seeking clear and consistent brand communication.
- Commercial companies ready to modernize their image and build lasting trust with their ideal clients.

## How do the programs work?

Every Sciential branding project begins with understanding your business, audience, and goals. We analyze your market position through competitor and persona research, then shape a clear strategy for how your brand should look, feel, and communicate across all channels.

## What your team gains

- A comprehensive brandbook that defines your identity and provides clear guidelines for execution.
- A recognizable and cohesive visual identity with logos, colors, and design elements.
- Practical brand assets that bring your new image to life across digital and physical channels.

# BRANDING PROCESS

A strong brand is more than a logo or color palette, it's the foundation of trust, recognition, and growth. In the life sciences industry, where credibility and clarity are essential, a consistent brand connects innovation with understanding. At Sciential, we see branding as a strategic tool that determines whether your company makes the shortlist, shaping how you are perceived, remembered, and ultimately chosen. A well-defined identity builds authority, differentiates expertise, and creates lasting confidence among partners, clients, and stakeholders.

## Discover the Landscape

- Exploring your business, audience, and market position
- Revealing opportunities through competitor and persona insights
- Building a foundation for a brand that truly stands out

## Find Your Voice

- Defining positioning, tone, and key brand messages
- Shaping how your company speaks and connects with its audience
- Turning complex ideas into clear, consistent communication

## Design the Look

- Creating your visual identity with logo, colors, and typography
- Developing guidelines for cohesive brand expression
- Aligning visuals with the story your brand wants to tell

## Bring It to Life

- Translating your new brand into impactful materials and assets
- Designing brochures, banners, and launch visuals that engage
- Supporting implementation to ensure lasting consistency

# WHAT OTHERS SAY ABOUT US

Life sciences companies across the industry have strengthened their brand with Sciential. Here's what they have to say about their experience.



Working with Sciential was seamless from start to finish. Their team turned complex ideas into a clear and confident identity that strengthened our market presence



**- Antonella Solia**  
Head marketing  
& communication



Our rebranding with Sciential gave us the structure and confidence to communicate professionally. The brandbook and templates made it easy to align all our teams globally.



**- Timo Nore**  
Head of Marketing



# TRUSTED BY LIFE SCIENCES BRANDS

Life sciences leaders partner with Sciential to define strong, distinctive brands. Together, we turn complex science into clear communication.

The logo for AXAM, featuring the letters 'A', 'X', 'A', and 'M' in a bold, blue, stylized font where the letters are interconnected.The logo for Aurevia, featuring the word 'Aurevia' in a blue, sans-serif font.The logo for FyoniBio, featuring the text 'FyoniBio' in a blue, sans-serif font, followed by a stylized blue icon of a building or cell structure.The logo for SENCILIA, featuring a blue icon of a stylized brain or circuitry on the left, followed by the word 'SENCILIA' in a bold, blue, sans-serif font.The logo for trenzyme, featuring a blue icon of a cluster of dots on the left, followed by the word 'trenzyme' in a blue, sans-serif font, and the text 'life science services' in a smaller, blue, sans-serif font below it.The logo for BATAVIA, featuring the word 'BATAVIA' in a blue, sans-serif font, followed by the word 'biomanufacturing' in a smaller, blue, sans-serif font below it, and a large, blue, stylized icon of a DNA double helix on the right.

# MEET SCIENTIAL

We are Europe's leading digital marketing agency specializing in the life sciences sector. Our unique marketing framework empowers companies to execute successful campaigns by leveraging our expertise in both digital marketing and life sciences market insights. From brand awareness and lead generation to creative concepts and data analytics, our interdisciplinary team of over 20 experts consistently delivers excellence, helping life sciences companies achieve their marketing goals. Operating from our headquarters in the heart of Europe's life sciences ecosystem in the Netherlands, we have successfully served over 80 clients.

## Our Track Record



100+

Clients  
successfully  
served.



#1

Digital marketing  
agency in life  
sciences.



15+

Years of digital  
marketing  
experience.



30+

Life sciences and  
digital marketing  
experts.

Our trusted digital marketing  
platforms:



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