



BIOTECH WEBSITE MESSAGING & BRANDING CHECKLIST

Ensure your brand is ready to support a high-performing, trust-building biotech website.



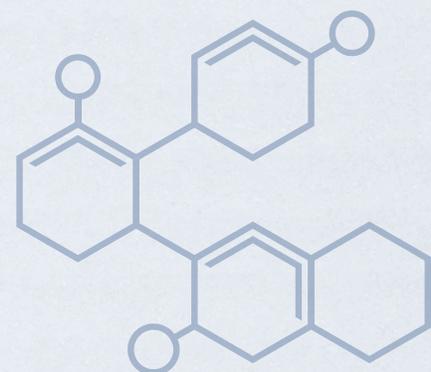
According to a Stanford study, **75 percent** of individuals rate an organization based on their website design.



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	BRANDING ELEMENT	DESCRIPTION
<input type="checkbox"/>	Mission & Vision	Defines purpose and future aspirations.
<input type="checkbox"/>	Positioning Statement	Explains who you help, what makes you unique, and your value proposition.
<input type="checkbox"/>	Messaging Pillars	Core values or themes that drive your communications.
<input type="checkbox"/>	Brand Voice & Tone	Consistent writing personality and style.
<input type="checkbox"/>	Visual Identity	Logo, typography, colors, and imagery that express your brand.
<input type="checkbox"/>	Tagline or Brand Promise	A memorable summary of your brand's value.
<input type="checkbox"/>	Storytelling Assets	Founding story, impact examples, or unique scientific journey.
<input type="checkbox"/>	Brand Guidelines Document	A resource for internal alignment on messaging and visuals.



BIOTECH WEBSITE ADDITIONAL TIPS

Bonus tips to ensure your biotech branding gets an A+.

How do I write a positioning statement?

A positioning statement is a concise description of your brand, product, or company that explains:

1. **Who** your target market is
2. What your **need** is
3. What your **solution** is (product or service)
4. What makes your solution better (your **differentiation**)

TEMPLATE

For [target market],
who [customer need],
our [product/service] is a [category]
that [main benefit or value].
We [unique differentiator or proof point].

Example: “*Andira Pharmaceuticals is a global leader in cannabinoid therapeutics, focusing on innovative solutions for medical infection control and cancer.*”

Examples of Biotech Taglines

Your **biotech company’s tagline** is the short, hard-hitting phrase that sits just beneath your logo.

- *Targeted to Cure - Maverix Oncology*
- *Synergy Changes Everything - Andira Pharmaceuticals*
- *Get to know your cells - Axion Biosystems*
- *RNA repair inspired by biology - Tacit Therapeutics*

Synergy
Changes
Everything

“Do This / Avoid That” Branding Pitfalls

DO

AVOID

Use a logo with a simple, elegant typeface that beautifully illustrates the name of your company.	Don't use a cluttered, overcomplicated logo that lacks clear identity and is visually confusing.
Use a tagline that holds its own and introduces your company to the world, with a humanizing voice.	Don't use a sterile, generic tagline that confuses the reader and uses a robotic tone.
Choose a brand palette that helps your biotech branding stand out.	Don't use inconsistent colors that don't align with your overall branding and mission.

**CONTACT US TO UPLEVEL
YOUR BIOTECH BRANDING**

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