

HOW ACCELAGEN'S NEW IDENTITY EVOLVED THROUGH NATURAL SELECTION.

A SOPHISTICATED AND SCIENTIFIC NEW LOOK AND FEEL IS SUPPORTING THEIR CONTINUED RAPID GROWTH.



CATEGORY: SIGNAGE, WALL & WINDOW GRAPHICS
CHALLENGE: ALIGNING BRAND AND PURPOSE

CASE STUDY #101

Accelagen is a leading Contract Research Organisation that works with innovative clients across regulatory and clinical research services, in both Australia and across the globe, employing a unique approach to process and people to co-create meaningful outcomes that have a tangible impact on the future of human health. After several exciting years of rapid growth, client acquisition and team expansion, including the addition of cutting edge new departments like, Biometrics, the Accelagen brand is also undergoing a dynamic evolution.

CHALLENGE:

Greg Plunkett, CEO of Accelagen, has recently opened a brand-new headquarters in the leafy Melbourne suburb of Hawthorn East. "Our business has grown substantially in the last few years and, although the working environment has changed so much recently, finding a new location was so important for our people. We have also seen this move as an opportunity to re-establish who we are, what our purpose is and how we can better communicate that to the world."

But while Greg understands the pharmaceutical landscape better than most, when it came time to bring their new brand identity into the office, he was happy to seek some help. "Our business is built on a foundation of creating genuine partnerships. What we do is not transactional but truly collaborative. It frankly must be, in order to deliver the positive impact our clients set out to make. So when it came to making our new office look amazing, I looked for a company with the same traits. I am so pleased to say that I found that in PARAGON".

SOLUTION:

Armed with a newly developed set of branding guidelines, Greg worked with PARAGON to use signage, frosted window film, graphics and vinyl to bring their refreshed 'look and feel' to life in their new space. Accelagen's colour palette is distinctive within their industry and carefully thought through with a contrast of purple on white for optimal accessibility, punctuated with pink highlights forging a connection to their concept of the personalised pathways they uniquely co-create with their clients.

The new visual system is designed to reflect fluid and flexible forms inspired by Accelagen's human-centered approach. "Innovation and continuous improvement are in our DNA, so through our new visual identity we are proud to stand out for all the right reasons.", says Greg. "The feedback from our people and clients has been fantastic too. Our mission is so important to us; to accelerate the future of human health, and now we have the space, to continue to deliver on meaningful outputs with our clients".