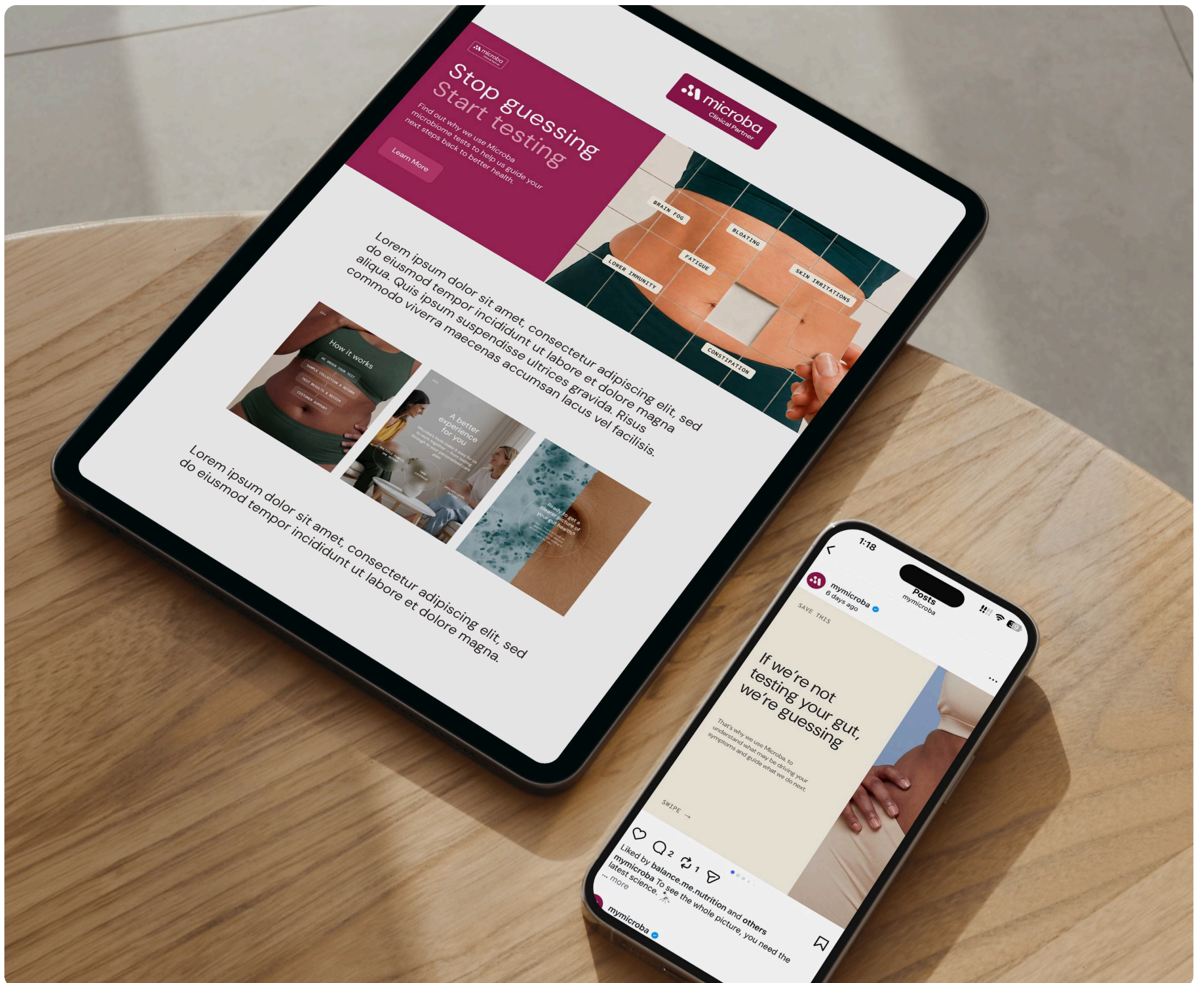


Microba Practitioners Partnerships Pack User Guide



Introduction

As a Microba Clinical Partner, you have access to one of the most advanced microbiome tests available — and now we're making it easier to share why you use Microba and the power of microbiome testing with your patients and community.

What’s Included

- 1

Clinical Partner Logo Lock-up¹

Display your Microba Clinical Partner logo on your website, in your clinic, and across your communications. Before adding the logo, please refer to the ‘User Guide for Microba Clinical Partner logo’ included in your Partnership Pack.
- 2

Website & Email Banners

Drop professionally designed banners straight into your site or email templates to promote microbiome testing.
- 3

In-Clinic Flyers & Posters: Why Test Your Gut?

Display in your clinic, or hand patients a clear, simple explanation of gut testing during consultations.
- 4

Waiting Room Brochure: Your Gut Microbiome

Waiting Room Brochure: Your Gut Microbiome Give patients an accessible introduction to the microbiome before they even sit down with you.
- 5

Social Media Assets

Post ready-made carousels and static images to educate your audience and promote testing — no design work required.

Look out for new content pack drops throughout the year.

¹ The Clinical Partner badge is for use by active Microba practitioners only and must not appear in any advertising without prior approval from Microba.

Logo Guidelines

The Microba Clinical Partner Logo identifies you as a recognised Microba clinical partner. Please follow these guidelines whenever it appears on your materials. If in doubt, please speak to your Microba account manager or contact our Brand team.

1

Placement

The Microba Clinical Partner logo must always be used as the supplied badge, with the brandmark, "microba" wordmark, and "Clinical Partner" locked together within the container. Use the badge as a single unit — do not separate, rebuild, rescale individual elements or use the brandmark on its own.

Three badge options are available: white on cranberry, cranberry on white, and white on transparent. Select the version that provides the best contrast against the background, following the same light- and dark-background principles used for the Microba logo. As a guide, use white on transparent for dark or image backgrounds, and cranberry on white or white on cranberry for light backgrounds.

2

Clear space

The Microba Clinical Partner badge must always sit in a protected area of clear space. Keep a minimum clear space equal to half the height of the badge on all sides, measured from the badge edge. Nothing — text, graphics, or another logo — should enter this space.

3

Co-branding with your clinic

Your clinic's own logo may be placed alongside the Microba Clinical Partner badge, provided the clear space above is respected.

To place any logo other than your own clinic's alongside the Microba Clinical Partner badge, please share the artwork with Microba for approval before it goes to print or publication.

4

Keep the badge intact

Do not recolour, stretch, crop, or decorate the badge. Always use a logo file supplied by Microba, choosing the lockup that suits your background.

5

Questions

If you have any concerns or aren't sure whether something is permitted, please email our Brand team at design@microba.com.