

BIOBRAND

Marketing Asset Spec Sheet — Copy Limits, Dimensions & Design Rules

This reference document establishes word count limits, technical specifications, and design rules for every marketing asset BioBrand may produce. Use it before writing any copy, briefing any designer, or submitting any asset for production. *Assets marked [NEW] were identified as gaps in your current library. Assets marked [BIOTECH] carry specific expectations from scientific and investor audiences.*

01 — PRINT COLLATERAL

Asset	Dimensions / Format	Word Limit	Key Design Rules
1-Pager	8.5 × 11 in 300 DPI PDF/AI	~280 max 400	<ul style="list-style-type: none"> – One idea, one audience — don't try to do everything. – Headline must work without the body. Lead with the outcome. – No more than 3 content zones below the headline. – Keep white space — at least 30% of the page should breathe. – CTA must be visually isolated — box it or give it a color. – Logo + contact in footer only. No logo domination at top.
2-Pager	8.5 × 11 in × 2 300 DPI PDF/AI	~550 max 700	<ul style="list-style-type: none"> – Page 1 sells the concept, Page 2 sells the proof. – Visual hierarchy must carry reading order — don't rely on numbers. – Each page must stand alone if photocopied separately. – Pull quote or stat callout on each page — break up the body. – Consistent grid: same margins and column widths across both pages.
Scientific Poster 24×36 [BIOTECH]	24 × 36 in (portrait) 150–200 DPI PDF	~800 max 1000	<ul style="list-style-type: none"> – Title legible at 10 feet — minimum 72pt, ideally 90–100pt. – Section headers 36–42pt. Body text minimum 24pt. – 6-column grid is standard. Balance data viz with copy. – Every figure needs a caption — no orphan charts. – QR code to paper/data is expected at this size. – Leave 1.5 in margins minimum on all sides for print bleed.
Poster 11×17	11 × 17 in 300 DPI PDF/AI	~150 max 220	<ul style="list-style-type: none"> – Meant to be read at arm's length — keep it clean. – One dominant image or data visual. Let it breathe. – Headline minimum 60pt. Body minimum 12pt. – Two color zones max: hero area and detail area. – If it's an event poster, the date is as big as the title.
Tri-fold Brochure [NEW]	8.5 × 11 in folded 300 DPI PDF	~500 max 700	<ul style="list-style-type: none"> – Panels are 3.67 in wide when folded — plan your art accordingly. – Cover panel: brand impression only. Don't explain — intrigue. – Back panel: contact info, QR, social handles. – First inner panel visible when folded acts as a second cover — use it. – Each inner panel must work as a standalone unit. – Bleed 0.125 in on all edges. Safe zone 0.125 in from fold lines.
Rack Card [NEW]	4 × 9 in 300 DPI PDF	~120 max 180	<ul style="list-style-type: none"> – Top 1/3 visible in rack display — make that zone count. – Treat it like a tall, skinny 1-pager. – One purpose. One audience. One action. – Add 0.125 in bleed on all sides.
Business Card [NEW]	3.5 × 2 in 300 DPI PDF	~25 max 35	<ul style="list-style-type: none"> – Minimum font size 7pt (ideally 8–9pt for contact info). – Name at 10–12pt minimum. – Safe zone: 0.125 in from all edges.

Asset	Dimensions / Format	Word Limit	Key Design Rules
			<ul style="list-style-type: none"> - QR code optional but increasingly expected in biotech. - Leave back side for brand statement or visual — not more text.
Fact Sheet [BIOTECH]	8.5 × 11 in 300 DPI PDF	~350 max 450	<ul style="list-style-type: none"> - Data is the hero. Let the numbers breathe with big type. - Stats should be styled as callouts — not buried in paragraphs. - Different from a 1-pager: this is evidence, not sales copy. - Footnotes or source citations are expected in regulated industries. - Keep to a neutral editorial tone — this lives in due diligence folders.
White Paper / Research Brief [BIOTECH]	8.5 × 11 in 300 DPI PDF Multi-page	~2500 max 5000	<ul style="list-style-type: none"> - Different purpose than a 1-pager: depth, not brevity. - Design job: make dense content scannable — strong headers, pull quotes, callouts. - Cover page is a brand piece — treat it like a book cover. - Table of contents for anything over 8 pages. - Footnotes, citations, and methodology are expected in biotech.

02 — DIGITAL & SOCIAL

Asset	Dimensions / Format	Word Limit	Key Design Rules
LinkedIn Post	Text Optional 1200 × 627 px image 72 DPI	~200 max 300	<ul style="list-style-type: none"> - Line 1 is everything — write it last, optimize for 'See more'. - Use white space between lines. Write for scroll, not read. - Image text: 6 words max. Let the post copy do the explaining. - End with a question or clear invitation to engage. - 3 hashtags max for credibility.
Capabilities Deck Slide	16:9 1920 × 1080 px PPTX/Keynote	~35 max 50	<ul style="list-style-type: none"> - If you can read a slide in full while someone is talking — it's too much. - One idea per slide. One message per idea. - Bullets: 5–7 words each, max 4–5 per slide. - Minimum 28pt body text. Title 40–60pt. - Full deck: 10–15 slides, 300–600 total words. - Speaker notes are for the presenter, not the slide.
LinkedIn Company Banner [NEW]	1128 × 191 px 72 DPI PNG/JPG	~10 max 15	<ul style="list-style-type: none"> - Profile photo overlaps bottom-left — no critical content there. - Think billboard, not poster. Extremely wide and very short. - Brand identity piece only. No body copy. - URL or hashtag if it fits — nothing else.
Email Newsletter Header [NEW]	600 × 200 px 72 DPI PNG	~8 max 12	<ul style="list-style-type: none"> - Logo always present. Brand color dominant. - Date or volume/issue number optional. - Must render on 320px wide screens — test mobile. - No dark background if email body is white — creates a seam.
Email Signature Banner [NEW]	500–600 × 100–150 px 72 DPI PNG	~12 max 18	<ul style="list-style-type: none"> - One purpose: drive one action (register, download, visit). - Host externally (Google Drive or CDN) — do not attach to email. - Refresh seasonally or per campaign. - Alt text required. Some email clients block images.
Blog / Article Header [NEW]	1600 × 900 px 72 DPI JPG/PNG	~8 max 12	<ul style="list-style-type: none"> - Text overlay optional — article headline usually handles this. - Brand color palette. No generic stock photo pastiche. - Must crop cleanly to 16:9 AND 4:3 — check both. - Doubles as LinkedIn article cover at 1200 × 627 px.

Asset	Dimensions / Format	Word Limit	Key Design Rules
Zoom Virtual Background [NEW]	1920 × 1080 px 72 DPI JPG/PNG	~6 max 10	<ul style="list-style-type: none"> – Keep the center 40% clear — that's where faces go. – Bottom third often covered by video UI — no text there. – Simple and minimal. Complex backgrounds read as unprofessional. – Soft colors, no harsh contrast. It's a backdrop, not a billboard.
Webinar / Event Promo [NEW]	1200 × 627 px 72 DPI PNG	~25 max 35	<ul style="list-style-type: none"> – Date is the most important element — make it large. – Speaker headshots if available — social proof drives registrations. – Brand watermark or co-brand logo if partnering. – CTA must be present and clear (Register, Learn More, etc.).
Social Post (Instagram) [NEW]	1080 × 1080 px (post) 1080 × 1920 px (story) 72 DPI	~8 max 12	<ul style="list-style-type: none"> – Image should work without any text on it — text is enhancement. – Stories: safe zone = center 60% (platform UI sits at edges). – Stories are vertical — design completely different from square post. – Minimal text on image = more reach on most algorithms. – Caption (separate from image) can be 100–200 words.
Investor / Teaser Deck [BIOTECH]	16:9 1920 × 1080 px PDF/PPTX	~30 max 40	<ul style="list-style-type: none"> – Even less copy than a capabilities deck — investors read fast. – 10–12 slides max. 150–250 total words for full deck. – Team, market, traction, ask — that's the full structure. – Data heavy: charts earn more space than copy. – Design is a signal of the company's quality — don't phone it in.

03 — EVENT & SIGNAGE

Asset	Dimensions / Format	Word Limit	Key Design Rules
Booth Backdrop	8×10 or 10×10 ft 100 DPI at final PDF (CMYK)	~20 max 28	<ul style="list-style-type: none"> – Viewed at 10–20 feet. If you can read it all — it has too much. – Logo must be readable at full distance — min 8 in tall at final size. – Maximum 3 visual elements: logo, headline, supporting visual. – No body copy, no bullet points, no phone numbers. – High-res artwork only. RGB → CMYK conversion required for print. – Tension fabric needs 0.5–1 in seam allowance — check with vendor.
A-frame Sign	22 × 28 in typical 150 DPI PDF	~18 max 25	<ul style="list-style-type: none"> – Directional sign: arrow + 3 words. That's it. – If promoting something: event name, date/time, room/location. – Minimum 60pt headline. Smaller text is unreadable at standing height. – Weather-resistant substrate if used outdoors. – Double-sided — both panels should match (or Panel B can have a map/detail).
Name Tag / Badge	3 × 4 in or 4 × 3 in 300 DPI PDF	~12 max 18	<ul style="list-style-type: none"> – First name is primary — size it 2× larger than everything else. – Color-code by role or tier if multi-audience event. – QR code for digital business card exchange is now expected. – Conference badges: leave top 0.375 in clear for hole punch.
Yard Sign	18 × 24 in typical 100 DPI PDF (Coroplast)	~6 max 8	<ul style="list-style-type: none"> – Read at 15–30 mph. Four words is ideal. Six is the ceiling. – Logo OR wordmark — not both.

Asset	Dimensions / Format	Word Limit	Key Design Rules
			<ul style="list-style-type: none"> – High contrast only: dark on white, white on dark. No pastels. – Minimum 3 in letter height at final size. – No gradients — they band badly on coroplast print.
Pull-up / Retractable Banner [NEW]	33 × 80 in typical 150 DPI PDF	~35 max 50	<ul style="list-style-type: none"> – Bottom 8–10 in hidden in retractable housing — keep clear. – Top 20 in is the power zone — logo + headline only. – Middle zone: 3 punchy bullets, icons, or one strong visual. – Minimum 36pt body text. Viewed at 3–8 feet. – Add bleed per vendor spec (usually 1–2 in at bottom for hardware).
Table Tent / Card [NEW]	3.5 × 8.5 in flat, scored 300 DPI PDF	~30 max 50	<ul style="list-style-type: none"> – Front panel faces the audience — brand first, message second. – Used at conference tables, demos, registration desks. – QR code to booking link/deck/more info is high-value here. – Score line placement from vendor — leave 0.125 in clear.
Kiosk / Monitor Loop [NEW]	1920 × 1080 px 72 DPI PNG sequence or MP4	~20 max 30	<ul style="list-style-type: none"> – Rotate 4–6 slides on a 5–8 second timer. – No body copy — if they have to read it, you've lost them. – High contrast. No delicate thin fonts. – Design for viewing 6–15 feet away in bright ambient light.
Conference Pocket Folder [NEW]	9 × 12 in closed 300 DPI PDF	~15 max 20	<ul style="list-style-type: none"> – Cover is a brand moment — don't clutter with specs. – Interior pockets hold collateral — no copy needed inside. – Business card slot in right pocket is standard. – Spine (if applicable): company name only, readable vertically.

04 — COMMUNICATIONS & PUBLICATIONS

Asset	Dimensions / Format	Word Limit	Key Design Rules
Scientific Abstract [BIOTECH]	Single page text Conference submission format PDF/Word	~250 max 350	<ul style="list-style-type: none"> – Usually a branded Word/PDF template — consistency matters. – Title: 12–15 words, no abbreviations. – Formatting almost always conference-dictated — check submission guidelines. – Design value: cover page and footer branding only.
Media Kit / Press Kit [BIOTECH]	Digital PDF 8.5 × 11 in 150 DPI Multi-page	~600 max 900	<ul style="list-style-type: none"> – Journalists scan — make key facts impossible to miss. – Include high-res logo download link, not the logo embedded. – Photography credits and usage rights page is expected. – Keep it evergreen — dates and specific claims go stale fast. – Boilerplate: 75–100 words, always up to date.
Postcard / Direct Mail [NEW]	4 × 6 in or 5 × 7 in 300 DPI PDF	~60 max 90	<ul style="list-style-type: none"> – Front is the brand moment — back is the sell. – USPS address block must follow exact spec for bulk mail. – Leave 0.125 in bleed all edges. – High gloss front / matte back is standard for readability.

05 — UNIVERSAL DESIGN RULES (ALL ASSETS)

Typography Brand specific. Never substitute without approval. In non-design environments (Word, Google Docs), use Arial as the fallback. Minimum body size: 9pt in print, 14px on screen.

Color Lead with the client's brand palette. When in doubt, use the primary color + white + one neutral. No more than 3 colors in a single asset unless data visualization requires it.

Logo Always use the approved vector file. Never stretch, rotate, recolor, or place over a busy background. Minimum clear space = the height of the logomark on all sides.

White Space If it feels like too much, it's probably right. White space is not wasted space — it is the single fastest way to make an asset look more professional.

Imagery Science photography, data visualization, and real team/lab photography outperform stock. If you must use stock, avoid clichés (handshakes, glowing DNA, faceless doctors).

Proofreading Every asset must be proofread at 100% zoom in its final deliverable format before approval. Spell-check does not catch wrong words — it only catches misspelled ones.

File Naming Format: ClientName_AssetType_Version_Date.ext — example: BioBrand_1Pager_v2_20260317.pdf

Print Bleed All print assets require 0.125 in bleed beyond the trim line on all edges. Never rely on white paper showing through at edges.

Accessibility Minimum 4.5:1 contrast ratio for body text. Do not rely on color alone to convey meaning. Alt text required on all digital image assets.

File Delivery Print → press-ready PDF (PDF/X-1a preferred). Web → PNG (transparency) or JPG (photos). Decks → native editable PPTX + exported PDF. Always deliver both if in doubt.

Prepared by Wizardly | wizardly.co | Questions? hello@wizardly.co