
Life Sciences Corridor

Logo Designs | April 2014

Option 1: Linear Red Line

The inspiration for the following linear options was drawn from the Red Line which connects and unites all three participating cities, Cambridge, Boston, and Quincy.

Option 1a takes a more literal approach to the Red Line while option 1b is slightly more abstract. The red line is still present, but does not mimic the T maps.

Options 1c and 1d again incorporate the Red Line, but include an additional mark which represents each of the three cities as a different hub. The circles can be looked at as representing each city, or can be seen more abstractly. The three come together to form a cluster and create a larger, cohesive object. The benefit to 1c and 1d is their ability to easily change their layout, from rectangular to square.



Life Sciences Corridor



Life Sciences Corridor



Life Sciences Corridor

Cambridge | Boston | Quincy



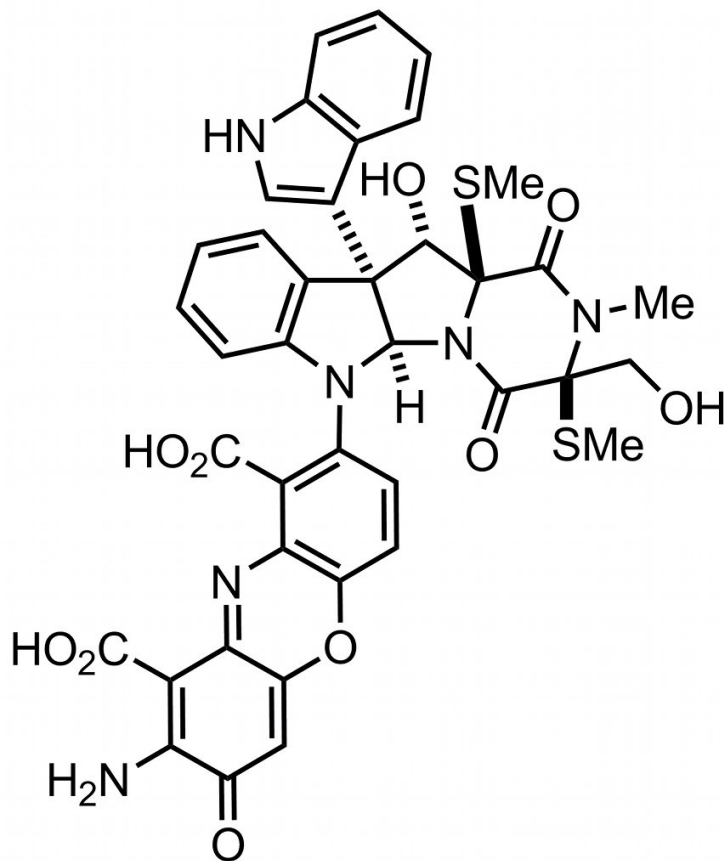
Life Sciences Corridor

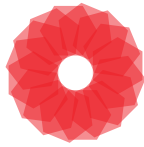
Cambridge | Boston | Quincy

Option 2: Hexagon Icon

The inspiration for the following hexagon icons was drawn from the use of hexagons to represent the line-angle formulas of organic compounds. Additionally, hexagons have six sides, which is divisible by three - the number of cities involved.

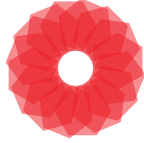
The first linear set of options shows clusters of hexagons which overlap and create another, more complex and interesting image. The benefit to this logo is that it translates well to a square design, as shown on the bottom row.





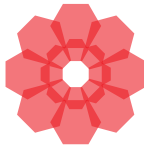
Life Sciences Corridor

Cambridge | Boston | Quincy



Life Sciences Corridor

Cambridge • Boston • Quincy



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Life Sciences Corridor

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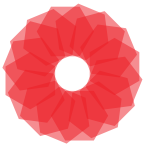
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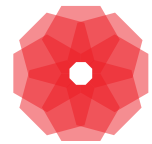
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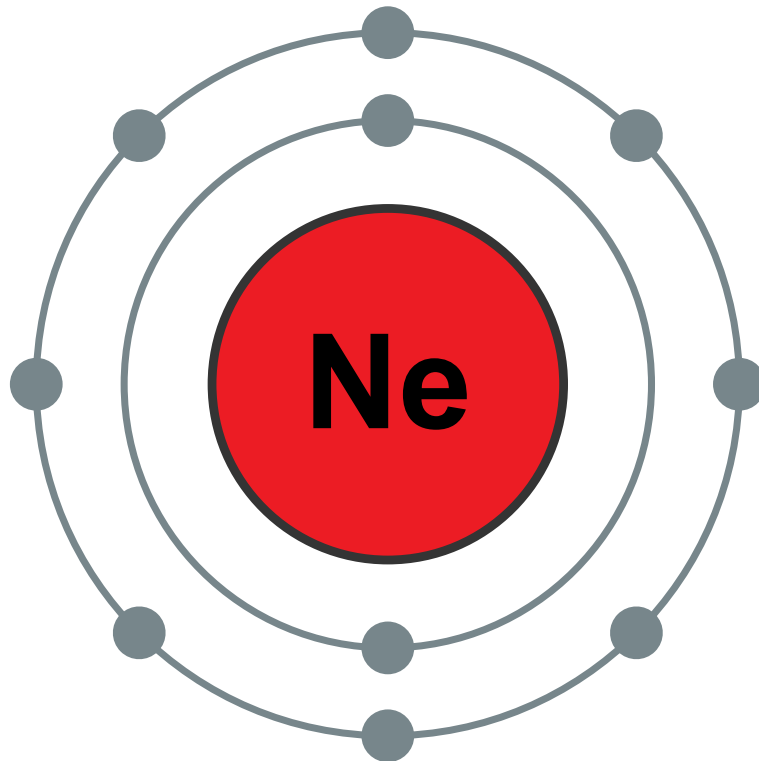
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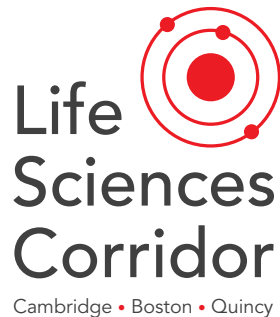
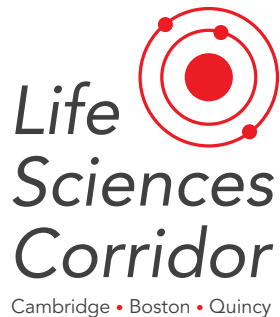
Option 3: Atom Icon

The inspiration for the following atom icons was drawn from representations of atoms with their concentric rings.

Options 3a to 3c show each city laid out geographically and each is represented by an atom symbol. The atoms also represent hubs with a center nucleus and the rings of additional research/innovation emanating outward. In this way, each hub shows expansion and growth.

Options 3d to 3h are similar in nature but the electrons on the outer rings represent the cities geographically. The benefit to this icon is its ability to easily be rearranged to form a square logo as seen in the bottom row.





Life Sciences Corridor/Cluster

Through initial research conducted, it was found that approximately five Life Sciences Corridors are currently, or have at one time, been in existence in the United States (see below). It may be beneficial to adjust the name slightly to make it more unique. One option could be to change the word "corridor" to "cluster" making it the Life Sciences Cluster. Cluster is a more scientific term in that it is used to describe a small grouping of atoms or molecules. It also shows overlap and collaboration, where corridor seems to speak more to the cities being one after another along a path as opposed to intersecting. The following page shows examples of the previous logos with the word cluster inserted.

Additionally, the last page shows examples of alternative names which have the benefit of being shorter as well as more descriptive. For instance, the Life Sciences Corridor could be located anywhere, but by selecting a name which uses terms like harbor, bay or hub, one can begin to get an idea of where the Corridor is located. Any of the previous logos can be adjusted to incorporate a new name.

Life Sciences Corridors

In the United States

Michigan Life Sciences Corridor

http://www.umich.edu/~bhlumrec/admin_unit/president/WEB-SITE/03012001accession/pres/lifesciences/corridor/

Minneapolis Lifesciences Corridor

http://www.ci.minneapolis.mn.us/cped/projects/cped_mpls_lifescience_corridor

North Palm Beach County Life Science Corridor

<http://www.pbcgov.com/corridor/>

Life Sciences South Florida, originally Life Sciences Corridor

<http://lifesciencessf.org/>

Worcester/Cambridge/Boston Life Sciences Corridor

<http://massbiomed.org/wp-content/uploads/2013/11/Analysis-of-Biomedical-Industrys-Economic-Impact-2013.pdf>

Life Sciences Cluster



Alternative Names

BioTech
BioHub
BioHubBoston
BioBay
BiotechBay
BioAlley
BiotechBelt
BioMedBos
BioTechBos
BioCluster
BiotechCluster
BiotechHarbor
BiotechCoast
BiotechHub
BioPharma
BioPharmaBoston
BosBio
BosSciTech
BosBioLab
BosBioCluster

TechBay
TechHarbor
TechHub
MassTech
MassPharmaTech
BosTech
BostPharmaTech

LifeHub
BosLife
LifeTech

HubMed
BosMed

HealthHarbor
HealthHub
BosHealth
BioLabBoston
HubLab
BayLab
MassLab
BosLab
HarborLab

BeakerBay
BostonBeaker

Location Names:

Region
Belt
Cluster
Circuit
Corridor
Nucleus
Alley
Portal
Coast
Harbor
Bay
Hub
Line

Life Sciences Names:

Bio
Biotech
Biomed
Pharma
Life
Med
Biogen
Bioeng
Health
Lab
Research

North Carolina
"Research Triangle"