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Aragen reveals new brand identity

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Aragen Life Sciences (Aragen), formerly known as GVK Biosciences officially marked its transition to new brand identity. The company is poised for growth in the outsourced discovery, development, and manufacturing services sector across both large and small molecule platforms.

Coinciding with its 20-year history and an incoming global investor, Goldman Sachs, Aragen unfolded the new brand. Manni Kantipudi, CEO, Aragen said, “Our brand promise of ‘Together Ahead’ and our purpose 'In every molecule is the possibility for better health' reflect what Aragen does best – work with our partners and make them successful in the race for better health.”

Elaborating on the new visual brand identity and brand promise, Ramesh Subramanian, Chief Commercial Officer, Aragen said “Our new mark embodies our brand promise, Together Ahead. The seamless coming together of two forms and their collaborative movement, represent our partnerships that enable inï¬nite possibilities for better health. Our symbol which we call ‘AURA’ embodies our distinctive personality — Ambitious, Understated, Resilient and Agile. Aragen’s brand colours are loaded with symbolism and meaning. From the deep blue colour that conveys the possibilities of science, strength and resilience, the transition is made to vibrant orange which symbolises life, better health, as well as ambition and energy.”