

Prime + Beam

Prime Medicine and Beam Therapeutics are separate companies that each emerged from the laboratory of Dr. David R. Liu. Sharing many common interests, Prime and Beam have built a partnership to form a collaborative approach to fighting disease and accelerating the development of Prime Editing to deliver therapies for patients. In the areas of partnership, Prime Medicine and Beam share research, expertise, and intellectual property for assays, know-how, delivery, and manufacturing.

culture hypothesis

Prime: “We’re building a group of dedicated, scientifically curious individuals who are passionate about helping patients live longer, healthier lives. We are committed to creating an environment that supports great people and encourages them to support one another.”

Beam: A community of fearless innovators. Rigorous and honest in our research. Listening with open minds. Committed to each other.

*similar culture statements... might take some reference from our working knowledge of Beam?

brand design observations

FONT - spacemono?

COLORS - bold | play on primary?

STYLE - clean | clear | graphic

IMAGES - fun | simple | diagramitic

cumming proposal differentiators

*locations... study further to understand P&W's recommendations and potentially offer reductions/additions?

*phasing... ex. if the reception isn't in Phase1 of construction perhaps offer an interim entry “hook” for ‘day’ one of Phase1 that will naturally become part of the fabric on ‘day 2’

*key features... work w/prime's wording...

prime: Key Features (of the science) & of experiential design

versatile ... description

precise ...

efficient ...

broad ...

Recommended (PW)

- Reception Area
- Cafe
- Primary Circulation Paths
- Intercommunicating Stairs
- Open Office
- Collaboration Areas
- Labs
- Glass Distraction Film (as required for privacy)