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Altasciences Announces Launch of New Brand and Website

Laval, Quebec, Feb. 12, 2019 – [Altasciences](https://www.altasciences.com), a mid-size CRO specializing in a flexible, innovative approach to providing comprehensive early stage drug development, including preclinical, clinical, bioanalysis, and research services, has unveiled a new brand identity and [website](https://www.altasciences.com). Altasciences' companies, Preclinical Services in Seattle, Algorithmme Pharma, Vince & Associates Clinical Research, and Algorithmme Pharma USA, are now further united under the Altasciences brand.

Feedback from our clients and third parties made it clear that our current brand identity did not fully convey the company's personable and flexible approach, capabilities, expertise and, in particular, the efforts put in to integrating their capabilities and sites with the goal of providing a coordinated approach to early phase development. As a result, Altasciences has aligned its brand with who they are and what they do: *Moving in Unison to deliver big impact with a personal touch.*

"We're excited that our new messaging communicates how Altasciences is uniquely positioned to closely partner with sponsors in early drug development and provide the exceptional service our clients have come to expect," said [Julie-Ann Cabana](#), Vice President of Marketing and Commercial Integration at Altasciences. "The intention of our brand is to reflect the everyday scientific heroes that make drug development a reality. It is about highlighting the importance of partnering with our clients, as well as the human aspect of drug development."

The brand logo, which has green ribbons moving together in a peak to form an 'A', symbolizes the company's dedication to working together to maintain the highest scientific and operational standards necessary to meet clients' challenges, while always seeking new opportunities to innovate. Green represents the color of life, growth, harmony, and success. A refreshed graphic approach features imagery that represents real-life moments, demonstrating the vibrancy of life and the essence of what Altasciences does — supporting research that helps bring new medicines to the people who need them, faster. The new identity has been fully rolled out in a revamped [company website](#).

"We've spent the past 25 years partnering with our clients to research and develop potentially life-saving therapeutics," said [Chris Perkin](#), CEO, Altasciences. "Now, our brand identity pays homage to the strength of that heritage. It not only shows who we are as a company, but where we are going."

About Altasciences

[Altasciences](#) is a forward-thinking, mid-size contract research organization offering pharmaceutical and biotechnology companies of all sizes a proven, flexible approach to preclinical and early phase clinical studies, from lead candidate selection to proof of concept. For over 25 years, Altasciences has been integrating into clients' projects to help support educated, faster, and more complete early drug development decisions. Altasciences' full-service solutions include preclinical safety testing, clinical pharmacology, bioanalysis, program management, medical writing, biostatistics, and data management, all of which can be tailored to specific sponsor requirements. Altasciences... helping sponsors get better drugs to the people who need them, faster.

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