

**DESIGN
GUIDELINES**
DEBIOPHARM GROUP™

Introduction

The purpose of these guidelines is to establish a set of consistent recommendations for the use of the Debiopharm Group™ brand name on various communication media, as well as to standardize and improve the readability of all internal and external communication campaigns. Clear and simple rules of application have been defined so that these guidelines are as unrestrictive as possible. They provide a frame of reference within which each document must find its place. This framework is not fixed and will evolve naturally over time.

For any purpose not included in this document, the Communications Department (communication@debiopharm.com) must approve the graphical elements chosen.

It is important that the documents convey a sense of quality and visual continuity as they portray the company's image.

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Logotype

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Logo

Logos, by definition, are considered to be images. No constituent element of the logo can be modified.

The Debiopharm Group™ logo consists of three elements:

- Its symbol, identifying the brand
- Its inscription “Debiopharm Group™”
- Its tagline “We develop for patients”

In the majority of cases, the logotype is made up of these three elements, but for small format publications it is possible to use the logotype without its tagline.

PRESENTATION



Logo

LOGO COLORS



PANTONE	185
CMYK	0 100 100 0
RGB	227 0 15
HTML	#e3000f

PANTONE	Black
CMYK	0 0 0 100
RGB	0 0 0
HTML	000000



PANTONE	Black / 45%
CMYK	0 0 0 45
RGB	167 167 167
HTML	A6A7A9

PRINTING

For printing we recommend the use of Pantone, to maintain a bright red color.

Logo

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DARK BACKGROUND

On a dark background, the logo is mainly used in white monochrome.



MONOCHROME

In monochrome, the logo is displayed in black and white, keeping the distinction between the terms Debiopharm and Group.

Logo



EXCLUSION ZONE



To ensure maximum impact of the brand name, an exclusion zone around the logo must be adhered to. This corresponds to at least half the height (Y) of the symbol. No graphic elements should appear in the exclusion zone.

When possible, the width should be doubled to match the height of the symbol (Y) to increase the impact of the brand name.

Logo

WHAT TO AVOID

Our logotype is a brand name that must be displayed consistently across all media. In order to preserve its integrity, please avoid changes that would negatively impact the brand.



✘ Never add an outline or shadow to the logotype and do not reduce the opacity.



✘ Never distort it.



✘ Never tilt the logotype.



✘ Never change the size/spacing ratio between the brand name and its symbol.



✘ Never change colors specific to the logotype.

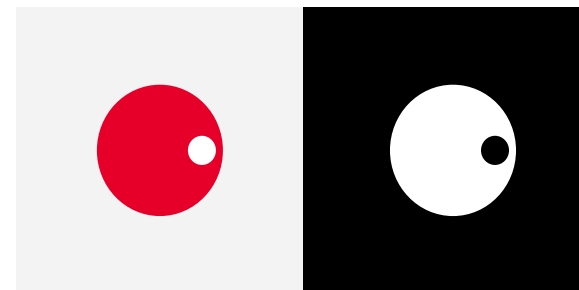
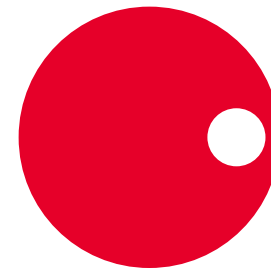


✘ The readability of the brand name must be excellent in all cases.

Icon

To simplify the use of the brand name in specific contexts, such as brand recalls, it is possible to use the symbol on its own.

PRESENTATION



Colors

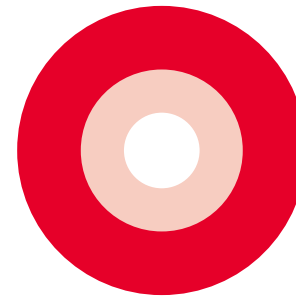
—

Colors

The identity of the Debiopharm Group™ is built upon a red color spectrum. This color is an expression of the company's 'Swissness' and its dynamic, innovation-driven DNA.

Red must form the basis of all of the Group's visual communications in combination with complementary colors.

COLOR SPECTRUM

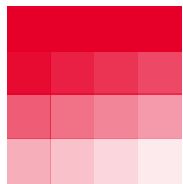


CMYK	0 100 100 0
RGB	227 0 15
HTML	#e3000f

Colors

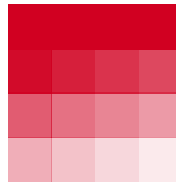
COLOR RANGE

PRIMARY RED



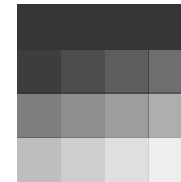
CMYK 0 100 100 0
RGB 227 0 15
HTML #e3000f

DARK RED



CMYK 5 100 85 10
RGB 199 37 60
HTML #c7253c

TEXT/CONTRAST



CMYK 0 0 0 90
RGB 59 59 59
HTML #3b3b3a

Typography

Typography

PAPER DOCUMENTS

TitilliumText22L

THIN

Only when used for slogans, lead-ins and epigraphs in large characters for excellent readability with a touch of elegance.

LIGHT

Main body text for all publications. Can also be used for epigraphs/slogans.

REGULAR

Used to make a term / phrase bold when using Thin in a slogan.

TYPEFACES

INTERNET

TitilliumWeb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuv
wxyz 0123456789>?!.,:@&+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuv
wxyz 0123456789>?!.,:@&+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuv
wxyz 0123456789>?!.,:@&+

Typography

MEDIUM

Used for headings and subheadings at intermediate level, or for making a term/phrase bold in the main body text.

BOLD

Used for main headings.

XBOLD

Used for main headings in large formats.

FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuv
wxyz 0123456789>?!.,:@&+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuv
wxyz 0123456789>?!.,:@&+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuv
wxyz 0123456789>?!.,:@&+

Typography

EPIGRAPH

Used at about 130-150% of the size of the main body text in red (primary) and in Thin or Light.

MAIN HEADING

Used at about 170-190% of the size of the main body text in red (primary) and Medium or Bold. To structure the section, this is accompanied by a gray hashing (N25%) below the text, or a red line at the bottom of the heading.

SUBHEADING

Used at about 120-140% of the size of the main body text in red (primary) and in Medium mostly in uppercase. It can be used in lowercase to provide structure for a large number of headings.

MAIN BODY TEXT

Used in standard contexts in 10pt with a line spacing of 13-14pt in black at 90%.

LIST

Summarizes the specific elements of the text with a round bullet point in red (primary).

FONT STYLES

For more than 35 years, we have been passionate about what we do: drug development.

History

History

SUMMARY

Summary

Debiopharm International SA is focused on the development of prescription drugs that target unmet medical needs. The company in-licenses, develops promising drug candidates.

- Translational Laboratory supporting Drug Discovery and Advanced Products

Visual elements

Visual elements

Circle

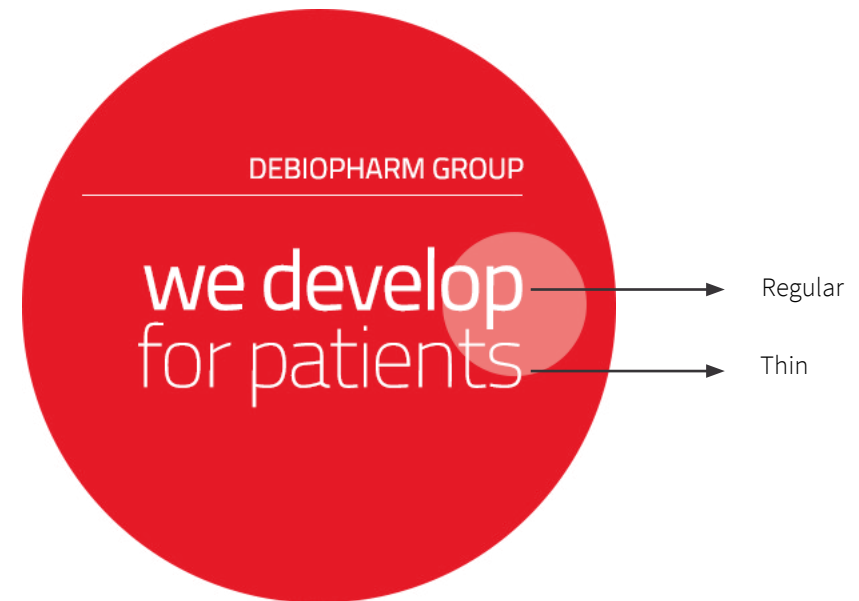
The circle is the main identifying element of Debiopharm Group™'s communications. It must appear in the majority of communications and is an ideal graphical aid for incorporating slogans and headings.

The circle is used in its original red color (primary) with a bright red bullet point (M: 65 J: 45).

Slogan

Slogans are always in lowercase, with typography juggling between Thin and Regular.

CIRCLE & SLOGAN



Visual elements

Background texture

The background texture plays with circular shapes expressing research and innovation.

It is used as the background texture for documents in order to format front covers or back covers, subheading pages or to provide structure within documents.

BACKGROUND TEXTURE



Visual elements

Debiopharm Group

As an expression of serenity and strength of character, the Group's photography communicates this diligent search for solutions, such as its historical attachment to the Lake Geneva region.

This image is the main visual element used to represent Debiopharm Group™ in its communications. It is used in the presentation brochure and the PowerPoint presentation...

GROUP PHOTOGRAPHY



Visual elements

Corporate photographs

The style of corporate photographs is bright and uncluttered, with each photograph featuring a predominantly white medical & business atmosphere with light blue shades and slightly desaturated colors. The left half of each image features a person performing an activity, with gray and white clothing.

These photographs are used to represent the various companies of the Group although it is possible to use them for other company activities.

CORPORATE PHOTOGRAPHS



Debiopharm Research & Manufacturing SA



Debiopharm Innovation Fund SA



Debiopharm International SA



Debiopharm Investment SA

Visual elements

Branding photographs

Content photographs are inspired by corporate photographs but with an authentic background.

The subject must be at ease and natural. The atmosphere is bright, slightly desaturated with a hint of blue. The light (flash) should not force the contrasts allowing you to see the texture of the subject's skin.

There is freedom as to the position of the people in the photograph and the ambiance of the background. Make sure, however, that there is graphic consistency between the photographs.

BRANDING PHOTOGRAPHS



Visual elements

PHOTO RECOMMENDATIONS

- ✓ **RESOLUTION**
Images for printing must be at least 300dpi in a 1:1 format corresponding to the final format of use.
- ✓ **SCAN**
Scanned photos must be in full resolution and altered for use for printing purposes.

- ✓ **SOURCES & COPYRIGHT**
Photos must adhere to copyright laws and must be purchased on a platform (such as istock.com). If they are royalty-free, it is necessary to keep track of the source used, or even indicate it. It is not permitted to use a photograph that has been found on the Internet for internal or external purposes.

Some photos must be marked as copyrighted.

A photo can be scanned if the image has no copyright. It is necessary to ensure that icons, photos and illustrations from a scan can be used.

- ✓ **PHOTOGRAPHER**
If the photos are taken by a photographer, check the restrictions in place for the use of the photograph and send a copy of these guidelines or contact the communications department to ensure the photographs are consistent.

- ✓ **STYLE**
The style of the photographs purchased or taken by a photographer must be in line with the branding photographs.

Bad examples



- ✗ Expectant looks in the photograph



- ✗ Neutral background



- ✗ Posed structure "Stock photos"



- ✗ Too much contrast and colors are too warm

Visual elements

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Iconography

The iconography decorates the content and structures it so that the meaning can be quickly understood.

The iconography is monochromatic or bichromatic, predominantly using primary red and black at 90% from the corporate identity guidelines. The icons are in a minimalist style, line art or filled with rounded borders.



COPYRIGHT

Icons are also protected by copyright, and it is not possible to reuse icons gleaned from the Internet without ensuring that their copyright is honored.

ICONOGRAPHY

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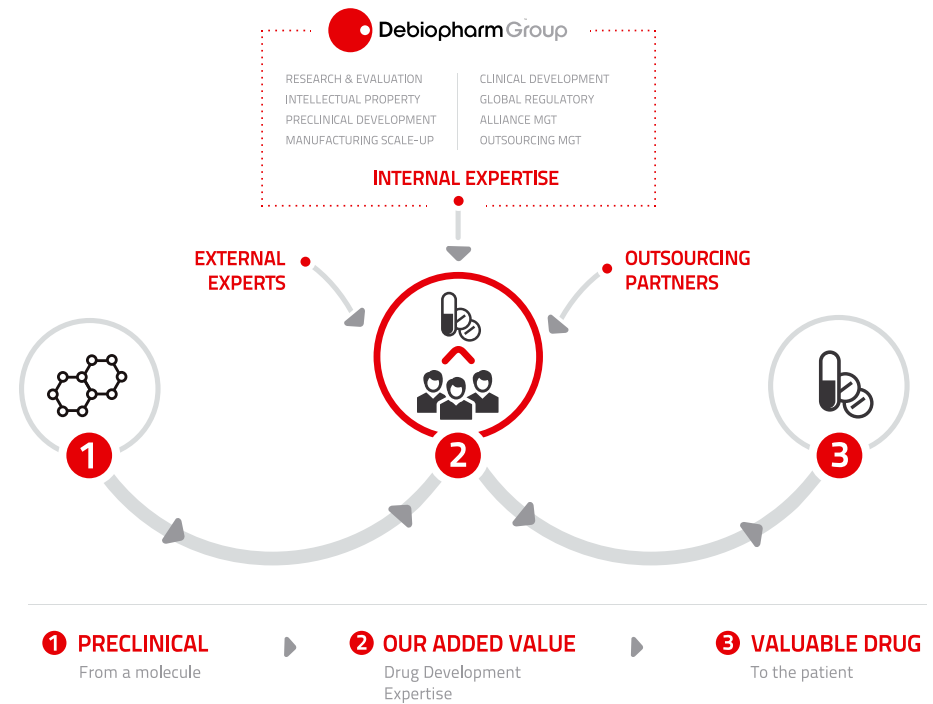


Visual elements

DIAGRAM

Diagrams

The purpose of diagrams is to express certain complex aspects of the company in the most straightforward way. They leave a lot of white space and avoid presenting too much different information.



Recommended papers

Paper

Printing papers used to communicate the identity of Debiopharm Group™ must adhere to certain criteria, to provide graphic consistency in communication.

GENERAL POINTS

Type of paper: Offset (uncoated)

Recommendation: PlanoArt (Papyrus), Z-Offset (Fischer Paper)

SUGGESTED STATIONERY

Envelope: 100g/m²

A4 letter: 90g/m²

Compliments slip: 300g/m²

Business card: 300g/m²

SUGGESTED PROMOTIONAL DOCUMENTS

For promotional documents (company brochure) we recommend the use of Papyrus PlanoArt with a weight of at least 300g/m².

For flyers a smaller weight is possible (e.g. 200g/m²).

RECOMMENDED PAPERS

PowerPoint

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PowerPoint

INTRODUCTION

Introduction

PowerPoint presentations should be based on the templates created for each entity. Graphic codes differ from the guideline due to compatibility issues across various operating systems.

PowerPoint

COLORS

Color codes

Color codes for PowerPoint are somewhat different from other codes in order to meet the requirements of the documents.

MAIN COLOR – TEXT



RGB 95 95 95
HTML #5F5F5F

MAIN COLOR – TEXT



RGB 210 0 0
HTML #D20000

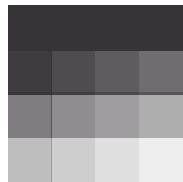
DARK RED – ELEMENTS/DIAGRAMS



RGB 155 0 15
HTML #87000D

GRAY SHADES

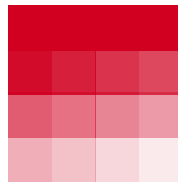
Texts, tables...



RGB 95 95 95
HTML #5F5F5F

RED SHADES

Diagrams, elements



RGB 210 0 0
HTML #D20000

PowerPoint

TYPEFACES

Typefaces

Typefaces for PowerPoint differ from the guidelines due to compatibility issues.

STANDARD TEXT

Arial
18-24 pt
RGB 95 95 95



SLIDE TITLE

Arial Bold
20 pt
RGB 95 95 95



CONTENT TITLE

Arial Bold
18-22 pt
RGB 210 0 0



No underlining on the text
No colors for the content (only the headings in red)
Highlights = bold

LIST STYLES

Use of lists only when necessary (content)
Style: bullet points in red, the same height as the text ●

PowerPoint

TABLES

Tables

STANDARD TEXT

Arial
12-14 pt
RGB 100 100 100



HEADER

Text
Arial 12-14pt
RGB 0 0 0



Red background
RGB 210 0 0




Left aligned
Writing in white


CONTENU

Gray background(s) – white columns
RGB 230 230 230 e6e6e6
RGB 243 243 243 f3f3f3
Left or center aligned
Black font



Rank	Drug	Company	Sales (2013 ^e) USD bn
1	Abilify	Otsuka	5.5
2	Nexium	AstraZeneca	5.0
3	Cymbalta	Eli Lilly	4.5
4	Humira	AbbVie	4.5
5	Crestor	AstraZeneca	4.0
6	Advair Diskus	GlaxoSmithKline	3.9
7	Enbrel	Amgen	3.0
8	Remicade	Johnson & Johnson	2.9
9	Copaxone	Teva	2.6
10	Neulasta	Amgen	2.7

 Only red background and gray cells
Text highlights = bold (no red color)

 Refer to the template slide for
color and style definitions

PowerPoint

Content

Use of a minimum of text and content.

Highlight only by using bold (no colors or red headings) or by working on the structure and red blocks.

The content is expressed by the narrator, not by the medium; the slides are just a medium for the message.

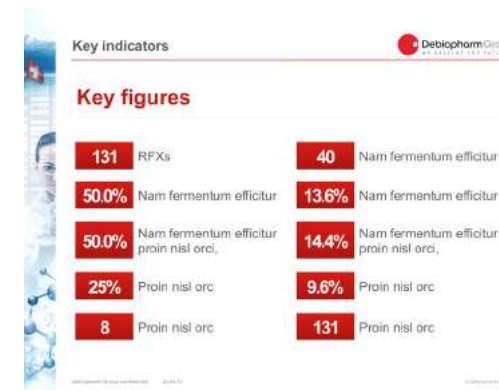
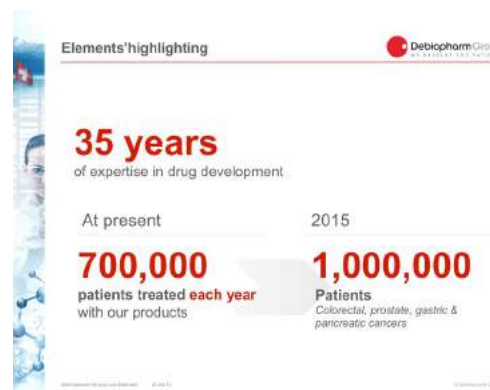
IMAGES/ILLUSTRATIONS

Please cite the copyright of the authors' photographs when you use them.

Please adhere to copyright by using only photographs for which the rights have been paid or allow the free use of images.

For example : Photography: Marc Wahlberg/Company

CONTENT



PowerPoint

Diagrams

For diagrams it is possible to use a wider range of colors to differentiate between elements in the diagram. It is necessary to find the Debiopharm red again and create coherence.

COLORS

Red
RGB 210 0 0



Orange
RGB 246 151 45



Turquoise
RGB 90 177 169




Blue
RGB 62 105 156

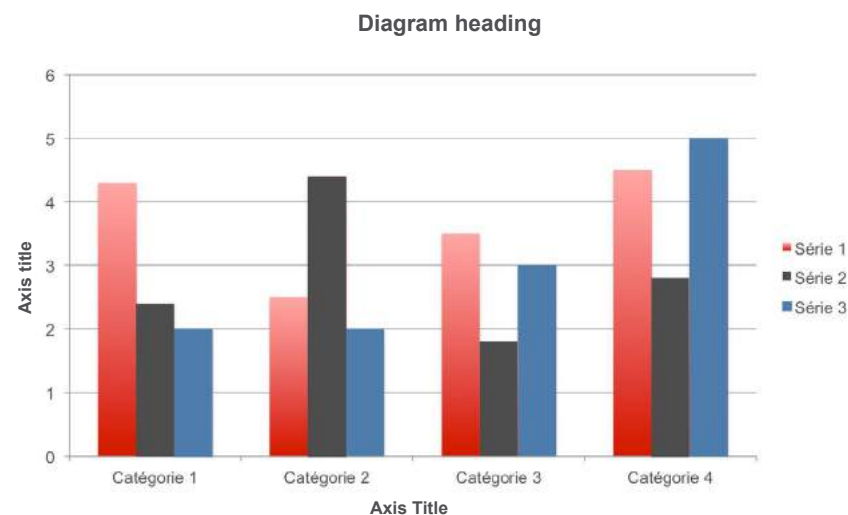
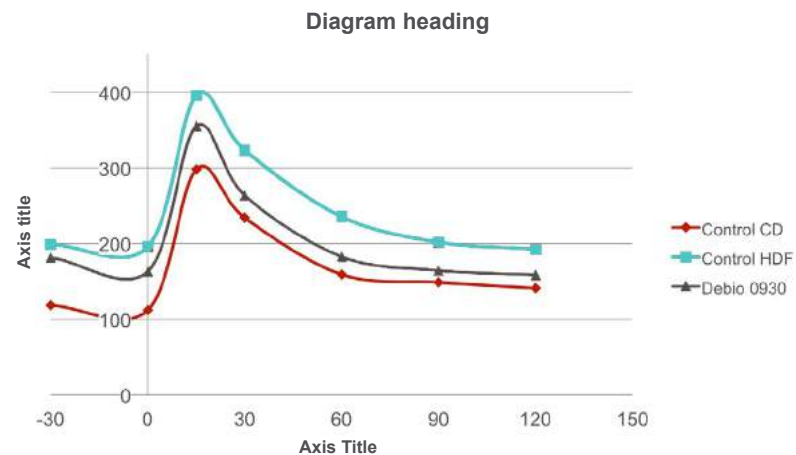


Violet
RGB 162 67 135



 Gray shades only for columns and transparent background

DIAGRAMS



PowerPoint

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Last slide

ELEMENTS

Please use slides created specifically for the following companies:

- Debiopharm Group
- Debiopharm Innovation Fund SA
- Debiopharm International SA
- Debiopharm Investment SA
- Debiopharm Research & Manufacturing SA

With your contact details.

LAST SLIDE

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Contact information

NOM PRENOM

Titre

Debiopharm International SA
info-international@debiopharm.com

Debiopharm Group™
Headquarters
Lausanne, Switzerland
www.debiopharm.com

© design : www.superhuit.com

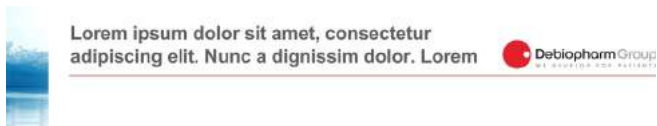
© Photos : J.Straesslé (take) & S.Staub (model) – copyright Debiopharm Group

PowerPoint

Advice

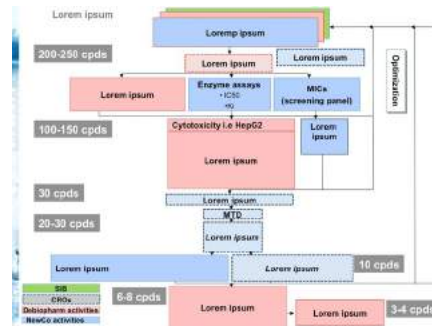
Project Timelines / Program						
	T=0	T=3	T=6	T=9	T=12	T=24
Preparatory Phase, 3 months (T=3)						
Timeline Activities	20 cpds	10-20 cpds	15-20 cpds	15-30 cpds	10-30 cpds	
Debiopharm's tasks:						
Debiopharm's leads:						
Debiopharm's DC:						

✘ Do not use large graphic elements that cover the graphical layout of the Debiopharm PPT



✘ Do not add long headings, please simplify your headings and make use of subheadings in the contents

ADVICE



✘ Do not use text that is too long
Simplify your diagrams



Posters

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Posters

FORMAT OF POSTERS

The company's medical posters should be based on existing PowerPoint templates. The sizes available for posters are:

- Landscape : 170x90mm or 230x100mm
- Portrait : 90x170mm or 100x230mm

NOTE

It is necessary to follow the PowerPoint codes for the diagrams and to follow the basic structure corresponding to:

- The banner along the top of the document
- Heading in uppercase at the top left
- The Debiopharm Group™ logo at the top right, and if with a partner, add to the right of the Group logo
- Debiopharm conclusion box at the bottom right
- PowerPoint color codes
- Structure in 2 columns (portrait) or 4 columns (landscape)

STRUCTURES TO FOLLOW

A DOUBLE-BLIND PLACEBO-CONTROLLED STUDY IN HIV-1-INFECTED SUBJECTS ON THE SAFETY, Pharmacokinetics and Adverse Effect of Cytosine A Targeting DEBIO-025

INTRODUCTION

RESULTS

CONCLUSIONS

CONTACT **DOWNLOAD**

PRECLINICAL ACTIVITY OF DEBIO 1347 An oral selective FGFR1, 2, 3 inhibitor, in models harboring FGFR alterations

SUMMARY

RESULTS

CONCLUSIONS

CONTACT **DOWNLOAD**

Approval of documents

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Approvals

Documents used **internally** such as:

- PowerPoint presentations
- Information documents

All external documents must go through an approval step with the communications department: communication@debiopharm.com ensuring that the formatting corresponds to the company's corporate identity guidelines in order to continue the consistency of the Debiopharm Group™ brand and its companies.

APPROVAL OF DOCUMENTS
