DESIGN GUIDELINES

DEBIOPHARM™

Introduction

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The purpose of these guidelines is to establish a set of consistent recommendations for the use of the Debiopharm™ 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.

TABLE OF CONTENTS

Logotype
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Logo

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

The Debiopharm™ logo consists of three elements:
- Its symbol, identifying the brand
- Its inscription "Debiopharm™"
- 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.

Logo

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LOGO COLORS

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Debiopharm™
WE DEVELOP FOR PATIENTS

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

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

Logo

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Debiopharm™
WE DEVELOP FOR PATIENTS

Debiopharm™
WE DEVELOP FOR PATIENTS

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

MONOCHROMIE
In monochrome, the logo is displayed in black and white.

Logo

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Y

Y/2

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

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 tilt the logotype.

✖ Never change colors specific to the logotype.

✖ Never distort it.

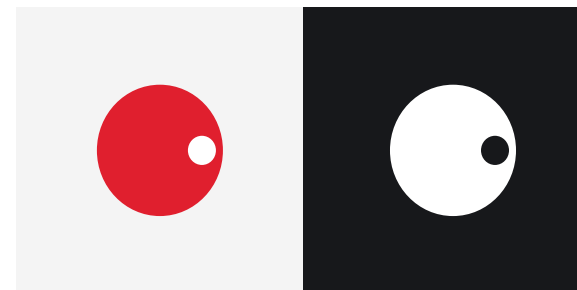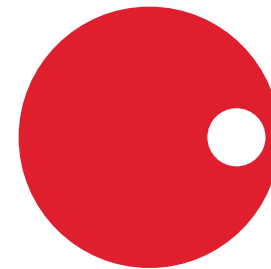✖ Never change the size/spacing ratio between the brand name and its symbol.

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

Icon

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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.
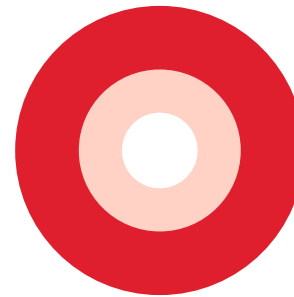
Colors

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Colors

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The identity of the Debiopharm™ 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.
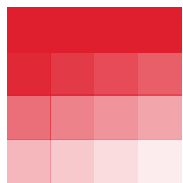
CMYK	0 100 100 0
RGB	227 0 15
HTML	#e3000f

Colors

COLOR RANGE

PRIMARY RED

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

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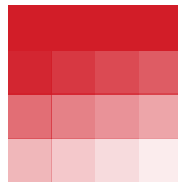
CMYK	5 100 85 10
RGB	199 37 60
HTML	#c7253c

TEXT/CONTRAST
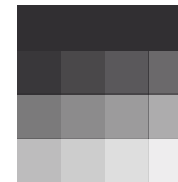
CMYK	0 0 0 90
RGB	59 59 59
HTML	#3b3b3a

Typography
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Typography

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PAPER DOCUMENTS
Titillium

INTERNET - TITLES
TitilliumWeb

INTERNET - CONTENT
Simplon Norm

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

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz
0123456789>?!.,:@&+

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

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz
0123456789>?!.,:@&+

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz
0123456789>?!.,:@&+

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

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz
0123456789>?!.,:@&+

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz
0123456789>?!.,:@&+

Typography

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PAPER DOCUMENTS
Titillium

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 and title in large formats.

INTERNET - TITLES
TitilliumWeb

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz
0123456789>?!.,:@&+

**ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz
0123456789>?!.,:@&+**

INTERNET - CONTENT
Simplon Norm

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz
0123456789>?!.,:@&+

**ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz
0123456789>?!.,:@&+**

Typography

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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).

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
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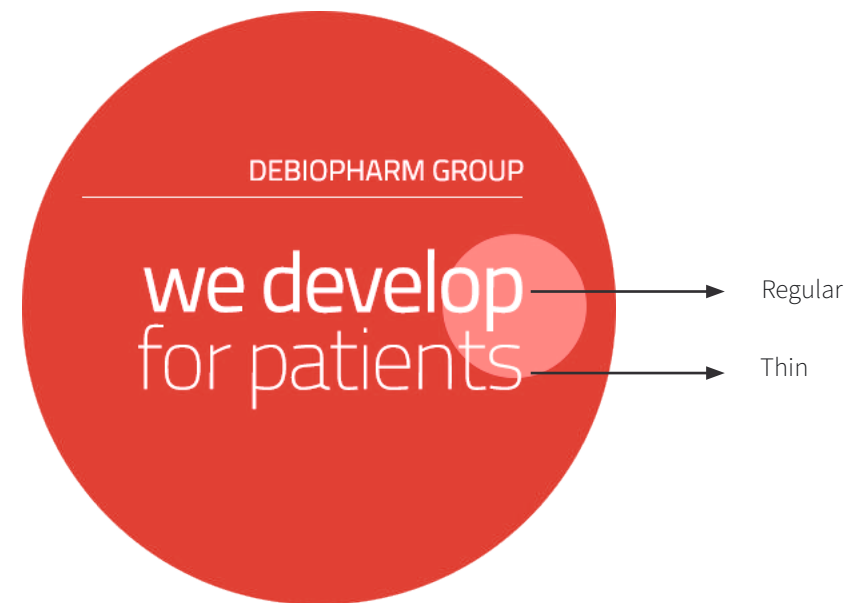
Visual elements

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Circle

The circle is the main identifying element of Debiopharm™'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.

DEBIOPHARM GROUP

we develop
for patients

Regular

Thin

Visual elements
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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.

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™ in its communications. It is used in the presentation brochure and the PowerPoint presentation…
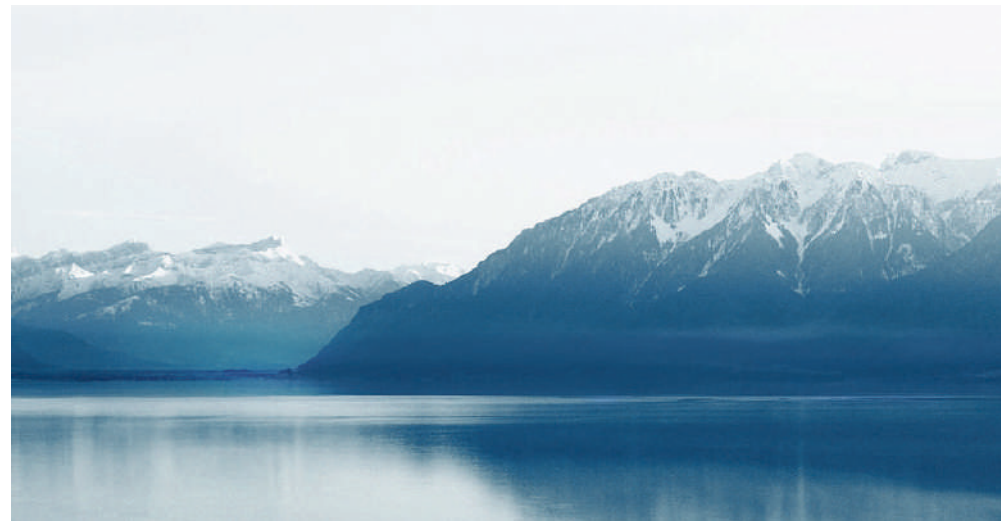
Visual elements

—

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.

Debiopharm Research & Manufacturing SA

Debiopharm Innovation Fund SA

Debiopharm International SA

Debiopharm Investment SA

Visual elements

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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.

Visual elements

PHOTO RECOMMENDATIONS

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✓ **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
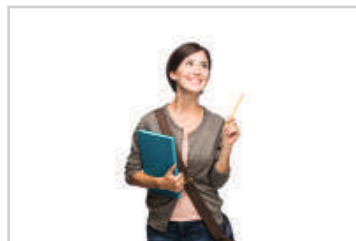
❌ Neutral background

❌ Posed structure "Stock photos"

❌ Too much contrast and colors are too warm

Visual elements

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.

✔ **COPYRIGHTS**
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.

Visual elements

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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.

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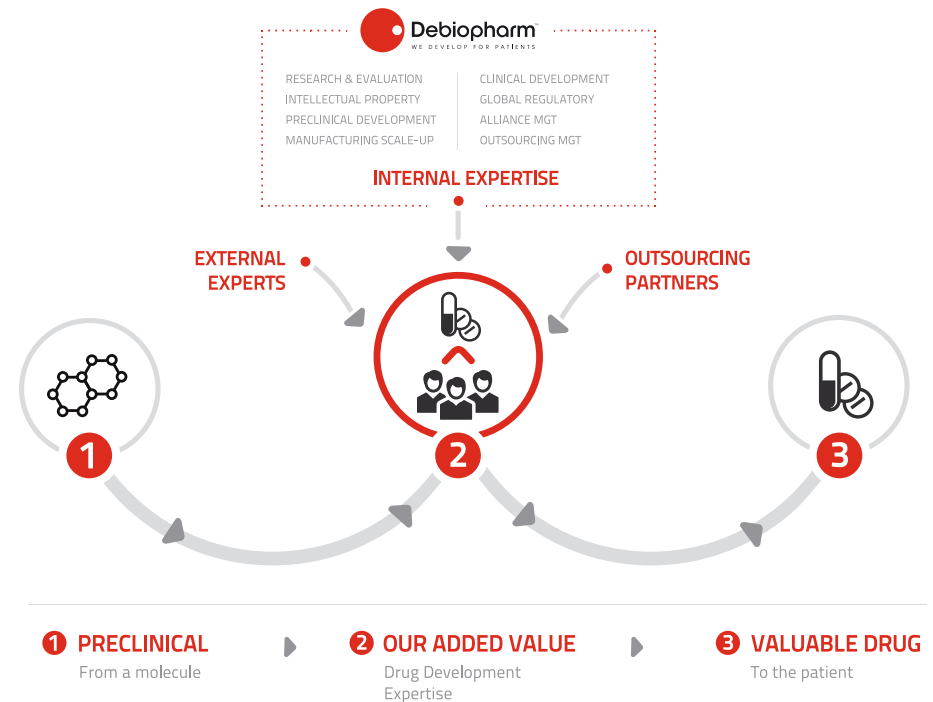
Recommended papers
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Papers

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Printing papers used to communicate the identity of Debiopharm™ 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).

PowerPoint

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PowerPoint

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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

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
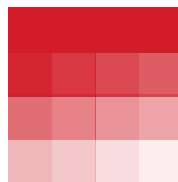
RGB   210 0 0
HTML   #D20000

PowerPoint

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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
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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

CONTENT

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

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

Rank	Drug	Company	Sales (2013e) 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

⚠ Refer to the template slide for
   color and style definitions

PowerPoint

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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
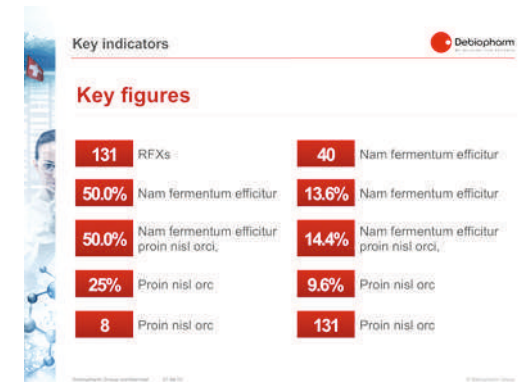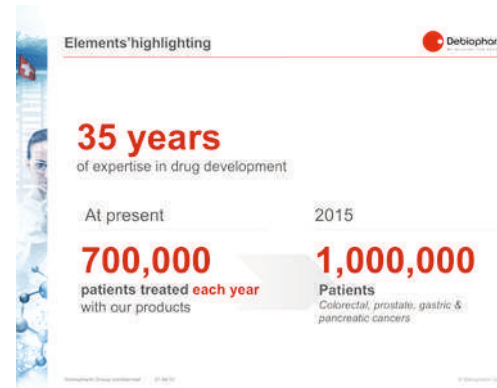
PowerPoint

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Diagrams

For diagrams it is possible to use a wider range of colors to diffe-rentiate 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

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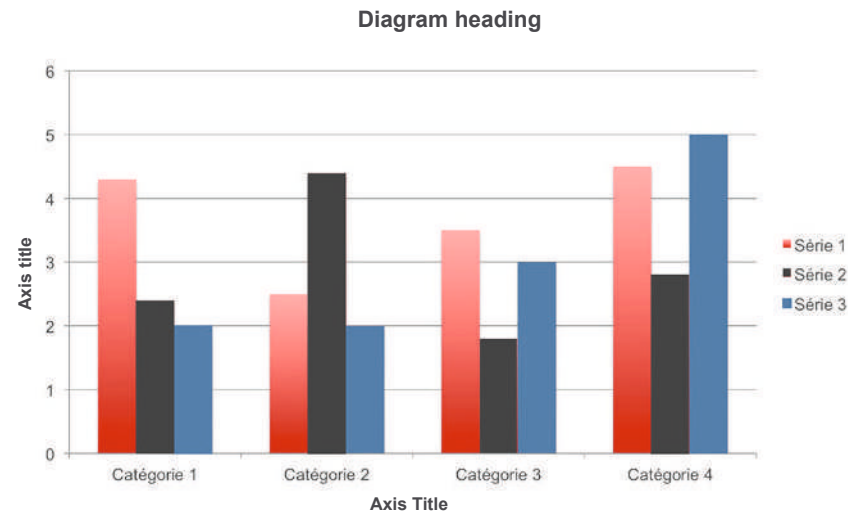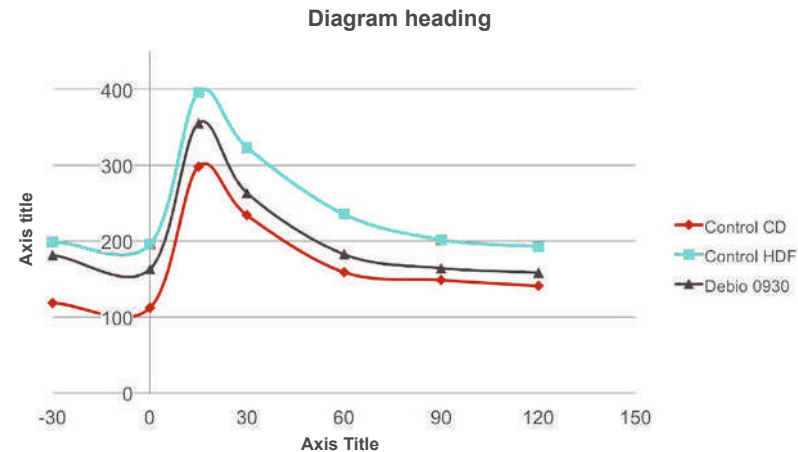
PowerPoint

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.

PowerPoint

Advice

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

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

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

Posters

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Posters

POSTERS FORMAT

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™ 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)
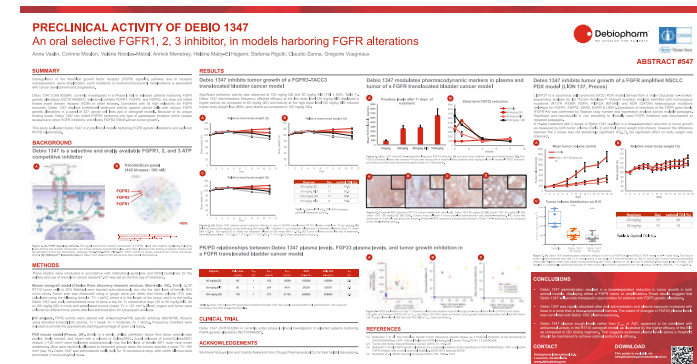
Documents approval

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Approvals

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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™ brand and its companies.