Brand Guidelines

Debiopharm™

English

Introduction

The objective of these guidelines is to issue a set of coherent recommendations on how to use the brand Debiopharm™ on various communication materials, to harmonize and reinforce readability of all internal and external communication actions. Clear and simple application rules were defined to make guidelines easy to use. They provide a framework in which each document finds its place. This framework isn't set and will evolve over time.

The communication department will need to validate graphic choices if certain characteristics are missing in this document (communication@debiopharm.com).

As vectors of the company image, it's important that documents project a feeling of quality and visual continuity.

Table of Content

Our purpose

We develop tomorrow's standard of care to cure cancer and infectious diseases and to improve patient quality of life.

Our values

ADAPTABILITY
We are flexible, agile, and responsive to the external environment.

ETHICS
We always behave with fairness and integrity.

PASSION
We are driven by our mission.

CREATIVITY
We innovate to make a difference in our field.

COMMITMENT
We are accountable, united, and we prioritize collective interests.

EFFICIENCY
We optimize our resources to ensure maximum impact.

Essentials

Logo

Logos should be considered as images. None of their constituent elements can be modified.

The Debiopharm™ logo consists of three elements:

- Its symbol, brand identification
- Its registration "Debiopharm™"
- Its tagline "We develop for patients"

In most cases, the logo has these three elements, however for better reading with smaller formats it's possible to use the logo without tagline.

Logo
Colors

PANTONE   185
CMJN   0   100 100 0
RVB   227 0   15
HEX   #E3000F

PANTONE   BLACK
CMJN   0   0   0   100
RVB   0   0   0
HEX   000000

PRINT
When printing we recommend using the PANTONE, to preserve a bright red.

Logo
Monochrome

Debiopharm™
WE DEVELOP FOR PATIENTS

Debiopharm™
WE DEVELOP FOR PATIENTS

MONOCHROME
Monochromatic use of the logo is possible in white or black. Choice will depend on the best contrast with background.

Logo
Exclusion area

For maximal brand impact it's important to keep an exclusion area around the logo, corresponding to a minimum of half the height [Y] of the symbol. There should be no graphic elements in the exclusion area.

When possible, the width is doubled to correspond to the height of the symbol [Y], increasing brand impact.

Y

Y/2

Logo
What not to do

Our logo is a brand to be displayed in a uniform manner on all our materials. To preserve its integrity, please avoid modifications that would impact the brand negatively.

✖ Never outline or shadow logo and never reduce opacity.

✖ Never tilt logo.

✖ Never change logo colors.

✖ Never distort logo.

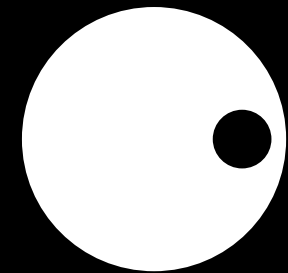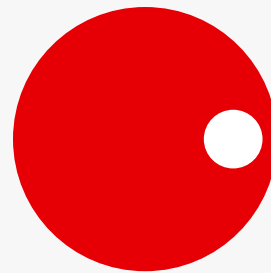✖ Never change size/space ratio between brand and symbol.

✖ Brand readability must be excellent in all circumstances.

Logo
Symbol

In specific contexts, for instance in a brand reminder, it's possible to simplify by using only the symbol.
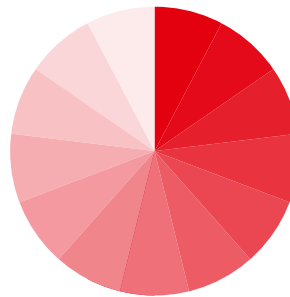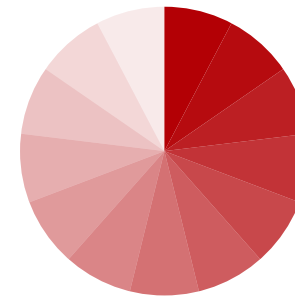
Colors
Chromatic universe

The identity of Debiopharm™ is set in a red chromatic universe. That shade expresses the "swissness" of the company and its dynamic DNA focused on innovation.
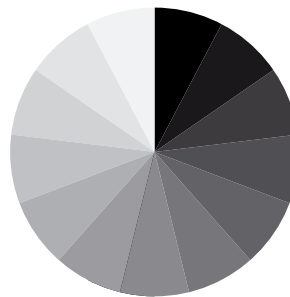
Red structures the entire visual communication of the group with black and complementary shades.

MAIN RED

CMYK	0	100	100	0
RGB	227	0	15	
HEX	#E3000F			

DARK RED

CMYK	0	100	100	40
RGB	199	37	60	
HEX	#C7253C			

TEXT/CONTRAST

CMYK	0	0	0	100
RGB	0	0	0	
HEX	#000000			

Typography

Font

The Debiopharm™ identity is structured around two fonts.

TITILLIUM
A contrast font used for titles, highlights, and quotes. It's used to emphasize content in comparison to normal text.

SIMPLON NORM
A content font used mainly for normal text.

TITILLIUM

Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890™ +-©®%?!$£

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890™ +-©®%?!$£

Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890™ +-©®%?!$£

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890™ +-©®%?!$£

SIMPLON NORM

Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890™→+-©®%?!$£

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890™→+-©®%?!$£

Typography
Application

Here is an example of applied typography. Although it's possible for styles to vary in size, it's important that texts have clear and distinct hierarchy levels.

We recommend standardizing typographic composition by limiting the number of styles used.

MISSION [TITILLIUM LIGHT]

ESTABLISHING TOMORROW'S STANDARD OF CARE [TITILLIUM BOLD]

Debiopharm is an independent biopharmaceutical company based in Switzerland with an ongoing commitment to improve patient outcomes and quality of life in oncology and bacterial infections. Our main activities include drug development, drug manufacturing and digital health investment. [Simplon Norm Light]

Clinical trials [Simplon Norm Bold]

Debiopharm's vision of healthcare is not limited to making new medicines available. We strongly believe you can be an actor in your own medical care. [Simplon Norm Light]

DISCOVER OUR CLINICAL TRIALS [TITILLIUM SEMIBOLD]

Iconography
Introduction

Iconography embellishes content and structures and helps understand meaning.

Icons are mono- or dichromatic using mainly black with a touch of red. Their style is minimalist with lines and round edges. It's possible to fill-in certain parts for visual purposes.

Icons are always inside circles. Transparent backgrounds with either a light grey outline or white outline on light background. If the background is dark or lacks contrast the icon will be in a circle with white background and without outline.
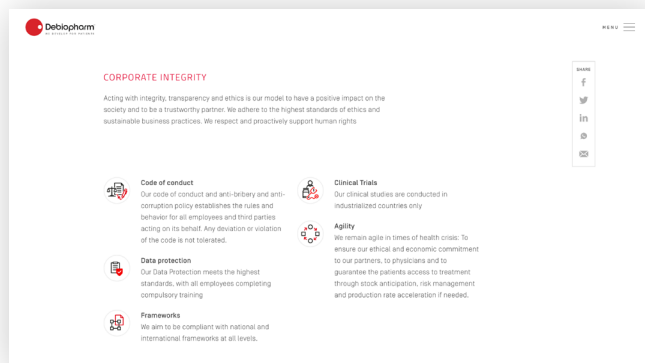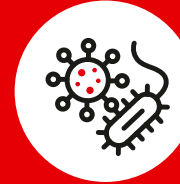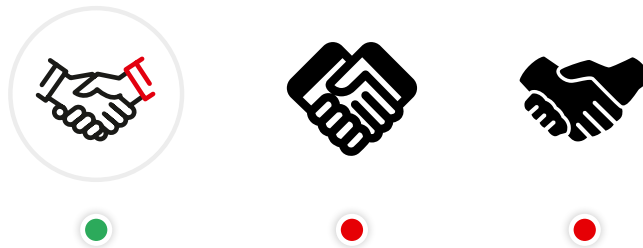
Iconography
Precautions

⚠ **COPYRIGHTS**

Icons are also protected by copyrights, it's not possible to used icons found on the internet without checking if copyrights are respected.

⚠ **OTHER ICONS**

It's not authorized to use icons found on the internet without adapting them to visual styles of the Debiopharm™ brand.

Visual elements
Circle & tagline

CIRCLE

The circle is central to Debiopharm™ communication and part of its identity. It must appear in most of the communication and serves as the ideal graphic support for taglines and titles.

The circle is used in its original red color (main) with a light red dot (M:65 Y: 45).

TAGLINE

Taglines are always in lower case, and font varies between Titillium Thin and Regular.

DEBIOPHARM GROUP

we develop
for patients

TITILLIUM REGULAR

TITILLIUM THIN

Visual elements
Background texture

The background texture is a combination of round shapes representing research and innovation.

It is used as a background for documents, to embellish cover and back pages, inside title pages or to provide structure to the documents.

Visual elements
Corporate Visual

The photo of the group expresses peacefulness and strength of character. It communicates the diligent search for solutions, that mirror its historical attach-ment to the Lake Geneva area.

This picture is the main visual used to represent Debiopharm™ in all communication. It embellishes brochure and PowerPoint presentations.
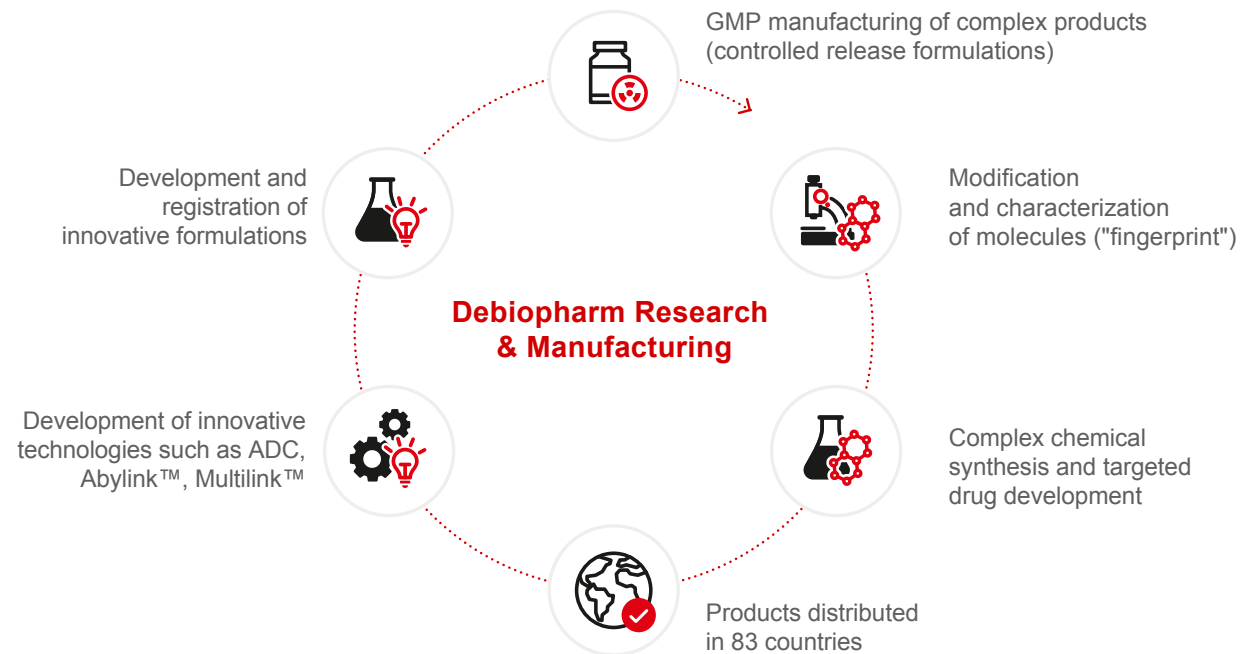
Visual elements
Diagram

The purpose of diagrams is to express certain complex aspects of society in a simpler manner. They allow for a lot of blank space and prevent excess of different information.

Debiopharm Research & Manufacturing

GMP manufacturing of complex products (controlled release formulations)

Modification and characterization of molecules ("fingerprint")

Complex chemical synthesis and targeted drug development

Products distributed in 83 countries

Development of innovative technologies such as ADC, Abylink™, Multilink™

Development and registration of innovative formulations

Paper type
Recommendation

Printing paper used to communicate the Debiopharm™ identity needs to meet certain criteria, to provide graphically coherent communication.

GENERALITY
- Type of paper: Offset (uncoated)
- Recommendation: PlanoArt (Papyrus), Z-Offset (Fischer Paper)

PROPOSAL FOR STATIONERY
- Envelope: 100 g/m^2
- Letter A4: 90g/m^2
- Compliment card: 300 g/m^2
- Business card: 300 g/m^2

PROPOSAL FOR PROMOTIONAL DOCUMENTS
For promotional documents (company brochure) we recommend using PlanoArt of Papyrus with a weight of at least 300g/m^2.

For flyers a lower weight is possible (ex. 200 g/m^2).

Validations
Document validations

Documents used internally such as:

- PowerPoint presentations
- Information documents

As well as all documents for external use are subject to validation by the communication department: communication@debiopharm.com to ensure that formatting is in line with company graphic codes to perpetuate the Debiopharm™ brand and that of its companies.

Universe

Introduction

The Debiopharm™ brand is expressed in three universes: Corporate, Awareness and Emphasis.

Use of these three universes is defined according to two criteria: target audience and message context, which define in which way, and with which tone the brand is communicating.

Target audience

A. EXPERT

B. BUSINESS

C. GENERAL PUBLIC

Message context
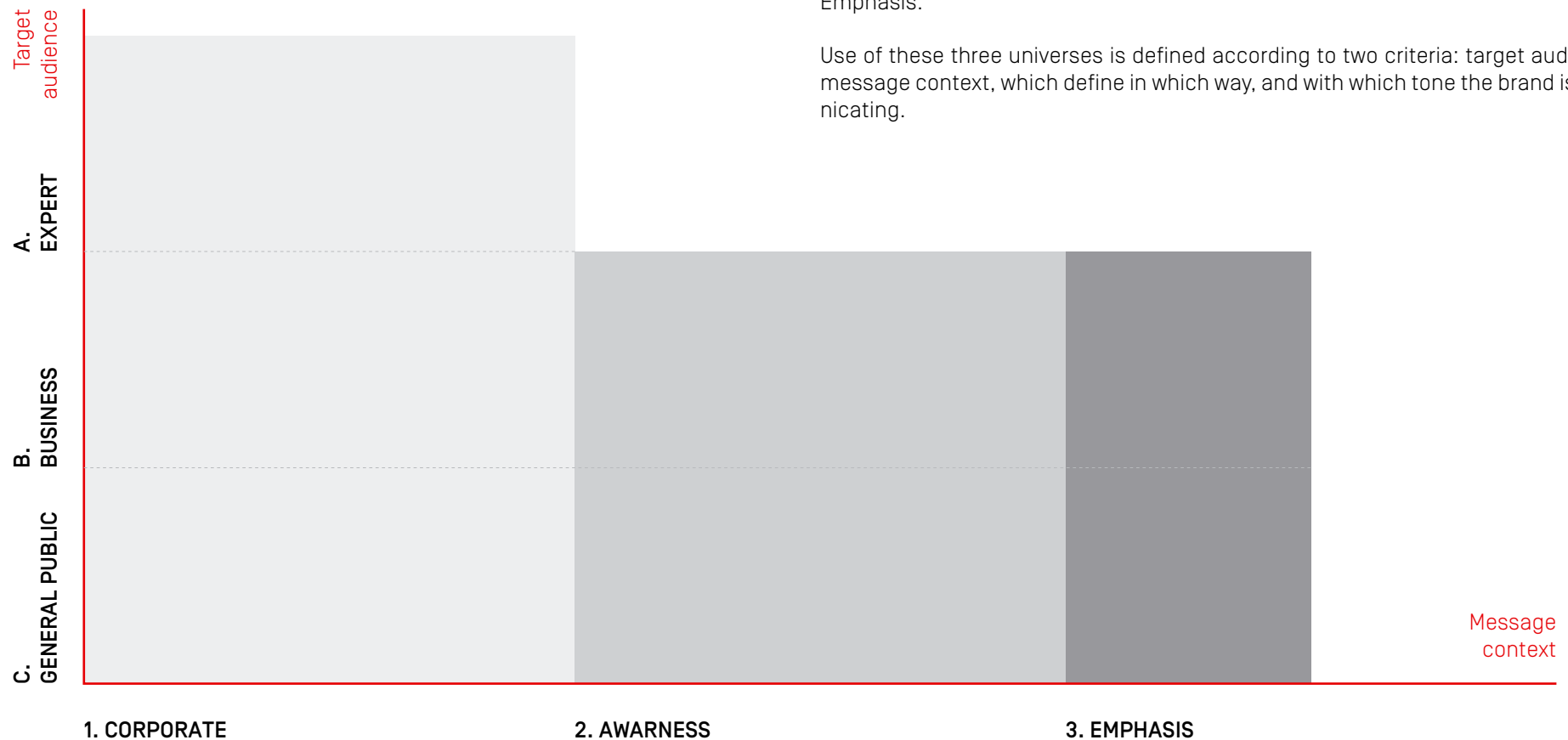
1. CORPORATE
2. AWARNESS
3. EMPHASIS

Message context

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1. CORPORATE

Main universe of the brand, it determines the basis for global communication of Debiopharm™. It is intended to all audiences.

Its application is institutional, calm, structured, direct, and minimalist. Being simple it allows to communicate about simple and more complex subjects.

2. AWARENESS

This universe applies to educational or informative communication. It allows for a broader range of expression than that of the corporate universe, being more dynamic and communicative, whilst simple and understandable.

3. EMPHASIS

Most expressive universe of the three. To be used in small doses to avoid overloading communication and loosing impact. It emphasizes specific and important subjects.

Target audience

A. EXPERT

The expert is a well-informed audience with technical knowledge. It tends to disregard form and focus on substance, on product specifics. Vulgarization isn't necessary for this audience.

B. BUSINESS

Commercially interested audience, but not necessarily expert. Communicating with this audience often requires additional information. Vulgarization may be needed.

C. GENERAL AUDIENCE

Communication aimed at this audience is broad. Its messages are simple and accessible to all. The main objective is to maintain and/or increase brand awareness.
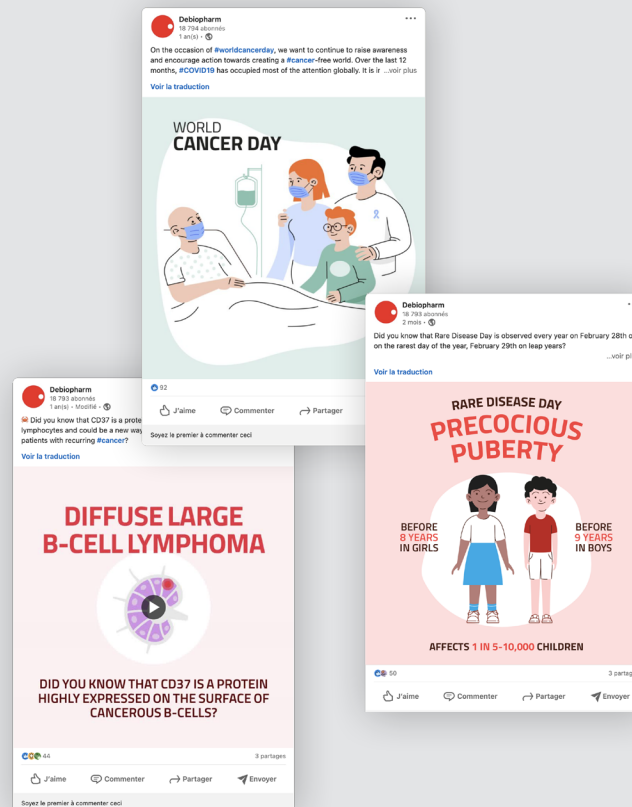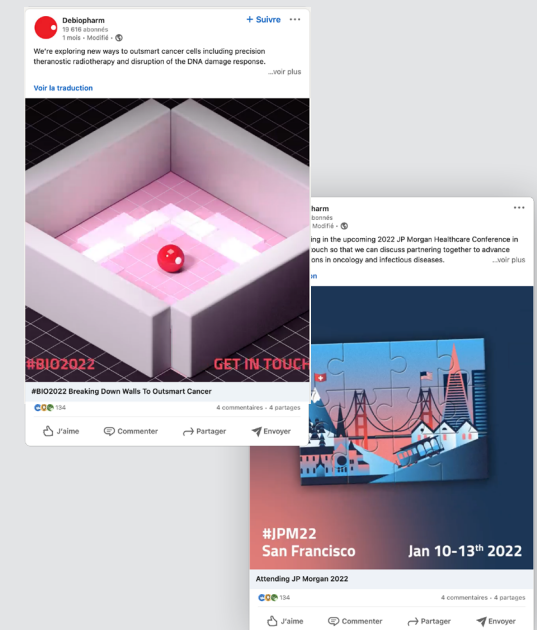
Introduction
Universe comparison
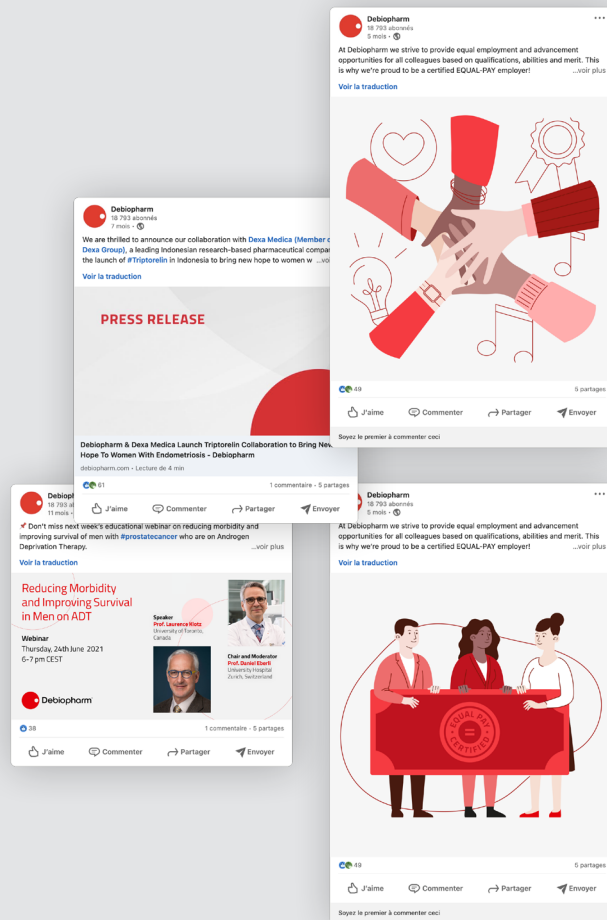
CORPORATE

AWARENESS

EMPHASIS

Corporate

Introduction
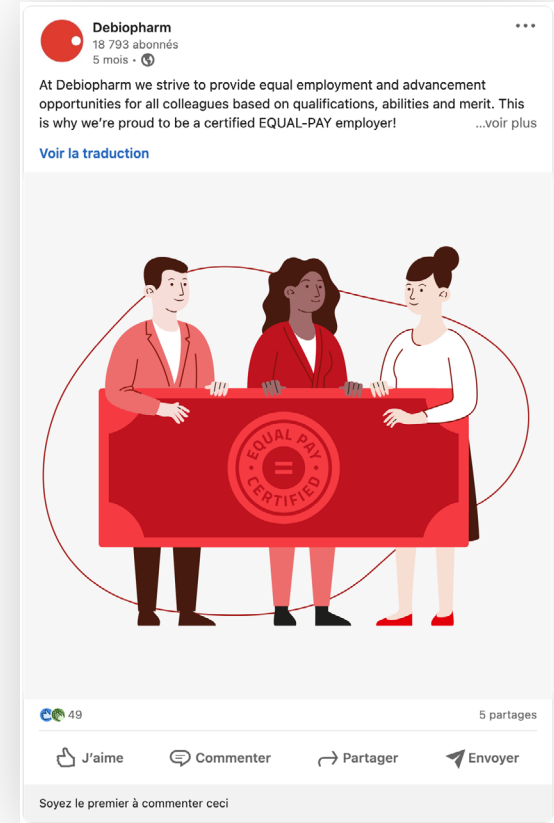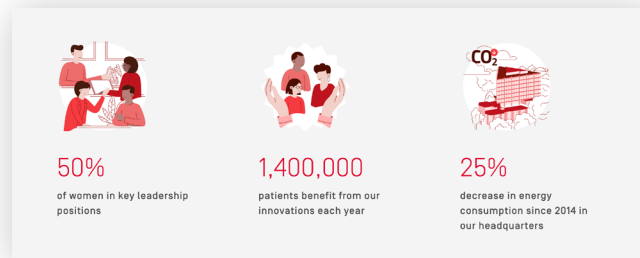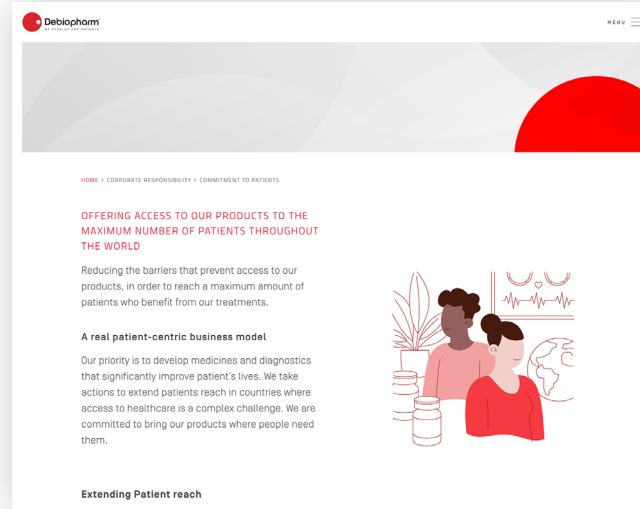
In a nutshell the "Corporate" universe is an extension of the Debiopharm™ brand fundamentals. Tools presented in this section are intended to communicate about the company, its collaborators, and its actions.

It's the most uniform and linear universe when it comes to its' application. This continuity is necessary to establish a solid base on which to build a coherent and professional brand image.

Illustration
Principles

Combination between the main elements of the visual and the side elements (details, secondary subjects, surrounding). Colors used are defined by a shade of red. The background is transparent, or if necessary, with a simple white or light grey shape.

This type of visual is used to accompany or illustrate content about the corporate environment of Debiopharm™.

Illustration
Human figures

Human figures are among the fundamental features of Debiopharm™ illustrations. The following recommendations are to be followed to maintain a standard of quality for visuals.

Favor curves rather than straight lines

Natural body positions and proportions

No outlines around full color shapes

Lines are never full

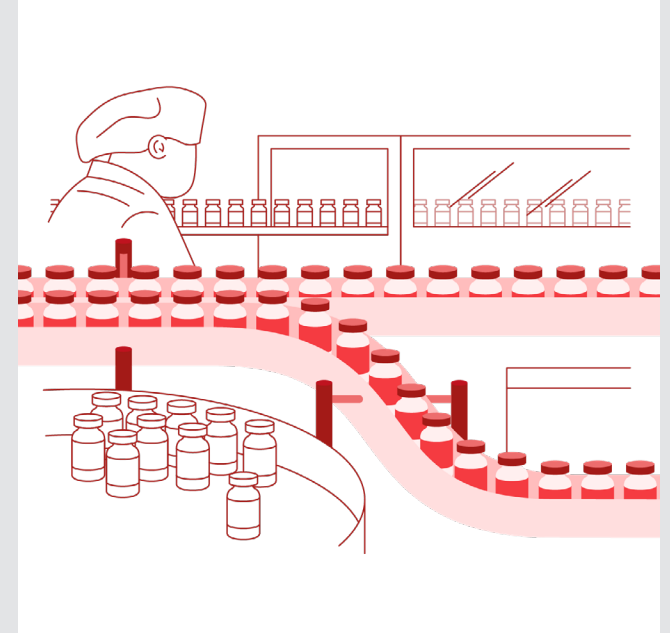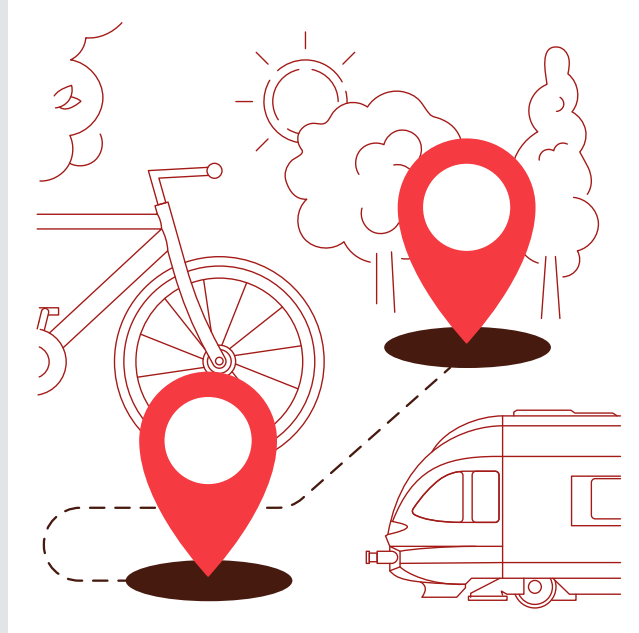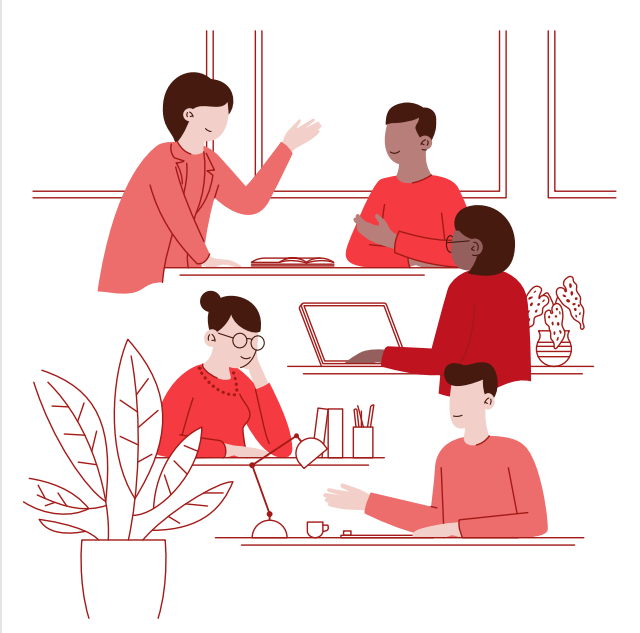Lines are used to emphasize details or light colors

Illustration
Examples

Association between full and stroke elements can enhance a particular subject.

Colors

Debiopharm™ corporate visuals derive from a predefined color palette that was conceived based on the brand colors. This provides coherence and optimal contrast in all contexts.

The human being is one of the main subjects of the visual universe, and a palette of skin tones is available to illustrators.

Side elements in the background or in detail are always in a darker tone, but not black.
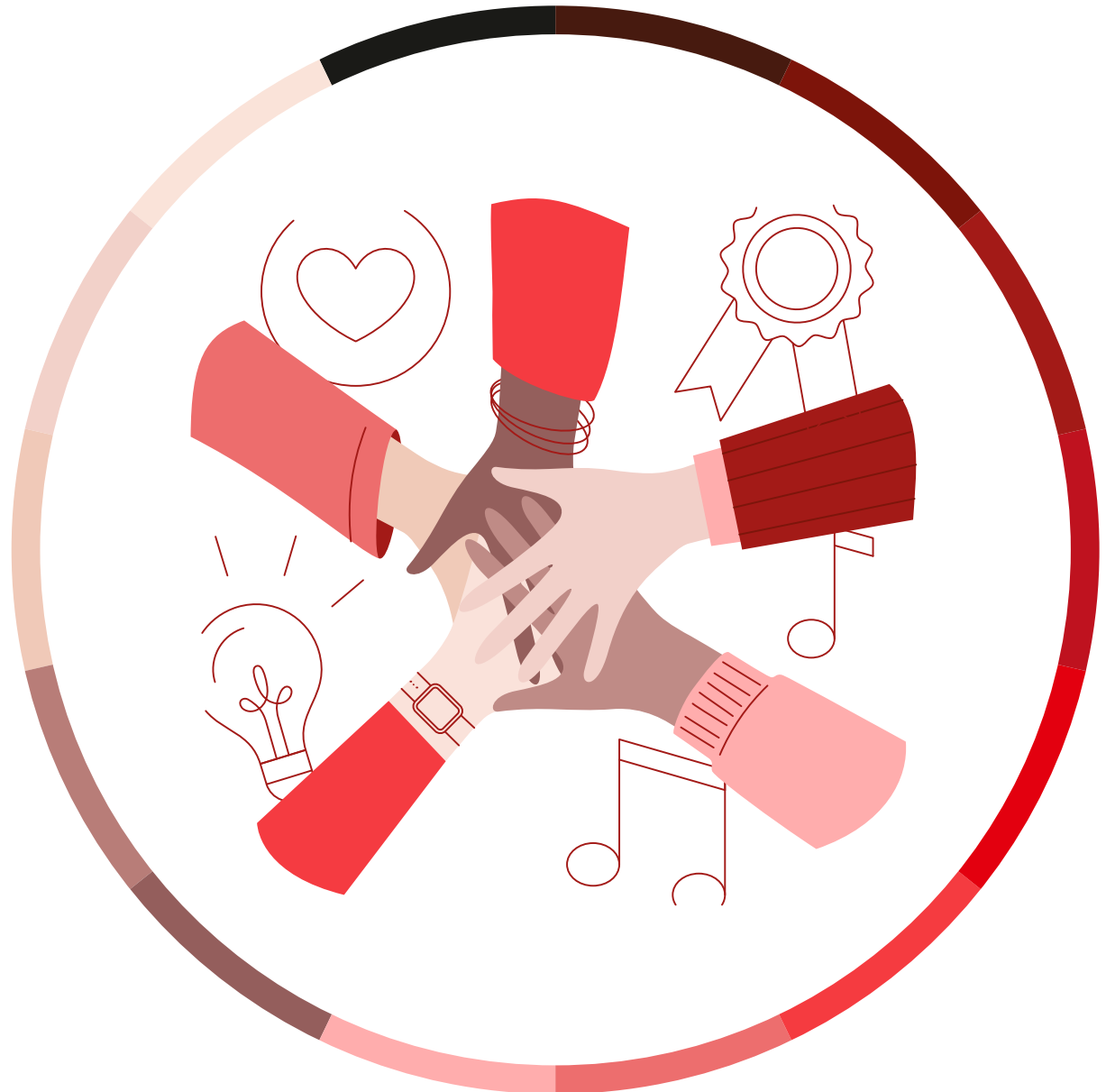
Colors
Tones

BASIC PALETTE

	CMYK	0	0	0	100
	RGB	26	26	24	
	HEX	#1A1A18			

	CMYK	44	87	80	71
	RGB	71	26	15	
	HEX	#471A0F			

	CMYK	30	100	100	41
	RGB	125	20	10	
	HEX	#7D140A			

	CMYK	24	99	98	20
	RGB	163	26	23	
	HEX	#A31A17			

	CMYK	17	100	93	7
	RGB	191	18	31	
	HEX	#BF121F			

	CMYK	0	100	100	0
	RGB	227	0	15	
	HEX	#E3000F			

	CMYK	0	86	68	0
	RGB	249	59	64	
	HEX	#F53B40			

	CMYK	0	69	48	0
	RGB	237	110	110	
	HEX	#ED6E6E			
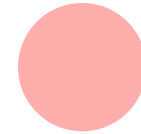
	CMYK	0	43	22	0
	RGB	255	173	173	
	HEX	#FFADAD			

SKIN TONES

	CMYK	31	61	49	28
	RGB	148	94	92	
	HEX	#945E5C			

	CMYK	24	53	42	12
	RGB	184	125	120	
	HEX	#B87D78			

	CMYK	6	25	27	0
	RGB	240	201	184	
	HEX	#F0C9B8			

	CMYK	4	23	18	0
	RGB	242	209	201	
	HEX	#F2D1C9			

	CMYK	0	15	13	0
	RGB	250	227	217	
	HEX	#FAE3D9			

Photography
Wrapping

The style for corporate photos is bright and refined. It reflects the inspiring values of Debiopharm™ and conveys confidence and serenity. Photos are slightly unsaturated with a bright ambiance, unified backgrounds, and slight depth blur.

EMOTIONAL WRAPPING
Use a bust shot and leave space around the subject to provide space. The main subject is on the left side of the picture. Emotions are positive without exuberance. Visual messages are:

- "Made by humans for humans"
- "Bearers of hope"

NEUTRAL WRAPPING
These photos convey the dynamism and relationship-based approach of company collaborators, whilst abstract and non-emotional.

Photography
Portraits

Portrait photos are inspired by corporate photos, but with a simple and authentic background. The background of group photos can be busier; however, the subject must be enhanced by light, field depth, or color.

Subjects must look at ease and natural. The ambiance is bright, a bit unsaturated with slight shades of blue. The light [flash] mustn't burn contrasts to be able to see subject's skin texture.

Everyone is free regarding the position of subjects on the photo and background ambiance. There must however remain a graphic coherence between photos.

It is recommended to call upon image professionals to guarantee aesthetic and technical quality of photos.

Photography
Content (Human beings)

As a company working for human beings, humans are at the center of proposed content. Faces of collaborators are uncovered, they are focused on their tasks. They are professional, but accessible.

The field depth allows to focus attention on a human subject, or the purpose of the subject's action. Collaborators and their skills are enhanced to become one of the values communicated by Debiopharm™.
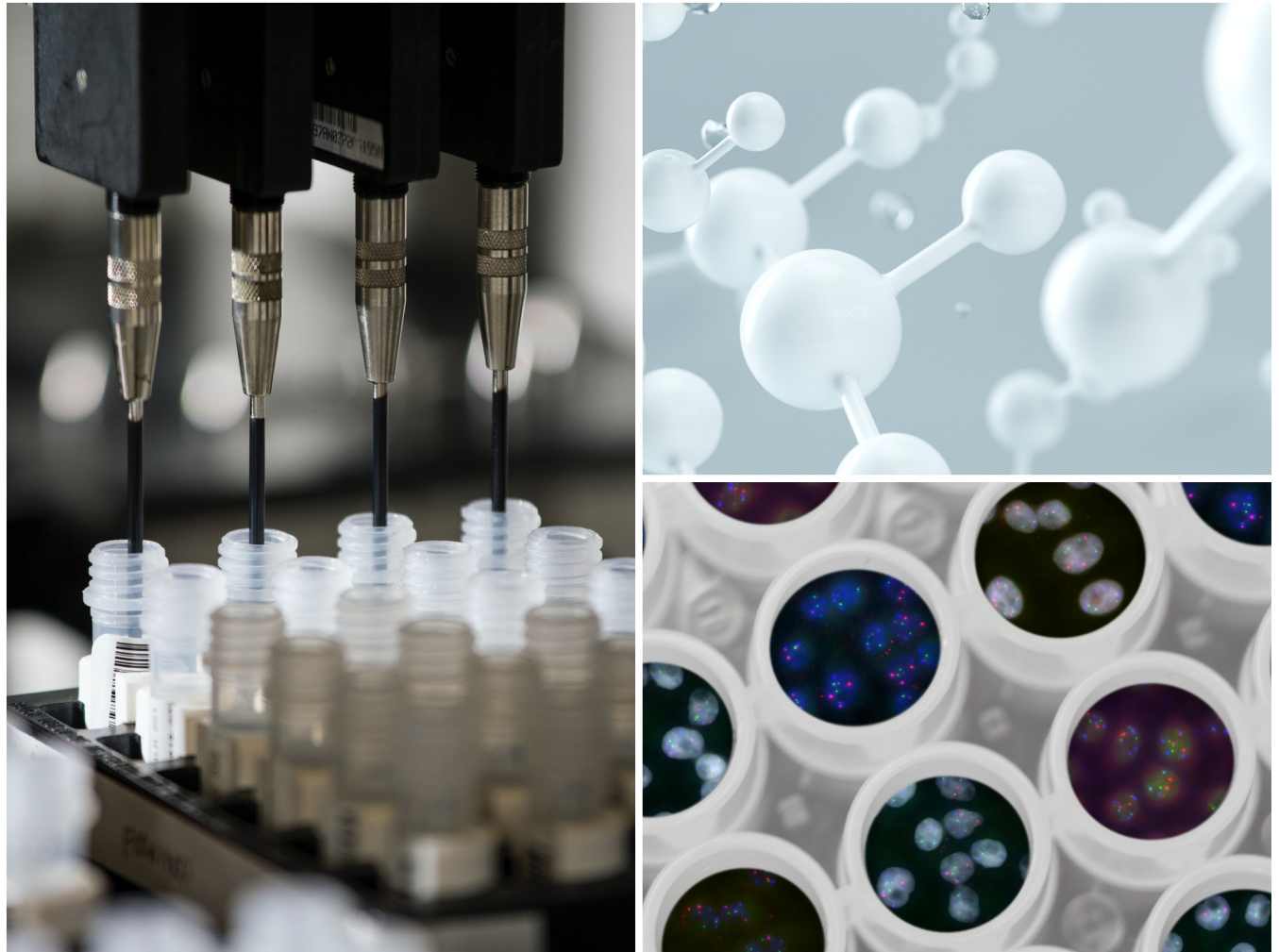
Photography
Content (Products)

Products, molecules, processes are part of the Debiopharm™ universe. Closeness increases the degree of precision used by the company and conveys a notion of precision, essential in the medical context.

Photography
Recommendation

RESOLUTION
Pictures for print must be 300 DPI minimum, in a 1:1 format corresponding to final use format.

SCAN
Scanned photos must be in maximum resolution and edited for print.

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.

PHOTOGRAPHERS
If photos are taken by a photographer, make sure to know of defined restrictions for photo use and forward this charter or transfer photographer to communications department to ensure coherence of photographs.

STYLE
Style of purchased photos or of those taken by a photographer must comply with wrapping photos.

BAD EXAMPLES

✖ Heavy background, backlighting, dirty camera lens
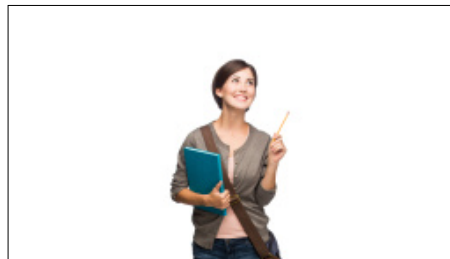
✖ Empty background

✖ "Stock photos" structure type and gaze waiting for the photo

✖ Too much contrast and warm shades

Videos
Interviews

Presentation videos are an extension of the corporate photos.

SUBJECT
The person needs to be at ease and natural. To distinguish the subject from the background it's important to carefully select the color of their clothes.

IMAGE
The subject needs to be in the center of the picture and looking at the lens. The framing is at chest height with eyes on the horizontal line of the upper third. This type of framing allows for a double export: square format [1:1], more adapted to social media, and standard [16:9], for more standard video sharing formats [Vimeo, YouTube,]. The video must be stable and of good quality.

SOUND
The environment must be silent, with no background noise. Any pause or mispronunciation must be cut during editing.

BAD EXAMPLE

❌ Looking at interviewer

❌ Busy background

❌ Avoid hands on knees in seated position

Videos
Motion Design

TITLE & QUESTIONS

LOWER THIRD
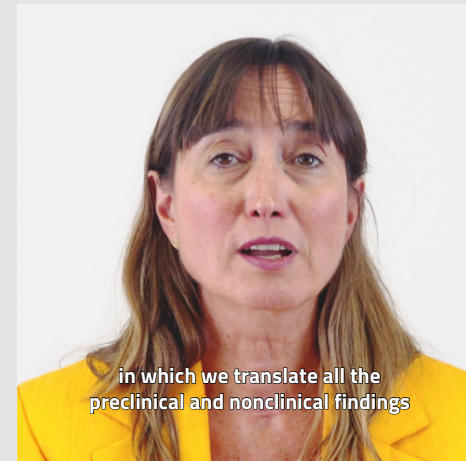
SUBTITLES

SIGNATURE

Corporate
Channels

Social media

The purpose of corporate posts (announcing presence at an event, product...) is to reinforce the digital and human presence of Debiopharm™ on social media.

Portraits allow to highlight speakers and a minimalist approach of the layout allows to efficiently deliver essential information to users.

We're attending DTx Europe 2022!

June 28th-29th, London UK

Let's meet!

TOM GIBBS
Investment Director,
Debiopharm Innovation Fund S.A

Meet me at Tech Tour Health 2022!

June 21th-22nd   Jury Member

CEDRIC ODJE
Investment Associate

See you next week at LSX World Congress in London!

May 10th-11th

Come to meet us in person!

CEDRIC ODJE
Investment Associate
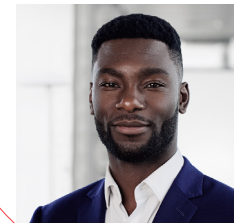
VINCENT LEPREUX
Associate Director

Newsletter

The newsletter usually has illustrations that follow principles indicated in the dedicated chapter ().

It can be completed with other content (photos for example).
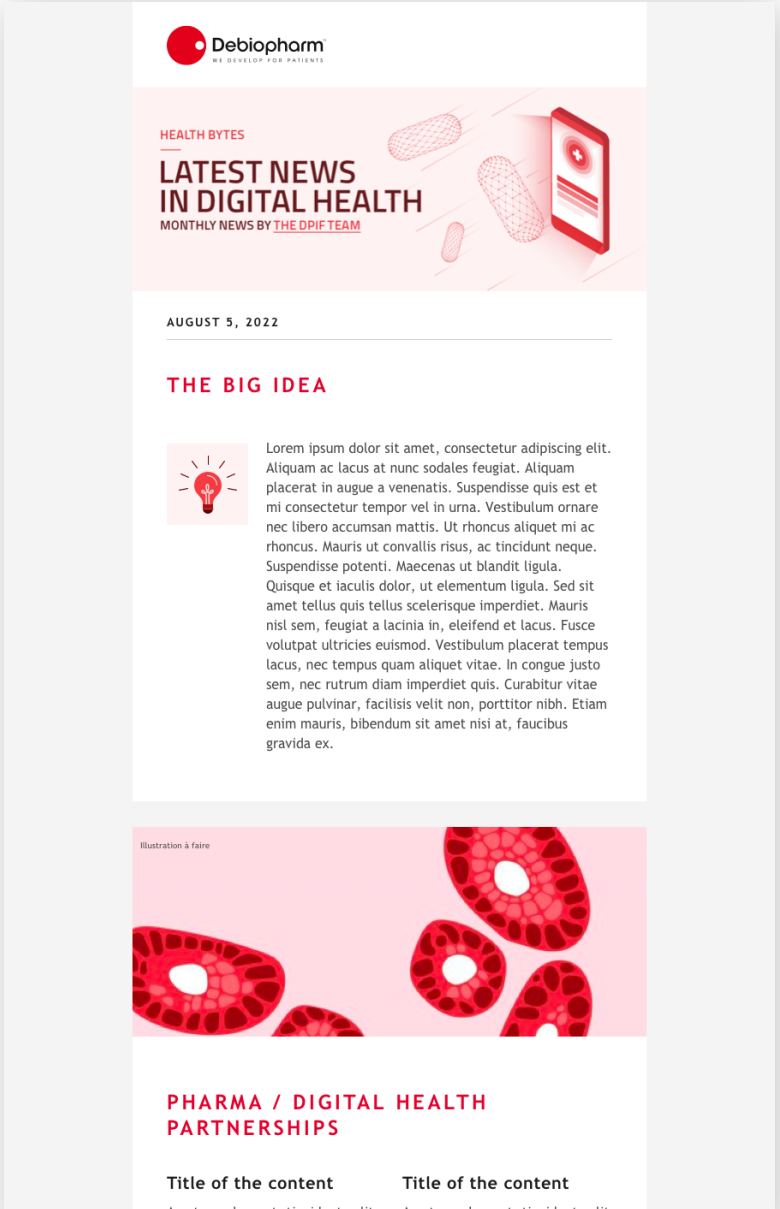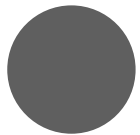
PowerPoint
Introduction

PowerPoint presentations must be based on templates developed for each entity. Graphic codes differ from the guideline for reasons of version compatibility with operating systems.

PowerPoint
Colors

Fonts

To fit with document needs, PowerPoint color codes are a bit different from other codes.

PowerPoint fonts differ from guidelines for compatibility reasons.

UNIFORM   **NUANCES**

Texts

Texts, graphs...

RGB   95   95   149
HEX   #5F5F5F
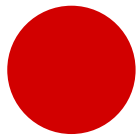
Texts
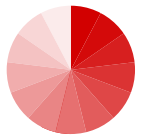
Visual elements

RGB   210   0   149
HEX   #D200000

TEXT STYLES

Chapter title [Arial Regular & Bold, 17 pt]

Slide title [Arial Bold, 21 pt]

Content title [Arial Bold, 22 pt]
Content title [Arial Bold, 12 pt]

Standard text [Arial Regular & Bold, 16 pt]
Standard text [Arial Regular & Bold, 10 pt]

LISTS STYLE
Lists are only used when it's necessary (content)

Style: red bullet points, identical height in the text ●

WHAT NOT TO DO
- no text underlining
- no colors for content (only titles in red)
- highlighting = bold

PowerPoint
Tables

STANDARD TEXT
ARIAL REGULAR & BOLD, 8 PT
LEFT ALIGNMENT OR CENTER
RGB   95   95   95

HEADER
ARIAL BOLD, 8PT
LEFT ALIGNMENT
RGB   95   95   95

WHITE BACKGROUND
RGB   255   255   255

HORIZONTAL SEPARATION
CONTINUOUS, 0.5 PT
RGB   150   150   150

AbYlink™

Selective labeling of antibodies and ADCs

Approach	Conjugation method	mAb	DoC	Labeled mAb	Selectivity Fc/Fab	
No targeting	DOTA-NHS	Trastuzumab	1.34	73%	1.46	No
	Seq-DOTA	Trastuzumab	2.21	96%	0.14	No
AbYlink™	TM2-Seq-DOTA	Trastuzumab	1.87	99%	41.5	Excellent
No targeting	FITC-SCN	Trastuzumab	3.68	100%	0.82	No
AbYlink™	TM2-Seq-FITC	Trastuzumab	2.04	95%	Selective	Excellent
No targeting	FITC-SCN	T-DM1 (Kadcyla)	3.60	100%	0.80	No
AbYlink™	TM2-Seq-FITC	T-DM1 (Kadcyla)	1.66	95%	14.82	Good

TM - Targeting Moiety   *Seq - Cleavable Sequence*   *DoC - Degree of Conjugation (number of chelator molecules per antibody)*

Debiopharm™
WE DEVELOP FOR PATIENTS

page 33

PowerPoint
Content

Use of a minimum of texts and content.

Only highlight using bold (no colors or red letters) or by working on the structure and red blocs.
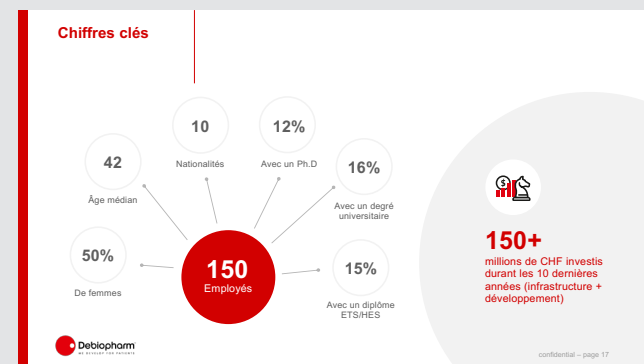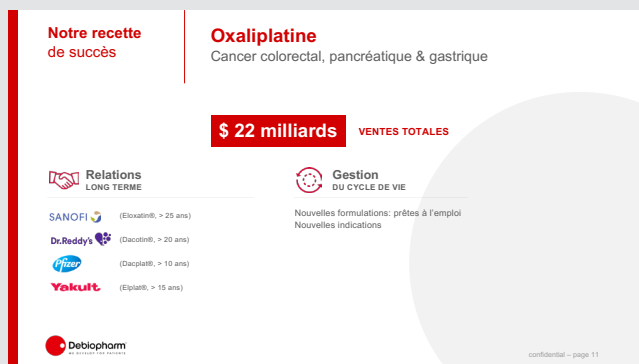
Content is expressed by the narrator, not the support; slides are only a support for the message.

IMAGES/ILLUSTRATIONS
Please mention copyrights of photos when you use any.

Please respect copyright by using only photos for which rights have been paid or by authorizing free use of images.

Example: Photo: Marc Wahlberg/Company

PowerPoint
Graphs

Thanks to the basic palette presented on page 31, it's possible to isolate each element in a graph and bring visual richness, whilst maintaining brand coherence.

Drug development attrition rate

NCE attrition rates differ by therapeutic area

Source: https://www.cas.org/blog/three-ways-overcome-attrition-nce-development, feb 2018

Debiopharm™
WE DEVELOP FOR PATIENTS
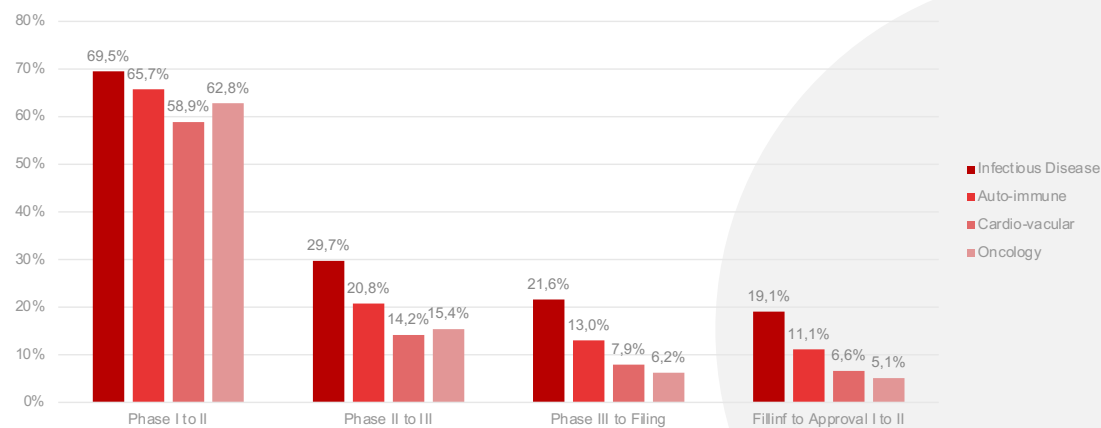
confidential – page 3

PowerPoint
End slide

ELEMENTS
Please use slides created specifically for the companies:

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

With your contact details.

Contact information

FirstName LastName
Title

Debiopharm Research & Manufacturing
Martigny, Switzerland
info-rm@debiopharm.com

**Debiopharm™
Headquarters**

Lausanne, Switzerland
www.debiopharm.com

© Design : www.superhuit.com
© Photos : J.Straesslé (lake)
Copyright Debiopharm Group

confidential – page **46**

Posters
Structures to observe

POSTER FORMATS

Company medical posters must be based on structures of existing PowerPoint templates. Available formats for posters are:

- Landscape: 170×90mm or 230×100mm
- Portrait: 90×170mm or 11×230mm

TO OBSERVE

Please observe PowerPoint codes in diagrams and basic structure with regards to:

- Banner on top edge of document
- Title in capital letters on top left
- Debiopharm™ logo on top right. Partner to be added on the right of group logo.
- Debiopharm conclusion capsule on bottom right
- PowerPoint color codes
- Two (portrait) or four (landscape) column structures
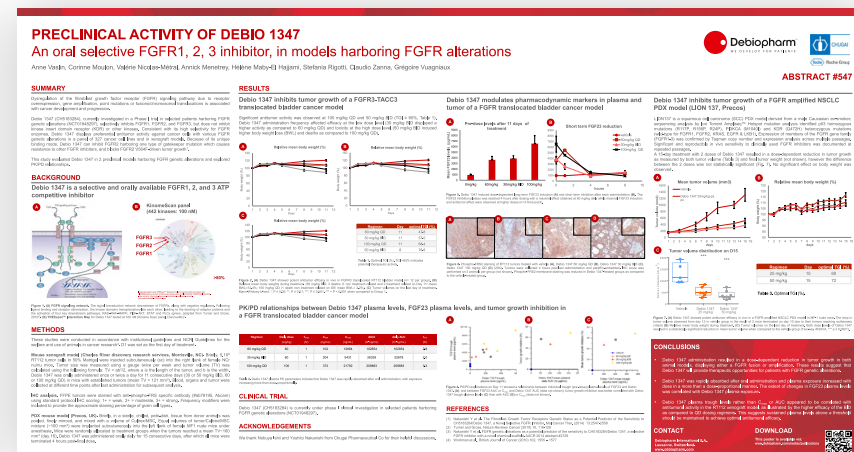
Booth
Front

The design of infographic elements for Debiopharm™ booths must comply with indications listed on previous pages.

Furniture choice is left to the discretion of specialists, provided colors and shapes are in line with the rest of the graphic wrapping.
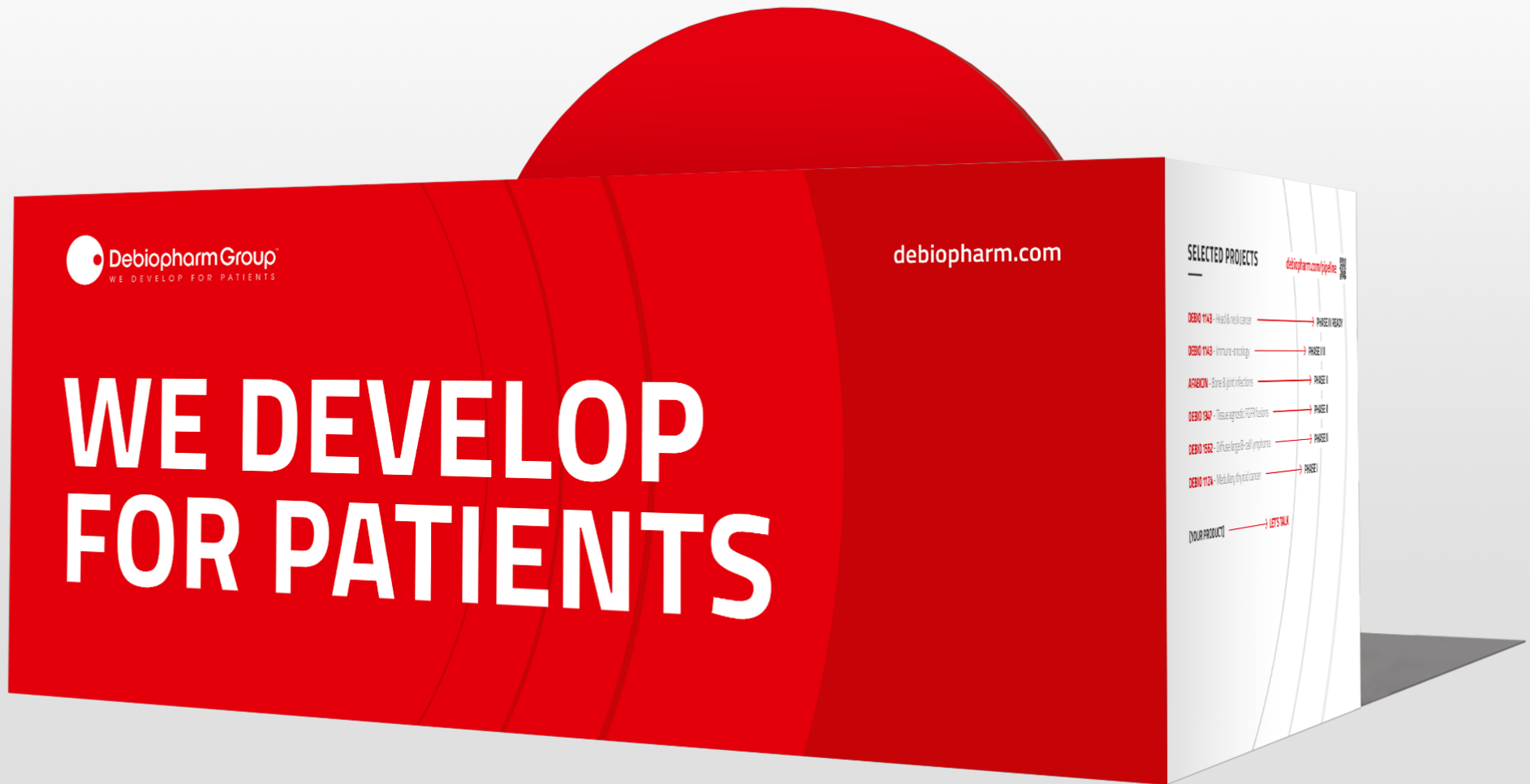
Booth
Back

Awareness

Introduction

The "Awareness" universe focuses on a particular subject of the Debiopharm™ universe. Whether it's a pathology, product, event, these tools extend the capabilities of the "Corporate" universe and provide a more specific representation of the given subject.

The "Awareness" universe extension complies with the rules of the two previous sections and its fundamental application remains coherent with the brand universe.
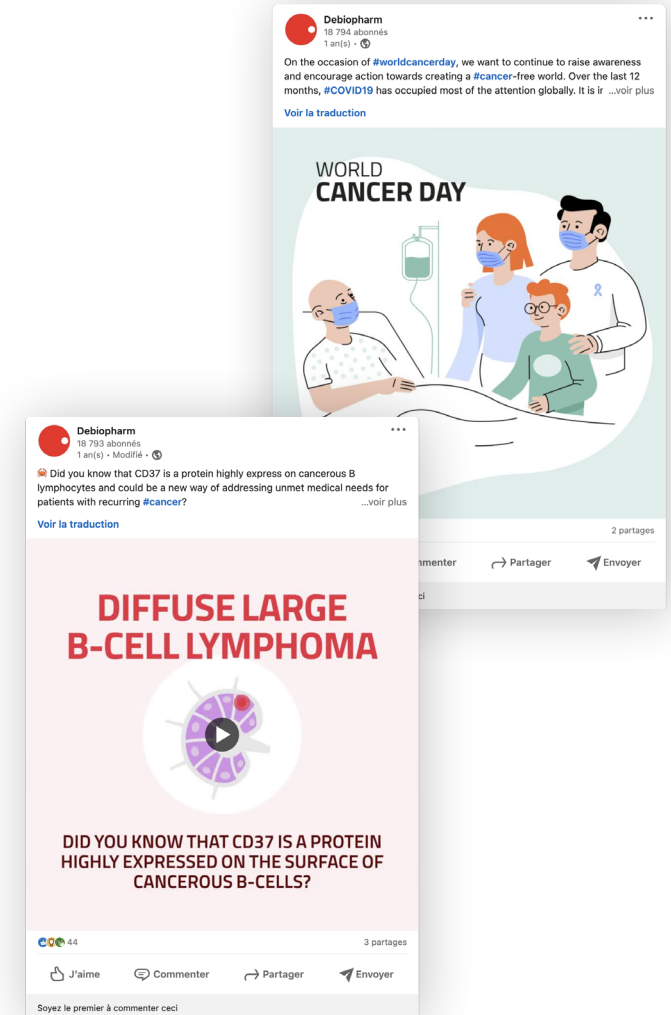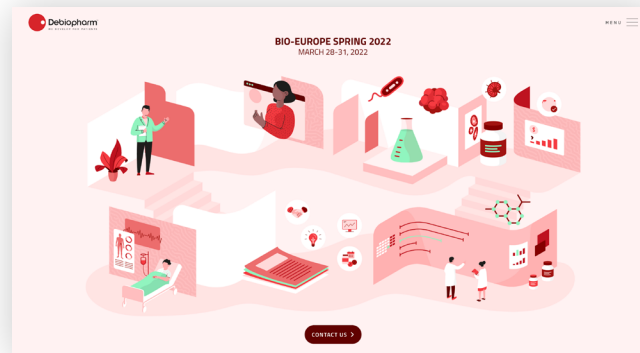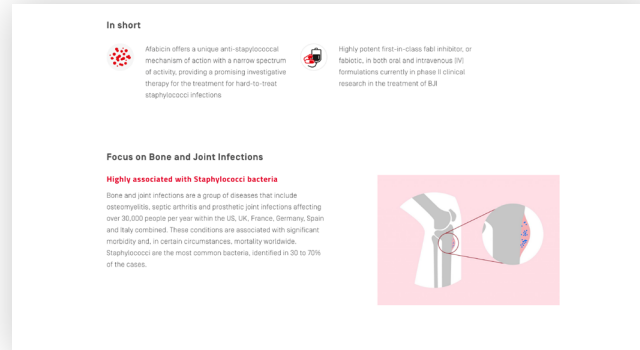
Illustration
Principles

Main use of solid colors, background elements are used to add depth or specific detail. The color palette is more colorful, more expressive.

Infographic type of visuals are used when content cannot be illustrated. They are expressed through typographic and graphic games; option to use monochromatic solid color icons/illustrations.

This type of visual is only used in social media, for awareness or promotion purposes.

During a campaign for a specific event, it's possible to use a different style to this one.
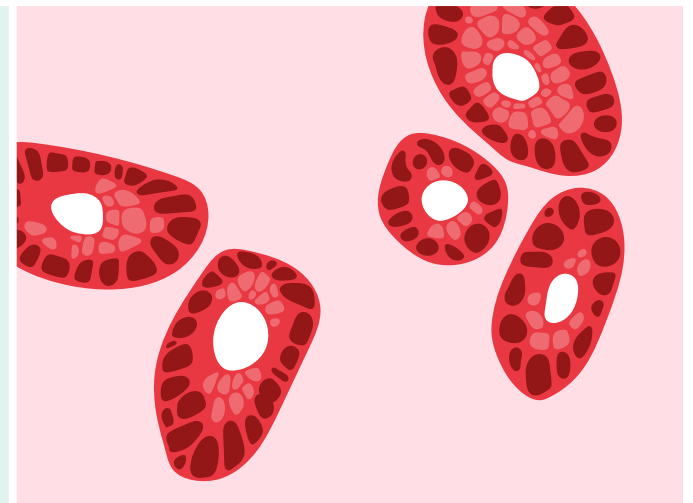
Colors

The "Awareness" color palette is an evolution of the "Corporate" palette (page 31). This enrichment provides a more accurate and precise representation of the visuals theme.

Colors
Shades

SPECIFIC PALETTE

CMYK	73 7 50 0	
RGB	69 172 149	
HEX	#45AB94	

CMYK	50 0 30 0	
RGB	141 204 190	
HEX	#8CCCBF	

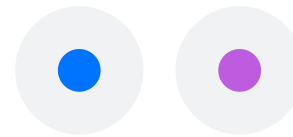|		
CMYK	14 0 7 0	
RGB	226 242 239	
HEX	#E3F2F0	

BASIC PALETTE & SKIN TONES
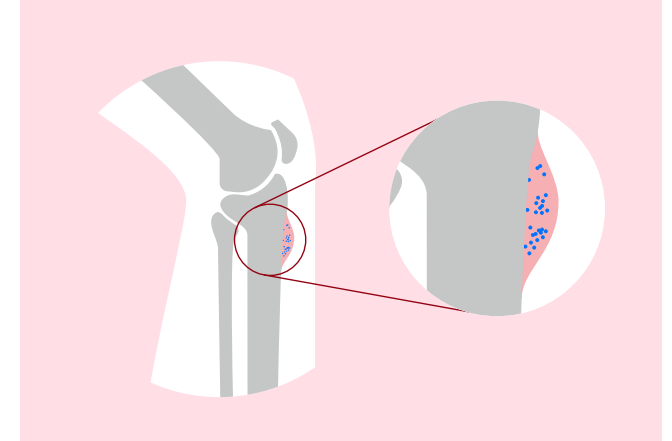See section "Shades", .

OTHER SHADES
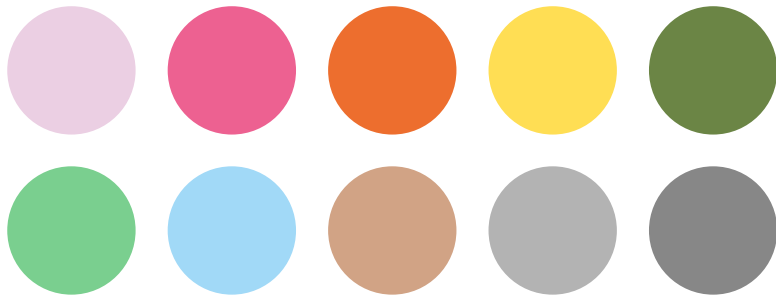
It's possible to add a shade if necessary.

CONTRAST SHADES

If red isn't sufficient, these colors may be used to highlight an element (in text or an illustration).

Typography

The main font used for content in "Corporate" visuals is Titillium. It meets recommendations elaborated in chapter Typography [page 12].

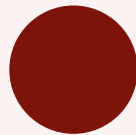Text color is determined according to the background used, as illustrated below.
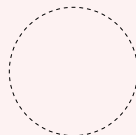
MISSION [TITILLIUM LIGHT]

ESTABLISHING TOMORROW'S STANDARD OF CARE [TITILLIUM BOLD]

DISCOVER OUR CLINICAL TRIALS [TITILLIUM SEMIBOLD]

CMYK	30	100	100	41
RGB	125	20	10	
HEX	#7D140A			

CMYK	1	7	4	0
RGB	253	242	242	
HEX	#FDF2F2			

CMYK	0	0	0	100
RGB	26	26	24	
HEX	#1A1A18			

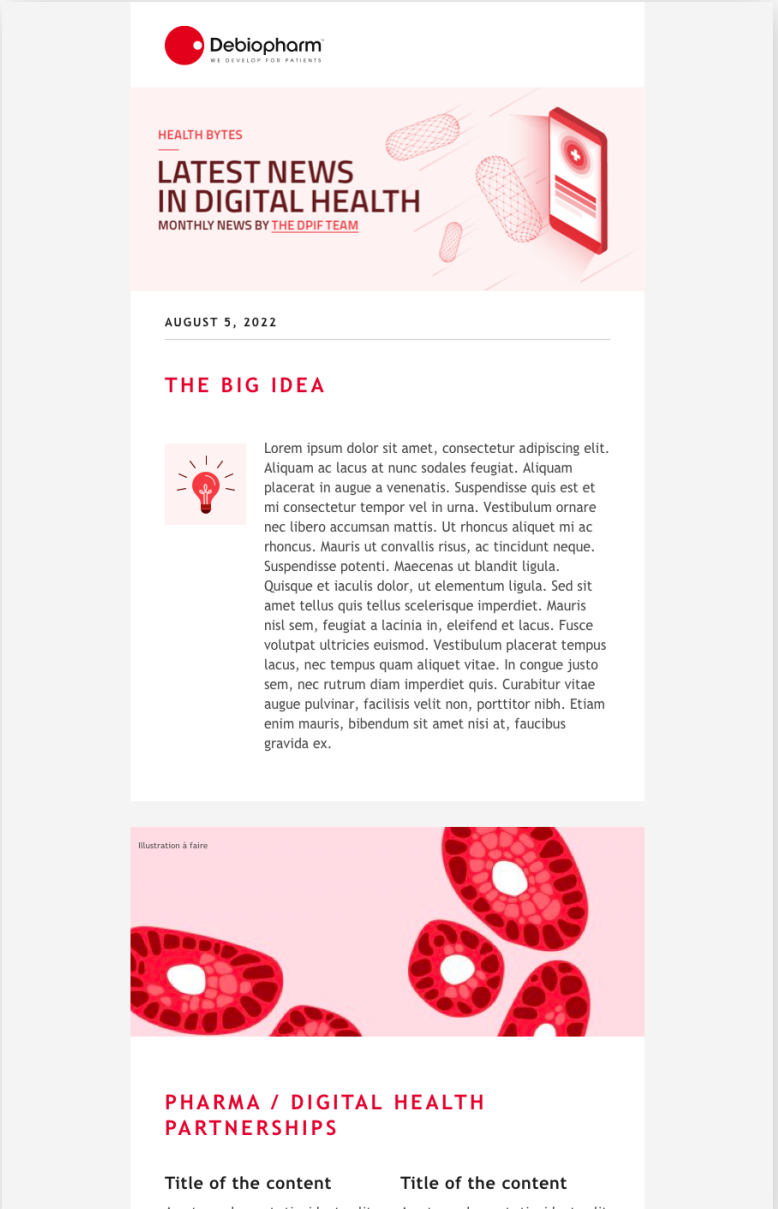| CMYK	14	0	7	0
RGB	226	242	239	
HEX	#E3F2F0			

Awareness
Channels
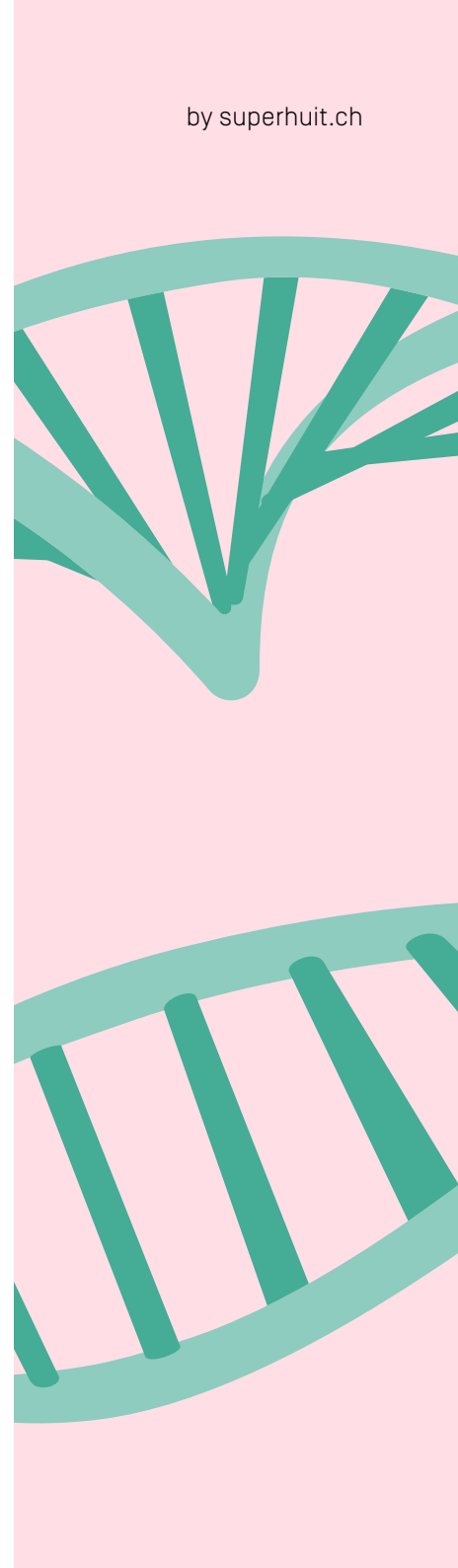
Social media

The human and colorful approach of Debiopharm™ "Awareness" posts provides richness on social media. Instinctive and relational, it opens discussions about pathologies and potential treatment solutions.
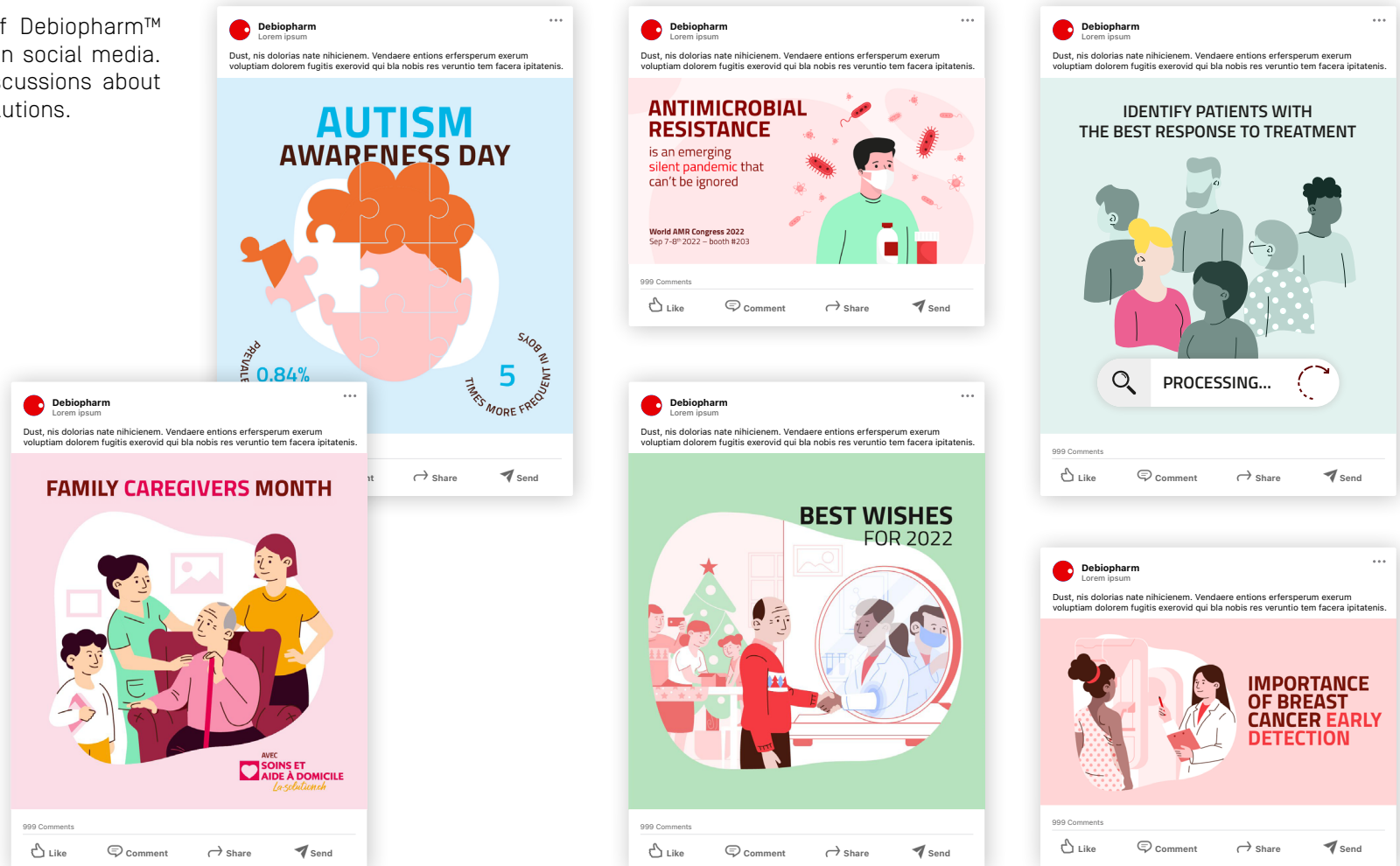
Explanatory illustrations of the Newsletter follow the "Awareness" principles.

# Emphasis

As with "Awareness" the function of "Emphasis" is to emphasize on a subject, more often an event, acting as an external element to the brand universe.

Among the fundamentals of the brand (color, typography, illustration), a campaign around an event treated in "Emphasis" mode, will be able to ignore one or more rules to distinguish itself from regular Debiopharm™ content.

A.
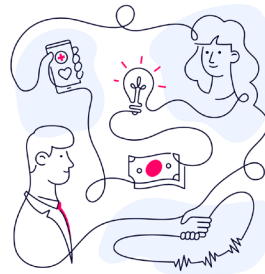
Are you seeking funding for your digital health start-up?
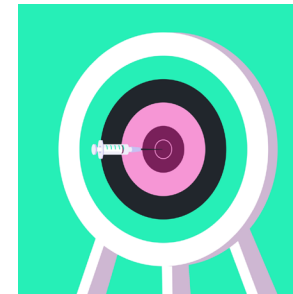
B.

#JPM22
San Francisco   Jan 10-13th 2022

At Debiopharm we are developing new ways to outsmart cancer

#JPM22
San Francisco   Jan 10-13th 2022

C.

TARGET HIGH UNMET MEDICAL NEEDS IN

D.

#BIO2022   GET IN TOUCH

SAN DIEGO   13-16 JUN, 2022

INNOVATIVE STEPS FOR A CANCER FREE WORLD

	A.	B.	C.	D.
Colors	🔴	🟢	🟢	🟢
Typography	🟢	🟢	🔴	🟢
Illustration	🔴	🔴	🔴	🔴

Style & animation

The promotional purpose of illustrations is to remain in line with current tendencies. This responsibility lies with the team in charge of validating visuals.

Its content is destined for social media. Rhythm and animations must be dynamic, to capture the attention of target audience and deliver essential information fast.

#JPM22
San Francisco   Jan 10-13th 2022

#BIO2022   GET IN TOUCH

SAN FRAN / 13-16 JAN

#BIO2019
3-6 JUNE – PHILADELPHIA

#JPM2020

Colors

Typography
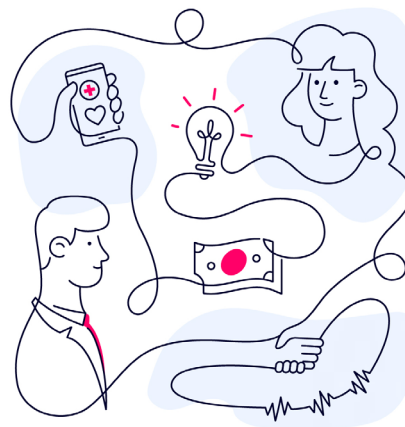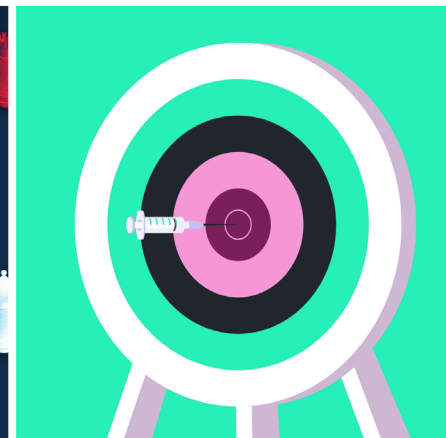
Colors are left to the discretion of designers in charge of the project and are free from constraint. Nevertheless, they are to remain close to those of the "Corporate" universe.

The typography can create a link with the main line of the brand. If added as a caption, the hashtag, date and location of the event, are written in the corporate font Titillium.

Are you seeking funding for your digital health start-up?

BIO-EUROPE SPRING

#BIOEuropeSpring   Mar 28-30th 2022

TARGET HIGH UNMET MEDICAL NEEDS IN
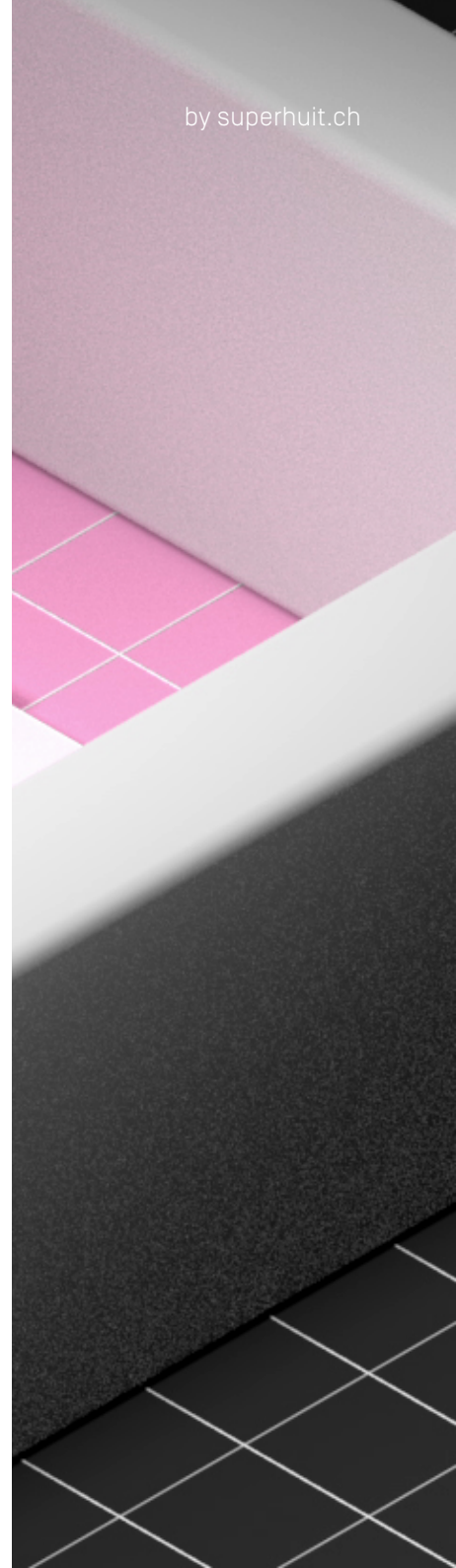
At Debiopharm we are developing new ways to outsmart cancer

#JPM22
San Francisco   Jan 10-13th 2022

Emphasis
Channels

Social media

The differentiation with the "Emphasis" posts strengthens the delivered message and communicates the company implication in an event.

Debiopharm
Lorem ipsum

Dust, nis dolorias nate nihicienem. Vendaere entions erfersperum exerum voluptiam dolorem fugitis exerovid qui bla nobis res veruntio tem facera ipitatenis.

#BIO2022   GET IN TOUCH

999 Comments

Like   Comment   Share   Send

Debiopharm
Lorem ipsum

Dust, nis dolorias nate nihicienem. Vendaere entions erfersperum exerum voluptiam dolorem fugitis exerovid qui bla nobis res veruntio tem facera ipitatenis.

Comment   Share   Send

opharm
ipsum

orias nate nihicienem. Vendaere entions erfersperum exerum dolorem fugitis exerovid qui bla nobis res veruntio tem facera ipitatenis.

999 Comments

Like   Comment   Share   Send