

# Brand Guidelines

Debiopharm™

English

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](mailto:communication@debiopharm.com)).

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

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# Our purpose

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

# Our values

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## **ADAPTABILITY**

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

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## **PASSION**

We are driven by our mission.

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## **COMMITMENT**

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

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## **ETHICS**

We always behave with fairness and integrity.

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## **CREATIVITY**

We innovate to make a difference in our field.

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## **EFFICIENCY**

We optimize our resources to ensure maximum impact.

# Essentials

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



### 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.





# 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.



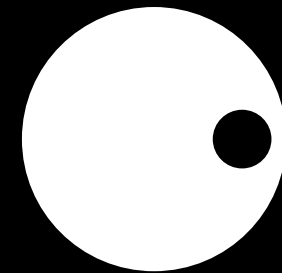
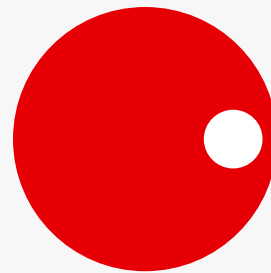
✘ Never change size/space ratio between brand and symbol.



✘ 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.

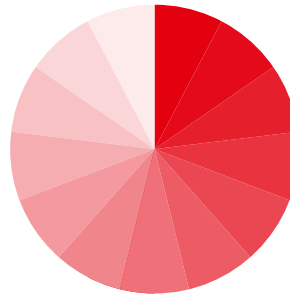


## Chromatic universe

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.

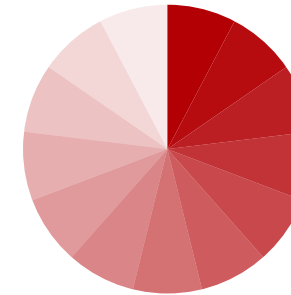
Red structures the entire visual communication of the group with black and complementary shades.

**MAIN RED**



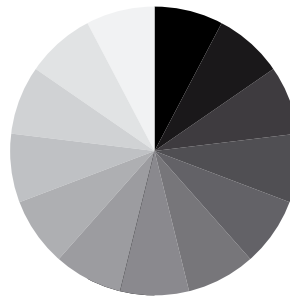
CMYK 0 100 100 0  
RGB 227 0 15  
HEX #E3000F

**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]

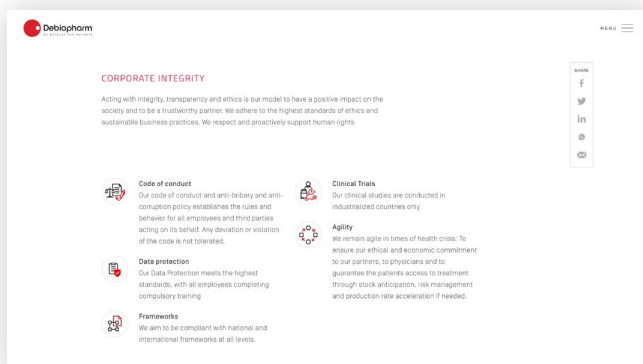
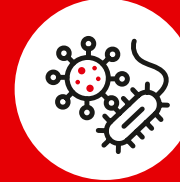
# Iconography

## 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

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### **COPYRIGHTS**

Icons are also protected by copyrights, it's not possible to use 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.



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 attachment to the Lake Geneva area.

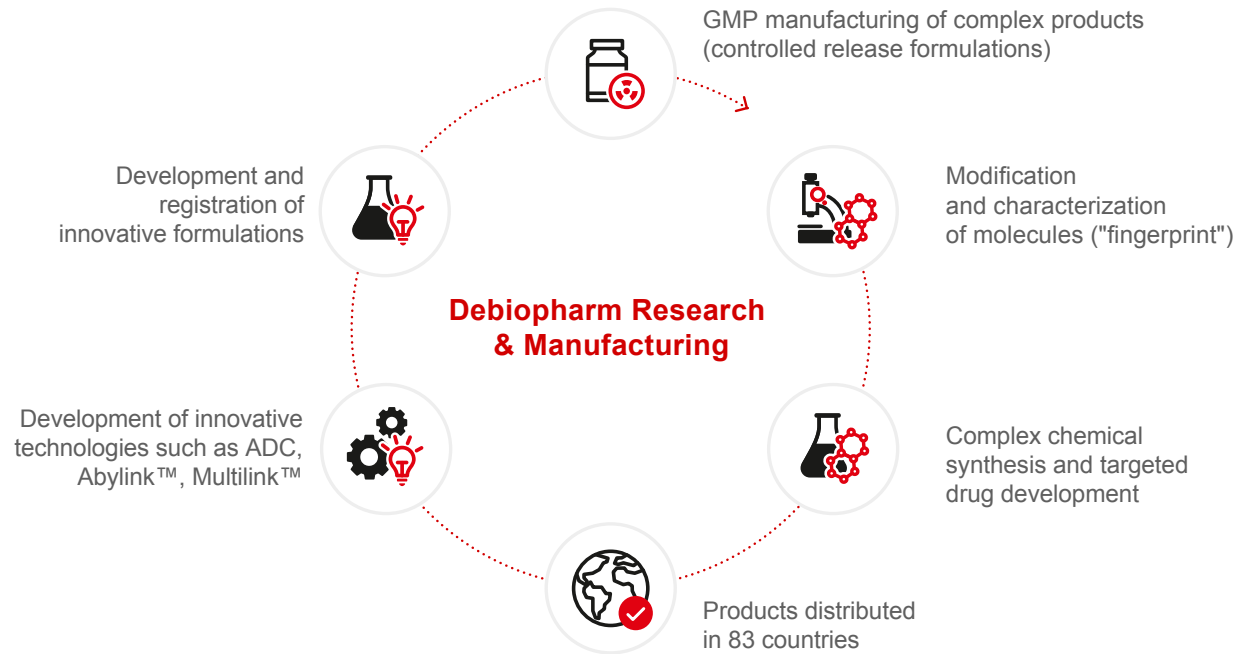
This picture is the main visual used to represent Debiopharm™ in all communication. It embellishes brochure and PowerPoint presentations.



# 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.



# 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<sup>2</sup>
- Letter A4: 90g/m<sup>2</sup>
- Compliment card: 300 g/m<sup>2</sup>
- Business card: 300 g/m<sup>2</sup>

### PROPOSAL FOR PROMOTIONAL DOCUMENTS

For promotional documents (company brochure) we recommend using PlanoArt of Papyrus with a weight of at least 300g/m<sup>2</sup>.

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

# Validations

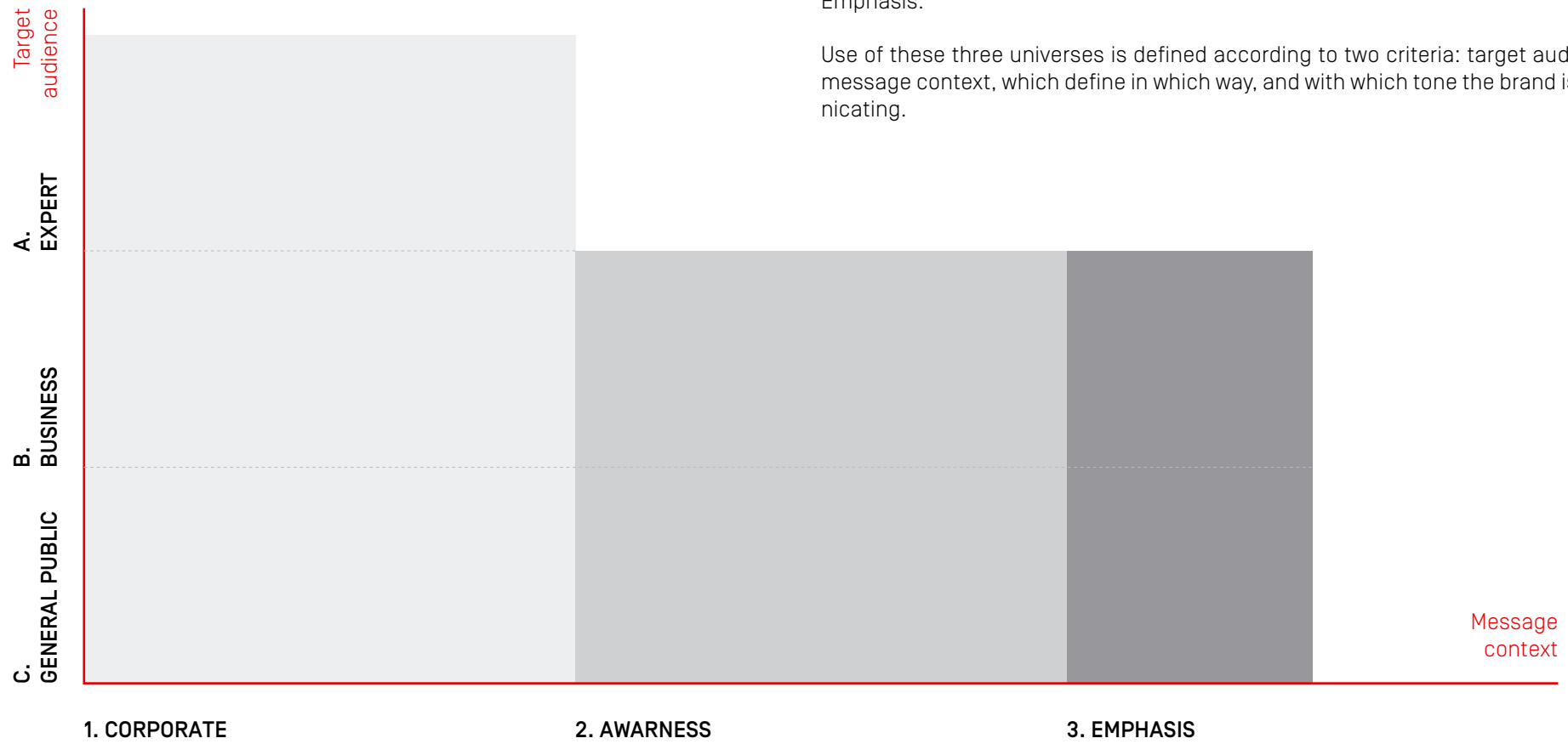
## Document validations

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](mailto: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



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.

# Introduction

## 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 losing impact. It emphasizes specific and important subjects.

## Target audience

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### 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

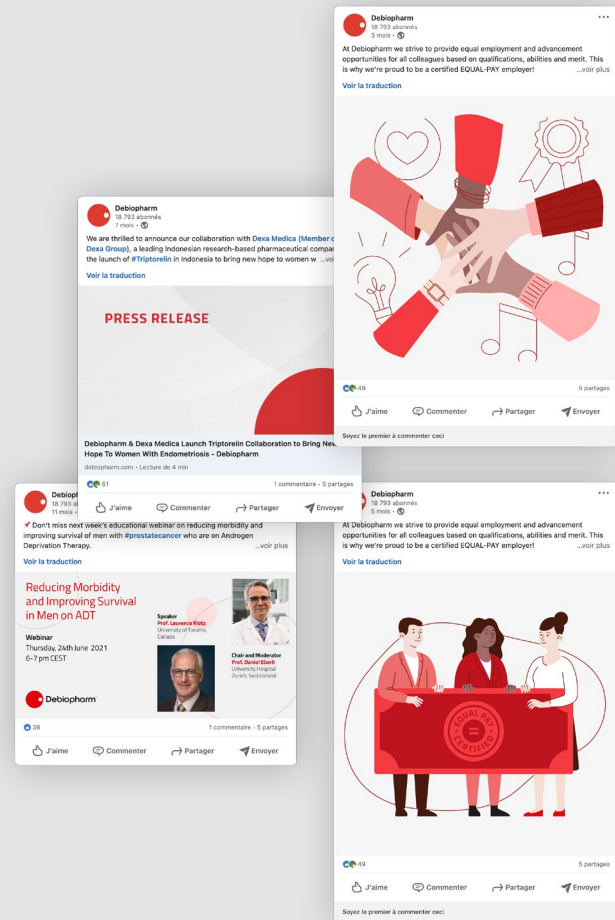
Communication aimed at this audience is broad. Its messages are simple and accessible to all. The main objective is to maintain and/or increase brand awareness.



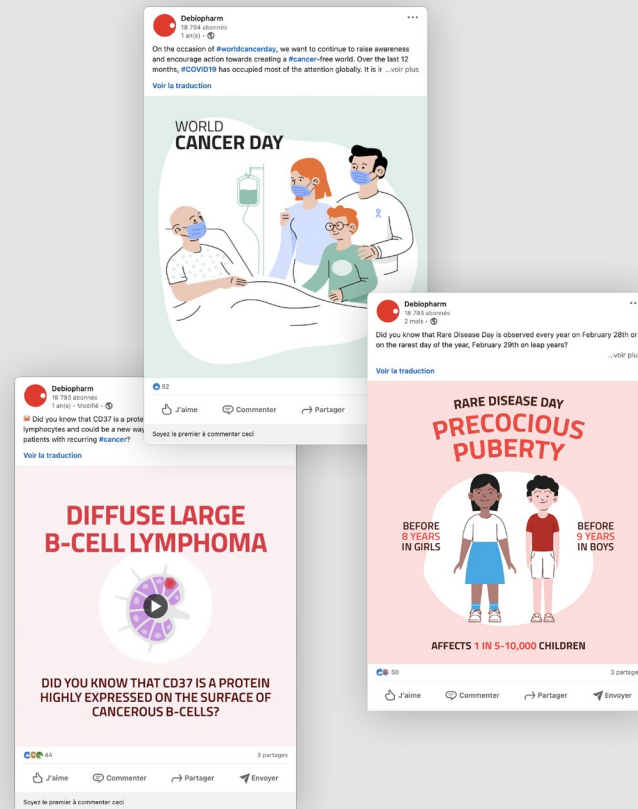
# Introduction

## Universe comparison

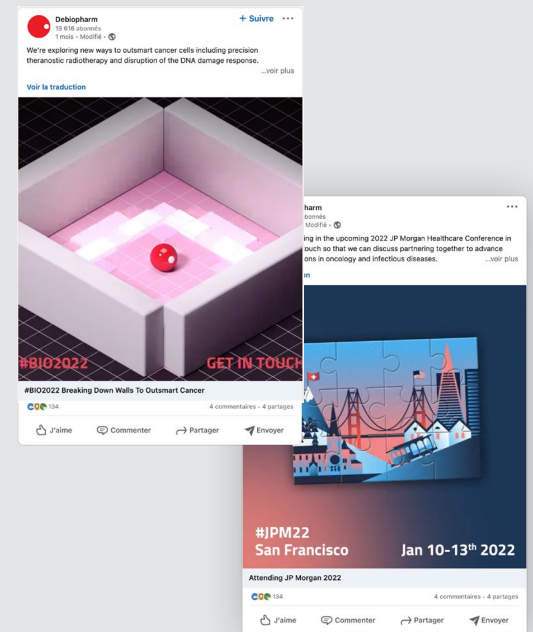
### CORPORATE



### AWARENESS



### EMPHASIS



# Corporate

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# Introduction

Corporate

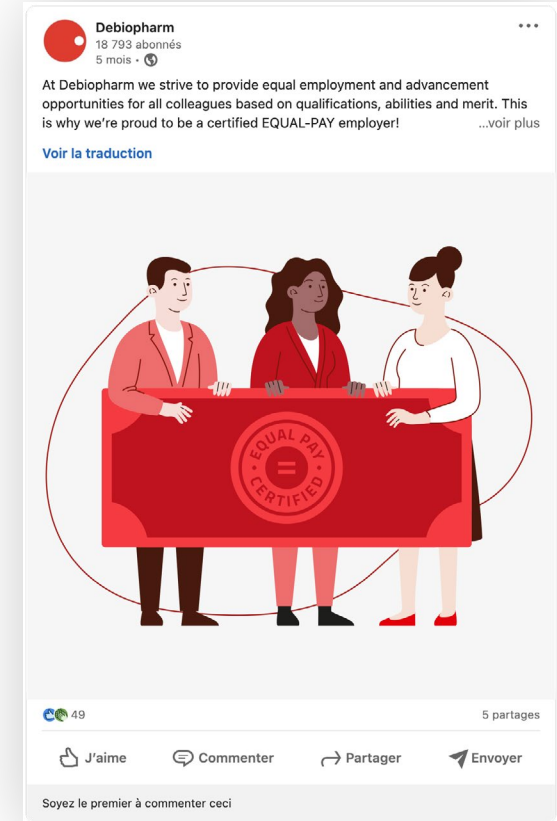
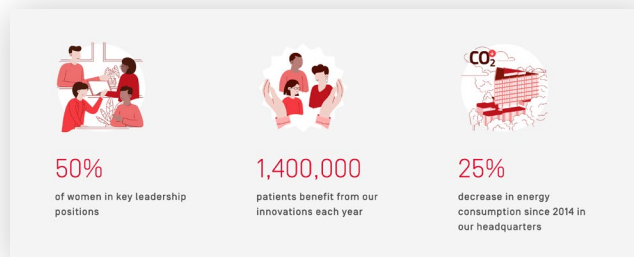
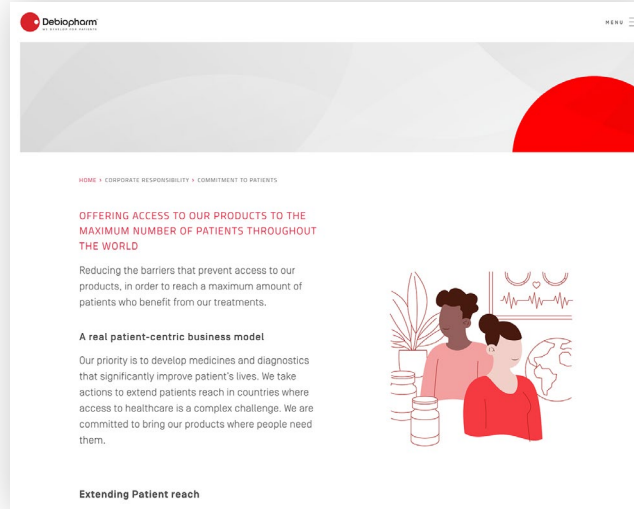
Awareness

Emphasis

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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

Corporate

Awareness

Emphasis

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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

Corporate

Awareness

Emphasis

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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.

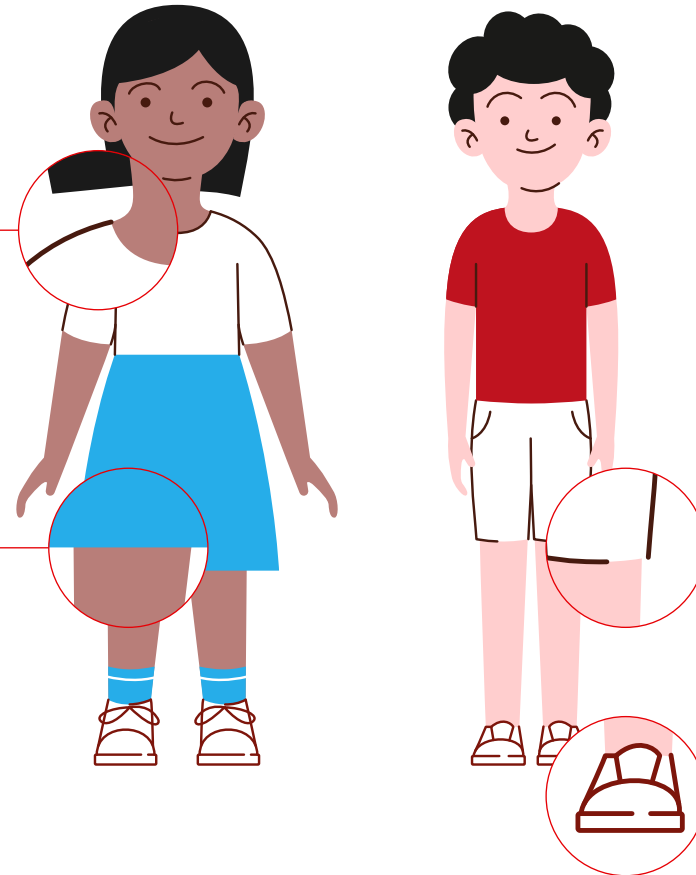
Favor curves rather than straight lines

Natural body positions and proportions

No outlines around full color shapes

Lines are never full

Lines are used to emphasize details or light colors



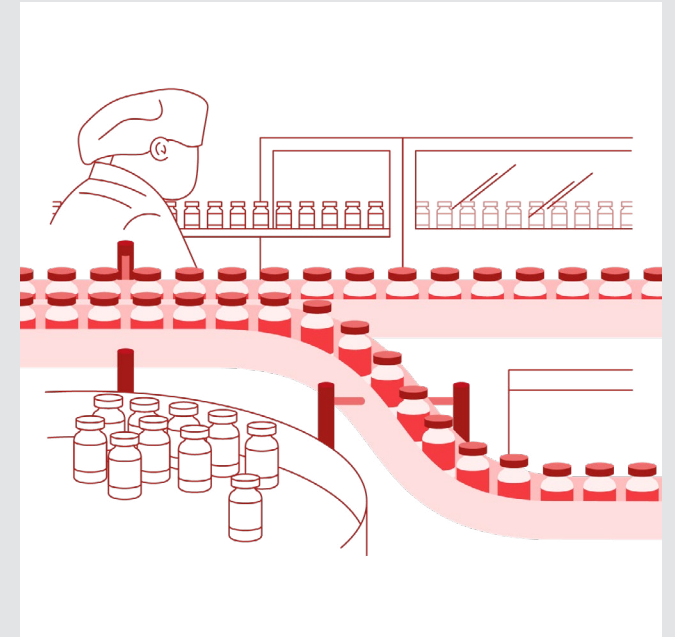
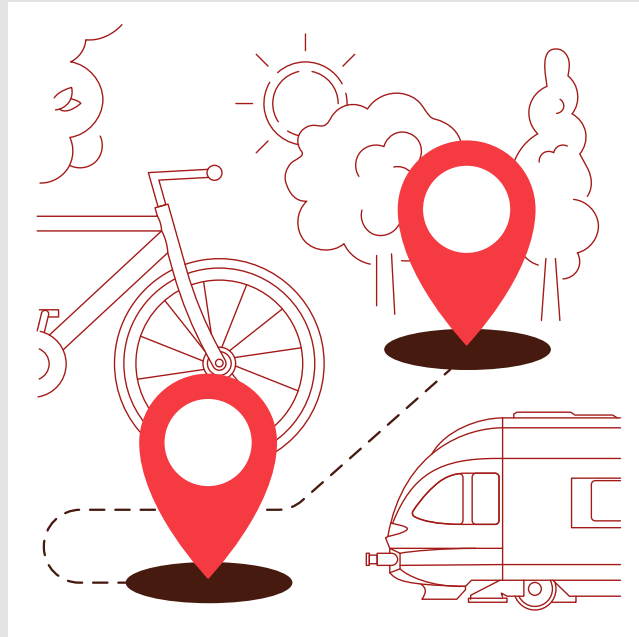
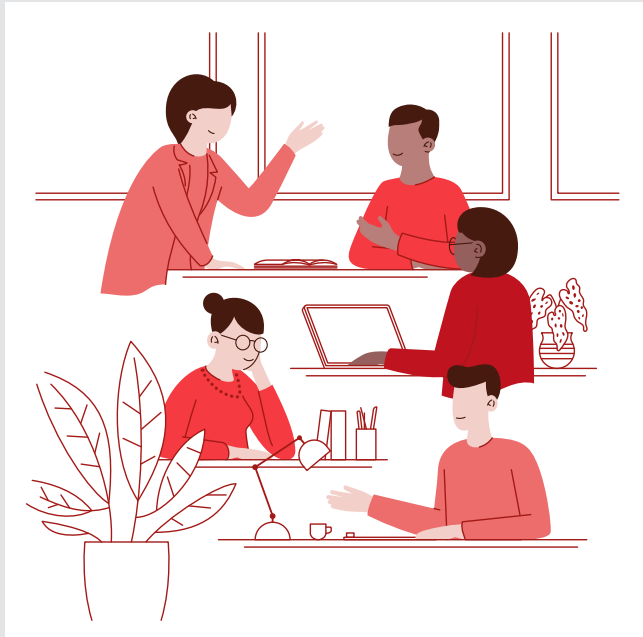
# Illustration Examples

Corporate

Awareness

Emphasis

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

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

Corporate

Awareness

Emphasis

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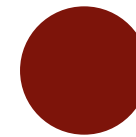
## BASIC PALETTE



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



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



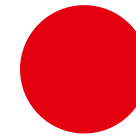
CMYK 30 100 100 41  
RGB 125 20 10  
HEX #7D140A



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



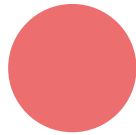
CMYK 17 100 93 7  
RGB 191 18 31  
HEX #BF121F



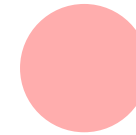
CMYK 0 100 100 0  
RGB 227 0 15  
HEX #E3000F



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



CMYK 0 69 48 0  
RGB 237 110 110  
HEX #ED6E6E

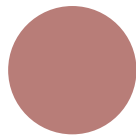


CMYK 0 43 22 0  
RGB 255 173 173  
HEX #FFADAD

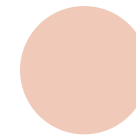
## SKIN TONES



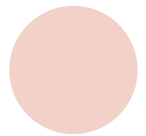
CMYK 31 61 49 28  
RGB 148 94 92  
HEX #945E5C



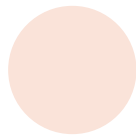
CMYK 24 53 42 12  
RGB 184 125 120  
HEX #B87D78



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

Corporate

Awareness

Emphasis

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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

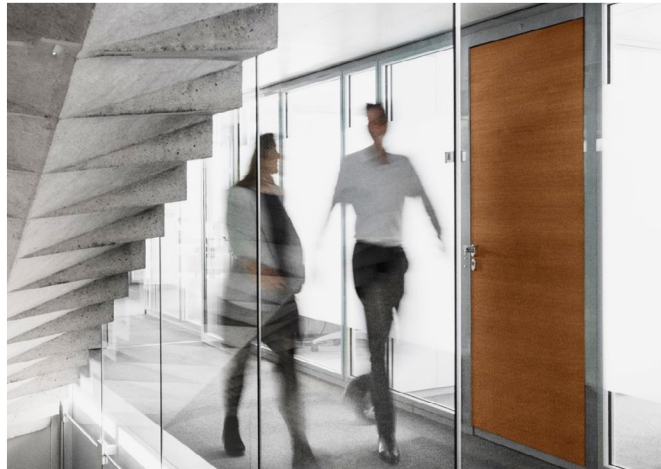
Use a bust shot and leave space around the subject to provide space. The main subject is on the left side of the picture. Emotions are positive without exuberance. Visual messages are:

- “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

Corporate

Awareness

Emphasis

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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.



## 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)

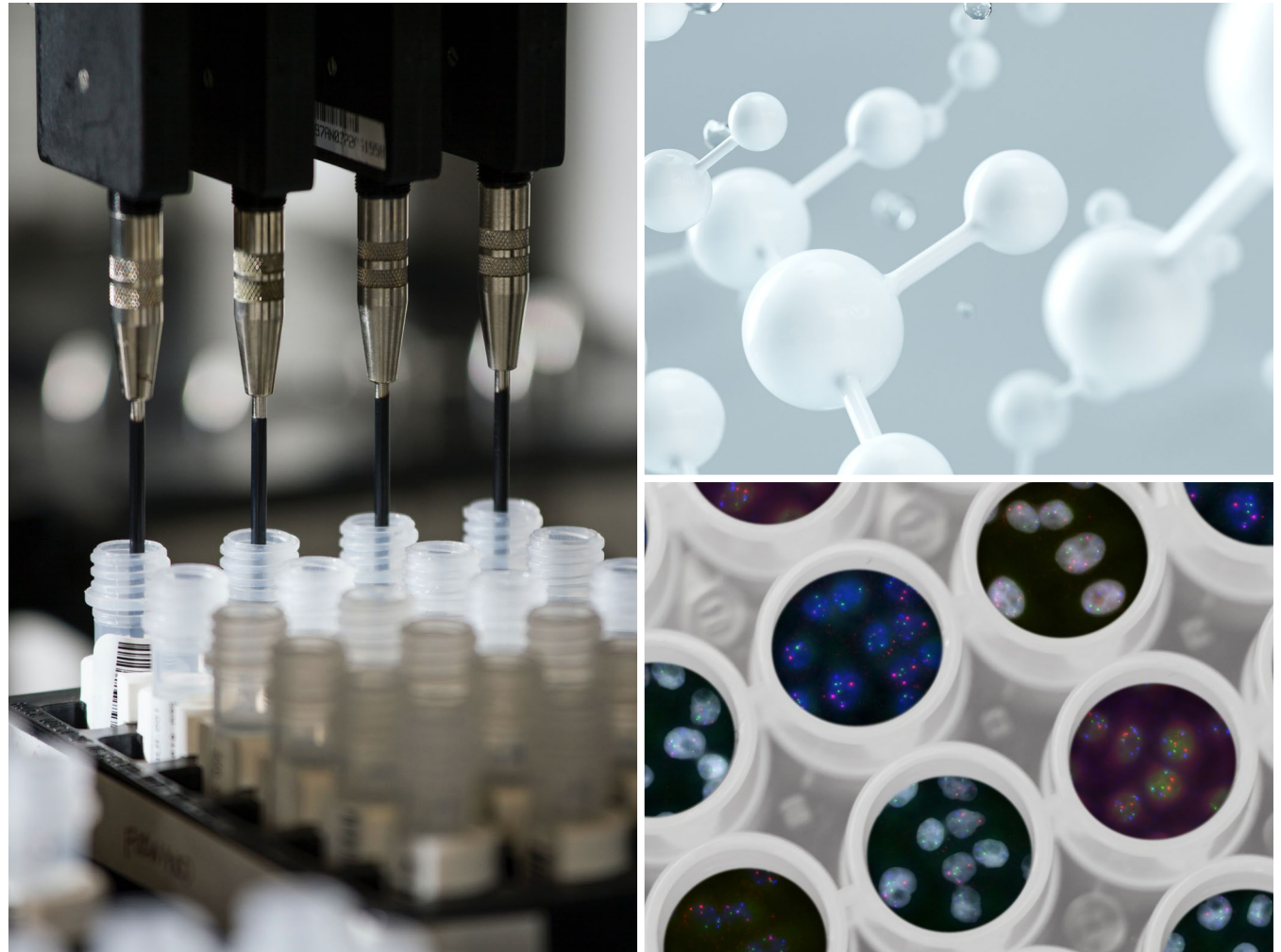
Corporate

Awareness

Emphasis

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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

Corporate

Awareness

Emphasis

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### 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

Corporate

Awareness

Emphasis

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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

Corporate

Awareness

Emphasis

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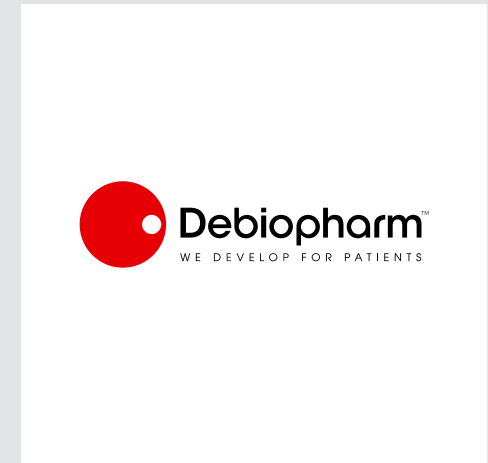
TITLE & QUESTIONS



LOWER THIRD



SUBTITLES



SIGNATURE

# Corporate Channels





# Social media

Corporate

Awareness

Emphasis

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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

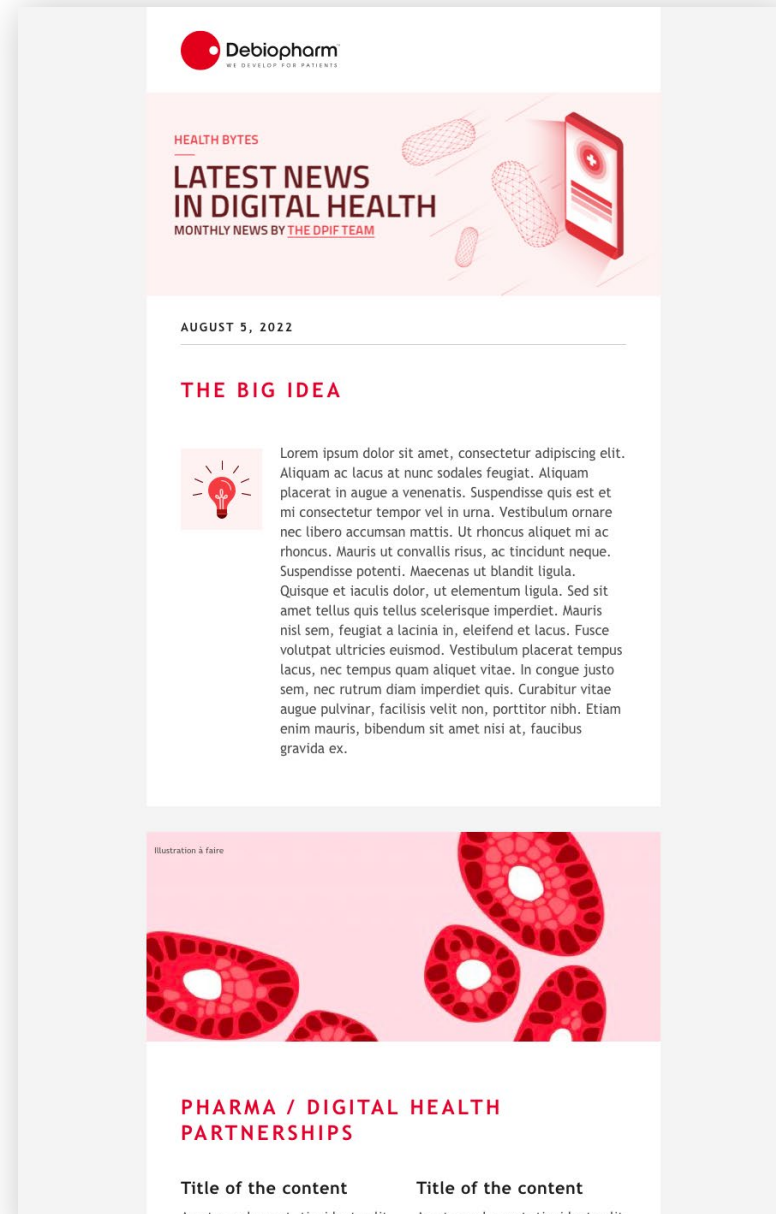


**VINCENT LEPREUX**  
Associate Director



The newsletter usually has illustrations that follow principles indicated in the dedicated chapter ([page 28](#)).

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



# PowerPoint Introduction

Corporate

Awareness

Emphasis

43

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.

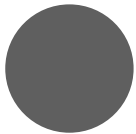


# PowerPoint Colors

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

## UNIFORM

## NUANCES

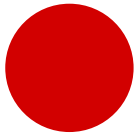


Texts

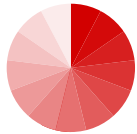


Texts,  
graphs...

RGB 95 95 149  
HEX #5F5F5F



Texts



Visual  
elements

RGB 210 0 149  
HEX #D20000

Corporate

Awareness

Emphasis

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# Fonts

PowerPoint fonts differ from guidelines for compatibility reasons.

## 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

## 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	<b>DOTA-NHS</b>	Trastuzumab	1.34	73%	1.46	No
	<b>Seq-DOTA</b>	Trastuzumab	2.21	96%	0.14	No
AbYlink™	<b>TM2-Seq-DOTA</b>	Trastuzumab	<b>1.87</b>	<b>99%</b>	<b>41.5</b>	<b>Excellent</b>
No targeting	<b>FITC-SCN</b>	Trastuzumab	3.68	100%	0.82	No
AbYlink™	<b>TM2-Seq-FITC</b>	Trastuzumab	<b>2.04</b>	<b>95%</b>	<b>Selective</b>	<b>Excellent</b>
No targeting	<b>FITC-SCN</b>	T-DM1 (Kadcyla)	3.60	100%	0.80	No
AbYlink™	<b>TM2-Seq-FITC</b>	T-DM1 (Kadcyla)	<b>1.66</b>	<b>95%</b>	<b>14.82</b>	<b>Good</b>

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



# PowerPoint Content

Corporate

Awareness

Emphasis

46

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.

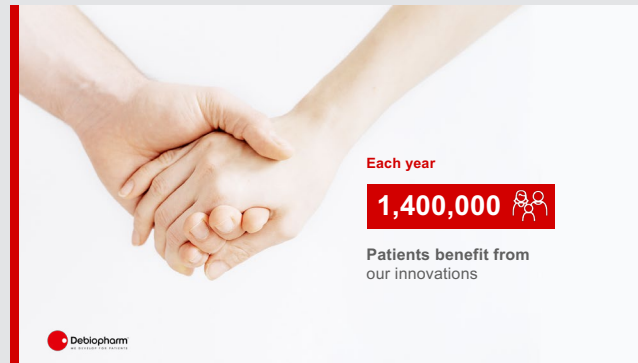
Content is expressed by the narrator, not the support; slides are only a support for the message.


## 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



Each year  
**1,400,000** 

Patients benefit from our innovations

Debiopharm



**Nos succès**

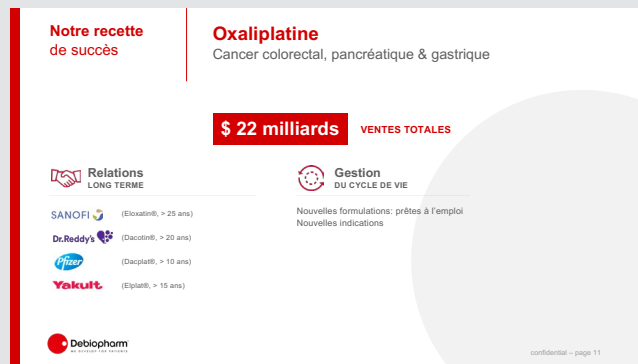
**2** **Molécules enregistrées**  
OXALIPLATINE & TRIPTORÉLINE

**4** **Produits sur le marché**

ELOXATIN® Standard de traitements des cancers colorectal et pancréatique  
DECAPEPTYL® Cancer de la prostate  
SALVACYL® Paraphilie  
TRIPTODUR® Puberté précoce

Debiopharm

confidential - page 10



**Notre recette de succès**

**Oxaliplatine**  
Cancer colorectal, pancréatique & gastrique

**\$ 22 milliards** VENTES TOTALES

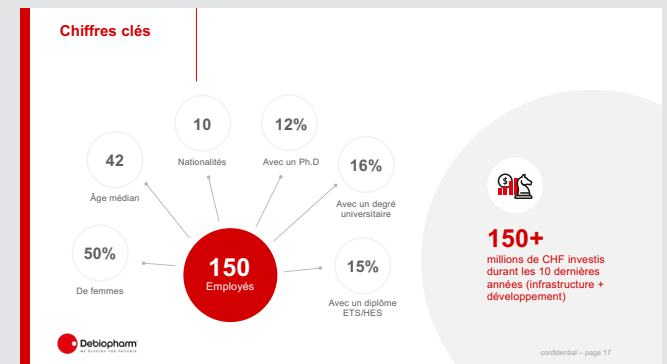
**Relations LONG TERME**

- SANOFI® (Eloxatin®, > 25 ans)
- Dr.Reddy's® (Dacotin®, > 20 ans)
- Ifar® (Dacplat®, > 10 ans)
- Yakult® (Eloplatt®, > 15 ans)

**Gestion DU CYCLE DE VIE**  
Nouvelles formulations: prêtes à l'emploi  
Nouvelles indications

Debiopharm

confidential - page 11



**Chiffres clés**

**150** Employés

- 42 Âge médian
- 10 Nationalités
- 12% Avec un Ph.D
- 16% Avec un degré universitaire
- 15% Avec un diplôme ETSIHES
- 50% De femmes

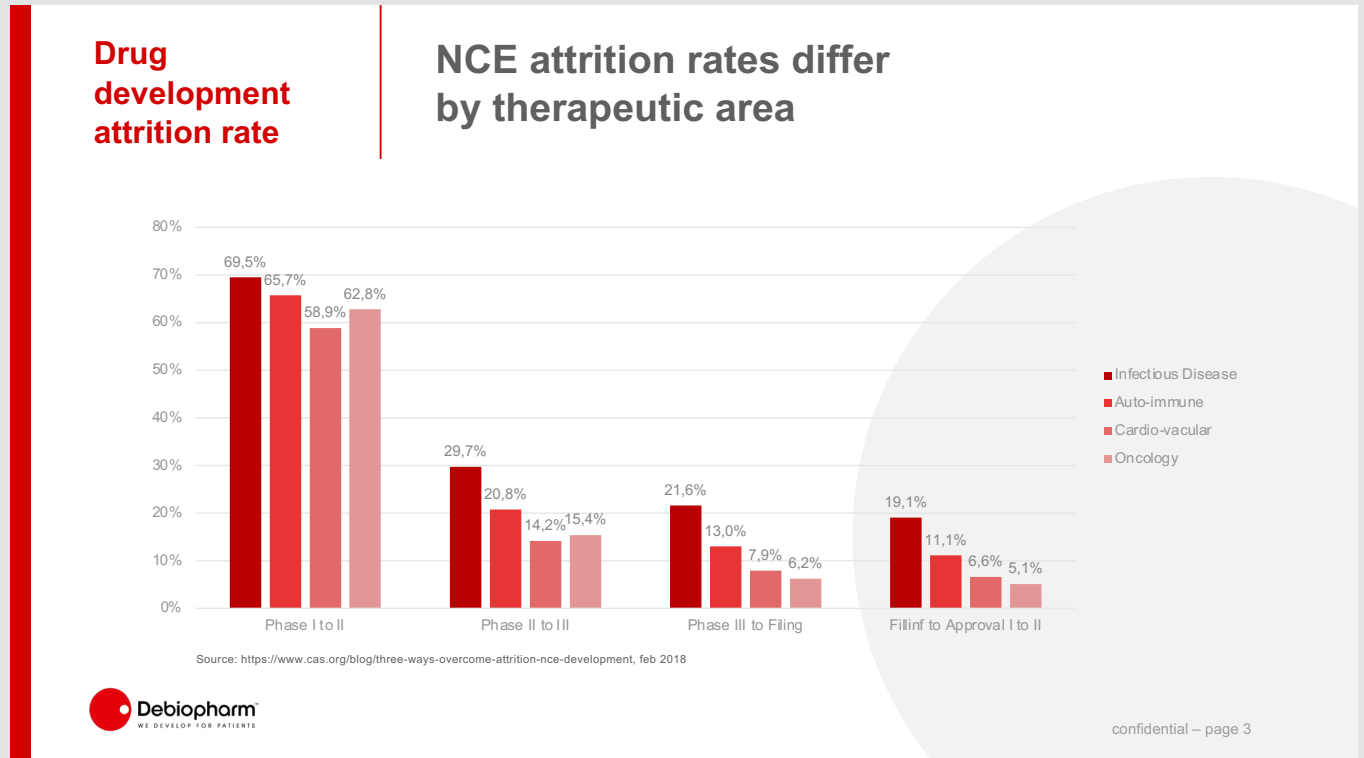
**150+** millions de CHF investis durant les 10 dernières années (infrastructure + développement)

Debiopharm

confidential - page 17

# 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.



# PowerPoint

## End slide

Corporate

Awareness

Emphasis


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### 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**

<b>FirstName LastName</b> Title	<b>Debiopharm™</b> <b>Headquarters</b>	© Design : <a href="http://www.superhuit.com">www.superhuit.com</a> © Photos : J.Straesslé (lake) Copyright Debiopharm Group
Debiopharm Research & Manufacturing Martigny, Switzerland <a href="mailto:info-rm@debiopharm.com">info-rm@debiopharm.com</a>	Lausanne, Switzerland <a href="http://www.debiopharm.com">www.debiopharm.com</a>	confidential – page 46



## Structures to observe

### POSTER FORMATS

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

- Landscape: 170x90mm or 230x100mm
- Portrait: 90x170mm or 11x230mm

### 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

**A DOUBLE-BLIND PLACEBO-CONTROLLED STUDY IN HIV-1-INFECTED SUBJECTS ON THE SAFETY, PHARMACOKINETICS AND ANTIVIRAL EFFECT OF CYCLOPHILIN A TARGETING DEBIO-025**

**INTRODUCTION**

**RESULTS**

**METHODS**

**Safety**

**Pharmacokinetics**

**CONCLUSIONS**

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

**SUMMARY**

**BACKGROUND**

**METHODS**

**RESULTS**

**CONCLUSIONS**

# Booth Front

Corporate

Awareness

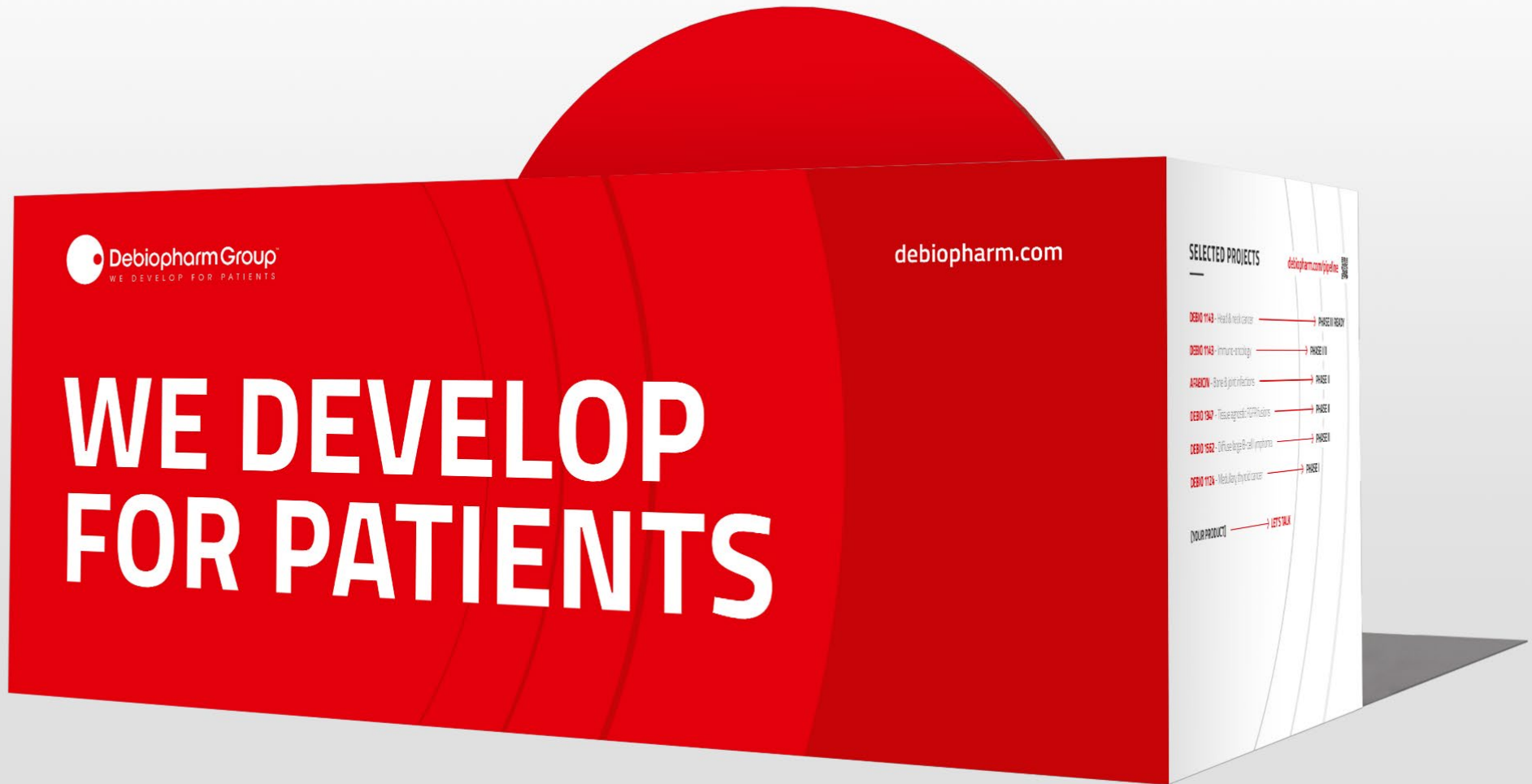
Emphasis

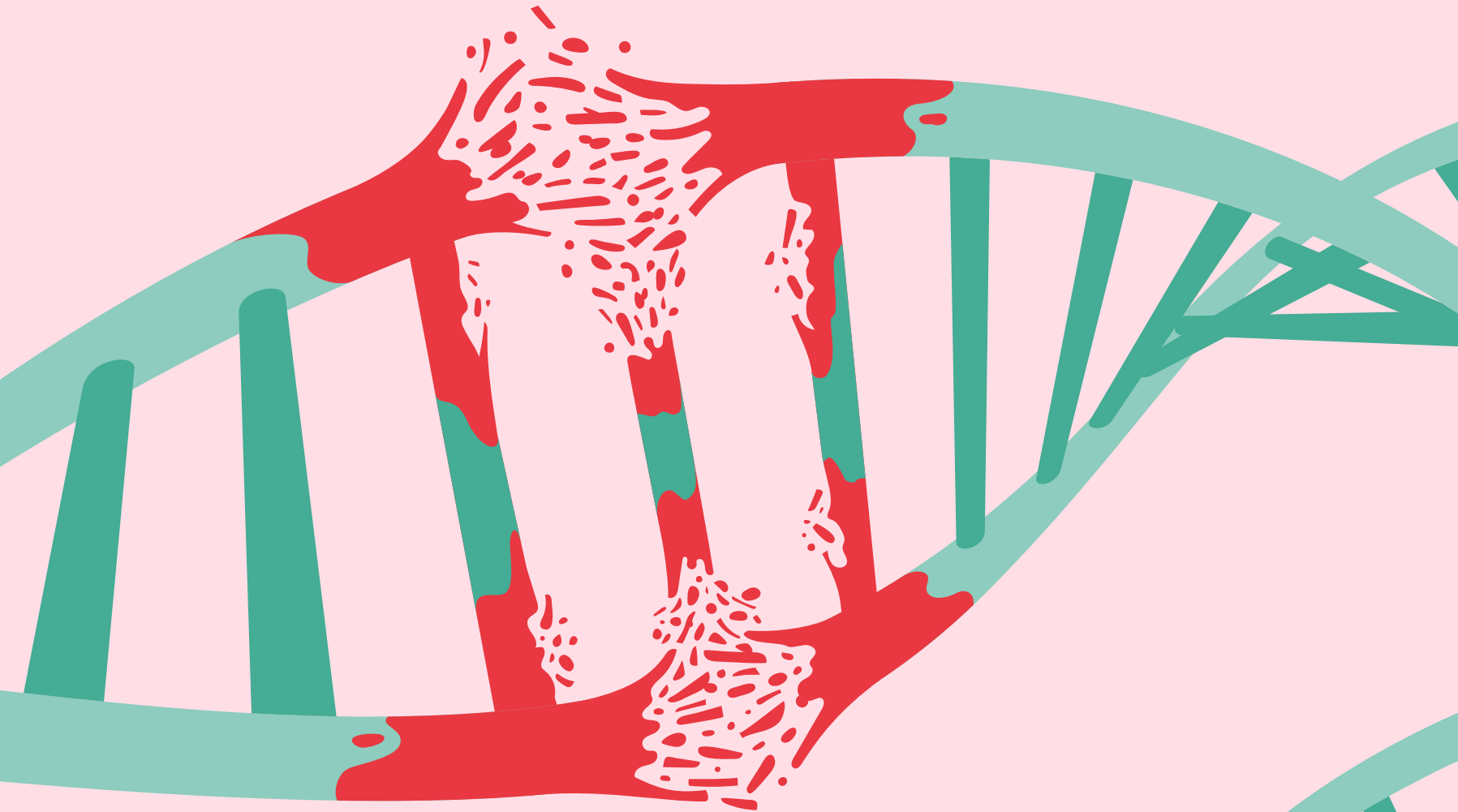
50

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.







# Awareness

<b>Universe</b>	<b>52</b>
Introduction	53
Illustration	54
Colors	55
Typography	57
<b>Channels</b>	<b>58</b>
Social media	59
Newsletter	60

# Introduction

Corporate

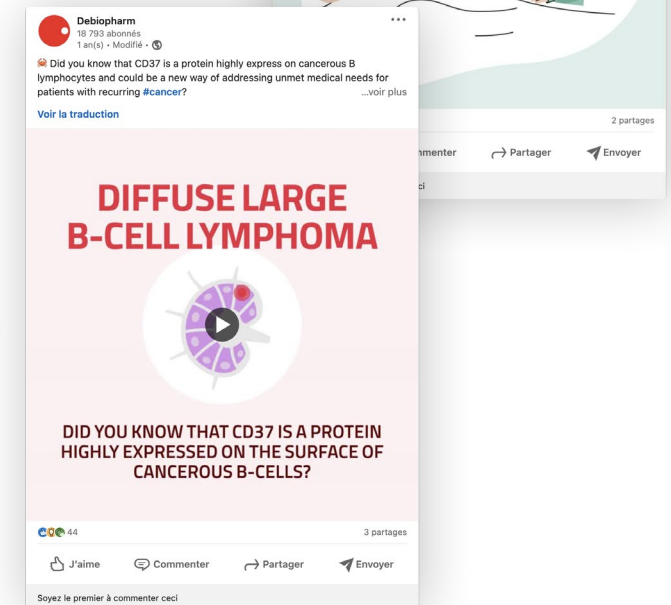
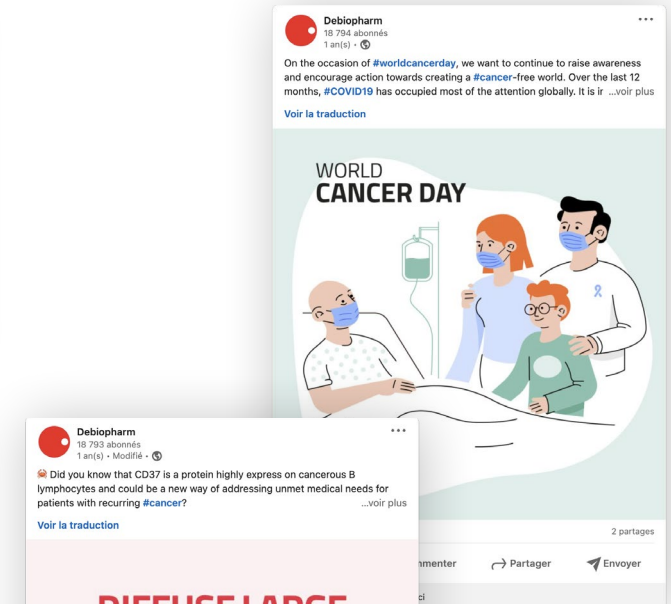
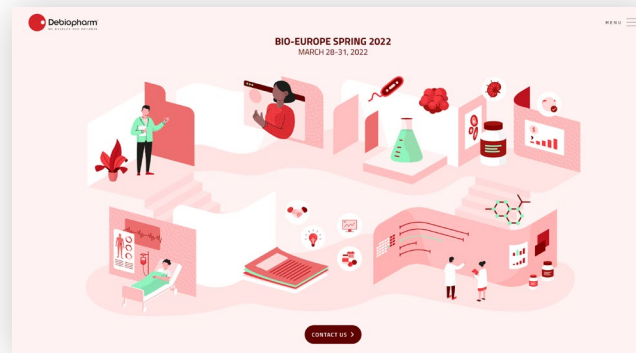
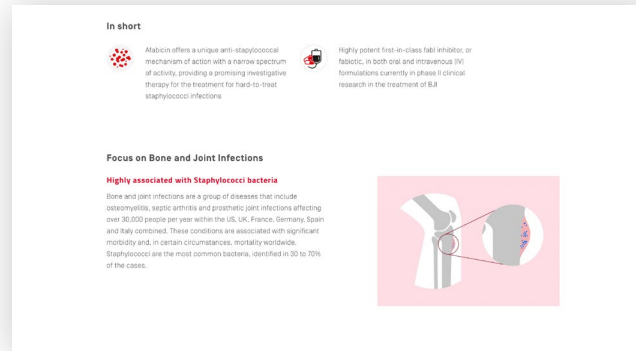
Awareness

Emphasis

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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

Corporate

Awareness

Emphasis

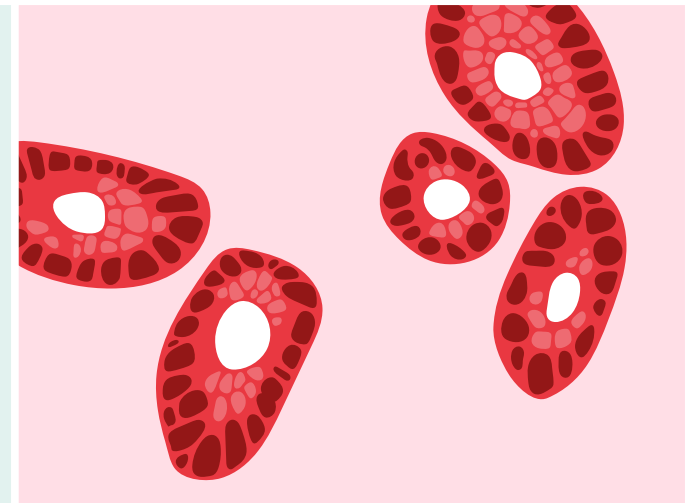
54

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.



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

Corporate

Awareness

Emphasis

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## SPECIFIC PALETTE



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



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

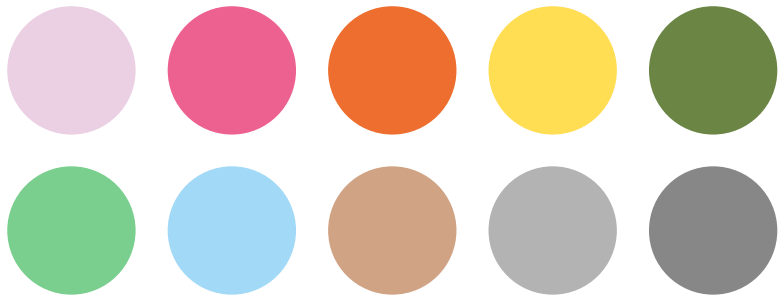


CMYK 14 0 7 0  
RGB 226 242 239  
HEX #E3F2F0

## BASIC PALETTE & SKIN TONES

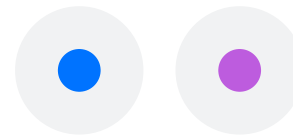
See section "Shades", [page 31](#).

## OTHER SHADES

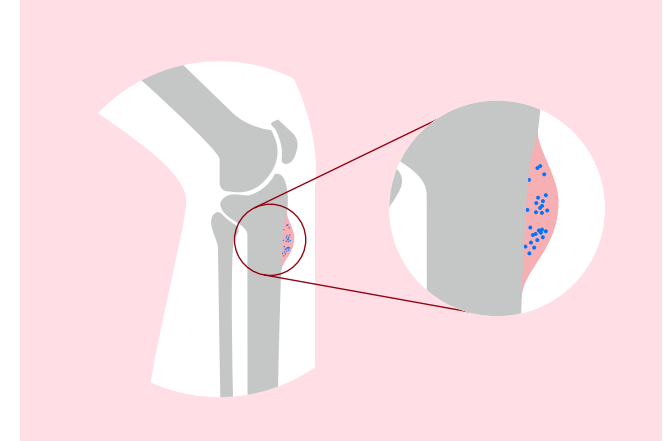


It's possible to add a shade if necessary.

## CONTRAST SHADES



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





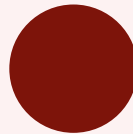
The main font used for content in “Corporate” visuals is Titillium. It meets recommendations elaborated in chapter Typography [\[page 12\]](#).

Text color is determined according to the background used, as illustrated below.

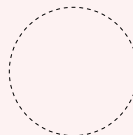
MISSION [TITILLIUM LIGHT]

**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

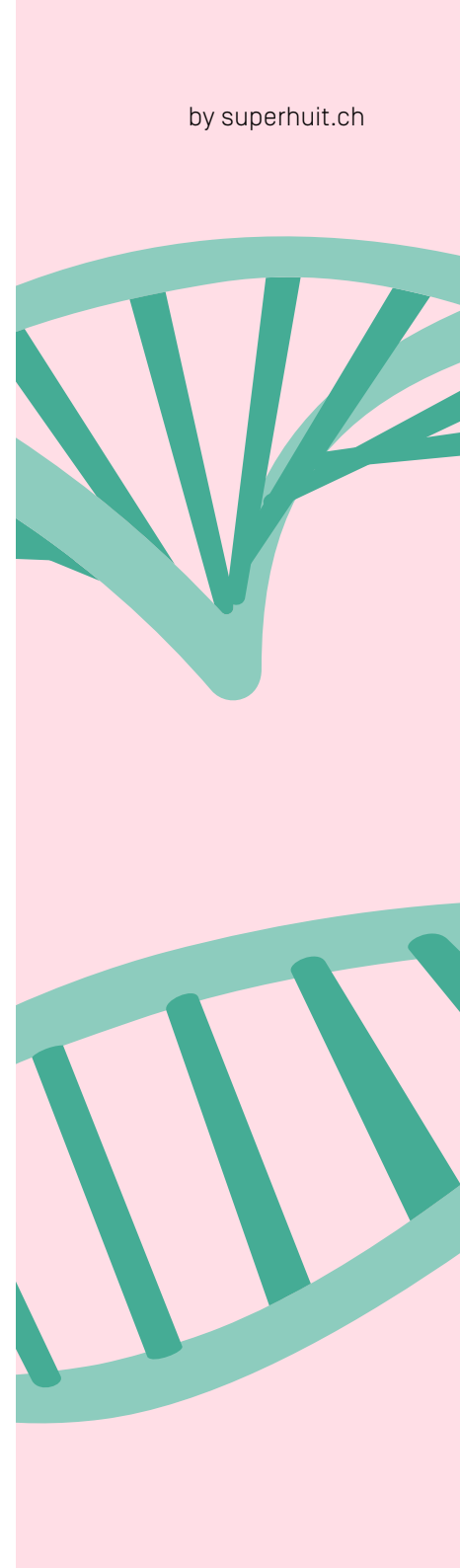


CMYK 0 0 0 100  
RGB 26 26 24  
HEX #1A1A18



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

# Awareness Channels



# Social media

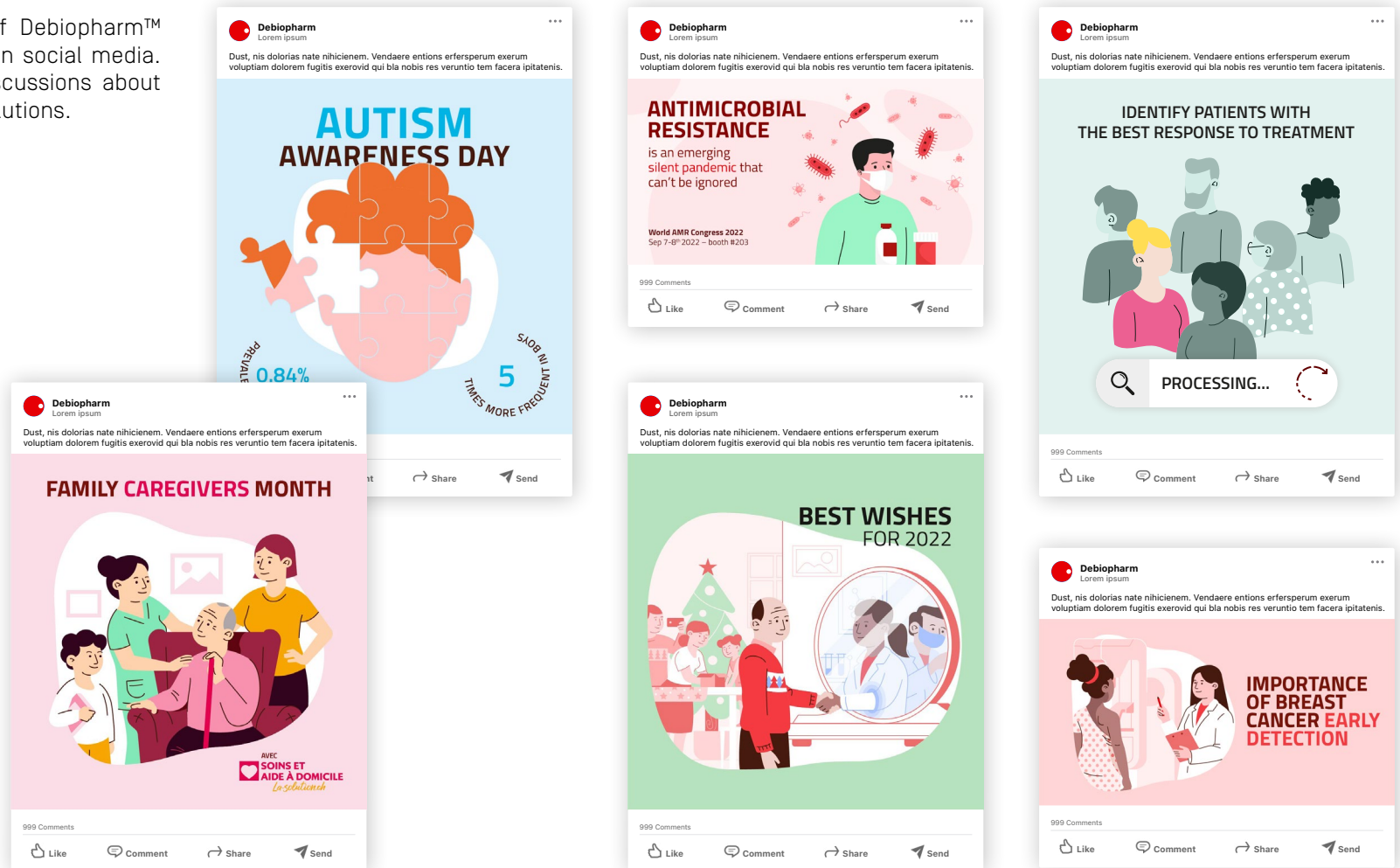
Corporate

Awareness

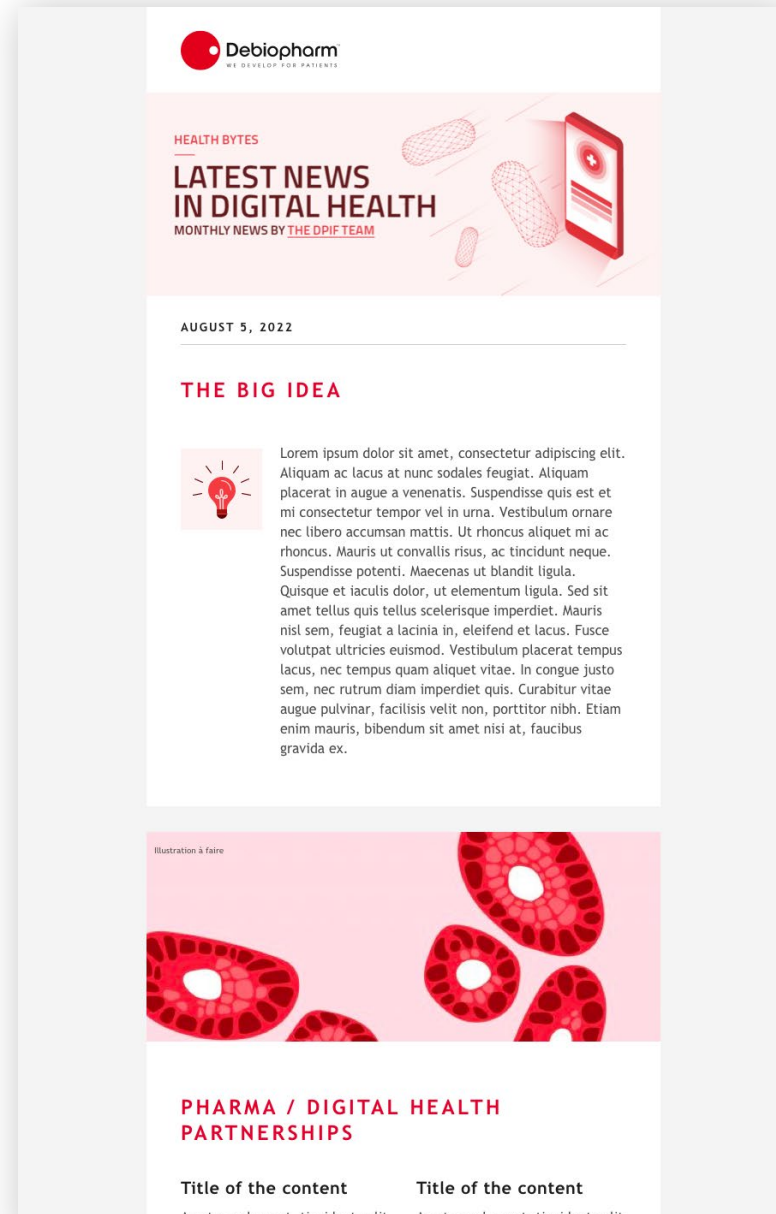
Emphasis

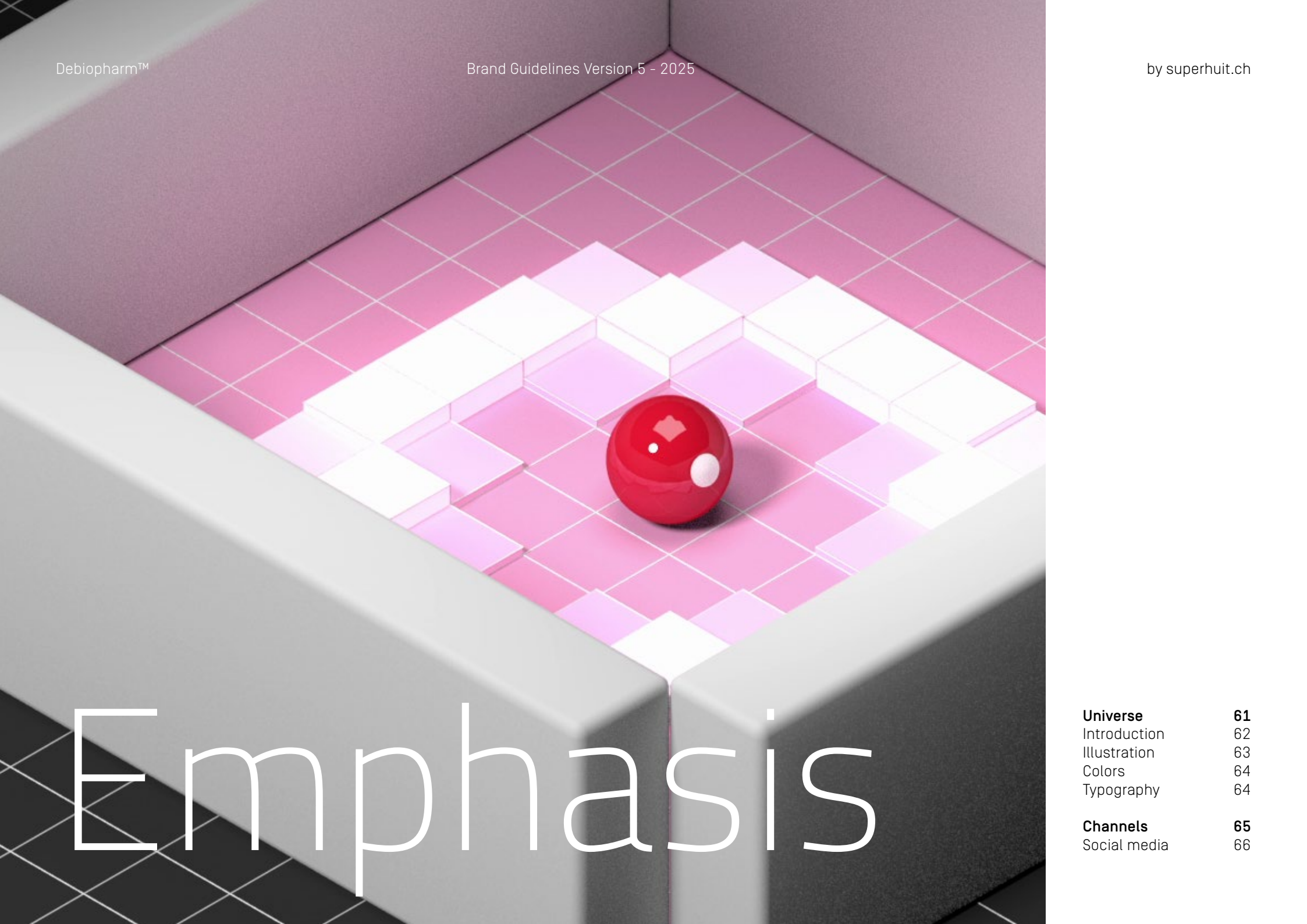
59

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

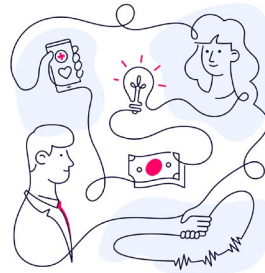
<b>Universe</b>	<b>61</b>
Introduction	62
Illustration	63
Colors	64
Typography	64
<b>Channels</b>	<b>65</b>
Social media	66

# Introduction

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.

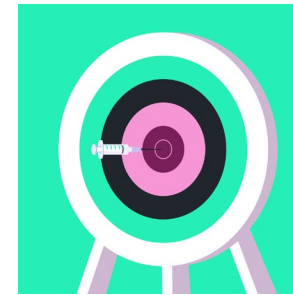


#JPM22  
San Francisco Jan 10-13<sup>th</sup> 2022

At Debiopharm we are developing new ways to outsmart cancer

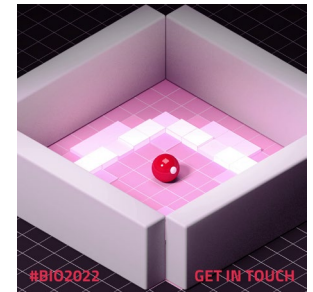
#JPM22  
San Francisco Jan 10-13<sup>th</sup> 2022

C.



**TARGET HIGH UNMET MEDICAL NEEDS IN**

D.



SAN DIEGO 13-16 JUN, 2022

**INNOVATIVE STEPS FOR A CANCER FREE WORLD**

Colors	●	●	●	●
Typography	●	●	●	●
Illustration	●	●	●	●

# Illustration

## Style & animation

Corporate

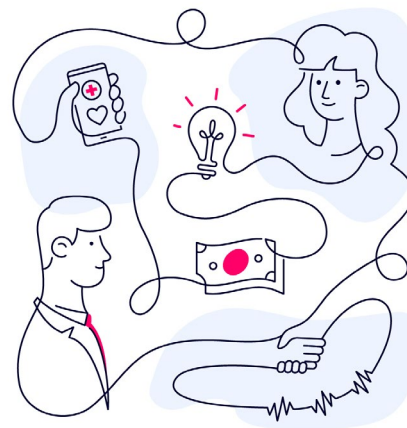
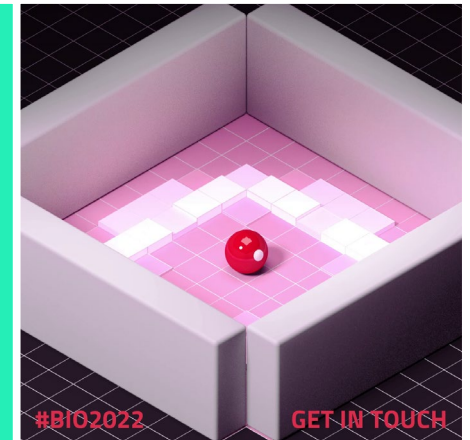
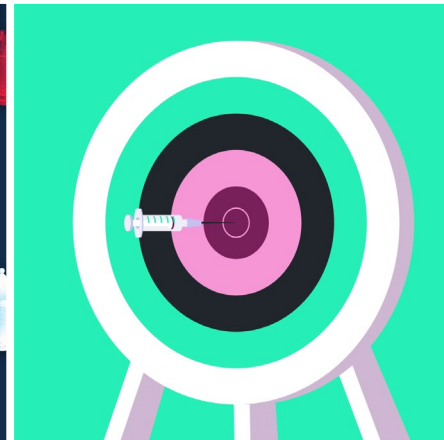
Awareness

Emphasis

63

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.



# Colors

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.

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

**TARGET  
HIGH  
UNMET  
MEDICAL  
NEEDS IN**

# Typography

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.

**BIO-EUROPE  
SPRING**

#BIOEuropeSpring Mar 28-30th 2022

**At Debiopharm  
we are developing  
new ways  
to outsmart cancer**

#JPM22  
San Francisco Jan 10-13<sup>th</sup> 2022



# Emphasis Channels



# Social media

Corporate

Awareness

Emphasis

66

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

