



Brand Guidelines



The BPE Brand Guidelines document is designed with ease-of-use and interactivity in mind.

1. Throughout the document click on “Brand Guidelines” at the top of the page to return to this page.
2. Click on the sections to the right to navigate to that section.

Table of Contents

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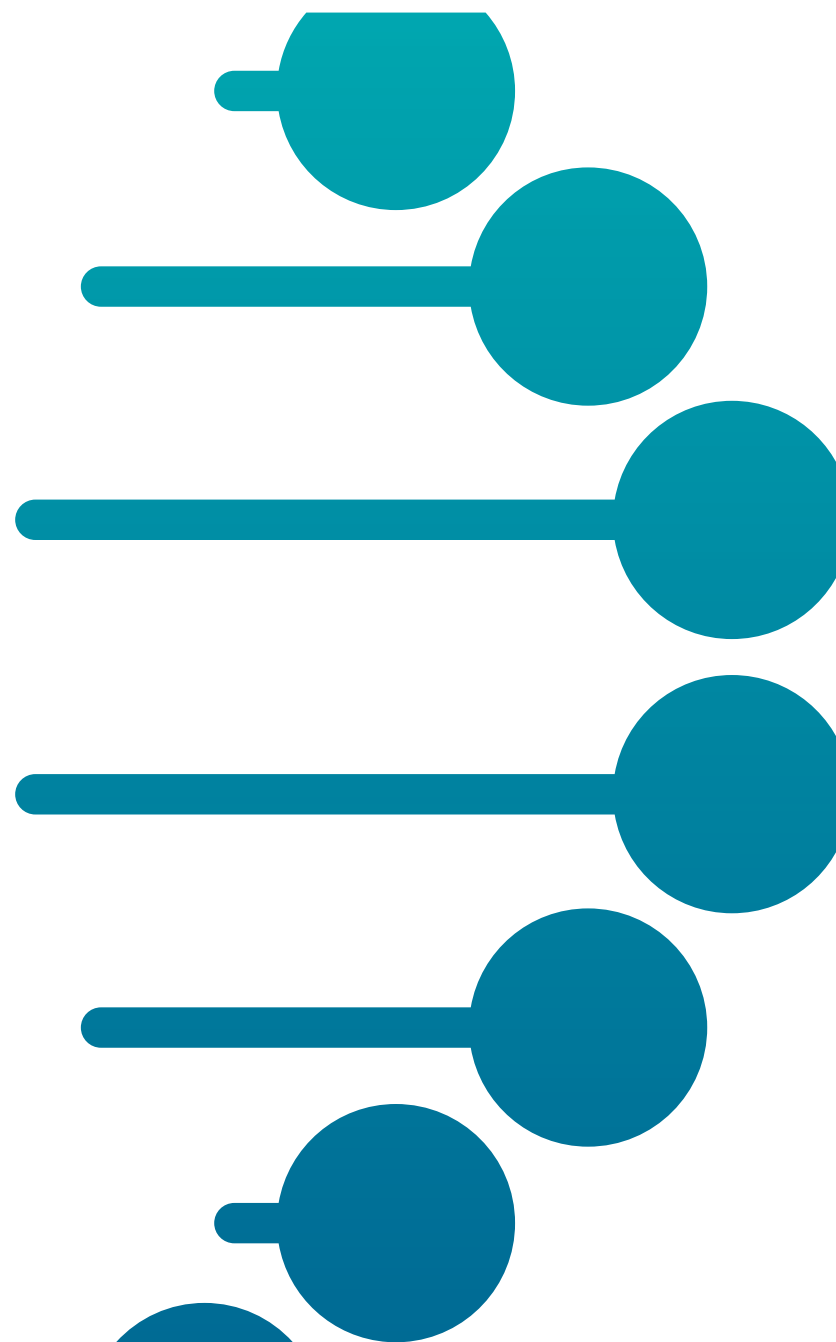
The Brand

Brand Approach

Welcome to the Biopharma Excellence (BPE) Brand Guidelines! The BPE brand is a work-in-progress, and like any healthy thriving brand it will continue to evolve and grow. The guidelines on the following pages are intended to provide guidance and illustrate the progress to-date.

The BPE brand complements the Pharmalex brand while also providing BPE with a fresh, distinctive, unique identity.

Characterized by the generous use of white space, rich, regal colors, and overtly scientific shapes and imagery, **the goal of the brand is to reflect Biopharma Excellence's biggest asset...the top-shelf, scientific-powerhouse experts who fill our ranks.**



Key Words

Our brand is characterized by the following key words. These key words were the foundation for, and continue to drive the direction and vision of the Biopharma Excellence brand.

modern
elegant
clean
uncluttered
educated
sophisticated
elite
scientific

Primary Logo

Overview

The Biopharma Excellence logo is made up of three core elements:

- 1 The Biopharma Excellence 'DNA' icon
- 2 The company typeface
- 3 The Pharmalex lockup

Usage

The logos shown throughout this guideline are the only correct visual representation of the Biopharma Excellence name and logo. They are the primary unifying element in the overall Biopharma Excellence identification system and are never to be altered or modified in any way.

The logo must be resized proportionately, never stretched. The logo can be used in black on light backgrounds, or white on dark backgrounds. See page 10 for examples of approved variations.

Queries regarding content within this guideline should be directed to marketing@Biopharma-Excellence.com.



Logo Clear Space

To create maximum impact for the Biopharma Excellence logo, it should not be closely positioned adjacent to other elements.

The minimum buffer area around the entirety of the logo is equal to the height of the b (X).



30mm


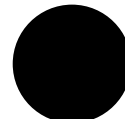






The minimum allowable size for the logo is 30mm wide.

Logo Colors

The Biopharma Excellence logo is comprised of three colors, plus a gradient application within the DNA chain.

Color mixes are provided here for both print and digital/desktop use.

Print

	<div>Pantone</div> <div>7467c</div>		<div>cmyk</div> <div>c100 m10 y33 k0</div>		<div>Black</div> <div>100%</div>
	<div>Pantone</div> <div>7686c</div>		<div>cmyk</div> <div>c199 m83 y19 k5</div>		<div>Black</div> <div>60%</div>
	<div>Pantone</div> <div>7546c</div>		<div>cmyk</div> <div>c89 m69 y49 k43</div>		<div>Graduation</div> <div>c100 m0 y37 k0 c100 m84 y19 k5</div>

Digital/Desktop

	<div>RGB</div> <div>r0 g170 g177</div> <div>Hex</div> <div>#00aab1</div>		<div>RGB</div> <div>r28 g69 g132</div> <div>Hex</div> <div>#1c4584</div>		<div>RGB</div> <div>r31 g57 g74</div> <div>Hex</div> <div>#1f394a</div>
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Approved Variations

SINGLE COLOR



GREYSCALE



BLACK & WHITE



REVERSED



Logo Strapline

TOGETHER DELIVERING YOUR VISION



TOGETHER DELIVERING YOUR VISION



TOGETHER DELIVERING YOUR VISION

3.0

Color Palette

Brand Colors

Primary Color Palette

Our brand is underpinned with a five-color palette designed to be fresh, modern and distinctive.

Secondary Color Palette

To provide an extra dimension of contrast and vibrancy, a three-color secondary palette is also available.



Pantone
7467c

CMYK
77 / 10 / 33 / 0

RGB
0 / 170 / 177

HEX
#00AAB1

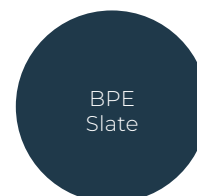


Pantone
7686c

CMYK
99 / 83 / 19 / 5

RGB
28 / 69 / 132

HEX
#1C4584

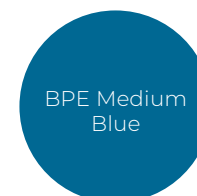


Pantone
7546c

CMYK
89 / 69 / 49 / 43

RGB
31 / 57 / 74

HEX
#1F394A



Pantone
7706c

CMYK
92 / 55 / 24 / 4

RGB
0 / 104 / 147

HEX
#006893

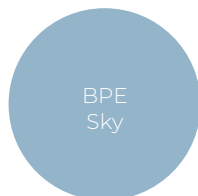


Pantone
4230c

CMYK
62 / 58 / 57 / 35

RGB
84 / 79 / 79

HEX
#544F4F



Pantone
2155c

CMYK
42 / 20 / 12 / 0

RGB
148 / 180 / 202

HEX
#94B4CA



Pantone
7404c

CMYK
17 / 36 / 79 / 1

RGB
211 / 162 / 82

HEX
#D3A252



Pantone
7433c

CMYK
27 / 95 / 37 / 4

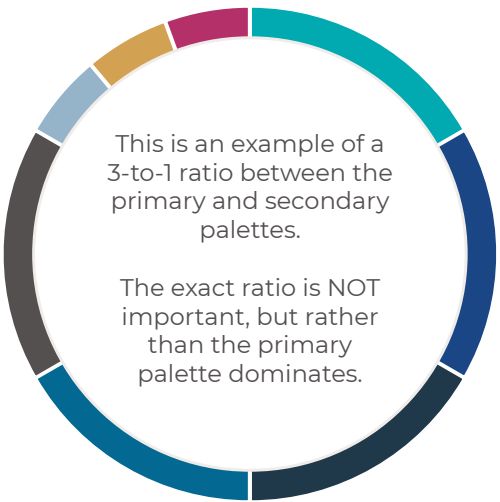
RGB
179 / 48 / 104

HEX
#B33068





Color Hierarchy

The secondary colors should be used in small quantities and with discretion. They should not overpower or eclipse the primary palette.

Example of appropriate use are shown here.

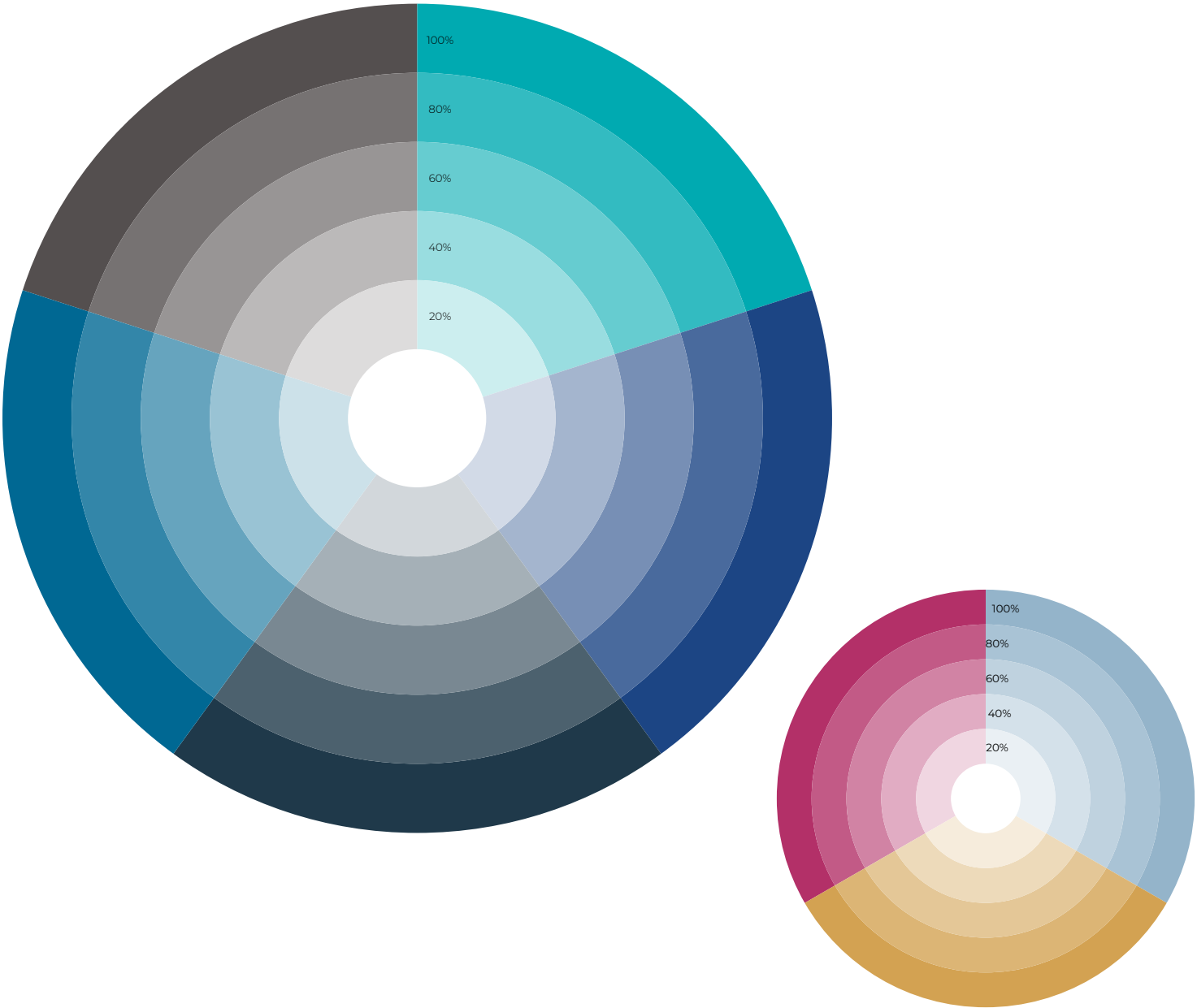


The color palette (primary and secondary) is very effective used in small quantities on a field of white.

 <p>Dynamic Innovation.</p> <p>We help dynamic biopharma companies bring innovative new therapies to market in the smartest, most efficient and safest way possible.</p>	 <p>Market Optimisation.</p> <p>We work closely with biopharma companies, international regulatory and health authorities and potential investors to confidently optimise the market potential of cutting-edge biotech innovations.</p>	 <p>Scientific Powerhouses.</p> <p>Our team is a fusion of two scientific powerhouses, Biopharma Excellence and ERA Consulting — under the Pharmalex brand. We combine 35+ years of empirical experience and respected regulator relationships.</p>	 <p>Global Teams.</p> <p>A world-wide team of subject matter experts; multidisciplinary scientists; specialists in cell and gene therapies, vaccines and monoclonal antibodies; process development experts; clinicians; and former regulators.</p>
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Color Tints

If there is an occasion when you need to create contrast without adding extra colors, use tints in increments of 20%.



4.0

Typography

Primary Typeface

Montserrat Alternates is our primary brand typeface.

Montserrat is a functional geometric sans serif font for editorial and digital use. Its candid and open design appeals to a contemporary audience. Montserrat stands out for its capital letters relative to the size of the lowercase letters and the geometric simplicity of the letters.

Montserrat comes in a variety of weights and styles.

Because Montserrat is not part of a standard Microsoft Office deployment, **this font is recommended primarily for marketing and web use.** Although the font can be embedded in MS Word and PowerPoint, it is risky when sharing with recipients outside your organization.

Montserrat
Alternates

Montserrat Thin

Montserrat Thin Italic

Montserrat Extra Light

Montserrat Extra Light Italic

Montserrat Extra Bold

Montserrat Extra Bold Italic

Montserrat Black

Montserrat Black Italic

A d

Secondary Typeface

Calibri is our secondary corporate typeface.

Calibri is a humanist sans-serif typeface family that replaced Times New Roman as the default Microsoft Word font.

Calibri is an excellent option for a **safe, universally readable sans-serif font**.

The font's designers describe its subtly rounded design as having "a warm and soft character", Calibri is an excellent option for a safe, universally readable font.

Calibri should be used in all Biopharma Excellence desktop applications, such as Microsoft Word, PowerPoint, and Excel.

Calibri

Calibri Light

Calibri Light Italic

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic

Aa

Tertiary Typeface

Interstate is a tertiary corporate typeface used **only on BPE business cards**.

Although Interstate is available in a variety of weights, at BPE we use only two: Interstate Light and Interstate Bold.

Interstate is a sans-serif typeface. The design of Interstate was based on the letters found on US highway signs. It works well at all sizes due to its clearly-differentiated letterforms.

Interstate Light

Interstate Bold

Aa

5.0

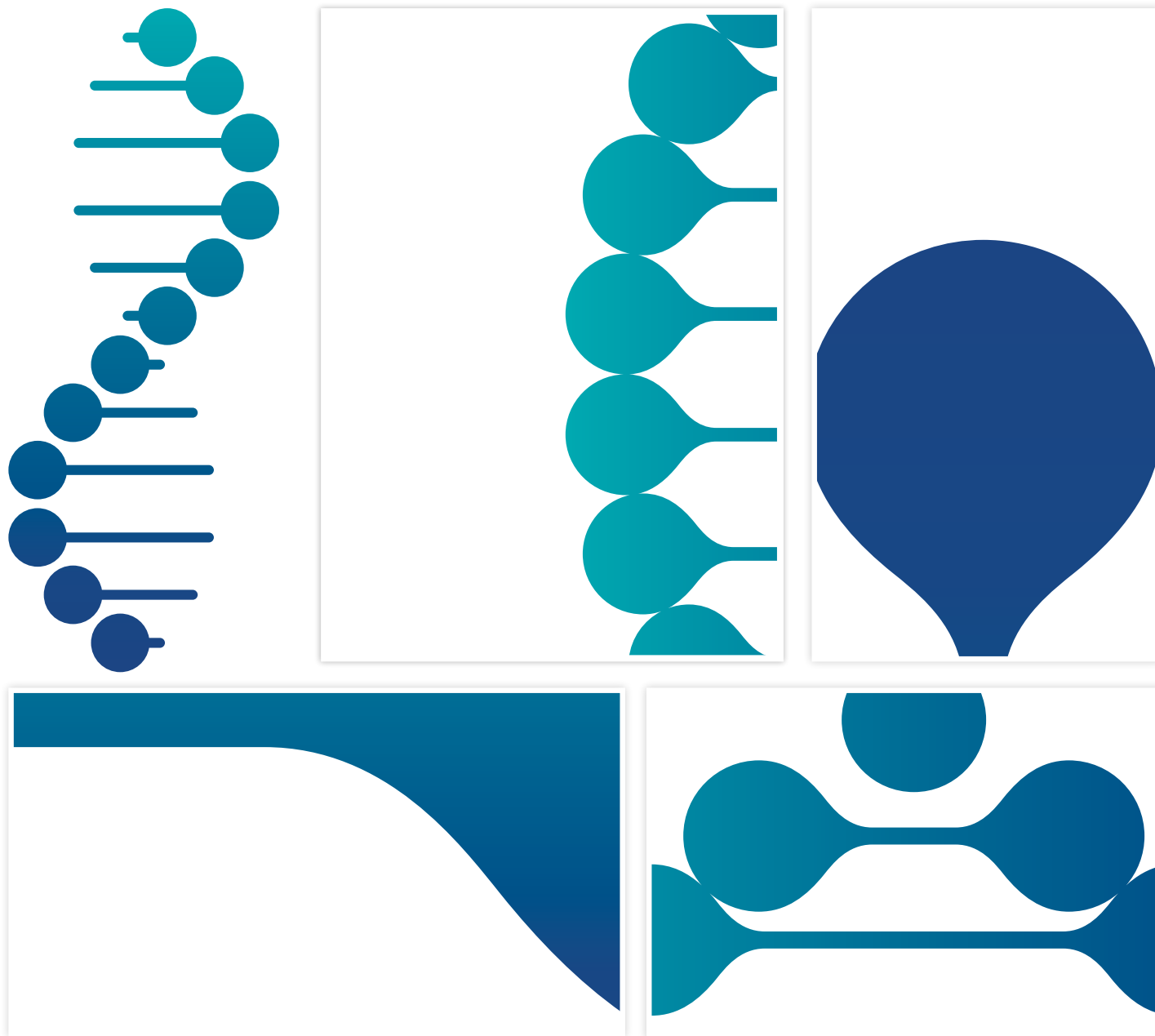
DNA Chain

DNA Chain

The Biopharma Excellence 'DNA Chain' creates the background and patterns that can be used in marketing literature. There are no rules for the position or scale of the 'DNA Chain'.

Images can be placed in the DNA chain shape and the chain can also be placed below the image.

Please see the OUR BRAND IN ACTION section for examples of usage.

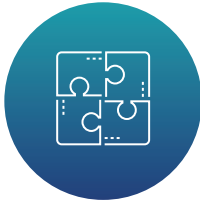


6.0

Icons

Icons

The use of icons is an effective way to add visual interest. Biopharma Excellence icons should be outline-style, simple and intuitive in their depiction of the subject matter they represent.

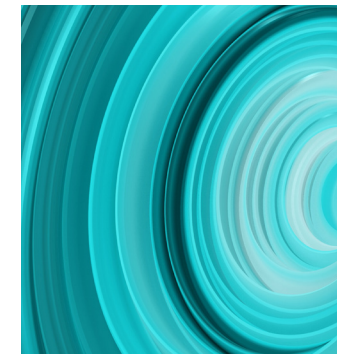
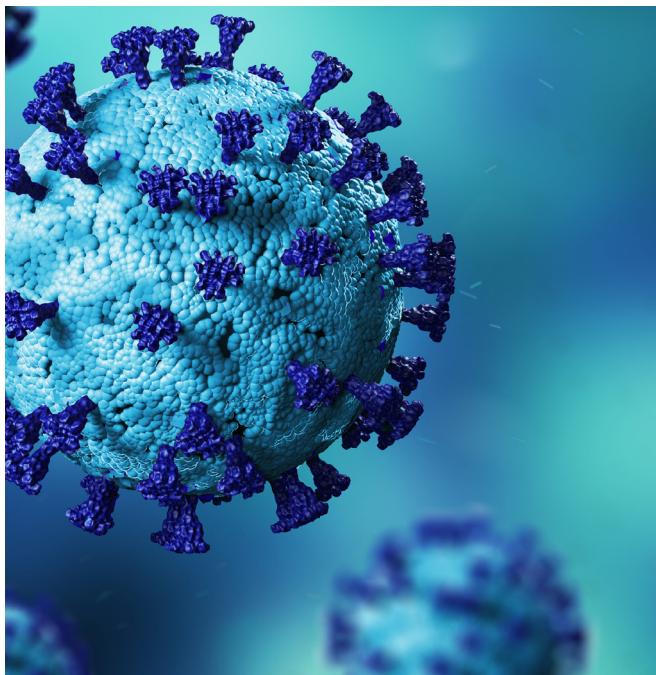


7.0

Photography Style

Photography Style

Biopharma Excellence's photography style is modern and engaging. The subject matter should connect with science and emerging biopharmaceutical topic areas.



8.1	Business Card	Page 27

8.0

Our Brand in Action

Business Card

Biopharma Excellence business cards are a two-sided design.

The logo and personal contact information are on the front. The DNA chain, company website and tagline are on the back.

Primary application: Adobe InDesign

Business Card



Typography Specifications

	Typeface	Size	Leading	Style	Color
Name	Interstate	9 pt	10 pt	Bold	BPE Gray
Title	Interstate	7.5 pt	10 pt	Light	BPE Gray
Phone	Interstate	7.5 pt	10 pt	Light	BPE Gray
Email	Interstate	7.5 pt	10 pt	Light	BPE Gray
Website	Interstate	7 pt	N/A	Light	BPE Gray
Tagline	Interstate	7 pt	N/A	Light ALL CAPS	BPE Gray

Case Study

BPE case studies are single-page, concise project snapshots developed in MS PowerPoint. The case study template consists of four prescribed sections:

- **The Client** – a one sentence descriptor of BPE's client.
- **The Challenge** – 2-4 short bullet points describing the challenges or pain points the client was facing.
- **The Solution** – a summary of how BPE addressed and met the challenge.
- **The Outcome** – The benefits derived from the solution described above. Quantifiable improvement statistics are powerful in this section, but may not always be available.



Primary application: MS PowerPoint

Typography Specifications

	Typeface	Size/Tracking	Style	Color	Leading	Spacing before/after	Justification
"Case Study"	Calibri	54 pt	Bold	BPE Aqua	N/A	0/0	Left
title	Calibri	12 pt	Bold	BPE Blue	N/A	N/a	Left
Heading 1	Calibri	16 pt	Bold	BPE Gray	1.13	6/0	Left
Body copy	Calibri	12 pt	Regular	BPE Gray	single	0/0	Left

Bullet Styles

	Character	Visual Reference	Color
Bullet 1	Wingdings 108	●	BPE Aqua
Bullet 2	Wingdings 216	➤	BPE Aqua
Bullet 3	Wingdings 161	○	BPE Aqua

eBook

BPE ebooks have an interactive table of contents allowing readers to navigate by chapters. In addition, the design incorporates unique infographics, employs generous white space, and makes use of multi-column page layouts for high readability/legibility.

As a thought leadership component, ebooks are distinguished from other thought leadership pieces by:

- Horizontal layout and two column interactive design
- Content is shorter and more concise

Primary application: Adobe InDesign



Typography Specifications

	Typeface	Size	Style	Color	Leading	Spacing before/after	Justification
Title	Montserrat Alt	25 pt	Semibold	BPE Aqua	30 pt	0/3mm	Left
Subtitle	Montserrat Alt	28 pt	Semibold	BPE Bright Blue	33.6 pt	0/0	Left
Nav Bar	Montserrat Alt	12 pt	Semibold/Light	BPE Aqua	12 pt	0/0	Left
Heading 1	Montserrat Alt	30 pt	Medium	BPE Aqua	36 pt	0/5mm	Left
Heading 2	Montserrat Alt	12 pt	Semibold	BPE Bright Blue	14.4 pt	0/5mm	Left
Lead-in	Montserrat Alt	14 pt	Regular	BPE Bright Blue	19 pt	0/6mm	Left
Body Copy	Montserrat Alt	9 pt	Regular	BPE Gray	12 pt	0/3mm	Left

eBook, continued



Fact Flyer

Fact flyers are one page, two-page sales sales slick/brochures

Primary application: Adobe InDesign



Typography Specifications

	Typeface	Size	Style	Color	Leading	Spacing before/after	Justification



Industry News Article

Industry articles are information-focused, two-page documents addressing hot topics within the life sciences and regulatory arena.

The page layout is designed for two-columns; the overall design is graphically light in order to put the focus squarely on the content.

Primary application: Adobe InDesign



INDUSTRY ARTICLE:

Understanding the Potential and Challenges of Extracellular Vesicles in Drug Delivery

By Jörg Schneider, Associate Principal Consultant, Biopharma Excellence

The field of extracellular vesicles (EVs) – is a nascent and rapidly evolving one, often posing more questions than answers when it comes to determining their therapeutic potential. “The term extracellular vesicles is really an acknowledgment that we’re just working with a heterogeneous population of vesicles produced by all manner of possible mechanisms,” said Dr. Steven Jay, associate professor of bioengineering at the University of Maryland in an [FDA webinar](#) published in 2020.

What are EVs?

EVs are nanoscale, membrane-bilayered, delimited particles. They are ubiquitous, [appearing in almost all cells and tissues](#), including milk, urine, blood, the reproductive tract and many other bodily fluids.

EVs were initially thought to function mostly as a [waste disposal mechanism](#) for cells until further research discovered their more significant role in intercellular communication. That discovery led to interest in their potential as therapeutics, which inevitably led to widespread interest in the field.

Scientific Rigor

Amid concerns that claims in some articles on the subject lacked sufficient rigor, the International Society for Extracellular Vesicles (ISEV) published a position paper in 2014 with recommendations on “minimal experimental

requirements for definition of extracellular vesicles and their functions.” The list covered EV separation and isolation, characterization and functional studies.

In 2018, the ISEV board revised the [recommendations](#), with clearer explanations of the need for each recommendation as well as greater detail. For example, in 2014 ISEV provided no recommendation on quantification as a step for characterization, whereas the 2018 update states that both the source (for example the number of cultured cells) of EVs and the EV preparation must be described quantitatively.

What is striking about the updated recommendations is just how rapidly the field has developed and the exponential growth in the number of applications for EVs.

Most recently, more concrete considerations for the development of EVs as investigational medicinal products for early clinical trials were published in a [position paper](#) to support transition from research to clinical development.

The Therapeutic Potential for EVs

There are two main branches of EV application: The first is for immune modulation, with applications as diverse as vascular repair, osteoarthritis skeletal muscle myogenesis, hair growth, spinal cord injury and wound healing.

The second is as a delivery vehicle, an area that has attracted growing interest, but with it many more questions. First, researchers must grapple with how best to load EVs in the delivery vehicle – a challenge, given there is, as yet, no [standard reporting framework](#) concerning their loading for drug delivery. One way is to make the source cell recombinant in such a manner

that, for example, an RNA ends up in the vesicle. However, that poses a further question, which is how do you control quantity? Another way would be to isolate the vesicles before loading them. Again, this poses questions: Did the loading modify features of the end product or the loaded vesicles? And how would you characterize this modification? How do you know the product is in there? Does it have an impact on characterization markers?

In his talk, Dr. Jay highlighted the growing interest in EVs as an alternative to cell therapy. “Given the role of EVs in intercellular communication, it’s now been recognized that, in certain cases, EVs are playing the most significant role in mediating any paracrine effects from transplanted cells,” he said.

Several companies have begun [clinical trials into EV therapeutics](#), including Codiak Biosciences, Capricor Therapeutics and Aegle Therapeutics. For example, Codiak has built a proprietary platform for engineering exosome therapeutics.

Currently, no products involving EVs have been approved by regulatory authorities. Nevertheless, excitement over the potential of EVs remains, and there are currently around 60 interventional trials recorded on [ClinicalTrials.gov](#) with exosomes and EVs.

Support for EV Innovation

As the opportunities for EV application grow, so too do the supporting industries and initiatives such as the [ISEV Task Force on Regulatory Affairs and Clinical Use of EV-based Therapeutics](#) and the [Exosomes Committee from the International Society for Cell & Gene Therapy](#). A growing number of service providers are offering their expertise in this field, including CROs with specific and dedicated offerings, particularly in the highly complex CMC area. Equally, there is a need to understand and support the highly complex and rapidly evolving

regulatory challenges. That is because the range of potential uses of EVs means the [regulatory classification](#) in different jurisdictions will depend on what they are being used to deliver, and that in turn impacts regulatory and development plans.

Innovators and service providers – CROs, compliance experts, and so on – eagerly await specific regulatory guidelines for exosome therapeutics. In the meantime, the best alternative is to leverage [safety standards](#) for cell and tissue-based products as roadmaps for EV-based therapeutics.

About Biopharma Excellence

Biopharma Excellence partners with biopharmaceutical companies on the companies’ journeys toward the development and delivery of scientific advances and product breakthroughs. The Biopharma Excellence worldwide team of experts comprises multidisciplinary scientists; specialists in cell and gene therapies, vaccines, monoclonal antibodies and process development; clinicians; and former regulators. Biopharma Excellence has a proven record of developing solutions to the typical scientific, regulatory and commercialization challenges unique to biopharmaceutical companies. We devise those global solutions while grounded in major regulatory markets across Europe, the United States and Australia. Together we deliver your vision.

[www.biopharma-excellence.com](#)



[www.biopharma-excellence.com](#)

Typography Specifications

	Typeface	Size	Style	Color	Leading	Spacing before/after	Justification
Title	Montserrat Alt	16 pt	Semibold	BPE Aqua	21 pt	0/125	Left
Byline	Montserrat Alt	8 pt	Italic	BPE Aqua	12 pt	0/0	Left
Heading 1	Montserrat Alt	10 pt	Semibold	BPE Bright Blue	16 pt	0/125	Left
Body copy	Montserrat Alt	9 pt	Regular	BPE Gray	16 pt	0/125	Left

Letterhead

Biopharma Excellence **A4 letterhead** is available for the Germany, UK and Australia offices.

The letterhead is a 2-page format, with a **single-column layout and body copy left justified**. See table to the right for typography specifications.

Page 1 includes the logo in the header area and full addresses and corporate information in the footer.

Page 2 has the recipient name, the date and page number in the upper right and a condensed footer.

Primary application: MS Word



Typography Specifications

	Typeface	Size	Style	Color	Leading	Spacing before/after	Justification
Salutation	Calibri	11 pt	Regular	BPE Gray	Single	0 pt/0 pt	Left
Body	Calibri	11 pt	Regular	BPE Gray	1.12	0 pt/12 pt	Left
Heading 1	Calibri	20 pt	Bold	BPE Slate	1.15	0 pt/10 pt	Left
Heading 2	Calibri	14 pt	Light	BPE Aqua	1.08	2 pt/6 pt	Left
Heading 3	Calibri	13 pt	Regular; small caps	BPE Gray	1.08	2 pt/0 pt	Left

Bullet Styles

	Character	Visual Reference	Color	Paragraph Style
Bullet 1	Wingsings 108	●	BPE Aqua	BPE Body Copy; 3 pt before/3 pt after
Bullet 2	Wingsings 216	➤	BPE Aqua	BPE Body Copy; 3 pt before/3 pt after
Bullet 3	Wingdings 161	○	BPE Aqua	BPE Body Copy; 3 pt before/3 pt after

PowerPoint Template

Biopharma Excellence PowerPoint template is a short 6-slide, widescreen (16:9) deck that includes the basic building blocks for any well-rounded presentation, including:

- Title, slide, and divider masters
- Title, subtitle, bullet and colors defined (see table to the right for details)

Primary application: MS PowerPoint



Typography Specifications

	Typeface	Size	Style	Color	Leading	Spacing before/ after
Title Master						
Title	Calibri	40 pt	Regular	BPE Aqua	.9	0/0
Subtitle	Calibri	28 pt	Light	BPE Gray	1.12	0 pt/3 pt
Date	Calibri	12 pt	Regular; ALL CAPS	BPE Gray	N/A	N/A
Slide Master						
Title	Calibri	40 pt	Light	BPE Aqua	.9	0/0
Subtitle	Calibri	28 pt	Light	BPE Bright Blue	1.12	0 pt/3 pt
Bullet 1	Calibri	28 pt	Regular	BPE Gray	1.12	0 pt/3 pt
Bullet 2	Calibri	20 pt	Light	BPE Gray	1.12	0 pt/3 pt
Bullet 3	Calibri	18 pt	Light	BPE Gray	1.12	0 pt/3 pt

Bullet Styles

	Character	Visual Reference	Color
Bullet 1	Wingdings 108	●	BPE Aqua
Bullet 2	Wingdings 216	➤	BPE Aqua
Bullet 3	Wingdings 161	○	BPE Aqua

PowerPoint Template, continued



PowerPoint Toolkit

In addition to the PowerPoint template, a robust, fully editable toolkit has been developed to help jump-start presentations by providing **on-brand layouts and examples for many commonly used slides.**

- Introductions
- Representative clients
- Charts
- Tables
- Timelines
- A case study template
- And more...

Primary application: *MS PowerPoint*



Proposal Templates

There are two Biopharma Excellence proposal templates that are report style format (large and small).

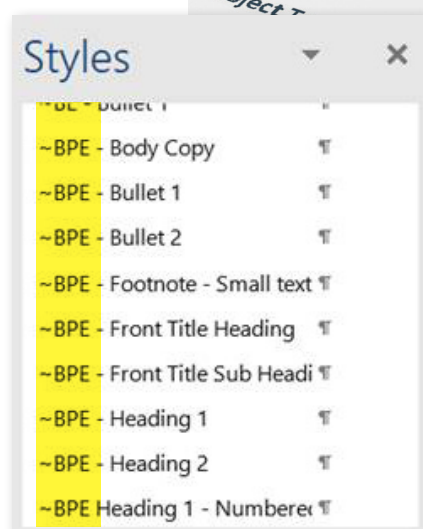
We also have Letter Style Proposals. These are stored under E. BPE Templates in both MS Office templates and on the Proposal Management SharePoint.

There are different font styles depending on whether the text is body, bulleted or headings.

Both formats include the following features:

- Cover page
- Built in styles including body copy, headings, and bullets.
NOTE: All heading styles are prefaced with “~BPE” and mirror the typography specifications of the BPE Letterhead (page 34).
- An automated table of contents, which populates based on Heading 1 and Heading 2 styles.
- BPE color palette

Primary application: MS Word



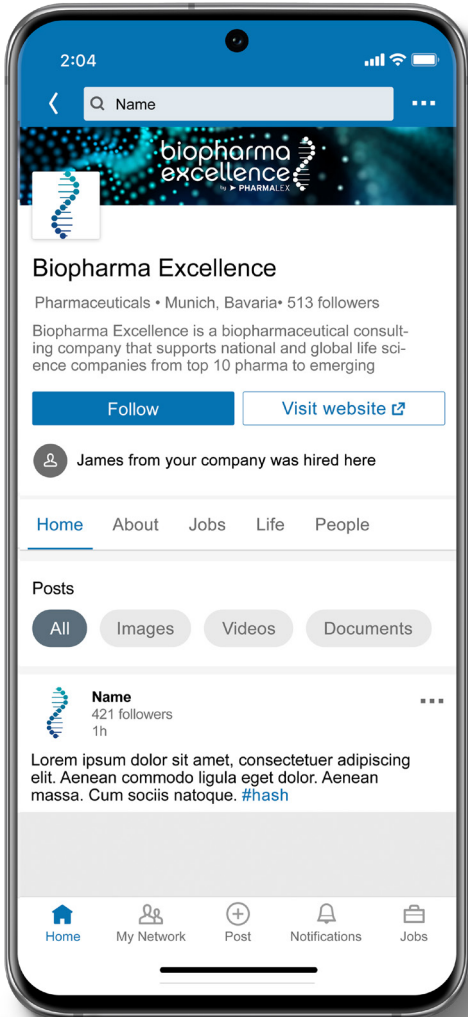
Social Media

LinkedIn Corporate & Employee banners are examples of how our branding would be best applied to maintain consistency of look and feel on digital applications.

Primary application: Adobe Photoshop

Image Specifications

	Size	File Type
Cover Image	1128 px (w) x 191 px (h)	jpg or png
Logo	300 px (w) c 300 px (h)	jpg or png



White Paper

XXXXX

- XXX
- XXXX
- XXXX

This page intentionally left blank; content to be populated once design, layout and format are determined.

Typography Specifications

	Typeface	Size	Style	Color	Leading	Spacing <i>before/after</i>	Justification

Questions?

Contact:

Anna.LeGoffext@pharmalex.com