

# Corporate Design Guide 42PLUS1

**Logo-Font:** Library 3 AM soft

Download: <https://www.dafont.com/library-3-am.font>

Used in <h1>

**Headings-Font:** Titillium Web

Download: <https://fonts.google.com/specimen/Titillium+Web>

Used in <h2>, <h3>, <h4>

**Paragraph-Font:** Lato regular

Download: <https://fonts.google.com/specimen/Lato>

Used in <p>

**Example of font usage:**

# 42Plus1

Library 3 AM soft (Logo bzw. h1)

## Don't panic – come to DxPx!

Titillium Web (h2, h3...)

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Lato (p)

# Color Scheme: Logo

Dark background + bright font	
	<b>Logo Color</b> iceblue: <span style="color: #7FCDEE;">■</span> #7FCDEE
	<b>Font Color Text</b> white: <span style="color: #FFFFFF;">□</span> #FFFFFF
	<b>Background:</b> blue: <span style="color: #253A65;">■</span> #253A65
	black: <span style="color: #000000;">■</span> #000000

Bright background + dark font	
	<b>Logo Color</b> blue: <span style="color: #203854;">■</span> #203854
	<b>Font Color Text:</b> blue: <span style="color: #253A65;">■</span> #253A65
	<b>Background:</b> white: <span style="color: #FFFFFF;">□</span> #FFFFFF

# Color Scheme: Nebula

Gradient	
	

## General Info on 42PLUS1

42PLUS1 is Europe's highest prized business plan competition and part of the [DxPx Conference](#). Supporting startups and growth companies is what drives DxPx – for that reason 42PLUS1 offers over \$2,000,000 funding for the finalists. With a huge audience of international investors and industry executives participating startups have the chance to make a real difference and accelerate their business.

## Frequently used 42PLUS1 claims

Travel to the DxPx Galaxy and end up where you need to be.

The DxPx Galaxy – Diagnostics, Digital Health, Precision Medicine & Life Science Tools

There's not only magic happening, but also money to win, prestige to conquer and awareness to build!

Together we can revolutionize the diagnostics, digital health, precision medicine and life science tool industry!

Be a star of the DxPx Galaxy and win \$2,000,000 funding for your startup!

Don't Panic – Attend the 42PLUS1 Pitch Award!

## Frequently used emojis



## Note

Other emojis than the ones stated above may be used if they fit the message. When choosing emojis it's crucial to ensure that they're not offensive to anyone and can't be misunderstood. The language and choice of emojis should include every possible reader (e.g., no male emojis).

The tonality of 42PLUS1 is always young and fresh yet professional.