

# DxPx Corporate Design Guide

This document helps to ensure a consistent and uniform outward appearance of SLS Partnering and our products. Please follow the writing style stated below and only use the logo(s) we've decided on.

## DxPx Logos

### DxPx EU Logo



DxPx-CMYK-**Blue**: #112F7D  
DxPx-CMYK-**Dark-Blue**: #1B3563 (Website)  
DxPx-CMYK-**Gelb**: #F1C029  
DxPx-CMYK-**Orange**: #FF8208

### DxPx US Logo



DxPx-CMYK-**Green**: #9FB129  
DxPx-CMYK-**Green**: #096C2E  
DxPx-CMYK-**Green**: #24574B (Website)

### DxPx China Logo



DxPx-CMYK-**Pink**: #FF7950  
DxPx-CMYK-**Dark Red**: #820700

## **DxPx Description**

World Series of Industry & Investor Partnering Conferences focusing on Diagnostics, Digital Health, Precision Medicine & Life Science Tools

## **DxPx Claim**

Where innovative Growth Companies, Investors and Industry Partners discuss Financing, Licensing and M&A Opportunities.

### **Short version:**

DxPx Conference

### **For the specific edition:**

DxPx EU

DxPx US

DxPx China

## **Style**

### **Font:**

Open Sans (for visuals, on website etc.)

Helvetica (in official documents)

### **Dates:** (style applies to any date)

One day on-site

November 16<sup>th</sup>, 2021

8 days digital partnering

November 12<sup>th</sup> – 20<sup>th</sup>, 2021

Tuesday, November 16<sup>th</sup>, 2021

Tue, Nov 16<sup>th</sup>, 2021

### **Time:**

8 am – 8 pm (spaces between number and am/pm)

### **Location:**

Dusseldorf, Germany

### **Other guidelines:**

- Start with capital letter in listings and after colons

## **DxPx Info**

DxPx was first hosted in 2019 as an international Industry & Investor Partnering Conference for executives from the Diagnostics, Digital Health, Precision Medicine & Life Science Tools industries to explore financing, licensing, and M&A opportunities. The annual flagship conference takes place each November in Dusseldorf, Germany and is accompanied with satellite conferences in the US and China throughout the year.

## **Other useful copy**

The founders of DxPx are all startup entrepreneurs and former industry executives who had the idea for this conference after having attended numerous partnering events where the vast majority of participants and investors were focused on pharma, biotech and drug screening opportunities.

With the gaining importance of diagnostics, digital health, precision medicine and life science tools there is a need for a dedicated platform to bring together the relevant stakeholders and further drive our industries.

## **Frequently used words and phrases**

Decision makers (unhyphenated)

one-to-one meetings (**not** one-on-one meetings and capital letters only in headings → One-to-One Meetings)

Financing, Licensing and M&A Opportunities (capitals only in headings)

Promoting startups and growth companies is the heart and soul of DxPx.

Find your next collaborator

Renowned industry speakers

C-level executives

## Companies

### SLS Partnering GmbH Logo (Font: Nunito)



SLSP-CMYK-Blue: #24ACEE  
SLSP-CMYK-Blue: #144384

### Company Info

SLS Partnering is an event & marketing agency that tailors its services to the specific needs of the Life Science Industry. Built by scientists and marketers, SLS Partnering is your trusted partner to translate technology and scientific content into high-quality marketable stories that trigger interest and emotion with customers and investors.

### Silversky LifeSciences Logo (Font: Calibri)



SLS-CMYK-Blue: #00305D  
SLS-CMYK-Grey: #4C575F

### Company Info

Silversky LifeSciences is a leading consultancy with one specific goal – bringing the industry together. Whether startups, SMEs, large corporations, or investors. The Silversky team consists of highly experienced biotech, medtech and pharma entrepreneurs and executives with complementary backgrounds and has been building a network in diagnostics, precision medicine and life science tools for years.