



Brand Guidelines

VERSION 02 | AUG 2024

Brand criteria

How we want our brand to look, feel and sound

Human

Our brand should reflect the human experience and the real impact of the therapy we offer

Fresh

Our brand should feel up-to-date and reflect the cutting-edge nature of our scientific work

Reassuring & credible

Our brand should look and feel credible and reflect the rigor and robustness of our scientific processes

Highly differentiated

True to our claim, our brand should look and feel highly differentiated from our competitors. I.e., 'Alloplex presents a rare opportunity to invest in a highly differentiated asset with exceptional promise'

Compelling

We want our audience - from investors, scientists and patients - to feel excited to know more and to sense the potential for serious breakthroughs.

Brand Elements

BRAND ELEMENTS

Logo

Master logo

The Alloplex Biotherapeutics logo is the key asset for our brand. It consists of two elements, our wordmark and our symbol.

The correct artwork files should always be used and never altered in any way.

SYMBOL



CLEARSPACE

Ensure the minimum clearspace is maintained around the logo

BRAND ELEMENTS

Logo

‘Alloplex only’ logo

There are some occasions where we use the Alloplex only logo - such as when our communications are represented by our Global office.



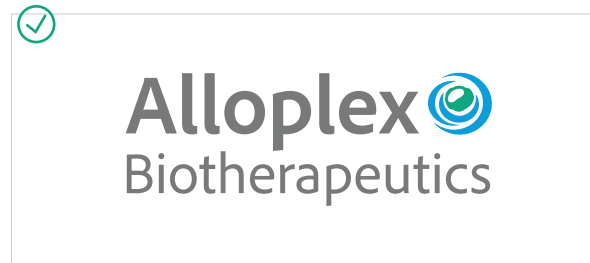
CLEARSPACE

Ensure the minimum clearspace is maintained around the logo

Logo

Backgrounds

See the examples right.



The logo should generally appear on white



The logo may appear on Alloplex Peach



The logo should never appear on busy backgrounds



The logo may appear on a 5% tint of Alloplex Cyan



The logo should never appear on darker tints of the Alloplex colours



The logo may appear on a 5% tint of Alloplex Green



The logo should never appear on colours other than Alloplex colours

BRAND ELEMENTS

Symbol

Limited use only

The symbol without the logo can only be used in limited scenarios where it is not appropriate to feature the full logo such as social media avatars or animated intros. Wherever possible, this should be situated near or followed up with the full logo.



ANIMATED INTRO

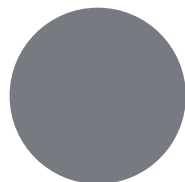
See example [here](#)



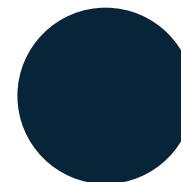
SOCIAL MEDIA AVATAR

Color Specifications

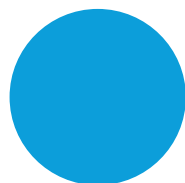
Please use the color specifications to the right to ensure consistency when applying colours to Alloplex material.



ALLOPLEX GREY
#777A80
r119 g122 b128
c55 m45 y40 k10



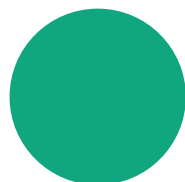
ALLOPLEX DARK BLUE
#062338
r6 g35 b56
c96 m78 y49 k58



ALLOPLEX CYAN
#0c9ed9
r12 g158 b217
c75 m22 y0 k0



ALLOPLEX PEACH
#fff6ef
r255 g246 b239
c0 m3 y4 k0



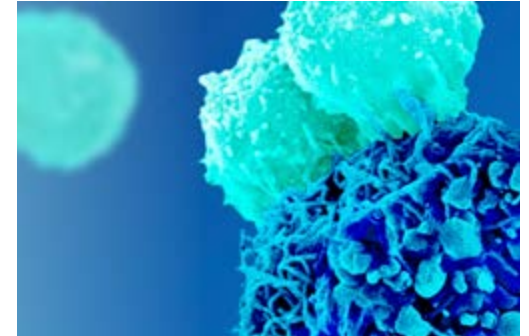
ALLOPLEX GREEN
#0ea680
r14 g166 b128
c80 m10 y65 k0

BRAND ELEMENTS

Imagery Photography

The photography we feature in our branded communications feature the human experience or our scientific expertise. All photography should meet the criteria of:

- Being candid and authentic
- Soft depth of field
- Feature warm tones with touches of blues & greens

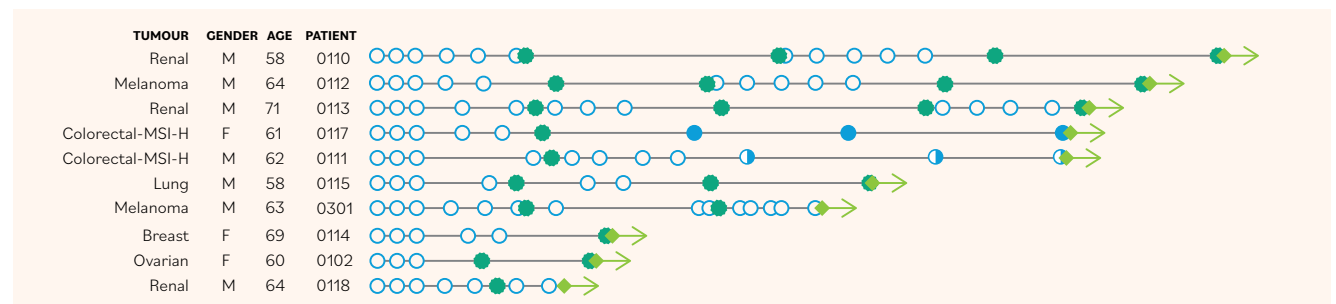
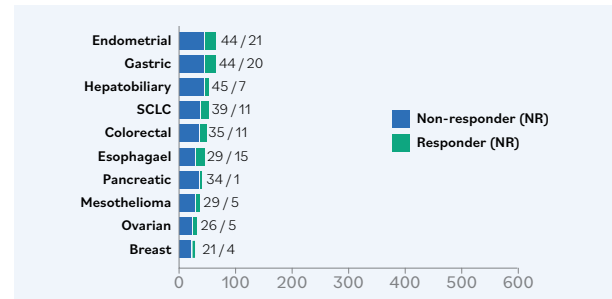
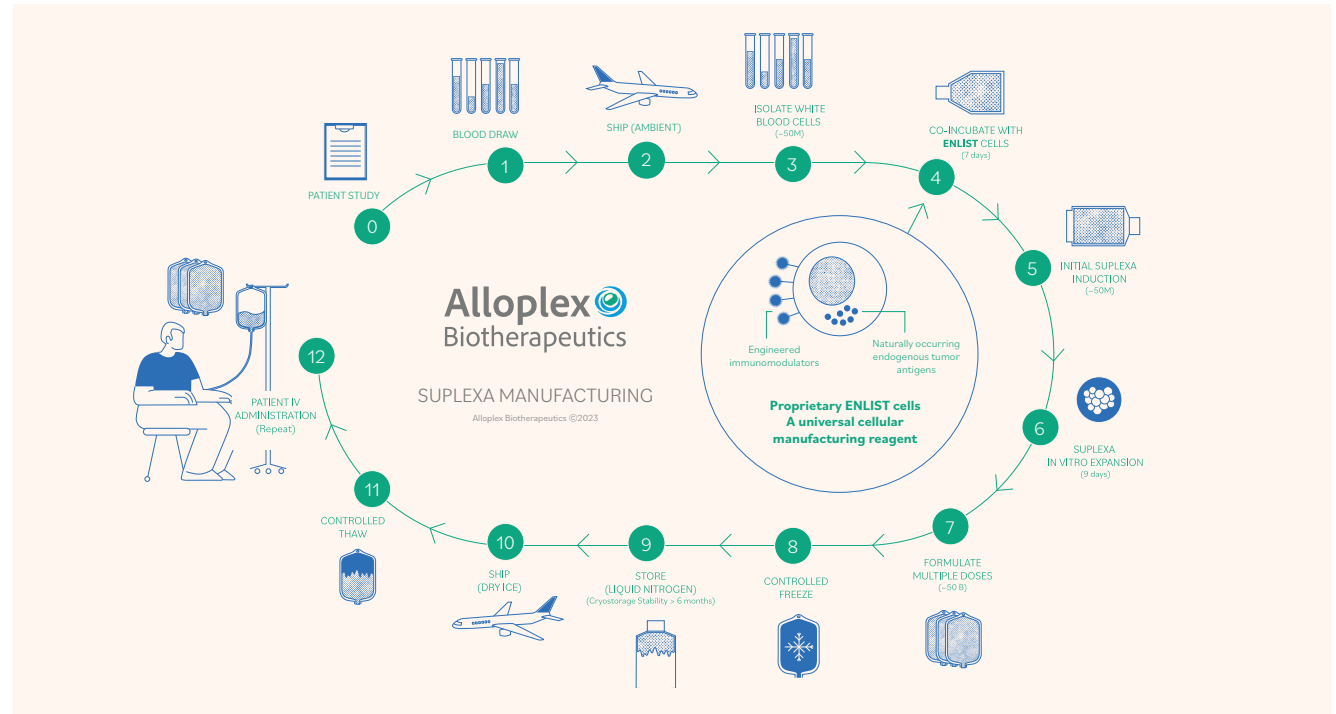


Please note all images in the Guidelines need to be licensed from Getty or replaced with owned imagery

Information Design

We often have to communicate quite complex information or scientific processes. We have designed a simple to execute style to ensure we communicate clearly. Please use our color palette and simple, illustrative shapes (drawing on our existing icon library where possible) and a textural element we use to reflect our brand.

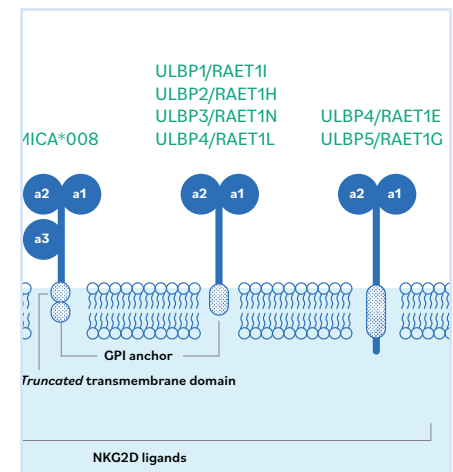
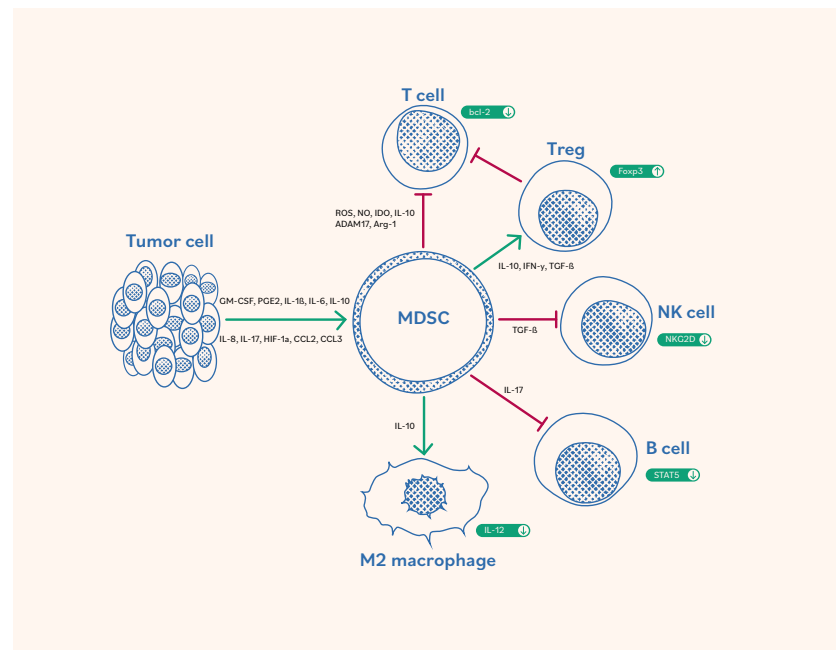
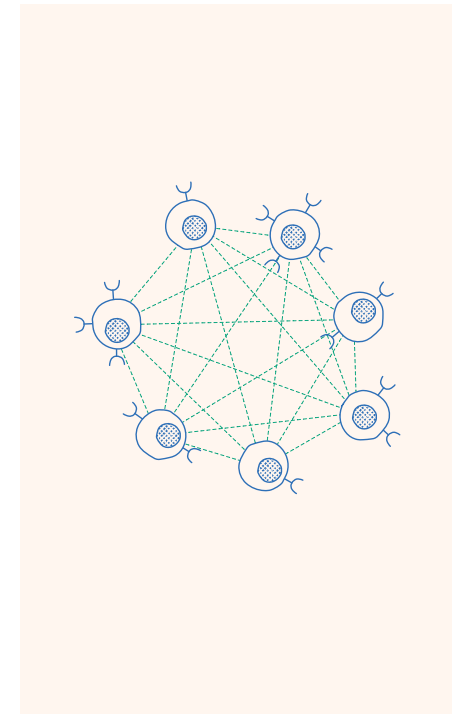
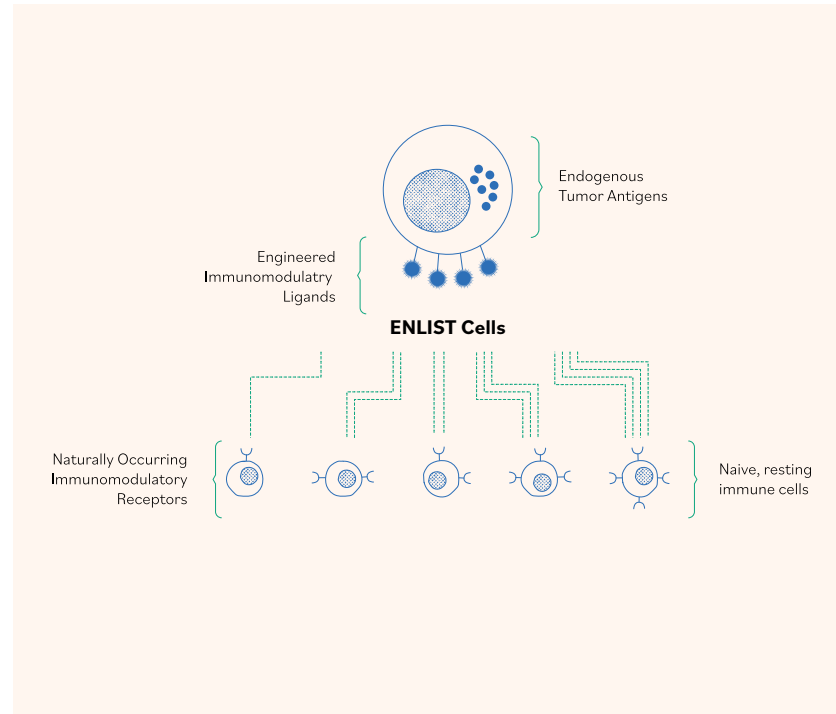
Please see examples right to inspire new information design.



EXAMPLES

Iconography Cells

We have illustrated a set of icons to be used for representing the various cells we need to refer to in our communications. Please use existing assets where possible.



Typography

Typeface

We have selected the Bilo typeface (available from Adobe fonts) for all our corporate communications. The structure of the letter forms reflects our warm, approachable personality.

We primarily use only two faces:

- Bilo Light
- Bilo Bold

Please note we use American English and Sentence case for branded communications. We use Title Case for scientific papers.

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

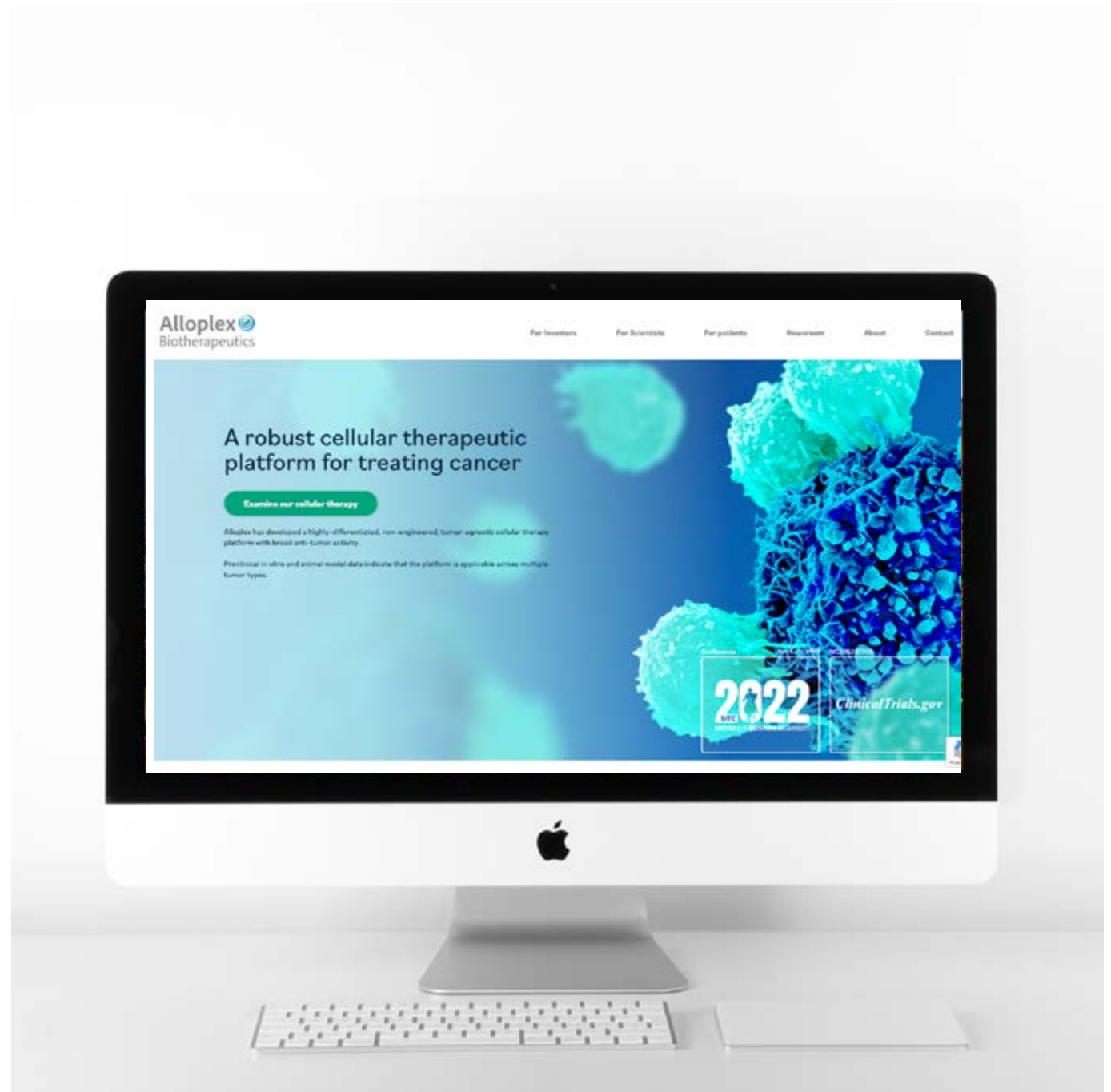
BILO LIGHT

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

BILO BOLD

Brand Applications

Website

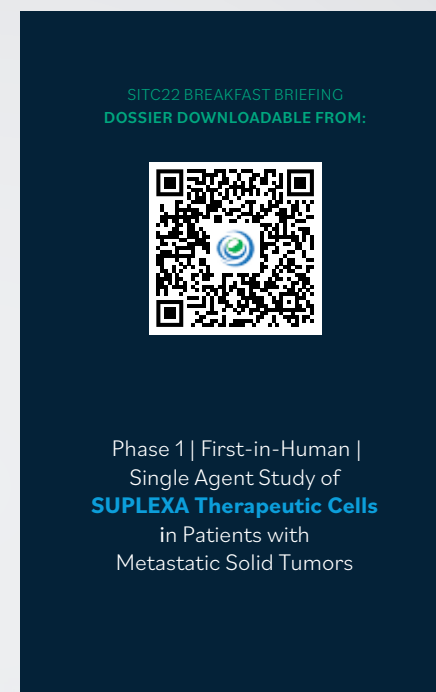


Banners

Please note that the logo should always be shown in a horizontal format but may be rotated where space is limited such as vertical banners.



Conference materials



PPT Slides

Alloplex Biotherapeutics | CRSA

Alloplex Breakfast Briefing

SITC | 9 NOV 2022



SUPLEXA Therapy: A Cell Therapy with Broad Anti-Tumor Activity

An autologous (individualized) whole blood derived adoptive cellular immunotherapy approach to manufacturing

SUPLEXA therapeutic cells are the patient's own normal cells. These are **not engineered**, but rather **reprogrammed** to recognize and kill tumor cells.



Sites & Enrollments

Patient Population

Enrolment to date, n=10 patients SITC focus, high level demographics



Alloplex approach

Subtitle goes here

- Select from the immunomodulatory pathways (building blocks) defined by decades of research
- Systematically examine the combinatorial space to optimally activate specific cellular elements of the immune system.
- Use a tumor cell line as a scalable platform on which to express select membrane or secreted proteins.



Exploratory Clinical Sample Analyses Summary

PBMCs and SUPLEXA

1. TBD - heterogeneity in PBMCs from the first 3 patients
2. TBD - Similar immune cell populations identified in manufactured SUPLEXA therapeutic cells

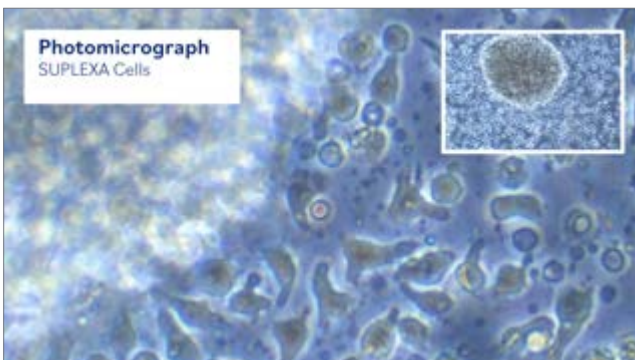
Longitudinal PBMC analysis by CyTOF

1. TBD - Shift in immune cell populations after SUPLEXA treatments - increases in T cells, NK, and myeloid populations common to all patients
2. TBD - SUPLEXA immune cell populations detected in the circulation of patients possible due to unique marker expression profiles on SUPLEXA cells and CyTOF technology

Systemic cytokine profiles by Lumina

1. Patients show different immune phenotypes indicated by cytokine profiles - pro-inflammatory or immune suppressed.
2. SUPLEXA treatment shows increases in plasma levels of SUPLEXA cytokines in all 3 patients
3. Pro-inflammatory patient shows clear and progressive reduction in circulating levels of multiple cytokines after SUPLEXA treatment suggesting improved immune health.

Photomicrograph SUPLEXA Cells



Contact details

For assets and templates,
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