

BRAND BUILDING BLOCKS

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BRAND BUILDING BLOCKS

Diaceutics is redefining drug commercialisation — so
diagnostic intelligence drives action and no patient is left
waiting for the right therapy.

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01 · INTRODUCTION

Diaceutics is redefining drug commercialisation — so diagnostic intelligence drives action and no patient is left waiting for the right therapy. Our new visual identity reflects that ambition, setting us apart in a crowded, conventional market.



01 · INTRODUCTION

BRAND STORY

In drug commercialisation|



01 · INTRODUCTION

**BOLD.
URGENT.
DISTINCTIVE.
IMPOSSIBLE TO IGNORE.**

01 · INTRODUCTION

VISION AND MISSION

VISION

PRECISION FOR ALL

We're redefining commercialization for diagnostic-driven therapies, so every eligible patient is identified, diagnosed, and receives the right therapy — at precisely the right time.

MISSION

UNLOCK LIFE

To be the most influential commercialization partner globally, unlocking the full potential of life-changing diagnostic-driven therapies.

01 · INTRODUCTION

BRAND HOUSE

BRAND VISION

BRAND MISSION

BRAND PROMISE

BRAND POSITIONING

KEY DIFFERENTIATORS

BRAND PERSONALITY

ONE DIACEUTICS BEHAVIOURS

We're redefining commercialization for diagnostic-driven therapies, so every eligible patient is identified, diagnosed, and receives the right therapy — at precisely the right

PRODUCT ARCHI- TECTURE

PMx is our Integrated Commercialization Solution — the precision-medicine engine that powers eight services and the products beneath them. Click any service to view its products.

PMX

+ **ACCELERATE** clinical trial success

+ **MAP** the healthcare landscape

+ **BUILD** internal launch readiness

+ **NAVIGATE** regulatory & market access complexities

+ **OPTIMISE** market for launch

+ **TARGET** market segments

+ **DRIVE** market adoption

+ **MEASURE** commercial success

DIACEUTICS IS DIFFERENT

OUR NETWORK

The largest diagnostic lab & HCP network in the US

MM DATA

**placeholder name*

Our real-time intelligence engine

EXPERIENCE

A 20-year track record in diagnostic-driven therapies

PMX

**placeholder name*

Only commercialization model built for diagnostic-driven therapies

DXRX

Our AI-enabled diagnostic intelligence and engagement platform

THE FUNDAMENTALS

Before anything else is applied, these are the non-negotiables. The rules that every piece of Diaceutics communication must pass, regardless of channel, audience or format.

BE DIRECT

Lead with the most important thing. No preamble. No throat-clearing. Say it, back it up, move on.

BE CONSISTENT

BE BOLD

We show up differently. Not louder — sharper. Not safer — bolder. Convention is the enemy of recognition.

BE USEFUL



02 · VISUAL IDENTITY

TOOLKIT OVERVIEW

The Diaceutics visual system is built for recognition. High contrast, condensed type, and a bold primary palette combine to create a brand that is instantly and unmistakably ours.



COLOUR ON WHITE



02 · VISUAL IDENTITY

LIFE FLOW

The life flow symbol represents the infinite loop of possibility for patients, clients, and humanity — provided by Diaceutics drug commercialisation capabilities. It's the result of unlocking life.



COLOUR ON BLACK



02 · VISUAL IDENTITY

LIFE FLOW

The life flow symbol represents the infinite loop of possibility for patients, clients, and humanity — provided by Diaceutics drug commercialisation capabilities. It's the result of unlocking life.



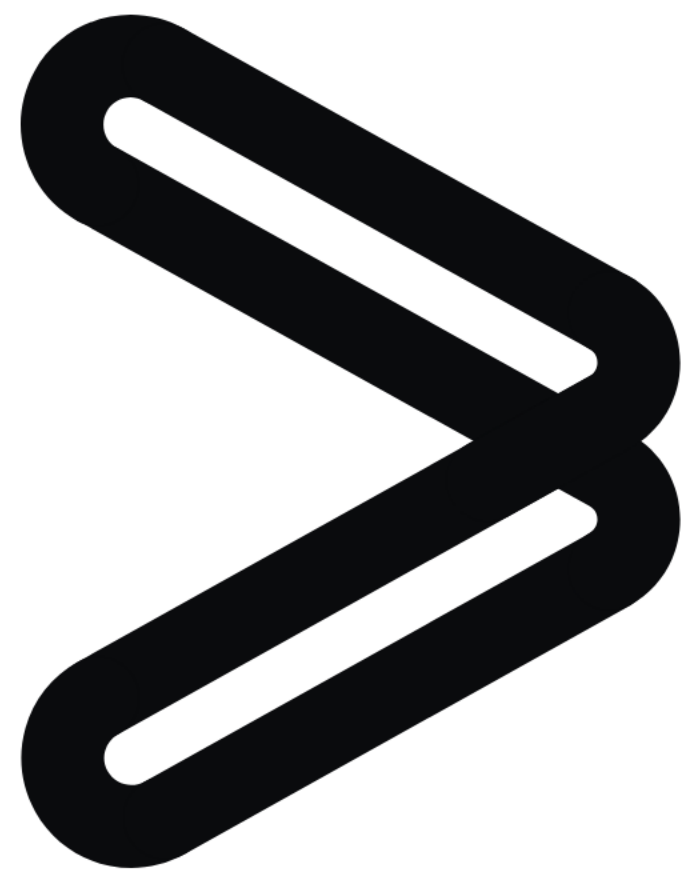
MONO ON SIGNAL



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02 · VISUAL IDENTITY

LOGO

The logo must always appear with both mark and wordmark together. Minimum clear space equals the height of the "D" in the wordmark on all sides.



COLOUR ON WHITE



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MONO ON SIGNAL



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MONO ON WHITE





COLOUR ON WHITE



02 · VISUAL IDENTITY

LOCKUPS

Lockups pair the Diaceutics mark with partner identities. Use the colour version where possible; mono and reversed variants ensure legibility on signal, dark, and accent backgrounds.



COLOUR ON BLACK

02 · VISUAL IDENTITY

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Lockups pair the Diaceutics mark with partner identities. Use the colour version where possible; mono and reversed variants ensure legibility on signal, dark, and accent backgrounds.





MONO ON SIGNAL



02 · VISUAL IDENTITY

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WHITE ON CATALYST

02 · VISUAL IDENTITY

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GRAPHIC DEVICE

The Life Flow symbol is the primary graphic device — a directional, confident mark used as a background texture, divider, and compositional anchor across colour, mono, and reversed contexts.

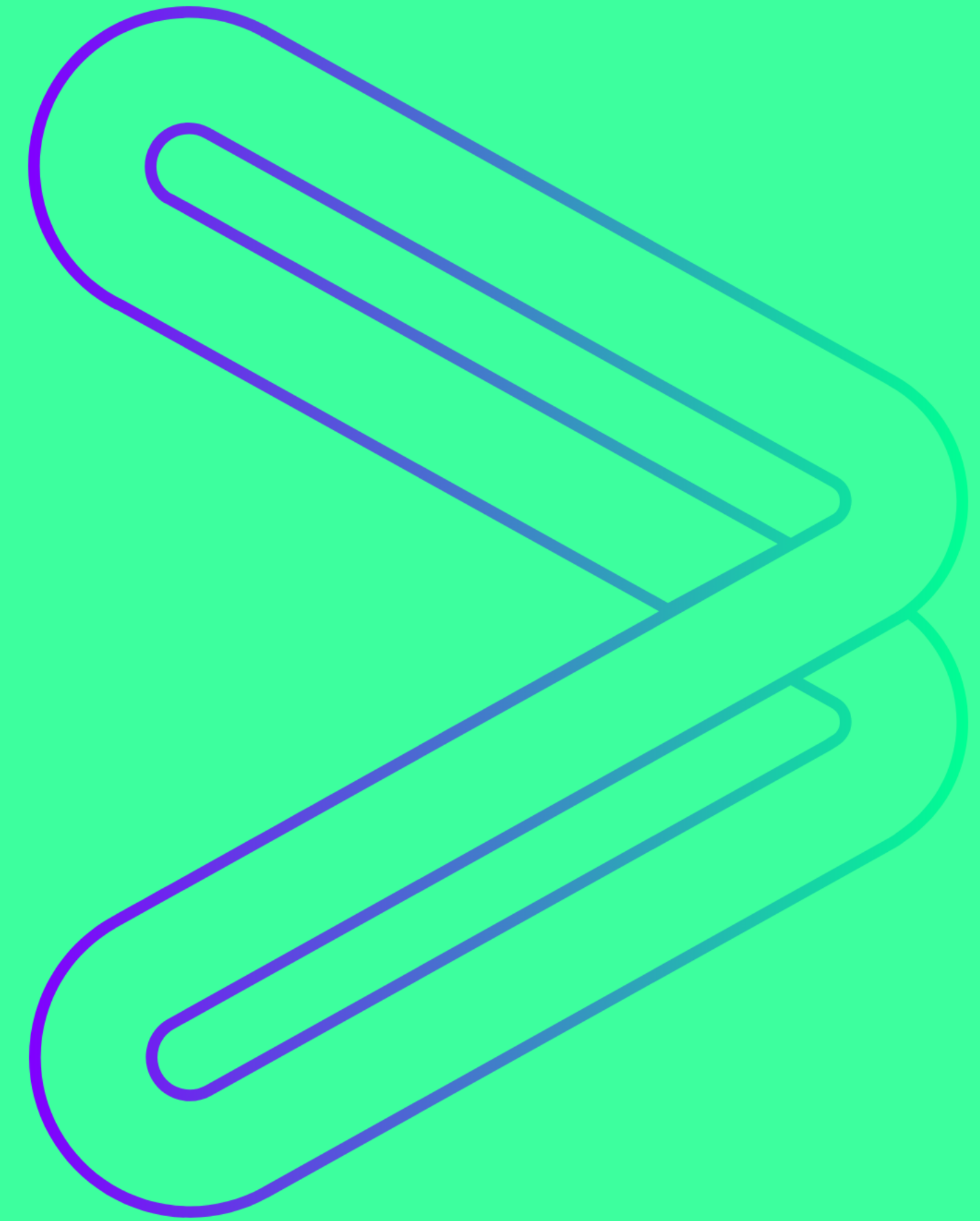


SYMBOL ON CORE



GRAPHIC DEVICE

The Life Flow symbol is the primary graphic device — a directional, confident mark used as a background texture, divider, and compositional anchor across colour, mono, and reversed contexts.



SYMBOL ON SIGNAL



GRAPHIC DEVICE

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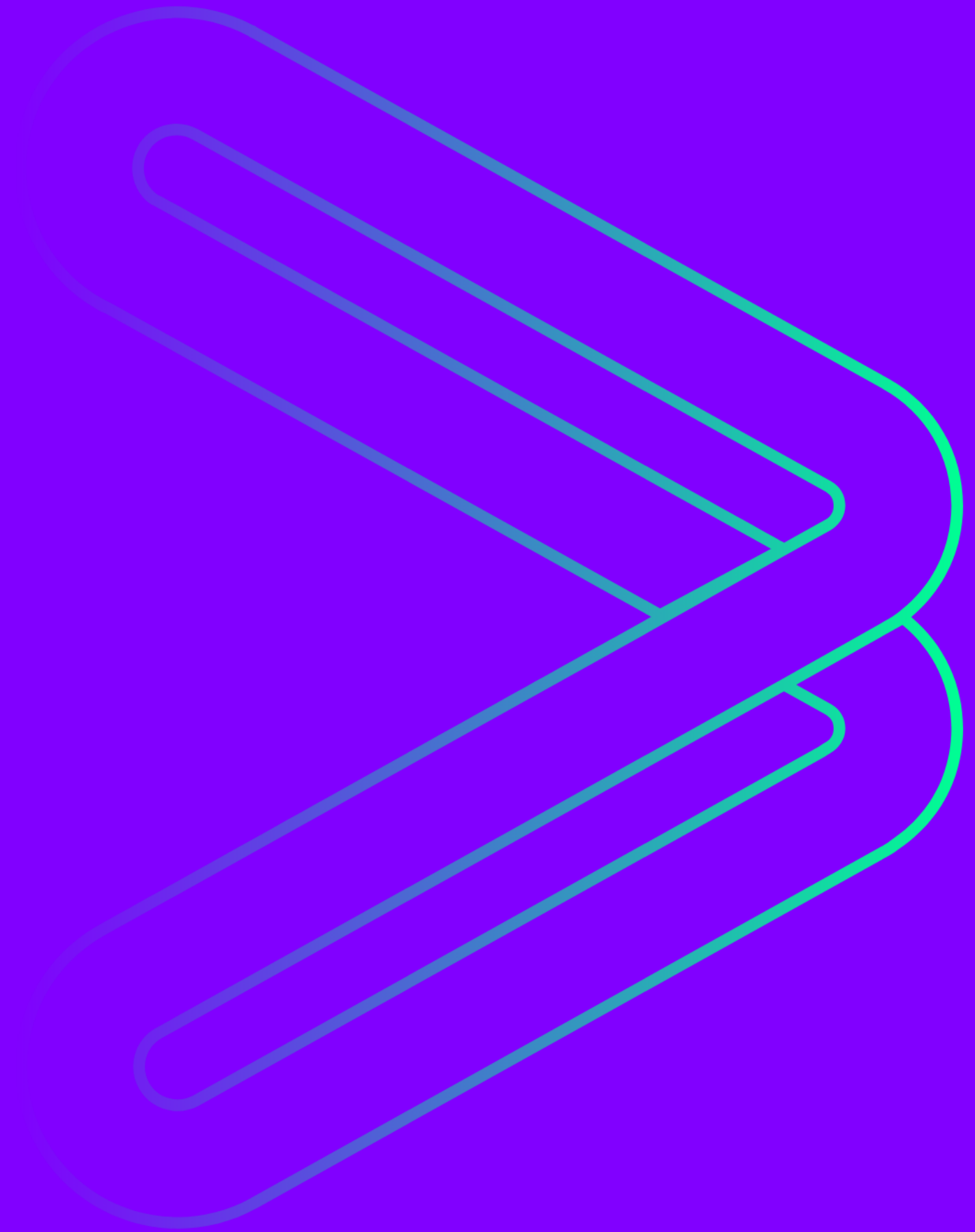


SYMBOL ON LIGHT GREY



GRAPHIC DEVICE

The Life Flow symbol is the primary graphic device — a directional, confident mark used as a background texture, divider, and compositional anchor across colour, mono, and reversed contexts.



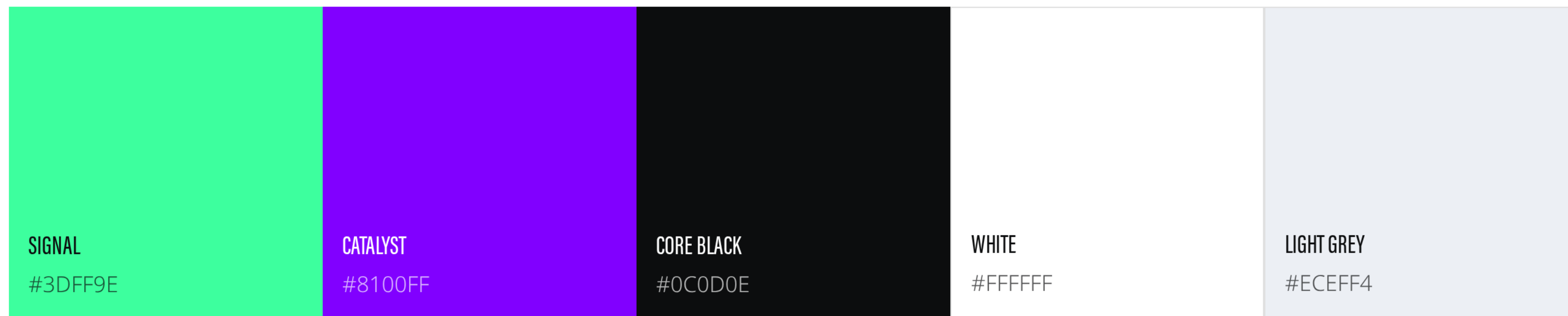
SYMBOL ON CATALYST



COLOUR

The primary and extended palettes define the core visual identity of Diaceutics. Secondary colours are data visualisation only — never in navigation, headers, buttons or body content.

PRIMARY PALETTE



EXTENDED BRAND



EXTENDED DATA PALETTE



02 · VISUAL IDENTITY

TYPOGRAPHY

Two separate Adobe Fonts families — acumin-pro-extracondensed-bl (Mid-Black 800) for headers and acumin-pro-condensed-black (Light 300, Bold 700 for emphasis) for body. They share no weights in common usage.

[VIEW HEADERS FONT ON ADOBE FONTS ↗](#)

[VIEW BODY FONT ON ADOBE FONTS ↗](#)

APPLICATIONS

How the two families are deployed across touchpoints. Headlines lead the brand voice; body type carries the detail. Switch tabs to explore each.

HEADLINES

BODY

Early touchpoint ————— Later touch points

**ACUMIN
EX CONDENSED
BLACK**

**ACUMIN
EX CONDENSED
MEDIUM**

TYPE IN ACTION

Layout, scale and hierarchy working together — page headers, headlines, stand-firsts, sub headers and body all in one composition.

PAGE HEADER / LABEL

THIS IS AN EXAMPLE HEADLINE

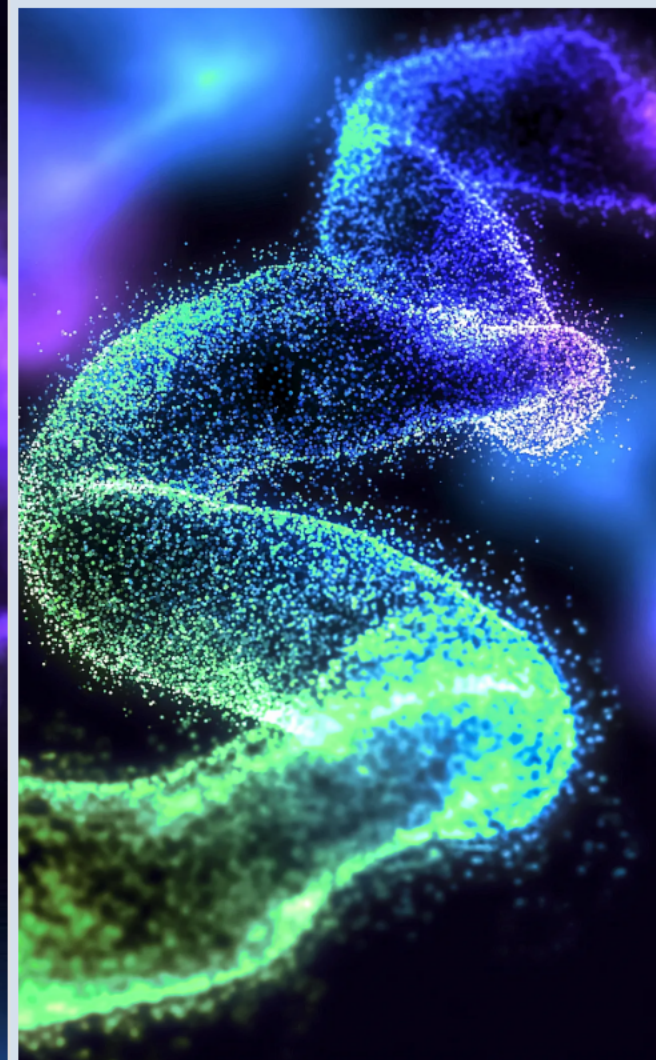
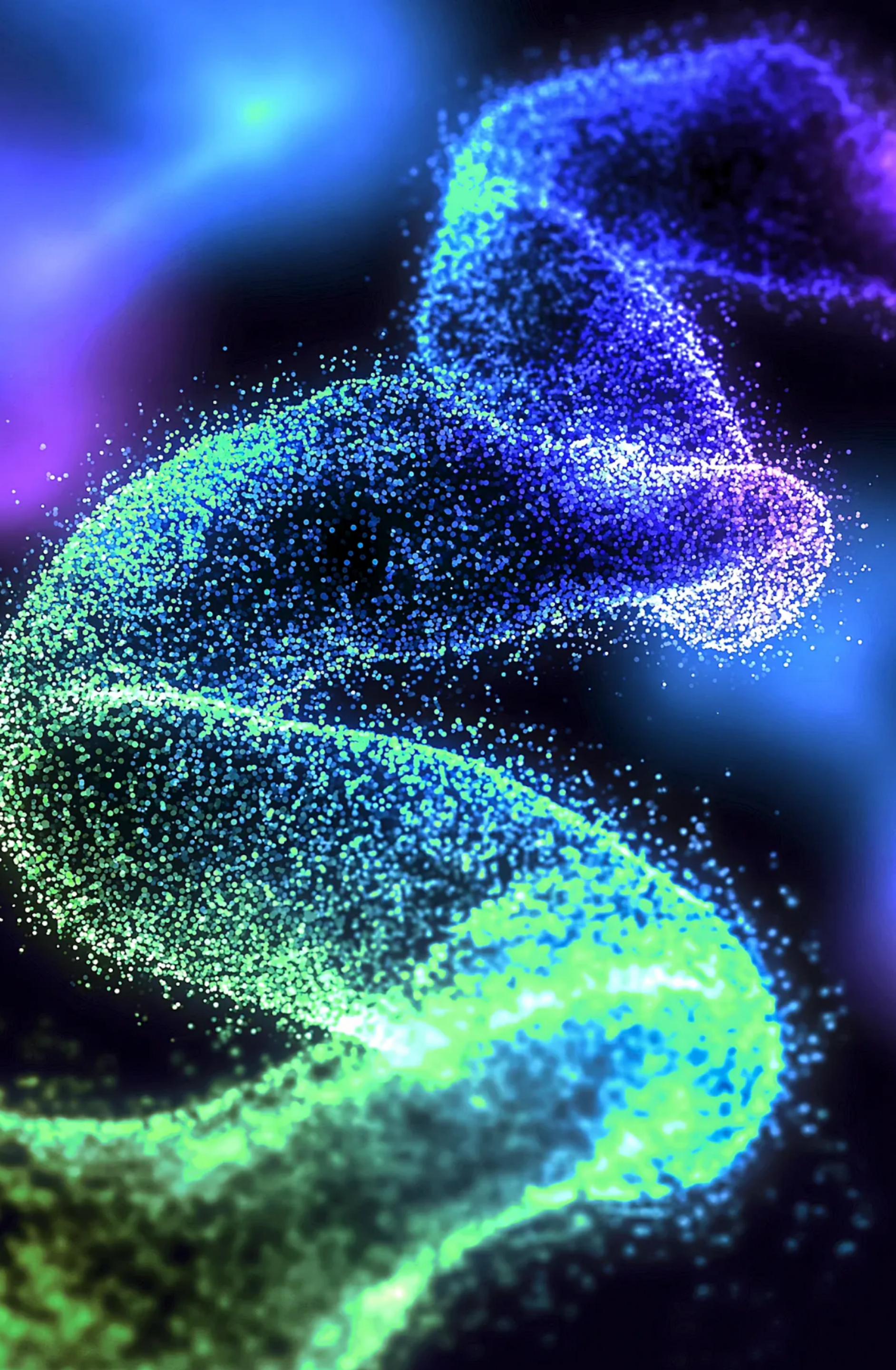
This is an example sub header or call out stand first. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore **emphasis** volutpat.

SUB HEADER

This is body text. **Emphasis** and *italics* available. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Upper case: headers, section titles, sub headers

Sentence case: stand firsts and body



02 · VISUAL IDENTITY

PHOTO- GRAPHY

Core brand imagery is made up of three complementary layers. Brand, black & white human imagery, and unlocked science forms — combined with type and colour.

T1 — LIFE UNLOCKED

Neon gradient science imagery — abstract, vibrant, brand-coloured.

MASK

Masking techniques bring depth and energy to brand compositions — life flow imagery in headers, black-and-white photography in long-form layouts, and the

In headers, add meaning with the use of life flow imagery.



BRAKES



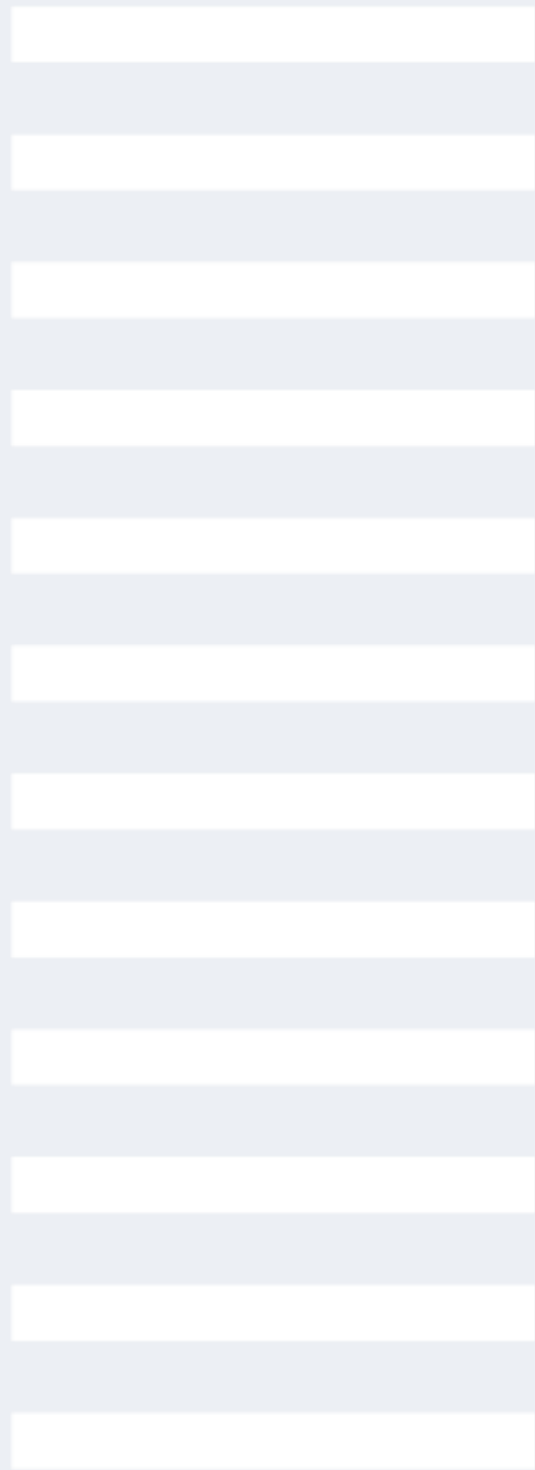
MASK

Masking techniques bring depth and energy to brand compositions — life flow imagery in headers, black-and-white photography in long-form layouts, and the

BRAKES OFF

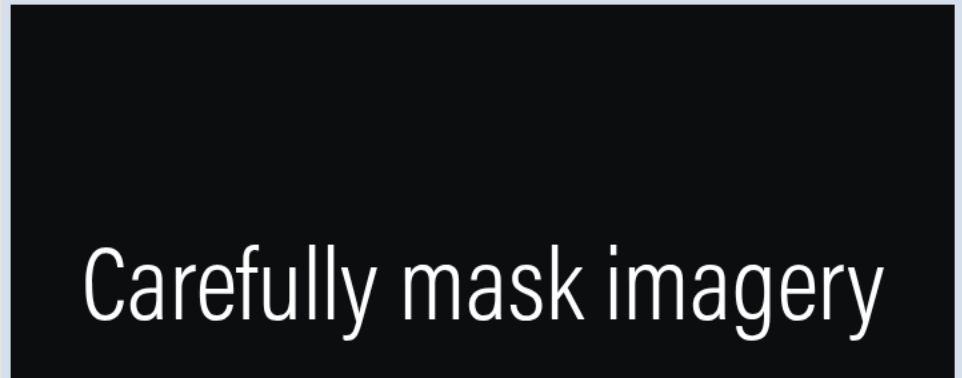
In layouts (internal pages) or story-telling executions below the page fold, consider masking black and white imagery to build layers of discovered meaning.

Lorem ipsum Lorem ipsum dolor sit amet,



MASK

Masking techniques bring depth and energy to brand compositions — life flow imagery in headers, black-and-white photography in long-form layouts, and the



ICONOGRAPHY GRAPHICS

A consistent icon system built on Lucide — 24×24 grid, round caps and joins, with stroke weight held absolute at every size. Use the gradient



ICONOGRAPHY

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ICONOGRAPHY

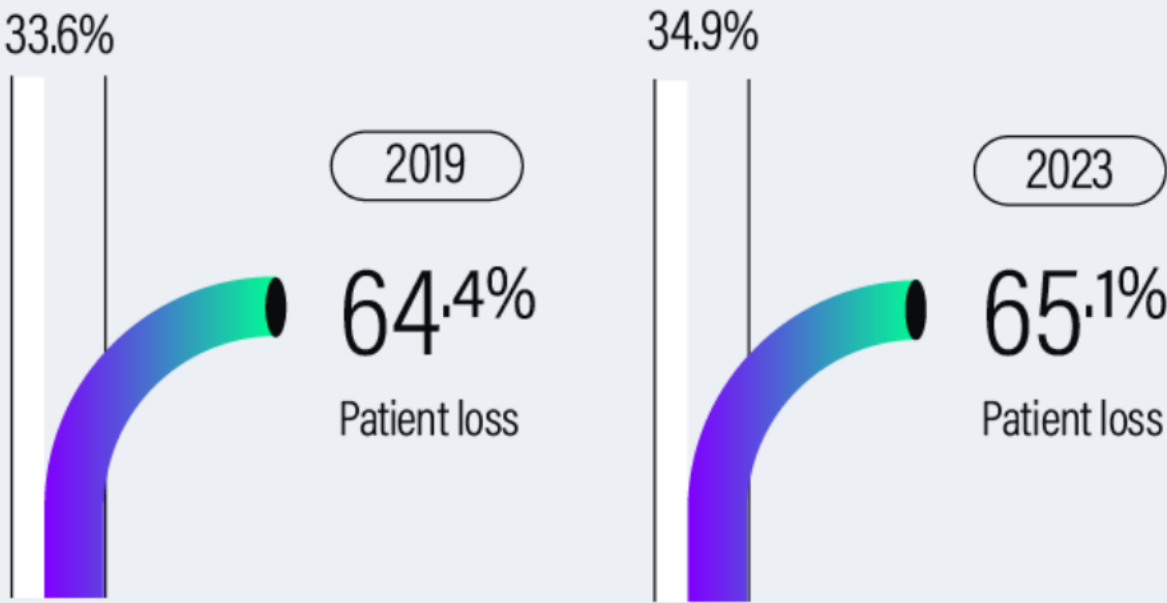
A consistent icon system built on Lucide — 24×24 grid, round caps and joins, with stroke weight held absolute at every size. Use the gradient



OVERALL PATIENT LOSS ACROSS THE
PRECISION MEDICINE PATHWAY

0.7% Difference
over 4 years

Patient retention in pathway



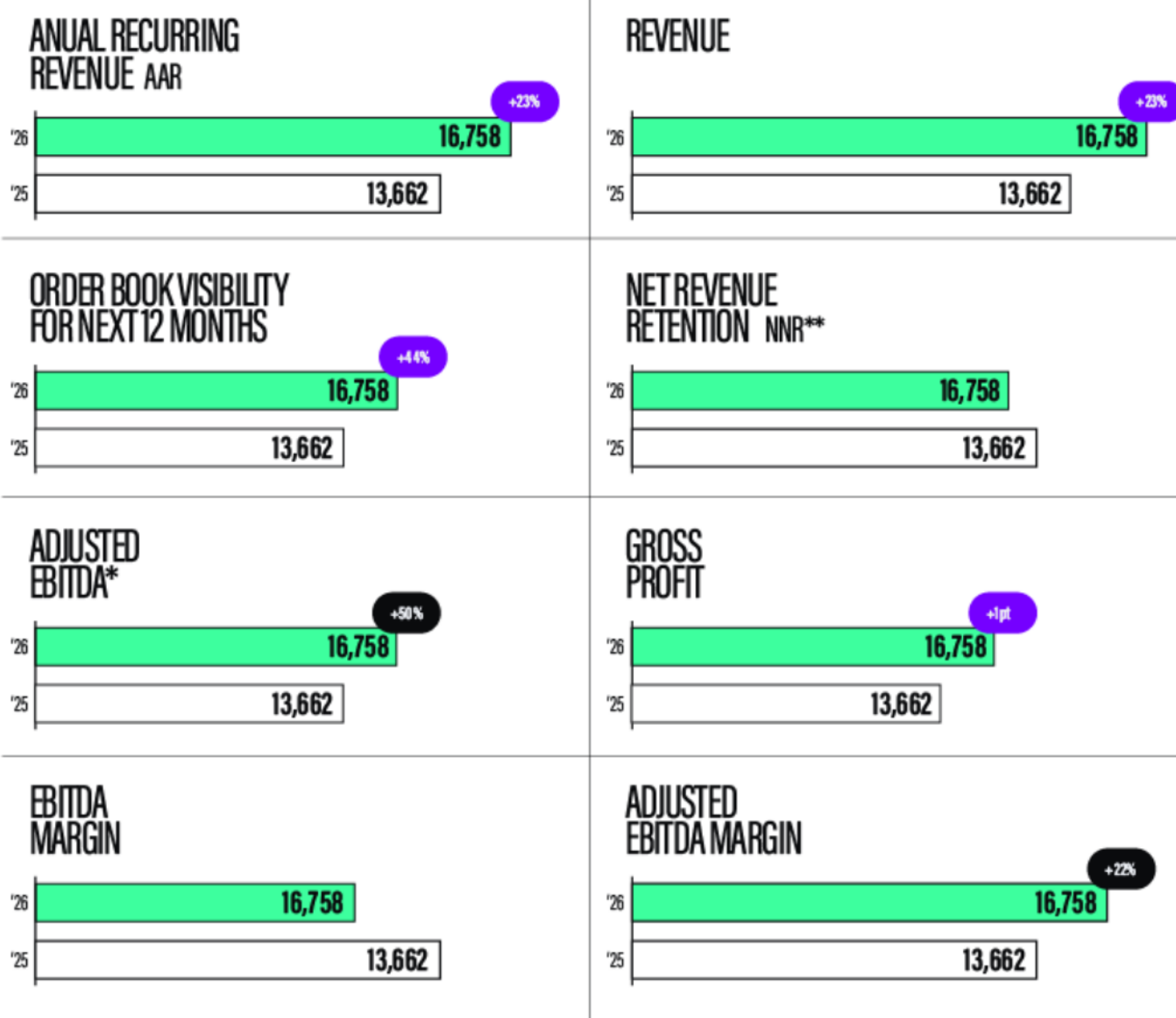
Infographics should cut to the chase. Simple, low cognitive load, colour or gradient assisted.



02 · VISUAL IDENTITY

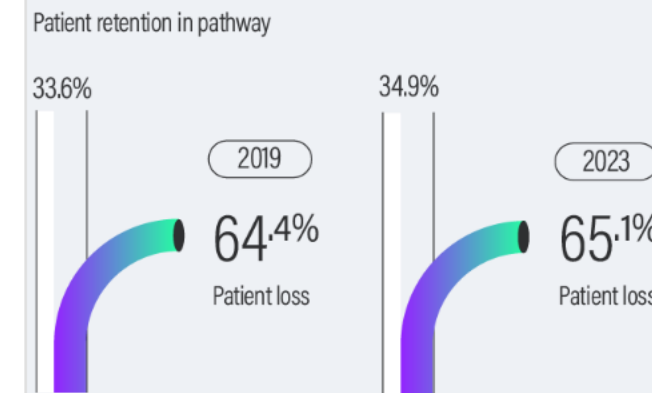
DATA AND INFORMATION

Data visualised in ways which feel distinctly Diaceutics. Colour, hierarchy and story all play a part. The simplest route is right — Signal for the headline number, Core for context, the extended



OVERALL PATIENT LOSS ACROSS THE PRECISION MEDICINE PATHWAY

0.7% Difference over 4 years



Charts and graphs should leverage as little colour as possible — and use pills to highlight or call out. Use any combination of primary colours for variety.

8
Enterprise-wide engagements ARR of £10.1m
7 / £10.1m - Dec '24

213
People inc. new US sales team expansion
199 - Dec '24

74
Therapeutic brands
63 - Dec '24

43
Active customers
44 - H1 '24

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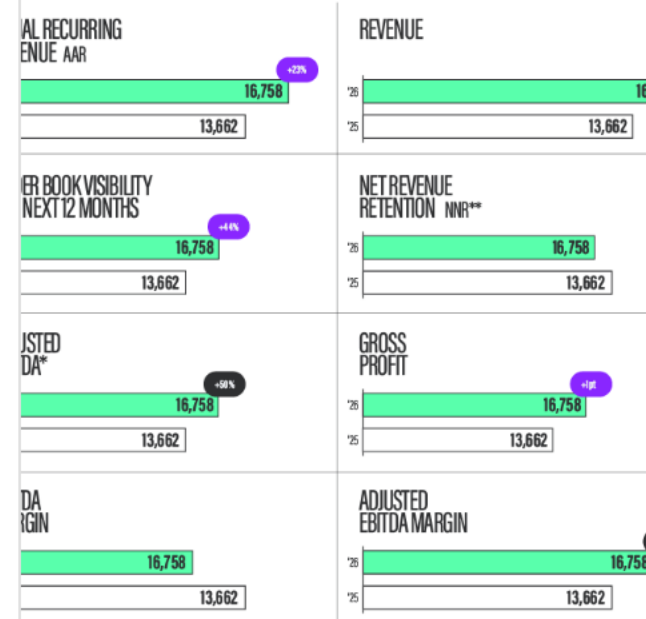
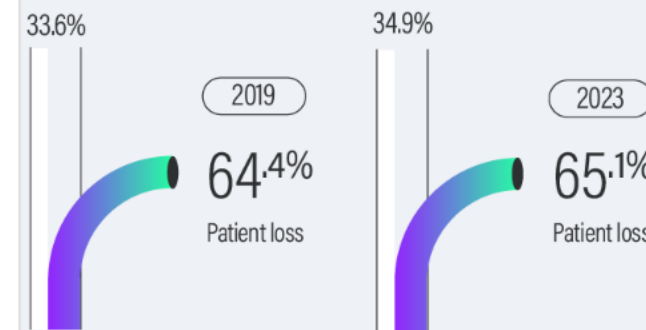
Active customers

↓ 44 - H1 '24

OVERALL PATIENT LOSS ACROSS THE PRECISION MEDICINE PATHWAY

0.7% Difference over 4 years

Patient retention in pathway



Data points should be called out large with padding. Pills can support.

02 · VISUAL IDENTITY

DATA AND INFORMATION

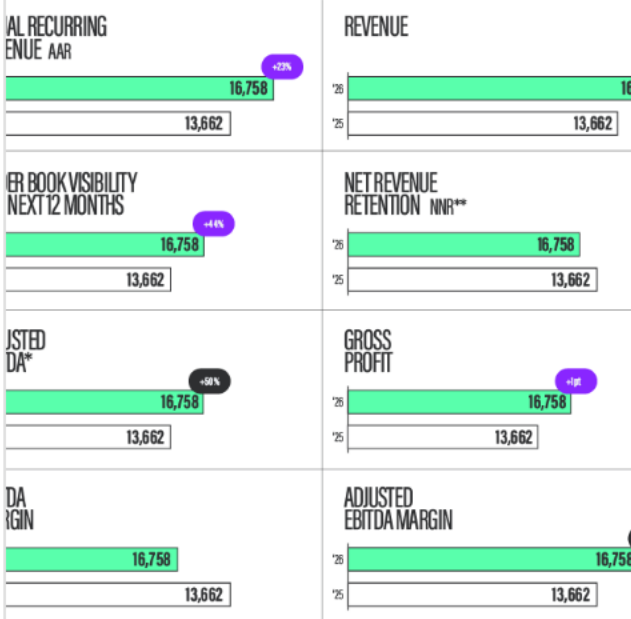
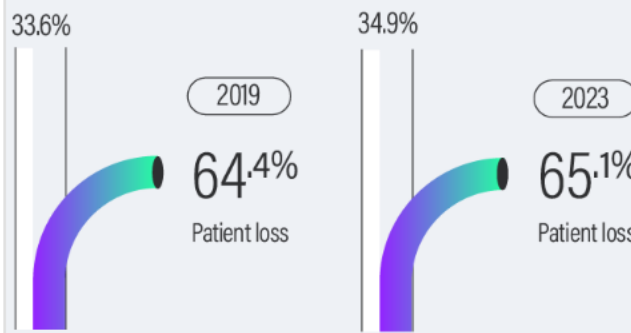
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PRECISION MEDICINE PATHWAY

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02 · VISUAL IDENTITY

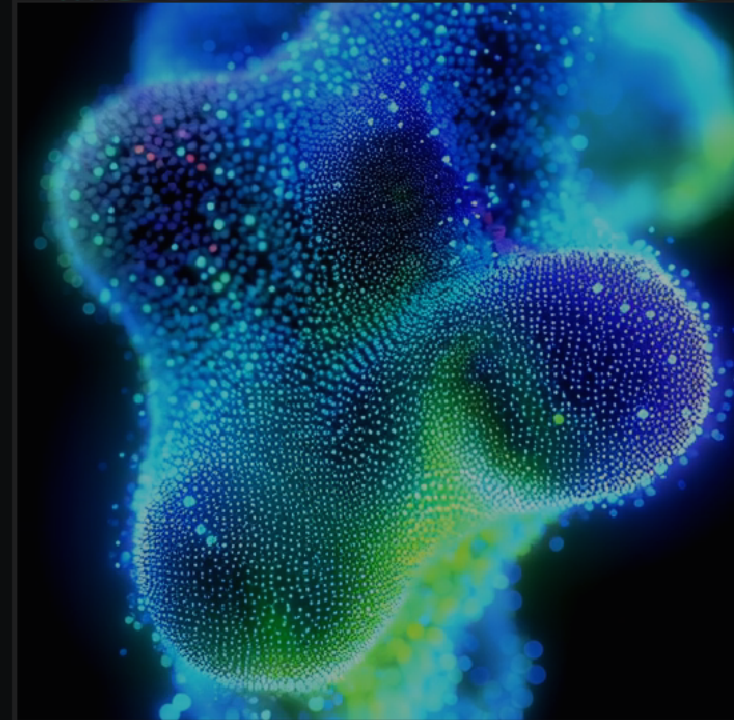
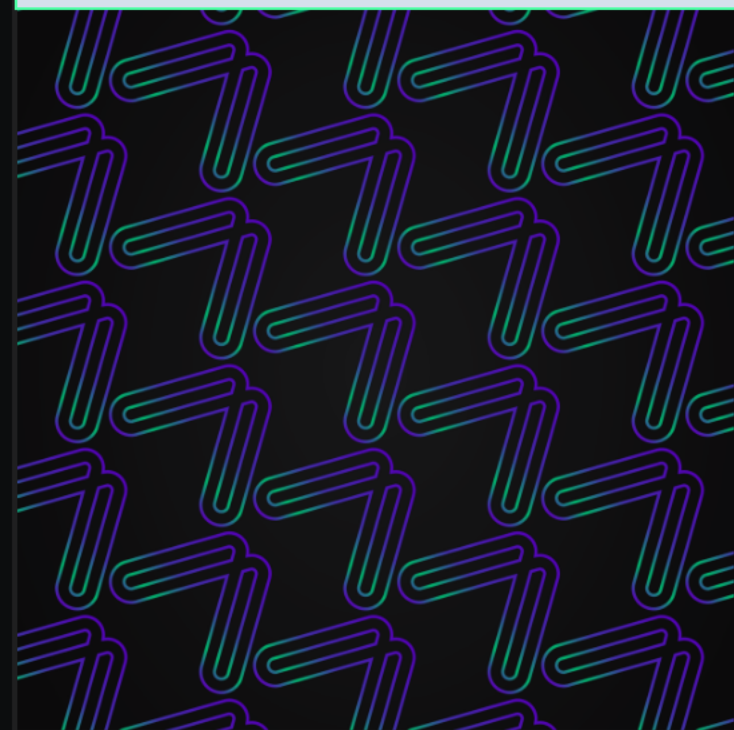
DATA AND INFOR- MATION

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The simplest route is right —
Signal for the headline number,
Core for context, the extended

MOTION GRAPHICS

Motion brings the brand to life. Abstract, vibrant visuals rooted in the brand palette create texture and energy across digital channels — from hero backgrounds to social content.

Cinematic black & white photography sequenced with rhythm and pace — humanity at the heart of the brand.

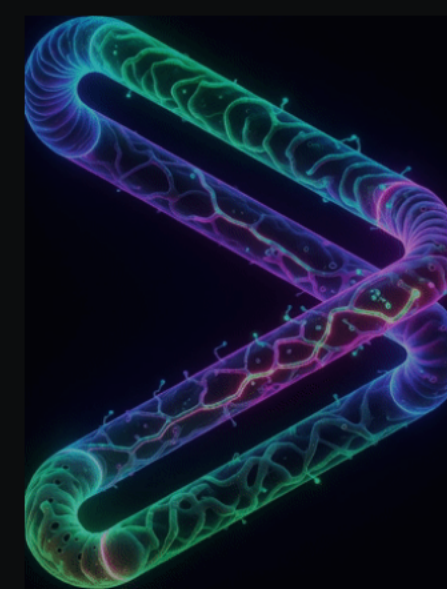
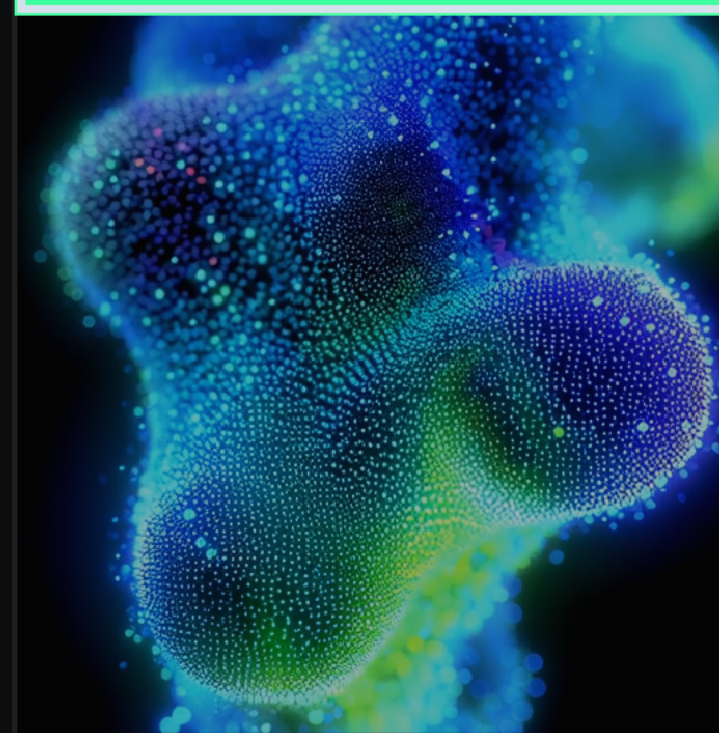


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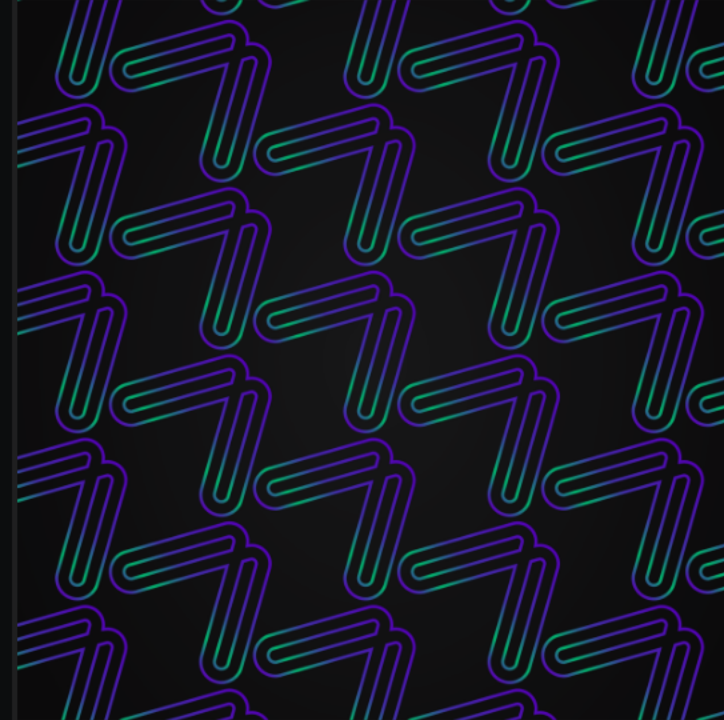


Iridescent, foil-like patterns shimmer across surfaces — a tactile, premium texture in motion.

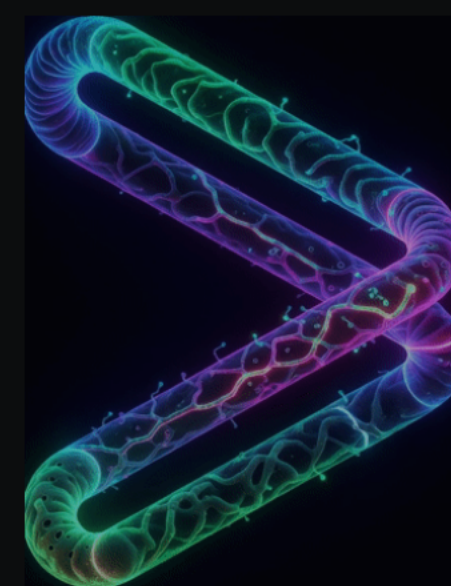


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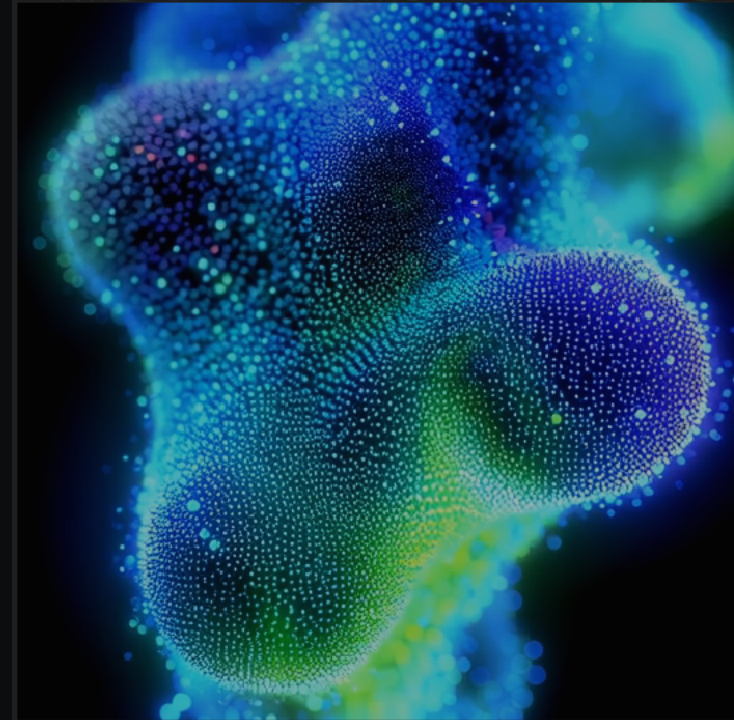
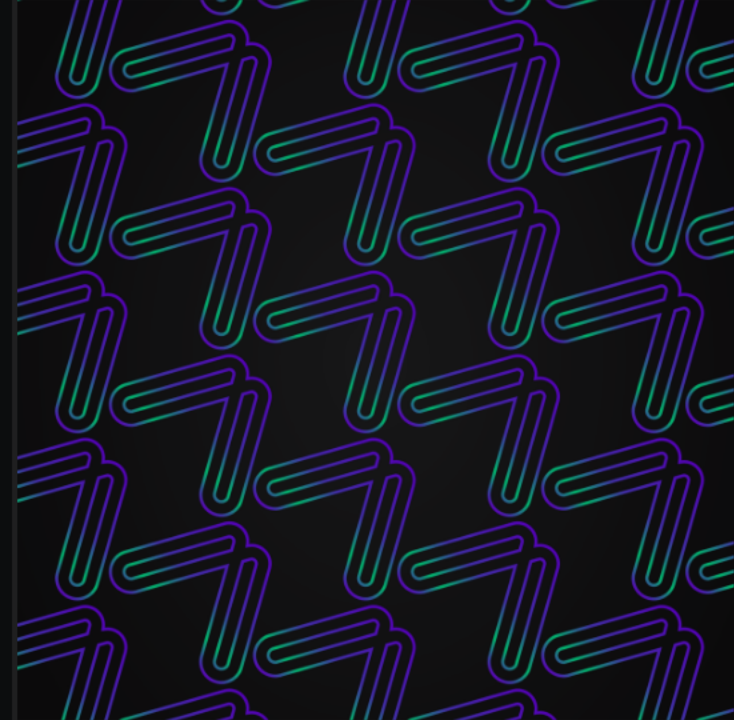


Molecular, organic loops
in motion — the Life
Flow symbol reimagined
as continuous,
generative texture.



MOTION GRAPHICS

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Life Flow drawing on,
rotating, pulsing —
stings and sign-offs.



IN THE WILD

From outreach and tradeshow to reports and white papers, here we see for the first time how the brand comes together. The system is designed to be highly flexible and adaptable to every need and use case, while retaining distinction.

03 · BRAND APPLICATIONS

TEMPLATE LIBRARY

Each template links to a downloadable master file. All templates are approved for use by internal teams and authorised suppliers.

COMING SOON POWERPOINT TEMPLATE	COMING SOON CASE STUDY	COMING SOON EMAIL SIGNATURE
COMING SOON INHOUSE LETTER	COMING SOON PRODUCT SALES AID	COMING SOON WHITEPAPER

OUR VOICE IS CHANGING.

Our tone of voice reflects who we are becoming: a confident challenger redefining the commercialisation of diagnostic-driven therapies. If it doesn't add value — cut it.

CUT TO THE CHASE

THE STANDARD

IF IT DOESN'T ADD VALUE — CUT IT.

WHAT THIS MEANS

+ Say it simply

THE SHIFT

+ From complexity → to clarity

HOW WE COMMUNICATE

COMMERCIAL CONTEXT

Direct, data-led, focused on commercial outcomes.
We don't hedge. We state. We demonstrate.

CAMPAIGN & BRAND

Provocative, emotionally resonant, challenger
energy. Short. Sharp. Impossible to scroll past.

SCIENTIFIC & TECHNICAL

Precise and credible — but never impenetrable.
We speak to experts as equals. We do not perform

INTERNAL & PARTNER

Clear direction, mutual respect. The same
confidence and clarity we bring externally —

05 · DIGITAL

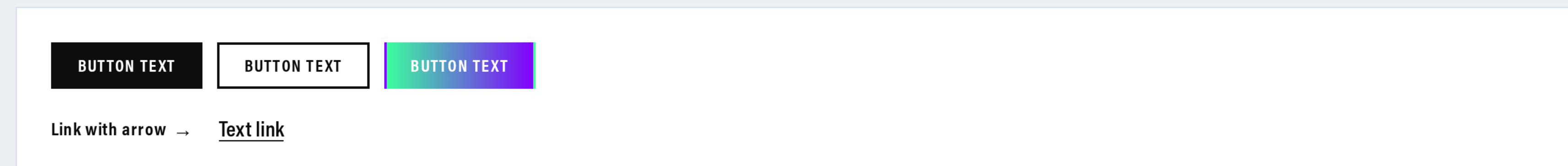
DIGITAL TOOLKIT

The Diaceutics digital system translates the visual identity into responsive, accessible web and application environments. Toolkit and application examples to follow as the brand rolls out across web, paid media and product.

BUTTONS & LINKS

Four button types. Hover always transitions toward the brand gradient. Links use an arrow to indicate direction.

ON LIGHT BACKGROUND



ON DARK BACKGROUND

WEB PALETTE & TYPOGRAPHY

WEB PALETTE

SIGNAL #3DFF9E	CATALYST #8100FF	CORE #0C0D0E	WHITE #FFFFFF	LIGHT GREY #ECEFF4
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TYPOGRAPHY SPECS