

Corporate Design Guide 42PLUS1 2022

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>

Headings-Font 2: AXIS

Download: <https://www.dafontfree.io/axis-typeface/>

Used in <h2> & Social Media Posts

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	
	Logo Color iceblue: ■ #7FCDEE
	Font Color Text white: ■ #FFFFFF
	Background: blue: ■ #253A65
	black: ■ #000000

Social Media Title Design	
	Text Font AXIS / Titillium Web
	Font Color Text: Transparent with Knockout Effect Revealing: 42PLUS1 galaxy image
	
	Background: black: ■ #000000

Color Scheme: Nebula

Gradient	
	

General Info on 42PLUS1

42PLUS1 is one of the highest-prized pitch awards and is part of the [DxPx Conference](#). Supporting startups and growth companies is what drives DxPx. 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!

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

Frequently used emojis



Frequently used hashtags

#startup #diagnostics #digitalhealth #precisionmedicine #lifescience #funding
#fundingopportunity #dxpx #pitchaward #pitch

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.