



BRAND GUIDELINES

May 31, 2017

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I. Logo

Preferred Logo (2-color)



PMS: 300
CMYK: 100 / 62 / 7 / 0
RGB: 0, 100, 168

PMS: 171
CMYK: 0 / 79 / 81 / 0
RGB: 255, 91, 53

Black (1-color)



White (1-color)



II. Logo Clear Space

To protect the integrity and consistency of the BioPharmX logo, a minimum amount of clear space must appear around the logo. This space must remain free of text or images of any kind. This space is defined by the distance 'x,' which represents the x-height of the "l" within the logo.



III. Minimum Logo Size

Careful consideration must be given to how the width of the logo affects its height. When the logo reduces in size, the height may lose presence that is needed. A minimum width of 1.5" has been set for the logo.

The logo for BioPharmX, with "Bio" in blue, "Pharm" in red, and "X" in a stylized red font.

IV. BPMX (NYSE) Logo

The use of the BioPharmX New York Stock Exchange (NYSE) listed logo may be used in financial materials such as PowerPoint presentations, fact sheets, and in social media. The NYSE-listed logo is not to be used in scientific papers, press releases, or other non-financial-related communications.

BPMX
LISTED
NYSE MKT



Note: When using the white NYSE-listed logo, the blue from the BioPharmX corporate logo should be used as a background.

VI. Design Typography

The Raleway font family should be used when designing collateral for the BioPharmX corporate brand.

Raleway should be used for headings and other large size usage. Arial should be used for body copy and smaller size usage.

Raleway is a free font available for download from Google Fonts.

Raleway Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Raleway Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Raleway Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Raleway Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789***

Raleway Black

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Raleway Black Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789***

VII. Trademark Usage

BioPharmX is a registered trademark of BioPharmX, Inc. Guidelines on using the BioPharmX brand name in written marketing copy are as follows:

- When using the brand name in marketing copy, it should appear with the correct upper and lower case combination (e.g., BioPharmX, NOT Biopharmx). The ® symbol (the letter “R” in a circle) should be used on the most prominent (or first) usage of the trademark within the publication, but does not have to be used more than once per publication within the text.
- Always use the ® symbol when the actual logo is used, unless you have explicit permission from the BioPharmX communications contact to use the former BioPharmX corporate logo containing the ™ symbol.
- Always use the BioPharmX name as an adjective, not as a noun. (e.g. BioPharmX Corporation, NOT BioPharmX)
- Avoid plural or possessive forms of the mark (e.g., BioPharmX topical gel, NOT BioPharmX’s topical gel)
- Never use the trademark as a verb.
- Never hyphenate trademarks.
- Never change the spelling of trademarks or logo.
- Never abbreviate trademarks.
 - When referring to the BioPharmX ticker symbol, BPMX is acceptable.
 - BPX should only be used to label product candidates.
- Never change the appearance (font, color, or proportion) of trademarked logo. Always use approved art file of the logo only.
- For publications containing third party trademarks, it is typical practice to provide a trademark attribution statement in small print at the end of the specified article. For example:

BioPharmX is a registered trademark of BioPharmX, Inc. in the United States and other countries. All other trademarks are the property of their respective owners.
- Other BioPharmX trademarks should be listed at the start of this sentence if used within the material being published. For example:

BioPharmX and Violet are registered trademarks of BioPharmX, Inc. in the United States and other countries.
- A copyright notice should always contain:
 1. The symbol © (the letter “C” in a circle), or the word “Copyright”;
 2. The year of first publication of the work, as well as the date of any significant modifications to the material; and
 3. The name of the owner of copyright in the work.

EXAMPLE: © 2016-2018 BioPharmX, Inc. All rights reserved.

For more information on BioPharmX brand guidelines or questions on typefaces and style considerations for a particular application, contact:

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