



# ATTENTION WITH DIMENSION

Capabilities and Sample Work

# WHO WE ARE

We bring our expertise and passion for marketing communications to our clients with an entrepreneurial spirit. As a virtual agency, we are best positioned to bring a customized team of professionals, deeply steeped in healthcare to each and every project in an affordable, efficient and nimble manner.

- Tightly-knit team of talented, creative professionals with 15+ years working together
- Specialize in corporate and product branding—bringing a fresh approach to marketing
- Agency quality without the agency overhead
- Dedicated to creating personalized teams to bring the right mix of experts to every program
- Relationship-building that sets us apart from other agencies
- Strategic, positive, responsive and flexible

# CAPABILITIES

## Branding/Advertising

- Marketing Plans
- Brand Positioning & Messaging
- Logo Development
- Clinical Trial Branding, HCP and Patient Collateral
- Stationery/Business Cards
- Infographics/Illustration
- Print, Online/Outdoor Advertising
- Media Planning & Buying

## Interactive/Digital

- Digital Strategy
- Website Design/Implementation
- Animation/Multimedia
- Clinical Trial Patient Recruitment, Search Engine Marketing (SEM)
- Video Production
- Webinars
- Social Media Strategy/Implementation
- SEO/PPC Campaigns
- Web Tracking/Data Analysis/Reporting

## Other

- Annual Reports
- Convention Exhibits/Activities
- PPT Template/Refinement
- Photography
- Medical Illustration
- Internal Campaigns/Employee Communications
- Community Programs/Events
- Packaging



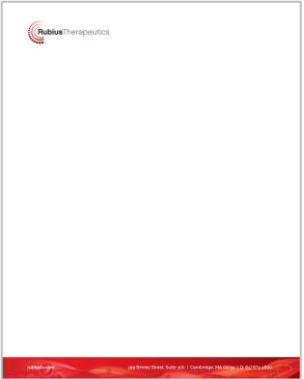
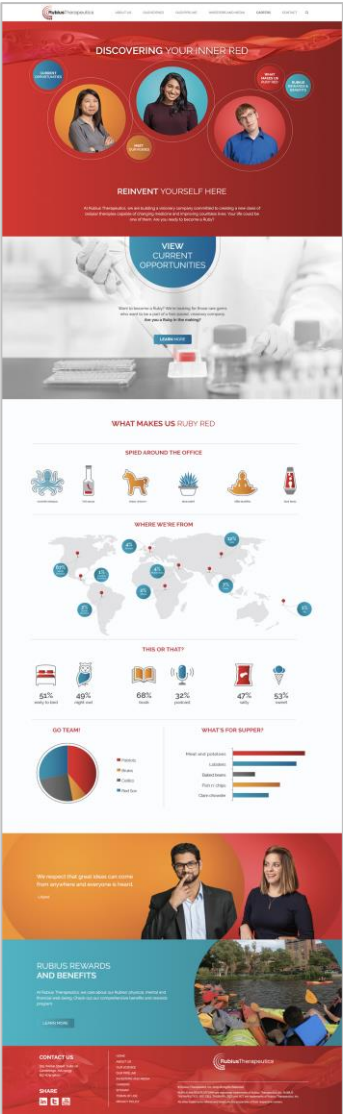
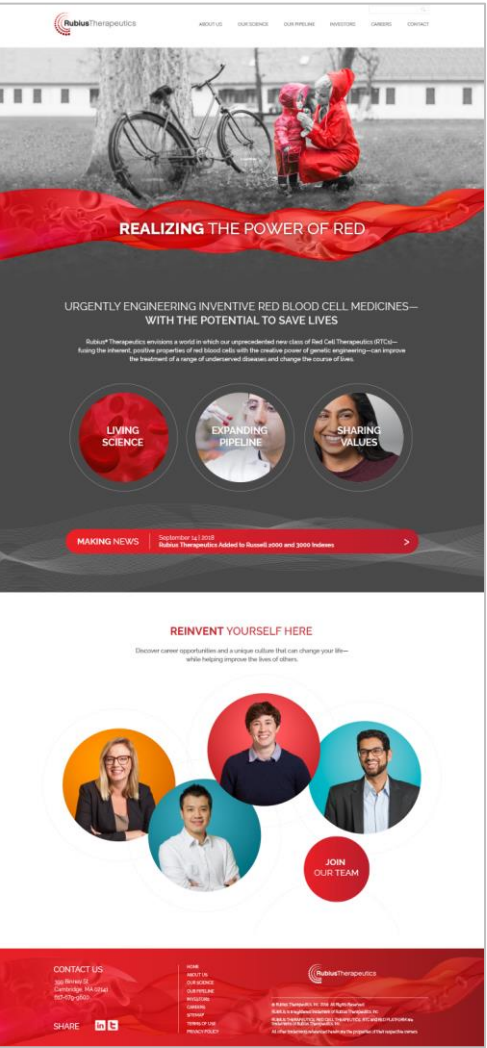
# SAMPLE WORK – CORPORATE BRANDING



# CORPORATE BRANDING

## Rubius Therapeutics

<https://www.rubiustx.com>



Stationery



PPT Template



Fact Sheet

# Rubius Therapeutics



Employee gift



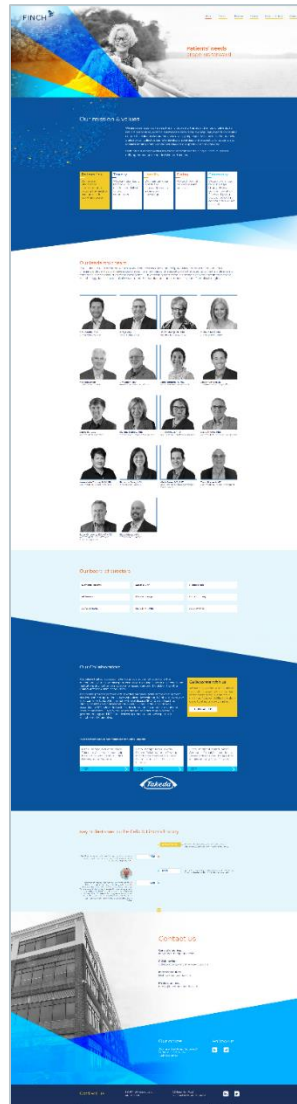
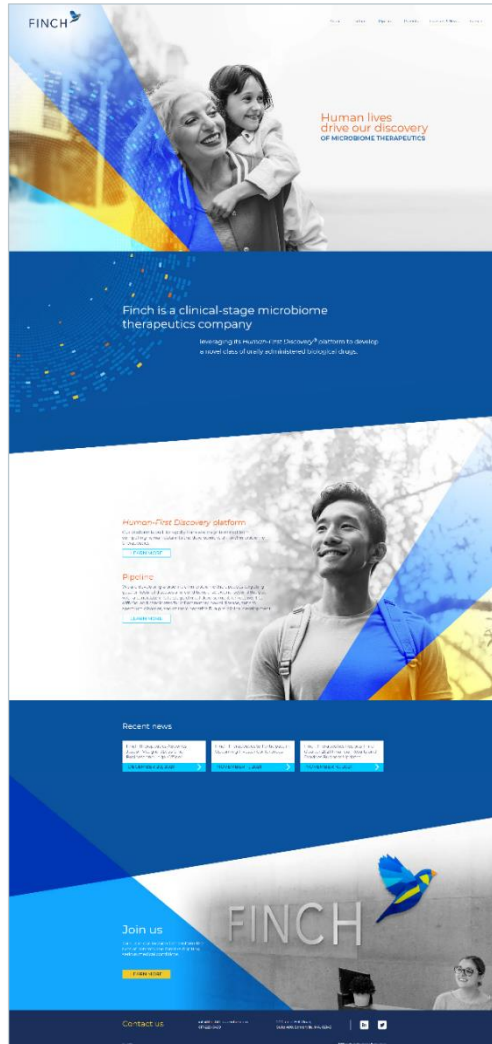
<https://www.erasca.com/>



# CORPORATE BRANDING

## Finch Therapeutics

<https://www.finchtherapeutics.com/>



PPT Template



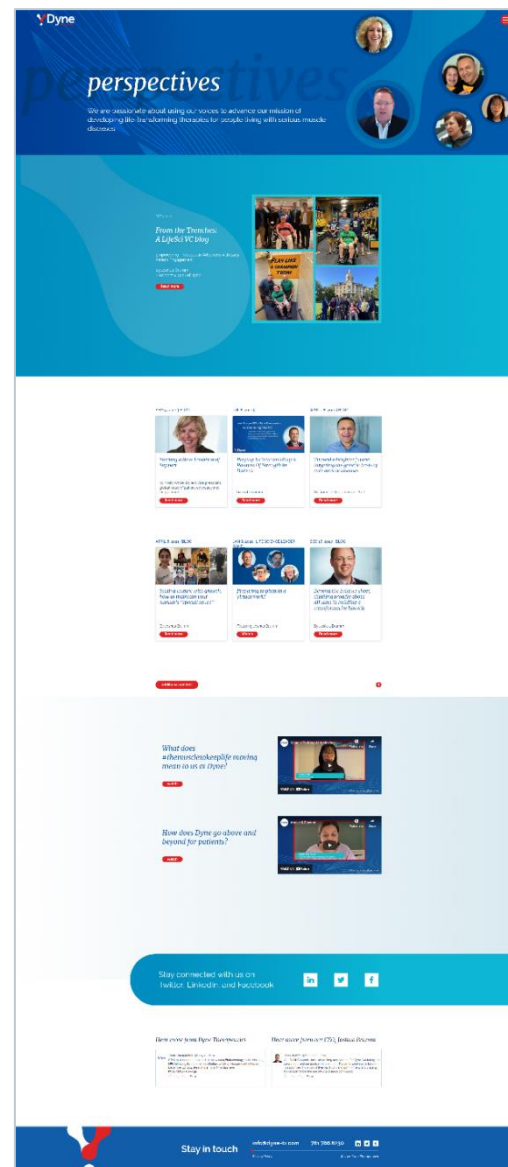
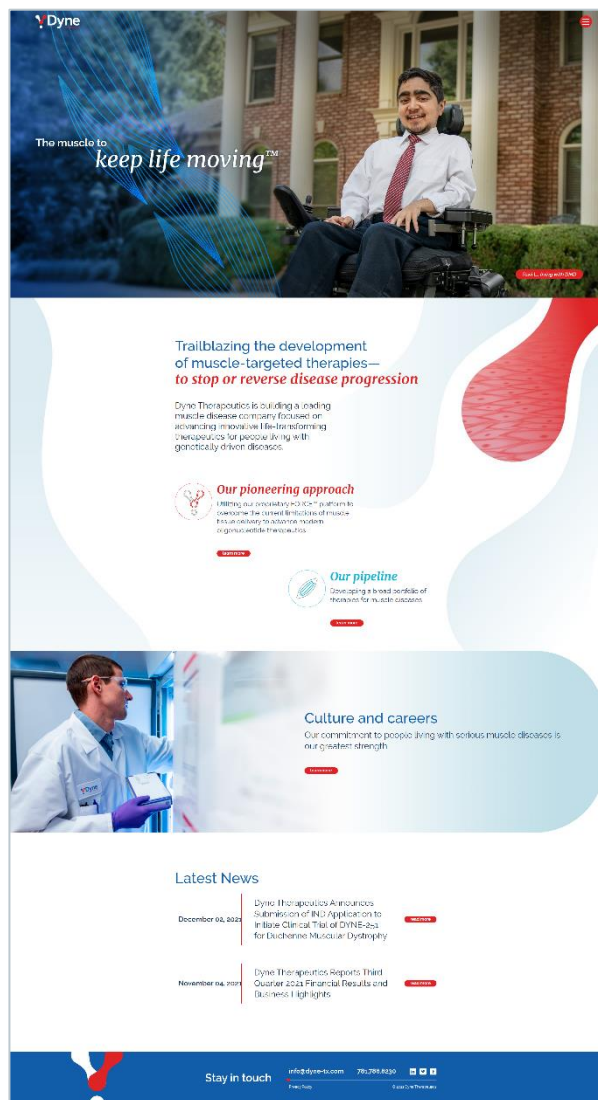
Corporate Booth



# CORPORATE BRANDING

## Dyne Therapeutics

<https://www.dyne-tx.com/>



Corporate PPT Template

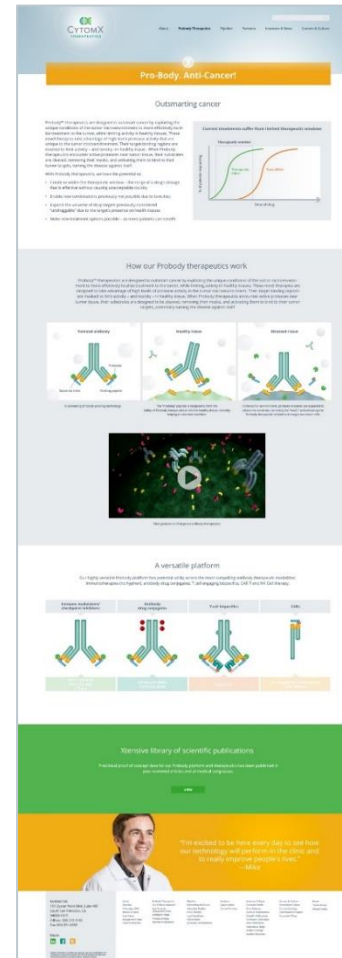
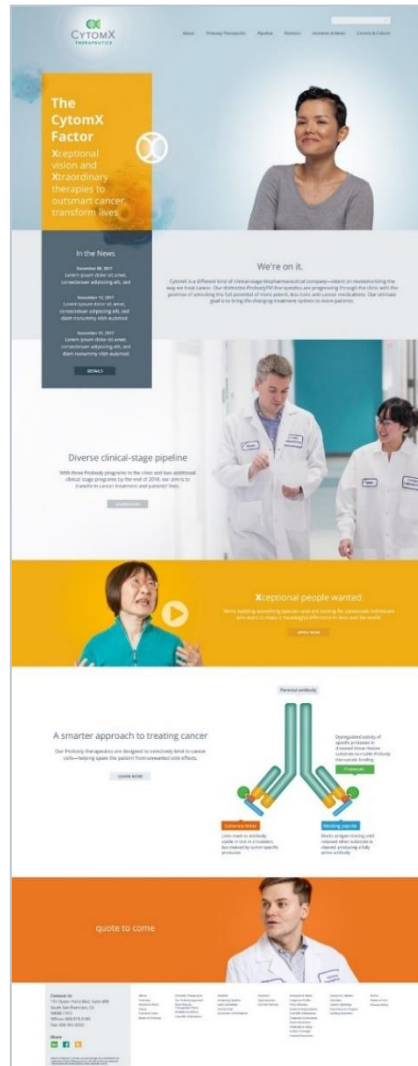


Patient PPT Template

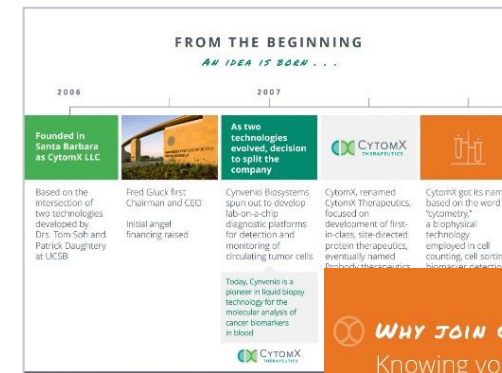
# CORPORATE BRANDING

## CytomX Therapeutics

<https://cytomx.com>



Culture Deck



### WHY JOIN CYTOMX?

Knowing you will make a difference.

Everyone at CytomX makes a difference by simply pledging themselves to our Vision, Mission, and Values. In return, we pledge to keep improving how we share knowledge, develop our employees and serve patients.



# CORPORATE BRANDING

## CytomX Therapeutics



**Amelia Mogot**  
Executive Administrator

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email: amogot@cytomx.com

151 Oyster Point Blvd., Suite 400  
South San Francisco, CA 94080



**Our Values**  
Integrity  
Commitment  
Creativity  
Teamwork  
Accountability  
Fun

[www.cytomx.com](http://www.cytomx.com)




151 Oyster Point Blvd., Ste. 400 | South San Francisco, CA 94080 | tel: 650.515.3185 | fax: 650.351.0353 | [www.cytomx.com](http://www.cytomx.com)



Stationery

# CytomX Brand Guide

Be Xceptional



© 2018 CytomX Therapeutics, Inc.  
Last updated as of May 2018

## Visual & Brand Guidelines / Logo

**Primary Logo**

The CytomX logo is the most important brand asset. It's modern letterforms convey the brand's strong, grounded personality while being friendly and energetic. Adhering to the following guidelines for maximum impact and trademark protection.

The centered logo showcased, is the primary logo that should always be used whenever possible. When space is constrained there is a vertical option that can be used (preferable as a supporting logo to the centered version). The main logo is comprised of three colors that are best showcased on a white or very light colored background. Avoid using it on saturated colors, black or gradient background. (Rare exceptions allowed.) Always use the original and approved art. Do not alter or attempt to recreate the logo. Authorized logo files can be obtained at [www.cytomx.com](http://www.cytomx.com)

**Full-color Logo**

This is the standard version of the logo and should be used whenever possible. It is suitable for most applications (print, advertising, and e-media).






5

Brand Guide




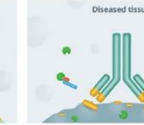
# CytomX Therapeutics



# CYTOMX THERAPEUTICS

## ABOUT CYTOMX

Cytomx is a clinical-stage biopharmaceutical company focused on the goal of reinventing antibody therapeutics for the treatment of cancer through the development of a new generation of anti-cancer therapies called Proboddy™ therapeutics. Proboddy therapeutics are designed to exploit the unique conditions of the tumor microenvironment to more effectively localize antibody binding and activity, limiting activity in healthy tissues to potentially reduce the toxicity challenges associated with today's treatment options. We expect to have five clinical-stage Proboddy programs by the end of 2018.

The "treating" peptides are designed to limit the ability of Proboddy therapeutics to bind to healthy tissue thereby reducing unwanted toxicity.

In the tumor environment, peptides are expected to share the business revenue of the "treating" and "anchoring" Proboddy therapeutics (in order to target or cancer cells).

Our innovative pipeline focuses on a diverse array of next-generation therapies including Proboddy cancer immunotherapies, directed against clinically validated targets, such as PD-L1 and CTLA-4, and novel first-in-class Proboddy drug conjugates (PDCs) directed against difficult-to-drug targets such as CD166 and CD71. Additionally, the company has emerging applications for T cell engaging bispecific antibodies and chimeric antigen receptor (CAR) T cell therapies.

### PROBODDY THERAPEUTICS HAVE THE POTENTIAL TO:

- Overcome toxicity challenges associated with many current cancer treatments
- Enhance the efficacy and safety of combination regimens used to treat cancer
- Expand the universe of possible drug targets previously considered inaccessible to traditional antibody drug conjugates
- Offer new, more powerful treatment options—especially for patients underserved by current therapies

PRODUCT CANDIDATE	LEAD OPTIMIZATION	IND-ENABLING	PHASE 1/2	COMMERCIAL RIGHTS
CK-072	PD-L1 Proboddy Immunotherapy			ES CYTOMX
CK-2009	CD166 Proboddy Drug Conjugate			ES CYTOMX
BMS-596249	CTLA-4 Immunotherapy			Bristol-Myers Squibb
CK-2029	CD71 Proboddy Drug Conjugate	IND anticipated in early 2018		abovio ES CYTOMX
CK-188	PD-1 Immunotherapy	IND anticipated in 2H18		abovio ES CYTOMX
T Cell Bispecifics	EGFR-CD3 TCB			AMGEN
Additional PDCs, IO, TCBs				ES CYTOMX

■ Immunotherapies

■ Proboddy drug conjugates

■ T cell engaging bispecifics

■ Multiple programs

ES: external license; cell adhesion molecule

IND: investigational new drug application

IO: immune response

PDC: Proboddy drug conjugate

PD-1: programmed cell death protein 1


PD-L1: programmed cell death ligand 1

TCR: T cell receptor

©2018 CYTOMX Inc. | PROBODDY is a trademark of Cytomx Therapeutics, Inc.

Last updated as of April 2018

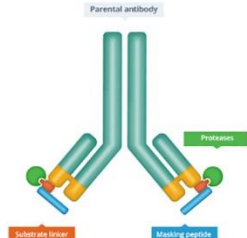
Corporate Fact Sheet




## PROTEASE BIOLOGY

Probody™ therapeutics are designed to exploit the unique conditions of the tumor microenvironment to more effectively localize treatment to the tumor, while limiting activity in healthy tissues. These novel therapies take advantage of high levels of protease activity that are unique to the tumor microenvironment. A Probody therapeutic consists of three components: an anti-cancer antibody, a mask for the antibody and protease-cleavable linker, which tethers the mask to the antibody. Probody therapeutics are produced as a single protein by standard antibody production methodology. The mask is a peptide designed to disguise the active binding site of the antibody to prevent the therapeutic binding to the target present on healthy tissue.

When Probody therapeutics enters the tumor, it encounters proteases—enzymes that cleave proteins and have increased activity in the tumor microenvironment. The proteases in the tumor cleave the linker, removing the mask and activating the antibody to bind to the target, potentially turning the disease against itself.



The diagram illustrates the activation of a Probody therapeutic. It shows a Y-shaped antibody with a green circle (Protease) attached to its binding site. The antibody is linked to a blue Y-shaped mask via an orange linker. The mask is labeled 'Masking peptide'. The linker is labeled 'Substrate linker'. The protease is labeled 'Proteases'. The mask is shown being cleaved by the protease, revealing the active binding site of the antibody.



The diagram shows three panels illustrating the activity of Probody therapeutics. The first panel shows the Probody (antibody + mask + linker) binding to a target on a tumor cell. The second panel shows the mask being cleaved by a protease (green circle) on the tumor cell, revealing the active binding site of the antibody. The third panel shows the activated antibody binding to the target on the tumor cell. The tumor is labeled 'Tumor'.

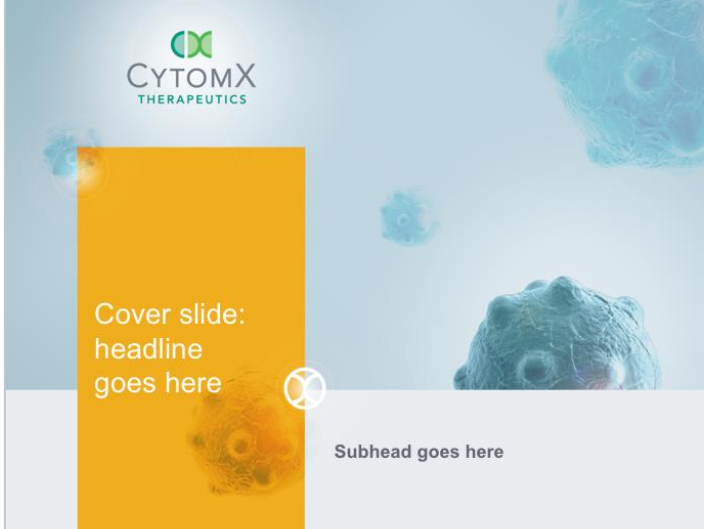
Proteases play an essential role in many aspects of normal physiology, such as digestion of food in the gastrointestinal tract, wound healing and metabolic function. However, uncontrolled protease activity can lead to destruction of essential proteins and tissues. Therefore, proteases are normally very tightly regulated by redundant mechanisms, with only small amounts of extracellular protease activity being detectable in healthy tissues.

In contrast, it has been well documented that proteases are not only present, but also activated, in virtually all types of tumors, playing a key role in tumor growth, invasion and metastasis. Probody therapeutics are designed to be activated in this protease-rich tumor microenvironment, but not in healthy tissue where proteases are under tight control.

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Last updated as of April 2018

## Protease Fact Sheet



**CYTOX**  
THERAPEUTICS

Cover slide:  
headline  
goes here

Subhead goes here

CYTOMX  
THERAPEUTICS

Transition  
slide: headline  
goes here

Subhead goes here

PPT Template

# Sample Slide With Content

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CytomX



# CORPORATE BRANDING

## RAPT

<https://www.rapt.com>





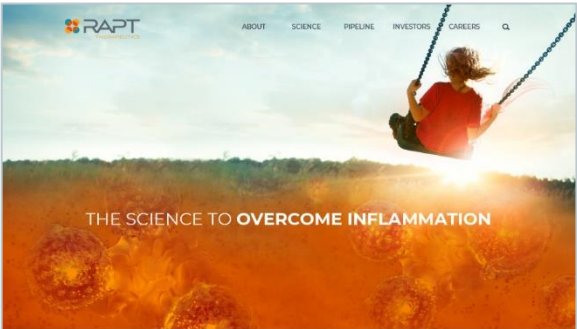
**Brian Wong, M.D., Ph.D.**  
Chief Executive Officer

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C: 415.203.1175

561 Eccles Avenue  
South San Francisco, CA 94080



[rapt.com](https://www.rapt.com)



THE SCIENCE TO **OVERCOME INFLAMMATION**

**RELENTLESSLY FOCUSED ON ADVANCING THE TREATMENT OF CANCER AND INFLAMMATION**

RAPT Therapeutics is a clinical-stage biopharmaceutical company driven by a bold mission—to conquer cancer and inflammatory disease in our lifetime. Our cutting-edge science is fully focused on developing oral therapeutics that intelligently target key drivers of the immune system to transform the treatment of cancer and inflammation, and improve and empower countless lives. Join us in our quest.

**INSPIRED SCIENCE**  
Targeting critical drivers of the immune system.

**PROMISING PIPELINE**  
Focused on the clinically important CCR4 and other key pathways.

**INVESTOR INFORMATION**  
Valuable investment and partnership opportunities.

**EXCITING CAREERS**  
Welcome visionary thinkers and doers.


**MAKING NEWS**

October 22, 2019  
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October 22, 2019  
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July 8, 2019  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

**CONTACT US**  
+1(650) 489-9030  
[inquiries@rapt.com](mailto:inquiries@rapt.com)



**GIVE US YOUR RAPT ATTENTION**

RAPT Therapeutics is a biotechnology company with an unrelenting determination and passionate drive to employ its expertise in immunology, small molecule drug discovery and computational biology to conquer cancer and inflammatory diseases. The company is led by a group of seasoned researchers from the biotechnology and pharmaceutical industries and is supported by key scientific and clinical expert advisors.

Join our RAPT team today.

**OUR VALUES:**

- We put patients first
- We follow a moral compass
- We value open communication
- We are fearless, nimble and adaptive
- We are one team
- This is our company

We are located in the San Francisco Bay area, in the heart of the world's largest biotechnology research hub.

**BE REWARDED FOR THE VALUABLE WORK YOU DO**

At RAPT Therapeutics, we believe in bringing our whole selves to work each day, which requires important work-life balance. We encourage all employees to rejuvenate by sharing experiences with colleagues and also friends and family. We enjoy events each quarter including BBQs, movie screenings, office retreats and holiday parties. In addition, we partner with key organizations around the Bay Area to offer discounts to theme parks, movie tickets, ski resorts and more.

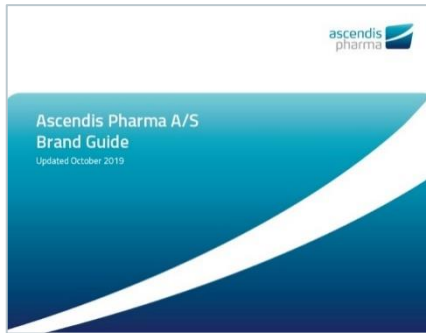
We offer a competitive compensation and benefits package, including aggressive participation in the growth of the company in the form of stock option grants. Additional benefits include three weeks of paid vacation, free on-site legal services, employee assistance and pre-tax FSA medical, dependent care and commuter accounts.

**OPEN POSITIONS**

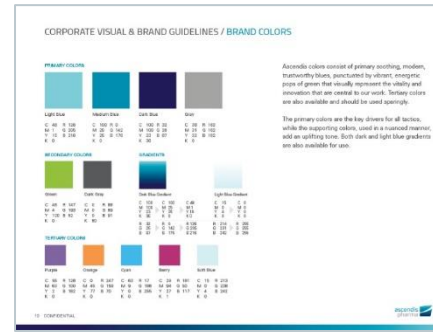
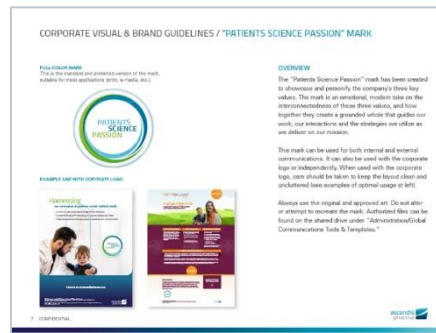
**JOIN US!**

**CONTACT US**  
+1(650) 489-9030  
[inquiries@rapt.com](mailto:inquiries@rapt.com)

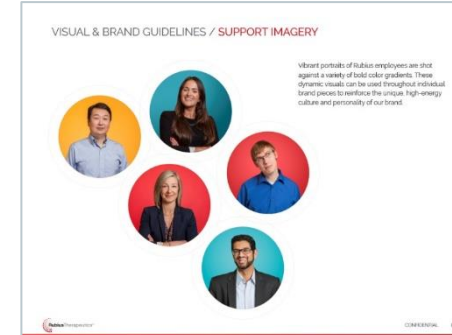
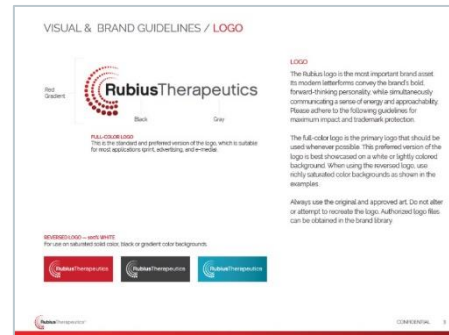
# CORPORATE BRAND GUIDES



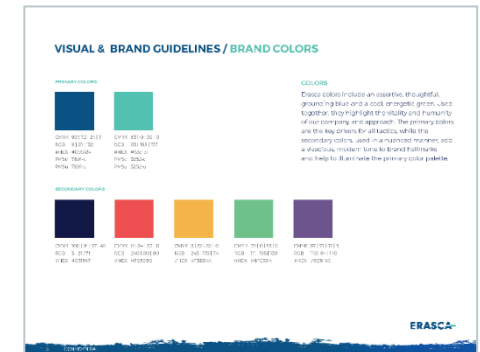
Ascendis Brand Guide



Rubius Brand Guide



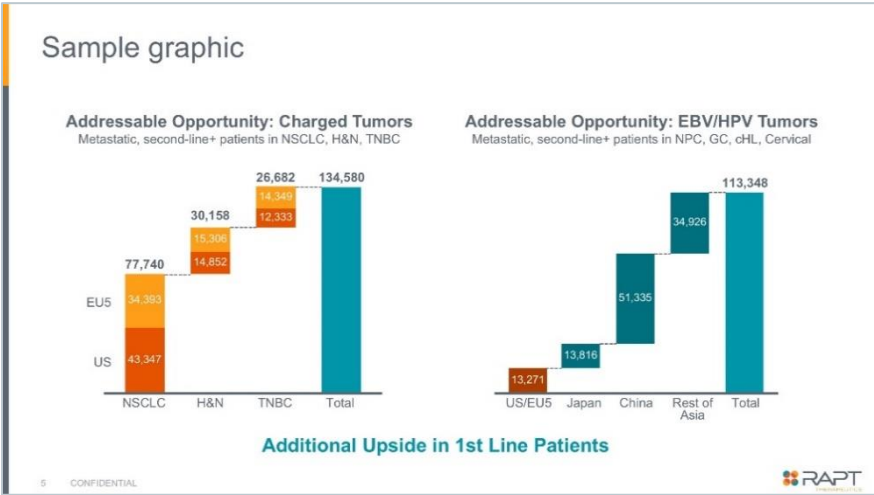
Erasca Brand Guide



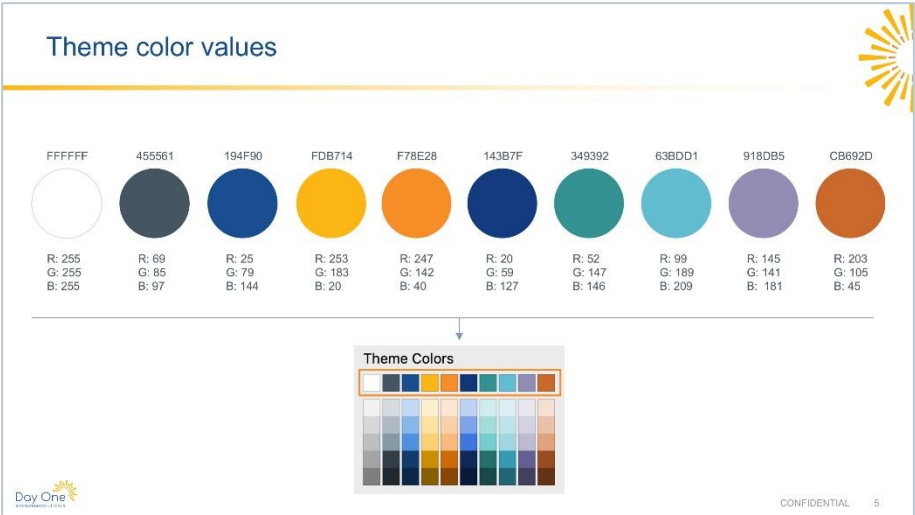
# CORPORATE PPT



RAPT



Day One





# CORPORATE PPT



Zailab



Escape Bio

Example: Graphic Use

- ✓ **Diverse pipeline** of novel therapies that precisely target genetic forms of neurodegeneration, overcoming non-selective liabilities
- ✓ **Targeted therapies** for genetic populations have increased probability of success in otherwise difficult indications

KEYTRUDA   kalydeco   LOXO   ignyta   MYOKARDIA

- ✓ **Clinical stage program in NPC1**, with genetically differentiated LRRK2 program

ESCAPE BIO

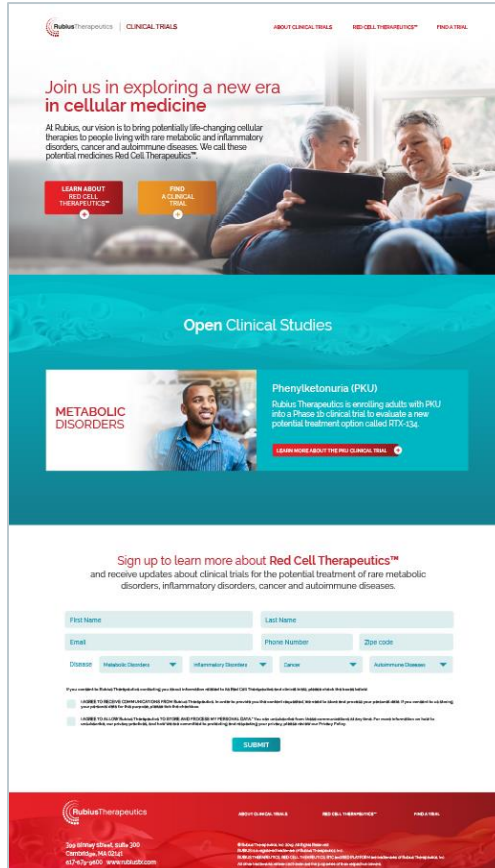
CONFIDENTIAL



# SAMPLE WORK – CLINICAL TRIAL BRANDING

# CLINICAL TRIAL BRANDING

## Rubius Therapeutics



Join us in exploring a new era in cellular medicine

At Rubius, our vision is to bring potentially life-changing cellular therapies to people living with rare metabolic and inflammatory disorders, cancer and autoimmune diseases. We call these potential medicines Red Cell Therapeutics™.

LEARN ABOUT RED CELL THERAPEUTICS™

FIND A CLINICAL TRIAL

Open Clinical Studies

**Phenylketonuria (PKU)**

Rubius Therapeutics is enrolling adults with PKU into a Phase 3b clinical trial to evaluate a new potential treatment option called RTX-134.

LEARN MORE ABOUT THE PKU CLINICAL TRIAL

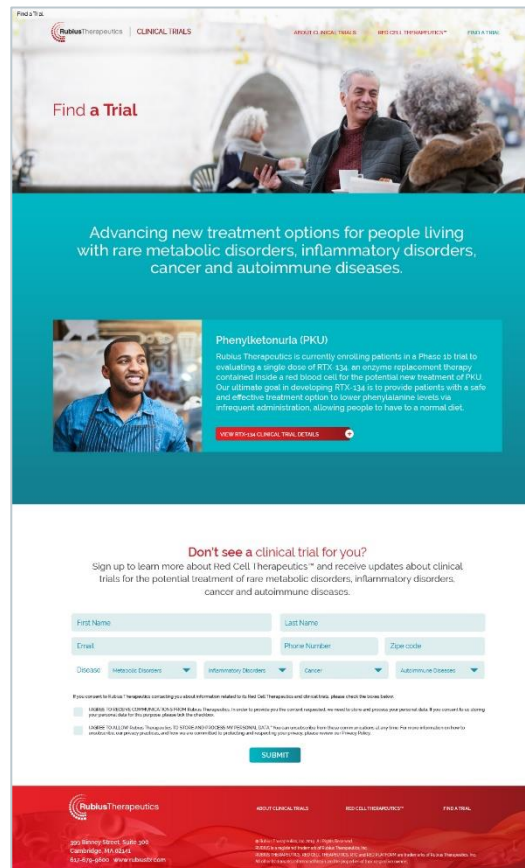
Sign up to learn more about Red Cell Therapeutics™ and receive updates about clinical trials for the potential treatment of rare metabolic disorders, inflammatory disorders, cancer and autoimmune diseases.

First Name Last Name Email Phone Number Zip code Disease Metabolic Disorders Inflammatory Disorders Cancer Autoimmune Diseases

Submit

Rubius Therapeutics  
300 Binney Street, Suite 300  
Cambridge, MA 02142  
617-479-9500 www.rubiusrx.com

Clinical trials website



Find a Trial

Advancing new treatment options for people living with rare metabolic disorders, inflammatory disorders, cancer and autoimmune diseases.

**Phenylketonuria (PKU)**

Rubius Therapeutics is currently enrolling patients in a Phase 3b trial to evaluate a single dose of RTX-134, an enzyme replacement therapy containing human red blood cells for the potential new treatment of PKU. Our ultimate goal in developing RTX-134 is to provide patients with a safe and effective treatment option to lower phenylalanine levels via infrequent administration, allowing people to have to a normal diet.

VIEW RTX-134 CLINICAL TRIAL DETAILS

Don't see a clinical trial for you?

Sign up to learn more about Red Cell Therapeutics™ and receive updates about clinical trials for the potential treatment of rare metabolic disorders, inflammatory disorders, cancer and autoimmune diseases.

First Name Last Name Email Phone Number Zip code Disease Metabolic Disorders Inflammatory Disorders Cancer Autoimmune Diseases

Submit

Rubius Therapeutics  
300 Binney Street, Suite 300  
Cambridge, MA 02142  
617-479-9500 www.rubiusrx.com



Be a part of a new era in cellular medicine for the potential treatment of phenylketonuria

PKU is an inherited metabolic disorder that is characterized by the body's inability to metabolize the essential dietary amino acid, phenylalanine, due to a lack of or deficiency in the phenylalanine hydroxylase (PAH) enzyme.

Rubius Therapeutics is developing a potential new treatment option for phenylketonuria (PKU), called RTX-134. RTX-134 is an enzyme replacement therapy using the enzyme phenylalanine ammonia lyase (PAL) inside a red blood cell and is designed to breakdown phenylalanine as it circulates through the bloodstream.

At Rubius Therapeutics, our ultimate goal in developing RTX-134 is to provide patients with a safe and effective treatment option that lowers phenylalanine via infrequent IV administration and allows people to enjoy to a normal diet.

LEARN ABOUT RTX-134

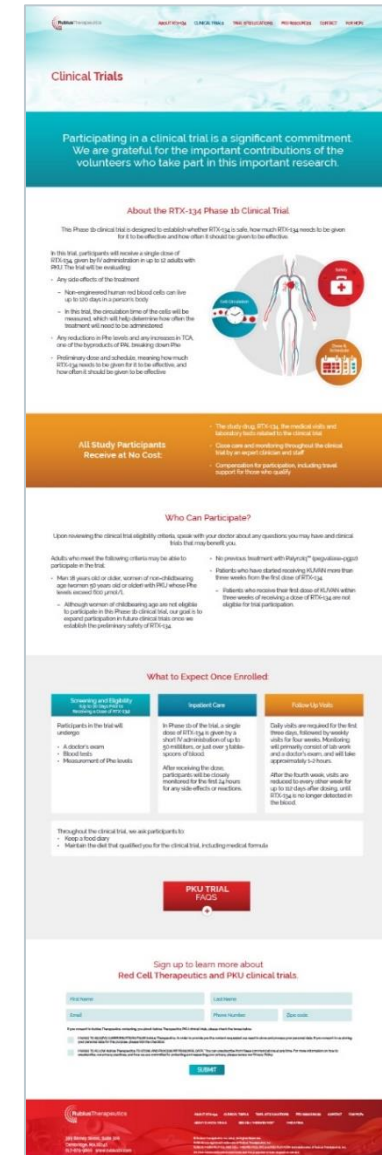
LEARN ABOUT PKU CLINICAL TRIAL

Sign up to learn more about Red Cell Therapeutics and PKU clinical trials.

First Name Last Name Email Phone Number Zip code

Submit

Rubius Therapeutics  
300 Binney Street, Suite 300  
Cambridge, MA 02142  
617-479-9500 www.rubiusrx.com



Participating in a clinical trial is a significant commitment. We are grateful for the important contributions of the volunteers who take part in this important research.

About the RTX-134 Phase 3b Clinical Trial

The Phase 3b clinical trial is designed to establish whether RTX-134 is safe, how much RTX-134 needs to be given for it to be effective and how often it should be given to be effective.

In this trial, participants will receive a single dose of RTX-134, given by IV administration in up to 12 weeks with PKU. The trial will be evaluating:

- Any side effects of the treatment
- Non-engrafted human red blood cells can live up to 120 days in a person's body
- In this trial, the concentration of the cells will be measured, which will help determine how often the treatment will need to be administered
- Any reductions in the levels and any increases in PKU, one of the symptoms of the condition, down the line
- Any side effects and whether any symptoms of PKU are improved

All Study Participants Receive at No Cost:

- The study drug, RTX-134, the treatment cost and associated costs related to the clinical trial
- Close care and monitoring throughout the clinical trial
- Compensation for participation, including travel support for those who qualify

Who Can Participate?

Upon reviewing the clinical trial eligibility criteria, speak with your doctor about any questions you may have and discuss how the trial may benefit you.

Adults who meet the following criteria may be able to participate in the trial:

- Men 18 years of age or older, women of non-childbearing age (menstruating for more than 3 months or not on birth control) who have not been pregnant in the last 6 months
- Patients who have been diagnosed with PKU more than three months before the first dose of RTX-134
- Patients who receive their first dose of RTX-134 within three weeks of receiving a dose of RTX-134, we are not eligible for trial participation

Adults who do not meet the following criteria are not eligible for participation in the Phase 3b clinical trial, but you may be eligible to participate in future clinical trials once we establish the preliminary safety of RTX-134:

- Any previous treatment with allogeneic (donor-derived) red blood cells
- Patients who have been transfused with red blood cells more than three months before the first dose of RTX-134
- Patients who receive their first dose of RTX-134 within three weeks of receiving a dose of RTX-134, we are not eligible for trial participation

What to Expect Once Enrolled:

**Screening and Eligibility**

Participants in the trial will undergo:

- A doctor's exam
- Bloodwork
- Measurement of the levels

**Infrequent Care**

In Phase 3b of the trial, a single dose of RTX-134 is given by a 2-hour IV administration of 1 to 3 grams, or just over 3 tablespoons of blood.

After receiving the dose, participants will be closely monitored for the first 24 hours for any side effects or reactions.

**Follow-Up Visits**

Daily visits are required for the first three days, followed by weekly visits for four weeks. Monitoring will primarily consist of lab work and bloodwork, and will take approximately 15 minutes.

After the first three days, visits will be reduced to every other week for up to 100 days after dosing, and RTX-134 is no longer indicated in the blood.

Throughout the clinical trial, we ask participants to:

- Keep a food diary
- Wear the diet that qualified you for the clinical trial, including medical formula

PKU TRIAL FAQ

Sign up to learn more about Red Cell Therapeutics and PKU clinical trials.

First Name Last Name Email Phone Number Zip code

Submit

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Cambridge, MA 02142  
617-479-9500 www.rubiusrx.com

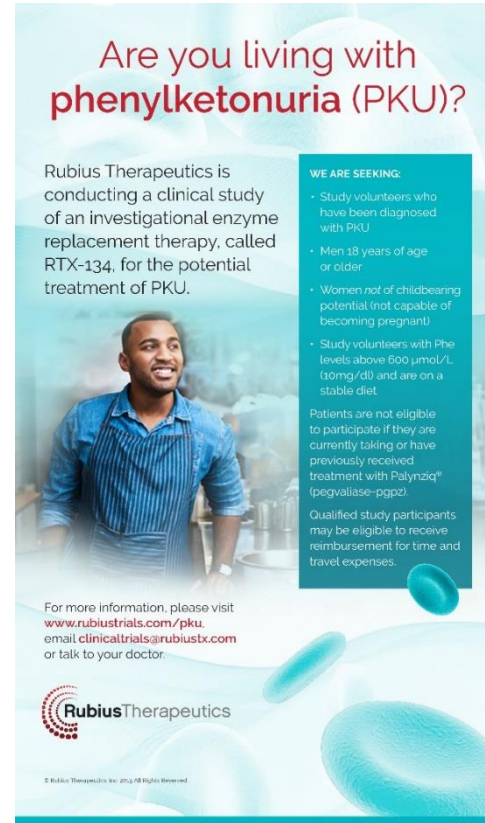


# CLINICAL TRIAL BRANDING

## Rubius Therapeutics



Clinical trial toolkit



Social media flyer



10 x 10 exhibit



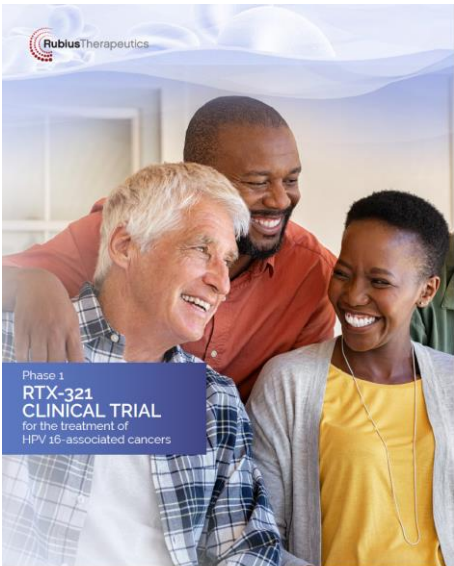
Employee T-Shirt



# CLINICAL TRIAL BRANDING

## Rubius Therapeutics - HPV

Clinical trial  
toolkit



### What Patients Can Expect When Enrolled

There are four periods in this trial:  
**Pre-screening:** determine if you are HLA-A\*02:03 positive and HPV 16 positive  
**Screening:** determine eligibility for the trial  
**Treatment:** the time where a participant will be receiving the trial drug  
**Follow-up:** trial doctors and/or staff will follow up with participants on an ongoing basis to check on health status and any long-term side effects

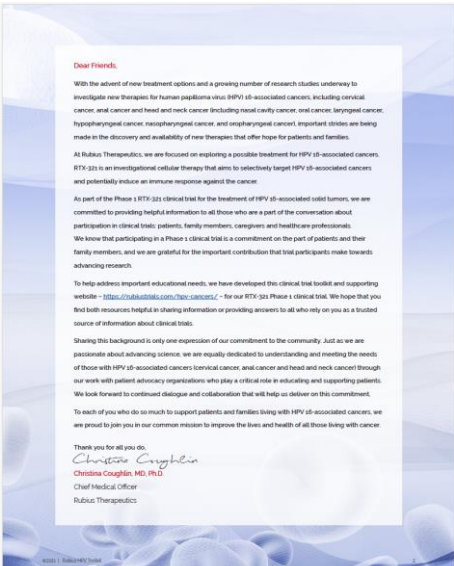
**1. PRE-SCREENING**  
Participants will undergo at least 1-2 visits. Pre-screening visits may occur over multiple visits.  
Reconsent/Informed Consent  
- HLA genotype testing to confirm HLA-A\*02:03 positive status  
- HPV 16 testing to confirm positive status (applicable ONLY for patients with cervical cancer unless an FDA-approved test result is already documented and INSCC NOT for patients with anal cancer)

**2. SCREENING**  
Participants will undergo 1-2 visits within 28 days of the first dose of RTX-321 to determine if they are eligible to participate in the clinical trial. The evaluation includes but is not limited to:  
- Study informed consent  
- A doctor's exam and blood tests  
- An archived tumor sample will be collected (pre-treatment)

**3. TREATMENT**  
Each treatment cycle will span 21 days and include between 5-6 visits; treatment will continue until disease progression, unacceptable toxicity or withdrawal of consent.

Cycles 1 and 3

	1	2	3	4	5	6	7
Week 1	X	X	X				
Week 2	X	9	10	11	12	13	14
Week 3	15	16	17	18	19	20	21
	X						



### Trial FAQ's

**GENERAL**  
**1. How is RTX-321 designed to work?**

RTX-321 is an investigational cellular therapy that is engineered to selectively target HPV 16-associated cancers and potentially induce an immune response against the cancer, including cervical cancer, anal cancer and head and neck cancer including nasopharyngeal cancer, oral cancer, laryngeal cancer, hypopharyngeal cancer, nasopharyngeal cancer, and oropharyngeal cancer. Investigational means that it is not yet approved by the United States Food and Drug Administration (FDA).

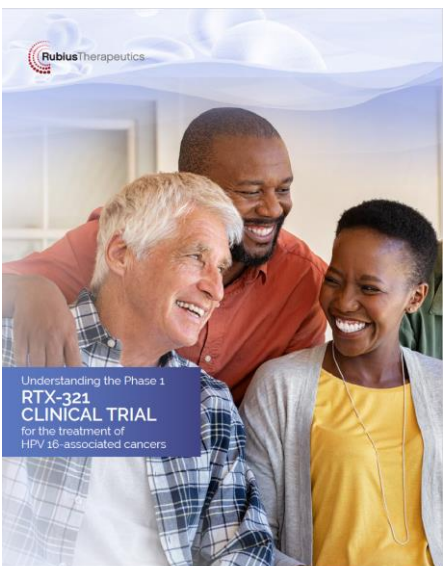
**2. What is the purpose of this clinical trial?**  
The purpose of the clinical trial is to find out whether the investigational cellular therapy, RTX-321, is tolerated by patients, how much RTX-321 needs to be given, how often it should be given.

**3. What type of cancers are included in the Phase 1 clinical trial?**  
The Phase 1 clinical trial will include HPV 16-associated cancers; including cervical cancer, anal cancer and head and neck cancer including nasopharyngeal cancer, oral cancer, laryngeal cancer, hypopharyngeal cancer, nasopharyngeal cancer, and oropharyngeal cancer.

**4. How is RTX-321 given to patients?**  
RTX-321 is given intravenously (IV), which means into a vein by a trained medical professional.

**5. What preparation is required before receiving RTX-321?**  
Participants who join the trial will have a doctor's exam, HLA genotype testing to assess HLA-A\*02:03-positive status, blood tests and additional lab work before receiving RTX-321. HPV 16 testing will be performed to confirm HPV 16-positive status (applicable for cervical cancer unless an FDA-approved test result is already on file and head and neck squamous cell carcinoma).

Handout



### Clinical Trial Overview

**1. SCREENING**  
In the screening period, you will undergo 1-2 visits within 28 days of the first dose of RTX-321 administered to determine if you are eligible to participate in the clinical trial. Screening visits may occur over multiple visits. The eligibility evaluation will conduct assessments including but not limited to the following:  
- After 30 days  
- Study informed consent  
- Medical history review  
- Complete physical exam  
- Vital signs, height and weight  
- Routine and research blood tests  
- Blood type and antibody screen  
- Pregnancy test for females of childbearing potential  
- An archived tumor sample pre-treatment will be collected  
- Other tests to ensure participation eligibility  
If you are not eligible for the study, other therapies for your cancer will be discussed.

**2. TREATMENT**  
If you are eligible for the trial based on the results of the screening evaluation, you will begin participation in the treatment period. The period is broken up into 3-week cycles or 21 days. You will continue to receive RTX-321 until disease progression/treatment failure, unacceptable toxicity, or withdrawal of consent. An optional, fresh biopsy may be collected after receiving two doses of RTX-321.

What is the time commitment and duration for this trial period?

	1	2	3	4	5	6	7		1	2	3	4	5	6	7
Week 1	X	X	X					Week 2	X	X	X				
Week 2	9	10	11	12	13	14		Week 3	15	16	17	18	19	20	21
Week 3	X							Week 4	X						

The 30-day cycle only repeats 3 times.

**3. How long will I be in the clinic during dosing days?**  
Depending on the dose of RTX-321 you are assigned, administration can take between 1-50 minutes. Dosing day visits typically last between 4-6 hours, followed by weekly 1-hour visits in clinic. The duration of your clinic visit may vary based on the procedures and tests that need to be conducted. Your study doctor will determine this. There are no overnight hospital stays as part of the study protocol.

**4. How long will I be on treatment?**  
You will continue to receive RTX-321 until your disease gets worse or stops responding to treatment, you have unacceptable side effects, or you choose to remove yourself from treatment (withdrawal of consent). You will then have an end-of-treatment visit and go into the Long-term Follow-up portion of the study.



### Clinical Trial Overview

**4. FOLLOW-UP**  
Once you have stopped treatment, your study doctor will follow up with you for up to 15 years after the initial dose of RTX-321 to monitor your health long-term. This will be with your trial doctor or staff.  
- After 30 days  
- Then once a year for the first 5 years you will be seen by a health care provider. The healthcare provider will be contacted by the study site team to report the results of the visit.  
- After the first 5 years, you will be contacted yearly by phone to ask about significant health changes or potential side effects without a visit to a healthcare provider.  
For additional resources, and to learn more about the RTX-321 clinical trial, please visit: https://rubius.com/clinical-trials.

**ABOUT RUBIUS THERAPEUTICS**  
RUBIUS Therapeutics is a clinical-stage biopharmaceutical company that is genetically engineering red blood cells to develop innovative novel cellular medicine, called Red Cell Therapeutics™. These Red Cell Therapeutics are engineered to express biomimetic proteins made or on the surface of the cell, which can potentially be used to activate the immune system to fight cancer and regulate the immune system for the treatment of autoimmune diseases.

**OUR COMMITMENT TO THE HPV 16-ASSOCIATED CANCER PATIENT COMMUNITY**  
We are committed to working together to advance understanding of emerging therapies, the role of clinical trials in the discovery of new treatments, addressing the needs of underserved communities and supporting educational and psycho-social support needs through our partner organizations. We are dedicated to fostering open and transparent communication about our science and committed to the singular goal of saving cancer patients and improving lives.

Rubius Therapeutics | www.rubius.com | email@rubius.com | phone number



# CLINICAL TRIAL BRANDING

## Rubius Therapeutics - AML

Clinical trial  
toolkit



### Clinical Trial Overview

**ABOUT THE PHASE 1 TRIAL OF RTX-240 FOR THE TREATMENT OF DELAID/REFRACTORY AML**

The Phase 1 clinical trial of RTX-240 for the treatment of relapsed/refractory AML is an open-label, multicenter, multi-dose, first-in-human dose-escalation study designed to establish whether RTX-240 is tolerated, how much RTX-240 needs to be given, how often it should be given, and if RTX-240 has anti-tumor activity against the cancer.

**THE TRIAL IS ALSO ASSESSING THE PHARMACODYNAMIC EFFECTS OF RTX-240 AS MEASURED BY INCREASED PROLIFERATION AND EFFECTIVE FUNCTION OF THE NAT AND T CELL POPULATIONS RELATIVE TO BLOOD.**

**INCLUSION & EXCLUSION CRITERIA**

Adults who meet the following criteria may be eligible to participate in the trial. A full list of eligibility criteria may be viewed on [clinicaltrials.gov](#).

- Men and women aged 18 or older with AML that has not responded to treatment or returned following treatment (relapsed or refractory AML), per protocol.
- Participants must have completed prior therapy, including radiation, at least 28 days or 5 half-lives of the therapy prior to study treatment.
- For females of reproductive potential, agreement to use highly effective contraceptive methods throughout study treatment and for six months following the last dose study treatment.

If the patient may be a candidate for the study, the patient will be consented and eligibility will be determined by a study doctor through medical history review as well as assessments during the screening period. If a patient is not eligible for the trial, alternative treatment options will be discussed with them.

**WHAT PATIENTS CAN EXPECT WHEN PARTICIPATING**

There are three periods in this study:

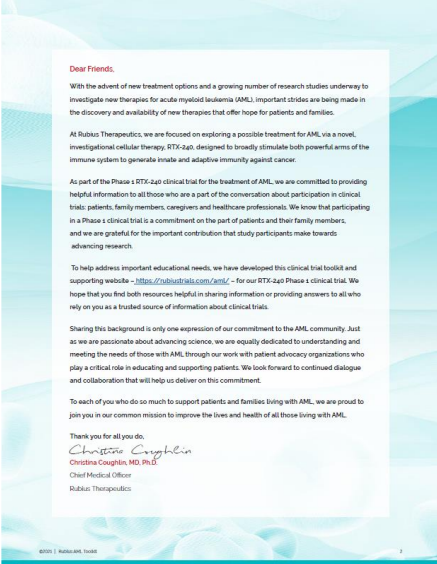
- 1. **Screening:** Assessing eligibility for the study.
- 2. **Treatment:** The time when a participant will be receiving the drug.
- 3. **Follow-up:** When you have stopped receiving the drug and will check in with your study doctor on an ongoing basis.

A follow-up study doctor and/or staff will follow up with participants on an ongoing basis to check on health status and any long-term side effects.

**Screening**

- Within 28 days of the first dose of RTX-240, selected participants will go through a screening evaluation to determine if they are eligible to participate in the clinical trial. Screening consists of multiple visits (3-4) depending on site location. The screening includes:
- Medical history review
- Complete physical exam
- Vital signs, height and weight
- Routine and research blood tests
- Bone marrow sample
- Blood type and antibody screen
- Pregnancy test for females of reproductive potential
- Other tests to ensure participation eligibility

If you are not eligible for the study, other therapies for your cancer will be discussed.



### Trial FAQ's

**GENERAL**

**1. How is RTX-240 designed to work?**

- RTX-240 is an investigational cellular therapy designed to activate the immune system to fight cancer. Investigational means that it has not yet been approved by the United States Food and Drug Administration (FDA). RTX-240 is being evaluated as a treatment for different types of cancers, including AML.

**2. What is the purpose of this clinical trial?**

- The purpose of the clinical trial is to evaluate the safety and tolerability of RTX-240. How much RTX-240 needs to be given and how often it should be given.

**3. How is RTX-240 given to patients?**

- RTX-240 is given intravenously (IV), which means into a vein by a trained medical professional in a hospital or treatment setting.

**4. Do patients have to undergo any preparation before receiving RTX-240?**

- Participants who join the trial will have a doctor's exam, blood tests, bone marrow sample and additional lab work before receiving RTX-240.

**5. What happens after RTX-240 is given?**

- Once participants receive the first dose of RTX-240, they will be closely observed and continue to be monitored over the treatment period until disease progression, undesirable toxicities or withdrawal of consent.
- After the last dose of RTX-240, the patient will participate in an end-of-treatment visit within 30 days of the last dose given.
- Following the conclusion of study participation, patients will be monitored for up to 10 years for any potential evidence of long-term effects of RTX-240.
- Long-term follow-up assessments will occur every 30 days for the first two months and then annually thereafter.

Handout



### Clinical Trial Overview

**1. SCREENING** Determining if you are eligible for the study.

**2. TREATMENT** When you have stopped receiving the drug and will check in with your study doctor on an ongoing basis.

**3. FOLLOW UP** When you have stopped receiving the drug and will check in with your study doctor on an ongoing basis.

**TAKING A CLOSER LOOK**

**1. SCREENING** In the 28 days before the first dose of RTX-240 is administered, you will go through a screening evaluation to determine if you are eligible to participate in the clinical trial. Screening can occur in multiple visits (3-4) depending on site location. The evaluation includes:

- Medical history review
- Complete physical exam
- Vital signs, height and weight
- Routine and research blood tests
- Bone marrow sample
- Blood type and antibody screen
- Pregnancy test for females of reproductive potential
- Other tests to ensure participation eligibility

If you are not eligible for the study, other therapies for your cancer will be discussed.

**2. TREATMENT** The time when a participant will be receiving the drug.

**3. FOLLOW UP** When you have stopped receiving the drug and will check in with your study doctor on an ongoing basis.

**SCREENING**

In the 28 days before the first dose of RTX-240 is administered, you will go through a screening evaluation to determine if you are eligible to participate in the clinical trial. Screening can occur in multiple visits (3-4) depending on site location. The evaluation includes:

- Medical history review
- Complete physical exam
- Vital signs, height and weight
- Routine and research blood tests
- Bone marrow sample
- Blood type and antibody screen
- Pregnancy test for females of reproductive potential
- Other tests to ensure participation eligibility

If you are not eligible for the study, other therapies for your cancer will be discussed.

**TREATMENT**

If you are eligible for the trial based on the results of the screening evaluation, you will begin participation in the treatment period. The period is broken up into cycles. You may be enrolled in cycles that last 4 weeks or 8 weeks. A cycle is the period of time between treatments. You will know the length of the treatment cycle and the dose you will receive prior to enrollment. You will continue to receive RTX-240 until disease progression/treatment failure, unacceptable toxicity, or withdrawal of consent.

**Q: What is the time commitment and duration for this trial period?**

**Cycle 1**

Week	1	2	3	4	5	6	7
Day 1	X	X	X	X	X	X	X
Day 8	X	X	X	X	X	X	X
Day 15	X	X	X	X	X	X	X
Day 22	X	X	X	X	X	X	X
Day 29	X	X	X	X	X	X	X

**Cycle 2 and Beyond**

Week	1	2	3	4	5	6	7
Day 1	X	X	X	X	X	X	X
Day 8	X	X	X	X	X	X	X
Day 15	X	X	X	X	X	X	X
Day 22	X	X	X	X	X	X	X
Day 29	X	X	X	X	X	X	X

**During the first week, you will come in for the first three days and then weekly for the rest of Cycle 1.**

**During the subsequent cycles, you will come in on Day 1 of dosing and Day 3 followed by weekly visits.**

**Bone marrow biopsy or aspirate is required at the first two on-treatment disease assessments, and optional at the disease assessments thereafter.**

**Q: How long will I be in the clinic during dosing days?**

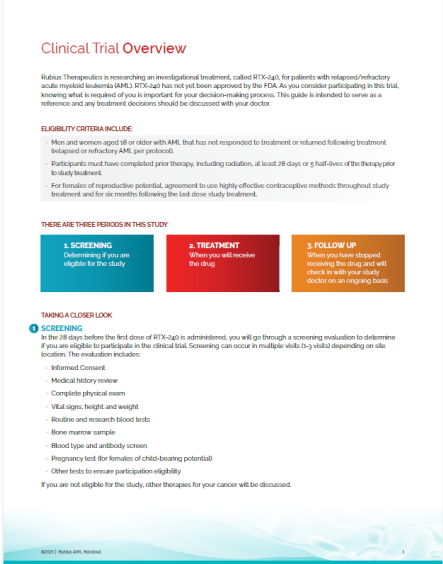
Depending on the dose of RTX-240 you are assigned, administration can take between 2-100 minutes.

**Each one of these clinic days will last approximately 4-6 hours. The duration of your clinic visit may change based on the procedures and tests that need to be conducted. Your study doctor will determine this.**

**There are no overnight hospital stays as part of the study protocol.**

**Q: How long will I be on treatment?**

You will continue to receive RTX-240 until your disease gets worse or stops responding to treatment, you have unacceptable side effects, or you choose to remove yourself from treatment (withdrawal of consent). You will then have an end-of-treatment visit and go into the Long-term Follow-Up portion of the study.



### Clinical Trial Overview

**1. SCREENING** Determining if you are eligible for the study.

**2. TREATMENT** When you have stopped receiving the drug and will check in with your study doctor on an ongoing basis.

**3. FOLLOW UP** When you have stopped receiving the drug and will check in with your study doctor on an ongoing basis.

**TAKING A CLOSER LOOK**

**1. SCREENING** In the 28 days before the first dose of RTX-240 is administered, you will go through a screening evaluation to determine if you are eligible to participate in the clinical trial. Screening can occur in multiple visits (3-4) depending on site location. The evaluation includes:

- Medical history review
- Complete physical exam
- Vital signs, height and weight
- Routine and research blood tests
- Bone marrow sample
- Blood type and antibody screen
- Pregnancy test for females of reproductive potential
- Other tests to ensure participation eligibility

If you are not eligible for the study, other therapies for your cancer will be discussed.

**2. TREATMENT** The time when a participant will be receiving the drug.

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**SCREENING**

In the 28 days before the first dose of RTX-240 is administered, you will go through a screening evaluation to determine if you are eligible to participate in the clinical trial. Screening can occur in multiple visits (3-4) depending on site location. The evaluation includes:

- Medical history review
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**TREATMENT**

If you are eligible for the trial based on the results of the screening evaluation, you will begin participation in the treatment period. The period is broken up into cycles. You may be enrolled in cycles that last 4 weeks or 8 weeks. A cycle is the period of time between treatments. You will know the length of the treatment cycle and the dose you will receive prior to enrollment. You will continue to receive RTX-240 until disease progression/treatment failure, unacceptable toxicity, or withdrawal of consent.

**Q: What is the time commitment and duration for this trial period?**

**Cycle 1**

Week	1	2	3	4	5	6	7
Day 1	X	X	X	X	X	X	X
Day 8	X	X	X	X	X	X	X
Day 15	X	X	X	X	X	X	X
Day 22	X	X	X	X	X	X	X
Day 29	X	X	X	X	X	X	X

**Cycle 2 and Beyond**

Week	1	2	3	4	5	6	7
Day 1	X	X	X	X	X	X	X
Day 8	X	X	X	X	X	X	X
Day 15	X	X	X	X	X	X	X
Day 22	X	X	X	X	X	X	X
Day 29	X	X	X	X	X	X	X

**During the first week, you will come in for the first three days and then weekly for the rest of Cycle 1.**

**During the subsequent cycles, you will come in on Day 1 of dosing and Day 3 followed by weekly visits.**

**Bone marrow biopsy or aspirate is required at the first two on-treatment disease assessments, and optional at the disease assessments thereafter.**

**Q: How long will I be in the clinic during dosing days?**

Depending on the dose of RTX-240 you are assigned, administration can take between 2-100 minutes.

**Each one of these clinic days will last approximately 4-6 hours. The duration of your clinic visit may change based on the procedures and tests that need to be conducted. Your study doctor will determine this.**

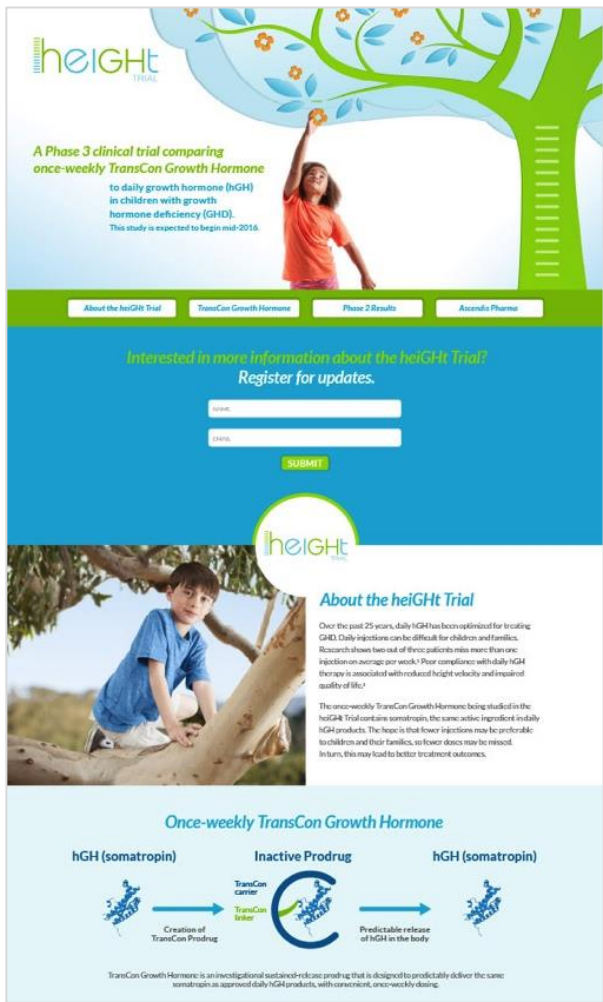
**There are no overnight hospital stays as part of the study protocol.**

**Q: How long will I be on treatment?**

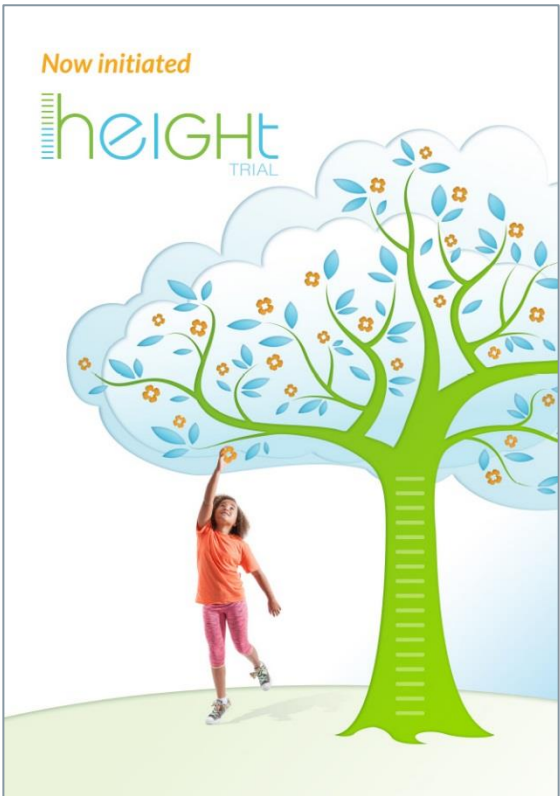
You will continue to receive RTX-240 until your disease gets worse or stops responding to treatment, you have unacceptable side effects, or you choose to remove yourself from treatment (withdrawal of consent). You will then have an end-of-treatment visit and go into the Long-term Follow-Up portion of the study.

# CLINICAL TRIAL BRANDING

## Ascendis Pharma: heiGHt Trial



<http://heighttrial.com>



Brochure



Booth



Growth Hormone Trial logos



# CLINICAL TRIAL BRANDING

## Ascendis Pharma: PaTHforward Trial

**PaTHforward TRIAL**

**A global phase 2 trial**  
to evaluate TransCon™ PTH in adults with hypoparathyroidism (HP)

Learn more today!

**What is PaTH Forward?**  
PaTH Forward is a global, phase 2 clinical trial designed to evaluate the safety, tolerability and efficacy of TransCon™ PTH, an investigational, long-acting parathyroid hormone (PTH) as a potential once-daily replacement therapy for hypoparathyroidism.

**Who is the trial for?**  
Adults who are currently using the following supplements to manage their hypoparathyroidism:

- calcitriol at least twice a day or alfacalcidol at least once a day
- and
- calcium citrate or calcium carbonate at least twice a day

**What will happen during the trial?**

- During the first four weeks of the trial, participants will be randomly assigned to one of four groups: three groups will receive fixed doses of TransCon PTH and one group will receive placebo
  - TransCon PTH or placebo will be administered as a subcutaneous injection using a pre-filled injection pen
  - Neither trial participants nor their doctors will know who has been assigned to each group
- After the four weeks, participants will continue in the trial as part of a long-term extension
  - All participants will receive TransCon PTH, with the dose adjusted to their individual needs
- Participants will be required to adhere to a specific clinic and laboratory visit schedule throughout the trial, as well as document all doses taken of study drug and related supplements every day for the first 14 weeks of the trial

**Is there a fee to participate?**

- No, there is not a fee to participate in PaTH Forward
- Trial-related costs for participants will be covered by Ascendis Pharma for the entire duration of a patient's participation in the trial, to include:
  - TransCon PTH or placebo
  - Laboratory tests
  - Other trial procedures
- Reimbursement for time and travel expenses may also be covered

**About the sponsor**  
Ascendis Pharma is applying its innovative platform technology to build a leading, fully integrated biopharma company focused on making a meaningful difference in patients' lives. Guided by our core values of patients, science and passion, we're utilizing our TransCon™ technologies to create new and potentially best-in-class therapies. Our technology has been validated in three out of three of our rare disease endocrinology therapeutics programs.

**See how TransCon technology works**

**ACcomplish TRIAL**

**DMG**

**PaTHforward TRIAL**

**A global phase 2 trial**  
to evaluate TransCon™ PTH in adults with hypoparathyroidism (HP)

**Now recruiting!**

Postcard

**PaTHforward TRIAL**

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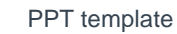
PPT template

<https://pathforwardtrial.com>



Trial logo

# Ascendis Pharma: **ACHieve** Trial





# SAMPLE WORK – BOOTH DESIGN



# BOOTH DESIGN



10x20



10x10



10x10

# BOOTH DESIGN



10x20



# BOOTH DESIGN



20x20





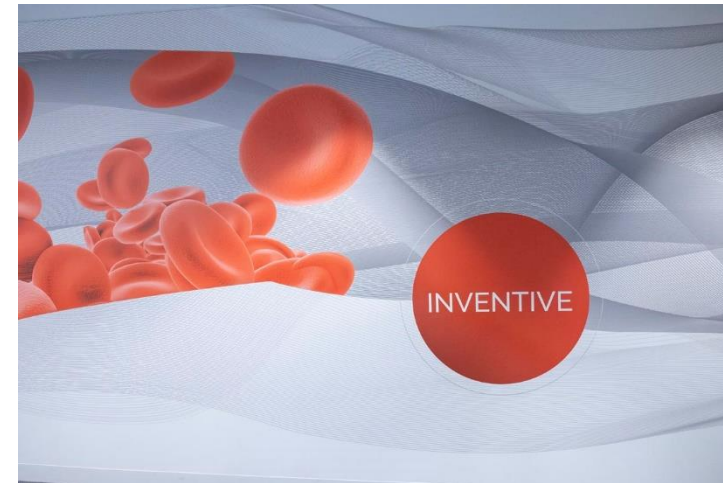
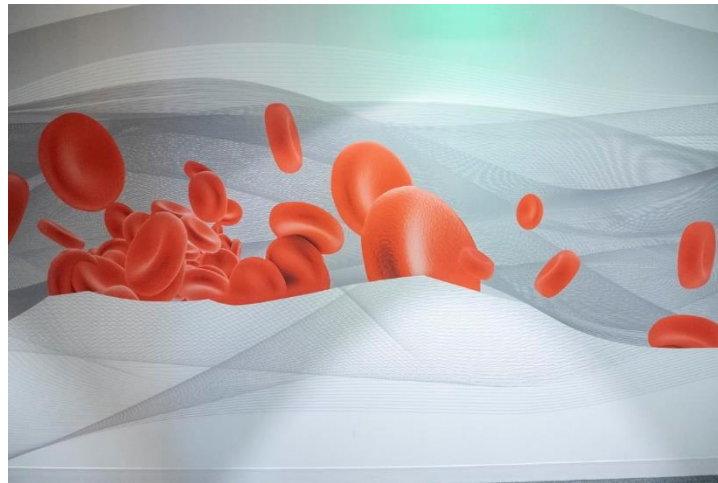
# BOOTH DESIGN





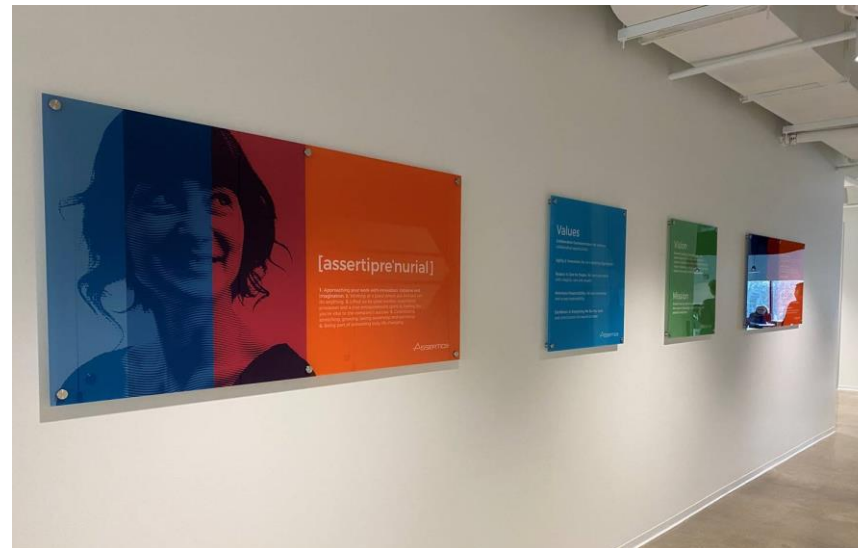
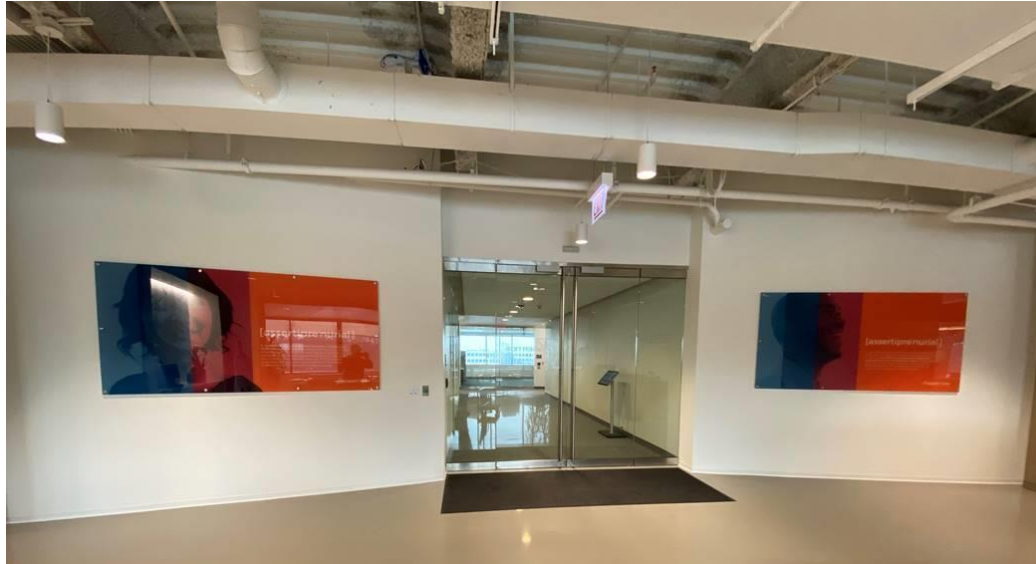
# SAMPLE WORK – COMPANY MURALS

# BRANDED WALL ART





# INTERNAL EMPLOYEE CAMPAIGN



# PATIENT MURALS





# SAMPLE WORK – PHOTOGRAPHY/VIDEO



# PHOTOGRAPHY





# PHOTOGRAPHY





# PATIENT PHOTOGRAPHY



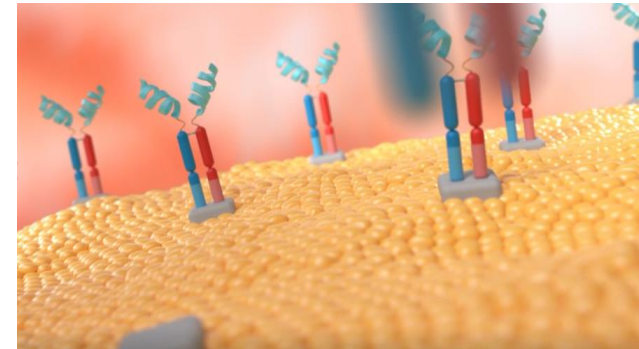
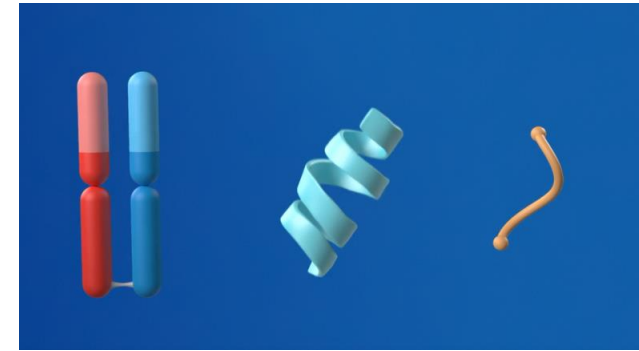
# ANIMATION

## Dyne Therapeutics

<https://www.youtube.com/watch?v=fZr06ANX5cA>



MOA Video

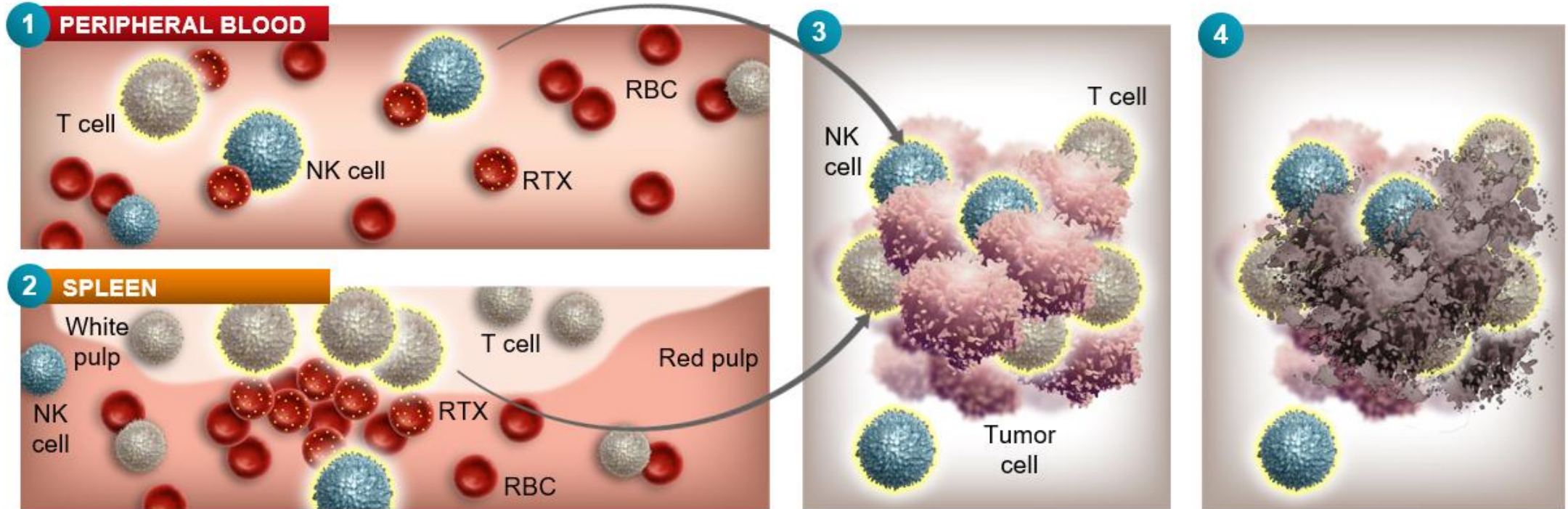




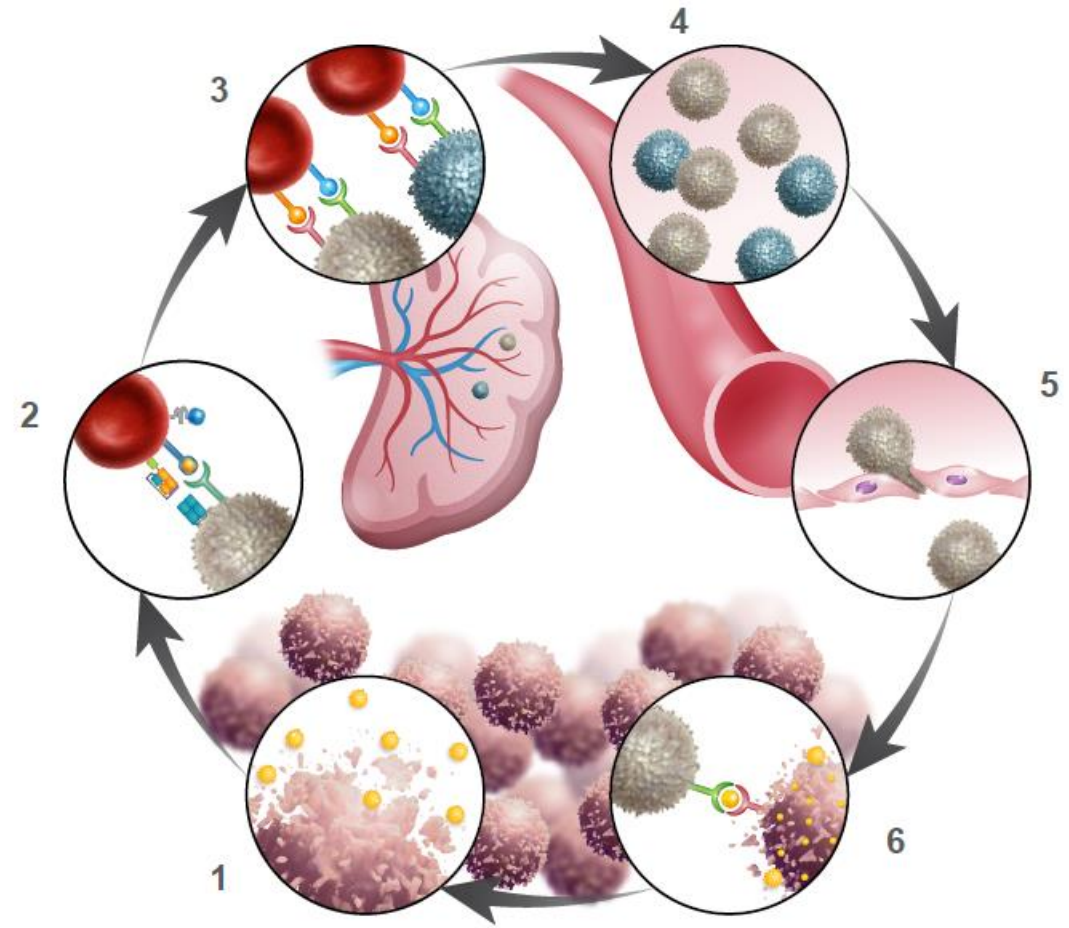
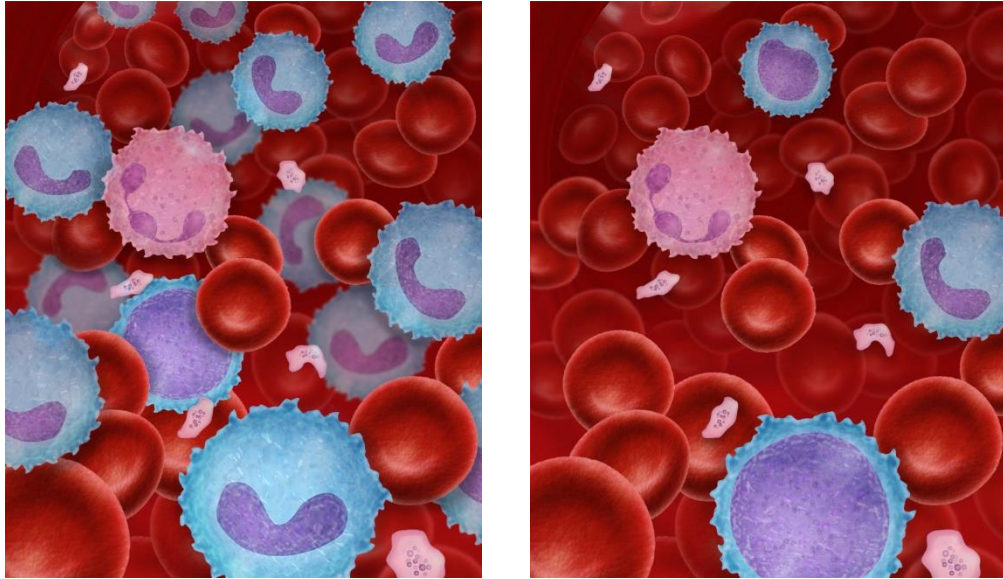
# SAMPLE WORK – MEDICAL ILLUSTRATION



# RUBIUS THERAPEUTICS

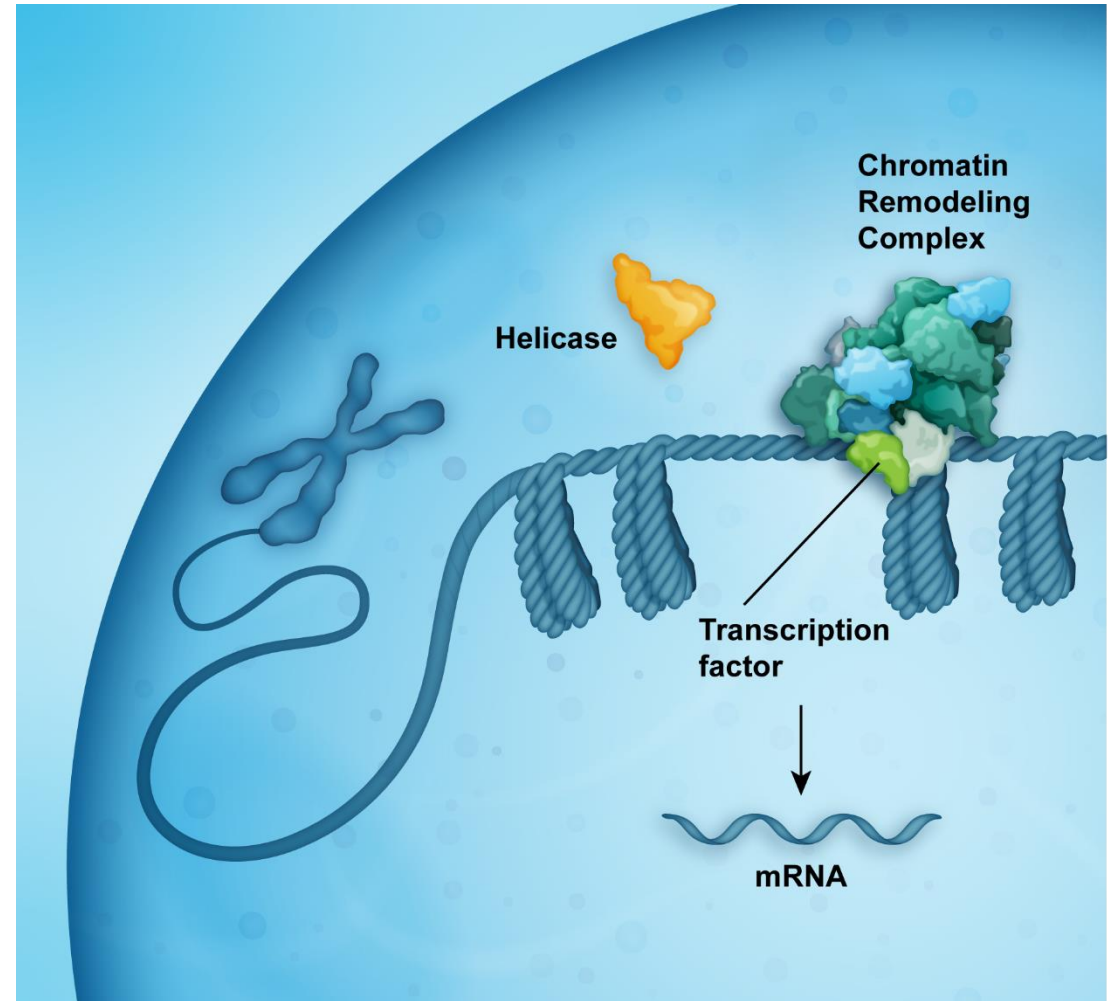
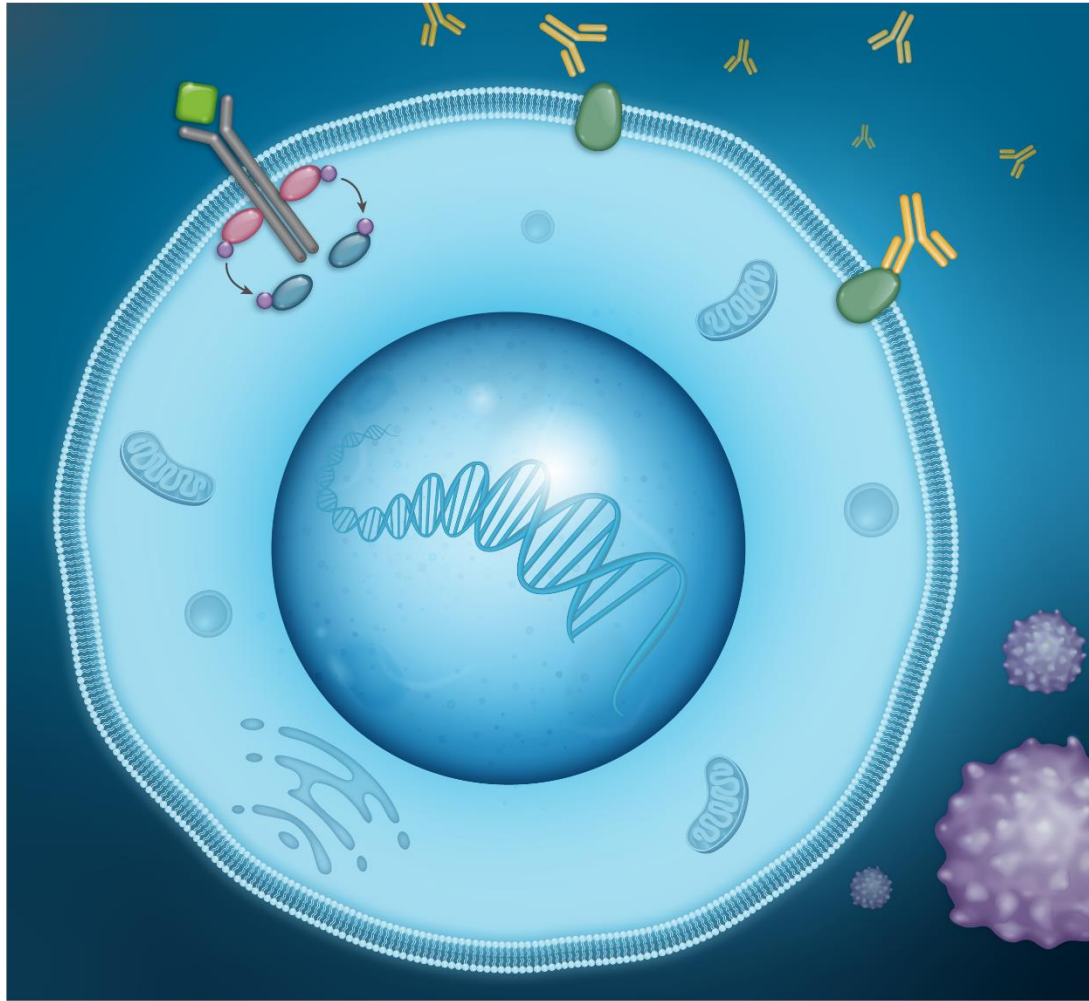


# RUBIUS THERAPEUTICS



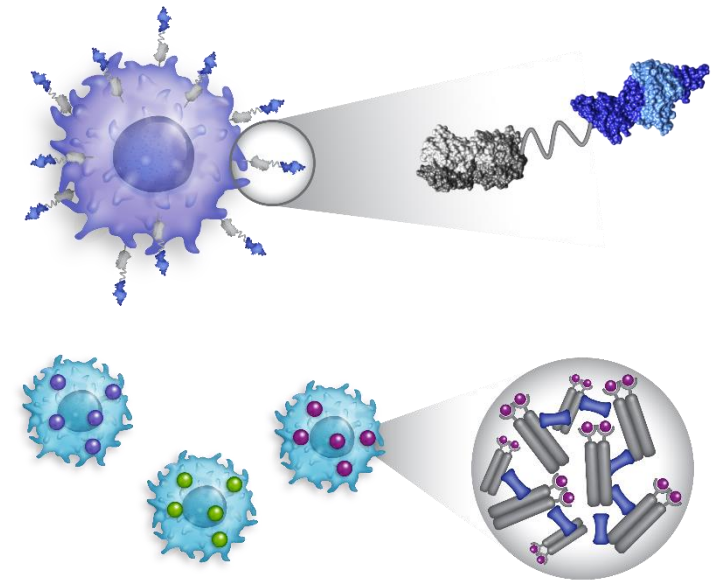
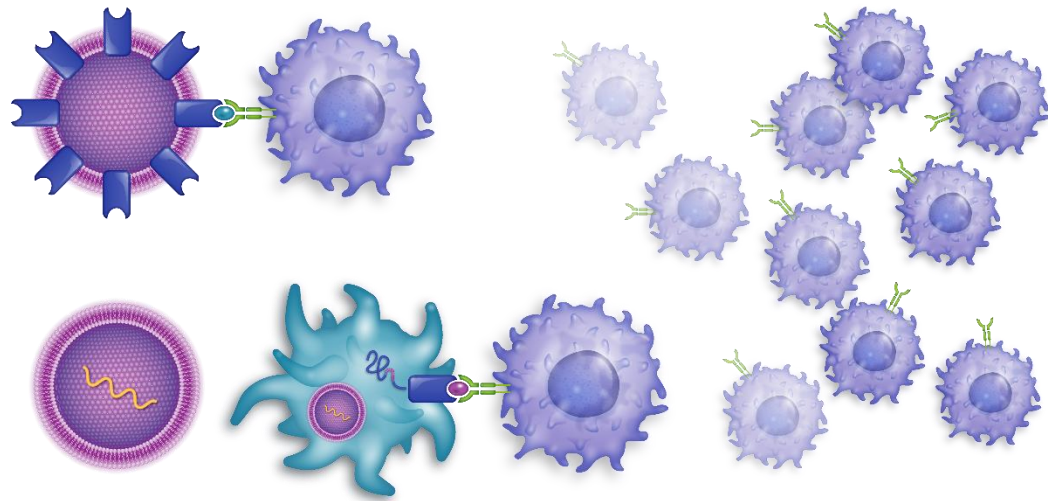
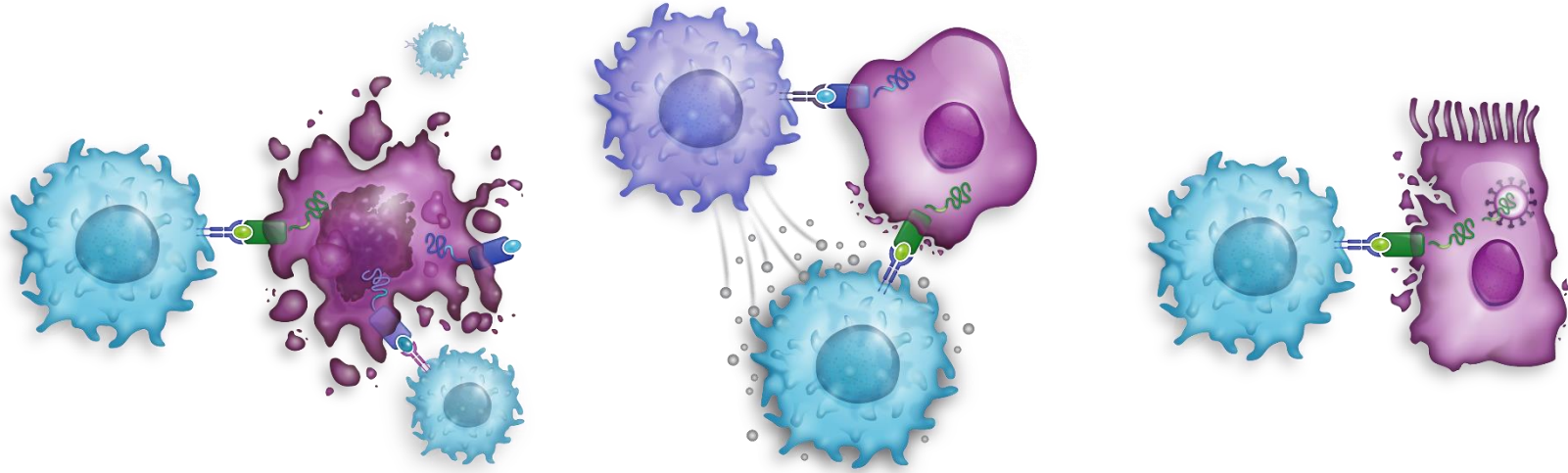


# FOGHORN THERAPEUTICS

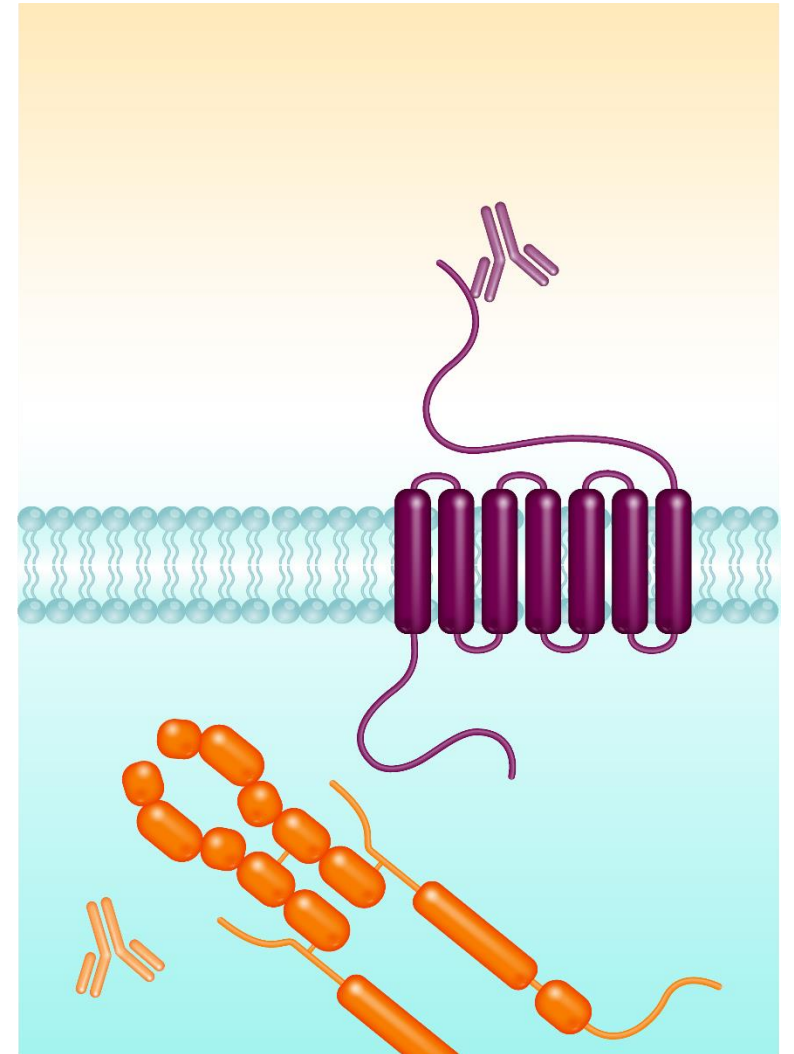
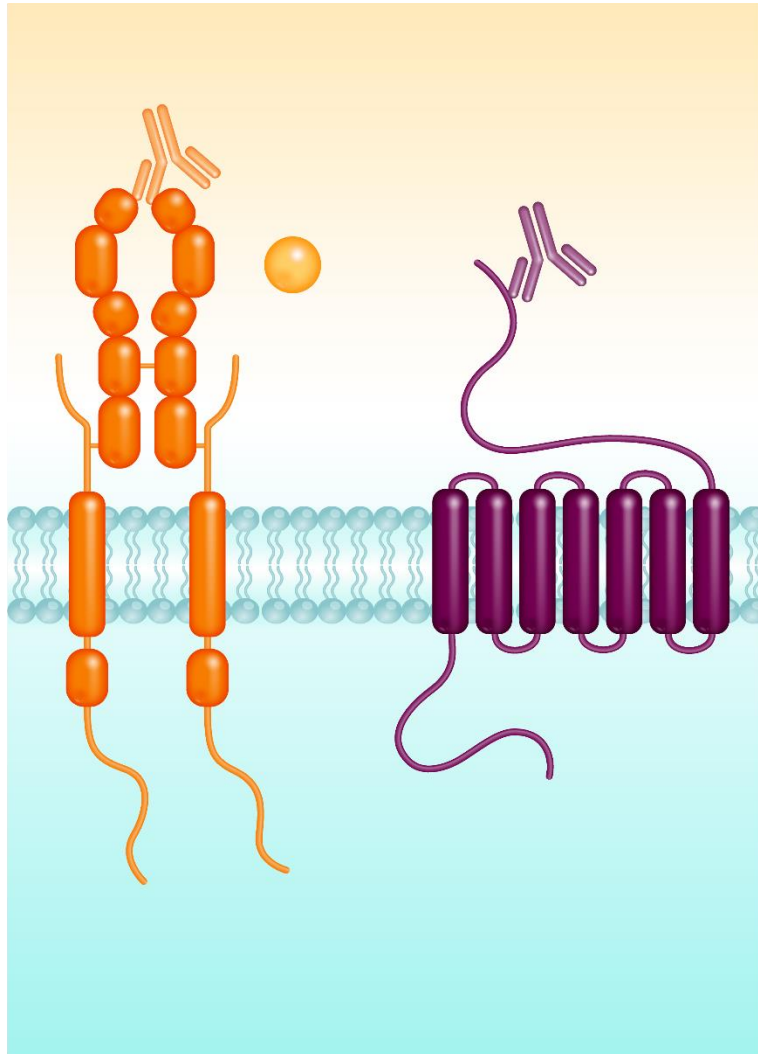
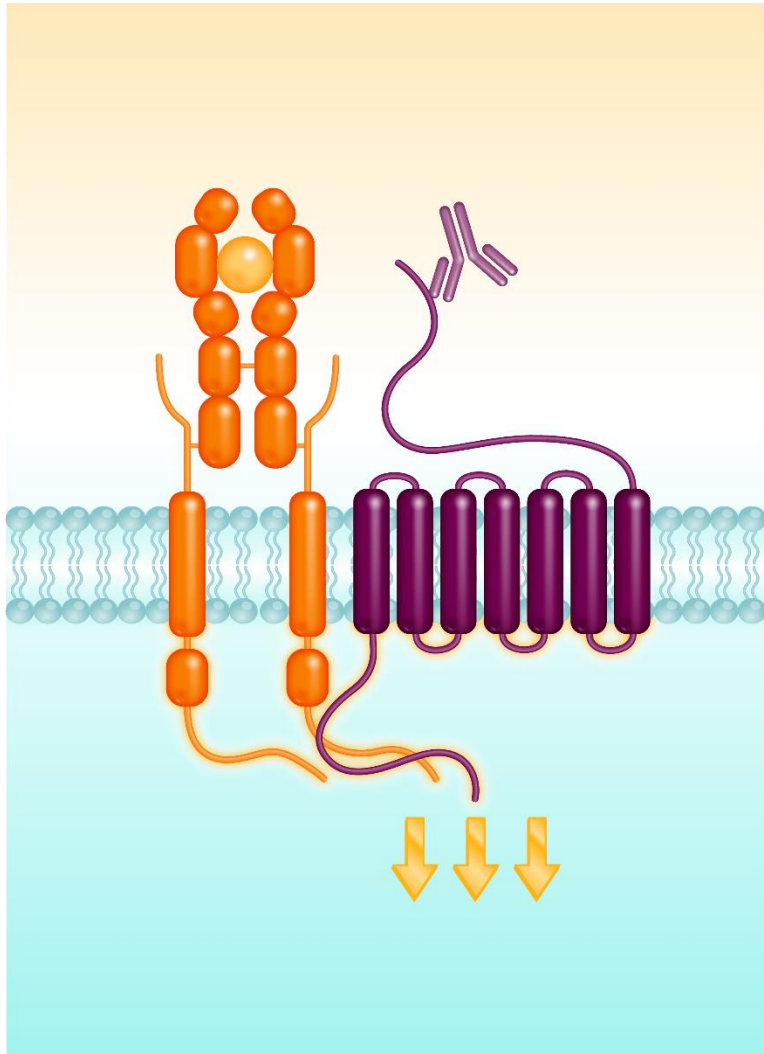


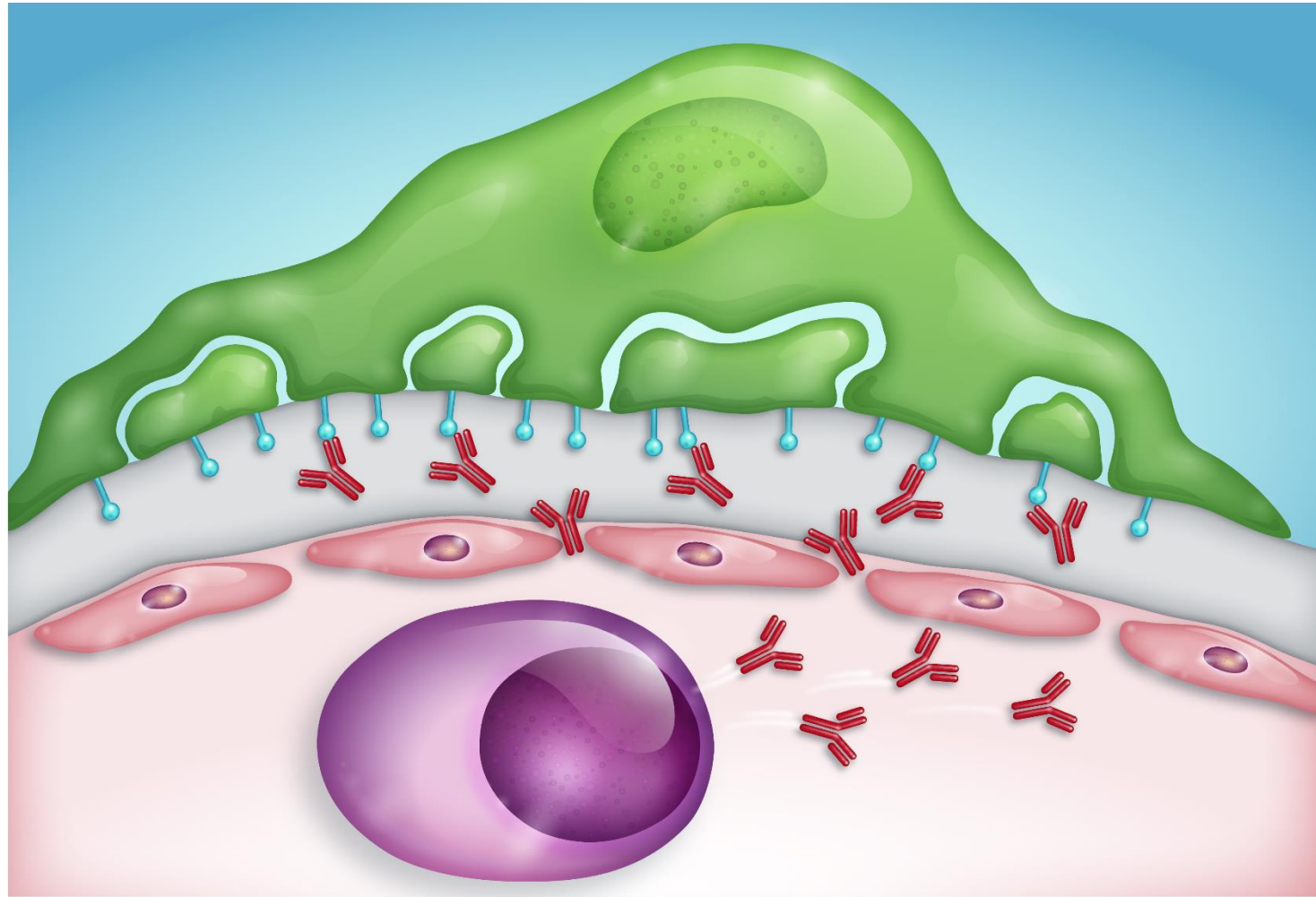


# REPERTOIRE IMMUNE MEDICINES



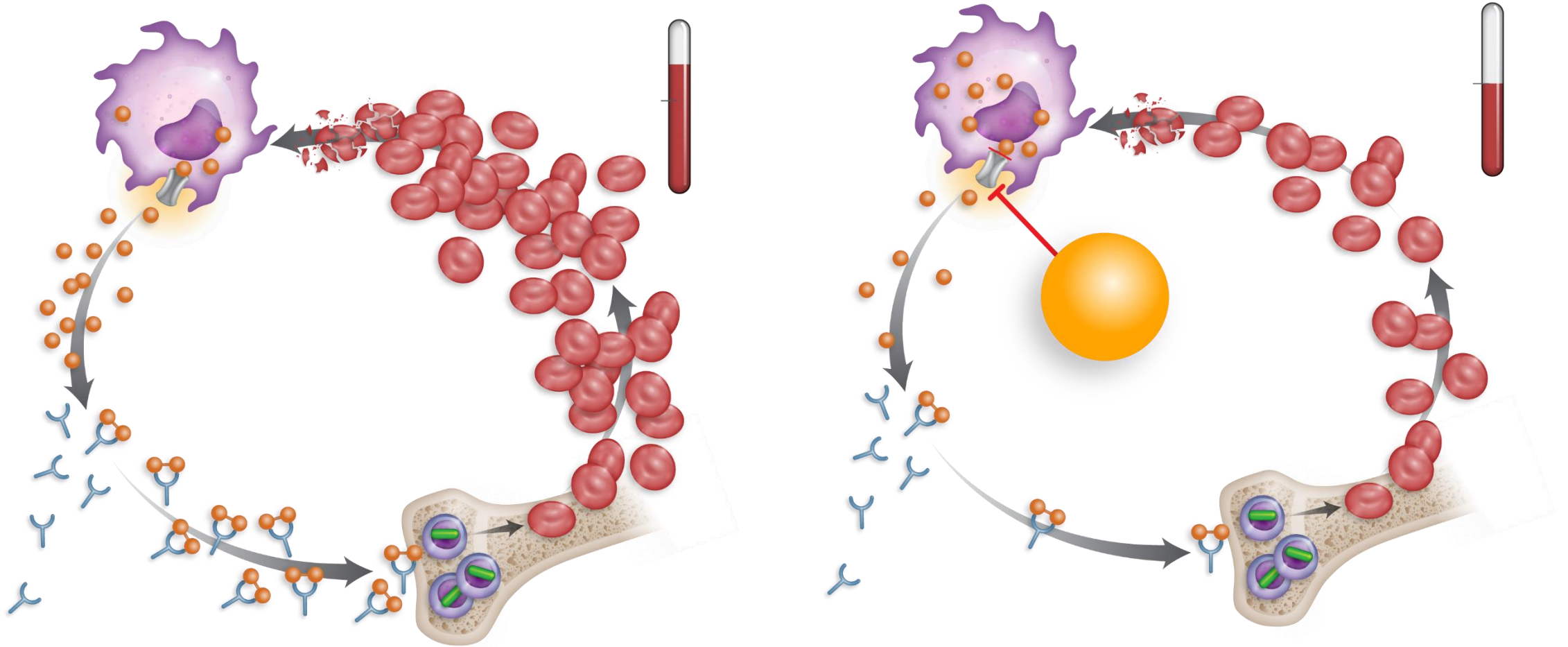
# VALENZA BIO



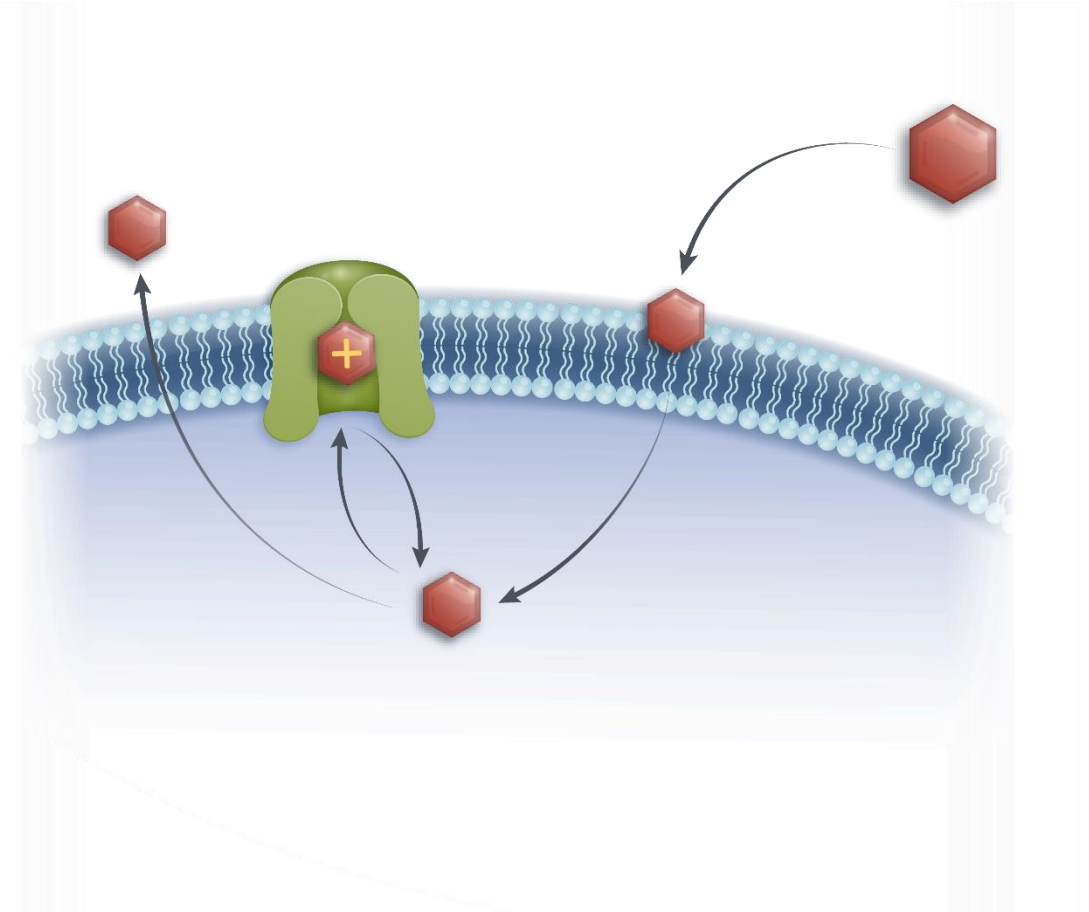
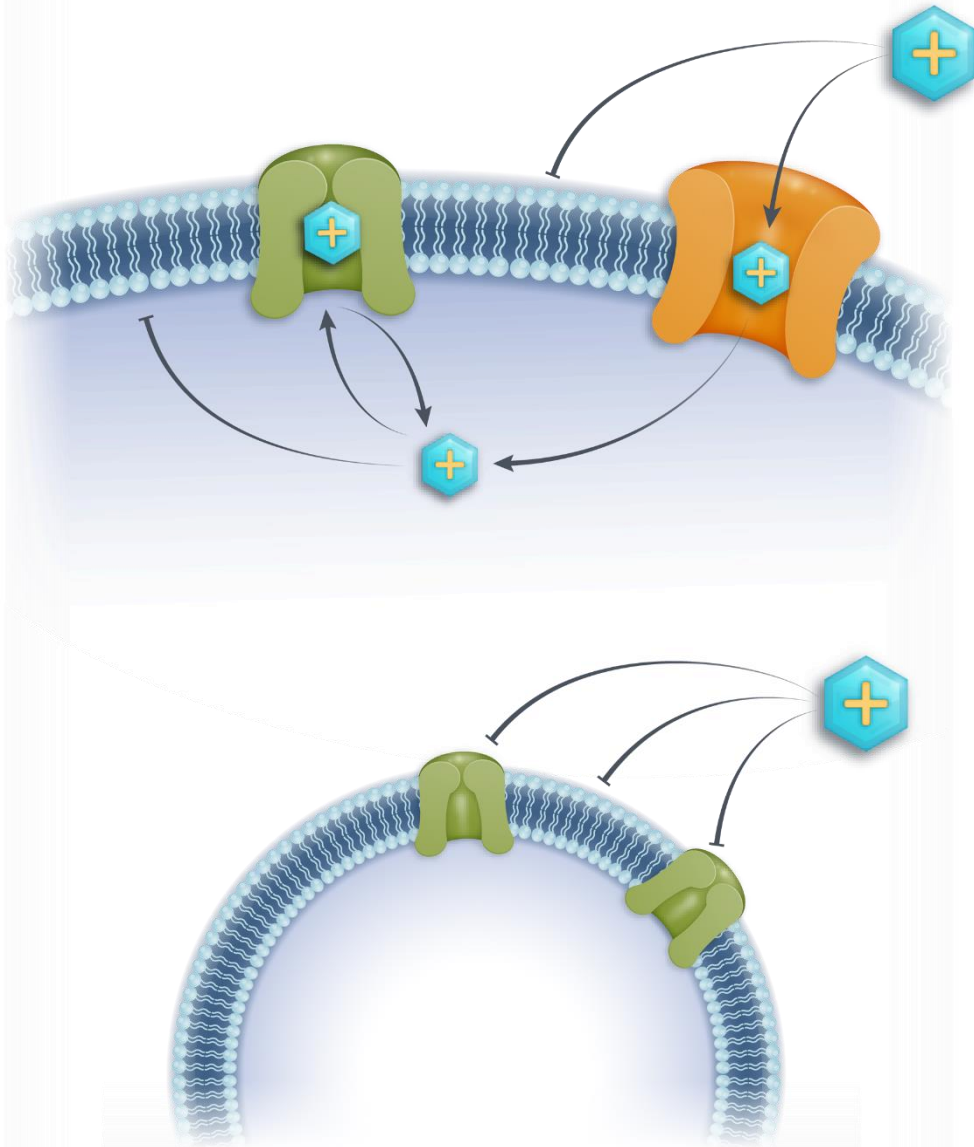




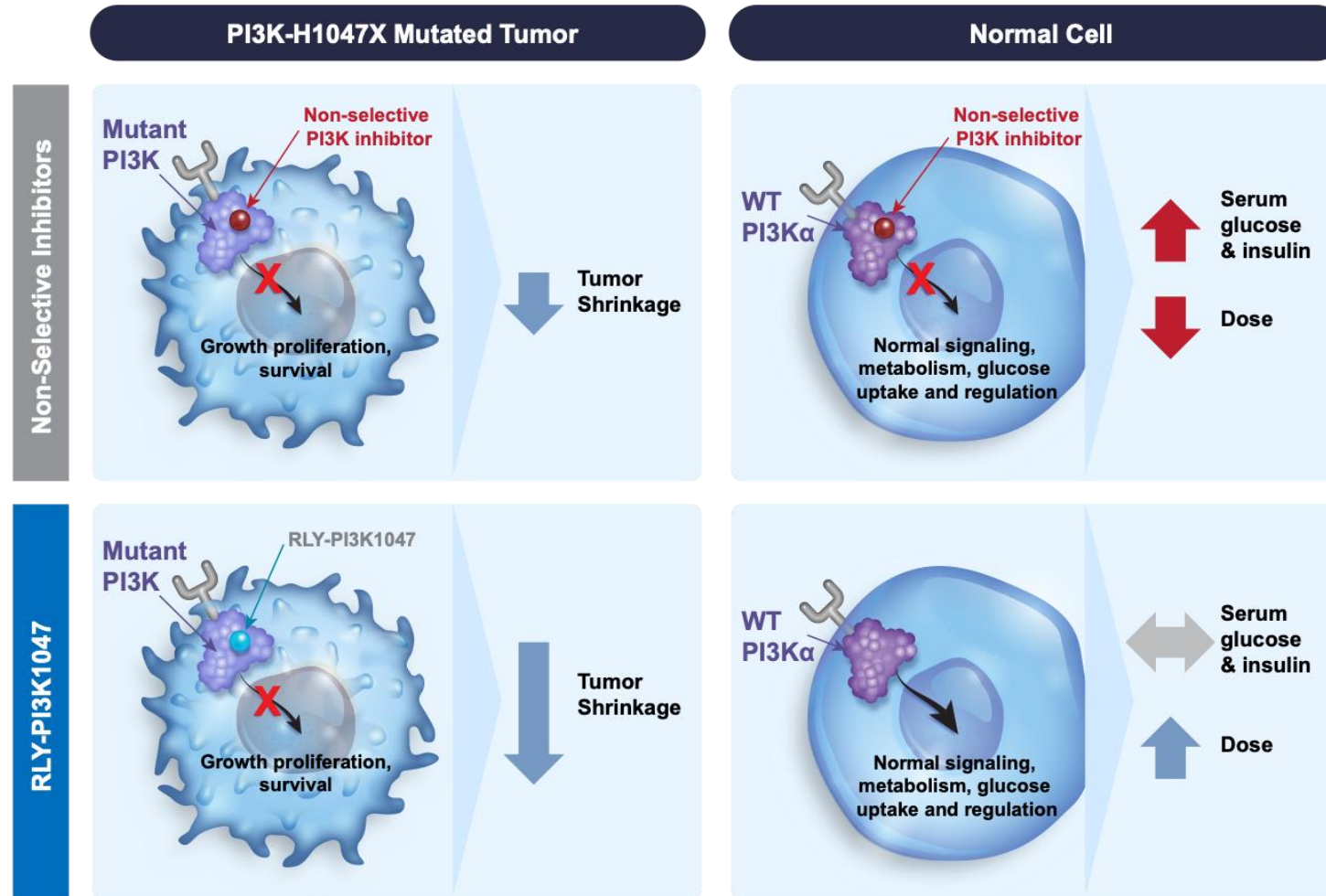
# PROTAGONIST THERAPEUTICS



# NOCION THERAPEUTICS

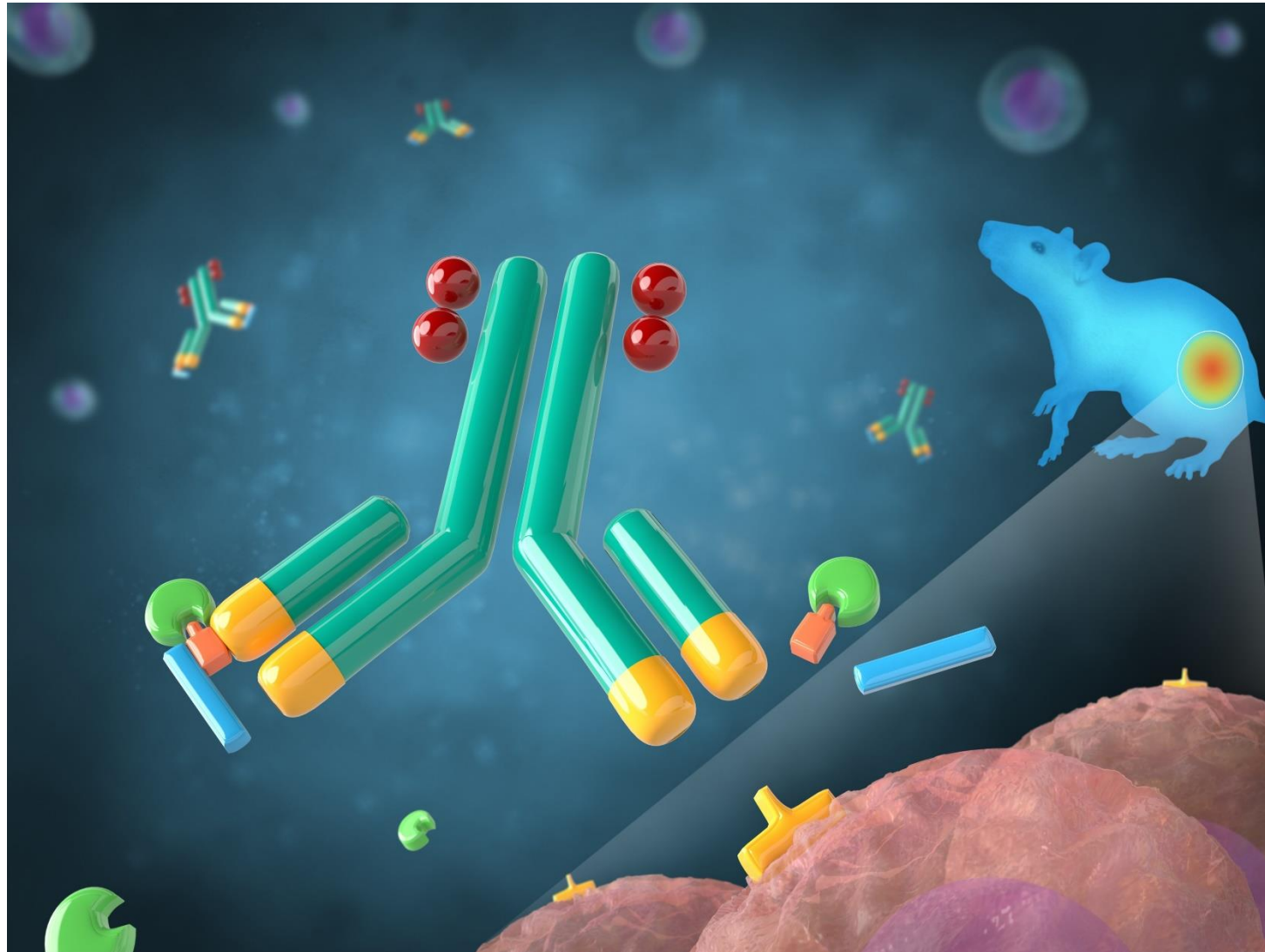


# RELAY THERAPEUTICS





# CYTOMX





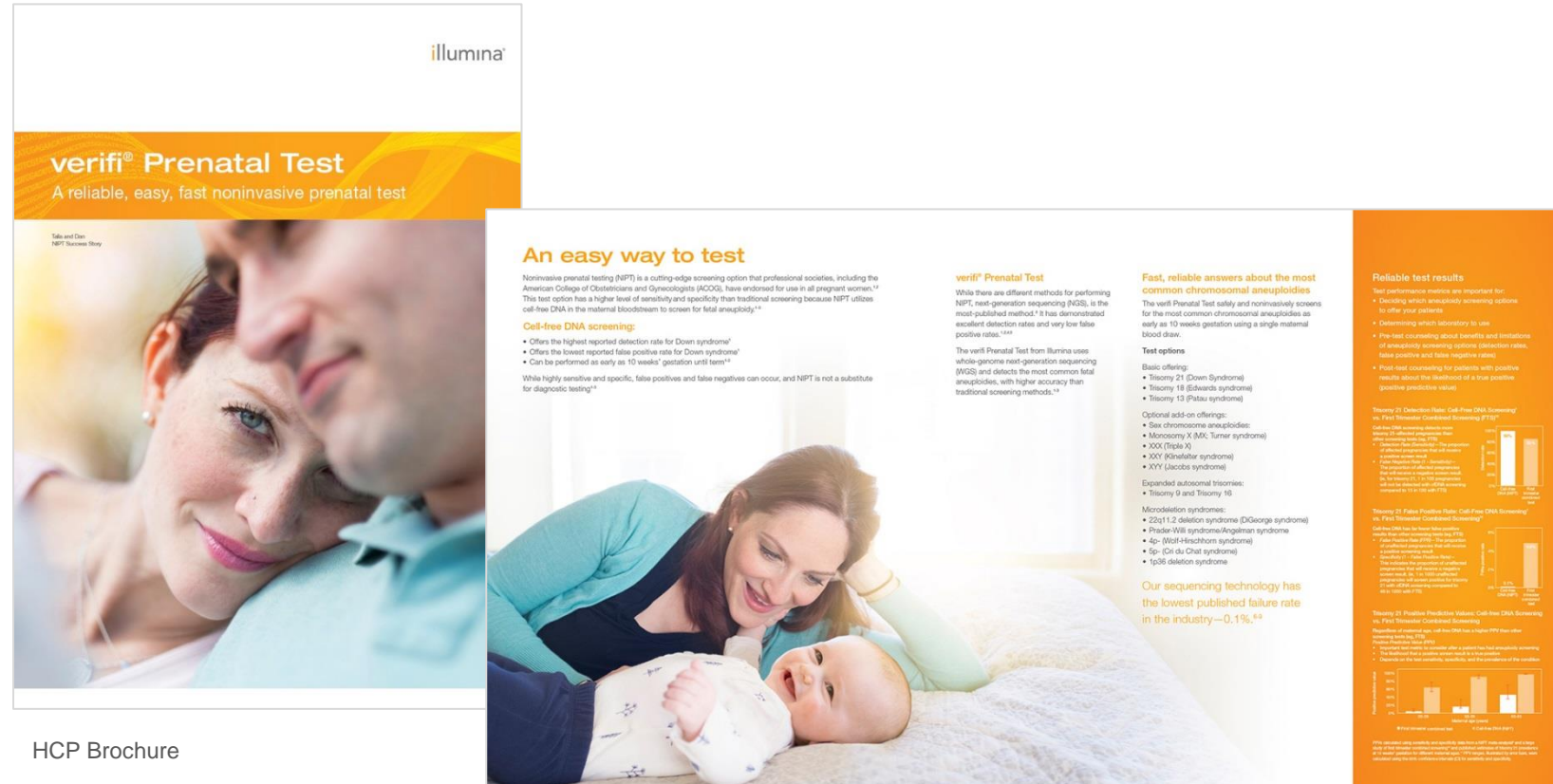
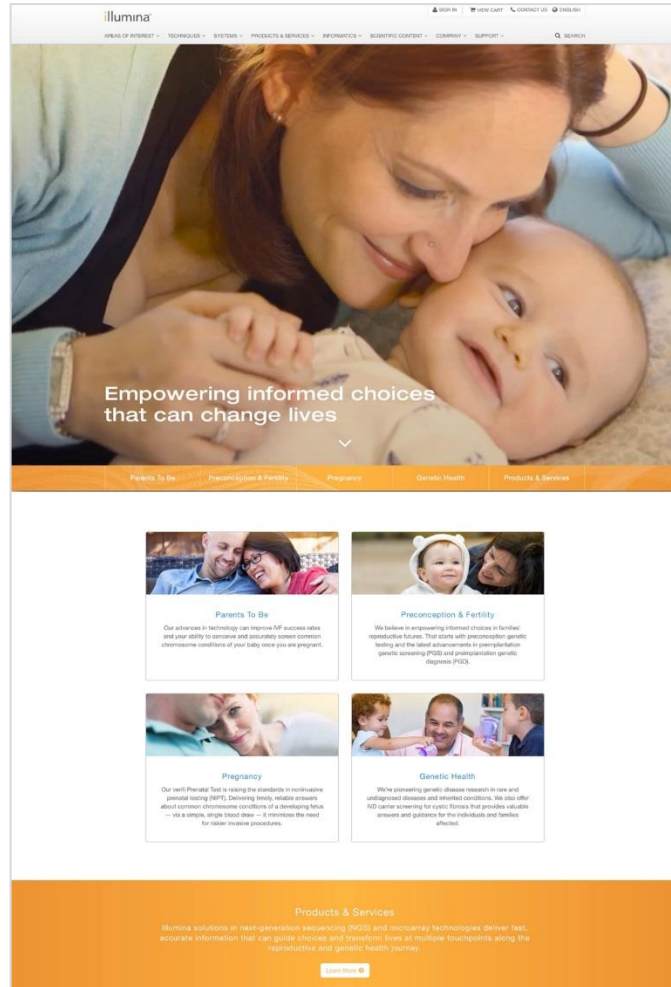
# SAMPLE WORK – ADDITIONAL CREATIVE







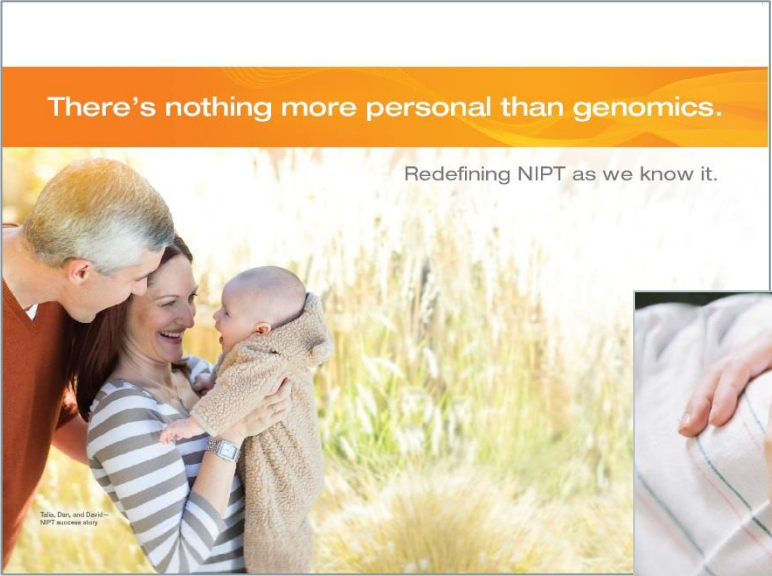
# CAMPAIGN DEVELOPMENT



HCP Brochure

<https://www.illumina.com/rgb>

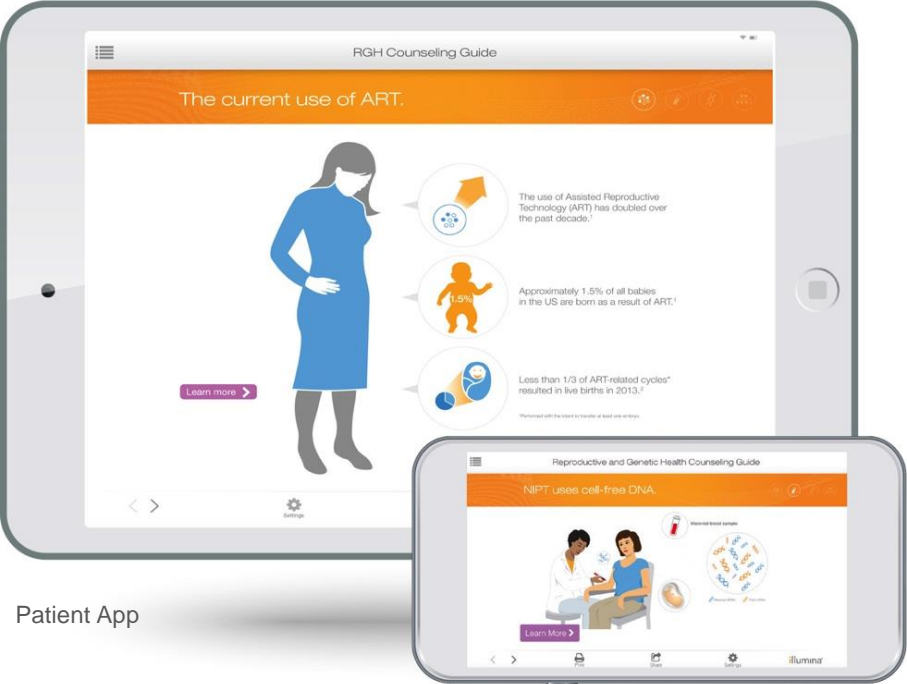
# CAMPAIGN DEVELOPMENT



Convention Booth Panel



Patient Print Ad



Patient App

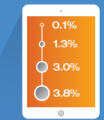
# INFOGRAPHICS



## The veriFi® Prenatal Test Send Out (TSO) Partner Program

Get the competitive edge

Illumina is taking its leadership position in noninvasive prenatal testing (NPT) to the next level with the creation of our veriFi Prenatal Test Send Out Partner Program. This enterprise underscores our unwavering commitment to you—our valued clinical lab partners. It combines our whole-genome sequencing technology with clinical and marketing expertise. The goal is to collaboratively provide you with everything you'll need to deliver the highest quality NPT results to your customers—and competitively grow your business in the process.



### Confidence you can count on

Among NPT options, the veriFi Prenatal Test has the lowest test failure rate of only 0.1%, excluding administrative failed samples.<sup>1</sup> That's more than 10x lower than its closest competitor.<sup>2-4</sup> This means the veriFi Prenatal Test provides results 99.9% of the time—minimizing delays and potentially minimizing the need for invasive testing, which in turn should reduce patient anxiety.

### Comprehensive onboarding

As our NPT Partner, you will automatically receive a thorough onboarding package, including a checklist of important Illumina contacts, complete ordering, reporting, and shipping information, and customizable marketing tools and training to keep you a step ahead of your competitors.

### Customizable marketing materials

You'll also be provided with a valuable toolbox of downloadable resources, including competitive and customizable marketing materials to support and help grow your lab's customer base and business.

### Clinical expertise and access

Our TSO Partner Program gives you access to clinically relevant publications and scientifically accurate information and data on NPT—potentially helping to increase your credibility and respect as a leader in this dynamic field. You can also have access to ongoing interactions with our clinical genetic experts and other specialists—to ensure the competitive edge you need to thrive in this rapidly changing market.

### Communications to keep you informed

Receive monthly articles, quarterly e-newsletters, and other newsworthy communications to keep you in the know about the latest advances in NPT—and help you accelerate and expand your experience and optimize your implementation of NPT in clinical practice.



A large, detailed dandelion seed head is positioned on the left side of the frame. Several seeds are shown in mid-air, having just been blown away from the head, creating a sense of movement. The background is a solid, vibrant blue.

# PARTNER BIOS

# BETSY DENNIG



Principal/  
Managing Director

Betsy has over 20 years of experience working in healthcare marketing communications. She has extensive experience in corporate and product branding and tactical execution and has a background in medical education, publication planning and KOL/advocacy development. Betsy develops strategically driven communication plans and builds lasting relationships with her clients and colleagues. Her strong leadership, decision-making and organizational skills along with her dedication, positive nature and can-do attitude, has enabled her to build a successful marketing company over the last 15 years. She's an expert at listening to her client's interests and voices and translating them into one-of-a-kind solutions that generate outstanding results. She received her bachelor's degree in business communications and art from Bucknell University.

# HABEEBA CLARK



Principal/  
Creative Director

Habeeba is an exceptionally experienced and innovative marketer, with unparalleled abilities to see the big picture, build cohesive brands, lead teams, and produce something unique and impactful with every project she touches. Highly skilled in branding and conceptual work, Habeeba's been involved with pharmaceutical, device and diagnostic products spanning virtually every disease category. She's worked extensively with product launches and campaigns, corporate communications, patient and physician educational initiatives and in the digital realm. Habeeba specializes in big ideas and honing-in on unusual creative approaches.



THANK YOU