

Doloxe

Brand Strategy Document

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Brand Statement

Doloxe is a data, analytics, and intelligence firm delivering advanced SaaS solutions and strategic consulting to the pharmaceutical and healthcare industries, powered by next-generation technologies.

Target Audience

Primary

- Pharma & Biotech Executives
- CRO's
- Integrated delivery networks(Educational institutes, Research hospitals, and pharma chains)

Secondary

- Medical Device, Diagnostics & Digital Therapeutics
- Payers & Investors (VC, PE, Hedge Funds)
- Consulting & advisory firms

Tertiary

- Regulators
- Analysts
- Medical thought leaders

Mission

Doloxe's mission is to empower pharmaceutical and healthcare institutions to overcome their analytics and intelligence challenges, so they can focus on advancing healthcare and better serving society.

Vission

A world where life science institutions are empowered by seamlessly integrated, next-generation technologies.

Values

- Pricesion
- Intigrity
- Clarity

USP

We provide advanced, all in one tools that can seamlessly integrates with the different functional domains.

Positioning

Doloxe as an innovative, industry-leading provider of data analytics and intelligence solutions.

Pesonality

- Sage 70%
- Creator 30%

Voice

- Knowledgeable, assured and guiding (70%).
- Inspirational, daring and provocative(30%).

Key messages

- New advances in industry workflows using latest Saas tools. (AI, synthetic data, digital Biomarkers).
- Data and KPI metrics showing how the industry can leverage AI and integration capabilities, strengthen its productivity.
- Data and AI safety signals like explainability, compliance and governance.

Visual Identity

Smart, simple, clean layout and predictable UI with plenty of white spaces and clear hierarchy for maximum functionality.

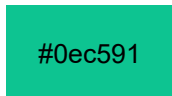
logo



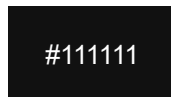
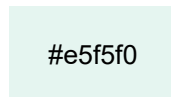
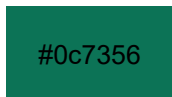
Doloxe

Color pallate

Primary colors



Secondary colors



#ffffff

Typography

Primay - Futura 100

Seconday - Arial

Accent - Roboto

Iconography and illustration style

- Clean, minimal and line based
- Monochromatic colors
- Dark shades for lines and lighter for fills
- Rounded corners
- Geometric shapes

Imagery style

- Abstract
- Environmental
- Human-scale
- Labs (but empty or calm)
- Boardrooms without people
- Maps, networks, systems

Motion and animation

- Slow
- Purposeful. Like for transitions, scenario changes and emphasizing causality
- Subtle