



TMC
Tailored Solutions.
Proven Results.

Brand Guidelines

Version 2.0 | October 2025



Logo

Strapline logo

Colour



White



Greyscale



No strapline logo

Colour



White



Greyscale





Using the correct logo

Strapline logo

The strapline logo should always be used (where space allows) on the front and back pages of any document or presentation.



Subsequent pages

For all subsequent pages please use the no strapline logo or the roundel.





Exclusion zone

To ensure no other elements interfere with the logo, an exclusion zone must always be adhered to. The exclusion is 50% of the X-height. The capital T is the X-height.

Strapline logo



No strapline logo





Brand misuse



Always ensure the correct colours are used.



Never alter the proportions of the logo; the height should always stay relative to the width.



Never reduce the opacity of the logo, making it look 'washed out'.

Minimum widths



Print: 35mm
Web: 170px



Print: 20mm
Web: 85px



Below the minimum widths please use the roundel brand mark.



Business Unit Logos

Consulting



Clinical

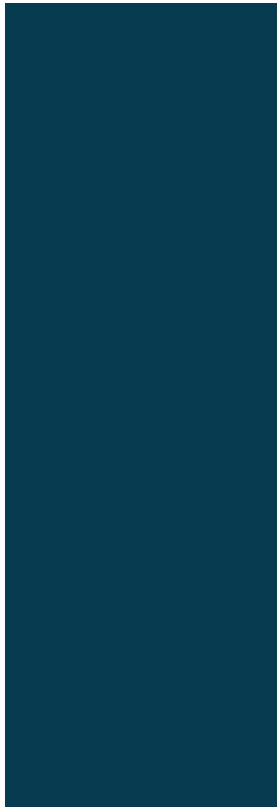


Commercial





Colour palette



CMYK: 98,64, 45, 43
RGB: 0, 61, 81
HEX: #003D51



CMYK: 41, 0, 99, 0
RGB: 174, 206, 0
HEX: #AECE00



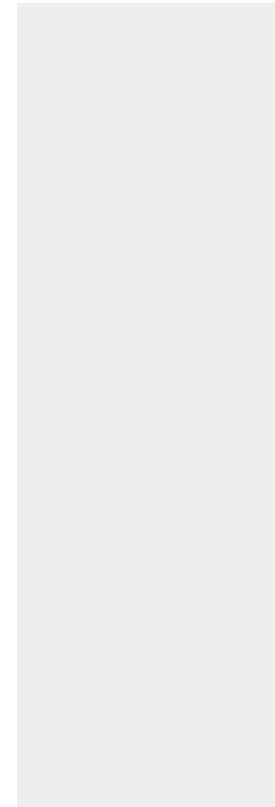
CMYK: 0, 64, 94, 0
RGB: 255, 116, 0
HEX: #FF7400



CMYK: 77, 18, 16, 1
RGB: 0, 157, 195
HEX: #009DC3



CMYK: 92, 73, 0, 0
RGB: 44, 77, 157
HEX: #2C4D9D



CMYK: 6, 4, 5, 0
RGB: 242, 242, 242
HEX: #F2F2F2



CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



Typography

We use Noto Sans as our font for all external facing instances. This includes, but is not limited to, website, printed promotional materials, case studies and event collateral.

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 @£\$#%

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 @£\$#%

Noto Sans Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 @£\$#%

For all internally created documents, we use Calibri as our font to ensure consistency by using Microsoft fonts available to everybody. This includes, but is not limited to, Microsoft Powerpoint presentations, Microsoft Word documents, Microsoft Excel spreadsheets.

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 @£\$#%

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 @£\$#%

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 @£\$#%



Mission, Vision & Values

Our mission

To empower small to mid-sized biotech and pharma companies to navigate clinical and regulatory complexity, accelerate drug development and bring life-changing therapies to patients faster through expert, end-to-end support across development, clinical execution and commercialisation.

Our vision

To be the leading strategic partner for biotech and pharma companies worldwide — accelerating their success by transforming complex drug development into streamlined, patient-focused solutions.

Our values

At TMC, we are driven by:

- **Integrity.** We act with transparency, accountability and trust in every partnership.
- **Agility.** We adapt quickly to the evolving needs of biotech and pharma companies and the healthcare landscape.
- **Expertise.** We bring deep, cross-functional knowledge to every stage of the product lifecycle.
- **Collaboration.** We work as an extension of our clients' teams, committed to shared success.
- **Impact.** We accelerate access to life-changing therapies for patients who need them most.



Value Propositions

Group

For small and mid-sized biotech and pharma companies, TMC delivers integrated pharma services across the full product lifecycle — from early drug development to market access and commercialisation. Our end-to-end support enables biotech and pharma companies to retain control, maximise value and bring transformative therapies to patients faster.

Consulting

For small to mid-sized biotech and pharma companies, TMC Consulting provides expert-led strategic and operational pharma consultancy services — spanning regulatory support, clinical development, pharmacovigilance, medical services and quality management. Our experienced specialists partner flexibly with biotech and pharma companies to help them reach critical drug development milestones compliantly, quickly and cost-effectively.

Clinical

For biotech and pharma companies in Phase I–III, TMC Clinical specialises in early-phase clinical development solutions for rare disease, complex oncology and advanced therapeutic modalities. We combine the responsiveness of a specialist pharma services company with the expertise of a clinical research organisation, enabling biotech and pharma companies to accelerate timelines, reduce risk and move confidently towards global regulatory approvals.

Commercial

For late-stage and commercial-ready biotech and pharma companies, TMC Commercial provides flexible, full-service drug commercialisation solutions in the EU and UK — giving biotech and pharma companies the opportunity to build their own commercial presence without needing to out-licence to a partner. We also have the specialist expertise to act as a Marketing Authorisation Holder (MAH), either as a temporary bridge or long-term solution.



Messaging Hierarchy

Tagline:

Your strategic partner in advancing patient health

Tier 1 messaging

Group:

TMC is a pharma services company that partners with small to mid-sized biotech and pharma companies to accelerate drug development and maximise value across the full product lifecycle.

We provide integrated, end-to-end support — from early-stage planning through clinical execution and commercial launch — delivered by cross-functional experts with extensive knowledge across regulatory, clinical, medical, pharmacovigilance and quality specialties.

Whether you're advancing a rare disease treatment, pioneering a novel modality or preparing for market entry in the EU and UK, TMC provides the agility, insight and infrastructure to make it happen.

As a strategic partner, we help you navigate complexity and accelerate timelines while retaining control and maximising value — so you can bring transformative therapies to patients faster.



Tier 2 sub-messaging

Consulting:

1. **Gain clinical and regulatory clarity that supports your commercial goals.** TMC Consulting brings deep functional expertise, integrated thinking and a flexible approach to guide you through complex decisions, mitigate risk and align your drug development programme with clinical, regulatory and commercial objectives.
2. **Get flexible support that scales with your team.** Our experienced, senior specialists act as an extension of your team, partnering with you to integrate key roles, such as a medic or regulatory expert, and pharma services into your project. These services are grounded in scientific rigour and clinical excellence, focusing on regulatory strategy, clinical development planning, market entry readiness and cross-functional integration across all stages of your product lifecycle.
3. **Reach clinical trials — and market — faster.** We bring agility and depth to offer you a smarter, faster and more collaborative path from early-phase clinical development to market access. Through extensive expertise, robust planning and flawless functional execution, we help you hit your critical drug development milestones compliantly, on time and within budget to accelerate innovative treatment access for patients who need them most.

Clinical:

1. **Move efficiently from first-in-human to global pivotal trials.** TMC Clinical partners with you to deliver early-phase clinical development solutions that help bring your transformative therapies to patients faster. Our end-to-end clinical development services span clinical trial study design, clinical protocol writing, trial execution, site management, data oversight and regulatory alignment — tailored to the unique demands of each molecule, modality and indication.
2. **Specialist expertise for challenging, high-impact indications.** Our knowledge of early-phase clinical trials for rare disease, complex oncology and advanced therapeutic modalities enables us to offer tailored support that meets the unique scientific, regulatory and operational demands of conducting clinical studies for these next-generation therapies.
3. **Ensure speed, precision and quality across each phase.** With a flexible and collaborative approach, our highly experienced teams integrate seamlessly with yours — combining responsiveness with full-service clinical development capabilities to ensure speed, precision and quality across your drug development programme as you move towards global regulatory approvals.



Commercial:

1. **Launch and scale with speed and confidence across the EU and UK.** TMC Commercial provides a full-service drug commercialisation solution, including regulatory compliance and marketing authorisation application support, medical affairs, pharmacovigilance, reimbursement and pharma pricing strategy, distribution and quality assurance.
2. **Keep control of your asset without the operational burden.** If your infrastructure is limited, we have the specialist expertise to act as your Marketing Authorisation Holder (MAH), whether as a temporary bridge or a long-term solution. This means you benefit from our operational capabilities while maintaining the strategic flexibility you need to retain control over your products — without the need to out-license.
3. **Make informed, long-term decisions that maximise patient access.** Our flexible approach, deep expertise and commitment to seamless execution accelerate your product's path to market and help you make informed, long-term strategic decisions that maximise impact and patient access.



Tone of Voice

Our voice is...

- **Amiable:** having or displaying a friendly and pleasant manner.
- **Collaborative:** involving two or more people or organisations working together for a particular purpose.
- **Empathetic:** showing an ability to understand and share the feelings of another.
- **Encouraging:** positive and giving hope for future success.
- **Zealous:** showing great energy, enthusiasm and passion in pursuit of a cause or objective.



Dos and don'ts

British or American spelling?

As a UK-based company, our corporate communications should use British English spellings and grammar rules.

E.g. Programme NOT program, specialised NOT specialized

First or third person?

We write in both the third person ('TMC' or 'it') and first-person plural ('we' or 'our'). This can be used interchangeably within the same copy, but 'TMC' should always be used in the first instance.

E.g. TMC is a full-service pharma services company that partners with small to mid-sized biotech and pharma companies. We provide integrated, end-to-end support delivered by cross-functional experts.

We don't talk about ourselves in the first-person singular ('I' or 'my') or refer to ourselves as 'the company' in the third person.

Note: when talking in the third person (TMC), we should always use the singular verb form, e.g. 'TMC has', not 'TMC have'.

Level of formality

We should adopt a personable yet professional tone. As such, we use contractions and talk directly to the audience where appropriate.

E.g. Whether you're advancing a rare disease treatment, pioneering a novel modality or preparing for market entry in the EU and UK, TMC provides the agility, insight and infrastructure to make it happen.

Acronyms

The audience will have a good understanding of medical terminology. However, industry or medical terms should always be written out in full in the first instance, with the acronym in brackets, and only the acronym used thereafter (unless it is the primary keyword for SEO purposes).

E.g. We have the specialist expertise to act as your Marketing Authorisation Holder (MAH).

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