



Brand Identity Guidelines

Graphic Standard Manual - 25.5 Version

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A large, stylized graphic element on the right side of the page. It consists of several overlapping, parallel lines in a light blue color, forming a large 'X' or 'A' shape that extends from the top right towards the bottom left.

BIOPLUS – INTERPHEX KOREA

Brand Identity Guideline



This document has been developed to ensure the consistent and professional application of the BIX brand across all touchpoints. BIOPLUS – INTERPHEX KOREA (BIX) is Korea's leading bio-pharmaceutical industry platform, serving as a global hub that connects the full value chain—from research and development to manufacturing, logistics, and beyond. Our brand embodies this leadership, promoting a vision of innovation, collaboration, and growth. It is critical that every visual and verbal communication reflects these core values, ensuring a cohesive and impactful brand presence. All stakeholders are required to adhere to the guidelines outlined in this document when creating, applying, or sharing any BIX-related materials.

User Guideline

1. This guide is intended for internal reference to ensure consistency in applying the BIX brand across all materials and platforms.
2. Certain content may contain proprietary or confidential information. Please handle with care and do not distribute externally unless explicitly authorized.
3. The BIX brand guidelines may be revised periodically to reflect evolving industry standards, project requirements, or brand strategy.
Always refer to the most current version of this guide.
4. If there are any questions regarding the interpretation or application of these guidelines, please consult the BIX brand team prior to making any changes.

By adhering to these standards, we collectively reinforce the BIX brand's position as a trusted, future-focused leader in the global bio-pharmaceutical industry.

Main Logo

BIX Brand Identity – Official Logo

Main logo pairs the widely recognized abbreviation “BIX” with the full event name “BIOPPLUS-INTERPHEX Korea” to enhance clarity and eliminate ambiguity — reinforcing a cohesive global brand.

At its core lies a dynamic ‘X’ motif: a symbol of cross-border collaboration, exchange, and expansion. The intersecting strokes suggest movement and progress, echoing the ever-evolving landscape of the bio-pharma industry.



Main Emblem

The BIX emblem is a key visual asset that represents the official identity of BIOPLUS-INTERPHEX KOREA. It combines the core logotype with an encircling frame to convey a sense of authority, unity, and trust. The emblem reinforces the brand's leadership in the global bio-pharmaceutical industry and is primarily used for formal and official applications such as certificates, signage, and promotional materials where a seal-like design is required. To maintain brand consistency, the BIX emblem must be used in accordance with the specifications defined in this guide.



Minimum size



Usage Types

BIX Brand Identity – Official Logo

The new logo integrates “BIX” with the full event name to strengthen brand clarity, while ensuring consistent and flexible use across digital, print, and on-site applications.

Basic

Vertical Version



Horizontal Version



Color Variation



Minimum Size Specifications

BIX Brand Identity – Official Logo

This combined version of the BIX logo and emblem represents the official identity of BIOPLUS-INTERPHEX KOREA in a cohesive and authoritative format. It merges the core logotype with the circular emblem to enhance brand recognition and establish a unified visual presence across key applications such as signage, certificates, and promotional materials.

Minimum size

The minimum size defines the smallest permissible scale for the logo's use. To ensure clarity and legibility across all applications, the logo must always retain its original proportions and visual balance.



Smallest Logo

The logo may only be used in the prescribed sizes shown below. For applications requiring smaller sizes, use the simplified logo version as indicated.

For sizes smaller than 10mm, use the simplified logo.



For sizes smaller than 4mm, use the simplified logo.



Color Code

Each color serves a specific role in reinforcing the brand's visual identity, from creating a sense of trust and professionalism to conveying innovation and connectivity. The primary and secondary color codes must be applied consistently across all applications to ensure a cohesive brand presence. Please use this color system as a foundational guide for all BIX communications, ensuring every touchpoint visually aligns with the brand's vision and strategic direction.

Primary Color



C 100 M 85 Y 30 K 30
R 0 G 45 B 97



C 60 M 30 Y 0 K 0
R 108 G 155 B 210

Secondary Color



C 25 M 10 Y 0 K 0
R 199 G 217 B 240



C 0 M 0 Y 0 K 12
R 239 G 239 B 239

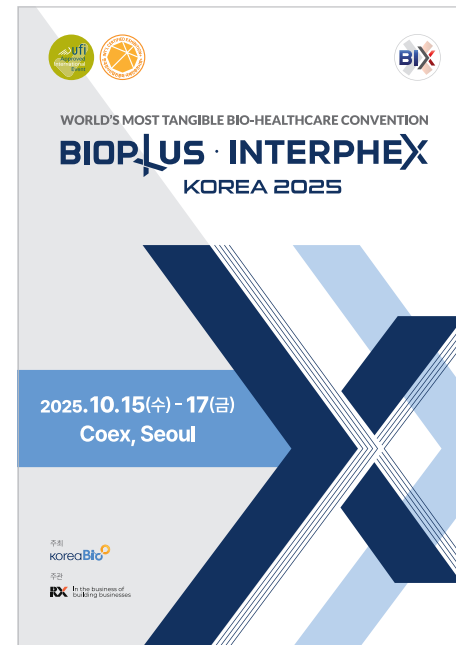
Key Visual

BIX key visual serves as a distinctive graphic element that embodies the dynamic and innovative spirit of the BIOPPLUS-INTERPHEX KOREA brand. It reinforces the brand's identity across all applications by creating a consistent visual language that is instantly recognizable. This visual system is designed to enhance brand visibility, convey a sense of scale and establish a unified presence across all marketing and communication materials.

Key Visual - Horizontal Version



Key Visual - Vertical Version (Kor/Eng)



Fonts

The official BIX font system has been selected to ensure clarity, professionalism, and consistency across all visual communications. Typography plays a critical role in reinforcing the brand identity, and its application must follow the specifications outlined in this guide. By using the designated fonts correctly, we ensure that all materials reflect a cohesive and professional brand image.

Catchphrase

Lato

Lato is a clean and modern sans-serif font, widely used for its readability and versatile design, ideal for English and international applications. It reinforces a professional and trustworthy tone in global communications.

Content

Pretendard

Pretendard is a modern Korean font designed for clarity and legibility in digital and print formats. It supports the seamless integration of Korean content while maintaining design consistency with the global brand.

WORLD'S MOST TANGIBLE BIO-HEALTHCARE CONVENTION
BIOPLUS · INTERPHEX
KOREA 2025

October 15(Wed) - 17(Fri) | COEX

K-BIO ALL IN ONE PLATFORM, BIX 2025
BIX connects global professionals and industry leaders to share knowledge, best practices, and explore cutting-edge technologies in the bio-pharmaceutical industry.

EXHIBITION | CONFERENCE
PARTNERING | OPEN INNOVATION
DOCENT TOUR | NETWORKING

Exhibition, Sponsorship, Partnering, Open Innovation, Registration Inquiry | Conference, Membership Inquiry

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Example Image



This guide has been developed to ensure consistency, clarity, and a unified visual identity across all touchpoints. All users are expected to follow these guidelines strictly when creating, adapting, or applying any brand elements.

Let's build a unified and inspiring brand together.

Contact Us

Brand Management Team
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Please ensure all brand assets are used in strict accordance with these guidelines to protect the integrity of our brand.
