



ALK launches new visual identity

July 03, 2008

The global pharmaceutical company ALK introduces a new visual identity and a new logo. The new identity is designed to communicate ALK's world leading position in specific allergy treatment and its strong scientific heritage.

The task for the designers was to create a visual expression of ALK's scientific leadership while at the same time showing ALK's human approach based on the company's mission to improve quality of life for people with allergies.

The new logo consists of a number of particles or dots gradually transforming into a logotype. This has been inspired by the fact that ALK turns the complex world of allergy and allergen particles into an effective treatment of the cause of allergy. The shape of vials, drops and tablets from ALK's allergy vaccines has also been an inspiration for the designers, but as with all design, the logo is open to interpretation.

The primary colours of the visual identity are blue and orange. The dark blue communicates the roots of ALK and its position in the pharmaceutical business. The warm orange adds a human approach to allergy treatment. The full colour palette is adapted from Scandinavian design traditions to communicate the geographical heritage of the company.

Past, present and future

The new design is a reflection of ALK's past, present and future. ALK has been shaping the future of allergy treatment since 1923, and through the past 85 years a number of landmarks in the history of allergy treatment have been reached in the science labs of ALK.

- In the 1970s, ALK was first to identify allergen proteins and subsequently launch standardised allergy vaccines in cooperation with the University of Copenhagen
- In the 1990s, ALK began a strategic shift towards more convenient vaccines for home treatment by launching sublingual (drop-based) allergy vaccines
- Following this new strategy, ALK launched the world's first registered tablet-based allergy vaccine, GRAZAX®, for grass pollen allergy in 2006

GRAZAX® and the other tablet-based allergy vaccines in ALK's research and development pipeline are the first tablets to treat the underlying cause of allergy as well as the symptoms, and this approach will shape the future of allergy treatment for the benefit of patients all over the world.

Along with the design comes a custom made typeface - a modern sans serif - that has been created to add identity to all ALK materials. Both the visual identity and the typeface have been developed by the Copenhagen-based strategic design agency e-Types. In the coming months, the new visual identity will be rolled out on platforms worldwide to support the communication in all ALK companies.

Using the new design, ALK has published a new company brochure and a re-designed website www.alk-abello.com. The new logo is available for download via the website.

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About ALK

ALK is a global pharmaceutical company focusing on allergy treatment, prevention and diagnosis. Our mission is to improve quality of life for allergic people by developing pharmaceutical products that target the actual cause of allergy. ALK is the world leader in allergy vaccination (immunotherapy) - a unique treatment that induces a protective immune response which reduces and potentially halts the allergic reaction. Allergy vaccination is traditionally administered as subcutaneous injections or sublingual droplets. Our aim is to extend the use of allergy vaccination by introducing convenient, tablet-based vaccines, thereby offering many more patients a causal allergy treatment. Following this strategy, the world's first tablet-based vaccine against grass pollen allergy, GRAZAX®, was launched in Europe in 2006, and ALK has entered into partnerships regarding the tablet programme with the Menarini Group for central and Eastern Europe and with Schering-Plough for North America. ALK has more than 1,400 employees with subsidiaries, production facilities and distributors worldwide. The company is headquartered in Hørsholm, Denmark and listed on the NASDAQ OMX Nordic Exchange Copenhagen. 'ALK' is an abbreviation of 'Allergological Laboratory Copenhagen (København)'. Further information is available at www.alk-abello.com and www.GRAZAX.com.