

# Pharmaceutical

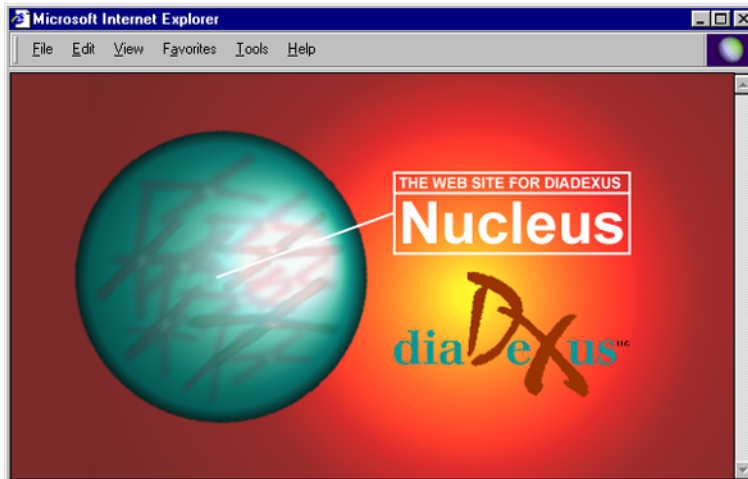
## diaDeXus

diaDeXus is a joint venture between SmithKline Beecham and Incyte Pharmaceuticals. diaDeXus plan to utilise genomic databases to produce kits for clinical testing laboratories. These may be used to optimise treatment selections based on genetic differences between individuals (polymorphisms).

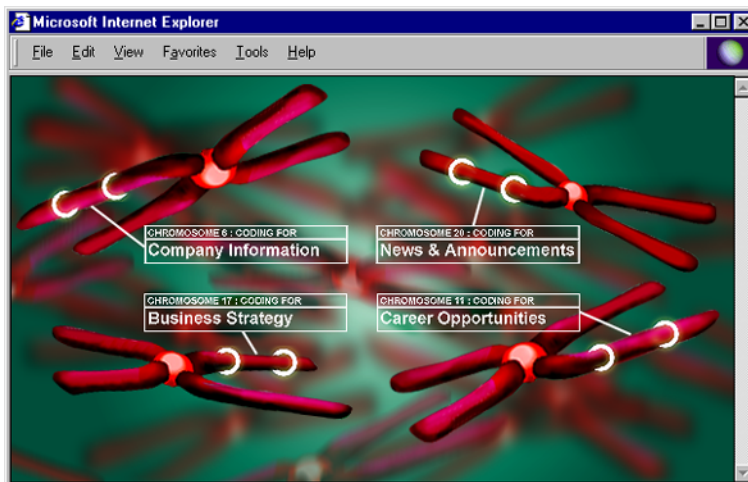
Verve was appointed to create a website to publicise the new venture and provide basic information to potential investors and staff. With the absence of any imagery or photography we suggested a graphic approach. After consulting pharmacology text books and reviewing trade journals we drafted a story based on nucleus - chromosome - dna.

A good guide to the development of a website is to place the core information 3 clicks away. The sequencing of data to determine a dna sequence proved a fun way of delivering the sites information, without softening the gravitas. All the images were created in-house by Verve.

HOMEPAGE



NAVIGATION



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