

Sunovion Corporate Branding

Approved Sunovion Corporate Branding



Design Guidelines for Sunovion Corporate Branding

Graphic size

Step 1.

Uniformly size the authorized "CorporateBranding_r3.eps" graphic file to 60% of panel width (maximum 4").

Step 2.

Position so Corporate Branding abuts the bottom and right edges of the panel.

Step 3.

If necessary, reposition the Sunovion Logo and Prism so bottom and right side margins are equal, with a minimum 3 mm from panel edges.

Step 4.

Vertically scale the color band to produce visually equal white space above and below the Logo and Prism.

Placement

Mandatory: Principal display panel, and on at least one additional panel that could potentially be displayed by a healthcare provider.

Preferred: Principal display panel, back panel, and right side panel.

Minimum quiet zone around Sunovion Corporate Branding is $\frac{3}{8}$ " on the principal display panel and $\frac{1}{4}$ " on other panels.

Sunovion Logo and Prism: Sunovion Logo and Prism cannot be modified in any way.

Color

Strength or Product Differentiation Color band (shown in yellow above): Strength differentiation color, or one of the product's color palette if there is only one presentation. Gradient from 100% to 30%.

Sunovion Logo and Prism: PMS 341.