Product Name

Approved Product Name Format

Proprietary Name
(established name) Dosage Form

Proprietary Name
(established name)
Dosage Form

Note: Proprietary Name, Established Name, and Dosage Form may be replaced with brand logo, pre-approved by Regulatory Affairs to ensure compliance with labeling regulations.

Design Guidelines for Proprietary and Established Name

Font family Helvetica Neue Std.

Font weight Medium Condensed.

Font size

Proprietary Name capital letter height should be a minimum 150% the height of the capital letters in Sunovion Logo and Prism.

Height of capital letters in Established Name must be 55% the height of capital letters in Proprietary Name.

Relational size

The design objective is for the Product Name to have visual prominence over the Sunovion Logo and Prism. The package designer should exercise judgment, adjusting the size of the Product Name or the Sunovion Logo and Prism for a panel where the Proprietary Name guideline of 150% does not achieve the desired result.

Placement

Principal display panel.

Established Name and Dosage Form may appear on the same line or break into two lines as shown above, directly below Proprietary Name. When two lines, spacing from baseline of Established Name to baseline of Dosage Form must be 110% the font size.

Spacing from baseline of Proprietary Name to baseline of Established Name and Dosage Form must be at least 120% the font size of Established Name. Address any descenders in Proprietary Name either by adding extra line spacing or careful kerning.

Spacing from baseline of Professional Sample Statement to baseline of Proprietary Name should be a minimum of 150% of the font size of Proprietary Name.

Margins

Margins from all edges of blister lidding must be a minimum of $^{3}/_{32}$" (2.5 mm; 7 points).

Color

Light background color: Black.

Dark background color: Reverse to white. Font weight should change to Bold.

Reference

21 CFR Section201.10(g)(2)–(h)(2). Drugs; statement of ingredients.