

# Vertical Blister Wallet

## Complete Design and Content Guideline

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## Introduction

*Welcome to the Vertical Blister Wallet  
Complete Design and Content Guideline.*

The purpose of this Guideline is to provide a framework for the consistent development of a vertical blister wallet for Sunovion, while at the same time allowing flexibility in design and product branding.

The Guideline is relational in nature. It shows the relative size and positioning of mandated content for a Sunovion vertical blister wallet. A package designer may choose to maintain the relational spirit of the Guideline but adjust its implementation based on blister wallet dimensions, to achieve legibility and an aesthetically pleasing presentation.

It is recommended that the placement of the Sunovion Corporate Branding element and the NDC number be used as starting points for the design of a vertical blister wallet, and lay out from there.

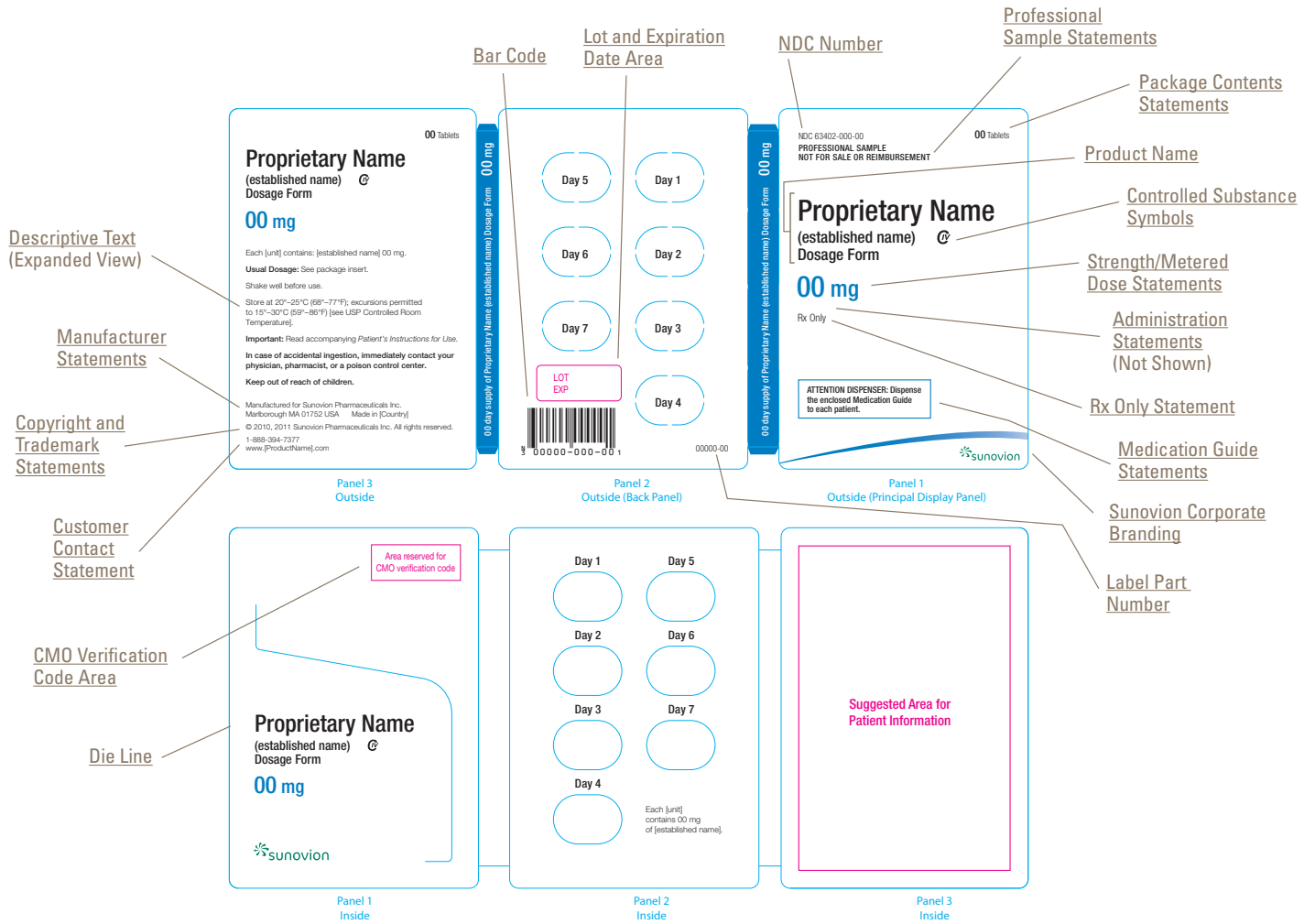
Please note that content may change from blister wallet to blister wallet at the discretion of Sunovion Regulatory Affairs.

We hope you find this Guideline to be a useful tool and we welcome comments or questions to [SunovionStyle@sunovion.com](mailto:SunovionStyle@sunovion.com).

Consistent, compliant, and great packaging. That's our mission.

*The Editors*

## Vertical Blister Wallet Template

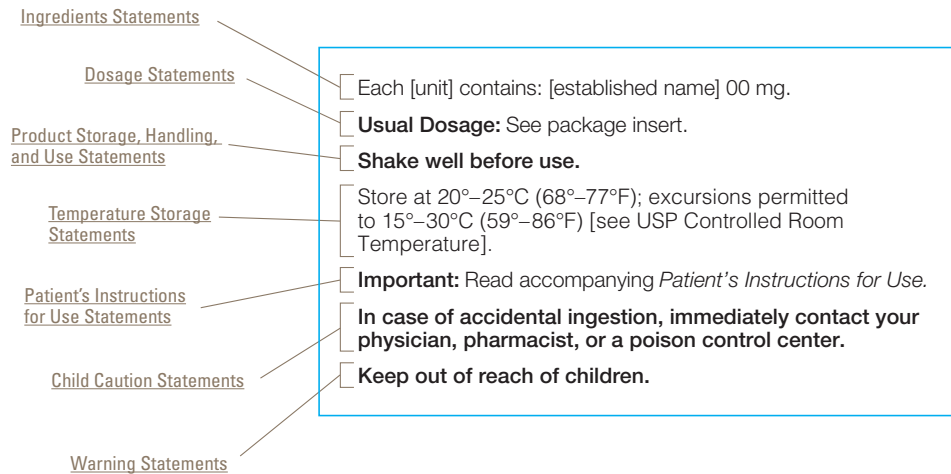


### Preferred Specifications for the Suggested Area for Patient Information

Font Family: Helvetica Neue Std (Light and Medium)

Preferred Color: Spot colors already in use within the brand's Strength or Product Differentiation color palette. Change to color space (e.g., spot to CMYK) requires Sunovion approval.

## Vertical Blister Wallet Template–Descriptive Text Expanded View



## Administration Statements

### Approved Administration Statements

#### *For products with actuator*

FOR INTRANASAL USE WITH [PROPRIETARY NAME]  
NASAL ACTUATOR ONLY

FOR ORAL INHALATION WITH [PROPRIETARY NAME]  
ACTUATOR ONLY

#### *For inhalation or nasal spray products*

FOR ORAL INHALATION ONLY

FOR INTRANASAL USE ONLY

### Design Guidelines for Administration Statements

**Font family** Helvetica Neue Std.

**Font weight** Light Condensed.

#### **Font size**

10–12 point suggested. Panel size dependent.

#### **Relational size**

Font size should be 120% the size of the NDC number.

#### **Font tracking**

For statements that appear in all capital letters, increase tracking as follows: QuarkXPress setting at +6; Illustrator and InDesign settings at +30.

#### **Placement**

Principal display panel, beneath Strength/Metered Dose Statement.

Spacing from baseline of Strength/Metered Dose Statement to baseline of Administration Statement should be 250% of font size, or adjusted as necessary to achieve an equal amount of white space above and below the Strength/Metered Dose Statement.

*Alignment:* Left aligned.

#### **Margins**

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### **Color**

*Light background color:* Black.

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

#### **Reference**

21 CFR Section 201.5. Drugs; adequate directions for use.

## Bar Code

### Approved Bar Code UPC-A NDC HRI



*Bar code is mandatory for Retail Packaging and optional on Sample Packaging.*

### Design Guidelines for Bar Code UPC-A NDC HRI

**Font family** OCRB human readable font.

**Font weight** Regular.

#### Size

*Preferred size:* 100% magnification.

*Minimum size:* 80% magnification.

#### Truncation

*Preferred truncation:* None.

*Maximum truncation:* Bars must have a height of at least 1/2" (12.7 mm; 36 points).

#### Encoding

To bar code an NDC number in U.P.C. symbology, the number system character "3" is encoded first, followed by NDC number and a modulo-10 check digit, thus creating the complete UCC-12 code.

The check digit is calculated on all 11 leading digits, including the leading number system character "3."

NDC number should be represented in the 5-3-2 format. Hyphens should not be encoded in Bar Code.

#### Placement

*Preferred:* Back panel, left and bottom aligned after allowing for quiet zone.

*Exception:* If indicated differently on the Engineering Drawing Specifications.

#### Quiet Zone

*Preferred:* Quiet zone should be 1/4" on all sides of Bar Code.

**Color** Black.

*Background:* There should be no background or gradient behind Bar Code. If there is a background on the blister wallet, the bar code must be set in a white box to prevent scanning interference.

#### Reference

21 CFR Section 201.25. Bar code label requirements.

## CMO Verification Code Area

### Approved handling of CMO Verification Code Area

Area Reserved for  
CMO Verification Code

### Design Guidelines for CMO Verification Code Area

**Font family** Helvetica Neue Std.

**Font weight** Medium.

**Font size**  
7–9 point suggested. Panel size dependent.

**Placement**  
Location designated by Contract Manufacturing Organization (CMO).

**Quiet Zone**  
CMO will include the required quiet zone for the bar code in the area reserved for CMO verification.

**Color**  
*Keyline border:* Magenta (does not print).  
*Text:* Magenta (does not print).

*Background:* There should be no background or gradient behind the CMO Verification Code Area. If there is a background on the blister wallet, the bar code must be set in a white box to prevent scanning interference.

### Verification Code Handling

CMO creates and places the verification code in the boxed area.

*Exception:* CMO may require Sunovion to add a Verification Code, e.g., Pharmacode.

In this case, the CMO Verification Code Area would not be called out, but would be replaced with the actual code, built according to Engineering Drawing Specifications.

*Exception:* CMO may use text for verification, and may provide specs for text to be placed in the reserved area.

### Pharmacode

*Number of bars/value:* Assigned by CMO.

*Thick bar:* 1.5 mm.

*Thin bar:* 0.5 mm.

*Space between bars:* 1 mm.

*Bar height:* Assigned by CMO.

*Read direction:* Assigned by CMO.

*Color of bars:* Black preferred.

*Exception:* CMO may direct a pharmacode or equivalent with different specifications.



## Controlled Substance Symbols

### Approved Controlled Substance Symbols



### Design Guidelines for Controlled Substance Symbols

#### **Symbol size**

Symbol should be 100–120% the height of the capital letters in Established Name or Dosage Form.

Symbol size must be large enough to easily identify the product's controlled substance designation.

#### **Placement**

Principal display panel. Positioned right of, and on the same baseline as Established Name.

The horizontal space between Established Name and Symbol should be twice the width of Symbol.

*If space constraints:* Space between Established Name and Symbol can be reduced to the width of Symbol.

#### **Margins**

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### **Color**

*Light background color:* Black.

*Dark background color:* Reverse to white.

#### **Reference**

21 CFR Section 1302.03. Symbol required; exceptions.

21 CFR Section 1302.04. Location and size of symbol on label and labeling.

## Copyright and Trademark Statements

### Approved Copyright and Trademark Statements

#### Copyright

##### Preferred:

© 2010, 2011 Sunovion Pharmaceuticals Inc.  
All rights reserved.

##### If space constraints:

© 2010, 2011 Sunovion Pharmaceuticals Inc.

##### Or, placed near the Manufacturer Statement:

© 2010, 2011

#### Trademark

*When a product name, not licensed by Sunovion, appears with register mark ®:*

[Product Name] is a registered trademark of [Company Name] and is used with permission.

*When a product name, not licensed by Sunovion, appears with trademark ™:*

[Product Name] is a trademark of [Company Name] and is used with permission.

### Design Guidelines for Copyright and Trademark Statements

**Font family** Helvetica Neue Std.

**Font weight** Light.

*If space constraints:* Light Condensed.

#### Font size

6–9 point suggested. Panel size dependent.

#### Relational size

Font size must be same as font size of Manufacturer and Customer Contact Statements.

#### Placement

*Preferred:* Outside Panel 3, as part of the Manufacturer/Copyright/Contact Text, directly following Descriptive Text.

*Spacing between lines (leading):* Baseline to baseline spacing between lines will be 110–120% of font size.

*Spacing between paragraphs (paragraph leading):* Baseline to baseline spacing between paragraphs will be 150–200% of font size.

*Alignment:* Left aligned.

#### Margins

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### Color

*Light background color:* Black.

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

#### Preferred Order of Manufacturer/Copyright/Contact Text

- 1) Manufacturer Statements
- 2) Copyright and Trademark Statements
- 3) Customer Contact Statement

*Paragraph treatment:* Copyright and Trademark Statement, as well as each Manufacturer/Copyright/Contact Text category, should be a separate paragraph.

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## Copyright and Trademark Statements

### **Reference**

For trademark information, see 21 CFR Section 201.1 (h)(4): Drugs; name and place of business of manufacturer, packer, or distributor.

For copyright information, see 37 CFR Section 201.20: Methods of affixation and positions of the copyright notice on various types of works.

### **Guidance for determining or changing copyright date**

Generally, copyright date is determined based on Sunovion's best estimate on piece "publication" date. This is the date the piece is distributed to the general public/consumer; typically this occurs when the piece arrives with the wholesaler or fulfillment center.

For existing packaging and labeling components:

*Minor changes:* No change or addition to copyright dates.

*Medium changes* (relevant but not significant changes): Add copyright date to those existing.

*Major changes* (new or significantly different label): Remove copyright date(s) and insert new date.

## Customer Contact Statement

### Approved Customer Contact Statement

1-888-394-7377  
www.[ProductName].com

*Note: Other statements may be directed by Sunovion brand team.*

### Design Guidelines for Customer Contact Statement

**Font family** Helvetica Neue Std.

**Font weight** Light.

*If space constraints:* Light Condensed.

**Font size**

6–9 point suggested. Panel size dependent.

**Relational size**

Font size must be same as font size of Manufacturer and Copyright and Trademark Statements.

**Placement**

*Preferred:* Outside Panel 3, as part of the Manufacturer/Copyright/Contact Text, directly following Descriptive Text.

*Spacing between lines (leading):* Baseline to baseline spacing between lines will be 110–120% of font size.

*Spacing between paragraphs (paragraph leading):* Baseline to baseline spacing between paragraphs will be 150–200% of font size.

*Alignment:* Left aligned.

**Margins**

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

**Color**

*Light background color:* Black.

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

**Preferred Order of Manufacturer/  
Copyright/Contact Text**

- 1) Manufacturer Statements
- 2) Copyright and Trademark Statements
- 3) Customer Contact Statement

*Paragraph treatment:* Customer Contact Statement, as well as each Manufacturer/Copyright/Contact Text category, should be a separate paragraph.

**Reference**

21 CFR Section 201.1. Drugs; name and place of business of manufacturer, packer, or distributor.

## Ingredients Statements

### Approved Ingredients Statements\*

Each [unit] contains:  
[established name] 00 mg.

Contains no preservatives.

#### *For blister wallets*

Each [unit] contains 00 mg of  
[established name].

### Design Guidelines for Ingredients Statements

**Font family** Helvetica Neue Std.

**Font weight** Light.

*If space constraints:* Light Condensed.

#### **Font size**

7–10 point suggested. Panel size dependent.

#### **Relational size**

All Descriptive Text must be the same size.

#### **Placement**

*Preferred:* Outside Panel 3 within Descriptive Text block (see Preferred Order of Descriptive Text).

*Spacing between lines (leading):* When statements are longer than one line, baseline to baseline spacing between lines will be 110–120% of font size.

*Spacing between paragraphs (paragraph leading):* Baseline to baseline spacing between paragraphs will be 150–200% of font size.

*Alignment:* Left aligned.

*Additional placement:* Ingredients Statement shown above for blister wallets should also be placed on inside panel in close proximity to the area where medication is dispensed.

#### **Margins**

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### **Color**

*Light background color:* Black.

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

#### **Preferred Order of Descriptive Text**

- 1) Ingredients Statements
- 2) Dosage Statements
- 3) Product Storage, Handling, and Use Statements
- 4) Temperature Storage Statements
- 5) Patient's Instructions for Use Statements
- 6) Warning Statements
- 7) Child Caution Statements

*Paragraph treatment:* Ingredients Statements, as well as each Descriptive Text category, should be a separate paragraph.

#### **Reference**

21 CFR Section 201.10. Drugs; statement of ingredients.

\*Other formulation ingredients may be needed.

## Dosage Statements

### Approved Dosage Statements (depending on form of product, e.g., tablet, liquid; and dosage administration)

**Usual Dosage:** One tablet at bedtime.

**Usual Dosage:** One tablet per day with food.

**Usual Dosage:** See package insert.

Use only as directed by your physician. Do not exceed recommended dose.

### Design Guidelines for Dosage Statements

**Font family** Helvetica Neue Std.

#### Font weight

Medium and Light as shown in the Approved Statements above.

*If space constraints:* Medium and Light Condensed.

#### Font size

7–10 point suggested. Panel size dependent.

#### Relational size

All Descriptive Text must be the same size.

#### Placement

*Preferred:* Outside Panel 3 within Descriptive Text block (see Preferred Order of Descriptive Text).

*Spacing between lines (leading):* When statements are longer than one line, baseline to baseline spacing between lines will be 110–120% of font size.

*Spacing between paragraphs (paragraph leading):* Baseline to baseline spacing between paragraphs will be 150–200% of font size.

*Alignment:* Left aligned.

#### Margins

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### Color

*Light background color:* Black.

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

#### Preferred Order of Descriptive Text

- 1) Ingredients Statements
- 2) Dosage Statements
- 3) Product Storage, Handling, and Use Statements
- 4) Temperature Storage Statements
- 5) Patient's Instructions for Use Statements
- 6) Warning Statements
- 7) Child Caution Statements

*Paragraph treatment:* Dosage Statements, as well as each Descriptive Text category, should be a separate paragraph.

## Product Storage, Handling, and Use Statements

### Approved Product Storage, Handling, and Use Statements

Shake well before use.

Shake gently before use.

#### **For foil pouches**

Unit-dose vials should remain stored in the protective foil pouch at all times.

Once the foil pouch is opened, the vials should be used within two weeks.

Once removed from the foil pouch, the individual vials should be used within one week.

Open the foil pouch just prior to administration.

After opening the foil pouch, the unused vials should be returned to, and stored in, the pouch.

#### **For products with actuator**

For optimal results, canister should be at room temperature when used.

#### **For aerosol products**

**CONTENTS UNDER PRESSURE.** Do not puncture. Do not use or store near heat or open flame. Exposure to temperatures above 49°C (120°F) may cause bursting. Never throw canister into fire or incinerator.

#### **For concentrated products**

Dilute before use.

#### **For solutions**

Discard if solution is not colorless.

#### **For inhalation or nasal spray products**

Avoid spraying in eyes.

### Design Guidelines for Product Storage, Handling, and Use Statements

**Font family** Helvetica Neue Std.

#### **Font weight**

Medium and Light as shown in the Approved Statements above.

*If space constraints:* Medium and Light Condensed.

#### **Font size**

7–10 point suggested. Panel size dependent.

#### **Relational size**

All Descriptive Text must be the same size.

#### **Placement**

*Preferred:* Outside Panel 3 within Descriptive Text block (see Preferred Order of Descriptive Text).

*Spacing between lines (leading):* When statements are longer than one line, baseline to baseline spacing between lines will be 110–120% of font size.

*Spacing between paragraphs (paragraph leading):* Baseline to baseline spacing between paragraphs will be 150–200% of font size.

*Alignment:* Left aligned.

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## Product Storage, Handling, and Use Statements

### **Margins**

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

### **Color**

*Light background color:* Black.

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

### **Preferred Order of Descriptive Text**

- 1) Ingredients Statements
- 2) Dosage Statements
- 3) Product Storage, Handling, and Use Statements
- 4) Temperature Storage Statements
- 5) Patient's Instructions for Use Statements
- 6) Warning Statements
- 7) Child Caution Statements

*Paragraph treatment:* Product Storage, Handling, and Use Statements, as well as each Descriptive Text category, should be a separate paragraph.

*If space constraints:* Product Storage, Handling, and Use Statements can be combined into one paragraph.



## Temperature Storage Statements

### Approved Temperature Storage Statements

**Storage:** Store at 20°–25°C (68°–77°F); excursions permitted to 15°–30°C (59°–86°F) [see USP Controlled Room Temperature].

Store at 20°–25°C (68°–77°F) [see USP Controlled Room Temperature].

Store at 25°C (77°F) [see USP Controlled Room Temperature].

Store at 25°C (77°F) [see USP].

Do not freeze.

Protect from freezing temperatures and direct sunlight.

Protect from light and excessive heat.

Keep tightly closed.

### Design Guidelines for Temperature Storage Statements

**Font family** Helvetica Neue Std.

#### Font weight

Medium and Light as shown in the Approved Statements above.

*If space constraints:* Medium and Light Condensed.

#### Font size

7–10 point suggested. Panel size dependent.

#### Relational size

All Descriptive Text must be the same size.

#### Usage of en dash and degree symbol

Temperature range uses an en dash (–) with no space around it. There is no space between the degree sign (°) and “C” or “F”.

#### Placement

*Preferred:* Outside Panel 3 within Descriptive Text block (see Preferred Order of Descriptive Text).

*Spacing between lines (leading):* When statements are longer than one line, baseline to baseline spacing between lines will be 110–120% of font size.

*Spacing between paragraphs (paragraph leading):* Baseline to baseline spacing between paragraphs will be 150–200% of font size.

*Alignment:* Left aligned.

#### Margins

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### Color

*Light background color:* Black.

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

#### Preferred Order of Descriptive Text

- 1) Ingredients Statements
- 2) Dosage Statements
- 3) Product Storage, Handling, and Use Statements
- 4) Temperature Storage Statements
- 5) Patient’s Instructions for Use Statements
- 6) Warning Statements
- 7) Child Caution Statements

*Paragraph treatment:* Temperature Storage Statements should be combined into one paragraph. Each Descriptive Text category should be a separate paragraph.

#### Reference

US Pharmacopeia. USP-29-NF24. Statements/labeling of the immediate containers or package insert.

## Patient's Instructions for Use Statements

### Approved Patient's Instructions for Use Statements

**Attention Pharmacist** (or "Physician" for samples): Dispense with accompanying *Patient's Instructions for Use*.

**Important:** Read accompanying *Patient's Instructions for Use*.

### Design Guidelines for Patient's Instructions for Use Statements

**Font family** Helvetica Neue Std.

#### Font weight

Medium and Light as shown in the Approved Statements above.

*If space constraints:* Medium and Light Condensed.

#### Font size

7–10 point suggested. Panel size dependent.

#### Relational size

All Descriptive Text must be the same size.

#### Placement

*Preferred:* Outside Panel 3 within Descriptive Text block (see Preferred Order of Descriptive Text).

*Spacing between lines (leading):* When statements are longer than one line, baseline to baseline spacing between lines will be 110–120% of font size.

*Spacing between paragraphs (paragraph leading):* Baseline to baseline spacing between paragraphs will be 150–200% of font size.

*Alignment:* Left aligned.

#### Margins

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### Color

*Light background color:* Black.

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

#### Preferred Order of Descriptive Text

- 1) Ingredients Statements
- 2) Dosage Statements
- 3) Product Storage, Handling, and Use Statements
- 4) Temperature Storage Statements
- 5) Patient's Instructions for Use Statements
- 6) Warning Statements
- 7) Child Caution Statements

*Paragraph treatment:* Patient's Instructions for Use Statements, as well as each Descriptive Text category, should be a separate paragraph.

## Warning Statements

### Approved Warning Statements

In case of accidental ingestion, immediately contact your physician, pharmacist, or a poison control center.

Please see full prescribing information including BOXED WARNINGS.

### Design Guidelines for Warning Statements

**Font family** Helvetica Neue Std.

**Font weight** Medium.

*If space constraints:* Medium Condensed.

#### Font size

7–10 point suggested. Panel size dependent.

#### Relational size

All Descriptive Text must be the same size.

#### Placement

*Preferred:* Outside Panel 3 within Descriptive Text block (see Preferred Order of Descriptive Text).

*Spacing between lines (leading):* When statements are longer than one line, baseline to baseline spacing between lines will be 110–120% of font size.

*Spacing between paragraphs (paragraph leading):* Baseline to baseline spacing between paragraphs will be 150–200% of font size.

*Alignment:* Left aligned.

#### Margins

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### Color

*Light background color:* Black.

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

#### Preferred Order of Descriptive Text

- 1) Ingredients Statements
- 2) Dosage Statements
- 3) Product Storage, Handling, and Use Statements
- 4) Temperature Storage Statements
- 5) Patient's Instructions for Use Statements
- 6) Warning Statements
- 7) Child Caution Statements

*Paragraph treatment:* Warning Statements, as well as each Descriptive Text category, should be a separate paragraph.

#### Reference

21 CFR Section 201.57. Specific requirements on content and format of labeling for human prescription drug and biological products described in 201.56(b)(1).

## Child Caution Statements

### Approved Child Caution Statements

***For all packaging***

Keep out of reach of children.

***For non-child resistant packaging, add***

Package not child resistant.

### Design Guidelines for Child Caution Statements

**Font family** Helvetica Neue Std.

**Font weight** Medium.

*If space constraints:* Medium Condensed.

**Font size**

7–10 point suggested. Panel size dependent.

**Relational size**

All Descriptive Text must be the same size.

**Placement**

*Preferred:* Outside Panel 3 within Descriptive Text block (see Preferred Order of Descriptive Text).

*Spacing between lines (leading):* When statements are longer than one line, baseline to baseline spacing between lines will be 110–120% of font size.

*Spacing between paragraphs (paragraph leading):* Baseline to baseline spacing between paragraphs will be 150–200% of font size.

*Alignment:* Left aligned.

**Margins**

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

**Color**

*Light background color:* Black.

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

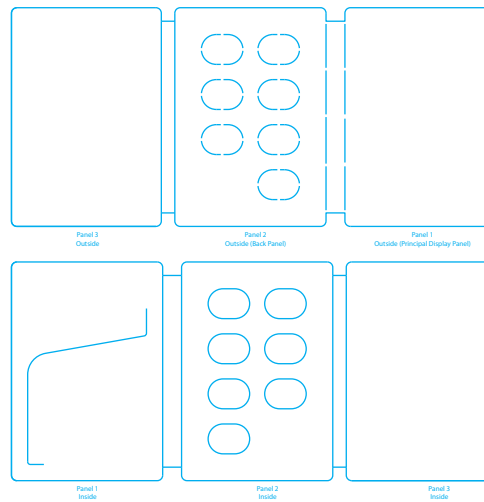
**Preferred Order of Descriptive Text**

- 1) Ingredients Statements
- 2) Dosage Statements
- 3) Product Storage, Handling and Use Statements
- 4) Temperature Storage Statements
- 5) Patient's Instructions for Use Statement
- 6) Warning Statements
- 7) Child Caution Statements

*Paragraph treatment:* Child Caution Statements, as well as each Descriptive Text category, should be a separate paragraph.

## Die Line

### Approved Die Line



### Design Guidelines for Vertical Blister Wallet Die Line

#### Die Line Supplier

CMO will provide die line at 100% of final component size. The die will show where the blister wallet will be cut and how it will be folded.

CMO will indicate, either on the die or on a separate engineering drawing, the position of any areas needed for their packaging equipment, such as Lot and Expiration date imprinting or verification code areas.

The die supplied by the CMO will become the foundation for the design.

Die can be edited according to Sunovion's preferences for line weight and color, but should not be edited for size or shape.

#### Line Weight

Stroke weight of all rules should be 1/2 point and should be set to overprint.

#### Stroke Color

Color type: Spot.

Color name: Die.

Color definition: 100% cyan preferred. Any alternate color except black can be used if cyan does not provide adequate contrast.

#### Helpful Information

Die supplied by CMO may contain useful information not needed for Sunovion's design approval process, such as measurements or multiple placement options. This information should remain with the file, but may be moved to an invisible layer.

#### Exception

CMO may request their die be used in full and unedited.

## Label Part Number

### Approved Label Part Number

00000-00

### Design Guidelines for Label Part Number Format

**Font family** Helvetica Neue Std.

**Font weight** Light.

*If space constraints:* Light Condensed.

**Font size**

7–9 point suggested. Panel size dependent.

**Placement**

*Preferred:* Back Panel.

*Alignment:* Right and bottom aligned.

**Margins**

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

**Color**

*Light background color:* Black.

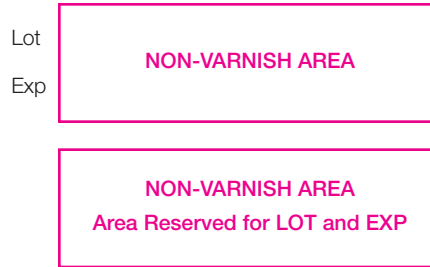
*Dark background color:* Reverse to white. Font weight should change to Medium.

**Exception**

If Label Part Number is used for online verification (i.e., Vision System), refer to Engineering Drawing Specifications for all parameters.

## Lot and Expiration Date Area

### Approved Style for Lot and Expiration Date Area



### Design Guidelines for Lot and Expiration Date Area

**Font family** Helvetica Neue Std.

**Font weight** Medium.

**Font size**

7–9 point suggested. Panel size dependent.

**Placement**

Location designated by Contract Manufacturing Organization (CMO).

**Margins**

Designated by CMO.

**Color**

*Keyline border:* Magenta (does not print).

*Text:* Magenta (does not print).

*Box color:* White, or color designated in engineering drawing.

**References**

21 CFR Section 201.18. Drugs; significance of control numbers.

21 CFR Section 201.17. Drugs; location of expiration date.

## Manufacturer Statements

### Approved Manufacturer Statements

Manufactured for Sunovion Pharmaceuticals Inc.  
Marlborough MA 01752 USA

Manufactured for Sunovion Pharmaceuticals Inc.  
Marlborough MA 01752 USA  
Made in [Country]

### Design Guidelines for Manufacturer Statements

**Font family** Helvetica Neue Std.

**Font weight** Light.

*If space constraints:* Light Condensed.

#### Font size

6–9 point suggested. Panel size dependent.

#### Relational size

Font size must be same as font size for Copyright and Trademark and Customer Contact Statements.

#### Placement

*Preferred:* Outside Panel 3, as part of the Manufacturer/Copyright/Contact Text, directly following Descriptive Text.

*Spacing between lines (leading):* Baseline to baseline spacing between lines will be 110–120% of font size.

*Spacing between paragraphs (paragraph leading):* Baseline to baseline spacing between paragraphs will be 150–200% of font size.

*Alignment:* Left aligned.

#### Margins

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### Color

*Light background color:* Black.

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

#### Line break preference

Line break after "Inc." is preferred. Additional line break after "for" is acceptable.

#### Preferred Order of Manufacturer/Copyright/Contact Text

- 1) Manufacturer Statements
- 2) Copyright and Trademark Statements
- 3) Customer Contact Statement

*Paragraph treatment:* Manufacturer Statement, as well as each Manufacturer/Copyright/Contact Text category, should be a separate paragraph.

#### References

21 CFR Section 201.1. Drugs; name and place of business of manufacturer, packer, or distributor.

Country of origin:

19 CFR Section 134.25. Containers or holders for repacked J-list articles and articles incapable of being marked.

19 CFR Section 134.26. Imported articles repacked or manipulated.



## Medication Guide Statements

### Approved Medication Guide Statements

#### *For unit-of-use packaging*

ATTENTION DISPENSER: Dispense the enclosed [or accompanying] Medication Guide to each patient.

#### *For bulk pharmacy packaging*

ATTENTION DISPENSER: Each time [Product Name] is dispensed give the patient a Medication Guide, also provided at [www.\[ProductName\].com](http://www.[ProductName].com) or 1-888-394-7377.

### Design Guidelines for Medication Guide Statements

**Font family** Helvetica Neue Std.

**Font weight** Medium Condensed.

#### **Font size**

9–11 point suggested. Panel size dependent.

#### **Relational size**

Font size must be 100–120% of font size of NDC Number.

#### **Placement**

Principal display panel in a rectangular box where the box length is approximately three times the height.

Box should consist of at least a 1/2 point border, in the strength or product differentiation color, with a 3 to 5 point overall margin between the box and the text.

*Preferred:* Statement appears above Sunovion Corporate Branding with space below the statement at least 1/8" from Corporate Branding.

Medication Guide Statements must be prominently displayed.

*Spacing between lines (leading):* Baseline to baseline spacing between lines will be 110–120% of font size.

*Alignment:* Right aligned.

#### **Margins**

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### **Color**

*Light background color:* Black.

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

#### **Reference**

21 CFR Section 208.24. Distributing and dispensing a Medication Guide.

## NDC Number

### Approved NDC Number

NDC 63402-000-00

### Design Guidelines for NDC Number

**Font family** Helvetica Neue Std.

**Font weight** Light Condensed.

**Font size**

8–10 point suggested. Panel size dependent.

**Relational size**

Font size must be same as font size for Professional Sample Statements.

**Placement**

The first line of text in the upper left corner of the principal display panel.

*Alignment:* Left aligned.

**Margins**

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

**Color**

*Light background color:* Black.

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

**Reference**

21 CFR Section 207.35. Notification of registrant; drug establishment registration number and drug listing number.

21 CFR Section 201.2. Drugs and devices; National Drug Code numbers.

## Package Contents Statements

### Approved Package Contents Statements

Net Contents: 00 g

#### **For tablets**

00 Tablets

*If separate dispensing units are contained within the component, add:*

(00 [package], 00 Tablets Each)

#### **For inhalation solutions**

One 00 mL Sterile Unit-Dose Vial

*If separate dispensing units are contained within the component, add:*

00 x 00 mL Sterile Unit-Dose Vials

### Design Guidelines for Package Contents Statements

**Font family** Helvetica Neue Std.

#### **Font weight**

Medium Condensed and Light Condensed as shown in the Approved Statements above.

#### **Relational size**

Same font size as NDC Number. Numbers (shown in Medium Condensed in the above Package Contents Statements) should be 125% of the font size of NDC Number.

#### **Placement**

First line of text in the upper right corner of the principal display panel.

*Alignment:* Right aligned. Base align with NDC Number.

#### **Margins**

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### **Color**

*Light background color:* Black.

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

#### **Reference**

21 CFR Section 201.51. Declaration of net quantity of contents.

## 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 85% and a maximum of 120% of the height of the right edge of the green Sunovion Corporate Branding Band.

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

*Spine:* Product Name should be included in a supply description ["00 day supply of Proprietary Name (established name) Dosage Form"]. All text in the supply description should be the same size and no more than 70% of the size of the number(s) in the Strength Statement on spine.

#### Relational size

The design objective is for the Product Name to have visual prominence over the Sunovion Corporate Branding. The package designer should exercise judgment, adjusting the size of the Product Name or the Sunovion Corporate Branding for a panel where the Proprietary Name guideline of 125% does not achieve the desired result.

#### Placement

*Mandatory:* Principal display panel, back panel and at least one inside 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 (or NDC Number if no Professional Sample Statement) to baseline of Proprietary Name should be a minimum of 150% of the font size of Proprietary Name.

*Spine:* Left aligned, centered vertically.

#### Margins

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### Color

*Light background color:* Black.

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

#### Reference

21 CFR Section 201.10(g)(2)-(h)(2). Drugs; statement of ingredients.

## Professional Sample Statements

### Approved Professional Sample Statements

PROFESSIONAL SAMPLE – NOT FOR SALE OR REIMBURSEMENT

PROFESSIONAL SAMPLE  
NOT FOR SALE OR REIMBURSEMENT

### Design Guidelines for Professional Sample Statements

**Font family** Helvetica Neue Std.

**Font weight** Medium Condensed.

**Font size**

8–10 point suggested. Panel size dependent.

**Relational size**

Font size must be the same as font size of NDC Number.

**Font tracking**

For statements that appear in all capital letters, increase tracking as follows: QuarkXPress setting at +6; Illustrator and InDesign settings at +30.

**Placement**

The second line of text in the upper left corner of the principal display panel, directly below NDC Number.

*Spacing between lines (leading):* If Professional Sample Statement is two lines, baseline to baseline spacing between lines should be 105% of font size.

*Spacing between paragraphs (paragraph leading):* Baseline to baseline spacing between NDC and first line of Professional Sample Statement should be 150% of font size.

*Alignment:* Left aligned.

**Margins**

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

**Color**

*Light background color:* Black.

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

**Reference**

21 CFR Section 203.38. Sample lot or control numbers; labeling of sample units.

## Rx Only Statement

### Approved Rx Only Statement

Rx Only

### Design Guidelines for Rx Only Statement

**Font family** Helvetica Neue Std.

**Font weight** Light Condensed.

**Font size**  
10–12 point suggested. Panel size dependent.

**Relational size**  
Font size should be 120% the font size of NDC number.

**Placement**  
Principal display panel.

*If blister wallet includes an Administration Statement:*  
Spacing from baseline of Administration Statement to baseline of Rx Only Statement should be 150–200% of font size.

*If Rx Only Statement follows an element other than the Administration Statement:*  
Spacing from baseline of the prior element to baseline of Rx Only Statement should be 200% of font size.

*Alignment:* Left aligned.

### **Margins**

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

### **Color**

*Light background color:* Black.

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

### **Reference**

Guidance for Industry. Implementation of Section 126 of the Food and Drug Administration Modernization Act of 1997 — Elimination of Certain Labeling Requirements.

## Strength/Metered Dose Statements

### Approved Strength/Metered Dose Statements

00 mg

00 mcg/actuation

00 Metered Inhalations

00 mcg/actuation

00 Metered Actuations

00 mcg/00 mL

### Design Guidelines for Strength/Metered Dose Statements

**Font family** Helvetica Neue Std.

**Font weight** Medium Condensed.

#### Font size

Number(s) in Strength Statement should be the same size as capital letters in the Proprietary Name. All other text should be 80% the size of the numbers.

Metered Dose Statements should be the same size as Established Name.

*Exception:* On spine, number(s) in Strength Statement should be 150% of the supply description ["00 day supply of Proprietary Name (established name) Dosage Form"]. All other text in the Strength Statement on the spine should be 80% of the number(s) in the statement.

#### Placement

Beneath Product Name on principal display panel and any panel where Product Name appears.

Spacing from baseline of Established Name to baseline of Strength Statement should be 125% of the font size of the number(s) in Strength Statement.

Spacing from baseline of Strength Statement to baseline of Metered Dose Statement should be 125–150% of the font size of Metered Dose Statement.

*Alignment:* Left aligned.

*Exception:* On spine, right aligned, centered vertically.

#### Margins

Margins from all edges of blister wallet panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

#### Color

*Strength Statement:* Strength or product differentiation color as specified by Sunovion Regulatory Affairs and Brand Team.

*Metered Dose Statement:* Black.

#### Reference

21 CFR Section 201.51. Declaration of net quantity of contents.

## Sunovion Corporate Branding

**Preferred:**  
**Approved Sunovion Corporate Branding**



### Design Guidelines for Sunovion Corporate Branding

#### Graphic size

*Step 1.*  
Uniformly size the authorized “CorporateBranding\_r3.eps” graphic file to equal 110% of panel width.

*Step 2.*  
Position so Corporate Branding abuts the bottom and right edges of the panel (the left edge should overset the panel by 10%).

*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.

*Step 5.*  
Crop the left edge of the color band to match panel width.

#### Placement

Principal display panel.

Minimum quiet zone around Sunovion Corporate Branding is 1/8".

*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.

**If space constraints:**  
**Approved Sunovion Logo and Prism**



### Design Guidelines for Sunovion Logo and Prism

#### Graphic size

Minimum width of the Sunovion Logo and Prism is 15 mm.

#### Placement

Lower right corner of the principal display panel, or left aligned below Product Name and Strength/Metered Dose Statement on any other blister wallet panel.

Minimum quiet zone around Sunovion Logo and Prism is 1/8" (3 mm; 9 points).

Sunovion Logo and Prism cannot be modified in any way.

**Color** PMS 341 or black.