

Product Name

Approved Product Name Format

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.

Relational size

The design objective is for the Product Name to have visual prominence over the Corporate Branding. The package designer should exercise judgment, adjusting the size of the Product Name or the Corporate Branding for a panel where the Proprietary Name guideline of 85% to 120% does not achieve the desired result.

Placement

On the principal display panel, and at a minimum, on every panel where the Sunovion Corporate Branding appears.

Established Name and Dosage Form should be on one line, directly below Proprietary Name.

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.

Margins

Margins from all edges of carton 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.