

Core Design Principles

for Sunovion Packaging

Design Philosophy

Product branding

Product identification and branding should be the primary focus of any Sunovion packaging component. When possible, the Brand Logo should be the first element to catch the eye.

Differentiation between strengths

Differentiation between strengths or presentations of the same brand should be easily recognizable, to promote patient safety and reduce medication error.

Corporate branding

Corporate branding proudly unites Sunovion's corporate identity across our product portfolio.

Legibility

Fonts and spacing between elements have been recommended in these Guidelines with legibility top of mind.

Clarity and consistency

Clarity and consistency should be a primary objective for the content of all Sunovion packaging components. In that regard, approved language has been stipulated for each content statement.

 **Aptiom**[®]
(eslicarbazepine acetate) Tablets

Brovana[®]
(arformoterol tartrate)
Inhalation Solution

KYNMOBI[®]
(apomorphine HCl) sublingual film

Latuda[®]
(lurasidone HCl) tablets

 **Lonhala**[®] **Magnair**[®]
(glycopyrrolate) Inhalation Solution

Lunesta[®]
(eszopiclone) Tablets

Xopenex HEA[®]
(levalbuterol tartrate)
Inhalation Aerosol

Corporate Branding

Use of Corporate Branding in Sunovion Packaging



Sunovion Corporate Branding, as shown above, should appear on all Sunovion packaging where space allows.

Sunovion Corporate Branding is intended to unify our product portfolio with a uniquely Sunovion "feel".

The colors, the slope, and the overall presentation of Sunovion Corporate Branding brings our company tagline to life:

Innovation today, healthier tomorrows

Alternative Corporate Branding

When space or type of component prohibits the use of the branding shown above, the logo by itself may be substituted as shown below.



Color

Use of Color in Sunovion Packaging

Logo Color

The color palette of any packaging component includes colors developed for a particular brand through its logo. The logo will be the chief brand identifying element.

Strength/Product Differentiation Color

Sunovion is committed to providing health care providers and pharmacists with easily-identifiable packaging.

To differentiate between strengths of a particular brand, Sunovion’s Brand Team selects a highlight color for each available strength.

The Strength/Product Differentiation Color, which varies from strength to strength and product to product, is applied to the Strength Statement of every component as well as to the Sunovion Corporate Branding.

Sunovion Corporate Branding Colors

The color band in Sunovion Corporate Branding is a gradient of the Strength/Product Differentiation color.

Sunovion’s logo and prism under the color band are PMS 341 green.

Text

Black.

Boxed Text

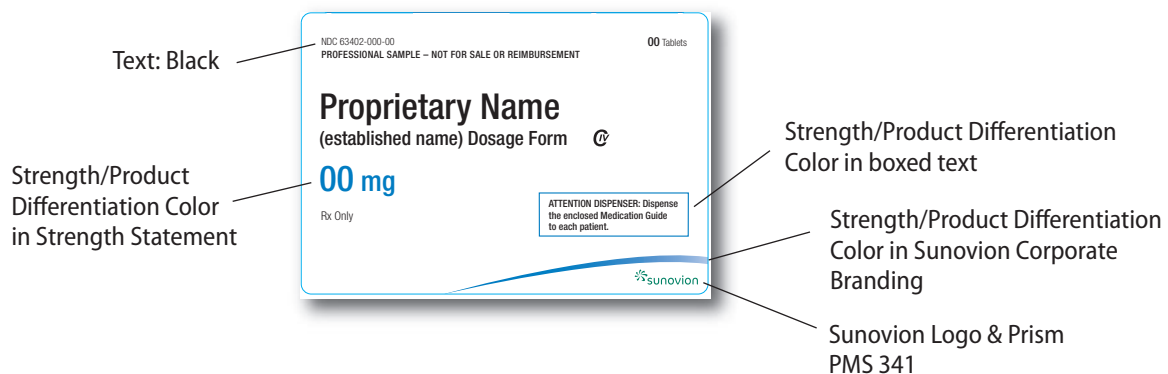
The bounding rule around any boxed text should be the Strength/Product Differentiation color. Text is black.

Prescribing Information, Medication Guides, and Patient Information

Both text and logos are black.

Alternative Corporate Branding

When space or type of component prohibits the use of the branding shown on page 3, the logo by itself may be substituted as shown below. Logo should appear in PMS 341 green, or black.



Typography

Use of Fonts in Sunovion Packaging

The objective for Sunovion packaging is a consistent use of font across all brands.

Helvetica Neue is the chosen font family. Shown below are the approved font weights.

Postscript-flavored OpenType fonts are preferred over TrueType or Type 1.

For Packaging without Space Constraints

Helvetica Neue LT Std Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Helvetica Neue LT Std Light Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Helvetica Neue LT Std Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For Packaging with Space Constraints

Helvetica Neue LT Std Light Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Helvetica Neue LT Std Light Condensed Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Helvetica Neue LT Std Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std Medium Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Note: For Medication Guides, Instructions for Use, and Prescribing Information, or when type is reversed, use Helvetica Neue LT Std in place of Helvetica Neue LT Std Light, and Helvetica Neue LT Std Bold in place of Helvetica Neue LT Std Medium.