

## 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.

#### 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

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 (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 the seal area to any foil pouch panel must be a minimum of 1/8" (3 mm; 9 points).

#### Color

*Light background color or foil:* Black.

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

*Preferred background color:* Foil pouch background prints white.

#### Reference

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