

## 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 60% of panel width (maximum 4").

*Step 2.*  
Position so Corporate Branding abuts the bottom and right edges of the panel.

*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.

#### Placement

Principal display panel.

Minimum quiet zone around Sunovion Corporate Branding is  $\frac{3}{8}$ " on the principal display panel and  $\frac{1}{4}$ " on other panels.

*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.

**Alternate (see Usage):**  
**Approved Sunovion Logo and Prism**



### Design Guidelines for Sunovion Logo and Prism

#### Usage

Sunovion Logo and Prism can be used should there be an impact on extractable/leachable data through the increased ink coverage of approved Sunovion Corporate Branding.

#### Graphic size

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

#### Placement

Lower right corner of the principal display panel.

Minimum quiet zone around Sunovion Logo and Prism is  $\frac{1}{8}$ " (3 mm; 9 points).

Sunovion Logo and Prism cannot be modified in any way.

**Color** PMS 341 or black.