

Phonetic Spelling of Proprietary Name

Approved Phonetic Spelling of Proprietary Name

[Prə-prī'-ī-tēr'-ē nām]

Design Guidelines for Phonetic Spelling of Proprietary Name

Font family Helvetica Neue Std.

If phonetic characters unavailable:
Arial or ITC Stone Sans STD Phonetic.

Font weight Bold Italic.

Font size

11 point suggested.

Relational size

Font size must be same as font size of
Established Name.

Placement

Positioned right of, and on the same baseline as
Proprietary Name within the Header Area.

Margins Designated by CMO.

Color Black.

Reference

21 CFR Section 208.20(b)(1). Content and format of
a Medication Guide.