



SANOFI

BRAND GUIDELINES

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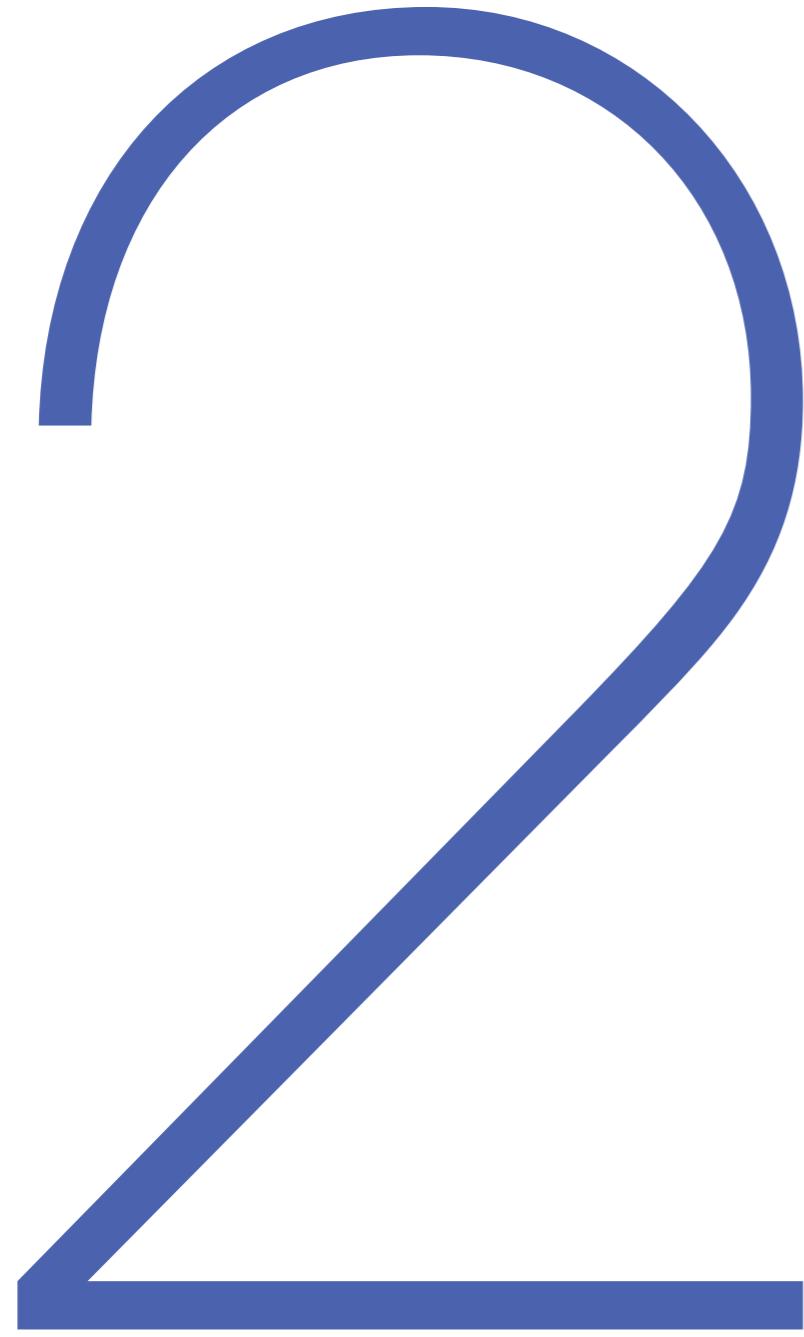
11 PACKAGING

Over the last two years, our company has evolved under the direction of its new management: adapting our structure to increase innovation in R&D, seizing external growth opportunities and adapting our company to future challenges. We've also redefined our company culture with the ambition to "become a diversified global health care leader, focused on patients' needs".

Following the 2011 Annual Shareholders Meeting, our company is called simply Sanofi. This change recognises that in practice, we were already referred to as Sanofi; but more importantly, it will simplify our company's name for business activities around the world and better reflect the new reality of the company and its diversity. The name Sanofi will further bring all employees together under a strong and easy to remember brand name and further aid in raising our global awareness and image with a clear brand architecture.

To complement our new name, the next few pages will give you a first glance of our new corporate identity. This new identity represents Sanofi's ambitions, which involve ensuring that our activities revolve around both the patient and our key growth drivers, which will guide us to achieve our goals!

LAURE THIBAUD
SENIOR VICE PRESIDENT
COMMUNICATIONS



A NEW LOGO

THE BIRD OF HOPE

Discovering the new logo

Questions & answers



WHAT IS THE MEANING OF THE NEW LOGO?

This new icon represents the hope that we bring to approximately 7 billion people around the world.

Working tirelessly, with passion and confidence, we always focus on enhancing life for patients.



SANOFI

WHY DO WE USE CAPITAL LETTERS AND A ROUNDED TYPOGRAPHY?

As we are the 5th largest pharmaceutical group in the world and the 3rd in Europe (source: IMS sales 2010), capital letters in our logo illustrate our status.

Yet our name is written in soft, convivial and rounded typography, reflecting our compassionate and respectful approach to our work with our patients, customers, employees and partners.

WHY THIS CHOICE OF COLOURS?

These colours represent life:

- White for air
- Blue for water
- Green for earth
- Ochre for fire.

WHAT DO THE THREE SHAPES REPRESENT?

Sanofi's strategy is built on three key principles (Innovation, Adaptability and Growth), so the icon is made of three shapes that come together to make a whole: the planet we contribute to build with the bird of hope in the centre.

Just as Sanofi employees come from many diverse backgrounds and culture, so these shapes are different from one another, yet complementary.

Just as we are open to partnerships, to exploring and seizing external growth opportunities, the organisation's new icon is open and fluid.



GRAPHICS

A GRAPHICAL UNIVERSE BEYOND THE LOGO

Logo

- Logo versions
- Logo colours
- Single-colour version
- Complementary palette
- Fonts
- Visual policy & additional graphics
- Aspirational visuals
- Informative visuals
- Product shots
- Focus icons

LOGO VERSIONS

The logo should never be altered.



The full-colour pyramidal version of the logo (above) should be used whenever possible, against a white background.



The horizontal logo variation (above) may be used for specific cases, in particular on product communication (for packaging and printed pieces). Please refer to chapters 10 & 11.



We recommend always keeping a clear space all around the logo.

This space should be equal to two “O”s of the Sanofi typeface.

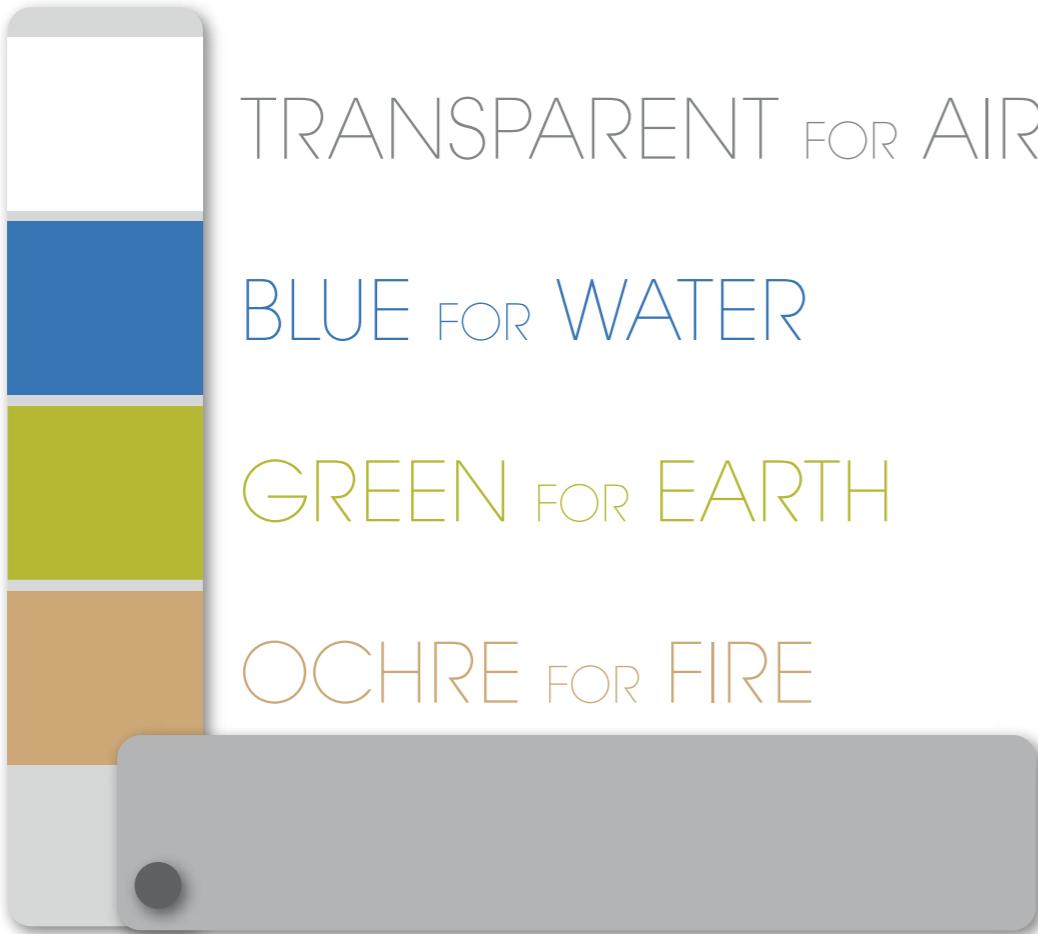
It might be reduced to one “O” in some special cases like web applications or packaging. More details are given regarding these specific rules in the relevant chapters.

LOGO COLOURS

THE FOUR COLOURS REPRESENT LIFE

The logo and its four colours are the primary representations of the Sanofi brand identity.

A precise colour palette has been defined and should always be used:



TRANSPARENT FOR AIR

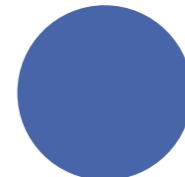
BLUE FOR WATER

GREEN FOR EARTH

OCHRE FOR FIRE



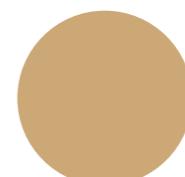
SANOFI



Pantone: 7455C
CMYB: 79.66.0.0
RGB: 68.68.146
Hexa: 515BA2



Pantone: 397C
CMYB: 20.0.100.19
RGB: 172.179.23
Hexa: ACB317



Pantone: 466C
CMYB: 20.32.58.0
RGB: 188.163.106
Hexa: BCA36A

GRAPHICS | LOGO

SINGLE-COLOUR VERSION



BLACK MONOCHROME



The logo also may be used in a black-and-white version, and if necessary, single colour applications are also available:

- White monochrome version (for dark and busy background)
- Blue monochrome version (for light or white background)

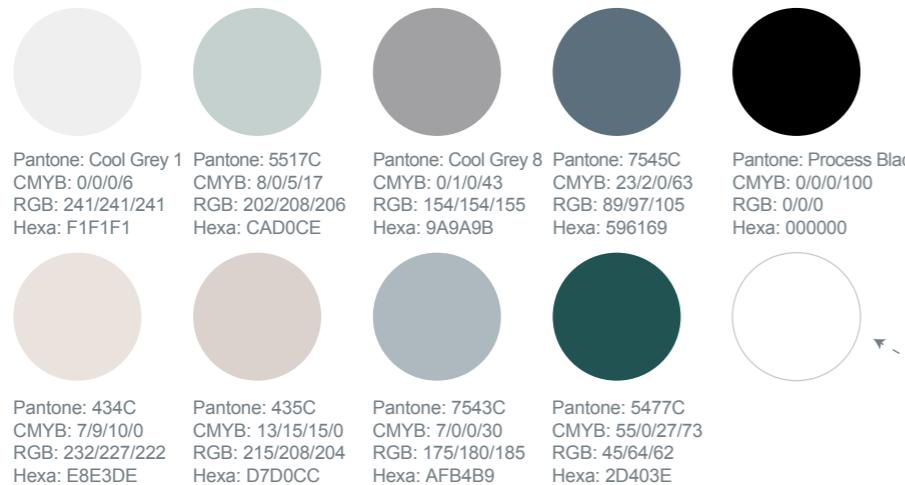


BLUE MONOCHROME

Light and busy / plain background

COMPLEMENTARY PALETTE

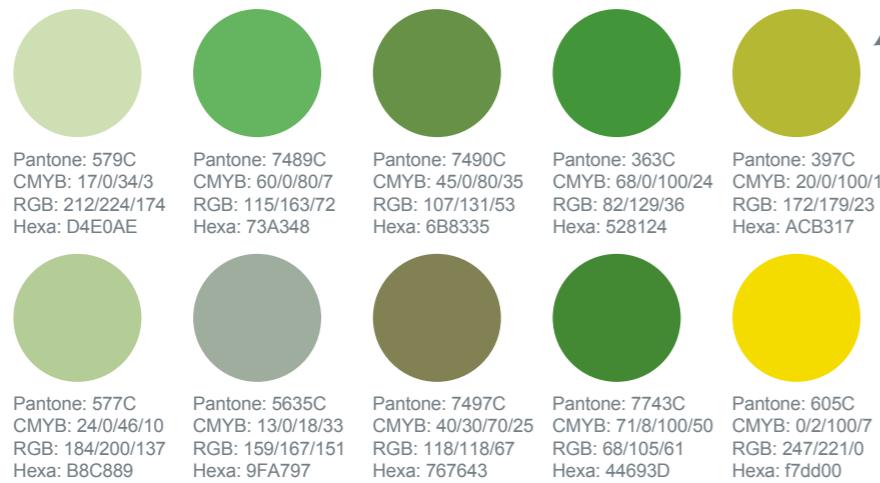
THE GREY PALETTE



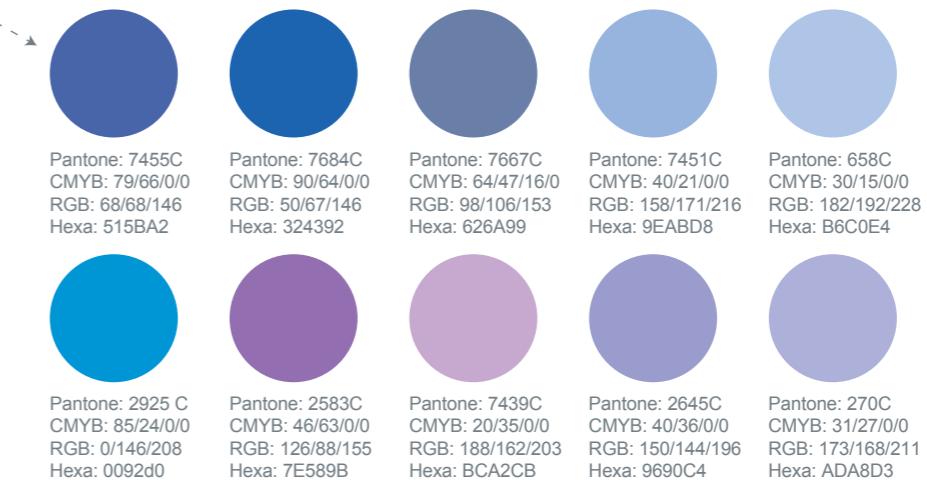
THE OCHRE PALETTE



THE GREEN PALETTE



THE BLUE PALETTE



There are four colour groups to complement the Sanofi logo colours.

The chromatic atmosphere should be soft with sufficient white space. Bright colours should only be used in moderation to provide contrast when needed.

- Use only the colours from this palette.
- In some case, you may apply colour in halftone.
This is useful in particular for silhouettes and graphics.

A TITLES

For print and digital uses, titles should be written in **Avalon** or **Avant-Garde**, two similar typographies chosen for their thin rounded letters and likeness to the letters in the Sanofi logo.

Titles are always written in CAPITAL LETTERS.

B COPY

The corporate font for printed and digital documents is **Avalon/Avant-Garde** or **Arial**.

Feel free to use these typefaces in bold if necessary.

C HOW SHOULD YOU WRITE “SANOFI”?

When writing a text, **Sanofi** should be written in lower case letters with a capital S.

When mentioned in an address, the whole name should be put in capital letters.

A

TITLES AND SUBTITLES
ARE WRITTEN
IN AVALON OR
AVANT-GARDE IN
CAPITAL LETTERS

B

To ensure that the Sanofi identity is applied as consistently as possible, AVALON has been selected for copy on different documents and publications.

You may use the bold typeface when needed.

To ensure that the Sanofi identity is applied as consistently as possible, ARIAL also has been selected for copy on different documents and publications.

You may use the bold typeface when needed.

C

A diversified global healthcare leader, Sanofi is focused on patients' needs.

SANOFI – 174, avenue de France – 75013 Paris – France

ASPIRATIONAL VISUALS

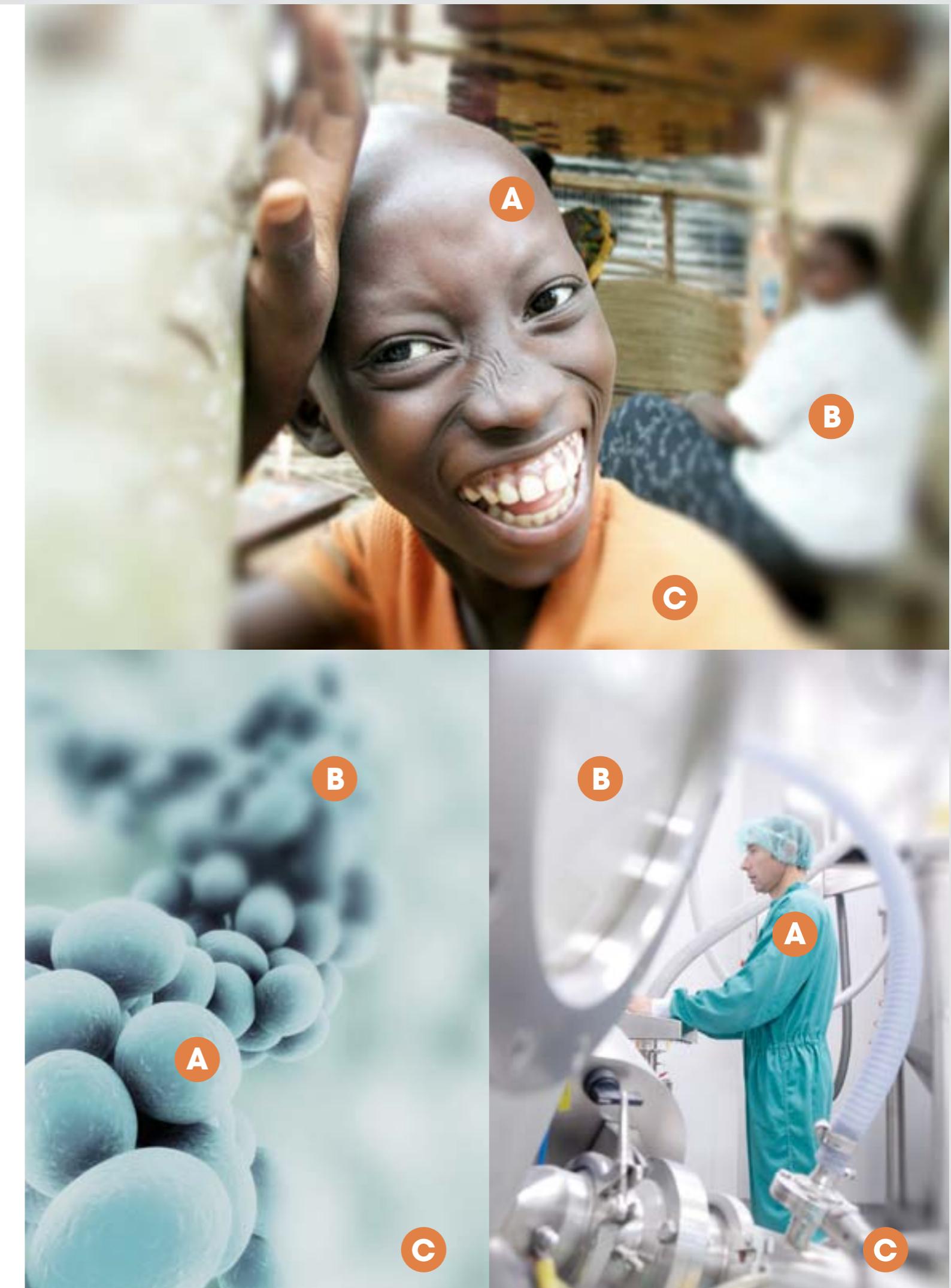
Aspirational visuals should be used on places of high visibility: brochures covers and openings, digital home pages, banners, posters etc.

So as to represent the positioning of the company, they should focus on the patient, sometimes a research scene or a product.

A Focus

B Surrounding environment blurred

C When possible, the general atmosphere should be inspired by our palette of colours



INFORMATIVE VISUALS

Smaller than the aspirational visuals, informative visuals are used in printed brochures and on websites to illustrate and enrich the texts.

These visuals are clear, well-lit, close to our colour palette.



PRODUCT SHOTS

Product packages should be photographed on a white background with a shadow behind the box.

The package should be shot at a 3/4 angle.

- A** Plain white background
- B** Shadow behind product
- C** Slight turn to a three-quarters angle

For packaging, please refer to Global Technical Packaging Design Guidelines.

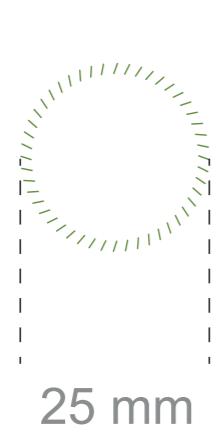


FOCUS ICONS

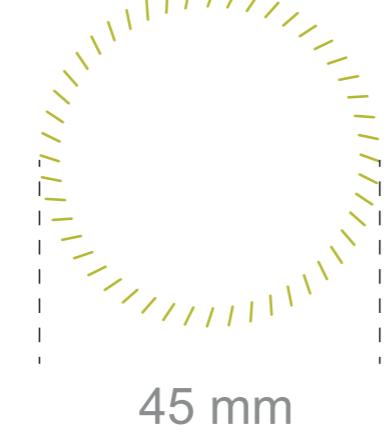
A round shape may be used to place emphasis on a **detail**: visual text, numbers, specific information, etc.

In order to preserve its impact, please use the focus icon in moderation:

- Do not use a focus icon just as a bullet point in a list.
- Do not duplicate focus icons as decorative graphics.
- The role of a focus icon is to emphasise a detail, so do not enlarge it. For print applications, the minimum size is 25 mm wide and the maximum 45 mm.



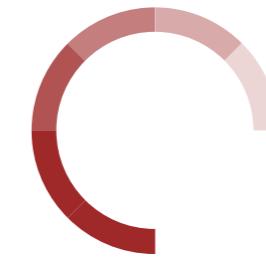
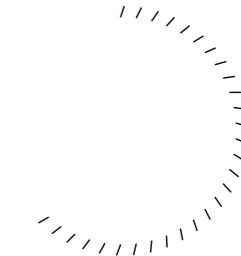
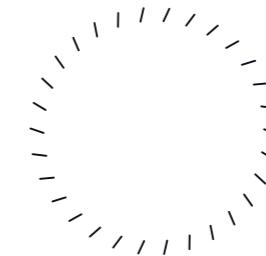
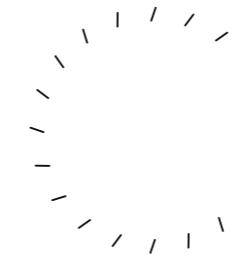
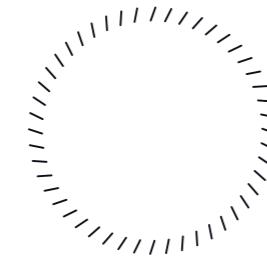
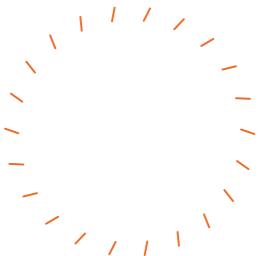
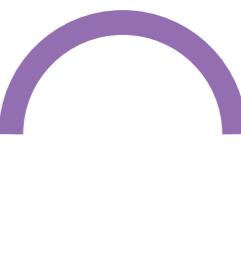
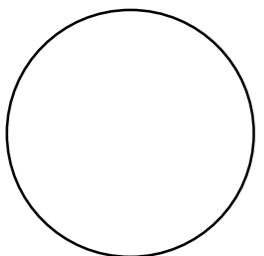
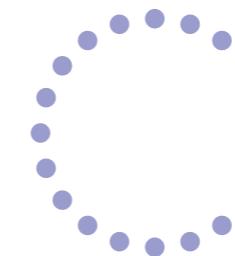
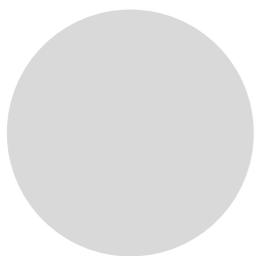
25 mm

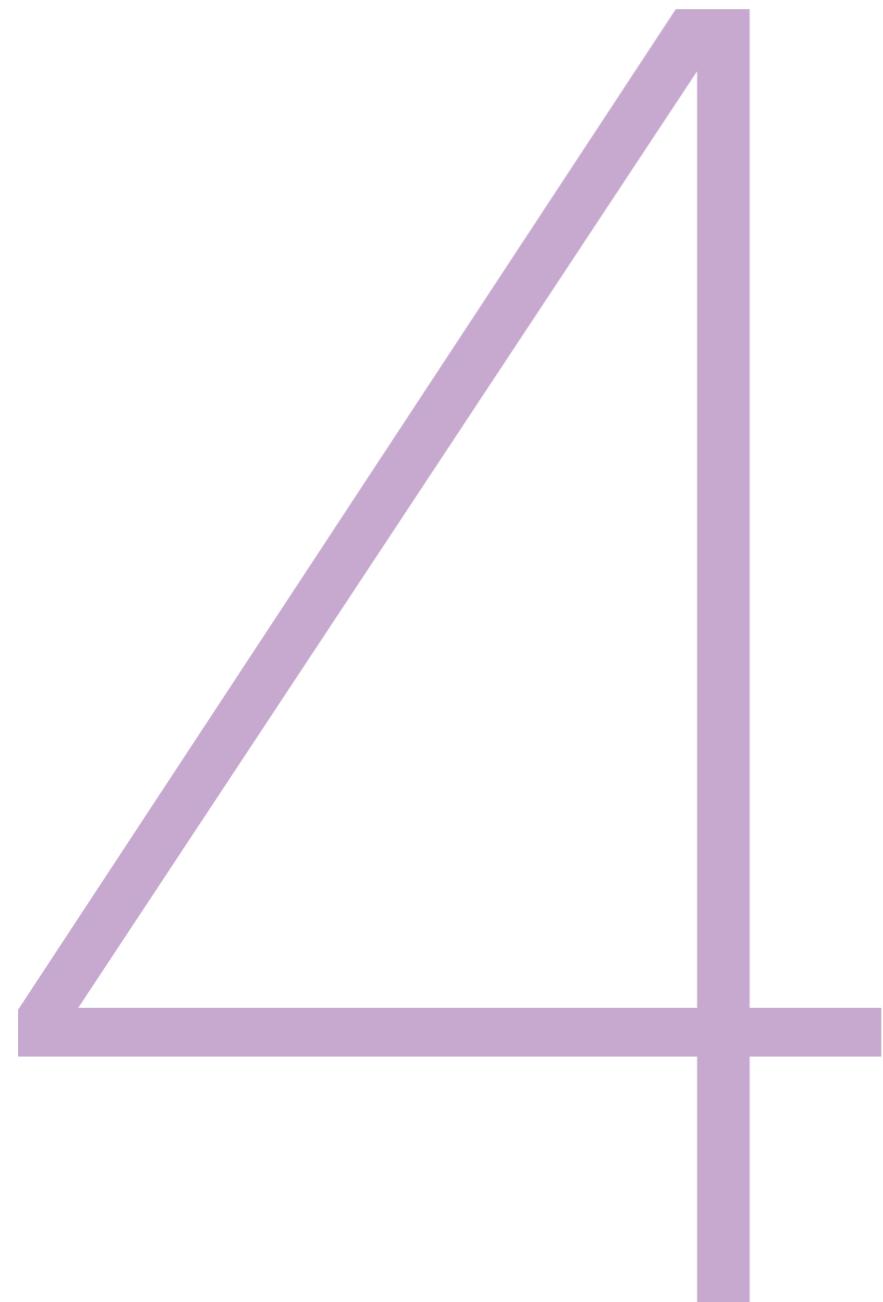


45 mm



FOCUS ICONS





SILHOUETTES

People
Animals & objects
Research
Medicine
Diagrams



These silhouettes should be used mostly in internal communication.

Please refer to chapter 6 “Corporate literature” for their usage rule.

SILHOUETTES

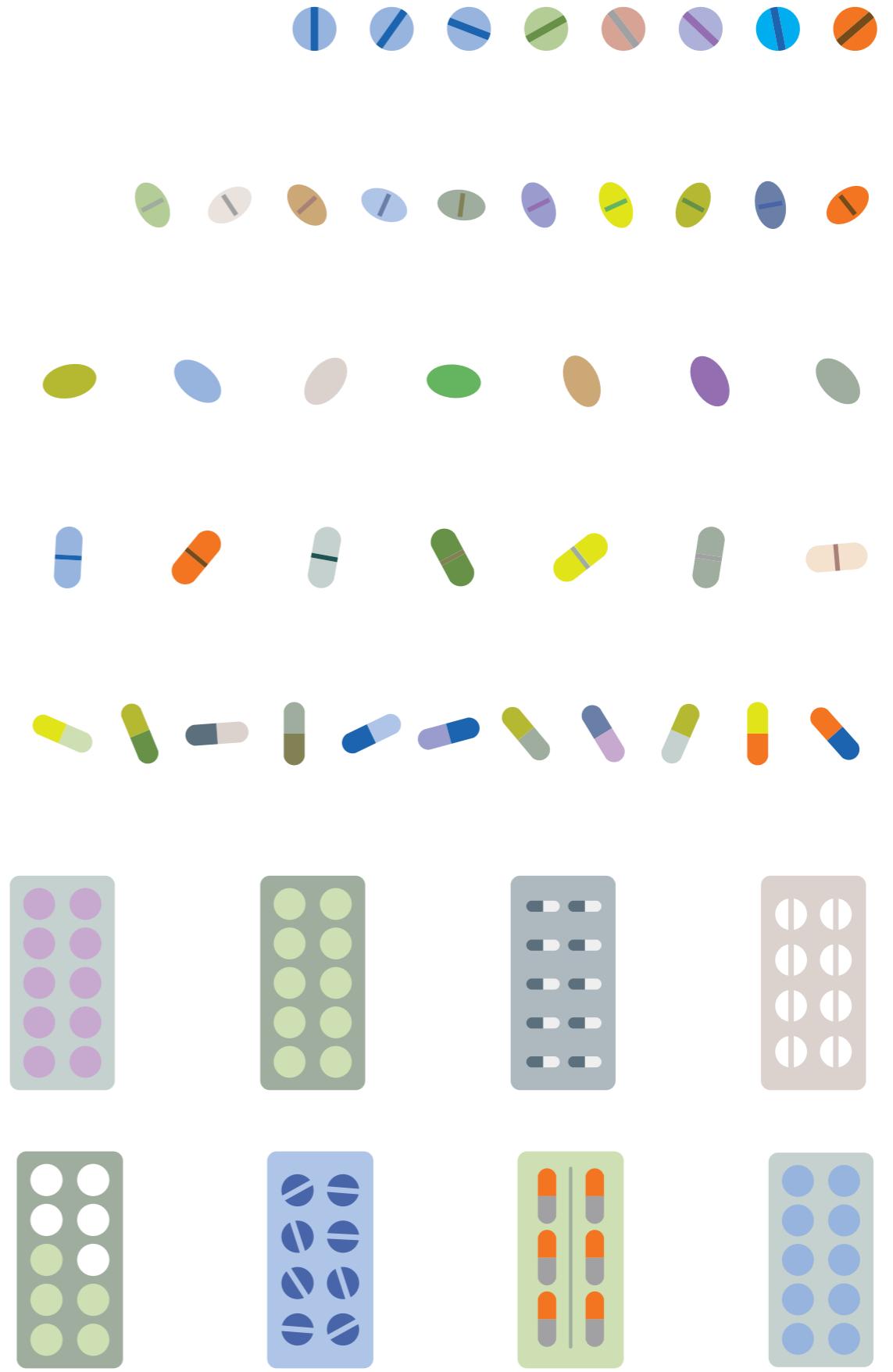
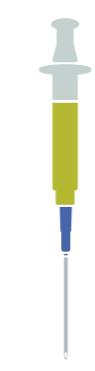
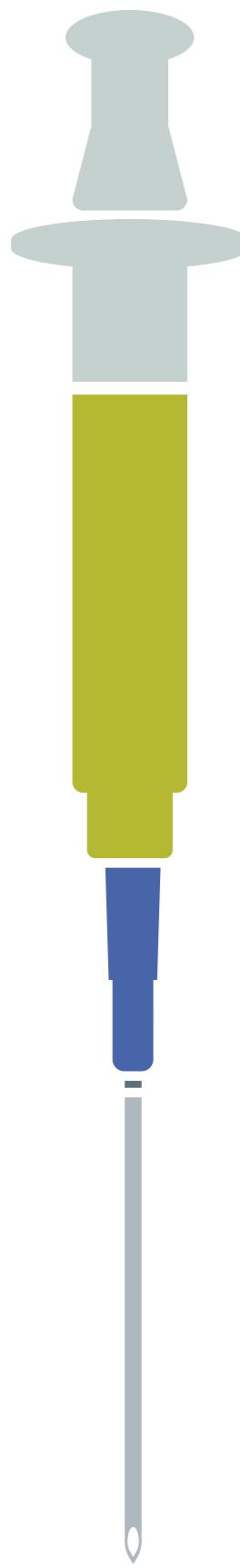
ANIMALS & OBJECTS



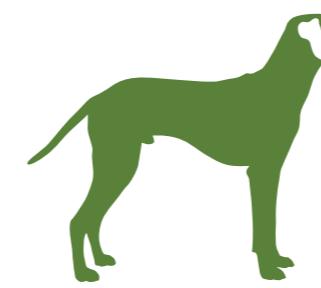
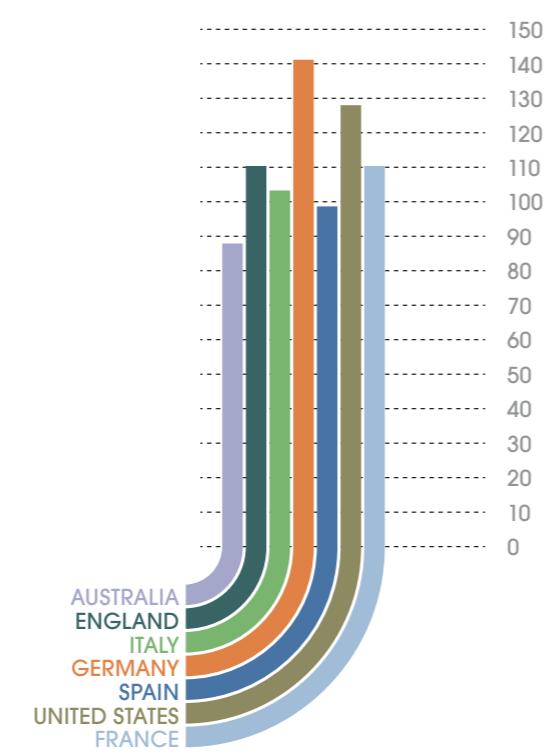
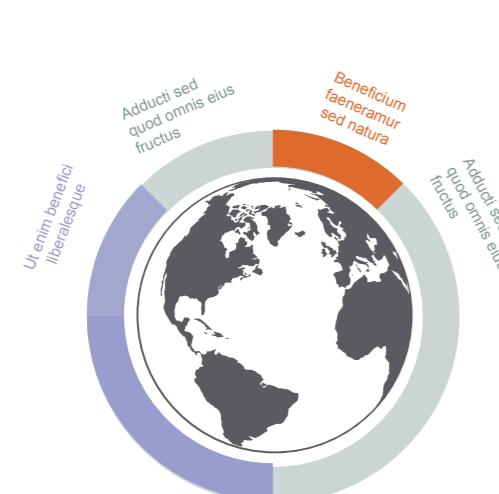
SILHOUETTES
RESEARCH



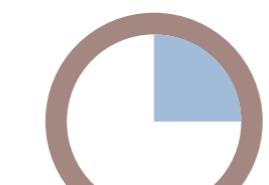
SILHOUETTES
MEDICINE



SILHOUETTES DIAGRAMS

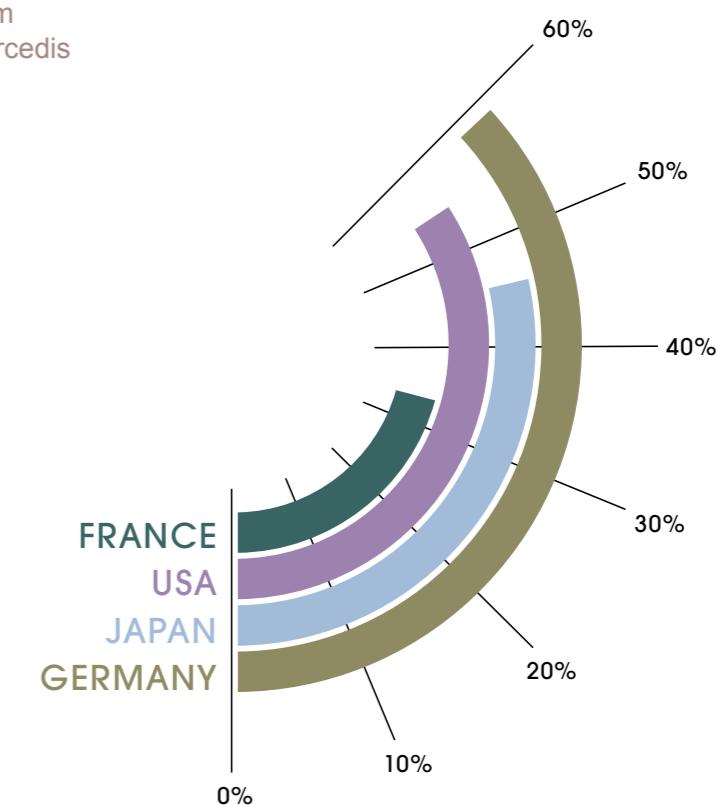
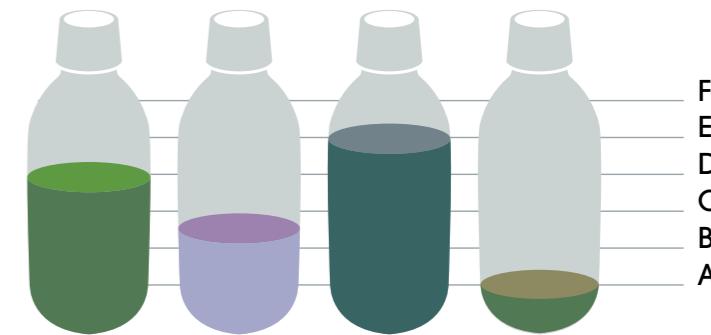


2.834.302.637 \$
ADDUCTIS BENEFICUM 2010

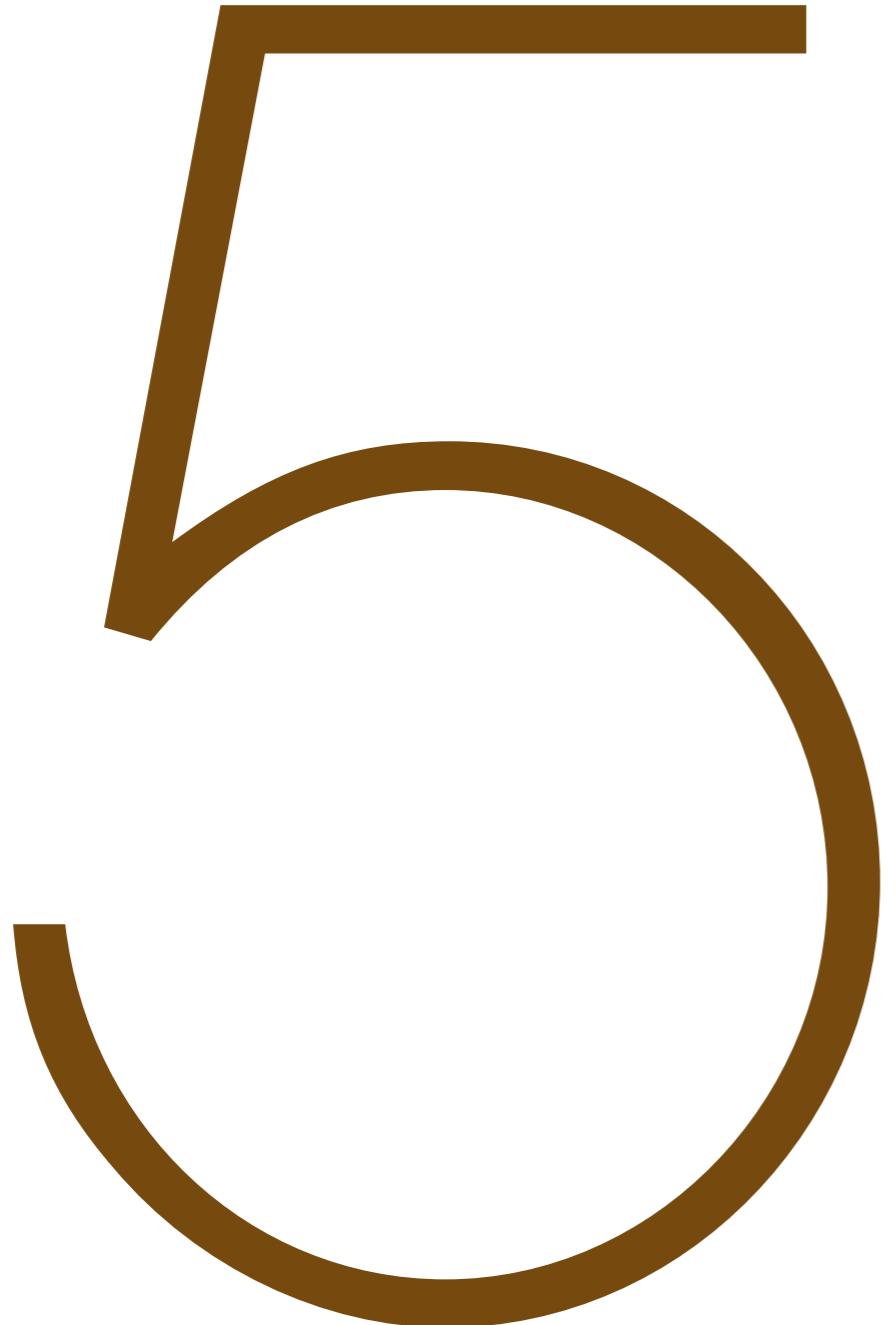


25%

Sic amicitiam
non spe mercedis
adducti sed
quod omnis



0 1 2 3 4 5 6 7 8 9



BRAND ARCHITECTURE

[Sanofi at a glance](#)

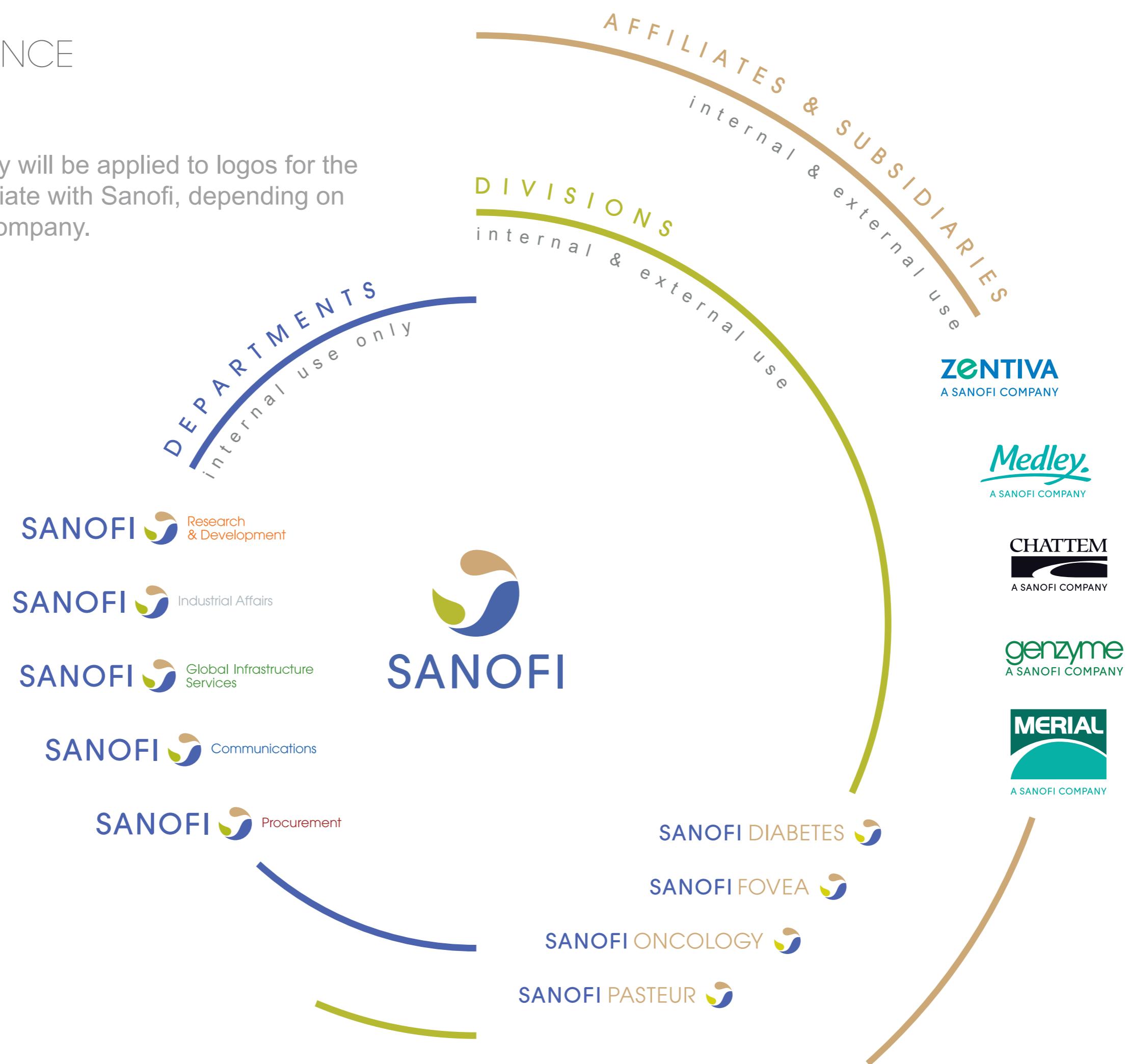
[Departments & sub-departments](#)

[Divisions](#)

[Affiliates & subsidiaries](#)

SANOFI AT A GLANCE

The new Sanofi identity will be applied to logos for the different entities associate with Sanofi, depending on their affiliation to the company.



BRAND ARCHITECTURE

DEPARTMENTS & SUB-DEPARTMENTS



For internal use only, departments and sub-departments may develop their own logo with their official name.

Department/sub-department logos must be created by applying the horizontal version of the Sanofi logo.



The name, written in Avant-Garde or Avalon, may appear in any of the colours from the complementary colour palette.

BRAND ARCHITECTURE DIVISIONS

SANOFI DIABETES 

SANOFI FOVEA 

SANOFI ONCOLOGY 

SANOFI PASTEUR 

Divisions have their own logo, which is based on the Sanofi logo. As they are integrated companies, Sanofi Pasteur and Sanofi Fovea may use their new logo for both internal and external purposes without restrictions.

Sanofi Oncology and Sanofi Diabetes may use their new logo for both internal and external purposes, except on their stationery and on packaging.



SANOFI PASTEUR 

Siège mondial - 2, avenue Pont Pasteur, 69367 Lyon cedex 07, France - Tel. : +33 (0)4.37.37.01.00 - Fax : +33 (0)4.37.37.77.37 - www.sanofipasteur.com
SANOFI PASTEUR - Siège social : 2, avenue Pont Pasteur, 69367 Lyon, France - S.A. au capital de 271 817 440 € - R.C.S. Lyon B 349 586 370 - Code APE 2120 Z

TITLE ON CAP

Subtitle

SANOFI PASTEUR 

NAME OF PRESENTATION | 1



Example of an affiliate's logo written in upper case.

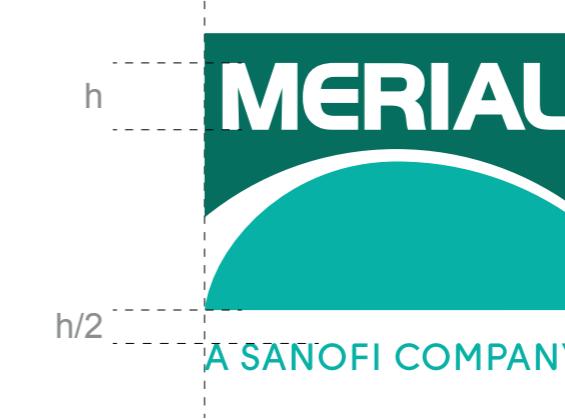


To identify each entity of the company under a unique umbrella, and to further capitalise on the Sanofi name, affiliates and subsidiaries will add the caption "A SANOFI COMPANY" to their current logo.

The caption "A SANOFI COMPANY" comes in capitals in a font created specifically for Sanofi. It may be translated into the local language of affiliates.

To correctly create the caption for any affiliate logo in any language, please follow these instructions:

- The caption is justified to align with the logotype length and placed below. The size of the font is dependant on the length.
- The space between the logotype and its caption is half the height of the type, without considering the downstrokes of the letters.



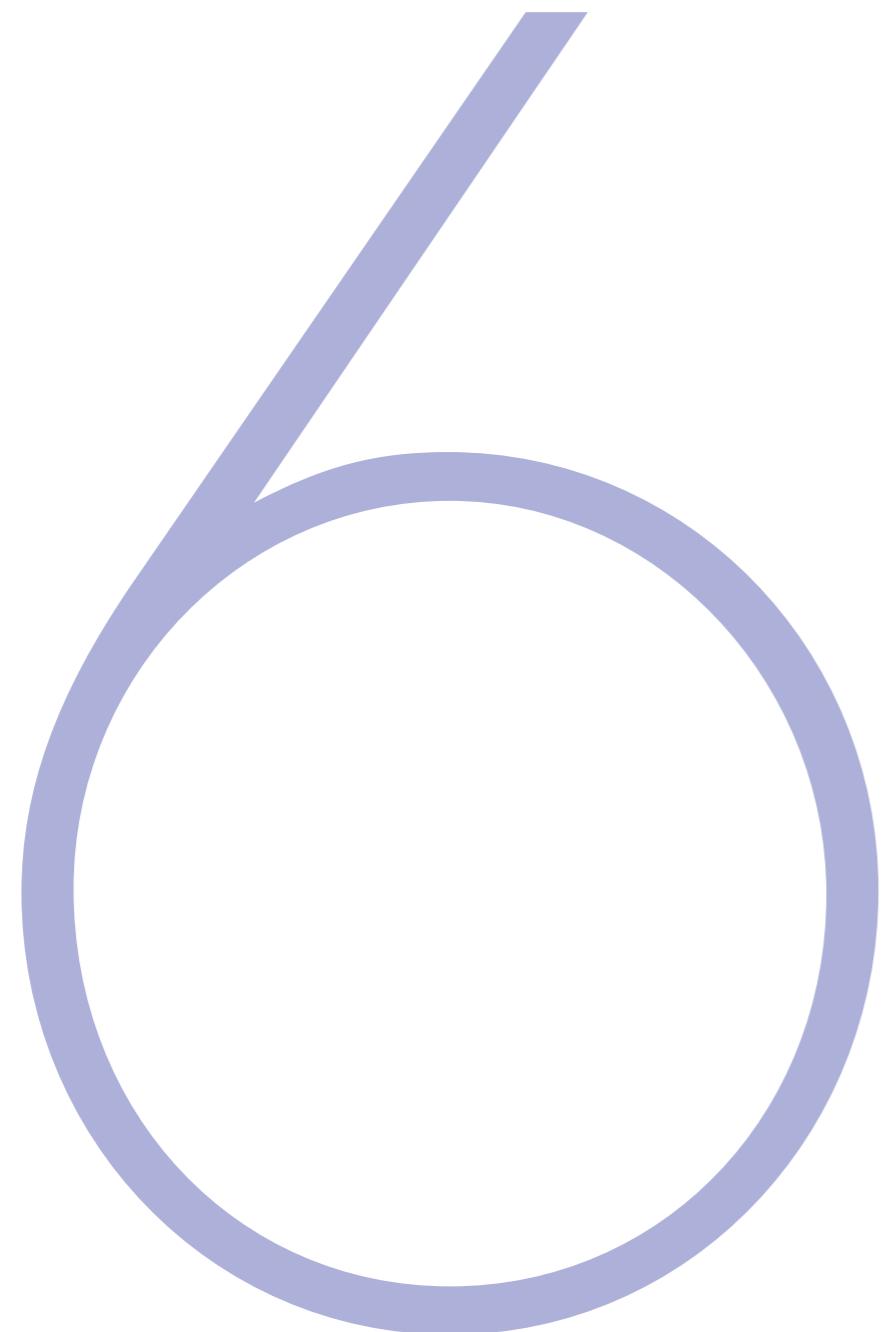
Example of an affiliate's logo in a block.



Special case

Example of an affiliate's logo written in upper & lower case with underline:

- The height is calculated using the lower case letters.
- The length is calculated excluding the underline.



CORPORATE LITERATURE

Covers

Examples

Template of a front cover in A4 format

Elements of a cover

Two visual policies for external and internal communication

Back cover in A4 format

A4 cover with the logo at the top

Brochure in A5 format

Leaflet 10 x 21 cm

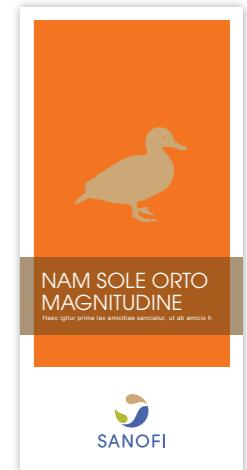
Inside layout

Examples of spreads

Grey frame

Inside layout grid

CORPORATE LITERATURE | COVERS EXAMPLES



External communication

Internal communication

CORPORATE LITERATURE I COVERS

TEMPLATE OF A FRONT COVER IN A4 FORMAT



The pyramidal version of the logo is required for all covers in Sanofi's corporate literature, external or internal.

The general rule is to centre the 24-mm-high logo in a white space at the bottom of the page.



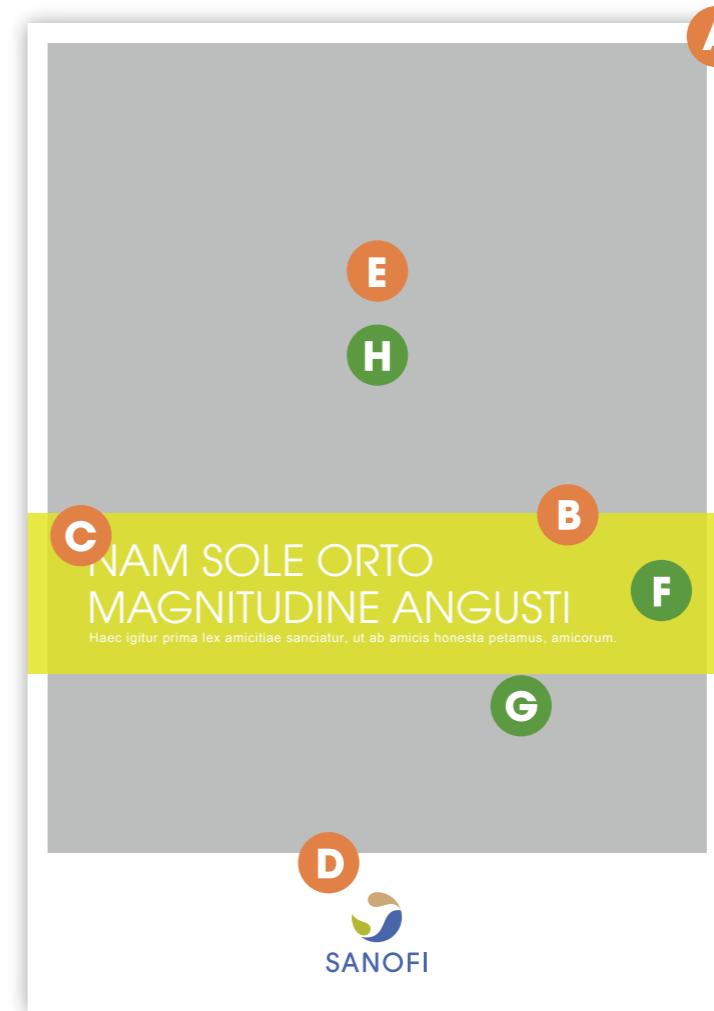
We recommend always keeping a clear space around the logo. This clear space is defined by two "O"s of Sanofi above and below.

CORPORATE LITERATURE I COVERS

ELEMENTS OF A COVER

FIXED ELEMENTS

- A** White frame 6 mm wide
- B** Banner in one of the colours of the palette, applied in 60% of opacity. Please note that this banner continues on the back cover of the brochure.
- C** Type for the title: Avant-Garde upper case in white
Type for the subtitle: Arial lower case in white
- D** Logo in its pyramidal version, 24 mm high
- E** Area for the visual



VARIABLE ELEMENTS

- F** Height of the banner adapted to the title
- G** Placement of the banner on the visual
- H** Choice of the visual according to the theme of the brochure

These recommendations apply to covers in A4, A5 and 10 x 21 cm format.

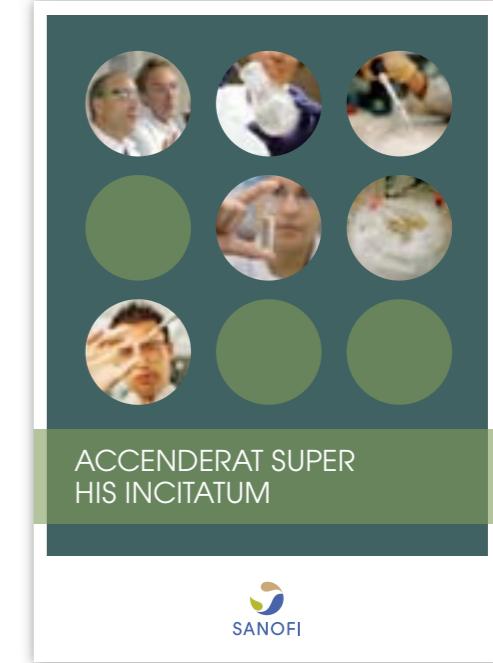
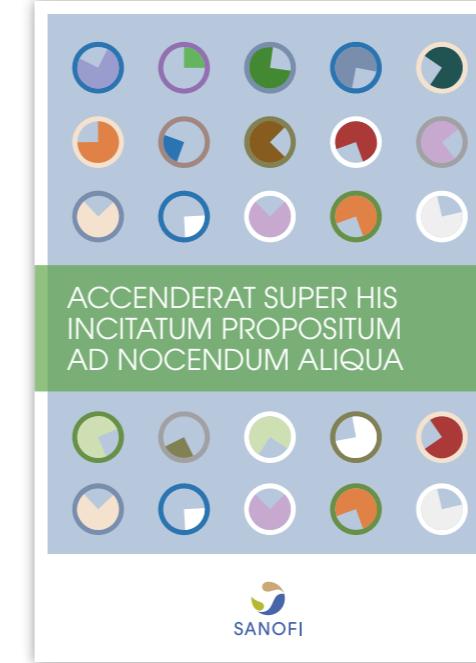
To build a cover in a format over A4, you should enlarge proportionately the A4 template.

For example, in a A3 cover the white frame should be 8,5 mm wide and the logotype 34 mm.



CORPORATE LITERATURE I COVERS

TWO VISUAL POLICIES FOR EXTERNAL AND INTERNAL COMMUNICATION



EXTERNAL COMMUNICATION

The main visual should be a **photograph**.

Please refer to Chapter 3 regarding our visual policy and specific guidelines for photographs.

In the case of an overexposed photograph, please note that you should not add a border to delimit the area for the visual (example on the bottom of the visual on the right).

INTERNAL COMMUNICATION

The main visual should be a **pictograph**.

Use a silhouette of human characters, animals or graphics on a block of solid colour from the palette.

Most of the silhouettes available are presented in Chapter 4. As an exception, you may use a picture within a grid of circles (as shown above, far right).

CORPORATE LITERATURE I COVERS

BACK COVER IN A4 FORMAT

BANNER

The banner on the front cover should extend along the back cover.

LOGO

The pyramidal version of the logo is required for all back covers in corporate literature, whether external or internal.

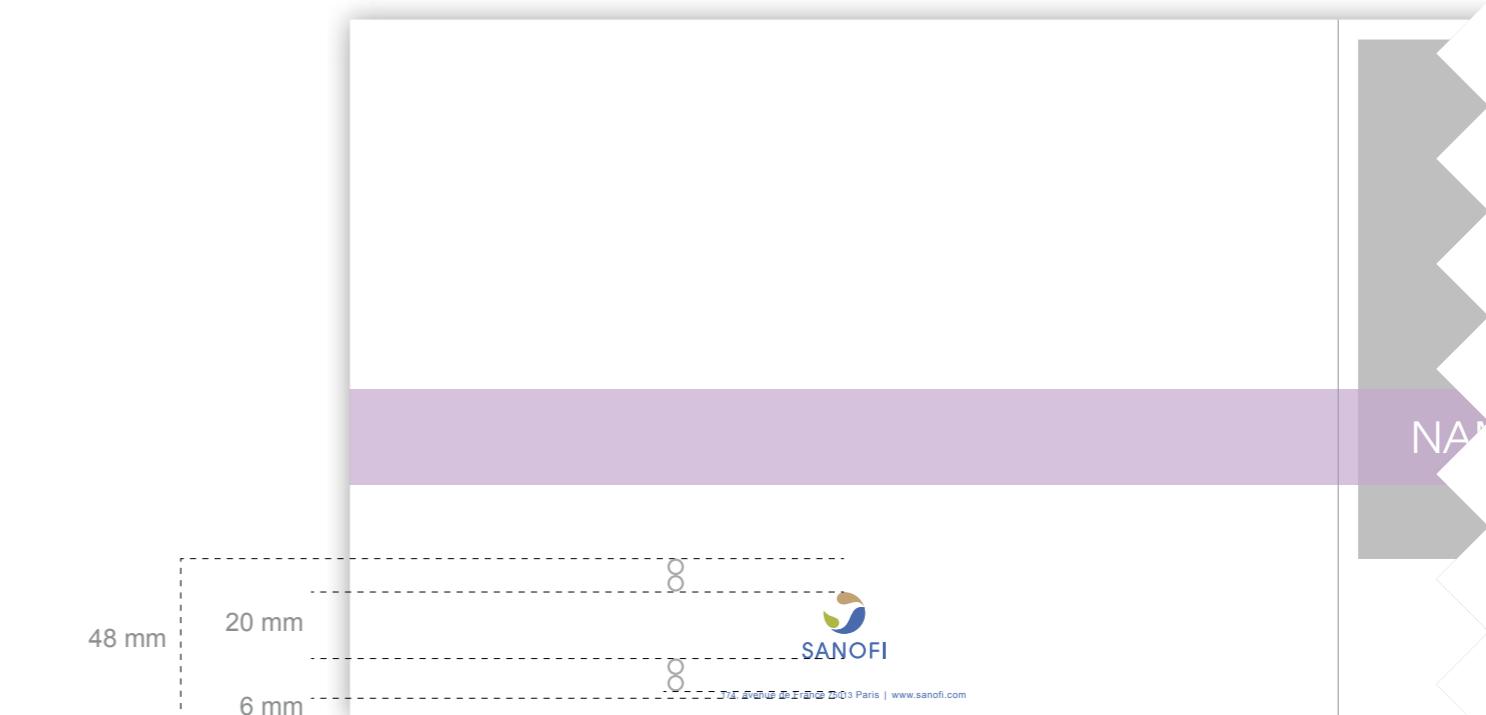
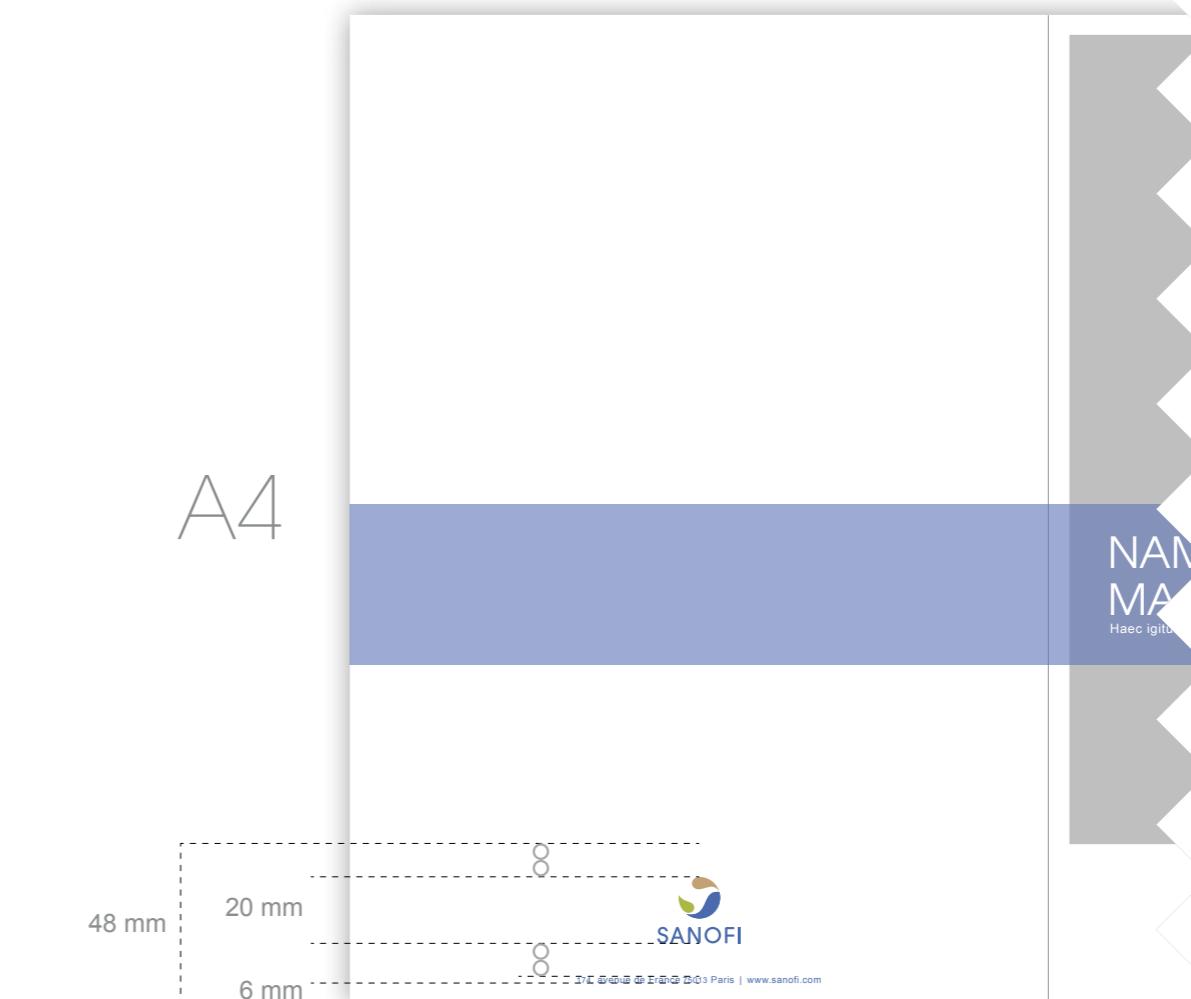
The general rule is to centre the 20-mm-high logo in a white space at the bottom of the page; please note that it is **smaller than on the front cover**.

There is a space of two “O”s of the Sanofi logo between the base of the logotype and the address.

ADDRESS

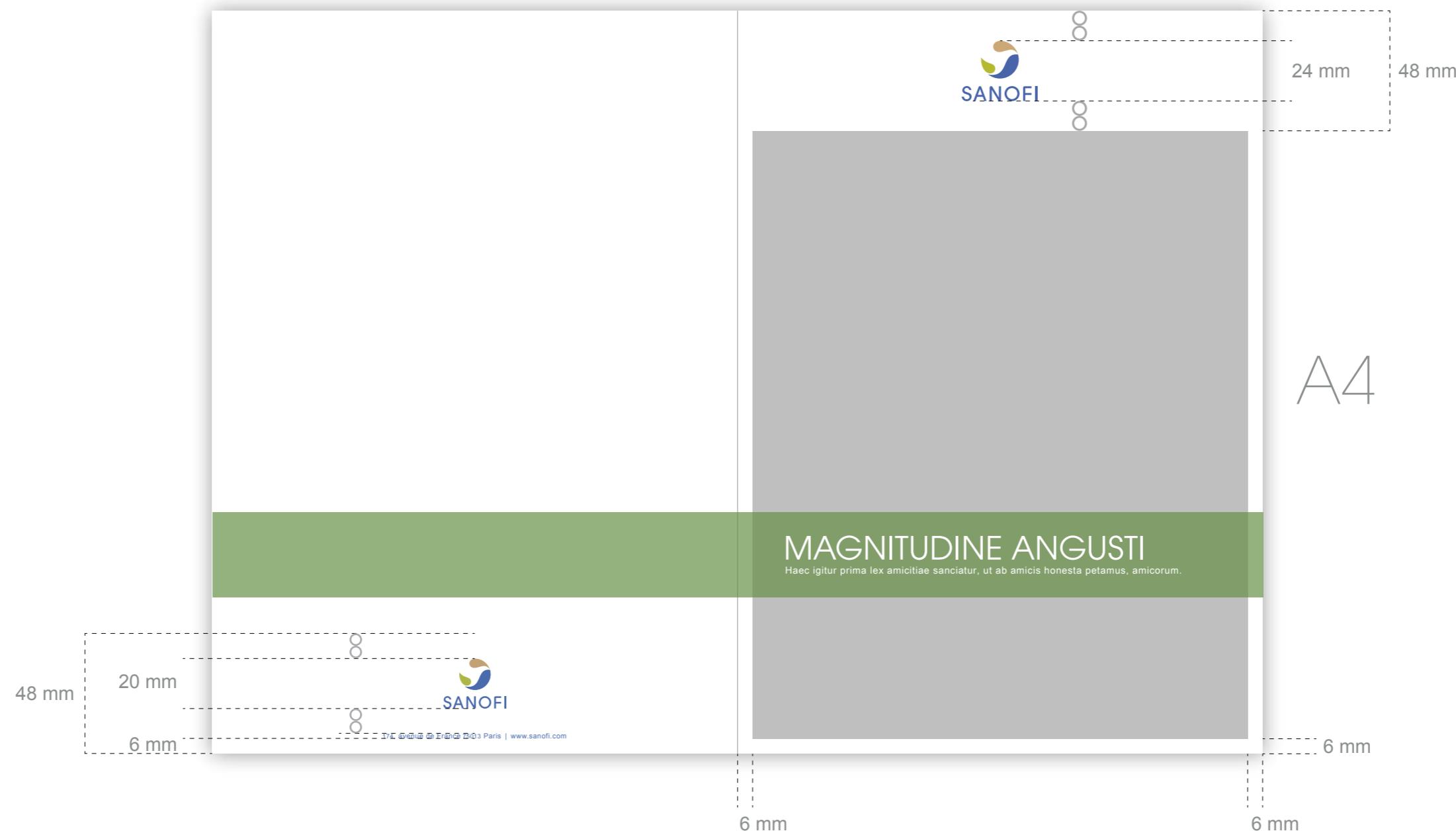
Sanofi's address and website will appear on the back cover of each publication under the logo with a distance from the lower edge of the page that is equal to the white frame, i.e. 6 mm.

The address should be typed in Arial, 8 points, in the Sanofi logo blue colour (CMYB: 79/66/0/0).



CORPORATE LITERATURE | COVERS

A4 COVER WITH THE LOGO AT THE TOP



In some specific cases, the logo may be placed at the top of the page. The rules for designing the banner above the visual are the same as for a standard A4 cover.

Likewise, the back cover should also follow the same design rules as the A4 cover.



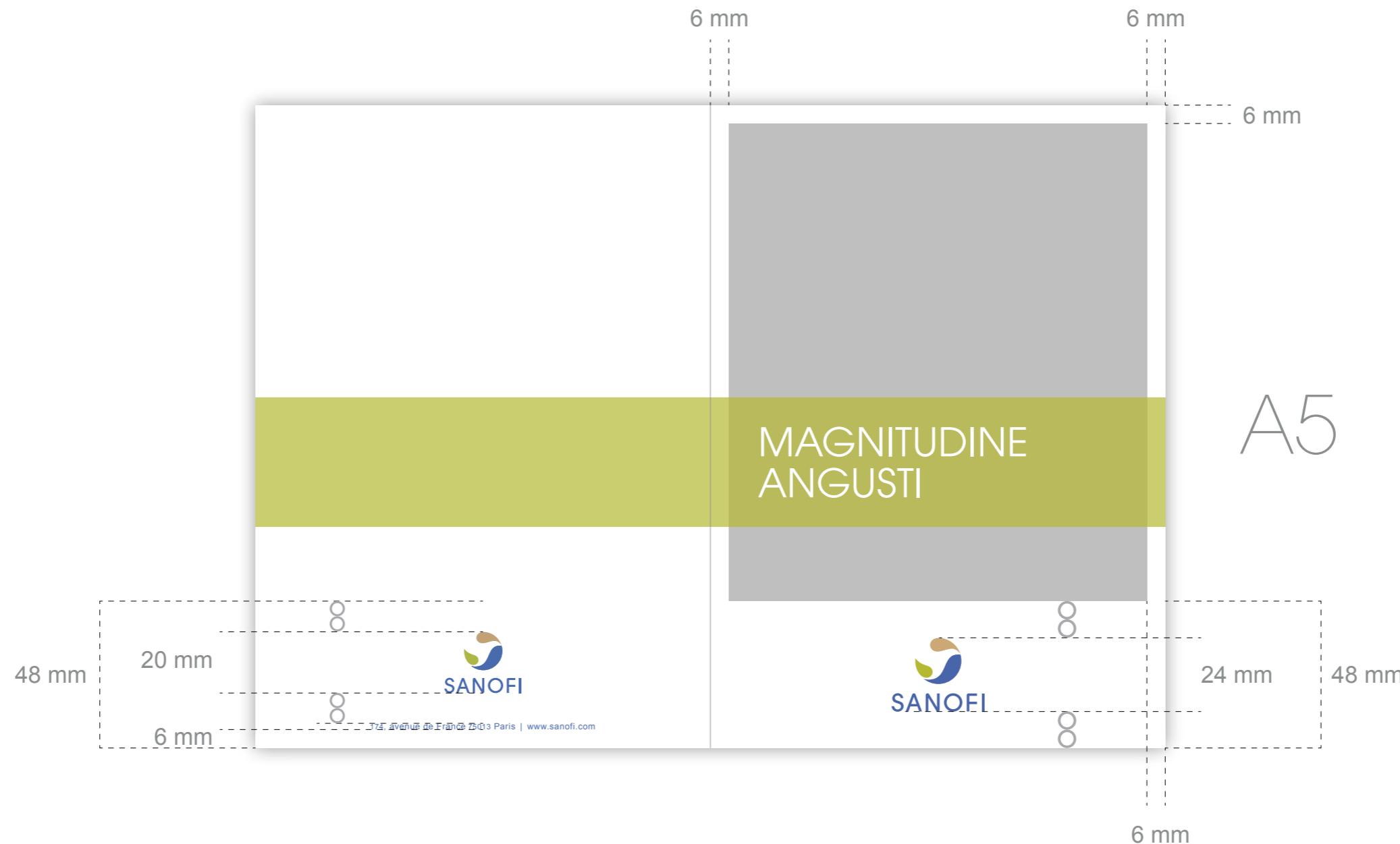
Example in external communication



Example in internal communication

CORPORATE LITERATURE | COVERS

BROCHURE IN A5 FORMAT



The rules for designing an A5 cover are the same as for a standard A4 cover.



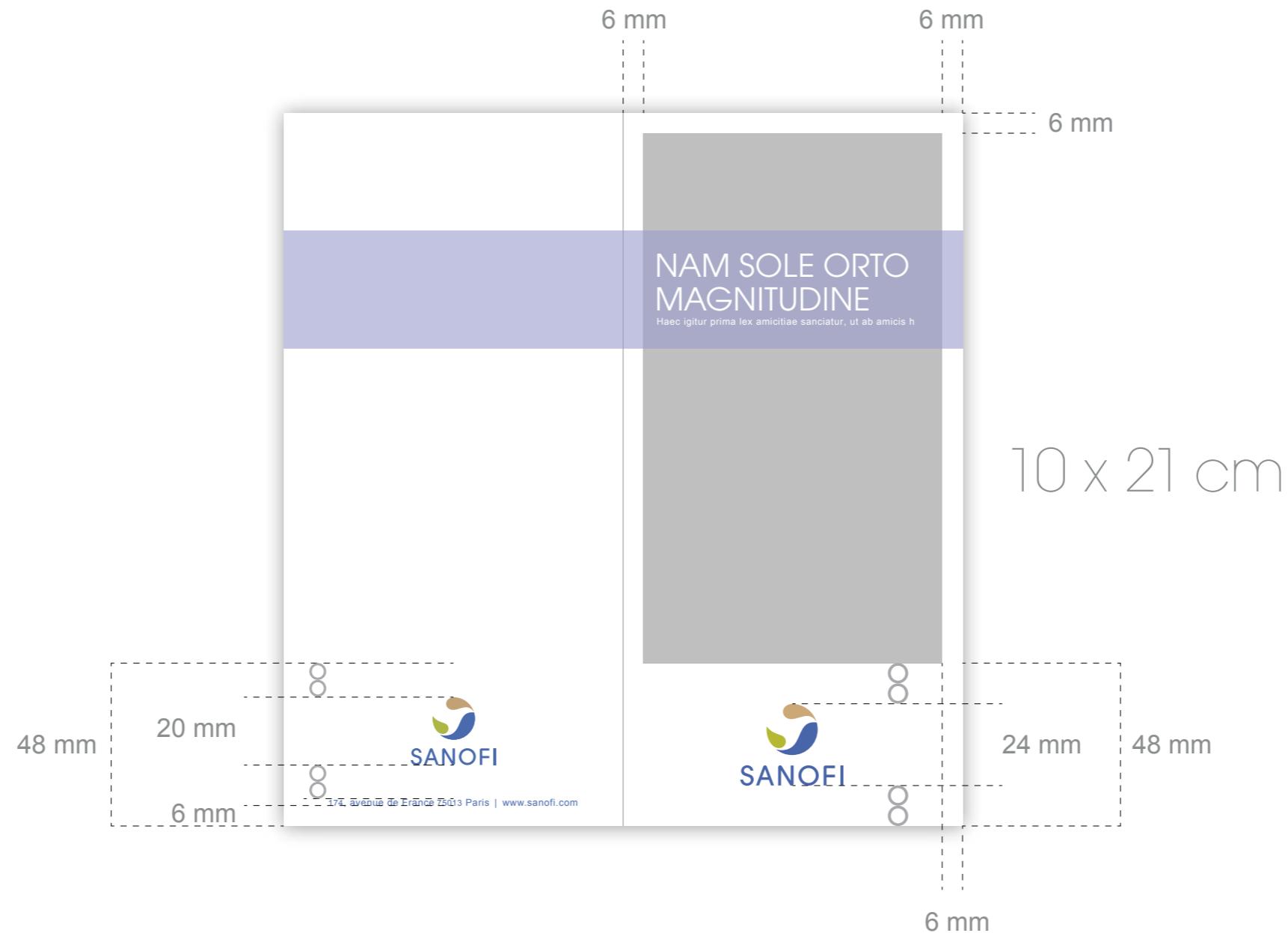
Example in external communication



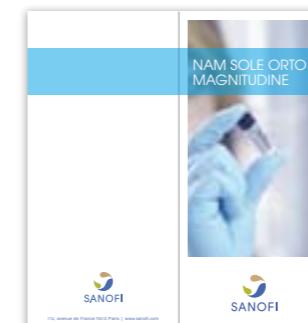
Example in internal communication

CORPORATE LITERATURE | COVERS

LEAFLET 10 x 21 cm



The rules for designing a cover of a leaflet are the same as for a standard A4 cover.



External communication



Internal communication

CORPORATE LITERATURE | INSIDE LAYOUT

EXAMPLES OF SPREADS

WE ARE WHERE YOU ARE

Layout example of a spread with a full-page photograph. Please note the white margin around the page.

Cum saepe multa, cum memini domi in hemicyclo sedent ut solebat, cum et ego essem una admodum familiare:
 • In eum sempercum illum incideat qui tum
 • Fidei etiam in illum invenimus etiam erim
 • Profecto, Attice, et oī magis, quia
 Sulpicio uestrae mulum, cum is tribunus plebis capitall odio
 Q. Pompeio, qui tum erat consul, dissiderit.

AT A GLANCE

22 R&D sites

A WORLD LEADER
In human vaccines

non offendit; nam et complectitur verbis, quod vult, et dicit plane, quod intelligat; et tamen ego a philosopho, si affectus eloquentiam, non aspernem, si non habet, non offendit. Namque flagitium, se mihi non aequa satagit, et quidem locis plausibus sed quid homines, sit sententia, falli gatur possumus;

1 st	2 nd	3 rd	4 th	5 th
in emerging markets	in Europe	in animal health as of 2009	World Largest pharmaceutical group at end 2009	in consumer health care
29.306 € MILLION	2009 net sales Growth of 6.3% compared with 2008 on a reported basis	4.583 € MILLION	Investment in R&D in 2009 representing 15.6% of net sales	

Layout example of a spread using graphics to highlight and organise information

Gallia
est omnis
divisa in partes
tres quarum

GALLIA + 16%

Enobescant patrias Homines enim eructos et adrinos infusos

- 1** Hac ex causa contulit alipe
Valerius humatus ille Publicola et
subsidiis amicorum marti
- 2** Inops cum liberis uxor altur Regul
et dotatur ex aeroni filia Sopiona
- 3** Cum nobilias foret adibet virgin
diuturnam absenta pauperis
- 4** Enobescunt patris Homines enim
eructos et sobrios
- 5** Ut infusos et inalles vanti, eo
quique accende quid
- 6** Et nomendatrices adsuet haec
- 7** Et talia venditare, mercede accepta
lucra quodam et grandi
- 8** Inseruit subditicos ignobilis et
obscures.
- 9** Sed fructus sane hoc solido atque
hanc insignam gronimiam.

Layout example of a spread using white space

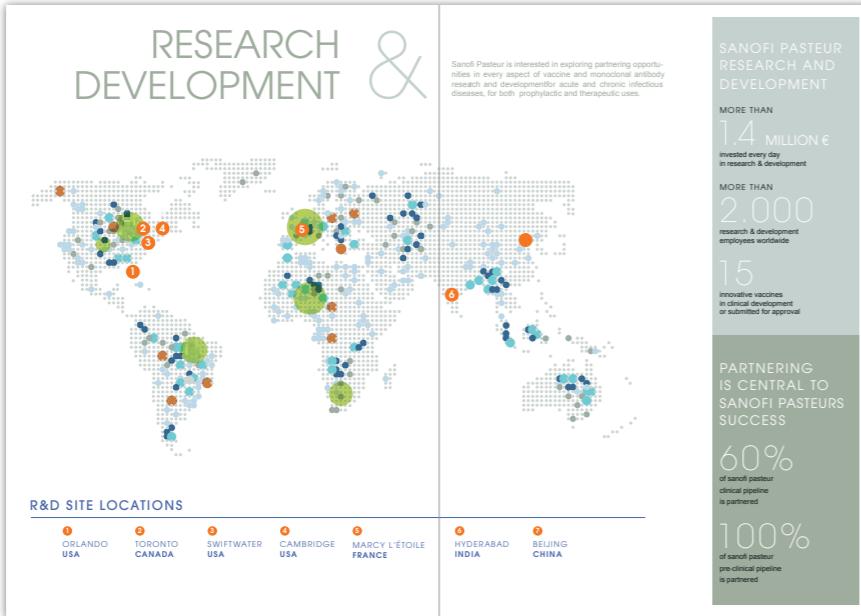
R&D

INNOVER POUR LE PATIENT

Layout example using different width columns, blocks and colours

CORPORATE LITERATURE | INSIDE LAYOUT

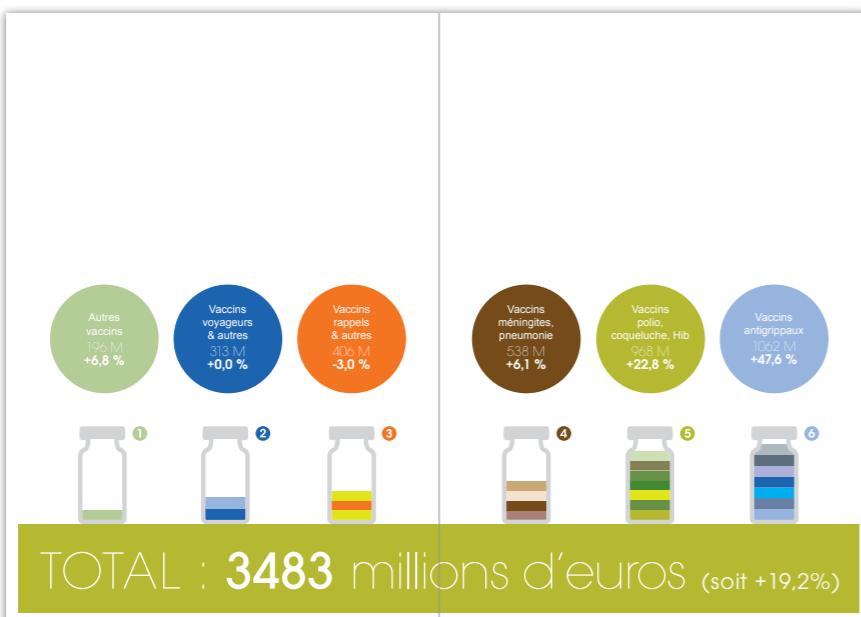
EXAMPLES OF SPREADS



Layout example of the graphical presentation of a map. Please note the white margin around the blocks on the right column.



Example of a spread with two horizontal banners and two photos



Layout example of a spread with bottle silhouettes and use of white space



Example of a spread with an overexposed full-size photo in full size

GREY FRAME

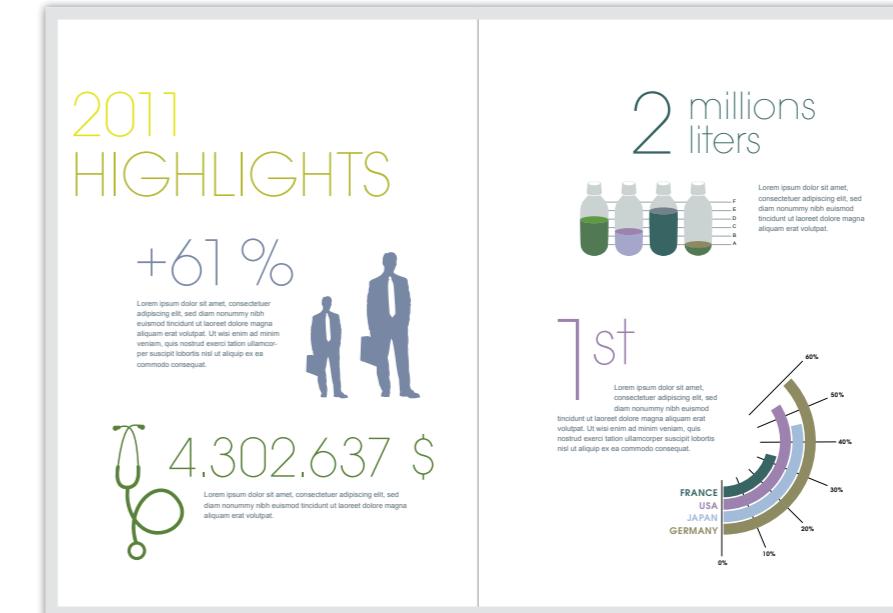
The inside layout margin around the spread may be grey instead of white.

The grey margin is particularly useful if you don't have other graphical elements, such as coloured columns or photographs.

Likewise, the grey margin will highlight a special section of a brochure, such as a double spread featuring a table of contents, an index or other list.

Please note:

- The margin is always 6 mm wide.
- The coloured margin should always be in the same grey (12% black). Please do not use any other colour from the logo palette.

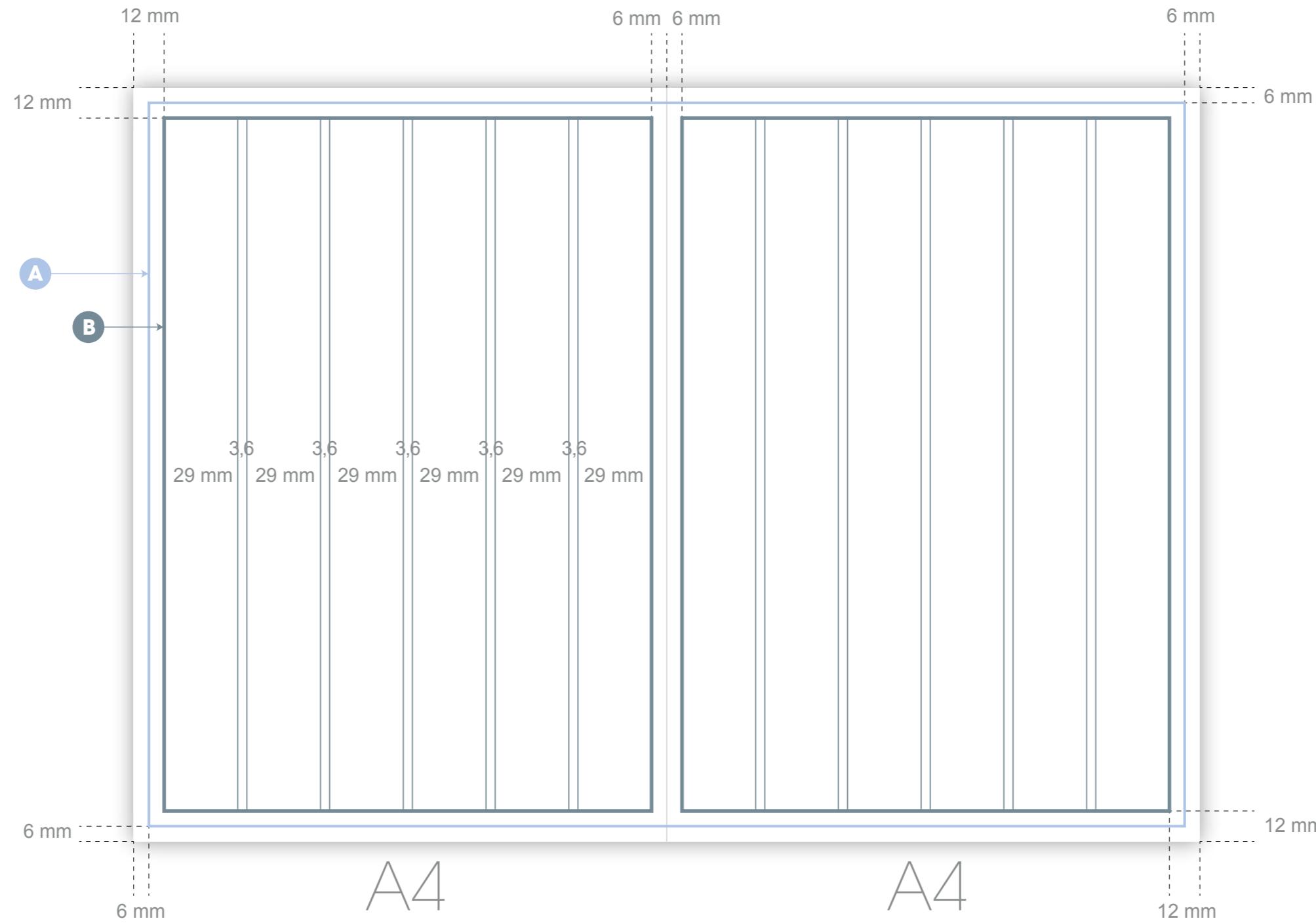


Example of a special spread designed as a poster in an annual report



Example of an index

INSIDE LAYOUT GRID



Above is a general grid to guide the graphical layout of all communication support materials, such as brochures or magazines for internal and external use.

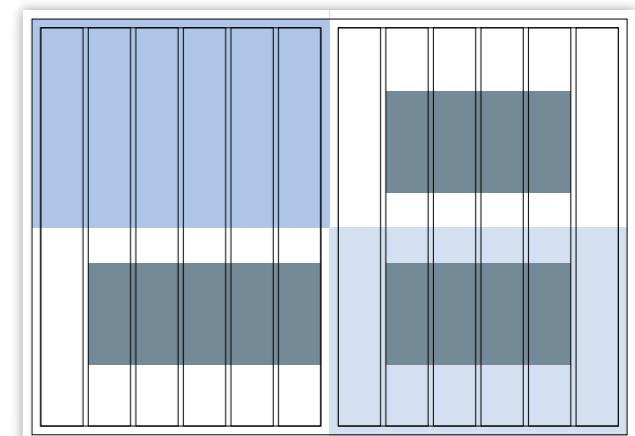
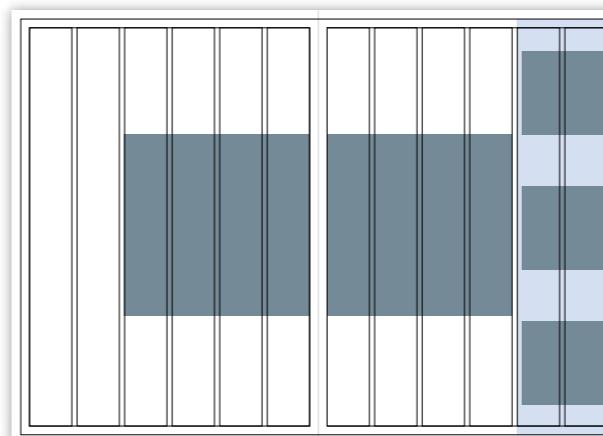
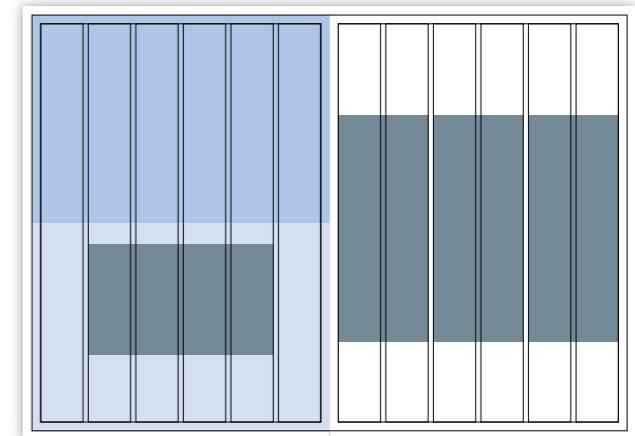
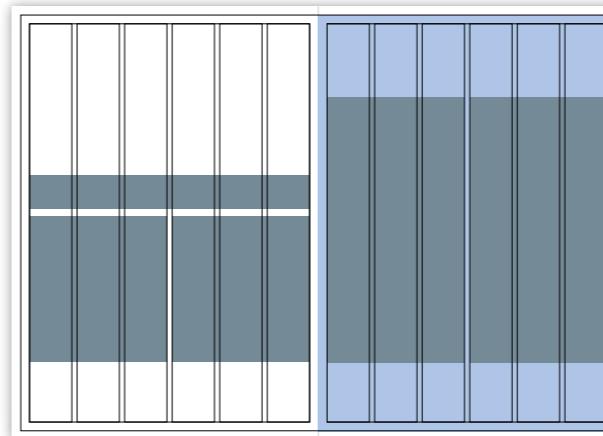
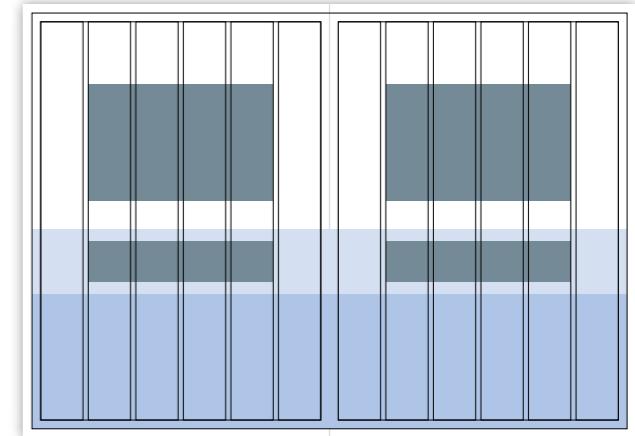
- Ⓐ Zone for the pictures or blocks of solid colour
- Ⓑ Zone for the text

INSIDE LAYOUT GRID

The 6-columns grid will help you to place copy and images in a consistent manner.

Feel free to design spreads with one, two or three columns of text.

The most important thing is to preserve a large section of white space on each double spread, at least one quarter of the entire area.



Zone for the pictures or blocks of solid colour
 Zone for the text



WEB

Intranet header

Departments and divisions Intranets
Country & region Intranets

Internet header

Corporate Internet
Affiliates websites
Product & services websites

The following guidelines will explain how to implement the new Sanofi branding on the company Intranet sites.

Updating the header to the new branding involves a complete change of the site colours.

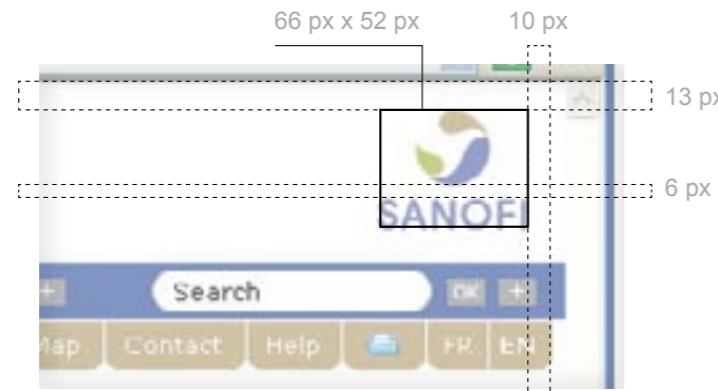
is@ LOGO

- Colour: #515BA2
- Above on the left of the header
- Links to the Intranet home page
- Aligned on the left above the first tab of the navigation menu



SANOFI LOGO

- Size: 66 px width – 52 px height
- Moved 10 px to the left from the last navigation bar tab
- Links to the is@ Group intranet home page



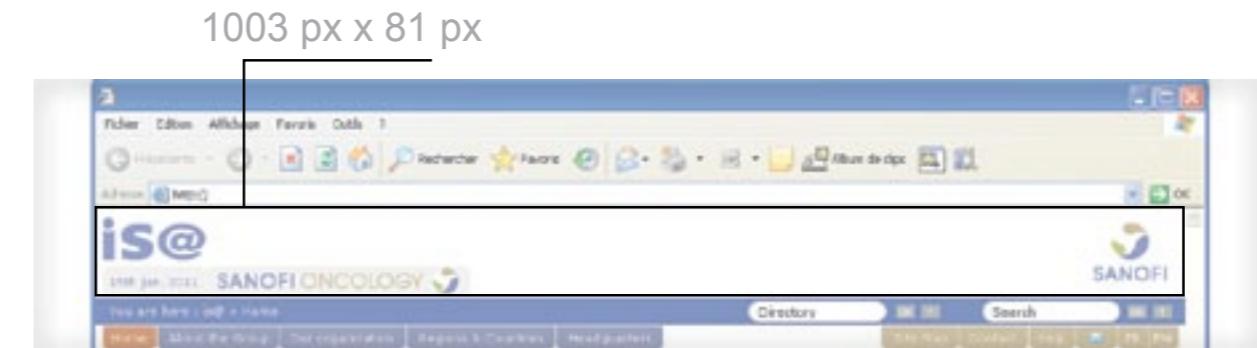
DEPARTMENTS & DIVISIONS INTRANETS

HEADER

- Size: 1003 px width – 81 px height

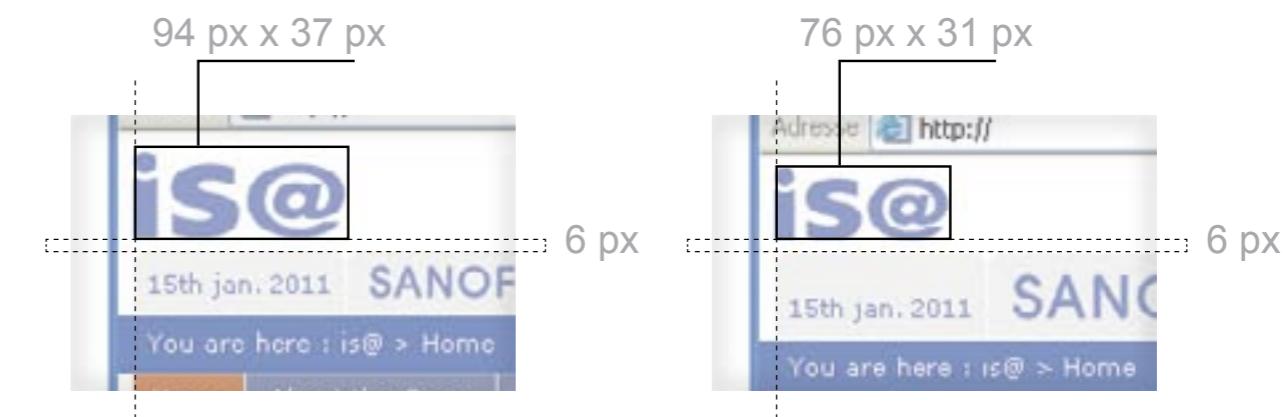
It consists of the following elements:

- The is@ logo
- The Sanofi logo
- The department/division tab
- The date tab



is@ LOGO

- Size: 94 px width - 37 px height (division)
- 76 px width - 31 px height (department)
- 6 px space between the is@ logo and the date tab



DEPARTMENTS & DIVISIONS INTRANETS

THE TABS

- Background colour: #F1F1F1

The division/department tab

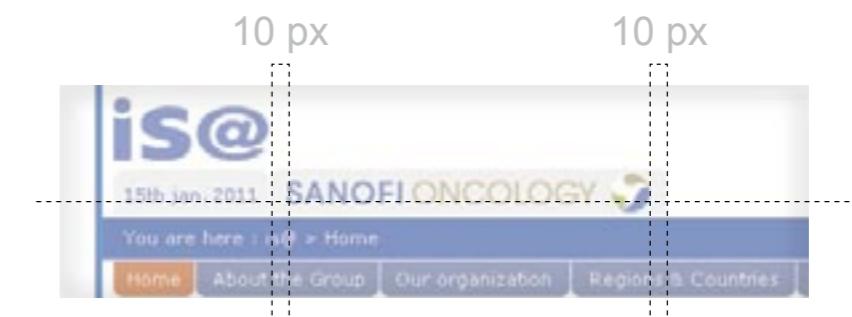
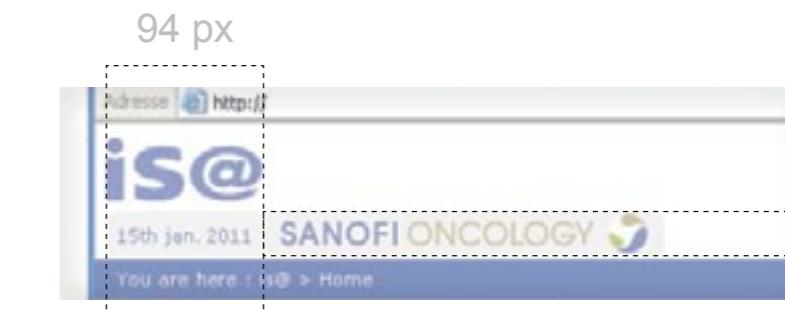
- Size: variable width respecting a white-padding of 10 px left and right -
28 px (division) or 38 px (department) height

The date tab

- Size: 94 px width – 28 px height (division)
or 94 px width – 38 px height (department)
- Font style: Verdana regular 8 pt
- Font colour: #515ba2

Tabs  #F1F1F1

Font color  #515ba2

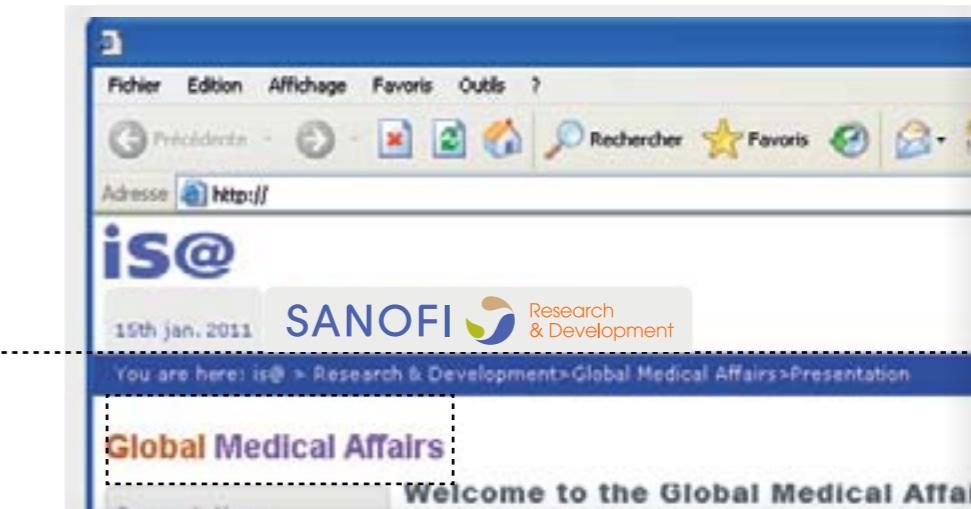


DEPARTMENTS & DIVISIONS INTRANETS

EXAMPLES

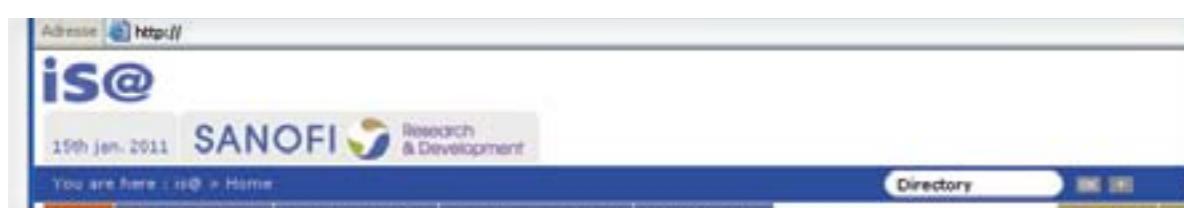
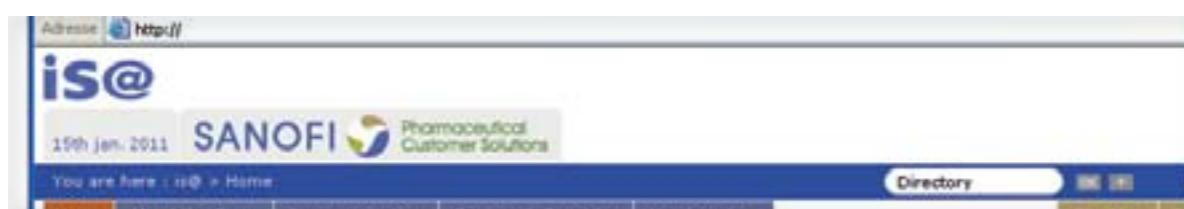


Division Intranet examples



Sub-department Intranet example

Sub-department Intranet names remain under the header.



Department Intranet examples

Brand guidelines (see page 52) recommend departments create their logo according to the rules outlined in them.

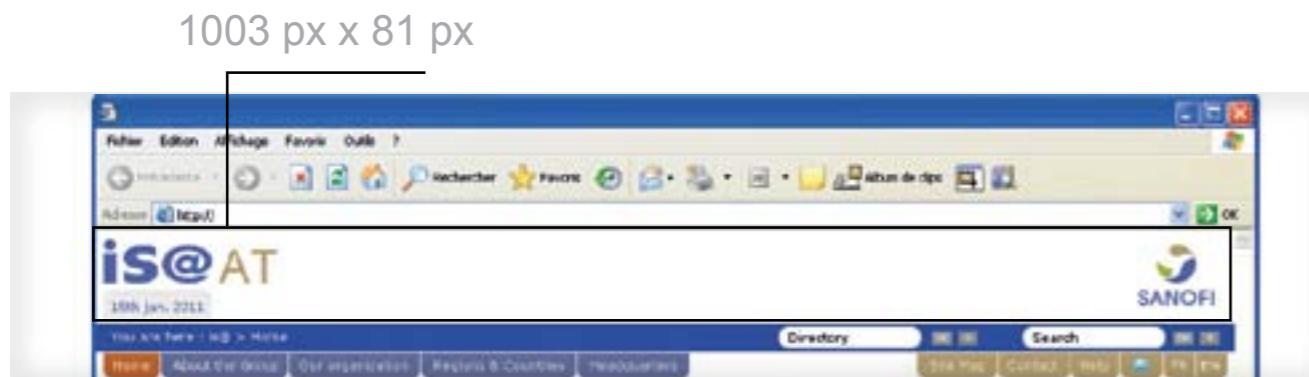
COUNTRY & REGION INTRANETS

HEADER

- Size: 1003 px width – 81 px height

It consists of the following elements:

- The is@ logo
- The Sanofi logo
- The country/region name
- The date tab



is@ LOGO

- Size: 94 px width – 37 px height
- 6 px space between the is@ logo and the date tab

is@ IBERIA

is@ Logo



#515BA2

Font color



#BCA36A

94 px x 37 px



COUNTRY/REGION NAME

- Font colour : #BCA36A
- Font style : Arial regular 30 pt in capital letters
- Aligned on the is@ logo base
- 10 px space between the is@ logo and the country/region name



THE DATE TAB

- Background colour: #F1F1F1
- Size: variable width – 28 px height
- Font style: Verdana regular 8 pt
- Font colour: #515ba2

Tabs



#F1F1F1

Font color



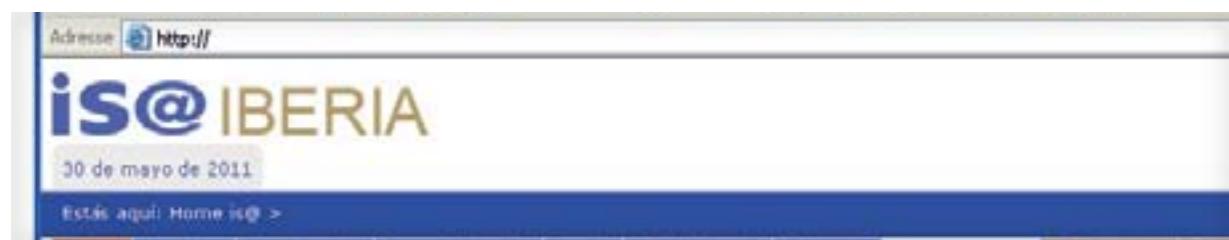
#515ba2

28 px



COUNTRY & REGION INTRANETS

EXAMPLES



 SANOFI

INVESTORS PRESS CAREERS PARTNERS English | Français

HOME OUR COMPANY INNOVATION R&D OUR PRODUCTS OUR RESPONSABILITY Search... 



BECOMING
a diversified global healthcare leader
to respond to the needs of 7 billion
people on the planet

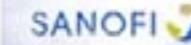
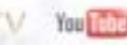
Size:   Share  Print 

RECENT MEDIA RELEASES

June 16, 2011  Sanofi Enters into Research Collaboration with Biopharmaceutical Company Audion Therapeutics to Develop Potential Treatments for Hearing Loss

June 15, 2011  Sanofi announces that 58% of the 2010 dividend will be paid in shares and 42% in cash

 All media releases  Sign up for e-mail alert 

ADA 2011 Sanofi Diabetes and the American Diabetes Association (ADA) Meeting 2011 **Q1 2011 RESULTS** Management discussed first-quarter 2011 results during a conference call with the financial community **MALARIA** Leading the fight against malaria

PUBLICATIONS

 Annual Review 2010  Annual Report on Form 20-F 2010  CGR Reporting 2010 

SANOFI WORLDWIDE
Select a country... 

OUR WEBSITES

 Chattem  Merial  Genzyme  Sanofi Pasteur  Zentiva

STOCK MARKET

June 17, 2011 – 05:38 PM
EURONEXT Paris (SAN) €52.37 +1.34%
June 17, 2011 – 11:51 AM
NYSE (SYN) \$37.51 +2.57%

Contact | Group sites | Sitemap | Help | Glossary | RSS  Sanofi TV  Legal notice
© Sanofi-aventis 2004-2011 - All rights reserved - Update : February 1st, 2001

AFFILIATES WEBSITES



Width: 816 px
Height: 177 px

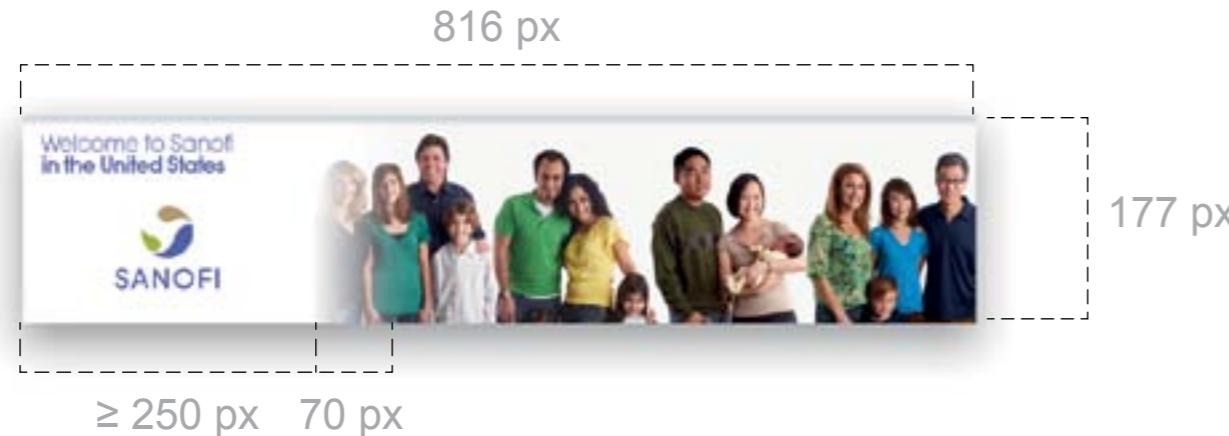
The header is made of:

- An **image**, taking up two thirds on the right-hand side of this area
- A **white space**, taking up one third on the left-hand side of this area
- The **Sanofi logo**, centered in the remaining white space
- The **welcome message** “Welcome to Sanofi” using the font Avalon Extra Light and the country i.e. “in the United States” using the font Avalon Medium

The composition of the header of every affiliate website (Welcome to..., Sanofi logo & picture) has to be consistent through all country websites.

The example provided shows the US affiliate website. Please translate the message into your local language and replace the country.

AFFILIATES WEBSITES



Please use the the Photoshop file provided to adapt this image to your needs:

Sanofi_affiliate_web_header.zip



If the translated welcome message is larger than 218 px, the width of the white area can be increased to a maximum of 400 px.



Several illustration pictures are provided in the Photoshop file.

AFFILIATES WEBSITES

There are two options for subsidiary websites (that also integrate their logo including “A Sanofi Company”).



OPTION 1

Integration of a top white banner with Sanofi logo in its horizontal version on the right, which is a link to Sanofi website as previously presented.



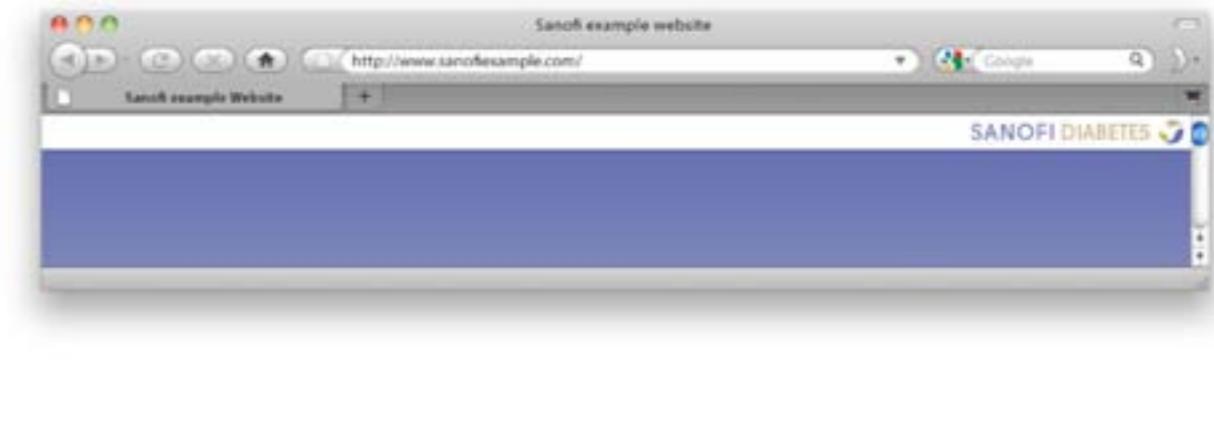
OPTION 2

Addition of a link on the homepage to a Sanofi website (the local corporate website www.sanofi.xx or the Corporate institutional website www.sanofi.com)

PRODUCT & SERVICES WEBSITES



For all new Sanofi websites (product, therapeutic, disease awareness, etc.) a white banner with the Sanofi logo on the right will be placed at the top of the page. This white banner will facilitate the integration of the corporate branding with product and project branding.



Websites owned by a division (Sanofi Pasteur, Diabetes, Oncology and FOVEA) have to use their Sanofi division logo.

The logo picture has to be clickable and linked to:

- the local division reference website (if it exists),
- or the local corporate website: www.sanofi.xx (if it exists),
- or the corporate website www.sanofi.com (French or English version).

BANNER DIMENSIONS

Height: 29px and a 4px drop shadow
(shadow overlaps website)

Width: full window width

PRODUCT & SERVICES WEBSITES



When reduced to the smallest window width, the white space surrounding the logo is preserved.

Horizontal position of the logo:

The logo has to be aligned on the right-hand side of the content area with a gap of 6 px.

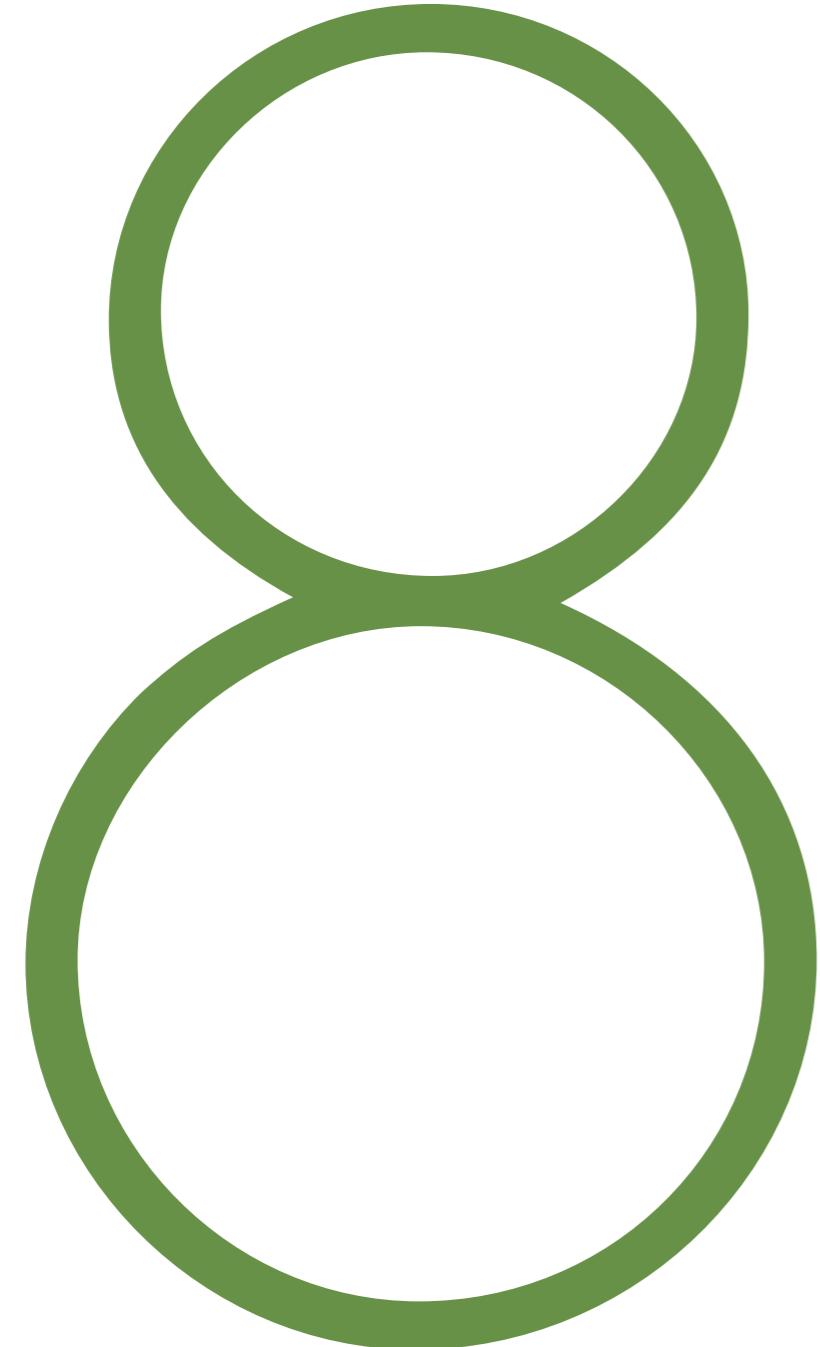


The header **colours** should not be modified:

- Pure white for the background
- Standard colours for the logo



The banner must stand on its own and should not be intersected or overlapped by any graphic or content, as illustrated above.



STANDS

Basic rules for colours

Examples

Hanging board with pyramidal logo

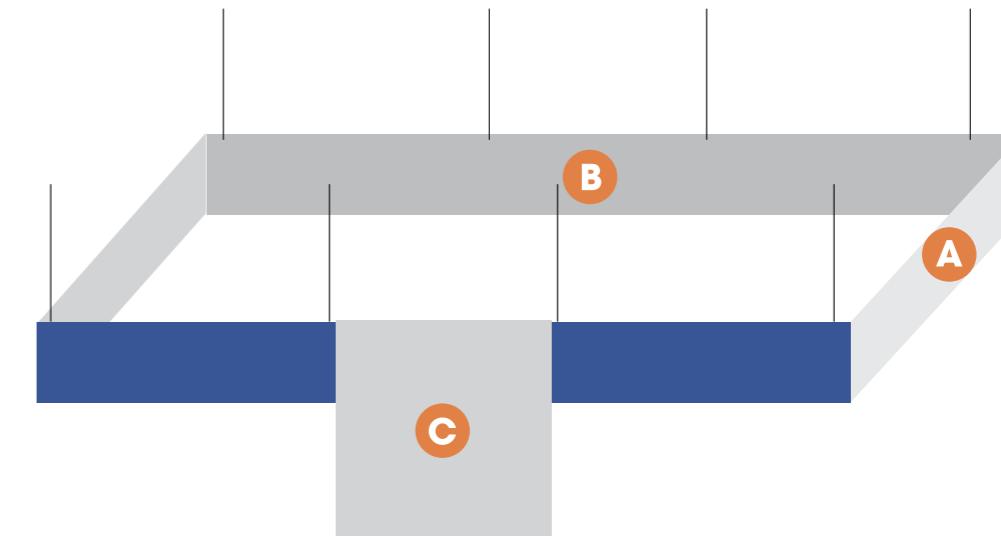
Hanging board with horizontal logo

Posters

BASICS RULES FOR COLOURS

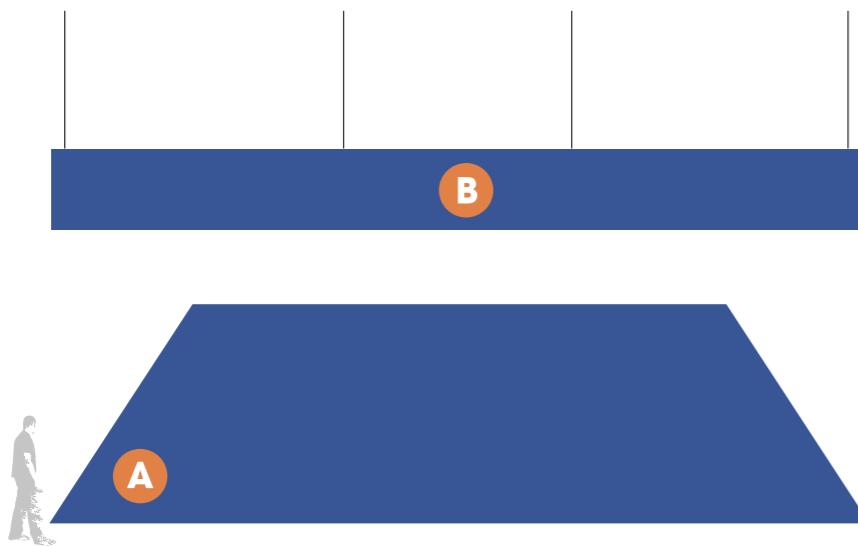
The colours of a Sanofi stand should be derived from the three colours of the logo.

Proportions and arrangement of the colours applied on the different elements are defined by these three general rules:



WHITE may be used:

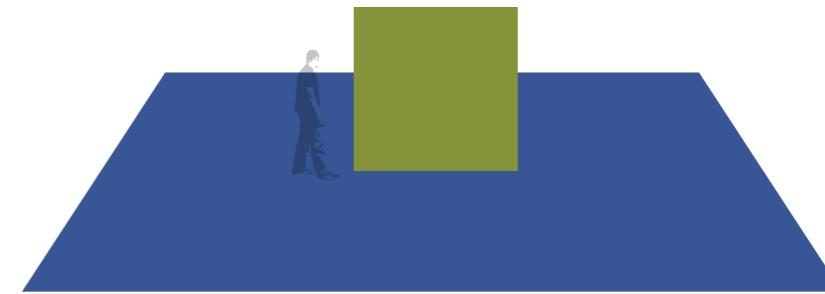
- A On the exterior side of some smaller hanging boards
- B On the interior side of all hanging boards
- C On the hanging boards used to display the logo



BLUE is required:

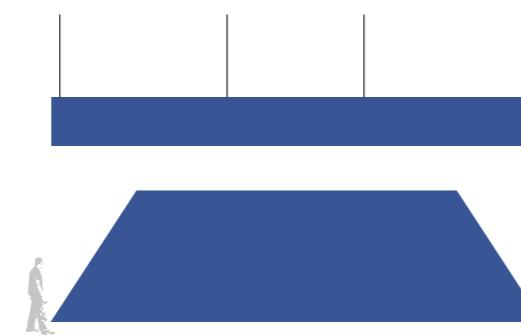
- A For all floors
- B On the exterior side of long hanging boards

GREEN is reserved for standing or hanging elements inside the stands.

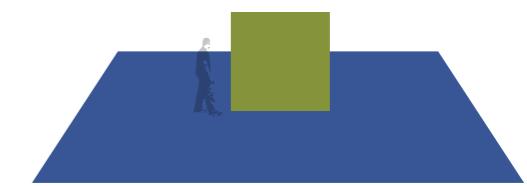


STAND

EXAMPLES



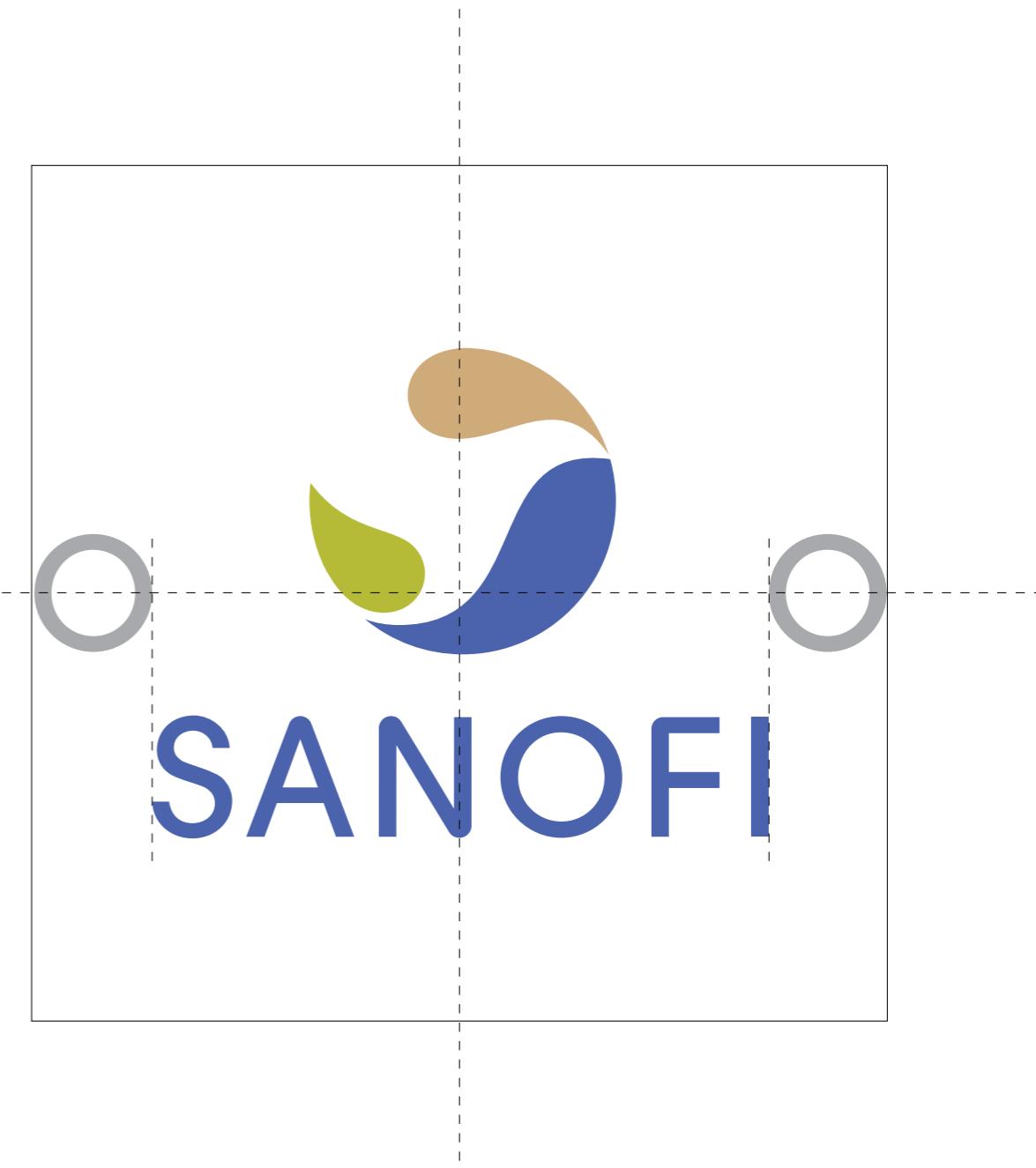
Example of a blue floor



Examples of green interior elements

STAND

HANGING BOARD WITH PYRAMIDAL LOGO



Examples of a hanging boards for pyramidal logo

The logo is centered in the board. The white space can not be less than one “O” of Sanofi.

STAND

HANGING BOARD WITH HORIZONTAL LOGO



Examples of horizontal hanging boards with one or two logo(s)

The amount of white space around the logos is:

- One “O” of Sanofi above and below
- The width of one logo Sanofi between two logos



STAND

POSTERS



Large posters may be hung on the walls of the stand.

Above is a template for a 60 x 80 cm poster.





SIGNAGE

Exterior

Façade for a main entrance

Secondary façade

Flag

Vehicles

Interior

Totems for a reception hall

Directional signs

Door plaques

Examples of communal area

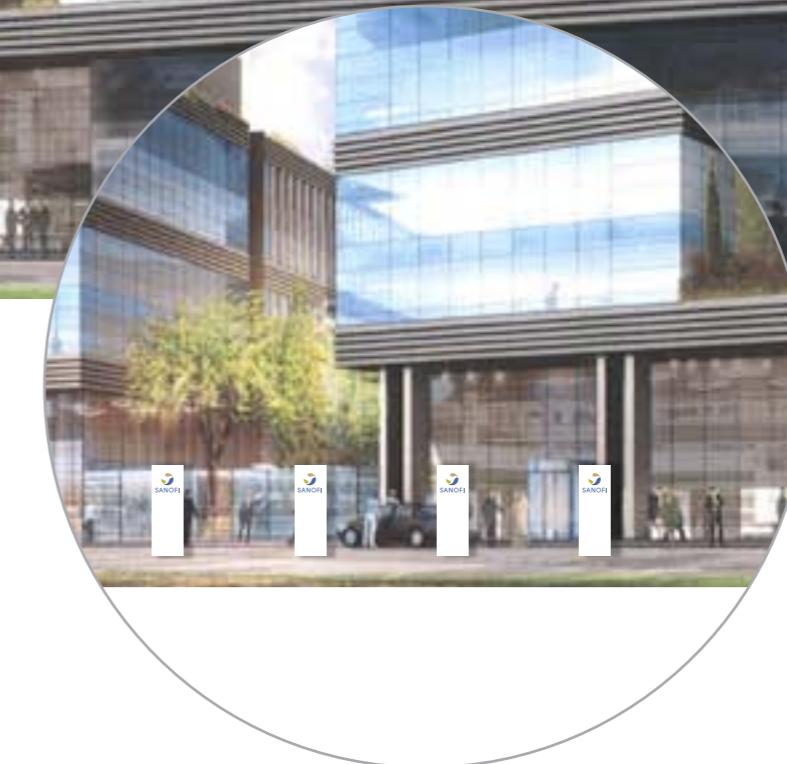
SIGNAGE | EXTERIOR

FAÇADE WITH A MAIN ENTRANCE

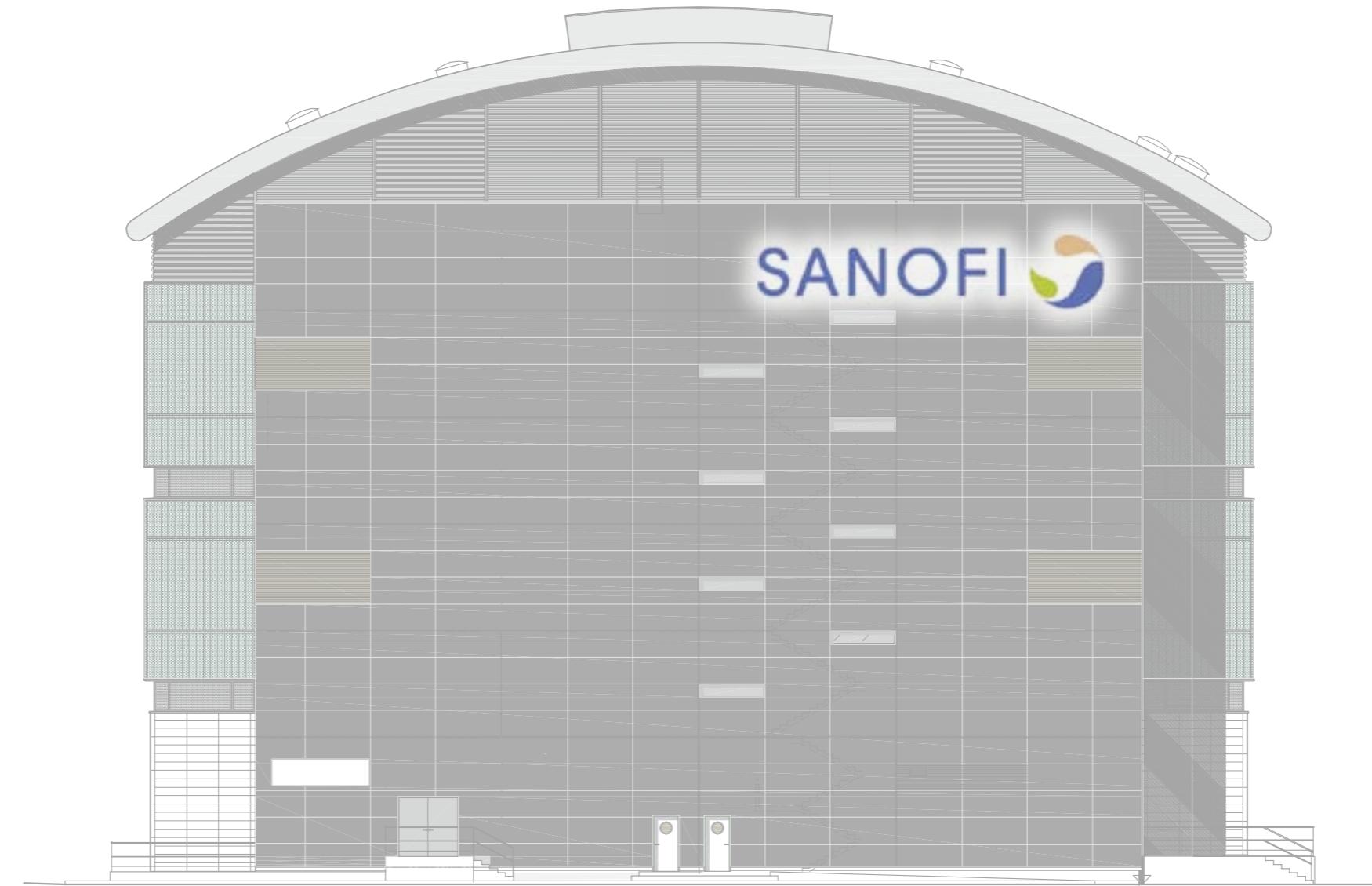


The main entrance of a Sanofi building may be branded by totems 3 meters high with the pyramidal logo.

The horizontal version of Sanofi logo is required for the signage on the building.



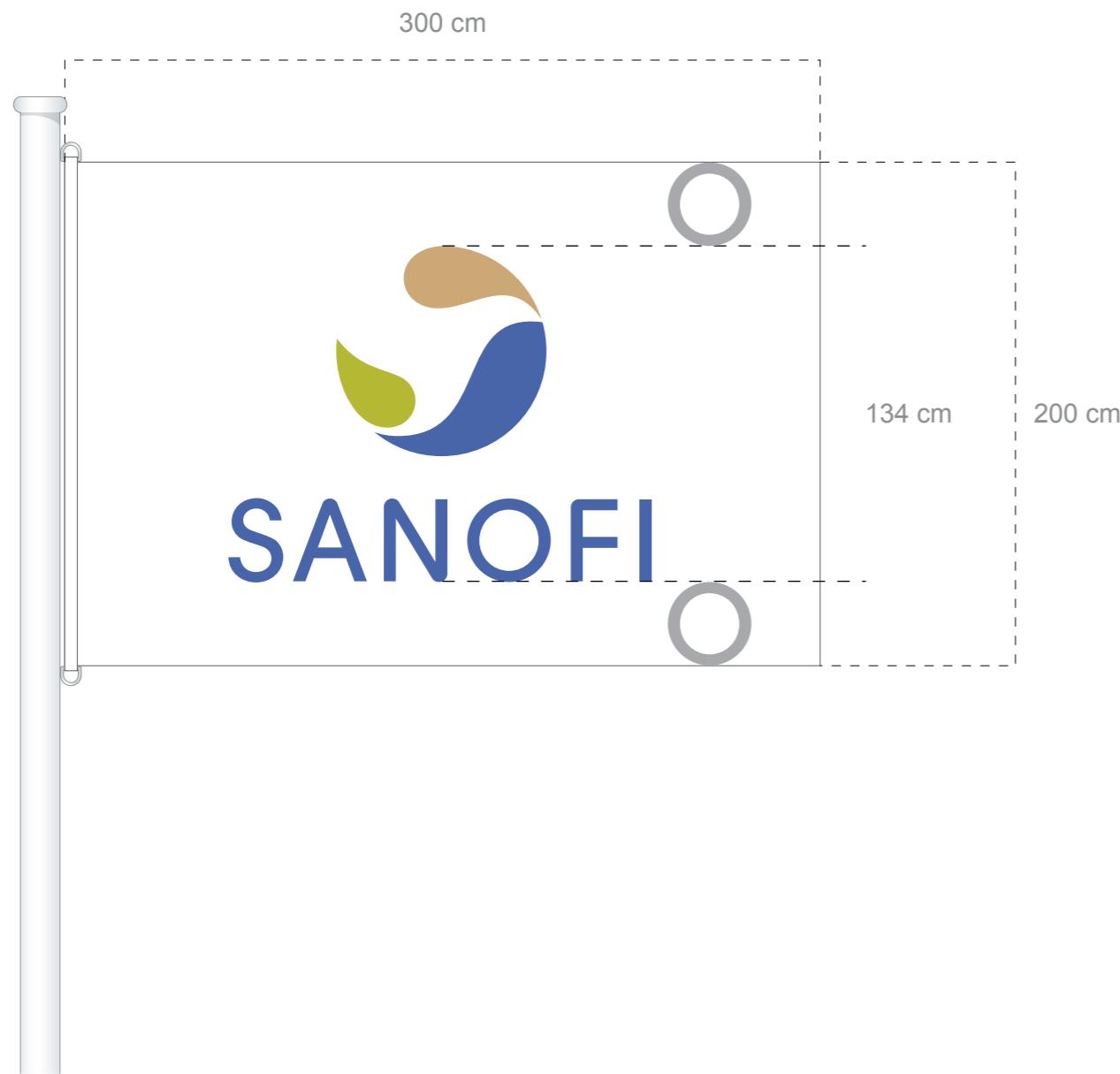
SECONDARY FAÇADE



In case the Sanofi logo appears on several sides of the building, the size of the sign should be identical.

SIGNAGE | EXTERIOR

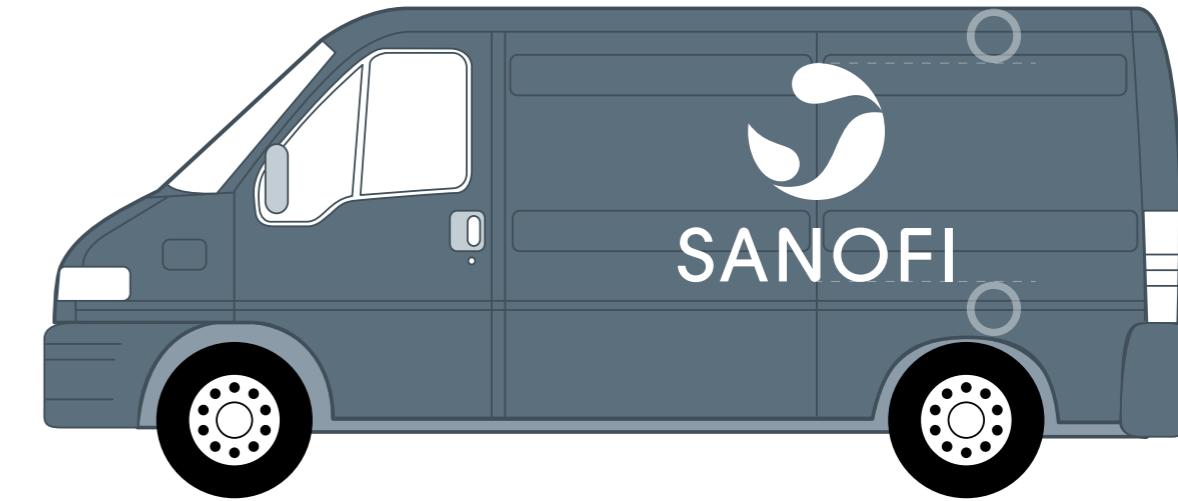
FLAG



The pyramidal version of the Sanofi logo is required for flags.

As an exception, the amount of white space is equal to one "O" of the Sanofi logo.

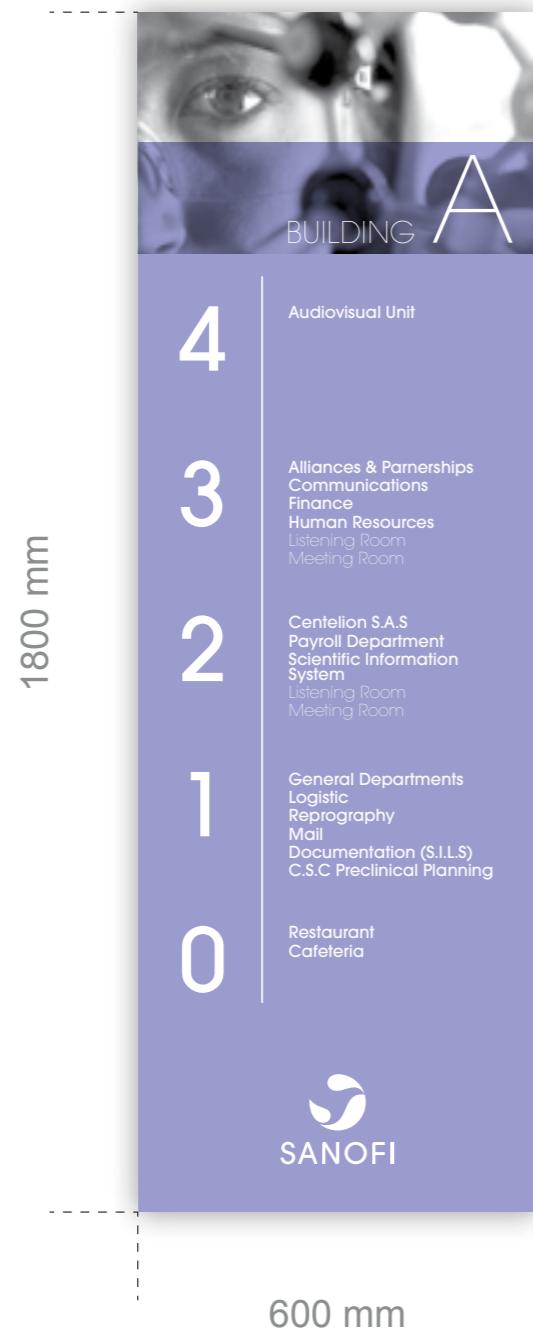
VEHICLES



To brand a vehicle, use preferably the pyramidal version of the Sanofi logo with a white space equal to one "O" of the logo.

Use the white monochrome version of the logo for any dark vehicle.

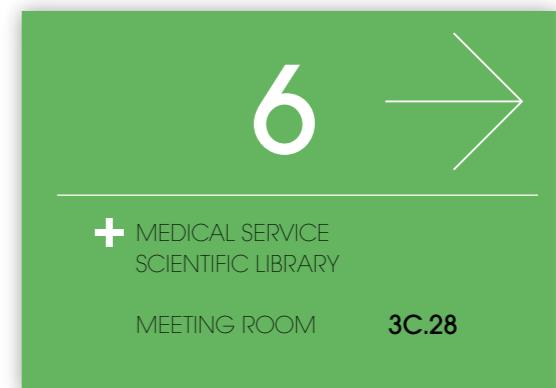
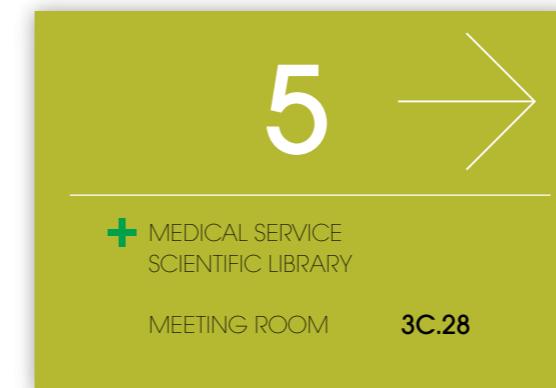
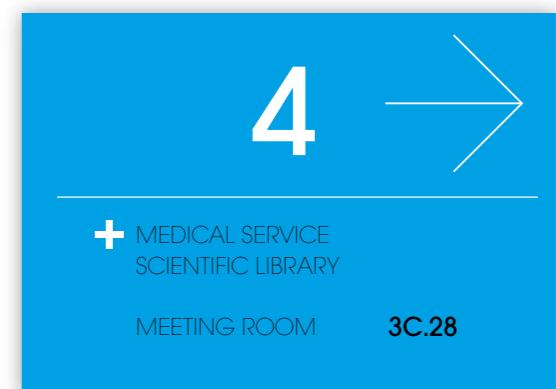
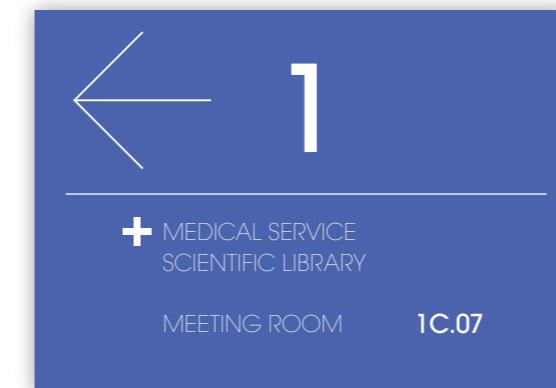
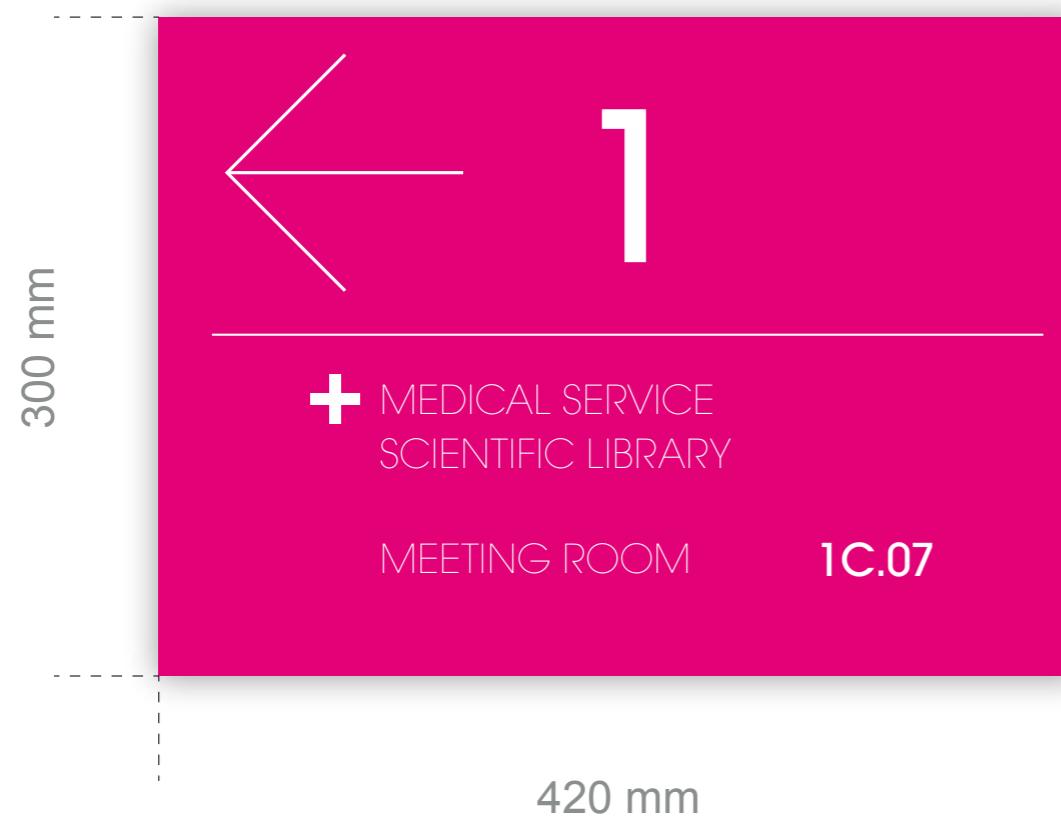
TOTEMS FOR A RECEPTION HALL



A signage totem for a reception hall may be designed with a large area of solid colour from the palette and black-and-white photographs focused on the eyes.

Please note the use of the white monochrome version of the Sanofi logo at the bottom of the totem.

DIRECTIONAL SIGNS



DOOR PLAQUES

160 mm

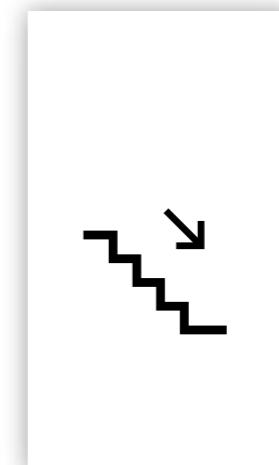
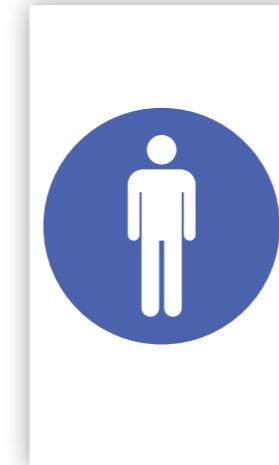
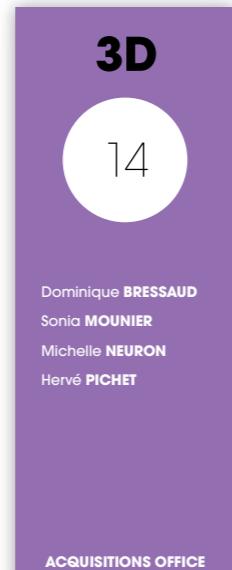
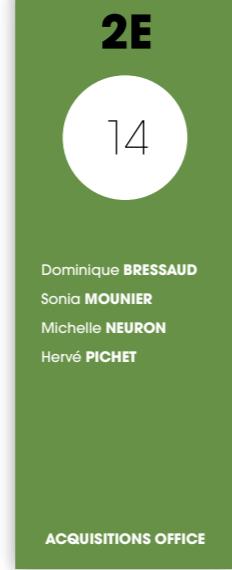
3C

28

Isabelle **DE MORTEMARD**
 Philippe **PARENTI**
 Martine **VISEMBERG**
 Etienne **VULKEN**
 Damien **ZAKARIAN**

HUMAN RESOURCES

60 mm

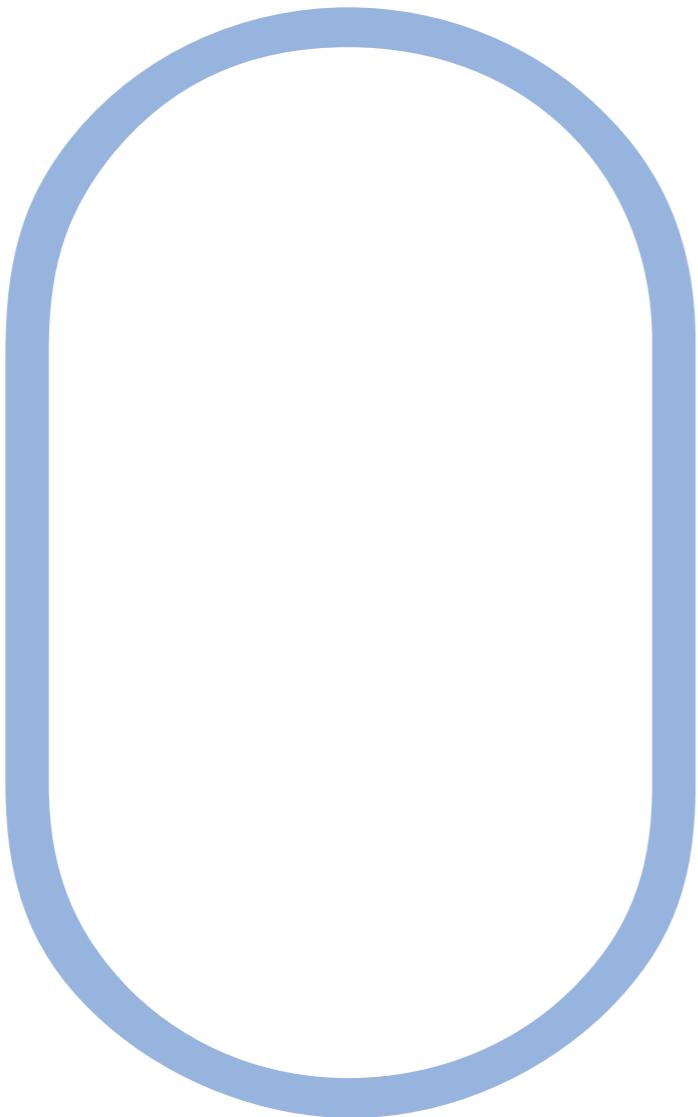


On these door plaques please note the use of a “focus icon” in order to highlight the room number.

EXAMPLES OF COMMUNAL AREAS



In the communal areas you may display large black-and-white portraits of Sanofi employees.



PRODUCTS

First applications

Print communication

Placement of the Sanofi logo in ads

Powerpoint template

Invitation cards & other applications

PRODUCTS | FIRST APPLICATIONS
PRINT COMMUNICATION



In order to support a product's brand image, the logo of a Sanofi product may receive primary placement in an advertisement or other supporting product communication.

The Sanofi corporate logo should be included as endorsement in a dedicated area.

PLACEMENT OF THE SANOFI LOGO IN ADS

The horizontal version of the Sanofi logo should be used as a footer on product communications.

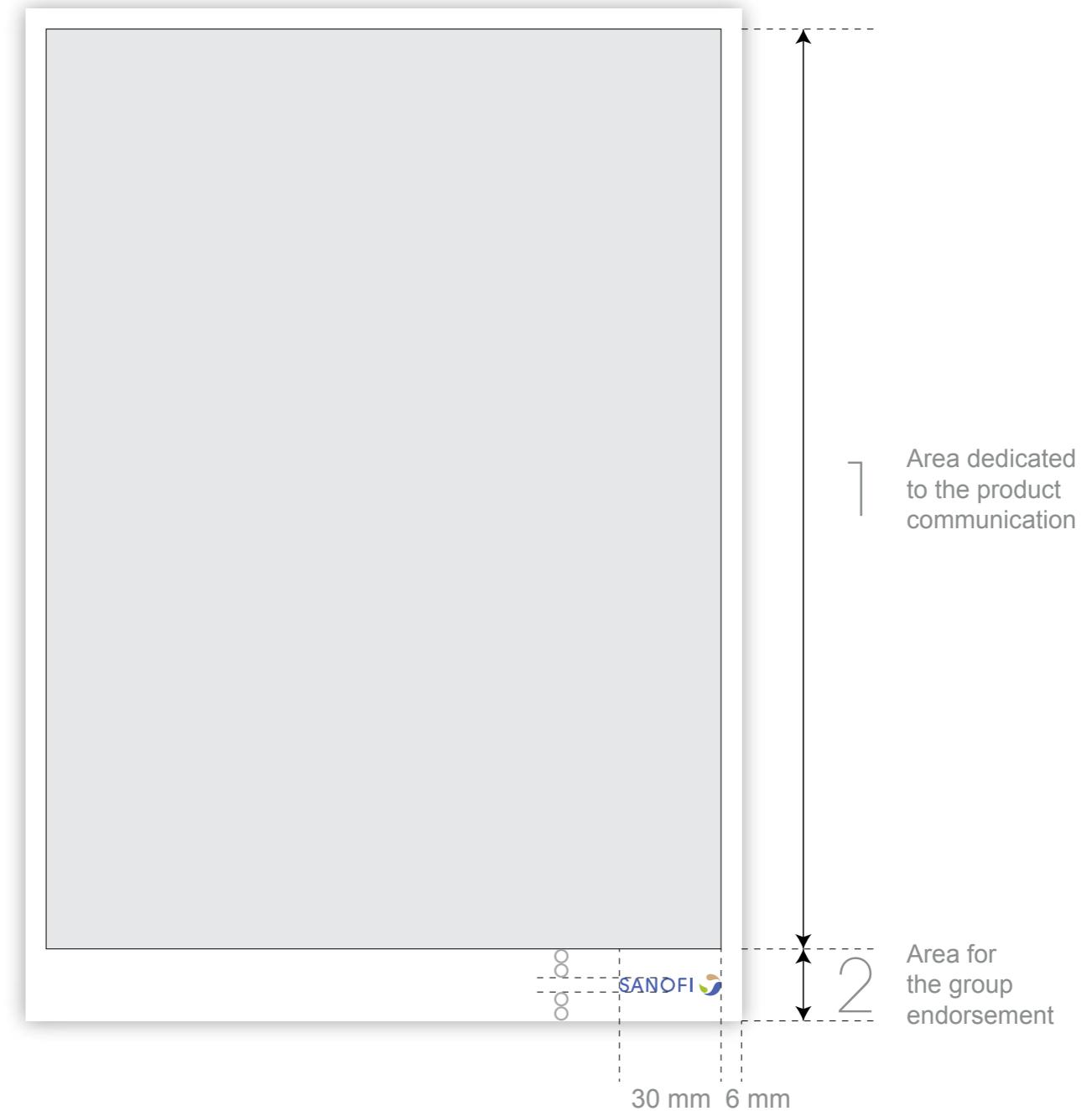
The logo should be placed in the lower right-hand corner of the page. It is right-aligned with the white frame, i.e. 6 mm from the edge of the page.

In the case of a A4 format, the logo should be 30 mm wide.

The amount of clear space around the logo is defined by the height of the letter "O" of Sanofi, as follows:

- Two "O"s above
- Two "O"s below

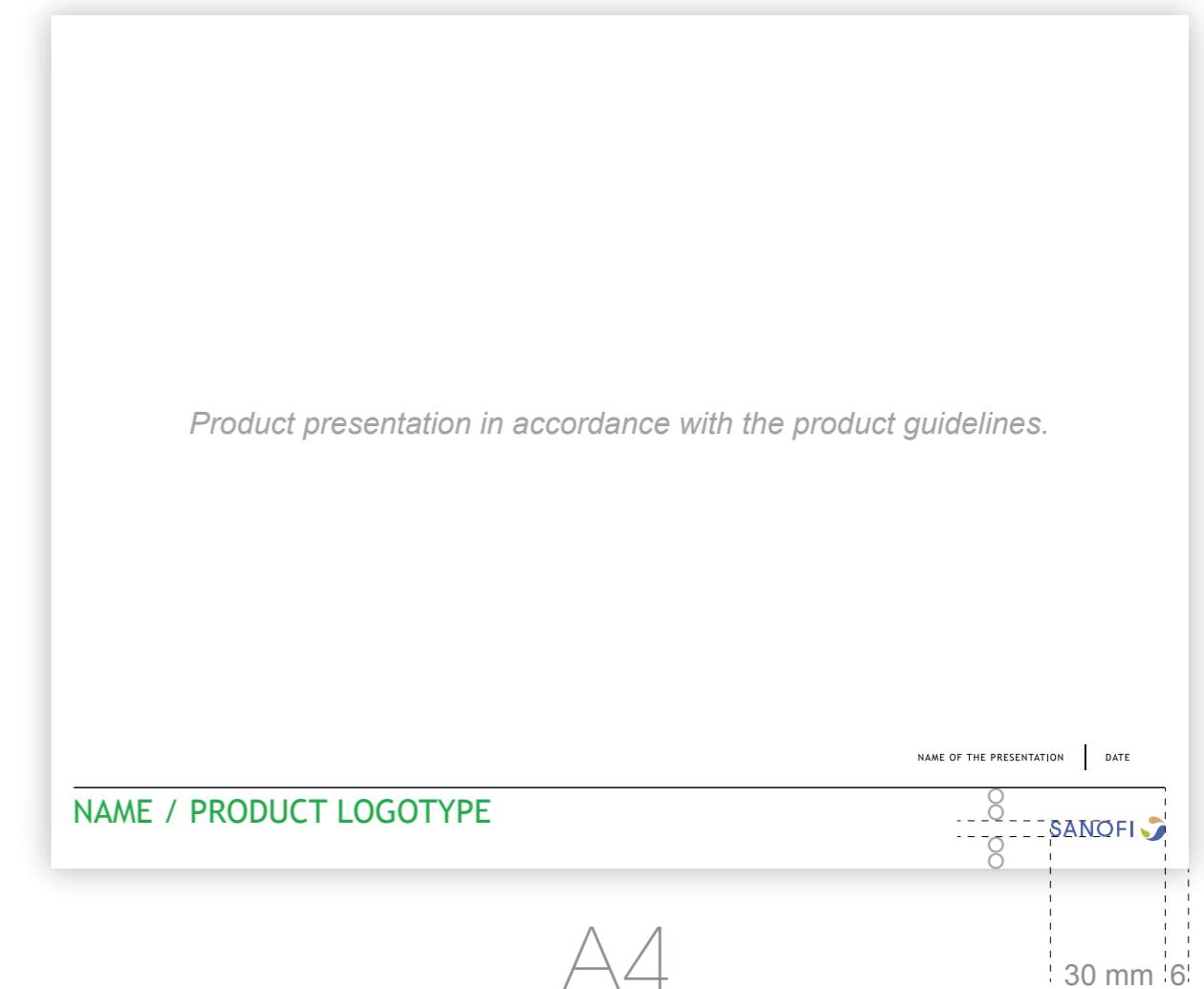
Please note that the area dedicated to product communication may be reinforced by a thin black border (especially when the advert itself has a white background).



PRODUCTS | FIRST APPLICATIONS
POWERPOINT TEMPLATE

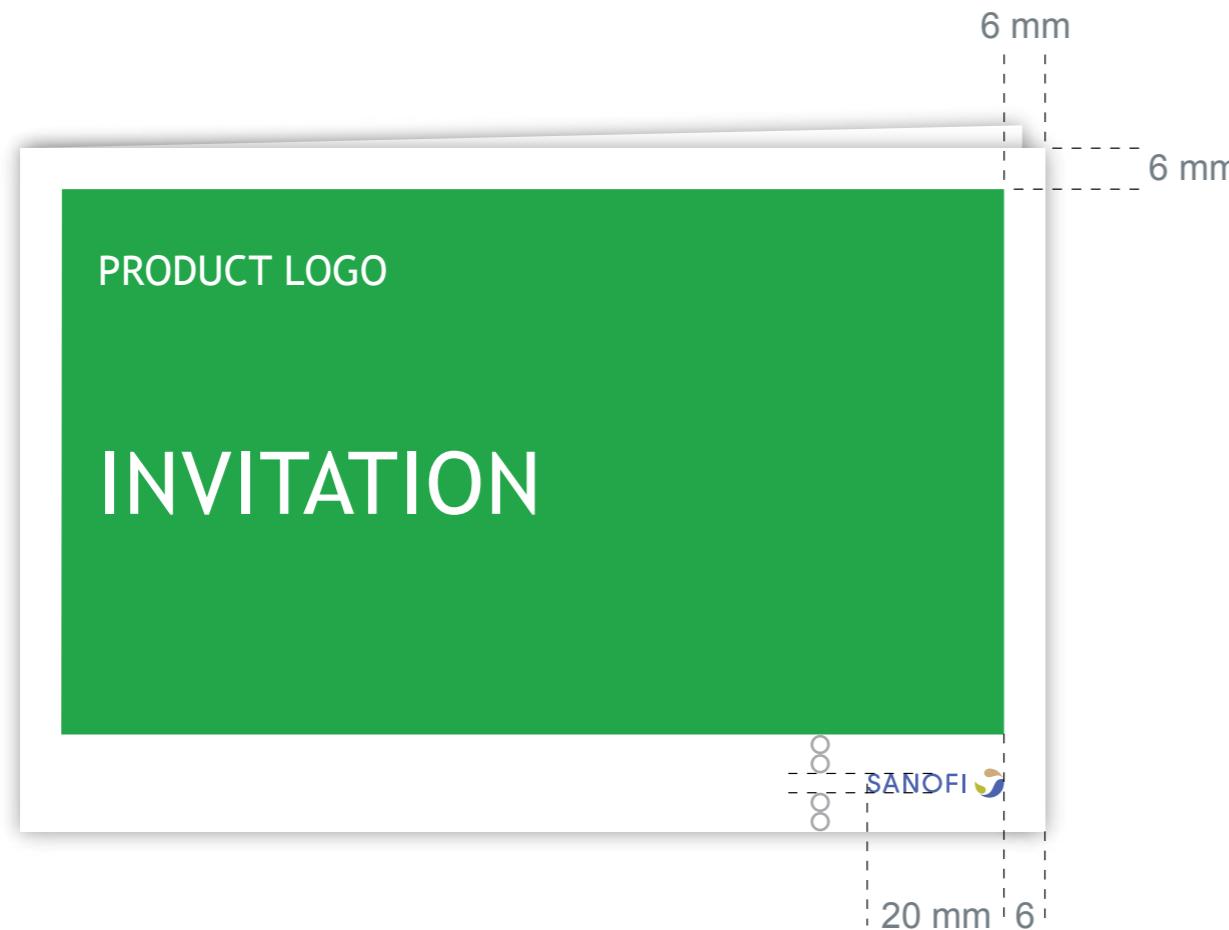


Example of a title page



Example of an inside page

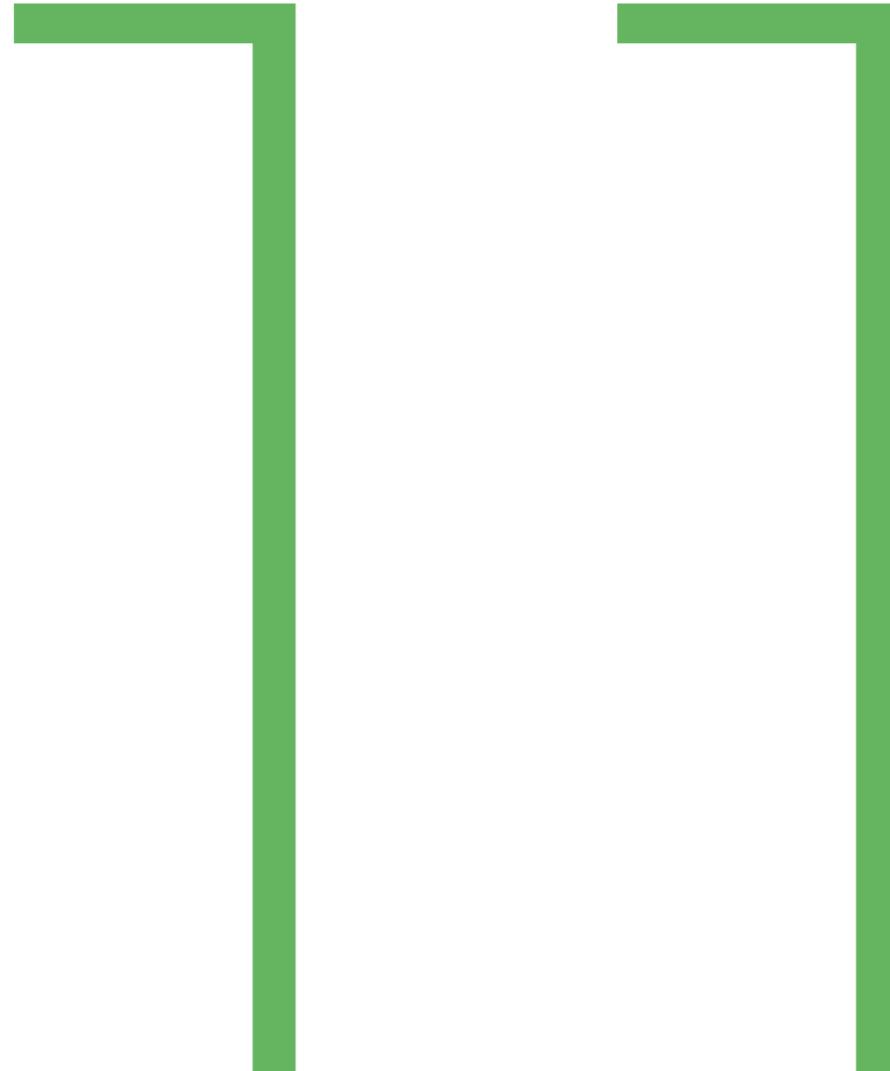
INVITATION CARDS & OTHER APPLICATIONS



15 x 10 cm

Example of an invitation in postcard format





PACKAGING

Key principles

Logo

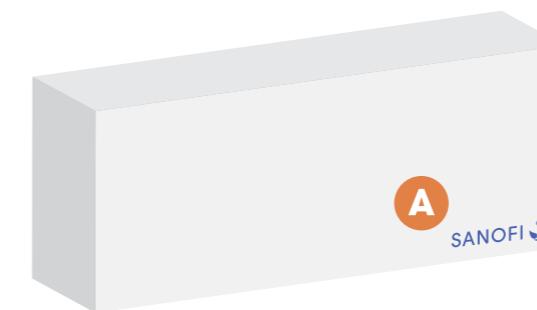
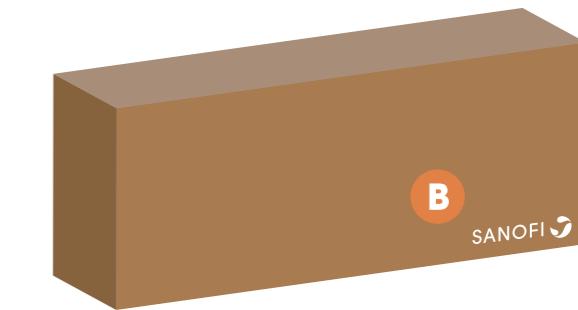
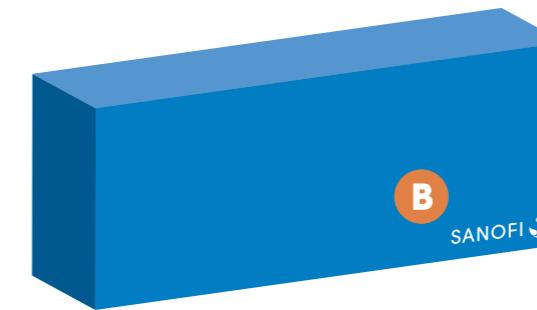
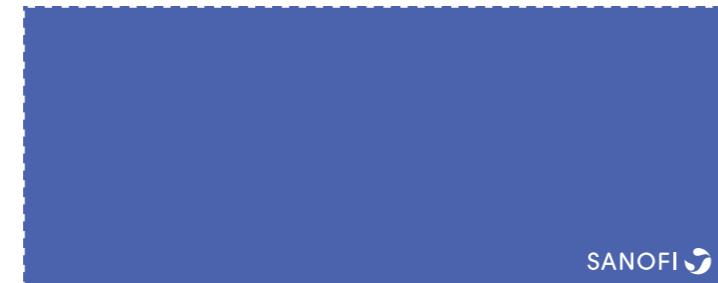
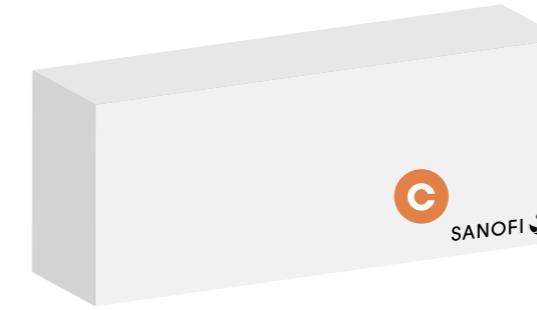
Logo placement and size

First applications

Product with specific brand identity

Product with no specific brand identity

Co-marketed product

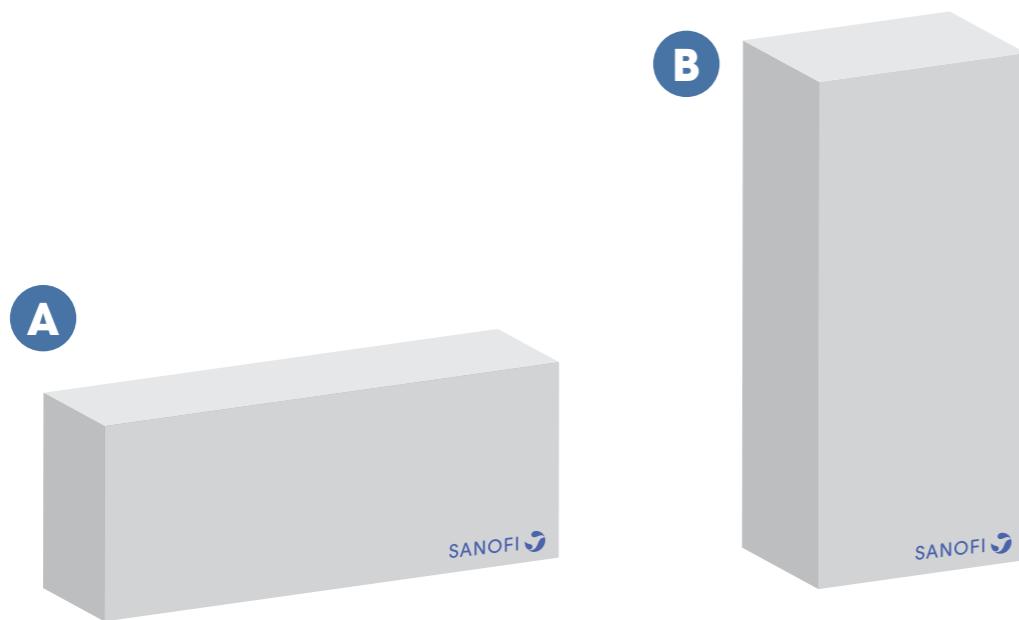
A**B****C**

The horizontal logo is required for packaging, in one of its one-colour versions: blue, white or black.

The logo should be placed in the lower right-hand corner of the front panel in order to allow space for any product information.

- A** Preferably use the one-colour **blue** version of the Sanofi logo on all white backgrounds and any light backgrounds.
- B** The one-colour white version of the Sanofi logo is recommended on a dark background.
- C** Please note that the black Sanofi logo should be used only as an exception.

LOGO PLACEMENT AND SIZE



The size of the logo depends on the width of the packaging. Please refer to the tables opposite to determine the appropriate size.

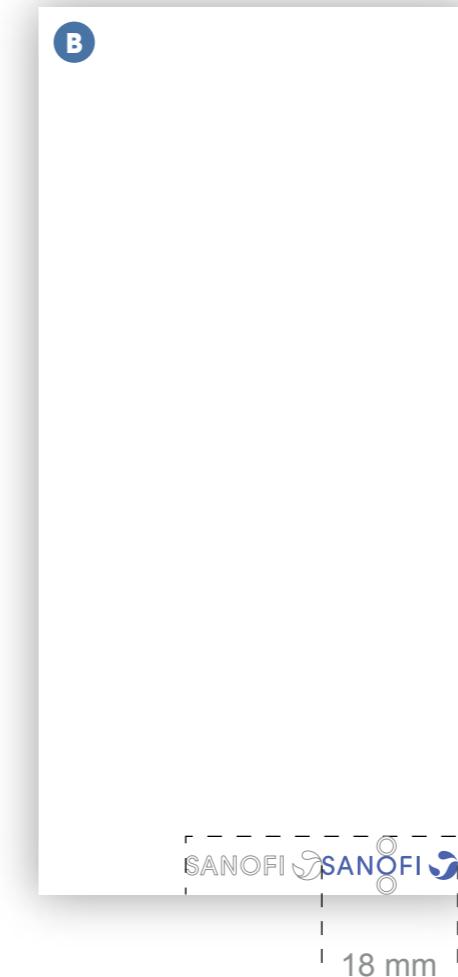
The amount of white space is defined as follows:

- One letter “O” of the logo Sanofi on its right, above and below
- The width of one logo Sanofi on its left



A CORPORATE LOGO ALLOCATION TABLE (HORIZONTAL BOX)

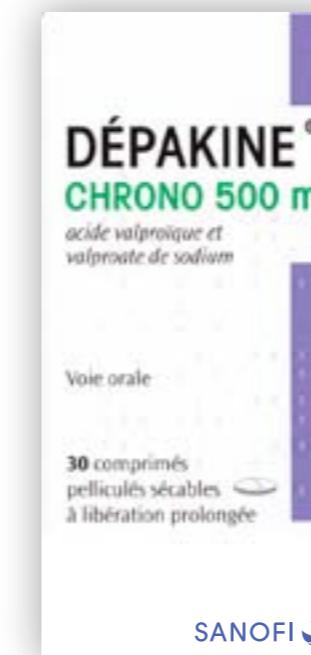
WIDTH OF MAIN Brand Panel	LOGOTYPE
Less than 60 mm	Logo_13
61 > 80 mm	Logo_18
81 > 120 mm	Logo_22
Greater than 120 mm	Logo_28



B CORPORATE LOGO ALLOCATION TABLE (VERTICAL BOX)

WIDTH OF MAIN Brand Panel	LOGOTYPE
Less than 60 mm	Logo_18
61 > 80 mm	Logo_22
Greater than 80 mm	Logo_28

PRODUCT WITH SPECIFIC BRAND IDENTITY



PACKAGING | FIRST APPLICATIONS

PRODUCT WITH NO SPECIFIC
BRAND IDENTITY



CO-MARKETED PRODUCT



Some products are co-marketed by Sanofi and one of our partners:

- The logo of Sanofi should be on the right.
- The logo of the co-marketing partner should be on the left, aligned with the Sanofi logo and in a similar proportion.

For further information, please contact
Corporate Communications: newlogo@sanofi.com

