

Baxter

HANDLE WITH CARE



corporate identity system

summary guide for designers

contents

Graphic Basics 2

Wordmark	2
Wordmark Band	4
Wordmark Don'ts	6
Color	8
Typography	10
Photography	12
Illustration	16

Applications 18

Marketing Communications	18
Print Collateral	18
Advertising	20
Meetings and Events	22
Promotional Items	24
Publications	26
Binders and Folders	27
Electronic Media	28

For More Information 29

HANDLE WITH CARE

MET ZORG HANTEREN

UTILISER AVEC SOIN

SORGSAME HANDHABUNG

TRATTATE CON CURA!

TRATAR COM CARINHO

TRÁTESE CON CUIDADO

精心呵护

精心呵護

大切に扱うもの

처리시 주의 요함

The Baxter corporate brand is the way we do business; and the way we treat our customers, our colleagues and our communities. Our brand defines who we are and where we're going as a company. It establishes what we stand for and the value we bring to our customers who rely on our products and services to save and sustain lives. It also reflects the passion and commitment of Baxter employees who come to work every day knowing that they touch the lives of thousands of patients around the world. It is for these reasons that the Baxter brand must be managed as the important asset it is. [Handle with Care is more than a phrase. It is an imperative that ensures](#) that everyone who touches the Baxter brand either verbally or visually ensures that it is respected and applied with the utmost sensitivity. This corporate identity summary guide helps designers and design agencies manage our most important asset by providing an overview of our graphic standards and giving guidance on how to apply them. The guide is supported by an Intranet website where detailed guidelines, specification sheets, graphic examples and templates are available. Please contact your Baxter manager for additional information.

wordmark

The Baxter wordmark is the foundation of the Baxter Corporate Identity System. It is the one element that must be used to represent the corporation and its operating units on all business media worldwide. To protect the Baxter name, the wordmark must be handled with extreme care.

The wordmark must appear on all company documents, internal and external. It should be placed on the front cover of all collateral and on the bottom of all advertising. It may appear in Baxter Blue or black on a white or light-colored background or reversed to white out of any dark colored background that provides ample contrast for readability. Refer to the Corporate Color Palette on Page 15 for color specifications. In instances where a special material is necessary, such as signage or promotional items, the wordmark may appear in silver, gold or bronze. On printed communications, the wordmark may be blind embossed or debossed, varnished in gloss or dull, or die cut. Approval must be obtained from Corporate Communications for all instances where a metallic ink or foil stamp is desired for the wordmark in printed materials.

Baxter

Baxter

Baxter

The logo may be reversed to white out of any color that provides ample contrast. *Blue box shown above is for illustration only; the wordmark must not be placed within a box or other containing shape. Refer to wordmark don'ts on Pages 12 – 13 for how to properly display the wordmark.

what is a wordmark?

A wordmark, sometimes called a logotype, is a distinct text-only typographic treatment used to communicate a company or product name. A logo is a graphic symbol or icon often used in conjunction with a wordmark.

Always use the master artwork!

The Baxter wordmark is not a font. It is a distinct typographic treatment. Never recreate, alter or manipulate the Baxter wordmark in any way. Always use the master artwork files provided without



Clear Space Rule: Positioning the wordmark with design elements

The Baxter wordmark must be surrounded by a precise measurement of space represented by the letter "B" in the wordmark when positioning it with visual or design elements. A minimum clear space of at least one "B" height must always be maintained. This space should remain completely clear of all text, graphics, a document edge or signage edge, etc. When the layout area permits, an increased amount of clear space surrounding the wordmark (beyond the minimum requirement) is recommended.

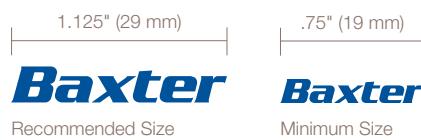


4 "B" Rule: Associating business names, logos and text with the wordmark

The Baxter wordmark should always stand on its own and should never be grouped with other elements. Additional clear space must be incorporated around the wordmark when placed near text, business designations, product logos or program/campaign logos. At a minimum, a distance equal to the height of 4 "B" spaces is required. More white space is preferred whenever possible.

Size

The minimum size that the Baxter wordmark should appear is .75 inches (19 mm) in print or promotional applications, or 90 pixels in electronic applications. The recommended size for the wordmark in print applications, on publication covers and within the Corporate Signature, is 1.125 inches (29 mm).



Equal & Balanced Rule: Balancing the wordmark with partner logos

It is important that the Baxter wordmark is visually separate from other wordmarks or logos. The Baxter wordmark may not be grouped together or connected to another company logo to create a new graphic element. The two must be sized equally (one is not larger than the other) and appear visually separate (balanced) according to the 4 "B" rule. It is preferred that the two logos be positioned at opposite ends of a page layout.

wordmark band



Wordmark Band

In certain instances, for example on forms and checks, packaging and labeling, primary facility signage, vehicles and other applications, the wordmark must reverse to white out of a Baxter Blue band. If this is not possible, the wordmark implied band may be used. If, for any reason, a band cannot be used on any items specified, you must document the reason and apply for an exception through your business marketing communications and regulatory Standard Operating Procedures (SOPs) and from Corporate Communications.



Wordmark Implied Band

The wordmark implied band is primarily used on interior or exterior signage. All specifications and guidelines for the wordmark band, as detailed on the following page, must be followed for the wordmark implied band. The only difference is that the band is implied with horizontal rule lines positioned above and below the wordmark, as shown above. The rule lines should appear in Baxter Blue. When the wordmark implied band is used in signage, the rule lines should appear in a metal or stone finish.

When the length of the wordmark is 1.125 inches (29 mm), the thickness (stroke weight) of the rule lines should measure .25 pt. External requests for these files must be made through the appropriate Baxter project contact and comply with Baxter usage policies. Requests may also be directed to Corporate Communications.

Important: When scaling the artwork as vector art, always be sure to “scale strokes and effects,” which will maintain the proper relationship between the wordmark and the thickness of the rules.

the wordmark band: NOT a box

The wordmark band is a specific piece of artwork. Do NOT place the wordmark within a box or other containing shape. Only use the master artwork provided for the wordmark band.



Specifications

The wordmark band is never to be used as a full-bleed band. The band must bleed right or extend as far to the right as possible, and end short of the left edge. Whenever possible, the band must be at least 1.5 times the length of the wordmark.

The wordmark must be positioned at the left end of the band, as shown below. The distance between the lower left corner of the “B” and the left end of the band must equal one-half the height of the capital “B” in the wordmark.

The lower left corner of the “B” must line up flush left with the left margin of the text and/or other graphic elements. Please note that the left end of the band must extend beyond the left margin of the text in order to align the “B” in the wordmark with the text.

Only the Baxter wordmark may be positioned inside the band. No other typography or symbols are allowed inside the band.

When the wordmark appears in the band, it must reverse to white out of a Baxter Blue band. No other color may be used for the band or the wordmark.



tips on terminology

What does “full bleed” mean?

When artwork or color extends all the way to the edge of a page, it is referred to as “full bleed.” In the case of the wordmark band or wordmark implied band, the artwork should only bleed off the right side of the page. It should never bleed off both sides. Refer to examples below.

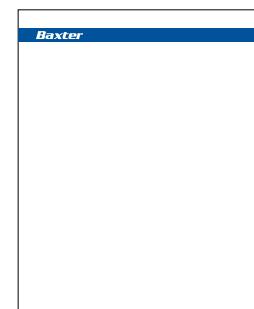
Correct:

Wordmark
Band bleeds
off right side
of page.



Incorrect:

Wordmark
Band bleeds
off both sides
of page.



wordmark don'ts

To present a strong, unified Baxter identity, it is essential that the wordmark be handled with great care. Shown is a sampling of incorrect usage of the Baxter wordmark. Carefully review these examples before beginning any project.



Do not position a tagline, slogan or business unit designation near the wordmark.



Do not change the color of the wordmark or apply a tint of color to the wordmark. The wordmark may only appear in 100% Baxter Blue, black or reversed to white within print and electronic communications.



Do not apply a gradient or any other visual effect to the wordmark. Do not fill the letters of the wordmark with a pattern, photo or any other artwork.



Do not rotate the wordmark.



Do not outline the wordmark.



Do not apply a drop shadow or any other visual effect to the wordmark.



Do not reverse the wordmark to white if the background color does not provide ample contrast.



Do not use the wordmark repetitively to create a pattern.



Do not redraw or alter the wordmark in any way. Master artwork files should be downloaded from the corporate identity Intranet site.



Do not skew or distort the wordmark in any way.



Do not place the wordmark within a box or other containing shape.



Do not use the wordmark to replace the word "Baxter" in an address, sentence, phrase or heading. When referring to Baxter in text, "Baxter" must be set in the same typeface as the text.



Do not place the wordmark on a visually busy background including patterns or designs.



Do not place the wordmark on a visually busy background including photographs or illustrations.



Do not overlap the wordmark with another design element; for example, above, near or over illustrations or photographs.



Do not group product logos with the wordmark.



Do not place a product franchise logo next to the wordmark.



Do not connect the wordmark with any other company logo by linking them to create a new graphic element or logo. Apply the “equal and balanced” rule for Baxter joint ventures and partnerships.



Do not use the wordmark next to a business name even if separated by a graphic element.



Do not stylize business names to appear as a wordmark or logo. Only the Baxter wordmark is allowed.



Do not contain the wordmark within a shape with a tagline, message or any other logo.



Do not group business unit names with the wordmark. Additional clear space must be incorporated around the wordmark in the case of business designations. A minimum distance equal to the height of 4 “B” spaces is required and more space is preferred.

Note: The Baxter BioScience wordmark is being retired, as are other Baxter business logos.



Do not “cheat” the wordmark rules by typesetting “Baxter” in italicized text.



Do not place a rule line between the wordmark and any business or product name.

color

Consistent use of the color palette is an important part of the Baxter Corporate Identity System. Internal and external communications should use a combination of the corporate and extended palette colors shown here.

Bright



! 0 / 52 / 100 / 0
144 C
144 U
FA8300
250-131-0



! 0 / 10 / 100 / 0
109 C
108 U
FFE100
255-225-0



! 67 / 0 / 98 / 5
369 C
369 U
58AA18
88-170-24



! 78 / 0 / 32 / 0
3262 C
3262 U
00C8B4
0-200-180



100 / 0 / 0 / 0
Process Cyan C
Process Cyan U
009FDA
0-159-218

Key

C/M/Y/K
Pantone (PMS) Coated
Pantone (PMS) Uncoated
Hexadecimal
R-G-B

! denotes colors best reproduced using Pantone colors in print applications. The intensity of the color cannot be achieved in CMYK. The CMYK formulas provided are a best match only.

Muted



1 / 62 / 95 / 2
7413 C
7413 U
D47B22
212-123-34



0 / 17 / 100 / 0
7406 C
7406 U
EBB700
235-183-0



55 / 2 / 75 / 5
7489 C
7489 U
73AA64
115-170-100



62 / 0 / 26 / 0
7472 C
7472 U
69B4B4
105-180-180



! 58 / 11 / 0 / 0
292 C
292 U
6E96E5
110-150-229

Dark



76 / 99 / 0 / 0
526 C
526 U
652D86
101-45-134



7 / 100 / 67 / 31
7427 C
7427 U
96172E
150-23-46



73 / 9 / 94 / 35
364 C
364 U
427730
66-119-48



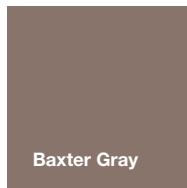
100 / 10 / 36 / 48
323 C
323 U
006265
0-98-101



Baxter Blue

! 100 / 72 / 2 / 12
287 C
287 U
003399
0-51-153

Neutral



Baxter Gray

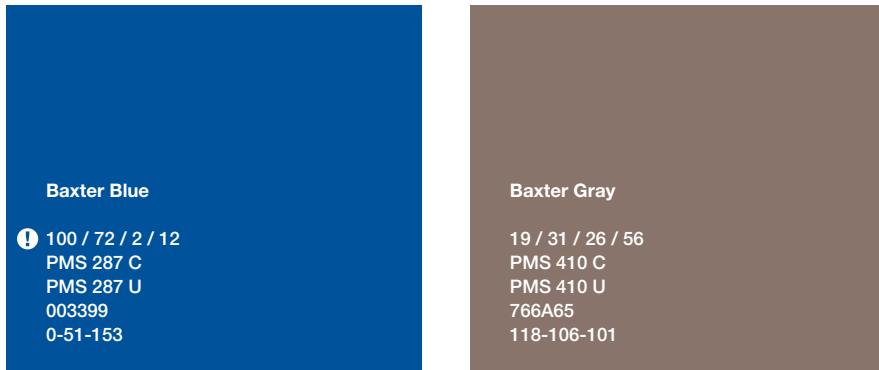
19 / 31 / 26 / 56
PMS 410 C
PMS 410 U
766A65
118-106-101



1 / 2 / 20 / 0
7499 C
7499 U
FFF6DC
255-246-220



20 / 3 / 38 / 8
7493 C
7493 U
CBD5A7
203-213-167



Corporate Color Palette

A consistent color scheme presents a cohesive image of Baxter across a broad range of media, including print, multimedia and the Web. The corporate colors are Baxter Blue and Baxter Gray. Their color formulas cannot be altered or adjusted. These colors must be used on all primary business communications.

Extended Color Palette

The Extended Color Palette is a broad-spectrum palette developed to complement the corporate colors, Baxter Blue and Baxter Gray. There is a wide variety of colors that may be used in different combinations to create a distinct feeling. There are colors that work as neutrals to complement all colors in the palette. There are bright, muted and dark colors that touch every part of the spectrum. Screens, or tints, of each color may be used as well. The extended palette provides a strong base of colors that allows for diversity while still maintaining a consistent Baxter identity.

Color Formulas

Formulas are provided for all key print and electronic applications. Always be sure to use the correct formula. In print applications, always match the color palette by using four-color process (CMYK) colors or Pantone Matching System (PMS) color formulas. Pantone Coated (C) colors should be used when printing on coated paper, while Pantone Uncoated (U) colors should be used on uncoated paper. *Note: Pantone Coated and Uncoated numbers sometimes vary for the same color.* For electronic applications, RGB and hexadecimal color formulas are provided.

Existing Product Logo Colors

Original product logo colors may be retained for the original logo design; however, they are not part of the extended color palette. Any new logos, creative, marketing materials must use the extended color palette.

clarifying color

CMYK Limitations for Printing

CMYK formulas are the industry standard for matching Pantone* colors on press, but colors may vary due to a number of factors including paper stock, printing conditions, line screen and more. To get the best match to the Baxter colors, print with Pantone colors. If a color must be printed in CMYK, it is important to provide the printer with the Baxter specifications shown here to get the closest match possible.

Some colors from the palette, marked with , need to be reproduced using Pantone colors — including Baxter Blue. The intensity of these colors **cannot be achieved in CMYK**. This means that an extra ink (Pantone color) will need to be specified when estimating the print job.

On-screen Color Differences

The RGB and Hexadecimal formulas have been created to provide the closest possible on-screen match for a global audience. Remember that every monitor will display the colors differently, depending on calibration, brightness settings, monitor type and more. To maintain the most consistency possible, the provided formulas must not be altered.

Screen Tints

It is acceptable to use shades/screens of the Extended Color Palette to enhance variety.

The colors shown throughout this manual are not intended to match the PANTONE* Color Standards. The colors shown are Baxter colors. In lieu of the Baxter colors you may use the PANTONE colors as indicated, the standards for which are shown in the current edition of the PANTONE Color Formula Guide.

*PANTONE® is a registered trademark of Pantone, Inc.

typography

The consistent use of typography supports a cohesive visual image across all communication materials. The Baxter typefaces — Helvetica, Garamond and Arial — have been selected for their legibility and timeless appeal and are available globally across platforms. *No other typefaces may be used.*

Corporate Typography

Helvetica is the primary corporate typeface. It is a sans serif typeface with great flexibility due to its breadth of weights and styles, from Light, Regular, Bold and Black to its many condensed and italic styles. Helvetica must be used on all communications, collateral, packaging, labeling, vehicles and signage.

Garamond is a classic serif typeface that works well to support Helvetica. Garamond is recommended primarily for use in body text, captions and other instances in which a serif face is desired to contrast Helvetica. Garamond may also be used as an alternative to Helvetica when printing body copy for letters and customized addresses on the corporation's primary business papers (such as letterhead, envelopes and mailing labels).

Secondary Typography

Arial is a sans serif font that must be used for all Web applications. It may also be used for PowerPoint and other electronic applications if Helvetica is unavailable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Condensed Regular

helvetica

GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond Semibold Italic

facts on fonts

Need Fonts?

If the Baxter typefaces are not available to you, they may be purchased at www.adobe.com.

Basic Style Guidelines

For overall appearances and readability, the number of type sizes, weights and styles in a single document should be kept to a minimum. You may select Helvetica Light, Helvetica Regular or Garamond Regular for body copy. Italics and reverse type should be used sparingly.

It is preferred that body copy be aligned left and ragged right. Use a single or half-line space between paragraphs, but do not indent. (These principles are used throughout this book.)

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

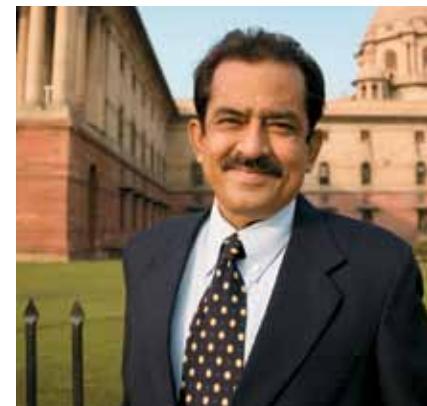
Arial Bold

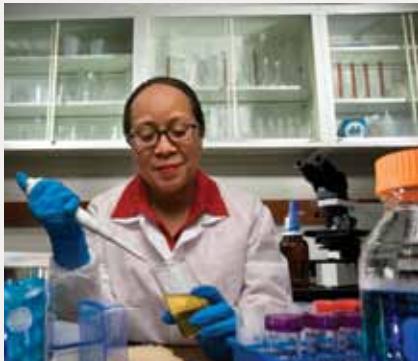
photography

Baxter has developed a distinct style of photography to represent the company. Our photographic style is real, warm and tangible — reflecting our messaging and vision of being a recognized and trusted brand worldwide.

Portraits

Baxter portraiture should reflect patients, caregivers or employees in everyday scenes. It is important that patient portraits reflect hopefulness rather than overly happy consumer-type images. The surroundings should feel natural, subjects should look comfortable, and direct eye contact with the camera should be made whenever possible. Naturally lit color photography as well as black and white portraits may be used. Do not feature photographs that include people in clichéd poses or make use of unnatural color filters. When photography cannot be commissioned and stock photography is necessary, it is critical that the Baxter style is followed. On this page is a sampling of Baxter photographs that represents the accepted style.





Location and Activities

Photographs featuring people in real-life situations help showcase our facilities and our products. The photos should appear to capture moments in time. The surroundings should feel natural, and subjects should look natural. Do not use photographs that include people in clichéd poses or make use of unnatural color filters. In addition to naturally lit color photography, black and white photographs may be used. A sampling of Baxter photographs that represents our facilities and activities style is shown on these pages.

Black and white photographs may be used in addition to naturally lit color photography.



photography

Artistic Close-ups



Products

Two distinct styles of photography are recommended to showcase Baxter products. All products should be photographed in one of the styles shown here.

Products — Outlined on White Background: In this straightforward style of photography, a product is photographed on a white background. The photo is outlined, and no shadow effects are allowed. Never place the outlined photo on a color background. It should always be shown in layouts on a white background. Use of a color background diminishes the impact of the outlined image.

Products — Artistic Close-ups: In this style of photography, a product is photographed using strong light that creates a background that appears to graduate from dark to light. The product is photographed close-up with a strong focus on the foreground and a soft focus on the background. Tight crops, composition and focal points create visual interest. In contrast to the straightforward style shown above, this style of product photography is more artistic and works well as a cover to a brochure or other collateral piece.

Product Outlined on a White Background

stock photography?

- Avoid the use of stock images. If you must use stock photography, ensure the photo has not been used by other companies in other campaigns.
- When photography cannot be commissioned and stock photography is necessary, it is critical that the Baxter style is followed.
- Make sure you purchase rights to use the photo on the Web and in print materials. Determine if the photo is restricted for use on other collateral pieces, and confirm how long you have rights to use it.
- Do not take stock images off the Web without release of rights and/or payment.

Conceptual or Symbolic Photography

Conceptual photography, sometimes referred to as symbolic, abstract or iconic photography, is strongly discouraged for several reasons.

- Conceptual photography is typically driven by an idea or theme and is open to interpretation. The interpretation is not a controlled message and opens the door for perceptions not consistent with Baxter messaging.
- There may be cultural risks associated with the use of symbols and/or icons in different regions or countries. What works well in one region does not necessarily translate well elsewhere in the world.
- Relying on symbolic imagery to represent a product removes not only the opportunity to get brand recognition, but also the potential to illustrate the human element in our communications.
- Using a symbolic image as a theme on a wide array of communication items may lead to its use as a brand element or logo.

If you wish to create a campaign using conceptual photography, you must balance the conceptual with realism; e.g., the human and/or product element. Test the appropriateness of the concept with global communication and marketing leadership to ensure that your intended message is clear and not open to misinterpretation.

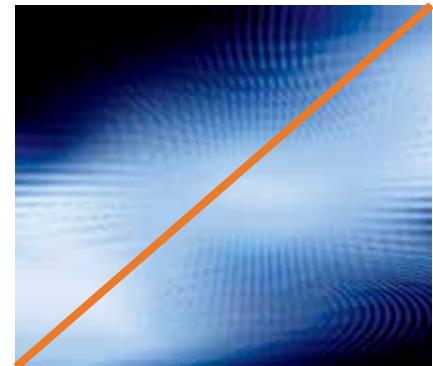
To present a strong, unified Baxter identity, it is essential that Baxter photography be handled with great care. Below is a sampling of photo styles that should not be used on Baxter materials. Carefully review these examples before beginning any project.



Do not use photographs with busy or cluttered backgrounds. Do not use stock photography that does not reflect our style.



Do not use unnatural color filters ("gels"). This style of photography is out-of-date and not in Baxter's natural style.



Do not use computer-generated backgrounds in a layout. This style of photography is out-of-date and does not represent Baxter's natural style.



Do not use outlined product photography on any colored or patterned background.



Do not use posed portrait photography on a white or color background.



Do not use photomontages or collages. This style of photography is out-of-date and not in Baxter's natural style.



Do not use photography to portray abstract concepts.



Do not use duotone photography.



Do not use special effects or filters.

illustration

While different styles of illustration are allowed, they must represent Baxter appropriately. Illustrations should be clean and contemporary. Heavy, rudimentary and cartoon images are not appropriate. When creating new illustrations, colors should be chosen from the Baxter Corporate and Extended Color Palettes. On this page is a sampling of illustrations that represent our style.



Illustration Style 1

Illustration Style 1

This style is clean and contemporary. Often referred to as renderings, these illustrations almost appear photographic. They are sophisticated and support our message of innovation and quality. There is also space within this style to appear friendly and trustworthy.



Illustration Style 2

Illustration Style 2

These illustrations reflect our clean, contemporary style. They are light and friendly and can be used to target specific audiences.



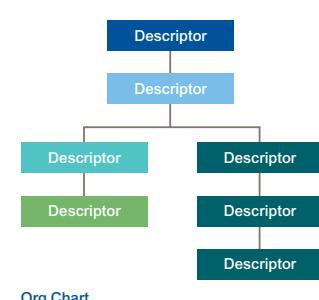
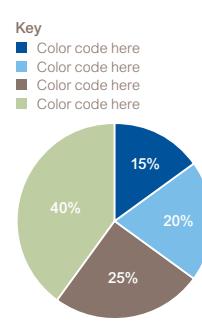
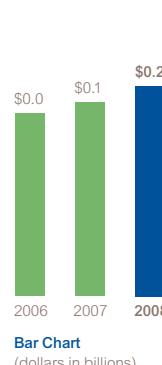
Illustration Style 3

Illustration Style 3

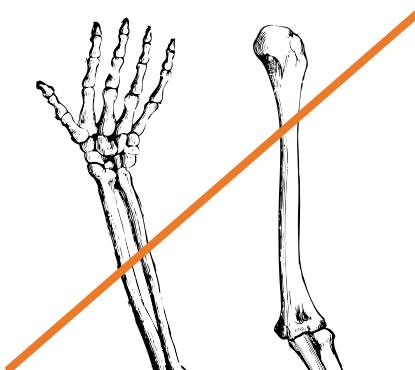
This style of illustration was commissioned for the Baxter Intranet and is currently the standard for internal websites. This style is friendly and personal, with concepts and images determined by the various site owners. These illustrations follow the standards in the Intranet Styleguide and must only be used on the Baxter Intranet and internal communications.

Charts and Diagrams

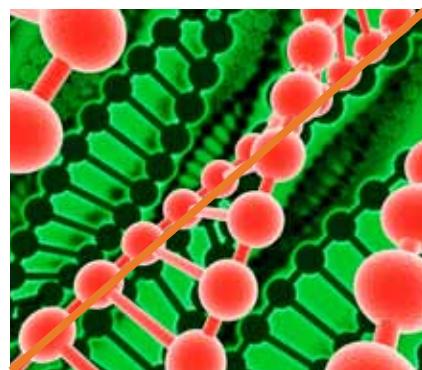
Baxter charts and diagrams have been designed to communicate with clarity. Simple circles, blocks and lines should be used in conjunction with colors from the Extended Color Palette. Avoid the use of clip art, drop shadows or 3-dimensional shapes in charts and diagrams.



To present a strong, unified Baxter identity, it is essential that everyone respects the clean, contemporary Baxter illustration style. Below is a sampling of styles that should not be used on external Baxter communications. Carefully review these examples before beginning a project.



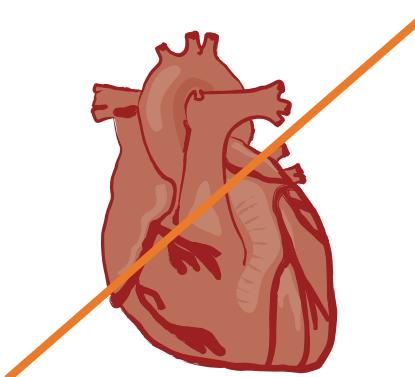
Do not use pencil sketch illustrations that look basic or rudimentary. Scientific illustrations should be specific, not generic.



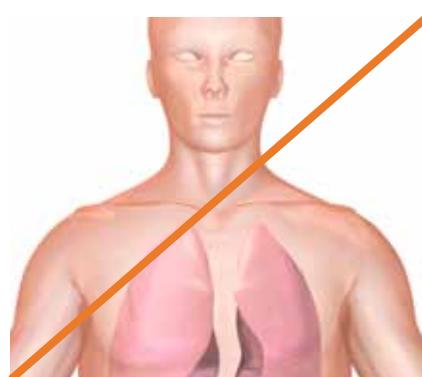
Avoid heavy or visually busy illustrations that add no information value.



Do not fill an illustration with multiple graphic elements.



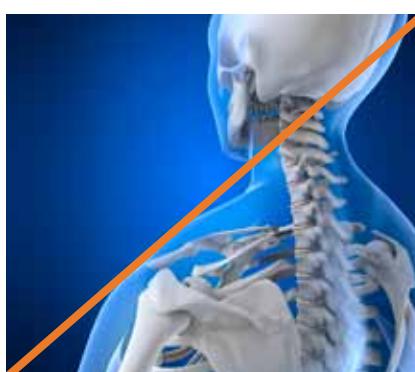
Do not use clip art in external presentations. Clip art is common and unsophisticated.



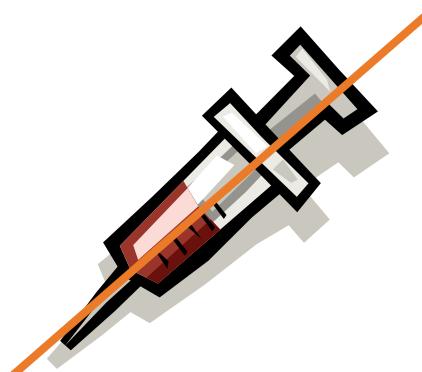
Do not use illustrations that are unappealing or make people uncomfortable.



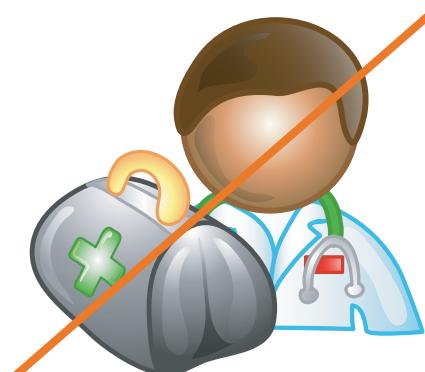
Think about your audience before you select an illustration. This style is appropriate for children, but may not engage an older audience.



Do not use common stock images that are popularly used on the Web.

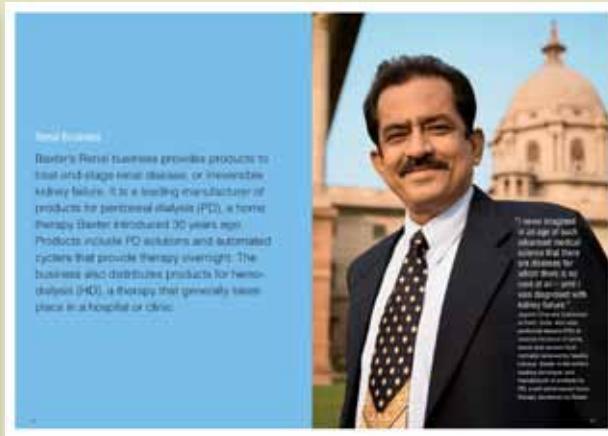
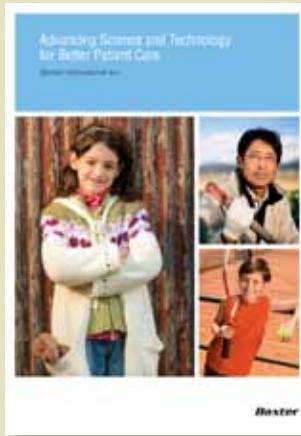


Do not use heavy, block illustrations that look like clip art.



Do not use poorly rendered cartoon illustrations.

print collateral



Baxter

Baxter International Inc.
One Baxter Parkway
Deerfield, Illinois 60015
www.baxter.com

Regional Headquarters Locations

Europe, Middle East and Africa
Baxter Healthcare SA
P.O. Box
CH-8010 Zürich
Switzerland

Asia Pacific
Baxter Healthcare (Shanghai) Company Ltd.
10F Platinum Tower
233 Tai Cang Road
Shanghai, 200020, China

Latin America
Baxter Export Corporation
101 Northeast 3rd Avenue, Suite 1600
Fort Lauderdale, FL 33301

Canada
Baxter Corporation
4 Robert Speck Parkway, Suite 700
Mississauga, Ontario, Canada
L4Z 3Y4

Corporate



Baxter

Baxter International Inc.
One Baxter Parkway
Deerfield, Illinois 60015

www.baxter.com



Baxter

Baxter Deutschland GmbH
Edisonstraße 4
85716 Unterschleißheim
Germany

www.baxter.de

Corporate Signature — Marketing and Communications

The Corporate Signature should appear on the back cover of ALL marketing and communications collateral, including brochures, publications and more. The Corporate Signature, when used on printed collateral, is made up of the Baxter wordmark, company name and address, and a Web address as shown at left.

Specifications: The Baxter wordmark may appear in Baxter Blue, black or reverse to white out of a dark background color. The width of the wordmark measures 1.125 inches (29 mm).

The wordmark must be placed above the company name and mailing address. The space measured from the baseline of the wordmark to the top of the company name is equal to the space between the mailing address and Web address (see specifications below). This space measures slightly more than the height of the "B" in the wordmark.

The company name and mailing address and Web address are typeset in 8 pt Helvetica Regular with 11 pt leading. The text color is black, but it may appear in white when the wordmark is reversed to white out of a dark color. The text is left-aligned with the bottom left point of the "B" in the wordmark. There is a double space before the Web address.

Never center the Corporate Signature or typeset in all caps.

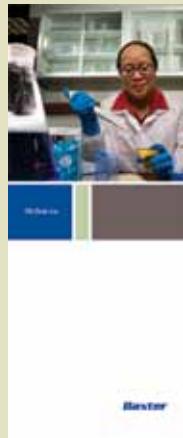
Placement on Collateral: The Corporate Signature should be placed .75 inches (19 mm) from the left edge of the back cover on ALL marketing collateral. The signature may move vertically to accommodate a variety of layouts, but it should maintain a consistent placement from the left edge of the page.

Company Name: Country business entities have distinct legal names under which they operate. Use the appropriate legal entity name for your location. Refer to the Nomenclature section for guidance on the use of Baxter International Inc. and Baxter Healthcare Corporation.

Company Address: Other primary business, regional or country addresses may replace the corporate address, but the specifications detailed above must always be followed.

Multiple Addresses: If multiple addresses are required, either the corporate address or the primary regional headquarters should be listed first in the Corporate Signature format. All other addresses should be stacked below. The type styles should mirror the styles for the Corporate Signature. See the example at the top of this page.

The Baxter Identity System is designed to achieve corporate recognition, while retaining key product and franchise brand identification. While print collateral layouts may vary greatly, all standards outlined in Graphic Basics must be followed. The Baxter wordmark must appear on the front cover, and the back cover must contain the wordmark as a part of the Corporate Signature.



Business



Business

Baxter global businesses (BioScience, Medication Delivery and Renal) must follow the corporate guidelines for business branding (refer to Pages 6 – 7). If required, a business designation may be indicated in body text or through the corporate signature.

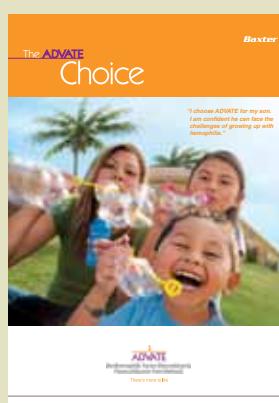
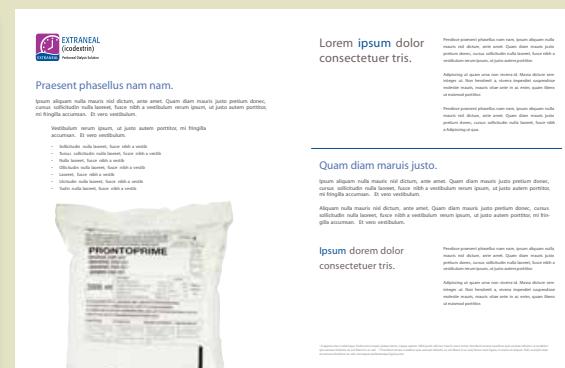
Product and Product Franchises

Marketing teams representing Baxter products and product franchises must follow the brand approach established by their business, whether global or regional. Product branding that allows for customer recognition and market differentiation is encouraged and includes the use of logos, colors and taglines. These logos and taglines may appear on print collateral but must be visually separate from and not associated with the Baxter wordmark.

While it is acceptable for a product or product franchise logo to be prominent on promotional materials, there must be no “dueling” logos or taglines. Avoid confusion that may result from using multiple logos and taglines on a single piece of collateral. In all instances the Baxter wordmark must appear on the cover and as part of the Corporate Signature on the back.



Franchise



Product



advertising

The advertising guidelines allow for a maximum amount of creativity. While layouts may vary greatly, all standards outlined in the Graphic Basics section must be followed. In addition, the Corporate Signature for advertising must always be included.



Corporate/Recruitment

Corporate Signature — Advertising

A signature should appear at the bottom of ALL advertising. When used on advertisements, the Corporate Signature is made up of the Baxter wordmark below a rule line along with contact information — the company name, address and Web address (business name and telephone number are optional). The contact information should be incorporated into either the last paragraph of body copy or after the last bullet point in the ad. Alternately, the contact information may appear as a one-line signature below the body copy (but above the rule line). See examples on Page 29.

Specifications: The Baxter wordmark may appear in Baxter Blue, black or reverse to white out of a dark background color. The width of the wordmark measures 1.125 inches (29 mm).

The wordmark must be placed one "B" height below a .5 pt rule line. The rule line must appear in the same color as the Baxter wordmark and either left- or right-align with the wordmark. The rule line should never bleed off the edge of the page. *Important:* The Baxter wordmark may not appear without the rule line on advertisements if you are associating a franchise, region or a business unit name.

Placement on Advertising: On all full-page advertisements — 8.5 x 11" (215.9 x 279.4 mm) or similar — the space from the bottom of the page to the rule line should measure .875" (22.2 mm). This measurement may only change on small advertisements such as quarter-page sizes. The length of the rule line may adjust horizontally to accommodate a variety of sizes, but it should maintain a consistent placement from the bottom edge of the page.

The only information that may appear below the rule line, apart from the Baxter wordmark, is a copyright line, trademark information or literature numbers. Follow the Legal function's trademark rules for marking product and service names.

Guidance regarding advertising requirements and specifications are available on the corporate identity Intranet site.

wordmark only?

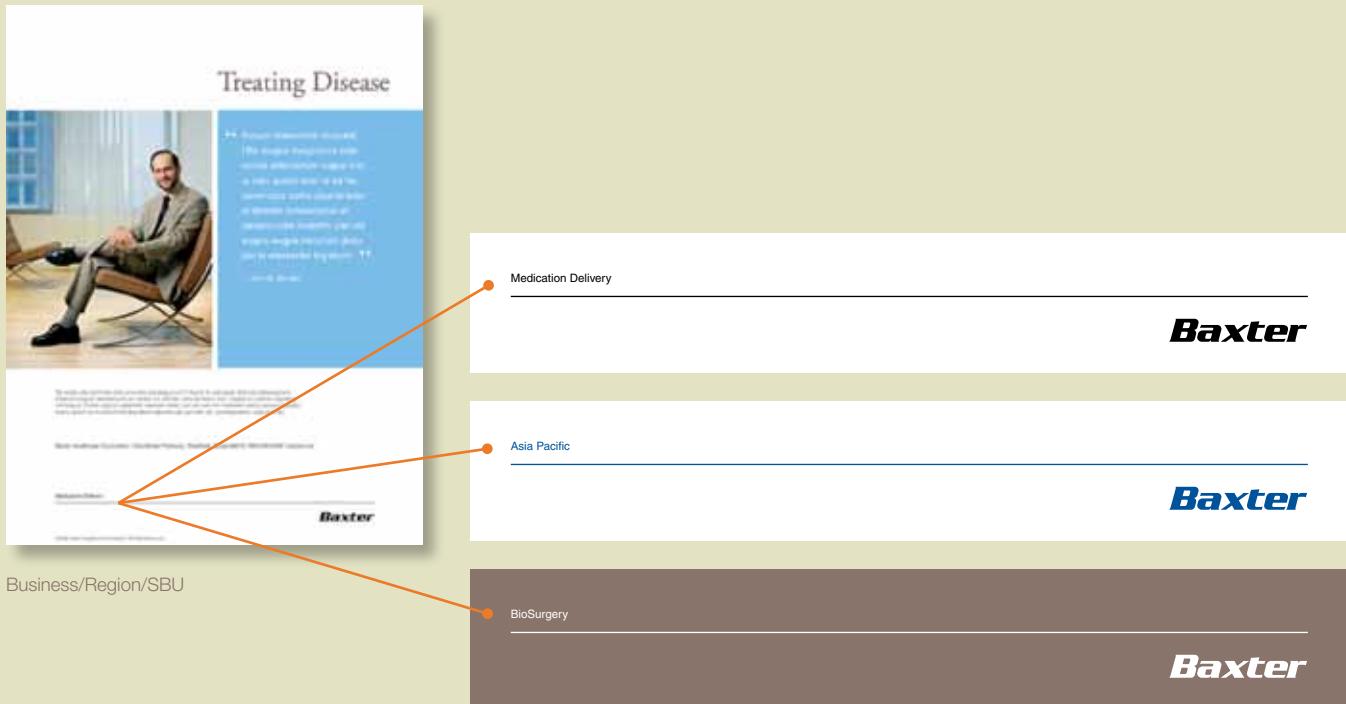
You may use the Baxter wordmark without a rule line in advertising if you are *not* associating a business unit, region, franchise or product. But you must follow the 4 "B" rule if you choose to delete the rule line.

Business, Region and Strategic Business Unit (SBU) Advertising

All guidelines for corporate advertising detailed above must be followed for business, region and SBU advertising. In addition, the elements discussed below may be included.

Baxter GBUs may include a business designation (e.g., BioScience, Medication Delivery or Renal) above the rule line. Regions may include a region designation (e.g., Asia Pacific, Latin America) above the rule line. SBUs may include an SBU designation (e.g., BioTherapeutics) above the rule line. These elements should appear in Helvetica Regular 8 pt and be placed .1875 inches (4.76 mm) above the rule line. The color of the designation should be the same color as the rule line and Baxter wordmark (Baxter Blue, black or white). The designations should always left- or right-align with the rule line on the opposite side from the wordmark. Designations are optional, and *only one* may be included. No other business, region or SBU branding may be used.





Product and Franchise Advertising

All guidelines for corporate advertising detailed above must be followed for product and franchise advertising. Logos developed to market products or product franchises may appear on advertisements. The logos must always appear visually separate from the Baxter wordmark, above the rule line. The preferred signature is Baxter right. You may create a left-side signature if there is strong design rationale to rebalance the creative.

Logo Dominance

The only logos that may appear larger than Baxter are product or product franchise logos. See samples to the right.



Product Franchise

Product

meetings and events

Trade Show Booths

The Baxter brand comes to life when applied to show booths and displays at events and meetings where target audiences have an opportunity to experience the Baxter brand in action.

The structure of booths and displays should be clean and contemporary and, most importantly, should reinforce the Baxter brand. To avoid confusing customers, a consistent, clear look should be maintained from event to event and between businesses and global locations. The main message should always be Baxter, illustrated by the wordmark in Baxter Blue on a white field with the correct amount of surrounding clear space (or reversed to white on a Baxter Blue background). Where possible, incorporate Baxter Blue as a color element in exhibit displays.

Supporting graphics allow for positioning of businesses, franchises, products and target audiences. Booth content is the responsibility of marketing teams and will change regularly to keep messaging fresh and relevant. Movies, brochures, promotional items, posters, events and activities, and even interactive learning games, are among some of the ways that content may be delivered. The Baxter wordmark needs to appear again on these pieces to reinforce the brand. Whenever possible, the wordmark should appear in Baxter Blue to match the use of the wordmark in the top-level communication. All standards outlined in the Graphic Basics section must be followed when designing trade show booths and supporting graphics.

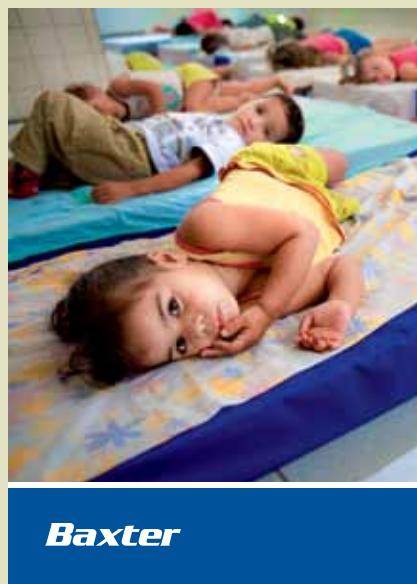


Exhibits and Displays

Exhibits and displays come in many different shapes and sizes including stand-alone units, pop-ups and most commonly banners, posters and tabletop displays. The Baxter wordmark should appear prominently on all exhibits and displays. It is preferred that the wordmark be shown in Baxter Blue on a white background. However, it also may also appear in white or black. Detailed guidelines regarding the usage of the wordmark, color, typography, photography and illustration appear in the Graphic Basics section and should be followed at all times.



Banner



Poster



Table-top Display

Greater detail regarding levels of communication in exhibits and displays is available on the corporate identity Intranet site.

promotional items



Promotional Items

Promotional items are defined as products bearing the Baxter logo for use at meetings, trade shows, recruiting and community events, product launches, and other purposes such as employee recognition. They are used to build goodwill and create an awareness of our company, and our products. Promotional items typically have a long shelf-life. When selecting items, make sure they are appropriate and of good quality. In order to accommodate a variety of applications, the standards provide a certain amount of flexibility. However, it is essential that you use the wordmark correctly and conform to the established specifications detailed below.

Purchasing & Supplier Management has identified preferred suppliers to provide promotional items to Baxter in the United States. The agreements provide specific benefits to Baxter users, including cost savings, in-stock availability of approximately 50 branded promotional items and compliance with the Baxter Corporate Identity System. The suppliers also fulfill custom orders. Please refer to the Purchasing & Supplier Management website for information on ordering promotional items through these vendors.

Specifications

The Baxter wordmark must appear on all premium/promotional items. Do not use the implied wordmark band on promotional items and avoid using the wordmark band. Do not use the wordmark as a word. When referring to "Baxter" in text, you must set "Baxter" in the same typographic face and style as the rest of the text. Do not position slogans or taglines near the wordmark. The minimum size that the wordmark should appear is .75 inches (19 mm) wide. The wordmark must always be surrounded by a clear space of at least one "B" height, with the 4 "B" rule applied when any logo, tagline or business name associations are required. This space should remain completely clear of all text, graphics or other visual interruptions. Do not break the wordmark across physical surfaces. The wordmark may appear in Baxter Blue, black or white, as specified in the Color section of Graphic Basics. There may also be cases in which the Baxter wordmark may appear in a metallic finish such as silver, gold or bronze. Embossing is permitted on appropriate materials, such as leather. Special applications such as metal etching are also permitted, as long as the finished product is clean and sophisticated. Avoid using conflicting or busy backgrounds to ensure wordmark readability. Also avoid specialized textures or treatments that are inconsistent with Baxter's personality; examples include rhinestones and tie-dye.



Promotional Items with a Second Logo or Text

Products and programs may create logos for market branding, but they must also display the Baxter wordmark on all marketing pieces, including promotional items. It is important that the wordmark is visually separated from other logos or text. Refer to the “equal and balanced” rule on Page 9. They may not be grouped together or connected in any way. If the promotional items are small, the wordmark should be placed on the opposite side of an item. If there is room to display both the Baxter wordmark and the additional logo on one side, they must appear visually separate. In a few select instances on very small items, like pens and golf balls, it is acceptable to use just the secondary logo. Below are examples of premiums that display both the Baxter wordmark and a second logo correctly.

Displaying Logos on Opposite Sides

Placing the Baxter wordmark and a secondary logo on opposite sides of a promotional item will automatically create the proper amount of separation. On some small items, the logos must appear on opposite sides to create visual separation. See examples below.



Display Logos on One Side with Proper Visual Separation

On larger items, it is possible for the wordmark and secondary logos or text to coexist with the proper amount of visual separation. See examples at right.



embroidery

For clothing items, an embossed look can be achieved with embroidery. The wordmark may appear in Baxter Blue or black on a light colored piece of clothing. If you wish to use Baxter Blue, the embroidery thread must match Pantone* 287. For Robison-Anton Textile Company, use Empire Blue (#2437 or 6937). For Madeira threads, use #1767. Some vendors simply dye to match any Pantone color. If an exact match cannot be achieved, black thread should be used. If the clothing is dark, the wordmark should appear in white. The wordmark should never be used “tone on tone,” i.e., you cannot embroider a red wordmark on a red shirt. Digitized files required for embroidery are available for downloading on the corporate identity Intranet site.

*PANTONE® is a registered trademark of Pantone, Inc.

publications

Newsletters and News Magazines

The Baxter wordmark must always appear on the front cover of printed newsletters and magazines. It should measure 1.125" (29 mm) in width and may appear in Baxter Blue, black or white. The wordmark must not be used in the masthead as a graphic element. When using the word "Baxter" in the masthead, headline or text, it must be typeset in the same typographic face and style as the rest of the masthead, headline or text. No slogans, business unit designations or taglines are to be positioned near the wordmark. The wordmark must also appear on the back cover in the Corporate Signature; review layout guidelines for the Corporate Signature in marketing and print collateral on Pages 26 – 27. You must comply with all standards outlined in the Graphic Basics section when designing newsletters and news magazines.

Basic Style Guidelines: For overall appearances and readability, the number of type sizes, weights and styles should be kept to a minimum. Always select Helvetica Light, Helvetica Regular or Garamond Regular for body copy. Italicics and reverse type should be used sparingly. It is preferred that body copy be aligned left and ragged right. Use a single or half-line space between paragraphs, but do not indent. Newsletters and news magazines should be developed using a two-, three- or four-column structural grid. Headlines, text and graphics should be positioned according to the grid lines.

Templates and guides are available on the corporate identity Intranet site.



binders and folders



Binders and Folders

While layouts may vary greatly, you must comply with all standards outlined in the Graphic Basics section. Additional requirements are outlined below.

Binders: The Baxter wordmark must always appear on the front cover as well as on the spine (size and position may vary) and may appear in Baxter Blue, black or white. No slogans, business designations or taglines are to be positioned near the wordmark. The placement of the Corporate Signature on the back cover is optional. If the wordmark or address is desired on the back cover, the layout guidelines for the Corporate Signature in marketing and print collateral must be followed.

Folders: The Baxter wordmark must be positioned prominently on the front cover and may appear in Baxter Blue, black or white. Folders also present an opportunity to use special techniques to highlight the wordmark such as blind emboss/deboss, gloss varnish or foil stamp. No slogans, business designations or taglines are to be positioned near the wordmark. Unlike a binder, the wordmark should also be included in the Corporate Signature on the back of custom-designed folders. Refer to the layout guidelines for the Corporate Signature in marketing and print collateral.

electronic media

Electronic Basics

Our electronic communications reflect the look of our marketing materials.

When working in electronic media, including the Web, video, Flash, PowerPoint and more, the Baxter brand is represented by the use of the core visual elements of our Corporate Identity System — Graphic Basics. While electronic applications present a unique set of possibilities and challenges, ALL corporate standards detailed in the Graphic Basics section of this manual must be followed. Below are additional standards for the wordmark, color and typography, specific to electronic media applications.

Wordmark Animation: Short animations of the Baxter wordmark are allowed, but the following rules must be followed. The wordmark may move across a page, but it should always remain intact as one piece of artwork. Separate letters of the wordmark should never move without the others. The wordmark must never break apart in animation. Do not create an animation in which the entire wordmark is spinning or misshaped to indicate movement or progression. The Baxter wordmark must never glow, glitter or be distorted in any graphic manner.

Color: Color appearance can vary greatly between print materials and computer screens, and even between different screens or browser versions. For this reason, two color formulas are available specifically for electronic graphics — hexadecimal and RGB. Available for the entire Baxter Extended Color Palette, these hexadecimal and RGB formulas should always be used in electronic applications. Use the color formulas found on the Color page of this manual; formulas must not be modified. Either the hexadecimal or RGB formula may be used, as both appear the same on-screen. Electronic formulas for Baxter Blue and Baxter Gray are shown at left.

Typography: Arial is a sans serif typeface that must be used for all Web applications. It is used on the Web because of its universality, readability and close relationship to our corporate sans serif typeface, Helvetica. Arial may also be used for PowerPoint and other electronic applications if Helvetica is unavailable. Arial is available in a range of weights (light, regular, bold and black) as well as italicized and condensed styles. Please refer to the Typography page of this manual for in-depth information about the Baxter corporate typefaces. In Baxter's Web publishing environment, Arial is used on all templates. Web browsers often use a default serif typeface to display text; this can be controlled by defining the preferred font in html code on all pages.

Internet

A strong visual identity on the Web improves recognition and awareness of Baxter and advances — as well as protects — the company's reputation. The core visual elements of the Baxter Identity System must be observed on all external websites. Baxter IT and Corporate Communications provide direction and standards for external websites. These include baxter.com, national (country) sites and product or therapy microsites.

web guidelines

A technical summary manual for designing external marketing websites is available by request or as a PDF download on the corporate identity Intranet site. Contact your Baxter project manager for additional guidance on Web publishing for both the Intranet and baxter.com.



baxter.com
i.d.
corporate identity system

HANDLE WITH CARE

for more information

Comprehensive guidance for Baxter's Corporate Identity System is available on Baxter's Intranet. This internal website expands on content that is only briefly discussed in the summary guides. It also provides links to templates, specification sheets, graphics and downloads that support the program.

This summary guide is available on the corporate identity Intranet site as a PDF download. Contact the corporate identity administrator at global.corp.corpid@baxter.com



Summary Guide

Technical Web Guidelines



Baxter International Inc.
One Baxter Parkway
Deerfield, Illinois 60015

www.baxter.com



Printed on recycled paper containing
80% post-consumer recovered fiber.

