

# Pfizer Brand Guidelines

Version 1.2

December 11, 2009



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# Why a strong brand is important

Pfizer is driven by a clear purpose: Working together for a healthier world. Living our Purpose means that across the Pfizer organization, we are unified in our approach and collaborative in our efforts to make a difference in the lives of the people we touch. This effort applies to everything we do — from our scientific methodology, to our manufacturing processes, to the tone, look, and feel of our communications.

This document was developed to help us work together to build consistent, branded communications that collectively build Pfizer's reputation in the communities we serve. Using these guidelines will enable us to create materials that speak to specific audiences while maintaining one, unified voice.

Together, we can contribute to Pfizer's reputation as a leader in global health and well-being

## How to use this document

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### 1. Understand our goals

The strategy and messaging section provides key information regarding the strategy, messaging, and architecture that organize and drive us as a company.

### 2. Learn our visual tools

The visual identity section starts with our masterbrand and then extends into the remaining parts of our brand architecture. Everyone should understand the overarching visual system as well as the specific part that applies to your division, business unit, program, etc.

### 3. Identify what is needed

The visual tools and applications in these guidelines are designed for a range of user types. First, select the application you are creating and then identify the corresponding user level that is required for that application type. The user groups are outlined on the next page.

## User groups

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There are three main groups of users who will use these guidelines. Based upon the following criteria, determine to which group you belong. Then observe those rules that apply:

### General users

General users make use of predesigned templates; however, for those interested, the information included here is an excellent aid to understanding the principles at work in Pfizer communications pieces.

### Communications professionals

Communications professionals work within Pfizer to develop communication pieces for the company on a daily basis. These samples provide guidance for creating variety while staying on-brand.

### Design agencies

Design agencies partner with Pfizer via a structured creative process to develop materials. Agencies provide expert design application skills, strategic advice, and broad conceptual abilities. They will find this information to be an excellent starting point for the development process.



# Brand management

Who to ask:

Robert Neufeld  
Worldwide Communications  
Corporate Brand Management, Pfizer Inc  
235 East 42nd Street  
New York, NY 10017  
212.573.2137  
[robert.neufeld@pfizer.com](mailto:robert.neufeld@pfizer.com)

Joshua Weitzman  
235 East 42nd Street  
New York, NY 10017  
212.733.5387  
[joshua.weitzman@pfizer.com](mailto:joshua.weitzman@pfizer.com)

Where to find resources:

[id.pfizer.com](http://id.pfizer.com)

# Strategy and messaging

Our Path Forward – The Next Step

Brand architecture

# Our Path Forward – The Next Step

Our Path Forward – The Next Step articulates the essence of what we do. Its reach is broader than day-to-day activities. It conveys the strategic value of our organization and is consistently communicated by our actions and communications. It ensures that our audiences gain a true understanding of our purpose and a sense of our significance for world health.

# Our Path Forward – The Next Step

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## Our Purpose

The definitive statement about the difference we are trying to make in the world:

*Working together for a healthier world™*

It is the reason we exist and why we come to work each day. We are in the noble business in bringing better health care to more people around the world.

## How We Work Together for a Healthier World: Our Mission

Our Path Forward initially focused on transforming Pfizer, so we can serve our customers more effectively. Pfizer is now much more diversified and far-reaching, that is why we have extended our mission to reflect these changes. Pfizer's new mission is to:

*Apply science and our global resources to improve health and well-being at every stage of life.*

## The Promise We Make: Our Commitments

Having built a track record of keeping commitments, we can now ask ourselves: How can Pfizer uniquely serve the world's diverse health needs like no other company? The answer is in the seven commitments that showed the world what we can contribute. We will:

- *Advance wellness, prevention, treatments, and cures*
- *Bring the best scientific minds together to challenge the most feared diseases of our time*
- *Set the standard for quality, safety, and value of medicines*
- *Use our global presence and scale to make a difference in local communities and the world around us*
- *Promote curiosity, inclusion, and a passion for our work*
- *Be a leading voice for improving everyone's ability to have reliable and affordable health care*
- *Maximize our financial performance so we can meet our commitments to all who rely on us*

## Our Strategies

Generalized statements of the long-term tactics we aim to achieve to advance the business

- *Optimize the patent-protected portfolio*
- *Find and capitalize on new opportunities for established products*
- *Grow in emerging markets*
- *Grow our diversified businesses*
- *Instill a culture of innovation and continuous improvement*

## What We Stand For: Our Values

Our values represent our core beliefs. They inform our decisions and guide our actions every day. This reflects our increased focus on serving the needs of our customers. We need to work more closely with partners inside and outside of Pfizer, and the concept of collaboration expresses this orientation more precisely. These are Pfizer's enduring values:

- *Customer focus*
- *Community*
- *Respect for people*
- *Performance*
- *Collaboration*
- *Leadership*
- *Integrity*
- *Quality*
- *Innovation*

They describe the type of company we want to be, and we should demonstrate them in everything we do.

# Brand architecture

What is brand architecture?

Masterbrand strategy

The Pfizer brand architecture

The Pfizer brand architecture structure

## What is brand architecture?

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Brand architecture helps define an organization by rationalizing how businesses and products are communicated—it is not an organizational strategy. An architecture strategy is essential in communicating our breadth and depth of offerings, as well as clarifying the relationship between various entities. It defines the relationships of tangible assets:

- Trademarks
- Names
- Graphic identities
- Taglines

### The benefits of a defined brand architecture

The Pfizer architecture should:

- Create clarity
- Drive long-term shareholder value
- Establish Pfizer as a leader in healthcare
- Generate cost savings
- Support market-focused branding
- Reinforce the vision of “One Pfizer”

It should help customers find exactly what they are looking for. Through a clear set of rules and an accompanying signature system, we can protect and promote the equity of the Pfizer identity.

## Masterbrand strategy

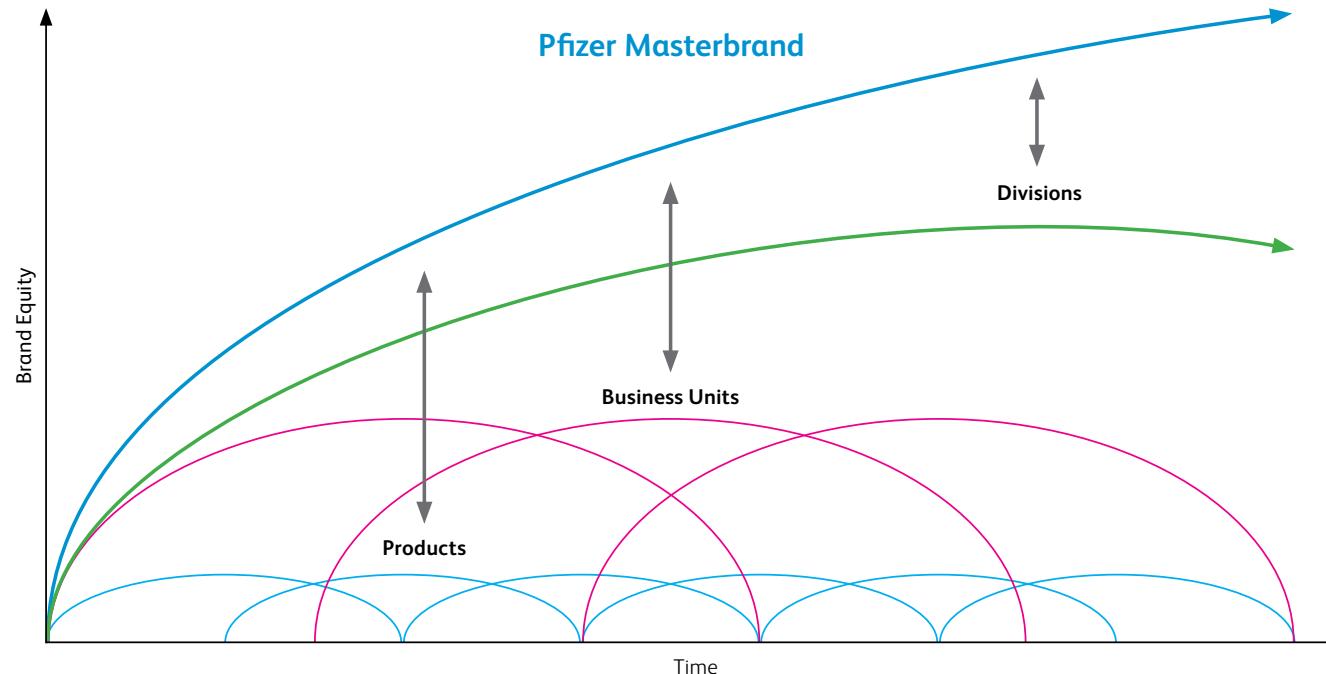
Pfizer enforces a masterbrand strategy to build the Pfizer brand.

The chart illustrates the cyclical nature of the pharmaceutical business and that, over time, the only constant is the Pfizer brand.

Product brands have significant life spans, but eventually their patents expire, and the Pfizer brand helps to take the product forward. The Pfizer brand carries more weight from the beginning for nonbranded generics. Divisions and business units might have a long life cycle, but they also retire as the marketplace changes.

Therefore, all elements need to work together to enhance the value of the Pfizer masterbrand. This strategy will benefit the organization overall as the brand value will extend to all supported elements in the long run.

The following pages explain the relationships among the entities within Pfizer. Functions, divisions, programs, and products all help tell the Pfizer story and have clearly defined relationships to the Pfizer brand. As a result, Pfizer receives credit for the contributions these groups are making to building healthcare around the world.



# The Pfizer brand architecture

Pfizer's functions, divisions, programs, and products form eight layers that serve as the foundation of the architecture system.

A masterbrand strategy requires that a single brand—Pfizer—play an important role in all eight layers. Entities must link to the Pfizer masterbrand by communicating within a standard visual and signature system.

Entities toward the top of this structure are centralized corporate functions and indicators of the organizational structure, and should only use the Pfizer visual identity system. Their names are not locked up with the Pfizer logo.

Entities closer to the bottom require more flexibility to communicate with specific audience groups. These entities have more flexibility with the visual system, and use the Pfizer logo somewhere on the page.

1 Pfizer Masterbrand

2 Enabling Functions

3 Divisions

4 Internal Programs and Initiatives

5 External Programs and Initiatives

6 Business Units

7 Business Units Programs and Initiatives

8 Products and Product Marketing

# The Pfizer brand architecture structure

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1 Pfizer Masterbrand	The masterbrand establishes Pfizer as the corporate umbrella under which all programs, initiatives, and products are created and communicated. The logo is the primary representation of the masterbrand.	INTERNAL/EXTERNAL	
2 Enabling Functions (Internal)	Enabling Functions include the permanent departments and sub-departments that provide guidance, support, and resources for Divisions and Business Units throughout Pfizer. Though they are not customer facing, Enabling Functions span the breadth of Pfizer, supporting all its business areas and employees. (e.g., Global Operations, Finance, Legal, Corporate Travel, etc.)	INTERNAL	
3 Divisions	The five Divisions represent and manage the key operating areas where Pfizer generates business value. Each Division represents a specific area of expertise. (i.e., Pharmatherapeutics Research and Development Group, Biotherapeutics Research and Development Group, Diversified Businesses, Manufacturing.)	Biopharmaceutical Businesses	
4 Internal Programs & Initiatives (Corporate-wide and Division-wide)	<b>CORPORATE-WIDE</b> Internal Programs and Initiatives span the entire organization and provide common resources and support for all Pfizer employees. They are temporary and/or reoccurring events established and controlled by an Enabling Function. (e.g., Healthy Pfizer)	PROGRAM NAME	<b>DIVISION-WIDE</b> Internal programs and Initiatives originate in a Division of Pfizer and touch more than one Business Unit. They are temporary and/or reoccurring events, and they provide a common resource for and unify the Division.  
5 External Programs & Initiatives (Corporate-wide and Division-wide)	<b>CORPORATE-WIDE</b> External Programs and Initiatives span the entire organization and are stewards of the company's reputation. They help establish Pfizer as a leader in healthcare by touching more than one Division within Pfizer and providing resources for external audiences. (e.g., Pfizer Investments in Health)	Program Name A Pfizer Program	<b>DIVISION-WIDE</b> External Programs and Initiatives originate in a Division of Pfizer and touch more than one Business Unit. External audiences engage with Pfizer through these Programs and Initiatives. They serve a targeted external audience and provide a common resource for key audiences. (e.g., Pfizer Helpful Answers, Pfizer Pro, etc.)  
6 Business Units	Each Division is composed of Business Units, and each Business Unit serves a specific purpose, need, and audience. Not all Business Units are customer facing, therefore each needs to be evaluated independently.	INTERNAL	EXTERNAL     
7 BU Programs & Initiatives (Internal and External)	<b>INTERNAL</b> Business Unit Programs and Initiatives originate in only one Business Unit and provide resources and support for employees. (e.g., Area Commercial Team, PAH Online, etc.)	PROGRAM NAME	<b>EXTERNAL</b> Business Unit Programs and Initiatives originate in only one Business Unit, and external audiences engage with Pfizer through these Programs and Initiatives. They provide resources and serve specific audience needs. (e.g., First Resource, Global Access, All Eyes on Glaucoma, etc.)  
8 Products & Product Marketing	Products are the revenue drivers of the organization and have the most visible presence in the marketplace.		

# Visual identity

1. The masterbrand
2. Enabling functions
3. Divisions
4. Internal programs and initiatives
5. External programs and initiatives
6. Business units
7. Business unit programs and initiatives
8. Products and product marketing

# 1. The masterbrand

Who should use it?

The Pfizer logo

The Pfizer themeline

The Pfizer colors

The Pfizer imagery

The Pfizer dotted illustration style

Typography

Grids

How to build a layout

Applications

## Who should use it?

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Refer to the upper right hand corner of the page for your group designation.

## The Pfizer logo

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The Pfizer logo is the primary symbol of our corporation. It unifies us across businesses and geographies, and signals to the market who we are and what we stand for.

Our logo has recently evolved to tell a more complete story. The “Pfizer oval” was introduced in 1991. Over time, we built a great deal of equity in that logo, and it is widely recognized around the world. But today, Pfizer is a different company. We’ve changed through global growth, numerous acquisitions, entry into new therapeutic areas, and development of life-changing medicines. Our new logo keeps much of our existing equity, but asks people to take a fresh look at Pfizer because we are not the same company we were in 1991.

The refreshed Pfizer logo is still blue, but we have brightened the color and added a gradient to signal Pfizer’s optimism and warmth.

The typeface is still italic, but we have adopted a more contemporary type where the letters are rounder and friendlier. We are more accessible and less formal.

Finally, the logo still uses an oval as a basic shape, but it is tilted slightly upwards, signaling positive change and forward momentum.



## Logo colors: preferred

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### Preferred logos

We have seven (7) logo versions, so be sure to use the proper logo for the right application.

Use the 2-color positive logo whenever possible. Use the preferred CMYK positive logo when only CMYK printing is available.

These versions of the logo are provided as scalable vector artwork (EPS).

EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these files in page layout and graphics programs for print projects. Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required.

*Please note that the letters of the logo are transparent. They should reveal the background on which the logo is placed while maintaining legibility.*



### 2-color (positive)

Use this version for premium print applications. The 2-color (positive) logo consists of Cyan and PMS Reflex Blue.

*Please note: The 2-color file is built with overprinting gradients. It is recommended to use the AI file in Adobe® Creative Suite® version 3 and later for the best appearance on-screen, in composite printing and in PDF files. Using the EPS file and/or other software may cause the logo to appear incorrect, although the logo will color separate correctly.*

### CMYK (positive)

Use this version when only CMYK printing is available.

## Logo colors: alternate

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### 1-color alternate logos

Use these logos when 2-color and CMYK logos cannot be used. They are designed to provide legibility for specific application types.

These versions of the logo are provided as scalable vector artwork (EPS).

EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these files in page layout and graphics programs for print projects. Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required.

*Please note that the letters of the logo are transparent. They should reveal the background on which the logo is placed while maintaining legibility.*



#### 1-color Blue

Use this version when the application requires a 1-color or simplified mark (e.g., stationery, premium items, small sizes, silkscreen, etc.). The logo prints in PMS Process Blue.



#### White

Use this version when the application requires a simplified mark in white and the background is too dark to allow use of the preferred mark or the 1-color alternate version (e.g., reverse applications, premium items, small sizes, silkscreen, etc.).



#### Black

Use this version when the application requires a simplified mark in black (e.g., fax sheet, premium items, small sizes, silkscreen, etc.).

## Logo formats: on-screen

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### On-screen logos

These versions are used for all desktop and on-screen applications.

RGB logo files are provided in JPG and PNG file formats in 2" sizes. These versions are also provided as scalable vector artwork (EPS). Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required.

Use JPG format logos for PowerPoint® presentations, Microsoft® Word® documents, and other office applications. You may use JPEG files for printing on low-resolution printers such as laser or ink-jet printers. JPG format logos are never used for high-resolution printing, and they are never scaled to larger sizes.

Use PNG format logos for higher-quality laser print reproduction (Microsoft® Word® and PowerPoint®), screen and web applications where a higher-quality logo may be needed. They can be scaled down in size, but they are never scaled to larger sizes. Additionally, use PNG files when transparent backgrounds are required, such as websites and when placing the logo on a background that is not white.

*Please note that the letters of the logo are transparent in EPS and PNG files. They should reveal the background on which the logo is placed while maintaining legibility.*



### RGB (positive)

This is the preferred version for internet, video, TV, email signatures, Microsoft applications, etc.



### RGB (reverse)

Use this version when the application requires a simplified mark in white and the background is too dark to allow use of the preferred mark.

## Logo: clear space

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Always surround the Pfizer logo with the amount of clear space shown to ensure that the logo is easily identifiable as well as visible and legible wherever it appears.

Clear space is the minimum “breathing room” maintained around our logo. It also defines the minimum distance between the logo and the edge of a printed piece. The clear space around our logo is equal to the height of the Pfizer logo. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

*Please note that this distance may sometimes be adjusted for select online or exterior signage applications where space is limited.*



## Logo: scaling and minimum size

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### Scaling the Pfizer logo

EPS logo files may be scaled to any size necessary for the application, as long as the minimum size requirements are met. For most applications, the logo will be sized at heights of less than 1".

### Minimum size

Minimum size refers to the smallest allowable logo size. The logo is available in one size that can be scaled down to a minimum size of 0.3125" high for the preferred logo. The 1-color alternate logos can be scaled down to a minimum size of 0.1875" high. Always maintain the logo's aspect ratio when scaling.



Preferred logo minimum size



1-color logo minimum size

## Logo: on backgrounds

### On backgrounds

Place the logo on backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable.

*Please note that the letters of the logo are transparent. They should reveal the background on which the logo is placed while maintaining legibility.*



## Logo don'ts

Ensure that our logo is clearly recognizable by using it properly, and do not alter it in any circumstances. Consider the logo version and the background it is placed on to provide the best legibility. The examples show various uses to avoid.



DO NOT change the logo's color.



DO NOT change the logo's proportion.



DO NOT add drop shadows or other effects to the logo.



DO NOT outline the logo.



DO NOT rotate the logo.



DO NOT lock up product identifiers or product descriptions with the logo.



DO NOT place the logo on a complicated background or a background that reduces its legibility.



DO NOT use the preferred logo on a dark background.



DO NOT crop the logo.



DO NOT apply color or knock out the letterforms inside the logo.



DO NOT use the logo in a holding box or other shape.

## Logo overview

Preferred gradient marks for print	Alternate flat marks for print			Screen														
<p>Use the preferred 2-color version of the logo whenever possible.</p> <p>Use the preferred 4-color version of the logo when only CMYK printing is available.</p> <p>Do not use color logos for reverse background printing.</p>	<p>Use the 1-color blue version when a simplified mark is required for premium items, silkscreen, etc.</p>	<p>Use the 1-color black version when the 1-color blue version cannot be used.</p>	<p>Use the 1-color white version for all reverse background printing.</p>	<p>Use the RGB version of the artwork on screen and in digital applications.</p>														
 Preferred 2-color  Composed of Cyan and PMS Reflex Blue   pfizer_2c_pos.eps	 Preferred 2-color for CMYK  Composed of Cyan and Magenta   pfizer_cmyk_pos.eps	 Alternate 1-color Blue  PMS Process Blue - Do not reproduce in other colors.   pfizer_1c_pos.eps	 Alternate 1-color Black   pfizer_blk_pos.eps	 Alternate 1-color White   pfizer_wht_rev.eps														
 Primary RGB/Screen  Do not reproduce in other colors.			 Alternate RGB/Screen   pfizer_rgb_pos.jpg	 Alternate RGB/Screen   pfizer_rgb_rev.jpg														
<b>File nomenclature</b>		<b>Clear space</b>		<b>Minimum size</b>														
<b>pfizer_rgb_pos.png</b> <table border="1" style="margin-left: 10px;"> <tr> <td><b>Identifier</b></td> <td><b>Color</b></td> <td><b>Back-ground</b></td> <td><b>Format</b></td> </tr> <tr> <td> 2c</td> <td> blk</td> <td> pos</td> <td>.eps vector file for print</td> </tr> <tr> <td> cmyk</td> <td> wht</td> <td> rev</td> <td>.jpg RGB for screen</td> </tr> <tr> <td> 1c</td> <td> rgb</td> <td></td> <td>.png RGB for screen</td> </tr> </table>		<b>Identifier</b>	<b>Color</b>	<b>Back-ground</b>	<b>Format</b>	 2c	 blk	 pos	.eps vector file for print	 cmyk	 wht	 rev	.jpg RGB for screen	 1c	 rgb		.png RGB for screen	 The clear space around our logo is equal to the full height of the lozenge shape.  0.3125"  0.1875" The preferred logo can be scaled down to a minimum height of 0.3125". Always maintain the logo's aspect ratio when scaling. The alternate logos can be scaled down to a minimum height of 0.1875".
<b>Identifier</b>	<b>Color</b>	<b>Back-ground</b>	<b>Format</b>															
 2c	 blk	 pos	.eps vector file for print															
 cmyk	 wht	 rev	.jpg RGB for screen															
 1c	 rgb		.png RGB for screen															

## The Pfizer themeline

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The Pfizer themeline is a concise statement of our company's purpose.  
When it is locked up with the Pfizer logo it communicates our key reason  
for being in a clear, direct, and engaging manner.



Working together for a healthier world™

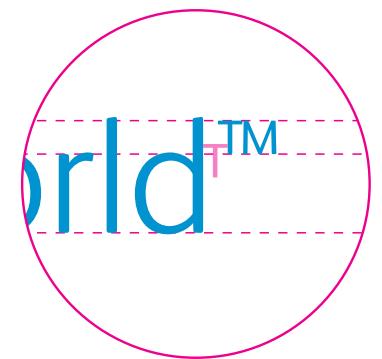
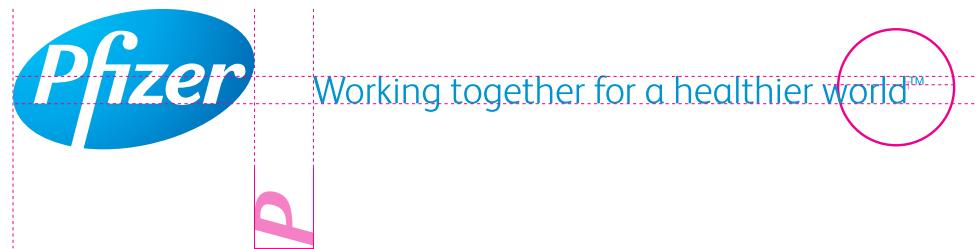
## Pfizer logo-themeline: lock-up configurations

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### Logo-themeline lock-up

Use the lock-ups when applying the themeline to corporate marketing communications.

This is the preferred lock-up for most applications. The logo is followed by the themeline, and the themeline is placed on the same baseline as the text of the logo. Place the first word of the themeline a distance of "P" from the right edge of the logo.



Detail for spacing and alignment of TM

## Pfizer logo-themeline: color versions

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Using the proper lock-up for an application is key. We have five (5) lock-up color versions. Use the version that provides the best contrast and legibility for your application.

*Please note that the letters of the logo are transparent. They should reveal the background on which the logo is placed while maintaining legibility.*



Working together for a healthier world™

Preferred two-color (reflex blue & cyan) logo with two-color themeline  
CMYK blue logo with CMYK themeline



Working together for a healthier world™

PMS Process Blue logo with PMS Process Blue themeline



Working together for a healthier world™

Black logo with black themeline



Working together for a healthier world™

White logo with white themeline

## Pfizer logo-themeline: clear space

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Clear space is the minimum “breathing room” maintained around the lock-up. It is kept free of graphics, text, and other marks. It also defines the minimum distance between the lock-up and the edge of a printed piece.

The clear space around our logo-themeline lock-up is equal to the height of the logo.

*Please note that this distance may sometimes be adjusted for select online or exterior signage applications where space is limited.*



## Pfizer logo-themeline: scaling and minimum size

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### Scaling the lock-up

The EPS Pfizer logo-themeline lock-up files may be scaled to any size necessary for the application. Do not scale the logo or themeline separately. For most applications, the logo will be sized at heights of less than 1". Always maintain the lock-up's aspect ratio when scaling.

### Minimum size

Minimum size refers to the smallest allowable lock-up size. The lock-up is available in one size that can be scaled down to a minimum size of 0.3125" high for the lock-up with the preferred logo. The lock-up with 1-color alternate logo can be scaled down to a minimum size of 0.25" high. Always maintain the lock-up's aspect ratio when scaling.



Working together for a healthier world™

Maintain a consistent aspect ratio when scaling



Working together for a healthier world™

Minimum size for preferred logo with themeline



Working together for a healthier world™

Minimum size for 1-color logo with themeline

## Pfizer logo-themeline overview

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Preferred gradient marks for print	Alternate flat marks for print	Screen															
<p>Use the preferred 2-color version whenever possible.</p> <p>Use the preferred 4-color version of the themeline when only CMYK printing is available.</p> <p>Do not use color themelines for reverse background printing.</p> <p> Preferred 2-color* Composed of Cyan and PMS Reflex Blue   Working together for a healthier world™  pfizertag_2c_pos.eps</p>	<p>Use the 1-color blue version when a simplified mark is required for premium items, silkscreen, etc. Do not reproduce in other colors.</p> <p>Use the 1-color black version when the 1-color blue version cannot be used.</p> <p>Use the 1-color white version for all reverse background printing.</p> <p> Alternate 1-color PMS Process Blue pfizertag_1c_pos.eps   Alternate 1-color Black pfizertag_blk_pos.eps   Alternate 1-color White pfizertag_wht_pos.eps</p>	<p>Use the RGB version of the artwork on screen and in digital applications.</p> <p> PrimaryRGB/Screen Do not reproduce in other colors.   Working together for a healthier world™  pfizer_rgb_pos.png pfizer_rgb_pos.jpg</p> <p> Alternate RGB/Screen   Working together for a healthier world™  pfizer_rgb_rev.png</p>															
<p>File nomenclature</p> <p>pfizertag_cmyk_pos.eps</p>	<p>Clear space</p>	<p>Minimum size</p>															
<p>pfizertag_rgb_pos.png</p> <table border="1"> <thead> <tr> <th>Identifier</th> <th>Color</th> <th>Back-ground</th> <th>Format</th> </tr> </thead> <tbody> <tr> <td> 2c</td> <td> blk</td> <td> pos</td> <td>.eps vector file for print</td> </tr> <tr> <td> cmyk</td> <td> wht</td> <td> rev</td> <td>.jpg RGB for screen</td> </tr> <tr> <td> 1c</td> <td> rgb</td> <td></td> <td>.png RGB for screen</td> </tr> </tbody> </table>	Identifier	Color	Back-ground	Format	 2c	 blk	 pos	.eps vector file for print	 cmyk	 wht	 rev	.jpg RGB for screen	 1c	 rgb		.png RGB for screen	<p>0.3125" [  Working together for a healthier world™ ]</p> <p>The preferred themeline can be scaled down to a minimum height of 0.3125". Always maintain the logo and themeline aspect ratio when scaling.</p> <p>0.25" [  Working together for a healthier world™ ]</p> <p>The one-color themeline can be scaled down to a minimum height of 0.25".</p>
Identifier	Color	Back-ground	Format														
 2c	 blk	 pos	.eps vector file for print														
 cmyk	 wht	 rev	.jpg RGB for screen														
 1c	 rgb		.png RGB for screen														

\* Please note: The 2-color file is built with overprinting gradients. It is recommended to use the AI file in Adobe® Creative Suite® version 3 and later for the best appearance on-screen, in composite printing and in PDF files. Using the EPS file and/or other software may cause the logo to appear incorrect, although the logo will color separate correctly.

## The Pfizer colors

The color palette is made up of the Pfizer blue and supportive neutral colors (black, gray, and white). The secondary color palette consists of a complementary set of bright colors that convey boldness and optimism.

*The colors represented on this page have not been evaluated by Pantone, Inc and may not match the Pantone system. Consult a Pantone Color Formula Guide for reference.*



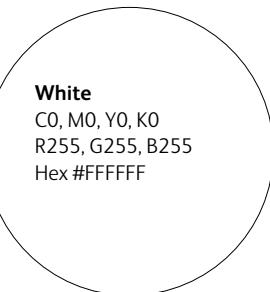
**Pfizer Blue**  
C100, M10, Y0, K10  
R0, G147, B207  
Hex #0093D0  
PMS Process Blue



**Black**  
C0, M0, Y0, K100  
R0, G0, B0  
Hex #000000



**Gray**  
C0, M0, Y0, K60  
R97, G99, B101  
Hex #616365  
PMS Cool Gray 10



**White**  
C0, M0, Y0, K0  
R255, G255, B255  
Hex #FFFFFF

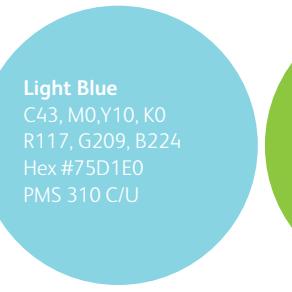
**Primary color palette**



**Cyan**  
C100, M0, Y0, K0  
R0, G174, B238  
Hex #00AEEF  
PMS Process Cyan



**Pink**  
C0, M100, Y0, K0  
R214, G0, B110  
Hex #D6006E  
PMS Process Magenta



**Light Blue**  
C43, M0, Y10, K0  
R117, G209, B224  
Hex #75D1E0  
PMS 310 C/U



**Light Green**  
C50, M0, Y100, K0  
R125, G186, B0  
Hex #7DBA00  
PMS 376C/375U



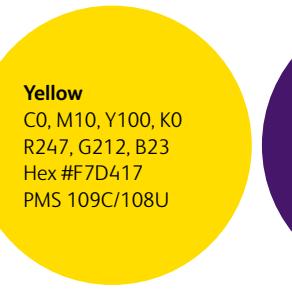
**Red**  
C0, M100, Y99, K4  
R204, G41, B43  
Hex #CC292B  
PMS 1797C/U



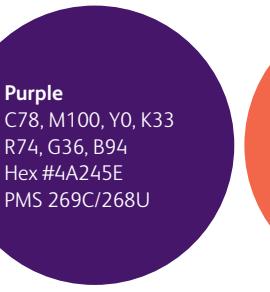
**Green**  
C94, M0, Y100, K0  
R0, G169, B79  
Hex #00A950  
PMS 355C/U



**Orange**  
C0, M48, Y100, K0  
R248, G151, B29  
Hex #F8971D  
PMS 144C/U



**Yellow**  
C0, M10, Y100, K0  
R247, G212, B23  
Hex #F7D417  
PMS 109C/108U



**Purple**  
C78, M100, Y0, K33  
R74, G36, B94  
Hex #4A245E  
PMS 269C/268U



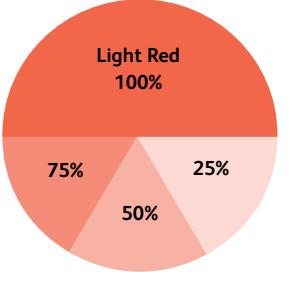
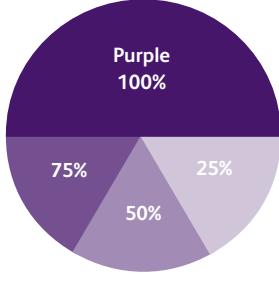
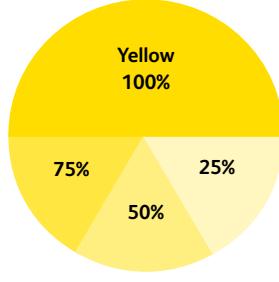
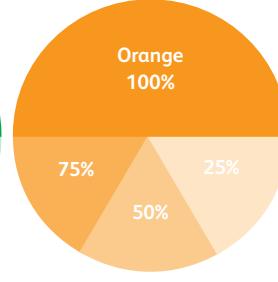
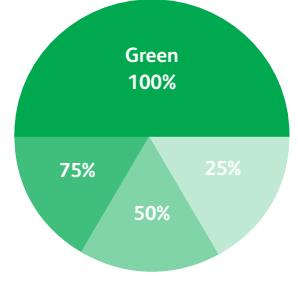
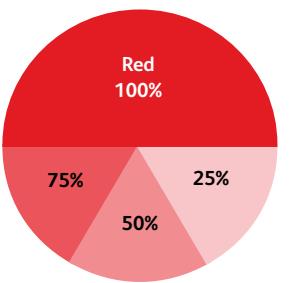
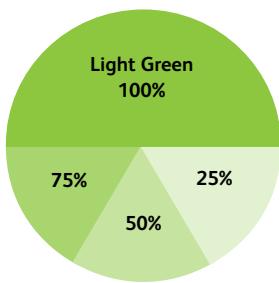
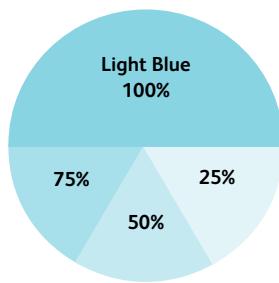
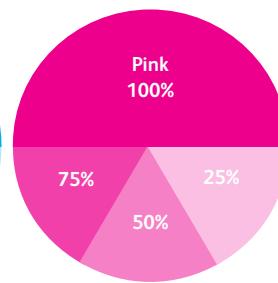
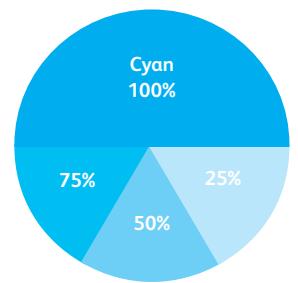
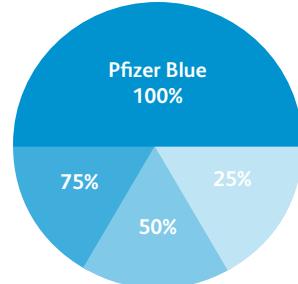
**Light Red**  
C0, M75, Y75, K0  
R242, G102, B73  
Hex #F26649  
PMS 7417C/U

**Secondary color palette**

## Use of tints for information graphics

Only use tints of colors when treating information graphics, otherwise use the color at 100 %. Visual representations of data are conveyed more clearly and are better understood when color is properly used. Using pairs of colors that have adequate contrast will make the design of information graphics more effective.

Specific screens (i.e., 75 %, 50 %, and 25 %) of each color are designed to add visual depth and flexibility and to convey additional levels of information hierarchy.

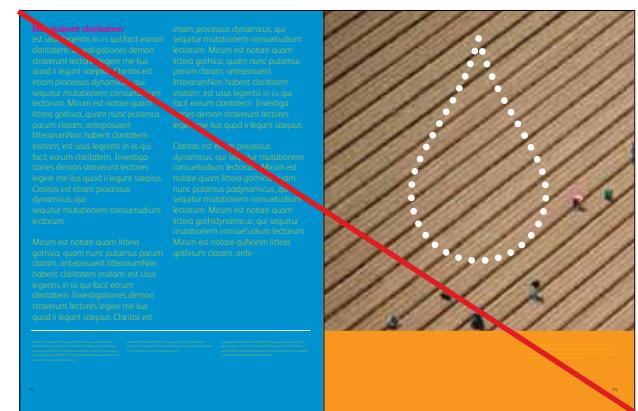
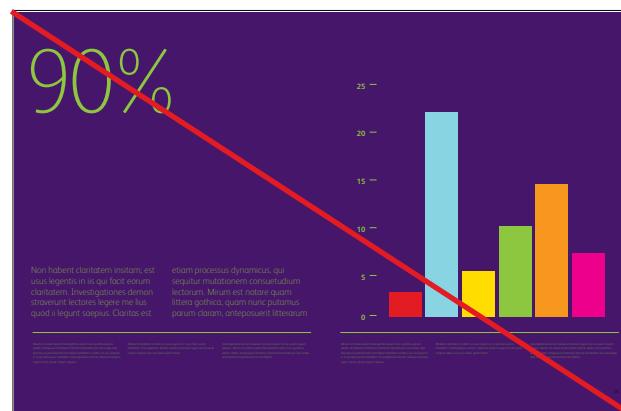
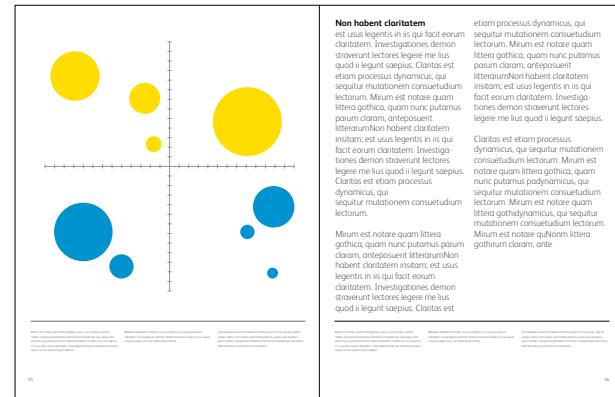
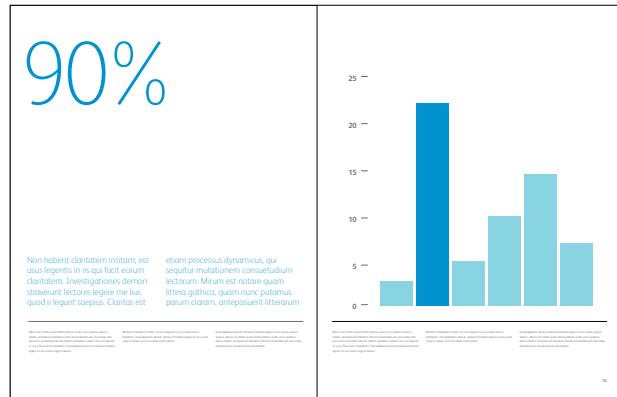


## Color principle 1: use colors sparingly

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**Use 1–3 secondary colors at a time**

In addition to neutral colors (black, gray, or white), use only 1–3 secondary colors. This helps to keep the content from looking too complex and cluttered.



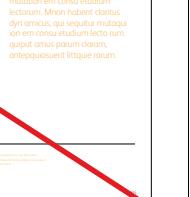
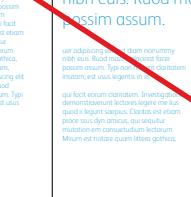
## Color principle 2: use colors purposefully

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### Highlight important information

Color can help to create emphasis, clarify hierarchy, and organize information on a layout.

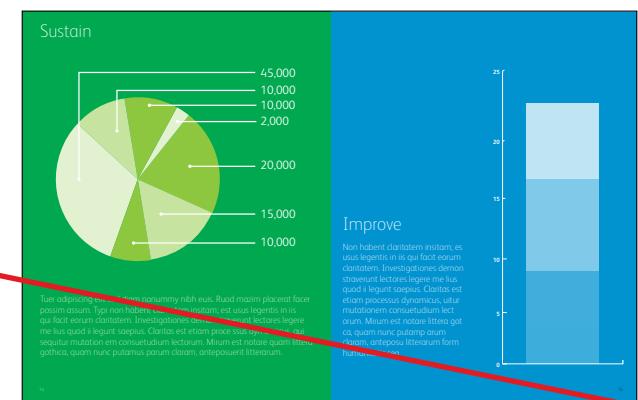
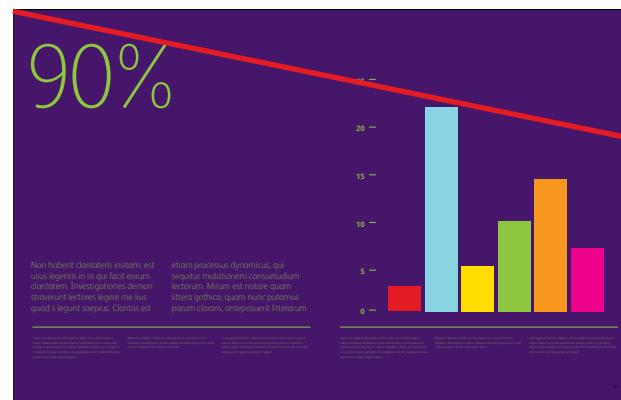
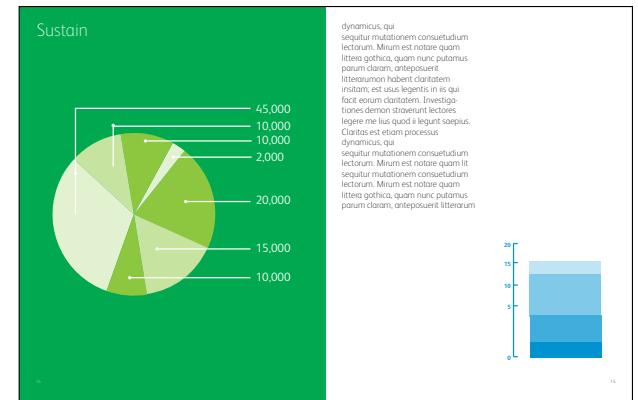
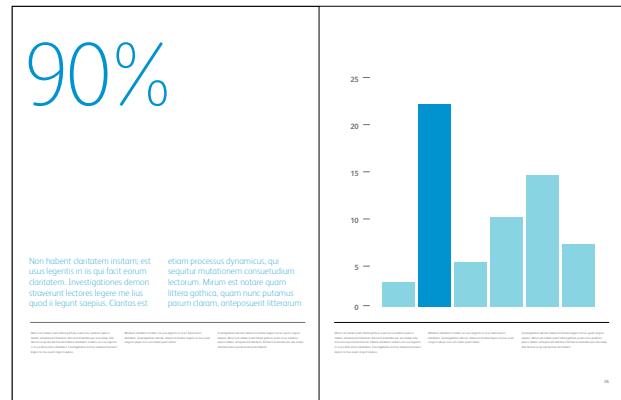
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## Color principle 3: use colors for pacing

## Create a rhythm

Use color to create a rhythm and to signal places for the eye to rest when designing pieces that span across multiple pages. Do not repeat the same color approach on every spread. This will help to keep the content engaging.



## Imagery: subject matter and style

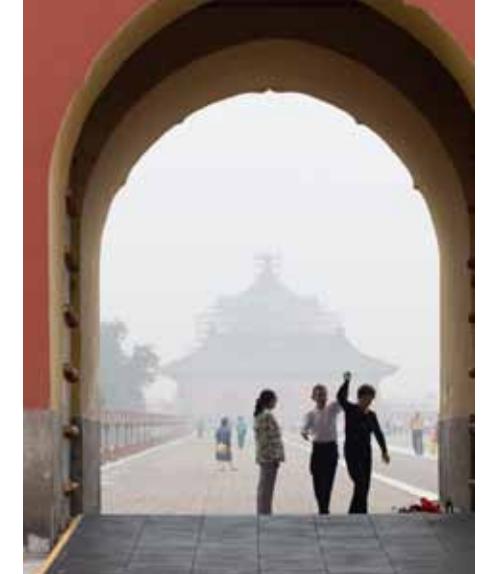
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### Subject matter

- Real life (not staged, posed, or fictional)
- Optimistic and warm (or neutral)
- Singular concept/subject per image
- Advancing progress/positive change

### Style

- Natural lighting (no extensive photo-retouching)
- Bright tonal range
- Clear/Sharp focus on subject matter
- Clean, simple areas of “white space”



## Imagery: depth of field

### Depth of field

When selecting images for an application, consider the various typographic and graphic components that will coexist with the image.

### Foreground imagery

- Macro view of clearly focused subject matter
- Able to carry the story with or without the PDot typeface or dotted illustrations
- Use to support headline or copy



### Midground imagery

- Midrange view of clearly focused subject matter
- Able to carry the story with or without the PDot typeface or dotted illustrations
- Use to support headline or copy



### Background imagery

- Broad view of a non-detailed environment
- Serves as a contextual backdrop, allowing the dotted illustrations or the PDot typeface to carry the story
- Use as a contextual backdrop



## Imagery: cropping

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### Crop appropriately

A communications piece will have more impact when an image is appropriately scaled and cropped.



### Original

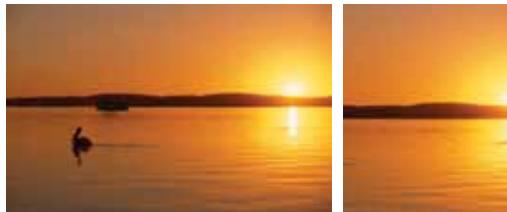
Start with an appropriate foreground, midground, or background image.

### Cropping

Select an area that is an appropriate size for your document.

### Final image should

- Focus on a single subject
- Be free of clutter (distracting shapes)
- Provide ample clear space for typography and graphic elements



Original



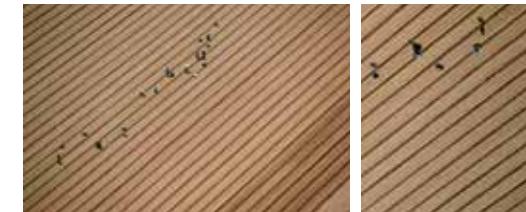
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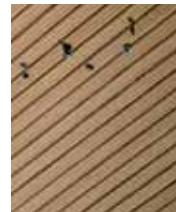
Original



Cropped



Original



Cropped

# Imagery overview

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## Subject matter

- Real life (not staged, posed, or fictional)
- Optimistic and warm (or neutral)
- Singular concept/subject per image
- Advancing progress/positive change



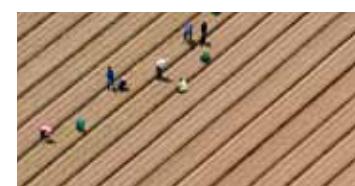
## Style

- Natural lighting (no extensive photo-retouching)
- Bright tonal range
- Clear/Sharp focus on subject matter
- Clean, simple areas of “white space”



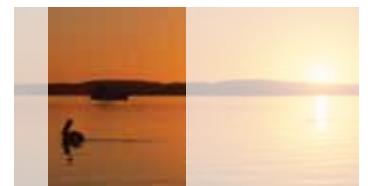
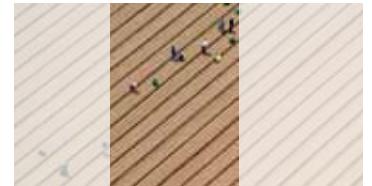
## Scale

- Foreground
- Midground
- Background



## Cropping

- Focus on a single subject
- Be free of clutter (distracting shapes)
- Provide ample clear space for dotted illustration or PDot typeface



## Imagery don'ts

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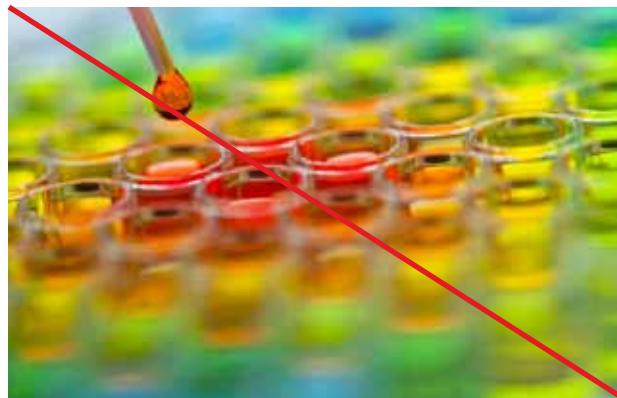
DO NOT use dark imagery.



DO NOT use stylized (posed) imagery.



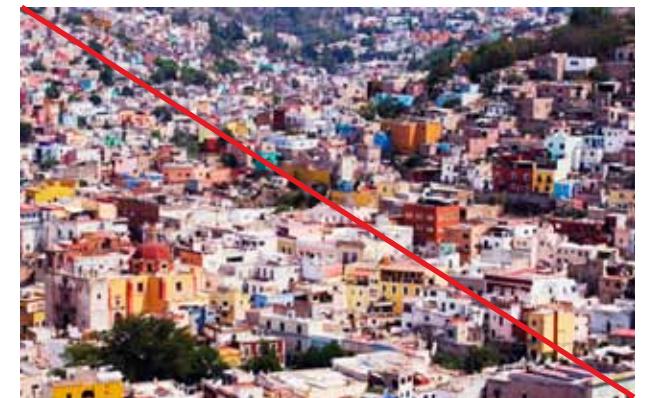
DO NOT distort imagery.



DO NOT use oversaturated imagery.



DO NOT use depressing or graphic imagery.



DO NOT use imagery with a busy background.

# The Pfizer dotted illustration style

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## Pfizer dotted illustration style

The subject matter captured by the illustrations brings the concepts within Our Path Forward to life. The illustrations are divided into themes that elevate and support messaging to help tell an overall story. The dotted illustration style conveys the aspirational qualities within Pfizer's purpose and mission.

Illustrations can be found in the Pfizer dotted illustration library at: [id.pfizer.com](http://id.pfizer.com)

THEMES	SUB-THEMES	EXAMPLES
<b>Possibilities</b>	Ideas Imagination Pathways Progress	
<b>Science</b>	Research Data Information Discovery Quality	
<b>Humanity</b>	Global Access Collaboration Care Compassion	
<b>Leadership</b>	Vision Hope Impact Breakthrough Integrity	

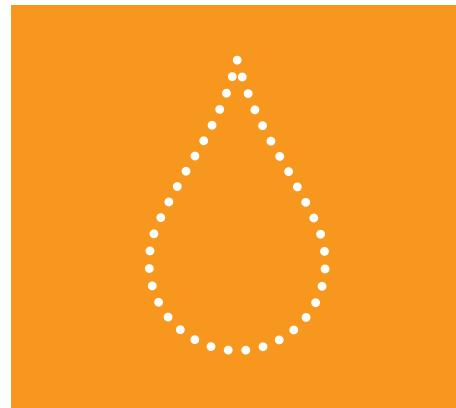
## Pfizer dotted illustration rules

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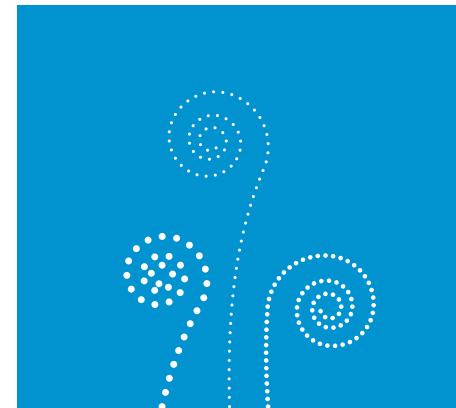
### Pfizer illustration style

The Pfizer dotted illustrations will help to create a proprietary look across Pfizer communications as well as convey the aspirational qualities within Pfizer's Purpose and Mission. The illustrations are divided into themes that elevate and support messaging to help tell an overall story.

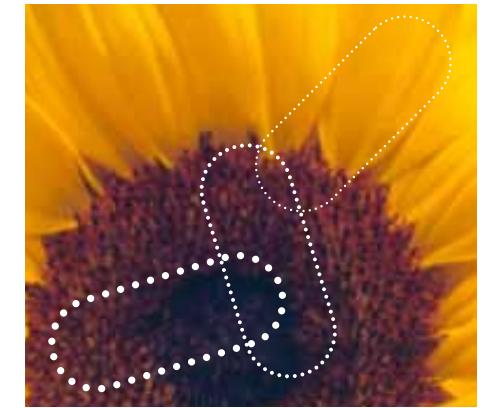
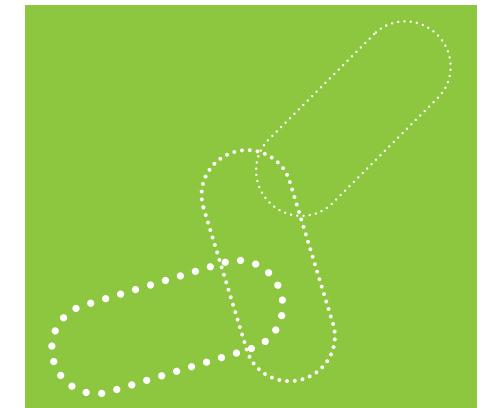
**Use only one dotted illustration per application**  
Over solid Pfizer color fields, or background imagery



**Always use as white that is knocked out**  
Over solid Pfizer color fields, or background imagery



**Use the dotted illustration as a large concept**  
Do not use as literal iconography.



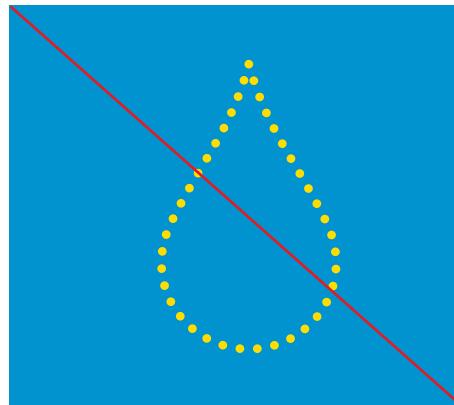
## Pfizer dotted illustration don'ts

### Incorrect usage of the dotted illustrations

Use the dotted illustrations as shown on the previous page. Incorrect use harms the integrity of the visual system.



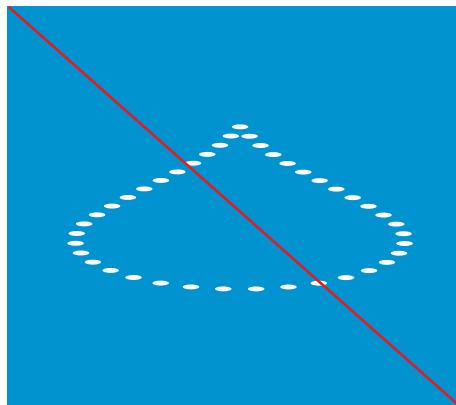
Do not use more than one dotted illustration or PDot typeface together on the same application.



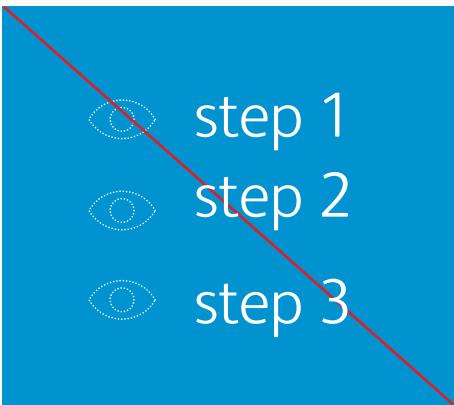
Do not color the dots. It is always used as a knockout to white.



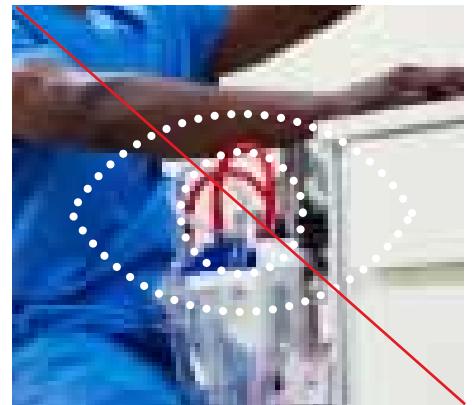
Do not use the dotted illustrations as literal icons.



Do not distort the dotted illustrations.



Do not scale the dotted illustrations as a smaller graphic.



Do not use dotted illustrations on a busy background.

## Selecting the appropriate dotted illustration

General Users | Communications Professionals | Design Agencies

When selecting a dotted illustration for an application, you must consider the overall messaging. Dotted illustrations serve to support and enhance the headline and messaging, so it is important to make sure the two are properly aligned.

*If you are unable to find a category that properly aligns with the messaging, it will be necessary to create additional illustrations.*

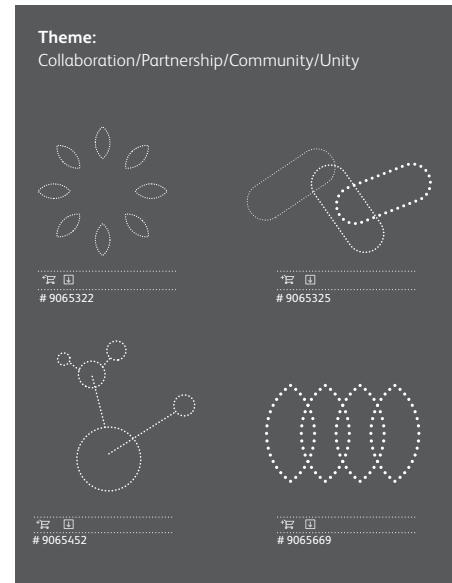
### Step 1

Determine the key message.



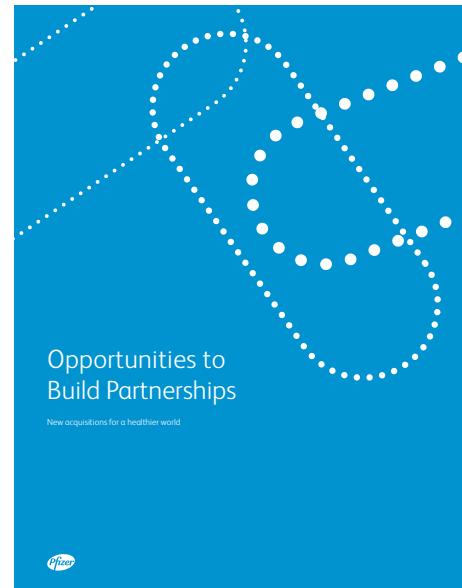
### Step 2

Choose a theme in the illustration library that aligns with the messaging.



### Step 3

Choose an appropriate illustration from that category that fits within the layout.



# Creating additional dotted illustrations

General Users | Communications Professionals | Design Agencies

If you are unable to find an illustration that aligns with the messaging, you will have to create additional illustrations. Following these directions will enable you to create a dotted illustration that is consistent with the existing image library.

## Conceptual vs. literal

The dotted illustrations are intended to serve a supporting role by enhancing the headline and overall messaging. The dotted illustration is NOT intended to communicate the messaging on its own.  
Do not draw the dotted illustrations as literal icons. Instead they should be used to communicate metaphors and large concepts.

## 1, 3, 3 rule

When creating additional illustrations, remember to keep them simple. Your dotted illustration should consist of 1 design motif. You may repeat this design motif, but DO NOT exceed 3 different sizes when repeating the motif, and DO NOT exceed 3 different weights among the repeated motifs.

## 1 design motif



## 3 different sizes

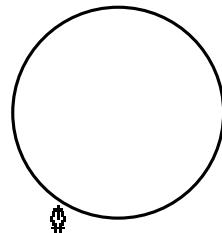


## 3 different weights



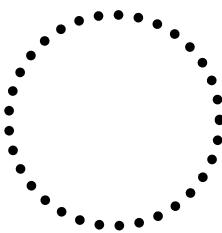
## Step 1

Begin by drawing a solid line in Adobe Illustrator.



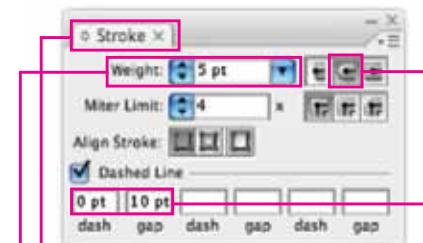
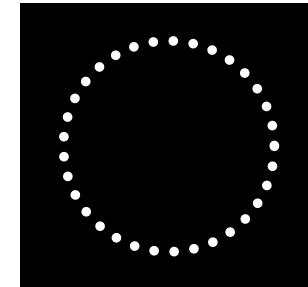
## Step 2

Convert the solid line drawing into a dotted line:



## Step 3

Convert the dotted line illustration to artwork by following these directions:

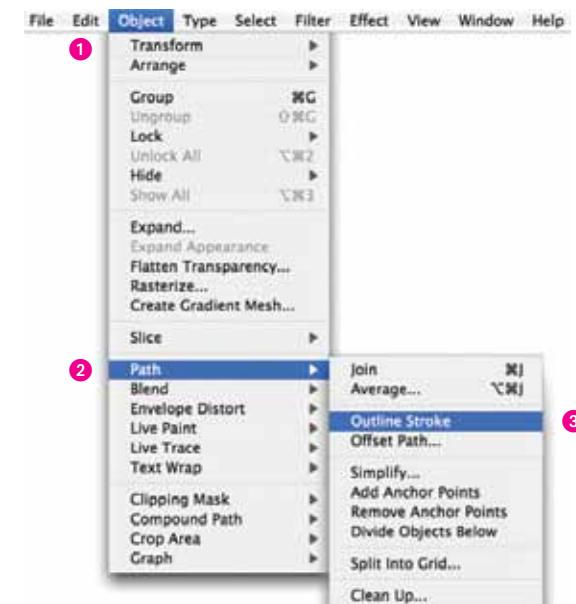


1 Locate the Stroke palette under window in the navigation bar.

2 Choose the line weight that provides enough contrast for your specific application.

Select rounded end caps.

Set "dash" to zero and set "gap" size to double the weight of your line.



## The Pfizer primary typeface

General Users | Communications Professionals | Design Agencies

Pfizer's primary typeface is FS Albert. Modern, flexible, easy to read, open, and accessible, FS Albert is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

### When to use

Use FS Albert for all Pfizer printed communications where possible. Use FS Albert in rendered form for online and electronic applications. When use of FS Albert is not possible, use the recommended system typeface (see page X). The weights shown for FS Albert are approved for use.

### Purchasing the font

Pfizer does not own a company-wide license for FS Albert, and international copyright law forbids us from sharing the font both internally and externally. If you are a colleague or vendor who needs to use FS Albert, a license can be purchased from:

(<http://www.fontsmith.com>)

FS Albert Thin  
*FS Albert Thin Italic*  
FS Albert Light  
*FS Albert Light Italic*  
FS Albert  
*FS Albert Italic*  
FS Albert Bold  
*FS Albert Bold Italic*

## Display typeface

General Users | Communications Professionals | Design Agencies

PDot is a display font designed exclusively for Pfizer. PDot is derived from the dotted illustration style of the Pfizer visual system and can be used in combination with FS Albert. PDot helps to create a unique look and proprietary narrative feel for the Pfizer brand.

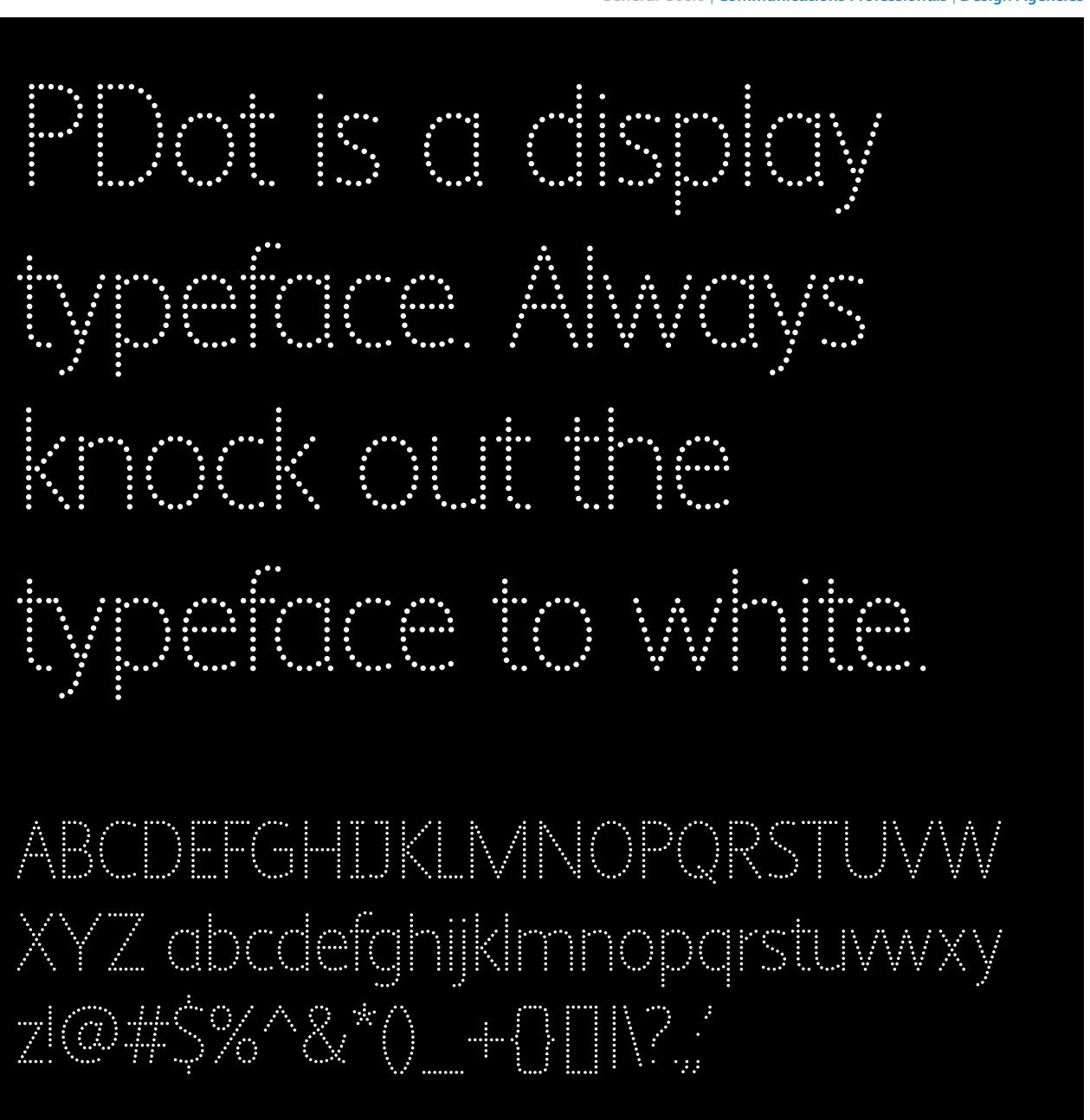
### When to use

Only use PDot in sentence case and for display purposes at a type size no smaller than 36pts and for short headlines. Always use the PDot typeface to knock out to white, and never color the typeface.

### Usage rights

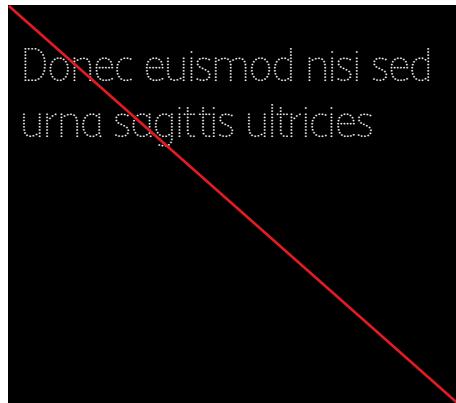
Pfizer retains the exclusive rights to PDot. When sharing the font with external agencies, colleagues should have written agreements that prevent the usage of the font for projects other than Pfizer's.

The font can be downloaded from the Intranet at:  
[id.pfizer.com](http://id.pfizer.com)



## Display typeface don'ts

General Users | [Communications Professionals](#) | [Design Agencies](#)



DO NOT use the display font in a multi-line headline.



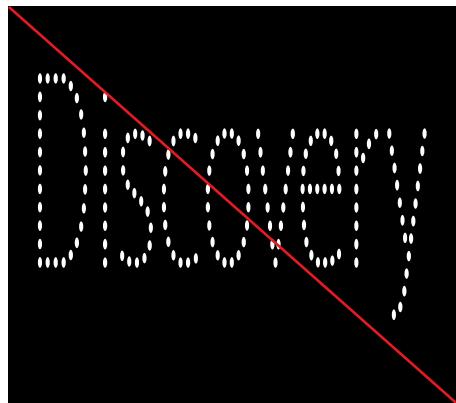
DO NOT color the display font. Always use it as a knockout to white.



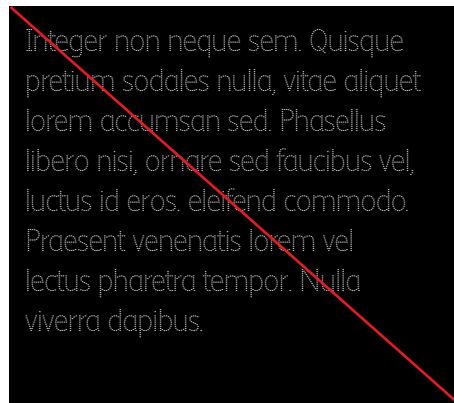
DO NOT crop the display font.



DO NOT use the display font in all caps.



DO NOT distort the display font.



DO NOT use the display font in body copy.



DO NOT use the display font on a busy background.

## System typeface

[General Users](#) | [Communications Professionals](#) | [Design Agencies](#)

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Pfizer's system typeface is Arial. Only use it when FS Albert is not available.

### [When to use](#)

Situations where FS Albert cannot be used include but are not restricted to: Microsoft PowerPoint, Microsoft Word documents, or HTML content on web applications.

**Arial Regular**  
*Arial Italic*  
**Arial Bold**  
*Arial Bold Italic*

## Build your grid: step 1

### Set your margins

Set your margins based upon the document size you are building.

In the following U.S. letter size sample, the image margin is set to 0.25" inches. The text margin is set to 0.5" inches.

### Scaling your margins

When setting margins for formats larger than U.S. letter size. Scale the image and text margins proportionally using the 0.25" margins of the U.S. letter size as the foundation.

**3.6875" x 8.5" Slim Jim**

image margin = 0.1875"

text margin = 0.375"

**8.5" x 11" U.S. Letter Size**

image margin = 0.25"

text margin = 0.5"

**11" x 17" Tabloid**

image margin = 0.3125"

text margin = 0.625"

**20" x 30" Poster**

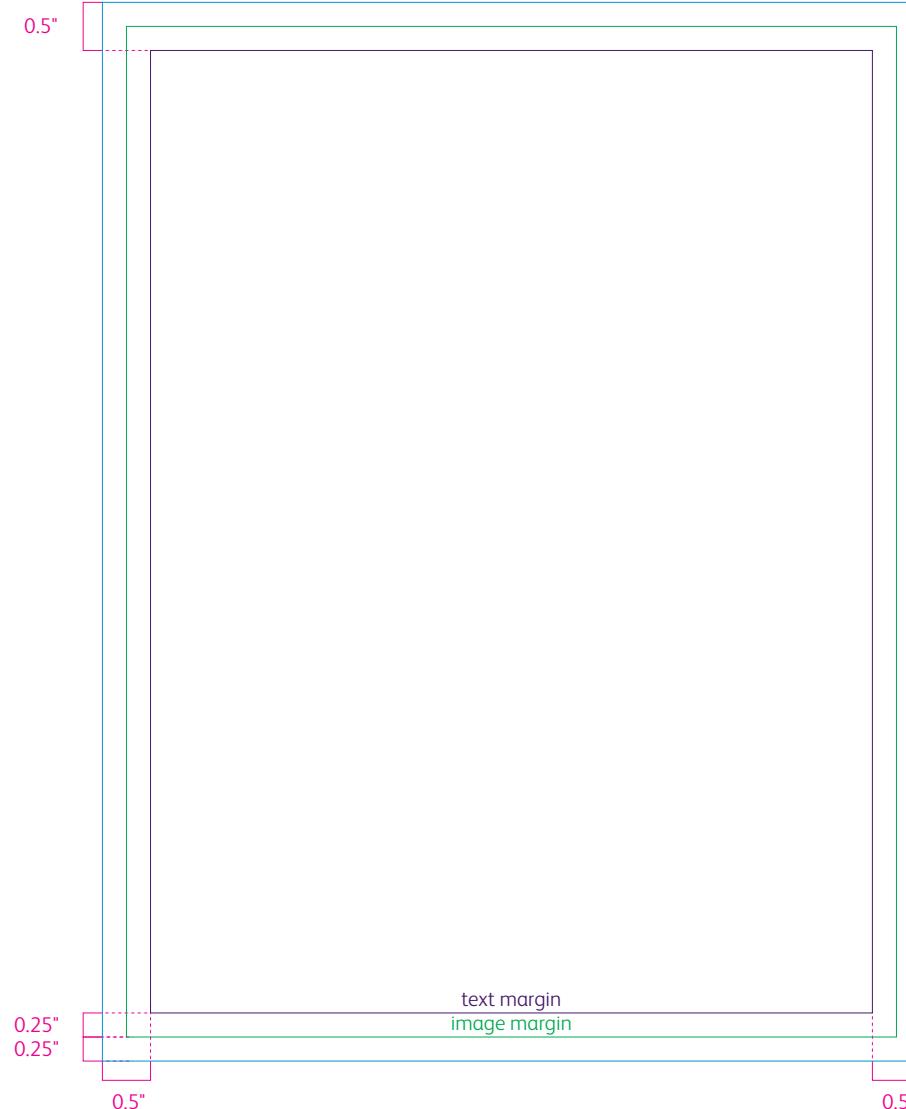
image margin = 0.625"

text margin = 1.25"

**24" x 36" Poster**

image margin = 0.75"

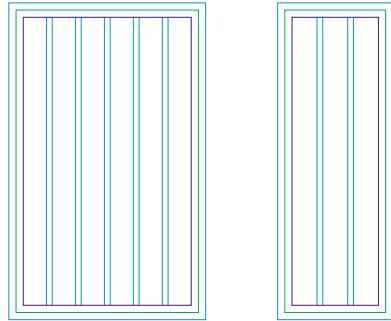
text margin = 1.5"



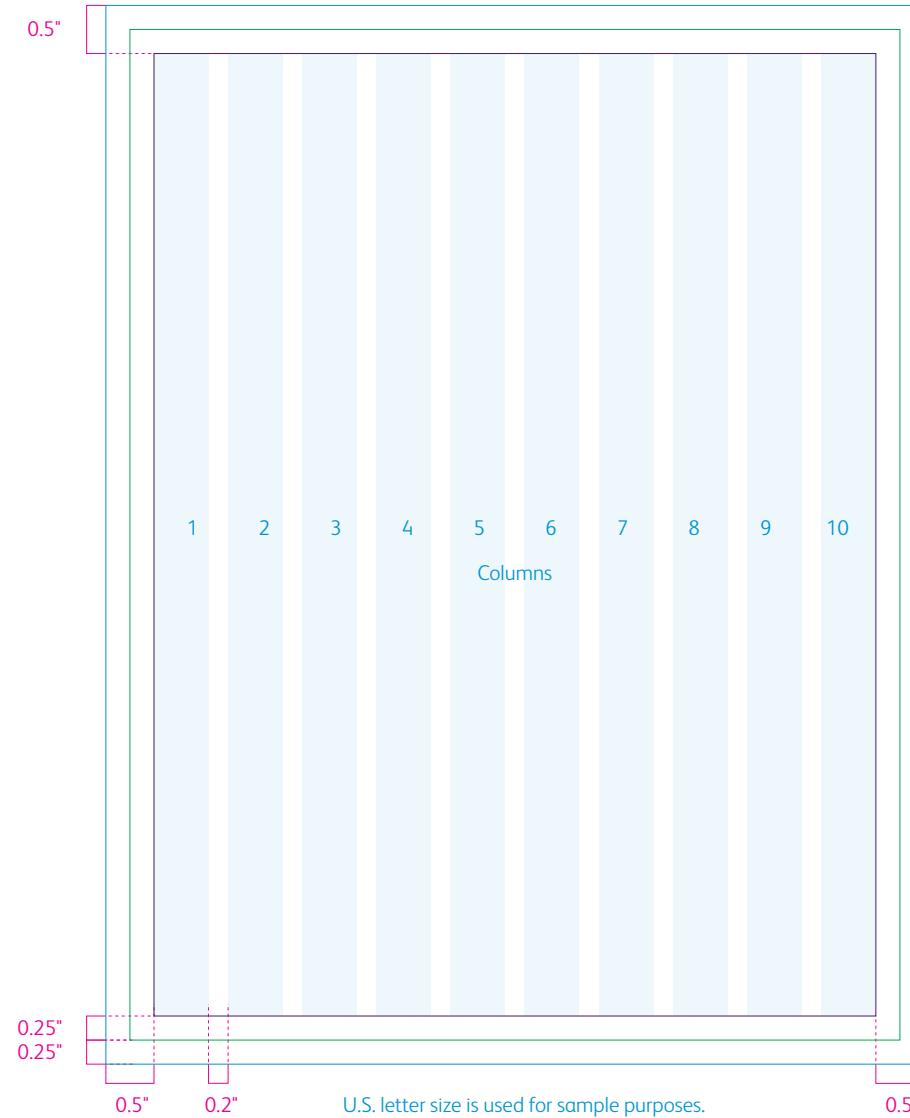
- ## 1. Create 10 columns within the text margin.

- ## 2. Set the gutter to 0.2" inches.

For an image and text margin of 0.5", set your gutter at 0.2". Use this ratio of margins to gutter size (1 : 4) to determine gutter sizes for printed communications larger than a standard U.S. letter size document.

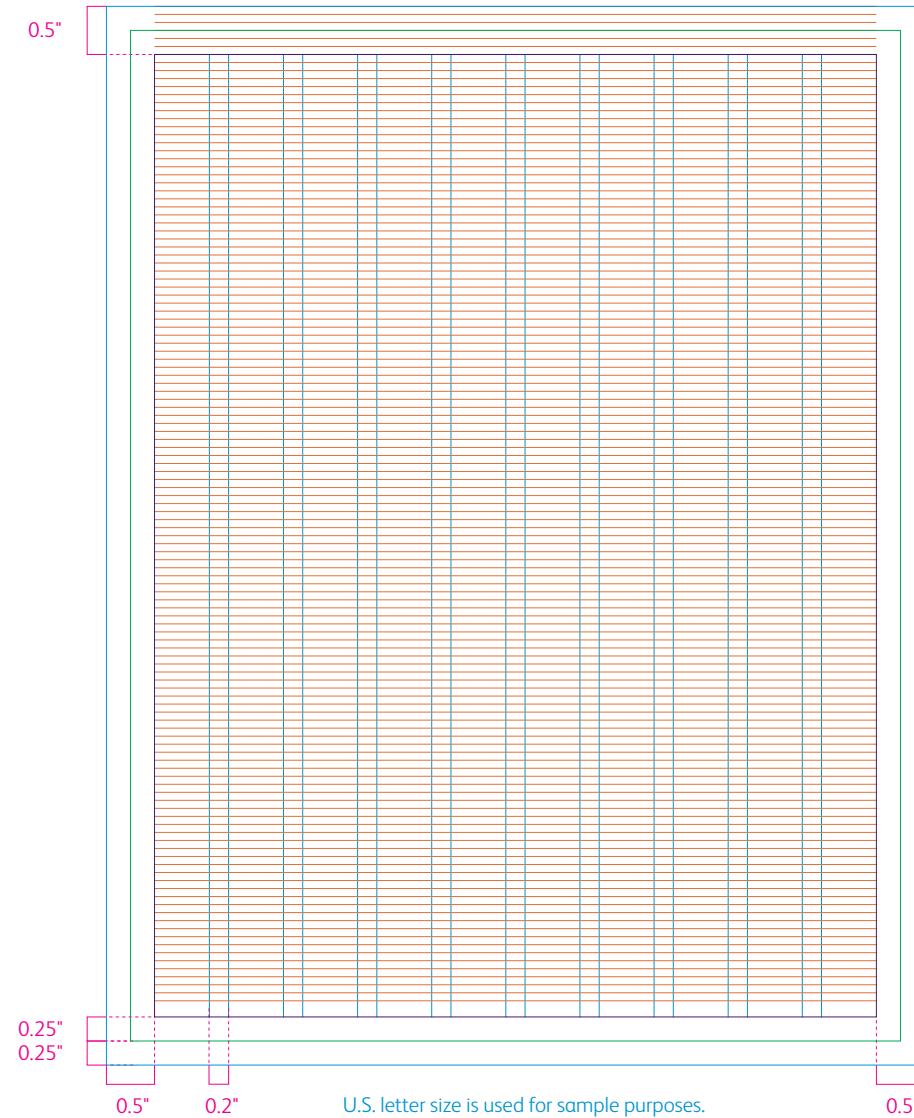


*Grids for layouts smaller than a standard U.S. letter size should use 6 or 3 columns.*



## Build your grid: step 3

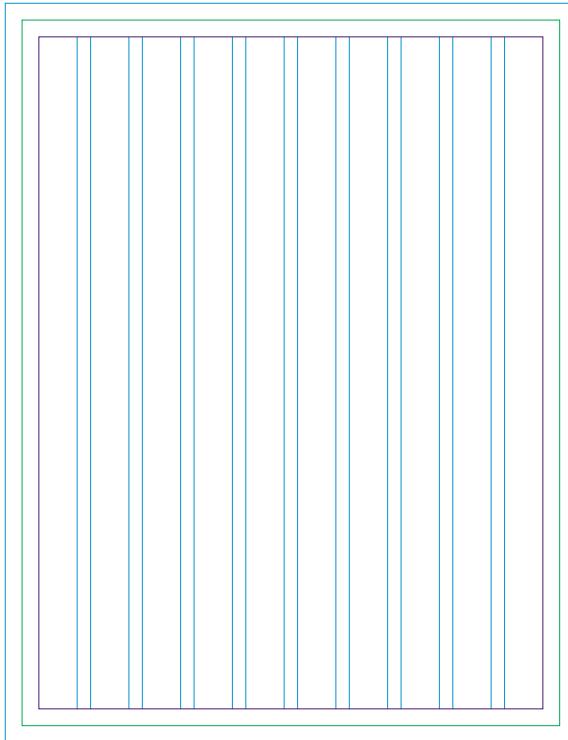
Set the typographic baseline at 3pt increments relative to the top margin.



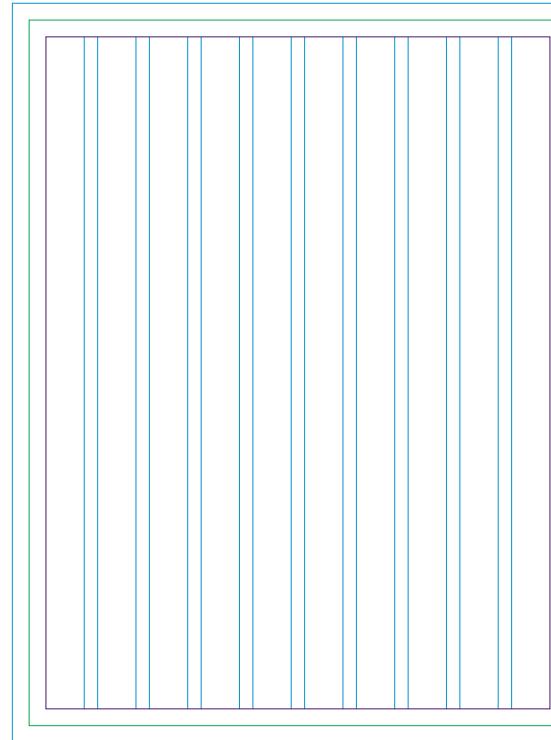
U.S. letter size is used for sample purposes.

## Sample vertical grid format

General Users | [Communications Professionals](#) | [Design Agencies](#)



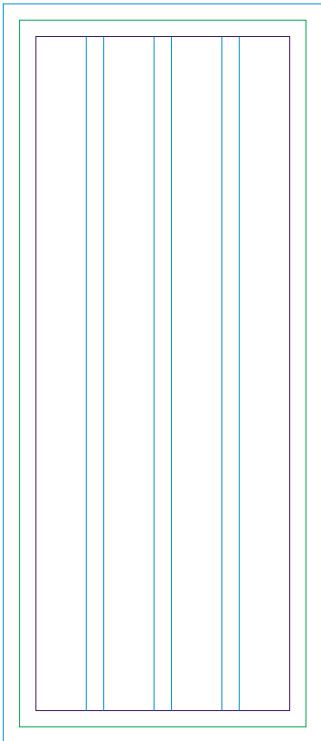
Cover



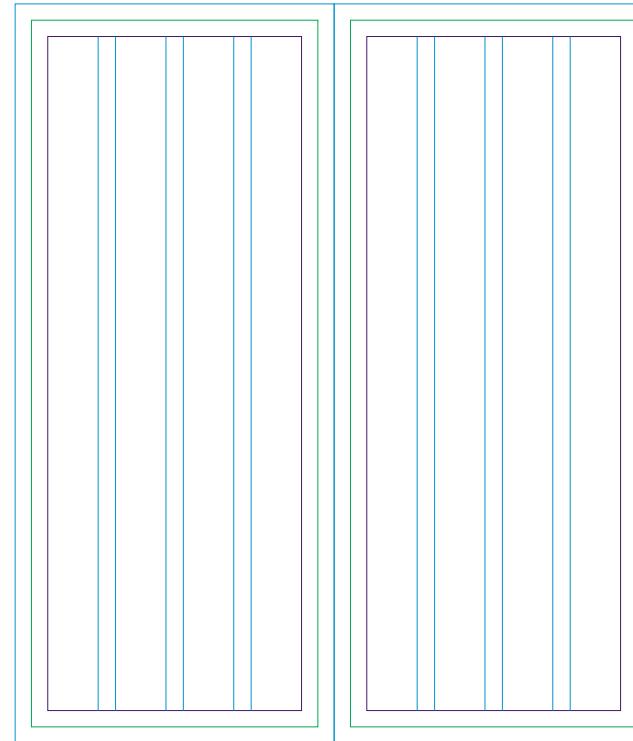
Spread

## Sample vertical grid format *small*

General Users | [Communications Professionals](#) | [Design Agencies](#)



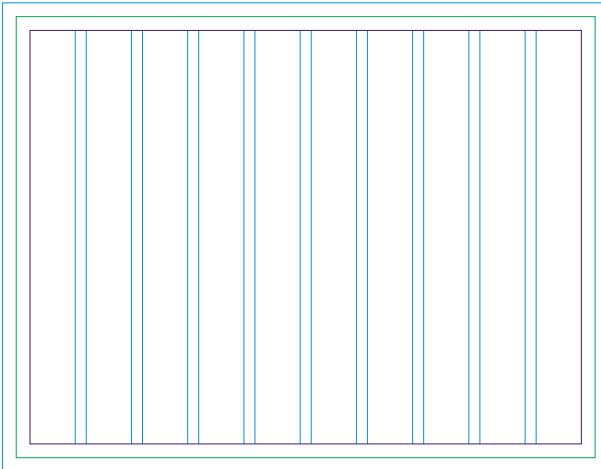
Cover



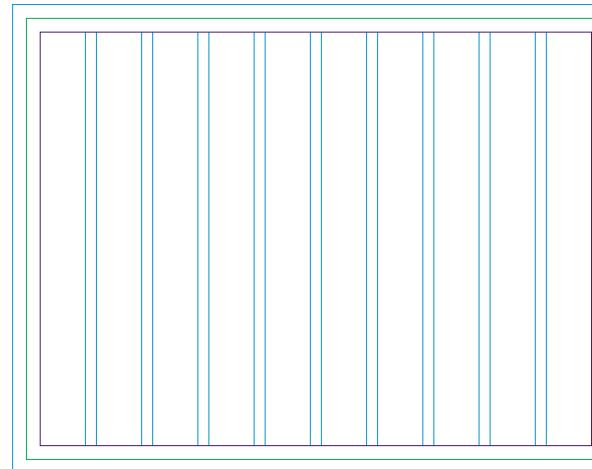
Spread

## Sample horizontal grid format

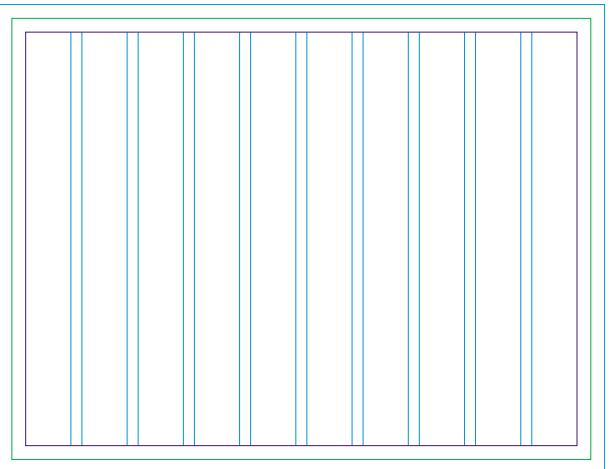
General Users | Communications Professionals | Design Agencies



Cover



Spread



## How to build a layout

[General Users](#) | [Communications Professionals](#) | [Design Agencies](#)

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This section provides guidance for creating Pfizer materials. It shows how to combine key elements: the typeface (FS Albert and PDot), color, imagery, and illustration. It also includes samples that demonstrate how to use these elements while adhering to solid graphic design concepts to create on-brand materials.

## Who should use it?

General Users | Communications Professionals | Design Agencies

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It's helpful for all users to understand the information in this section; however, it will be primarily used by communications professionals and creative agencies. There are three main groups who will use these guidelines, so be sure to determine which group you belong to based on the following:

### **General users**

General users make use of predesigned templates; however, for those interested, the information included here is an excellent aid to understanding the principles at work in Pfizer communications pieces.

### **Communications professionals**

Communications professionals work within Pfizer to develop communication pieces for the company on a daily basis. These samples provide guidance for creating variety while staying on-brand.

### **Design agencies**

Design agencies partner with Pfizer via a structured creative process to develop materials. Agencies provide expert design application skills, strategic advice, and broad conceptual abilities. They will find this information to be an excellent starting point for the development process.

## Setting up the grid

### Step 1

Set your margins based upon the document size you are building.

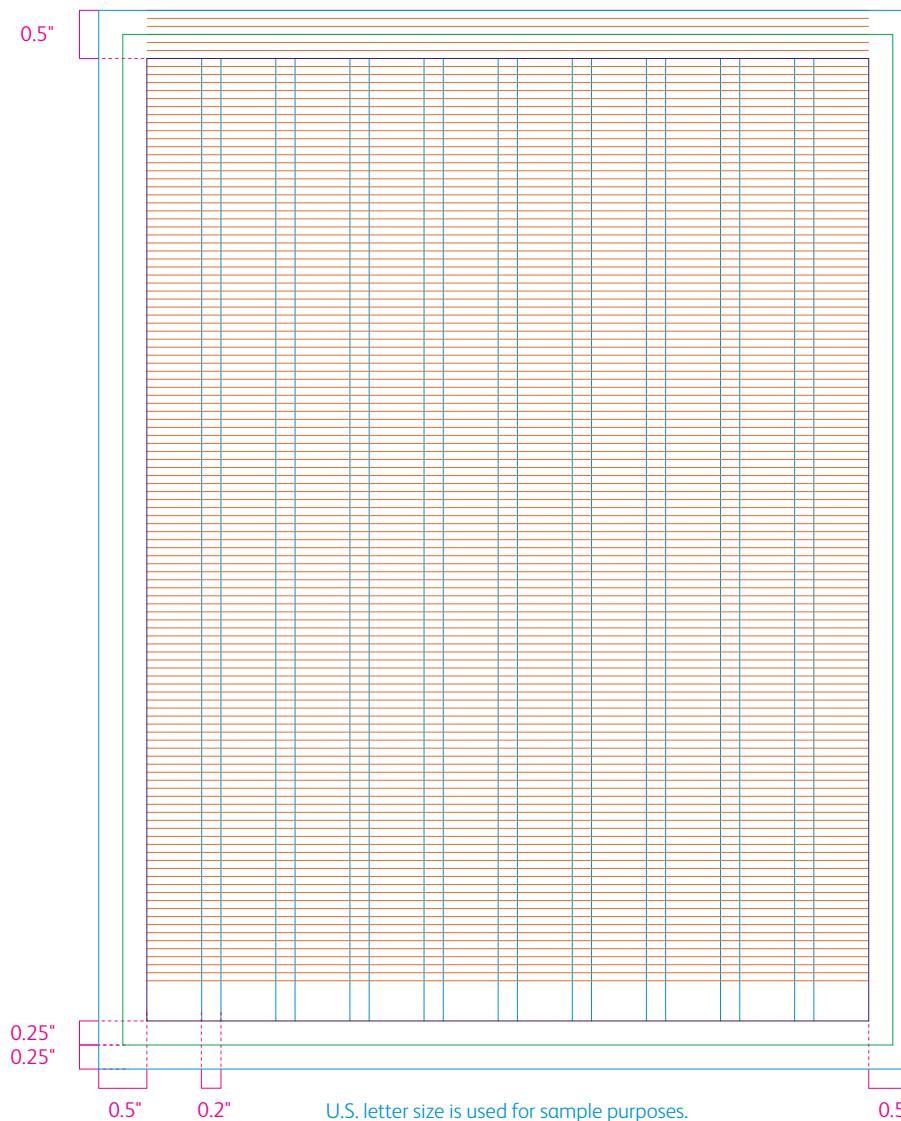
For this 8.5" x 11" example, the image margin is 0.25" inches and the text margin is 0.5" inches.

### Step 2

Create 10 columns within the text margin, and set the gutter width to 0.2" inches. Use this ratio of margins to gutter size (1 : 4) to determine gutter sizes for printed communications larger than a standard U.S. letter size document.

### Step 3

Set the typographic baseline at 3pt increments relative to the top margin.



## Setting up the workspace

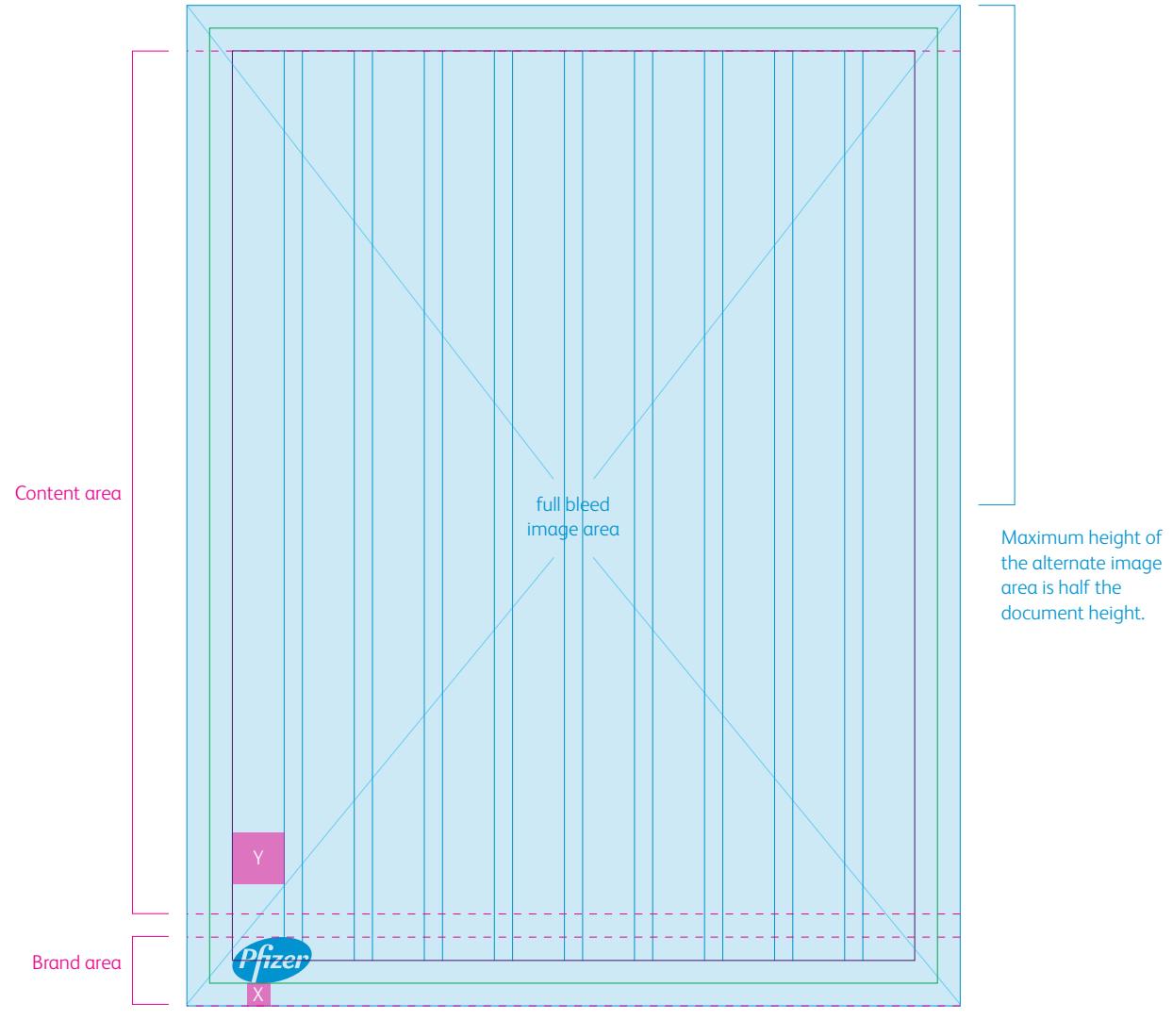
General Users | Communications Professionals | Design Agencies

### Content area

Full bleed images may encompass the entire length of the workspace. Use the designated content area for all other content (type, imagery, and illustration).

### Brand area

This defined space is reserved for the logo, themeline, and branded art. The upper-most limit of the brand area is governed by the clear space of the Pfizer logo.



# Placing the typography

Use the following type hierarchy to set type in your layout. Adhering to these styles will ensure a consistent style across all Pfizer communications.

## Title

FS Albert Light 36/42 pt

## Description text

FS Albert Light 12/15 pt

## Quote/Callout

FS Albert Light Italic 18/21 pt

## Header

FS Albert Light 18/21 pt

## Intro text

FS Albert Light 12/15 pt

## Subhead

FS Albert Bold 9/12 pt

## Side bar/Caption

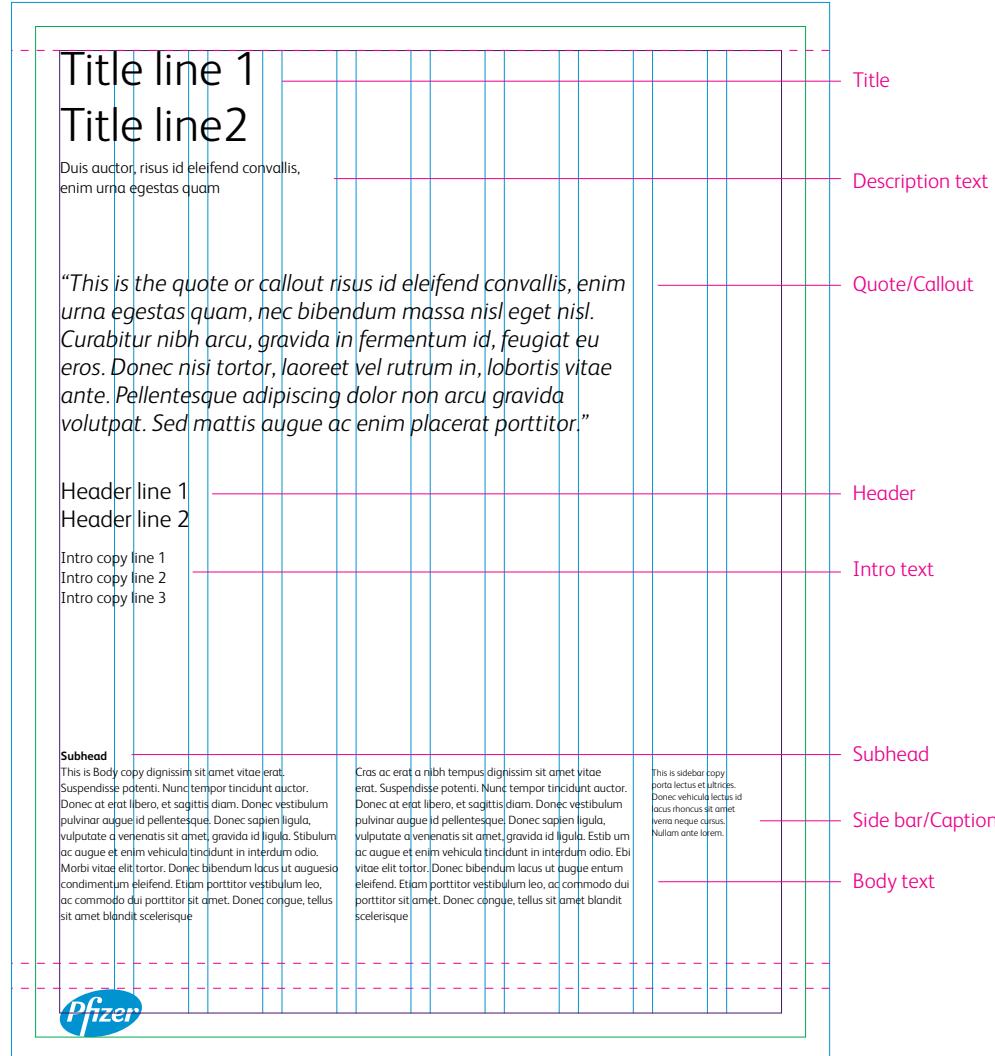
FS Albert Light 7/9 pt

## Body text

FS Albert Light 9/12 pt

## Content area

## Brand area



U.S. letter size is used for sample purposes.

## Setting type in your layout

General Users | Communications Professionals | Design Agencies

### Step 1

Determine the title and additional text for your document.

### Step 2

Set title copy in FS Albert Light, 36pt/42pt inside the text margins and along the designated grid and left-aligned with the Pfizer logo.



U.S. letter size is used for sample purposes.

## Placing the imagery

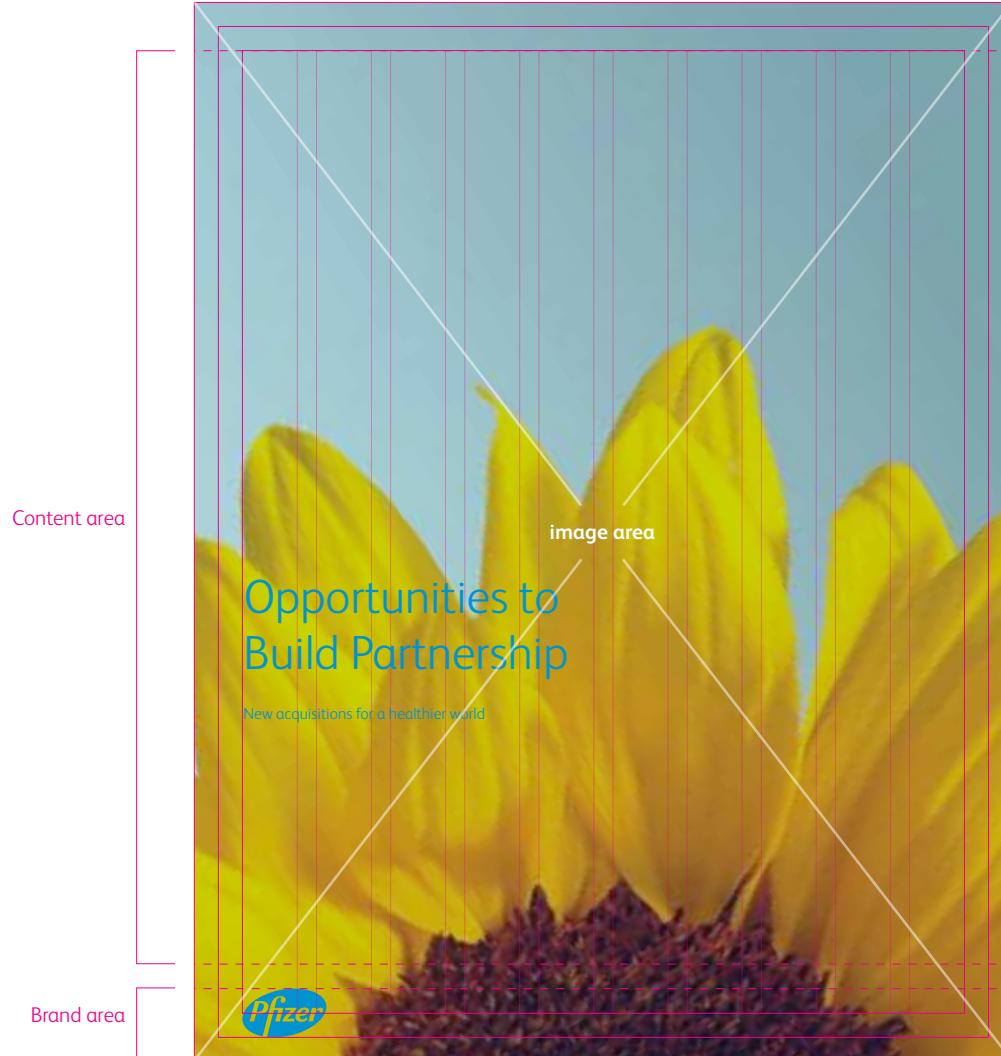
### Step 1

Choose an image.

### Step 2

Crop the image within the designated image margins or crop the image within the entire content area for a full bleed approach.

Ensure sufficient contrast and legibility for typography, illustrations, and the Pfizer logo.



## Placing the PDot typeface

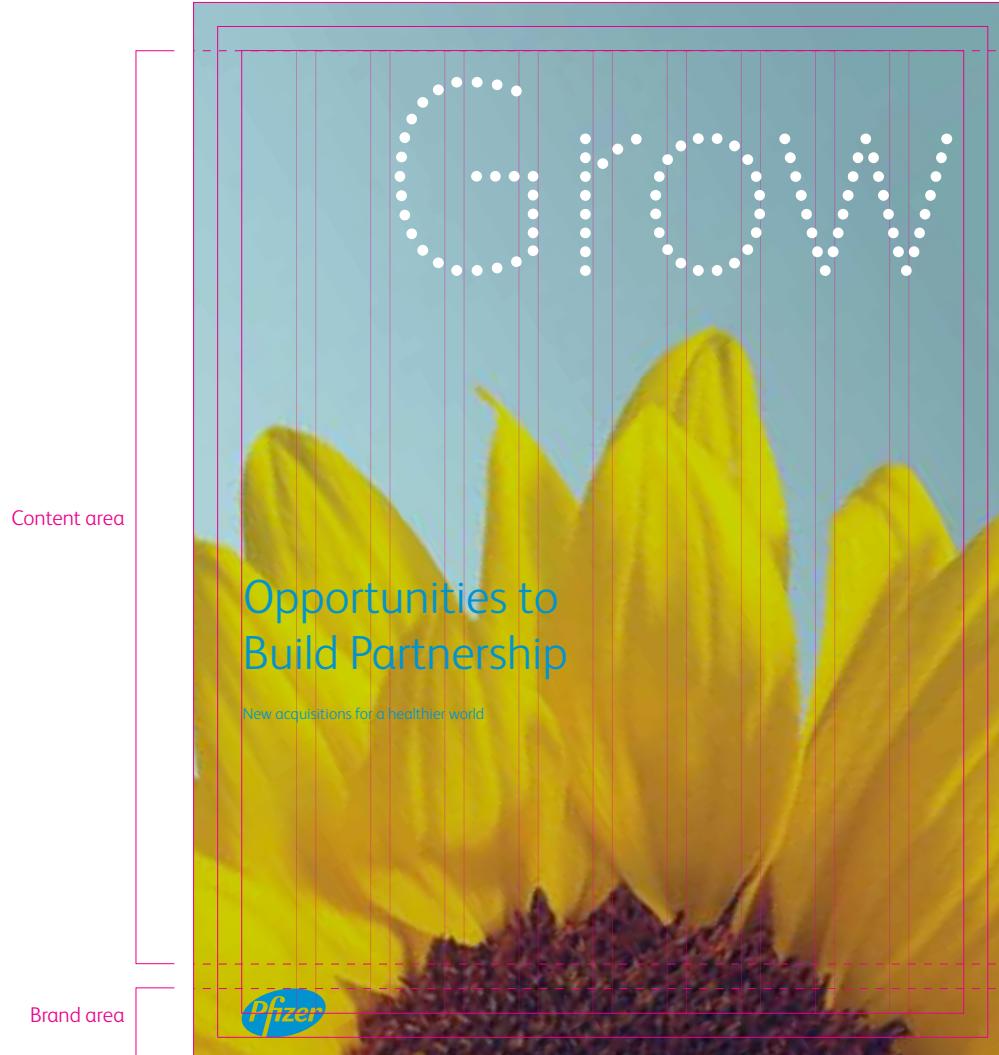
General Users | Communications Professionals | Design Agencies

### Step 1

Choose a word or words or a short headline to render in PDot.

### Step 2

Typeset your selection in PDot and render in white. Ensure that the PDot typeface is at least twice the size of the title and that there is sufficient contrast to ensure readability. Do not use size the PDot typeface below 36 pts.



U.S. letter size is used for sample purposes.

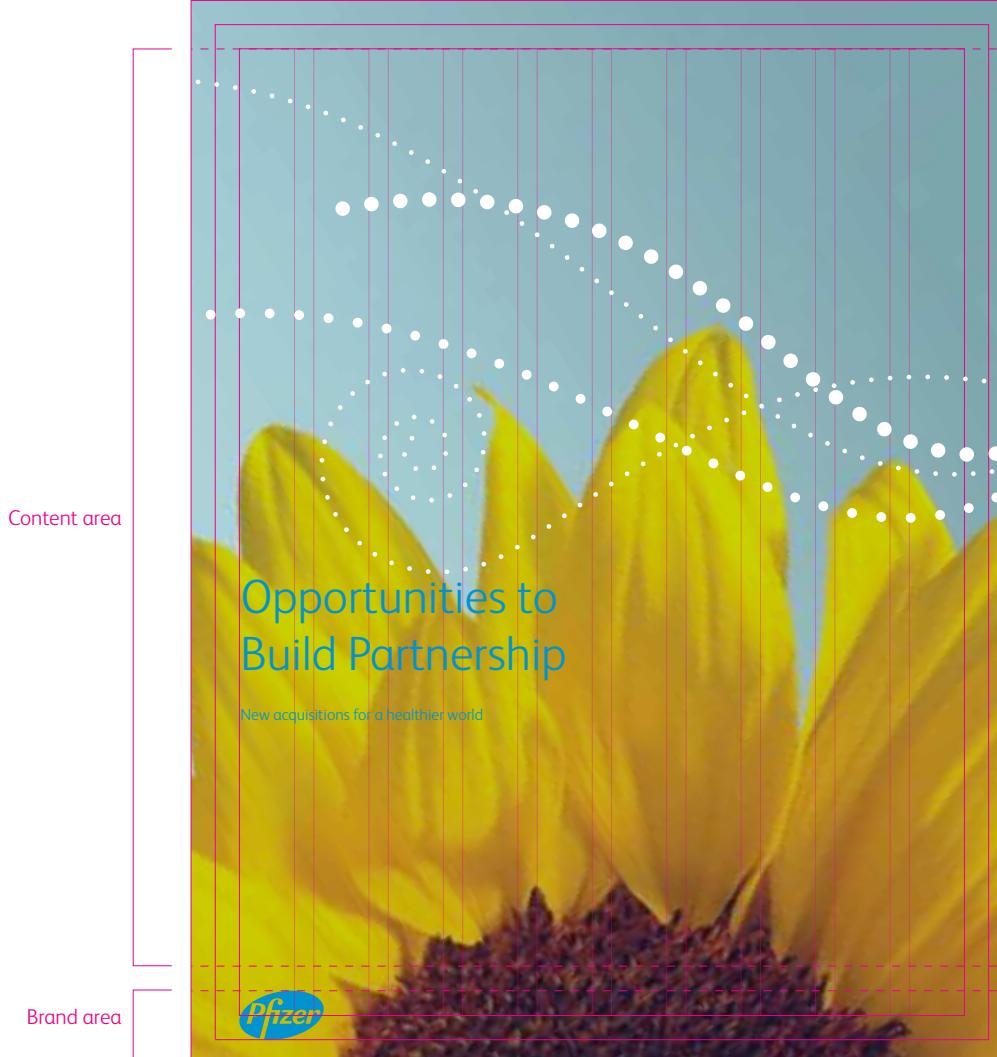
## Placing the dotted illustration

### Step 1

Choose a theme in the illustration library that aligns with the messaging.

### Step 2

Place the chosen dotted illustration in the content area. Render the dotted illustration in white, ensuring there is sufficient contrast for legibility and that the illustration does not violate or obscure other elements within the layout (typography and imagery).



## Combining typography, imagery, and illustration

General Users | Communications Professionals | Design Agencies

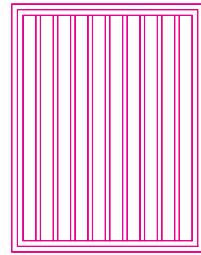
Balancing the main elements of the Pfizer visual system in layouts is useful for telling strong Pfizer stories.

The following shows examples of Pfizer visual elements, and the layout demonstrates how to most effectively combine these pieces.

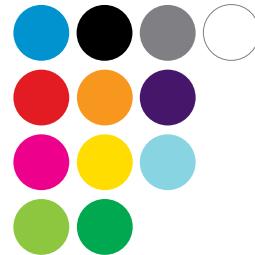
Logo



Grid



Color



Typography

FS Albert  
PDot

Imagery



## Sample brochure covers

General Users | Communications Professionals | Design Agencies

### Cover 1

Type and image combine to tell a complete story.

### Cover 2

Use dotted illustration to enhance story.

### Cover 3

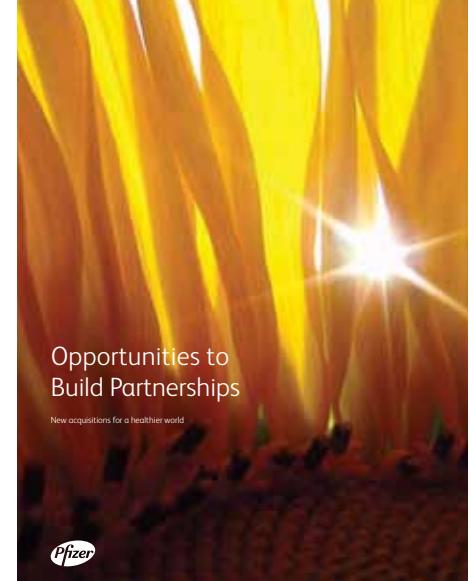
PDot display type is used to emphasize the message communicated by the image and headline.



Cover 1



Cover 2



Cover 3

These examples demonstrate how type, imagery, color, and illustration can be combined to create a distinct Pfizer look and feel.

## Spread 1

Typographic hierarchy (using FS Albert), dotted illustration on a color background, and imagery combine on this spread to tell a complete story.

Spread 2

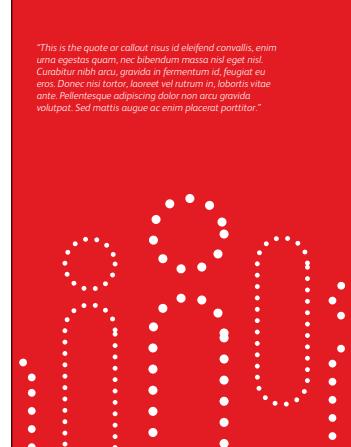
Typographic hierarchy (using FS Albert), PDot display type, and imagery combine on this spread to tell a complete story.

Spread 3

Typographic hierarchy (using FS Albert) and imagery combine on this spread to tell a complete story.

Spread 4

Typographic hierarchy (using FS Albert) and imagery combine on this spread to tell a complete story.



## Spread 1



A photograph of a man and a young child standing in shallow water at sunset. The man is crouching down, looking at something in the water. The child stands beside him. The water reflects the warm light of the setting sun. In the foreground, there is a decorative graphic element consisting of several dotted lines forming a spiral pattern.

Spread 2



Spread 3



Spread 4

## Sample slim jims

General Users | Communications Professionals | Design Agencies

These examples demonstrate the flexibility that is possible when using the various elements properly.

### Slim jim 1

Type and image combine to tell a complete story.

### Slim jim 2

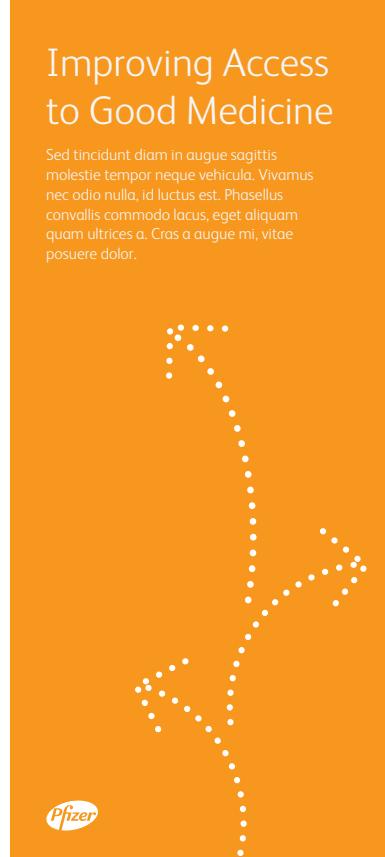
Use dotted illustration to enhance a story.

### Slim jim 3

Type and image combine to tell a complete story.



Slim Jim 1



Slim Jim 2



Slim Jim 3

## Sample posters

General Users | Communications Professionals | Design Agencies

Sample posters demonstrate how the elements come together to support and enhance the messaging. They also show how a story can be energized by varying image styles and placement of type on the Pfizer grid.

### Poster 1

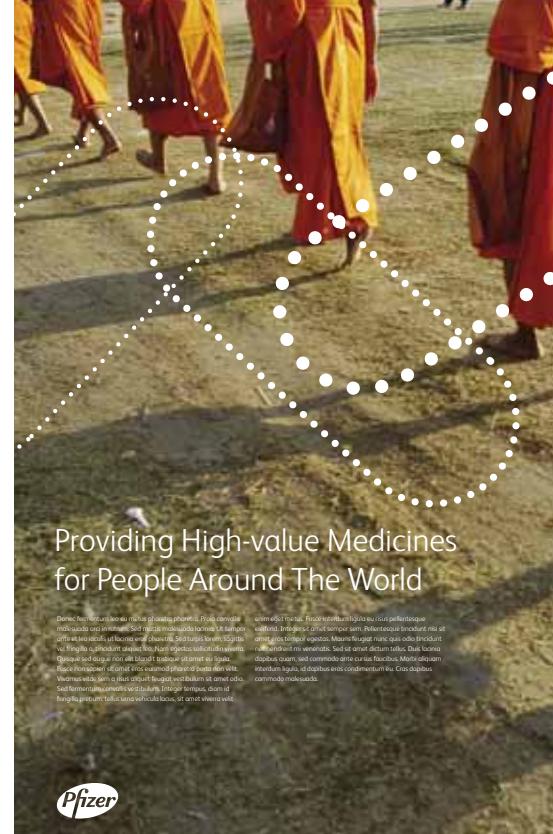
Typographic hierarchy (using FS Albert), PDot display type and imagery combine on this spread to tell a complete story.

### Poster 2

Typographic hierarchy (using FS Albert), dotted illustration, and imagery combine on this poster to tell a complete story.



Poster 1



Poster 2

# Applications

# Office System

Stationery reflects upon individuals as well as on the Corporation.  
It is particularly critical that stationery project the desired Pfizer image.  
The approved layouts for various stationery items are shown in this  
section. Specifications cover paper stock, color, typography  
and positioning of typographic elements.

## Business card

General Users | Communications Professionals | Design Agencies

### Typography

**Name:** FS Albert Bold 8/10 pts.

**Title:** FS Albert Light 8/10 pts.

**Division or Business Unit:** FS Albert Light 8/10 pts.

**Address:** FS Albert Light 7/9 pts.

**Phone & Fax:** FS Albert Light 7/9 pts.

**Email:** FS Albert Light 7/9 pts.

Set all text u&lc, flush left, ragged right,  
normal tracking

Use two letter, all capital abbreviations for states

### Color

**Pfizer Logo:** PMS Process Blue

**Text:** Black

### Logo width

0.5" or 1.27 cm

### Printing Method:

Offset

### Paper

Bright White 100lb

### Advanced professional degree designation

Advanced professional degree designation should be used only for situations in which there is a strong business reason. Only advanced degrees approved by Pfizer HR such as M.D., Ph.D., PharmD or similar should be used.



## Corporate No. 10 Envelope

General Users | Communications Professionals | Design Agencies

### Format

No. 10 (9.5" x 4.125")

### Typography

**Pfizer Inc:** FS Albert Bold 10/11 pts.

**Address:** FS Albert Light 9/11 pts.

Set all text u&lc, flush left, ragged right,  
normal tracking

Use two letter, all capital abbreviations for states

### Color

**Pfizer Logo:** PMS Process Blue

**Text:** Black

### Logo width:

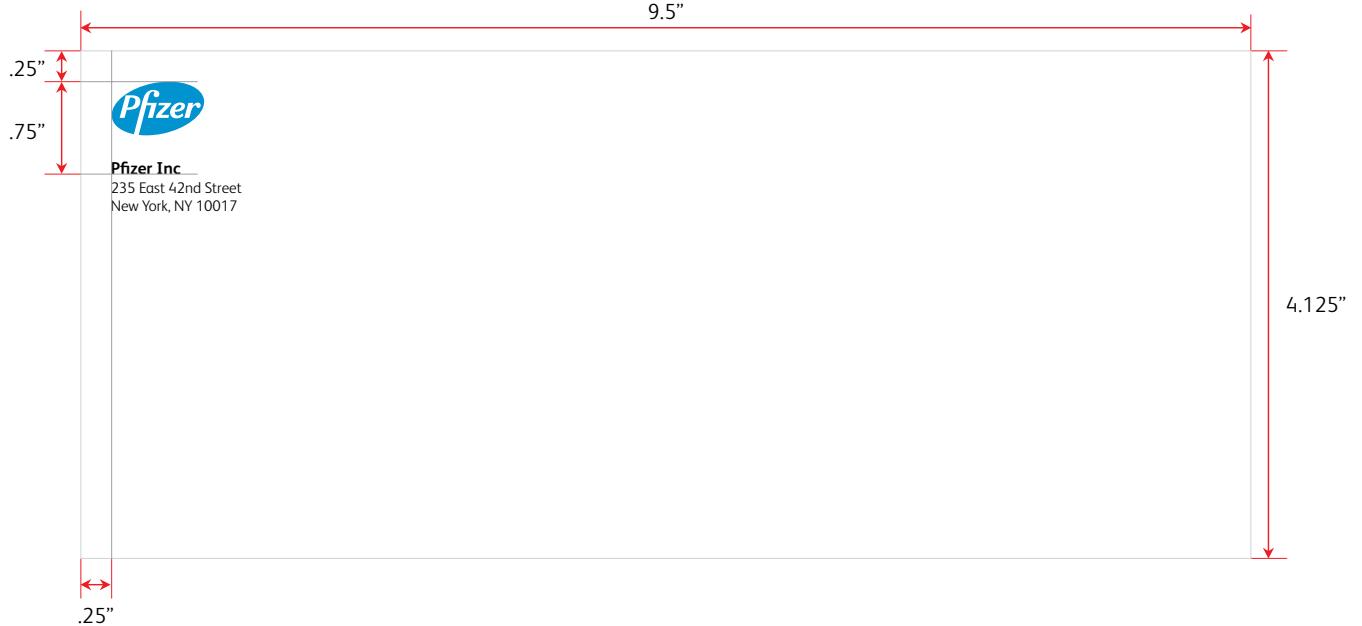
0.75"

### Printing Method

Offset

### Paper

Bright White 100lb



## Letterhead

General Users | Communications Professionals | Design Agencies

### Format

8.5" x 11"

### Typography

**Pfizer Inc:** FS Albert Bold 10/11 pts.

**Address:** FS Albert Light 9/11 pts.

**Web Address:** FS Albert Bold 10 pt.

Set all text u&lc, flush left, ragged right,  
normal tracking

Use two letter, all capital abbreviations for states

### Color

**Pfizer Logo:** PMS Process Blue

**Text:** Black

**URL:** PMS Process Blue

### Logo height:

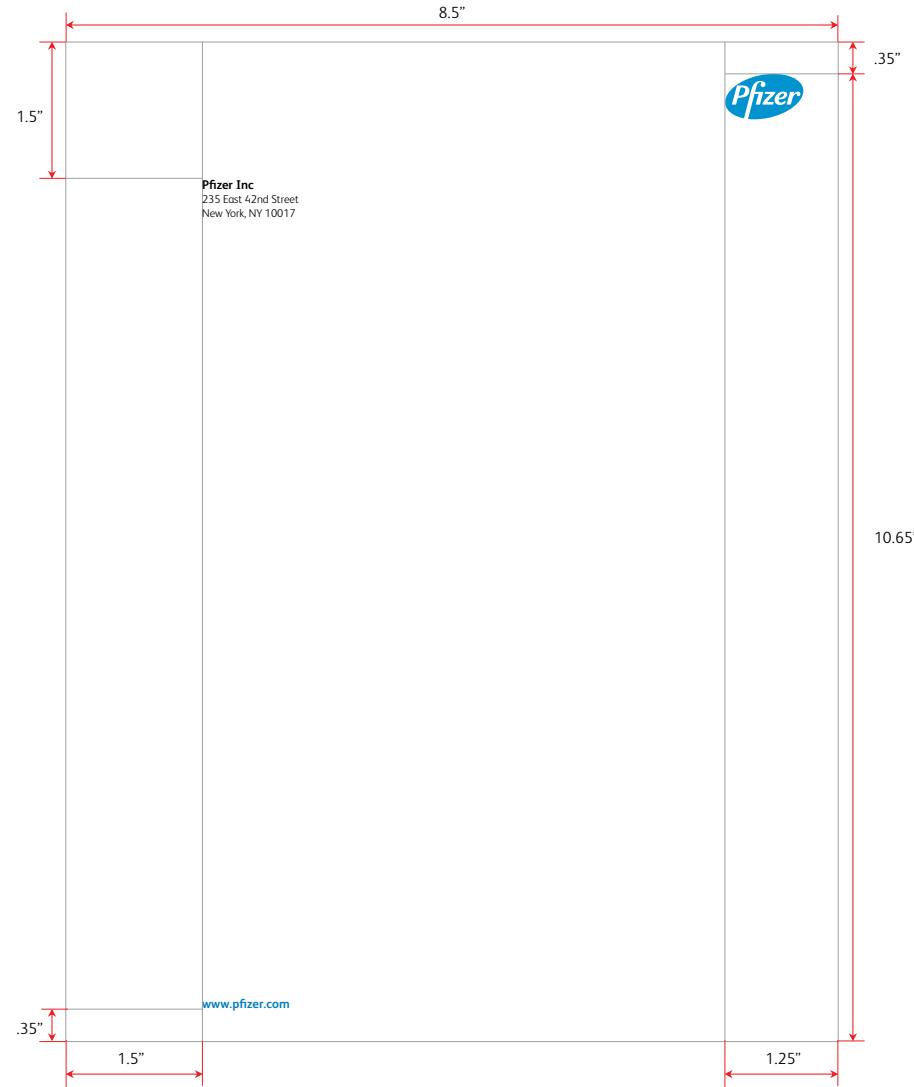
0.5" or 1.27 cm"

### Printing Method:

Offset

### Paper:

Bright White 100lb



## Mailing Label

General Users | Communications Professionals | Design Agencies

### Format

6" x 3"

### Typography

**Pfizer Inc:** FS Albert Bold 10/11 pts.

**Address:** FS Albert Light 9/11 pts.

Set all text u&lc, flush left, ragged right,  
normal tracking

Use two letter, all capital abbreviations for states

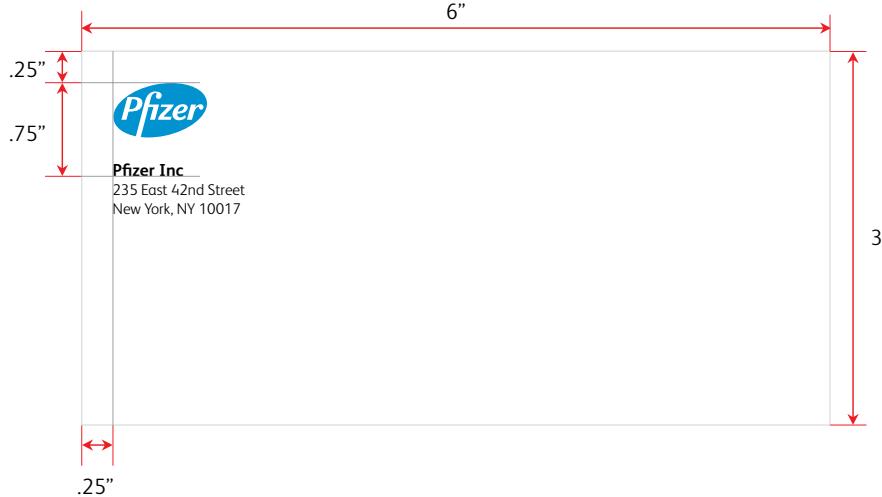
### Color

**Pfizer Logo:** PMS Process Blue

**Text:** Black

### Logo width:

0.75"



### Printing Method:

Offset

### Paper:

Bright White 100lb

## Notepad

General Users | Communications Professionals | Design Agencies

### Format

8.5" x 8.25"

### Typography

**Employee Name:** FS Albert Bold 10/11 pts.

**Pfizer Inc:** FS Albert Bold 9/11 pts.

**Division or Business Unit:** FS Albert Light 9/11 pts.

Set all text u&lc, flush left, ragged right,  
normal tracking

Use two letter, all capital abbreviations for states

### Color

**Pfizer Logo:** PMS Process Blue

**Text:** Black

### Logo width:

0.75"

### Printing Method:

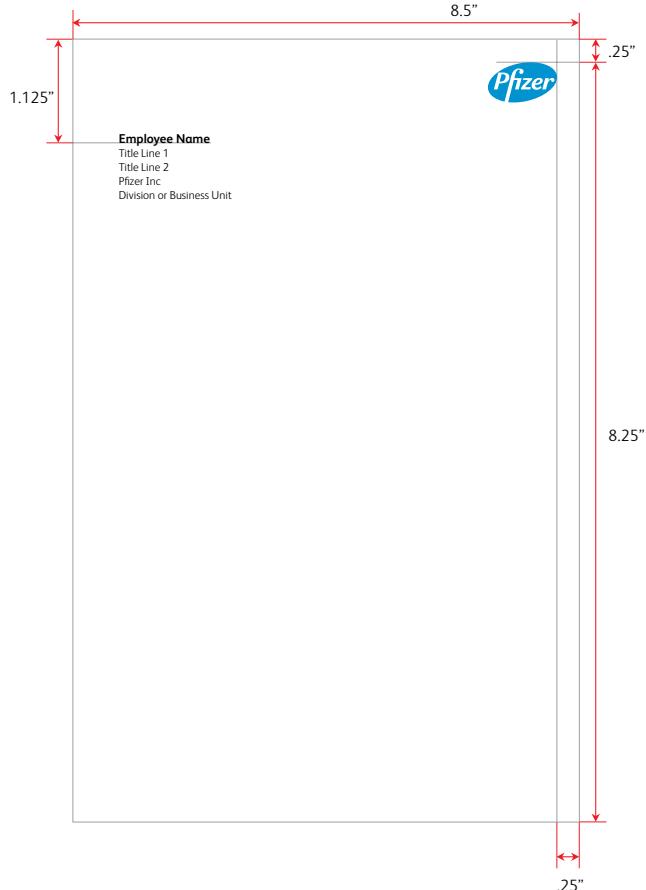
Offset

### Paper:

Bright White 100lb

### Advanced professional degree designation

Advanced professional degree designation should be used only for situations in which there is a strong business reason. Only advanced degrees approved by Pfizer HR such as M.D., Ph.D., PharmD or similar should be used.



## Powerpoint

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This is a basic PowerPoint template than can be used by the five Divisions that represent and manage the key operating areas where Pfizer generates business value as well as enabling Functions that include the permanent departments and sub-departments that provide guidance, support, and resources for Divisions and Business Units throughout Pfizer.

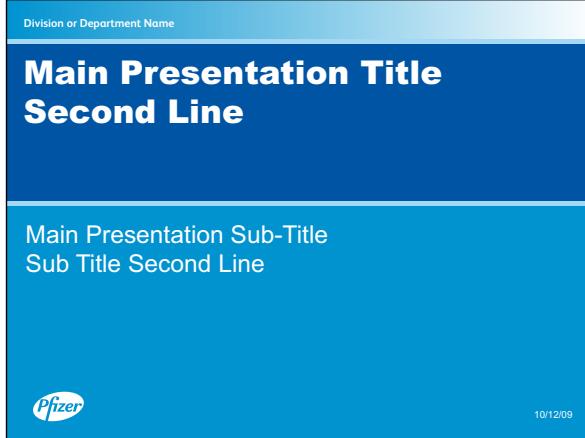
### Title Option 1

Option for presentation title slide

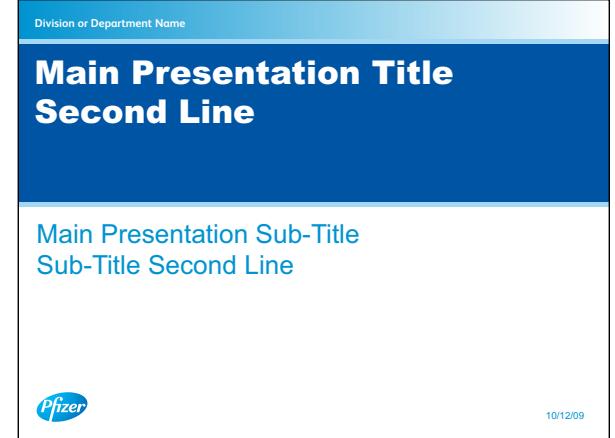
### Title Option 2

Option for presentation title slide

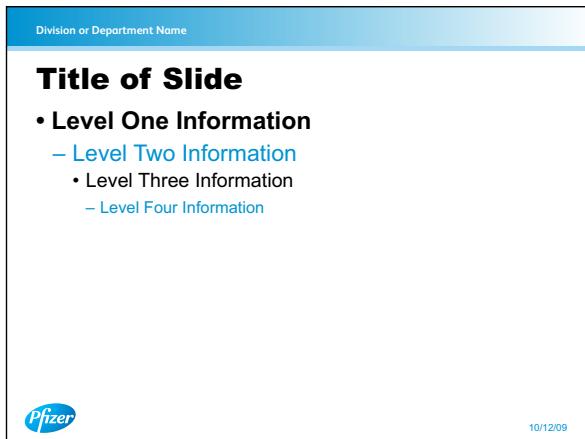
### Text Slide



Title Option 1



Title Option 2



Text Slide

## 2. Enabling Functions

Size Relationship

Placement

Enabling Functions: don'ts

Applications

## Enabling Functions

General Users | [Communications Professionals](#) | [Design Agencies](#)

---

Enabling Functions are a core part of the Pfizer brand and can help build Pfizer's reputation and should not be branded. The following pages show how Enabling Functions should be expressed using a consistent typographical system that links closely with the Pfizer masterbrand.

## Size Relationship

General Users | Communications Professionals | Design Agencies

### Size Relationship

The name of the enabling function should be expressed in FS Albert all caps black. The size of the font is 1/4 of the height of the logo.

*This is not a lockup and is only an indication of size.*

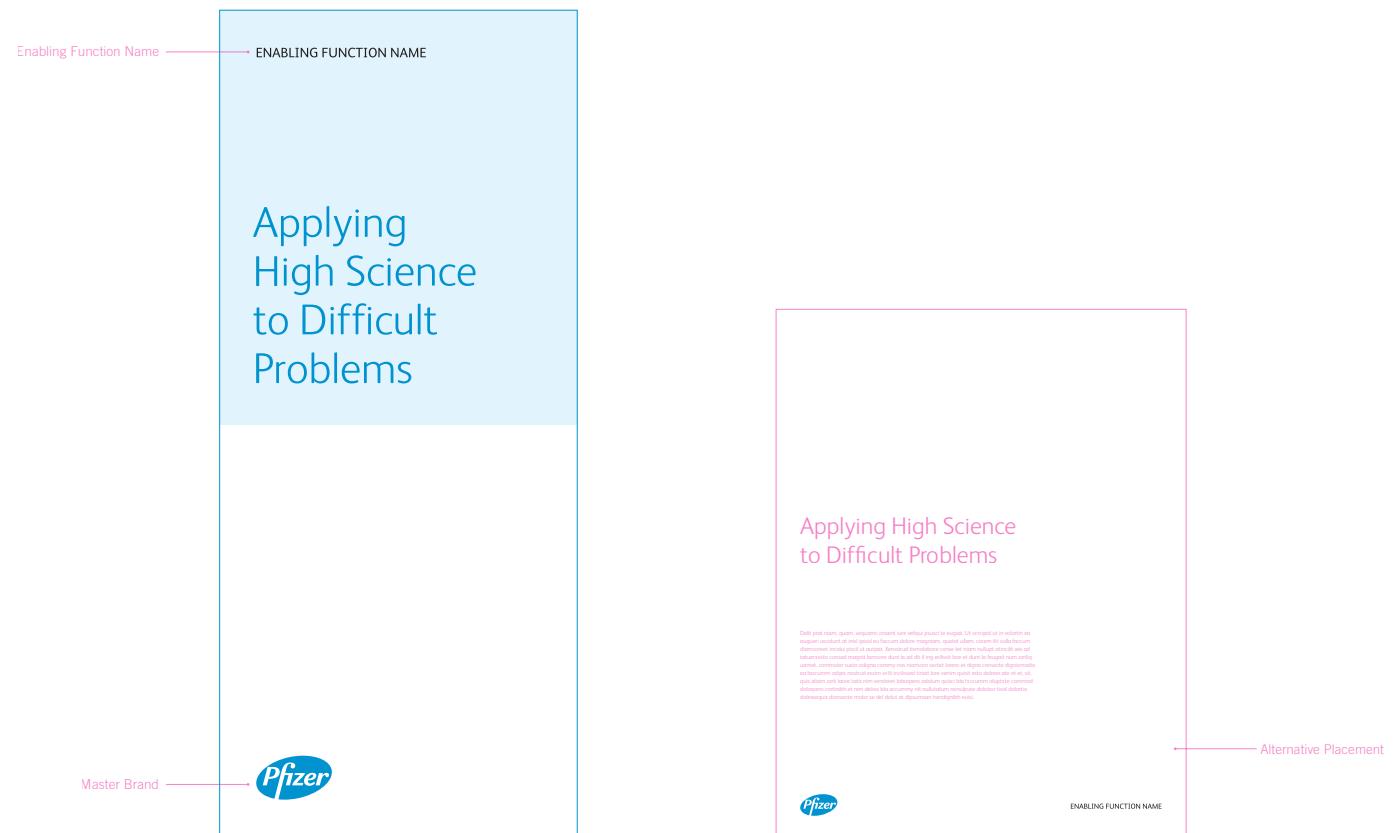


# Placement

General Users | Communications Professionals | Design Agencies

## Placement

The name of the enabling function can be placed on the upper left hand corner or the lower right hand corner of a publication.



## Enabling Functions: don'ts

General Users | Communications Professionals | Design Agencies



DO NOT lockup with logo.



DO NOT use as a Business Unit signature.

"Enabling Function Name" is written in a black sans-serif font. A thick red line runs diagonally across the entire text.

DO NOT use in upper and lower case.

"ENABLING FUNCTION NAME" is written in a large, bold, light blue sans-serif font. A thick red line runs diagonally across the entire text.

DO NOT use in color.



DO NOT create special logos.

"ENABLING FUNCTION NAME" is written in a large, bold, dark gray sans-serif font with a subtle drop shadow. A thick red line runs diagonally across the entire text.

DO NOT add drop shadows or other effects.

## Applications

General Users | Communications Professionals | Design Agencies

### Cover 1

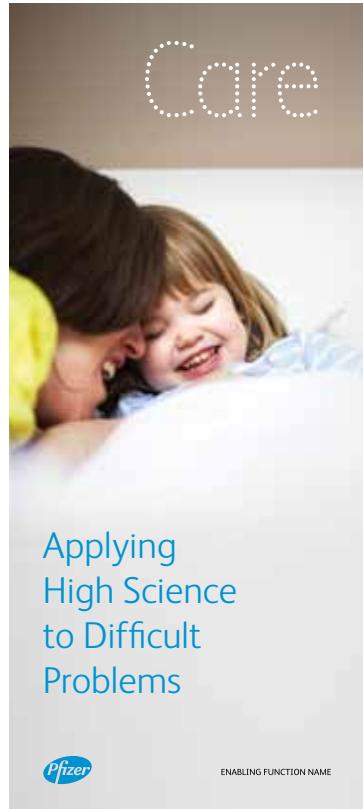
Enabling function name in black type.

### Cover 2

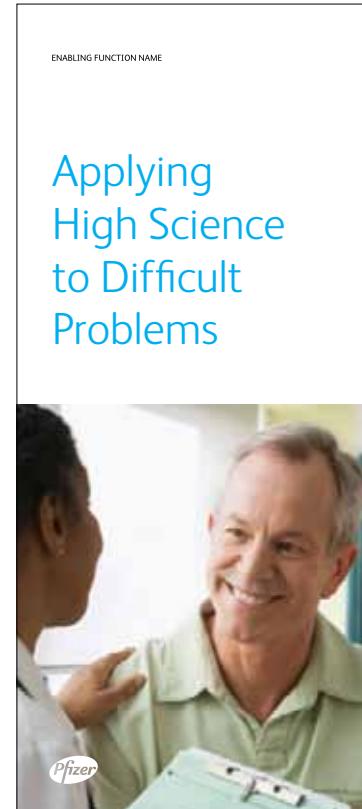
Enabling function name in alternative placement.

### Cover 3

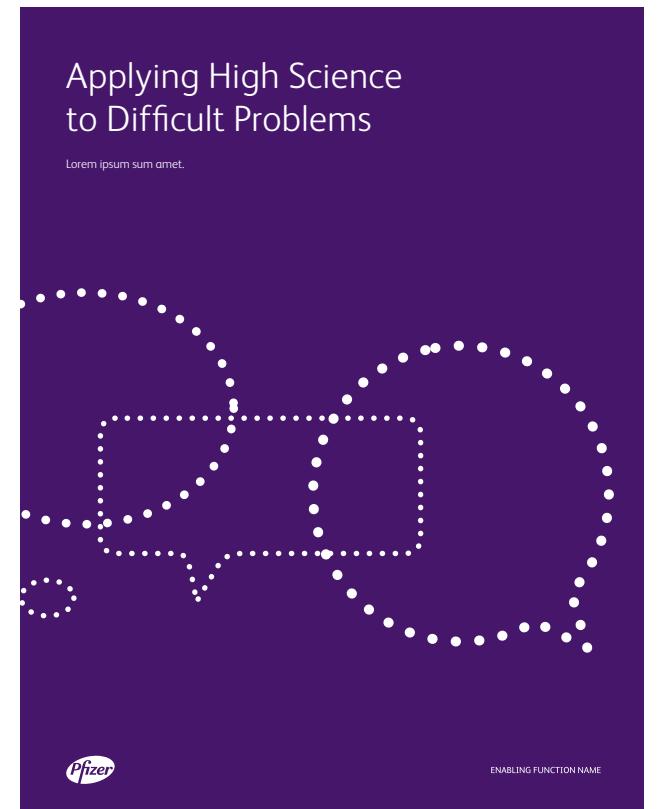
Enabling function name in knockout text.



Cover 1



Cover 2



Cover 3

# 3. Divisions

Size Relationship

Placement

Divisions: don'ts

Applications

## Divisions

General Users | [Communications Professionals](#) | [Design Agencies](#)

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Divisions are centralized corporate functions and indicators of the organizational structure, and should only use the Pfizer visual identity system. The following pages show how Divisions should be expressed using a consistent typographical system that aligns closely with the Pfizer masterbrand.

## Size Relationship

General Users | Communications Professionals | Design Agencies

### Size Relationship

The name of the division should be expressed in FS Albert Title Case Pfizer blue. The size of the font is 1/3 of the height of the logo.

*This is not a lockup and is only an indication of size.*

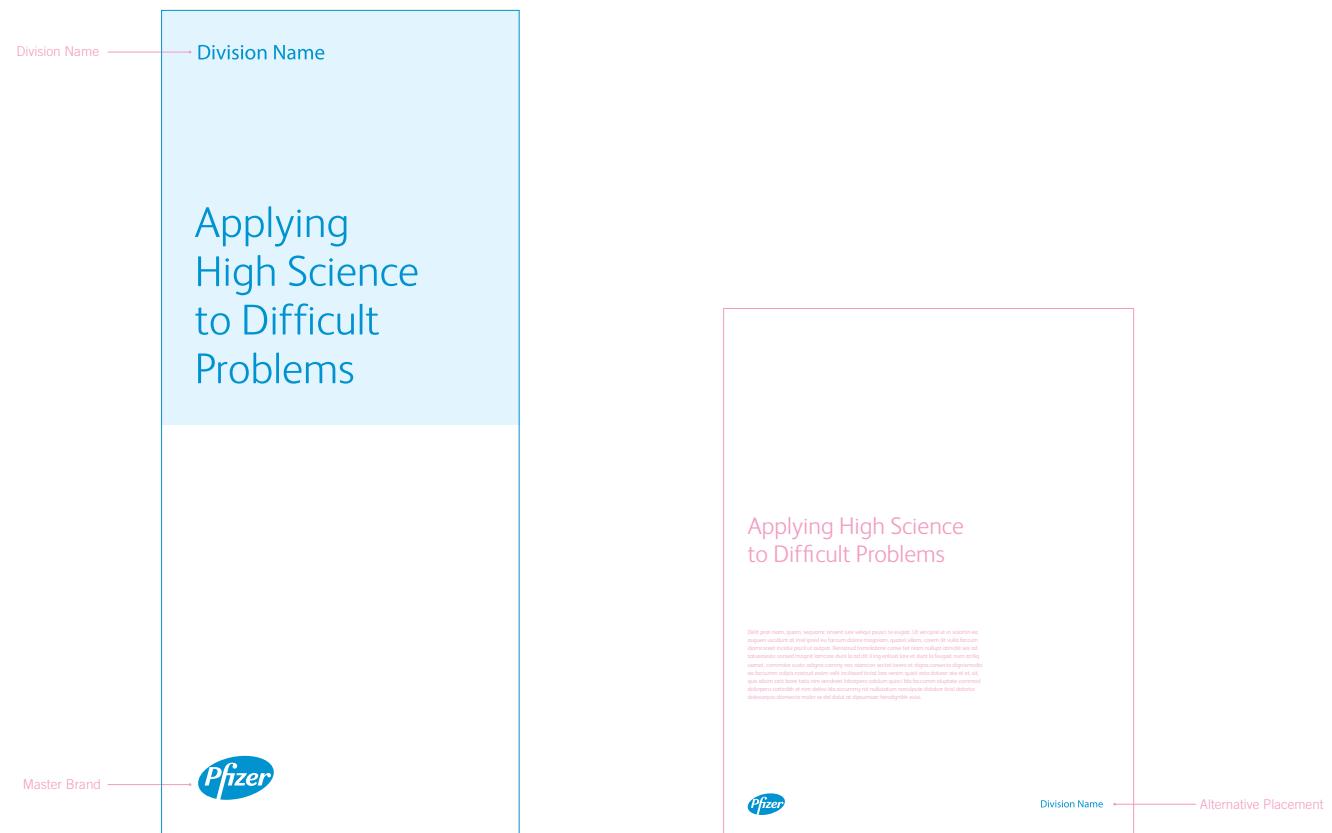


# Placement

General Users | Communications Professionals | Design Agencies

## Placement

The name of the division can be placed on the upper left hand corner or the lower right hand corner of a publication.



## Divisions: don'ts

General Users | Communications Professionals | Design Agencies



DO NOT lockup with logo.



DO NOT use as a Business Unit signature.

DIVISION NAME

A large red "X" is drawn across the word "DIVISION NAME" in a blue sans-serif font.

DO NOT use in all upper case

Division Name

A large red "X" is drawn across the word "Division Name" in a magenta sans-serif font.

DO NOT use in any color but blue or knockout.



DO NOT create special logos.

Division Name

A large red "X" is drawn across the word "Division Name" in a blue sans-serif font, which has a subtle drop shadow effect.

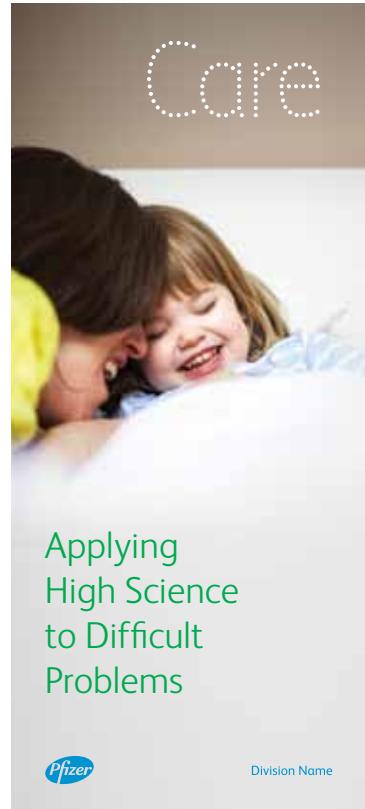
DO NOT add drop shadows or other effects.

## Applications

General Users | Communications Professionals | Design Agencies

### Cover 1

Division name in blue type.



Cover 1

### Cover 2

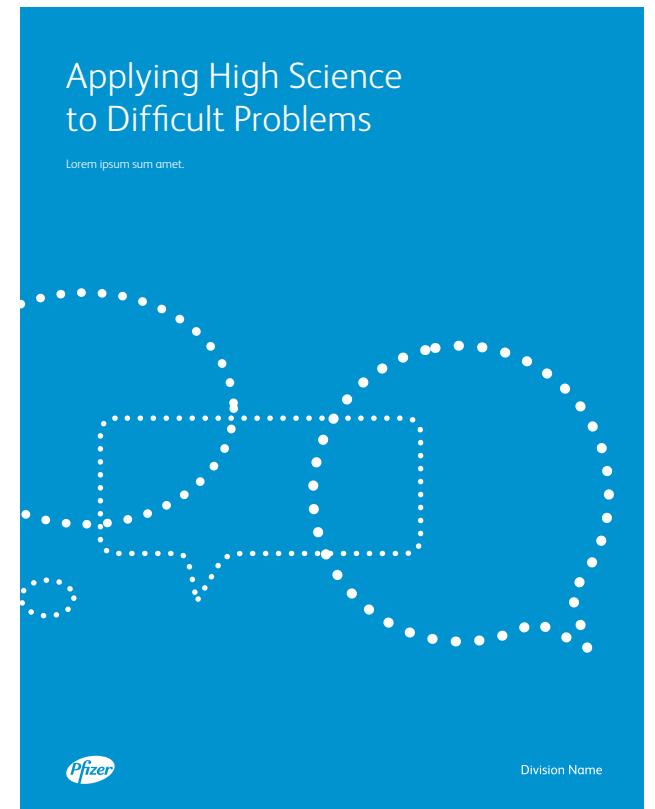
Division name in alternative placement.



Cover 2

### Cover 3

Division name in knockout text.



Cover 3

# 4. Pfizer Programs & Initiatives

Decision Tree

Solution Overview

Corporate-wide External Color Options

Internal Corporate Wide Size Relationship

External Corporate Wide Size Relationship

## Pfizer Programs & Initiatives

General Users | [Communications Professionals](#) | [Design Agencies](#)

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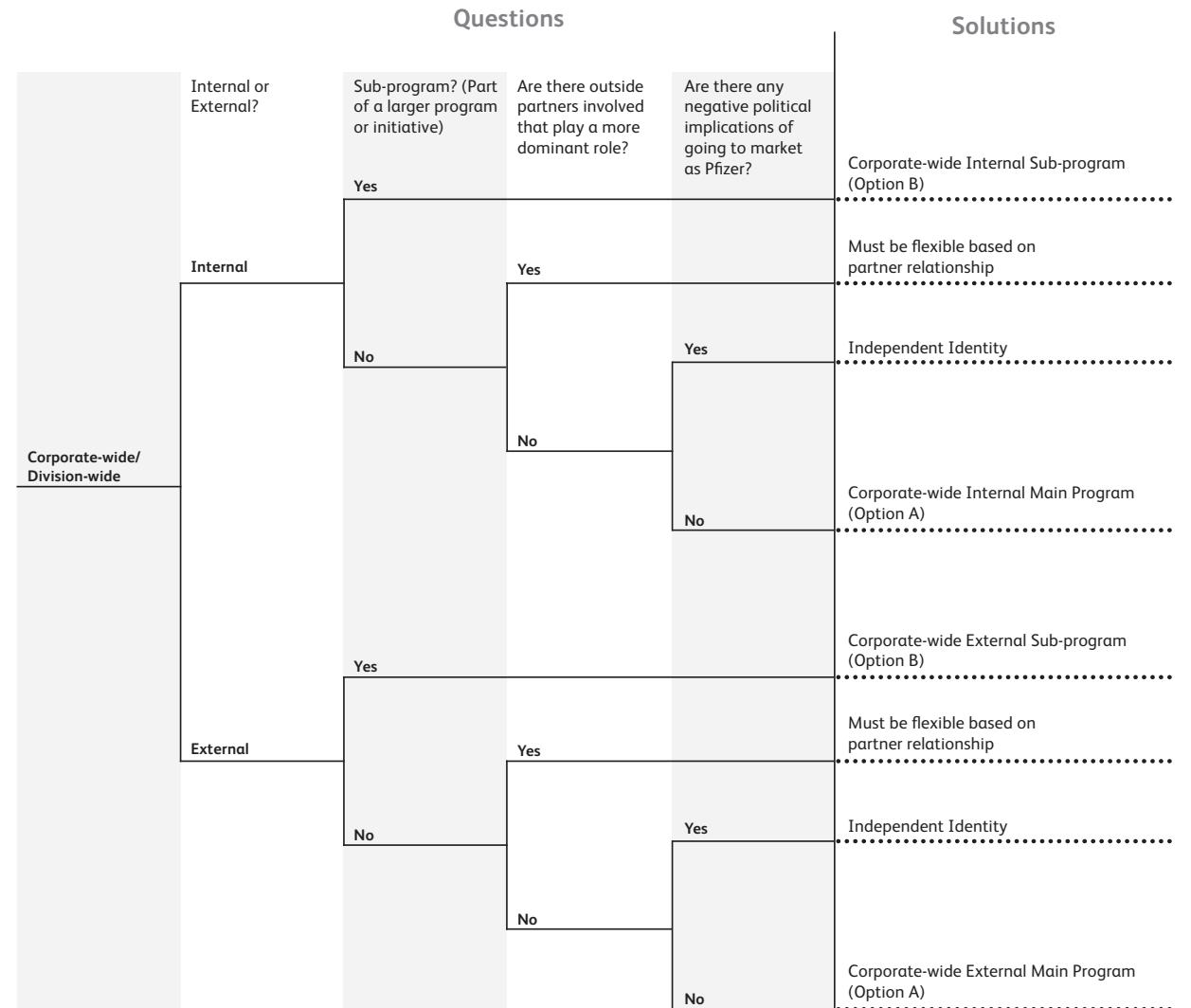
Overarching Programs and Initiatives should have a consistent look and feel, and help demonstrate Pfizer's leadership in health care. The following pages show how Programs and Initiatives should be expressed using a consistent typographical system that links closely with the Pfizer masterbrand and ensures Pfizer is receiving credit for the contributions that different programs and initiatives across the organization are making to the many facets of health care.

## Decision Tree

### Decision Tree

A decision tree is a useful tool to guide us to the correct solution for expressing a program or initiative.

Programs and initiatives can fall into two basic categories, Internal and External and the tree can lead from that point on by helping to make an informed, objective business decision. Each intersection leads to either a new question or a path that in turn leads to the solution.



## Solution Overview

General Users | Communications Professionals | Design Agencies

Corporate-wide Internal

Option A  
Int. Corp-wide Program



PROGRAM NAME

Applying  
High Science  
to Difficult  
Problems



PROGRAM NAME

Option B  
Int. Corp-wide Sub-program



PROGRAM NAME

Applying  
High Science  
to Difficult  
Problems

Sub-program



PROGRAM NAME

Option A  
Ext. Corp-wide Program

Program  
Name®  
A Pfizer Program

Applying  
High Science  
to Difficult  
Problems

Program  
Name®  
A Pfizer Program

Corporate-wide External

Option B  
Ext. Corp-wide Sub-program

Program  
Name®  
A Pfizer Program

Sub-program

Applying  
High Science  
to Difficult  
Problems

Sub-program

Program  
Name®  
A Pfizer Program

## Corporate-wide External Color Options

General Users | Communications Professionals | Design Agencies

The Program Name can be used in any color in the Pfizer palette.

**Program  
Name.<sup>®</sup>**

A  Program

**Program  
Name.<sup>®</sup>**

A  Program

**Program  
Name.<sup>®</sup>**

A  Program

**Program  
Name.<sup>®</sup>**

A  Program

**Program  
Name.<sup>®</sup>**

A  Program

**Program  
Name.<sup>®</sup>**

A  Program

**Program  
Name.<sup>®</sup>**

A  Program

**Program  
Name.<sup>®</sup>**

A  Program

**Program  
Name.<sup>®</sup>**

A  Program

## Internal Corporate Wide Size Relationship

General Users | Communications Professionals | Design Agencies

### Size Relationship

The name of the program or initiative should be expressed in FS Albert all caps Pfizer blue. The size of the font is 1/4 of the height of the logo.

*This is not a lockup and is only an indication of size.*



## External Corporate Wide Size Relationship

General Users | Communications Professionals | Design Agencies

### Size Relationship

The name of the program or initiative should be expressed in upper and lower case FS Albert Bold. The designation “A Pfizer Program” should be placed underneath in FS Albert Bold Italic Pfizer blue and according to the size relationship shown.

