

Corporate Language Guidelines

2012
version 03





Here we go...

Within these pages, you will find the basic guidelines for Teva's new Corporate Language. We have designed it to be easy for implementation, yet flexible enough to allow individual creativity.

Our values

We **lead the way**

We are committed to **excellence**

We are prepared for **change**

We are **accessible**

We value **simplicity**

We are **One Teva**

Our vision

*we make quality
healthcare
accessible
around the world*

Our slogan

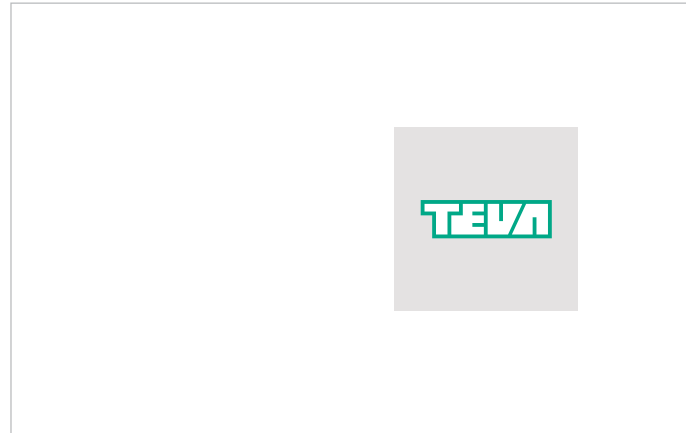
*live
your
life*

Our logo

The logo is placed within a square area, thus making it "untouchable" and giving it due presence and respect within any graphic context, in a simple set of proportions so as to create a well balanced composition, that aims to allow maximum visibility and presence for the logotype, even when very small.

When the logo appears on a white background this square area appears in grey PG1 (see page 10)

When the logo appears over an area of color or an image, this square area appears in white.



Logo "don'ts"

01



02



03



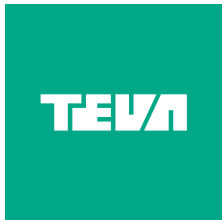
04



05



06



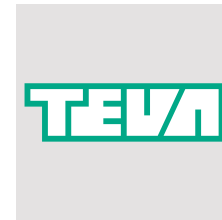
07



08



09



10



- 01. No borders on frame
- 02. No negatives
- 03. No elements over frame
- 04. No scaling
- 05. No gradients

- 06. No logo over Teva Green
- 07. No color frames other than white or PG1
- 08. No additional logo to be added within square
- 09. No change in size or position of logo within square
- 10. No rotations or shadows

Our typeface

A confident and friendly voice

Designed by Erik Spiekermann in 2003, Unit is an extremely versatile font, suitable for use in large headlines and highly legible in bodycopy.

Its character is perfectly suited to Teva's voice: modern and affirmative, yet very human and easy going. The font's opentype capabilities allow for alternative characters as well as specific punctuation marks required for numerous languages.

For no designers putting together PowerPoint presentations and Word documents, use font Calibri or Arial.

Unit thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Unit thin italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Unit light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Unit light italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Unit bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Unit bold italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

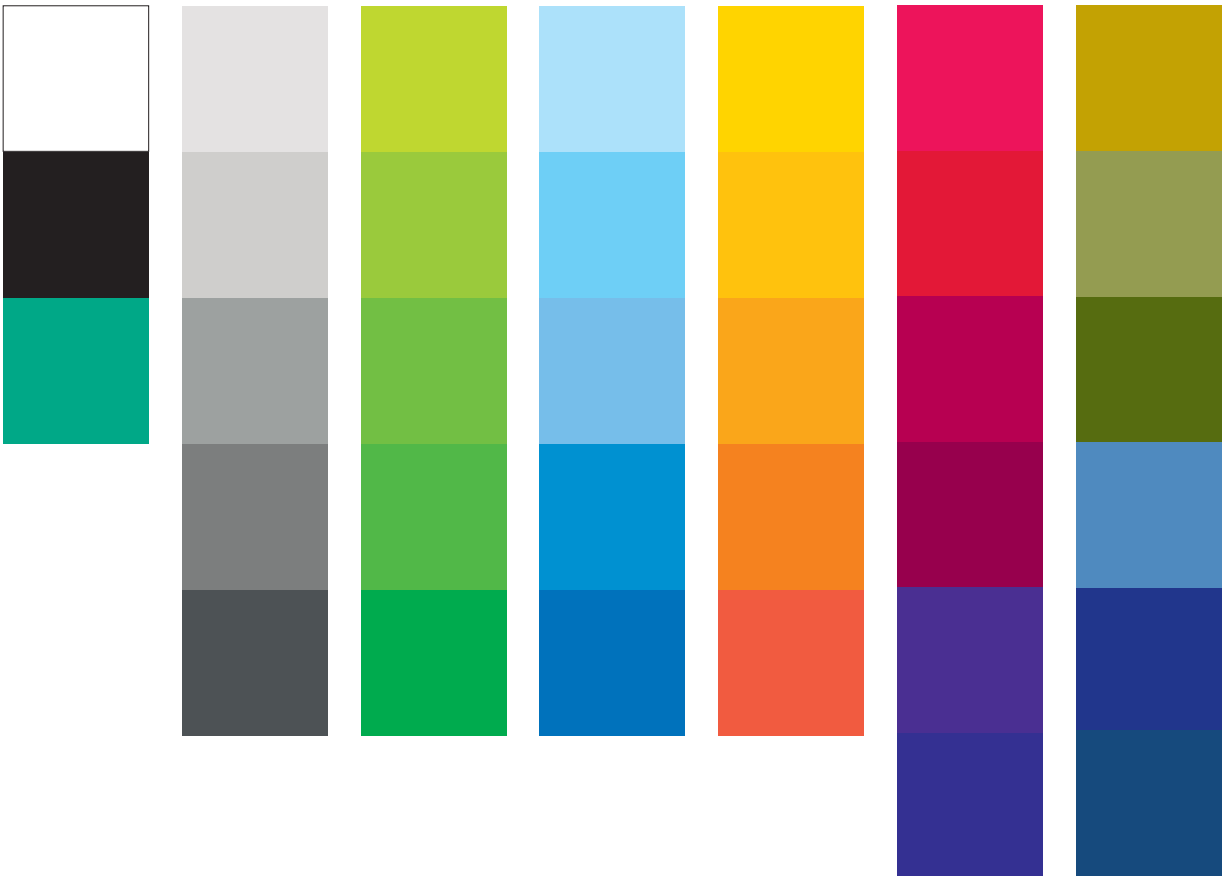
Teva Pharmaceutical Industries Ltd. (NASDAQ:TEVA) is a leading global pharmaceutical company, committed to increasing access to high-quality healthcare by developing, producing and marketing affordable generic drugs as well as innovative and specialty pharmaceuticals and active pharmaceutical ingredients. Headquartered in Israel, Teva is the world's largest generic drug maker, with a global product portfolio of more than 1,250 molecules and a direct presence in almost 60 countries.

hello

Our colors

Expressing Teva's lively and positive attitude, these colors serve to enhance the primary palette.

They are used for color coding in the company's entity hierarchy and as color areas for printed and online materials.



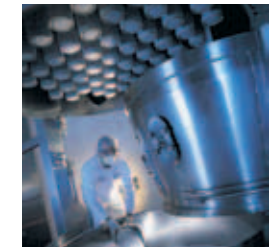
Our images

Real people, healthy living... and us

Images will showcase unposed,
real people celebrating life.

Image color should augment the
Corporate Language color palette.

Teva lab and factory images accompany
these as secondary imagery.



Using images

In principle, try to keep the number of images per page to a minimum of one. A well chosen photograph in full bleed will have much more presence and resonance than many smaller ones. It will also act as a strong backdrop for typographic content.

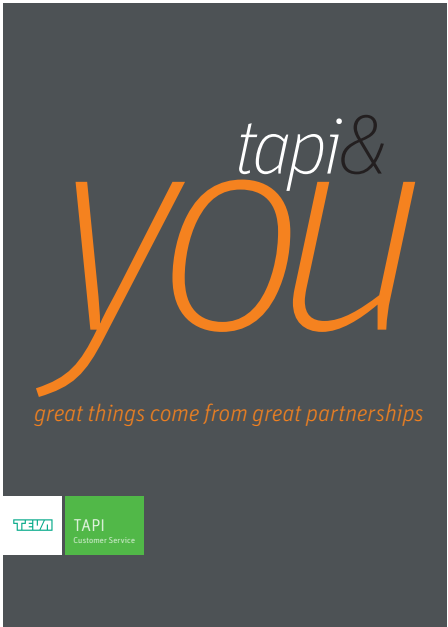
Place the image first, then use the other elements in your composition according to the areas available within the image.



Type as visual

The Unit font's forms are great tools for typographic layouts. Here we present a few samples from last year's designs.

Note the hierarchy between the main title and additional elements, as well as the use of color to accentuate and give the message a specific feel.



Pharma icons

One icon is worth a thousand words

Taking our cue from the font Netto Office Icons we have designed and accumulated dozens of icons over the past year due to the need to develop themes based on our industry.

The icons also serve as a guideline for developing your own icons, but please be sure to send them to the CorCom studio for approval before using them.



Graphic symbols

Responding to the need to provide an easily recognizable visual presence to specific departments, projects and campaigns within Teva, we have designed icons corresponding to Netto Office Icons' font and pictograms. Here are a few examples.



Teva one



Teva insight



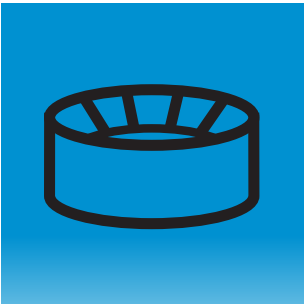
Contrack



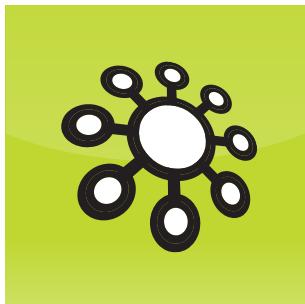
TevaView



cataLogic



DataArena



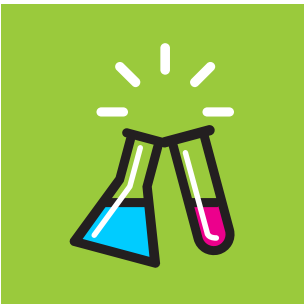
Priority



Teva Global BI



QualiTeam



Generic R&D



TevAlert



First. RFT

Image on grid

Balancing lifestyle and science

Company images are used to enhance primary lifestyle images. Those images should express our messages and values as the prime image of the artwork and the secondary visual should reflect the medical aspect.



What is Multiple Sclerosis?

Multiple Sclerosis (MS) is a chronic disease of the central nervous system characterized by both inflammation and neurodegeneration, which are both interrelated and independent of each other. In the majority of patients, the disease is of the relapsing-remitting form, which is manifested by acute attacks (relapses) followed by recovery (remission). This recovery may be incomplete at times, resulting in a disability progression which is measured by the Expanded Disability Status Scale ("EDSS").



Entity names

Color coding

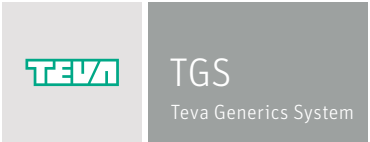
By combining the strips and colors, we achieve a basic color coding system for Teva's entity subcategories.

The colored strip should be equal or longer than Teva's logo, but never shorter than the logo's width.



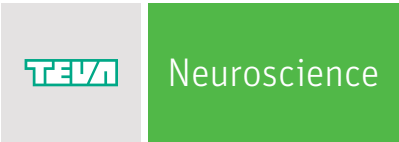
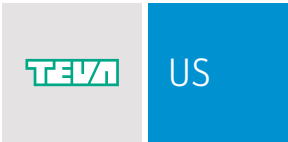
Corporate

PG3



Geographical

B4



Business units

G4



Projects

G2



Subsidiaries

Independent brands within Teva like IVAX will appear as shown in this sample.

Independent entities whose name includes "Teva", like Teva Neuroscience will appear as seen opposite.

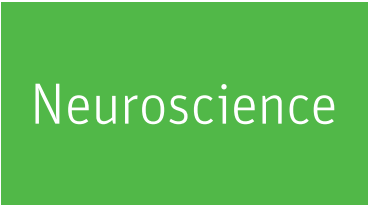
Please send your designs for approval by CorCom studio.



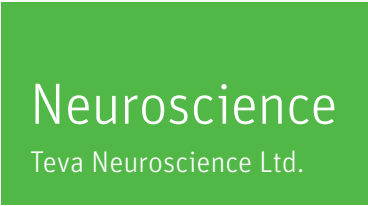
Logo and affiliation to Teva's group



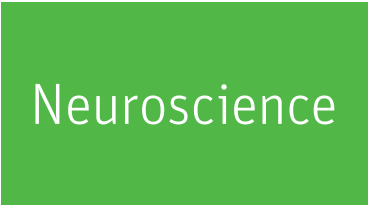
Group Member



Logo



Logo and definition



Email signature

Stationery

The letterhead, envelopes and business cards act as the foremost representations for Teva's Corporate Language.

Detailed graphic guidelines for implementation are available in the corporate language guide.

 Human Resources

March 4, 2012

Dear John,

Enclosed please find a catalog presenting the wide range of generic medicines manufactured under the Teva label. All of our products are produced according to the highest quality standards at plants worldwide that have both FDA and European approval. You will find that our commitment to excellence and quality is manifested in every step of our product life cycle, as well as in the outstanding service we offer. Please find below additional information about our company and about the project we would like more information about from you.

1. General

Teva Pharmaceutical Industries Ltd. is a leading global pharmaceutical company, committed to increasing access to high-quality healthcare by developing, producing and marketing affordable generic drugs as well as innovative and specialty pharmaceuticals and active pharmaceutical ingredients. Headquartered in Israel, Teva is the world's largest generic drug maker, with a global product portfolio of more than 1,250 molecules and a direct presence in approximately 60 countries. Teva's branded businesses focus on neurological, respiratory and women's health therapeutic areas as well as biologics. Teva's leading innovative product, Copaxone®, is the number one prescribed treatment for multiple sclerosis. Teva employs approximately 40,000 people around the world and reached \$13.9 billion in net sales in 2009.

2. Teva website project

The Teva website must reflect our organization's values and vision as well as the key messages that communicate our strategy. The website should serve as a tool for presenting Teva's strengths as a leading pharmaceutical company, and a channel through which we communicate with stakeholders in a wide range of areas, including the pharma industry, business realm, corporate social responsibility, customers, patients and employees.

Thank you,

Teva Corporate Communications Team

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Word template




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Front

Back



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dan.barak@teva.co.il





Front

Back

Business cards



Teva Pharmaceutical Industries Ltd.
5 Basel St., Petach Tikva, Israel
Tel. +972.3.9999999 | Fax. +972.3.9999999 | www.tevapharm.com

Envelope

Folders

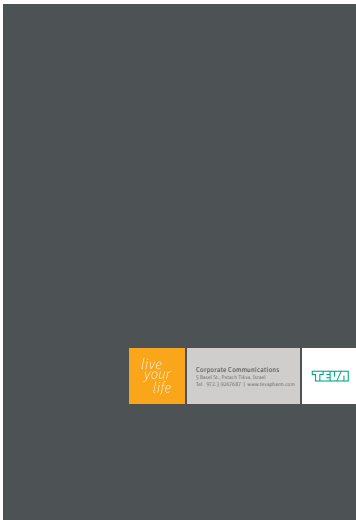
Folders are also a great vehicle for dispersion of teva's language, and should be designed according to need and desired character.



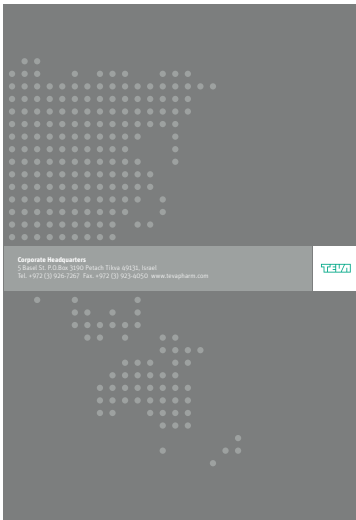
Cover



Inside



Back Cover

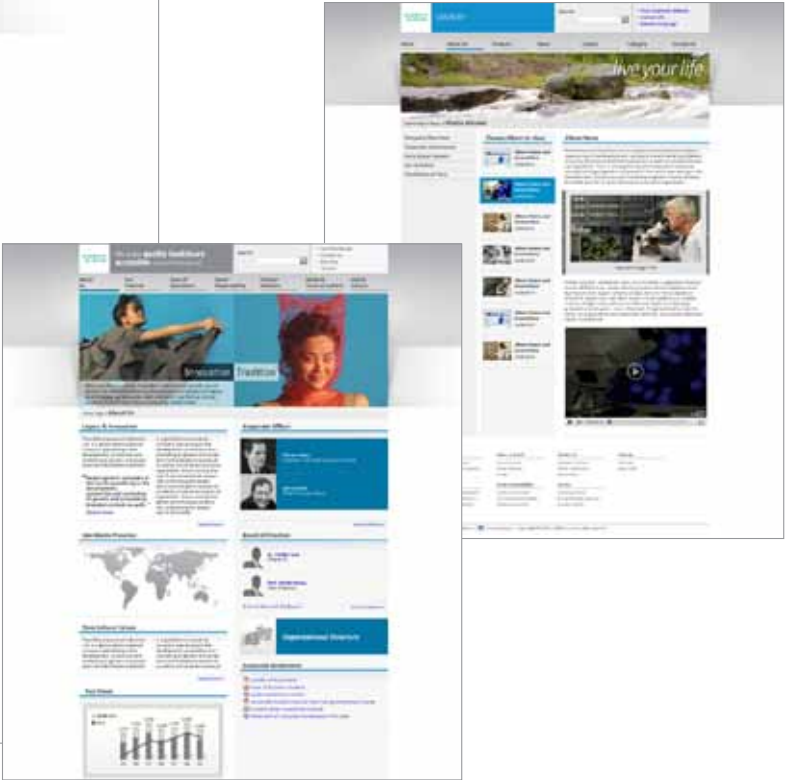
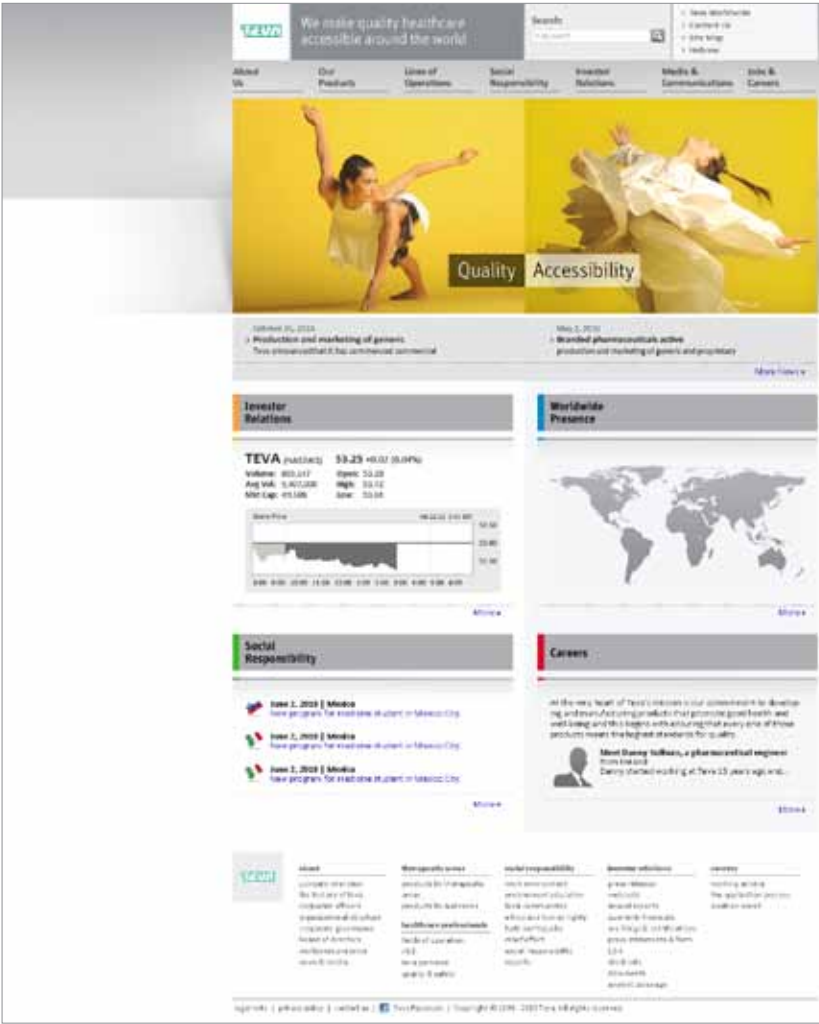


Website

Teva's website is a natural extension of the corporate language, and has been built around the theme of dual values.

The grid acts as a basis for all Teva websites worldwide.

For additional info please see the full corporate language guide.



Presentation

One of the main tools for disseminating information within and outside the corporate structure is PowerPoint. As part of our corporate language overhaul, we have designed a coherent and comprehensive presentation to help all Teva employees – across the globe and at all levels – present clear and convincing arguments in a captivating manner.

Graphs and diagrams imported from an Excel file have very limited color and design options. Once you use them, you will need to match the colors available in your current Microsoft Office application with our language color palette. Please help Teva employees in your department design their presentations according to Teva’s corporate language.

Note: Calibri or Arial fonts should be used in all presentations delivered to Teva worldwide.

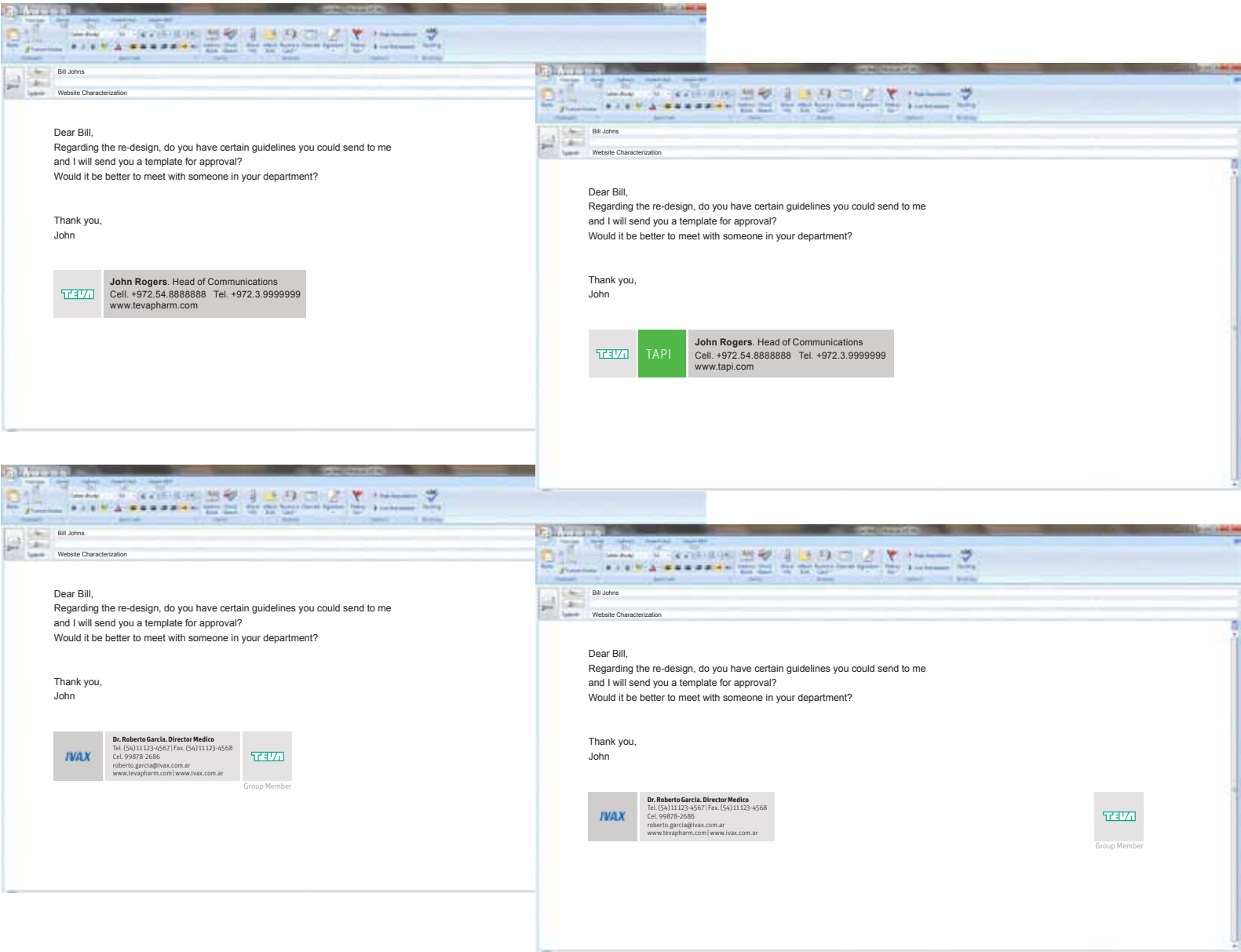


Email signature

Using the basic logo and strip format, an e-signature has been devised to allow maximum legibility while taking up minimum space on the email document.

Enclosed is a link to an automatic e-signature.

Consult your IT team for the implementation of the email signature into your Outlook.



Signage

Exterior

Signage should adhere to language guidelines in terms of typography, color and material.

The Teva logo may appear without the enclosing box only on building fronts, as shown in the TevaTech facade.



HQ Entrance



TevaTech Plant



Kfar Saba R&D Center



Kfar Saba OSD Plant

Rollups

Rollups should be treated as large stickers. Use as few elements as possible.

Make sure to make them large enough to be seen from a distance, especially text.



2011 & Q4 results rollup



Global PhV Meeting rollup

Objects

Implementing a brand identity on objects takes place when there is a need for a solution not involving conventional printing methods (e.g. caps, clothing, bags, flash drives).

Materials and colors should correspond as closely as possible to our overall guidelines.

The objects themselves should also comply to our basic values of simplicity, quality and user friendliness.



CD/DVD

Here is a good example of how colored areas can be implemented as visual elements, without the need for additional images or illustrations.



Ready-to-use images

We have made available for you several images which embody the spirit of teva, and which can be implemented in presentation intro and outros, as interior design elements and as screensavers.

These images include images of lifestyle, work and company history, and can appear with or without the teva logo and slogan.



Paper type

Use matte papers with a warm feel in different weights. Matte laminations over chrome paper are also recommended.



A language is born

Implementing the new Teva corporate language

From North America to Japan and the Netherlands to Peru, across all borders and languages, in print and online, Teva now has a distinct and fresh visual presence. We would like to thank all of our creative partners who helped achieve this.

We are also presenting a few insights to help provide you with the necessary tools to enhance our mutual efforts in creating a distinct character and voice for our company.

You are invited to consult with our Corporate Communications studio:
corcom.studio@teva.co.il





CorCom

Corporate Communications

Ariel Kotzer. Creative and Design Direction
Ziva van Dijk. Studio Manager
Racheli Levi. Design and Production
Shir Altay. Corporate Communications Director
Maya Bartal. Israel Public Relations Manager
Yossi Koren. VP Corporate Communications

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