



BRAND STYLE GUIDE

JULY 2020



THE IMCIVREE STYLE GUIDE

This guide will help you develop new materials that are consistent with the look and feel for the IMCIVREE brand, now and in the future, regardless of format or platform. Refer to this guide any time you are creating branded IMCIVREE materials to ensure a uniform and recognizable visual identity for the brand.

As new indications and assets are introduced to the market, we will continue to build the brand's visual identity.

TABLE OF CONTENTS

- 03 Brand personality
- 04 Brand colors
- 06 Logo
- 09 Typography
- 11 Brand hallmarks
- 12 Iconography
- 13 Data visualization
- 17 References
- 19 Corporate logo and signoff
- 20 Examples of correct use



BRAND PERSONALITY

The essence and foundation of the brand

A brand personality is a set of characteristics that define the attitude, behavior, and expression of the brand. For IMCIVREE, these personality characteristics are being **cutting edge**, **valiant**, and **liberating**. These characteristics inspired the choice of all the elements in this style guide, and they should inform the look and feel of all visual manifestations of the brand.

IMCIVREE brand personality characteristics

CUTTING EDGE

At the forefront of innovation, I envision a world different than today's and push the limits of discovery to shape a new and bright future.

VALIANT

I relentlessly pursue doing what's right to help others.

LIBERATING

By offering people a sense of control, I set them free and empower them to lead successful lives.



IMCIVREE BRAND COLORS

Establishing the brand's visual identity through color

Primary color

The primary color is the signature element of the brand's visual identity. As its name implies, it should be the color used first and foremost to represent the brand, particularly in visual elements like the logo and data visualizations. The primary color for IMCIVREE is PMS 375. It may be used as a full bleed color for background fills and its gradients may be used occasionally to add verve and depth to graphics.

Secondary colors

Secondary colors complement the primary color and lend more complexity to the brand's visual identity, while allowing the green to come to the foreground. The secondary colors are PMS 7540 for gray, PMS 109 for gold, and PMS 7713 for spruce.

Primary color

GREEN
HEX: #97D700
RGB: 151/215/0
CMYK: 40/0/98/0*
PANTONE 375 C



Secondary colors

GRAY
HEX: #4B4F54
RGB: 75/79/84
CMYK: 67/54/46/40
PANTONE 7540*

GOLD
HEX: #FFD100
RGB: 255/209/0
CMYK: 0/5/100/0
PANTONE 109*

SPRUCE
HEX: #007A8A
RGB: 0/124/138
CMYK: 100/0/29/34
PANTONE 7713*

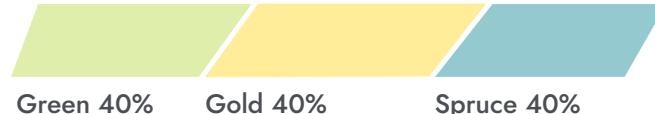
*Only to be used in special circumstances when limited to selective printing capabilities.



IMCIVREE BRAND COLORS

Accent colors

Accent colors add variety and depth to the brand's visual identity and serve as a bridge to the core palette. They can be used as background fills, but they must never overpower or compete with the core color palette.



Supporting grays

Supporting grays are used only to provide depth to graphics, icons, other data, or backgrounds.



Gradients

Gradients—much like our secondary colors—can also be used to provide vibrancy to a page or add depth to a design. They must always go from 100% of the color to 40%, always from left to right. Only one gradient can be used at a time—never together—and must never be the dominant color on the page. Be cognizant not to overuse gradients, using flat secondary colors as a fallback.





Primary logo

The primary logo is a horizontal lockup and should be featured prominently on all promotional pieces, preferably in the bottom right-hand corner of the page. The IMCIVREE brand name should always appear in all capital letters, both in the logo and at any other mention. The diamond torch, a symbol of liberation and innovation, must always appear within the "V" of the logo.

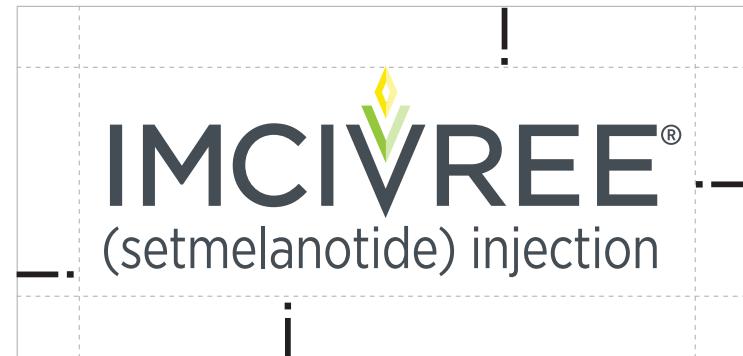
Please speak with your brand director prior to leveraging this logo to create any sub-brand logos.

Clear space and minimum size

Maintain clear space around the logo to prevent any nearby text, illustrations, photography, images, or graphics from obstructing it.

The minimum distance to the formatted edge or other layout elements is based on the height of the "i" in setmelanotide as shown in the example to the right.

The minimum size of the IMCIVREE logo is 0.375" in height for printed materials, and 40px in height for digital materials. To maintain legibility, the logo should not be any smaller.

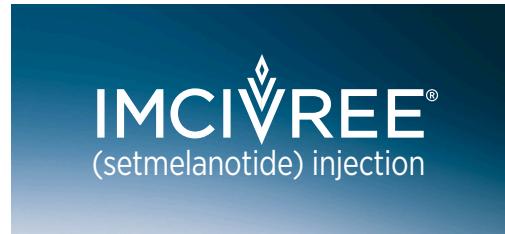




Use alternate logos in specific circumstances

- ◆ Use the knockout logo only if the background is a solid shade of the primary brand color or a dark full-bleed image. The knockout should always appear white for increased visibility
- ◆ Use the single-color logo only for black and white materials where color use is not an option

The knockout and single-color logos are the only alternate logos that may be used and only in the circumstances described. In all other instances, the primary logo should be used.



Knockout over dark full-bleed image



Knockout over dark background color



Black and white



Improper usage

Here are some examples of how NOT to use the logo. As a general rule of thumb, if the logo isn't clearly visible or doesn't look like the original, it's being used improperly.



No distortion



No gradients or kerning changes



No tints or decreased opacity



No use against dark or busy backgrounds



No drop shadows



TYPOGRAPHY

Use Jost as the primary typeface for headlines, subheads, and body copy

A modern, simple, and futuristic san-serif typeface, Jost represents the cutting-edge innovativeness of IMCIVREE. Jost is also an open source font that can be used in the digital and print space.

In applications such as Microsoft® PowerPoint® and programs with restrictive font sets, Verdana may be substituted for Jost.

Jost Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*-()

Jost Regular is used for body copy.

Jost Semibold

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*-()

Jost Semibold is used for subheads.

Jost Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*-()

Jost Bold is used for headlines, references, and when bolding is needed within body copy.

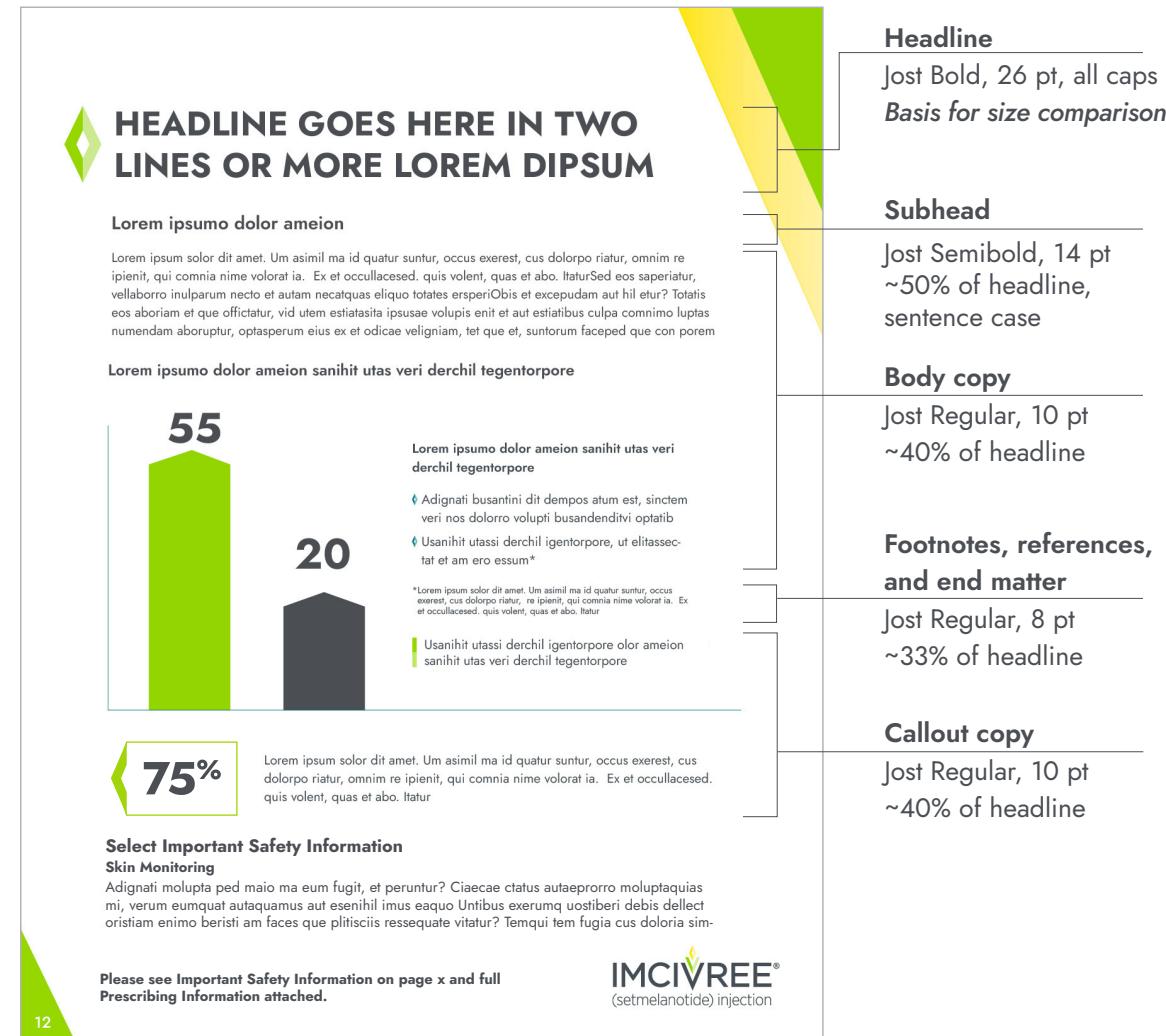
TYPOGRAPHY HIERARCHY

Use typographical hierarchy to help viewers understand how to read the page

Headlines should be bold, attention grabbing, in all caps, and use Jost Bold. To support the headline, subheads should be in sentence case and Jost Semibold. Body copy should be less prominent while retaining optimal legibility using Jost Regular. Callouts should be eye catching, but not distract from or compete with the headline.

Here's an example of how the primary typeface, Jost, should be used in promotional materials to convey an effective typographical hierarchy. For different sized pieces, use the headline as the basis for comparison and the percentages listed to determine approximate proportional font size.

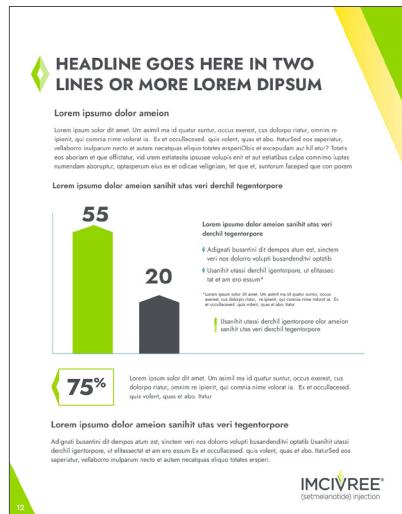
Note: All HCP and payer materials will always follow the conventions on this page, but some text resizing may be needed on materials for visually impaired patients. Furthermore, headlines on patient materials could be in title case, though the IMCIVREE brand name should still always appear in all caps.





BRAND HALLMARKS

Several graphic elements help
IMCIVREE establish its unique identity



Duo-color flag

Always anchored to upper right-hand side of the layout.
Use the gold gradient and solid primary green.



Alternative Duo-color flag

A white content box must be included on top of the solid primary green background for readability.
Use the gold gradient and solid gold.



Emphasis diamond

For use with headlines and calls-to-action.



Bottom-anchor flag

Always anchored to lower left-hand side of the layout.



Emphasis bar

For use with
callouts.



Emphasis bullet

For use as first level of bullet symbols.
Should match font size of the bullet copy.



ICONOGRAPHY

Icons

Use the IMCIVREE icons to help organize and concisely communicate key points in the brand story. These icons are simple, eye catching, modern, and consist of solid colors.



Primary green color



Secondary accent color



Additional accent colors



Each icon must include:

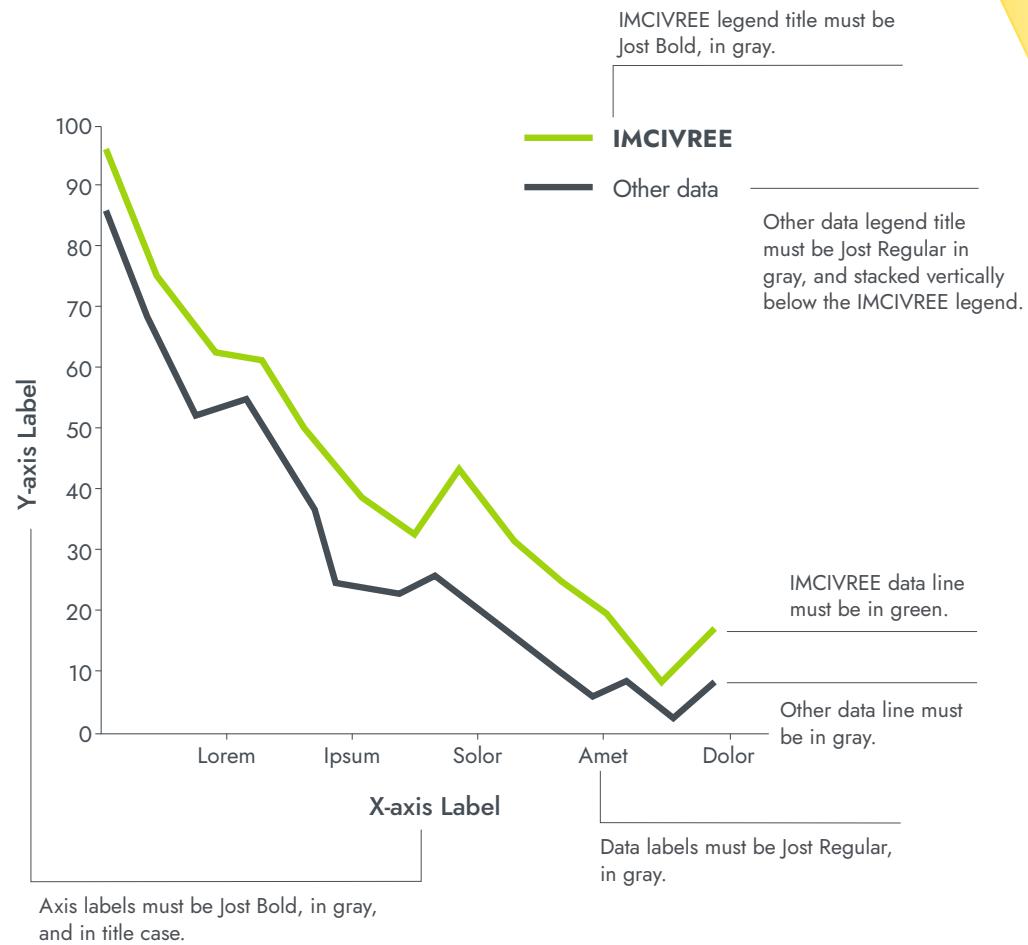
- ◆ The primary green color
- ◆ Outlined elements in gray to provide contrast and definition
- ◆ Any additional accents may use gold, spruce, and/or 20% gray



DATA VISUALIZATION

Line graphs

Use the primary color when presenting IMCIVREE data. All other data or periods in the studies (baseline weight, placebo-controlled withdrawal period, etc.) should be shown in supporting grays. Here are examples of straightforward presentations of IMCIVREE data.





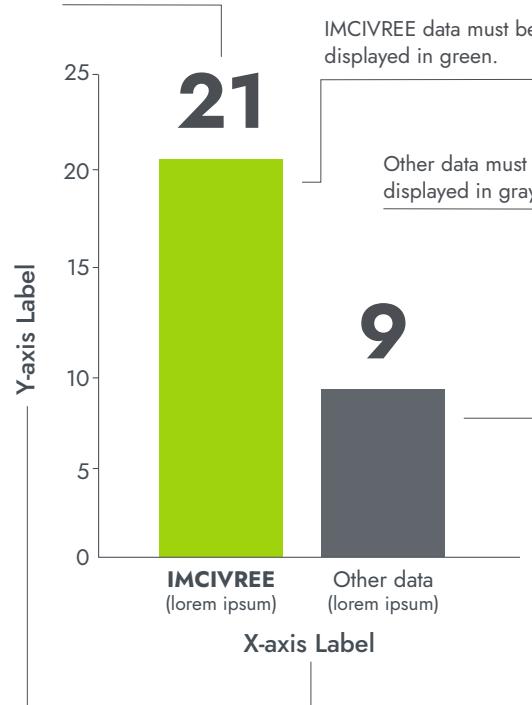
DATA VISUALIZATION

Bar graphs

Use the primary color when presenting IMCIVREE data. All other data or periods in the studies (baseline weight, placebo-controlled withdrawal period, etc.) should be shown in supporting grays. Numbers should always appear in gray above the bars. Brand, study population, or study names should always appear on the X axis below their respective bars. Here are examples of straightforward presentations of IMCIVREE data.

When showing an increase or decrease, pointed arrows can be utilized in bar graphs to accentuate the data.

Data called out must be Jost Bold, in gray.

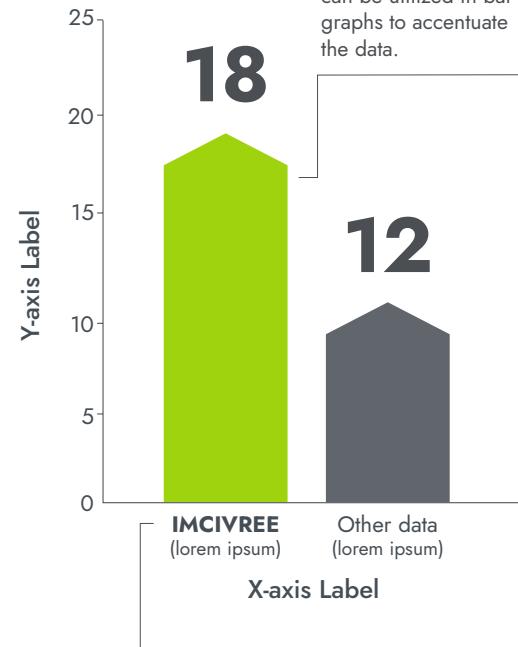


Axis labels must be Jost Bold, in gray.

IMCIVREE data must be displayed in green.

Other data must be displayed in gray.

When showing an increase, pointed arrows can be utilized in bar graphs to accentuate the data.



IMCIVREE data label titles must be in Jost Bold, in gray. All other data labels must be in Jost Regular, in gray.

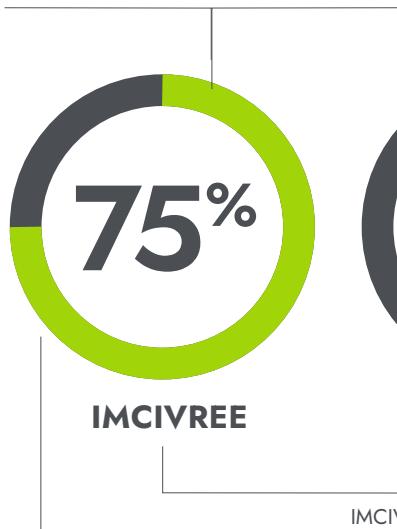


DATA VISUALIZATION

Circle graphs

Use the primary color when presenting IMCIVREE data. All other data or periods in the studies (baseline weight, placebo-controlled withdrawal period, etc.) should be shown in spruce or supporting grays. Numbers within the circle should be shown in gray. The brand name or any other labels should be placed underneath their respective circles. Here are examples of straightforward presentations of IMCIVREE data.

Percentages must be displayed in Jost Bold, in gray. Percentage symbol must be half the size of the percentage number font.



Other data must be displayed in spruce or 40% gray.



Callouts

Use this callout graphic to prominently highlight data within a message. This style can be also be used as a call-to-action button on digital pieces.





DATA VISUALIZATION

Tables

In tables, baseline or other data should be presented in gray and its lighter shades. Never present baseline or other data in the primary green. If the table contains only IMCIVREE-related data, use the primary green for all columns and rows, as shown in the example at right. Data and tables should be presented in rows, as it is a familiar, easy-to-read style for HCPs.

Example of a table containing only IMCIVREE data		
<p>IMCIVREE titles must be Jost Semibold, in gray. IMCIVREE data must be Jost Regular, in gray.</p>		
LABEL	LOREM XXX	LOREM XXX
LABEL	XXX	XXX
<p>Two-point spacing between columns and rows.</p>		
<p>Row titles must be Jost Regular, gray, and have no background color.</p>		
<p>IMCIVREE columns must be primary green in the title, and primary 20% green in the remaining rows.</p>		



REFERENCES

Reference numbering and listing help connect claims within a piece with its associated reference

Reference numbering

Each claim within the piece should be labeled with the superscripted number(s) corresponding to the associated reference(s) in the reference list, numbered by order of appearance.

- ◆ Example of a claim that uses more than 2 consecutive references in the reference list:
 - Lorem ipsum dipsum yada rawr cucumber¹⁻⁴

- ◆ Example of a claim that uses more than 2 references that don't appear consecutively in the reference list:
 - Lorem ipsum flipsum flotsam jetsom artichoke^{1,3,5,9-11}

Reference list

For printed materials, a list of references should appear on the final page above the end matter. For digital materials, a list of references should appear on each page and the list should include all references used in the claims on that page. Claims must be referenced and listed according to the guidance given below.

All references should be numbered in the order of their appearance, and their order of appearance should be indicated by their reference number. For example, if the PI was used to support the first claim, it would be reference "1" in the reference list. The next reference used after that would be "2," etc.

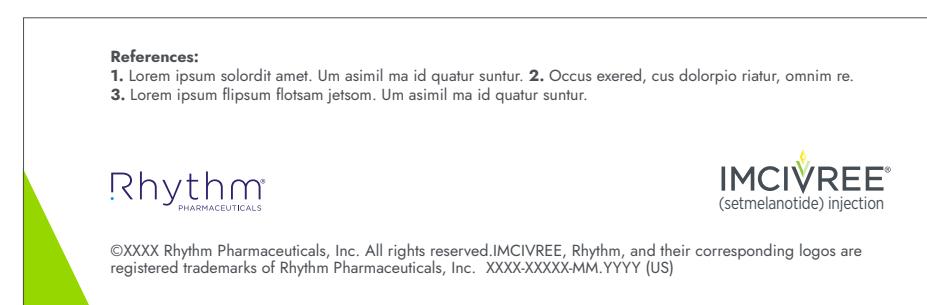
Reference citations in the list should follow AMA formatting and be structured as below:

Compact AMA style to be used in print pieces:

Author Last Name First Initials. *Abbreviated Journal Title in Italics and Title Case*. Year;Volume(Issue if available):page-page.

Standard full AMA style to be used in digital pieces (websites, emails, banners, iDetails, etc.):

Author Last Name First Initials. Title in sentence case. *Abbreviated Journal Title in Italics and Title Case*. Year;Volume(Issue if available):page-page.





REFERENCE CITATION AND FOOTNOTE STRUCTURE

Footnotes

Footnotes are used to provide additional information or context that is not featured in the main body copy, and are placed at the bottom of the page. If a page has more than one footnote, each should be labeled with a unique symbol. Footnote symbols, in order of how they should appear are as shown to the right:

If you have more than 7 footnotes on a page or spread, use doubles of each footnote symbol in the same order.

Note: All footnotes (with the exception of the asterisk) should be superscript style.

1. Asterisk *
2. Dagger †
3. Double dagger ‡
4. Section symbol §
5. Parallel lines ||
6. Paragraph ¶
7. Number sign #

Using reference numbers and footnotes together

For claims that require a reference number and a footnote, the reference number should always come before the footnote symbol, with no space in between.

Lorem ipsum dolor ameion sanihit utas veri tegentorpore^{1,2*}†

Adignati busantini dit dempos atum est, sinctem veri nos dolorro volupti busandenditvi optatib Usanihit utassi derchil igentorpore, ut elitassectat et am ero essum Ex et occullacesed. quis volent, quas et abo. ItaturSed eos saperiatur, vellaborro inulparum necto et autam necatquas eliquo totates ersperi.



CORPORATE LOGO AND SIGNOFF

End matter

All printed materials should include the following end matter at the bottom of the back page. To retain consistency and a visual hierarchy, the IMCIVREE logo should appear in the bottom-right hand corner and should always be larger than the Rhythm logo, which should appear in the bottom-left hand corner of the page. The IMCIVREE and Rhythm logos should be bottom-aligned.

Rhythm logo



Copyright and trademark information

©XXXX Rhythm Pharmaceuticals, Inc. All rights reserved.
IMCIVREE, Rhythm, and their corresponding logos are registered trademarks of Rhythm Pharmaceuticals, Inc.

Job number and date

XXXX-XXXXX-MM.YYYY (US)



©XXXX Rhythm Pharmaceuticals, Inc. All rights reserved. IMCIVREE, Rhythm, and their corresponding logos are registered trademarks of Rhythm Pharmaceuticals, Inc. XXXX-XXXXX-MM.YYYY (US)



EXAMPLES OF CORRECT USE: PRINT

Brochure

Here is an example of how to structure the elements in this guide on the cover and an interior page of a print brochure.

IMCIVREE®
(setmelanotide) injection

HEADLINE GOES HERE IN TWO LINES OR MORE LOREM DIPSUM

55

20

75%

SELECT IMPORTANT SAFETY INFORMATION

Skin Monitoring

IMCIVREE®
(setmelanotide) injection



EXAMPLES OF CORRECT USE: DIGITAL

Banner ads

Here are examples of 2 differently sized web-based banner ads.



A Leaderboard banner ad template with a white background. It features the IMCIVREE logo at the top left. In the center, there is a large green triangle pointing right. To the right of the triangle, the text "IMPORTANT SAFETY INFORMATION" is bolded. Below it, the section "Skin Monitoring" is bolded, followed by a paragraph of placeholder text. At the bottom left, there is a green button with the text "LEARN MORE".

IMCIVREE®
(setmelanotide) injection

LOREM IPSUM DOLOR

LEARN MORE

IMPORTANT SAFETY INFORMATION

Skin Monitoring

Sam quunt quide eum eiusdam et eiusdaes veliqui atiumquis dolor. Mod qui accusci temporatemo quam, nobitium alignih itiunti oreprovid que imusae porporeped mod quatumet moluptatur.

Leaderboard 728x90



A Rectangle banner ad template with a white background. It features the IMCIVREE logo at the top right. In the center, there is a large green triangle pointing right. To the left of the triangle, the text "IMPORTANT SAFETY INFORMATION" is bolded. Below it, the section "Skin Monitoring" is bolded, followed by a paragraph of placeholder text. At the bottom left, there is a green button with the text "LEARN MORE".

**LOREM IPSUM
DOLOR AMEION**

LEARN MORE

IMCIVREE®
(setmelanotide) injection

IMPORTANT SAFETY INFORMATION

Skin Monitoring

Sam quunt quide eum eiusdam et eiusdaes veliqui atiumquis dolor. Mod qui accusci temporatemo quam, nobitium alignih itiunti oreprovid que imusae porporeped mod quatumet moluptatur.

Rectangle 300x250