



Core Principles & Elements Style Guide

v.10 | January 2014

The Novartis Brand

Updates

– Official logos: p. 11

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Welcome to the Novartis brand style guide

For guidelines, templates, images, logos, best practices and other corporate brand-related information, visit the Novartis Brand Service (NBS) website:
www.novartisbrandservice.com

For questions and free design reviews, contact the NBS hotline:

Phone
+41 61 324 8899

E-mail
nbs@novartis.com

Understanding the Novartis Brand and how to properly communicate it is key to our success.

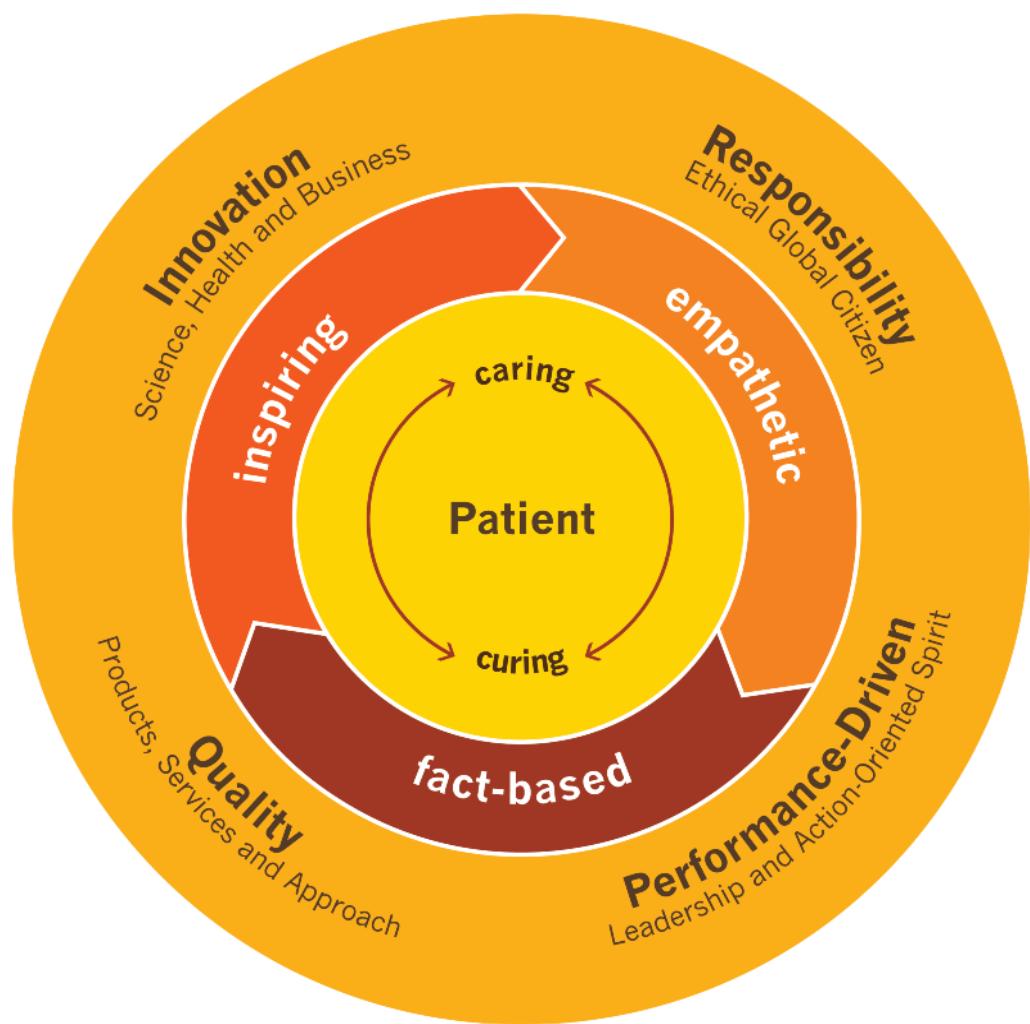
On the following pages is a full overview of the brand personality: *Brand Focus and Essence, Brand Style and Core Brand Themes*. These concepts are the foundation for our Core Visual Principles.

The strength of the visual Novartis brand identity revolves around the understanding and application of these three components:

Primary white
Core vertical
Color/image balance

These principles are discussed and illustrated in the Novartis Brand style guides.

The Novartis brand personality is the basis for the Novartis Brand, defining its content as well as the direction of its visual, written and verbal communication. The diagram on the right depicts the personality, and is described in detail on the following pages.



Brand focus

The Novartis brand focus is the center of our brand.

The patient

Patients are at the center of our work; they are the reason for what we do.

Brand essence

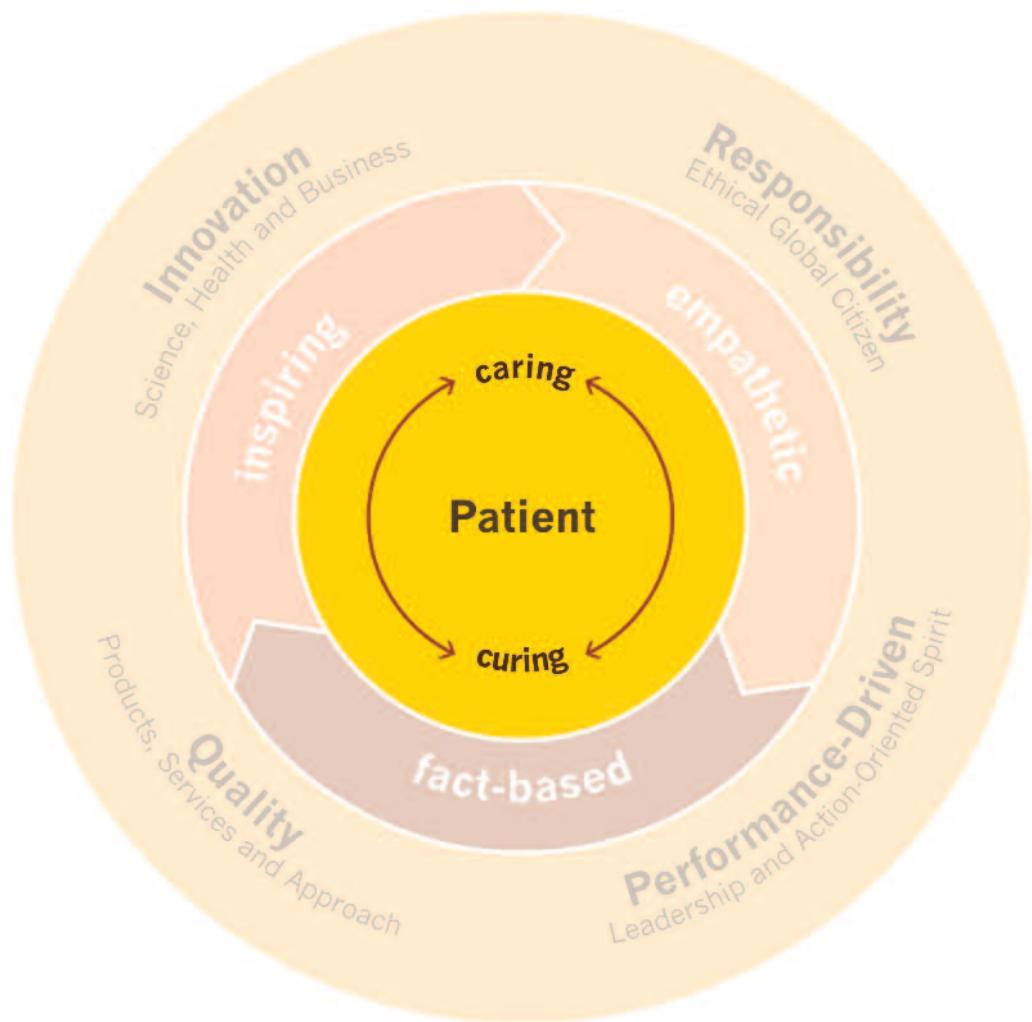
The Novartis brand essence comprises the actions we perform to serve our brand focus.

Caring

We care about and feel empathy for patients and are committed to answering unmet health needs around the globe.

Curing

We provide medicines that make a difference; we cure diseases, ease suffering and improve quality of life.



Brand style

The Novartis brand style characterizes our behavior and guides the tonality of all company communication.

Inspiring

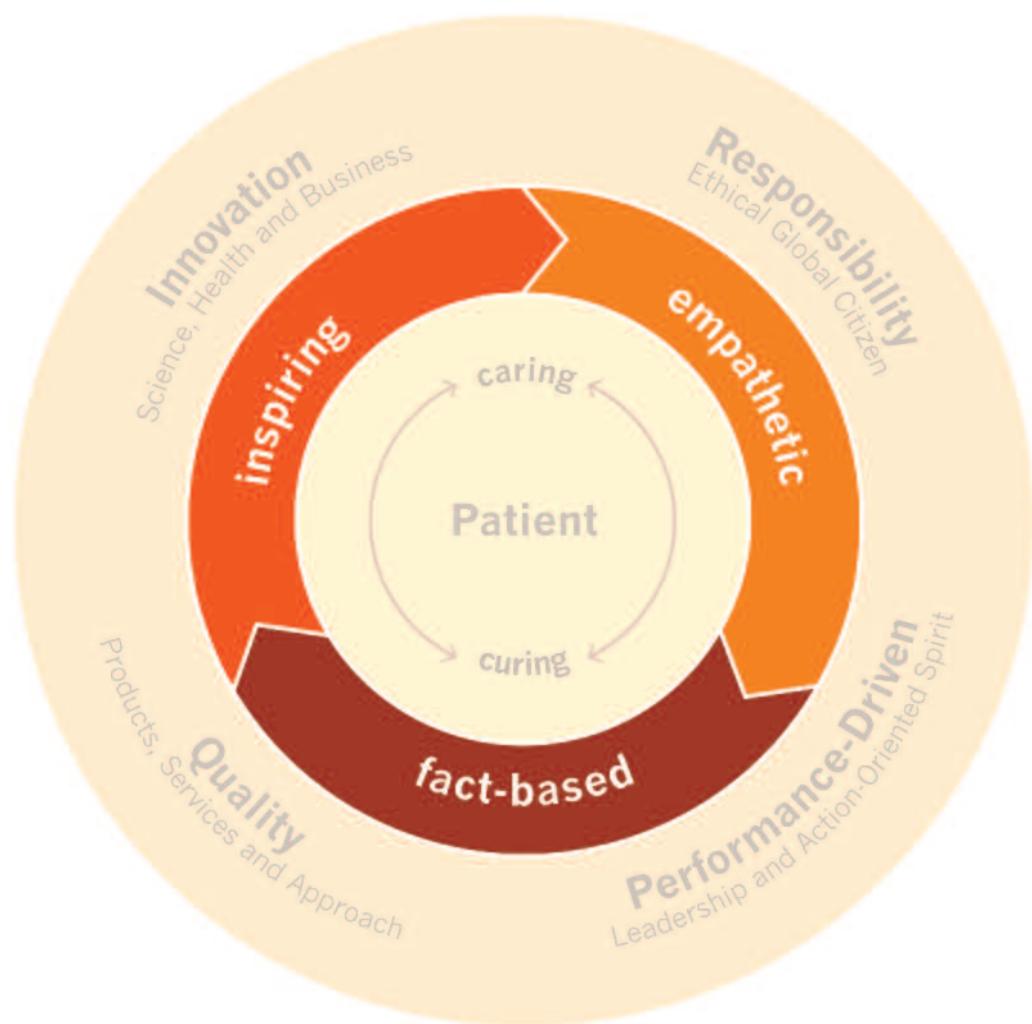
We think what's possible. We strive to be best-in-class and drive for superior results. We challenge conventional thinking. We constantly seek the next breakthrough and provide new hope for patients.

Empathetic

We identify and connect with the feelings and thoughts of our patients and stakeholders. We seek to understand and respond to their needs and give them the respect they deserve, whoever and wherever they are.

Fact-based

We communicate with facts. We do not make boastful claims or unrealistic promises. Our transparency with patients and customers builds credibility and respect.



Core brand themes

Our core brand themes support, strengthen and enable the Novartis brand essence. They direct the broader content for all Novartis communication.

Innovation

Science, Health and Business

We seek to constantly innovate the way we discover and develop successful new medicines, the way we market and deliver those medicines to the patients that need them, and the way we drive new standards for the industry.

Responsibility

Ethical Global Citizen

We operate in an ethical manner, offer transparency, abide by regulatory and legal requirements, and deliver quality products. We also help patients and communities through our corporate social responsibility initiatives.

Performance-Driven

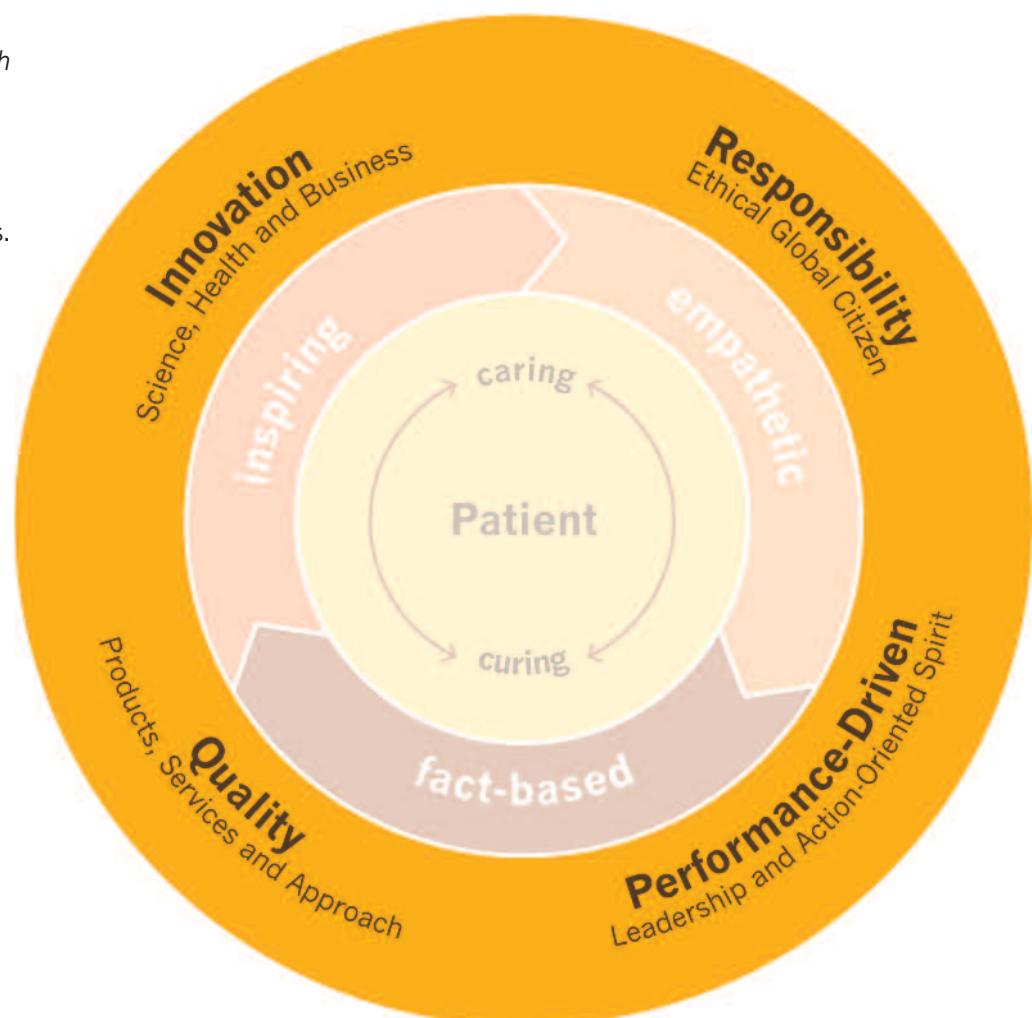
Leadership and Action-Oriented Spirit

We are striving to always achieve better results for patients. Delivering sustainable profitability and value fuels our innovation, increases our ability to help patients, and allows us to adequately reward our associates and shareholders.

Quality

Products, Services and Approach

Quality is part of everything we do. Our aim is to provide high-quality products and services that effectively address evolving patient needs.



Logo: Revised

The Novartis logo is the foundation for all design within the brand.

Observe the minimum size requirement at right.

See the Novartis Brand Services (NBS) website to access logos in all color and file formats:

- PMS for coated stock
- PMS for uncoated stock
- CMYK for 4-color process printing
- JPG in RGB for Word, PowerPoint, video and web
- JPG in CMYK for higher resolution requests
- PDF for viewing only

Never alter the logo in any way; the electronic logo files available on the NBS website are the only files that should be used.



Minimum Acceptable Usage
The minimum size of the logo is 20 mm or .8".

Usage:

- ‘Caring and curing’ should only be used in conjunction with corporate efforts and when regulatory concerns are not raised. If products, product brands, or diseases are referenced, then the tagline may not be used. If the communication is related to Novartis corporate efforts (e.g. Purpose, Aspiration and Strategy booklets), and products, product brands, or diseases are not referenced, then the tagline may be used optionally.
- At the corporate and country levels, the tagline may be used in internal and external communications. In product communications, however, the tagline may not be used.
- ‘Caring and curing’ is the only tagline used with the Novartis logo.

Observe the minimum size requirement at right.

Never alter the logo in any way; the electronic logo files available on the Brand Service website are the only files that should be used.

Trademark Rules:

- The Novartis logo – its design elements, colors, and tagline – are trademarked. It cannot be altered in any way. See [Application: Acceptable and Unacceptable](#) for additional information regarding appropriate use of the logo.
- The tagline can ONLY be used with the logo, never independently.

– There are legal restrictions regarding the usage of the Novartis logo with tagline: The logo with tagline must not be used in the US and in Japan.

– Following country-specific language translations are available: Spanish, Portuguese (Brazil) and Thai. For further information, please contact nbs@novartis.com



Alignment

The logo & tagline should align using the ‘g’ descenders, not the baseline.

There are legal restrictions regarding the usage of the Novartis logo with tagline: The logo with tagline must not be used in the US and in Japan.

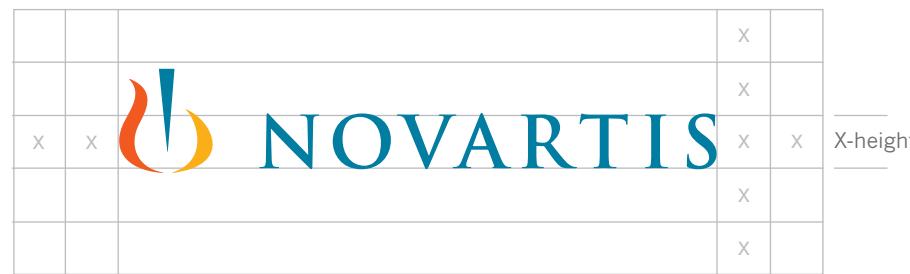


Minimum Acceptable Usage

The minimum size of the logo with tagline is 35 mm or 1.4".

Logo: Minimum space requirement

Unless otherwise prescribed, the logo should be surrounded by an area of white space equal to at least two X-height units (see illustrations at right). The X-height is defined as a square whose sides are the same length as the height of the “NOVARTIS” letters in the brand logo.



Logo: Novartis logos with descriptor

On the right-hand side you find all officially approved Novartis logos with descriptor.

All rules regarding usage of the standard logo apply to these logos as well.

Never alter the logo in any way; the electronic logo files available on the Brand Service website are the only files that should be used.

See brand architecture and short reference for use of logos with descriptor on the NBS website.



Logo/name for OTC
to be defined



Minimum Acceptable Usage
The minimum size of a business unit/institute logo is 40 mm or 1.6". If your format requires a smaller size, use the corporate logo instead of the logo with descriptor.

Appropriate use of the logo is the most important part of maintaining the Novartis Brand. The consistency of its appearance is critical to communicating the principles and overall strength of the brand. Never alter the logo in any way; the electronic logo files available on the NBS website are the only files that should be used.

In all applications, the Novartis logo must appear on a white background. See Minimum Space Requirement and Primary White for additional guidelines.

If the application is black and white, use the black version of the logo, maintaining the band of white.

In third-party environments, e.g. when Novartis acts as a sponsor, the color logo on white should be used. If this is impossible, e.g. the background is a color, either the black or white logo should be used. Please note that the use of the Novartis name and/or logo for commercial, advertising or reference purposes is not allowed.



Color logo on white



Color logo with tagline on white



Black logo on white



Black logo with tagline on white



White logo; use only when it is impossible to use either the full-color or black logo (e.g. on merchandise).



White logo with tagline; use only when it is impossible to use either the full-color or black logo (e.g. on merchandise.)

Logo: Application: Unacceptable

A few examples of unacceptable logo uses. Never alter the logo in any way; the electronic logo files available on the NBS website are the only files that should be used.



Do not change the colors of the logo.



Do not crop the logo.



Do not use elements of the logo individually or as a super graphic.



Do not alter the elements of the logo.



Do not change the logo typeface.



Do not use the color logo on a colored background.



Do not rotate the logo.



Do not skew or stretch the logo.



Do not use the logo on photographic backgrounds.



Do not add effects or shadows to the logo.



Do not use any other taglines with the logo.



Do not use the black & white logo in color applications.

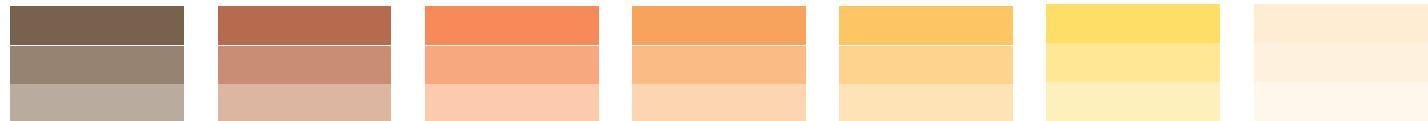
Color family

The Novartis color family consists of white, the three logo colors, and five additional colors. Novartis Blue is used exclusively in the logo itself, never elsewhere.

White is a key element in illustrating the Novartis visual identity. See [Primary White](#).

	Blue Logo color	Brown	Maroon	Red Logo color	Orange	Dark Yellow Logo color	Bright Yellow	Beige
Pantone Coated	314C	4975C	492C	179C	152C	124C	116C	155C
Pantone Uncoated	314U	504U	704U	Warm Red U	144U	129U	108U	155U
Process Coated	100c 0m 10y 35k	70c 80m 100y 30k	30c 90m 100y 15k	0c 80m 100y 0k	0c 60m 100y 0k	0c 35m 100y 0k	0c 15m 100y 0k	0c 10m 25y 0k
Process Uncoated	100c 0m 10y 35k	60c 80m 100y 30k	10c 100m 80y 15k	0c 80m 100y 0k	0c 35m 100y 0k	0c 25m 85y 0k	0c 6m 100y 0k	0c 6m 18y 0k
RGB	0r 127g 161b	99r 67g 41b	146r 50g 34b	228r 76g 22b	236r 128g 38b	252r 175g 23b	254r 211g 0b	245r 235g 215b
HTML	007FA1	634329	923222	E44C16	EC8026	FCAF17	FED300	F5EBD7
RAL Classic	5019	8017	3011	2002	2011	1003	1023	9001
RAL Design	2105045	0402019	0303040	0405070	0606080	0757080	0808090	0759020

Novartis blue is reserved exclusively for use in the Novartis logo



Tints in increments of 10% are an acceptable application of color.

Appropriate typography is important in the presentation of the Novartis Brand. Guidelines at right explain which typefaces can be used in specific contexts; do not vary from these specifications or introduce other typefaces.

Print media

News Gothic MT is the preferred typeface for all printed material.

Sabon, Novartis' second typeface for print applications, is used mainly for captions and call-outs.

Electronic media

Arial is the preferred typeface for Email, PowerPoint, Excel and Word documents.

Verdana is the preferred typeface for HTML text in internet and intranet webpages.

For more information on proper typography, including issues of size, style, spacing, etc., refer to the style guide that is specific to your need: *Print Media*, *Intranet*, *Internet*, or *PowerPoint*.

A note on font versions:

You may have versions of both News Gothic MT and Sabon that are more recent (i.e., Adobe Open Type Sabon and/or Monotype News Gothic MT) than those that are available for download on the NBS website. These newer versions are the same as previous versions, and therefore safe to use.

Print		Electronic	
News Gothic MT	Sabon	Verdana	Arial
ABCDEabcde123	ABCDEabcde123	ABCDEabcde123	ABCDEabcde123
<i>ABCDEabcde123</i>	<i>ABCDEabcde123</i>	<i>ABCDEabcde123</i>	<i>ABCDEabcde123</i>
ABCDEabcde123	ABCDEabcde123	ABCDEabcde123	ABCDEabcde123
<i>ABCDEabcde123</i>	<i>ABCDEabcde123</i>	<i>ABCDEabcde123</i>	<i>ABCDEabcde123</i>
For use in: <i>Headlines</i> <i>Subheads</i> <i>Body text</i> <i>Captions</i> <i>Chart text</i> <i>Call-outs</i> <i>Folios</i> <i>URLs</i>	For use in: <i>Captions</i> <i>Call-outs</i>	For use in: <i>Internet</i> <i>Intranet</i>	For use in: <i>E-mail</i> <i>PowerPoint</i> <i>Word</i> <i>Excel</i>
<i>News Gothic MT is the preferred typeface for all printed material.</i>			

The logo

The Novartis logo and Novartis logo with descriptor must always be positioned within an area of inviolable white space. This band of white is flexible, but always edge-to-edge. The band of white serves to create presence for the logo. It is different from and in addition to the Minimum Space Requirement.

In general

White brings elegance to the Novartis brand personality.

White is the only proper setting for the Novartis color logo.

White is the primary color of the Novartis brand personality – not red, orange, yellow or brown. These colors should be used for accent only.

White is the optimal canvas for the Novartis color palette.

White is the optimal canvas for the Novartis image world.

Paper quality

Because brand materials will be primarily white, take extra care to ensure that paper used for printing has sufficient opacity. Paper quality is important and should not be sacrificed for budget purposes. This means that top quality paper should always be your first choice. For specific guides regarding American and European paper types, see *Print Media Style Guide*.

Print



Electronic



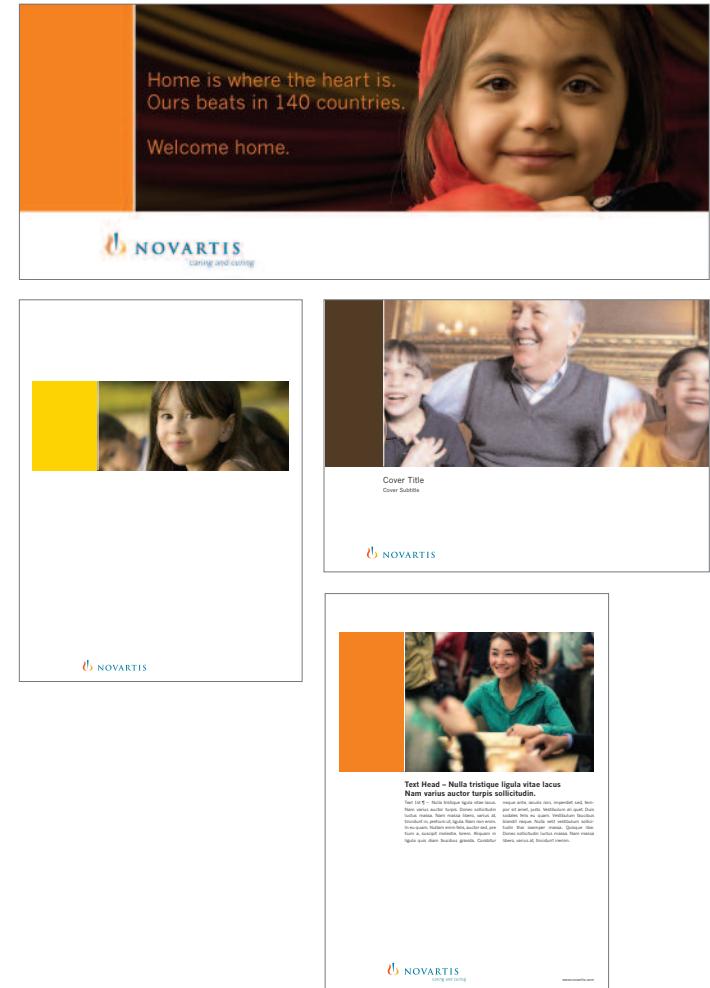
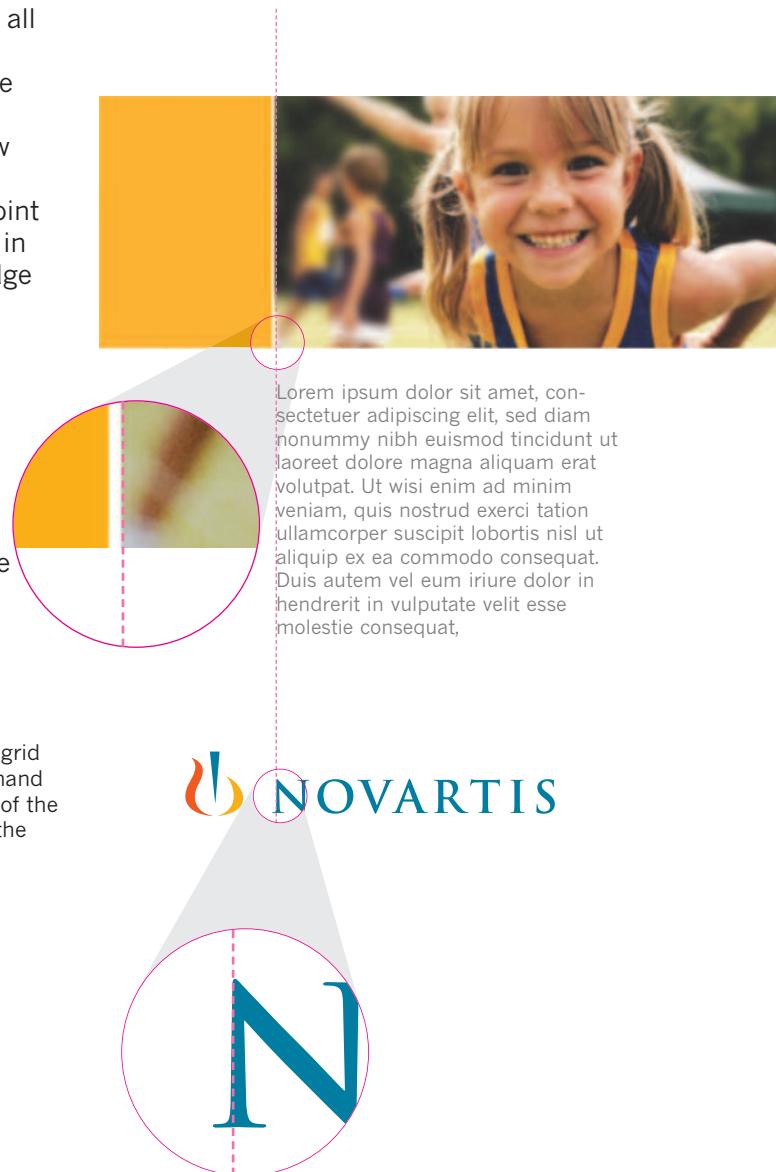
Core principles: Core vertical

The primary visual emphasis of all Novartis publications should be strongly vertical, directing the viewer to the logo. The diagram and examples at right show how this core vertical is established by the Novartis logo. The top point of the vertical stroke of the "N" in the logo is aligned to the left edge of the image* (and thereby the right edge of the white rule).

When designing large formats such as posters and billboards, the "text inset" of the text block becomes more apparent. Therefore, manual alignment of the text to the left edge of the image is necessary.

See *Print Media Style Guide* for graphic element specifications.

*Please note, for brochure interiors the grid is a mirror format. Therefore on right hand pages the color block lays to the right of the text box, meaning the text aligns with the right edge of the image.



Core principles: Color/image balance

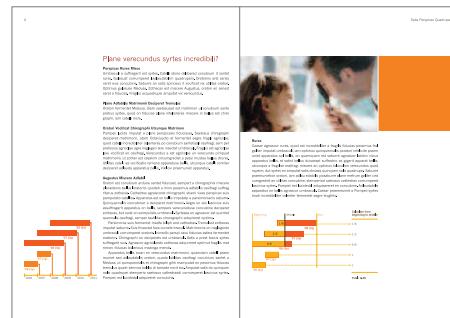
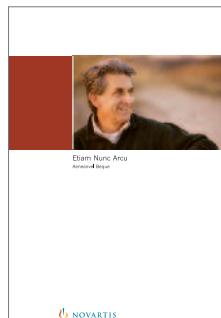
Whenever possible, imagery should be used in the design of Novartis brand materials.

Generally speaking, images from the Image World, i.e., Brand Personality images, should always be paired with color blocks unless the layout dictates otherwise (e.g. there may be too many other images/graphics and any additional would make it too busy or repetitive). Support images that are used in text, e.g. products, personnel, facilities, etc., should not be paired with color blocks.

The image & color block unit should achieve a complementary balance: color is chosen to complement, not match, the image. The image should always be dominant – the color block simply provides accent.

Note that the color blocks are always separated from the images by the white rule.

See *Print Media Style Guide* for graphic element specifications.



Vertical A4 brochure cover and interior spread



Magazine



Newsletter



Style Guide



Poster

Image world

The Novartis brand imagery expresses the spirit of caring and curing. The image world is more than a collection of images. It is an approach to imagery that reflects the company's brand identity and brings it to life. A clearly defined, differentiated image world is crucial in defining the Novartis brand.

The **content** of the image world is based on the **brand focus, essence** and **the core brand themes**. The **stylistic parameters** of the image world are based on the **brand style elements**. Therefore, Novartis imagery should focus on people who appear

- cared for, looked after and respected
- inspiring, emotionally involved and real
- to be active and responsible global citizens

Download Novartis images from the multimedia library on the NBS website. They are consistent with the Novartis image world guidelines, owned by Novartis and free to use by all Novartis associates.

Refer to the image world guideline for more detailed information.



Image world: Content

The patient is the focus of the Novartis brand. For the image world, this translates into a focus on people, whether patients, Novartis associates or healthcare professionals.

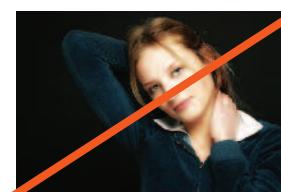
Patients

Novartis images should reflect and represent patients around the world based on the Novartis brand personality.

Business people

Business people include business professionals, scientists, production specialists and healthcare professionals. Novartis photos should reflect and represent patients and Novartis associates around the world based on the Novartis brand personality.

The focus of Novartis brand imagery is on people, but it is possible to show animals, object, sites or buildings as the main subject with no person in the image.



The background should embed the subject in the image and create a safe environment.

Surface makeup

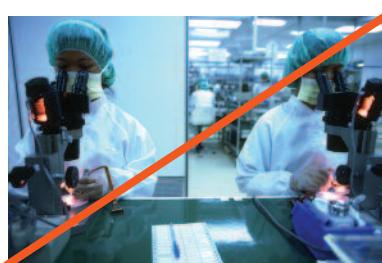
- Closed color field: no deep/open space with various levels, no visible vanishing point
- Regularly patterned wall or other surface (no solid colors)

Focus

- Out-of-focus: unrecognizable background that still adds character; people must always be in focus

Consistency

- One color tone but not just one solid color
- Neither too dark nor too bright
- No extreme color contrast between subject(s) and background and within background



The color tone and light of the image should be warm, reflecting the Novartis color family.

Warm colors

- Warm color tone for all images
- A Novartis color should always dominate either the main subject (clothes, skin, hair) or the background

No cold, loud colors

- Avoid color accents with non-Novartis colors, especially cold colors and blue
- In clothing, avoid loud, flashy colors

Warm, natural light

- Light, whether natural or artificial, should appear natural in color tone
- Light should be warm to create a pleasant atmosphere

No shadows or strong contrasts

- Avoid strong shadows on subjects, especially on faces
- Avoid strong contrasts between background and subject or on subject
- Avoid extremely dark or bright images



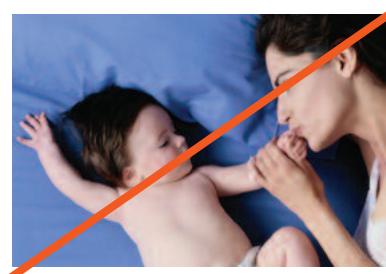
The perspective is the angle at which a viewer sees the subject in an image. It represents the relationship between the camera and the subject.

Eye-level perspective

- Subject(s) in Novartis imagery should always be at eye level with the viewer. This perspective enables an authentic connection to the subject

Straight/even shot

- Avoid unnatural tilting of the subject, object or situation. The content of the image has to be portrayed as it is naturally perceived by people



Cropping guides the composition of an image. The size of the subject in relation to the entire image should follow some basic principles: close enough for the viewer to establish an authentic connection, far enough to avoid a feeling of intrusiveness.

Cropping

- The main subject(s) should be cropped on one to three sides
- The subject's shoulders should always be visible
- Subject(s) should not be distant and in open space
- Subject(s) cannot be cut out and detached from their natural environment

Composition

- The background should make up about two-thirds of the image
- Design tip: place the subject off-center, toward the left, right, upper or lower frame of the image



Cropped image



Original image



Cropped image



Original image

The grid

The grid is the foundation of all print media applications. It has been designed with meticulous consideration for the core principles of the Novartis brand.

1 Margin

The margin widths have been calculated to encourage maximum white space, i.e., Primary White, and to ensure compatibility with both printer and PDF use.

2 Column

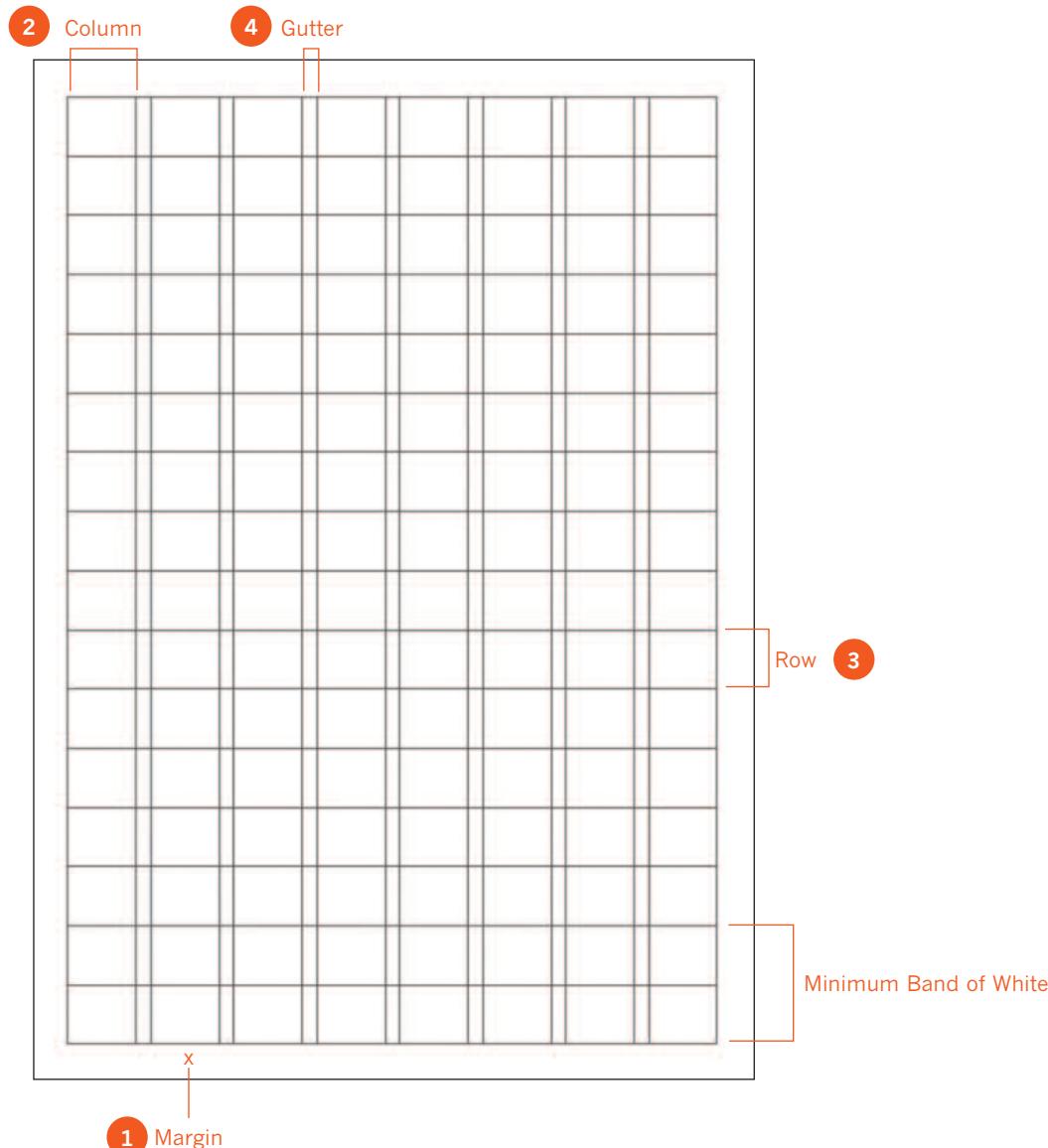
The division of the grid into four, eight or sixteen columns establishes the width of text boxes and art.

3 Row

The division of the grid into four, eight or sixteen rows establishes the vertical starting position (hangline) for all text and graphics. The row gridlines determine the amount of white space above and below text columns.

4 Gutter

The gutter width has been determined specifically by and for the proportions of the News Gothic typeface.



Samples: Print: *Brochures*

Brochure covers

These are an opportunity to use larger images and graphics than in other formats. Most brochure covers will feature an image plus its graphic elements: the color block and white rule. Their scale and placement within the grid are flexible.

In any case, note that the logo should be given primary emphasis within a balance of white space and graphic elements, as shown here. Also note that the image is always dominant over its accompanying graphics.

Cover copy will always left-align to the “N” of the logo, and therefore to the white rule. Generally, title and subtitle copy will sit below the art, while descriptors (date, version number, location, etc.) may be placed above.

Brochure interiors

The main visual principle of brochure interiors is white space. Offsetting this Primary White is a balance of images, graphic elements, and type styles.

See *Print Media Style Guide* for complete specifications.



Vertical A4 brochure cover and interior spread



Horizontal A4 brochure cover and interior spread

Samples: Print: Publications

In publications such as magazines and newsletters, it is appropriate to use larger areas of color and image, or a more “editorial” design style. However the principle of Primary White must still be observed.



Magazine cover



Magazine cover and interior spread

Getting in the Zone

The statistics are staggering: An estimated 60 million Americans have one or more risk factors associated with hypertension, or high blood pressure. For many, hypertension can lead to heart disease, stroke, and even death. But did you know that there are more than 20 ways to treat hypertension? And that most of them are non-pharmacological? Novartis' Dose Program is a comprehensive service designed to help physicians achieve better patient outcomes by providing them with the tools they need to manage hypertension effectively. The program includes a dedicated team of experts who work closely with physicians to develop individualized treatment plans that take into account each patient's unique needs and preferences. By working together, physicians and their patients can achieve better health outcomes and improved quality of life.

Ted noticed his blood pressure readings were increasing, though his blood sugar was stable throughout the course of training.

Susan Gabriel
Senior General Manager, Marketing
Novartis
“We want to become the most admired and respected pharma company in North America.”
Read more about our strategy

Getting in the Zone
Setting up Novartis’ Dose Program | 4
Careers at Novartis | 8
Anticipating Progress | 12

Novartis

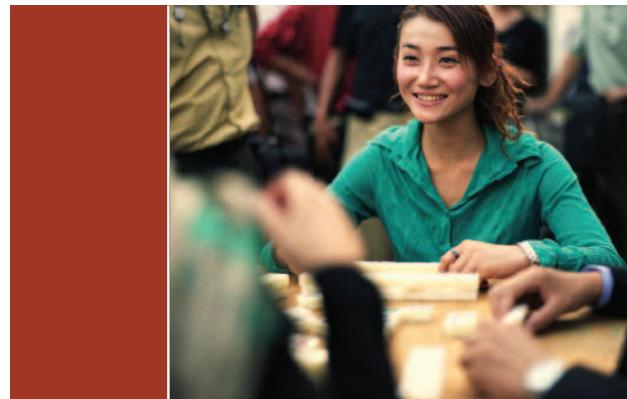


Newsletter cover and interior pages



Samples: Print: Advertising

Advertisements follow strict guidelines. They present a clear and simple expression of the Novartis brand to a wide audience. See the advertisement section of the *Print Media Style Guide* for specifications.



**Text Head – Nulla tristique ligula vitae lacus
nam varius auctor turpis sollicitudin.**

NOVARTIS
caring and curing

www.novartis.com



**"Novartis helped me wipe out my cancer
within months. Now I'm surfing the Pacific."**

Surfing was a big part of Eric Treadwell's life until he was hit by a deadly cancer. Novartis' targeted therapy helped him beat it. And his love of medicine drove his cancer into remission in a matter of months. No one can predict what the future holds, but Eric is grateful for every day he has. He feels great. And now he's living, working and surfing—on one of the best beaches in Australia. Thank you's possible.

NOVARTIS

www.novartis.com



**Novartis proudly supports
the organization and its
efforts to help patients.**

Text set 4 Left – Nulla laoreet pulvinar et semet. Consectetur adipiscing elit. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquip exero. Suspendisse potenti. Nullam id dolor id nibh viverra imperdiet. Sed ut perspiciatis unde ut accipit est etiam conmmodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate enim ad minim veniam, quis nostrud exerci tation.

NOVARTIS

www.novartis.com

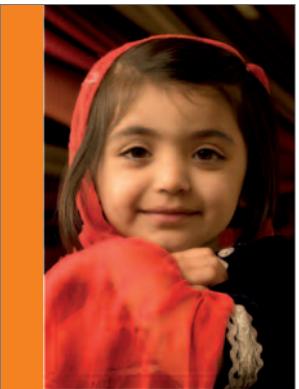


**Novartis proudly supports the organization
and its efforts to help patients.**

Text set 4 Left – Nulla laoreet pulvinar et semet. Consectetur adipiscing elit. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquip exero. Suspendisse potenti. Nullam id dolor id nibh viverra imperdiet. Sed ut perspiciatis unde ut accipit est etiam conmmodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate enim ad minim veniam, quis nostrud exerci tation.

NOVARTIS

www.novartis.com



**Home is where the heart is.
Ours beats in 140 countries.**

Welcome home.

NOVARTIS

www.novartis.com



**Text Head – Nulla tristique ligula vitae lacus
nam varius auctor turpis sollicitudin.**

Text set 4 Left – Nulla laoreet pulvinar et semet. Consectetur adipiscing elit. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquip exero. Suspendisse potenti. Nullam id dolor id nibh viverra imperdiet. Sed ut perspiciatis unde ut accipit est etiam conmmodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate enim ad minim veniam, quis nostrud exerci tation.

NOVARTIS

www.novartis.com

Samples: Print: Stationery

Novartis stationery templates can be downloaded from the NBS website. These templates contain precise placements and indications for type and the logo, as well as production indications for cropping and folding. Shown at right are a few samples of stationery formats; other formats are available online.

All Novartis logos with descriptor can be used for stationery.

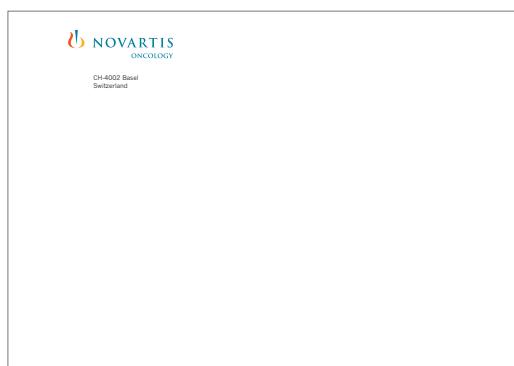
Please note that there is no need to discard and replace existing stationery.



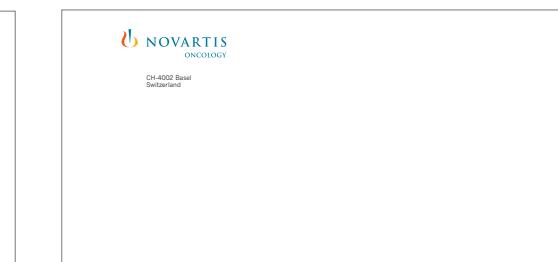
A4 Letter



US Letter



C5 Envelope

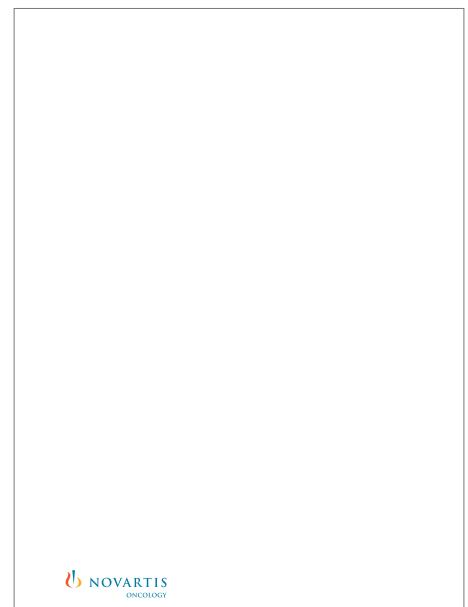
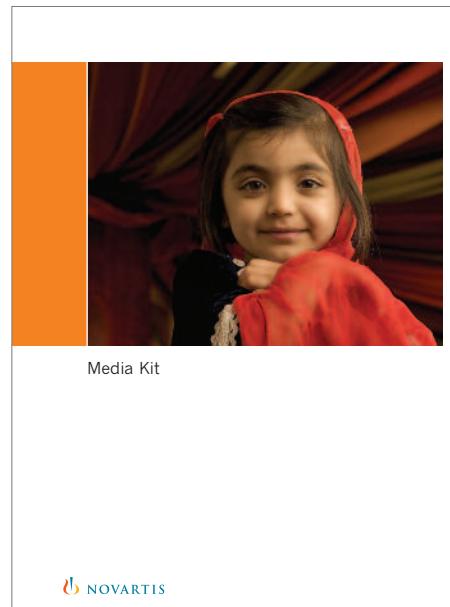
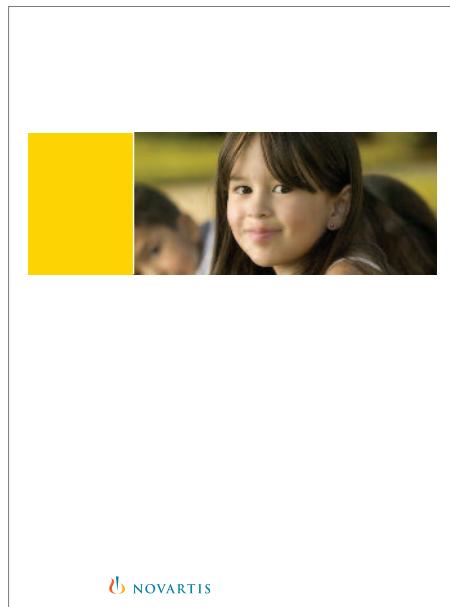


C6 Envelope

Samples: Print: Folder and invitation

Folders and invitations use basic design that follows the core principles. As shown in these examples, there is flexibility within the parameters of the design guidelines.

All Novartis logos with descriptor can be used for all print material.



Folder covers



Invitation front and back



Invitation front and inside



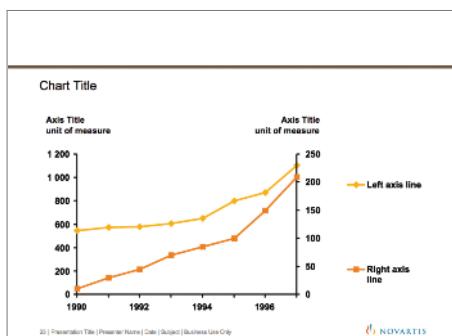
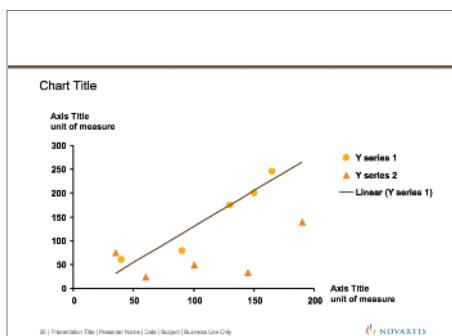
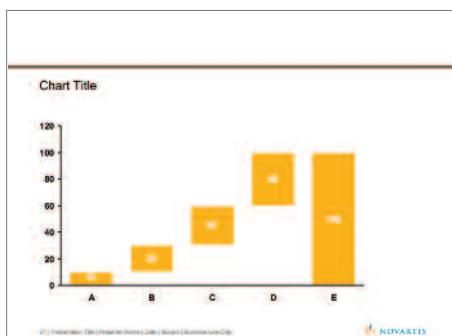
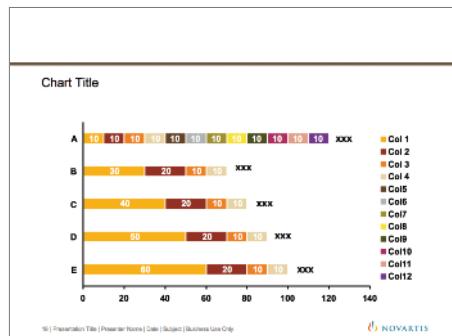
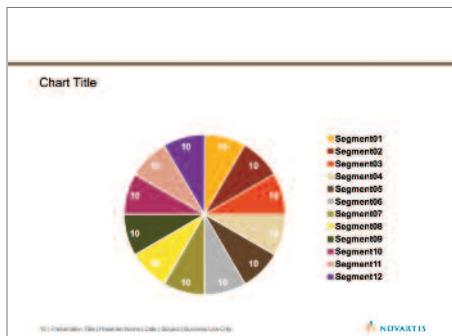
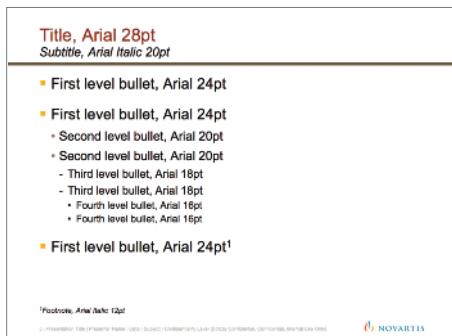
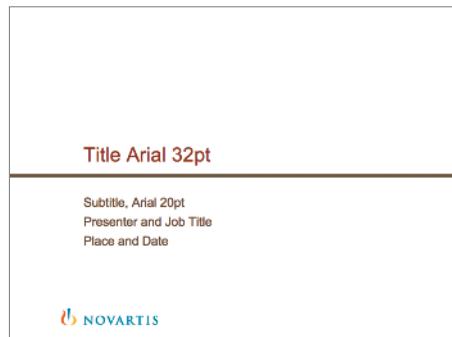
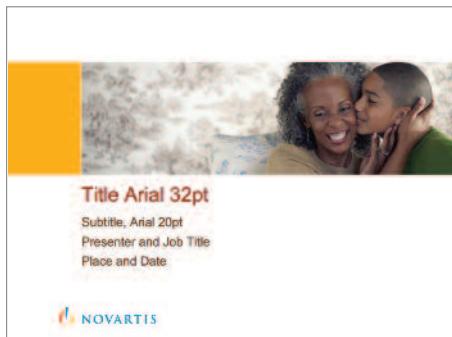
Samples: Electronic: Microsoft Office (PowerPoint, Word, Excel)

PowerPoint presentations follow the same general design guidelines as other formats, with adjustments made for type legibility and brightness of color when projected.

All PowerPoint style guides and tools are located on the NBS website. A PowerPoint software plug-in and template are also available for download for use by external agencies.

All Novartis logos with descriptor can be used on title and divider slides of MS PowerPoint presentations and in all other MS Office applications.

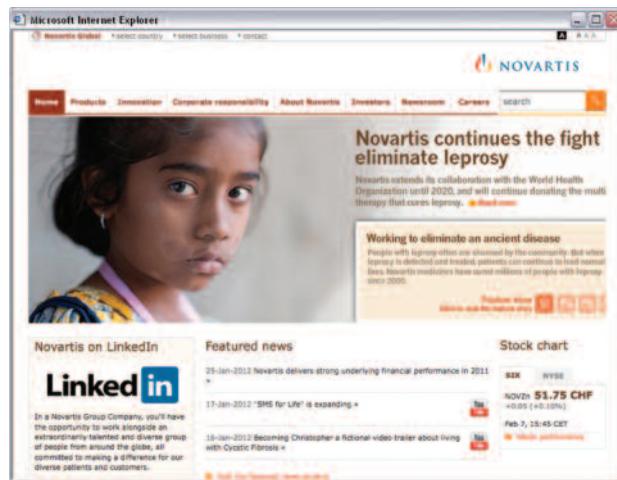
Electronic templates including PowerPoint, Word and Excel solely use Arial.



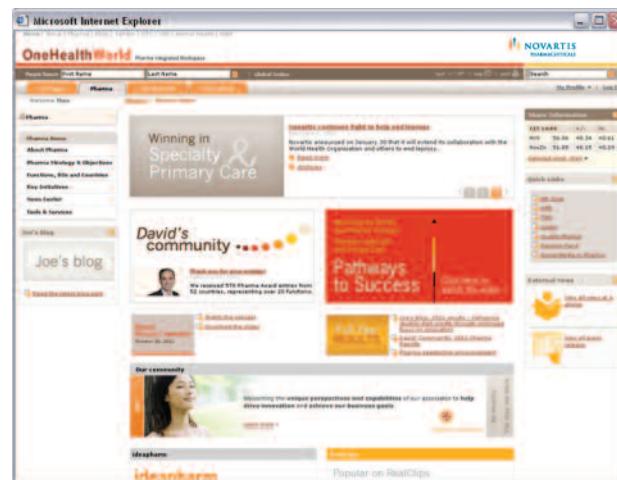
Samples: Electronic: *Internet and Intranet*

While electronic media are used in fundamentally different ways than print media, the design of Novartis internet and intranet web sites is also guided by our core principles.

Style guides for both the Novartis intranet and internet are available on the NBS website, along with HTML templates, key graphic PSDs and an implementation guide.



Novartis Internet



Novartis Intranet