



Novartis Image World Guideline

v.8 | January 2014

Updates

– Official logos: p. 44

Table of contents

1	Introduction	3	Category 2 and 3: Novartis editorial and technical imagery			
2	Novartis image world at a glance	4	8	Novartis editorial and technical imagery	32	
2.1	Most important rules for Novartis brand imagery	5	8.1	Editorial imagery content and style	33	
2.2	Categorization of the Novartis image world	6	8.2	Technical imagery content and style	34	
3	Novartis image world and brand basics in short	7	Information for all Novartis imagery			
4	Novartis image world and brand architecture	8	9	HSE, legal and copyright and trademark compliance	35	
Category 1: Novartis brand imagery						
5	Content	9	10	10	Image world tools	37
5.1	People	10	10.1	Novartis multimedia library	38	
5.2	Animals	16	10.2	Stock images and image editing	39	
5.3	Objects	17	10.3	Novartis photo shoot checklist	40	
5.4	Sites and buildings	18	10.4	Contact information	41	
6	Style	19	Appendix			
6.1	Overview of image style elements	20	A1	Novartis brand basics	42	
6.2	Background	21	A1.1	Brand personality	43	
6.3	Color/light	22	A1.2	Visual identity	44	
6.4	Perspective	23				
6.5	Cropping/composition	24				
7	Special cases	25				
7.1	Laboratories/production facilities	26				
7.2	Medical facilities/hospitals	27				
7.3	Objects	28				
7.4	Sites and buildings	29				
7.5	Black and white imagery and executive portraits	30				
7.6	Illustrations	31				

Welcome to the Novartis image world guideline

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

What is an image world?

An image world is more than a collection of images. It is an approach to imagery that reflects a company's brand identity and brings it to life.

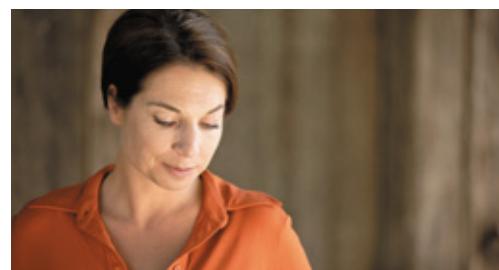
Why an image world for Novartis?

Each brand is defined by its individual brand personality and visual identity that differentiate it from its competitors. The brand personality and visual identity – including imagery – communicate the brand internally and externally. The Novartis brand imagery is an important element of the Novartis visual identity and expresses its personality and the spirit of caring and curing. A clearly defined, differentiated image world is crucial in defining the Novartis brand.

About this guideline

This guideline defines Novartis image content and style and will provide you with the most important information for Novartis image development and selection. This comprehensive package of rules, tools and tips – including a checklist for organizing photo shoots – applies to any Novartis communication that may include imagery. When relevant, the regulations in this guideline also apply to videos and any other forms of multi-media.

2 Novartis image world at a glance



Three image categories

Novartis uses images for different purposes. This guideline, therefore, presents images within three distinct categories: brand imagery, editorial imagery and technical imagery.

Brand imagery is used in communications material that should emphasize the company's brand personality. These images must comply with the image world guideline. In other communications, the image world style elements may be partially (editorial imagery) or completely (technical imagery) optional.

These image categories provide flexibility for Novartis imagery while ensuring the Novartis brand personality and style is presented consistently.

<p>Category 1: Brand imagery Use in image brochures, image advertising, corporate posters, title pages of print media with image-building purpose, internet/intranet, etc.</p>	<p>All style elements of the Novartis image world need to be applied.</p> <ul style="list-style-type: none">– Background– Color/light– Perspective– Cropping/composition	 <p>High image-building effect</p>
<p>Category 2: Editorial imagery Use in employee magazines, internal reports, content pages of print media, internet, etc.</p>	<p>Only image perspective must follow the guidelines. All other Novartis image world style elements are optional. Whenever possible, select or create images that come closest to Novartis brand imagery.</p>	
<p>Category 3: Technical imagery Use only in instructional manuals, fact sheets and illustrations of technical issues or production processes that follow specific clothing, operations and safety regulations.</p>	<p>None of the Novartis image world style elements must be observed. Whenever possible, select or create images that come closest to Novartis brand imagery.</p>	 <p>Low image-building effect</p>

2.1 Most important rules for Novartis brand imagery

Content

Content of an image shows patients, associates and healthcare professionals, animals, objects, sites, buildings and situations that reflect the Novartis brand personality. The environment in which these subjects are embedded should create an atmosphere that reflects the Novartis spirit of caring and curing. The centerpiece of an image, however, is always the subject.



Style

Background

The background of all Novartis brand imagery should be a closed color field with a simple, regular pattern. The background should be out of focus to bring attention to the subject(s).



Color/light

Either the main subject(s) or the background should feature a Novartis color.



Perspective

The subject should always be portrayed at eye level to create an authentic connection with the viewer.



3 Novartis image world and brand basics in short

The Novartis image world reflects the brand personality

The Novartis brand personality is the basis of the Novartis brand, defining the content and direction of its visual, written and verbal communication.

The Novartis brand personality should be reflected in all Novartis images.

The Novartis image world is more than a collection of images. It represents an approach to imagery that reflects its brand identity.

- Brand focus: The patient
- Brand essence: Caring and curing
- Brand style: Inspiring, empathetic, fact-based
- Core brand themes: Innovation, responsibility, performance-driven, quality

Novartis brand personality impact on the Novartis image world

The content-related parameters of the image world are based on the **brand focus**, **brand essence** and the **core brand themes**.

The stylistic parameters of the image world are based on the **brand style**. These individual elements of the brand personality translate into the content concept for the image world.

- 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

The Novartis image world and visual identity

The strength of the Novartis visual identity revolves around the understanding of the core brand elements, image world and core brand principles.

Core brand elements

- Logo
- Color
- Typography

Image world

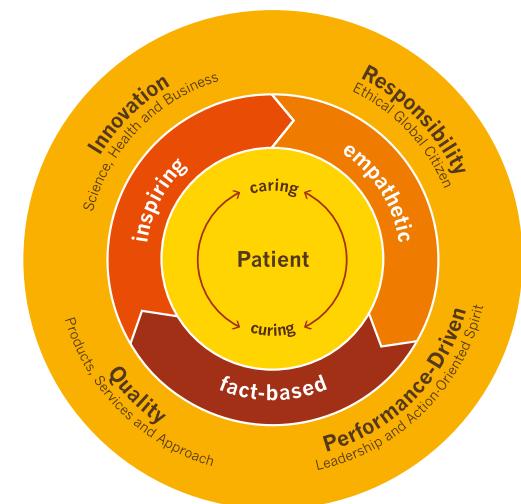
Core brand principles

- Primary white
- Core vertical
- Color/image balance

Novartis visual identity impact on the Novartis image world

The element of the visual identity that most strongly influences the image world is the Novartis color family. It defines the overall mood and appearance of the image world. Blue is used exclusively for the Novartis logo. The warm colors of the Novartis color palette define the warm tone of the Novartis image world.

Refer to the appendix or the core principles and elements style guide for more information on Novartis brand basics.



4 Image world and brand architecture

The Novartis image world and brand architecture

The Novartis image world guideline only applies for images used by corporate, countries, divisions, franchises, BU's and institutes (brand architecture levels 1 and 2). Only these entities can use Novartis brand imagery.

Brand architecture levels 1 and 2

Novartis corporate, countries, divisions, franchises, BU's and institutes

Only entities at brand architecture levels 1 and 2 use the Novartis visual identity and are allowed to use Novartis brand imagery.

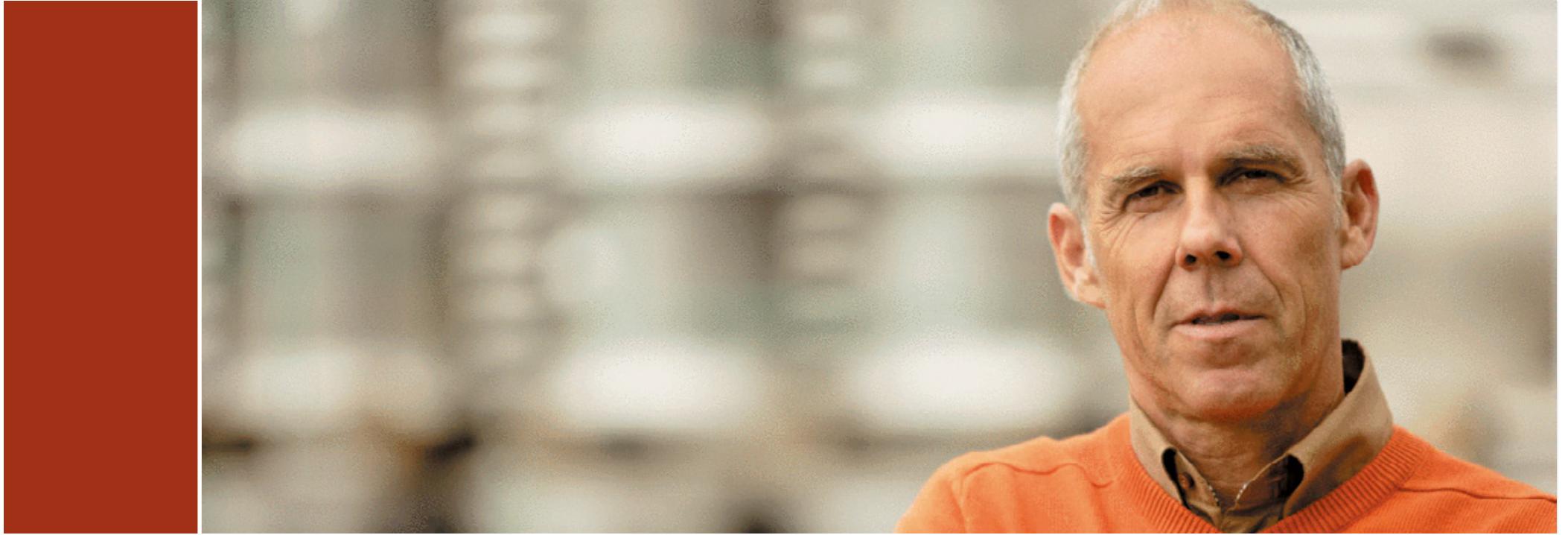
Brand architecture levels 3 and 4

Novartis products and other Novartis company brands

Brand architecture level 3 includes product brands such as Gleevec® and Diovan®. Level 4 encompasses other Novartis company brands such as Sandoz and Alcon. Entities on these two levels have their own corporate and visual identity.

Communications around Novartis products, product brands and company brands cannot use the Novartis brand imagery.

Brand imagery	Level 1 consists of Novartis logo with and without tagline	Level 2 consists of Novartis logos with descriptor, e.g. Novartis Oncology and NIBR	Level 3 consists of Novartis products, e.g. Gleevec and Diovan	Level 4 consists of other Novartis company brands, i.e. Sandoz and Alcon
			Own imagery to be used	Own imagery to be used



Novartis brand imagery – Content

- People
- Animals
- Objects
- Sites and buildings
- Environment

Focus on people

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

Types of patients

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



Diverse in gender and age



Diverse in ethnicity and cultural background



Diverse in age

Physical features

- **Gender:** female and male
- **Age:** all ages
- **Cultural background:** diverse (all ethnicities, nationalities and religions; consider local customs when displaying religious symbols to avoid possible offense)



Everyday attire



Everyday attire



Attire should fit culture of subject and region in which image is used



Simple, contemporary attire and accessories



Solid-colored clothing, whenever possible



Solid-colored clothing, whenever possible

Clothing (including accessories)

Clothing must match the situation, environment and time. Attire should:

- Reflect everyday life
- Fit the culture of the subject and region in which the image will be used
- Be contemporary: neither too fashionable nor too outdated
- Preferably be solid in color

For colors of clothing, see style section, page 22.

Styling (including makeup, manicure, grooming)

Styling must match the situation, environment and time. It should:

- Fit the culture of the subject and region in which the image will be used
- Feature subtle makeup, if at all
- Feature a natural manicure, if at all
- Be clean and neat in appearance
- Be contemporary: neither too fashionable nor too outdated



Styling should fit culture of subjects and region in which image is used



Styling should fit culture of subject and region in which image is used



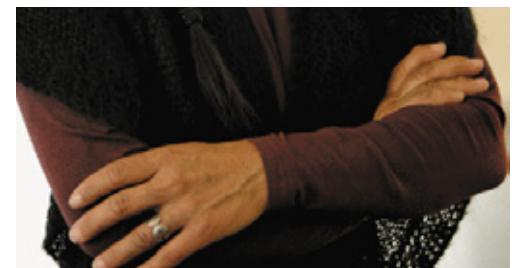
Styling should fit culture of subject and region in which image is used



Subtle makeup, if at all



Subtle makeup, if at all



Natural manicure, if at all



Clean, neat appearance



Contemporary styling: neither too fashionable nor too outdated



Natural posture

Business people

Types of 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.



Business professionals



Healthcare professionals



Scientists



Business professionals



Healthcare professionals



Production specialists

Clothing (including accessories)

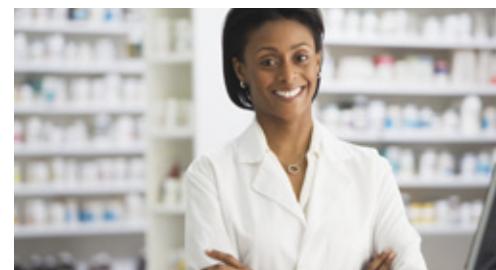
Clothing must match the situation, environment and time. Attire should:

- Be business casual or standard business attire
- Fit the culture of the subject and region in which the image will be used
- Be contemporary: neither too fashionable nor too outdated
- Preferably be solid in color

For colors of clothing, see style section, page 22.



Appropriate attire and diversity reflecting the Novartis business world



Appropriate attire



Appropriate attire and diversity reflecting the Novartis business world

Styling (including makeup, manicure, grooming)

Styling must match the situation, environment and time. It should:

- Fit the culture of the subject and region in which the image will be used
- Feature subtle makeup, if at all
- Feature a natural manicure, if at all
- Be clean and neat in appearance
- Be contemporary: neither too fashionable nor too outdated



Styling should fit culture of subjects and region in which image is used



Styling should fit culture of subjects and region in which image is used



Natural posture and/or interaction



Natural manicure if at all



Subtle makeup, if at all



Natural posture and/or interaction



Clean, neat appearance



Contemporary styling: neither too fashionable nor too outdated



Avoid artificial posing

Situation

Novartis imagery should depict people in natural situations.

- Images featuring only one individual **should not show the person from behind**
- Groups should consist of a **maximum of five people**
- **Members of a group should interact** with each other on one level, so they appear unified (no person should stand apart from the group)
- When featuring groups, at least one person has to **face the camera**
- The **relationship** between people in a group should be one of **mutual care and respect**
- The **camera should appear to engage with subjects**, not function as a mere observer



Natural situations



Natural situations



Five people maximum, interacting with each other on one level



Relationships based on mutual care and respect



Avoid contrived situations



Face visible when image features only one person



Avoid people from behind when image features only one person



Camera appearing to engage with subjects



Avoid subjects that appear disengaged

Environment

People should appear in a natural physical environment:

- **Outdoor:** Nature or urban environments for patients, Novartis sites and campuses or Novartis-related locations for business shots
- **Indoor:** Any indoor environment
- **Neutral background** (see style section, page 21)
- Subjects cannot be cut out and detached from their natural environment

Note: The environment in an image should reflect the culture of the region in which the image will be used.



Nature



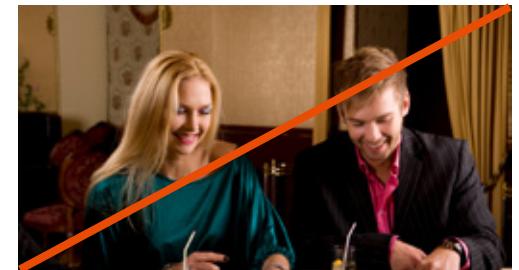
Urban environments, e.g. cities, Novartis sites and campuses



Avoid portraying people in unusual outdoor environments



Laboratories



Avoid portraying people in environments unrelated to Novartis business



Doctors' offices



In front of a neutral background



Avoid portraying people in outdoor environments unrelated to Novartis business

Animals

The regulations in this section refer to images that show animals as the main subject, with or without people.

Types of animals

Imagery should reflect the target audiences of Animal Health:

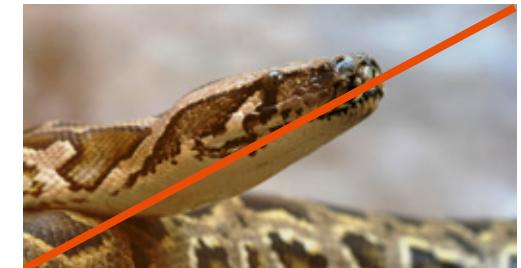
- **Companion animals:** Dogs, cats, horses
- **Farm animals:** Cattle, swine, poultry, sheep
- **Farmed fish**



Companion animals



Farm animals



Avoid animals that do not belong to the Animal Health target audience

Situation

Novartis imagery should depict animals in natural situations:

- Farm animals should appear in groups, if appropriate
- If featuring people and animals in the same image, a relationship between the two should be visible



Farmed fish



Farm animals should appear in groups, if appropriate



Avoid portraying animals in unnatural groupings and environments

Environment

Animals should appear in their natural environment:

- **Outdoor:** Nature, urban environments, water
- **Indoor:** Domestic animals in homes, farm animals in stables
- Animals cannot be cut out and detached from their natural environment



If featuring people with animals, a relationship between the two should be visible



Animals should appear in their natural environment



Avoid portraying animals and people with no visible relationship

Objects

The regulations in this section refer to images that show objects as the main subject, with or without people.

The focus of Novartis brand imagery is on people, but it is possible to show an object as the main subject with no person in the image. Using objects by themselves should be an exception, e.g. when they are better able to convey a message.

Types of objects

- **Symbolic objects:** various objects that communicate a figurative or abstract message (can be parts of people that symbolize a figurative or abstract message; no faces visible)
- **Work-related objects:** office material, laboratory tools or medical equipment
- **Product-related objects (no logos):** plain product packaging and general products not associated with a brand

Environment

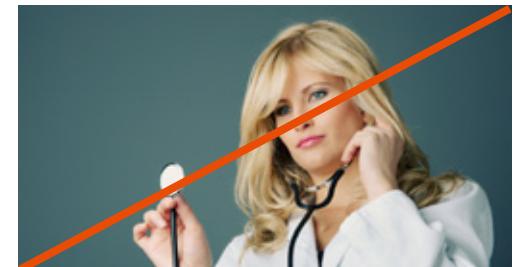
- Objects should appear in their natural environment (e.g. medical equipment in doctors' offices, office material in business settings, etc.)
- Objects cannot be cut out and detached from their natural environment



Symbolic objects



Close-ups of body parts, if representing a symbolic message



Avoid visible faces



Office material



Laboratory tools



Avoid objects unrelated to Novartis business, unless they are symbolic



Medical equipment



Plain product packaging



Avoid products removed from their natural environment and/or portrayed in unrealistic settings

Sites and buildings

The regulations in this section refer to images that show sites and buildings as the main subject, with or without people.

The focus of Novartis brand imagery is on people, but it is possible to show architecture as the main subject with no person in the image. Using sites and buildings in images should be an exception, e.g. when they are the main purpose of the message.

Types of sites and buildings

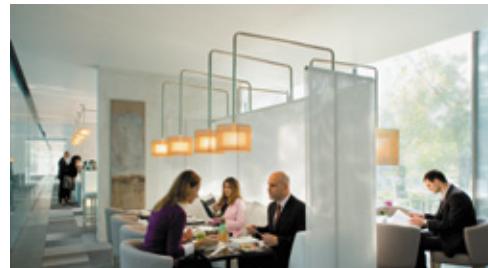
- **Outdoor buildings:** building exteriors
- **Indoor:** general room interiors, offices, laboratories
- **Outdoor sites:** Novartis sites and campuses, outdoor locations related to the Novartis business

Physical appearance

- Sites and buildings must portray Novartis in an authentic, positive way



Buildings with authentic and positive representation of Novartis



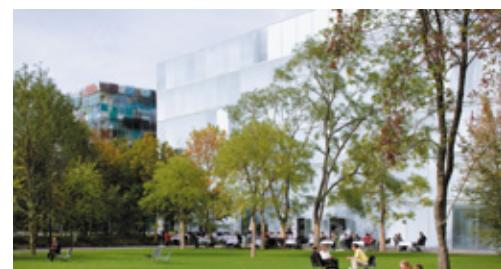
Rooms, if they are the focus of the message



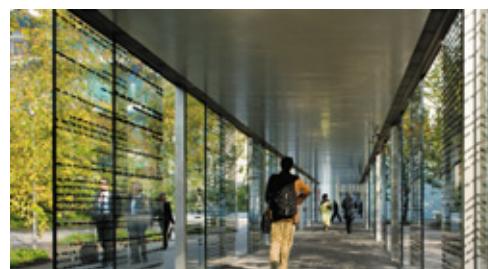
Offices



Laboratories



Novartis sites and campuses or outdoor locations related to Novartis business



Novartis sites and campuses or outdoor locations related to Novartis business



Avoid substandard buildings that do not reflect Novartis architecture



Avoid indoor environments unrelated to Novartis business



Avoid sites unrelated to Novartis business



Novartis brand imagery – Style

Overview of image style elements

Background

Color/light

Perspective

Cropping/composition

Overview of image style elements

Background

- Novartis images consist of two levels: an in-focus subject and an out-of-focus background
- The background has a simple, regular pattern and is a closed color field
- Attention should be on the subject(s)



Color/light

- Either the subject (i.e. clothes) or the background should feature a Novartis color
- Images should feature warm light, neither be too dark nor too bright



Perspective

- The perspective represents the view-point of the individual looking at the image
- Eye-level perspective creates a direct, authentic connection to the subject(s)



Cropping/composition

- The subject should be cropped on one to three sides to create comfortable closeness and avoid a feeling of distance or intrusiveness
- The background should make up about two-thirds of the entire image

Background

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

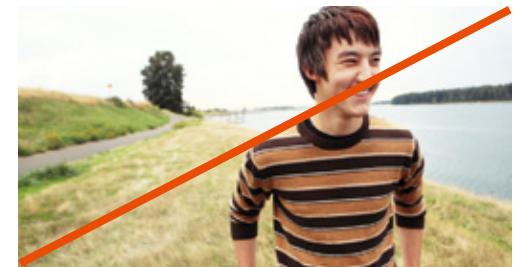
For exceptions, see special cases section, pages 25–31.



Background should be a closed color field



Background should be a regularly patterned wall or other surface



Avoid deep spaces with vanishing point



Background must be out of focus



Background should be in one color tone



Avoid solid-color and/or in-focus backgrounds



Background should have some pattern, not just be of one solid color



Background should not feature other people



Avoid busy backgrounds with flashy colors and/or additional people

Color/light

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



Novartis color family



A Novartis color should dominate background and/or subject



A Novartis color should dominate background and/or subject



Avoid cold colors, especially blue

Warm colors

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



Warm light



Natural light



Avoid artificially colored light

No cold, loud colors

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



Light should cover image evenly and not project shadows or strong contrasts on subject



Medium brightness (not too dark or too bright)



Avoid shadows (especially on faces) and light contrasts

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

For exceptions, see special cases section, pages 25–31.

Perspective

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

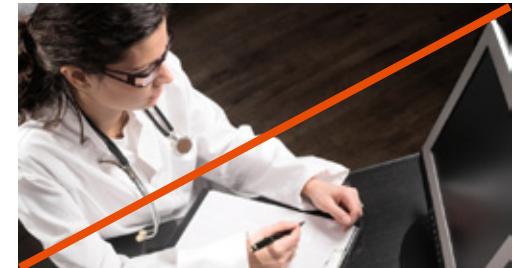
For exceptions, see special cases section, pages 25–31.



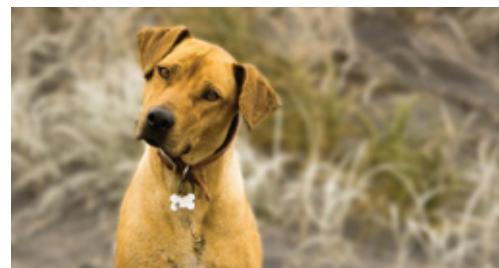
Eye-level perspective



Eye-level perspective



Avoid capturing subjects from above



Eye-level perspective



Frontal perspective toward object(s)



Avoid capturing subjects from below



Even exposure



Even exposure



Avoid crooked photographs

Cropping/composition

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



Subject cropped on one side



Subject cropped on two sides



Avoid distant subject in open space



Subject cropped on three sides



Place subject off-center when possible



Avoid cropping on all sides



Background should make up about two-thirds of image



In portrait shots, shoulders of subject should be visible



Avoid cut-out subjects removed from their natural environment



Novartis brand imagery – Special cases

Laboratories/production facilities

Medical facilities/hospitals

Objects

Sites and buildings

Black and white imagery and executive portraits

Illustrations

Some situations in category 1 (brand imagery) allow certain style exceptions and specific rules. These particular cases are outlined here.

Images in laboratories/ production facilities

Busy background

- The background is busy and inconsistent by nature, so it does not have to be a regularly patterned surface, but it must be out of focus (to avoid appearance of vanishing point and/or open space)



Background can be busy



All subjects must be in focus against an out-of-focus background



Avoid busy, clearly recognizable backgrounds



Colors and light can be cold in tone



Light tone should fit environment



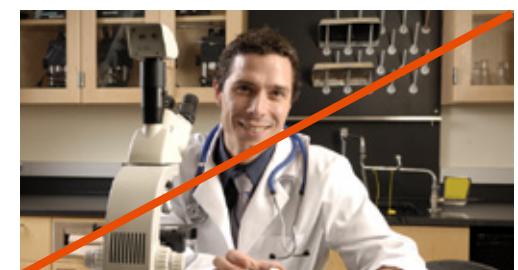
Avoid artificially colored light and unauthentic situations



Bright backgrounds and light colors



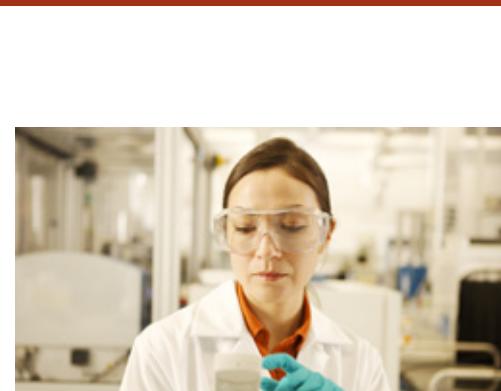
Clothes and objects can be cold in color tone if fitting to environment



Avoid dark, sharp and clearly recognizable backgrounds and/or dark images

Light colors and bright light

- Laboratory and production site images should have a slightly sterile look
- Color tones should be light, and the overall image should be bright
- Avoid gray or yellow tones



Bright backgrounds and light colors



Avoid dark, sharp and clearly recognizable backgrounds and/or dark images

See HSE compliance section (page 36) for details on regulations for laboratory and production shots.

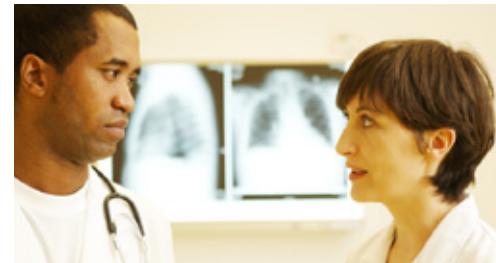
Images in medical facilities and hospitals

Cold color tones

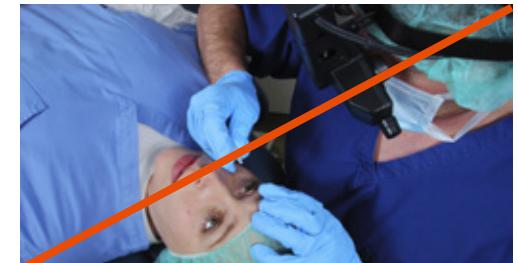
- Uniforms, work clothes, accessories and objects with a cold color tone by nature or regulation are allowed to ensure an authentic representation of the subject and environment



Cold color tones in clothing and objects allowed if not too dominant



Cold color tones in clothing and objects allowed if not too dominant



Avoid dominant, saturated colors not part of Novartis color family and/or extreme perspectives

Light colors and bright lights

- Images shot in medical facilities and hospitals should have a slightly sterile look
- Color tones should be light, and the overall image should be bright
- Avoid gray or yellow tones



Bright colors with a more sterile touch



Bright colors with a more sterile touch



Avoid dark images



Bright, natural light



Patients should wear clothes with warm color tones



Avoid overly bright images and/or plain, white backgrounds

Objects

Image content

When objects are the main subject of an image, human body parts except for the face can be shown. The object should be in focus, and the background – a closed color field with a simple, regular pattern – out of focus.



Object(s) only



Object and body part



Avoid recognizable faces when object is main subject; focus should be on object

Optional eye-level perspective

- Objects may be shot slightly from above
- Bird's-eye view is not allowed



Object at eye-level perspective



Object shot slightly from above



Avoid extreme perspectives

Details

- The camera can zoom in on objects, but background must be out of focus



Free-standing object not cropped on any side



Details allowed (note out-of-focus background)



Avoid cut-out objects and/or sharp, plain background

People can be in the out-of-focus background portion of an image when the object is the main focus, as long as they blend in and the background remains a simple, regularly patterned, closed color field. The background should never distract from the subject.

Sites and buildings

Buildings (outdoor and indoor)

Out-of-focus foreground

- It is possible to have the foreground (a site) out of focus and the background (a building) in focus, if the background is the main subject



Focus on a site, background out of focus



Focus on a building, foreground out of focus



Background or foreground should be out of focus, unless entire image is main subject

Cold color tones and light

- All images must feel natural and real, so cold color tones, if naturally present, are allowed
- A warm element should still be present



Cold color tones allowed



Cold color tones allowed



Avoid images with overwhelmingly cold color tone and look

Optional eye-level perspective

- Architecture can be shot slightly from above or below
- Avoid extreme perspectives

Full view

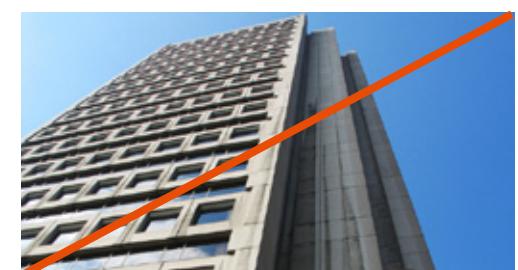
- Novartis buildings do not have to be cropped on any side
- If buildings are the subject and make up an entire image, the out-of-focus element is optional



Building or site can make up entire image



Building, site or structure must not be cropped from any side



Avoid extreme perspectives

Sites (outdoor)

Optional eye-level perspective

- Sites can be shot slightly from above

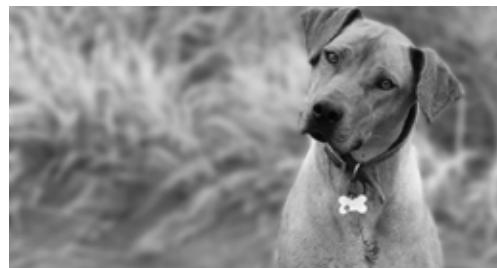
Cropping/composition

- A site can make up the entire image

Black & white imagery

Whenever possible, Novartis brand imagery should be in color.

If an image can only be presented in black and white, all other style elements – background, cropping/composition, light and perspective – must be observed.



Out-of-focus background



Subject(s) cropped on one to three sides



Avoid overly dark images



Medium-bright light



Eye-level perspective



Avoid overly bright images

Executive portraits

Executive portraits should comply with the general Novartis brand guidelines and should not contradict the Novartis look and feel, including the image world.

Illustrations

Illustrations are visuals created by hand or computer to support and clarify text. Whenever possible, Novartis images should be photographs, so as to represent a realistic view of the company and its personality.

Some situations, however, call for use of illustrations instead of photographic images:

- Visualization in web-based programs (e.g. eLearnings)
- Instruction manuals
- Brochures for children
- Packaging
- Sensitive or highly graphic topics (e.g. communication on diseases)

Illustrations in Novartis material must follow certain guidelines:

- Illustrations must be realistic
- Illustrations must comply with the overall branding guidelines (colors, style)
- Perspective should be at eye-level
- Background must be of a solid, consistent color (in focus with no color gradients or fade techniques)



Packaging



Avoid illustrations unrelated to Novartis business or message of publication



Realistic illustrations



Avoid unrealistic portrayal of characters



Solid-color background (no gradients)



Avoid cold or faded colors



Novartis editorial and technical imagery

Novartis editorial imagery content and style
Novartis technical imagery content and style

Editorial imagery

Editorial imagery shows real people and situations. Its purpose is to portray live moments. These images are appropriate for communications such as employee magazines or invitations that feature employees, production sites, etc. They do not have to comply with all image world guidelines.

Image content

Editorial imagery and brand imagery should use the same type of subjects: **people, animals, objects, sites and buildings**. Avoid content that may have a negative impact on the Novartis reputation. Images portraying events, meetings or other gatherings **can feature more than five people**.

Image style

Only image **perspective must follow the guidelines**. All other Novartis image world style elements are optional.

Whenever possible, select or create images that come closest to Novartis brand imagery.



More than five people allowed



Events



Avoid posed or contrived situations



Any background (image style elements are optional)



Cold color tones



Avoid content with potentially negative connection to Novartis



Eye-level perspective



Full-person view; no cropping required



Avoid extreme perspectives

Technical imagery

Technical imagery includes images used for illustrations of technical subjects, production processes and other business-related matters that follow special clothing, operations and safety regulations.



Image for manuals



Image of production process

There are no don'ts for technical imagery. All Novartis image world style elements are optional.

Image content

Imagery varies significantly by content. No specific rules apply, but the subject(s) must be portrayed realistically.



General signs



Clothing



Machines



Facilities



HSE, legal and copyright and trademark compliance

Image content must comply with Novartis health, safety and environment standards. Legal, copyright and trademark regulations apply to the use of all images.

This page provides you with the appropriate contact persons and approval procedures for Novartis photo shoots and image selection.

HSE compliance

Health, Safety and Environment (HSE) at Novartis aims to continually implement measures that improve the health and safety of associates. HSE standards define, for example, proper clothing for laboratory staff. All HSE standards must be observed in Novartis imagery.

There is no company-wide list of HSE rules for production photos. To ensure HSE compliance in imagery, contact a local HSE officer.

Procedure for production photo shoots (including research and development)

- Announce the photo shoot to the site manager
- Contact the local HSE officer
- The local HSE officer as well as the responsible communications person have to attend the shoot

Mandatory approval process for all laboratory and production photos

- Approval from Site HSE and Site Manager
- Final approval by the Corporate HSE and Business Continuity office

For questions and final approval, contact Corporate HSE:

Stefan Bengtsson

Corporate Safety Manager
Phone: +41 61 324 0571 (direct)
E-mail: stefan.bengtsson@novartis.com

Keith Saveal

Head, Corporate HSE & Business Continuity
Phone: +41 61 324 7663
E-mail: keith.saveal@novartis.com

Legal and copyright compliance

Prior to any photo shoot:

- Review local legal and global copyright requirements
- Obtain photography allowance for location (coordinate with site, building or laboratory representative)
- Distribute Novartis model release forms and collect completed forms (ready-to-use English version available on NBS: The Novartis brand/Visual identity & logos/Image world overview)

See the photo shoot checklist on page 40 for more information, including a contract guide (in English) for developing a photographer agreement.

Trademark compliance

Trademark and domain name protection for all parts of the Novartis corporate brand are managed by Marcus Goldbach.

For questions or information on any trademark-related aspect of the Novartis name, logo and tagline, contact:

Marcus Goldbach

Head of Corporate Trademarks & Domain Names
Group Legal – IP Strategy & Policy
Phone: +41 61 324 3211
E-mail: marcus.goldbach@novartis.com



Image world tools

- Novartis multimedia library
- Stock images and image editing
- Novartis photo shoot checklist
- Contact information

10.1 Image world tools: Novartis multimedia library

Novartis images on NBS

All images on the Novartis Brand Service (NBS) website are owned by Novartis. They can be used for free by all Novartis associates for any Novartis communications.

Images marked with an asterisk are royalty-free and can be owned or used by other parties. All images without asterisks are owned exclusively by Novartis.

<http://www.novartisbrandservice.com/multimedia-library/index.shtml>

Welcome to Novartis Brand Service: Multimedia Library

Search

Images

- > People
 - > Patients and others
 - > Health-care professionals
 - > Business professionals
 - > Scientists
- > Purpose / Aspiration / Strategy
- > Production
 - > Novartis executives
 - > Sites & buildings
 - > Animals
 - > Company history
 - > Miscellaneous

Videos

* These images are Royalty Free and are not exclusively owned by Novartis.

NBS website, multimedia library

Stock images

In addition to creating Novartis images, stock photos can be purchased from various providers. Novartis does not have a preferred supplier, but the following websites offer a wide selection of images for purchase:

www.gettyimages.com
www.stockimages.com
www.imagepoint.ch
www.corbis.com

To have selected images from stock photo databases reviewed by a Novartis brand expert, contact the NBS hotline at +41 61 324 8899 or nbs@novartis.com.

Royalty-free images

Royalty-free images can be bought by the public and applied according to specific terms of use. The creator retains all copyrights and publishing rights. Purchased images may not be re-sold or redistributed to a third party.

Rights-managed images

Rights-managed images can be rented from a photographer for a fee. Purchase of such an image incurs costs for managing the image's usage rights to prevent a competitor from using the same image.

Image editing

Images can be edited to better comply with the Novartis image world guidelines. Here are some image editing tips to create a Novartis look and feel:

- Crop image until background makes up about two-thirds and subject is cropped on one to three sides
- Adjust color to create a warm tone (be careful not to make the image too yellow)
- Adjust brightness of images that are too light or dark
- Replace cold-toned colors in clothing or background with warmer-toned colors
- Eliminate flashy designs on clothing

Image editing should be performed by a professional design agency.



Composition before editing



Composition after editing (cropped)



Light before editing



Light after editing (brighter image)



Background and light before editing



Background (out of focus) and light (warmer tone) after editing



Light and composition before editing



Light (warmer tone) and composition (cropped) after editing

Photo shoot checklist

To ensure a smooth photo shoot and compliance with all regulations, use the following checklist for your reference.

- | | |
|---|---|
| <input type="checkbox"/> Photographer agreement guide <ul style="list-style-type: none">– Review our photographer agreement guide when drafting your contract to ensure all important points are addressed– Your local legal department must review and approve any contract– Download the photographer agreement guide from the Novartis Brand Service website | <input type="checkbox"/> HSE compliance <ul style="list-style-type: none">– Health, Safety and Environment (HSE) standards must be observed at any applicable shoot (laboratories, production sites, etc.)– A HSE representative must be present at the photo shoot to define regulations for the specific location |
| <input type="checkbox"/> Model releases <ul style="list-style-type: none">– You or your photographer should provide all models with release forms– These must be completed and collected before a photo shoot– Download the model release forms from the Novartis Brand Service website | <input type="checkbox"/> Legal/copyright compliance <ul style="list-style-type: none">– Ensure photography rights: Copyrights for all images need to be cleared (see photographer agreement guide)– Images must comply with local legal regulations |
| <input type="checkbox"/> Location <ul style="list-style-type: none">– Organize site allowance with site, building or laboratory representative– Appropriate location must be available and the photo shoot clearance organized | <input type="checkbox"/> Trademark compliance <ul style="list-style-type: none">– Contact Marcus Goldbach for any trademark-related question (see p. 41) |

Relevant contact information

Novartis multimedia library

<http://www.novartisbrandservice.com/multimedia-library/index.shtml>

NBS hotline

www.novartisbrandservice.com
Phone: +41 61 324 8899
E-mail: nbs@novartis.com

Stock image agencies

www.gettyimages.com
www.stockimages.com
www.imagepoint.ch
www.corbis.com

Corporate Health, Safety and Environment (HSE)

Stefan Bengtsson

Corporate Safety Manager
Phone: +41 61 324 0571 (direct)
E-mail: stefan.bengtsson@novartis.com

Keith Saveal

Head, Corporate HSE & Business Continuity
Phone: +41 61 324 7663
E-mail: keith.saveal@novartis.com

Corporate Trademarks and Domain Names

Marcus Goldbach

Head of Corporate Trademarks & Domain Names
Group Legal – IP Strategy & Policy
Phone: +41 61 324 3211
E-mail: marcus.goldbach@novartis.com

Other Novartis brand guidelines

- Core principles and elements style guide
- Print media style guide
- Brand architecture style guide

These and additional style guides are available at

www.novartisbrandservice.com

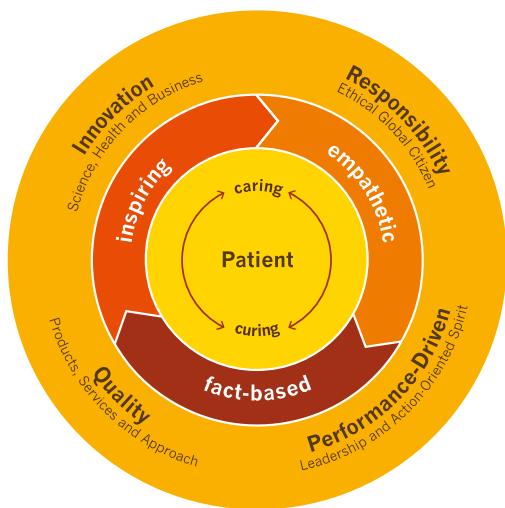


Appendix – Novartis brand basics

Brand personality
Visual identity

The Novartis image world reflects the brand personality

The Novartis brand personality is the basis of the Novartis brand, defining the content and direction of its visual, written and verbal communication. It consists of a brand focus, brand essence, brand style and core brand themes. The brand personality should be reflected in all Novartis imagery.



Brand focus

The patient

The Novartis brand focus is the center of our brand. 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 healthcare 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.

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 & Business

We seek to constantly innovate in the way we discover and develop successful new medicines, in the way we market and deliver those medicines to

the patients that need them, and in 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 & 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 & Approach

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

Visual identity

Core brand elements

Logo

On the right-hand side you find all officially approved Novartis logos. All other entities must use the Novartis logo. The logo with tagline is reserved exclusively for communications that do not refer to products, product brands or diseases.



Color

The Novartis blue is used exclusively for the logo and nowhere else. The accompanying color definitions are in RGB format. Refer to the Novartis Brand Service website for a comprehensive list of color definitions.

Or 127g 161b 100c 0m 10y 35k RAL Classic 5019 RAL Design 2105045	Novartis blue is reserved exclusively for use in the Novartis logo						
99r 67g 41b 70c 80m 100y 30k RAL Classic 8017 RAL Design 0402019	146r 50g 34b 30c 90m 100y 15k RAL Classic 3011 RAL Design 0303040	228r 76g 22b 0c 80m 100y 0k RAL Classic 2002 RAL Design 0405070	236r 128g 38b 0c 60m 100y 0k RAL Classic 2011 RAL Design 0606080	252r 175g 23b 0c 35m 100y 0k RAL Classic 1003 RAL Design 0757080	254r 211g 0b 0c 15m 100y 0k RAL Classic 1023 RAL Design 0808090	245r 235 215b 0c 10m 25y 0k RAL Classic 9001 RAL Design 0759020	

Typography

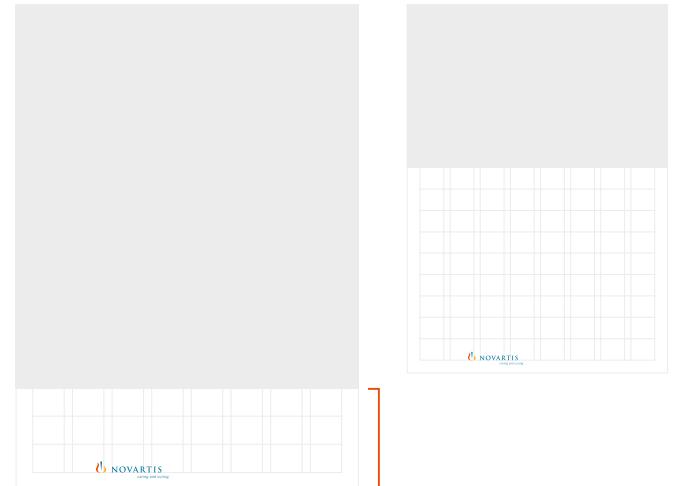
News Gothic MT is the preferred typeface for all printed materials. Sabon is used mainly for cutlines, captions and pull quotes. Verdana is the preferred typeface for intranet and internet. Arial should be used for e-mail, PowerPoint, Word and Excel documents.

For Print Media Only	For Electronic Media Only
News Gothic MT	Sabon
ABCDEabcde123	ABCDEabcde123
ABCDEabcde123	ABCDEabcde123
ABCDEabcde123	ABCDEabcde123
ABCDEabcde123	ABCDEabcde123
For use in: <ul style="list-style-type: none">- Headlines- Subheads- Body text- Chart text, etc.	For use in: <ul style="list-style-type: none">- Cutlines- Captions- Pull quotes
	For use in: <ul style="list-style-type: none">- Internet- Intranet
	For use in: <ul style="list-style-type: none">- E-mail- PowerPoint- Word- Excel

Core brand principles

Primary white

White is the primary color of Novartis and brings elegance to its visual identity. It is the only proper setting for the Novartis logo and the optimal canvas for the Novartis color palette and image world.



Core vertical

The primary visual emphasis of all Novartis publications should be strongly vertical, directing the viewer to the logo. This core vertical is established by the Novartis logo, whereby all major elements align left to the "N."



Color/image balance

Images from the image world should always be paired with a color block unless the layout dictates otherwise (e.g. there may be too many other images/graphics and any additional design elements would make it too busy or repetitive). The image and color block unit should achieve a complementary balance.

