

Our Brand

Actavis Design Guidelines
March 2013



The Purpose of This Document

We must work every day to remain true to our brand and to the people and products that it represents. Our brand communications are a direct reflection of who we are. When they are well-crafted and consistent, we enhance our image as a professional, sophisticated company. It's not only what we say, but also how we say it — through design, tone of voice, imagery, layout, color and typography. These guidelines explain our communications vision. They establish basic elements to ensure that all of our communications have a consistent look and feel that is aligned with our brand.

Contents

1.0 Our Brand

1.1 The Purpose of This Document

1.2 Contents

2.0 Our Logo

2.1 Primary Format

2.2 Clear Space and Minimum Size

2.3 Secondary Horizontal Format

2.4 Clear Space and Minimum Size

2.5 Logo Lockups

2.6 Digital Icons and Mobile Media

2.7 Color

2.8 Incorrect Use

2.9 Placement

3.0 Our Brand Elements

3.1 Overview

3.2 Color

3.3 Color Selection

3.4 Typography

3.6 Photography

3.7 The Rounded Tab

3.8 The Rounded Tab Placement and Use

3.9 Support Graphics

4.0 How It All Comes Together

4.1 360° Overview

4.2 Stationery Suite

4.3 Fax and Memo

4.4 Business Cards

4.5 Website

4.6 Brochure

4.7 Email Signature

4.8 Advertisement

5.0 Our Winning Way logo

5.1 Preferred Format

5.2 Preferred Format

Clear Space and Minimum Size

Secondary Logo Lockup with

Clear Space and Minimum Size

Logo Lockup with Translations

5.5 Color Options

5.6 Colors

5.7 Incorrect Use

5.8 Placement

5.9 360° Overview

Our Logo

Our logo is the face of our company – the primary visual expression that we use to identify ourselves. Our logo is a valuable asset, and we must be careful to use it correctly and to do so consistently. These guidelines are your handy reference for all things related to our logo and its use. By using our logo consistently, we will consolidate our image as a global organization.

Our Logo

Primary Format



The Actavis logo is composed of the Helix symbol and the Actavis logotype. These two elements maintain a fixed position and size relationship which may not be altered.

The distinctive Helix symbol speaks to our company's fast-evolving business, as well as its dynamic culture. A close look reveals a "W" shape emerging from a shaded "A", a subtle historical reference to the Watson heritage and acquisition of Actavis.

Our Logo

Clear Space and Minimum Size



CLEAR SPACE

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. Measure the clear space as half the height of the lowercase letter "a."

MINIMUM SIZE

We have designed the Actavis logo to reproduce well at almost any size. Below a certain size, however, the integrity of the logo may be compromised. Never reproduce the logo where the Helix symbol is smaller than 0.15" / 3.81mm wide. When using the logo at extremely small sizes, use the logo without the trademark symbol.

Our Logo

Secondary Horizontal Format



In order to always present the logo in the best way, we created a special horizontal Actavis logo for use in applications where vertical headspace is so limited that the primary logo may not fit or remain legible. Apply the horizontal logo only in those limited cases.

Our Logo

Clear Space and Minimum Size



CLEAR SPACE

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. Measure the clear space as half the height of the lowercase letter “a.”

MINIMUM SIZE

We have designed the Actavis logo to reproduce well at almost any size. Below a certain size, however, the integrity of the logo may be compromised. Never reproduce the logo where the Helix symbol is smaller than 0.15" / 3.81mm wide. When using the logo at extremely small sizes, use the logo without the trademark symbol.

Logo Lockups



Always left-align the descriptor to the wordmark.



Always left-align the descriptor to the wordmark.

Always treat logo lockups consistently. The descriptor name appears in Kievit Regular (see page 3.4), in Actavis Bright Green (see page 3.2). The height of the descriptor equals half the height of the lowercase “a” in the wordmark. Always left-align the descriptor to the wordmark.

Our Logo

Digital Icons and Mobile Media



For small digital icons and mobile media, use the Helix symbol alone.

Our Logo

Color



Preferred-color logo

The full-color logo is the preferred version for the majority of our communications.

Actavis_tm_4c.eps
Actavis_tm_c.eps
Actavis_tm_c.jpg



Gray logo

The logo may be reproduced in grayscale on applications, such as newspapers.

Actavis_tm_gray.eps/jpg



Black logo

The logo may be reproduced in black on 1-color applications, such as faxes.

Actavis_tm_k.eps/jpg



White logo

A reversed version of the logo is available for limited use on a dark background, as long as sufficient contrast is present to ensure legibility.

Actavis_tm_w.eps

The Actavis logo that you use will depend on the application and printing method. Every effort should be made to use the preferred, full-color logo on a white background; but when it is not feasible or cost-effective, an alternate logo may be used. No matter how our logo is reproduced, it always should be legible against the background.

Our Logo

Incorrect Use

Do not recreate our logotype in another typeface.



Do not alter the color of our logo.



Do not rearrange the elements or change the scale of our logo.



Do not put a drop shadow or other effects on our logo.



Please use the logo as it was originally drawn.
It was purposefully designed to fit across
numerous applications at various sizes.

Do not place our logo within a box or carrier shape.



Do not place our logo on a busy background.



Do not distort our logo.



Do not create new logos.



Our Logo Placement



A white band holds the logo and subtitle.



A white band holds the logo.

When designing an application, logo placement is crucial. Always place our logo in the bottom right-hand corner, surrounded by a solid horizontal band of white space. This white band may be thin if a large image appears above the logo, or thick if the design is simpler.

Note: There are a few exceptions to the logo placement which are defined by our corporate guidelines. For questions please contact Corporate Communications.

Our Brand Elements

A collection of brand elements—such as typography, imagery and color—support our logo. Together, our brand elements compose the look and feel that makes our communications recognizable as our own.

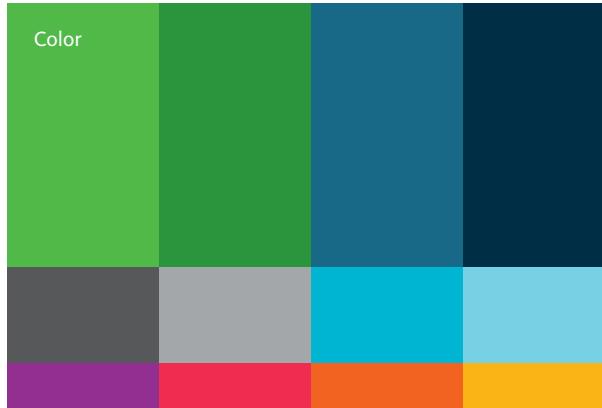
Our Brand Elements

Overview

Logo



Color



Typography

abc

Imagery



Support graphics



Layout



Our Brand Elements

Color

Primary Color Palette



Actavis Bright Green
Pantone® 361 C
C: 78 M: 0 Y: 100 K: 2
R: 67 G: 176 B: 42
HEX: #43B02A

Actavis Dark Green
Pantone® 363 C
C: 76 M: 3 Y: 100 K: 18
R: 76 G: 140 B: 43
HEX: #4C8C2B

Actavis Light Blue
Pantone® 7698 C
C: 65 M: 9 Y: 0 K: 53
R: 65 G: 116 B: 141
HEX: #41748d

Actavis Dark Blue
Pantone® 3035 C
C: 100 M: 30 Y: 19 K: 76
R: 0 G: 62 B: 81
HEX: #003E51

Secondary Color Palette



Actavis Dark Gray
Pantone® Cool Gray 11 C
C: 44 M: 34 Y: 22 K: 77 (alt 80% Black)
R: 83 G: 86 B: 90
HEX: #53565A

Actavis Light Gray
Pantone® Cool Gray 6 C
C: 16 M: 11 Y: 11 K: 27
R: 167 G: 168 B: 170
HEX: #A7A8AA

Actavis Dark Aqua
Pantone® 3125 C
C: 84 M: 0 Y: 18 K: 0
R: 0 G: 174 B: 199
HEX: #00AEC7

Actavis Light Aqua
Pantone® 310 C
C: 48 M: 0 Y: 9 K: 0
R: 106 G: 209 B: 227
HEX: #6AD1E3

Accent Color Palette



Actavis Purple
Pantone® 254 C
C: 48 M: 96 Y: 0 K: 0
R: 152 G: 29 B: 151
HEX: #981D97

Actavis Red
Pantone® 192 C
C: 0 M: 94 Y: 64 K: 0
R: 228 G: 0 B: 70
HEX: #E40046

Actavis Orange
Pantone® 166 C
C: 0 M: 76 Y: 100 K: 0
R: 227 G: 82 B: 5
HEX: #E35205

Actavis Yellow
Pantone® 130 C
C: 0 M: 32 Y: 100 K: 0
R: 242 G: 169 B: 0
HEX: #F2A900

Color helps people recognize our brand even before they read our name or see our logo. Color can also provoke a powerful emotional response. Our colors were chosen with care to convey that we are a vibrant, diverse and forward-looking company. Consistent use of our colors will build recognition for Actavis.

Actavis Bright Green is our primary color and should appear prominently on most applications. Our primary and secondary color palette—and the use of purposeful white space and saturated full bleeds in our visual identity—will add depth and clarity to materials. Our accent color palette will help bring clarity to charts and graphs.

Our Brand Elements

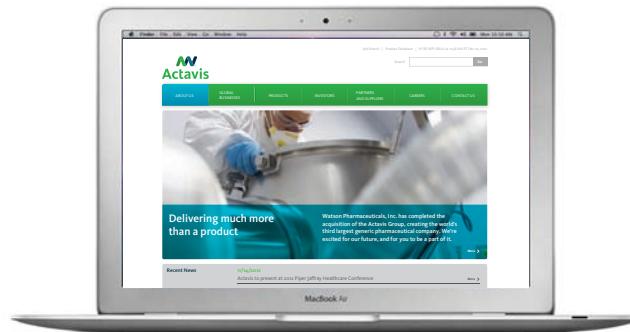
Color Selection

Reinforce brand identity



Primary

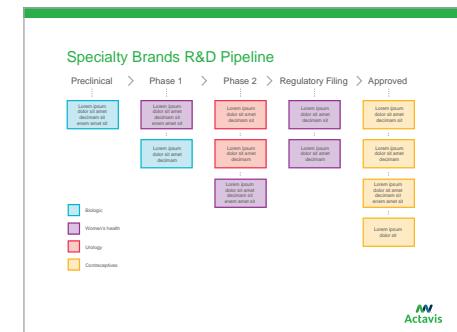
Visual interest



Primary

Secondary

Clarify information



Primary

Secondary

Accent

A few considerations can help guide the most appropriate color to use inside spreads and on the covers of materials. Color may be selected to reinforce our brand identity and build awareness, to bring visual interest to a design, or to highlight and communicate information in various ways.

Use the primary colors in our color palette for brochure covers and introduce secondary colors to add interest on interior spreads, web pages, etc. Use accent colors for charts and graphs and for important callouts.

Our Brand Elements

Typography

Primary Typeface

Use Kievit Book, Medium and Bold for primary headlines and messages.
Use Kievit Light, Regular and Medium, which are very legible, for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

For Digital Use Only

Use Arial Regular and Bold for digital applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kievit is our primary typeface. Its consistent use will make our communications recognizably Actavis. Kievit comes in a range of weights, allowing us to maintain legibility and to write and speak in tones that are most appropriate for the application's message.

For desktop-originated documents (e.g., those produced in Microsoft Word®), use Arial and Arial Bold. Also use Arial for body copy and headings in online applications and PowerPoint® presentations.

Our Brand Elements

Typography

TB Gothic (Japanese)

ライノ書体あのがはラ
ライノ書体あのがはラ
ライノ書体あのがはラ

Hei (Traditional Chinese)

明月幾時有？把酒問青天！

Hei (Simplified Chinese)

明月几时有，把酒问青天。

In addition to our Roman fonts, which have character support for a vast range of languages beyond English, we have also chosen specific fonts for the most prominent Asian languages that match the visual and tonal quality of their Roman counterparts.

Note: For Cyrillic, Russian and Eastern European please see the previous page.

For fonts not listed above, choose a modern, clean typeface that is in line visually with the Actavis system. If none are available, use the desktop default font.

Our Brand Elements

Photography

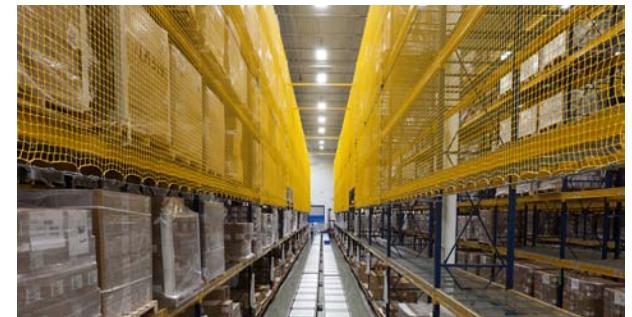
People



Products



Distribution



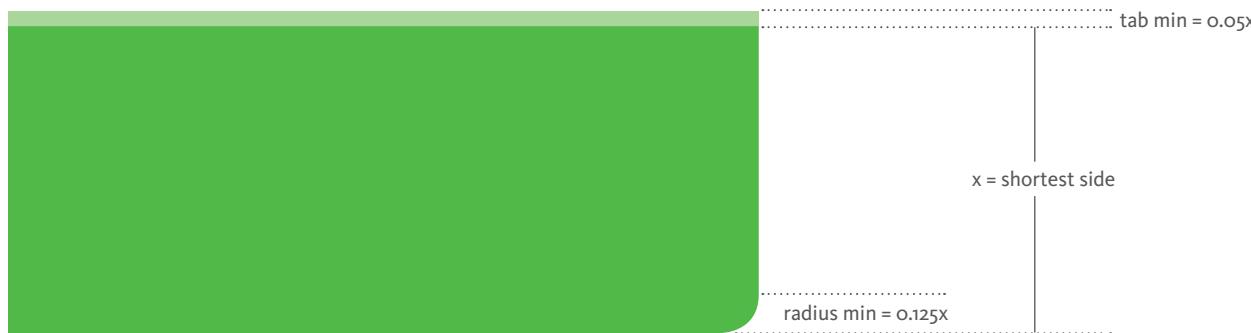
We use photography to communicate various aspects of our dynamic culture: our people, our products, our scientific and production capabilities and our global distribution network. Compelling images from our corporate library help us create a dynamic story about our company.

Whenever possible, select photos from the Actavis image library, our best source for photography that is ownable and consistent with our brand. Our photographic style is straightforward but compelling. Photos are focused, clear and uniquely Actavis.

Note: All photos in the Actavis image library are company property and are not to be used for non-business or personal purposes including posting to non-company social media sites, etc.

Our Brand Elements

The Rounded Tab



Inspired by the Actavis symbol, the Rounded Tab supports our identity and creates a unique and memorable visual element. The Rounded Tab is an effective, flexible way to make our materials more proprietary.

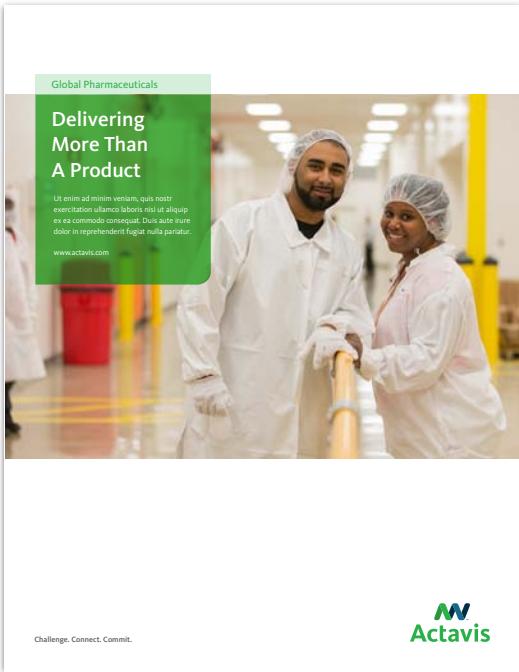
When using the Rounded Tab in applications, follow a few simple but important rules. Never use more than one Rounded Tab per cover or spread. The Rounded Tab may be a solid color, a color overlay or a frame for a photo. The radius of the Rounded Tab should never be greater than one-fourth or less than one-eighth the width of the shorter side of the object.

In some cases, the Rounded Tab may be paired with a single bar on the top edge of the tab. This bar should never be thicker than one-fourth or thinner than one-twentieth the height of the tab. The bar may be solid or used to hold descriptor type.

Our Brand Elements

The Rounded Tab Placement and Use

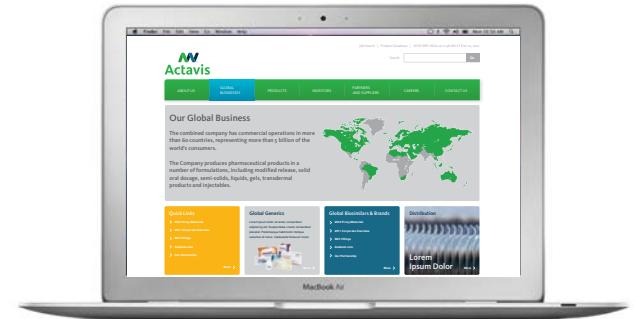
Brochure cover



PowerPoint



Website



The examples above demonstrate various ways to effectively use the Rounded Tab.

Our Brand Elements

Support Graphics

Iconography

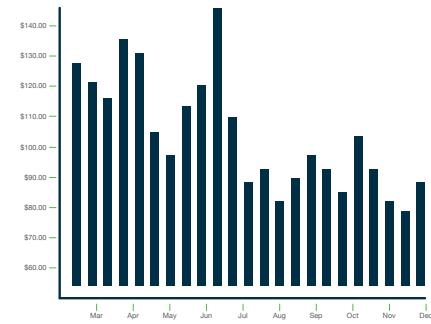


Callouts



Charts and graphs

Strength in Trying Times



Support graphics provide great flexibility in presenting content, while tying together the look and feel of our materials. Support graphics may be used in brochures and similar materials, as well as in internal communications.

There are three primary support graphic types: iconography, callouts and charts and graphs. Each support graphic type is designed in a simple, direct and modern style that reinforces our unified visual language.

Use support graphics to express ideas, to highlight key pieces of information or to present data in an easy-to-understand format.

How It All Comes Together

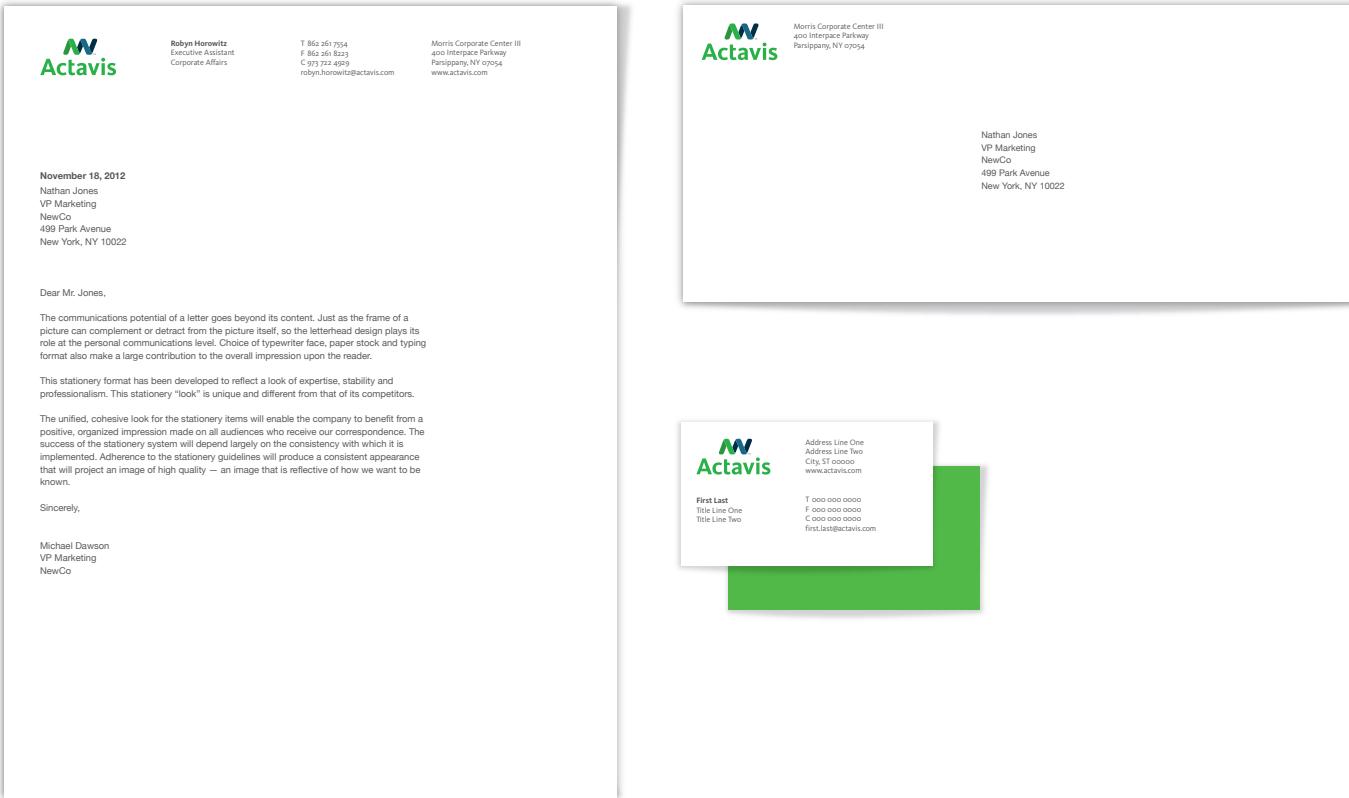
We designed our logo and brand elements with care and foresight. By applying these guidelines, we ensure that our messages are clear and engaging and that they always reinforce each other and express the true character of the Actavis brand.

360° Overview



The sample applications that follow illustrate how following these guidelines brings our brand to life in a cohesive and compelling way.

Stationery Suite



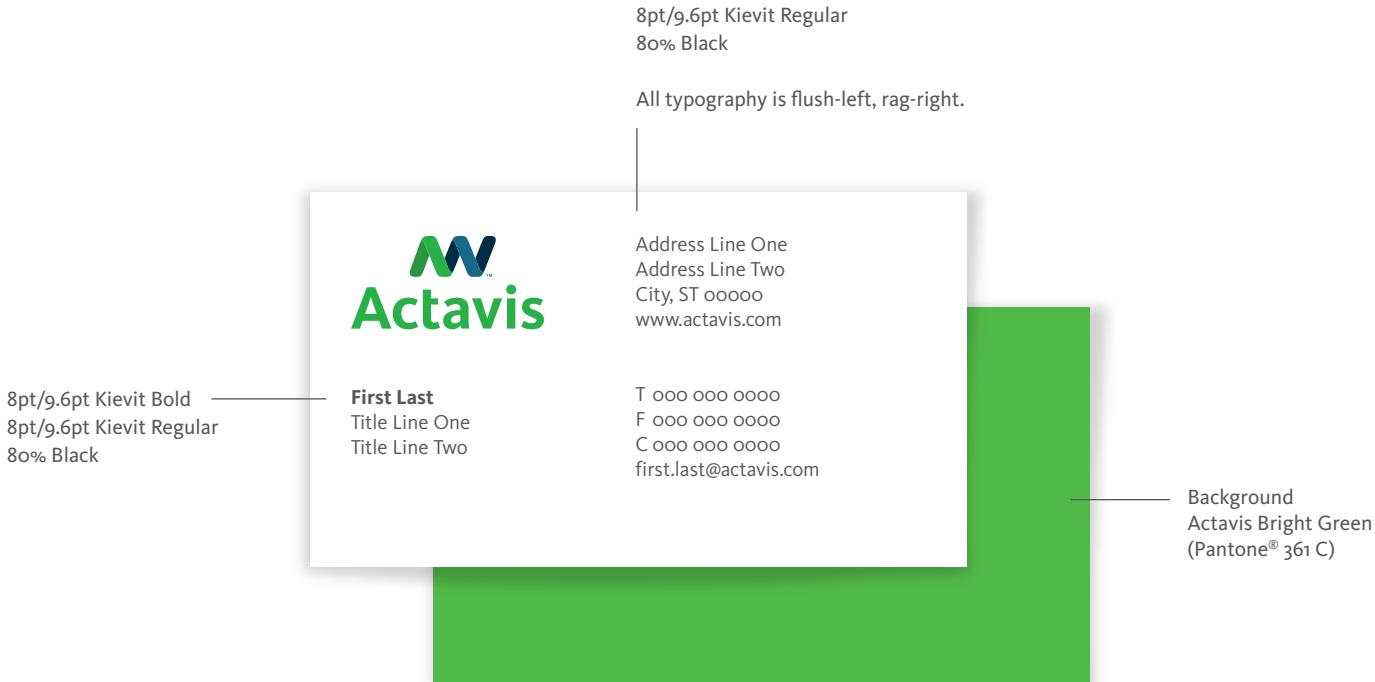
Displayed above are examples of commonly used stationery items: letterhead, envelope and business card.

Fax and Memo



Our Fax template uses the one-color, solid-black version of our logo to ensure proper reproduction. Our Memo template uses the full-color version of our logo.

Business Cards



Our business card is an important part of our identity. The card back supports our brand with the Actavis Bright Green.

Website



All of our digital media should reflect the look and feel of our visual identity.

Brochure



A Dynamic Leader
in the Global
Pharmaceutical
Marketplace

Actavis



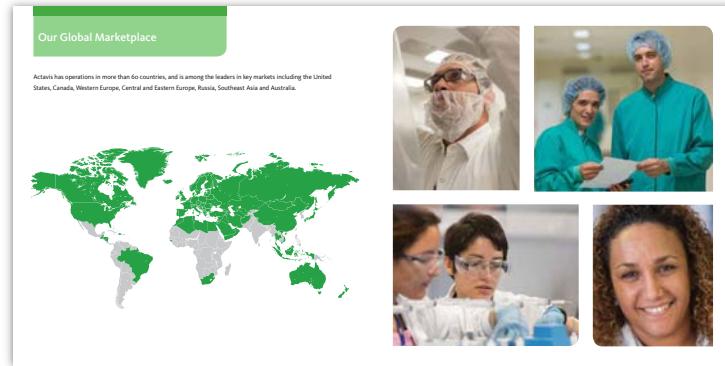
A Dynamic Leader in the Global Pharmaceutical Marketplace

Actavis, Inc. (NYSE: ACT) is a global, integrated specialty pharmaceutical company focused on developing, manufacturing, and distributing generic pharmaceutical products. The Company has global and U.S. headquarters in Parsippany, New Jersey, USA, and international headquarters in Zug, Switzerland.

Actavis is the world's third largest generic prescription drug manufacturer. Operating as Actavis Pharma, the Company develops, manufactures and markets generic, branded generic, legacy brands and Over-the-Counter (OTC) products in more than 60 countries. Actavis Specialty Brands is the Company's global specialty pharmaceuticals business, which markets a product portfolio of approximately 40 products principally in the United States and Canada that are focused in the Urology and Women's Health therapeutic categories, and is committed to developing and marketing biosimilars, particularly in the Hematology, Oncology and Endocrinology categories. In addition, Actavis is the fourth largest U.S. generic pharmaceutical product distributor through its Andra, Inc. business and also develops and/or licenses generic pharmaceutical products outside of the U.S. through its Medis third-party business.

Actavis Pharma, formerly known as our Global Generics business, holds leadership positions in a number of markets, including the U.S. and throughout Europe and Asia/Pacific. Actavis Specialty Brands, previously known as Watson Global Brands, is a leader in Women's Health and Otolaryngic in the U.S., has expanded into Canada and Latin America and is pursuing opportunities to bring distinctive brand products to markets outside the Americas.

Our third party business, Medis, provides pharmaceutical development services and products to more than 100 countries. We are also aggressively pursuing the development of biosimilars through our Eden Biodesign business and our collaboration with Amgen.



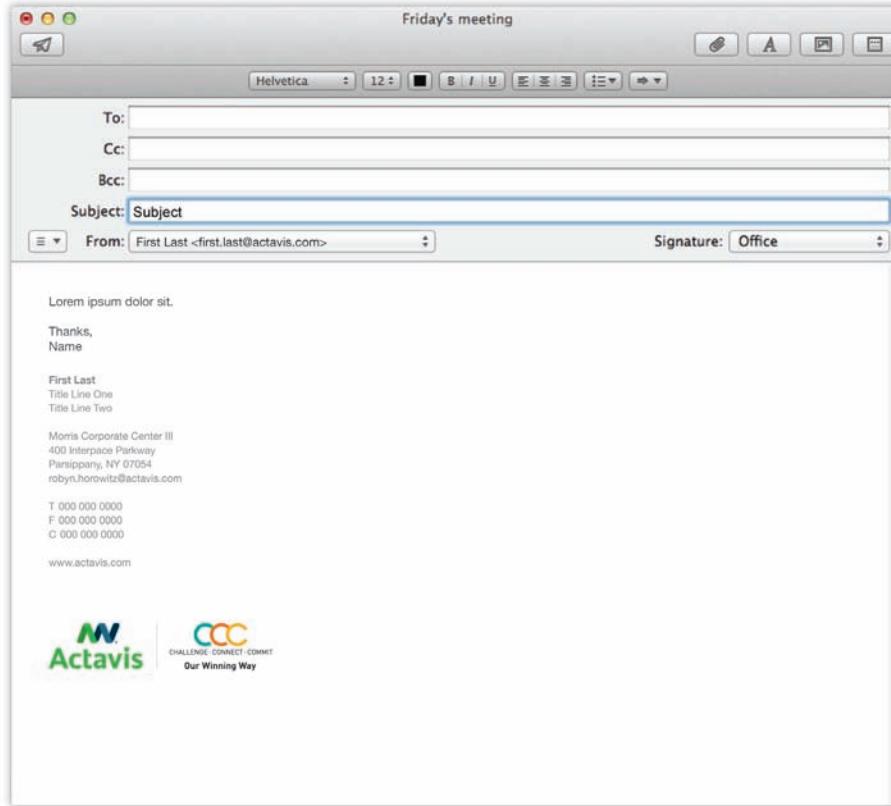
Our Global Marketplace

Actavis has operations in more than 60 countries, and is among the leaders in key markets including the United States, Canada, Western Europe, Central and Eastern Europe, Russia, Southeast Asia and Australia.



Using the Actavis Rounded Tab element with images or color creates an engaging, multidimensional introduction to our communications. On brochure covers, always include a band of white space at the bottom to house the logo. This space may also include our tagline or subtitle.

Email Signature



Our email signature should always appear in a consistent format at the foot of each email. The Actavis logo appears beside the CCC logo, divided by a single gray line.

Advertisement



All of our advertisements should reflect the look and feel of our visual identity.

Our Winning Way Logo

Anchored by three powerful actions: Challenge, Connect and Commit, Our Winning Way unites our cultures and defines how we act and what we do. By living Our Winning Way, we achieve our Mission and create an exciting future for our Company.

The following guidelines help to ensure consistency in communicating the power of Our Winning Way. It is designed to be used with the Actavis logo and branding guidelines and is primarily intended for internal use.

Our Winning Way Logo Preferred Format



The logo is composed of the three C's symbol with the logotype. These elements maintain a fixed position and size relationship which may not be altered.

USE

The CCC logo appears primarily on internal communications and is intended to be used in conjunction with the Actavis logo & branding guidelines.

Our Winning Way Logo

Preferred Format

Clear Space and Minimum Size



CLEAR SPACE

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo.

Measure the clear space as twice the height of the uppercase letter "W."

MINIMUM SIZE

We have designed the logo to reproduce well at almost any size. Below a certain size, however, the integrity of the logo may be compromised.

Never reproduce the logo where the CHALLENGE•CONNECT•COMMIT line is smaller than 1.25" wide. (31.7500 mm)

TYPOGRAPHY

DIN Pro is Our Winning Way typeface.
The logotype is always centered under the CCC logo.

CHALLENGE•CONNECT•COMMIT is always DIN Pro Regular all caps.

Our Winning Way is always DIN Bold upper and lowercase.

Our Winning Way Logo

Secondary Logo Lockup with Clear Space and Minimum Size



USE

The secondary CCC logo may be used when space limitations prevent use of the preferred logo.

CLEAR SPACE

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo.

Measure the clear space as half the height of the uppercase letters "CCC."

MINIMUM SIZE

We have designed the logo to reproduce well at almost any size. Below a certain size, however, the integrity of the logo may be compromised.

Never reproduce the logo where the CHALLENGE•CONNECT•COMMIT line is smaller than 1.25" wide. (31.7500 mm)

Our Winning Way Logo

Logo Lockup with Translations

Preferred Logo



Secondary Logo



Translate Our Winning Way (if applicable).

Always treat logo lockups consistently. When using Our Winning Way logo with a translation lockup the translated type font is DIN Pro Regular and the translated type color is PMS 444c.

The translated type is always centered under the English CHALLENGE•CONNECT•COMMIT and above Our Winning Way, if applicable.

PREFERRED LOGO CLEAR SPACE

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo.

Measure the clear space as twice the height of the uppercase letter "W."

SECONDARY LOGO CLEAR SPACE

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo.

Measure the clear space as half the height of the uppercase letters "CCC."

Our Winning Way Logo Color Options



Preferred-color logo

The full-color logo is the preferred version for the majority of our communications.



Preferred-Gray logo

The logo may be reproduced in grayscale on applications, such as newspapers.



Preferred-Black logo

The logo may be reproduced in black on 1-color applications, such as faxes.



Preferred-White logo

A reversed version of the logo is available for limited use on a dark background, as long as sufficient contrast is present to ensure legibility.



Secondary-color logo



Secondary-Gray logo



Secondary-Black logo



Secondary-White logo

The Our Winning Way logo that you use will depend on the application and printing method. Every effort should be made to use the preferred, full-color logo on a white background; but when it is not feasible or cost-effective, an alternate logo may be used. No matter how this logo is reproduced, it always should be legible against the background.

Our Winning Way Logo Colors

			
Pantone 3285c C:100 M:0 Y:50 K:7 R:0 G:159 B:147 HEX:009F93	Pantone 166c C:0 M:64 Y:100 K:0 R:244 G:123 B:32 HEX:F47B20	Pantone 130c C:0 M:30 Y:100 K:0 R:253 G:185 B:19 HEX:FDB913	Pantone 444c C:15 M:0 Y:15 K:42 R:139 G:155 B:146 HEX:8B9B92

Our Winning Way Logo

Incorrect Use

Do not recreate our logotype in another typeface.



Do not rearrange the elements or change the scale of logo.



Do not place our logo on a busy background.



Do not stack CCC vertically.



Do not place logo within a box or carrier shape.



Do not alter the color of logo.



Do not distort our logo.



Do not switch color order in logo.



Do not create new logos.



Our Winning Way Logo Placement

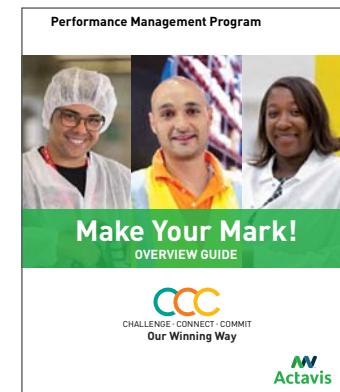
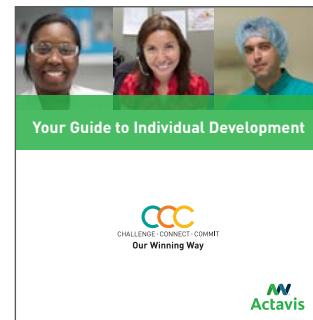
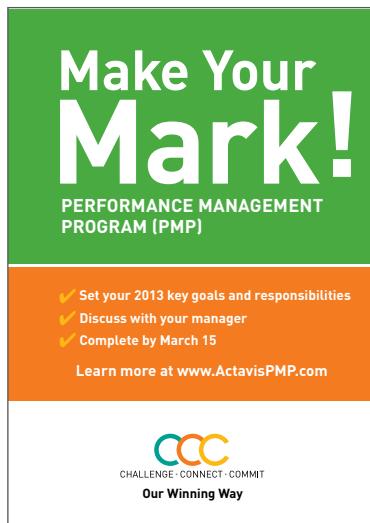


USE WITH CORPORATE LOGO

When using Our Winning Way logo and the corporate logo together, always keep at least a half inch (12.7000 mm) of white space between them.

Never center the logos over each other.

Our Winning Way Logo 360° Overview



These sample applications illustrate how following these guidelines brings our brand to life in a cohesive and compelling way.

