Crenessity™
(crinecerfont)

IT'S OUR TIME

Patient/Caregiver Campaign Guidelines

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CP-CFT-US-0046 02/2025

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About the campaign

For years, patients and caregivers had limited options when it came to managing congenital adrenal hyperplasia (CAH). Now, it's their time to take back control of how they manage CAH with a breakthrough therapy, CRENESSITY. Patients and caregivers can now embrace a new chapter in their journey and say with confidence, "It's My Time."

Tone

Celebratory: Campaign visuals and copy should convey the novelty and excitement of this moment, highlighting the momentousness of the CRENESSITY approval for people with CAH.

Hopeful: The campaign should have a positive tone and suggest a brighter future ahead.

Confident: Campaign materials should provide a new sense of confidence for people with CAH who can now have more control over how they manage their condition.

Bold: Materials should aim to make a splash in the CAH space, reflecting how CRENESSITY is introducing change after decades of stasis in CAH management.

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Color

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Color palette

Please ensure accessibility rules are adhered to and minimum type sizes are considered when using these colors. See Accessibility page for reference.

PRIMARY

Primary colors should be used for buttons, icons, and typography to ensure strong visibility and brand consistency.
Gradients are also primary; please see the following page regarding their use.

Sailor blue	Eggplant	Tangerine	Warm yellow	White	Charcoal
#0F3050	#652C8E	#F06622	#FDB515	#FFFFFF	#313131
R 15 G 48 B 80	R 101 G 44 B 142	R 240 G 102 B 34	R 253 G 181 B 21	R 255 G 255 B 255	R 49 G 49 B 49
C 100 M 82 Y 42 K 38	C 75 M 100 Y 0 K 0	C 0 M 75 Y 100 K 0	C 0 M 32 Y 100 K 0	C 0 M 0 Y 0 K 0	C 0 M 0 Y 0 K 81

SECONDARY

Secondary colors can be applied to backgrounds of modules to provide contrast and depth without overwhelming the core elements.

Peach	Lilac	Butter	Light Gray
#FFE9DF	#ECE4F6	#FFF3D8	#F3F2F1
R 255 G 233 B 223	R 236 G 228 B 246	R 255 G 243 B 216	R 223 G 190 B 245
C 0 M 8 Y 10 K 0	C 10 M 9 Y 0 K 0	C 1 M 3 Y 17 K 0	C 0 M 0 Y 0 K 0

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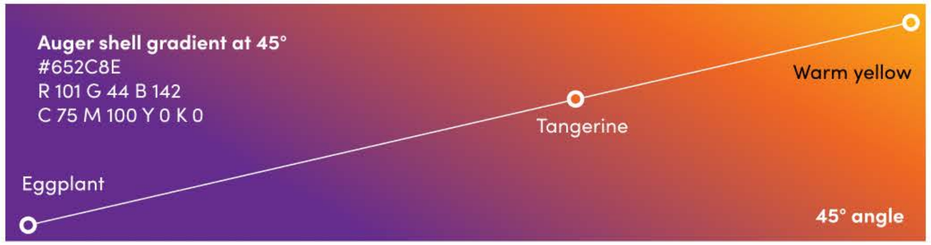
Gradients

Gradients are used in campaign headlines (see next page for accessibility rules), callouts, cards, paint stroke motifs, and at the beginning of the website's navigation. Please ensure accessibility rules are adhered to and minimum type sizes are considered when using these colors.

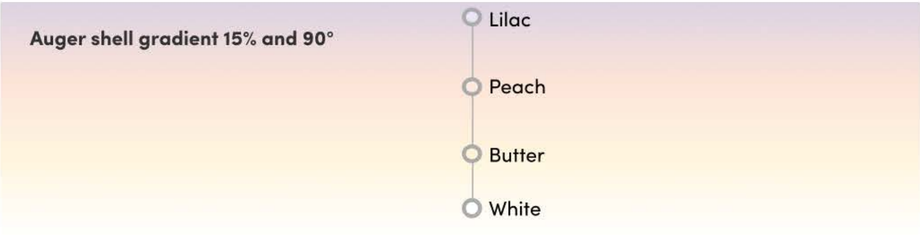
Auger shell gradient for headlines:
Used in campaign headlines but only slightly after the tangerine so it is still legible. At 0° it can be used on graphic color bars that sit under the photography.

PRIMARY Apply the dotted line gradient to span the entire length of the headline block from end to end.

Auger shell gradient at 45°:

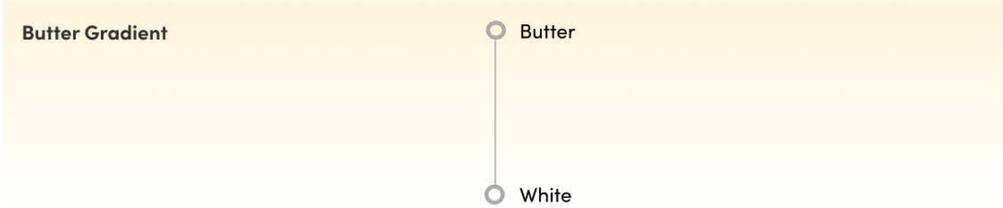


Auger shell gradient at 15% and 90°:
Used as a background color in the navigation and background of the website.

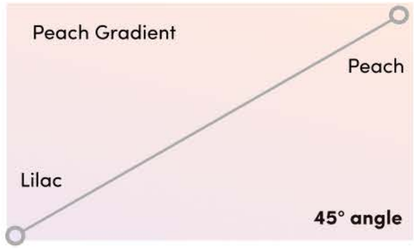


50/50 Gradient:
Used as a background color in callout modules and cards.

Butter Gradient:
Used sparingly to create distinction from modules and other sections as a background color.



Lilac and Peach Gradient 45°:
Used as a background color on modules or pages. Dominant color extends further.



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Accessibility

ACCESSIBLE COMBINATIONS–CONTRAST GRID

#652C8E 100%		Text AA 5.56:1	Text AA18 3.47:1	Text AA 6.01:1	Text AAA 7.37:1	Text AAA 7.8:1	Text AAA 8.27:1	Text DNP 1.47:1	Text DNP 1.42:1
#DFBEF5 100%	Text AA 5.56:1		Text DNP 1.6:1	Text DNP 1.08:1	Text DNP 1.32:1	Text DNP 1.4:1	Text DNP 1.48:1	Text AAA 8.22:1	Text AAA 7.94:1
#F87D41 100%	Text AA18 3.47:1	Text DNP 1.6:1		Text DNP 1.73:1	Text DNP 2.12:1	Text DNP 2.24:1	Text DNP 2.38:1	Text AA 5.13:1	Text AA 4.95:1
#FDCB5A 100%	Text AA 6.01:1	Text DNP 1.08:1	Text DNP 1.73:1		Text DNP 1.22:1	Text DNP 1.29:1	Text DNP 1.37:1	Text AAA 8.89:1	Text AAA 8.58:1
#ECE4F6 100%	Text AAA 7.37:1	Text DNP 1.32:1	Text DNP 2.12:1	Text DNP 1.22:1		Text DNP 1.05:1	Text DNP 1.12:1	Text AAA 10.9:1	Text AAA 10.52:1
#FFE9DF 100%	Text AAA 7.8:1	Text DNP 1.4:1	Text DNP 2.24:1	Text DNP 1.29:1	Text DNP 1.05:1		Text DNP 1.06:1	Text AAA 11.52:1	Text AAA 11.13:1
#FFF3D8 100%	Text AAA 8.27:1	Text DNP 1.48:1	Text DNP 2.38:1	Text DNP 1.37:1	Text DNP 1.12:1	Text DNP 1.06:1		Text AAA 12.22:1	Text AAA 11.8:1
#0F3050 100%	Text DNP 1.47:1	Text AAA 8.22:1	Text AA 5.13:1	Text AAA 8.89:1	Text AAA 10.9:1	Text AAA 11.52:1	Text AAA 12.22:1		Text DNP 1.03:1
#313131 100%	Text DNP 1.42:1	Text AAA 7.94:1	Text AA 4.95:1	Text AAA 8.58:1	Text AAA 10.52:1	Text AAA 11.13:1	Text AAA 11.8:1	Text DNP 1.03:1	

AAA Accessible, all combinations

AA Readable at AA18 18px and larger

DNP Inaccessible, do not use

S See color contrast and size for guidance

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Typography

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Typography overview

The campaign headlines feature a custom hand-drawn typeface, carefully crafted to complement patient imagery and designed to be versatile for both vertical and horizontal placements. Each letter is enhanced with its own unique textured effect, and the entire headline block is consistently showcased with a gradient color overlay.

The subhead fonts complement the main headline, particularly in smaller text sizes. All remaining body copy should utilize the Sofia Pro font family.

HEADLINE STYLE

SUBHEADS

Sofia Pro Bold
Sofia Pro SemiBold

BODY COPY

Sofia Pro Regular / *Regular Italic*
Sofia Pro Medium / *Medium Italic*
Sofia Pro Bold / *Bold Italic*

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“It’s Our Time” lettering

The headline typeface is available as a vector file (without the gradient but with the texture effect) and can be used to replace individual letters from the original headline artwork if needed. Use examples of master campaign headlines as a guide of when to use primary and secondary letters. Multiple versions of common letters are provided for variety. Letters have applied primary gradient within the boxed area for legibility; please don’t use black. Please see Gradients page.

PRIMARY-BOLD

AAA B CCC DDD EEE FG
HHH III J K LLL MMM
NNN OOO P Q RRR SSS TTT
UVWXYZ 1234567890
?! * ~ @ # $ % ^ [ ]
+ – “ ” — · ’ / & ’

SECONDARY-CONDENSED

AAA B CCC DDD EEE FG HHH III
JK LLL MMM NNN OOO P Q
RRR SSS TTT UVWXYZ
1234567890 ?!*~@#$%
^[]+–“” — · ’ /&’

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Typography effect

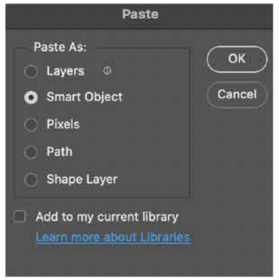
Try to use the existing headlines and words to maintain the best look and feel possible. However, if new words or modifications to words are needed, follow these steps to carefully maintain the look and feel.

STEP 1

Select a letter:

Copy the letter vector from Adobe Illustrator (black fill/no stroke) and paste it into the Adobe Photoshop file–8" tall/300ppi.

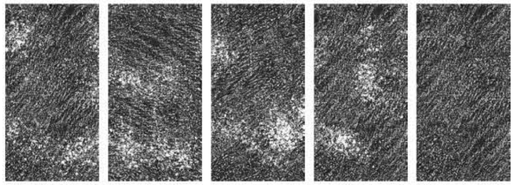
Make sure the vector is pasted as "Smart Object."



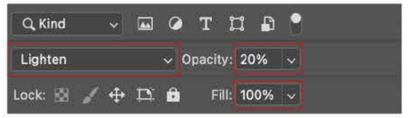
STEP 2

Apply main texture:

There are 5 different kinds of textures, as a smart-object, to choose from where particular areas are slightly accentuated with a white "crispy" texture.



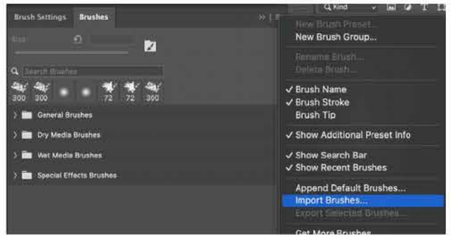
Just activate the "eye" icon of the texture layer chosen for visibility. Make sure the layer has the following specs:

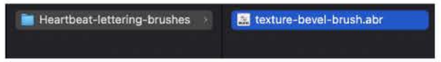


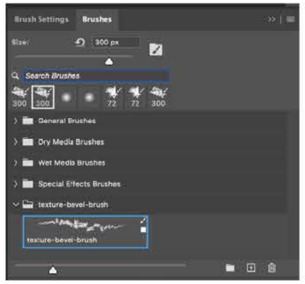
STEP 3

Import brush:

1. Go to Window/Brushes to open the Brushes panel.
2. Go to Window/Brushes to open the Brushes panel.







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Typography effect (continued)

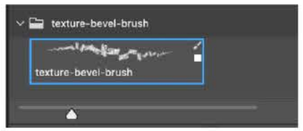
When modifying existing headlines or creating new ones, follow these steps carefully to maintain the current look and feel.

STEP 4

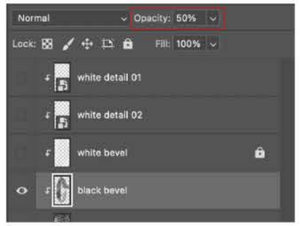
Apply ink dark effect:

Create a dark volume with a previous set brush to generate a semi-wet ink effect:

1. Select the brush previously imported.



2. Use black color to paint in a new empty layer.
3. Only paint half of the letter shape as you please.
4. Make sure the layer is **50% opacity**.

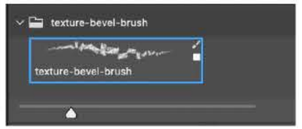


STEP 5

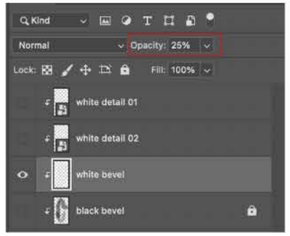
Apply ink light effect:

Create a light volume with a previous set brush to generate a semi-wet ink effect:

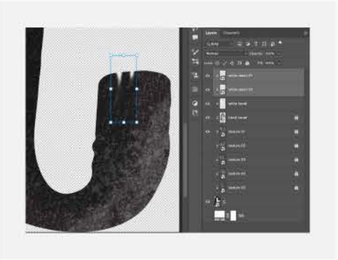
1. Select again the brush previously imported.



2. Use white color to paint in a new empty layer.
3. Only paint part of the other half of the letter shape as you please.
4. Make sure the layer is 25% opacity.



STEP 6



Add details:

There are small details that can be placed across the edge of letters to simulate ink-mark imperfection.

The layers named “white detail 01” and “white detail 02” are individual white dots blurred as smart objects that can be moved and placed as you please.

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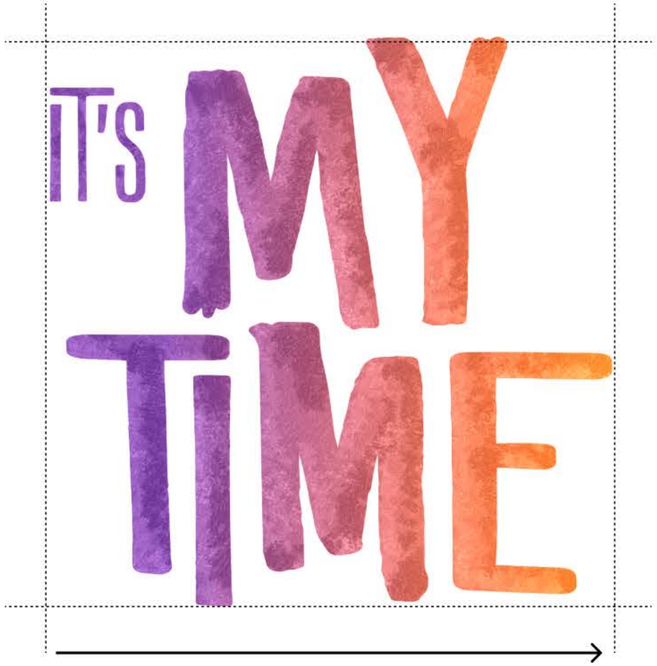
Typography effect (continued)

When modifying existing headlines or creating new ones, follow these steps carefully to maintain the current look and feel.

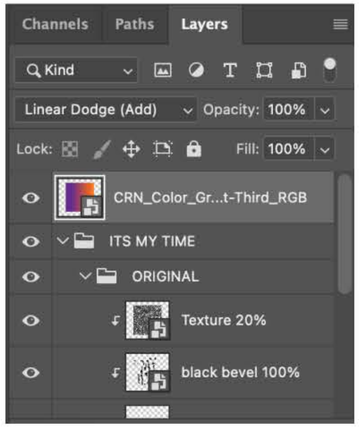
STEP 7



Ensure the gradient is applied seamlessly from end to end.

Apply headline gradient:

1. Set the gradient layer to "Linear Dodge (Add)" mode.



2. Make sure the gradient is applied to the entire headline as a single, unified piece.

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Campaign typography guidance

When modifying existing headlines or creating new ones, follow these guidelines carefully to maintain the current look and feel. Please apply this to both horizontal and stacked layouts and please see Gradients page for reference on where to place appropriately.

Horizontal Layouts

DO keep gradient flowing seamlessly from purple to yellow.

DON'T separate gradient; it should flow seamlessly from purple to yellow.

Vertical Layouts

DO make sure to show a balanced amount of the allowed gradient without going too much into the tangerine/yellow.

DON'T let gradient fall too much on one side of the gradient scale. It can become muddy and dark and lose its warmth.

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Campaign typography guidance (continued)

When modifying existing headlines or creating new ones, follow these guidelines carefully to maintain the current look and feel. Please apply this to both horizontal and vertical layouts.

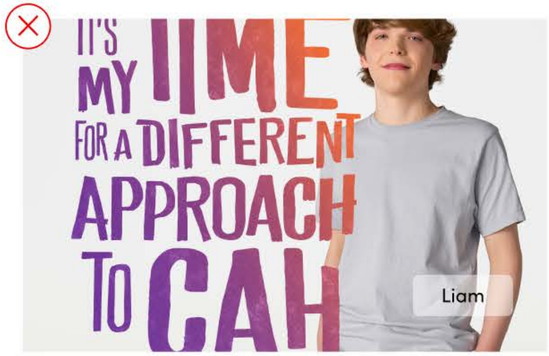
Horizontal Layouts

DO make sure to give some space to the text, head, face, or body.

DON'T cut or obscure text or head/face and don't cut lettering off or put on body.

Vertical Layouts

DO make sure to give some space to the text, head, face, or body.



DON'T cut or obscure text or head/face and don't cut lettering off or put on body.

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Headline options

Here are 11 approved campaign headlines. These should always be paired with our hero imagery and never used on their own. Always style them with our headline fonts. When used with images of more than one person, make necessary grammatical adjustments to speak in first person plural (change "my" to "our"; change "I" to "we"). "Classic" may be removed from headlines in certain cases, depending on context and surrounding copy. Consult with client and PRC on a case-by-case basis.

NOW APPROVED HEADLINES

(Headlines expire after 6 months)

- It's my time for a new option for classic CAH
- It's my time for a new approach to classic CAH
- It's my time for a new way to manage classic CAH

SHORTER HEADLINES

(Prioritized headlines)

- It's my time to manage classic CAH differently
- It's my time for change
- It's my time for a different approach to classic CAH
- It's my time to think differently about classic CAH
- It's my time to manage classic CAH like never before
- It's my time to change the way I treat classic CAH
- It's my time for classic CAH treatment with less steroids.
- It's my time to expect more from my classic CAH treatment plan

LONGER HEADLINES

(To see how they are used, refer to page 23)

- It's my time for classic CAH treatment that controls androgens with less steroids
- It's my time for classic CAH treatment that improves androgen control with less steroids
- It's my time to expect more from classic CAH management: improved androgen levels with less steroids
- It's my time for classic CAH treatment that doesn't compromise between managing androgens and lowering steroid doses

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Photography

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Hero imagery

Still photography was captured to display the range of CAH patients, with a variety of expressions. The tone of photography should always be bright, hopeful, and authentic. Priority should be given to real patient stills (over Talent) featured in pieces when possible.

Real patients

PAUL

SUSAN

LIAM

KRISTY AND GRANT

ALLYSON

Group Shot

Talent

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Secondary imagery

Still photography was captured to display the range of CAH patients, with a variety of expressions. The tone of photography should always be bright, hopeful and authentic. Priority should be given to real patient stills (over Talent) featured in pieces when possible.

Expression Shots

Patient and Doctor (Talent only)

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Imagery and headline pairing for horizontal layouts

Horizontal Layouts

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Horizontal layouts

Use the following examples as a guideline for generating horizontal layouts.

Make sure the image background is bright enough to allow our headline to stand out.

The headline should wrap around the subject, following its natural silhouette. Avoid too much negative space between person and letters.

"CAH" and "It's My Time" should always be the largest mentions.

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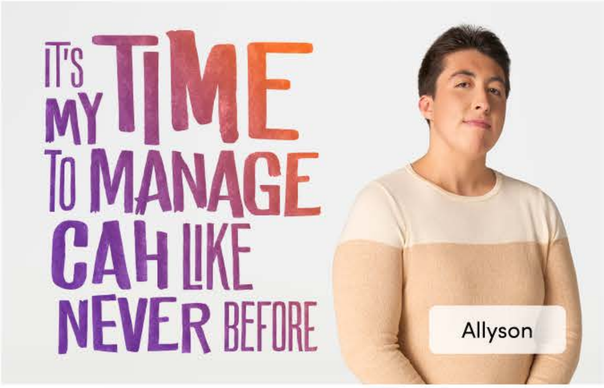
Imagery and headline pairing for vertical layouts

Vertical Layouts



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Vertical layouts

Use the following examples as a guideline for generating vertical layouts. Shorter headlines should be prioritized when possible.

SHORT HEADLINES

IT'S MY TIME FOR A DIFFERENT APPROACH TO CAH

LONG HEADLINES

IT'S MY TIME FOR A DIFFERENT APPROACH TO CAH

that doesn't compromise between managing androgens and lowering steroid doses

Use the subhead style in Sofia Pro to prevent the headline from becoming too long.

MOBILE STACKED AMBASSADOR HERO

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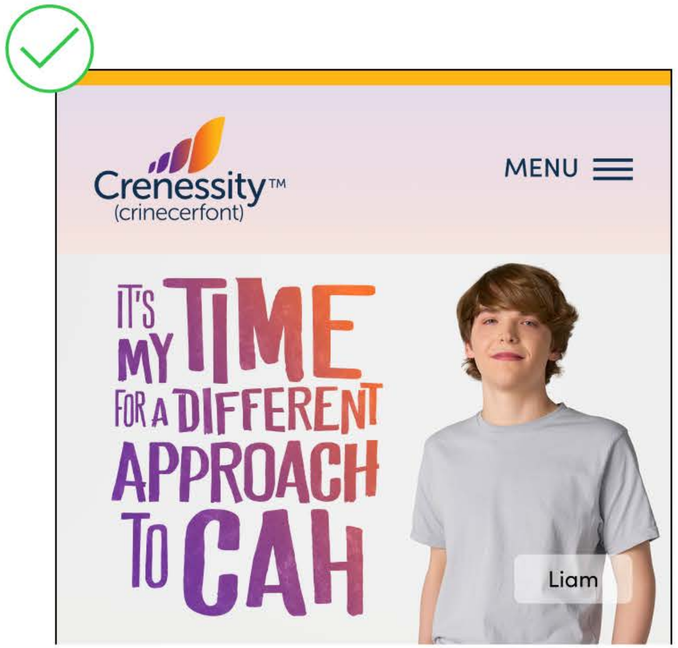
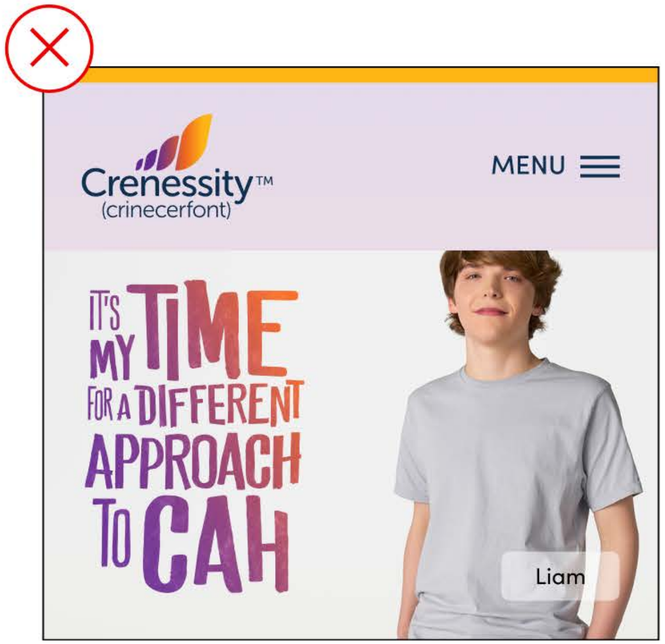
Cropping guidance

It is important that key areas of the Ambassadors' faces are visible at all times. Please see below for guidance.



DO ensure the Ambassador image is not cropped at the head or face.



DON'T crop or obscure Ambassador's head or face.

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Graphic Elements

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Additional graphic elements

Note: The Auger shape(s) should never be used in whole or as separate pieces as a graphic element.

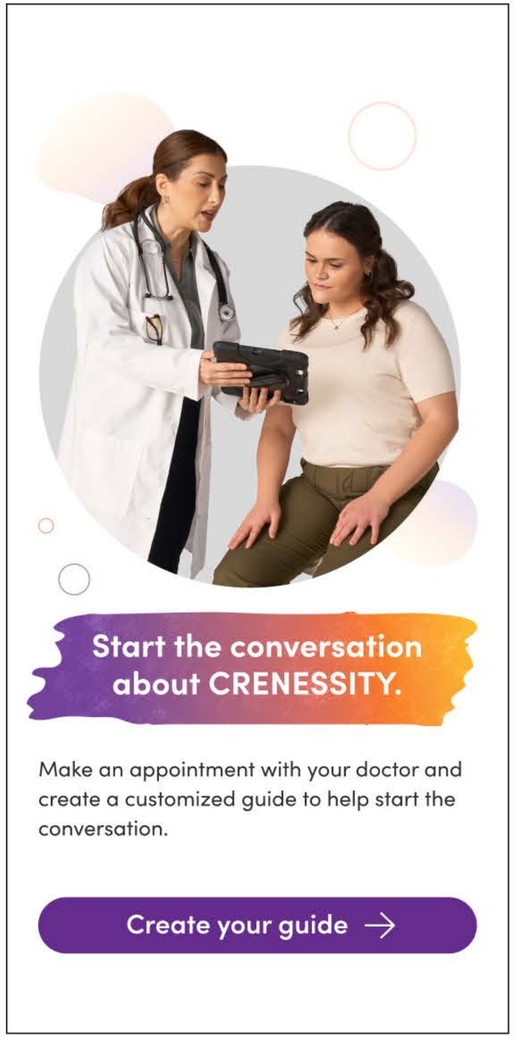
SHAPES

Shapes should be used as subtle and secondary elements to give a little movement and energy to key graphics.

GRADIENT BRUSHSTROKES

Knockout type used over gradient brushstrokes may not be completely accessible, especially when placed over the yellow zone. If placing white type within brushstroke, ensure copy isn't absolutely imperative for user to read to understand content.

APPLICATION EXAMPLE



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Color bars

YELLOW BAR

GRADIENT BAR

APPLICATION EXAMPLE

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Photography graphical element

Use the following examples as a guide for combining photography and shapes to create a dynamic effect, where the image appears to “pop” out of the shape. These should be used as supporting elements for sections discussing “Talking to your doctor about CRENESSITY.”

APPLICATION EXAMPLES

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Digital Applications

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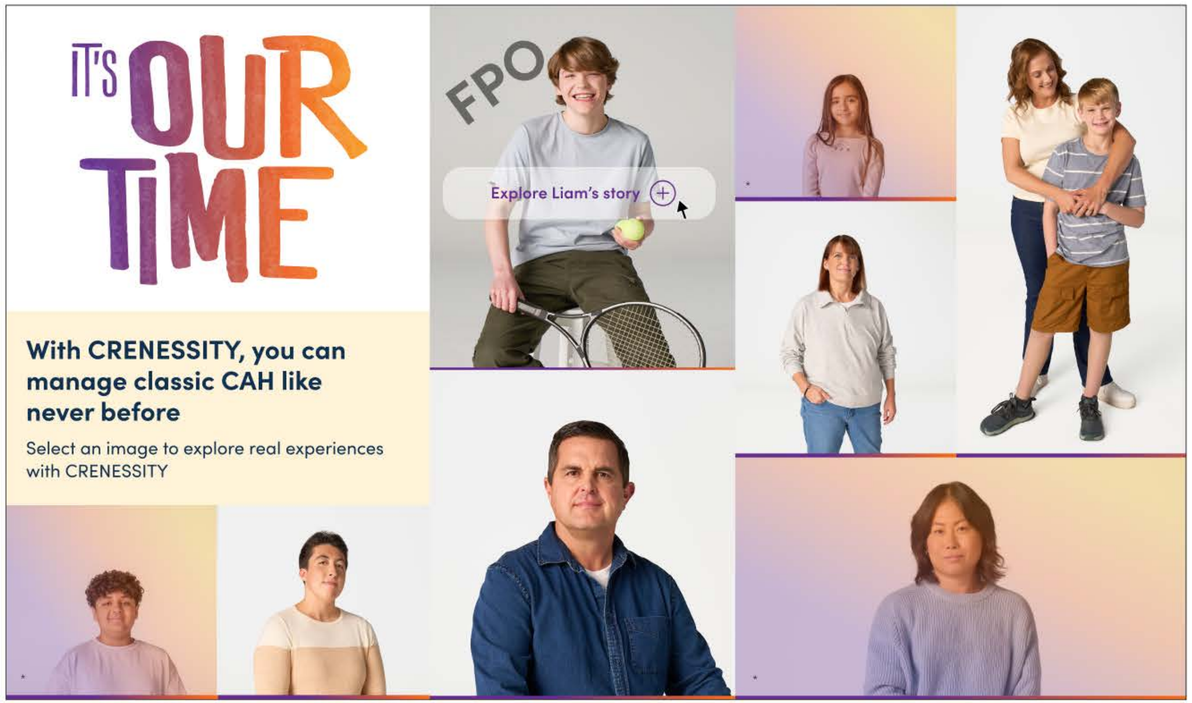
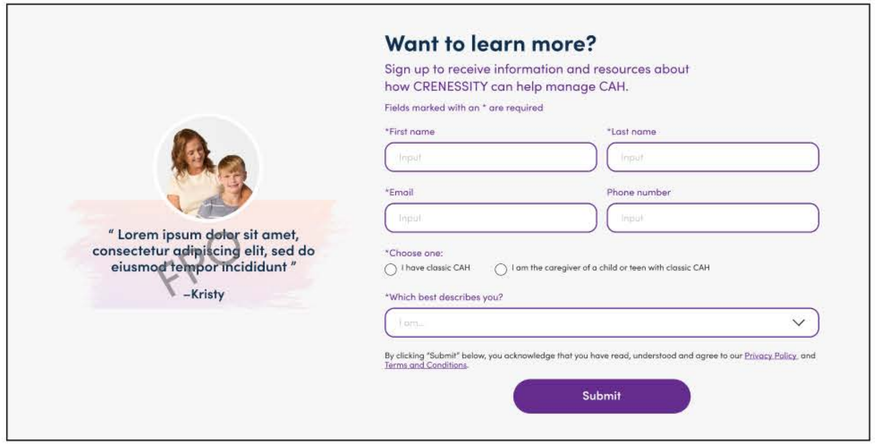
Digital components

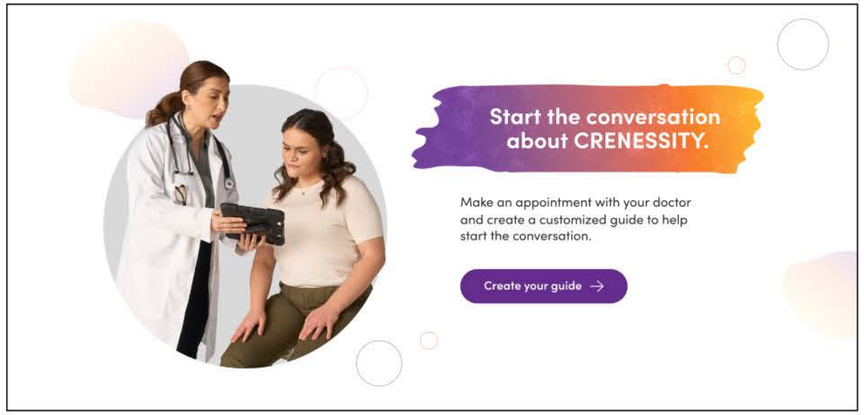
WEBSITE HOMEPAGE



WEBSITE INTERIOR PAGE—CRM MODULE



WEBSITE INTERIOR PAGE—DDG MODULE



PLEASE NOTE THAT ON THE WEBSITE, THE TALENT IS NOT CLICKABLE AND HAS GRADIENT OPACITY WASH

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Buttons

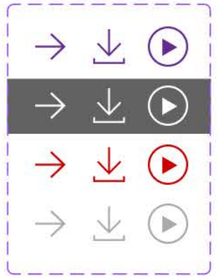
Primary Buttons

Primary buttons are the call-to-actions within a module. These should be used for primary actions on white backgrounds. These are Eggplant color with white copy and have variant icons within them.

Secondary Buttons

Secondary buttons are the auxiliary call-to-actions. These should be used for secondary actions either on darker backgrounds or as a secondary button next to a primary to distinguish the user flow.

Icons



arrow right: used for external links

download arrow: for downloads

play arrow: for videos

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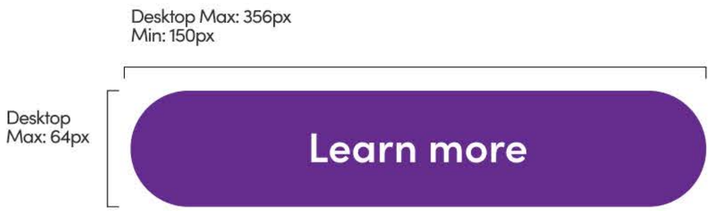
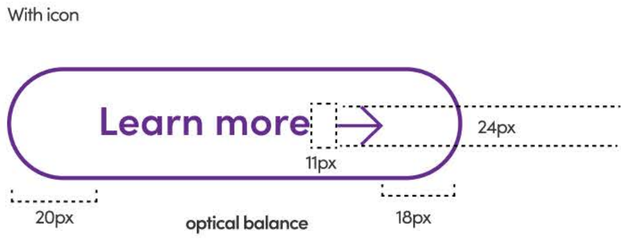
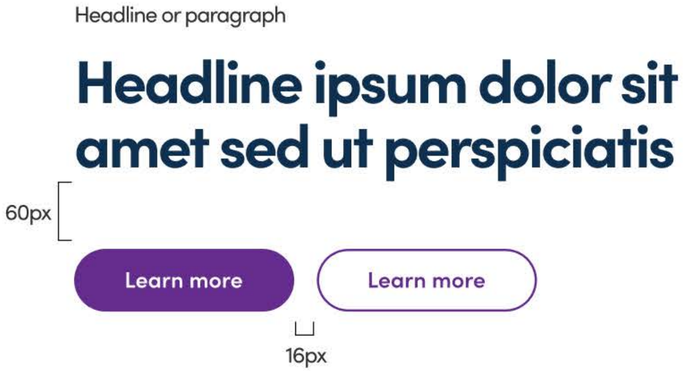
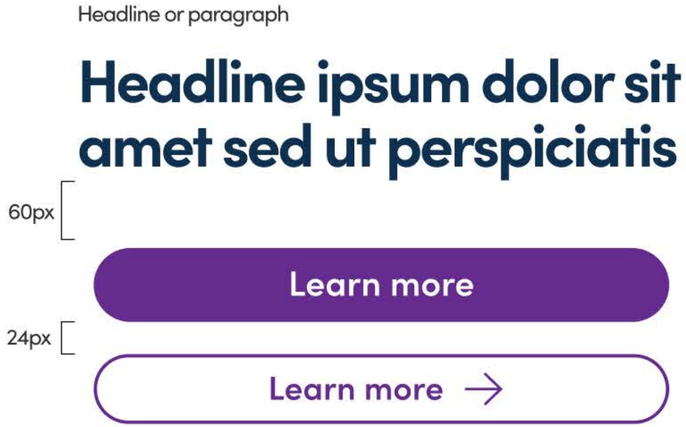
Button size and placement









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Anchor links and collapsible CTAs

Anchor link

Anchor link

Anchor link

Anchor link

Anchor link

Anchor Links

Anchor links (or jump links) to be used in navigating directly to specific sections of a page.

Default | Hover | Pressed | Error | Disabled

Collapsible CTA

Collapsible CTA to be used when expanding and collapsing sections on a page.

Expand | Collapse | Hover | Pressed/Active | Error | Disabled

On hover, plus sign in circle animates between + and –

Collapse CTA

Collapse CTA

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Navigation

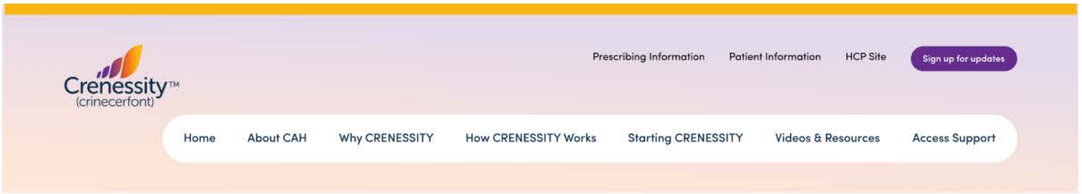
Primary Navigation

Color: #Auger Shell 15% opacity

Unselected Label Color: Sailor Navy #0F3050

Selected Label Color: Lilac #ECE4F6

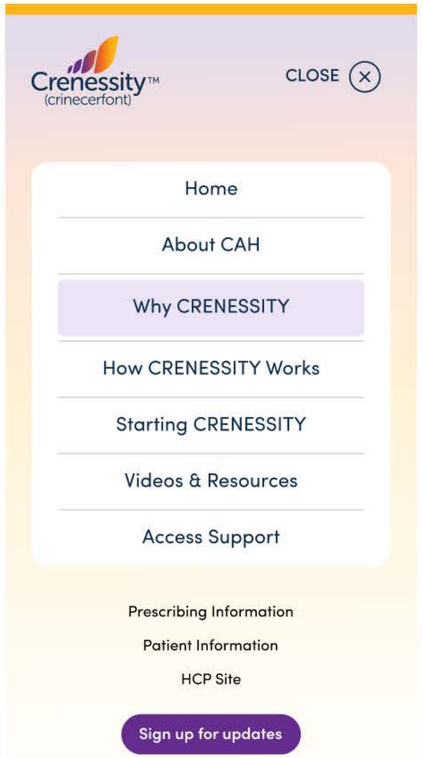
UNSELECTED DESKTOP DEFAULT STATE



SELECTED DESKTOP DEFAULT STATE

MOBILE COLLAPSED NAVIGATION

MOBILE EXPANDED NAVIGATION



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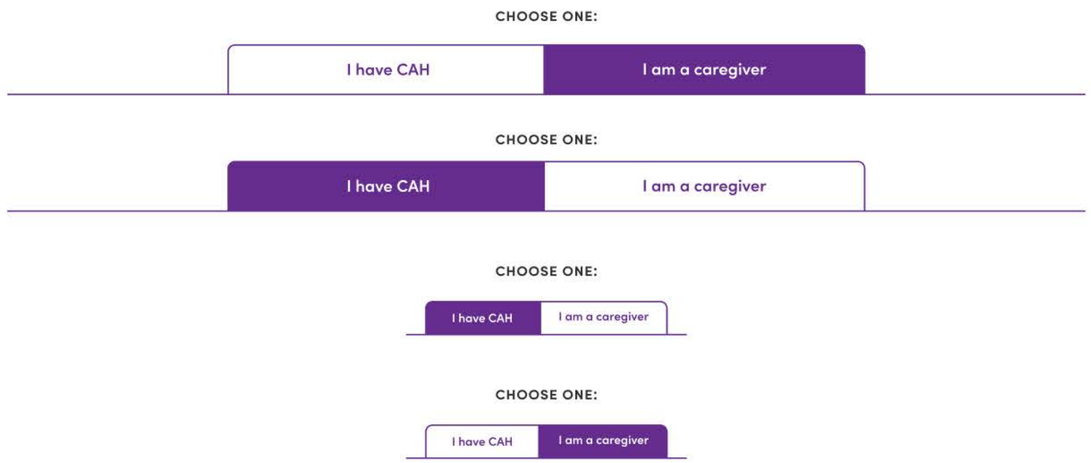
Tabs and accordions

DESKTOP AND MOBILE TABS



DESKTOP AND MOBILE TABS

DESKTOP AND MOBILE ACCORDION

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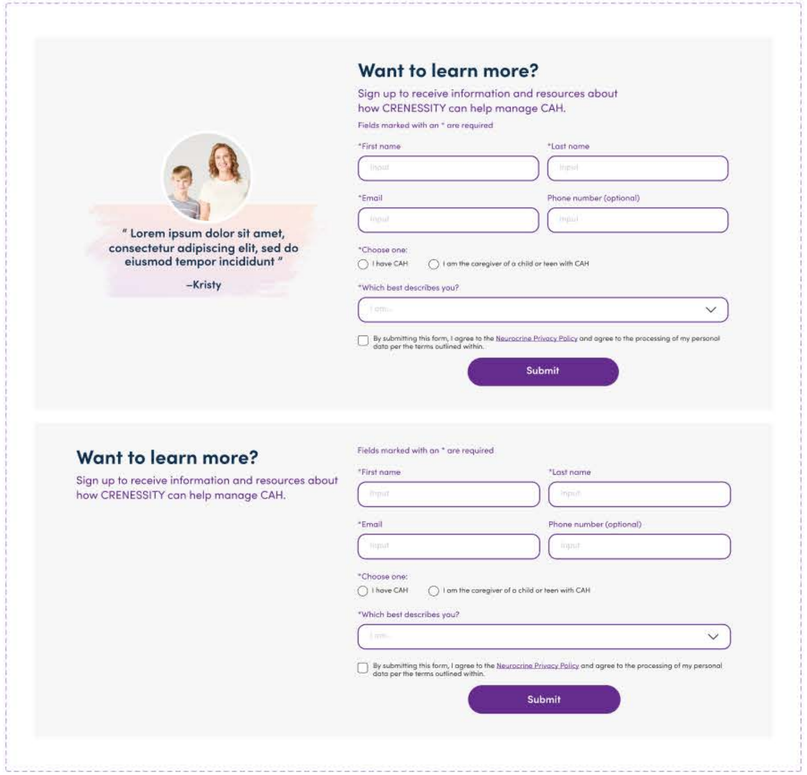
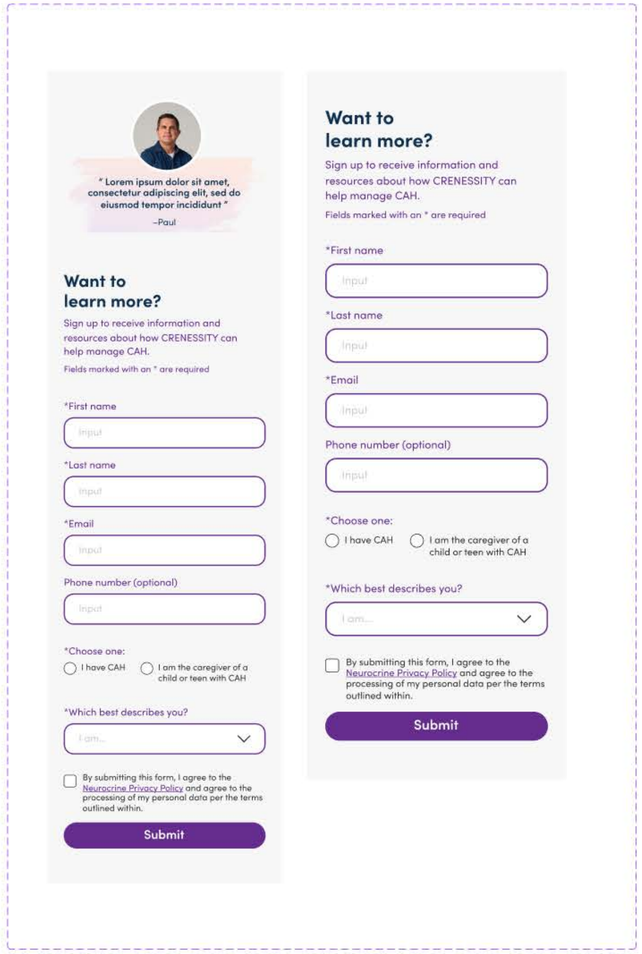
CRM modules

DESKTOP CRM WITH QUOTE AND NO QUOTE



MOBILE CRM WITH QUOTE AND NO QUOTE



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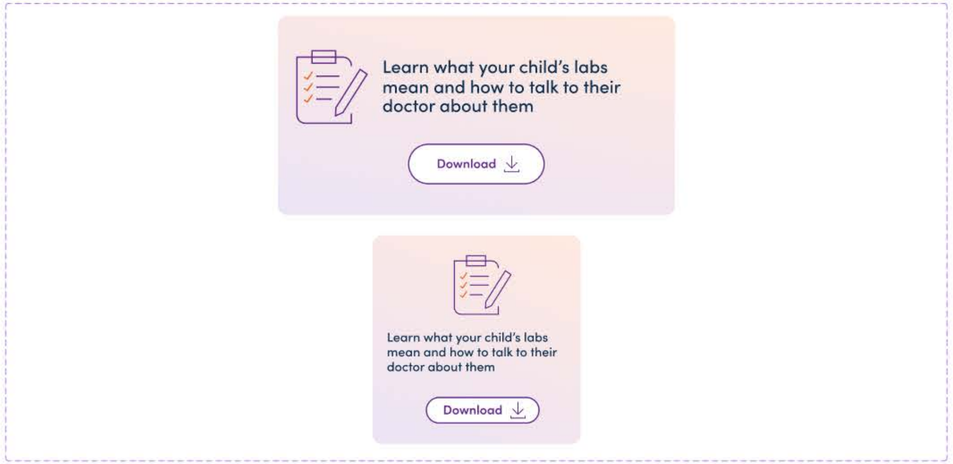
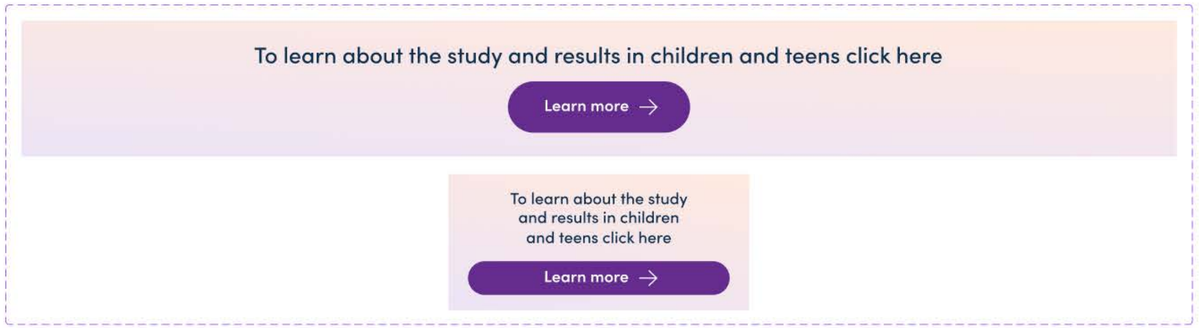
Cards and callouts

Cards and callouts in brand guidelines help organize and highlight key information, ensuring clarity and accessibility by presenting content in bite-sized, visually distinct elements. These can utilize primary and secondary buttons, icons, and the 50-50 gradient.

DESKTOP AND MOBILE CARDS



DESKTOP AND MOBILE CALLOUT



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Editorial Guidelines

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Editorial content

The following editorial guidelines should be used consistently across all materials. Exceptions may exist in the brand Indication and Important Safety Information (ISI). Consult the *AMA Manual of Style*, 11th edition (2019), for any guidelines not defined in the Style Guide.

Lexicon

- Please refer to Medical Affairs for latest lexicon document

Important Safety Information (ISI)

- ISI should be included on all materials that include the indication. Always use the latest ISI available
- Use the proper ISI depending on the target audience (HCP or Consumer)

CRENESSITY

- Use all caps for the brand name except in the logo

Generic name

- When the CRENESSITY logo is not present on a material, write CRENESSITY with the trademark and generic name at first mention: CRENESSITY™ (crinecerfont)

Dosage information

- For pieces that use the primary logo, include the dosage forms beneath the end of the ISI and above the please see line. Language:

  Dosage strengths: CRENESSITY is available in 50 mg and 100 mg capsules.

Acronyms and abbreviations

- Define acronyms and abbreviations at first mention in a print piece. For digital pieces, define at first mention on page or section
  - This can be done within the text or by defining in a blind footnote
- Definitions in a blind footnote should appear with = separating the acronym and definition, with a period at the end. If listing more than one definition together, they should appear as an alphabetical list separated by semicolons
  - Ex: CRF=corticotropin-releasing factor; GC=glucocorticoid.
- Order of footnotes is blind footnotes, then symbol footnotes, then spellouts

Footnotes

- Use symbols for bottom of section/page footnotes, and lowercase letters for footnotes within tables or figures (but symbols for *P* values)
  - Symbols should go at the end of sentences after the period but before semicolons
- Footnote symbol order: *, †, ‡, §, ¶, #, ||,**, ††, ‡‡, §§, ¶¶, ##
- Footnotes should have periods at the end, even if not a complete sentence

Ranges

- Use hyphens, not en dashes, for ranges

Standard button style

- Sentence case

Callout style

- Sentence case + period at the end (if a complete sentence)

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Editorial content (continued)

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  - ® use (R)
  - © use (C)

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Signoff for emails

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IT'S OUR TIME

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