BRAND GUIDELINES

We've created building blocks for communicating the ERLEADA® Brand Identity in a unified visual system. Comprising core elements including logo, color, and type, this wide range of tools is designed to be flexible – so you can use your creativity to innovate across all media.

06

CAMPAIGN OVERVIEW

The Creative Campaign for ERLEADA® conveys the idea of mastering advanced prostate cancer (nmCRPC and mCSPC). The delaying of mCRPC by ERLEADA® is symbolized by the healthcare professional pushing back on the wolf-like beast.

The beast is a metaphor for late stage prostate cancer, which seeks to advance and spread. By keeping the beast at bay, the healthcare professional protects patients from disease progression.

The need to keep patients in a pre-mCRPC state is reinforced by the strong contrasting boundary that runs down the page. The area defined by our purple brand color – where the beast is not allowed to enter – represents a castration resistant or metastasis-free clinical state made possible by ERLEADA®.

The headline communicates both opportunity and urgency.

The campaign helps differentiate ERLEADA® from the competition and establishes the brand as a powerful new option that can help patients live longer.

Note: The Global usage rights are valid for 2 years, and are due to expire in February 2020. Once the 2-year usage rights expire, the images need to be relicensed prior to use.

Global rights are for the following:

- Image of HCP holding back beast (includes white lab coat, blue scrubs, pink scrubs)
- One angle on beast in CGI (includes still shot and motion)

License to Exhibit:

For unlimited all trade print, including but not limited to trade print ads, collateral, trade show displays, and all electronic media.

LOGO

LOGO

The ERLEADA® logo should work across all media. The style you choose will depend on the environment in which the logo appears. To ensure the expression of the logo is right for its context, we've created a system that includes PANTONE® colors, and an extended palette of solid colors, as well as reversed logo treatments. So whether the ERLEADA® logo appears on packaging, the Web, TV, in print, on-screen, or on a product, you have enough design flexibility to adapt the logo to its appropriate design context.

Symbol

Registered trade name

Generic name

LOGO VARIATIONS

Ensure you use the correct version of the brand logo depending on your market.

Global Logo

US Logo

Australia Logo

LOGO SIZE

To ensure communication pieces are branded clearly and consistently, we have provided a range of logo measurements. The ERLEADA® logo is always measured from the left edge of the 'E' to the right edge of the 'A'. See diagram below.

Digital

175 pixels

Minimum size

A6

25mm wide

A5

30mm wide

A4

35mm wide

A3

40mm wide

Minimum size

A2

60mm wide

A1

85mm wide

Minimum size

MINIMUM LOGO SIZE

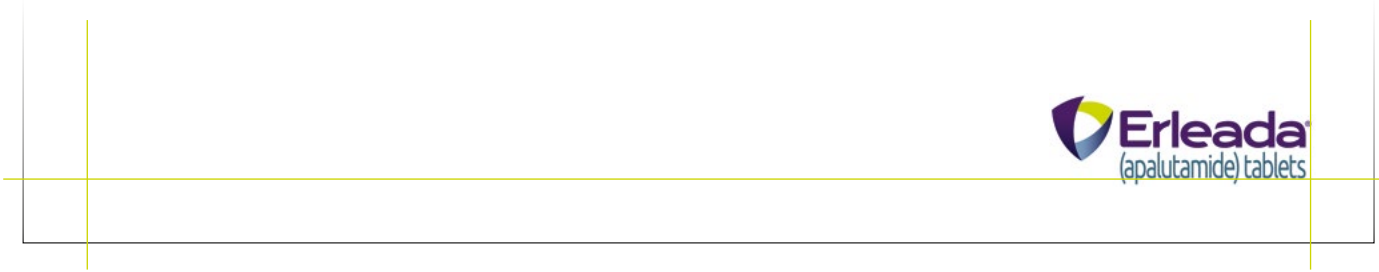
The minimum size of the logo has been established to ensure the visibility and readability in every application across all platforms. The minimum width of the logo lockup in print applications is 25mm. The minimum width of the logo lockup for digital applications is 175 pixels.

LOGO CLEAR ZONES

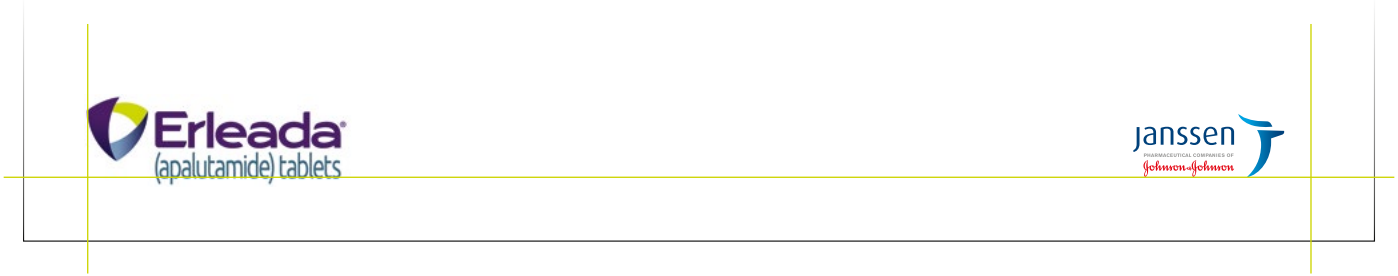
The logo should always be isolated from secondary visuals such as text and graphics, as well as trims, edges, and gutters. As shown below, the absolute minimum clear space that must surround the logo lockup is equal to the height of the capital letter 'E' in ERLEADA®.

LOGO PLACEMENT

The Janssen master brand logo should be included on all product materials to build equity. While the ERLEADA® logo should be the hero of the piece, the Janssen logo can be used either across from or as a sign-off on the piece. The ERLEADA® logo and the Janssen logo must not be locked up together. Depending on the space allotted and minimum sizing requirements, you can use either the horizontal or vertical version of the Janssen logo. Always use a grid to ensure content is clearly presented and well-structured. The ERLEADA® logo should always fit within the grid and align with adjacent content, such as product images. Remember, when placing the logo within the grid, the ® symbol should always sit within the grid margins. When the ERLEADA® logo is featured with the Janssen logo, please refer to the Janssen corporate brand guidelines for more information regarding sizing and the appropriate Janssen logo to use depending on the audience.



Product logo placement



Co-branded placement

LOGO BACKGROUND

Where possible, the logo should always appear in color. If using a dark background, use the white logo. When the logo is placed over an image, always make sure that the background does not clash with the visibility of the logo. The clear zone (see page 65) should always be applied. See below for appropriate use of logo backgrounds.

✓ White is the preferred background for the logo.

✓ The logo can appear on a color background that provides sufficient contrast.

✓ The reverse logo should be used for dark backgrounds.

✓ The black logo should be used on mono outputs.

✓ The full-color logo should never appear on dark backgrounds.

✓ The logo should not appear on cluttered images.

✓ The logo should not appear on backgrounds that do not provide sufficient contrast.

✓ The full-color logo should not be placed directly onto the gradient. Always use the flag device to ensure legible reproduction (see page 70).

LOGO MISUSE

The ERLEADA® brand identity is an essential brand asset that must be protected through consistent and conscientious usage as specified in these guidelines. Any alteration to the logo negatively affects the integrity of the ERLEADA® brand. A few common misuses of the ERLEADA® logo are demonstrated below. None of these treatments is ever acceptable. Only use the approved digital art files and please reference these guidelines often to ensure that the ERLEADA® logo is consistently and faithfully reproduced.

✓ Do not change the color of the logo.

✓ Do not change the font of the wordmark.

✓ Do not change the shape of the stylized icon.

✓ Do not use the stylized icon alone, as a super graphic or pattern.

✓ Do not add a co-branding logo to create a lockup with the ERLEADA® logo.

✓ Do not distort the logo.

LOGO COLOR VARIATIONS

Where possible, the logo should always appear in color. However, other variations have been developed (see below).

4-color process

5-color Pantone

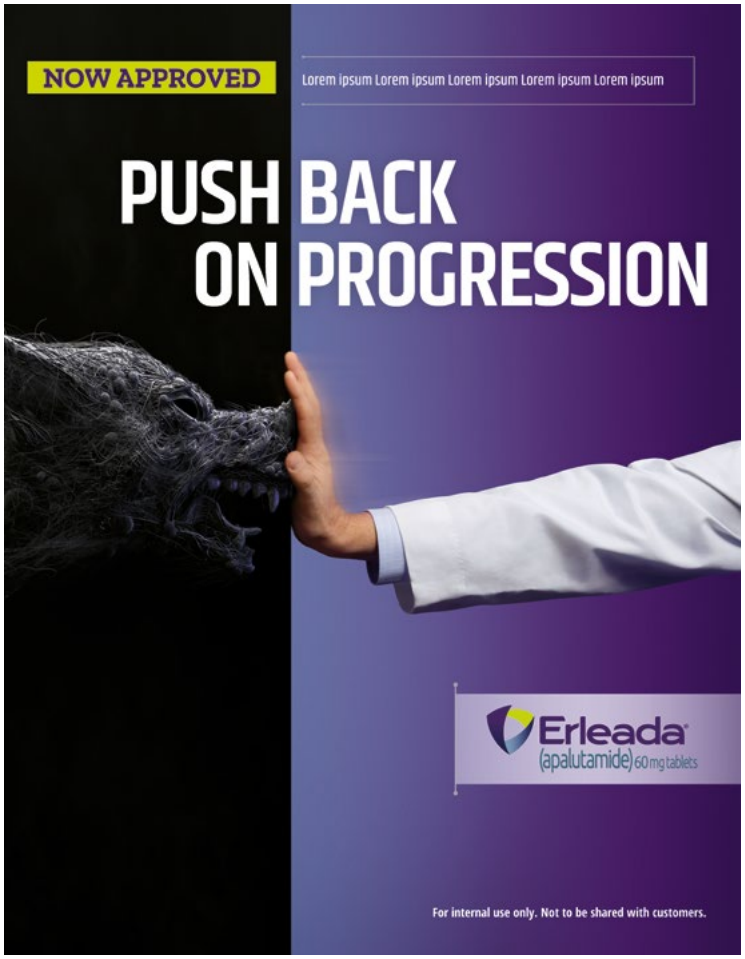
Black

Grayscale

Reversed

Grayscale reversed

FLAG LOGO



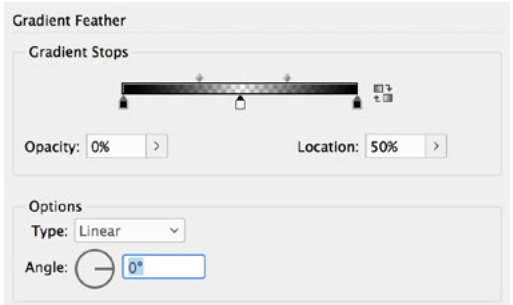
Sample usage: internal launch poster

The flag logo was developed to enable the use of the full-color logo over the gradient.

The flag should bleed off the page to the right, so that the flag is over the dark purple part of the gradient.

Over gradient

White fill, gradient feather



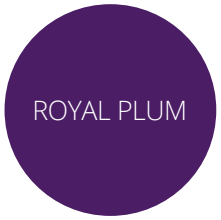
COLOR PALETTE

PRIMARY PALETTE

The primary ERLEADA® logo color palette is led by Royal Plum. This color gives our identity a friendly and approachable appearance that is also serious and full of stature, all of which are qualities that tie in with the ERLEADA® brand. Please reference the values shown below to ensure that our colors are consistently reproduced.

Use 45% Black to indicate placebo. Can also be used in place of PMS 877 silver when not available.

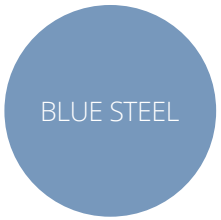
Each brand color can be used in various tints: 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%. These can be used throughout the marketing collateral.



Pantone: 3566

CMYK: 80 100 8 27
RGB: 75 29 101
HEX: #4B1D65

This is our representative brand color for ERLEADA® in chart heads, banners, bar charts, and brand data. Do not use in large fields, or tinted back.



Pantone: 2136

CMYK: 58 33 14 2
RGB: 119 152 188
HEX: #7798BC

Pantone: 382

CMYK: 28 0 100 0
RGB: 205 213 0
HEX: #CDD500

Used minimally per page in Key Messages, to color the Zilla Slab highlight font and only against a dark/purple background.

CMYK: 28 0 100 10
RGB: 189 198 0
HEX: #BDC600

Used minimally per page in Key Messages, charts, and to color the Zilla Slab highlight font and only against a white background.

Pantone: 877

CMYK: 0 0 0 45
RGB: 168 168 167
HEX: #A8A8A7

Frames, check marks, silver lining rule to anchor banners, silver lining boxes, and used in bullets.

CMYK: 0 0 0 90
RGB: 60 60 59
HEX: #3C3C3B

Used for callout copy.

SECONDARY PALETTE

The ERLEADA® secondary colors are used throughout our supporting visuals, including text, color fields, and visual information. These colors maintain a consistent style across our branded materials.

Each brand color can be used in various tints: 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%. These can be used throughout our marketing collateral.

OCEAN

Pantone: 2167

CMYK: 79 46 34 16
RGB: 58 107 130
HEX: #3A6B82

DARK PLUM

Pantone: 2765

CMYK: 100 100 9 57
RGB: 30 18 70
HEX: #1E1246

TYPOGRAPHY

FONTS

Khand

Is a Google display font chosen for its dynamic letterforms and modern appearance. The lighter styles are best for short paragraphs of running text, while the heavier styles are optimized for headlines or minimal/ single word usages, as in charts and graphics.

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semi bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans

Is a Google font that has been optimized for legibility across print, web, and mobile, and was developed to have a neutral, yet friendly appearance.

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semi bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Zilla Slab and Zilla Slab Highlight

Are contemporary slab serifs from Google, and have a sophisticated, bold, industrial look, yet maintain a friendly approachability.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semi bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Highlight bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GENERAL TYPOGRAPHY RULES

Headlines

Should be set in all capitals and used with Khand Medium. The point size of the headline should be the most prominent on the page.

Subheads

Should be set in initial capitals and used with Open Sans Semibold. Subheads should read as second most prominent on the page.

Body copy

Should be set in Open Sans Light. To call out content within the copy, use Open Sans Semibold.

Chart/table headlines

Should be set in initial capitals and used with Zilla Slab Bold.

Key message

Highlighted information should ideally be limited to 1–2 most important points per page, with highlighted text being as short as possible (2–3 words). Highlighting entire sentences should be avoided.

Footnotes

Should be set in 7pt Open Sans Condensed Light.

REGISTERED TRADEMARK SYMBOL

Headlines – Khand

PRESCRIBE ERLEADA® (apalutamide)

Registered trademark symbol (®) is set to:
- 5pt smaller than headline font size
- Baseline shift visually to top of A in ERLEADA®
- -100 kerning

Subhead – Khand

The recommended dose of ERLEADA® is 240 mg (four 60 mg tablets) administered

Registered trademark symbol (®) is set to:
- Same font size
- No superscript
- Baseline shift -0.5pt
- -100 kerning

Chart Head – Zilla Slab

Treatment with ERLEADA® + ADT

Registered trademark symbol (®) is set to:
- Same font size
- Superscript
- No baseline shift
- -100 kerning

Body Copy – Open Sans Light

ERLEADA® is indicated for the treatment of patients with non-metastatic castration-resistant prostate cancer.

Registered trademark symbol (®) is set to:
- Same font size
- Superscript
- No baseline shift
- No kerning

This treatment guideline applies to the registered trademark symbol as it is set in most print pieces.
Footnotes and additional special characters should align with this branding style throughout the piece for consistency.

TYPOGRAPHIC USAGE: PRINT

Eyebrow
Khand semibold

Headline
Khand semibold

Khand medium

Khand regular

Khand semibold

Zilla Slab highlight bold

Open Sans condensed light

2 YEARS

For the Zilla Slab highlight bold over gradient, use a solid Royal Plum box between the highlighted text and the gradient background to create a bigger visual impact.

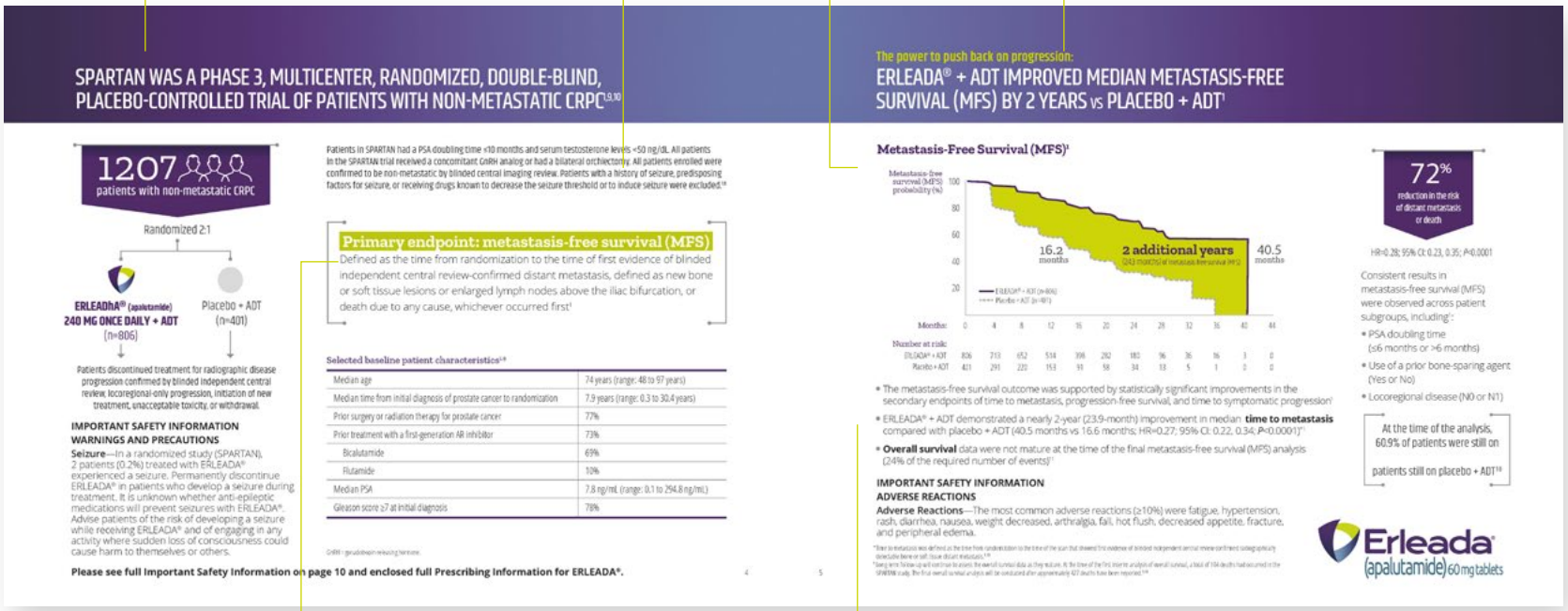
TYPOGRAPHIC USAGE: PRINT

Headlines
Khand medium

Khand medium

Chart heads
Zilla Slab bold

Eyebrows
Khand semibold



Highlighted callouts
Zilla Slab highlight

Body copy/bullets/ISI
Open Sans light

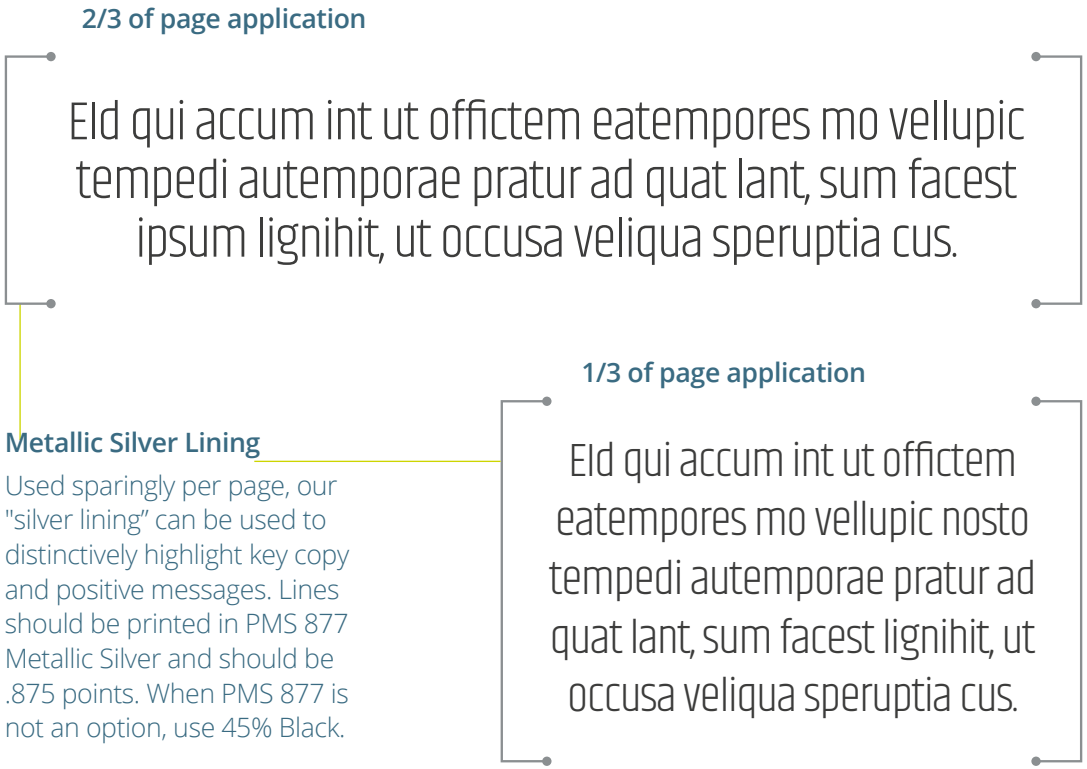
TYPOGRAPHY: DIGITAL

H1	**Efficacy**	Zilla Slab bold • 36px • White, HEX:#FFFFFF
H2	ERLEADA® inhibits AR signaling at multiple levels[1]:	Khand medium • 28px / 34px • Royal Plum, HEX: #462B74
H3	Treatment with ERLEADA® + ADT	Open Sans regular • 28px / 34px • Ocean, HEX:#4B6B86
Body Copy	Time to symptomatic progression was defined as the time from randomization	Open Sans regular • 16px / 24px • Dark Gray, HEX: #414042
Chart Title	**Secondary end points favored the ERLEADA® + ADT arm[1]**	Zilla Slab Semi bold • 20px / 22px • Royal Plum, HEX: #462B74
Callouts	**ONCE-DAILY ORAL THERAPY** **ONCE-DAILY ORAL THERAPY**	Zilla Slab highlight / bold • 20px / 30px (size varies upon usage) • Dark Limon, HEX: #ACBE37 with White type • Limon, HEX: #C2D500 with Royal Plum type
Footnotes & References	ADT = androgen-deprivation therapy **References**: **1.** ERLEADA® [Prescribing Information]	Open Sans regular / bold • 12px / 18px – 8px spaceafter • Dark Gray, HEX: #414042

CALLOUTS: PRINT

Callout treatment in our ERLEADA® campaign is meant to add visual interest to our story telling and to elevate the prominence of a message. Callouts can be in either 90% Black, or use the accent color Blue Steel, as shown.

Our ERLEADA® printed materials apply the "Rule of thirds"
as often as possible. Our callouts should also follow this rule.



Metallic Silver Lining

Used sparingly per page, our "silver lining" can be used to distinctively highlight key copy and positive messages. Lines should be printed in PMS 877 Metallic Silver and should be .875 points. When PMS 877 is not an option, use 45% Black.

CALLOUTS: PRINT

Key message callout

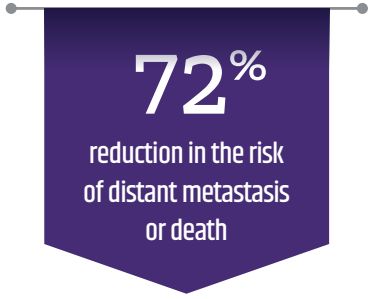
ERLEADA® is a **ONCE-DAILY ORAL THERAPY** with no additional laboratory monitoring requirements beyond routine assessments for side effects[1]

Summary callout

With its ease of administration (once-daily oral dosing), and indication to treat non-metastatic CRPC, ERLEADA® provides you with the opportunity to continue managing your patients.

Banner callout

Banner callouts use PMS 3566 Royal Plum. The gradient feather to create a soft shadow at the top uses PMS 2765 Dark Plum and is set to 60% transparency.

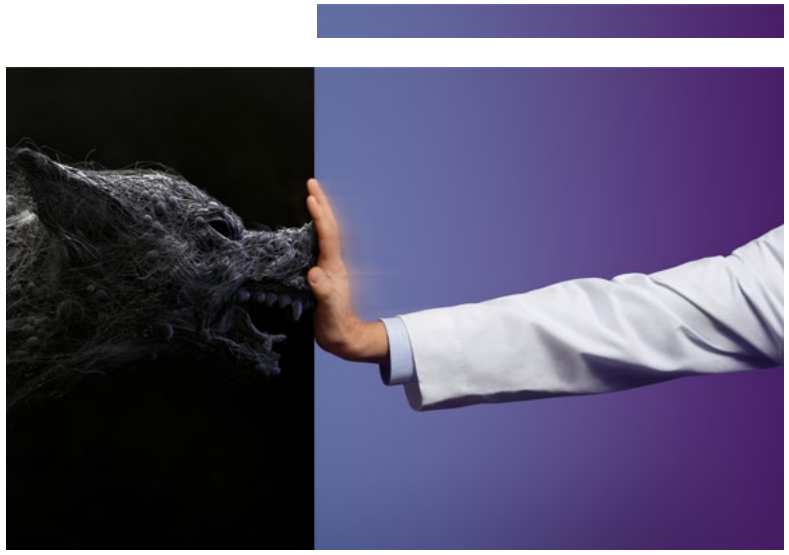


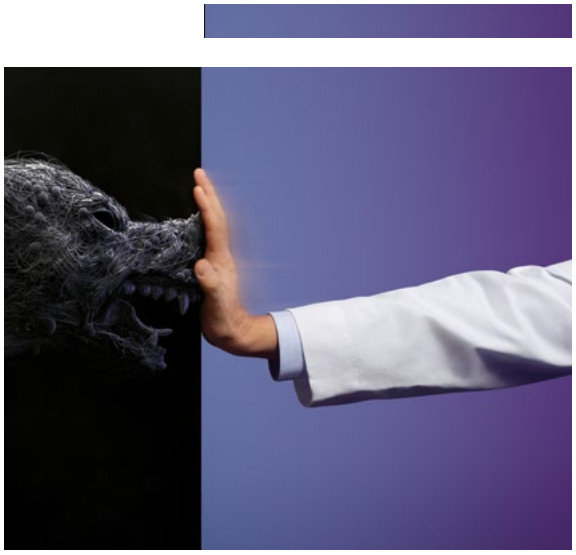
HR=0.28; 95% CI: 0.23, 0.35; *P*<0.0001

GRAPHIC ELEMENTS

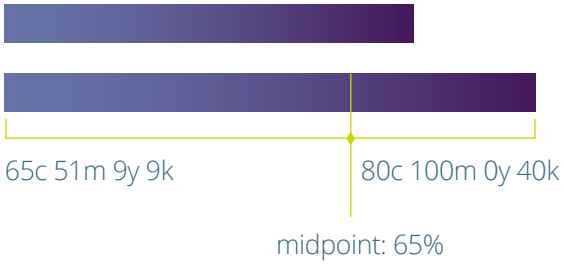
COLOR GRADIENT

Background blue/purple gradient artwork must be scaled according to width of layout. Do not create gradients from the other brand colors. Blue/purple gradient must always end with purple on the right.





4-color gradient



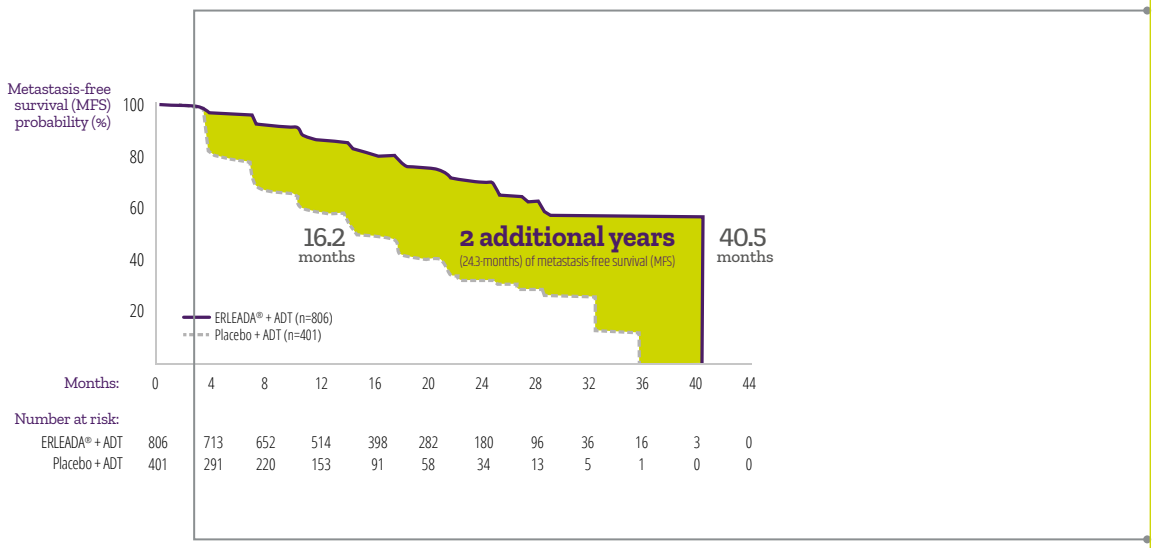
Artwork gradient

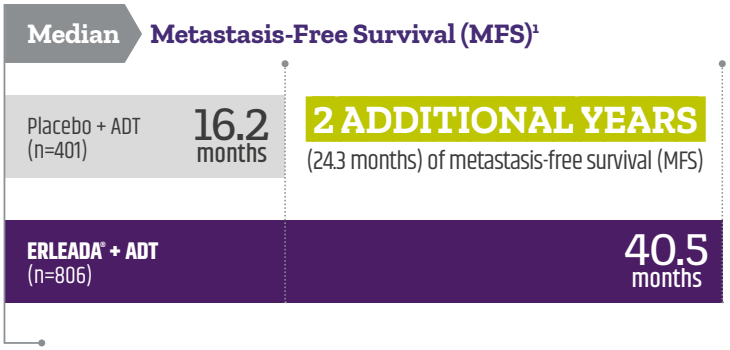
Horizontally scaled

Spread gradient

CHART STYLE

Examples of chart styles





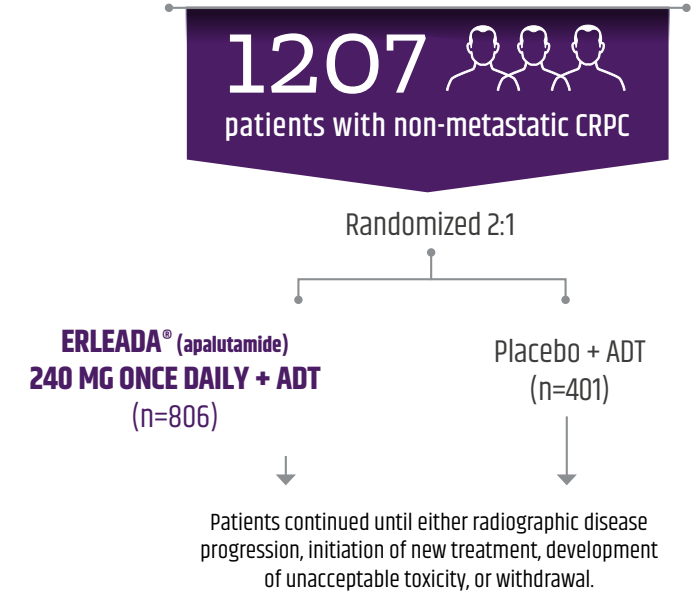


TABLE STYLE

Examples of table styles

Grades 3 and 4 adverse reactions in the SPARTAN study[1]

Adverse Reactions	ERLEADA® + ADT (n=803)	Placebo + ADT (n=398)
Rash	5%	0.3%
Fracture	3%	0.8%
Fall	2%	0.8%
Fatigue*	1%	0.3%
Weight decreased	1%	0.3%
Arthralgia	0%	0%

*Includes fatigue, asthenia, lethargy, malaise, and sluggishness.

Secondary endpoints favored the ERLEADA®+ ADT arm[1]

Median:	ERLEADA® + ADT (n=806)	Placebo + ADT (n=401)	Hazard ratio (95% CI)	*P* value
Time to metastasis	40.5 months	16.6 months	0.27 (0.22, 0.34)	<0.0001
Progression-free survival	40.5 months	14.7 months	0.29 (0.24, 0.36)	<0.0001

Nearly 2-YEAR improvement (23.9 months)

>2-YEAR improvement (25.8 months)

PRESENTING TITAN & SPARTAN: COLORWAYS & SHIELD ICONS

The TITAN and SPARTAN studies have been differeniated by the use of one specific color per study from the primary color palette.

TITAN is associated with the Blue Steel primary color. Spartan is associated with the Royal Plum primary color.

The varying tint options recommended for each study are explained in more detail opposite and on pages 88-89.

In addition to the color differentiation, unique shield icons have been developed for each study. Please see opposite the shield icons for both TITAN and SPARTAN. On pages 88-89 we go into more detail about the usage and positioning of these shield icons.

TITAN:

BLUE STEEL
Primary color palette

100%

65%

30%

SPARTAN:

ROYAL PLUM
Primary color palette

100%

45%

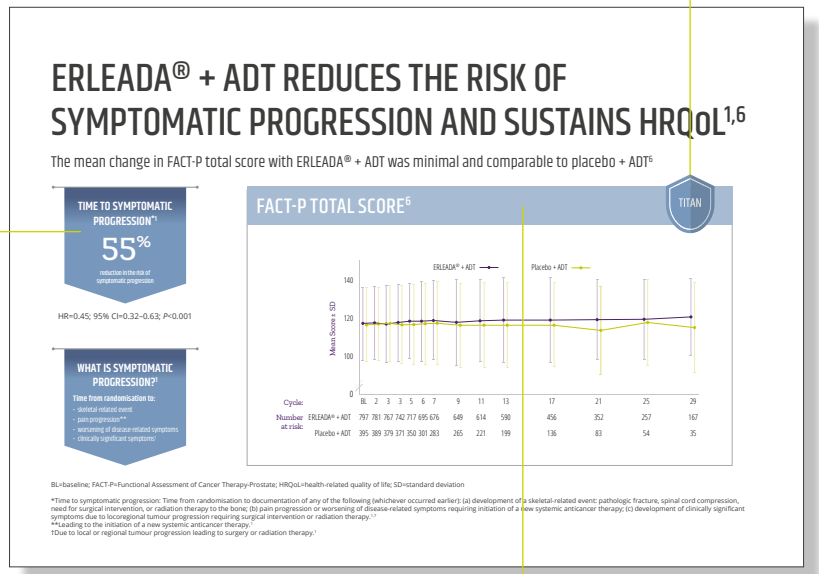
15%

The shield icons are supplied as finished artwork and should not be modified or recolored.

PRESENTING TITAN–DATA USAGE

The TITAN study will always use the Titan Shield Icon in this size and position

Chart spread layout



The flag color for the Titan study will always be 100% Blue Steel

Chart headline banner for the TITAN study will always be a 65% tint of Blue Steel

Any highlighted text should always be in a 100% tint of the Blue Steel

Table spread layout

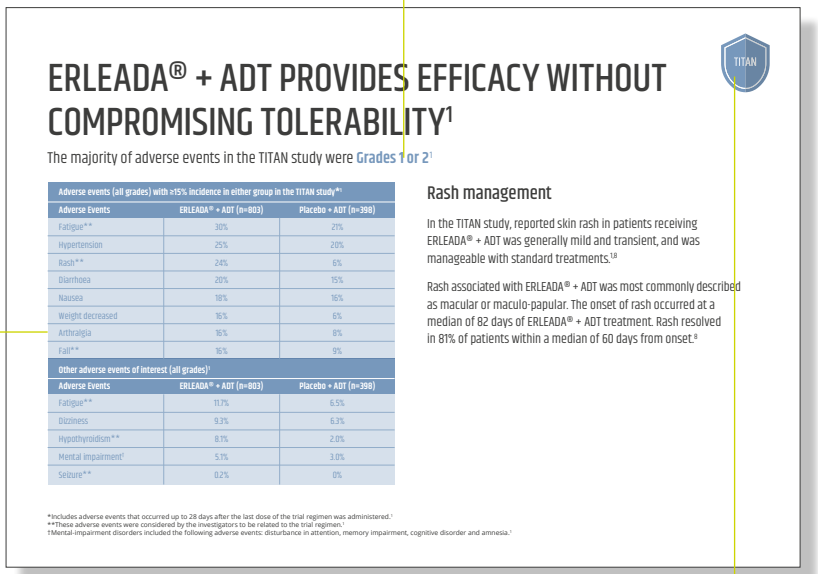


Table design for the TITAN study will always use a 100% tint of Blue Steel for headline rows and a 30% tint for data rows. They will also always use either white for headline copy or a 100% tint of Blue Steel for body copy

The TITAN study will always use the Titan Shield Icon in this size and position

PRESENTING SPARTAN–DATA USAGE

The SPARTAN study will always use the SPARTAN Shield Icon in this size and position

Any highlighted text should always be in a 100% tint of the Royal Plum

Chart spread layout

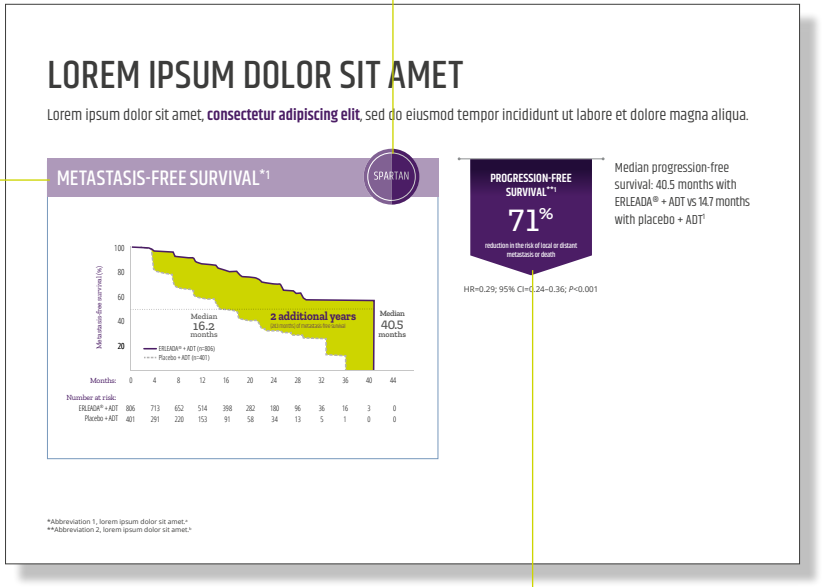


Chart headline banner for the SPARTAN study will always be a 45% tint of Royal Plum

The flag color for the SPARTAN study will always be 100% Royal Plum

Table spread layout

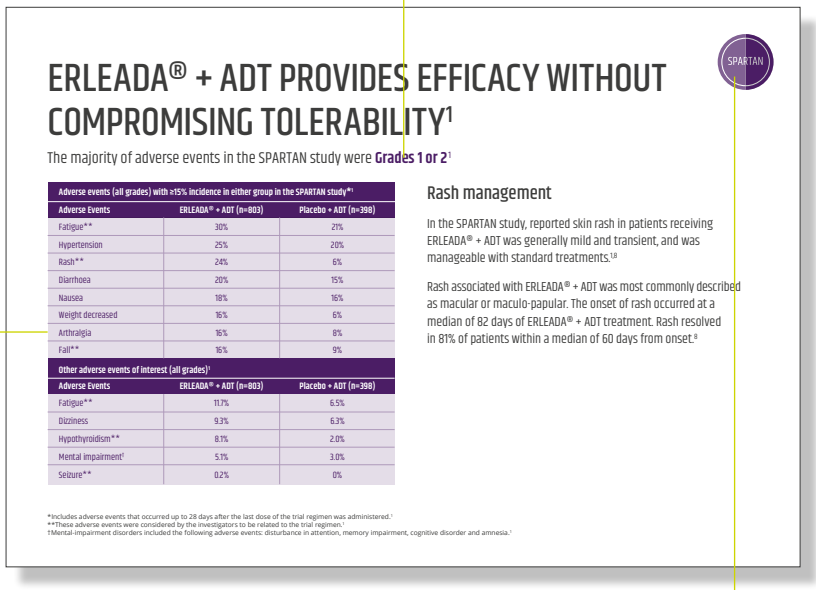
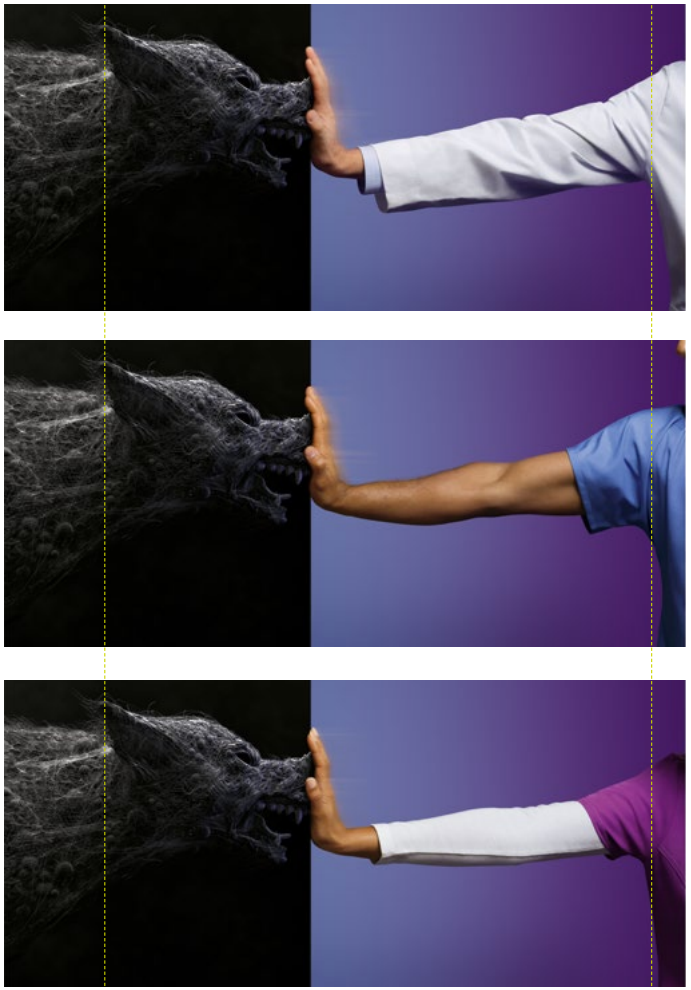


Table design for the SPARTAN study will always use a 100% tint of Royal Plum for headline rows and a 15% tint for data rows. They will also always use either white for headline copy or a 100% tint of Royal Plum for body copy

The SPARTAN study will always use the Spartan Shield Icon in this size and position

IMAGE LIBRARY

IMAGE LIBRARY



Oncologist

Urologist

Nurse

If the target audience is oncologists only, use oncologist imagery (white lab coat). If the target audience is urologists only, use urologist imagery (blue scrubs). If the target audience is a mixture of both specialties, use oncologist imagery (white lab coat).

Note: The Global usage rights are valid for 2 years, and are due to expire in February 2021. Once the 2-year usage rights expire, the images need to be relicensed prior to use.

Black side must be no more than 35% of total image. The dotted lines indicate ideal crop.

IMAGE LIBRARY

Supporting imagery of HCPs and patients are shown lightly leaning against a thin, dark "wall", synergistically working with the core concept of pushing back on progression.

Patients

HCPs

Oncologist | Urologist | Nurse

Example of use

Black 100%

Black 80%