ILLUSTRATION

CARPENTER

COACH

DRIVER

Distinctive illustrations have been developed that compliment each of our three portrait photographs.

Note: The core figurative elements of the illustrations should not be modified.

Janssen
PHARMACEUTICAL COMPANIES
of Johnson&Johnson
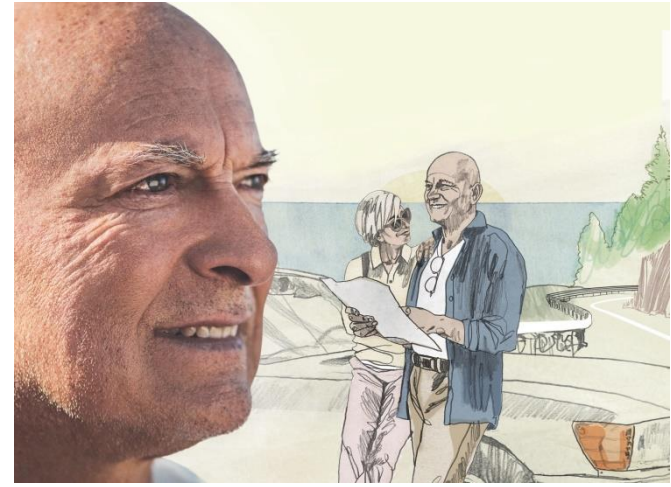
Zytiga®
abiraterone acetate

LOCKUP

CARPENTER

COACH

DRIVER

For landscape orientation these are the recommended lock-ups. Careful attention has been paid to the crop of the portrait photography and the positioning of the illustration to ensure maximum visual impact.

When creating your own materials follow the examples in this brand book for guidance.

TEXTURES

CARPENTER

COACH

DRIVER

The background textures used in the illustrations have also been provided as separate files. These have a variety of uses and can be used to add interest to page backgrounds. Use of textures should always match the corresponding image if both appear together.

When creating your own materials follow the examples in this brand book for guidance.

Zytiga®
abiraterone acetate

GRAPHIC ELEMENTS

HEADLINE TYPE STYLE

The campaign uses a bold style for headlines.

The first key words of our headlines, uses a gradient of the greens from the ZYTIGA® colour palette, or PMS 376. The words "WITH mHSPC" are set in PMS Cool Grey 11, or white for photographic backgrounds.
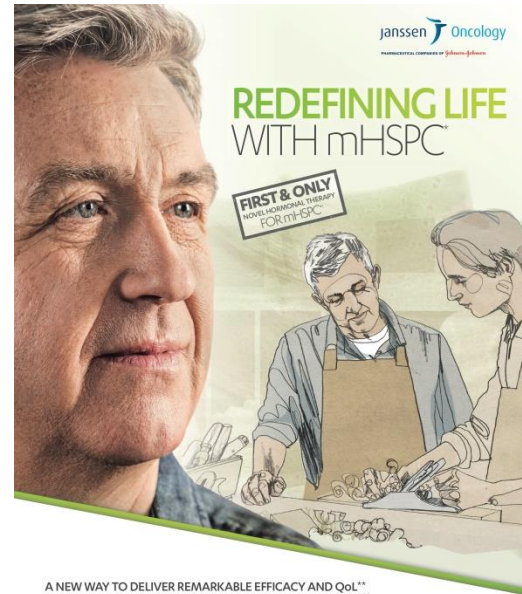
REDEFINING LIFE WITH mHSPC

Zytiga®
abiraterone acetate

Janssen
PHARMACEUTICAL COMPANIES
of Johnson-Johnson

GREEN GRADIENT BAR

A green gradient bar can be used as a handy device to frame the layout and draw the reader's eye through the story.

It can be used to house the ZYTIGA® logo, as a pocket design, or any other divider in a layout.

Both diagonal and vertical usage is acceptable, depending on the type of layout required.

STAMP

To further leverage the impact of ZYTIGA®'s launch in this indication, a stamp graphic has been designed to compliment locally developed assets.

It utilises a combination of strong imagery and copy, to create a powerful impact on our customers.

Please be mindful of your local competitive environment when localising this stamp, especially regarding the final wording used on the primary claim.

COLOUR PALETTE

PMS 350
CMYK = 80/21/79/64
RGB = 44/82/52
#2C5234
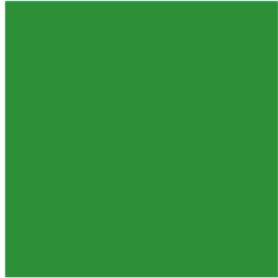
PMS 348
CMYK = 96/2/100/12
RGB = 0/132/61
#046A38

PMS 376
CMYK = 54/0/100/0
RGB = 132/189/0
#84BD00

PMS 396
CMYK = 10/0/95/0
RGB = 225/224/0
#E1E000

15% – PMS 396
CMYK = 2/0/14/0
RGB = 250/250/217
#FAFAD9

PMS GREY 11
CMYK = 0/0/0/85
RGB = 77/78/83
#4D4E53

LOGO

Our logo guidance is unchanged from the previous campaign iteration.

The ZYTIGA® logo lockup is a unique piece of artwork created specifically for the brand.

As shown, it consists of multiple design elements in a fixed arrangement that should not be altered in any way.

Clear space

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

Minimum 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 30mm. The minimum width of the logo lockup for digital applications is 175 pixels.

TYPOGRAPHY

The Karbon type family has been selected as a primary brand font. This font is used for all typographic elements of the logo, as well as for brand promotional campaign materials. Karbon offers multiple weights and styles, and was selected for its ability to express the category-redefining sophistication of ZYTIGA®. Consistent use of the Karbon type family will contribute to a strong brand image.

Karbon Medium in PMS Cool Grey 11 can be used for headers.

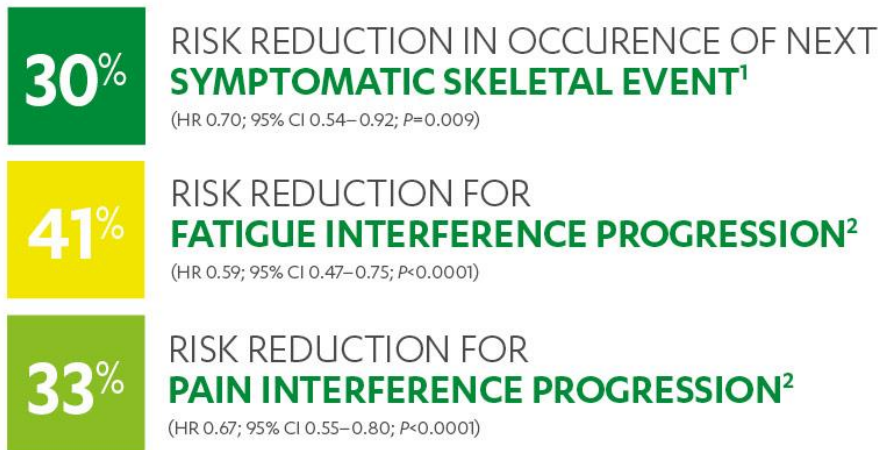**Karbon Medium in PMS 376 can be used for sub-headers, graphs or table titles.**

Karbon Regular in PMS Cool Grey 11 can be used for body copy.

Karbon **Medium** or **Semibold** in **PMS 350**, **348** or **376** can be used to highlight important words or phrases within body copy.

CALL-OUT BOXES

We use call-outs to translate clinical data into a more emotional brand benefit.

They can express page contents in a more relevant language to the customer, or link the page messaging to a ZYTIGA® key benefit to patients.

30% RISK REDUCTION IN OCCURENCE OF NEXT **SYMPTOMATIC SKELETAL EVENT[1]**
(HR 0.70; 95% CI 0.54–0.92; *P*=0.009)

41% RISK REDUCTION FOR **FATIGUE INTERFERENCE PROGRESSION[2]**
(HR 0.59; 95% CI 0.47–0.75; *P*<0.0001)

33% RISK REDUCTION FOR **PAIN INTERFERENCE PROGRESSION[2]**
(HR 0.67; 95% CI 0.55–0.80; *P*<0.0001)

Choose a first-line therapy with remarkable overall survival **AND** tolerability so your patients can stay active for longer

So keep your patients with mCRPC active with ZYTIGA® as soon as ADT fails.

Use 20% tint of PMS 376 as background colour

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of Johnson-Johnson

Zytiga®
abiraterone acetate

TABLE STYLE

Spec for table graphics

Typeface: Karbon Medium (title bar and highlighted copy)
Karbon Regular (body copy)

Colour: PMS 350 for rules
PMS Cool Grey 11 and white for text

Copy for the title bars should be in the medium type weight and white out of green/grey. We use white and dark green rules between the panels. Use 15% tint of PMS 376 for table cell's background.

	ZYTIGA® + prednisone /prednisolone (n=546)	Placebo + prednisone /prednisolone (n=542)
Median age, yr (IQR)	71 (65–77)	70 (63–76)
Median time from initial diagnosis to first dose, yr (IQR)	5.5 (2.7–9.7)	5.1 (2.8–9.1)
Median PSA, ng/ml (IQR)	42.0 (16.1–116.0)	37.7 (14.9–95.3)
Gleason score (≥8) at initial diagnosis, no. (%)	263 (54)	254 (50)
Extent of disease, no. (%)		
Bone metastases	452 (83)	432 (80)
>10	264 (49)	253 (47)
Soft tissue or node*	267 (49)	271 (50)
Pain at screening (BPI-SF), no. (%)		

GRAPH STYLE

Spec for graph style

Typeface: Karbon Regular (legend)
Karbon Semibold (large numbers)

Colour: PMS Cool Grey 11 for lines, numbers and competitor drugs PMS 376 for ZYTIGA®
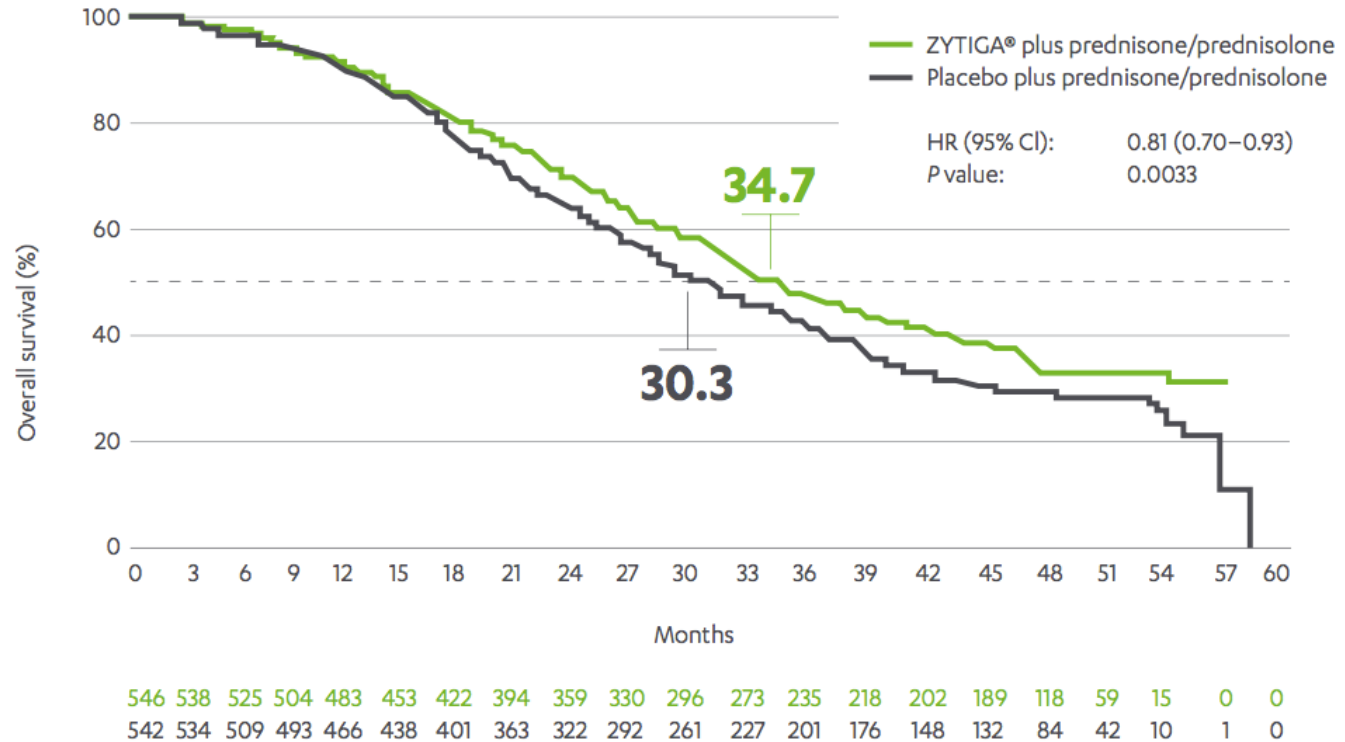
When developing regional/local promotional materials, please ensure that you are remaining in line with Janssen corporate guidelines. The ZYTIGA®
Global Brand Book has been developed with these guidelines in mind.

For more information, please visit: https://jnj.sharepoint.com/sites/PHM-GCSP-COM-EMEA/campuses/alpine/Company/CorporateIdentity/Pages/default.aspx