

Ferring Toolkit

Short Version

FERRING

PHARMACEUTICALS

Ferring Corporate
Communications

The Corporate presentation



Ferring has developed an official corporate presentation which provides an introduction to the company. The layout and content of this presentation have been approved for external use.

The presentation gives an overview of the company, our global reach, our therapeutic areas, our products, our R&D activities, our pipeline, the Ferring vision and our business development focus.

Please feel free to use this as a stand alone presentation. You can also incorporate selected slides at the end of this presentation but only slides that give additional local information on the company, e.g. local background information on your country or department, local number of employees or specific history.

The Corporate Presentation is not to be integrated into another business presentation. The two having different objectives.

We update this presentation regularly, in order that all data is kept up to date. Please therefore check on the Intranet (under Corporate Communications) for an updated version of this presentation if you have not used it for some months.

Corporate identity guidelines



The Ferring identity

Corporate identity or corporate brand is one of the first indications of company personality that the public, our customers and their patients will have of Ferring Pharmaceuticals. Through a consistent approach to corporate identity, the Ferring Pharmaceuticals name will gain recognition and strength in the marketplace.

As Ferring is a global company, operational on all continents, it is both more challenging and more important for us to maintain a consistent corporate identity wherever we operate in the world.

These guidelines have been developed to help you use the right colours, fonts and sizes to reflect the Ferring identity and to ensure that the Ferring name and the logo are used correctly across a wide range of printed and digital materials.

The Ferring logo

Standard version

These are the key elements to the Ferring logo. This logo can be downloaded from the Ferring Intranet under Corporate Communications:

- 1 The word FERRING in Pantone **Process Blue**.
- 2 The word which describes the overall activity of the company – PHARMACEUTICALS (or where necessary, the local equivalent) in **Solid Black** and centred underneath the word FERRING.
- 3 Both words surrounded and separated by a rectangular box.
- 4 Logo typeface: **Helvetica Bold**.

Note:

- For black and white printing the logo should be printed entirely in **Solid Black** and not shaded.
- Ferring Pharmaceuticals should be the terminology used for the logo for all Ferring functions which make up our company – very importantly now including research, which is one of the major components of the Ferring Pharmaceuticals function and ‘personality’.

The version of the Ferring logo (with the word “Pharmaceuticals” stretched in order to be aligned with the word “Ferring”) **should no longer be used**.

Blue version



Black version



The Ferring logo

Translations

The words “Ferring Pharmaceuticals”, written in English, should be the first choice of wording for the logo wherever this is operationally acceptable. However, we recognise that for some local operations it is necessary to translate ‘pharmaceuticals’ into the local language equivalent. (Previously accepted examples are given on the right).

The translation or local equivalent of ‘pharmaceuticals’ should be centred under the Ferring name and should not exceed the breadth of the Ferring name.

The translated logos should be used for local stationery items only, i.e. letterheads, business cards, compliment slips, fax transmission etc., and not used for printed, internationally used items.

German



French



Spanish



Portuguese



The Ferring logo

Positioning

In addition to consistency of colour and form, it is important that the logo is always correctly positioned.

- 1 The logo is designed to operate on a horizontal plane. It should never be positioned at any other angle.
- 2 The logo should not be positioned close to any other logo or trade mark. The exclusion zone should always be respected (this is the area around the logo which must be kept free of other graphics).
- 3 The logo should only be reproduced on a plain background. On a dark or coloured background it should appear as example a) and not b).
- 4 The logo must not be contained within any shape or device which may confuse or interfere with the company identity.

For banners, posters, flags, gift items or any other places where the logo is used, the same rules apply.

For advertising in magazines and newspapers, the same rules apply and ready-to-use adverts are available on the Intranet, under Corporate Communications.

The only exceptions are for large signs on Ferring buildings and for small promotional items where the full logo would not be legible. In these cases, only the “Ferring” word can be used (in the correct font and colour). Ask Corporate Communications to receive the electronic file.

The Ferring signage

Should you have any request regarding the Ferring signage (building, flag, etc.) please refer to your Corporate Communications team.

Exclusion zone



a) CORRECT



b) INCORRECT



c) ONLY FOR PARTICULAR USE

– Ask Corporate Communications

FERRING

Ferring fonts

For type-written communications

Whilst **Helvetica** is the corporate company font for printed materials, we have selected two internationally, widely available fonts for use in type-written documents:

Arial is our primary font that should be used for most daily communications and documents. There are five different 'weights' of Arial font available, which should provide enough flexibility to produce most documentation.

Palatino is for long reports and legends/ captions needing even greater legibility at small text sizes.

Both font families are available as MS Windows compatible software.

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&*()-+={}<>?

Arial italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&*()-+={}<>?

Arial narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&*()-+={}<>?

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&*()-+={}<>?

Arial bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&*()-+={}<>?

Palatino regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()-+={}<>?

Palatino italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&()-+={}<>?*

Palatino bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()-+={}<>?

Palatino bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()-+={}<>?

Colour palette

The Ferring colour palette is divided into three groups:

- 1 Primary colours**
- 2 Secondary colours**
- 3 Complementary colours**

The primary colour palette is for the logo: process blue, black and white (white is not to be forgotten as the background to the logo).

The secondary colour palette comprises a set of strong colours to enhance your documents, for use as borders or backgrounds. These colours are chosen to complement the Ferring photography.

The complementary colour palette is a pastel version of the primary and secondary palettes and is intended to work with those palettes when needed, i.e. for use in reports and charts in presentations when softer colours are more appropriate.

Primary colours



CMYK: **100C 13M 1Y 2K**
Pantone: **Process Blue C**
RGB: **0R 136G 206B**
Web: **#0088CE**



CMYK: **0C 0M 0Y 0K**
Pantone: **None**
RGB: **255R 255G 255B**
Web: **#ffffff**



CMYK: **0C 0M 0Y 100K**
Pantone: **Black C**
RGB: **0R 0G 0B**
Web: **#000000**

Note

This is not a colour swatch for exact matching but a guide to help you. Please use printers' swatches as necessary.

Secondary colours



CMYK: **68C 35M 17Y 49K**
Pantone: **5405 C**
RGB: **68R 105G 125B**
Web: **#44697D**



CMYK: **5C 100M 22Y 24K**
Pantone: **220 C**
RGB: **163R 0G 80B**
Web: **#A30050**



CMYK: **0C 65M 95Y 0K**
Pantone: **158 C**
RGB: **227R 114G 34B**
Web: **#E37222**



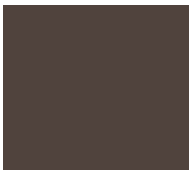
CMYK: **2C 41M 100Y 10K**
Pantone: **131 C**
RGB: **206R 142G 0B**
Web: **#CE8E00**



CMYK: **100C 9M 38Y 34K**
Pantone: **322 C**
RGB: **0R 116G 122B**
Web: **#00747A**



CMYK: **68C 90M 4Y 16K**
Pantone: **520 C**
RGB: **105R 58G 119B**
Web: **#693A77**



CMYK: **26C 36M 38Y 70K**
Pantone: **Warm Grey 11 C**
RGB: **103R 92G 83B**
Web: **#675C53**

Complementary colours



CMYK: **40C 12M 0Y 0K**
Pantone: **658 C**
RGB: **167R 193G 227B**
Web: **#A7C1E3**



CMYK: **8C 26M 4Y 14K**
Pantone: **5225 C**
RGB: **196R 175G 185B**
Web: **#C4AFB9**



CMYK: **0C 24M 49Y 0K**
Pantone: **156 C**
RGB: **236R 193G 130B**
Web: **#ECC182**



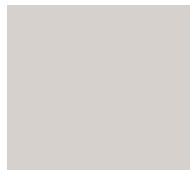
CMYK: **0C 6M 53Y 0K**
Pantone: **1215 C**
RGB: **250R 221G 128B**
Web: **#FADD80**



CMYK: **48C 4M 35Y 10K**
Pantone: **557 C**
RGB: **145R 186G 163B**
Web: **#91BAA3**



CMYK: **30C 27M 0Y 0K**
Pantone: **270 C**
RGB: **179R 182G 221B**
Web: **#B3B6DD**



CMYK: **6C 7M 9Y 11K**
Pantone: **Warm Grey 2 C**
RGB: **213R 210G 202B**
Web: **#D5D2CA**



Photo library

A library of corporate images, called “ImageFerring”, can be found on the Ferring Intranet.

Most of the images are owned by Ferring Pharmaceuticals so there are few copyright issues or fees, as with other external image libraries. Refer to Corporate Communications if you wish to use these images for advertising.

It is preferred that you select from our library rather than external sources as these pictures have been selected to reflect Ferring brand values. These photographs are not for use in product advertisements. For product advertisements, please contact Global Marketing.

Ferring Brand Box

The Ferring Brand Box Toolkit contains style guidelines, images and marketing materials, to ensure that our product brands are implemented consistently and efficiently across the world.

This material can be downloaded from the Ferring Intranet under Marketing.



Branding

For brand names, trademarks and logos, please refer to the Ferring Legal department.



Ferring PowerPoint presentations templates

PowerPoint presentation is another vehicle that is often used to present the company or our projects.

A special Ferring PowerPoint template is available on the Intranet, under Corporate Communications, for your use.

It is important to use the latest PowerPoint template and not a previous version for your presentation.

The same guidelines apply to PowerPoint presentations as to other written materials. The first choice typeface is Arial. Palatino is second choice.

Do not overcrowd each slide and never write over the logo.