Activating Our Corporate Brand
In 2016, Novartis refreshed its corporate brand to support our position as a leader in innovation. This brand refresh includes a new purpose, vision and mission, and an updated brand design system. You can learn more about the refreshed Novartis brand and download resources on the Novartis Brand Lab web site, www.NovartisBrandLab.com.

**What this means for Alcon**

While Alcon will maintain our unique brand design system, we are implementing several changes to align with the refreshed Novartis brand:

- New Alcon purpose, vision, mission (introduced in April 2016)
- Slightly updated corporate blue color to harmonize with Novartis and Sandoz
- Slightly updated logo
- New preferred font color for digital
- New images added to Image Library
- Refreshed templates and branding guidelines

The new Alcon logo, brand guidelines and most frequently used templates are available on Spectrum. We will continue to add updated templates and assets throughout the year as they become available. The Alcon Brand Center is currently closed down due to technical issues. We will be launching an updated Brand Center in Q4 2016 so that external partners and agencies can easily access our brand guidelines and resources. Until then, please use the Alcon Corporate Brand page on Spectrum to access materials.

**Guidance on implementing**

Alcon and Novartis are both taking a pragmatic, low-cost approach to rolling out the refreshed branding, particularly as we are in a period of tight resources. We encourage associates to begin using the new logo and templates as you design new materials, or update things that are “free” (e.g., email signature, PowerPoint). Existing materials and assets should be updated organically (e.g., as you run out of stock or other changes need to be made). **The new Alcon logo will be used for new products, but we will not update the logo on existing product packaging.**
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Purpose and benefits

The Alcon corporate brand communicates who we are and what we stand for. It represents our company to our customers, patients, consumers, business partners, shareholders, and associates worldwide. To drive brand awareness and loyalty, our corporate brand must be presented in a consistent way across all communications and adhere to uniform guidelines.

Sets the brand standard and technical specifications to ensure proper execution of all brand elements such as logos, colors, fonts, graphic assets and photography.

On the following pages, the Alcon corporate branding guidelines and design specifications are explained in detail.

These guidelines determine the role of the corporate brand in all internal and external communications.

The guidelines must be used across the organization by global, regional and local teams to reinforce our “one company” approach as the leader in eye care.

Benefits of consistently applied corporate branding:

- Ensures Alcon is presented in a consistent manner – aligned with our purpose, vision, and mission
- Articulates our unique position and enhances our reputation as the undisputed leader in eye care, while further strengthening relationships with our customers
- Creates efficiencies through a well-managed brand system, resulting in improved productivity, and cost savings while minimizing confusion

Should any questions arise about the guidelines, please send to Global Communications at alcon.corporate_communications@alcon.com.
**Our corporate brand strategy**

**Who We Are**

**Our Purpose:**
Reimagining eye care

**Our Vision:**
Be the trusted leader in eye care

**Our Mission:**
Discover new ways to enhance sight and improve people’s lives

We have a single mission, vision and set of values to which every associate makes a contribution.

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**How We Work**

**Values & Behaviors:**
- Innovation
- Quality
- Courage
- Integrity
- Collaboration
- Performance

**Customer Experience Standards:**
- Patient and consumer first
- Partnership
- Expertise

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**Our Focus**

**Our Strategy:**
To lead through technological and science-based innovation that enhances sight and improves lives.

**Our Brand & Voice**
The Alcon brand communicates who we are and for what we stand. It represents our company to our customers, patients, business partners and associates worldwide. To drive brand awareness and loyalty, our corporate brand must always be presented in a consistent way.

<table>
<thead>
<tr>
<th>Not Alcon</th>
<th>Alcon</th>
<th>Not Alcon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsure, uncertain</td>
<td>Confident</td>
<td>Presumptuous, arrogant</td>
</tr>
<tr>
<td>Hesitant, doubtful</td>
<td>Bold</td>
<td>Assuming, brazen</td>
</tr>
<tr>
<td>Indifferent, inconsiderate</td>
<td>Caring</td>
<td>Overbearing</td>
</tr>
<tr>
<td>Fickle, unreliable</td>
<td>Dependable</td>
<td>Stubborn, unchanging</td>
</tr>
<tr>
<td>Stiff, flat</td>
<td>Energetic</td>
<td>Impetuous, overzealous</td>
</tr>
<tr>
<td>Stagnant, stale</td>
<td>Fresh</td>
<td>Immature, inexperienced</td>
</tr>
</tbody>
</table>
Approved logo usage

The Alcon logo is our strongest brand asset.

For this reason, the logo should always be applied consistently inside and outside of the company.

To ensure a consistent presentation of the logo, it is available in limited treatments shown on this page.

If black and white printing is the only option available, the logo may be reproduced in black or reversed out in white on dark backgrounds.

Corporate logo color treatment

Pantone® 2144

Business franchise logo color treatment

Reversed out in white on Pantone® 320 (Surgical)

Reversed out in white on Pantone® 362 (Vision Care)
Alcon logo

To ensure maximum legibility and visibility, always use the appropriate amount of clear space around the logo. The clear space is equal to the height of the “l” in the Alcon logo.

To maintain legibility, the logo should never be smaller than 100 pixels in width (for web/digital) or 1” in width (for print).

To reinforce the united strength of Alcon and Novartis, we will include the corporate descriptor “A Novartis Division” as part of our Alcon design system.

The Novartis corporate descriptor should appear in all communications executions whether the corporate brand is in a lead or endorser role including product marketing.

Clear space for the corporate logo

The clear space around the logo is equal to the height of the “l” in Alcon.

Minimum size for the corporate logo

Logo size relationships

The height of the Novartis “N” aligns with the height of the Alcon “l”. These asset files have been built to the same ratio and should be aligned as demonstrated. The space between the logos is variable.
About our corporate descriptor

To reinforce the united strength of Alcon and Novartis, we will include the reference “A Novartis Division” as part of our Alcon design system.

The Novartis corporate descriptor should appear in all communications executions whether the corporate brand is in a lead or endorser role including product marketing. The only exception to this rule will be building signage.

The Novartis corporate descriptor is always aligned horizontally to the right and the lowercase letters should align evenly with the lower case “n” of the Alcon logo.

Translation of the corporate descriptor may be allowed. Contact nbl@novartis.com for further information and approvals.
Unapproved logo use

The Alcon logo must never be altered in any way. Any improper use of the logo causes confusion, jeopardizes its legal protection and devalues our brand. Never change or alter the Alcon logo, color, size minimums or reproduction guidelines.

Examples of misuses are shown here.

- Do not use an unapproved color
- Do not use a tint
- Do not add words, phrases or modifiers
- Do not use the logo in a headline or text
- Do not add graphics to the logo
- Do not place anything within the clear space
- Do not place the logo in a shape
- Do not add graphic treatments
- Do not dimensionalize or use 3D effects
- Do not outline
- Do not lock up with the Novartis corporate descriptor
- Do not put on an angle
- Do not use vertically
- Do not place on a photo or complicated background
- When the logo appears in blue, do not place on a color background
- Do not use degraded art work
- Do not use the Alcon logo as part of another logo
- Do not use a tint
- Do not place on a photo or complicated background
- When the logo appears in blue, do not place on a color background
- Do not use degraded art work
- Do not use the Alcon logo as part of another logo
Alcon Novartis Pharmaceuticals logo

The Alcon, Novartis Pharmaceuticals logo, and the Novartis design system should be used for internal and external communications relating to the Novartis Ophthalmology franchise.

You can learn more about the refreshed Novartis design system and download resources on the Novartis Brand Lab web site.

Website:  
www.novartisbrandlab.com

Email Address:  
nbl@novartis.com
Internal program logos

We’ve set our internal logo standards exceptionally high in order to achieve consistency for our Alcon brand, maximize visual impact and minimize costs.

• Internal logos are not permitted for departments, franchises, functions, programs with limited reach, single/one-off events, etc. They should be treated as text only with no icon, symbol or stylization of text.

• Internal logos may be considered for approval for initiatives that are global, of strategic significance and long-lasting (e.g., more than 3 years). These logos should be in line with our corporate brand design system.
  – Employee Resource Groups (ERGs) can have a logo. ERG logos should be consistent across Alcon locations.
  – Annual sales themes that drive our market leadership can have a unique logo and design system.

• Requests for new logo exceptions must be approved by the Global Communications brand team at alcon.corporate_communications@alcon.com. Requests must be submitted at the concept stage to avoid unnecessary investment in artwork development.
  – Please do not send logo requests to Novartis Business Services. All logo requests should be directed to Alcon Global Communications.
Email signature

A uniform email signature is an important element for consistent usage of our corporate logo and should be represented as shown here.

The email signature should be included on all internal and external emails.

The email signature follows these guidelines:
• Only includes the Alcon logo and Novartis corporate descriptor
• Other company or personal icons or quotes are not allowed
• Preferred type color for digital applications is 90% black
• Must include name, title, address and phone number (mobile phone number is optional)
• International telephone numbers should appear with the indicator (+) before the number and follow standard format. For example, +41(0)61 324 1234
• Do not include spectrum bar
• No background images, patterns or color

Email signature example

First Name
Professional Title
Alcon Laboratories, Inc.
6201 South Freeway, Fort Worth, TX 76134-2099, USA
T +0 000 000 0000 | M +0 000 000 0000
FirstName.LastName@alcon.com
To ensure consistency across the company, there are limited templates for business communications.

These templates include:

- Letterhead
- Envelopes (window and non-window format)
- Business card

For further instructions on ordering stationery, please contact the Procurement Department.

Please note the following specifications for international stationery:

- The placement of dates on letterhead should correspond to the preferred country standard
- For addresses, the country name should be listed on the line following the address and PO Box may be translated as Case Postale
- Telephone numbers should appear with the indicator (+) before the number and follow standard format. For example, +41 (0)61 324 1234
The Novartis copyright line should appear on the back of all Alcon printed materials and on the front of advertising in the bottom left corner. The copyright line is:

© <current year> Novartis

Example:

© 2016 Novartis

Similar to the Novartis corporate descriptor, the copyright line should be the height of the Alcon “l” from the base of the color block. It may also be placed inside of the live area if confined by printer margins or specified by a publication.
Trademark standards

A trademark is a distinctive indicator used by a business organization, or other legal entity, to identify that the products or services to consumers, with which the trademark appears, originate from a unique source and to distinguish its products or services from those of other entities.

To strengthen our corporate brand identity and maintain our trademark rights in the Alcon corporate name and product brand names, we must use them correctly and consistently. Incorrect usage may result in the loss of our valuable trademark rights. Please direct any questions regarding proper trademark usage to the Trademark Department.

The following are general guidelines for the proper use and trademark marking of the Alcon corporate name and product brand names. These guidelines apply to all uses globally.

Proper trademark marking
When referring to Alcon as a company, the company name should be spelled with a capital “A” followed by lower case.


When referring to ALCON® as a brand, it must always be represented in all caps and should appear with a “®”.

Example: Use the ALCON® OPTI-FREE® RepleniSH® solution to clean your contact lenses.

Difference between “™” and “®”
“™” is generally used to denote our trademark rights when they are not yet secured by registrations around the world, particularly in situations where trademark applications for registration are pending. By comparison, “®” denotes registered trademark rights.

Whether to use “™” or “®” is decided only by the Trademark Department, and such markings should never be used or changed without the prior approval of the Trademark Department. In uses of the stylized logo design, the proper trademark marking is provided and should not be changed without prior written approval of the Trademark Department.

Disclaimer use
We need to identify competitor trademarks as belonging to a third party with a disclaimer statement at the end of all advertising and marketing collateral.

Example: ACUVUE® is a registered trademark of Johnson & Johnson.

Important things to avoid
1. Abbreviated use of the Alcon brand name’s trademarks:
   - Incorrect: Alc. contact lenses
   - Correct: ALCON® contact lenses
   - Incorrect: Centurion vision system
   - Correct: CENTURION® Vision System

2. Pluralizing the trademark or use in possessive form:
   - Incorrect: LenSx’s Laser
   - Correct: LenSx® Laser’s
   - Incorrect: Alcon sales growth
   - Correct: Alcon’s sales growth
   - Incorrect: I-KNIVES
   - Correct: I-KNIFE® surgical blades

3. Inserting or deleting a hyphen from a trademark:
   - Incorrect: OPTIFREE Solution
   - Correct: OPTI-FREE® Solution
   - Incorrect: POLYQUAD-based solution
   - Correct: solution based on POLYQUAD® preservative

For a more comprehensive description of the Do’s and Don’ts with regard to trademarks, please refer to the Trademark Usage Rules found in the legal section of Spectrum.
Design strategy and system introduction

The design strategy is a visual representation of the beauty and spectrum of sight. The spectrum bar of color creates a vibrant palette for the reader’s eye to enjoy. The photography is of real people, patients and Eye Care Professionals (ECPs), close-up, celebrating the joy and benefits of healthy vision.

The Alcon design system incorporates seven key elements. The treatment of each element varies according to template and application. Specifications for each element in standard-size formats are detailed on the following pages.

Seven key design elements:
- Grid
- Alcon logo
- Novartis corporate descriptor
- Color system
- Spectrum bar
- Typography (headline and body copy)
- Engaging imagery

Regardless of format size (standard or non-standard) the Alcon corporate brand design strategy must be maintained. Use the standard specifications as guidance when applying the Alcon design system to non-standard formats. All non-standard formats must be approved by Global Communications, alcon.corporate_communications@alcon.com.

Global Impact, Global Goals
CALL TO ACTION IN THIS STYLE >
Reimagining Eye Care

Information About Your Employee Benefits

https://alcon.com/benefits
Grid: introduction

The Alcon corporate grids are comprised of four core components – columns, grid sections, gutters and margins. These components help guide the position of all design elements in the design system, including logo placement and size.

Vertical page grid
The vertical grid uses a three-column format, each column contains two grid sections. The far right grid section helps guide the placement of the Alcon logo and Novartis descriptor. In the case of an extreme vertical format (example: 4 x 9 Slim Jim), the Alcon logo and corporate descriptor may run across one column.

Horizontal page grid
The horizontal grid uses a four-column format. This format uses eight grid sections and seven gutters separating them. A standard column width is two grid sections.

Text should flow across one or two of the columns. Text boxes that go across three columns are not recommended (including the gutters). The far right grid section helps guide the placement and size of the Alcon logo and Novartis descriptor.
Grid: A4 dimensions

The Alcon A4 corporate grid is comprised of four core components – columns, grid sections, gutters and margins. These components help guide the position of all design elements in the design system.

The A4 format uses a vertical page grid. Margins appear on all sides of the page and are set to 1.27 cm or 0.5 in.

U.S. Letter Dimensions

The Alcon U.S. Letter corporate grid is comprised of four core components – columns, grid sections, gutters and margins. These components help guide the position of all design elements in the design system.

The U.S. Letter uses a vertical page grid. Half inch margins appear on all sides of the page.
The Alcon corporate brand uses unique spectrum bars and color blocks to designate corporate as well as our two business franchises: Surgical and Vision Care. Using the color coding system will reinforce our “one company” approach while creating appeal for each business franchise.

Bold and vibrant colors are fundamental components of our design system. Alcon corporate and each business franchise has its own color family.

Each color family is comprised of primary, secondary and tertiary colors. These colors work together to bring our brand strategy to life.

**Color palette**

**Primary color palette**

- **Corporate**
  - Pantone 2144
  - C: 100 M: 56 Y: 3 K: 0
  - R: 0 G: 96 B: 169
  - Hex: #0460A9

- **Surgical**
  - Pantone 320
  - C: 100 M: 0 Y: 31 K: 7
  - R: 0 G: 154 B: 166
  - Hex: #00A0AF

- **Vision Care**
  - Pantone 362
  - C: 70 M: 0 Y: 100 K: 9
  - R: 63 G: 156 B: 53
  - Hex: #49A942

**Secondary and tertiary color palette**

- **Pantone 382**
  - C: 29 M: 0 Y: 100 K: 0
  - R: 193 G: 216 B: 47
  - Hex: #C1D82F

- **Pantone 012**
  - C: 0 M: 4 Y: 100 K: 0
  - R: 255 G: 232 B: 0
  - Hex: #FFEB00

- **Pantone 158**
  - C: 0 M: 61 Y: 97 K: 0
  - R: 245 G: 128 B: 37
  - Hex: #F58025

- **Pantone 227**
  - C: 0 M: 100 Y: 7 K: 19
  - R: 198 G: 0 B: 111
  - Hex: #C6006F

- **Pantone 1915**
  - C: 0 M: 71 Y: 20 K: 0
  - R: 241 G: 111 B: 145
  - Hex: #F16F91

- **Pantone 5405**
  - C: 58 M: 17 Y: 0 K: 46
  - R: 66 G: 20 B: 95
  - Hex: #49176D

- **Pantone 295**
  - C: 100 M: 57 Y: 0 K: 40
  - R: 0 G: 68 B: 124
  - Hex: #00386B

- **Pantone 631**
  - C: 67 M: 0 Y: 12 K: 2
  - R: 38 G: 188 B: 215
  - Hex: #26BCD7

- **Pantone 7447**
  - C: 60 M: 58 Y: 0 K: 19
  - R: 99 G: 97 B: 154
  - Hex: #63619A

- **Pantone 2627**
  - C: 77 M: 100 Y: 0 K: 31
  - R: 66 G: 20 B: 95
  - Hex: #49176D

- **Pantone Cool Gray 7**
  - C: 0 M: 0 Y: 0 K: 37
  - R: 173 G: 175 B: 178
  - Hex: #FADAF2

- **Pantone Cool Gray 10**
  - C: 0 M: 0 Y: 0 K: 65
  - R: 97 G: 99 B: 101
  - Hex: #616365
## Color palette hierarchy

The color palette is comprised of three groups: primary, secondary and tertiary.

We have defined a primary color for corporate and each of our business franchises. This color should be the most dominant color on the page. It appears in color blocks and is used in text headers, when necessary.

If needed, secondary colors are used as an accent color to complement the primary color in design materials.

Tertiary colors are used sparingly and appear mainly in charts and graphs. They may be used in design, but in a very limited role.

<table>
<thead>
<tr>
<th>Primary color</th>
<th>Secondary color</th>
<th>Tertiary colors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Corporate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 2144</td>
<td>PMS 295</td>
<td>PMS 2627, PMS 320, PMS 362</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PMS 227, PMS 382</td>
</tr>
</tbody>
</table>

| **Surgical**  |                 |                 |
| PMS 320       | PMS 5405        | PMS 7447, PMS 295, PMS 631 |
|               |                 | PMS 2144 |

| **Vision Care** |                 |                 |
| PMS 362        | PMS 631         | PMS 382, PMS 012, PMS 158 |
|               |                 | PMS 2144 |

**CAN BE USED BY ANY GROUP**
Spectrum bar: applications overview

A key graphic element in the Alcon design system is the spectrum bar. The spectrum bar is used as an accent graphic that helps convey color, light and energy.

It is used in conjunction with the business franchise or corporate color block and can overlay photography. The spectrum bar is transparent so the photo behind will show through. The spectrum accent line lies on top of the spectrum bar positioned by the color block.

When a photo is not present, the spectrum bar should appear on a white background.

The spectrum bar is the width of the photo and/or color block. The height of the bar is dictated by the size of the page. The height of the accent line is 1/4 the height of the spectrum bar.

It should always be displayed as a whole; never a portion, doubled, distorted, or shown twice on the same page. Text should not appear within the spectrum bar.
Detailed characteristics of the spectrum bar include:

- The spectrum bar is comprised of transparent, overlapping color blocks.
- The spectrum bar runs the width of the document. The height of the spectrum bar is dependent on the height of the document. Refer to the chart on page 25 for sizing options.
- The spectrum accent line acts as a divider between the color block and the spectrum bar.
- A spectrum accent line is 1/4 the height of the spectrum bar.
- The spectrum accent line runs in front of the entire width of the spectrum bar.
- The accent line can be at the top or bottom of the spectrum bar depending on the placement of the color block.
- The accent line is Cool Gray 10.
- An opacity and blend setting is applied to the accent line (Multiply/Opacity 50%).

The spectrum accent line is Cool Gray 10. An opacity and blend setting is applied to the accent line. Apply Multiply/Opacity 50%. The line is 1/4 the size of the height of the spectrum bar.

The corporate spectrum bar with spectrum accent line is adjacent to the color block. When no photo is present, the spectrum bar should overlay on a white background. Since it is transparent, it should never lay on top of a solid color other than white.

When photography is used, the photograph should appear behind the spectrum bar. The spectrum bar is transparent and some of the photo should show through.

The spectrum accent line can be at the top or bottom of the spectrum bar as long as it appears in combination with a color block.
The diagram to the right shows how the spectrum bar and accent line should be sized to accommodate various document heights. This diagram is to act as a guide. If a non-standard size is being designed, use this diagram to determine the appropriate spectrum bar size for non-standard formats.

**Caution:**
The width of the spectrum bar is simple. It is always equal to the width of the document. The height however is not simple. It varies depending upon the overall height of the document. Judgement must be applied when calculating the appropriate spectrum bar height for non-standard formats. The most critical factor to keep in mind is the overall design integrity of the system. And the spectrum bar contributes significantly to the overall look and feel of the Alcon design system. Therefore the spectrum bar height size is important. Contact Global Communications with any questions, alcon.corporate_communications@alcon.com.
Spectrum bar: do’s and don’ts

To ensure the correct use of the spectrum bar, there should be strict adherence to these guidelines. Examples of incorrect uses are shown here.

Correct application

The spectrum accent line must lay on top of the spectrum bar.

The spectrum bar should lay on top of the photo, but not the color block.

Only use the correct business franchise spectrum bar with the color block. (In this case the Vision Care spectrum bar is used incorrectly.)

The spectrum accent line should be 1/4 size of the spectrum bar height.

Do not crop the spectrum bar. The full spectrum bar should be used.

The spectrum bar should be the correct proportion for the page as listed on page 25.

The spectrum accent line should always be next to the color block.
Spectrum bar: interior applications

The spectrum bar may be used on interior pages to designate a chapter heading. Only approved spectrum segments may be used. These segments can be found on the Alcon Corporate Brand Center.

Like the spectrum bars, the spectrum segments are color coded to be used with each business franchise or corporate design system.

In most cases, the spectrum segment should align with the top margin and spread the width of a margin and one grid section or a margin and one column.

The spectrum segments may not be used on the same page as the full spectrum bar.

One to three accent words should appear centered in the segment. Myriad Pro Semibold, white in all caps is preferred. The accent words can be a descriptor or an indicator (e.g., introduction, section header).

The spectrum segment should be a consistent size throughout a document.

The Alcon typography is an integral part of the brand identity. The Alcon brand font is the Myriad Pro* font family. This font should be used on all printed materials.

The Arial* font family may be used for Web and Desktop publishing.

Preferred type color for print is Cool Gray 10. For digital applications, the RGB values of 90% black should be used. One-color printing and digital applications may also use 90% black when necessary.

Suggested typography hierarchy:

- **Myriad Pro Bold** – use for section divisions in paragraph text and unique needs in charts and graphs
- **Myriad Pro Regular** – use for large areas of paragraph text and headlines
- **Myriad Pro Light** – use in large headlines, text between captions, graphs, charts and visuals
- **Myriad Pro Bold Italic/Myriad Pro Italic/Myriad Pro Light Italic** – use for accents

*Myriad® Pro™ and Arial® are registered trademarks of Adobe Systems Incorporated in the United States and Monotype Imaging, respectively.*
To ensure brand consistency and a polished presentation of all printed materials, please follow the typography guidelines illustrated in the diagram.

Additional standards for typography are as follows:

- Preferred text size and leading on a standard page is 11pt/15pt
- Title size should be noticeably larger than the size of body copy within the document
- Text and title point size may be adjusted to work within different formats
- Standard type treatment should be left justified
- Type color for body copy, headlines and subheads is Cool Gray 10
- Preferred text color for call-outs corresponds with the business franchise or corporate color
- When using type on a color block, it should be reversed out in white

Typography in use: print media

To ensure that the typography in use aligns with the corporate brand guidelines, the following styles are recommended:

- **Body text** should be set in Myriad Pro Regular. Italics and heavier weights should be used sparingly, reserved for single words or short phrases which must be called-out.
- **Title** text should be noticeably larger than the size of body copy within the document.
- **Call-out** type should be in Myriad Pro Regular; font size is always larger than the body text. Call-out type appears in the business franchise or corporate color.
- **Text** should be reversed out on graphic devices, such as spectrum bar call-outs and business franchise or corporate color blocks.

**Right justification** may be used in sidebar text.

**Left justification** should be used for body copy; never full justification.

**Standard letter spacing** (kerning) should be used on all typography. Avoid the use of letter spacing that is noticeably tight or loose.

**Left justification** should be used for body copy; never full justification.
Image library

The design system defines our photography style for all communications. Alcon photography is represented by primary and secondary photographs.

Characteristics of photos are:

- Real people in candid lifestyle shots
- Compositions are close-up with simple backgrounds
- A key feature of the image is bright, vibrant, healthy eyes (no glasses)
- Colors within the photograph are similar and complementary to the colors in the spectrum bar
- The people represented are ethnically diverse
Choosing photographs and other imagery

Photography
You may secure appropriate imagery from three sources:
1. The Alcon image library located on the Alcon Corporate Brand Center, www.alconbrand.com
2. Stock photography providers
3. Photo shoot

Stock photos can be purchased from various providers; however, usage and license agreements may be restrictive. Only photos with “unlimited seats” may be posted to the image library.

Rights information
Royalty free images
• Royalty free images can be bought by the public and applied according to specific terms of use. The creator retains all copyrights and publishing rights. Purchased images may not be re-sold or re-distributed to a third party.

Rights managed images
• Rights managed images can be rented from a photographer for a fee. Purchase of such an image incurs costs for managing the image’s usage rights to prevent a competitor from using the same image.

Imagery
All images and illustrations from the image library may be used in PowerPoint presentations.

Some imagery exceptions are allowed, such as graphics or accent images. This type of imagery should be used sparingly and should have these characteristics:

• Clean, white background
• Simple, not busy
• 3-dimensional

For other imagery, Alcon approved icons are preferred. Do not use clip art.

For any questions concerning photographs or imagery please contact alcon.corporate_communications@alcon.com.

Choosing photographs and other imagery
No abstract/illustrations
No unnecessary photo techniques
No out-of-focus blurred motion
No unrecognizable shapes
No glasses
No distorted photos
No outdated photos
No dark photos
Strategic guidance on usage

To ensure that every communications tactic employs a single-minded focus and a clear message, the role of the corporate brand must be defined first.

Specifically, which brand do we want the audience to remember after seeing on a communication?

- If the corporate brand is the one brand the audience should remember, then it should be the Lead Brand
- If the product brand or service offering is the one brand the audience should remember, then the corporate brand should be the Endorser Brand

It is crucial that a strategic decision be made before a communications brief is issued to an agency partner.

It is difficult to successfully retrofit the corporate brand at the end of the creative development process because the role of the corporate brand affects the visual design and brand hierarchy.

**Identifying brand role**

This chart should assist in identifying the role of the corporate brand in consumer and professional communications.

Once the role of the corporate brand has been determined, please refer to the appropriate pages for execution guidance and example layouts.

<table>
<thead>
<tr>
<th>Type of Media</th>
<th>Lead</th>
<th>Endorser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business cards</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Letterhead</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Email signatures</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>PPT templates</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Corporate email mastheads</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Corporate advertising</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Corporate brochure templates</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Trade show booth design</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Product marketing materials</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Product packaging</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Product advertising</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Product materials for trade show and conferences</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Product digital assets</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Signage</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Cross-brand collateral materials</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Corporate and functional digital assets (non-marketing)</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

**Please contact your regional communications head for region-specific guidance.**
Examples as the lead brand

These sample templates incorporate the design elements of the corporate brand design system. These templates are available on the Alcon Corporate Brand Center, www.alconbrand.com.
PowerPoint® templates

In order to facilitate the efficient and effective development of PowerPoint presentations, templates are available for Alcon corporate and each business franchise on the Alcon Corporate Brand Center. Each template includes divider and cover options, as well as further guidance on formatting.

The templates are aligned with the brand design system and adhere to these guidelines:

- The preferred type color is 90% black
- The color for accents, such as subheads and bullets, should correspond to the appropriate business franchise color
- The template cover colors utilize the color families of corporate and each respective business franchise
- The corporate descriptor is aligned with the Alcon logo. It is 1x the cap height of the corporate descriptor from the edge of the color block
Online advertising

Online banner text requirements for banner end frames only:

Headlines:
- Myriad Pro Regular, size as needed, 16 pt+
- White text on color background
- Primary franchise colors is the preferred color on white background

Subheads:
- Myriad Pro Regular, sized at least 4 pt smaller than headline
- White text on color background
- Secondary franchise colors is the preferred color on white background

Body copy:
- Myriad Pro Regular, 10 pt
- White text on color background
- Text (90% black) is the preferred color on white background

Call to action:
- Myriad Pro Regular, 8 pt, ALL CAPS
- White text on color background
- Appropriate franchise color text on white background

Reference page 21 for the appropriate color palettes.
Corporate websites

The corporate brand is in the lead position on websites that are corporate in nature such as Alcon.com. The corporate brand should also be in the lead when the website includes multiple products (excluding same product family) and/or are cross-franchise. On websites where the corporate brand is in the lead, please use the following guidelines:

Web Design System
- Accepted font families: Myriad Pro Regular (preferred), Arial, Helvetica, sans-serif
- Body font color: 90% black
- Body font size: 11 pt minimum
- Heading font colors: use the Alcon corporate brand color palette options for accents
- Website color palette: use the Alcon corporate brand color palette; see pages 21-22 for options
- Link behavior: hyperlinks should maintain the same font size in body or heading as applied
- Images: follow the corporate brand guidelines for image selection tips
- Copyright font size: 10 pt minimum, important safety information (ISI) same or equal size as body font

Alcon Logo and Corporate Descriptor
The Alcon logo and corporate descriptor “a Novartis Division” must appear on all Alcon corporate websites. The Novartis corporate descriptor is always aligned horizontally to the right and the lowercase letters should align evenly with the lowercase “n” of the Alcon logo.

Spectrum Bar
The spectrum bar must appear on the home page of all corporate websites. For more information on the spectrum bar, please refer to pages 23-26.

Legal Requirements
The following legal requirements must be implemented on all corporate websites. The websites must include:
- “Privacy Policy” should be included in the local language
- “Terms of Use” should be included in the local language
- Copyright line should appear on bottom left-hand side of site. The copyright line is © <current year> Novartis (Example: © 2016 Novartis)
- Accessibility is optional
Email blasts and mastheads

To maintain consistency, email blasts should use the corporate or franchise color and spectrum bar in the header of the design. Content of the email can be adjusted to best convey your message. There is no set grid for the content section of the email blast.

Each email blast must have a separate space for a Web address or call-to-action, opt out and a legal disclaimer at the bottom.

Email Mastheads

Any email masthead for a person will use the white background and a professional headshot or portrait of that person.

Email mastheads for departments, campaigns, and projects, will use the blue background with text only, no pictures.
Promotional materials

When producing promotional items such as pens, shirts and notebooks the logo position, corporate descriptor, color and space allocation each need to be managed carefully.

For these items, please use the approved logo and corporate descriptor, however the following are permissible:

- Etching the logo on the side of a metal pen, resulting in a metallic logo, (logo may be smaller than minimal 1” across)
- Embroidering the logo in the same color as a shirt or bag
- Stamping/embossing the logo on leather for portfolios and notebooks
- The corporate descriptor is required in all instances whether the corporate brand is in a lead or endorser role such as product marketing.
- For items where the imprint area is smaller than 1” (25.4 mm), the corporate descriptor does not need to be included

Please use good judgement and remember the spirit of protecting and properly representing the Alcon brand at all times when choosing the logo position and representation.
The online advertising guidelines have been designed to allow for maximum creative flexibility. These guidelines apply to end frames only. Any dynamic elements used to tell the ad story (i.e., images, copy, animation) do not need to follow a template.

Endorser brand layout should be used for product specific advertising.

These are the minimum end frame requirements:

- Design system to include dedicated and consistent space for placing the corporate brand logo
- The Alcon logo should be placed the height of the Alcon “l” from the base of the ad
- These requirements apply to standard and non-standard banner sizes
- The corporate descriptor is required
Digital applications: banner templates

These are the minimum 728x90px end frame requirements

These are the minimum 300x250px end frame requirements

These are the minimum 160x600px end frame requirements
When the corporate brand is in an endorser role on websites such as a single product or product family sites, please use the following guidelines. If there is not a specific product brand style guide that can be used for the website, the corporate brand rules apply.

**Web Design System**
- Accepted font families: refer to specific product brand style guide
- Body font color: black or 90% black
- Body font size: 11 pt minimum
- Heading font colors: refer to specific product brand style guide
- Website color palette: refer to specific product brand style guide
- Link behavior: hyperlinks should maintain the same font size in body or heading as applied
- Images: follow the specific product brand style guide for image selection tips
- Copyright font size: 10 pt minimum, important safety information (ISI) same or equal size as body font

**Alcon Logo and Corporate Descriptor Implementation**

The Alcon logo and corporate descriptor “a Novartis Division” must appear on all Alcon corporate websites. The Novartis corporate descriptor is always aligned horizontally to the right and the lowercase letters should align evenly with the lower case “n” of the Alcon logo.

The preferred placement for the Alcon logo and corporate descriptor on product-specific websites is on the lower left-hand side of the website.

Please refer to page 8 for more information on the size, space and clearance of the Alcon logo and corporate descriptor.

**Legal Requirements**

The following legal requirements must be implemented on all product-focused websites.

The website must include:
- “Privacy Policy” should be included in the local language
- “Terms of Use” should be included in the local language
- Copyright line should appear on bottom left-hand side of the site. The copyright line is © <current year> Novartis (Example: © 2016 Novartis)
- Control Panel Navigation (CPN) should be included on all websites as available in markets
- Accessibility is optional
Alcon as endorser examples

The corporate design system includes additional guidance for product advertising to eye care professionals and consumers. These guidelines will ensure consistent placement and appearance of the Alcon brand logo in product advertising.

- In all circumstances, the Alcon logo should be applied to consumer and eye care practitioner advertising
- The logo and corporate descriptor should always be positioned in the bottom left or right corner, within the designated clear area
- It is preferred for the logo to appear in the full color version (corporate blue) on a white background
- If product branding requires, the logo may appear on a solid background in white
- If black and white printing is the only option available, the logo may be reproduced in black
- No other graphics are allowed inside the clear area, with the exception of a legal disclaimer (up to three lines)
- The corporate descriptor is required in all instances whether the corporate brand is in a lead or endorser role such as product marketing
Video Guiding Principles
Video guiding principles

To achieve high brand consistency throughout all touch points with the Alcon brand, it is essential that both internal and external applications comply with the standards defined in this guideline. These applications can be used on various occasions for different purposes:

- to promote what we do in social media (e.g., YouTube)
- to communicate about what we do on our websites (e.g., Alcon.com)
- to broadcast speeches on the internet/intranet
- to record or show videos at conferences
- to create “mood” videos, etc.

Video applications are a combination of multiple media types, including text, graphics, animation, audio and video features.

Video checklist – 5 steps for on brand videos from the start

Fonts
Myriad Pro is the official typeface for all audiovisual materials.

Colors
Maintain consistency with the Alcon color palette.

Imagery and illustrations
Ensure the style of the Alcon imagery with focus on people in real-life environments shown in a realistic way (e.g., eye perspective, natural background). Illustrations should be fact-based (avoid grotesque and cartoonish style).

Alcon logo
The end frame should always be the Alcon logo (this includes product brand and disease awareness videos). Use only official Alcon logos sourced from www.alconbrand.com. Colored logos can only be used on a white background.

Copyright and disclaimer
Use official copyright statement as shown on the right. For the specific disclaimer statements, check with your legal department for guidance on a disclaimer statement appropriate for your specific content.

Myriad Pro
Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

* See page 21 for color mixes

* See page 15 for copyright line instructions
End frames franchises

This moodboard illustrates a selection of possible logo end frames at your disposal.