BRAND STYLE GUIDE

A simple guide on how to use and apply the PSCI brand identity
This brand style guide has been developed to provide quick guidance on how to use and apply the new brand identity when communicating on behalf of the PSCI.

All communications representing the PSCI must be visibly and correctly branded and presented in a consistently professional manner, ensuring that the fundamental vision and objectives are successfully embodied, and our reputation upheld.

The PSCI logo and brand is intended to be flexible and simple to implement though it is important to adhere to these brief guidelines on usage to ensure the brand is applied with consistency and cohesion across various media.
1.0 OUR LOGO

The new PSCI logo represents collaboration, dynamism and positive progress towards our goal to ‘build responsible supply chains’ across the pharmaceutical industry.

Our logo is the primary element of the PSCI identity. However, other component parts such as colour and typography all play an important role in establishing our visual style.

Long logo
The long logo is the main logo for all purposes and consists of the Helix icon, the logo mark and the new strapline. The strapline ‘Building responsible supply chains’ features on the logo at all times with the only exception being on the stacked version of the logo.

Stacked logo
The stacked logo is a smaller version of the new PSCI identity which is used primarily for social media avatar purposes or in certain instances, for example due to space restrictions. This version does not include the new strapline.
To allow for usage flexibility whilst still retaining a consistent brand style, four versions of the logo are available depending on the usage, media and format.

**Orange long logo**
The Orange logo is the main version and should be used on white and light colored backgrounds only.
(Available formats: .eps .svg .jpeg .png)

**Orange stacked logo**
The Orange logo should be used on white and light colored backgrounds only.
(Available formats: .eps .svg .jpeg .png)

**White long logo**
This reversed (white) version of the logo is primarily for usage on the brand orange, dark colors or suitably toned image.
(Available formats: .eps .svg .png)

**White stacked logo**
This reversed (white) version of the stacked logo is paired only for usage on the brand orange to retain text legibility.
(Available formats: .eps .svg .png)

Please use vector format logo’s (EPS, SVG or AI) whenever possible to ensure scalable quality. RGB, JPG and EPS files are also available for online / PowerPoint use.

<table>
<thead>
<tr>
<th>LOGO VERSIONS</th>
<th>LONG LOGO</th>
<th>STACKED LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ORANGE LOGO</strong></td>
<td><img src="image" alt="Orange Long Logo" /></td>
<td><img src="image" alt="Orange Stacked Logo" /></td>
</tr>
<tr>
<td><strong>WHITE LOGO</strong></td>
<td><img src="image" alt="White Long Logo" /></td>
<td><img src="image" alt="White Stacked Logo" /></td>
</tr>
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</table>
1.2 LOGO POSITIONING

Long logo size
The PSCI logo can be used at any size although the preferred size for A4 documents is 70mm in width.

The minimum size for printed items is 55mm in width. On the web the minimum size of the logo is 250 pixels wide.

Logo clear space
The PSCI logo needs to breathe so should always be surrounded by a good area of space to ensure clarity and prominence.

There are no specific measurements or ratio’s of clear space around the logo for simplicity of use but as a guide aim for a minimum of approximately 10mm around all edges.

Stacked logo size
The stacked version of the PSCI logo was produced primarily for use on social media platforms so can be displayed at any size relevant to the platform used as long as it remains proportionate.

The preferred size is 75mm for A4 documents. For online use the minimum size the logo should appear is 250px wide.

The minimum size the long logo should be used is 55mm to maintain legibility.

Clear space - aim for approximately 10mm on all edges.

The stacked logo is used primarily for social media so can be used flexibly depending on the platform.

A group of healthcare and pharmaceutical companies promoting responsible supply chain management. Tweets do not reflect member views, RTs are not endorsements.
1.3 PLEASE DON’T ...

- Distort or alter the logo in any way!
- Place the logo in a frame or box!
- Redraw or reinterpret the logo!
- Add extra text or messaging to the logo!
- Add any effects to the logo!
- Obscure or detract from the logo!
COLOR PALETTE

The PSCI brand uses a basic primary color palette for simplicity & clarity and to drive consistency across all media. A suggested palette of accent colors may be used where appropriate to emphasise infographics, charts and graphs but should not dominate the primary palette.

### PRIMARY COLOR PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSCI Red</td>
<td>219, 57, 20</td>
<td>#db3914</td>
</tr>
<tr>
<td>PSCI Yellow</td>
<td>252, 189, 27</td>
<td>#f86524</td>
</tr>
<tr>
<td>PSCI Turquoise</td>
<td>112, 194</td>
<td>#70c2b4</td>
</tr>
<tr>
<td>PSCI Blue</td>
<td>45, 188</td>
<td>#2d9bbc</td>
</tr>
<tr>
<td>PSCI Dark Blue</td>
<td>27, 104</td>
<td>#1b68aa</td>
</tr>
</tbody>
</table>

### ACCENT COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSCI Orange</td>
<td>248, 101, 46</td>
<td>#f86524</td>
</tr>
<tr>
<td>PSCI Grey</td>
<td>132, 132</td>
<td>#848484</td>
</tr>
<tr>
<td>PSCI Dark Grey</td>
<td>90, 90</td>
<td>#5a5a5a</td>
</tr>
<tr>
<td>PSCI Pink</td>
<td>204, 0, 106</td>
<td>#cc006a</td>
</tr>
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A distinctive and bold graphical element which can be used in all communications is the use of the gradient. Whilst it is not essential to use the gradient, it can add a powerful element of visual enhancement when needed.

It can be used as a background color, to emphasise information or statistics or as a fill color for main headings and block quotes.

The gradient is made from the PSCI Orange and PSCI Pink with a gradient location of 75%. The gradient should ideally be applied diagonally from top left to bottom right wherever applied.

### EXAMPLES

#### DELIVERING FACE-TO-FACE AUDITOR TRAINING

In February and March 2017, we held our first face-to-face auditor training event in India, an important sourcing region for many PSCI members. The two-day event brought together 35 participants from PSCI member companies. The goal was to strengthen technical knowledge, in specific high-risk areas, further build auditor skills and show auditors how to exploit the tools and templates developed by the PSCI Audit Committee.

Attendees drank new techniques face-to-face and exchanged ideas.

We ran a second event in November 2017, with a particular focus on India. There is local knowledge, so local auditing skills.

Again, attendees positively reviewed the event.

#### EXHIBITION & EVENTS

PSCI trains auditors in China

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#### HIGHLIGHTS & ACHIEVEMENTS

2017 has been a productive year during which we built upon the foundations laid down in the PSCI Principles. It drives efficiency to create continuous improvement in the supply chain.

Examples from our work in Supply Chain, setting up new working committees on Audit, Supplier Capability, Governance and Communications, whilst we brought in subject-matter experts from across our member companies, maximizing our impact and efficiency to create continuous improvement in the supply chain.

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Participants from our work have been independently audited and have demonstrated strong technical knowledge. Feedback was very positive, with our purpose is shared and engagement exceeding expectations.

The PSCI Audit Strategy Committee ensured that expectations of members are clear, allowing us to focus our efforts and maximise progress.

I would like to take this opportunity to extend my personal thanks to every one of our 26 member companies, the suppliers and stakeholders for their continued support and efforts during 2017, and to the PSCI secretariat for their dedication, energy and passion.

In January of 2018, I handed over the PSCI Chair position to Dr. Volker Schaufel from Bayer. Birgit has played a critical role within the PSCI team for a considerable length of time already, initially serving as the Board’s Secretariat for three years. Birgit then led the Audit Committee for several years, where she drove significant progress in the overall improvement of the PSCI audit tools and guidance. In addition to her role as a qualified auditor, Birgit’s expertise, leadership skills and passion for the advancement of the business was an invaluable asset to the Board.

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Our primary typefaces are **Ubuntu Bold** and **Calibri**.

**Ubuntu Bold** is a crisp sans-serif, OpenType font similar to Calibri but offering slightly more personality and tone.

It is used only for main headings and block quote text and should always be set in all caps.


**Calibri** is a contemporary sans-serif family with subtle rounded corners, available as a standard font within the Microsoft Office suite or can be synced via Adobe Fonts for Adobe CC users.

It is used for all other text, including sub heads, captions, bullet points.

Calibri is available in six weights:

- Light
- Light Italic
- Regular
- Regular Italic
- Bold
- Bold Italic

Calibri Bold can be used for main headings on MS Office applications such as Word and PowerPoint.
3.1 USING TYPE

Whilst there are no set formatting options for text to allow for flexibility within text usage, the following guidance will ensure consistent brand application.

**Headings**
Main heading should be set in Ubuntu bold all caps and always in the PSCI Orange, the Gradient or white if used on a colour or image. (Calibri Bold is acceptable if Ubuntu not available).

**Sub headings**
Sub headings should be set in Calibri Bold and can be set in all caps or sentence case. Color should either be PSCI Dark Grey, PSCI Orange or white where necessary. Considered letter spacing / tracking may be applied if required.

**Body text**
Body text should be set in Calibri light. Color should be PSCI Dark Grey.

Body text on a colored background should be set in Calibri Regular to ensure legibility.

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**THE PRINCIPLES**

Our Principles set the guidelines for ethics, labor, health and safety, environment and related management systems.

As a first step, PSCI created the Pharmaceutical Industry Principles for Responsible Supply Chain Management (the Principles), a ground-breaking piece of work, to articulate what the industry expects from the supply chain.

Since the development of the Principles, PSCI has implemented them through two major work programs:

- The supplier audit collaboration program
- The supplier capability building program

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**OUR VISION IS TO ESTABLISH AND PROMOTE RESPONSIBLE PRACTICES THAT WILL CONTINUOUSLY IMPROVE SOCIAL, HEALTH, SAFETY AND ENVIRONMENTAL SUSTAINABLE OUTCOMES FOR OUR SUPPLY CHAINS.**

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4.0 TONE AND IMAGE USE

**Communicating the PSCI Vision**

The tone of all communications should be consistent with and aligned to the PSCI vision and objectives.

Our vision to continuously champion and drive responsible Supply Chain management should remain, unfalteringly, at the forefront of our messaging.

The PSCI Principles and their five key areas (Ethics, Labor, Health & Safety, Environment and Management Systems), embody our objectives and highlight the relevant standards expected when operating within the pharmaceutical supply chain.

These Principles should shape the tone of the messaging, continuously re-iterating what the PSCI stands for.

PSCI stakeholders must be able to recognise how they fit into our vision and objectives.

**Image use**

Any use of images other than supplied by PSCI members should be carefully considered and adhere to the PSCI Vision.

Images should ideally be realistic, bright and vibrant and focus on the positive aspects of the PSCI mission to promote responsible supply chain management and better business conditions across the industry.

Images may also be overlayed at 40% opacity onto a color if required.
5.0 CONTACT

About the secretariat
Carnstone Partners Ltd is an independent management consultancy, specialising in corporate responsibility and sustainability, with a long track record in running industry groups.

PSCI Secretariat
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Durham House Street
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WC2N 6HG
info@pscinitiative.org
+44 7973 157 569

Any questions or requests for brand assets can be made to the PSCI secretariat:

pscinitiative.org

info@pscinitiative.org

PSCI Secretariat:
+44 7973 157 569

PSCI

@PSCInitiative

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