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Introduction
I. Introduction

Good healthcare runs on information: the right information delivered through technology and services to every decision-maker when they need it.

IMS Health applies intelligence to help healthcare run in a smarter way. We help our customers improve their understanding of treatment, better engage with their own customers, lower cost, and improve performance. The following outlines several decisive places our strategy and positioning will focus in on as well as explain how our new visual direction supports this.

With this new strategy and positioning, focus is in several key areas:

- Pursuit of new business in the broader healthcare sector— with payers, providers, government, pharmaceutical R&D, and others.
- Re-orienting our business toward services and connecting knowledge across all aspects of healthcare by providing the most complete global view of patients and treatments.
- Better leverage of our global technology infrastructure and unique combination of real world evidence, advanced analytics, and proprietary software platforms.

To support this positioning, we have evolved our brand identity both visually and contextually. Our new branding builds from what we previously had, centering around several core elements:

- Simple, clear design and messaging to reinforce our growth strategy.
- More personalized, realistic imagery that shows stakeholders using technology to collaborate on business decisions.
- Retirement of old imagery, hallmark, silhouette, illustrations, cyan circles in photography and powerpoint templates.
I. Introduction

Brand Guideline Highlights

Overview of Key Features

- Updated Collateral Formats
  - Word layout example

- Updated Advertising
  - Advertising layout example

- Updated Office Documents
  - Powerpoint layout example
Branding Elements

This section explains our logo marks and their usage.

- Logo Usage ........................................... 7
- Tagline and Trademark ............................. 8
- Brand Imagery .......................................... 9
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- Typography ............................................ 15
II. Key Branding Elements

The correct logo usage with clearspace is located above. Alternative logo usage and incorrect usage examples are located to the right.

- Don’t stretch logo.
- Alternative colors are not allowed.
- Single color version of the logo in Charcoal.
- When unavoidable a white version is allowed.
II. Key Branding Elements

The full version of the logo with the tagline and TM mark should be regarded as the normal approach in most circumstances.

Use Without Tagline
Judgement is required to determine when to use the logo without the tagline, some examples of when it is appropriate to omit it are:

- When the logo is used very small, making the tagline illegible – typically at less than 30mm wide (especially in screen resolution).
- When there is insufficient vertical space to accommodate the depth of the logo plus tagline.
- When the logo is used repeatedly within a document, where the multiple use of the tagline would become onerous (e.g., powerpoint slides – excluding the title slide, multi-page reports with branded pages).
- In non-commercial situations where the marketing proposition is less appropriate (e.g. academic reports, professional body sponsorship, third-party branding with clients).

Use Without TM
In almost all cases, the logo should be used with the TM symbol in the position shown. The ® symbol is not used with this logo.
Brand Imagery

Our imagery plays an important role in the brand, it sets the tone for emotion and creates a distinct personality.
Imagery is constructed but not controlled. The style is human, intelligent, and should evoke desire and optimism with realistic business and lifestyle situations.

Photos are located in our image library.
II. Key Branding Elements

Neutral colors make up 25% of our color palette.
Usage includes rules, chart details, caption copy, and sidebar copy.

Warm colors make up 25% of our color palette.
Usage includes highlighting key information, but should be used sparingly.

Cool colors make up 50% of our color palette.
Usage includes, but isn’t limited to, headlines, solid colored shapes, messaging, and subheadings.

Primary, Secondary, and Support colors are specific to their class, but their hues span different ranges on the color wheel.
II. Key Branding Elements

Our primary color palette is made up of cooler hues. Cool hues overall represent 50% of our color palette and should be prominent in our communications materials.

Primary Colors

- Atmosphere
  - PMS 2995m
  - CMYK 63/15/0/0
  - RGB 37/180/255
  - #25B4FF

- Navy
  - PMS 287m
  - CMYK 100/97/18/6
  - RGB 28/41/128
  - #1C2980

- Teal
  - PMS 3252m
  - CMYK 59/0/26/0
  - RGB 55/218/211
  - #37DAD3
The presence of saturated and dynamic hues can be used to highlight key messages and information within documents.
Support colors help the primary and secondary colors to stand out. When using these more neutral tones in text, make sure there is enough contrast to be legible.
Nova light is our primary typeface. It's mainly used in display and title case scenarios. If using Proxima Nova at sizes smaller than 10 point use Proxima Nova book for legibility.
It’s mainly used in body copy and large amounts of text. Merriweather shouldn’t be used as a title font. It is a support typeface to Proxima Nova.

Merriweather light is our secondary typeface.
II. Key Branding Elements

Typography in Use

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II. Key Branding Elements

Headlines

Title, Proxima Nova Light
60pt size, 74pt line height

Title Small, Proxima Nova Light
38pt size, 42pt line height

Subtitle, Proxima Nova Light
21pt size, 25pt line height

Heading, Proxima Nova Light
21pt size, 25pt line height

Liftout, Proxima Nova Light
16pt size, 20pt line height

Subheading, Merriweather Regular
11pt size, 16pt line height

Body copy

Body copy, Merriweather Light
10pt size, 15pt line height

Fine print, Merriweather Regular
9pt size, 14pt line height

Footer, Proxima Nova Light
8pt size, 15pt line height

Copyright, Merriweather Light
7pt size, 9pt line height

Main Title

Title Small

Subtitle

Heading

Liftout

Sub Heading

Bodycopy

Fineprint

Footer

Copyright
Arial regular

is the substitution font for Proxima Nova.

A non transferable desktop license for Proxima Nova is provided with each Adobe Creative Cloud account and required for collateral and adverts. For office documents, Arial is the appropriate common font for substitution.

Georgia regular

is the substitution font for Merriweather.

A non transferable desktop license for Merriweather is provided with each Adobe Creative Cloud account and required for collateral and adverts. For office documents, Georgia is the appropriate common font for substitution.
Collateral Formats

This section gives an overview of our collateral templates.

- Brochures ........................................... 22
- Fact Sheets ........................................ 25
- Studies & Summaries ............................ 26
- White Papers ....................................... 27
- Folders ............................................. 28
III. Collateral Formats

Key Parameters

- Cover photo splits the page in half vertically.
- Headline is in Atmosphere.
- Strapline is in Charcoal.

Title, Proxima Nova Light
60pt size, 74pt line height

Subtitle, Proxima Nova Light
21pt size, 25pt line height

Body copy, Merriweather Light
10pt size, 15pt line height

Brochure Covers
III. Collateral Formats

Key Parameters
✔ Overall layout should be as open as possible.
✔ Standard heading hierarchy should be applied.
✔ Chart backgrounds should be Natural.

Brochure Interiors
Key Parameters

✓ The back cover of all our brochures should have a consistent approach to presenting regional and local IMS Health locations.

✓ The ‘boilerplate’ texts that give an overview of our business activities should as well.

✓ The ‘Mobile’ section of the ‘boilerplate’ is only for White Papers.

III. Collateral Formats

Heading, Proxima Nova Light
21pt size, 25pt line height

Fineprint, Merriweather light
9pt size, 14pt line height
III. Collateral Formats

Title small, Proxima Nova Light
38pt size, 42pt line height

Heading, Proxima Nova Light
21pt size, 25pt line height

Body copy, Merriweather Light
10pt size, 15pt line height

Key Parameters

✓ Headline is in Atmosphere.
✓ Overall layout should be as open as possible.
✓ Options for shorter or longer layouts.

Fact Sheets
III. Collateral Formats

Key Parameters
- Headline is in Atmosphere.
- Overall layout should be as open as possible.
- There are options for shorter or longer layouts.

Studies & Summaries
III. Collateral Formats

Key Parameters

- Cover photo splits the page in half vertically.
- Headline is in Atmosphere.
- Strapline is in Charcoal.

White Papers
III. Collateral Formats

Title, Proxima Nova light
60pt size, 74pt line height

Key Parameters
✓ Cover photo splits the page in half vertically.
✓ Headline is in Atmosphere.

Folders
Advertising & Direct Marketing

This section show examples of our advertising.

- Full Page Advert ........................................... 30
- Direct Mail Advert ........................................ 31
IV. Advertising and Direct Marketing

Headline, Proxima Nova light
38pt size, 42pt line height

Body copy, Merriweather light
10pt size, 15pt line height

Key Parameters
✓ Cover photo splits the page in half vertically.
✓ Overall layout should be as open as possible.
✓ Headline is in Atmosphere.
✓ Body copy is in Charcoal.

Full Page Advert

Pharma Investment Opportunities in Emerging Markets

Enhance Sales Call Impact with Actionable, Always-on Insights
IV. Advertising and Direct Marketing

Key Parameters

☑ Cover photo splits the page in half vertically.
☑ Headline is in Atmosphere.
☑ Bodycopy is in Charcoal.
☑ Direct marketing may use a combination of electronic and print/mail formats to create an effective campaign.

Direct Mail Advert

Open Up Your Market Access
Join our P&MA Webinar
Office Signage & Posters

This section shows examples of our branded signage.
V. Office Signage and Posters

Key Parameters
✓ The logo should appear in brand colors.
✓ Signage around office locations requires a consistent appearance.
✓ Public areas can be decorated with IMS Health posters showing organizational themes.
V. Office Signage and Posters

Key Parameters

✔ Logo, image and text positions are fixed to promote consistency across all locations.
✔ Headlines and body text can be in one of two sizes (refer to templates) for display and information text.
✔ Include www.imshealth.com on all panels.
✔ The width for vertical banners (roller type) is 33.4” or 850mm.
✔ The width for pop-up stands is 3-panels (plus end-caps) at c. 8-feet/2.5m or 5-panels (plus end-caps) at c. 10-feet/3.1m.
Office Documents & Stationary

This section gives an overview of our corporate templates.

- Email Signature ........................................... 36
- Power Point .............................................. 37
- Proposal Document ....................................... 39
- Business Cards ........................................... 40
- Letterhead and Envelope ............................... 41
VI. Office Documents and Stationary

Key Parameters
✓ To ensure a consistent, professional presentation of the IMS Health brand in all communications, standard formats for e-mail signatures have been established.

Email Signatures
VI. Office Documents and Stationary

Power Point
VI. Office Documents and Stationary

Subtitle, Arial regular
32pt size, 40pt line height

Subheading, Arial regular
20pt size, 32pt line height

Body copy, Arial regular
18pt size, 24pt line height
VI. Office Documents and Stationary

Subtitle, Proxima Nova light (Arial regular) 60pt size, 65pt line height

Subheading, Proxima Nova light (Arial regular) 21pt size, 25pt line height

Body copy, Merriweather light (Georgia regular) 10pt size, 15pt line height

Key Parameters

✔ Navigation line used for Project ID and dateline.
✔ Title line is always ‘Proposal’.
✔ Text panels for the customer details and the IMS issuer.

Proposal Document
VI. Office Documents and Stationary

Business Card Information
Name, address, phone and email are custom

Business Card Front and Back
Templates are located in ARC
VI. Office Documents and Stationary

Letterhead & Envelopes

Envelope Example
Address is specific to your location

Letterhead Example
Templates are located in ARC.
Appendix

This section explains our legal guidelines.

Trademarks and Copyright ........................................ 43
Resources ................................................................. 44
Trademark and copyright symbols and phrases must be used with care to achieve appropriate legal protection for our brands and product names.

Use of the © Symbol
The © symbol indicates that you are claiming copyright ownership in the accompanying materials. Written materials, reports, photographs, drawings, charts, software and other printed materials qualify for copyright protection and may not be copied or reproduced without authorization. The recommended copyright notice statement for IMS Health copyrighted materials is indicated in the Copyright Statement section on this page.

Use of the ™ Symbol
The ™ symbol notifies the public that you are claiming trademark rights in the accompanying mark. If the trademark is not officially registered, the ™ symbol should be used rather than the ® symbol. You should check with the Legal Department before using the ™ symbol in connection with a trademark.

Use of the ® Symbol
The ® symbol indicates that a mark is registered with the Trademark Office. Trademark registrations are country-specific and only cover specific products and services. The ® symbol should not be used unless the Legal Department confirms it is accurate and appropriate to do so. Use of the ® symbol in connection with a mark that is not officially registered in a particular country in connection with the products and services being offered is misleading and may result in legal or even criminal penalties in some countries. You should check with the Legal Department before using the ® symbol in connection with a trademark in your country.

IMS Health Logo: Proper Trademark ™ Notice
The ™ symbol should be used with the IMS Health logo and the IMS HEALTH INTELLIGENCE APPLIED logo on all marketing materials
The ™ symbol should be used every time the logo appears, but if repetitive use of the trademark with the ™ symbol in the body of a document is too cumbersome, then the ™ symbol should at least be used on the first and most prominent use of the ™ symbol (typically the cover or title), thereafter the ™ symbol should always be used with distinctive capitalization and accompanied by a legal line indicating the mark is owned by IMS Health.

IMS Logo on Stationery
All stationery items should use the logo with the TM symbol only.

IMS Health Product Names with Trademark™
IMS Health claims the rights to certain trademarks relating to key products and services. You should check with the Legal Department if the TM symbol or the (R) symbol should be used with each particular trademark. The proper trademark notice should be used every time the trademark appears but if repetitive use in the body of a document becomes cumbersome, the proper trademark notice symbol should be used on the first prominent use of the trademark (e.g., the brochure cover) and the trademark should always be used with distinctive capitalization and accompanied by a legal line indicating the trademark is owned or registered by IMS Health. The TM symbol should not be used arbitrarily and should only be used with approval from the Legal Department. If the trademark is available for use and approved the name will be added to the IMS Health list of trademarks. Please refer to the Global Marketing team for further details on the Product Naming Guidelines.

Registered Trademarks® with Client Deliverables
The ® symbol should only be used in association with trademarks that have been registered on client deliverables in jurisdictions where the trademark has been officially registered for the relevant products and services – you should check with the Legal Department to confirm when the ® can be used.

Client deliverables include:
• Client deliverables (reports, spreadsheets, etc)
• Functional (non-promotional) websites, online and offline applications

However, this rule applies only to territories where the trademark is registered as a trademark. For current registration details, please refer to your country IP contact or the Legal Department.

Copyright Statement
The copyright statement has been updated to afford greater protection to company trademarks. The text to be used is:

©2015 IMS Health Incorporated and its affiliates. All rights reserved. Trademarks are registered in the United States and in various other countries.

This statement should be present on all collateral – generally as a page footer on the final page of print/PDF documents as shown later in this Guide or as a footer on all pages online.
IMS Health Resourcebase

This internet based system stores brand assets for use and reference by external designers and IMS Health staff including:

- Image Library
- Logo files
- Artwork files
- Full brand guidelines including detailed subset documents as they are developed.

Images from other sources should not be used without prior approval from Global Marketing. Global Marketing approves all images and places them within Resourcebase for use by IMS Health.

If you are not already registered, visit www.imsresourcebase.com and register as a new user. Select the Marketing folder during registration and the User type of Standard, for IMS Health staff your registration will be automatically approved. Queries answered at support@resourcebase.com

IMS Health Brand Identity

Based on the IMS Health intranet and ARC, this site provides IMS Health staff with an overview of our messaging and positioning, broad guidance on our branding and how to get and use the latest Microsoft Office (powerpoint, excel, word, email signature etc) templates.