

# Biosimilars Visual Style Guide

## Logo Versions and Usage

### Full Color

The primary logo should be used on all communications materials. This version of the logo should be used only on a white field or very light color. Any other background color requires the use of the reversed (white) version of the same logo, ensuring proper contrast.



### Black

The black logo should be used only when the logo cannot be printed in color. As with the full color version, the black logo should be used only on a white field or light color. Any other background color requires the use of the reversed (white) version of the logo.



### Reversed (White)

Use the reversed (white) version of the logo when it needs to appear on a dark background. When the logo is reversed on a color or photograph, care should be taken to create sufficient contrast and clarity so that the logo is legible and free of distracting interference.



## Color Palettes

### Primary



R:4, G:102, B:153  
Hex #046699  
C:93, M:58, Y:18, K:2



R:8, G:153, B:204  
Hex #0899cc  
C:77, M:24, Y:5, K:0



R:113, G:200, B:241  
Hex #71c8f1  
C:50, M:3, Y:0, K:0

### Secondary



R:108, G:188, B:69  
Hex #6cbc45  
C:62, M:0, Y:99, K:0



R:245, G:146, B:33  
Hex #f59221  
C:0, M:50, Y:98, K:0



R:113, G:200, B:241  
Hex #71c8f1  
C:50, M:3, Y:0, K:0



R:37, G:118, B:1  
Hex #257601  
C:85, M:28, Y:100, K:18



R:252, G:128, B:1  
Hex #fc8001  
C:0, M:60, Y:100, K:0

## Font

Open Sans Light  
Open Sans Regular  
**Open Sans Bold**

### Alternate

Arial Regular  
**Arial Bold**

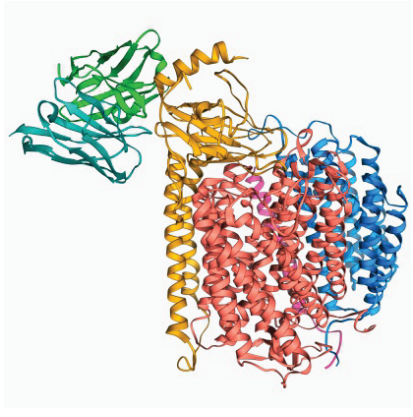
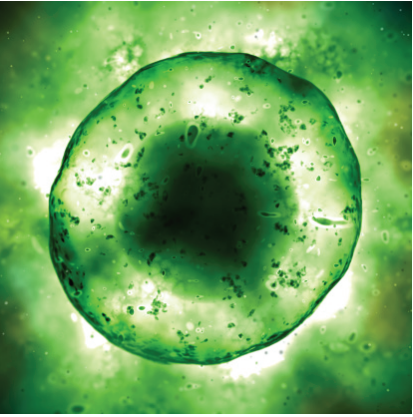
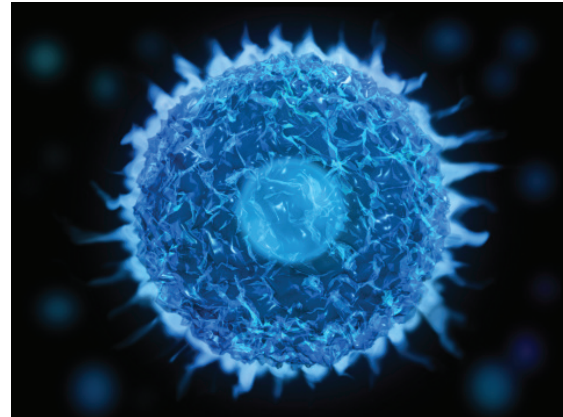
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## Photography

### Choose to be Informed



### A New Era



### Expanding Access

