Sanofi manufacturing system

Our graphic guidelines

•

sanofi

Let's develope our
brand together

To enhance consistency and visibility of Sanofi Manufactoring System, our visual identity is evolving. Simpler, more impactful, more digital, our label is a promise of simplicity of our production methods with a commitment to excellence.

This brand book presents all the rules of use of our graphic universe according to Sanofi's graphic guidelines.
Following a few simple principles, we contribute together, day after day to strengthen Sanofi Manufacturing System image.
It is therefore up to each of us to play the role of making the Sanofi Manufacturing System a program which continues to develop successfully

Table of contents

The label

THE LABEL

Symbolism and construction

Our label is a simple emblem, focused on 5 dots that reveal in its center a star. The typeface and the emblem mustbe used together.
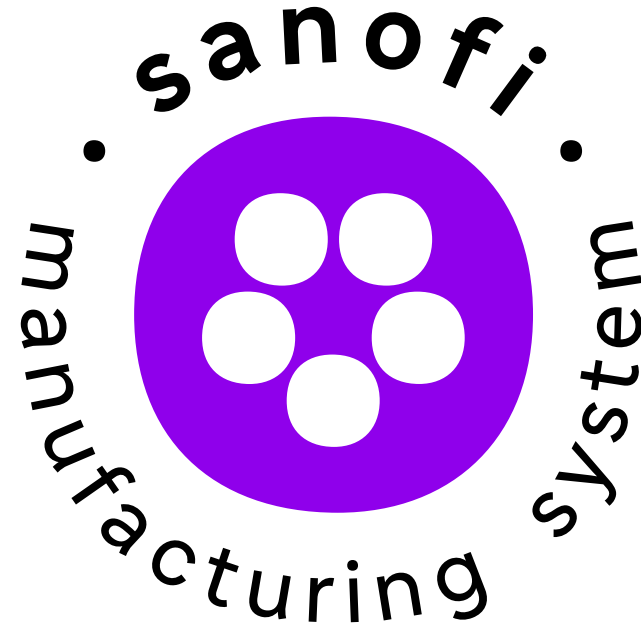The structure and proportions of the label cannot be changed.

This standard version of the logotype is the preferred version.

Particular case
There is a "flag" version of the logotype, for cases requiring high legibility of the label (signage, exhibition etc.).

Standard version

Flag version

sanofi
manufacturing
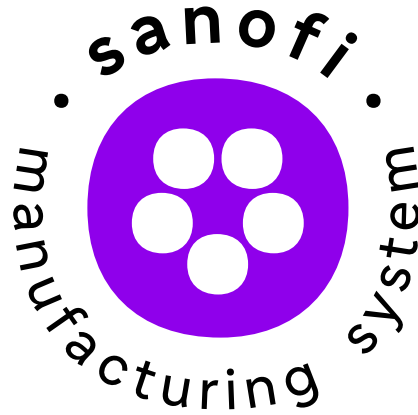system

THE LABEL

Versions of the label

There are two versions of the label.

Choose the most suitable version to ensure the best visibility.

The color version should be preferred when using your communication tools.

The white reserve version applies on a Miracl Purple background or a black background.

Color version

White reserve version

Logotype colors

Chasing Purple

PANTONE 266 C
RGB 122/0/230
HEXA #7A00E6
CMYK 65/85/0/0

Font Black

PANTONE BLACK C
RGB 0/0/0
HEXA #000000
**CMYK** 0/0/0/100

THE LABEL

Protection area
& minimum size

In order to preserve the integrity of our label, a protection area has been defined. It is equal to the letter "o" of the font of the word "Sanofi".

No element, text or visual, may appear.

In order to ensure a good readability of the label, it is important to respect the minimum sizes indicated opposite.

Protection area

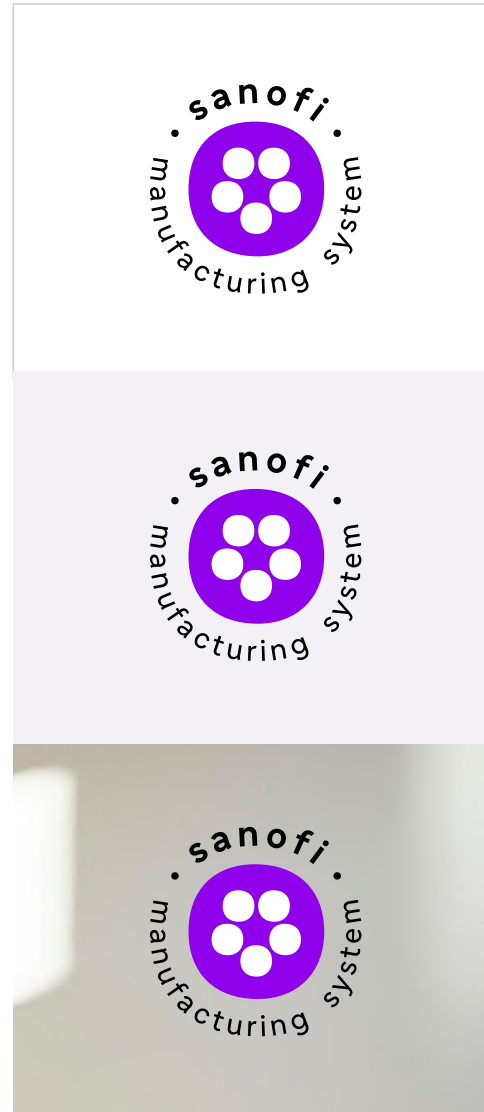Minimum size

15 mm
50 px
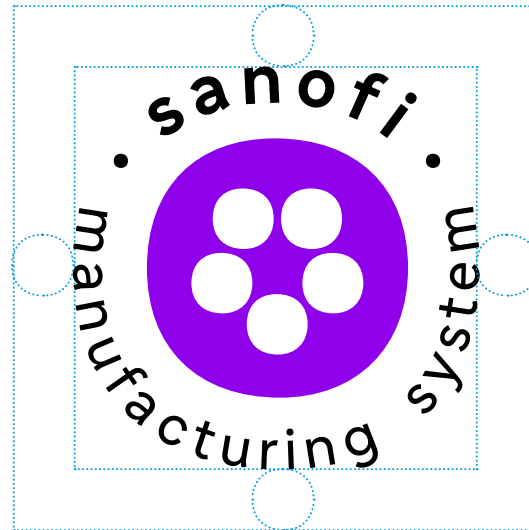
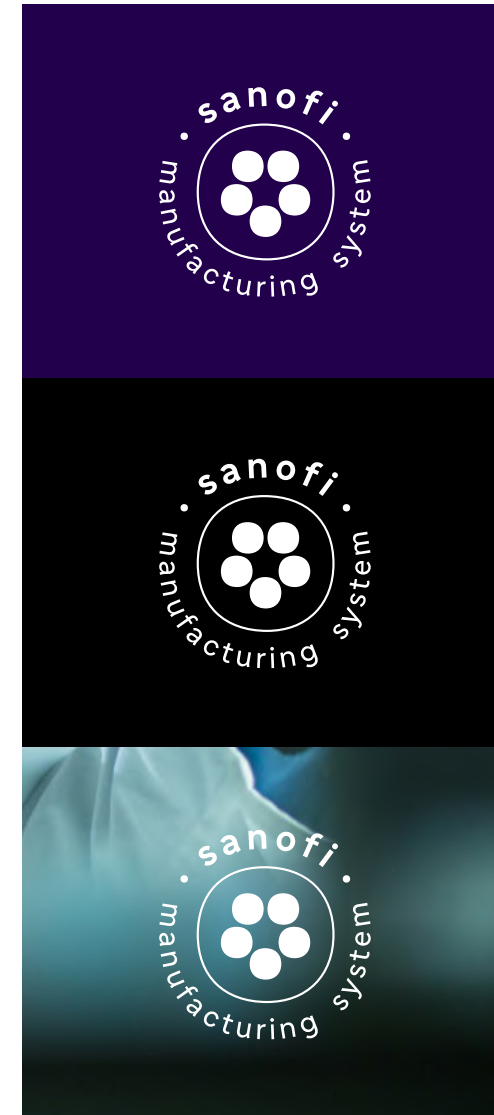# THE LABEL

Use on backgrounds

Choose the most suitable version to ensure the best visibility.

- The color version applies to **light backgrounds or light photo backgrounds.**

- The white reserve version applies on **dark backgrounds or dark photo backgrounds.**

Light backgrounds

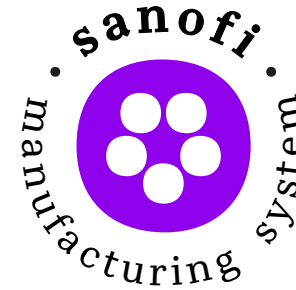Dark backgrounds

THE LABEL

Forbidden uses

The label must not be distorted
and its ingredients cannot be modified,
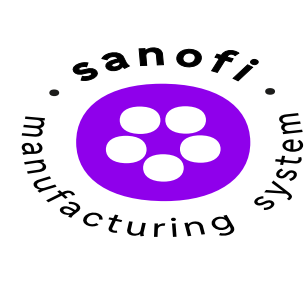either in colour, shape or placement.

Here are some examples of prohibited
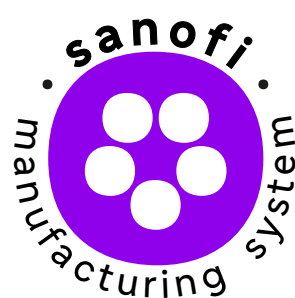uses of the label.

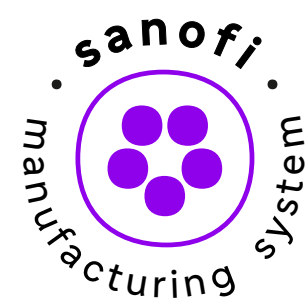Do not change colors

Do not change typeface

Do not distort

Do not change the proportions between
the typeface and the dots

Do not rotate the label

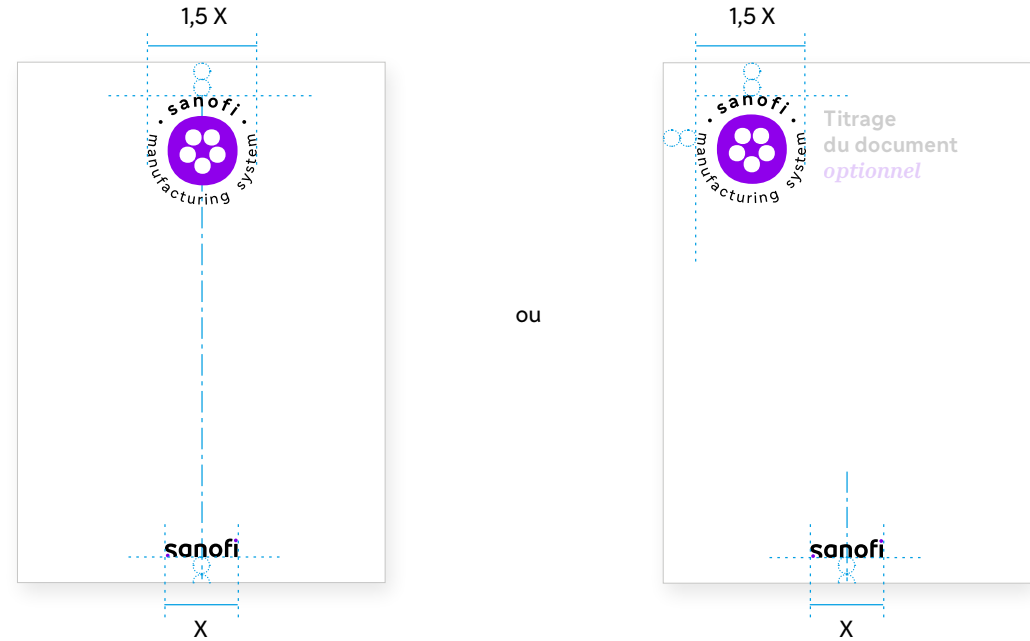Do not create a new version
of the label

THE LABEL

Endorsement with the Sanofi logotype

The Sanofi Manufactoring System label always appears in co-signature with the Sanofi logotype, according to the adjacent rules presented.

Only social networks and video will be exceptions.
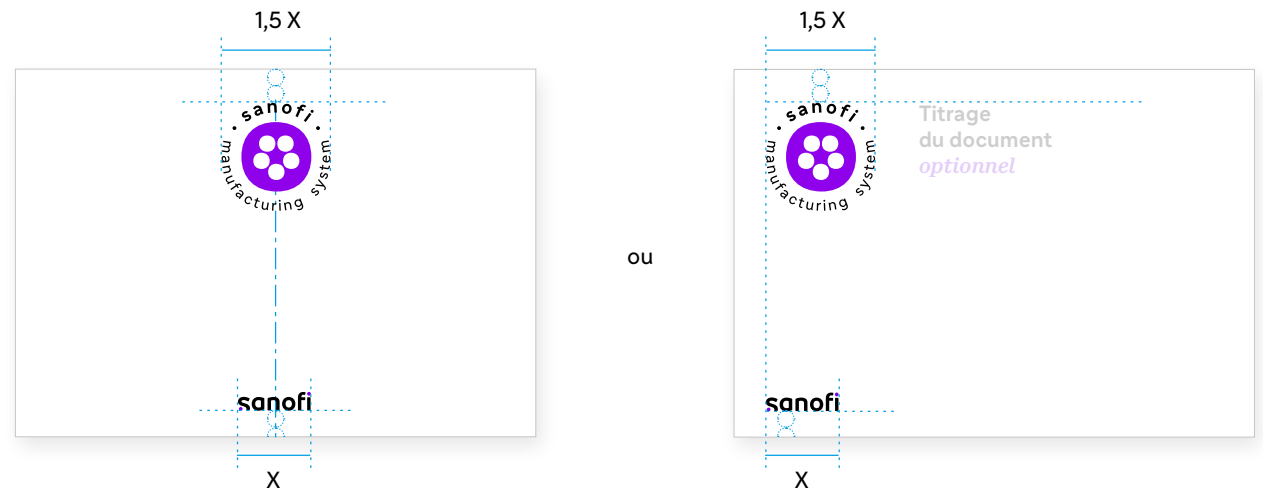
Vertical format:
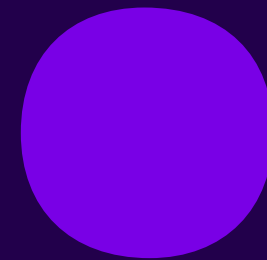
1,5 X

1,5 X

X = 1/5th of document width

ou

Titrage
du document
optionnel

X

X

Horizontal format:

1,5 X

1,5 X

X = 1/5th of document height

ou

Titrage
du document
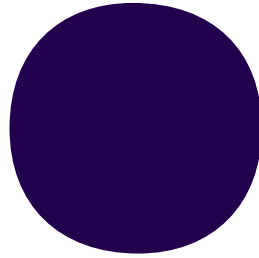*optionnel*

X

X

Graphic universe

GRAPHIC UNIVERSE

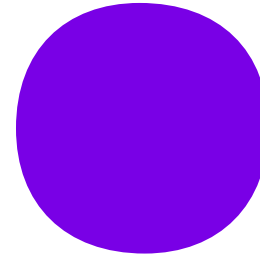## Colors

Our palette includes 6 colors.

This colour palette is to be used on all Sanofi Manufacturing System communication media.

The use of colors that are not from this palette is not allowed.

Miracle Purple

PANTONE 2695 C
RGB 35/0/76
HEXA #23004C
CMYK 91/100/8/59
RAL 300 20 15 Violaschwarz
19-3750 TCX

Chasing Purple

PANTONE 266 C
RGB 122/0/230
HEXA #7A00E6
CMYK 65/85/0/0
RAL 310 40 40 Purlila
18-3531 TCX

Support Gray

PANTONE 663 C
RGB 244/242/246
HEXA #F4F2F6
CMYK 5/5/0/0
RAL 300 95 05 LASURWEILß
13-3802 TCX

Support White

RGB 255/255/255
HEXA #FFFFFF
CMYK 0/0/0/0
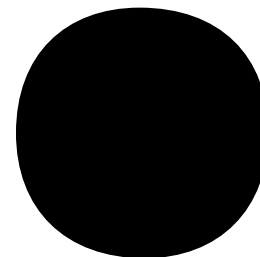
Font Black

PANTONE BLACK C
RGB 0/0/0
HEXA #000000
CMYK 0/0/0/100

Font White

RGB 245/245/245
HEXA #F5F5F5

Typeface

We have 2 typefaces dedicated to the Sanofi Manufactoring System charter.

The Sanofi Sans:
This is the default font for all text.

The Sanofi Serif:
It is used to highlight one or more keywords in a title. Titles are preferably written in lowercase.

Alternate typeface

On certain media, in Office for example or for emailing, when Sanofi Sans and Sanofi Serif cannot be used, we will replace them with Verdana and Georgia.

Nota Bene :
In a text, Sanofi Manufacturing System is written in lower case with the first letter of the words in capitals; the use of the acronym is not permitted.

Sanofi Sans

Sanofi Sans Light
Sanofi Sans Regular
Sanofi Sans Bold

Sanofi Sans Light Italic
Sanofi Sans talic
Sanofi Sans Bold Italic

ALTERNATE TYPEFACE

Verdana
Verdana Bold

Sanofi Sérif

Sanofi Sans Light
Sanofi Sans Regular
Sanofi Sans Bold

Sanofi Sans Light Italic
Sanofi Sans Italic
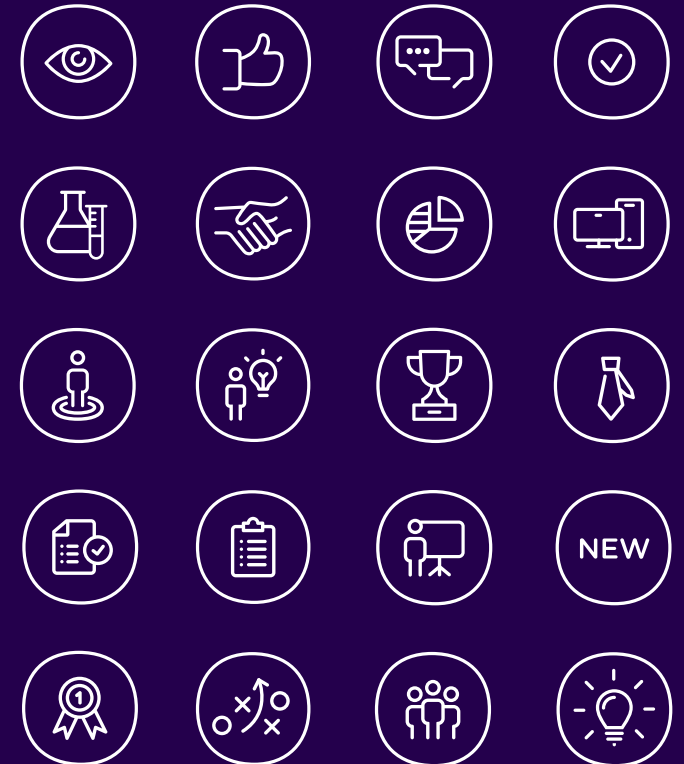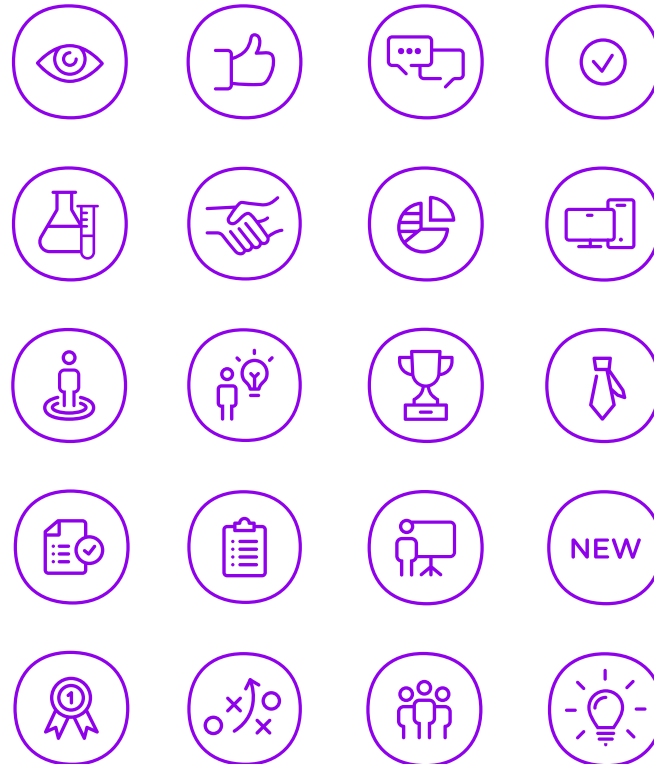***Sanofi Sans Bold Italic***

ALTERNATE TYPEFACE

Georgia
Georgia Bold

GRAPHIC UNIVERSE

Pictograms

Our pictograms are simple and allow to express easily a message that will be understood immediately.

They are used on Chasing Purple background on white background or on white reserve on Miracle purple background.

GRAPHIC UNIVERSE

Illustrations

Our illustrative style is an important component of our visual identity. The illustrations use a isometric representation and are **only composed with our color palette** (see page 16).

Here are a few examples.

GRAPHIC UNIVERSE

Illustrations

The illustrations use a isometric representation and are only composed with our color palette.

See below the three background color references:

RGB 245/173/157
HEXA #F5AD9D
CMYK 65/85/0/59

RGB 117/219/225
HEXA #75DBFF
CMYK 60/0/0/0

RGB 202/143/255
HEXA #CA8FFF
CMYK 35/55/0/0

White background:

Miracle Purple background:

GRAPHIC UNIVERSE

Iconography

On many media, we use photography to amplify the meaning and the strength of our messages.
The photos we choose contribute to project the image of the Sanofi Manufactoring System such as we designed it: close, simple and anchored in reality.

Sanofi's iconography is based on principles which characterize the pictures we use in our communications.
- The human occupies a central place.
- The visuals tell a story, show emotions and illustrate positive actions
– The visuals favor bright, warm and bright colors.

A photo library has been specifically built for our communication needs.

GRAPHIC UNIVERSE

Iconography

For legal reasons in your communication documents, you should always include photo credits.
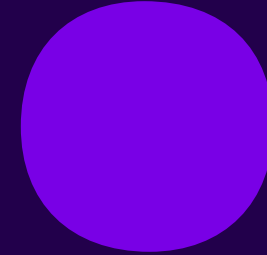The mention "photographer name - name of the photo library" is to be written
in small characters on the photo, or to be added to the photo credits of the document.
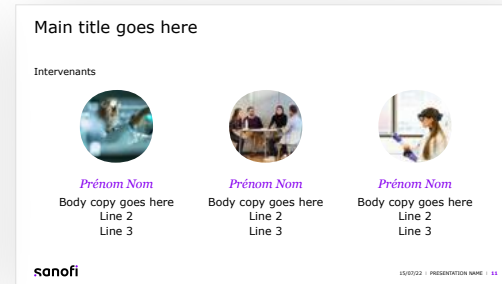Some examples of credits are presented opposite.

©Photographer - Photo library

©Photographer - Photo library

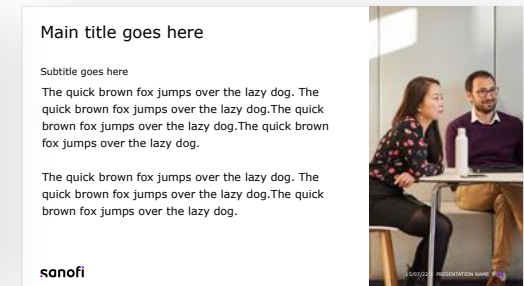©Photographer - Photo library
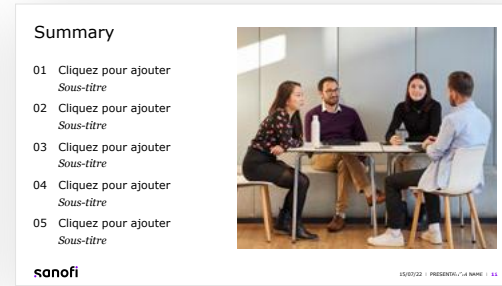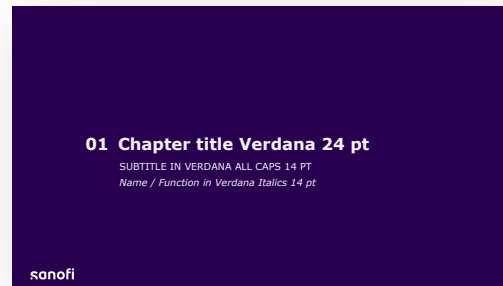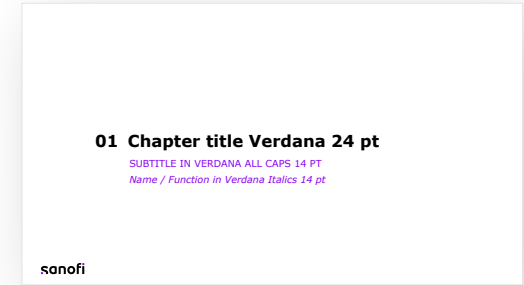
Chapter 3

Applications

APPLICATIONS

Powerpoint presentations

The Powerpoint Sanofi Manufactoring System presentation template has been developed in a 16/9 format.

It contains all of the graphic elements of our visual identity.
It is important to respect the pre-defined template.

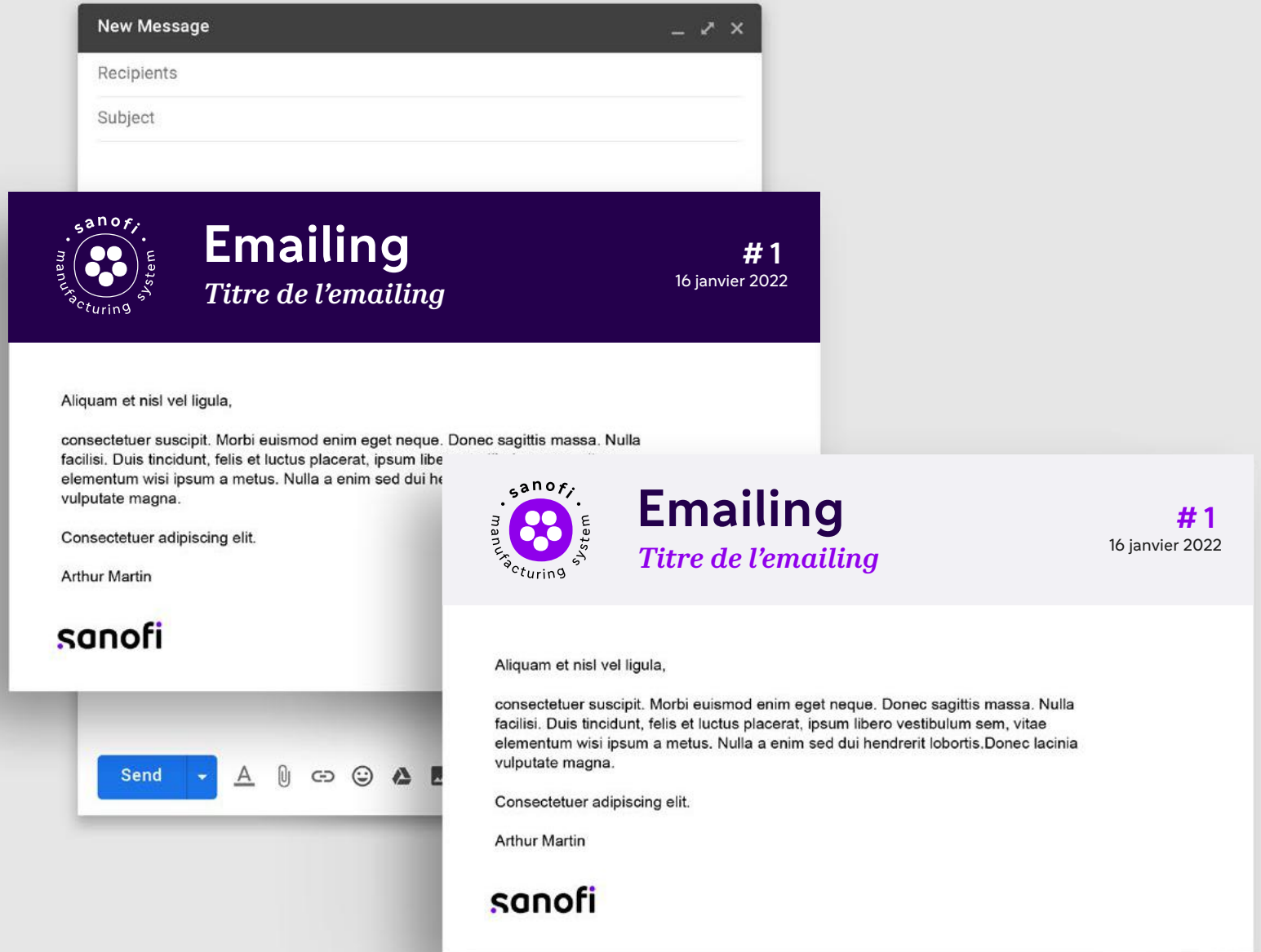Please use Verdana and Georgia fonts.

Emailing

For the header it is recommended to use the label on a white background.
It is possible to use the color palette to create different emailing banners.
(see p12).

Email signature

Never use the label as an email signature.
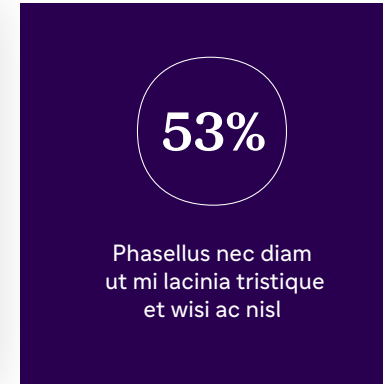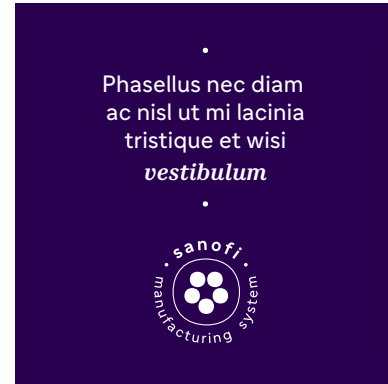Only the Sanofi logo is allowed.
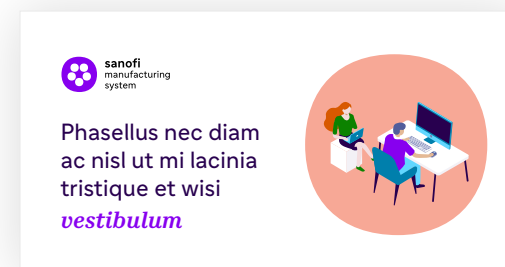
APPLICATIONS

Social media posts

Here are some post templates for our **social medias using** our graphic assets.

Together they allow to install a sonsitentimage on all our of our communications.

Instagram + Yammer

Phasellus nec diam ac nisl ut mi lacinia tristique et wisi *vestibulum*

Phasellus nec diam nisl ut mi lacinia tristique *vestibulum*

53%

Phasellus nec diam ut mi lacinia tristique et wisi ac nisl

sanofi manufacturing system

Linkedin + twitter

Phasellus nec diam ac nisl ut mi lacinia tristique et wisi *vestibulum*

sanofi manufacturing system

Phasellus nec diam ac nisl ut mi lacinia tristique et wisi *vestibulum*

sanofi manufacturing system

Phasellus nec diam ac nisl ut mi lacinia tristique et wisi *vestibulum*

APPLICATIONS

Publishing

Here is an example of **cover using** our graphic assets.

Together they allow to install a consistent image across all of our media.

APPLICATIONS

Publishing

Here is an example of **interior pages** using our graphic assets.

Together they allow to install a consistent image across all of our media.

Publishing

Here are some examples of **data visualization using** our graphic assets.

Together they allow to install a consistent image across all of our media.
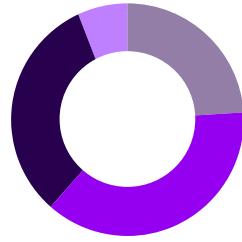
- Sed do eiusmod tempor incididunt ut
- labore et dolore magna aliqualaboris nisi
- ut aliquip ex ea commodo consequat. Duis
- aute irure dolor in reprehenderit in
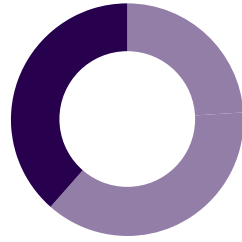
- Sed do eiusmod tempor incididunt ut
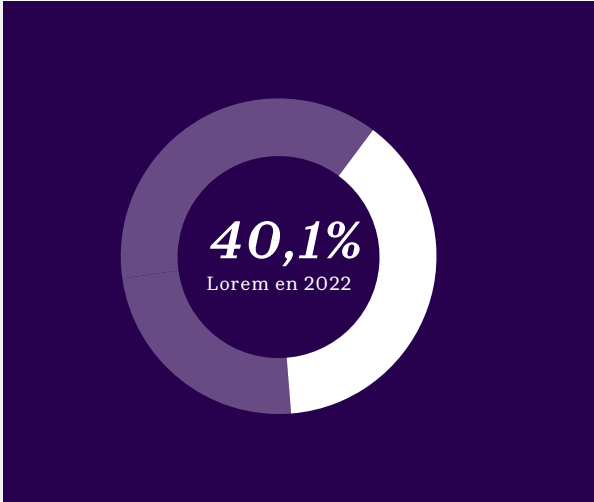- labore et dolore magna aliqualaboris nisi
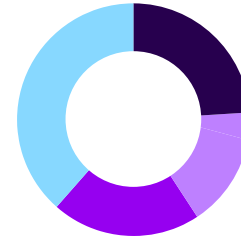
- Sed do eiusmod tempor incididunt ut
- labore et dolore magna aliqualaboris nisi
- ut aliquip ex ea commodo consequat. Duis
- aute irure dolor in reprehenderit in

+5%

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40,1%
Lorem en 2022

We are at a *turning* point...

91 project
in clinical development

Sed do eiusmod
Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat

nulla pariatur. Excepteur sint occaecat. Sed do eiusmod tempor incididunt ut **Labore tempor magna**

Labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor

2020
key facts and *figures*

27
Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim.

31
Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim.

12 000
Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim.

2022 Business net income
€8.2bn
+15.5%

Sed do eiusmod tempor incididunt

40,1%
Lorem en 2022

34,2%
Lorem en 2022

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non.
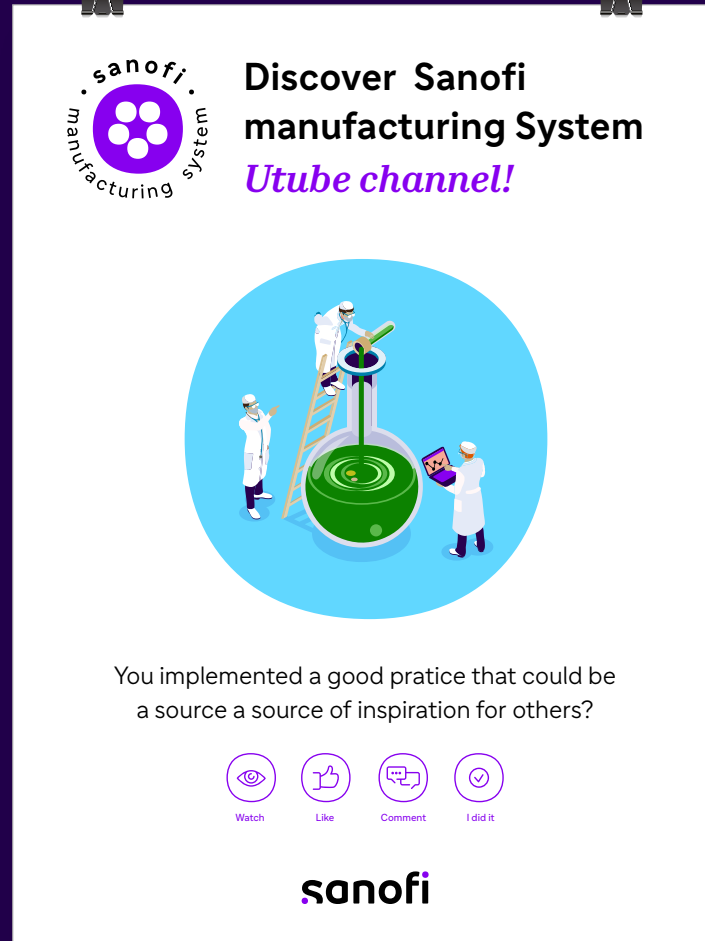
Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

sanofi

APPLICATIONS

Posters

Here are two examples of posters (with and without photo).
They use all of our graphic assets.

In order to design your poster, you must use the ready-to-use template available from the communication team.
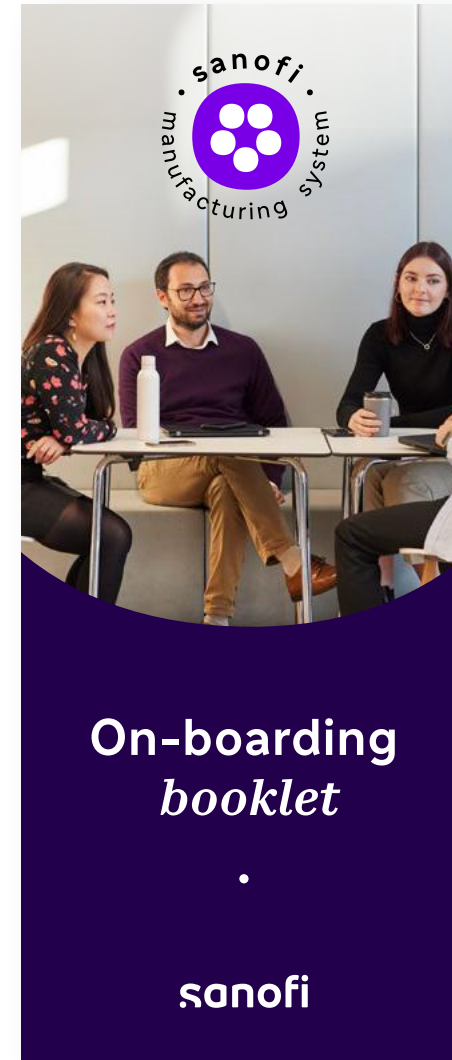
APPLICATIONS

Banners

Here are two examples of **banners**
with and without photos.
They use all of our graphic assets.

In order to design your kakemono,
you must use the ready-to-use template
available from the communication team.

APPLICATIONS

Diplomas

Here are presented some examples of diplomas.
They all use of our graphic assets.

In order to design your own, you must use the ready-to-use templates available from the communication team.
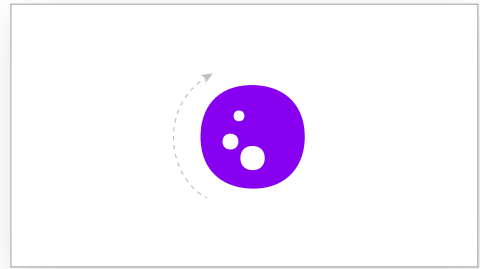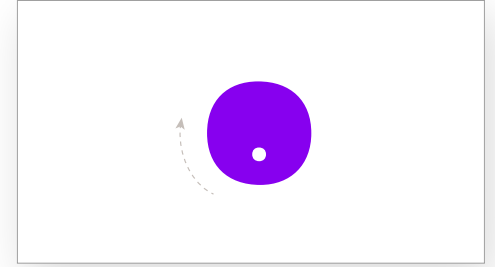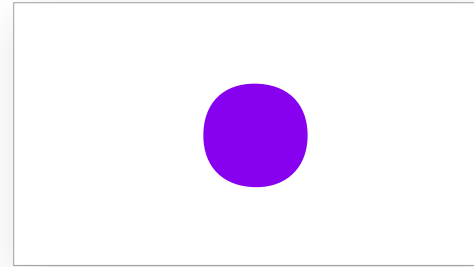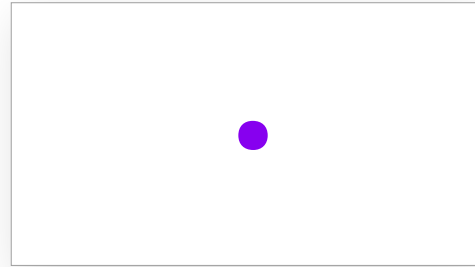
Video

Here is an example of intro video
with the Sanofi Manufactoring System
logotype.

Outro
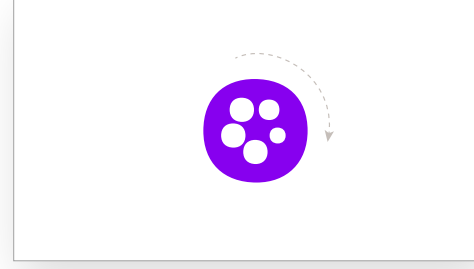
Thank you

For more information, please contact:
Karine.Boullier@Sanofi.com

sanofi