

Baxter

Style Guide for Digital & Web

Desktop & Mobile

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Ol Guide introduction

At Baxter[®], we're deeply committed to saving and sustaining lives around the world, every day.

We can help deliver on that mission by establishing and maintaining a consistent brand look and feel across all our digital properties. The following pages lay out detailed guidelines for creating branded communications within the digital space for a strong and consistent brand presence across any device.

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How to use this guide

This guide serves as a road map for creating and maintaining a consistent look and feel across all our digital properties. When creating a new online communication (whether internal-facing or for the general public), always identify the various brand elements that will be needed, being sure to use only what's been approved for use. Doing so ensures that we remain consistent and true to the spirit of the Baxter brand.

Who should use this guide

Anyone designing, creating or contributing to Baxter-branded communications should use this guide. That includes marketing & communications professionals, designers and design agencies. This ensures that we're all working under the same guidelines and within the same approved framework. Maintaining consistency across all our communications.

Why use this guide

When it comes to building and maintaining a strong brand with a clear and distinct purpose, consistency is everything. That's why this guide was created—to establish uniformity and consistency across all our communications. Using this guide helps us all build on Baxter's longstanding reputation as a cornerstone of the world healthcare system.

O2 Visual identity

Baxter is a vibrant, human brand filled with warmth, energy and life. Fitting, you might say, for a company with an unwavering commitment to saving and sustaining lives around the world. See how our visual identity is brought to life in the digital space on the following pages.

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Baxter wordmark

The Baxter logo, or wordmark, is the foundation of Baxter's visual identity. As a result, there are strict guidelines governing its usage. It may appear in Baxter Blue or black on a white or light-colored background or reversed to white out of any dark colored background that provides ample contrast for readability.

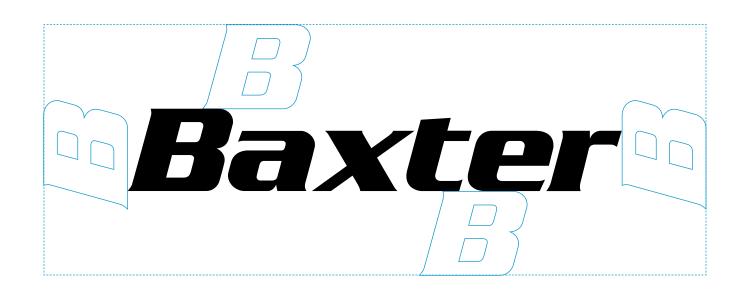
Note: The rules and guidelines called out on this and the pages that follow align with existing logo documentation established by Baxter and Remedy.

Baxter

PRIMARY LOGO FOR WEB (BLACK)

Clear space rule

Always maintain a consistent clear area on all sides of the Baxter logo. It must be surrounded by a precise measurement of space represented by the letter "B" in the wordmark when positioning it with visual or design elements. A minimum clear space of at least one "B" height must always be maintained. This space should remain completely clear of all text, graphics, a page edge, etc. When space permits, an increased amount of clear space surrounding the wordmark (beyond the minimum requirement) is recommended.





REVERSE WORDMARK

*Blue box shown above is for illustration only.

Size & applications

The minimum size that the Baxter wordmark should appear is 90 pixels in digital applications. The recommended size for the wordmark on a masthead is 180 pixels and 144 pixels for the footer.



HEADER LOGO



FOOTER LOGO



MINIMUM-SIZE LOGO



Do not position a tagline, slogan or business unit designation near the wordmark.



Do not change the color of the wordmark or apply a tint of color to the wordmark. The wordmark may only appear in 100% Baxter Blue, black or reversed to white.



Do not apply a gradient or any other visual effect to the wordmark. Do not fill the letters of the wordmark with a pattern, photo or any other artwork.



Do not outline the wordmark.

Incorrect usage

Presenting a strong, unified Baxter identity is a must. And it begins with a consistent wordmark. Here are some examples of what not to do when featuring the Baxter wordmark in digital applications.



Do not rotate the wordmark.



Do not apply a drop shadow or any other visual effect to the wordmark.



Do not reverse the wordmark to white if the background color does not provide ample contrast.



Do not redraw or alter the wordmark in any way.



Do not skew or distort the wordmark in any way.

Do not "cheat" the wordmark

italicized text.

rules by typesetting "Baxter" in



Do not place the wordmark within a box or other containing shape.



Do not group business unit names with the wordmark or place the wordmark next to a business name.



Do not use the wordmark repetitively to create a pattern.

Baxter beadquarters

are located in Deerfield, Illinois.

Do not use the wordmark to

address, sentence, phrase or

the same typeface as the text.

replace the word "Baxter" in an

heading; "Baxter" must be set in



Do not overlap the wordmark with another design element; for example, above, near or over illustrations or photographs.

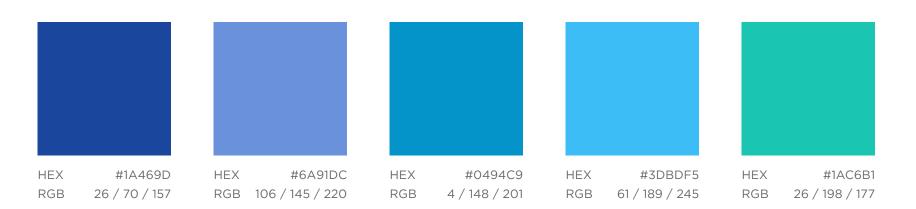


Do not place the wordmark on a visually busy background including patterns, photographs or designs.



Primary colors

Our primary color palette is bold and vibrant. Consistent use of all the colors in this palette helps to present the Baxter brand seamlessly and cohesively across all forms of digital communications.

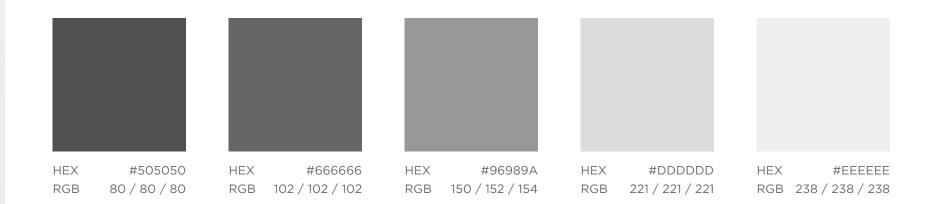




Secondary colors

The colors in our secondary color palette are used to complement the primary colors and the corporate Baxter blue. Consistent use of these colors helps to further support a strong and cohesive brand identity across the web.





Color designation

Throughout the Baxter corporate website, colors from both the primary and secondary color palettes have been designated as the lead colors for various sections. For example, purple is the lead color for Investors, pink for Careers, green for Responsibility, and so on.

Corporate HEX #1A469D	News & Media HEX #6A91DC	Products HEX #0494C9	Partners & Suppliers HEX #3DBDF5	Homepage HEX #1AC6B1
Careers hex #ac2093	Inside Baxter HEX #FA8300	Investors HEX #6A43AA	Responsibility HEX #58AA18	
Inner cards & boxes background HEX #7FC842 90%	Inner cards & boxes background HEX #30AAD6 90%	Inner cards & boxes background HEX #0D67A8 90%	Call to action buttons & links HEX #057CC8	Inner cards & boxes background HEX #F8B033

Shades & tints – primary colors

Primary shades and tints are permitted for use in digital designs and communications. The extended palette provides a strong base of colors that allows for diversity while still maintaining a consistent Baxter identity.

SHADES			•		TINTS
HEX	#0D234F	#143576	#1A469D	#486BB1	#7690C4
HEX	#35496E	#506DA5	#6A91DC	#88A7E3	#A6BDEA
HEX	#024A65	#036F97	#0494C9	#36A9D4	#68BFDF
HEX	#1F5F7B	#2E8EB8	#3DBDF5	#64CAF7	#8BD7F9
HEX	#OD6359	#149585	#1AC6B1	#76DDD0	#A3E8E0
НЕХ	#56104A	#81186E	#AC2093	#BD4DA9	#CD79BE
HEX	#7D4200	#BC6200	#FA8300	#FB9C33	#FCB566
HEX	#352255	#503280	#6A43AA	#8869BB	#A68ECC
HEX	#2C550C	#428012	#58AA18	#7FC842	9BCC74

Shades & tints – secondary colors

Secondary shades and tints are permitted for use in digital designs and communications as well. These help to complement the colors in our primary palette.

SHADES			•		TINTS
HEX	#406421	#5F9632	#7FC842	#99D368	#B2DE8E
	#105500	#2400.41	#204405	#500005	#070050
HEX	#18556B	#2480A1	#30AAD6	#59BBDE	#83CCE6
HEX	#073454	#0A4D7E	#0D67A8	#3D85B9	#6EA4CB
HEX	#033E64	#045D96	#057CC8	#3796D3	#69B0DE
HEX	#81570E	#BA8426	#F8B033	#F9C05C	#FBD085
HEX	#505050	#666666	#96989A	#DDDDDD	#EEEEEE

Gradients – primary colors

Primary gradients are made using only one color from our primary palette, fading from 100% opacity to 0% opacity. Gradients are permitted for blending images into color backgrounds with text.

Note: Never create a gradient using multiple colors.

	LOCATION 75%	
OPACITY 100%	*	OPACITY 0%
HEX #1A469D		
HEX #6A91DC		
HEX #0494C9		
HEX #3DBDF5		
HEX #1AC6B1		
HEX #AC2093		
HEX #FA8300		
HEX #FA6300		
НЕХ #6А43АА		
HEX #58AA18		

ADELLE (ADELLE W01)



Light **Regular**

ALTERNATIVE WEB FONT Georgia, Serif

Primary fonts

A consistent typeface presents a unified brand identity across all our digital communications. The approved Baxter typefaces—Adelle and Gotham work to complement each other and have been chosen for their legibility, simplicity and timeless appeal.

GOTHAM SCREENSMART (GOTHAM SSM)

Gotham

ALTERNATIVE WEB FONT Helvetica Neue, Arial, Sans Serif

Book Medium Bold

NEED THE FONTS? If the Baxter typefaces are not available to you, they may be purchased at **typekit.com**.

Serif font family

Adelle is a strong serif typeface recommended primarily for headlines and subheads in digital communications. It contrasts well when paired with a secondary sans-serif typeface. ADELLE FOR HEADLINES

Aa Adelle abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&*()

The quick brown fox jumps over the lazy dog

HEADING LEVELS

h1	h2	h3	h4	h5	h6
Page title	Page subtitle	Section title	Section subtitle	Subsection title	Subsection subtitle
Adelle Light 300	Adelle Light 300	Adelle Light 300	Adelle Regular 400	Adelle Regular 400	Adelle Regular 400
Size: 48 px	Size: 36 px	Size: 48 px	Size: 20 px	Size: 18 px	Size: 16 px

Sans-serif font family

Gotham is a sans-serif typeface recommended primarily for body and support copy in digital communications. It's known for its versatility and flexibility because of its broad range of weights and styles. It pairs well with a strong serif typeface such as Adelle.

GOTHAM FOR BODY COPY

Gotham Aa abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&*()

The quick brown fox jumps over the lazy dog

BODY COPY LEVELS

Primary navigation	Paragraph (mastheads)	Paragraph	Inline link	Icon title	Footnote
Gotham Medium 400	Gotham Book 300	Gotham Book 300	Gotham Medium 400	Gotham Semi-Bold 600	Gotham Bold 700
Size: 14 px	Gotham Semi-Bold 600	Gotham Semi-Bold 600	Size: 14 px	Size: 14 px	Size: 10 px
	Gotham Bold 700	Gotham Bold 700		ALL CAPS	
Secondary navigation	Size: 18 px	Size: 14 px	Buttons		
Gotham Medium 400			Gotham Medium 400	Icon description	
Size: 12 px			Size: 1.3rem	Gotham Book 300	
			ALL CAPS	Size: .85em	18
	Gotham Medium 400 Size: 14 px Secondary navigation Gotham Medium 400	Gotham Medium 400Gotham Book 300Size: 14 pxGotham Semi-Bold 600Gotham Bold 700Size: 18 pxGotham Medium 400Size: 18 px	Gotham Medium 400Gotham Book 300Gotham Book 300Size: 14 pxGotham Semi-Bold 600Gotham Semi-Bold 600Gotham Bold 700Gotham Bold 700Secondary navigationSize: 18 pxSize: 14 pxGotham Medium 400Size: 18 pxSize: 14 px	Gotham Medium 400Gotham Book 300Gotham Book 300Gotham Medium 400Size: 14 pxGotham Semi-Bold 600Gotham Semi-Bold 600Size: 14 pxGotham Bold 700Gotham Bold 700Gotham Bold 700Size: 14 pxSecondary navigationSize: 18 pxSize: 14 pxButtonsGotham Medium 400Size: 12 pxSize: 12 pxSize: 1.3rem	Gotham Medium 400 Size: 14 pxGotham Book 300 Gotham Semi-Bold 600 Gotham Semi-Bold 600 Gotham Bold 700Gotham Book 300 Gotham Semi-Bold 600 Gotham Bold 700Gotham Medium 400 Size: 14 pxGotham Semi-Bold 600 Size: 14 pxGotham Semi-Bold 600 Size: 14 pxSecondary navigation

Copy constructs

For overall appearance and readability, limit the number of type sizes, weights and styles in a single digital communication. Reverse type is recommended for use on colored backgrounds when it enhances legibility. Copy should be aligned left whenever possible.

Baxter

Our businesses

Increasingly, healthcare providers need more than just products. They are also looking for partners in meeting the challenges of providing better healthcare, to more patients, quickly and...

MASTHEADS & MAIN CARDS IN PRIMARY PAGES

Saving and sustaining lives

 Since 1931, Baxter products have helped people around the world in critical moments of care when it matters most.

INNER CONTENT IN SECONDARY AND TERTIARY PAGES

- Corporate overview
- Baxter touches millions of lives every day. Our products and services are essential building blocks of healthcare.

FONTS USED

 Header: Adelle Light 300 48 / 48 px

Body copy:
 Gotham Book 300
 18 / 24 px

FONTS USED

3 Header: Adelle Light 300 48 / 48 px

 Body copy: Gotham Book 300 14 / 20 px

Subhead:
 Adelle Regular 400
 20 / 24 px

FONTS USED

Body copy:

Gotham Medium 400
 Gotham Book 300
 Gotham Bold 700

Type style

Lists & call-outs

When presenting information in numeric form or a bulleted list, it's essential to be consistent. Refer to the examples at right for the approved treatment. When calling out a quotation in digital communications, set the copy against a gray-colored watermark background, as seen to the right.

Baxter

DEFINITION LIST

- Definition term
- 2 Phasellus sit amet volutpat dui.

UNORDERED LIST

- List item (unordered)
- List item with longer text vitae volutpat augue ipsum id dolor
- Another list item

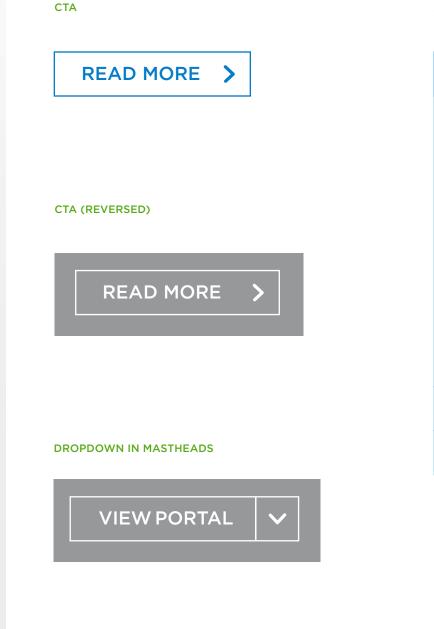
BLOCK QUOTE

ORDERED LIST

- 1. List item (ordered)
- 2. List item with longer text vitae volutpat augue ipsum id dolor
- 3. Another list item

"After I started **peritoneal dialysis**, I felt like my life had more value. Not only can I continue doing the things I love, but I also can help others going through similar situations. It's in those moments that I feel most alive."

> — Teeramanas Tanaekakarapong Entertainer, PD patient



ACCORDION (EXPANDABLE MENU)

AUDIT COMMITTEE

Responsibility of the Audit Committee

The Audit Committee is primarily concentrated with the integrity of Baxter's financial statements, its system of internal accounting controls, the internal and external audit process, and the process for monitoring compliance with laws and regulations.

COMPENSATION COMMITTEE + CORPORATE GOVERNANCE COMMITTEE +

FONTS USED

Text in boxes: Gotham Medium 400 1.3 rem ALL CAPS

Buttons

Buttons and links should always be treated consistently in our digital communications, whether in calls to action (CTA) or within an expandable accordion module.

Baxter

See Figures 2, 3 and 4 on page 52 for CTA buttons and dropdowns in mastheads.

FONTS USED Stock & Dividend Events & oOU А **Financial** Information Presentations Tab navigation: Information Gotham Medium 400 12 px Left-hand-rail navigation: Gotham Medium 400 14 px LEFT-HAND-RAIL NAVIGATION (COLOR DESIGNATED BY SECTION) CAROUSEL BULLETS Dropdown in forms: Gotham Book 300 14 px Corporate Overview > History PAGINATION < PREV 2 NEXT > 1 LEFT-HAND-RAIL NAVIGATION ON MOBILE (DROPDOWN COLOR **DESIGNATED BY SECTION) DROPDOWN IN FORMS** Corporate Overview 🗸 Please select

Buttons (cont'd)

Buttons that serve a navigational purpose should also be treated consistently in our digital communications. These buttons change content on the page rather than redirecting the user to another page.

Baxter

See Figures 7, 8 and 9 on page 53 for tab navigation and lef-hand-rail navigation in context.

TAB NAVIGATION (COLOR DESIGNATED BY SECTION)

See Figures 3 and 4 on page 52 for carousel bullets in context. See Figure 15 on page 54 for pagination in context. See Figure 10 on page 53 for dropdown in forms.

Links

Links, standalone CTAs and breadcrumbs have a distinct style in our digital communications. See examples at right.

STANDALONE CTA	PAGE ACTIONS	
Download button 📥	EMAIL 🖂	FONTS USED
		Text links: Gotham Medium 400
Caret button >	SHARE <	18 px, 16 px, 14 px
		Breadcrumb: Gotham Medium 400
Pdf button 🗟	PRINT 🖶	Gotham Semi-Bold 600
External link button 🗹		

STANDALONE LINK

Standalone Link Text 1 Standalone Link Text 2

Paragraph text lorem ipsum dolor sit amet, **link in running text** elit. Maecenas quis commodo nulla, quis molestie massa. Nullam quis mattis est, donec ultrices dignissim lacus eu congue.

• List item link

BREADCRUMB

Home > Lorem ipsum sit > Lorem

Navigation icons

Icons with a navigational purpose are designed with an off-state (inactive) as well as an on-state (active). These icons are also color-coded based on subject matter (purple for Investors, pink for Careers, etc.).

ĂŬĔ Financial Life at Baxter Λ Events & presentations Career areas Stock & dividend Student life/ programs пШ Shareholder



Fact sheets



8

Feature stories

Media contact

News & Media



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Suppliers

Ecommerce

Partners & Suppliers



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Leadership

ΛN



Honors & awards

Inside Baxter



Governance, ethics & compliance



Innovating



Supporting science

CORPORATE INACTIVE/ACTIVE STATES (COLOR-DESIGNATED)

Careers

Investors

Biopharmaceuticals spin-off



Navigation icons (cont'd)

Icons with a navigational purpose are designed with an off-state (inactive) as well as an on-state (active). These icons are also color-coded based on subject matter (green for Responsibility, blue for Products & Expertise, etc.).

CORPORATE INACTIVE/ACTIVE STATES (COLOR-DESIGNATED)



Sustainability report

Resources

Public policy

Giving

About us (Int'l Foundation)

Products & Expertise





Peritoneal dialysis products





+



 σ

Nutrition products



Other

Surgical care products



Hemodialysis products

Acute kidney injury products



F



Iconography

In some cases, iconography is used to highlight an important fact, statistic or benefit. These icons will appear knocked

out in white over a colored background, aligned to the left

wherever possible.

IMPORTANT FACTS

Boxes



SCIENCE & INNOVATION

Past, Present & Future

Increasing access to care



Enhancing clinical outcomes

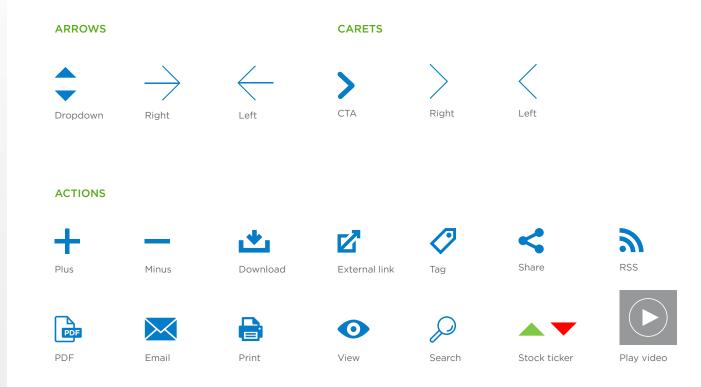


Improving efficiency

See Figure 1 on page 52 and Figure 8 on page 53 for the use of iconography and content in context.

Indicators & social icons

Actionable indicators and social icons have their own style and should be treated consistently throughout our digital communications. See examples at right.



SOCIAL



Social icons on footer



Follow us icons

FAVICON

Shortcut icon



See Figures 11, 12 and 13 on page 54 for action icons in context.

FONTS USED

Gotham Book 300 Gotham Medium 400

Graphic elements

Data visualization, tables & forms

Data, charts and tables have been designed to communicate with clarity. Simple shapes, lines and illustrations should be used in conjunction with colors from the secondary color palette. Avoid the use of clip art, drop shadows or three-dimensional shapes in charts and diagrams.

DATA (FINANCE)

Stock performance



Events & presentation



Stock quote/chart

BAX (BAX)				
Price	38.53	Change	+0.34	
Volume	10,868,864	% Change	0.85%	
Intraday High	38.85	52 Week High	42.00	
Intraday Low	38.20	52 Week Low	34.77	
Today's Open	38.77	Currency	US Dollar	
Previous Close	38.86	Exchange	NYSE	

07/02/2015 1:55 PM ET

Spin-off information

DATE	TITLE				
06/09/15	۵	Baxter Announces Effectiveness Of Baxalta Form 10 Registration Statement			
06/05/15	۵	Baxter's Board Of Director's Approves Separation Of Baxalta And Declares Special Dividend Of Baxalta Stock			
06/05/15		Amendment No. 5 to Form 10 (as filed 6.05.15)			
05/28/15	۵	Amendment No. 4 to Form 10 (as filed 5.28.15)			
05/19/15	A	Amendment No. 3 to Form 10 (as filed 5.19.15)			

SEC filings

ear Filter		
Al Years	\$	
iling Type(V	lew SE	C Groupings descriptions)

All Forms 💲 SUBMIT >

All Filings | Annual Filings | Quarterly Filings | Proxy | Insider (Section 16)

COMPANY (FILER NAME)	TYPE	FILING DATE	FILING GROUP	DOWNLOAD
Baxter International Inc.	8-K	06/23/15	Current Reports	
Baxter International Inc.	11-K	06/19/15	Annual Filinga	
Baxter International Inc.	11-K	06/19/15	Annual Filings	

See Figures 12, 13 and 14 on page 54 for tables in context.

Data visualization, tables & forms (cont'd)

Data, charts and tables have been designed to communicate with clarity. Simple shapes, lines and illustrations should be used in conjunction with colors from the secondary color palette. Avoid the use of clip art, drop shadows or three-dimensional shapes in charts and diagrams.

TABLES (PRODUCTS)

Product updates

DATE	MODUCT	CATEGORY	REFERENCE
05/24/15	24/15 0.9% Sodium Chlonde Injection, USP 10% Destroise Injection, USP		Customer letter PCA-2015-023
	SN Dextrose Injection, USP		
	Lactated Ringer's Injection, USP		
03/23/19	CLIMPICE 5/20 with a free (SN Americ Acts w/Electroytes in 20% Destross w/Calcium) maction, 2000 mL, in CLARITY Duar Chamber Concerner	Legent Product Recall	Customer letter FCA-2016-015
0.3/16/15	0.9% Sodium Chloride Intection, USP (Auto C)	Urgent Product Recall	Customer letter PCA-2018-014
	SN Dexbose Injection, USP, 1000 mL, VIAFLEX Pleatic Container		
05/05/15	Set-Righting Law Sig Tip Cap, Yellow	mportani Precuci Information	Costomer letter PCA-20H-146
	Self-Righting Luor Sig Tip Cop. Sheen		
	Self-Righting Laier Stip Tip Cap, Orange		
	Belf-Righting Liter Sito Tip Cep, White		
	Salf-Righting Luar Silp Tip Cap, Dark Blue		
	Self-Righting Luer Sig Tip Ceo, Green		
	Set-Righting Loar Sig Tip Cap, Pre-		
05/05/15	DoodEdge Pharmocy Workflow Management System	Urgent Device Correction	Customer letter PCA-2015-008
02/25/15	INTERLINE System Non OCHP T-Connector Extension Sets	Selety Alert	Customer letter PCA-3014-144
02/17/15	ONE-LINE Non-DE-P Y-Type Hicrobore Catheoar Extension Set	Important Proclact Information	Customer letter FCA-20M-129
	ONE-LINK Non-DE-IP Hicrobore Catheter Extension Set		
	Bonded ONE-LINK Non-DEI/P Hicrobore Catheter Extension Set		
00/06/15	MiniCap with Providence indire Solution	mportant Product Information	Perilioneel Dialysis Provider and Patient Letter FCA-2014 130
01/08/15	Integrated Automated Peritonal Distysis (APC) Set with Cassette 3 Prong	Urgent Product Recall	Customer letter PCA-2014-142
o(/07/%	MINICAP Extended L/N PO Transfer Set (EADY LOOK)	mportant Product Information	Customer letter FCA-2014-026
	MINICAE Extended USe PO Transfer Set with Twitt Camp		
	MINCAP Extended U/w PO Transfer Set with Twist Camp (Extra Short)		
	Looking Titanium Adapter for Peritonal Dialosis Celfreter		
	EASY-LOCK, Disconnect Cap with Pewidona todine Solution		
	Connection Shalld 3-4, with Poundona locine Solution		
	Connection Sheld II, with Pouldone odine Solution		
	Penicop Disconnect Cap		
	MINICAP Disconnect with Peyvidone todine		

Solution

Product list A-Z

COUCH MAKE	E DHIE CHOR
A	
Abrild Gaussian Schware	economy if Annual internation if
ACCUMO.	etening B Product Warriston B
ACTIVATE (Saw Golf Landson)	angenerar Reis Internation of Instrumenten Rei Son of Manager Salarmanner B Manager Salarmanner B
c	
CA Dalyter Figh DRIVING Tingle Unit Dayters	ingenerati iku kitarakin 🕹 ataung 🖥
CARP Distant high Efficience. Re Line Distant	elaning 🖥 Ingeniet Richteneter 🛆
CLUBE DI Los Jefford Vice	et manage (f Franklast anternation (f
CLARITE E National Alexandra Alexandra Tactory (HE In Decretarian) Calcurel Injecture	mariting interaction da excenting df manual interaction df
C where much an instant and a parametrization	Prosection information da extension all Product information all
COMPAN.	regenerant fina betweender da technisten bei den da estenetuig B Mensen weberneten B
CT Daniaer regin Flue, Re Los Dialosmi	inserter for interation de atomic de
D	
DVMERL TO Salvise	meaning improved as
Doublige Durmay Westhan Hanagar	ecterating BF Products advantation BF
6	
Did(TAH) Assembled Compounding Uption	Presentaries Information das extensions III Presente entermannes III
taranal (soos-trivit) locator	sCatalog (FR Values 2001 re., Catalors Tao 2001 rd.) (Catalog (FR Values 2001 rd.) (Catalog (FR Values 2001 rd.) (Catalog (FR Values 2001 rd.))))

FONTS USED

Gotham Book 300 Gotham Medium 400

Data visualization, tables & forms (cont'd)

Data, charts and tables have been designed to communicate with clarity. Simple shapes, lines and illustrations should be used in conjunction with colors from the secondary color palette. Avoid the use of clip art, drop shadows or three-dimensional shapes in charts and diagrams.

TABLES (CONTACT & SUPPORT)

Country	Email	Phone	Fax	Mailing Address
Argentina	LA_Hedinfo@baxter.com			
Aastria	www.bakter.at Centact form entries are notified to reception	01 7150-0 Monthy- Trustellay CEICO- Tr00: Fruiss 08.00- Mu0 No emergency service. Out of-hours service provided by security desc suff who take mossiges. Manday- Trustay 17.00- 08.00, Fitslay 34.00-08.00	017100- 2453020	Bastar InweithCare Oncel Scela- Idein-Löw Weg IS 1020 Wen
Antrelle	onecel@baxter.com	1500 302409		
Read	LA_Hedinfo@bester.com			
Ceneda	medinfocanacia@baster.com	1-855-584-1368		
Chie	LA_Medinlo@baster.com			
Cotumbia	LA_Medinfo@bester.com			
Denmierk	medinfo_nondic@baster.com			
Prance		OL34 6LSL41 Office hours: Mondby- Friday, OB 10-18230, Environment of the anit Generic provider in automatically diverted to service provider – 0.016/3783.3825 who fields calls and then pooses recover to Senter for follow- up.		Baster - Service Information Medicale 6 avenue Louis Pasteur - DP 56 7887 Maurice PAS Ceces
Oe mery	info, oxi8baxtar.com	089 317 010 Standard Hours: Menday Iharesign 0800-11000 Priday 0800-1000 Emergency out of hours: No Madeal Senior Centre (Selar) Panday-Theresides: 17:00- 08000; Friday: 86:00-0800 Saturday and Sunday while Caly	089 317 011 77	Boster Deutschland Gmbin Richsonutraße 4. 857/6 Unterscheißhein
inda.	Hechfordielblacter.com			
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FORMS

FONTS USED

Gotham Book 300 Gotham Medium 400

See Figure 14 on page 54 for corporate blue tables in context.

See Figure 10 on page 53 for forms in context.

Navigation

Navigational components should be treated consistently throughout all our digital communications. Here are some examples of top-level navigation on the Baxter corporate website.

UTILITY NAVIGATION



MAIN NAVIGATION - DROPDOWN (ON CLICK)



Navigation

Second- and third-level navigational components should also be treated consistently throughout our digital communications, whether they're drop-downs, side menus or tabs. Here are some examples from the Baxter corporate website.



TAB NAVIGATION + LEFT-HAND-RAIL NAVIGATION (SECONDARY PAGES)



Navigation

Navigation within footers should always be neat and organized for a simple presentation and ease of use. Note the use of knocked-out white type against a gray-colored background.

1	Inside Baxter	Our Products & Expertise	Contact & Support	Keep up with Baxter	FONTS USED
	Corporate Overview	IV Solutions & Premixed Drugs	Contact	in Linkedin	1 Footer:
2	Science & Innovation	IV Infusion Systems & Administration Sets	Product Catalog		Headers:
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Imagery & photography

Photographs and images should be treated consistently in our digital communications. Here are some examples of how to properly apply the gradient effect to images in mastheads on the Baxter corporate website.

Note: Images used in digital communications should be taken from the Baxter corporate photo library only.

MASTHEAD (HOMEPAGE)

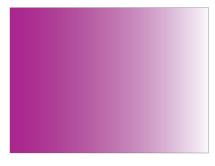


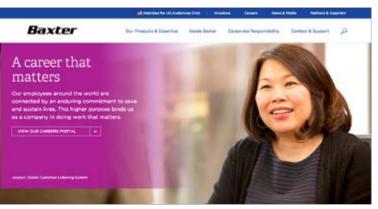




MASTHEAD (PRIMARY PAGES)







Imagery & photography

Photographs and images should be treated consistently in our digital communications. Here are some examples of how to properly apply the gradient effect to images on secondary pages and photo cards on the Baxter corporate website.

MASTHEAD (SECONDARY PAGES)







PHOTO CARD (FULL WIDTH)







Imagery & photography

Photographs and images should be treated consistently in our digital communications. Here are some examples of how to treat images with and without data visualization modules on the Baxter corporate website. CARD WITH PHOTO





CARD WITH PHOTO + DATA CHART





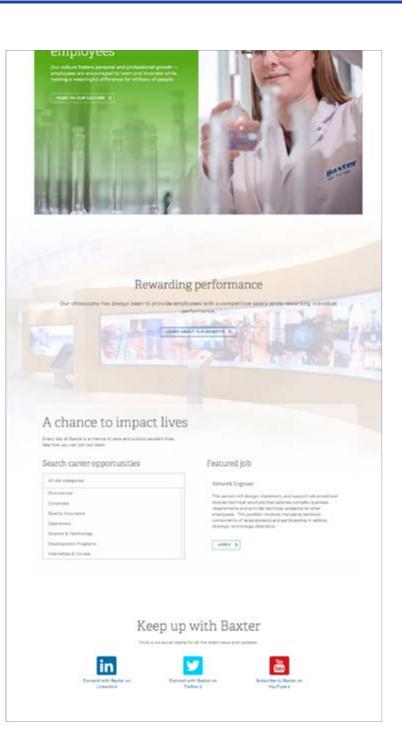
Imagery & photography

On top-level pages of the Baxter corporate website, scaled-back photographs can be used as a background element. See right for an example.

Note: This background element is intended for the desktop and tablet experiences only. PHOTOGRAPHY BACKGROUND - PRIMARY PAGES







Imagery & photography

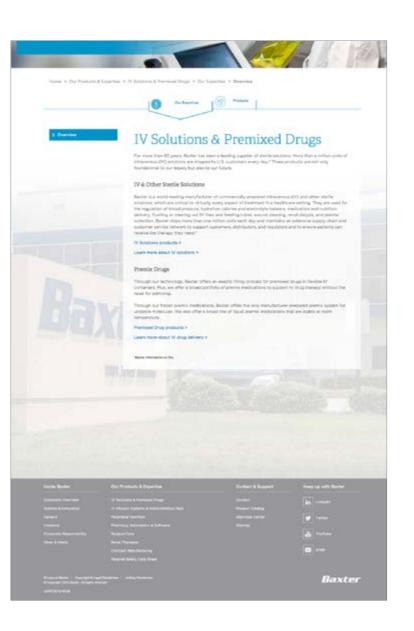
On secondary pages of the Baxter corporate website, scaled-back photographs can be used as a background element. See right for an example.

Note: This background element is intended for the desktop and tablet experiences only.

PHOTOGRAPHY BACKGROUND - SECONDARY PAGES







Imagery & Photography

On product pages of the Baxter corporate website, photographs of products on a plain white background are surrounded with a simple blue stroke. See right for an example.

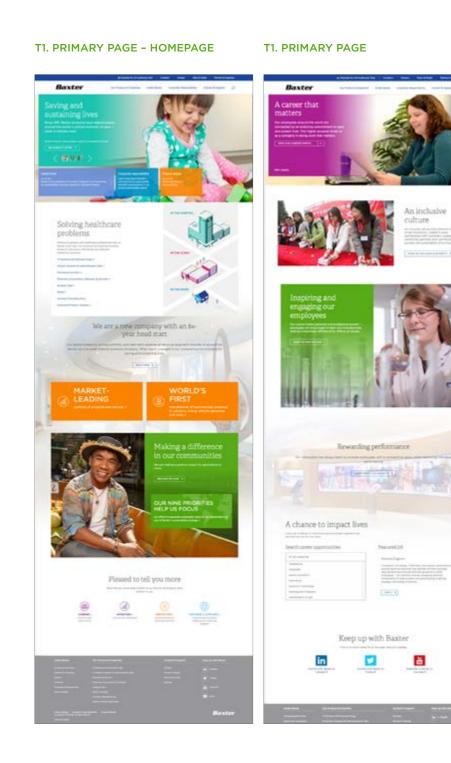
PRODUCT IMAGES



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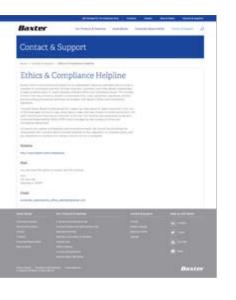
Page templates (desktop)

The Baxter corporate website was designed using a variety of flexible templates. Here are examples of T1, T2 and T3 page templates for the desktop experience.





T3. TERTIARY PAGE



T3. TERTIARY PAGE

Web styles

Page templates (tablet - portrait)

The Baxter corporate website was designed using a variety of flexible templates. Here are examples of T1, T2 and T3 page templates for the tablet experience.



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T2. SECONDARY PAGE

Page templates (mobile)

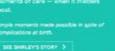
The Baxter corporate website was designed using a variety of flexible templates. Here are examples of T1, T2 and T3 page templates for the mobile experience.

T1. PRIMARY PAGE - HOMEPAGE

Baxter



Saving and sustaining lives Since 1031, Batter products have helped proper annual the world in critical moments of care — when it mathers





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Solving healthcare problems

Nillons of patients and twethcare professional rely on Baster every day. Our products are assantial building brocks of care and in delivering cost effective hearthcare solutions.

IV Solutions & Premixed Drugs >

infusion Systems & Administration Sets > Parenteral Nutrition >

Pharmacy Automation, Software, & Services > Surgical Care > Renal >

Contract Manufacturing >

Important Product Updates P



T1. PRIMARY PAGE



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An inclusive culture for entropy of the second s

HOURACLOCKAPHINE 3



Inspiring and engaging our employees

Rewarding performance



T2. SECONDARY PAGE



About us

der's masion to save and sustain lives pires our work and our commitment to liver products and sarvices that are ential building blocks of healthcare.



Corporate Overview

Bastar touches millions of lives every day. Gar products and services are sesantial building blocks of healthcare.

You'll find Baster's products and intercise on earling every hospital workprice. You'll find as in elimics every hospital workprice. You'll find as in elimits and in the home. Patients and providers you in Baster for Historieg mean and metical products, including immersions (N) isolutions, spherece and administrative sets, or inhusion spherece and administrative sets, or inhusion sharmore all workprises and software, equipe remain sharmore all workprises.

Our mission to save and sustain lives inspires our work and our commitment to expanding access to care, providing cost-effective healthcare obtaines, deriving gaarling products and advancing ensuations for the world.

Our commitment to our initialion means we are there when putients and healthcare professionals need us, during the proces moments that metter most.

Our Businesses

Increasingly, has those providers need more think just preducts. They are also looking for centres. In meeting the characterisations of providing better healthdars, to more patients, applying and out, effective, with estandard expertise providing obtained a unequipy, with estandard experise provident devices, polyanity care in the hospital provident devices programmed to environ provident devices provident provident as provident devices provident provident as provident devices provident provident as provident devices provident provident provident application of the in characteristic effective care.

Bacter has two global business units: Hospital Products and Rehall.

Environ's Hangelial Products business

T3. TERTIARY PAGE



Ethics & Compliance Helpline

Becterik Etrics and Compliance Heighten is an independent takehone and Yoshi resource that is available for exploriver and their families, suppliers, contension, and other families, takeholders to limit, quitases should or report possible concerny etrics and compliance taxes. This includes conduct that may involve a violation of applicatie taxes, reask regulations, tandnots, policies, and accounting procedures phenolise considered with Maxwel's Ethics and Compliance Standards.

Through Never, Bastar's estense person, collers can beek obviou or report concerns in any one of this impugner. At hours a toy, were days a were, and may charact to remain accommons. No color identification fueldures are attached to day line. The implifiere was established by Bastar's Corporate Responsibility Office (CRO) and in managed by the company's Ethics and Compliance determines.

All reports are treated contracticity and, revealed promptly. No area will be disciplined for instang possible to concern about positive breaches of law, requiration, or company policy, and any allegations of resultation for raising concerns will be investigated.

Website

http://www.baster.com/compliance/

Mail

You also have the autory to contact the CRO directly. CRO P.C. Box 134 Oberfails 1, 60010

Email

corporate_responsibility_office_poerfeit23baster/



03 Mobile approach

Maintaining a seamless user experience between desktop and mobile devices is an essential part of presenting a strong and unified Baxter brand in the digital space. Just because the screen is smaller, doesn't mean the experience has to be. On the following pages, see how the Baxter brand is brought to life in mobile.

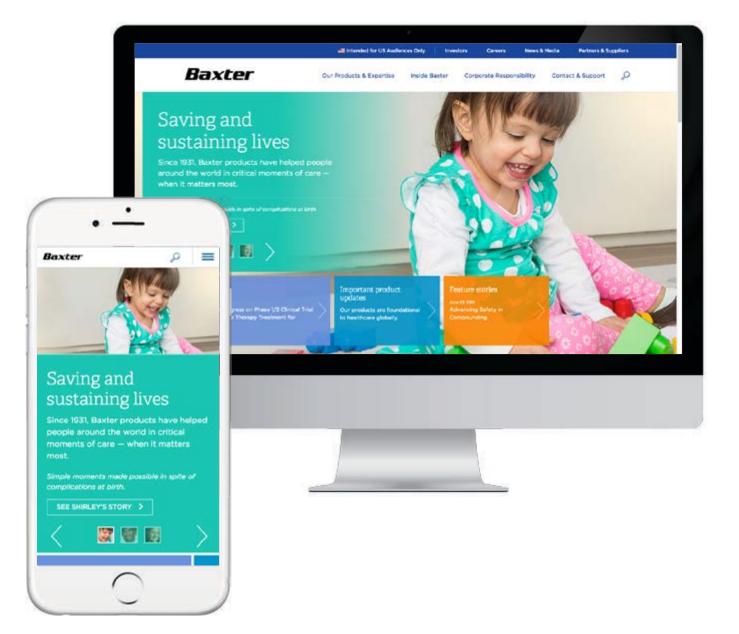
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Mobile-first design

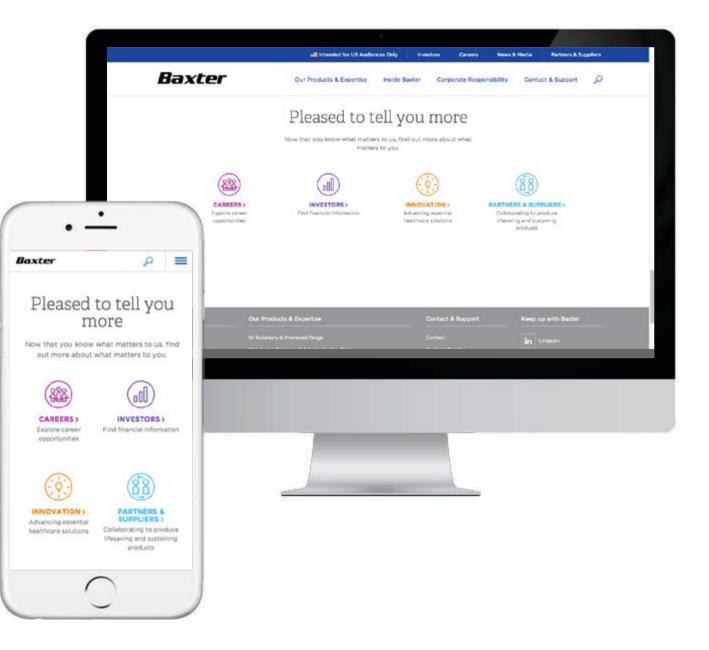
The Baxter digital experience was designed from a mobile-first perspective. Meaning everything envisioned during the concept phase went through a mobile lens first. As a result, visitors to the mobile site will see virtually the same exact content as visitors to the desktop site, with only minor functionality differences.

Note: When designing for mobile, keep in mind that some users will be viewing the content on a Retina Display. As a result, mobile graphics should be designed at 144 dpi, as opposed to the standard 72 dpi for desktop designs.



Fluid layout

The Baxter mobile site was designed responsively, allowing the content to adapt in order to fit the viewer's browser or device. Users can view site content in its entirety without having to pinch and zoom or scroll from side to side to see hidden navigation and content, for a more user-friendly experience.



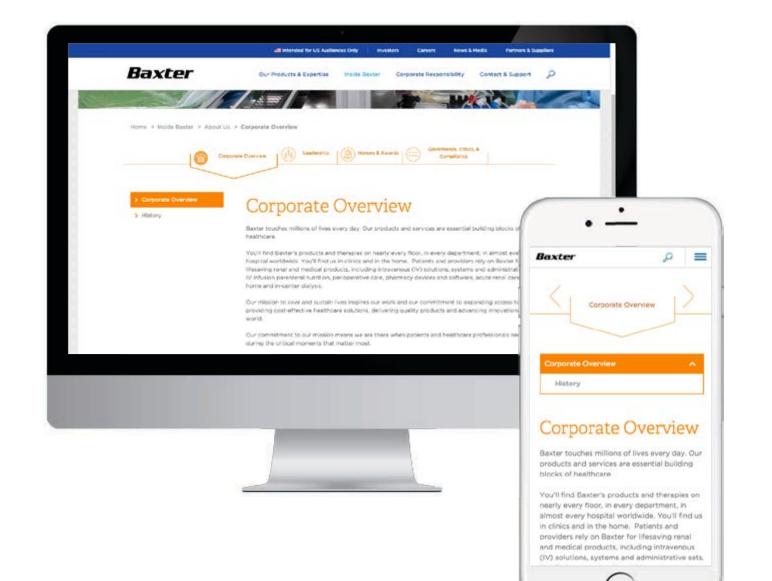
Scalable content

The content on the desktop experience was designed to scale seamlessly and easily for mobile devices. In the mobile experience, the content stacks neatly on top of each other, making it simple for a user to scroll from one piece of content to the next.



Collapsible content

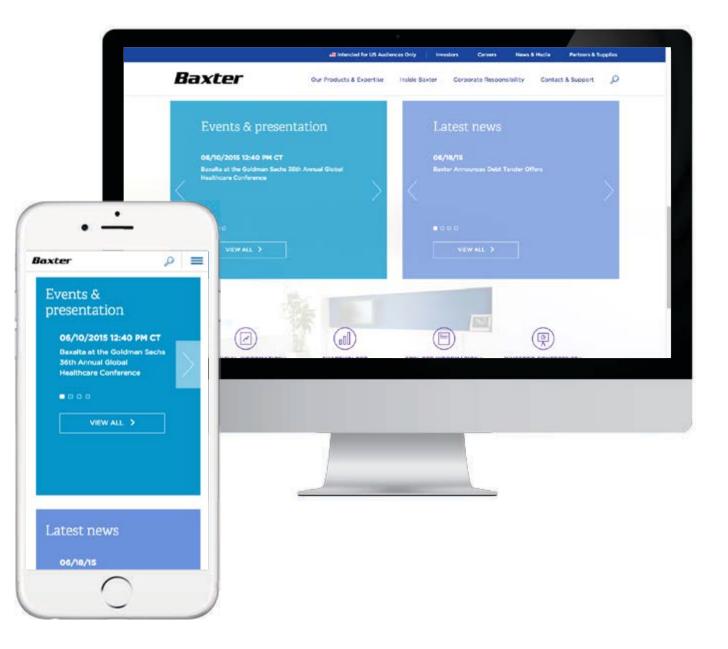
Another slight difference between the desktop and mobile experiences is the condensing of content when space is at a premium. Content is collapsed into an accordion format and can be viewed by simply tapping to expand.



Functionality

Swipe functionality

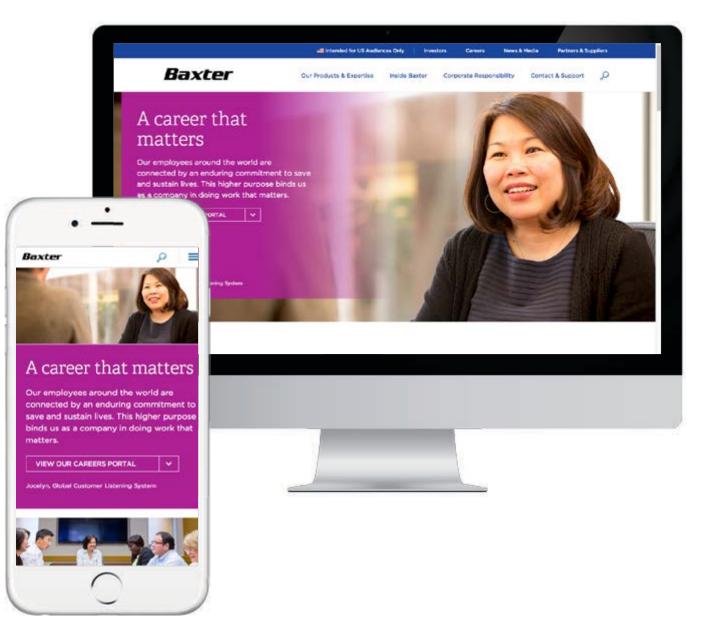
Mobile users typically expect to be able to swipe in order to move from one piece of content to the next. As a result, we've included swipe functionality in the mobile experience where appropriate.



Photography

Scalable imagery

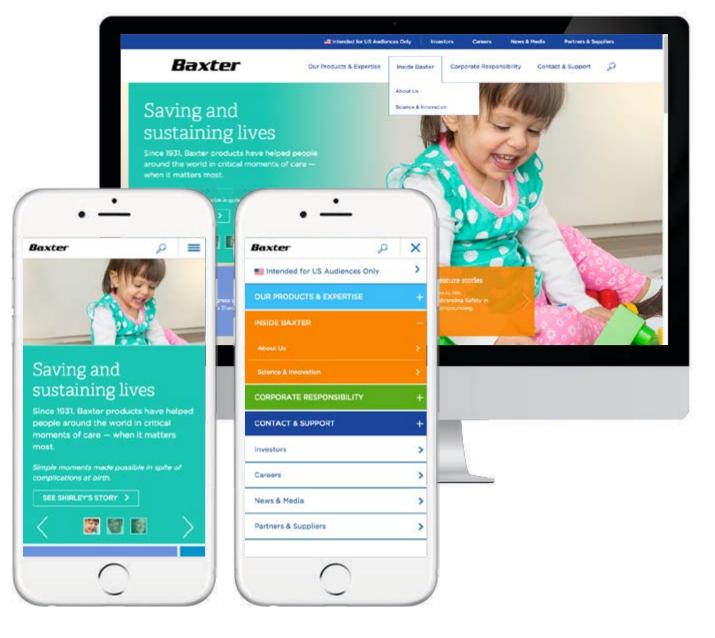
Because mobile users will be viewing the site on smaller screens, the photography is scaled down to fit within the space. We've also introduced a darkened layer over the bottom portion of the images to accommodate type knocked out in white.



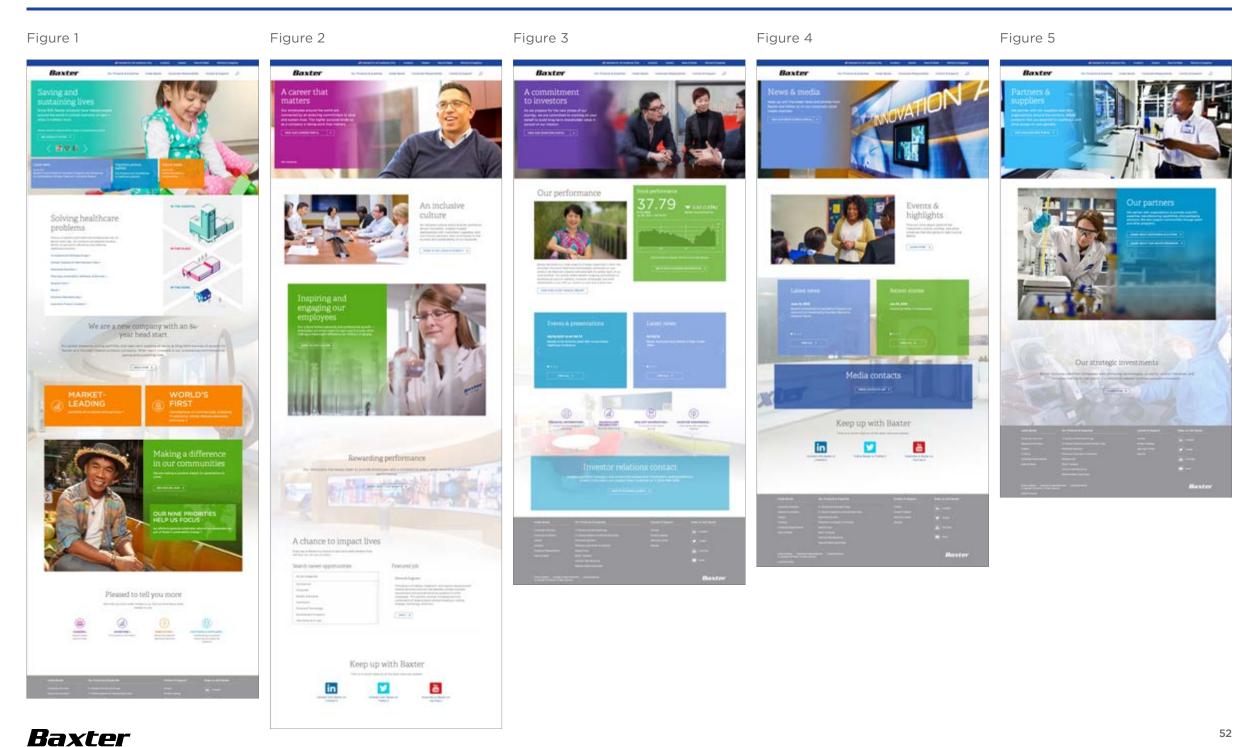
Navigation

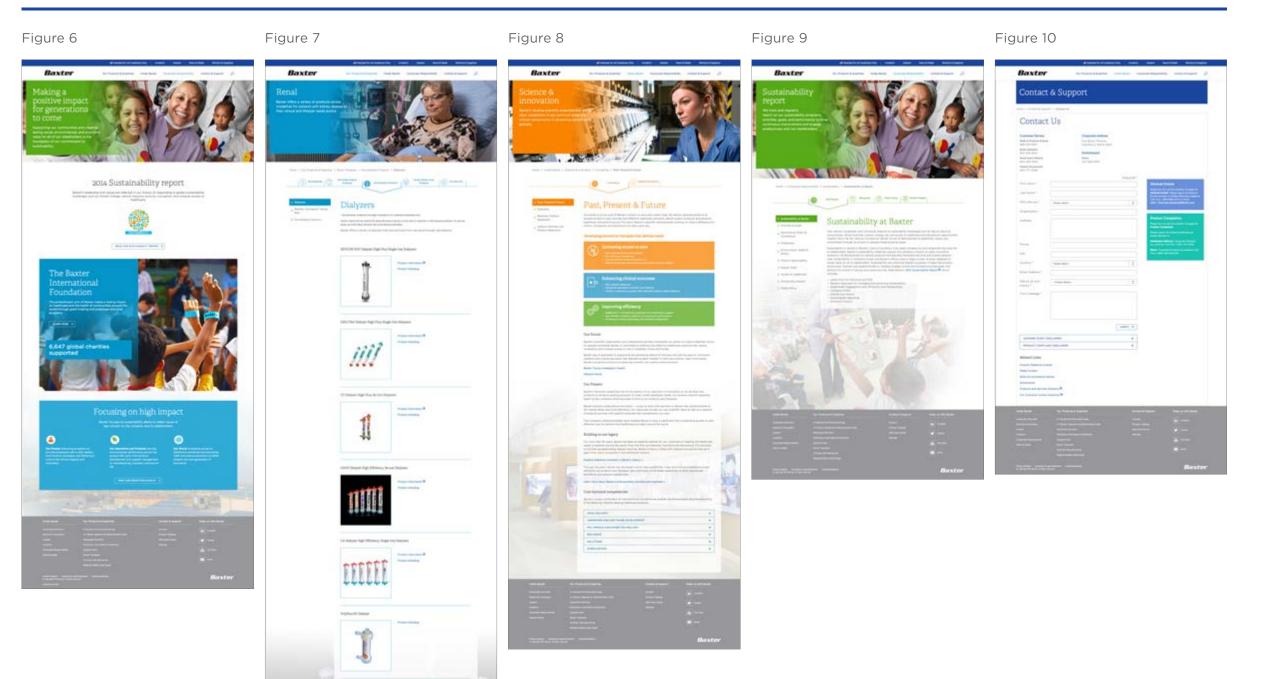
Hamburger menu

A mobile-friendly hamburger menu (or side menu) houses the main navigation for the mobile experience. On tap, it drops down to reveal the stacked navigational items and additional secondary-nav items.



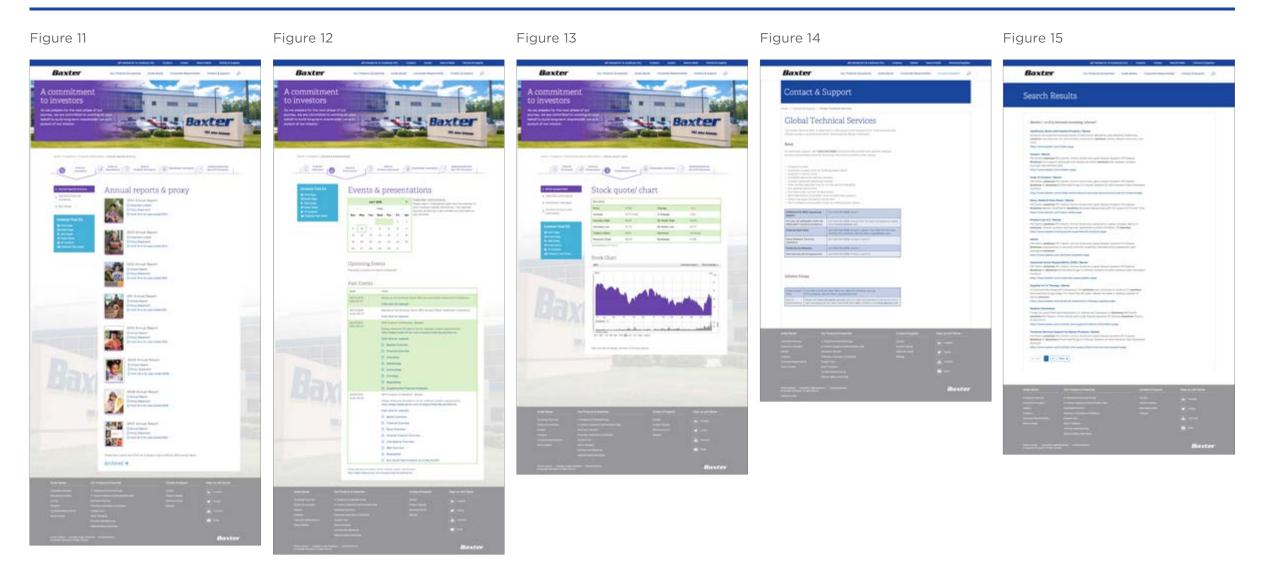
Appendix



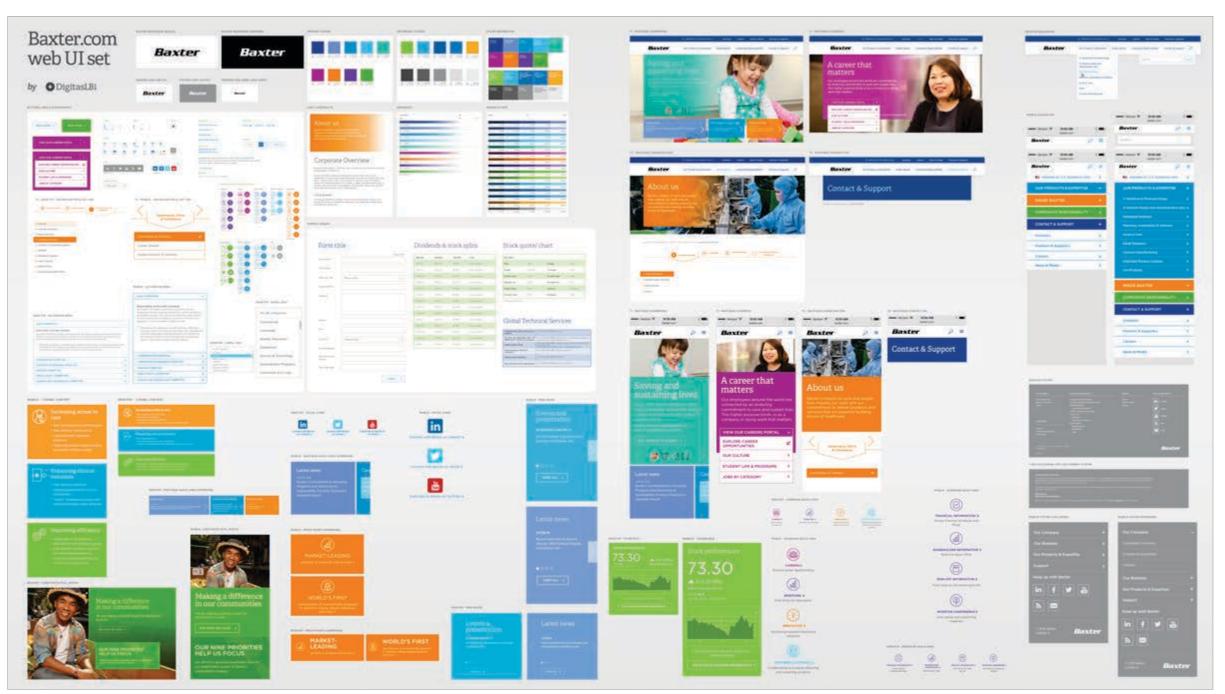


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Web UI Set



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Created by



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If you have any questions concerning proper usage of the materials covered in this digital style guide, please direct them to:

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