![Biogen logo]

Brand Guidelines

Bringing the brand to life

April 16, 2015

Contact information

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

Brand Update Team
brandupdateteam@biogen.com

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01 Guide introduction

Caring Deeply. Changing Lives.™

At Biogen, we measure our success by the impact we have on the world around us. Our patients, our people and our communities. By caring deeply about what we do and the people we serve, we will continue to make a real difference in people's lives.

How to use this guide

The purpose of this style guide is to help communicate the Biogen brand in a consistent and engaging way across all of our communications. Please use this guide as you create any Biogen branded communications and marketing materials, whether for internal or external purposes.

Who should use this guide

Anyone responsible for designing, creating or contributing to Biogen branded communications should adhere to the rules in this guide. That includes marketing and communications professionals, design agencies and independent creative vendors such as illustrators, photographers and videographers. Doing so ensures that we maintain the highest level of consistency across all our communications.

Why use this guide

Even if you are one of the oldest independent biotech companies in the world, consistency is the key to maintaining a strong brand with a clearly defined purpose. That is why this guide was created—to promote uniformity and consistency across all Biogen branded communications. Adhering to the rules in this guide helps us all build upon Biogen's reputation as a leader and pioneer in the biotech industry.

02 Brand essence

Our brand. Who we are at the deepest level. Our inner workings. What makes us tick. What drives us. Defines us.

At our core, we are a patient-focused company. One that cares deeply and seeks to make a real difference in people's lives. Relentlessly going after unmet medical needs for the good of those we serve.

This is the essence of the Biogen brand.

Biogen today

Everything we do is with a clear end goal in mind: to truly make a difference in people's lives. Our patients, our employees, the communities in which we live and operate. It is why we come to work every day. And it is what we have been doing since our founding in 1978.

But our work has just begun
Today, we are well positioned to leverage the latest advances in human biology, genomics and technology in our pursuit of some of the most complex diseases— particularly those with few or no treatment options. Using all available technologies and collaborating with the brightest minds in the world, we will continue to work to solve difficult medical problems.

Because of advances in science, medicine and technology, there is more promise today than ever before.

Brand anthem

We value the individual

For the patients and caregivers we serve, we measure our success by the impact we have on each of their lives.

We value visionary science

Science that truly makes a difference in people's lives. Science that breaks new ground and pushes relentlessly, fearlessly into areas of unmet medical need. Pursuing innovative therapies for diseases with few or no treatment options. Because that is the kind of science that matters.

We believe in what we do

We come to work every day because we know that thousands of people around the world are counting on us to make a real difference in their lives. And that is what truly matters.

Our values

Our behavior reflects what we truly value as a company. As such, this is how our brand acts.

We are courageous and fearless
We press forward in search of therapies for diseases with few or no treatment options. We never shy away from a challenge, no matter how long the odds. Never stopping. Never giving up. Never backing down. Relentless.

How this value is brought to life in copy:

brave innovative relentless transforming inventive courageous passionate fearless impactful focused visionary

Our values

Our behavior reflects what we truly value as a company. As such, this is how our brand acts.

We are patient-focused

Everything we do has the patient at the center. At the end of the day, the individual patient is the one who matters most. We come to work every day because they are counting on us to make a difference in their lives.

How this value is brought to life in copy:

Our values

Our behavior reflects what we truly value as a company. As such, this is how our brand acts.

We are socially responsible
We seek to serve the communities in which we operate and better the lives of our employees, and society.

How this value is brought to life in copy:

community
dedicated
loyal integrity healthy sincere
transparent
responsibility
engaged local trustworthy authentic
commitment

Our values

Our behavior reflects what we truly value as a company. As such, this is how our brand acts.

We are open and collaborative
We break down walls and remove barriers to create more open and collaborative environments. We work together toward the same common goals, serving patients that need us and pursuing the most difficult challenges in science and medicine.

How this value is brought to life in copy:

heritage global science continuous productive visionary collaborative engaged cooperative open progressive learning

Tone of voice

How we talk matters a great deal. Here is what our tone of voice sounds like.

Honest and direct.
We speak clearly, honestly and directly. Using plain English and avoiding clichés. No marketing speak. No advertising lingo. No overly complex language that is impossible to comprehend. Even the most complex scientific subject matter is translated so everyone can understand it.

Passionate.
We are enthusiastic about the impact we have on the world. Our passion for improving lives through visionary science comes through in everything we say and do.

Caring.
We always show empathy and exhibit genuine compassion toward the people with whom we are communicating.

Confident.
We speak with gentle authority. Using language that demonstrates our leadership in the industry, our knowledge of complex subject matter and our passion for transformative medicine. After all, we are the oldest independent biotech company in the world.

03 Visual identity

Biogen's standards for consistent brand communications include core graphical elements and strict guidelines for their use, including logos, typography, color palettes, iconography, photography and more. All brand communications will help to reinforce the Biogen brand.

Logo

The new logo is a visual interpretation of how Biogen approaches science, working to connect all of the pieces to advance research and help solve some of the most complex challenges in medicine.

The new mark speaks to Biogen's opportunity to align its understanding of the biology of disease, new technologies and advances in drug development to find solutions for unmet patient needs—and deliver the right therapies to the patients that need them.

The logo uses our current corporate blue to represent a strong connection to our heritage while introducing a new and strong visual identity that signals Biogen's vibrant future.

Full-color logo

The full-color version of the logo should be used whenever possible, both online as well as offline. The color formats are printed in match colors, process colors, process plus match colors or used on-screen in RGB or hexadecimal color.

Note: When using the Biogen logo with Adobe InDesign, please do not copy/paste it into the layout; instead, import a PDF or EPS into the InDesign document.
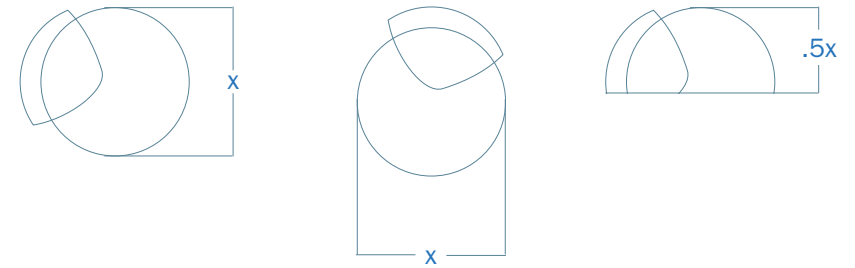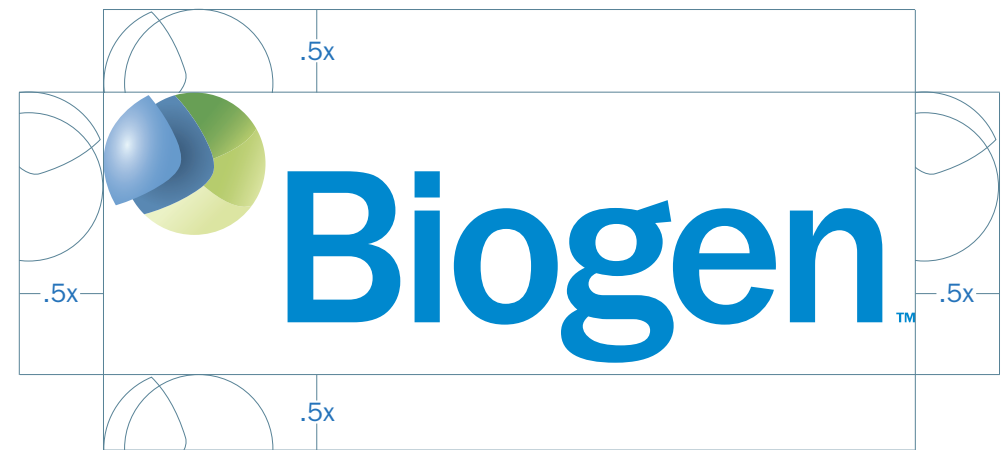
Corporate standard logo — full color

File name:
Biogen_Logo_Package-(TM)/Standard/Biogen_Logo_Standard_FullColor

Logo clear space

Minimum clear space for print

Minimum clear space for web and interactive

CMYK color values

Standard logo

These are the approved CMYK color values used in the Biogen logo. Note that these colors are for printing purposes only, and should not be used in creating or designing Biogen branded communications. For a full list of approved primary and secondary colors, please see pg. 39–40 of this guide.

Note: In the illustration to the right, gradient values go from dark (on top) to light (below). Use the numbers to reference where the color values appear within the logo.

|	1	2	3	4	5	6
DARK	60, 30, 3, 0	60, 30, 3, 50	64, 18, 86, 3	32, 6, 73, 0	15, 2, 45, 0	100, 31, 0, 0
LIGHT	8, 1, 1, 0	68, 39, 13, 0	32, 6, 73, 0	15, 2, 45, 0	8, 0, 28, 0	

PMS color values

Standard logo

These are the approved PMS color values used in the Biogen logo. Note that these colors are for printing purposes only, and should not be used in creating or designing Biogen branded communications. For a full list of approved primary and secondary colors, please see pg. 39–40 of this guide.

Note: In the illustration to the right, gradient values go from dark (on top) to light (below). Use the numbers to reference where the color values appear within the logo.
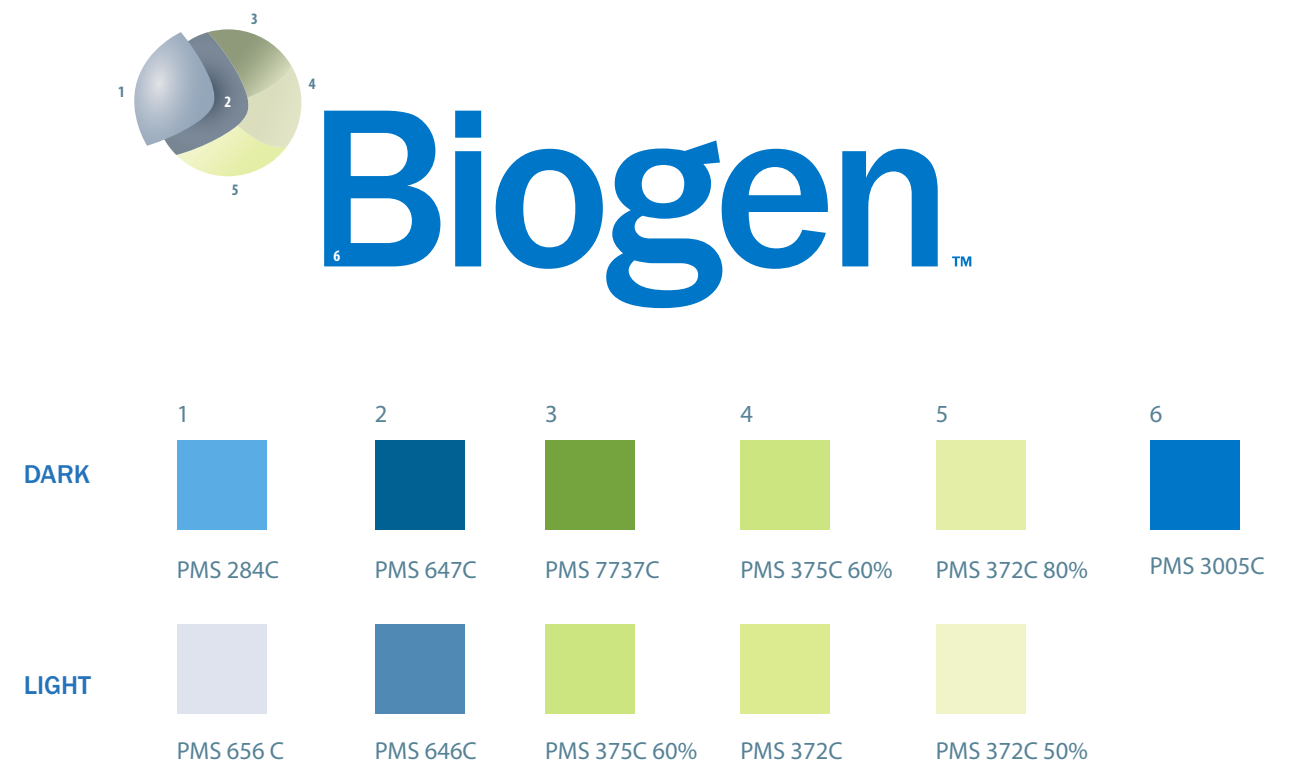
	1	2	3	4	5	6
DARK	PMS 284C	PMS 647C	PMS 7737C	PMS 375C 60%	PMS 372C 80%	PMS 3005C
LIGHT	PMS 656 C	PMS 646C	PMS 375C 60%	PMS 372C	PMS 372C 50%	

Grayscale logo

The grayscale version of the logo should be used when technical limitations prohibit the use of the full-color version.

Corporate standard logo — grayscale

File name:
Biogen_Logo_Package-(TM)/Standard/Biogen_Logo_Standard_Grayscale

Grayscale color values

Standard logo

These are the approved grayscale color values used in the Biogen logo. Note that these colors are for printing purposes only, and should not be used in creating or designing Biogen branded communications.

Note: In the illustration to the right, gradient values go from dark (on top) to light (below). Use the numbers to reference where the color values appear within the logo.

	1	2	3	4	5	6
DARK	0, 0, 0, 43	0, 0, 0, 73	0, 0, 0, 63	0, 0, 0, 33	0, 0, 0, 13	0, 0, 0, 73
LIGHT	0, 0, 0, 0	0, 0, 0, 53	0, 0, 0, 33	0, 0, 0, 13	0, 0, 0, 8	

Small-scale logo

The small-scale logo will be used when space does not allow for use of the full-size logo. Use the small-scale logo (more contrast) for anything equal to or narrower than 2" (50,8 mm) in width to preserve legibility and recognition of the identity mark.

2.0 in (50,8 mm)

1.4 in (35,56 mm)

Corporate logo — small scale — full color

2.0 in (50,8 mm)

1.4 in (35,56 mm)

Corporate logo — small-scale — grayscale

File names:
Biogen_Logo_Package-(TM)/SmallScale/Biogen_Logo_SmallScale_FullColor
Biogen_Logo_Package-(TM)/SmallScale/Biogen_Logo_SmallScale_Grayscale

CMYK color values

Small-scale logo

These are the approved CMYK color values used in the small-scale logo. Note that these colors are for printing purposes only, and should not be used in creating or designing Biogen branded communications. For a full list of approved primary and secondary colors, please see pg. 39–40 of this guide.

Note: In the illustration to the right, gradient values go from dark (on top) to light (below). Use the numbers to reference where the color values appear within the logo.

	1	2	3	4	5	6
DARK	60, 30, 3, 0	60, 30, 3, 50	64, 18, 86, 3	34, 3, 68, 10	16, 2, 56, 11	100, 31, 0, 0
LIGHT	8, 1, 1, 0	68, 39, 13, 0	41, 7, 62, 0	34, 3, 68, 0	16, 2, 56, 0	

PMS color values

Small-scale logo

These are the approved PMS color values used in the small-scale logo. Note that these colors are for printing purposes only, and should not be used in creating or designing Biogen branded communications. For a full list of approved primary and secondary colors, please see pg. 39–40 of this guide.

Note: In the illustration to the right, gradient values go from dark (on top) to light (below). Use the numbers to reference where the color values appear within the logo.

Biogen™

	1	2	3	4	5	6
DARK	PMS 284C	PMS 647C	PMS 7737C	PMS 375C 60%	PMS 372C 90%	PMS 3005C
LIGHT	PMS 656 C	PMS 646C	PMS 375C 60%	PMS 372C	PMS 372C 65%	

Grayscale color values

Small-scale logo

These are the approved grayscale color values used in the small-scale Biogen logo. Note that these colors are for printing purposes only, and should not be used in creating or designing Biogen branded communications.

Note: In the illustration to the right, gradient values go from dark (on top) to light (below). Use the numbers to reference where the color values appear within the logo.

	1	2	3	4	5	6
DARK	0, 0, 0, 43	0, 0, 0, 73	0, 0, 0, 63	0, 0, 0, 33	0, 0, 0, 23	0, 0, 0, 73
LIGHT	0, 0, 0, 0	0, 0, 0, 53	0, 0, 0, 33	0, 0, 0, 28	0, 0, 0, 13	

Packaging logo

Use the approved small-scale packaging logo for packaging only. This logo will never be smaller than 0.5" (12,7 mm) in width or larger than 1.39" (35,30 mm).

1.39" (35,30 mm)

0.5" (12,7 mm)

Corporate logo — packaging — full color

1.39" (35,30 mm)

0.5" (12,7 mm)

Corporate logo — packaging — grayscale

File names:
Biogen_Logo_Package-(TM)/Packaging/Biogen_Logo_Packaging_FullColor
Biogen_Logo_Package-(TM)/Packaging/Biogen_Logo_Packaging_Grayscale

CMYK color values

Packaging logo

These are the approved CMYK color values used in the packaging logo. Note that these colors are for printing purposes only, and should not be used in creating or designing Biogen branded communications. For a full list of approved primary and secondary colors, please see pg. 39–40 of this guide.

Note: In the illustration to the right, gradient values go from dark (on top) to light (below). Use the numbers to reference where the color values appear within the logo.
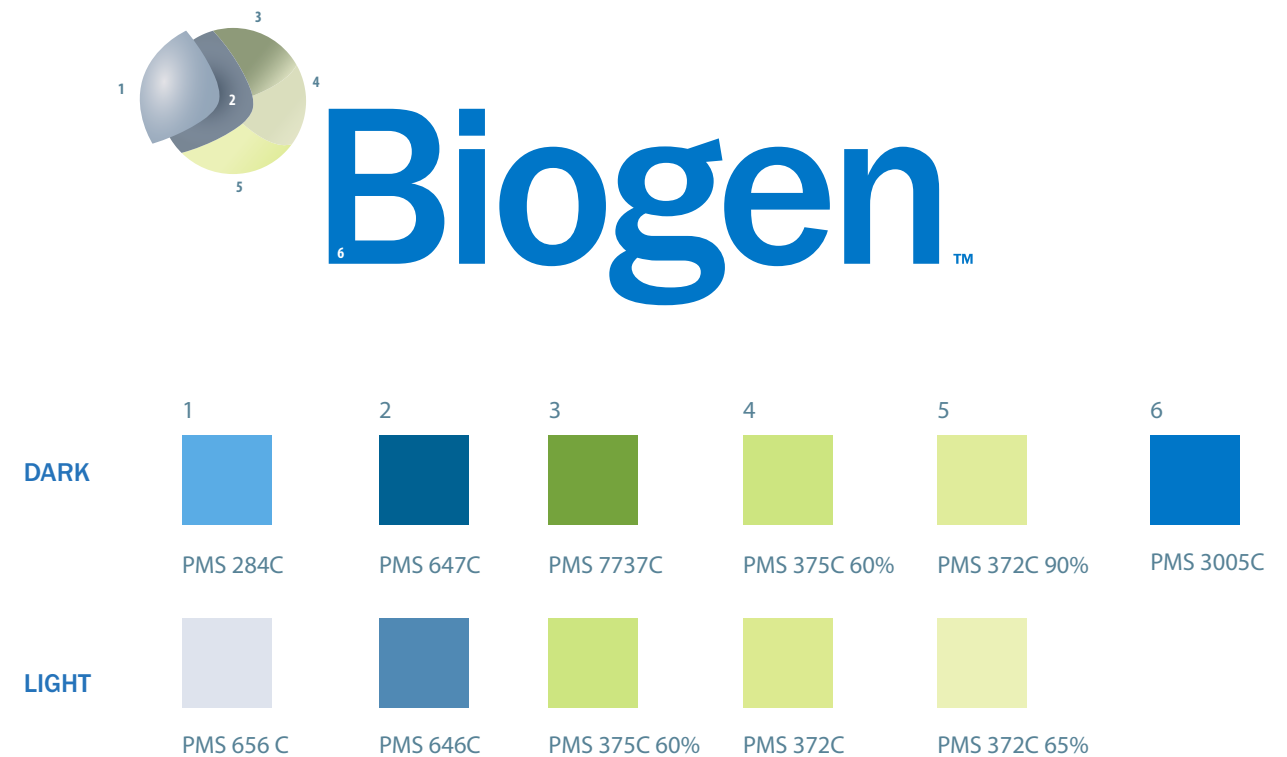
	1	2	3	4	5	6
DARK	60, 30, 3, 0	60, 30, 3, 35	64, 18, 86, 3	34, 3, 68, 10	16, 2, 56, 11	100, 31, 0, 0
LIGHT	8, 1, 1, 0	68, 39, 13, 0	41, 7, 62, 0	34, 3, 68, 0	16, 2, 56, 0	

PMS color values

Packaging logo

These are the approved PMS color values used in the packaging logo. Note that these colors are for printing purposes only, and should not be used in creating or designing Biogen branded communications. For a full list of approved primary and secondary colors, please see pg. 39–40 of this guide.

Note: In the illustration to the right, gradient values go from dark (on top) to light (below). Use the numbers to reference where the color values appear within the logo.

|	1	2	3	4	5	6
DARK	PMS 284C	PMS 647C	PMS 7737C	PMS 375C 60%	PMS 372C 90%	PMS 3005C
LIGHT	PMS 656 C	PMS 646C	PMS 375C 60%	PMS 372C	PMS 372C 65%	

Grayscale color values

Packaging logo

These are the approved grayscale color values used in the packaging logo. Note that these colors are for printing purposes only, and should not be used in creating or designing Biogen branded communications.

Note: In the illustration to the right, gradient values go from dark (on top) to light (below). Use the numbers to reference where the color values appear within the logo.

	1	2	3	4	5	6
DARK	0, 0, 0, 43	0, 0, 0, 73	0, 0, 0, 63	0, 0, 0, 33	0, 0, 0, 23	0, 0, 0, 73
LIGHT	0, 0, 0, 0	0, 0, 0, 53	0, 0, 0, 33	0, 0, 0, 28	0, 0, 0, 13	

Knockout logo

The knockout logo should only be used when either the full-color or grayscale versions of the logo cannot be used due to limited reproduction capabilities.

To request permission to use the knockout version of the Biogen logo, please contact:

Brand Update Team

brandupdateteam@biogen.com

Corporate logo — knockout

Knockout logo clear space
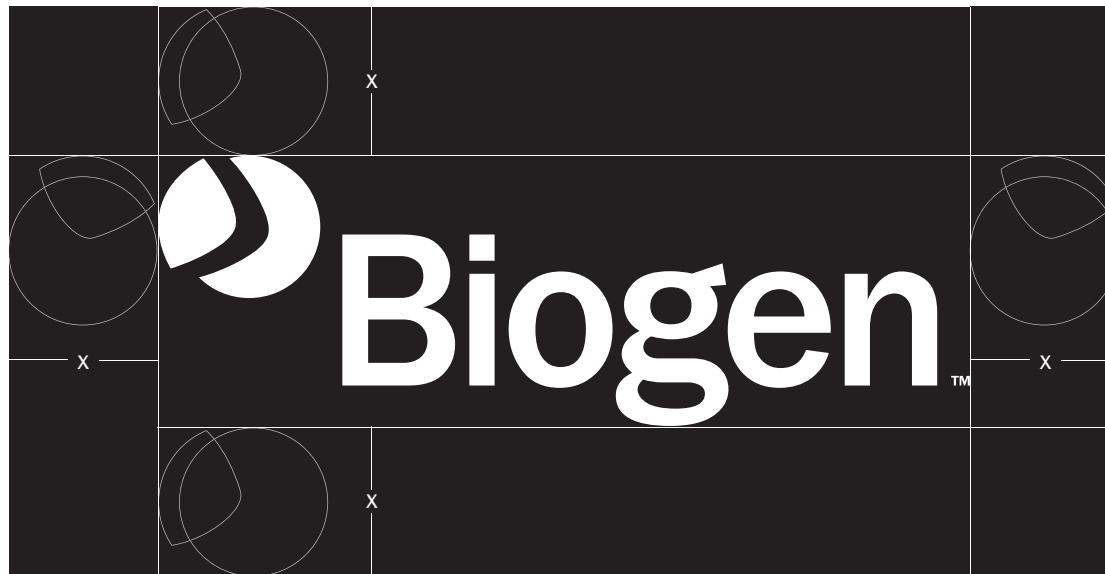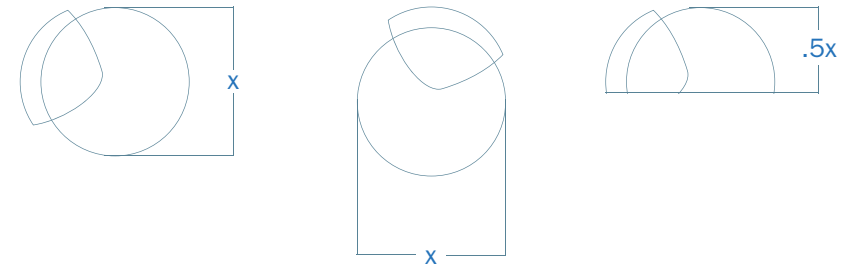
Minimum clear space for print

Minimum clear space for web and interactive

Knockout logo clear space
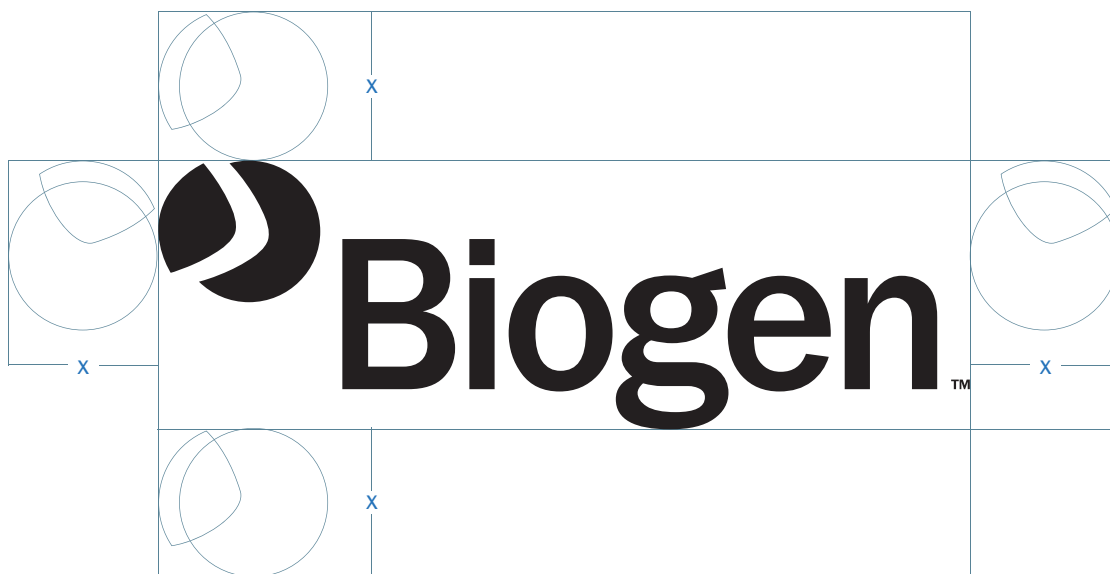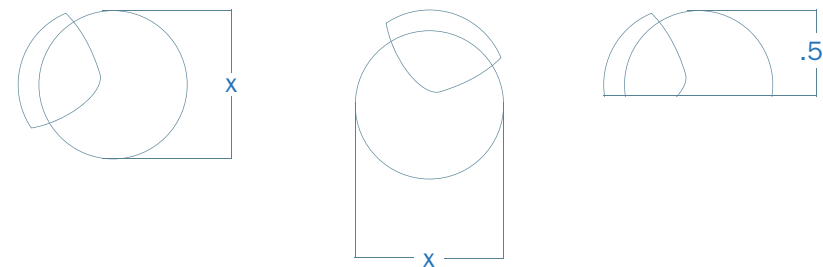
Minimum clear space for print

Minimum clear space for web and interactive

Registered mark on logo

Corporate standard logo — full color (registered trademark symbol)

Corporate standard logo — grayscale (registered trademark symbol)

Corporate standard logo — grayscale (registered trademark symbol)

File names:
Biogen_Logo_Package-(R)/Standard/Biogen_Logo_Standard_FullColor
Biogen_Logo_Package-(R)/Standard/Biogen_Logo_Standard_Grayscale
Biogen_Logo_Package-(R)/Black/Biogen_Black

Trademark rules

The trademark (™) symbol should be placed to the bottom right of the letter "n" in the Biogen logo, appearing in the same color as the word mark color. Typically, the ™ symbol will not appear with the typeset or typewritten word Biogen.

The ™ symbol should be used in the U.S. as the ® mark is not yet approved for use. Please direct questions regarding the use of the ® mark to your local Legal representative.

The following rules govern the use of the ™ symbol as it relates to the Biogen logo:

Signage, forms, badges, vehicles, exhibits (large-scale)
No ™ symbol with the Biogen logo is needed for these applications.

Promotional items
The ™ symbol should be used wherever the Biogen logo appears on a promotional item. If the ™ symbol is illegible due to its reproduction size or placement, it may be omitted. (Please see refer to pg. 25 for rules governing the use of the small-scale logo.)

Written materials
All written materials, including web pages, must include the ™ symbol whenever the Biogen logo appears.

Logo misuse

Consistent reproduction of the Biogen logo is essential for brand recognition. Only the approved instances and versions of the logo outlined in this guide are permitted for use in Biogen communications. Modified and/or altered versions of the logo can compromise the integrity of the brand.

In light of that, no one should ever create a new and/or altered version of the logo for individual use under any circumstances.

The logo should never be used as a decorative device or a repeat pattern. Individual parts of the artwork should never be enlarged or reduced independently of the others. Never add elements to the logo (e.g., words, graphics, slogans), and never crop the logo or disconnect the disc from the lettering.

Here are some examples of what not to do with the Biogen logo:

Don't use a "knockout" version of the full-color logo

Don't use a colored background.

Don't apply any effects.

Don't alter placement of the disc in any way.

Don't use logo over black/dark backgrounds.

Don't use wording below the logo.

Logo misuse

Consistent reproduction of the Biogen logo is essential for brand recognition. Only the approved instances and versions of the logo outlined in this guide are permitted for use in Biogen communications. Modified and/or altered versions of the logo can compromise the integrity of the brand.

In light of that, no one should ever create a new and/or altered version of the logo for individual use under any circumstances.

The logo should never be used as a decorative device or a repeat pattern. Individual parts of the artwork should never be enlarged or reduced independently of the others. Never add elements to the logo (e.g., words, graphics, slogans), and never crop the logo or disconnect the disc from the lettering.

Here are some examples of what not to do with the Biogen logo:

Don't alter the transparency of the logo.

Don't rotate the logo.

Don't recolor the logo.

Never remove "Biogen" from the logo.

Never remove the disc from the logo.

Never rotate or alter the disc in any way.

Primary color palette

Biogen's primary colors are bold and clean. They convey the brand purpose with a look that is simple yet confident.

All Biogen branded communications, both online and offline, will feature these colors throughout. When designing communications, always adhere to this palette.

Digital palette

	RGB	HEX
	28, 90, 125	#1c5a7d
	87, 129, 150	#578196
	37, 115, 186	#2573ba
	109, 173, 70	#6dad46
	103, 154, 203	#679acb

Print palette

	PMS	CMYK
	7700 C | 308 U	92, 62, 32, 13
	5415 C | 7698 U	56, 24, 11, 34
	3005 C | Process Blue U	100, 31, 0, 0
	7489 C | 376 U	56, 2, 78, 5
	652 C | 7454 U	49, 24, 0, 20

Secondary color palette

The colors in our secondary palette will be used to complement the primary colors with a warm, inviting feel.

When designing Biogen branded communications, both online and offline, use only these exact secondary-palette colors and their values.

Digital palette

	RGB	HEX
	81, 150, 67	#519643
	124, 195, 226	#7cc3e2
	153, 202, 60	#99ca3c
	199, 221, 114	#c7dd72
	221, 229, 174	#dde5ae
	124, 135, 142	#7c878e

Print palette

	PMS	CMYK
	7739 C	362 U	78, 0, 95, 5
	297 C	297 U	52, 0, 1, 0
	367 C	374 U	41, 0, 68, 0
	374 C	373 U	30, 0, 64, 0
	580 C	580 U	20, 0, 36, 0
	430 C	430 U	33, 18, 13, 40

Digital palette shades

In situations where it is necessary to use lighter or darker shades of the Biogen colors (e.g., on-states vs. off-states in digital communications), these are the options available for use. Never introduce any additional shades or tints to Biogen branded communications other than those listed here.

Primary colors

#003A52	#005B7F	#0075A3	#0092CC
#436475	#578196	#7199AD	#97B5C3
#1B5388	#2573BA	#559BDD	#77AFE4
#538235	#6DAD46	#79B851	#8FC46E

Digital palette shades

In situations where it is necessary to use lighter or darker shades of the Biogen colors (e.g., on-states vs. off-states in digital communications), these are the options available for use. Never introduce any additional shades or tints to Biogen branded communications other than those listed here.

Secondary colors

#244878	#3F608B	#6187B8	#83A7D4	#B1CBEB
#5D92AA	#7CC3E2	#9BD1E9	#ABD9ED	#D3E5EF
#345F2B	#457F39	#519643	#66B356	#7FC072
#597821	#77A02C	#99CA3C	#AAD35F	#BBDC7F
#7D9424	#5C6670	#C7DD72	#D2E38C	#D8E79C
#454D54	#5C6670	#7C878E	#A4A9AD	#D1D3D3

Digital palette gradients

Primary colors

Darker	Original	Lighter

#003A52		#0075A3
#436475		#7199AD
#1B5388		#559BDD
#538235		#79B851

Secondary colors

Darker	Original	Lighter

#457F39		#66B356
#7CC3E2		#D3E5EF
#77A02C		#AAD35F
#A7C530		#D2E38C
#C4D274		#E5EBC1
#7C878E		#D1D3D3

Caring Deeply. Changing Lives.™

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam a mi blandit nisi luctus varius. Sed ac faucibus turpis. Mauris vestibulum odio mauris, ac porta dui mollis feugiat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam a mi blandit nisi luctus varius. Sed ac faucibus turpis. Mauris vestibulum odio mauris, ac porta dui mollis feugiat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam a mi blandit nisi luctus varius. Sed ac faucibus turpis. Mauris vestibulum odio mauris, ac porta dui mollis feugiat.

Typography

A consistent typeface will be carried through all Biogen communications, both online as well as offline. This will help create a cohesive brand look and feel, from web-based materials to print collateral.

This typeface is intended for Biogen corporate advertising, presentations and web properties.

Note: To request permission to download and use the approved typeface, please email:
brandupdateteam@biogen.com

Typeface for print

ITC Franklin Gothic® Std

ITC Franklin Gothic® Std Book
ITC Franklin Gothic® Std Book Italic
ITC Franklin Gothic® Std Medium
ITC Franklin Gothic® Std Medium Italic
ITC Franklin Gothic® Std Demi
ITC Franklin Gothic® Std Demi Italic

Typeface for web

Franklin Gothic URW

ITC Franklin Gothic URW Book
ITC Franklin Gothic URW Book Italic
ITC Franklin Gothic URW Medium
ITC Franklin Gothic URW Medium Italic
ITC Franklin Gothic URW Demi
ITC Franklin Gothic URW Demi Italic

Web license available in
Adobe Typekit

Typography

ITC Franklin Gothic Book
Use Book for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Franklin Gothic Medium
Use Medium for headlines
and subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Franklin Gothic Demi
Use Demi for small
headlines and subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Copy formatting

Headline
Franklin Gothic Medium
36/36, tracking: -25
Align: left

Subhead 1
Franklin Gothic Medium
18/24, tracking: -25
Align: left

Subhead 2
Franklin Gothic Demi
14/20, tracking: 0
Align: left

Body copy
Franklin Gothic Book
12/20, tracking: -10
Align: left

ITC Franklin Gothic Std Medium

Sample subhead 1

Sample subhead 2

This is a sample block of body copy to show what longer-form copy will look like in Biogen branded communications. This is for illustrative purposes only.

Capitalization style

Sentence case

Headings and subheadings within documents should be in sentence case; that is, the first letter of the first word and proper nouns are set with initial capitals and everything else is set in lowercase.

Example: "At Biogen, we measure our success by the impact we have on the world around us."

Title Case

Capitalize the first letter of every "major" word (nouns, verbs, adjectives, adverbs and pronouns) containing four letters or more. Use title case for menu items in navigation, footnotes, etc.

Example: "Biogen | Brand Guidelines"

UPPERCASE

Always capitalize every letter in therapy brand names. There are no exceptions to this rule.

Example: "ELOCTATE®"

Do's & don'ts of typography

- Use Franklin Gothic in all advertising and marketing material
- Use Calibri or standard Microsoft Sans Serif for email signatures only
- Do give the text room to breath
- Make sure there is enough contrast between the text and the background
- Don't make continuous use of all caps
- Don't use large amounts of centered text
- Don't use Franklin Gothic and Calibri on one page
- Don't add shadow or use effects on text

Photography

All photography used in Biogen branded communications will have a unique style.

Diversity
Please pay close attention to diversity in all our photography—age, gender, racial diversity, etc.

Human element
Please try to capture human emotions and take photos at eye level (not from above or below the subject) where possible.

Collaboration
Biogen is big on breaking down walls so employees can work together collaboratively toward the same common goal. Please keep this in mind when taking photos of two or more people working together.

Negative space
Because of the nature of online content, we will need to leave room for headlines and body copy in all our images. Please provide shots where the subject is set to the left with 2/3 negative space to the right, and some shots where the subject is set to the right with 2/3 negative space to the left.

Other considerations
- Multiple angles of the same shot
- Close-ups as well as wider angles of lab equipment
- Sharp subjects in foreground, blurred and not-too-cluttered backgrounds
- Photos of machinery/inanimate objects with human interaction (e.g., hands)
- When possible, showcase colors within the approved Biogen color palette (this can be done during post production)
- If showing conveyor belt with multiple therapies passing by, focus in on one and leave others blurry to convey an emphasis on individualized medicine

Note: To request use of corporate photos, please email: brandupdateteam@biogen.com

Photography look & feel

Photography should:

- Focus on one subject or group of subjects
- Convey human emotion
- Feel authentic, human and real
- Capture real moments in time
- Take advantage of natural light
- Capture energy, passion, collaboration and creativity
- Appear clean and free of clutter
- Leave space for headlines and copy

Photography should NOT:

- Feel posed or staged
- Show the back of the subject's head
- Show the subject staring directly at the camera
- Feel cluttered and busy
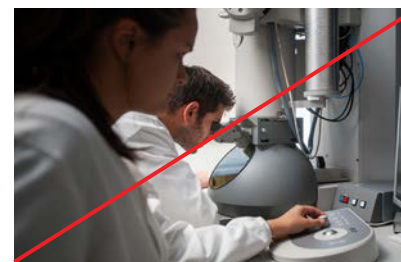
Types of shots: interactions

Photography should:

· Show patients with loved ones and family members

· Show scientists collaborating in laboratory

· Show scientists collaborating in research spaces

· Show scientists mentoring postdoctoral fellows

· Show Biogen employees volunteering together

Photography should NOT:

· Be shot from above or below eye level

· Be shot from behind

· Be shot from too far away

· Lack emotion

Types of shots: patients

Patients in photography should:

- Be the focus of the image
- Always appear active and engaged with someone or something
- Always look healthy and full of energy
- Appear positive, optimistic and hopeful
- Be featured in real-life situations
- Be shown alone if pursuing hobbies and interests

Photography should NOT:

- Feel posed or staged
- Show the back of the subject's head
- Show the subject staring directly at the camera
- Feel cluttered and busy
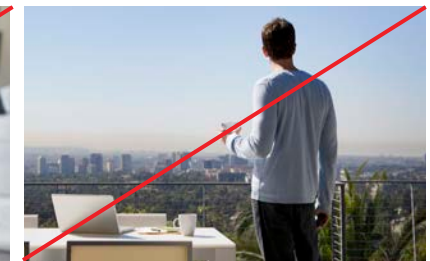
Types of shots: scientists & employees

Scientists/employees in photography should be shown:

- Collaborating in laboratory
- Collaborating in research spaces
- Talking with each other
- Deep in thought/study
- Looking through microscope
- Examining a test tube/beaker
- With glass medicine droppers
- Getting "suited up" in lab gear
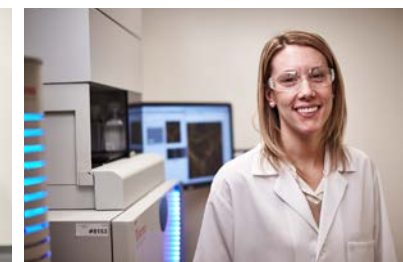
Photography should NOT:

- Be shot from above or below eye level
- Be shot from behind
- Be shot where subject is less in focus than equipment
- Be shot from too far away
- Lack emotion
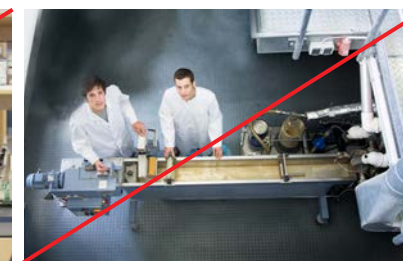
Types of shots: laboratory & manufacturing

Photography should include:

Laboratory facilities:

- Wide shots of lab spaces
- Scientists collaborating in lab spaces
- Scientists focused in lab spaces
- Scientists talking with each other

Laboratory equipment:

- Wide shots of equipment
- Close-ups on scientists working with equipment

Photography should NOT:

- Be shot from above or below eye level
- Be shot from behind
- Be shot where subject(s) and/or space feels overly clinical
- Be shot from too far away

Types of shots: facilities

Photography should include:

Building exteriors:

· Wide shots of community surrounding buildings

· Wide shots of buildings including signage

· Wide shots of greenery/grounds

· Where possible, close-ups of employees walking through front door

· Where possible, employees talking outside building

Building interiors:

· Wide shot of entryway, foyer, lobby, reception area, etc.

· Close-up of receptionist greeting employees, signage in background

· Employees in various interior rooms: conference rooms, lab spaces, work spaces cubicles, café areas, etc.

Photography should NOT:

· Show equipment only; without patient/doctor

· Feel cold and sterile
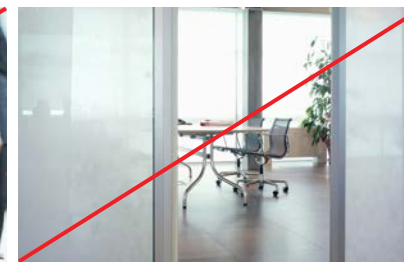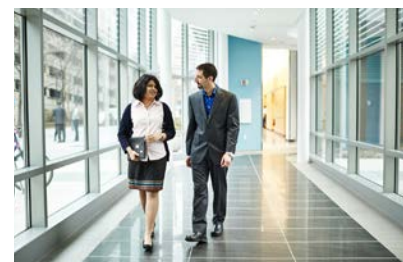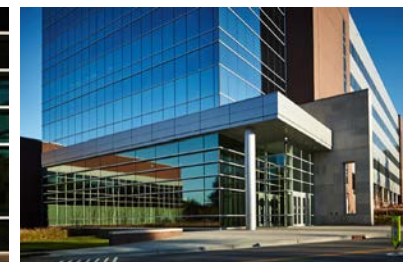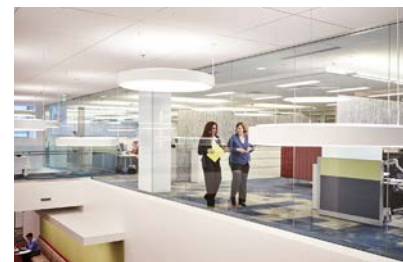
Types of shots: head shots & portraits

Photography of staff should be shown:

· In real-life environments (e.g., labs, work spaces)

· Looking away from camera and looking at camera

· Crisp and focused, background is blurred

· With emotion and energy

Photography should NOT:

· Be shot on a standard background

· Be shot on busy background

· Be shot from too far away or too tight, with a lack of emotion
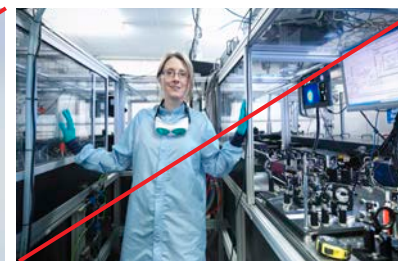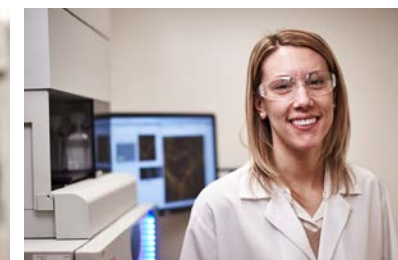
Types of shots: detail shots

Photography should include:

Lab facilities/equipment:

- Tubes, bottles, beakers, dishes, etc.
- Research documents, notes, binders, tablets, etc.
- Microscopes
- Glass medicine droppers
- Clear goggles
- Latex gloves

Human element:

- Hands holding various equipment: tubes, bottles, beakers, etc.
- Hands taking notes
- Hands examining paperwork
- Hands adjusting microscope

Photography should NOT:

- Be overly staged or composed
- Focus on details of equipment that feel overly clinical and do not emote humanity

04 Print elements

When creating print communications for advertising, business cards and stationery, it is crucial to maintain a consistent appearance. The following pages will aid in the creation of Biogen branded print materials.

Advertising

Coming soon

Lorem ipsum dolor sit amet, consectetur adipis

cing elit. Nunc sagittis mollis sapien suspendisse

at tincidunt nulla.

Stationery (U.S.)

The envelope and letterhead (both standard size for U.S.) will each bear the Biogen logo prominently in the upper left-hand corner against a clean white background, for a classic look that's both sophisticated and elegant.

1.75"

0.5"

1.5"

Biogen

Ⓐ

Date

Addressee Name
Company Name
Address
City, State, Zip

Ⓑ

Salutation,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at tempus mi. Curabitur tincidunt suscipit pellentesque. Nullam elit leo, condimentum at nunc in, tincidunt varius neque. Quisque in metus nec enim accumsan tincidunt. Ut ultrices arcu ante, sodales aliquet enim ultricies ut. Fusce scelerisque, enim nec aliquam fermentum, nisl urna maximus metus, quis aliquet eros metus quis ligula. Nulla facilisi. Morbi elementum facilisis erat eu semper. Pellentesque egestas, risus at placerat suscipit, libero odio ullamcorper nulla, sit amet condimentum augue dolor et elit. Maecenas nec ligula ut sem vulputate pellentesque ut ut nulla. Duis ac cursus lorem. Cras vestibulum varius nisl, nec egestas metus tempus vel. Pellentesque at mollis nisi. Curabitur efficitur felis ac nibh facilisis porta. Nunc non libero ac tortor ultrices semper nec ac mauris.

Quisque tortor metus, volutpat id pharetra sed, laoreet et sapien. Curabitur est lorem, volutpat laoreet vulputate eu, accumsan at eros. Donec a ipsum in metus sagittis vestibulum sed sed sem. Duis fermentum vitae ipsum vel ultrices. Nulla nec laoreet nibh. Sed ac cursus diam. Morbi quis tincidunt mauris. Vestibulum vitae porttitor dolor, nec malesuada diam.

Ⓒ

Ut in metus non sem ornare egestas faucibus eget ligula. Proin euismod dictum mi quis consequat. Nam sit amet accumsan neque, dapibus cursus justo. Phasellus purus tortor, pretium id erat at, varius vehicula leo. Aliquam dui purus, ullamcorper at mauris eget, aliquet euismod lorem. Nunc ac mi non nisi mollis maximus et nec est.

Closing,

Name
Title

Ⓓ

1.0"

Ⓔ

0.45"

Street number and name, City, State, Zip · Phone 000-000-0000 · www.biogen.com

1.25"

1.25"

Ⓐ Use only the small-scale version of the Biogen logo with the ™

Ⓑ Addressee information

Ⓒ Content

Ⓓ Signature

Ⓔ Address details
ITC Franklin Gothic Book
8/10 pt, tracking: 25,
alignment: center

Ⓕ Address details
ITC Franklin Gothic Book
7.5/10 pt, tracking: 25,
alignment: left

CMYK color value:
100, 31, 0, 0

Ⓖ White envelope

1.4"

0.5"

Ⓐ **Biogen**

Ⓕ Street number and name
City, State, Zip

1.22"

Place
Stamp
Here

[Recipient Name]
[Street Address]
[City, State ZIP Code]

Ⓖ

0.83"

#10 standard business envelope

Standard 8.5" x 11" letter size

Executive stationery

1.75"
1.15"
0.5"
1.5"

Biogen

Ⓐ

Ⓑ

Name Last Name Job Title
Direct 000-000-000 | name.lastname@biogen.com

Ⓒ Street number and name, City, State, Zip · Phone 000-000-0000 · www.biogen.com

0.45"

Executive letterhead, 7" x 10"

1.4"
0.4"

Ⓐ **Biogen**

Ⓓ **Name Last Name**
Street number and name
City, State, Zip

1.12"

Ⓔ

0.72"

Executive envelope (Monarch), 3.875" x 7.5"

Ⓐ Use only the small-scale version
of the Biogen logo with the ™

Ⓑ Executive information
ITC Franklin Gothic Bold/Book
8/10 pt, tracking: 25,
alignment: left

Ⓒ Address details
ITC Franklin Gothic Book
8/10 pt, tracking: 25,
alignment: center

Ⓓ Name
ITC Franklin Gothic Bold/Book
7.5/10 pt, tracking: 25,
alignment: left

CMYK color value:
100, 31, 0, 0

Ⓔ White envelope

Executive note pad

1.75"

0.89"

0.5"

1.37"

Biogen.

Name Last Name Job Title
Direct 000-000-0000 | name.lastname@biogen.com

Street number and name, City, State, Zip · Phone 000-000-0000
www.biogen.com

0.25"

A Use only the small-scale version
of the Biogen logo with the ™

B Executive information
ITC Franklin Gothic Bold/Book
8/10pt, tracking: 25,
alignment: left

C Address details
ITC Franklin Gothic Book
8/10pt, tracking: 25,
alignment: center

Executive note pad, 5" x 8"

Stationery (EU)

The envelope and letterhead (both standard size for EU) will each bear the Biogen logo prominently in the upper left-hand corner against a clean white background, for a classic look that's both sophisticated and elegant.
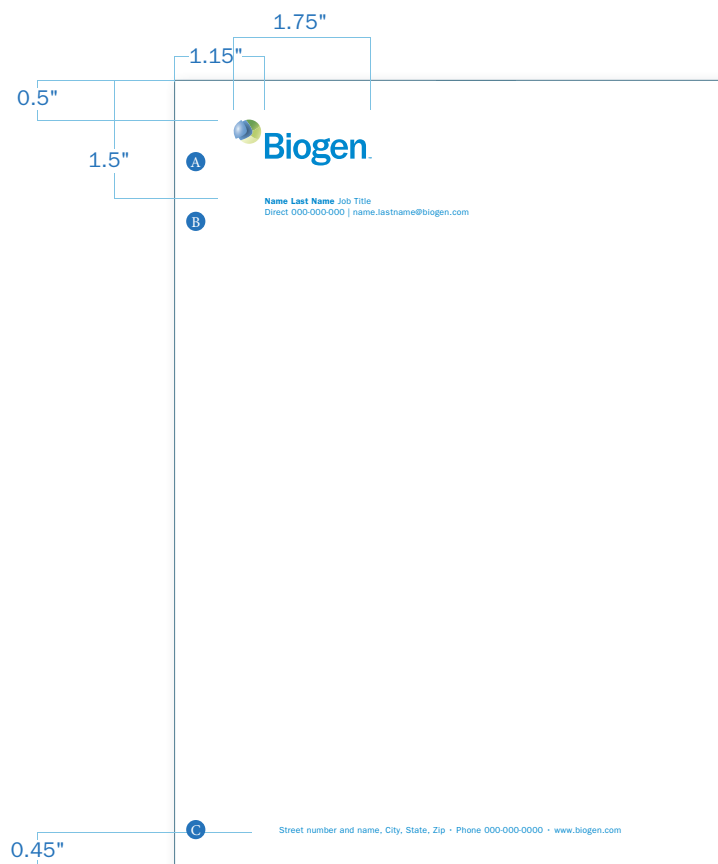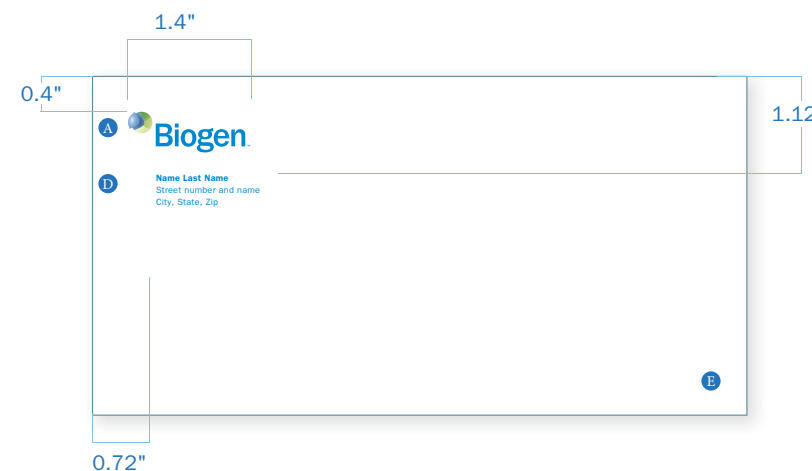
C5 envelope (A4 paper folded in half once)

35,56 mm

12,77 mm

31,03 mm

21,08 mm

Place Stamp Here

[Recipient Name]
[Street Address First Line]
[Street Address Second Line]

Address first line
Address second line
Country

A4 210 x 297 mm paper size

44,45 mm

12,7 mm

38,1 mm

25,4 mm

11,43 mm

31.75 mm

31.75 mm

Date

Addressee Name
Company Name
Address
City, State, Zip

Salutation,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at tempus mi. Curabitur tincidunt suscipit pellentesque. Nullam elit leo, condimentum at nunc in, tincidunt varius neque. Quisque in metus nec enim accumsan tincidunt. Ut ultrices arcu ante, sodales aliquet enim ultricies ut. Fusce scelerisque, enim nec aliquam fermentum, nisl urna maximus metus, quis aliquet eros metus quis ligula. Nulla facilisi. Morbi elementum facilisis erat eu semper. Pellentesque egestas, risus at placerat suscipit, libero odio ullamcorper nulla, sit amet condimentum augue dolor et elit. Maecenas nec ligula ut sem vulputate pellentesque ut in nulla. Duis ac cursus lorem. Cras vestibulum varius nisl, nec egestas metus tempus vel. Pellentesque at mollis nisi. Curabitur efficitur felis ac nibh facilisis porta. Nunc non libero ac tortor ultrices semper nec ac mauris.

Quisque tortor metus, volutpat id pharetra sed, laoreet et sapien. Curabitur est lorem, volutpat laoreet vulputate eu, accumsan at eros. Donec a ipsum in metus sagittis vestibulum sed sed sem. Duis fermentum vitae ipsum vel ultrices. Nulla nec laoreet nibh. Sed ac cursus diam. Morbi quis tincidunt mauris. Vestibulum vitae porttitor dolor, nec malesuada diam.Duis ac cursus lorem. Cras vestibulum varius nisl, nec egestas metus tempus vel. Pellentesque at mollis nisi. Curabitur efficitur felis ac nibh facilisis porta. Nunc non libero ac tortor ultrices semper nec ac mauris.

Ut in metus non sem ornare egestas faucibus eget ligula. Proin euismod dictum mi quis consequat. Nam sit amet accumsan neque, dapibus cursus justo. Phasellus purus tortor, pretium id erat at, varius vehicula leo. Aliquam dui purus, ullamcorper at mauris eget, aliquet euismod lorem. Nunc ac mi non nisi mollis maximus et nec est.

Closing,

Name
Title

Street number and name, City, State, Zip, Country • Phone +00 0000-000000 • www.biogen.xx

Ⓐ Use only the small-scale version of the Biogen logo with the ™

Ⓑ Addressee information

Ⓒ Content

Ⓓ Signature

Ⓔ Address details
ITC Franklin Gothic Book
8/10 pt, tracking: 25,
alignment: center

Ⓕ Address details
ITC Franklin Gothic Book
7.5/10 pt, tracking: 25,
alignment: left

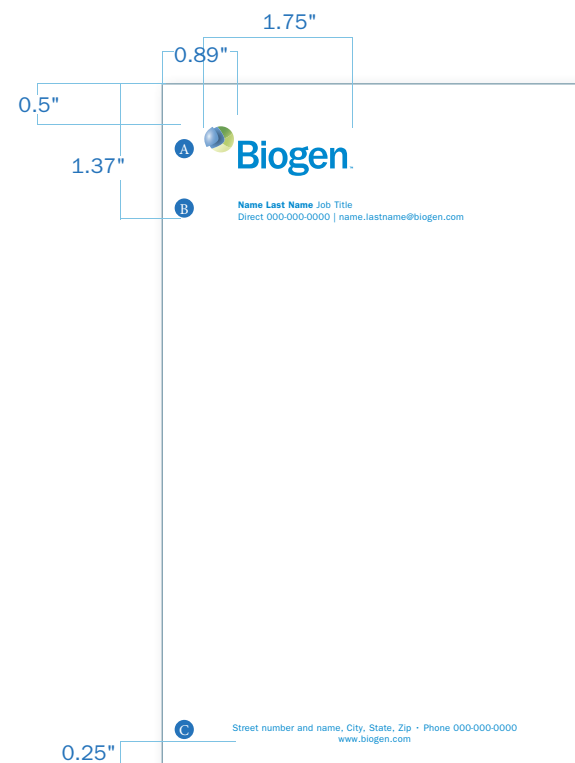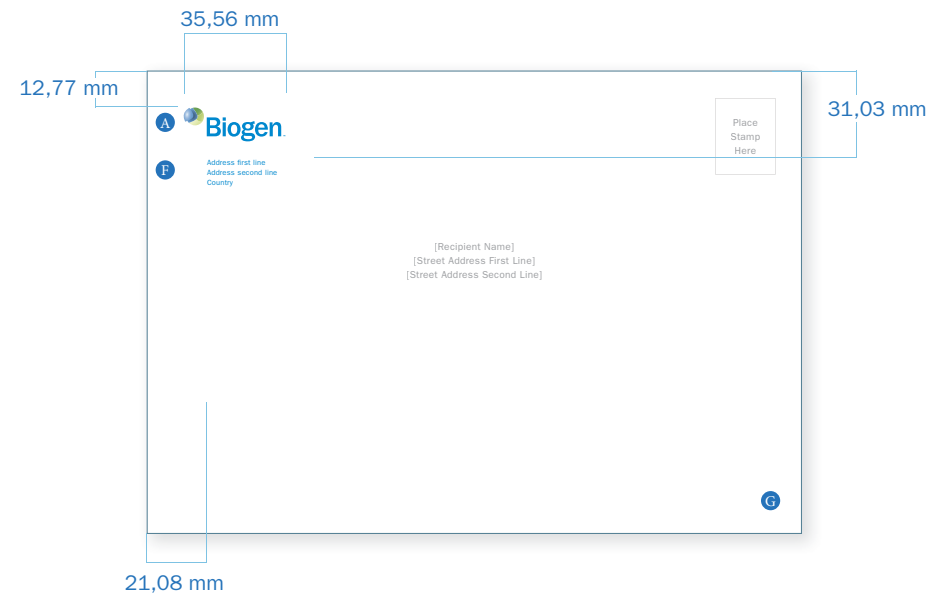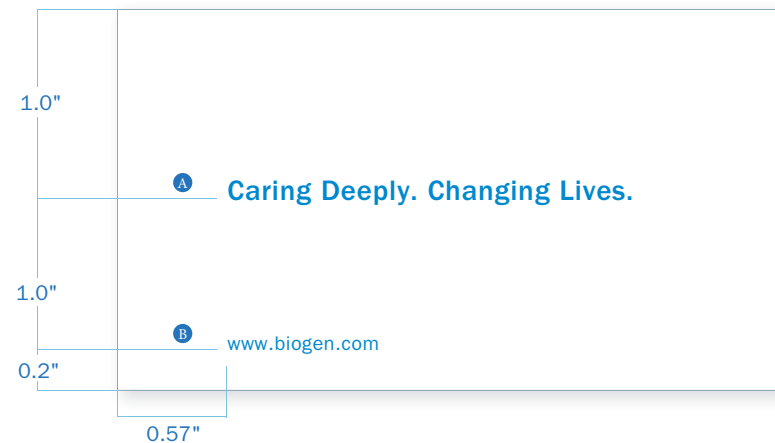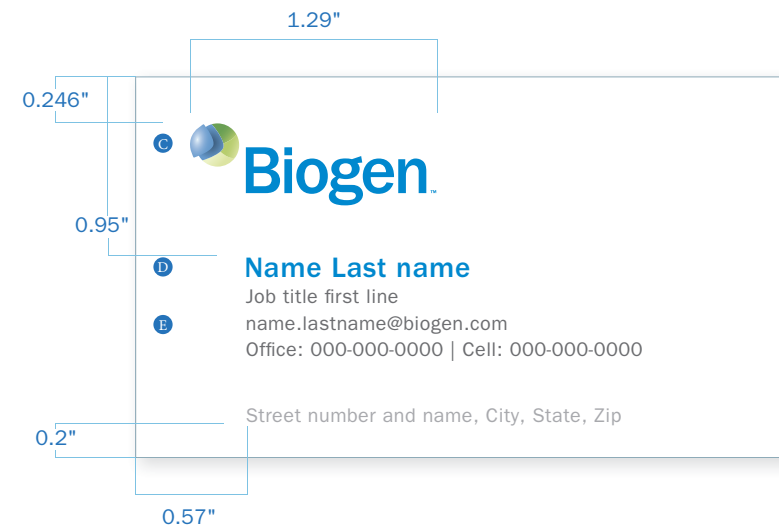CMYK color value:
100, 31, 0, 0

Ⓖ White envelope

Business cards (short form)

Biogen short-form business cards will be clean and sophisticated, featuring the full-color logo on the front (along with the individual's relevant contact information and the corporate address) and the company tagline displayed prominently across the back. All set against a clean white background.

A Tagline
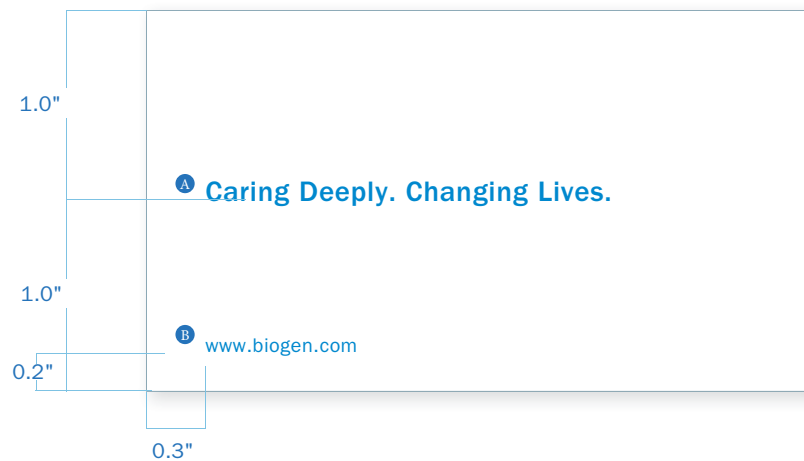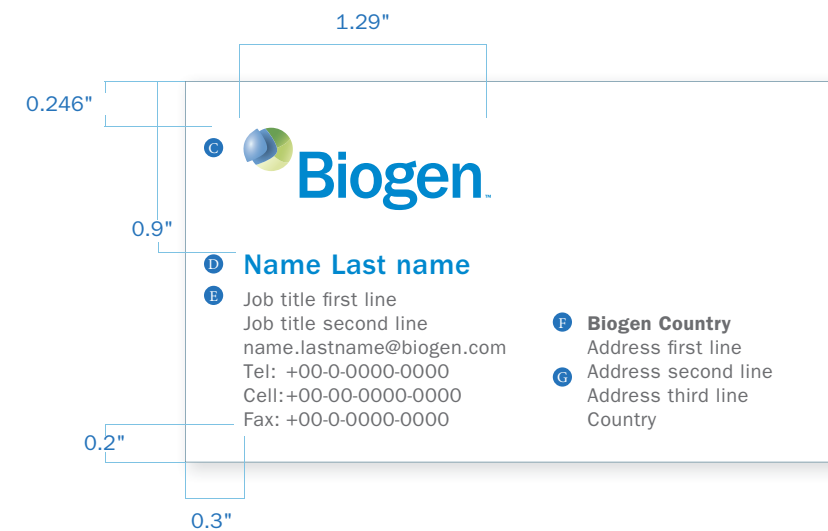ITC Franklin Gothic Medium
11 pt, tracking: 25,
alignment: left

B Website URL
ITC Franklin Gothic Book
7.5/10 pt, tracking: 25,
alignment: left

C Use only the small-scale version
of the Biogen logo with the ™

D Name
ITC Franklin Gothic Medium
11/13 pt, tracking: 25,
alignment: left

E Job title, email & phone numbers
& company address
ITC Franklin Gothic Book
7.5/10 pt, tracking: 25,
alignment: left

1.0"

1.0"

0.2"

0.57"

A Caring Deeply. Changing Lives.

B www.biogen.com

Back, 3.5" x 2"

1.29"

0.246"

0.95"

0.2"

0.57"

C Biogen™

D Name Last name
Job title first line
E name.lastname@biogen.com
Office: 000-000-0000 | Cell: 000-000-0000

Street number and name, City, State, Zip

Front, 3.5" x 2"

Business cards (long form)

Biogen long-form business cards will be clean and sophisticated, featuring the full-color logo on the front (along with the individual's relevant contact and country information) and the company tagline displayed prominently across the back. All set against a clean white background.
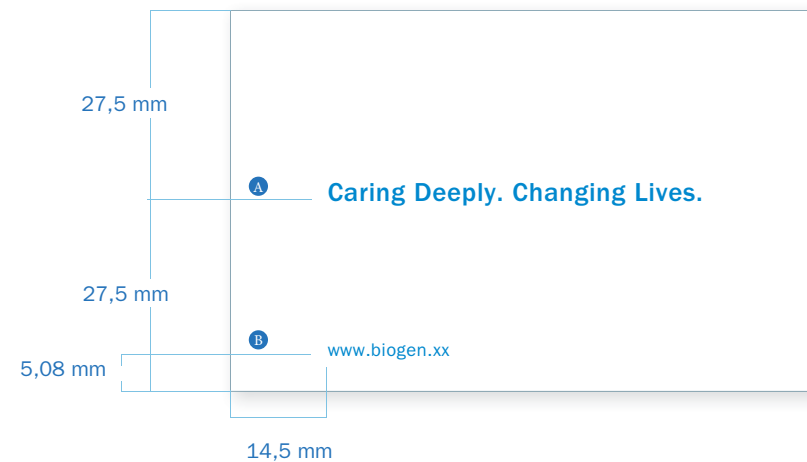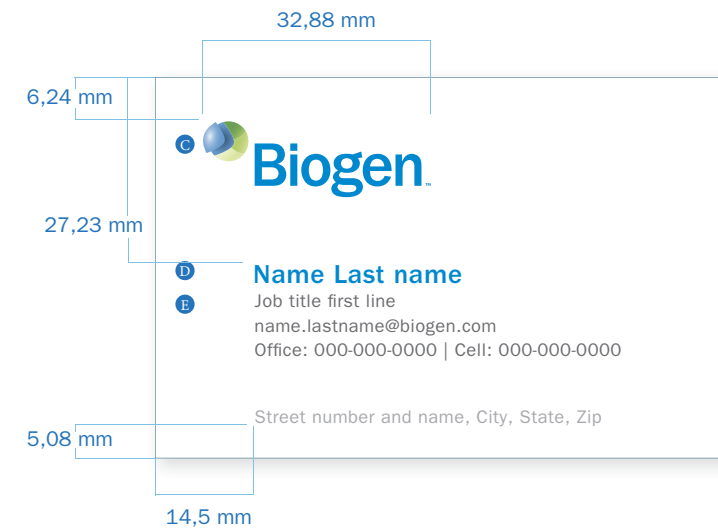
A Tagline
ITC Franklin Gothic Medium
11 pt, tracking: 25,
alignment: left

B Website URL
ITC Franklin Gothic Book
7.5/10 pt, tracking: 25,
alignment: left

C Use only the small-scale version
of the Biogen logo with the ™

D Name
ITC Franklin Gothic Medium
11/13 pt, tracking: 25,
alignment: left

E Job title, email & phone numbers
ITC Franklin Gothic Book
7.5/9 pt, tracking: 25,
alignment: left

F Biogen country title
ITC Franklin Gothic Medium
7.5/9 pt, tracking: 25,
alignment: left

G Biogen country address
ITC Franklin Gothic Book
7.5/9 pt, tracking: 25,
alignment: left

1.0"

1.0"

0.2"

0.3"

A Caring Deeply. Changing Lives.

B www.biogen.com

Back, 3.5" x 2"

1.29"

0.246"

0.9"

0.2"

0.3"

C

Biogen™

D Name Last name

E Job title first line
Job title second line
name.lastname@biogen.com
Tel: +00-0-0000-0000
Cell: +00-00-0000-0000
Fax: +00-0-0000-0000

F Biogen Country
Address first line
G Address second line
Address third line
Country

Front, 3.5" x 2"

Business cards (short form - EU)

Biogen short-form business cards (for EU) will be clean and sophisticated, featuring the full-color logo on the front (along with the individual's relevant contact information and the corporate address) and the company tagline displayed prominently across the back. All set against a clean white background.
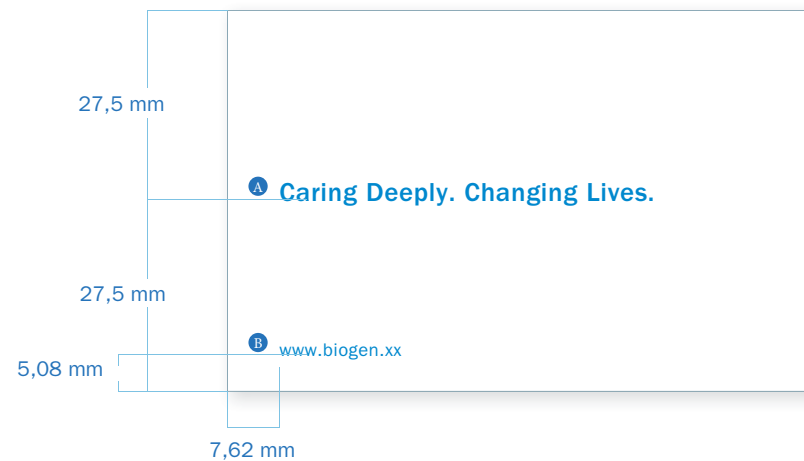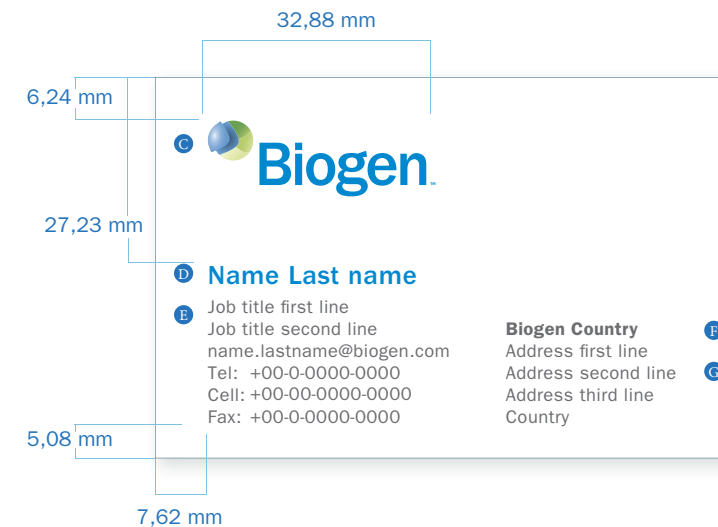
27,5 mm

Ⓐ **Caring Deeply. Changing Lives.**

27,5 mm

Ⓑ www.biogen.xx

5,08 mm

14,5 mm

Back, 85 mm x 55 mm

32,88 mm

6,24 mm

Ⓒ Biogen™

27,23 mm

Ⓓ **Name Last name**
Ⓔ Job title first line
name.lastname@biogen.com
Office: 000-000-0000 | Cell: 000-000-0000

Street number and name, City, State, Zip

5,08 mm

14,5 mm

Front, 85 mm x 55 mm

Ⓐ Tagline
ITC Franklin Gothic Medium
11 pt, tracking: 25,
alignment: left

Ⓑ Website URL
ITC Franklin Gothic Book
7.5/10 pt, tracking: 25,
alignment: left

Ⓒ Use only the small-scale version
of the Biogen logo with the ™

Ⓓ Name
ITC Franklin Gothic Medium
11/13 pt, tracking: 25,
alignment: left

Ⓔ Job title, email & phone numbers
& company address
ITC Franklin Gothic Book
7.5/10 pt, tracking: 25,
alignment: left

Business cards (long form - EU)

Biogen long-form business cards (for EU) will be clean and sophisticated, featuring the full-color logo on the front (along with the individual's relevant contact and country information) and the company tagline displayed prominently across the back. All set against a clean white background.

A Tagline
ITC Franklin Gothic Medium
11 pt, tracking: 25,
alignment: left

B Website URL
ITC Franklin Gothic Book
7.5/10 pt, tracking: 25,
alignment: left

C Use only the small-scale version
of the Biogen logo with the ™

D Name
ITC Franklin Gothic Medium
11/13 pt, tracking: 25,
alignment: left

E Job title, email & phone numbers
ITC Franklin Gothic Book
7.5/9 pt, tracking: 25,
alignment: left

F Biogen country title
ITC Franklin Gothic Medium
7.5/9 pt, tracking: 25,
alignment: left

G Biogen country address
ITC Franklin Gothic Book
7.5/9 pt, tracking: 25,
alignment: left

Back

27,5 mm

A Caring Deeply. Changing Lives.

27,5 mm

B www.biogen.xx

5,08 mm

7,62 mm

Back, 85 mm x 55 mm

Front

32,88 mm

6,24 mm

C Biogen™

27,23 mm

D Name Last name

E Job title first line
Job title second line
name.lastname@biogen.com
Tel: +00-0-0000-0000
Cell: +00-00-0000-0000
Fax: +00-0-0000-0000

Biogen Country **F**
Address first line
Address second line **G**
Address third line
Country

5,08 mm

7,62 mm

Front, 85 mm x 55 mm

05 Offline materials

It is essential to maintain the highest level of consistency when creating branded offline materials for trade shows and events, signage or miscellaneous marketing collateral. Find guidelines and rules for such materials on the following pages.

Trade show materials

Exhibitions & displays

Maintaining a consistent presence at trade shows and events is a must.

As such, always feature the full-color logo prominently against a plain white background, along with the company tagline.

Interior design elements

Coming soon

Lorem ipsum dolor sit amet, consectetur adipis cing elit. Nunc sagittis mollis sapien suspendisse at tincidunt nulla.

Exterior design elements

Coming soon

Lorem ipsum dolor sit amet, consectetur adipis cing elit. Nunc sagittis mollis sapien suspendisse at tincidunt nulla.

Miscellaneous collateral

Logo applications for apparel and promotional materials

Embroidery

Use the following thread colors to match the Biogen logo colors:

Light Green: Robison-Anton #2321
Medium Green: Robison-Anton #2322
Dark Green: Robison-Anton #2208
Light Blue: Madeira #1075
Dark Blue: Robison-Anton #2442
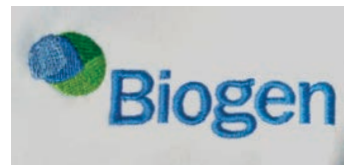
Silkscreen

Use the following ink colors when silkscreen printing the Biogen logo:

Light Green – PMS 372
Medium Green – PMS 375
Dark Green – PMS 7737
Light Blue – PMS 656
Medium Blue – PMS 3005
Medium Blue – PMS 284
Dark Blue – PMS 647
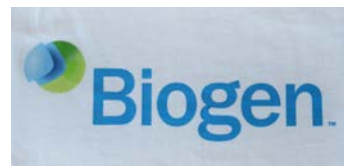
Debossing/Embossing and Laser Engraving

Use the knockout version when debossing or embossing the Biogen logo.

Color Print

Use the CMYK color values (pg. 26) when pad printing promotional materials (ex, pens, cups).
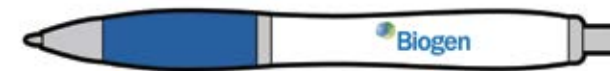
06 Digital elements

In order to maintain a consistent identity across all digital properties and online communications, Biogen employs a variety of digital elements. The following pages serve as a guide in the creation of such communications.

Email signature (U.S.)

Biogen employee email signature

• Please do not add department, division, award or other logos to the signature

• No other non-corporate email signatures can be added

• Corporate social media handles may be added to the bottom of email signatures.

Personal or other company social media handles are not permitted.

FOR ALL U.S. EMPLOYEES:

Ⓐ **First Name Last Name**
Ⓑ Title, Department
Biogen | Street address | City, State | Zip code
Email: firstname.lastname@biogen.com | Direct: plus direct office phone number | Mobile: area code plus mobile number (optional)
www.biogen.com
Ⓒ [Biogen full-color logo]

U.S. example:

John Smith
Associate Director, Corporate Affairs
Biogen | 225 Binney Street | Cambridge, MA | 02142
Email: john.smith@biogen.com | Direct: 555 555 5555 | Mobile: 444 444 4444
www.biogen.com

Biogen

Ⓐ Line one
ITC Franklin Gothic Demi
or Calibri Bold
11 pt, tracking: 0.25
alignment: left

Ⓑ Line two, three and four
ITC Franklin Gothic Book
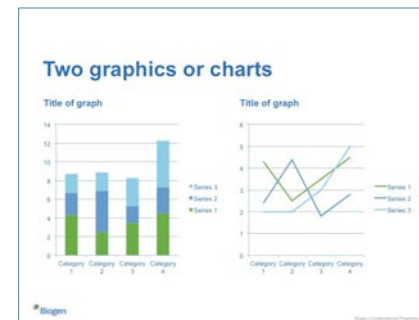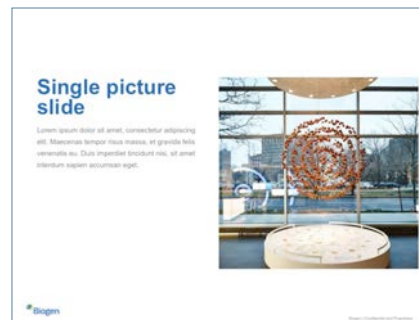or Calibri Regular
11/14 pt, tracking: 0
alignment: left

Ⓒ Use only the small-scale version
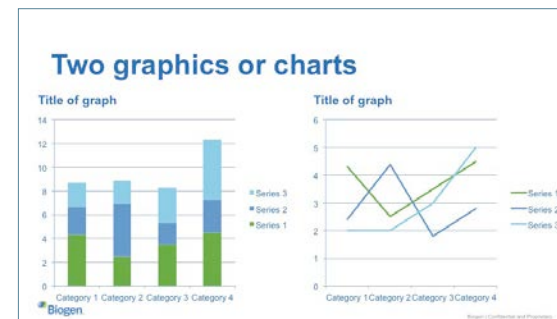of the Biogen logo with the ™

Width = 64px (0.89")

Email signature (affiliates)

Biogen employee email signature

· Please do not add department, division, award or other logos to the signature

· No other non-corporate email signatures can be added

· Corporate social media handles may be added to the bottom of email signatures.

 Personal or other company social media handles are not permitted.

FOR ALL AFFILIATES OUTSIDE THE U.S. – EU+, JAPAN, AUSTRALIA AND EMERGING MARKETS:

Ⓐ **First Name Last Name**
Ⓑ Title, Department
Biogen | Street address | City and code | Country
Email: firstname.lastname@biogen.com | Direct: plus country code direct office phone number | Mobile: plus country code mobile number (optional)
www.biogen.com [This URL can be modified to affiliate specific corporate pages only]
Ⓒ [Biogen full-color logo]

Affiliates outside of U.S. example:

John Smith
Associate Director, Corporate Affairs
Biogen International GmbH | Landis & Gyr-Strasse 3 | 6300 Zug | Switzerland
Email: john.smith@biogen.com | Direct: +41 55 555 55 55 | Mobile: +41 55 555 55 55
www.biogen-international.com

Biogen.

Ⓐ Line one
ITC Franklin Gothic Demi
or Calibri Bold
11 pt, tracking: 0.25
alignment: left

Ⓑ Line two, three and four
ITC Franklin Gothic Book
or Calibri Regular
11/14 pt, tracking: 0
alignment: left

Ⓒ Use only the small-scale version
of the Biogen logo with the ™

Width = 64px (0.89")

Power Point templates

Theme 1

This template features a clean, white background

with the Biogen logo in the lower left-hand corner.

Power Point templates (cont'd)

Theme 2

This template features subtle branding elements
and a solid blue bar running the width of the page.
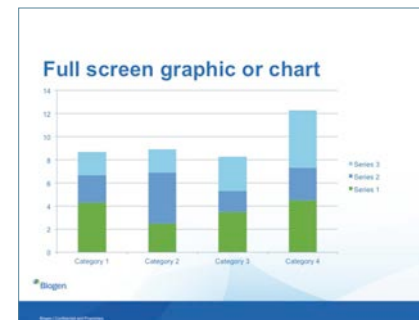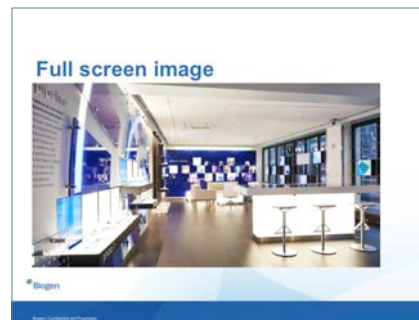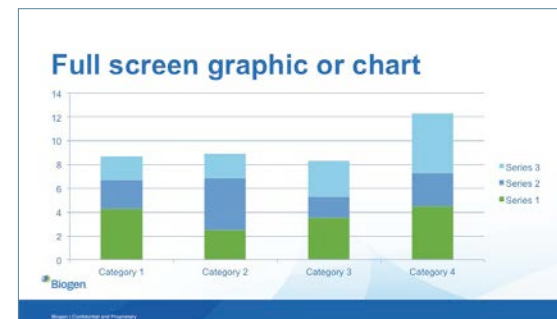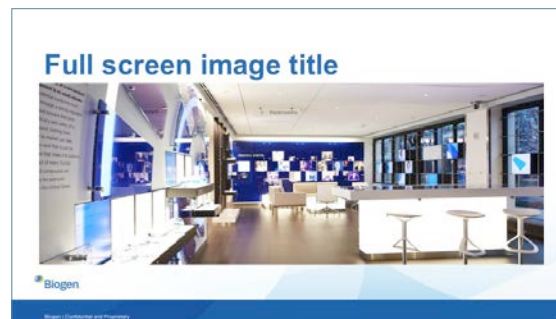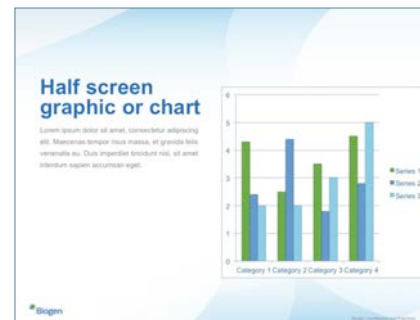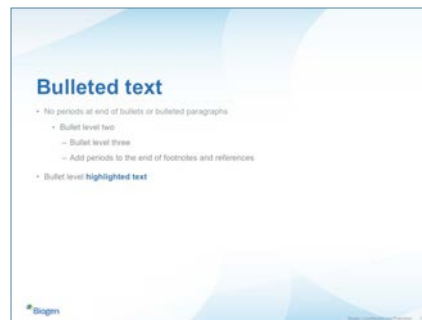
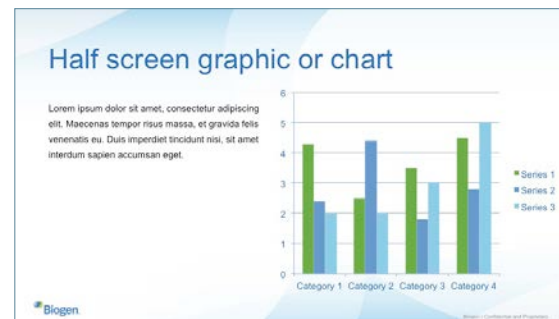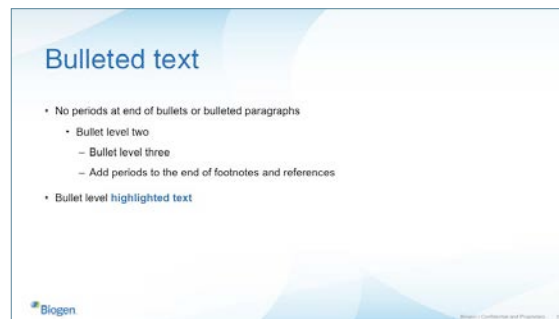**Standard version**

Widescreen version

Power Point templates (cont'd)

Theme 3

This template features more prominent branding elements along with the Biogen logo in the lower left-hand corner.

Standard version

Widescreen version

Widescreen version

Online advertising

Coming soon

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc sagittis mollis sapien suspendisse at tincidunt nulla.

Buttons

Standard button

The rectangular standard button is used for all calls to action (CTAs) throughout the Biogen site experience, except for CTAs in videos, inline links and secondary links.
(See figure 1a on pg. 111.)

25 px · 25 px · 44 px

Read full story

ITC Franklin Gothic Medium
24pt, tracking: 0

Colors allowed:

Note: Use dark green only when button over green color background.

Video button

The button featuring the play button on one end should be used for all videos. Please note that this button should never feature a caret and should always be placed over a darker background.
(See figure 1b on pg. 111.)

15 px · 51 px

See how we do it
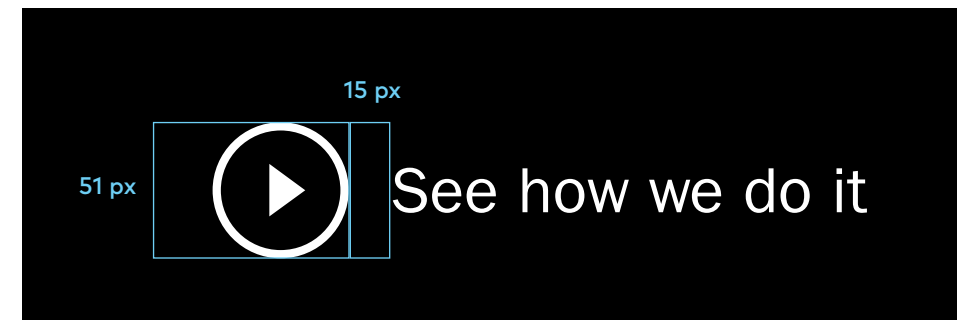
ITC Franklin Gothic Book
24pt, tracking: 0

Color allowed:

Buttons

Dropdown button (Navigation)

This rectangular dropdown button features a downward-facing arrow and is used for navigation within the Biogen site experience. *(See figure 2a on pg. 111.)*

15 px 15 px 15 px

Therapy Sites ▼
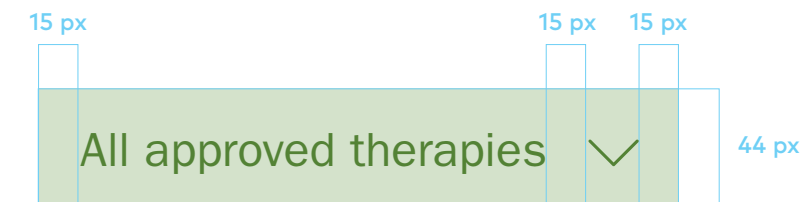
44 px
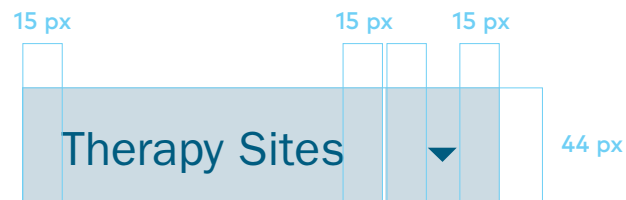
ITC Franklin Gothic Book
18pt, tracking: 0

Color allowed:

Dropdown button (Filter view)

This rectangular dropdown button features a downward-facing caret and is used to filter content that is being viewed within the Biogen site experience. *(See figure 3a and 4a on pg. 111.)*

15 px 15 px 15 px

All approved therapies ∨

44 px

All therapeutic areas ∨

ITC Franklin Gothic Book
18pt, tracking: 0

Colors allowed:

Buttons

Expand button (More details)

This rectangular button features a downward-facing caret and, when clicked, expands to reveal more information and content. *(See figure 4b on pg. 111.)*

22 px square

ANTI-LINGO
Multiple Sclerosis
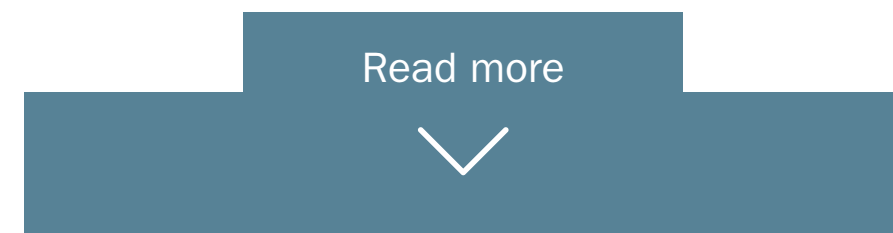
ITC Franklin Gothic Medium
24pt, tracking: 0

ITC Franklin Gothic Book
18pt, tracking: 0

Colors allowed:

Expand button (Read more)

This button features a downward-facing caret and, when clicked, expands to reveal more information and content. *(See figure 5a on pg. 111.)*

Read more

ITC Franklin Gothic Book
16pt, tracking: 0

Color allowed:

Buttons

Inline button

Use this inline button for secondary or inline CTAs throughout the Biogen site experience. *(See figure 6a on pg. 111.)*

Inline button

Use this inline button for secondary or inline CTAs when there are multiple CTAs side by side. *(See figure 7a on pg. 112.)*

15 px

See all perspectives ▶

Read more 〉

26 px square

ITC Franklin Gothic Medium
18pt, tracking: 0

ITC Franklin Gothic Demi
18pt, tracking: 0

Colors allowed:

Colors allowed:

Buttons

Increase text size button
Use this button to let visitors increase the font size for readability throughout the Biogen site experience. *(See figure 8a on pg. 112.)*

Reveal hotspot button
When clicked, this button opens a new window and reveals new content. *(See figure 9a on pg. 112.)*

42 px   **34 px**

36 px square

A   A

State of MS Survey Findings   +

ITC Franklin Gothic Book
26pt and 18pt
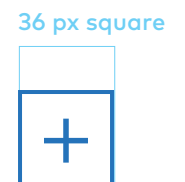
ITC Franklin Gothic Medium
24/28pt, tracking: -20

Color allowed:

Colors allowed:

Iconography

Social icons

Use these icons for social sharing in the megafooter of the Biogen website. *(See figure 10a on pg. 112.)*
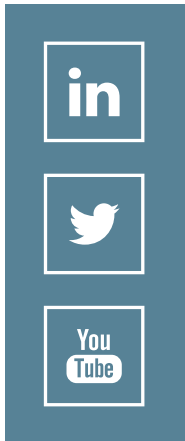
Color allowed:

Use these icons to drive to Biogen's various social network pages. *(See figure 11a on pg. 112.)*

Color allowed:

Bullets

Use these carets in place of traditional bullets in lists. *(See figure 12a on pg. 112.)*

Color allowed:

Play button (on thumbnail)

Use this play icon for video content. *(See figure 12b on pg. 112.)*

Color allowed (75% opacity):

Iconography

Email icon

Use this icon when visitor has the option to send an email.
(See figure 13a on pg. 113.)

Color allowed:

External link

Use this icon when driving to an external site or page.
(See figure 12c on pg. 112.)

Colors allowed:

Report

Use this icon to signify that a report can be downloaded.
(See figure 14a on pg. 113.)

Color allowed:

Download link

Use this icon when visitor has the option to download content.
(See figure 1a on pg. 111.)

Colors allowed:

Graphical elements

Featured content device (Hero card)

This graphical element is used to display patient or employee stories, as well as newsworthy content on the hero card of the Biogen website. *(See figure 2b on pg. 111.)*
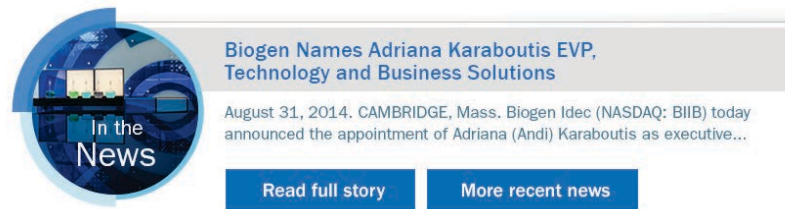
Colors allowed:

Featured social content device

This graphical element typically houses social content that drives to Biogen's various social network pages.
(See figure 6b on pg. 111.)

Color allowed:

Graphical elements

Branded content clusters (Home hero card)

This graphical element is used to display branded stories on the hero card of the Biogen website. *(See figure 2c on pg. 111.)*

Colors allowed:

Newsfeed headline wrapper

This graphical element typically accompanies news stories and other newsworthy content on the Biogen website. *(See figure 6c on pg. 111.)*

Color allowed:

Backgrounds

Mark

An extreme close-up of the identity mark that is used through the Biogen site experience to reinforce the brand.
(See figure 3b on pg. 111.)

Color allowed:

Abstract

Subtle angles and curves that echo the logo and is used throughout the Biogen site experience to reinforce the brand.
(See figure 4c on pg. 111.)

Color allowed:

Backgrounds

Light gradient

A simple, clean, light gradient background can be used to reduce visual noise and clutter. *(See figure 11b on pg. 112.)*
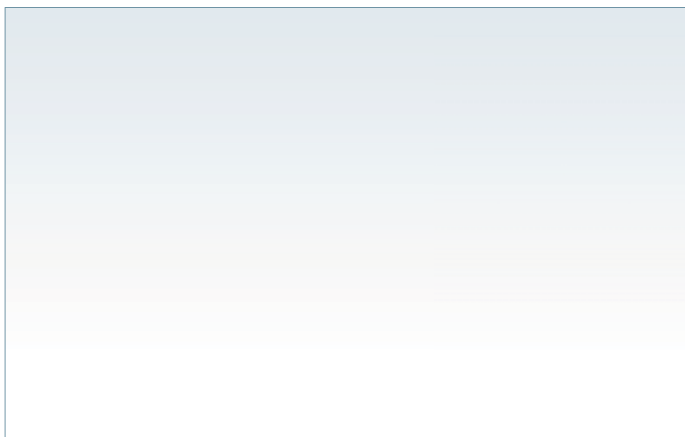
Solid

A solid bold background can also be used when a simple, clean backdrop is needed. *(See figure 15a on pg. 113.)*

Color allowed:

Color allowed:

Photography in context

Main hero card treatment

In hero cards on main pages, use the abstract background with a subtle whiteout effect. This ensures that both the subjects in the photo, as well as the copy, stand out on the page.

Original photo

After applying subtle whiteout effect

Full-bleed photo treatment

On lower-level cards that feature full-bleed imagery, apply a subtle dark layer behind text for enhanced readability.

Original photo
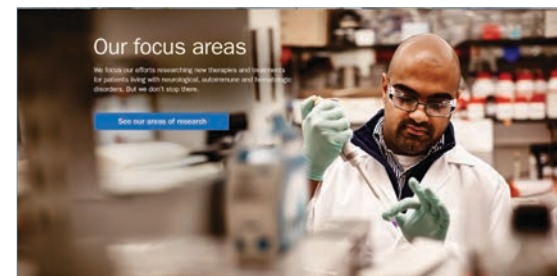
After applying subtle dark layer

Photography in context

Mark treatment (solid)

On lower-level cards, use the mark treatment (solid) to help reinforce the brand.

Original photo
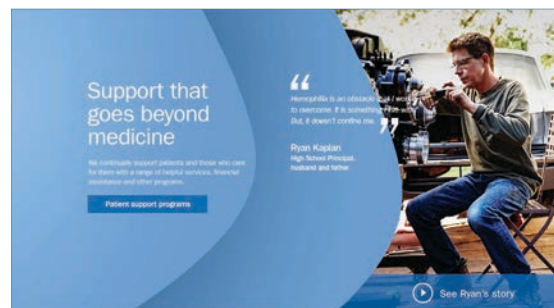
After applying the mark treatment

Color allowed:

Mark treatment (transparent)

On lower-level cards, use the mark treatment (transparent) to help reinforce the brand and showcase more of the featured photo and/or content.

Original photo
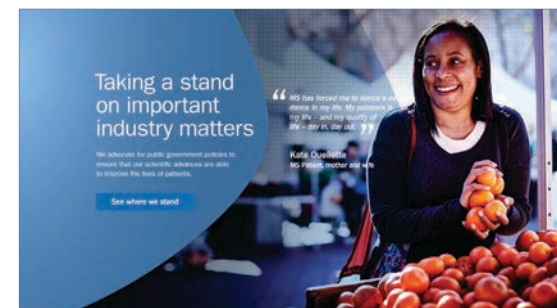
After applying the mark treatment

Color allowed:

Photography in context

Second-level hero card treatment
On second-level hero cards, apply subtle transparent layers as seen below.

Original photo

After applying the second-level hero card treatment

Graphical element card treatment
On lower-level cards that feature multiple graphical elements, follow the example below.

Original photo
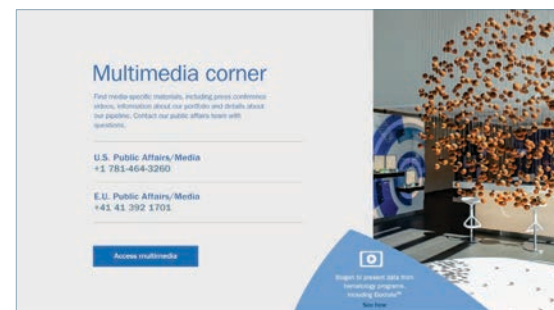
After applying the graphical element

Colors allowed:

Photography in context

Accordion card treatment

On lower-level cards with collapsible content, use the accordion card treatment as seen below.

Three-panel card treatment

On lower-level cards with three content areas, use the three-panel card treatment as seen below.
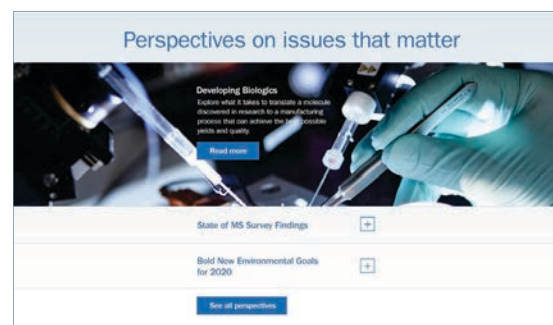
Original photo

After applying the accordion card treatment

Original photo
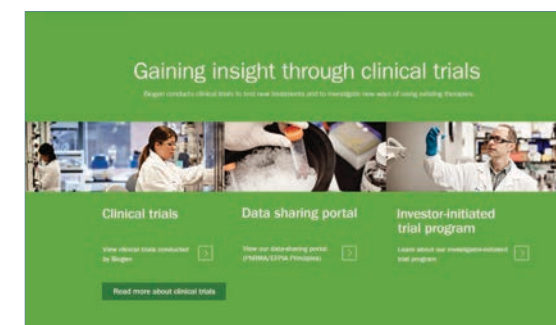
After applying the three-panel card treatment

Text over photography

Main hero card treatment

In hero cards on main pages, applying a subtle whiteout effect with dark text allows headlines and sub copy to stand out on the page for better readability.

Full-bleed photo treatment

On lower-level cards that feature full-bleed imagery, applying a subtle dark layer with knocked-out text allows headlines and sub copy to stand out on the page for better readability.
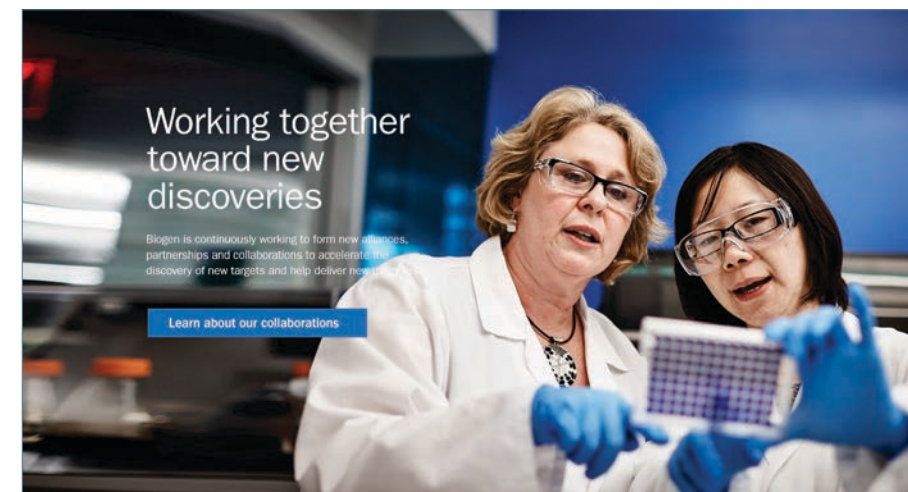
Text over photography

Accordion card treatment

On lower-level cards with the accordion card treatment, apply a subtle dark layer with knocked-out text for better readability.
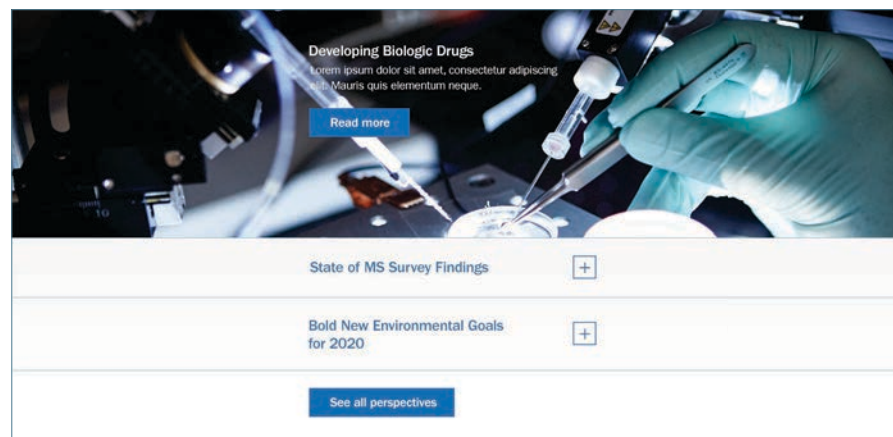
Second-level hero card treatment

On second-level hero cards, apply a subtle dark layer with knocked-out text for better readability.
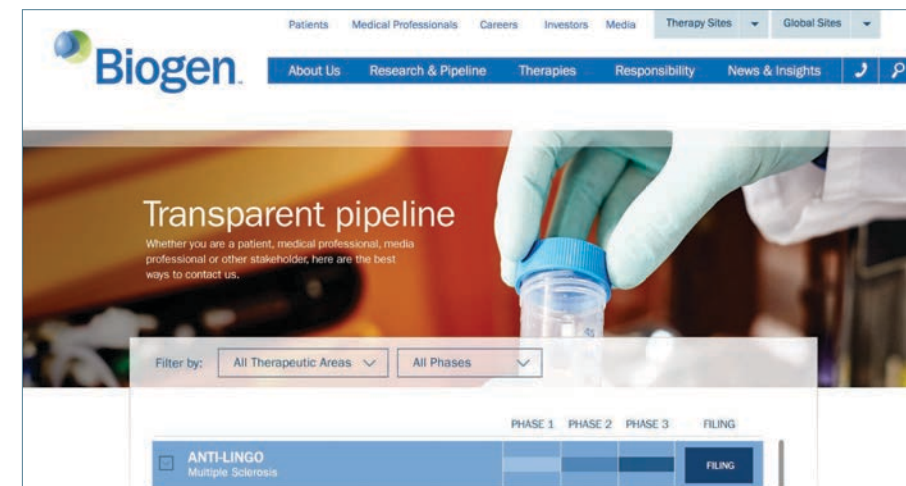
Block quotes

Featured quotes

When calling out quotations as a block quote on the Biogen website, use oversized quotation marks, knock out the type in white and set it against a colored background as seen to the right. *(See figure 1c on pg. 111.)*

ITC Franklin Gothic Medium Italic
20/30pt, tracking: -20

Color allowed:

ITC Franklin Gothic Medium
24/24pt, tracking: -20
18/24pt, tracking: -20

Color allowed:

Navigation

Main navigation

The main navigation on the home page is clear, simple and set against a plain blue backdrop for emphasis.
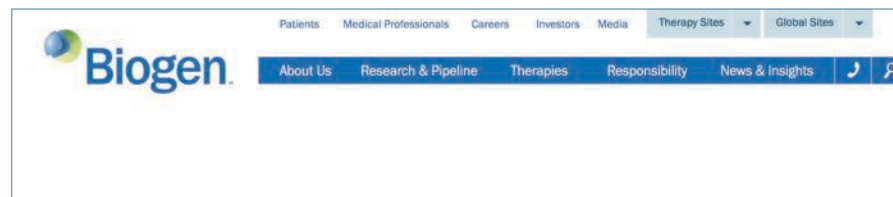
Sticky navigation

When a visitor scrolls down the home page beyond the hero card, the main navigation is replaced with a slimmer sticky navigation that pins to the top of the window.

Push-down navigation

The push-down navigation features knocked-out type over a dark blue background. This navigation is used for Therapy Sites and Global Sites.

Navigation

Dropdown

On click, the dropdown expands to reveal a simple, clean navigation structure against a plain white background.
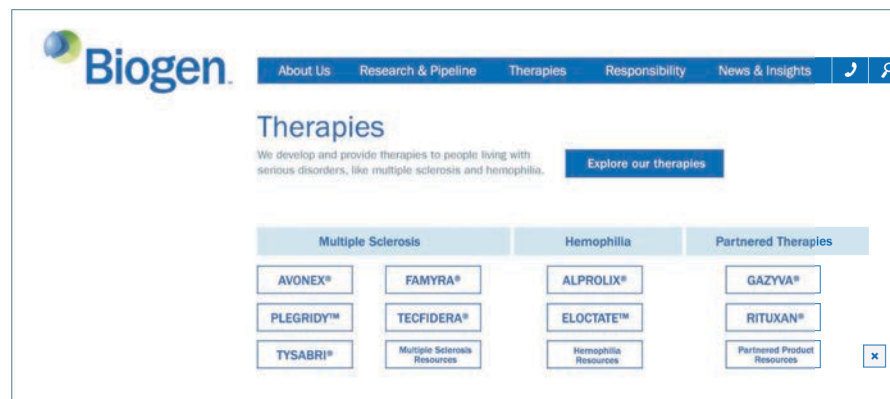
Tabbed structure

The tabbed navigation structure allows for the delivery of a variety of content that falls under a common umbrella topic. In some cases it allows for simple tertiary navigation as well.
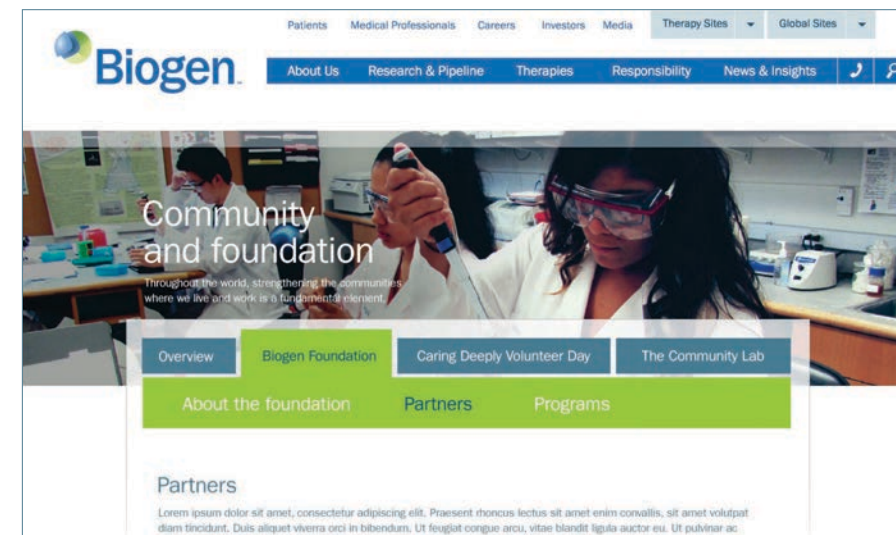
Navigation

Megafooter

The navigation in the footer is organized neatly into columns and appears at the bottom of every page on the Biogen website.
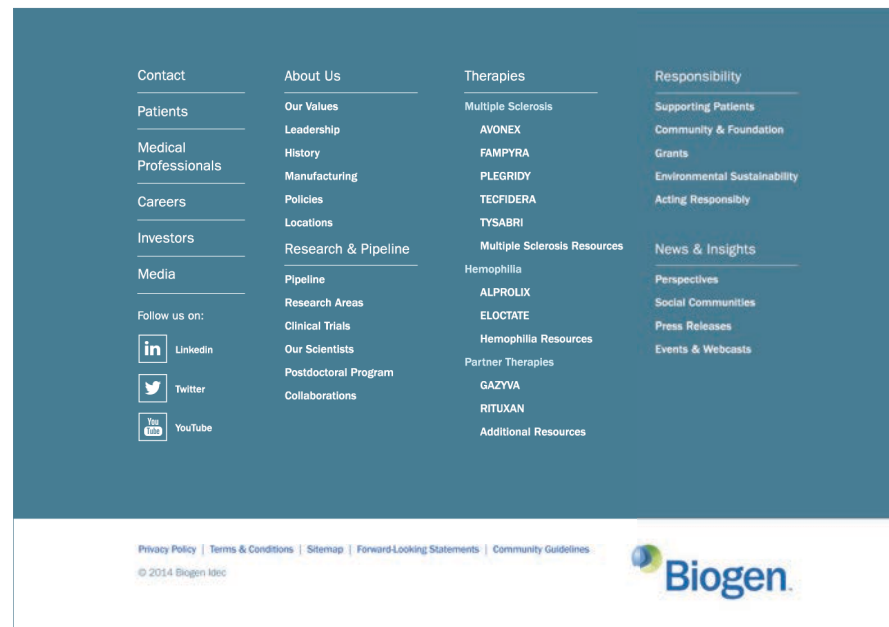
Therapies and services

Approved therapies

Approved therapies are displayed in individual boxes that can be filtered and reordered by disease type.
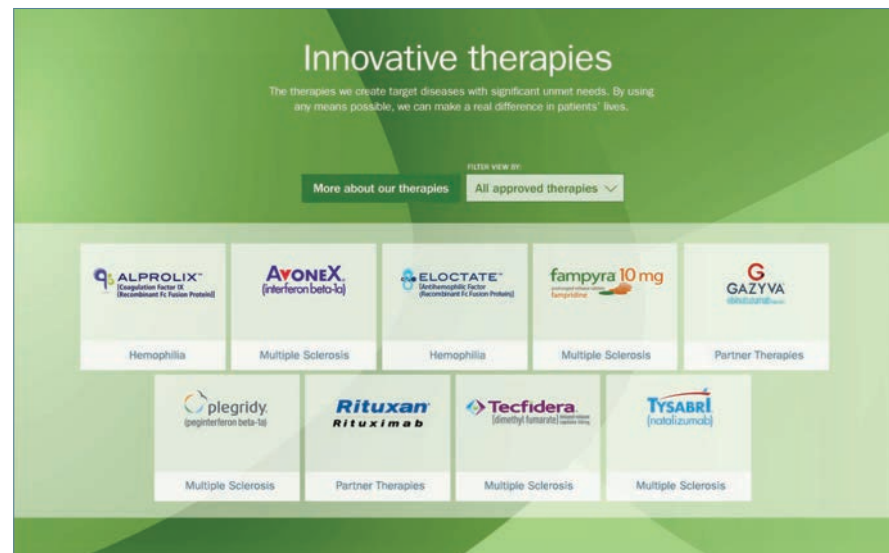
Pipeline

The pipeline is housed in a scrollable window and set against the abstract backdrop. All content can be filtered by therapeutic area as well as by stage of completion.
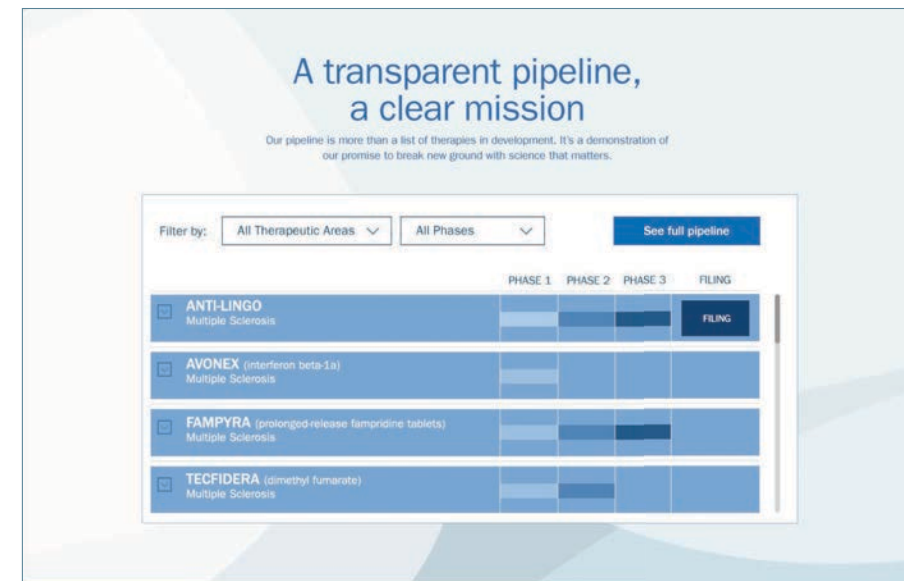
Therapies and services

Patient services

The patient services content is organized using a tabbed navigational structure and housed in a scrollable window.

Mobile & desktop versions

Mobile–first design

The Biogen 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. In addition, mobile sites should be designed adaptively to accommodate various mobile use cases. As for desktop sites, these should be designed responsively so the content scales up or down to fit the viewer's browser or device. Responsively designed websites let users view site content without having to pinch and zoom or scroll side to side to see hidden navigation and content, for an extremely user-friendly experience.

Mobile & desktop versions

Adaptive content

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

Mobile & desktop versions

Collapsible content

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

Mobile & desktop versions

Swipe functionality

Instead of clicking on content, mobile users typically expect to swipe from one piece of content to the next. As a result, we have included swipe functionality where appropriate.

Mobile & desktop versions

Photography

Because mobile users will be viewing the site on smaller screens, and we want to create the best possible website experience for them to quickly find crucial information, there will be no image on the hero cards except for some of the cards where the photography is just scaled down to fit within the space.

Mobile & desktop versions

Backgrounds

Mobile backgrounds are virtually identical to their desktop counterparts, the only difference being the scalable content, making it simple for a user to scroll from one piece of content to the next.
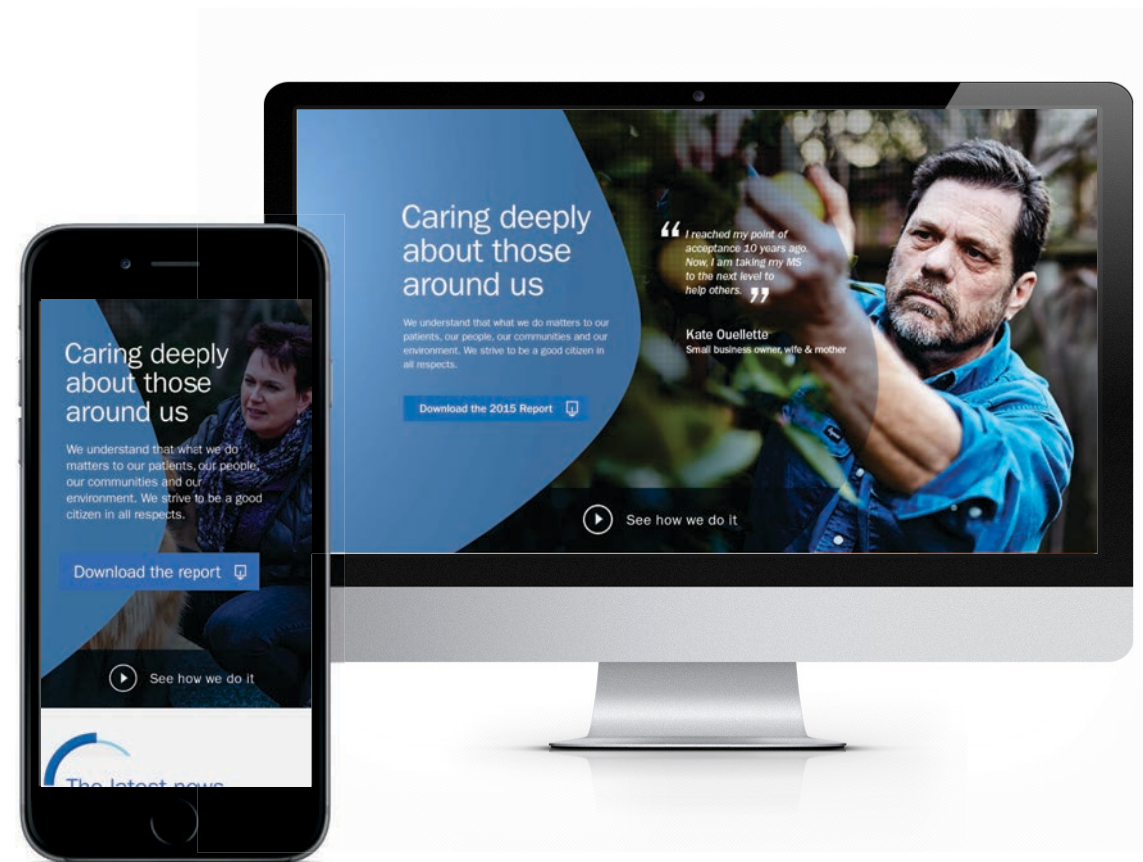
Mobile & desktop versions

Navigation

A mobile-friendly hamburger menu houses the main navigation. On tap, it drops down to reveal the stacked navigation items.

Mobile-only features

Buttons

In the interest of preserving space and creating a scannable experience, some of the content is collapsed into these content buttons. Tapping reveals deeper content.

15 px   15 px   15 px

Hemophilia **+**   44 px

ITC Franklin Gothic Book
18pt, tracking: 0

Colors allowed:
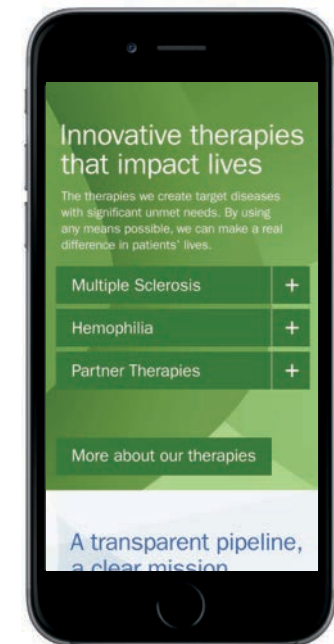
Appendix

Appendix
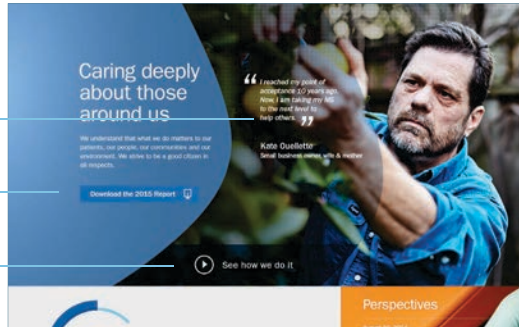
Figure 1c

Figure 1a

Figure 1b

Figure 2a

Figure 2c

Figure 2b
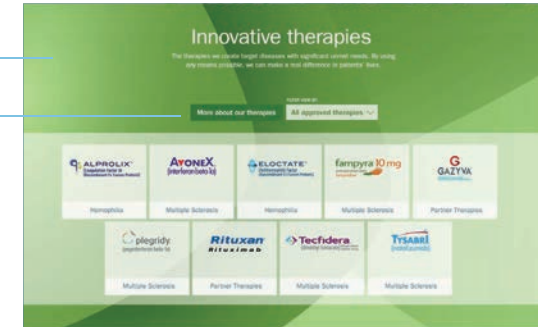
Figure 3b

Figure 3a
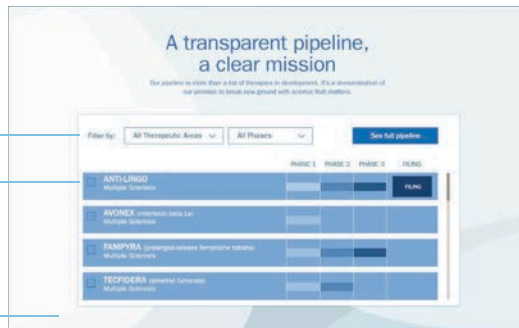
Figure 4a

Figure 4b

Figure 4c
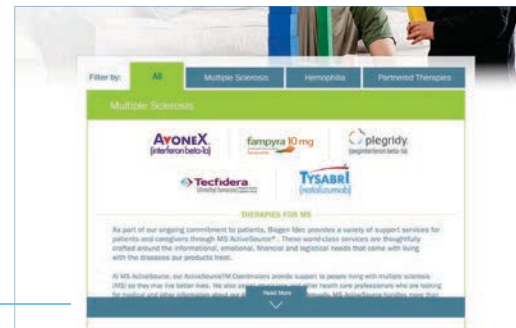
Figure 5a

Figure 6c

Figure 6a

Figure 6b

Appendix
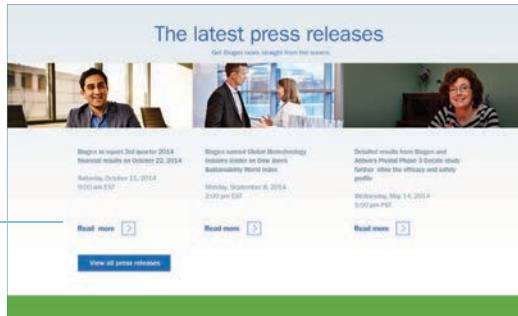
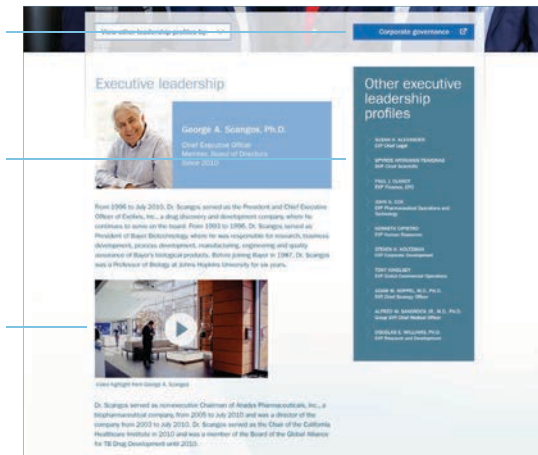Figure 7a

Figure 8a
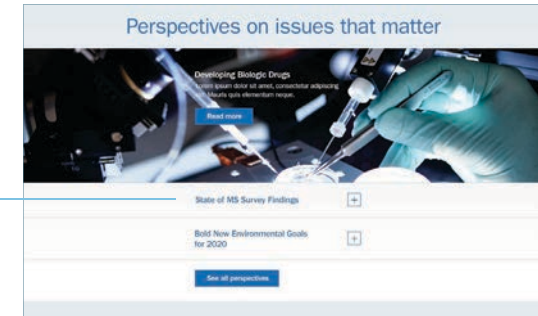
Figure 9a
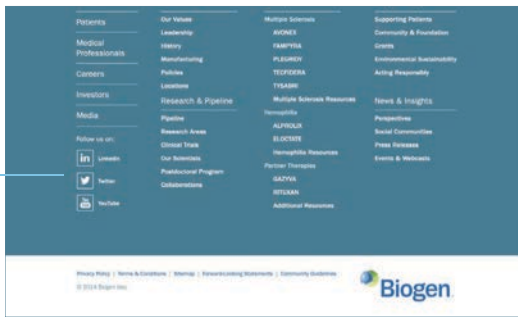
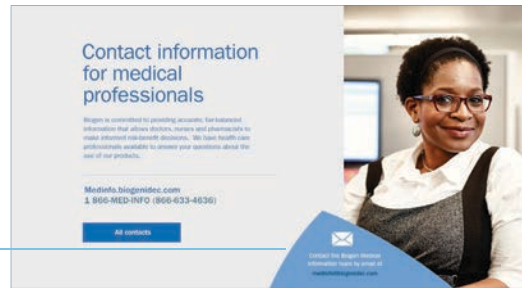Figure 10a
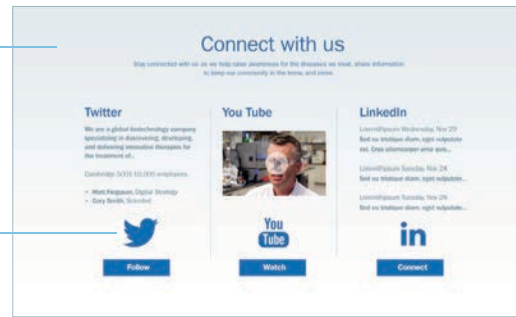
Figure 11b

Figure 11a

Figure 12c

Figure 12a

Figure 12b

Appendix

Figure 13a

Figure 14a

Figure 15a