evolution RMS 1

Identity
Guide
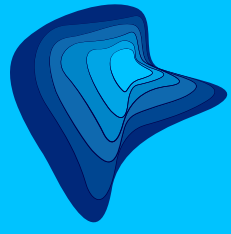
Merck

Contents
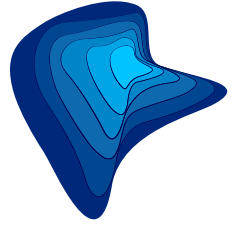
Welcome to our identity guide

It gives us great pleasure to introduce you to Evolution-MS, the Phase III clinical trial programme for Merck's pipeline drug, evobrutinib. Evolution-MS offers the multiple sclerosis (MS) community, patients and healthcare professionals, a new window into the pathology and treatment of the disease, creating its own path, rather than following those set by others. This is the first Phase III trial programme testing a BTK inhibitor for MS, offering a rare opportunity to discover and investigate a novel therapy that is much needed by the MS community.

The possibilities that Evolution-MS brings are something to anticipate with pride and enthusiasm.

We hope you are as excited about working with Evolution-MS as we are, and see it as a brand that has the potential to make a difference across the MS landscape.

Good luck and best wishes,
**Your global Evolution-MS team**
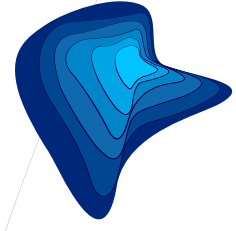
Evolution-MS is the parent brand for the overall clinical trial programme. The first clinical trial taking place is Evolution-RMS, which is for patients with relapsing forms of the disease. Evolution-RMS is therefore the first sub-brand being delivered and implemented across markets.

The strategic foundations behind the Evolution-MS brand will remain the same, but the visual identity provided in this style guide is specific for Evolution-RMS.
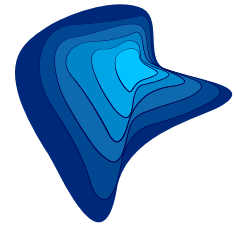
INTRODUCTION
The purpose

The aim of this style guide is to give you the tools you need to manage and create globally consistent Evolution-RMS brand communications.
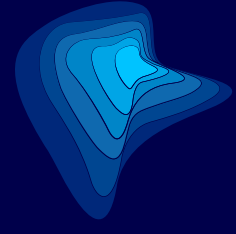
Strategy

The strategies and rationale behind the Evolution-MS brand development.

Visual identity

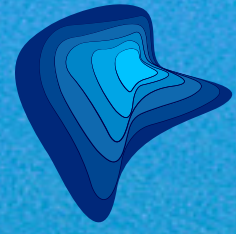The elements and visual architecture that create the brand visuals for Evolution-RMS.

Rules

The rules to ensure consistent global implementation of the brand.

Brand
Strategy

The brand foundations are composed of the
brand identity (values, personality and essence)
underpinned by the brand vision and promise.

Brand vision

Our brand vision is the place we want to reach with Evolution-MS.

Our brand vision for Evolution-MS is:

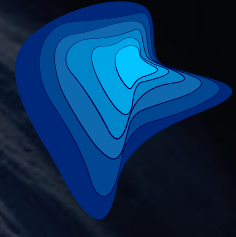" **To think, feel and do MS differently.**

Brand promise

Our brand promise is the reason that Evolution-MS exists.

Our brand promise for Evolution-MS is:

" **A new window into the pathology and treatment of MS.**

EVOLUTION-RMS IDENTITY GUIDE

Our brand values are the intrinsic beliefs that drive Evolution-MS.
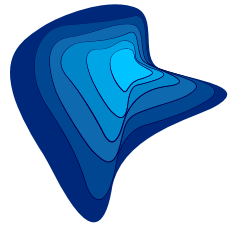
Optimism

Evolution-MS is the first Phase III trial programme for a BTK inhibitor in MS. This new class of treatment gives hope to people with MS.

Advancement

Evolution-MS is testing the first MoA that targets both B cells and myeloid cells, a novel approach for MS treatment. Evolution-MS is making strides and uncovering new insights.

Transformation

Evolution-MS will challenge our understanding of the immune system. The findings that Evolution-MS brings to light may change the way we view, consider and manage MS.

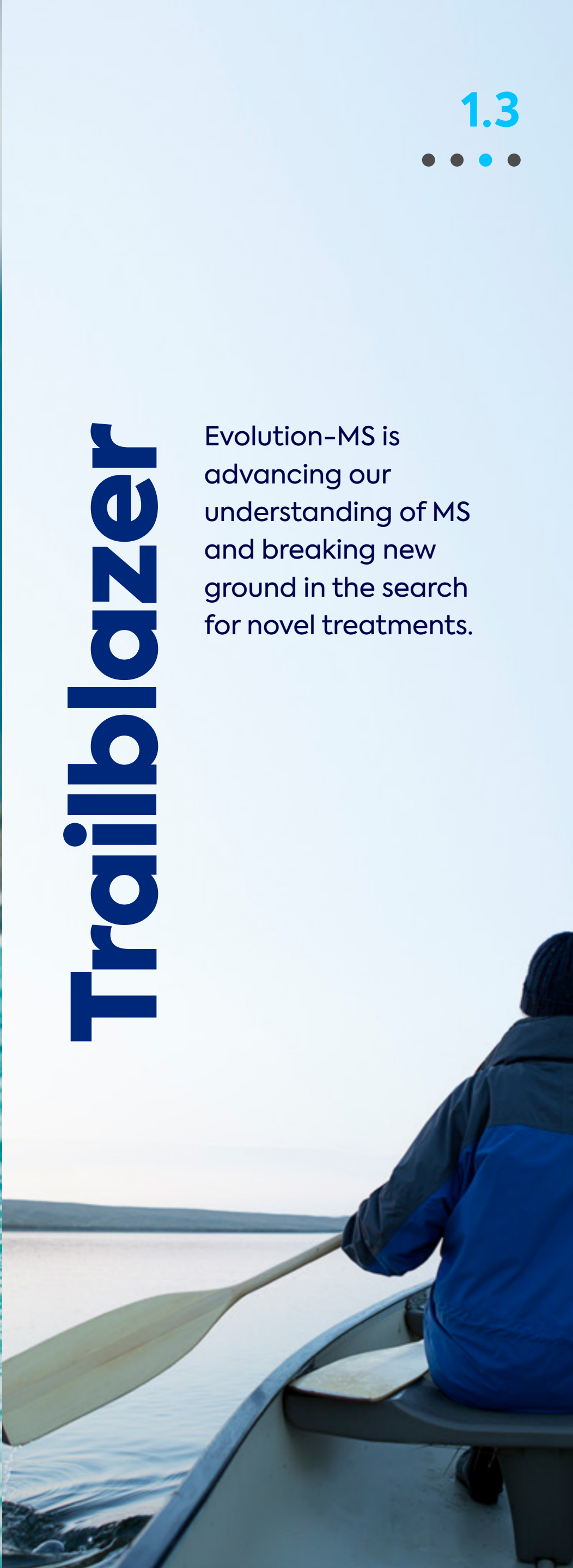**Our brand personalities define the tone of voice of Evolution-MS.**

Inspiring

Evolution-MS is providing a new opportunity to bring MS under control and give patients a brighter future.
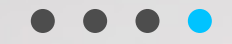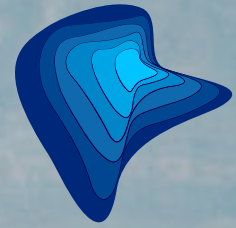
Courageous

Evolution-MS is taking a leap into the unknown in the pursuit of improving lives for people with MS.

Trailblazer

Evolution-MS is advancing our understanding of MS and breaking new ground in the search for novel treatments.
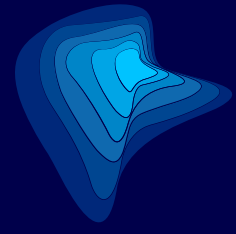
EVOLUTION-RMS IDENTITY GUIDE

Our brand essence for Evolution-MS:
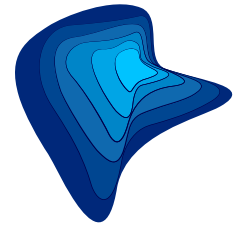
PATHS ARE CREATED
not followed

Evolution-MS creates a new path for MS treatment without following the paths of others. This is evident by its first-in-class status and unique mode of action.
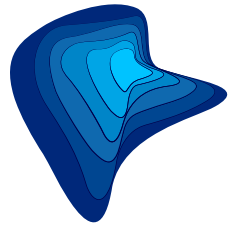
Brand Implementation

This section introduces our visual elements and branding sytem, and gives guidance on how these elements can be used to create communication materials.
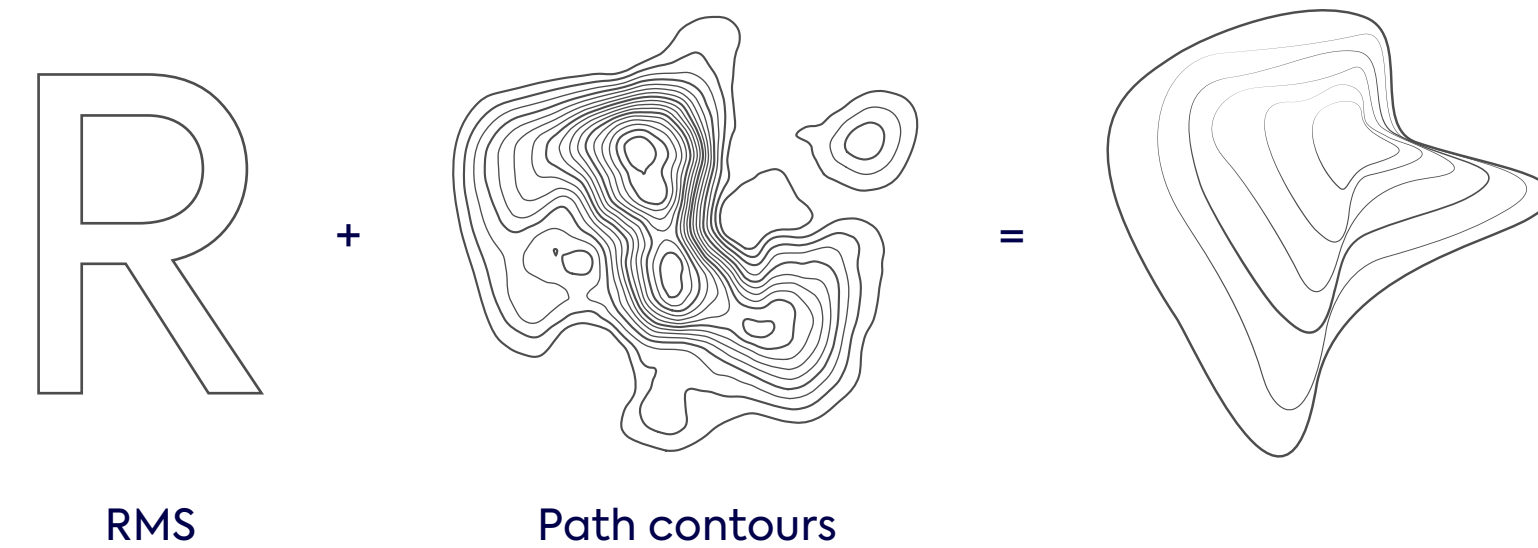
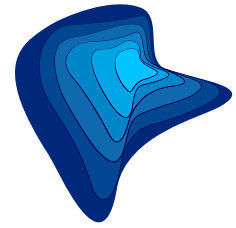evolutionRMS

The Evolution–RMS logo

Our logo draws inspiration from elements of nature – rock erosion and contours representing natural forms. Our logo icon consists of seven non–concentric rings, creating an abstract letter 'R'. This visual concept is born directly from our brand essence, 'paths are created, not followed'.

Our bespoke wordmark has been created to complement the curves and simplicity of our icon, as well as our values – optimism and progress. Through the use of colour and font case, emphasis is given to the indication, RMS.

This is a bespoke logo. The construction and refinement of the logo means it cannot be re–drawn or altered in any way.

Please contact your global commercial lead to download the full logo set.

R + Path contours =

RMS   Path contours

evolutionRMS

Trial indicator

Evolution-RMS is made up of two identical Phase III studies. The trial indicator is used to identify which study is being referred to. Please contact your global commercial lead for more information on using trial indicators.
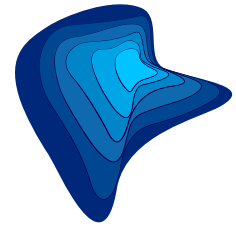
Other than the trial indicator, there is no difference between the two logos.

evolution RMS 1

TRIAL INDICATOR

A.

evolution RMS 2

TRIAL INDICATOR

B.

Logo colour

Our logo has been created to cater for all needs. All logos on the right are supplied in CMYK and RGB for both RMS 1 and RMS 2.

Primary logos

A. Our primary logo, for use on a 10% tint of a grey or white background

B. Reverse dark, for use on darker colour tones, particularly our Rich and Midnight Blue primary colours

C. Reverse light, for use on lighter colour tones, particularly our Cool Blue primary colour

Special use logos

These logos should only be used under special circumstances, where printing restrictions occur.

D. White-out logo for use on black

E. Monochrome logo for use on white

Due to the amount of different colour tones in our logo, it is not available in Pantone colours
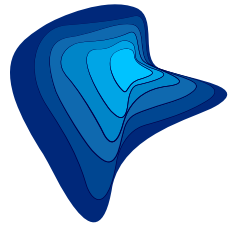
A.

B.

C.

D.
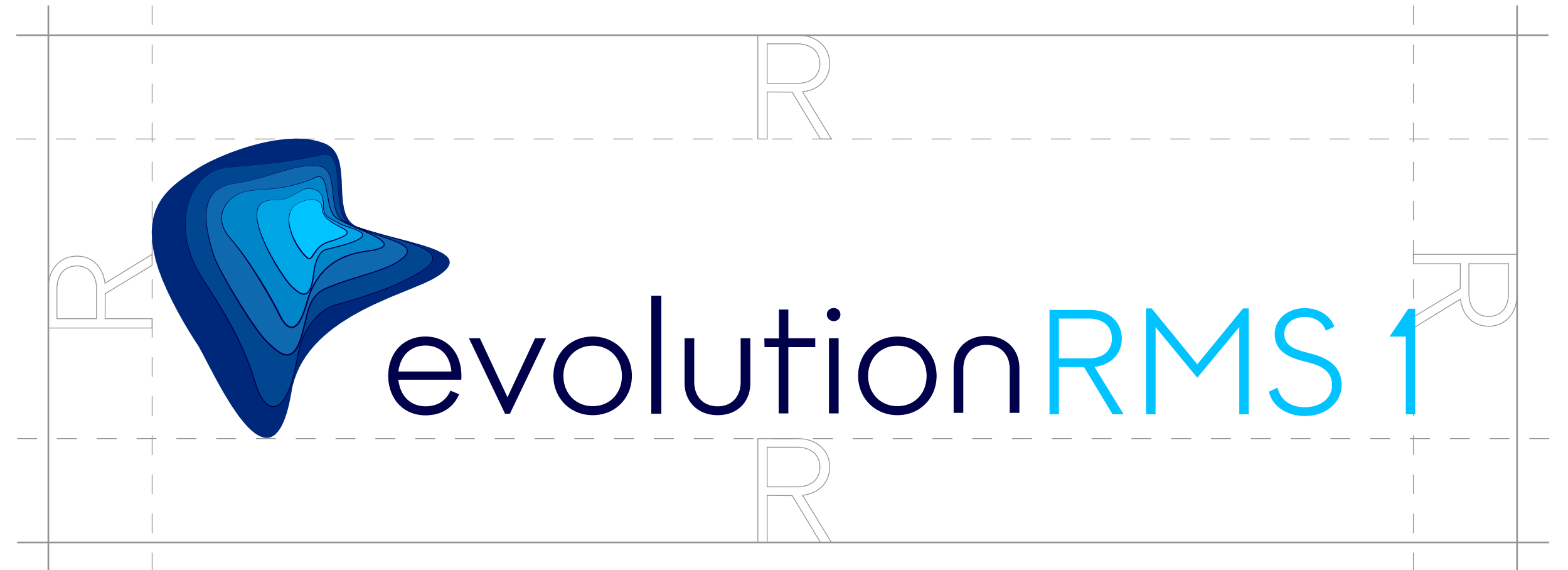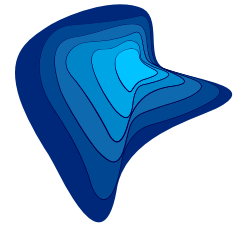
E.

Clearance

Logo clearance is simple. Use the letter 'R' from 'RMS' as a clearance guide, as depicted opposite. There must not be any interference with copy or graphics in this space.
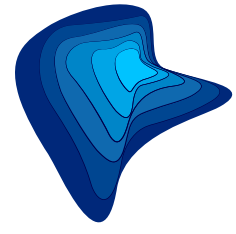
evolutionRMS 1

evolutionRMS 2

Scale

Our regular use logo has been designed to work from 25 mm or 100 px up to large scale sizes.

These sizes apply to both our RMS 1 and RMS 2 logos.

evolution RMS 1

evolution RMS 1

evolution RMS 1

evolution RMS 1

evolution RMS 1

MINIMUM: 25 mm wide

MINIMUM: 100 px wide

Corporate co-branding

Our Evolution-RMS logo is often used in conjunction with the presence of the Merck corporate brand on all front covers of communication materials.

A. The size of the Merck logo is 1/6 of the page width

B. The margins are the width of the Merck 'M' decided by the Merck logo size

C. The Evolution-RMS logo is determined by the iconmark in the logo, which is to be the height of three Merck Ms stacked and placed within the margins

D. The Merck logo is used in Rich Blue when on White, Cool or Midnight Blue backgrounds. When placed on the Rich Blue background colour, the Vibrant Cyan logo must be used

evolutionRMS 1

C.

A.

B.

D.

MERCK RICH BLUE LOGO   Merck

MERCK VIBRANT CYAN LOGO   Merck
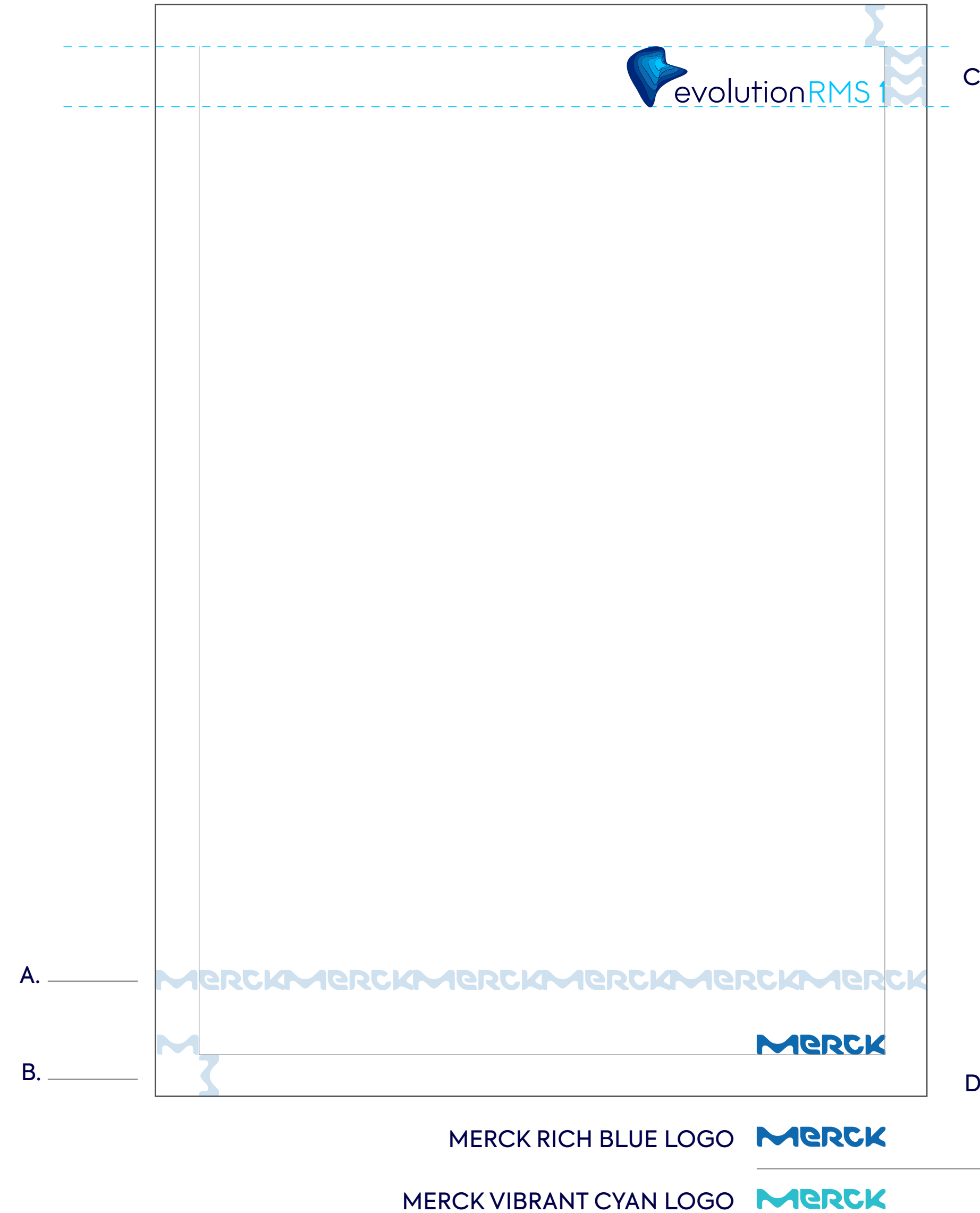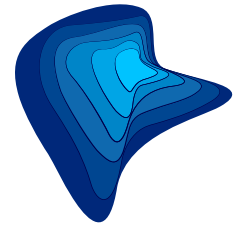
Logo placement

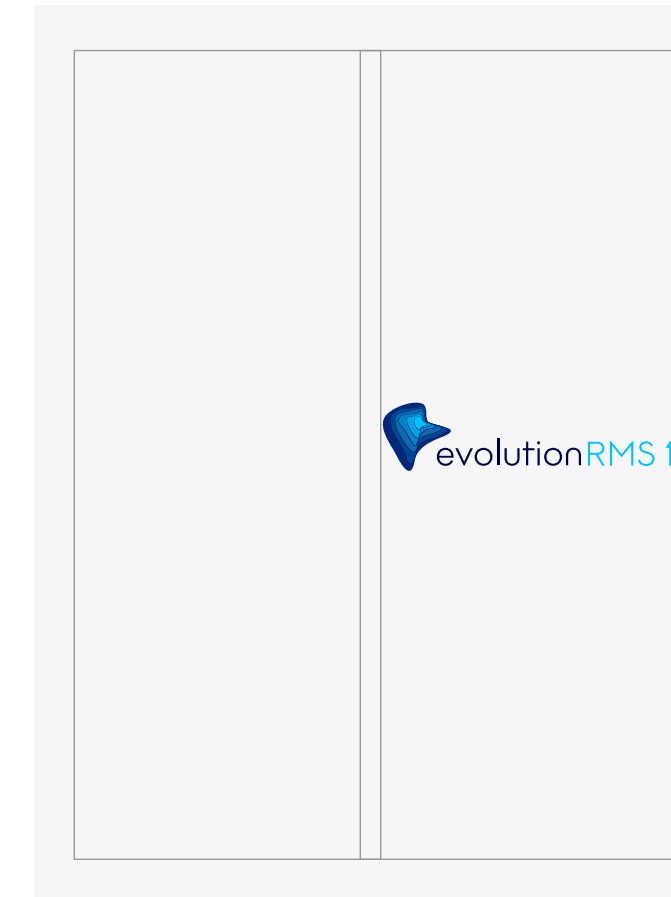Our logo has been designed for flexible placement, depending on the communication material, brand elements, photography used and corporate branding. The logo can be placed in six different areas, as demonstrated opposite.
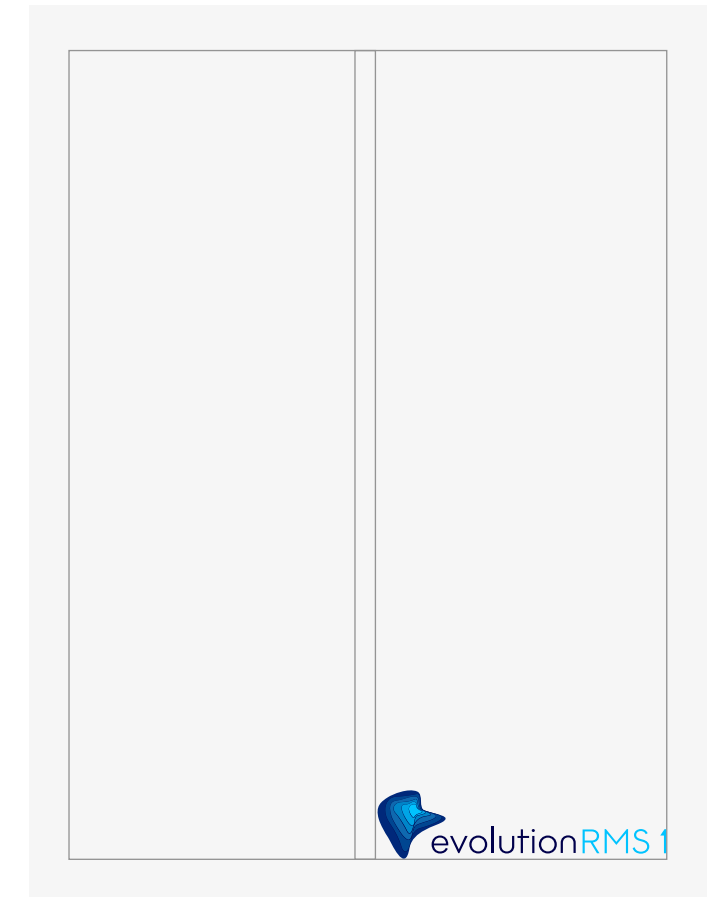
For consistency purposes, where there are a number of pages/slides, please keep the logo in a similar place throughout.
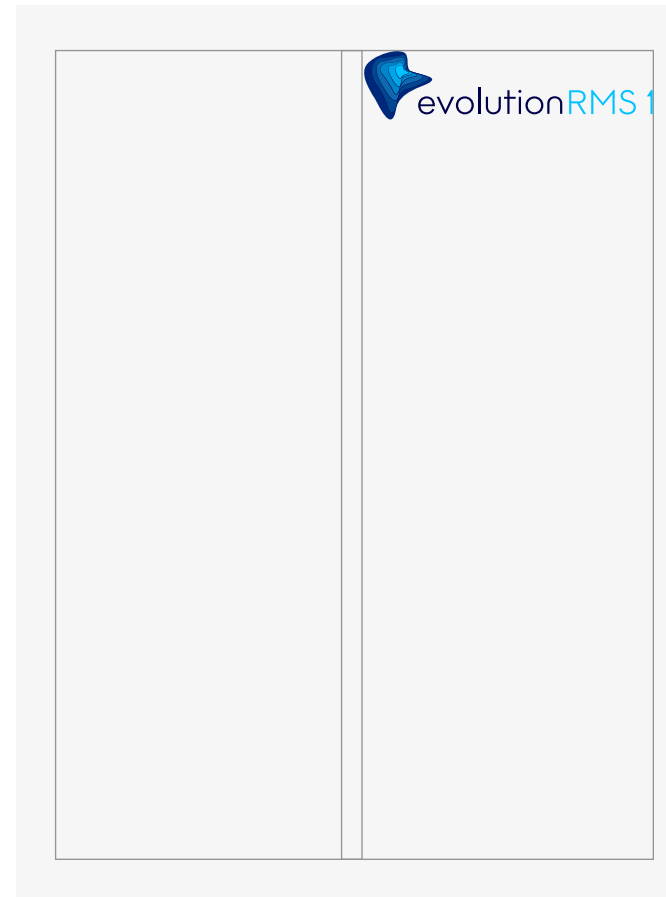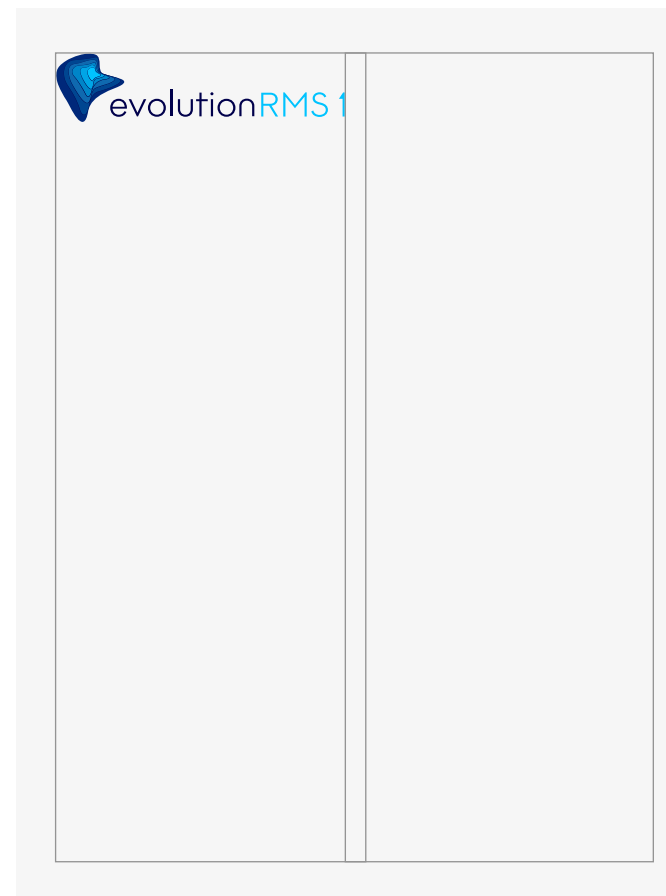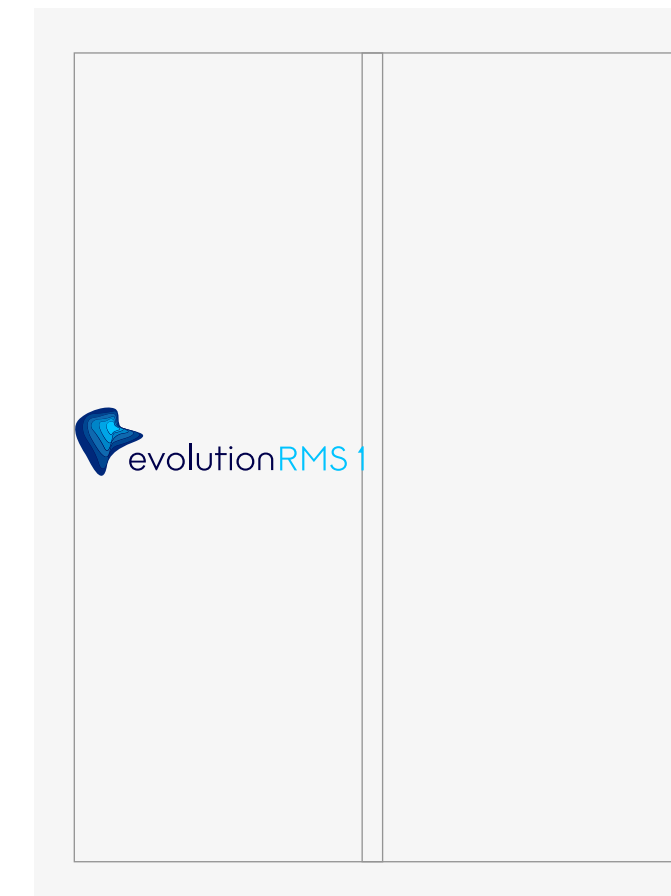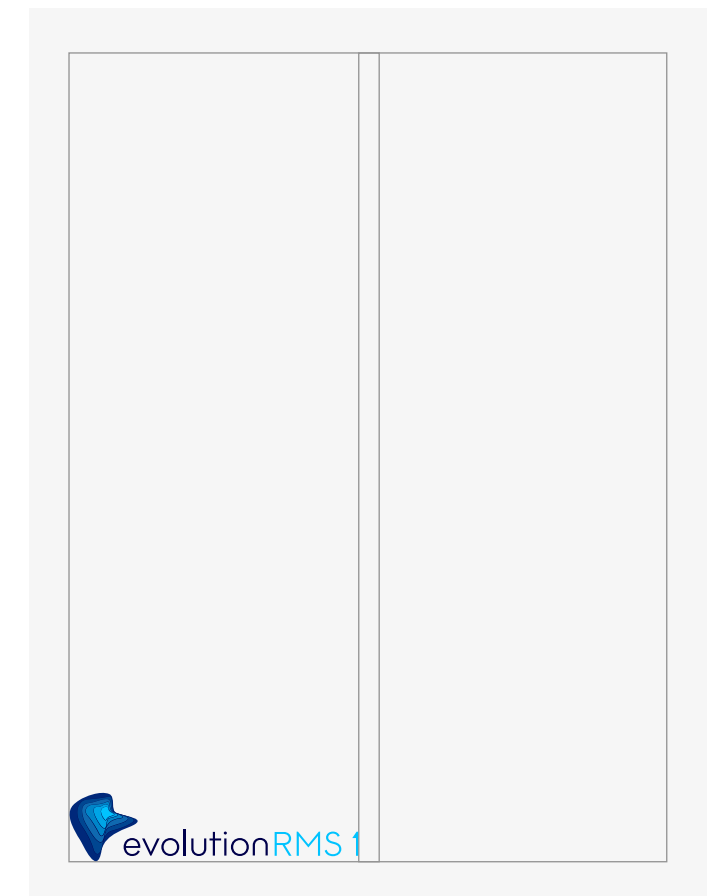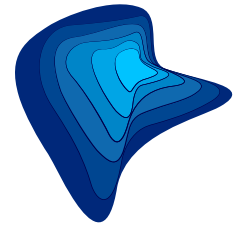
TOP RIGHT

MIDDLE RIGHT

BOTTOM RIGHT
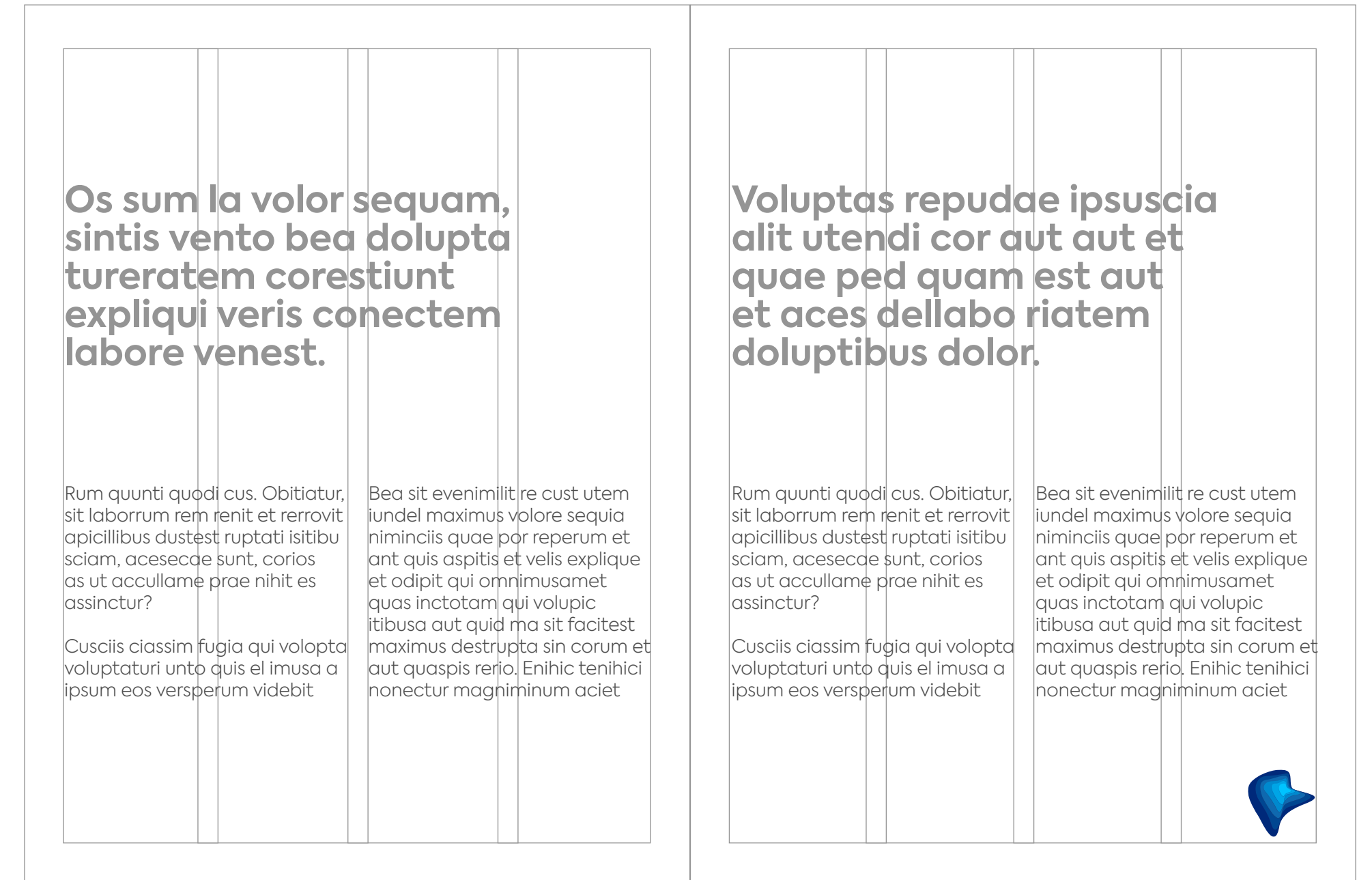
TOP LEFT

MIDDLE LEFT

BOTTOM LEFT

Using our logo icon

In some instances, the logo icon may be used in place of our logo. The icon should only be used on materials where the primary logo has a more prominent place.

Please remember, the icon acts as a replacement logo, and should not be used in conjunction with the primary logo.
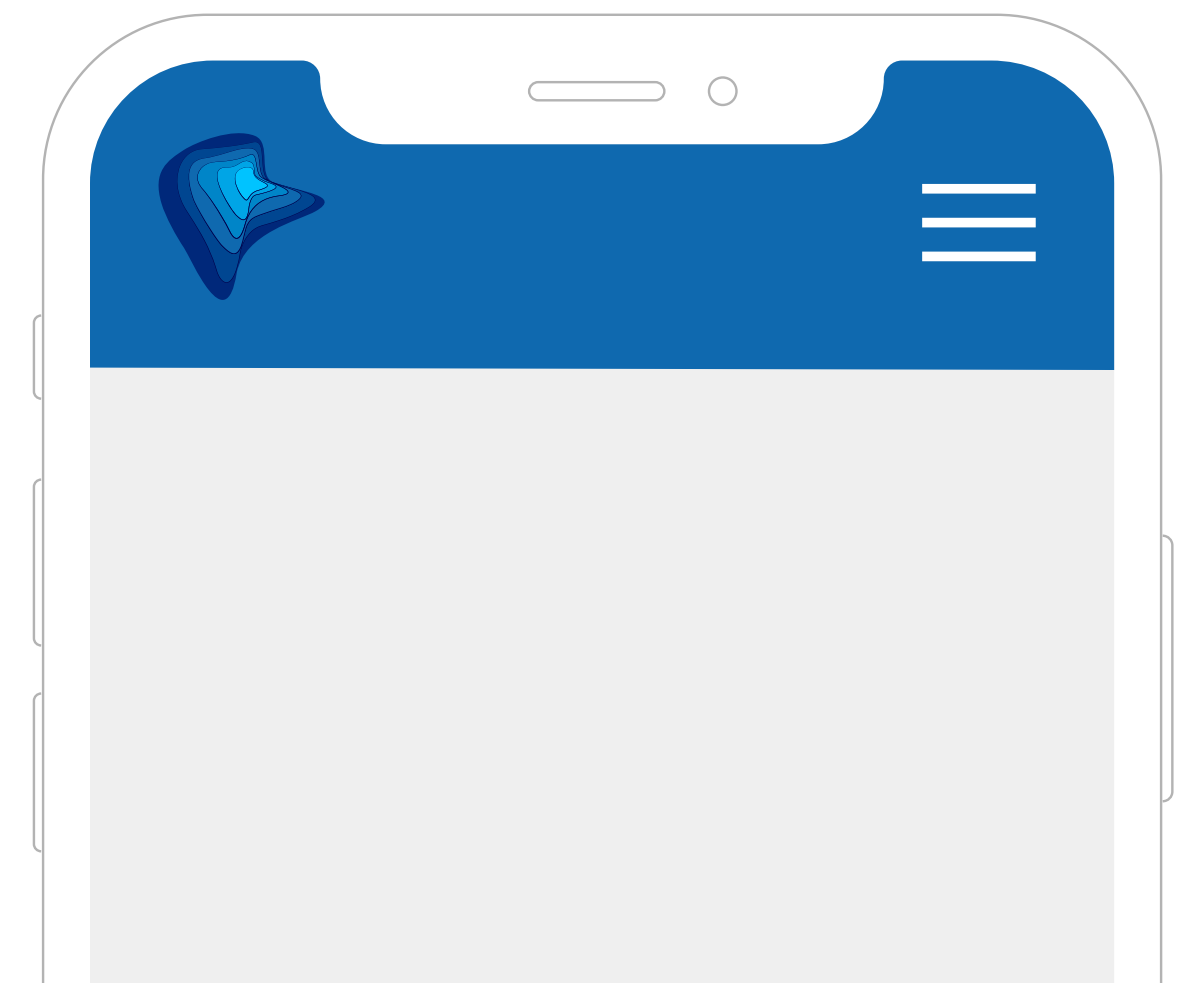
Usage examples:

A. Inside spread of a study guide (bottom right or top left corner)

B. As an app icon

C. Replace the primary logo on mobile phones (used as a responsive logo)

Os sum la volor sequam, sintis vento bea dolupta tureratem corestiunt expliqui veris conectem labore venest.

Rum quunti quodi cus. Obitiatur, sit laborrum rem renit et rerrovit apicillibus dustest ruptati isitibu sciam, acesecae sunt, corios as ut accullame prae nihit es assinctur?

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Voluptas repudae ipsuscia alit utendi cor aut aut et quae ped quam est aut et aces dellabo riatem doluptibus dolor.

Rum quunti quodi cus. Obitiatur, sit laborrum rem renit et rerrovit apicillibus dustest ruptati isitibu sciam, acesecae sunt, corios as ut accullame prae nihit es assinctur?

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A.

B.

C.

EVOLUTION-RMS IDENTITY GUIDE
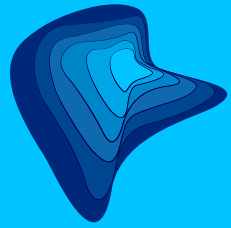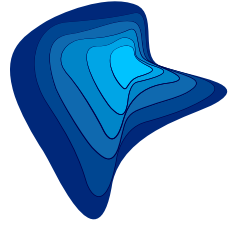
Our colours are the coolest we could find

Our colours reflect our courageous, trailblazing nature, while at the same time, staying cool. When our bold palette of contrasting blue tones is combined with white and a touch of grey, a fresh, inspiring and unique look emerges for our brand.

Primary palette

Starting with our Merck Masterbrand Rich Blue, we created a high contrast palette of Cool, Rich and Midnight Blues.

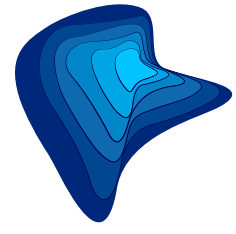These primary colours, combined with white, are the face of our brand. We encourage you to use them boldly.

75/0/0/0
0/195/255
299 C
#00c3ff

100/60/0/0
15/105/175
300 C
#0f69af

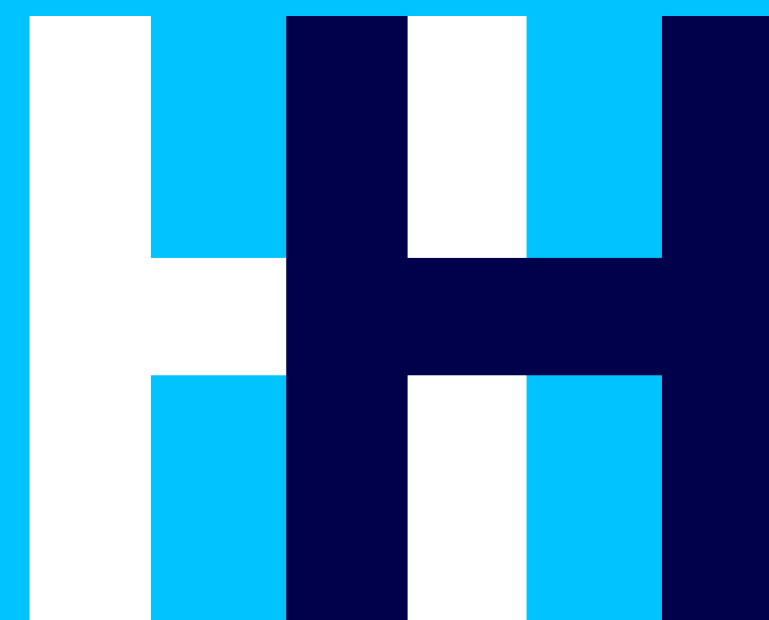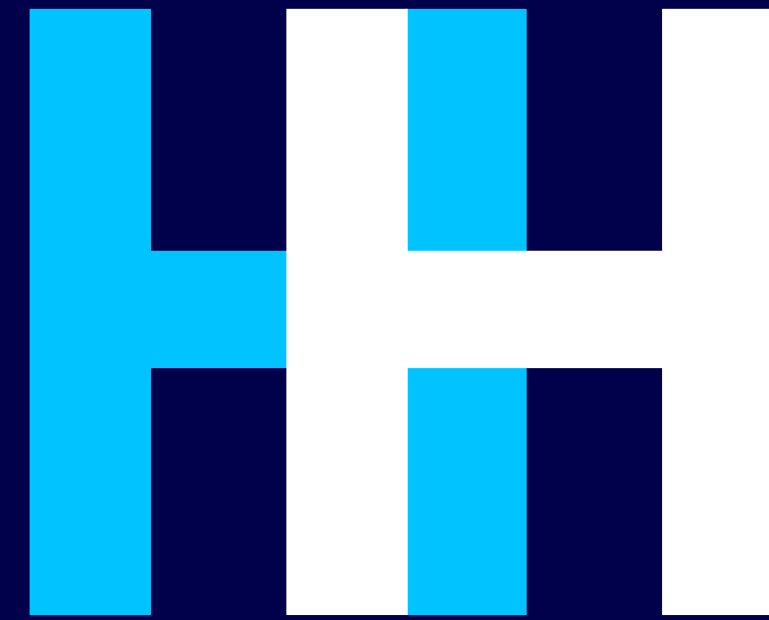100/85/0/35
0/0/75
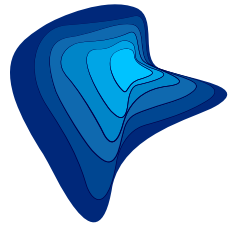281 C
#00004b

Cool Blue

Rich Blue

Midnight Blue

Colour usage

Creating contrast by combining our primary colours with white is an important part of our look, for maximum visibility and to maintain our fresh, unique look.

Secondary palette

Our secondary colour palette is born out of our logo icon and is designed to complement our primary palette.

The four secondary blues can be used to highlight copy, in tables and graphs, tabbing or generally when more colour options are needed. Used sparingly, they can be used to create a sense of energy and movement on a page.

These colours should only ever be used as a secondary option to our primary palette.

Grey is used at 100% for all body copy. Three tint options are available to use for tables, text boxes, bulletpoints or backgrounds where white seems too harsh.

Please do not use black in any full-colour Evolution-RMS communication materials.

85/15/0/0
0/165/230
#00a5e6

85/25/0/0
0/133/200
#0085c8

100/40/0/0
0/70/145
#004691

100/80/0/0
0/40/122
#00297a

0/0/0/80
77/77/77
#4d4d4d

60%

30%

10%
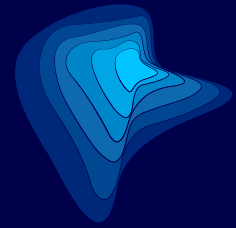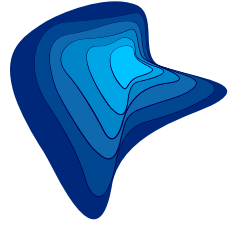
Axiforma is our voice

Axiforma is the only font we use and is at the core of our visual identity making it synonymous with our brand. It has been chosen for its consistency and clean, bold geometric cut. Axiforma is available in a variety of weights.

Hi
Hello,
Hola
Hej

Font weights in use

With five different weights to work with, we encourage you to create a typographic hierarchy on the page to allow the reader to easily find what they are looking for, navigate our content and absorb information without feeling overwhelmed.

While we encourage you to use different weights, please bear in mind that too many weights and sizes can also create confusion and messiness.

Black
Bold
Medium
Regular
Light
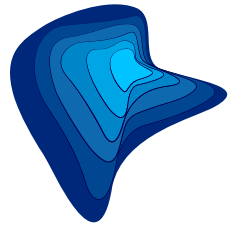
Type usage

By combining our primary colours with different weights and sizes, we can achieve a strong typographic hierarchy on a page.

We have created an example of how this can be achieved to help guide you in creating your own layouts.

All copy is set in sentence case, with the exception of small labels and navigation. When uppercase is used for navigation or labelling, please keep this consistent throughout all materials.

TITLE HEADER
Cool Blue
Bold

This headline is set in Axiforma bold text at 56 pt with 67 pt leading

HEADER
Cool Blue
Bold

This header is set at 42/50 pt

SUB HEADER
100% grey
Regular

This sub header is set in Axiforma regular at 25/30 pt

INTRO TEXT
Midnight Blue
Regular

This intro text is set in Axiforma Regular at 19/23 pt, et iusto odio dignissimos ducimus que aut at veroblanditiis pranti corrupti qu dolores quas delenti et harum molestias excepturi, similique.

BODY COPY
100% grey
Light

This bodycopy is set in Axiforma Light at 17/21 pt, vero eos et accusamus et a et et iusto dignissimos ducimus qui aut a blanditiis aut voluptatum deleniti atque corrupti quos dolores quas quae molestias excepturi cupiditate no provident, similique sunt in culpa officia deserunt mollitia laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita.

BULLET
Cool Blue

Lorem ipsuofficia deserunt mollitia laborum et dolorum fuga. Et haru quidem rerum facilis est et expedita. Nam libero tempore, cum solut eligendi optio cumque nihil q minus id quod maxime placeat pous.

SUB-BULLET
60% grey

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim.

EVOLUTION-RMS IDENTITY GUIDE
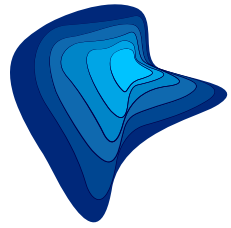
On white background

Lorem ipsum is Evolution Text

At vero eos et accusamus et iusto odio dignissim

Eheniatque non eaquat fuga. Im nim eat exped quatqui dolupa et, omnim suntem coria invendame quatem laborro mos nobitis inime simenda venduciumque volor aut inveliquas. quodictur.
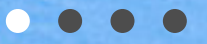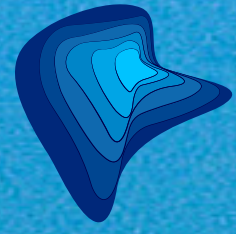
SCREENING PERIOD

Apelenim vellupt atiur, ullatur ehenim quibus apienis si non ped quissin ea nustem at que ea consequo dolupta turione volorem ium lit

- Hos ventius moltodium deortus, tusulinam publiciisque acturbem det eo acciaessula nihil horissolto Catillerum, iaequem menatus Cupio ceribus mihilisse num pratuid fueris.

- Toriculi praec vitrum se adem, stis clegit. Satuamdit, consumu ltoria interi, caede con nesi sci consula mmorenam et dienis.

  - Occus vellate peliae odi des que quaecto que volorio et magnati debit alitiossimo consed est ius ide nonet aut.

On dark background

Lorem ipsum is Evolution Text

At vero eos et accusamus et iusto odio dignissim

Eheniatque non eaquat fuga. Im nim eat exped quatqui dolupa et, omnim suntem coria invendame quatem laborro mos nobitis inime simenda venduciumque volor aut inveliquas. quodictur.

SCREENING PERIOD

Apelenim vellupt atiur, ullatur ehenim quibus apienis si non ped quissin ea nustem at que ea consequo dolupta turione volorem ium lit

- Hos ventius moltodium deortus, tusulinam publiciisque acturbem det eo acciaessula nihil horissolto Catillerum, iaequem menatus Cupio ceribus mihilisse num pratuid fueris.

- Toriculi praec vitrum se adem, stis clegit. Satuamdit, consumu ltoria interi, caede con nesi sci consula mmorenam et dienis.

  - Occus vellate peliae odi des que quaecto que volorio et magnati debit alitiossimo consed est ius ide nonet aut.
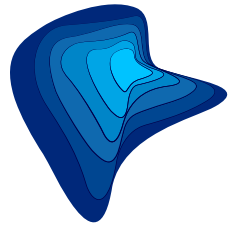
Telling stories with photography

Photography plays an important role in our visual identity, creating the human element that connects us to the right target audiences.

The following pages will help guide you in selecting the most suitable images to align with our Evolution-RMS visual identity.
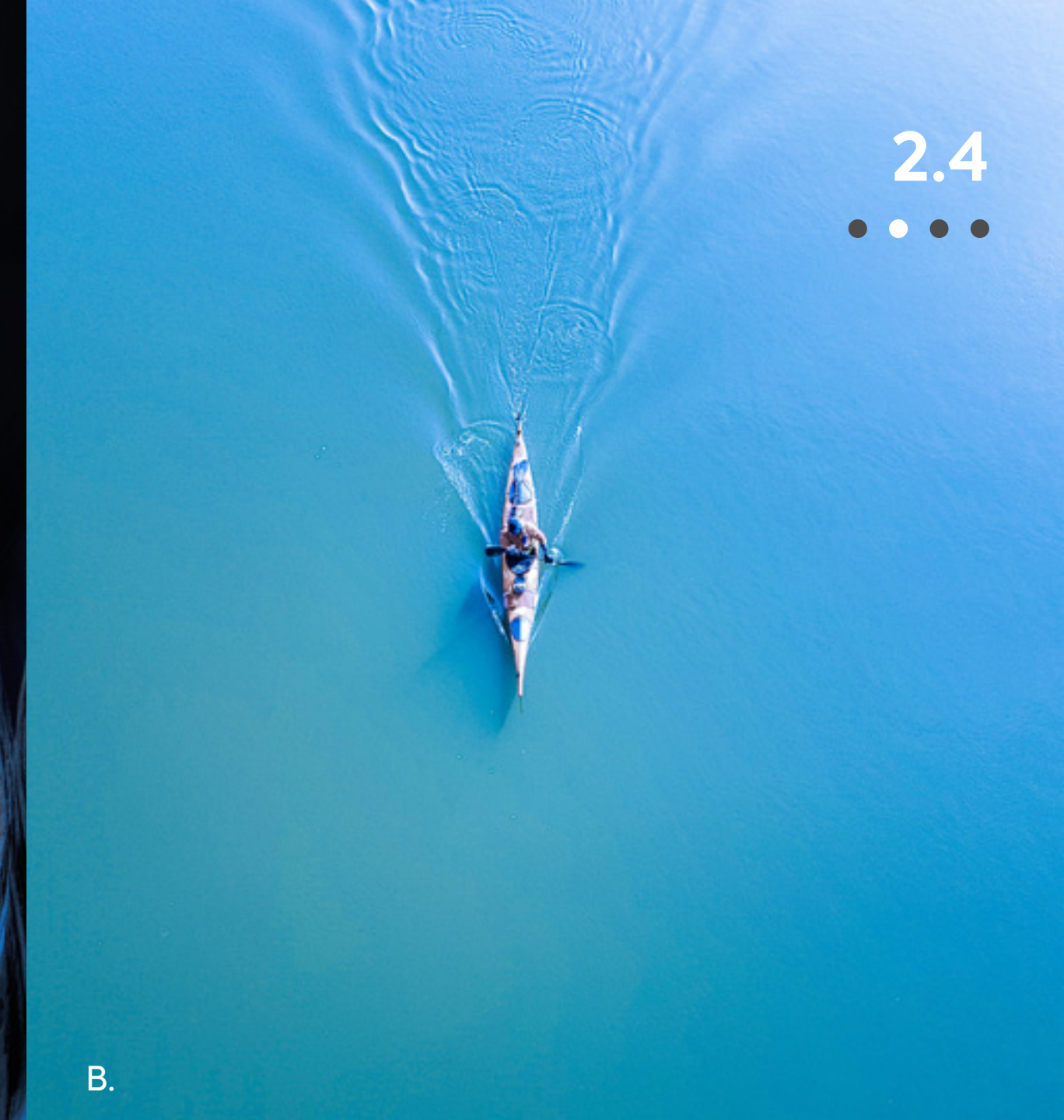
Photographic types

There are four different photographic image types that can be used in Evolution-RMS communications:

A. Natural abstract – images of natural forms that have contours/natural lines which complement our logo

B. Wide-angled outdoor – beautiful, dramatic landscape imagery combined with active people. Where possible, use couples or groups

C. Patient-focused outdoor – outdoor imagery focused on our patients being active

D. Indoor activities – indoor, natural light imagery of people getting on with daily activities. Preferably couples or groups

Photographic style

The following points are key to selecting the right photographic style for our brand:

☞ Blue should be the dominant colour throughout all imagery used. This should feel natural and not added in post-production

☞ All photography should appear to be using natural light. No harsh highlights or shadows, particularly on people's faces, or overtly staged/studio lighting

☞ Wherever possible, consider natural linework that complements our brand elements **(A & B)**

☞ Include negative space around the subject to allow for use with other brand elements like typography or our bevelled frame **(C)**

☞ Subjects should appear natural. They should not look like models, or appear to be posing or aware of the camera **(D)**

A.

B.

C.

D.
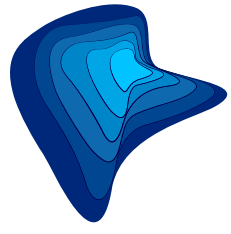
Selecting your patient

The right patient type should always be considered when selecting photography for Evolution–RMS. Below is a checklist to help guide your selection:

- No images of pregnancy, breastfeeding or young families. Patients must be on contraceptives during the study

- Our patients will be in earlier stages of MS, so please avoid patients in wheelchairs. Rather, show patients in varying degrees of being active, bearing in mind the restrictions of someone with MS

- Focus on males and females between the ages of 18 to 55 years, with a female slant

- The mix of ethnicity should be reflective of patients in local markets

- Where possible, show patients in groups, couples or (older) families
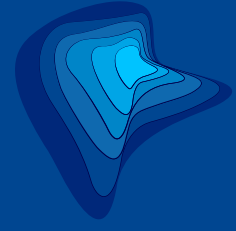
Graphic elements explained

In order to bring our visual identity to life, we have created a set of elements that complement our core brand elements and help contain and give order to our imagery, data and content.

These consist of visual frames, containers, textures, icons, graphs and tables.
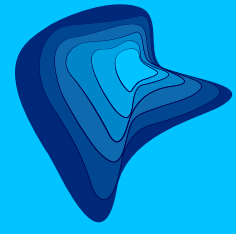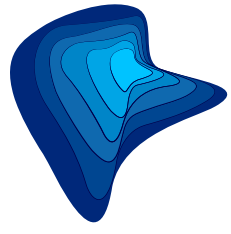
Bevelled frame

Our bevelled frame is used to create depth and texture on a page, while containing or separating imagery, flat colour and typography to create order, interest and consistency across all our materials.

Our bevelled frame is a bespoke element. Its construction and refinement means its shape cannot be re-drawn or altered.

The bevelled frame is available for use in RGB and CMYK.

Please contact your global commercial lead to download the full graphic elements set.

Bevelled frame versions

In order to create consistency, but also allow each design an individual look, we have created four different frames to work with:

1.A Created from the 'inner R' shape from our logo, containing four editable layers

1.B A more subtle version of **1.A**

2.A Created from the 'outer R' shape from our logo, containing four editable layers

2.B A more subtle version of **2.A**

This element is available to use and edit in the 'Background elements' inDesign file, it contains multiple linked Illustrator files. A pdf file containing instructions for use of layers can be found in the enclosing folder.

1. A

1. B

2. A

2. B
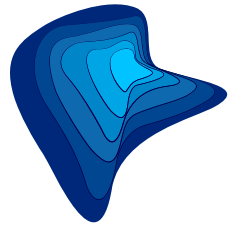
Usage: colour and imagery

Each frame consists of four editable layers:

1. **Primary layer.** This is where the majority of your elements will be placed. This layer can be used to contain an image, a primary colour or plain white **(edited in the inDesign file)**

2. **Contour layer one.** This is a colour layer used to create depth. Please use a primary colour to fill this layer **(edited in the Illustrator file)**. Choice of colour will depend on what you have used your primary and base layers for

3. **Contour layer two.** Used in the same way as contour layer one. The same colour can be used or a different primary colour may be chosen **(also edited in the Illustrator file)**

4. **Base layer.** The innermost layer which can contain an image, primary colour or plain white **(edited in the inDesign file)**. Text may also be placed on this layer

Please use any combination of image and flat colour shown on the right. Do not place an image on both the primary and base level at the same time.
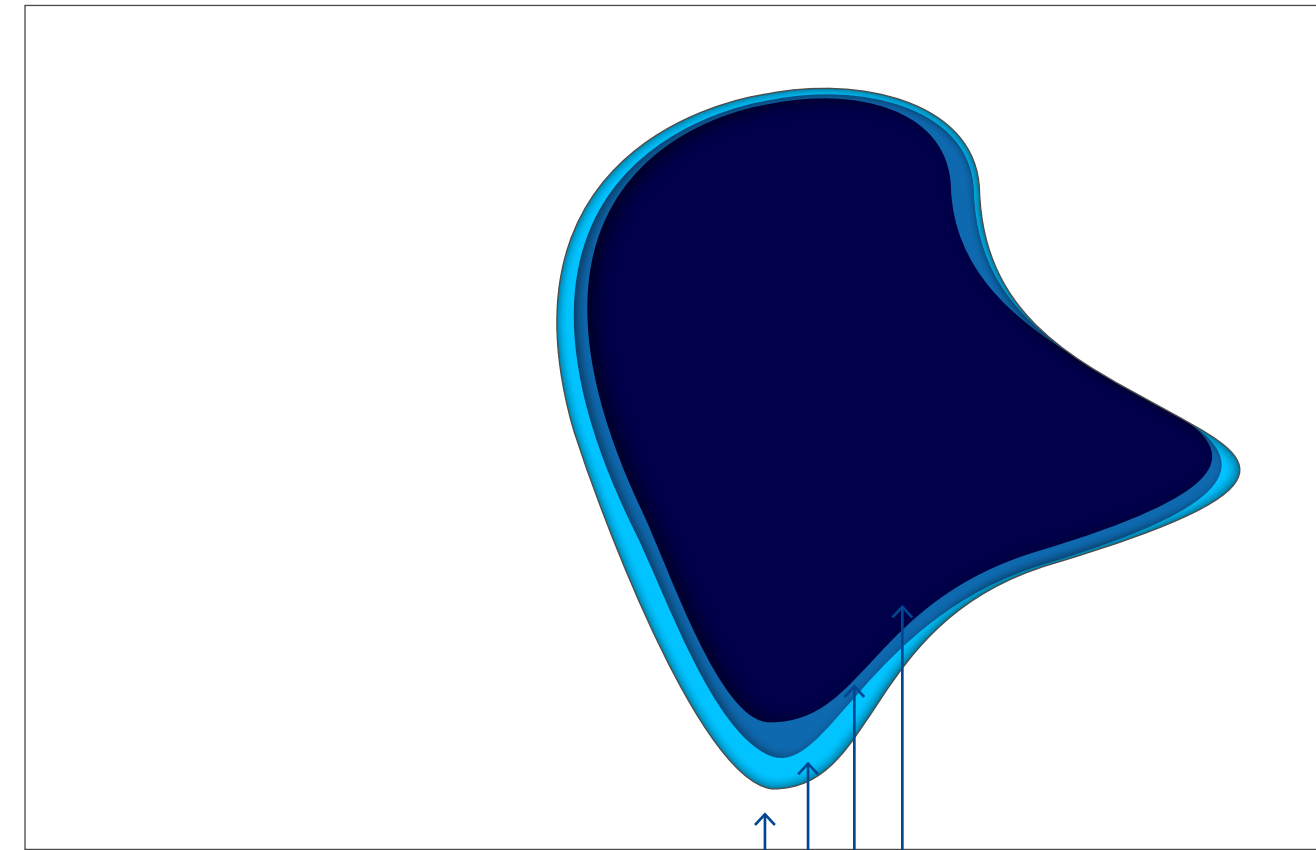
1.

2.

3.

4.

FLAT COLOUR ON FLAT COLOUR

**FLAT COLOUR ON IMAGE**

IMAGE ON FLAT COLOUR
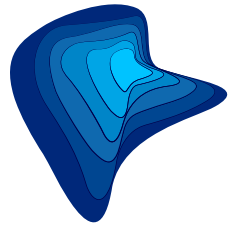
Usage:
crops and sizing

To offer even more flexibility to our visual identity, our bevelled frames may be enlarged and cropped on a page to allow for more dynamic layouts.

The same usage rules apply to colour and image when enlarging the crop.

Please note that the bevelled frame should not be rotated in order to visually connect the frame and logo.
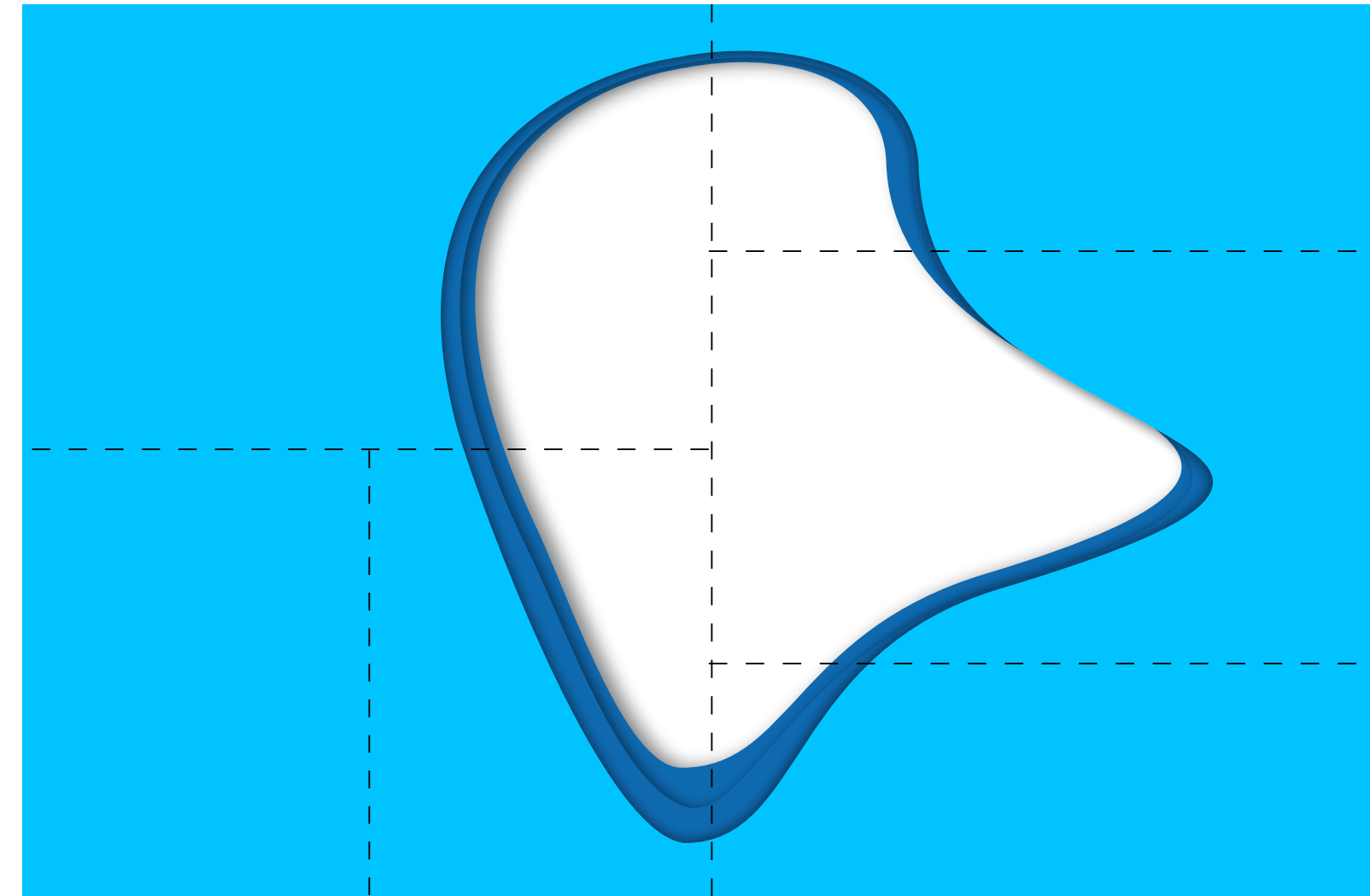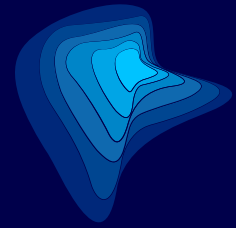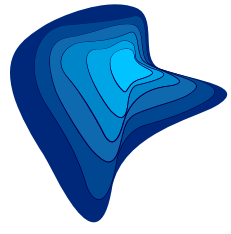
Contour texture

Our contour texture is a background element used to bring a more dynamic feel to pages with little information or elements. It also helps to create a strong connection to our logo concept and brand essence.

Our contour texture is a bespoke element. Its construction and refinement means its shape cannot be re-drawn or altered.

The contour texture is available for use in RGB and CMYK.

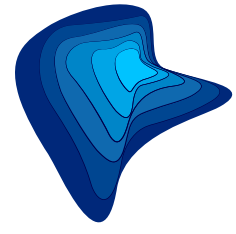**Please contact your global commercial lead to download the full graphic elements set.**

Usage:
colour and scale

Our contour texture can be used with any combination of our primary colour palette and white.

The texture has been designed to be used at different sizes depending on your design needs. It should always bleed off a minimum of two edges in any single layout.

This element is available to use and edit in the 'Background elements' inDesign file.
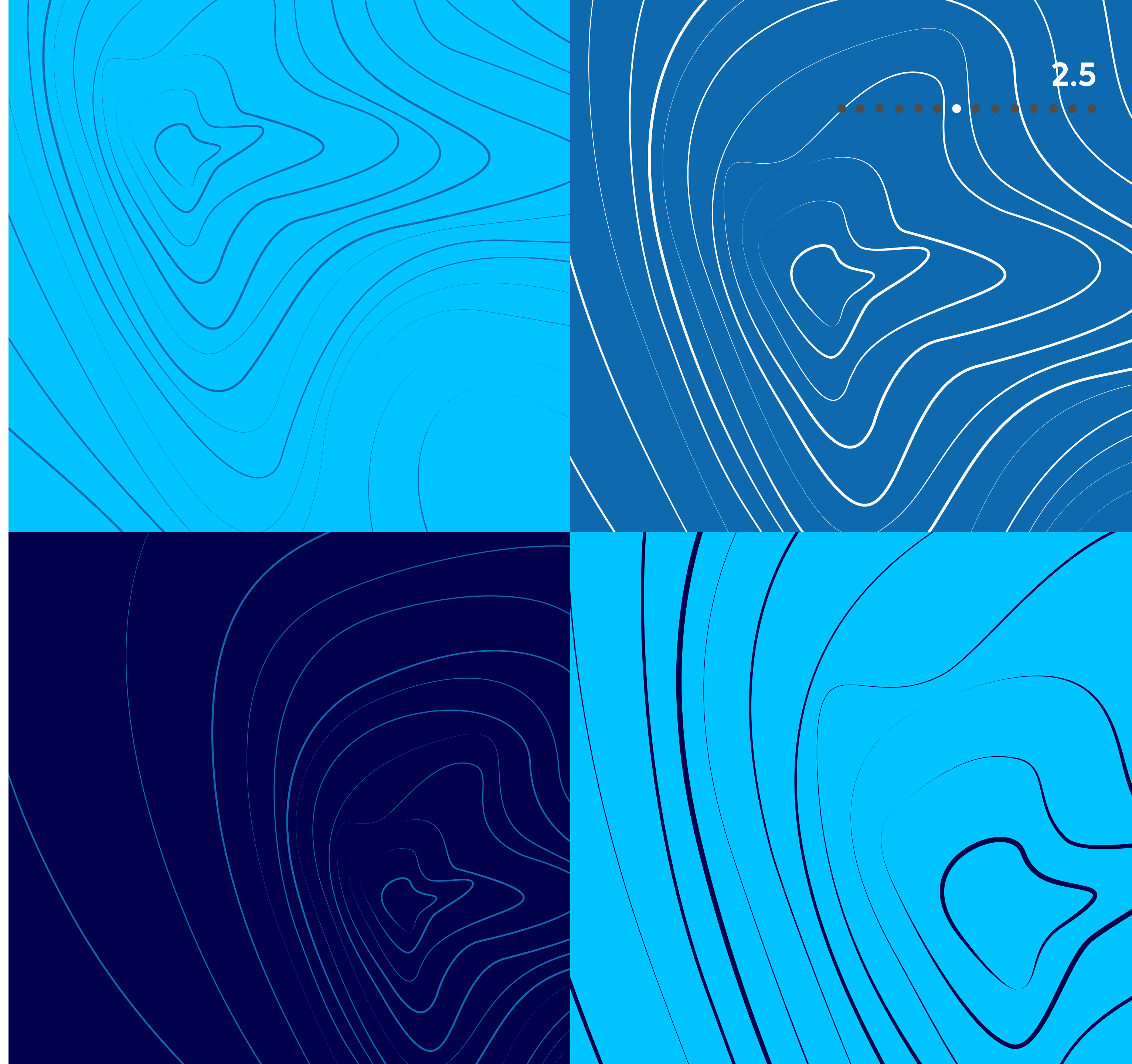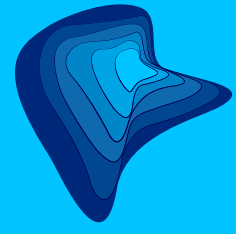
Combined frame

Using both our bevelled frame and our contour texture, we have created a combined element to offer the best of both worlds.

Our combined frame is a bespoke element. Its construction and refinement means its shape cannot be re-drawn or altered.

The combined frame is available for use in RGB and CMYK.

Please contact your global commercial lead to download the full graphic elements set.
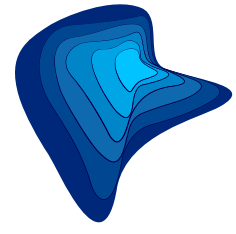
Combined frame usage

A combined frame has been created for each of the four bevelled frames.

The same usage rules for our bevelled frames and contour textures apply to our combined frames. This means, various combinations of primary colours, imagery and white, as well as sizing and scaling, may be used to create a bespoke element for your design.

This element can be found as an additional layer in the downloadable 'Background elements' inDesign file.
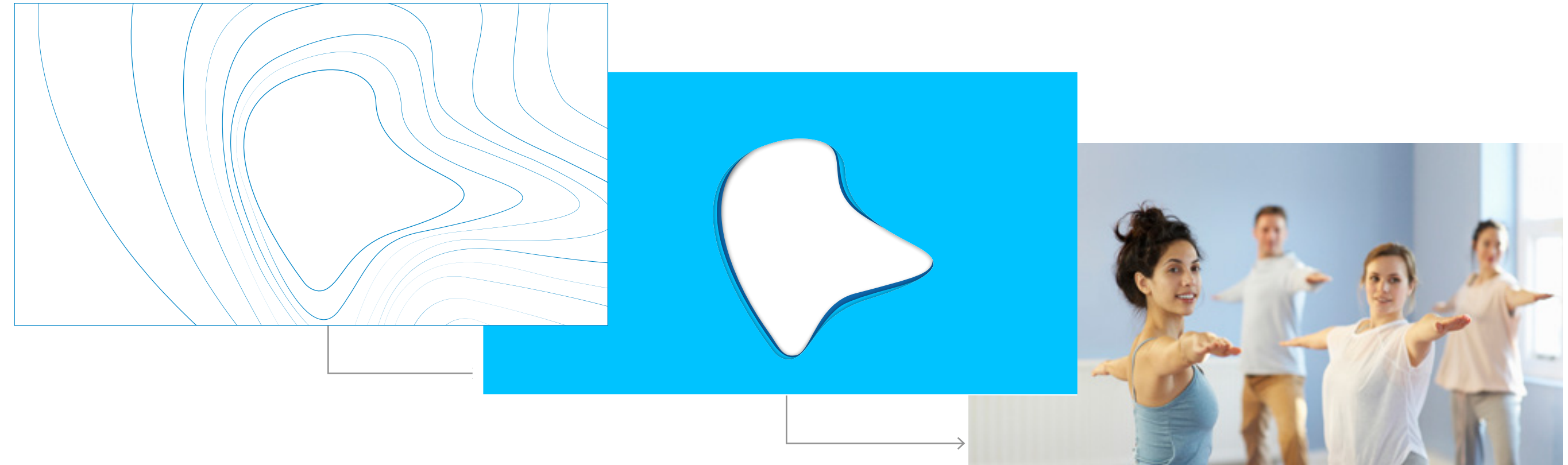
Call-out frame

Our call-out frame is an element that can be used to highlight or frame key data and information.

There are two shape options available (**A & B**). The frame may be used at a size big enough to house the necessary data and may also be rotated to fit the data.
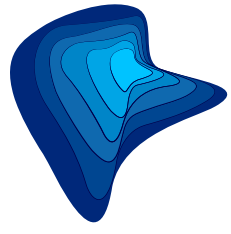
If the frame is used on a plain background and is not rotated, the call-out frame may be matched up with the background texture to direct the eye to the contained information. Given the texture cannot be rotated, neither can the call-out frame when combining the two.

Our call-out frame is a bespoke element. Its construction and refinement means its shape cannot be re-drawn or altered.

This element is available to use and edit in the 'Graphic elements' inDesign file.

Please contact your global commercial lead to download the full graphic elements set.

PERSPICIATIS UNDE OMNIS ISTE NATUS ERROR SIT VOLUPTATEM

Nemo enim ipsam voluptatem voluptas sit aspernatur aut

A.

72%

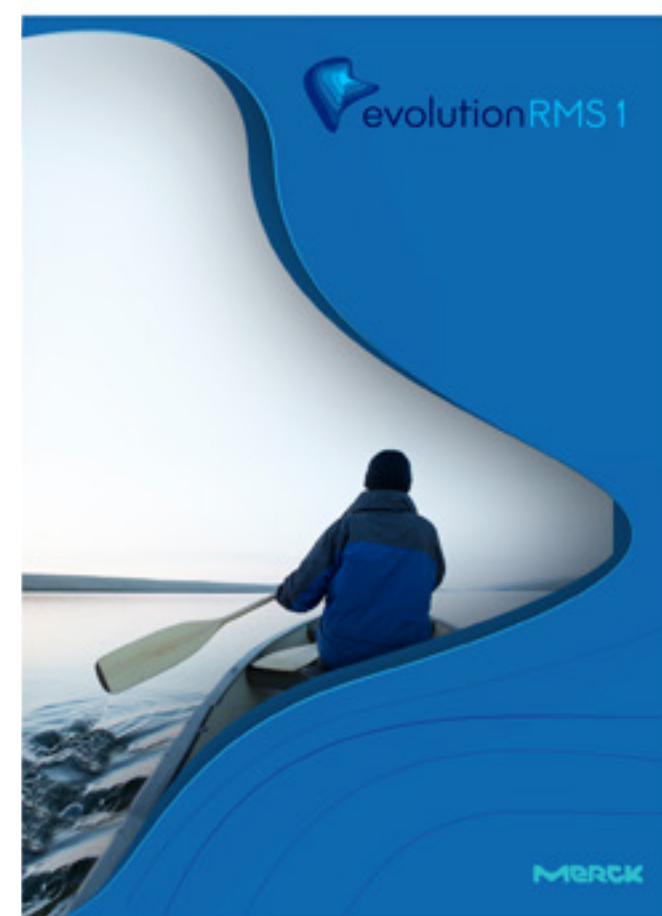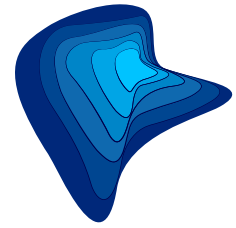Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit fugit, sed quia

B.
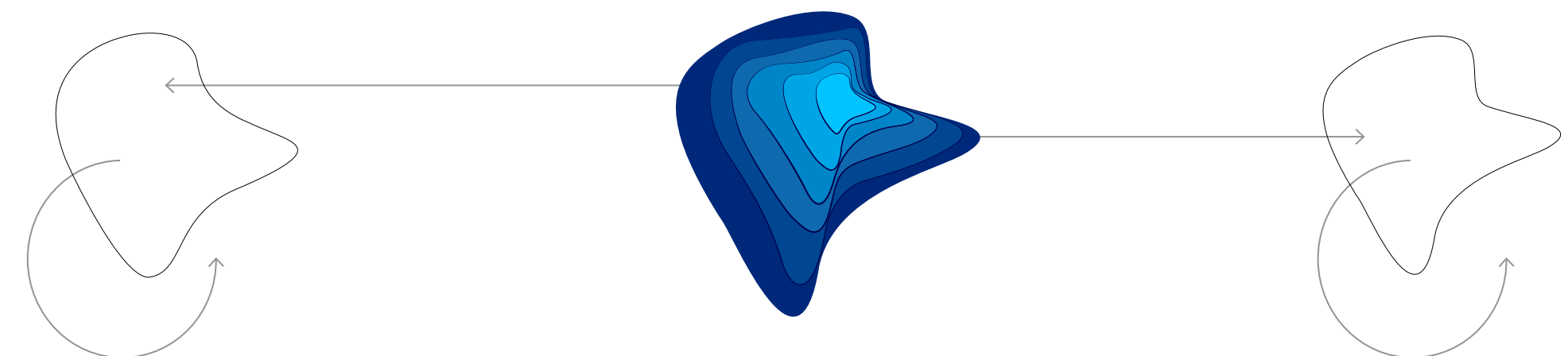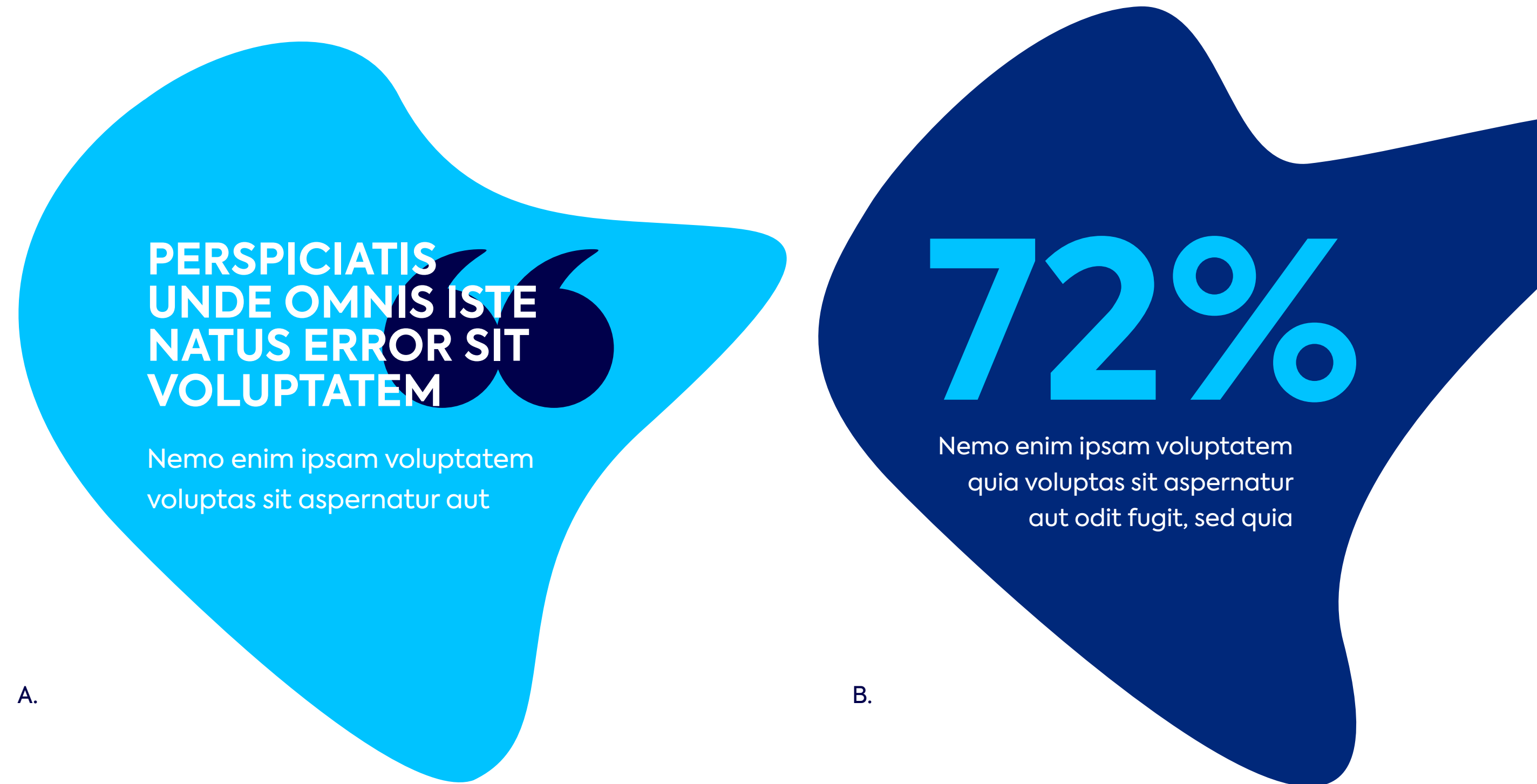
Visual architecture

With all of the brand elements discussed so far, you have the tools to create bold, dynamic and distinctive designs that feel unique, whilst also feeling part of a bigger brand.

This is demonstrated opposite, with more layouts provided in the examples section.

Icons

The Evolution-RMS icons have been carefully designed to ensure their meaning is universally clear. Our icons are designed with simplicity as the key focus. Just enough detail is used to ensure clarity and understanding without trying to over-explain.
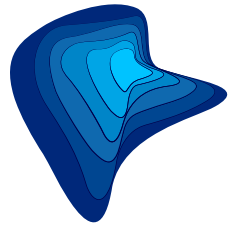
Our icons are designed to be used with any of our three primary colours on white, or on a contrasting primary colour background.

To create even more visual impact, icons may be used with an outline of our call-out box in the background, using a contrasting primary colour. Only use the call-out linework if you have three icons or less on one page.

To maintain the simplicity of the icon design, please ensure icon size and stroke width is consistent across a single item of communication.

Use only one icon for each message and do not change the meaning of an icon across a series of communications.
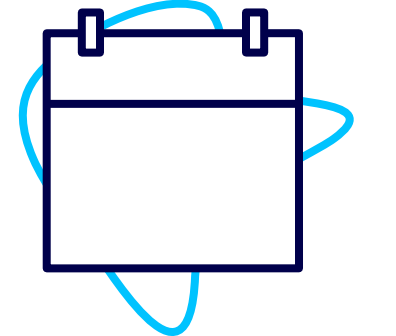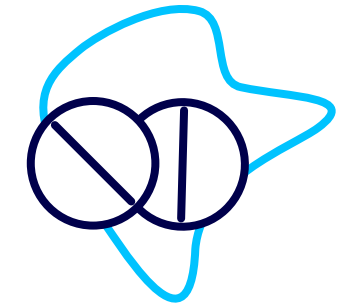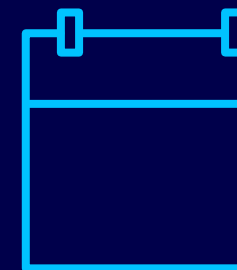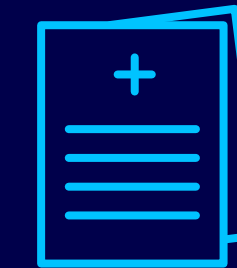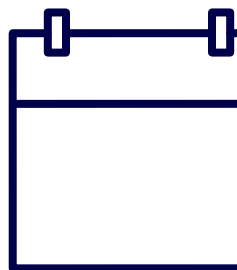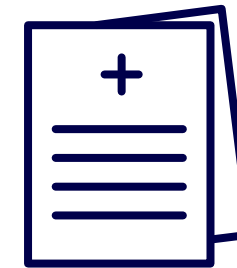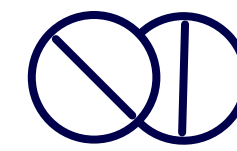
Graphs, charts and tables

We have created a distinct style for graphs, charts and tables to represent our data. This helps to visually connect our data to our brand, while also making it clear and uncomplicated to read.

The three style templates are available for download.

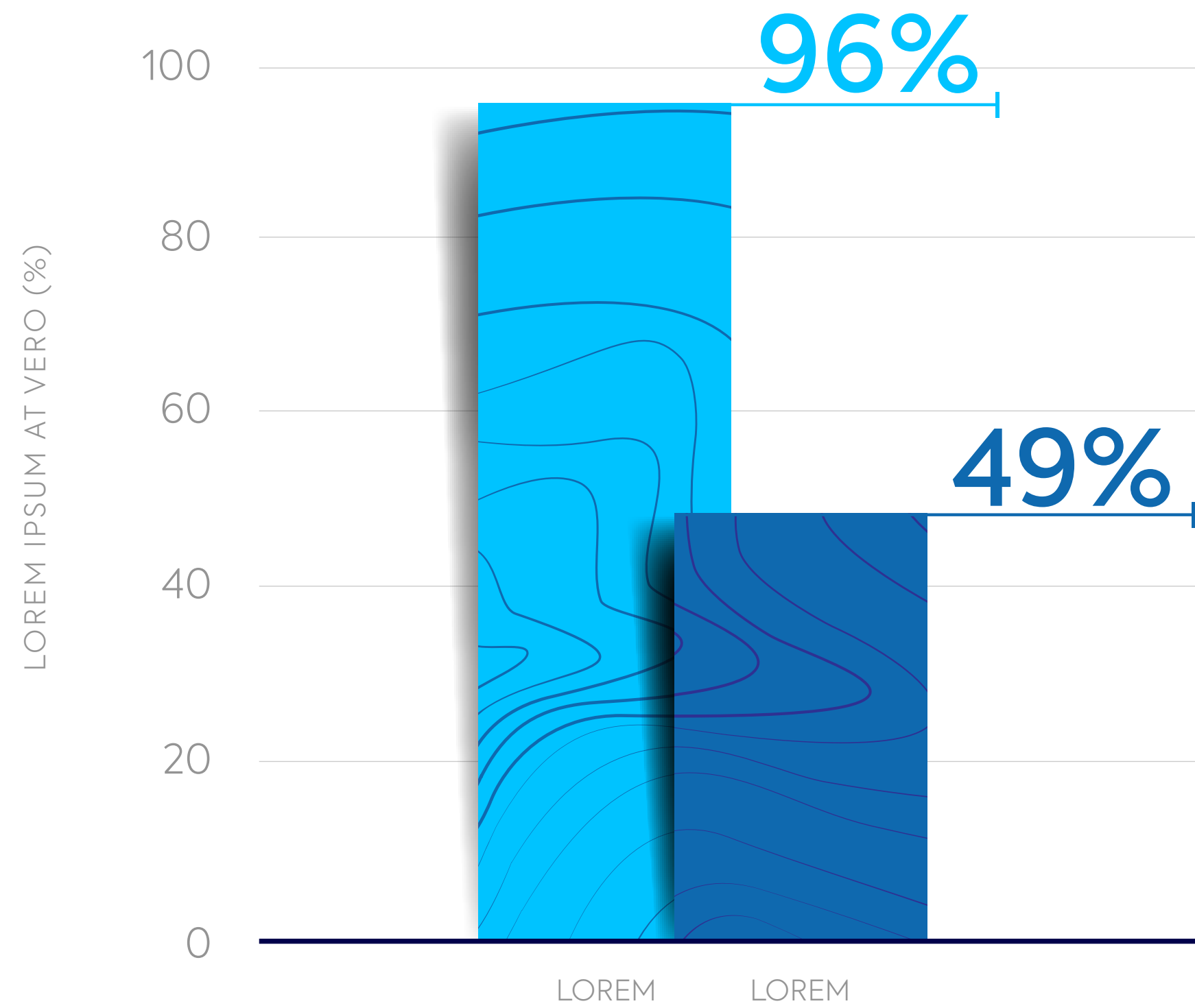**This element is available to use and edit in the 'Graphic elements' inDesign file.**

Please contact your global commercial lead to download the full graphic elements set.

LOREM   LOREM   LOREM   LOREM   LOREM
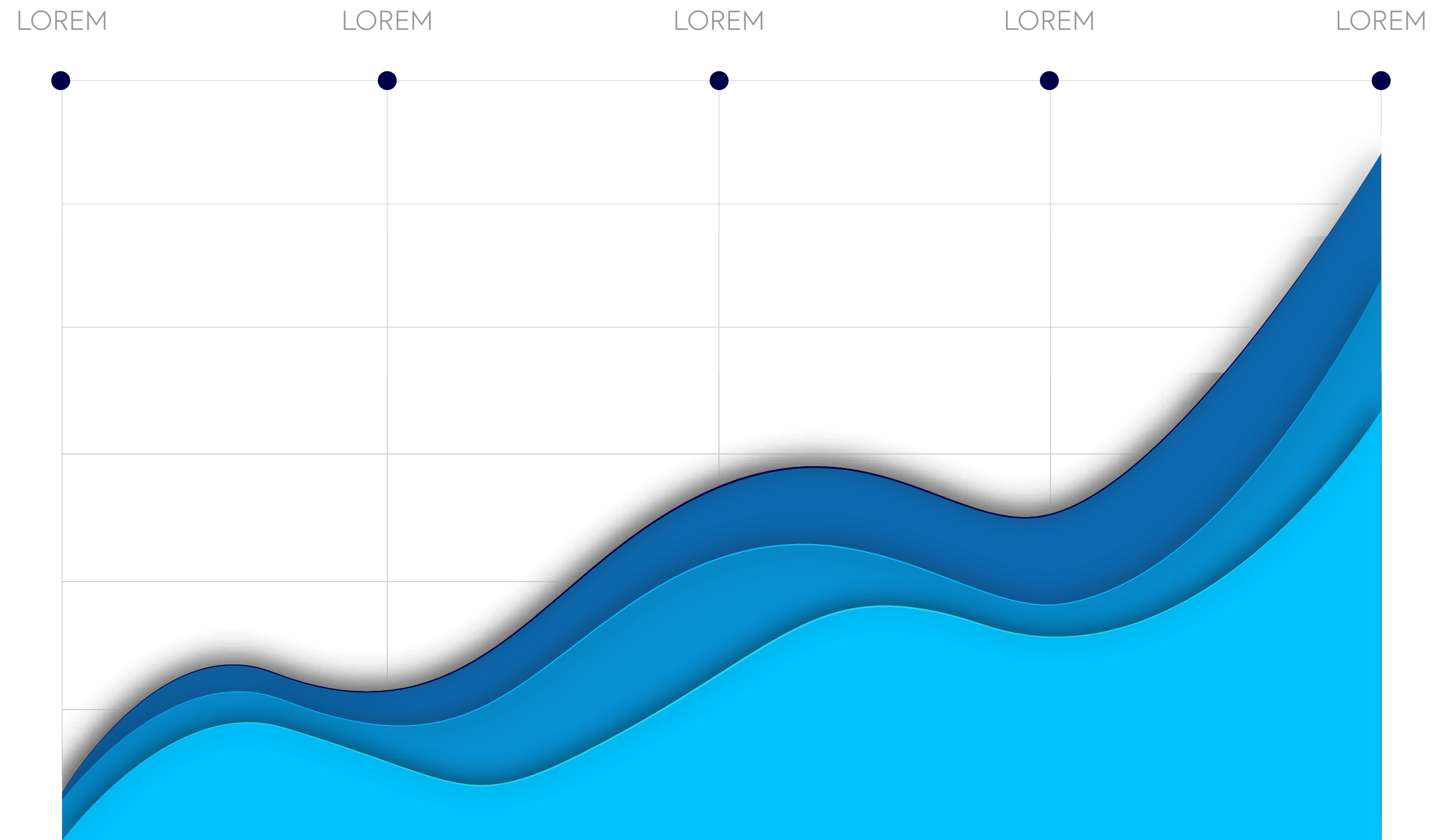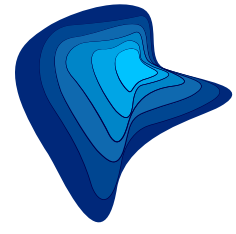
BRAND IMPLEMENTATION
## Graphic elements

96%

49%

LOREM IPSUM AT VERO (%)

LOREM   LOREM

What to expect at your study visits:
### Screening and Year 1 of treatment period

This table shows which study assessments and procedures you will have at each
of your study visits during the screening period and Year 1 of the treatment period.

STUDY PERIOD	SCREENING	TREATMENT PERIOD				
VISIT NUMBER	1	2	3	4	5	6
WEEK		0	2	4	8	12
Sed ut perspiciatis unde omnis		✓	✓			
Lorem ipsum dolor sit amet consectetur	✓		✓			
Adipiscing elit sed do eiusmod tempor	✓		✓			
Laudantium totam rem aperiam		✓				
Nemo enim ipsam voluptatem		✓				
Neque porro quisquam est qui dolorem		✓				
Ut enim ad minima veniam					✓	
LOREM IPSUM DOLOR						
At vero eos et accusamus				✓		✓
Et harum quidem rerum facilis	✓	✓	✓			
Nam libero tempore cum soluta	✓	✓		✓		
Temporibus autem quibusdam et aut officiis	✓		✓			
Lorem ipsum dolor sit amet, consectetur adipiscing			✓			
LOREM IPSUM DOLOR						
Sed ut perspiciatis unde omnis	✓					
Lorem ipsum dolor sit amet, consectetur adipiscing	✓	✓	✓		✓	
LOREM IPSUM DOLOR						
At vero eos et accusamus et iusto odio dignissimos					✓	
Nam libero tempore	✓		✓		✓	
Temporibus autem quibusdam et aut	✓					
Lorem ipsum dolor sit amet, consectetur adipiscing	✓				✓	
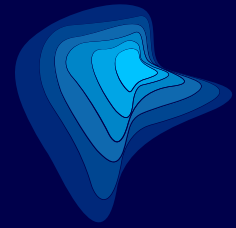
Brand Examples

The following visuals, based on real-life communication materials, are best-in-class examples of how our brand elements can be used together to create materials that bring our brand to life, are user-friendly and visually communicate to HCPs and patients that a different and exciting new treatment option is being trialled.
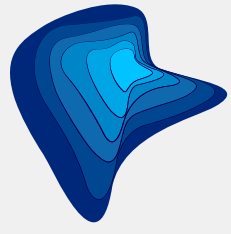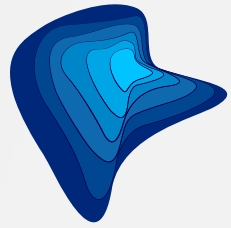
Study guide

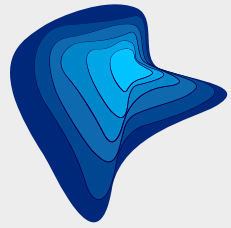Front and back cover

Study guide
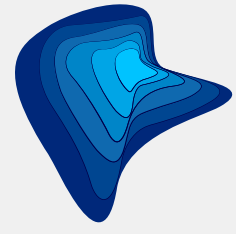
Spread examples

Overview

Kitbox

Sliding box with sleeve

Patient visit reminder card

Front and reverse

VISIT REMINDER CARD

VISIT REMINDER CARD

evolutionRMS 1
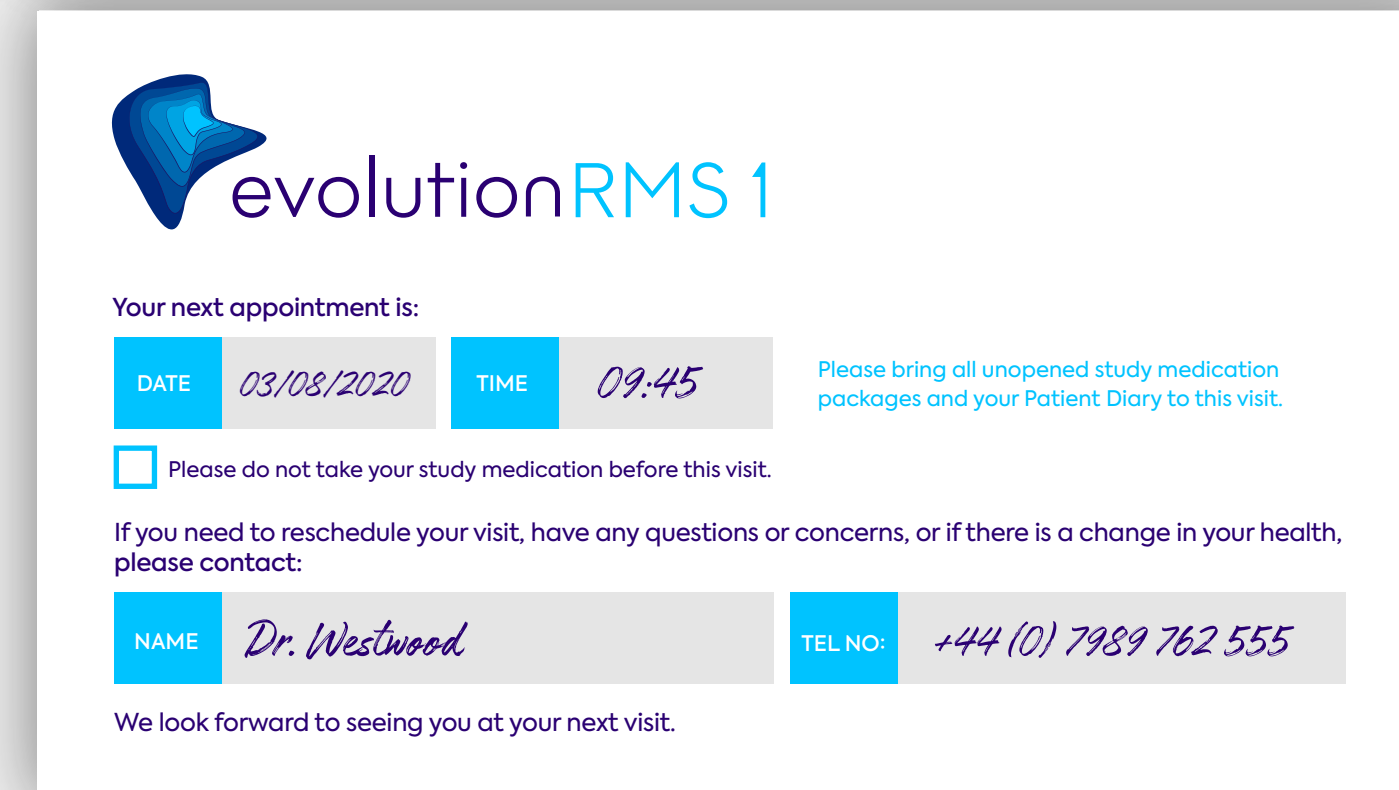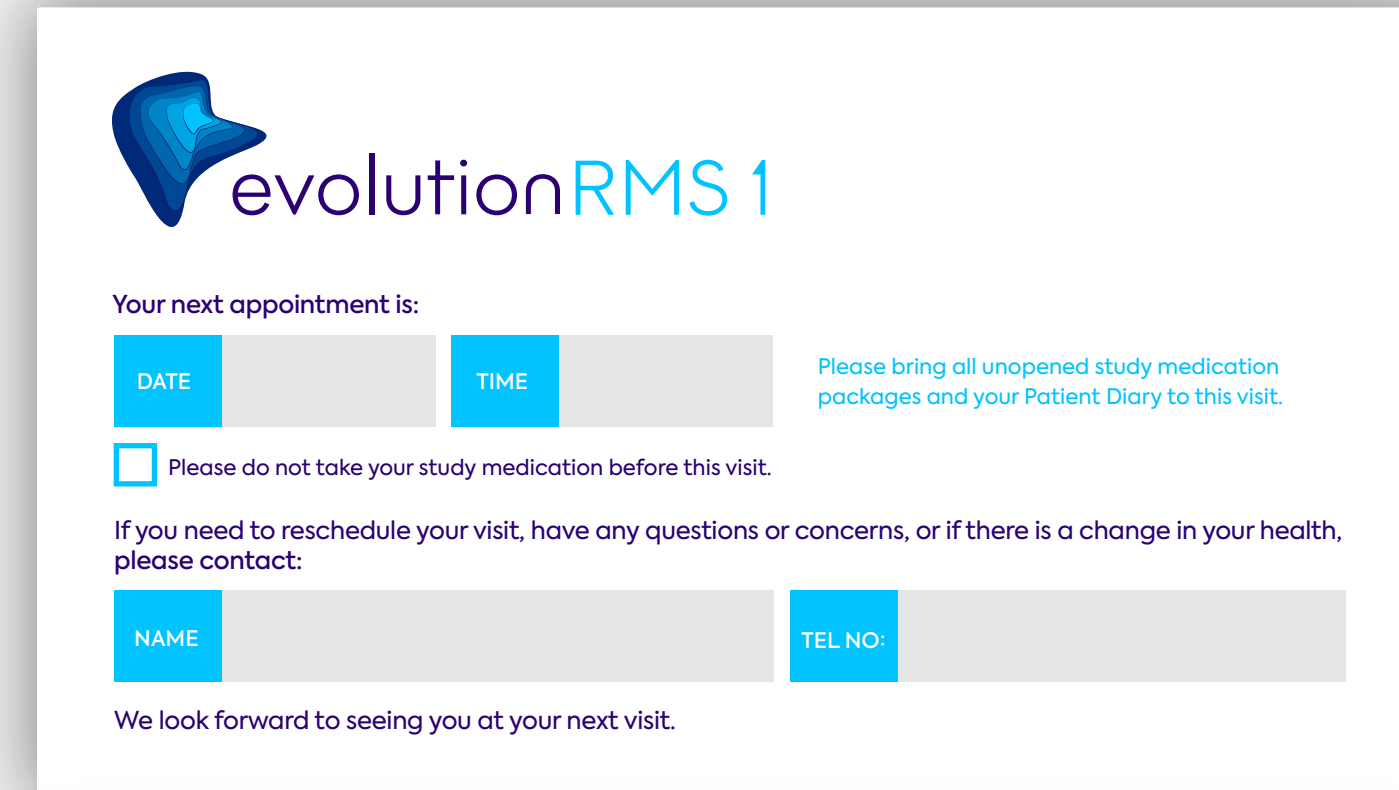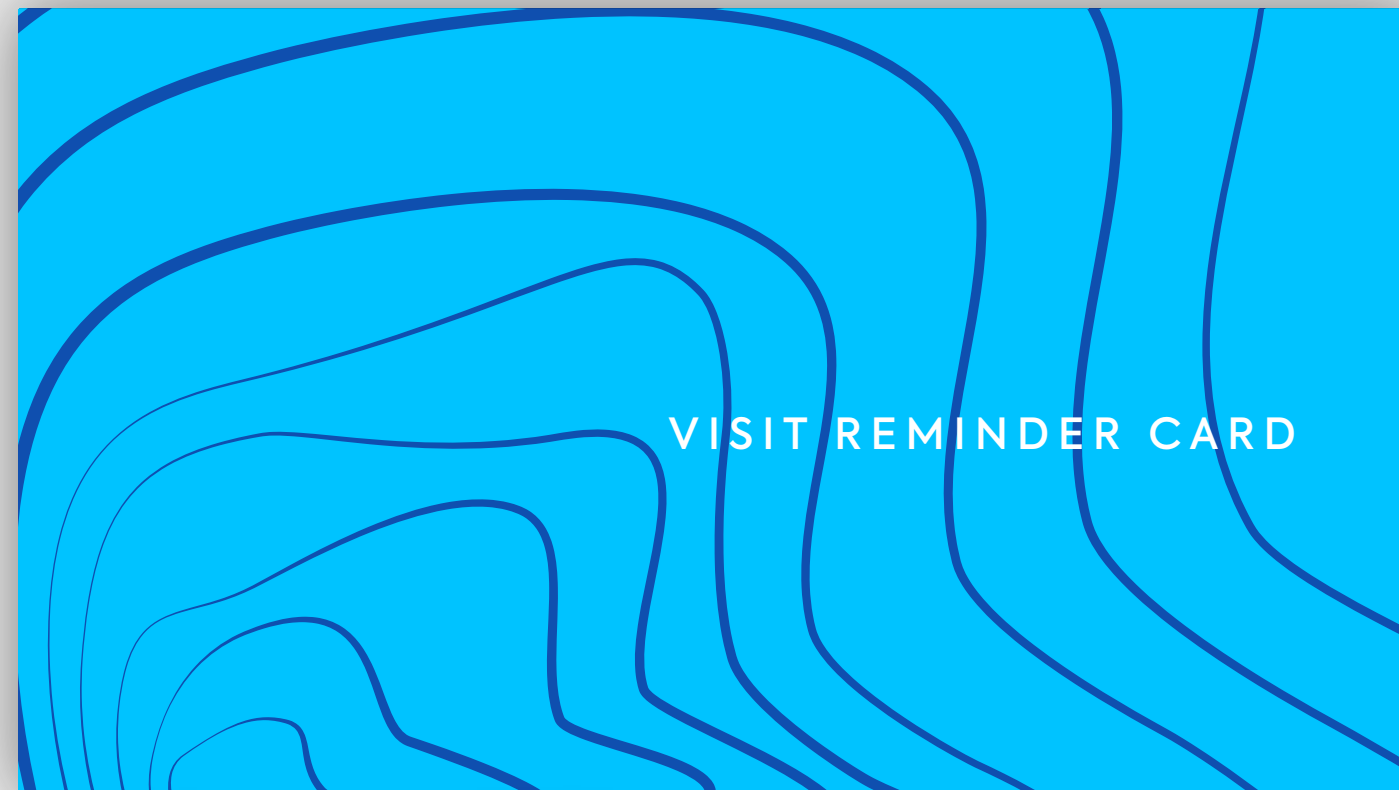
Your next appointment is:

DATE		TIME	

Please bring all unopened study medication packages and your Patient Diary to this visit.

☐ Please do not take your study medication before this visit.

If you need to reschedule your visit, have any questions or concerns, or if there is a change in your health, please contact:

NAME		TEL NO:	

We look forward to seeing you at your next visit.

evolutionRMS 1

Your next appointment is:

| DATE	03/08/2020	TIME	09:45

Please bring all unopened study medication packages and your Patient Diary to this visit.

☐ Please do not take your study medication before this visit.

If you need to reschedule your visit, have any questions or concerns, or if there is a change in your health, please contact:

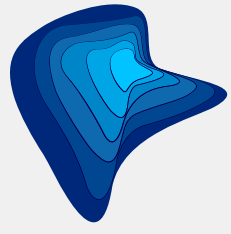| NAME	Dr. Westwood	TEL NO:	+44 (0) 7989 762 555

We look forward to seeing you at your next visit.
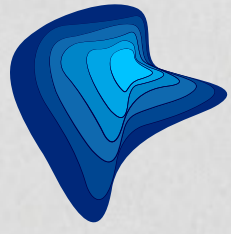
Letterhead

Double and single-sided A4
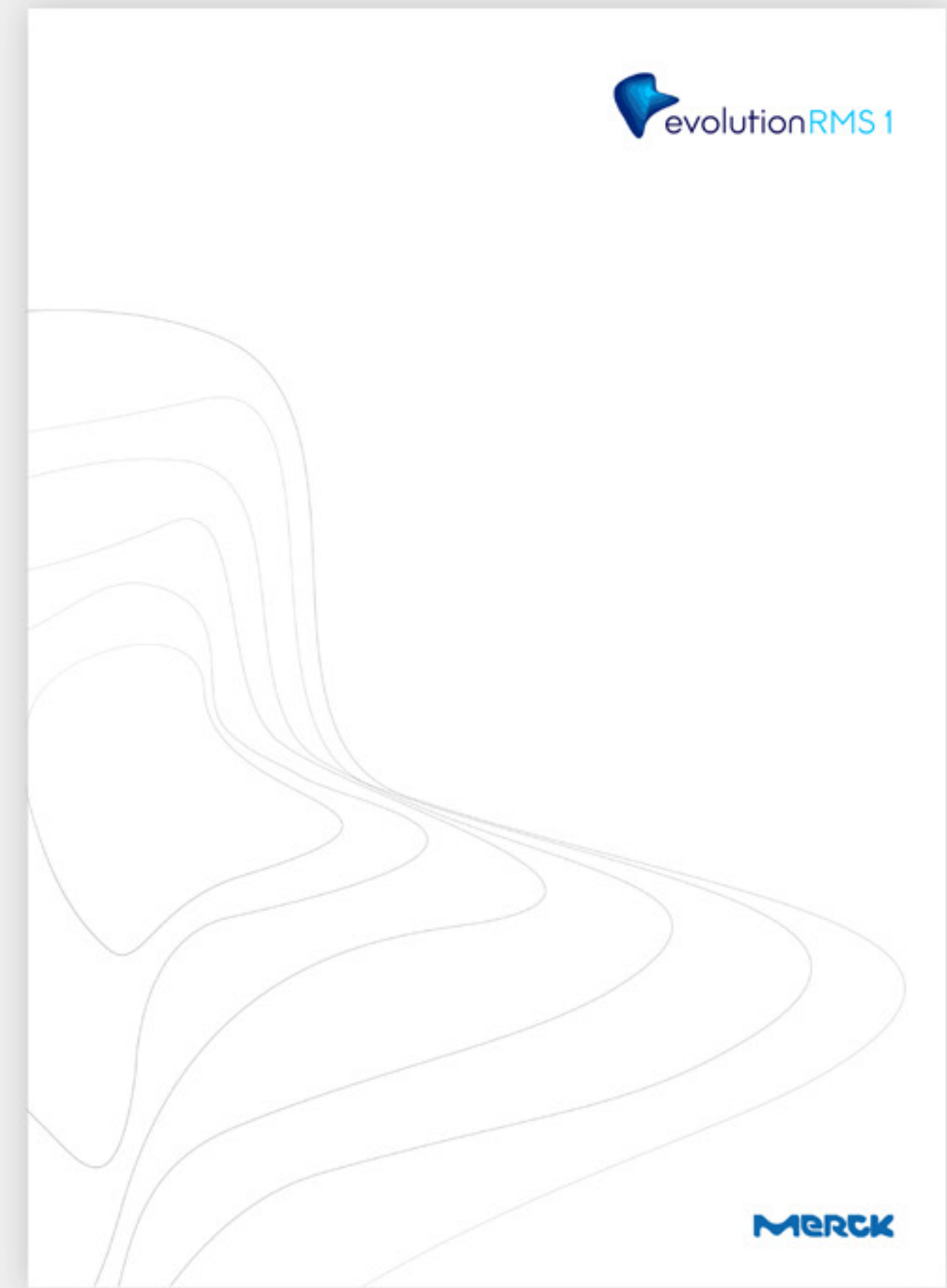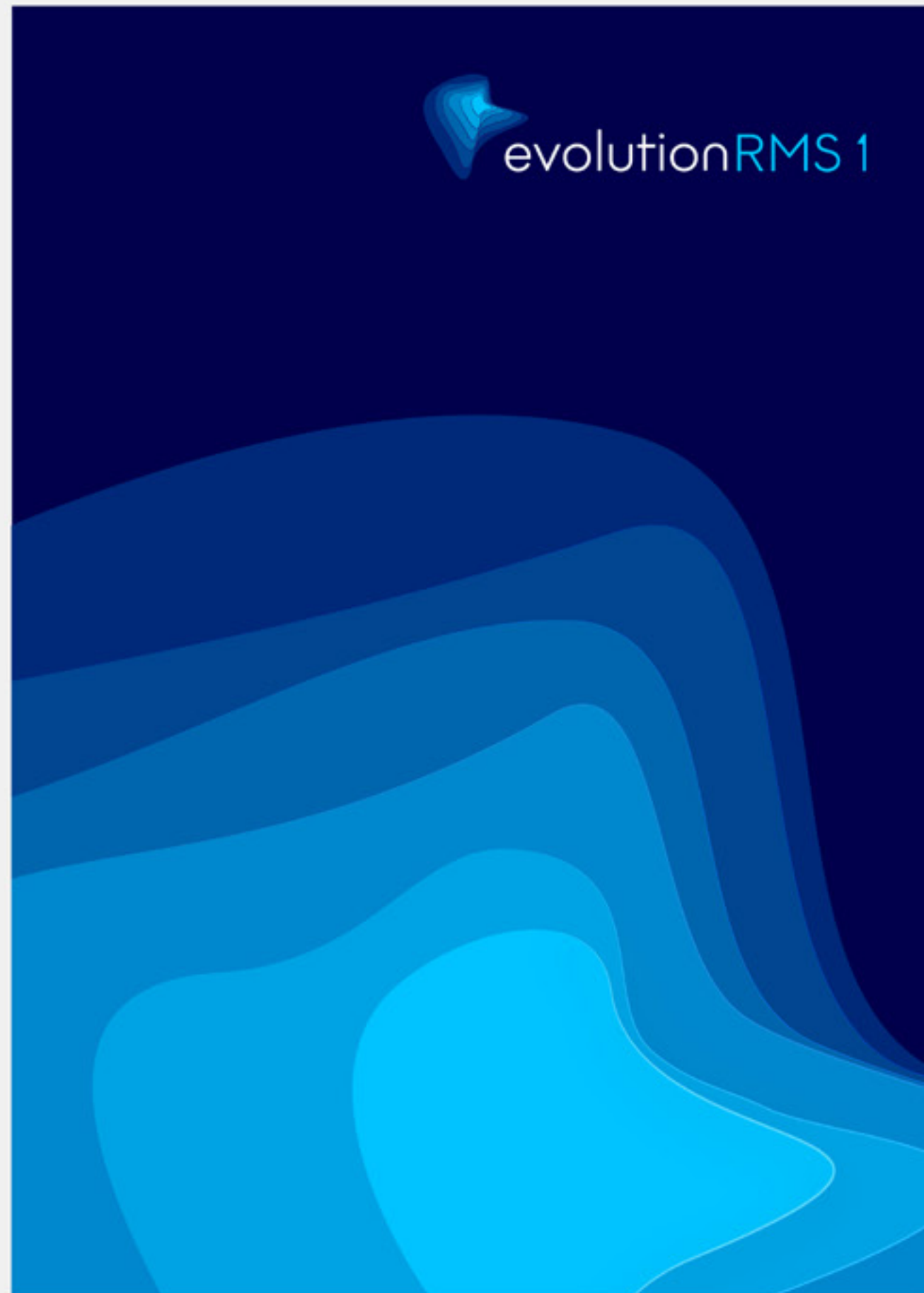
evolution RMS 1

Contact

For any questions regarding
this identity guide or how to
implement the brand elements,
please refer to the following contact:

Alan Gillett, PhD
Director
New Product Planning
Neurology and Immunology

alan.gillett@emdserono.com

Merck