

Indegene Brand Code





Dear reader,

We are excited to share the Indegene Brand Code with you!

This document codifies what our brand stands for and how it is expressed. It is based on rigorous research with our teams who live our brand every day, advisors who know the industry deeply and have watched us grow closely over the years, and customers who experience our brand at every touch point.

Our brand is a critical asset of our business, just like our industry expertise, technology, and culture. Through a clear understanding of its ethos, effective use of its architecture, and consistent application of its visual expression, we aspire to build and nurture a brand we'd all feel proud to associate with.

Thank you for your interest and investment in building our brand!




Manish Gupta
Co-founder and CEO

Gaurav Kapoor
Co-founder and EVP


Mitesh Gogad
Chief Marketing Officer

Our Brand


Brand Strengths

-  Deep industry expertise
-  Fit-for-purpose technology
-  Agile culture

Brand Purpose

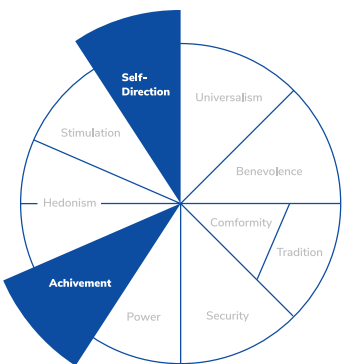
-  To enable healthcare organizations be future ready

Brand Promise

-  To facilitate a bold, credible vision for healthcare organizations; accelerate and scale outcomes in a non-linear way; and deliver a personalized customer experience


Brand Values

- Self-direction**
Independent thought and action- innovating, creating, exploring
- Achievement**
Personal success through demonstrating competence according to social standards



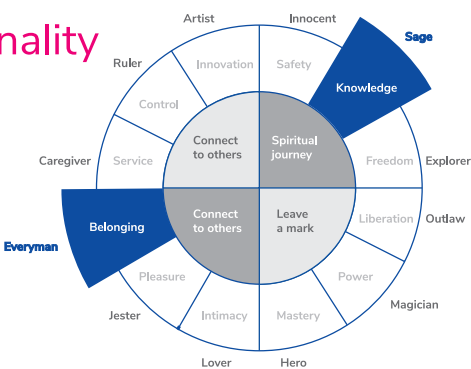
*Schwartz Theory of fundamental Human Values

Brand Vision

-  To be the trusted partner to healthcare organizations for improved health outcomes

Brand Personality

- Sage**
Wise, knowledgeable, competent, visionary
- Everyman**
Simple, humble, honest, industrious



Brand Expression



Content

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1.0 Indegene brand ethos

- 1.1 Introduction
- 1.2 Our brand strengths and values
- 1.3 Our brand personality
- 1.4 Our brand purpose
- 1.5 Our brand vision
- 1.6 Our brand promise
- 1.7 Our elevator pitch

1.1 Introduction

Our brand ethos provides a solid foundation to our brand strategy. By building clarity and consensus around fundamental ideas like 'who we are', 'why we exist', 'where we're headed', and 'how we create value', it provides a clear focus to our brand's development.

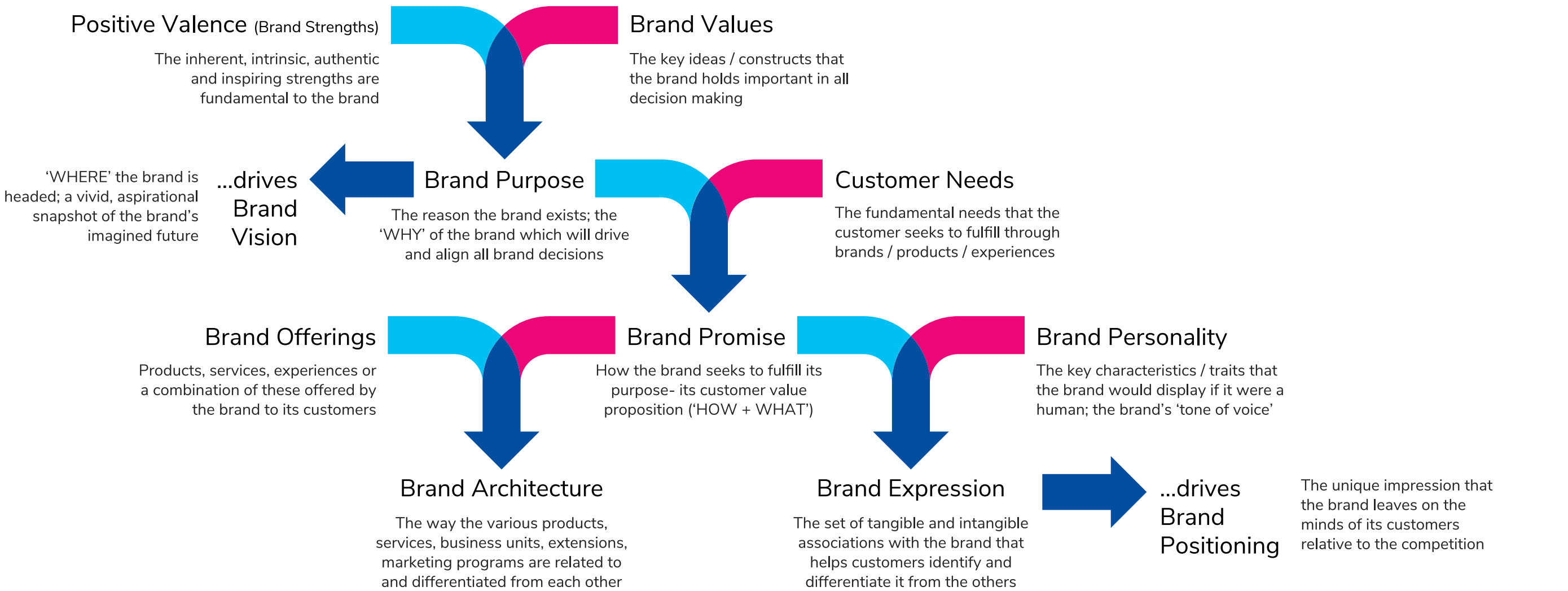
Our brand strengths and values form the core constants of our brand. They underpin our purpose ('why') and vision ('where') statements; and direct our brand culture. In view of the fundamental needs of our customers, they guide our brand promise ('how + what') statement.

Our brand architecture illustrates how we deliver our brand promise to our customers through our portfolio of solution, technology, and thought leadership offerings. Our brand expression translates our brand personality ('who') into specific verbal and visual associations which we leverage in our communication to drive our brand positioning.



1.1 Introduction

Brand Development Framework



1.2 Our brand strengths and values

Brand strengths are the authentic, inherent, and inspiring strengths that are fundamental to our brand. Values are the key ideas and constructs that are important to our brand- those that our brand will never compromise on.

Our brand strengths and values form the core constants of our brand. They lend our brand a distinctive character; and as such, they help us drive strong competitive differentiation with our customers.

Here are the key strengths that are fundamental to our brand :



Deep industry expertise

We consciously build our expertise exclusively in the healthcare industry. Our team’s deep knowledge of, and strong professional experience in this industry are critical to our ability to help our customers realize their vision of making effective healthcare accessible, available, and affordable to all. It is something that our customers duly recognize and truly value in us.



Fit-for-purpose technology

We believe in the power of technology to address the most pressing challenges facing the healthcare industry. But we also get that when it comes to technology, an industry agnostic approach has its own limitations. So we strive to contextualize technological advances to the needs of the healthcare industry. And given our industry expertise, we are uniquely placed to do so for our customers.



Agile culture

We are willing to go over and above what is expected of us to ensure that our customers achieve what they truly want. Such customer centricity is a result of the agile culture that we have evolved over the years. It manifests in the entrepreneurial energy and problem-solving orientation with which we work every day. It reflects in the nature of our customer engagements and our efforts to build a robust global delivery model.

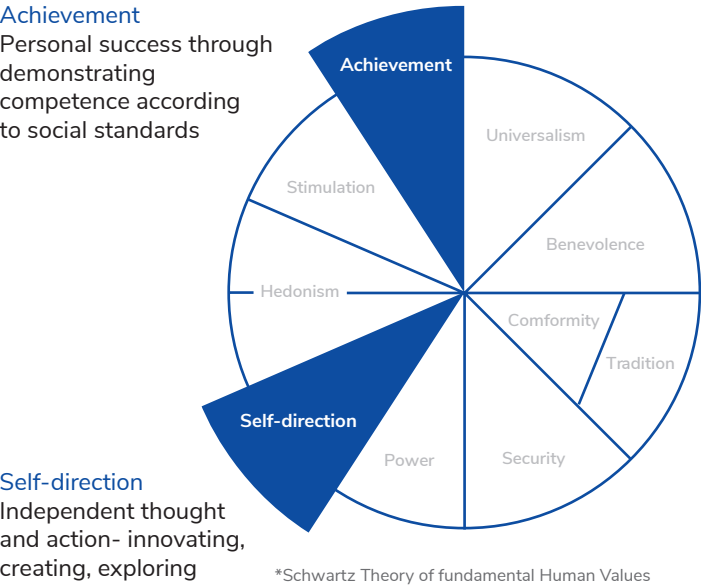


1.2 Our brand strengths and values

We define our brand values through the lens of Schwartz theory of basic human values which identifies ten fundamental personal values that are recognized across cultures, and explains where they come from the underlying motivation they express.



1.2 Our brand strengths and values



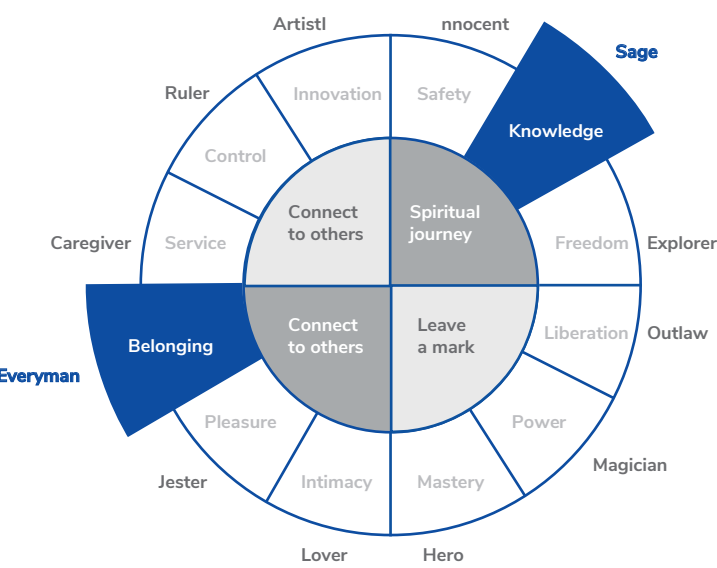
- Achievement**
As a team, we are driven to achieve success through demonstrating competence. We set ambitious goals- for ourselves and our customers- and we strive continuously to build capabilities to achieve those. It reinforces our commitment to industry expertise and customer centricity at work.
- Self-Direction**
We are driven to think and act independently. It leads us to be innovative and creative at work. It underlies the entrepreneurial energy that characterizes our culture; and powers our effort to contextualize technological advances to the emerging needs of the healthcare industry.

1.3 Our brand personality

Our brand personality directs the tone and tenor of our brand's expression and communication. Along with our fundamental strengths and values, it defines 'who' we, as a brand, are. We define our brand personality through the lens of Archetypes-the universally understood symbols or patterns of behavior commonly cited in the fields of marketing, psychology, anthropology, and other social sciences.



1.3 Our brand personality



Sage
wise, knowledgeable, competent, visionary

Everyman
simple, humble, honest, industrious

Our primary brand personality archetype is that of a ‘**Sage**’. It is reflected in the content (the what) of our communication. The Sage archetype is typically depicted as a wise man who is distinguished for strong judgment and the ability to see patterns where others do not. Here are the key Sage personality archetype traits that our brand exhibits:

- Wise: highly experienced, showing good judgment
- Knowledgeable: well informed, erudite
- Competent: highly capable, ingenious, trustworthy / reliable
- Visionary: innovative, far-sighted, inspirational

Our secondary brand personality archetype is that of an ‘**Everyman**’. It is reflected in the tone of voice (the how) of our communication. The Everyman archetype celebrates the virtue of being a common man- giving people a sense of belonging. Everymen are hardworking individuals who have simple tastes in life. Understanding, friendly, and genuine, they do not like pretense. Here are the key Everyman personality archetype traits that our brand exhibits:

- Simple: clean, straightforward
- Humble: unassuming, modest
- Honest: sincere, candid
- Industrious: diligent, driven

With the Sage and Everyman personality archetype combination, we are straightforward in our communication. We are not boring, but we do not force humor or wit in our content. We are not flashy. We do not resort to gimmicks. We are not superficial. We do not create mystique. We are open and inclusive. We do not use jargon. We use full forms instead of acronyms.

We are clear in our communication. We are very precise about the value we offer and do not glorify it with terms which might be true in the distance but are not the immediate, closest, direct impact of our work. We do not overstep on communication from other parts within the portfolio. We do not confuse our stakeholders. We are assertive, but we do not make lofty claims that are not backed by data. Our brand is humble. It is authentic. It is simple.

1.4 Our brand purpose

Our brand purpose statement highlights 'why' our brand exists over and above the business motive. It is the reason we come to work every single day- the big impact that we seek to achieve by doing what we do. It brings out the single central idea that defines our brand. It inspires and aligns our team. It provides us with a strong brand-led anchor for all decision making.



1.4 Our brand purpose

To enable healthcare organizations be future ready

1.4 Our brand purpose

Our brand purpose statement draws from our brand strengths and values in spirit. It reinforces our industry expertise and highlights the role our brand plays in the life of its customers. It reflects our 'Sage + Everyman' brand personality- conveying a bold, ambitious message in a simple, humble manner.



Our brand purpose statement is also authentic to our brand's history through its many inflection points. Back in the 90's when many Indian startups preferred riding the IT services wave, Indegene was founded to be truly differentiated with a strong passion for, and a sharp focus on healthcare. Ever since, Indegene has been leveraging technology to fix broken operating models of the healthcare industry so that healthcare organizations are better equipped to successfully surmount the challenges of the future.



1.4 Our brand purpose

(!) A purpose statement should not be confused with a tagline. We should be careful not to use our purpose statement like a tagline in any of our brand communications.

  To enable healthcare organizations be future ready

  To enable healthcare organizations be future ready



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To enable healthcare organizations be future ready www.indegene.com

1.5 Our brand vision

Our brand vision statement highlights 'where' our brand is headed. Driven by our brand purpose, it provides a vivid, aspirational snapshot of our brand's imagined future.



1.5 Our brand vision

To be the trusted partner to healthcare organizations
for improved health outcomes

1.5 Our brand vision

The healthcare industry is built on trust. Trust matters to the patients who undergo therapy. Trust matters to physicians when they share information with their patients. And trust matters to healthcare organizations when they work with their partners. Whether it is biopharma companies, payers, or providers, we envision a future where they trust us to deliver better health outcomes.



1.6 Our brand promise

Our brand promise statement highlights the value proposition our brand represents to its customers. It communicates the specific tangible and intangible benefits we deliver to our customers in fulfillment of their specific needs ('how' and 'what'). In that, it denotes what our customers could expect from their interactions with our brand including how they feel emotionally about their experience.



1.6 Our brand promise

To facilitate a bold, credible vision for healthcare organizations;
accelerate and scale outcomes in a non-linear way;
and deliver a personalized customer experience

1.6 Our brand promise

As such, it consists of three key components: bold vision, accelerated outcomes, and personalized customer experience to summarize briefly.

- facilitate a bold, credible vision... ..driven by industry expertise
- accelerate and scale outcomes in a non-linear way... ..driven by fit-for-purpose technology
- deliver a personalized customer experience... ..driven by agile culture

We deliver our brand promise to our customers primarily through our solution, technology, and thought leadership offerings. It is essentially what makes them a part of the Indegene portfolio. While we see a reflection of each of our three promise components in each of our offerings, the relative proportion in which these are delivered to our customers varies from offering to offering. While our technology offerings deliver more on the accelerated outcomes component, our thought leadership offerings deliver more on the bold vision component. Our solution offerings deliver strongly on each of the three components.

Our brand promise, when communicated clearly and delivered consistently across touchpoints and customer journeys, creates a strong, unified Indegene brand experience that results in enduring business value.



1.7 Our elevator pitch

We are consistent in the way we introduce ourselves to all stakeholders.



1.7 Our elevator pitch

We are a technology-led healthcare solutions provider. We combine deep industry expertise with fit-for-purpose technology in an agile and scalable operating model. Many of the leading, global healthcare organizations rely on us to deliver effective and efficient clinical, medical and commercial outcomes every day.

From strategy to execution, we enable healthcare organizations be future ready.



2.0 Indegene brand architecture

- 2.1 Introduction
- 2.2 Signposting system
- 2.3 Market segments
- 2.4 Horizontal and vertical capabilities
- 2.5 Solution offerings
- 2.6 Technology offerings
- 2.7 Thought leadership offerings
- 2.8 Brand architecture summary

2.1 Introduction

Our brand architecture illustrates how we deliver our brand promise to our customers through our portfolio of solution, technology, and thought leadership offerings. In that, it defines how various portfolio offerings are organized from the point of view of our customers. This enables our customers to navigate through the wide range of our offerings efficiently and effectively.

Our brand architecture provides a systematic approach for us to grow the Indegene brand without diluting its equity. It brings harmony to the scheme of nomenclature and visual identity design of our brand offerings- thereby unifying them under the Indegene umbrella.

(!) Our brand architecture is not intended to derive from or inform the design of our organization / business unit structure.



2.2 Signposting system

We use a system of signposting to identify different areas of the Indegene brand portfolio so that all stakeholders are able to easily navigate through the wide range of our offerings. It allows us a coherent way to describe our areas of business (target market segments), and our value chain play within those areas (horizontal and vertical capabilities).

- Market segments: healthcare market segments we choose to target and service with our portfolio of offerings
- Horizontal capabilities: specific capabilities which help us deliver value across multiple segments of the healthcare value chain
- Vertical capabilities: specific segments of the healthcare value chain we choose to target and service with our portfolio of offerings
- Solution offerings: pure play service offerings; or service offerings enabled by technology
- Technology offerings: technology platforms, products, tools, widgets, algorithms, analytics etc.
- Thought leadership offerings: thought provoking content and conversations to drive the healthcare industry forward

The following pages establish some top level principles on how to approach signposting and the rationale behind them. These rules have been devised to conform with our brand personality; and they bring consistency and harmony to our brand representation.

2.2 Signposting system

Corporate brand	Indegene bold vision + accelerated outcomes + personalized customer experience (driven by industry expertise + fit-for-purpose technology + agile culture)				
Market segments					
Horizontal capabilities					
Vertical capabilities					
Solution offerings					
Technology offerings					
Thought leadership offerings					

2.3 Market segments

Our market segments are signposts of very strong brand promise delivery (bold vision + accelerated outcomes + personalized customer experience). As such, they constitute the Indegene branded house (no separate master brand for market segments).

Scheme for nomenclature: 'Indegene <name of the market segment>'

Here are examples of how we use it as a title or a heading: 'Indegene Medical Technology'; 'Indegene Emerging Biotech'.

(!) This scheme is meant for all specialized market segments other than Big Pharma. We do not use 'Indegene Big Pharma' on the lines of 'Indegene Emerging Biotech'.

Here is an example of how we use the name in a sentence: 'Indegene Emerging Biotech helps you develop and commercialize your innovation more effectively.'

Here are some pointers to keep in mind while naming our market segments:

- The names of our market segments are descriptive in nature (no coined words like Skype; or word plays like Microsoft; or associations like Tesla etc.). This helps us drive more prominence to the word 'Indegene'. It also makes it easier to comprehend for our customers; and aligns with our Everyman brand personality archetype.
- We are as specific as possible in describing our market segments. This helps us prevent any overlap with the other market segments or offerings of our portfolio and the confusion arising out of it.
- We spell the names of our market segments in US English
- We do not use '&' or 'And'. We use 'and' instead.
- If the name of our market segment uses a hyphen, we do not keep a space before or after it.
- We do not abbreviate or shorten the names of our market segments. For example, we do not use 'Indegene MedTech', or 'Indegene MT' or 'IMT' in place of 'Indegene Medical Technology'.

2.3 Market segments

Scheme for visual identity: No separate logos

We do not use separate logos for our individual market segments. This helps us preserve the integrity of the Indegene logo and prevent the appearance of sub-brands. It also helps us simplify the application of the Indegene logo across communication channels and touchpoints.



Don't use any logo lock-up with the Indegene logo and market segment on collaterals

2.3 Market segments

Corporate brand	Indegene bold vision + accelerated outcomes + personalized customer experience (driven by industry expertise + fit-for-purpose technology + agile culture)				
Market segments	(Big pharma)	Indegene Emerging Biotech		Indegene Medical Technology	
Horizontal capabilities					
Vertical capabilities					
Solution offerings					
Technology offerings					
Thought leadership offerings					

2.4 Horizontal and vertical capabilities

Our horizontal and vertical capabilities are signposts of very strong brand promise delivery (bold vision + accelerated outcomes + personalized customer experience). As such, they constitute the Indegene branded house (no separate master brand for horizontal / vertical capabilities).

Scheme for nomenclature: 'Indegene <name of the horizontal/ vertical capability>'

Here are examples of how we use it as a title or a heading: 'Indegene Analytics'; 'Indegene Medical Affairs'.

(!) We make an exception here only for the 'Strategy Consulting' horizontal capability which we call by the name 'DT Consulting - An Indegene Company'.

Here is an example of how we use it in a sentence: 'Indegene Medical Affairs enables future-proof and digital-first medical engagements.'

Here are some pointers to keep in mind while naming our horizontal/ vertical capabilities:

- The names of our horizontal / vertical capabilities are descriptive in nature (no coined words like Skype; or word plays like Microsoft; or associations like Tesla etc.) and in line with our customers' organization. This helps us drive more prominence to the word 'Indegene'. It also makes it easier to comprehend for our customers; and aligns with our Everyman brand personality archetype.
- We are as specific as possible in describing our horizontal/ vertical capabilities. This helps us prevent any overlap with the other horizontal/ vertical capabilities or offerings of our portfolio and the confusion arising out of it.
- We spell the names of our horizontal/ vertical capabilities in US English
- We do not use '&' or 'And'. We use 'and' instead.
- If the names of our horizontal / vertical capabilities use a hyphen, we do not keep a space before or after it.
- We do not abbreviate or shorten the names of our horizontal / vertical capabilities. For example, we do not use 'Indegene Co-Comm' in place of 'Indegene Co-Commercialization'.

2.4 Horizontal and vertical capabilities

Horizontal capabilities

Scheme for visual identity: No separate logos

We do not use separate logos for our individual horizontal/vertical capabilities. This helps us preserve the integrity of the Indegene logo and prevent the appearance of sub-brands. It also helps us simplify the application of the Indegene logo across communication channels and touchpoints.





Co-Commercialization





DT Consulting
An Idegene Company





Analytics



Indegene logo

Analytics

www.indegene.com

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Don't use any logo lock-up with the Indegene logo and horizontal capabilities on collaterals

2.4 Horizontal and vertical capabilities

Vertical capabilities

Scheme for visual identity: No separate logos

We do not use separate logos for our individual horizontal/vertical capabilities. This helps us preserve the integrity of the Indegene logo and prevent the appearance of sub-brands. It also helps us simplify the application of the Indegene logo across communication channels and touchpoints.

 Clinical

 Regulatory

 Safety

 Medical Affairs

 Marketing and Customer Experience



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  Clinical

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Don't use any logo lock-up with the Indegene logo and vertical capabilities on collaterals

2.4 Horizontal and vertical capabilities

Corporate brand	Indegene bold vision + accelerated outcomes + personalized customer experience (driven by industry expertise + fit-for-purpose technology + agile culture)				
Market segments					
Horizontal capabilities	Indegene Co-Commercialization	DT Consulting, An Indegene Company			Indegene Analytics
Vertical capabilities	Indegene Clinical	Indegene Regulatory	Indegene Safety	Indegene Medical Affairs	Indegene Marketing and Customer Experience
Solution offerings					
Technology offerings					
Thought leadership offerings					

2.5 Solution offerings

Our solution offerings are signposts of very strong brand promise delivery (bold vision + accelerated outcomes + personalized customer experience). As such, they constitute the Indegene branded house (no separate master brand for solution offerings).

Scheme for nomenclature: 'Indegene <name of the solution offering>'

Here are examples of how we use it as a title or a heading: 'Indegene Patient Recruitment'; 'Indegene Automated Modular Content'.

(!) We make an exception here only for our 'Creative and Design' solutions offering which we call by the name 'Ion'. We always use 'Ion' in the sentence case (and not as iON or ION or ion).

Here is an example of how we use it in a sentence: 'With Indegene Automated Modular Content, you can personalize your marketing content at scale.'

(!) We do not use the words like 'solution' or 'service' to qualify our solution offerings. For example, we say 'With Indegene Automated Modular Content, you can personalize your marketing content at scale.' instead of saying 'With Indegene Automated Modular Content solution, you can personalize your marketing content at scale.'

Here are some pointers to keep in mind while naming our solution offerings:

- The names of our solution offerings are descriptive of the function they perform- what they exactly do (no coined words like Skype; or word plays like Microsoft; or associations like Tesla etc.). This helps us drive more prominence to the word 'Indegene'. It also makes it easier to comprehend for our customers; and aligns with our Everyman brand personality archetype.
- We are as specific as possible in describing the function our solution offerings perform- what they exactly do. This helps us prevent any overlap with the other offerings of our portfolio and the confusion arising out of it.
- We avoid using words like 'Manager', 'Planner', 'Monitor', and 'Developer' to describe our solution offerings. We use 'Management', 'Planning', 'Monitoring', and 'Development' instead.
- We avoid using words like 'intelligent', 'healthcare', and 'data-driven' to describe our solution offerings. These are implicit to the Indegene brand promise.
- We spell the names of our solution offerings in US English
- We do not use '&' or 'And'. We use 'and' instead.
- If the name of our solution offering uses a hyphen, we do not keep a space before or after it.
- We do not abbreviate or shorten the names of our solution offerings. For example, we do not use 'Indegene AMC' in place of 'Indegene Automated Modular Content'.

2.5 Solution offerings

Scheme for visual identity: No separate logos

We do not use separate logos for our individual solution offerings. This helps us preserve the integrity of the Indegene logo and prevent the appearance of sub-brands. It also helps us simplify the application of the Indegene logo across communication channels and touchpoints.

- 

indegene™

| Patient Recruitment
- 

indegene™

| Regulatory Intelligence and Market Strategy
- 

indegene™

| Literature and Social Media Monitoring
- 

indegene™

| Health Economics and Outcomes Research



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 | Patient Recruitment

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Don't use any logo lock-up with the Indegene logo and solution offerings on collaterals

2.5 Solution offerings

(!) We make an exception here only for Ion, our creative and design solutions offering. We use the following logo for it.



2.5 Solution offerings

Corporate brand	Indegene bold vision + accelerated outcomes + personalized customer experience (driven by industry expertise + fit-for-purpose technology + agile culture)				
Market segments					
Horizontal capabilities					
Vertical capabilities	Indegene Clinical	Indegene Regulatory	Indegene Safety	Indegene Medical Affairs	Indegene Marketing and Customer Experience
Solution offerings	<ul style="list-style-type: none">Indegene Patient RecruitmentIndegene Clinical Data Management ...and so on	<ul style="list-style-type: none">Indegene Regulatory Intelligence and Market StrategyIndegene Label Lifecycle ManagementIndegene Packaging Artwork ManagementIndegene Regulatory WritingIndegene Regulatory Submissions ManagementIndegene Clinical Trial Disclosures ...and so on	<ul style="list-style-type: none">Indegene Literature and Social Media MonitoringIndegene Signal Detection and ManagementIndegene Risk ManagementIndegene Aggregate Reports Writing ...and so on	<ul style="list-style-type: none">Indegene Health Economics and Outcomes ResearchIndegene Market Access and PricingIndegene Prior Authorization AnalyticsIndegene Medical ExcellenceIndegene Medical Information ManagementIndegene Medical Communication and PublicationsIndegene Material Review and ComplianceIndegene Medical Science LiaisonIndegene HCP ContractingIndegene Learning and Development ...and so on	<ul style="list-style-type: none">IonIndegene Co-PromotionIndegene Market Access and PricingIndegene Automated Modular ContentIndegene Omnichannel Marketing OperationsIndegene Patient SupportIndegene Market IntelligenceIndegene ForecastingIndegene Patient AnalyticsIndegene Omnichannel HCP AnalyticsIndegene Commercial Operations Analytics ...and so on
Technology offerings					
Thought leadership offerings					

As of May 2021

2.6 Technology offerings

Our technology offerings are signposts of moderately strong brand promise delivery (more about accelerated outcomes). As such, they constitute the house of Indegene endorsed brands under the 'NEXT' master brand.

Scheme for nomenclature: 'NEXT <name of the technology offering>'

Here are examples of how we use it as a title or a heading: 'NEXT Clinical Trials Design'; 'NEXT Campaign Management'.

Here is an example of how we use it in a sentence: 'NEXT Clinical Trials Design helps you unlock value in trial design, disease landscaping, and patient profiling.'

(!) We do not use 'Indegene' as a prefix to NEXT. For example, we say "NEXT Clinical Trials Design helps you unlock value in trial design, disease landscaping, and patient profiling." instead of saying 'Indegene NEXT Clinical Trials Design platform helps you unlock value in trial design, disease landscaping, and patient profiling.'



(!) We do not use the words like 'technology' or 'solution' or 'platform' to qualify our technology offerings. For example, we say "NEXT Clinical Trials Design helps you unlock value in trial design, disease landscaping, and patient profiling." instead of saying 'NEXT Clinical Trials Design platform helps you unlock value in trial design, disease landscaping, and patient profiling.'

(!) We always use 'NEXT' in the upper case (and not as Next or next). It helps us establish NEXT as a bold, Indegene endorsed technology master brand with offerings that have use cases ahead of what many can think of. It also prevents it from being read simply as an adjective to qualify the name of our technology offerings.

2.6 Technology offerings

Our technology offerings are signposts of moderately strong brand promise delivery (more about accelerated outcomes). As such, they constitute the house of Indegene endorsed brands under the 'NEXT' master brand.

Here are some pointers to keep in mind while naming our technology offerings:

- The names of our technology offerings are descriptive of the function they perform- what they exactly do (no coined words like Skype; or word plays like Microsoft; or associations like Tesla etc.). This helps us drive more prominence to the word 'NEXT'. It also makes it easier to comprehend for our customers; and aligns with our Everyman brand personality archetype.
- We are as specific as possible in describing what function our technology offerings perform- what they exactly do. This helps us prevent any overlap with the other offerings of our portfolio and the confusion arising out of it.
- We avoid using words like 'Manager', 'Planner', 'Monitor', and 'Developer' to describe our technology offerings. We use 'Management', 'Planning', 'Monitoring', and 'Development' instead.
- We avoid using words like 'intelligent', 'healthcare', and 'data-driven' to describe our technology offerings. These are implicit to the Indegene brand promise.
- We spell the names of our technology offerings in US English
- We do not use '&' or 'And'. We use 'and' instead.
- If the name of our technology offering uses a hyphen, we do not keep a space before or after it.
- We do not abbreviate or shorten the names of our technology offerings. For example, we do not use 'NEXT Campaign Mgmt.' in place of 'NEXT Campaign Management'.

2.6 Technology offerings

Scheme for visual identity:
Name of the technology offering locked up with the NEXT logo



Clinical Trials
Design



Regulatory
Intelligence



Regulatory Submissions
Planning



Label Lifecycle
Automation



Lorem ipsum
dolor sit amet,
nonummy
nibh

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

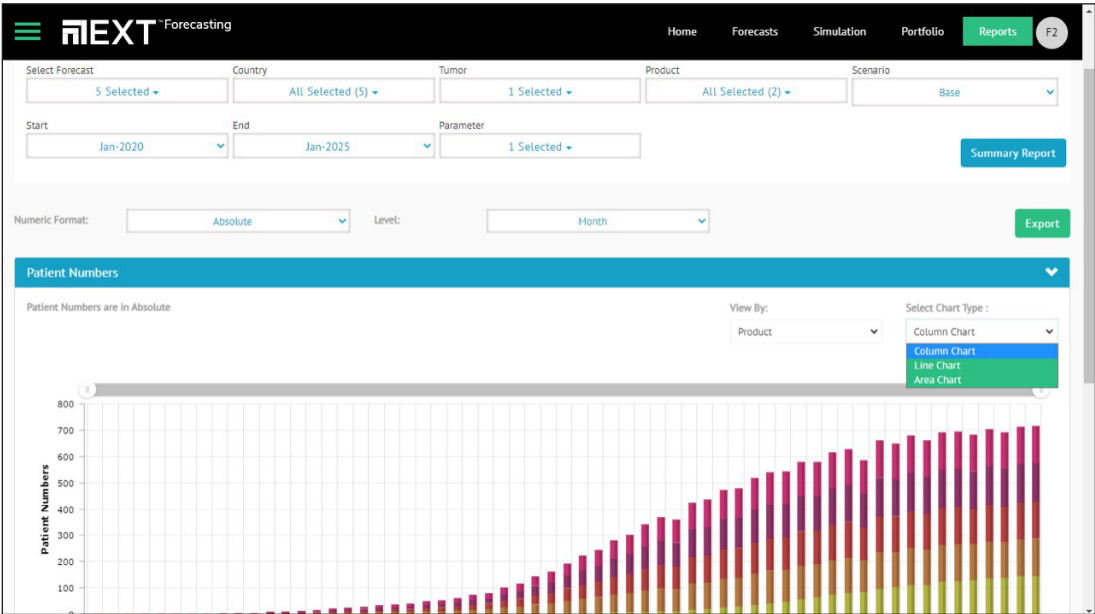
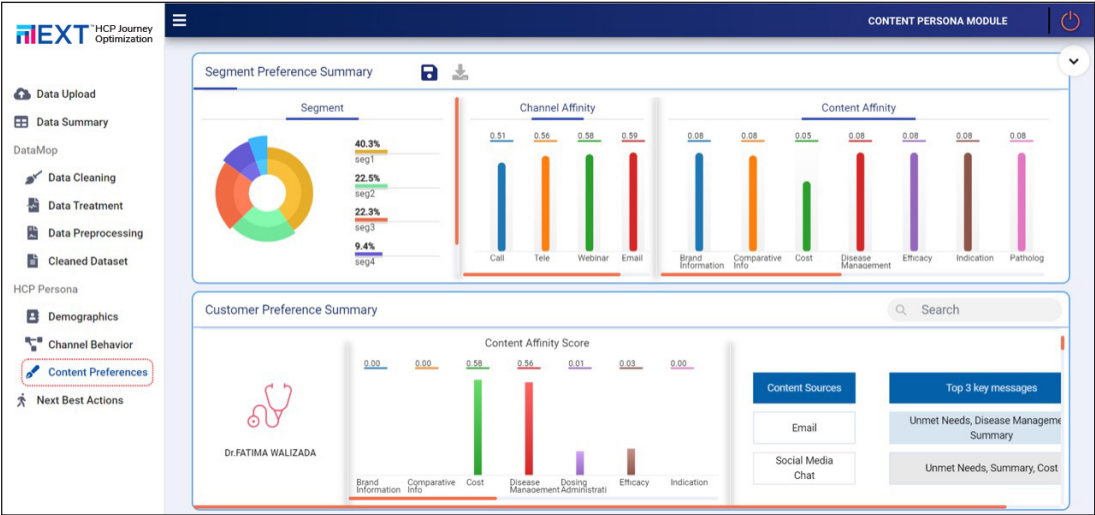


Clinical Trials
Design

www.indegene.com

2.6 Technology offerings

(!) We make an exception here only for our technology user interfaces where we use a lock-up of the NEXT logo with the name of the technology offering.



2.6 Technology offerings

Corporate brand	Indegene bold vision + accelerated outcomes + personalized customer experience (driven by industry expertise + fit-for-purpose technology + agile culture)				
Market segments					
Horizontal capabilities					
Vertical capabilities	Indegene Clinical	Indegene Regulatory	Indegene Safety	Indegene Medical Affairs	Indegene Marketing and Customer Experience
Solution offerings					
Technology offerings	<ul style="list-style-type: none">• NEXT Clinical Trials Design	<ul style="list-style-type: none">• NEXT Regulatory Intelligence• NEXT Label Lifecycle Automation• NEXT Regulatory Submissions Planning• NEXT HA Query Management	<ul style="list-style-type: none">• NEXT Label Lifecycle Automation• NEXT Adverse Events Management	<ul style="list-style-type: none">• NEXT Medical Information• NEXT MLR Review Automation• NEXT Learning	<ul style="list-style-type: none">• NEXT Commercial Content Intelligence• NEXT Content Collaboration• NEXT Campaign Collaboration• NEXT Digital Asset Management• NEXT HCP Journey Optimization• NEXT HCP Engagement• NEXT Patient Engagement• NEXT Forecasting
	...and so on	...and so on	...and so on	...and so on	...and so on
Thought leadership offerings					

As of May 2021

2.7 Thought leadership offerings

Our thought leadership offerings are signposts of moderately strong brand promise delivery (more about bold vision). As such, they constitute the house of Indegene endorsed brands under the 'Future Ready Healthcare' master brand. Our industry councils, Indegene Digital Summit, thought leadership reports, blogs, and podcasts are 'a Future Ready Healthcare initiative'.

Scheme for nomenclature: <name of the thought leadership offering>'

(!) Our thought leadership brands do not carry the 'Future Ready Healthcare' prefix. We make an exception here only for 'Future Ready Healthcare Blog', and 'Future Ready Healthcare Podcast'.

Here are examples of how we use it as a title or a heading: 'Indegene Digital Summit'; 'Emerging Biotech Council'.

Here is an example of how we use it in a sentence: 'The Emerging Biotech Council is a Future Ready Healthcare initiative orchestrated by Indegene. It is a place for leaders from emerging biopharma companies to connect, collaborate, and learn from each other to drive commercial success for their organizations.'

(!) We do not use 'Indegene' as a prefix to Future Ready Healthcare. For example, we say 'The Emerging Biotech Council is a Future Ready Healthcare initiative orchestrated by Indegene.' instead of saying 'The Emerging Biotech Council is an Indegene Future Ready Healthcare initiative.'



Here are some pointers to keep in mind while naming our thought leadership offerings:

- The names of our thought leadership offerings are descriptive in nature (no coined words like Skype; or word plays like Microsoft; or associations like Tesla etc.). This makes it easier to comprehend for our customers; and aligns with our Everyman brand personality archetype.
- We are as specific as possible in describing our thought leadership offerings. This helps us prevent any overlap with the other offerings of our portfolio and the confusion arising out of it.
- We spell the names of our thought leadership offerings in US English
- We do not use '&' or 'And'. We use 'and' instead.
- If the name of our thought leadership offering uses a hyphen, we do not keep a space before or after it.
- We do not abbreviate or shorten the names of our thought leadership offerings. For example, we do not use 'IDS' in place of 'Indegene Digital Summit'.

2.7 Thought leadership offerings

Scheme for visual identity:
Name of the thought leadership offering locked up with the Future Ready Healthcare logo

Future Ready
Healthcare

Digital
Council

Future Ready
Healthcare

Medical Affairs
Digital Strategy Council

Future Ready
Healthcare

Emerging Biotech
CEO Council



Future Ready
Healthcare

Digital
Council

www.futurereadyhealthcare.com

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2.7 Thought leadership offerings

Corporate brand	Indegene bold vision + accelerated outcomes + personalized customer experience (driven by industry expertise + fit-for-purpose technology + agile culture)				
Market segments					
Horizontal capabilities					
Vertical capabilities	Indegene Clinical	Indegene Regulatory	Indegene Safety	Indegene Medical Affairs	Indegene Marketing and Customer Experience
Solution offerings					
Technology offerings					
Thought leadership offerings	Future Ready Healthcare				
		Regulatory Affairs Digital Council		Medical Affairs Digital Strategy Council	Digital Council
	Emerging Biotech CEO Council				
	Indegene Digital Summit				

2.8 Brand architecture summary

Our brand architecture employs a mix of branded house and endorsed house strategies. This helps us grow our large portfolio of solution, technology, and thought leadership offerings across the various healthcare market and value chain segments in a systematic manner without diluting the Indegene brand equity.

- (!) Our brand architecture (and not the organization/ business unit structure) guides all our customer facing communication. For example, the email signature of an employee working for the EMCE BU, shall use “Indegene Marketing and Customer Experience” (and NOT “EMCE”); or that of an employee working for the MARS BU shall use “Indegene Medical Affairs” (and NOT “MARS”).
- (!) We create and maintain a single Indegene brand property (across various business units, solutions, technologies, regions, councils and so on) for every purpose- a single Indegene website, a single Indegene email ID for all business queries, a single Indegene email ID for all careers queries, a single Indegene handle on every social media platform and so on. Such singularity leads to better brand recall. It also delivers marketing efficiencies at operational and tactical levels.

2.8 Brand architecture summary

Corporate brand	Indegene bold vision + accelerated outcomes + personalized customer experience (driven by industry expertise + fit-for-purpose technology + agile culture)
Market segments	<div>Branded House</div> <div>'Indegene' mother brand</div>
Horizontal capabilities	
Vertical capabilities	
Solution offerings	
Technology offerings	<div>House of endorsed brands</div> <div>'NEXT' master brand</div>
Thought leadership offerings	<div>House of endorsed brands</div> <div>'Future Ready Healthcare' master brand</div>

2.8 Brand architecture summary

Corporate brand	Indegene bold vision + accelerated outcomes + personalized customer experience (driven by industry expertise + fit-for-purpose technology + agile culture)				
Market segments	(Big pharma)	Indegene Emerging Biotech		Indegene Medical Technology	
Horizontal capabilities	Indegene Co-Commercialization		DT Consulting An Indegene Company		Indegene Analytics
Vertical capabilities	Indegene Clinical	Indegene Regulatory	Indegene Safety	Indegene Medical Affairs	Indegene Marketing and Customer Experience
Solution offerings	<ul style="list-style-type: none">Indegene Patient RecruitmentIndegene Clinical Data Management ...and so on	<ul style="list-style-type: none">Indegene Regulatory Intelligence and Market StrategyIndegene Label Lifecycle ManagementIndegene Packaging Artwork ManagementIndegene Regulatory WritingIndegene Regulatory Submissions ManagementIndegene Clinical Trial Disclosures ...and so on	<ul style="list-style-type: none">Indegene Literature and Social Media MonitoringIndegene Signal Detection and ManagementIndegene Risk ManagementIndegene Aggregate Reports Writing ...and so on	<ul style="list-style-type: none">Indegene Health Economics and Outcomes ResearchIndegene Market Access and PricingIndegene Prior Authorization AnalyticsIndegene Medical ExcellenceIndegene Medical Information ManagementIndegene Medical Communication and PublicationsIndegene Material Review and ComplianceIndegene Medical Science LiaisonIndegene HCP ContractingIndegene Learning and Development ...and so on	<ul style="list-style-type: none">IonIndegene Co-PromotionIndegene Market Access and PricingIndegene Automated Modular ContentIndegene Omnichannel Marketing OperationsIndegene Patient SupportIndegene Market IntelligenceIndegene ForecastingIndegene Patient AnalyticsIndegene Omnichannel HCP AnalyticsIndegene Commercial Operations Analytics ...and so on
Technology offerings	<ul style="list-style-type: none">NEXT Clinical Trials Design ...and so on	<ul style="list-style-type: none">NEXT Regulatory IntelligenceNEXT Label Lifecycle AutomationNEXT Regulatory Submissions PlanningNEXT HA Query Management ...and so on	<ul style="list-style-type: none">NEXT Label Lifecycle AutomationNEXT Adverse Events Management ...and so on	<ul style="list-style-type: none">NEXT Medical InformationNEXT MLR Review AutomationNEXT Learning ...and so on	<ul style="list-style-type: none">NEXT Commercial Content IntelligenceNEXT Content CollaborationNEXT Campaign CollaborationNEXT Digital Asset ManagementNEXT HCP Journey OptimizationNEXT HCP EngagementNEXT Patient EngagementNEXT Forecasting ...and so on
Thought leadership offerings	Future Ready Healthcare				
		Regulatory Affairs Digital Council		Medical Affairs Digital Strategy Council	Digital Council
	Emerging Biotech CEO Council				
	Indegene Digital Summit				



3.0 Indegene brand expression

3.1 Overview of system elements

3.2 FRH mark

- 3.2.1 Introduction
- 3.2.2 Application
- 3.2.3 Scaling with logo
- 3.2.4 Scaling without logo
- 3.2.4 A4 sizes
- 3.2.5 Format flexibility
- 3.2.6 Misuse

3.3 Indegene logo

- 3.3.1 Introduction
- 3.3.2 Construction
- 3.3.3 Versions
- 3.3.4 Clear space
- 3.3.5 Scale and size
- 3.3.6 Placement
- 3.3.7 Partnerships
- 3.3.8 Misuse
- 3.3.9 Brand applications
- 3.3.10 Brand applications-email signature misuse

3.4 NEXT logo

- 3.4.1 Introduction
- 3.4.2 Construction
- 3.4.3 Versions
- 3.4.4 Clear space
- 3.4.5 Scale and size
- 3.4.6 Placement

3.4.7 Partnerships

3.4.8 Misuse

3.4.9 Brand Applications

3.5 Future Ready Healthcare logo

- 3.5.1 Introduction
- 3.5.2 Construction
- 3.5.3 Versions
- 3.5.4 Clear space
- 3.5.5 Scale and size
- 3.5.6 Placement
- 3.5.7 Partnerships
- 3.5.8 Misuse
- 3.5.9 Brand applications

3.6 Ion logo

- 3.6.1 Introduction
- 3.6.2 Construction
- 3.6.3 Versions
- 3.6.4 Clear space
- 3.6.5 Scale and size
- 3.6.6 Placement
- 3.6.7 Partnerships
- 3.6.8 Misuse

3.7 Color palette

- 3.7.1 Introduction
- 3.7.2 Primary colors
- 3.7.3 Secondary and tertiary colors
- 3.7.4 Misuse

3.8 Typography

- 3.8.1 Introduction
- 3.8.2 Pairings
- 3.8.3 Styling
- 3.8.4 Line spacing
- 3.8.5 Misuse

3.9 Photography

- 3.9.1 Introduction
- 3.9.2 Principles
- 3.9.3 Lighting and color
- 3.9.4 Misuse

3.10 Other system elements

- 3.10.1 Iconography style
- 3.10.2 Table style
- 3.10.3 Chart and graph style
- 3.10.4 Misuse

3.11 Composition

- 3.11.1 Introduction
- 3.11.2 Grid system- A4
- 3.11.3 Grid system-two and three columns
- 3.11.4 Grid system-alternative formats
- 3.11.5 Front covers
- 3.11.6 Misuse

3.2 FRH mark

3.1 Overview of system elements

To support our brand's growth, we have designed a comprehensive system of visual identity elements that reflects our brand ethos, drives a distinctive recall, opens up creative possibilities, and is efficient in application across touchpoints and mediums.

Logo



Typeface

Nunito
Sans

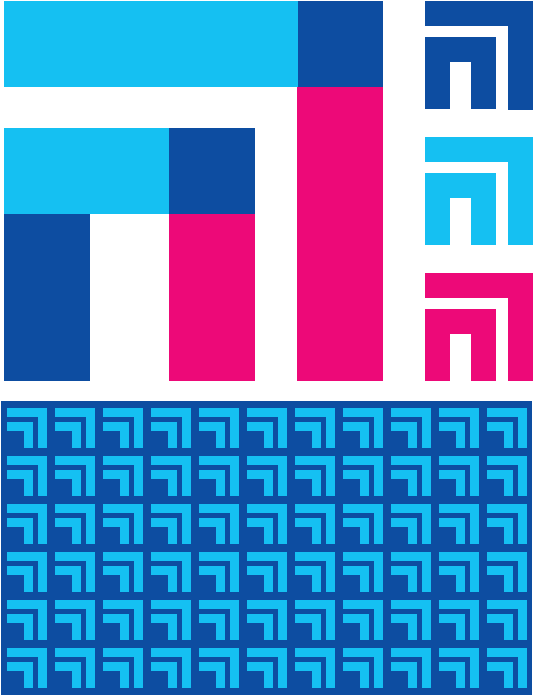
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna

Imagery



FRH Mark



Applications



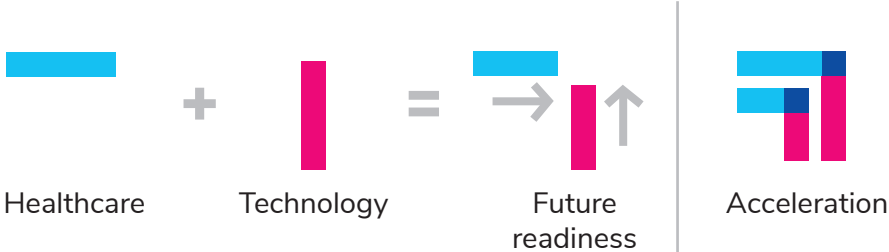
3.2.1 Introduction



3.2.1 Introduction



The FRH (Future Ready Healthcare) mark is the key graphic asset that we use to build meaning and visual interest into the Indegene brand expression. It enhances our brand's recall and plays an important role in it's visual applications.



The FRH mark celebrates the convergence of healthcare and technology. It shows the juxtaposition of traditional and modern practices in healthcare- both of equal importance. Visually, this is represented through two converging rectangles forming an arrow-head pointing to the north-east. The arrow-head depicts forward motion and dynamism; and it's direction cues growth and optimism. Dual arrow-heads suggest acceleration and immense energy to drive healthcare towards the future.



The FRH mark also forms a square which represents structural stability and balance. It consciously avoids curves and delicacies to reflect focus and simplicity.

3.2.2 Application


We could use the FRH mark across the full range of our brand touchpoints, but it should be used sparingly because overuse could reduce its impact.



3.2.3 Scaling without logo

Sizes for standard formats

For some everyday formats we have indicated the following FRH mark sizes.



At Indegene
our purpose
is to enable
healthcare
enterprises
be future ready.

indegene™

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

www.indegene.com

Document	FRH mark width and height
A3 - 297 mm x 420 mm	37.22 mm
A4 - 210 mm x 297 mm	26.74 mm
A5 - 148 mm x 210 mm	18.77 mm
A6 - 105 mm x 148 mm	13.27 mm
A7 - 74.5 mm x 105 mm	9.90 mm

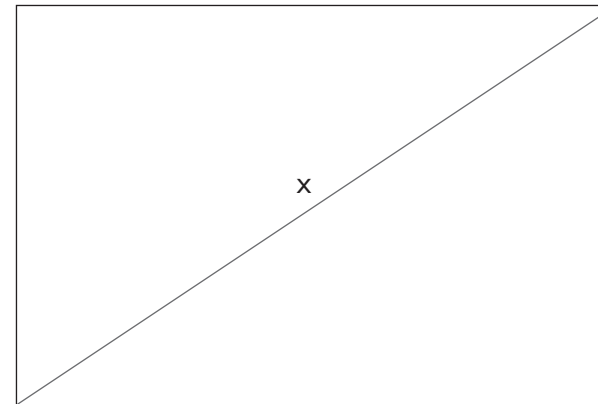
3.2.3 Scaling without logo

Sizes for non-standard formats

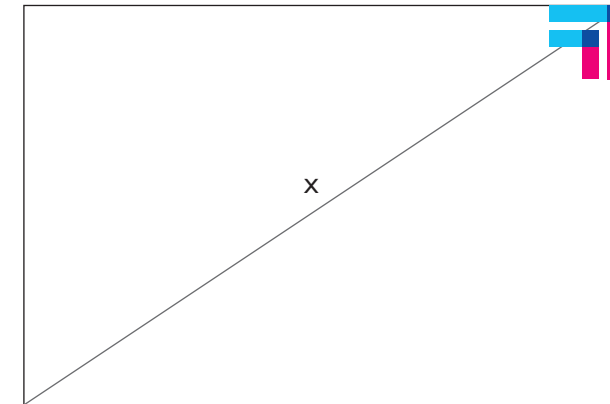
[Follow these steps when sizing the FRH mark](#)

For formats or paper sizes not previously listed, please use the following steps when determining your FRH mark size.

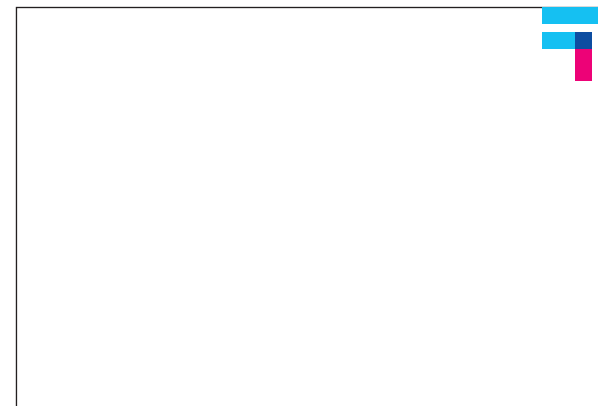
Step 1
Have diagonal dimension ie. 'x'



Step 2
Divide 'x' by 15 to achieve the size of FRH mark



Step 3
The FRH mark shall always be positioned at the top right corner



3.2.4 A4 sizes

FRH mark on A4 sizes

The FRH mark shall always be positioned at the top right corner of all collaterals and touchpoints.



3.2.5 Misuse

Do not use the FRH mark outside of the way described in these guidelines. FRH mark must not be redrawn, reset or altered in any way.

(!) Only use master artwork for all versions of the FRH mark.

- Don't shift the FRH mark
- Don't use it on busy background image



- Don't change the placement



- Don't interchange the colors



- Don't change the direction



- Don't use the transparency
- Don't scale the FRH mark without using the guidelines given



- Don't use White FRH mark



- Don't cover the image with mark
- Don't scale FRH mark unproportionately



- Don't use any color to fill the gap
- Don't use any border



3.2.6 Format flexibility

FRH mark is available to suit a multitude of applications and formats. These can be positioned flexibly using the guidance within this section.

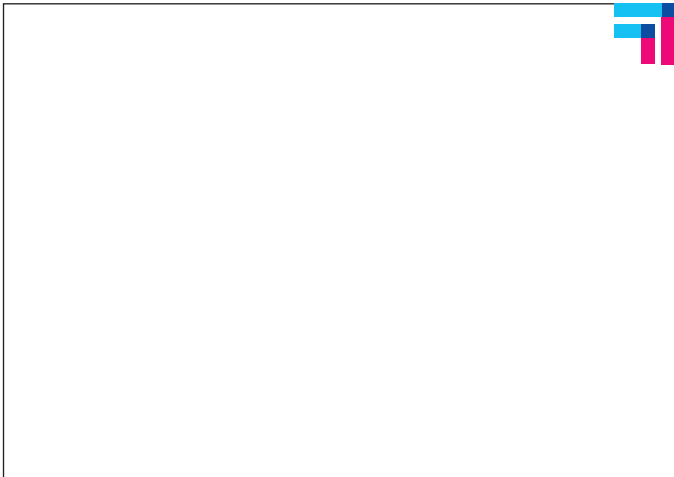
In order for FRH mark to fit all types of format, they are available in three versions. Select the version of FRH mark based on the best fit for the layout.

(!) FRH mark used in Picture 1 is used as a design element. It can be used as a cover page of brochure, annual report book, social media post cover etc.

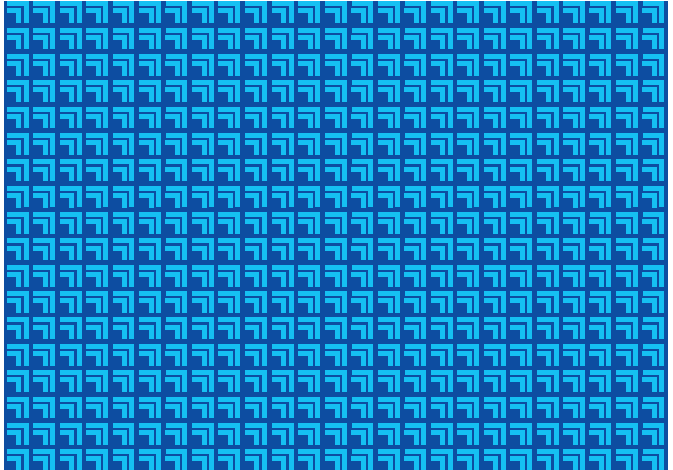
Picture 1



Picture 2



Picture 3

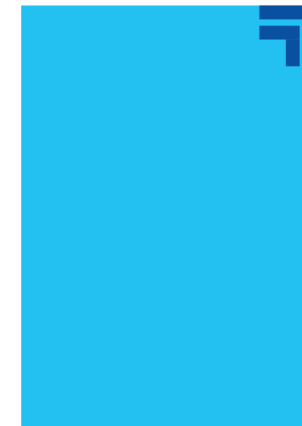
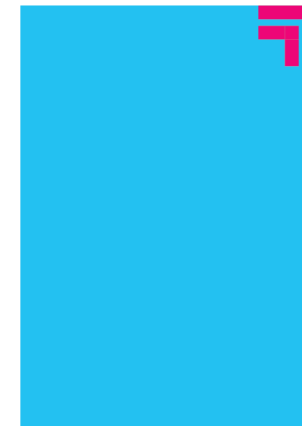


3.2.6 Format flexibility

FRH mark is available in four colors. FRH mark can be used on front cover and on internal pages to hold content.

Here are examples of how to use all versions of FRH mark on various backgrounds.

(!) Do not use the FRH mark outside the given guidelines.

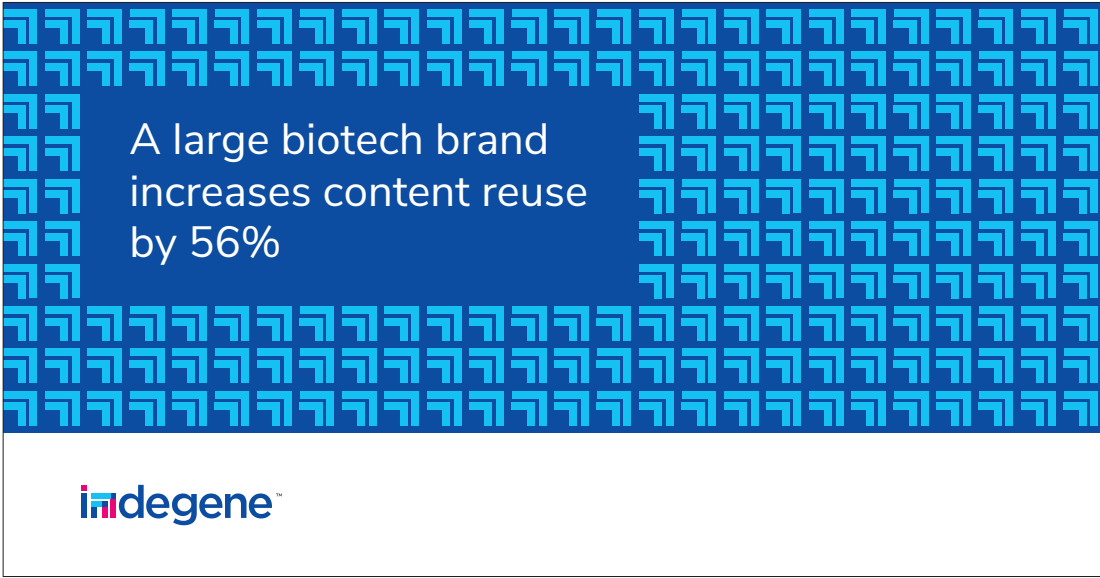


3.2.7 FRH pattern

FRH mark pattern on applications

The FRH mark pattern shall always be used only with communication i.e. text / copy / title and Indegene logo.

(!) FRH pattern cannot be used with imagery.



3.2.8 FRH pattern scaling

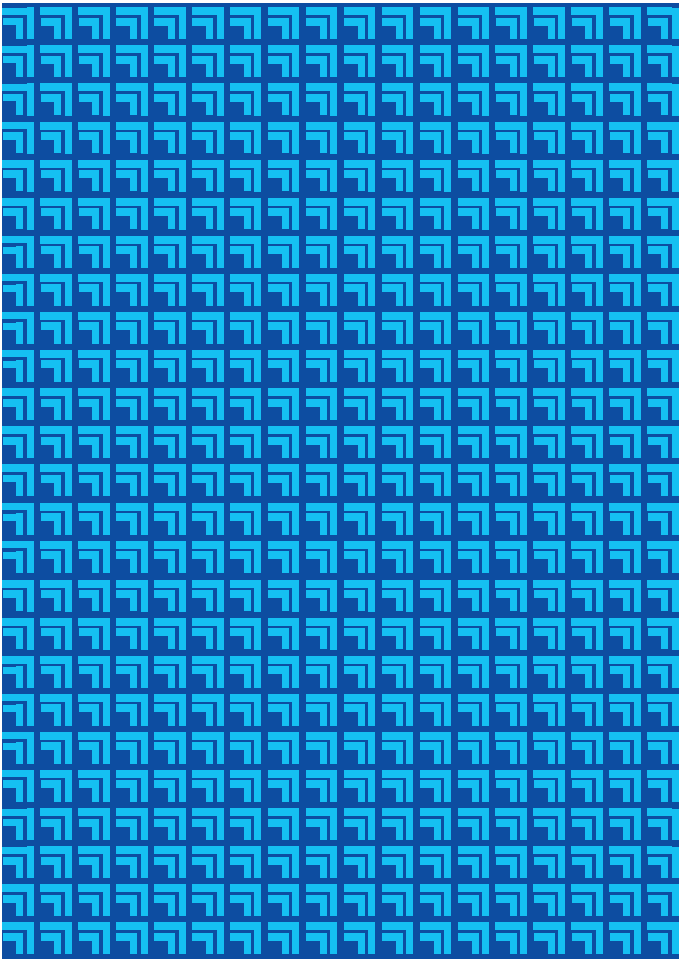
Sizes for standard formats

Use the table to size FRH mark correctly

Use the FRH mark-sizing guide when applying it as a pattern on various applications.

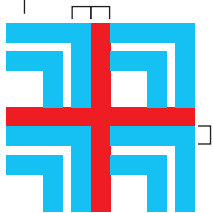
When applying the pattern across a series of applications of similar size, apply the same size FRH mark in the same position on each item to maintain consistency.

(!) Full color FRH mark cannot be used as a pattern.



Size : A3		13.646 mm
Size : A4		9.649 mm
Size : A5		6.8 mm
Size : A6		4.824 mm
Size : A7		4.734 mm

Clear space



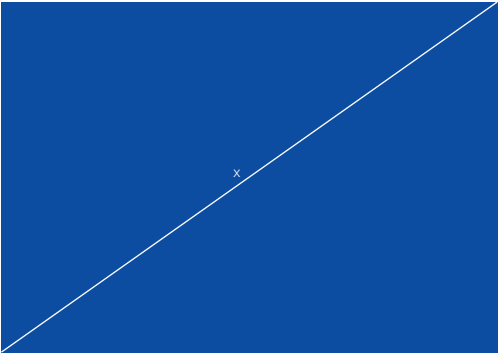
3.2.8 FRH pattern scaling

Sizes for non-standard formats

Follow these steps when sizing the FRH mark pattern
For formats or paper sizes not previously listed, please use the following steps when using your FRH mark pattern.

(!) Margin of FRH mark pattern should be even from the two parallel sides.

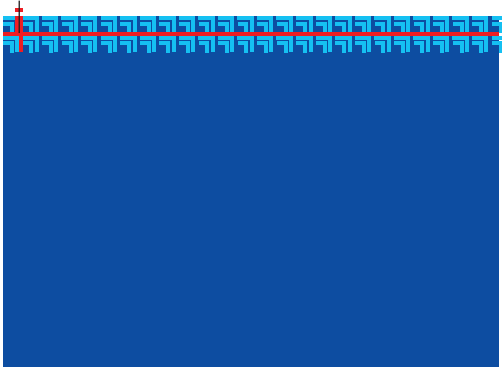
Step 1
Have diagonal dimension i.e. 'x'



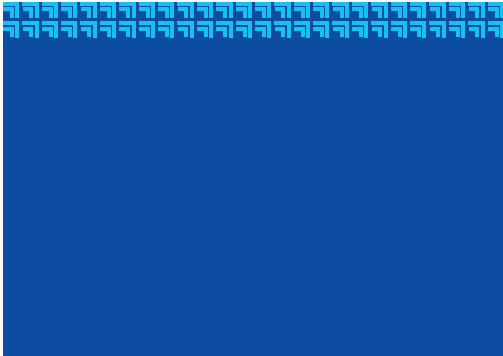
Step 2
Divide 'x' by 38 to achieve the size of FRH mark



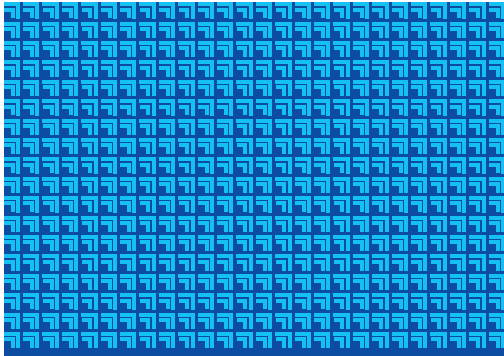
Step 3
The space between FRH mark shall always be as shown below



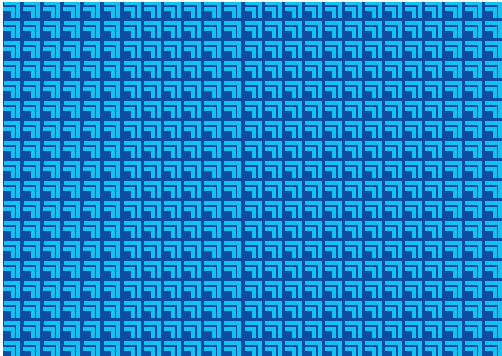
Step 4
Scale down or scale up to fit it in page



Step 5
Place FRH pattern



Step 6
Scale up / scale down to fit it in page and align it to centre, middle of page

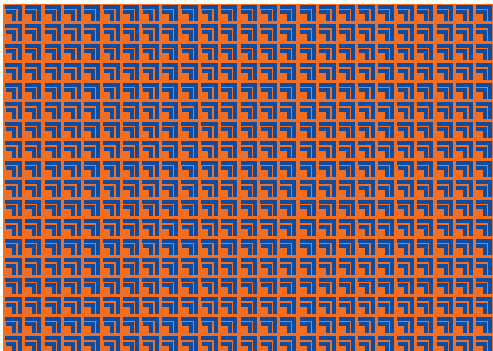
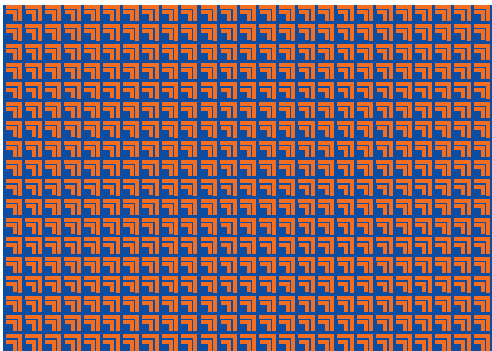
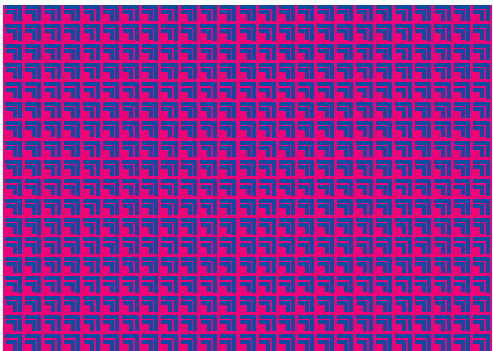
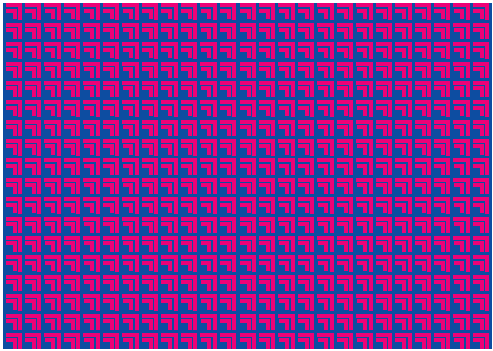
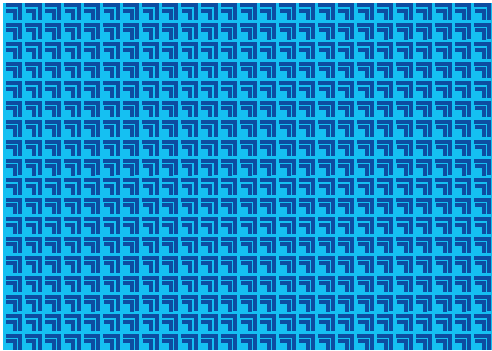
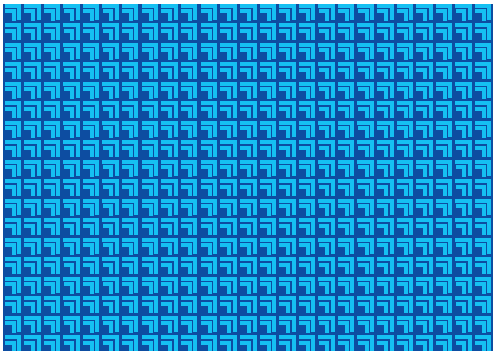


3.2.9 FRH mark pattern

On different backgrounds

The FRH mark pattern can be used only in the 6 specific color combinations shown here.

(!) Combination of colors cannot be changed.

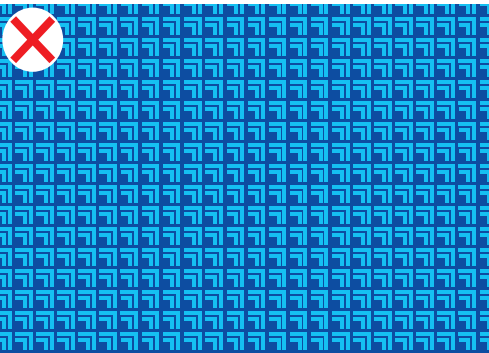


3.2.10 Misuse

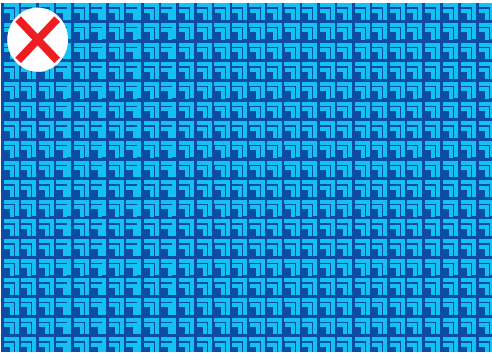
Do not use the FRH mark pattern outside of the way described in these guidelines. FRH mark pattern must not be redrawn, reset or altered in any way.

(!) Margin of FRH mark pattern can be even from two parallel sides of page.

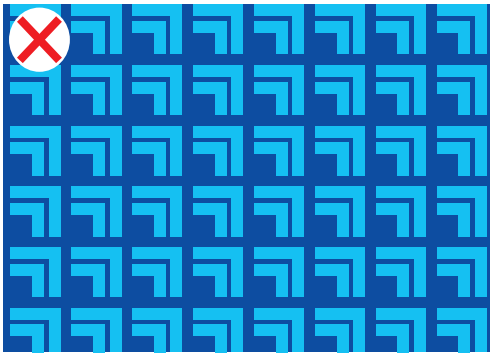
• Don't cut FRH mark pattern



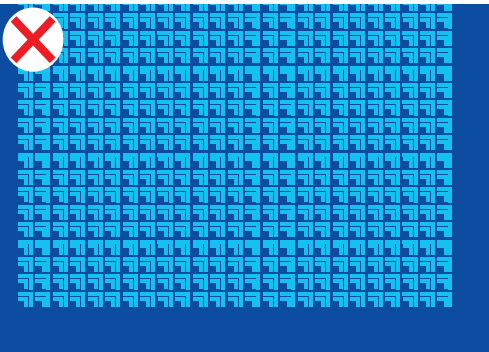
• Don't scale down unproportionately



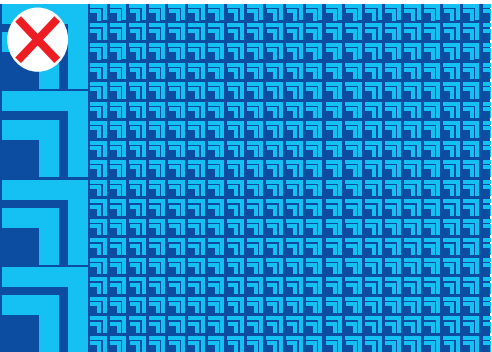
• Don't scale up / down without using guidelines



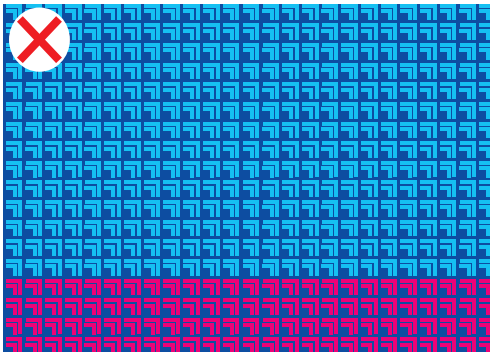
• Don't keep uneven margin



• Don't use too many sizes of FRH mark in one artwork



• Don't use too many versions of FRH mark in one artwork

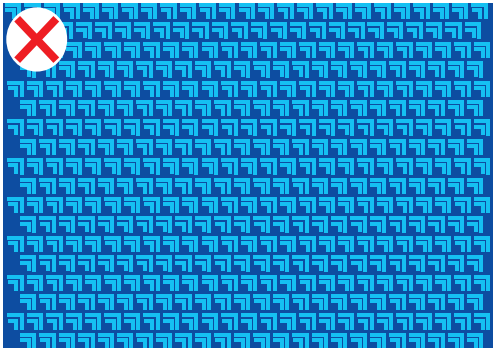


3.2.10 Misuse

Do not use the FRH mark pattern outside of the way described in these guidelines. FRH mark pattern must not be redrawn, reset or altered in any way.

(!) Margin of FRH mark pattern can be even from two parallel sides of page.

- Don't change the alignment of FRH mark pattern rows / columns



- Don't use FRH pattern with imagery



- Don't use FRH pattern with imagery, text



3.3 Indegene logo

3.3.1 Introduction

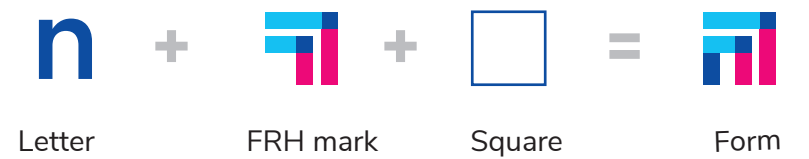


3.3.1 Introduction



The new Indegene logo is a key part of our look and feel to drive consistency and focus.

indegene
Gotham typeface



'n' in Indegene logo is a combination of letter 'n' and FRH mark. Our logo is based on the combination of FRH mark and the brand name 'Indegene'. FRH mark forms a square.

3.3.1 Introduction

The Indegene corporate brand logo uses the Gotham typeface for its cleanliness, simplicity, and minimalism; and its modern, professional feel. The typeface is highly legible and versatile in application across mediums of communication.

Gotham Thin

Gotham Light

Gotham Book

Gotham Medium

Gotham Bold

Gotham Black

The use of lower case lends a humane feel to the logo in alignment with our everyman brand personality archetype. It also highlights the special importance of the 'human' element of our brand's value proposition for our customers.



The 'n' in the Indegene logo is composed of the FRH mark. It symbolizes that the idea of 'healthcare and technology coming together to drive the industry towards the future' is deeply embedded within the Indegene brand.



The Indegene logo uses three colors- the Indegene blue, the Indegene pink, and the Indegene cyan.



The Indegene blue is the color of wisdom- the color of the sage personality archetype. It is the color of credibility and confidence; and cues thought provoking.



The Indegene pink cues excitement and vigor. It adds a bold dash of vitality to the Indegene logo.

The Indegene cyan is the color of honesty, simplicity, and clarity. Visually, it balances the vitality of the Indegene pink.

Together, these three colors form the primary color palette of the brand.

3.3.2 Construction

Our logo is based on the combination of FRH mark and the brand name 'Indegene'. FRH mark forms a square.

The dynamic form of FRH mark contains two converging rectangles in 45° angle forming an arrow-head pointing to the north-east. Also, the width of converging rectangles is equal to the 'i' in 'Indegene'.

It consciously avoids curves while allowing for perfect legibility at any size on any application.



3.3.3 Versions

To allow flexibility across communication channels, alternative color versions of the Indegene logo are available.

Version 1 Recommended logo

Our recommended logo is the full-colour FRH Mark with the Indegene blue color version of the Indegene logo and should always be your first choice.

Version 2 / Version 3 Alternative logo on Indegene blue color / dark color background

When you can't use recommended logo, you can use this version of the Indegene Logo

Version 4 / Version 5 Exceptional logo

The single colour Indegene blue logo / Black logo should only be used in exceptional circumstances

(!) The Indegene logo is always freestanding and never enclosed in a box. The examples here are purely to present the specific color to be used on a colored background.

Version 1
Recommended logo



Version 2
Alternative logo on Indegene blue color background



Version 3
Alternative logo on dark color background



Version 4
Exceptional logo



Version 5
Exceptional logo



3.3.4 Clear space

It is important that there is clear space around the Indegene logo. This will give it more prominence and allow it to stand out.

A minimum clear space area is defined by the 'n' of the Indegene logo which is a perfect square and this should be applied on all applications.

The clear space does not define the margin of your layout, but the minimum distance to other content around the logo.



3.3.5 Scale and size

Our logo is designed to scale to small sizes on print and screen.

Smallest size : 4.7 mm / 0.47 cm / 0.185 in / 13.32 px height



Sizes for print

Stationery	Logo Height
Letterhead A4 - 210 mm x 297 mm	10 mm
Visiting Card - 88.9 mm x 50.8 mm	5 mm

Document	Logo Height
A3 - 297 mm x 420 mm	14 mm
A4 - 210 mm x 297 mm	10 mm
A5 - 148 mm x 210 mm	7 mm
A6 - 105 mm x 148 mm	6 mm
A7 - 74.5 mm x 105 mm	4.7 mm

3.3.5 FRH mark scaling with logo


FRH mark can be increased as well as decreased in size. This is defined by the size of the Indegne logo. It is easy to calculate. The size of the FRH mark should be calculated as shown here.



At Indegne
our purpose
is to enable
healthcare
enterprises
be future ready.

www.indegene.com

For A3, A4, A5, A6, A7 and other non-standard formats



For A7 and other non-standard formats



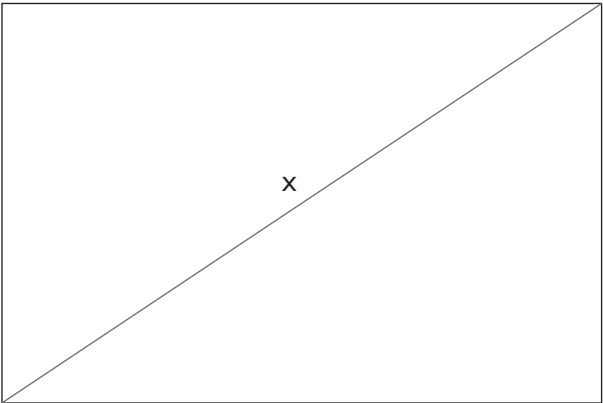
For other non-standard formats



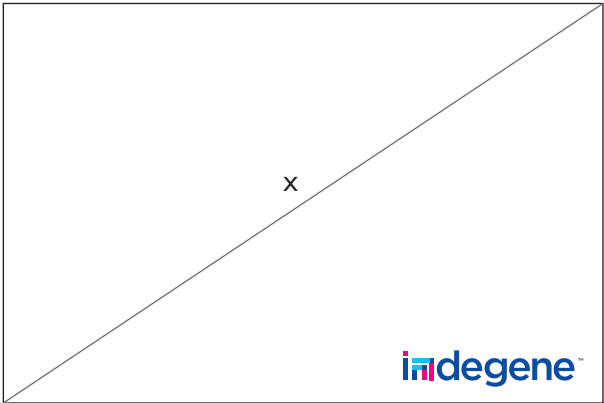
3.3.5 Scale and size - Sizing for non-standard formats

Follow these steps when sizing the logo
For formats or paper sizes not previously listed, please use
the following steps when determining your logo size.

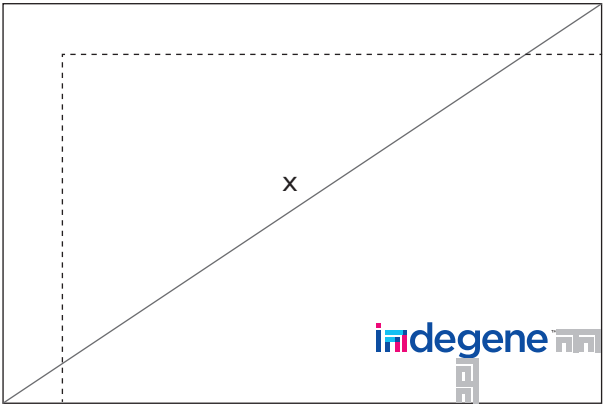
Step 1
Have diagonal dimension



Step 2
Divide 'x' by 33 to achieve the height of Indegene logo




Step 3
Size of '2n' in Indegene logo defines the margin




3.3.5 Scale and size - Sizes for international formats

For some everyday formats we have indicated
the following logo height sizes.


A7 | 74.5 mm x 105 mm
Logo Height - 4.5 mm




A6 | 105 mm x 148 mm
Logo Height - 6 mm




A5 | 148 mm x 210 mm
Logo Height - 7 mm




A4 | 210 mm x 297 mm
Logo Height - 10 mm




A3 | 297 mm x 420 mm
Logo Height - 14 mm






Letterhead
210 mm x 297 mm
Logo Height - 10 mm



Compliment Slip
210 mm x 99 mm
Logo Height - 7 mm



Visiting Card
88.9 mm x 50.8 mm
Logo Height - 5 mm

3.3.6 Placement

Indegene logo placement depends on the type of the communication and use.

You can place the Indegene logo as per your layout.

(!) Indegene logo cannot be placed near FRH mark, i.e. top right corner (if using FRH mark)

Indegene logo can be placed at top right corner as shown in Picture 6.

Indegene logo cannot be placed on image.

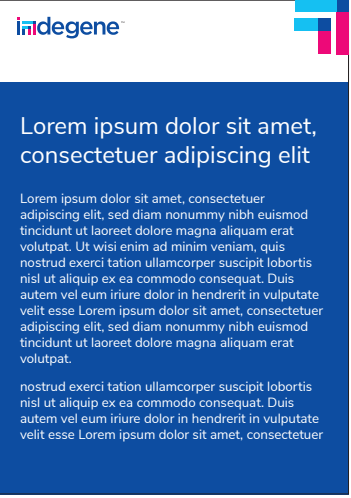
Picture 1



Picture 2



Picture 3



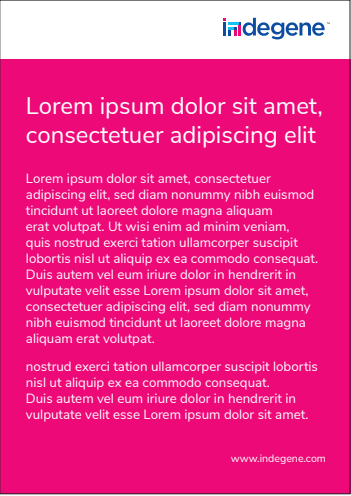
Picture 4



Picture 5



Picture 6



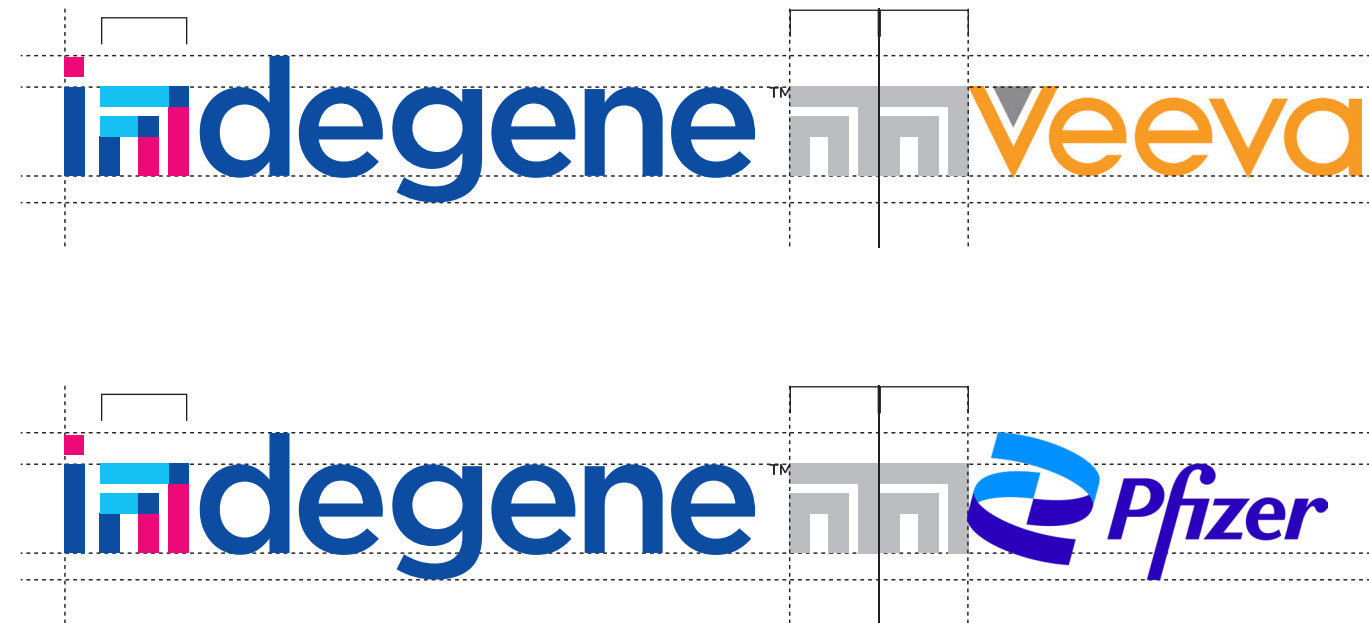
3.3.7 Partnerships

Indegene has a number of key ventures, partnerships and sponsorship agreements.

To identify these initiatives, a co-branded lock-up needs to be created to ensure both brands receive exposure.

- A simple keyline should always be placed in between the two logos. The keyline has the same height as the the 'n' of Indegene logo.
- Any co-branded lock-up must be created with the involvement of the Global Brand Team, and requires their approval before usage.
- Partner logos should never be of a greater height than the Indegene logo.

(!) Never create co-branded lock-ups without explicit permission from the Global Brand Team.



3.3.8 Misuse

Do not use the Indegene logo outside of the way described in these guidelines. Indegene logo must not be redrawn, reset or altered in any way.

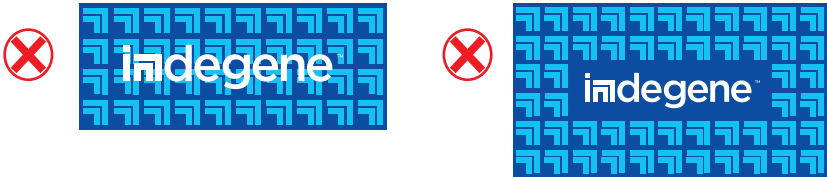
- Don't scale the logo unproportionately
- Don't change colors of the logo other than mentioned in the guideline book
- Don't change the direction of 'n'
- Don't change the color of square of 'i'



- Don't use any effects
- Don't fill the space between 'n'
- Don't apply outline
- Don't rotate the logo



- Don't use the logo on FRH mark pattern
- Don't use the logo inside the FRH mark pattern



3.3.9 Brand applications

To add equity to the Indegene brand, all merchandize and swag should be created with the Indegene logo alone.

The merchandize and swag should be full white or light grey / silver (second preference) in color so the full color Indegene logo's vibrancy comes through.

ID card



3.3.9 Brand applications

Visiting card and Letterhead



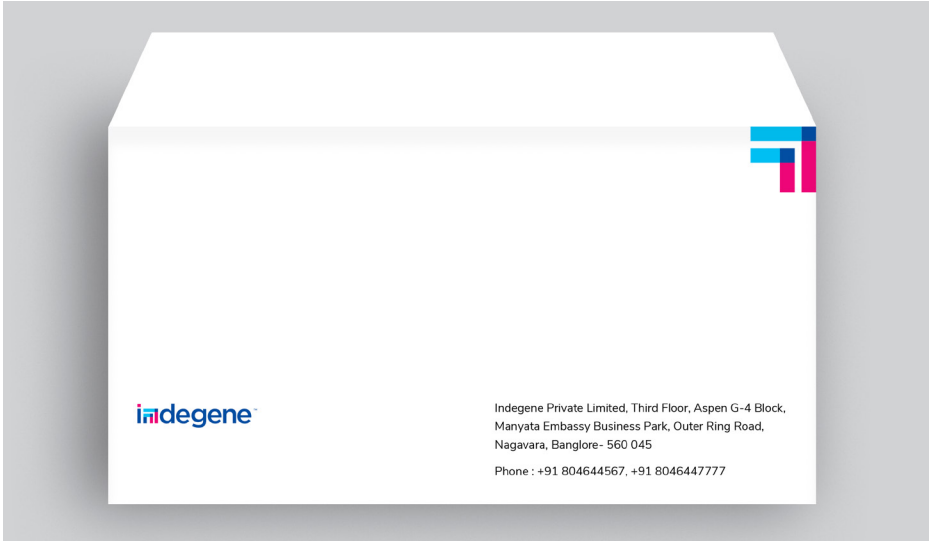
Visiting card



Envelope



Envelope



3.3.9 Brand applications

T-shirt



Bottle



Bag



Pen



3.3.9 Brand applications

Diary front cover



Diary inner page



Diary front cover

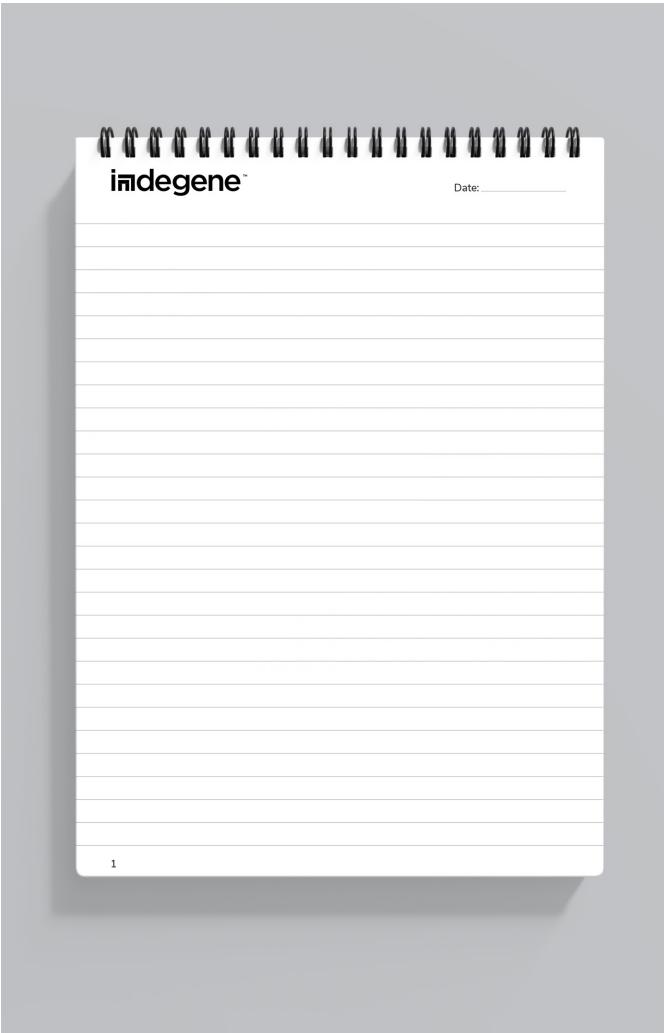


3.3.9 Brand applications

Notepad front cover



Notepad inner page



Notepad front cover



Notepad back cover



3.3.9 Brand applications

Folder



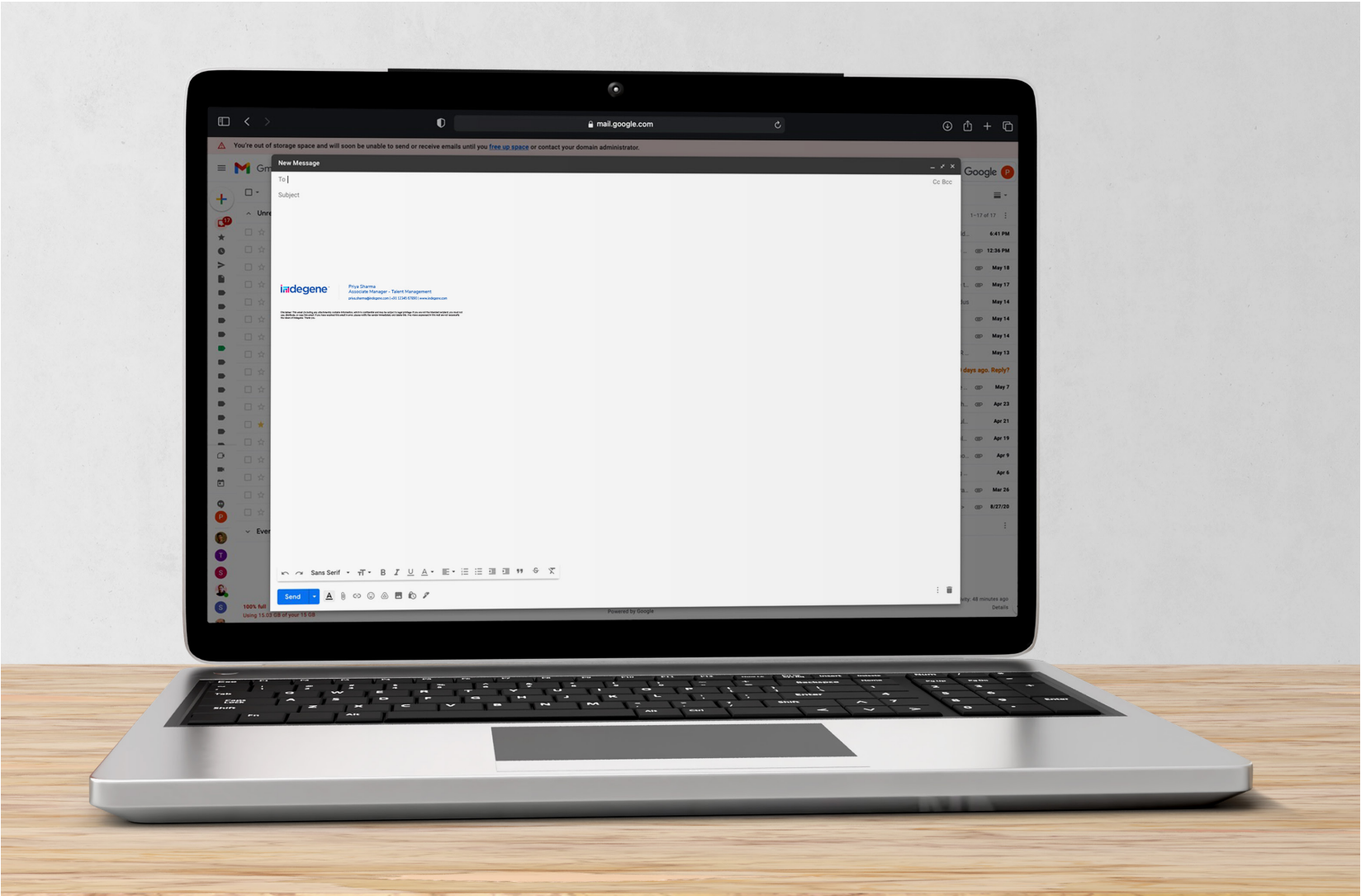
3.3.9 Brand applications

Mouse pad



3.3.9 Brand applications

Email signature





Priya Sharma
Associate Manager - Talent Management
priya.sharma@indegene.com | +91 12345 67890 | www.indegene.com

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3.3.10 Brand applications | Email signature misuse

- Don't use product name in email signature



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- Don't use any other logo along with Indegene in email signature



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3.4 NEXT logo

3.4.1 Introduction



3.4.1 Introduction



Our technology offerings constitute the house of Indegene endorsed brands under the 'NEXT' master brand.

The name 'NEXT' highlights the 'ahead of the curve' nature of our fit-for-purpose technology offerings that help our customers scale critical outcomes in a non-linear way. It conforms very well with the various key elements of our brand ethos - strengths, values, purpose, promise, and personality. It sits well against the descriptive names of our specific technology offerings. That apart, it is short and has a very good ring to it, which makes it easy to remember and recall.

NEXT

Gotham typeface

indegeneTM

 + EXT

The NEXT logo carries the Indegene mother brand endorsement in its design elements- the Gotham typeface, color palette, and the composition of letter 'N'. As such, these elements lend the same meaning to the NEXT brand, which they do to the Indegene mother brand.

3.4.1 Introduction

When we use the word Indegene as a prefix to NEXT (i.e. 'Indegene NEXT'), NEXT comes across more as a sub-brand (and not an endorsed brand) of Indegene- and this goes against the overall scheme of our brand architecture. As such, we never use the word 'Indegene' as a prefix to 'NEXT'.



 Indegene NEXT

We use 'NEXT' in the upper case (and not in the lower or title case). It helps us establish NEXT as a bold, Indegene endorsed technology master brand with offerings that have use cases ahead of what many can think of. It also prevents it from being read simply as an adjective to qualify the name of our technology offerings.

 next

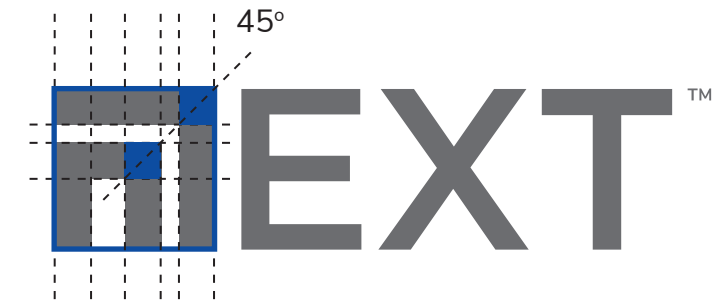
 Next

3.4.2 Construction

Our logo is based on the combination of FRH mark and the brand name 'NEXT'. FRH mark forms a square.

The dynamic form of FRH mark contains two converging rectangles in 45° angle forming an arrow-head pointing to the north-east.

It consciously avoids curves while allowing for perfect legibility at any size on any application.



3.4.3 Versions

To allow flexibility across communication channels, alternative color versions of the NEXT logo are available.

Version 1

Recommended logo

Our recommended logo is the full-colour FRH Mark with Indegene blue color version of the NEXT logo and should always be your first choice.

Version 2

Logo for product software UI

When you can't use recommended logo, you can use this version of the NEXT Logo

Version 3

Alternative logo on Indegene blue color background

When you can't use recommended logo / logo for product software UI, you can use this version of the NEXT Logo

Version 4 / Version 5

Exceptional logo

The single colour White / Black logo should only be used in exceptional circumstances

(!) The NEXT logo is always freestanding and never enclosed in a box.

Version 1
Recommended logo



Version 2
Logo for product software UI



Version 3
Alternative logo on Indegene blue color background



Version 4
Exceptional logo



Version 5
Exceptional logo



3.4.4 Logo lock-ups

We do not have separate logos for our individual technology offerings. This helps us preserve the integrity of the NEXT logo and prevent the appearance of sub-brands. It also helps us simplify the application of the NEXT logo across communication channels and touchpoints.

(!) We make an exception here only for our technology user interfaces where we use a lock-up of the NEXT logo with the name of the technology offering.

The logo lockups are such that the name of the technology offering is top aligned with the top of the NEXT logo if the name fits in a single line. If the name stretches to 2 lines, the text box has to be both top and bottom aligned with the NEXT logo. The technology name is always in title case. However, conjunctions such as 'and' should be in lower case. Do not use '&' instead of 'and'.



3.4.5 Clear space

It is important that there is clear space around the NEXT logo. This will give it more prominence and allow it to stand out.

A minimum clear space area is defined by the 'n' of the NEXT logo which is a perfect square and this should be applied on all applications.

The clear space does not define the margin of your layout, but the minimum distance to other content around the logo.



3.4.6 Scale and size

Our logo designed to scale to small sizes on print and screen.

Smallest size : 4 mm / 0.4 cm / 0.1575 in / 11.33 px



Sizes for print

Document	Logo Height
A3 - 297 mm x 420 mm	11 mm
A4 - 210 mm x 297 mm	8 mm
A5 - 148 mm x 210 mm	6 mm
A6 - 105 mm x 148 mm	5 mm
A7 - 74.5 mm x 105 mm	4 mm

3.4.8 Misuse

Do not use the NEXT logo outside of the way described in these guidelines. NEXT logo must not be redrawn, reset or altered in any way.

- Don't scale the logo unproportionately



- Don't change colors of the logo other than mentioned in the guideline book



- Don't change the direction of 'n'



- Don't change the color of square of 'n'



- Don't use any effects



- Don't fill the space between 'n'



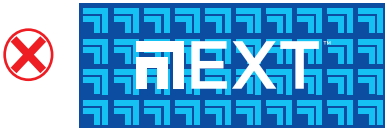
- Don't apply outline



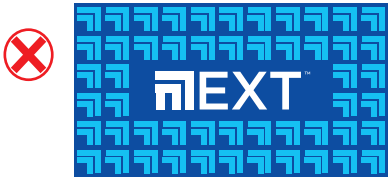
- Don't rotate the logo



- Don't use the logo on FRH mark pattern



- Don't use the logo inside the FRH mark pattern



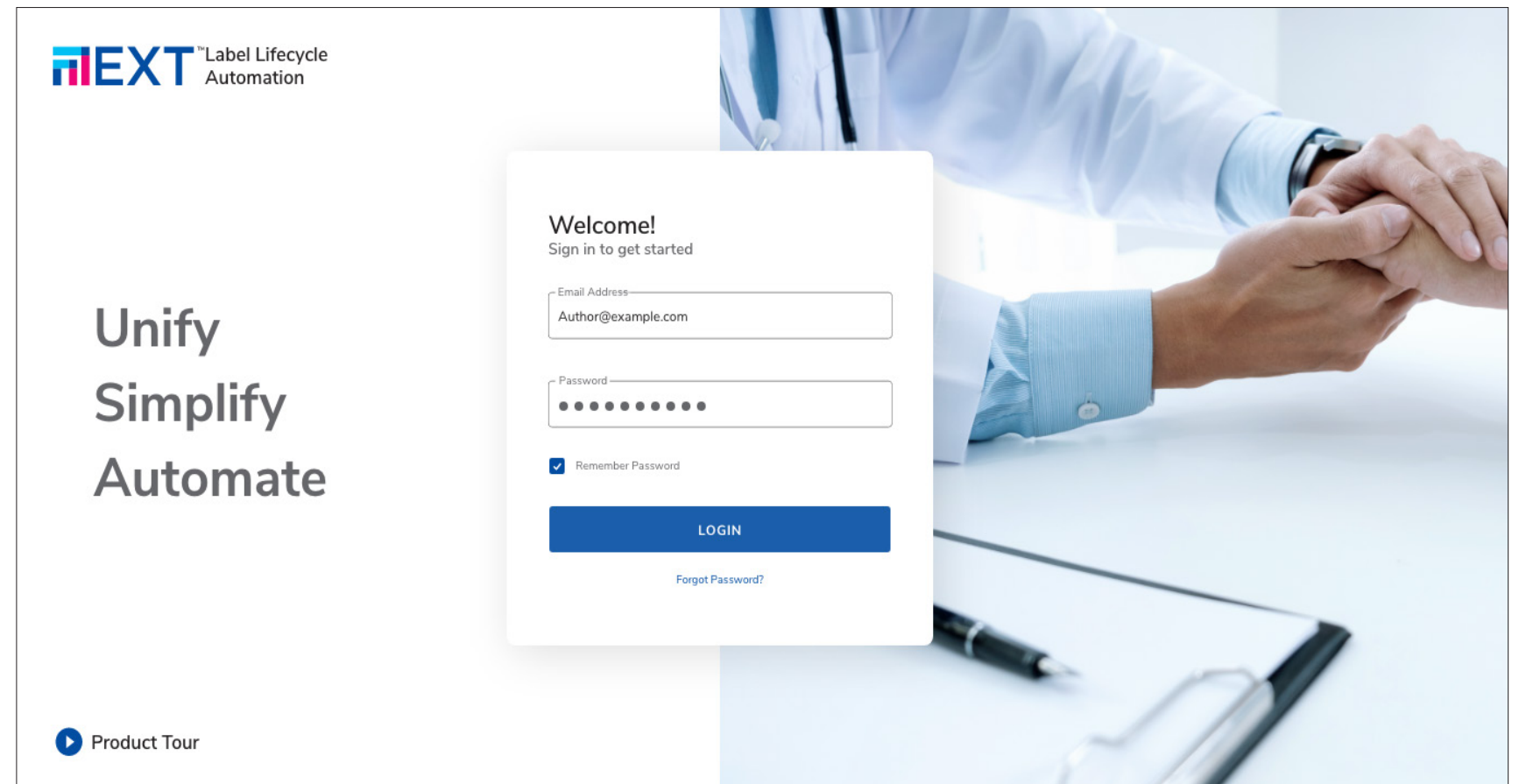
3.4.9 Brand applications

We use monochrome versions of the NEXT logo lock-up in the software UI of our technology offerings. It helps us maintain overall simplicity and cleanliness of our software UI; and ensures that the user attention is retained on our technology offerings' features and workflows that are coded to enable a comfortable and productive user experience.

We use the blue version of the logo lock-up on white backgrounds, and white version on dark backgrounds.

(!) We make an exception for the offering's login screen and desktop icon. Only here, we use a full color version of the NEXT logo lock-up. The logo lock-up is left-aligned on the login screen, as it is in all other instances.

Applications



3.4.9 Brand applications

Applications

NEXT™ Label Lifecycle Automation

Template Management

Template (01)

USPI_Med Guide - Neurontin - gabapentin Cap, Tab, OS_Reviewed_SL

Created by

Created Date

Effective Date

John Doe

20/05/2019

10/04/2020

Filters

Bangladesh ×

Premarin Vaginal Cr 14g In ×

USPI_Med Guide - Neurontin - gabapentin - Cap, Tab, OS_Reviewed_SL ×

CLEAR ALL

USpi_Med Guide - Neurontin - Gabapentin - Cap, Tab ,Os_Reviewed_SI

CLOSE

ASSIGN

Sections (20)

1. Name Of The Medicinal Product

2. Qualitative And Quantitative Composition

3. Pharmaceutical Form

4. Clinical Particulars

4.1 Posology And Method Of Administration

Posology - Hypertension - Regular Population

Posology - Special Populations - Geriatric

Posology - Other Special Populations

4.2 Contraindications

Markets (25)

Products (60)

Document Type (06)

Search Market

All Markets

Algeria

Albania

Algeria

Andorra

Australia

3.4.9 Brand applications

Applications

The screenshot displays the NEXT MLR Review Automation interface. On the left is a dark blue sidebar with navigation options: Dashboard, Proof Reading, ISI Validation, Claims (highlighted), Content Comparator, and User Management. The main area is divided into two panels. The left panel shows a document titled "FOR A NEW TREATMENT APPROACH IN UC" with various text excerpts related to treatment options and endpoints. The right panel, titled "Select a key claim", contains a search bar and a grid of six extracted claims. Each claim card includes a title, the claim text, and a "VIEW DETAILS" link.

Key Claim	Key Claim	Key Claim
IT'S TIME FOR A NEW TREATMENT APPROACH IN UC	Patients with UC wish for a treatment that offers fast and long-lasting relief	XELJANZ: THE FIRST AND ONLY JAK INHIBITOR FOR THE TREATMENT OF PATIENTS WITH MODERATELY TO SEVERELY ACTIVE UC1
VIEW DETAILS	VIEW DETAILS	VIEW DETAILS
Key Claim	Key Claim	Key Claim
INTRODUCING A NOVEL, ORAL SMALL MOLECULE THAT INHIBITS JAK-MEDIATED PATHWAYS1	XELJANZ OFFERS PATIENTS WITH UC RAPID AND SUSTAINED RELIEF	XELJANZ DEMONSTRATES EFFICACY IN ACHIEVING REMISSION AT 8 WEEKS1
VIEW DETAILS	VIEW DETAILS	VIEW DETAILS

3.4.9 Brand applications

Applications

Content Collaboration

Planning >

Projects ▾

Project Initiation

Project Idea

Active Projects

Completed Projects

Cancelled Projects

Notifications

Reports

Asset Gallery

Calculators >

Resource Center

Project Initiations

Home > Projects > Detailed View / Slide deck

Workflow

Details

Communications

Files

CSAT

ON TRACK
Slide deck

ID: 4176

Creative | Slide Deck | New

Anazolin | USA

Start
10 Jul 19

Planning

Creative Adaptation

Validation

Release

Release
20 Jul 19

#	Tasks	Days	Start Date	End Date	Responsible	Task Status	Actions
>	Planning						
∨	Creative Adaptation						
8	First Creative Adaptation	2	24 Jul 19	25 Jul 19	Robert Adams	Completed	
9	First Creative Adaptation Review	2	24 Jul 19	24 Jul 19	Robert Adams	Completed	
10	Second Creative Adaptation	1	24 Jul 19	25 Jul 19	Robert Adams	Completed	
11	Second Creative Adaptation Review	1	20 Jul 19	20 Jul 19	John Smith	In-Progress	MODIFY APPROVE
>	Validation						
>	Release						

3.4.9 Brand applications

Applications

Claims

Home > Claims > Create Database

CANCEL

SAVE FOR LATER

CREATE DATABASE

Claims Validation

You Can Classify A Claim As Invalid, Valid, On Hold Based On The Confidence Score

Claims Classification

Key Claim

Show In Asset

96%

Xeljanz: The First And Only Jai< Inhibitor For The Treatment Of Patients With Moderately To Severely Active Uc1

☒ On-Hold

☐ Valid Claim

☐ Invalid Claim

Key Claim

Show In Asset

87%

Patients With Uc Wish For A Treatment That Offers Fast And Long-Lasting Relief

☒ On-Hold

☐ Valid Claim

☐ Invalid Claim

Key Claim

Show In Asset

30%

It's Time For A New Treatment Approach In Uc

☒ On-Hold

☐ Valid Claim

☐ Invalid Claim

Database Matching and Confidence Score

Top 3 Matches For The Selected Key Claim From The Database Are Listed Below

Key Claim

Show In Asset

View Details

Xeljanz: The First And Only Jai< Inhibitor For The Treatment Of Patients With Moderately To Severely Active Uc1

Confidence Score

96%

Key Claim

Show In Asset

View Details

Xeljanz: The First And Only Jai< Inhibitor For The Treatment Of Patients With Moderately To Severely Active Uc1

Confidence Score

93%

Key Claim

Show In Asset

View Details

Xeljanz: The First And Only Jai< Inhibitor For The Treatment Of Patients With Moderately To Severely Active Uc1

Confidence Score

85%

Expiring In 2 Days

Key Claim

Show In Asset

View Details

Confidence Score

3.4.9 Brand applications

Applications

EN

Calendar

Table

Chart

Image

Form

Form

Form

Create Plans

Search

Home > Create Plans

DOWNLOAD PLANS

AnazolinUSA

SUBMIT

> Budget

Create PlanMy Created Plans

Campaign Name

Budget Tracking Reference

Campaign 01

Select A Budget Tracking Or Add A New B...

> Choose a Service Type*

Creative

Production

Creative + Production

> Choose a Channel Type*

> Choose A Request Type*

Comments

Include any additional information regarding the plan here

Initiation Date*

Count*

ADD PLAN

Plans To Be Submitted (02)

CLEAR ALL

Slide Deck

Anazolin USA

Created

Creative

New

Campaign

Date

Value

18 Aug. 2021

€ 2,700

SUBMIT ALL

3.4.9 Brand applications

Applications



3.5 Future Ready Healthcare logo

3.5.1 Introduction

Future ReadyTM
Healthcare

3.5.1 Introduction

**Future Ready[™]
Healthcare**

Our thought leadership offerings constitute the house of Indegene-endorsed brands under the 'Future Ready Healthcare' master brand

The name 'Future Ready Healthcare' describes the driving intent behind our thought leadership offerings that enable a bold, credible vision for healthcare organizations. It conforms very well with the key elements of our brand ethos- strengths, values, purpose, promise, and personality.

**Future Ready
Healthcare**

Gotham typeface

 + **Future Ready
Healthcare**

The Future Ready Healthcare logo carries the Indegene corporate brand endorsement in its design elements- the Gotham typeface, color palette, and the FRH mark. As such, these elements lend the same meaning to the Future Ready Healthcare brand, which they do to the Indegene corporate brand.

3.5.1 Introduction

When we use the word Indegene as a prefix to Future Ready Healthcare (i.e. 'Indegene Future Ready Healthcare'), Future Ready Healthcare comes across more as a sub-brand (and not an endorsed brand) of Indegene- and this goes against the overall scheme of our brand architecture. As such, we never use the word 'Indegene' as a prefix to 'Future Ready Healthcare'.



Indegene Future Ready Healthcare

We use 'Future Ready Healthcare' always in the title case (never in the UPPER or lower case).

FUTURE READY HEALTHCARE

future ready healthcare

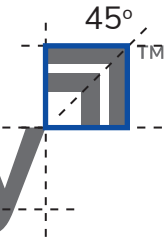
3.5.2 Construction

Our logo is based on the combination of FRH mark and the brand name 'Future Ready Healthcare'. FRH mark forms a square.

The dynamic form of FRH mark contains two converging rectangles in 45° angle forming an arrow-head pointing to the north-east.

It consciously avoids curves while allowing for perfect legibility at any size on any application.

Future Ready Healthcare



3.5.3 Versions

To allow flexibility across communication channels, alternative color versions of the Future Ready Healthcare logo are available.

Version 1
Recommended logo

Our recommended logo is the full-colour FRH Mark with Indegene blue color version of the Future Ready Healthcare logo and should always be your first choice.

Version 2 / Version 3
Alternative logo Indegene blue color / dark color background

When you can't use recommended logo, you can use this version of the Future Ready Healthcare Logo.

Version 4 / Version 5
Exceptional logo

The single colour Indegene blue / Black logo should only be used in exceptional circumstances.

(!) The Future Ready Healthcare logo is always freestanding and never enclosed in a box. The examples here are purely to present the specific color to be used on a colored background.

Version 1
Recommended logo



Version 3
Alternative logo on dark color background



Version 5
Exceptional logo



Version 2
Alternative logo on Indegene blue color background



Version 4
Exceptional logo



3.5.4 Logo lock-ups

Future Ready Healthcare has a number of key initiatives. To identify these initiatives, a lock-up needs to be created to establish these ownable products.

A simple keyline should always be placed in between the logo and the program name. The keyline has the same height as the Future Ready Healthcare logo.

(!) Only use master artwork for all versions of the lock-up with Future Ready Healthcare.

The logo lockups are such that the name of the thought leadership offering is top aligned with the top of the Future Ready Healthcare text if the name fits in a single line. If the name stretches to 2 lines, the text box has to be both top and bottom aligned with the Future Ready Healthcare text. The thought leadership offering name is always in title case. However, conjunctions such as 'and' should be in lower case. Do not use '&' instead of 'and'.



3.5.5 Clear space

It is important that there is clear space around the Future Ready Healthcare logo. This will give it more prominence and allow it to stand out.

A minimum clear space area is defined by the height of Future Ready Healthcare text, which should be applied on all the applications.

The clear space does not define the margin of your layout, but the minimum distance to other content around the logo.



■ = height of 'Future Ready Healthcare' text

3.5.6 Scale and size

Our logo is designed to scale to small sizes on print and screen.

Smallest size : 7 mm / 0.7 cm / 0.2756 in / 19.84 px



Sizes for print

Document	Logo Height
A3 - 297 mm x 420 mm	25 mm
A4 - 210 mm x 297 mm	19 mm
A5 - 148 mm x 210 mm	13 mm
A6 - 105 mm x 148 mm	9 mm
A7 - 74.5 mm x 105 mm	7 mm

3.5.6 FRH mark scaling with logo

FRH mark can be increased as well as decreased in size. This is defined by the size of the Future Ready Healthcare logo. It is easy to calculate. The size of the FRH mark should be calculated as shown here.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Future Ready Healthcare

www.futurereadyhealthcare.com

For A3, A4, A5, A6, A7 and other non-standard formats



For other non-standard formats



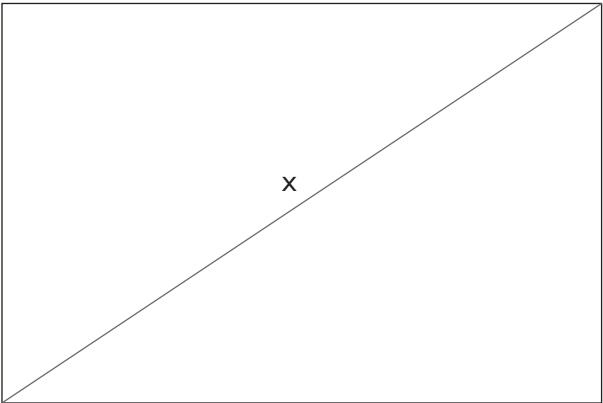
Other non-standard formats



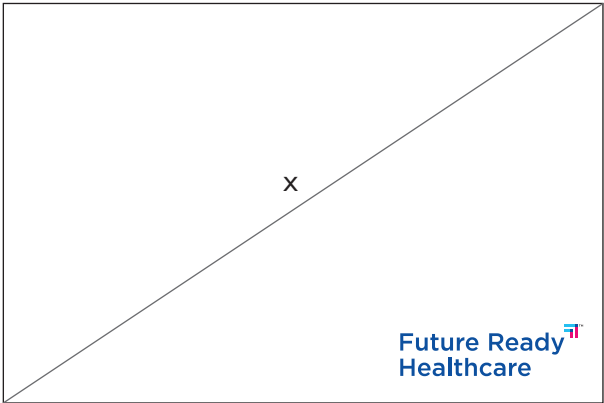
3.5.6 Scale and size - Sizing for non-standard formats

Follow these steps when sizing the logo
For formats or paper sizes not previously listed, please use the following steps when determining your logo size.

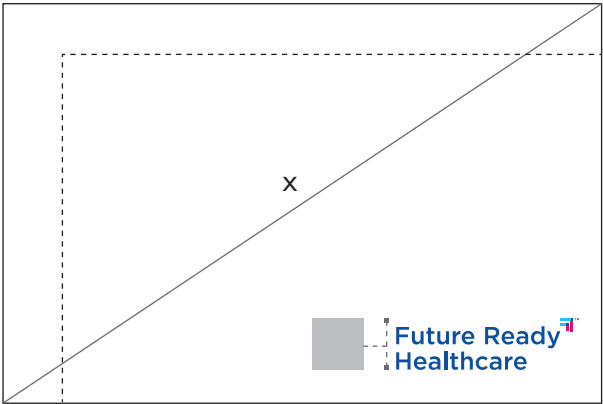
Step 1
Have diagonal dimension



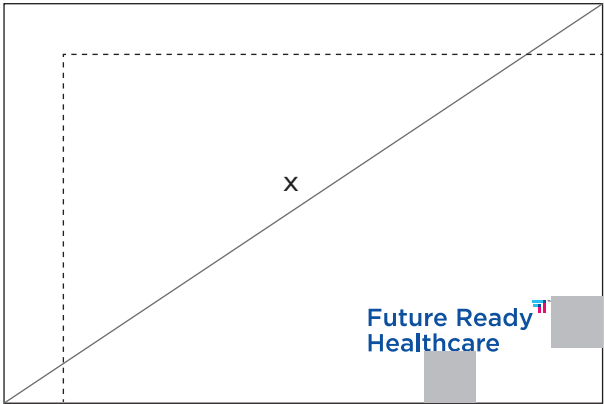
Step 2
Divide 'x' by 21 to achieve the height of Future Ready Healthcare logo



Step 3
Calculate the height of Future Ready Healthcare logo








Step 4
Height of Future Ready Healthcare logo defines the margin



3.5.6 Scale and size - Sizing for non-standard formats

For some everyday formats we have indicated
the following logo height sizes.

<div><div>A7 74,5 mm x 105 mm Logo Height - 7 mm</div><div></div></div>				
<div><div>A6 105 mm x 148 mm Logo Height - 9 mm</div><div></div></div>				
<div><div>A5 148 mm x 210 mm Logo Height - 13 mm</div><div></div></div>				
<div><div>A4 210 mm x 297 mm Logo Height - 19 mm</div><div></div></div>				
<div><div>A3 297 mm x 420 mm Logo Height - 25 mm</div><div></div></div>				

3.5.7 Placement

Indegene logo placement depends on the type of the communication and use.

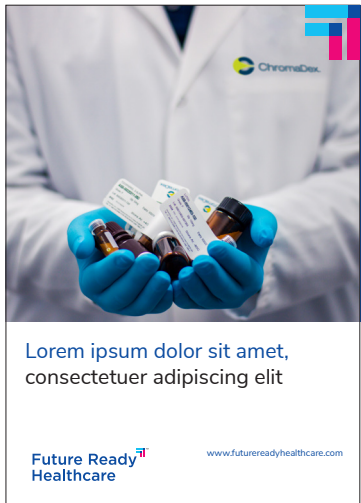
You can place the Indegene logo as per your layout.

(!) Future Ready Healthcare logo cannot be placed near FRH mark, i.e. top right corner (if using FRH mark)

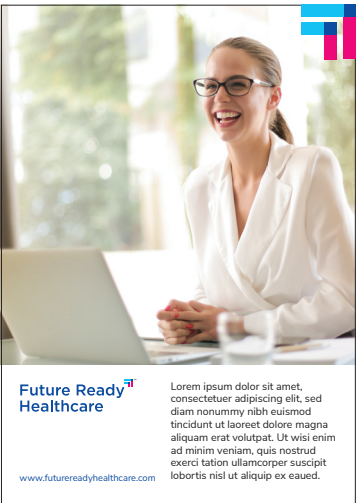
Future Ready Healthcare logo can be placed at top right corner as shown in Picture 6.

Future Ready Healthcare logo cannot be placed on image.

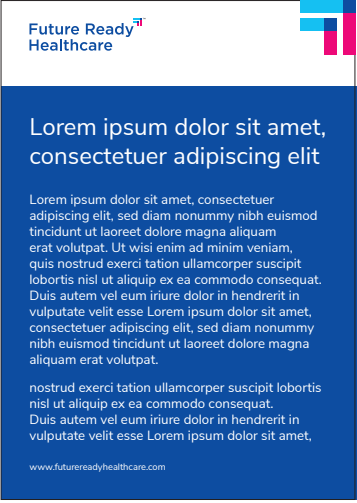
Picture 1



Picture 2



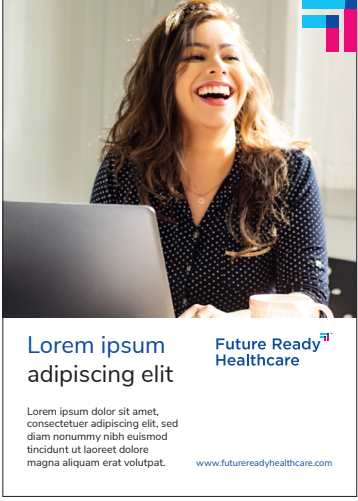
Picture 3



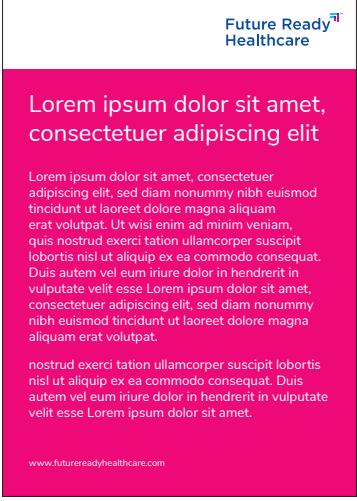
Picture 4



Picture 5



Picture 6



Examples shown here are representation purpose only. Do not use these examples as creatives.

3.5.8 Misuse

Do not use the Future Ready Healthcare logo outside of the way described in these guidelines. Future Ready Healthcare logo must not be redrawn, reset or altered in any way.

- Don't scale the logo unproportionately



- Don't change colors of the logo other than mentioned in the guideline book



- Don't change the direction of 'n'



- Don't remove the FRH mark



- Don't use any effects



- Don't add any other elements to logo



- Don't apply outline



- Don't rotate the logo



- Don't use the logo on FRH mark pattern



- Don't use the logo inside the FRH mark pattern



3.5.9 Brand applications

Applications



3.6 Ion logo

3.6.1 Introduction



3.6.1 Introduction



Ion is Indegene's creative and design service. Its logo is an exception within Indegene brand expression. Since Ion is still an Indegene service, its brand expression and application follows all elements of Indegene brand.

Ion

Gotham typeface



The Ion logo uses the same typeface, colors and FRH mark as other endorsed brands within Indegene portfolio. Ion follows the same brand application standards for its marketing assets as other Indegene offerings, except that its logo is used in place of Indegene's.

3.6.2 Construction

Our logo is based on the combination of FRH mark and the brand name 'Ion'. FRH mark forms a square.

The dynamic form of FRH mark contains two converging rectangles in 45° angle forming an arrow-head pointing to the north-east.

It consciously avoids curves while allowing for perfect legibility at any size on any application.



3.6.3 Versions

To allow flexibility across communication channels, alternative color versions of the Ion logo are available.

Version 1

Recommended logo

Our recommended logo is the full-colour FRH Mark with Indegene blue color version of the Ion logo and should always be your first choice.

Version 2 / Version 3

Alternative logo on Indegene blue color / dark color background

When you can't use recommended logo, you can use this version of the Ion Logo.

Version 4 / Version 5

Exceptional logo

The single colour Indegene blue / Black logo should only be used in exceptional circumstances.

(!) The Ion logo is always freestanding and never enclosed in a box. The examples here are purely to present the specific color to be used on a colored background.

Version 1
Recommended logo



Version 3
Alternative logo on the dark color background



Version 5
Exceptional logo



Version 2
Alternative logo on the Indegene blue color background



Version 4
Exceptional logo



3.6.4 Clear space

It is important that there is clear space around the Ion logo. This will give it more prominence and allow it to stand out.

A minimum clear space area is defined by the height of 'i' of logo, which should be applied on all applications.

The clear space does not define the margin of your layout, but the minimum distance to other content around the logo



■ = height of 'i' in logo

3.6.5 Scale and size

Our logo designed to scale to small sizes on print and screen.

Smallest size : 5.5 mm / 0.55 cm / 0.2165 in / 15.58 px



Sizes for print

Document	Logo Height
A3 - 297 mm x 420 mm	18 mm
A4 - 210 mm x 297 mm	14 mm
A5 - 148 mm x 210 mm	9 mm
A6 - 105 mm x 148 mm	6.5 mm
A7 - 74.5 mm x 105 mm	5.5 mm

3.6.5 FRH mark scaling with logo

FRH mark can be increased as well as decreased in size. This is defined by the size of the Ion logo. It is easy to calculate. The size of the FRH mark should be calculated as shown here.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

www.indegene.com

For A3, A4, A5, A6, A7 and other non-standard formats



For other non-standard formats



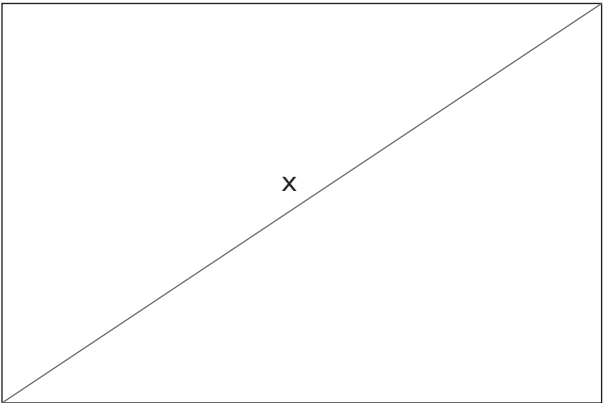
For other non-standard formats



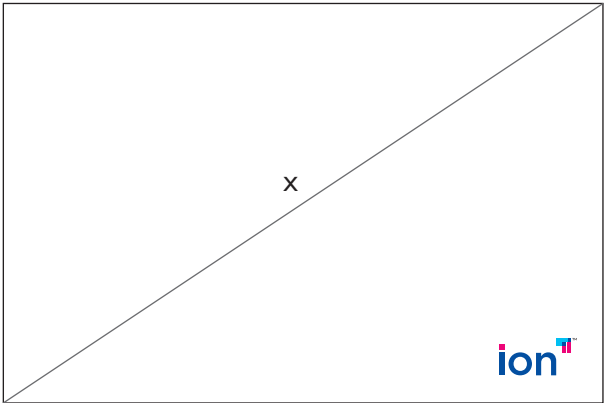
3.6.5 Scale and size - Sizing for non-standard formats

Follow these steps when sizing the logo
For formats or paper sizes not previously listed,
please use the following steps when determining your logo size.

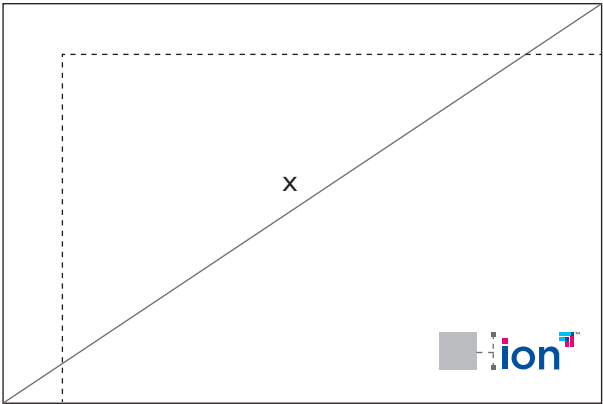
Step 1
Have diagonal dimension



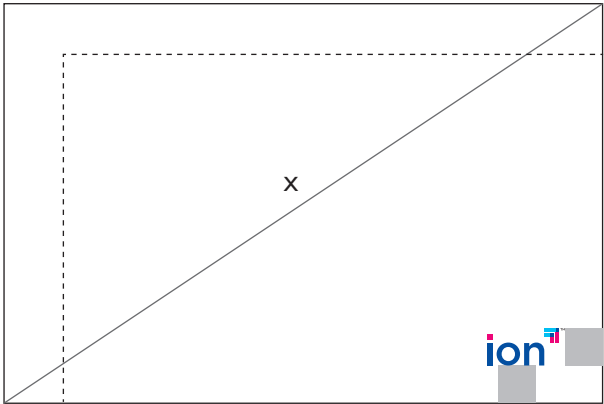
Step 2
Divide 'x' by 25 to achieve the height of Ion logo



Step 3
Calculate the height of Ion logo








Step 4
Height of Ion logo defines the margin



3.6.5 Scale and size - Sizing for non-standard formats

For some everyday formats we have indicated
the following logo height sizes.

<div><div>A7 74,5 mm x 105 mm Logo Height - 5,5 mm</div><div></div></div>				
<div><div>A6 105 mm x 148 mm Logo Height - 6,5 mm</div><div></div></div>				
<div><div>A5 148 mm x 210 mm Logo Height - 9 mm</div><div></div></div>				
<div><div>A4 210 mm x 297 mm Logo Height - 14 mm</div><div></div></div>				
<div><div>A3 297 mm x 420 mm Logo Height - 18 mm</div><div></div></div>				

3.6.6 Placement

Indegene logo placement depends on the type of the communication and use.

You can place the Indegene logo as per your layout.

(!) Ion logo cannot be placed near FRH mark, i.e. top right corner (if using FRH mark)

Ion logo can be placed at top right corner as shown in Picture 6.

Ion logo cannot be placed on image.

Picture 1



Picture 2



Picture 3



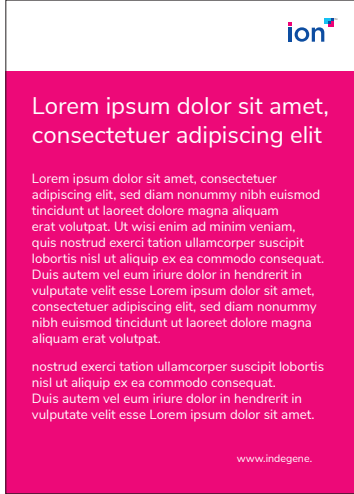
Picture 4



Picture 5



Picture 6



3.6.8 Misuse

Do not use the Ion logo outside of the way described in these guidelines. Ion logo must not be redrawn, reset or altered in any way.

- Don't scale the logo unproportionately
- Don't change colors of the logo other than mentioned in the guideline book
- Don't change the direction of 'n'
- Don't remove the FRH mark



- Don't use any effects



- Don't add any other elements to logo



- Don't apply outline



- Don't rotate the logo



- Don't use the logo on FRH mark pattern



- Don't use the logo inside the FRH mark pattern



3.7 Color palette

3.7.1 Introduction

Color plays an important role in establishing our brand's personality.

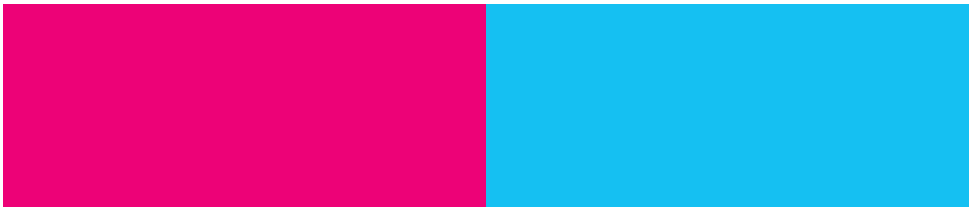
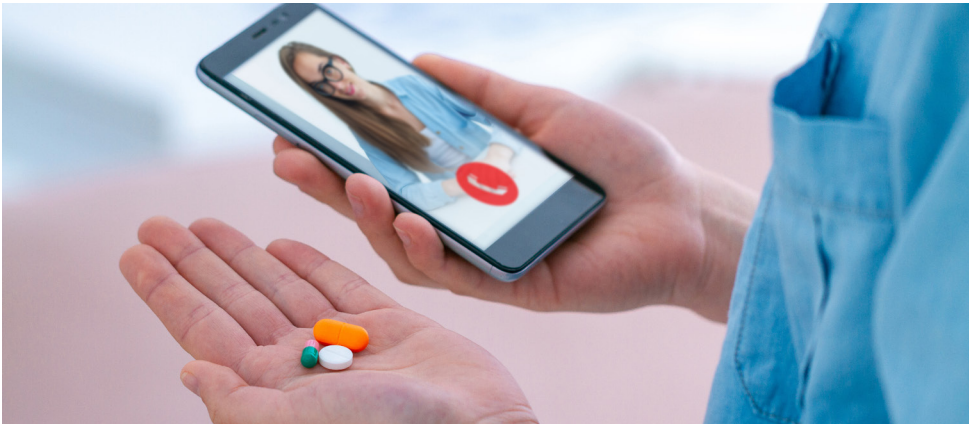


The Indegene blue is the color of wisdom- the color of the sage personality archetype. It is the color of credibility and confidence; and cues thought provoking.



The Indegene pink cues excitement and vigor. It adds a bold dash of vitality to the Indegene logo.

The Indegene cyan is the color of honesty, simplicity, and clarity. Visually, it balances the vitality of the Indegene pink.



3.7.2 Primary colors

At Indegene we use three primary colours i.e. Indegene blue, Indegne Pink, Indegene cyan. We use areas of white space in design and imagery to create a sense of calm, brightness and freshness, and a canvas from which our other brand colours have greater impact. So that we maximise visual recognition of our brand in our markets, Indegene blue should be the dominant colour on all applications.

This color palette should always be used for all key touch points of Indegene.

(!) Colours should always be used at 100% opacity.

Indegene blue



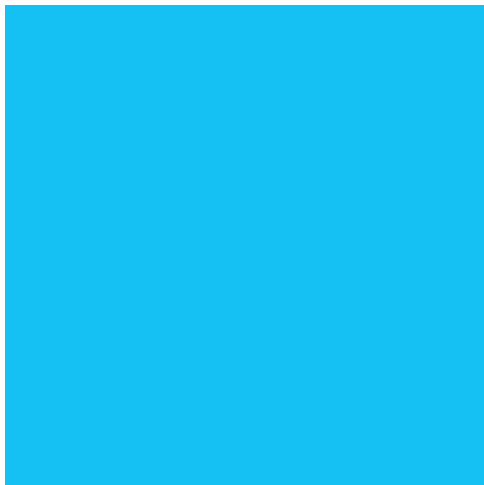
CMYK - 100 | 80 | 00 | 00
RGB - 03 | 78 | 162
HEX - #034EA2

Indegene pink



CMYK - 00 | 100 | 20 | 00
RGB - 237 | 06 | 119
HEX #ED0677

Indegene cyan



CMYK - 70 | 00 | 00 | 00
RGB - 00 | 192 | 243
HEX - #00C0F3

3.7.3 Secondary and tertiary colors

Our secondary and tertiary colors open up multiple creative possibilities for brand expression. However, they should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency of our primary colors.

(!) This color palette can be used for internal communication like office branding, newsletter, emailers etc.

Also, this color palette can be used for graphical representations like graph, charts, infographics.

Secondary colors

Indegene yellow



CMYK - 00 | 10 | 90 | 00
RGB - 255 | 222 | 47
HEX - #FFDE2F

Indegene orange



CMYK - 00 | 70 | 100 | 00
RGB - 243 | 112 | 33
HEX - #F37021

3.7.3 Secondary and tertiary colors

Our secondary and tertiary colors open up multiple creative possibilities for brand expression. However, they should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency of our primary colors.

(!) This color palette can be used for vital elements like graphs, infographics, charts, tables in power point presentations.

Tertiary colors

Indegene green



CMYK - 60 | 00 | 100 | 00
RGB - 114 | 191 | 68
HEX - #72BF44

Indegene violet



CMYK - 80 | 80 | 00 | 00
RGB - 82 | 79 | 161
HEX - #524FA1

Indegene deep grey



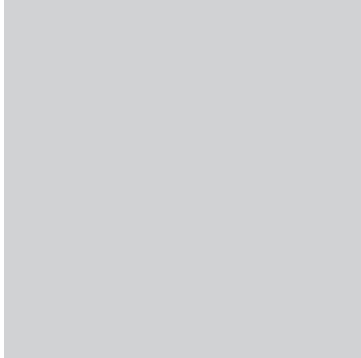
CMYK - 00 | 00 | 00 | 70
RGB - 109 | 110 | 113
HEX - #6D6E71

Indegene grey



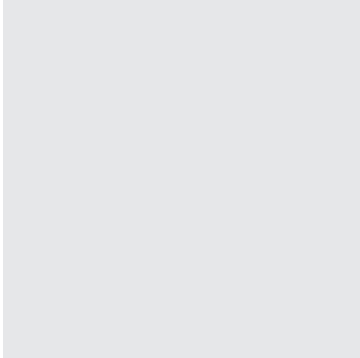
CMYK - 00 | 00 | 00 | 30
RGB - 188 | 190 | 192
HEX #BCBEC0

Indegene light grey



CMYK - 00 | 00 | 00 | 20
RGB - 209 | 211 | 212
HEX - #D1D3D4

Indegene light grey



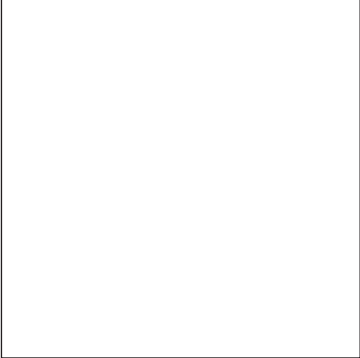
CMYK - 00 | 00 | 00 | 10
RGB - 230 | 231 | 232
HEX - #E6E7E8

Black



CMYK - 00 | 00 | 00 | 100
RGB - 35 | 31 | 32
HEX - #231F20

White



CMYK - 00 | 00 | 00 | 00
RGB - 255 | 255 | 255
HEX - #FFFFFF

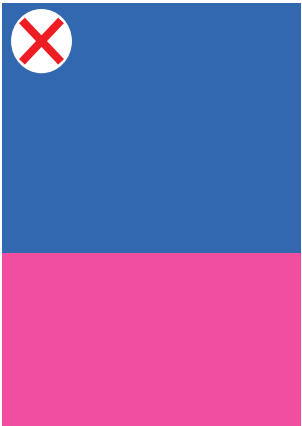
3.7.4 Misuse

Do not use the color palette outside of the way described in these guidelines. Color palette must not be used with effects like transparency, gradient etc. Colors should always be flat.

• Don't use gradients



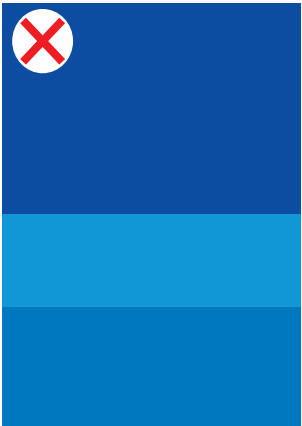
• Don't decrease opacity



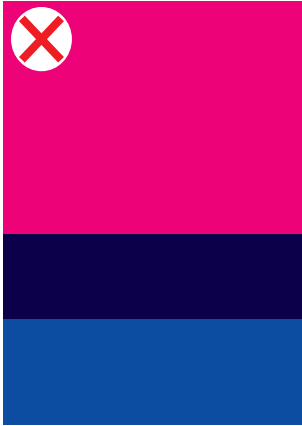
• Don't use color effects on imagery



• Don't use other color shades of primary, secondary, tertiary colors



• Don't use color effects like transparency



• Don't merge two colors



• Don't use color effects with imagery



• Don't use colors other than mentioned in guidelines



3.8 Typography

3.8.1 Introduction

Nunito Sans

Our typography is simple and easy to use. Nunito Sans typeface maximizes its impact on communication across all applications. It is easy to read and impactful. This typeface establishes a strong visual hierarchy, provides a graphic balance to communication, and helps set the brand's overall tone.

Nunito Sans includes variations such as black, extra bold, semi bold, bold, regular, light, extra light, italic, etc.

Extra-Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Black

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Semi bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Extra bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

3.8.2 Pairings

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. Regular weight should be paired with regular weight.

Regular
Header

Regular
Header

Regular
Sub-head

Regular
Sub-head

Regular
Body copy

Regular
Body copy

3.8.3 Styling

Headings

Headings should always be in Nunito Sans Regular.

Always set headings in sentence case (excluding proper noun) with left alignment where possible. Headings tend to look better with a decent amount of tracking.

To create emphasis, Nunito Sans Regular can be in Indegene blue like showed in Picture 1.

The other way to achieve such hierarchy in communication is to have bigger font size like showed in Picture 2.

Any particular sentence in communication can be highlighted by using Indegene blue like showed in Picture 3.

This styling creates a simple, clean yet effective communication style. It also helps to create hierarchy and focus within our layouts.

Front covers

Headings can be typeset using Indegene blue.

However, on front covers and on Indegene masterbrand lead communication items such as annual report, corporate brochure or any other brochure etc. the Indegene blue, Black, White should be used depending on color background.

(!) Don't use typeface other than Nunito San as this will create an off-brand look.

Avoid using other weight than Nunito Sans Regular.

Picture 1 (heading with body copy)

Nunito Sans Regular is used for headings
and is coloured in Indegene blue.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh euipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy

Picture 2 (heading with sub-head)

Nunito Sans Regular is used for headings

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Picture 3 (heading)

Nunito Sans Regular is used for headings
and is coloured in Indegene blue.

3.8.3 Styling

Body copy

Body copy should always be in Nunito Sans Regular.

Always set body copy in sentence case (excluding proper noun) with left alignment where possible. Body tend to look better with a decent amount of tracking.

To create emphasis on elements like title, Nunito Sans Regular can be in one of our primary colors like showed in Picture 1.

The other way to achieve such hierarchy in communication is to have bigger font size like showed in Picture 2.

This styling creates a simple, clean yet effective communication style. It also helps to create hierarchy and focus within our layouts.

Inner pages

Titles of body copy should always be in one of our primary colors depending on color background.

(!) Don't use typeface other than Nunito San as this will create an off-brand look.

Avoid using other weight than Nunito Sans Regular.

Don't use color other than Black / White for body copy.

Picture 1

Lorem ipsum

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy

Picture 2

Lorem ipsum

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy

Lorem ipsum

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy

Lorem ipsum

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy

Lorem ipsum

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy

3.8.3 Styling

Bullets and numbers

Body copy should always be in Nunito Sans Regular.

If bullet points / numbers are needed in body copy they should always be in Indegene pink.

There should be decent space between bullet / number and text.

(!) Don't use shapes other than round as bullet points.

Picture 1

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy
- Lorem ipsum dolor sit amet, adipiscing elit, sed diam nonummy nibh euipsum dolor sit, consec adipiscing elit, sed diam nonummy
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Picture 2

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy
- 2 Lorem ipsum dolor sit amet, adipiscing elit, sed diam nonummy nibh euipsum dolor sit, consec adipiscing elit, sed diam nonummy
- 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

3.8.4 Line spacing

When set correctly, our typography helps to communicate information simply and accurately. All headlines should try to adhere to the rule, line spacing set at auto to size of the text.

All body copy should have line spacing set at auto to the size of the text.

Please adhere to the line spacing principles. However considering the need for flexibility in certain situations and formats.

(!) Never set the line spacing same as text size.

Line spacing for headings is set at auto (regular).
This copy is set 24/28.8pt

Line spacing for subheading is set at auto (regular)
This copy is set at 18/21.6pt

Line spacing for body copy
is set at auto (regular)
This copy is set at 11/13.2pt

3.8.5 Misuse

Please follow our typographic principles so that our communications are effective and the integrity of our brand is not diluted.

- Don't use typeface other than Nunito Sans Regular

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- Don't use our secondary color palette for typography

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- Don't use our tertiary color palette for typography

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- Don't range heading / body copy / title to the right

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- Don't set body copy with too little leading

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- Don't highlight words of body copy using primary / secondary / tertiary color palette

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- Don't use justified alignment for heading or body copy

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- Don't set heading / body copy / sub-heading in upper case / title case

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LOREM IPSUM DOLOR SIT AMET, CONSETETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE LOREM IPSUM DOLOR SIT AMET, CONSETETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT.

3.8.5 Misuse

Please follow our typographic principles so that our communications are effective and the integrity of our brand is not diluted.

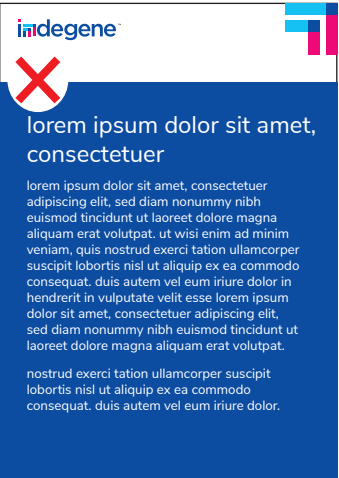
- Don't use center alignment for heading or body copy



- Don't place text on imagery



- Don't set heading / body copy / sub-heading in lower case



3.9 Photography

3.9.1 Introduction

Our brand imagery is honest, emotive, aware, humane and engaging. Our brand imagery is one of the key elements to connect with people / customers. This connection is the key to effective communication.

(!) Choose your images wisely. Images should not have busy looking backgrounds. Images should have natural lighting and clutter-free look and feel like shown here.



3.9.2 Principles

Hero photography should be able to express the values and personality of Indegene brand. It should create a positivity among people and also it should give them confidence that we are here to help people with our knowledge and expertise in the form of technology to improve quality of lives.

Improving quality of lives through technology



Always ready to help people



Creating positivity and lighter mood



Giving confidence to people



3.9.3 Lighting and color

Images should have natural lighting and clutter-free look and feel like shown here.

Our imagery carries a very natural / day light tone.
It creates cheerful, calm and healthy mood, morale boosting attitude to a viewer.



3.9.4 Misuse

Do not use the imagery outside of the way described in these guidelines. Imagery must not be used with effects like applying sapia tone, desaturation etc.

- Don't use dark tone image



- Don't use images with icons or vectors on top of a picture



- Don't use clutter looking images



- Don't blur images



- Don't use cut out images
- Only use square rectangle shaped and full bleed images



- Don't use vectors / cartoons / illustrations / icons as images



3.9.4 Misuse

Do not use the imagery outside of the way described in these guidelines. Imagery must not be used with effects like applying sapia tone, desaturation etc.

- Don't use black and white images



- Don't use colored filters



- Don't use colored filters



3.9.4 Misuse

Do not use the imagery outside of the way described in these guidelines. Imagery must not be used with effects like sapia tone, desaturation etc.

• Don't place logos on images



• Don't place logos on images



• Don't place logos on images



• Don't place logos on images



• Don't place enclosed logos on images



• Don't place enclosed logos on images



• Don't place enclosed logos on images



• Don't place enclosed logos on images



3.10 Other system elements

3.10.1 Iconography style

Our iconography and its usage principles are designed to communicate quickly and effectively across all touchpoints (from product to environment to marketing).



Healthcare



Customer Experience



Digital Transformation



Regulatory



Management



Medical Affairs



Pharmacy



Hospital



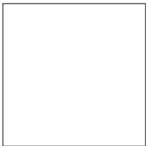
Mission



Omni-channel

3.10.2 Construction

Our iconography is based on the shape of the FRH mark which is a perfect square.



Icons should have the guideline of a square



Icons should touch minimum 2 sides of square



Icons should have atleast one gap like shown here



Healthcare
Nunito Sans Regular should be used for title

3.10.3 Versions

Each icon has three different versions in terms of colors. It makes our iconography flexible and easy to adapt according to layout and background colors.

Version 1
This version of iconography should be used on White background. The color of icons should be Indegene blue.

Version 2
This version of iconography should be used on color background.

Version 3
This version of iconography should be used on White background. The color of icons should be Deep grey from tertiary color palette.

Version 1



Healthcare



Customer Experience



Medical Affairs



Pharmacy

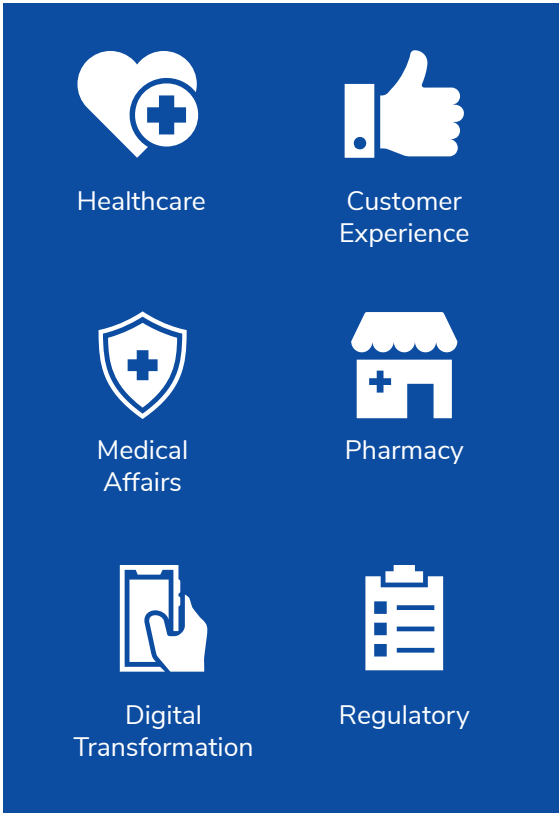


Digital Transformation



Regulatory

Version 2



Version 3



Healthcare



Customer Experience



Medical Affairs



Pharmacy



Digital Transformation




Regulatory

3.10.4 Misuse


Please follow our iconography principles so that our communications are effective and the integrity of our brand is not diluted.

- Don't use outline




Healthcare

- Don't use colors other than mentioned in guidelines




Healthcare

- Don't use more than one color in an icon




Healthcare

- Don't use gradient




Healthcare

- Don't use outline




Healthcare

- Don't use any effects




Healthcare

- Don't apply transparency




Healthcare

- Don't use 3D icons




Healthcare

- Don't use images




Healthcare

- Don't use images




Healthcare

- Don't use images




Healthcare

- Don't enclose icons in a square



Healthcare

- Don't enclose icons in a circle



Healthcare

3.10.5 Table style

The examples shown here demonstrate the variations possible while adhering to the following guidance:

- Divide rows using Indegene light grey panels or Indegene deep grey lines.
- Top rows can be highlighted with Indegene blue coloured type or coloured panels (in Indegene blue and Indegene deep grey).
- Use Black for text on White and Indegene light grey.
- Use white text on Indegene deep grey and Indegene blue.
- If vertical lines are required to separate columns, White or Indegene deep grey can be used.
- Indegene blue can be used to highlight key text.
- To highlight text in a table use our Indegene pink.

Table using coloured panels

Lorem Ipsum	Dlor	Sit Amet
Dolor Sit Amet	Dolor Sit Amet	Dolor Sit Amet
Consectetuer	Consectetuer	Consectetuer
Sed Diam	Sed Diam	Sed Diam
Quis Nostrud	Quis Nostrud	Quis Nostrud

Table using coloured panels with highlighted cells

Lorem Ipsum	Dlor	Sit Amet
Dolor Sit Amet	Dolor Sit Amet	Dolor Sit Amet
Consectetuer	Consectetuer	Consectetuer
Sed Diam	Sed Diam	Sed Diam
Quis Nostrud	Quis Nostrud	Quis Nostrud

Table using Indegene deep grey panels

Lorem Ipsum	Dlor	Sit Amet
Dolor Sit Amet	Dolor Sit Amet	Dolor Sit Amet
Consectetuer	Consectetuer	Consectetuer
Sed Diam	Sed Diam	Sed Diam
Quis Nostrud	Quis Nostrud	Quis Nostrud

Table using coloured panels and lines

Lorem	Dlor	Sit Amet
Dolor Sit Amet	Dolor Sit Amet	Dolor Sit Amet
Consectetuer	Consectetuer	Consectetuer
Sed Diam	Sed Diam	Sed Diam
Quis Nostrud	Quis Nostrud	Quis Nostrud

Table using lines and colored type

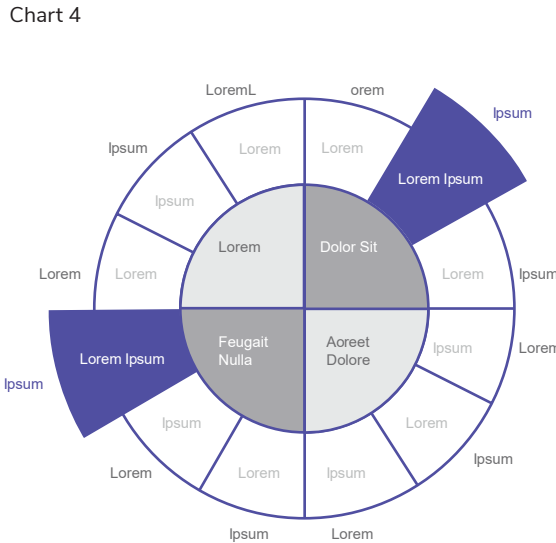
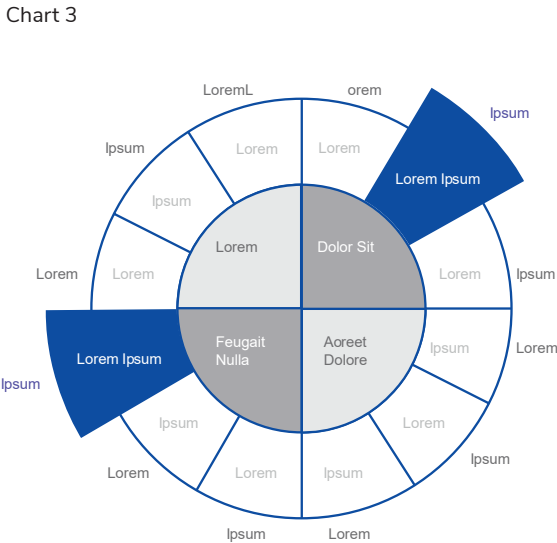
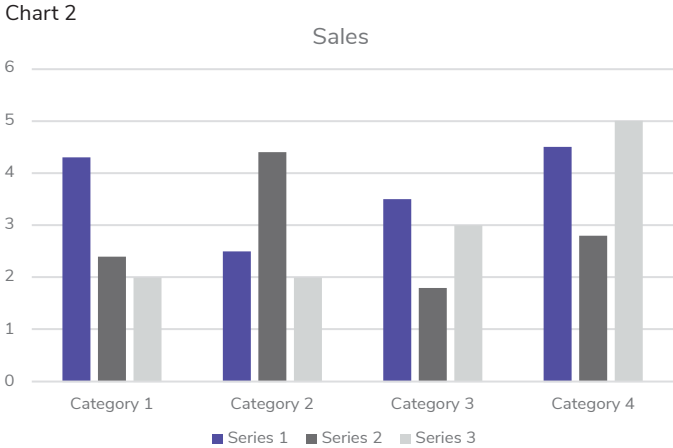
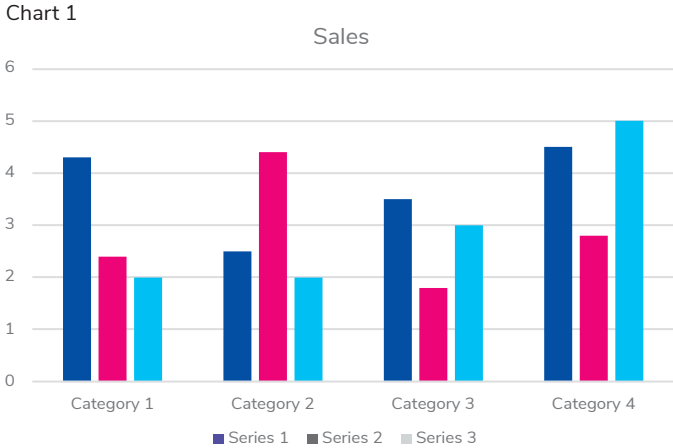
Lorem	Dlor	Sit Amet
Dolor Sit Amet	Dolor Sit Amet	Dolor Sit Amet
Consectetuer	Consectetuer	Consectetuer
Sed Diam	Sed Diam	Sed Diam
Quis Nostrud	Quis Nostrud	Quis Nostrud

3.10.6 Chart and graph style

The Indegene approach to charts and graphs doesn't allow any unnecessary visual elements so that the data is easily understood. This means we use 2D graphic shapes. Special effects like drop shadows and 3D effects are never used. Only flat colors should be used to retain the Indegene brand visual language and better readability.

(!) Gradients cannot be used for charts, graphs or any other elements.

Detailed information about graphs can be found in the PowerPoint guidelines.

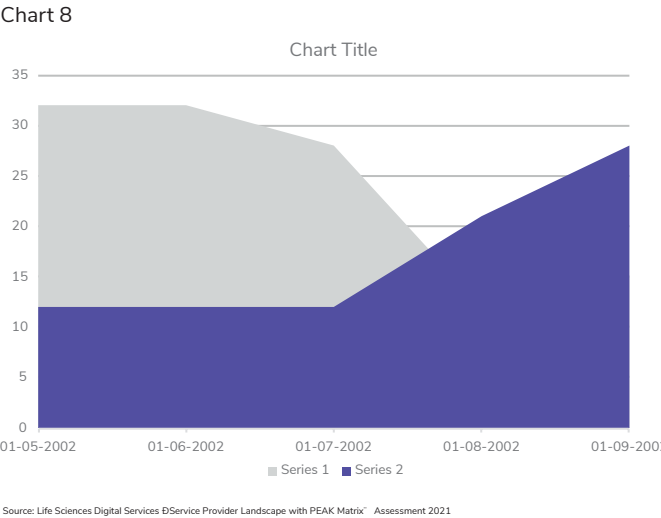
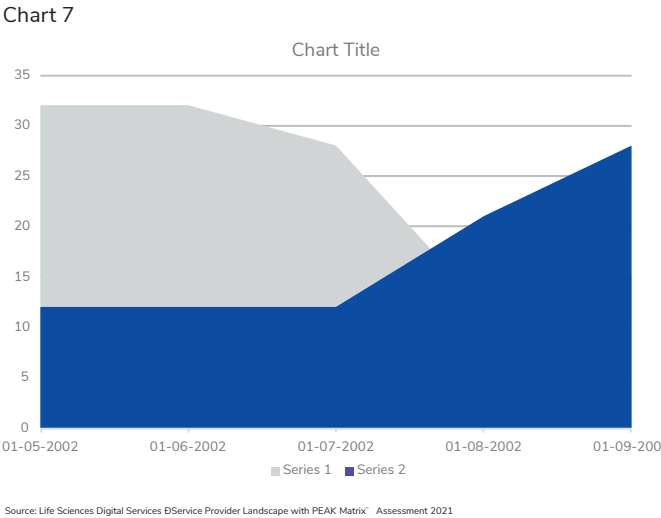
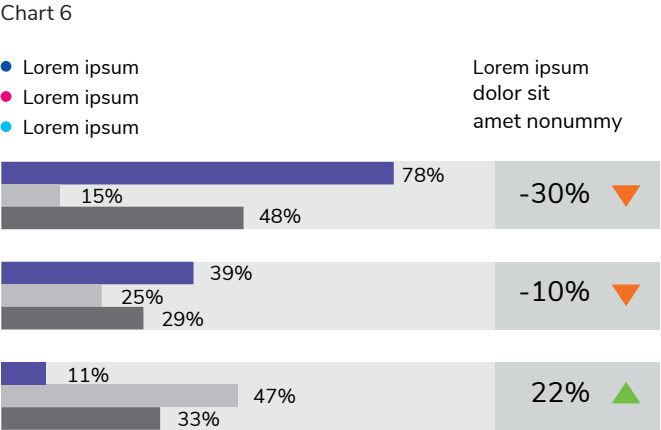
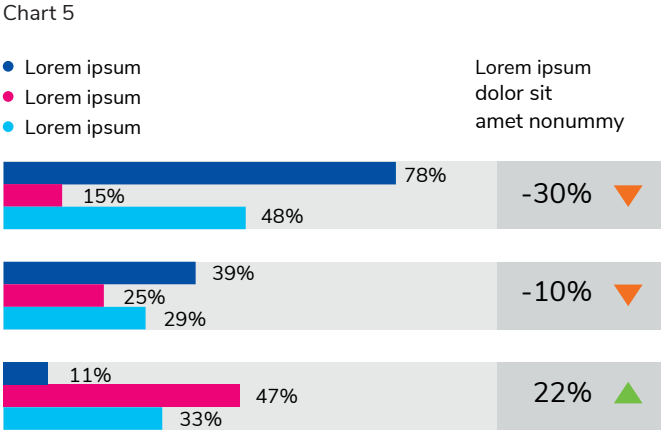


3.10.6 Chart and graph style

The Indegene approach to charts and graphs doesn't allow any unnecessary visual elements so that the data is easily understood. This means we use 2D graphic shapes. Special effects like drop shadows and 3D effects are never used. Only flat colors should be used to retain the Indegene brand visual language and better readability.

(!) Gradients cannot be used for charts, graphs or any other elements.

Detailed information about graphs can be found in the PowerPoint guidelines.



3.10.6 Color usage

- Use the visual elements of the Indegene brand such as typography, colour palette in ways that reinforce our authorship of the information. But be careful to allow the information to stand out and grab the audience’s attention. Often a graphic that is all in Indegene blue / Indegene pink will not communicate the information as well as one that features a wider range of colours or uses an accent colour.
- To achieve a consistent look and feel of our information graphics, we use a range of colours. Indegene brand specific graphics require a larger proportion of primary color palette. In other circumstances a more subtle approach using neutral colours with accents in secondary / tertiary color palette may be preferred.
- Wherever possible, our information graphics use our primary colour palette first. When there is a requirement for complex graphs the secondary / tertiary color palette can also be used. The primary colour palette should always be the prominent set.

(!) Never use tints of any of our color palettes.
Never overuse the secondary palette / Tertiary color palette.

Primary color palette - for information graphics (Refer Chart 1, Chart 3, Chart 5)

Indegene blue



Indegene pink



Indegene cyan



Secondary color palette - for accent colors like legends, buttons etc (Refer Chart 5, Chart 6)

Indegene orange



Indegene yellow



Tertiary color palette - for information graphics + accent colors like legends, buttons etc. (Refer all charts)

Indegene green



Indegene violet



Indegene deep grey



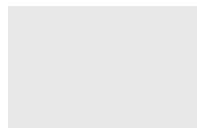
Indegene grey



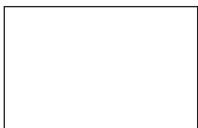
Indegene light grey



Indegene light grey



White



Black



3.11 Composition

3.11.1 Introduction

Our visual language is designed to be simple and flexible. With its logical hierarchy, information can be communicated in a concise way and without fuss. You can create engaging layouts with the easy-to-use grids and maintain brand recognition with a clean yet impactful communication style.



3.11.2 Grid system - A4

Flexibility is the key in Indegene visual language. Indegene’s grid system should be used to design clean, clear layouts for text and imagery.

Our A4 grid uses an asymmetric 8 x 12 grid system because it is so flexible.

This grid stystem is adjustable as shown here in some of the examples.

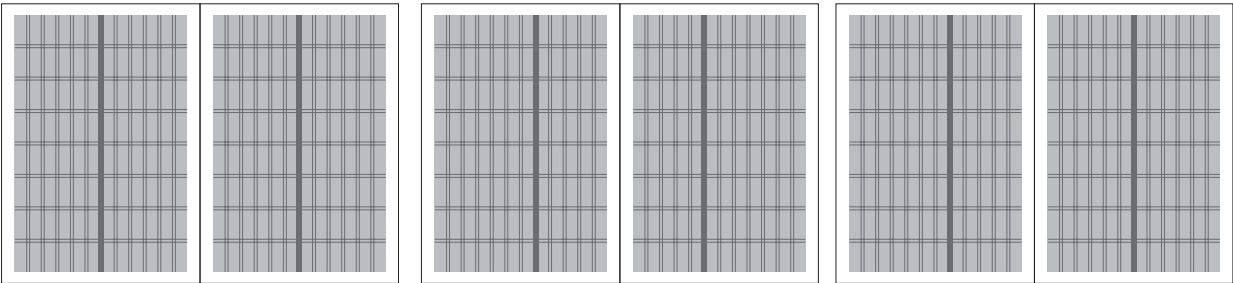


3.11.2 Grid system - A4 for content layout

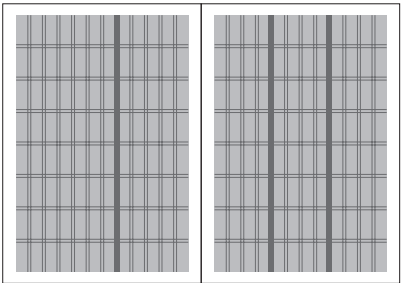
Flexibility is the key in Indegene visual language. Indegene’s grid system should be used to design clean, clear layouts for text and imagery.

Our A4 grid uses an asymmetric 12-column system because it is so flexible. Layouts can be divided into two, three and four column to suit formats and content.

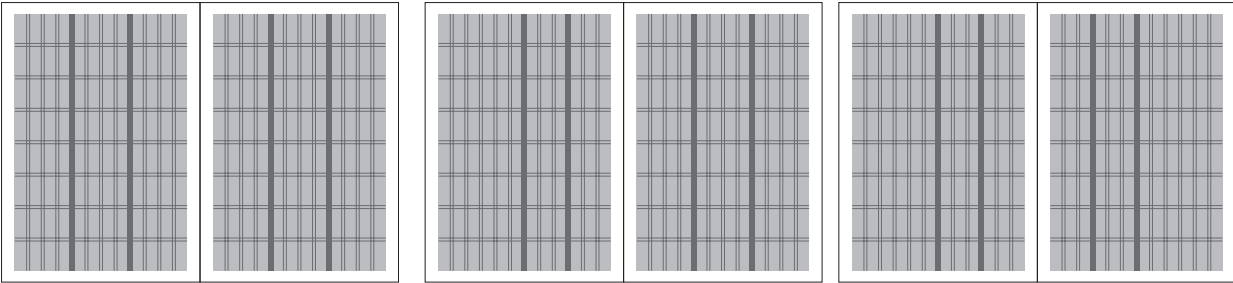
2 column grid



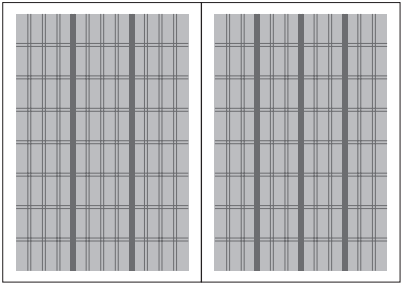
Combination : 2 + 3 column grid



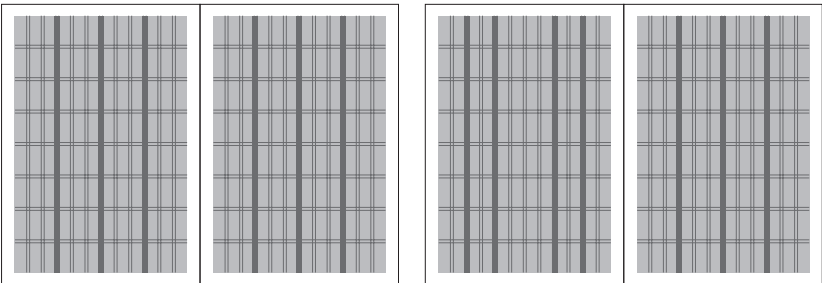
3 column grid



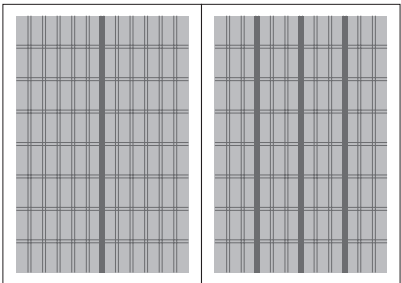
Combination : 3 + 4 column grid



4 column grid



Combination : 2 + 4 column grid



3.11.3 Grid system - two and three columns

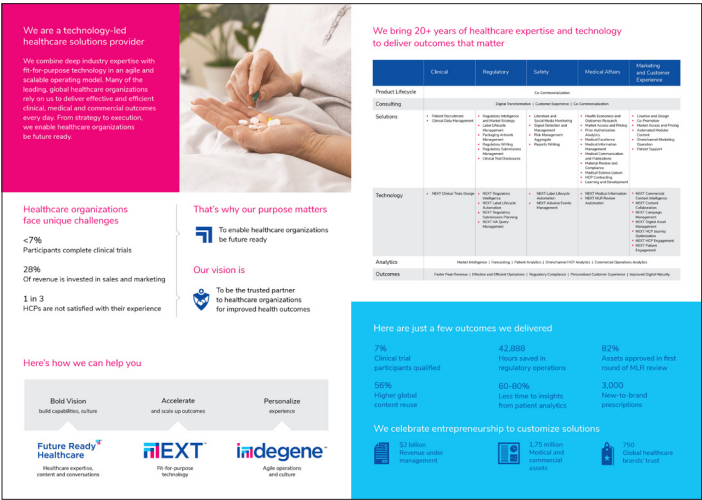
A4 double page spread

Our grid is flexible and can be used for layouts that suits our content.

A4 cover

The front cover example uses a two-column grid. This offers space for bigger imagery with decent space for communication.

(!) Please use a grid suitable for the amount of content, so that layouts are clean and spacious.



3.11.4 Grid system- alternative formats

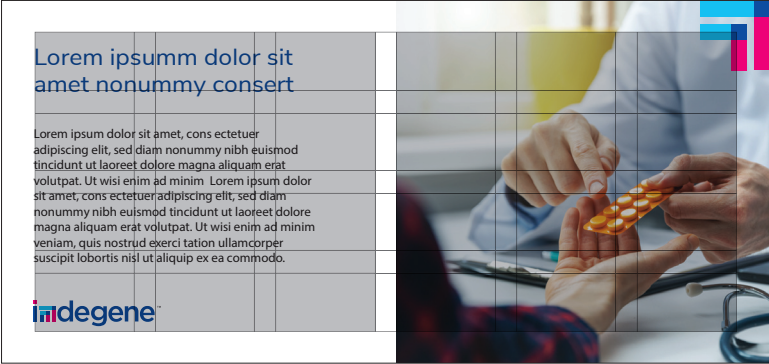
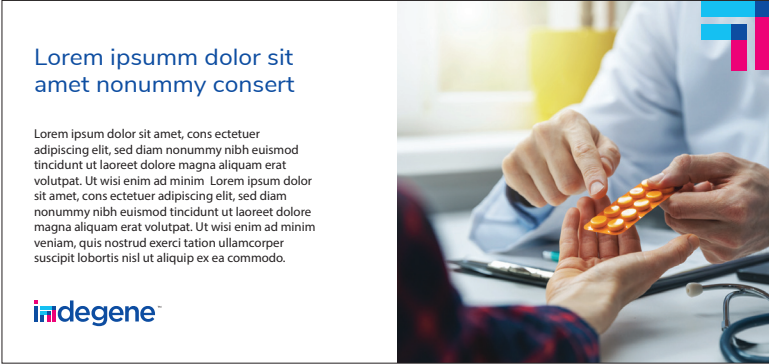
Choose the grid to suit the format

Our grid system is flexible so that it can work across many formats and shapes, as these examples show. Formats that cannot accommodate our 8 x 12-column grid should use our alternative formats. You can add columns and rows by the multiplication of 2 i.e. 2, 4, 6, 8, 10 and so on.

4 column grid | Web header



2 column grid | DL landscape

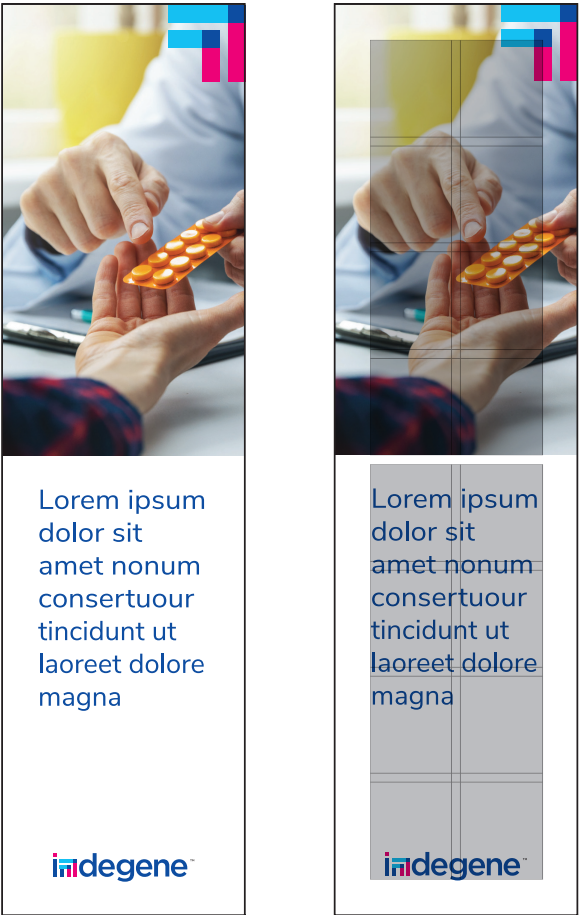


3.11.4 Grid system- alternative formats

Choose the grid to suit the format

Our grid system is flexible so that it can work across many formats and shapes, as these examples show. Formats that cannot accommodate our 8 x 12-column grid should use our alternative formats. You can add columns and rows by the multiplication of 2 i.e. 2, 4, 6, 8, 10 and so on.

2 column grid | Web header



3 column grid | Social media cover page



3.11.5 Front covers

These examples show some of the various cover types possible within our guidelines

Our preferred cover option is Picture 1.

However if no strong image is available, option like in Picture 2 can be used.

Option like Picture 3 can be used for collaterals like annual report, title slide of corporate presentation etc.

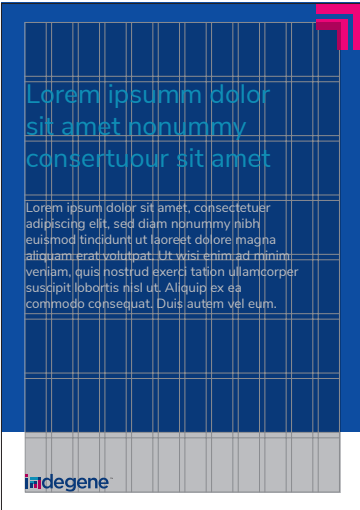
Picture 1



Picture 2



Picture 3



Misuse

Images should have natural lighting and clutter-free look and feel like shown here.

Our imagery carries a very natural / day lighting tone.
It creates cheerful, calm and healthy mood, morale boosting
attitude to a viewer.

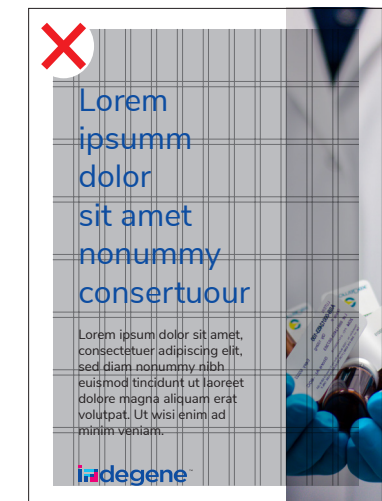
- Don't let the text go outside the margin



- Don't use margins in a way that where communication is lost and layout loses its balance.



- Don't use margins in a way that where image gets cut badly and layout loses its balance.





4.0 Annexure

- 4.1 NEXT logo lock-ups
 - 4.1.1 NEXT Logo - on White background
 - 4.1.2 NEXT Logo - Black background
- 4.2 Future Ready Healthcare logo
- 4.3 Icons
- 4.4 Cheat sheet of names

4.1 NEXT logo lock-ups

4.1.1 NEXT logo lock-ups
on White background

 NEXT™ Clinical Trials Design

 NEXT™ Regulatory Intelligence

 NEXT™ Regulatory Submissions Planning

 NEXT™ Label Lifecycle Automation

 NEXT™ HA Query Management

 NEXT™ Medical Information

 NEXT™ Adverse Events Management

 NEXT™ MLR Review Automation

 NEXT™ Commercial Content Intelligence

 NEXT™ Content Collaboration

 NEXT™ Campaign Collaboration

 NEXT™ Digital Asset Management

 NEXT™ HCP Journey Optimization

 NEXT™ Forecasting

 NEXT™ HCP Engagement

 NEXT™ Patient Engagement

 NEXT™ Learning

4.1.2 NEXT logo lock-ups
on White background

NEXT™

Clinical Trials
Design

NEXT™

Regulatory
Intelligence

NEXT™

Regulatory Submissions
Planning

NEXT™

Label Lifecycle
Automation

NEXT™

HA Query
Management

NEXT™

Medical
Information

NEXT™

Adverse Events
Management

NEXT™

MLR Review
Automation

NEXT™

Commercial Content
Intelligence

NEXT™

Content
Collaboration

NEXT™

Campaign
Collaboration

NEXT™

Digital Asset
Management

NEXT™

HCP Journey
Optimization

NEXT™

Forecasting

NEXT™

HCP
Engagement

NEXT™

Patient
Engagement

NEXT™

Learning

4.1.3 NEX T logo lockups
on Black background

NEX T™

Clinical Trials
Design

NEX T™

Regulatory
Intelligence

NEX T™

Regulatory Submissions
Planning

NEX T™

Label Lifecycle
Automation

NEX T™

HA Query
Management

NEX T™

Medical
Information

NEX T™

Adverse Events
Management

NEX T™

MLR Review
Automation

NEX T™

Commercial Content
Intelligence

NEX T™

Content
Collaboration

NEX T™

Campaign
Collaboration

NEX T™

Digital Asset
Management

NEX T™

HCP Journey
Optimization

NEX T™

Forecasting

NEX T™

HCP
Engagement

NEX T™

Patient
Engagement

NEX T™


Learning


4.2 Future Ready Healthcare

logo lock-ups

4.2.1 Future Ready Healthcare logo lock-ups

**Future Ready
Healthcare**  Digital
Council

**Future Ready
Healthcare**  Medical Affairs
Digital Strategy Council


















**Future Ready
Healthcare**  Emerging Biotech
CEO Council

**Future Ready
Healthcare**  Regulatory Affairs
Digital Council

**Future Ready
Healthcare**  Indegene
Digital Summit

4.3 Icons

4.3 Icons

								
Deep industry expertise	Fit-for-purpose technology	Agile culture	Deep industry expertise	Fit-for-purpose technology	Agile culture	Deep industry expertise	Fit-for-purpose technology	Agile culture
								
Brand Purpose	Brand Vision	Brand Promise	Brand Purpose	Brand Vision	Brand Promise	Brand Purpose	Brand Vision	Brand Promise
								
								
								

4.4 Cheat sheet of names

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Old Name	New Name
Business Units	
Digital CRO, CRS	Indegene Clinical
CRS	Indegene Regulatory
CRS	Indegene Safety
MARS	Indegene Medical Affairs
EMCE	Indegene Marketing and Customer Experience
APEX / End-to-End Co-Commercialization / Product Commercialization	Indegene Co-Commercialization
iON	Ion
Data & Analytics	Indegene Analytics
DT Consulting	DT Consulting
Emerging Biotech	Indegene Emerging Biotech
Medical Devices	Indegene Medical Technology
Solutions	
Catalyst	Indegene Patient Recruitment
Clinical Data Management	Indegene Clinical Data Management
Regulatory Intelligence and Market Strategy	Indegene Regulatory Intelligence and Market Strategy
Regulatory Authoring	Indegene Regulatory Writing
Labeling	Indegene Label Lifecycle Management
Packaging Artwork	Indegene Packaging Artwork Management
Regulatory Submission and Publishing	Indegene Regulatory Submissions Management
Clinical Trial Disclosures	Indegene Clinical Trial Disclosures
Aggregate Reports	Indegene Aggregate Reports Writing
Literature and Social Media Monitoring	Indegene Literature and Social Media Monitoring

4.4 Cheat sheet of names

Old Name	New Name
Solutions	
Safety Surveillance and Signal Detection	Indegene Signal Detection and Management
Risk Management Solutions	Indegene Risk Management
Promotional and Medical Review	Indegene Material Review and Compliance
Medical Information	Indegene Medical Information Management
Publications & Medical communication	Indegene Medical Communication and Publication
Medical Science Liaison	Indegene Medical Science Liaison
Medical Launch Excellence	Indegene Medical Excellence
Health Economics and Outcomes Research	Indegene Health Economics and Outcomes Research
Prior Authorization Analytics	Indegene Prior Authorization Analytics
Learning and Development Solutions	Indegene Learning and Development
HCP Contracting	Indegene HCP Contracting
Co-Commercialization / Product Commercialization	Indegene Co-Promotion
Market Access	Indegene Market Access and Pricing
Intelligent Modular Content	Indegene Automated Modular Content
Content Studio	Indegene Omnichannel Marketing Operations
Web Studio	Indegene Omnichannel Marketing Operations
Campaign Studio	Indegene Omnichannel Marketing Operations
Patient Support Program / Patient Engagement Solution	Indegene Patient Support
Competitive Intelligence	Indegene Market Intelligence
Forecasting	Indegene Forecasting
RWD and Patient Solutions	Indegene Patient Analytics
Sales and Business Analytics	Indegene Omnichannel HCP Analytics
Digital and Commercial Analytics	Indegene Commercial Operations Analytics

4.4 Cheat sheet of names

Old Name	New Name
Technology	
FailSafe	NEXT Clinical Trials Design
IntelReg	NEXT Regulatory Intelligence
ICMS Labels / Intelligent Labels	NEXT Label Lifecycle Automation
iPlan	NEXT Regulatory Submissions Planning
HA Query Manager	NEXT HA Query Management
ICMS Medical Information	NEXT Medical Information
Intelligent Safety Suite	NEXT Adverse Events Management
PMR Tool	NEXT MLR Review Automation
Intelligent Content Brain (ICB)	NEXT Commercial Content Intelligence
Virtual Engagement Manager (VEM)	NEXT Content Collaboration
Campendium	NEXT Campaign Collaboration
AcTure	NEXT Digital Asset Management
Intelligent Actions Brain (IAB)	NEXT HCP Journey Optimization
Foresight	NEXT Forecasting
iKnowledge	NEXT HCP Engagement
OptiMax	NEXT Patient Engagement
iAdhere	NEXT Patient Engagement
Ngage	NEXT Patient Engagement
Indegene Academy	NEXT Learning
Thought Leadership	
PharmaFuture	Future Ready Healthcare
Digital Council	Digital Council
Medical Affairs Digital Strategy Council	Medical Affairs Digital Strategy Council
CEO Roundtable	Emerging Biotech CEO Council
Regulatory Affairs Digital Council	Regulatory Affairs Digital Council
Indegene Digital Summit	Indegene Digital Summit

