

A voice for good

A voice for good

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1. Fundamentals

What drives us

This brand book is not a manual. It's a declaración.

This document is a living guide to how we communicate with the world.
A tool for anyone who writes, designs or represents the brand.
We are a company that doesn't hide: we are an organization that speaks with
strength, urgency, and authenticity.

Our baseline

for good

An inspiring expression that succinctly summarizes our brand purpose. Its double meaning represents our dedication to ensuring the company's long-term sustainability and highlights our commitment to people, the planet and a fairer society.

Our purpose

**WE USE BUSINESS TO
FIGHT FOR SOCIAL JUSTICE**

Our purpose

We've still got a long way to go, we know that. But Ferrer has long been a pharma company that wants to do things differently. We go beyond compliance; we are guided by ethics, integrity and accountability. And, more than this, all 1,700 of us, no matter our position in the company, are driven by a purpose. Our operations, our people, our resources, our relationships with stakeholders, our alliances are not an end in themselves, but a way to provoke real change.



WE USE BUSINESS TO FIGHT FOR SOCIAL JUSTICE

Now is not the time for half measures, for restraint or for ambivalence. We can't stand by in the face of multiple global crises. It is simply our moral obligation to stand up for what we believe through active engagement, tireless advocacy and bold action.

Everyone has the right to live with dignity. Which requires a fairer distribution of wealth, the creation of equal opportunities and the safeguarding of fundamental rights. For Ferrer, this means striving to change lives, through a commitment to offering transformative solutions for life-threatening diseases and pursuing our strategy of giving everything back to society. Back where it belongs.

Boiler-plate

We are Ferrer Ferrer for good.

At Ferrer we use business to fight for social justice. We have long been a company that looks to do things differently; instead of maximizing shareholder returns, we reinvest around 50% of our profit in initiatives that give back to society. Back where it belongs. We go beyond compliance and are guided by the highest standards of sustainability, ethics and integrity. As such, we are the highest-rated B Corp pharma company in the world.

Founded in Barcelona in 1959, Ferrer offers transformative solutions for debilitating life-threatening diseases in more than one hundred countries. In line with our purpose, we have an increasing focus on pulmonary vascular and interstitial lung diseases and rare neurological diseases. Our 1,700-strong team is driven by a clear conviction: our business is not an end in itself, but a way to change lives.

www.ferrer.com



2. Our strategic pillars

Strategic pillars

We are activists for our prupose.



Great People

We promote a people-oriented culture, based on trust and accountability, in which talent thrives.



Liveable Planet

We work to protect the environment for our own good and that of future generations.



Collective Action

We explore new forms of
collaboration to address our
society's most critical challenges



4. Visual identity

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Logo

The logo is the verbal element of the brand. We have generated an exclusive font, endowed with the specific values we want to express and with a character unique and exclusive to Ferrer.



Logo

Correct applications

The positive logo on a white background will only be applied in colour, black and grey 60% versions.

White or black versions should be used depending on the intensity of the background colour in order to ensure maximum contrast and visibility.



Positive Colour



Negative



Black



Grey – Black 60%



Logo

The symbol

The symbol is the iconic element of the brand. It can be used alone, without being linked to the logo, but always as a graphic resource. The symbol will not be used without the logo on communications. Its components should never be applied separately.



Our colours

Main colours

- **Use them to highlight keywords:** color serves to emphasize a word or phrase within a sentence or headline, adding urgency or emotional intensity.
- **Keep the background clean:** keep it white or neutral so it doesn't compete with the message. Do not apply color as a background or decorative block.
- **Apply a single color per intervention:** choose one color and use it decisively.

Pantone 376C

CMYK 54 0 100 0

RGB 132 189 0

HEXAGESIMAL #84BD00

Pantone 320C

CMYK 96 0 31 2

RGB 0 156 166

HEXAGESIMAL #009CA6

Pantone Black

CMYK 0 0 0 100

RGB 0 0 0

HEXAGESIMAL #000000

Our colours

Secondary spectrum

In addition, we have a range of complementary colours.

Colour references are the Pantones specified here. If the printing conditions do not allow the use of Pantones, the logo may be printed in CMYK.



Pantone 1795C

CMYK 8 94 82 1
RGB 215 40 47
HEXAGESIMAL #D7282F

Pantone 144C

CMYK 1 54 100 0
RGB 241 138 0
HEXAGESIMAL #F18A00

Pantone Medium Purple C

CMYK 90 100 4 1
RGB 77 0 140
HEXAGESIMAL #4D008C

Pantone 4137 C

CMYK 38 21 0 55
RGB 72 92 116
HEXAGESIMAL #485C74

Our colours

Corporate gradients

At Ferrer, we also have 3 corporate gradients that can be used in corporate materials

Pantone 376C
CMYK 54-0-100-0
RGB 132-189-0
Hexagesimal #84BD00

Pantone 5747C
CMYK 74-42-100-40
RGB 61-87-0
Hexagesimal #3d5700

Pantone 1795C
CMYK 78-16-35-2
RGB 0-156-166
Hexagesimal #009ca6

Pantone 7722C
CMYK 91-44-51-44
RGB 0-78-83
Hexagesimal #004e53

Pantone 376C
CMYK 54-0-100-0
RGB 132-189-0
Hexagesimal #84BD00

Pantone 7722C
CMYK 91-44-51-44
RGB 0-78-83
Hexagesimal #004e53

Our colours

Secondary spectrum gradients

Pantone 1795 C
CMYK 8 94 82 1
RGB 215 40 47
HEXAGESIMAL #D7282F

Pantone 187 C
CMYK 24 100 94 21
RGB 161 8 25
HEXAGESIMAL #a10819

Pantone 144 C
CMYK 1 54 100 0
RGB 241 138 0
HEXAGESIMAL #F18A00

Pantone 1585 C
CMYK 0 67 91 0
RGB 245 108 27
HEXAGESIMAL #f56c1b

Pantone Medium Purple C
CMYK 90 100 4 1
RGB 77 0 140
HEXAGESIMAL #4D008C

Pantone 273 C
CMYK 100 100 31 33
RGB 31 0 89
HEXAGESIMAL #1f0059

Pantone 4137 C
CMYK 38 21 0 55
RGB 72 92 116
HEXAGESIMAL #485C74

Pantone 7701 C
CMYK 93 63 32 18
RGB 23 79 116
HEXAGESIMAL #174f74

