

Global Compliance Identity Standards



Welcome to the Identity Standards reference guide for the *Global Compliance* department.

The purpose of this document is to offer simple and easy-to-follow guidelines using the branding hallmarks for Shire Global Compliance. Following these standards is important and helps maintain a consistent vision for the department. All communication materials for this department should be created with attention to our branding as identified in this reference guide.

We trust that you will find these guidelines informative and helpful for creating effective and consistent communications.

Our BRAVE Brand Reference

While Global Compliance has its own Identity Standards, those standards still adhere to those detailed at www.OurBraveBrand.com.

This page is to serve as a simple reference guide for creating Global Compliance communications that also follow our Corporate Brand Guidelines.

Color Palette

R 41 G 149 B 210 #2995d2	R 119 G 27 B 117 #771b75	R 85 G 162 B 32 #55a220	R 0 G 153 B 153 #009999
R 245 G 160 B 31 #f5a01f	R 204 G 0 B 51 #cc0033	R 255 G 102 B 0 #ff6600	R 230 G 41 B 102 #e62966

Fonts

Internal

Arial is the approved font to be used in all correspondence and presentations created within Shire.

External

Helvetica Neue is to be used on external facing material. This font should be used for all brochures, advertising and signage.



Global Compliance Core Messages

- ◆ Shire is committed to doing business with integrity.
- ◆ Be brave and speak up.
- ◆ Be Brave. Be Heard.
- ◆ Doing business with integrity is an essential element of value creation.
- ◆ Ethical failure ultimately destroys value and wastes resources.
- ◆ We are a work place committed to doing the right thing.
- ◆ Compliance is about communication.
- ◆ Following standards that impact how we as a company behave.
- ◆ Following values that guide everything we say and do.
- ◆ To help Stakeholders see Shire's commitment to integrity in the sales and marketing of our products.



Globe

This unique, redesigned *Globe* image is the visual representation of Global Compliance.

When creating communications from Global Compliance, the *Globe* is the most recognizable component of our branding. It is included in our templates and should be on all department communications.

Logos

Global Compliance
HELPLINE



Branding

By using the identified logo imaging and templates along with the established BRAVE standards we aim to ensure consistency with our team's communications.

Global Compliance



Global Compliance
HELPLINE



Helpline

The Helpline logos are identical to the Global Compliance logos with the addition of the Helpline specification. When creating communications about or regarding the Global Compliance Helpline, be sure to use the Helpline specific branding.

Global Compliance



Templates

Templates following the Global Compliance identity standards are available for use on the Global Compliance & Risk Management Share Point website. Available templates include:

- Single Column Email
- Double Column Email
- Global Compliance Logos
- Helpline Logo
- Communications PowerPoint
- Training PowerPoint

If you do not currently have access to our [Share Point](#) page please feel free to send an email to our department at ShireGlobalCompliance@shire.com for access to our logos and templates.

Shire

To be as brave as the people we help.