

Brand Guidelines for the Hyaluronic Acid Portfolio

Implementing the Bioventus Brands in Communications
Updated Fall, 2019

DUROLANE[®]
hyaluronic acid, stabilized single injection

GELSYN3[®]
3 injection hyaluronic acid treatment

SUPARTZ FX[®]
sodium hyaluronate

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About This Guide



It Takes a Village to Build a Brand, and That Village Is Us

This document is designed to give you clarity and guidance when applying or interacting with brands in the Bioventus hyaluronic acid portfolio. Here, you will discover the characteristics of each brand and how we integrate them into our work.

The information you will find here helps us talk about each brand in a unified voice to many audiences. It's more than just how to size the logo or select the right color. It frames the way we shape beliefs and behaviors among healthcare providers, patients, and other stakeholders.

Hyaluronic Acid Snapshot

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3 Brands, 1 Portfolio

DUROLANE, GELSYN-3, and SUPARTZ FX comprise the Bioventus hyaluronic acid product portfolio. All three products are hyaluronic acid injections and share several features and benefits. Think of these 3 products as siblings. They all have the same parent (Bioventus), and they live under the same roof. But each has its own personality, and they appeal to patients, healthcare professionals and payers for different reasons.

For example, a doctor might prefer GELSYN-3 for a patient who is allergy sensitive. Another doctor might prefer SUPARTZ FX because it offers the flexibility of up to five injections.

The below snapshot shows some of the differentiators that give each product its own identity.

	Elevator pitch: The 30-second summary of what defines the brand	Brand personality: Characteristics that describe the brand as if it were a person	Key messages: Points of focus to drive impressions and differentiate our products
	DUROLANE is a single-injection treatment designed to provide powerful and long-lasting relief from knee pain caused by osteoarthritis. It was created with a unique stabilizing technology, so it stays in the joint longer for powerful relief from a single injection.	Confident, innovative, active. An inspired leader, someone who is forward thinking, yet relatable.	• Powerful and long-lasting pain relief • More clinical studies than any other single-injection HA knee therapy • Greater reduction in knee pain vs. Synvisc-One® • Longer-lasting knee pain relief vs. steroid • Clinically equivalent performance to a five injection • significantly improved quality of life • A history of safe use
	Your knees are the most hardworking joints in your body, and knee pain from osteoarthritis can stop you in your tracks. With GELSYN-3 you can manage your symptoms, safeguard your joints, and get moving again.	Informed, energetic, selective. A curious analyst who carefully weighs decisions.	• Manage your symptoms • Safeguard your joints • Get moving again • Restore nature's own flex and flow • May help to better protect your knee joint and manage your symptoms
	Effective, safe, and affordable osteoarthritis knee-pain relief that keeps you moving	Reliable, steady, adaptable. A trusted friend, someone who is consistently there through thick and thin.	• Relieve pain • Get back to your normal activities • Stay active

Logo

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Fragile—Handle with Care

The logo is the face of the product, making it a valuable corporate asset. As such, it is imperative that you consistently use logos in the approved formats.

All elements of the logo—from the font to the color—were carefully selected to create a clear identity that can be differentiated from competitors. Each logo was designed to be simple, flexible (within guidelines), and appropriate for our audiences.

The Brand Guidelines include instructions about how to use the logo on collateral, websites, internal documents, promotional items, etc.

Note: All uses of product logos must be approved by the Bioventus Brand Team (contact Creative Services).

DUROLANE[®]
hyaluronic acid, stabilized single injection

GELSYN 3[®]
3 injection hyaluronic acid treatment

SUPARTZ FX[®]
sodium hyaluronate

Logo Size

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A Logo That's Too Small Is Like Shoes That Are Too Tight

While it is OK to change the size of the logo to suit your needs, there is a point at which the logo becomes illegible, and thus ineffective. When reproducing the logo, always adhere to these minimum size standards.

Note: The only time you should use a logo without the tagline is when you need a logo smaller than 144 pixels. In this situation, the logo should not be reproduced smaller than 1-inch wide (2.54 cm) for printing materials and 96 pixels for electronic applications.

Minimum size without tagline	 1 inch/96 pixels	 1 inch/96 pixels	 1 inch/96 pixels
Minimum size with tagline	 1.5 inches/144 pixels	 1.5 inches/144 pixels	 1.5 inches/144 pixels

Logo

Taglines & Positioning

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Think Inside the Box

Each product has its own tagline:

DUROLANE — hyaluronic acid, stabilized single injection

GELSYN-3 — 3 injection hyaluronic acid treatment

SUPARTZ FX — sodium hyaluronate

Note: The tagline should appear with each logo on all corporate communications. (The only time the logo should appear without the tagline is when the logo needs to be smaller than 144 pixels.) The taglines are written all lowercase. For alignment purposes, the tagline should always begin at the left edge of the word mark and end at the right edge (see illustration). Note that the “FX” in SUPARTZ FX is not considered part of the word mark.

DUROLANE[®]
hyaluronic acid, stabilized single injection

Correct Alignment

~~**DUROLANE**[®]
hyaluronic acid, stabilized single injection~~

Incorrect Alignment

~~**DUROLANE**[®]
hyaluronic acid, stabilized single injection~~

Incorrect Alignment

GELSYN-3[®]
3 injection hyaluronic acid treatment

Correct Alignment

~~**GELSYN-3**[®]
3 injection hyaluronic acid treatment~~

Incorrect Alignment

~~**GELSYN-3**[®]
3 injection hyaluronic acid treatment~~

Incorrect Alignment

SUPARTZ FX[®]
sodium hyaluronate

Correct Alignment

~~**SUPARTZ FX**[®]
sodium hyaluronate~~

Incorrect Alignment

~~**SUPARTZ FX**[®]
sodium hyaluronate~~

Incorrect Alignment

Logo

White Space

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Like an Invisible Fence for the Logo

Each product logo is displayed on a white background. The margin around the logo is determined by one of the elements within the logo (see illustration). This margin prevents other design elements from coming into contact with the logo. You should always apply this standard when resizing the logo. The result is a clean, attractive space around the logo.



Logo

Usage with Company Logo

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You Gotta Keep 'Em Separated

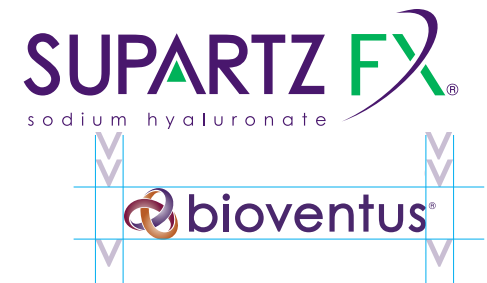
When a product logo appears with a company logo, the product logo should be 125% of the company logo size. If this causes the Bioventus logo to be smaller than its minimum size (1 inch/96 pixels), the logos must be separated:

- The product logo should occupy the upper position of the page
- The Bioventus logo should occupy the lower-right position of the page

When used with a product logo, the white space above the Bioventus logo doubles, ensuring that both logos have adequate white space.

Note: It is preferred that the Bioventus logo and the product logo appear separately. Also, when used with a product logo, the white space above the Bioventus logo doubles, ensuring that both logos have adequate white space.

DUROLANE[®]
hyaluronic acid, stabilized single injection



Logo Variations

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Preference to Primary

For each product, the primary logo is the 2-color version, as follows:

DUROLANE — Purple (CMYK 77-100-0-31) and Process Cyan

GELSYN-3 — Purple (CMYK 77-100-0-31) and Teal (CMYK 77-100-0-31)

SUPARTZ FX — Purple (CMYK 77-100-0-31) and Green (CMYK 80-0-90-0)

In situations that prohibit using the 2-color version, logos may be used in all black or reversed out to white. A grayscale version is also acceptable on all black-and-white communications (faxes, forms, and legal documents). No other logo variations should be used.

Note: An effort should be made to use the primary logo in favor of any secondary logos.

Primary
2-color

DUROLANE[®]
hyaluronic acid, stabilized single injection

GELSYN-3[®]
3 injection hyaluronic acid treatment

SUPARTZ FX[®]
sodium hyaluronate

Secondary
Black, Reversed,
Grayscale

DUROLANE[®]
hyaluronic acid, stabilized single injection

GELSYN-3[®]
3 injection hyaluronic acid treatment

SUPARTZ FX[®]
sodium hyaluronate

DUROLANE[®]
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3 injection hyaluronic acid treatment

SUPARTZ FX[®]
sodium hyaluronate

DUROLANE[®]
hyaluronic acid, stabilized single injection

GELSYN-3[®]
3 injection hyaluronic acid treatment

SUPARTZ FX[®]
sodium hyaluronate

Product Color Palettes

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You Are the Bioventus Color Guard

Consistent use of color across all media is essential to the integrity of each product logo. The colors shown here are the approved primary color variations for print (CMYK) and web (RGB) formats. No other color specifications should be used for any product. Do not change color tints or shades of the logo elements, regardless of whether or not they are within the product color palette.

DUROLANE®
hyaluronic acid, stabilized single injection

Primary



PRINT

PMS 2627C
CMYK 77 100 0 31

WEB

RGB 73 23 109
HEX #49176D



PRINT

PMS CYAN
CMYK 100 0 0 0

WEB

RGB 0 174 239
HEX #00aeef

GELSYN~3
3 injection hyaluronic acid treatment

Primary



PRINT

PMS 2627
CMYK 77 100 0 31

WEB

RGB 73 23 109
HEX #49176D



PRINT

PMS 322
CMYK 100 35 50 13

WEB

RGB 0 114 120
HEX #007278

SUPARTZ FX
sodium hyaluronate

Primary



PRINT

PMS 2627C
CMYK 77 100 0 31

WEB

RGB 73 23 109
HEX #49176D



PRINT

PMS 347
CMYK 80 0 90 0

WEB

RGB 0 178 89
HEX #00b259

Secondary (applies to all)



PRINT

PMS Cool Gray 9
CMYK 56 46 44 10

WEB

RGB 118 119 123
HEX #76777B



PRINT

PMS Black
CMYK 0 0 0 100

WEB

RGB 0 0 0
HEX #000000

Typography



The Bold and the Beautiful. And the Italic.

What typeface did the astrologist use to write the daily horoscope? Futura.

It's fine for the astrologist to use Futura, but we cannot. The hyaluronic acid portfolio uses the following typefaces:

- **Print:** Century Gothic and Arial
- **Web:** Century Gothic and Arial
- **PowerPoint:** Century Gothic and Calibri (replaces Arial in all corporate presentations)

Headline

Subhead

Body copy body copy

Headline

Subhead

Body copy body copy

Headline

Subhead

Body copy body copy

~~Headline~~

~~Subhead~~

~~Body copy body copy~~

~~Headline~~

~~Subhead~~

~~Body copy body copy~~

~~Headline~~

~~Subhead~~

~~Body copy body copy~~

Century Gothic should be used for all headlines and section headers and can be used for callouts. When used as a headline, it should be Pantone 2627 or reversed out of a bar of one of the primary colors. It should always be typeset in Century Gothic Regular. Bold, italic, and bold italic are permitted to add emphasis only. For instance, a callout would be typeset in Century Gothic Italic.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial should be used for all subheads, tables, and body copy. It can be used for callouts as well. When used as a subhead, it should be either Pantone 2627 Black, or Cool Grey 9. It should always be differentiated from the headline by size and color. Body copy can be set in either Black or Cool Grey 9.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Note: For black-and-white pieces only, headlines should be 100% black, subheads and body copy should be 75% black.

Typography

Additional Text Styles

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Lists (bullets)

Lists should be indented 0.125" from the margin and distinguished by either a bullet or a number. Type should begin one character space from the bullet or number. The space between list items must be 1½ the amount of the leading used. Sublists should be distinguished with either a hyphen or lowercase alphabet letters. When a list item requires more than one line of copy, the leading should hold the list item together as a single entity.

Note: *Bullets should match font color (Black or Cool Grey 9)*

- This is a correct usage of a bullet
- This is a correct usage of a bullet that requires 2 lines of copy
 - This is a correct usage of a sub-bullet
 - This is a correct usage of a sub-bullet
- This is an incorrect usage of a bullet
- This is an incorrect usage of a bullet that requires 2 lines of copy
 - This is an incorrect usage of a sub-bullet
 - This is an incorrect usage of a sub-bullet

Callouts

Distinguish callouts from the surrounding copy by providing adequate white space. Callouts should be at least 4 points larger than the point size used for the body copy. They can appear in either Arial or Century Gothic, but they must be consistent throughout the piece. For callouts, you can use any of the primary or secondary color palettes.

“Bioventus products help patients heal quickly and safely.”

Photography

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Activity, Yes; Kayaking, No

Photography associated with each brand should meet these criteria:

Use ordinary people: The subjects should not be movie-star beautiful, nor should they be raggedy.

Ensure they are adults: No one under 20.

Show people being active: They should be engaging in sports or recreation, or moving in an everyday capacity.

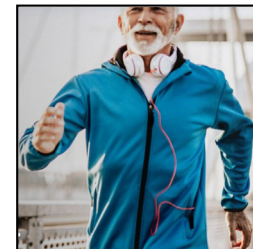
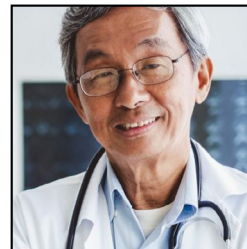
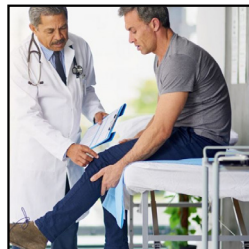
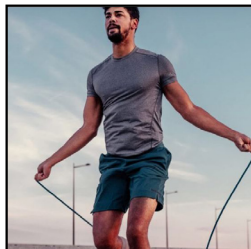
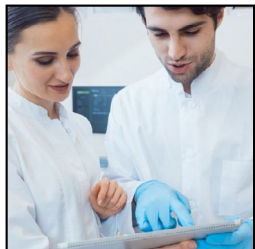
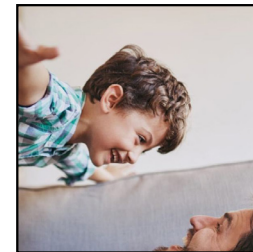
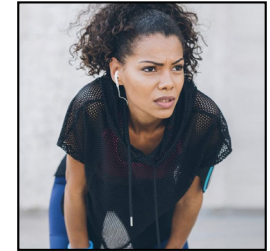
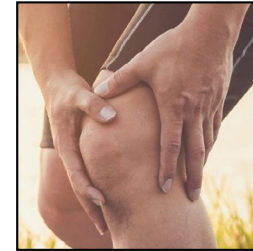
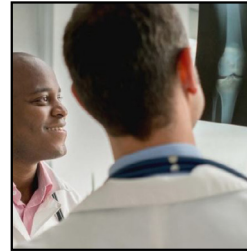
Focus on one: Images should draw attention to one person, even if multiple people are shown in the photo.

Don't worry, be happy: Images should capture people living happy, stress-free lives.

Stay warm: Show warm colors with effective contrast in lights and darks.

If you need additional stock photographs, such images should be submitted to the Brand Team for approval prior to purchasing (contact Creative Services).

Sample Images



Graphic Dust

Solid Colors

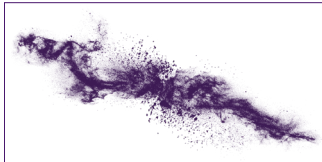
14

When You Want Poetry in Motion, but You Don't Have a Poet

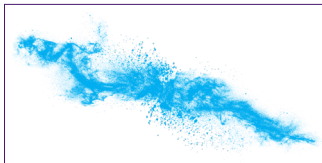
Much of our marketing collateral uses a visual accent that we call graphic dust. When using the graphic dust as a solid color, always use the colors specified below for each brand. Never use solid white or black unless as a transparency.

DUROLANE®
hyaluronic acid, stabilized single injection

Bioventus Purple

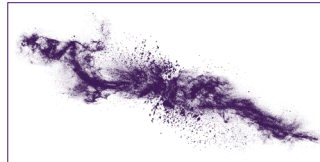


Bioventus Cyan / DUROLANE

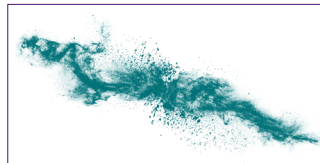


GELSYN-3
3 injection hyaluronic acid treatment

Bioventus Purple

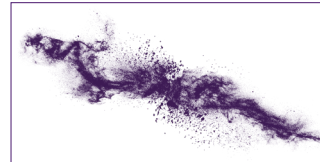


Bioventus Teal / GELSYN-3

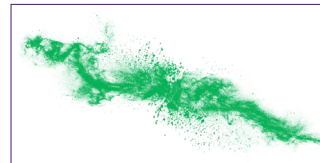


SUPARTZ FX
sodium hyaluronate

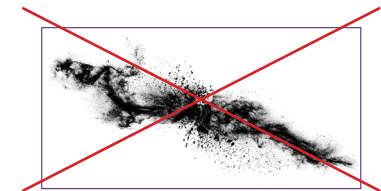
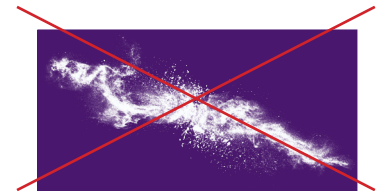
Bioventus Purple



Bioventus Green / SUPARTZ FX



Incorrect usage



Graphic Dust

Transparencies and Gradations

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Blending Skills Even Gordon Ramsay Would Love

Transparencies and gradations can be used within the following parameters.

White Spray

Over a light color, the basic blending mode should be 100% Soft Light. When used over a dark color, the basic blending mode should be 100% Overlay.

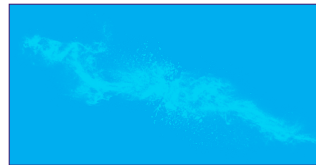
Black Spray

A black spray can be used, but only on black and white projects. It must be screened back no more than 30%.

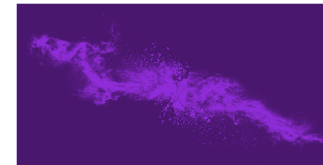
Gradation Spray

Gradation spray should always be per brand as shown in the examples below:

White Spray: Soft Light 100%



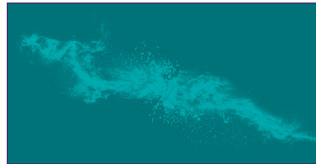
White Spray: Overlay 100%



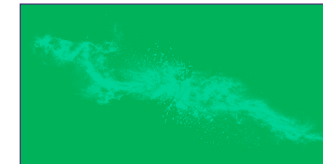
Black Spray: 30%



White Spray: Soft Light 100%



White Spray: Soft Light 100%



Black Spray: 40%



Correct Gradation DUROLANE



Correct Gradation GELSYN-3



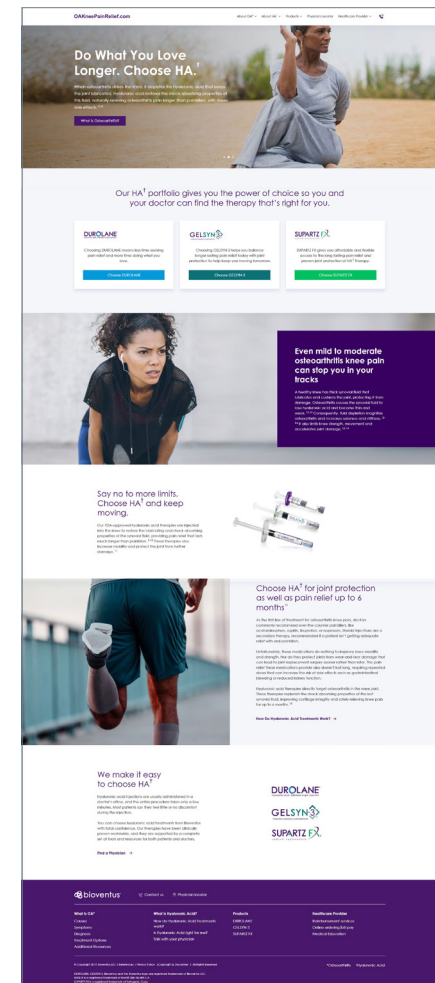
Correct Gradation SUPARTZ FX



The purpose of the OAKneePainRelief.com guide is to define accepted design standards for the OA Knee Pain Relief website. This guide provides you with an understanding of the basic design principles for the website, enabling you to treat designs in a consistent manner throughout every application.

Conventions:

- All measurements are in pixels, the standard and most accurate measurement for digital interfaces
- All colors are listed as HEX values, the standard for digital interfaces



2 Colors—But Many Possible Combinations

Consistent use of color across all media is essential to the integrity of OAKneePainRelief.com. The colors shown here are the approved primary color variations for web (RGB) formats. No other color specifications should be used.

Primary



PRINT

PMS 2627C
CMYK 77 100 0 31

WEB

RGB 73 23 109
HEX #49176D

Secondary



PRINT

PMS Cool Gray 9
CMYK 56 46 44 10

WEB

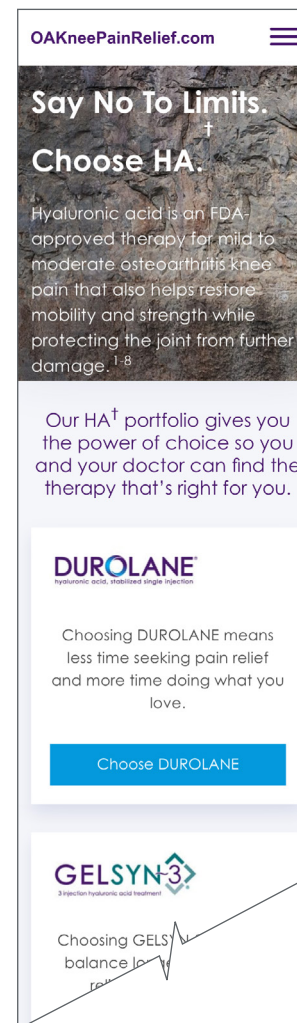
RGB 118 119 123
HEX #76777B

The Website is Responsive

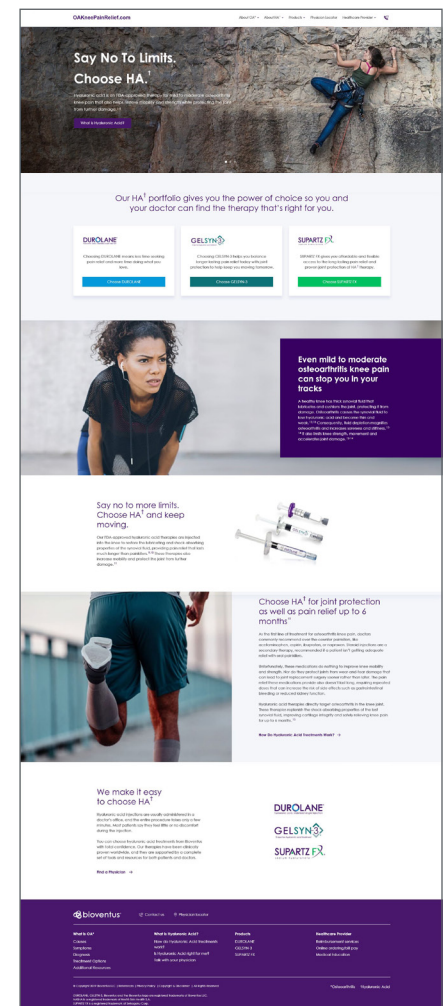
Each section should be laid out in 1 to 4 evenly spaced columns

Each section routes between white background and color background sections. When two white sections occur next to each other, they should be separated with a color call out.

Mobile device



Desktop



Fonts

Century Gothic and Arial

Page Headers

Century Gothic, Sentence case, white and placed over a colored background image. One or more words should be emphasized by increased size and bold.

Subheaders

Century Gothic, Sentence case, Purple when over white

Body Copy

Arial, Gray when over white

Reference Numbers

Purple when over white

Hyperlinks

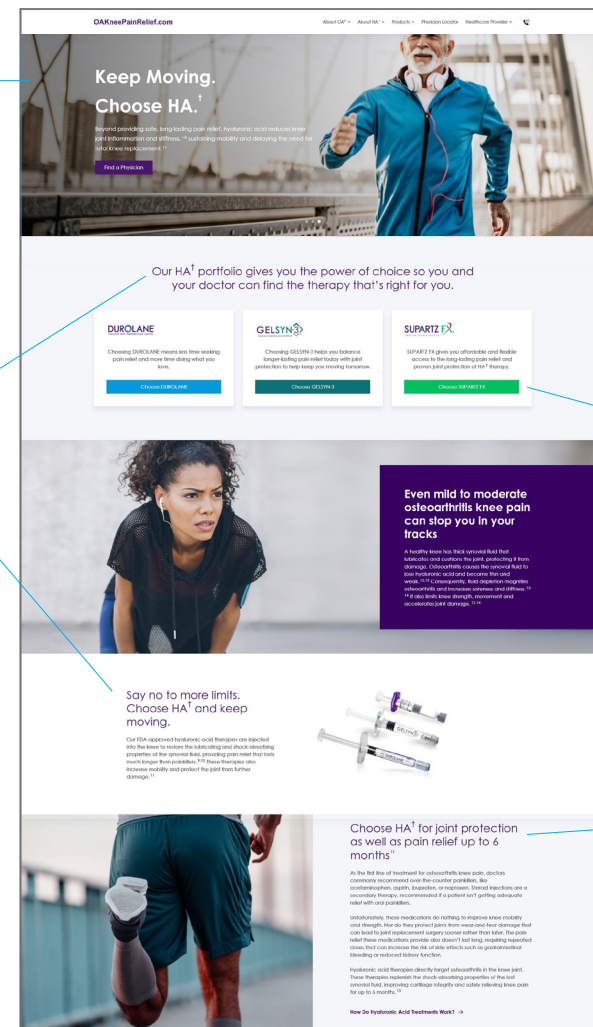
Purple when over white; underlined

Page Headers

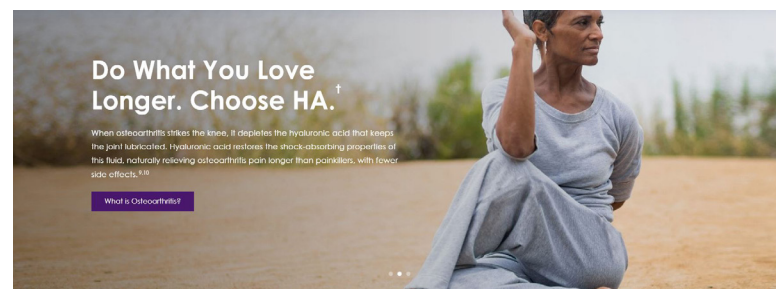
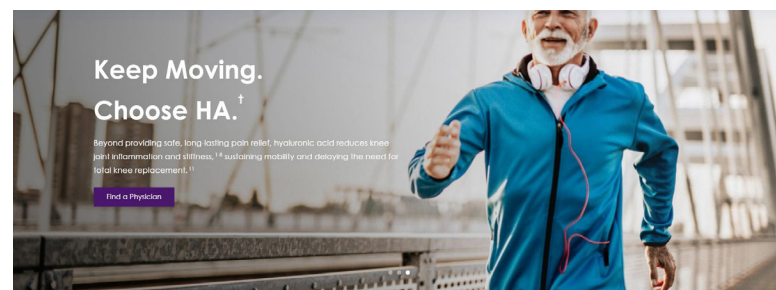
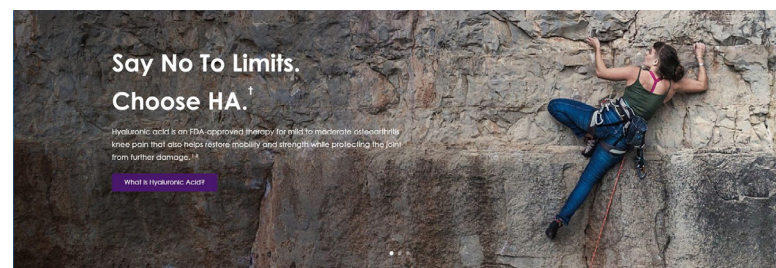
Subhead

Hyperlink

Body Copy



Images should be geared to OA patients and their everyday activities.



The footer needs to be placed on all pages and not changed except for the copyright date.

Indications for Use

(US Only)

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DUROLANE[®]

hyaluronic acid, stabilized single injection

Summary of Indications for Use:

DUROLANE is indicated for the treatment of pain in osteoarthritis of the knee in patients who have failed to respond adequately to conservative non-pharmacological therapy or simple analgesics, e.g. acetaminophen.

Do not inject DUROLANE in patients with knee joint infections, skin diseases, or other infections in the area of the injection site. Do not administer to patients with known hypersensitivity or allergy to sodium hyaluronate preparations. Risks can include transient pain or swelling at the injection site.

DUROLANE has not been tested in pregnant or lactating women, or children. Full prescribing information can be found in package insert, DUROLANE.com, or by contacting Bioventus Customer Service at 1-800-836-4080.

GELSYN-3[®]

3 injection hyaluronic acid treatment

Summary of Indications for Use:

GELSYN-3 is indicated for the treatment of pain in osteoarthritis (OA) of the knee in patients who have failed to respond adequately to conservative non-pharmacologic therapy and simple analgesics (e.g. acetaminophen).

Do not administer to patients with known hypersensitivity (allergy) to sodium hyaluronate preparations. Do not inject GELSYN-3 into the knees of patients having knee joint infections or skin diseases or infections in the area of the injection site.

GELSYN-3 is not approved for pregnant or nursing women, or children. Risks can include general knee pain, warmth and redness or pain at the injection site. Full prescribing information can be found in product labeling, at www.GELSYN3.com/PI or by contacting customer service at 1-800-836-4080.

SUPARTZ FX[®]

sodium hyaluronate

Summary of Indications for Use:

SUPARTZ FX is indicated for treatment of pain in osteoarthritis (OA) of the knee in patients who have failed to respond adequately to conservative non-pharmacologic therapy and simple analgesics, e.g., acetaminophen.

You should not use SUPARTZ FX if you have infections or skin diseases at the injection site or allergies to poultry products.

SUPARTZ FX is not approved for pregnant or nursing women, or children. Risks can include general knee pain, warmth and redness or pain at the injection site. Full prescribing information can be found at www.SupartzFX.com or by contacting customer service at 1-800-396-4325.

Contact Information

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Bioventus LLC.

4721 Emperor Boulevard
Suite 100
Durham, NC 27703

T: 1-800-396-4325

Customer Service

T: 1-800-836-4080

F: 1-800-???-????

E: ctservicescenter@bioventusglobal.com

YouTube

<https://www.youtube.com/user/bioventus>

Instagram

<https://www.instagram.com/bioventus/>

Twitter

<https://twitter.com/BioventusGlobal>

LinkedIn

<https://www.linkedin.com/company/bioventus/>

Legal

Trademark Usage

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DUROLANE[®]

hyaluronic acid, stabilized single injection

DUROLANE[®]

The first reference to DUROLANE within a document should be appropriately trademarked with the [®] symbol (superscripted). Additional uses of the product name do not need the registered trademark symbol. Notification of the mark should be written on the document (or for a slide deck, on the slide containing the [®]), and should read:

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- NASHA is a registered trademark of Nestlé Skin Health S.A.

This same convention should be used for competitive products.

GELSYN 3[®]

3 injection hyaluronic acid treatment

GELSYN 3[®]

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SUPARTZ FX[®]

sodium hyaluronate

SUPARTZ FX[®]

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