What should you expect from the Cardinal Health brand?
We decided to refresh the Cardinal Health visual brand to better represent the personality of the company. The visual brand is more flexible. It allows a greater range of expression yet retains strong ties to our heritage. It’s also evolutionary: it allows us to make small course corrections that keep the brand fresh.

How does it position Cardinal Health?
The brand was not created in a vacuum. We looked across the competitive landscape in order to design a system that makes sure we stand out. And while the brand is unique and modern, considerations were taken to ensure it feels at home in the healthcare industry.

How is it better?
Every aspect of the Cardinal Health brand is more flexible — from color to photography and layout. This set of guidelines will allow Cardinal Health to create more customized communications — while staying within the new rules established. Moving forward, we have the tools to communicate more clearly — both visually and verbally.

The sliding scale
While Cardinal Health comprises many products and services, it is one brand, and its visual language should emphasize that idea. Therefore, consistency will continue to be a goal. However, we’ve made sure to allow enough flexibility in the visual language so that you can create communications that stand out and get noticed.

A sliding scale graphic was created for these guidelines to articulate areas of consistency and flexibility. This scale will help specify which attributes of each graphic element are more flexible and which are less so.

```
CONSISTENT  FLEXIBLE
```
Additional guidelines

Appendices

A  Logo usage
B  Digital
C  Internal communications
D  Advertising
E  Presentations
F  Stationery
G  Forms
H  Catalogs
I  Email
J  Media usage
K  Promotional merchandise
L  Image library
M  Employee portraits
N  Signage
O  Private brand packaging
P  Vehicles
Q  Checks
R  Security
S  Co-branding
T  Naming and Trademarks
U  Specialty Solutions

The appendices listed above are available upon request by sending an email to brand@cardinalhealth.com.
Our strategy, our voice

**Strategy**
1.0 Overview
1.1 Our story
1.2 Personality
1.3 Messaging
1.4 Messaging for your business group

**Voice**
2.0 Tone
2.2 Speaking about Cardinal Health
2.3 Company description
2.4 Reference
Several years ago, we introduced a new **core brand strategy** — including a new positioning statement and messaging — a critical step in evolving the Cardinal Health brand. The brand strategy is included in this document to ensure that creative exploration is informed by key strategy elements. In some areas, we built upon the strategy or added some complementary elements.

The brand strategy includes the following core elements:

- **Our story**
  - Brand purpose (what we aspire to achieve)
  - Brand positioning (how we differentiate)
  - Tagline (the big idea)

- **Personality**
  - Brand values (who we are)
  - Brand voice (how we look, feel and sound)

- **Messaging**
  - Key messages (what we say)
    - Attributes: what we offer
    - Benefits: what clients get

- **Structure**
  - Information architecture (how we organize the story)
Our story is the fundamental articulation of what Cardinal Health stands for and what we promise. Three elements make up the core story: the purpose, the positioning and the tagline. These elements work together to create the high-level themes for the brand.

Purpose
(what we aspire to achieve)

We make healthcare more cost-effective so our customers can focus on their patients.

Brand positioning
(how we differentiate)

We apply our deep understanding of healthcare to deliver inventive and meaningful solutions that improve the total cost of care.

Tagline
(the big idea)

Essential to care™
Personality

The **personality** defines the tone of the brand, or how it feels in communications. The personality is defined by two elements: the **values** and the **voice**.

The **values** are presented in the full statements below. They define the mindset or philosophy of the brand, creating a sense of what the company is.

The boldface words define the **voice**, which conveys the tone of the brand — how it looks, feels and sounds. Pages 2.0 - 2.5 of this document address voice in greater detail.

We are **tenacious** in fulfilling our commitments to customers.

We are **accountable** for high performance and to each other.

We are **inventive** and **adaptable**.

We bring a sense of **optimism**, **enthusiasm** and **competitive spirit** to our work.

We are **genuine**, **open**, **direct** and **respectful**.

We can be **trusted** to do the right thing.

We are **inclusive** and **work together** with confidence and trust.
A key component of the brand strategy is clear articulation of the brand messaging, or what the brand says. These messages represent the core of our brand — and should be reinforced throughout any Cardinal Health communication.

### Key messages

**More cost-effective system**

We are focused on using our collective healthcare industry supply-chain-related expertise to reduce unnecessary healthcare costs while at the same time supporting critical caregiving activities. This helps to both drive down the total cost of care and free up professionals to focus on developing and delivering the highest-quality healthcare products and services — an organizational dedication that can be summed in the essential formula: Improve efficiencies + Enhance quality = Enable cost-effectiveness.

**Deep understanding**

We bring the broadest view of the healthcare industry — from pharmaceutical and medical products manufacturers to a wide network of retail, acute care and ambulatory providers — providing essential insight into the complex supply-chain-related interactions and activities required to keep the healthcare system’s “backbone” running at peak performance.

We are focusing on building detailed, essential knowledge of specific customer segments and classes of trade, allowing us to identify both customers’ individual opportunities to improve their supply-chain-related activities and the specific caregiving processes that would most benefit from new product innovations.

**Inventive and meaningful solutions**

We are applying new thinking across all the essential supply-chain-related areas in which we play — from product development, sourcing and selection, to distribution and logistic support, to demand, inventory, reimbursement and risk management. This results in a more comprehensive portfolio of offerings that provide significant, measurable improvements in efficiency and quality.

We are investing in progressive business structures and information technology systems, enabling us to take better advantage of our scale and skills to enhance overall supply-chain-related interactions and relationships between suppliers and providers.
1.4 Messaging for your business group

What should I write about?

Every communication, from corporate banners to product spec sheets, should answer one or more of these questions:

<table>
<thead>
<tr>
<th>Why</th>
<th>How</th>
<th>What</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why do we exist?</td>
<td>How do we deliver on what we promise?</td>
<td>What are the products offered?</td>
</tr>
<tr>
<td>Why do we matter?</td>
<td>How does that work?</td>
<td>What makes them better?</td>
</tr>
<tr>
<td>Why are we essential to care?</td>
<td>How will we meet your needs?</td>
<td>What are the features you need?</td>
</tr>
<tr>
<td>Why are we in this business?</td>
<td>How will we act as a partner?</td>
<td>What’s new about them?</td>
</tr>
<tr>
<td>Why does this information matter?</td>
<td>How are we cost-effective?</td>
<td>What are the specs?</td>
</tr>
</tbody>
</table>

Which of the three areas should I focus on?

While every piece of communication we produce should be explaining why, how and what, different business groups within Cardinal Health will need to lean more heavily on answering one question more than the others.

Product promotions
Should emphasize the what — features, attributes, characteristics and cost.

Lines of business
Focus on the ability to deliver those products — logistics, organization, process and delivery.

Corporate communications
Bring it all together by explaining why Cardinal Health is the right choice.

Note: This doesn’t mean that each communication tool should focus only on answering its primary what, how and why question. Rather, lead with a stronger point of view on your business group’s primary question. Then follow up by answering the other two questions.
### Tone

**What should it sound like?**

The sample headlines on this page illustrate how our voice can bend in different directions based on audience and subject matter.

<table>
<thead>
<tr>
<th>Corporate</th>
<th>Internal</th>
<th>Line of business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimistic</td>
<td>Upbeat</td>
<td>Open</td>
</tr>
<tr>
<td>Confident</td>
<td>Inspiring</td>
<td>Tenacious</td>
</tr>
<tr>
<td>Savvy</td>
<td>Genuine</td>
<td>Focused</td>
</tr>
</tbody>
</table>

**Demonstrations**

The headlines to the right are examples of the tone intended for each audience.

**Essential to care**

Do not use “Essential to care” in a headline. It is our tagline and should be used only as a tagline.

The right partner puts the focus on the patient.

Advance the world of medicine. We’ll help.

Cardinal Health believes better care and lower cost aren’t mutually exclusive.

Cardinal Health is here to assist.

Cardinal Health thinks care starts way before the hospital.

Cardinal Health doesn’t believe in 9 to 5.

Make medicine matter.

Foresight in full supply.

Meet some of the lives you’ve changed.

Have everything needed for better care close at hand.

Helping provide better care is its own reward. But we improved your benefits program anyway.

Be ready for what’s next.

Make a difference for the masses.

Be the spectacular completion to a complicated series of interactions.

Scrub in.

Feel free to forge a new path in patient care. (We’re that type of partner)

Breakthroughs come easier given the right set of tools.

Being at the forefront of medicine means you could probably use a little backup.

We do everything short of scrubbing in.

As a health professional, you have zero tolerance for error.

We know what that’s like.
2.1 Voice

Tone

What should it sound like?

The sample headlines on this page illustrate how our voice can bend in different directions based on audience and subject matter.

**Business unit**

Simple  
Reassuring

**Product promo**

Concise  
Clever

**Product info**

Plainspoken  
No-nonsense  
Intellectual

---

Some things the Cardinal Health voice isn’t:

- Animated  
- Arrogant  
- Corny  
- Elementary  
- Flashy  
- Flowery  
- Inappropriate  
- Obtuse  
- Obvious  
- Overconfident  
- Trite  
- Vague

Demonstrations

The headlines to the right are examples of the tone intended for each audience.

Essential to care

Do not use “Essential to care” in a headline. It is our tagline and should be used only as a tagline.

---

Scan, order, relax.  
Every milligram matters monumentally.  
Cost and quality in perfect balance.  
Cost and care, in just the right dosage.  
It helps to have a vigilant partner.  
Together, we can do more.  
Delivering on cost means providing better care.

Let’s get microscopic.  
Unnoticeable.  
Therefore, remarkable.  
The human body is incredibly intricate. Our supply chain is too, though you’d never know it (that’s the point).

Building a better hemostat.  
Prevention starts with protection.  
Essential tools, packaged together.  
Surgical, in product and promptness.  
It took over 10 years to develop a better exam glove (and only one day to have it delivered by the thousands).  
Ordering made easy.
2.2 Voice
Speaking about Cardinal Health
Our nomenclature

One company name
Cardinal Health

Two financial reporting segments
• Medical Segment
• Pharmaceutical Segment

Market-leading businesses identified by capability descriptors

Business names - Describe the function of the business. Business names are developed using real words and are intended for internal reference. If communicated externally, the company name precedes the business name on first reference. All subsequent references are to Cardinal Health.

Examples: Consumer Health, Nuclear Pharmacy Services, Channel Services and Solutions, Laboratory Products, Specialty Solutions

Family and product/service names

Family brand names - help customers find related offerings
Examples: Medi-Vac® Suction and Fluid Collection Products, Protexis™ Surgical Gloves, Presource® Products and Services

Product/service names - clearly identify the offering, its function or descriptive attributes by using generic nouns
Examples: Mobile Solutions, Foam Surgical Tape, Cardiovascular Packs, Lab Jackets
Company description

For general use

Headquartered in Dublin, Ohio, Cardinal Health is a $108 billion healthcare services company that improves the cost-effectiveness of healthcare. As the business behind healthcare, Cardinal Health helps pharmacies, hospitals, ambulatory surgery centers and physician offices focus on patient care while reducing costs, enhancing efficiency and improving quality. Cardinal Health is an essential link in the healthcare supply chain, providing pharmaceuticals and medical products to more than 60,000 locations each day. The company is also a leading manufacturer of medical and surgical products, including gloves, surgical apparel and fluid management products. In addition, the company supports the growing diagnostic industry by supplying medical products to clinical laboratories and operating the nation’s largest network of radiopharmacies that dispense products to aid in the early diagnosis and treatment of disease. Ranked #21 on the Fortune 500, Cardinal Health employs more than 30,000 people worldwide. More information about the company may be found at cardinalhealth.com and @CardinalHealth on Twitter.
Abbreviations and acronyms
Do not use abbreviations and acronyms for businesses, departments or program names, with the exception of commonly accepted industry-standard abbreviations (HR, IT, FDA, etc.). If abbreviations or acronyms must be used, make sure the full name is spelled out on first reference, followed by the acronym in parentheses. Headline copy should avoid acronyms. Do not use acronyms to refer to the businesses of Cardinal Health.

Bullets
Always capitalize the first letter of the first word of bulleted text. Use solid round bullets. Write in full sentences whenever possible and be consistent with punctuation. Bullets should always be justified with the left edge of the text box; they should not hang over the edge. Additional lines of copy under each bullet should be indented to align with the first letter of the bulleted text.

CAH
“CAH” is the Cardinal Health stock symbol. Never use the stock symbol in place of the company name.

Capitalization
Sentence case is preferred — capitalize only the first word and proper nouns in all headlines, subheads, lists and call-outs.

Cardinal Health
Our company is Cardinal Health — not “Cardinal.” Always use the full company name as two separate, capitalized words. The legal name, “Cardinal Health, Inc.,” is only used for financial or legal applications and Cardinal Health press releases. Also note the following about use of “Cardinal Health” and our business/capability names:

• The Cardinal Health name should not be used as a possessive adjective (e.g., write “the employees of Cardinal Health,” not “Cardinal Health’s employees”).

• Do not break the Cardinal Health name into separate lines of text. Our full company name should always be intact on the same line of text.

• Do not use business names immediately after “Cardinal Health.” For instance write “Nuclear Pharmacy Services business of Cardinal Health” instead of “Cardinal Health Nuclear Pharmacy Services.”

• Do not use the business, capability or segment name when it is more appropriate to use “Cardinal Health.”
  – Incorrect: Surgical Products develops and manufactures Protexis™ Surgical Gloves.
  – Preferred: Cardinal Health develops and manufactures Protexis™ Surgical Gloves.

cardinalhealth.com
Do not capitalize our website address “cardinalhealth.com” unless it begins a sentence. The prefix “www” is not needed.

Note: Only drop the prefix “www” when referring to Cardinal Health websites. External websites should be spelled out true to form.

Dates
Spell out all dates unless character space is limited: January 20, 2010, should only be written as Jan. 20 when space is limited (outside of U.S.: 20/01/2010).

Departments
Capitalize the names of departments, but lowercase the word “department.”

• Example: Human Resources department

Email
Lowercase first and last names appearing in @cardinalhealth.com email addresses.

• Example: john.smith@cardinalhealth.com

Employees
“Employees” is preferred over the term “associates.” This distinguishes our employees from our vendor partners.

Healthcare
In common usage, we have adopted the spelling of “healthcare” as one word. In media relations materials, “health care” is written as two words.
**Reference**

**Numerals**
Spell out numbers one through nine. Quantities larger than nine should be displayed as a numeral, except at the beginning of a sentence. For monetary amounts larger than $1 million, use the dollar sign ($) and numerals up to two decimal places. When a number exceeds 999, insert a comma ("28,947," not “28947”).

- **Examples:**
  - Cardinal Health has facilities in 10 countries.
  - Every year, physicians order more than 12 million nuclear procedures.
  - Revenues topped $91 billion for the first time.

**Percent**
Use figures followed by the word “percent.” For amounts less than one percent, use decimals and precede the decimal point with a zero.

- **Examples:** 25 percent, 0.5 percent
- **Exception:** Use the percent symbol when character space is limited.

**Product and service brands**
Use key product and service brand names as adjectives. Product and service brands should use the approved legal symbols and be followed by a noun.

- **Examples:**
  - TrustWorth™ Home Healthcare Products
  - ValueLink® Supply Management Services

**Registration, trademark and service mark symbols**
Symbols should be used on every reference within each copy element (such as headlines, body copy and captions).

**Telephone numbers**
Digits of telephone numbers should be separated with periods, as shown on business cards and stationery.

- **Example:** 614.757.7000

**Time (United States)**
Use numerals except for references to noon and midnight, which are always lowercase unless they begin a sentence. Separate hours from minutes with a colon, but do not use a colon with two zeros if the event occurs on the hour. Always lowercase and include periods in “a.m.” and “p.m.,” leaving a space after the numeral.

- **Examples:**
  - Noon instead of 12 p.m.
  - 3 p.m. instead of 3:00 p.m.
  - 4:45 p.m. instead of 4:45 PM

**Titles**
- **Composition and magazine titles:** Use italics to set off composition titles.
  - **Example:** Cardinal Health is ranked 19th on the *Fortune 500* list.
- **Book and article titles:** Use italics for book titles and quotation marks for article titles.
  - **Example:** Read the *Drug Store News* article “Innovation, People Define the Future.”
- **Job titles:** Capitalize each word in job titles, separating title and department/business with a comma. Do not capitalize the word “department” when referencing in a job title.
  - **Examples:** Senior Specialist, Brand Strategy
  - Advisor, Finance
  - Manager, Marketing department
Essentials of the brand

**Logo**
3.0 Logo basics
3.1 Logo placement
3.2 Co-branding
3.3 Designation logos
3.4 Supergraphic

**Color palette**
4.0 Primary color
4.1 Print (secondary) palette
4.2 Application samples
4.3 Background palette
4.4 Electronic palette
4.5 Web palette
3.0
Logo

Minimum protection
Display the Cardinal Health logo prominently, keeping it isolated from all other words and designs. The protection area provided around the Cardinal Health logo must never be less than the minimum space demonstrated here.

2:1 ratio
Always ensure that the minimum 2:1 ratio (right:left) of protection space is followed. This will allow for consistency in every application.

Size
On most collateral pieces, the logo should be 1.625 inches across when measuring the word mark.

Our greatest strength
Our logo is still our strongest visual element. So we carried the same protections forward — allowing our logo to remain prominent and continue to build upon our heritage.

Please contact brand@cardinalhealth.com or the Brand Helpline at 614.757.5595 for any questions on logo usage or spacing guidelines.

Please refer to Appendix A - Logo usage for more detailed information on application of the logo.
Logo alignment

- The logo is aligned to the right of the page grid on the front of all collateral pieces.
- It may be moved vertically, resting on any of the horizontal flow lines.
- Always place the logo on white. Avoid overlapping with any other elements.

Special considerations
Because the address information for the company must align with the left side of our logo, here the grouping shifts slightly to the left to align with the second column from the right edge.

The sliding logo
The Cardinal Health logo and tagline may be positioned freely along a vertical axis to create more dynamic page design options and generate diversity across the multitude of collateral pieces. The logo, and its right-aligned tagline, create a natural edge for positioning at the right side of a layout.
Co-branding

Partner alignment
When illustrating a business relationship, aim for a slightly larger Cardinal Health logo or an equality in visual impact.

The two logos should be arranged using the guidelines to the right.

On the back cover of a publication, it is not necessary for the partner logo to be placed on the same axis; however, it is recommended that our logo be placed above any partner logo on the page.

Arrangement
• The partner logo should always be below or to the left of the Cardinal Health logo.
• The partner logo should be placed at least five x-heights away from the Cardinal Health logo.
• In an ideal world, the partner logo should be aligned with some other element on the page.

Logo size
• When co-branding on Cardinal Health collateral, a 60/40 size relationship should be used to emphasize the Cardinal Health logo.

Logo color
• The partner logo may be reproduced in full color.
• The partner logo may be reduced to a single color — 80% black — in order to maintain the prominence of our logo.

Partnership language
• Various language may be used, but should clearly state the relationship between Cardinal Health and the co-branded company.
• The relationship language should be placed above and flush left with the partner logo.

Partnership language font and placement
• 7 pt Myriad Pro Bold Condensed.
• Place this line 0.1” above the partner logo.
• 80% Black
Designation logos

The following logos are to be used when placing the Cardinal Health logo on non-Cardinal Health materials. When co-branding, the strategic purpose should be especially clear. A designation line can be used to clarify the involvement of Cardinal Health in a partnership. A phrase should identify the reason for the relationship, such as “Distributed by Cardinal Health” for a designated product.

Presented by

Cardinal Health

Sponsored by

Cardinal Health

Distributed by

Cardinal Health

In partnership with

Cardinal Health

Full-color reverse logo

Use the preferred reverse logo to impart added drama and impact to communications on black backgrounds.

One-color reverse logo

The Cardinal Health logo may be reversed out in all-white on black when Cardinal Health Red cannot be used.

When using either the positive or reverse version of our logo, it is important to avoid placing the logo on a photographic background, which reduces visibility and impact.
The Cardinal Health supergraphic can be used to reinforce the visual impact of our logo. It was created to serve as a background element on our vehicles, in environments and corporate-level communications such as press kits, exhibits, recruiting materials, etc. On applications where photography is not appropriate, using our supergraphic gives us a unique way to bring our brand to life — while adding a degree of consistency to our visual messages.

The supergraphic and the Cardinal Health logo
Our supergraphic should be applied in a thoughtful way, and must always be used in conjunction with the full Cardinal Health logo (symbol + wordmark). The supergraphic should never be used alone.

See Appendix A - Logo usage for more details of cropping and placement.

Print uses
• Full-page areas to add color.

Environmental uses
• Use to add interest to large walls or windows.
• On glass, the “white” may be the transparent glass.
• May be reproduced in a variety of materials.

Web and interactive uses
• The supergraphic should only be used on non-template web pages or uniquely created mini-sites.

Type over the supergraphic
• Avoid running type over the supergraphic when possible. However, larger type (such as a title or large callout) may cover part of the supergraphic, such as the ends of the wingspan, and should not cross over the area where the wingspans intersect.

Approved color application
• Red on white
• White on red
• 7-10% black on white
• White on 20% black, Warm Gray 1, or the custom light version of PMS 466
• 15% black multiplied on red or secondary color
• White on secondary color

Preferred cropping
The three basic crops of the supergraphic are detailed here, with a focus to capture the energy and connectivity of the symbol.
4.0
Color palette

Primary color

Cardinal Health red
• Highlighting critical or important information
• Headlines
• Call-outs
• Color sweeps
• Maintaining balance with secondary colors

Pantone 185 PC
C:0, M:92, Y:76, K:0

Cardinal Health red
Our brand has become synonymous with red. We admire its part in our heritage and should feature it prominently in all publications. However, it is important that we balance its use with smart applications of white space and the secondary color palette.

White space
White space helps to support the clear and clean style of our visual identity system. Using white effectively also helps our logo and the graphic elements of our visual identity stand out.
4.1 Color palette

Print (secondary) palette

Cardinal Health red
- Color sweeps
- Headlines
- Subheads
- Call-outs

Pantone 185 PC
C:0, M:92, Y:76, K:0

Secondary colors
- Color sweeps
- Headlines
- Maintaining color balance with red

Pantone 128 PC
C:0, M:7, Y:68, K:0
Pantone 715 PC
C:0, M:46, Y:85, K:0
Pantone 7492 PC
C:17, M:1, Y:45, K:3
Pantone 577 PC
C:33, M:1, Y:49, K:4

General purpose color
- Product tags
- Sidebars
- Call-outs

Pantone 629 PC
C:37, M:0, Y:7, K:0
Pantone 305 PC
C:57, M:0, Y:7, K:0
Pantone 3248 PC
C:47, M:0, Y:24, K:0
Pantone 466 PC
C:5, M:17, Y:42, K:14

Pantone Warm Gray 7
C:14, M:19, Y:21, K:38

Body copy
- Use 80% black for normal body copy. It dials back the contrast a bit and makes text easier to read.
- If the type is smaller than normal body copy, use 100% black.

80% black
C:0, M:0, Y:90, K:80
100% black
C:0, M:0, Y:90, K:100

Backgrounds
On some occasions, white backgrounds might not be right. Consider a special light formulation of 466 Custom or Warm Gray 1.

Pantone 466 Custom
(use custom process mix)
C:4, M:5, Y:14, K:0
Pantone Warm Gray 1
C:2, M:3, Y:4, K:5

New standard
Except where indicated, all of the process builds on this page are based on the PANTONE® Color Bridge® PC coated standard. When selecting colors from any Adobe® Creative Suite® program, be sure to select from the PANTONE® Color Bridge® PC palette. This will ensure consistent CMYK color builds across applications.

When a printed piece uses an uncoated paper, select colors from the PANTONE® Color Bridge® UC palette.

Electronic color palettes
When using colors for Digital space and within PowerPoint® presentations, please reference page 4.4 and 4.5. These pages contain the appropriate RGB and HEX color builds.

Pantone 185 PC
C:0, M:92, Y:76, K:0
Pantone 128 PC
C:0, M:7, Y:68, K:0
Pantone 715 PC
C:0, M:46, Y:85, K:0
Pantone 7492 PC
C:17, M:1, Y:45, K:3
Pantone 577 PC
C:33, M:1, Y:49, K:4
Pantone 629 PC
C:37, M:0, Y:7, K:0
Pantone 305 PC
C:57, M:0, Y:7, K:0
Pantone 3248 PC
C:47, M:0, Y:24, K:0
Pantone 466 PC
C:5, M:17, Y:42, K:14
Pantone Warm Gray 7
C:14, M:19, Y:21, K:38
80% black
C:0, M:0, Y:90, K:80
100% black
C:0, M:0, Y:90, K:100
Pantone 466 Custom
(use custom process mix)
C:4, M:5, Y:14, K:0
Pantone Warm Gray 1
C:2, M:3, Y:4, K:5
It’s about variety
This page demonstrates the variety of options available when choosing colors for any given publication. It is not required that Cardinal Health red be used on the cover of a piece. However, if red is not used on the cover, the designer should compensate by incorporating it elsewhere.

And consistency
The secondary color that is selected for the cover should be the secondary color used throughout the piece. Exceptions would include:

- Pieces with multiple chapters
- Pieces which require multiple colors for separation of information

Generally, these exceptions will occur in brochures longer than eight pages.
Alternatives to white

On internal spreads, Pantone® 466 (our custom version) and light Pantone® Warm Gray 1 can be used to help break up large areas of content or to separate different sections of content.
Electronic palette (PPT, video, animation)

Presentations and more

The color values below can be used for PowerPoint® presentation charts and graphs, as well as for electronic exhibits (plasma and LCD screens), flash presentations and video elements. The RGB colors for presentations have been built into the charts and graphs slide.

Cardinal Health Red
- Color sweeps
- Headlines
- Subheads
- Call-outs

Cardinal Health red
R:238, G:0, B:0

Secondary colors
- Color sweeps
- Headlines
- Maintaining color balance with red

Pantone 128 PC
R:255 G:230 B:112

Pantone 715 PC
R:248 G:156 B:62

Pantone 7492 PC
R:208 G:219 B:157

Pantone 577 PC
R:168 G:204 B:150

Pantone 629 PC
R:154 G:217 B:233

Pantone 305 PC
R:90 G:201 B:230

Pantone 3248 PC
R:131 G:207 B:202

Pantone 466 PC
R:203 G:185 B:137

General purpose color
- Sidebars
- Call-outs

Pantone Warm Gray 7
R:148 G:138 B:133

Body copy
- Use black for normal body copy.

100% black
R:0, G:0, B:0

New standard
Except where indicated, all of the process builds on this page are based on the PANTONE® Color Bridge® PC coated standard. When selecting colors from any Adobe® Creative Suite® program, be sure to select from the PANTONE® Color Bridge® PC palette. This will ensure consistent color builds across applications.
4.5 Color palette

Active palette
These colors are used to draw attention and indicate primary functionality.
Cardinal Health red is also the primary sweep color.
- Feature areas
- Calls-to-action
- Link language / highlights

Accent palette
These colors are used for sweeps, structure reinforcement and to balance Cardinal Health red.
- Sweeps
- Text
- Foundation elements

General purpose colors
These colors are used for typography, navigation dividers and subtle graphic elements.
- Text
- Alternating list rows
- Navigation dividers
- Foundation elements
- Backgrounds

The Cardinal Health digital color palette is expansive and flexible which provides many opportunities for a variety of creative solutions. This palette has been optimized specifically for digital (web) use so you should never create or add new colors to the palette.

Warm colors are bold, energetic and naturally tend to advance page elements. Cool colors soothe, calm and tend to recede.

Color temperature is a tool that should be utilized to communicate hierarchical depth and functionality in digital applications of the brand, as well as to emphasize a consistent brand experience.

The color palette should be used to ensure the highest quality of graphics for various audience types. Use hex formatting for color within HTML instead of RGB values.
Graphic elements of the brand

**Grid**
5.0 Standard single page grid
5.1 Standard spread grid

**Color sweeps**
6.0 Overview
6.1 Sample executions

**Typography**
7.0 Headlines
7.1 Body copy
7.2 Column and grid relationship
7.3 Preferred computer system typefaces

**Photography**
8.0 With or without photography
8.1 Image placement
8.2 Selecting photography
8.3 Color editing
8.4 Cropping

**Product tags**
9.0 Overview
9.2 Placement

**Call-outs**
10.1 Overview
10.2 Other uses
11.0 Dotted rules
To bleed or not to bleed
On brochure covers (or fronts of one-pagers) sweeps should bleed, but photographs should only extend to the page margins.

A six-column grid has been created for use on all standard-size (8.5" x 11") publications. A frame margin area of 0.25 inch (18 pt) on four sides of the cover is required. The addition of horizontal guides, called flow lines, helps unify the positioning of graphic elements on covers and inside spreads, as well as on separate pieces.

The number of columns may be modified for use with publications that are not standard size.
Standard spread grid

The grid for a standard-size spread is the mirroring of two cover spreads, joined at the gutter. The same measurements for column placements apply.
**Color sweeps**

**Overview**

**Single sweeps**
- Color sweeps are derived from the gently arcing shape of our wingspan. The sweeps should not be created from any arc tighter than the circumference of a circle. They may also be rectangular.
- The color options can be our primary color (red) or a selection from our secondary color palette (See page 4.1).
- They frequently overlap photography and type, but they avoid uncomfortable intersection with faces and do not impede readability.

**Double sweeps**
- One sweep must be red
- Sweeps must overlap
- Sweeps must use a multiply transparency at 100% opacity
- They create convex shapes.
- Both sweeps must be horizontal or both must be vertical.

**Our primary graphic element**
Color sweeps echo the form of the wingspan symbol from our logo. They should be a prominent element in most publications. The sweep can take on many different forms and colors from both the primary and secondary palettes, as illustrated above. They come alive most when used with other elements, such as headlines or photography.

The sweeps are the most dramatic addition to the graphic elements toolbox. As such, take time to explore the creative possibilities they allow on any publication.

**Adding a second sweep**
The addition of an optional second sweep will add more color and guarantee more red because one of the two sweeps must be red.
6.1 Color sweeps

Sample executions

- The arc sweep graphic should extend the width or height of the entire page or spread. It should not be reduced to a particular portion of the layout. This same rule applies when used as a cut-out of photography.
- This rule does not apply to straight-edge sweeps, which may be used in smaller areas.
Headlines

Myriad Pro Light
Myriad Pro Bold

More impact and flexibility
There is now more freedom to create impact around headlines and how they interact with other graphic elements on a cover or inside spread. While there is no set position and size, there are a few important restrictions, listed below right.

Benefit-oriented headlines
Headlines should be written with the customer benefit in mind. Let them know how it will make their life better or easier. Remind them that each and every one of our products and services are Essential to care™.

Headline example
Prevention starts with protection.

• Use red for the headline type when the sweep is a secondary color.
• Use a secondary color for the headline type when the sweep is red.
• Do not use colors together that impede legibility.
• Do not orient vertical text to read from the top down.
• Avoid mixing type weights in headlines.
• Headlines should be in sentence case, not title case or all-caps.
• Always align baselines with the edge of a graphic element.
• The larger the headline, the more negative tracking it needs. Headlines should have -30 tracking or tighter.

Standard figures
In headlines, subheads, tables, figures, captions, and footnotes, please use standard (not OSF) numerals so that the numbers are all the same height.
Whatever your choice, Wound Closure Management Services of Cardinal Health helps you manage your suture and endomechanical inventory for optimal par levels, improved clinician satisfaction and product availability. We focus on improving your inventory management so that you can focus on taking care of the patient.

Lorem ipsum il modit aliquam velignis exerit vernatis samus, ut vit, to eictia eosto dolorest, od quundis et aut aut magnis exernat optas con esto inulpa sitatem pediciati comnimodit, nullaborum aut alic te eosseque et andus modicit velenda intibeatius.

Odit odi sequo tet explam, que et omni nonector moloria aribus que evernatature volupta tiumqui sum enitaquod et albusa picipis eum apiet quiatio veliquia volorit vellitis nus sus sandis et prepta.

---

**Sample (9.5/13 pt)**

Whatever your choice, Wound Closure Management Services of Cardinal Health helps you manage your suture and endomechanical inventory for optimal par levels, improved clinician satisfaction and product availability. We focus on improving your inventory management so that you can focus on taking care of the patient.

Lorem ipsum il modit aliquam velignis exerit vernatis samus, ut vit, to eictia eosto dolorest, od quundis et aut aut magnis exernat optas con esto inulpa sitatem pediciati comnimodit, nullaborum aut alic te eosseque et andus modicit velenda intibeatius.

Odit odi sequo tet explam, que et omni nonector moloria aribus que evernatature volupta tiumqui sum enitaquod et albusa picipis eum apiet quiatio veliquia volorit vellitis nus sus sandis et prepta.

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**Sample (10/13.5 pt)**

Whatever your choice, Wound Closure Management Services of Cardinal Health helps you manage your suture and endomechanical inventory for optimal par levels, improved clinician satisfaction and product availability. We focus on improving your inventory management so that you can focus on taking care of the patient.

Lorem ipsum il modit aliquam velignis exerit vernatis samus, ut vit, to eictia eosto dolorest, od quundis et aut aut magnis exernat optas con esto inulpa sitatem pediciati comnimodit, nullaborum aut alic te eosseque et andus modicit velenda intibeatius.

Odit odi sequo tet explam, que et omni nonector moloria aribus que evernatature volupta tiumqui sum enitaquod et albusa picipis eum apiet quiatio veliquia volorit vellitis nus sus sandis et prepta.

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**Alternate corporate typeface**

Adobe® Garamond Pro has been chosen as our serif typeface and should only be used for quotes, callouts, or other secondary uses. Times New Roman is an acceptable substitute for Adobe® Garamond Pro.

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**Purchasing fonts**

Because Myriad Pro is the core typeface for the Cardinal Health identity system, evaluate if Adobe® Garamond Pro is needed for visual impact in your communication. Use of Adobe® Garamond Pro should be kept to a minimum and is not required for any template.

Licenses for Adobe® Garamond Pro can be purchased from Adobe® at adobe.com/fonts.
Text boxes

- Typical body text blocks can span two, three or four columns.
- Captions and footnotes may span one to four columns.
- The examples at the right demonstrate the variety of text box widths available to you.
- One should limit the number of text box widths used on each page or spread to one or two.

Text box width

The six-column grid allows for a variety of placement options for body copy and captions.

Body text boxes should never span more than four columns on the grid, as these lines would be too long for comfortable reading.

Headline text boxes can extend as far as necessary.
For daily communications, presentations and websites
Thousands of employees produce everyday materials that also need to have a consistent Cardinal Health look. This includes Microsoft® PowerPoint® presentations and email. In this case, the preferred computer font, Arial, can be used instead of Myriad Pro in all our written communications.

The system font, Times New Roman, is recommended for legal communications or other applications that require a serif font.

Verdana is the official font for Cardinal Health websites and other select digital communications.
More options
Sometimes the right photo is hard to find.
Or it may be non-existent. Now you can create cover designs without a photo.

With photography
The photo and sweep combo should be the most dominant graphic elements with the headline in an easily read location.

- Use red and yellow sweeps cautiously. Red sweeps are dark and can hide the content of the photograph. Yellow sweeps are light and may not show up on top of darker photos.
- Sweeps must always be on top of photos (not behind) – even product shots. If there is a concern that the sweep is blocking a critical detail of the product, make the sweep smaller or move the photograph.

Without photography
If the decision is made not to use a photo, keep these in mind:

- Use more color coverage
- Think about using an icon
- Type must be larger or bolder
- Sweeps could be more dynamic

Headlines with no photos
Because there is no image, the headline must work harder to inform the reader. Use stronger promotional headlines (as opposed to descriptive headlines) that point out the benefits of the product or service.
Image placement

8.1 Photography

One large photograph
The preferred use of photography is one large, dominant image. This allows readers to move on to the content quickly.

Grid of photographs
Sometimes one image isn’t enough – when the story is deeper or more complex – and we may want to use multiple images. This should be used sparingly.

Using the grid
- Use the page grid to space images
- Column gutters may be cut in half to place the images closer together.
- No empty grid spaces should be left over. All grid spaces must be filled with a photo (or text on occasion).
Selecting photography

8.2

In the healthcare industry, photography must consider technical accuracy as well as emotional impact. When choosing a primary image for your communication piece, base your decision on the product and headline. Use images to add clarity and meaning to the text on the page. Smaller, secondary images can also be used side-by-side with content to enhance or broaden the message you are trying to convey.

Our proprietary image library
In support of our visual identity, a library of photography proprietary to Cardinal Health is available at cardinalhealth.com/library.

The library contains photography taken exclusively for Cardinal Health, reflecting our brand personality and style, and representing our employees, customers, products and services. Images in the library feature offerings unique to Cardinal Health — images rarely available from other sources such as stock photography collections. The company’s investment in a proprietary photo image library makes use of stock photography unnecessary.

Photo selection
In the healthcare industry, photography must consider technical accuracy as well as emotional impact.

When choosing a primary image for your communication piece, base your decision on the product and headline. Use images to add clarity and meaning to the text on the page. Smaller, secondary images can also be used side-by-side with content to enhance or broaden the message you are trying to convey.

Please contact brand@cardinalhealth.com for access to the image library. All requests will receive a response within 24 hours.
Improving images through color editing

We can give new life to our existing image library by brightening and sharpening images. Look for white highlights and colors that are slightly brighter than natural. These adjustments increase depth and energy, which reflect our values and brand language. Future photography should also follow this model.

Each photograph in the library has been color corrected and is available in both low- and high-resolution formats. The low-resolution files are intended for online use, when creating comps or for use in PowerPoint® presentations. The high-resolution images are to be used when creating printed marketing materials. All images in the library can also be converted to the desired resolution, dimensions and file formats (EPS, GIF, PDF, etc.) to meet almost all image needs.

Please contact brand@cardinalhealth.com for access to the image library. All requests will receive a response within 24 hours.
Improving images through cropping
Skillfully framing a photo can heighten the emotional connection for the viewer. Focusing on a captivating aspect of a photo and removing extraneous details aids in communication and gives existing photos a new perspective.

Please contact brand@cardinalhealth.com for access to the image library. All requests will receive a response within 24 hours.
An optional element
Product/service tags are limited in length and content, so may not be right for every application. Placement is flexible, so that when it is used, the tag can become an integrated component of the overall design.

Service name
Par Optimization

Product description
Powder-Free Surgical Gloves

Product name and description
Protexis™ Powder-Free Surgical Gloves

Product category
Surgical Apparel

Layout design
The tag should align against another element in the page design or the edge of the format.

As a health professional, you have zero tolerance for error. We know what that's like.

Prevention starts with protection.
9.1 Product tags

Overview

Rounded corners

- There should only be one rounded corner.
- The product name should always read left-to-right or bottom-to-top.
- The examples at right are the only acceptable configurations of the product tag.

Tag color

- Only Cardinal Health Red and Pantone Warm Gray 7 may be used.
- The color application should be consistent throughout each piece.

Cardinal Health Red
Use Pantone 185 tags when the sweep is a secondary color.

Pantone Warm Gray 7
Use Pantone Warm Gray 7 when the sweep is red.

Tag dimensions

- The length of the product tag should not exceed three columns within the grid.
- The length of the product tags is based on the length of text plus a 0.125 inch space before and a 0.25 inch space after the product name.
- If the product name is too long to fit, a simplified or abbreviated version should be used.

Maximum length: 3 columns

0.125" space before the product name

0.25" space after the product name

0.375"
• The long edge that has the single rounded corner should always point toward the center axis of the brochure.
• For vertical tags, use the vertical axis. For horizontal tags, use the horizontal axis.
• The examples at right are the only acceptable orientations of the product tag.
10.0

Call-outs

Overview

Call-out diameter
• A consistent set of diameter increments should be used on standard-size publications to maintain consistency.
• Diagonal connecting lines are not permitted.

Diameter increments

1"
0.75"
0.5"
0.25"
0.125"
0.125"

Call-out orientations

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Call-out type size
When needed, a call-out caption may be a larger point size for promotional messages.

Line thickness
• Line weight is always 0.6 pt on standard-size publications.
• It is permitted, as shown, to fill in the endpoint of the smallest call-out (0.125" endpoint) when needed.

Look here
Call-outs are a uniform way to direct attention to specific points of interest, usually pertaining to medical equipment or service highlights. Copy should be flush left or flush right depending on the call-out’s orientation, as illustrated above.
Other uses for call-outs

**Call-out possibilities**
Use the call-out graphic for short numbered lists or in combination with icons. Any description attached to a call-out should use a 0.6 point rule connecting the two elements.

**More than a pointer**
The simplicity of the circle form allows the call-out to function beyond a highlight tool. As illustrated above, the circle element may be filled in to contain numbers in a series or icons that communicate promotional features or insights.

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**ValueLink® Services – Phase 3**

3x

Disposable and reusable SpO2 sensors that last three times as long.

$\\$

Durability translates into cost-effectiveness, by offering more value for the money and controlling cost-per-patient day.

12

9

3

6

One SpO2 sensor will last for a patient’s entire (average) hospital stay.
Overview

Plain dotted rule
- 0.6 point rule
- 100% Black for better reproduction

Cardinal Health Red dotted rule
- 0.6 point rule
- 100% spot Pantone 185 Red

Reversed dotted rule on color backgrounds
- 0.7 point rule (increase weight)
- 100% White

Arrangement with text

How it works

About Pharmacy Solutions

The Pharmacy Solutions business of Cardinal Health has 40 years of expertise in helping hospitals and healthcare systems improve both the financial predictability of pharmacies and the quality of patient care. Based on each hospital’s needs, we drive efficiencies and measurable improvements in the pharmacy, resulting in safer patient care.

A subtle approach to rules
A dotted rule was chosen as a subtle graphic element. It functions to divide information, usually subheads, in congested areas of text. Its dotted style distinguishes it from call-out connecting lines.
Iconography

Icon design
The icon style for Cardinal Health is one of simple, two-dimensional design that distills the ideas of what the icon represents down to its most basic form. Our icons are one-color and do not use any gradients, shadows or bevels. Just enough detail to understand what it represents.

The icons may be used inside a circle, or on their own. Corners should be soft (rounded) where appropriate.

Icon use
Icons are a device to convey a simple idea or represent a specific subject. They are a visual representation of something that may be abstract or as a means of wayfinding and navigation. In most cases, the icon should be used with a text descriptor to provide a definition of it’s meaning.

Uses:
- Process graphics (e.g. product through a supply chain)
- Website navigation
- Information graphics
- Collateral enhancements (visual elements aside content in the piece to reinforce it’s meaning).

Icon files
Icons are available as Adobe Illustrator files upon request from brand@cardinalhealth.com.
The brand applied

13.0 Brand investigations

Sample executions

14.0 One-page document
14.1 Two-page document
14.2 Four-page document
14.3 Multiple-page document
14.4 Paper for commercial print
Developing a visual language

In the early stages of revising the Cardinal Health brand language, a series of exploratory layouts was created to demonstrate the integration of graphic elements. These examples are an investigation of layout potential without any particular communication strategy.
Sample exploration

Cover

Make your buying decisions easier

Spread

Flow Control

Low exothermic reaction

Ordering information

"Click and Use" functionality

Ergonomic and easy to use

Secure holding and feel

Precise ampoule break

Strong and flexible

Butyl Topical Skin Adhesive


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Inside flap

Strong, secure and effective wound closure

Features and benefits

Typical wound closure

Flow and design

Pre closure

Post closure

24 hours

120 hours

Proven results, satisfied patients and clinicians

Logiade® has high patient satisfaction ratings. In a prospective study, patients preferred adhesives over traditional sutures. Logiade® received high satisfaction that the adhesives were more elegant than other surgical solutions.

For over 9,000 clinicians in the United Kingdom, continental Europe and now in the U.S., Logiade has been found to provide an enhanced cosmetic appearance and significantly easier patient care. While more than 1,000,000 units of the Logiade® product family have been sold worldwide. Logiade® is proven and trusted solution for limited incision.
Cardinal Health understands implementing a new inventory management service involves a series of steps and decision making. We believe collaboration and information sharing is pertinent for successful execution of the process. To do this, our supply chain experts work directly with your clinical and materials staff to improve performance, efficiency, cost and quality in the fulfillment and management of suture and endomechanical products. This is what you can expect in our implementation process.

**What to expect?**

1. **Identify pain points**
2. **Complete data transfer**
3. **Execute walkthrough and scope of customer needs**
4. **Propose current state findings and provide analyses with recommendations for Level 1 or 2**
5. **Implementation and customer training for the selected level of engagement**

To identify your pain points, we determine your needs for improvement in the current conditions of the Suture/Endomechanical areas. Indicators for improvement are:

- Inflated inventory
- Excessive stockouts
- Difficult to find products
- Redundant products
- Expired products
- Cancelled or delayed surgeries
- Impacted clinician satisfaction

After meeting pre-qualification standards, a Supply Chain Executive (SCE) will serve in a consultative role to conduct the initial walkthrough and assessment. We then develop a solution that best meets your needs and present those findings and recommendations for the most appropriate level of service. With your approval, our analysts initiate a data transfer and physical inventory. Based on the proposed par levels, you have the option to choose self-management or Cardinal Health’s onsite inventory personnel to manage your suture and endomechanical products. Whatever your choice, Cardinal Health Wound Closure Management Services helps you manage your suture and endomechanical inventory for optimal par levels, improved clinician satisfaction and product availability.

We focus on improving your inventory management so that you can focus on taking care of the patient.

If you have questions about WCMS, contact your local Cardinal Health representative.

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This example of a two-sided sell sheet demonstrates how one side can be promotional, using large-scale photography, a secondary color sweep and a headline. The informational side uses smaller photography. (Note the use of Cardinal Health Red to maintain brand recognition.)
This example of a text-heavy communication clearly divides the story into three sections: the study’s background, four subheads describing the analysis-through-solution and a hard-to-miss testimonial.
This example uses nearly all the elements of the revised brand language. Using existing photography and format, this piece demonstrates how promotion and information come together with strong headlines and imagery.
Coated

NewPage
Sterling Premium
Dull finish

Brightness: 94
Opacity: 94.5 - 98.5
No. 2 Sheet; 10 percent recycled, post-consumer fiber

- For brochure covers and product sheets, the preferred stock weight is 80# cover.
- For pocket folders, the weight recommended is 100# cover stock.
- For four-page and tri-fold brochures, the preferred stock weight is 100# cover.
- For text pages and newsletters, the preferred stock weight is 80# text for multiple pages (8pp+).

This is a bright white sheet with a soft, smooth surface. It offers exceptional printability and superior opacity for minimum show-through.

The dull-coated finish helps to convey the real, down-to-earth, practical characteristics of our brand identity. Also, dull works well for anything requiring handwritten text. Consider adding a dull varnish or satin aqueous coating to protect against scuffs or fingerprints on key publications.

Uncoated

Weyerhaeuser
Cougar Opaque
Bright White

Brightness: 94
This is NOT a recycled paper

The recommended weights for cover are 80#, folders 100# and text 80#.

Cougar Opaque features high-quality reproduction, excellent printability and a blue-white shade. It is ideally formulated for offset and digital/laser applications.