

# PAH Companion with *Me*

Version 4

# Brand DNA

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01

# Introduction

# What is withMe?

Our brand DNA comprises everything that makes us...us. From our mission statement to our color palette and brand tone, this book is a guide that should be referenced when creating any type of PAH Companion withMe branding communication.

Note: This book is a living, breathing document that will evolve with our brand, and as we learn more about PAH and our patients. When an update occurs, the FCB team will release a new brand DNA master file.



As a brand, we have a responsibility to not only understand PAH, but also the person living with it. That understanding is what makes all the difference in our patient's treatment journey.

PAH Companion withMe is a suite of patient support resources that includes personalized, one-on-one educational support to help patients start and stay on their prescribed Janssen PAH medication. Tools and resources are adapted to fit patients' specific questions, needs, and interests.

## 01 Introduction

## Our Values

Through category, program, and patient research, we learned that patients want us to deliver on three things: **Personalization**, **Empathy**, and **Partnership**. These are our brand values and are incorporated into everything we do, say, create, and decide.

01

## Personalization

**“It feels like this program is specifically made for me.”**

**—A person living with PAH**

Patients need support as unique as their individual PAH journeys. When able and applicable, communications should be personalized to patients and rooted in specific patient findings, research, and POVs.

02

## Empathy

**“The biggest challenge with my PAH has been dealing with something that’s an internal disability. People don’t understand how limited I am... It makes me feel sad and misunderstood.”**

**—A person living with PAH**

A patient needs to be seen as a whole person, beyond their disease. In our communications, recognizing the realities of the disease and simultaneously acknowledging the value of their lives outside of their diagnosis is crucial to showing support and empathy.

03

## Partnership

**“My PAH diagnosis made me feel very overwhelmed and alone – I didn’t know anyone else with the disease.”**

**—A person living with PAH**

Patients need a partner that understands their silent disease. Our communications should voice our committed partnership in a way that offers support and ensures Janssen is with them every step of the way.

02

# Logo Usage

## 02 Logo Usage

# The Logo

Our logo consists of two elements: “PAH Companion” in Karbon font and the “withMe” word mark. It’s an instantly recognizable brand element and should be represented consistently throughout our product and marketing efforts.

When referencing PAH Companion withMe, the word mark should always exist with the PAH Companion descriptor. In no way should the logo be modified, distorted, or redrawn.

PAH Companion withMe



Download Logo Files

## 02 Logo Usage

# Logo Clear Space

To maintain the clarity of our logo, it must always be surrounded by a minimum clear space and never overlap other objects. A good way to ensure enough clear space surrounding the logo is by using the lowercase “w” from the withMe wordmark as a unit of measurement. At a minimum, the “w” should fit clearly on all four sides of the logo without overlapping other objects, colors, or imagery.

## Lockup

The PAH Companion withMe logo should be separate from the Janssen and Johnson and Johnson logos. We recommend centering the PAH Companion withMe logo and then putting a lockup of the Janssen and Johnson and Johnson logos on the bottom right of the layout.



PAH Companion withMe



PAH Companion withMe



janssen  
PHARMACEUTICAL COMPANIES OF  
Johnson & Johnson



## 02 Logo Usage

## Logo on Color

Our recommended use of the logo on color is a combination of our two primary blues on a solid white background. However, when this is not applicable or this does not offer enough contrast, there are other acceptable options listed below. If there is an option not listed here, brand approval is needed.

**1. Light + Dark Blue logo on a solid white background**

Preferred option

**2. Dark Blue logo on solid tan background**

Used as an alternative contrast example

**3. White + Dark Blue logo on a solid light blue background**

Used as an alternative contrast example

**4. All-White logo on a photo background**

Used as an alternative contrast example

Note: When using the logo on a photograph, it should be placed over the area of the photo with the most contrast, and it should never be over a busy background or face.

01

PAH Companion with *Me*

02

PAH Companion with *Me*

03

PAH Companion with *Me*

04

PAH Companion with *Me*

## 02 Logo Usage

# Logo Placement

When the PAH Companion withMe logo is on its own, we recommend centering it in the layout. When the logo is paired with additional logos or legal, we recommend placing the PAH Companion withMe logo on the right, with legal on the left.

A few other options for logo placement are listed below.

## 1. Default

The default option would place the logo in the bottom center of the layout

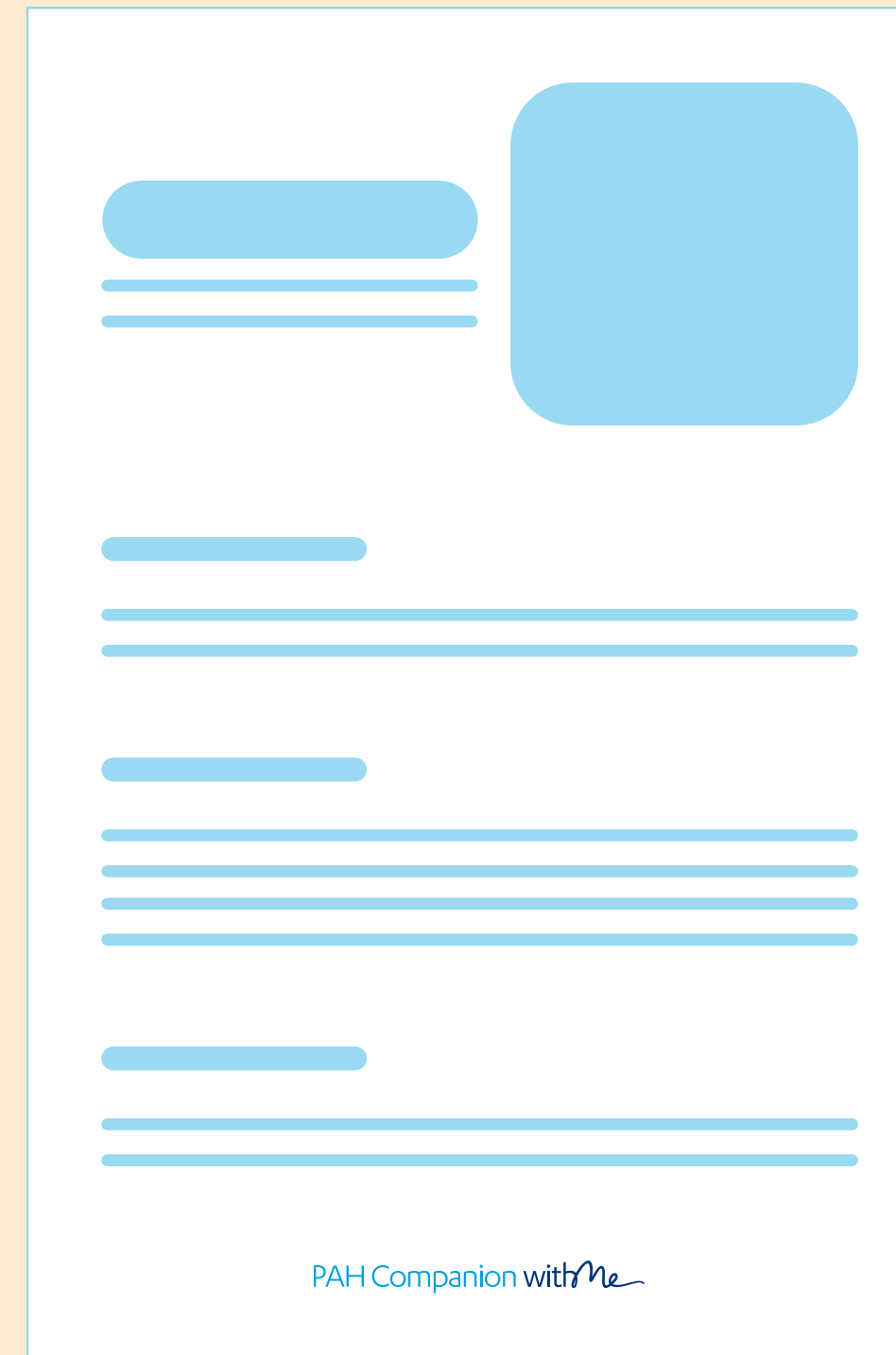
## 2. With CP Code

Our recommended placement of the cp code is at the bottom left of the layout, with the logo in the bottom-right

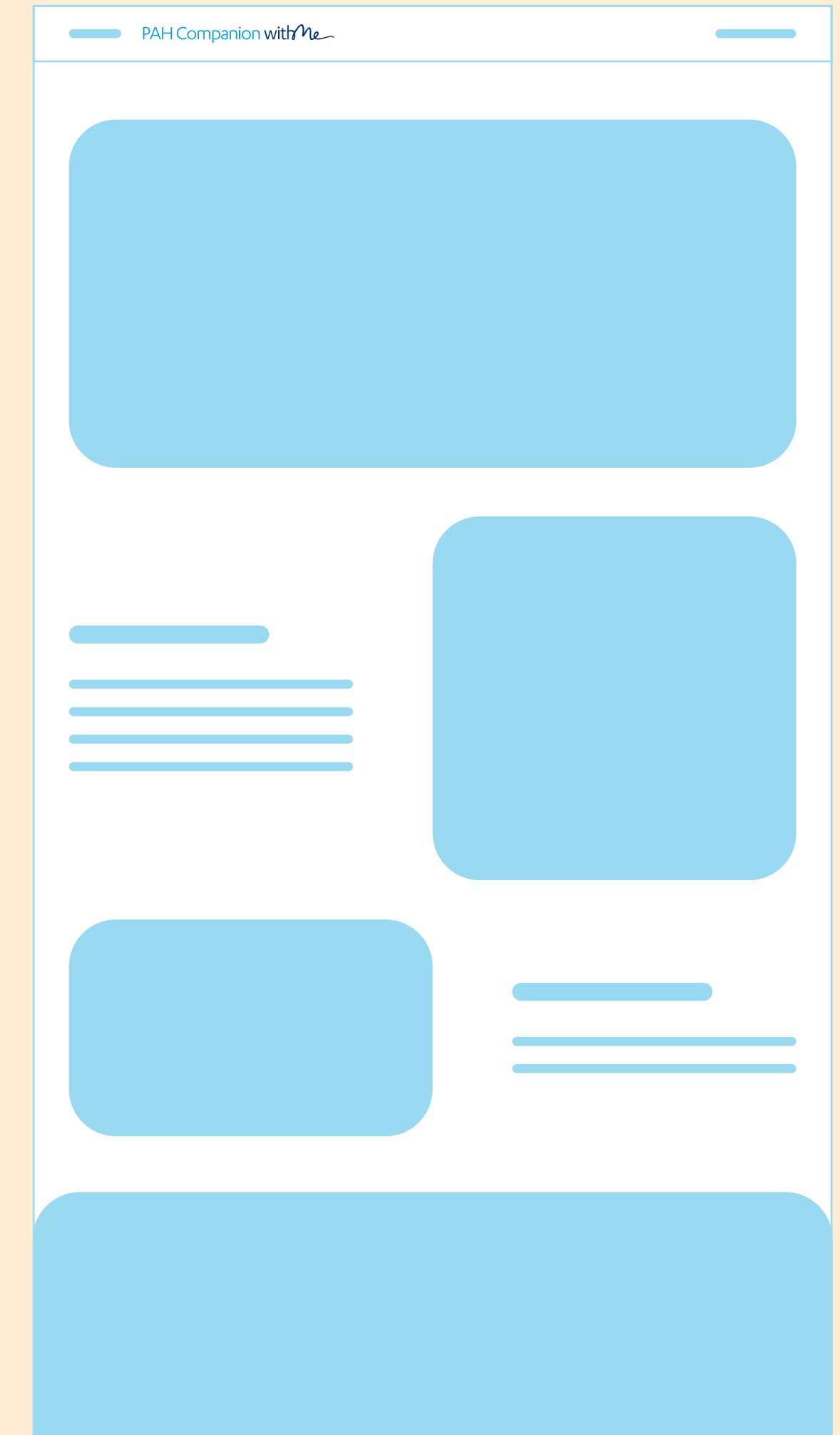
## 3. Digital

For web-based touchpoints or other communication where the brand should be heroed, place the logo in the top left of the layout. (This is how it is done on [pahcompanion.com](http://pahcompanion.com))

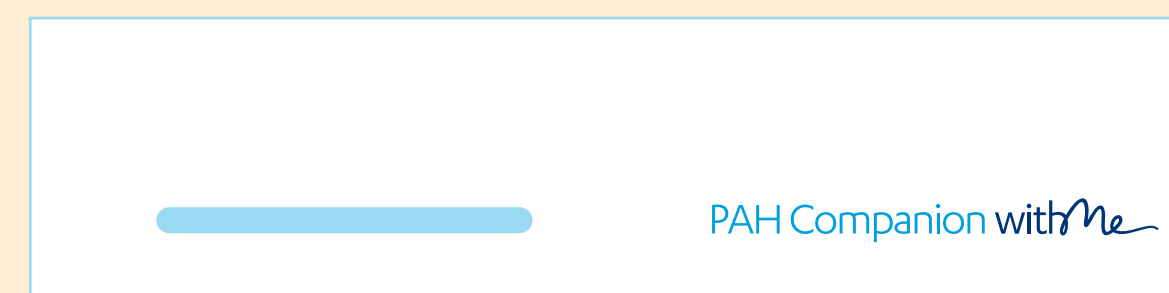
01



03



02



## 02 Logo Usage

# Logo Lockups To Avoid

In no way should the logo be modified, distorted, or redrawn. If there is a need for logo alteration, brand approval is needed.

**1. Don't apply any color mixing**

See page 10 for approved color alterations

**2. Don't stack elements of the withMe logo**

The logo should live horizontally and parallel to the page

**3. Don't rotate or stretch the withMe logo**

Use it within the provided ratios

**4. Don't apply effects**

Glowing edges, drop shadows and gradients are not compliant with brand standards

01

PAH Companion withMe

02

PAH Companion  
withMe

03

PAH Companion withMe

04

PAH Companion withMe



03

# Brand Colors

## 03 Brand Colors

# Primary Color Palette

The PAH Companion withMe brand color palette is an extension of the primary color palette for Janssen Global and is meant to bridge marketing communications and product interface to enhance familiarity and visual recognition.

Our four primary colors are Janssen Dark Blue, Janssen Light Blue, Support, and Calm.

All of our primary colors are used at full value, except for the Support color (see notes below for specifics).

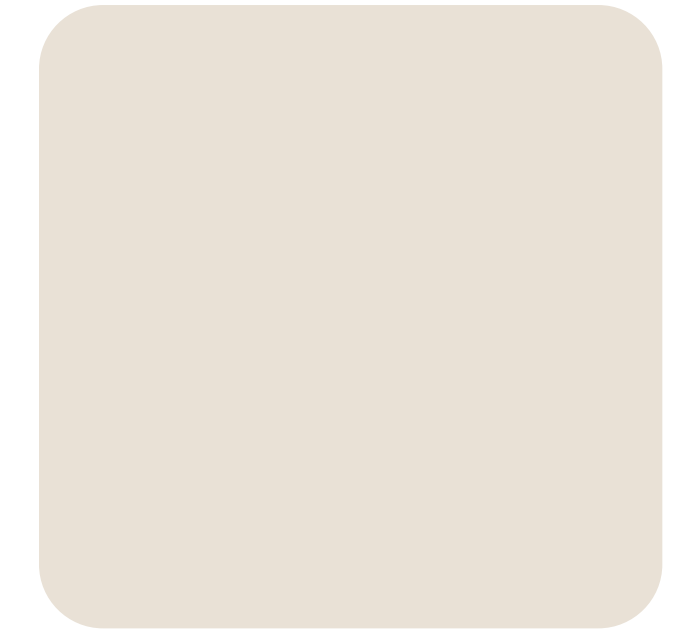
Our secondary colors are all tints of our primary colors. Use the exact values provided to be as accurate as possible.

Notes:

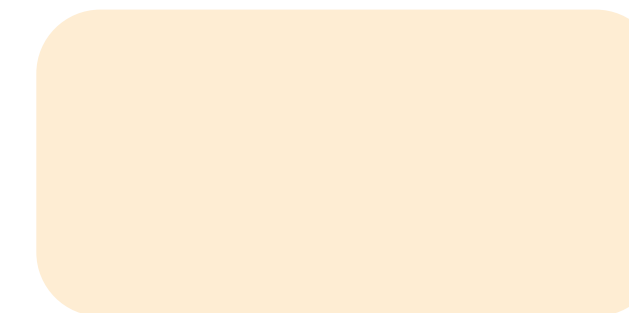
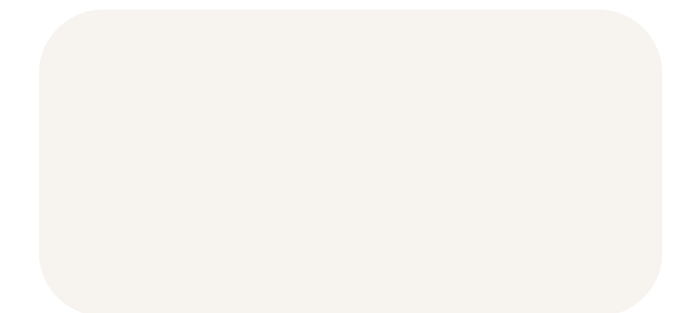
- **Do not** use the eyedropper tool in Adobe programs
- To create the correct Support values, use an 80% tint of the specified RGB, CMYK, and PMS values

[Download RGB & CMYK Swatches](#)

## Primary Colors

**Janssen Dark Blue****HEX** 003479**RGB** 0, 52, 121**CMYK** 100, 68, 7, 28**PMS** 294 C**Janssen Light Blue****HEX** 00A0DF**RGB** 0, 160, 223**CMYK** 86, 8, 0, 0**PMS** 299 C**Support****HEX** FDDAA8**RGB** 252, 209, 146 (80% tint)**CMYK** 0, 13, 50, 0 (80% tint)**PMS** 1345 C (80% tint)**Calm****HEX** EBE3D7**RGB** 235, 227, 213**CMYK** 0, 3, 9, 8**PMS** 9226 C

## Secondary Colors

**Janssen Dark Blue Tint****HEX** CCD6EE**Janssen Light Blue Tint A****HEX** 99D9F2**Janssen Light Blue Tint B****HEX** CCECF9**Support Tint****HEX** FEEDD3**Calm Tint****HEX** F7F3EF

## 03 Brand Colors

## Extended Color Palette

These colors serve as an extension of our primary & secondary color palettes and should be used in specific instances for illustrations and shapes. They should never overpower the primary palette.

Soft White and Deep Blue serve as our lightest and darkest colors respectively and will be primarily used for copy, icons and/or emphasis, in place of black and white.

Darker colors should be used sparingly to ensure the extremes of our color palette maintain a tone that is light, airy, and optimistic.

Notes:

- **Do not** use the eyedropper tool in Adobe programs—use the provided exact values to be as accurate as possible
- To create the correct Soft White PANTONE value, use a 20% tint of PMS 9226C

## Extended Colors

**Dark Green**

**HEX** 006151  
**RGB** 0, 97, 81  
**CMYK** 99, 36, 74, 27  
**PMS** 336C

**Dark Green Tint**

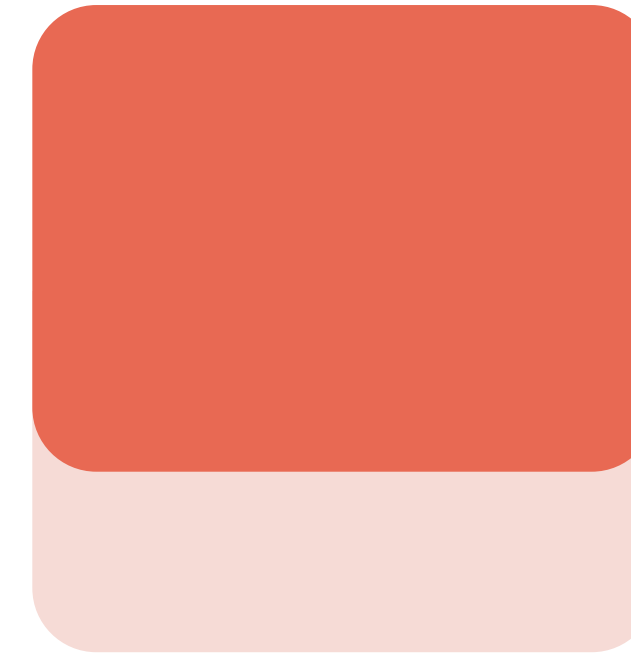
**HEX** BFD7D3

**Light Green**

**HEX** 63A387  
**RGB** 9, 163, 135  
**CMYK** 71, 14, 59, 1  
**PMS** 7723C

**Light Green Tint**

**HEX** D8E8E1

**Coral**

**HEX** DB6F5A  
**RGB** 219, 111, 90  
**CMYK** 3, 73, 70, 0  
**PMS** 7416C

**Coral Tint**

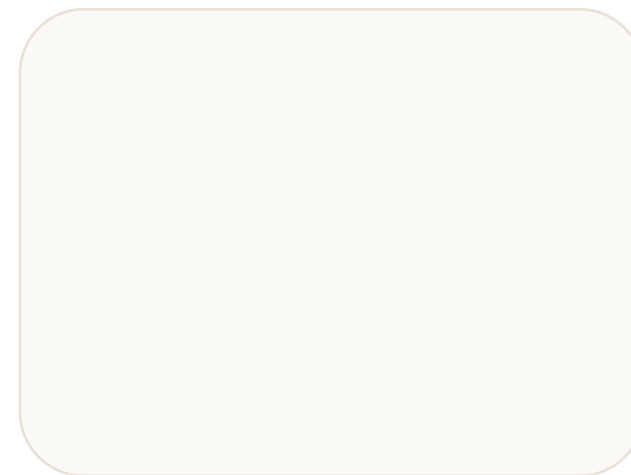
**HEX** F6DBD6

**Peach**

**HEX** F3B07F  
**RGB** 243, 176, 127  
**CMYK** 0, 38, 57, 0  
**PMS** 7410C

**Peach Tint**

**HEX** FCEBDF

**Soft White**

**HEX** FBF9F7  
**RGB** 251, 249, 247  
**CMYK** 1, 1, 2, 0  
**PMS** 9226C (20% tint)

**Deep Blue**

**HEX** 011E41  
**RGB** 1, 30, 65  
**CMYK** 100, 87, 42, 52  
**PMS** 282C

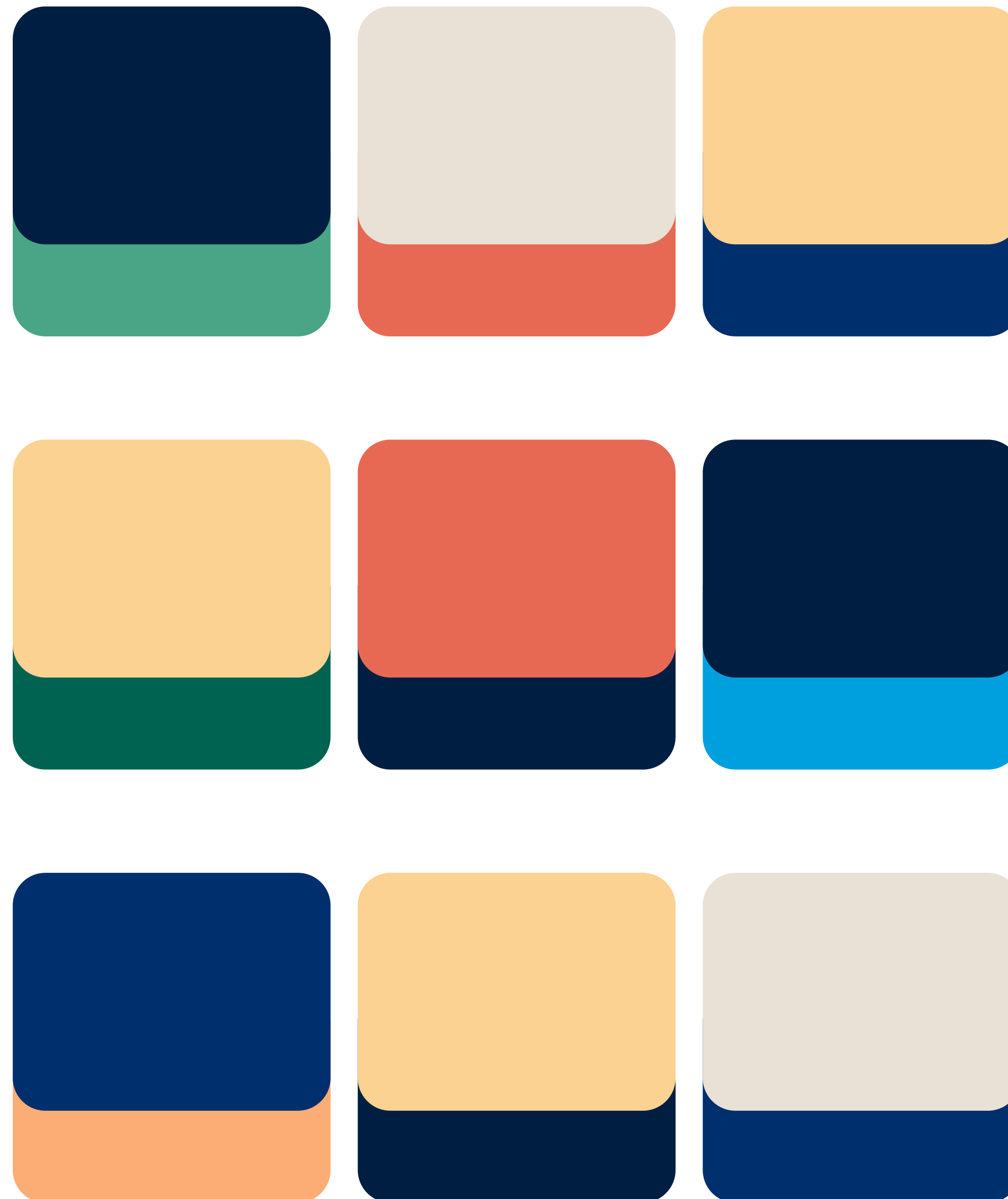
## 03 Brand Colors

## Color Pairings

When pairing colors from the withMe-approved color palette, some colors work better together than others and meet ADA Compliance regulations. When unsure, use this page as a guide to help create the perfect pair.

Notes:

- This is not an all-inclusive list of color pairings
- Be sure to check ADA compliance for additional color pairings at [webaim.org](https://www.webaim.org)



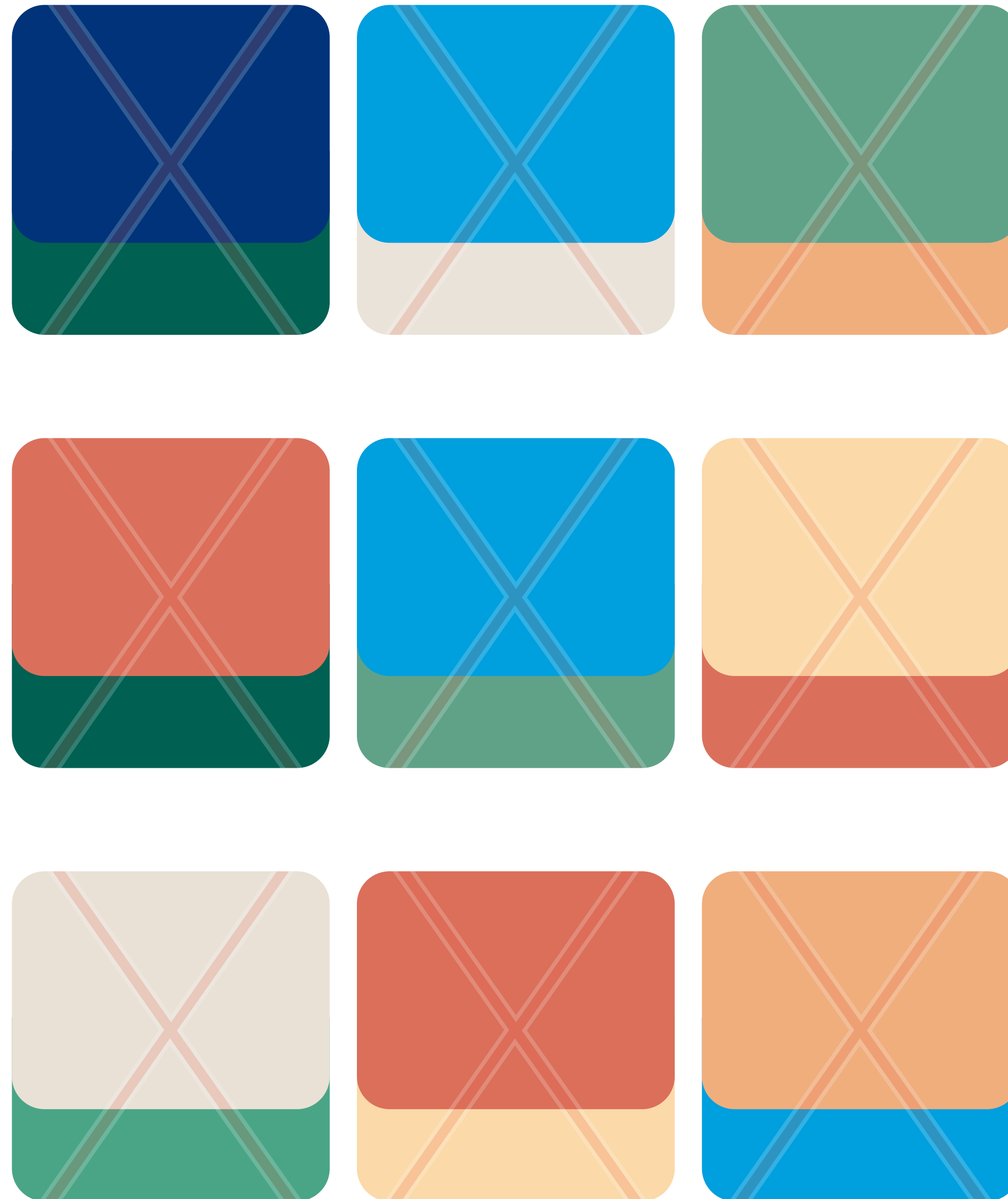
## 03 Brand Colors

## Color Pairs To Avoid

Avoid using the color combinations shown here for text and backgrounds. They do not meet ADA Compliance regulations and make readability difficult.

Notes:

- This is **not** an all-inclusive list of color pairings to avoid
- Be sure to check ADA compliance for additional color pairings at [webaim.org](https://www.webaim.org)



04

# Typography

## 04 Typography

# Typeface

Our primary typeface is Karbon, the same type used for the Janssen Global brand. Karbon is an exuberant geometric-humanist typeface that delights in tension. It is an “open, geometric sans-serif” (Kilm Type Foundry).

Different weights such as light, regular, semibold and medium, can be applied to give font options and readability when interacting with other design elements.

This page serves as a visual representation of the hierarchy we should adhere to when creating collateral.

Legal copy must never be more than 2pts smaller than body copy.

Notes:

- We opt **not** to use italic font unless it is in legal copy
- It is sometimes necessary in references to italicize reference titles
- We only use the regular italicized weight.



Download Fonts

Light / Regular / **Medium** / **Semibold**

Headline

Karbon Light

Sub-headline **Karbon Medium**

Body Paragraph Karbon Regular

This is an example of a body paragraph written in Karbon Light font.

You can use this font for long- or short-form copy to communicate your message.

When emphasizing copy, use **Karbon Semibold**.

Captions / Legal • Karbon Regular

This is an *example of legal* written in Karbon Regular font. You can use this font for captions or legal.



## 04 Typography

# Formatting

## Capitalization

To ensure personalization and branding consistency across all assets, follow these capitalization rules:

- Use title case for all headlines and subheads
- Capitalize the C in PAH Companion
- Capitalize the M in withMe
- **Do not** use all caps for headlines
- **Do not** capitalize the w in withMe

## Contact Information Guidelines

All call times are written in the following format:

- Phone numbers are written in semibold
- Days of the week are spelled out
- AM and PM are capitalized and in 4pt smaller font than the body copy
- I.E., **866-300-1818**, Monday–Friday, 8 AM–8 PM ET

## Website URL Guidelines

All URLs are written in the following format:

- Use Karbon semibold weight and underline
- I.E., **pahcompanion.com**





05

# Brand Elements

# Icon Library


Our icon library is full of ownable, prescriptive icons that were created across the withMe portfolio of brands. These icons are used to help visualize different key touchpoints for patients such as support, resources, and more.

If there is an icon needed that is not in the library, reach out to our FCB team to help create or approve new imagery. No icon should be created without FCB team approval.

## Icon Overview

Icons are built using a 64px x 64px artboard and have a 2px stroke weight. Ensure these proportions are maintained when scaling icons.

Note: **Do not** let the size of the icon you’re using drop below 20mm in print or 130px on the web

 Download Icons



View



Understanding



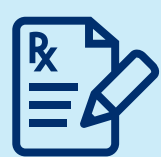
Resources



Schedule



Contact Us



Medication



Contact Us



Home



Financial Support



Comfort



Medication



Companion



Goals



Preferences



Completed



Welcome Kit



Conversation



Contact Us



Log Out



Profile



Medication



Explore



Preferences



Support

# Organic Shapes

Taking inspiration from the logo itself, free-flowing organic shapes can be used to help tell our story in an approachable and supportive manner.

Research shows that organic shapes best serve design purposes when we want to convey an emotional message or a sense of calm and naturalness. This insight is helpful to remember when the focal elements of our message are geometric shapes or text requiring a blocky arrangement.

Our shape language also sets us apart from over-saturated geometric shapes used by other brands.

Note: Use organic shapes to anchor numbered lists, and icon bullets to help focus the reader's attention on the content and increase legibility.



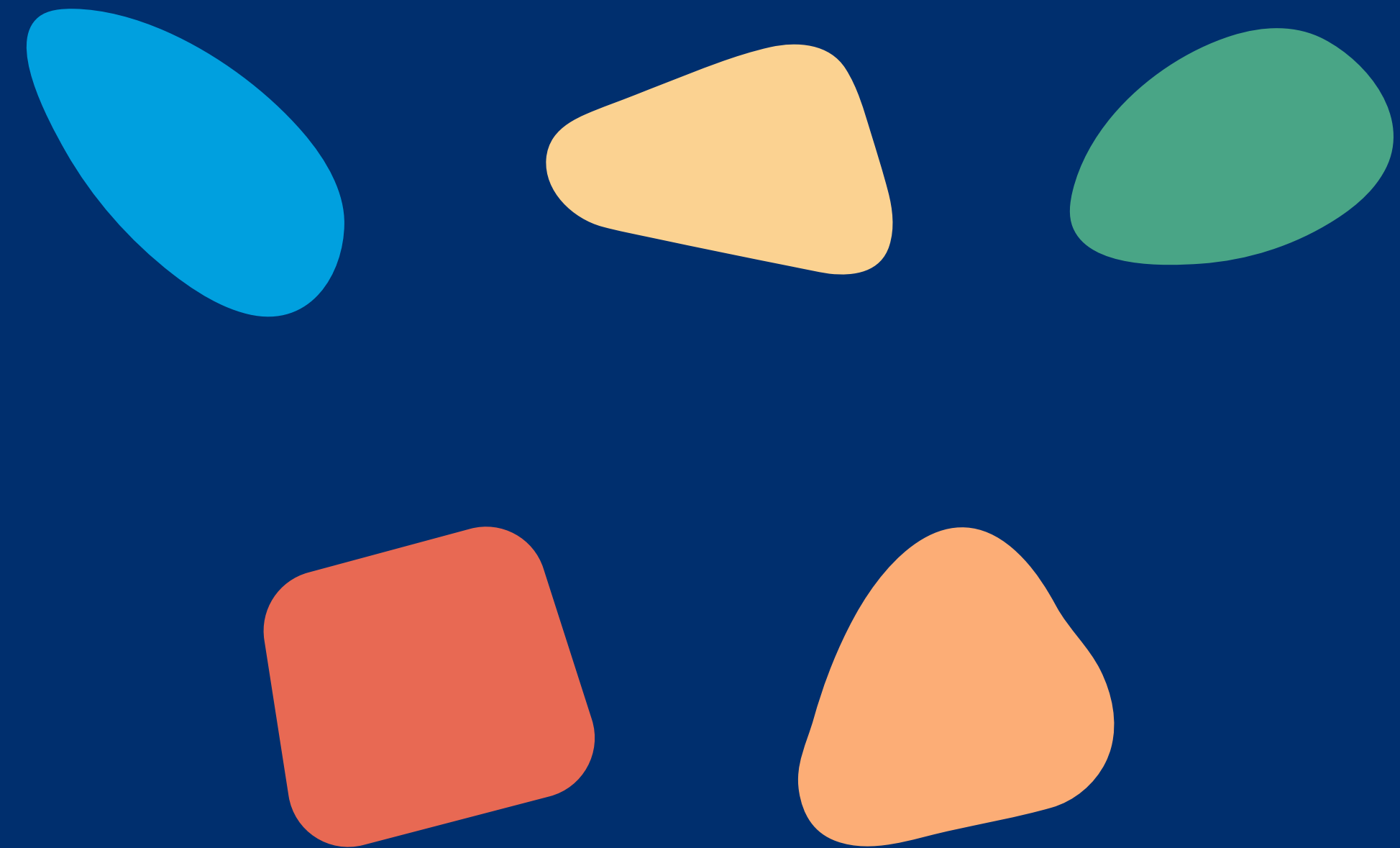
Download Organic Shapes



Organic Shapes

# Organic Shape Library

Creating a design system around organic shapes allows flexibility for new shapes and sizes to be discovered and added. Just like no individual patient journey is the same, our individual shapes are unique and can change and grow as new communications and purposes unfold.



# Illustration Usage

Illustrations are a powerful tool used to increase engagement and communicate hard-to-explain concepts quickly. They also provide immediate brand recognition and, when used consistently, help establish a unique and memorable visual identity.

## Our Illustration Exploration

Our illustration style helps breathe life into the withMe brand and fuses together our color palette, tone, and organic shapes. By using organic shapes and creating approachable illustrative characters, we create a holistic brand feel that is personalized, inviting, and non-threatening.

Notes:

- When images are cut-off (such as our “Self-Management Tools” image) we suggest anchoring the image with an organic shape
- Another option is to align the cut-off portion of the image with color blocking or the bottom of the page



Download Illustrations



# Customizing Illustrations

## Overview

We’d like to minimize changes in illustrations as much as possible. However, if colors are blending into a background, use our approved color palette to change out colors of the illustration elements, but **do not** change out hair and skin tones. For hair and skin tone color swatches and guidelines, see the next page.

## Layers

The majority of tools and characters are on their own layer in the PSD, so please feel free to turn on/off layers as you see fit for the message you are trying to communicate (i.e. turning off the thought bubbles on the “My Education” illustration).

Reference the visual on the right for the approved PSD layer and color changes.

PSD Layers (Before)

		Pill
		Question
		Apple
		Laptop
		Book
		Character



PSD Layers (After)

		Pill
		Question
		Apple
		Laptop
		Book
		Character



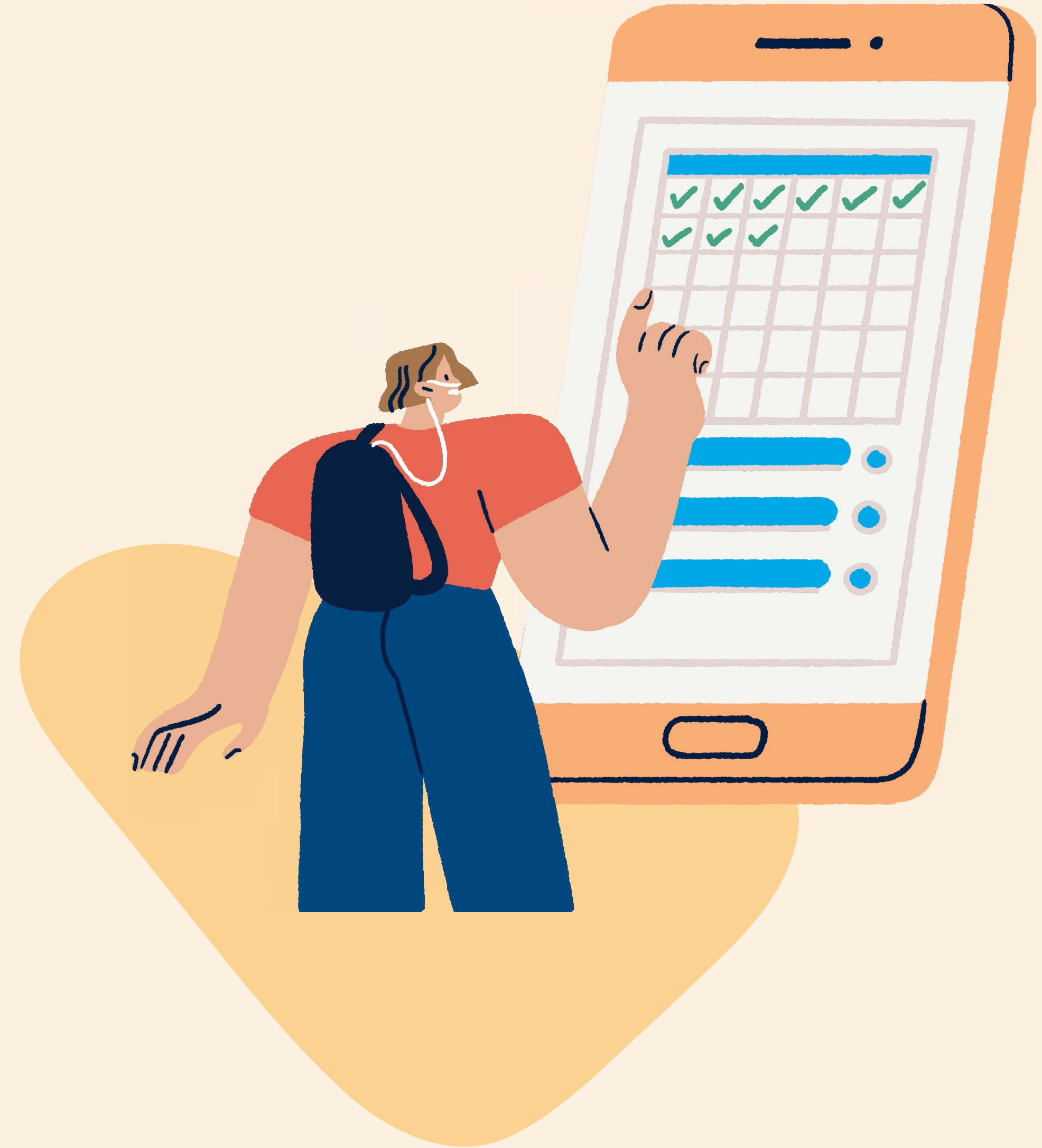


# Illustration Usage Rights

## Image Usage Rights

- **Usage—buyout—unlimited media (excluding broadcast), unlimited time, worldwide**

Unlimited, worldwide use of the Materials by Client, its agents, and anyone authorized by Client or its agents, in all non-broadcast media now known or hereinafter invented in any manner whatsoever, including without limitation, the right to use, publish, display, publicly perform, modify, alter, edit, and/or reproduce the materials in perpetuity. Agency and Client may use for self-promotion and PR within context of the final produced work during the term and thereafter in perpetuity in any and all media now known or hereafter invented. Artist retains copyright.



# Illustration Library



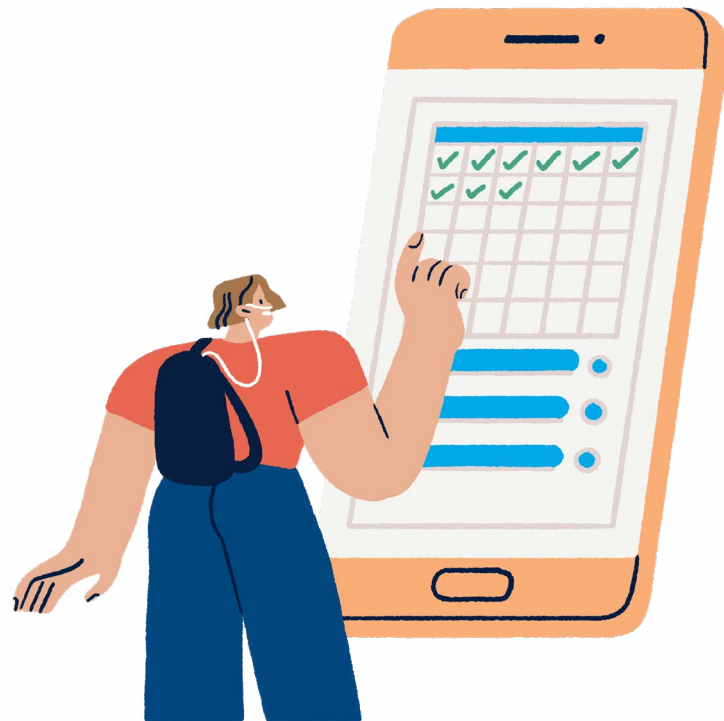
My Companion



My Education



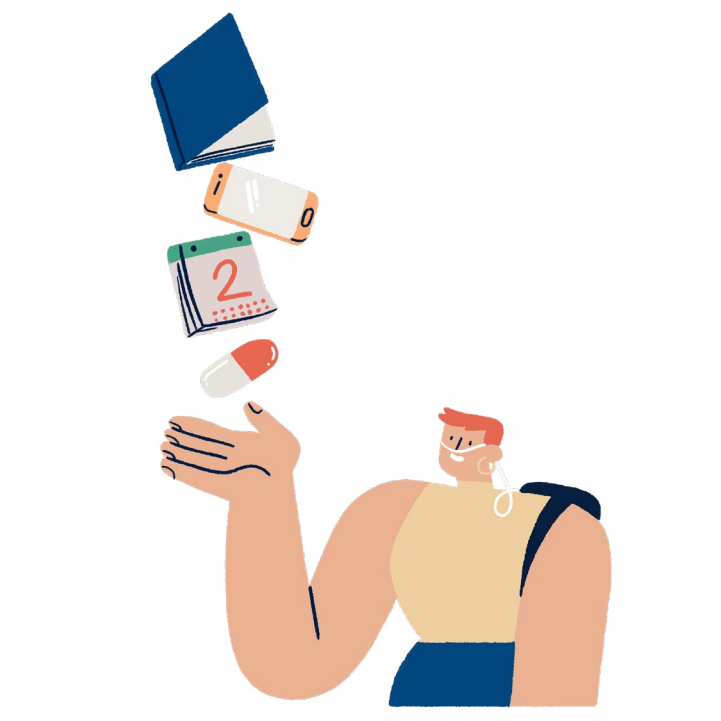
Self-Advocacy



My PAH Status



My Resources and Support



Self-Management Tools



# Skin Tone Color Palette

## Skin Tones and Hair

We selected our natural skin tones from the PANTONE SkinTone Guide and received feedback from an FCB cultural consultation. Because of this, it is important that we do not change skin tones or hair colors in illustrations.



**Natural A**  
HEX 644946



**Natural B**  
HEX 8A6048  
PMS 66-5C



**Natural C**  
HEX A77749  
PMS 55-4C



**Natural D**  
HEX BF8466  
PMS 67-4C



**Natural E**  
HEX D69A76  
PMS 58-5C



**Natural F**  
HEX EDB293  
PMS 61-6C



**Natural G**  
HEX E6C8B1  
PMS 58-8C

## Layering in Lists

### Organic Shape Color

When layering numbers and icons on an organic shape, always use the tint of the background color. We want to minimize contrast to increase legibility.

### Organic Shape Repetition

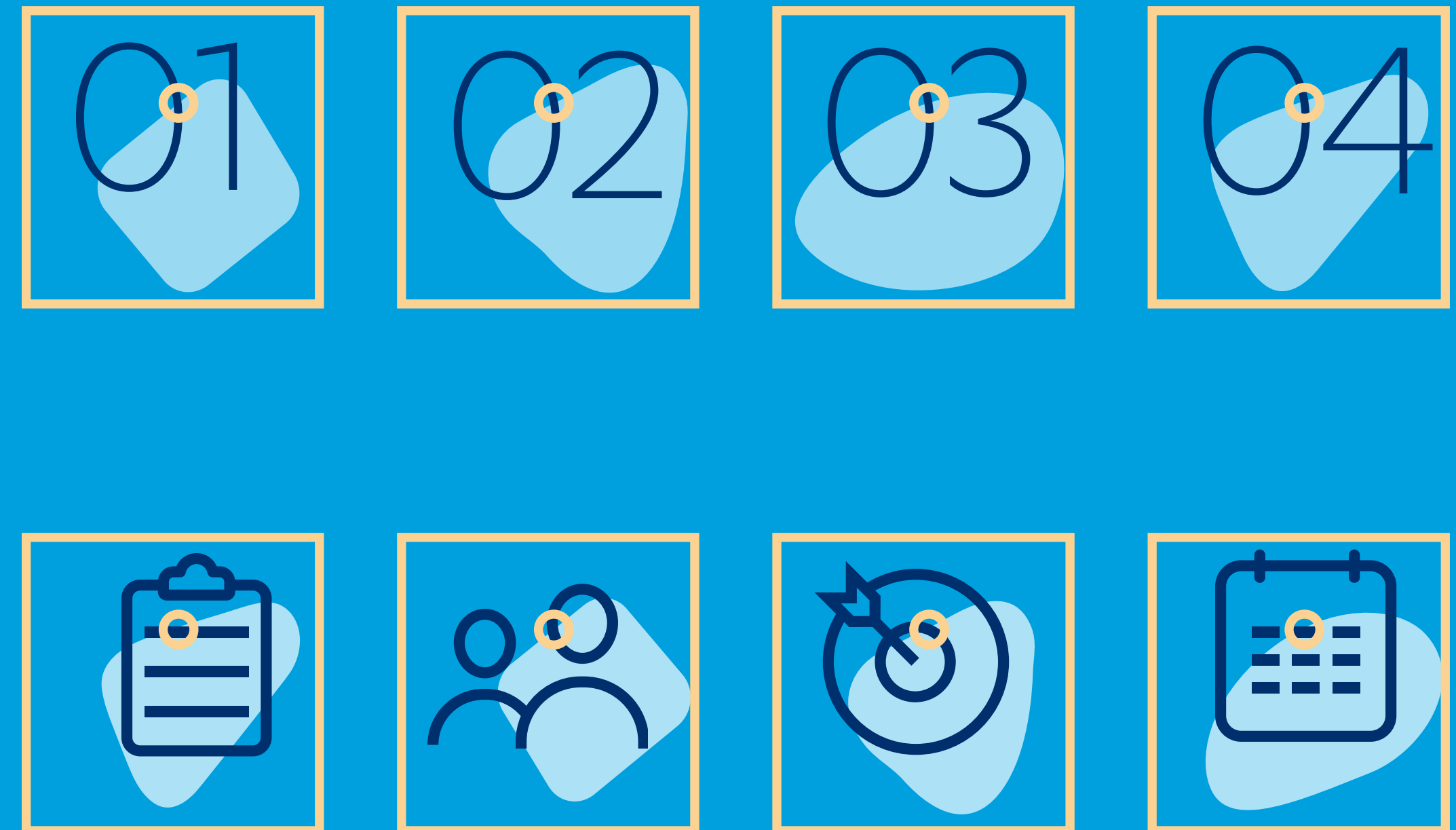
When creating a list of numbers or icons anchored on organic shapes, there **should not** be two of the same organic shapes next to each other.

However, we also want to avoid putting shapes that are drastically different from one another side-by-side, as too much contrast can be distracting.

### Organic Shape Boundaries

The designer should set constraints, so the shapes **do not** go beyond specific boundaries. (This is indicated by the 1x1 yellow boxes in the visual on the right.)

The designer should also ensure that the numbers or icons intersect at the same point consistently. (This is indicated by the yellow circles in the visual on the right.)



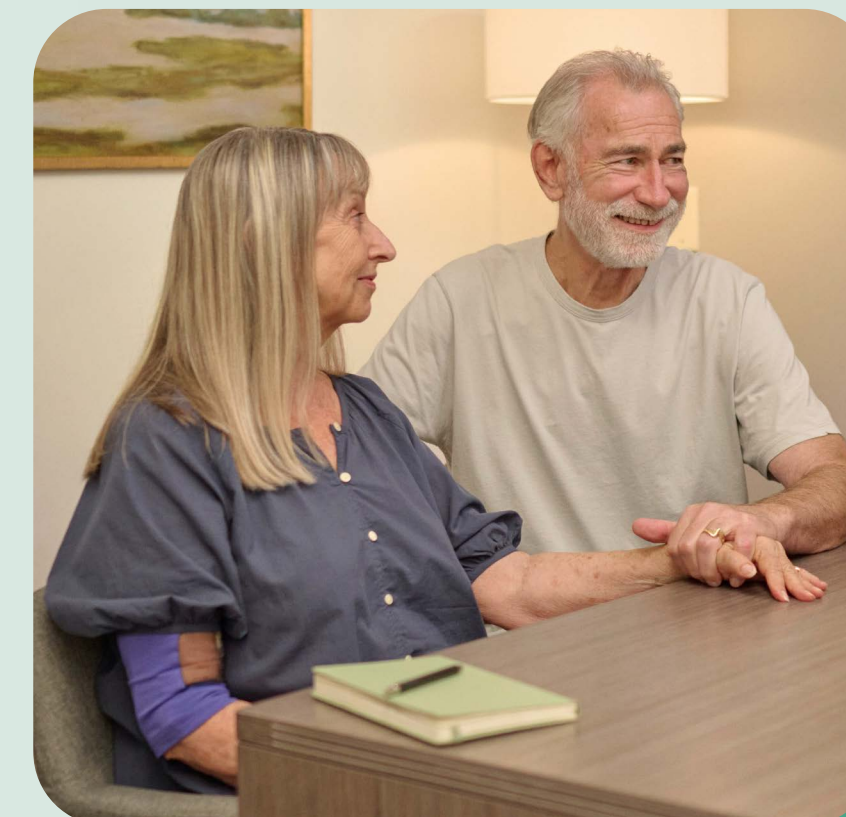
# Layering Objects or Photography

## Shapes and Illustrations

We recommend anchoring our illustrations with an organic shape behind them. The organic shape color should be a tint of the background color. Colors within the illustration will need to be modified to ensure they **do not** blend in with the organic shape or background color. (**Do not** change hair or skin color).

## Shapes and Photography

We recommend layering photography over rounded corner color-blocking.



“It’s nice to know  
there’s help for  
patients like me.”

—A person living with PAH

06

# Brand Photography

Our final retouched photography represents our patients, their interests, and what we know to be true about PAH. Our photo library tells stories that are affirming, distinctive, and authentic.

Our photography is meant to feel natural, comfortable, and imperfect. It features lived-in spaces, patients' natural attire, and their daily routines to show an honest window into the life of someone living with PAH.



## 06 Brand Photography

# Photography Usage

Depth and layers in our composition should add interest to our photos and add a documentary quality to the photography.

Stock imagery is not recommended. If you can't find the image(s) you are looking for, approval by our Brant Team is needed to ensure our brand tone remains intact.

Notes:

- **Do not** alter colors or photoshop out elements
- Limited burning and dodging are allowed to help with legibility when layering our logo or copy over images
- When relevant, you may swap out images on phone and computer screens
- Use images of children sparingly and in the context of family support
- For the website, if using images of children, there can be no instance on the page where we link out to branded material
- When selecting images, consider context, and whether or not the image's meaning can be misconstrued



Download Photography





# Photography Usage Rights

## Folder Breakdown

The JPEG folder contains high-resolution RGB jpegs. Those can only be used for digital work. The flat PSDs are currently in RGB format and can be used for digital. They can also be formatted easily in photoshop to CMYK and then be used for print.

## Image Usage Rights

- **Unlimited media (excluding broadcast and NFTs), restricted time**

(2) years from first use – Unlimited Print (including but not limited to POS, OOH, and packaging) in North America. Digital media (2) year social and paid media, unlimited duration for digital/web after first usage within the (2) years, worldwide, all digital media (excluding broadcast and NFTs), and use of the Materials by Client, its agents, and anyone authorized by Client or its agents, in all non-broadcast media now known or hereinafter invented in any manner whatsoever, including without limitation, the right to use, publish, display, publicly perform, modify, alter, edit, and/or reproduce the materials for two years from date of first use. Includes all footage captured (stills and/or motion). Agency and Client may use for self-promotion and PR within context of the final produced work during the term and thereafter in perpetuity in any and all media now known or hereafter invented.

### Territory

North America / Worldwide Internet  
(by nature of the internet)


### Exclusivity Category

Pulmonary Disease Medication



# At Home

We recommend these photos for messaging on topics such as a PAH Companion, tracking health, and family support.

 [Download At Home Photographs](#)





# In the Community

We recommend these photos for messaging on topics such as the patient support network, care partners, family, and friends.


[Download In the Community Photographs](#)





# At the Doctor

We recommend these photos for messaging on topics such as healthcare providers, self-advocacy, and tracking appointments.

 [Download At the Doctor Photographs](#)





07



# Tone of Voice

Our tone balances empathy, partnership, and personalization so our voice feels authentic and human. We want our communications to feel natural, like talking with someone we trust. It's also important to lead with language that highlights our expertise, so patients feel understood and supported.

# Do's & Don'ts

Creating and maintaining one cohesive tone of voice takes a lot of practice and should evolve over time as the brand matures, gains insight and knowledge, and as our patients react to our messaging.

Our language needs to clearly communicate our value and explain why we exist while offering support and acknowledging our three principles. Here are some guide rails on ways to connect with our audience in a way that is clear and genuine.

	Do	Don't
To Convey Partnership	<ul style="list-style-type: none"><li>• Acknowledge the realities of the disease</li><li>• Use patient-friendly communication</li></ul>	<ul style="list-style-type: none"><li>• Overexplain</li><li>• Be overly clinical or formal</li></ul>
To Convey Empathy	<ul style="list-style-type: none"><li>• Be human &amp; authentic</li><li>• Extend optimism &amp; hopefulness</li></ul>	<ul style="list-style-type: none"><li>• Use scare tactics</li><li>• Assume what the patient is feeling</li></ul>
To Convey Personalization	<ul style="list-style-type: none"><li>• Use first and second-person POV (i.e., “we”, “you”, or “my”)</li></ul>	<ul style="list-style-type: none"><li>• Use clever language that confuses the message</li></ul>

## Message Map Usage

All PAH Companion withMe brand materials should be cross-referenced with our CAC-approved message map (cp-134769) to ensure we are referring to its capabilities correctly and consistently.

The “My Support Overview” example on the right, shows how the Message Map was used in our PAH Companion withMe Welcome Kit.

Note: For the full Message Map, see the following pages.

## My Support Overview

The right way to manage PAH is the way that’s right for you. That’s why we created PAH Companion withMe— a suite of patient support resources customized for you based on your specific needs and questions. You’ll receive personalized tools and resources that can help you with the day-to-day challenges of living with PAH, so you’ll never be without the support you deserve.

PAH Companion withMe is your resource for:

### My PAH Companion

Support from your dedicated PAH Companion through one-on-one educational conversations. Your PAH Companion will communicate with you via phone, email, or text— whatever works best for you.

### My Resources

Educational resources to help with your prescribed Janssen PAH medication, tailored to your specific needs, questions, and interests.

### My Tips

Ongoing support and education on living with PAH to help you partner with your healthcare team and engage with your support network.

### My Community

Connection to current PAH information, peer support groups, and digital tools to help you track and monitor your health and take a more active role in your care.



“You answered questions I didn’t know I had.”

—A person living with PAH



# For Prospective and Prescribed Patients

## Long Format

Everyone faces PAH differently. Once you and your doctor have decided that a Janssen PAH medication is right for you, you can join PAH Companion withMe\*—a suite of patient support resources personalized just for you. You’ll receive one-on-one educational support to help with your prescribed Janssen PAH medication, plus customized tools and resources to help you take a more active role in your care.

When you participate in PAH Companion withMe, you’ll have access to:

- **My PAH Companion** One-on-one conversations with a trained, dedicated PAH Companion—someone who specializes in helping people living with PAH. Your PAH Companion will communicate with you via phone, email, or text.
- **My Resources** Educational resources to help with your prescribed Janssen PAH medication, tailored to your specific needs, questions, and interests.
- **My Tips** Ongoing support and education on living with PAH to help you partner with your healthcare team and engage with your support network.
- **Community** Connection to peer support groups, current PAH information and resources, and digital tools to help you track and monitor your health.

## Short Format

Once you and your doctor have decided that a Janssen PAH medication is right for you, you can join PAH Companion withMe - a suite of patient support resources customized for your specific questions, needs, and interests. One-on-one educational conversations with a dedicated PAH Companion—coupled with access to current PAH tools and resources—help you take a more active role in your care.

# For Prospective and Prescribed Patients

## Contact Language

If you’re receiving a Janssen PAH medication, you can learn more about PAH Companion withMe by calling **866-300-1818**, Monday–Friday, 8 AM–9 PM ET.

## General Disclaimer Message

As approved for soft launch items.

PAH Companion withMe is limited to education about your Janssen PAH therapy, its administration, and/or PAH. It is intended to supplement your understanding of your therapy, and does not provide medical advice or replace a treatment plan from your doctor, nurse, or healthcare team.

## General Disclaimer Message

Preferred version. All items to be updated by April 2023.

PAH Companion withMe is limited to education about your Janssen PAH therapy, its administration, and/or PAH. It is not intended to provide medical advice, replace a treatment plan you receive from your healthcare team, or serve as a reason for you to start or stay on treatment.

## Eligibility Disclaimer Message

For use on [pahcompanion.com](https://pahcompanion.com) ungated experience and program brochures and materials

\*PAH Companion withMe is only for patients on certain Janssen PAH medications and requires a completed patient authorization form to enroll.

# For Prescribed and Enrolled Patients / Care Partners

## Long Format

The right way to manage PAH is the way that’s right for you. That’s why we created PAH Companion withMe—a suite of patient support resources customized for you based on your specific needs and questions. You’ll receive personalized tools and resources that can help you with the day-to-day challenges of living with PAH, so you’ll never be without the support you deserve.

PAH Companion withMe can be your resource for:

- **My PAH Companion** Support from your dedicated PAH Companion through one-on-one educational conversations. Your PAH Companion will communicate with you via phone, email, or text—whatever works best for you.
- **My Resources** Educational resources to help with your prescribed Janssen PAH medication, tailored to your specific needs, questions, and interests.
- **My Tips** Ongoing support and education on living with PAH to help you partner with your healthcare team and engage with your support network.
- **My Community** Connection to current PAH information, peer support groups, and digital tools to help you track and monitor your health and take a more active role in your care.

## Short Format

PAH Companion withMe is a suite of patient support resources customized for your specific questions, needs, and interests. One-on-one educational conversations with a dedicated PAH Companion—coupled with access to current PAH tools and resources—help you take a more active role in your care.

# For Prescribed and Enrolled Patients / Care Partners

## Contact Language

Your dedicated PAH Companion is ready to listen, understand, and support you throughout your treatment experience. You can connect with your PAH Companion by calling **866-300-1818**, Monday–Friday, 8 AM-9 PM ET.

## General Disclaimer Message

PAH Companion withMe is limited to education about your Janssen PAH therapy, its administration, and/or PAH. It is not intended to provide medical advice, replace a treatment plan you receive from your healthcare team, or serve as a reason for you to start or stay on treatment.

## General Disclaimer Message

For first proactive connection with patient/companion, after long format description (post call monitoring)

PAH Companion withMe is not intended to provide medical advice, replace a treatment plan you receive from your healthcare team, or serve as a reason for you to start or stay on treatment.

# For Healthcare Professionals

## Long Format

Once a decision has been made to prescribe a Janssen PAH medication, PAH Companion withMe\* is a suite of patient support resources that includes personalized, one-on-one educational support to help patients start and stay on their prescribed Janssen PAH medication. Tools and resources are adapted to fit patients’ specific questions, needs, and interests.

When patients participate in PAH Companion withMe, they’ll have access to:

- **A PAH Companion** One-on-one connection and conversations with a trained, dedicated PAH Companion—someone with a nursing background who specializes in helping people living with PAH.
- **Resources** Customized educational resources to help patients with their prescribed Janssen PAH medication.
- **Tips** Ongoing support and education to help patients more effectively engage with their healthcare team and take a more active role in their care.
- **Community** Connection to peer support groups, current PAH information and resources, and digital tools to help patients track and monitor their health.

## Short Format

Once a decision has been made to prescribe a Janssen PAH medication, PAH Companion withMe is a suite of patient support resources customized for your patients’ specific questions, needs, and interests. One-on-one educational conversations with a dedicated PAH Companion—coupled with access to current PAH tools and resources—help your patients take a more active role in their care.



# For Healthcare Professionals

## Contact Language

A dedicated PAH Companion is ready to answer your patients’ questions and help them navigate their treatment experience. Patients who have enrolled can connect with their personal PAH Companion by calling **866-300-1818**, Monday–Friday, 8 AM-9 PM ET.

## General Disclaimer Message

PAH Companion withMe is limited to education for patients about their PAH therapy, its administration, and/or their disease, and is not intended to provide medical advice, replace a treatment plan from the patient’s doctor or nurse, or provide case management services.

## Eligibility Disclaimer Message

For program brochures and materials

\*PAH Companion withMe is not intended to provide medical advice, replace a treatment plan you receive from your healthcare team, or serve as a reason for you to start or stay on treatment.



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# Digital Design Kit

08 Digital Design Kit

# Digital Design Guidelines

## Typography

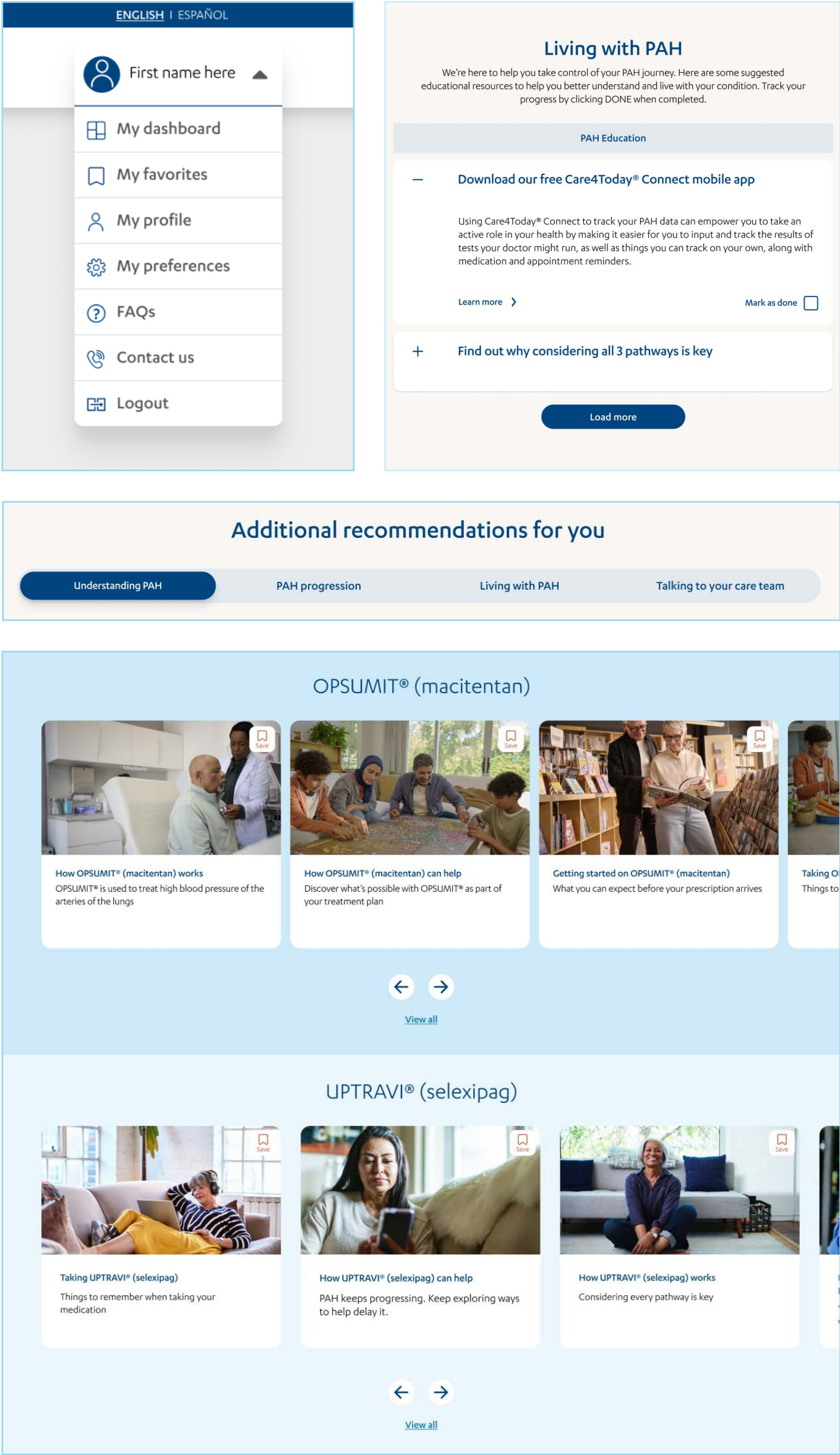
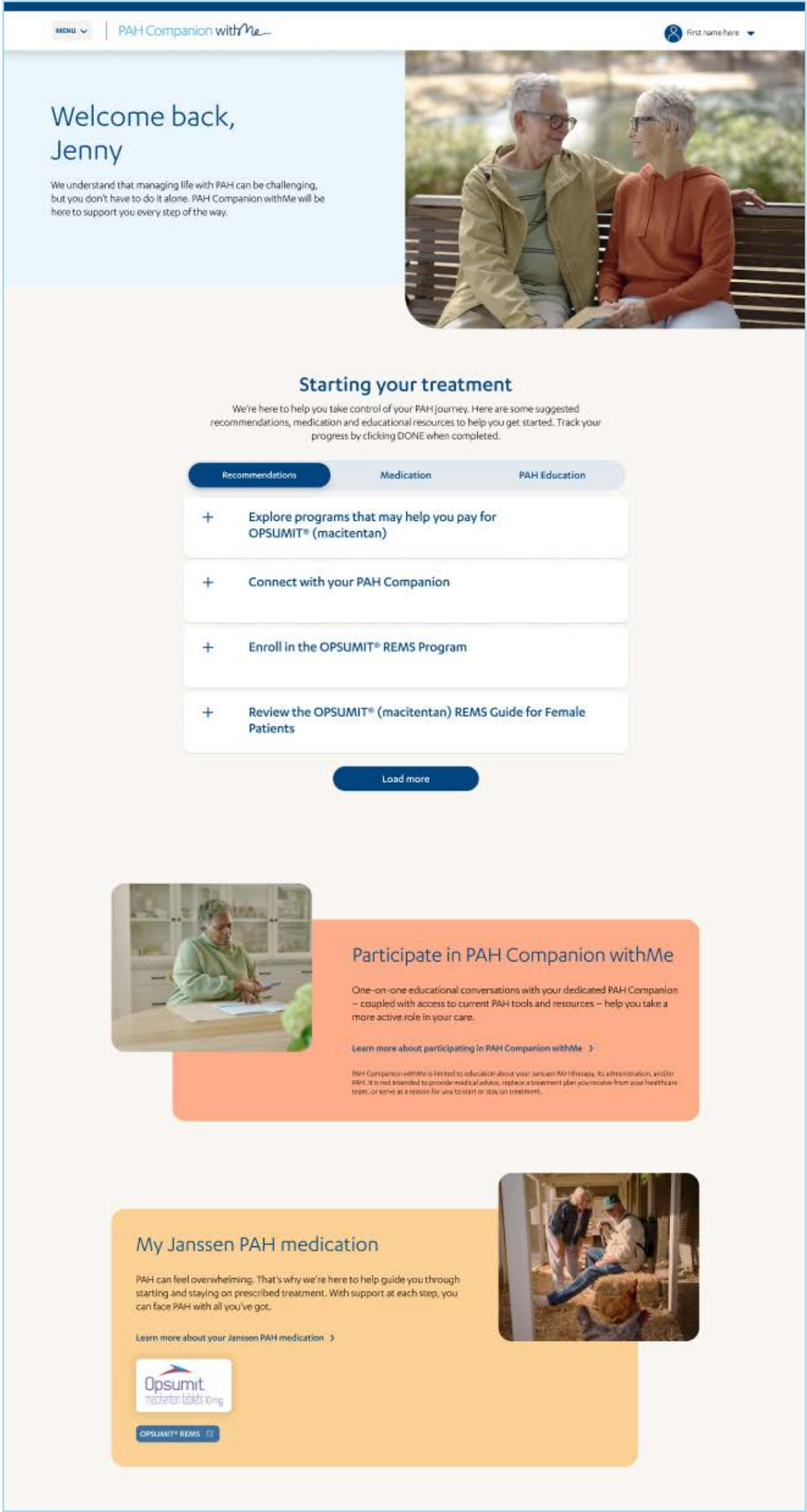
Use typography to present your design and content as clearly as possible.

## Color Guidance

Use color to create meaningful experiences while also expressing hierarchy and brand identity. Digital design assets will need to use colors beyond our brand color palette for the purposes of the digital user experience. Those additional colors should only be used for digital assets.

## Elevation

Elevation can be depicted using shadows or other visual cues, such as surface fills or opacities.

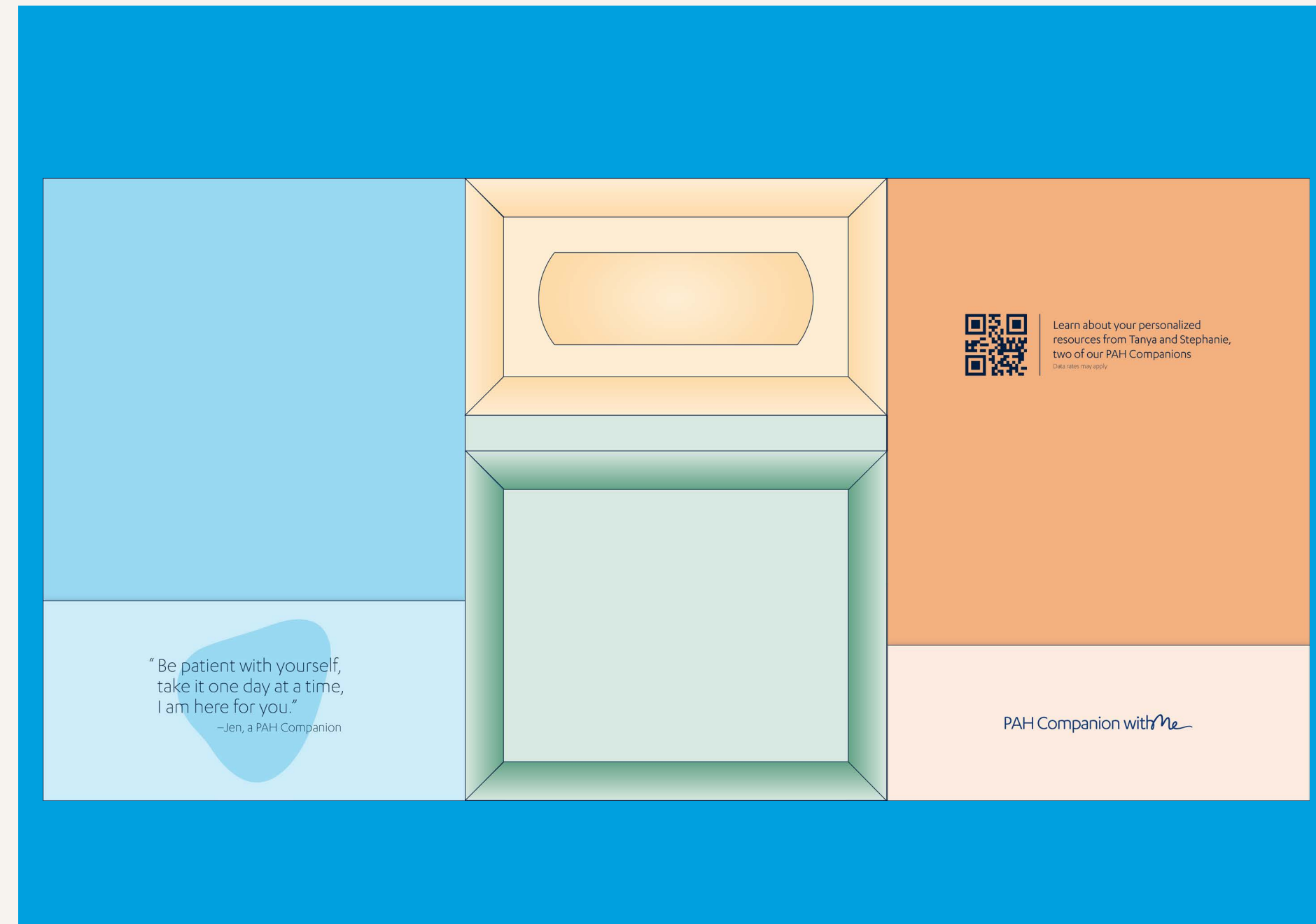


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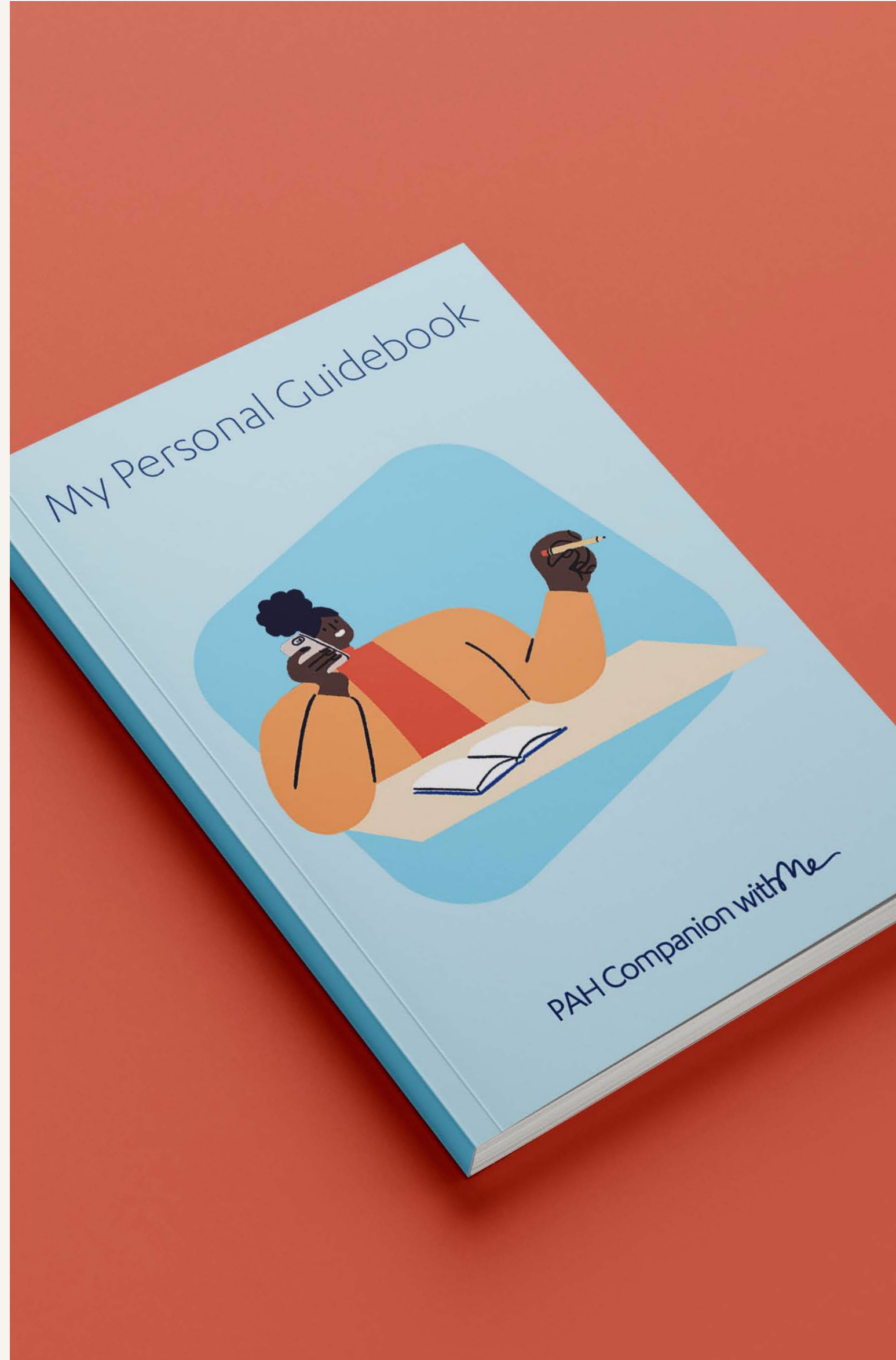
# Brand in Use



## 09 Brand in Use | Welcome Kit







“The talks  
really help  
to clear my  
mind and  
stay positive”

—A person living with PAH

“I want you to keep going. I want you to  
do the best job that you can do. Every  
day of your life.”

—A person living with PAH

Facing PAH Begins With  
a Team You’re a Part of

Note: Quotes should be taken out of our approved **Patient Quotes Book**. We should not be using quotes from the Breathe In Speak Out Conference for PAH Companion withMe branded materials.



Thank you!