Pfizer Sign Standards

Version 1.11
September 2012
Why a strong brand is important

Pfizer is driven by a clear purpose: Working together for a healthier world. Living our Purpose means that across the Pfizer organization, we are unified in our approach and collaborative in our efforts to make a difference in the lives of the people we touch. This effort applies to everything we do — from our scientific methodology, to our manufacturing processes, to the tone, look, and feel of our communications.

This document was developed to help us work together to build consistent, branded communications that collectively build Pfizer’s reputation in the communities we serve. Using these guidelines will enable us to create materials that speak to specific audiences while maintaining one, unified voice.

Together, we can contribute to Pfizer’s reputation as a leader in global health and well-being
Brand management

Who to ask:
Chau Zusi
Director
Policy, External Affairs & Communications (PEAC)
235 East 42nd Street
New York, NY 10017
212.733.2185

For guidance, contact the Corporate Brand Identity Group:
brandid@pfizer.com

Where to find resources:
id.pfizer.com
Pfizer’s primary typeface is FS Albert. A modern, flexible, easy to read, open, and accessible font, FS Albert is uniquely suited for a wide range of visual communications. FS Albert is used in all signs in Extra Bold and Light.

**Purchasing the font**
Pfizer does not own a company-wide license for FS Albert, and international copyright law forbids us from sharing the font both internally and externally. If you are a colleague or vendor who needs to use FS Albert, a license can be purchased from:
(http://www.fontsmith.com)
Illuminated Wall Signs

Color
- **Pfizer Logo**: PMS Process Blue
- **Text**: Black

![Illuminated Logo Wall Sign](image)

**Illuminated Logo Wall Sign**
Non-Illuminated Wall Signs

Color

**Pfizer Logo:** PMS Process Blue  
**Text:** Black

Ensure good contrast between wall and logo
Horizontal Monument Size Relationship

When building a horizontal monument, observe the size relationships shown here.
Illuminated Horizontal Low Monument

**Typography**

**Division Name:** FS Albert Extra Bold  
**Address:** FS Albert Light

Set all text u&lc, flush left, ragged right, normal tracking

**Color**

**Pfizer Logo:** PMS Process Blue  
**Text:** Black

Logo Only

Logo with Name and Address

Logo with Address Only
Illuminated Horizontal Low Monument

Typography
Division Name: FS Albert Extra Bold
Address: FS Albert Light

Set all text u&lc, flush left, ragged right, normal tracking

Color
Pfizer Logo: PMS Process Blue
Text: Black

Logo Only
Logo with Name and Address
Logo with Address Only
Illuminated Horizontal Low Monument

Typography

**Division Name:** FS Albert Extra Bold  
**Address:** FS Albert Light

Set all text u&lc, flush left, ragged right, normal tracking

Color

**Pfizer Logo:** PMS Process Blue  
**Text:** Black

Logo Only  
Logo with Name and Address  
Logo with Address Only
Illuminated Horizontal Monument

Typography
Division Name: FS Albert Extra Bold
Address: FS Albert Light

Set all text u&lc, flush left, ragged right, normal tracking

Color
Pfizer Logo: PMS Process Blue
Text: Black
Illuminated Horizontal Monument

Typography

**Division Name:** FS Albert Extra Bold  
**Address:** FS Albert Light

Set all text u&lc, flush left, ragged right, normal tracking

**Color**

**Pfizer Logo:** PMS Process Blue  
**Text:** Black

Logo Only

Logo with Name and Address

Logo with Address Only
Illuminated Horizontal Monument

Typography
Division Name: FS Albert Extra Bold
Address: FS Albert Light
Set all text u&lc, flush left, ragged right, normal tracking

Color
Pfizer Logo: PMS Process Blue
Text: Black
When building a vertical monument, observe the size relationships shown here.

1/8 height of sign for logo size

1/5 height of sign to define white space

Margin = P in logo

Font size for secondary text = x height of type in logo

Pfizer Logo is centered vertically in white area
Illuminated Vertical Monument

Typography
**Division Name:** FS Albert Extra Bold  
**Address:** FS Albert Light

Set all text u&lc, flush left, ragged right, normal tracking

Color
**Pfizer Logo:** PMS Process Blue  
**Text:** Black

Pharmatherapeutics Research Group
Non-Illuminated Directional

Typography
Division Name: FS Albert Extra Bold
Address: FS Albert Light

Set all text u&lc, flush left, ragged right, normal tracking

Color
Pfizer Logo: PMS Process Blue
Text: Black

Logo Only
Logo Only
Logo with Name and Address
Logo with Name and Address
Non-Illuminated Wall Sign

**Typography**
- **Division Name:** FS Albert Extra Bold
- **Address:** FS Albert Light
- Set all text u&lc, flush left, ragged right, normal tracking

**Color**
- **Pfizer Logo:** PMS Process Blue
- **Text:** Black
Video Conference Wall Signs

Typography
Division Name: FS Albert Extra Bold
Address: FS Albert Light
Set all text u&lc, flush left, ragged right, normal tracking

Color
Pfizer Logo: PMS Process Blue
Text: Black
When applying vinyl to doors and windows, observe the size relationships and proper color shown here.

<table>
<thead>
<tr>
<th>3M “Dusted Crystal” #7725-31 (US) #7725-314(EU)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vinyl Logo &amp; Safety Dots</td>
</tr>
<tr>
<td>Safety Dots</td>
</tr>
<tr>
<td>Vinyl Logo</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3M “Matte Vinyl White” #7725-20 (US) #100-20(EU)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vinyl Logo &amp; Safety Dots</td>
</tr>
<tr>
<td>Safety Dots</td>
</tr>
<tr>
<td>Vinyl Logo</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3M “Matte Vinyl Blue” PMS # Process Blue C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vinyl Logo &amp; Safety Dots</td>
</tr>
<tr>
<td>Safety Dots</td>
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</tr>
</tbody>
</table>