

VERTEX[®] PORTFOLIO STYLE GUIDE V.1.01



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Introduction

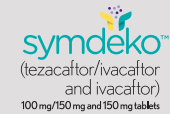
This Style Guide was created to introduce you to the design elements that comprise the Vertex Portfolio and will make it easily identifiable to providers and patients alike.

Alignment across global, regional, and local levels will ensure that portfolio promotional materials become recognizable, build equity, and emphasize the far-reaching benefits of the 3 Vertex products across multiple mutations in patients with cystic fibrosis.

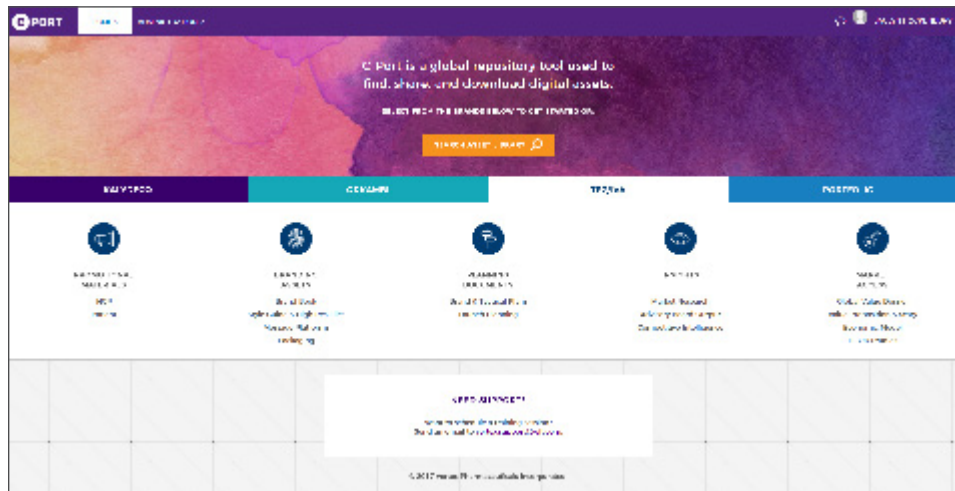
These portfolio guidelines should only be used during the development of promotional materials. Note that local or regional CRC review and approval are required for all materials, and a part number and a date of approval must be assigned and appear on all pieces.

To accommodate laws and regulations that differ from country to country, all external communication materials, including promotional and internal use only disease awareness materials, must be reviewed and approved in accordance with applicable Vertex policies and SOPs.

1.0 Portfolio Assets on C-Port



C-Port is a global, file-sharing website for use by Vertex authorized users that provides immediate access to the latest portfolio branding elements, communication materials, and corresponding layered graphics. Contact Vertex Global Marketing to request full access to this website along with instructions for use. When new assets are uploaded to C-Port, you will receive a communication from your Global Brand Team.



Note: Portfolio assets are located at c-port.vrtx.com are marked as "DRAFT." Vertex policy stipulates that all materials must be approved by the appropriate local legal, medical, and/or regulatory reviewers in the region where they will be used.

1.1 Branded Materials



The Role of CFTR Modulators
KALYDECO® (ivacaftor) and
ORKAMBI® (lumacaftor/ivacaftor)
 SHORT- AND LONG-TERM EFFECTS ON LUNG FUNCTION

KALYDECO INDICATIONS AND USAGE
 KALYDECO is a cystic fibrosis transmembrane conductance regulator (CFTR) potentiator indicated for the treatment of cystic fibrosis (CF) in patients age 2 years and older who have one mutation in the CFTR gene that is responsive to ivacaftor potentiation based on clinical and/or in vitro assay data.
 If the patient's genotype is unknown, an FDA-cleared CF mutation test should be used to detect the presence of a CFTR mutation followed by verification with bi-directional sequencing when recommended by the mutation test instructions for use.

ORKAMBI INDICATIONS AND USAGE
 ORKAMBI is a combination of lumacaftor and ivacaftor indicated for the treatment of cystic fibrosis (CF) in patients age 6 years and older who are homozygous for the F508del mutation in the cystic fibrosis transmembrane conductance regulator (CFTR) gene. If the patient's genotype is unknown, an FDA-cleared CF mutation test should be used to detect the presence of the F508del mutation on both alleles of the CFTR gene.
 Limitations of Use
 The efficacy and safety of ORKAMBI have not been established in patients with CF other than those homozygous for the F508del mutation.

Please see Important Safety Information on pages 4 and 5 for KALYDECO, pages 12 and 13 for ORKAMBI, and accompanying full Prescribing Information for KALYDECO and ORKAMBI.

VERTEX

CHOOSING THE APPROPRIATE VERTEX
 CF MEDICINE FOR YOUR PATIENTS

KALYDECO INDICATIONS AND USAGE
 KALYDECO is a cystic fibrosis transmembrane conductance regulator (CFTR) potentiator indicated for the treatment of cystic fibrosis (CF) in patients age 2 years and older who have one mutation in the CFTR gene that is responsive to ivacaftor potentiation based on clinical and/or in vitro assay data.
 If the patient's genotype is unknown, an FDA-cleared CF mutation test should be used to detect the presence of a CFTR mutation followed by verification with bi-directional sequencing when recommended by the mutation test instructions for use.

ORKAMBI INDICATIONS AND USAGE
 ORKAMBI is a combination of lumacaftor and ivacaftor indicated for the treatment of cystic fibrosis (CF) in patients age 6 years and older who are homozygous for the F508del mutation in the cystic fibrosis transmembrane conductance regulator (CFTR) gene. If the patient's genotype is unknown, an FDA-cleared CF mutation test should be used to detect the presence of the F508del mutation on both alleles of the CFTR gene.
 Limitations of Use
 The efficacy and safety of ORKAMBI have not been established in patients with CF other than those homozygous for the F508del mutation.

TEZ/IVA INDICATIONS AND USAGE
 TEZ/IVA is indicated for the treatment of patients with cystic fibrosis (CF) aged 12 years and older who are homozygous for the F508del mutation or who have at least one mutation in the cystic fibrosis transmembrane conductance regulator (CFTR) gene that is responsive to tezacaftor/ivacaftor based on in vitro data and/or clinical evidence.
 If the patient's genotype is unknown, confirm the presence of an indicated mutation using a genotyping assay.

Please see Important Safety Information on pages 4-9 for KALYDECO, ORKAMBI, and TEZ/IVA and accompanying full Prescribing Information for KALYDECO, ORKAMBI, and TEZ/IVA.

**ORKAMBI® (lumacaftor/ivacaftor):
 Combination Therapy Studied in
 Patients Age 12 Years and Older**

**RATE OF CHANGE ANALYSIS
 IN LUNG FUNCTION FOR
 ORKAMBI® (lumacaftor/ivacaftor)**

**KALYDECO® (ivacaftor) Rate of Change
 Analysis Design**

**RATE OF CHANGE ANALYSIS
 IN LUNG FUNCTION
 FOR KALYDECO® (ivacaftor)**

Get Started

You will receive communication from your Global Brand Team when new portfolio assets are uploaded to C-Port.



2.0 Core Branding

Part of establishing a strong and memorable portfolio brand identity is ensuring there is a compelling visual identity and that the overall brand characteristics and brand personality for each brand within the Vertex portfolio are conveyed and reinforced so that the branding is easily identifiable.

The brand personality traits for the Vertex Portfolio that are reflected in the brand identity are Sincere, Supportive, Committed. The guidelines in this section include core Portfolio branding elements that should be used in the development of promotional materials to increase brand recognition and build Portfolio branding equity. Brand personality traits for individual brands can be found in their respective Style Guides.

The core branding elements include:

- Color palette
- Logo usage
- Design elements
- Promotional Font Treatments and Usage
- Data Representation

2.1 Primary Color Palette

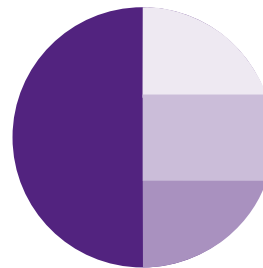


To successfully build brand identity, color is an integral component on all communications for Vertex brands. In non-portfolio materials, we may use multiple colors for each brand, but in portfolio materials we focus mainly on one color per brand.

Because purple is the chosen color to represent the portfolio as a whole, KALYDECO, which uses purple as its primary color outside of portfolio pieces, no longer uses purple as its primary color within portfolio communications.

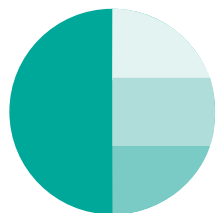
Note: The instructions below indicate the appropriate use for each color.

VERTEX



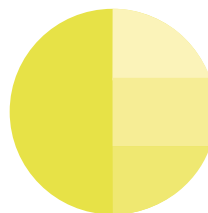
10% PMS 2617
30% CMYK* 79-100-0-15
50% RGB 82-36-127
HEX 52237f

KALYDECO



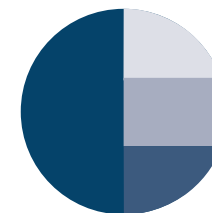
10% PMS 3275
30% CMYK* 100-0-52-0
50% RGB 0-171-173
HEX 00abad

ORKAMBI



40% PMS 380
60% CMYK* 18-0-82-0
80% RGB 219-228-66
HEX dbE442

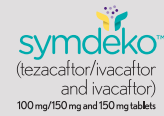
SYMDECO



10% PMS 541
30% CMYK* 100-58-9-46
50% RGB 0-62-107
HEX 003e6b

*The CMYK value is an approximation provided at pantone.com and, therefore, the CMYK color may vary from the PMS color.

2.1.1 Secondary Color Palette



VERTEX

PMS Cool Grey 10
CMYK* 0-0-0-65
RGB 99-101-106
HEX 636569

KALYDECO

PMS 2617
CMYK* 79-100-0-15
RGB 82-36-127
HEX 52237f

ORKAMBI

PMS 7715
CMYK* 100-44-52-22
RGB 0-96-104
HEX 006068

SYMDECO

PMS 129
CMYK* 0-11-78-0
RGB 255-221-85
HEX ffd55

PMS Cool Grey 10
CMYK* 0-0-0-65
RGB 99-101-106
HEX 636569

PMS 7710
CMYK* 100-0-52-0
RGB 0-171-173
HEX 00abad

PMS 3275
CMYK* 100-0-52-0
RGB 0-171-173
HEX 00abad

Secondary colors are used in elements such as charts, graphs, tables.

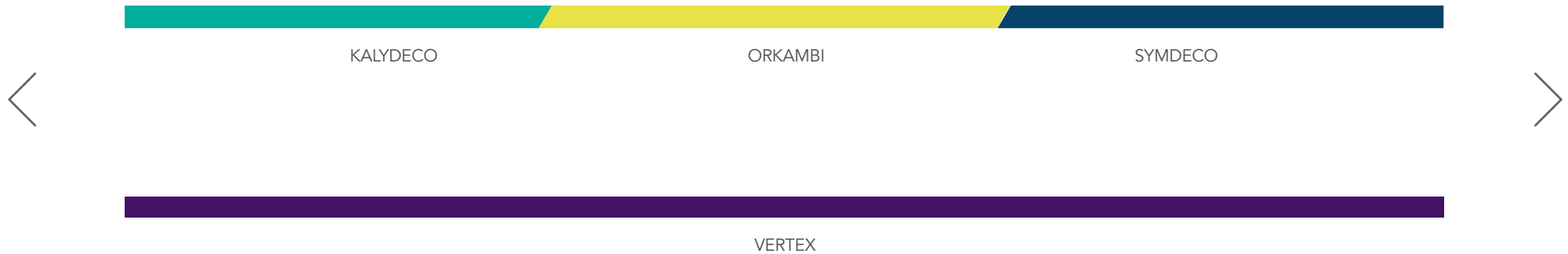
*The CMYK value is an approximation provided at pantone.com and, therefore, the CMYK color may vary from the PMS color.

2.2 Branding Assets



The branding assets visually reinforce the personality, essence, and features of the portfolio brands. They help to visually describe and further enhance what is on the page.

Portfolio Branding Bars



The portfolio branding bars show above are used as a visual cue to introduce the two or three brands that will be addressed on a particular page or spread. The primary color palette of the brand is reflected (see section 2.1 Primary Color Palette).

2.2.1 Branding Assets



KALYDECO

LOREM IPSUM DOLAR SIT
+XX.X% points a dorume
 (XX% CI: X.X, X.X) (P<X.XXXX)¹³⁻¹⁶

ORKAMBI

LOREM IPSUM DOLAR SIT
+XX.X% points a dorume
 (XX% CI: X.X, X.X) (P<X.XXXX)¹³⁻¹⁶

SYMDECO

LOREM IPSUM DOLAR SIT
+XX.X% points a dorume
 (XX% CI: X.X, X.X) (P<X.XXXX)¹³⁻¹⁶

Callouts
 Tinted boxes highlighted by brand color used for emphasis

Infographic Icons
 Visually and simply inform

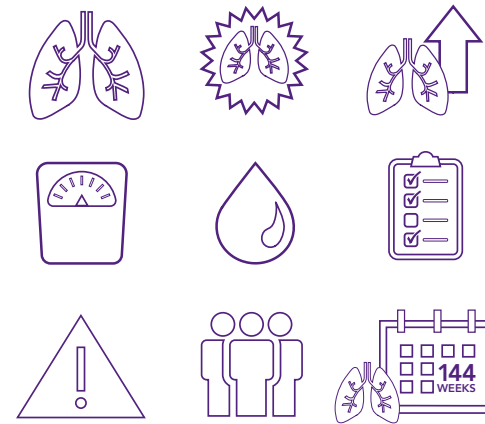


Chart Elements

To provide key data for charts

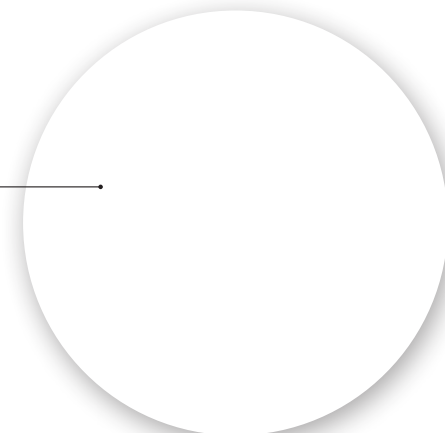
KALYDECO
XX%
 Lorem Ipsum
 Dolar sit ipsum
 dolar sit^b

ORKAMBI
XX%
 Lorem Ipsum
 Dolar sit ipsum
 dolar sit^b

SYMDECO
XX%
 Lorem Ipsum
 Dolar sit ipsum
 dolar sit^b

Frame Elements

To frame logos or folios.



2.3 Logo Lock Ups



The logo lockup in portfolio materials may be arranged either horizontally or vertically as shown. The order of the logos should be as follows: KALYDECO, ORKAMBI, SYMDEKO. The logos consist of the iconography, brand name, generic names, strength, and dosage form. (we need to indicate when to use dosing and when not to and why/ also state that the individual logo lockups can be seen on their respective style guides)



Seperators
1 pt stroke 10% Cool Grey 10

2.3.1 Logo Lock Ups (cont)



Bitiumquid ex eostem escia ditat occus iditatq uatius maio voluptas sum quam sapit autas as vitiam faceatem. Nam laborio nsequi oditaqui sam, to iliquis et maionse ma iliqui dolupta tistius modis que que nos est est excest, con corem a conserum reius ut aligenim nist, que si con poribus, quo dolutest latatat ioratur aut harion net ma non porendi struption evero ea endions eribeatem quodit labo. Obist, quam dolor moluptat.



2.4 Packaging



Images shown above are not actual size.



Images shown above are not actual size.



Images shown above are not actual size.

2.5 Portfolio Font Treatments



AVENIR is the primary typeface for Portfolio materials. This typeface was chosen for VERTEX because of its legibility, clean lines, and robust variety of weights. This typeface must be used across all Portfolio print executions. Maintaining this consistency gives Portfolio a unified look for all professional audiences, regardless of promotional format.

Avenir Roman
ABCDEFG
abcdefg
1234567

Avenir Book
ABCDEFG
abcdefg
1234567

Avenir Medium
ABCDEFG
abcdefg
1234567

Avenir Heavy
ABCDEFG
abcdefg
1234567

Avenir Black
ABCDEFG
abcdefg
1234567

Avenir Roman Italic
ABCDEFG
abcdefg
1234567

Avenir Book Italic
ABCDEFG
abcdefg
1234567

Avenir Medium Italic
ABCDEFG
abcdefg
1234567

Avenir Heavy Italic
ABCDEFG
abcdefg
1234567

Avenir Black Italic
ABCDEFG
abcdefg
1234567

Each agency is responsible for licensing of the Portfolio fonts.

2.5.1 Portfolio Font Usage



Headline: Avenir Roman
Font size: 23/26pt; SS 18pt; BS:3
Color: PMS 2617

Subhead: Avenir Heavy All Caps
Font size: 12/14pt; SS Roman

Non-branded: PMS 2617
Kalydeco Color: PMS 3275
Orkambi Color: PMS 7715
Symdeco Color: PMS 541

Secondary Subhead:
Font size: 11/14pt; Avenir Roman
Color: PMS 2617

Body Copy/Bullet Points:
Font size: 11/14pt;
Color: 85% black

Sub Bullet Points
Font size: 11/14pt;
Color: 85% black
Indent: .125

Ediorem quatinv enditat quiditat^{1,2}

OMNIMILIAM ACCEPTA VOLUM^{1,2}

Lorem Ipsum 1, 2, and 3¹¹

Te quam estion por atis ma culparchitia in pelicimus, nonectur sinis si natis re, qui dollita am nisti offictae nossimus demquid maxime elit quunte laborupta si ipiendis deribearum hictem.

- Et volorrer aliquatquos et aut
- Que ent eaquo exceprae as dolendebit
 - Optat eum aligeni enihil intin
 - Recaeri busant mi, ipsa doluptatur

2.5.2 Portfolio Font Usage (cont)



Key Points: Key data points should be large and bold.

Headline: Avenir Roman
Font size: 8/11 All Caps

Number: Avenir Black
Font size: 18pt
% points: Avenir Black
Font size: 14pt

LOREM IPSUM DOLAR SIT
+XX.X% points a dorume
(XX% CI: X.X, X.X) (P<X.XXXX)¹³⁻¹⁶

Body Copy: Avenir Roman
Font size: 10

Box: Tint of Brand Color,
No Stroke/Gradient or
Drop Shadow

Graph Chart Callout: Key data points should be large and bold.

Number: Avenir Black
Font size: 18pt
%: Avenir Black
Font size: 14pt

Body Copy: Avenir Roman
Font size: 10

Circle: Brand Color, No Stroke/
Gradient or Drop Shadow





3.0 Portfolio Data Representation

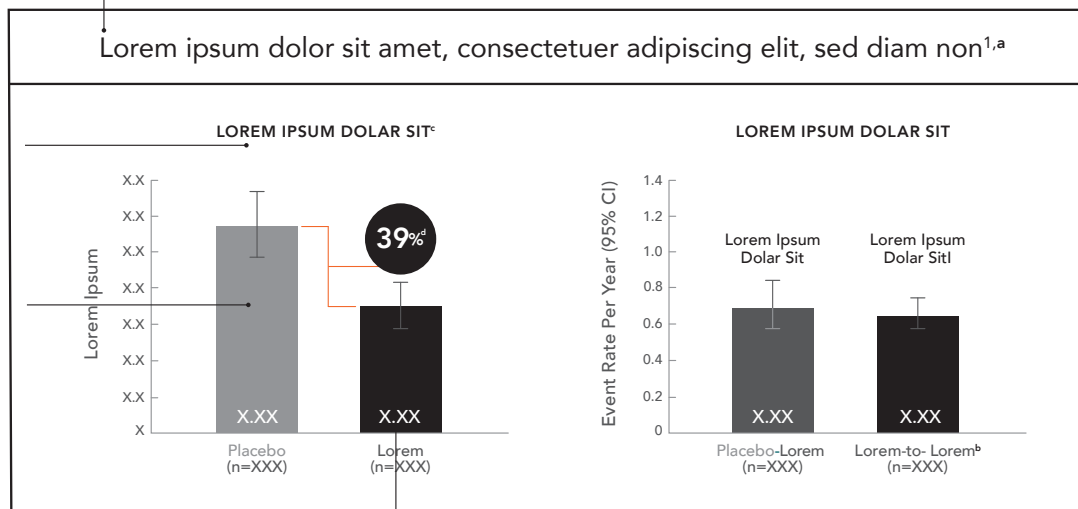
Portfolio charts, tables, and graphs are designed to reflect the serious tone of CF treatment and the science-forward approach that is synonymous with Vertex. This clean, clinical style will improve the communication of data to physicians in promotional materials. Simple visualizations prominently displayed will help make the data more compelling and easily understood. Consistent use of brand colors used in Portfolio materials will allow treatment arms to be easily distinguished.

The following pages provide examples of how data is represented in Portfolio materials, which is different from non-portfolio materials (as shown in individual brand Style Guides). Examples of charts, graphs, and tables, are each shown first with a large black and white image followed by three branded 4-color images.

3.1 Sample Bar Chart



Chart Headers
Portfolio secondary brand color, Avenir, regular, initial caps.



Placebo
Placebo information should always be represented by 50% Black.

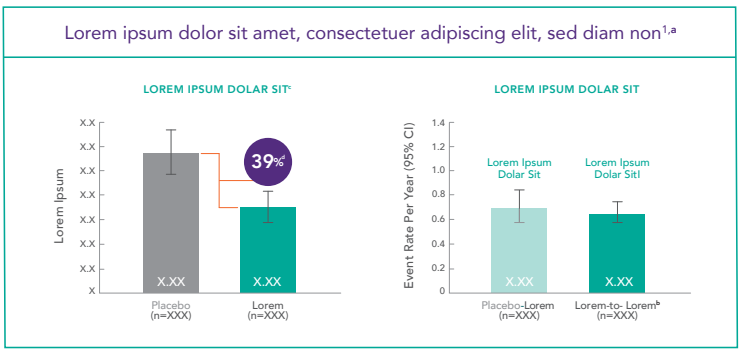
Graphic Rule
Charts and graphs are contained by a 1-pt graphic rule in Primary brand color.

Brand
Product information should always be represented by its portfolio brand color, as seen below.

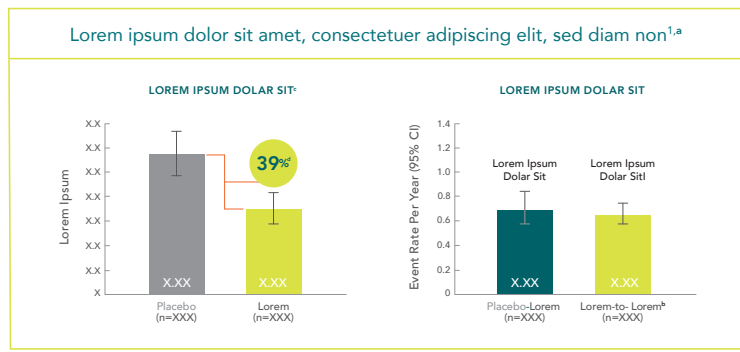
3.1.1 Sample Bar Chart by Brand



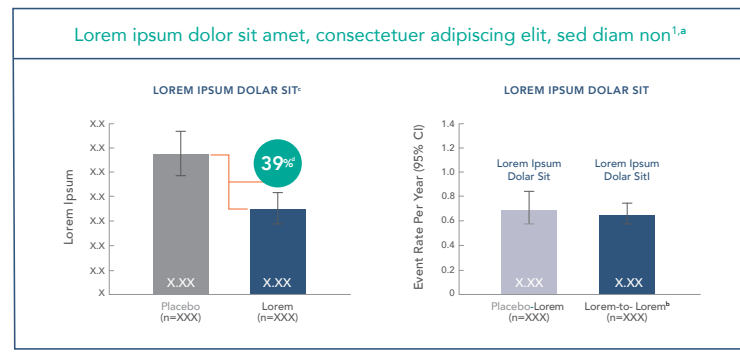
KALYDECO



ORKAMBI



SYMDECO



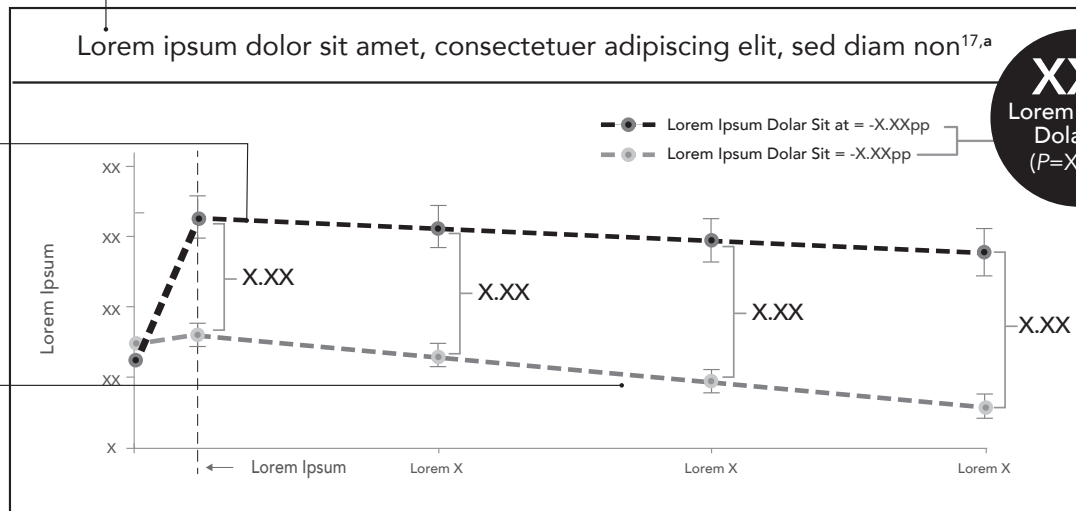
3.2 Sample Line Graph

Graph Chart Headers
Portfolio secondary brand color, Avenir,
regular, initial caps.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam non^{17,a}

Brand
Product information
should always be
represented by
its portfolio brand
color, as seen below.

Placebo
Placebo information
should always be
represented by
50% Black.

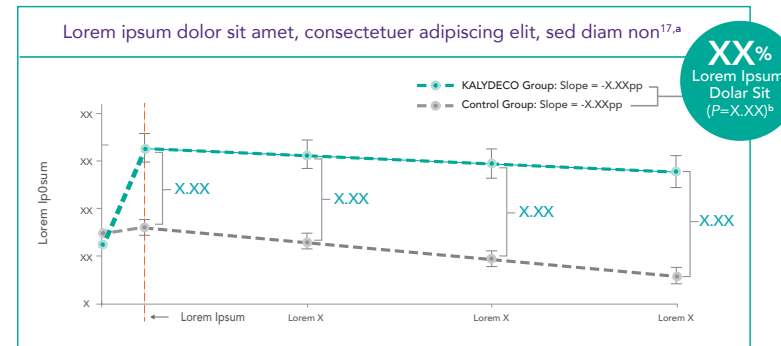


Callout Circle
Take away information may be
contained within a circle.
See page xx for more information

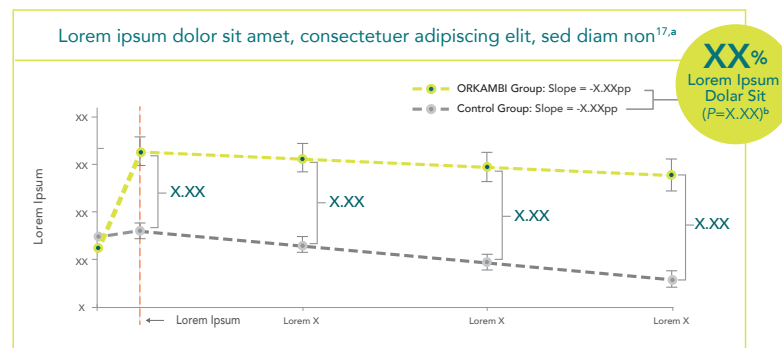
Graphic Rule
Charts and graphs are
contained by a 1-pt graphic
rule in Primary brand color.

3.2.1 Sample Line Graph by Brand

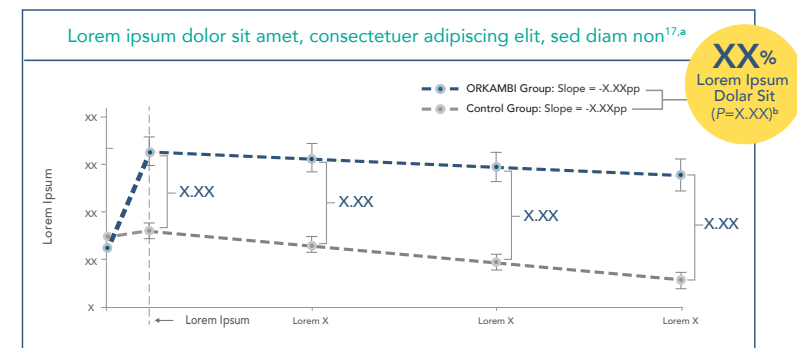
KALYDECO



ORKAMBI



SYMDECO



2.3 Sample Table



Specific colors should be used to represent and differentiate brand vs placebo vs other brands.

Table Headers

Body Copy:
Secondary Brand
Color

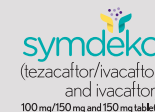
Rows: Tint of
Primary Brand
Color

Lorem Ipsum Dolar Sit		
Lorem Ipsum Dolar	Brand N=109 (%)	Placebo N=104 (%)
Lorem Ipsum	26 (24)	17 (16)
Lorem Ipsum	24 (22)	19 (18)
Lorem Ipsum	24 (22)	14 (14)
Lorem Ipsum	22 (20)	16 (15)

Placebo
Body Copy: 100% Black
Column Color: 20% Black

Brand
Body Copy: Knock out or
secondary brand color
Column Color: Brand Color

2.3.1 Sample Table by Brand



KALYDECO

Lorem Ipsum Dolar Sit		
Lorem Ipsum Dolar	Brand N=109 (%)	Placebo N=104 (%)
Lorem Ipsum	26 (24)	17 (16)
Lorem Ipsum	24 (22)	19 (18)
Lorem Ipsum	24 (22)	14 (14)
Lorem Ipsum	22 (20)	16 (15)

ORKAMBI

Lorem Ipsum Dolar Sit		
Lorem Ipsum Dolar	Brand N=109 (%)	Placebo N=104 (%)
Lorem Ipsum	26 (24)	17 (16)
Lorem Ipsum	24 (22)	19 (18)
Lorem Ipsum	24 (22)	14 (14)
Lorem Ipsum	22 (20)	16 (15)

SYMDECO

Lorem Ipsum Dolar Sit		
Lorem Ipsum Dolar	Brand N=109 (%)	Placebo N=104 (%)
Lorem Ipsum	26 (24)	17 (16)
Lorem Ipsum	24 (22)	19 (18)
Lorem Ipsum	24 (22)	14 (14)
Lorem Ipsum	22 (20)	16 (15)

3.0 Editorial Guidelines



Use of brand names in copy:

- “KALYDECO”, “ORKAMBI”, “SYMDEKO” brand names must appear in all capital letters at each use
- The trademark TM or registered mark [®] symbol must be used at first mention of the brand name, as appropriate in your local , and should be followed by the generic name
 - KALYDECO[®] (ivacaftor)
 - ORKAMBI[®] (lumacaftor/ivacaftor)
 - SYMDEKOTM (tezacaftor/ivacaftor and ivacaftor)
- Keep brand name and generic name on the same line of text
- Typesetting the registered trademark symbol depends on the font that precedes it. When set next to a regular font, the TM or [®] should be set as a ‘glyph.’ Superscript the glyph in headline-sized text and when the type is 14+ points. When set next to a condensed font, the TM or [®] should be set in the condensed font and superscripted
- Whenever the brand name is mentioned in copy, the logo should appear on that spread

4.0 Vertex End Matter



The “end matter” or “sign-off” usually appears at the end of each communication published by Vertex. The end matter always appears in lockup with the Vertex logo and generally includes the content seen below, as appropriate: copyright, project code, approval date, and trademark statements.

Note: When using the Vertex logo with end matter, please adhere to the following scale and spacing:



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kalydeco
(ivacaftor) tablets 150 mg
oral granules 50-75 mg

ORKAMBI®
(lumacaftor/ivacaftor)
200/125 mg • 100/125 mg tablets

symdeko™
(tezacaftor/ivacaftor
and ivacaftor)
100 mg/150 mg and 150 mg tablets



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