TRINITY

BRAND GUIDELINES

Updated January 2025

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TRINITY

After all the hard work put into creating a cohesive brand design, we want to ensure that we all adhere to the standards. Following these guidelines keeps our brand looking professional and consistent.

ABOUT TRINITY LIFE SCIENCES

With almost 30 years of expertise, a best-in-the-business team and unrivaled access to data and analytics, Trinity Life Sciences is a modern partner to companies in the life sciences industry. Trinity combines strategy, insights and analytics to help life science executives with clinical and commercial decision-making. Ultimately, we know that every decision our clients make impacts a life, and when we help our clients achieve their goals, the world benefits. To learn more about how Trinity is elevating the industry and driving evidence to action, visit TrinityLifeSciences.com.

OUR VISUAL IDENTITY

The Trinity brand is indicative of the company, our core values and what we can uniquely deliver to our clients. In order to elevate the Trinity brand, it is important to properly communicate our visual identity, while clearly defining who we are and what business problems we solve. We must also articulate the unique combination of products and services we provide.

Our offerings and market are complex and it is our responsibility to communicate the Trinity brand effectively to multiple audiences including our clients, potential employees, the investment community and our colleagues in the life sciences industry.

OUR VISION, MISSION, PURPOSE AND VALUES

Our Vision

To be the premier global life sciences commercialization partner, empowering our clients to deliver life-changing therapies to patients.

Our Mission

We help our clients optimize their commercial success through our breadth and depth of expertise, exceptional talent and a culture of innovation and inclusion.

Our Purpose

Every decision impacts a life.

Our Values

Exceeding Client Expectations: We are committed to our client's success, elevating their performance and exceeding their expectations through our culture of excellence.

Every Voice Matters: We strive for an equitable workplace where diverse perspectives and talents are welcomed; and we foster a culture where all Trinity team members feel valued, included and respected.

Hunger to Learn: We believe that being intellectually curious, seeking mentorship and challenging the status quo leads to delivering the best for our colleagues and our clients.

Do the Right Thing: We believe that the capacity to listen with empathy, lead with integrity and treat each other with respect leads to optimal collaboration and the highest quality product.

Innovative Mindset: We are driven by a culture of curiosity and a passion to continuously improve our offering to maintain our position as industry leaders.

In It Together: We are humble, leave our egos at the door, invite authenticity and prioritize collaboration among teammates.

PRIMARY LOGOS

TRINITY

Dimensional Logo - For use digitally and wherever full-color printing is possible.

TRINITY

Four-Color Logo - Uses **Pantone 298 C, Pantone 7456 C, Pantone 7669 C** and **Pantone 432 C**. Limited uses only. For use on swag, or other places where it is not possible to print our gradients accurately.

REVERSE LOGOS

Reverse Logo with colored sabers - Limited uses only. The reverse logo should only be used when the full-color version is not possible, such as on swag.
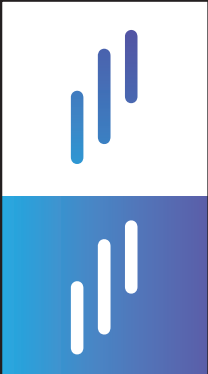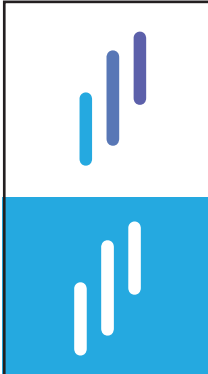
Use on a solid black or navy background background.

NOTE: Do not use in small print applications. Color bleed will cause a loss of logo clarity.

Reverse Logo - Limited uses only. The reverse logo should only be used when the full-color version is not possible, such as on swag.

Use on a solid **Pantone 298 C** or **Pantone 647 C** equivalent OR a gradient between **Pantone 298 C** and **Pantone 7669 C** equivalent.

NOTE: Do not use in small print applications. Color bleed will cause a loss of logo clarity.

SABER USAGE

Dimensional Icons - For use as a profile image on social media, or as a design element within collateral.

For reverse: Use on a gradient between **Pantone 298 C** equivalent and **Pantone 7669 C** equivalent ONLY.

Solid-Color Icons - For use primarily on swag.
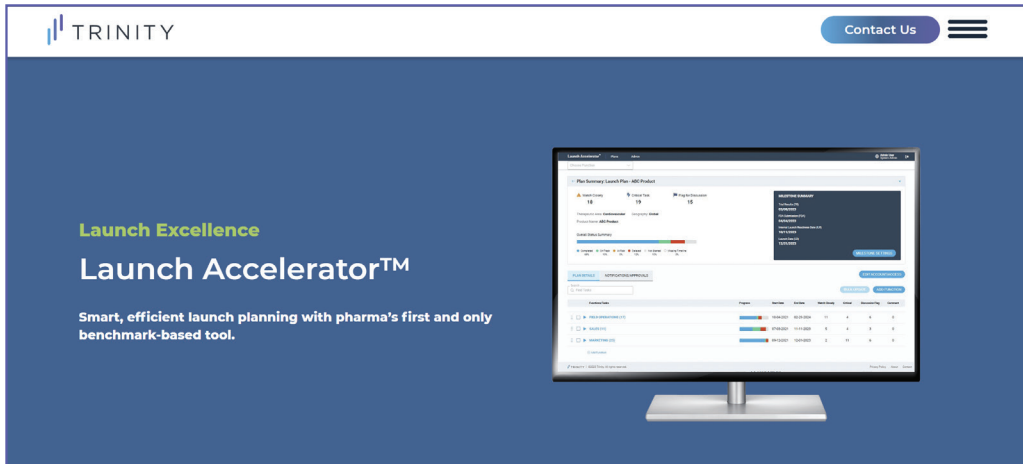Uses **Pantone 298 C** equivalent

The Trinity sabers **can** be used as a design element, but should **not** be made secondary to another design element.

WORDMARKS

Product Wordmarks

Please do not create product logos.

The Trinity logo should be at the top, with the trademarked product wordmark below.

Note: the product name <u>should</u> be trademarked within the header and navigation, but should <u>not</u> be trademarked within the body copy.

Why start with wordmarks instead of product logos?

- Consistency & flexibility
- Keeps the Trinity brand strong and helps to prevent brand confusion
- Logo creation can bog down the process of product development
  - Product names are still in flux
  - Wordmark changes are easier, if they are necessary
  - Wordmarks streamline the initial product marketing process

Don't use TRINITY

In the past, it was acceptable to use TRINITY when referring to Trinity Partners. This is no longer correct-- please refer to the company as Trinity Life Sciences. This can be abbreviated to Trinity on subsequent uses.

TRINITY

**Do not use the all-caps
TRINITY wordmark**

INAPPROPRIATE LOGO USAGE

Do not rotate the Trinity logo

**Do not add unrelated imagery or icons
to the Trinity logo, including wordmarks**

Do not use the Trinity logo on distracting or unapproved background colors

COLOR PALETTE

Saber Colors

Pantone 647 C
C=86 M=61 Y=20 K=3
R=52 G=99 B=147
Hex: #346393

Pantone 298 C
C=70 M=15 Y=0 K=0
R=39 G=170 B=225
Hex: #27AAE1

Pantone 7456 C
C=73 M=55 Y=4 K=0
R=85 G=115 B=177
Hex: #5573B1

Pantone 7669 C
C=74 M=71 Y=1 K=0
R=92 G=93 B=167
Hex: #5C5DA7

Pantone 432 C
C=84 M=66 Y=45 K=33
R=48 G=70 B=89
Hex: #304659

UI - Primary & Secondary Color

SECONDARY

For use in charts, or in other places where the primary colors are not sufficient

Pantone 647 C
C=80 M=19 Y=42 K=1
R=25 G=155 B=155
Hex: #199B9B

PMS Cool Gray 1, 65%
C=8 M=6 Y=6 K=0
R=231 G=230 B=230
Hex: #E7E6E6

Pantone 369 C
C=66 M=12 Y=100 K=1
R=100 G=167 B=11
Hex: #A3CB5F

Pantone 1665 C
C=10 M=86 Y=96 K=1
R=216 G=72 B=43
Hex: #D8482B

Pantone 1955 C
C=29 M=100 Y=75 K=29
R=141 G=17 B=48
Hex: #8D1130

Tints and shades of these colors may also be used.

TYPOGRAPHY

LOGO

GOTHAM FAMILY

Website

Montserrat Family

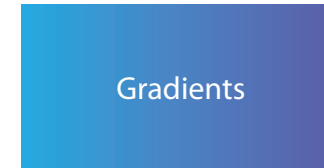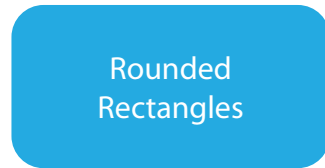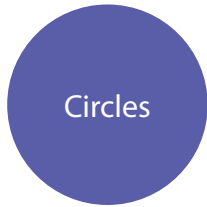(with Helvetica Neue used for small website copy)

Printed Assets

Myriad Pro Family

Signature/PowerPoint Slides

Calibri Family

DESIGN ELEMENTS & IMAGERY

ELEMENTS

Circles

Rounded Rectangles

Wedges

Gradients

Icons

Note: Avoid cartoon-ish and clipart-like icons.

STYLE NOTES

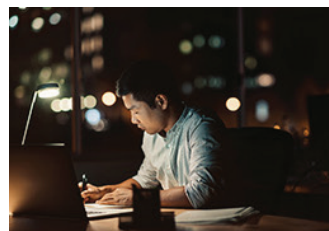Use white space

Modern style

Bold use of color

PHOTOGRAPHY

Photographs selected should be:

Diverse & inclusive

Well-lit, clean & professional

If the photo has people, they should be engaged and happy

Note: Doctors and Patients may <u>only</u> be used for Patient Centricity content. Photos of Trinity staff are preferred for website header banners. Thought leadership featured images should be abstract, not literal.

Do <u>not</u> use images from Google Images

BRAND VOICE

The Trinity Brand

- Refer to the organization as "Trinity Life Sciences" in the first mention, followed by "Trinity" throughout, always using a capital "T". Never refer to "TRINITY"
- Write and spell in American English
- When writing on behalf of the organization, use the first-person plural "we"
- When writing in your personal capacity, use the first-person "I"

Other Companies/Clients

- Be respectful of other businesses by referring to them by their correct names as written on their official websites

Voice and Tone

- Do **NOT** use oxford commas, unless it is necessary for sentence comprehension.
- Use active voice whenever possible
- Use contractions
- Avoid jargon
- Use terms the target audience will understand
- If you don't know what terms the audience will understand, you don't know them well enough to write for them
- Avoid vague words such as "maybe", "might" or "some"
- Written copy should aim for level six or seven – refer to https://hemingwayapp.com/
- Spell out numbers one to ten, then use numbers for 11 onwards
- Sentence structure: consider the context; short, simple sentences are easy to digest and often create emphasis to grab the readers attention. Longer compound or complex sentences provide more detailed descriptions and thorough investigation

TGaS ADVISORS

Guidelines

The branding guidelines in this document also apply to TGaS Advisors, a division of Trinity Life Sciences. In all media mentions, please always include "a division of Trinity Life Sciences" on the first mention of TGaS Advisors. The TGaS Advisors logo should be used as described below.

Logo

The TGaS Advisors (a division of Trinity) logo should be used on all materials that are specific to TGaS.

SENTIMENT

Guidelines

The branding guidelines in this document also apply to Sentiment.

About Sentiment

Sentiment is a healthcare research panel organized and led by Trinity Life Sciences. Sentiment's network is currently comprised of health care practitioners, patients, payers, clinical administrators and key opinion leaders.

Sentiment offers its panelists opportunities to provide valuable insights via engaging research studies across a range of therapeutic categories.

Core Tenants of the Sentiment Brand

1. We offer a high-touch, white glove experience. Our panelists are treated with the utmost respect and consideration of their time and expertise.

2. Our research and methodologies are among the best in the industry. Their participation directly influences the treatments available to patients ("Every decision impacts a life").

3. We leverage the latest technology to both enhance our research and create a streamlined user experience for our respondents.

SENTIMENT
by Trinity Life Sciences

HIGH-TOUCH EXPERIENCE

INDUSTRY-LEADING RESEARCH

TECHNOLOGY
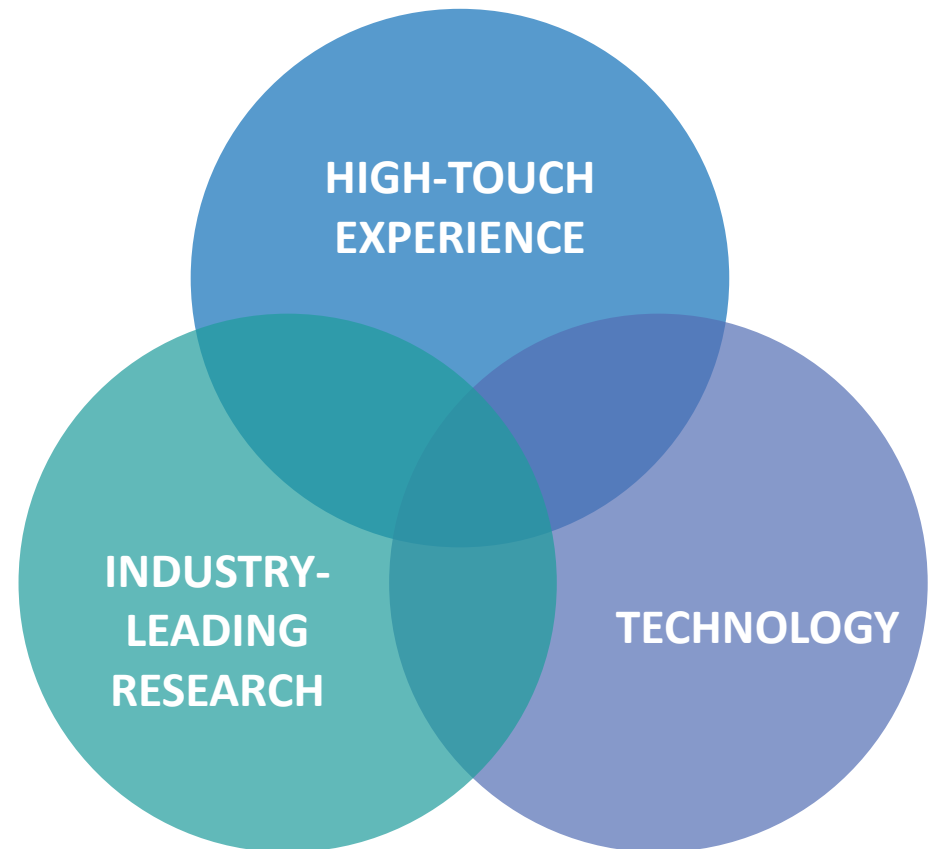
Sentiment Design Elements & Imagery

While there is significant overlap between Sentiment's and Trinity Life Sciences' branding, there is divergence in the design elements and imagery used.

Photography - Photographs should be well-lit and have professional, clean backgrounds behind the subjects. Subjects should look engaged and happy. Cumulatively, the photos should be diverse and inclusive. Photos of doctors are fine for use on Sentiment materials.

Simple Illustrated Icons (Noun Project) - Can be used within infographics and bulleted lists to add emphasis.

Color Blocks - Blocks of primary brand colors can be used to add visual interest to designs.

Gradients - A gradient between **Pantone 298 C** equivalent and **Pantone 7669 C** equivalent is a recognizable part of the Sentiment branding.

Circles - Circles in the Sentiment Brand Colors can be used within designs, sometimes with simple illustrated icons.

Rounded Corners - Matching our circles and the rounded corners on our website's buttons, rounded corners can be used on boxes in our designs.