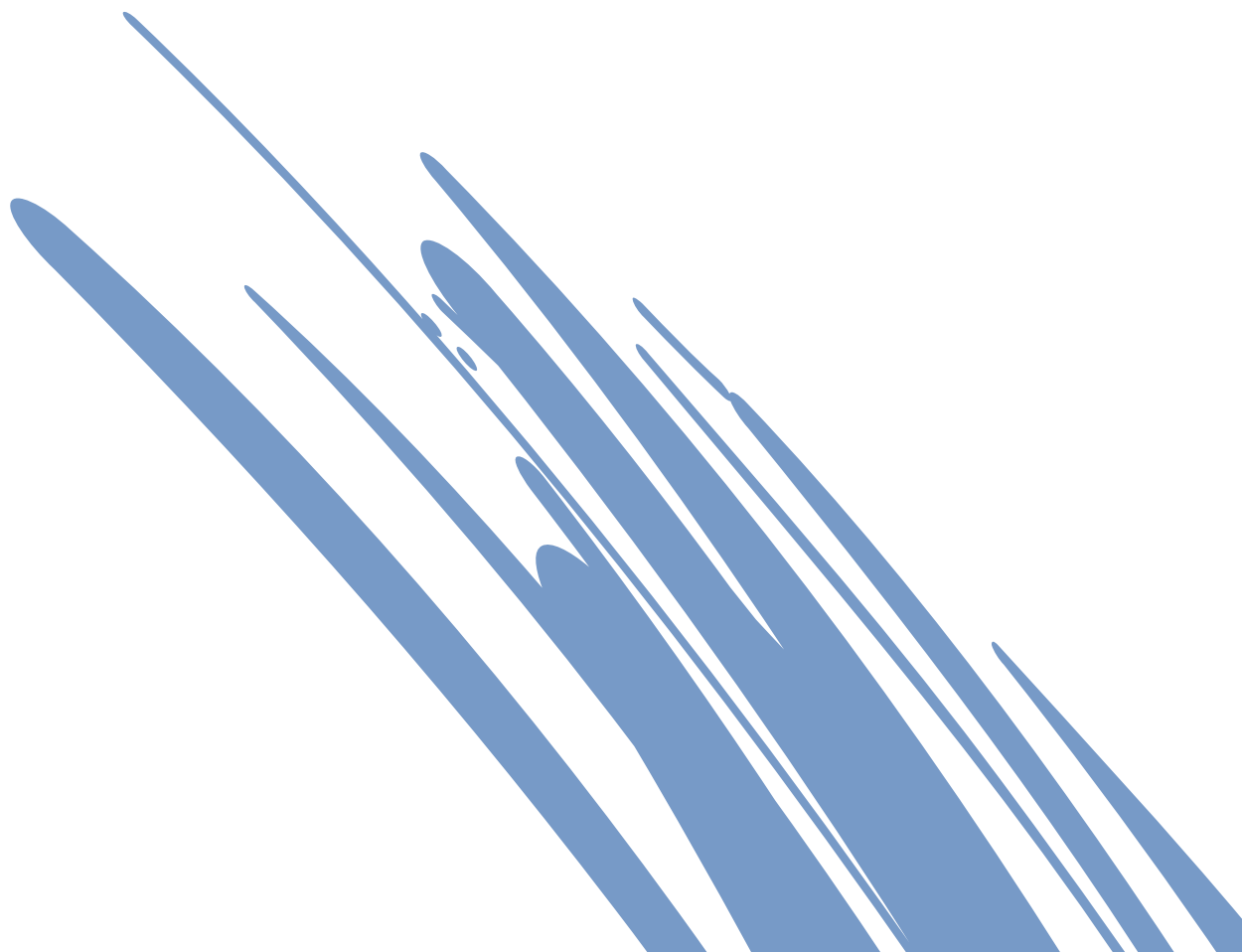




King Pharmaceuticals

Brand Identity
Guidelines Manual



Introduction

The King Pharmaceuticals Brand Identity Guidelines Manual is the basic guide for establishing and maintaining a consistent image for King Pharmaceuticals. This manual will provide you with the appropriate style for implementing the King Pharmaceuticals symbol and logotype. Sections 1-3 are graphic standards that describe the correct use of the primary graphic elements of the King Pharmaceuticals identity. In Section 4 are guidelines that give guidance to designers and art directors to implement the King Pharmaceuticals brand in communications.

The manual is a document intended for use by those already familiar with the production of graphics and communications materials. The objective of this manual is to ensure a consistent identity for King Pharmaceuticals, while providing the flexibility to generate creative solutions to items that are not specifically covered in this manual.

The design standards and guidelines in this manual should help in you to solve graphic identification problems. As with the use of any manual, you will need to use these standards in the context of sound design and communications principles.

Design assistance of the highest quality should be used when creating and developing all communications materials, advertising, signage, exhibits, interiors and any other materials not specifically covered in this manual.

Any and all questions should be directed to Marsha Lusby in Corporate Affairs, marsha.lusby@kingpharm.com.

1.00 The King Pharmaceuticals Symbol and Logotype

The King Pharmaceuticals symbol is a stylized letter “K” evocative of a vibrant human figure which captures the values that are driving the Company’s future strategic growth, innovation, focus, and highly personal service.

- The symbol appears to be in motion, taking action, reinforcing the innovative and entrepreneurial way the Company moves quickly to capitalize on opportunities that address patient needs;
- The circular shape provides a point of focus for the symbol, situated where the figure’s mind and intellect would be. This represents the disciplined, systematic, high-performance approach that aligns all King employees behind a shared vision and strategy;
- And the human form represents the Company’s talent, partners and patients. This underscores the importance of teamwork, partnerships and customer service in

meeting the ultimate goal of improving and protecting the quality of life for the patients we serve.

The King Pharmaceuticals logotype is the visual representation of the communicative name “King Pharmaceuticals.” The letterforms that make-up the logotype have been carefully visually spaced to make up the communicative name. The relationship of these letterforms may never be altered.

The King Pharmaceuticals symbol and logotype are the primary graphic components of the identity. These visual brand elements are the only symbol and logotype that are acceptable to identify King Pharmaceuticals.

To ensure consistency, the symbol and the logotype should always be reproduced from master electronic files obtainable by download from the Intranet Brand Site

The King Pharmaceuticals Symbol and Logotype



King Pharmaceuticals

1.01 Symbol and Logotype Configurations

The symbol and logotype are used together in a standard configuration or what is commonly known as a lock-up. There are two lock-ups that are acceptable to use to identify King Pharmaceuticals. The primary symbol and logotype lock-up is more horizontal in arrangement. All efforts should be made to use the primary lock-up, especially for permanent materials. The secondary lock-up is more vertical in arrangement. The secondary lock-up is used only when space is limited in width. These lock-ups are illustrated below.

The symbol may also be used in communications materials. The symbol may stand alone or be used in conjunction with the identity lock-ups. When used in conjunction with the lock-ups, the symbol size should be at least three times the size of the symbol used in the lock-up as illustrated below. When the symbol is used without the lock-up, the full corporate name “King Pharmaceuticals, Inc.” should be typeset in a prominent manner in the overall application whenever possible. Note that the King Pharmaceuticals logotype should never be used alone without the symbol.

The proportions of these identity elements may never be altered in any respect for either of the lock-ups or the symbol.

The Primary Symbol and Logotype Lock-up



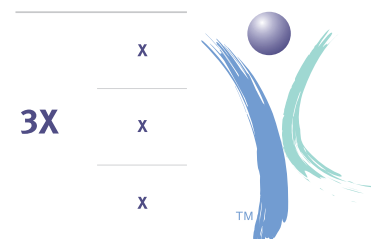
The Secondary Symbol and Logotype Lock-up



Symbol



Minimum Size Relationship of the Symbol and Lock-up When Used Together

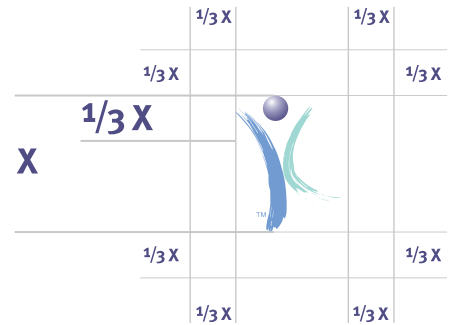


1.02 King Pharmaceuticals Symbol and Logotype Clear Area Controls and Minimum Size Versions

A clear area or control margin has been established for the symbol and logotype to assure the clarity of the identity in reproductions. The clear area that must surround the lock-ups or symbol is equal to the $\frac{1}{3}$ the height of the symbol. These clear areas must be maintained around the symbol and logotype in all reproductions.

Minimum sizes for reproduction have been established for the symbol and lock-ups to protect the clarity and impact of the King Pharmaceuticals name and its appearance. The smallest size of $\frac{3}{8}$ " in height is the minimum size for reproduction in all primary applications (refer to page 1.04 for standards on smaller size reproductions of the symbol and lock-ups). The height for minimum sizes are measured from the top to the bottom of the symbol as illustrated below.

Clear Areas



X = the height of the King Pharmaceuticals Symbol

Primary Lock-up Minimum Size



Secondary Lock-up Minimum Size



Symbol Minimum Size



1.03 King Pharmaceuticals Symbol and Logotype Unacceptable Use and Minimum Size Versions

Neither the symbol nor the lock-ups should be enclosed within any graphic shape or border for the purpose of enclosure or reversing because this could be mistaken as part of the identity. The symbol and lock-ups should never be printed over a coarse screen or highly textured background. Never allow any other graphic shapes or elements to be used near or in conjunction with the symbol or logotype, disregarding the clear areas established for the identity.

Good design judgement must be applied to protect the clarity and integrity of the identity in all applications. Examples of typical unacceptable use are illustrated below. These illustrations are not intended to include all misuses of the identity in applications, but include some of the most common abuses.

Unacceptable Use



Do not change the orientation.



Do not move elements.



Do not move elements.



Do not change colors used in the identity.



Do not change typography.



Do not change proportions of elements.



Do not change size relationships.



Do not enclose the identity in any shape.

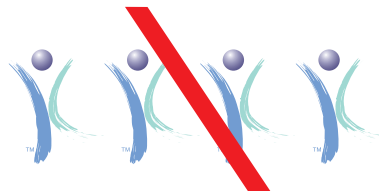


Do not position elements too close to the identity.



King Pharmaceuticals

Do not use the logotype with the symbol.



Do not create patterns with the identity.



Do not position the identity on photography or art that clouds the clarity of the brand.

1.04 King Pharmaceuticals Symbol and Logotype Novelty Logo Reproduction

In certain situations the gradient circle of the symbol may not reproduce properly. Examples of this generally occur in novelty items that use reproduction techniques such as embroidery and silkscreening and in situations where the identity is being reproduced at a small size. For these situations a special “novelty” symbol and lock-up has been developed to be able to reproduce the identity and protect its clarity. The novelty symbol and lock-up use a solid color circle to replace the gradient to assure correct reproduction.

Minimum sizes for reproduction have been established for the novelty symbol and lock-up to protect the clarity and impact of the King Pharmaceuticals name and its appearance. The smallest size of 1/4" in height is the minimum size for reproduction in applications. The height for minimum sizes are measured from the top to the bottom of the symbol as illustrated below.

Limited Use Novelty Lock-ups and Symbol Reproduction Examples



Novelty Primary Lock-up Minimum Size

Novelty Secondary Lock-up Minimum Size

Novelty Symbol Minimum Size

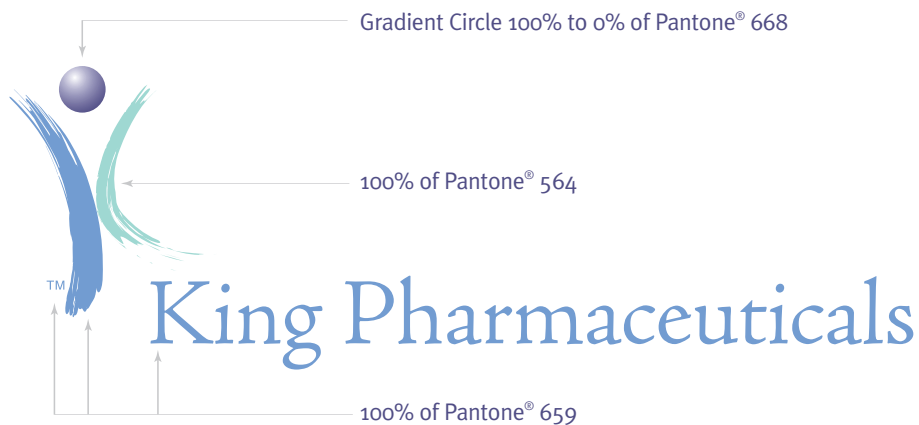


1.04 Color Specifications

In primary applications of the King Pharmaceuticals symbol and logotype lock-up, the identity should appear in three colors. The symbol's primary colors are Pantone 564, 659 and 668. The logotype is reproduced in one color, Pantone 659. The primary application colors are illustrated below.

In secondary applications where three-color printing of the identity is inappropriate, the identity should appear in either solid black, grayscale, or white in a negative or reversed form. Positive and negative forms are illustrated below in three color, grayscale and one color versions. Note that in certain applications such as packaging where only one or two colors are only available for budgetary reasons the identity may be produced in any one of the colors in the coordinated color palette (refer to page 1.04 Coordinated Color Palette).

Primary Color Application



Positive Reproduction Examples



Three Color Positive Reproduction



Grayscale Positive Reproduction



Black Positive Reproduction

Negative (reversed) Reproduction Examples



Reversed Out of a Solid Field Reproductions

1.05 Coordinated Color Palette

The coordinated palette of compatible colors is an important element in the overall King Pharmaceuticals identity. The palette colors may be used in any combination to achieve variety in any communication materials. The colors may also be used as tints to obtain more color variation.

The chart below shows the color palette in Pantone® colors with the conversions to process (CMYK) and screen (RGB) color for use in various forms of applications.

The Coordinated Color Palette

					
Pantone®	668	564	659	Warm Gray 5	3975
CMYK	65/64/0/30	37/0/20/0	55/30/0/0	0/5/10/29	0/0/100/29
RGB	75/69/113	161/204/195	120/141/191	175/168/158	178/168/39
					
Pantone®	675	681	7411	110	576
CMYK	17/100/0/3	21/61/0/4	0/35/69/0	0/10/100/0	49/0/100/39
RGB	161/39/120	163/106/154	224/161/91	244/212/43	96/121/46
					
Pantone®	4525	703	584	Black	White
CMYK	0/7/39/17	0/83/54/16	12/0/79/6	0/0/0/100	0/0/0/0
RGB	204/185/133	168/69/75	208/210/89	33/33/32	255/255/255

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

2.00 Legal, Copyright and Subsidiary Application

The King Pharmaceuticals name is protected under trademark and copyright laws. It is important that in all uses the following instructions are followed carefully and appropriately applied.

When using the symbol or one of the lock-ups the designation of TM is to appear next to the symbol as indicated in the illustration below. This is the only positioning of the TM that is acceptable for use. The TM not only protects the symbol, but also protects the King Pharmaceuticals name by this positioning.

The full legal name “King Pharmaceuticals®, Inc.” is protected by a “circle R” or registered trademark designation. The registered trademark is positioned directly after Pharmaceuticals in the full name.

The full legal name and the trademark designation must appear in any document that might be used in court. Examples of legal use are on corporate and personal letterheads, in advertising and marking materials, and on product packaging and labeling. If there’s any question as to whether or not an application needs the full corporate name the legal department should be contacted.

Symbol and Lock-ups Trademark Designation



The Full Legal Name Registered Trademark Designation

King Pharmaceuticals®, Inc.

3.00 Typography

Maintaining a unified style relies heavily on typography to act as a common identification element. The type families of Adobe Caslon and Meta Plus have been selected for their distinctive character, legibility and availability. Adobe Caslon and Meta Plus are the primary type families acceptable for use on all corporate communications materials.

Adobe Caslon:

The Adobe Caslon typeface is the preferred type style for text on communications. When properly set away from text, it may also be used as a headline face.

Adobe Caslon Italic:

The italic version of Adobe Caslon is the preferred type style to be used for captions, quotations, and book and magazine titles in and outside of text. When properly set away from text, it may also be used as a headline face.

Adobe Caslon Semibold:

This is the preferred type style for general headlines and subheads within text, as well as for highlighting copy of extreme importance. It should be noted that random use of this type style in text will reduce its effectiveness.

Meta Plus Bold:

This type style may be used as an alternative for general headlines and subheadings, as well as for highlighting copy of extreme importance. It should be noted that random use of these type styles in text will reduce their effectiveness. This typestyle may also be used in its italic form for the same purposes.

Meta Plus Book and Normal:

These type styles are alternative faces for text or captions in communications. These typestyles may also be used in their italic form for the same purposes.

Adobe Caslon Semibold and Meta Plus Black:

Because of their very heavy weights these type styles should be used sparingly in any communications and avoided when ever possible.

Adobe Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Adobe Caslon Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Adobe Caslon Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Adobe Caslon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Meta Plus Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Meta Plus Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Meta Plus Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Meta Plus Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

3.01 Typography in Word Processing and Presentation Programs

Adobe Caslon and Meta Plus are the primary type families acceptable for use on all corporate communications.

Beyond these two type families and the weights specified on page 3.00, two additional tpestyles have been established for use in word processing and presentation programs. They are Arial and Times Roman. These two typefaces were chosen for their similarity to the two primary type families and because of their wide availability.

4.00 Application Guidelines

These guidelines are meant to help you solve application solutions that are not specifically covered in this manual. The overall brand image for King Pharmaceuticals should follow some basic principles. These basic guiding principles for applications are:

CONTEMPORARY

The imagery and language in communications should have a fresh, sophisticated and relevant focus. Legacy design elements should always be avoided when creating new communication materials.

CLEAN

Graphic elements should be uncluttered, with limited layering of elements, and devoid of overtly technical devices or messaging to create a more humanistic approach. Designs should strive for a look that is both spare and rich.

BOLD

Graphic elements should emphasize through color and contrast. Scale should be used to highlight key elements, making them eye-catching.

SIMPLE

Communication should be direct and to-the-point. The optimal design is a composition with generous open space, and minimal graphic elements per design execution.

Image subject matter should be unique and iconic, juxtaposing elements in an unexpected way when using a conceptual approach to communications materials. When an educational approach is more appropriate, imagery should direct and to the point to best support communications materials text.

The King Pharmaceuticals symbol may also be used in part to achieve the unique King brand tone. Examples of this approach are illustrated on the following page.



