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**SALTI**

# Brand Guidelines

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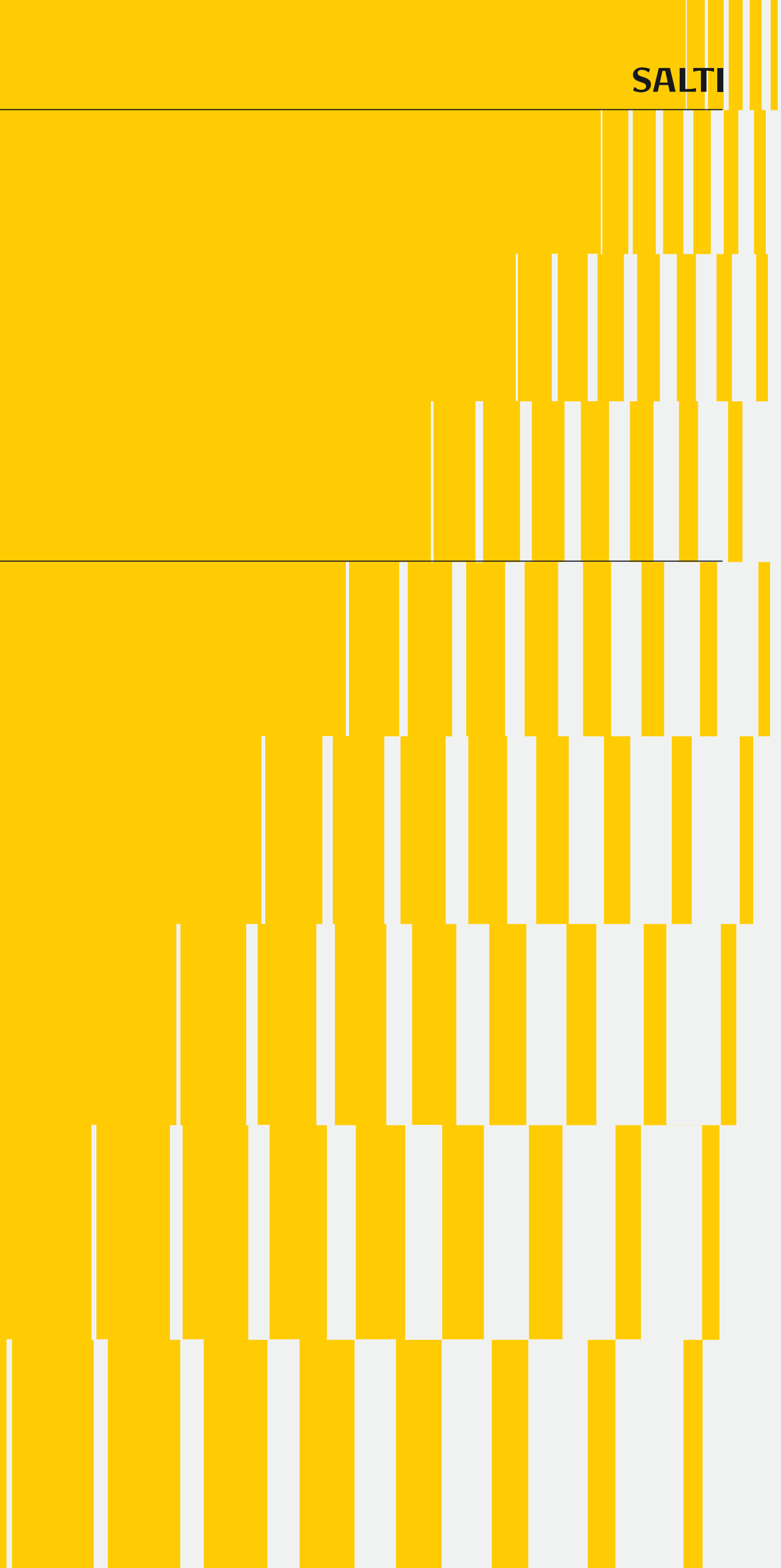
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# 01 Brand Overview



# Vision

**At SALTI, we believe in a future where healthcare is not just a service, but a beacon of hope.**

**Health will be so well monitored that even if a cure doesn't exist for someone's condition yet, it will be developed in time for them.**



# Vision

**To make this future a reality, we want to be a catalyst for change throughout a complex healthcare ecosystem. We bring essential clarity to diagnose and remedy urgent industry challenges.**

**Our aim is to be the best enabler for launching new pharmaceutical products faster, in order to advance medicine that transforms lives.**



# Mission

**We provide comprehensive guidance to pharma commercial leaders and strategists so they can launch new products with excellence.**

# Archetype

The strongest brands have a personality. This creates a loyal connection with an audience. Referencing psychologist Carl Jung's archetypes, SALTI best fits the brand archetype of Sage. We don't make this public, but it can help guide our activities and communication if we ask ourselves, "Would a Sage say or do this?"

## The Sage

**We are thoughtful, analytical, diligent truth seekers. We're trusted advisors who provide practical information and analysis. Our goal is to help the world gain insight.**

**The chief intangible value that comes with our consulting services is clarity. We untangle complexity and make things easy to understand.**

## Brand qualities

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# Credibility

We have uncommonly deep expertise in our niche. We know the regulatory landscape. We offer reliable, holistic analysis so clients can base decisions on rock-solid information.

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# Inspiration

We have a vision for the future state of medicine, and we want to fire up organizations to make it happen. We help them push forward with intention, instead of passively reacting.

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# Empathy

We hope to improve patient outcomes meaningfully for all people. We want to see overlooked groups included in clinical studies, and healthcare that accounts for the genetic predispositions of a diverse world.



## Writing

# Tone

SALTI's archetype as a sage comes out in the way we speak and write. We should sound:

**Serious** — We're an expert guide, so we sound professional. Avoid casual slang, hyperbole, or folksy idioms which undermine our credibility.

**Direct** — Aim for clarity, always. Avoid long, confusing clauses, passive voice, and wishy-washy words like "potentially," "somewhat," "possibly," and "can."

**Positive** — We prefer to inspire rather than warn. Use negatives such as "can't," "won't," and "don't" sparingly, replacing them with positive, proactive verbs when possible. Paint a picture of what could be.

**Confident** — We never want to sound brash or arrogant, but we're not timid about offering insights, even if they're unpopular.

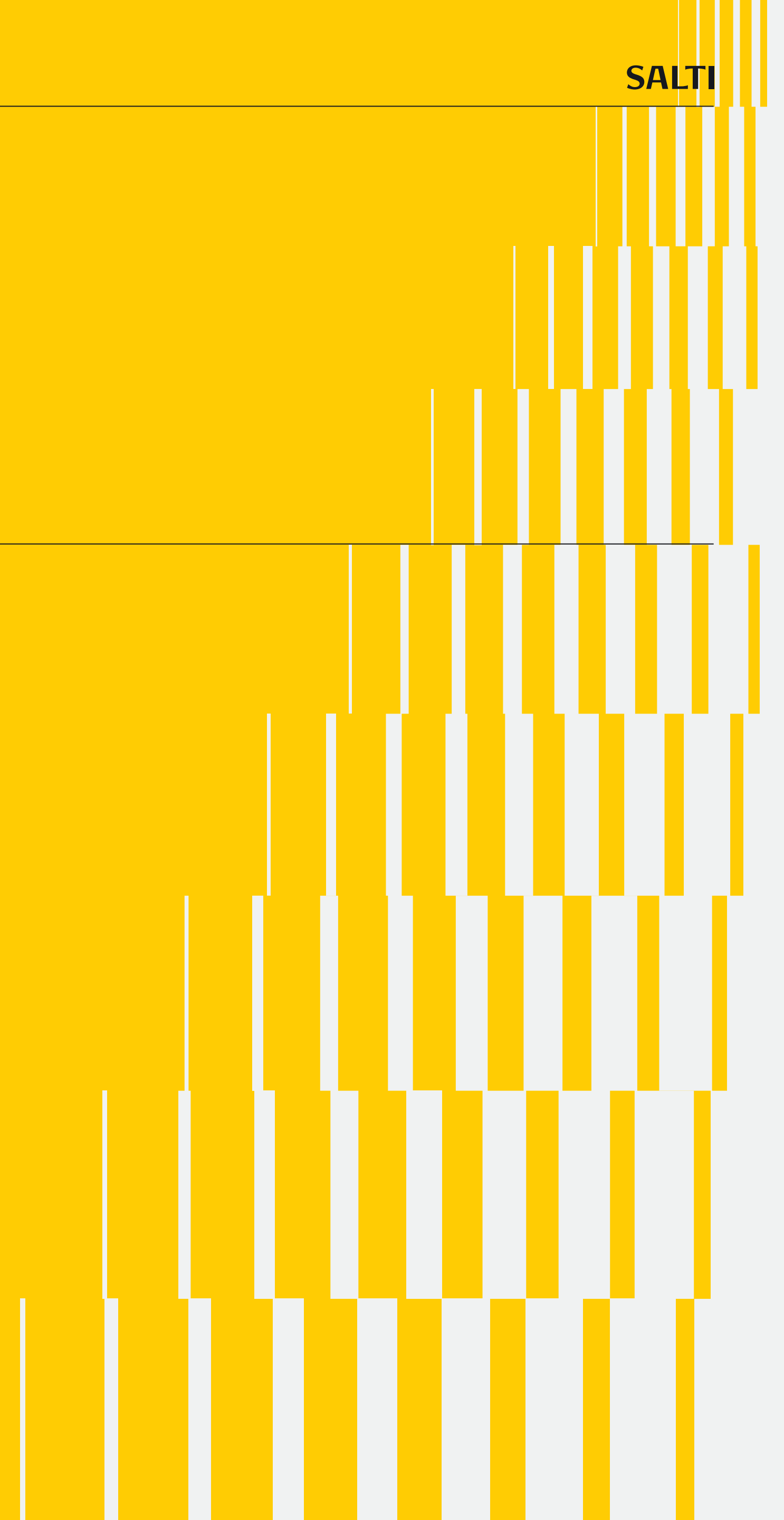
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# Case

When writing SALTI in text, use uppercase letters to indicate that it's an acronym: Strategic Advisory for Leading Therapeutic Innovation Inc. This also differentiates it from the founder's surname, Salti.

# 02

## Visual Building Blocks



# Logo

## Design

The SALTI logo is a clean, confident wordmark. It's designed to look secure and stable. Subtle, graceful tapers add warmth and keep it from looking too mechanical.



SALTI

# Logo

PRIMARY

**SALTI**

## Lockups

Our primary logo is the SALTI wordmark. Secondary lockups that include the full company name are also available.

### Usage

Use the primary SALTI logo on most company materials.

A full-name logo may be used in rare instances when the company is introducing itself, such as in an email signature or on a business document. Choose a horizontal or vertical lockup, whichever best fits the space available.

In large applications, use a 3-line logo to keep the SALTI name prominent. In small applications, switch to a 2-line logo so the small text remains readable.

### Construction

The small lines of text added to the SALTI wordmark are set in Acumin Pro Regular with no added tracking.

SECONDARY Horizontal 3 lines

**SALTI** Strategic Advisory  
for Leading Therapeutics  
Innovation Inc.

SECONDARY Horizontal 2 lines

**SALTI** Strategic Advisory for Leading  
Therapeutics Innovation Inc.

SECONDARY Vertical 3 lines

**SALTI**  
Strategic Advisory  
for Leading Therapeutics  
Innovation Inc.

SECONDARY Vertical 2 lines

**SALTI**  
Strategic Advisory for Leading  
Therapeutics Innovation Inc.

# Logo

## Color

The SALTI logo exists in Black, SALTI Yellow, and White. To create brand recognition, we commonly place a Black logo on a Yellow background, or a Yellow logo on a Black background.

Do not make new logo versions in other colors.

BLACK



SALTI YELLOW



WHITE



COMBINATIONS



Note that the SALTI logo does not include a colored rectangle; these examples are meant to show a logo placed on backgrounds of various colors.

Avoid at small sizes:  
lacks contrast

Avoid at small sizes:  
lacks contrast

# Color

## Rationale

We envision a bright future, and Yellow symbolizes a beacon of light. This is balanced with Black, which adds seriousness to our tone and helps us communicate strongly and clearly.

## Proportion

On layouts, create a mix of Yellow, Black, and White or Porcelain. Use the secondary colors Ochre, Gold, Bronze, Silver, and Pewter for accents.

## Black and white in digital vs. print

Black is softened to a very dark charcoal for use on digital screens, reflected in our RGB values. Likewise, Porcelain is often chosen instead of bright white for digital backgrounds.

In print applications, use a CMYK 4-color rich black for larger black objects and backgrounds, and 1-color process black for small type and fine lines to prevent registration issues. White is commonly left as unprinted paper.

### SALTI Yellow

#FFCC02  
 RGB 255, 204, 2  
 CMYK 0, 19, 100, 0  
 PANTONE 116 C

### Black

#16181E  
 RGB 22, 24, 30  
 CMYK 4-Color 30, 30, 30, 100 (Rich black for objects and backgrounds)  
 CMYK 1-Color 100K (Process black for small type and fine lines)  
 PANTONE 532 C

### Ochre

#DBA417  
 RGB 219, 164, 23  
 CMYK 15, 36, 100, 0

### Gold

#A07B2A  
 RGB 160, 123, 42  
 CMYK 34, 47, 100, 12

### Bronze

#7F6220  
 RGB 127, 98, 32  
 CMYK 42, 53, 100, 26

### Porcelain

#F0F2F2  
 RGB 240, 242, 242  
 CMYK 4, 2, 3, 0

### Silver

#9EA8AD  
 RGB 158, 168, 173  
 CMYK 40, 27, 27, 0

### Pewter

#576970  
 RGB 87, 105, 112  
 CMYK 68, 49, 46, 17



# Typography

NEUE HAAS UNICA W1G MEDIUM

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz012345

## Brand typeface: Neue Haas Unica W1G

Neue Haas Unica is a neo-grotesque sans-serif typeface chosen for its classic seriousness and clean readability.

The family of fonts can be activated for free from Adobe Fonts with any Creative Cloud subscription or purchased as stand-alone fonts.

### Substitute typeface

When editable documents need to be shared with users who have not installed our brand font family, substitute Arial. This will prevent substitutions or missing font notifications. Arial is a standard system font on all computers.

NEUE HAAS UNICA W1G REGULAR

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz012345

NEUE HAAS UNICA W1G AVAILABLE WEIGHTS

AaBbCcDdEe  
AaBbCcDdEe  
AaBbCcDdEe  
AaBbCcDdEe  
**AaBbCcDdEe**  
AaBbCcDdEe  
AaBbCcDdEe  
AaBbCcDdEe

In general, keep to the lighter weights

# Typography

## Weights

This is an example of how to style text. Actual sizes will vary depending on your layout, but use these relative weights and proportions as a starting point.

# This is a large title on two lines

TITLE

Neue Haas Unica W1G Medium

## This is an example of a section heading

HEADING

Neue Haas Unica W1G Medium

This is an example of body text. Cullatur sim et reaturibus. Occumque sed eos aut arum inperat et quam alit, qui denda parum tera ipsum dolor sit amet oquesto quam. Fugia sam fugiti quiatur, to que ra iliquae opta doluptaquo volut arioresequia quiam re deles si res estrupt atinulp archiciet ium ium facerna tusdae.

BODY

Neue Haas Unica W1G Regular

Fugia sam fugiti quiatur, to que ra iliquae opta doluptaquo volut arioresequia quiam re deles si res estrupt atinulp archiciet ium ium facerna tusdae. As eost harciet aut officiissiti cuptaqui re voluptiorem dolupta estemquate cus dion remquiam suntiam.

### Here is a subheading

SUBHEADING

Neue Haas Unica W1G Bold

This is an example of body text. Cullatur sim et reaturibus. Occumque sed eos aut arum inperat et quam alit, qui denda parum tera ipsum dolor sit amet oquesto quam. Fugia sam fugiti quiatur, to que ra iliquae opta doluptaquo volut arioresequia quiam re deles si res estrupt atinulp archiciet ium ium facerna tusdae. As eost harciet aut officiissiti cuptaqui.

### Here is a subheading

This is an example of body text. Cullatur sim et reaturibus. Occumque sed eos aut arum inperat et quam alit, officienet omnimusdam estotatur aliquamet dolorer chillo venit alitium ne ea vel molupti bustem voloris doluptae pliquo omnihilita ipsame eum earit ellam, qui.

# Typography

## Letter spacing

Letter spacing, also called tracking, is the distance between individual characters.

### Type size

In body copy, we use the default spacing built into our brand fonts. As headlines become larger, gradually decrease the space between characters for a more polished look.

### Background color

Light type on a dark background will appear to have tighter spacing than dark type on a light background, due to the irradiation illusion. Adjust spacing optically to a comfortable distance.

This is an  
example of text

Neue Haas Unica W1G Medium  
120 pt. size  
-30 tracking (-0.03 em letter-spacing)

This is an example of  
text to show spacing

Neue Haas Unica W1G Medium  
80 pt. size  
-20 tracking (-0.02 em letter-spacing)

This is an example of some text to show  
spacing between characters

Neue Haas Unica W1G Medium  
40 pt. size  
-5 tracking (-0.005 em letter-spacing)

This is an example of some text to show spacing between characters

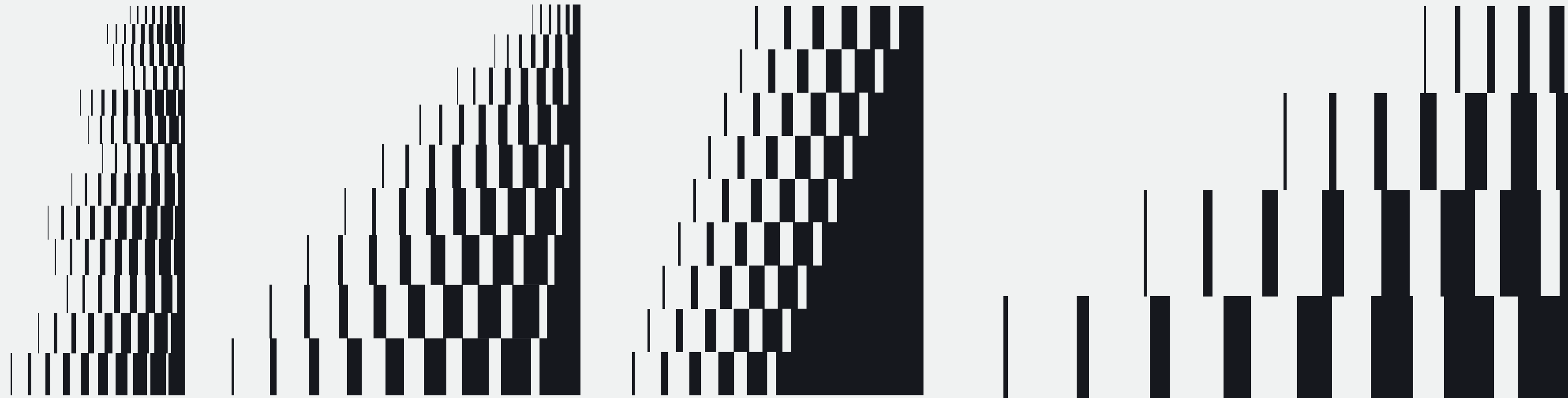
Neue Haas Unica W1G Regular  
20 pt. size  
Default 0 tracking (0 em letter-spacing)

# Graphics

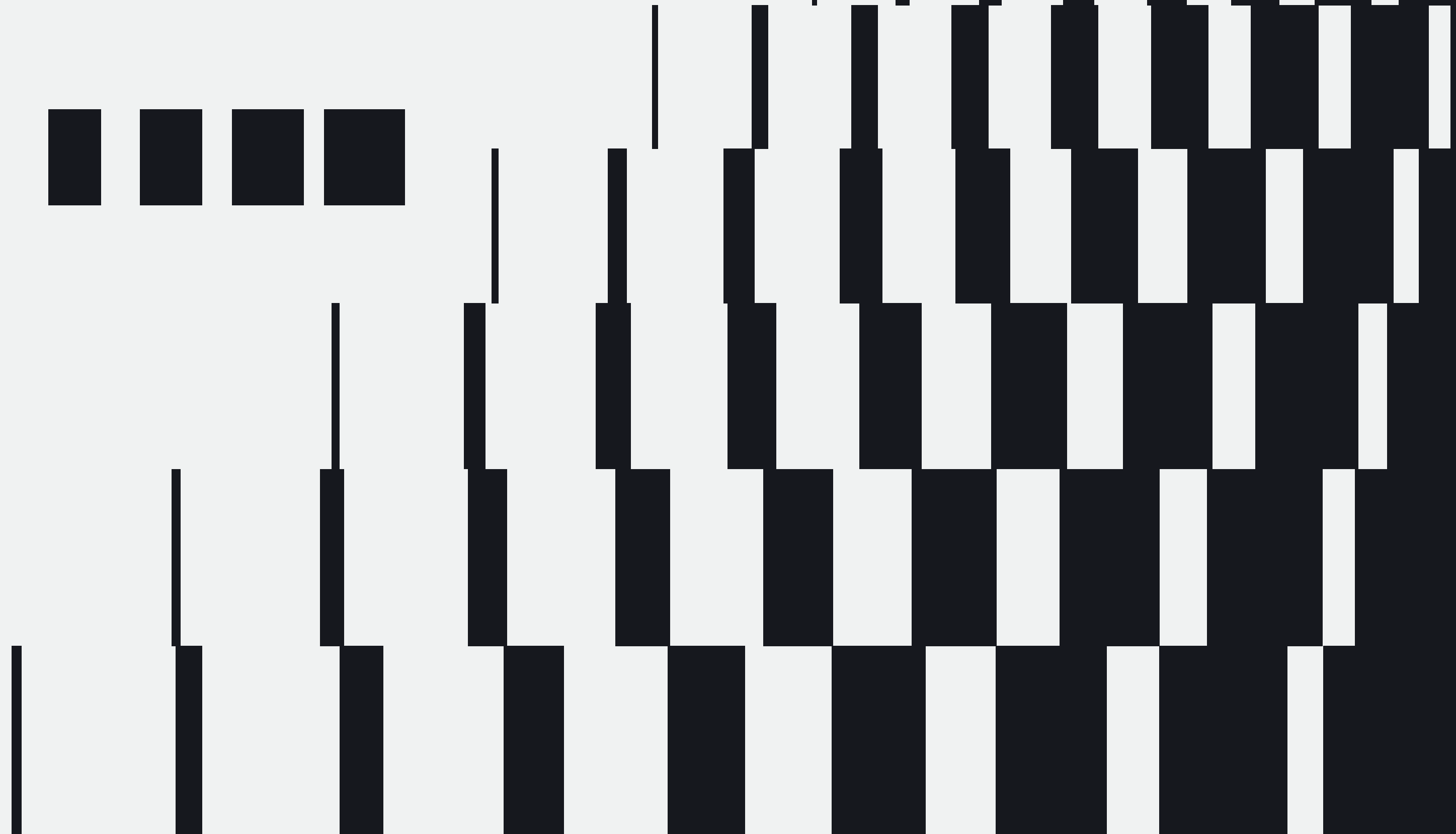
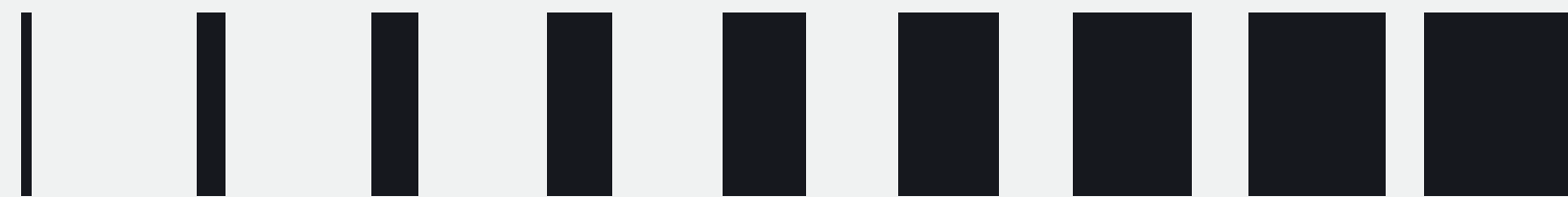
## Progress Bar

We use a graphic motif to symbolize ever-accelerating progress toward a bright future.

The Progress Bar is a building block that can be stacked, stretched, and manipulated to create different shapes and patterns. It is typically colored Black, Yellow, White, or Porcelain.

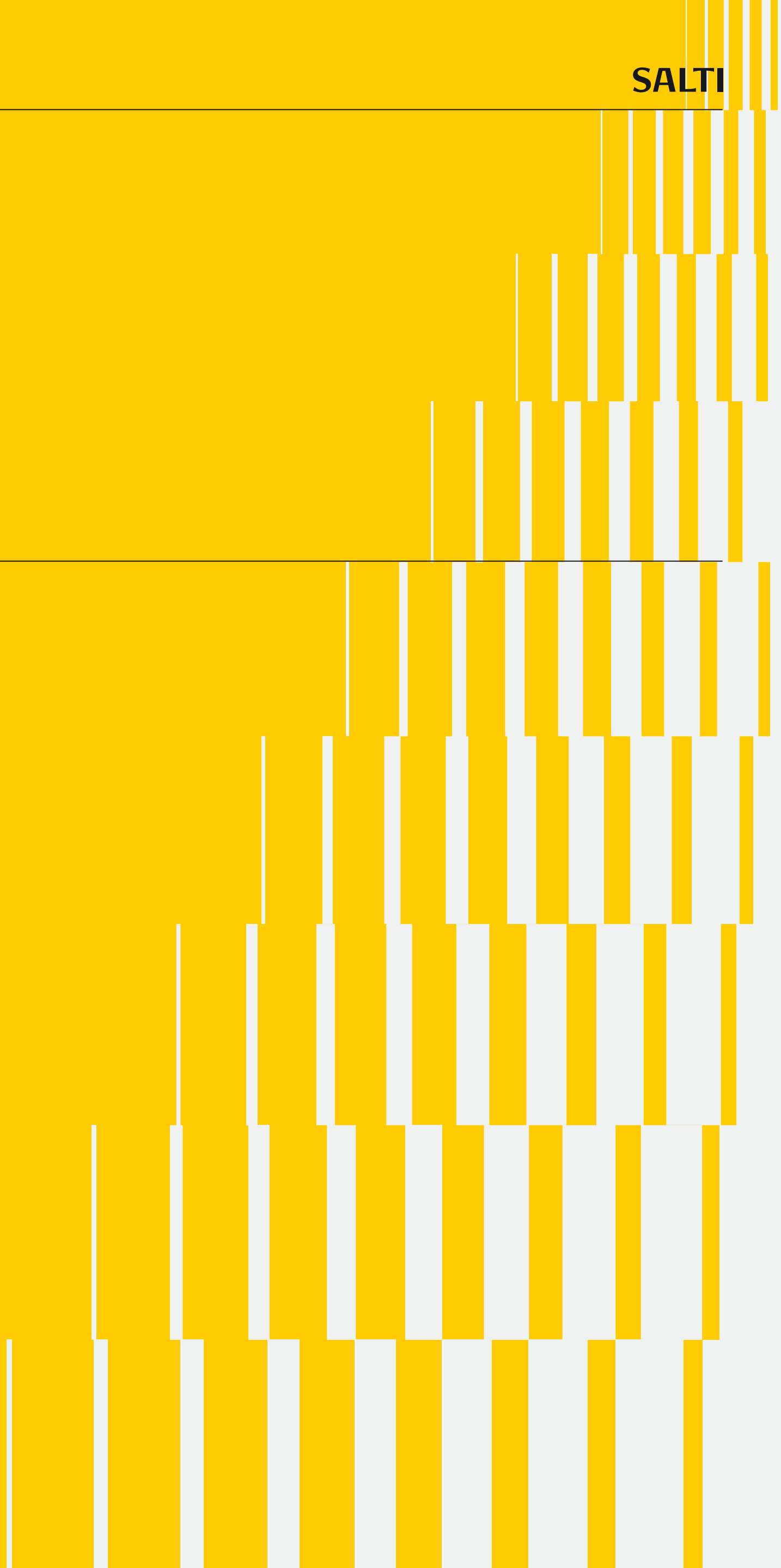


PROGRESS BAR

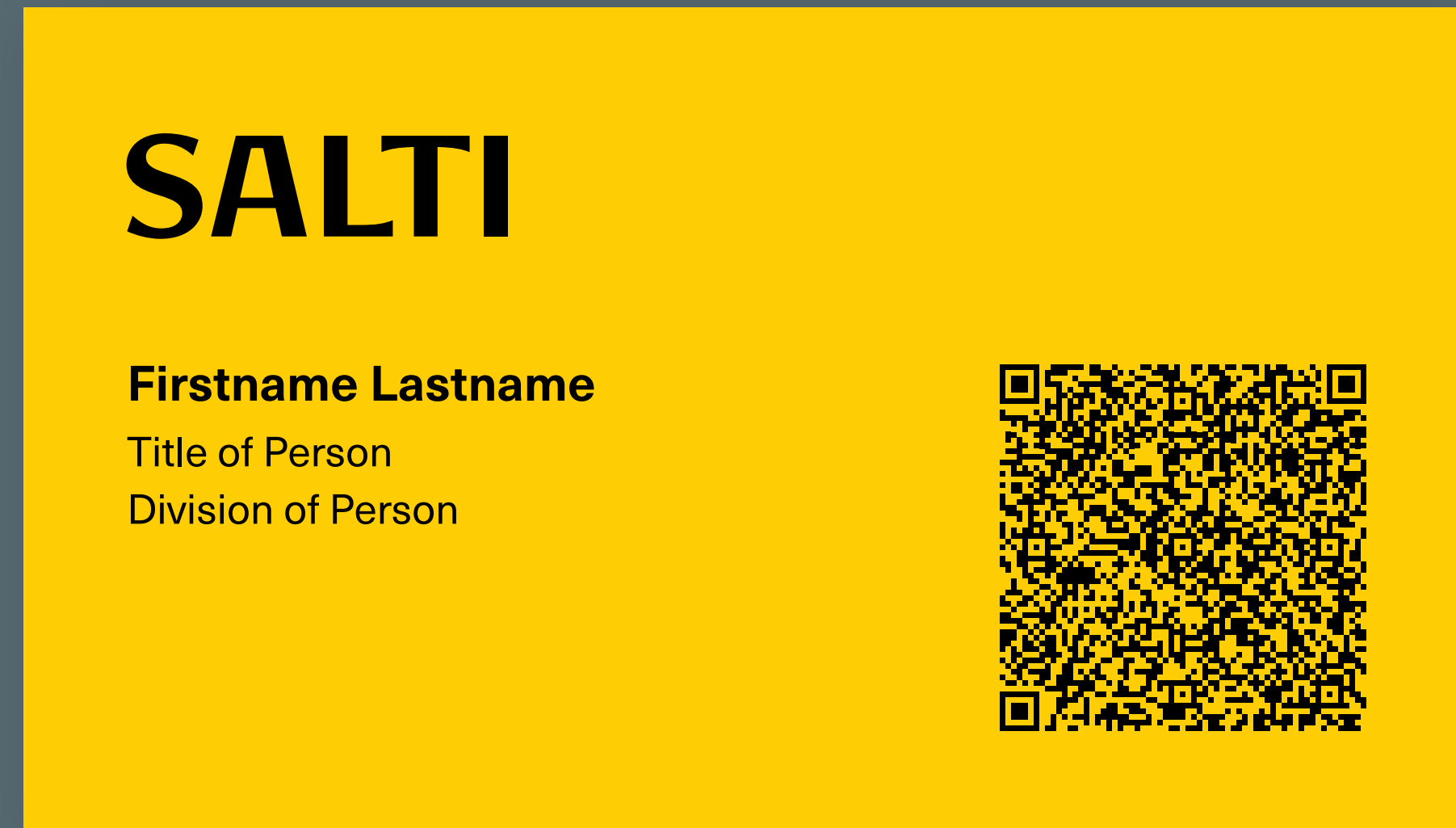


03

Examples



# Business card





# Posts

The primary brand colors Black, Yellow, and White or Porcelain should appear on most documents. Secondary colors can be included for variety.

SALTI



**How Big Pharma Just Might Save the World**

Read on →

Sherif Salti  
@sherif.salti

SALTI

**How big pharma just might save the world**

Read on →

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

→

HERE'S WHY

01

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→

SALTI

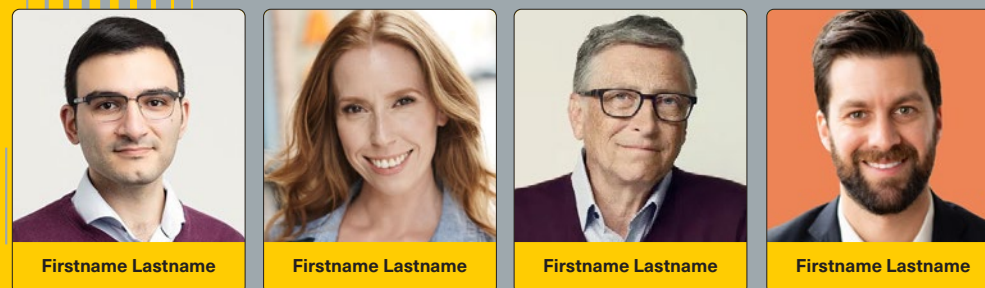
Call to action. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

READ MORE AT SALTI.CO

SALTI

Webinar

**How Lorem Ipsum Dolor Sit Amet Consectetur Ut Adipiscing Elit**



DATE JULY 24, 2024  
TIME 10 - 10:45 AM EST

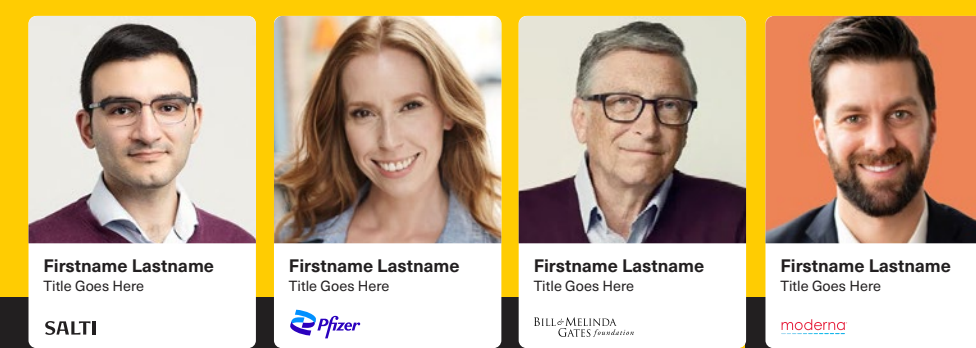
Sign Up →

SALTI

Webinar

**How Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit Magma**

Sign Up →




SALTI, Pfizer, Bill & Melinda Gates Foundation, Moderna

Tues : Feb 28

**National Rare Disease Day**

Raising awareness and generating change for the 300 million people worldwide living with a rare disease, their families and carers.




→



# Website style

**SALTI**    Insights   Solutions   Products   About Us   Join Our Team   [Get in Touch](#)




## Advancing medicine that transforms lives

We partner with pharma leaders who are pushing healthcare forward. Learn how we can help launch products faster.

[Let's Talk](#)   [See Tools](#)


Intro text that shows you understand the need. A bold statement could go here.



**01** A subheading goes here  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

**02** A subheading goes here  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Intro text that shows you understand the need. A bold statement could go here.



**01** A subheading goes here  
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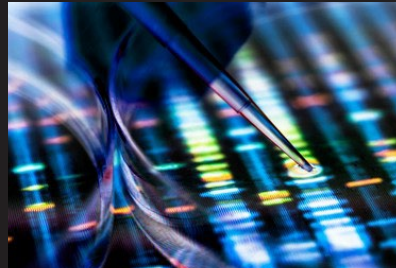

**02** A subheading goes here  
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**03** A subheading goes here  
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**Proven Tools**

<p><b>Capabilities Assessment</b></p> <p><a href="#">→ Learn more</a></p>	<p><b>Integrated Business Strategy &amp; Roadmap</b></p> <p><a href="#">→ Learn more</a></p>	<p><b>Commercial Launch Excellence Playbook</b></p> <p>Access to proven strategies and frameworks to get you commercially ready—fast.</p> <p>(Hover description)</p>	<p><b>Integrated Launch Readiness PMO</b></p> <p><a href="#">→ Learn more</a></p>
<p><b>Capabilities Assessment</b></p> <p><a href="#">→ Learn more</a></p>	<p><b>Integrated Business Strategy &amp; Roadmap</b></p> <p><a href="#">→ Learn more</a></p>	<p><b>Capabilities Assessment</b></p> <p><a href="#">→ Learn more</a></p>	<p><b>Integrated Launch Readiness PMO</b></p> <p><a href="#">→ Learn more</a></p>

**Case Studies**




 <p><small>CATEGORY</small></p> <p>A title here dolor sit amet, consectetur adip wisi enim ad minim veniam quis →</p>	 <p><small>CATEGORY</small></p> <p>A title here dolor sit amet, consectetur adip wisi enim ad minim veniam quis →</p>	 <p><small>CATEGORY</small></p> <p>A title here dolor sit amet, consectetur adip wisi enim ad minim veniam quis →</p>
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**Get insights in your inbox**  
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Enter your email

[Sign Me Up](#)

**Insights**

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# SALTI