

ERP look and feel visual guidelines

CERPS, M-ERP and Global ERP



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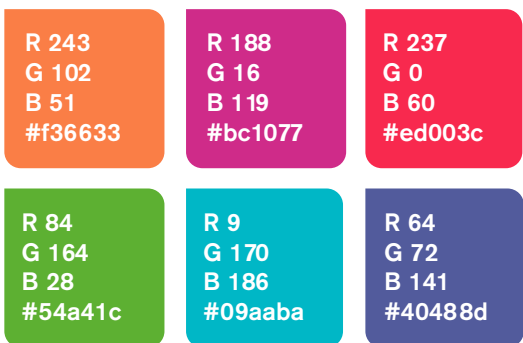
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The wording and examples provided in this document are for illustrative purposes only. Users should go to the Assets folder on the ERP team site to access the final approved assets.

ERP design assets



1. Text and icon container shape with three rounded corners and one sharp corner.



3. Container shape colours

The 3-round-cornered rectangle is the key identifiable shape for ERP. The shape may be cropped off one edge, so long as you can still see its distinctive features. The shape can be aligned to the edge of the page, as long as the full shape is still in full view.

The globe icon shown above right is an icon from GSK's global toolkit. The graphic has been chosen to represent ERP and can be shown on any or all ERP materials.

ERP does not have its own brand. ERP is part of GSK, and all parts of GSK must use GSK's brand. ERP's *look and feel* is simply a specific application



2. Elements of GSK's core brand such as the logo must always be present.

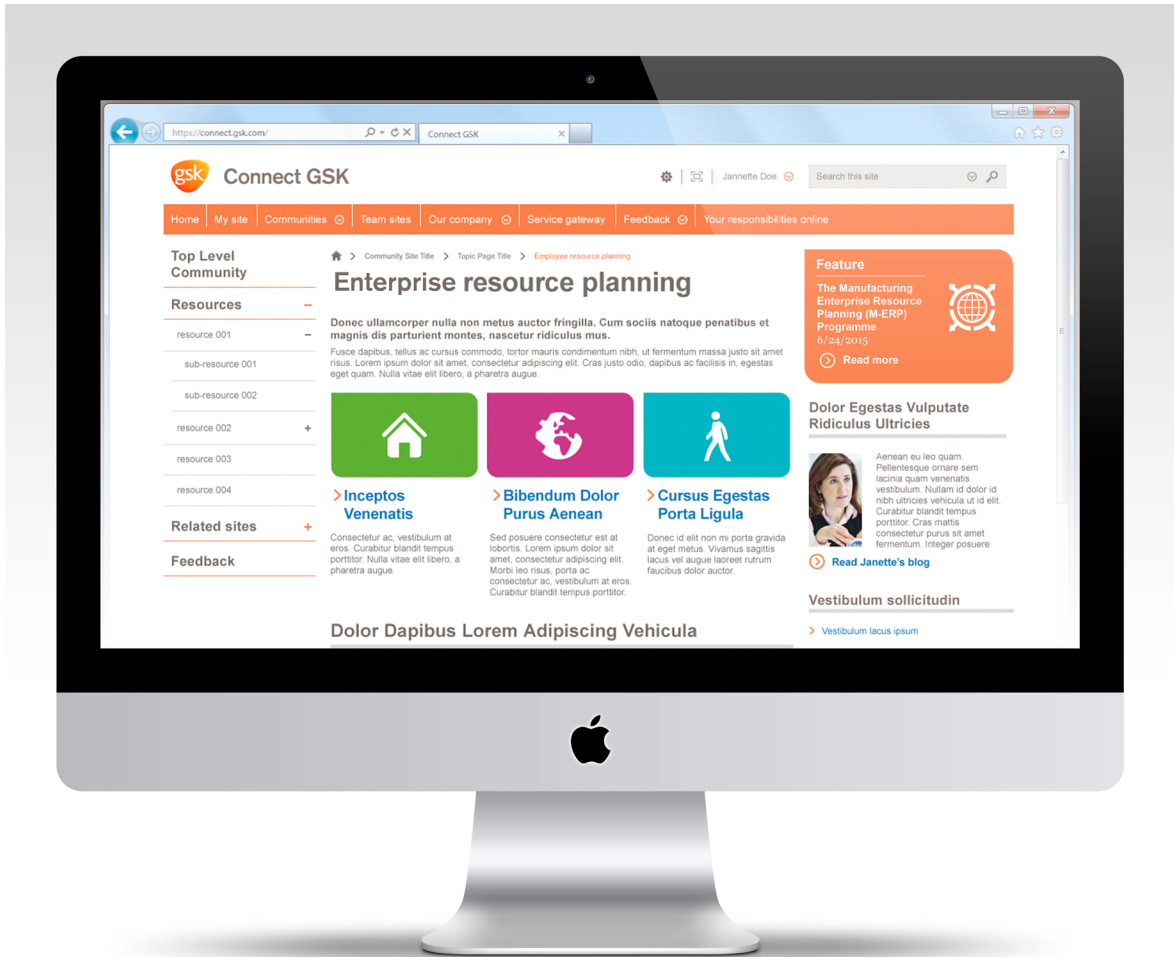


4. Icon representing: global efficiency and process, simplification, making things easier, right product to patient at the right time, taking a complex thing and clearing it up

of GSK's brand selected to make ERP materials identifiable. Therefore, the GSK's logo, colours, fonts and styles must be used. Ensure all guidance from the GSK brand guidelines are followed. Please refer to the main gsk branding guidelines for proper logo usage.

The colours add an element of extra interest which make the materials feel lively and energetic. They are interchangeable, and should be used as such. Don't use any one colour for everything. Over-using one colour would effectively create a sub-brand, and we must be careful not to do that. We are all part of the same company.

Connect GSK intranet design (top half of page)



To fit it in with the rest of the ERP design, the 3-round-cornered rectangle has been used in several places. The first example is shown by the three coloured buttons in the main content. They will be clickable, and different icons can be chosen for these.

The shape is also used as a container on the right-hand side, where the ERP icon has been incorporated as well.

Please see the next page for the full view of the page.

Connect GSK intranet design (continued)

The screenshot displays a web browser window with the URL <https://connectgsk.com/>. The page header includes the GSK logo and the text "Connect GSK". A navigation bar contains links for Home, My site, Communities, Team sites, Our company, Service gateway, Feedback, and Your responsibilities online. The user is identified as Jannette Doe.

The main content area features a breadcrumb trail: [Community Site Title](#) > [Topic Page Title](#) > [Employee resource planning](#). The main heading is "Employee resource planning". Below this, there are three colored boxes with icons and text:

- Inceptos Venenatis** (Green box with house icon): Consectetur ac, vestibulum at eros. Curabitur blandit tempus porttitor. Nulla vitae elit libero, a pharetra augue.
- Bibendum Dolor Purus Aenean** (Purple box with globe icon): Sed posuere consectetur est at lobortis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Curabitur blandit tempus porttitor.
- Cursus Egestas Porta Ligula** (Blue box with person icon): Donec id elit non mi porta gravida at eget metus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

On the left sidebar, there are sections for "Top Level Community", "Resources" (listing resource 001, sub-resource 001, sub-resource 002, resource 002, resource 003, resource 004), "Related sites", and "Feedback".

On the right sidebar, there is a "Feature" box titled "The Manufacturing Enterprise Resource Planning (M-ERP) Programme" dated 6/24/2015, with a "Read more" link. Below it is a section titled "Dolor Egestas Vulputate Ridiculus Ultricies" featuring a profile picture of Jannette Doe and a "Read Janette's blog" link.

The main content area continues with a section titled "Dolor Dapibus Lorem Adipiscing Vehicula". It contains several paragraphs of placeholder text and a list of links:

- > Vestibulum lacus ipsum
- > Aliquam roncus lorem sit amet
- > Sodales varius ut sagittis ligula
- > More from this category

Below this is a "Here's how it works..." section with three steps:

- Step 01: Fermentum Nullam** (Camera icon): Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Curabitur blandit tempus porttitor.
- Step 02: Sit Sollicitudin Mollis Ultricies** (ID card icon): Vestibulum id ligula porta felis euismod semper. Cras mattis consectetur purus sit amet fermentum.
- Step 03: Etiam Amet Risus Mattis** (Person icon): Vestibulum id ligula porta felis euismod semper. Cras mattis consectetur purus sit amet fermentum.

At the bottom of the main content area, there are three "CTA Link" buttons: "CTA Link 01", "CTA Link 02", and "CTA Link 03".

The footer contains:

- Last Modified: 04/02/2014 10:59:26 By: Emma Oakman
- © 2014 GlaxoSmithKline plc. All rights reserved. Registered in England and Wales No. 3888792. Registered office: 980 Great West Road, Brentford, Middlesex, TW9 9GS, United Kingdom.
- Use and access policies

Leaflet design



On the leaflet, the gsk logo only needs to be on the front page, in the top-right corner.

Ensure the ERP shape overlaps the photograph and the lower grey box simultaneously.

Poster design



Ensure the ERP shape overlaps the photograph and the lower light grey area simultaneously.

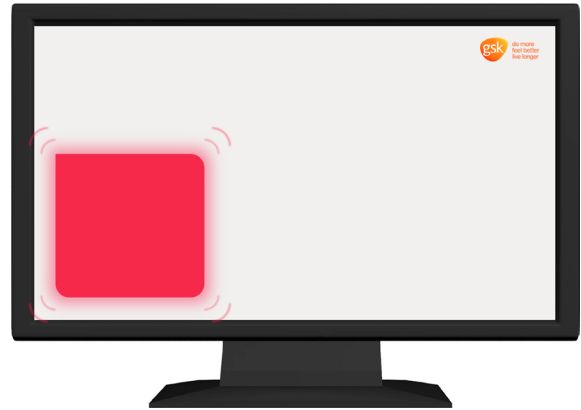
Only use white text within the container shape. Dark grey text can be used within the grey area at the bottom of the page.

This poster example demonstrates a purple container shape, but this is just one example. Any of the colours from GSK's secondary colour palette could potentially be used.

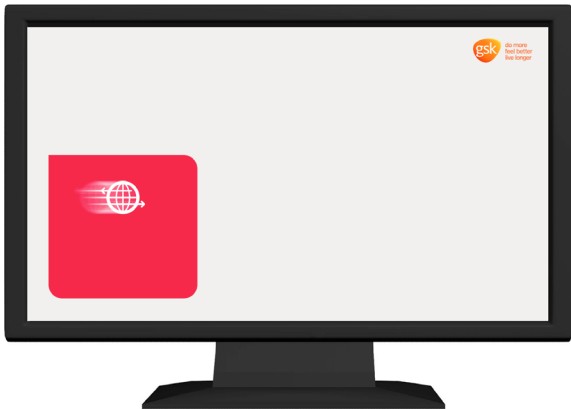
Video design (splash page)



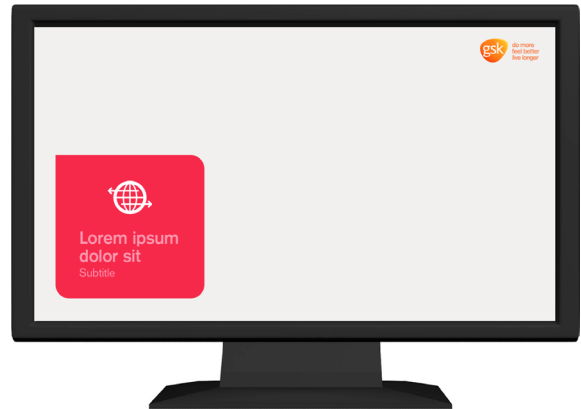
Step 1: Rectangle slides in from the right side of the screen.



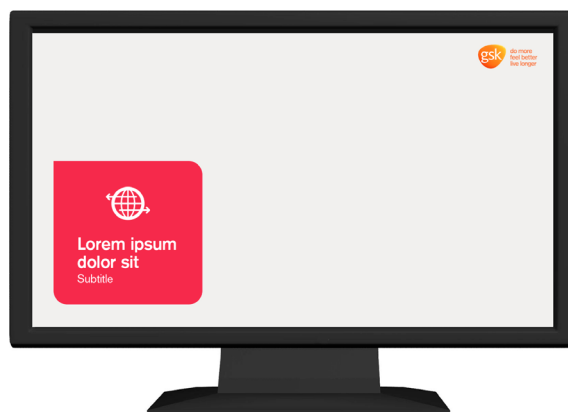
Step 2: Rectangle stops at the left side of the screen and pulses once (like a heartbeat).



Step 3: Globe icon slides in quickly from the left.



Step 4: Globe stops as text begins to fade in.



Step 5: Text is fully faded in and entire graphic is now visible as a whole.

The above graphics show the title sequence animation that will precede the video, with a brief description detailing each step..

The background demonstrated here is simply grey, but it could be an image or video instead.

Video design (lower third page)



A lower third is a graphic device commonly used in video presentations, typically to contain information about what is currently on screen.

The ERP 3-round-cornered rectangle is applied here as the graphic holding device for information, such as the person's name, his/her role, and perhaps what he/she is talking about.

Be careful to keep the rectangle in the lower third of the frame without covering up any important action.

The rectangle in this example is red but it can be shown in any of colors from the ERP palette. It is better to mix the colours up rather than over-using one colour throughout the whole video. Using too much of one colour would look too much like a different brand apart from GSK.

All videos must end with GSK's heartbeat animation.

Plasma/PowerPoint design



This plasma design will be used on screens located throughout GSK sites.

Ensure the ERP 3-round-cornered rectangle is prominent enough, and that it sits in a location

that doesn't interfere with the subject matter of the image (i.e. sitting too closely to or covering a person's face).

The rectangle can be shown in any of colors from the ERP palette.

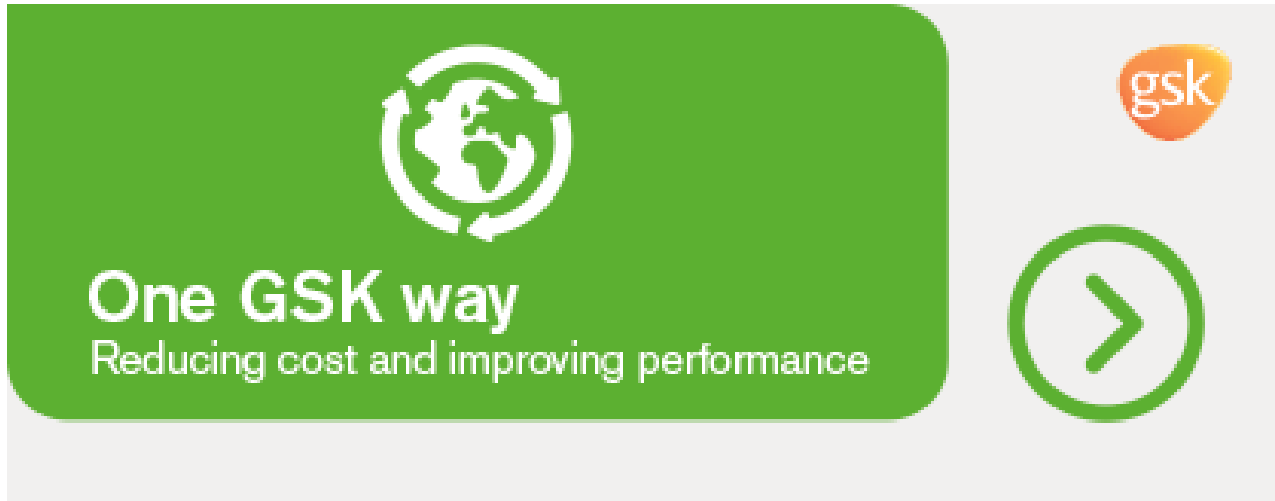
Pull-up banner design



Pull-up banners are fully portable, self-contained, printed advertising systems. The printed graphic containing the design pulls out of a retractable base to create a free standing 2m+ advertising display.

Keep all text as high as possible on the layout for better legibility. Text near the bottom will be more difficult to read, as it will be below eye level. The rectangle in this example is green, but it can be any of colors from the ERP palette.

Office signage design



The above shows the design for office signage. Please use the arrows shown here to indicate the correct direction of the sign. The ERP 3-round-cornered rectangle must sit in the upper left corner, and the background must be the light grey colour.

The rectangle can be shown in any of colors from the ERP palette. Whichever colour you choose for the container shape, choose the same colour for the arrows. Ensure the arrow is aligned with the bottom of the container shape.

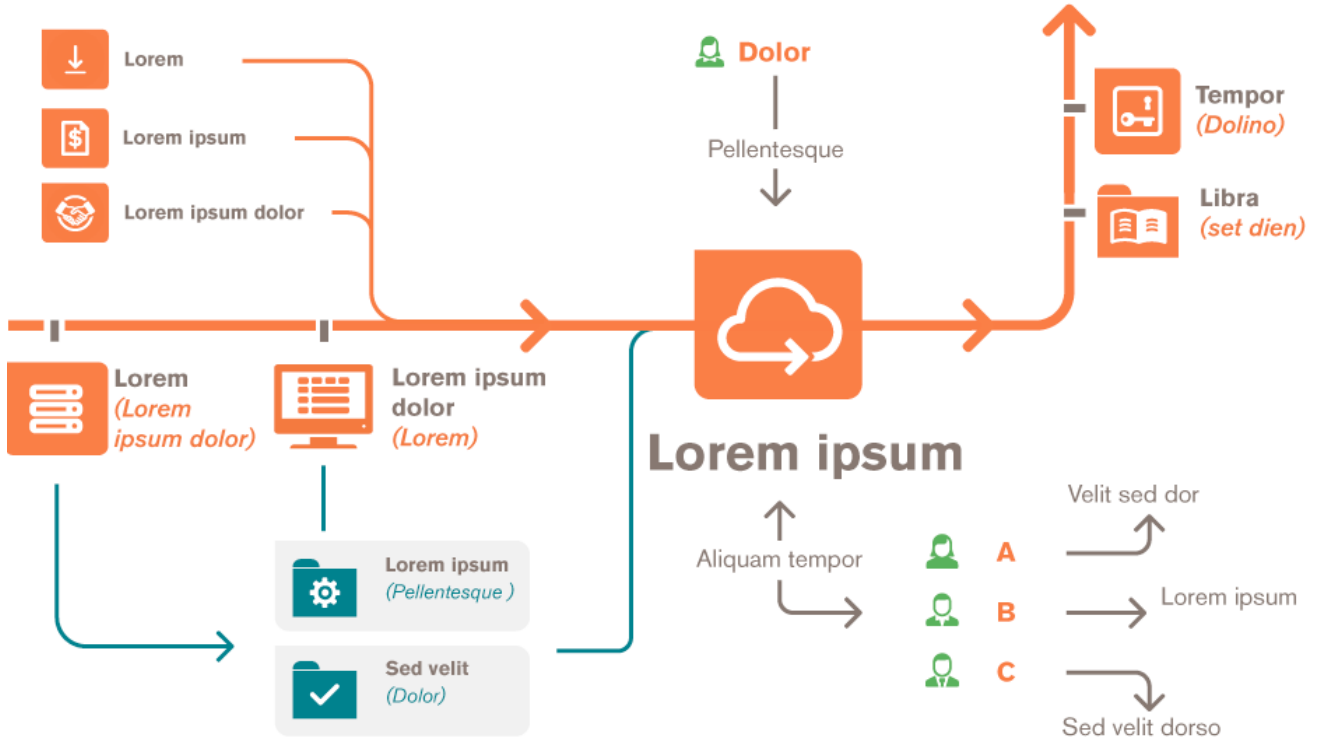
Email header design



The above shows the design for email headers. Ensure there is a grey rectangle on the left to keep the ERP design consistent.

Only use white text and a white logo within the ERP 3-round-cornered rectangle. The rectangle can be shown in any of colors from the ERP palette.

Digital roadmap design



The digital roadmap is designed as per the GSK guidelines and has a lot of flexibility. The lines can be used however needed, as long as the main line is thicker than the rest. Use the ERP 3-round-cornered rectangle shape to hold any icons. Ensure the main line and its icons are orange.

Use the arrow icon to show the correct flow and direction of the line.



Icon set



Use this currency icon to represent **finance/cost savings**



This is an alternative **currency icon** design. Use at your preference.



Use this speeding truck icon to represent **faster delivery/quick decision-making**



Use this icon to represent **efficiency** and/or **improvements**



Use this icon to represent **simplification, standard global platform** and/ or **world class organisation**



Use this icon to represent **patient focused**



This information icon is to be used in **comms**



This hands icon is to be used when portraying **partnership/working together**

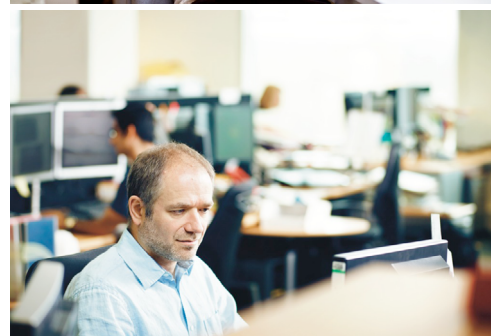


Photography

(Click an image to download)

Our hero photography is authentic, emotive, aware, vibrant and engaging.

Photography should celebrate the life of the person, capturing positive and genuine emotions. Although posed, they should reflect a snapshot of the person's life and how they naturally act in front of the camera. Our photography needs to be believable to create an emotional connection with the viewer. People should be wearing their own clothes and photographed in an environment that provides context to their lives and is a background that is natural to them. Portrait photography should concentrate on the person as the focal point and not their environment. The person should be expressive and happy without becoming contrived or unnatural.



Photography (continued)



This proof document was prepared by

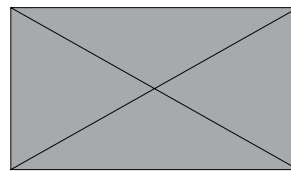
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As an internal service, we are uniquely placed to understand the GSK infrastructure, audiences and brand guidelines. The DMS team can help advise you on the best solution to connect with your audience on a local and global scale.

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We have on-site teams in GSK House, Stevenage and the Navy Yard, augmented by our partner with personnel in London, Plymouth, LA, Abu Dhabi and around the world.

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