

Baxter

HANDLE WITH CARE



corporate identity system

summary guide

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HANDLE WITH CARE

MET ZORG HANTEREN

UTILISER AVEC SOIN

SORGSAME HANDHABUNG

TRATTATE CON CURA!

TRATAR COM CARINHO

TRÁTESE CON CUIDADO

精心呵护

精心呵護

大切に扱うもの

처리시 주의 요함

The Baxter corporate brand is the way we do business; and the way we treat our customers, our colleagues and our communities. Our brand defines who we are and where we're going as a company. It establishes what we stand for and the value we bring to our customers who rely on our products and services to save and sustain lives. It also reflects the passion and commitment of Baxter employees who come to work every day knowing that they touch the lives of thousands of patients around the world. It is for these reasons that the Baxter brand must be managed as the important asset it is. **Handle with Care** is more than a phrase. It is an imperative that ensures that everyone who touches the Baxter brand either verbally or visually ensures that it is respected and applied with the utmost sensitivity. This corporate identity summary guide helps employees manage our most important asset by providing an overview of our graphic standards and giving guidance on how to apply them. The guide is supported by an Intranet website where detailed guidelines, specification sheets, graphic examples and templates are available. Please visit the corporate identity Intranet site at corporate.inbaxter.com/corp_id.

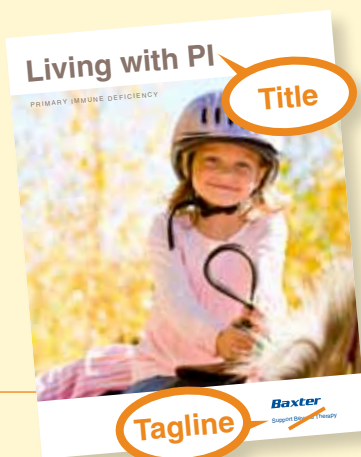
voice

does Baxter have a corporate tagline?

Baxter does *not* have a corporate tagline. A tagline is a slogan consistently used in marketing to promote a brand or product and is often closely associated with a logo. The Baxter wordmark should *never* be associated with a tagline.

Titles vs. Taglines

Titles on collateral pieces and other applications provide the opportunity to include elements of corporate, business or product messaging. In the example below, “Living with PI” is the title and main message of the brochure. A tagline is *incorrectly* displayed near the Baxter wordmark.



While Baxter is made up of different businesses with different areas of focus in different countries worldwide, we share a common purpose and enduring commitment to save and sustain lives. Said differently, what we have in common is our corporate DNA.

Baxter's brand is about so much more than a name and a wordmark. It's the passion and commitment that runs deep and influences how we support customers and patients around the world. This emotional story of purpose ties our company together and builds demand for our products. Aligning our shared purpose through every single point of communication — in employee communications, publications, websites, correspondence, presentations, and more — is how we capture and share the full value of Baxter's brand. We need to present Baxter in a consistent way with consistent messages. We need to speak with one voice.

One Voice.

Official Company Description

Whenever you need a general description of Baxter for internal and external corporate and marketing communication materials, use the following:

Baxter International Inc., through its subsidiaries, develops, manufactures and markets products that save and sustain the lives of people with hemophilia, immune disorders, infectious diseases, kidney disease, trauma, and other chronic and acute medical conditions. As a global, diversified healthcare company, Baxter applies a unique combination of expertise in medical devices, pharmaceuticals and biotechnology to create products that advance patient care worldwide.

Our Mission

We are a global diversified healthcare company applying innovative science to develop specialty therapeutics and medical products that save and sustain patients' lives.

Our Vision

Baxter's vision is to be:

- recognized and trusted worldwide
- a preferred partner in improving the quality of and access to healthcare
- an innovator in science and technology
- the leader in our markets
- a high-quality investment
- a rewarding place to work and develop
- socially responsible members of our communities

Our Global Businesses

BioScience: Baxter's BioScience business is a leader in recombinant and plasma-based protein replacement therapies to treat hemophilia and other bleeding disorders; plasma-based therapies to treat immune deficiencies, alpha 1-antitrypsin deficiency, burns and shock, and other chronic and acute blood-related conditions; products for regenerative medicine, such as biosurgery products; and vaccines.

Medical Products: Baxter's Medical Products business manufactures products used in the delivery of fluids and drugs to patients. These include intravenous (IV) solutions and administration sets, premixed drugs and drug-reconstitution systems, IV nutrition products, infusion pumps and inhalation anesthetics. The business also provides products and services related to pharmacy compounding, drug formulation and packaging technologies. In addition, Baxter's Medical Products business is a leader in Renal home-based therapies, such as peritoneal dialysis, and offers other products and services for people with end-stage kidney disease.

Five Core Messages

Use the following corporate messaging guidelines when talking and writing about who we are and what we do.

1. Diversified Portfolio and Expertise

Baxter is a different kind of healthcare company. Our diversified healthcare model leads to competitive advantage and furthers our ability to innovate.

2. Global Healthcare Company

Baxter is truly an international company with a strong global brand and broad geographic reach.

3. Innovation in Science and Technology

We apply science and technology in creative ways to develop products that help save and sustain lives.

4. Focused on Life-saving and Life-sustaining Products

We make medically necessary healthcare products that are relied on by patients in both developed and developing markets.

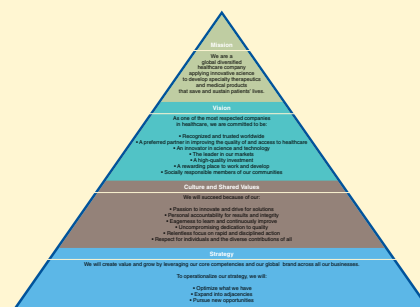
5. Sustainability is Integral to our Business

At Baxter, we use the term "sustainability" to describe our long-term approach to balancing our business priorities with our social, economic and environmental responsibilities. These efforts align with and support the company's higher purpose of saving and sustaining lives.

more on messaging

Baxter Strategic Framework

Baxter's strategic framework articulates who we are and where we are going as a company. It communicates that sustainable success at Baxter will be the result of a combination of interrelated factors, including mission, vision, culture, strategy and operational focus. Employees around the world need to be champions of this in Baxter and outside the company.



Find the Baxter strategic framework on the Baxter Intranet in "About Baxter."

nomenclature

Baxter is the principal name under which the company markets its products and services. A core brand strategy ensures that Baxter is always the clear and visible company behind our products and services.

important!

Never refer to Baxter Healthcare Corporation as Baxter Healthcare or Baxter International Inc. as Baxter International when first referencing the formal name of the company. Thereafter, you may refer to the company as “Baxter” in body copy.

There are *no* commas in Baxter International Inc.

There are *no* abbreviations or commas in Baxter Healthcare Corporation; and “Healthcare” is one word — not two.

~~Baxter Health Care Corp.~~

~~Baxter Healthcare Corp.~~

~~Baxter International, Inc.~~

Holding Company: Baxter International Inc.

Note: There are no commas in the holding company name.

In general, the holding company name is used only on select corporate documents such as legal documents for the holding company, stock certificates, financial reports, corporate news releases and stationery.

Principal U.S. Operating Subsidiary: Baxter Healthcare Corporation

Note: There are no abbreviations or commas in the name and “Healthcare” in the company name is one word — not two.

As the principal operating company, Baxter Healthcare Corporation has the primary presence in the U.S. marketplace. Baxter Healthcare Corporation must be used on all U.S. external communications such as stationery, forms, advertising and marketing collateral. Baxter Healthcare Corporation, the complete company name, must be used initially when referencing the company in body copy of advertisements or brochures. “Baxter” should be used for subsequent references.

Baxter International Inc. vs. Baxter Healthcare Corporation

It is important to keep Baxter International Inc. and Baxter Healthcare Corporation distinct for legal and tax reasons. Baxter International Inc. (BII) is incorporated in Delaware and its two primary, direct subsidiaries are Baxter Healthcare Corporation (BHC) and Baxter World Trade Corporation (BWTC).

- Baxter Healthcare Corporation is a subsidiary of Baxter International Inc. and is the Baxter entity qualified to do business in the United States. Baxter Healthcare Corporation does not have offices or nexus outside of the country. U.S. business entities are units of Baxter Healthcare Corporation and not of Baxter International Inc.
- Baxter World Trade Corporation is the main holding company for non-U.S. subsidiaries. However, it should never be used externally on business papers or other communications materials without consulting Baxter's Corporate Tax team. Country business entities have distinct legal entity names under which they operate; for example, Baxter Corporation in Canada, Baxter Healthcare Limited in the United Kingdom and Baxter S.A. in Belgium. Contact Baxter's Office of the General Counsel in Deerfield for a full listing of Baxter legal entity names.

Corporate Endorsement

How we communicate the relationship between the corporation and its business units both verbally and in body copy (e.g., correspondence, press releases, brochures, etc.) is called endorsement. Global businesses (GBUs) and global franchises (GFs) are not legal entities. GBUs and GFs are descriptive names. Therefore they should never be used in any official paperwork (e.g., enrolling in a professional organization, entering an award, etc.). Official paperwork requires the use of the Baxter name ONLY. The use of the Baxter name with a GBU or GF is strongly discouraged. However, verbally and in business text it is acceptable in specific circumstances. It is not allowed in marketing under any circumstances. Use the following as guidance:

- Baxter's global business units (GBUs) (BioScience and Medical Products) are described as a "business" when referenced in body copy. Global franchises (GFs) are units of a GBU and are referenced as "global franchises" or "franchises." Do not use the term "division" to describe either a GBU or GF.
- NEVER use "Baxter" + GBU name as a formal business name. Describe a GBU as "Baxter's BioScience business" or "Baxter's Medical Products business."
- NEVER use "Baxter" + GF name as a formal business name. Examples of correct business endorsement terminology (verbal and descriptive text only) include:
 - BioTherapeutics, a global franchise of Baxter
 - the BioTherapeutics franchise
 - Baxter's BioTherapeutics franchise
 - BioSurgery, a franchise of Baxter's BioScience business
 - John Smith, president of Hemophilia, a franchise of Baxter's BioScience business
 - The Renal global franchise of Baxter
 - Baxter's Specialty Pharmaceuticals franchise
- To indicate a Baxter presence in a geographic market, countries may use "Baxter" + the country name (e.g., Baxter Canada), as descriptive text in body copy ONLY (e.g., press release, employee communications). Do not use "Baxter" + country name in place of a country's legal entity name. Refer to "Region and Country Designation" on Page 7.
- NEVER use "Baxter" + therapy or service name as a formal business name. When referencing a therapy, service or group of products within a GF, follow these examples of correct endorsement terminology:
 - Baxter's anesthesia products
 - Jim Smith, vice president of Baxter's nutrition products

Corporate Signature

The Corporate Signature is another mechanism that helps to establish the relationship between the corporation and its businesses. Examples of how to apply the Corporate Signature can be found on Page 28.

no logos or taglines for GBUs or GFs!

Global business units (BioScience and Medical Products) and global franchises (Hemophilia, BioTherapeutics, Vaccines, BioSurgery, Renal, Specialty Pharmaceuticals, Fluid Systems and BioPharma Solutions) are NOT legal entities. No logos or taglines may be created at any time for GBUs or GFs. The GBU and GF names must NEVER be used in a font other than the approved corporate typeface. These fonts may not be manipulated to create a wordmark/visual. GBU and GF names must NEVER appear with an official tagline.

Campaigns may be created to communicate a consistent GBU or GF message. See Pages 26 – 27 for campaign guidelines and examples.

branding/identity at a glance

Baxter’s brand is a corporate identity dominant system – in all of our communications we lead with Baxter as the master name. Effectively communicating about Baxter means that our message is consistent, as is our visual identity, which is displayed according to a well-defined hierarchy.



customer relevance

Campaigns may be created by global franchises/therapies/services to convey a common message or platform. (See Pages 26 – 27 for more about campaigns.) What constitutes the need for a campaign is customer relevance. Sample questions to test customer relevance include:

- Does the franchise/therapy/service represent a product or family of products that target a condition or disease?
- Does the franchise/therapy/service target a singular customer base with distinct requirements; e.g. nutritionists, surgeons, anesthesiologists, hemophilia patients, renal patients, MOHs (vs. general categories of doctors, nurses, hospitals and patients)?
- Is there a compelling market need that requires distinct messaging and/or visuals to differentiate your franchise/therapy/service from competitors?

Our Approach

The way we organize ourselves within our company is not necessarily meaningful to our customers or patients. By reducing the layers of information between customers and the products they need, we reduce confusion and provide information that is most relevant. Use the guidance on the next two pages to communicate the Baxter brand.

Baxter’s brand hierarchy illustrates strong brand definition at the two ends of the spectrum. The corporate “Baxter” brand represents the Baxter Blue thread that runs throughout the company. Strong product brands demonstrate the flexibility and creativity needed to reach our customers, differentiate our products and successfully compete in our markets.

To maintain organizational flexibility over time, we downplay aspects of our business that are organizational in nature. We do not allow creative branding (for example, logos and taglines) of our global businesses or their respective franchises. They must use the Baxter wordmark when representing themselves as a business or franchise and apply guidance for business designations when associating their name with the wordmark.

Global Business Unit (GBU) Designation

Baxter has two businesses: BioScience and Medical Products. No independent branding, logos or taglines may be created for GBUs. GBUs must use the Baxter wordmark and may represent their business name as text using the approved Helvetica font. Apply the guidance in the “business/franchise designations” sidebar on Page 7 to properly associate a GBU name with the Baxter wordmark. Old business logos must be retired, including the Baxter BioScience wordmark, the Renal “swoop,” and Medication Delivery’s U.S.-region logo.

Global Franchise (GF) Designation

Baxter has designated global franchises: GFs cannot brand themselves with separate logos or taglines; they must use the Baxter wordmark. GFs may represent their franchise name as text using the approved Helvetica font and apply the guidance in the “business/franchise designations” sidebar to properly associate their name with the Baxter wordmark. Global franchises may also create “campaigns” to convey a common message or platform. What constitutes the need for a campaign is customer relevance. See the “customer relevance” sidebar for sample questions to test customer relevance. Also see Pages 26 – 27 for examples of acceptable campaign strategies.

Region and Country Designation

Guidance regarding business designations also applies to regions and countries. Regions and countries cannot create logos or apply taglines; however messaging is allowed as titles or in body copy. To indicate a Baxter presence in a geographic market, countries may use “Baxter”+ country name (e.g., Baxter Canada) as descriptive text in body copy ONLY (e.g., press release, employee communications). Never use “Baxter”+ country name as a formal or legal business name or refer to it as the operating name of the business (e.g., Baxter Japan is a subsidiary of...).

Therapy Branding

Therapy branding as an “identity” is not allowed. Therapies exist as a way to communicate with our customers. It allows us to encompass products or synergies that exist as a result of a condition or disease. Therapies cannot create logos or taglines to represent themselves. Therapies may however create “campaigns” to convey a common message or platform. What constitutes the need for a campaign is customer relevance. See the “customer relevance” sidebar on Page 6 for sample questions to test customer relevance. Also see Pages 26 – 27 for examples of acceptable campaign strategies.

Service Branding

Service branding as an “identity” is not allowed. Since Baxter provides the services, the marketing of services must use the Baxter wordmark on materials and cannot create logos or taglines to brand specific services. The marketing of services (e.g., pharmacy compounding) is allowed through the creation of a campaign to convey a common message or platform. What constitutes the need for a campaign is customer relevance. See the “customer relevance” sidebar on Page 6 for sample questions to test customer relevance. Also see Pages 26-27 for examples of acceptable campaign strategies.

Product Branding

Product branding allows for customer recognition and market differentiation and includes the use of logos, colors and taglines. These may appear on marketing collateral but must be visually separate from the Baxter wordmark. Refer to the Marketing Communications section beginning on Page 26 for more information.

Subsidiary Branding

Certain Baxter businesses have a strong customer-facing presence in the market that targets specific customer segments; for example, BioLife and BioPharma Solutions. These organizations may develop a separate system (logos, colors, taglines) to differentiate themselves in their markets. Refer to the sidebar on “Business Designations” to see how business names should be associated with the Baxter wordmark.

Joint Venture or Partnership Branding

If a partnership requires the accommodation of two logos, maintain a separate and equal balance between the Baxter wordmark and the partner's logo. If the partner has no logo, the appropriate Baxter business and the Legal function will determine if use of the Baxter wordmark is appropriate or if the entity name is all that is required. Refer to the “equal and balanced” rule on Page 9 when associating other company logos with the Baxter wordmark.

Acquisition Branding

The acquisition of a company with its own corporate identity will require a transition phase to allow for seamless integration into the Baxter brand and corporate standards. To alleviate confusion with customers, providers and patients, short-term standards have been established that will allow the use of dual-logos for a specific timeframe. Interim standards for acquisition brand management can be found on pages 43 – 46. All acquired companies must follow these standards and integrate into the Baxter brand as efficiently and effectively as possible.

business/franchise designations

Association with the Wordmark

A business/franchise name or designation may be used on collateral material, but should never be directly associated with the Baxter wordmark. The wordmark must never be grouped with business/franchise/product names, taglines or logos.

4 “B” Rule

The rules for clear space around the wordmark must always be followed and additional clear space incorporated in the case of business/franchise designations. A minimum distance equal to the height of 4 “B” spaces is required, and greater space is preferred when space allows.

Stylized Business/Franchise Names

Do not stylize business/franchise names to appear as a wordmark or logo. They should appear in the appropriate corporate typeface, typically Helvetica Bold or Helvetica Medium without any special letterspacing. Refer to the guidelines and examples on Pages 28 – 31 regarding the Corporate Signature for type size, style and placement of a business/franchise name or region on advertising and print collateral.

wordmark

The Baxter wordmark is the foundation of the Baxter Corporate Identity System. It is the one element that must be used to represent the corporation and its operating units on all business media worldwide. To protect the Baxter name, the wordmark must be handled with extreme care.

The wordmark must appear on all company documents, internal and external. It should be placed on the front cover of all collateral and on the bottom of all advertising. It may appear in Baxter Blue or black on a white or light-colored background or reversed to white out of any dark colored background that provides ample contrast for readability. Refer to the Corporate Color Palette on Page 15 for color specifications. In instances where a special material is necessary, such as signage or promotional items, the wordmark may appear in silver, gold or bronze. On printed communications, the wordmark may be blind embossed or debossed, varnished in gloss or dull, or die cut. Approval must be obtained from Corporate Communications for all instances where a metallic ink or foil stamp is desired for the wordmark in printed materials.

Baxter

Baxter

Baxter

what is a wordmark?

A wordmark, sometimes called a logotype, is a distinct text-only typographic treatment used to communicate a company or product name. A logo is a graphic symbol or icon often used in conjunction with a wordmark.

Always use the master artwork!

The Baxter wordmark is not a font. It is a distinct typographic treatment. Never recreate, alter or manipulate the Baxter wordmark in any way. Always use the master artwork files provided without any alterations!

The logo may be reversed to white out of any color that provides ample contrast. *Blue box shown above is for illustration only; the wordmark must not be placed within a box or other containing shape. Refer to wordmark don'ts on Pages 12 – 13 for how to properly display the wordmark.



Clear Space Rule: Positioning the wordmark with design elements

The Baxter wordmark must be surrounded by a precise measurement of space represented by the letter "B" in the wordmark when positioning it with visual or design elements. A minimum clear space of at least one "B" height must always be maintained. This space should remain completely clear of all text, graphics, a document edge or signage edge, etc. When the layout area permits, an increased amount of clear space surrounding the wordmark (beyond the minimum requirement) is recommended.



4 "B" Rule: Associating business names, logos and text with the wordmark

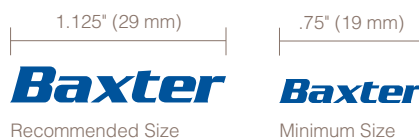
The Baxter wordmark should always stand on its own and should never be grouped with other elements. Additional clear space must be incorporated around the wordmark when placed near text, business designations, product logos or program/campaign logos. At a minimum, a distance equal to the height of 4 "B" spaces is required. More white space is preferred whenever possible.

Equal & Balanced Rule: Balancing the wordmark with partner logos

It is important that the Baxter wordmark is visually separate from other wordmarks or logos. The Baxter wordmark may not be grouped together or connected to another company logo to create a new graphic element. The two must be sized equally (one is not larger than the other) and appear visually separate (balanced) according to the 4 "B" rule. It is preferred that the two logos be positioned at opposite ends of a page layout. Refer to the corporate identity Intranet site for additional guidance on Baxter joint ventures and partnerships.

Size

The minimum size that the Baxter wordmark should appear is .75 inches (19 mm) in print or promotional applications, or 90 pixels in electronic applications. The recommended size for the wordmark in print applications, on publication covers and within the Corporate Signature, is 1.125 inches (29 mm).



wordmark band



Wordmark Band

In certain instances, for example on forms and checks, packaging and labeling, primary facility signage, vehicles and other applications, the wordmark must reverse to white out of a Baxter Blue band. If this is not possible, the wordmark implied band may be used. If, for any reason, a band cannot be used on any items specified, you must document the reason and apply for an exception through your business marketing communications and regulatory Standard Operating Procedures (SOPs) and from Corporate Communications.



Wordmark Implied Band

The wordmark implied band is primarily used on interior or exterior signage. All specifications and guidelines for the wordmark band, as detailed on the following page, must be followed for the wordmark implied band. The only difference is that the band is implied with horizontal rule lines positioned above and below the wordmark, as shown above. The rule lines should appear in Baxter Blue. When the wordmark implied band is used in signage, the rule lines should appear in a metal or stone finish.

When the length of the wordmark is 1.125 inches (29 mm), the thickness (stroke weight) of the rule lines should measure .25 pt. External requests for these files must be made through the appropriate Baxter project contact and comply with Baxter usage policies. Requests may also be directed to Corporate Communications.

Important: When scaling the artwork as vector art, always be sure to “scale strokes and effects,” which will maintain the proper relationship between the wordmark and the thickness of the rules.

the wordmark band:
NOT a box

The wordmark band is a specific piece of artwork. Do NOT place the wordmark within a box or other containing shape. Only use the master artwork provided for the wordmark band.



Specifications

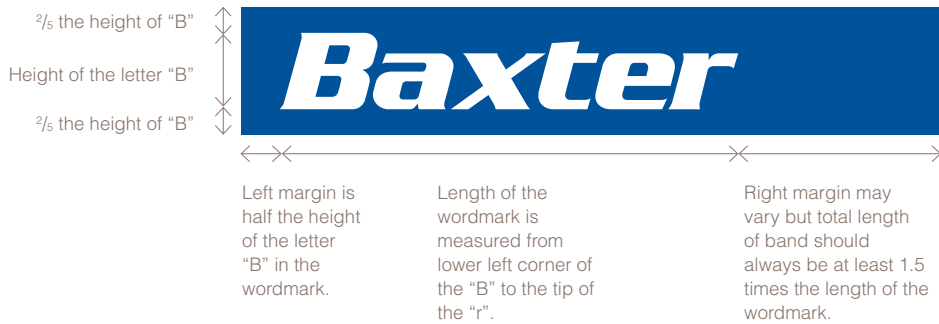
The wordmark band is never to be used as a full-bleed band. The band must bleed right or extend as far to the right as possible, and end short of the left edge. Whenever possible, the band must be at least 1.5 times the length of the wordmark.

The wordmark must be positioned at the left end of the band, as shown below. The distance between the lower left corner of the “B” and the left end of the band must equal one-half the height of the capital “B” in the wordmark.

The lower left corner of the “B” must line up flush left with the left margin of the text and/or other graphic elements. Please note that the left end of the band must extend beyond the left margin of the text in order to align the “B” in the wordmark with the text.

Only the Baxter wordmark may be positioned inside the band. No other typography or symbols are allowed inside the band.

When the wordmark appears in the band, it must reverse to white out of a Baxter Blue band. No other color may be used for the band or the wordmark.



tips on terminology

What does “full bleed” mean?

When artwork or color extends all the way to the edge of a page, it is referred to as “full bleed.” In the case of the wordmark band or wordmark implied band, the artwork should only bleed off the right side of the page. It should never bleed off both sides. Refer to examples below.

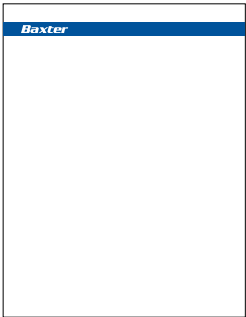
Correct:

Wordmark
Band bleeds
off right side
of page.



Incorrect:

Wordmark
Band bleeds
off both sides
of page.



wordmark don'ts

To present a strong, unified Baxter identity, it is essential that the wordmark be handled with great care. Shown is a sampling of incorrect usage of the Baxter wordmark. Carefully review these examples before beginning any project.

Baxter
Options at work.

Do not position a tagline, slogan or business unit designation near the wordmark.

Baxter

Do not change the color of the wordmark or apply a tint of color to the wordmark. The wordmark may only appear in 100% Baxter Blue, black or reversed to white within print and electronic communications.

Baxter

Do not apply a gradient or any other visual effect to the wordmark. Do not fill the letters of the wordmark with a pattern, photo or any other artwork.

Baxter

Do not rotate the wordmark.

Baxter

Do not outline the wordmark.

Baxter

Do not apply a drop shadow or any other visual effect to the wordmark.

Baxter

Do not reverse the wordmark to white if the background color does not provide ample contrast.

Baxter Baxter Baxter
Baxter Baxter Baxter
Baxter Baxter Baxter
Baxter Baxter Baxter

Do not use the wordmark repetitively to create a pattern.

Baxter

Do not redraw or alter the wordmark in any way. Master artwork files should be downloaded from the corporate identity Intranet site.

Baxter

Do not skew or distort the wordmark in any way.

Baxter

Do not place the wordmark within a box or other containing shape.

Baxter Headquarters
are located in Deerfield, Illinois.

Do not use the wordmark to replace the word "Baxter" in an address, sentence, phrase or heading. When referring to Baxter in text, "Baxter" must be set in the same typeface as the text.



Do not place the wordmark on a visually busy background including patterns or designs.



Do not place the wordmark on a visually busy background including photographs or illustrations.



Do not overlap the wordmark with another design element; for example, above, near or over illustrations or photographs.



Do not group product logos with the wordmark.



Do not place a campaign slogan or graphic element next to the wordmark.



Do not connect the wordmark with any other company logo by linking them to create a new graphic element or logo. Apply the "equal and balanced" rule for Baxter joint ventures and partnerships.



Do not use the wordmark next to a business name even if separated by a graphic element.



Do not stylize business names to appear as a wordmark or logo. Only the Baxter wordmark is allowed.



Do not contain the wordmark within a shape with a tagline, message or any other logo.



Do not group business unit names with the wordmark. Additional clear space must be incorporated around the wordmark in the case of business designations. A minimum distance equal to the height of 4 "B" spaces is required and more space is preferred.

Note: The Baxter BioScience wordmark is being retired, as are other Baxter business logos.



Do not "cheat" the wordmark rules by typesetting "Baxter" in italicized text.



Do not place a rule line between the wordmark and any business, franchise, therapy or product name.

color

Consistent use of the color palette is an important part of the Baxter Corporate Identity System. Internal and external communications should use a combination of the corporate and extended palette colors shown here.

Bright

0 / 52 / 100 / 0

144 C

144 U

FA8300

250-131-0

0 / 10 / 100 / 0

109 C

108 U

FFE100

255-225-0

67 / 0 / 98 / 5

369 C

369 U

58AA18

88-170-24

78 / 0 / 32 / 0

3262 C

3262 U

00C8B4

0-200-180

100 / 0 / 0 / 0

Process Cyan C

Process Cyan U

009FDA

0-159-218

Muted

1 / 62 / 95 / 2

7413 C

7413 U

D47B22

212-123-34

0 / 17 / 100 / 0

7406 C

7406 U

EBB700

235-183-0

55 / 2 / 75 / 5

7489 C

7489 U

73AA64

115-170-100

62 / 0 / 26 / 0

7472 C

7472 U

69B4B4

105-180-180

58 / 11 / 0 / 0

292 C

292 U

6E96E5

110-150-229

Dark

76 / 99 / 0 / 0

526 C

526 U

652D86

101-45-134

7 / 100 / 67 / 31

7427 C

7427 U

96172E

150-23-46

73 / 9 / 94 / 35

364 C

364 U

427730

66-119-48

100 / 10 / 36 / 48

323 C

323 U

006265

0-98-101

100 / 72 / 2 / 12

287 C

287 U

003399

0-51-153

Baxter Blue

Neutral

19 / 31 / 26 / 56

PMS 410 C

PMS 410 U

766A65

118-106-101

1 / 2 / 20 / 0

7499 C

7499 U

FFF6DC

255-246-220

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7493 C

7493 U

CBD5A7

203-213-167

Key

C/M/Y/K

Pantone (PMS) Coated

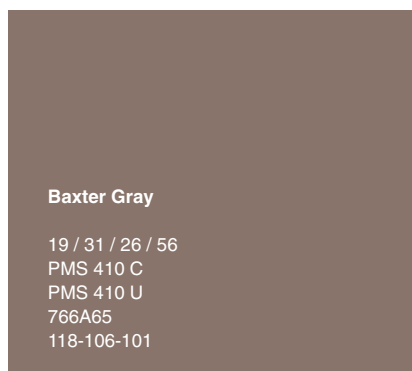
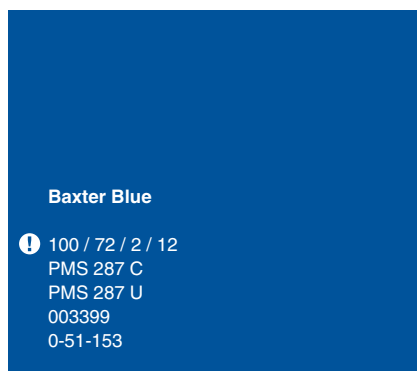
Pantone (PMS) Uncoated

Hexadecimal

R-G-B

!

denotes colors best reproduced using Pantone colors in print applications. The intensity of the color cannot be achieved in CMYK. The CMYK formulas provided are a best match only.



Corporate Color Palette

A consistent color scheme presents a cohesive image of Baxter across a broad range of media, including print, multimedia and the Web. The corporate colors are Baxter Blue and Baxter Gray. Their color formulas cannot be altered or adjusted. These colors must be used on all primary business communications.

Extended Color Palette

The Extended Color Palette is a broad-spectrum palette developed to complement the corporate colors, Baxter Blue and Baxter Gray. There is a wide variety of colors that may be used in different combinations to create a distinct feeling. There are colors that work as neutrals to complement all colors in the palette. There are bright, muted and dark colors that touch every part of the spectrum. Screens, or tints, of each color may be used as well. The extended palette provides a strong base of colors that allows for diversity while still maintaining a consistent Baxter identity.

Color Formulas

Formulas are provided for all key print and electronic applications. Always be sure to use the correct formula. In print applications, always match the color palette by using four-color process (CMYK) colors or Pantone Matching System (PMS) color formulas. Pantone Coated (C) colors should be used when printing on coated paper, while Pantone Uncoated (U) colors should be used on uncoated paper. *Note: Pantone Coated and Uncoated numbers sometimes vary for the same color.* For electronic applications, RGB and hexadecimal color formulas are provided.

Existing Product Logo Colors

Original product logo colors may be retained for the original logo design; however, they are not part of the extended color palette. Any new logos, creative, marketing materials must use the extended color palette.

clarifying color

CMYK Limitations for Printing

CMYK formulas are the industry standard for matching Pantone* colors on press, but colors may vary due to a number of factors including paper stock, printing conditions, line screen and more. To get the best match to the Baxter colors, print with Pantone colors. If a color must be printed in CMYK, it is important to provide the printer with the Baxter specifications shown here to get the closest match possible.

Some colors from the palette, marked with ❗, need to be reproduced using Pantone colors — including Baxter Blue. The intensity of these colors **cannot be achieved in CMYK**. This means that an extra ink (Pantone color) will need to be specified when estimating the print job.

On-screen Color Differences

The RGB and Hexadecimal formulas have been created to provide the closest possible on-screen match for a global audience. Remember that every monitor will display the colors differently, depending on calibration, brightness settings, monitor type and more. To maintain the most consistency possible, the provided formulas must not be altered.

Screen Tints

It is acceptable to use shades/screens of the Extended Color Palette to enhance variety.

The colors shown throughout this manual are not intended to match the PANTONE* Color Standards. The colors shown are Baxter colors. In lieu of the Baxter colors you may use the PANTONE colors as indicated, the standards for which are shown in the current edition of the PANTONE Color Formula Guide.

*PANTONE® is a registered trademark of Pantone, Inc.

typography

The consistent use of typography supports a cohesive visual image across all communication materials. The Baxter typefaces — Helvetica, Garamond and Arial — have been selected for their legibility and timeless appeal and are available globally across platforms. *No other typefaces may be used.*

Corporate Typography

Helvetica is the primary corporate typeface. It is a sans serif typeface with great flexibility due to its breadth of weights and styles, from Light, Regular, Bold and Black to its many condensed and italic styles. Helvetica must be used on all communications, collateral, packaging, labeling, vehicles and signage.

Garamond is a classic serif typeface that works well to support Helvetica. Garamond is recommended primarily for use in body text, captions and other instances in which a serif face is desired to contrast Helvetica. Garamond may also be used as an alternative to Helvetica when printing body copy for letters and customized addresses on the corporation's primary business papers (such as letterhead, envelopes and mailing labels).

Secondary Typography

Arial is a sans serif font that must be used for all Web applications. It may also be used for PowerPoint and other electronic applications if Helvetica is unavailable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Condensed Regular

helvetica

GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Garamond Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Garamond Semibold Italic

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial Bold

facts on fonts

Need Fonts?

If the Baxter typefaces are not available to you, they may be purchased at www.adobe.com.

Basic Style Guidelines

For overall appearances and readability, the number of type sizes, weights and styles in a single document should be kept to a minimum. You may select Helvetica Light, Helvetica Regular or Garamond Regular for body copy. Italics and reverse type should be used sparingly.

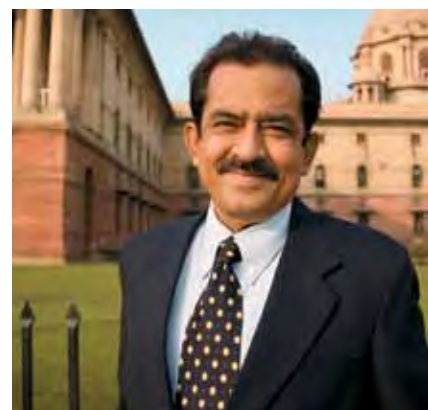
It is preferred that body copy be aligned left and ragged right. Use a single or half-line space between paragraphs, but do not indent. (These principles are used throughout this book.)

photography

Baxter has developed a distinct style of photography to represent the company. Our photographic style is real, warm and tangible — reflecting our messaging and vision of being a recognized and trusted brand worldwide.

Portraits

Baxter portraiture should reflect patients, caregivers or employees in everyday scenes. It is important that patient portraits reflect hopefulness rather than overly happy consumer-type images. The surroundings should feel natural, subjects should look comfortable, and direct eye contact with the camera should be made whenever possible. Naturally lit color photography as well as black and white portraits may be used. Do not feature photographs that include people in clichéd poses or make use of unnatural color filters. When photography cannot be commissioned and stock photography is necessary, it is critical that the Baxter style is followed. On this page is a sampling of Baxter photographs that represents the accepted style.





Location and Activities

Photographs featuring people in real-life situations help showcase our facilities and our products. The photos should appear to capture moments in time. The surroundings should feel natural, and subjects should look natural. Do not use photographs that include people in clichéd poses or make use of unnatural color filters. In addition to naturally lit color photography, black and white photographs may be used. A sampling of Baxter photographs that represents our facilities and activities style is shown on these pages.

Black and white photographs may be used in addition to naturally lit color photography.



photography

Artistic Close-ups



Product Outlined on a White Background

Products

Two distinct styles of photography are recommended to showcase Baxter products. All products should be photographed in one of the styles shown here.

Products — Outlined on White Background: In this straightforward style of photography, a product is photographed on a white background. The photo is outlined, and no shadow effects are allowed. Never place the outlined photo on a color background. It should always be shown in layouts on a white background. Use of a color background diminishes the impact of the outlined image.

Products — Artistic Close-ups: In this style of photography, a product is photographed using strong light that creates a background that appears to gradate from dark to light. The product is photographed close-up with a strong focus on the foreground and a soft focus on the background. Tight crops, composition and focal points create visual interest. In contrast to the straightforward style shown above, this style of product photography is more artistic and works well as a cover to a brochure or other collateral piece.

stock photography?

- Avoid the use of stock images. If you must use stock photography, ensure the photo has not been used by other companies in other campaigns.
- When photography cannot be commissioned and stock photography is necessary, it is critical that the Baxter style is followed.
- Make sure you purchase rights to use the photo on the Web and in print materials. Determine if the photo is restricted for use on other collateral pieces, and confirm how long you have rights to use it.
- Do not take stock images off the Web without release of rights and/or payment.

Conceptual or Symbolic Photography

Conceptual photography, sometimes referred to as symbolic, abstract or iconic photography, is strongly discouraged for several reasons.

- Conceptual photography is typically driven by an idea or theme and is open to interpretation. The interpretation is not a controlled message and opens the door for perceptions not consistent with Baxter messaging.
- There may be cultural risks associated with the use of symbols and/or icons in different regions or countries. What works well in one region does not necessarily translate well elsewhere in the world.
- Relying on symbolic imagery to represent a product removes not only the opportunity to get brand recognition, but also the potential to illustrate the human element in our communications.
- Using a symbolic image as a theme on a wide array of communication items may lead to its use as a brand element or logo.

If you wish to create a campaign using conceptual photography, you must balance the conceptual with realism; e.g., the human and/or product element. Test the appropriateness of the concept with global communication and marketing leadership to ensure that your intended message is clear and not open to misinterpretation.

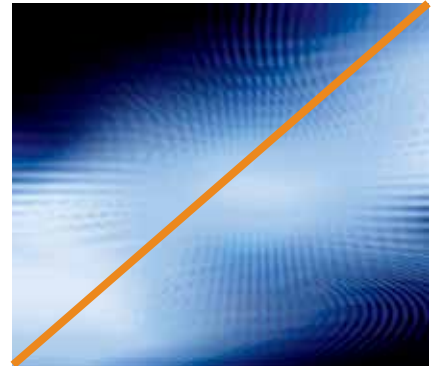
To present a strong, unified Baxter identity, it is essential that Baxter photography be handled with great care. Below is a sampling of photo styles that should not be used on Baxter materials. Carefully review these examples before beginning any project.



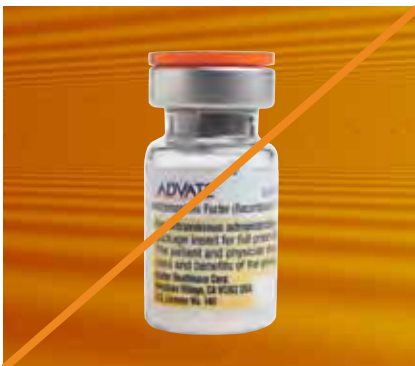
Do not use photographs with busy or cluttered backgrounds. Do not use stock photography that does not reflect our style.



Do not use unnatural color filters ("gels"). This style of photography is out-of-date and not in Baxter's natural style.



Do not use computer-generated backgrounds in a layout. This style of photography is out-of-date and does not represent Baxter's natural style.



Do not use outlined product photography on any colored or patterned background.



Do not use posed portrait photography on a white or color background.



Do not use photomontages or collages. This style of photography is out-of-date and not in Baxter's natural style.



Do not use photography to portray abstract concepts.



Do not use duotone photography.



Do not use special effects or filters.

illustration

While different styles of illustration are allowed, they must represent Baxter appropriately. Illustrations should be clean and contemporary. Heavy, rudimentary and cartoon images are not appropriate. When creating new illustrations, colors should be chosen from the Baxter Corporate and Extended Color Palettes. On this page is a sampling of illustrations that represent our style.

Illustration Style 1

This style is clean and contemporary. Often referred to as renderings, these illustrations almost appear photographic. They are sophisticated and support our message of innovation and quality. There is also space within this style to appear friendly and trustworthy.



Illustration Style 1

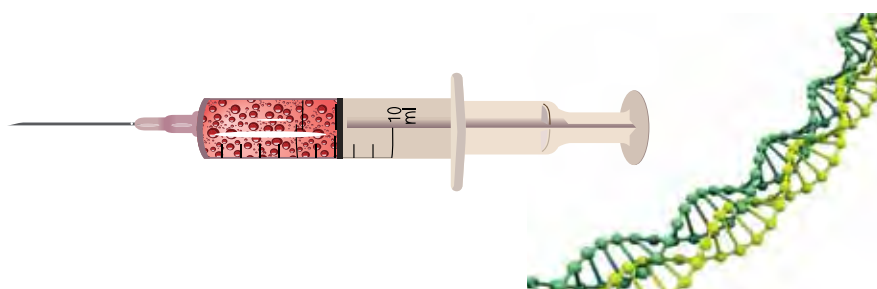


Illustration Style 2

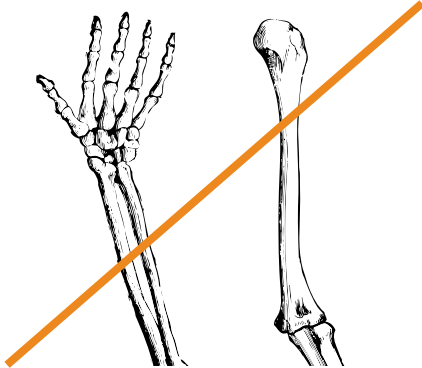
Illustration Style 3

This style of illustration was commissioned for the Baxter Intranet and is currently the standard for internal websites. This style is friendly and personal, with concepts and images determined by the various site owners. These illustrations follow the standards in the Intranet Styleguide and must only be used on the Baxter Intranet and internal communications.

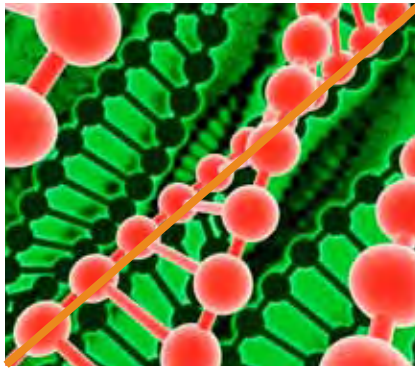


Illustration Style 3

To present a strong, unified Baxter identity, it is essential that everyone respects the clean, contemporary Baxter illustration style. Below is a sampling of styles that should not be used on external Baxter communications. Carefully review these examples before beginning a project.



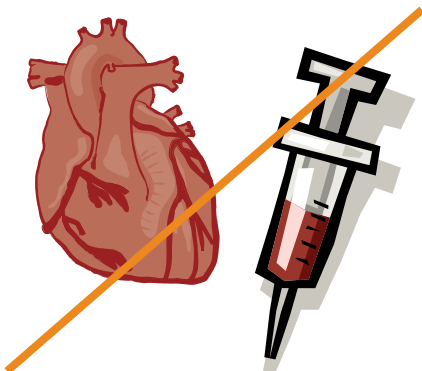
Do not use pencil sketch illustrations that look basic or rudimentary. Scientific illustrations should be specific, not generic.



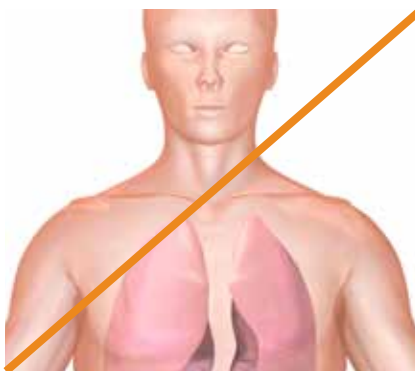
Avoid heavy or visually busy illustrations that add no information value.



Do not fill an illustration with multiple graphic elements.



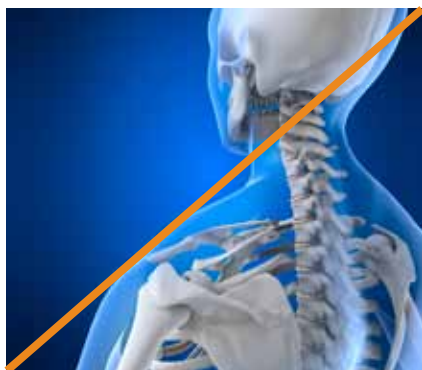
Do not use clip art in external presentations. Clip art is common and unsophisticated.



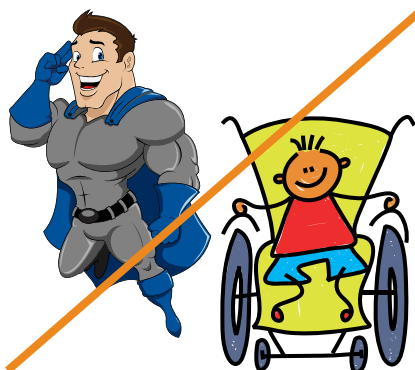
Do not use illustrations that are unappealing or make people uncomfortable.



Do not use illustrations with an unsophisticated or cartoon style. Do not use colors outside the Baxter Corporate and Extended Color Palettes.



Do not use common stock images that are popularly used on the Web.



Do not use illustrations that have a cartoon style. No cartoon characters are allowed.

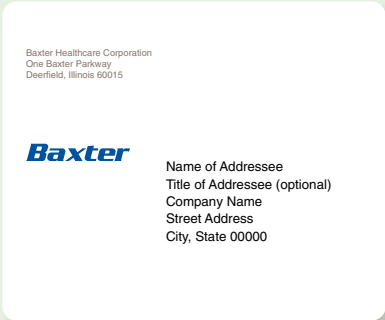


Do not use heavy, block illustrations that do not represent the clean, sophisticated Baxter style.

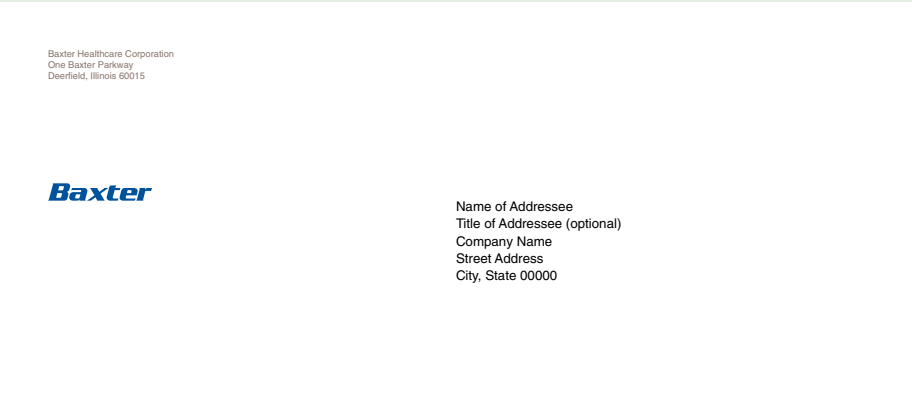
business papers

Stationery

Baxter stationery, including letterhead, envelopes and business cards, follow consistent design specifications globally. No other designs or modifications are permitted for business communications without approval from Corporate Communications. Corporate functions and/or departments are not identified on Baxter business stationery and no product logos may be used. Taglines are also unacceptable. Do not insert logos for awards or recognition. When printing a letter to send externally, it is always preferred to print the letter on pre-printed letterhead for a professional appearance. Specifications for the layout of corporate, business, executive and international stationery are available on the corporate identity Intranet site — in addition to specifications and templates for various labels, notepads, notecards, faxes, memos, news releases and more.



Corporate Letterhead, No. 10 Envelope and Mailing Label (Shown 50% of actual size)





Standard Corporate Business Card



Business Card with Business and Global Franchise Designations



Business Card with Business and Global Franchise Designations



Business Card with Business, Global Franchise and Therapy Designations

DO NOTs!

Detailed specifications and visual examples are available on the corporate identity Intranet site for corporate, business, dual language, dual address, and special purpose business cards. Below is a list of DO NOTs that should be followed when creating business cards.

- Do not place logos or graphics other than the Baxter wordmark on your business cards.
- Do not list ANY information in the upper left corner of a business card other than the optional business designation. Only "BioScience" and "Medical Products" are allowed.
- Do not use more than seven lines of information under the name. The seven-line maximum will always leave space to separate the name and title information from the company name and contact information.
- Do not include specific brand names of products (e.g., Advate). ONE line of global franchise and therapy designations — placed directly under the title line — is allowed. If multiple designations are desired, they should be separated with a "/" as shown on the John Smith example at left.
- Do not use font styles or sizes other than what is indicated in the business card specifications, available on the corporate identity Intranet site. Do not use a style other than the "T", "F" and "M" specified to designate telephone, facsimile and mobile numbers. Do not use spaces, hyphens, parentheses or styles other than periods to separate the numbers of telephone and facsimile numbers.
- Do not print a business card in all black ink.

marketing communications

The Baxter Global brand has been created to ensure all benefits to the corporation are realized. It is a long-term business practice designed to enhance the Baxter name worldwide while allowing the individual marketing of specific products to specific audiences.

global brand

Our global brand is designed to ensure we are perceived to reflect the same set of values around the world. Our objective is to enhance our leadership role in healthcare and create strong enduring relationships with our constituencies across all countries and cultures.

A unified global brand ensures our global growth and ensures that we will remain streamlined, focused and opportunistic. Some benefits of a global brand include:

- Economies of scale (production and distribution)
- Lower marketing costs
- Lays the groundwork for future product introductions worldwide
- Maintains consistent brand imagery which allows quicker identification and integration of innovations (discovered worldwide)
- Increased international media reach and comprehension

Brand – Franchise – Expertise – Products

The Baxter Corporate Identity System — our global brand — is designed as a corporate dominant system. It is designed to ensure goodwill is created daily by the way we do business, the way we treat our customers, colleagues and communities.

Our Global Franchises (Hemophilia, BioTherapeutics, Vaccines, BioSurgery, Renal, Specialty Pharmaceuticals, Fluid Systems and BioPharma Solutions) are made up of our employees, services, therapies and products. Through these global franchises, Baxter impacts the lives of patients, caregivers, healthcare professionals and the community it serves every day.

It is our areas of expertise, our focus on specific therapies, our knowledge, our spirit of caring about all of our constituencies that enhances the Baxter brand, continually creating goodwill for the corporation. These areas of expertise help define our strengths, our markets and our product lines.

What is the difference between a brand and a campaign?

The Baxter Global **brand** has been created to ensure all benefits to the corporation are realized. It is a long-term business practice designed to enhance the Baxter name worldwide while allowing the individual marketing of specific products to specific audiences.

A **campaign** is comprised of messages that share a single idea or theme. This campaign is typically communicated with marketing materials using common words, fonts, colors, graphics and more. It does not involve the creation of a logo that will conflict with the corporate brand.* A campaign may be developed with a long-term or short-term intention. Market conditions, competition, etc. sometimes require a campaign be more flexible and responsive.

A campaign may also be referred to as an integrated marketing campaign. The goal is to develop a consistent look, tone and feel for all communication elements. Regardless of the marketing mix – advertising, social media, promotions, trade shows, etc. – the consistent use of a message (or an integrated marketing campaign) will allow marketers to manage perception and drive brand value across all communication platforms.

* If approved (or grandfathered in) some campaigns may be granted an exception. See examples on Page 27.

Campaign Guidelines

The goal of campaigns should be to achieve distinction for a major initiative or event while keeping within existing identity standards. By applying the basic graphic standards and appropriately displaying the relationship with the Baxter wordmark, there is flexibility to create a campaign without logos and separate guidelines. The campaign is clearly recognized through the use of color, design elements and typography. Creative materials for campaigns must be developed with input from Corporate Communications, particularly with respect to the display of the Baxter wordmark.

If a campaign logo is deemed necessary, approval must be obtained from Corporate Communications before a logo is developed. Follow the basic guidelines outlined in the sidebar on Page 27.



Internal Campaign without Logo



Internal/External Campaign without Logo



Internal Campaign with Approved Logo

campaign logos

Campaign logos may ONLY be created with approval from Corporate Communications. If a campaign logo is deemed necessary and approval has been obtained, follow the guidelines below for the creation of campaign logos.

- Graphic elements must not “fight” or “duel” with each other or with the Baxter wordmark.
- Use the standard corporate typography (Helvetica, Garamond, Arial).
- Apply colors from the Baxter Extended Color Palette.
- Do not associate a campaign tagline with the Baxter wordmark.
- Never incorporate the Baxter wordmark as part of a campaign logo or graphic.
- Correctly display a campaign logo with the Baxter wordmark in the appropriate “sponsorship” position, i.e., the campaign logo is dominant. At a minimum, follow the 4 “B” rule to separate the two marks.

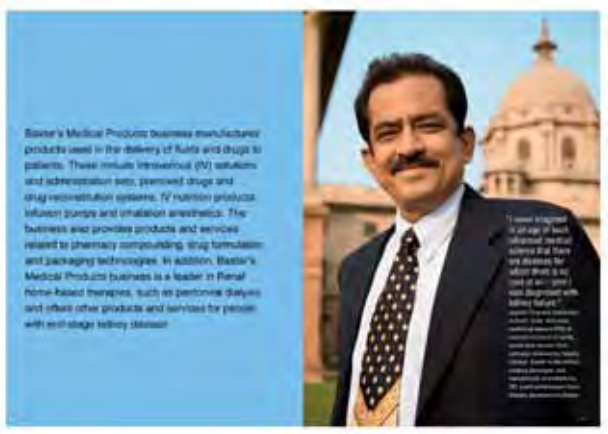


External Educational Campaign with “Grandfathered” Logo



External Event Campaign

print collateral



Corporate

Corporate Signature — Marketing and Communications

The Corporate Signature should appear on the back cover of ALL marketing and communications collateral, including brochures, publications and more. The Corporate Signature, when used on printed collateral, is made up of the Baxter wordmark, company name and address, and a Web address as shown at left.

Specifications: The Baxter wordmark may appear in Baxter Blue, black or reverse to white out of a dark background color. The width of the wordmark measures 1.125 inches (29 mm).

The wordmark must be placed above the company name and mailing address. The space measured from the baseline of the wordmark to the top of the company name is equal to the space between the mailing address and Web address (see specifications below). This space measures slightly more than the height of the "B" in the wordmark.

The company name and mailing address and Web address are typeset in 8 pt Helvetica Regular with 11 pt leading. The text color is black, but it may appear in white when the wordmark is reversed to white out of a dark color. The text is left-aligned with the bottom left point of the "B" in the wordmark. There is a double space before the Web address.

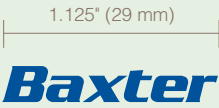
Never center the Corporate Signature or typeset in all caps.

Placement on Collateral: The Corporate Signature should be placed .75 inches (19 mm) from the left edge of the back cover on ALL marketing collateral. The signature may move vertically to accommodate a variety of layouts, but it should maintain a consistent placement from the left edge of the page.

Company Name: Country business entities have distinct legal names under which they operate. Use the appropriate legal entity name for your location. Refer to the Nomenclature section for guidance on the use of Baxter International Inc. and Baxter Healthcare Corporation.

Company Address: Other primary business, regional or country addresses may replace the corporate address, but the specifications detailed above must always be followed.

Multiple Addresses: If multiple addresses are required, either the corporate address or the primary regional headquarters should be listed first in the Corporate Signature format. All other addresses should be stacked below. The type styles should mirror the styles for the Corporate Signature. See the example at the top of this page.



Baxter International Inc.
One Baxter Parkway
Deerfield, Illinois 60015

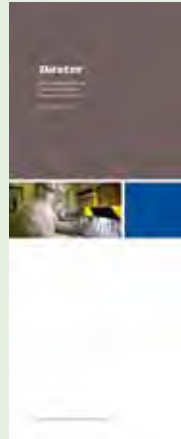
www.baxter.com



Baxter Deutschland GmbH
Edisonstraße 4
85716 Unterschleißheim
Germany

www.baxter.de

The Baxter Identity System is designed to achieve corporate recognition, while retaining key product brand identification. While print collateral layouts may vary greatly, all standards outlined in Graphic Basics must be followed. The Baxter wordmark must appear on the front cover, and the back cover must contain the wordmark as a part of the Corporate Signature.



Business

Business

Baxter global businesses (BioScience and Medical Products) must follow the corporate guidelines for business branding (refer to Pages 6 – 7). If required, a business designation may be indicated in body text or through the corporate signature.

Global Franchise/Therapy/Service

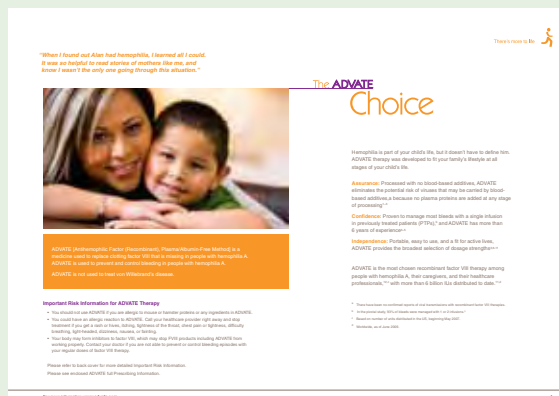
Global franchises, therapies and services may create campaigns to educate and/or inform a specific target audience. No independent branding, logos or taglines may be created for franchises, therapies or services. When targeting a specific niche, ensure all corporate graphic standards are followed. The sample shown left (Just Like Me magazine) is Baxter corporate dominant. The franchise/therapy name is downplayed. Samples that show how a franchise/therapy/service name may be displayed are shown on Pages 27, 30 and 31 and on the corporate identity Intranet site, in the Marketing Communications section.



Therapy

Product

Marketing teams representing Baxter products must follow the Baxter brand guidelines. Product branding that allows for customer recognition and market differentiation is allowed and includes the use of logos, colors and taglines. These logos and taglines may appear on print collateral but must be visually separate from and not associated with the Baxter wordmark. While it is acceptable for a product logo to be prominent on promotional materials, there must be no “dueling” logos or taglines. Avoid confusion that may result from using multiple logos and taglines on a single piece of collateral. In all instances the Baxter wordmark must appear on the cover and as part of the Corporate Signature on the back.



Product

advertising

The advertising guidelines allow for a maximum amount of creativity. While layouts may vary greatly, all standards outlined in the Graphic Basics section must be followed. In addition, the Corporate Signature for advertising must always be included.



Corporate/Recruitment

Corporate Signature — Advertising

A signature should appear at the bottom of ALL advertising. When used on advertisements, the Corporate Signature is made up of the Baxter wordmark below a rule line along with contact information. You may use the Baxter wordmark *without* a rule line in advertising if you are *not* associating a business, region, global franchise, service or product. But you must follow the 4 “B” rule if you choose to delete the rule line. The contact information — company name, address and Web address (business name and telephone number are optional) — should be incorporated into either the last paragraph of body copy or after the last bullet point in the ad. Alternately, the contact information may appear as a one-line signature below the body copy (but above the rule line). See examples on Page 31.

Specifications: The Baxter wordmark may appear in Baxter Blue, black or reverse to white out of a dark background color. The width of the wordmark measures 1.125 inches (29 mm).

The wordmark must be placed one “B” height below a .5 pt rule line. The rule line must appear in the same color as the Baxter wordmark and either left- or right-align with the wordmark. The rule line should never bleed off the edge of the page. *Important:* The Baxter wordmark may not appear without the rule line on advertisements if you are associating a business, region, global franchise, service or product.

Placement on Advertising: On all full-page advertisements — 8.5 x 11" (215.9 x 279.4 mm) or similar — the space from the bottom of the page to the rule line should measure .875" (22.2 mm). This measurement may only change on small advertisements such as quarter-page sizes. The length of the rule line may adjust horizontally to accommodate a variety of sizes, but it should maintain a consistent placement from the bottom edge of the page.

The only information that may appear below the rule line, apart from the Baxter wordmark, is a copyright line, trademark information or literature numbers. Follow the Legal function's trademark rules for marking product and service names.

Guidance regarding advertising requirements and specifications are available on the corporate identity Intranet site.

optional designations

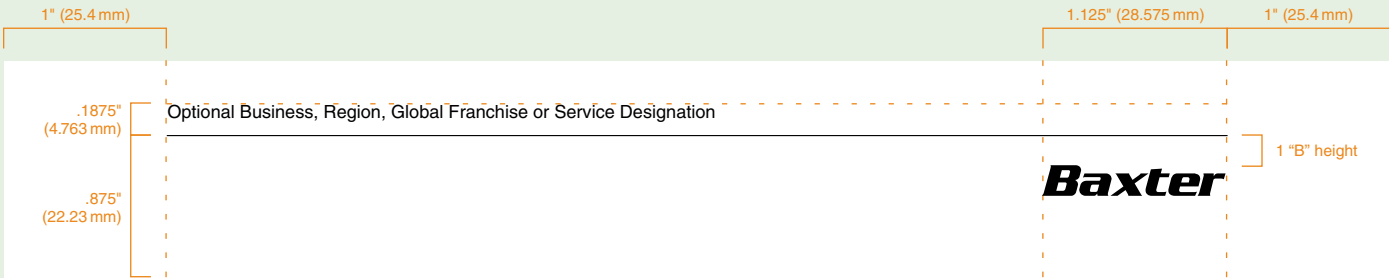
Businesses, regions, global franchises, and services may include a designation above the rule line in advertisements. Designations are optional, and *only one* may be included. No other business, region, global franchise or service branding may be used.

Business, Region, Global Franchise and Service Advertising

All guidelines for corporate advertising detailed above must be followed for business, region, franchise and service advertising. In addition, ONE optional designation may be included above the rule line, as indicated below:

- GBUs may include a business designation (e.g., BioScience or Medical Products)
- Regions may include a region designation (e.g., Asia Pacific, Latin America)
- GFs may include a franchise designation (e.g., BioTherapeutics)
- Services may include a service designation (e.g., Pharmacy Compounding)

The designation should appear in Helvetica Regular 8 pt and be placed .1875 inches (4.76 mm) above the rule line. The color of the designation should be the same color as the rule line and Baxter wordmark (Baxter Blue, black or white). The designation should always left- or right-align with the rule line on the opposite side from the wordmark.





Business/Region/Global Franchise/Service

Medical Products

Baxter

Asia Pacific

Baxter

BioSurgery

Baxter

Pharmacy Compounding

Baxter

Product Advertising

All guidelines for corporate advertising detailed on Page 30 must be followed for product advertising. Logos developed to market products may appear on advertisements. The logos must always appear visually separate from the Baxter wordmark, above the rule line. The preferred signature is Baxter right. You may create a left-side signature if there is strong design rationale to rebalance the creative.

Logo Dominance

The only logos that may appear larger than the Baxter wordmark are product logos. See sample of product advertisement to the right.



Global Franchise/Therapy



Product

meetings and events

Trade Show Booths

The Baxter brand comes to life when applied to show booths and displays at events and meetings where target audiences have an opportunity to experience the Baxter brand in action. The structure of booths and displays should be clean and contemporary and, most importantly, should reinforce the Baxter brand. To avoid confusing customers, a consistent, clear look should be maintained from event to event and between businesses and global locations. The main message should always be Baxter, illustrated by the wordmark in Baxter Blue on a white field with the correct amount of surrounding clear space (or reversed to white on a Baxter Blue background). Where possible, incorporate Baxter Blue as a color element in exhibit displays.

Supporting graphics allow for positioning of businesses, global franchises, products and target audiences. Booth content is the responsibility of marketing teams and will change regularly to keep messaging fresh and relevant. Movies, brochures, promotional items, posters, events and activities, and even interactive learning games, are among some of the ways that content may be delivered. The Baxter wordmark needs to appear again on these pieces to reinforce the brand. Whenever possible, the wordmark should appear in Baxter Blue to match the use of the wordmark in the top-level communication. All standards outlined in the Graphic Basics section must be followed when designing trade show booths and supporting graphics.



Exhibits and Displays

Exhibits and displays come in many different shapes and sizes including stand-alone units, pop-ups and most commonly banners, posters and tabletop displays. The Baxter wordmark should appear prominently on all exhibits and displays. It is preferred that the wordmark be shown in Baxter Blue on a white background. However, it also may also appear in white or black. Detailed guidelines regarding the usage of the wordmark, color, typography, photography and illustration appear in the Graphic Basics section and should be followed at all times.



Banner



Poster



Table-top Display

Greater detail regarding levels of communication in exhibits and displays is available on the corporate identity Intranet site.

promotional items



Promotional Items

Promotional items are defined as products bearing the Baxter logo for use at meetings, trade shows, recruiting and community events, product launches, and other purposes such as employee recognition. They are used to build goodwill and create an awareness of our company, and our products. All promotional items must follow Baxter policies for appropriate use.

Promotional items typically have a long shelf-life. When selecting items, make sure they are appropriate and of good quality. In order to accommodate a variety of applications, the standards provide a certain amount of flexibility. However, it is essential that you use the wordmark correctly and conform to the established specifications detailed below.

Purchasing & Supplier Management has identified preferred suppliers to provide promotional items to Baxter in the United States. The agreements provide specific benefits to Baxter users, including cost savings, in-stock availability of approximately 50 branded promotional items and compliance with the Baxter Corporate Identity System. The suppliers also fulfill custom orders. Please refer to the Purchasing & Supplier Management website for information on ordering promotional items through these vendors.

Specifications

The Baxter wordmark must appear on all premium/promotional items. Please review the guidelines and download the correct artwork on the Wordmark page on the corporate identity Intranet site. Do not use the implied wordmark band on promotional items and avoid using the wordmark band. Do not use the wordmark as a word. When referring to "Baxter" in text, you must set "Baxter" in the same typographic face and style as the rest of the text. Do not position slogans or taglines near the wordmark. The minimum size that the wordmark should appear is .75 inches (19 mm) wide. The wordmark must always be surrounded by a clear space of at least one "B" height, with the 4 "B" rule applied when any logo, tagline or business name associations are required. This space should remain completely clear of all text, graphics or other visual interruptions. Do not break the wordmark across physical surfaces. The wordmark may appear in Baxter Blue, black or white, as specified in the Color section of Graphic Basics. There may also be cases in which the Baxter wordmark may appear in a metallic finish such as silver, gold or bronze. Embossing is permitted on appropriate materials, such as leather. Special applications such as metal etching are also permitted, as long as the finished product is clean and sophisticated. Avoid using conflicting or busy backgrounds to ensure wordmark readability. Also avoid specialized textures or treatments that are inconsistent with Baxter's personality; examples include rhinestones and tie-dye.



Promotional Items with a Second Logo or Text

Logos may be created for products or approved campaigns, but the Baxter wordmark must also be displayed on all marketing pieces, including promotional items. It is important that the wordmark is visually separated from other logos or text. Refer to the “equal and balanced” rule on Page 9. They may not be grouped together or connected in any way. If the promotional items are small, the wordmark should be placed on the opposite side of an item. If there is room to display both the Baxter wordmark and the additional logo on one side, they must appear visually separate. In a few select instances on very small items, like pens and golf balls, it is acceptable to use just the secondary logo. Below are examples of premiums that display both the Baxter wordmark and a second logo correctly.

Displaying Logos on Opposite Sides

Placing the Baxter wordmark and a secondary logo on opposite sides of a promotional item will automatically create the proper amount of separation. On some small items, the logos must appear on opposite sides to create visual separation. See examples below.



Display Logos on One Side with Proper Visual Separation

On larger items, it is possible for the wordmark and secondary logos or text to coexist with the proper amount of visual separation. See examples at right.



embroidery

For clothing items, an embossed look can be achieved with embroidery. The wordmark may appear in Baxter Blue or black on a light colored piece of clothing. If you wish to use Baxter Blue, the embroidery thread must match Pantone* 287. For Robison-Anton Textile Company, use Empire Blue (#2437 or 6937). For Madeira threads, use #1767. Some vendors simply dye to match any Pantone color. If an exact match cannot be achieved, black thread should be used. If the clothing is dark, the wordmark should appear in white. The wordmark should never be used “tone on tone,” i.e., you cannot embroider a red wordmark on a red shirt. Digitized files required for embroidery are available for downloading on the corporate identity Intranet site.

*PANTONE® is a registered trademark of Pantone, Inc.

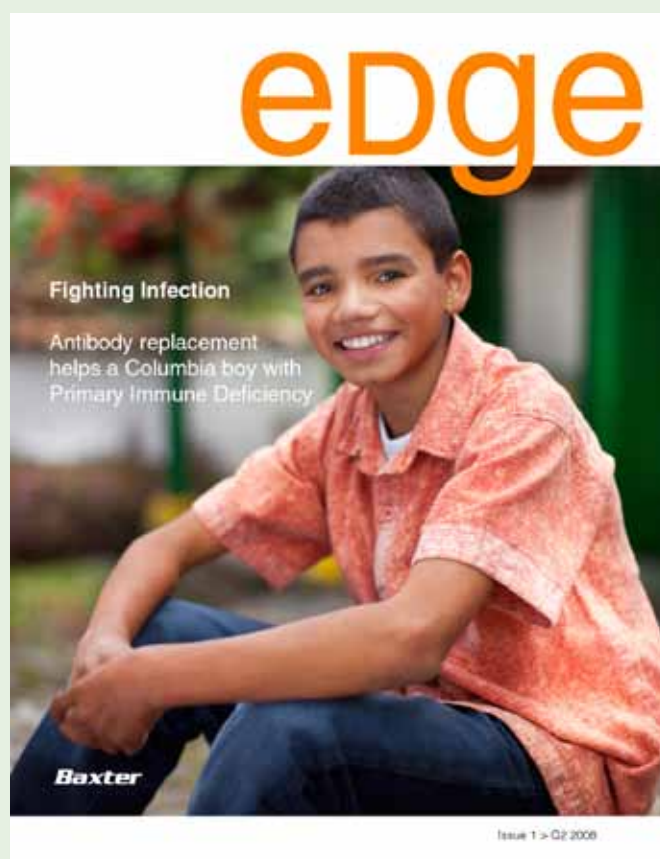
publications

Newsletters and News Magazines

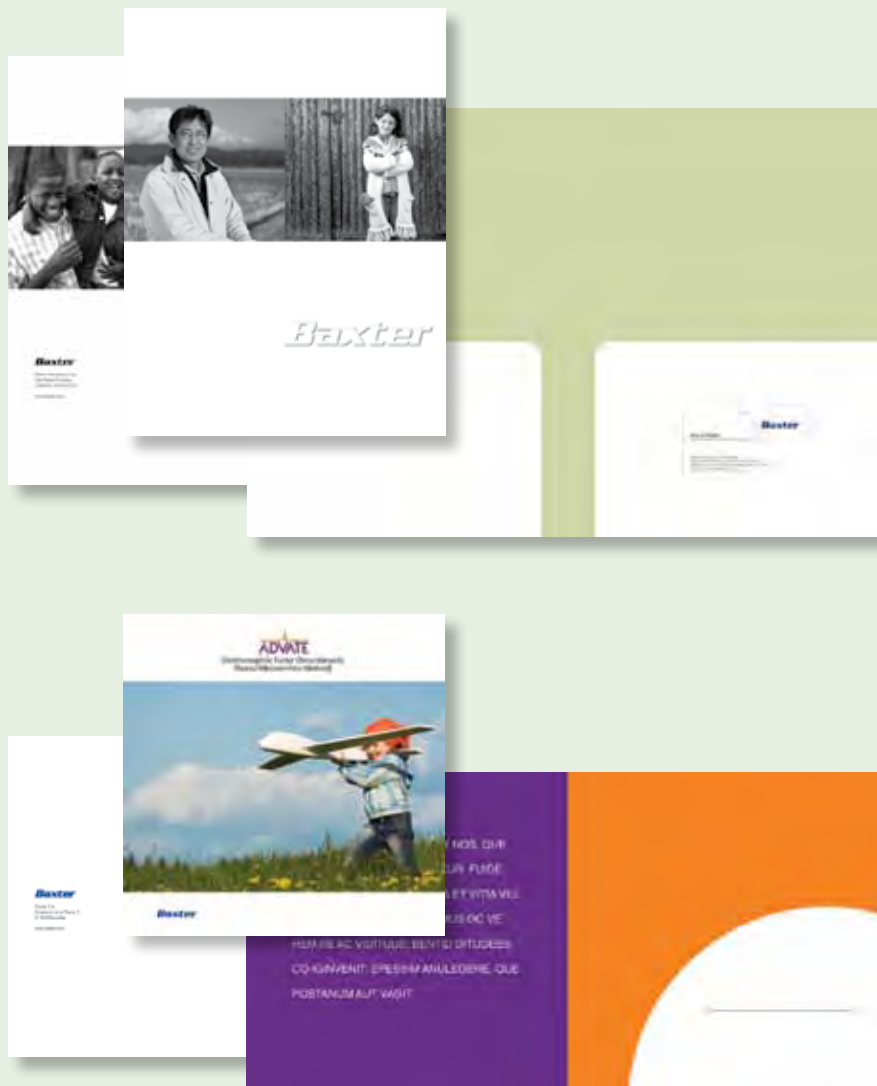
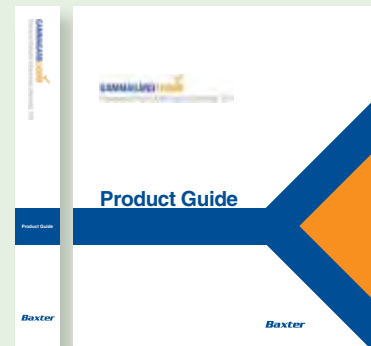
The Baxter wordmark must always appear on the front cover of printed newsletters and magazines. It should measure 1.125" (29 mm) in width and may appear in Baxter Blue, black or white. The wordmark must not be used in the masthead as a graphic element. When using the word "Baxter" in the masthead, headline or text, it must be typeset in the same typographic face and style as the rest of the masthead, headline or text. No slogans, business unit designations or taglines are to be positioned near the wordmark. The wordmark must also appear on the back cover in the Corporate Signature; review layout guidelines for the Corporate Signature in marketing and print collateral on Pages 28 – 29. You must comply with all standards outlined in the Graphic Basics section when designing newsletters and news magazines.

Basic Style Guidelines: For overall appearances and readability, the number of type sizes, weights and styles should be kept to a minimum. Always select Helvetica Light, Helvetica Regular or Garamond Regular for body copy. Italics and reverse type should be used sparingly. It is preferred that body copy be aligned left and ragged right. Use a single or half-line space between paragraphs, but do not indent. Newsletters and news magazines should be developed using a two-, three- or four-column structural grid. Headlines, text and graphics should be positioned according to the grid lines.

Templates and guides are available on the corporate identity Intranet site.



binders and folders



Binders and Folders

While layouts may vary greatly, you must comply with all standards outlined in the Graphic Basics section. Additional requirements are outlined below.

Binders: The Baxter wordmark must always appear on the front cover as well as on the spine (size and position may vary) and may appear in Baxter Blue, black or white. No slogans, business designations or taglines are to be positioned near the wordmark. The placement of the Corporate Signature on the back cover is optional. If the wordmark or address is desired on the back cover, the layout guidelines for the Corporate Signature in marketing and print collateral must be followed.

Folders: The Baxter wordmark must be positioned prominently on the front cover and may appear in Baxter Blue, black or white. Folders also present an opportunity to use special techniques to highlight the wordmark such as blind emboss/deboss, gloss varnish or foil stamp. No slogans, business designations or taglines are to be positioned near the wordmark. Unlike a binder, the wordmark should also be included in the Corporate Signature on the back of custom-designed folders. Refer to the layout guidelines for the Corporate Signature in marketing and print collateral.

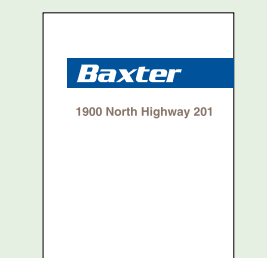
facilities

Every Baxter facility offers an opportunity to build brand recognition through consistent building and vehicle signage, identification badges and uniforms. Facility guidelines closely adhere to our identity standards so that the customer always recognizes Baxter anywhere in the world.



specifications

Find detailed drawings and specifications for signage and vehicles on the corporate identity Intranet site.



Facility Signage

Signage specifications demonstrate the format that must be followed when constructing facility signs: freestanding, wall-mounted, directional, and door or interior signs. The size of the wordmark may vary and a minimum clear space of a least one "B" height must always be maintained around it. The wordmark should remain completely clear of all text, graphics and other visual interruptions such as a building edge or lights. Layout and materials specifications, additional instructions and wordmark design files are available on the corporate identity Intranet site.

Vehicles

The freestanding wordmark is never used on the side of a vehicle, although it may be used on cab doors. However, the Wordmark Band must be applied to all four sides of a vehicle and the size relationship between the wordmark and the band should never change from the design file provided. The exception to this rule is in the application of the band to side two of the vehicle. In this instance, the wordmark shifts horizontally to the right side of the band, but the size and vertical positioning remain the same. Only in vehicle signage is it permissible to use the wordmark at the right side of the band. To achieve optimum consistency, it is essential that the vehicle standards be applied uniformly to all vehicles in the Baxter fleet. Layout and materials specifications and wordmark design files are available on the corporate identity Intranet site.

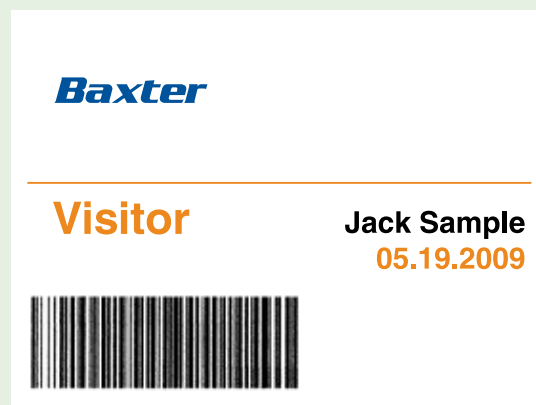
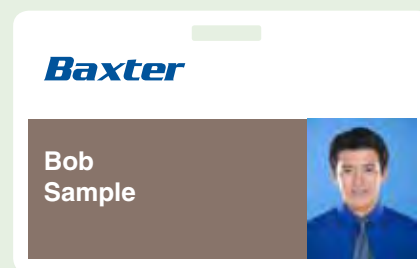


Security and Identification Badges

The standard size for employee and visitor I.D. badges is 3.375" x 2.125" (85.725 x 53.975 mm) with rounded corners. Employee I.D. badges should use Baxter Blue and Baxter Gray; visitor badges should be distinguished by a different color, which may be taken from the Extended Color Palette. Never place an employee identification number on an I.D. badge. Consult with the Corporate Security team in Deerfield for guidance on information to display on an I.D. badge. Plastic cards may be punched with a hole at the top as shown and secured with a clip or lanyard, or they may be produced without a hole and slipped into a plastic sleeve. Refer to the example on this page for a visitor pass that is printed on-demand with the visitor name, date and a barcode.

Uniforms

For clothing items including lab coats, uniform shirts or jackets, an embossed look can be achieved with embroidery. The wordmark may appear in Baxter Blue or black on a light-colored piece of clothing or reversed to white on a dark background. See Page 35 for detailed embroidery specifications. Never display Baxter as an italicized font; use the design files provided on the corporate identity Intranet site. The wordmark should remain completely clear of all text, graphics and other elements including buttons, seams or fabric edges. Refer to the Clear Space and 4 "B" rule on Page 9 for positioning text with the Baxter wordmark.



electronic media

Electronic Basics

Our electronic communications reflect the look of our marketing materials.

When working in electronic media, including the Web, video, Flash, PowerPoint and more, the Baxter brand is represented by the use of the core visual elements of our Corporate Identity System — Graphic Basics. While electronic applications present a unique set of possibilities and challenges, ALL corporate standards detailed in the Graphic Basics section of this manual must be followed. Below are additional standards for the wordmark, color and typography, specific to electronic media applications.

Wordmark Animation: Short animations of the Baxter wordmark are allowed, but the following rules must be followed. The wordmark may move across a page, but it should always remain intact as one piece of artwork. Separate letters of the wordmark should never move without the others. The wordmark must never break apart in animation. Do not create an animation in which the entire wordmark is spinning or misshaped to indicate movement or progression. The Baxter wordmark must never glow, glitter or be distorted in any graphic manner.

Color: Color appearance can vary greatly between print materials and computer screens, and even between different screens or browser versions. For this reason, two color formulas are available specifically for electronic graphics — hexadecimal and RGB. Available for the entire Baxter Extended Color Palette, these hexadecimal and RGB formulas should always be used in electronic applications. Use the color formulas found on the Color page of this manual; formulas must not be modified. Either the hexadecimal or RGB formula may be used, as both appear the same on-screen. Electronic formulas for Baxter Blue and Baxter Gray are shown at left.

Baxter Blue	
Hexadecimal	003399
R-G-B	0-51-153

Baxter Gray	
Hexadecimal	766A65
R-G-B	118-106-101

Typography: Arial is a sans serif typeface that must be used for all Web applications. It is used on the Web because of its universality, readability and close relationship to our corporate sans serif typeface, Helvetica. Arial may also be used for PowerPoint and other electronic applications if Helvetica is unavailable. Arial is available in a range of weights (light, regular, bold and black) as well as italicized and condensed styles. Please refer to the Typography page of this manual for in-depth information about the Baxter corporate typefaces. In Baxter's Web publishing environment, Arial is used on all templates. Web browsers often use a default serif typeface to display text; this can be controlled by defining the preferred font in html code on all pages.

Internet

A strong visual identity on the Web improves recognition and awareness of Baxter and advances — as well as protects — the company's reputation. The core visual elements of the Baxter Identity System must be observed on all external websites. Baxter IT and Corporate Communications provide direction and standards for external websites. These include baxter.com, national (country) sites and product or therapy microsites.

Web Headers and Footers: Standard headers and footers are required on Intranet and Internet sites that properly position the wordmark and/or provide the required copyright, legal and privacy disclaimers. Header and footer "macros" have been created to incorporate these standard images and links on all pages. Instructions for using these macro commands are available in the companion publication, "technical web guidelines" on the corporate identity Intranet site as well as on Information Technology's Webcentral site.

web guidelines

A technical summary manual for designing external marketing websites is available by request or as a PDF download on the corporate identity Intranet site. Additional guidance on Web publishing for both the Intranet and baxter.com are available from the Web Communications team or the Webcentral site.



powerpoint

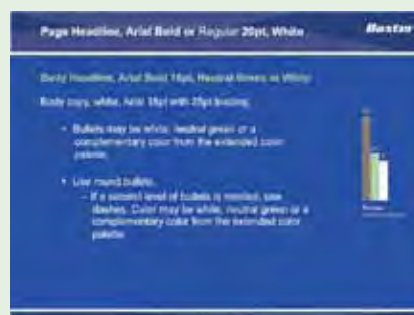
Corporate PowerPoint Templates

A corporate presentation template is available in both a light and dark version. These templates must be used for all corporate and business communications internally and externally. Templates may be downloaded from the corporate identity Intranet site.

Key elements of the corporate presentation template include the Baxter wordmark, font colors and sizes, recommendations for bullet points, line spacing and positioning, and a style for charts or illustrations. It is important to include an "internal use only" statement in a footer position when information is confidential and not intended for external release. Always consider readability. Avoid using odd characters as bullets: instead, use standard bullets like dots or dashes. Colors should be chosen from the Extended Color Palette, and Helvetica or Arial should be used for all typography. In addition, follow the style guidelines set up for Baxter photography and illustration and avoid using clip art. No representative photos (e.g., the former "hands" graphic) should be used.



Dark Version Title Page



Secondary Page



Light Version Title Page

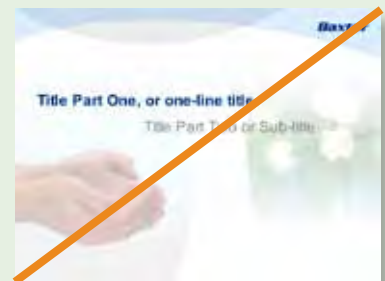


Secondary Page

Internal function logos are not allowed. If an internal graphic is used, position it at the bottom right or left, sized so that it does not interfere with content.

new template

The former corporate presentation template, including the "hands" graphic, is being retired and should no longer be used.



Use the new corporate template shown at left if content in a presentation primarily describes Baxter or features content about the company (e.g., "about" Baxter). Refer to Page 42 for exceptions to the corporate template.

powerpoint

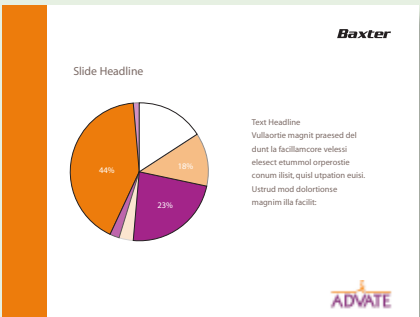
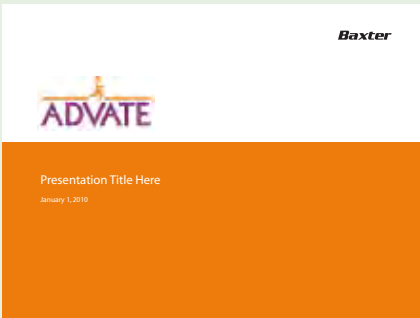
Exceptions to the Corporate Presentation Template

Global Franchise/Therapy/Product PowerPoint Templates: It is acceptable to apply approved global franchise/therapy campaign graphics or product branding when the content is educational or marketing oriented. If content in the presentation is primarily about the corporation, the corporate template must be used. Examples of acceptable templates are shown left.

Internal PowerPoint Templates: Approved internal campaigns or major internal events (e.g., a sales meeting) may also have a distinctive look for PowerPoint presentations. The BeWell@Baxter program template is an example of an approved "non-corporate" template.

Important: When designing PowerPoint templates, ensure graphics are easy to comprehend, type is easy to read and there are no extraneous, irrelevant graphics. The layout should reflect a clean, geometric design. There is flexibility of color through the Extended Color Palette.

Remember: All presentations must contain the appropriate internal use footer for the level of sensitive information contained. Guidance is available on the corporate identity Intranet site.



Product



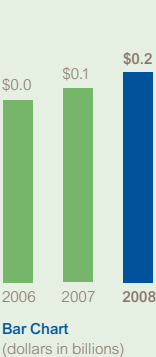
Global Franchise



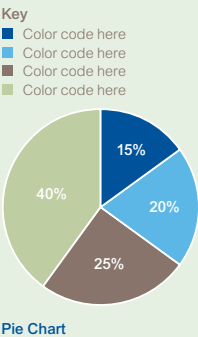
Internal Campaign

Charts and Diagrams

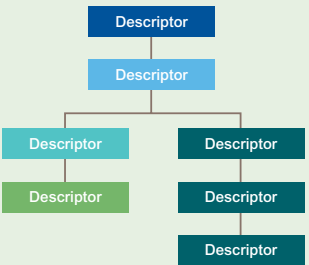
Baxter charts and diagrams have been designed to communicate with clarity. Simple circles, blocks and lines should be used in conjunction with colors from the Extended Color Palette. Find RGB formulas that can be used to create custom colors in PowerPoint on the Color page of this manual. Avoid the use of clip art, drop shadows or 3-dimensional shapes in charts and diagrams.



Bar Chart
(dollars in billions)



Pie Chart



Org Chart

acquisitions

Integrating Acquisitions into the Baxter Brand

Baxter has built a very strong brand in the global marketplace. Baxter has become synonymous with innovation, quality, caring and strong corporate citizenship. Guidance has been developed to ensure an orderly transition to the Baxter brand that takes into account customer, regulatory and legal needs.

Transition Phase: The acquisition of a company with its own corporate identity will require a transition phase to allow for seamless integration into the Baxter brand and corporate standards. We understand that acquired companies may want to use their logo and other branding elements during the transition to help alleviate confusion with customers, providers and patients. While this transition may vary in time, it will not vary in the implementation process. There are standards for integration, and they should be followed immediately upon closing for expediting the unification with Baxter and indicating a change has taken place for both organizations.

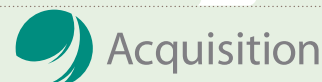
Although the time of integration is critical to the success of combining the company brands, we do not want to create a “wasteful” situation where new materials are produced and/or existing materials are disposed of immediately. Therefore, the transition phase may take place over a 3 – 18 month period depending on business strategy and logistical considerations. We recognize that each acquisition is different, so while this is the general guidance, Global Communications will counsel employees around issues and timeframes specific to each acquisition. Following are some general rules that will help as a guide in the transition process.

Nomenclature

Baxter is the principal name under which the company markets its products and services. Unless an acquired company is being structured as a subsidiary, the appropriate Baxter legal entity should be used on all official paperwork. Refer to Pages 4 – 5 for guidelines on Baxter Nomenclature.

acquisition logos

During the transition period, Global Communications will help determine if it is appropriate to use the Baxter wordmark by itself or a combination of the wordmark with the acquired company's logo. When both logos are required on materials, the Baxter wordmark must be dominant and appear above the other logo separated by *at least 1 “B” of space*.



Both logos should be approximately the same size. The Baxter wordmark must appear in color if the acquired logo is in color. See Pages 8 – 9 for complete guidelines on the use of the Baxter wordmark.

acquisitions

wordmark dominance

Do not use the acquired logo in a dominant position, size or color in relation to the Baxter wordmark.



Graphic Basics

The Baxter Graphic Basics include the wordmark, color palette, typography, photography and illustration styles, which should be implemented as soon as possible in the transition phase. Refer to the Graphic Basics section on Pages 8 – 23 of this manual.

Baxter Wordmark / Acquisition Logo: During the transition period, Global Communications can help determine if it's appropriate to use the Baxter wordmark by itself or a combination of the wordmark with the acquired company's logo on materials. In situations which require both logos to appear on materials, the Baxter wordmark must be dominant and appear above the other logo separated by at least 1 "B" of space. Both logos should be approximately the same size. The Baxter wordmark must appear in color if the acquired logo is in color. After the transition period ends, the acquired company's logo must be retired and only the Baxter wordmark may appear on materials. Any future use of an acquired company's brands must fully align with the Baxter Corporate Identity System.

E-mail Signatures

Employees should update their e-mail signatures to the approved format when instructed to do so. Employees can add one extra line below the standard Baxter e-mail signature noting the acquisition. The line must be provided by Global Communications and must be standard for employees. One year after close of acquisition, this line should be phased out. Please note that logos/wordmarks and other graphics are not allowed in e-mail signatures. Complete guidelines and specifications for e-mail signatures can be found on Baxter's corporate identity Intranet site.

Name

Title (optional)

Business, function or department (may be placed in same line as title)

Legal entity name

Address (optional)

Telephone (indicate if direct line) / Tie-line 000-0000 (if applicable)

Fax (optional)

Mobile (optional)

E-mail address

www.baxter.com or appropriate business link (optional)

Standard e-mail signature

For Use During Transition Period:

Mary L. Sample

Sales & Service Unit


Baxter Legal Entity Name


T 847.391.1000

mary_sample@baxter.com

Please note that our contract information is changing to reflect that ABC Corporation was acquired by Baxter.

Standard e-mail signature required fields shown with optional acquisition line





January 1, 2012

Name of Addressee
 Title of Addressee (optional)
 Company Name
 Street Address
 City, ST 00000

Salutation:

The purpose of this letter is to establish a uniform typing format for communications throughout the company. The date line always begins 9p or 1.5" from the top of the page. Never position the date in the same line as the wordmark. The left typing margin begins 6p or 1" from the left edge of the paper. The right margin should be set 6p or 1" from the right edge of the paper. Do not align the right margin of the body of the letter with the "r" in the wordmark.

The name of addressee begins two spaces below the date. The salutation begins two spaces below the last address line, and the body of the letter begins two spaces below the salutation.

Helvetica is Baxter's primary corporate typeface and is recommended for typing the body of the letter. In cases where Helvetica is not available, Arial may be substituted. Baxter's serif typeface, Garamond, is a third option for the body of the letter. When choosing Helvetica, use Helvetica Regular 10pt with 13pt leading. For Arial, use Arial Regular 10pt with 13pt leading. For Garamond, use Garamond Regular 11pt with 13pt leading. The body of the letter must always appear in black type, and all imprinted text must be confined to the shaded space.

The body of the letter should be single-spaced. Paragraphs are double-spaced and should not be indented. The complimentary close is double-spaced below the last paragraph of the letter. Allow four spaces for the signature and double space below the complimentary close for the cc: or copy information.

Sincerely,

Name
 Title
 Telephone Number (optional)

cc:
 Tom Andrews
 Robin Gate

Baxter Healthcare Corporation
 One Baxter Parkway / Deerfield, Illinois 60015
 T 847.946.2000

Standard Corporate Letterhead with acquisition logo may only be used with approval from Global Communications during transition phase

Business Papers

As business papers (i.e., letterhead, envelopes, mailing labels) need to be replenished, Baxter's standard templates should be used. In certain situations where it is required to show the acquired company's logo in addition to the Baxter wordmark on business papers, an exception can be applied for through Global Communications. Global Communications can provide additional guidance on formatting, including approved templates for the use of both logos. After the transition period ends, only standard Baxter templates should be used.

Business Cards: Employees may continue to use up current business cards during the transition phase, but new orders must follow Baxter's established guidelines and only use the Baxter wordmark. *The use of both logos on business cards is never allowed.*





Mary L. Sample
 Vice President / Business Development

Baxter Healthcare Corporation
 One Baxter Parkway / Deerfield, Illinois 60015
 T 847.946.2222 F 847.391.2000 M 847.999.0000
 mary_sample@baxter.com

Do not add an acquired company's logo to the Baxter business card.

acquisitions

limiting waste

During the transition process, limit the creation of marketing materials to “required needs.”

If you must create a marketing communication item, try to do so by using an electronic format or digitally print a minimal quantity.

Marketing Communications

An acquired company should work with Baxter's marketing, regulatory and legal functions to determine use of product marketing materials during the transition period. New marketing communications (i.e., advertising, event displays, promotional items, sell sheets) created must follow the Baxter Corporate Identity guidelines and only use the Baxter wordmark.

Facilities

As security badges, uniforms, signs, vehicles and other items need to be replenished at facilities, they should be replaced following the guidelines of the Baxter Corporate Identity System. New facility signage should be in place within a year of the acquisition closing.

External Websites

As soon as possible but only after content is approved through Baxter's formal review channels, Baxter's wordmark and explanation language should be incorporated into an acquired company's external websites to establish connection to Baxter. After the transition period ends, external websites that will remain live must be compliant with Baxter's Corporate Identity Technical Web Guidelines.

PowerPoint

During the transition period, there may be certain situations which require both the Baxter wordmark and acquired company's logo to appear on PowerPoint slides. In these cases, the acquired company's logo must appear in the lower left corner of the Baxter Corporate PowerPoint template. Examples are shown below of both the light and dark versions of the PowerPoint with an acquisition logo in place. Templates are available from Corporate Communications. After the transition period ends, all communications must follow Baxter's standard PowerPoint format.



Light Version with Acquisition Logo in lower left corner



Dark Version with Acquisition Logo in lower left corner

for more information

Comprehensive guidance for Baxter's Corporate Identity System is available on Baxter's Intranet at http://corporate.inbaxter.com/corp_id. This internal website expands on content that is only briefly discussed in the summary guides. It also provides links to templates, specification sheets, graphics and downloads that support the program.

The summary guides are available on the corporate identity Intranet site as PDF downloads. Contact the corporate identity administrator at global.corp.corpid@baxter.com



Summary Guide for Designers



Technical Web Guidelines



Baxter International Inc.
One Baxter Parkway
Deerfield, Illinois 60015

www.baxter.com

