CABENUVA

Style Guide

November 2019

CABENUVA
cabotegravir 200 mg/mL; rilpivirine 300 mg/mL
extended-release injectable suspensions

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Branded Launch Website

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Typography for Branded Launch Site

Type Family

Verb

Regular
Medium
Bold
Bold Italic

Verb Ultra

Italic

Frutiger LT Std

Bold
Light
Regular

Color Palette

#006b93	Blue (background)
#f6be00	Dark Gold (rollover state)
#fad57e	Light Gold (static state)
#e67300	Orange
#ff9191	Rose (error state)
#ff5933	Coral
#414141	Grey
#999999	Grey (form field)
#ffffff	White

- 1em = 16px
- line-height is unitless, and uses the suffix “ul” for clarity.

Style 1 1 **#ffffff – Verb Ultra Italic**

1 color for headers for use as H1

	Desktop	Mobile
font-size:	4em | 40px	4em | 40px
line-height:	1.125ul | 45px	1.3ul | 52px

Style 2 2 **#006b93 – Frutiger LT Std - 45 Light**

1 color for headers for use as H2

	Desktop	Mobile
font-size:	4.8em | 48px	4em | 40px
line-height:	0.95ul | 46px	1.3ul | 52px

Style 3 3 **#ffffff – Frutiger LT Std - 65 Bold**

1 color for headers for use as H3

	Desktop	Mobile
font-size:	2.8em | 28px	4em | 40px
line-height:	0.85ul | 24px	1.15ul | 46px

Style 4 4 **#e67300 – Verb Medium**

1 color for headers for use as H4

	Desktop	Mobile
font-size:	1.8em | 18px	2.8em | 28px
line-height:	2.89ul | 52px	1.42ul | 40px

Style 5 5 **#006b93 – Frutiger LT Std - 75 Black**

1 color for use as H6

	Desktop	Mobile
font-size:	1.8em | 18px	3em | 30px
line-height:	1.16ul | 21px	1.2ul | 36px

Style 6 6 **#ffffff | 006b93 | ff5933 | 414141 – Frutiger LT Std - 55 Roman**

4 variable color for use as H5

	Desktop	Mobile
font-size:	1.6em | 16px	2.8em | 28px
line-height:	1.25ul | 20px	1.42ul | 40px

Style 7 7 **#ffffff – Frutiger LT Std - 65 Bold (Underline: Link)**

1 color for Links

	Desktop	Mobile
font-size:	1.4em | 14px	3.0em | 30px
line-height:	1.21ul | 17px	1.2ul | 36px

Typography for Branded Launch Site (cont'd)

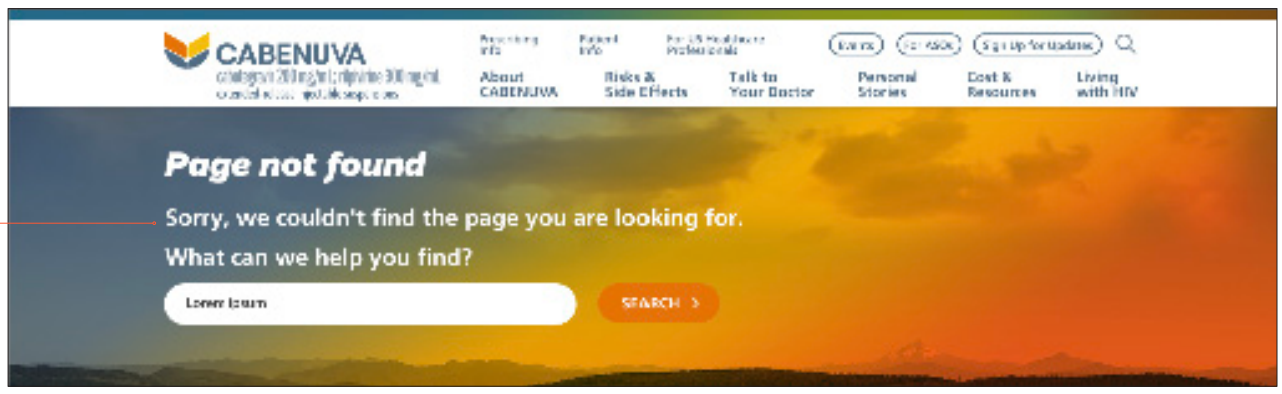
Abberations

Desktop
Vertical spacing between H2 and Body Copy should always be 20px.
H2 should always have a minimum padding above it of 20px.

Horizontal and vertical spacing between elements: 50px, and as low as 20px with associated elements.

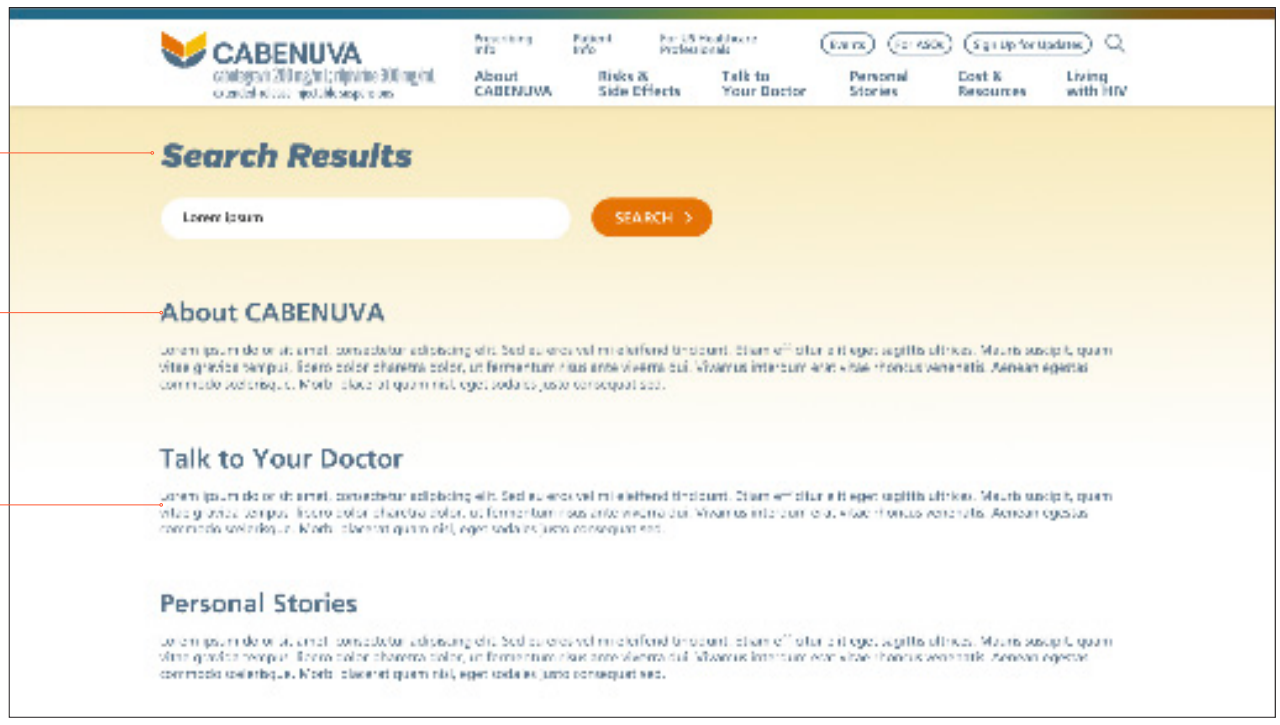
Mobile
Vertical spacing between H2 and Body Copy should always be 12px.
H2 should always have a minimum padding above it of 12px.

Horizontal and vertical spacing between elements: 40px, and as low as 20px with associated elements.



Frutiger LT Std 65 Bold
28px | 2.8em | #ffffff

Note that the above style is only used for 404 pages.



Verb UltraItalic
40px | 4em | #506d85

Frutiger LT Std 65 Bold
32px | 3.2em | #506d85

Frutiger LT Std 55 Roman
18px | 1.8em | #506d85

Typography for Branded Launch Site (cont'd)

Verb Black
16 | #ffffff

Verb Medium
16/20 | #ffffff

Verb Ultra Italic
34px | 3.4em | #506d85

Frutiger LT Std 75 Black
18px | 1.8em | #e67300

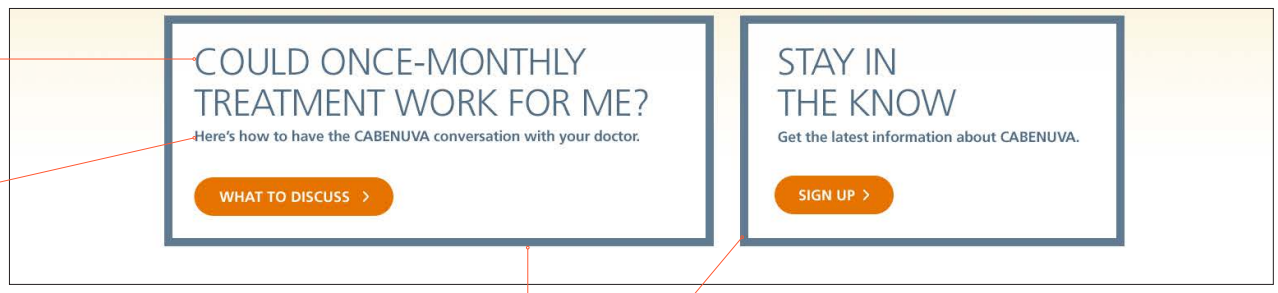
Frutiger LT Std 55 Roman
18px | 1.8em | #506d85

Frutiger LT Std 65 Bold Underlined
18px | 1.8em | #e67300

Rule: 1px, #506d85

Frutiger LT Std 45 Light
46px | 4.6em (-20) | #506d85

Frutiger LT Std 75 Black
18px | 1.8em (-20) | #506d85



Border: 10px, solid-stroke
#506d85

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Typography for Branded Launch Site (cont'd)

Page Flow

All pages follow a basic flow. The hero leads featuring S1 type, followed by a subhead in S2 type. Then follows the first body copy as S6 depending on if the type is on a colored or gradient background or not. S3 is frequently used as a subhead for type in the instance of white type on a colored background.

The page concludes with the bottom callouts, and finally the ISI and footer.

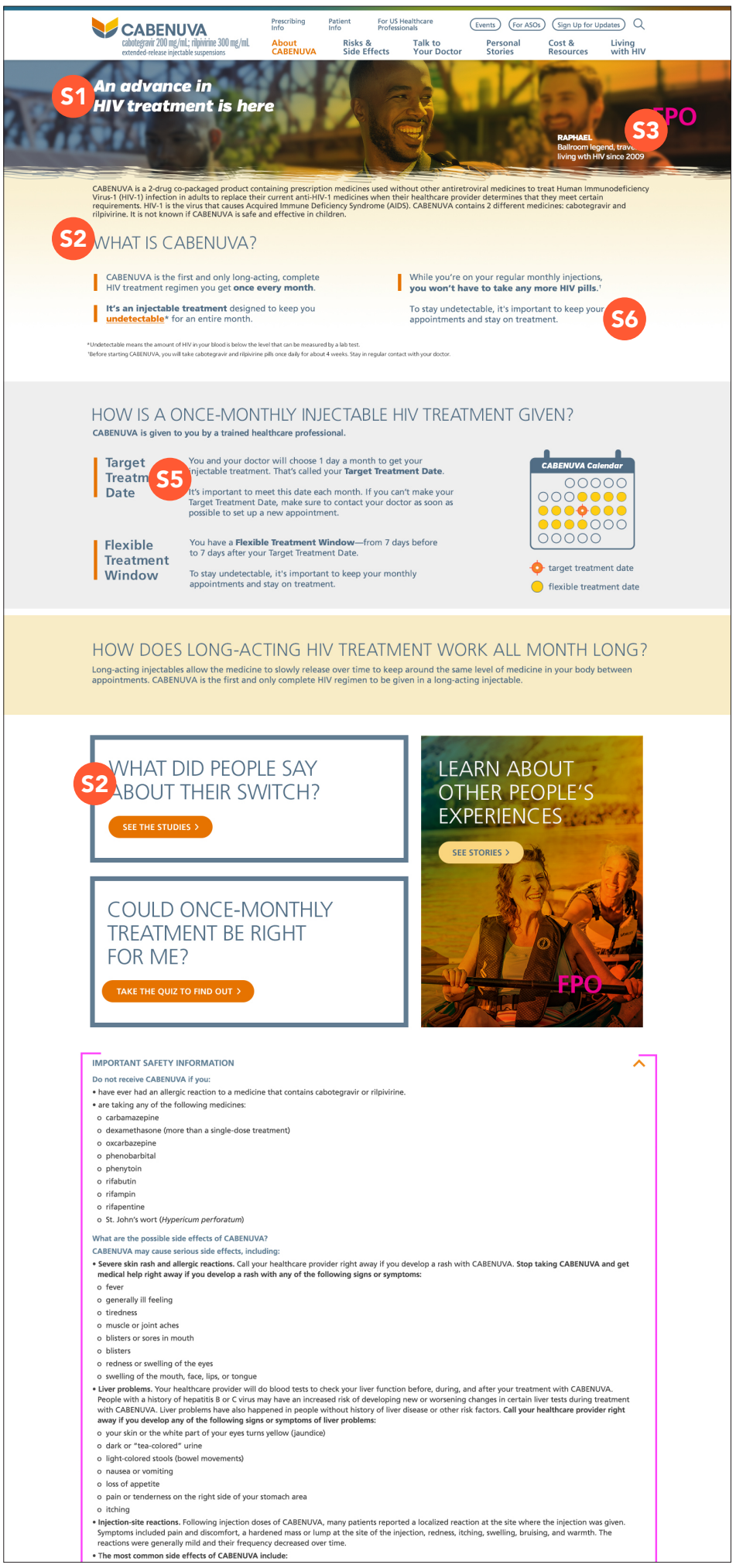
Spacing

Desktop:
Individual sections within a page should have a 60px vertical gap. When data is in a single section, a 22px gap is preferred.

In instances where the data is broken out into two columns or a quadrant, always keep a 1 column gap between the elements. Use the outer 4 columns of the grid.

Mobile:
Individual sections within a page should have a 80px vertical gap. When data is in a single section, a 72px gap is preferred.

In mobile, the site should only ever use one column, and elements should stack in the order shown in the psds.



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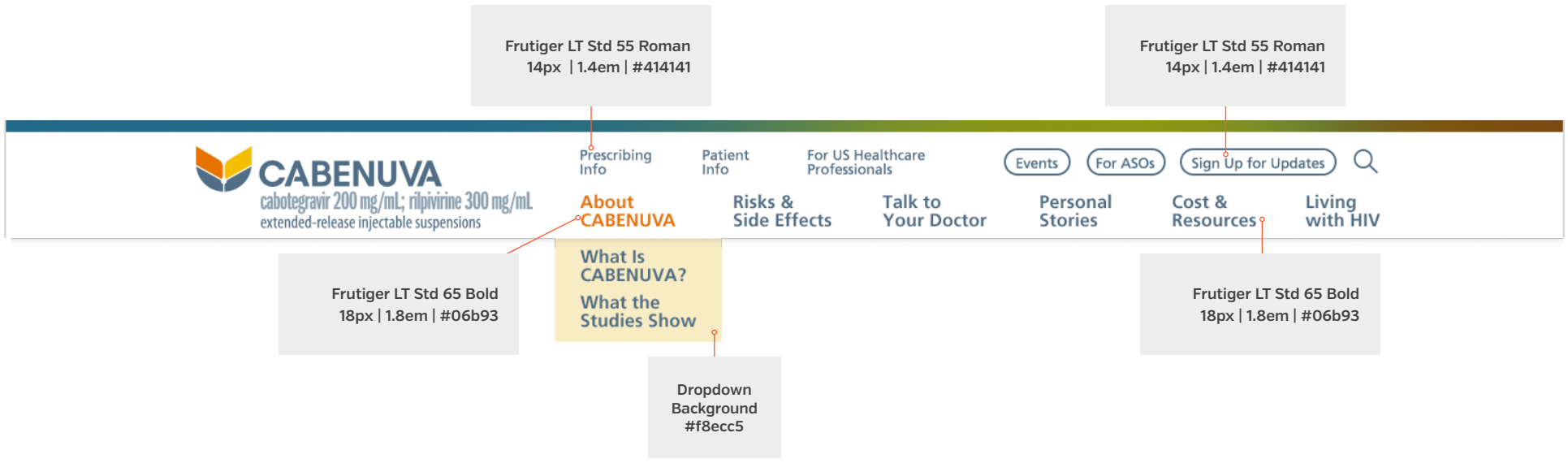
Elements, Typography & Eyebrows



EYEBROW STYLES

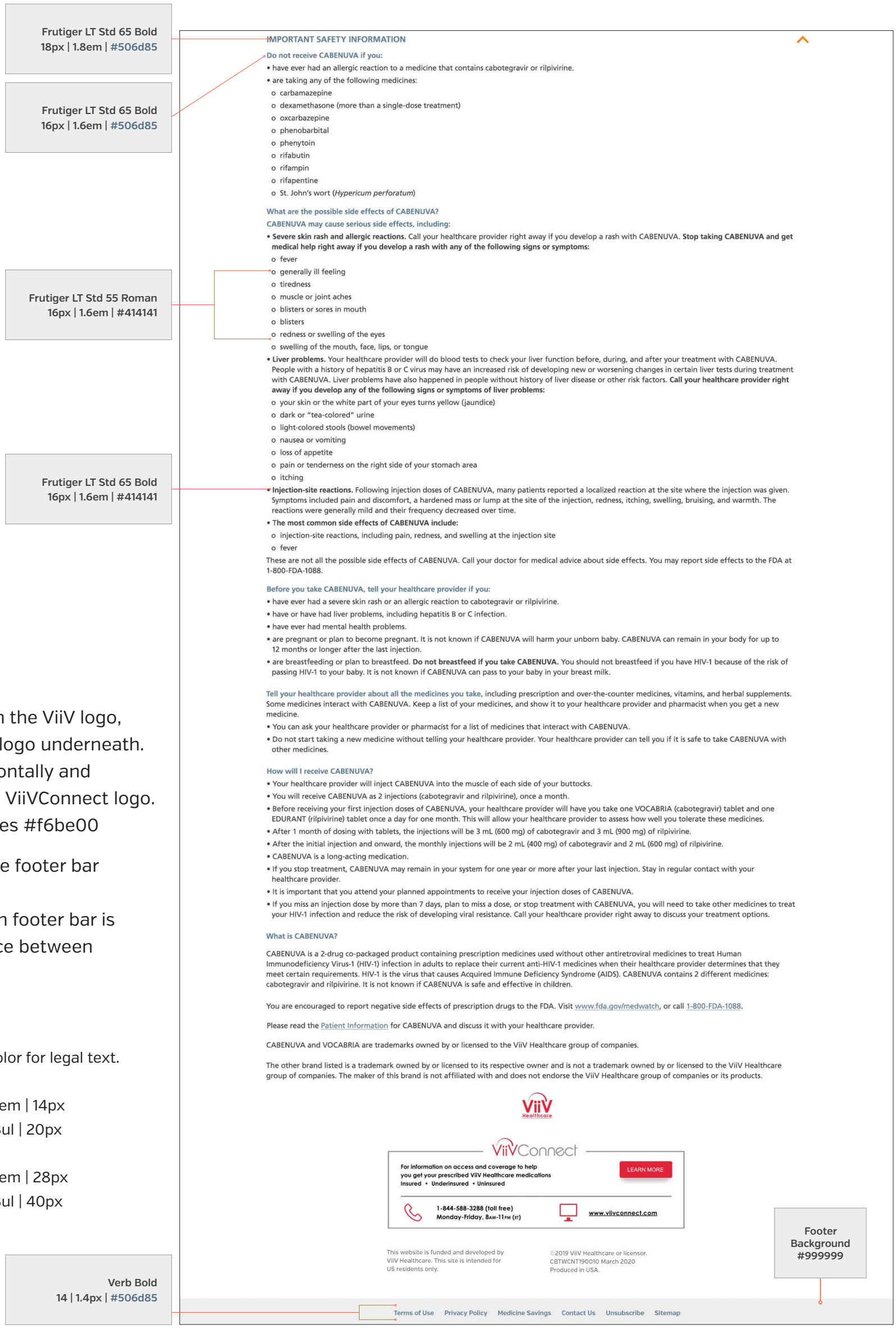
5 colors are used within the eyebrow. The gradient angle is 13°. There are 6 steps to the gradient:

Hex Color	#226988	#226a88	#899717	#6c762c	#794a15	#794a15
Stop	25.06%	35.39%	35.39%	82.98%	90.48%	100%
Opacity	100%	100%	100%	100%	100%	100%

Footer & ISI

ISI

The ISI uses inline bold and italic faces, as well as small caps for the drug name and ISI title.



Footer

The footer begins with the ViiV logo, with the ViiVConnect logo underneath. Text is centered horizontally and vertically beneath the ViiVConnect logo. On hover, text becomes #f6be00

Desktop: Height of the footer bar is 48px.
Mobile: Height of each footer bar is 72px, with 2px of space between each bar.

Footer Legal Styles:
#506d85 – Verb Bold | 1 color for legal text.

Desktop: font-size, 0.875em | 14px
line-height, 1.43ul | 20px

Mobile: font-size, 0.875em | 28px
line-height, 1.43ul | 40px

Buttons

Shape/Size & Specs

All Buttons should use the rectangle shape with corner radius at 25px for Desktop and 45px for Mobile.

The Default State background color is **#e67300**.

WHAT TO DISCUSS ›

#FFFFFF – Frutiger LT Std 65 Bold

1 color for button text

	Desktop	Mobile
font-size:	1.8em | 18px	3.6em | 36px
button height:	50px	90px
button width:	246px	354px
corner radius:	25px	45px

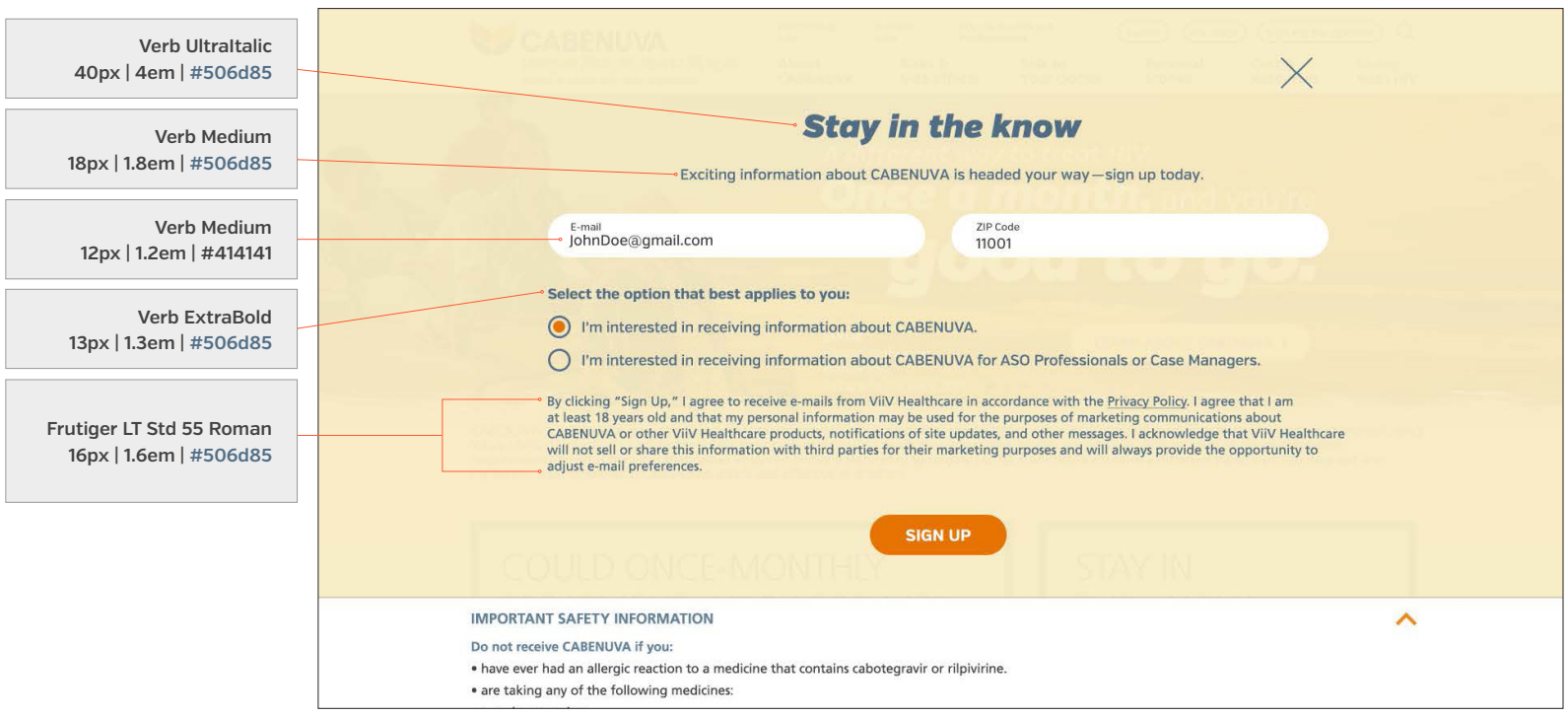
Form Fields & Errors/CRMs

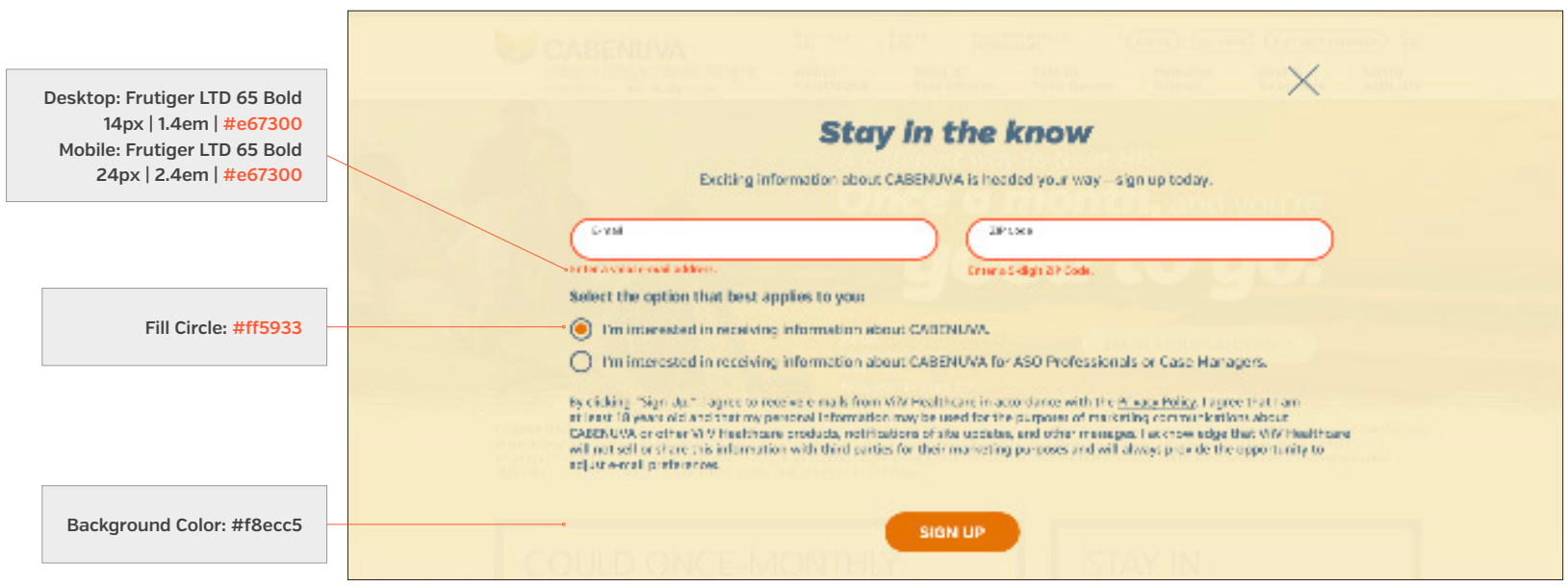
Form Field Errors

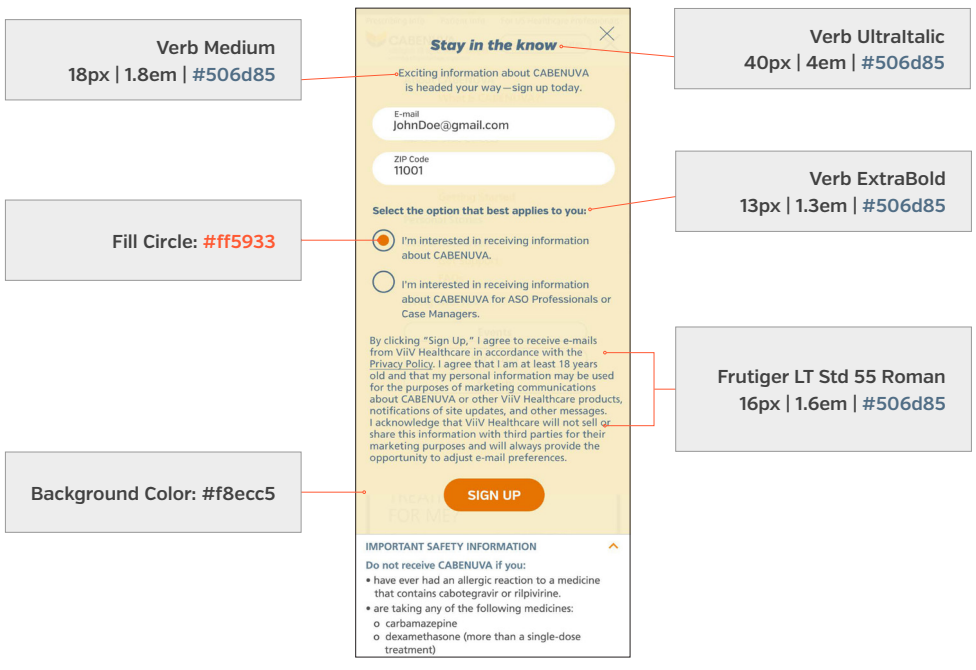
When there is an input error, the grey (#999999) field type 4 shrinks and the field is outlined in Coral.

For Desktop, the form field **error button** receives a 2px outline and type shrinks to 12px (.75em). Color is **#e67300.**

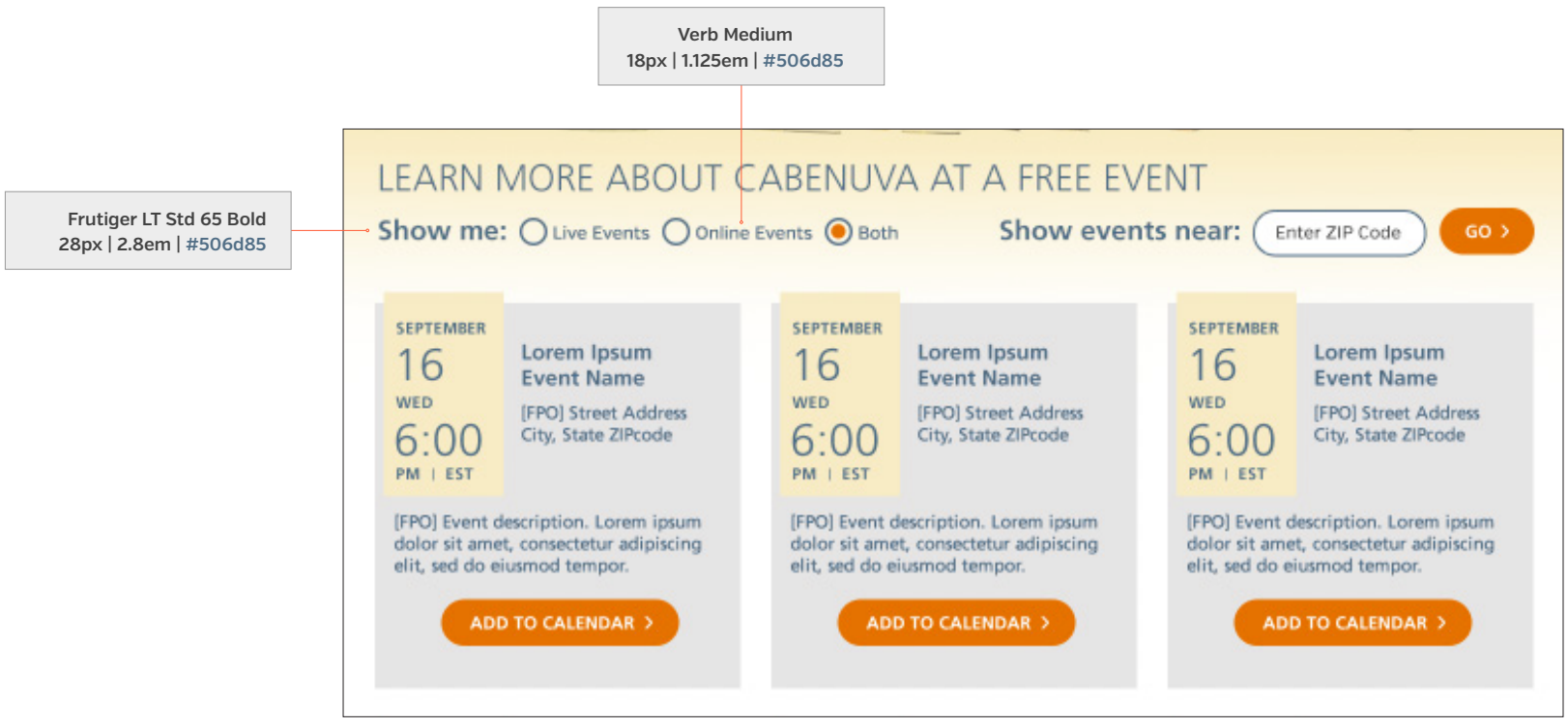
For Mobile, the form field **error button** receives a 4px outline and type shrinks to 22px (.6875em). Color is **#e67300.**

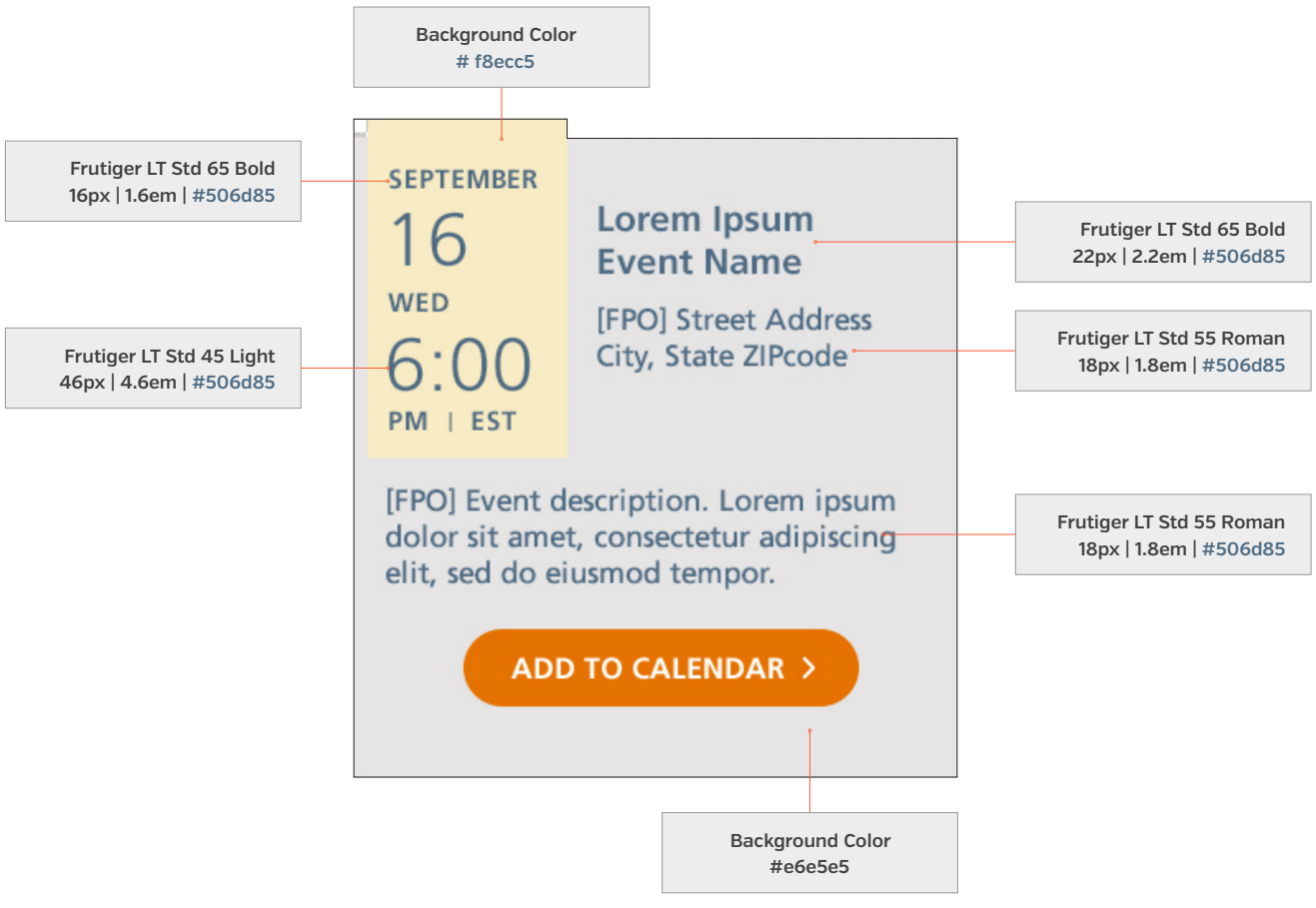






Event Calendar Modals





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Video and Quiz Breakdown

Ellipse | 42px | #ffbe00

Verb Ultra Italic
29px | 2.9em | #506d85

Frutiger LT Std 65 Bold
28px | 2.8em | #506d85

970x547px
Window

Frutiger LT Std 65 Bold
18px | 1.8em | #506d85

Ellipse | 25px round |
#506d85

Verb Ultra Italic
40px | 4em | #506d85

Verb Ultra Italic
36px | 3.6em | #506d85

Background Color
#ffffff | 90% Opacity

Border: 10px, solid-stroke
#e67300

Background Color
#e67300 | 100% Opacity

Frutiger LT
Std 65 Bold
28px | 2.8em
#506d85

Background Color
#fad57d
100% Opacity

Video and Quiz Breakdown (cont'd)

Border: 10px, solid-stroke #e67300

Verb Ultra Italic 40px | 4em | #506d85

Frutiger LT Std 75 Black 18px | 1.8em | #506d85

Frutiger LT Std 65 Bold 18px | 1.8em | #e67300

Frutiger LT Std 65 Bold 18px | 1.8em | #506d85

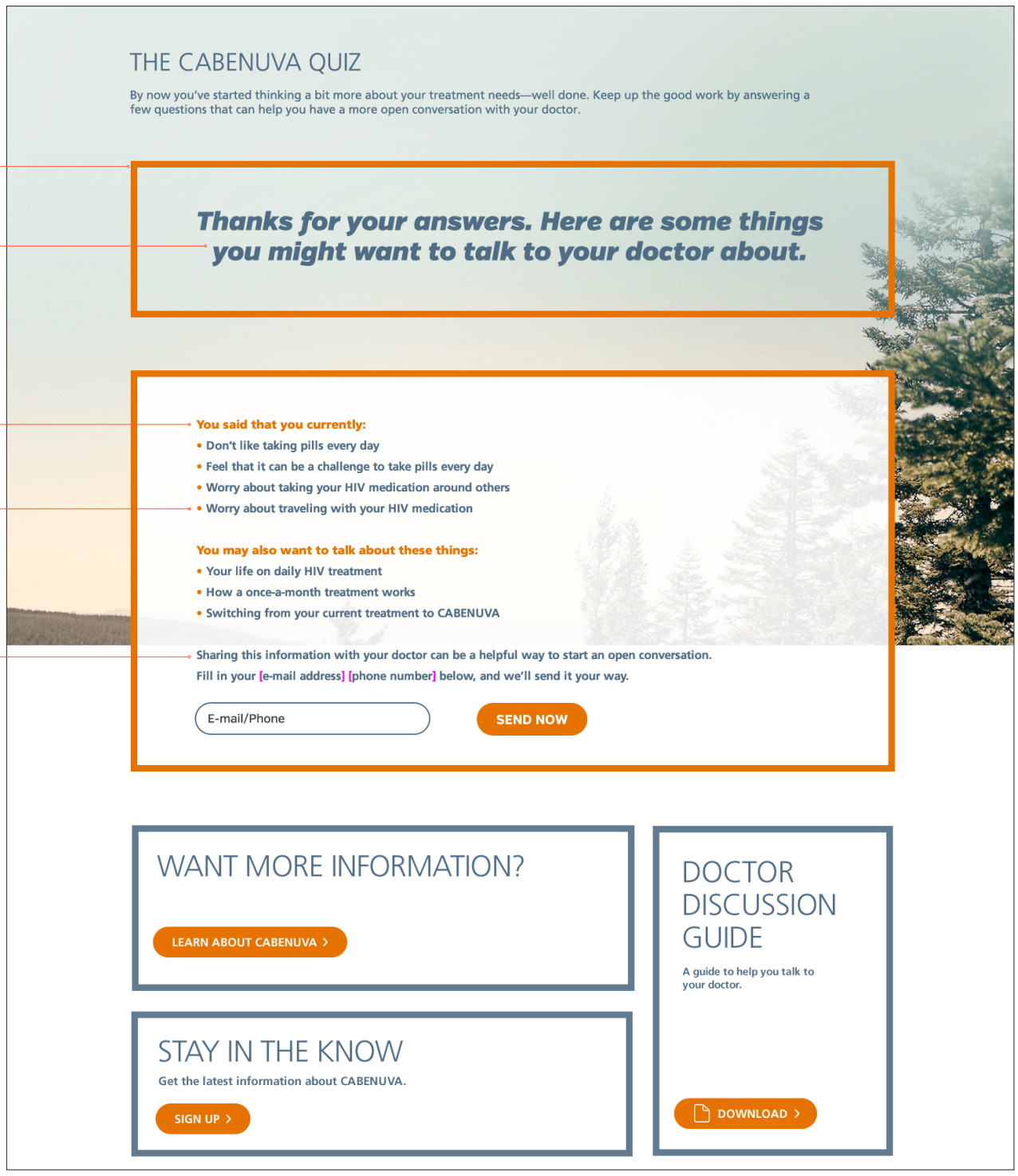
Frutiger LT Std 55 Roman 18px | 1.8em | #506d85

Verb Ultra Italic 32px | 3.2em | #506d85

Verb Ultra Italic 41px | 4.1em | #506d85

Background Color #f4be18 | 100% Opacity

Background Color #506d85 | 100% Opacity

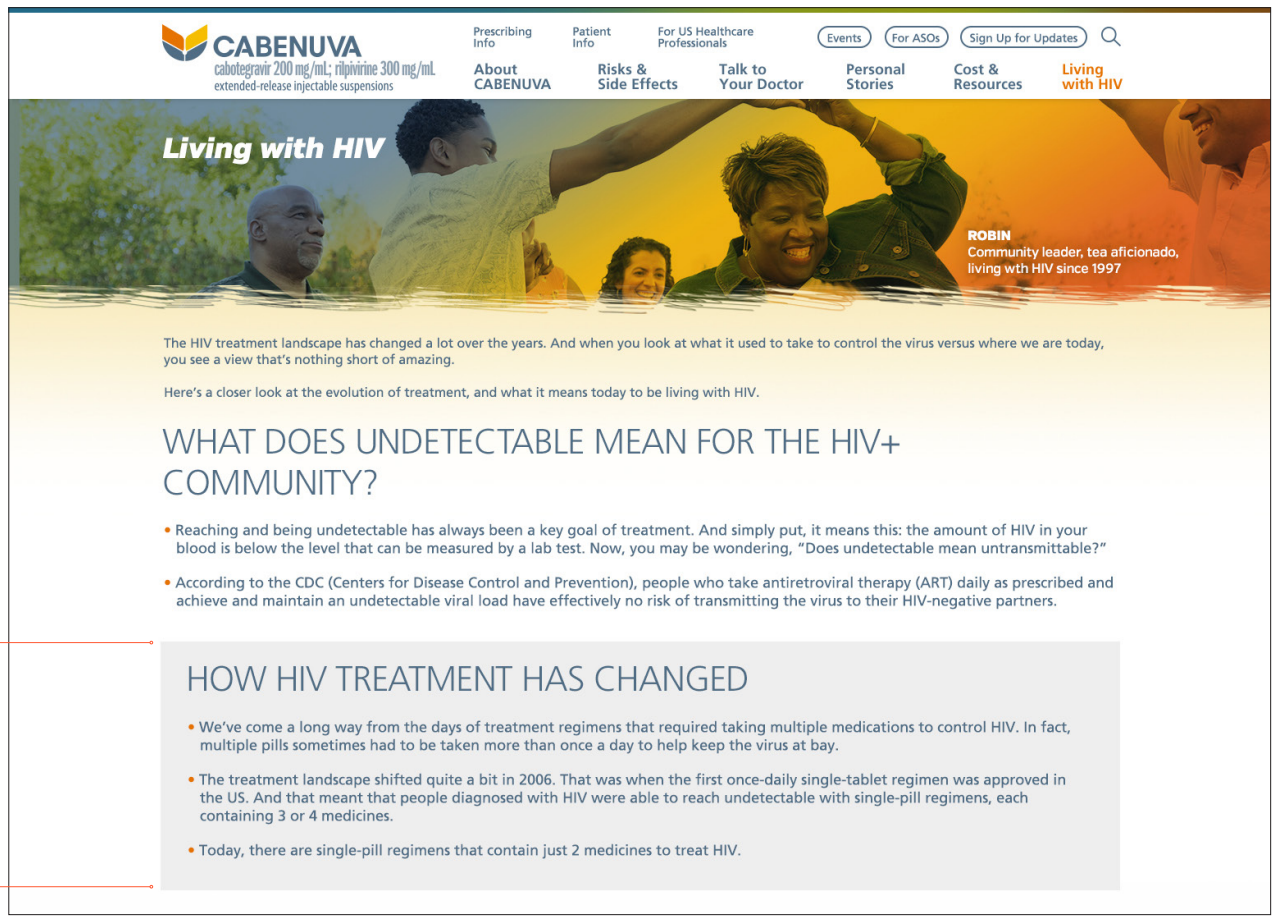


Frutiger LT Std 55 Roman 18px | 1.8em | #ffffff

Frutiger LT Std 55 Roman 12px | 1.2em | #414141

Frutiger LT Std 65 Bold 22px | 2.2em | #506d85

Callout Background Style



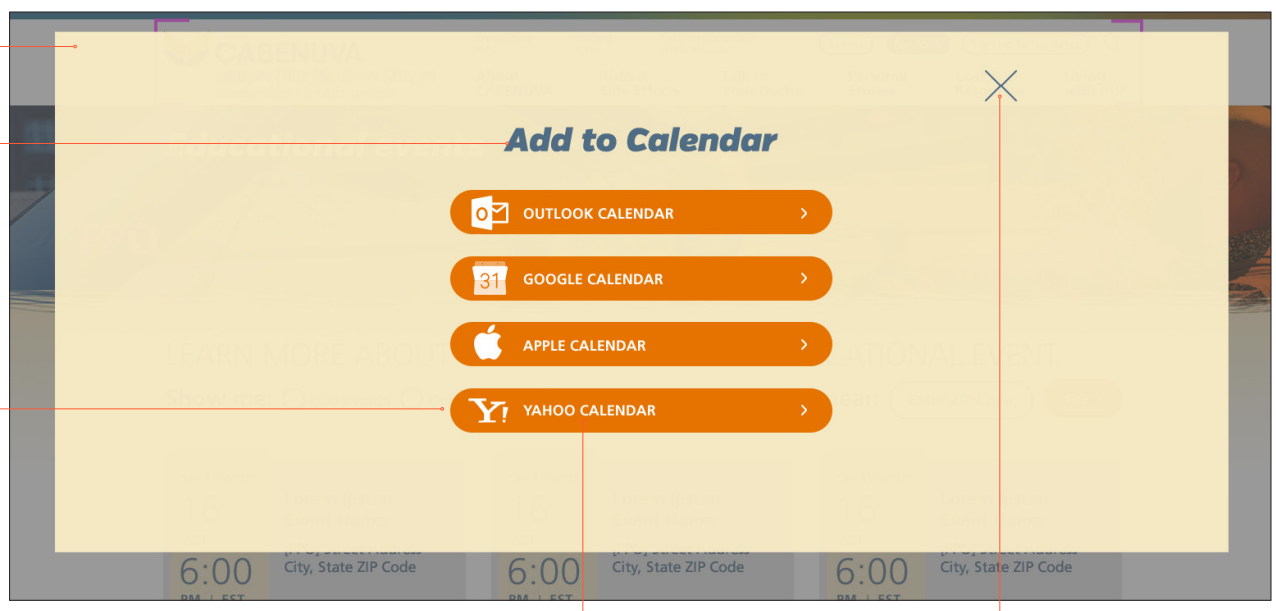
Background Color
#eeeeee | 100% Opacity

Calendar Modal

Background Color
#f8ecc5 | 96% Opacity

Verb UltraItalic
40px | 4em | #506d85

Rounded corner button
27px diameter |
0.762em | #e67300



Frutiger LT Std 65 Bold
18px | 1.8em | #ffffff

Close Button
1.5px stroke | 40px across
#506d85

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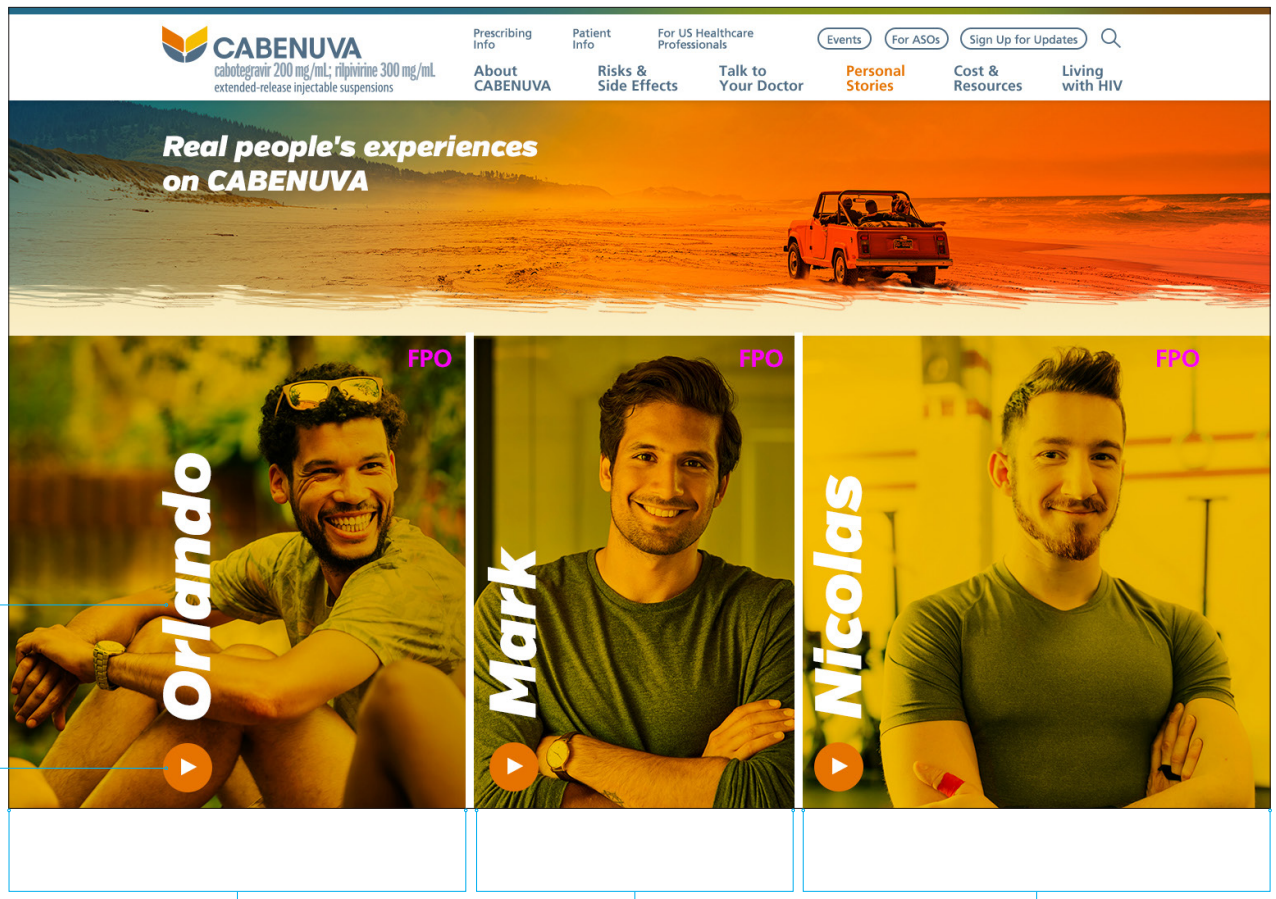
Profile Videos



Verb Ultra Italic
80px | 8em | #ffffff

Video Play Button
60px round | #e67300

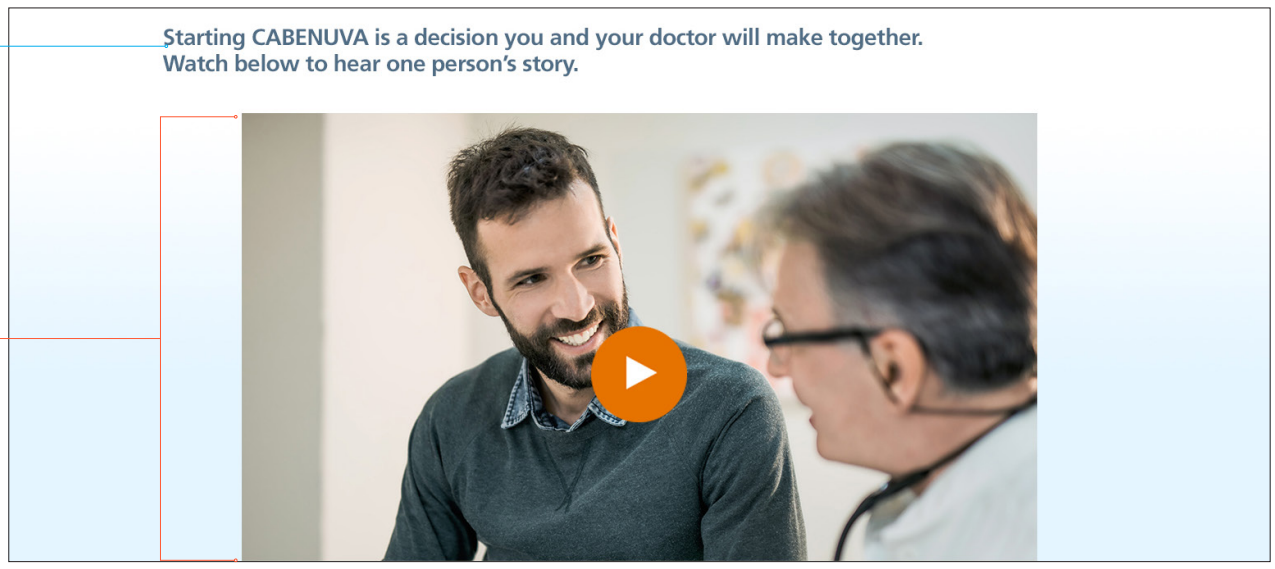
558x578px Window

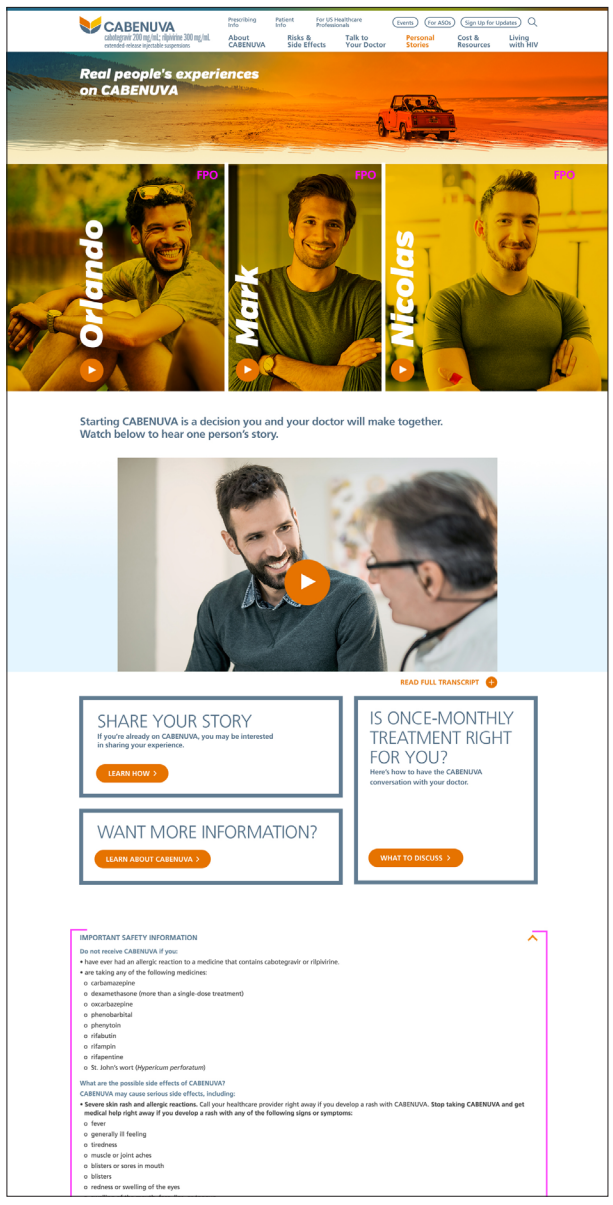
394x578px Window

570x578px Window

Frutiger LT Std 65 Bold
28px | 2.8em | #506d85

970x547px Window





Profile Videos (cont'd)

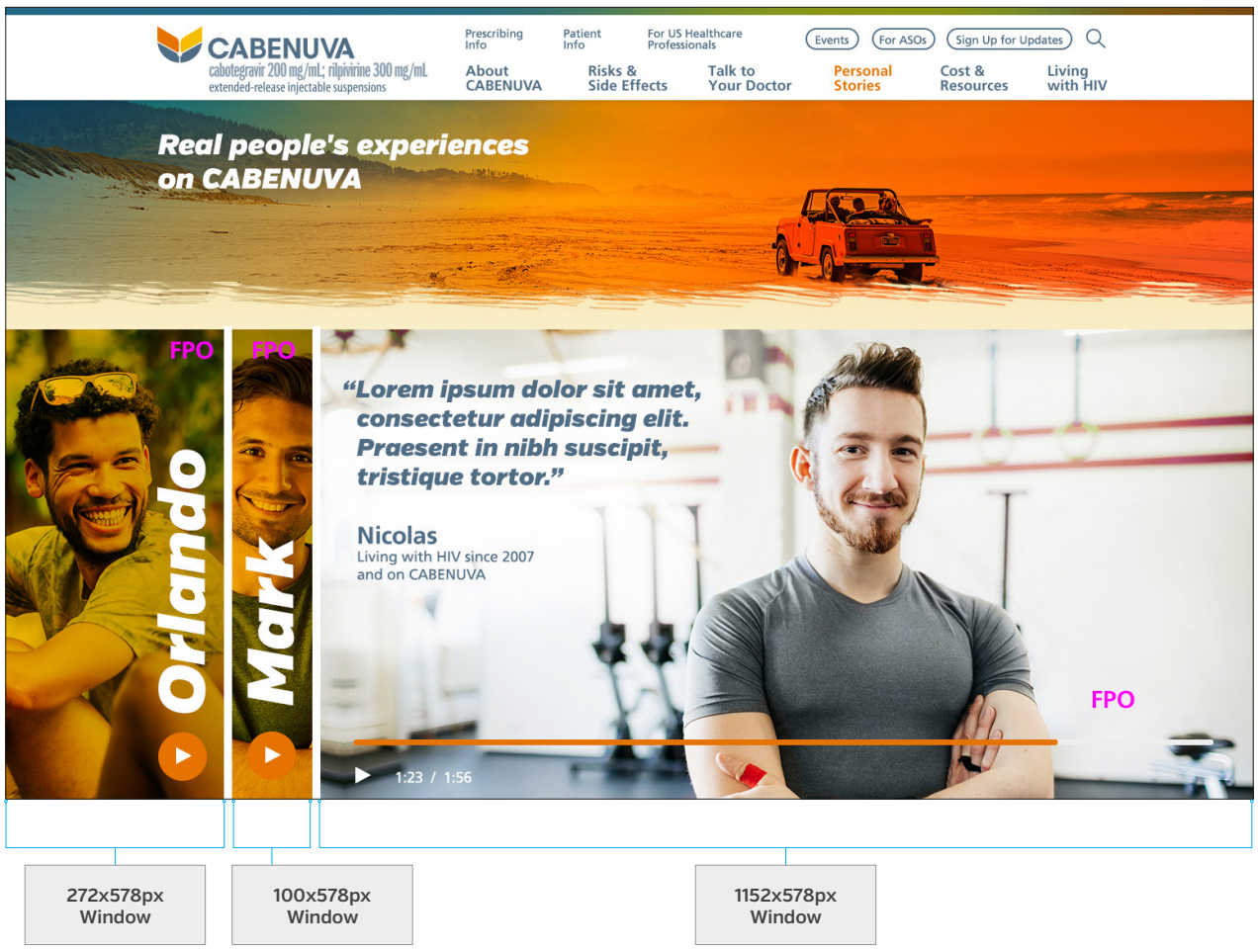


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Table Colors, Strokes and Backgrounds

Ellipse | 80px | #f9cf42

Verb ExtraBold
33px | 3.3em | #506d85

Background Color
#eeeeee | 100% Opacity

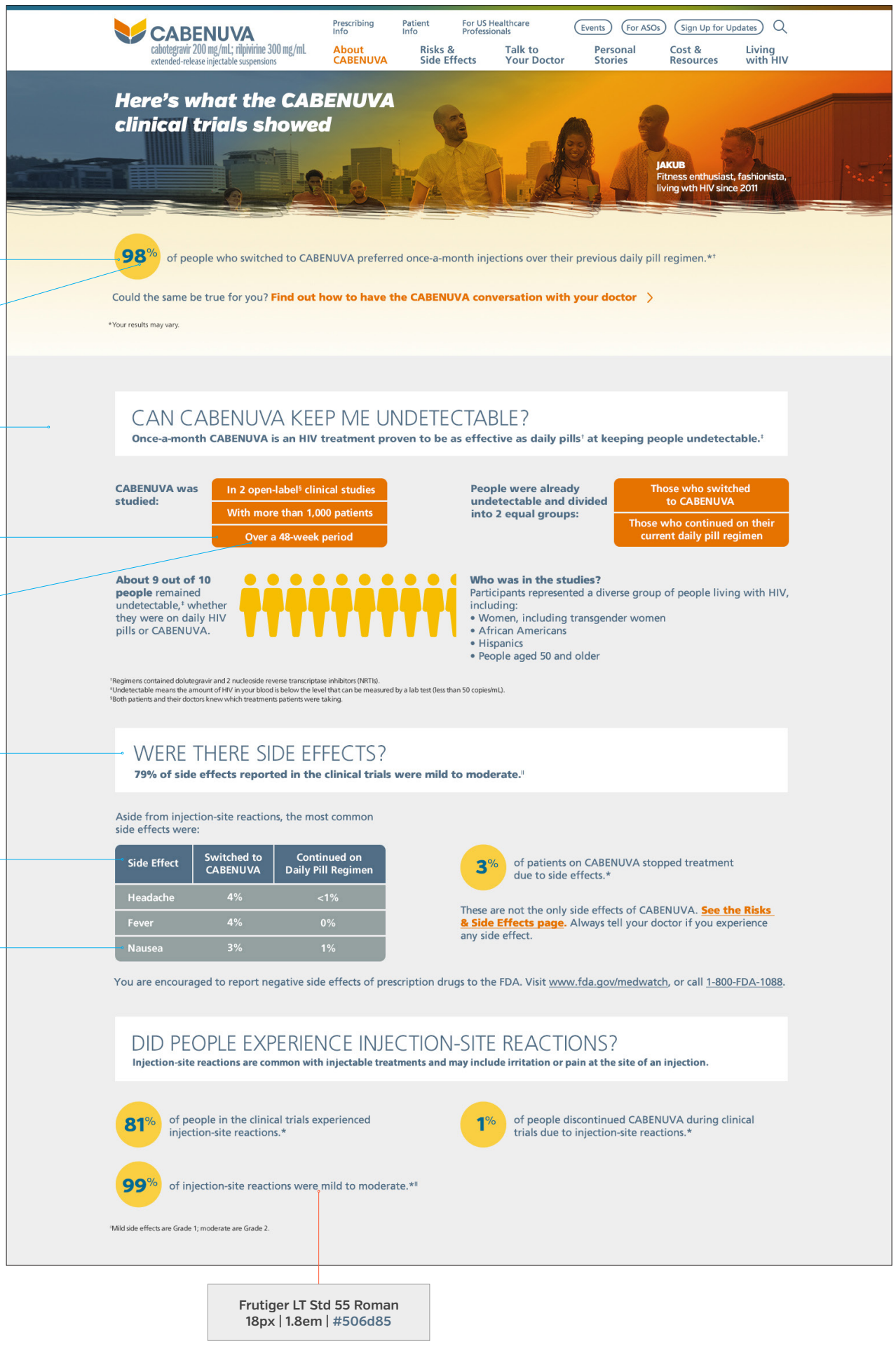
Rounded Corner Table
0.125 radius | #e67300

Frutiger LT Std 65 Bold
18px | 1.8em | #ffffff

Background Color
#ffffff | 100% Opacity

Rounded Corner Table
0.125 radius | #506d85

Rounded Corner Table
0.125 radius | #93a09f



Frutiger LT Std 55 Roman
18px | 1.8em | #506d85

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Table Colors, Strokes and Backgrounds

Stroke | 8px wide
#e67300 | 100% Opacity

Stroke | 8px wide
#e67300 | 100% Opacity

Space | 14px | #ffffff

Background Color
#f8ecc5 | 100% Opacity