

Ipsen *Way of Being*



IPSEN Way of Being

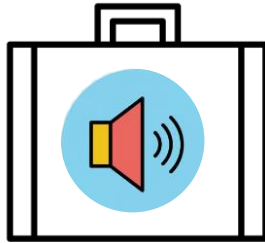
Tool kit explained

March 2021

Ipsen Way of Being Rollout

3 kits are available

WOB Rollout kit



For GLT, HR & Com

- Key messages
- Narrative videos (feedback from GLT workshops)
- WOB light graphics kit for every day use
- WOB awareness session template & step by step guide

WOB Full Graphics kit



For HR & Com

- Full graphics kit with all formats in English & French + source files for adaptations and to work with external vendors.

WOB Light Graphics kit



For All employees

- Practical WOB graphics kit for every day use (main visuas, posters, ppt, Teams background)

Ipsen Way of Being – Rollout kit

Toolkit items	Details	Format
<ul style="list-style-type: none"> Way of Being Evolution key messages 	Why we are evolving our Ipsen Way of being and what is changing	<ul style="list-style-type: none"> PDF talking points FR & ENG
<ul style="list-style-type: none"> Summary Slides for each Way of Being Pillar 	2 slides per pillar: <ul style="list-style-type: none"> What we are moving from → to Stop/Start/Continue 	<ul style="list-style-type: none"> PPT Presentation Only in ENG
<ul style="list-style-type: none"> Narrative videos from GLT 	Intro + 5 Facilitators videos to explain WOB GLT workshops outcomes	<ul style="list-style-type: none"> Videos only in ENG
<ul style="list-style-type: none"> Awareness session to run 	<ul style="list-style-type: none"> Main slide deck in ENG &FR Leader guide only in ENG How to guide for facilitators in ENG Klaxoon template in ENG& FR WOB fun activity ideas in ENG 	<ul style="list-style-type: none"> PPT WORD KLX
<ul style="list-style-type: none"> WOB Light Graphics kit ENG 	Graphics kit for all employees	<ul style="list-style-type: none"> Box folder Ipsen planet ENG



[Direct link](#)

Accessible from

1.HR Community Documents
 2.04- Ipsen Way of being 2021

Ipsen Way of Being: Light Graphics kit overview

For all employees (ENG & FR)

Graphic kit elements	Format provided	How to use it ?
01. Main Visuals <ul style="list-style-type: none"> • Full key visual • Light Key visual • All WOB Attributes with and without bullet points 	<ul style="list-style-type: none"> • Landscape • PNG 	Visuals to be used in any Ipsen internal working document
02. PPT	<ul style="list-style-type: none"> • Ppt slides 	<ul style="list-style-type: none"> • Slides to be used for any internal presentation
03. Teams Background	<ul style="list-style-type: none"> • 1920×1080 Pixels in JPG/PNG + how to set it up. 	<ul style="list-style-type: none"> • Customized Background to use during WOB awareness sessions and all year long when people wish to do so.
04. Posters	<ul style="list-style-type: none"> • Landscape & Portrait versions • A3 format • PDF 	<ul style="list-style-type: none"> • Posters to be printed by Office printer
05. Leaflet	Coming soon	Coming soon

No employees except HR & Com teams should have access to source files or any editable documents.

Directly accessible from Ipsen Planet (Sharepoint) in Communication tools.

Ipsen Way of Being: Full Graphics kit explained



It is not a revolution, but an evolution !

To accompany the updated language, the design of the Ipsen Way of Being has also evolved. The new Group strategy is now positioned front and center: *Focus. Together. For patients & society.*

The asterisk was updated and transformed to visually indicate how our values feed directly into the Group strategy with the neural network concept was introduced to demonstrate the interconnectedness of Ipsen's values in supporting the new strategy

Color coding was maintained from the One Ipsen Way of Being to add visual interest, maintain consistency with our graphic chart and evoke the passion and engagement of Ipsen employees

These five pillars are arranged in a circle in the order above, representing the different steps necessary to boost a culture of collaboration and excellence

The neural network highlights the interconnectedness of the five pillars, demonstrating that these values and behaviors nourish and strengthen one another, while also boosting our new Group strategy.

Ipsen Way of Being: Full Graphics kit overview

Graphic kit elements	Format provided	How to use it ?
01. Full key visual 02. Light key visual 03. Ipsen Way of Being logo 04. Focus together for P&S 05. All WOB Attributes	<ul style="list-style-type: none"> Landscape & Portrait versions CMYK: JPG/PDF/EPS RGB: PNG/SVG 	Visual to be used in any Ipsen internal working document
06. Posters	<ul style="list-style-type: none"> Landscape & Portrait versions CMYK High Resolution /Low Resolution A2 &A3 format PDF /AI 	<ul style="list-style-type: none"> Posters to be framed on site A3 format could be printed by office printer A2 requires professional printing
07. Postcard	<ul style="list-style-type: none"> Landscape & Portrait versions CMYK High Resolution /Low Resolution PDF /AI 	<ul style="list-style-type: none"> Postcard to print on site Use this format to print on notebooks, any goodies.
08. Roll'up banners	<ul style="list-style-type: none"> Portrait 85x200 cm CMYK High Resolution PDF /AI 	<ul style="list-style-type: none"> Send to a local supplier to print and use it on your site, welcome areas, internal events.
09. Wall decoration	<ul style="list-style-type: none"> Landscape CMYK High Resolution PDF /EPS 	<ul style="list-style-type: none"> Print on a vinyl sticker and place in strategic area of your site
10. Editable/NonEditable PPT slides	PPT Slides	<ul style="list-style-type: none"> Editable slide useful for translation Non editable slide useful for every day use
11. Teams background	1920x1080 Pixels in JPG/PNG	<ul style="list-style-type: none"> Background to use during WOB awareness sessions and all year long to create Engagement.
12. Digital format	Fixed & Animated banners PNG/GIF	<ul style="list-style-type: none"> Digital banners dedicated for internal newsletters, websites
13. Leaflet	Coming soon	<ul style="list-style-type: none"> To print and share with all current employees (onboarding and recruitment purpose) Give during onboarding to new comers

- The full kit will exist in English and French.
- All sources files (eps & ai format) are located in the English graphics kit.
- Print documents are provided with cut-lines versions to send to professional



[Direct link](#)

Accessible from

- 1.HR Community Documents
- 2.04- Ipsen Way of being 2021

01. Full key visual



02. Light key visual



03. Ipsen Way of Being logo



04. Focus together for P&S



05. All WOB Attributes



06. Posters



07. Postcard



08. Roll'up banners



09. Wall decoration



10. PPT



11. Teams Background



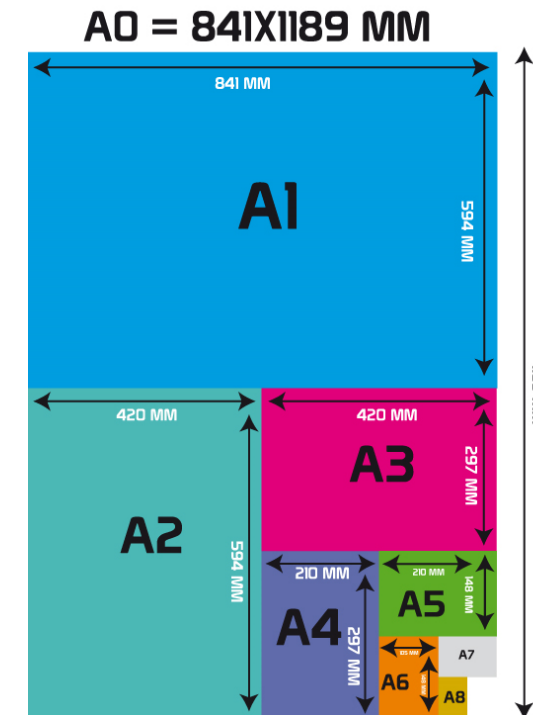
12. Digital banners



Useful Tips

Format	Use
jpg	White background image for printing and digital use
png	Transparent background for digital use
svg	Transparent background for digital web/app use
pdf	Printing format
eps	Vectorized format (change size while keeping proportions)
ai	Illustrator source file (used by graphic designer and printer)
ind	Indesign source file (used by graphic designer and printer)
gif	Animated format of different images for digital use

Acronym	Definition
CMYK (CMJN in French)	The CMYK acronym stands for Cyan, Magenta, Yellow, and Key: those are the colours used in the printing process
RGB	RGB (which stands for red, green and blue) is a colour model in which the colours red, green and blue are combined in various ways to reproduce a wide array of colours. The model is used to display images in electronic systems such as TVs and computers.
High Resolution or High Definition	Hi-res images are at least 300 pixels per inch (ppi). This resolution makes for good print quality, and is pretty much a requirement for anything that you want hard copies of, especially to represent your brand or other important printed materials
Low Resolution or Low definition	Lo-res images have around 72-pixels, or squares of color, per inch. This makes them great for the web, because that's all your computer screen will display, anyhow. Plus, they are very lightweight (fewer pixels), so they help websites load quickly
Cut-lines	Documents with visible marks for the printers to know their margin of cuts



Thank you

Key contacts:

- For Rollout: Monika Gibson, Jo Briggs
- For Graphics & Awareness sessions facilitation (Klaxoon, Forms): Marjorie Vincenti

