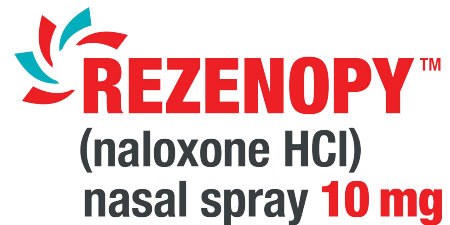


REZENOPY™ Identity Guide



This guide establishes the core identity standards for REZENOPY™ to ensure clarity, consistency, and trust across packaging, marketing, digital, and patient-facing communications.

1. Brand Name & Usage

- Tradename: Always written as REZENOPY™ with ™ at first and most prominent use.
- Established name: naloxone HCl nasal spray — always lowercase, at least ½ the size of tradename.
- Dosage: Must be larger than established name and clearly visible.

2. Color Standards

	Science Red #FF0000 — Commands attention, signals urgency and emergency response.
	Science Teal #1BA9C0 — Balances red, symbolizes care, renewal, and recovery.
	Science Charcoal Gray #373C41 — Provides structure, clarity, and medical authority.

- Neutrals: Black/white for contrast and accessibility.
- Usage Guidance: Red is primary, teal supportive, charcoal grounding. Blue should not be used.

3. Typography & Hierarchy

- Primary Typeface (Brand Voice): Helvetica Neue (alternative: Arial). Used for headlines, brand statements, digital/print marketing.
- Secondary Typeface (Supporting Text): Source Sans Pro (fallback: Calibri). Used for body copy, instructions, long-form content.
- Regulatory Typeface: Helvetica (FDA-preferred) for packaging, PI, MedGuide.
- Hierarchy Rules:
 - REZENOPY™ (largest, bold)
 - Established name below, lowercase, ½ tradename size
 - Dosage larger than established name

4. Logos & Marks

- Primary identity: REZENOPY™ wordmark.
- Science logo: Optional in packaging; not for marketing unless required.
- Manufacturing statement (regulatory only): “Manufactured for: Science, LLC.”
- Trademark: ™ must appear with tradename.

5. Universal Application Rules

- Consistent use of tradename, established name, and dosage hierarchy across all materials.
- Approved color palette only (red primary, teal supportive, charcoal grounding).
- ™ symbol required at first use of REZENOPY.
- Revision/issued dates must be updated consistently in regulated materials.

6. Consistency Checklist

- | | |
|---|--|
| ✓ REZENOPY™ with ™ | ✓ Approved palette only |
| ✓ Established name lowercase | ✓ Science logo use consistent with packaging rules |
| ✓ Dosage clear and larger than established name | ✓ Contact info standardized |