Inspire talent. Recruit the best.

The Roche Employer Brand Book
March 2017
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The idea behind the Employer Brand
The Employer Brand visuals and messaging are tools to emphasize why we are a great place to work and they are used for recruiting and retaining employees. They reflect the purpose of our company because meaningful work and a real focus on changing medicine are among the strongest drivers for attracting and retaining talented employees. They are the most powerful differentiators for Roche within the employer market.

Use of the Employer Brand
The Employer Brand should be used in topics related to interactions and communications about the things Roche does for employees or that relate to employment at Roche such as recruitment, onboarding, learning and development, benefits, compensation, Live Well etc.

Where not to use the Employer Brand
For any general representation of Roche, e.g. relating to financial performance, business strategies and others, the Corporate Brand materials should be used.

Unlock potential.
Keep growing.
Think beyond. Make a difference.

The differentiating factor
The Employer Brand’s appearance has been designed to make Roche stand out from competitors. The Employee Value Proposition (EVP) as well as the visual language emphasize the innovative character of our company’s work to progress science, medicine and diagnostics, by depicting the act of scientific creation.

Interplay of text and visual
Each motif tells a little story, by linking the contribution of an employee to the purpose of working at Roche. Each motif combines inspirational drawings, an acting hand of a Roche employee, and challenging headlines. The topics are derived from the Roche EVP attribute clusters.
Why a Roche Employer Brand Book?
This brand book is designed for the Roche HR and Communication community.

The Roche Employer Brand Book
– documents the core elements of the Roche Employer Brand
– outlines the Employer Brand attributes of Roche and corresponding key messages and proof-points
– provides practical guidelines for the implementation of the Roche Employer Brand.

This document does not replace the existing Corporate Brand guidelines. It adds new visual elements and themes to be used in the context of Roche as an employer. For the existing Roche visual language and themes please see guidance and references later in the document.
Strategy
Brand strategy and Employer Brand

One company, One brand

Brand strategy at Roche aims to emphasize the elements that make our company unique, across geographies, divisions and functions.

Within the Roche Corporate Brand strategy, the Employer Brand is a specific dimension of the Roche Corporate Brand, highlighting messages and aspects that are of particular interest for current and future employees. To ensure a seamless chain of experience at all touch points of the employee life cycle, the positioning of the Employer Brand has been derived from the Roche purpose and business strategy, and the key messages follow the company’s narrative (story) and strategic messages of Roche as a company.

Visual appearance of Employer Brand

The visual appearance of the Employer Brand is aligned to the corporate design of the Roche Corporate Brand. To allow inspiring and attractive communication tailored to future and current employees, Roche has created a set of key visuals that are reserved for Employer Brand use exclusively.
EVP and company purpose

**Doing now what patients need next**

We believe it’s urgent to deliver medical solutions right now – even as we develop innovations for the future. We are passionate about transforming patients’ lives. We are courageous in both decision and action. And we believe that good business means a better world.

That is why we come to work each day. We commit ourselves to scientific rigour, unassailable ethics, and access to medical innovations for all. We do this today to build a better tomorrow.

We are proud of who we are, what we do, and how we do it. We are many, working as one across functions, across companies, and across the world.

**We are Roche.**

**Guidance for use of messages**

The message themes expressed in the Purpose Statement reflect both the values and strategic framework of the wider Roche Group. They are approved for external use. The Purpose Statement serves as an important “starting point” to develop messaging. Messaging means the ideas, concepts and content in the statement, not necessarily the exact sequence of words.

The Purpose Statement is also a “sanity checkpoint” - messaging that clearly contradicts the purpose should not be used. The Employer Brand and the EVP are clearly related to the Purpose Statement and in particular to the statement “that is why we come to work each day”. With each key message examples based on global messaging have been included. These are approved for external use but can be adapted locally if required (see also key messages on page 11).

For more information about the Purpose Statement:
http://brandtoolbox.brand.roche.com/brand/purpose.htm
Foundation

Definition of the EVP attributes

The Employer Brand is based on an informed decision: relevant Employer Value Proposition (EVP) attributes have been identified on the basis of a global study externally and with GEOS data, and confirmed and prioritized within a series of top management workshops in 2014. The final selection and clustering of attributes was based on two key criteria: credibility and differentiation.

The task of the Employer Brand is to communicate the selected attributes in a focused and consistent way, in order to evoke the intended perception.

Relevance of attributes for different individuals

Each future and current employee has individual preferences for EVP attributes. However, there are strong common tendencies, even though the study has revealed that the main driver of preferences is geography – not gender, function, level, or age. While in some countries, meaningful work may be the most important attribute for a majority, other regions may see development opportunities on top of the list. The modular system of the Roche Employer Brand allows for easy adaptation of the communication to such geographical preferences.

For the selection of relevant EVP attributes, two criteria were key:
1. Which attributes can be credibly conveyed by Roche?
2. Which attributes will differentiate Roche from competitors?

Source: CEB, Attracting and Retaining Critical Talent Segments; n = 58,000 respondents surveyed
EVP attribute clusters

1. Roche culture

| Co-worker quality | Respect | Diversity / Inclusion | Manager quality | Recognition |

2. Roche purpose

| Job impact | Meaningful work |

3. Organisational stability

| Organisational stability |

4. Excellence in science

| Innovation | Product |

5. Employment benefits

| Compensation | Benefits | Future career opportunities |

The big five

Roche has identified five attribute clusters for the positioning of Roche as a preferred employer:

1. Roche culture
2. Roche purpose
3. Organisational stability
4. Excellence in science
5. Employment benefits

The attribute clusters have been selected based on their importance to our target groups, the positive feedback from employees and the ability to differentiate from our competitors.

- No potential to differentiate from talent competitors
- Medium potential to differentiate from talent competitors
- High potential to differentiate from talent competitors
Local EVP adaptation

EVP adaptation workshops
Through EVP workshops, affiliates have the option to localize their Employer Brand, with the objective to develop a local EVP that is supported by the local organization, and that makes Roche stand out from the competition.

Workshop modules
To facilitate worldwide localization, Roche has prepared a workshop structure and presentation material for a full day workshop consisting of six modules.

The workshop deals with the following topics:

1. Global Employer Brand (why, research, global EVP, visuals)
   Presentation, 30 Minutes

2. Local critical target groups + competitor research
   Presentation, 60 Minutes

3. Create local EVP
   Workshop, 90 Minutes

4. Point of proof collection
   Workshop, 60 Minutes

5. Channels to use
   Presentation, 60 Minutes

6. Minimum standards + action plan
   Presentation and workshop, 60 Minutes

Participants of the workshop are HR Marketing experts, recruitment experts, HRBP’s and business leaders.

For more information and workshop material, please contact Global Attraction & Sourcing.
Join Roche

*Be inspired by who we are and what we do.*
*Enjoy coming to work each day and reaching your full potential.*

**Key messages**

To help ensure that the EVP attributes are as consistently conveyed as possible, we have provided global messages for each EVP attribute cluster. These messages should form the starting point for the definition of your local EVP messages.

A message is not necessarily used verbatim. It can be adopted to local language and culture as necessary.

The global messages can be used in their original wording or translated into phrases appropriate to your local situation. You can find the global messages on the following pages.

**Proof of credibility**

The credibility of the EVP attributes is supported by points of proof. The points of proof aligned to each EVP attribute cluster show samples of global points of proof. Regional points of proof should be adapted or developed by HR as required (e.g. country engagement scores, local investments, etc.).
Key messages

**Roche culture**

*You’ll be inspired by who we are and what we do. You’ll enjoy coming to work every day and will be able to reach your full potential.*

**Co-worker quality**
You work with 88 500 inspiring colleagues who are passionate about improving people’s lives.

**Respect**
We want all employees to feel valued and respected and be able to grow to their full potential.

**Diversity/Inclusion**
We want diversity to go beyond the visible differences. We actively support and encourage an environment where everyone feels free to speak his or her mind.

**Manager quality**
We believe that every Roche employee deserves a great leader, who is both inspiring and engaging.

**Recognition**
We take a genuine interest in people and recognize a job well done.

**Points of proof examples**
- GEOS: ± 81% of the workforce is proud to work here.
- GEOS: 75% would refer friend to work here.
- External recognition: many “Great Place To Work” and Top Employer awards.
- Live well initiative.
- Leadership commitments.
- Diversity programs.
- 198 367 peer-to-peer recognitions among Roche employees in 2014.

**Example**

![Work with the best. Push boundaries.](image)
At Roche, we work with a purpose – developing innovative tests and medicines to help people live better, longer lives.

Job impact / Meaningful work
At Roche, you can really make an impact. Each and every one of us can contribute to improving the lives of millions of people.

Points of proof examples
- World’s largest biotech company
- #1 in oncology
- Number of medical publications
- Number of developing approaches that diagnose diseases earlier
- Range of activities to improve: access to healthcare
- Leader in in-vitro diagnostics
- Forward strategy, long-term strategy
- Continuous investments in sites developments (buildings)
- Local employee stories how their job connects with the Purpose Statement
- Philantropic engagement (Train of Hope, Children’s Walk)

Example

Drive innovation.
Write history.
Key messages

Organisational stability

We have been writing scientific history for more than 100 years and we are excited to continue delivering meaningful innovation today and in the future.

Points of proof examples
- Very stable leadership
  (5 CEOs in the last 50 years)
- Stable shareholder structure (family)
- Over 100 years old
- Traditional sites, here for decades
  (e.g. Basel, Mannheim)
- Invention of breakthrough therapies / lasting innovation (i.e. Valium story)
- World leader in oncology
  ("we rewrote medical text books")
- One of the largest pipelines of the industry
- One of the most valuable pharma compa­
nies on the stock market
- Dividends increasing every year since 1986
- Combining strengths in pharmaceuticals and diagnostics

Example

Think beyond. Change lives.
Strategy

Key messages

Excellence in science

Science and innovation drive everything we do to improve people’s lives.

Products
You can be part of our next 100 years by helping to develop medicines and tests to transform the lives of millions of people.

Points of proof examples
- Number of clinical trials
- International awards
- Local market position
- Publications in journals
- Globally recognized scientists
- Partnerships with local universities
- At the forefront in targeted cancer combination therapies
- Setting standards in diagnostics with innovative tests and instruments
- 4 research organizations
- Investment in R&D

Example

Follow the science. Unlock innovation.
Key messages

Employment benefits

We care about what makes working at Roche a rewarding experience for our employees.

Compensation
We try to strike the right balance between a highly competitive base salary, performance-linked rewards and numerous benefits for employees. This mix can vary from site to site.

Benefits
Different people have different needs and at Roche we care for and support you in many ways.

Future career opportunities
We encourage you to actively develop your career by taking advantage of a wide range of trainings, courses and career opportunities throughout the world.

Example

Unfold your skills. Make a difference.

Points of proof examples
- Talent management procedures
- Perspective programs
- Employees participate in success of company
- Sales incentive
- Stock options/shares
- Insurance packages
- Flexible working time
- Benefits according to site
- Highlight local examples of people moving into programs, assignments, promotions etc.
Implementation throughout the employee lifecycle

The purpose of the Employer Brand is to reinforce our key strengths why people should join Roche or stay working here.

Based on your local EVP research and/or an EVP workshop, you will have determined your local attributes for both attraction and attrition. Ideally select three attributes that make you stand out from the local competition. The selected attributes should be used consistently in all communication throughout the employee lifecycle.

The employee lifecycle starts with attraction and runs through several phases, until separation where the company and the employee go their own way. The types of branded touch points along the employee lifecycle vary widely:
- Job ads
- Conversation with a candidate
- Web banners
- Blog posts
- Videos
- Articles
- Posters
- Job interviews
- Presentations
- Development conversations
- Compensation overviews
- Exit interviews

Each of these touch points gives you the opportunity to reinforce the Roche EVP and to position Roche as a great place to work.

Points of proof

One of the most important elements of the implementation is the use of “points of proof” when making the claim on the key message. The points of proof help you demonstrate how we can deliver on the promise that we are making. It is important that you use local examples in order to engage with your candidates/employees.

Use all phases along the employee life cycle to reinforce the Roche EVP
Creating your message
When creating a message for a brochure or a publication, the themes of this Brand Book provide the spirit and direction to be used.

Step 1: Define attribute(s) to promote

Step 2: Select channel to reinforce key message

Step 3: Select key message(s)

Step 4: Select points of proof for key message

Step 5: Select visual and headline for key message

Step 6: Publish selected medium

Consistency throughout touch points
It is critical that you are consistent in your messaging throughout various touch points. Please refer to the defined key messages in this documentation, including suggestions for points of proof, visuals and headlines.

E.g. Employment benefits and recognition

E.g. Poster, brochure, visual, blog post, interview with employee, video etc.

E.g. “We try to strike the right balance between a highly competitive base salary, performance-linked rewards and numerous benefits for employees”; “Different people have different needs”
Think beyond. Make a difference.

**Different people, different needs**
We try to strike a balance between a highly competitive base salary and performance linked rewards. In addition to bonuses linked to individual achievements, we offer rewards linked to the overall success of Roche.

There are also numerous benefits for employees that vary from site to site; discounts on Roche stocks, pension schemes, health insurance, childcare, on-site fitness, medical facilities and transportation to the workplace.

71% of our employees are satisfied with their benefits.

See previous page for a step by step development.
Implementation guidelines
Headlines

Headline concept

The headlines are inspired by our strongest differentiator: "Work with a purpose".
The style of the headlines is a seamless declination of the Roche Employer Brand claim: "Make your mark. Improve lives".

Headline construction

Each headline consists of a combination of two short, crisp phrases. The first phrase is the invitation to an inspiring opportunity, or a call to action; the second phrase translates the action into a meaningful outcome.

Headline tonality

Headlines are phrased as active, personalized challenges, to actively involve their readers, and to emphasize the contribution of each Roche employee to the Roche purpose. In some situations, a personal approach may be inappropriate. Therefore, headlines can also be written in a neutral tonality, for example “Development opportunities. Empowering innovation.”

Headline terms

Headlines repeat Roche typical terms, supporting the strategic priorities of Roche, and emphasizing the key messages to the Roche EVP attribute clusters.

Examples of Roche typical terms
– Innovation
– Science
– Changing/improving lives
– Breakthrough medicines
– Collaboration
– Making a difference to patients
– Purpose

Translating headlines

Headlines can be translated into the business language of the country or region.

Creating new headlines

Wherever possible, please use headlines from the combination toolbox on the following pages. New headlines may be created for specific topics. However, all headlines should convey the defined key messages for the five Roche Employer Brand attributes, and they must comply to the headline construction and tonality rules as described above. When in doubt please contact Group Attraction & Sourcing.
Combining headlines and visuals

This page shows sample combinations of visuals and approved headlines.

- Think beyond. Change lives.
- Drive innovation. Write history.
- Unlock your potential. Keep growing.
- Follow the science. Reach for the future.
- Think beyond. Develop breakthrough medicines.
- Unfold your skills. Make a difference.
- Make your mark. Improve lives.
- Think beyond. Make a difference.
- Follow the science. Unlock innovation.
- Develop opportunities. Drive change.
Combining headlines and visuals (continued)

This page shows sample combinations of visuals and approved headlines.

Additional approved headlines:

- Drive innovation. Change lives.
- Design solutions. Engineer breakthroughs.
- Think beyond. Unlock innovation.
- Follow the science. Save lives.
- Engineer solutions. Deliver breakthroughs.
- Unfold your talent. Engineer your career.
Prototypical media applications

Web application

Landing page on roche.com/careers

Careers content page on roche.com/careers
# Prototypical media applications

<table>
<thead>
<tr>
<th>Print media created by Web2Print</th>
<th>Print media created by professional designers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Card, created by Web2Print</td>
<td>Brochure, created with template</td>
</tr>
<tr>
<td>Flyer, created by Web2Print</td>
<td>Flyer, created with template</td>
</tr>
<tr>
<td>Advertisement, created by Web2Print</td>
<td>Rollup, created with template</td>
</tr>
<tr>
<td>Rollup, created by Web2Print</td>
<td>Rollup, created with template</td>
</tr>
</tbody>
</table>

The Roche Web2Print Tool provides an easy and cost-efficient way to create materials such as flyers, advertisements, cards, rollups, etc.

**If you decide to use the Web2Print tool**, you can skip the chapter on composition, formats, layout and typography because the tool will create the entire document for you.

The brand toolbox provides guidelines for professional users for the creation of all other media and for the combination of text and image.
Composition of elements

Elements

The Roche Employer Brand visual is composed by three mandatory elements – the headline, the visual and the background.

Headline
The headline communicates the main message. Best practice headlines have been defined, preferably use those predefined headlines.

Background
The greyscale background has a slight gradient and provides the stage for the image. Never use the visual without background.

Visual
The visual consists of two components: a photograph of the hand setting something in motion and the illustration representing the effect. The hand is always the main element of the visual.

Whenever possible, create an image headline combination.

When using the Roche Web2Print tool the headline is black and stands separated on white.
### Basic formats

**Three basic formats**

All visuals are available in three basic formats to allow individual adaptations.

<table>
<thead>
<tr>
<th>Web application (wide landscape)</th>
<th>Print format (square)</th>
<th>Print format (portrait)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RGB</strong> 5120 x 2000 px</td>
<td><strong>CMYK</strong> 210 x 165 mm 400 dpi</td>
<td><strong>CMYK</strong> 210 x 294 mm 600 dpi</td>
</tr>
</tbody>
</table>

#### To be used for the following applications:

<table>
<thead>
<tr>
<th>Website 5120 x 2000 px</th>
<th>Poster half size image</th>
<th>Poster full size image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Careers Portal 980 x 250 px</td>
<td>Brochure</td>
<td>Roll up half or full size image</td>
</tr>
<tr>
<td>Responsive for Mobile Screen 300 x 140 px</td>
<td>Adverts</td>
<td></td>
</tr>
<tr>
<td>E-Newsletter</td>
<td>Postcard</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Promotion card</td>
<td></td>
</tr>
</tbody>
</table>
Format adaptation

Adapting images to the desired format

When creating layouts, you might have to adapt the visuals according to the respective requirements or e.g. for placing the headline on the background.

When opening the images in Photoshop, you will find both the background and the image on separate layers. The image can be scaled down individually and according to your needs.

Make sure the hand stays the main element. If cropping becomes necessary, preferably crop the illustration.

After scaling the image according to your needs, save the entire visual as a new image and then insert it to your final layout.

Examples

Downloaded file

Usage without adaption

Scaling of the file

Usage of adapted file

You are free to place headlines onto the visual. To do this, you will have to scale your visual accordingly.

Cropping of the file (especially for web)

The combination of scale and cropping enables to layout extreme formats. Some visuals allow more cropping than others.
Implementation guidelines

Typography

Using templates

When using the existing layout templates, please use fonts, size, linespacing and positioning as provided.

Example: Brochure A4 template

Place for the headline

Descriptive headline

Communicative headline

Communicative headline with descriptive headline as subline. Always keep the two types of headlines separate.

Descriptive headline in combination with the communicative headline on the image.

Placing type individually

Typography specifications

Think beyond.

Change lives.

x = Used type size. Both sentences are in the same type size.

Fonts

Minion Italic

First line

Minion Bold Italic

Second line

Colour

Roche Blue

RGB 0 / 102 / 204

Hexadecimal #0066CC

Pantone 300 C

CMYK 100 / 52 / 0 / 0

Rule for font use:

First line = Minion italic

Second line = Minion bold italic

Every sentence is only one line long (no line break) and ends with a full stop.

Rule for colour use:

Use a blue headline whenever the headline is placed on the image.

Use a black headline whenever the headline stands alone.
**Logo**

**Logo application**

The Roche logo should never be visible more than once at the same time. Do not use the Roche logo on the banners on the Roche website. On external sites the logo can be placed on the banners to identify Roche as the sender.

**Logo placement**

The logo placement always refers to the existing guidelines available on the Roche Brand Toolbox.

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**Web banner**

The logo is placed on the right side, on the top or on the bottom of the banner. Always use the defined clear space (½ logo height) as shown in the example.

**Other applications**

For the logo placement on other applications refer to the Roche Brand Toolbox.
Web2Print

When using the Web2Print tool, the Roche Employer Brand visuals and headlines are prepared in the library.

Roche Media Library

When using layout templates, visuals can be downloaded on the Roche Media Library.
http://brand.roche.com
Creation of new key visuals
Principles

Decision process for a new key visual

The creation of a new Employer Brand key visual is a demanding, resource-intensive process – and requires approval of the local Employer Branding function in the affiliate or, in case there’s no dedicated Employer Branding function locally, the approval of Global Talent Acquisition. Therefore, existing images from the Roche Library should always be your first choice.

Before you start developing a new visual, get in touch with your local Employer Branding function, or the Global Talent Acquisition team to find out if an existing motif can be adapted, for example by developing a headline targeted to your topic.

Criteria for a new key visual

New key visuals may only be created for long-term, globally relevant topics and programs, for example apprentice recruiting, or Roche Connect. The creation of new key visuals is not permitted for limited, local projects.

New key visuals must be approved by the local Employer Branding or, in case there’s no dedicated function locally, by Global Talent Acquisition.

Image source

1. Roche Library
Roche prefers to use existing key visuals. The visuals are available in different formats in the Roche Library.

https://medialibrary.brand.roche.com/

2. New key visual
Only if existing material on the Roche Library does not work for your purposes, a new key visual can be an alternative.

Requirements:
- sustainable, globally relevant topic
- approval of the local Employer Branding function or, in case there’s no dedicated function locally, by Global Talent Acquisition
- budget and time
- professional development of the visual
- professional post-production
- approval of Global Talent Acquisition for integration into the Roche Library
Elements of key visuals

The composition of the key visuals

Each motif combines a drawing, one or several hands of Roche employees, and a headline. The hand interacts with the illustration. To enhance the interaction, Roche adequate objects can be added to the composition – such as a screen, for example.

Hand(s)
- main visual element
- a photograph of one, two, three or four human hands
- always in interaction with the illustration (hand sets something in motion)
- optionally, hand(s) can hold an object (e.g. syringe, magnifier)
- allows diversity in nationality, gender and age
- photo shooting organized by Roche (hands of Roche employees)

Illustration
- represents an effect, based on the hand as a motion-driver
- abstract illustration or object related to Roche (e.g. brain, DNA, stethoscope)
- black lines only
- hand-drawn, organic appearance
- stock image to be found at www.gettyimages.com

Background
- provides the stage for the visual
- light grey scale
- slight gradient
- ensures proper visual appearance when embedded on a white background
- always adjusted to the format of the visual

Follow the science. Reach for the future.
## A structured process

### Step 5: Develop key visual and select headline

#### 3.1 Headline
- Select a headline that expresses your key message
- Else, coordinate approval of new headlines with local or, if there’s no local function dedicated to Employer Branding, with Global Talent Acquisition.

#### 3.2 Illustration search
- Brainstorm key words for the image search
- Brainstorm ideas for the interaction of a hand / of hands

#### 3.3 Illustration style
- Select illustrations in the required style

#### 3.4 Illustration content
- Find illustrations with the required content/message

#### 3.5 Hand(s)
- Check the Roche Library for existing hand images
- If there is no appropriate hand image in the library, organize a photo shooting (refer to “photographer briefing” in appendix)

#### 3.6 Preparation of illustration
- Create a range of draft compositions in line with the required message
- Get approval of selected composition from the local Employer Branding function or, if there’s no local function dedicated to Employer Branding, from Global Talent Acquisition.
- Purchase selected illustration to receive the vector file
- Adapt the vector file to your needs (add, remove or adjust elements)

#### 3.7 Composing and formats
- Compose hand(s) and illustration by photolithography (refer to “lithographer briefing” in appendix)
- Add background and prepare final artwork in three formats

### Step 6: Publish selected medium

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For detailed information on steps 1–4: please refer to page 18 of the Roche Employer Brand Book.

For best practice, refer to the photographer and lithographer briefings on page 43ff.
Illustration search

How to search for an illustration

The headline is the starting point for the development of a new key visual. To generate effective key words for the research in image databases, select an actionable, visual term from your headline and brainstorm related terms. Think of associated terms and meanings, rather than just synonyms. You can structure your terms in a list or in a mind-map. The structure will help you to efficiently pursue different search paths, leading to inspiring and value-adding visuals.

1. Start with the headline.
   
2. Identify an actionable, visual term.
   
3. Brainstorm associated terms and structure them.
   
4. Use terms for illustration search in image database.

Tip: Enter key words one by one

Implemented example
Roche Employer Brand illustrations are made of black, hand-drawn (not constructed) lines in a constant line width. To find the right illustration style, some key words will be helpful.

Key words

- vector
- line art
- sketch
- doodle
- illustration
- drawing
- black and white
- white background

Search results

Correct style: hand-drawn, black lines

- No detailed and realistic illustrations with fine lines
- No comic style
- No constructed lines
- No sketch with dynamic brush
- No colored area
- No colored lines
- No background

Tip: Some illustration files can be transformed into the correct illustration style.

Illustrations can be found and purchased at www.gettyimages.com

Please arrange purchase of the Library images through the Global Talent Acquisition team.
To identify objects or abstract forms compliant with your intended key message, use the key words of your mind map (page 37). Now select illustrations that support the message of your selected headline.

**Headline**

*Unlock your potential.*  
*Keep growing.*

**Key words (example)**

- idea  
- inspiration  
- full  
- complexity  
- creativity  
- growth  
- plant

Tip: Enter key words one by one.

Illustrations can be found and purchased at [www.gettyimages.com](http://www.gettyimages.com). Please arrange purchase of the Library images through the Global Talent Acquisition team.

Search results:

- Not your key message: rather cooperation than growth
- Not your key message: rather internationality than growth, too static
- Not your key message: rather motion than growth
- Not your key message: too static
Hand(s)

Principle
The visual element of one or more hands represents the active role of Roche employees – as well as their diversity and gender. The hand is the human part of the key visual. To ensure authenticity, Roche uses hand images of employees.

Image source
1. Roche Library
Roche prefers to use existing images of hands. The hand images in the Roche Library can easily be used in various combinations.

https://medialibrary.brand.roche.com/

2. Photo shooting of hands
If existing material on the Roche Library does not work for your purposes, a photo shooting can be an alternative. The advantage is the freedom to create new settings and motifs.

Requirements:
- budget and time
- professional organisation
- Roche employees ready to participate as a model with appropriate hands
- professional post-production of the photos

To create a photographer briefing, you can find sample images on stock image databases.

For reference, see the original "photographer briefing" in the appendix.
Draft compositions

When a range of illustrations and hand images has been selected, the next step is to draft a composition. Drafts are suitable to anticipate and check the message outcome and to enable internal coordination.

Draft composition examples

Purchase at www.gettyimages.com

Please note that the illustration licence for Roche requires:
- unlimited duration for global implementation
- the rights to distribute the files (internally)
- the rights to use the files for all media internally and externally
- vector files

Do not start purchasing before having consulted with Global Talent Acquisition.

Preparing the illustration

The original illustration has to be a vector file. Only then it can be optimized for implementation. According to your needs, elements can be removed, added or modified. Sometimes a combination of two or three illustrations delivers the best result.

Example of preparation
Combining three elements

The key visual combines three images: the background, the illustration and the hand(s).

Three formats for the Roche Library

To ensure a broad use of key visuals within the Roche Group, every new key visual has to be prepared in three layout formats for upload on the Roche Library. Please note the given dimensions of all Employer Brand key visuals. For further information on the Roche Library please contact Global Talent Acquisition.

Web application (wide landscape)

RGB
5120 x 2000 px

Print format (square)

CMYK
210 x 165 mm
400 dpi

Print format (portrait)

CMYK
210 x 294 mm
600 dpi
Roche Employer Branding

Photographer briefing for the hand images

October 23, 2014
Purpose

The new Roche Employer Brand

The visual of the new Roche Employer Brand is always a combination of one or more human hands and an illustration. The background is always light grey with a soft gradient.

1. Illustration
2. Hand (optional without objects)
Hands

Selection and preparation of the hands

The hands are the star of the shooting. A thorough selection and precise check is the basis for a good results.

Checklist for selection

- Overall attractive form and contour
- Healthy skin and nails
- Attractive shape and evenness of fingernails
- Rather small (but not bony) fingers
- No deformations or scars visible
- No hairy fingers and hands
- Diversity in sex (50% women, 50% men)
- Diversity in race (no extreme coloured skin)
- Diversity in age (25-50 years)

Checklist for preparation

**Skin**
- Clean hands properly
- Check hands for skin damage; if any, cover with light make-up

**Nails**
- Check nail bed for skin damage
- Check nails for irregularities and optimise
- Nails have to be natural or with a natural appearance (French manicure, clear nail polish)
- Nails should have a “natural” length (please see example above)
- Nails should be naturally grown (no gel-nails, no extensions)

**Hair**
- Remove visible and long hair
- Hairy hands should be waxed earlier (not right before the shooting because of a possible deflection)

**Jewelry**
- Remove all jewelry
Setup

Shoot the hand

**Light**
Light is soft. The goal is a perfectly and evenly illuminated hand that appears light and modern. Smooth shadows are necessary to give the hand a depth.

**Background**
The background is white without a visible horizon.

**Focus**
The focus is on the entire hand. There is an overall sharpness.

**Perspective**
The perspective is orthogonal. The camera stands on eye-level with the hand. There are no diagonal angles or distortions.

**Composition**
Compose the image generously. Allow ideal cropping for all formats.

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The hand should never be cropped. Ensure that 5-10 cm of the arm is visible.

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Setup: Do not use a low depth of field. The hand should be completely sharp.

Hand: Nails are too artificial.

Setup: Do not use light that creates strong contrasts. Light should be soft.

Hand: Nails are too long, no color varnish.

Setup: Do not use a light that comes from above and simulates natural lightning. Light should be perfectly and evenly illuminated.

Hand: Nails are too long, no color varnish.

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Motifs

Motif 01

Description

The magnifier must be photographed from top view

The hand and the magnifier build a horizontal line

Fingers should be visible

Magnifier

- modern, simple and unexitedly
- neutral colours like black, silver or grey
- It should have a thin frame. The glass has a transparent appearance without light reflexions.

Examples
Motifs

Motif 02

Description

Position A
Left hand

The fingers should be slightly toppled to the front, to make sure that they can hold the illustrated element in the given axis.

Position B
Right hand

Arm without sleeve

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Motifs

Motif
03

Description

Right hand

Position A
Right hand

Straight Finger
Avoid crinkles
Arm without sleeve
The glove must be visible on the white background

Position B
Right hand

Avoid crinkles
Arm without sleeve

Please note:
It is important for the gloves to be close-fitted and not translucent. Gloves in every size and from different manufacturers should be available.
Motifs

Motif

04

Description

Left hand

Normal outstretched arm, slightly bent

Nothing visible on the screen

Blue medical glove

Reflection on the screen

White doctor’s overall, that makes the glove on the wrist visible

The forefinger touches the screen, the other fingers do not touch the screen

Screen

- The screen is modern, simple and unexited
- The screen should have neutral colours, bright colours preferred
- It should have the appearance of a touch-screen surface

Examples

Please note:
It is important for the gloves to be close-fitted and not translucent. Gloves in every size and from different manufacturers should be available.
Motifs

Motif 05

Description

Right hand

natural position

atypical position

Straight finger

Arm without sleeve
Motifs

Motif 06

Description

Right hand

The hand is in a dynamic position to throw the dart arrow towards the virus.

Dart arrow
- monochromatic, without pattern
- plastic and metal, no feathers

Examples

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Motifs

Motif 07

Description

Right hand

The pen is held absolutely horizontal. The top of the pen is visible, the sides should not be visible

The position should be relaxed and natural looking

Pen

• Black ink
• Neutral colours outside, no white
• Thick acute top

Examples

Business shirt

• Monochromatic, without pattern
• Bright unsaturated colour, light blue is preferred. Not white, black or dark grey.
• No cuff buttons
• No folded back sleeve

Examples

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Motifs

Motif
08

Description

Left hand

- The zipper is frontal
- The other fingers should not cover the upper page of the illustration
- The ends of the zipper build a bracket 5 cm
- About 7 cm (or more if necessary to not cause wrinkles by spreading out the ends)
- The thumb should let the zipper stay visible
- Arm without sleeve

Zipper

- The zipper should be silver metal; it should not be coloured or have a pattern
- Simple form, no labels on it
- The fabric surrounding the zipper should be bright coloured, white preferred
- To arrange the zipper in the right position, it is helpful if it is part of a shirt. Otherwise there must be a white background to pin the zipper’s ends on it

Examples

Photographed on a shirt
Pinned on a white background

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Motifs

Motif 09

Description

Hand A  
Left hand

The fingertips are slightly open, as if holding an object of about 5 mm width

Hand B  
Right hand

The forefinger is less bent than the others

These 3 fingers are slightly bent to the palm

Position C  
Right hand

The fingers should look as if nudging the arrow

No coloured nails.
The nails are as described previous

The fingers should not tap the ground

Please note:
All three hands are from different people and should have a unique position. The arms are without sleeves.
Motifs

Motif 10

Description

Left hand

Arm without sleeve

The position of the hand should look as if in a circular motion

gap about 3 cm

Please take photos of different positions in the circular motion. It is necessary to have a variation of photos with slightly different finger positions

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Motif 11

Description

Right hand

Please note:
It is important for the gloves to be close-fitted and not translucent. Gloves in every size and from different manufacturers should be available.

DNA Array

The object in the image is a DNA Array.
Please ask about the Roche typical process of DNA analysis and then find the right objects.
Keep in mind that the image should not be about Roche products but rather the hand. Check any object change with Group Attraction & Sourcing.
Motifs

Motif 12

Description

The hands are disposed to the sides
The forefingers reach higher to make the hand more visible
Arms without sleeves
The hands should not touch each other

Stethoscope

- Typical rolled boes as in the example
- The in-ear phones should not be white as they should be visible

Examples

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Motifs

Motif 13

Description

- The upper part of the fingers are in a vertical line.
- The lower part of the fingers are bent.
- The form of the open space should remind of an open bowl.
- The hands and arms should not touch.
- Arms without sleeves.
Motifs

Motif
14

Description

The arms do not touch
Arms without sleeves

The hands touch

The form of the open space should remind of an open bowl

The forefingers are not bent
The nails are visible

No gap between the fingers

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Roche Employer Branding

Lithographer briefing for the compositions

October 21, 2014
Purpose

The new Roche Employer Brand

The visual of the new Roche Employer Brand is always a combination of one or more human hands and an illustration. The background is always light grey with a soft gradient.

1. Illustration
2. Hand (optional without objects)
Combining the three elements

1. Background
The following background is used for all motives and will be delivered.

**Job steps**
- The background is ready to use

2. Illustration
The illustrations are available as vectorised eps.

**Job steps**
- The used part of the illustration must be cut out

3. Hands
The photos of the hands will be selected for each motif. There are images of hands with gloves and without gloves.

**Job steps**
- The hand must be isolated
- The skin colour and the light effects on the hand must be optimized
- All defects must be retouched

4. Combination
The 3 elements must be combined and prepared for the Roche Toolbox.

**Job steps**
- The photo and the illustration must be combined
- The motive must be prepared in 3 formats for the Roche Toolbox

**Landscape format**
- Specification: Web, RGB

**Square format**
- Specification: Print, CMYK used for brochures, posters, flyers

**Portrait format**
- Specification: Print, CMYK used for roll-ups, posters

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Motifs

Motif overview

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Motifs

Motif overview

11.

12.

13.

14.