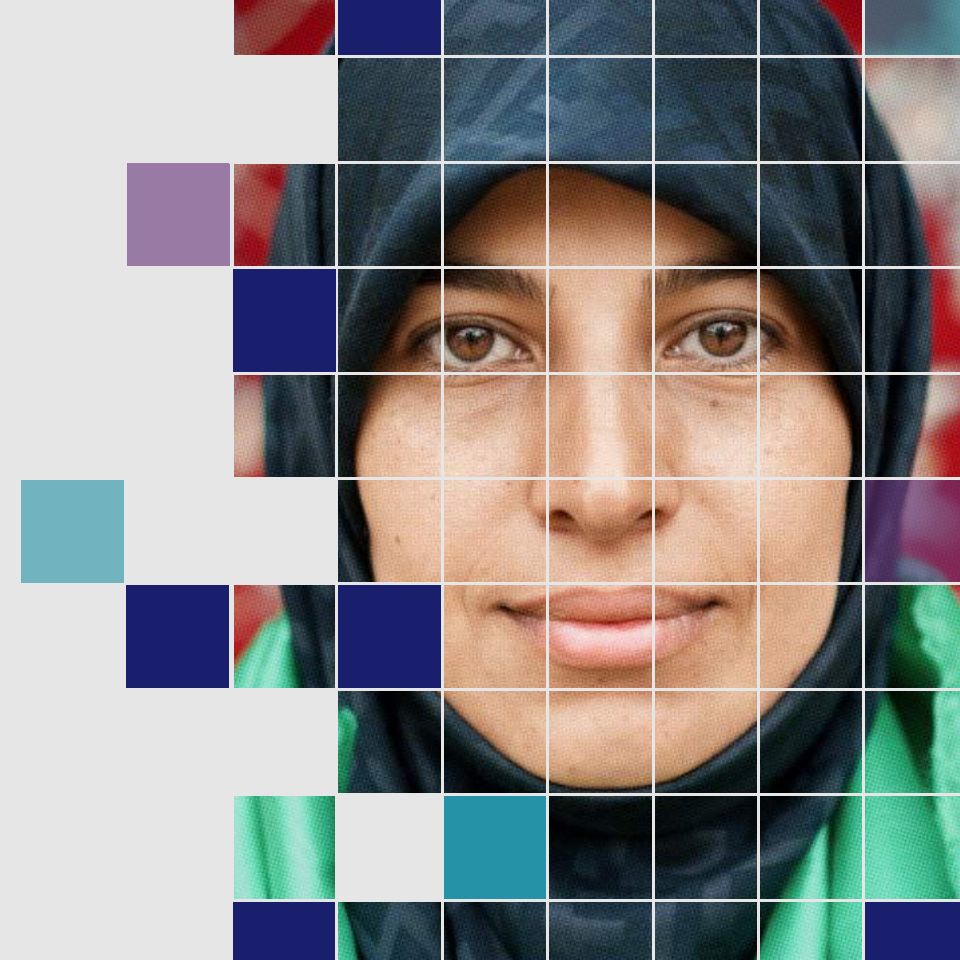**Global Women's Health Index**

HOLOGIC®

The Hologic Global Women's Health Index

Guidelines and References

THE HOLOGIC GLOBAL WOMEN'S HEALTH INDEX

With a deep belief that women's health correlates to societal health, the Index allows us to fulfill our promise to enable healthier lives everywhere, every day.
Our commitment to measure and track the state of health for 3.9 billion women enables us to inspire and engage the world in conversations that will drive change on a global scale.

Information, emotional and epic in its feel and takeaway, the narrative frames the story of the Index and its correlation to our purpose — to enable healthier lives everywhere, every day. The literal "why" we created the Index, its purpose is manifest in all we, as doctors, scientists, researchers, and experts work valiantly to achieve.

As researchers and scientists, we find certainty in answers and numbers.

We know women represent 49.6% of the global population. We know how much plastic is in our oceans. We know how many children have been immunized against malaria. And we know that women - from the first world to developing nations - are living with no single global view of their health.

As people who have spent their entire lives in medicine, research, and science serving as experts, advocates, and champions of women's health, we gave ourselves an audacious goal: to lead the way for better health and well-being for 3.9 billion women while rallying the world to join us.

And we did, creating the Hologic Global Women's Health Index.

Ensuring the accessibility, accuracy, and credibility of our Index, we partnered with Gallup, the world's foremost expert in human understanding.

In our first year as a part of the Gallup World Poll, our Index has heard the stories of 120,000 women and men across 116 countries, speaking 40+ languages. However, these conversations and their insights aren't just data points. They represent lives, families, and communities and tell the stories of nearly half of the world's population.

From this day forward, we have the means to measure and track change for good. As champions of women's health, we're more than sure the world needs this. More than sure families, communities, societies, and future generations need this.

But we know that we cannot create the change the world needs on our own. So, we ask the world for the attention and action required to truly make an impact. With a purpose, passion, and promise to enable healthier lives everywhere, every day, we'll not only help nearly half the planet, but all of it.

To the women of this world: we are here for you. Greater care and treatment are coming.

This is health for sure. This is change for sure. This is the Science of Sure®.
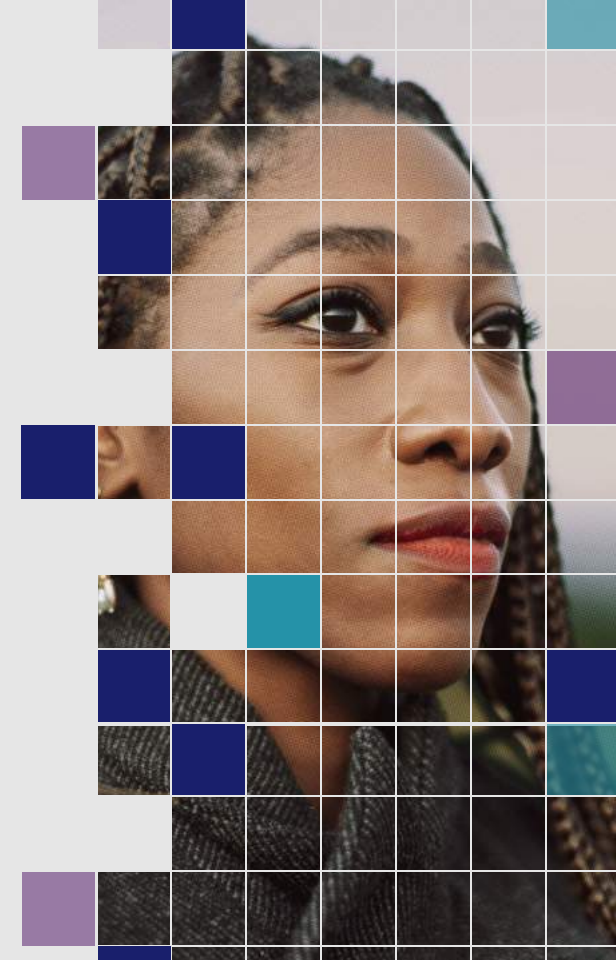
TONE OF VOICE AND PERSONALITY

Informative and engaging, the tone and voice of the brand are spirited and filled with purpose and conviction. Factual, tactical, and emotional, we mix the three to deliver declarative statements that impact human lives and personal, familial, communal, and societal outcomes.

Change for **Sure**.

As researchers, scientists, and doctors who champion women's health and well-being, the Index is an organic extension of our brand mission, vision and values. A world changing study, the Index can be viewed as authentic brand intellectual property (IP).

SPECIFICATIONS

Naming and usage

The Index has two proper and approved names:

The Hologic Global Women's Health Index
The Global Women's Health Index

The Global Women's Health Index may be referred to as the "Index" — capital I - when in the context of the site, or in an article or caption. If you're writing in the first person you can use "our" - just remove the word Hologic. For example. This year, our Index.."

Please use discretion when using the name underneath the Index logo as to avoid repetition.

The Index can only be branded as 'being introduced' within the first 6 months following it's announcement on March 8th, 2021.

Hashtag use

All Facebook, LinkedIn, and Instagram Posts should use the following hashtags when creating content related to the Index:

#WomensHealthIndex
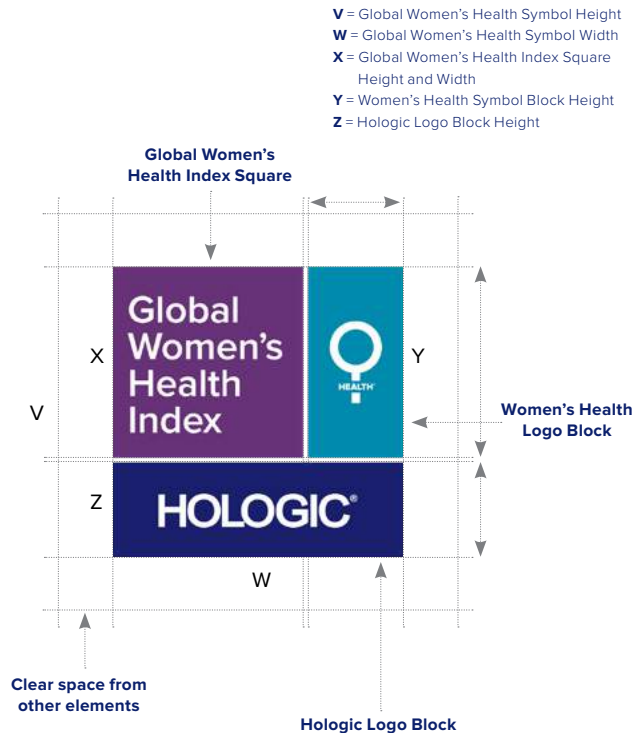#WomensHealth
#Healthcare
#Hologic

All Twitter Posts should use the following hashtags when creating content related to the Index:

#WomensHealthIndex

LOGO

The Hologic Global Women's Health Symbol should always be expressed in an approved way—in the Hologic blue, teal, and purple, with all copy and symbols within each color block. All the variations are shown here. The logo should always be at least X distance from any other element.

Assets and materials may be downloaded from MyHologic Brand Manager.

V = Global Women's Health Symbol Height
W = Global Women's Health Symbol Width
X = Global Women's Health Index Square Height and Width
Y = Women's Health Symbol Block Height
Z = Hologic Logo Block Height

Global Women's Health Index Square

Women's Health Logo Block

Clear space from other elements

Hologic Logo Block

Acceptable inversions

Global Women's Health Index White Hologic Logo Block
Main logo version with white Hologic Logo Block in white can be used for most applications over a PMS 2756 blue or over an image where it is an extremely dark, low-contrast area to ensure legibility.
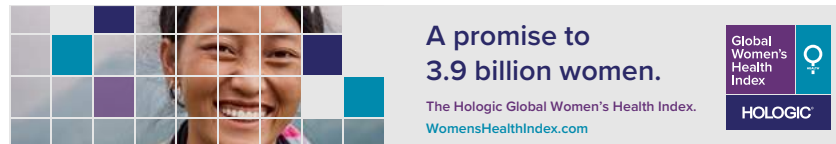
Global Women's Health Index Grayscale
Enclosed logo version in black or white can be used when color printing is not available.

SPECIFICATIONS

Acceptable uses

Proper use of the Hologic Global Women's Health Index Logo effectively highlights how the index is revealing information about women around the world. Shown here are examples of acceptable usage for print, digital and other communications.

Do not compress the logo

Do not place the logo over any color that competes with Hologic blue when using uninverted logo

Do not change the color of the blocks within the logo

Do not change the size of the blocks or the type inside them
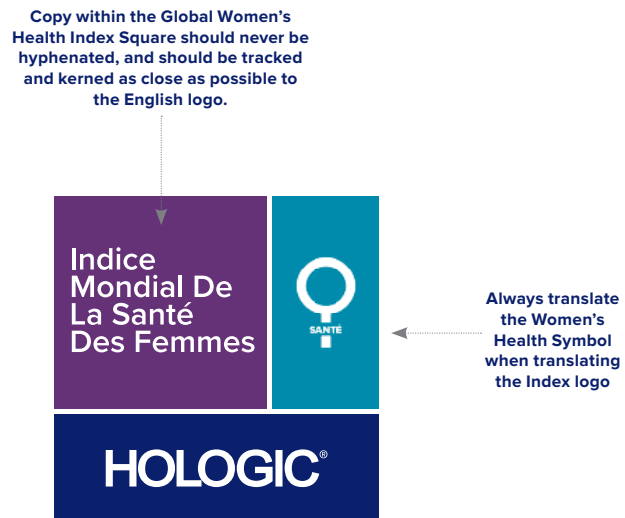

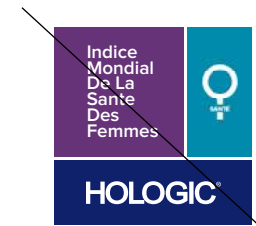Do not stretch the logo

Do not distort the logo in any way

LOGO TRANSLATION

Acceptable uses

In some cases, the Hologic Global Women's Health Index logo will be to be translated into different languages. Please follow these guidelines as close as possible when creating new logos, and always search within MyHologic Brand Manager for previously translated Index logos for usage.

Copy within the Global Women's Health Index Square should never be hyphenated, and should be tracked and kerned as close as possible to the English logo.

Indice Mondial De La Santé Des Femmes

SANTÉ

HOLOGIC®

Always translate the Women's Health Symbol when translating the Index logo

Indice Mondial De La Santé Des Femmes

HOLOGIC®

Do not decrease the size of the translated copy and sacrifice legibility

Indice Mondi- al De La Sante Des Femmes

HOLOGIC®

Do not hyphenate any of the translated copy

Indice Mondial De La Sante Des Femmes

HOLOGIC®

Do not increase the size of the translated copy and sacrifice padding around words

Indice Mondial De La Sante Des Femmes

HOLOGIC®

Do not stack the translated copy where multiple lines create widows

Colors

The following color palette should be strictly adhered to within all of the Hologic Global Women's Health Index collateral. The primary colors are Hologic blue, teal, and purple, ubiquitous for symbolizing feminism and the fight for women's equality. Each should be incorporated into layouts with balance and integrity. Grey should be used as a background or accent color.
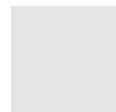
Primary digital palette

#2B2967	**#008AAD**	**#673277**	**#e5e5e5**
R:43	R:00	R: 100	R: 229
G:41	G:138	G: 50	G: 229
B:103	B:173	B: 118	B: 229

Primary print palette

PMS 2756 C	**PMS 3135 C**	**PMS 7664 C**	**PMS Cool Gray 1C**
C: 100	C: 100	C: 71	C: 14
M: 94	M: 23	M: 95	M: 11
Y: 0	Y: 29	Y: 20	Y: 12
K: 20	K: 1	K: 7	K: 0

An expression of color

Global Women's Health Index

HOLOGIC®

A promise to 3.9 billion women.

The Hologic Global Women's Health Index.
WomensHealthIndex.com

Grid

Core to the visual identity is an original grid motif that emulates how the Index reveals information about each of the 120,000 survey respondents, while also conveying that each data point reflects a person and tells their story. The grid should be used to amplify layouts within the Index branding. When using the grid, only use one of the approved grid templates and only overlay them over a closely cropped image. Follow the guidelines closely when using the grid at all times.

Assets and materials may be downloaded from MyHologic Brand Manager.
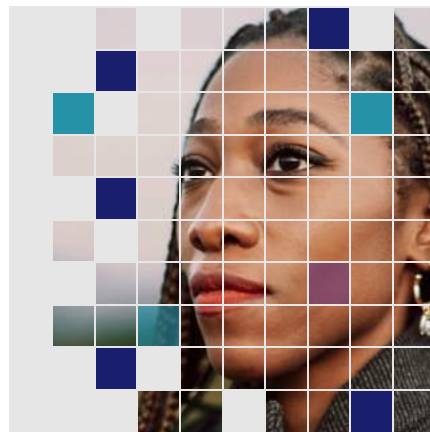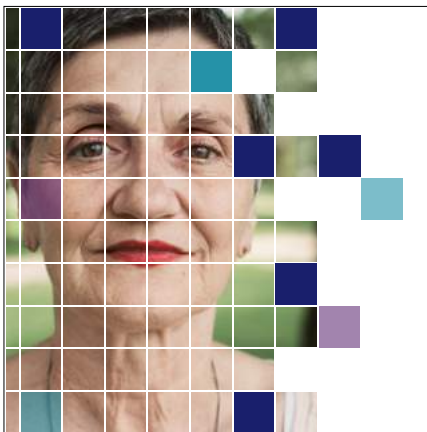
SPECIFICATIONS

Acceptable uses

Grid used over closely cropped image, flush to the edge of layout in digital applications

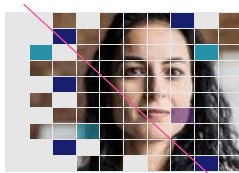Une promesse à 3,9 milliards de femmes.
WomensHealthIndex.com

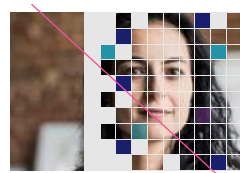Indice Mondial De La Santé Des Femmes

HOLOGIC

SPECIFICATIONS

Unacceptable uses

Improper use of the grid overlay within Index branding weakens the power of our brand. Shown here are examples of unacceptable usage.
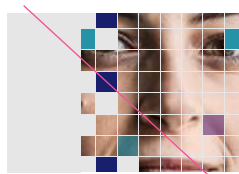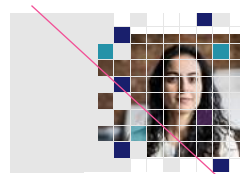

Do not stretch or alter the grid in any way.

Do not show any part of the photo outside of grid overlay itself

Do not use the grid on any background color besides the dominant color that pertains to the grid (e.g. grey in this example.)

Do not zoom image behind grid where the subject becomes indistinguishable, or subjects eyes are covered by colored boxes.
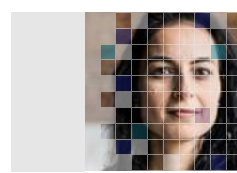

Do not place image that is not closely cropped behind grid overlay, revealing blank spots on the layout where there is a lack of image.
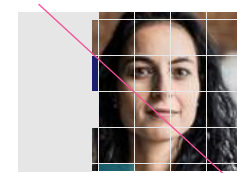

Do not compress grid overlay.
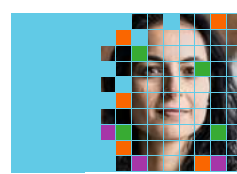
Unacceptable uses cont.
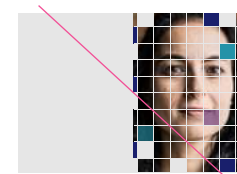

Do not change opacity of grid overlay.

Do not crop into the grid resulting in a lack of full color boxes and less than 6 rows and columns across.
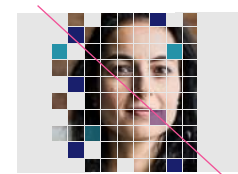

Do not use the grid overlay on anything other than a full-color image.

Do not change the colors of the grid overlay in any way.

Do not crop the grid on the end of the overlay that is not flush to the side of the layout.

Do not place image and grid overlay anywhere besides flush right or flush left of layout.

ANIMATING THE GRID

In some cases, the grid and image behind it can come to life digitally through use of animation. Please follow the guidelines closely when animating the grid. Shown here are examples of acceptable usage.

Assets and materials may be downloaded from MyHologic Brand Manager.

Frame 1

Frame 2

Frame 3

Frame 4

When animating, the grid and image behind it should fade in through use of opacity only. Each sqaure in the grid should fade in separately. The first few squares that fade in should always feature the subject's eyes, nose, and mouth. The full reveal of the grid should take a maximum of 5 seconds.

Here is an example of animation in use.

BRAND HIERARCHY

Working with the foremost experts in human behavior, we turned to Gallup to help measure, track and establishing benchmarks of understanding. With a multi-year commitment, the Index is part of the Gallup World Poll, giving us accessibility, credibility and accuracy. 'Measured by Gallup' should not be part of the Index lock-up, but is required on all Index reports.

MEASURED BY GALLUP®

'Measured By Gallup' should always be secondary in nature to Index branding on all communications.

| 2020 UNITED STATES REPORT

The Hologic Global Women's Health Index

Key challenges: Low cancer screenings and high teen pregnancy rate

Global Women's Health Index

HOLOGIC

GALLUP

TYPOGRAPHY

Our typographic approach is meant to communicate in a bold and decisive way. The primary goal is precision and legibility, focus and clarity. We can't ever afford to be misunderstood, and this area is no exception. for more detail information regarding typography porportionality, reference the Hologic Style Guide.

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(([!@#$%^&*]})

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(([!@#$%^&*]})

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(([!@#$%^&*]})

Helvetica Neue Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(([!@#$%^&]})*

Helvetica Neue Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(([!@#$%^&*]})

Helvetica Neue Condensed Bold

23

Large numbers

Proxima Nova Bold

Lorem Ipsum Dolor Sit Amet

Titles and callout text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat accumsan felis odio eget felis. Nulla quis semper lacus. Curabitur euismod elit elit, id aliquam massa porttitor eu. Phasellus a arcu ornare nunc posuere cursus id rhoncus erat. Nullam sed nisi placerat, convallis libero nec, lacinia metus. Nunc tellus mauris, porta eu libero quis, vestibulum cursus tortor. Donec sodales ornare accumsan. Sed sagittis ligula in tortor hendrerit, et pretium lacus cursus. Nullam non vestibulum tellus. Suspendisse ornare augue arcu.

Proxima Nova Light

Body copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat

Proxima Nova Regular

Knocked-out copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat accumsan felis odio ege

Helvetica Neue Light Italic

Captions and asides

Index imagery is hand selected to be representative of the global population. Our striking portraits feature strong, hopeful women, and collectively represent the diverse voices heard through the Index. Photos should be exceptionally crisp, high resolution. Portaits can feature the grid overlayed on them if possible in all communications.

Each portrait should represent the global scale of the Index itself, and the women captured throughout it. Photography should be bold and direct, yet humane and sincere.

Imagery should be culturally diverse, contemporary, and ethnically representitive of the global scale of the Index. Consider the following countries for global representation:

1. North American (US, Canada)
2. South America (Brazil, Colombia, Argentina)
3. Caribbean (Cuba, Haiti, DR)
4. Central America (Mexico, Guatemala, CR)
5. Eastern Asian (China, Japan, South Korea)
6. Southern Asian (India, Pakistan, Bangladesh)
7. Western Asia (Turkey, Iraq, Saudi Arabia)
8. Central Asia (Uzbekistan, Kyrgyzstan)
9. Northern Europe (UK, Sweden, Denmark)
10. Eastern Europe (Russia, Ukraine, Poland)
11. Southern Europe (Italy, Spain, Greece)
12. Western Europe (Netherlands, Germany, France)
13. Northern Africa (Egypt, Sudan, Algeria)
14. Eastern Africa (Ethiopia, Tanzania, Kenya)
15. Southern Africa (South Africa, Botswana)
16. Western Africa (Nigeria, Ghana, Niger)
17. Oceania (Australia, NZ, Melanesia, Polynesia)

Hologic Global Women's Health Index photography should have a warmer, colorful tone with positive, raw emotion. Portraits should feature real women, with genuine tones and hopeful dispositions.

Retouching images

When possible, images used in all Global Women's Health Index collateral should have a textured halftone effect applied to them. This can be acheived by opening the image in Photoshop, applying a slight reduced saturation of -10%, adding a warming tint photo filter, duplicating it onto a new layer, and adding the Color Halftone effect, with a maximum radius of 4 pixels. Once this has been done, reduce the opacity of this layer by 20%. An example of these effects within working files may be downloaded from MyHologic Brand Manager. For large scale, out of home printing, make sure that the halftone texture reflects the scale of the image. For example, in the image below, the halftone dots are small, subtle and texture. They should remain in this proportion no matter the scale of the image.
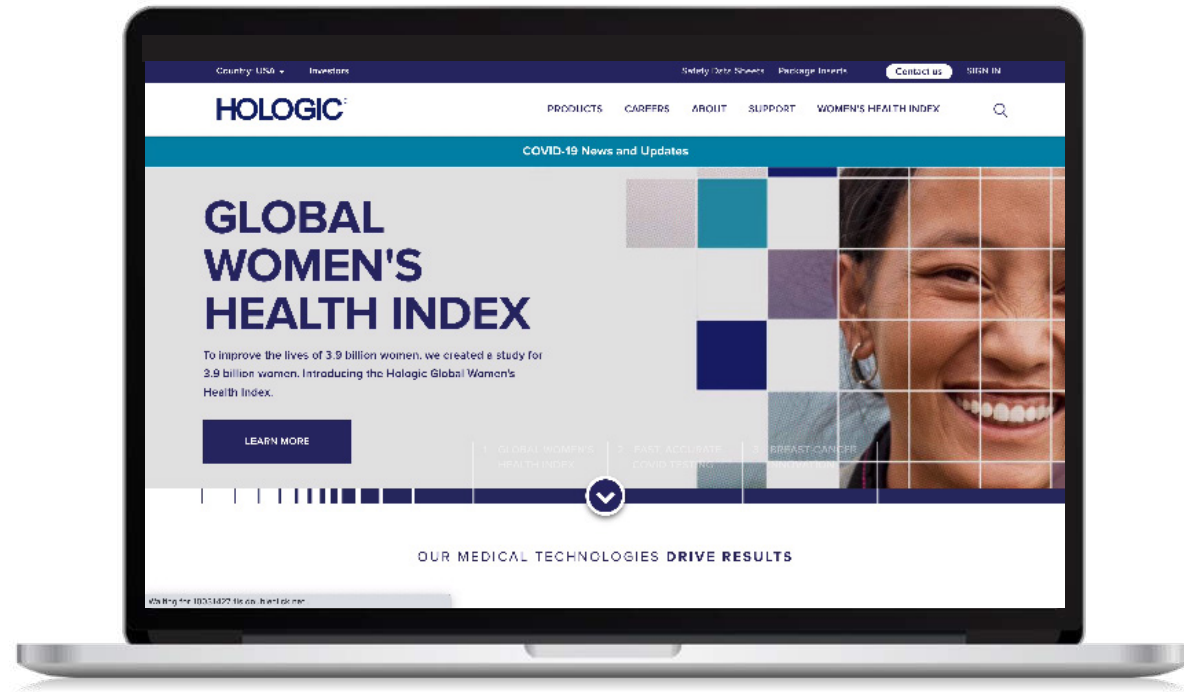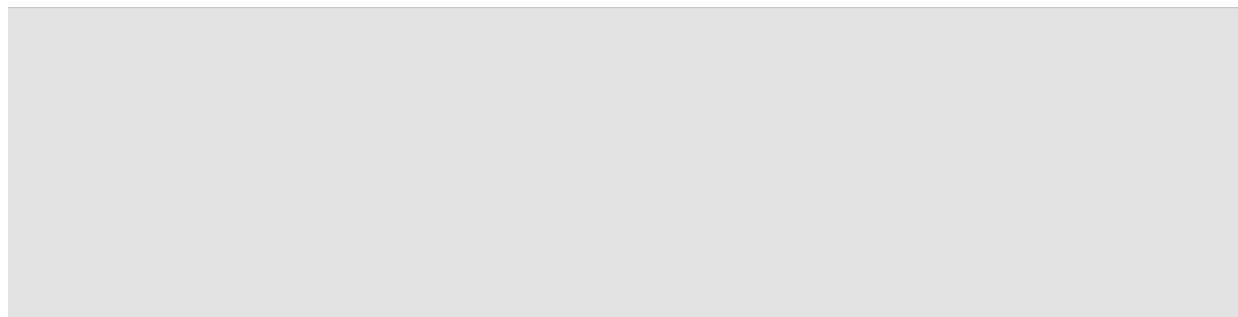

Without retouching

With retouching

Example of a retouched image for the Index

INSPIRATION

Here are examples of the Global Women's Health Index branding is brought to life through collateral, communications, and visual language.

Purpose. Passion. Promise.

Toward simplicity and power

Our goal is not to be restrictive about how the brand is approached, but instead, to create a guideline that can be expressed naturally, with the care and strength that it deserves. When in doubt, it's important to emphasize that adding new elements to a page always reduces the importance of remaining elements, and that real executional strength in design often comes from restraint and intentionality.

For More Information:

brandmanagement@hologic.com

Available internally at:
https://hologic.mediavalet.com/

Published by Hologic Brand Management, 2021

DIGITAL

While we still produce print media, increasingly our communications with internal and external audiences take place online. In this section, you'll find information on the specific requirements for various digital platforms, including social media, video and mobile apps.

WRITING DIGITAL CONTENT

Writing content for websites or other online platforms on behalf of Hologic should be clear, concise, compelling and conversational. And it should reflect the brand and its personality and tone. But because readers discover and consume content online differently than they do conventional content, it will help to better understand what they're looking for and how they prefer content to be presented.

Digital readers are hunters of information, not word-for-word readers, so word choice is more important than ever.

Many digital readers arrive at our content through search engines; they have a problem or question and are looking for an answer. In fact, research shows three out of four people scan but don't read digital content.

Scanning impacts how we write for digital platforms, so every element on a page—headlines, subheads, callouts, bullet points—should tell their own story as well as reflect Hologic's purpose: Enabling healthier lives everywhere, every day. Headlines should communicate what you're writing about; subheads should summarize your key points; bullets should comprise an entire idea. The contrast produced by headlines, subheads, lists and illustrations gives users visual "entry points," drawing their eyes down the page and into the content.

You want your readers—your scanners—to get as much information scrolling from top to bottom as they would reading left to right. Effective scannable content allows people to scoop up information with their eyes.

Chunking content

To "chunk" content for digital readers means creating "chunks" of copy—short paragraphs, bullet points, sidebars, callouts—that break up copy into smaller, distinct units of information.

Chunking copy also:
• Helps you avoid a "wall" of text
• Makes scanning easier
• Makes comprehension easier
• Makes remembering easier

Tone of voice

While you may write fewer words and shorter sentences when creating online content, the tone you use should be consistent with the brand voice described earlier in this document (see page 14).

DIGITAL DESIGN

In addition to the creativity any design work entails, designing content for a digital medium includes technical requirements unique to Hologic. Throughout this section, you'll find links to brandmanagement@hologic.com, is.helpdesk@hologic.com and others, where you can receive additional guidance to ensure your work is as effective as possible.

Google Tag Manager (GTM)

GTM is a free service from Google that enables additional code, such as tracking pixels from third-parties, to be dynamically added into a website without having to physically manipulate or edit anything on the actual website. This is accomplished by adding the GTM JavaScript code snippet within the <head> tags on the website once, and then all additional items are added through GTM's interface. Each time the website loads, it communicates with GTM and automatically pulls in anything that has been added through its interface.

GTM empowers teams within Hologic to quickly and efficiently add code to the website that may be required for activities such as analytics, paid campaigns and social retargeting while not requiring code-level access to the site, which could result in unintended issues or problems.

As standard best practices within Hologic, always comply with the following:

- All third-party tags and tracking code, including Google Analytics, must be deployed using GTM.
- Site owners must work through Brand Management or IS to have a GTM and Google Analytics Tracking ID created for them.
- Agency partners will be given access to GTM as needed. Please contact brandmanagement@hologic.com if you or your agency partner requires access to Hologic's GTM.

Centralized domain registration

Domain names are strategic and valuable assets to Hologic. Some of these may even be tied to mission-critical systems that are important to Hologic's ongoing business operations. Because of this and other potential legal issues, all domains should be centrally managed.

If you need to purchase a domain name, contact **brandmanagement@hologic.com**. They will work with you to secure the domain and properly set up the name servers for your intended use. They can also work with you to negotiate the purchase of domains that may already be owned by third-parties.

If you have previously purchased domains for Hologic outside of this process, contact **brandmanagement@hologic.com**. Those domains will need to be transferred into the centrally managed system. They will work with you throughout the process to ensure that any systems currently leveraging the domain continue to operate without interruption.

Third-party services

Hologic leverages a variety of services including web hosting and social media management systems that are hosted through a mix of on-premise and third-party solutions. These solutions have been carefully selected and vetted to ensure they meet Hologic's security, accessibility and privacy requirements. Employees are strongly encouraged to use only approved solutions, since doing otherwise may compromise Hologic's security and negatively impact our trust and reputation. Contact **is.helpdesk@hologic.com** for a list of approved solutions or if you are interested in having a new service evaluated and vetted for formal approval.

CMS platforms

Drupal and WordPress are Hologic's preferred content management systems (CMS). Traditionally, Drupal has been the platform of choice for websites such as Hologic.com that require more robust features and capabilities, while WordPress has been used for microsites that need to be produced quickly and require fewer capabilities.

As a standard best practice, only activate those features and capabilities within the CMS that your website needs to operate correctly. This will maximize the website's performance and minimize the potential for security vulnerabilities. If your website needs capabilities outside of the platform's native features, third-party modules or plug-ins can be added on an as-needed basis. For assistance selecting the right CMS for your project, contact **brandmanagement@hologic.com**.

UX design framework

Hologic has a well-developed UX design framework available for download on MyHologic Brand Management. If you have any questions regarding the framework, such as the wrapper or wireframe guidelines, contact **is.helpdesk@hologic.com**.

Search engine optimization (SEO)

Organic search drives 55 percent of web traffic to Hologic.com. Three critical components need to be optimized when any new website is created, or as updates are made to an existing website, to maximize organic search visibility and organic search traffic, which all Hologic websites should follow.

1. **Technical:**
   Clean, lean, proper code and architecture
   Quick site speed
   Easily crawlable by search engines

2. **Content and User Experience:**
   Audience focused
   High quality
   Address the search term
   Move user through site easily

3. **Earned Linking:**
   High-quality third-party sites linking to site
   Diverse mixture of types of third-party sites linking to site

Responsive design

Hologic.com uses a responsive templated design to dynamically adapt to desktop, tablet and mobile devices. Typography is also responsive and adaptive to the devices' screen size.

Text links

Text link colors depend on the website component and must be in compliance with accessibility color contrast ratios. Here are a few samples used throughout Hologic.com.

Hologic, Inc. (Delaware)

View our product catalog

PantherFusion.com

Breadcrumbs

A breadcrumb is a type of secondary navigation scheme that reveals the user's location in a website or web application to provide a better user experience. Its structure is based on the page URL and reflects the segments within the path alias. All items should be clickable but the current page. Breadcrumbs are hidden on the homepage and in a few other layouts to prioritize the display of content or because the structure of the site does not necessitate them.
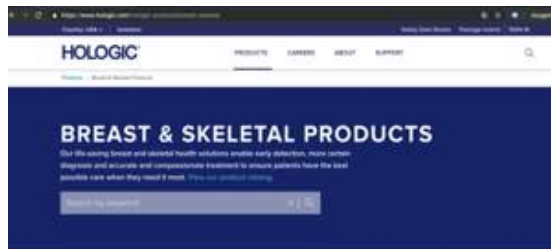
Button links

Hologic's websites use a variety of button styles based on the product and division branding. Special care should be taken to consider the color contrast of the button text and background from an accessibility perspective in the button's default, hover and clicked states. See http://www.w3.org/TR/WCAG20/ and https://webaim.org/resources/contrastchecker/ for more information on the appropriate ratios for WCAG 2.1 Level AA compliance.

The buttons below are from Hologic.com and can be used as reference.

LEARN MORE

VIEW DETAILS

LEARN MORE

VIEW DETAILS

Typography

Proxima Nova is the brand-compliant website font. The following table shows variations of the font that you can use and adapt to meet the specific design needs of components on pages within your corporate websites. Note that the Preset X nomenclature does not correspond to H1, H2, etc., tags, as those will be specific to the requirements of the individual page or specific page template. To download font package, reference MyHologic Brand Management.

Preset 4

Enabling healthier lives

Size: 45px   Line Height: 54px   Letter Spacing: 0.1px   Font Weight: 300   #2b2967   Sentence case

Preset 2

Enabling healthier lives

Size: 30px   Line Height: 36px   Letter Spacing: 0.1px   Font Weight: 700   #2b2967   Sentence case

Preset 3

Enabling healthier lives

Size: 27.3px   Line Height: 40.95px   Letter Spacing: 0.1px   Font Weight: 700   #2b2967   Sentence case

Preset 4

Enabling healthier lives

Size: 18.2px   Line Height: 27.3px   Letter Spacing: 0.1px   Font Weight: 700   #008aad   Sentence case

Preset 5

Enabling healthier lives

Size: 14px   Line Height: 21px   Letter Spacing: 0.1px   Font Weight: 700   #2b2967   Sentence case

Preset 6

Enabling healthier lives

Size: 12px   Line Height: 18px   Letter Spacing: 0.1px   Font Weight: 700   #2b2967   Sentence case

Body

Enabling healthier lives

Size: 14px   Line Height: 20px   Letter Spacing: 0.1px   Font Weight: 200   #333333   Sentence case

Color

The following color palette should be strictly adhered to within all of Hologic's websites.
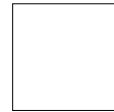
Careful consideration of WCAG 2.1 Level AA accessibility standards should also be factored into your color selections to achieve proper color contrast ratios.

See http://www.w3.org/TR/WCAG20/ and https://webaim.org/resources/contrastchecker/ for more information.
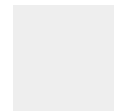
Primary palette

#2B2967
R:43
G:41
B:103

#FFFFFF
R:255
G:255
B:255

#008AAD
R:00
G:138
B:173

#EEEEEE
R:238
G:238
B:238

#333333
R:51
G:51
B:51

Secondary palette

#959595
R:149
G:149
B:149

#000000
R:0
G:0
B:0

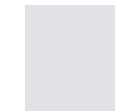### Grayscale use
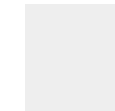
#333333
R:51
G:51
B:51

#959595
R:149
G:149
B:149

#CCCCCC
R:204
G:204
B:204

#E1E2E5
R:225
G:226
B:229

#EEEEEE
R:238
G:238
B:238

SOCIAL MEDIA

Social interactions validate Hologic's commitment to be the global healthcare and diagnostic provider of choice.

Build awareness, trust and confidence in Hologic with compelling information, messaging and dialogue.

Social media guidelines

At Hologic, we recognize the importance of social media. We use social media to help build awareness, trust and confidence about Hologic and Hologic products and brands among target audiences. We do this by sharing how we are committed to empowering people to live healthier lives everywhere, every day. Social media provides an opportunity to connect with key stakeholders, share scientific advancements, highlight employees and demonstrate our commitment to the community.

Across all platforms:

- Keep the intended audience and objectives top of mind
- Keep legal, medical and regulatory in mind
- Keep it brief
- Incorporate visuals and videos to enhance your message
- Tag relevant organizations, partners or individuals
- Plug into relevant conversations
- Include a clear call to action
- Don't be afraid of an unbranded message (these perform well, too)

Social media icons

Social media icons should be listed in the following order, with default and rollover states for the website:

Twitter.com   LinkedIn.com   Facebook.com   Glassdoor.com   YouTube.com   Instagram.com

Size

24x24 pixels

Color

Default State
R: 43 G: 41 B: 103
#2b2967

Hover State
R: 34 G: 83 B: 124
#008AAD

Our social audience

Patients & Caregivers

Using content that focuses on patient success stories and disease awareness, we reach this target on Facebook, Twitter and Instagram.

Employees

We use Facebook, Instagram and LinkedIn to reach current and prospective employees by highlighting company accolades, corporate social responsibility (CSR) and our executives in the news.

HCPs

Sharing how Hologic products are innovative and how they work, we reach HPCs on Twitter, LinkedIn and YouTube.

Investors

Using earnings and other company milestones, investors are reached on Twitter.

Media

Although content does not need to be targeted to the media, it uses social media to research and learn more about Hologic.

Government

Especially in this heightened political environment, legislators use social media to keep abreast of companies and healthcare issues.

Templates

To ensure the spirit of our brand is represented consistently on corporate channels, use approved templates and platform-specific guidelines. For standard operating procedures, reference MyHologic Brand Management. For questions regarding our corporate social channels, contact **CorporateSocialMedia@Hologic.com**.

Corporate social templates

To share Hologic content on social channels, use the templates, specs and materials available for download on MyHologic Brand Management.

To name images on corporate social channels, use the standard nomenclature: month.day_time am/pm_platform_subject.file" Example: "6.24_9am_LinkedIn_Careers.jpg"

PowerPoint templates

When speaking externally on behalf of Hologic, use the approved PowerPoint templates. All templates are available for download on MyHologic Brand Management.

Video assets

Video assets, including video bumpers, are available for download on MyHologic Brand Management.

Employee email signatures

Your e-signature should reflect the approved Hologic template and be automatically included in any emails that you send, forward or reply to. All templates are available for download on MyHologic Brand Management.

Internal HTML emails

Footer formats should be consistent for all emails, no matter the recipient. User guidelines and HTML email templates for internal email blasts are available for download on MyHologic Brand Management.

External HTML emails

Footer formats should be consistent for all emails, no matter the recipient. User guidelines and HTML email templates for external email blasts are available for download on MyHologic Brand Management.

Purpose. Passion. Promise.

Toward simplicity and power

Our goal is not to be restrictive about how the brand is approached, but instead, to create a guideline that can be expressed naturally, with the care and strength that it deserves. When in doubt, it's important to emphasize that adding new elements to a page always reduces the importance of remaining elements, and that real executional strength in design often comes from restraint and intentionality.