

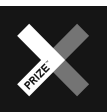


XPRIZE
HEALTHSPAN

HEVOLUTION

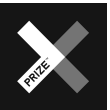


TEAM COMMUNICATION TOOLKIT



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WELCOME!

Thank you for joining us on this endeavor to make healthy aging possible for everyone.

IN THIS GUIDE:

You will learn what we look like, how we speak, and how you can use our brand codes to build brand recognition and help accomplish the work you are pursuing.

For any questions please contact healthspan@xprize.org.



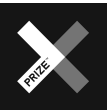


BRAND CODE

A brand code is an ethos by which a brand lives, much like a code of ethics. Ours defines how people recognize, understand, and trust XPRIZE Healthspan through consistency in design, tone, and stance.

This toolkit provides the necessary information and assets for your team to navigate competition brand standards, logo usage, and communication guidelines. It also outlines how to appropriately recognize the contributions of your team's sponsors, donors, and partners.



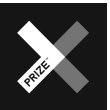


ABOUT XPRIZE

XPRIZE is the recognized global leader in designing and executing large scale competitions to solve humanity's greatest challenges. For 30 years, our unique model has democratized crowd-sourced innovation and scientifically scalable solutions that accelerate a more equitable and abundant future. Donate, learn more, and co-architect a world of abundance with us at xprize.org.

Join the movement       xprize.org





ABOUT XPRIZE HEALTHSPAN

Between 2015 and 2050, the world's population over 60 years old is expected to almost double from 12% to 22% (or 1 in 5 people) – creating urgency to find novel solutions for healthy aging.

XPRIZE Healthspan is a 7-year, \$101 million global competition to revolutionize the way we approach human aging. Competing teams will develop and test therapeutics that restore muscle, cognitive, and immune function by a minimum of 10 years, with a goal of 20 years.

The winning team of the \$10M FSHD Bonus Prize must demonstrate a therapeutic treatment that restores muscle function in individuals with stable Facioscapulohumeral Muscular Dystrophy (FSHD).

Competition Title: XPRIZE Healthspan

Tagline: Healthy Aging Made Possible

URL: xprize.org/healthspan

XPRIZE Social Handle: @XPRIZE

[Competition Guidelines](#)

[Competitor Agreement](#) coming soon!

[Rules and Regulations](#) coming soon!



ABOUT OUR SPONSORS

Hevolution Foundation

Co-Title Sponsor and Largest Funder

Hevolution is a visionary leader that stands at the forefront of catalyzing and convening the field of healthy longevity to create a healthier aging future where everyone can thrive. Their commitment demonstrates their unwavering dedication to our mutually shared vision of a healthier human lifespan that transcends cultural and geographical boundaries.

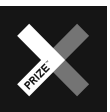
SOLVE FSHD

Co-Title Sponsor and Bonus Prize Sponsor

SOLVE is catalyzing the pace of innovation to accelerate a cure for FSHD, a specific type of muscular dystrophy. It is a mission-driven organization making strategic investments through partners in leading academic, biotech, and biopharmaceutical organizations. With their support, we'll enable creative approaches towards a global solution.

Additional Benefactors

XPRIZE Healthspan is made possible thanks to the generosity of our Co-Title Sponsors as well as individual benefactors, including Christian Angermayer, Carl B. Barney, the Blundy Family, Kas Bordier, Peter H. Diamandis, Charlie and Lorie Epstein, the Eleanor and Howard Morgan Family Foundation, Dana and Rob Hamwee, Daniel Krizek, Nancy and Howard Marks, Chris Ouwinga, Christian Peneff, SeneGence, Mark S. Siegel, Todd and Karen Wanek, Sergey Young, and an anonymous donor.



COMMUNICATION ASSETS

XPRIZE HEALTHSPAN PRESS RELEASE:

- [XPRIZE Launches Largest Competition in History](#)

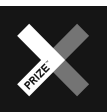
To distribute a press release regarding your team's registration, please send a draft Word doc to healthspan@xprize.org and allow at least 5 business days for review

XPRIZE HEALTHSPAN VIDEO CONTENT:

- [XPRIZE Will Revolutionize Human Aging. Here's How](#)

XPRIZE HEALTHSPAN ASSETS:

- [Logo Suite](#)
- [Key Art](#)



XPRIZE BRAND REQUIREMENTS

The following is a guide to assist teams when using any competition logo, marks, branding, messaging, or language for **XPRIZE Healthspan**.

XPRIZE retains the right to adjust, update, alter or modify any or all parts of this guide and will update teams accordingly.

DEFINITIONS USED IN THIS TOOLKIT

Competition Logo

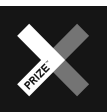
Specific symbol, typeface, colors, and layout used to identify XPRIZE Healthspan.

Team Logo / Name

Specific symbol, typeface, colors and layout used to identify the participating “team.”

Team Sponsor

Any group, corporation, limited liability company, foundation, person, or entity that provides funding, technology support, equipment and/or other support to benefit your team and to establish an association and relationship between the team and themselves.



XPRIZE COMPETITION LOGO

The competition logo for XPRIZE Healthspan is available to all registered teams in the following formats:

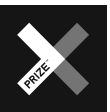
- 72-dpi PNG for web graphics

The competition logo must not be manipulated or changed in any manner.

DO NOT X

- modify the color, font, or proportions.
- rotate the XPRIZE Healthspan logo, logo elements, positioning, and size relationships.
- use the XPRIZE Healthspan logo as a component of any other graphics element.
- superimpose anything onto the XPRIZE Healthspan logo or embellish it in any way.
- change or split the layout proportions of any XPRIZE Healthspan logos.
- screen or cover the XPRIZE Healthspan logo or make it translucent.
- alter forms within the XPRIZE Healthspan logos – they should not be shadowed, outlined, skewed, or texturized.
- extrude or distort the XPRIZE Healthspan logos in perspective space, or add any border or geometric shapes.

Please note that brand assets may be updated periodically in accordance with the Rules and Regulations of XPRIZE Healthspan as they are developed. If brand assets are changed, the updated assets will be shared with teams.



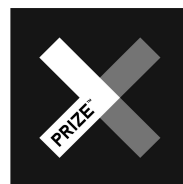
XPRIZE COMPETITION LOGO

REGISTERED TRADEMARK

If the registered trademark that is part of the logo is too small to be legible, then it can be omitted, for example: embroidery on apparel. However, XPRIZE still needs to review and approve all cases in which the registered trademark symbol has been omitted.

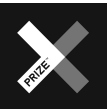


The full XPRIZE Healthspan logo may be displayed in white against darker backgrounds, like PMS 419C XPRIZE Black



XPRIZE
HEALTHSPAN





XPRIZE COMPETITION LOGO

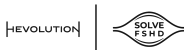
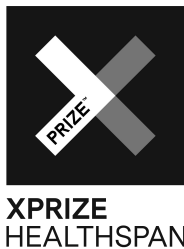
LOGO SUITE DOWNLOAD

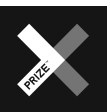
DO NOT ❌

XPRIZE logo without 'Healthspan' or Co-Title Sponsors should not be used.



DO ✅





KEY ART + PHOTOGRAPHY

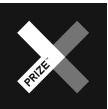
OVERVIEW

Key art is used specifically to encompass the spirit and content of an XPRIZE. These are highly focal, bright and colorful, abstract images meant to instantly capture the attention of the viewer.

KEY ART

This imagery will be used to help identify the prize quickly and will be used across most branded collateral. The imagery will evolve through the lifecycle of the prize.





SAMPLE SOCIAL MEDIA COPY

Feel free to use the text below across your social media platforms, or use it as inspiration for your own posts. Please mention and tag **@XPRIZE** and use **#XPRIZEHealthspan** when posting on social media, allowing for retweets and shares!

COPY SAMPLE #1

We've officially registered for the \$101M **#XPRIZEHealthspan** competition!

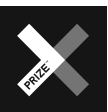
We're excited to develop proactive, accessible therapeutics to make healthy aging possible for everyone. **@XPRIZE**

Thank you all for the support and stay tuned as we start bringing our innovations to life 🙏

COPY SAMPLE #2

Between 2015 and 2050, the world's population over 60 years old is expected to almost double from 12% to 22% (or 1 in 5 people) – creating urgency to find novel solutions for healthy aging.

We're proud to be one of the many registered teams in the \$101M **#XPRIZEHealthspan** global competition. Learn more. **@XPRIZE**
xprize.org/healthspan



COMMUNICATION STANDARDS

APPROVED COMPETITION MESSAGING

REFERRING TO THE COMPETITION

When not using an officially approved competition logo, in written documents for example, any and all references made to the competition must be fully spelled out as **XPRIZE Healthspan**.

DO NOT X

"X-Prize"

"Xprize"

"X prize"

"XPrize"

"X-prize"

"the XPRIZE"

or any other variation of the XPRIZE name.

AVOID TERMS WITHIN EXTERNAL COMMUNICATION

endorsed

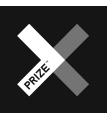
exclusive

official

certified

selected

or similar words to imply, directly or indirectly, an endorsement of any product or service by XPRIZE Healthspan or our sponsors.



COMMUNICATION STANDARDS

TEAM SPONSORSHIP, DONOR, + PARTNERSHIP SUPPORT

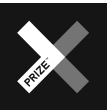
Teams may seek sponsorships, in-kind services, and partnerships from organizations, individuals, and other entities to support and offset costs when competing.

A team sponsor, or other third parties, may not appear as formally affiliated with, endorsed by, or a sponsor of XPRIZE Healthspan, XPRIZE or our competition sponsor(s). Please be clear in your initial conversations with prospective sponsors and team sponsors.

In all communication about your team's association with your team sponsors, including press releases, printed materials, web, social media, etc., it must be clear that they are a sponsor of your team only and that your team is participating as a competitor in XPRIZE Healthspan.

XPRIZE requires teams to notify XPRIZE of any sponsorships you may enter into using a [Sponsor Notification Form](#) available on the [Prize Operations Platform \(POP\)](#).

Please note that XPRIZE Healthspan and the XPRIZE Foundation are not responsible for fulfilling any benefits promised to any team sponsor and/or partner relationships.



COMMUNICATION STANDARDS

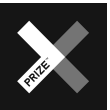
PROMINENT COMPETITION LOGO HIERARCHY

Prominent may be defined as being center or center north of any and all centralized materials. If materials read from left to right, then prominence is considered the north, left hand side. In all communications, this includes:

- Press Releases
- Social Media
- Printed Materials
- Etc.
- Web

“XPRIZE Healthspan” must be positioned at the highest or most prominent level followed by team name and team sponsor, where applicable.





COMMUNICATION STANDARDS

LOGO PLACEMENT EXAMPLES

WEBSITE EXAMPLE

ANNOUNCING THE FINALISTS

Meet the teams moving to the final round of XPRIZE Rainforest.

XPRIZE RAINFOREST |

[Learn More](#)

MEET THE FINALISTS

PHASE Finals

XPRIZE FEED THE NEXT BILLION |

[Read More](#)

OVERVIEW ACTIVITY SPONSORS & PARTNERS GUIDELINES FREQUENTLY ASKED QUESTIONS FINALIST TEAMS

FLYER EXAMPLE

XPRIZE WATER SCARCITY

GLOBALLY ADDRESSING WATER SCARCITY

IMAGINE A WORLD where clean water is equitably and sustainably abundant, enabling people and the environment to prosper.

XPRIZE Water Scarcity is a 5-year competition that aims to revolutionize desalination technologies by promoting innovative, energy-efficient, affordable, and sustainable solutions. These solutions ensure universal access to clean water, preserve marine life and the environment, and enhance global well-being.

Even though 70% of our planet is covered with vast bodies of water, everyone on Earth experiences some level of water stress. By 2025, an alarming two-thirds of our population will grapple with severe water shortages. Existing desalination methods are expensive, inaccessible to many communities, and environmentally unsustainable. Without improvement, they will be inadequate to keep up with increasing global water demand, leading to increasingly serious water stress and scarcity issues worldwide.

XPRIZE Water Scarcity is a call to action, challenging teams to harness the power of cutting-edge technology, embrace the potential of clean energy sources, and seize unprecedented business opportunities to make clean water more accessible for all. Together, we will redefine the landscape of affordable and sustainable desalination on a global scale.

Join us in this pivotal journey towards a future where clean water knows no boundaries, where prosperity is shared by all, and where the environment thrives alongside human progress.

Email us at watersearch@xprize.org to get involved in the competition or with any questions.

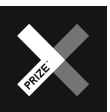
[Join the Movement](#) xprize.org

SOCIAL EXAMPLE

xprize

FINALIST

XPRIZE FEED THE NEXT BILLION |



SUBMISSION + REVIEW PROCESS

PROHIBITED USES OF THE XPRIZE BRAND, NAME + MARK

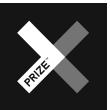
XPRIZE brand, name, and mark may not be used in a team's URL address, social media username, group name, in meta tags, Google AdWords, files and elements associated with the team's website, online identifiers, or other online presence.

Teams are responsible for ensuring compliance with the guidelines established in this toolkit as well as managing submission of materials to XPRIZE via healthspan@xprize.org.

HOW TO SUBMIT YOUR MATERIALS

Submission of materials for review and approval must be made at least **five (5) business days** prior to the commencement of production, publication, distribution, display, sale, or use of these deliverables. Materials can be sent to healthspan@xprize.org using the subject line: "XPRIZE Healthspan Team Communications Review Request."

XPRIZE will respond to email requests within **five (5) business days** of receipt. If denied, a team may edit their submission and re-submit for approval as necessary. If there are time exceptions and approval is needed sooner, the request must be noted as such and the exception will be considered.



SUBMISSION + REVIEW PROCESS

SCOPE OF MATERIALS THAT **DO NOT REQUIRE** APPROVAL

- Editorial Posts
- Internal Team Publications
- Presentation Scripts
- Radio Scripts
- Social Media Pages/Posts
- Shares Generated/Distributed by XPRIZE
Team Websites
- Trade Show Exhibits
- Videos

SCOPE OF MATERIALS THAT **REQUIRE** APPROVAL

- Press Releases

GRAPHIC ASSETS

- Team Name
- Description/Title of Project
- Requested Approval Date
- Sample Layout (PDF File Preferred): Concept /
Design / Sketches in Preliminary Stages

MEDIA PLACEMENTS

- Placement (Names of Publications, if applicable)
- Length of Promotional Campaign (if applicable)
- Description of Material Submitted



CONTACT US

If you have questions about the XPRIZE Healthspan Team Communication Toolkit, please contact us at healthspan@xprize.org