



# XPRIZE HEALTHSPAN TEAM COMMUNICATIONS TOOLKIT

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# WELCOME

Thank you for joining us on this endeavor to create a future where aging is full of potential for everyone.

## IN THIS GUIDE:

We will provide you with valuable insights into our brand's identity, voice, and visual guidelines. Understanding these elements will empower you to effectively leverage our brand codes to enhance brand visibility and contribute to the successful endeavors we are collectively pursuing.

While following our brand guidelines, it is also important that any materials you create represent your organization's brand to accurately communicate the origin and individual contributions of each entity.

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

For any questions please contact  [Danielle.Leedeman@xprize.org](mailto:Danielle.Leedeman@xprize.org)

# 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](https://xprize.org).



# ABOUT THE PRIZE

## XPRIZE HEALTHSPAN

Increasing human life expectancy is one of the greatest breakthroughs in modern history. We have more than doubled the global average in the last 100 years, but the length of our healthy lives has not increased at the same rate.

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, cognition, and immune function by a minimum of 10 years with a goal of 20 years.

**Competition Title:** XPRIZE Healthspan

**URL:** [xprize.org/healthspan](https://xprize.org/healthspan)

**XPRIZE Social Handle:** @XPRIZE

### HEALTHSPAN AWARD

Awarding is indexed to improvements in function related to age-related declines expected over 10 years (\$61M), over 15 years (\$71M), or over 20 years (\$81M)

\$20M in milestone awards, with \$10M allocated to each milestone

### FSHD BONUS PRIZE

\$10M 1st Place in FSHD Bonus Prize to restore muscle function

# ABOUT OUR SPONSORS

## Hevolution Foundation

### Co-Title Sponsor

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.

## GSK

### Official Pharmaceutical Industry Sponsor

GSK is a global biopharma company with a purpose to unite science, technology, and talent to get ahead of disease together. Find out more at [gsk.com](https://gsk.com).

## 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

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.

# BRAND REQUIREMENTS

## DEFINITIONS

### **Title Sponsor**

Key contributor whose name or brand is prominently associated with the prize. Their logo is featured prominently on marketing materials, event announcements, and media coverage related to the competition.

### **Sponsor**

Our generous sponsors support each competition by providing prize purse and operational funding as well as contributing mentorship and industry knowledge.

### **Partner**

Our prize partners provide support to an active XPRIZE and its competing teams in a variety of forms, ranging from mentorship to gratis or discounted services.

# COMMUNICATION STANDARDS

## REFERRING TO XPRIZE + DEFINITIONS

All references made to the competition must be fully spelled out as **XPRIZE Healthspan**. Please avoid any other variations of the XPRIZE name:

### **X DON'TS**

"X-Prize"	"Xprize"	"X-prize"
"Xprize"	"X prize"	"the XPRIZE"

### **Competition Logo / Logo lock-up**

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

### **Sponsor or Partner Logo / Name**

Specific symbol, typeface, colors and layout used to identify the participating Sponsor or Partner.

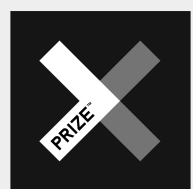
Any group, corporation, limited liability company, foundation, person, or entity that provides funding, technology support, equipment and/or other support to benefit XPRIZE Healthspan and to establish an association and relationship between XPRIZE and themselves.

# PRIZE COMPETITION LOGO

## CONSTRUCTION + SIZING

Always use the black version of the prize competition logo on light-colored backgrounds and the white version on dark-colored backgrounds. The prize logo should not be any smaller than 150px width for inline and 150px height for stacked.

### BLACK LOGOS ON LIGHT BACKGROUNDS



XPRIZE  
HEALTHSPAN

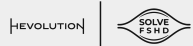


INLINE MINIMUM SIZE

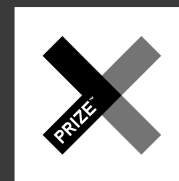
2.88in

STACKED MINIMUM SIZE

1.73in



### WHITE LOGOS ON DARK BACKGROUNDS



XPRIZE  
HEALTHSPAN



INLINE MINIMUM SIZE

2.88in

STACKED MINIMUM SIZE

1.73in





# PRIZE COMPETITION LOGO

## DO'S + DON'TS

### ✓ DO'S

- The partner logo needs to be placed to a minimum of the X mark square away
- Always use the correct XPRIIZE logo with title sponsor
- Try to align your partner logo with the XPRIIZE logo for balance
- The logos should be only in black or white

### ✗ DON'TS

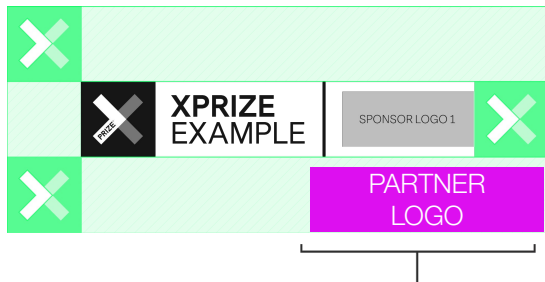
- Modify the color, font, or proportions
- Rotate the XPRIIZE Healthspan logo, logo elements, positioning, and size relationships
- Use the XPRIIZE Healthspan logo as a component of any other graphics element
- Place partner logo as part of the logo lockup
- XPRIIZE logo without 'Healthspan' should not be used

# PRIZE COMPETITION LOGO

## CLEARSPACE FOR PARTNER HORIZONTAL LOGO LOCKUP

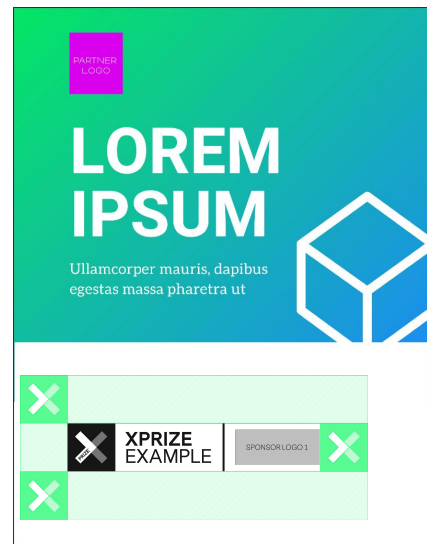
The green boxes and guides represent the clearspace any partner logos needs to be from the XPRIZE logo. Use the X mark as a guide to determine how far away the partner logo needs to be cleared. The greenspace IS NOT part of the logo lockup.

### ✗ INCORRECT PARTNER LOGO USAGE



✗ Inappropriate spacing around logo. The partner logo should never be placed any closer than the X mark box of the XPRIZE logo or sponsor.

### ✓ CORRECT EXAMPLE

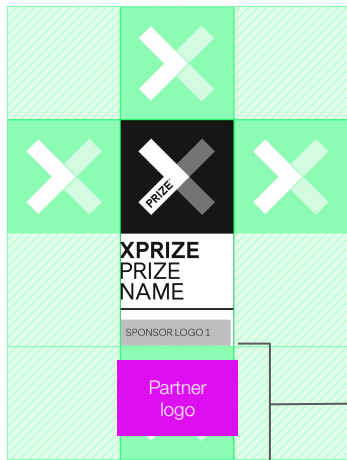


8.5 x 11in flyer example placement to show clearspace. Image is not to scale\*

# PRIZE COMPETITION LOGO

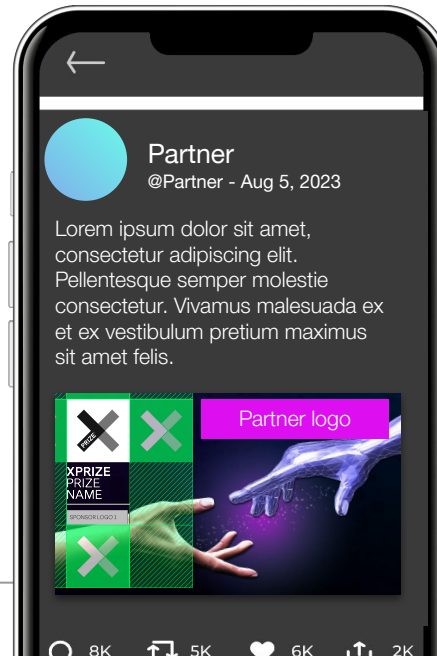
## CLEARSPACE FOR PARTNER VERTICAL LOGO LOCKUP

### ✗ INCORRECT PARTNER LOGO USAGE



✗ Inappropriate spacing around logo.  
The partner logo should never be placed any closer than the X mark box of the XPRIZE logo or sponsor.

### ✓ CORRECT EXAMPLE



1920x1080px  
Social media example  
placement to show  
clearspace.

Image is not to scale\*

# 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.

[KEY ART DOWNLOAD](#)



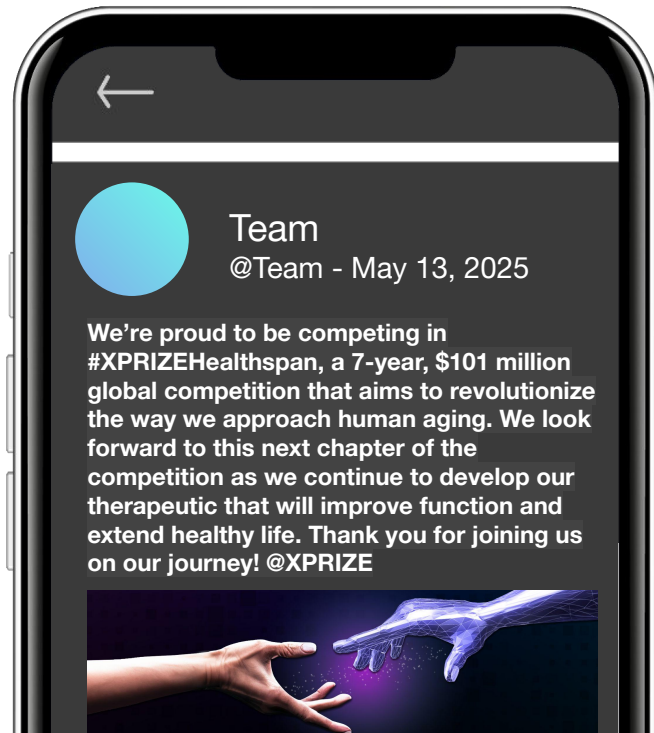
# SOCIAL MEDIA

## SAMPLE 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!

## SUGGESTED COPY

1. We're proud to be competing in #XPRIZEHealthspan, a 7-year, \$101 million global competition that aims to revolutionize the way we approach human aging. We look forward to this next chapter of the competition as we continue to develop our therapeutic that will improve function and extend healthy life. Thank you for joining us on our journey! @XPRIZE
2. We're thrilled to share that we are competing in the \$10M FSHD Bonus Prize, launched alongside the \$101M #XPRIZEHealthspan competition. Currently, there is no cure for FSHD. But, we aim to change that through the therapeutic solution we are developing. Thank you for your support as we embark on this final chapter of the prize competition. @XPRIZE



# COMMUNICATION ASSETS

WE WELCOME YOU TO SHARE AS DESIRED

## XPRIZE HEALTHSPAN ASSETS

- [XPRIZE Will Revolutionize Human Aging. Here's How](#) (Overview Video)
- [XPRIZE Qualified Team Book](#)
- [XPRIZE Healthspan Resources Page](#)
- [XPRIZE Healthspan Activity Feed](#)



# SUBMISSION + REVIEW PROCESS

## APPROVALS

### 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 [Danielle.Leedeman@xprize.org](mailto:Danielle.Leedeman@xprize.org).

We request 1-2 business days to review press releases. Please share with [prteam@xprize.org](mailto:prteam@xprize.org) for review.

XPRIZE will respond to email requests within five (5) business days of receipt. Our marketing team will collaborate closely with our esteemed partners to ensure that branding alignment is addressed and comprehensively conveyed for the mutual benefit of both parties involved.

### APPROVAL REQUIRED

Press Releases



Placement Names of Publications (if applicable)



Length of Promotional Campaign (if applicable)



Description of Material Submitted



Editorial Posts

Internal Brand Publications

Presentation Scripts

Radio Scripts

Social Media Pages/Posts

Shares Generated/ Distributed by XPRIZE

Trade Show Exhibits

Videos



# CONTACT US

If you have questions, please contact us at  
[healthspan@xprize.org](mailto:healthspan@xprize.org).