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# Ritlecitinib Hair Regrowth Visualizer

*General creative and  
UI guidance*

Version 01



# App icon

Apple Guidelines: 30 characters, including spaces  
Internal Pfizer Guidelines: \_\_\_\_\_

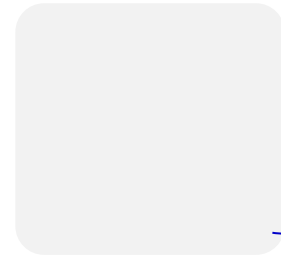



Image of waiting room  
framed nicely

Hair Regrowth Visualizer

*(22 characters with spaces)*

NOTE keep in mind, TBD?  
approx. 17 characters before “....”  
shows on app home screen

Hair Regrowth Vi....



# Mood boards for rooms



# Waiting room

*Mood board*

Dermatology offices are VERY high end and swanky, for accuracy's sake we can lean into this.



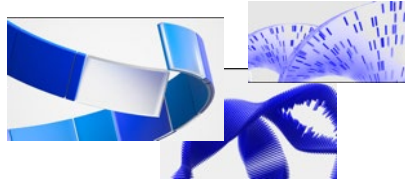
[Chair model linked here](#)

# Waiting room

*Color guidance*

**Interior design: White walls (neutral to cool leaning), with light wooden and concrete gray accents.**

Any wall art:  
white frame,  
branded Pfizer  
imagery can live  
in the frame.



Chairs or cushions can be mixed between white and branded dark Pfizer blue

Legs or other accents on chairs should be wood

Chairs linked below if needed,



[Chair model linked here](#)



Plants, nice big ones

[Waiting room area image linked here](#)

[pillar and seating image linked here](#)

This whole seating and pillar situation is perfect, if we could have verbatim that's great.

If not then some type of bench-couch seating as such with a center pillar (plants and natural material, wood, etc)

Side tables can be same light color wood as the rest of the accents.

Tables can be simpler than what is seen in the above (see example to right)



[Side table model linked here](#)

Floor can be the texture and color seen here



[Chair with arms, model linked here](#)

# Waiting room

## Color guidance and model suggestion

**Interior design: Continuation of guidance from waiting room but with a clean, clinical lean, no plants, white, and wood, with Pfizer blue as accents.**

*Note the example here is of dental exam room, if used directly, will need to convert to dermatology, see below annotated picture of what would be present vs deleted.*

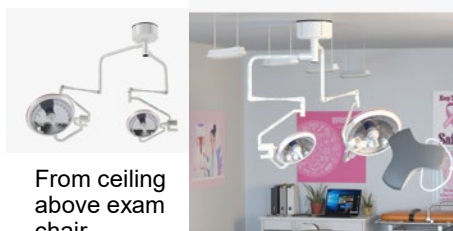
*In a derm. exam room only the seats (exam seat & smaller seats for docs), counter, and a light (next to the exam seat) are present. NOTE: can assess if light is seen in camera view(s) from storyboard- if it is not then we are OK to omit.*

Please use this model set either directly OR inspire from heavily as guidance for exam room:

<https://www.turbosquid.com/3d-models/dentist-office-daylight-1432228>

Standing light or light from ceiling.

<https://www.turbosquid.com/3d-models/operating-light-1216880>



From ceiling above exam chair

Counter guidance on next page



Scene outside can be a generic outside scene. Frosted window tint can be kept

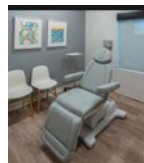
Example here from getty creative# 1468427165



In place of any black accents, please replace/use dark Pfizer blue #00004E

Note- all these elements are dental specific and are not needed

Floor to be a slightly more even toned wood (less darks and lights) and a tone that matches waiting room wood accents



Chair can be used, should be sitting more upright (example to right of how upright).

Fabric GLOBALLY on all chairs can be Pfizer blue #0000c9 or # 0003fe2

If you need a dark accent, please use dark Pfizer blue #00004E

Plastics can remain white

# Waiting room

*Color guidance and model suggestion*

**Interior design: Continuation of guidance from waiting room but with a clean, clinical lean, no plants, white, and wood accents.**



Counter can become dark Pfizer blue #00004E

Accent lights can also become Pfizer blue

Can become dark Pfizer blue #00004E

Computer can contain branded Pfizer creative imagery (see slide 3)

The rest of counter OK as is

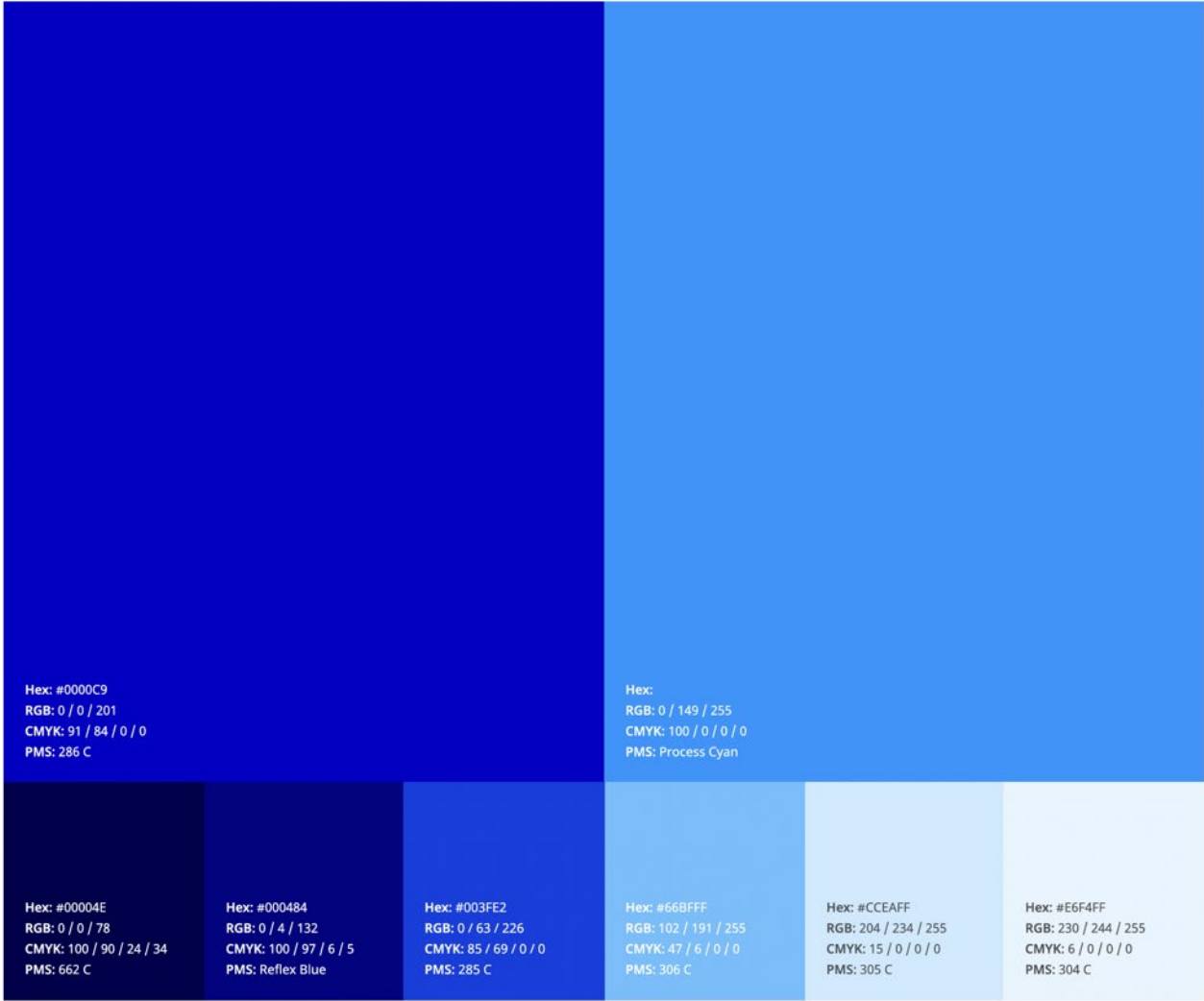
Only need 2 smaller rolling chairs (can delete one)

Chair can be used here, but should be sitting more upright (examples)

Fabric GLOBALLY on all chairs can be Pfizer blue

Plastic can remain white

Floor to be a slightly more even toned wood (and a tone that matches waiting room wood)



The secondary palette provides a wide array of carefully selected color swatches.

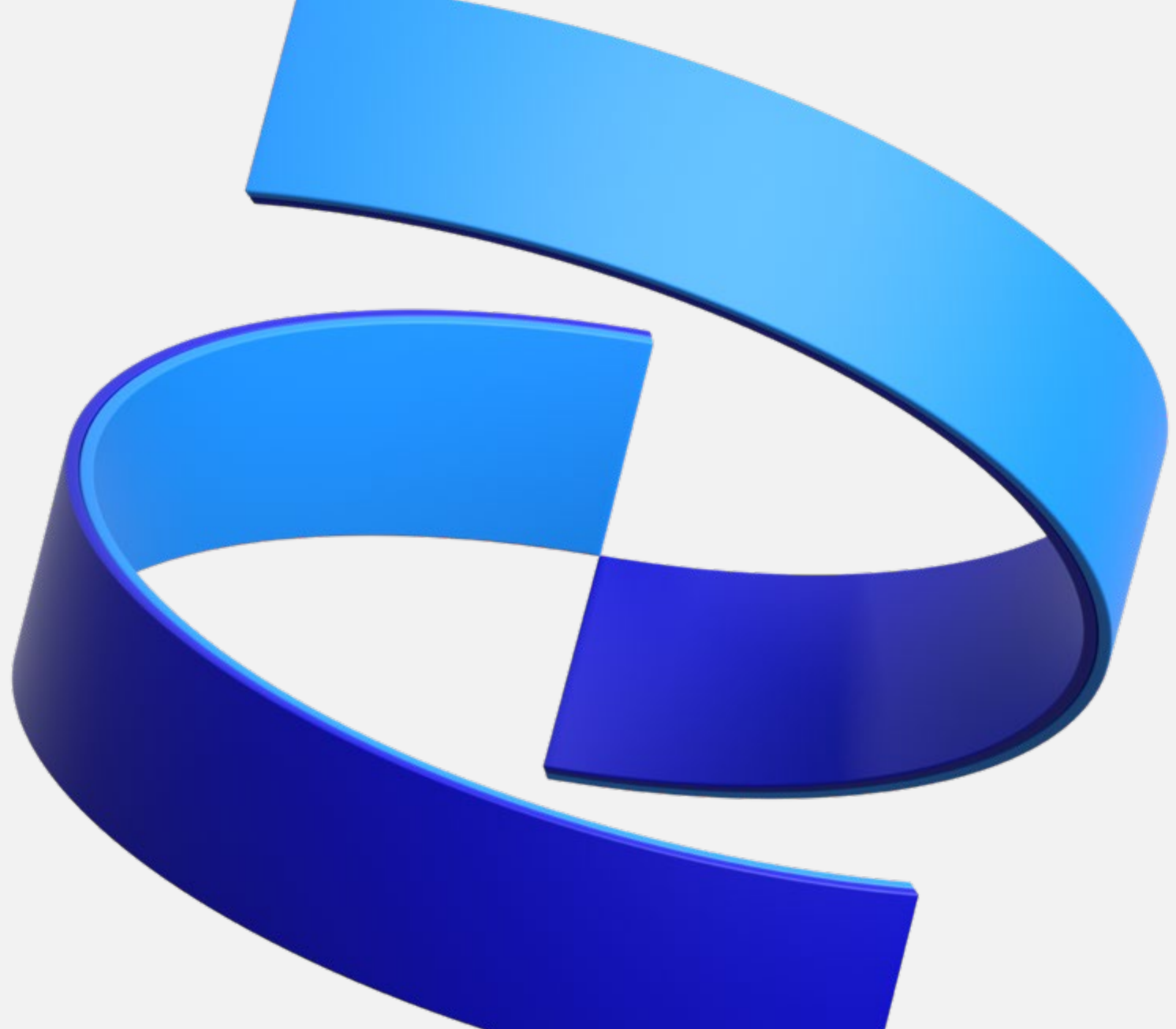
When designing with color, use ample whitespace. The secondary palette colors should be used sparingly and only for small pops of color.

When designing with color, always lead with ample whitespace and the primary palette blues. Backgrounds must be white, a primary blue, or a neutral cool gray. Never use the secondary palette for backgrounds.

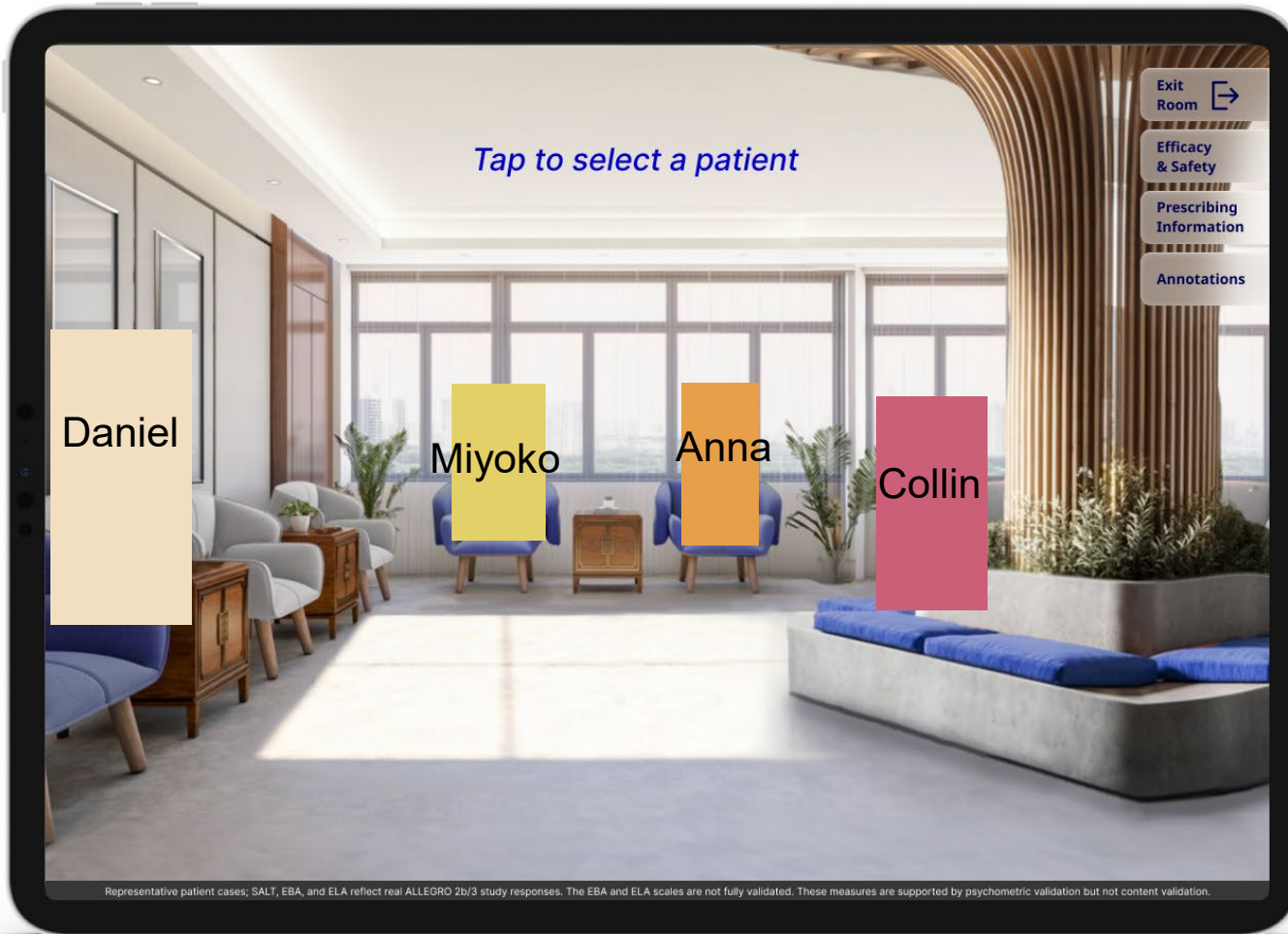
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# Waiting room functionality update

*Note: Once we are aligned on this waiting room  
functionality here, we can pull through into the full  
wireframe/storyboard document*



## Visual



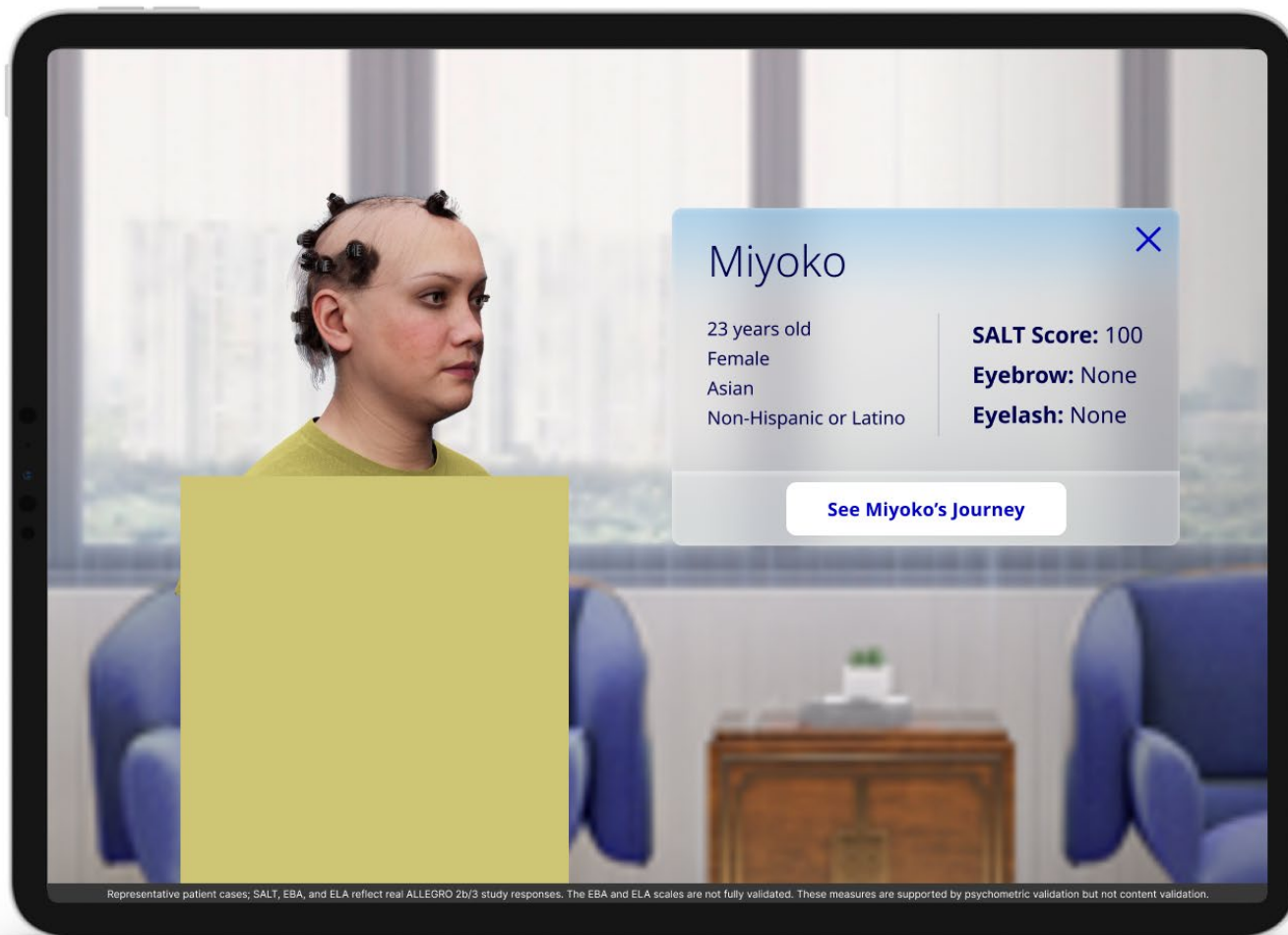
## User interaction and Message

User is encouraged to tap to select a patient. The user can select any of the following patients in any order:

- Select Daniel
- Select Miyokoyo
- Select Anna
- Select Collin

## References and annotations

## Visual



## User interaction and Message

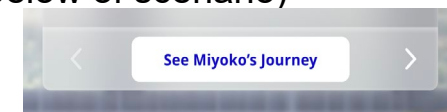
The user can:

- Click X button to return to main waiting room view (slide 9)
- Click “See Miyoko’s journey” to deep dive into her information

Once the user selects a patient, the camera zooms inwards in a smooth motion to patient.

Recommend:

- if more patients are added to the experience recommend secondary navigation functionality to flip left and right through patients from this screen (see mockup below of scenario)



## References and annotations

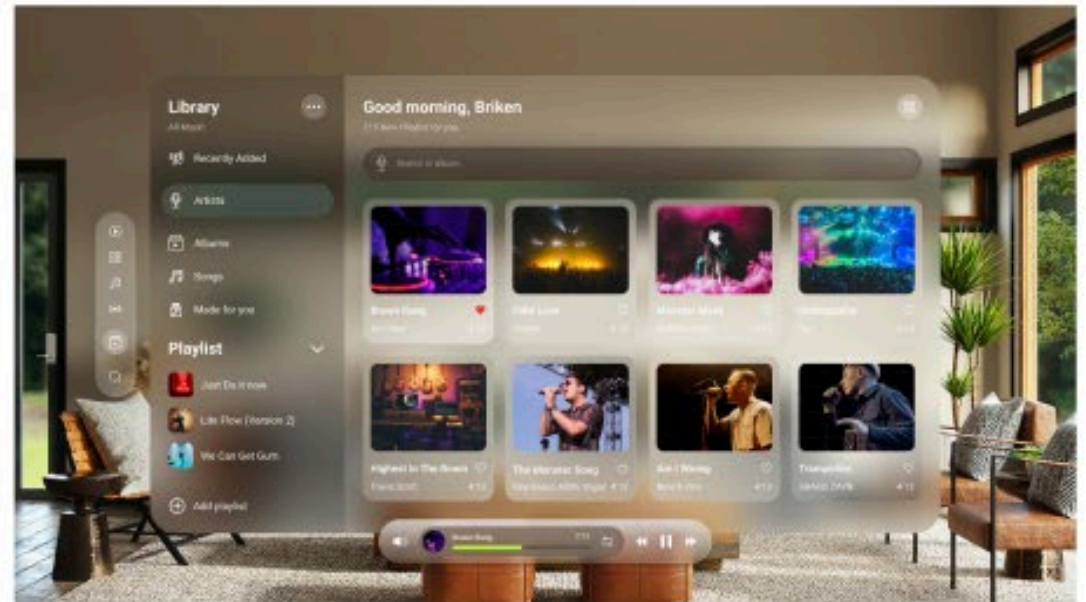


# UI Guidance



## Overview

# Combining Pfizer Branding + Apple's VR Interactive UI System



Pfizer identity guidelines display use of transparent/frosted design elements in certain *custom expression* scenarios; Thus, a seamless connection can be made to with Apple's VR UI system to inspire our Hair Regrowth Visualizer's UI.

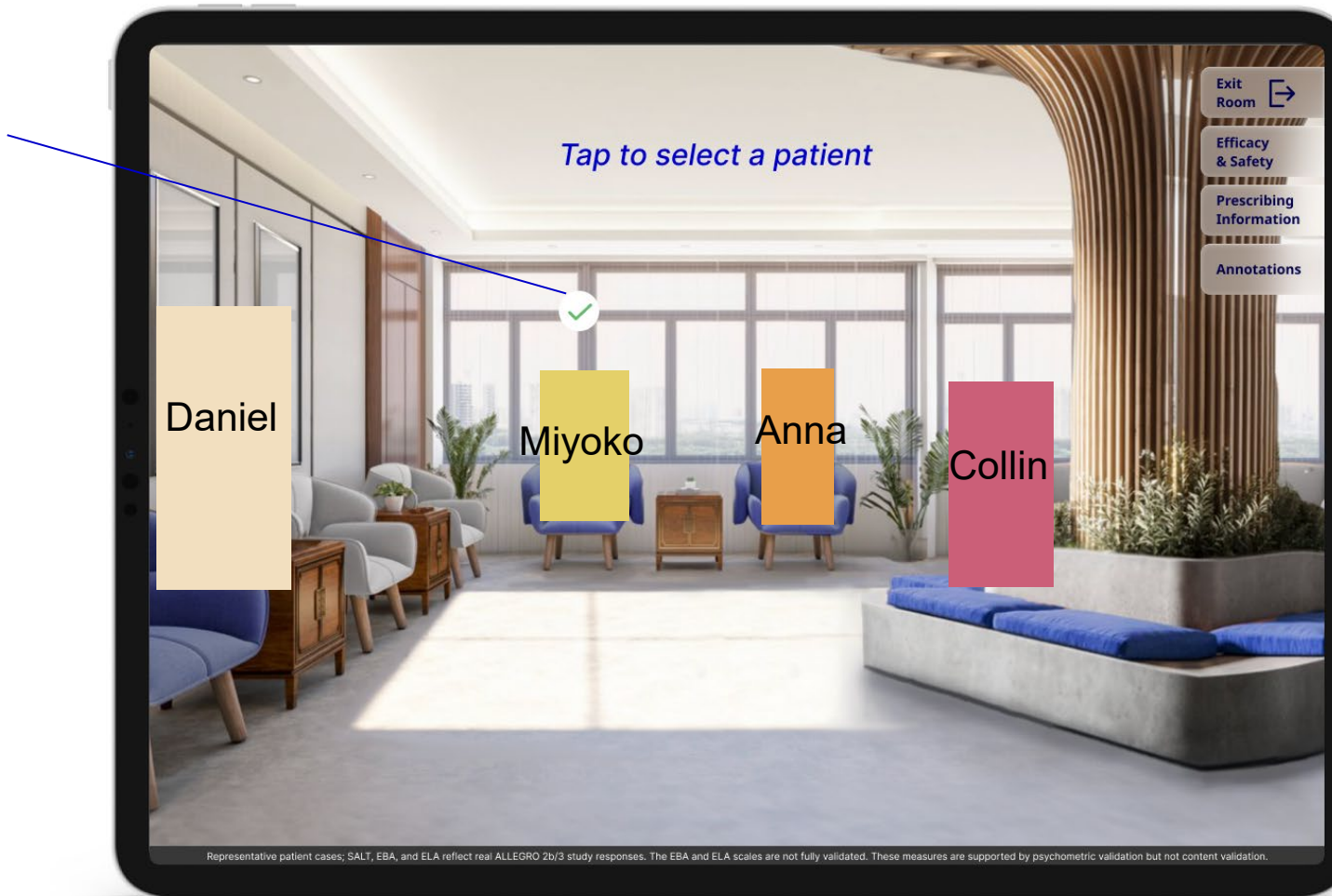
*This screen is for review of user interface elements **ONLY** (on screen buttons, content, timeline, etc)  
All graphic imagery (patient, background, patient eyes) is FPO at this time*

## Waiting Room Scene

### Patient Completed Icon

Pfizer primary blue to match the CTA button, as well as have contrast of well-lit waiting room scene

*Note: look and feel of check mark is being refined and will be finalized when final storyboard post-legal review is delivered*



### Side Info Buttons

Treated in glass style with high contrast dark primary blue #00004E

Transition between waiting room and exam room

*This screen is for review of user interface elements **ONLY** (on screen buttons, content, timeline, etc)  
All graphic imagery (patient, background, patient eyes) is FPO at this time*

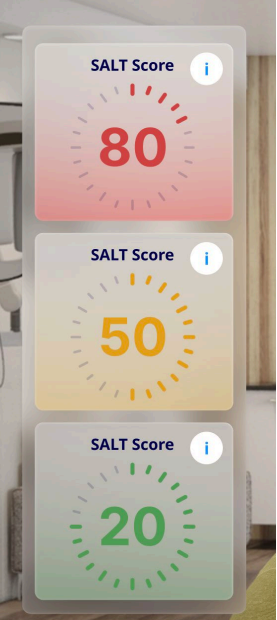
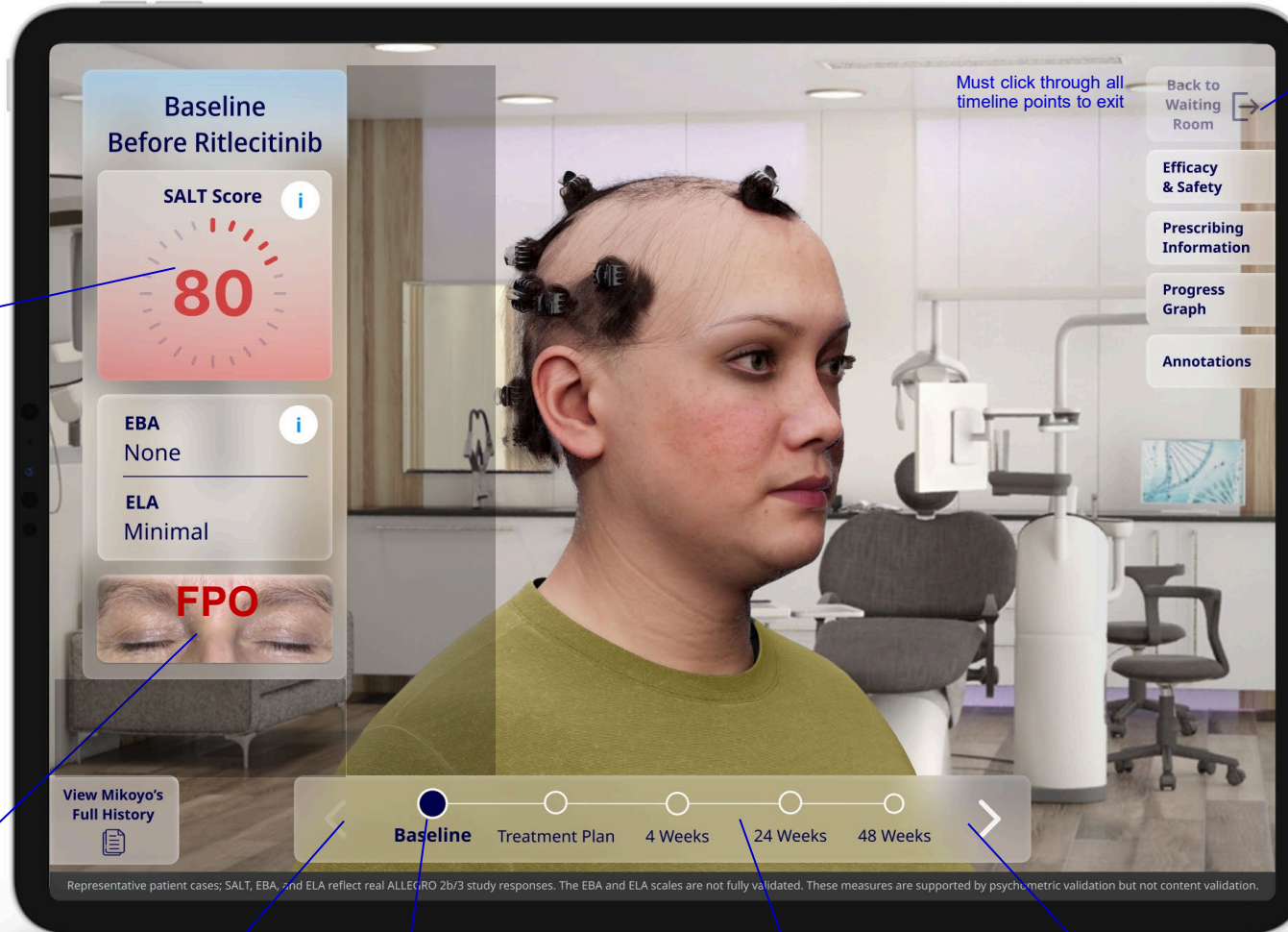
# Patient Scene

Exit back to waiting room  
Not yet available

Side Info Buttons  
Treated in glass style with high contrast dark primary blue #00004E

**Scenario:**

- User's first patient they visit they must walk through the full timeline linearly before hopping back to the waiting room
- All patients the users visit after they jump in and out of waiting room



## SALT Score Graphic

- Red - #D24343
- Yellow - #E5A01A
- Green - #509D56
- Color gradient x glass treatment
- Color ranges:

SALT 50-100	SEVERE
SALT 21-49	MODERATE
SALT ≤20	MILD

**Eyebrow Visual**  
(a close up of the 3D model's face)

Arrow Next  
Unavailable

Selected Time  
Ensure the word is clickable  
Alongside the dot

Unselected Time  
Ensure the word is clickable  
Alongside the dot

Arrow Next  
Available

# Typography and Button States

## Typography

# Our Brand Font: Noto Sans

To the right you'll see a proper hierarchy of typographic elements for the Pfizer identity. Use this for general guidance only, as the exact size relationships are at the discretion of the designer. These styles may be broken apart or scaled to create different emphasis on a case-by-case basis.

Avoid uppercase whenever possible.

### When to use:

Noto Sans should be used in all professionally designed communications where the text is not editable by the recipient.

Eyebrow Style  
Noto Sans — Regular

Headline Style  
Noto Sans — Light

Subheadline  
Noto Sans — Light

Body Copy  
Noto Sans — Regular

Call to Action  
Noto Sans — Bold

January 4, 2021

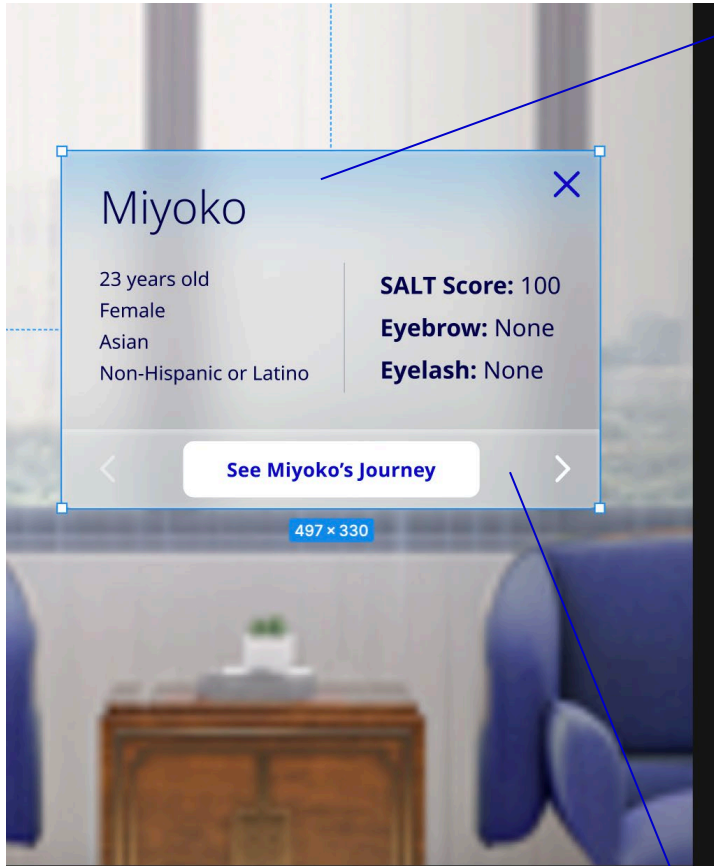
# This is Our Headline Style

Encoded within a successful logo is a company's DNA — its history, its future.

Our brand is a window into who we are. An essential tool in shaping perceptions about us, in sharing our purpose with the world, and raising the standard for our impact. These guidelines are designed to help us stay true to our brand —and to create consistency across all that we do.

[Learn More](#)

# Glass Boxes



Pass through 100%

Fill

- D6D6D6 40%

Stroke

Selection colors

- Primary/Dark Primary
- Primary/Primary
- Neutrals/White
- 00004E 20%
- 0000C9 100%
- D6D6D6 40%
- See all 6 colors

Effects

- Inner shadow
- Inner shadow
- Drop shadow
- Background blur

Linear 100%

Stops

- 0% 0095FF 60%
- 100% FFFFFFFF 0%

Inner shadow

X -1 Blur 1

Y 1 Spread -1

FFFFFF 35%

Inner shadow

X 0 Blur 7

Y 1 Spread 0

FFFFFF 35%

Drop shadow

X 0 Blur 25

Y 20 Spread 0

000000 5%

Background blur

Blur 60

- Glass boxes will always have a blurred background, small drop shadow and inner light shadows
- The box itself white color opacity ranges from 30-40% depending on location in scene.



# Patient: Miyoko guidance



## Miyoko – Face and Likeness

*FYI: for this hypothetical patient, Miyoko, she is Asian female, but the person we are basing her data off of is white male. Please disregard this discrepancy in the hair regrowth reference images*

**Miyoko 10991006**

Age: 23  
Gender: Female  
Race: Asian  
Ethnicity: Non-H/L

**Alopecia Areata  
Universalis**

### SALT scores:

BL: 100  
Week 4: 100  
Week 24: 52.2  
Week 48: 3.2

### Eyebrow:

BL: None  
Week 24: Moderate

### Eyelash:

BL: None  
Week 24: None

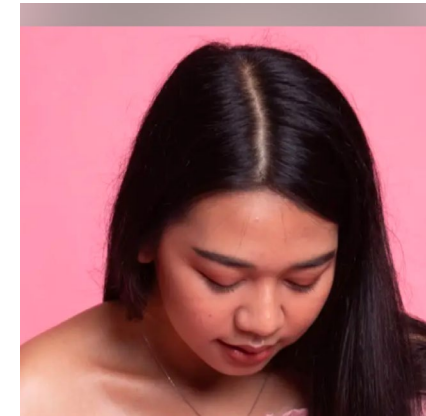
We can use the visual data hair as direct reference but ***must change the likeness and face of our patient.***

Please use the references to the left to inspire a new likeness that resembles this patient

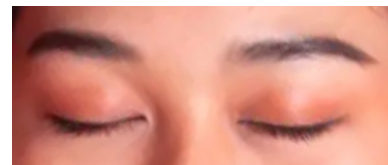
- When inspiring off of the above model, please ensure she looks approximate age of
- You can use generic 3D ear shape, instead of matching the original patient's ears.



Getty images 1148949043



Getty images 1151011623



Getty images 1151009528



Getty images 1150548065



Getty images 1151009528

## Miyoko - Hair

*FYI: for this hypothetical patient, Miyoko, she is Asian female, but the person we are basing her data off of is white male. Please disregard this discrepancy in the hair regrowth reference images*

### Hair

- Please use the two links here as direct references for the hair length, and areas where there's no hair.
  - Patient data
  - Sketches (illustrator file)
    - See slide 11 for export of all views
- Hair color: our fictional patients hair color can be dark brown/black
- Hair texture: straight

# Miyoko - Eyebrows and eyelashes

## Eyebrows

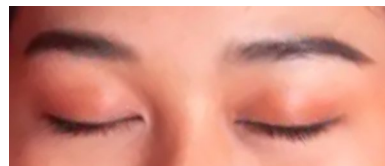
- Miyoko has NO eyebrows for Baseline and week 4
- At week 24 she has eyebrows, but please copy how thick and any patches seen
  - Example. On right side of image (her left eyebrow)
- Week 48, eyebrows present, no bare patches, just very thin

## Eyelashes

- At baseline and week 4 NO eyelashes
- At week 24-48
  - Still considered “severe” but can show just a few hairs as seen in image and sketch.
  - Can copy exactly how many hairs and where

## Likeness

Please use the image here and on slide 11 for shape of eyebrows (will anonymize likeness further)



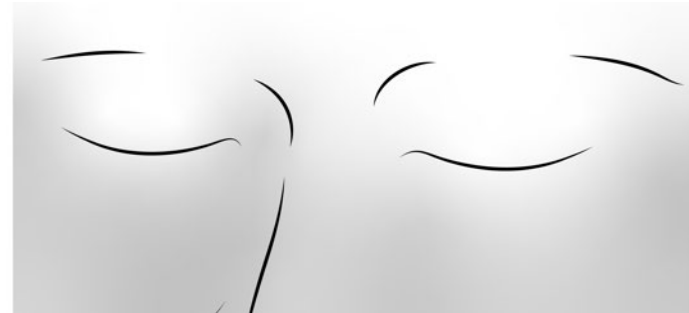
Getty images 1151009528



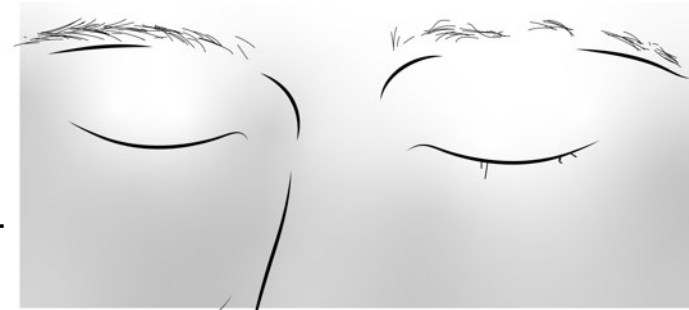
Baseline



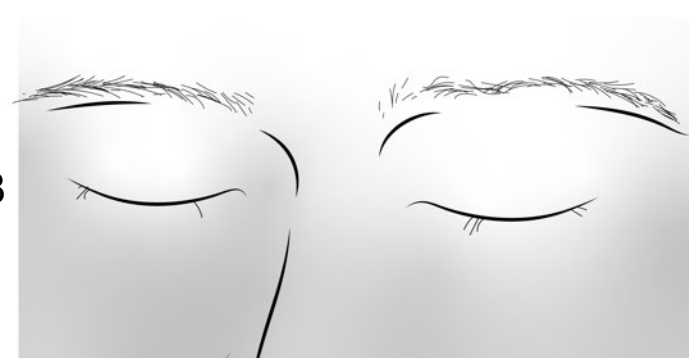
Week 4



Week 24

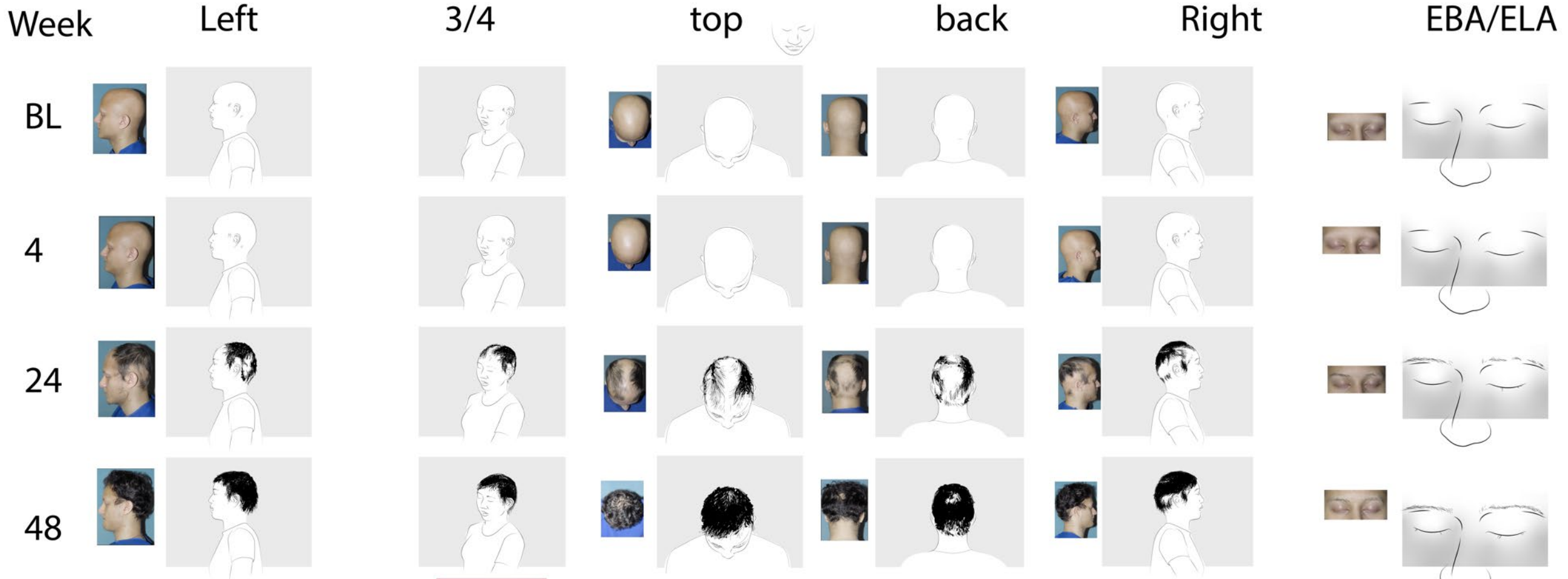


Week 48



**Miyoko**

*FYI: for this hypothetical patient, Miyoko, she is Asian female, but the person we are basing her data off of is white male. Please disregard this discrepancy in the hair regrowth reference images*



# Miyoko - General clothing mood board and inspiration

- Sweater with texture, solid color.
- *Nice to have: if it could be shirt + sweater*
- Color: Pfizer accent color yellow #F8DF5A

Hex: #F8DF5A  
RGB: 248 / 223 / 90  
CMYK: 4 / 8 / 78 / 0  
PMS: 113 C

Hex: #9D8806  
RGB: 157 / 136 / 6  
CMYK: 39 / 38 / 100 / 9  
PMS: 111 C

Hex: #BDA72F  
RGB: 189 / 167 / 47  
CMYK: 28 / 28 / 100 / 1  
PMS: 103 C

Hex: #DAC138  
RGB: 218 / 193 / 56  
CMYK: 17 / 19 / 93 / 0  
PMS: 7405 C

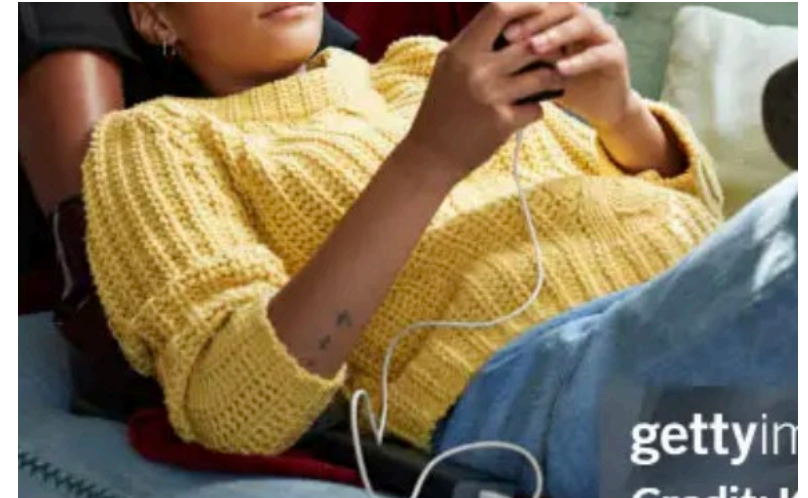
Hex: #FBEC9A  
RGB: 251 / 236 / 154  
CMYK: 3 / 3 / 49 / 0  
PMS: 100 C

Hex: #FDF5CC  
RGB: 253 / 245 / 204  
CMYK: 1 / 2 / 24 / 0  
PMS: 2001 C

Hex: #FEFCEE  
RGB: 254 / 252 / 238  
CMYK: 0 / 0 / 6 / 0  
PMS: 25% Process Yellow C

**QUESTION FOR CASSETTE:** question for shirt, for each week, could the tint of the shirt change? OR shirt itself change and color stays the same?

To denote time has passed between each of the 4 timepoints





# Patient: Collin guidance



## Collin – Face and Likeness

**Collin 10131014**

Age: 13  
Gender: Male  
Race: White  
Ethnicity: Non-H/L

Alopecia Areata  
Totalis

### SALT scores:

BL: 100  
Week 4: 100  
Week 24: 13.4  
Week 48: 0.9

### Eyebrow:

BL: Minimal  
Week 24: Moderate

### Eyelash:

BL: Minimal  
Week 24: Moderate

We can use the visual data hair as direct reference but ***must change the likeness and face of our patient.***

Please use the references to the left to inspire a new likeness that resembles this patient

- When inspiring off of the above model, please ensure she looks approximate age of
- You can use generic 3D ear shape, instead of matching the original patient's ears.



Getty images 104288650



Approximate profile guidance

Getty images 175459577



## Collin - Hair

### Hair

- Please use the two links here as direct references for the hair length, and areas where there's no hair.
  - Patient data
  - Sketches (illustrator file)
    - See slide 11 for export of all views
- Hair color: our fictional patients hair color can dirty blond
- Hair texture: slightly wavy (but not curly)

## Collin - Eyebrows and eyelashes

### Eyebrows

- Baseline: collin has some hairs, but sparse
  - Use the images and sketch as direct reference
- Week 4: Collin has even less, just a handful of hairs
- At week 24: collin has thick eyebrows, no patches
  - Use the images and sketch as direct reference
- Week 48: eyebrows present, and thicker + darker (bearing in mind we are making our patient dirty blonde hair-color)

### Eyelashes

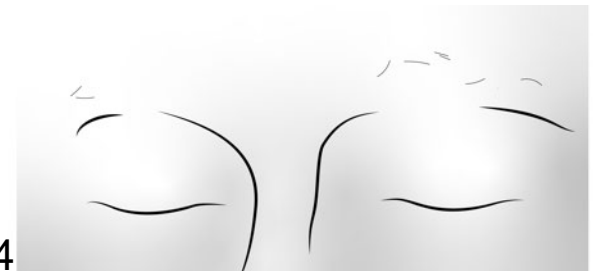
- At baseline and week 4: NO eyelashes
- At week 24: some eyelashes, not thick, not too long
- At week 48: eyelashes thicker and darker
  - Can conserve the shorter patch on his right eye (our left)



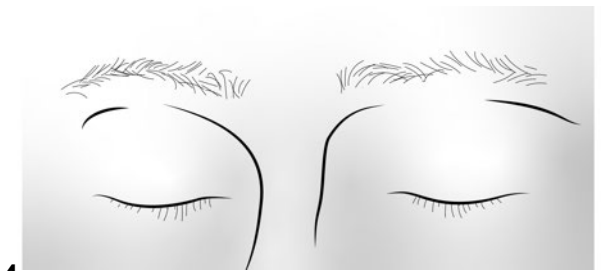
Baseline



Week 4



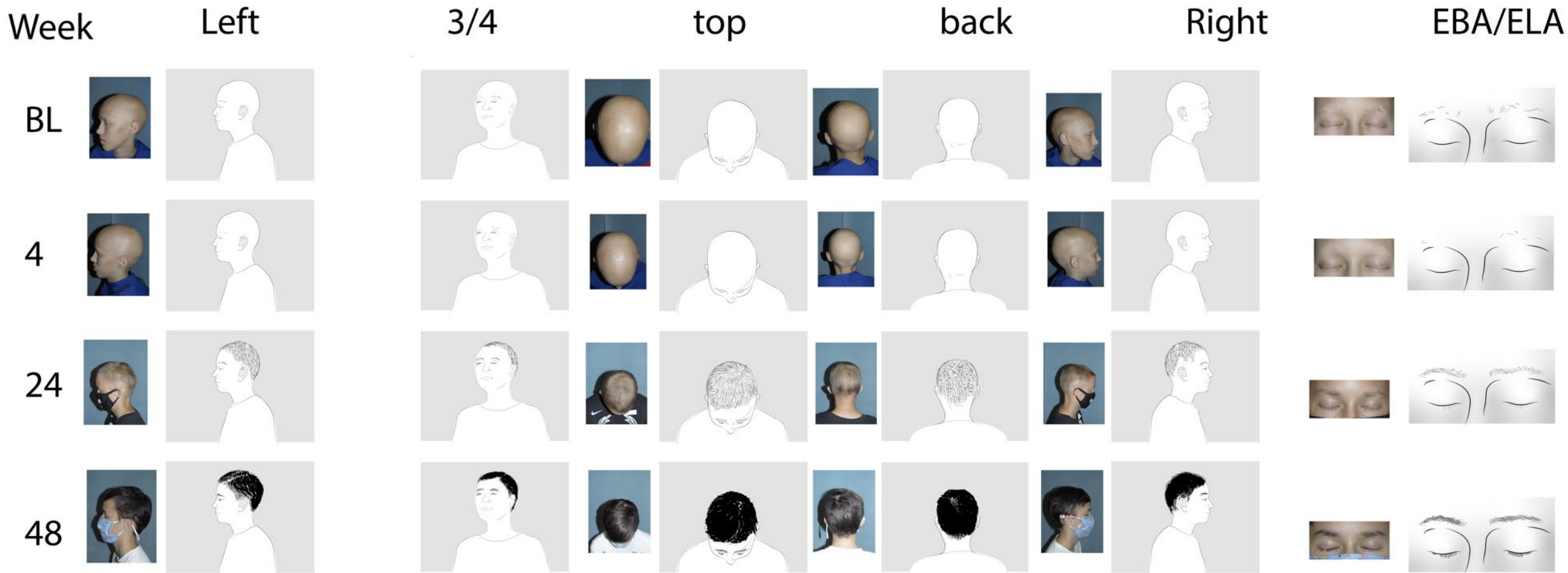
Week 24



Week 48



Collin



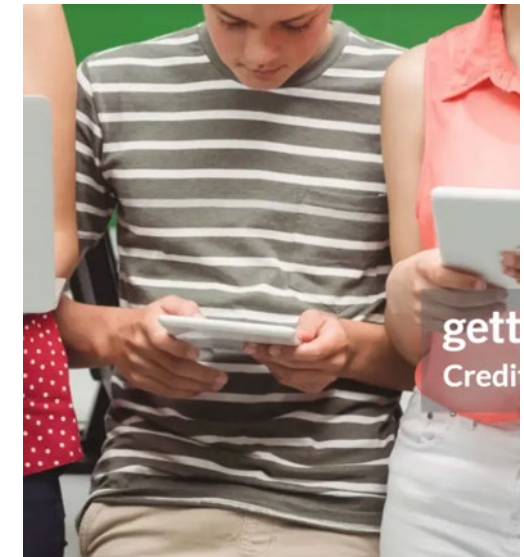
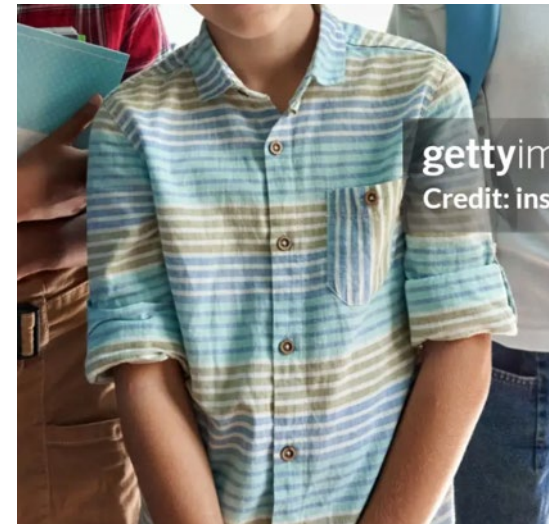
# Collin - General clothing mood board and inspiration

- Striped t-shirt OR collared shirt.
- *Nice to have: if it could be shirt + sweater*
- Colors:
  - Pfizer accent color red **#D95776**
  - with thin blue **#000484** stripes (blue stripes ~5% thickness of red stripes)

Hex: #D95776 RGB: 217 / 87 / 118 CMYK: 11 / 81 / 36 / 0 PMS: 7424 C	Hex: #000484 RGB: 0 / 4 / 132 CMYK: 100 / 97 / 6 / 5 PMS: Reflex Blue
Hex: #5C0015 RGB: 92 / 0 / 21 CMYK: 37 / 97 / 78 / 58 PMS: 7641 C	
Hex: #823447 RGB: 130 / 52 / 71 CMYK: 37 / 87 / 57 / 28 PMS: 7425 C	
Hex: #AE465E RGB: 174 / 70 / 94 CMYK: 27 / 85 / 50 / 8 PMS: 7635 C	
Hex: #E89AAD RGB: 232 / 154 / 173 CMYK: 5 / 47 / 15 / 0 PMS: 4072 C	
Hex: #F4CDD6 RGB: 244 / 205 / 214 CMYK: 2 / 22 / 5 / 0 PMS: 7422 C	
Hex: #FBEEF1 RGB: 251 / 238 / 241 CMYK: 0 / 7 / 1 / 0 PMS: 2050 C	

**QUESTION FOR CASSETTE:** question for shirt, for each week, could the tint of the shirt change? OR shirt itself change and color stays the same?

To denote time has passed between each of the 4 timepoints





# Patient: Daniel guidance



## Daniel – Face and Likeness

**Daniel 10121011**

Age: 50

Gender: Male

Race: Multiracial

Ethnicity: Hispanic/Latino

**Other Alopecia  
Areata: Patchy**

### SALT scores:

BL: 64.8

Week 4: 60.8

Week 24: 14.4

Week 48: 12.4

### Eyebrow:

BL: Moderate

Week 24: Normal

### Eyelash:

BL: Moderate

Week 24: Normal

We can use the visual data hair as direct reference but ***must change the likeness and face of our patient.***

Please use the references to the left to inspire a new likeness that resembles this patient

- When inspiring off of the above model, please ensure she looks approximate age of
- You can use generic 3D ear shape, instead of matching the original patient's ears.

NOTE Although this inspiration reference has a mustache, please ignore, ***this hypothetical patient will have no facial hair***



Getty images 2123014726

Hair color: mostly dark brown with slight salt and pepper gray



Getty images 2119701216



Getty images 2123043102

## Daniel - Hair

### Hair

- Please use the two links here as direct references for the hair length, and areas where there's no hair.
  - Patient data
  - Sketches (illustrator file)
    - See slide 11 for export of all views
- Hair color: mostly dark black with slight salt and pepper gray
- Hair texture: straight, coarse, just long enough to necessitate clips but not as long as patient Anna's hair



## Daniel - Eyebrows and eyelashes

### Eyebrows

- Daniel has medium thickness eyebrows for all weeks
  - Not too thick not too thin
    - Slightly thinner on outer edges of versus center

### Eyelashes

- Daniel has normal eyelashes for all weeks



Baseline



Week 4



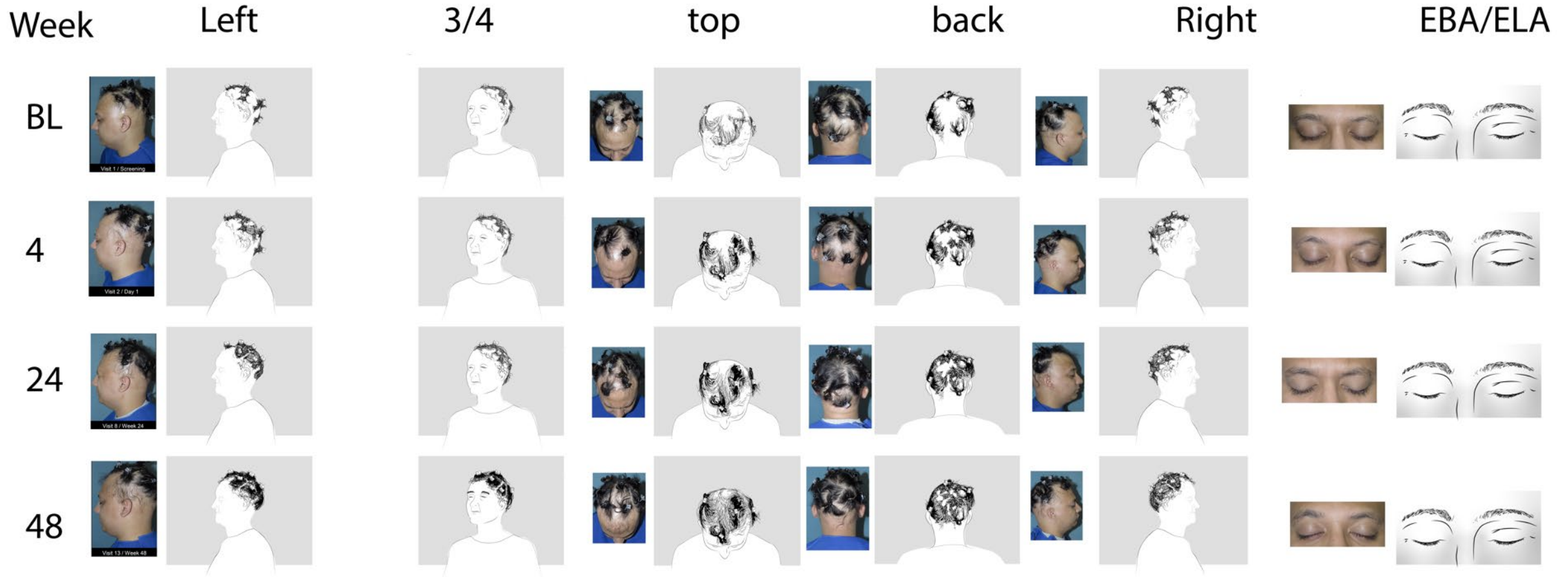
Week 24



Week 48



Daniel



## Daniel - General clothing mood board and inspiration

- Quarter-button style Tshirt with collar
- *Nice to have: if it could be shirt + sweater*
- Color: Pfizer accent tan **#F4DDBA**

Hex: #F4DDBA  
RGB: 244 / 221 / 186  
CMYK: 4 / 12 / 28 / 0  
PMS: 719 C

Hex: #494238  
RGB: 73 / 66 / 56  
CMYK: 60 / 58 / 68 / 48  
PMS: 4273 C

Hex: #928570  
RGB: 146 / 133 / 112  
CMYK: 42 / 42 / 58 / 8  
PMS: 4270 C

Hex: #C3B195  
RGB: 195 / 177 / 149  
CMYK: 25 / 27 / 43 / 0  
PMS: 4267 C

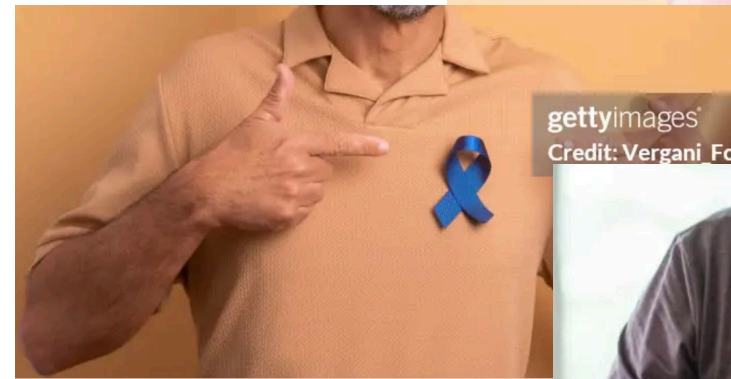
Hex: #F8BD6  
RGB: 248 / 235 / 214  
CMYK: 2 / 6 / 16 / 0  
PMS: 719 C (75%)

Hex: #FCF5EA  
RGB: 252 / 245 / 234  
CMYK: 0 / 3 / 7 / 0  
PMS: 719 C (50%)

Hex: #FEFCF8  
RGB: 254 / 252 / 248  
CMYK: 0 / 0 / 2 / 0  
PMS: 719 C (25%)

**QUESTION FOR CASSETTE:** question for shirt, for each week, could the tint of the shirt change? OR shirt itself change and color stays the same?

To denote time has passed between each of the 4 timepoints





# Patient: Anna guidance



## Anna – Face and Likeness

**Anna 10661003**

Age: 44

Gender: Female

Race: White

Ethnicity: Non-H/L

Other Alopecia  
Areata: Patchy

### SALT scores:

BL: 51.7

Week 4: 51.7

Week 24: 13.1

Week 48: 0

### Eyebrow:

BL: Normal

Week 24: Normal

### Eyelash:

BL: Normal

Week 24: Normal

We can use the visual data hair as direct reference but ***must change the likeness and face of our patient.***

Please use the references to the left to inspire a new likeness that resembles this patient

- When inspiring off of the above model, please ensure she looks a touch younger (age 44), currently she looks closer to mid 50's
- You can use generic 3D ear shape, instead of matching the original patient's ears.
- Please use hair color reference on slide 11 instead of this hair color seen here.



You can access the series on Getty images by searching for image number: 1470934663

## Anna - Hair

### Hair

- Please use the two links here as direct references for the hair length, and areas where there's no hair.
  - Patient data
  - Sketches (illustrator file)
    - See slide 13 for export of all views
- Anna has longer hair- and will be 1 of 2 patients with little hair clips
- Hair color: our fictional patients hair color can
- be a slightly lighter brown than the original patient reference
  - This will also further differentiate patient likeness



## Anna - Eyebrows and eyelashes

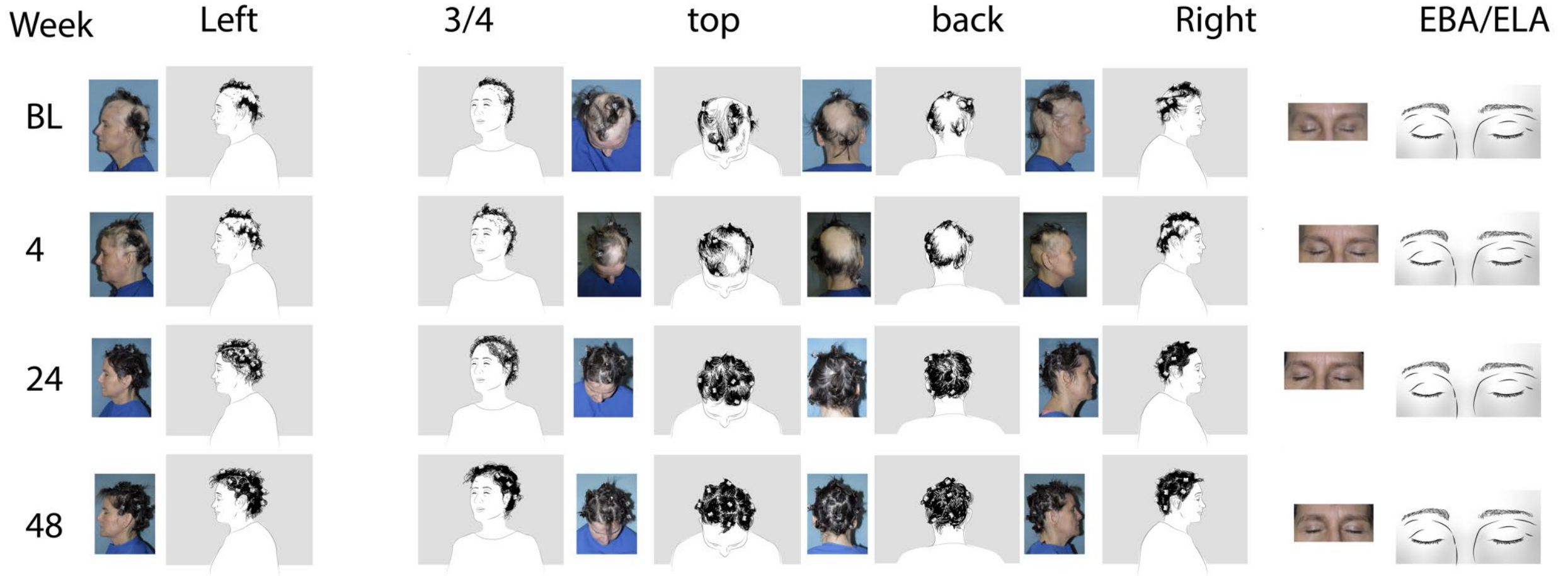
### Eyebrows

- Our patient here has a “Normal” eyebrow score for the duration of treatment, so her eyebrows will not change over time.
- Her brows are not overly dense- and what has been mocked up in style frame (v2) is perfect.
- It is OK to have the shape slightly tweaked to inspire off of the likeness on slide 15
  - This will further anonymize the likeness of original patient

### Eyelashes

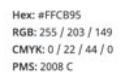
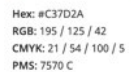
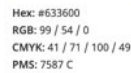
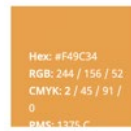
- Our patient here has a “Normal” eyelash score for the duration of her treatment, so her eyelashes will also NOT change over time.
- We can ensure that the eyelashes on 3D model feel of equal density and length to the reference imagery





## Anna - General clothing mood board and inspiration

- Neutral shirt, solid color –
- *Nice to have: if it could be shirt + sweater*
- Color: Pfizer accent color orange **#F49C34**



**QUESTION FOR CASSETTE:** question for shirt, for each week, could the tint of the shirt change? OR shirt itself change and color stays the same?

To denote time has passed between each of the 4 timepoints

