

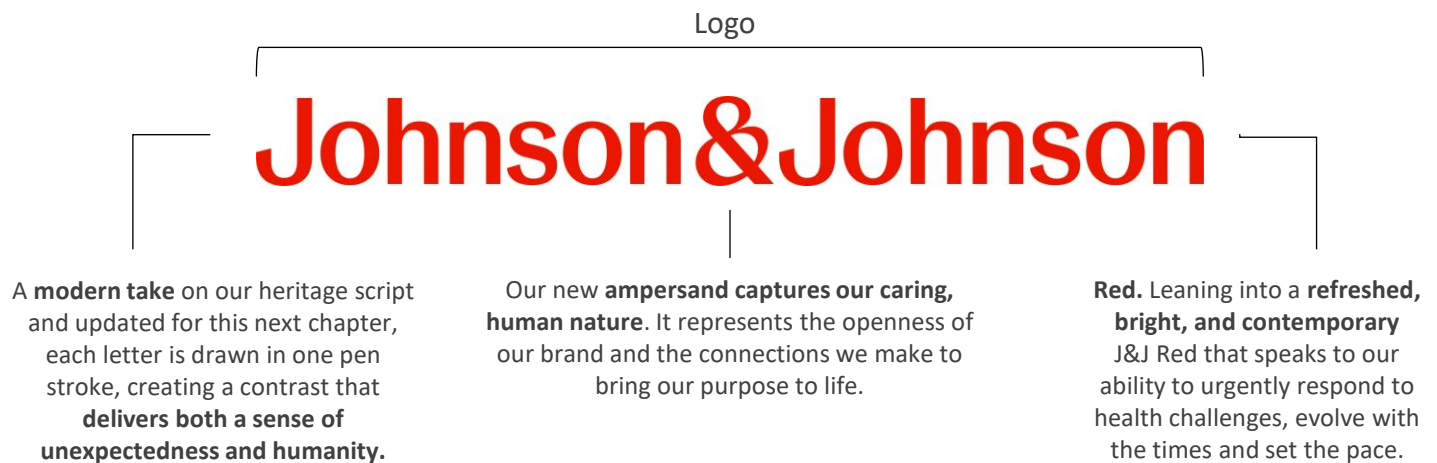
Johnson & Johnson

Branding Overview

Exclusively focused on healthcare innovation, we are tackling the world's toughest health challenges. Through our expertise in Innovative Medicine and MedTech, we are uniquely positioned to innovate across the full spectrum of healthcare solutions today to deliver the breakthroughs of tomorrow. Our updated Johnson & Johnson brand identity communicates our bold approach to innovation in healthcare, while staying true to the care that we show to patients, doctors, nurses, mothers and fathers.

OUR NEW VISUAL IDENTITY.

The new Johnson & Johnson visual identity, which will be rolled out over time, is **differentiated, vibrant, dynamic and bold**. It builds on the company's legacy, while also modernizing key elements to showcase healthcare innovation in a way that is inclusive and brings our warm, caring nature to life.



ONE BRAND.

Moving forward, the Company's two segments will be more connected to the Johnson & Johnson brand. Over time, Janssen, the Company's pharmaceutical segment, will be named Johnson & Johnson Innovative Medicine, and the medical technology segment will continue to be named Johnson & Johnson MedTech.

Johnson & Johnson
Innovative Medicine

Johnson & Johnson
MedTech

IMAGERY.

To obtain Johnson & Johnson logo suite, imagery and visual assets, visit [*J&J media centre*](#).

J&J