



# TRAVERE™

THERAPEUTICS

**OUR BRAND STORY**  
NOVEMBER 2020





**TRAVERE**<sup>™</sup>  
THERAPEUTICS

**3** INTRODUCTION

---

**4** OUR CULTURE AND MISSION

---

**7** CREATING OUR LOGO

---

**12** THE MEANING OF TRAVERE

---

**13** OUR POSITIONING

---

**15** IMPORTANCE OF A BRAND



INTRODUCING



**TRAVERE**<sup>TM</sup>  
T H E R A P E U T I C S

We come to work every day to do something extraordinary that can make a difference in the lives of the patients we serve. This is the core of who we are at Traverse Therapeutics.



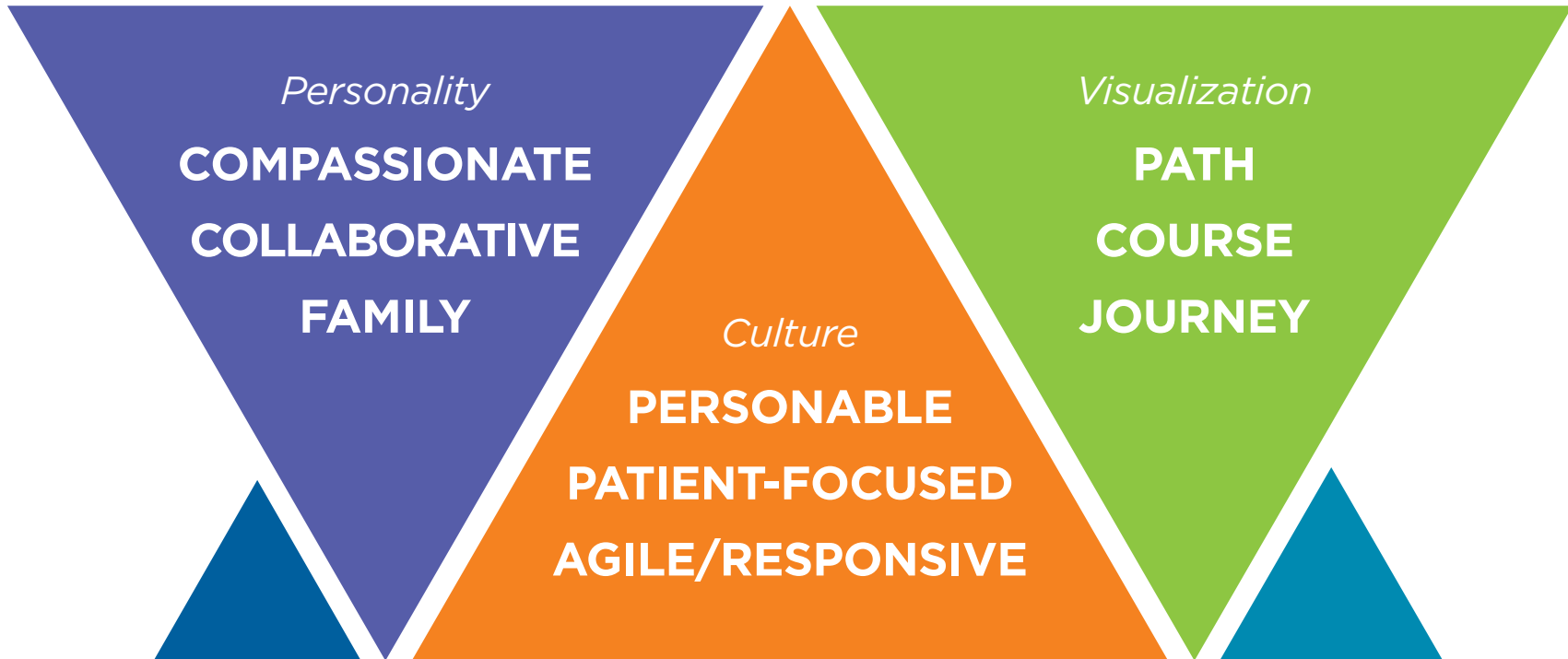
## **CAPTURING OUR CULTURE AND MISSION**

To create our brand identity, we brought together team members from across functions, as well as patient advocates and healthcare providers. We shared and explored our views of where we are as an organization today — highlighting our passion to help rare patients, our visionary leadership and our promising pipeline.



## CAPTURING OUR CULTURE AND MISSION

Key terms for our personality, culture and visualization emerged during the discovery process.



## DEFINING OUR NEW VALUES

### *WE ARE PATIENT-INSPIRED*

Our decisions and actions are guided by the voices of patients and caregivers. Driven by the urgent need for treatments, we strive in all that we do to make a positive impact on rare patients' lives and provide hope for a better future.

### *WE ARE COURAGEOUS*

The path in rare disease is often uncharted. We rely on scientific excellence, grit, perseverance, integrity, bravery and ambition to forge new paths and bring innovation to patients.

### *WE PROMOTE COMMUNITY*

We foster an environment of belonging, empowerment and sharing. We embrace our patients' and employees' diverse perspectives and communities to create shared understanding that inspires how we work to meet the needs of patients.

### *WE ARE STRONGER TOGETHER*

Our best advancements come from the strength of our teamwork and collaboration with leading experts and the rare disease community. By working together with a common goal of elevating science and service for patients, we can make a difference in their journey.

## CREATING OUR LOGO



Our new logo reflects our support for each patient's journey and our company's forward momentum with a path through a mosaic pattern to tell the many angles of our story in multiple ways.

## *PATH*



The path represents the journey rare patients navigate throughout their lives - we know that most times in rare disease, the path is uncharted and will have many twists and turns. Importantly, patients do not embark on this journey alone, and the path leading forward symbolizes hope for the future.

The path shows our own forward movement and vision toward becoming a leading biopharmaceutical company dedicated to the delivery of innovation and hope for patients across the global rare disease community. It also represents the path of drug development - from research, to clinical trials and ultimately to treatments for patients.



## MOSAIC



Each triangle in the mosaic is a person or point of support, whether a family member, a caregiver, a friend, an advocate or a healthcare provider. We see ourselves among this community - coming together with others to support them on their journey.

The mosaic represents the diversity of our team members and their unique experiences, knowledge and perspectives. They also represent our team members collaborating with the many stakeholders in the rare disease community. Finally, they signify the collective stories of our patients. These voices can be heard in all levels of our organization, from making decisions in the boardroom to how we design our office space to accommodate visitors.

## TRIANGLES

The use of triangles to create the mosaic also carries significance. Triangles are considered the “strongest shape” because the fixed angles distribute force evenly around it. In addition, a triangle can represent the Greek letter delta - the mathematical symbol for change.

These points speak to our culture to not only persevere through the challenges that come with forging new paths in rare disease, but also the ability to adapt during change and become stronger as a whole in the process.

## FONTS AND COLORS

**TRAVERE**  
T H E R A P E U T I C S



We chose a sans serif typeface for a modern look and the bold, blue uppercase letters provide a level of strength and reliability.

The blues and greens in the logo are vibrant yet calming - bringing a balanced and peaceful optimism for growth and renewal. Our secondary include orange and purple, representing courage, warmth, wisdom and imagination.

## THE MEANING OF TRAVERE

Pronunciation /truh-vir/

Don't let the "truck" (truh) "veer" (vir) off course.

Travere is inspired by the Latin roots of the words "path" (tractus) and "truth" (ver) to speak to our commitment to being a trusted partner as patients and their communities face an ever-changing path.

The name also is reminiscent of the term "traverse" - a term for movement that is often used in open spaces. It is our calling to help patients and caregivers as they navigate life with a rare disease, just like a guide would help hikers traverse over a specific terrain that is rough and challenging to get to their destination.

## OUR POSITIONING STATEMENT

A brand positioning statement outlines exactly what a company does, for whom and what makes it different. Our positioning statement is built to reflect our personality and culture, as well as our mission, vision and values.

### At Traverre Therapeutics, we are in rare for life.

We come together every day to help patients, families and caregivers of all backgrounds as they navigate life with a rare disease. On this path, we know the need for treatment options is urgent – that is why our global team works with the rare disease community to identify, develop and deliver life-changing therapies. In pursuit of this mission, we continuously seek to understand the diverse perspectives of rare patients and to courageously forge new paths to make a difference in their lives and provide hope – today and tomorrow.



## OUR TAGLINE: IN RARE FOR LIFE

Similar to the multi-faceted nature of our new logo, the phrase “In rare for life” has multiple meanings. It first means that we are – and always will be – focused on the rare disease community. Our dedication to rare patients, caregivers and advocates is a life-long commitment, and one that will forever be integral to who we are as an organization.

Our new tagline also represents how we strive to make a positive impact on all aspects of rare patients’ lives. This extends beyond developing life-changing therapeutics: it means working together with the rare disease community to ensure that we can support their needs to the best of our ability.



## THE IMPORTANCE OF A BRAND

A brand is much more than a name or a logo – it captures who we are, our personality and how we want to be seen by others. It should represent our promise to the patients and members of the rare disease community that we serve. With it, we celebrate who we are as a team and where we are going.

It reflects the perceptions of patients, caregivers, advocates and other members of the rare disease community that engage with us. Going forward, it is up to each of us to be the best possible brand ambassadors and show how we will fulfill the promises made.



This new brand speaks to our continuing efforts to courageously forge new paths toward a common goal of elevating science and service for patients. Ultimately, this brand reflects who we are today and where we are headed tomorrow – and that is Traverre Therapeutics.



# TRAVERE™

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