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## Overall Rebranding FAQs

### 1. What do I need to do now to support the change?

- A:**
- Watch our [brand video](#). Familiarize yourself with our brand guidelines document, which highlights the key foundational elements of our new brand. Locate one of our brand ambassadors to help you understand our new pillars, tone, and messaging structure.
  - Activate the brand where and when you can. That can be as easy as following our talking points when communicating with other employees or with clients. If employees are champions for the brand, we'll see fast adoption.
  - If you use social media and are not yet subscribed to Labcorp's social media pages, join our communities to keep up with changes on [Facebook](#), [LinkedIn](#), or [Twitter](#).
  - Visually, the easiest way to support the change is to use the new logo in your email signatures and use the new templates for client communications. As you use these assets, let us know how they are working for you and where you think we can improve by sending an email to [brandquestions@labcorp.com](mailto:brandquestions@labcorp.com).
  - Finally, if you see places that need to be updated, email us at [brandquestions@labcorp.com](mailto:brandquestions@labcorp.com) as we'll track it for a future change.

### 2. Why are we changing our branding?

- A:**
- This year, Labcorp has been in the spotlight more than we've ever been before. We are helping people through the first health crisis of its kind in over a century. Our diagnostics and drug development teams have been working tirelessly to bring advances in COVID-19 testing and treatments to patients, providers, researchers, and scientists with one goal: improving health, improving lives.
  - Labcorp is seen as a leader that is making a real impact on global health and on patient outcomes. We needed an updated brand that will unify the company, demonstrate the power of Labcorp's diagnostic and drug development businesses, and reflect the role we play in society and the value we deliver to customers, patients, investors, and other stakeholders every day.
  - The attention, credibility, and trust we earned this year made it possible to unify our company further under one powerful brand. No one else in the world can do what Labcorp does in diagnostic testing and drug development—and that is better reflected under a single, unified brand.

### 3. When, exactly, will the change take place?

- A:** On December 16, we announced that Labcorp will change its logo, visual identity and brand story. Over the course of the next several months, many of our businesses and associated signage, collateral, and messaging will transition to a brand using the Labcorp name. We expect this process to be completed in mid-2021. Dynacare will take a bit longer to transition.



#### 4. How does this benefit our customers?

- A:**
- Through brand research, we found that customers value the combination of Labcorp's offerings. We anticipate that this brand change will enhance the perception our prospects and customers have of Labcorp—not just as a 'testing' or 'clinical trials' company, but as a unified brand with a host of ways in which we can support their businesses. By unifying our brand, we can better showcase all we can do to support them.
  - We believe in harnessing science for human good. We are working day and night, around the world, to deliver answers for significant health questions—for providers, drug developers, hospitals, medical researchers, physicians, and patients. That means everything from advancing diagnostic testing, to supporting studies for new therapies and devices, to offering new perspectives through data—all drawing from a deep well of scientific expertise. When our customers need trusted information to make clear, confident health decisions, they can consider Labcorp a trusted source.

#### 5. Does anything change for our customers?

- A:**
- Aside from the single brand name, the biggest change for most Labcorp customers will be how they see our visual identity and the way we communicate our value.
  - Covance and Labcorp's diagnostics specialty testing groups will experience the most significant change. The diagnostics brands will become associated with the Labcorp name and no longer be associated with their legacy brand names (e.g., Esoterix, Monogram Biosciences, etc.) Additional drug development and specialty testing information is addressed below.

- Through marketing and customer outreach efforts, we will help our customers, teams, and partners understand that we are one Labcorp. Outreach efforts are planned for 2021 and will be rolled out thoughtfully, particularly in global markets. Customers can expect the same level of partnership, innovation, and professionalism for which Labcorp has always been known.

#### 6. What does a branding change include?

- A:** This branding change includes updates to our logo and visual identity, as well as a new brand promise, pillars, voice/tone, and story that reflects the incredible work of our over 70,000 employees worldwide and demonstrates the value Labcorp provides. You can find that story [here](#). This 'story' will help frame how we communicate about Labcorp with our prospects, clients and patients, and the tone we use in our language.

#### 7. How did we decide and design the logo?

- A:** Designing a logo starts with your brand promise, and what you want your brand to convey. Elements of our brand promise are expressed in the logo such as being the source for advancing health, sharing our knowledge and data for the greater good, and being more human were major considerations to the design of our logo. We also wanted a brand that could acknowledge Labcorp's 50 year history, and be inclusive of our other brands such as Covance. Working with a leading brand agency, Publicis Groupe, we explored dozens of options. The brand we selected went through multiple rounds of design and feedback to ensure it had the elements we wanted, retained the seriousness of what we do and our legacy, and was modern to carry us into the future.

### 8. What is a brand promise?

**A:** A brand promise is an inherent assurance we make to our audiences—providers, drug developers, hospitals, scientists, or patients. Our new brand promise is: We are your source for advancing health: powering clear, confident decisions.

### 9. What are our brand pillars?

**A:** Our pillars inform not just the way Labcorp behaves, but also the way we communicate. We believe in four foundational elements, which will be highlighted in our messaging:

- **Science and Data**—We put our scientific expertise to work in everything we do, using science and data to inform decisions we make as a company and deliver as a trusted source for our customers.
- **Urgency**—We move with speed to deliver essential information to our customers and patients, without sacrificing rigor or quality.
- **Empowerment**—We provide customers, patients and consumers information, experiences, and solutions to help them make decisions that can lead to better health outcomes.
- **Togetherness**—The true power of our company lies in the intersections of our diverse and global expertise; it is through these connections that we create breakthrough and transformative approaches to patient care.

### 10. What is the new Labcorp voice?

**A:** Defining our tone starts with setting guardrails for how we do (and sometimes don't) communicate as a category leader and a trusted source of information. When we create sales collateral, email messages, client communications, and advertising:

- We are confident, but humble.
- We are scientific, but not cold.
- We are relatable, but not casual.
- We are empathetic, but not sentimental.
- We are experienced, but not condescending.
- We are detailed, but understandable.

### 11. What is the significance of the new logo/imagery?

- A:**
- Our brand identity is organic, directional, dynamic, aspirational, accessible, and human—a big departure from our previous visual ID. We want to invoke inspiration and trust while conveying a sense of expertise and category leadership.
  - Our 'source mark' is a visual representation of our role as a trusted source. With concentric circle shapes representing the idea of information flowing outward from the center point to the world, our mark is brought to life through lively colors and a series of imperfect, organic shapes.

### 12. What are the new symbols and what do they mean?

**A:** The core of our mark represents our position as a center point or source. The second layer represents sharing with our direct customers through the work we do together. The third layer represents sharing with the world and advancing health for all.

**13. Did the Labcorp colors change?**

- A:**
- Yes. The color palette has been changed to align with the new brand positioning. Color is an essential part of the Labcorp brand story, and it reflects a modern, vibrant, and accessible palette. Think of it as a visual representation of our core values and a design element that allows our brand to be instantly recognizable.
  - Visit [The Point](#) for more information on Labcorp's new brand guidelines.

**14. Can I still use content and materials that use the "old" LabCorp logo?**

- A:** We recognize that there will be a transition period, and we are evaluating each of our communications assets to prioritize them for updating to the new brand standards. If no 'new' branded asset has been created, it is okay to use existing materials. Visit [The Point](#) for more information on the brand guidelines as well as new templates available.

**15. Can I update materials on my own, or do I need to use corporate marketing services?**

- A:**
- Please follow normal methods of working with the marketing team to generate updated materials. There may be instances in which you may simply need access to new logos and other assets. They can be found on [OneWorld](#). If you're looking for the interim Covance by Labcorp logo, please visit the Brand Toolkit.
  - For a list of Brand Ambassadors, please visit [The Point](#) to determine your best point of contact.

**16. Can I still use my existing business cards? When will I get new business cards? Do I need to initiate this process?**

- A:**
- For Diagnostics personnel, you can continue to use your current business cards until new cards are reordered through the standard PeopleSoft process.
  - For Drug Development employees, please use your current business cards until July 1. At that time, we will provide instructions for ordering the new Labcorp-branded cards.

**17. Where can I find the new Labcorp email signature structure, and do I need to change?**

- A:** You can access the Labcorp email signature and instructions on [The Point](#).

**18. Will building signage change?**

- A:** Yes. Over time, building signage will reflect the new brand for corporate buildings, laboratories, and patient service centers. Additionally, we will be updating courier vehicles, lab reports, and other assets currently branded with the Labcorp name and logo.

**19. Is the Labcorp website changing?**

- A:** Yes. Changes to the Labcorp website to reflect our new look and feel will begin on December 16. Covance will also start to incorporate updated branding and we will work with specialty testing brand sites over the next several months.

**20. Where can I find new PPT and Word document templates?**

- A:**
- Brand assets for Diagnostics are located on [The Point](#).
  - For Drug Development assets, interim PPT and Word templates can be found on the Brand Toolkit. We will announce the location of the new Labcorp-branded materials in the summer.

**21. How should I write the word Labcorp in text since the logo appears all lower case?**

**A:** We are changing the text to reflect the new, lower-case branding. From this date forward, all Labcorp associations in text should be written with a capital “L” and a lowercase “c.”

**22. Will my identification / security badge change?**

**A:** New hires will receive badging with the new brand visuals. For current employees, this change will take place over time.

**23. Who should I contact with questions?**

**A:**

- Please email your questions to [brandquestions@labcorp.com](mailto:brandquestions@labcorp.com).
- You can also contact one of our brand ambassadors, who are well-versed in all aspects of how we will transition. For a listing of Diagnostics and Drug Development brand ambassadors, please visit [The Point](#).

**24. Will any legal business entity or Tax IDs change?**

**A:** While some corporate entities may be renamed during 2021, we do not anticipate that this activity alone will change any taxpayer IDs or VAT numbers, and any such changes will be implemented following an appropriate assessment of all considerations. There may be continuing corporate structuring or legal entity rationalization activities that result in taxpayer ID number changes, but these are separate processes from the rebranding/renaming.

**Diagnostics Rebranding FAQs****1. Will the branding for Labcorp Specialty Testing Group members (Integrated Genetics, Monogram Biosciences, ViroMed, etc.) change?**

**A:** Yes. Our Specialty Testing Group brands will fall squarely under the Labcorp brand banner; most acquired and legacy brand names will be phased out during 2021. However, we will continue to promote our products and offerings to our clients through targeted marketing efforts. More information regarding naming will be provided in January.

**2. Will my Labcorp Specialty Testing Group email address domain change?**

**A:** Email domains for all existing businesses will be transitioned to the labcorp.com domain in 2021. You will not need to do anything for this change; IT will be initiating this change. This will occur through the coordinated rebranding effort of each branded specialty lab.

**3. Does this change affect any existing managed care contracts or any agreements with customers?**

**A:** No, not at this time.

**4. Will brands on the bills and invoices for the Specialty Testing Group entities be changed to the new brand? Will the remittance address change?**

**A:** Billing and invoicing with the new brand will take on a phased approach. Addresses will remain the same, and any legal entity changes will be addressed individually and amended as needed over time. This will occur through the coordinated rebranding effort of each branded specialty lab.

**5. Will this change affect my laboratory’s CLIA/CAP certificates?**

**A:** No.

**6. Will the place of service change on reports for the Specialty Testing Group entities? How will language on the reports change?**

**A:** The brand associated with the Specialty Testing Group entity will be updated and if there is a change in the corporate entity name, the name of the entity will change. If the corporate entity name is not changed, the reports may require language to link the corporate entity which owns the lab license with the new brand. This will occur through the coordinated rebranding effort of each branded specialty lab.

**7. How will the new brand affect test request forms?**

**A:** We will be updating necessary forms to reflect the new branding.

**8. My laboratory SOPs contain the old LabCorp logo. Do I need to update all the SOPs?**

**A:** Internal documentation can be updated within the specialty brand administration over time, using the new Labcorp brand assets, located on [The Point](#).

**9. How will clients that have specialty lab direct accounts be impacted?**

**A:** We are still assessing the impact of direct accounts and how they will be transitioned. They will still be able to send directly to the specialty lab, and the process for sending and resulting will not be impacted. The name and logo on the report will be transitioned to the new Labcorp brand.

**10. What will happen to branded specialty lab kits?**

**A:** These will be rebranded over time.

**11. How will customer service representatives at specialty labs answer the phone?**

**A:** Representatives will eventually be instructed to answer the phones using the Labcorp name. This will occur through the coordinated rebranding effort of each specialty lab.

**12. Will phone trees and recordings be updated to say Labcorp?**

**A:** Yes. Further instructions to follow. This will occur through the coordinated rebranding effort of each branded specialty lab.

**13. Will business cards be updated?**

**A:**

- For Diagnostics personnel, you can continue to use your current business cards until new cards are reordered through the standard PeopleSoft process.
- For specialty labs, business card replacement will occur through a coordinated rebranding effort of each branded specialty lab. New business cards will follow corporate guidelines for the new brand.

**14. What should happen to old marketing materials such as promo items, banners, or booths?**

**A:** We will begin the transition immediately. Materials will be updated based on importance and use rates, and all restock will be in the new brand format. We are targeting summer 2021 for all materials to be updated.

**15. Will our slide decks and scientific presentations be updated to the new logo?**

**A:** Newly submitted presentations will be built with the new logo and template following corporate guidelines for the new brand ([The Point](#)). Existing presentations will be updated as needed.

**16. What will happen to the specialty labs websites?**

**A:** Specialty websites/content will be rebranded, and either incorporated or redirected to labcorp.com, with transitioning happening over the course of 2021. This will occur through the coordinated rebranding effort of each branded specialty lab.

**17. How will the sub-specialties be differentiated on the website?**

**A:** We are still formulating the labcorp.com strategy going forward, as it affects multiple areas of the business. However, we will continue to highlight our specialty testing, regardless of where the content is posted.

**Drug Development Rebranding FAQs****1. What is happening to the Covance brand?**

**A:** Covance is transitioning to an interim brand—Covance by Labcorp—on December 16. Our website and social accounts will reflect this change. Then, in summer 2021, we plan to fully transition to the Labcorp brand to become Labcorp Drug Development.

**2. Why does Covance have an interim brand? Why aren't we just switching to Labcorp?**

**A:** Due to the global nature of the drug development business, we need to ensure that we are sensitive to the shift in brand equity. This is why we are using an interim solution of Covance by Labcorp to help bridge our brands globally.

**3. What will happen to my Covance email address? What if someone emails me there?**

**A:** Your Covance email address will not change until a transition plan is determined and implemented. You will continue to receive messages sent to your @covance.com email address after we transition to your new email address. The details of the transition will be communicated next year.

**4. Can I still use content and materials that say Covance?**

**A:** Yes. The Covance logo is okay for usage until the June/July 2021 timeframe. An interim logo is available in the Brand Toolkit as well. After June/July 2021, employees should only use content and materials with the new Labcorp Drug Development name, logo, and branding.

**5. Do I need to do anything right now (update LinkedIn, new templates, use the new name, etc.)?**

**A:** Yes. Please update your email signature with the new interim (Covance by Labcorp) logo. You can also use the interim PPT and Word templates, all of which can be found on Brand Toolkit. As you use these assets, let us know how they are working for you and where you think we can improve by sending an email to [brandquestions@labcorp.com](mailto:brandquestions@labcorp.com).

**6. When should I use the Covance by Labcorp logo?**

**A:** You should begin using the Covance by Labcorp logo for all materials as of today, December 16.

**7. When do I start using the new Labcorp Drug Development logo?**

- A:**
- You should begin using the Covance by Labcorp logo for all materials as of today, December 16.
  - For the LabCorp Drug Development logo, we will not start using the new logo until the June/July 2021 timeframe. Drug Development will begin using the new Labcorp logo (alone, without Covance by Labcorp) as we implement entity name changes in the June/July 2021 timeframe.

**8. Where do I go to get the Covance by Labcorp logo?**

- A:** You can find the logo as well as the interim PPT and Word templates on the Brand Toolkit.

**9. What happens to current client contracts?**

- A:** There will be no change to current client contracts. As entity name changes are carried out in the future, some contract adjustments could be needed to reflect the new name, but because these are only name changes, there is no need for assignments or notations because the same corporate entity will still be performing the work/receiving goods or services.

**10. What happens to proposals? Do I need to change the logo?**

- A:** For new proposals being developed or submitted, you can continue to use the Covance or Covance by Labcorp logo. You do not need to resubmit proposals currently in review.

**11. Will my country registration number change (outside the U.S.) as part of rebranding?**

- A:** No entity or taxpayer ID numbers will change as part of the rebranding process alone. The future transitions will be carried out through entity name changes and this will mean that the same company (with the same registration number) will continue to be used.

**12. How and when will Drug Development brand changes at locations outside the U.S. be implemented?**

- A:** We are working with our global site leads to ensure a smooth transition. It is expected we will begin the transition to the new Labcorp brand in the June/July 2021 timeframe. We will be updating building signage, office art and other branded environments globally, as well as offering rebranded marketing materials and brand identity packages (business cards, templates, etc.).

**13. What will happen to Covance branded kits?**

- A:** These will be rebranded over time.

**14. Who should I contact with questions?**

- A:** Please email [brandquestions@labcorp.com](mailto:brandquestions@labcorp.com) with questions.