



# Graphic Assets Library

The Graphic Assets Library (GAL) is a repository of reusable icons and illustrations that have been designed to support patient understanding and learning. The GAL is not an exhaustive collection of all images that can be used in UPL patient communications, but serves as a starting point for visual assets.

*Not all icons have been tested with patients. Use of these icons is subject to regulatory and legal review.*

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## Resource contents:

- Guidance, standards, and best practices
- Building blocks or assets
- Assessment methods and tools

## Applicable to:

- All patient communications
- A specific brand
- A specific disease state
- A specific study
- A specific topic or communication type

## For use by:

- BMS Staff
- BMS Agencies



**Primed and Polished:** This tool has been validated extensively, and significant changes will be infrequent.

## About the Graphic Assets Library (GAL)

The GAL is a starting point for visuals to be included in patient-facing communications. Using images from the Graphic Assets Library helps create a consistent and recognizable visual language for BMS patient communications. You can also check for existing UPL communications for the disease state or brand you are working in for icons or illustrations you may be able to reuse. However, patient communications sometimes require images that do not exist in the GAL.

If the asset you are looking for is not in the GAL, agencies can, and should, create new graphic assets for their specific communication needs, in the style of the GAL icons or illustrations.

**Tip:** If creating new anatomical illustrations, we highly recommend working with a medical illustrator, as they are specifically trained in accurately portraying anatomy.

## When is it appropriate to use the GAL?

**Icons** are a great way to make dense text easier to navigate by improving scannability, or to help divide content into digestible sections. These icons should always be accompanied by labels or relevant text, to clarify and reinforce their meaning. Icons should be used in situations that require only simple visual explanation. **Diagrams or illustrations** are more appropriate for explaining more complex concepts.

For more guidance on using visuals in patient communications, please refer to the “Visuals” section in the *UPL Style Guide*.

## How can graphic assets be customized?

**GAL icons** can be used with custom colors, but should remain monochrome to avoid unnecessary visual noise. The shape, stroke, and proportions should remain the same.

**GAL illustrations of people** can be used with custom colors. Line quality (thickness, tapering) can be adjusted, but should be done consistently to suit the look and feel of the communication or communication series.

**GAL illustrations of anatomy** can be used with custom colors. Line quality (thickness, tapering) should not be changed.

## How do I create new icons and illustrations?

New icons can be created using the *GAL starter file*, which comes with instructions to create icons that are consistent with the rest of the library. There is no starter file for illustrations, but we recommend using software that handles vector graphics.

## Do UPL icons and illustrations that I incorporate into a patient communications piece still require legal review?

Yes, they do. While the GAL contains patient-friendly images, the way they are incorporated may influence the message being communicated. Pieces that include the icons and illustrations from the GAL do still require review.

### Actions



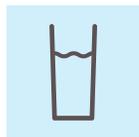
#### Information

helpful information to remember



#### Take notes

notes, pen, write, memo



#### Drink/take with water

water, drink



#### Talk to your doctor

talk, tell, dialogue, conversation



#### No alcohol

no alcohol, wine, no drinking



#### Get urgent help

urgent, get help, call



#### Remember

remember, reminder



#### Wash your hands

wash, hands, soap, water

## Anatomy



**Brain**  
brain



**Body**  
body



**Eye**  
eye, eyeball, vision, blindness



**Kidneys**  
kidneys, renal



**Bowels**  
bowels, intestines



**Bone**  
bone, osteo



**Lungs**  
lungs, pulmonary



**Tongue**  
tongue, lingual



**Heart**  
heart, cardiac



**Liver**  
liver



**Stomach**  
stomach, gastro



**Gallbladder**  
gallbladder



**Hand**  
hand, skin



**Urinary system**  
urinary system, bladder

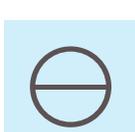


**Skeleton**  
skeleton, spine, rib cage



**Tooth**  
tooth, dental

## Treatment Concepts

- |  |   |   |   |
|--|---|---|---|
|    | <b>Blood test</b><br>blood, sample, test, labs  |    | <b>Over-the-counter medication</b><br>over-the-counter, medicine, medication, drug  |
|    | <b>Capsule</b><br>capsule, pill, oral medication  |    | <b>Prescription medicine</b><br>prescription, medicine, medication, drug            |
|    | <b>Clinical trial</b><br>clinical trial, study, clipboard, research, investigation                          |    | <b>Pros/cons</b><br>pros, cons, risks, benefits                                     |
|    | <b>Clinical trial eligibility</b><br>eligibility, clinical trial, study, clipboard, research, investigation |    | <b>Radiation</b><br>radiation   |
|  | <b>Clinical trial questions</b><br>questions, clinical trial, study, clipboard, research, investigation     |  | <b>Support network</b><br>support, network, team                                    |
|  | <b>Doctor/examination</b><br>doctor, physician, examination, check-up                                       |  | <b>Subcutaneous injection</b><br>subcutaneous injection, injection, syringe, needle |
|  | <b>Intravenous (general)</b><br>intravenous, IV   |  | <b>Tablet</b><br>tablet, oral medication  |
|  | <b>Lab results</b><br>lab, results, labs, test  |  | <b>Urine test</b><br>urine, pee, sample, test, labs                                 |
|  | <b>Oral medication</b><br>oral, medicine, medication, drug  |  | <b>Xray/imaging</b><br>xray, x-ray, imaging, radiology                              |

## Treatment Concepts Cont'd



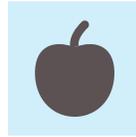
**Nasal spray**  
nasal spray, bottle



**Food or drink**  
snack, food or drink



**Food**  
food, meal



**Apple**  
fruit, apple, snack, food



**Herbals**  
herbals



**Vitamins and supplements**  
vitamins and supplements



**Time**  
time, duration



**Once daily**  
once daily

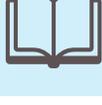


**Bacteria**  
bacteria, germs, infections



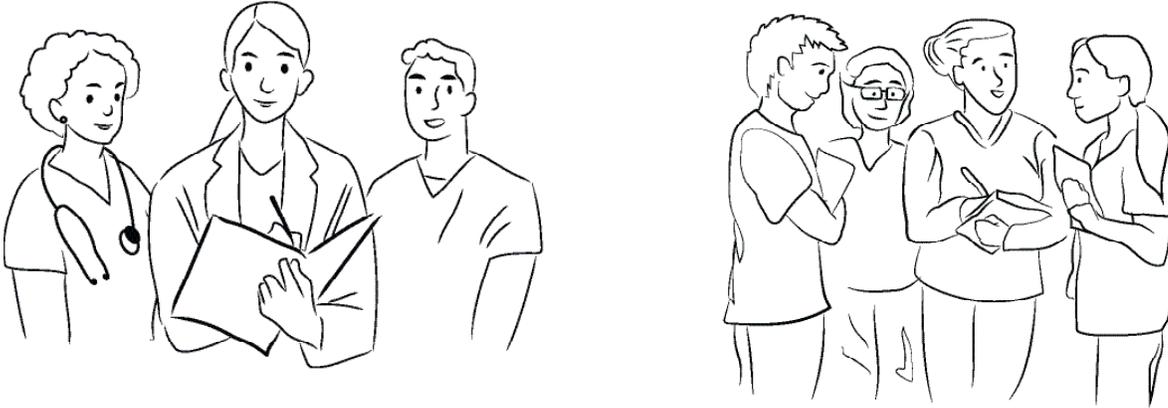
**Genes**  
genes, genetics, DNA

## General

- |   |   |   |  |
|---|---|---|--|
|    | <b>Clock</b><br>clock, time                       |    | <b>Questions</b><br>questions  |
|    | <b>Pregnant</b><br>pregnant                       |    | <b>Schedule</b><br>schedule, calendar, appointment, date                         |
|    | <b>Check</b><br>check, yes                        |    | <b>Cross</b><br>cross, X, do not   |
|    | <b>Male</b><br>male                               |    | <b>Female</b><br>female  |
|  | <b>Toilet</b><br>toilet, diarrhea, bowel movement |  | <b>Home</b><br>home, house   |
|  | <b>Thoughts</b><br>thoughts, think, consider      |  | <b>Payment</b><br>payment, cards, reimbursement                                  |
|  | <b>List</b><br>check list, to-do list             |  | <b>Light bulb</b><br>light bulb, important, explanation, description             |
|  | <b>Stop</b><br>stop, warning, do not              |  | <b>Magnifying glass</b><br>magnifying glass, details, information, find, zoom in |
|  | <b>Security</b><br>security, privacy              |  | <b>Book</b><br>book, reading, reference  |

## HCPs

### Healthcare teams



### Healthcare professional individuals

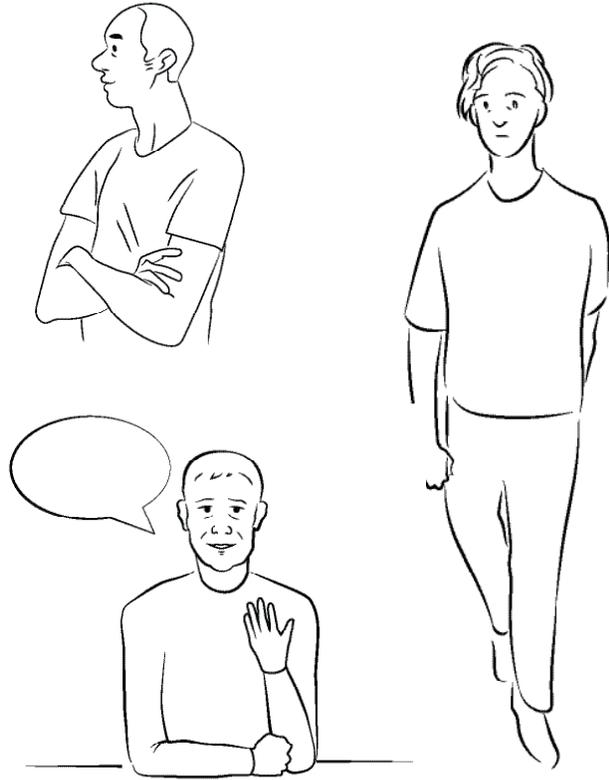


## Patients

### Female patients



### Male patients



### Male patient taking an IV treatment



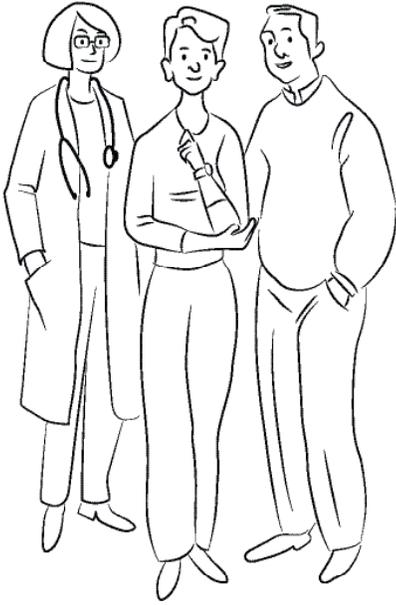
## Patients

Patients with happy/unhappy facial expressions



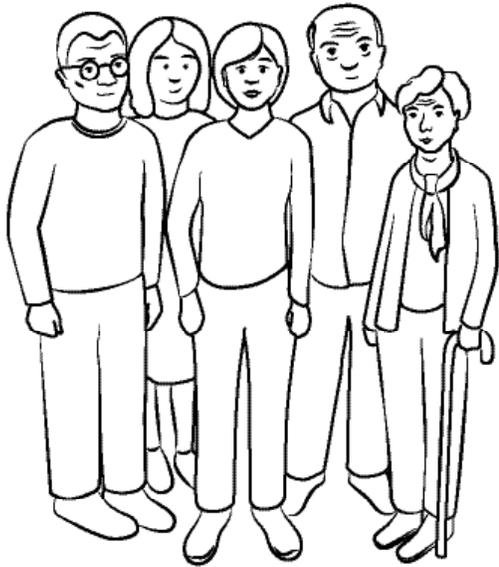
## Patients

### Patient with caregiver and HCP



## Other

Patient with caregiver and HCP



Group discussion



## Patient Experience

We are determined to ensure the **voice of our patients** is continuously present - to both inform and inspire - in ways that **help teams across all business units** achieve their goals, meet the needs of our customers, and provide a positive **patient experience**.

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### **bridgeable**

The UPL and its applications were created with the support of Bridgeable, a service design firm based in Toronto, Canada. Bridgeable has worked with BMS on all elements of the UPL, from overall strategy to creating and applying design capabilities and UPL tools, training BMS employees in UPL, and designing UPL.org. The team includes design strategists, interaction designers, and service designers, plus a team of biomedical communicators who specialize in visually communicating science and medicine.

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