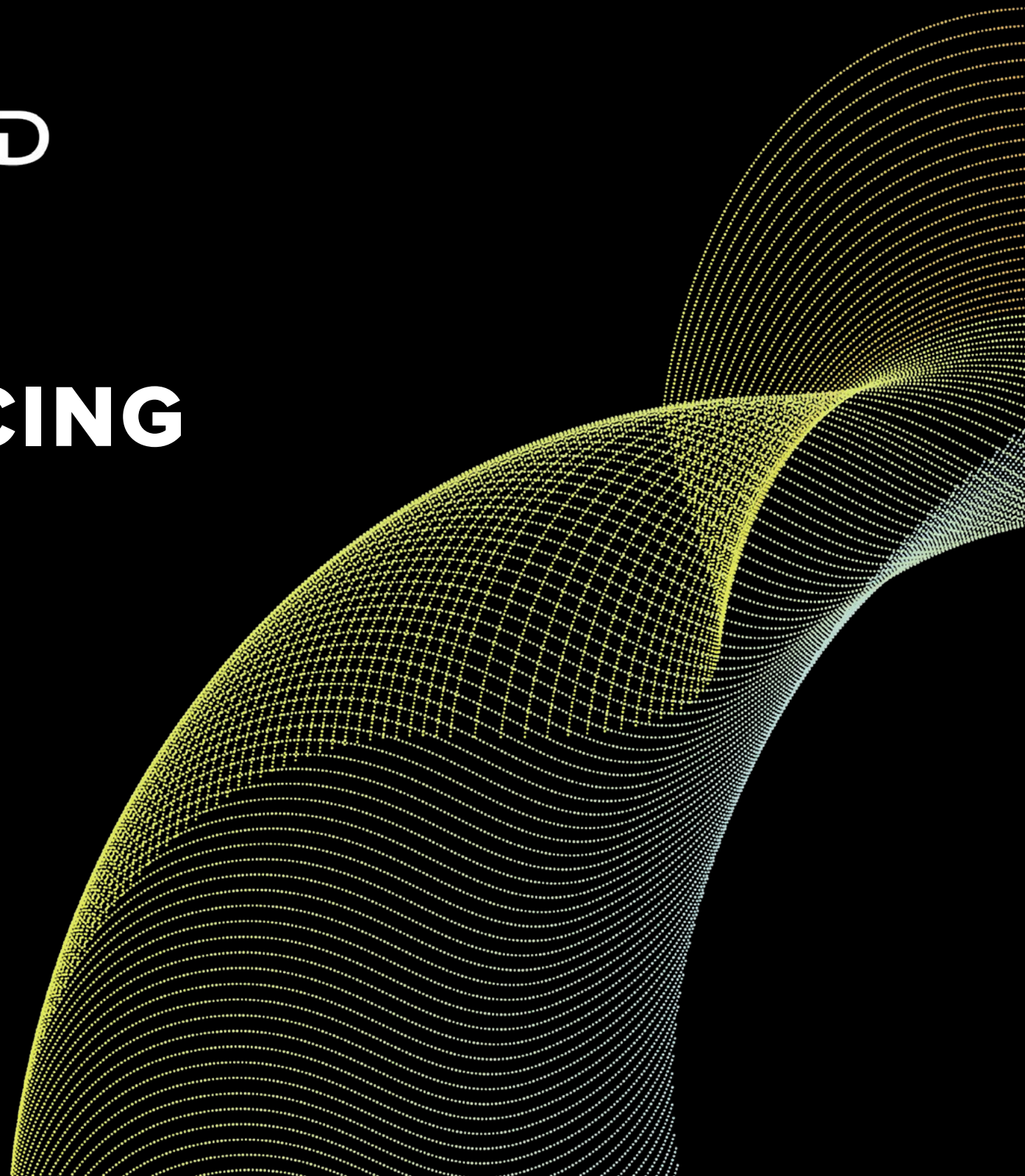




ADVANCING HEALTH AND BLACK EQUITY

STYLE GUIDE 2024



This document provides clear guidance on expressing AHBE's visual language for a wide variety of executions.

DISCLAIMER

The creative in these guidelines may not reflect final examples, artwork or assets. Images, artwork and copy are only for inspirational purposes, marked as “FPO” or “For Placement Only” and never reproduced without the designer or artist’s permission or legal approval.

All assets that can be used are available for download here: [LINK HERE](#)

For all AHBE design templates, please note assets will be updated per event/project info and requires AHBE, corporate communications, GLT and/or legal approval prior to external use.

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STONE OF VOICE

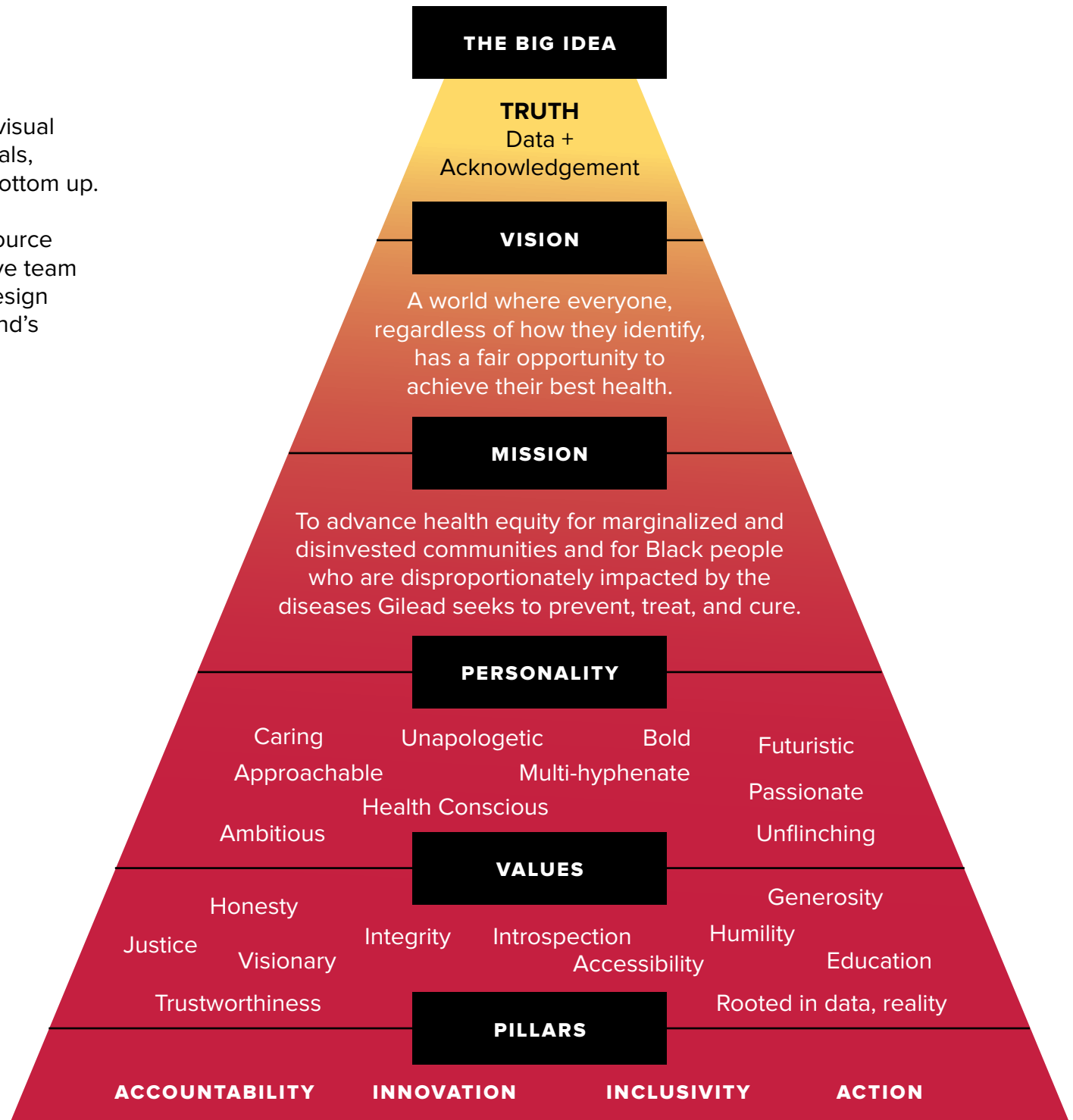
Tone of Voice as it is referred to throughout this document and defined in this section is about understanding the mission and vision of Advancing Health and Black Equity at Gilead.

The direction and personality is what informs creative decisions to visually communicate the AHBE look and feel.

tone of voice

This Brand Pyramid serves as a visual representation of the brand's goals, narrative and mission from the bottom up.

This chart will be an internal resource and the North Star for the creative team to reference to ensure that all design decisions are made with the brand's overarching goals in mind.



AHBE IS

Forward-thinking

Truthful

Unapologetic

Confident

Innovative

Self-aware

Bold

AHBE IS NOT

Trendy

Self-righteous

Condescending

Unaccountable

Mundane

Dismissive

Aloof

tone of voice

Key message headline lockups are stylized EPS files created to reflect approved AHBE messaging.

Lockups can be used like a stamp/tagline on both internal and legal approved external facing AHBE creative assets such as but not limited to:

- Web Banners
- Event Assets (Invites, Save the Dates, Digital Assets)
- Cover Slides /Presentations
- Social Assets

When utilizing these lockups, select messaging that aligns with overall theme, audience and need/usage of creative asset.

Download assets here: [LINK HERE](#)

**COMMITTED TO
ADVANCING
HEALTH AND
BLACK EQUITY**

**ADVANCING
HEALTH EQUITY
AT GILEAD**

**OUR GLOBAL
HEALTH EQUITY
COMMITMENT**

**COMMITTED TO
ADVANCING
HEALTH AND
BLACK EQUITY**

**ADVANCING
HEALTH EQUITY
AT GILEAD**

**OUR GLOBAL
HEALTH EQUITY
COMMITMENT**

LOGO

LOGO

The Gilead logo is composed of two elements: the shield icon and unique Gilead corporate signature (the designed, uppercase text that says “GILEAD”).

AHBE-owned initiatives and partnerships should use **Gilead logo alone for EXTERNAL-facing promotional and/or advertising materials**. Example include: e-blasts, social media graphics, website materials i.e. banners, external-facing video content, etc.

Additionally, the Gilead logo should be utilized for LARGE external event branding applications such as step-and-repeats, photoboosts and/or event hero moments.

Download all logo files here: [LINK HERE](#)

PRIMARY LOGO



LOGO

The preferred use of the full color primary Gilead logo is 2-color on white or black. When on a black background, the icon must remain Gilead Red and the Gilead wordmark is altered to white.

The solid color “secondary” alternate versions of the primary Gilead logo are provided for any application for AHBE purposes and in the colors shown here only.

Primary: White Background



Primary: Black Background



Primary: Gilead Red Background



Secondary: Gilead “Eggshell” Tint Background



Secondary: Gilead “Kite” Tint Background



LOGO

Providing the right amount of clear space around the logo ensures maximum visibility and legibility. The required amount of clear space is determined by the x-height of the letters in Gilead.

The minimum size of the logo is .75" wide for print and 72 pixels wide for digital. Please note that the measurement is based on the combined width of the Gilead shield icon and corporate signature.

Primary logo clear space



Primary logo minimum sizes



For print: .75" wide



For web: 72 px wide

Do



Use logos with brand colors, black and red shown here.



Place the logo over a solid color portion of a gradient background.



Show the logo over an image where there is enough contrast and very light to no texture.



Give the logo proper clear space around it.

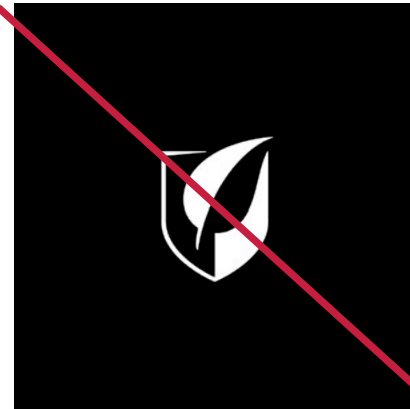
Don't



Never place any logo on unapproved or non-brand background colors.



Never place the logo over a gradient.



Never show the shield by itself.



Never stretch or distort the logo in anyway.

TYPOGRAPHY

TYPOGRAPHY

Consistent use of our typographic styles is imperative to preserving the integrity of Gilead and keeping it recognizable across all platforms and mediums.

For Advancing Health and Black Equity, we are utilizing specific styling and weights of Proxima Nova to visually show AHBE's bold, unapologetic tone of voice.

These typographic styles are official assets that will be represented in all print and digital, internal and external communications and touch points.

Please do not use our typefaces in any other way than described in this guide.

The following pages will identify and explain the proper ways to recreate these styles.

Activate Proxima Nova with Adobe Fonts for design use, or contact your Gilead point of contact for a download link.

COMMITTED TO ADVANCING HEALTH AND BLACK EQUITY

Creating equity

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum placerat volutpat sollicitudin. Etiam fringilla in lacus sed placerat. Donec molestie malesuada mauris vel feugiat. Sed posuere eu libero at semper.

LEARN MORE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum placerat volutpat sollicitudin. Etiam fringilla in lacus sed placerat. Donec molestie malesuada mauris vel feugiat. Sed posuere eu libero at semper. Morbi feugiat in massa id cursus. Quisque quis fringilla lorem, id tempor elit. Sed gravida laoreet ligula, nec molestie metus posuere a. Sed euismod mollis augue, nec efficitur dui volutpat vitae. Morbi dignissim a ipsum et mollis. Integer lorem odio, lobortis non blandit quis, luctus a diam. Proin elementum fermentum magna, sit amet accumsan mauris maximus quis.

HEADLINE

Proxima Nova Extra Bold

SUBHEAD

Proxima Nova Regular

TEXT

Proxima Nova Regular

CTA

Proxima Nova Extra Bold

EXTRA SMALL PRINTED TEXT +
DIGITAL SYSTEM TEXT
Arial Regular

TYPOGRAPHY

The following rules apply to all digital and print communications.

Our main headline font is Proxima Nova Extrabold and should be used for all headers, titles and call to action buttons or phrases in all caps.

Proxima Nova Regular is our main typeface for all text and a secondary header option.

Shown here is how to determine the proper kerning and leading for each style of text.

COMMITTED X X = 23 PT
TO ADVANCING
HEALTH AND 10 PT
BLACK EQUITY

HEADLINE
Proxima Nova Extra Bold

X Our global health
 equity commitment 23 PT
 5 PT X = 20 PT

SUBHEAD
Proxima Nova Regular

X Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Vestibulum placerat volutpat
 sollicitudin. Etiam fringilla in lacus sed placerat. X = 10 PT
 Donec molestie malesuada mauris vel feugiat.
 Sed posuere eu libero at semper.

TEXT
Proxima Nova Regular

LEARN MORE X
 1.5 PT X = 8 PT

CTA
Proxima Nova Extra Bold

TYPOGRAPHY

When creating AHBE presentations and slides, using Microsoft Teams, Sharepoint and Powerpoint friendly alternatives to main fonts, use Trebuchet MS Bold in all caps for all alt header copy and Trebuchet MS sentence case font for all alt text copy. Additionally, these fonts can be used when creating digital design pieces such as email system text or as a backup text for any landing pages and web pages.

Arial is only used for extra small text for terms and conditions, legal information where it is shown in 6 or 5 point that Trebuchet becomes illegible.

COMMITTED TO ADVANCING HEALTH AND BLACK EQUITY

HEADLINE
Trebuchet Bold
All Caps

CREATING EQUITY

SUBHEAD
Trebuchet Bold Italic
All Caps

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum placerat volutpat sollicitudin. Etiam fringilla in lacus sed placerat. Donec molestie malesuada mauris vel feugiat. Sed posuere eu libero at semper. Morbi feugiat in massa id cursus. Quisque quis fringilla lorem, id tempor elit.

TEXT
Trebuchet Regular
Sentence Case

LEARN MORE

CTA
Trebuchet Bold
All caps

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum placerat volutpat sollicitudin. Etiam fringilla in lacus sed placerat. Donec molestie malesuada mauris vel feugiat. Sed posuere eu libero at semper. Morbi feugiat in massa id cursus. Quisque quis fringilla lorem, id tempor elit. Sed gravida laoreet ligula, nec molestie metus posuere a. Sed euismod mollis augue, nec efficitur dui volutpat vitae. Morbi dignissim a ipsum et mollis. Integer lorem odio, lobortis non blandit quis, luctus a diam. Proin elementum fermentum magna, sit amet accumsan mauris maximus quis.

LEGAL TEXT
Arial Regular
Sentence case

Do

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec commodo, arcu vitae finibus tempor, magna ipsum aliquam diam, a congue neque arcu a velit. Vestibulum egestas dui odio, sed ultrices sapien ultrices quis.

Use Proxima Nova Regular for multiple sentences, paragraphs and articles. Any block of text.



Use brand colors with high enough contrast so the copy is legible.



Only use Proxima Nova Extrabold all caps for text on all buttons.

Don't

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ultrices eu leo eget finibus. Suspendisse malesuada urna ac urna commodo, vitae sodales felis blandit.

Never use Proxima Nova Extrabold or Bold for paragraphs of text.



Use the AHBE type styling whenever possible, here we are showing the Gilead universal styling where we can be using AHBE.



Never use kerning and leading that's too wide or short of a distance.

COLOR

COLOR

Shown here are all of our brand colors that can be used with all communications, no matter the subject.

The sizes of the color swatches represent usage surface area for each color. Primary colors are shown the largest, followed by secondary and tertiary, accent colors.

BLACK

Use for large background areas. Use for text color over a white background, like CTA text over a white or light gradient CTA button. Never use for line work or in a gradient.

GILEAD RED

Our main color for backgrounds, in gradients and as a line work color. Okay to use as a text and CTA button color.

WHITE

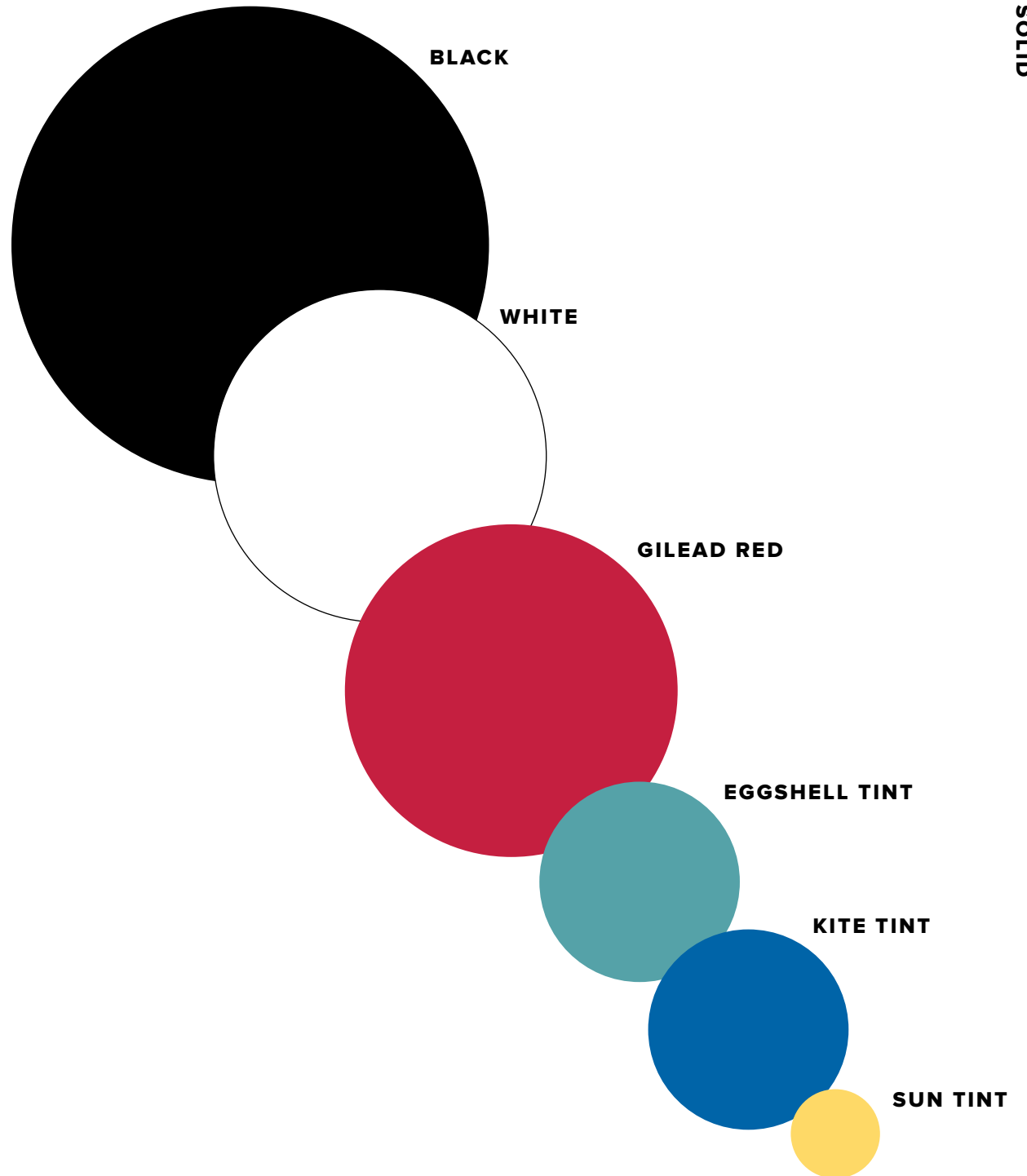
Use for background areas, text and icons only, never for linework or in a gradient.

EGGSHELL AND KITE TINT

Use only for background color, in gradients and as a line work color. Never as a text color.

SUN TINT

Use only for gradients and as a line work color. Never as a text color.

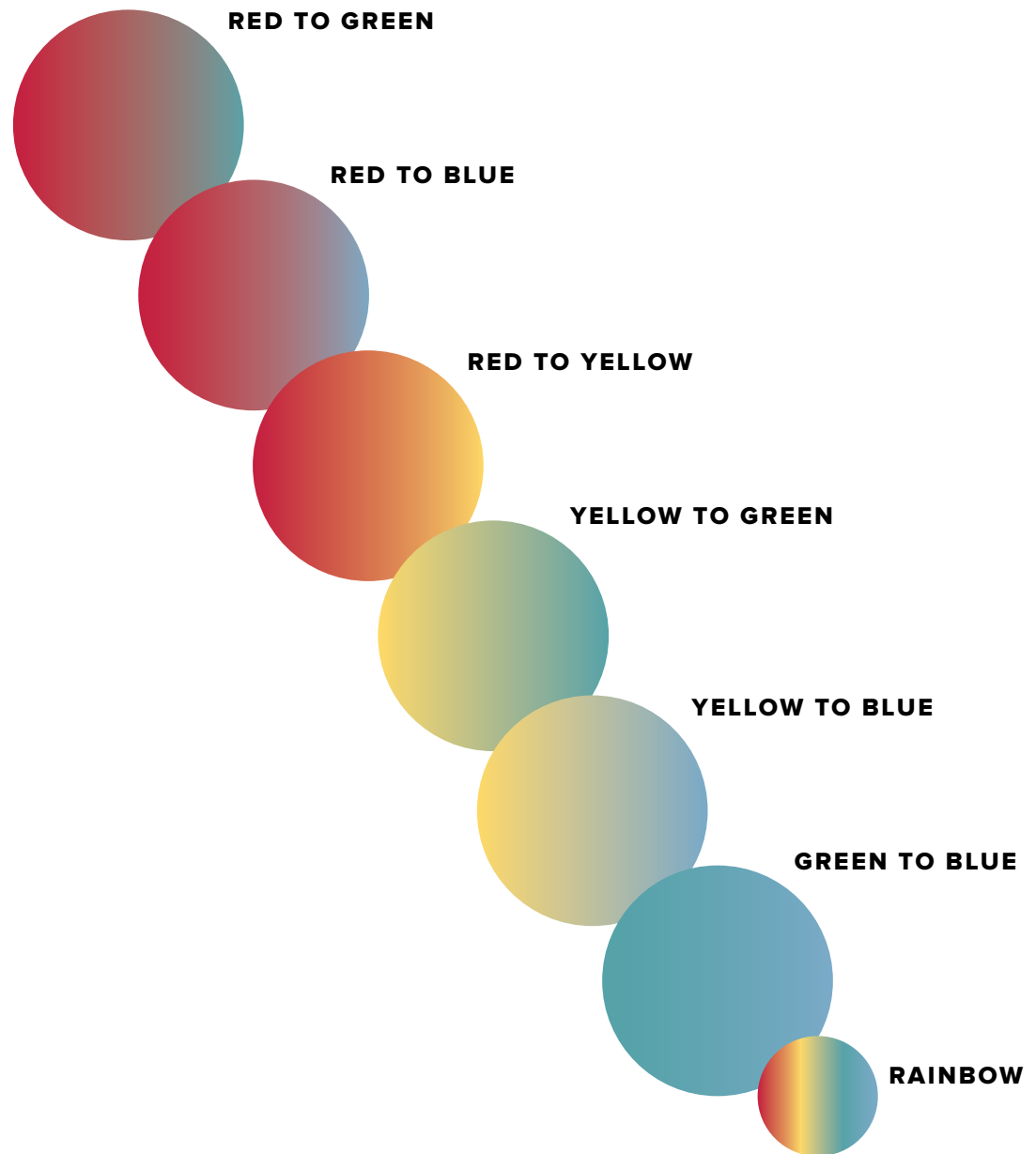


COLOR

Shown here are all of our gradients that can be used with all communications, internal and external.

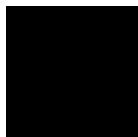
Treat all of these gradients as our main accent color to be used as; CTA button backgrounds, linework, and/or design elements.

Use the rainbow gradient only for communications speaking about and to the LGBTQ+ community.



COLOR

SOLID COLORS



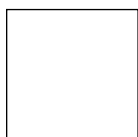
BLACK
 PANTONE: JET BLACK
 RGB: 0 0 0
 CMYK: 75 68 67 90
 HEX# 000000



GILEAD RED
 PANTONE: 193 C
 RGB: 197 32 63
 CMYK: 16 100 75 5
 HEX# C5203F



KITE TINT
 RGB: 122 170 199
 CMYK: 53 22 13 0
 HEX# 7AAAC7



WHITE
 PANTONE: 000 C
 RGB: 255, 255, 255
 CMYK: 0 0 0 0
 HEX# FFFFFFFF



EGGSHELL TINT
 RGB: 85 162 168
 CMYK: 82 13 36 0
 HEX# #55A2A8



SUN TINT
 RGB: 255 217 102
 CMYK: 1 13 71 0
 HEX# FFD966

GRADIENTS



RED TO GREEN
 COLORS: GILEAD RED
 AND EGG SHELL TINT
 TYPE: LINEAR



RED TO YELLOW
 COLORS: GILEAD
 RED AND SUN TINT
 TYPE: LINEAR



YELLOW TO GREEN
 COLORS: SUN TINT AND
 EGG SHELL TINT
 TYPE: LINEAR



RED TO BLUE
 COLORS: GILEAD
 RED AND KITE TINT
 TYPE: LINEAR



GREEN TO BLUE
 COLORS: EGG SHELL
 TINT AND KITE TINT
 TYPE: LINEAR



YELLOW TO BLUE
 COLORS: SUN TINT
 AND KITE TINT
 TYPE: LINEAR

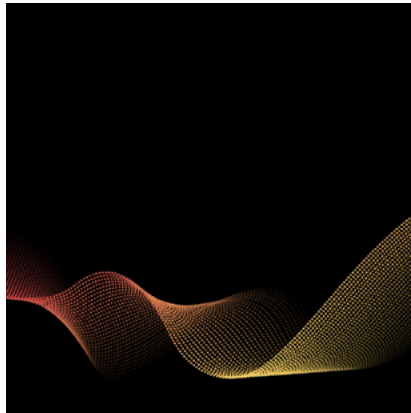


RAINBOW
 COLORS: GILEAD RED, SUN,
 EGG SHELL AND KITE TINT
 TYPE: LINEAR

Do



Use AHBE colors as a background for photo shoots or creative.

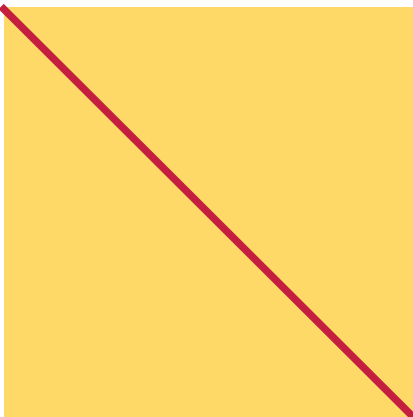


Use gradients for line work colors.

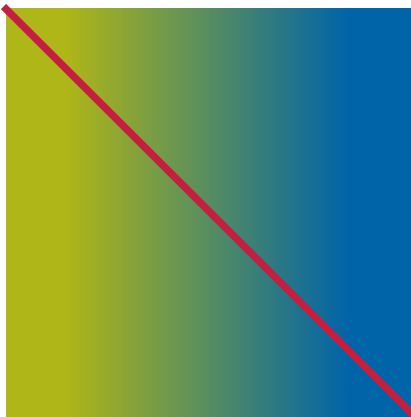


Use a gradient for CTA button background with text that shows the proper contrast.

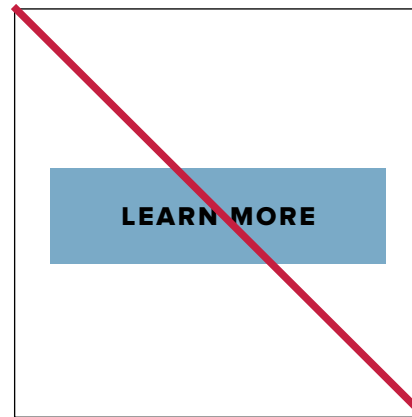
Don't



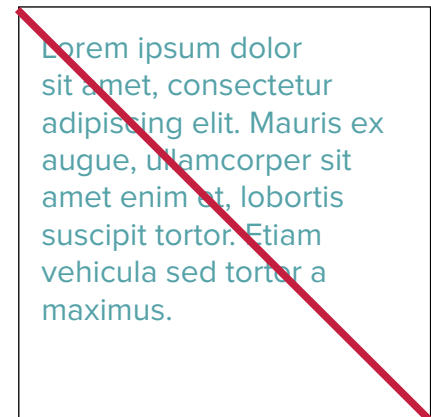
Never use Gilead Sun tint as a background color of any size.



Never create gradients out of any of the Gilead colors, only use the colors approved for AHBE use.



Never use Eggshell, Kite or Sun tint colors as a CTA button.



Never use any of the color tints for text.

LINEWORK + ICONS

LINE WORK

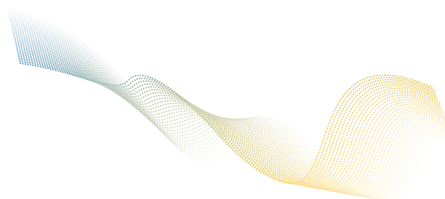
The layered, undulating line work assets are the primary graphic for the Advancing Health and Black Equity sub-brand.

Always follow the guidelines and use the exact assets that are shown here and provided below.

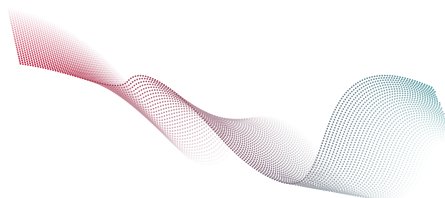
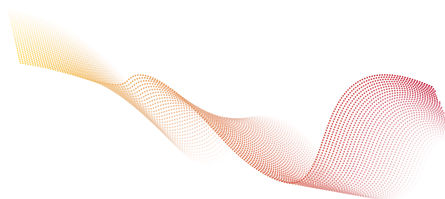
You can show a single asset or multiple together in one creative deliverable. Two to three line work assets can overlap, as long as the overlapping area creates harmony and movement and avoids visual mess.

Download linework asset files: [LINK HERE](#)

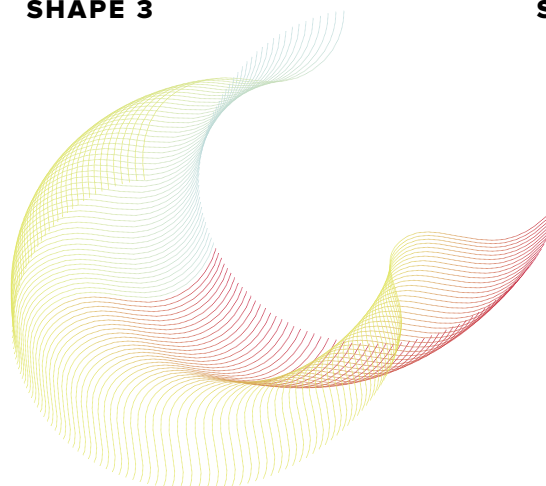
SHAPE 1



SHAPE 2



SHAPE 3



SHAPE 4



ICONS

Icons are defined by a thin outlined symbol inside a circle outline with the same line thickness. Icon symbols can represent a brand or product value or key company system/process information.

Icons are used as one-off pieces of art to use with text below the circle that supports the visual.

If new icons are needed, ensure the same stroke thickness, style and level of detail.

Icon asset files: [LINK HERE](#)



BACKGROUND ELEMENTS

We are utilizing several background elements, on white or black solid color backgrounds to add light texture and personality.

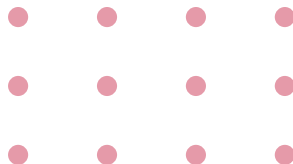
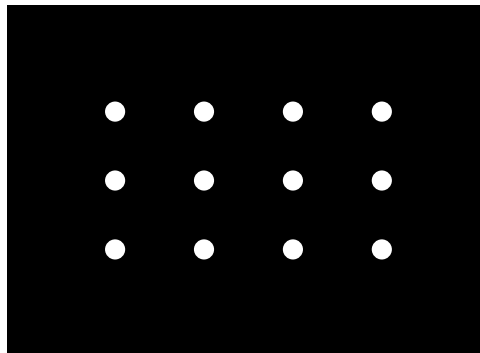
The “Star background” only appears with a black background.

The “Dots” appear as a Gilead red tint on a white background or white dots on a black background.

Both assets shown here act as a tertiary element only used as a small background texture. See this in action with the creative example shown to the left.

Background asset files: [LINK HERE](#)

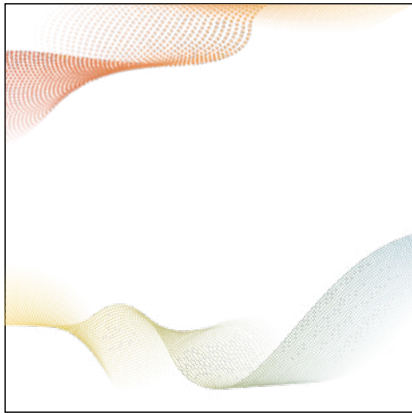
DOTS



STARS



Do



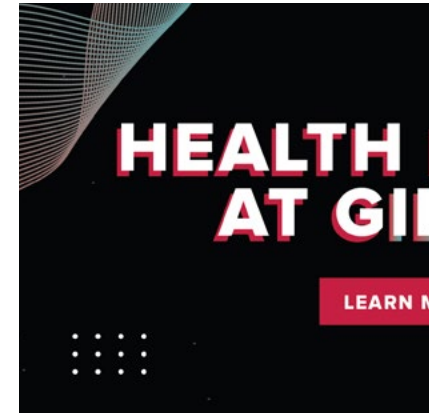
Show multiple pieces of line work with enough space to create balance and harmony.



Icons will only appear in white or black over backgrounds where there's enough contrast for legibility.

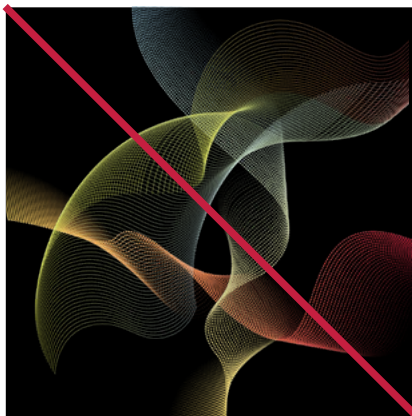


Show icons together with appropriate spacing, sizing so they are on equal footing. When needed or desired, leave the appropriate space between the icon and text.

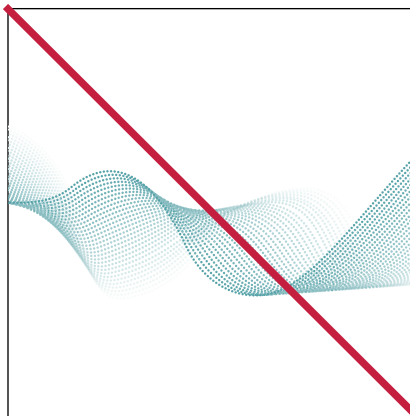


Use background elements where there is enough negative space.

Don't



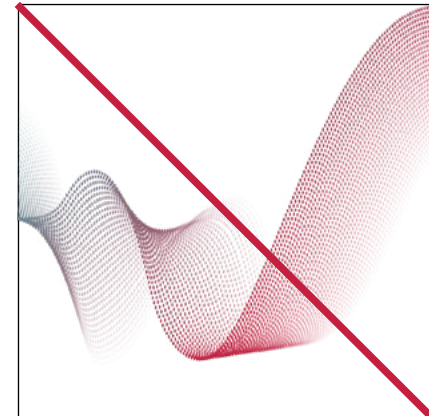
Never overlap too much line work where it looks messy.



Never show line work in a solid color.



Never place an icon over a background with not enough contrast for legibility or change.



Never stretch or distort line work or icons in any way.

PHOTOGRAPHY AND VIDEO

PHOTOGRAPHY

Leveraging the proper imagery that reflects AHBE's narrative and core values is a key element to expressing our sub-brand and speaking directly to our audiences.

Whether implementing stock imagery, creating a photoshoot, or capturing a live event, imagery subject matter can be broken out into these content buckets:

- **Strength + determination**
- **Authenticity**
- **Interconnectivity + community**
- **Laughter + joy**

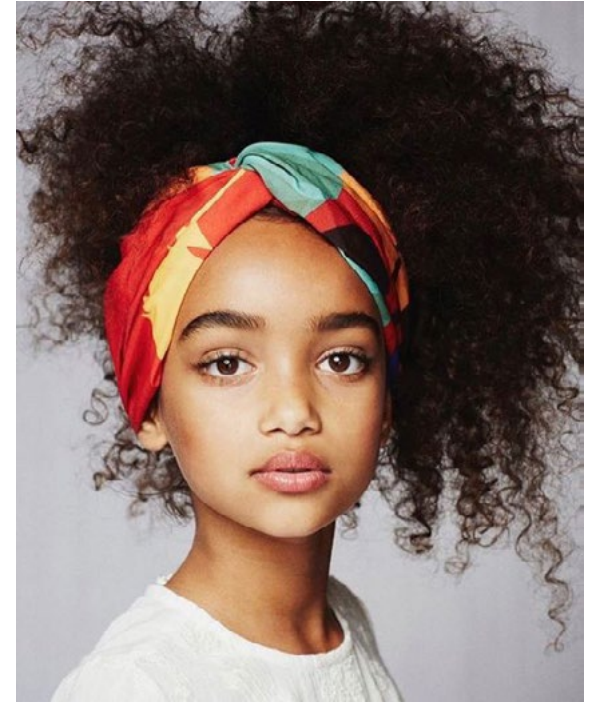
Editorial photography (internal use only): [LINK HERE](#)

Purchased stock photography: [LINK HERE](#)



Strength + Determination

With heads held high & eyes looking forward, our subjects are aspirational and triumphant. The camera looks up to them. They are heroes in their own stories; larger than life.



Authenticity

Tighter crops feel personal, allow us to see the humanity in the subjects' faces.

While joy is something we seek to amplify, we encourage images that feature earnest, resting facial expressions over smiles, and may be used in combination with more hard-hitting copy.



Interconnectivity + Community

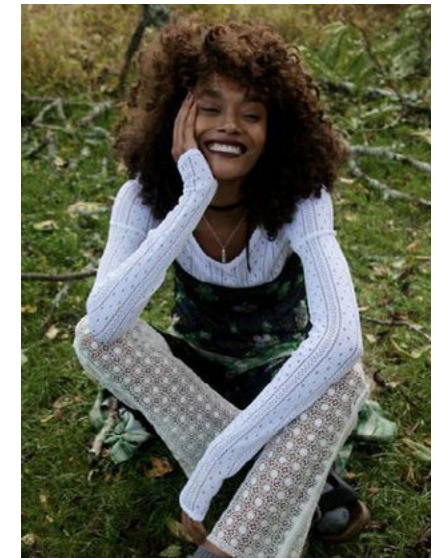
It's possible to create a visual language that portrays moments of closeness, across generations and orientations in the diaspora. Utilize wide shots to capture a group of people sharing a common space. This technique can help convey a sense of community and connectedness, highlighting individuals as part of a larger group.



Laughter + Joy

Showcase scenes of happiness across a diverse spread of demographics. For this category, it's especially important to make sure the model's facial expressions are genuine and engaging.

To capture the essence of joy and laughter in images, try using close-up shots that zoom in on the subject's face. This technique can help capture the nuances of their expressions, such as the way their eyes crinkle up during a good laugh. When done right, this type of shot can truly convey the moment.



PHOTOGRAPHY

When utilizing stock imagery, implement the subject matter that reflects AHBE's values outlined on pages 32-35. Stock imagery can be sourced for the following, but not limited to:

- Presentations: Deck imagery
- Graphic Assets: event fliers, emails, printing
- Social Assets: event posts, social touts
- Internal Gilead Promotions: post event newsletters, quarterly reports, AHBE's emails, and banners.

If pulling stock imagery for an event, imagery should be reflective of the demographic. We suggest leaning into utilizing group photos with 3+ people.

Images for presentations should reflect an array of genders, racial groups, sexual orientations, and span across various age groups.

Purchased stock photography: [LINK HERE](#)



PHOTOGRAPHY

Event captures should utilize natural and event lighting at best, with flash for low lighting. Images should feel engaging, inspiring, and representative of the tone of the event. Facial expressions (particularly ones of joy or focus), hand gestures help illustrate this. For video of events, utilize the AHBE branded lower third video package graphics on page 41.

Where possible, capture the audience amidst and within the below:

- Gilead signage/environments
- Wide angle photos that convey crowd size
- Crowd participation: facial expressions (particularly ones of joy or focus), hand gestures of the lively engaged audience
- Full age spectrum, ranging from young children to adults/seniors
- Family & community fellowship moments



Do



Always use high resolution, crisp imagery.



Show a range of multicultural representation such as; genders, racial groups, sexual orientations and various age groups.



If pulling stock imagery for an event, imagery should be reflective of the demographic. We suggest leaning into utilizing group photos with 3+ people.



Show people living a healthy lifestyle, enjoying life.

Don't



Don't show someone that has an obvious disingenuous expression or unnatural pose.



Avoid photography with a filter already applied or that's obviously, overly retouched.



Never show medicines without people for AHBE marketing materials or overt science, typical pharmaceutical imagery.



No drug, alcohol or overtly sexual content.

VIDEO

Video content should show our values coming to life, and have a very purposeful and clear story to tell.

We encourage video content to highlight and tell the stories of the incredible brand initiatives, patient success stories and community engagement.

Shown here are examples of:

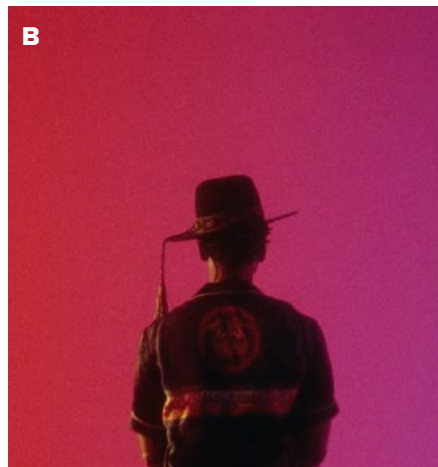
A.) Interview Angles: Provide opportunity to diversify angles per interview. We recommend a 2-camera set-up.

B.) Interview Mood: Simple, bring color in where possible, try to create negative space for post-production text graphics, video branding templates and/or captions.

C.) B-Roll Portraits: B-roll footage of subject movements and close ups on subjects capture emotion and sincerity.

D.) B-Roll Environment: Establishing shots of the surrounding environment create an understanding of the depth and magnitude of subject matter and or audience/attendance

Learn more in the Content Process Deck:
[LINK HERE](#)



Do



Capture/establish the space, community and/or scale of event.



Capture Gilead branding throughout the space.



Capture/highlight key leadership and talent.



Capture audience/crowds reactions and interactions.

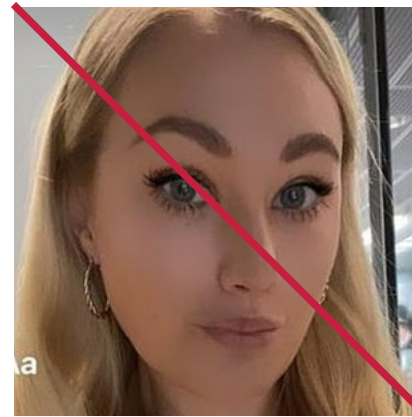
Don't



Highlight non partnership branding/logos including unapproved/non consented location signage or logos.



Highlight menus or food and alcohol being served or consumed.



Never use face filters or lens filters that makes the subject(s) or space look unrealistic.



Show unblurred number values on checks/corporate giving.

VIDEO



VIDEO

Legal Trademark language must be shown in conjunction with the standard Gilead logo on the last frame of all created video asset content.

LEGAL TRADEMARK LANGUAGE:

“Gilead and the Gilead logo are trademarks of Gilead Sciences, Inc. ©2023 Gilead Sciences, Inc. All Rights Reserved”

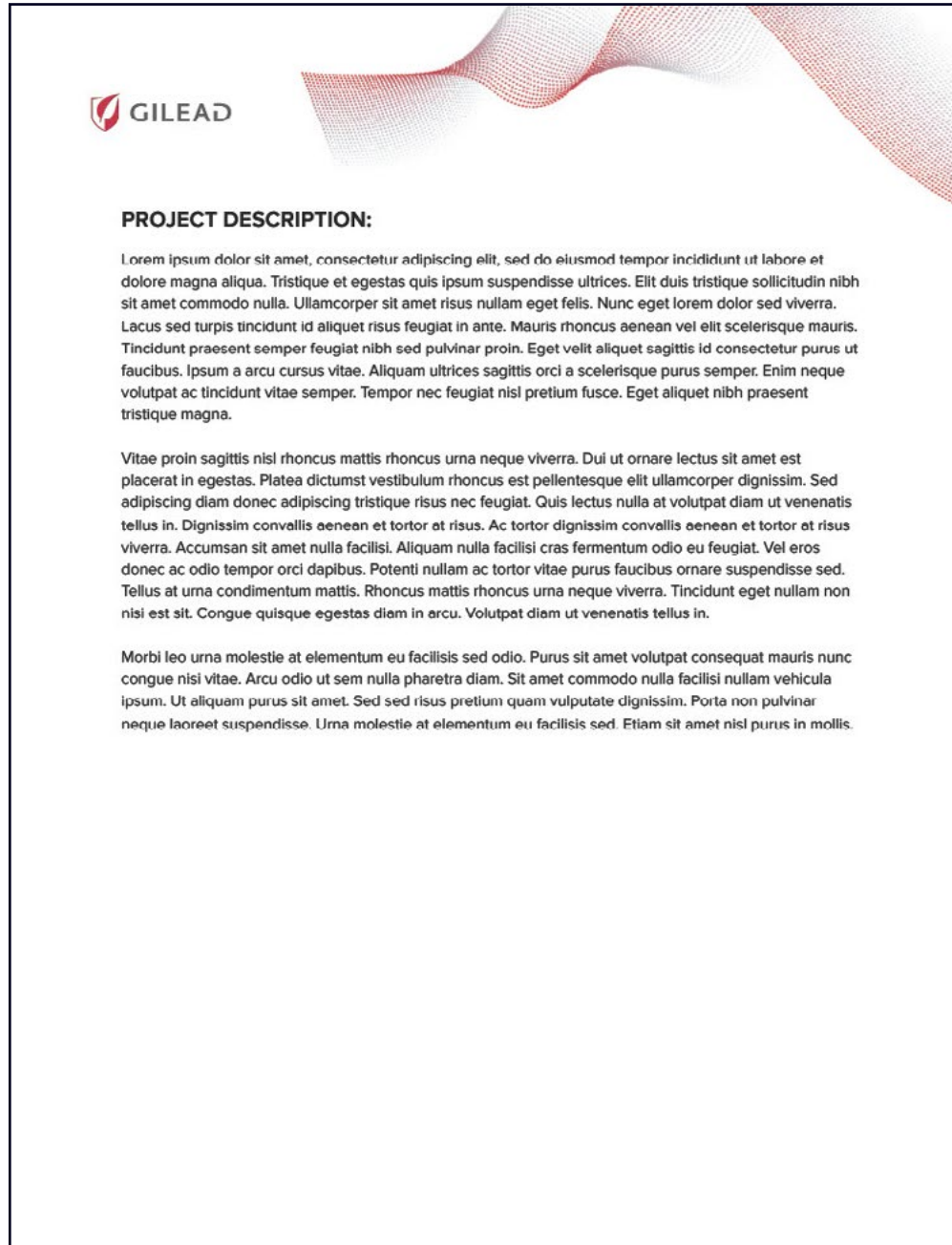


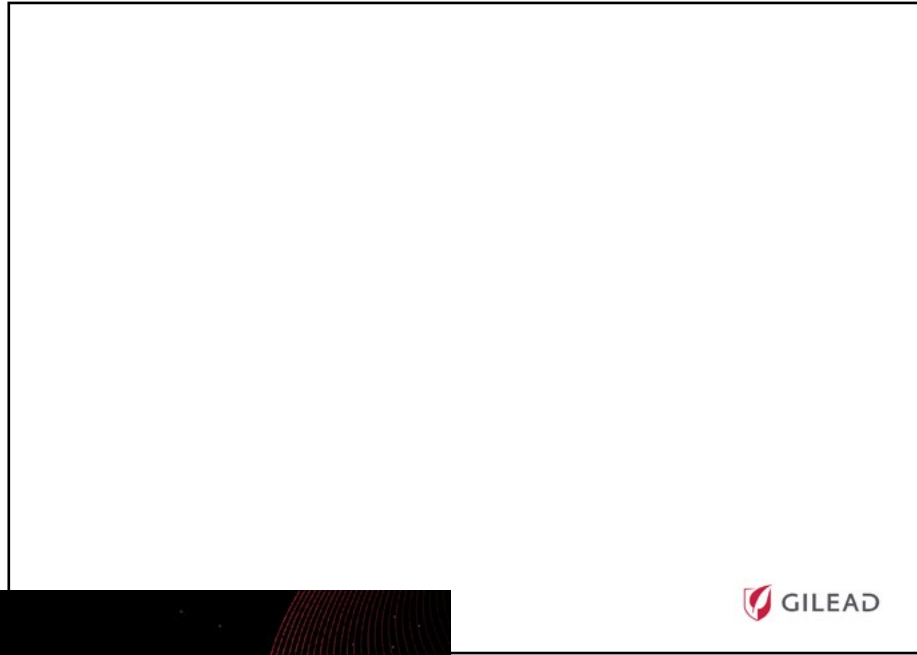
Legal Trademark language

Standard Gilead logo

DESIGN EXAMPLES + TEMPLATES

For all AHBE design templates, please note assets are updated per event/project info and require AHBE, corporate communications, GLT, and/or legal approval prior to external use.



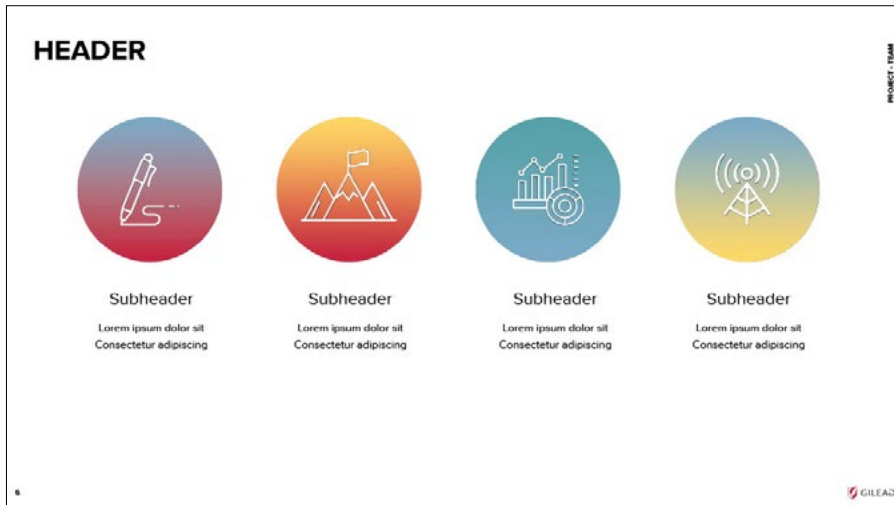
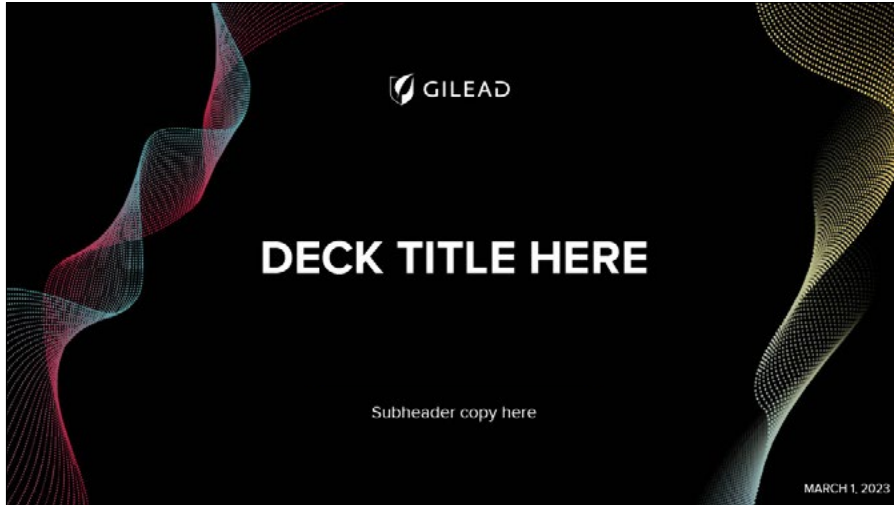


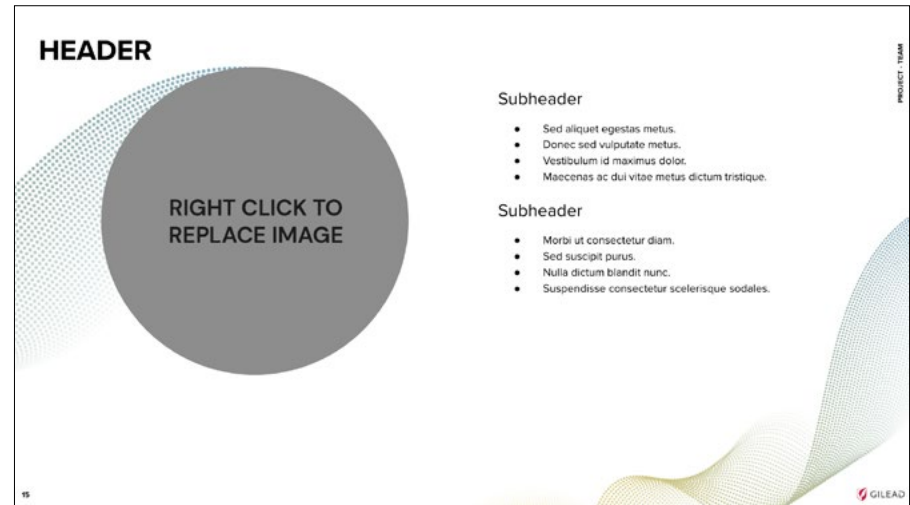
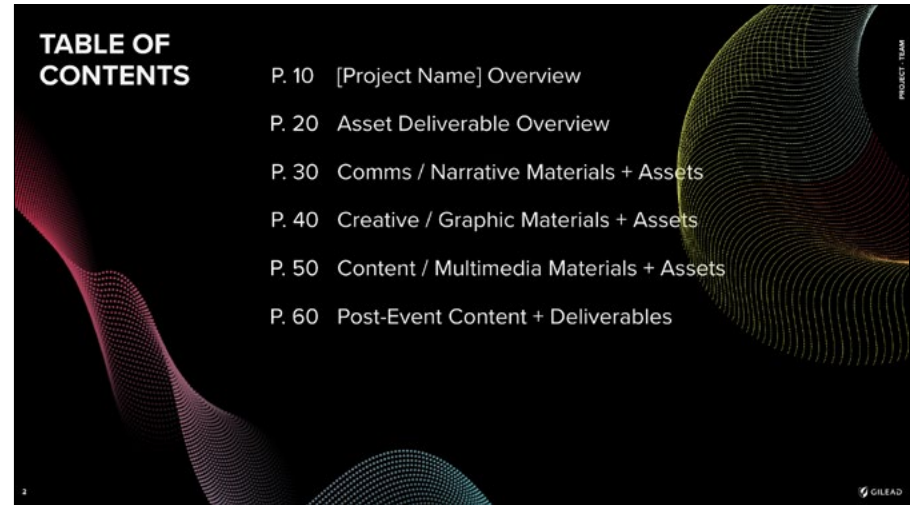
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DESIGN EXAMPLES + TEMPLATES





 **GILEAD**

ABOUT ADVANCING HEALTH AND BLACK EQUITY

Gilead Sciences, Inc. is a biopharmaceutical company that has pursued and achieved breakthroughs in medicine for more than three decades, with the goal of creating a healthier world for all people. The company is committed to advancing innovative medicines to prevent and treat life-threatening diseases, including HIV, viral hepatitis, COVID-19, and cancer. Gilead operates in more than 35 countries worldwide, with headquarters in Foster City, California.


Recognizing that Black people are disproportionately impacted by the diseases Gilead seeks to prevent, treat, and cure, AHBE also works to advance social, economic, and health justice for Black individuals and communities across the globe.

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GILEAD

HEALTH EQUITY SUMMIT

ORDER TICKETS

FRIDAY
APR 26, 2024

FPO

SUBTITLE LOREM IPSUM DOLOR

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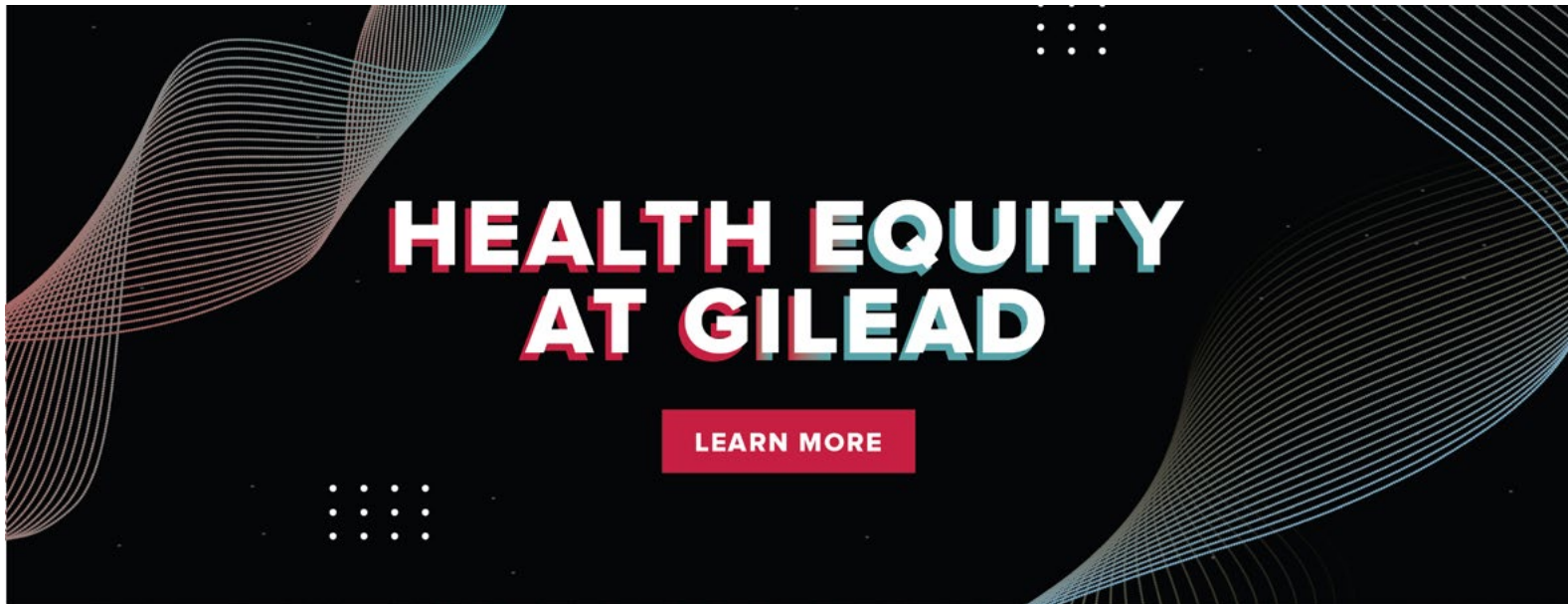
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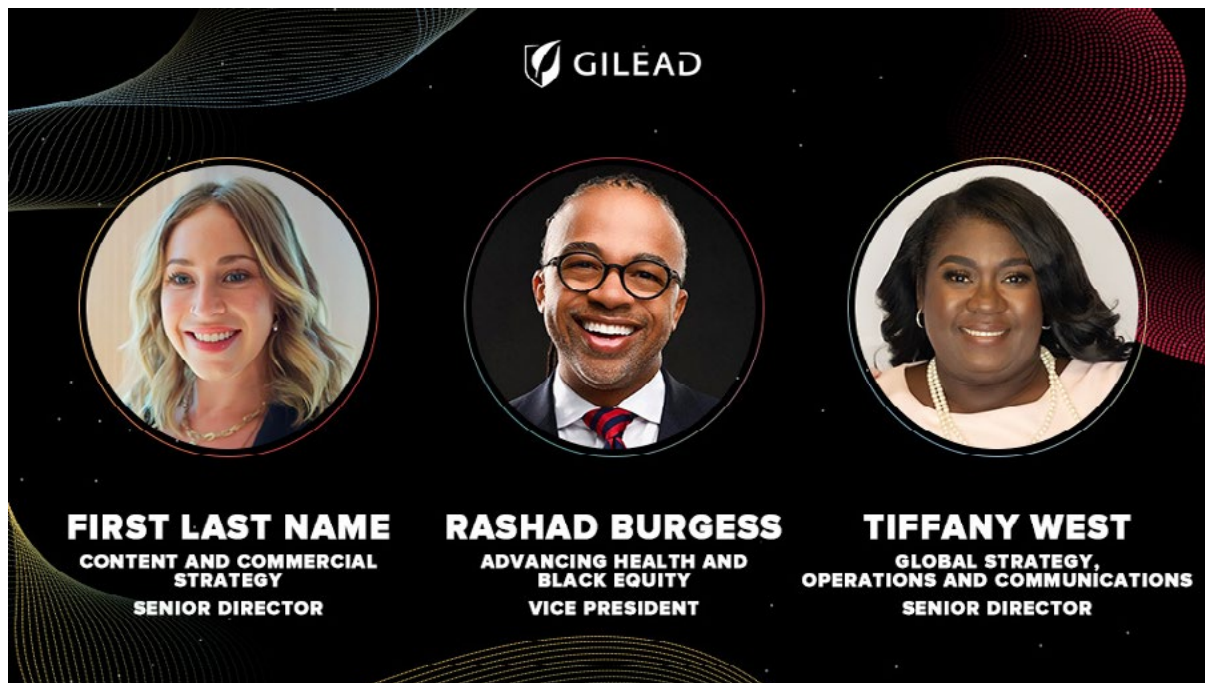
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PRINT







ATLANTA BLACK PRIDE WEEKEND (ABPW) 2023 RECAP
AUGUST 31-SEPTEMBER 3
ATLANTA, GA

Gilead was proud to be a presenting sponsor at the world's largest Black pride celebration over four consecutive days during Labor Day weekend. Atlanta Black Pride Weekend united over 100,000 business leaders, elected officials, influencers, entertainers, community partners, allies and activists in celebrating Black Pride and the Intersection of Black and LGBTQ+ identities.

The Gilead team's activations engaged with intergenerational and intersectional audiences, community partners and key stakeholders during five distinct events: the 4th Annual Mayor's Black Pride Reception; the Annual Black Excellence Influencers' Dinner, where we presented our first Advancing Health and Black Equity Trailblazer Award; the Unity Rebirth Ball; Pure Heat Community Festival; and Expresso Yourself Jazz and Poetry Brunch. Each customized, live experiential event supported the weekend's 'party with a purpose' theme and elevated Gilead's commitment to ending the HIV epidemic across the South through funding, community outreach, education and collaborations.

ATLANTA BLACK PRIDE IS TRENDING MEDIA AMPLIFICATION AND METRICS

- #AtlantaBlackPrideWeekend and its #PureHeatCommunityFestival yielded over 3.2 million social media impressions via our customized partnership with ABPW
- Gilead's display banners on the Atlanta Pride Weekend website and Pure Heat Community Festival website generated 119,741 and 67,811 impressions and click throughs, respectively
- Atlanta Black Pride Weekend engaged radio, TV, online and print. Links to ABPW coverage and Gilead-specific interviews included:
 - NBC
 - PEACHTREE TV (Gilead)
 - NEIGHBORHOOD TALK
 - Georgia Voice
 - The Atlanta Journal-Constitution
 - ABC
 - CBS
 - FOX
 - V103
 - Gaye Magazine



ULTIMATE KICK-OFF - 4TH ANNUAL MAYORS ATLANTA BLACK PRIDE



Ms. Lawrence of Real Housewives of Atlanta fame brought iconic style to the Mayor's ABPW Welcome Reception.

The LGBTQ+ Atlanta Timeline educated guests on the history of the community dating back to 1895.

Dylon Burnside accepted the Cultural Impact Award during the Mayor's ABPW Welcome Reception.

"If we are to help people live healthier lives and take a stand for health equity, we must build partnerships and have an active on-the-ground presence at events like Atlanta Black Pride Weekend that champion the needs of those most impacted by health inequities."

— RASHAD BURGESS, VP OF ADVANCING HEALTH AND BLACK EQUITY



CELEBRATION OF EXCELLENCE INFLUENCERS DINNER

DR. AZIE REED IS THE INAUGURAL RECIPIENT OF THE ADVANCING HEALTH AND BLACK EQUITY TRAILBLAZER AWARD.

Approximately 300 of Atlanta's trailblazers and leaders gathered at Starting by Hilton to dine on a four-course meal, celebrate achievement, encourage unity and improve the LGBTQ+ experience during the ABPW Influencers' Dinner on September 1. Hosted by RockStars Production and Traxx Girls, the dinner and awards ceremony created the perfect backdrop for Gilead to cultivate conversations and connections with key stakeholders aligned with our efforts to expand health access, eliminate barriers to care, and combat inequities for marginalized and disinvested groups in Atlanta and across the globe.



GARY WITH DA TEA BROUGHT THE LAUGHS WITH ACTRESS TERRI J. VAUGHAN DURING THE INFLUENCERS' DINNER.

Gilead recognizes exceptional accomplishments within the health equity landscape, and to that end created its first Advancing Health & Black Equity Trailblazer Award. The award honors a community member *for their pathways to the health equity.*


FOR THE CULTURE: THE UNITY REBIRTH BALL



RASHAD AND JUDGES FOR THE UNITY REBIRTH BALL.


Gilead pulled double duty on Friday night at both the Influencers' Dinner and The Unity Rebirth Ball, hosted by the House of Balenciaga. Standing in solidarity with the ball's crowd of 350, the team shared the accomplishments of Gilead's TRANScend initiative that has awarded more than \$9.2 million in grants to 26 organizations supporting the transgender community and COMPASS, Gilead's 10-year, \$100 million commitment to combat HIV/AIDS in the Southern U.S. To date, COMPASS has served more than 315K people through programmatic activities and established more than 300 meaningful new partnerships in the Southern region.

Shannon and Jamee Balenciaga and MAL from Netflix's The Ultimatum: Queer Love were a few of the familiar faces in the lively crowd.



Jamee Balenciaga introduced and thanked Gilead for supporting the Trans community and the ball culture.

Robert's Unity Ball spectators and contestants were dressed to impress.

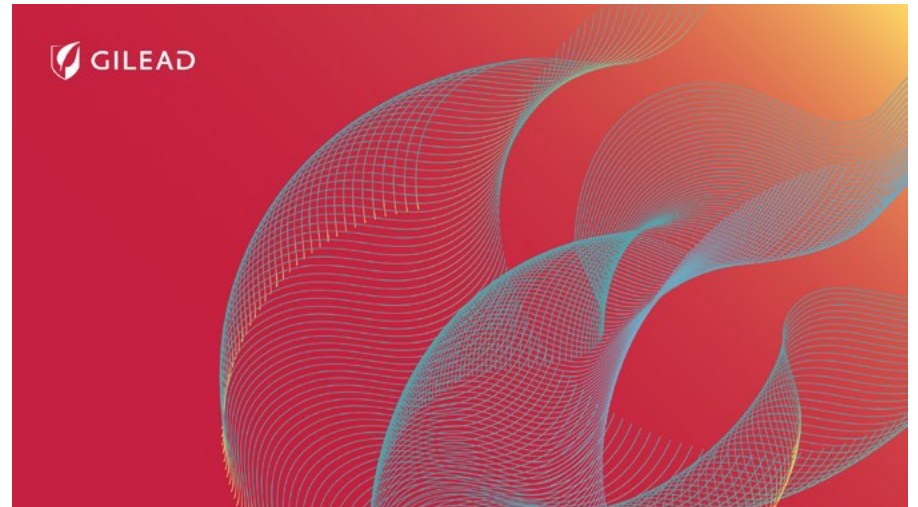
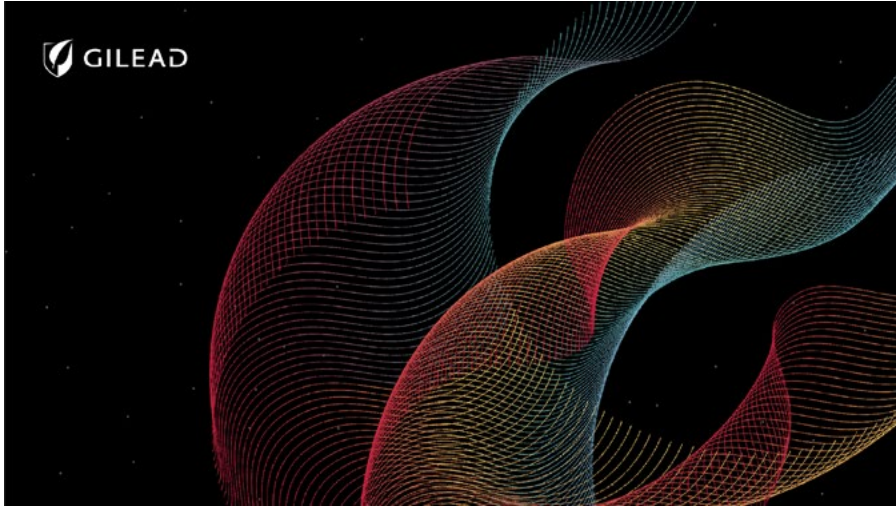


EXPRESSO YOURSELF JAZZ AND POETRY BRUNCH AND COMMUNITY FESTIVAL

GEN Z PUT THEIR SEXUAL HEALTH TO ON DISPLAY DURING THE GAME SEXPARODY.

The Gilead team closed out a successful and packed weekend by creating, executing and participating in Sunday's Expresso Yourself: Jazz and Poetry Brunch. This innovative youth-focused strategy was conceptualized by Gen Z Advancing Health and Black Equity members, Yao Agyeman-Yeboah and Deja Little. The standing-room-only, sold-out event hosted by Queen Sheba featured live spoken

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ADVANCING HEALTH AND BLACK EQUITY

For more information, contact an internal AHBE team member.
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