



MediView
TRANSFORMATIVE VISION

DESIGN AND BRAND GUIDELINES

FEB 2022



MEDIVIEW IS DEFINING THE FUTURE OF SURGICAL NAVIGATION.

We are now in a world where surgeons can perform procedures aided by holographic augmented reality, giving them 3-d x-ray vision with unprecedented, intuitive procedural navigation capabilities. We are on the precipice of creating new gold standards for patient care. Surgeons will have the ability to look directly into a patient's anatomy with real-time soft tissue adjustments, creating opportunity for more minimally-invasive procedures and better overall patient care. We are enabling better education and procedural exposure to the next wave

of healthcare workers. We are creating new pathways for collaborative healthcare where surgeons from anywhere in the world can have a first-person viewpoint of the procedure through any internet connected device, allowing them to actively engage in the procedure, offering guidance as they view the actual surgical environment. We are democratizing healthcare and changing the future.

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S1 THE CORPORATE LOGO SIGNAGE

Our logo is the key building block of our identity, the primary visual element that identifies us. It is a combination of the symbol

itself and our company name – they have a fixed relationship that should never be changed in any way.

MediView Masterbrand

MediView Sub-brand

Logo Clearspace

Alternative Logos and Sizing

Incorrect Logo Applications

MediView Brand Architecture

THE CORPORATE MASTER BRAND

THE FULL LOGOTYPE

The MediView master brand or corporate logo comprises two elements, the logo symbol and logo type. The logo symbol is a powerful image symbolizing the changing dynamics of the medical device technology marketplace. The corporate logo is inspired by a camera's aperture which carries strong symbolism with MediView.

The typeface are Athelas and Montserrat Extrabold and has also been chosen to complement and balance perfectly with the logo symbol.

The corporate logo is presented through the use of color as well as shape and form. It is a fresh and appealing blend of colors chosen for their strong combination. The colors have been selected according to international standards as shown in the color system section and are easily implemented.



1) The Logo Symbol

Consists of a powerful element evoking the culture of design service.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in gray tone of the chosen corporate color. The font that is used here is Montserrat Bold.

2) The Logo Tagline

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in gray tone of the chosen corporate color. The font that is used here is Montserrat Bold.

1) The Master Logo

The main logo is the dark logo used on white background. For darker backgrounds you will find an alternative below.

STYLE GUIDE DOWNLOAD LINK

Direct Link : <http://www.mediview.com/brandmanual.zip>



<- Scan for download the complete MediView Corporate Design Brand Manual

LOGO DARK VERSION



LOGO LIGHT VERSION



3) The Logo Dark Version

will be used when the background color is light colored.

4) The Logo Light Version

will be used when the background color is dark colored.

Recommended formats are:

.eps | .ai | .png | .jpg | .pdf

Attention:

Use of any stylized, animated, hand drawn or other versions of an official logo is not permitted. This undermines the logo system and brand consistency. Please consult with MediView if you have any questions or need further help.

MASTER BRAND STYLE GUIDE


MAIN LOGOS

Rev2 / Feb 22, 2022

Brand Style Guide

MediView Master Brand


PRIMARY LOGO - 4C



MediView


TRANSFORMATIVE VISION

PRIMARY LOGO - 1C Version




MediView

PRIMARY LOGO - KO Version



MediView


SECONDARY LOGO - 4C Version



MediView


TRANSFORMATIVE VISION

SECONDARY LOGO - 1C Version



MediView

SECONDARY LOGO - KO Version



MediView

Typefaces

Athelas

Montserrat

Color Palette

#27475a

PMS 302

#157da8

PMS 7460

#50a2bc

PMS 7459

#48b28d

PMS 3395

#358f60

PMS 340

#ecbe58

PMS 142


#f89923

PMS 1375


#f17430

PMS 1505

ICON



4C Version



1C Version

MEDIVIEW BRAND ARCHITECTURE

BRAND FAMILY

Rev2 / Feb 22, 2022

Brand Architecture | MediView Brand Architecture

MASTER LOGO - 4C



SUB-BRAND LOGOS - 4C



Typefaces

Athelas

Montserrat

Color Palette



SUB-BRAND XR30

THE FULL LOGOTYPE

MediView Sub-Brand Logo comprises two elements, the logo symbol and logo type. The logo symbol is a powerful image symbolizing the changing dynamics of the medical device technology marketplace. The corporate logo is inspired by a camera's aperture which carries strong symbolism with MediView.

The typeface are Athelas and Montserrat Extrabold and has also been chosen to complement and balance perfectly with the logo symbol.

The corporate logo is presented through the use of color as well as shape and form. It is a fresh and appealing blend of colors chosen for their strong combination. The colors have been selected according to international standards as shown in the color system section and are easily implemented.



1) The general Logo

The main logo is the dark logo used on white background. For darker backgrounds you will find an alternative below.

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LOGO DARK VERSION



LOGO LIGHT VERSION



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4) The Logo Light Version

will be used when the background color is dark colored.

Recommended formats are:

.eps | .ai | .png | .jpg | .pdf

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SUB-BRAND XR30 STYLE GUIDE

SUB-BRAND LOGOS

Rev2 / Feb 22, 2022

Brand Style Guide | MediView XR30

PRIMARY LOGO - 4C



PRIMARY LOGO - 1C Version



SECONDARY LOGO - 4C Version



SECONDARY LOGO - KO Version



VERT LOGO - 4C Version



VERT LOGO - 1C Version



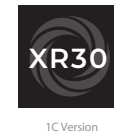
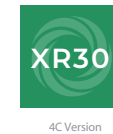
Typefaces

Athelas
Montserrat

Color Palette



ICON



SUB-BRAND XR50

THE FULL LOGOTYPE

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LOGO DARK VERSION



LOGO LIGHT VERSION



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SUB-BRAND XR50 STYLE GUIDE

SUB-BRAND LOGOS

Rev2 / Feb 22, 2022

Brand Style Guide | MediView XR50

PRIMARY LOGO - 4C



PRIMARY LOGO - 1C Version



SECONDARY LOGO - 4C Version



SECONDARY LOGO - KO Version



VERT LOGO - 4C Version



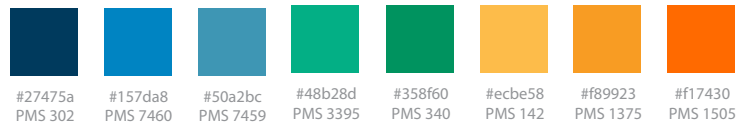
VERT LOGO - 1C Version



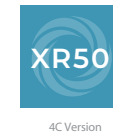
Typefaces

Athelas
Montserrat

Color Palette



ICON



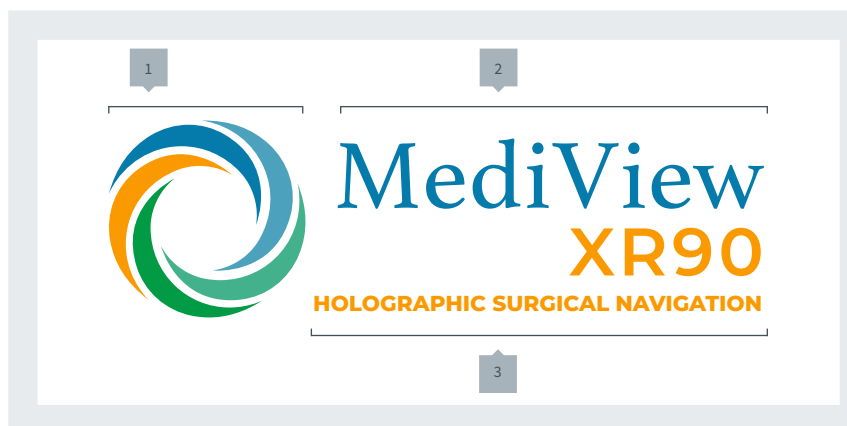
SUB-BRAND XR90

THE FULL LOGOTYPE

MediView Sub-Brand Logo comprises two elements, the logo symbol and logo type. The logo symbol is a powerful image symbolizing the changing dynamics of the medical device technology marketplace. The corporate logo is inspired by a camera's aperture which carries strong symbolism with MediView.

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LOGO DARK VERSION



LOGO LIGHT VERSION



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will be used when the background color is light colored.

4) The Logo Light Version

will be used when the background color is dark colored.

Recommended formats are:

.eps | .ai | .png | .jpg | .pdf

Attention:

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SUB-BRAND XR90 STYLE GUIDE

SUB-BRAND LOGOS

Rev2 / Feb 22, 2022

Brand Style Guide | MediView XR90

PRIMARY LOGO - 4C



PRIMARY LOGO - 1C Version



SECONDARY LOGO - 4C Version



SECONDARY LOGO - KO Version



VERT LOGO - 4C Version



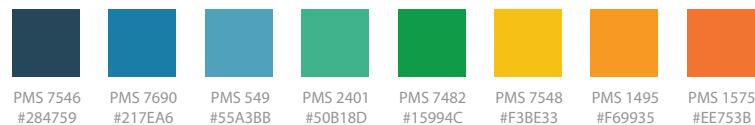
VERT LOGO - 1C Version



Typefaces

Athelas
Montserrat

Color Palette



ICON



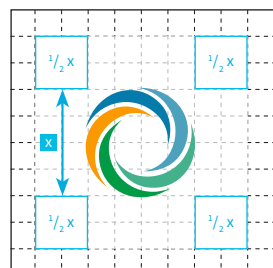
LOGO CONSTRUCTION AND CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.



CLEARSPACE

Logo Icon



CLEARSPACE

Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height 1/2).

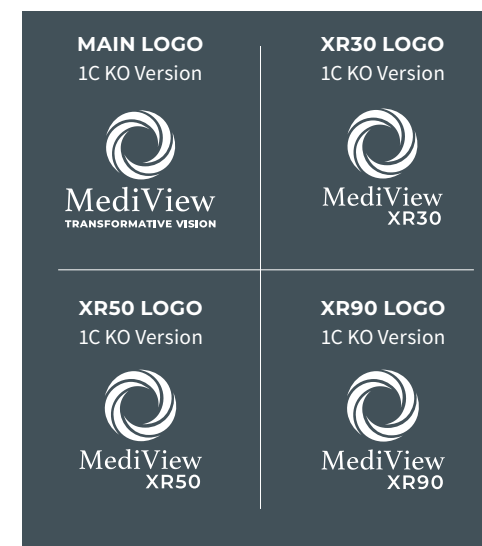


ALTERNATIVE LOGOS / VERTICAL VERSION

LOGO DARK VERSION



LOGO LIGHT VERSION



SIZES

MINIMUM LOGO SIZES

Full Logo

Minimum Size: 40mm x 4.233 mm

No Tagline Logo (30mm)

Logo Icon

Minimum Size: 5 mm x 5 mm



INCORRECT LOGO APPLICATIONS

Below are some examples highlighting common mistakes to avoid when displaying the MediView Logo.

DO NOT DISTORT
THE SHAPE



DO NOT USE
UNAPPROVED
COLORS



DO NOT
SUBSTITUTE
FONTS



DO NOT
REARRANGE
ELEMENTS



DO NOT APPLY
DRAMATIC
EFFECTS



S2 THE CORPORATE TYPOGRAPHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key

information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here's how we've done it for the MediView Brand.

The Corporate Fonts

Primary Font

Secondary Font

Font Hierarchy

PRIMARY CORPORATE FONTS AND TYPOGRAPHY

THE FONT

Athelas is an elegant font family for books, successfully used both on screen and in print. Created by Veronika Burian and José Scaglione at TypeTogethe for Adobe Systems.

The typeface is inspired by British fine book printing. It is named after a healing herb in Tolkien's The Lord of the Rings.

PRIMARY FONT ATHELAS

ATHELAS

TYPE EXAMPLES ATHELAS

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / () = ? ` ; : ¡ “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω “ / ø π • ± ‘ æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ç

SECONDARY CORPORATE FONTS AND TYPOGRAPHY

THE FONT

The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired me to design a typeface that rescues the beauty of urban typography from the first half of

the twentieth century. The goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License.

SECONDARY FONT MONTSERRAT

MONTSERRAT

TYPE EXAMPLES MONTSERRAT

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ; : ¡ ¢ [] | { } ≠ ¿ ‘
« » € ® † Ω ¨ / ø π · ± ‘ æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ç

S3 TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key

information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for MediView layouts.

Font Hierarchy

**CONTEXT TEXT
AND INNER HEADLINES**

Caption Text

MediView Typo

-

Source Sans Pro Regular

6 pt Type / 9 pt Leading

Copy Text

MediView Typo

-

Source Sans Pro Regular

8 pt Type / 11 pt Leading

**Headlines
Copytext**

MEDIVIEW TYPO

-

Montserrat Regular - Capital Letters

10pt Type / 10pt Leading

**HEADLINES AND
TYPOBREAKS**

**Sublines
Sections****MEDIVIEW TYPO**

-

Montserrat Bold - Capital Letters

16pt Type / 16pt Leading

**Big Headlines
and Title****MEDIVIEW TYPO**

-

Montserrat Bold - Capital Letters

34pt Type / 30 pt Leading

**Sequencer
and Title for
Marketing****THE HEADER**

-

Montserrat Bold - Capital Letters

48pt Type / 48 pt Leading

TYPOGRAPHY GUIDELINE

HEADLINE: MONTERRAT

SUBHEAD: MONTERRAT REG

Context Text / Source Sans Pro Regular: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis augue ac justo pellentesque tempus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Maecenas efficitur bibendum dolor eget tristique. In a condimentum magna. Sed maximus mi quis libero pharetra auctor. Nunc nibh nisl, imperdiet at elit nec, elementum efficitur erat. Suspendisse viverra ex eu vulputate mattis. Pellentesque vel ultricies mauris. Suspendisse nunc magna, feugiat ac eros vitae, tempor vestibulum augue.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Donec vitae hendrerit diam, a finibus risus. Sed accumsan lectus eget erat cursus egestas. Phasellus vitae fringilla nisi, in imperdiet sapien. Pellentesque pulvinar, odio id scelerisque placerat, ex dolor tempus lorem, volutpat sodales ipsum eros at arcu. Donec sed mollis erat. Pellentesque eu pulvinar lacus. Fusce mauris eros, volutpat sit amet dolor eu, volutpat congue est. Aliquam gravida semper quam vel ornare.



Caption Text

In finibus ligula in lacus volutpat, ac gravida quam interdum. Pellentesque sagittis tellus ut vehicula consequat. Vivamus fermentum vulputate eros, eu rutrum lacus. Curabitur sed mollis augue. Nullam orci enim, lacinia at tellus ac, hendrerit pulvinar quam. Morbi turpis metus, efficitur eget arcu sit amet, facilisis aliquet risus. Nulla sed nibh tincidunt sapien euismod sollicitudin. Mauris interdum pellentesque arcu, eu dignissim tellus elementum id. Nunc dapibus arcu purus, in lobortis neque dapibus lbus aute cus alitem suntiaVitorae anditat ecerchi tatiata sinttinci offici dolecae. Nam que volupta porro dolum quunt maionec aecus. Pellaccus FREE fugitatur? Puditurem reptatiunti remo quatem eatenimus, sima provit aut eris si doluptur, consers picilique.

[HYPERLINK COPY: LATO REG](#)

S4 CORPORATE COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the MediView corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “one voice” color scheme. Consistent use of these

colors will contribute to the cohesive and harmonious look of the MediView brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

Primary Color System
Secondary Color System
Tertiary Color System

PRIMARY COLOR SYSTEM

Explanation:

MediView has two official colors: blue and green. These colors have become a recognizable identifier for the company.

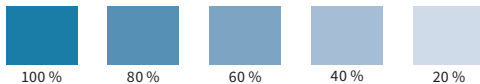
Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

PRIMARY COLOR MEDIVIEW BLUE

COLOR CODES

CMYK : C087 M026 Y000 K034
Pantone : 7460 C
RGB : R021 G124 B168
Web : #157da8
Holographic : XXXXXXXXX
(colors for HoloLens 2 only)



COLOR TONES



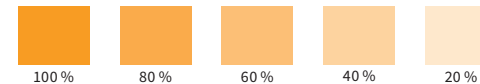
MediView Blue Gradient

THE GRADIENT

SECONDARY COLOR MEDIVIEW ORANGE

COLOR CODES

CMYK : C000 M039 Y086 K003
Pantone : 1375 C
RGB : R248 G152 B035
Web : #f89823
Holographic : XXXXXXXXX
(colors for HoloLens 2 only)



COLOR TONES



MediView Orange Gradient

THE GRADIENT

SECONDARY COLOR SYSTEM

Explanation:

The secondary colors are complementary to our official colors, but are not recognizable identifiers for our company. Secondary colors should be used sparingly (less than 10 % of the palette in one piece.)

Usage:

Use them to accent and support the primary color palette.

	 Tones	MEDIVIEW DARK BLUE CMYK : C057 M021 Y000 K065 Pantone : 302 C RGB : R039 G071 B090 Web : #27475a Holographic : XXXXXXXXXX (colors for HoloLens 2 only)
	 Tones	MEDIVIEW LIGHT BLUE CMYK : C057 M013 Y000 K026 Pantone : 7459 C RGB : R080 G163 B188 Web : #50a2bc Holographic : XXXXXXXXXX (colors for HoloLens 2 only)
	 Tones	MEDIVIEW GREEN CMYK : C060 M000 Y021 K030 Pantone : 3395 C RGB : R072 G178 B141 Web : #48b28d Holographic : XXXXXXXXXX (colors for HoloLens 2 only)
	 Tones	MEDIVIEW DARK GREEN CMYK : C063 M000 Y033 K044 Pantone : 340 C RGB : R053 G143 B096 Web : #358f60 Holographic : XXXXXXXXXX (colors for HoloLens 2 only)
	 Tones	MEDIVIEW DARK ORANGE CMYK : C000 M052 Y080 K005 Pantone : 1505 C RGB : R241 G116 B048 Web : #f17430 Holographic : XXXXXXXXXX (colors for HoloLens 2 only)

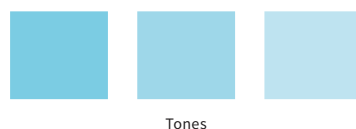
TERTIARY COLOR SYSTEM

Explanation:

The tertiary colors are complementary to our official colors, but are not recognizable identifiers for our company. Tertiary colors should be used sparingly (less than 10 % of the palette in one piece.)

Usage:

Use them to accent and support all the color palettes.

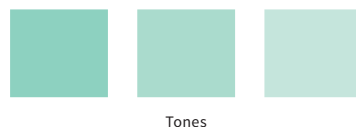


MEDIVIEW LIGHT BLUE

CMYK : C057 M011 Y000 K015
Pantone : 637 C

RGB : R093 G193 B218
Web : #5dc1da

Holographic : XXXXXXXXX
(colors for HoloLens 2 only)

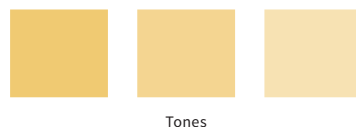


MEDIVIEW LIGHT GREEN

CMYK : C042 M000 Y011 K022
Pantone : 346 C

RGB : R115 G198 B177
Web : #73c6b1

Holographic : XXXXXXXXX
(colors for HoloLens 2 only)



MEDIVIEW YELLOW

CMYK : C000 M019 Y063 K007
Pantone : 142 C

RGB : R236 G190 B088
Web : #ecbe58

Holographic : XXXXXXXXX
(colors for HoloLens 2 only)

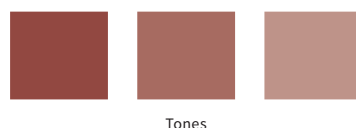


MEDIVIEW RED

CMYK : C000 M072 Y077 K022
Pantone : 7626 C

RGB : R200 G057 B047
Web : #c8392f

Holographic : XXXXXXXXX
(colors for HoloLens 2 only)



MEDIVIEW DARK RED

CMYK : C000 M070 Y067 K051
Pantone : 1815 C

RGB : R124 G037 B041
Web : #7c2529

Holographic : XXXXXXXXX
(colors for HoloLens 2 only)

COMMON COLOR SYSTEM

Explanation:

The common colors are to be used in support to our official colors. Common colors should only be used as needed.

Usage:

Use them to accent and support all the color palettes.

MEDIVIEW COPY GREY

CMYK : C007 M004 Y000 K058 RGB : R099 G102 B106
Pantone : Cool Gray 10 C Web : #63666A

Holographic : **XXXXXXXXXX**
(colors for HoloLens 2 only)

MEDIVIEW BLACK

CMYK : C050 M025 Y000 K087 RGB : R016 G024 B032
Pantone : Black 6 C Web : #101820

Holographic : #101010 or (16, 16, 16)
(colors for HoloLens 2 only)

MEDIVIEW WHITE

CMYK : C000 M000 Y000 K000 RGB : R255 G255 B255
Pantone : 000 C Web : #FFFFFF

Holographic : #EBEBEB or (235, 235, 235)
(colors for HoloLens 2 only)

S5 CORPORATE STATIONERY

STATIONERY

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity. There is only one approved design format for all corporate and business unit stationery. This section illustrates approved layouts for standard u.s. business stationery. It includes specifications for typography, color, printing method, paper stock

and word processing stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, checks, e-mail tags or other business processes.

The Company Letterhead
The Company Business Cards
The Envelope
Logo Placement

THE COMPANY LETTERHEAD

Explanation:

This shows the approved layouts with the primary elements of the MediView stationery system for the front- and backside of the letterheads.

Usage:

The letterhead will be used for all official communication that is going out of MediView.

PARAMETER

- Dimensions**

297 x 210mm

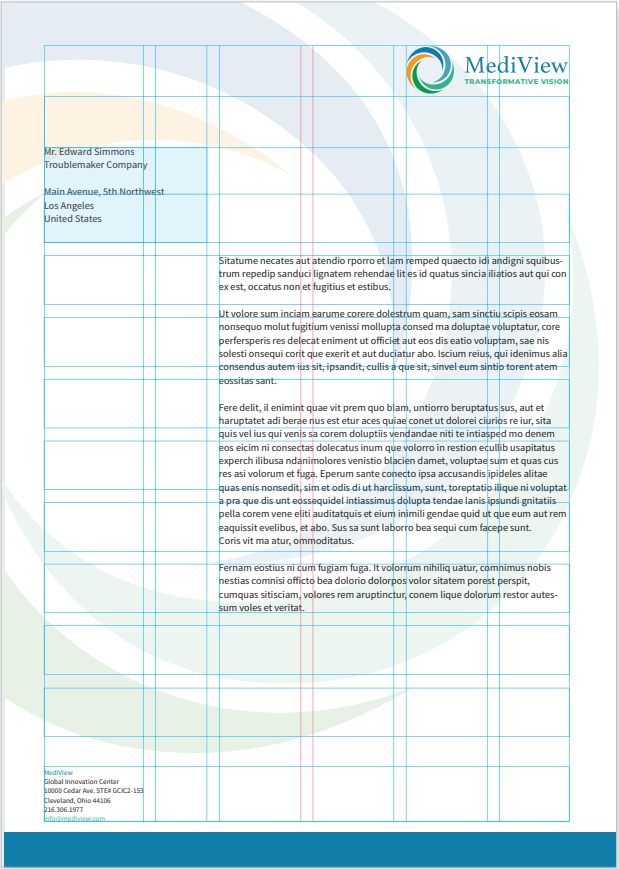
DIN A4
- Weight**

120g/m Uncoated

white
- Print**

Offset

CMYK



THE COMPANY ENVELOPE

Explanation:

This shows the approved layout with the primary elements of the MediView stationery system for envelopes.

Dimensions

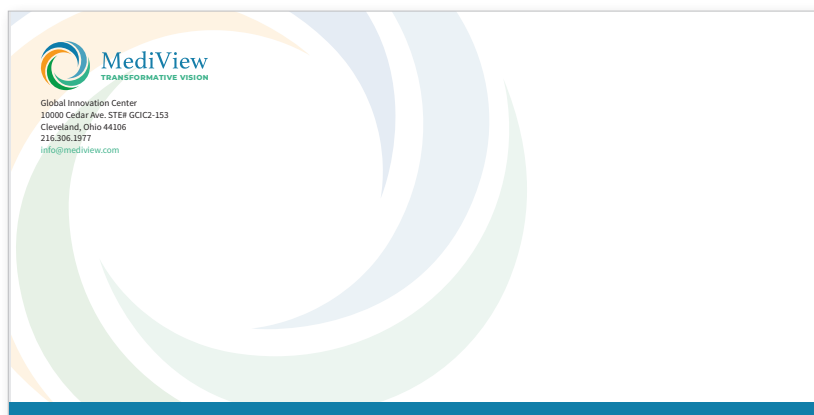
297 x 210mm
DIN A4

Weight

120g/m Uncoated
white

Print

Offset
CMYK



THE COMPANY BUSINESS CARDS

PARAMETER

Dimensions

85 x 55 mm

Weight

400g/m Uncoated white

Print

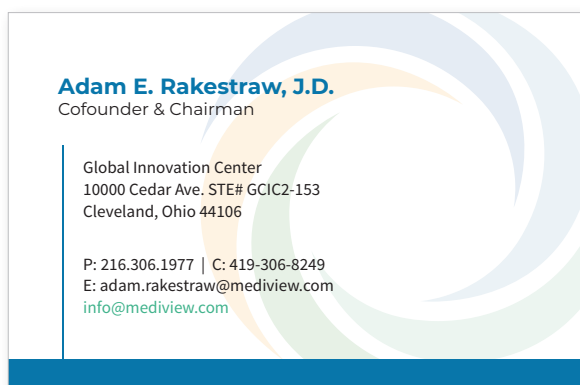
CMYK

Explanation:

This shows the approved layouts with the primary elements of the MediView stationery system for business cards.

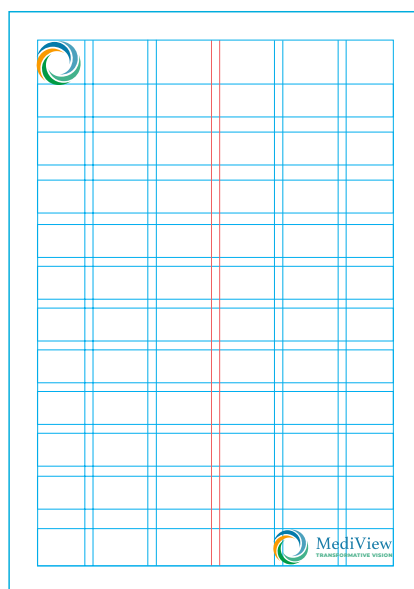
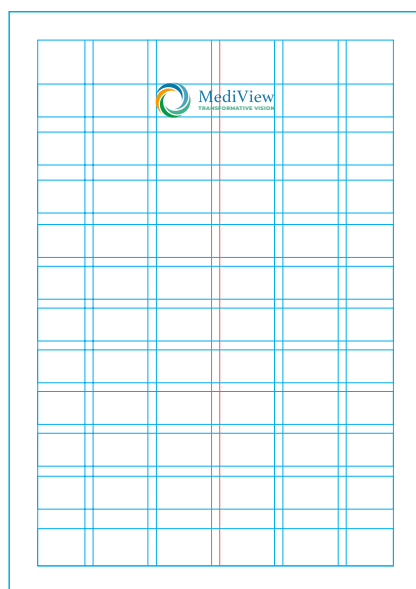
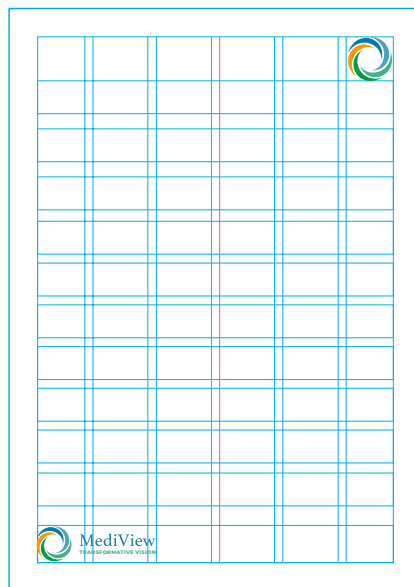
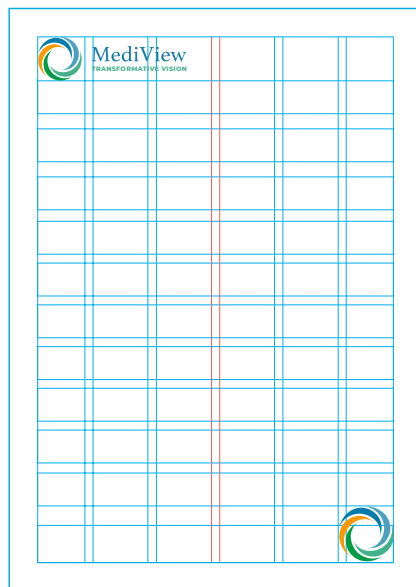
Usage:

The business cards will be used for all official contact and communication of MediView company. Insert the MediView letterhead and send your documents throughout the world.



S6 THE CORRECT LOGO PLACEMENT

Correct Logo Placement



CORRECT LOGO PLACEMENT

Explanation:

To place the MediView logo in the correct way please use one of the approved styles that are shown on the right. To place the MediView logo in other ways is not allowed.

PARAMETER

Example

297 x 210mm

DIN A4

S7 CUSTOMIZED GRID SYSTEMS

Grid Systems

Vertical Grid Systems A4

Vertical Poster Grid System A3

Horizontal Presentation Grid System

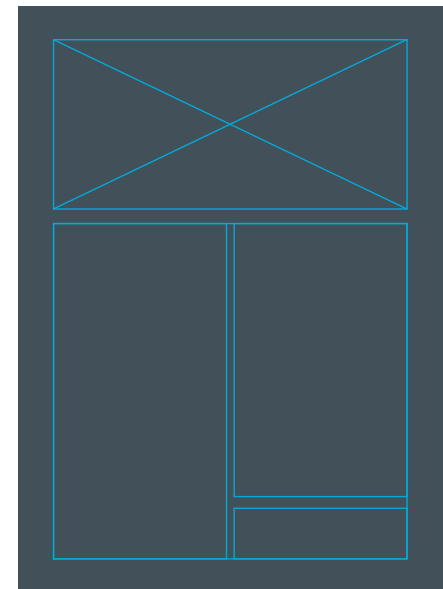
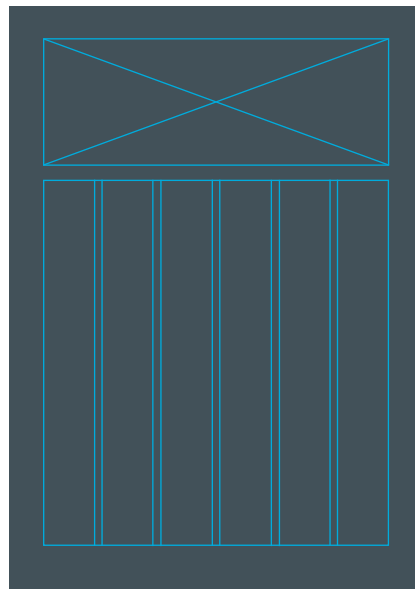
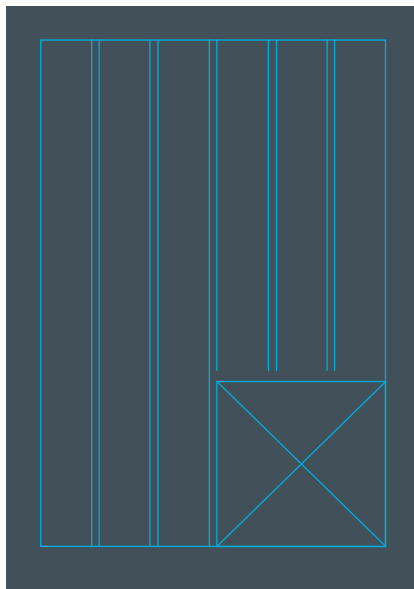
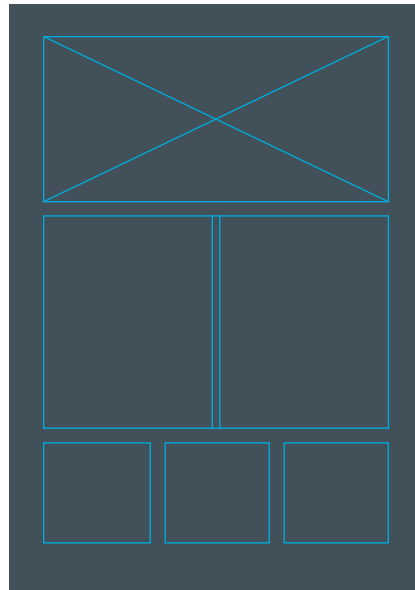
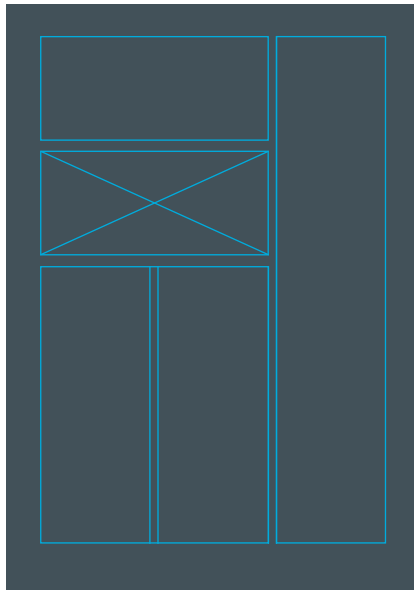
Vertical Grid System for Tablets

MEDIVIEW CUSTOMIZED GRID SYSTEMS

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In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

A4 VERTICAL GRID SYSTEM EXAMPLES



TRANSFORMATIVE VISION

UNLIMITED OPPORTUNITY

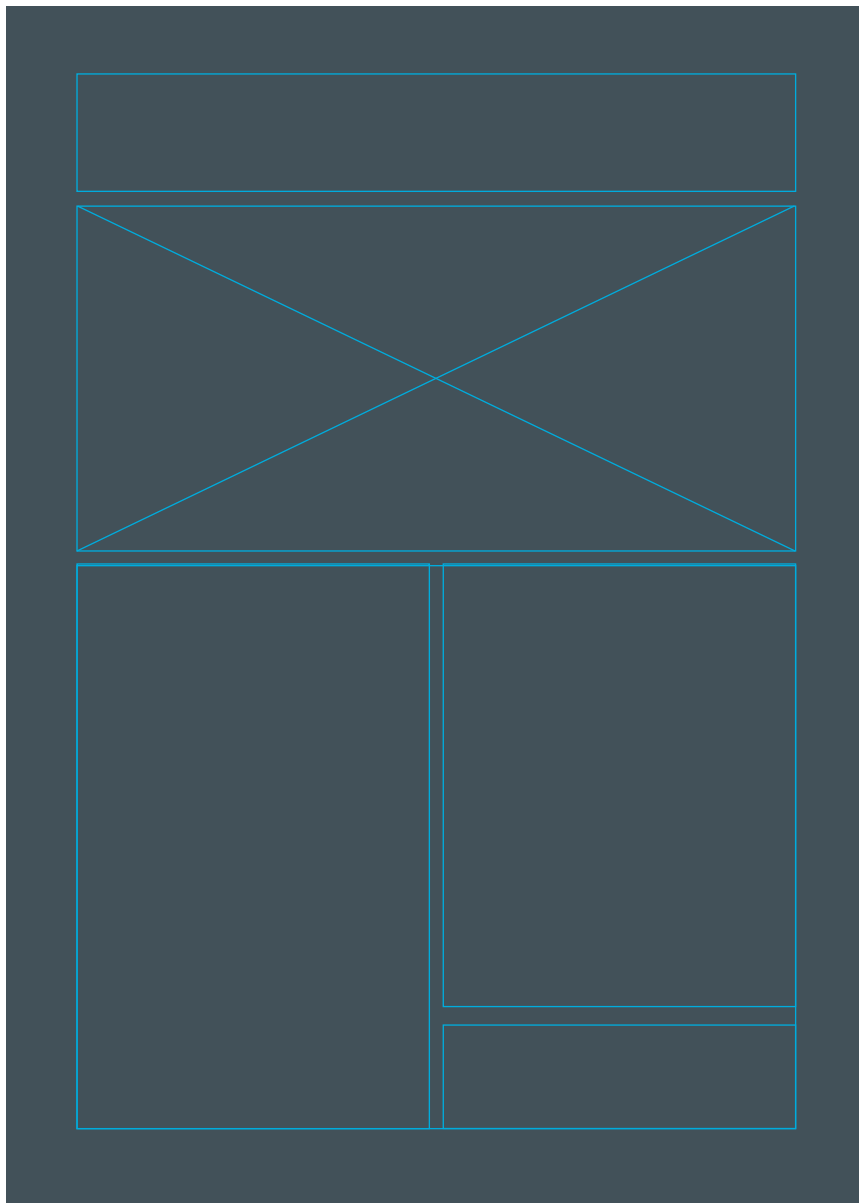


MEDIVIEW IS DEFINING THE FUTURE OF SURGICAL NAVIGATION.

We are now in a world where surgeons can perform procedures aided by holographic augmented reality, giving them 3-D X-Ray vision with unprecedented, intuitive procedural navigation capabilities. We are on the precipice of creating new gold standards for patient care. Surgeons will have the ability to look directly into a patient's anatomy with real-time soft tissue adjustments, creating opportunity for more minimally-invasive procedures and better overall patient care. We are enabling better education and procedural exposure to the next wave of healthcare workers. We are creating new pathways for collaborative healthcare where surgeons from anywhere in the world can have a first-person viewpoint of the procedure through any internet connected device, allowing them to actively engage in the procedure, offering guidance as they view the actual surgical environment. We are democratizing healthcare and changing the future.



MediView
TRANSFORMATIVE VISION



MEDIVIEW CUSTOMIZED GRID SYSTEMS

-

Example:
Poster A3

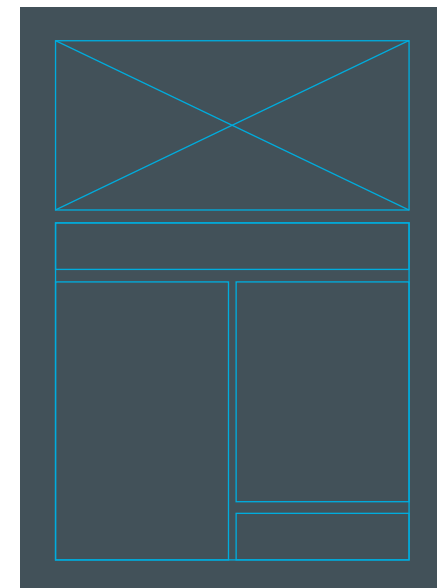


A3 VERTICAL GRID SYSTEM EXAMPLES

-

Explanation:

This shows an approved layout with a typography grid for a A3 Poster.



SCREEN HORIZONTAL GRID SYSTEM EXAMPLES

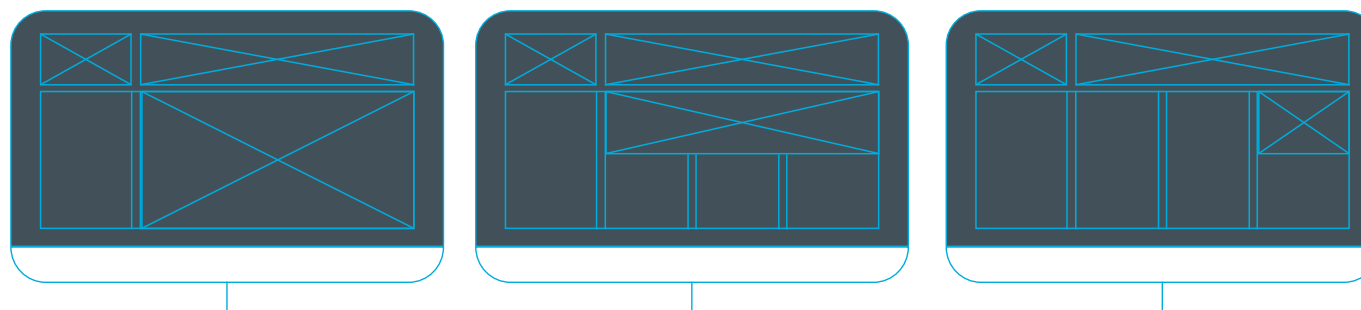
Explanation:

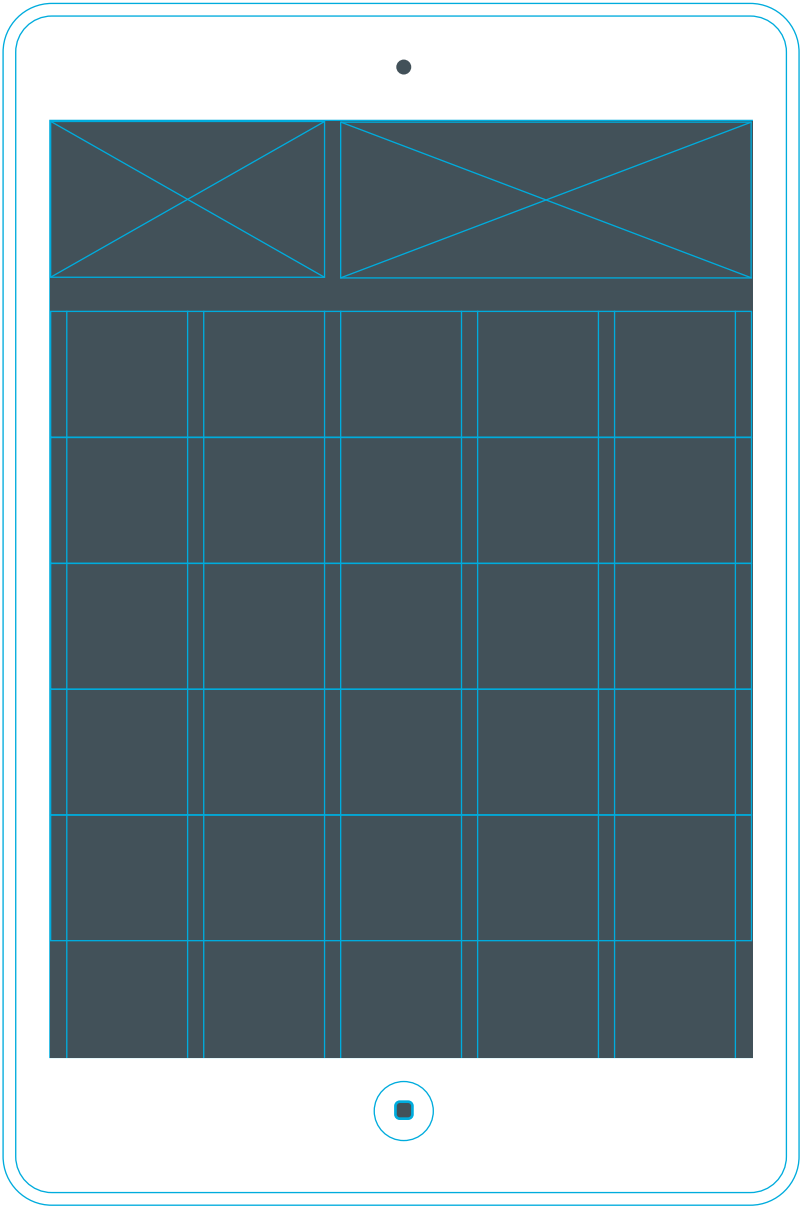
This shows an approved layout with a typography grid for a 16:9 Screen. This will be used for Company presentations in Powerpoint or Keynote.

MEDIVIEW CUSTOMIZED GRID SYSTEMS



Examples: Screen Grids





MEDIVIEW CUSTOMIZED GRID SYSTEMS

Example:
Tablet



TABLET VERTICAL GRID SYSTEM EXAMPLE

Explanation:
This shows an approved layout with
a typography grid for an iPad tablet
Poster.

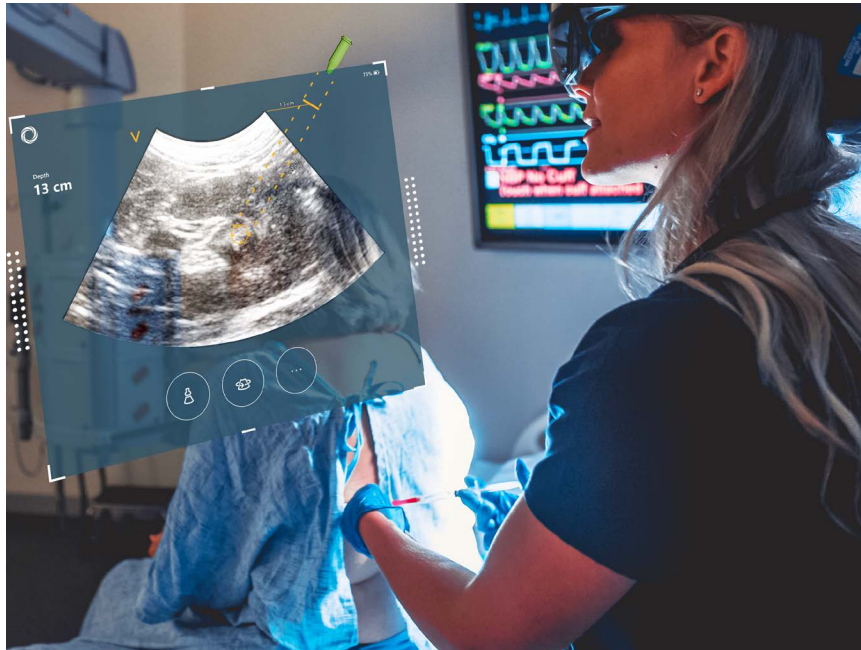
S8 CORPORATE IMAGES

Corporate Image

Corporate Image Color

Corporate Image Black and White

Blending Modes and Options



MEDIVIEW CORPORATE IMAGE: XR30 / XR50 IMAGES

Corporate images are responsible to transfer the values of MediView to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. MediView use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

EXAMPLES FOR XR30 & XR50 CORPORATE IMAGE SYSTEM

Requirements:

- desaturate colours
- high contrast ultrasound image
- sharp images
- minimalistic look
- modern and businesslike

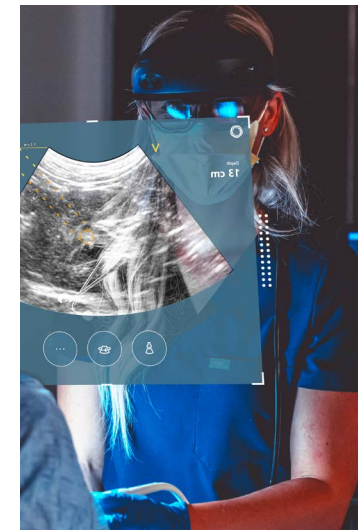
- XR50



- XR30



- XR30



- XR50

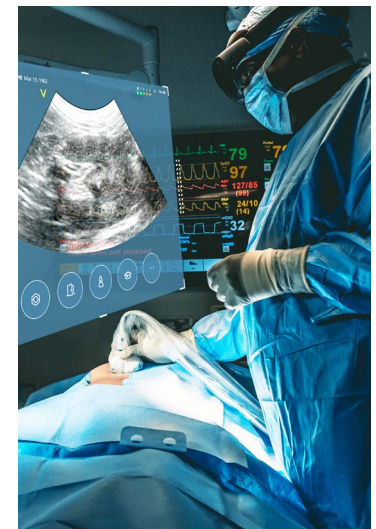
MEDIVIEW CORPORATE IMAGE: XR90 IMAGES

Corporate images are responsible to transfer the values of MediView to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. MediView uses various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

EXAMPLES FOR XR90 CORPORATE IMAGE SYSTEM

Requirements:

- desaturate colours
- high contrast ultrasound image
- sharp images
- minimalistic look
- modern and businesslike



S9 CORPORATE ICONOGRAPHY

Corporate Iconography
Application



MEDIVIEW CORPORATE ICONOGRAPHY

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.

EXAMPLES FOR MEDIVIEW ICONOGRAPHY SYSTEM

How to:

- only use icon with a background
- minimum stroke size: 0.5 pt
- upscale only proportional



ICONOGRAPHY DOWNLOAD LINK



Direct Link : <http://www.design-inc.com/iconography.zip>



<- Scan for download iconography

S10 SUMMARY AND CONTACT

Summary
Contact



MediView Design & Brand Collection

SUMMARY

A company's logo and component elements sets the tone for the public's relationship with our brand. It is, therefore, tremendously important that the MediView logo conveys a consistent, positive look and feel.

We achieve this objective by always referring to the guidelines above when placing our logo and brand identity in any document or online environment. Should you ever have any questions about the proper use and placement of the MediView logo, please call 216.445.3802

CONTACT

For further information please contact:

Bruce Staebler
Signature Brand Factory

E: info@mediview.com
P: 216.445.3802

COMPLETE MANUAL DOWNLOAD LINK



Direct Link : [http:// www.mediview.com/brandmanual.zip](http://www.mediview.com/brandmanual.zip)



<- Scan for download the
complete MediView Corporate
Design Brand Manual



WWW.MEDIVIEW.COM/DESIGN



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CONTACT

Address

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Global Innovation Center
10000 Cedar Ave. STE# GCIC3-110
Cleveland, Ohio 4419
United States



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