



mediwave

Brand Guide

2023

The Mediwave Brand Guide helps us ensure our message is simple, clear, and direct. Elevating the content that matters the most, we aim to create delightful connections.

The brand identity elements - logo, colour, typeface, icons, templates, and corporate identity - make it easier to create unforgettable internal and external communications. The shared elements that connect our offerings, serve as the cornerstone for the narrative of our brand, products, and services - when used in together. These elements should be consistently incorporated throughout all brand materials to effectively communicate Wavenet's brand story.

The following guidelines are your introduction to how we can use visual identity as a thread that ties Mediwave-branded offerings together. They are a call to action to align our creative work and bring a new focus on our connected brand identity system.

Logo

Modern, Diverse, Positive.



The Mediwave logo is the most recognisable brand asset of the Company.

The logo consists of a wordmark and an icon that conveys the global impact we hope to achieve with our brand and services. The logo should be used in its approved forms and should not be modified as describes later in the guide. This ensures clarity of communication and strengthens the brand.

Logo Usage

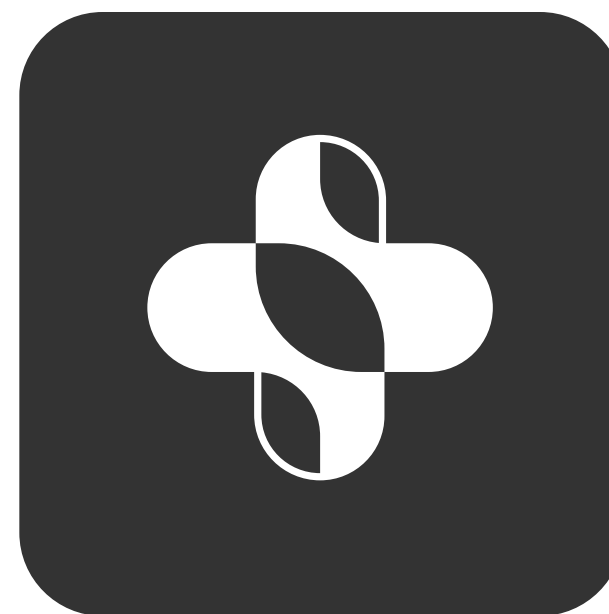
Straight Version

The straight logo - coloured logo with the blue 'Mediwave' text on white background, is the standard version of the Mediwave logo and should be used for any general purposes. Ensure colour accuracy by using the most recent colour-corrected logo files in CMYK, RGB and Pantone.



Stacked Version + Bug

The stacked version of the Mediwave logo should only be used for vertical layouts or, depending on the area available - if the space where the logo is to be used is square. The single bug logo should only be used for assets that include either the horizontal or the stacked version of the logo somewhere.



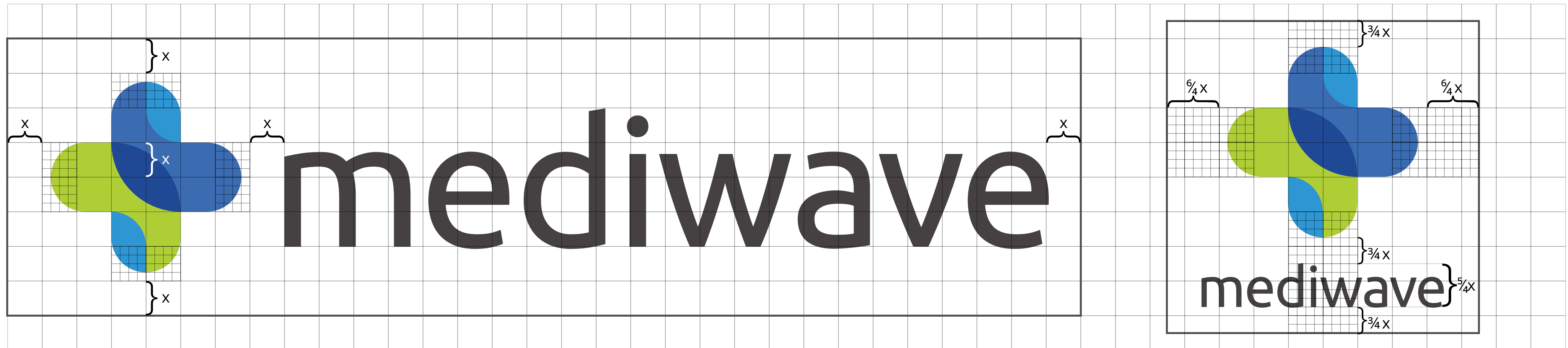
Monochrome

The black version of the Mediwave logo should be used only due to colour restrictions or where the full colour logo is not an option.



Logo Usage

The Protection Zone / Spacing



Always maintain the required clear space around the logo.

Clear space - Print: In print materials, the preferred amount of space around the logo is equal to the width (X) of the smallest unit as indicated, in the logo. This effect the horizontal of the stacked version accordingly.

Clear space - Web: Maintaining 10 pixels of clear space is always preferred.

[Download Logos](#)

Logo Usage

Logo Violations

The Mediwave logo should not be altered. These logo standards apply for all content that is owned and controlled by Mediwave, including co-branding and partnerships.



x



x



x



x



x

Do not apply effects onto the logo

Do not outline the logo

Do not distort or skew the logo

Do not change logo colors

Do not use a low resolution logo



x



x



x



✓



✓

Do not place the mediwave logo on solid colours that does not contrast the elements of the logo. When placing the logo on an image, make sure the logo is fully legible.



x



x



✓



✓

Colours

Effective, Powerful, Recognisable.

Colour is an effective, powerful, and instantly recognisable medium for visual communications. To convey Wavenet's personality and brand values, there is a precise colour palette.

Primary Colours

This ensures a consistent, clean and professional appearance while allowing important informations to stand out.



WEB : #263F8C
RGB : 38, 63, 140
CYMK : 100, 89, 0, 0
Pantone: REFLEX BLUE CP

WEB : #4C6497
RGB : 76, 100, 151
CYMK : 82, 58, 0, 0
Pantone: 23800 UP

WEB : #5C93C4
RGB : 92, 147, 196
CYMK : 74, 26, 0, 0
Pantone: P 109-6 U

WEB : #A7C349
RGB : 167, 195, 73
CYMK : 35, 0, 100, 0
Pantone: P160-8 U

The Mediwave colours comprise main, light, shadow and accent colours, and have to be used following our hierarchy. All four colours are supposed to be used for content, highlights, etc. in addition to the general visual brand foundation. To keep a balance in the design, use preferably not more than one secondary colour in combination with the primary colour scheme. The accent colours are for illustration, diagram, complex graphic, etc. In case you need assistance in combining colours or need a missing colour code, feel free to reach out to the Corporate Communications Team.

Secondary Colours



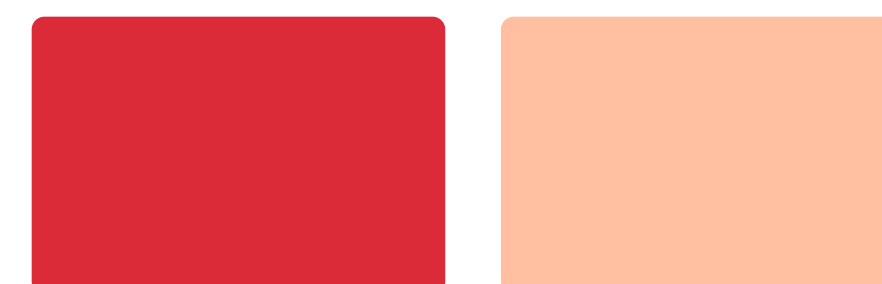
WEB : #023953
RGB : 2, 57, 83
CYMK : 100, 75, 45, 35
Pantone: 3035 C

WEB : #5B8C5A
RGB : 91, 140, 90
CYMK : 70, 25, 75, 10
Pantone: 7730 C

WEB : #92DEC5
RGB : 146, 220, 229
CYMK : 35, 0, 10, 0
Pantone: 318 C

WEB : #BFD7EA
RGB : 191, 215, 234
CYMK : 25, 5, 5, 0
Pantone: 2707 C

Accent Colours



WEB : #DB2B39
RGB : 219, 43, 57
CYMK : 5, 100, 85, 5
Pantone: 711 C

WEB : #FFBFA0
RGB : 255, 191, 160
CYMK : 0, 30, 35, 0
Pantone: 162 C

Typeface

Professional, Corporate, Consistent

As a Wavenet Company, Mediwave uses the Wavenet preferred corporate font Open Sans. This not only emphasises the visual connection between Wavenet and Mediwave, but also bridges both brand systems.

Aa

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Extra Bold

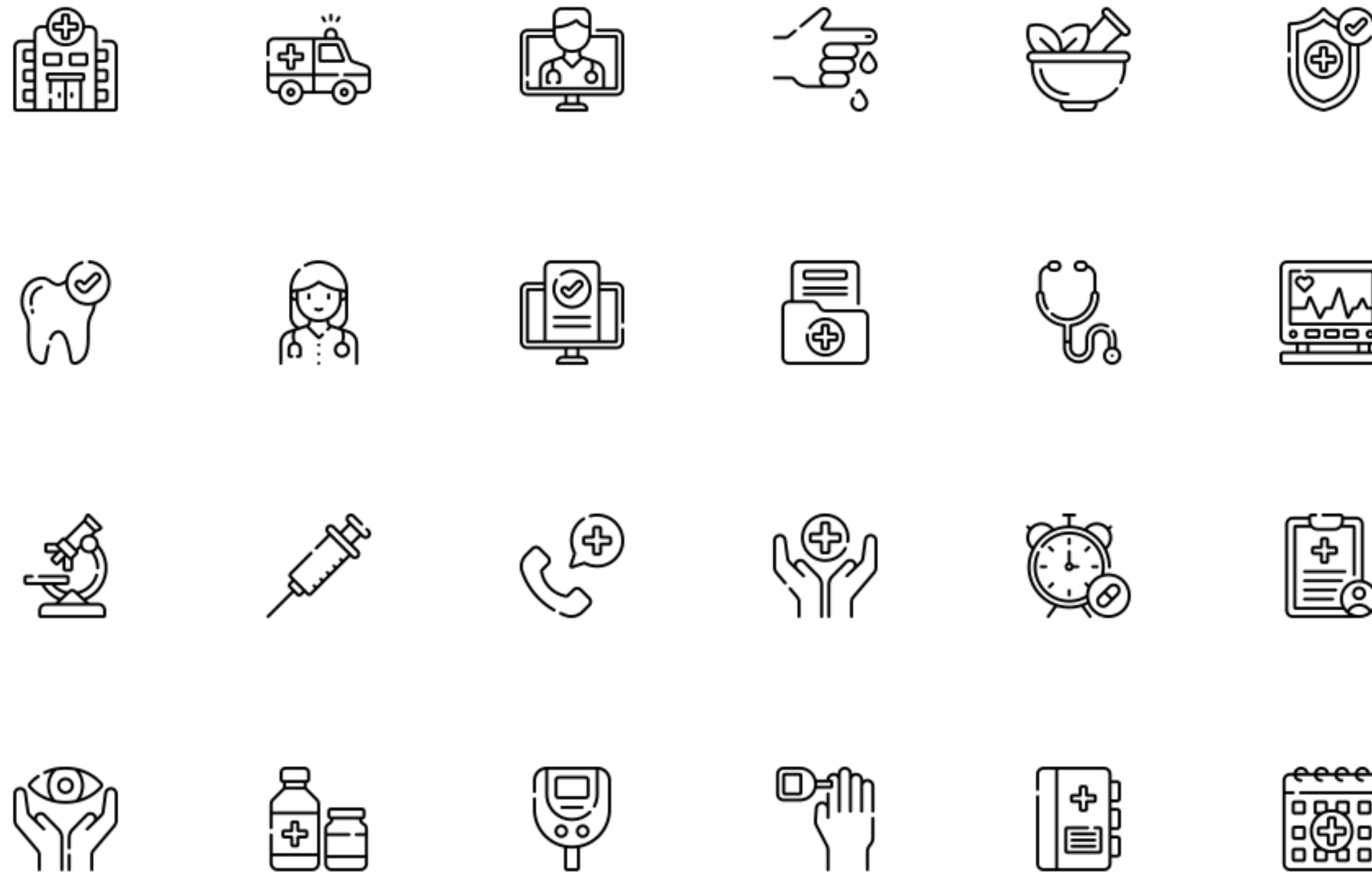
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Icon Set

Actionable, Informative, Consistent.

Icons are primarily used onscreen, where they are actionable. Use icons to convey information, not only for decoration.

Line Icons

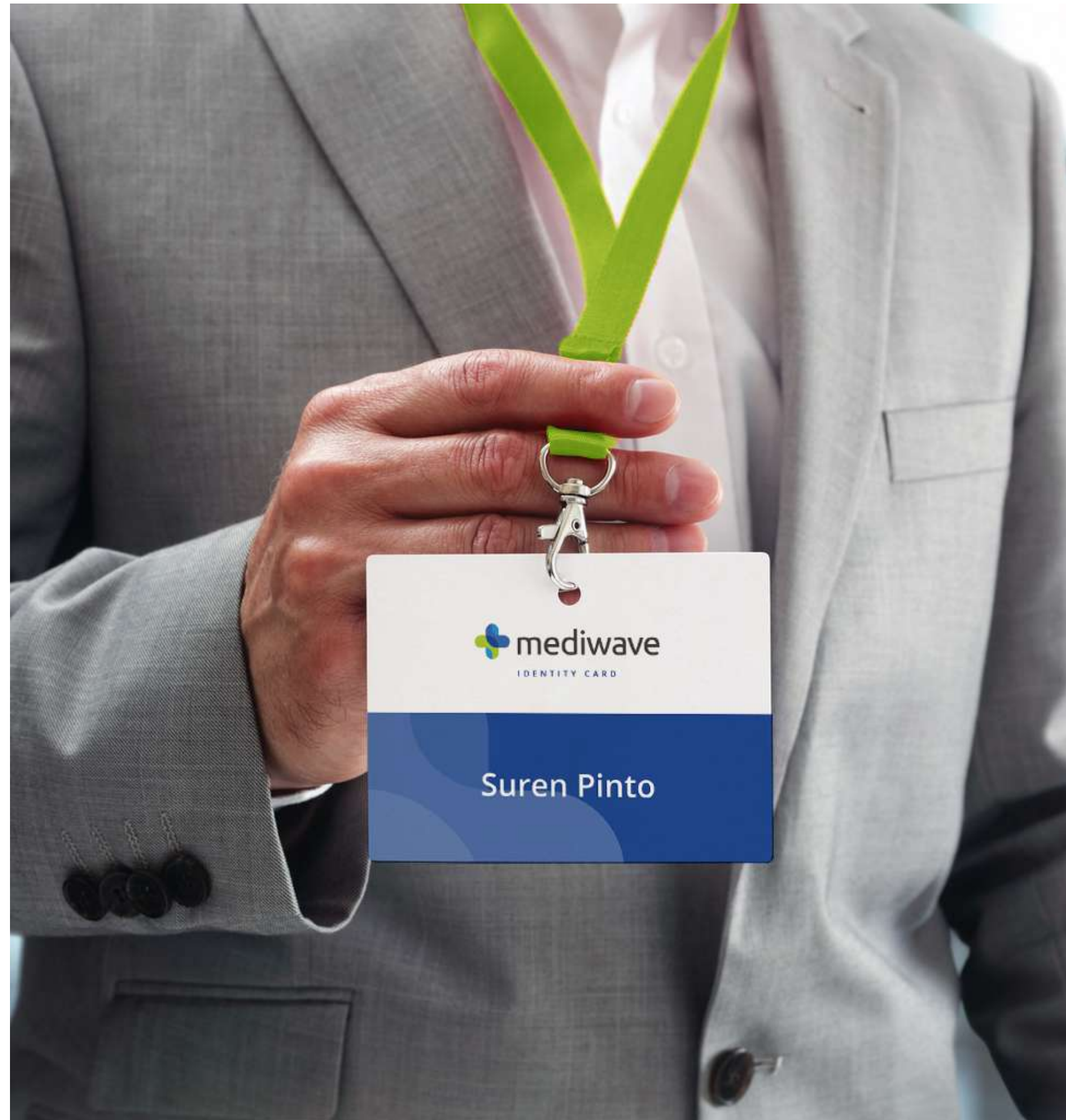


Colored Icons

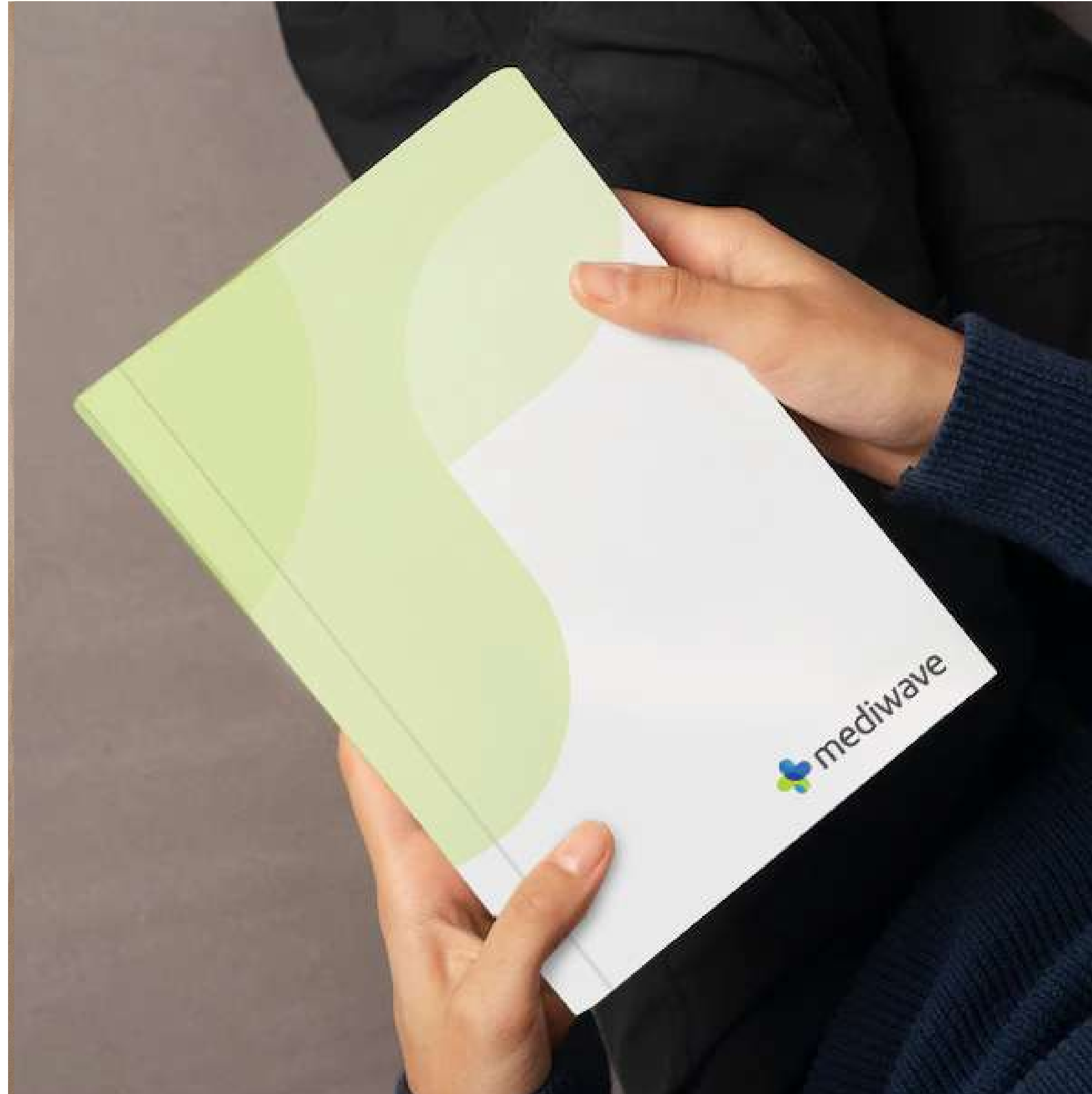


[Get Icon Set](#)

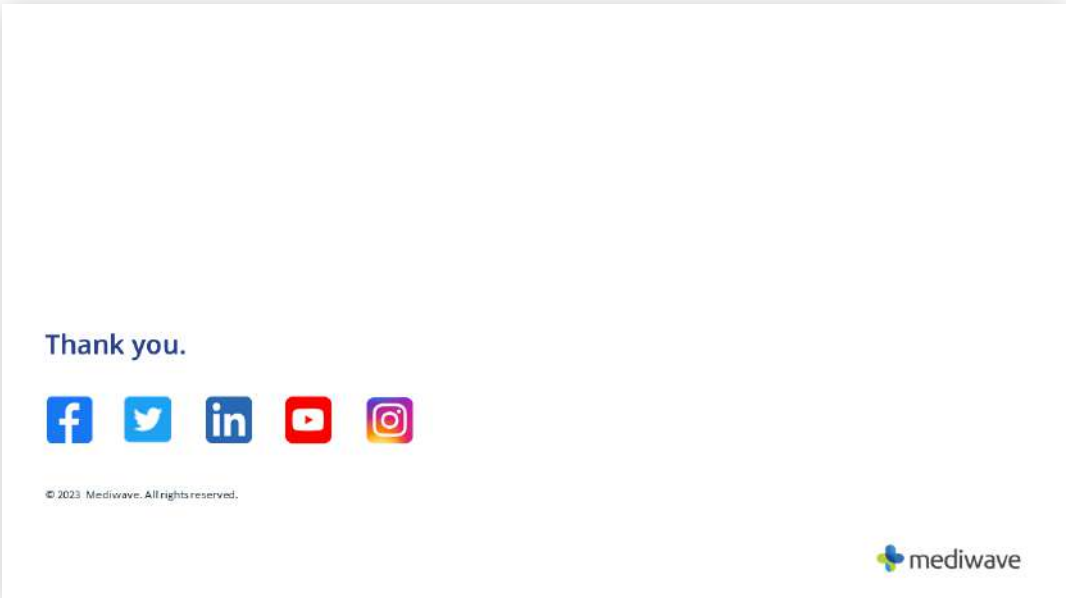
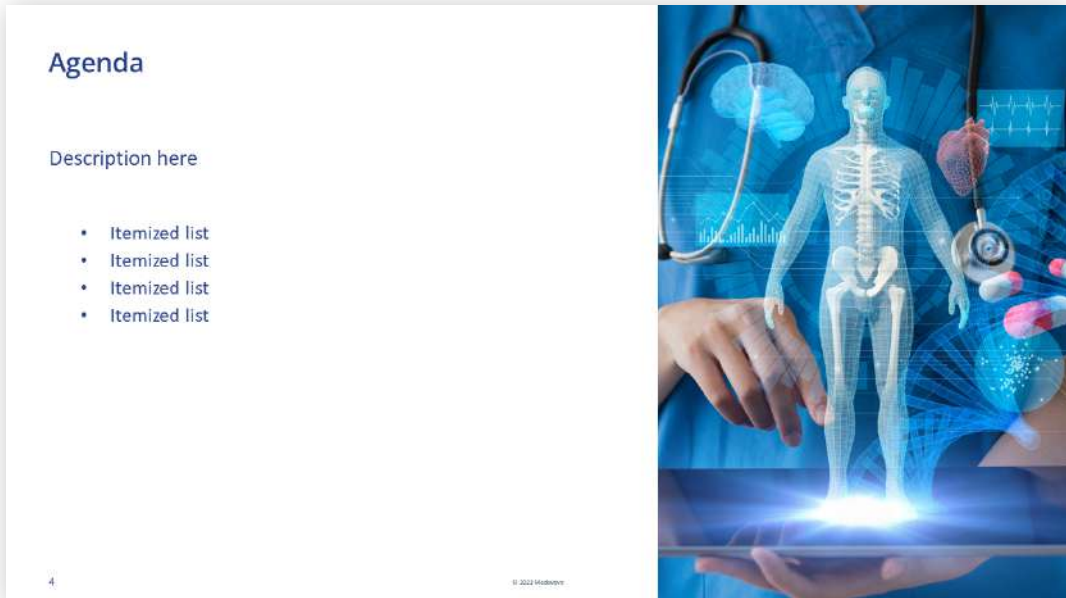
Corporate Identity



Corporate Identity



PowerPoint Template



As a Wavenet Company, Mediwave uses the Wavenet preferred corporate font Open Sans. This not only emphasises the visual connection between Wavenet and Mediwave, but also bridges both brand systems.

Get PowerPoint Template

Word Template

Title, Headline

Lorem ipsum is simply text of the printing

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

H1. Headline

Body Copy: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting,

H2. Headline

Body Copy: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting,

H3. Headline

Body Copy: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

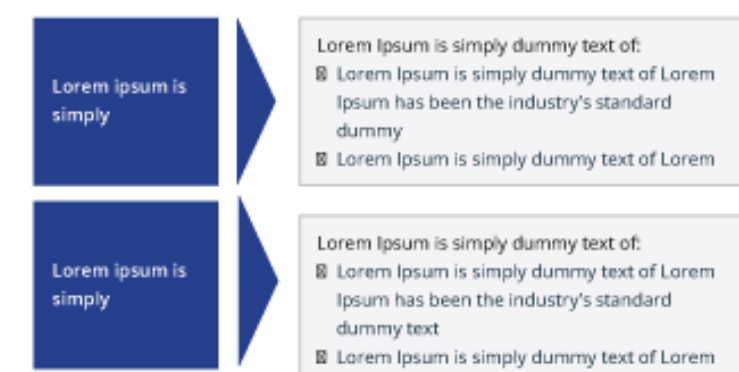


Figure 1: Text Text

H1. Headline

Body Copy: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer.

H2. Headline

Body Copy: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took.

H3. Headline

Body Copy: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s,

- Bullet 1: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s
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 - Bullet 2: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.
 - Bullet 3: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever.

H4. Headline

Body Copy: Lorem Ipsum is simply dummy text of

Table head Table subhead	Table head Table subhead	Table head Table subhead	Table head Table subhead
Table body copy	■ Table body copy ■ Table body copy ■ Table body copy	Table body copy	■ Table body copy ■ Table body copy
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The main font in Wavenet Word Template is Open Sans Semibold (Headings) / Calibri (Body).

Following the Wavenet corporate font - Open Sans, any and all Mediwave communication material disseminated on a Word document are to follow its designated template.

Get Word Template

Our brand elements come together to tell stunning stories that elevate the content that matters the most, while creating delightful connections.

For questions regarding the new Brand Guide, please contact the Mediwave Corporate Communications team at corpcomms@globalwavenet.com

