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Advancing Clarity in Medicine

Corporate Identity Guidelines

Version 1.0

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The purpose of these guidelines is to provide a useful reference tool for the proper implementation of all Corporate Identity elements, i.e. logos, colors, taglines, typeface, etc. to all those who plan, prepare and/or produce visual and verbal marketing communications whether online, in print or in presentation materials.

1.0 BRAND VISION

1.1 med fusion Services

- **Clinical Laboratory Services:** full service reference lab for hospitals including pathology testing, molecular diagnostics and esoteric services.

- **Clinical Trials Services:** for pharmaceutical and biotech companies including: central laboratory services, contract research organization services and site management services for physicians who are conducting clinical trials on behalf of biotech and pharmaceutical companies.

- **Site Management Services:** to pharmaceutical and biotechnology companies such as regulatory support for physicians to conduct clinical trials.

- **Contract Research Organization Services:** ultimately, **med fusion** will grow into a full service contract research organization.

1.2 Target Audience

med fusion targets:

- CEOs and COOs of hospitals
- Laboratory Directors in hospitals or VP Laboratory Services
- VPs and higher who are in charge of operations in the hospital
- Directors and VPs and Senior VPs of therapeutic service lines
  (those responsible for clinical trials)

1.3 Positioning Statement

med fusion uniquely integrates laboratory services and clinical trial services leveraging patient information to advance clinical research, reduce the cost of each episode of treatment and improve personalized patient care.

1.4 Three Pillars to Support the Positioning Statement

- Advance clinical research
- Reduce the cost of each episode of treatment
- Improve personalized patient care

2.0 CORPORATE GUIDELINES

2.1 Logo

The logo is the official identifying mark for the company.
Correct and consistent use will preserve this identity from a branding standpoint.

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- In 4-color printing the logo should appear in the approved brand colors (PMS 7427, PMS Warm Gray #8, 50% Black, 60% Black

- In 1 or 2-color printing the logo may appear in black with 25%, 50% and 60% Black

- Never change the typeface of the logo or tagline; use approved fonts

- The company logo may be used in two versions, alone or in conjunction with the approved tagline

- The logo should never be reproduced smaller than 1.5″

- All elements, i.e. text and pictures will be placed at least 5/8″ away from all sides of the logo. However, more is preferred to give the logo more white space.

- On a black or monochrome dark background the logo appears with white text, the red circle changes to black with a 2pt white stroke.

Logo Violations

Correct logo files

- PDF: use only for informal viewing. High-resolution PDFs can be used for printing jobs.

- JPEG: Use for emails and web use only.

- EPS: This is ideal for graphics reproduction. Can be scaled to any size.

- TIFF: Can be used for print and high-resolution production.
  Cannot be scaled larger than the size defined for that purpose.

2.2 Name

When using the name of the company without the logo it must be used as two words in all lower case:

med fusion

It is suggested to bold the name so it stands out in body copy. You may use bold red (PMS 7427) or bold 85% Black.

med fusion

med fusion

2.3 Tagline

Approved Tagline:
Advancing Clarity in Medicine

Tagline Specs
The tagline should always appear in the approved location. Ideally the tagline is shown on a pure white background reproduced in 50% Black.

3.0 STATIONERY SYSTEM

3.1 Business Card

Size 3.5″ x 2″

Business Card Specs-Dimensions

Margin: .25″ all around

Business Card Specs-Typography

Name:
ITC Avant Garde Gothic Std Book
9pt/10.8pt
95% Black

Title:
ITC Avant Garde Gothic Std Book Oblique
6pt/9pt
50% Black

Address:
ITC Avant Garde Gothic Std Book
6pt/7.2pt
60% Black

Keith Laughman
President & CEO

At the ConVergence Center
2501 South State Highway 121, Suite 1100
Lewisville, TX 75067-8188
Phone: +1.972.966.7003 • Fax: +1.972.966.7227
E-mail: rklaughman@medfusionservices.com
www.medfusionservices.com

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Website:
ITC Avant Garde Gothic Std Demi
6pt/7.2pt
PMS 7427

3.2 Letterhead

Size: 8.5" x 11"

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April 1, 2010

Dr. Smith
President/CEO
Medical Center
P.O. Box 33333
Fort Worth, TX 76115

Dear Dr. Smith:

Perhaps you have seen coverage in the Dallas Morning News and the Dallas Business Journal regarding a new provider of esoteric laboratory and clinical trials support. Initially, we were going by the name of NewCo during our formation stage. We have now selected 'med fusion' as our permanent name. This name was selected because of the combination of services that we provide, and our tight integration with the medical centers that we support.

We hope that in the future you will utilize our vast amount of services, because your competition is using us and is very successful.

We are currently in a space downtown in the Chase Building at 2200 Ross Avenue. It is a very lovely space overlooking all of Dallas.

Thank you for your time and consideration!

Sincerely,

Joe Jones
Staffer

At the ConVergence Center • 2501 South State Highway 121 • Suite 1100 • Lewisville, TX 75067-8188
Phone: +1.972.966.7000 • Fax: +1.972.966.7227 • **www.medfusionservices.com**

2.33″

1.375″

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Letter:
Verdana
11pt/13.2pt
85% Black

April 1, 2010

Dr. Smith
President/CEO
Medical Center
P.O. Box 33333
Fort Worth, TX 76115

Dear Dr. Smith:

Perhaps you have seen coverage in the Dallas Morning News and the Dallas Business Journal regarding a new provider of esoteric laboratory and clinical trials support. Initially, we were going by the name of NewCo during our formation stage. We have now selected 'med fusion' as our permanent name. This name was selected because of the combination of services that we provide, and our tight integration with the medical centers that we support.

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Thank you for your time and consideration!

Sincerely,

Joe Jones
Staffer

Rule:
.5pt stroke
PMS 7427
Centered

5.0625″

At the ConVergence Center • 2501 South State Highway 121 • Suite 1100 • Lewisville, TX 75067-8188
Phone: +1.972.966.7000 • Fax: +1.972.966.7227 • **www.medfusionservices.com**
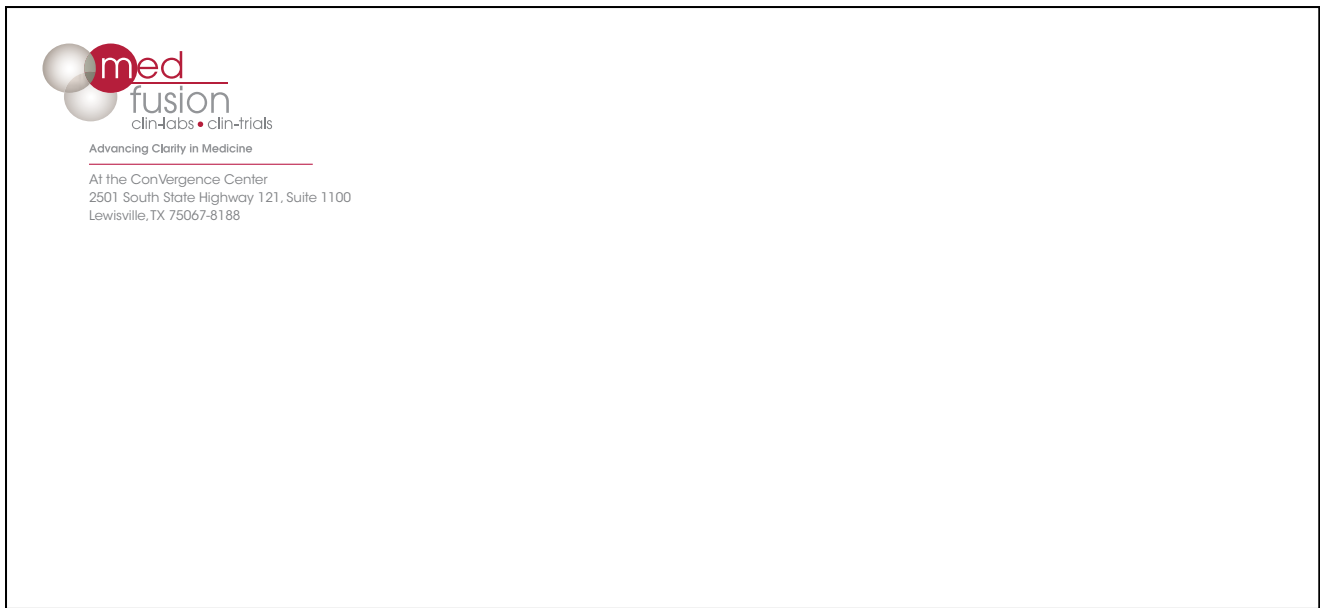
Address:
ITC Avant Garde
Gothic Std Book
7.5pt/10pt
60% Black
Centered

Website:
ITC Avant Garde Gothic Std Demi
7.5pt/10pt
PMS 7427

3.3 Envelopes

#10 Envelope
Size: 9.5″ x 4.125″

#10 Envelope Specs-Dimensions and Typography
Margin: .25″ all around

1.5736″

Rule:
.5pt stroke
PMS 7427

Address:
ITC Avant Garde Gothic Std Book
6.5pt/9pt
60% Black

Large Envelope
Size: 8.5" x 11"

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At the ConVergence Center
2501 South State Highway 121, Suite 1100
Lewisville, TX 75067-8188

1.9041″

**med
fusion**
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Advancing Clarity in Medicine

Rule:
.5pt stroke
PMS 7427

At the ConVergence Center
2501 South State Highway 121, Suite 1100
Lewisville, TX 75067-8188

Address:
ITC Avant Garde Gothic Std Book
7.8pt/11pt
60% Black

4.0 VISUAL VOCABULARY

4.1 Typeface

Typography is a vital element of all written and visual communications and therefore needs to be applied in a uniform and consistent manner. Typeface is important in maintaining a consistent and recognizable brand identity. All body copy in print should be 85% Black. All body copy for web should be #333333.

Primary Typeface–ITC Avant Garde Gothic
The primary font for **med fusion** is the ITC Avant Garde Gothic family. There is a wide range of weight variations within the family. This was chosen because of its readability, combination of thick and thin lines, and modern appeal.

Primary Print Typeface (85% grey)

ITC Avant Garde Gothic Std

Sample headline (Avant Garde Gothic Book)
Sample Headline (Avant Garde Gothic Demi**)**
Sample headline *(Avant Garde Gothic Book Oblique)*

Avant Garde Gothic Book
Body copy. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea.

Secondary Typeface–Baskerville
Baskerville has been chosen as the secondary typeface. It works well with Avant Garde and is easily readable. It is a support font for Avant Garde and will not always be used. It can be used for body copy on print collateral.

Secondary Print Typeface (85% grey)
Baskerville Regular
Body copy. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea.

Web and Office Application Typeface–Verdana
Verdana has been chosen as the web and office application typeface. It should be used when working in Microsoft Office applications such as Word, PowerPoint, etc. It is classic, readable, and available on most machines.

Web and Microsoft Office Typeface (#333333)

Verdana
Sample Headline (Verdana)
Sample Headline (Verdana Bold)

Verdana
Body copy. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea.

4.2 Color System

The **med fusion** color system is based on the coated Pantone Matching System (PMS) and composed of a corporate color and a master palette. They are chosen to best reflect the look and feel of the **med fusion** brand.
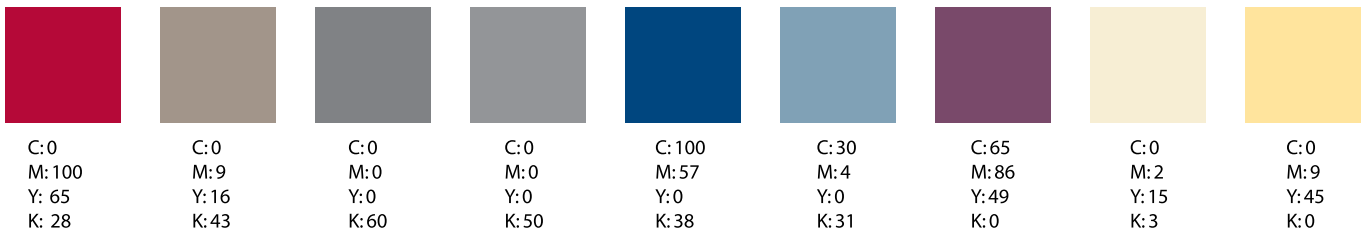
There are 4 options for color conversions:

- PMS should be used for spot color printing
- CMYK should be used for four-color printing
- Use RGB for Microsoft Office applications
- Only use the HTML Color Codes for website applications

If possible, the logo should always print in PMS 7427, PMS Warm Gray #8, 50% Black, 60% Black.
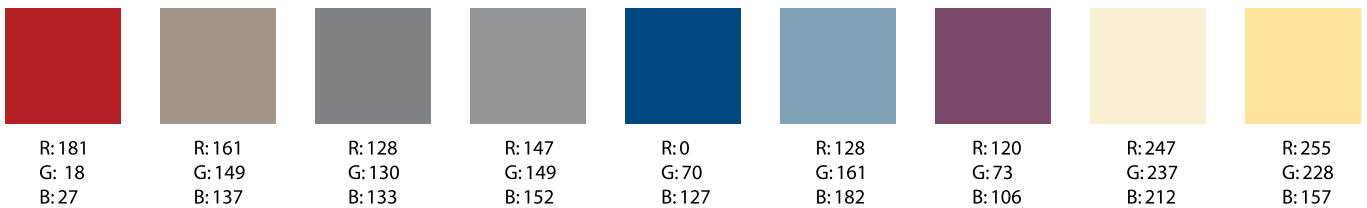
PMS

PMS 7427	PMS Warm Gray 8	60% Black	50% Black	PMS 541	PMS 5425	PMS 5125	PMS 7500	PMS 1215

CMYK

C: 0 M: 100 Y: 65 K: 28	C: 0 M: 9 Y: 16 K: 43	C: 0 M: 0 Y: 0 K: 60	C: 0 M: 0 Y: 0 K: 50	C: 100 M: 57 Y: 0 K: 38	C: 30 M: 4 Y: 0 K: 31	C: 65 M: 86 Y: 49 K: 0	C: 0 M: 2 Y: 15 K: 3	C: 0 M: 9 Y: 45 K: 0

RGB

R: 181 G: 18 B: 27	R: 161 G: 149 B: 137	R: 128 G: 130 B: 133	R: 147 G: 149 B: 152	R: 0 G: 70 B: 127	R: 128 G: 161 B: 182	R: 120 G: 73 B: 106	R: 247 G: 237 B: 212	R: 255 G: 228 B: 157

HTML

B50938	A19589	808285	939598	00467F	231F20	78496A	F7EDD4	FFE49D