

# BRAND STANDARDS GUIDE 2019

[WWW.INMODEMD.COM](http://WWW.INMODEMD.COM)



INMODE

## INTRODUCTION

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use

## BRAND STANDARDS GUIDE

01.

Logos

02.

Tagline + Icons

03.

Brand Elements

04.

Color Palette

05.

Typography

06.

Workstations

07.

Technology Treatments



*01.*

LOGO

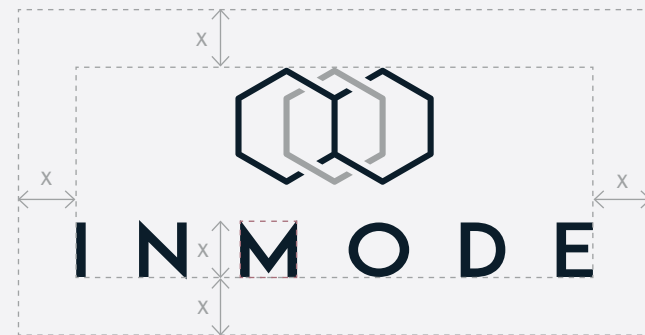


## PRIMARY/ HORIZONTAL LOGO

The InMode logo has been created to capture the qualities of the brand in a straightforward symbol and wordmark. It is a strong and distinct logo that is the anchor of every piece of InMode communication. To maintain the logo's integrity, always use the original artworks supplied and adhere to the following guidelines when using the logotype:

### *Clear Space*

To ensure the InMode logotype stands out and remains uncrowded, always leave a clear space equal to the height of the M in the logotype. This area should be kept clear of any graphic elements, including obstructive



## LOGO COLOR VARIATIONS

*2 Color*



*1 Color*



*2 Color Reversed*



*1 Color Reversed*



## HORIZONTAL LOGO

The primary logo should be used whenever possible, however in certain situations where space is limited, the logo can be used in this horizontal format.

*2 Color*



*1 Color*



*2 Color Reversed*



*1 Color Reversed*





*02.*

**TAGLINE+ICONS**



## TAGLINE

The InMode tagline has been specially designed to capture the precise and reliable qualities of the brand in a straightforward wordmark. To maintain the tagline's integrity, always use the original artworks supplied and adhere to the following approved design formats.

### *Stamp*



### *Horizontal*

INNOVATE *with* INMODE

INNOVATE *with* INMODE



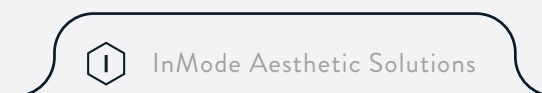
## ICON

The following icons can be used as an accent, or in small scale digital applications. Icons can appear in any one color from the color palette or black and white.



## FAVICON

The InMode favicon has been simplified and specifically designed to fit the required 16 x 16px format for web and browser use.





*03.*

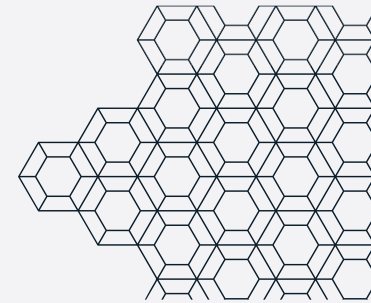
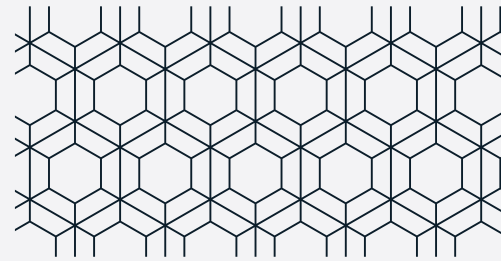
**BRAND  
ELEMENTS**



## BRAND ELEMENTS

The InMode hexagon is an optional style element for delivering information on InMode branded collateral. The inverted triangle rectangle background can be used behind copy over images when copy isn't legible without a background.

### *Pattern*



### *Shape*





*04.*

**COLOR PALETTE**



## COLOR PALETTE

Standardizing a strong color palette will enhance the impact of the InMode brand. Used consistently over time, colors become associated with organizations. Consistent use of the InMode color palette will make our company recognizable and uniform. It provides a strong visual link across a wide range of applications.

### *Secondary Palette*

These colors can be used in addition to the primary palette in instances where a larger variety of color is visually necessary.

MIDNIGHT

PANTONE 5395 C/U  
CMYK • 89 73 56 67  
RGB • 13 31 44  
#0D1F2C

PLATINUM

PANTONE 877 C/U  
CMYK • 40 31 32 0  
RGB • 160 162 163  
#A0A2A3

PEARL

5% PANTONE 5395 C/U  
CMYK • 4 3 2 0  
RGB • 241 241 243  
#F1F1F3

TEAL

PANTONE 7472 C/U  
CMYK • 63 7 33 0  
RGB • 89 183 179  
#59B7B3

GOLD

PANTONE 7472 C/U  
CMYK • 10 14 49 0  
RGB • 230 210 147  
#E6D293

DUSTY ROSE

PANTONE 500 C/U  
CMYK • 38 65 40 0  
RGB • 168 111 127  
#A86F7F



*05.*

**TYPOGRAPHY**



## TYPOGRAPHY

Typography unifies our corporate identity by adding consistency and continuity. It is important to apply our corporate typefaces to all written communications in the letterforms' original format. Don't extend, condense or skew the letterform in any way.

01.

### BRANDON GROTESQUE BOLD ALL CAPS

Recommended for headlines and large type

A B C 1 2 3

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

02.

### *Bodoni Std Book Italic*

Recommended for subheads or an accent font

A a B b C c 1 2 3

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o

P p Q q R r S s T t U u V v W w X x Y y Z z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

03.

### Franklin Gothic Book

Recommended for standard body text

A a B b C c 1 2 3

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o

P p Q q R r S s T t U u V v W w X x Y y Z z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )



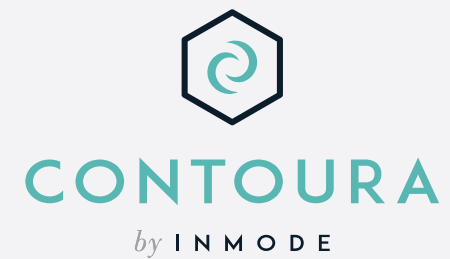
*06.*

**WORKSTATIONS**



# WORKSTATION LOGOS

Custom logo treatments have been created for consistency across all InMode products. All workstations have been designed with custom iconography. The InMode workstations should maintain consistent graphic treatments in all marketing and



WORKSTATION  
LOGO COLOR  
VARIATIONS

*1 Color*



**BODYTITE**

*by* INMODE

*3 Color*



**BODYTITE**

*by* INMODE

*3 Color Reversed*



**BODYTITE**

*by* INMODE





# BODYTITE

## WORKSTATIONS

01.



# VOTIVA

02.



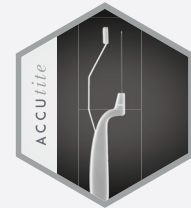




# EMBRACERF

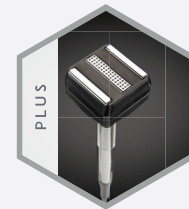
## WORKSTATIONS

03.



# CONTOURA

04.







# TRITON

## WORKSTATIONS

05.



06.



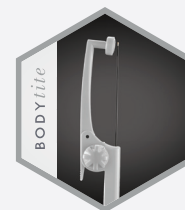


# BODYTITE<sup>PRO</sup>

WORKSTATIONS

INMODE RF

07.



08.





*07.*

**TECHNOLOGY  
TREATMENTS**

# TECHNOLOGY TREATMENTS

Custom type treatments have been created for consistency across all InMode products. InMode technologies should maintain consistent type treatments in all marketing and communications materials.

## *BodyTite*

FACE*tite* BODY*tite*

## *Votiva*

FORMA *v* FRACTORA *v*

## *Contoura*

BODY*fx* MINI*fx* PLUS

## *Optimas*

LUMECCA FRACTORA FORMA DIOLAZE

## *Triton*

TRITON DUO *light* TRITON DUO *dark*

## *Fractora*

FRACTORA



# TECHNOLOGY TREATMENTS COLOR VARIATIONS

*2 Color*

FACE *tite*

FRACTORA

*1 Color*

FACE *tite*

FRACTORA

*2 Color Reversed*

FACE *tite*

FRACTORA

*1 Color Reversed*

FACE *tite*

FRACTORA