

AseptiScope

Quick Branding Guidelines

Primary Logo with Eyelash

Default Primary Logo is **Blue**. Use alternate colors (Black/White) as necessary for improved visibility when background colors are clashing.

Blue



Black



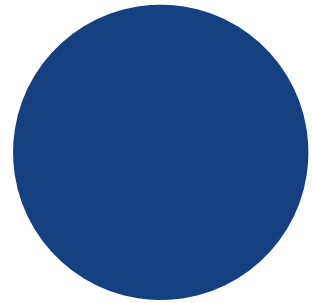
White



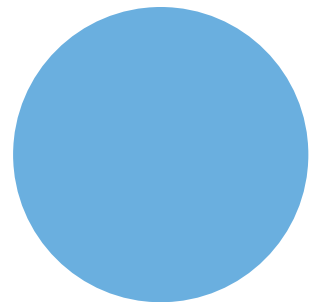
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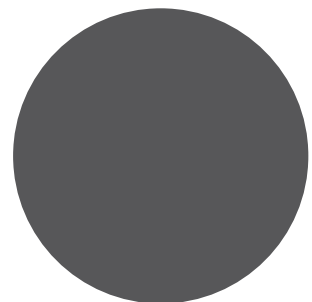
Primary Branding Colors



POSTER BLUE
hex #14407f
rgb (20, 64, 127)



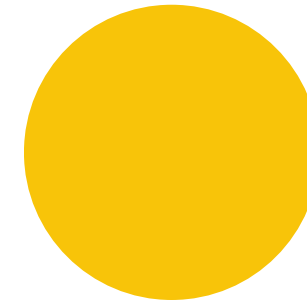
XAVIER BLUE
hex #6aafdf
rgb (106, 175, 223)



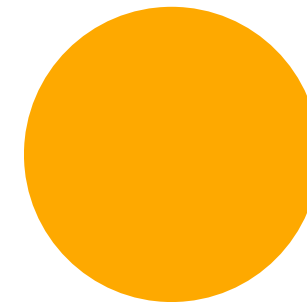
MOUNTAIN GRAY
hex #6aafdf
rgb (106, 175, 223)

Complimentary Branding Colors

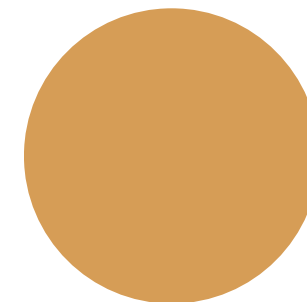
(For underlines, bolded text, contrast)



SUNSHINE YELLOW
hex #f8c409
rgb (248, 196, 9)



FLASH ORANGE
hex #d69d56
rgb (214, 157, 86)



BRONZE GOLD
hex #d69d56
rgb (214, 157, 86)

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Quick Branding Guidelines

Recommended fonts:

Open Sans

Montserrat

Poppins

Gotham

Use simple, basic, minimalistic, modern fonts for a more professional look.

AseptiScope

Quick Branding Guidelines

Messaging

Description:

PROTECT YOUR PATIENT: The First and Only Touch-Free
Stethoscope Aseptic Barrier Dispensing System

Positioning:

Only with The DiskCover System, stethoscopes are touch-free for patients.

Elevator Pitch:

“The DiskCover System is a touch-free, easy-to-use, and immediate solution to the stethoscope hygiene problem. Just Wave, Apply, and Remove to instantly apply an aseptic barrier to your stethoscope diaphragm, protecting your patient from the dangerous pathogens from it.”

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Branding Disclaimer

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Quick Branding Guidelines

Terms

The DiskCover[®] System Dispenser

The DiskCover[®] System Clean Cassette[®]

Capitalize, one-word “**DiskCover**” when referring to the brand name and system.

Lowercase, two words “**disk cover**” when referring to the aseptic barriers.