SIEMENS
Healthineers

Brand typeface Bree-SH

and Calibri system typeface

Version 1.2

English, December 2017

Contents

Bree-SH delivers an appealing modern look and feel, for eye-catching titles and is additionally included in our logo. It offers an attractive mix of traditional and vivid character letters with a lively cursive-inspired lowercase.

Bree-SH is clearly **influenced by handwriting**, reflecting our **brand's human touch** and expressing our **brand personality**.

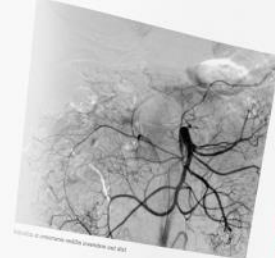How do you keep track of 10,000 patients and 750 different services a day?

Inspiring the future of healthcare together

Quos atur

Every challenge is the chance to create a better world

SIEMENS Healthineers

Concentrate on the future, not on your equipment

Quos atur

How do you keep track of 10,000 patients and 750 different services a day?

Quos atur

SIEMENS Healthineers

SIEMENS Healthineers

Concentrate on the future, not on your equipment

FILTER

All (754) · Products (700) · Support (54)

FEB 12 FEB 14
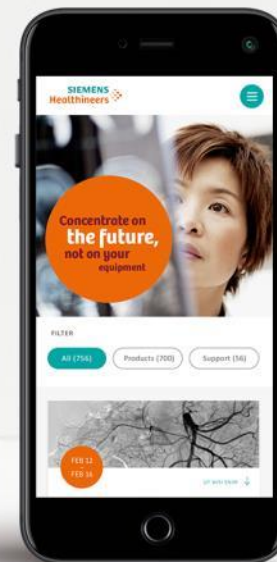
Bree-SH (Latin) and Calibri

Where to use our brand typeface Bree-SH

Application

The Bree-SH typeface offers all that is required in terms of individuality or exclusivity. That means when using this font, every message issued from the company will be distinctively recognized as Siemens Healthineers. When technically possible, always use our Bree-SH brand typeface in preference to Calibri.

- Non-editable documents such as PDF documents (embedded)
- Marketing communication
- Print and digital media (embedded)

Siemens Healthineers are supplied with the fonts as part of their client software package by local IT services.

Bree-SH

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 €$¢£¥ {&} (»!?§«) [@]

Bree-SH should be used as the first option but only when it is technically possible.

Where to use our system typeface Calibri

Application
The Bree-SH fonts are not pre-installed on all external devices and therefore will not be displayed. In this case, Calibri serves as a generic alternative font and is used for everything from business letters to emails and presentations. The font's advantage is that it renders and displays correctly and consistently on almost any system. This means that you should always use Calibri when global accessibility is a priority – in other words, in any document that needs to be transmitted electronically or for e.g. web applications.

- Editable documents such as Word® (business letter)
  and PowerPoint® (presentations)
- Email communication and email marketing
- Digital applications
- Documents transmitted externally

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 €$¢£¥ {&} (»!?§«) [@]

Calibri should be used as the second option but only when global accessibility is a priority.

Typographical styles Bree-SH (Latin)

The Bree-SH typeface family consists of **Bree-SH-Headline** and **Bree-SH-Text**. We only use these in combination with one another and never mix with other typefaces.

We generally set **headlines in Bree-SH-Headline** and use **Bree-SH-Text for body text**. The body text standard is the Bree-SH-Text Light with subheads in Bree-SH-Text Regular/Bold. Emphasis in the body text is given by Bree-SH-Text Regular/Bold. This combination of faces gives us a balanced overall typographic look that suits our brand.

We set these faces for print media in specially defined font sizes with appropriate line spacing and character spacing (used in applications for graphic design).

To be used for headlines (not smaller than 13pt)

Bree-SH-Headline Regular

Bree-SH-Headline Oblique

To be used for subheads/body text/highlights

Bree-SH-Text Bold

Bree-SH-Text Bold Oblique

Bree-SH-Text Regular

Bree-SH-Text Oblique

Bree-SH-Text Light

Bree-SH-Text Light Oblique

Bree-SH (Latin) recommended definitions for print

Usage	Font	Type size / line spacing	Letter spacing
Headline	Bree-SH-Headline Regular	39pt/39pt	0
Headline	Bree-SH-Headline Regular	30pt/33pt	0
Headline	Bree-SH-Headline Regular	24pt/27pt	0
Subhead	Bree-SH-Text Regular	14pt/18pt	5
Subhead	Bree-SH-Text Bold	14pt/18pt	10
Subhead	Bree-SH-Text Regular	12pt/15pt	5
Subhead	Bree-SH-Text Bold	12pt/15pt	10
Subhead	Bree-SH-Text Regular	9,5pt/12pt	10
Subhead	Bree-SH-Text Bold	9,5pt/12pt	15
Body text	Bree-SH-Text Regular	9,5pt/12pt	10
Caption	Bree-SH-Text Regular	8pt/10pt	15
Footnote	Bree-SH-Text Regular	7pt/9pt	20

What is the difference between Bree-SH-Headline and Bree-SH-Text?

To provide maximum usability for Siemens Healthineers, certain default characters were replaced with alternative forms of the typeface, to improve and enhance readability.

This has been done exclusively for Siemens Healthineers. Although Bree-SH-Headline Regular and Bree-SH-Text Bold have the same stroke and seem identical, they differ only in some lowercase character settings as seen to the right. These alterations have also been made for Bree-SH-Text Light and Bree-SH-Text Regular.

Bree-SH-Headline Regular

g y w u k

Bree-SH-Text Bold (alterations included in Regular/Light)

g y w v k

Language support for Bree-SH (Latin)

Afrikaans, Albanian, Asu, Basque, Bemba, Bena, Bosnian, Catalan, Chiga, Colognian, Cornish, Croatian, Czech, Danish, Embu, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, Ganda, German, Gusii, Hawaiian, Hungarian, Icelandic, Inari Sami, Indonesian, Irish, Italian, Jola-Fonyi, Kabuverdianu, Kalaallisut, Kalenjin, Kamba, Kikuyu, Kinyarwanda, Latvian, Lithuanian, Low German, Lower Sorbian, Luo, Luxembourgish, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Meru, Morisyen, North Ndebele, Northern Sami, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Polish, Portuguese, Romanian, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Scottish Gaelic, Sena, Shambala, Shona, Slovak, Slovenian, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Teso, Tongan, Turkmen, Upper Sorbian, Vunjo, Walser, Welsh, Zulu.

Key rules at a glance

1 Use the Bree-SH typeface family wherever possible.
Never combine Bree-SH with other fonts.

2 Only set headlines in Bree-SH-Headline Regular; use Bree-SH-Text
Bold/Regular for subheads; use Bree-SH-Text Bold/Regular for emphasis
in body text, and Bree-SH-Text Light for body text.

3 Set the typefaces in the specified sizes with the specified line spacing to
assure consistency across all media.

4 Check Fact sheets on /brandville to design headlines

5 Use the alternative Calibri fonts only when Bree-SH fonts cannot be used
for technical reasons, such as for web, or for Microsoft® Office®
applications, such as PowerPoint® or Word®, and other on-screen
applications.

Bree-SH Global

Overview of the global typographical styles

Bree-SH Global – Latin

Met eum ratas excerum
Met eum ratas excerum
Met eum ratas excerum

Bree-SH Global – Hebrew

שתי כדוויות הקנאים בה, ואמנות אנג
שתי כדוויות הקנאים בה, ואמנות אנג
שתי כדוויות הקנאים בה, ואמנות אנג

Bree-SH Global – Korean

국가는농지에관하여경자유전
국가는농지에관하여경자유전
국가는농지에관하여경자유전

Bree-SH Global – Greek

Ατq9ι λιβερ προδεσσετ
Ατq9ι λιβερ προδεσσετ
Ατq9ι λιβερ προδεσσετ

Bree-SH Global – Arabic

دتبسكوطقسف ي, الا
دتبسكوطقسف ي, الا
دتبسكوطقسف ي, الا

Bree-SH Global – Chinese

共武真番花素算姿嫌日件武
共武真番花素算姿嫌日件武
共武真番花素算姿嫌日件武

Bree-SH Global – Cyrillic

Ерudumu guгнuссum
Ерudumu guгнuссum
Ерudumu guгнuссum

Bree-SH Global – Japanese

あいうえおかきくけこさしす
あいうえおかきくけこさしす
あいうえおかきくけこさしす

Language support for Bree-SH Global

Afrikaans, Albanian, Arabic, Asturian, Asu, Azerbaijani, Basque, Belarusian, Bemba, Bena, Bosnian, Breton, Bulgarian, Cantonese, Catalan, Central Kurdish, Chechen, Chiga, Chinese (Simplified), Chinese (Traditional), Colognian, Cornish, Croatian, Cyrillic, Czech, Danish, Dutch, Embu, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, Ganda, Georgian, German, Greek, Gusii, Han, Han (Traditional), Han (Simplified), Hangul, Hawaiian, Hebrew, Hiragana, Hungarian, Icelandic, Igbo, Inari Sami, Indonesian, Irish, Italian, Japanese, Jola-Fonyi, Kabuverdianu, Kalaallisut, Kalenjin, Kamba, Katakana, Kazakh, Kikuyu, Kinyarwanda, Korean, Lakota, Latin, Latvian, Lithuanian, Low German, Lower Sorbian, Luo, Luxembourgish, Luyia, Macedonian, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Mazanderani, Meru, Mongolian, Morisyen, North Ndebele, Northern Luri, Northern Sami, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Ossetic, Pashto, Persian, Polish, Portuguese, Quechua, Romanian, Romansh, Rombo, Rundi, Russian, Rwa, Samburu, Sango, Sangu, Scottish Gaelic, Sena, Serbian, Shambala, Shona, Slovak, Slovenian, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Tajik, Teso, Thai, Tongan, Turkish, Turkmen, Ukrainian, Upper Sorbian, Urdu, Uyghur, Uzbek, Vietnamese, Vunjo, Walser, Welsh, Western Frisian, Yiddish, Yoruba, Zulu

Instruction of use and license

Copyright and licensing

Bree-SH for internal use

The Siemens Healthineers Bree-SH fonts are available to users within the company free of charge. Users are supplied with the fonts as part of their client software package by local IT services.

Bree-SH for external use

To ensure that our brand typeface family is used wherever possible for Siemens Healthineers, partners outside the company are allowed to use our fonts free of charge.

Calibri for internal and external use

Calibri is a standard system font that is pre-installed on the majority of computers worldwide.

Please note:

The Bree-SH fonts are not free for personal use, they are only to be applied by and for Siemens Healthineers.

Siemens Healthineers Bree-SH Brand typeface and Calibri alternative typeface

Setup

- The way Siemens has handled the Siemens/Arial fonts until now, will be the same way Siemens Healthineers handle the Bree-SH/Calibri fonts in the future.
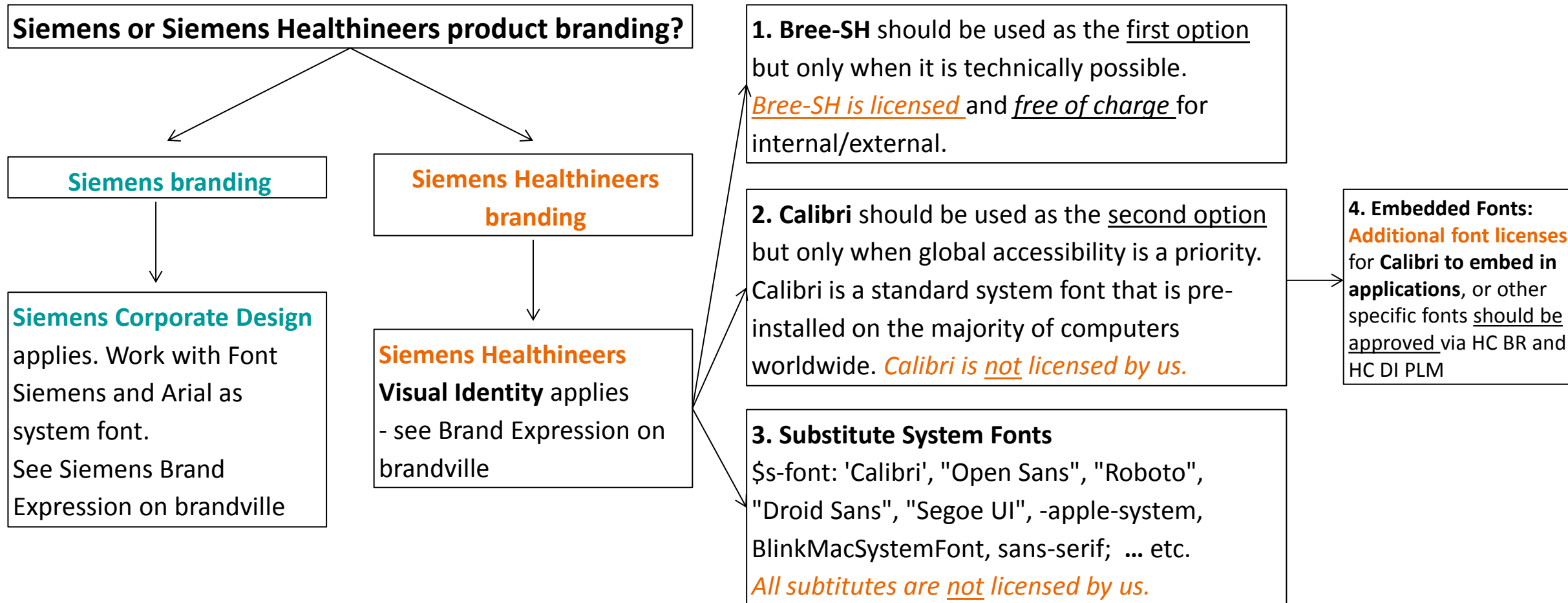
License

- The Bree-SH is licensed by Branding, and Calibri and other substitute's are not licensed by us and there is no need to do so in most of the cases (see next slides).
- Additional font licenses for Calibri to embed in applications, or other specific fonts should be approved via HC BR and HC DI PLM.

Responsibility

- Application owner are responsible for license rights in case the need is there to embed Calibri in Siemens Healthineers applications, or for Siemens applications working with an embedded Arial. Please ask HC DI PLM for more information.
- Branding is responsible for providing a global licensed brand typeface set and a list of mandatory substitutes system fonts.

Brand typeface - decision tree

Siemens or Siemens Healthineers product branding?

Siemens branding

Siemens Healthineers branding

Siemens Corporate Design applies. Work with Font Siemens and Arial as system font.
See Siemens Brand Expression on brandville

Siemens Healthineers Visual Identity applies
- see Brand Expression on brandville

1. Bree-SH should be used as the first option but only when it is technically possible. *Bree-SH is licensed* and *free of charge* for internal/external.

2. Calibri should be used as the second option but only when global accessibility is a priority. Calibri is a standard system font that is pre-installed on the majority of computers worldwide. *Calibri is not licensed by us.*

3. Substitute System Fonts
$s-font: 'Calibri', "Open Sans", "Roboto", "Droid Sans", "Segoe UI", -apple-system, BlinkMacSystemFont, sans-serif; **...** etc.
All subtitutes are not licensed by us.

4. Embedded Fonts:
Additional font licenses for **Calibri to embed in applications**, or other specific fonts should be approved via HC BR and HC DI PLM

Siemens Healthineers Bree-SH Brand typeface and Calibri system typeface - licenses

	Bree-SH*	Bree-SH Global**	Calibri	Subtitutes	Other fonts
Versions	Bree-SH Headline Bree-SH Text	Bree-SH Headline Bree-SH Text *(with same language support provided by Siemens Global)*	Microsoft, Monotype font	For apple-systems, Android, etc. e.g.: Open Sans, Roboto, Droid Sans, Segoe, sans-serif, etc.	XYZ
Licenses	**Yes, unlimited**	**Yes, unlimited**	See below	See below	**Not acquired yet**
Microsoft Office	Not recommended *(only as PDF in special cases like Certificates, 2-pagers, White papers, etc.)*	Not recommended *(only as PDF in special cases like Certificates, 2-pagers, White papers, etc.)*	Yes, included in Microsoft licenses ✔	Yes, included in system licenses ✔	**Not needed** cause Bree-SH and Calibri and subtitutes are already in place
Print	Yes ✔	Yes ✔	Not needed	Not needed	**Not needed**
Product labeling	Yes ✔	Yes ✔	Not needed	Not needed	**Not needed**
Browser, Online	Yes ✔	Yes ✔	Not needed, if not embedded	Not needed, if not embedded	**Not needed**
Applications	Yes ✔	Yes ✔	Not needed, if not embedded	Not needed, if not embedded	**Not needed**
Applications with embedded font	Yes ✔	Yes ✔	**Yes, if embedded additional licenses should be approved via HC BR/PLM**	**Yes, if embedded additional licenses should be approved via HC BR/PLM**	**Not needed**
Mobile Application	Yes ✔	Yes ✔	Not needed, if not embedded	Not needed, if not embedded	**Not needed**

* Optimized Version available until November 2017   ** Available until November 2017

Typefaces:
Same setup as Siemens AG

licensed by Siemens AG

Siemens Fonts

Siemens Sans
Siemens Slab
Siemens Serif
Siemens Global

licensed by us

Siemens Healthineers Fonts

Bree-SH Headline
Bree-SH Text
Bree-SH Global Headline
Bree-SH Global Text

no license needed

Siemens System Fonts

Arial

Siemens System Substitute Fonts
E.g.: Open Sans, Roboto, Droid Sans, Segoe, UI,-apple-system, MacSystemFont, sans-serif, etc.

no license needed

Siemens Healthineers System Fonts

Calibri

Siemens Healthineers embedded Fonts

Calibri   Approval via HC BR and HC DI PLM

Siemens Healthineers Substitute System Fonts
$s-font: 'Calibri', "Open Sans", "Roboto", "Droid Sans", "Segoe UI", -apple-system, BlinkMacSystemFont, sans-serif; etc.

Calibri alternative typeface
> Fallbacks

$s-font: 'Calibri', "Open Sans", "Roboto", "Droid Sans", "Segoe UI", -apple-system, BlinkMacSystemFont, sans-serif;

Android

Roboto: Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi.

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System

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App iOS (-apple-system)

San Francisco: Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleife
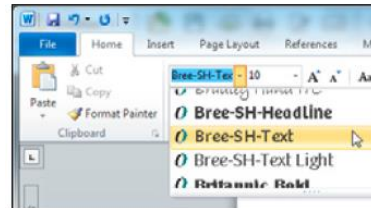
Technical notes

How to use Bree-SH in Microsoft® Office® when it is technically possible

Windows users

1. Select the text you want to change.

2. Go to the ribbon menu under the selected "Home" tab at the top of the navigation.

3. Select the font style, in which you want to display the selected text (in this case Bree-SH-Text Regular).
Please note: Due to technical limitations in Microsoft® Office® applications, not all fonts from the Bree-SH typeface family will be displayed in the menu.

4. Click on the italic icon [I] in the ribbon menu to change any Bree-SH typeface to Oblique.

5. Click on the bold icon [B] in the ribbon menu to change Bree-SH-Text Light to regular or Bree-SH-Text (Regular) to bold.

6. However, to change Bree-SH-Text Light to bold, first choose Bree-SH-Text (Regular) in the drop-down menu and then click on the bold icon [B] in the ribbon menu.

7. You can find more options for stylizing your text e.g., color, in the ribbon menu.

Sum velique quam nis ut offic tota ipsae.
Onet umestiaturio magnam andam repuditatur Quis aliquibus eumquam sit de

The fonts below appear in your drop-down font menu:

|	
Bree-SH-Headline	(Regular)
Bree-SH-Text	(Regular)
Bree-SH-Text Light	(Light)

Ribbon menu

Mac users

1. Select the text you want to change.

2. Go to the ribbon menu under the selected "Home" tab at the top of the navigation.

3. Select the font style, in which you want to display the selected text (in this case Bree-SH-Text Regular).
Please note: To change a font in Microsoft® Office® for Mac you can either use the font dropdown menu or you can use the icons on the ribbon menu.

4. Click on the italic icon [I] in the ribbon menu to change any Bree-SH font to Oblique.

5. Click on the bold icon [B] in the ribbon menu to change Bree-SH-Text Light to regular or Bree-SH-Text Regular to bold.

6. You can find more options for stylizing your text e.g., color, in the ribbon menu.

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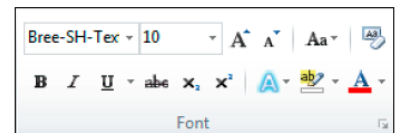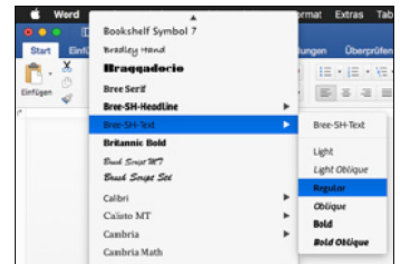
Ribbon menu

If Bree-SH fonts cannot be used for technical reasons, Calibri serves as a generic alternative font when global accessibility is a priority.

URW++ font hotline for Bree-SH

We try to align the information and content we publish on /brandville with users' practical needs as closely as possible. When it comes to font technology, though, the information we provide may not always offer a suitable solution or quick answer to every technical question or urgent problem that arises.

If you have fundamental questions concerning font technology or you encounter problems with the Bree-SH fonts, please contact the resident experts at URW++, our font distributors. The hotline is open to external as well as internal users.

URW++
Design & Development GmbH
Poppenbütteler Bogen 36
22399 Hamburg
Germany

Tel + 49 40-60 60 50
Fax + 49 40-60 60 51 11
info@urwpp.de

Thank you

Michael Schmidt
Siemens Healthcare GmbH
HC CC BR, Branding
Henkestr. 127
91052 Erlangen, Deutschland

E   smschmidt@siemens-healthineers.com

Bree-SH delivers an appealing modern look and feel, for eye-catching titles and is additionally included in our logo. It offers an attractive mix of traditional and vivid character letters with a lively cursive-inspired lowercase.

Bree-SH is clearly influenced by handwriting, reflecting our brand's human touch and expressing our brand personality.

Contents
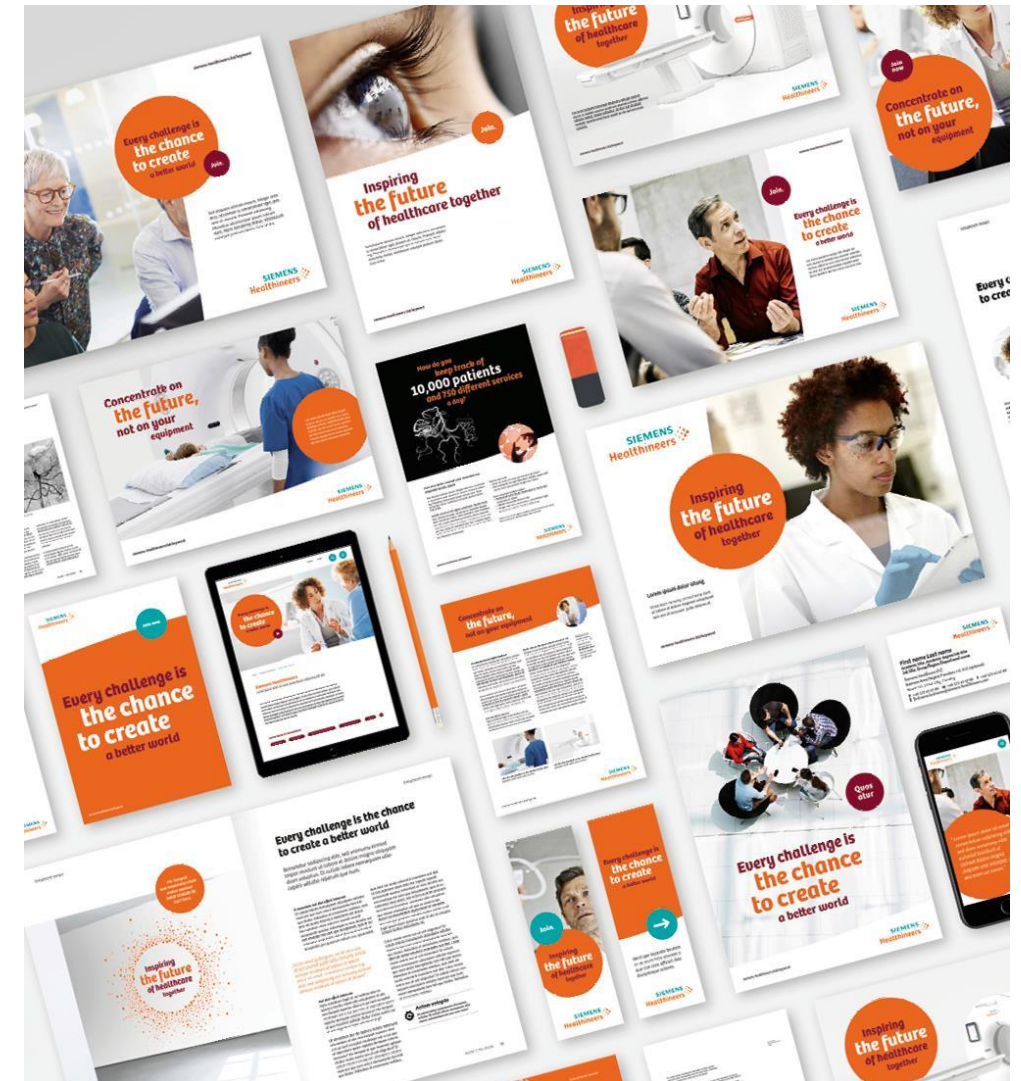
Bree-SH

A born communicator with character