Brand Guidelines.

Brand Identity Manual

ANTLER
PRODUCTION

Your Vision
Our Expertise

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Overview

ANTLER PRODUCTION
Multimedia Studio

We produce audio, videos, graphics, VFX and animations for a broad range of clients.

Main Logo

Meaning

'**Antler Production**' logo is a combination of 'A', 'P' letter taken from the initials of the logo name.

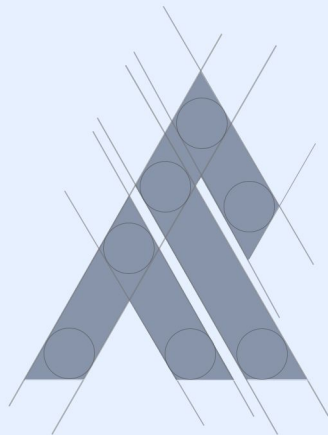$A + P =$

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Structure

The symbol grid is based on golden ratio rules that make the symbol perfectly balanced.

Alternative Logo

The 'Antler Production' logo is designed to be used both Horizontally and vertically.

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Logo On Background

The symbol grid is based on golden ratio rules that make the symbol perfectly balanced.

Brand Guidelines

Logo On Image

Be careful when using logos on top of different images. It is best not to use the logo where the image matches the color of the logo and is unclear.

Wrong use of Logo **Correct use of Logo**

Use
Prohibited

1. Do not use strokes.
2. Do not change Brand colors.
3. Do not squeeze out the logo.
4. Do not change the typeface.
5. Do not change space between icon and typeface.
6. Do not change spacing between the font.
7. Do not use drop shadow.
8. Do not change alignment.

Appicon

'**Antler Production**' logo can be used in different brand colors for use in social media and app formats.

Color System

Primary Color

	Hex	CMYK	RGB
	#33425C	85 72 42 30	51 66 92
	#E7F0FF	7 2 0 0	231 240 255

Secondary Color

	Hex	CMYK	RGB
	#FFFFFF	0 0 0 0	255 255 255
	#000000	75 68 67 90	0 0 0

Typography

Primary Typeface

Oswald

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Raleway

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typeface

Lato

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Business Card

ASMITA
MAHARJAN

CO-FOUNDER | HEAD OF BRAND

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asmita@antlerproduction.com
www.antlerproduction.com

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WWW.ANTLERPRODUCTION.COM

04

Letter-head

Cap
T-shirt

Tea
Cup

asmi

Brand Identity

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September 1, 2009

To the Former Stockholders of Confirma, Inc.:

We welcome you as shareholders of Merge Healthcare Incorporated (NASDAQ : MRGE). We are pleased to inform you that on September 1, 2009, Confirma, Inc. ("Confirma") merged with a subsidiary of Merge Healthcare Incorporated ("Merge Healthcare"). As a result of the merger, each share of Confirma preferred stock owned by you at the time of the merger was converted into and represents the right to receive the applicable Consideration Per Share, as defined in the Agreement and Plan of Merger, plus cash in lieu of any fractional shares of Merge Healthcare Common Stock, if any.

Please read and follow carefully the enclosed instructions. In order to receive your Merge Healthcare stock certificate and cash payment for your shares, if any, you must complete, sign, date and return the enclosed Letter of Transmittal, together with your Confirma stock certificate(s) in accordance with the provisions of the Letter of Transmittal and the enclosed instructions. Each person listed on your Confirma stock certificate(s) as a registered holder must sign the Letter of Transmittal.

Please note that the method of delivery is at your option and risk. If you send these documents by mail, we strongly recommend that you use registered mail, properly insured, with return receipt requested.

Sincerely,

Prashant NKS
FOUNDER | CREATIVE DIRECTOR

in @antlerproduction
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