



# How we communicate.

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## **BRAND GUIDELINES**

## WHAT IS A BRAND IDENTITY?

A brand identity represents the values, services, ideas and personality of an organisation. It is designed to increase recognition and build perceptions of the organisation in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, colour palette, typography and photography choices and can, within its guidelines, use examples to visualise how a brand should be depicted across various different visual media.

## WHY USE THESE GUIDELINES?

EKF Diagnostics Holdings plc needs to manage how its brand is represented across all visual media in various different situations.

The corporate identity in this document has been created to fulfil this purpose. The guidelines explain how to correctly depict and brand consistently across different applications and in various markets to maintain the integrity of EKF Diagnostics Holdings plc.

**This document is available to download at: [www.ekfdiagnostics.com/brand-guidelines](http://www.ekfdiagnostics.com/brand-guidelines)**

**THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER AND TELL OUR STORY ACCURATELY.**

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# OUR LOGO IS PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

## Rationale

Our logo was developed to be modern and future-proof, updating our public persona and realising the design with new techniques. It is a distinctive mark and brand that seeks to present EKF Diagnostics Holdings plc as a forward thinking, professional organisation.

## Construction

The graphic element is constructed using concentric circles, refining a strong, bold approach.

The typographic element is designed to complement and enhance the logo graphic. Existing in harmony, it neither dominates or becomes insignificant.

The supporting typeface and collateral are clean and minimalist to reinforce our identity as a professional organisation.

## Colour Treatment

There is one preferred full-colour option for stacked and landscape variations shown here. These logos should be used whenever possible.

## The Logo

01



Diagnostics  
for life

02



03



Diagnostics  
Holdings plc

04



01

This is the landscape version of the logo and is preferred version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

02

This is the stacked version of the logo and is the preferred version when space is not at a premium in a layout, for example, website graphics and banners.

03

This is our corporate logo for use in corporate and shareholder communications or any collateral relating to overall group issues.

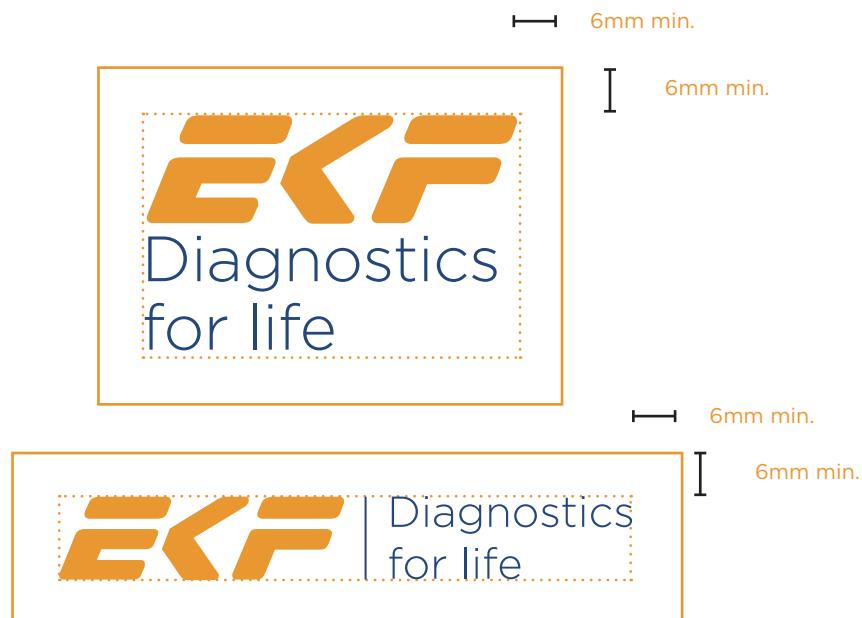
04

This is our stripped down EKF logo to be used when space is minimal.

### Exclusion Zone

The minimum exclusion zone margin for all EKF Diagnostics Holdings plc, with all logos, a clear-space around the chosen logo must be maintained on all sides. When our corporate colour is used behind the logo it must extend to a minimum of the same dimensions as one circle on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



### Minimum Size

Stacked logos must not be reproduced at a size smaller than 21mm in height.

Landscape logos must not be reproduced at a size smaller than 12mm in height.



## WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

**There is a right way and a wrong way to present our logo.**

### 01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

### 02 If you have to...

If it's unavoidable to sit the logo on a colour or a photo, use the negative logo.

### 03 Not right

Do not rotate the logo.

### 04 Colour clash

Do not place the logo on the wrong colours.

### 05 Not good

Do not use the negative logo on backgrounds that are too light or cluttered.

### 06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

01



02



03



04



05



06



# SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

**EKF Diagnostics logo exists in both a stacked and a landscape version.**

While the landscape option is the preferred logo, use of either logo should be determined according to their suitability for the layout.

The use of the EKF graphic in isolation should be carefully considered and implemented, and be restricted to supporting promotional materials. It is not recommended that the EKF graphic be used as the default identifier in place of the complete logo.

There is one full-colour option of our logo for each of the stacked and landscape logos. There are also options available for colour and negative logo for our key brands.

A social media version of the logo is fully achievable, using the EKF graphic, for when a square icon is needed for online applications.

## Caveats

### 1. Point of Care

Use hyphenation when referring to the act of testing e.g. point-of-care testing/devices/analyzers.

Use non hyphenated for headings and branding e.g. EKF's Point of Care division

**Stacked Version**



**Landscape Version**



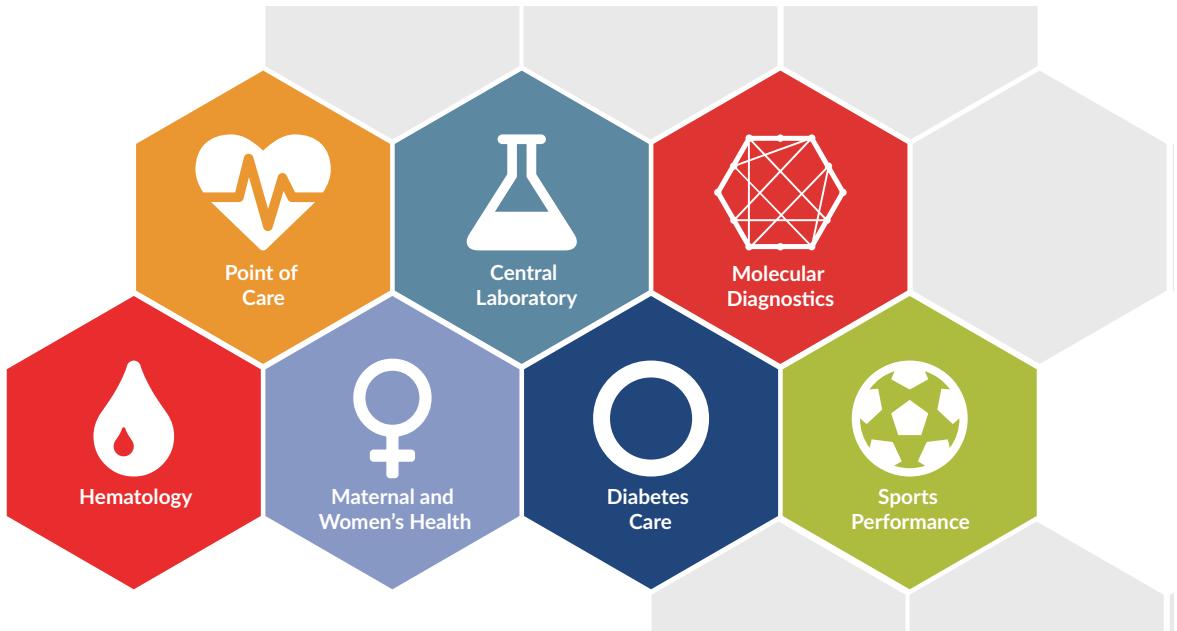
## OUR COLOURS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate colour palette includes variations for different branches of the company with supporting tones. Colour matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK and HEX Values for consistency across different media.

Where possible, the logo should be reproduced in the CMYK colour process. Equivalent colours can be composed using the HEX references including when the logo is to be used digitally.

	<b>name</b> <b>cmyk</b> <b>hex #</b>	EKF corporate orange 06 46 92 01 e69531		<b>name</b> <b>cmyk</b> <b>hex #</b>	EKF Molecular Diagnostics 00 100 100 00 db3733
	<b>name</b> <b>cmyk</b> <b>hex #</b>	EKF Diabetes Care 95 80 24 11 27467b		<b>name</b> <b>cmyk</b> <b>hex #</b>	EKF Sports Performance 36 11 95 02 abba3c
	<b>name</b> <b>cmyk</b> <b>hex #</b>	EKF Central Lab 60 47 12 03 5c88a2		<b>name</b> <b>cmyk</b> <b>hex #</b>	EKF Maternal & Women's Health 48 35 05 01 8696c1
	<b>name</b> <b>cmyk</b> <b>hex #</b>	EKF Support Centre 31 96 22 09 a62870		<b>name</b> <b>cmyk</b> <b>hex #</b>	EKF Hematology 03 95 92 00 e7312e
	<b>name</b> <b>cmyk</b> <b>hex #</b>	Selah Genomics 100 70 50 45 023348		<b>name</b> <b>cmyk</b> <b>hex #</b>	EKF Research Biomarkers 50 45 00 00 8689c0
	<b>name</b> <b>cmyk</b> <b>hex #</b>	EKF Life Sciences 95 80 24 11 7bbda5		<b>name</b> <b>cmyk</b> <b>hex #</b>	EKF Point of Care 06 46 92 01 e69531

## OUR ICONS ARE A QUICK VISUAL METHOD FOR THE IDENTIFICATION OF KEY SUB-BRANDS.



To give a sense of identity to our key areas while maintaining a fully responsive website, we use the Icon font family Font Awesome :

<http://fortawesome.github.io/Font-Awesome/>

Point of Care : fa-heartbeat [&#xf21e;]  
Central Laboratory : fa-flask [&#xf0c3;]  
Molecular Diagnostics : fa-connectdevelop [&#xf20e;]  
Hematology : fa-tint [&#xf043;]  
Maternal & Women's Health : fa-venus [&#xf221;]  
Diabetes Care : fa-circle-o [&#xf10c;]  
Sport Performance : fa-soccer-ball-o [&#xf1e3;]  
Selah Genomics : fa-codepen [&#xf1cb;]  
Research Biomarkers : fa-flag [&#xf024;]  
Life Sciences : fa-tachometer [&#xf0e4;]

## TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

### Typefaces. Print.

Our corporate typeface is Gotham. This full font family comes in a range of weights to suit a multitude of purposes. It is optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

### Typefaces. Online.

When technology allows for it, Lato should be used in any web applications. The default fall-back corporate font is Arial which should be utilised to ensure acceptable degradation when Lato is unavailable.

### Typography. Style.

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalisation should never be used for body text, but is acceptable for headings.

### PRINT

This is a Main Header 18pt Gotham Book

This is a Sub Header 14pt 18pt Gotham Light

Option 1 - This is a Main Paragraph 12 pt leading 18pt Gotham Book lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nibh euismod **Highlighted text to reflect color profile** tincidunt.

Option 2 - This is a Main Paragraph 10 pt leading 16pt Gotham Book lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nibh euismod **Highlighted text to reflect color profile** tincidunt.

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Our Digital UI Kit can be found here : [www.ekfdiagnostics.com/ui-kit](http://www.ekfdiagnostics.com/ui-kit)

# ALL OUR NAMES TELL A STORY. IT'S KEY THAT WE ALL TELL THE SAME ONE.

To effectively promote our organisation and products, we need to continue to establish a strong reputation, personality and naming convention for it.

PRODUCT NOMENCLATURE	CORRECT SPELLINGS OF COMMON TERMS	
Biosen C-Line	QuPID®	Analyzers
Biosen S-Line	QuPID® hCG	Hemoglobin
ClearCrit™	QuPID® Plus	Hematocrit
Creamatocrit Plus™	QuStick™ Strep A Test	Litre
DiaSpect Hemoglobin T	RaPET®	dL
DiaSpect Tm	RELY® H.Pylori	mL
Excel™	RELY® Mono	mm
Hema-Screen®	SensPoint	cm
HemataChek™	SlidePrep Plus™	2%
HemataSeal™	STAT-Site® M hgb	15°C
HemataStat II™	STAT-Site® M β-HB	£100
Hemo Control	True® 20	\$100
Hemo Control Manager	True® 20 hCG	€100 or 100€
HemoPoint® H2	True® 20 Plus	One to ten are written as words, 11 onwards are numeric. Exceptions include bullet points in product sheets eg. “6 place rotor”
Hemo Vet	UltraChek™	“and” over “&” unless space is restricted
Lactate Scout+	UltraCrit Plus™	
Micro 12™	UltraCrit™	
PlasmaPrep 12™	Uri-Trak® 120	
Quo-Lab™ A1c		
Quo-Test®		

## OUR COLOURS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

To effectively promote our organisation and products, we need to continue to establish a strong reputation, personality, and naming convention.

### MAGAZINE/PRINT ADVERTS

The advertisement features a background image of the Louvre Museum in Paris, with the EKF Diagnostics logo and product icons overlaid. The icons represent various medical and diagnostic services: Point of Care (ECG), Central Laboratory (flask), Molecular Diagnostics (DNA helix), Hematology (blood drop), Maternal and Women's Health (female symbol), Diabetes Care (glucose meter), and Sports Performance (soccer ball). The text below the image promotes the EuroMedLab 2015 event in Paris, France, from June 21-25, 2015. It also offers a free gourmet cup of coffee to survey participants. A small image of a product box and bottle is shown at the bottom right.

Visit EKF Diagnostics at  
EuroMedLab 2015

Palais des Congrès, Paris, France

June 21 - 25, 2015

Complete a short survey and  
enjoy a **FREE** gourmet cup of  
coffee on us!

Limited supply.

EKF Central Laboratory manufactures and markets high quality products that contribute to improvements in the overall health and wellness of people through the provision of

STANBIO LABORATORIES An EKF Diagnostics Company



## Main Header for this page

Sub Header claritas est etiam processus dynamicus, qui sequitur mutationem consuetudinum claritas est

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improving patient outcomes and reducing healthcare costs through the use of Hemoglobe, HbA1c, lactate and glucose analyzers

clinical chemistry, enzyme

fermentation and research use

biomarkers

investigations demonstrate

improvement in both

and clinical laboratory

certified molecular testing

**EKF** Diagnostics



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EKF Diabetes Care strives to improve patient access to diabetes care techniques through the provision of affordable, easy to use, accurate tools to support the long-term healthcare of the diabetic and pre-diabetic populations.

**EKF** Diabetes Care



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EKF Hematology aims to make screening easier, more affordable and more accessible than ever before. Our diagnostic tests deliver fast and reliable results for Hemoglobin and hemostat that provide both practitioners and patients with the information they

**EKF** Hematology

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Product/Hero Image

**EKF** Maternal and Women's Health

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Product/Hero Image

**EKF** Central Laboratory

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Product/Hero Image

**EKF** Diagnostics for life



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## Artwork Specifications

Keep important information at least 5mm away from the trim edge. This applies to any artwork that extends to the trim edge of the magazine, such as full page, third page - horizontal and third page - vertical ad sizes.

[www.ekfdiagnostics.com/brand-guidelines](http://www.ekfdiagnostics.com/brand-guidelines)

## Bleed and Safe Zones

The industry standard is to have 3mm of bleed on each edge and a 3mm safe zone inside. This means that the length of each side will be 6mm longer. For example an A4 sheet when lined up correctly with bleed will be 216mm x 303mm. It will then be cut down to its finished size of 210mm x 297mm.

[www.ekfdiagnostics.com/brand-guidelines](http://www.ekfdiagnostics.com/brand-guidelines)

## KEEP IT SIMPLE AND CLEAR, FREE OF CLUTTER WITH A MESSAGE THAT'S EASY TO READ.

To effectively promote our organisation and products, we need to continue to establish a strong reputation, personality, and naming convention for it.

### EXHIBITION STANDS



#### Style Notes

Exhibition displays are a unique and bespoke product that reflect the product or event with big, bold and eyecatching features.

[www.ekfdiagnostics.com/brand-guidelines](http://www.ekfdiagnostics.com/brand-guidelines)

Corporate identities help to create opinions of us in minds of our customers. All the interactions a consumer has with us should communicate a consistent message to help reinforce our brand identity and values.

## STATIONERY



## Style Notes

### Corporate Stationery

Full color letterheads, compliment slips and business cards are shown.

To alleviate the contrast between the 'italicised' EKF logo, the Group name is shown in Gotham.

[www.ekfdiagnostics.com/brand-guidelines](http://www.ekfdiagnostics.com/brand-guidelines)

## KEEP IT SIMPLE AND CLEAR, FREE OF CLUTTER WITH A MESSAGE THAT'S EASY TO READ.

First and foremost, banner ads are designed to increase brand awareness and drive traffic to your website. They have three basic components:

**The logo:** The logo must be included to build brand awareness. Make sure that it's visually strong but not as dominant as the value proposition and the call to action.

**The value proposition:** The value proposition showcases the service/product your brand provides and calls attention to itself with attractive products, special offers and prices, i.e. 'High Quality,' '50% off,' 'Limited time offer,' or 'Free!' It should take up the most space in your ad and be the first thing that you viewers' eyes are attracted to.

**The call to action:** The call to action is usually made of text or a button with phrases like 'Click Here,' 'Learn More,' 'Watch Now,' or 'Register Here.' It should be the focal point of the ad, prompting viewers to click on it.

### WEB BANNERS

Visit EKF Diagnostics at EuroMedLab 2015  
Palais des Congrès, Paris, France  
June 21 - 25, 2015



**Urinalysis Week.** June 1 - 7.

Uri-Trak® 120 - Accuracy and consistency in urine chemistry testing



- Up to 120 tests per hour in continuous test mode
- Stores up to 2,000 test results
- QC and user lockout
- Quick easy input of patient ID
- Built-in thermal printer
- CE marked
- Includes RS232C port for easy data transfer to external computer or usb

Contact your Regional Sales Manager for pricing information

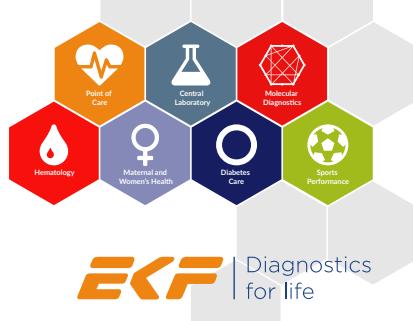


**EKF** | Diagnostics for life

**Diagnostics.** It's in our blood.



Explore our full range here 



**EKF** | Diagnostics for life

We use our social media channels, Facebook, Twitter, Google+, LinkedIn and YouTube, to passively promote product promotions, events and exhibitions. Agreement of promotions, timings and intentions should be scheduled in advance to achieve maximum exposure.

## SOCIAL MEDIA



### Visit EKF Diagnostics at EuroMedLab 2015

Palais des Congrès, Paris, France

June 21 - 25, 2015



### Visit EKF Diagnostics at AACC 2015

Georgia World Congress Center,  
Atlanta, Georgia, USA

June 26 - 30, 2015



## EKF Diagnostics Holdings plc

The perceived value of our products and the trustworthiness of our business is often judged by the quality of our photography. A big part of designing attractive collateral for all mediums means having high-quality product photography.

**Showcasing our products with high-quality images can be the difference between creating interest in a product and being ignored.**

### PRODUCT PHOTOGRAPHY



'Straight-on' shot



'Angled' shot



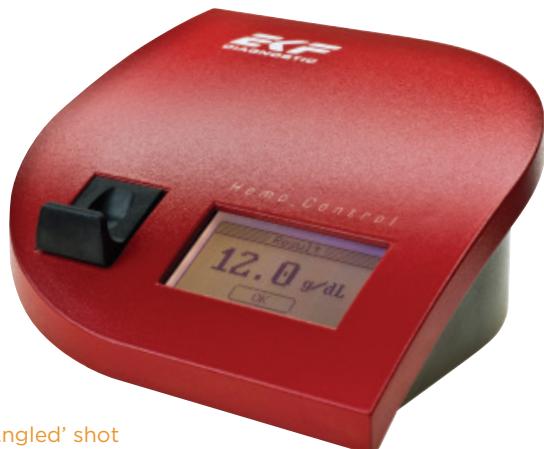
'Angled' shot

#### Photography - Generic product shot

Each individual product will be photographed on a white background and cut-out with a clipping path, keeping an element of shadow on the base of the product, where possible.

Each product should be shot with a test result highlighted on the screen to highlight functionality.

Hero photography should be shown straight on with a raised elevation to show 'screen in action'. In addition the angle shot, as shown on the red Hemo Control, should be used to create synergy within the EKF collection.



'Angled' shot

Product data sheets are excellent go-to tools for detailing important information about our individual products. The success of your data sheet hinges on three dominant factors:

**1. The integrity of the copy**

**2. The conciseness of the design**

**3. The intelligence of the layout.**

**PRODUCT SHEETS**



Icon badge for division

Main logo



Detail pictures

## STOCK IMAGES CAN ADD VISUALLY INTERESTING AND COMPELLING CONTENT TO OUR COLLATERAL.

Ask yourself these questions before searching for that a stock image to ensure a result that fits our brand.

1. What kind of photo am I looking for?
2. What elements must be in the photo?
3. What emotion am I trying to capture or elicit in this photo?
4. Where am I going to use this photo?

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### Stock Images



# ITEMS IN A TABLE SHOULD ALWAYS BE DISPLAYED IN A CLEAR AND CLUTTER FREE WAY.

In order for the information in the table to speak for itself it should never be swamped by the surrounding decoration and other content. For this reason, the format needs to convey its information in as clear and concise way as possible while in an entirely expected format that the reader will find, and be used to finding, in other similar publications from EKF Diagnostics Plc Group.

## TABLES

### EKF Corporate Header

Row Odd	Row Odd	Row Odd	Row Odd
Row Even	Row Even	Row Even	Row Even
Row Odd	Row Odd	Row Odd	Row Odd

All styles available for InDesign CC

### Diabetes Care Header

Row Odd	Row Odd	Row Odd	Row Odd
Row Even	Row Even	Row Even	Row Even
Row Odd	Row Odd	Row Odd	Row Odd

### Molecular Diagnostics Header

Row Odd	Row Odd	Row Odd	Row Odd
Row Even	Row Even	Row Even	Row Even
Row Odd	Row Odd	Row Odd	Row Odd

### Central Lab Header

Row Odd	Row Odd	Row Odd	Row Odd
Row Even	Row Even	Row Even	Row Even
Row Odd	Row Odd	Row Odd	Row Odd

### Hematology Header

Row Odd	Row Odd	Row Odd	Row Odd
Row Even	Row Even	Row Even	Row Even
Row Odd	Row Odd	Row Odd	Row Odd

### Maternal & Women's Health Header

Row Odd	Row Odd	Row Odd	Row Odd
Row Even	Row Even	Row Even	Row Even
Row Odd	Row Odd	Row Odd	Row Odd

### Sport's Performance Header

Row Odd	Row Odd	Row Odd	Row Odd
Row Even	Row Even	Row Even	Row Even
Row Odd	Row Odd	Row Odd	Row Odd

## THAT'S JUST FOR STARTERS. HERE IS A FEW MORE THINGS YOU SHOULD KNOW.

### Brand Design Style

Taking a direction from the Brand Guidelines allows us to emphasise and execute a clean, legible approach to our extended media and brand situations. Features include asymmetric layouts, strong grid-based structure, sans serif typefaces and unjustified body text.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images.

Black 65% tint body text should normally be used unless reversed out/white copy is more aesthetically appropriate.

Limiting colour use to our corporate palette will serve to strengthen our brand message.

### Photographic Style

As an overall theme for the photographic style of our brand, we suggest that photography be medium contrast Full Color, so as to strengthen a classic, emotive approach to supporting visuals. As an alternative, a single colour can be used from within the corporate palette as a replacement for white within the image, creating a understated duotone look.

All photography used must be of high quality.

Images need to be clean, crisp, in focus and contain subject matter relevant to our organisation. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

### Support Graphics

Graphic elements derived from the logo are valid for use as stand-alone support graphics provided they are not used in place of the complete logo.

We do not recommend the use of detailed illustrations or clip art as support graphics without prior approval so as not to detract from other layout elements.

Large, distracting banners and graphics (such as ribbons and arrows) should not be used as they only serve to lessen the quality and values of our brand.

### Website

It is suggested that the EKF Diagnostics Holdings plc website use a white background, with our supplied UI Kit for supporting assets, black 65% text, and generous amounts of white space.

Doing so will ensure consistency across EKF Diagnostics Holdings plc brand online.

# BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

## The Checklist...

### 01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.



### 02 Backgrounds

The logo should not appear on light or cluttered images without being reversed out.



### 03 Graphics

Check that any supporting graphics or graphic elements do not marginalise, obscure or overpower EKF Diagnostics Holdings plc logo.



### 04 Typography

Check that our corporate typefaces have been used appropriately where applicable.



### 05 Design

Be sure to provide these guidelines to third parties or collaborating partners.



## A final thought.

If in doubt, take a look back through this document, all the answers are there.

**THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST.  
PLEASE CONTACT OUR MARKETING & PR DEPARTMENT FOR FURTHER DETAILS.**

We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

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