

ARANZ Medical

Corporate Identity Interim Guidelines

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Your guide to our corporate identity

This document is your guide to ARANZ Medical corporate identity. Keep it handy and refer to it to ensure you are using the brand correctly.

By understanding and correctly applying our brand, you can help ensure that we build a strong, coherent brand identity.

Approval process

Before commencing with production of brand collateral or marketing material, take the time to familiarise yourself with the brand guidelines, and consult internally with our brand team.

Prior to final production, you're required to send a copy of the artwork to our brand team for final approval.

Brand team

If you have any questions or require approval for production of marketing materials, please contact

Kate Hickey
+64 3 374-6120 (x223)
marketing@aranzmedical.com

Level 1, 47 Hereford St,
Christchurch 8013, New Zealand

Brand Hierarchy

Consumer Facing
Parent Brand

**ARANZ
Medical**

Internal
Board

**ARANZ
Healthcare**

Consumer
Product Brands

Silhouette

FastSCAN

ARANZ Medical Primary Wordmark

The primary wordmark (full colour) is preferred for most corporate and marketing material applications. It should always appear in ARANZ Mid Blue and ARANZ Dark Grey.

Additionally there are mono (one colour) versions available for use in one colour applications.

Primary wordmark, full colour



aranzmedical

Mono, black

To only be used for mono (one colour) applications. This should NOT to be used for any colour applications.



aranzmedical

Mono, white

This may be used reversed out of any ARANZ brand colours and black.



aranzmedical

ARANZ Medical Primary Wordmark Legibility

To ensure visual strength and legibility, please follow the clear space and minimum size rules.

The primary wordmark must always feature a minimum amount of clear space as indicated by the height of the 'a' in the wordmark.

The minimum width for the primary wordmark is 30mm for print and 110px for screen use.

Care should be taken to ensure that the wordmark always stands out with sufficient clarity, particularly over busy imagery.

Our logo holding device has been designed to be used where the visual environment is visually busy ie. over imagery or photography. It also acts as an endorsement and creates hierarchy when used on ARANZ product specific collateral that features the product wordmark. It may also be used as a design element and simply anchor the logo to the page. Always follow the proportions indicated by the 'a' in the wordmark.

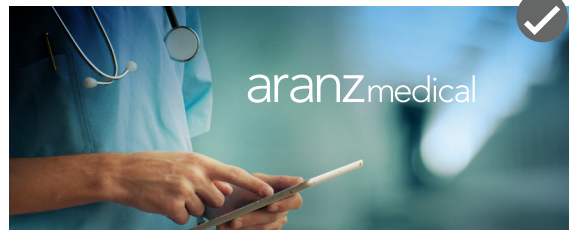
Clear space



Minimum size



Legibility



Logo holding device

Proportions



In situ



ARANZ Medical Secondary Wordmark

Wherever possible use the ARANZ Medical primary wordmark. Occasionally an application will not suit the primary wordmark and you may use the secondary wordmark.

It should always appear in ARANZ Mid Blue and ARANZ Dark Grey.

Additionally there are mono (one colour) versions available for use in one colour applications. The Mono Black is NOT to be used for any colour applications.

Secondary wordmark, full colour



aranz
medical

Mono, black

To only be used for mono (one colour) applications. This should NOT to be used for any colour applications.



aranz
medical

Mono, white

This may be used reversed out of any ARANZ brand colours and black.



aranz
medical

ARANZ Medical Secondary Wordmark Legibility

To ensure visual strength and legibility, please follow the clear space and minimum size rules.

The secondary wordmark must always feature a minimum amount of clear space as indicated by the height of the 'A' in the wordmark.

The minimum width for the secondary wordmark is 18mm for print and 68px for screen use.

Care should be taken to ensure that the wordmark always stands out with sufficient clarity, particularly over busy imagery.

Clear space



Minimum size



Legibility



ARANZ Healthcare Wordmark

The wordmark (full colour) is preferred for most corporate and marketing material applications. It should always appear in ARANZ Dark Blue and ARANZ Dark Grey.

Additionally there are mono (one colour) versions available for use in one colour applications. The Mono Black is NOT to be used for any colour applications.

Wordmark, full colour

The full colour wordmark consists of the word 'aranz' in a dark blue, lowercase, sans-serif font, followed by the word 'healthcare' in a dark grey, lowercase, sans-serif font. The two words are joined together without a space.

Mono, black

To only be used for mono (one colour) applications. This should NOT to be used for any colour applications.

The mono black wordmark shows the text 'aranzhealthcare' in a single black, lowercase, sans-serif font.

Mono, white

This may be used reversed out of any ARANZ brand colours and black.

The mono white wordmark shows the text 'aranzhealthcare' in a white, lowercase, sans-serif font, centered within a solid black rectangular background.

ARANZ Healthcare Wordmark Legibility

To ensure visual strength and legibility, please follow the clear space and minimum size rules.

The wordmark must always feature a minimum amount of clear space as indicated by the height of the 'a' in the wordmark.

The minimum width for the wordmark is 35mm for print and 130px for screen use.

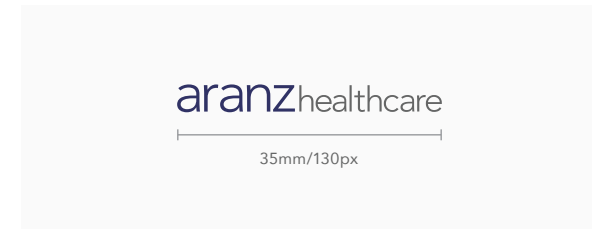
Care should be taken to ensure that the wordmark always stands out with sufficient clarity, particularly over busy imagery.

Our logo holding device has been designed to be used where the visual environment is visually busy ie. over imagery or photography. It also acts as an endorsement and creates hierarchy when used on ARANZ product specific collateral that features the product wordmark. It may also be used as a design element and simply anchor the logo to the page. Always follow the proportions indicated by the 'a' in the wordmark.

Clear space



Minimum size



Legibility



Logo holding device

Proportions



In situ



Product Consumer Brands

Silhouette Wordmark

Wherever possible use the Silhouette wordmark with positioning line. Occasionally an application will not suit the wordmark with positioning line and you may use just the wordmark.

It should always appear in ARANZ Dark Grey.

Additionally there are mono (one colour) versions available for use in one colour applications.

Written context - product

The first time the product name is mentioned it is preceded by the parent (ARANZ Medical), including the 'trademark' and 'registered' symbols. Afterwards the product name (Silhouette) is used by itself.

Example:

ARANZ Medical™ Silhouette® is easterura dem nos Maet publius publiconorec mod issa noc, quasdam tra Sena, unum inatinicam essilicae pa.

Silhouette quem que iam comacchucon sicit, Catque conium patu venicitam, for quam det condam tat adhuide Silhouette muscenatiam din.

Wordmark, with positioning line

silhouette®
wound assessment + management

Wordmark

silhouette®

Mono, black

silhouette®

This also applies for the Wordmark with positioning line.

Mono, white

silhouette®

This also applies for the Wordmark with positioning line.

Product Consumer Brands

Silhouette Wordmark Legibility

To ensure visual strength and legibility, please follow the clear space and minimum size rules.

The primary wordmark must always feature a minimum amount of clear space as indicated by the height of the 's' in the wordmark.

The minimum width for the wordmark with positioning line is 30mm for print and 110px for screen use.

The minimum width for the wordmark is 30mm for print and 110px for screen use.

Care should be taken to ensure that the wordmark always stands out with sufficient clarity, particularly over busy imagery.

Clear space



Minimum size

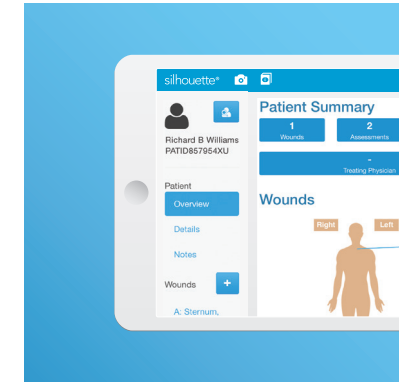
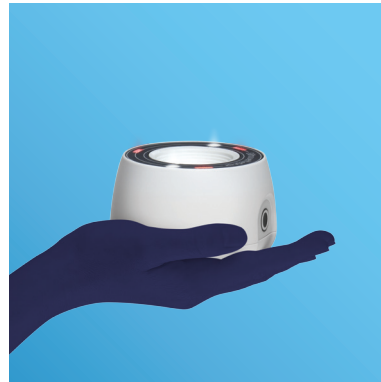
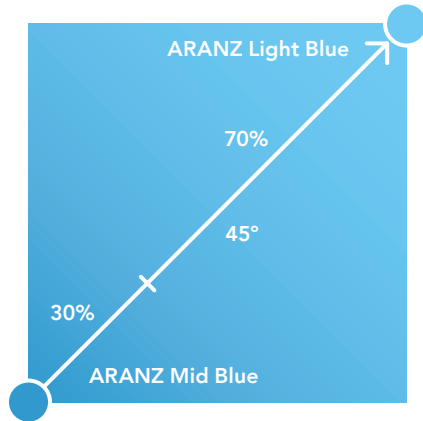


Legibility

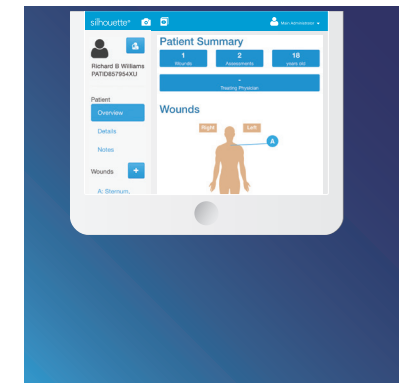
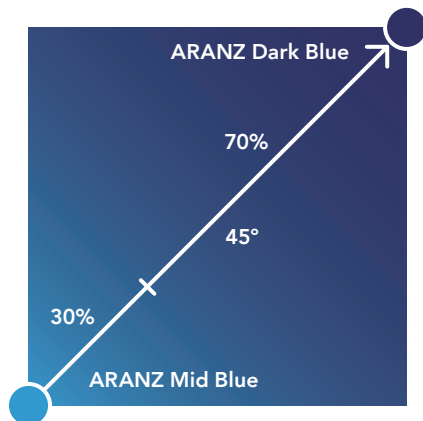


Product Consumer Brands Silhouette Imagery

Clinical Practice (includes private and network)



Clinical Trial

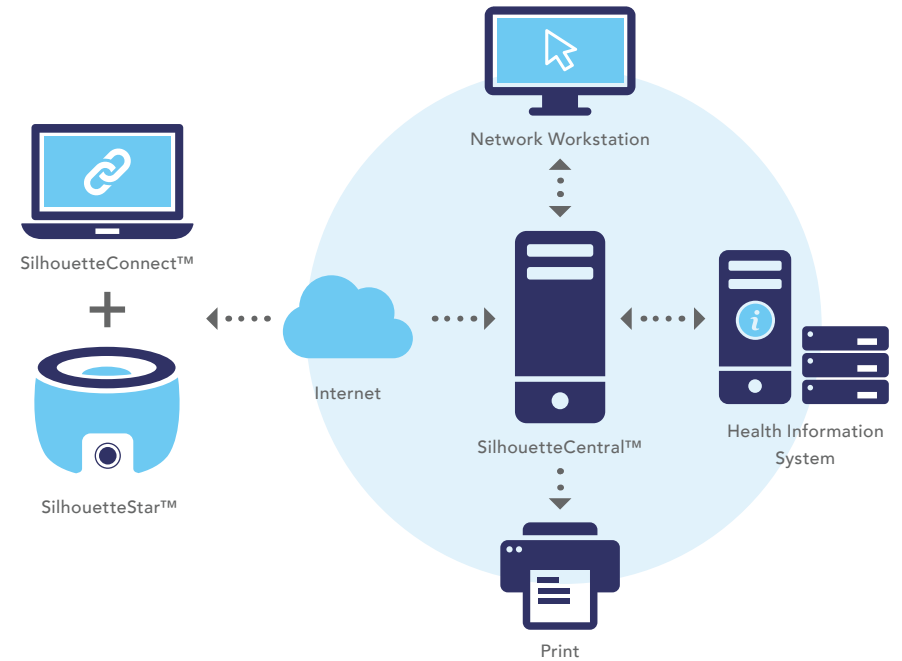


Product Consumer Brands Silhouette Icons and Diagrams

Icons (these may appear in ARANZ light blue or ARANZ dark blue)



Diagram



Product Consumer Brands

Fastscan II Wordmark

The wordmark is preferred for most corporate and marketing material applications.

It should always appear in ARANZ Dark Grey.

Additionally there are mono (one colour) versions available for use in one colour applications

Wordmark

FastSCAN II

Written context - product

The first time the product name is mentioned it is preceded by the parent (ARANZ Medical), including the 'trademark' symbols. Afterwards the product name (Fastscan II) is used by itself.

Example:

ARANZ Medical™ Fastscan II is easterura dem nos Maet publius publiconorec mod issa noc, quasdam tra Sena, unum inatinicam essilicae pa.

Fastscan II quem que iam comacchucon sicit, Catque conium patu venicitam, for quam det condam tat adhuide Silhouette muscenatiam din.

Mono, black

FastSCAN II

Mono, white

FastSCAN II

Product Consumer Brands

Silhouette Wordmark Legibility

To ensure visual strength and legibility, please follow the clear space and minimum size rules.

The primary wordmark must always feature a minimum amount of clear space as indicated by the height of the 'F' in the wordmark.

The minimum width for the primary wordmark is 20mm for print and 75px for screen use.

Care should be taken to ensure that the wordmark always stands out with sufficient clarity, particularly over busy imagery.

Clear space



Minimum size

FastSCAN II

20mm/75px

Legibility



Typography

Primary Typeface

Avenir is our primary typeface. It is to be used across all marketing and communications collateral to maintain consistency.

To ensure all communications are easy to understand and read, a typographic hierarchy has been created for headings, subheadings and body copy.

It is important that the typographic treatment is consistent across all applications.

Headings and subheadings

AaBbCcDd

Heavy, Heavy Oblique

AaBbCcDd

Black, Black Oblique

Body copy

AaBbCcDd

Roman, Oblique

AaBbCcDd

Medium, Medium Oblique

Additional weights

AaBbCcDd

Light, Light Oblique

Typography

Secondary Typeface

Calibri (Regular, Italic, Bold and Bold Italic) is the secondary typeface used for internally generated Microsoft Office documents or shared screen applications (such as PowerPoint).

Calibri is a standard operating system font that comes pre-installed on Windows and Mac systems.

Headings and subheadings

AaBbCcDd

Calibri, Bold

Body copy

AaBbCcDd

Calibri, Regular

Brand Colours

Primary Colours

ARANZ Mid Blue

C73 M26 Y5 K0
R51 G153 B204
HEX #3399CC
Pantone 7688 C

ARANZ Dark Blue

C93 M90 Y31 K20
R51 G51 B102
HEX #333366
Pantone 5265 C

ARANZ Dark Grey

C60 M51 Y51 K20
R102 G102 B102
HEX #666666
Pantone Cool Gray 10

Secondary Colours

ARANZ Light Grey

C19 M15 Y16 K0
R204 G204 B204
HEX #CCCCCC
Pantone 420 C

ARANZ Light Blue

C50 M3 Y0 K0
R102 G204 B255
HEX #66CCFF
Pantone 297 C

aranzmedical