



# ELLIPSE Branding Guidelines

Corporate and Product Brand Identity

ELLIPSE is an innovative medical device company dedicated to improving surgical outcomes for physicians and patients, creating value through clinical leadership and excellence. The company manufactures and sells medical devices in the orthopedic surgery space.

The ELLIPSE logomark is comprised of three rings representing the interconnectivity that exists between our company, innovative technology and patients. The color changes are symbolic of the dynamic and healing properties of our technology and products.



**NOTE: The rings next to the logo are never to be used alone except as a watermark in a background. Do not separate these elements, they must be used together unless otherwise specified.**

ELLIPSE strives to improve healthcare. Breakthrough technology from ELLIPSE is in the magnetic area. The ARC identification mark will be used on all corporate collateral to support the the core technology of ELLIPSE: **ARC** is **A**ddusted by **R**emote **C**ontrol



**NOTE: The ELLIPSE and ARC logos are not Trademarked or Copyrighted.**

## ELLIPSE Size and Space Specifications

The ELLIPSE logomark Should always have a minimum clear space around it equal to half the height of the letter “E”. The minimum logo height is .3” from the top of the rings to the bottom of the rings.



Minimum Clear Space



Minimum Logo Height

The ARC identification mark should always have a clear space around it equal to the height of the letter “A”. The minimum font size is 6 pt.



Minimum Clear Space



Minimum Logo Height

**NOTE: The ELLIPSE and ARC logos are Trademarked or Copyrighted.**

## Ellipse Logo and ARC Color Specifications

It is preferred to always use the full color version of the logo or ARC identification mark. In instances where there is not enough contrast between the logo and bkgd color or only one color can be used, the order of color preference is as follows: PMS 540C, 7468, Black or White.

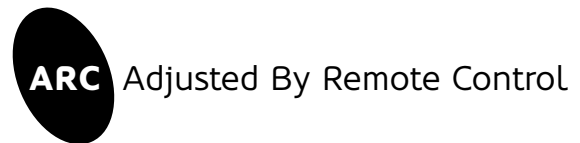
## Examples



Black



White





Black



White

Ellipse Corporate Color Palette


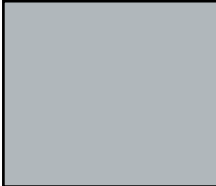
PRIMARY

 <p>Pantone 540C Tint Value 100%</p>	 <p>Pantone 7468C Tint Value 100%</p>
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C100 M55 Y0 K55  
R0 G55 B103

C100 M10 Y0 K28  
R0 G125 B177

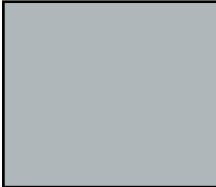
SECONDARY

 <p>Pantone 583C Tint Value 100%</p>	 <p>Pantone 429C Tint Value 100%</p>
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C23 M0 Y100 K17  
R176 G188 B34

C3 M0 Y0 K32  
R35 G31 B32

**Note:** The PMS Metallic Color 8001C is recommended for high-end print projects in lieu of grey 429C

 <p>Pantone 8001C No Tint Value</p>
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Metallic

## Typography

Type is titlecase. Type should never be set in all lowercase or all upper case except for the names of the company and product lines.

Size recommended for headlines: 20-23 pts

Size recommended for subheadlines: 14 pt

Size recommended for body copy: 10 or 11 pt

Size recommended for captions: 8 or 9 pt

ELLIPSE Fonts are:

Oblik Font Family

ITC Franklin Gothic Std Font Family

## Headlines and Subheads

Oblik Bold

**1234567890 !@£\$%^&\*()-=+**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Oblik Regular

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Oblik Regular Italic

*1234567890 !@£\$%^&\*()-=+*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

## Body Copy

ITC Franklin Gothic Std Book

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITC Franklin Gothic Std Demi

**1234567890 !@£\$%^&\*()-=+**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

ITC Franklin Gothic Std Book Italic

*1234567890 !@£\$%^&\*()-=+*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

## Captions

Oblik Regular

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MAGEC utilizes a novel motion-preserving, minimally-invasive technology that, through communication with an external magnetic field, can be non-invasively adjusted in an outpatient setting via remote control by the physician to correct spinal deformities.

This logo uses the same concentric circles as the corporate logo except the logo of the product line name, Magec is PMS 301C.

The MAGEC tagline is “ADJUSTABLE SOLUTIONS FOR SPINE”  
It is always in ALL CAPS.

**NOTE: The rings next to the logo are never to be used alone except as a watermark in a background. Do not separate these elements, they must be used together unless otherwise specified.**



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### MAGEC Color Specifications

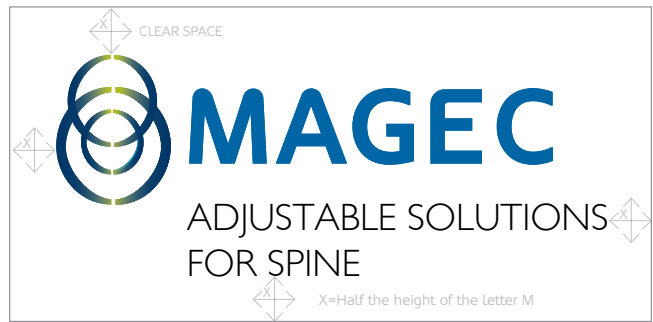
There should be contrast between text and the background color. Dark colors on a white or very pale background are the most legible. White type should only be used on a very dark background (PMS 301C or Black)

**NOTE: Grey should not be used as a background color unless it is being printed professionally or used online. Typical office printers create a brownish tone from grey which does adhere to the MAGEC color palette.**



### MAGEC Size and Space Specifications

The MAGEC logomark should always have a minimum clear space around it equal to half the height of the letter “M”. The minimum logo height is .3” from the top of the rings to the bottom of the rings. The tagline should be a minimum of 6 pts.



Minimum Clear Space



Minimum Logo Height



MAGEC Color Palette

PRIMARY



Pantone 301C  
Tint Value 100%

**C100 M45 Y0 K18**  
**R0 G101 B164**



Pantone 540C  
Tint Value 100%

**C100 M55 Y0 K55**  
**R0 G55 B103**

SECONDARY



Pantone 583C  
Tint Value 100%

**C23 M0 Y100 K17**  
**R176 G188 B34**



Pantone 429C  
Tint Value 100%

**C3 M0 Y0 K32**  
**R35 G31 B32**

**Note: The PMS Metallic  
Color 8001C is  
recommended for  
high-end print  
projects in lieu of  
grey 429C**



Pantone 8001C  
No Tint Value

Metallic

MAGEC Product imagery

To support the MAGEC product brand, uncluttered, product, patient and physician focused images are used.



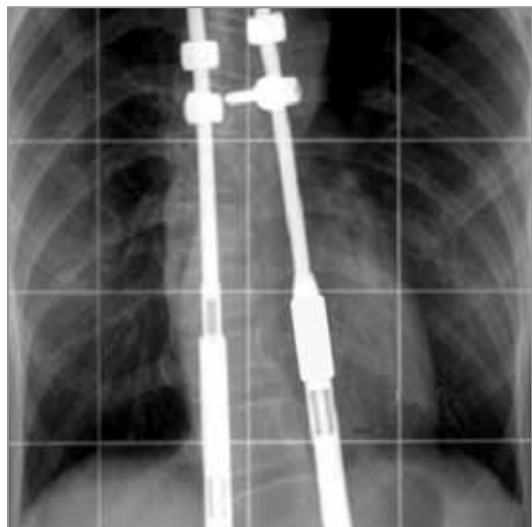
Product Focused



Patient Focused



Physician Focused



X-ray Imagery

PRECICE System uses non-invasive adjustable intramedullary rods or bone plates to treat long-bone abnormalities (e.g., femur, tibia), often the result of acute or chronic fractures.

This logo uses the same concentric circles as the corporate logo except the logo of the product line name, PRECICE is PMS 313C.

The PRECICE tagline is “ADJUSTABLE SOLUTIONS FOR ORTHOPEDICS”  
It is always in ALL CAPS.

**NOTE: The rings next to the logo are never to be used alone except as a watermark in a background. Do not separate these elements, they must be used together unless otherwise specified.**



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### PRECICE Color Specifications

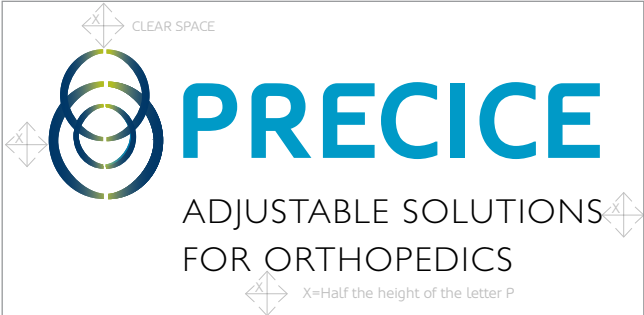
There should be contrast between text and the background color. Dark colors on a white or very pale background are the most legible. White type should only be used on a very dark background (PMS 313C or Black)

**NOTE: Grey should not be used as a background color unless it is being printed professionally or used online. Typical office printers create a brownish tone from grey which does not adhere to the PRECICE color palette.**



**PRECICE Size and Space Specifications**

The PRECICE logomark should always have a minimum clear space around it equal to half the height of the letter “P”. The minimum logo height is .3” from the top of the rings to the bottom of the rings. The tagline should be a minimum of 6 pts.



Minimum Clear Space



Minimum Logo Height

PRECICE Color Palette

PRIMARY



Pantone 313C

Tint Value 100%

**C100 M0 Y8 K13**  
**R0 G154 B199**



Pantone 540C

Tint Value 100%

**C100 M55 Y0 K55**  
**R0 G55 B103**

SECONDARY



Pantone 583C

Tint Value 100%

**C23 M0 Y100 K17**  
**R176 G188 B34**

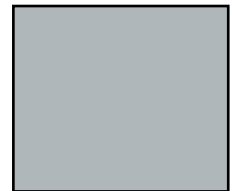


Pantone 429C

Tint Value 100%

**C3 M0 Y0 K32**  
**R35 G31 B32**

**Note: The PMS Metallic Color 8001C is recommended for high-end print projects in lieu of grey 429C**



Pantone 8001C

No Tint Value

Metallic

PRECICE Product imagery

To support the PRECICE product brand, uncluttered, product, patient and physician focused images are used.



Product Focused



Patient Focused



Physician Focused



X-ray Imagery

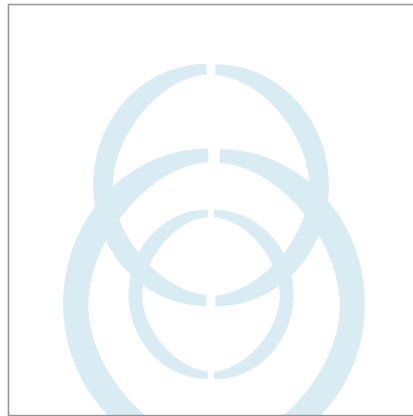
## Watermark Usage

The cocentric circles in the ELLIPSE Logomark may be used on their own as a watermark.

### Proper Usage:



PMS 7468C at 15% opacity and 35° rotation

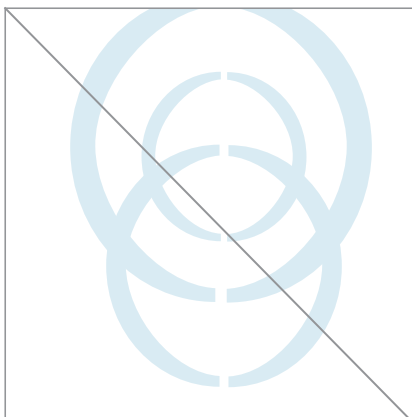


Centered, Bleeding off bottom of page

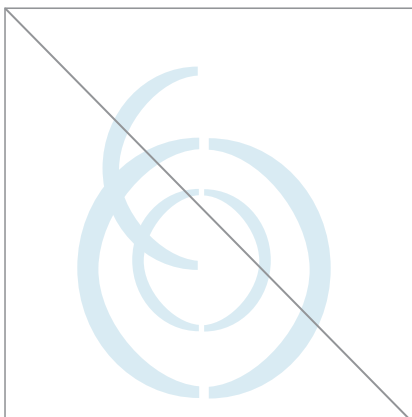


Half bleeds off left side of page

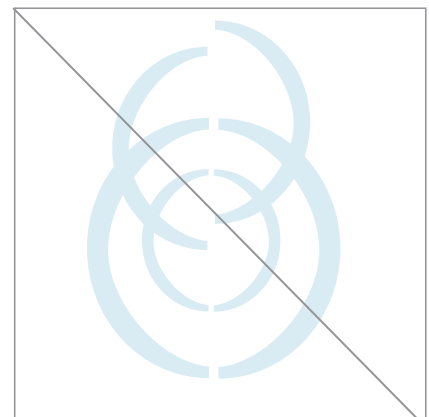
### Improper Usage:



DO NOT rotate the mark 180°



DO NOT remove portions of the rings



DO NOT alter the placement of the rings

## Additional Design Elements

Additional design elements can be used to reinforce the ELLIPSE brand.



The arch element can be used at the top of a page (datasheet, brochure, etc.)



The arch element can also be used in PMS 540C



Background Gradient: A combination of PMS 540C and PMS 301C or PMS 313 can be used. Linear, Location: 50% Angle 40°



A box with rounded corners and transparent gradient is used to emphasize information



## Absolutes

In order to maintain the brand integrity it is very important to never do the following to **ANY** of the company logos:



Do Not Change Logomark Position



Do Not Change Logomark Size



Do Not Stretch or Distort



Do Not Change Fonts or Color of Logo



Do Not Break Apart the Rings



Do Not Remove the Rings