

## Corporate Identity Guidelines Logo, Tag line, Icon and Graphic Elements

### Logo

The **Ortho Kinematics** logo should be placed on a white background when possible.



### Type Logo

**Ortho Kinematics** should be typed in **bold** with a space between Ortho and Kinematics and the "O" and the "K" are capitalized. This is considered the "Type Logo" and should be used when typed in a document or when a logo image is not used.

# Ortho Kinematics

### Tag line

The **Ortho Kinematics** tag line is...  
revolutionizing spine motion analysis

revolutionizing spine motion analysis

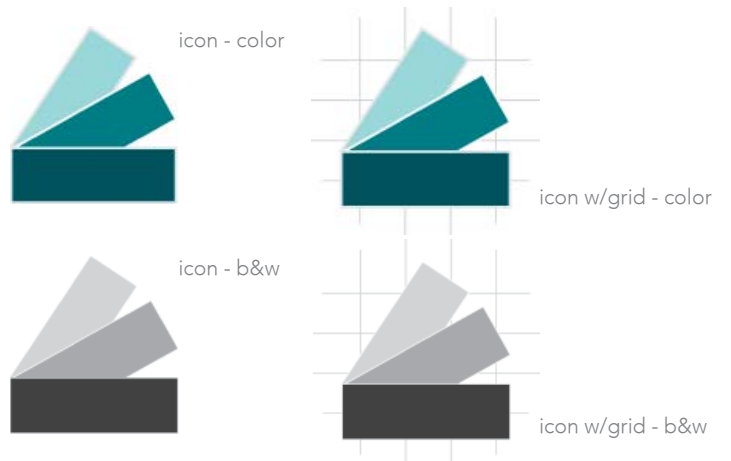
### Icon

The icon can be represented in two ways when stand alone. Note: When used in the logo the grid is not present.

The icon is representative of measuring spine motion.

Each block represents a vertebrae and gradation of color helps promote motion. The grid in the background helps promote measurement.

Colors used (darkest to lightest color):  
(colored icon) pms 3165, 322,318 with with 10%, 0%, 10% border  
(bw icon) 90%, 40%, 20% with 10%, 0%, 0% border



### Graphic elements

The primary graphic elements used in the **Ortho Kinematics** marketing material are:

- 1) spine motion (icon without grid) or 2) the grid itself.



## Corporate Identity Guidelines Typography and Color Palette

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### Typography

The primary corporate font is the Myriad Pro font family.

If Myriad Pro is unavailable (i.e. for multimedia restrictions etc) the Helvetica font family can be substituted (if that is unavailable then the Arial font family).

Myriad Pro, Helvetica and Arial are sans-serif fonts of choice. Times Roman is the serif font family of choice.

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### Color Palette

The color palette is established to provide a recognizable identity and give consistency to all **Ortho Kinematics** material.

#### Primary Palette



*Corporate Green*  
PMS 322  
R0 G114 B125  
#00727d



*White*



*Black*

#### Secondary Palette



*Dark Green*  
PMS 3165  
R0 G79 B92  
#004f5c



*Light Green*  
PMS 318  
R141 G222 B228  
#8ddee4

#### Accent Palette



*Red*  
PMS 484  
R156 G48 B34  
#9c3022



*Dark Orange*  
PMS 1605  
R165 G81 B33  
#a55121



*Orange*  
PMS 1595  
R218 G98 B25  
#da6219



*Yellow*  
PMS 606  
R213 G187 B0  
#d5bb00