



DTR Medical[®]

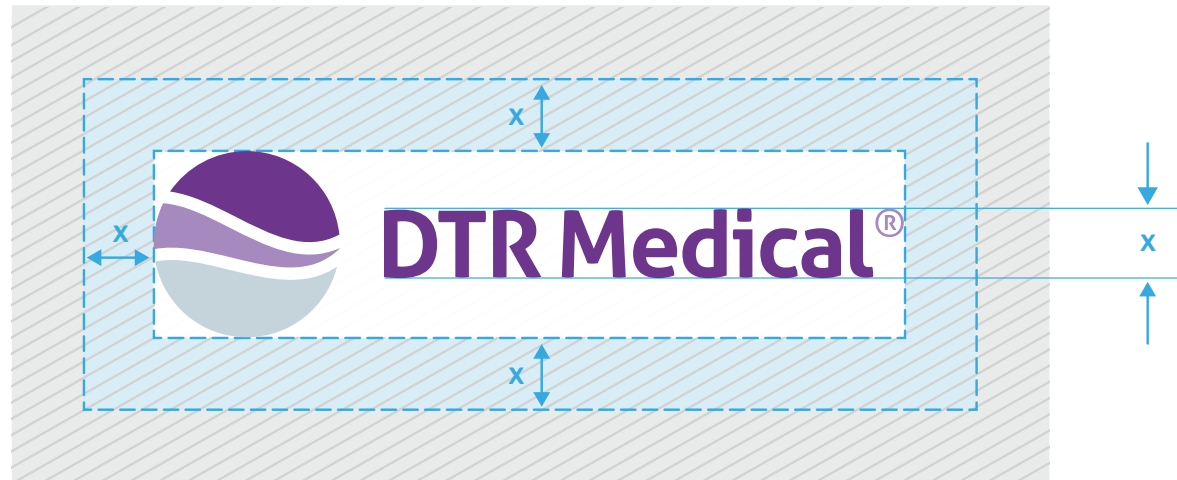
Logo & Brand Identity Guidelines

Logostyle integrity

Minimum clearance

The minimum clear space surrounding the identity must always be respected. No other graphic elements should break into this area.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)



Logostyle integrity

Sizing within computer programmes such as Word

It is important to note that scaling the DTR Medical logo must be achieved by dragging the corner point of the selected area, not the bottom or side point.



Altering the Identity

It is important not to alter the position of the text in relationship to the motif. Only the approved version of the DTR Medical logo should be used. For copies of the logo please contact DTR Medical marketing department.



Positioning the logo

The DTR Medical logo can be used on photographic and coloured backgrounds, but extra care must be taken.

The logo should always appear legible and should never be placed on top of a background image/colour that makes it hard to read. Use of the solid black or solid white versions may be preferable in certain cases.



The colour scheme



DTR Medical®

CMYK C70 M90 Y0 K0
RGB R109 G53 B140
HEX #6C348B

CMYK C40 M50 Y0 K0
RGB R167 G137 B191
HEX #A789BF

CMYK C27 M11 Y13 K0
RGB R197 G213 B219
HEX #C5D5DB

ENT/MAXFAX

CMYK C78 M12 Y45 K0
RGB G160 B153
HEX #28AFA6

NEUROSURGICAL

CMYK C0 M80 Y90 K0
RGB R232 G78 B27
HEX #F1592A

GENERAL SURGERY

CMYK C37 M88 Y14 K2
RGB R160 G57 B127
HEX #A74188

OPHTHALMIC

CMYK C13 M34 Y85 K3
RGB R221 G169 B57
HEX #DBA747

GYNAECOLOGY

CMYK C9 M100 Y49 K2
RGB R217 G27 B92
HEX #D91B5C

ORTHOPAEDIC

CMYK C85 M50 Y0 K0
RGB R29 G112 B183
HEX #3077BC

Typography

Aller bold can be used for main headlines in advertisements, literature and online.

The Standard Edition of the Aller Font Family is available for free

The typeface Globber has been chosen for subheads and body text. Globber is a versatile font suitable for any type of graphic design in web and print. This will work well across DTR Medical literature, for instance catalogues, where a variation of font weights is often required.

Globber is available to purchase from MyFonts.

Aller Bold
Aller Bold Italic

Light
Light Italic

Book
Book Italic

Regular
Regular Italic

Semibold
Semibold Italic

Bold
Bold Italic

Extra Bold
Extra Bold Italic

Black
Black Italic

Brand material

The DTR Medical colour sweep includes the colours of each product sector in our range.

It adds an exciting visual effect to our material helping to build brand recognition. It is used throughout our publicity material where appropriate.

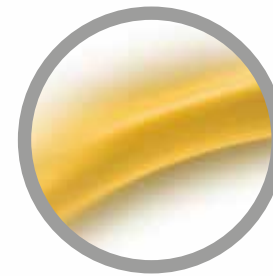
These images are available from the DTR marketing department.



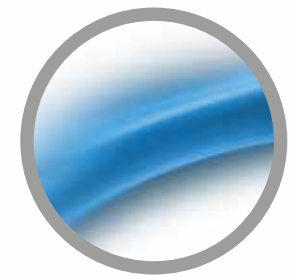
NEUROSURGICAL



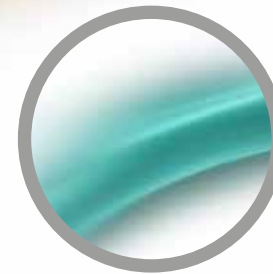
GENERAL SURGERY



OPHTHALMIC



ORTHOPAEDIC



ENT/MAXFAX



GYNAECOLOGY

Contact

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