



Visual Profile Guidelines

Version 1 | 2020

Table of Content

- 1. Brand Guidelines**
- 2. Logo**
 - 2.1 Company Logo
 - 2.2 Product Logo
- 3. Colors**
 - 3.1 Color Palette
 - 3.2 Examples
- 4. Typography**
 - 4.1 Font
- 5. PowerPoint Template**

1. Brand Guidelines

You are a part of the whole

As a representative of Ortivus, you are an important cornerstone in building and protecting our brand. Ortivus brand should be unique and easily recognised among our target audiences.

Consistency is key

A consistent visual profile is important for recognition and will strengthen the brand. These guidelines was created to help you represent Ortivus and efficiently sharpen your communication in accordance to our visual profile.

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2. Logo

2.1 Company logo

Colors

The Ortivus logo with blue details should be used primarily. If an alternative logo is desired due to specific requirements or design, following alternatives are available:

- Black
- Black with dark blue details
- Inverted, (no background)

It is important to keep a clear contrast between logo and background.

The Ortivus symbol

The Ortivus symbol can be used as a single element if required. The symbol with blue details should then be used primarily.

Original files to be used

The original logo files shall always be used to ensure high resolution and good quality.



2.2. Product logo

Colors

The MobiMed logo is presented in four different colors:

- Dark Blue
- Black
- Soft Green
- Inverted

Dark Blue and Black should be used primarily. It is important to keep a clear contrast between logo and background.

The MobiMed Symbol

The MobiMed symbol can be used as a single element if required. The colors Dark Blue and Black should then be used primarily. However, both colors could also be used in inverted form.

Original files to be used

The original logo files shall always be used to ensure high resolution and good quality.



3. Colors

3.1 Color palette

Corporate color

The Ortivus Blue is our corporate color and should mainly be used in the logo to make sure the logo stand out.

Main colors

The main colors should be used consistently through out all marketing material.

Background colors

White and Light Grey should primarily be used as background colors. Misty blue could be used as additional color to add dynamic to the graphics.

Signal color

Deep red is our signal color and should be used carefully and only when we wish for something to be extra highlighted.

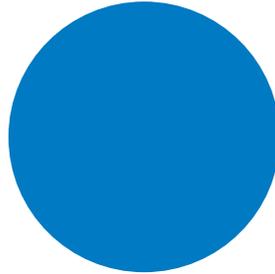
PMS & NCS codes:

The PMS and NCS codes does not reflect the exact tint of our corporate colors but the closest tint possible, usually with 99% similarity. These codes should be used with caution and only in occasions where RGB, CMYK or HEX codes not are an alternative.

RAL codes:

The RAL codes are even further away from our original colors. RAL-codes should therefore only be used when no other alternative is possible.

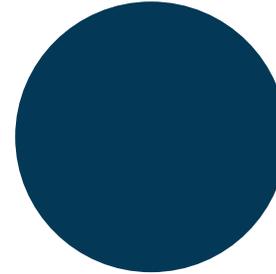
Corporate color



Ortivus Blue

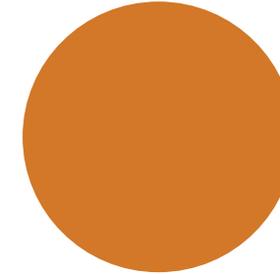
RGB: 0/22/194
CMYK: 100/43/0/0
HEX: #007AC2
PMS: 3005 C
NCS S 2065-R90B
RAL 5015

Main colors



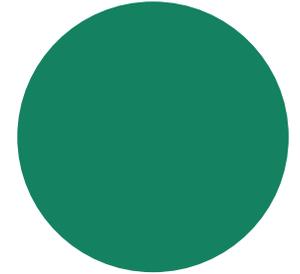
Dark Blue

RGB: 3/57/86
CMYK: 100/75/42/35
HEX: #033956
PMS: 302 C
NCS S 6030-R90B
RAL 5003



Orange

RGB: 210/120/40
CMYK: 14/61/100/2
HEX: #D27828
PMS: 7565 C
NCS S 2060-Y30R
RAL 2000



Smooth Green

RGB: 20/130/97
CMYK: 85/26/74/11
HEX: #148261
PMS: 3288 C
NCS S 3060-B90G
RAL 6032

Background colors



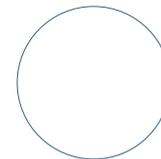
Misty Blue

RGB: 174/196/204
CMYK: 32/14/15/0
HEX: #AEC4CC
PMS: 5445 C
NCS S 2010-B
RAL 7035



Light Grey

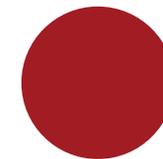
RGB: 240/239/239
CMYK: 5/3/3/0
HEX: #F0EFEF
PMS: -
NCS S 1000-N
RAL 9003



White

RGB: 255/255/255
CMYK: 0/0/0/0
HEX: #FFFFFF
PMS: -
NCS S 0300-N
RAL 9016

Signal color

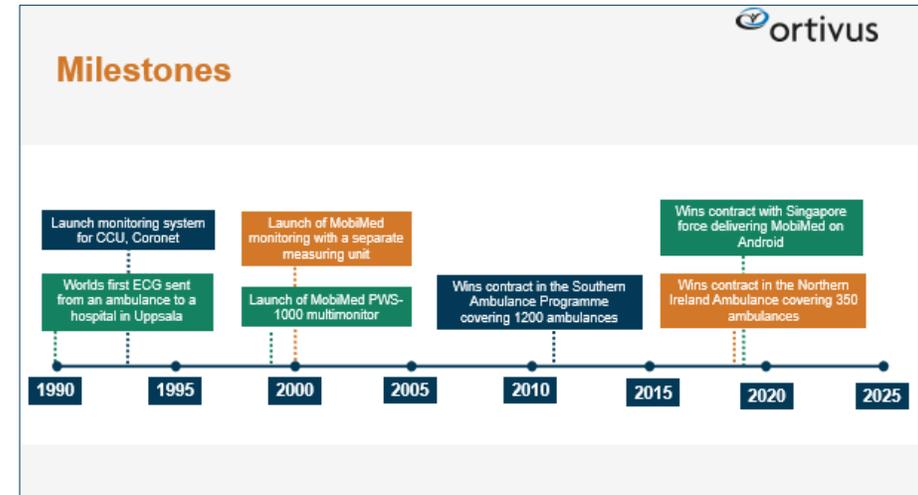


Deep Red

RGB: 161/29/35
CMYK: 24/100/97/20
HEX: #A11D23
PMS: 7126 C
NCS S 3060-Y90R
RAL 3001

3.2 Examples

The way to mission success



Data analysis

4. Typography

4.1 Font

Arial ®

We are using the typeface Arial as our company font. Arial is one of the most widely used designs and it is easy to read at both small and big sizes.

Usage

The company font shall be used throughout all marketing material, on the website and in product related materials.

The company font can be used in several different font sizes depending on requirements and needs. However, it is always recommended to use default font sizes that can be found in company templates.

Headline

Arial Bold,
preferably with a
sharp color

Preamble

Arial Bold, same
font size as body
text

Body text

Arial, same font
size as preamble

Citations

Arial italic

We bring clinical care closer to the patient

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.”

5. PowerPoint Template

7. PowerPoint Template

Access

The PowerPoint template should be automatically added to your personal PPT. When creating a new PPT, click on custom to find the PPT Templates. It can also be found here: L:\General Documents\Templates\Presentations

Color palette

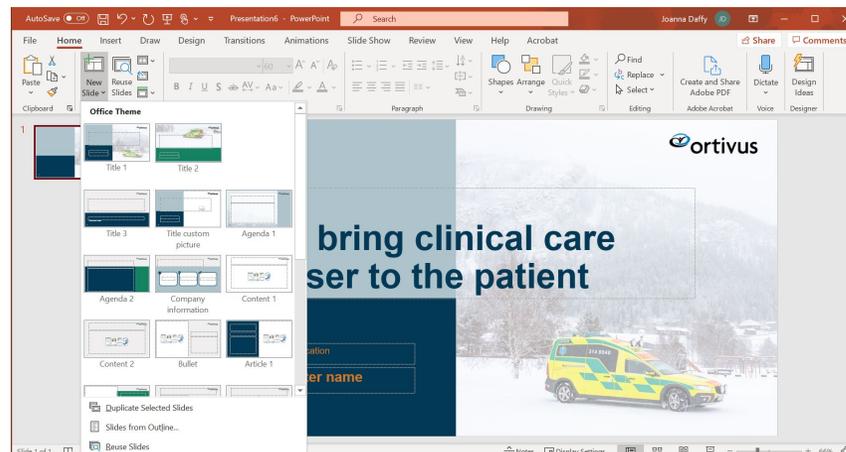
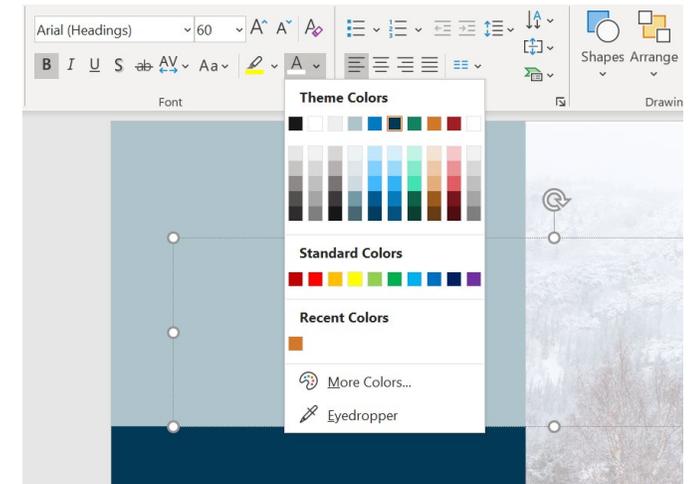
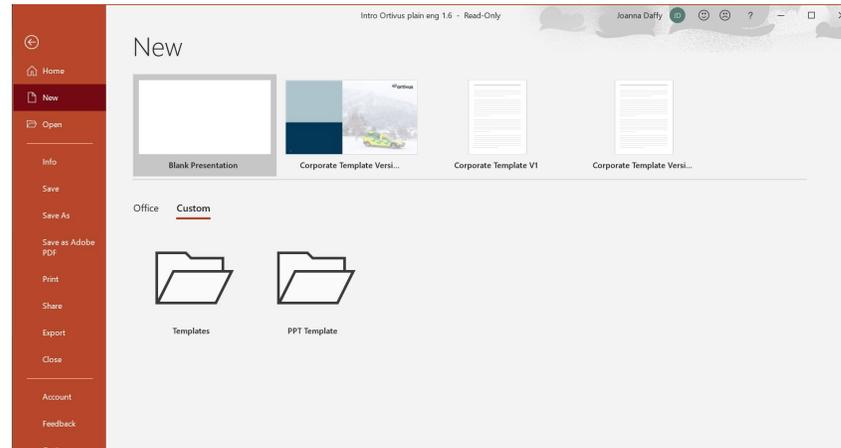
In the template, the color palette to be used can be found under “Theme colors”.

Font

Arial is the default font.

Slide library

All template slides can be found in the dropdown menu below “new slide”.





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