

— an INTRODUCTORY GUIDE to —

I D E N T I T Y & G R A P H I C S T A N D A R D S



K N O W L E D G E F R O M T H E I N S I D E O U T

Welcome: An Introduction to MedXray

Welcome to our new brand identity and graphic standards guide. The purpose of this guide is to give you an overview of the key elements of the new design and how to apply them to various usages. We recommend that you read through this guide before applying our logo to any materials you might be creating. Our aim is to give you all the help we can to produce high quality, consistent design that really brings our brand to life.

The MedXray Brand

A brand is more than just a logo. A brand communicates everything people think of (such as quality, expertise and trustworthiness) whenever they see or hear a name. Thus, the MedXray brand represents a set of values and principles that define us and should guide the way we all behave.

Please pass this guide on to anyone you might feel would be helped by reading and understanding it. In order to build our position in people's hearts and minds, it is vital to present ourselves consistently in the best possible light. That's why elements like our logo, type fonts and colors matter so much – they are the first thing that people see. They signify our values and principles, and help to define us in a tangible way.

Our Philosophy and Mission

MedXRay has been providing diagnostic and therapeutic subspecialty radiology services to hospitals and clinics across the region since 1961. This private practice clinic has over thirty board-certified physicians on staff, many of them with post residency training that make them among the best in the nation. Our broad range of services includes:

- **Diagnostic Imaging**

- **Interventional Radiology**

- **Radiation Oncology**

- **Pediatric Radiology**

- **Neuroradiology**

The entire staff at MedXRay is committed to treating patients with integrity, confidentiality and expertise. In addition to physicians certified by the American Board of Radiology, we also offer the assistance of trained technologists, therapists, Certified Nurse Practitioners, Physician's Assistants, registered and licensed practical nurses and medical physicists. Their deep knowledge, combined with advanced technology and compassionate care, are the reasons so many physicians refer their patients to us.

Design Elements: Our Logo



Background

Our MedXray logo is the clearest representation of our brand. It is precise, modern, and approachable. Our legal name, Medical X-Ray Center P.C., which was established in 1961, has not changed. Rather, our identity has been shortened and modernized for marketing and advertising purposes.

Design Elements

There are three basic elements for the MedXray logo. First, the “X symbol” – which has been retained from our original logo, is now smaller and used to accentuate the type. The upper left corner is now bright blue, to illustrate the specialized nature of MedXray. Secondly, our name has been shortened and emphasized, to help in memory retention and readability. The new “MedXray” typefont becomes the primary focus of the new logo design. And finally, a secondary line of text helps to define in a more in-depth way the overall specialty of MedXray. This “qualifier” – Medical Imaging and Radiation Oncology – will always fall underneath the main text graphic.

The spatial relationship between these three design elements is fixed, and may not be altered.

Design Elements: Our Positioning

KNOWLEDGE FROM THE INSIDE OUT

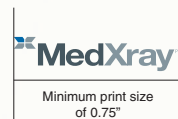
Overview

A strong positioning line can communicate your values, your benefits and your strengths, and is especially useful when your name doesn't tell the full story of who you are.

To that effect, “**Knowledge From The Inside Out**” has been established to communicate the MedXray brand positioning to our audience.

The font style and color has been established with flexibility of usage in relation to the main logo, but should be considered a graphic element, and may not be used with alternate typestyles or treatments.

Design Elements: Size



Guidelines

Sizing for the logo depends on the application and material. As a general guide, do not use the logo at a size smaller than 0.75” in any application. Logo applications smaller than 1.0” may choose to delete the secondary line of type, as it will not have substantial readability. The logo *MAY* be used as large as is required.

For logos larger than 1.0” – NEVER delete any of the specific elements of the logo.

Design Elements: Exclusion Zone



Guidelines

An exclusion zone has been established to allow our logo to stand out and to protect it from being undermined by other elements. As such, a clear space should always be provided around the logo **AT LEAST AS SIGNIFICANT** as illustrated above. This space is defined by the capital M taken from the logo at usage size. This means that the space surrounding the logo should proportionately have the same amount of space around it regardless of usage size. More space than dictated above around the logo is always acceptable.

Design Elements: Primary Color Palette

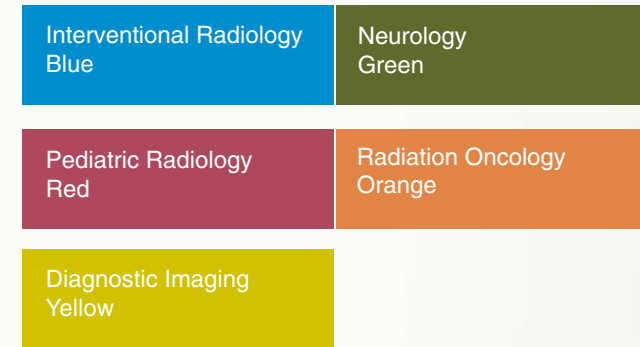


Color	Pantone	CMYK	RGB
Blue	2945	100/45/0/14	21/105/167
Grey	432	23/0/0/77	76/87/96
Lt. Grey	432 60%	14/0/0/46	136/146/156

Primary Palette

A bright, vibrant blue and neutral-toned grey have been chosen for our logo to reflect our medical expertise and professionalism. Both colors reproduce readily and easily in most applications.

Design Elements: Secondary Color Palette



Color	Pantone	CMYK	RGB
Blue	7461	78/28/0/0	82/147/208
Green	5757	27/0/95/55	108/119/40
Red	7419	0/60/45/18	183/111/104
Orange	7412	0/42/100/7	214/151/45
Yellow	612	0/0/100/20	209/196/43

Secondary Palette

Warm, rich colors make up the secondary palette. A specific color has been assigned to each specialty within MedXray. These colors have been chosen to work in harmony with the primary palette, while not competing with it. Quite often, this palette may be screened back from 100%, in order to produce soft pastel accents.

Logo Usage: Color



Preferred One-color
Application using
PMS 432 ink



Alternate One-color
Application using
Black ink



Reverse Application using
PMS 432 as background

Usage Guidelines

While it is always preferable to reproduce the logo in its primary palette, sometimes an alternate color reproduction is required. Two logos have been developed for such limited, one-color usage. It is preferable to use the PMS 432 application (shown above). In instances where it is not possible to use PMS ink, a second version using Black ink is provided.

The MedXray logo should be reproduced on white or pale imagery only. It should never appear on any other colors or a photographic background. In some instances, the logo MAY reverse directly out of a background made of solid PMS 432 ink. This usage should be limited to instances where a primary logo cannot be used.

Design Elements: Typography

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,£()*_?!”:

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,£()*_?!”:

Headline Font

Classic Helvetica has been chosen as the primary headline font for MedXray. By using this classic sans serif font, developed in 1957, we establish a neutral, readily available typeface that has great clarity and can be used on a wide variety of applications.

Congress T Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,£()*_?!”:

Congress T Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,£()*_?!”:

Body Font

Congress, a German font developed in 1980, has been chosen as the secondary font for MedXray.

Legibility

All text should be set to a minimum size of 7 pt for body copy to ensure legibility.

Generous leading (space between lines of text) that is a minimum of 2pt greater than the type size, should be applied to further aid legibility. For example, the leading for 10 pt text is a minimum of 12 pt.

Graphic Consistency

It is our aim to assist you in carrying on the established brand of MedXray. To do so, keep in mind the overall importance of consistency in all of our methods of communication. Always consider the following elements when creating and distributing materials for MedXray:

Design

Graphic design is a creative process that combines art, strategy and technology to communicate ideas. The concepts, imagery and typography that MedXray chooses to convey a message to a particular audience should be well strategized, and crafted with care to ensure a positive brand image.

Photography

Photography is a vital and engaging way of expressing our brand. Through it we can show what kind of organization we are, and explain what we do. We are in the process of building our own photo library of images that are modern, up-to-date representations of our brand. At times, we will use stock photography that accurately reflects our organization. Such photography should be chosen wisely.

Voice

The voice of Medical X-Ray Center should always be professional, caring and should use language appropriate for its target audiences.

Branding & Marketing Assistance

Thank you for taking the time to familiarize yourself with the MedXray brand. If you would like more information, please contact Holli Wubben, our Public Relations Manager, at 605-731-7576, or email her at hwubben@medx-ray.com.

Our logo and positioning line is available in many digital formats, including .eps, .jpg, .tif or .pdf files. We'll be glad to help you to find the proper file format for your specific application.



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