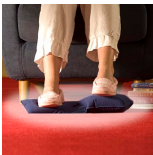


Brand guidelines



This is a guide detailing the various elements that make up the Airogym™ Brand. It is intended to provide you with all the information and elements to create your own bespoke marketing materials for Airogym. This ensures the integrity of the brand is maintained through all local markets.

Contents

1. Logos

2. Fonts

3. Colours

4. Campaign Imagery

5. Advertising and Promotional Materials

1. Our Logo: Our logo is a valuable branding asset, and as such must be used appropriately. The following pages show our logo range, colours and strap lines.

1.1 Airogym™

1.2 Airogym™ with strapline

1.3 Airogym™ with strapline and man

1.4 Logo usage

1.1 Airogym™ logo

CMYK: 100c66m0y2k RGB: 0r93g170b PANTONE: 286C



CMYK: 100k RGB: 0r0g0b PANTONE: Process Black



Reverse white out of background



1.2 Airogym™ logo with strapline

CMYK: 100c66m0y2k RGB: 0r93g170b PANTONE: 286C



CMYK: 100k RGB: 0r0g0b PANTONE: Process Black



Reverse white out of background



1.3 Airogym™ logo with strapline and man

CMYK: 100c66m0y2k RGB: 0r93g170b PANTONE: 286C



CMYK: 100k RGB: 0r0g0b PANTONE: Process Black



Reverse white out of background



1.4 Logo usage: We like to give our logo breathing space so it can be clearly seen. Here is our spacing guide to ensure the logo sits comfortably on all materials.

1.4 Clear space. M height = X

Exception to this rule is when the web address is added.

See 5.1 Advertising materials



2. Our Typeface: Our typeface has been chosen for its legibility across all communication channels.

2.1 For print and multimedia

The 'Din' type family is our font. It is a clean, clear and contemporary font that we use in all our printed communications and multimedia.

2.2 On-line

The 'Verdana' type family is the font we use for all on-line environments. This was chosen for its compatibility and clarity.

2.1

Din - Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Din - Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

2.1

Din - Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Din - Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

2.2

Verdana - Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana - Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

3. Our Colours: Our colours give us our personality. The warm red alludes to 'venous circulation' whilst the combined complimentary colours create a pallet designed to reflect the 'clinical authority' associated with Airogym™.

3.1 Print (CMYK)

For use on advertising and most printed material.

3.2 Spot (Pantone)

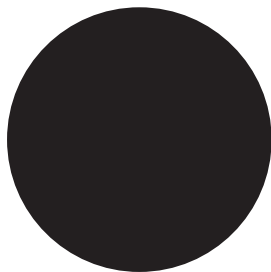
For use when more than 4 colour print (CMYK) may be available or single colour applications.

3.3 Digital (RGB)

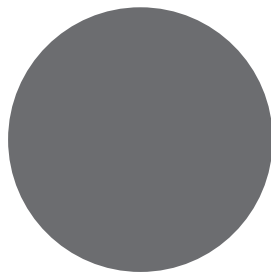
For use on web and screen.

3.1

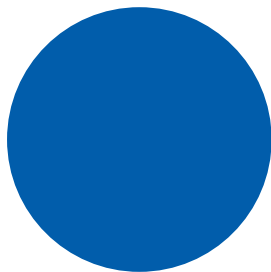
Print (CMYK)



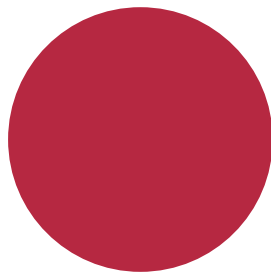
Black (100%k)



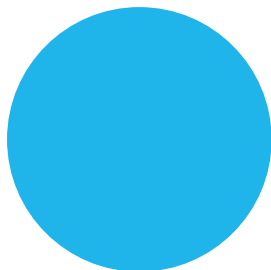
Black (70%k)



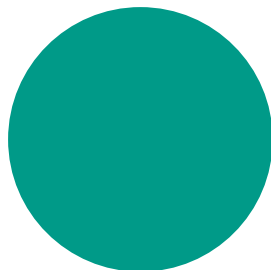
Blue (100c66m0y2k)



Red (30c100m80y0k)



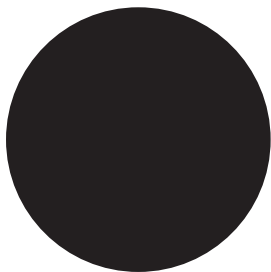
Cyan (70c7m0y0k)



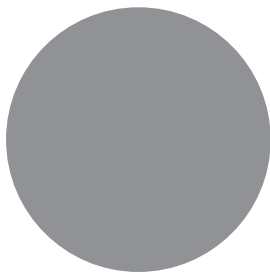
Green (100c0m56y10k)

3.2

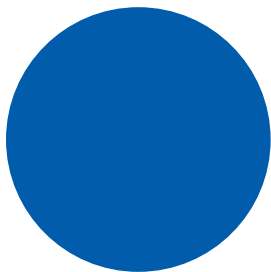
Spot (Pantone)



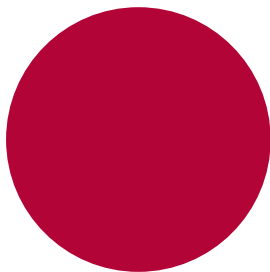
Pantone Process Black C



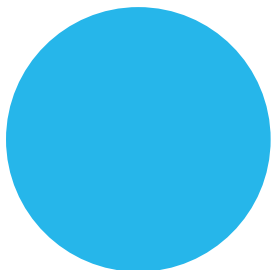
Pantone Cool Grey 9 C



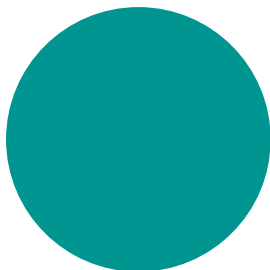
Pantone 286 C



Pantone 201 C



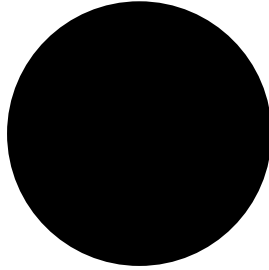
Pantone 298 C



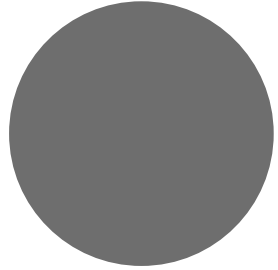
Pantone 3282 C

3.3

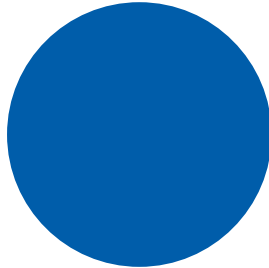
Digital (RGB)



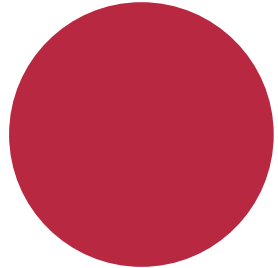
Black (0r0g0b)



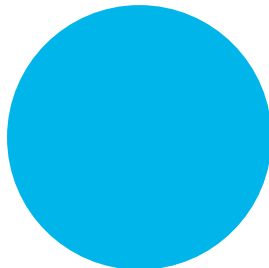
Grey (110r110g110b)



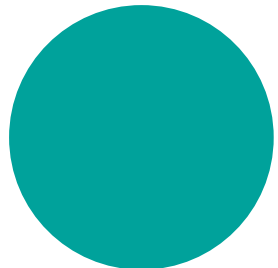
Blue (0r93g170b)



Red (184r40g65b)



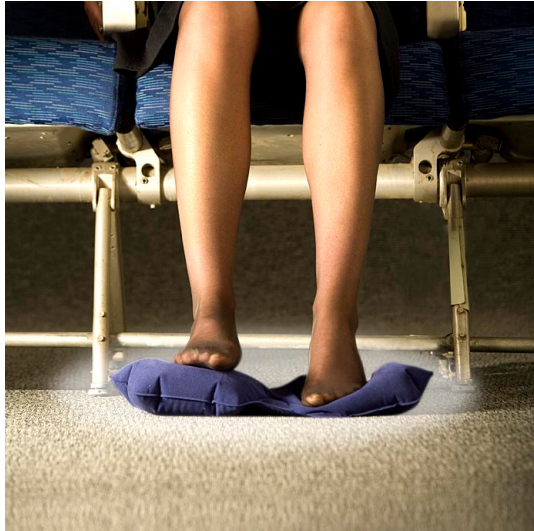
Cyan (0r181g234b)



Green (0r162g155b)

4. Campaign Imagery: Our imagery identifies the wide group of people for which Airogym™ provides a clinical benefit. The close-cropped imagery has a strong focus of the Airogym in use. The images have been designed with lighting that emphasises Airogym's simplicity, portability and ease of use, ensuring the audience quickly and simply registers the visual communication. The photo style attaches a clear, assertive and positive personality to the Airogym brand.

4.1



IMG001 Air travel



IMG002 Elderly/immobile

4.1



IMG003 Pregnancy



IMG004 Hospital post-op

4.1



IMG005 General socks



IMG006 General slippers

5. Advertising and Promotional Materials:

The following pages demonstrate how all of these elements combine to create various marketing materials.

5.1 - 5.3 Advertisements

The imagery is framed by the Airogym™ 'swish' which is also used to carry the Walker 37 logo.

The Airogym logo is the most prominent logo and sits within in its designated space frame.

Headline and copy is shown here as a preferred positional guide.

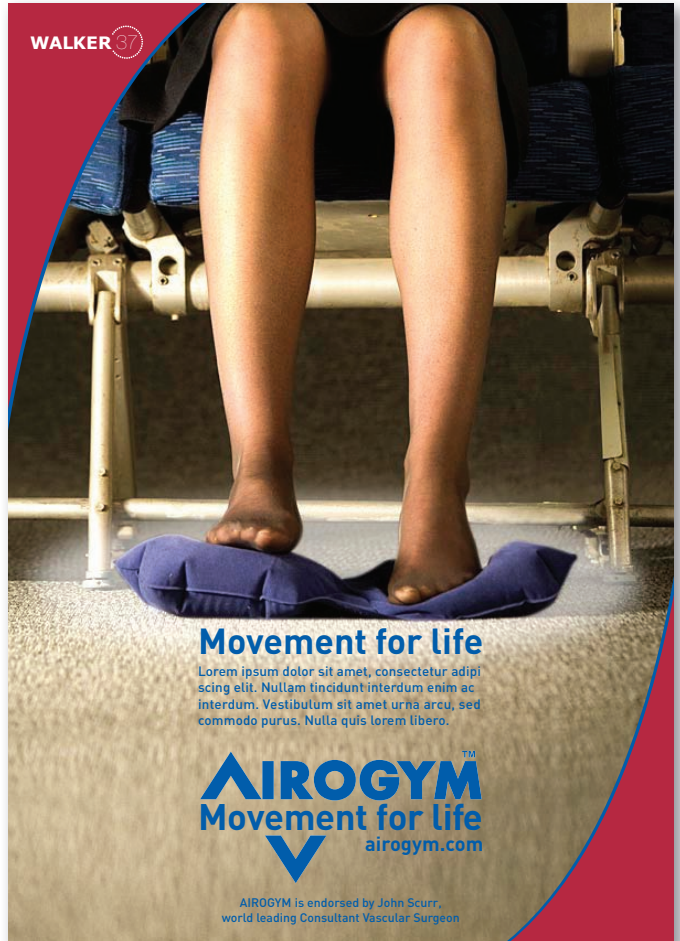
The choice of imagery MUST reflect the target audience for which the advertisement is aimed. In the case of a more general audience, images 005 and 006 are preferred.

5.4 Materials

Samples of other marketing materials are shown here for further guidance.

5.1

Full page ad

A photograph showing a person's legs from the knees down, standing on a metal walker. The person is wearing a dark skirt. A blue, rectangular cushion is placed on the walker's footplate under both feet. The background is a plain, light-colored floor. The image is framed by a red curved border on the left and bottom right.

WALKER 37

Movement for life

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tincidunt interdum enim ac interdum. Vestibulum sit amet urna arcu, sed commodo purus. Nulla quis lorem libero.

AIROGYMTM
Movement for life
airogym.com

AIROGYM is endorsed by John Scurr,
world leading Consultant Vascular Surgeon

5.2

Half page horizontal and vertical ads

WALKER 37



Movement for life

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tincidunt interdum enim ac interdum. Vestibulum sit amet urna arcu, sed commodo purus. Nulla quis lorem libero. Lam tin cidunt terdumer enim ac interdum. Bulum sit amet urna arcu.



AIROGYM™

Movement for life

airogym.com

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Consultant Vascular Surgeon

WALKER 37



Movement for life

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AIROGYM™

Movement for life

airogym.com

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WALKER 37



Movement for life

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AIROGYM™

Movement for life

airogym.com

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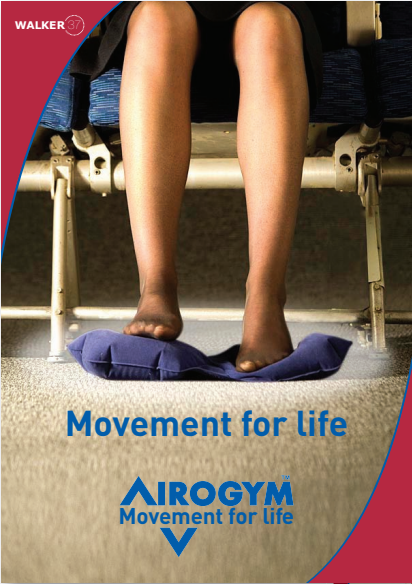
5.3

Online banner, skyscraper and spot ads



5.4

Printed materials front cover and inside spread



5.4

Exhibition banner and presentations



AIROGYM™
Movement for life
airogym.com

Endorsed by medical experts, Airogym™ is a portable and inflatable exerciser that provides a resistance-based exercise to help encourage blood flow in your lower legs.



Buy Airogym™ now by visiting our website www.airogym.com
Airogym™ retails at £11.99 – to purchase directly via credit/debit card, telephone: 01488 73848

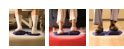
WALKER 37

WALKER 37



PowerPoint cover

AIROGYM™
Movement for life



WALKER 37



PowerPoint cover

AIROGYM™
Movement for life



WALKER 37

AIROGYM™
Movement for life

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