



brand guidelines



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FOR MARKETING REQUESTS,
PLEASE CONTACT
MARKETING@CQMEDICAL.COM

1.00 INTRODUCTION



1.01 ABOUT THIS DOCUMENT

The following guidelines show how to use the new CQ Medical™ design principles.

This document is designed to support a broad tonal spectrum in order to create a coherent visual system regardless of the tone of the content.

2.00 OUR BRAND



2.01 OUR MISSION STATEMENT

To Improve Care and Outcomes for Patients and Providers through a Passion for Innovation.

2.02 OUR CORE VALUES

We operate from a shared set of values created by team members from around the world.

They are fundamental to the way we consistently approach our work, our role in society, our behavioral expectations of one another, and the way each of us, the company, our patients, and our partners realize success.

Purpose

Improving patient care and outcomes across the globe with innovative, high-quality, patient-centric solutions.



People

People are the reason we exist. We serve patients and others around the world and build an organization for all to succeed and grow. We treat each other with respect and compassion.



Providers

Our providers rely on us to provide safe, innovative, high-quality, patient-centric solutions they use to serve their patients.



Partners

Suppliers, distributors, OEMs, and other strategic partners are essential to the success of our business.



Passion

Improving patient care and outcomes across the globe with innovative, high-quality, patient-centric solutions.



Principles

We behave ethically at all times. We will always do the right thing rather than the easy thing.



Performance

By consistently living our Values, we ensure strong performance for our People and for our company. When each employee offers their best performance



our company performance is enhanced, enabling us to provide better products and services to our Providers and their patients.

2.03 TONE OF VOICE

CQ Medical is there during some of life's biggest challenges.

We stay a step ahead to create safe, dependable solutions for our partners' and patients' unmet needs.

We speak the language of both through a filter of intelligent wit and observational insight. There is a confidence, reverence and understanding to our voice. The end goal is, and always has been, a positive outcome for our patients. Our passion and care for what we do and who we do it for always shines through.

Empathetic Innovators



2.04 OUR GUIDING PRINCIPLE

Everything we do is instructed by our Care Quotient Philosophy.

IQ + EQ = CQ

We believe great care comes from a combination of intelligence and empathy. That's what makes us the new global leader in radiotherapy positioning and healthcare innovations that advance human care.

2.05 TRADEMARKS

The following lists include trademarks and registered trademarks of CQ Medical and their partners' product names.

As a standard guideline, the trademark should be placed on the first product reference of each page.

[View additional guidelines.](#)

PROPERTY OF QFIX SYSTEMS LLC

| | |
|-------------------|-------------------|
| Access™ | Low-Pro™ |
| Access 360™ | Nurofit™ |
| AccuFix™ | Nurofit Premiere™ |
| AirDrive™ | OneTouch™ |
| AirDrive Caddie™ | PentaFix™ |
| AirDrive Trolley™ | Portrait™ |
| AirShuttle™ | ProBoard™ |
| Alta™ | Prone CSA Kit™ |
| Aquaplast RT™ | Pronumbra™ |
| Aqua-Brief™ | Qfix® |
| Aquapan™ | Qfix Gold™ |
| Aquaplast RT™ | QUANTUM™ |
| Adapt-It™ | RapidHeat™ |
| Aquaplast RT™ | RapidVac™ |
| ArmShuttle™ | Shoulder-Loc™ |
| Assure™ | SingleStep™ |
| BoS® | SofTouch™ |
| ClearVue™ | Stradivarius™ |
| Cosmas Cup™ | Symphony® |
| Direct Indexing™ | Tilt-Pro™ |
| DoseMax™ | VacQfix™ |
| Encompass™ | Variable Perf™ |
| FlexLock™ | Virtual Indexing™ |
| Fibreplast® | X-Trans™ |
| InfinityEdge™ | ZiFix™ |
| InfinityLock™ | ZiFix Traverse™ |
| InkAlign™ | |
| INSIGHT™ | |
| IntegraBite™ | |
| Integrated Shim™ | |
| kVue™ | |
| Low-e™ | |

PROPERTY OF MEDTEC LLC

| | |
|---------------------------------|---------------------|
| AccuForm™ | Multifix™ |
| Align™ | New Horizon™ |
| Bi-axial Arm Support System™ | ONEBridge™ |
| Body Pro-Lok™ | ONEPlatform™ |
| Body Pro-Lok ONE™ | PointCoil™ |
| C-Qual™ | PolyMark™ |
| C-Qual M™ | Posicast® |
| CIVCO Radiotherapy™ | Posifix® |
| CIVCO RT™ | Posirest™ |
| Clam-Lok™ | Precise Bite™ |
| ClearVision™ | Prodigy™ |
| Combifix™ | ProForm™ |
| ComfortCare™ | Pron-pillo™ |
| Contoura™ | Prone-Lok™ |
| Coupled™ | ProtonSeries™ |
| CQ Medical™ | Protura™ |
| CyberMark™ | PureVision™ |
| DoseMatch™ | Solstice™ |
| Feetfix™ | Solstat™ |
| Fixator™ | ThermFix™ |
| FlexiCoil™ | Thorawedge™ |
| FlexiMarc™ G/T | TotalRT™ |
| FusionCoil™ | Tranquility™ |
| GlideTrack™ | Type-S™ |
| HipFix® | trUpoint ARCH™ |
| IMRT Reinforced Thermoplastics™ | Uni-frame® |
| Interloc® | Universal Couchtop™ |
| Iso-Align™ | Vac-Lok™ |
| Kneefix™ | Wing Board™ |
| Lok-Bar™ | ZENTEC™ |
| Monarch™ | ZENTEC® (EU only) |
| MRSeries™ | |

PROPERTY OF 3RD PARTY PARTNERS

Action Products, Inc.

Bolx I™
Bolx II™

ALCARE CO, LTD

Uchida of America, Corp.
MOLDCARE
DecoColor

Brachyfoam, Inc.

Brachygel®

IZI Medical Products

ShadowForm®

Nanovi A/S

BioXmark®

POLL Medical LLC

GrayDuck Stents™
GrayDuck Dart™

QLRAD

RectalPro™ 75

Radiation Products, LLC

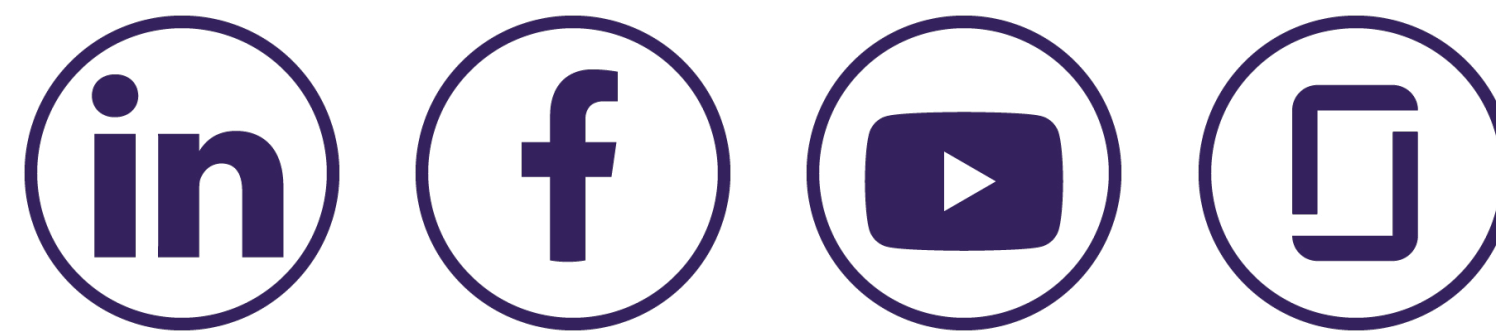
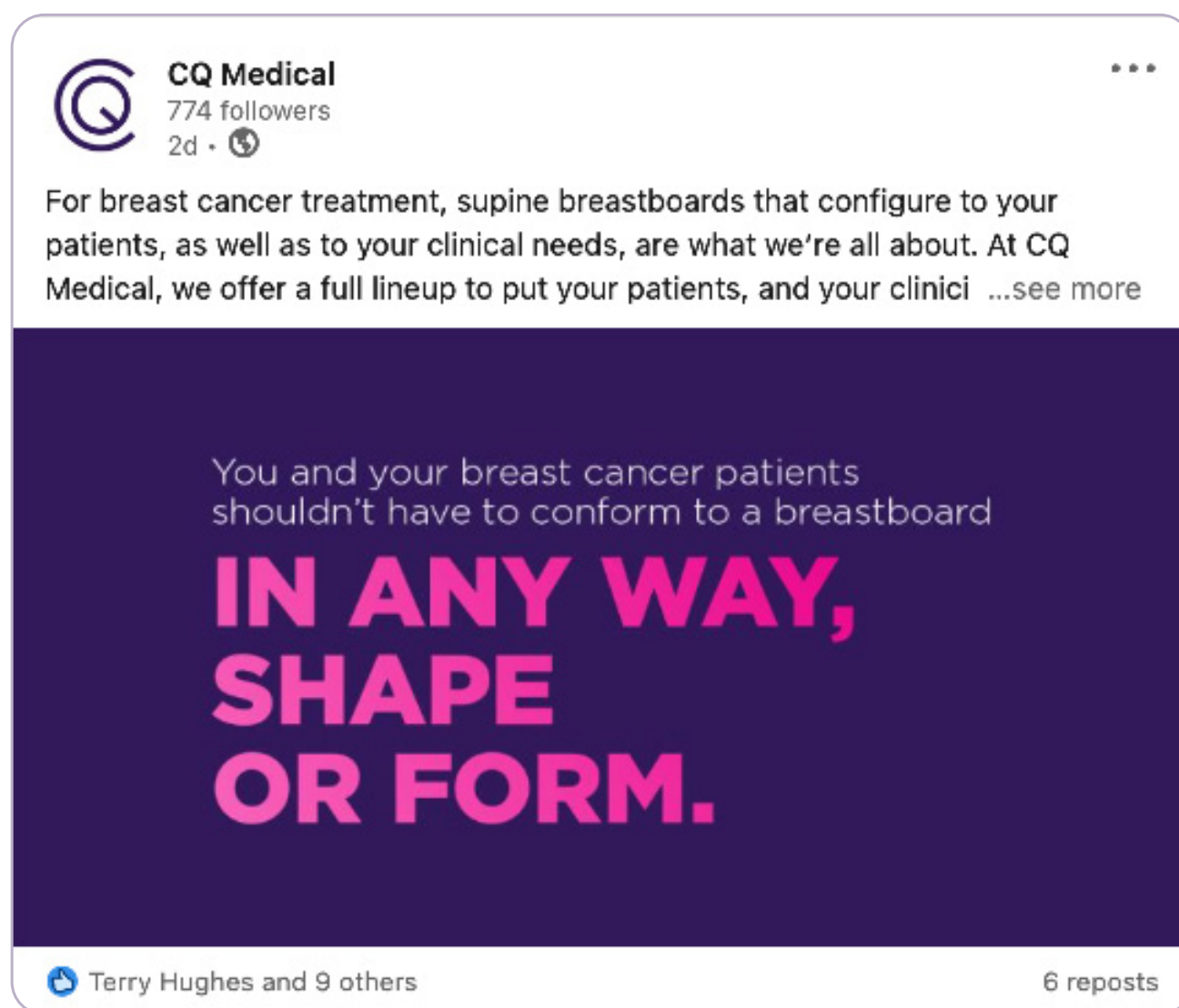
Accusyte™

The Suremark Company

Suremark™
Clearline™
PortalMark™
Visionmark™
Powermark™
PortalMark™
Liquimark™
Suremark™
Powermark™
BeautyLine™

2.06 SOCIAL MEDIA

CQ Medical is on four platforms: LinkedIn, Facebook, YouTube and Glassdoor. Please follow us and when sharing posts related to our products, use the hashtag #CQmedical.



3.00 OUR DESIGN SYSTEM



3.01 OUR LOGO

This is more than a new logo: It's our story of what we stand for and how we will deliver all that we do.

More often than not, our mark, our name and our themeline appear in the horizontal configuration you see below.

This mark is a symbolic expression of our philosophy, as well as the synergistic way we work internally, with partner and healthcare workers.



CQ MEDICAL™
Care Smarter

Our typeface is Gotham Bold. Rounded lettering communicates care and approachability, while the sharp edges reflect precision and accuracy. The capital lettering aids in positioning us as a global leader.

3.02 LOGO OPTIONS

The transitional logos are to be used until 10/24/24 on external marketing materials, such as tradeshow materials, flyers, catalogs and print.

Lockup with themeline should be used on all marketing materials after the duration of the transitional logo period.

Stacked logos should only be used in applications with limited width.

[For logo files, visit our Partnership Portal](#)

Transitional



Transitional with themeline



Stacked



Lockup sans Themeline



Lockup with themeline



3.03 CLEAR SPACE

Always maintain a clear space surrounding the logo on all four sides in equal measure.

The clear space should always be equivalent to half the height of the logomark in any given instance.



3.04 MINIMUM SIZE

In order to maintain the fidelity of the CQ logo, it needs to be readable.

This applies to all configurations of the logo: print and digital.

This would be transitional, transitional with themeline, lockup sans themeline, and lockup with themeline.

Digital

Primary
Ideal minimum requirements fall at a width of 125 pixels for horizontal, and 75px for vertical.



Secondary
Ideal minimum requirements fall at a width of 125 pixels for horizontal, and 75px for vertical.

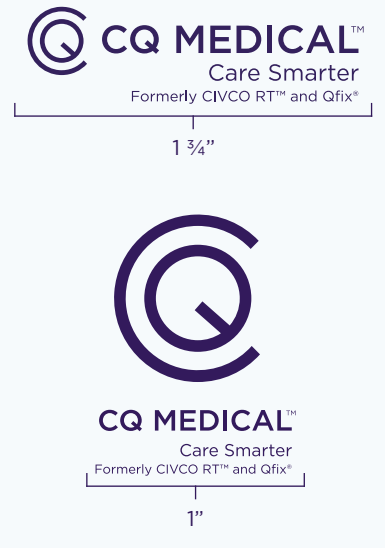


Print

Primary
Ideal minimum requirements fall at a width of 1 3/4" for horizontal, and 1" for vertical.



Secondary
Ideal minimum requirements fall at a width of 1 3/4" for horizontal, and 1" for vertical.



3.05 LOGO RULES

Do not stretch, squeeze, or change the color of the logo.

Below are some general examples of what not to do. On the left shows the proper usage of the logo.

Proper usage



Improper usage



3.07 TYPOGRAPHY

Every designer has admired the no-nonsense lettering of the American vernacular, those letters of paint, plaster, neon, glass and steel that figure so prominently in the urban landscape. From these humble beginnings came Gotham, a hard-working typeface for the ages.

A lowercase, italics, a comprehensive range of weights and widths, and a character set that transcends the Latin alphabet enhance these forms' plainspokenness with a welcome sophistication, and brings a broad range of expressive voices to the Gotham family.

Foundry: Hoefler & Co.
Designer: Tobias Frere-Jones

Gotham

Primary font

Gotham **Abc123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Gotham Bold
Gotham Medium
 Gotham Book
 Gotham Light
 Gotham Extra Light

Usage

Use Gotham Bold for headlines
Use Gotham Medium for subheads

Use Gotham Book for body copy
 Use Gotham Light as a subhead variation
 Use Gotham Extra Light for footnotes & disclaimers

Universal font

Century Gothic **Abc123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Century Gothic, Bold
 Century Gothic, Regular

Usage

Use Century Gothic for headlines
 Use Century Gothic for body copy

Use for emails, PowerPoint presentations, and all external communication.

3.08 TYPOGRAPHY AND COPY RULES

Header usage

In our advertising materials, when there's one main header, that is Gotham light. When there are two main headers, the first is

Gotham Black

the second is

Gotham light.

Body copy is Gotham Book.

CQ Medical™ name

On any asset, the first mention of the name should be CQ Medical™

From now until October 2024, it should use the formerly language as well, CQ Medical™, formerly CIVCO RT™ and Qfix®

After the first mention, the name can be in shorthand and referenced as 'CQ'.

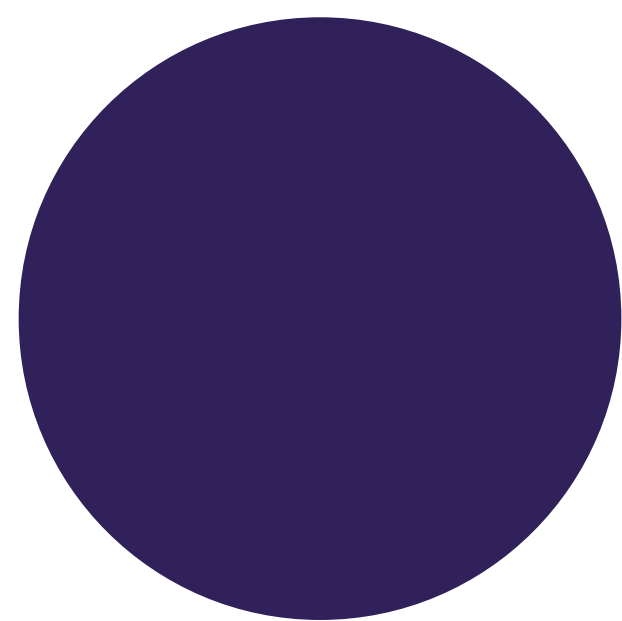
Trademarks

Use the TM in the first mention of the CQ Medical name, CQ Medical™

3.09 COLOR PALETTE

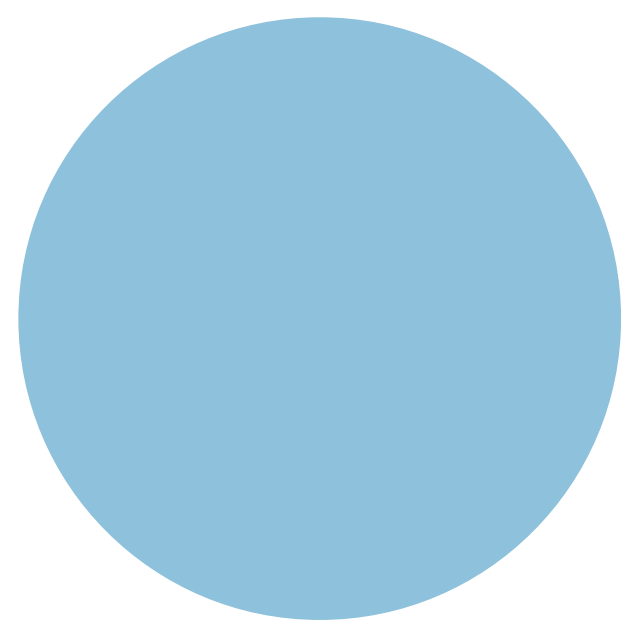
It's bold, bright and optimistic, reflective of CQ Medical and our hopes for the best possible patient outcomes.

Our CQ Plum leverages our legacy colors to make our new hero color.



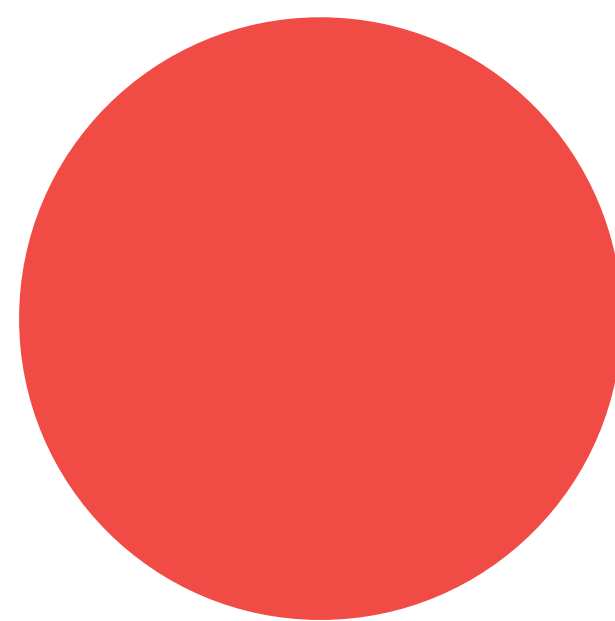
CQ Plum

| Strength, Ingenuity



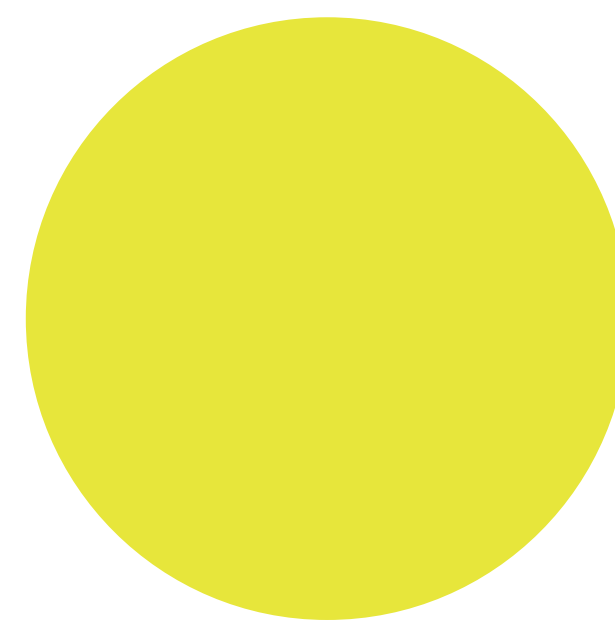
CQ Blue

| Trust, Innovation



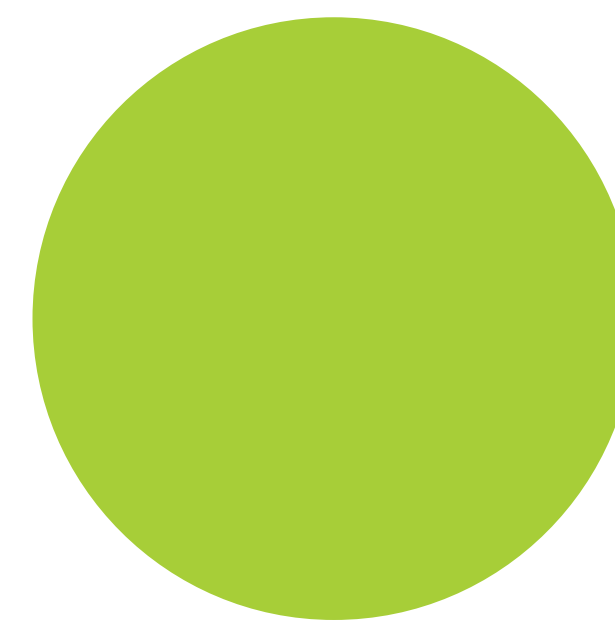
CQ Coral

| Diligence, Vigor



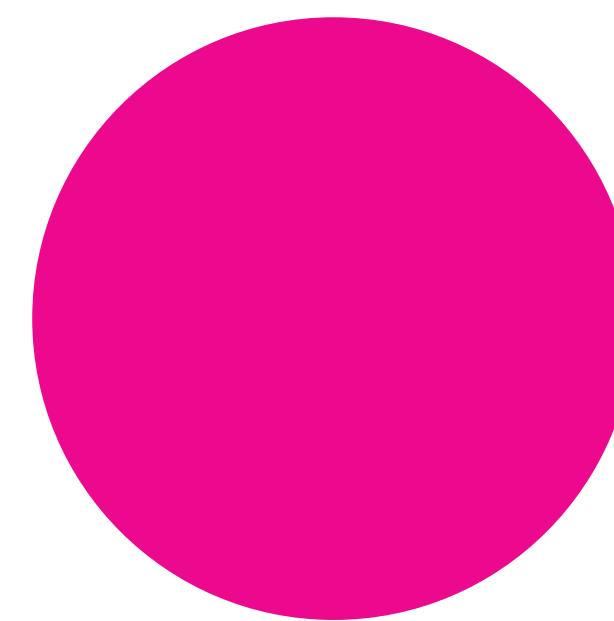
CQ Lemon

| Optimism, Zest



CQ Lime

| Success, Ardor



CQ Magenta

| Brilliance, Intention

3.10 COLOR PALETTE

It's bold, bright and optimistic, reflective of CQ Medical and our hopes for the best possible patient outcomes.

Be sure to use the below appropriate values in order to maintain color consistency.

| | | | | | |
|--|---|---|---|--|---|
| <p>CQ Plum hex: #32195b cmyk: c93 m100 y30 k26 rgb: r50 g25 b91 pms: 2617C</p>  | <p>CQ Blue hex: #8dc1db cmyk: c43 m11 y7 k0 rgb: r141 g193 b219 pms: 291C</p>  | <p>CQ Coral hex: #f04b45 cmyk: c0 m86 y75 k0 rgb: r240 g75 b69 pms: 2034C</p>  | <p>CQ Lemon hex: #e7e63b cmyk: c13 m0 y89 k0 rgb: r231 g230 b59 pms: 394C</p>  | <p>CQ Lime hex: #a7ce38 cmyk: c40 m0 y100 k0 rgb: r167 g206 b56 pms: 2292C</p>  | <p>CQ Magenta hex: #ec098d cmyk: c0 m98 y1 k0 rgb: r236 g9 b141 pms: Original process magenta C</p>  |
|--|---|---|---|--|---|

3.11 COLOR USAGE

CQ Plum is the leading color. secondaries help enhance and tertiary colors are for when more variety is needed.

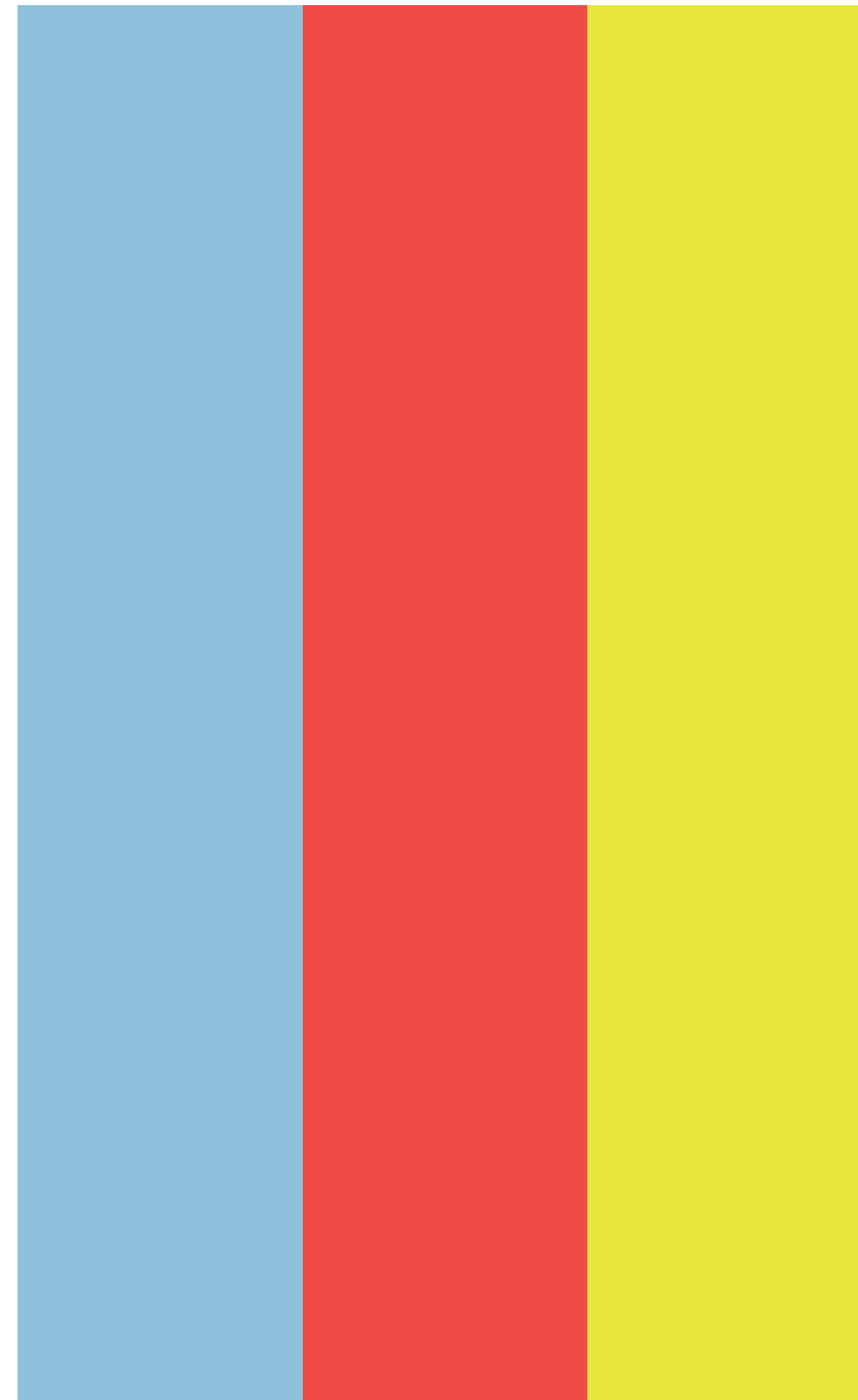
The colors can also be used as a tint, for when more muted versions of the colors are needed.

Color usage

Primary



Secondary



Tertiary



5.00 SUMMARY



5.01 AN EVER-GROWING BRAND

Like software, a brand continues to add, define and shape its image.

Occasionally, updates to this guideline will help document the usage of the brand out in the world. If you have any comments, suggestions or questions reach out at marketing@cqmedical.com.

