



Brand Guidelines

2016



Who we are.

We are Stentex.

What we do.

Help save lives and improve the wellbeing of Russian patients using the most technically advanced and clinically proven therapies produced in Russia.

Why you should care.

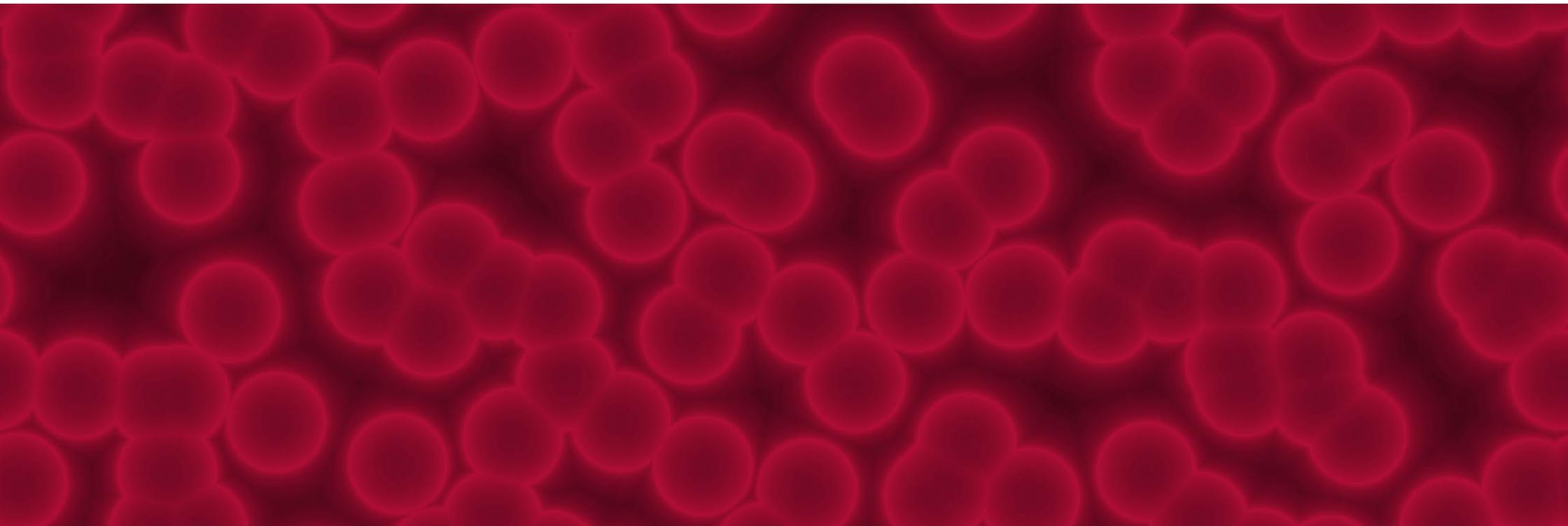
Stentex will:

- > provide a suite of products to treat life threatening conditions for patients in Russia
- > improve the lives of those who suffer from ACS
- > allow patients to return to normal lives.





Life Meets Technology



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STENTEX BRAND FOUNDATION

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Bringing the Stentex Brand to Life

Introducing the Stentex Brand Identity Guidelines. You'll find everything you need to ensure the communications you create for Stentex will be impactful, consistent, recognizable, and effective.

HOW TO USE THESE GUIDELINES

We've included the assets you'll need to create materials that look like they came from the leading provider of ACS products in Russia. You'll find guidelines to help you craft compelling communications using our logo, color, typography and photography.

You'll also see plenty of great examples of how all these elements can build a strong brand, when they all come together. They are here to inspire you to create even better work.

Along with each of the assets, we've included the rules you'll need to handle them correctly. You'll find dos and don'ts about size, color, and the right (and wrong) way to handle logo placement, among many other things.



Bringing the Stentex Brand to Life

WHY GUIDELINES MATTER

To launch a new brand requires consistency of communication, style, and attention to detail. These guidelines will help you create a brand impression for Stentex that is distinctive, powerful, and compelling—across all marketing touch-points.

PROFESSIONAL

A strong brand must be credible. To establish credibility in the marketplace your communications must look as if they come from the leading manufacturer of ACS products in the world.

CONSISTENCY

In a crowded, competitive market, consistency is key. No matter how people encounter the Stentex brand, consistently following these guidelines will help you create a clear, coherent impression.

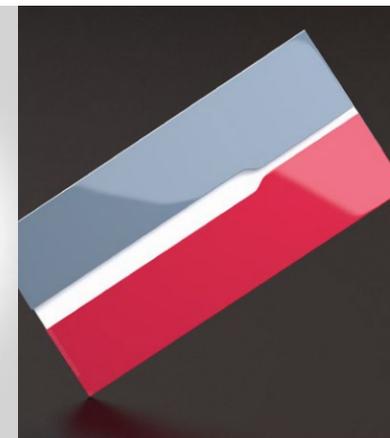
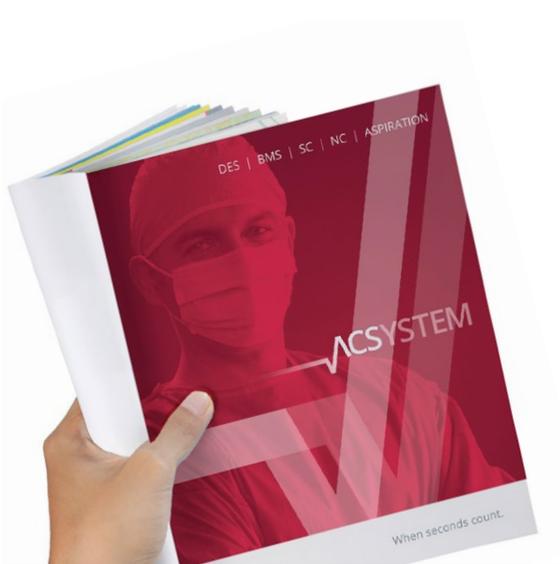
RECOGNITION

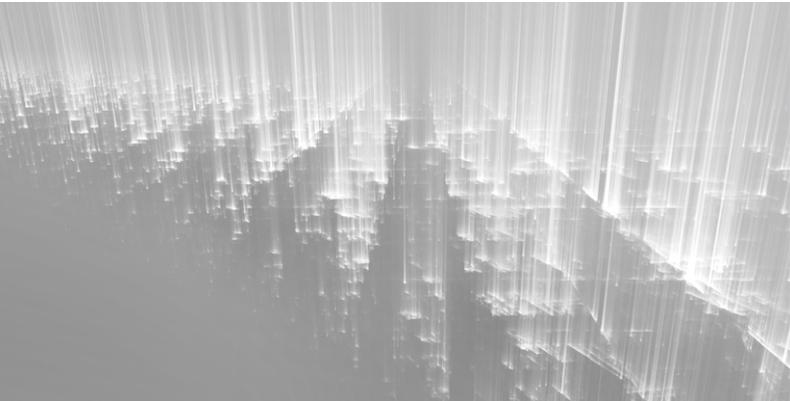
When your communications are consistent they help consumers recognize the Stentex brand and remember what it stands for.

TRUST

Recognition builds trust, trust builds loyalty and loyalty builds value. When we build value for Stentex we build market share, drive sales, and growth.







Brand Foundation

01

We are Stentex

OUR BRAND

Our brand tells the world who we are and what we stand for. It is more than a logo. It is the sum of our identity, our vision, values, and mission in the world.

While we may capture the flavor of our brand in a phrase, such as, “Stentex Saves Lives,” that’s just the beginning of the brand experience at Stentex. From the quality of the products we provide, to the technology that enables doctors to return patients to healthy lives, we will disrupt the status quo of ACS care in Russia. Ultimately, our brand isn’t just what we say it is. It’s what our customers and patients say it is. It’s what hospital administrators, lab techs, the competition, the media, and our neighbors say it is.

Quite simply, our brand is our reputation. It’s how people feel at a deeper level when they think about the Stentex brand.

BRAND POSITIONING

The Stentex brand thrives at the center of what Russia needs and what makes us special.

Stentex is the premium choice for treating ACS in Russia.

Our recipe for brand success: identify a need and fill it with appropriate high quality local products Russia requires to advance the options for treating people suffering from Acute Coronary Syndrome.

The leading cause of death in Russia is coronary artery disease, which often manifests itself as an Acute Coronary Syndrome or ACS. The term ACS refers to a number of conditions, such as heart attack, unstable angina, and cardiac arrest, brought on by sudden, reduced blood flow to the heart. ACS has a significant social and economic impact in Russia.

Solution: Stentex provides hospitals with a suite of ACS products that delivers clinically proven, trusted, effective, sustainable therapy for patients suffering acute coronary syndrome.

By providing Russian hospitals with these products, we will advance health care in Russia: improve ACS treatment, and save the lives of thousands of people.



“We make state-of-the-art products that will advance the way ACS is treated in Russia.”

The Stentex Brand Promise

Our brand is a promise we make in the minds of our key stakeholders. So what do we want people to think when they think of Stentex?

Stentex saves lives and improves the health of ACS patients with clinically proven, high-tech medical devices.

Stentex is the gold standard for ACS treatment.

For healthcare professionals, that means Stentex offers the advanced tools they need to save lives, expand their professional capability, and improve clinical outcomes.

For health care administrators, Stentex is the solution they need to raise standards of health care in Russia, and turn their hospital into a world-class coronary care facility.

For Federal Government officials Stentex is:

- their partner in efforts to decrease the cardiovascular mortality at the national level

- a showcase for successful localization of the world's best technology
- a model for public-private partnership that will attract continued investment in the country

For Regional Government officials Stentex is a partner working to reduce the burden of cardiovascular disease in the region.

For patients, the promise is simple: a return to life.

Thanks to advanced Stentex technology, patients are restored to health, and able to live their life to the fullest.

OUR VISION

The Stentex ACS suite of products will be available in every hospital in Russia. We will:

Be “the” key player and partner in advancing healthcare in Russia

Provide healthcare professionals and patients in Russia with advanced therapies, delivering value, and optimizing healthcare outcomes

THE STENTEX BRAND ESSENCE

The essence of the Stentex brand is the distillation of our values, our mission, and our goals. It's what drives us to make the world a better place.

We are here to help doctors save lives and improve the health of patients with acute coronary syndrome by using the products of a global leader produced in Russia.

The Stentex Brand Attributes

OUR MISSION:

Advance healthcare in Russia with ACS products that save lives.

Tenet 1

Help save lives and improve the wellbeing of Russian patients using the most technically advanced and clinically proven therapies produced in Russia.

Tenet 2

We will produce world-class ACS products in Russia that are recognized as the gold standard for ACS care.

Tenet 3

We serve as partners in delivering healthcare. We are here to help meet the needs of the healthcare community, raise the quality of care in hospitals, and improve the lives of ACS patients.

By offering an alternative medical treatment of ACS, Stentex advances ACS care in Russia with the most technically advanced and high quality products. We will produce world-class ACS products in Russia that are recognized as the gold standard for ACS care. We will become known as the ACS solution in Russia, with every major hospital in Russia providing access to Stentex products in their cath labs.



The Stentex Brand Attributes

AUTHORITATIVE

The power to determine; adjudicate, or otherwise settle issues; substantiated or supported by documentary evidence and accepted by most authorities in a field; an accepted source of information.

We do this because the products we make at Stentex set the standard for the field. Our reputation for precision, exactitude, and quality makes us a trusted source for medical equipment throughout the country. Our work sets the gold standard of ACS care in Russia. Because we are admired by our peers, we will take on the mantle of leadership. We will use our influence to begin a conversation with hospital administrators, doctors, and the public about ACS and the role Stentex can play in saving lives with advanced medical technology.

PARTNERSHIP

Collaborative: To work with others on a joint project.

We believe collaboration enables continuous advancement, so we work together to bring out the best in our people. The challenges we face are vast and complex. It will take teamwork and a diversity of approaches to solve them.



ADVANCED

Moving forward, to improve and accelerate achievement.

We don't wait for progress, we make it. To thrive in a rapidly changing world means to move forward or fall behind.

We anticipate changing conditions, then react with agility and speed to make smart, timely decisions. Without layers of bureaucracy we can act decisively to shift tactics that support our strategic objectives.



CARING

Empathic, warm, personal and authentic.

We are here to save lives. That's the mission of healthcare the world over. At Stentex we will be a force for positive change, in the health care system, in the cath lab, and in people's lives.

The Stentex Audience Matrix

AUDIENCE	PRIMARY MESSAGE	SECONDARY MESSAGE	FUNCTIONAL BENEFIT	EMOTIONAL BENEFIT
Doctors	Stentex delivers the quality products you need to save lives	Proven, effective treatment to save lives	Improved clinical outcomes	Confidence Trust Quality
	Stentex is a system of ACS products designed to work together	An easy to use system of products simplifies ACS treatment	Ease of Use Speed Effectiveness	Ease of Use Control
	When seconds count, you can rely on Stentex	Stentex is a system of products designed to save lives in critical care situations	Streamlined decision making in a moment of maximum need	Reliability
	Advanced, world class ACS therapy made in Russia	Stentex will lead the way ACS is treated in Russia	Stentex provides an opportunity to advance patient care, build new skills, improve your training, and develop your professional reputation	Pride Professionalism Leadership

AUDIENCE	PRIMARY MESSAGE	SECONDARY MESSAGE	FUNCTIONAL BENEFIT	EMOTIONAL BENEFIT
Federal Government Officials	Decrease cardiovascular mortality and disability across the country	Improve lives of Russian ACS patients and contribute to the wealth and prosperity of the nation	Reduce the indirect economic losses from early death and disability of the working age population	Drive efforts in saving lives and restoring health of Russian citizens at risk of ACS
	Localization of world class technologies in Russia	Introduction of state-of-the art technologies in the Russian medical industry	Development of new capabilities and expertise in the country through the introduction of the global state-of-the art technology	Demonstrate leadership in innovations in the medical industry
	Attraction of global and local investments to the country	Support the advancement of technology and expertise in Russia	Development of the knowledge economy	Contributing to the increased wealth and reputation of Russia in the medical device space
	Business model innovation through public-private partnership	Stentex is the first Russian company to partner with the Government in developing the high-tech healthcare industry	Government and Stentex partnership validates the model	Pride: Stentex will serve as a success story of change and tangible benefits for the economy
Local Government officials	Demonstrates a measurable benefit – decreased mortality and disability from CVD in the region	Development of high-tech medical care in the region	Increase the economic competitiveness of the region and improve the standard of care offered to local patients	Enhanced reputation and trust among the population of the region

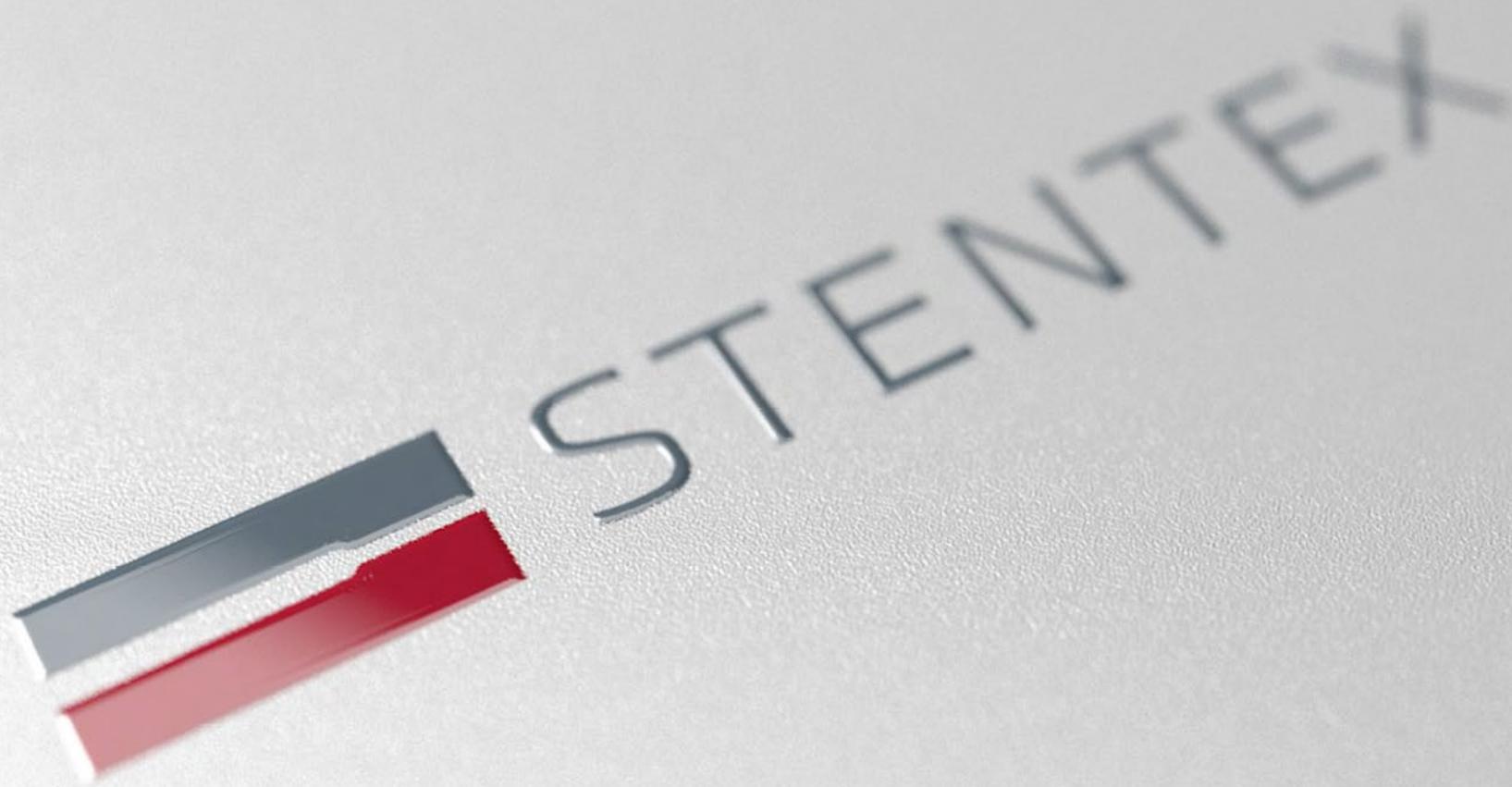
AUDIENCE	PRIMARY MESSAGE	SECONDARY MESSAGE	FUNCTIONAL BENEFIT	EMOTIONAL BENEFIT
Hospital Administrators	The Stentex suite advances healthcare for your patients	Stentex technology is the gold standard option for ACS care	Improved quality of care rankings will attract more patients	Reputation Credibility Improved Patient Outcomes
	Stentex will be a game changing solution for ACS care in Russia	Improved clinical outcomes for ACS patients can start now, in your hospital, once you adopt Stentex	Stentex delivers products to combat a national health crisis	Pride Making a Difference
	Stentex is the hallmark of quality treatment for ACS	Your hospital will be recognized as a leader in the field	You will attract top quality doctors and as a result more patients	Quality Distinction Recognition Leadership
Patients	Stentex products are the best option to manage your ACS	When my quality of life is restored, my life is enhanced	Patients benefit from Stentex as a better way to manage their ACS	Self-confidence Control Choice Quality
	Stentex products are based on tried, proven, effective technology developed by Medtronic	You can be confident you are receiving world class therapy to treat your ACS	Patients are restored to health	Trust Peace of Mind Confidence
	Stentex delivers world class ACS products made in Russia, using the best technology in the world	Stentex state of the art manufacturing facilities are advancing the way medical devices are made in Russia	Patients now have access to the best health care in the world	Pride in Russia Peace of Mind Quality



Brand Usage

02

THE STENTEX BRANDMARK



OUR BRANDMARK

Iconic, distinct, and relevant, the Stentex logo serves as the foundation for all our brand communication. It is comprised of two bands of red and gray placed together to create a negative space—which symbolizes a catheter and stent—completed by the word Stentex.

The Stentex brandmark is a combination of our symbol and our name. Both elements are designed to work together as one integrated communication system. Do not use the two elements separately.

THE STENTEX LOGO

Designed for legibility and reproduction, the Stentex primary logo is intended for use in corporate communication, packaging, and advertising.



1 | Our Symbol

The Stentex symbol uses two bands of color separated by a surgically precise white negative space. The gray color represents technology. The red suggests the life force of a living organism. The white silhouette symbolizes our catheter and stent. Together they evoke the life giving force Stentex technology delivers.

2 | Our Wordmark

Taken as a single word, Stentex combines what we make (example- stents) with how we make them, (technology). The ex suggests an extension of our band into the future. When it appears as a wordmark Stentex is set in all caps.

CLEAR SPACE

To preserve the integrity and visual impact of the Stentex brandmark, always maintain a clear space around it. The clear space around the logo is an integral part of its design, and ensures the brandmark can be seen quickly, uncluttered by other logos, symbols, artwork or text.

CLEAR SPACE

Keep the area around the brandmark clean and uncluttered by maintaining a minimum clear space. Horizontal clear space is equal to height of the N in STENTEX. Vertical clear space is equal to twice the width of the N in STENTEX. A minimum amount of clear space must surround the brandmark at all times. This clear space measurement applies to all versions and sizes of our brandmark.

MINIMUM SIZE



Designed to be used when space is at a premium, the small scale Stentex logo works well in sizes when it is reproduced at less than 2.54 cm.

For printing the minimum allowable size is 25.4 mm wide. For on-screen graphics the logo cannot be less than 72 px wide.



DEFINITION

Whenever you use the brandmark, you can ensure it is seen with visibility and impact by surrounding it with the correct amount of clear space, indicated above. No graphic elements of any kind should invade this space.

COMPUTATION

Horizontal clear space above and below the brandmark is equal to the height of the "N" character in STENTEX. Vertical clear space is equal to two "NN" characters on both sides of the brandmark.

BRANDMARK VARIATION



OPTIONS

We've designed the Stentex brandmark to be used in a variety of applications, in different media and across all consumer touch points.

It is always preferable to use the primary "two color" Stentex corporate brandmark, to establish consistency and promote brand recognition. However in certain applications, when two colors may not be visible or budget does not allow printing in two colors, we have provided one-color options.



1 | White brandmark on red
For maximum impact against a visually cluttered background, use the white brandmark reversed out of a red or grey background.



2 | One color red brandmark
When two color printing is not available use the one color red brandmark. Use this version on white backgrounds or on solid color backgrounds when there is sufficient contrast between the brandmark and the background.



3 | One color grey brandmark
For applications such as fax cover sheets and internal printing, or when color printing is unavailable use the one color gray brandmark.

BRANDMARK CONTRAST



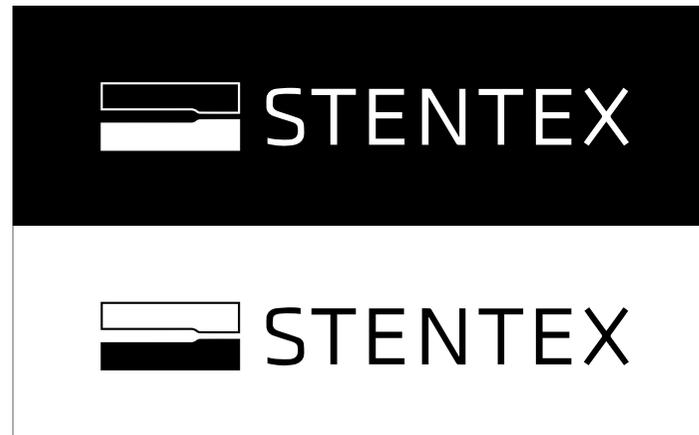
GREY TONES

Placing the brandmark on white is preferred. However, it is allowable to place the brandmark on monochrome tones of grey with up to 20% tone of black.



BLACK & WHITE

Because backgrounds vary we have created black and white versions of the Stentex wordmark to create maximum contrast and legibility.



White
Use this version on dark backgrounds.

Black
Use this version on white or light colored backgrounds.

DO'S AND DONT'S

BRANDMARK USAGE

In order for the integrity of our brand to remain intact at all times do not modify the brandmark. Any modification confuses its meaning and diminishes its impact.

Do not stretch, condense, or otherwise morph it. Never redraw our brandmark, use other letter-forms, or alter the placement and size relationship between its elements.



Do not use off brand colors



Never sku the symbol or wordmark



Do not change the proportions of the elements



Do not rotate the baselines of the symbol or workmark



Never use gradients, shadows, or other effects



Do not place the logo over complex backgrounds

BRANDMARK PLACEMENT



Placement of the Stentex wordmark should be prominent and consistent. To ensure it is immediately recognizable, it is important to maintain legibility and integrity when placed on a colored background or used with photography.

Use the Stentex wordmark to frame or anchor all of your brand communications.

 STENTEX

Уважаемый Александр Сергеевич!

В Европе, как свидетельствует руководитель отделения рентгенэндоваскулярной диагностики и лечения Научного центра сердечно-сосудистой хирургии им. А.Н. Бакулева Сергей Алексеевич, в среднем на 1 млн населения ежегодно выполняется 1870 стентирований, в России на 1 млн жителей – 540 таких операций. «Мы далеко отстав от Европы, но тенденции очень хорошие, – считает Алексеевич. – Если 10 лет назад во всей стране было выполнено менее 4 тысяч стентирований, то в 2012 м эта цифра достигла 75 тысяч». Благодаря восточному заданию на оказание высокотехнологичной медицинской помощи (ВМП), в последние шесть лет количество стентирований ежегодно увеличивается на 20–23%. В текущем году, по словам Алексеевича, в России планируется проведение 90 тысяч подобных вмешательств.

В 2013 году, как сообщили ВМ в Минздраве РФ, по программе ВМП проходит только плановое стентирование, тогда как стентирование при остром коронарном синдроме уже включено в систему ОМС. Финансирование ВМП на одностороннем уровне по профилю сердечно-сосудистой хирургии пациента составляет 203,5 тысячи рублей и является доплатой к бюджетным ассигновкам на предоставление специализированной медицинской помощи (примерно 30% от стоимости операции). С 1 января 2014 года плановое стентирование тоже должно войти в систему ОМС.

С уважением,
Заместитель руководителя департамента по производству катетеров
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 STENTEX

Presentation Title
2016

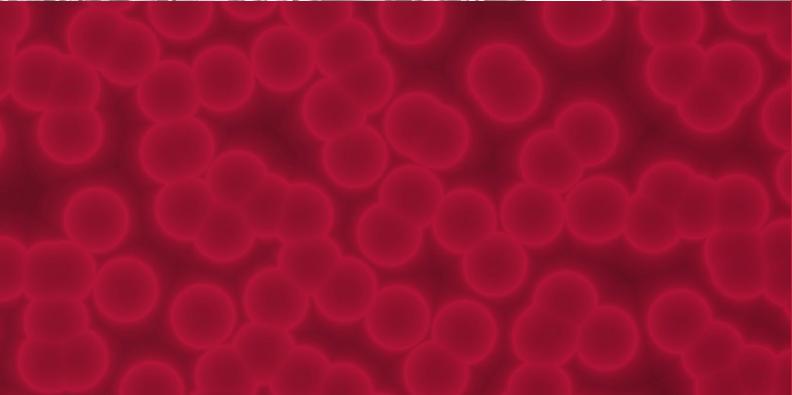
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 STENTEX



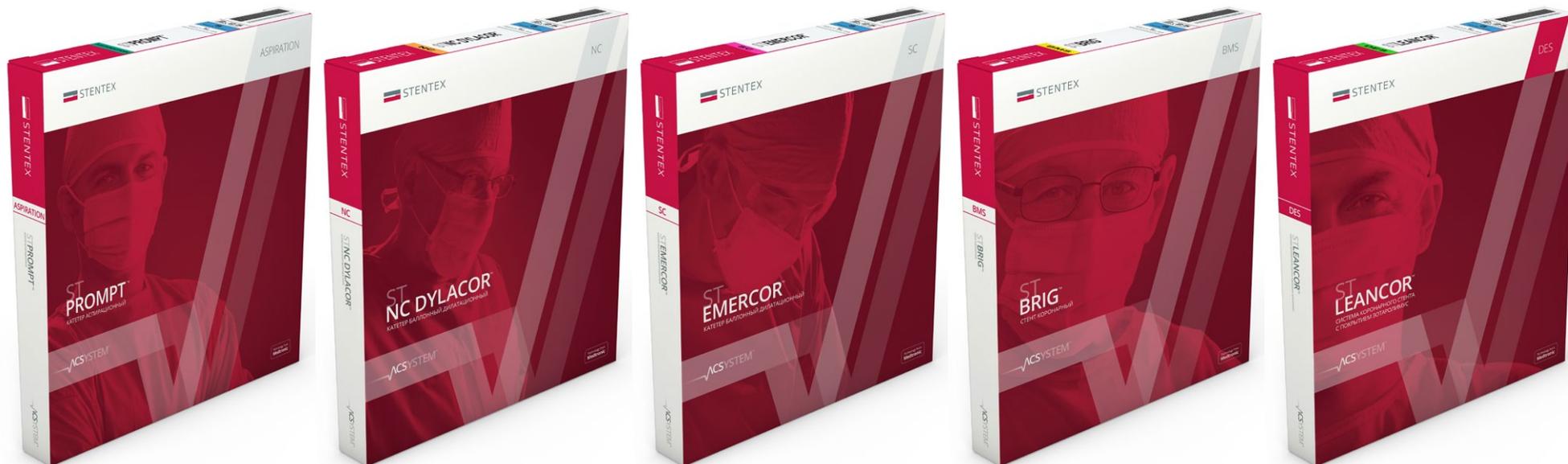
Product Packaging

03

STENTEX PRODUCTS

OUR PRODUCT LINE

Stentex will go to market with a suite of five products. Designed to work together as an integrated system of complementary products, Stentex provides cardiac surgeons with a complete solution to restore ACS patients to life.



STENTEX PRODUCTS

NAMING

The naming scheme for Stentex products is constructed to reinforce the sense that Stentex products are part of a family designed to help cardiac physicians combat the effects of ACS.

Each part of the naming scheme is selected with care, to convey what the product is, what syndrome the product treats, and in which cases the product should be used.



PRODUCT NAMING CONVENTIONS

STENTEX PRODUCT NAMING CONVENTIONS

Product names and descriptors must be set in UPPER CASE for products. Descriptors can be in English or Russian but product names must remain in English.

SIZE

The provided product name lock-up art is carefully crafted to have consistent and hierarchical size relationships. Please use only the provided lock-up graphics and do not attempt to create your own.

The lockups should never be scaled larger than 200% and never smaller than 50%.

ST
LEANCOR™
ZOTAROLIMUS-ELUTING CORONARY STENT SYSTEM

STLEANCOR™
ZOTAROLIMUS-ELUTING CORONARY STENT SYSTEM

ST
BRIG™
CORONARY STENT SYSTEM

STBRIG™
CORONARY STENT SYSTEM

ST
EMERCOR™
BALLOON DILATATION CATHETER

STEMERCOR™
BALLOON DILATATION CATHETER

ST
NC DYLACOR™
BALLOON DILATATION CATHETER

STNC DYLACOR™
BALLOON DILATATION CATHETER

ST
PROMPT™
ASPIRATION CATHETER

STPROMPT™
ASPIRATION CATHETER

PACKAGING NOMENCLATURE

STENTEX PRODUCT NAMING CONVENTIONS

We have provided naming lockups for each Stentex product for use on product packaging, brochures, and marketing materials.

In brochures and printed materials use the TM the first time the product name appears.

On web, social, and mobile applications, use TM to indicate product trademarking the first time the product name appears on each web page or screen.

PRODUCT NAMES IN TEXT AND BODY COPY

Product names should always appear in UPPERCASE. There should be no space between ST and the product name. Include TM in superscript with the first instance of each product name.

Stacked alignment:



Deemphasize the ST in **STLEANCOR** by ghosting back or printing the ST as a 20 percent tint. Using a lighter treatment for ST suggests Stent, Stemi, and Stentex. Treating our product name in this fashion also helps us maintain our trademark.

Always set product names in UPPERCASE, using Open Sans Regular.

Horizontal alignment:



Set the TM in superscript and use it prominently on our packaging to indicate this product is protected by trademark regulations.

Always set our product name descriptor in UPPERCASE, using Open Sans Light (or regular if used in reverse).

ACS SYSTEM FRAMEWORK

ACS GRAPHIC SYSTEM

One of the hallmarks of the Stentex product line is that is designed to work as a system. To emphasize our key point of difference, we have created the ACS graphic system to indicate that Stentex offers a complete, integrated suite of products designed to work together to treat people suffering from acute coronary syndrome.

ACSYSTEM ELEMENTS

The graphic elements of the **ACS**System consists of the trademarked **ACSYSTEM** signature, the ACS checkmark, and an abbreviation in all caps that indicates the function of each device in the system.

ACSYSTEM SIGNATURE

The ACSsystem Signature consists of the STEMI icon combined with uppercase letterforms which spell out **ACSYSTEM**. Together they form a wordmark designed to reinforce our commitment to treat ACS with a system of integrated medical devices.



The STEMI icon and the letters CS should have strong contrast and the letters YSTEM are printed as a 75% percent screen. This emphasizes how ACS and SYSTEM are brought together as an integrated solution from Stentex.

The **ACSYSTEM** lock-up can be used on spines.



The STEMI graphic can never be used on its own. Always incorporate the STEMI graphic with the **ACSYSTEM** lock-up.

TECHNOLOGY FROM MEDTRONIC MARK

Made with pride.

The Technology From Medtronic mark serves as an endorsement of Stentex product quality, world-class engineering, proven technology and safety. For maximum impact:

- Position the mark on the front of Stentex product packaging only.
- Ensure there is adequate clear space around the mark. Do not crowd or clutter the mark.
- Never place the Technology From Medtronic mark on the back of the product packaging.
- Do not translate the Technology From Medtronic mark. It should always appear in English.

Please note: Before using the Technology From Medtronic mark, you must receive prior approval from your marketing manager.



SIZING:
12mm wide minimum and 25mm wide maximum unless specifically approved for larger use

PRODUCT PACKAGING

PRODUCT: FRONT

Always place the **ACSYSTEM™** signature inside the ACS checkmark on the front of Stentex packaging.

PRODUCT: SPINE

Use the grey scale **ACSYSTEM™** signature provided on the spine of Stentex packaging.

ACS CHECKMARK

The ACS Checkmark should only be used to communicate the suite of products as part of the greater ACS system.

The graphic device of the double checkmark combines the checkmark as a seal of approval at the same time it evokes the display of STEMI on a heart rate monitor.

ACS DEVICE ABBREVIATION

Each Stentex product is indicated by an abbreviation that identifies its use and function. Set in UPPERCASE, the call out for the functional description of each Stentex medical device is contained within the ACS checkmark.

DES drug eluting stent
BMS bare metal stent
SC semi-compliant balloon catheter
NC non-compliant balloon catheter
ASPIRATION aspiration catheter

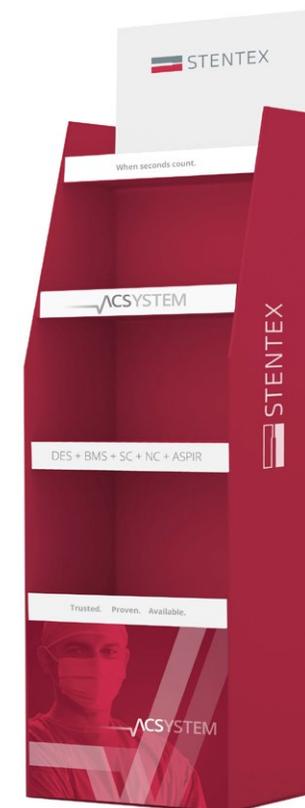
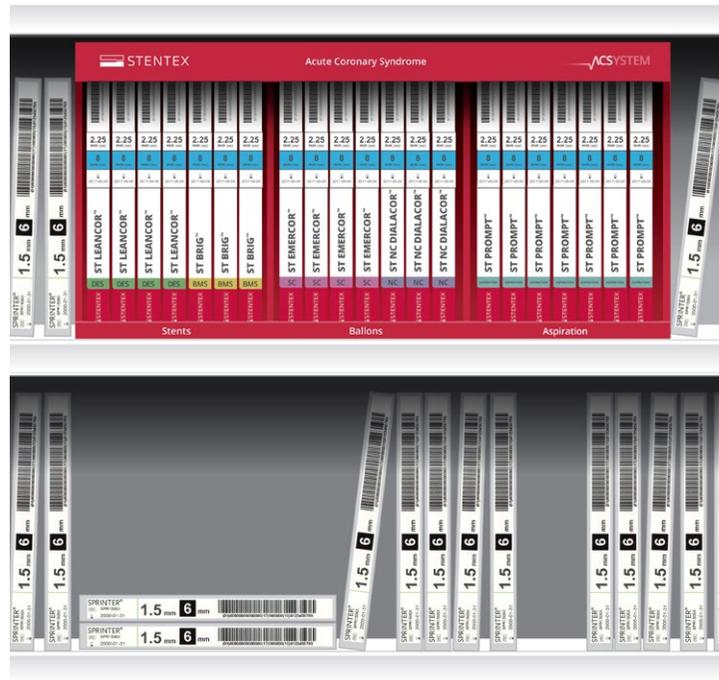


PRODUCT DISPLAY SYSTEM

ACS SHELF SYSTEM

The Stentex product line is designed to work as a complete ACS system. To emphasize this key point of difference, we have created a proprietary Stentex **ACSYSTEM™** shelf. This reinforces the Stentex complete, integrated suite of products designed to work together to treat people suffering from acute coronary syndrome.

The following are examples and other systems will be developed as the system is rolled out.



revolutionize
TECHNOLOGY
save more lives
TRUSTED SOLUTION

revolutionize
TECHNOLOGY
save more lives
TRUSTED SOLUTION

Typography



TYPE TELLS A STORY

Consistent use of type across customer touch-points—from packaging to print advertisements to digital communications—helps our audience recognize the Stentex brand, build trust, and establish credibility.

We've chosen Open Sans as our primary font for its clarity, legibility, and simplicity. Contemporary, sophisticated, and approachable, Open Sans has a universal appeal that combines modern, cross-platform functionality with a broad hierarchical range.

To help you tell our brand story quickly and simply, we've created a systematic approach to Stentex typography. We've supplied a variety of weights that can be used for headlines, subheads and body copy.

Combine them to create a consistent visual hierarchy that will draw readers' attention, lead them to the most important information first, while maintaining a sense of order, clarity, legibility and structure throughout your communication.



OPEN SANS



PRIMARY TYPEFACE

The primary face for all Stentex communications is Open Sans. Open Sans is made up of five weights, light, regular, semi-bold, bold, and extra bold. The majority of Stentex communications should be set in Open Sans Light, with thin and heavier weight used for headers and subheaders.

WEB AND E-MAIL

Open sans is optimized for web and mobile interfaces, and has excellent legibility in applications such as newsletters and email.

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONT SPECIFICATION

Font Name	Open Sans
Style	Light, Regular, Italic, Semibold, Bold
Designer	Steve Matteson

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPE HIERARCHY



LEADING/TRACKING

To ensure your type can be read, even at small sizes, be sure to set the leading between lines for maximum clarity. As a general rule of thumb, the smaller the print size, the larger the leading. We recommend leading should be 100% to 140% of the point size.

TRACKING:

In most applications set the tracking of Open Sans to 0. Display headlines will require tracking and kerning adjustments on a case-by-case basis.

HIERARCHY

Establishing a clear, meaningful hierarchy between headlines, subheads and body copy will help ensure the readability of your communications for Stentex. In general strive to maintain a balanced contrast between title/subtitles and body copy.

EMPHASIS

When you need to make Stentex stand out in a headline of the same weight, use bold. In body copy, use Open Sans italic to emphasize certain phrases.

8 pt Stentex is the premium choice for treating ACS in Russia.

12 pt Stentex is the premium choice for treating ACS in Russia.

20 pt Stentex is the premium choice for treating ACS in Russia.

PARAGRAPH SUBTITLE

Lorem ipsum dolor sit amet, con sectetur adipiscing elit. Integer ne odio. Praesent libero. Sed cursus ante dapibus diam sed nisi.

Paragraph Subtitle

Lorem ipsum dolor sit amet, con sectetur adipiscing elit. Integer ne odio. Praesent libero. Sed cursus ante dapibus diam sed nisi.

PARAGRAPH SUBTITLE

Lorem ipsum dolor sit amet, con sectetur adipiscing elit. Integer ne odio. Sed cursus ante dapibus diam seum.

Lorem ipsum dolor sit amet, con sectetur adipiscing elit integer.

Nulla quis sem at nibh elementum imperdiet dui sagittis ipsum. Sed cursus ante dapibus diam.



Color Usage

PRIMARY COLOR PALETTE

Our brand colors of red and gray represent the intersection of life with technology. The bold red that suggests the life within us all is paired with the a steely gray that evokes surgical instruments, precision tools and high tech manufacturing. Combing these two simple colors will allow us to tell the Stentex brand story in ways that are bold, direct, and compelling.

COLOR PALETTE

We kept the Stentex color palate simple to stand out. A muted color palette of reds and grays makes a sophisticated statement that works well in the medical category. In combination, the limited color palette conveys a message of reliability, stability, and trust.

PRIMARY BRAND PALETTE

We anticipate the primary red and grey stentex color scheme will be used in 75% of our brand communications. These our core corporate colors and our essential in identifying the stentex brand.



RED FOR IMPACT

Bold, strong reds ensure Stentex can be immediately recognized across a variety of mediums and communications platforms.

GRAY FOR SOPHISTICATION

Combined with a bold red, the muted gray colors create a blend of life and technology that is sophisticated, familiar, and trustworthy. Played off against Stentex red, the quiet Stentex grays add contrast and ensure the red pops even more.

WHITE FOR BALANCE

White sets the stage for the Stentex brand colors. Generous use of white space will accentuate the use of Stentex red while providing enough contrast to elevate the muted grays in the Stentex brand palette.

SECONDARY COLOR PALETTE

To extend your brand communications, we have created a secondary brand palette of complementary accent colors.

The accent colors for stentex underscore the dominant red and grey while adding a touch of warmth and vitality to your presentations. However, they should be used minimally, for charts, graphs, and infographics. This will help ensure brand recognition for the stentex primary brand palette of red and tones of grey.

Use the accent colors to add variety to your graphics, and emphasize key details. Choose only one accent color at a time. This will draw attention to the salient information you want to highlight.

Do not use accent colors directly adjacent to or in combination with the brand red, rather use them in combination with the brand grey tones.



PRIMARY RED

—
Pantone 193 C
CMYK 15 • 100 • 77 • 5
RGB 198 • 9 • 59
HEX C71F3E



LIGHT GREY

—
Pantone 441 C
CMYK 26 • 15 • 20 • 0
RGB 190 • 198 • 195
HEX CACFD4



PRIMARY GREY

—
Pantone 444 C
CMYK 59 • 42 • 45 • 10
RGB 112 • 124 • 124
HEX 717D7D



DARK GREY

—
Pantone 431 C
CMYK 58 • 42 • 45 • 42
RGB 79 • 89 • 89
HEX 4F5A5A



ORANGE

—
Pantone 166 C
CMYK 4 • 82 • 100 • 0
RGB 231 • 83 • 0
HEX E75204



VIOLET

—
Pantone 2583 C
CMYK 40 • 74 • 0 • 0
RGB 163 • 94 • 181
HEX A35DB5



TEAL

—
Pantone 326 C
CMYK 85 • 0 • 41 • 0
RGB 0 • 175 • 170
HEX 00AFAB



GOLD

—
Pantone 1235 C
CMYK 22 • 4 • 15 • 8
RGB 255 • 184 • 25
HEX FFB718

COLOR COMMUNICATION

ACCENT COLOR USE

Accent colors can be used in headlines to emphasize the link between data and key points in a headline, but be sure to use only one color at a time.

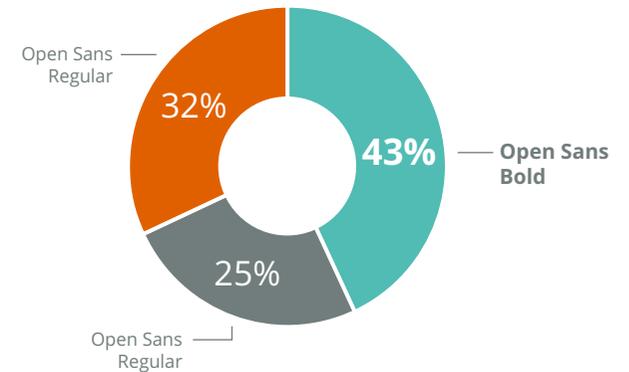
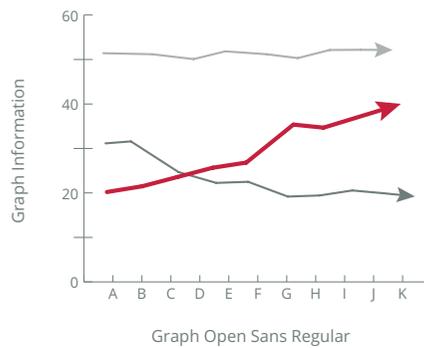
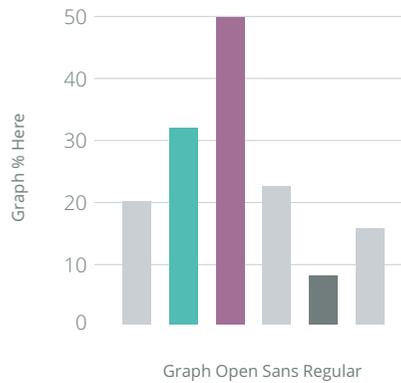
When creating a chart, graph or infographic, you may use multiple accent colors for purposes of clarity. Graphs representing Stentex directly should use a combination of grey tones and red.

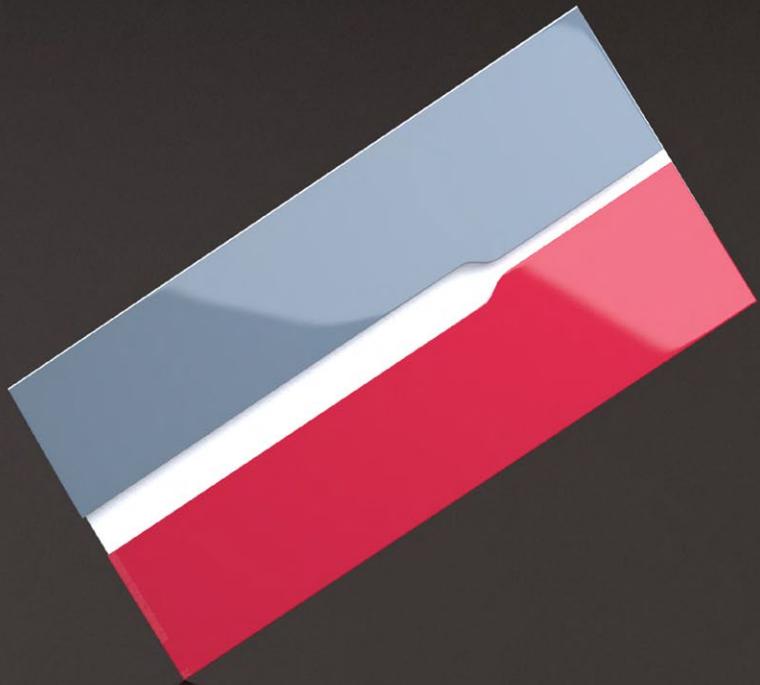
COLOR RATIO



PARAGRAPH SUBTITLE

Lorem ipsum dolor sit amet, consem
sectetur adipiscing elit integer nete





Stationery

06

BUSINESS CARD



BUSINESS CARD

Specifications for standard size business card to come.

CONTENT:

Your Name
Your title
Your department
Stentex address
Telephone
Fax
Direct line
Email: yourname@stentex.com
www.stentex.com

Material: white paper

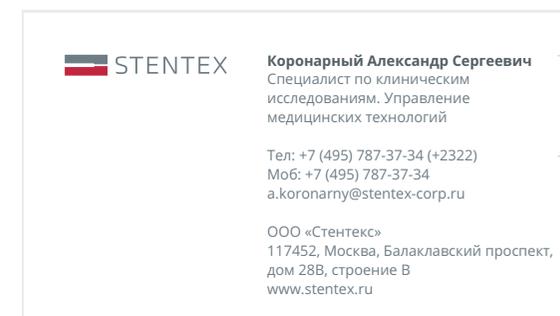
color, 80-100 g / m2

Color: 2 + 0

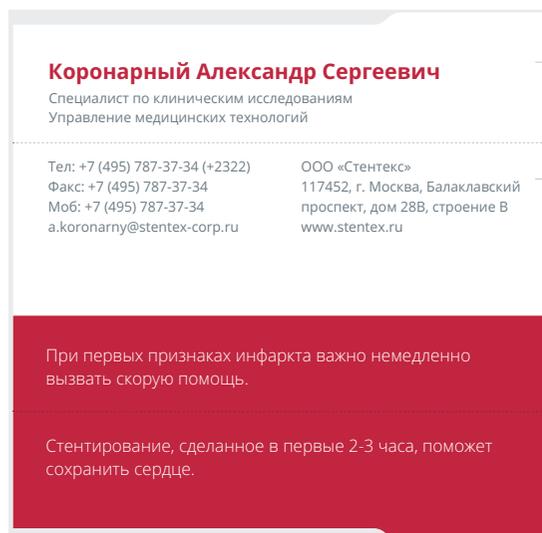
FOLDING CARD



FLAT CARD



FOLDING CARD OPEN



ENVELOPES

Specifications for standard envelope:

Dimensions: 110 x 220

Format: DL

Inks: Two color (PMS 193 and PMS 444)

Content: Stentex mailing address

Dimensions: 229 x 324

Format: C4

Inks: Two color (PMS 193 and PMS 444)

Content: Stentex mailing address

ENVELOPE



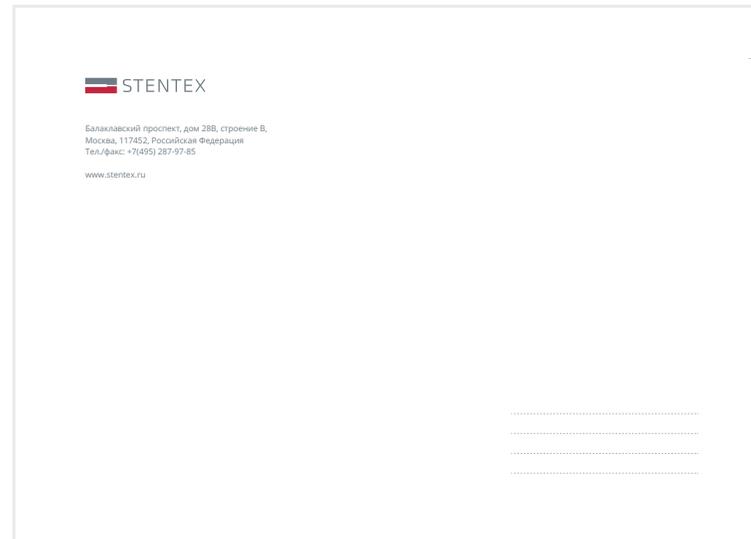
Contact Information

Open Sans Regular 10 pt

Material: white paper

color, 80-100 g / m²

Color: 2 + 0



These examples show approved layouts with the primary elements of the Stentex company stationery system for the letterheads.

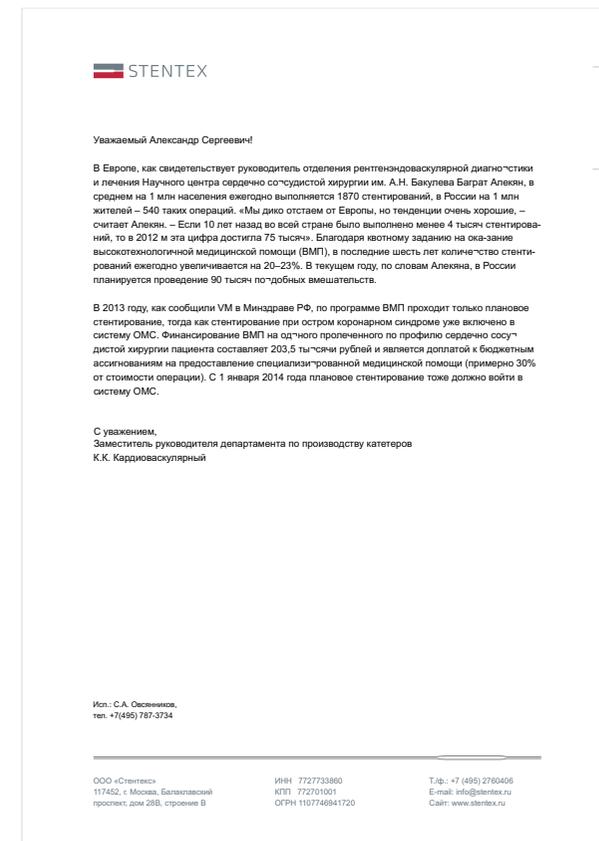
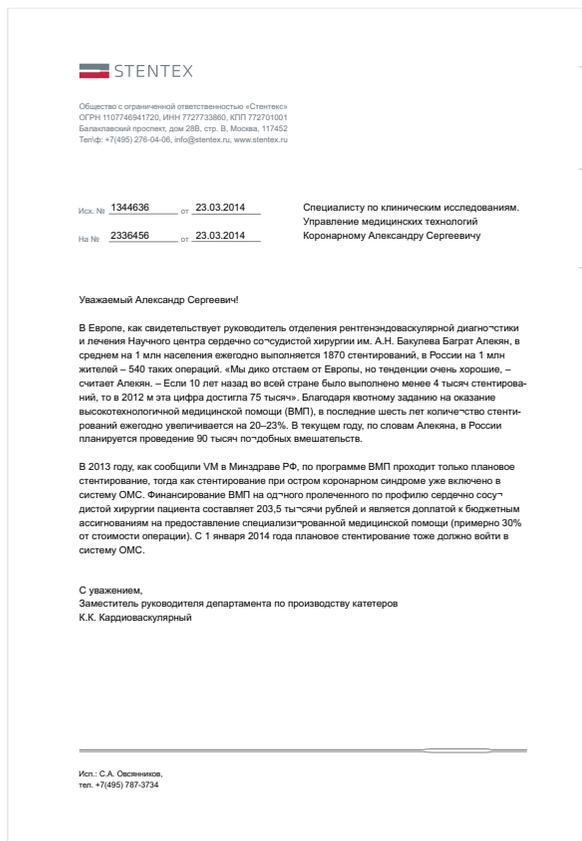
USAGE

The letterhead is to be used for all official Stentex communication going out of the company.

SPECIFICATION

Dimensions
297 x 210mm
Format A4

Weight
White paper, 80-100 g / m2





Общество с ограниченной ответственностью «Стентекс»
 ОГРН 1107746941720, ИНН 7727733960, КПП 772701001
 Балахлавский проспект, дом 28Б, стр. В, Москва, 117452
 Тел/ф: +7(495) 276-04-06, info@stentex.ru, www.stentex.ru

Иск. № 1344636 от 23.03.2014
 На № 2336456 от 23.03.2014

Специалисту по клиническим исслед.
 Управление медицинских технологий
 Коронарному Александру Сергеевичу

Уважаемый Александр Сергеевич!

В Европе, как свидетельствует руководитель отделения рентгеноваскулярной диагностики и лечения Научного центра сердечно-сосудистой хирургии им. А.Н. Бакулева Баграт средним на 1 млн населения ежегодно выполняется 1870 стентирований, в России не жителей – 540 таких операций. «Мы дико отстаем от Европы, но тенденции очень хороши считает Алякин. – Если 10 лет назад во всей стране было выполнено менее 4 тысяч стентирований, то в 2012 м эта цифра достигла 75 тысяч». Благодаря квотному заданию на оказание высокотехнологичной медицинской помощи (ВМП), в последние шесть лет количество стентирований ежегодно увеличивается на 20–23%. В текущем году, по словам Алякина, в РФ планируется проведение 90 тысяч подобных вмешательств.

В 2013 году, как сообщили ВМ в Минздраве РФ, по программе ВМП проходит только около 10 тысяч стентирование, тогда как стентирование при остром коронарном синдроме уже включено в систему ОМС. Финансирование ВМП на односторонне пролеченного по профилю сердечно-сосудистой хирургии пациента составляет 203,5 тысячи рублей и является доплатой к бюджетным ассигнованиям на предоставление специализированной медицинской помощи (применительно к стоимости операции). С 1 января 2014 года плановое стентирование тоже должно быть включено в систему ОМС.





Photography

07

PHOTOGRAPHY

PHOTOGRAPHY

They say one picture is worth a thousand words, it is vital to make every photo count.

When it comes to marketing communications, we know that people look first, and read second. So select the photos you use to tell the Stentex brand story with care. The photos you choose should reinforce a sense of authenticity, reliability, confidence and trust.

Whether you use still photography or video, the imagery you depict should strive to show real people in real situations. To build credibility for the Stentex brand, strive for a journalistic style to capture people in candid moments of their lives.



BRAND IMAGE: CLINICAL

To convey a sense of authenticity choose photographs that depict surgeons, medical support staff and patients in realistic settings.

BRAND IMAGE: LIFESTYLE

To build trust, select images that convey a true sense of people and place. When possible, show real-life interaction between people and technology.

BRAND IMAGE: PEOPLE

To build a strong, empathetic connection with the viewer, choose photos that:

- Use neutral backgrounds
- Use natural lighting
- Show people who make direct eye contact with the camera to suggest confidence
- Showcase people in their working environments

STENTEX PHOTOGRAPHY

We have created a range of photography for use on Stentex communications that features dramatic portraits of medical professionals. The imagery is cropped tight for drama and suggests confidence and grace under pressure.

DUOTONE IMAGERY

To personalize the Stentex brand, use photographs of medical professionals in red duotone for cover shots, posters, packaging, and primary brand communications.

Use a red overlay (using “Multiply” effect) with underlying grey scale shadows and $\frac{3}{4}$ tones no darker than 60% to suggest drama, the seriousness of the situation, and to reinforce association with the Stentex primary brand color.

Always keep imagery light, upbeat, and positive. Avoid shadows, and dark tints.

GREY SCALE IMAGERY

You can use grey scale imagery with shadows and $\frac{3}{4}$ tones no darker than 60% as an expressive way to treat Stentex brand communications with variety and contrast.



Images can be reproduced in the following styles:

On-Screen:

Full color RGB

Duotones: See below

Greyscale: Shadows no darker than 60%

Print:

Full Color CMYK

Duotone: PMS 192 & Black

Duotone: PMS 877 Metallic Silver & PMS444

Black Halftone: Shadows no darker than 60%

PHOTOGRAPHY DO'S & DONT'S

In order for the integrity of our brand to remain intact at all times certain types of image treatments and content should be avoided.



Do not use silly images or those without authenticity.



Avoid images without a relevant focus point.



Do not colorize images with secondary colors.



Avoid unrealistic settings or heavy retouching.



Do not use very dark, dramatic lighting.



Avoid unrealistic medical staff and false situations



Digital Media

08

WEBSITE

WEBSITE

Our website is our calling card to the world. It's where we tell our story to the media, to the healthcare community, to medical professionals and to people who want to learn about Stentex life-saving technology.

Follow this page content for templates to ensure brand consistency, ease of navigation, and simplified information hierarchies.

MOBILE

Increasingly our audience for Stentex will consume the marketing communications we provide on their smart phones. So we need to be smart about how we reach them on their tablets and mobile phones.

APP LAUNCH SCREENS

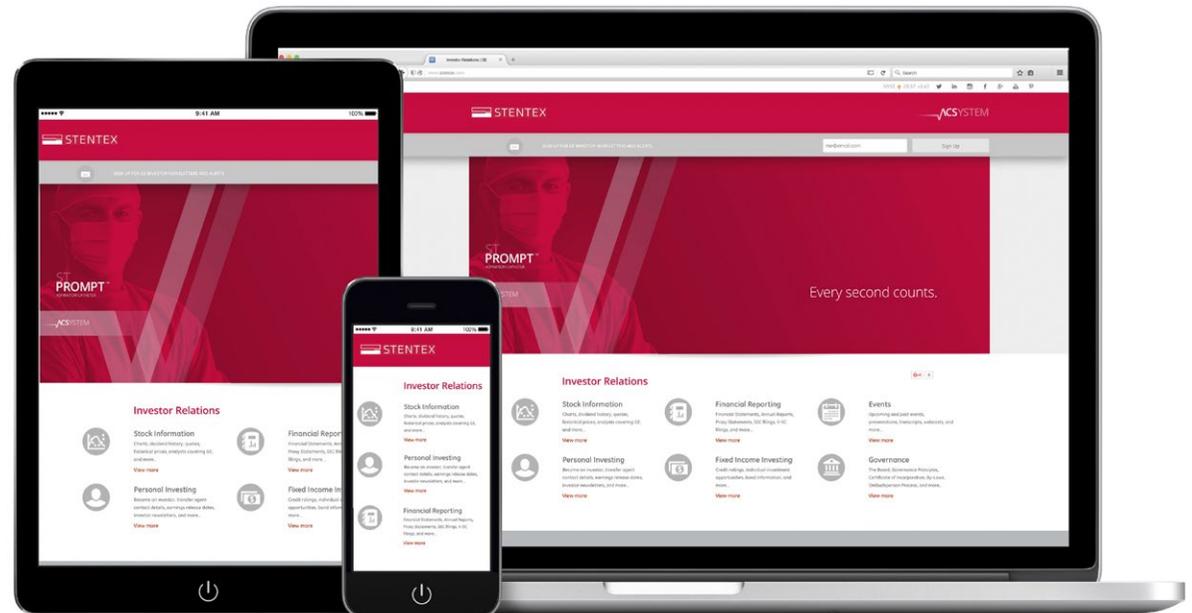
Use the Stentex templates that best suit your audience's devices. Use the vertical format for mobile phones, and the horizontal versions for tablets.

Landing Page Elements include:

- Stentex Brand Mark
- Headline
- Hero photo or product photo
- Explanatory body copy
- Persistent main menu
- Persistent footer

Contact Us Page includes a mechanism to contact Stentex public relations, sales, etc

- Stentex Brand Mark
- Headline
- Contact Stentex form
- Persistent main menu
- Persistent footer



EMAIL

One of the most cost effective ways to reach our audience is email. We've included the following email templates that are mobile friendly and work with any email distribution system. To ensure your emails get opened, and acted on, be sure to include the following elements.

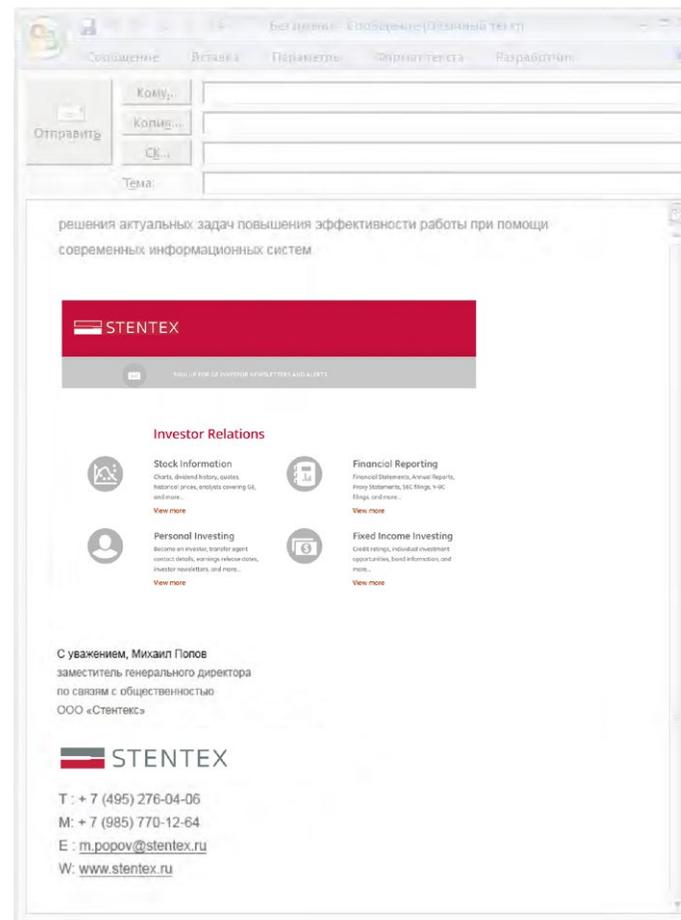
Use Stentex in the subject line to build trust and increase open rates.

Include a short, action-oriented headline for your email. Titles should play off imagery. Short. Punchy. Attention getting. Direct. For example:

The Heart of the Matter: Stentex online training sessions

Include a dramatic photo or short video with email.

- Break up your copy with a bulleted list of items
- Begin each phrase with a verb
- Use a maximum of three to five bullets



PRESENTATIONS

Love them or hate them, presentations are a fact of life. Make sure Stentex presentations shine. Follow these guidelines to ensure Stentex PowerPoint decks communicate consistently, using the basic elements of our brand identity.

For best results follow the examples shown here:

TEXT SLIDES

Follow the hierarchy we've included here for headlines, subheads, text and bullets.

Aim for a maximum of four lines of copy per slide. Aim for three to five bullets per slide. If possible begin each line of bulleted copy with a verb.

TABLES, CHARTS & INFOGRAPHICS

Include Stentex brandmark. Use the pre-approved color palette to build charts and graphs for maximum visibility.



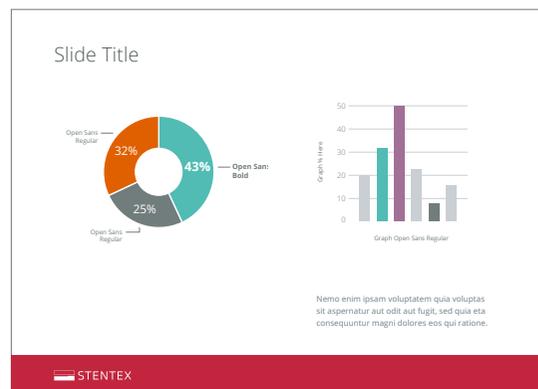
TITLE SLIDE

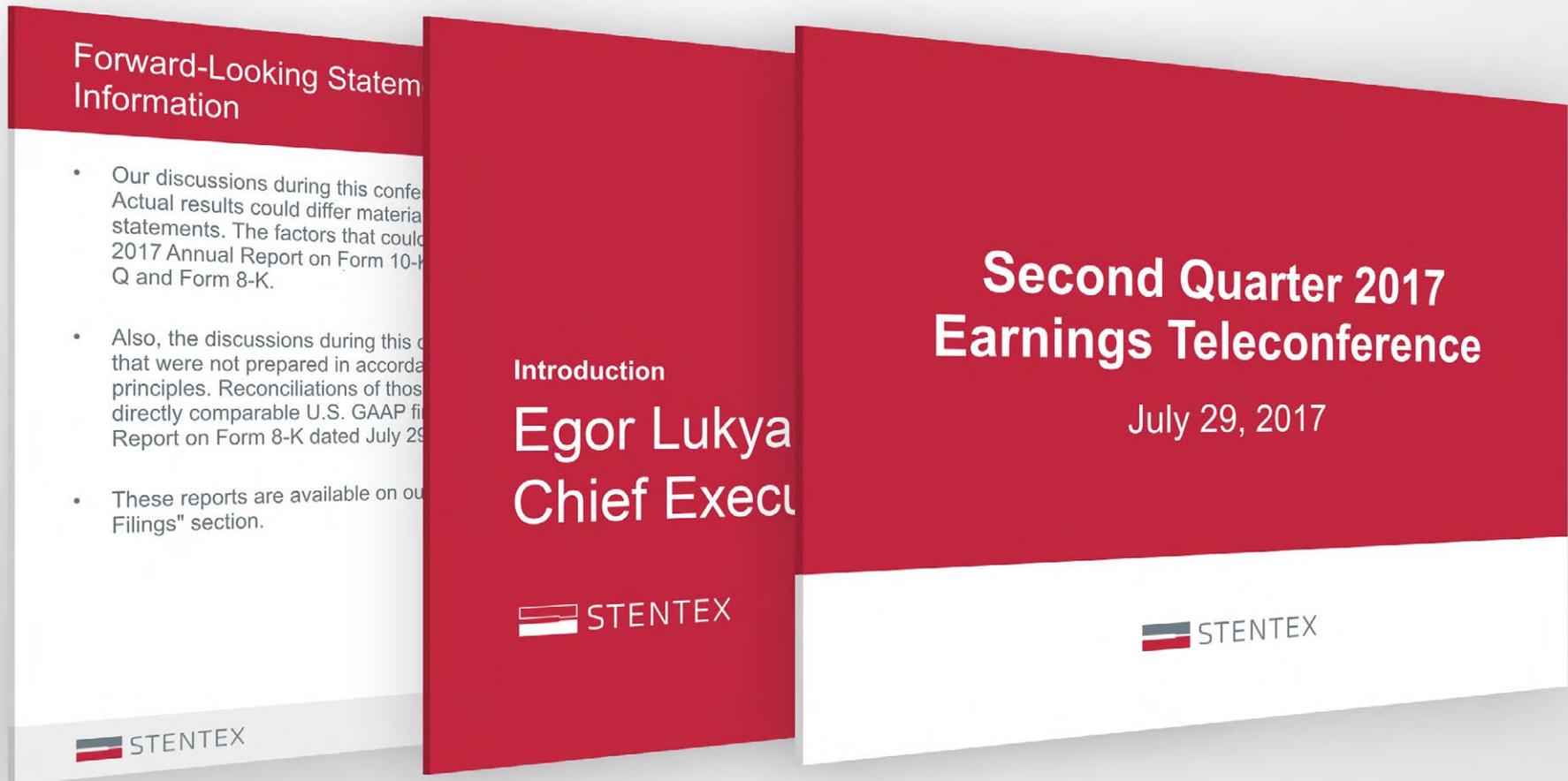
Include Stentex brand mark, title, and date. A screened back image on the right can be used.



IMAGE SLIDE

Include Stentex brand mark. Make the image the focus of the slide.





BRAND TOUCH POINTS





Stentex Saves Lives.

