

# CONVERGE

medical technology

## BRANDING GUIDELINES



CHANGING LIVES

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# Introduction

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## Welcome

Converge Medical Technology, LLC

Converge Medical Technology, LLC is a medical technology and healthcare services company that provides convenient, in-home treatment solutions for patients with chronic pain and musculoskeletal disorders

Our evidence-based treatment program utilizes scientifically proven clinical protocols and an innovative patient centric approach to care that improves back strength and function, resolves symptoms and helps patients avoid costly and unnecessary treatments and surgeries.

This smart and innovative approach to treatment drastically improves patient outcomes and quality of life to reduce claim costs and health care reutilization.

## Company Info

Converge Medical Technology, LLC

14707 Fitzhugh Road

Suite D-200

Austin, TX 78736

407-777-2335

800-765-8643

[www.ConvergeMedTech.com](http://www.ConvergeMedTech.com)

# Guidelines

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## Why?

Because a brand is a terrible thing to waste!

A significant investment, in terms of both time and dollars, has been put into ensuring a consistent, superior experience with Converge Medical Technology. This experience extends to every Converge Medical Technology touchpoint – from our product to our packaging, to our marketing materials, to our web site, to the way we answer the telephone. This brand strategy influences the operation of our business to ensure a consistent brand behavior in the marketplace and a consistent brand experience for our customer.

If our customers expect a particular experience when they use a Converge Medical Technology product or speak with a Converge Medical Technology representative, then we can be expected to do everything in our power to ensure that they receive that experience.

It is for this reason that we have developed these guidelines. By ensuring that every aspect of our brand is optimized, we can assume a systematic development of a strong, coherent brand that will enhance profits, revenue and longevity of Converge Medical Technology.

Please read through this document to not only learn the correct use of Converge Medical Technology graphic elements but to also see what images/ graphics are available to you.

We thank you for abiding by, and applying, these guidelines to whatever aspects of our brand you choose to utilize.

If there is ever any doubt as to the correct use of a logo or graphic element, please email your query to:

DeEtte Feurtado  
800-765-8643  
D.Feurtado@ConvergeMedTech.com

## Corporate Logo - Acceptable

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- The following logos are accepted versions of the Converge corporate and product logos. No other versions, no other fonts, no other height to width ratios are acceptable. The only acceptable variations of the logo are in the colors (greyscale and black and white) as shown below.
- The full color logo is the default and should be used in most circumstances. Discretion should be used when the logo is to be shown on any kind of background. Please check with DeEte Feurtado if any doubt of use is present.
- Logos can be scaled but proportionately only.
  - Under no circumstance shall the ratio between width and height vary.
  - Under no circumstance shall only a part, or parts, of the logo be scaled without every element of the logo being scaled accordingly.
- Please see the following pages for incorrect uses of the Converge marks, and avoid!



Corporate Logo - Acceptable

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CONVERGE  
medical technology

Greyscale

CONVERGE  
medical technology

Black and White

CONVERGE  
medical technology

Reversed on light color

CONVERGE  
medical technology

Reversed on medium color

CONVERGE  
medical technology

Reversed on dark color

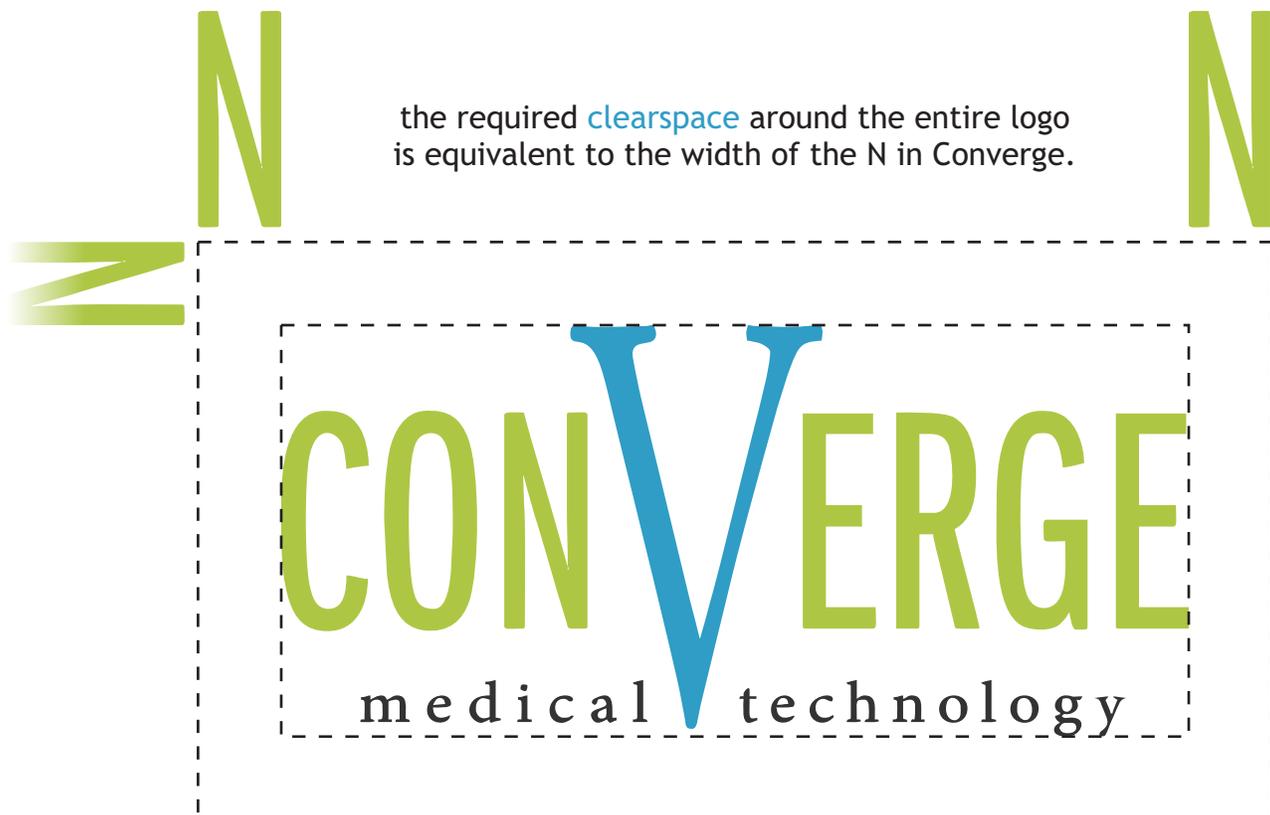
CONVERGE  
medical technology

Reversed on black

CONVERGE  
medical technology

# Corporate Logo - Clearspace

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the required **clearspace** around the entire logo is equivalent to the width of the N in Converge.

Lorem ipsum  
consectetur  
sed do eius  
incididunt ut  
magna aliqua  
tempor nec. S  
et pharetra p  
in hac habi  
dictumst qu  
purus. Adipisc  
adipiscing tri  
feugiat in fe  
magna eget e

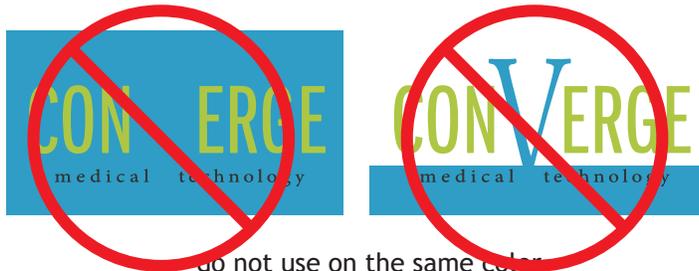
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Purus in massa tempor nec. Sed tempus urna et pharetra pharetra. Cursus in hac habitasse platea dictumst quisque sagittis purus.

Consequat semper viverra nam libero justo. Netus et malesuada fames ac turpis egestas maecenas. Bibendum at varius vel pharetra vel turpis nunc eget lorem. Tincidunt tortor aliquam nulla facilisi cras fermentum odio eu feugiat. Augue ut lectus arcu bibendum at varius.

Lacus sed viverra tellus in hac habitasse. Feugiat sed lectus vestibulum mattis ullamcorper velit. At risus viverra adipiscing at. Ligula ullamcorper malesuada proin libero nunc. Sed ullamcorper morbi tincidunt ornare.

# Corporate Logo - Unacceptable

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do not use on the same color or partial background



• do NOT change the fonts used



V this is a bullet - do not use the logo here!  
V this is another bullet - do not use the logo here!

- do NOT use in a sentence or as a bullet
- do not use parts of the logo on their own



• do NOT add other shapes



• do NOT use a screen or tint the logo



• do NOT rotate the logo or any part of it

# Corporate Colors

---

Converge Medical Technology has an established corporate color palette which consists of the following colors:

	Blue	Green	Charcoal
PMS Color	PMS 7459	PMS 584	PMS 447
CMYK Values	C: 74 M: 23 Y: 12 K: 0	C: 36 M: 6 Y: 93 K: 0	C: 69 M: 63 Y: 62 K: 58
RGB Values	R: 47 G: 157 B: 197	R: 173 G: 199 B: 68	R: 51 G: 51 B: 51
Hex Value	2f9dc5	adc744	333333

These are the only colors to be used in association with the Converge brand.

# Corporate Tag Line

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- Our Tag Line is an integral part of our brand and should always be used as specified below.
- It is ideal that the tag be used every time the logo is used. If unsure of it's application, please email DeEtte Feurtado for guidance.
- Below shows versions of the tag line and how they should be used when as a stand-alone graphic. When used in a sentence/prose, regular punctuation and spelling apply.
- The tag graphic can be scaled but proportionately only. These rules apply to the tag line graphic:
  - Under no circumstance shall the ratio between width and height vary.
  - Under no circumstance shall only a part, or parts, of the tag line be scaled without every element of the tag being scaled accordingly.
  - Main Font: Proxima Nova Alt ExCn Rg font, and only Proxima Nova Alt ExCn Rg font, should be used.
  - V Font: Adobe Garamond Pro font, and only Adobe Garamond Pro font, shall be used.
  - All of the letters are uppercase.
  - Color will depend on the application and background, but the V should be Converge Blue as often as possible.

CHANGING LIVES

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# MedX

## Product Logos - Acceptable

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- The following logos are accepted versions of the MedX product logos. No other versions, no other fonts, no other height to width ratios are acceptable. The only acceptable variations of the logos are in the colors as shown below.
- The full color logo is the default and should be used in most circumstances. Discretion should be used when the logo is to be shown on any kind of background. Please check with DeEtte Feurtado if any doubt of use is present.
- Logos can be scaled but proportionately only.
  - Under no circumstance shall the ratio between width and height vary.
  - Under no circumstance shall only a part, or parts, of the logo be scaled without every element of the logo being scaled accordingly.
- The same rules for the corporate logo apply to all product logos.



# MedX

## Product Colors

---

Converge has an established corporate color palettes for it's products as follows:

Printed	Red	Black	Charcoal
PMS Color	PMS 3015	Black	PMS 447
CMYK Values	C: 100 M: 58 Y: 21 K: 4	C: 0 M: 0 Y: 0 K: 100	C: 69 M: 63 Y: 62 K: 58
RGB Values	R: 0 G: 96 B: 156	R: 0 G: 0 B: 0	R: 51 G: 51 B: 51
Hex Value	00609c	000000	333333

# AXIS

## Product Logos - Acceptable

---

- The following logos are accepted versions of the AXIS product logos. No other versions, no other fonts, no other height to width ratios are acceptable. The only acceptable variations of the logos are in the colors as shown below.
- The full color logo is the default and should be used in most circumstances. Discretion should be used when the logo is to be shown on any kind of background. Please check with DeEtte Feurtado if any doubt of use is present.
- Logos can be scaled but proportionately only.
  - Under no circumstance shall the ratio between width and height vary.
  - Under no circumstance shall only a part, or parts, of the logo be scaled without every element of the logo being scaled accordingly.
- The same rules for the corporate logo apply to all product logos.

### Note:

Every time the AXIS company name is used in a sentence, it **MUST** be all capital letters.



# AXIS

## Product Colors

---

Converge has an established corporate color palettes for it's products as follows:

### Printed

	Blue	Charcoal	Black
PMS Color	PMS 7459	PMS 447	Black
CMYK Values	C: 74 M: 23 Y: 12 K: 0	C: 69 M: 63 Y: 62 K: 58	C: 0 M: 0 Y: 0 K: 100
RGB Values	R: 47 G: 157 B: 197	R: 51 G: 51 B: 51	R: 0 G: 0 B: 0
Hex Value	2f9dc5	333333	000000

# Apex

## Product Logos - Acceptable

---

- The following logos are accepted versions of the Apex logo. No other versions, no other fonts, no other height to width ratios are acceptable. The only acceptable variations of the logos are in the colors as shown below.
- The full color logo is the default and should be used in most circumstances. Discretion should be used when the logo is to be shown on any kind of background. Please check with DeEtte Feurtado if any doubt of use is present.
- Logos can be scaled but proportionately only.
  - Under no circumstance shall the ratio between width and height vary.
  - Under no circumstance shall only a part, or parts, of the logo be scaled without every element of the logo being scaled accordingly.
- The same rules for the corporate logo apply to all product logos.

**APEX**

**APEX** **APEX**



**APEX** **APEX**



# Apex

## Product Colors

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Converge has an established corporate color palettes for it's products as follows:

### Printed

### Green

### Charcoal

### Black

PMS Color	<b>PMS 321</b>	<b>PMS 447</b>	<b>Black</b>
CMYK Values	<b>C: 91 M: 31 Y: 46 K: 7</b>	<b>C: 69 M: 63 Y: 62 K: 58</b>	<b>C: 0 M: 0 Y: 0 K: 100</b>
RGB Values	<b>R: 0 G: 133 B: 138</b>	<b>R: 51 G: 51 B: 51</b>	<b>R: 0 G: 0 B: 0</b>
Hex Value	<b>00858a</b>	<b>333333</b>	<b>000000</b>

# CareCall

## Product Logos - Acceptable

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- The following logos are accepted versions of the CareCall product logos. No other versions, no other fonts, no other height to width ratios are acceptable. The only acceptable variations of the logos are in the colors as shown below.
- The full color logo is the default and should be used in most circumstances. Discretion should be used when the logo is to be shown on any kind of background. Please check with DeEtte Feurtado if any doubt of use is present.
- Logos can be scaled but proportionately only.
  - Under no circumstance shall the ratio between width and height vary.
  - Under no circumstance shall only a part, or parts, of the logo be scaled without every element of the logo being scaled accordingly.
- The same rules for the corporate logo apply to all product logos.

**Note:**

Every time the CareCall product name is used in a sentence, both C's must be capitalized.



**CARECALL**



**CARECALL**



**CARECALL**



**CARECALL**

# CareCall

## Product Colors

---

Converge has an established corporate color palette for it's products as follows:

### Printed

	Purple	Charcoal	Black
PMS Color	PMS 513	PMS 447	Black
CMYK Values	C: 49 M: 100 Y: 11 K: 1	C: 69 M: 63 Y: 62 K: 58	C: 0 M: 0 Y: 0 K: 100
RGB Values	R: 156 G: 26 B: 135	R: 51 G: 51 B: 51	R: 0 G: 0 B: 0
Hex Value	9c1a87	333333	000000

# Kaia

## Product Logos - Acceptable

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- The following logos are accepted versions of the Kaia product logos. No other versions, no other fonts, no other height to width ratios are acceptable. The only acceptable variations of the logos are in the colors as shown below.
- The full color logo is the default and should be used in most circumstances. Discretion should be used when the logo is to be shown on any kind of background. Please check with DeEtte Feurtado if any doubt of use is present.
- Logos can be scaled but proportionately only.
  - Under no circumstance shall the ratio between width and height vary.
  - Under no circumstance shall only a part, or parts, of the logo be scaled without every element of the logo being scaled accordingly.
- The same rules for the corporate logo apply to all product logos.



# Kaia

## Product Colors

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Converge has an established corporate color palette for it's products as follows:

Printed	Blue	Black	Charcoal
PMS Color	PMS 534	Black	PMS 447
CMYK Values	C: 100 M: 86 Y: 37 K: 28	C: 0 M: 0 Y: 0 K: 100	C: 69 M: 63 Y: 62 K: 58
RGB Values	R: 20 G: 50 B: 92	R: 0 G: 0 B: 0	R: 51 G: 51 B: 51
Hex Value	14325c	000000	333333

# Integrative Health Coach

## Product Logos - Acceptable

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- The following logos are accepted versions of the Integrative Health Coach logos. No other versions, no other fonts, no other height to width ratios are acceptable. The only acceptable variations of the logos are in the colors as shown below.
- The full color logo is the default and should be used in most circumstances. Discretion should be used when the logo is to be shown on any kind of background. Please check with DeEtte Feurtado if any doubt of use is present.
- Logos can be scaled but proportionately only.
  - Under no circumstance shall the ratio between width and height vary.
  - Under no circumstance shall only a part, or parts, of the logo be scaled without every element of the logo being scaled accordingly.
- The same rules for the corporate logo apply to all product logos.



# Integrative Health Coach

## Product Colors

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Converge has an established corporate color palette for it's products as follows:

Printed

Teal

Purple

PMS 321

C: 100  
M: 22  
Y: 42  
K: 2

R: 0  
G: 137  
B: 150

008996

PMS 513

C: 49  
M: 100  
Y: 11  
K: 1

R: 156  
G: 26  
B: 135

9c1a87

# At Home

## Product Logos - Acceptable

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- The following logos are accepted versions of the At Home logo. No other versions, no other fonts, no other height to width ratios are acceptable. The only acceptable variations of the logos are in the colors as shown below.
- The full color logo is the default and should be used in most circumstances. Discretion should be used when the logo is to be shown on any kind of background. Please check with DeEtte Feurtado if any doubt of use is present.
- Logos can be scaled but proportionately only.
  - Under no circumstance shall the ratio between width and height vary.
  - Under no circumstance shall only a part, or parts, of the logo be scaled without every element of the logo being scaled accordingly.
- The same rules for the corporate logo apply to all product logos.



# Corporate Font

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Converge Medical Technology's primary font is the Proxima Nova Family. This family was chosen for its diverse selection of fonts from Extra Light Condensed through Black. These are all acceptable for use in most documents and most text needs. A sample of the Proxima Nova is shown below.

For accent and call outs, etc., Converge's secondary font, BlackJack, or Adobe Garamond Pro, should be used. Creative discretion should be applied. If unsure, please contact DeEte Feurtado for direction.

## Proxima Nova - Regular

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## Proxima Nova - Italic

*ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890*

## Proxima Nova - Bold

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890**

## Proxima Nova - Bold Italic

***ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890***

## Blackjack

*ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890*

## Adobe Garamond Pro - Regular

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## Adobe Garamond Pro - Italic

*ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890*

## Adobe Garamond Pro - Bold

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890**

## Adobe Garamond Pro - Bold Italic

***ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890***