



Corporate Design Guide

The logo for hearLIFE, featuring the word "hear" in a lowercase, grey, sans-serif font, followed by "LIFE" in a bold, uppercase, grey, sans-serif font. The logo is positioned in the bottom left corner of the page, over a photograph of a tree and a sidewalk.

hearLIFE

Welcome

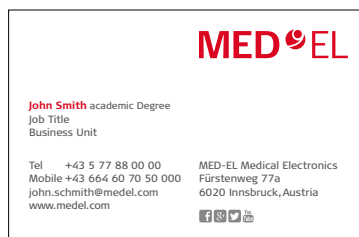
Welcome to the MED-EL Corporate Design, a visual representation of the MED-EL brand identity. Following our design guidelines in every piece of communication and marketing material will improve our company's image in the eyes of our customers, our partners and our staff. This handbook provides rules and examples of how the elements of our brand identity should be implemented.

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Introduction to Corporate Design

The following examples demonstrate the interplay of design elements which form the unique MED-EL look & feel. The consistent use of these elements creates brand recognition and helps the company to stand out in the market.

Logo, colour, typography, image style, and layout are essential elements in bringing the design to life. These elements are individually described in the following pages.



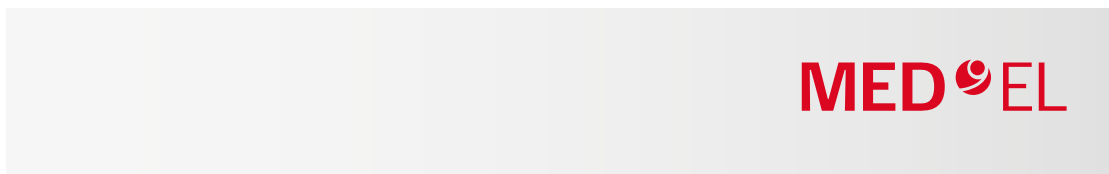
Logo

The MED-EL logo is highly recognisable and reflects MED-EL's state-of-the-art products and technology. The compact design of the logo ensures maximum impact across all media. On the following pages are detailed instructions for its application.

The MED-EL logo is displayed in a bold, red, sans-serif font. The word "MED" is followed by a stylized red symbol consisting of a circle with a white swoosh inside, and then the word "EL". The entire logo is centered within a light gray rectangular background.

Background and Logo Versions

The MED-EL logo is placed on a grey gradient. It is placed on a white background for letterheads, labels, etc. When the MED-EL logo is placed on busy or dark backgrounds, the label version of the logo is used. The MED-EL logo should be placed in the upper right corner.



The grey MED-EL Logo can be placed on red.



The MED-EL Label is used on non-red, non-white, non-grey, or on busy backgrounds.



If, for technical reasons, the colour versions cannot be applied, the black and white version should be used instead.



Logo Size

The size of the logo is based on a value referred to as X, which can be calculated using the canvas size of a document.



3X

Example: Size for A4 and close format sizes

$$3X = 4,5 * 3 = 13,5 \text{ mm}$$



2X

$$2X = 4,5 * 2 = 9 \text{ mm}$$



X

Standard size of symbol for product branding:

$$1X = 4,5 \text{ mm}$$

The symbol should not be smaller than 4,5 mm.



Learn more about
Templates in our "How to
work with" Work Book.



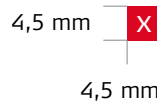
What is X?

The X is the base for all elements in the design file. The grid, font sizes or logo sizes, the distances between elements, etc.

How to calculate X

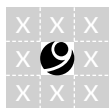
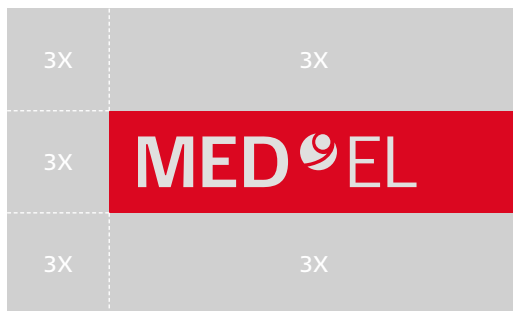
e.g. A4 **Portrait** = 210x297 mm
297 (height) / 66 = 4,5 mm

e.g. A4 **Landscape** = 297x210 mm
210 (height) / 46 = 4,5 mm



Exclusion Zone and Dimensions

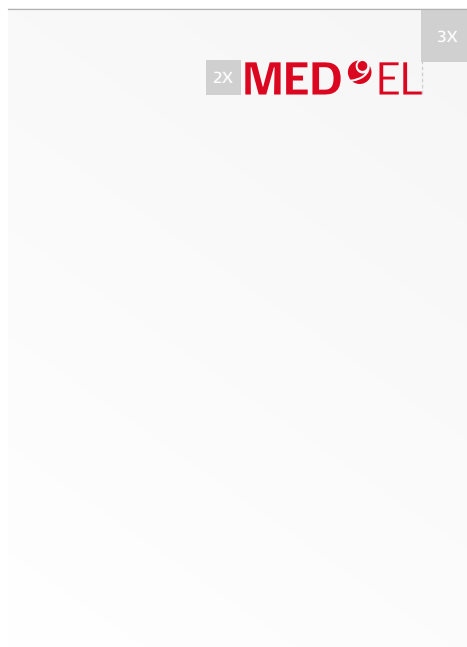
The exclusion zone describes the minimum amount of white space around the logo and the symbol. This white space, which shouldn't be infringed upon either by typography or graphic elements, guarantees that the logo is optimally presented.



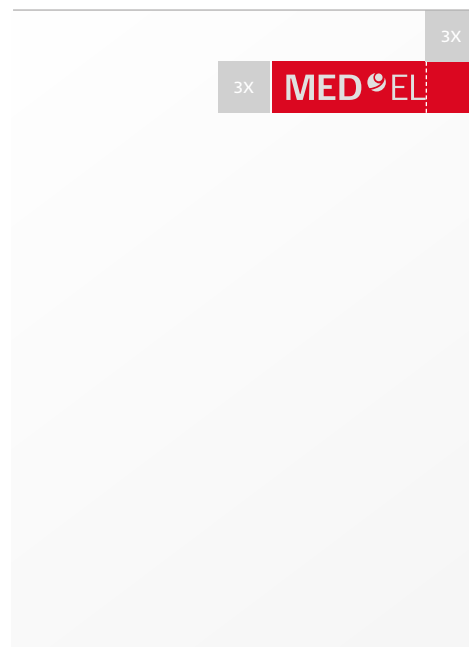
Positioning

The positioning defines the distance between the logo and the corner of the document. It's related to X, which is related to the document size. The size of X has to be calculated in direct relation to the height of the sheet. For the most popular paper sizes, the size of X is shown in the table below.

Example A4 - Logo



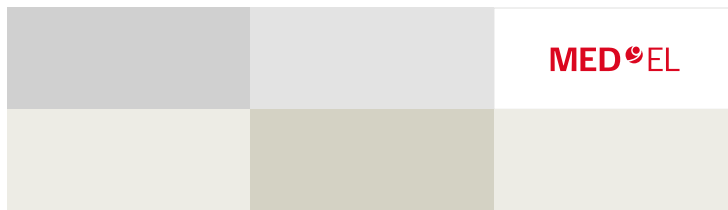
Example A4 - Label Logo



Paper size Portrait	height (mm) / 66	X (mm)	MED°EL Logo height	MED°EL Logo height
A6	based on A4	4,5 mm	1X = 4,5 mm	2X = 9 mm
A5	based on A4		1,5X = 6,75 mm	2X = 9 mm
A4	297 mm		2X = 9 mm	3X = 13,5 mm
A3	based on A4		2X = 9 mm	3X = 13,5 mm
A2	564 mm	9 mm	2X = 18 mm	3X = 27 mm
A1	841 mm	12,74 mm	2X = 25,48 mm	3X = 38,22 mm
Letter	based on A4	4,5 mm	2X = 9 mm	3X = 13,5 mm
Half Letter	based on A4		1,5X = 6,75 mm	2X = 9 mm

Logo on Give-Aways and Co-Branding

If the logo needs to be placed in publications of other brands or on give-aways, please apply the following rules:



The red MED-EL logo is preferred whenever possible. It is used on white and very light backgrounds. Examples include conference websites and other sponsorship applications.



The grey MED-EL logo is used on reddish backgrounds of various sizes, for example, on give-aways.



The MED-EL Label is used on non-red and non-white backgrounds and in busy spaces. Examples include sponsored conference bags or web banners.



Logo on the Product

To brand MED-EL products, the MED-EL symbol is used. In addition to the symbol, the product name can appear on the product. The product name is set in FF Signa Pro in capital letters.

The symbol and product name should appear subtly on the product in a slightly lighter or darker shade of the product colour.



Logo Files and Nomenclature

To ensure the logo works in all necessary media, cross-platform files are provided. Below, please find a list of available files for desktop publishing, for Microsoft Office use (i.e. Word documents), and for on-screen display. These files are available in different sizes depending on use.

MED-EL_CMYK.eps

File format

.eps = Encapsulated Post Script
.png = Windows Meta File

Colour version

RGB = Web-colour red
RGB_Grey= Web-colour grey
RGB_Label= Web-colour grey on red label
CMYK= Four-colour print red
CMYK-grey= Four-colour print grey
CMYK-label = Four-colour print grey on red label
SC = Spot colour red
SC-g = Spot colour grey
SC-label = Spot colour grey on red label

Files for DTP (Desktop Publishing)

MED-EL_SC.eps
MED-EL_SC_Grey.eps
MED-EL_SC_Label.eps

MED-EL_CMYK.eps
MED-EL_CMYK_Grey.eps
MED-EL_CMYK_Label.eps
MED-EL_CMYK_LabelCropped.eps

MED-EL_IC.eps
MED-EL_IC_Symbol.eps

Files for Office:

MED-EL_RGB.png
MED-EL_RGB_Grey.png
MED-EL_RGB_Label.png

Signature

The following elements are used in the signature of a print document. They are placed in the bottom part of the document and should be visible, but not steal the attention from other design elements:

Slogan / Claim

Two slogans have been developed to better distinguish between core businesses within the MED-EL brand. They should be placed bottom left, opposite the MED-EL logo. To see the proper size to use, please take a look at the specific template.

Hearing Implants

hearLIFE

STIWELL Neurorehabilitation

Smart Innovations

Social Media Icons

The social media icons are the second element of the signature and should be placed on the bottom right (right aligned with the MED-EL logo). Whenever space is limited, the 4 social media icons without the web url (medel.com) should be used. There are different Icons for Candidates & Professionals.

Professionals

medel.com    

Candidates

medel.com    

Office and Distributor Add-Ons

Distributor logos and contact information of local offices are usually placed on the back of flyers and brochures. If this is not possible or there is the need to emphasise this information, the name and contact information can be positioned in the signature between the slogan and the social media icons.

hearLIFE

MED-EL Niederlassung Wien | Fürstengasse 1 | 1090 Wien
Tel. +43(0)1-317 24 00 | office@at.medel.com | medel.com

Iconography

An icon is a small graphic that represents an idea, function or object. Icons are meant to condense this idea into a small graphic that is visual, recognizable and easy to understand. While some icons can be specific to a product or situation, most should be generic enough that they can be used in a variety of ways.

Specifications

Icons should be made with the following specifications for consistency in Illustrator:

Size of the artboard: 9,4 mm x 9,4 mm

Size of the circle: 9 mm x 9 mm

Stroke: 0.75pt

Colours Regular Icons: Black, White or 70% Grey

Colours Filled icons: any color within corporate design

Other Characteristics:

- Only lines, no filled shapes
- Corners and lines must have rounded edges
- Avoid letters/words if possible (to avoid translation errors)
- Icons should be recognizable and simple
- Icons should not touch the edges of the circle
- Icons should be flat, and not three dimensional
- Icons should blend in with the other existing icons

Filenames in CUMULUS

Icons_1_ProductAndProductFeatures.ai

Icons_2_GeneralWebandApp.ai

Icons_3_Service and Care Icons.ai

Icons_4_SocialMedia.ai



The icon size was chosen to be 2X to correlate with the corporate design X

The artboard is just large enough to show the entire icon without cutting off the edges when exporting



Tips for Making Icons

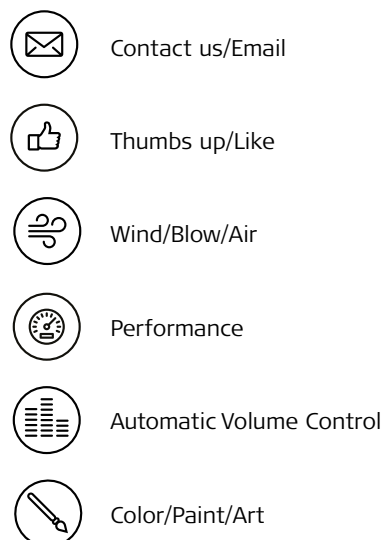
Steps:

1. Before you begin, first check the icon master pages (available on Cumulus) to see if there is an icon that has already been created that you can use.
2. If you can't find anything suitable, you will need to make a new icon. Start by doing research on how this icon is represented in other settings and industries. If there is an established icon that is known to most people (example: The power icon, malfunction icon or lock/unlock icon) use that graphic as a base and adapt the style to the MED-EL design guide. The most important quality of these icons is that people can easily identify them.
3. Sketch out rough ideas. Open Illustrator and create a circle 9 mm x 9 mm. This is the frame that you will create your icon inside.
4. Create a filled version (inverted) and expand the icon so it is a shape and not a path.
5. Send it to the graphic designer (marketing@medel.com) so it can be added to the icon library.
6. When using icons, it is usually easier to embed the shape directly into indesign so you don't have to worry about links.

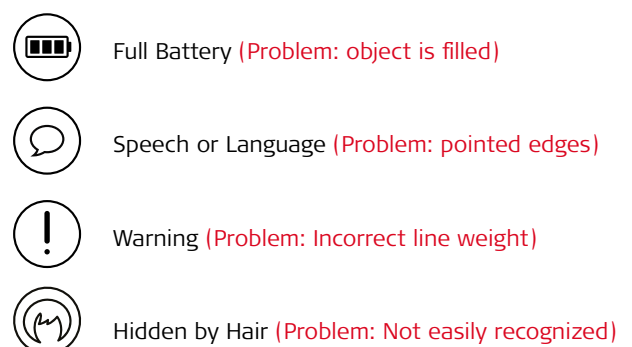
Commonly Used Icons



Correct Examples



Incorrect Examples



Colour Scheme

The MED-EL primary colour scheme is characterised by a grey gradient, which conveys professionalism and competence. The grey is complemented by a range of reddish tones. These tones, which appear passionate and warm, convey the partnership aspect of the MED-EL brand. These tones also symbolise the wide spectrum of product systems and services. Each MED-EL business unit is assigned a specific shade of red.

Grey Gradient	Grey Gradient	Grey Gradient	Grey Gradient
MED-EL Red	MED-EL Red	MED-EL Red	MED-EL Red
Orange	Plum	Cherry	Fuchsia
Corporate & Cochlear Implants	Neurostimulation (EA) Neurorehabilitation (STIWELL)	Vibrant	Service & Care

Colours

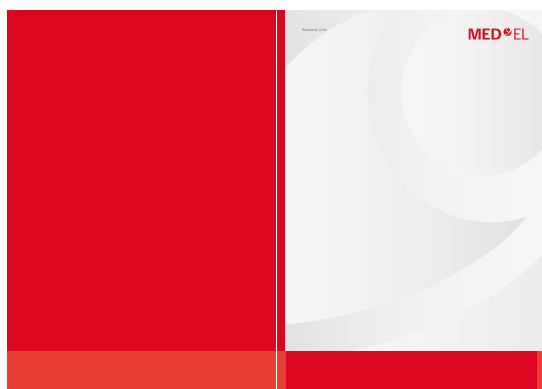
Primary Colour Palette

The MED-EL primary colours have been defined for use in different media. The Pantone definitions and CMYK values are relevant for print reproduction. The RGB values are relevant for on-screen display. NCS is a colour system used predominantly in industrial applications, such as machine colours, panels, or 3D displays.

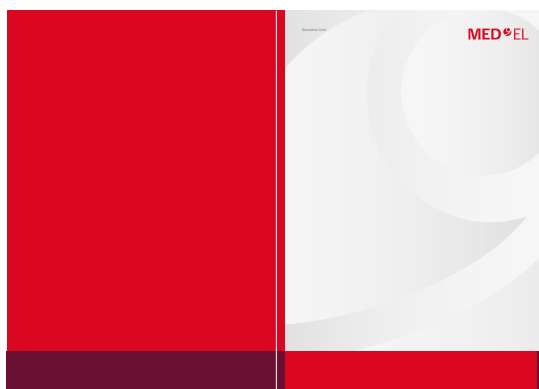
White RGB 255 255 255 HEX #ffffff	Grey Gradient CMYK 0 0 0 5 - 0 0 0 17 Angle 20°	5K RGB 240 240 240 HEX #f0f0f0 CMYK 0 0 0 5	17K RGB 209 212 211 HEX #d1d4d3 CMYK 0 0 0 17 Pantone 427 C NCS S 2000-N	25K RGB 190 190 190 HEX #bebebe CMYK 0 0 0 25
40K RGB 151 149 149 HEX #979594 CMYK 0 0 0 40	60K RGB 100 100 100 HEX #646464 CMYK 0 0 0 60	70K RGB 77 77 77 HEX #4d4d4d CMYK 0 0 0 70	95K RGB 13 13 13 HEX #0d0d0d CMYK 0 0 0 95	100K RGB 0 0 0 HEX #000000 CMYK 0 0 0 100
Orange RGB 247 64 58 HEX #f7403a CMYK 0 86 80 0 Pantone Warm Red NCS S 0580-Y70R RAL 2002 Blutorange	Fuchsia RGB 176 0 87 HEX #b00057 CMYK 0 100 15 30 Pantone 221 C NCS S 2065-R20B RAL 4006 Verkehrspurpur	MED-EL Red RGB 198 12 48 HEX #c60c30 CMYK 0 100 90 5 Pantone 186 C NCS S 1080-Y90R RAL 3028 Reinrot	Cherry RGB 152 30 50 HEX #981e32 CMYK 8 100 65 34 Pantone 201 C NCS 2070-R RAL 3003 Rubinrot	Plum RGB 110 39 61 HEX #6e273d CMYK 21 97 35 61 Pantone 209 C NCS S 5040-R10B RAL 3005 Weinrot
Cochlear Implants	Service & Care		Vibrant	EA/STIWELL

Branding Business Units

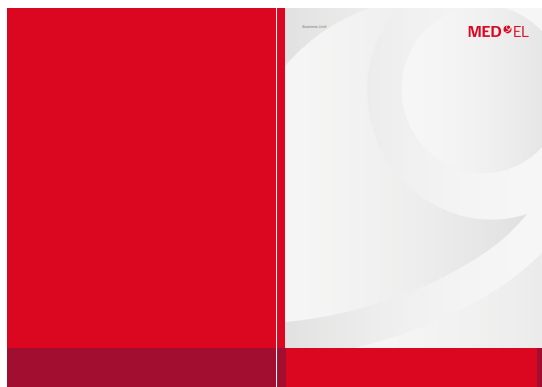
Cochlear Implants, Vibrant, Service & Care, and Neurostimulation are colour-coded with a different shade of red. These business-unit-specific reds always appear in combination with the MED-EL red.



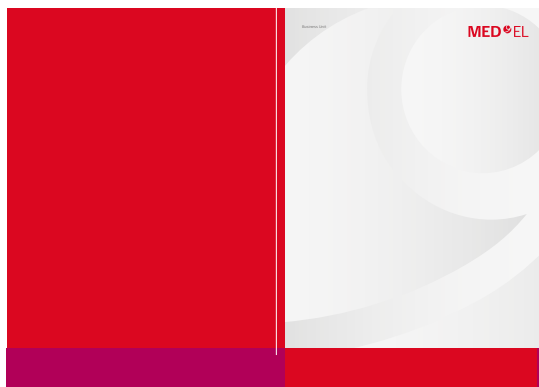
Corporate & Cochlear Implants



EA Neurostimulation
STIWELL Neurorehabilitation



Vibrant



Service & Care



Surgical Solutions

Secondary Colour Palette

The MED-EL secondary colours are designed to supplement the primary colours. In particular, they enable a clear design for complex information graphics. Also, in Rehabilitation materials the secondary colour palette is used. Other than that, these colours shall not be used for other design elements or typography. Exceptions to this rule will be stated in guidelines for specific applications. Below are the colour definitions for use of the secondary colours in various media.






Lime RGB 182 191 0 HEX #b6bf00 CMYK 31 0 100 3 Pantone 390	Green RGB 146 212 0 HEX #92d400 CMYK 48 0 94 0 Pantone 375	Emerald RGB 0 174 101 HEX #00ae65 CMYK 88 0 66 0 Pantone 3405	Turquoise RGB 0 154 166 HEX #009aa6 CMYK 100 0 30 2 Pantone 320	Teal RGB 0 116 122 HEX #00747a CMYK 100 9 38 34 Pantone 322
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Surgical Solutions

If the whole portfolio of hearing loss solutions is shown and needs to be colour coded for easier orientation, the following colours should be used. If only part of the portfolio is shown, this colour system should not be applied.

EAS	CI	ABI	BB	VSB
				

When talking about the different listening situations please use these colours:

On the Phone	Listening to Music	Watching TV	Public Venues	At Work or School
				

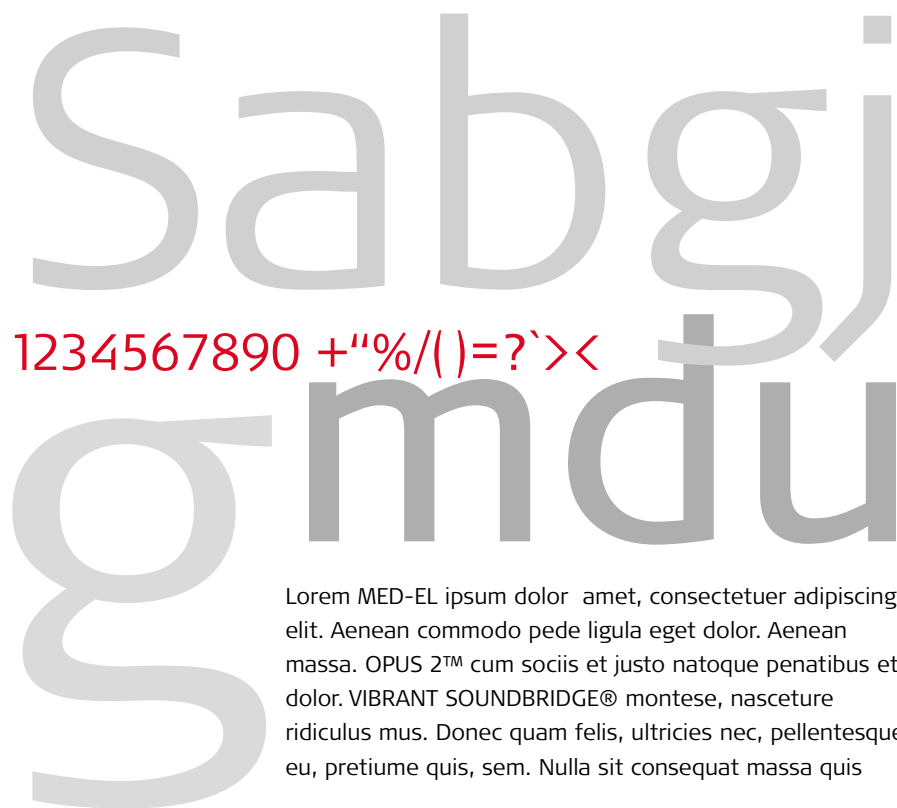
Audio Processor Colour Palette

Please find the MED-EL Audio Processor colours.

Black RGB 0 0 0 HEX #000000 CMYK 0 0 0 100	White RGB 255 255 255 HEX #ffffff	Nordic Grey RGB 178 167 160 HEX #b2a69f CMYK 14 19 21 28	Beige RGB 255 228 211 HEX #ffe4d3 CMYK 1 7 11 0	Anthracite RGB 67 72 77 HEX #42474d CMYK 44 28 22 78
Ebony RGB 50 37 27 HEX #31251b CMYK 30 72 74 89	Sienna Brown RGB 130 76 59 HEX #814b3b CMYK 11 68 95 64	Cool Grey RGB 151 149 149 HEX #979594 CMYK 0 0 0 40	Creme RGB 252 255 232 HEX #fcfe8 CMYK 1 0 9 0	Baby Blue RGB 170 206 244 HEX #aacef4 CMYK 27 7 0 0
Baby Pink RGB 255 171 255 HEX #f5bedd CMYK 0 33 0 0	Orange RGB 255 126 0 HEX #ff7d00 CMYK 0 42 77 0	Green RGB 197 213 13 HEX #c4d50d CMYK 34 0 100 0	Bordeaux Red RGB 124 0 20 HEX #7c0014 CMYK 11 95 71 33	Pacific Blue RGB 0 37 79 HEX #00254e CMYK 100 70 8 54

Corporate Font Signa Pro

FF Signa Pro is the MED-EL corporate typeface. The individually designed letters of the sans serif font are highly recognisable and appear both friendly and competent. The numerous, finely drawn details ensure high print quality and optimum legibility, even in small type sizes. The FF Signa Pro supports about 130 languages, including some non-Latin character sets, such as Cyrillic.



Further Fonts

For languages where the Signa Pro can not be used, eg. Arabic, Farsi, Malayalam, we do have a list of fonts you can use.
Please contact Corporate Marketing (marketing@medel.com).

Signa Pro for Print

The MED-EL corporate design predominantly uses FF Signa Pro Light. It is used for headlines as well as body text. The FF Signa Book is used for headlines which are in the same size as the body text (9 pt). The italic versions of Signa Light and Book are used for emphasis.

FF Signa Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +"%/()=?`><

FF Signa Pro Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +"%/()=?`><

FF Signa Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +"%/()=?`><

FF Signa Pro Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +"%/()=?`><

Fonts for Web

For web design, FF Signa Pro is used. To reinforce the MED-EL character, the FF Signa Pro Light Web Pro (Webfont) is used for headlines and illustrative typography. For body text, the font Open Sans Regular & Semibold is used.

FF Signa Office Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +"%/()=?`><

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +"%/()=?`><

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +"%/()=?`><

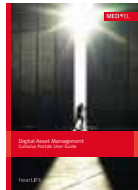
Image Style

The following pages should help to create a unified look for all images used for MED-EL material. It should also help with finding images in stock image libraries which fit the corporate style.

You can find and download all our marketing images on Cumulus, our Digital Asset Management System. Please contact marketing@medel.com to get all relevant information regarding training and how to use Cumulus.



Learn more about working with CUMULUS. Please take a look at the "Digital Asset Management" Guide.



Photos

The key element of the photos is an overall brightness. People play a an important role in MED-EL imagery, and everything should look happy and friendly. Photos should always show real-life situations and recipients or professionals in action.

Real-life situations with recipients and professionals help the viewer to identify with the subject shown. The visualisation of communication shows important aspects of life with an implant. MED-EL implants shown in use demonstrate the product benefits in an authentic way.

Important formal parameters:

- Natural colours within the picture
- Natural light setting
- A light and uncluttered environment for shooting photos
- Use of perspectives and shallow depth of field
- An authentic look and feel
- Use of back light could strengthen the emotion of the picture
- Devices should always be visible, but in a subtle manner



Learn more about taking pictures. Please take a look at the "Photo Guide".



Professionals



For Professionals

- Strengthen relationships
- Show competence
- Communicate at eye level
- Illustrate spirit of research
- Demonstrate passion

Modify pictures to reflect country specific demographics.

Candidates



For Candidates

- Create identification
- Illustrate joy of life and best performance
- Show that normal life is possible
- Demonstrate product benefits in "real life" situations
- Show the product in use
- Create empathy with the candidate's world
- Visualise the theme of hearing

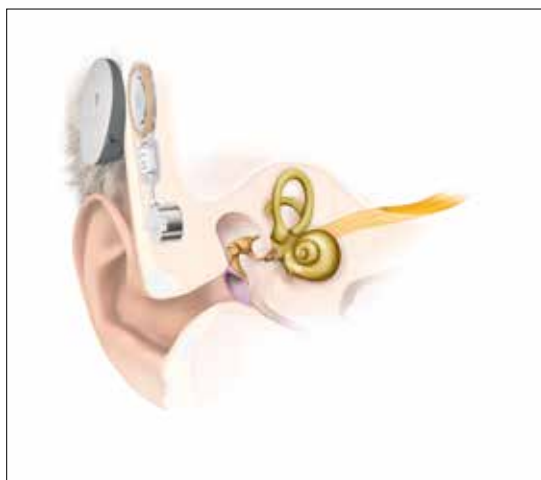
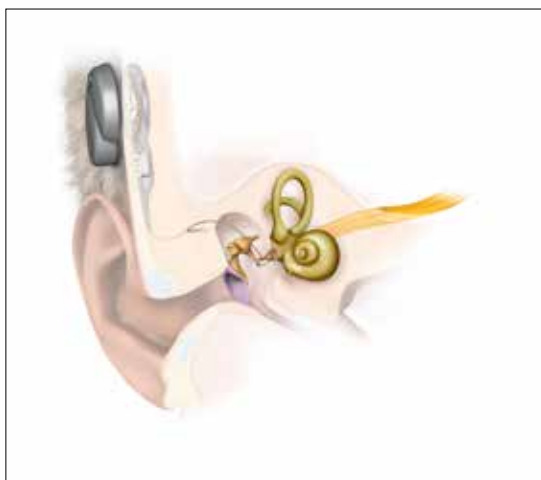
Modify pictures to reflect country specific demographics.

Medical Illustrations

Medical illustrations pay high attention to detail and are designed to make complex concepts easy to understand.

- Precise and clear
- Detailed
- Use muted colours

They can be used as a series of images, posters or can be animated.
(See examples pictured below.)



Product Renderings and Photos

- Match the surface of the materials
- Illustrate the function in the composition of the system
- Shadow is only used in perspective views
- Reflections on the floor are used on black background
- Overall bright composition
- Product colours should match, especially in the system image
- For images showing product dimensions, the anthracite version of the external components is used



Categorisation of Print Materials

MED-EL classifies its print materials in two major target groups:

Professionals and Candidates/Recipients.

The designs for the two groups are different. The individual layout schemes allow for easy recognition of the groups within the MED-EL corporate design.

Within these groups, the print materials are classified in three categories: brochures, flyers, and advertisements.

Advertisements should attract the customers' attention to a special topic or product. Factsheets and flyers should give the customer a short overview about a special topic or a product. Brochures are an in-depth presentation of a special topic or a product system.

For Professionals:

Print materials:

- Product system brochures
- Factsheets/white papers (FocusOn)
- Advertisements

Design guidelines:

- Cover: Grey background with normal logo and half-page picture, red bar on the bottom
- Type colours: MED-EL red and 60% grey
- Pictures: Scenes with professionals
- Business units: The three different BUs are differentiated by colour

For Candidates:

Print materials:

- Product/system brochures and special topic brochures
- Promotion flyers
- Advertisements

Design guidelines:

- Cover: Full-frame picture with label logo, red bar on picture
- Type colours: MED-EL red and black
- Pictures: Scenes with user
- Business units: The four different BUs are differentiated by colour

Professionals

The grey colour plays an essential role in the print materials for professionals. It represents MED-EL's expertise in the development and production of medical devices. The clean look helps to identify the documents as material for professionals.

Design guide lines:

- Cover: Grey background with normal logo and half-page picture, red bar on the bottom
- Type colours: MED-EL red and 60% grey
- Pictures: Scenes with professionals
- Business units: The three different BUs are differentiated by colour



Candidates

Emotional, active, and colourful is the look of the print materials for candidates and recipients. With a full-frame picture of a recipient in action, the print materials grab the customers' attention. The image based look helps to identify the documents as material for candidates and recipients.

Design guide lines:

- Cover: Full-frame picture with label logo, red bar on picture
- Type colours: MED-EL red and black
- Pictures: Scenes with user
- Business units: The three different BUs are differentiated by colour



Stationery and Business Cards

Very clean, straight, and elegant is the look of the MED-EL Stationery.

Design guide lines:

- Very clean, white and elegant looking
- Type colours: MED-EL red and black
- Business units: The three different BUs are differentiated by colour



Further MED-EL Design Guidelines

The corporate design guidelines, which describe the basic elements and principles of the corporate design, are complemented with the following specific guides.

Design



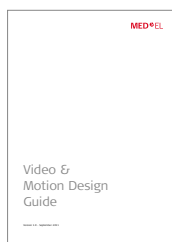
Digital Asset Management Guide



Learn more about the X and how to work with Templates



Photo Guide



Video and Motion Design Guide



Surgical Packaging Guide



Packaging Guide

Copy



Copy Style Guide



Terminology Guide

Contact Information

If you have any questions, please contact
Ingo Steinacker in Corporate Marketing.

ingo.steinacker@medel.com
marketing@medel.com

MED-EL Offices Worldwide

AMERICAS

Argentina

medel@medel.com.ar

Canada

officecanada@medel.com

Colombia

office-colombia@medel.com

Mexico

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