Basic Brand Guidelines

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Brand Persona & Personality

Our culture turned inward creates our product; our culture turned outward creates our brand.

Our brand is a reflection of who we are as a company and what we represent in the world of work. If nothing else, our outward-facing brand should represent the best of what we bring to work as colleagues at this company. Smart, hardworking, and collaborative.

We are deliberately human — we aim to be an ideal colleague: One that works on the basis of respect and admiration for working people; someone who communicates in a way that is smart, and collaborative. Who doesn't dominate the conversation and never wastes your time; who knows the answer if you have a question — and the context, and shows you how to find it yourself in the future.

We demonstrate our commitment to being customer centric by placing those humans at the center of every communication; not ourselves.

Brand Values

EMPATHY

Understanding. Appreciation. Generosity. Giving people the benefit of the doubt and the respect that is due to them. Being human and recognizing the humanity in others. Being understanding and appreciative.

CRAFTMANSHIP

Respect for excellence. Mastery. Great care. Attention to detail. Always learning to do it better. Sweating the small stuff. Acting intentionally, mindfully and on purpose.

SOLIDARITY

Unity. Mutual Support. Cooperation. Taking the interests of all into account. Seeing ourselves as part of a team, rather than a collection of individuals.

COURTESY

Kindness. Generosity. Thoughtfulness. Making an effort to save others time. Going the extra mile to make it easier for others; preparing in advance, anticipating needs. Being honest, humble and fair.

THRIVING

Living fully. Flourishing. Taking this opportunity to do the best work of your life and supporting others in doing the same. Taking pleasure in the exercise of your craft. Engaging your responsibilities with drive, inspiration, and presence.

The Master Brand

As we continue to grow our business through exciting R&D innovations and new product acquisitions, it becomes vitally important to fully integrate all groups into the CONMED Brand. Communications should speak with one voice and one brand.

To help distinguish our brands and strengthen our presence globally, it's essential to have a unified brand. By applying the CONMED Brand consistently, we increase market recognition and create greater global awareness of the significant role we have in improving patient outcomes worldwide.

The importance of the Master Brand

Our corporate image is the most important asset we have for recruiting talent, developing new business channels, and communicating our brand promise to customers and investors.
Brand Guidelines help us communicate a unified brand. Our goal isn't to limit creativity, but to help maintain the essence of our brand while allowing for flexibility and creative solutions. We encourage use of the guidelines for developing all CONMED communications. A strong unified brand will help to enhance CONMED's brand equity, name recognition, and strengthen customer loyalty.

The Master Logo

The CONMED name, icon, and overall logo should be instantly recognizable.

The CONMED logo includes the distinctive icon, the logotype, and two signature brand colors.

The logo elements work in sync to create our identity and should not be altered in any way that compromises the CONMED brand. Groups within the CONMED organization will use the same master brand on all their communications. We do not use alternate logos to distinguish between individual business units within CONMED.

Standard Logo
Minimum size, No trademark = 1.0″

Alternate Logo (for limited space)
Minimum size, No trademark = 0.5″

Master Logo Usage

In order to support and build upon the CONMED brand, it's important for the logo to be used consistently. Whenever possible, use the 4-color version of the brand mark. Always use official artwork.

Do not try to recreate the CONMED logo.

Follow the basic guidelines listed below to implement the CONMED brand throughout your internal and external communications.

Never...

- Condense or stretch the logo
- Skew the logo
- Screen or tint the logo
- Replace the font
- Change the color
- Make the logo difficult to read
- Use the logo on distracting backgrounds
- Use on colors without enough contrast

Logo Protected Area & Colors

There should always be a minimum amount of clear space or "protected area" surrounding the CONMED logo. To ensure legibility, protect the logo by separating it from other headlines, text, or imagery that could interfere with the CONMED brand.

Logo Colors

2 Color Logo

CMYK: 100, 9, 0, 6
RGB: 0, 153, 216
HEX#: 0099d8
PMS#: Process Blue

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX#: 000000
PMS#: Pantone Black

1 Color Logo

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX#: 000000
PMS#: Pantone Black

1 Color Logo

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX#: ffffff
PMS#: White (reverse)

Master Logo & Brand Rules

- When the company name appears in text, it should be written as all caps: CONMED, NOT as Conmed or ConMed.
- There are NO registration symbols at the end of the CONMED logo (®/™).
- The word "Corporation" does not appear at the end of the CONMED logo.
- In a multiple logo environment, the CONMED logo should be at least 15-20% larger, making it more prominent than the other logos on the page.
- On most printed materials, the CONMED logo will print as CMYK for cost-efficiencies.
- When 2-color printing is necessary, use Pantone Process Blue and Black as spot colors.
- On dark backgrounds, use the approved knock-out (reverse) version of the logo.
- For 1-color printing, the CONMED logo is available as 100% black or White (see previous page.

2-COLOR LOGO
Swoosh Icon: should be filled with solid white.

1-COLOR LOGO
Swoosh Icon: should be filled with solid white.

KNOCKOUT LOGO
Swoosh Icon: is NOT filled with white. This only applies when the knock-out (reverse) version of the logo is used.

Master Brand Offerings

Master brand offerings are any external facing programs created and offered by CONMED. For master brand offerings, we lockup the CONMED logo with the program name. The program name is typeset in Hellix light, with -5 tracking, out to the right of the CONMED logo.

More examples:

CONMED University

CONMED Endoscopy

CONMED Careers

Partnership Logo Usage

Partnering with successful brands opens up more opportunities to live up to our brand promise. Co-branding opportunities include a range of marketing materials from ads, mailers, brochures, sell sheets, and trade show graphics. It's important to maintain our branded look when integrating a secondary logo element.

In partnership environments, the CONMED brand mark will be the dominant logo on the page and be placed in a more prominent position.

The CONMED logo should appear at least 15-20% larger than the secondary logo on the page.

Example Ad:

CONMED logo displayed in dominant position and 18% Larger than the partner logo

Message to Partners

For partnerships, we lockup the CONMED logo with a partner logo, preferably with CONMED coming first.

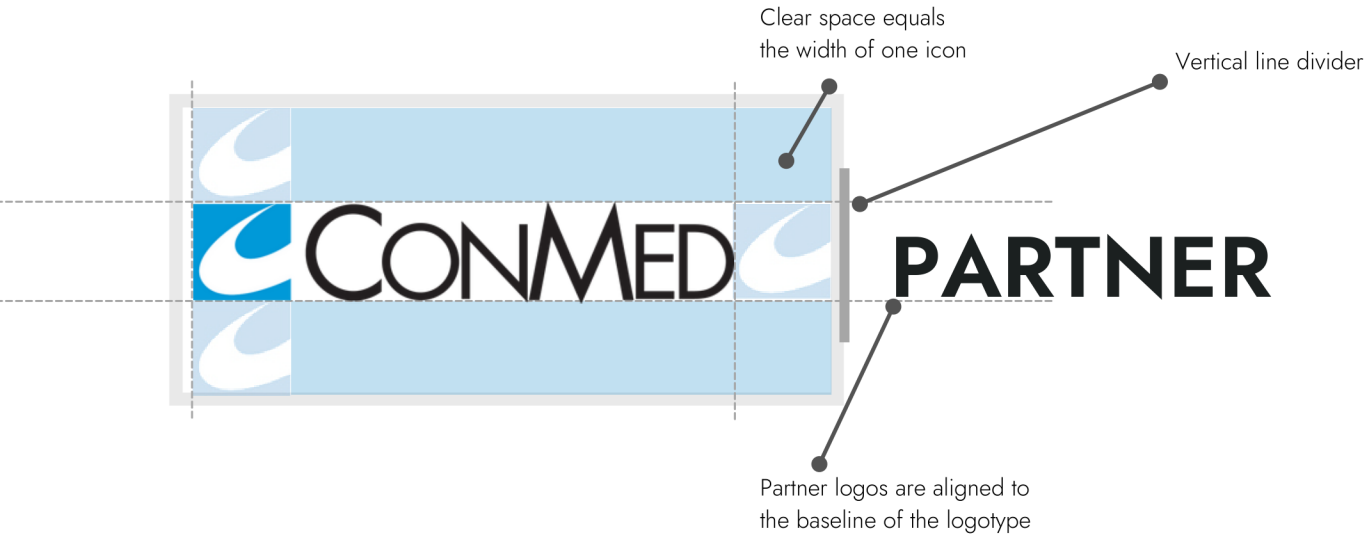
Use clear space between logos. Clear space should be icon-sized and divided in half by a vertical line. Partner logos should be aligned to the optical baseline of CONMED's logotype.

We are excited to work with you! We kindly ask you adhere to the following:

- Do not use the CONMED name or marks as part of your own.
- Do not use CONMED in any advertising without our explicit approval.
- Do not use the CONMED assets or similar words/marks on apparel or merchandise.

If you have any questions please contact CONMED's Marcomm department.

Example:



Official Fonts

Starting in 2022, CONMED uses one basic font family throughout its collateral. That font family is 'Jost' and can be downloaded here.
For Master Brand offerings e.g. CONMED Orthopedics the font used is Hellix Lite

Jost SemiBold

The primary serif font chosen for “marketing material headlines” is Jost SemiBold. Like the rest of the Jost family this modern font represents us at our best – open, straightforward, and simple. It's a clean and easy font to read from distance.

Jost Regular

The primary serif font chosen for “main body” is Jost Regular. Like its "headline" cousin, the font is clean, easy to read

Jost Lite

Jost Lite is also a great alternative as despite being a very lightweight font, it is still clean, and clear. But also offers a feeling of space on a page, especially in instances where copy is of high volume.

Hellix Lite

Hellix Lite is used exclusively for Master Brand offerings. The curvature of the font lettering compliments the Master Brand's styling without being overpowering.

Stylized Fonts

Occasionally, you may want to use a fonts that are outside of this family. This can be ok, especially when announcing a new promotion.

Stylized fonts work best on direct mail campaigns that have a strong statement or call-to-action.

Stylized fonts used to create a better visual CTA

Primary Colors

The "Primary Palette" includes two brand colors plus a selection of complementary blues and grays. They are the "dominant colors" that should be applied to all brochures and marketing materials. Color is important for maintaining the CONMED brand. Our signature color palette reflects the essence of who we are and aligns with our values. To use color effectively, please refer to the primary and secondary palettes when designing for digital environments or print applications.

Signature Colors

CONMED TRUE BLUE

CMYK: 100, 9, 0, 6
RGB: 0, 153, 216
HEX#: 0099d8
PMS#: Process Blue

CLASSIC BLACK

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX#: 000000
PMS#: Pantone Black

Cool Blues

MAIN BLUE

CMYK: 45, 11, 4, 11
RGB: 122, 174, 203
HEX#: 7aaecb
PMS#: 645

NEW BLUE

CMYK: 100, 35, 4, 30
RGB: 0, 99, 148
HEX#: 006394
PMS#: 7691

DARK BLUE

CMYK: 100, 50, 0, 45
RGB: 0, 69, 121
HEX#: 004579
PMS#: 2154

Cool Grey's

MAIN GREY

CMYK: 3, 0, 0, 20
RGB: 201, 207, 212
HEX#: c9cfd4
PMS#: 429

SUBHEAD GREY

CMYK: 3, 0, 0, 45
RGB: 151, 157, 161
HEX#: 979da1

MAIN BODY GREY

CMYK: 4, 0, 0, 70
RGB: 103, 108, 113
HEX#: 676c71

HEADLINE GREY

CMYK: 5, 0, 0, 80
RGB: 82, 87, 91
HEX#: 52575b

DARK GREY

CMYK: 12, 0, 0, 88
RGB: 58, 66, 71
HEX#: 3a4247

Secondary Colors

When you want to use additional color to draw attention, the "Secondary Palette" contains vibrant colors that can be used as "accent colors." Create a color hierarchy. Start with the "Primary Palette" for a main color theme. Color from the secondary palette can be used as accents. Try to keep the entire palette to no more than 5 to 6 colors. For any questions on application, contact the Marcom Department.

Accent Colors

INDIGO

CMYK: 80, 75, 0, 30
RGB: 59, 62, 126
HEX#: 3b3e7e
PMS#: 2117

RED

CMYK: 9, 100, 81, 4
RGB: 210, 29, 57
HEX#: d21d39
PMS#: 186

ORANGE

CMYK: 0, 79, 100, 0
RGB: 241, 93, 34
HEX#: f15d22
PMS#: 179

YELLOW

CMYK: 4, 22, 100, 0
RGB: 245, 196, 22
HEX#: f5c416
PMS#: 2006

MID GREEN

CMYK: 52, 2, 100, 0
RGB: 136, 188, 80
HEX#: 89c140
PMS#: 2292

LIGHT GREEN

CMYK: 22, 0, 100, 8
RGB: 193, 205, 35
HEX#: c1cd23
PMS#: 390

LIGHT ORANGE

CMYK: 0, 55, 98, 0
RGB: 246, 139, 34
HEX#: f68b22
PMS#: 144

AQUA

CMYK: 65, 0, 25, 0
RGB: 66, 193, 199
HEX#: 42c1c7
PMS#: 2199

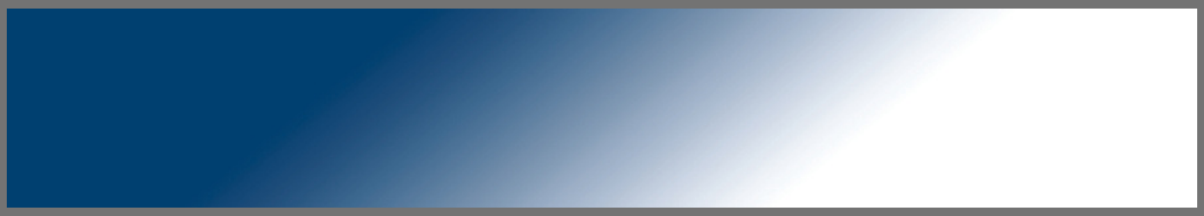
Color Gradients

Gradients as backgrounds are primarily used in ads, booth graphics, promotions, surgical techniques, videos, and web applications. CONMED product brochures and procedure brochures will retain their characteristically clean white backgrounds.

Gradient Examples

Dark Blue to CONMED Blue

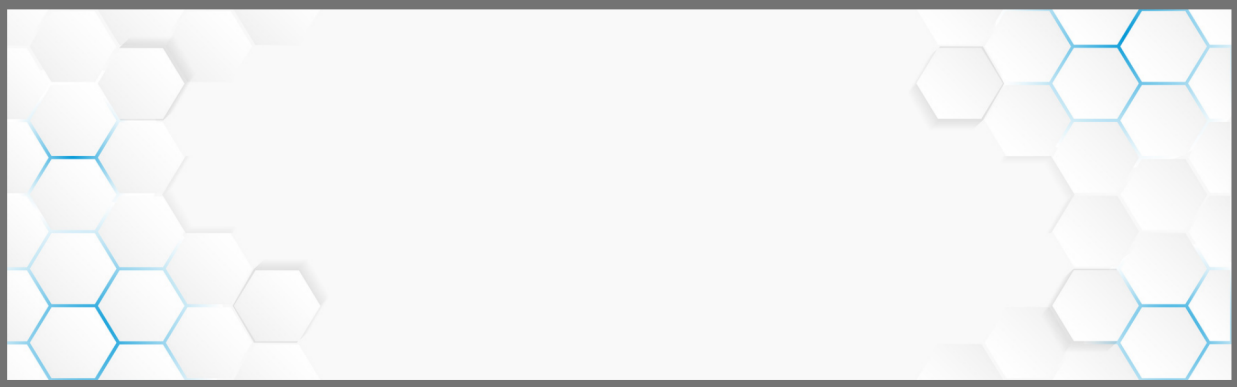
Dark Blue to White



Backdrop / Wallpaper

You will see the image featured below incorporated in many areas of CONMED collateral in order to maintain our uniform look, help alleviate 'white space' in assets, and be the wallpaper to many designs such as booth spaces.

Backdrop Example



Product Images

Hero images create the mood and feel for CONMED products.

The aesthetics of our clean, high-tech style of photography tells a story of innovation and confidence. These essential product shots are an important part of our branded look.
Devices are shot with blue gels on a reflective surface, a technique which helps to create our sleek look. Soft reflections are captured bouncing off the reflective surface to help anchor the product.

Lifestyle Images

Lifestyle imagery is used on campaigns featuring CONMED many different product lines. Immersed in sports and everyday activities, these images should attempt to focus on the patient or healthcare workers outcome, their ability to return to an active lifestyle after the specific procedure, or ease of use of a specific product.

Diversity is important to CONMED. Especially if choosing to use stock images we should look to recognize and accommodate the differences in ethnic, cultural and socio-economic backgrounds, different religious beliefs, sexual orientation, disabilities, family responsibilities, life and work experience of our workforce.

CONMED