



MediCapital Group

Providing medical solutions with perspective

Brandbook

2014

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MediCapital Group is the only independent service provider that is able to finance substantial medical equipment projects in addition to delivering added value in the execution.

We provide solutions with perspective.





We are an independent service provider with a global reach.

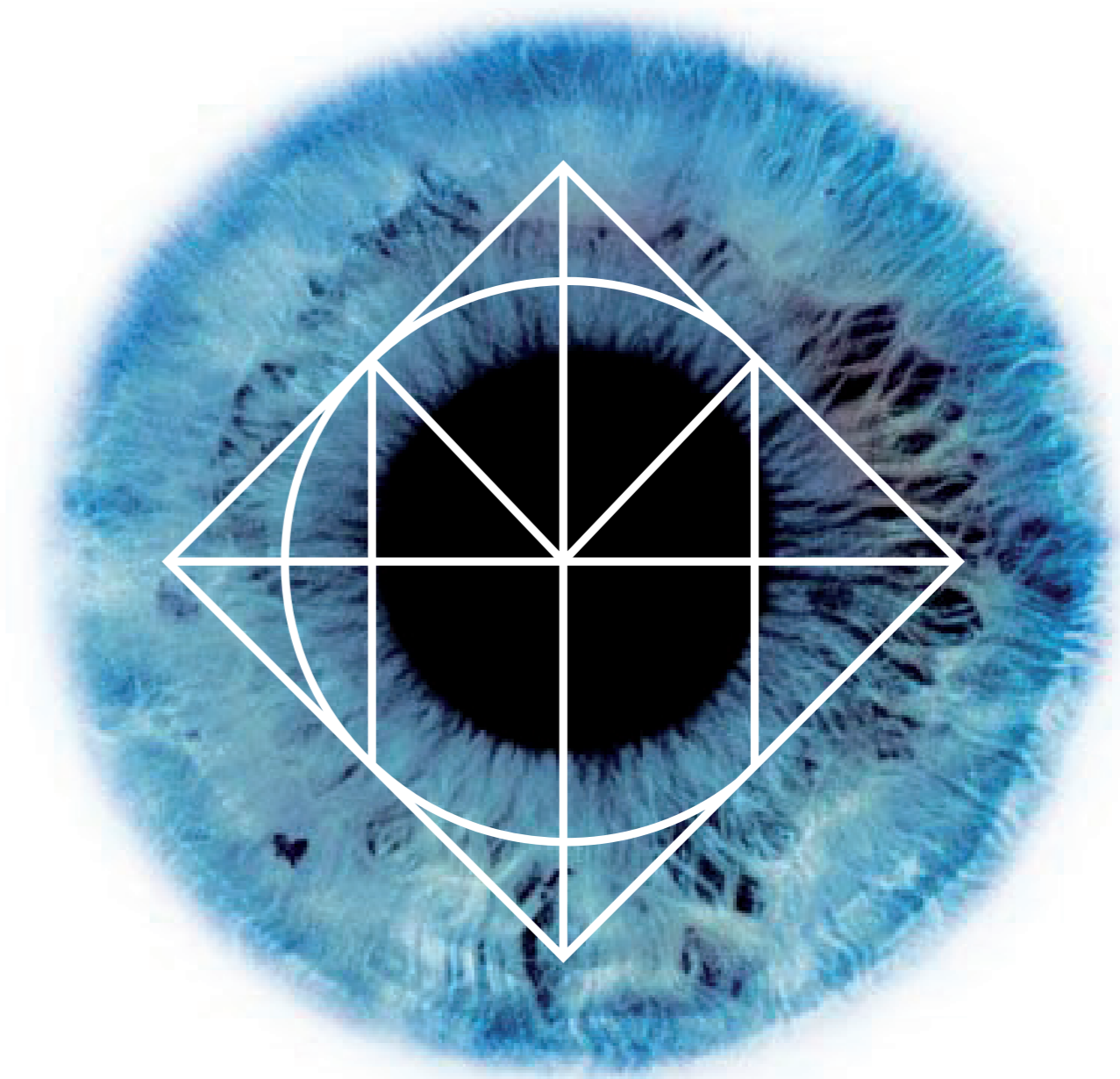
At MediCapital Group we offer custom made financial solutions, creating more value in the process.

Combining our in-depth knowledge of the medical industry with our financial expertise allows us to procure high quality, tailor made solutions.



**We take time to invest in
our clients and build long
term partnerships based
on trust and team spirit.**

**We are professional
yet approachable.
We are MediCapital Group.**





MediCapital Group

Providing medical solutions with perspective

In order to reinforce our brand identity and organization we've chosen to create an overarching brand name. One that reflects the ambition of the group as well as its separate entities.

Change is inevitable. Progress is optional.

MediCapital Group is the only service provider that is able to finance the deployment of medical equipment, while also delivering added value during the execution.

Our collaboration shows through our solution driven approach, providing capital in the broadest sense with execution skills that range from rent to logistics. Although we appear to be a small business we operate successfully on a global scale. And our new identity reflects that.

The new MediCapital group brand Identity does not distinguish one department from the other. Each department carries the same degree of responsibility for our joint success.

Each business is a follow-up of MediCapital:

- MediCapital Rent
- MediCapital Solutions
- MediCapital Digital
- MediCapital Logistics



MediRent is the operational part of MediCapital Group, with an updated focus on the clinical trials market.

A MediCapitalGroup company



MediCapital Solutions creates financing solutions for the clinical trials market.

Your reliable partner in financial services.



MediRent will be phased out over a period of time, allowing us to create a clear and consistent brand hierarchy. MediRent will then change into MediCapital Rent.

Your reliable partner in clinical



MediCapital Logistics sells used medical equipment through a market place bringing supply and demand closer together.

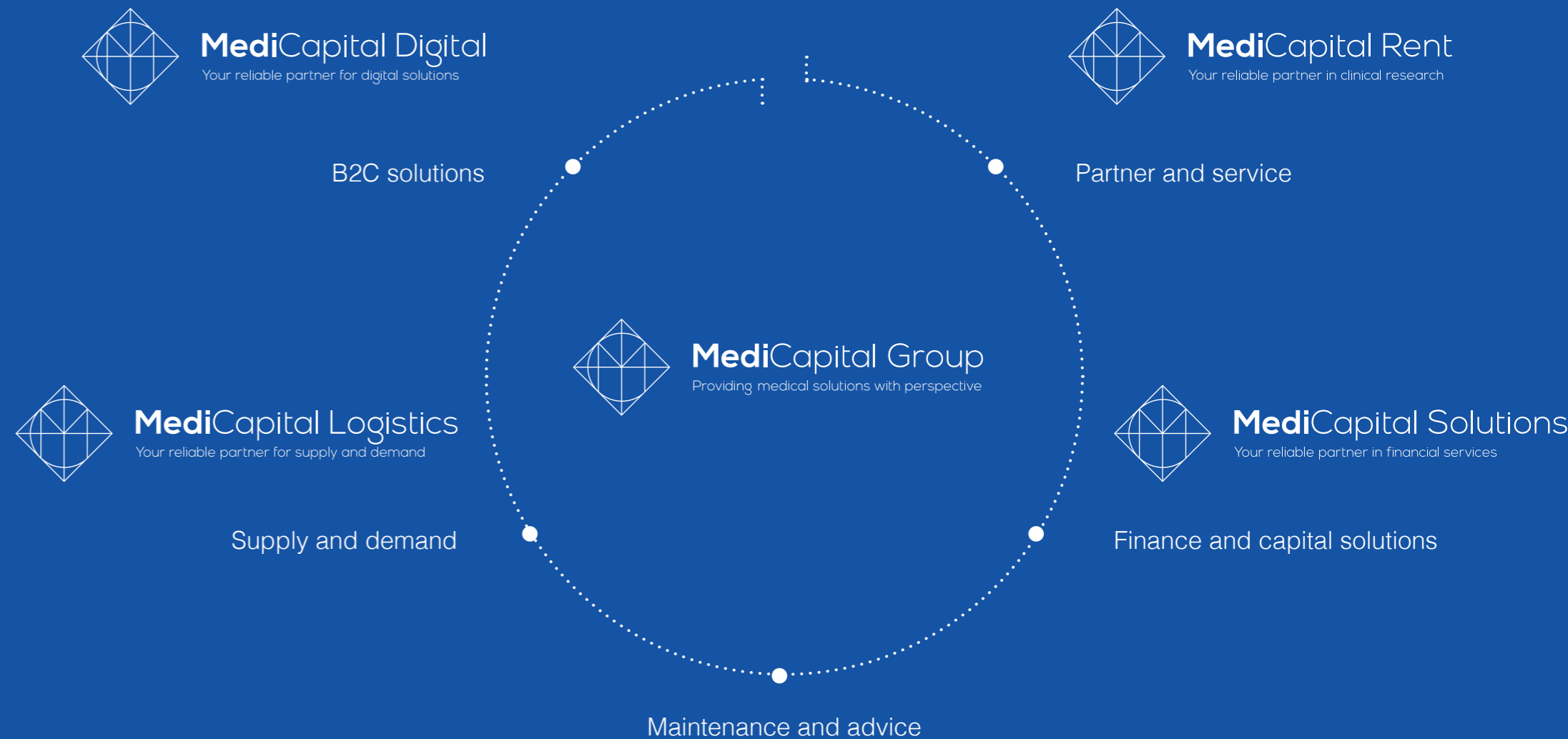
Your reliable partner for supply and demand.



MediCapital Digital develops and realizes B2B and B2C solutions for mobile health and e-health.

Your reliable partner for digital solutions.

Our process

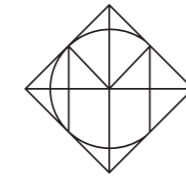


Logo

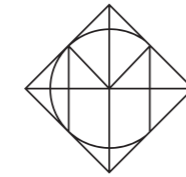
Our brand image is a combination of capitals that are visualized in an artwork, a classic and minimalist appearance that also expresses intelligence and innovation. The subsidiaries of MediCapital Group use the original logo, supplemented by an alteration in the name.

Origin

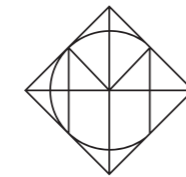
The design of the logo is inspired by the iconic ‘Uomo universale’ which represents mind and body in perfect harmony. Our logo symbolizes the perfect balance between financial reliability and medical knowledge. The very core of our business.



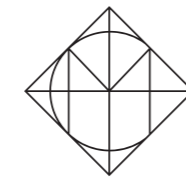
MediCapital Group
Providing medical solutions with perspective



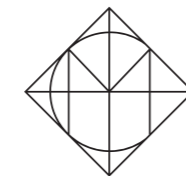
MediCapital Rent
Your reliable partner in clinical research



MediCapital Logistics
Your reliable partner for supply and demand



MediCapital Solutions
Your reliable partner in financial services



MediCapital Digital
Your reliable partner for digital solutions

Overarching logo

As shown below the logo makes use of a grid that determines the distance between separate elements. The pay-off of MediCapital Group is always positioned above the logo.



Subsidiary logo

Departmental pay-offs are always positioned underneath the logo. Furthermore, each subsidiary has its own unique colors to differentiate.



Colors

Each department of the MediCapital Group has its own specific colors that can be implemented within the corporate identity, to distinguish itself from the other groups. The logo is always transparent and outlined in black. When the logo is placed onto a colorful or filled background, it must be outlined in white.

It is not allowed to use the logo with another outline color other than black or white. This also applies to the filling of the logo, which is always transparent.

Any further alterations of the logo are not allowed.



C 68 M 0 Y 9 K 0
PANTONE 305 C
R 54 G 186 B 219



C 96 M 76 Y 0 K 0
PANTONE 293 C
R 0 G 74 B 151



C 93 M 100 Y 0 K 0
PANTONE Violet C
R 52 G 39 B 129



C 100 M 0 Y 0 K 30
PANTONE 7690 C
R 0 G 124 B 175

Primary brand colors
MediCapital Group
(all 4 primary brand colors
may be used)

Business groups
(use only 1 specific color
per business group)

Secondary colors
for MediCapital Group
and business groups



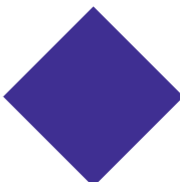
C 68 M 0 Y 9 K 0
PANTONE 305 C
R 54 G 186 B 219



C 100 M 85 Y 0 K 0
PANTONE 293 C
R 0 G 74 B 151



Stone Grey
C 66 M 57 Y 55 K 60
PANTONE BLACK C
R 197 G 198 B 200



C 93 M 100 Y 0 K 0
PANTONE Violet C
R 52 G 39 B 129



C 100 M 0 Y 0 K 30
PANTONE 7690 C
R 0 G 124 B 175



Light Grey
C 33 M 25 Y 26 K 5
PANTONE 877 C
R 176 G 178 B 179

Typography

The corporate identity uses Helvetica in different styles as the primary font. Helvetica Light is used as the body font, **Helvetica Bold** for titles, and **Helvetica Regular** for highlights.

For the logo we use **Nexa bold** and Nexa Light. Therefore, Nexa can be used as an exception (e.g. for campaigns) to support the message.

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

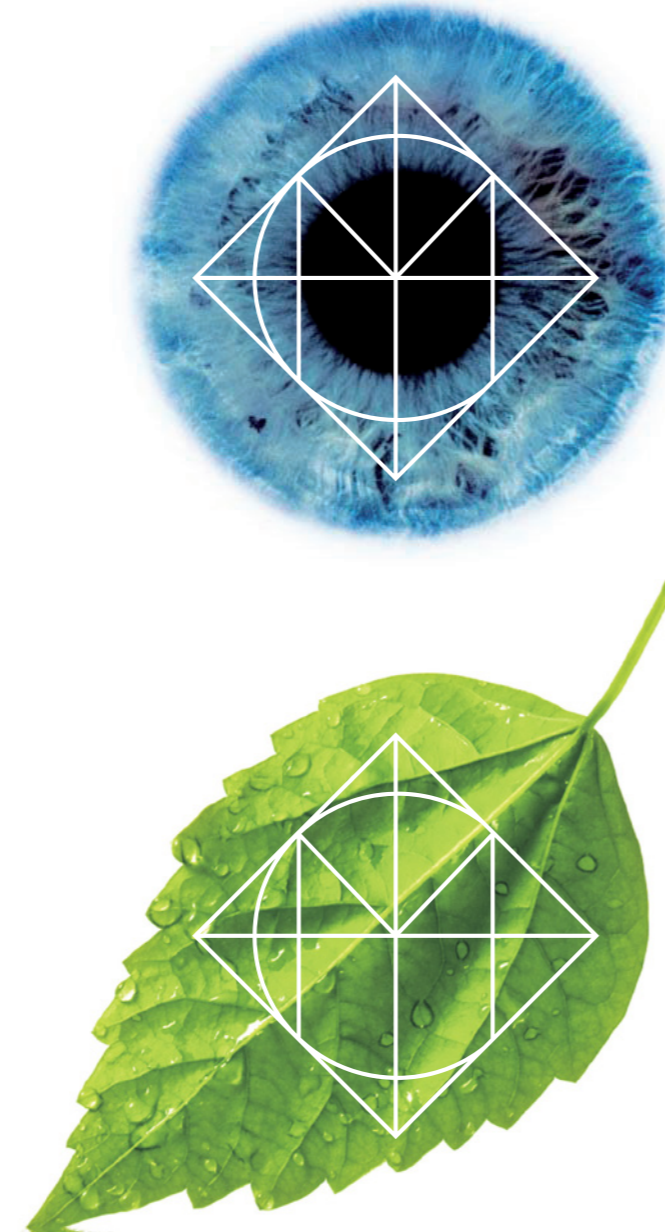
We offer
solutions
with
perspective.

Imagery

To clarify the key values of MediCapital Group through the visuals, and to give an accurate account of the look and feel of the imagery, we have provided a mood-board on this page.

The photography expresses innovation, vision, and the human aspects within the medical field. The images have a prominent blue glow and high colorful contrast to distinguish us from our competitors.

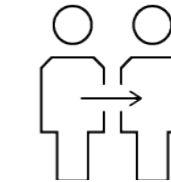
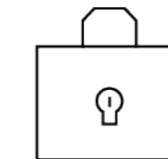
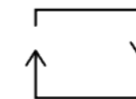
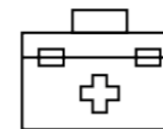
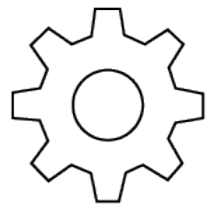
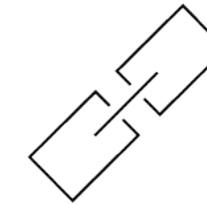
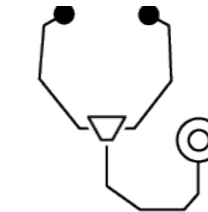
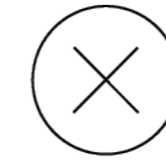
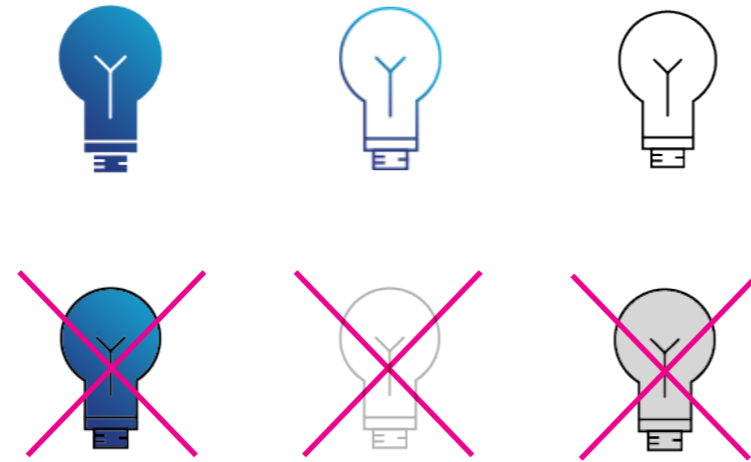
A stand-alone of the brand logo design can be used as a visual overlay on top of the images, to support the message or the branding of MediCapital Group. An example is shown on this page.



Iconography

Icons are often used to support a certain message through a simple yet effective visual. The icons for MediCapital Group are based on the logo design and use a stroke which is filled with a gradient (or black for regular uses) to express the innovative and futuristic feel.

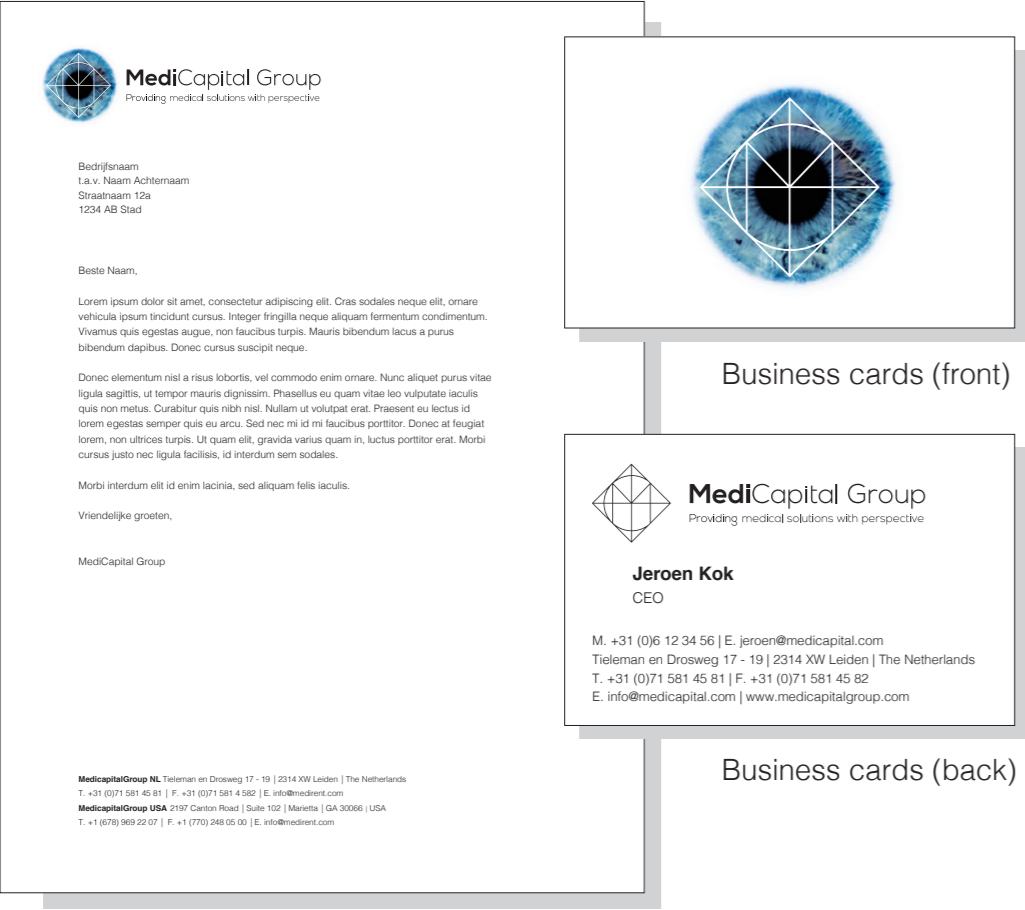
When icons are used on a colored background, they must be used with a white stroke. Any other implementations are not allowed and will be rejected. The icons can be used for both on-line and off-line purposes.



Corporate identity

Stationery for overarching identity

Letter paper



Envelope



Business cards (front)



Business cards (back)

Stationery for subsidiary identity

Letter paper



Business cards (front)

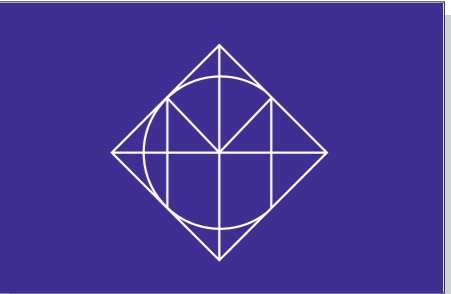


Business cards (back)

Business cards (front)



Business cards (front)

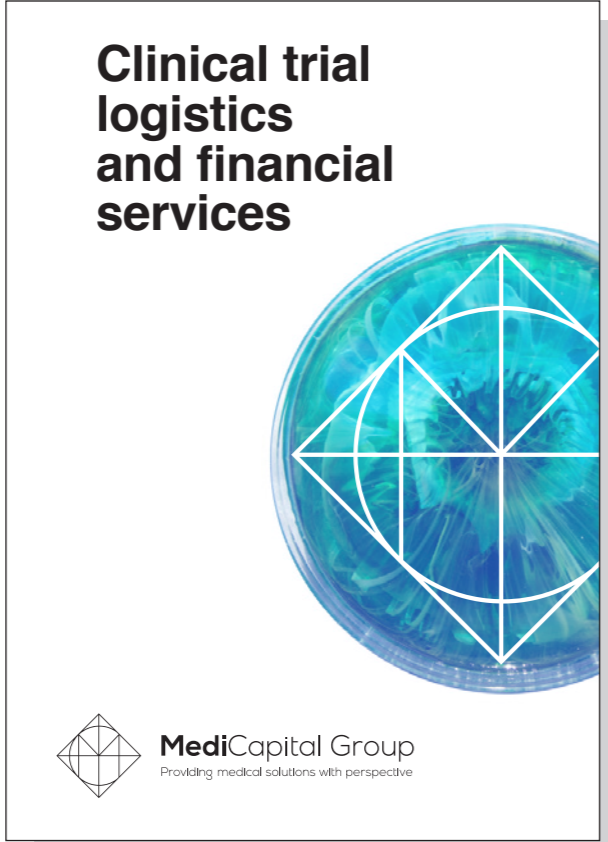


Envelope

Corporate brochure



Corporate brochure cover (photography)



Alternative brochure cover (symbol)

Instruction



1. Always align text with the center of the MediCapital Group icon at the bottom of the page.
2. Only crop 25% of the icon. Always place icon on the right side of the page.



Brochure spread

Corporate folder

Folder cover



Folder spread

Corporate advertisement

Alternative ad



Thematic brochure



Thematic brochure cover



Alternative brochure cover



Alternative brochure cover



Brochure spread

Thematic folder

Folder cover



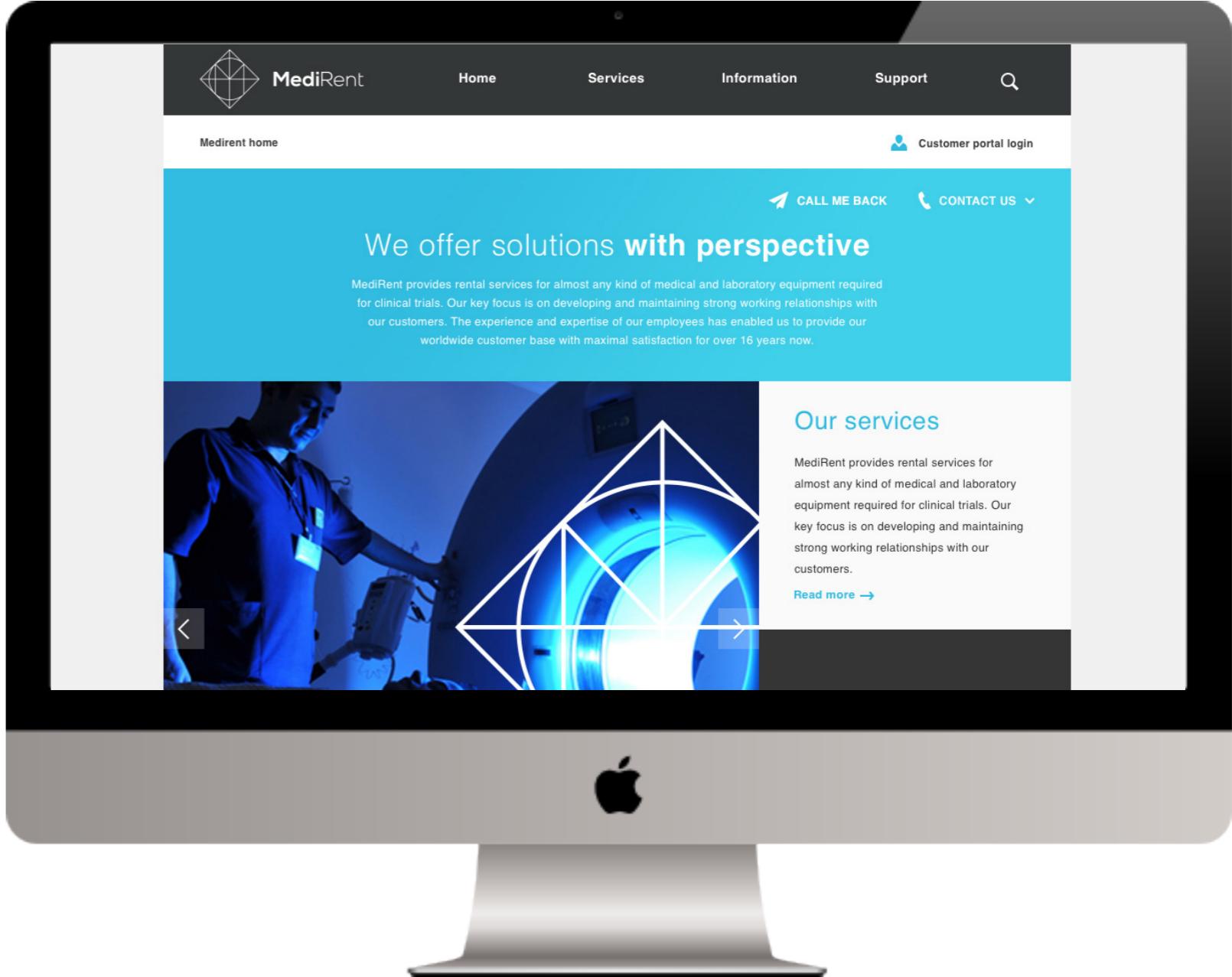
Folder spread

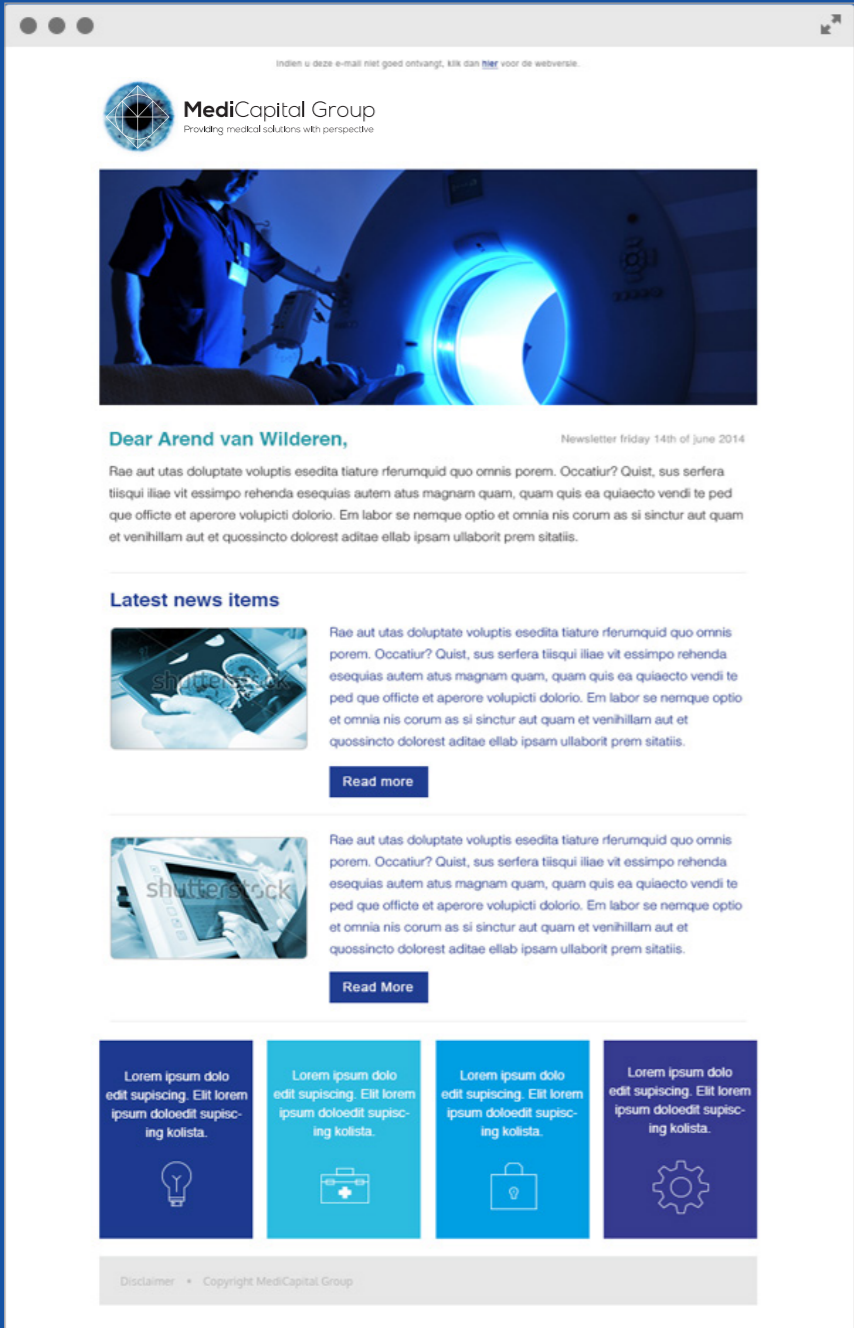
Thematic advertisement

Alternative ad

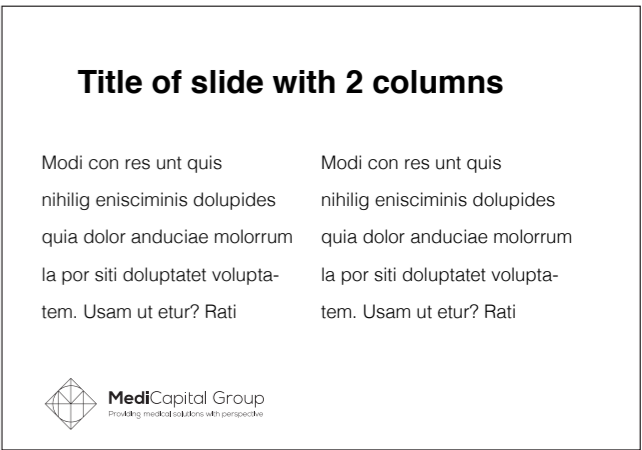
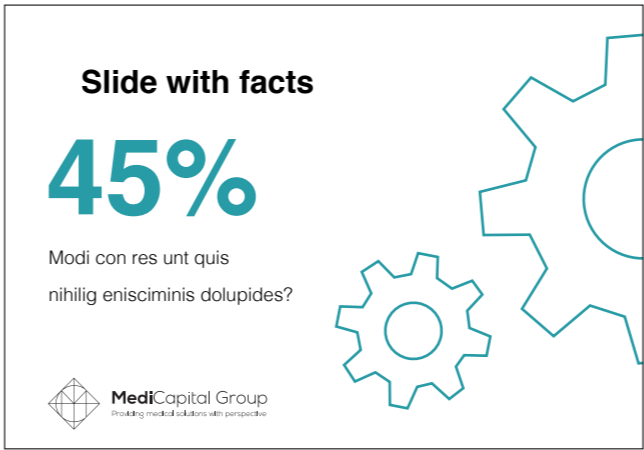


Website and email template

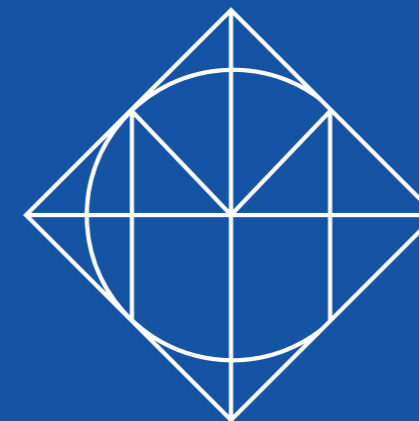




Presentation slides



More info?

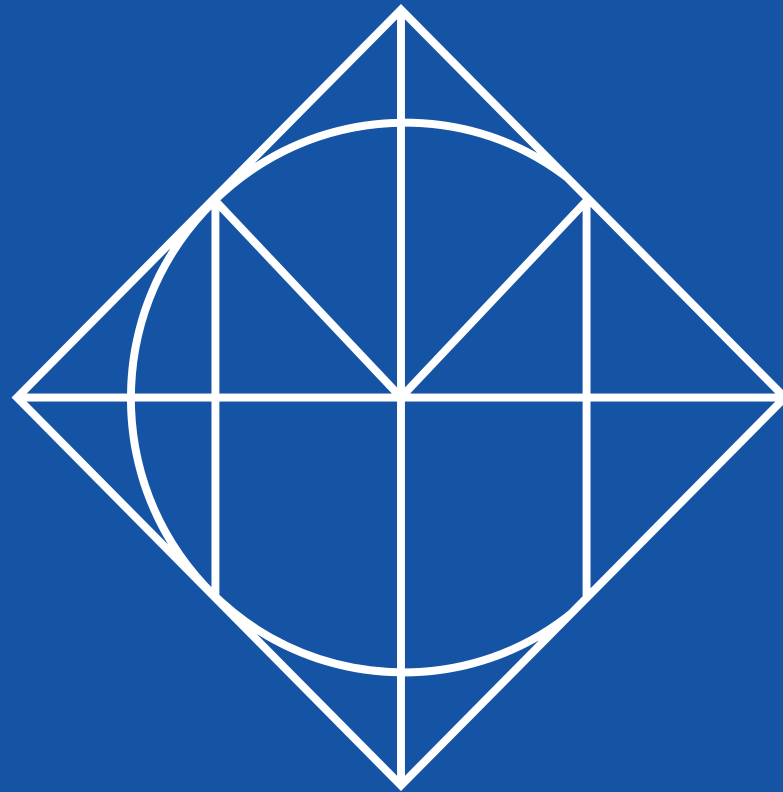


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