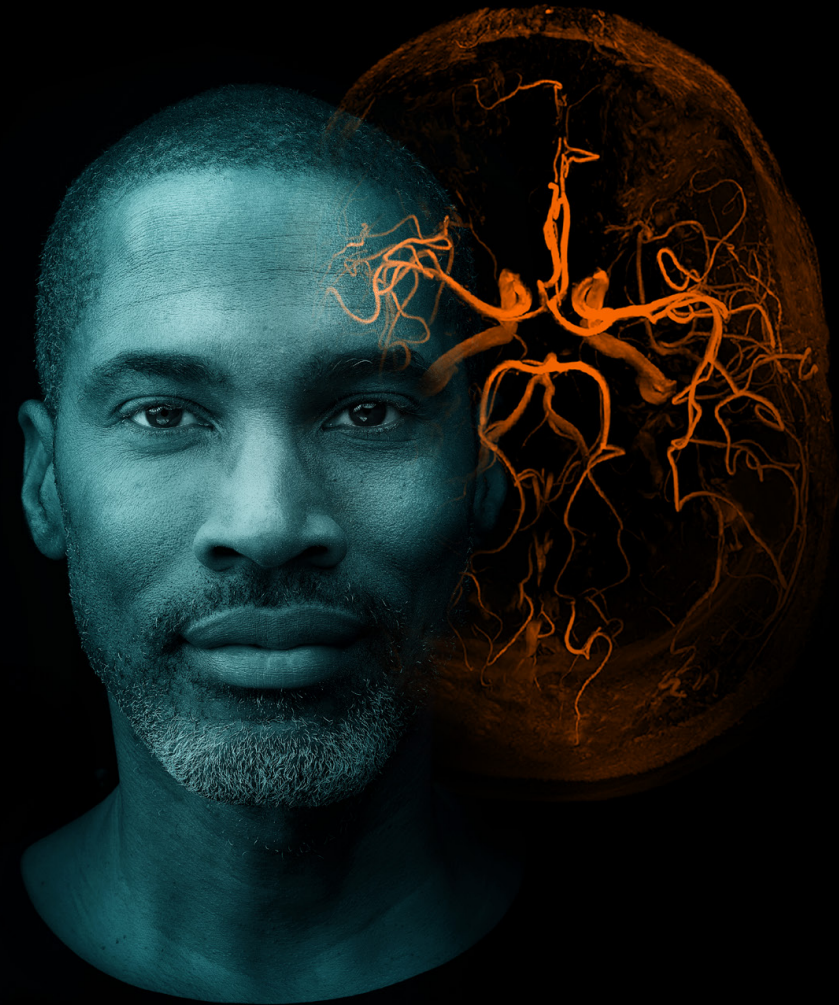
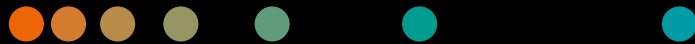
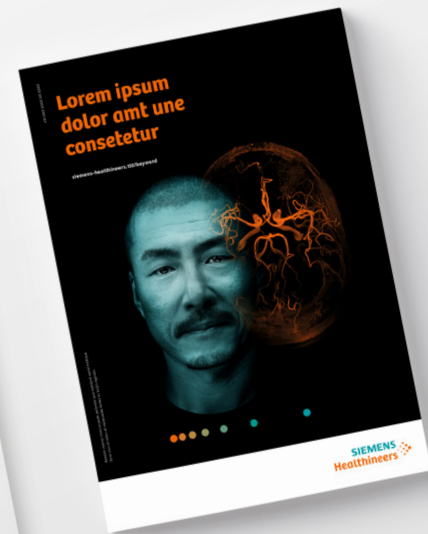
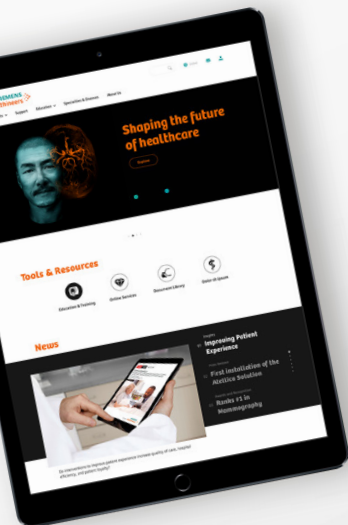
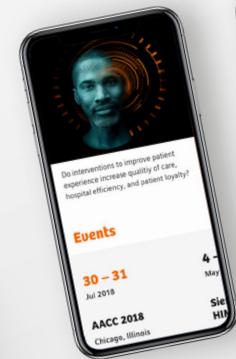
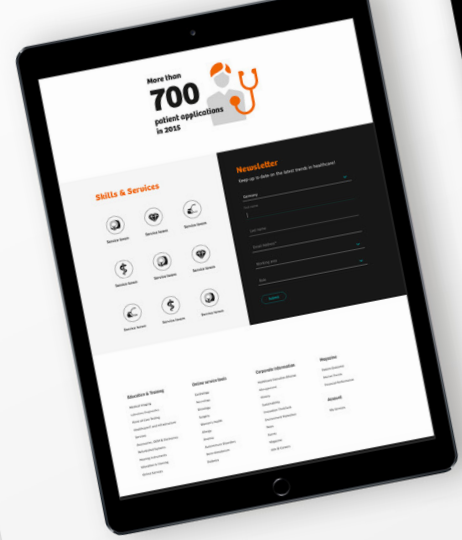


Reference Guide – Design Update

The essentials at a glance

August 2018





Content

The idea behind the brand	4	Photographic style	20
Strategic drivers behind the brand design	5	Layout principle	27
The idea behind the colors	6	Icons and pictograms	32
The communication matrix	7	Illustration style	33
Glossary	8	Audiovisual media	34
		User interface	35
Basic elements	9		
Logo	10	Contact	38
Brand colors	12		
Typography	15		
Dot Pulse	18		

The idea behind the brand

The Siemens Healthineers brand design translates the strategic brand idea “Shaping the future” into a visionary and highly differentiating appearance.



Key visual

Portrait in Siemens Petrol and overlay in Healthy Orange (clinical or scientific)

Portrait of focused person in Siemens Petrol to convey the human-centric approach of Siemens Healthineers.

Clinical overlay or scientific overlay in Healthy Orange (without indication) to provide an intuitive experience of insights enabled by Siemens Healthineers.

Communication by means of precise, strategy-based messages.

Dynamization by means of the vivid Dot Pulse element.

Identification by means of the established Siemens Healthineers logo.

Goal of the design is to position Siemens Healthineers as a premium brand, and to strengthen the link to Siemens.

Key visuals are composed of two layers. The composition as a whole conveys the strategic foundation, innovative insights, and focus on human needs.

Key visuals appear in the distinctive colors of Siemens and Siemens Healthineers – allowing instant brand recognition even without the logo.



The composition of Siemens Petrol and Healthy Orange creates a strong mutual link between Siemens and Siemens Healthineers.



The deep black background serves as a high-end stage, revealing precious discoveries and insights.

Strategic drivers of the brand design

The Siemens Healthineers brand design conveys the Siemens Healthineers brand positioning “Shaping the future”, and the defined brand personality “intelligent, visionary, and responsible”.

“Shaping the future” at the core of the brand identity

The brand idea is expressed in two dimensions:

- Key visuals appear in a unique color combination that is new to the industry, credibly conveying the pioneering spirit which is the driver behind the claim “Shaping the future”.
- Key messages convey “Shaping the future”, clear and precisely – with additional messages (such as “digitalizing healthcare”) as points of proof.

Intelligent system

The brand design intelligently combines the identity of both brands Siemens and Siemens Healthineers. It is built on impactful image compositions that are easily recognized and remembered.

The design system is intelligent because compositions are robust and flexible and based on a few, visually strong elements that are easy to create and to implement, regardless of formats, sizes, and measurements.

Visionary appearance

The brand design of Siemens Healthineers conveys a paradigm shift in the medical industry: By using a unique, differentiating, and pioneering visual language, Siemens Healthineers expresses the message of a visionary brand that has the courage to pursue visions – and transform them into relevant results.

The design system is visionary because it is based on a modular and robust toolbox – compliant to the requirements of the modern digital world. From a robust color scheme that unfolds maximum impact on all types of screens to maximum flexibility for all kinds of formats required for the infinite number and continuously evolving types of digital devices.

Responsible attitude

The brand design conveys the responsible attitude of Siemens Healthineers: Respectful eye-level portraits focus on caring for the health of human beings. The emotional eye contact evokes attention and interest.

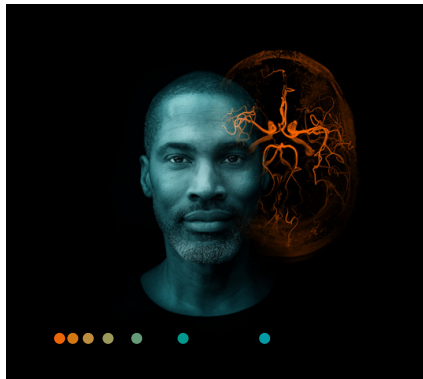
The combination of portraits with medical images conveys the relevance and seriousness of the products and services. Portrait and medical images show no indication of a disease – responsibly respecting the privacy of (potential) patients – and shifting the perception from disease detection to a broader and more responsible approach of healthcare (including prevention and monitoring).



The idea behind the colors

The Siemens Healthineers brand design is black and white, with highlight colors in Siemens Petrol and Healthy Orange.

Colors



Why black? Black is a natural stage for original medical imagery. As a background color, black enables the best presentation of Siemens Healthineers key visuals – as well as of medical imagery.

Why Healthy Orange and Siemens Petrol combined? The Healthy Orange and Siemens Petrol color scheme of the key visuals creates a strong mutual link between Siemens and Siemens Healthineers. The unique and differentiating color composition of the key visuals allows instant recognition of Siemens Healthineers – even without a logo.



Why white? White is the natural stage for Siemens Healthineers products. White stands for cleanliness, precision, and high tech – reflecting the healthcare world of Siemens Healthineers.

Q&A

What is the strategic relevance of black? Black is perceived as a high-end color – supporting the premium brand positioning of Siemens Healthineers – and ensuring that Healthy Orange appears as precious highlight (not as cheap callout).

What visual effect does black have? Black lets bright colors stand out brilliantly, like a precious gems, even more in digital media. Therefore, black is an ideal background for the key visuals: Black evokes a brilliant perception of the brand colors Siemens Petrol and Healthy Orange.

Why is black used in the traditionally white clinical environments? Black clearly stands out in the typically white- or pastel-colored clinical world – conveying the intuitive message that Siemens Healthineers does things differently, with courage, self-consciousness, and pioneering spirit – in line with the strategic brand positioning “Shaping the future”.

What is associated with black? In the modern global culture of Siemens Healthineers stakeholders, black is associated with a high-end positioning: The most elegant dress code is black. Business

limousines are black to express status and power. Black is considered the color of the avant-garde, conveying taste and style.




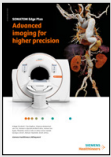



Potential negative interpretations (e.g. black as the color of mourning) strongly depend on the entire context. Example: A black suit with a black tie is associated with a funeral, while a black suit with a black bow is linked to a festive occasion.

Why is Siemens Petrol used for portraits? Portraits are colored in Siemens Petrol color shades – referring to the human-centric approach of Siemens Healthineers, and strongly linked to the strategic Siemens claim of “Ingenuity for Life”.

Why is Healthy Orange used for medical and scientific images? Medical and scientific images (as part of key visuals) appear in Healthy Orange shades – providing an intuitive experience of the insights that are enabled by the core competencies and technologies of Siemens Healthineers, from medical imaging to diagnostics and data science.

The communication matrix

To create a maximum brand impact the matrix defines the right use of brand elements based on the intended topics to address

Top level communication			
	Visual	Design	Compliance
Brand Communication Company and image communication		Portrait + Overlay (clinical image without findings or scientific image)	Applies for Brand and Marketing Communication: It is recommended to align with Siemens Healthineers regulatory that the combination of portrait and clinical overlay with or without products is meaningful. Add a disclaimer to specify images (wording to be defined).
Marketing Communication Product innovations and benefits	 	Portrait + Overlay (clinical image or scientific image) + Product	
Product Communication Product features and proof of quality		Original Clinical image + Product	The original clinical image has to be provided by Siemens Healthineers and has to be the output of the displayed product.
Technical + Internal Communication Specifications, facts & figures, data, internal initiatives	  	Product on white or product in use or documentary images	

Content level communication

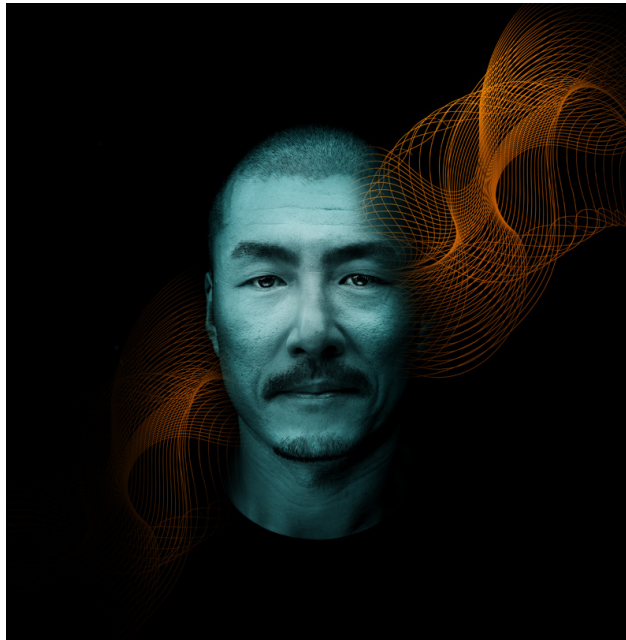
Content communication is used in addition to top level communication, regardless of media application e.g.: sub level of websites, inside pages of brochures, etc.



Glossary

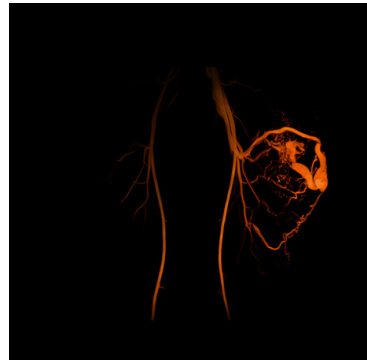
The glossary ensures a mutual understanding of the new design elements and their names.

Key visual

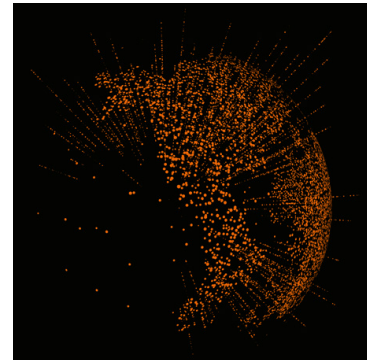


Portrait in Siemens Petrol and overlay in Healthy Orange (clinical or scientific)

Overlay



Clinical overlay in Healthy Orange



Scientific overlay in Healthy Orange



Original clinical image

Basic elements

Healthcare
siemens-healthineers.tld/keyword



SIEMENS
Healthineers

Logo

The Siemens Healthineers logo is a globally registered trademark and a valuable corporate asset. It must be protected by correct implementation at all times.

Versions



Preferred logo version in color



Black logo on white



White logo

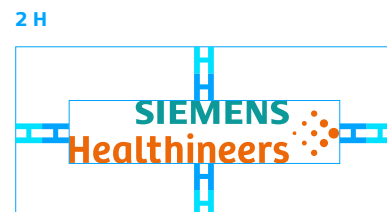


Don'ts



Don't: colored logo on black

Clear space



For standard print formats



For digital and other exceptional media

Minimum size



Width = 35 mm for print
Width = 100 px on screen
Width = 23 mm for merchandise and product design

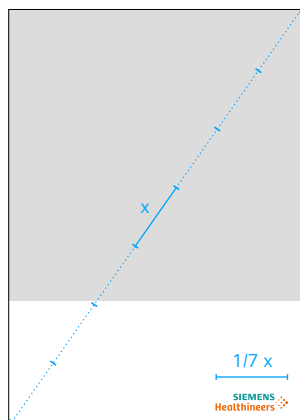
Note: Modifications or supplements of the Siemens Healthineers Logo are not permitted.

Logo size and placement

The Siemens Healthineers logo is a globally registered trademark and a valuable corporate asset. It must be protected by correct implementation at all times.

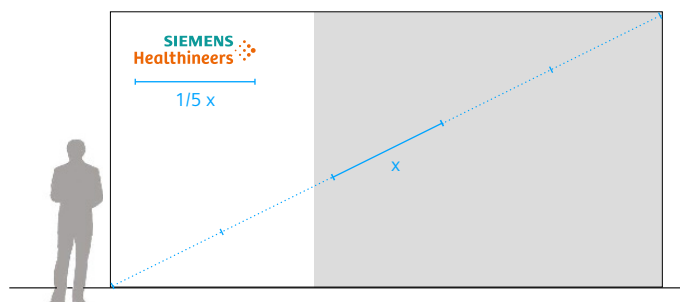
Sizing

1/7



For standard print formats

1/5

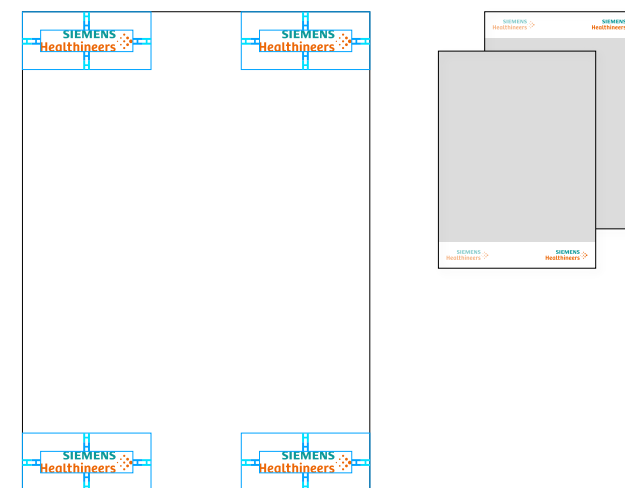


For out of home

The width of the logo equals 1/7th of the format's diagonal. Round whole numbers in intervals of five.

Exception for out-of-home media: The width of the logo equals 1/5th of the format's diagonal. Round whole numbers in intervals of five.

Placement



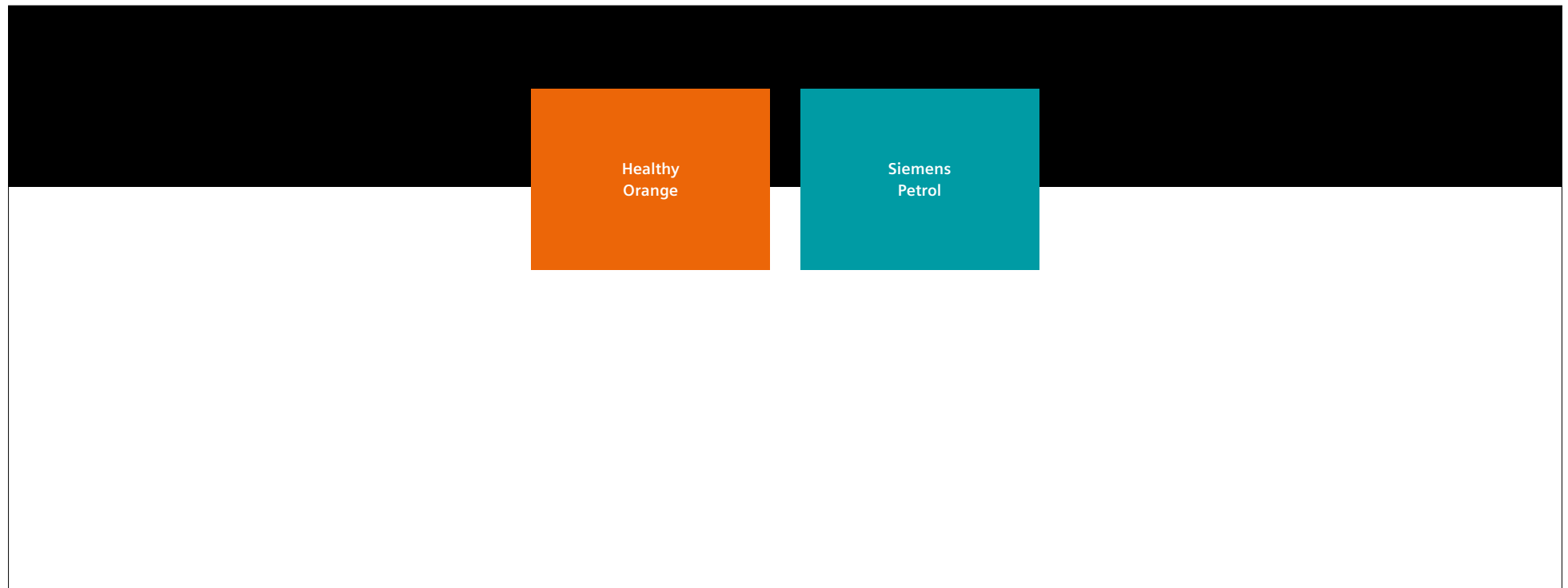
On a white background, the logo can be placed in all corners of the layout. On colored or black backgrounds, it is placed in a white stripe.

For further information, refer to the chapter "layout principles".

Brand colors

The appearance of Siemens Healthineers is characterized by black (key visuals, clinical images, or scientific images) and white. Healthy Orange and Siemens Petrol are used as highlight colors.

Primary colors

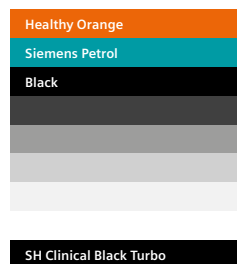


Note: This page conveys the general color scheme. However, it does not represent the overall color ratio across all branded touchpoints.

Brand colors in use

Healthy Orange should always be used first before adding black.

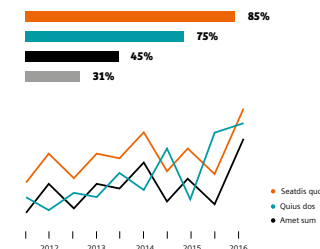
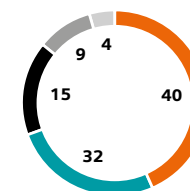
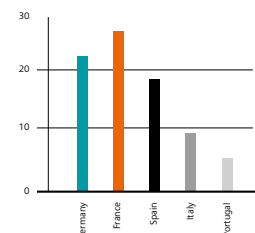
Primary colors and gray tints



Healthy Orange should always be used first before adding black.

We always use Clinical Black Turbo at 100% as a high-contrast background color, for example, in key visuals or the slider. We use black for typography.

Applications



Color table

Primary colors	Screen		Print				Environment			
	RGB decimal	RGB hexadecimal	CMYK	PANTONE®	L*a*b* M1	L*a*b* M0	NCS	RAL Classic	RAL Design	Sikkens Color Concept
Healthy Orange	236-102-2	#ec6602	0-70-100-0	P 166 C	58.60 51.36 61.65	58.55 51.28 61.83	S 1080-Y60R	2004 pure orange	050 60 70	D6.60.50
Siemens Petrol	0-153-153	#009999	100-0-40-0	P 321 C	49.41 -52.88 -25.43	49.34 -52.76 -25.22	S 2555-B20G	5018 turquoise blue	200 50 45	Q0.50.40
Black	0-0-0	#000000	0-0-0-100	P Black C	-	-	S 9000-N	9005 jet black	000 15 00	ON.00.10
75%	64-64-64	#404040	0-0-0-75	-	-	-	-	-	000 35 00	-
50%	128-128-128	#808080	0-0-0-50	-	-	-	-	-	000 50 00	-
25%	191-191-191	#bfbfbf	0-0-0-25	-	-	-	-	-	000 65 00	-
7%										
SH Clinical Black Turbo			70-60-60-100							

Additional colors

Primary color tints and additional colors can be used to visualize complex infographics.

Primary and additional colors

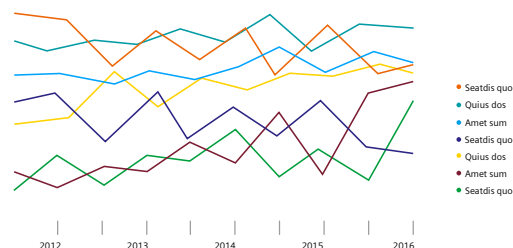


Primary colors and tints

Tints of Healthy Orange and Siemens Petrol can be used as additional colors in complex infographics

	Screen		Print
	RGB decimal	RGB hexadecimal	CMYK
Healthy Orange	236-102-2	#ec6602	0-70-100-0
50%	249-181-145	#f9b591	0-40-35-0
25%	253-221-203	#fdddc7	0-20-15-0
Siemens Petrol	0-153-153	#009999	100-0-40-0
50%	135-210-210	#87d2d2	50-0-20-0
25%	200-230-230	#c8e6e6	25-0-10-0

Applications



SH Red, SH Yellow, and SH Green are also used as functional colors.



Additional colors

Additional colors are to only be used for complex infographics.

	Screen		Print
	RGB decimal	RGB hexadecimal	CMYK
SH Red	231-0-29	#e7001d	0-100-90-0
50%	243-128-142	#f3808e	0-50-45-0
25%	249-191-199	#f9bfc7	0-25-22-0
SH Yellow	255-210-0	#ffd200	0-15-100-0
50%	255-233-128	#ffe980	0-8-50-0
25%	255-244-191	#fff3bf	0-4-25-0
SH Green	0-154-56	#009a38	90-0-100-0
50%	128-205-156	#80cd9c	45-0-50-0
25%	191-230-205	#bfe6cd	22-0-25-0
SH Berry	122-22-45	#7a162d	0-90-40-60
50%	198-155-158	#c69b9e	0-32-13-26
25%	233-209-212	#e9d1d4	0-15-5-10
SH Blue	43-36-131	#2b2483	100-100-0-0
50%	149-146-193	#9592c1	50-50-0-0
25%	202-200-224	#cac8e0	25-25-0-0
SH Cyan	58-191-237	#3abfed	65-0-0-0
50%	157-223-246	#9ddff6	32-0-0-0
25%	206-239-251	#ceeffb	16-0-0-0

Note: Primary colors should always be used first before adding any other colors – starting with Healthy Orange.

Typography

Typography is one of our central brand-shaping elements.
SH-Bree is always used for our distinct-looking headlines.

SH-Bree (brand typeface for headlines)

Aa

Shaping
the future of
healthcare

Siemens Sans (brand typeface for body text and other text styles)

Siemens Sans Black
Siemens Sans Bold
Siemens Sans Regular

Siemens Sans Black Italic
Siemens Sans Bold Italic
Siemens Sans Italic

As individual as your patients

Patient size, condition, or positioning requirements can create challenges for imaging systems during modern minimally invasive procedures. In some cases, treatment may even be impossible.

Calibri (system typeface for body text and other text styles)

Calibri Bold
Calibri Bold Italic

Calibri Regular
Calibri Italic
Calibri Light

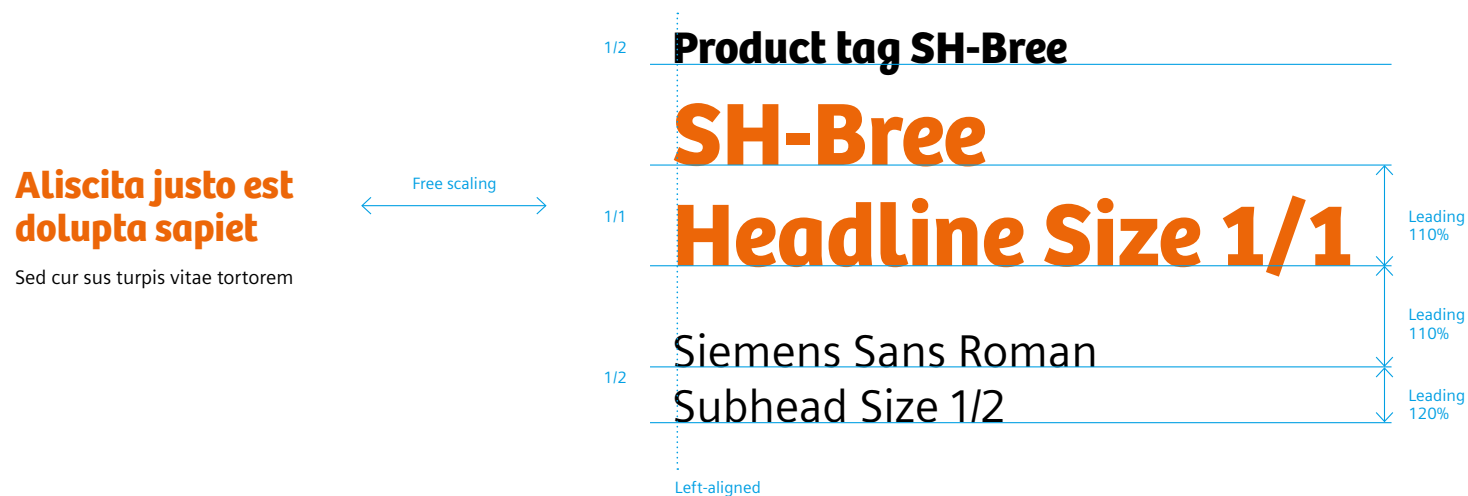
As individual as your patients

Patient size, condition, or positioning requirements can create challenges for imaging systems during modern minimally invasive procedures. In some cases, treatment may even be impossible.

Flexible headline system

Our flexible headline system guarantees maximum impact across all media. Headlines should appear in Healthy Orange. The headline can appear in black and Healthy Orange in content communication.

Flexible headline system



Headline

- Flexible sizing > min.–max.
- Color Healthy Orange or black

Subhead

- Size subhead = 1/2 of the headline
- Color black or white

Product tag

- Size product tag = 1/2 of the headline
- Color black or white
- Optional

Type sizes and spacing

S/M	Text type	Type style	Size	Leading	Tracking
	Headline	SH-Bree	min. 24 pt–max. 42 pt	110%	0
	Subhead	Siemens Sans Roman	1/2 of the headline size	120%	0
	Product tag	SH-Bree	1/2 of the headline size	120%	0
	Body text headline/Product tag	SH-Bree	15 pt	18 pt	0

Font size S/M (ads, brochures)

- S4/DIN A4
- DIN A5
- US letter
- DIN long
- DIN A6
- US half letter

L	Text type	Type style	Size	Leading	Tracking
	Headline	SH-Bree	min. 54 pt–max. 72 pt	110%	0
	Subhead	Siemens Sans Roman	1/2 of the headline size	120%	0
	Product tag	SH-Bree	1/2 of the headline size	120%	0
	Body text headline/Product tag	SH-Bree	21 pt	24 pt	0

Font size L

- DIN A3
- US ledger

XL	Text type	Type style	Size	Leading	Tracking
	Headline	SH-Bree	min. 225 pt–max. 350 pt	110%	0
	Subhead	Siemens Sans Roman	1/2 of the headline size	120%	0
	Product tag (locked to headline)	SH-Bree	1/2 of the headline size	120%	0
	Body text headline/Product tag	SH-Bree	105 pt	120 pt	0

Font size XL

- Roll-ups 1,000 x 2,150 mm
- Banner 3,000 x 1,200 mm

Dot Pulse

The Dot Pulse conveys the future-oriented spirit of Siemens Healthineers.

Meaning

The Dot Pulse design element conveys the future-oriented spirit of Siemens Healthineers. It is intuitively perceived as a dynamic impulse. The color gradient from Healthy Orange to Siemens Petrol reflects the seamless connection between the healthcare expertise of Siemens Healthineers and innovation strength of Siemens. The colors originated in between are never to be used for any other graphic elements.

The Siemens Healthineers Dot Pulse is a globally registered trademark and a valuable corporate asset. It must be protected by correct implementation at all times.



Note: Modifications or supplements are not permitted.
The Dot Pulse design element has a defined layout.

Dot Pulse

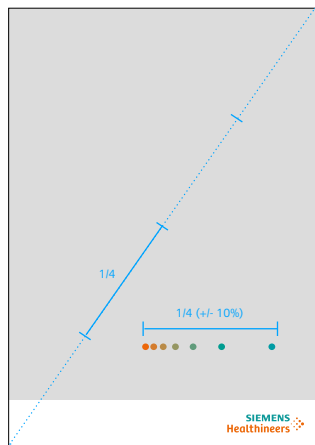
The Dot Pulse is closely connected to our key visual and increases the dynamic effect of our brand messages. It is not a single design element and is never used on its own.

How to use it

Flexible size

The size of the Dot Pulse is independent of the size of the other design elements.

In general, the following rule of thumb applies to the size: the width of the Dot Pulse should equal 1/4th of the format's diagonal, +/-10%.



The width of the Dot Pulse equals 1/4th of the format's diagonal.

Flexible placement

Ideally there is an interplay between the key visual or the message.

Restricted space

In small applications, it can stretch across the whole width of the format.

Background

The Dot Pulse is closely connected to our key visual and increases the dynamic effect of our brand messages. It is not a single design element and is never used on its own.

Dynamism

Centered placements as well as alignments with the type area – left or right – should be avoided to convey motion.

Direction

The Dot Pulse should always go with the direction of reading ((e.g. in Arabic countries, the Siemens Petrol is placed on the left-hand side and Healthy Orange on the right). However, it should never be placed vertically.

Greyscale

In the rare case of black and white advertisement the Dot Pulse can be used in greyscale (please use the Siemens Healthineers Design support for approval)



Dos



Don'ts



Similar Dot Pulse and key visual colors should not overlap, i.e. no Siemens Petrol on petrol.

The Dot Pulse should not be aligned with copy.

The Dot Pulse should not be placed vertically.

The Dot Pulse should not be placed in the bleed area.

Photographic style



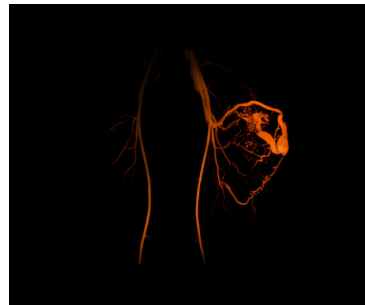
Photographic style

Our photographic style is shaped by our communication: In addition to our very recognizable key visual, our original clinical images, product images, and documentary images can also be shown.

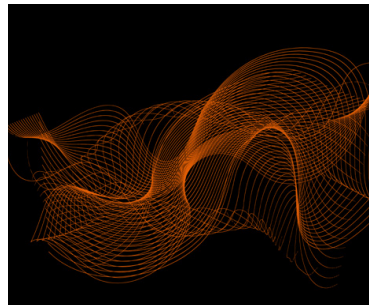
Key visuals



Portraits

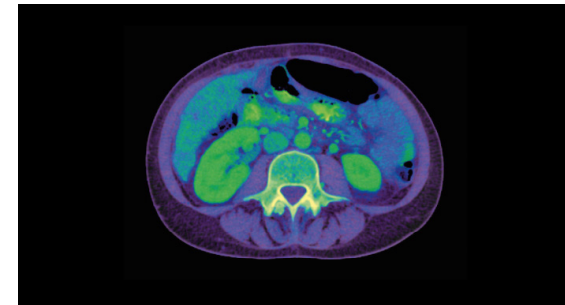


Clinical overlay



Scientific overlay

Original clinical images



Product images



Product in focus



Product features



Product in use

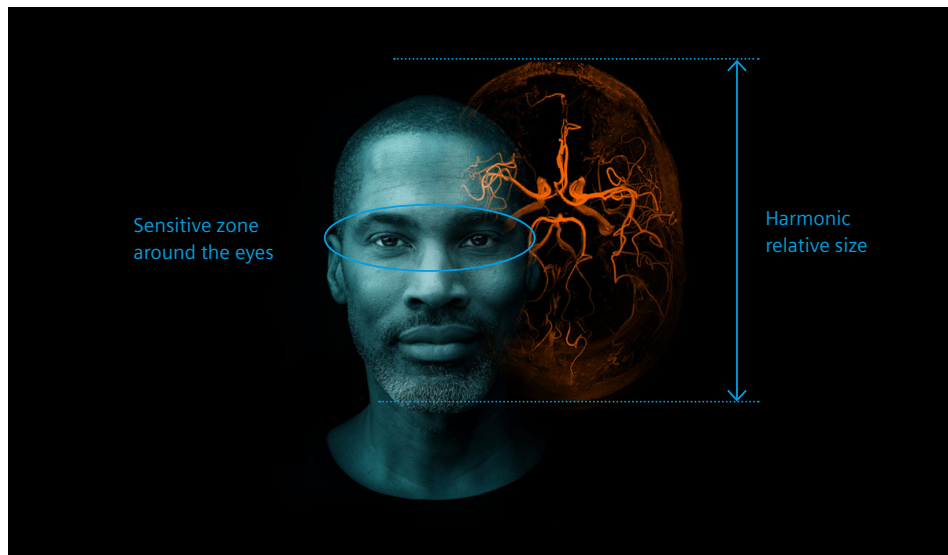
Documentary images



Photographic style

Key visual

Key visual composition principles



Position

- Both images should partially overlap but not match.
- The overlay should not cover sensitive areas or create visual irritations.

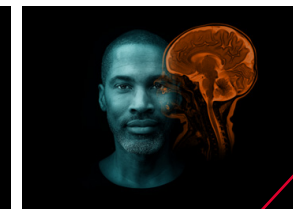
Proportions

- Portrait and clinical or scientific images appear in harmonic, relative sizes.
- They should not be too small or too large.

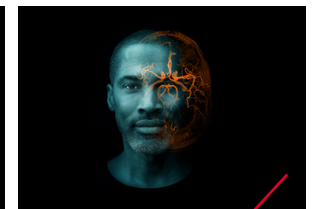
⊗ Don'ts



Clinical image appears too small in relation to the portrait.



Clinical image does not correspond to the portrait (portrait of a man, scan of a child's head).



Disturbing elements in the sensitive zone around the eyes.

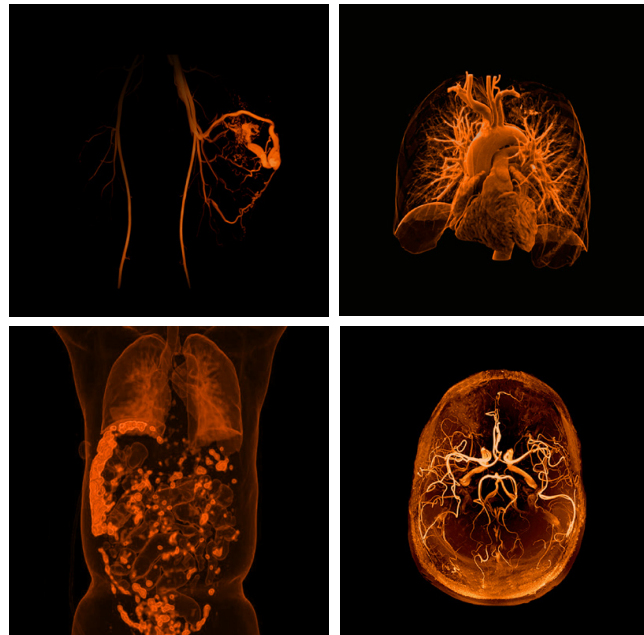
Overlays

Clinical and scientific overlays

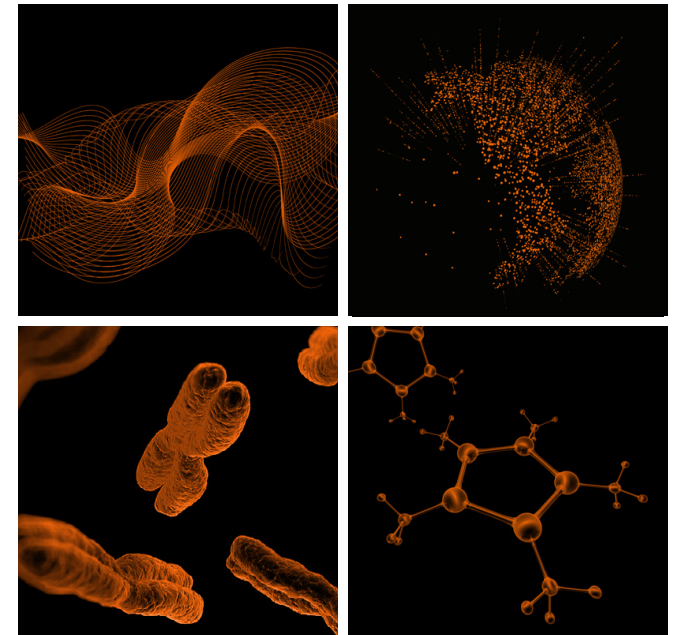
Overlays

Clinical overlays show a healthy part of the human body, with no evidence of a disease and are based on original clinical image. The clinical overlay is edited with enhanced contrast and a bright orange overlay. Scientific overlays show abstract images, generative design. They can also include abstract interpretations of processes.

Clinical overlay



Scientific overlay



For visualization purposes only, not for correct clinical reading.

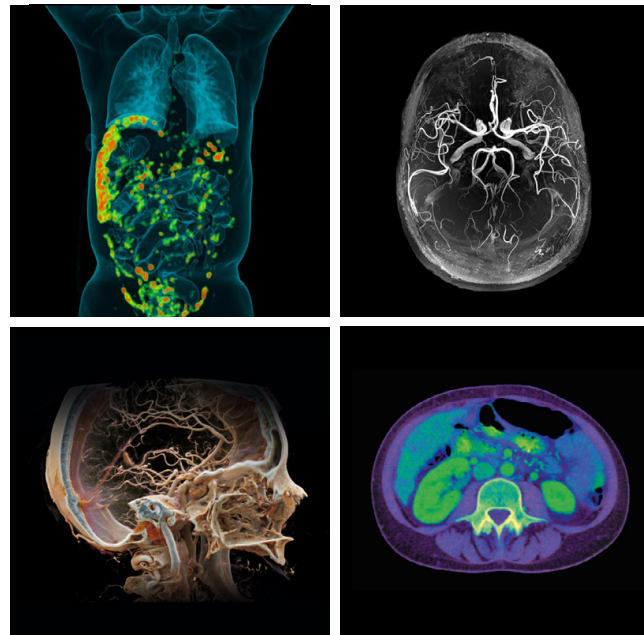
Photographic style

Original clinical image

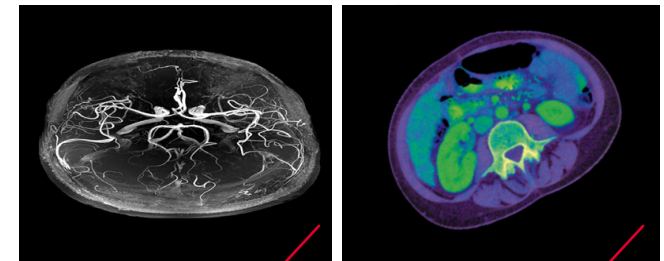
Original clinical image

Original clinical image is more than a photographic style: It is the visual proof of our expertise and our know-how in healthcare. It is professional material from Siemen Healthineers and as this, we never distort, rotate or manipulate these images in any way. Please do not use any other image provider.

Examples



⊗ Don'ts



Distort pictures

Rotated images

Photographic style

Product

Product images

Product in focus display the beauty of the products as opposed to highlighting features or details. The white background is the perfect setting, drawing the focus to our products. As such, we can use it to attract attention across all forms of media.

Our “product features” photography shows our appliances, tools, and technology in the best possible light. The technological quality of the product is focused in the middle of the image. The close-ups provide insights through rich and relevant details.

Our products are a key part of the working world of physicians and that is exactly what we show in our “product in use” imagery. Simple, informative insights demonstrate the features of our devices.

Product in focus



Product features



Product in use



Photographic style

Documentary images

Documentary images

We are there, where our clients, user and the people are, right in the middle of life. Our documentary images reflect this. They are characterized by an authentic.

Bear in mind to focus on the relevant objects, our messages or on the people, depending on what is important. Never use any filter, color corrections or emojis in our pictures.

Examples



Layout principle

4173 000 000 00 0000

Shaping the future of healthcare

Artemis University Hospital, Athens, Greece
Artemis University Hospital, Athens, Greece

Product tag

Elitred dia nonumy eimrod tempor invidunt ut
labore dolore magnaer aliquyam erat, dolore
magnaer aliquyam, diam voluptua.

[siemens-healthineers.tld/keyword](https://www.siemens-healthineers.tld/keyword)

SIEMENS
Healthineers

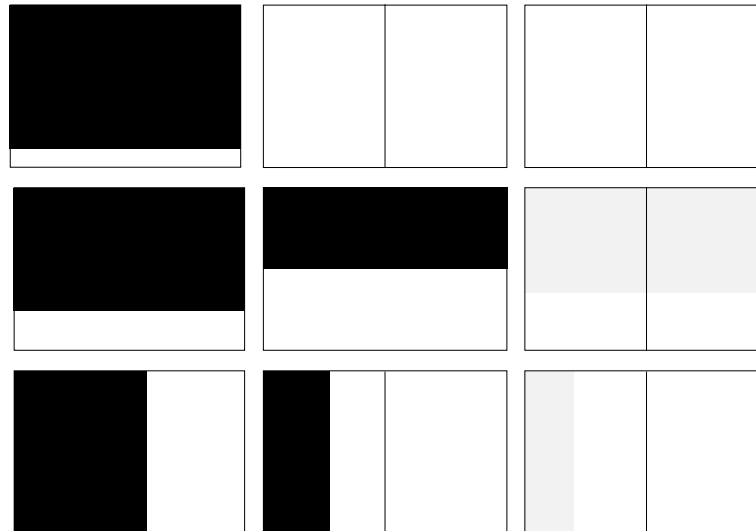
Slider principle

The black slider creates the basis of our layout principle for all media. It should always interact with the white panel to create a high-quality look and a perfect brand fit.

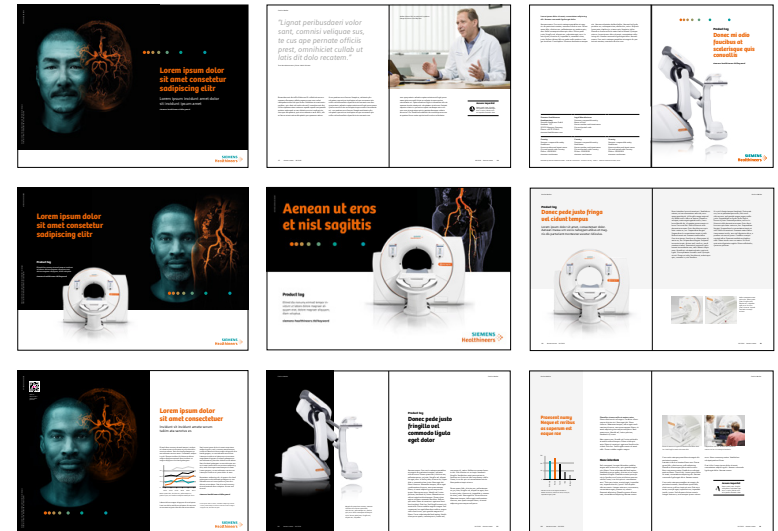
Principle

The flexible sliding motion gives our communication the freedom and variety we need. From a small white panel, a vertical or horizontal stage to an animation of the sliders, everything is possible.

Slider



Implementation



Design principles

We follow an easy and structured yet flexible layout principle for a consistent look.

Basic guides to create designs on brand

Logo

- The logo is always placed on a white background.
- The logo can be placed in all corners of the layout (top left or bottom right is preferred).
- The logo's position is centered in small formats.

Typography

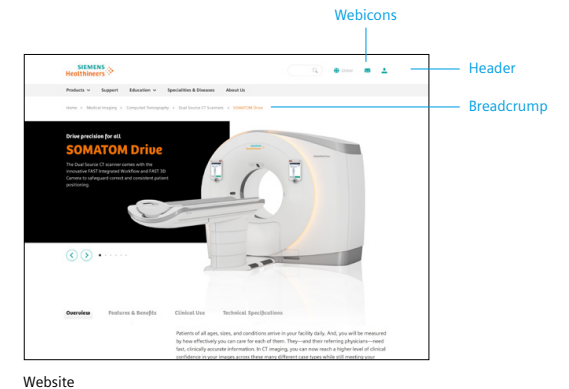
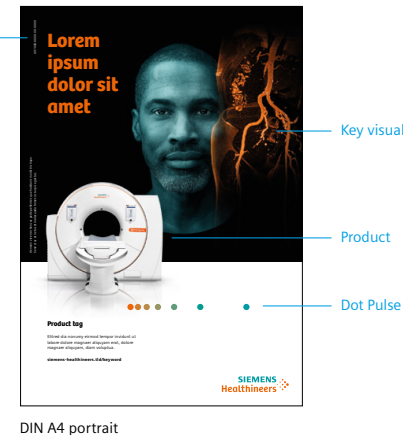
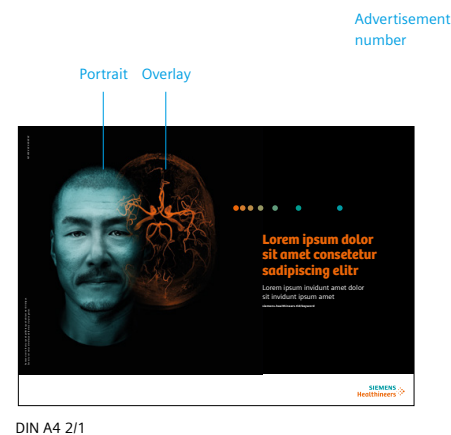
- Headlines are done in SH-Bree.
- Subheads are done in Siemens Sans, in white on a black background or in black on a white background.
- The headline and subhead are flexible in size and are placed flexibly within the format (maximum size per format).
- The body text uses Siemens Sans, in white on a black background or in black on a white background.
- Typography is always left-aligned.
- Typography may overlap the key visual, but it should not cover essential parts.

Dot Pulse

- The Dot Pulse can be used on black and white.
- The Dot Pulse should not overlap sensitive areas (e.g. face, clinical image).
- The Dot Pulse can be placed flexibly within the format and freely interact with the key message and visual. Its size is also flexible.

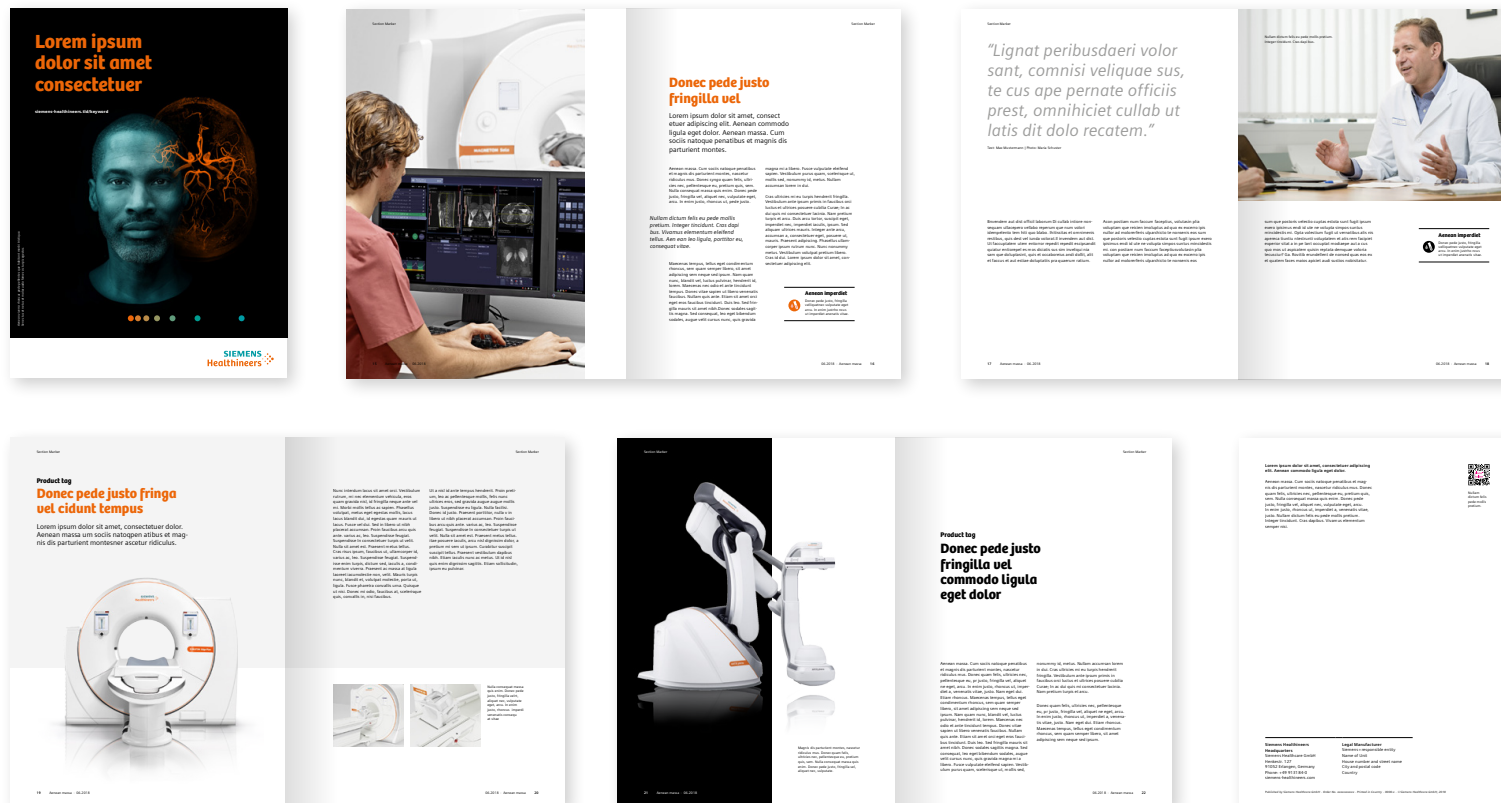
Slider

- The slider is done in either white, black, or 7% black (content level).
- Sliders are flexible in size and positioning.
- Products should be placed between black and white sections.



Design examples

Our brochures are clear, professional and variegated at the same time. The slider design principle helps us to structure the layout in a very flexible way for all information and interesting insights.

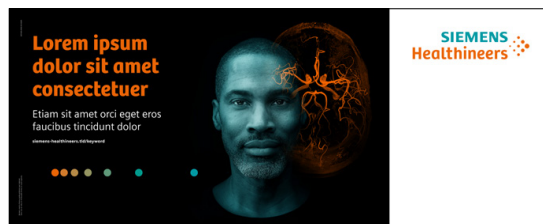


Design examples

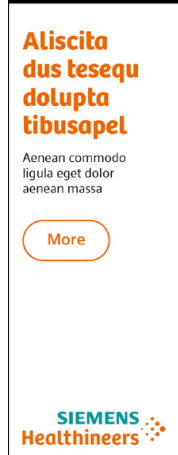
Our standard for non-standard formats: our flexible slider design system. It is easy to adapt for extreme formats, online and offline and always on brand.



Online banner 728x90px



OoH banner



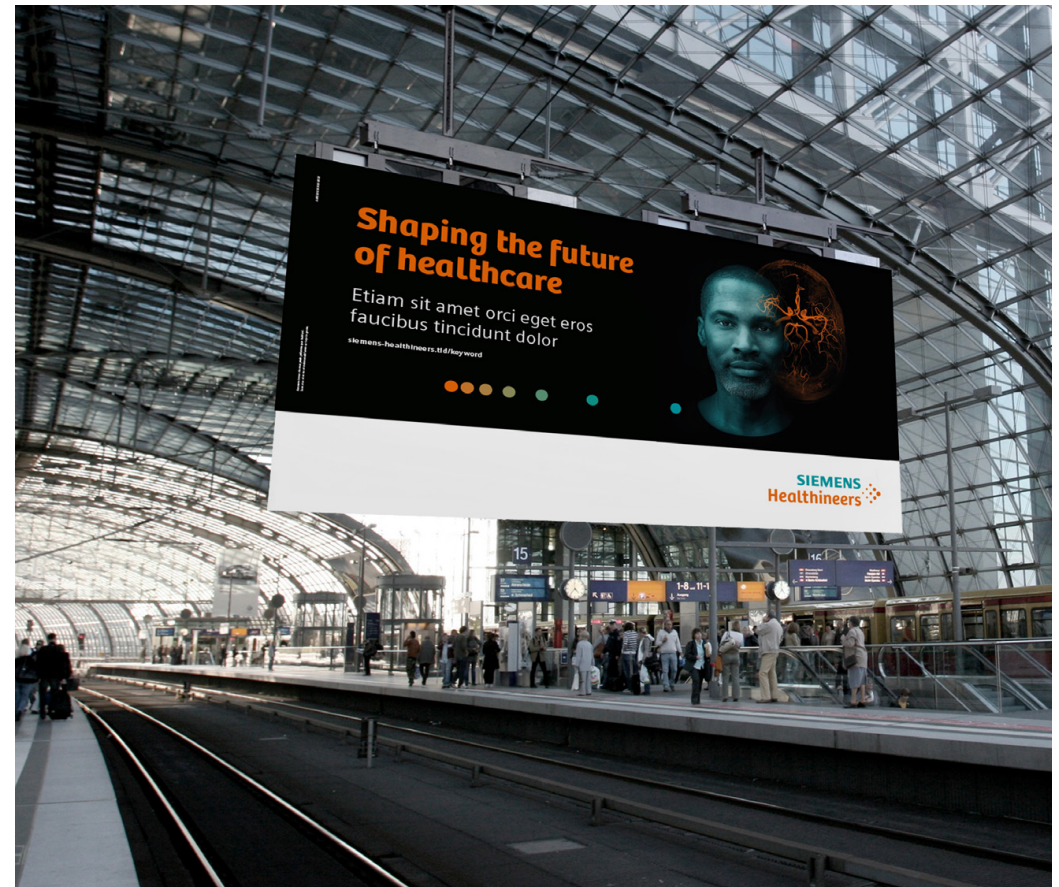
Online banner 160x600 px



OoH Roll up



Ad A4 extreme portrait



Icons and pictograms

Guidance at first sight: Our icons and pictograms are clear and easy to understand. Reduced to the essentials we use them to offer orientation – on- and offline.

Principles

Whether as an internationally comprehensible symbol, as a replacement for text, or to present content in a simplified manner, you can use icons in a variety of different ways across all forms of media. By doing so, you also promote the efficient use of, and interaction with, digital applications.

For a perfect brand fit we only use our primary colors – Healthy Orange, Siemens Petrol and Black – for icons and pictograms.

To maintain consistency across a wide variety of possible applications, you should only use icons that serve a purpose, and not simply as decorative design elements.

Note: Icons and pictograms to be updated

Icons placed in circle



Icons freestanding



Illustration style

Using illustrations, we can quickly make complex content tangible and get to the heart of important information.

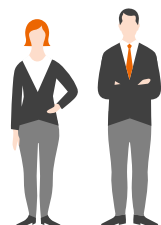
Principles

Illustrations display content in neutral manner on a meta level and are a helpful substitute for photography.

Our modular illustration system makes it easy for you to create illustrations in a recognizable way. It can be applied to all media such as print, digital applications, and moving images.

All our categories use the same flat-design rules which do not use any perspectives.

Illustration examples



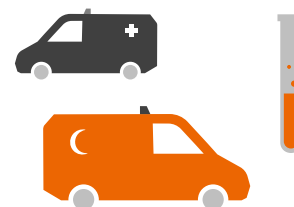
People



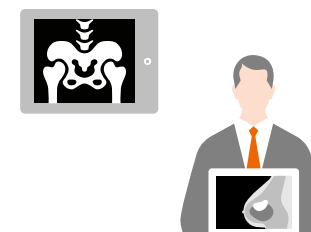
Scene



Environment



Items



Clinical images

Audiovisual media

Content can be presented emotionally in AV media. A combination of moving images, sound, graphics, illustration, and words enables us to create striking, varied communication.

Basic know how

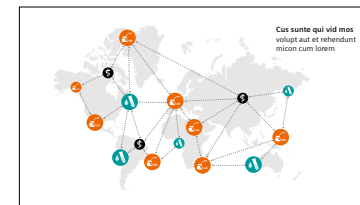
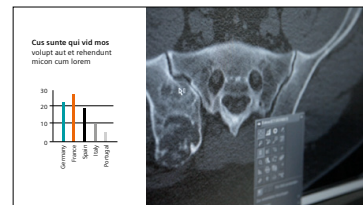
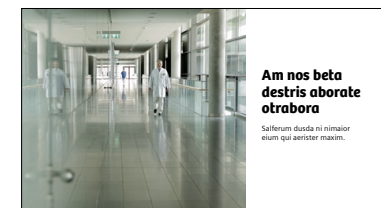
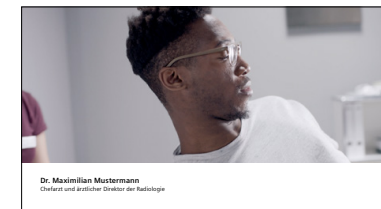
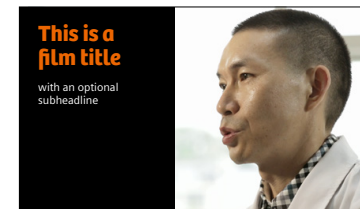
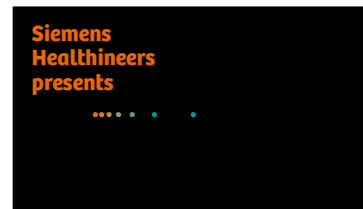
The basis for this are our core brand design elements: the logo, typography, color, photographic style, and slider. These elements are staged using animations that support our brand personality of intelligent, visionary, and trusted in motion.

Combined with high-quality footage and our unique brand sound, this gives us a powerful channel for communicating our brand and messages.

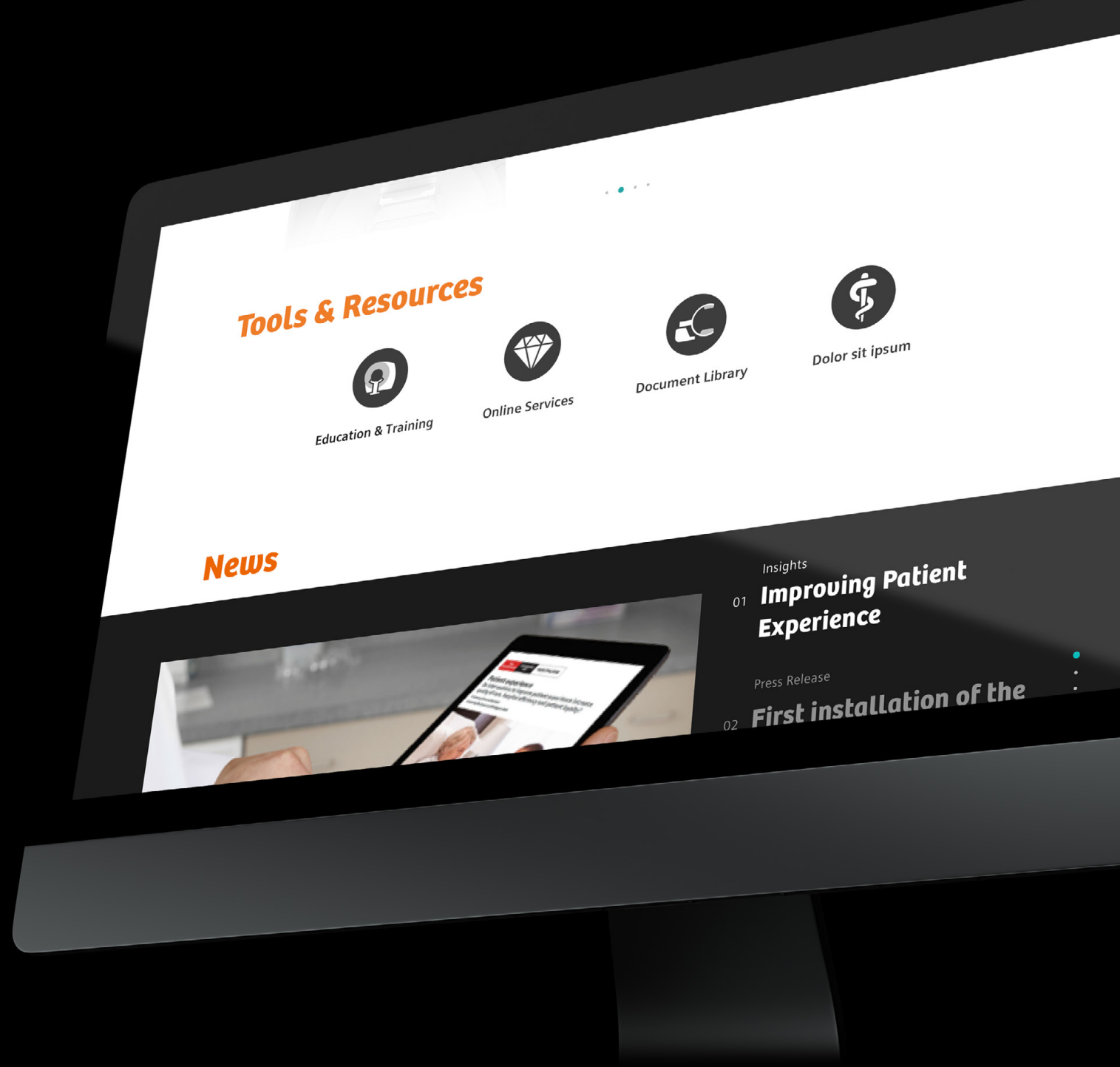
Finally, the unique, recognizable look of Siemens Healthineers is created when all elements come together, interact and support each other. This is what we achieve with our uniform mode of animation.

Note: AV design and principles to be updated

Audiovisual media in use



User interface

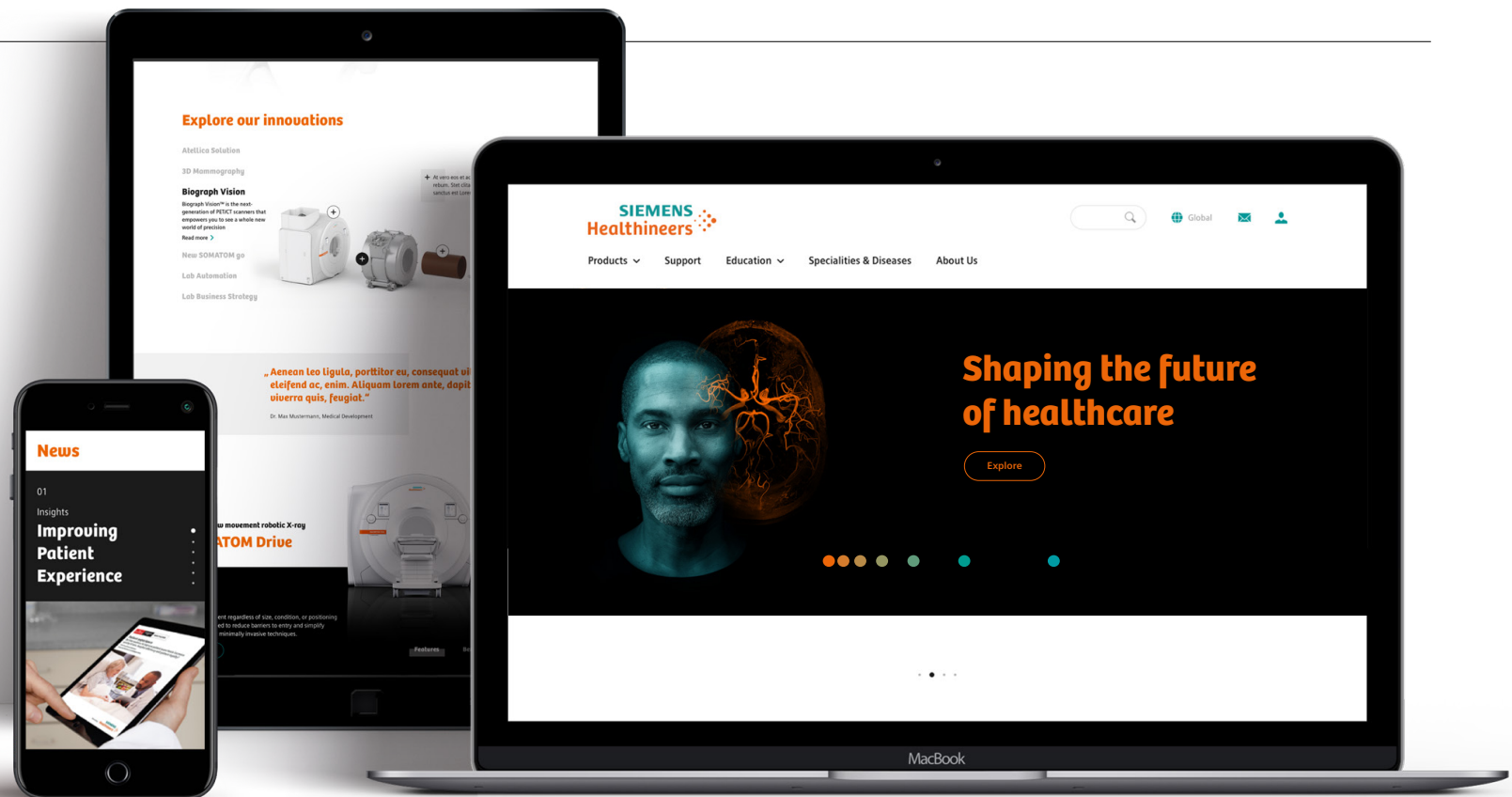


User interface

We give orientation also in the digital world. A clear structure and a reduced usage of colors give this clearance and support the fit of our new brand attitude as premium, passionate and precise partner.

Principles

- Passion: precision, cutting-edge, and quality
- People and service first
- Focusing and guidance
- Rational: but in class and sleek design

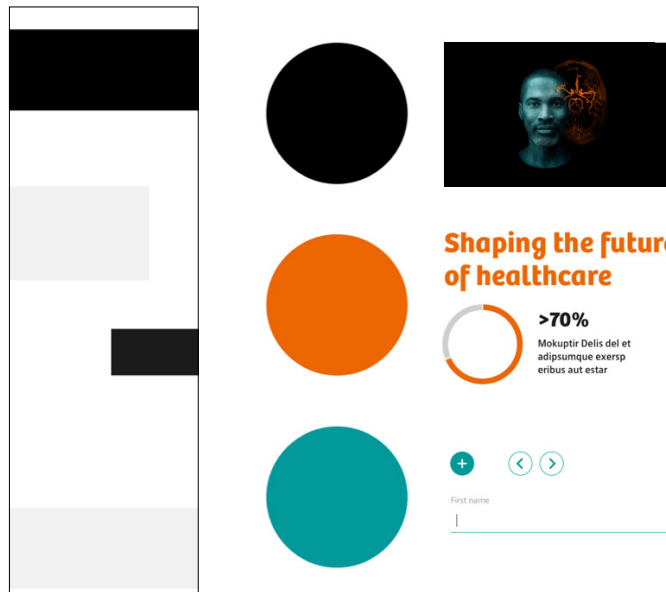


UX principles

For a consistence appearance we use the slider design principle. It structures our website in a clear and premium way. Furthermore it establishes a dialogue with our customers and creates interaction.

Principles

The flexible sliding motion gives our communication the freedom and the variety we need. From a small white panel, a vertical or horizontal stage up to an animation of the sliders, everything is possible.



To guarantee quality we first have to measure it

When remodeling their hospital, the management of Shonan Fujisawa Tokushukai Hospital decided to install a hybrid operating room for exclusive use in image-guided spine surgery.

The result: The number of surgeries performed has risen sharply, while duration of procedure and complication rates are down.

In October 2012, Shonan Fujisawa Tokushukai Hospital in Japan's Kanagawa Prefecture reopened after reconstruction. One of the hospital's new features is a hybrid operating room – dedicated entirely to spinal surgery. Dr. Sohei Ebara, vice president of the hospital and director of the spine and scoliosis center, is a strong supporter of the newly installed hybrid operating room used exclusively for spinal surgery.



Contact

Design support of Siemens Healthineers
branding@siemens-healthineers.com