Brand
Guidelines

OUR
BRAND

OUR MISSION: DEDICATED TO ADVANCING CARE

VESALIO is dedicated to advancing the care of patients suffering from vascular occlusion by providing physicians superior technology designed to improve clinical outcomes.

BRAND EXPERIENCE

When creating materials or utilizing the logo in areas for marketing here are some guidelines to consider:

- Less is more. Utilize white space to your advantage

- Adhere to the strict rules of color and type usage

- Device's must be legible and clear of any ubstructing elements or backgrounds. Use of device on illegible materials will tarnish the look and feel of the Vesalio brand and it's product brands.

LOGO USAGE
VESALIO

The VESALIO logo should be used thoughtfully and consistently.

Most often the logo will be presented on white in it's circular lockup or in all white horizontally on black.

RULES FOR LOGO USE

DO Use logo with sufficient white space surrounding the logo. it's important to use appropriate logo variation depending on the background color for maximum clarity.

DO NOT place logo on a background that makes the logo unclear. Do not rotate, stretch or rearrange logo elements. Logo can only be used as shown.

DO adhere to rules for appropriate white space usages. White space for logos should noted and executed by their respective "x" height in the diagram above. Use of appropriate x-height ensures visibility and legibility of logos.

CIRCLE LOCKUP   **HORIZONTAL**

PAIRING
COMPANY LOGOS

Refer to the examples on the right on how to use your company logo with the VESALIO company logo.

NOTE: NeVa and VESALIO logo needs to be prominent on all promotional material.

ACCEPTABLE

- Please follow the below guidelines on how to use your company logo together with the VESALIO logo.

- Your company logo surface size should be no bigger than the Vesalio logo surface size

UNACCEPTABLE

- Your company logo surface size should be no bigger than the Vesalio logo surface size.

ACCEPTABLE

UNACCEPTABLE

LOGO USAGE
NEVA

The NeVa logo should be used thoughtfully and consistently.

Most often the logo will be presented on white, on the approved NeVa background, or on black.

RULES FOR LOGO USE

DO Use logo with sufficient white space surrounding the logo. it's important to use appropriate logo variation depending on the background color for maximum clarity.

DO NOT place logo on a background that makes the logo unclear. Do not rotate, stretch or rearrange logo elements. Logo can only be used as shown.

DO adhere to rules for appropriate white space usages. White space for logos should noted and executed by their respective "x" height in the diagram above. Use of appropriate x-height ensures visibility and legibility of logos.

WHITE SPACE


COLOR APPLICATION

BRAND COLORS
VESALIO & NEVA

Strictly adhere to the brand palette for all Vesalio and NeVa promotional materials, such as the website, print and digital ads, and on-site enviromental graphics.

RULES FOR COLOR USE

- Use as few colors as possible. Less is more.
- Do not add new colors to the brand palette.
- Use high-contrast combinations to ensure clarity and legibility of content.

CMYK codes are used for print, also called 4 color process. RGB and HEX are used for digital on screen applications. PMS, also known as the Pantone Matching System is used for printing. It requires pantone inks for consistent commercial printing.
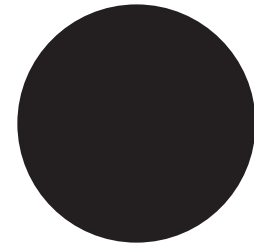
PRIMARY COLORS
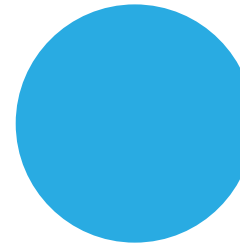
Cyan

HEX: 2cace3
RGB: 44, 172, 227
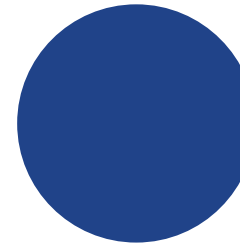CMYK: 69, 14, 0, 0
PMS: 298 C

Jet

HEX: 000000
RGB: 0, 0, 0
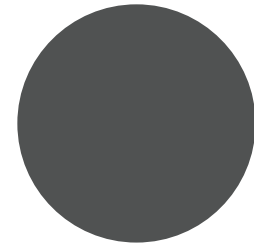CMYK: 0, 0, 0, 100
PMS: Black 6 C

SECONDARY COLORS

Sapphire

HEX: 224388
RGB: 34, 67,136
CMYK: 99, 85, 16, 3
PMS: 7687 c

Slate

HEX: 515353
RGB: 84, 87, 90
CMYK: 66, 56, 53, 29
PMS: 425c

BRAND
FONTS

We use a Montserrat across all platforms, digital and print where it can be applied. Font application must be adhered to whenever possible.

TYPESETTING

- Use only one of the two weights specified.

- Use Montserrat Bold for Headlines.

- Leading for body copy should be 6pts more than size of font.

- Leading for Headlines should be 4pts more than size of font.

- Use Montserat Regular for body copy and weight variation in tagline or headlines over 14pt in size.

Aa MONTSERRAT BOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

LEADING
+6pts

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9

Aa MONTSERRAT REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9

FORMATTING THE
NEVA TAGLINE

TYPESETTING

• The tagline should only ever be left aligned.

• Pay close attention to weight and height differences as well as differences in capitalization.

• Taglines should never be formatted any other way other than what is provided.

The primary NeVa tagline is:

designed for 1ST PASS SUCCESS with ALL Clot Types

FORMATTING ONE LINE

DESIGNED FOR **1ST PASS SUCCESS** WITH **ALL CLOT TYPES**

• "1ST PASS SUCCESS" and "ALL CLOTS TYPES" must be bolded.

• Format "designed for" and "with" two sizes smaller than "1st PASS SUCCESS" and "ALL Clot Types".

• Cyan color can be applied loosly to provide emphasis to portions of the tagline.

FORMATTING ON TWO LINES

DESIGNED FOR **1ST PASS SUCCESS**
WITH **ALL CLOT TYPES**

• If the tagline needs to appear on 2 lines, break before "with"

ADDITIONAL TAGLINES

Drop Zone the Clot Inside

#DoTheDropZone

APPROVED BRAND
BACKGROUNDS

The background pictured to the right is applied across NeVa or VESALIO touchpoints to create continuity and interest and should only be used when needed.

The black band on the bottom of the background should only be used when needed to create cohesiveness when the Vesalio logo is featured on a piece of collateral.

When using the VESALIO logo on black, adhere to the guidelines provided for VESALIO white space to ensure the logo does not get crowded.

BACKGROUND PLAIN

BACKGROUND IN USE

DESIGNED FOR 1ST PASS SUCCESS WITH ALL CLOT TYPES

NeVa™

VESALIO

#DoTheDropZone | www.vesalio.com   Learn More ►

FORMATTING
DEVICE IMAGERY

Devices should always be legible and visible. How you orient the device is up to you, depending on what best suits the application and workable area. Strict do's and don'ts of using product images are as follows:

ACCEPTABLE

- Use product imagery only on white or approved brand backgrounds.

- Dropshadows are approved for use where product might not stand out.

- Use only approved product angles.

- Use proportions of the different NeVa sizes with regards to one another when used separately.

UNACCEPTABLE

- Do not stretch or distort product image or product sizes when used separately.

- Do not use product image on a background where it is not legible unless for artistic use.

NeVa 4.0x22   NeVa 4.5x29   NeVa 5.5x37

NeVa 4.0x22

NeVa 4.5x29

NeVa 5.5x37
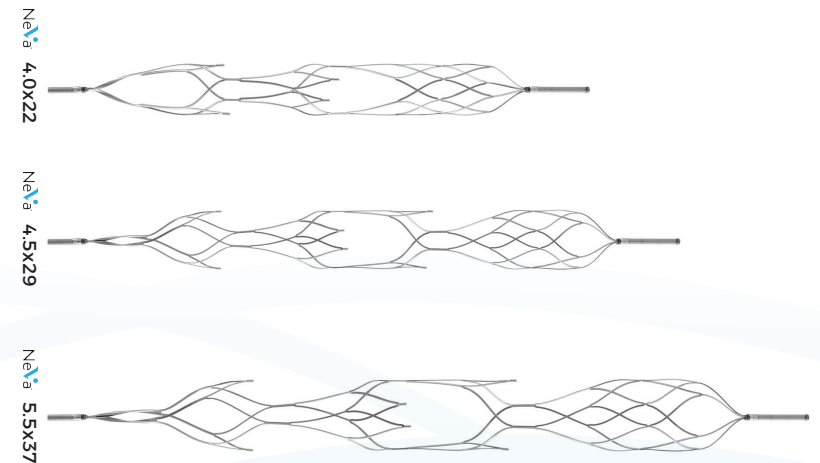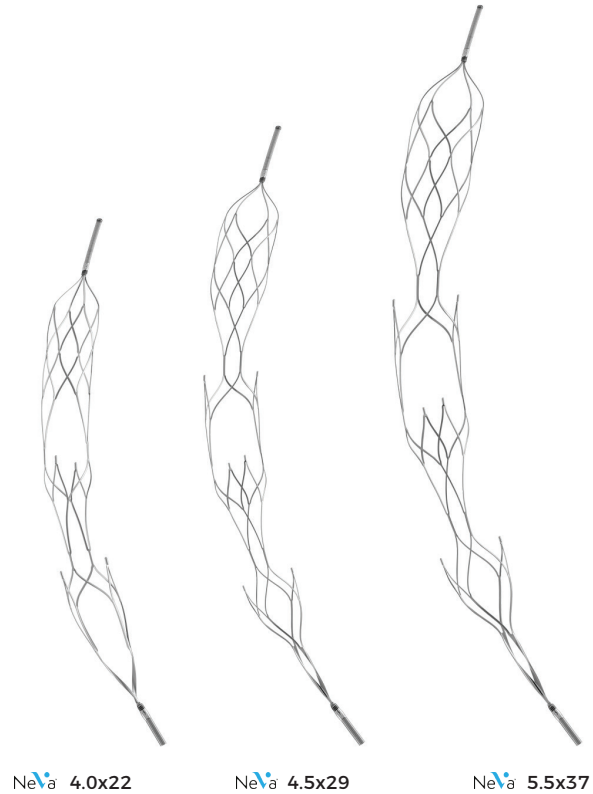
DOWNLOADABLE
BRAND RESOURCE LIST

You can download the below elements from the provided link: https://incitrio.canto.com/b/JBQ4Q

BRAND FORMATTING

- VESALIO Background
- Montserrat Font Files
- VESALIO Logo white
- VESALIO Logo blue
- NeVa Logo white
- NeVa Logo blue

PRODUCT IMAGERY*

- NeVa 3 sizes straight.png
- NeVa 3 sizes curved.png

*If you use product layouts separately, make sure your respect the proportions of the different NeVa sizes with regards to one another.

APPROVAL OF LOCAL PROMOTIONAL DOCUMENTS

Per your partnership contract, all designs created locally must be approved by the Vesalio before use. For any further questions in regards to use of Vesalio brand assets, please reach out to your Vesalio Market Development team.