# MedicAlert Foundation
# Brand Manual (STANDARD 1A)

Confidential and proprietary to MedicAlert Foundation U.S. and Affiliates
October 2013

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The following MedicAlert Brand Manual was developed in 2010 and revised in 2012 for formal adoption by MedicAlert Foundation United States, Inc. d/b/a MedicAlert Foundation International ("Licensor") and Affiliates pursuant to Standard I(a). (Licensor and Affiliates shall collectively be referred to as "the Foundation.") The guidelines that follow apply to positioning, all trademarks, logos, typeface, graphics, and color usage associated with all materials developed by Licensor and its Affiliates and used in all media.

The definitions set forth in the Standards shall be used throughout.

## Mission Statement

To protect and save lives by serving as the global information link between members and emergency responders during medical emergencies or other times of need.

## Brand Vision / Vision Statement

To be the international leader and the trusted provider of personal and medical information to emergency responders, on behalf of our millions of members, at time of need.

**MedicAlert® Brand Vision**

- **We help save lives.**
  *Statement properties:* True. Powerful. Speaks to the effectiveness of our service.

- **We store and relay our Member's vital medical information and identification in emergencies.**
  *Statement properties:* True. Descriptive. Addresses the benefit of our 24-hour response.

- **We keep our Member's personal and medical information confidential – instantly accessible when needed, securely protected at all times.**
  *Statement properties:* True. Descriptive. Speaks to the privacy issue and nonprofit status.

- **When a Member is in need, we always answer the call.**
  *Statement properties:* True. Dramatic. Addresses the benefit of our 24-hour response.

## Brand Positioning / Positioning Statement

Our brand positioning and messaging is based on prior branding research from 2010-2011. Our positioning clearly distinguishes us from the competition based on the DEPENDABILITY of our offering. This dependability positioning is strongly supported by the trust that consumers and emergency health care professionals have in the Foundation, our services, our responsiveness, our connectedness, our member data management capabilities (data security, etc.), and our singular commitment to saving lives.

> **MedicAlert Foundation is the most dependable emergency medical information and identification services provider**

Below are variations of our positioning statement that can be used as appropriate.

### FULL - Positioning Statement

In an era where we can track our Amazon.com order from door to door, our friend's arrival at the local Starbucks, and the number of "likes" on our Facebook posting, why isn't our health and well-being this connected? Why isn't the medical information that matters most this available? With MedicAlert Foundation, it is.

For more than 50 years, we've worked with leading emergency and healthcare professionals to develop state-of-the-art medical information standards and married these with unequaled information security and technology to deliver the most dependable, responsive, intelligent, and trusted emergency identification and medical information network. Our industry-leading medical information collection and guaranteed information delivery ensures that emergency responders and hospital staff get your up-to-date medical information when they need it, to make informed decisions about your treatment and care.

MedicAlert Foundation doesn't just "alert," we inform and guide. We ensure your medical information gets to emergency responders, nurses and physicians the moment your MedicAlert ID number is provided. Your comprehensive medical history, directives, precautions and wishes are communicated instantly, so that no time is lost "getting up to speed" or worse, "guessing" about your condition.

With MedicAlert Foundation, you can be confident and live your life fully with the knowledge that your medical ID bracelet, necklace or shoe tag connects you to the most dependable emergency support network, because every moment matters.

### 125 WORD - Positioning Statement

In an era where we can track everything from our Amazon.com order to our friend's arrival at Starbucks, why isn't the medical information that matters most this available? With MedicAlert Foundation, it is.

For more than 50 years, we've worked with leading emergency and healthcare professionals to marry state-of-the-art medical information standards, information security, and technology to deliver the most dependable, responsive, intelligent, and trusted emergency identification and medical information network. We ensure emergency responders and hospital staff get your up-to-date medical information, the moment they need it, to make informed decisions about your treatment and care.

With MedicAlert Foundation, you can be confident and live your life fully with the knowledge that your medical ID connects you to the most dependable emergency support network, because every moment matters.

### 100 WORD - Positioning Statement

In an era where we can track everything from our Amazon.com order to our friend's arrival at Starbucks, why isn't the medical information that matters most this available? With MedicAlert Foundation, it is.

MedicAlert Foundation delivers the most dependable, responsive, intelligent, and trusted emergency identification and medical information network. We ensure emergency responders and hospital staff get your up-to-date medical information, the moment they need it, to make informed decisions about your treatment and care.

With MedicAlert Foundation, you can be confident and live your life fully knowing your medical ID connects you to the most dependable emergency support network, because every moment matters.

### 50 WORD - Positioning Statement

In an era where virtually everything we need is available 24x7, why isn't medical information that matters most this available? With MedicAlert Foundation, it is.

We ensure emergency responders and hospital staff get your medical information the moment they need it. Join MedicAlert Foundation and connect to the most dependable emergency identification and medical information network.

### 25 WORD - Positioning Statement

MedicAlert Foundation ensures emergency responders and hospital staff get your medical information the moment they need it. Join MedicAlert Foundation and connect to the most dependable emergency identification and medical information network.

### 140 CHARACTERS (TWEET) - Positioning Statement

Join MedicAlert and connect to the most dependable emergency identification and medical information network.

## How to Engage Members to Gain Competitive Advantage

### Broaden Communications Channels

Make communications more relevant; each piece should have an intended audience, method of delivery and goal established.

### Evaluate Current Communications

What communications should MAF stop producing, continue producing and start producing with the following key communication types as additions:

• New thought/industry leadership

• Member vs. donor communications

• Brand advertising

• Communications that help someone "Get Involved"

• Establish a consistent schedule for communicating with members that does not rely on donations and that appeals to their desires among each of the experience phases

### Build a Seamless User-experience Online

Define online experience in a way that reflects the path consumers take: Searching, Buying, Using, and Managing

• Defend MAF's online position through SEO/SEM activities

• Purchase additional URL's if warranted (medicalertfoundation.com/org)

• Provide a descriptive paragraph clarifying the benefits of membership in fifty words or less

• Highlight the impact MedicAlert Foundation is making in people's lives and beyond

### Use Social Media to Engage New Audiences on an Informal, Personal Level

Position MAF as the "health emergency" expert on sites MedicAlert Foundation currently has a presence on (including Facebook and Twitter) by specifically:

• Sharing articles from partners

• Authoring new content

• Talking about MedicAlert Foundation's personal and global impact within and outside of the internet

• Monitoring MedicAlert Foundation's links and mentions across blogs, tweets, forums, video, photo, reviews

### Treat Members as Individuals

Personalizing correspondence and content for members helps reinforce MedicAlert Foundation's appreciation, care for, and connection with them. Consider:

• Geo-targeting disease specific messages to members on a personalized, context-specific basis only

• Opt-in to responses to member-initiated EMIR updates with condition-specific advice, perspectives, help

• Opt-in to customized health information or news

• Ensure all correspondence is acknowledged and responded to in a timely, personal way

• Celebrate renewal milestones for long-term members

• Consistently celebrating people through news, events, and person-to-person notes of appreciation

   - MedicAlert employees and people behind the brand

   - People being affected and supported by MedicAlert Foundation

   - People contributing from a distance, donors

# Written Communication Guidelines

## Nonprofit

To be used as one word with no hyphen.

## Legal Notice Text for Collateral

*For Licensor:*
MedicAlert Foundation is a 501(c)(3) nonprofit organization. ©2010 All Rights Reserved. MedicAlert® is a U.S. registered trademark and service mark.

*For Affiliates:*
[Affiliate corporate name] is an independent charitable organization organized under the laws of [country].  MedicAlert® is a registered trademark of MedicAlert Foundation International.

## Legal Notice Placement

A legal notice should be at the bottom of every piece of collateral material.  For double sided items, disclaimer should be on the back side of the document.

## Legal Notice for Email

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and delete the material from any computer.

MedicAlert Foundation

## (over)

If an item has more information written on the back, (over) should be included on the bottom of the front page and centered.

## MedicAlert®

Registration symbol on the first instance of the name in the text in addition to the logo.  Registration symbol does not need to be repeated each time the term "MedicAlert" appears in the body of document.

For brochures and newsletter, each panel/new page needs a registration symbol "®" at the first instance of the term "MedicAlert" in the body of the page.

## Emergency Medical Information Record (EMIR®)

Upper case – Emergency Medical Information Record (EMIR®).   If referencing Emergency Medical Information Record two or more times, all additional instances, should state "EMIR®."

## Specific to DNR language (US)

State-approved provider should be all lower case; pre-hospital should be all lower case;

## Members; Membership

Always lowercase

## Family Notification

Example: "The Foundation also notifies family members or other designated contacts when an emergency occurs."

# Website/Electronic Guidelines

The guidelines set forth in this Brand Manual are applicable to any electronic materials, including Licensor and Affiliate internal and external websites, online advertisements (e.g.: banner and pop-up ads, sponsored links), e-newsletters, e-mail advertisements and all other electronic promotional materials (collectively, "Electronic Content").

**Licensor's home page shall include links to Affiliates' website and Affiliates shall include a link to Licensor's home page.**

## Restrictions on linking websites

• Affiliate web pages may link to other websites such as government (Federal, state, local), and private sites. Affiliate web pages should only link to other websites when those sites have supplemental material that may be useful to our members.

• By linking to an external site, Affiliate should not imply endorsement of the site's sponsor (unless explicitly stated), nor does Affiliate control or guarantee the accuracy, relevance, timeliness, or completeness of the information contained on any non-affiliate website.

• Before linking to an external website, Affiliate should ensure that the site:

  - relates to and complements existing information found on the affiliate website

  - contains relevant and useful content that will benefit our members

  - provides information at no cost to the member

• In addition, Affiliate should ensure that external websites are:

  - excellent in their overall quality and present a professional image

  - easy to understand and navigate

  - free from hate, bias, and discrimination, as well as misleading or unsubstantiated claims, or information that conflicts with the mission of the MedicAlert Foundation

## Usage rules of MedicAlert logo and products on websites

• Do not distort or stretch any identity graphics (e.g.: MedicAlert Logos, images of bracelets, etc.). Use all images and brand indicia in their original, intended proportion.

• Do not use the MedicAlert Logos over complicated or multicolored backgrounds. In general, a solid, contrasting color should be used from the palette of suggested colors.

• Do not display the MedicAlert Logos or other brand indicia in poor quality, low resolution, or illegible sizes. Edges should be crisp, colors should be smooth, and the smallest letters should be easy for most people to read on a high-resolution monitor. Work with your web designer to ensure the graphics are of the highest quality.

## Co-Branding and Joint Promotion Guidelines

### Standard 1B:

All Co-Branding agreements or arrangements must be submitted to Licensor for review, and approved by Licensor prior to their execution by Affiliate and proposed use, and all such agreements or arrangements shall include language stating that the agreement or arrangement and any subsequent modification to the agreement or arrangement is subject to approval by the Licensor.

If an Affiliate desires to work with a third-party to promote MedicAlert Products and/or Services or for some other authorized purpose, the following guidelines ensure that the MedicAlert Brand retains its identity and the public and other audiences are not mislead as to the source or sponsorship of the products and services being promoted.

The third-party's marks shall be referred to as the "Third-Party Logo."

Any co-branding campaigns that include collateral material, either printed or electronic, and feature the MedicAlert Logos with the proposed Third Party Logo shall adhere to the following guidelines:

• All collateral and promotional materials produced in connection with a co-branding arrangement or joint promotion shall conform to the guidelines set forth in the Standards and this Brand Manual.

• The MedicAlert Logos and the Third Party Logo must be clearly distinguishable to the public and must not connote a partnership between the two independent entities.

• The MedicAlert Logos and the Third-Party Logo must maintain an appropriate separation to ensure they are perceived as two separate entities.

• Both parties must clearly identify the owners of their respective marks using appropriate legal notice language. Licensor and Affiliates must use the legal notice language as set forth in this manual. Any MedicAlert Mark used by Licensor or Affiliate must be clearly identified, for example:

### For Licensor:

MedicAlert Foundation is a 501(c)(3) nonprofit organization. ©20XX All rights reserved. MedicAlert® is a U.S. registered trademark and service mark of MedicAlert Foundation International.

Safe Return® is a U.S. registered trademark and service mark of the Alzheimer's Association.

### For Affiliate:

[Affiliate corporate name] is an independent charitable organization organized under the laws of [country]. MedicAlert® is a registered trademark of MedicAlert Foundation International.

Where applicable, the goods and services offered by each party in a co-branding or joint communication relationship must be clearly identified.

## Guide To Protecting the MedicAlert Trademarks and Brand

Trademarks serve to identify the source of a particular product or service to the public. A trademark can be any word, symbol, slogan, logo, device or even a sound used by a business to identify its product or service and to distinguish it in consumers' minds from the products and services of others. A trademark identifies products, while either "trademark" or "service mark" can be used to identify services. For simplicity, the broader terminology "trademark" will be used herein to describe both trademarks and service marks.

Trademarks are often among the most important and valuable assets of a business. A distinctive trademark allows a business to build public goodwill and brand reputation in the goods or services it sells. Trademarks, however, are surprisingly fragile. Improper use of a trademark by its owner or third-parties use may result in the owner's loss of its exclusive rights to use the mark. Thus, Licensor and its Affiliates must vigilantly protect and police their trademarks from acts of intentional infringement and from misuse, as even accidental misuse can weaken the protection given to the trademark, possibly even resulting in the loss of the trademark altogether. Protecting the trademark rights of the Foundation requires that Licensor and Affiliates follow the guidelines in this Brand Manual and use the MedicAlert Marks properly. In addition, the following general guidelines should be followed to ensure proper trademark use.

### Make Consistent and Proper Use of Marks to Strengthen the MedicAlert Brand

**Distinguish the Mark from Surrounding Text**

As set forth in greater detail below always distinguish a trademark from its surrounding text.

Examples include:

- The Mac computer is popular on many college campuses.

- The Xerox photocopier is in the lobby.

- The Kindle e-reader started a new trend in the publishing era.

- MedicAlert 24/7 emergency response services protect your loved ones.

### Marks should also include appropriate trademark notices such as ® and ™.

**Symbol for Registered Marks (®)**

The first time the name MedicAlert appears in copy and the most prominent use of the MedicAlert name or logo should be followed by a registration symbol (MedicAlert®). Thereafter, the registration symbol does not need to be repeated at each instance of MedicAlert in the body of the document. For brochures and newsletters, each panel/new page needs a registration symbol (®) at the first or most prominent instance of "MedicAlert" (or other registered marks) on the page or in text. A registration symbol should also appear as part of the MedicAlert Logo wherever it appears. The Registration Symbol should be used according to these guidelines for all registered marks, as set forth above.

**Symbol for Unregistered Marks (™)**

The first time an unregistered trademark appears in copy and the most prominent use of the mark should be followed by a ™ superscript (e.g. TRAVELPLUS™). Thereafter, the ™ symbol does not need to be repeated at each instance of the unregistered mark in the body of the document. For brochures and newsletters, each panel/new page needs a ™ symbol at the first or most prominent instance of the unregistered mark on the page or in text.

### Legal Notice

A legal notice should be at the bottom of every piece of collateral material such as brochures, posters, email communications and advertisements (with the exception of envelopes as long as the notice is on the content within the envelope). For advertisements and banner ads that direct

consumers to a particular landing page, it is sufficient to post the notice on the landing page; including Licensor and Affiliate websites. For double sided items, the legal notice should be on the back side of the collateral piece. The standard legal notice for Licensor should read as follows:

> MedicAlert Foundation is a 501(c)(3) nonprofit organization. ©20XX All Rights Reserved. MedicAlert® is a U.S. registered trademark and service mark.

The standard legal notice for Affiliates may be modified as needed and should read as follows:

> [Affiliate corporate name] is an independent charitable organization organized under the laws of [country]. MedicAlert® is a registered trademark licensed by MedicAlert Foundation International.

## Avoid Varying the Mark

A trademark should not be changed or modified unless authorized by the trademark owner. Even slight modifications can detract from the trademark's ability to serve as a source-identifier to the public, therefore weakening the distinctiveness and strength of the mark. Material alterations to a trademark may also result in abandonment of the original mark based on non-use and loss of the associated goodwill.

For example, do not:

• Change the spelling of a mark,

• Insert or delete hyphens,

• Make one word into two,

• Add or delete design elements of a mark.

Any changes to a mark, for example to update or modernize a mark, must be authorized by Licensor.

## For Famous Trademarks, Extend Product Lines

To minimize the risk of genericide of a famous mark that refers to the dominant product or service in the industry (e.g. MedicAlert emergency monitoring services), consider extending use of the mark to refer to more than one line of products or services. Where the mark refers to more than one type of good or service, the consuming public might be less likely to use the mark itself interchangeably with the name for one generic product or service.

For example:

• Jello® brand frozen pudding pops, pies and pie crusts

• Fritos® brand bean dip

• Band-Aid® first-aid kits

• MedicAlert® TravelPlus travel assistance services

## Police and Enforce Misuses of the MedicAlert® Marks

In order to protect the MedicAlert® Marks, Licensor and Affiliates should take steps to police and report generic uses and other misuses of its marks by others. Licensor and Affiliates must never permit uncontrolled use of a mark by an unauthorized third-party. Such use may result in a finding that a mark has been abandoned because the mark no longer solely identifies the Foundation as the source of the goods or services provided under the mark.

Licensor, Affiliates, and their employees should promptly report any generic, unauthorized or other misuses of the MedicAlert Marks to Licensor.

## Avoid "Genericide"

When a trademark comes to be understood by the public as interchangeable with the name for a generic product or service itself, it risks being found abandoned because it no longer identifies or distinguishes the specific source of the product or service (referred to as "genericide").

**To reduce the risk of genericide avoid incorrect grammatical use.**

A trademark is a proper adjective that should always precede generic noun. Do not use a trademark:

• As a noun.

• As a verb.

• In a possessive or plural form unless the actual mark is plural or possessive.

Correct grammatical use of a trademark is important to maintain the strength of a trademark, in particular if:

• A trademark is near either of the far ends of the spectrum of distinctiveness (either unique or highly descriptive of the relevant product or service), or

• The product or service itself is unique or the dominant product or service in the industry.

Policing the MedicAlert Brand begins with Licensor and Affiliates' own use of the trademarks. Licensor and Affiliates can help protect against genericide and a general weakening of the MedicAlert Marks by using the marks properly and avoiding internal misuse.

For example, the type of use that destroyed the ASPIRIN mark included advertising slogans like "Take an aspirin for your headache" instead of "Take ASPIRIN® brand headache remedy for fast relief." Aspirin is now a generic term in the United States, however, Bayer was able to avoid that fate in other countries, including Canada.

Other once famous brands that have become generic include: escalator, thermos, linoleum, dry ice, zipper, toll house, yoyo, trampoline and bikini.

**Examples of CORRECT grammatical uses include:**

• MedicAlert® bracelet

• MedicAlert® 24/7 emergency response

• MAC® computer

• XEROX® photocopier

• KLEENEX® tissue

• BAND-AID® adhesive bandages

• FEDEX® overnight delivery services

**Examples of INCORRECT grammatical uses include:**

• I just signed up for MedicAlert.

• I am going to Xerox your resume.

• Google your name on the Internet.

• I always keep Band Aids in the car.

## The MedicAlert Foundation Identity

The official trademarks, logos, colors, and type styles associated with Licensor and Affiliates make up the "MedicAlert Brand," which is the Foundation's most valuable asset. Consistent use of graphic elements, including logos, typography, imagery, and color palette allows the Foundation to protect the MedicAlert Brand and reinforce the quality of its product and services to all audiences. This Brand Manual does not imply that all collateral materials must look alike; however, the goal is to create collateral materials that demonstrate a familiar resemblance and create a clear and consistent message to convey that they are from the same source. This will allow Licensor and Affiliates to market to audiences worldwide, who will associate all branded materials with the Foundation. This Brand Manual represents a cohesive standards system intended to unify the Foundation and maintain a consistent brand identity, while still allowing for graphic distinction among the Licensor and various Affiliates, marketing campaigns and initiatives.

In particular, the guidelines are intended to meet several objectives:

• Expedite the process for Licensor's review of marketing materials pursuant to Standard VIII;

• Ensure consistent marketing review between Licensor and all Affiliates;

• Enable Licensor and Affiliates to develop accurate, consumer-friendly marketing materials that will assist beneficiaries in making informed health care choices;

• Establish consistent review standards for Licensor and all Affiliates, unless the marketing material is specific to a good, service, or other program being offered; and

• Preserve Licensor's ability to control marks as the mark owner.

## Official Logo

The "MedicAlert Logo" refers to the images shown below.

Guidelines for the use and presentation of the MedicAlert Foundation logo, foundation name, address and telephone number, color scheme, and approved typeface ensure consistency in quality and corporate image. These guidelines do not preclude individual identities or graphic styles for Licensor and Affiliates' Designated Service Areas. Rather, the guidelines offer an "umbrella" image to reinforce public awareness, recognition and support of the specialized industries with which Licensor and Affiliates have established working relationships.

The MedicAlert logo should be displayed prominently on all official collateral materials. The MedicAlert logos may be reproduced in color, 100% black or reversed out in 100% white as specified on the following pages.

## Official Logo Elements

The MedicAlert Logos are comprised of four elements: the MedicAlert symbol, ellipse, name and color.



### The MedicAlert Symbol:

Refers specifically to the oval enclosing the staff of Aesculapius flanked by the words "Medic" and "Alert" ("the MedicAlert Symbol"):

The staff of Aesculapius and the words "Medic Alert" should be red (PMS 199). The oval border should be black and the inside of the oval should be white.

*Note: The registration symbol ® appears to the bottom right of the MedicAlert symbol.*



### The MedicAlert Name:

Refers specifically to the words "MedicAlert" or "MedicAlert Foundation".

The name "MedicAlert" will appear to the right of the MedicAlert Symbol in black type. The type used is Century School Book Bold in upper and lower case for the name "MedicAlert" with no letter spacing between "c" and "A".

*Note: The registration symbol ® appears as a superscript, immediately to the top right of the name.*

### The MedicAlert Color:

The MedicAlert logo identifies the company to the outside world. It is imperative that it be used properly to ensure the integrity of our brand in all uses; on the Web, in print and video. The official version of the MedicAlert logo appears in 100% Pantone 199, or solid coated (red) and 100% black. It should appear as such whenever possible.

The MedicAlert Logo should be reproduced in red and black whenever possible. In instances where using both red and black are not an option, the MedicAlert Foundation logo may be reproduced in 100% black or 100% white. Do not create your own color version of the MedicAlert Foundation logo.

The three allowed color options are shown below:



*Please note that the logos shown above have a colored box around them to show you their actual color when placed over a color other than white. The MedicAlert logo may be placed over a colored background but should not be placed inside a colored box as shown above.*

## Logo Usage

### MedicAlert Foundation Logo Placement

The MedicAlert Foundation logo should appear on all collateral materials.

### Minimum Size

The minimum reproduction size for print materials should not be smaller than 1.25" wide by .194" inches tall, or, for web, 90 pixels wide and 14 pixels tall. For an online ad, the logo can have up to two sides with clearance space at as small as 5 pixels as long as the other two sides have space that's at least the height of the logo.

### Clear Space & Minimum Space

In order for the MedicAlert Logos to have its desired impact and strength, a minimum of clear space should surround it. Other graphic elements should not invade this space. The minimum space is a set measurement determined in each signature and is defined as X. The X will change proportionally as the mark increases and decreases in size.
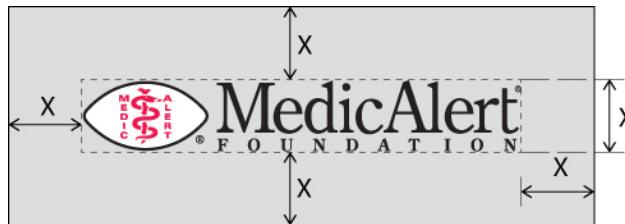


**CLEAR SPACE**

A minimum amount of clear space must be maintained around all four sides of the logo. The space is defined as X, where X is equal to the height of the logotype.

NOTE: Gray box in sample is only there to show correct spacing. Do not enclose the logo in containing shapes of any kind.

### Use of MedicAlert Logos on Photography

It is not recommended to use the MedicAlert Logos on top of photography. If use with a photograph is absolutely necessary, the MedicAlert Logos must be placed on a light colored homogenous area of sufficient contrast.

### Approval of Logo Usage

The MedicAlert Foundation Logos may be used in all letters and publications for member relations, development and fundraising, as well as in electronic communications, including the website and online advertising materials.

### Logo in Digital Form

The MedicAlert Logos are available in a variety of file formats (EPS, JPG, TIFF, PNG). The .eps file format is preferred by vendors and is generally used in higher-end desktop publishing programs and Adobe Illustrator. This format also has the advantage of being "resolution independent". That is, you can make it as big or as small as you wish without losing sharpness. However, you may not be able to open the .eps file directly on your computer without specific software.

The .png format works well in the various Microsoft Office applications. The .jpg can be used in web applications, though professional web developers should prefer to create specific sizes and resolutions from one of the other formats. The .jpg should not be used in physical sizes larger than a few inches across.

Requests for the MedicAlert Logos in different formats should be sent to MedicAlert Foundation's marketing department (marketing@medicalert.org).

## Secondary Identity

### Mobile Icon/Mobile Applications

The MedicAlert identity shown to the right should be used as the icon for mobile applications.

### For New Demographic Targets

The MedicAlert identity shown to the right may be used when targeting a new demographic.

## Logo Misuses

The MedicAlert Logos should not be altered in any way, such as stretching, altering size relationships, editing the symbol, changing the colors, or attaching other words or graphics. The graphics on this page are examples of incorrect usage and alterations of the MedicAlert Logos.



The MedicAlert Symbol cannot stand alone without the remaining elements of the logo. It may appear alone in proper context, e.g., as an illustration of MedicAlert jewelry that contains the MedicAlert Symbol. Please see Product Manual for approved use. However, if the MedicAlert Symbol stands by itself in collateral, the MedicAlert Logo must appear in a prominent position in the same collateral piece.



The Symbol may not appear above or below the name "MedicAlert."



The name "MedicAlert" may not appear to the left of the Symbol



No copy may appear within the Symbol other than the original design component



The name "MedicAlert" may not be divided by the Symbol or any other graphic element.

Do not stretch the logo



Do not compress the logo



Do not place the logo inside a box



Do not change the colors of the logo



Do not attach other text or graphics to the logo



Do not add a drop shadow to the logo

# Color Palette for Collateral

A consistent color scheme helps make Licensor and Affiliate communications instantly recognizable. The colors shown below are the primary and secondary colors of the Licensor. Licensor and Affiliates may use these colors on any materials related to their respective campaign or may develop a color palette, as approved by Licensor, that is culturally accepted in their respective Designated Service Areas. For color requirements related to product please refer to the product manual.

**Recommended Primary Colors**

PMS: 369
CMYK: 69, 12, 100, 1
RGB: 93, 166, 49
HEX: 5DA631

PMS: 285
CMYK: 77, 43, 0, 0
RGB: 45, 131, 213
HEX: 2D83D5

PMS: 424
CMYK: 0, 0, 0, 70
RGB: 35, 31, 32
HEX: 6D6E71

PMS: 199
CMYK: 0, 100, 62, 0
RGB: 237, 23, 79
HEX: ED174F

**Recommended Secondary Colors**

PMS: 539
CMYK: 96, 73, 47, 42
RGB: 15, 53, 75
HEX: 0F354B

PMS: 151
CMYK: 0, 48, 95, 0
RGB: 248, 151, 40
HEX: F89728

PMS: 668
CMYK: 65, 64, 0, 30
RGB: 81, 78, 134
HEX: 524E86

PMS: 7404
CMYK: 0, 9, 79, 0
RGB: 255, 225, 82
HEX: FFE152

PMS: 3145
CMYK: 100, 0, 19, 23
RGB: 0, 141, 169
HEX: 008DA8

## Primary Typography

Consistent typography is an important component of an organization's brand image and graphic identity program. The typeface Calibri was chosen for its aesthetically pleasing design and legibility. This font also offers flexibility in creating materials to be reproduced on everything from small laser- or inkjet-printed pieces to larger, professionally printed materials. All professionally printed jobs should use Calibri. Calibri should be used as the body copy in campaign and marketing publications. Script fonts may be used sparingly as a graphic element in a publication. Use of script fonts should be limited and is not recommended for text. Sans serif typefaces may be used as companion faces to Calibri. These companion faces may be used for headlines, callouts, captions, etc. The Times Roman typeface, in its many configurations, was a hallmark of MedicAlert Foundation publications for many years. Times Roman should not be used on campaign or other marketing materials.

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

*Calibri Italicized*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890!@#$%^&*()*

**Calibri Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()**

***Calibri Bold Italicized***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz***
***1234567890!@#$%^&*()***