



BRAND BOOK 2020

MEDSIGN[®]



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MedSign International Corporation is a telehealth solutions company that designs, develops and produces state-of-the-art communication platforms committed to advancing the way healthcare services are delivered anywhere in the world, in any language, anytime.

MedSign's flagship product is Qortex, a patent-pending TV-based telehealth technology that virtually connects hospitals, medical professionals, home care agencies and pharmaceutical companies with their patients providing real-time video, voice and vital sign data access in the comfort and safety of their home 24/7.

The MedSign brand book will help establish some guidelines so we can always maintain a consistent appearance in all applications.



LOGO FAMILY

The MedSign logo consists of a logomark created with custom letterforms along with the MedSign Radius element aligned to the letter I.
The relationship between the two elements should never be altered.



MEDSIGN LOGO

To maintain the integrity of the MedSign logo for optimal usage, other elements should not clutter or encroach the clear space. Utilizing the x-height of the MedSign logomark insures a uniform placement in all applications.



LOGOMARK

The MedSign International logo is an alternate logomark for limited use in email and business correspondence. The relationship between the two elements should never be altered.



MEDSIGN INTERNATIONAL LOGO

The preferred usage of the MedSign logo is the 4-color version featuring the Teal and Marine colorway. Black, Gray, and White options are available as well for specific applications. See the Color Usage section for reference.



MEDSIGN 4C LOGO



MEDSIGN BLACK



MEDSIGN GRAY



MEDSIGN REVERSE WHITE

The MedSign family of logos should never be altered. Follow these simple rules so that the MedSign brand is presented consistently across all media.

DO NOT ALTER OR ROTATE THE PLACEMENT OF THE LOGOMARK AND RADIUS



DO NOT PLACE THE LOGO ON A BUSY BACKGROUND WHERE THE LOGO IS NOT LEGIBLE



DO NOT DISTORT LOGO OR ELEMENTS IN ANY DIRECTION



DO NOT ADD EFFECTS SUCH AS DROP SHADOWS, EMBOSSING, OR GRADIENTS TO THE LOGOMARK



DO NOT USE COLORS ON THE LOGOMARK OTHER THAN THE SPECIFIC CALLOUTS



DO NOT SWAP THE COLOR POSITIONS ON THE LOGOMARK



The Qortex product logo is based on the same custom letterforms shared with the MedSign logomark and should never be altered.

QORTEX[®]

QORTEX LOGO

To maintain the integrity of the Qortex logo for optimal usage, other elements should not clutter or encroach the clear space. Utilizing the x-height of the Qortex logomark insures a uniform placement in all applications.



LOGOMARK

The preferred usage of the Qortex logo is the 4-color version featuring the same Teal as utilized on the MedSign logo. Black, Gray, and White options are available as well for specific applications. See the Color Usage section for reference.

QORTEX[®]

QORTEX 4C TEAL

QORTEX[®]

QORTEX BLACK

QORTEX[®]

QORTEX GRAY



The Qortex product logo should never be altered. Follow these simple rules so that the Qortex brand is presented consistently across all media.

**DO NOT ALTER OR ROTATE THE
PLACEMENT OF THE LOGOMARK**



**DO NOT PLACE THE LOGO ON A BUSY
BACKGROUND WHERE THE LOGO IS NOT LEGIBLE**



**DO NOT DISTORT LOGO OR ELEMENTS
IN ANY DIRECTION**



**DO NOT ADD EFFECTS SUCH AS DROP SHADOWS,
EMBOSSING, OR GRADIENTS TO THE LOGOMARK**



**DO NOT USE COLORS ON THE LOGOMARK
OTHER THAN THE SPECIFIC CALLOUTS**



The MedSign family of icons each consist of the first letter from each of their respective wordmarks reversed out of the same proprietary shape with the MedSign Radius element aligned to the upper right corner. This icon should only be used in a limited capacity on products and materials where space is limited.



MEDSIGN ICON



QORTEX ICON

The MedSign Radius can be used as a separate design element in both Teal and Marine color. This element is for limited usage and should not replace the full version of the logomark or icon.



RADIUS ELEMENT TEAL



RADIUS ELEMENT MARINE



TYPOGRAPHY

Typography plays a critical role in maintaining MedSign’s look for consistency and stability. The Univers family is the primary font for both print and digital applications. MedSign font usage is limited to 45 Light, 55 Roman, 65 Bold and including the three corresponding Oblique (italic) fonts.

UNIVERS

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

The MedSign Qortex product line has a unique designed alphabet set.
 These letterforms can be used as graphic elements only and cannot be
 keystroked via a computer.

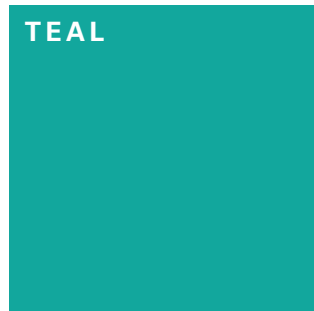
QORTEX LETTERFORM

A B C D E F G H I G K L N
 N O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0
 ! @ # \$ % ^ & * () _ + ? @



COLOR USAGE

The primary colors for all MedSign, Qortex, and auxiliary logomarks and icons are included here.



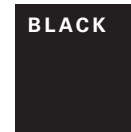
R0 G167 B157
HEX: 00a79d
C80 M10 Y45 K0
PMS: 326 C



R0 G98 B126
HEX: 00627e
C92 M48 Y31 K20
PMS: 7707 C



R150 G157 B160
HEX: 969da0
C30 M20 Y20 K20
PMS: 422 C





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