



# Corporate Design Basics

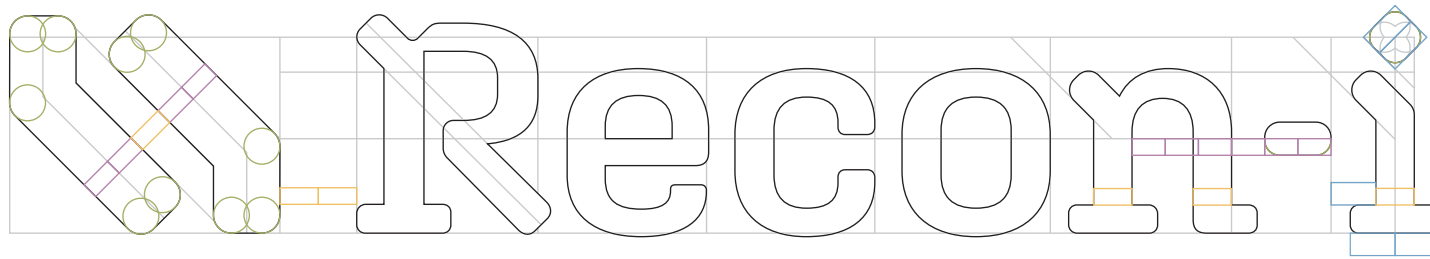
Oktober 27, 2022

# 1.1 The logo

## Design and construction

The Recon-i logo consists of a **symbol** and a **wordmark**. The kinks and diagonal angles in the symbol and some of the letters symbolize the mobility of a healthy joint.

All elements were carefully and precisely designed, constructed and arranged. The logo should therefore only be used and reproduced using the original files. The design and arrangement of the logo should not be edited, altered or redrawn.



Symbol



Wordmark

## 1.2 The logo

### Correct usage

The combination of the logo's symbol and wordmark must always be used as provided in the arrangement of the original logo files.

Also, the size and position of the two elements must not be changed separately.



Original logo



Wrong distance between elements



Resized wordmark



Resized symbol

## 1.2 The logo

### Correct usage

The symbol and the wordmark must always be used together.  
It is not allowed to display the symbol or the wordmark separately.



Wordmark without symbol



Symbol without wordmark

## 1.2 The logo

### Correct usage

The logo or its single elements may not be rotated or distorted in any way. The use of altered colors, gradients, shades, outlines or shadows either for the logo or for its elements is also not permitted.



Rotated



Modified colors or shades



Distorted



Outlined



Slanted



With shadow

## 1.3 The logo

### Protected area

To avoid the logo competing visually with other design elements standing next to it, a protected area around the logo must be maintained and kept clear.

The **minimum** width of this protected area is defined by the width of the area occupied by the two stems of the letter n in the logo's word mark.



The minimum protected area of the logo, shown here in light gray and light yellow

## 1.4 The logo

### Size limitations

The logo may be resized to suit different layouts and document dimensions.

However, to ensure a clear and legible appearance, the logo must never be used below the minimum sizes specified below.



 Recon-i The minimum size of the **printed** logo should be at least 20 mm wide / 3.2 mm high



The minimum size of the **digital** logo should be at least 160 pixels wide / 25 pixels high



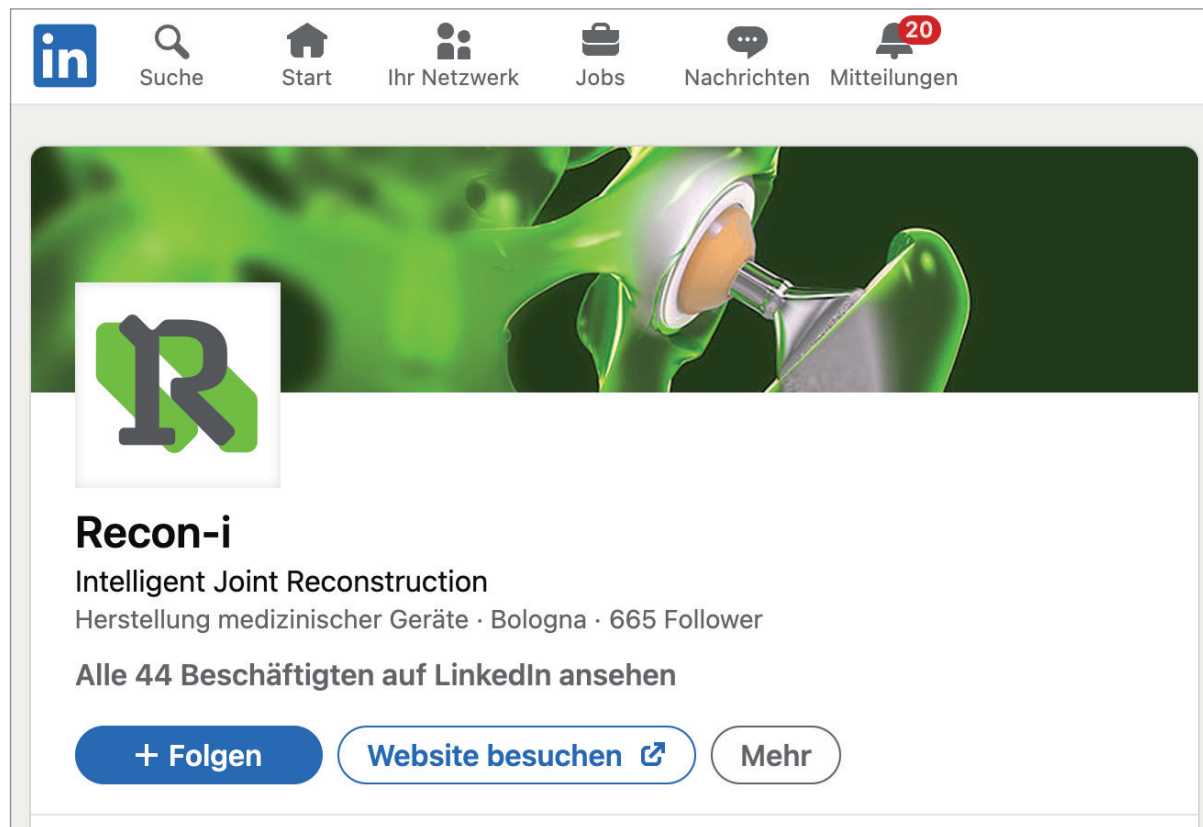
On the other hand, there is no maximum size for the application of the vectorized eps logo if the reproduction is technically feasible. ;-)

## 1.5 The Logo

### Special version for social media profiles

A special icon-like version of the logo is provided for the limited space in the square or circular image frames for profile pictures on social media platforms.

This logo version may only be used in combination with the full name of the Recon-i brand in the header of the social media presence.





## 1.6 The Logo

### Versions for single color reproduction

For applications with limited color reproduction capabilities (e.g. fax documents, b/w laser printing, stamps, embossing, engraving), two special single color versions are available.

Please use only these specially made versions and refrain from using other logo variants that you have created yourself.



Grayscale version



Black and white version

## 1.7 The Logo

### Background and contrast

Wherever possible, the logo should be displayed on a pure white background area.

When displaying the logo on **light colored areas or photo backgrounds**, the colors behind should always ensure a clearly recognizable reproduction of the complete logo.

If the logo has to be placed on **dark areas or busy/colorful photo backgrounds**, it is preferable to leave out a white area on which the logo can be displayed.



Logo on white background



Logo on light photo background



Logo on dark/colourful background



Logo on busy background

## 2.1 Corporate colors

### Primary palette

Besides the two colors of the logo, green and dark gray, the primary palette of the Recon-i corporate colors includes only black, white and a lighter gray.



**Recon-i green**

CMYK: 60 | 0 | 100 | 0

RGB: #7AB51D

Pantone: 368 C



**Recon-i medium gray**

CMYK: 0 | 0 | 0 | 55

RGB: #929395

Pantone: Cool Gray 7 C



**Recon-i dark gray**

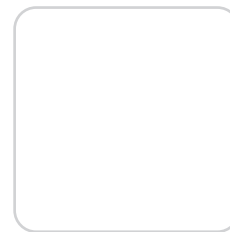
CMYK: 0 | 0 | 0 | 80

RGB: #58585A

Pantone: Cool Gray 11 C



**Black**



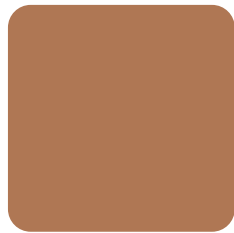
**White**

## 2.2 Corporate colors

### Secondary palette

The colors of the secondary palette are primarily used to identify and differentiate between the four Recon-i product segments “hip”, “knee”, “shoulder” and “spine”.

Each of these identification colors should be used prominently when creating product information that focuses on one of these four product segments.



#### Hip brown

CMYK: 0 | 45 | 55 | 35  
RGB: #B4815A



#### Shoulder blue

CMYK: 50 | 20 | 0 | 40  
RGB: #5F7E9B



#### Knee green

CMYK: 75 | 40 | 55 | 0  
RGB: #4E8074



#### Spine red

CMYK: 40 | 65 | 45 | 0  
RGB: #A86B72

## 2.2 Corporate colors

### Accent palette

In addition, the slightly brighter colors of the Accent palette can be used in all media and advertising materials to create charts or graphs or to highlight important details in texts and illustrations.



#### Accent yellow

CMYK: 5 | 25 | 70 | 0  
RGB: #F3C45F



#### Accent blue

CMYK: 55 | 25 | 10 | 0  
RGB: #7EA8C8



#### Accent green

CMYK: 40 | 20 | 75 | 0  
RGB: #AEB259



#### Accent purple

CMYK: 30 | 55 | 10 | 0  
RGB: #BB86AA

## 2.2 Corporate colors

### Shades and gradations

All corporate colors can also be used in lighter shades for the design of media and advertising materials if required.

The percentage values for the color gradations should be set in steps of 5 or 10 and should not fall below a value of 15%.



The graduated color patches show shades between 95% and 15% of the original color.

For gradations of gray, please use the scale of the black shades instead of lightening Recon-i dark gray or medium gray.



## 3.1 Corporate typography

### Headline font

The headline font is named **Aglet Slab Semibold**. It is the same font used to design the Recon-i logo. The kinks and angles in some of its letters symbolize the mobility of a healthy joint.

The font was designed by **XYZ Type** and must be purchased for use.

**Purchasing option:** [myfonts.com/products/semibold-aglet-slab-252281](https://myfonts.com/products/semibold-aglet-slab-252281)

**Aglet Slab**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ÄÖÜäöüß\_1234567890()&,+!/?,"

a d g m n p r

## 3.2 Corporate typography

### Copytext font

The font for reading and information texts is called **Open Sans**. The font was commissioned by **Google**, has been published under an open source license and is available free of charge for commercial use.

For ease of use, the choice of fonts in everyday use should be limited to the four weights **Regular**, **Bold**, **Italic** and **Bold Italic**.

Download option: [fonts.google.com/specimen/Open+Sans](https://fonts.google.com/specimen/Open+Sans)

Open Sans Regular 400  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ÄÖÜäöüß\_1234567890()&.+!/?,,“

*Open Sans Regular 400 Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*ÄÖÜäöüß\_1234567890()&.+!/?,,“*

**Open Sans Bold 700**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**ÄÖÜäöüß\_1234567890()&.+!/?,,“**

***Open Sans Bold 700 Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***ÄÖÜäöüß\_1234567890()&.+!/?,,“***



## 3.3 Corporate typography

### Recommended formatting

Below are some common text modules in their recommended formatting. A hierarchy of consistent color, regular or bold font weights, and graduated font sizes ensures a clear and legible text presentation.



The definitions of colors and color values can be found on pages 11–14 of this manual.

#### **Headline**

Copytext eius ilitam, voluptatem audia simin parchit  
icae audiciam, ut experum **bold text**, ut pore, ut  
*italic text* ut autem ipit quos simuscia volor moditat  
utatur si **bold italic text** pa adigent.

#### **Subline**

##### **Paragraph title**

-  Bulletpoint text maximin cor minci res es reicidit  
ex ea corant quam
-  Ximi, quodi ut **gray bold text** ipsam hit hicab  
ipsuntiam eatqui ape la voluptaque et aut est

[www.hyperlink.com](http://www.hyperlink.com)

Headlines and Sublines should be set in either black or Recon-i dark gray.

**Subline size** = about 2/3 of headline size

**Copytext size** = about 2/3 of subline size  
or about 1/3 of headline size

Headlines and sublines can be preceded by a square in one of the corporate colors. The side length of the square is equal to the height of the uppercase letter H in the respective text size.

For enumerations, the side length of the square bullet is equal to the height of the lowercase letter x in the respective text size.

If rounding of the corners of the square is possible, the corner radius is equal to approx. 20% of the side length of the square.

## 4.1 Typical design elements

### 45° angles

Following the 45° angle in the design of the Recon-i logo and corporate typeface, other graphic elements and shapes with this angle can be used in the design of media and advertising materials.

To view further examples, please refer to the illustrations on page XX ff of this manual.

**Intelligent  
Joint  
Reconstruction**

Colored rectangular decorative or background elements as well as picture frames can also be cut at a 45° angle. The area with the cut corner should not take away more than 1/5 to 1/3 of the height of the trimmed shape.

Optionally, the edges can be subtly rounded.



Another option are horizontal dividing lines, where a small area kinks off with this angle.

## 5 Application examples

### Business cards



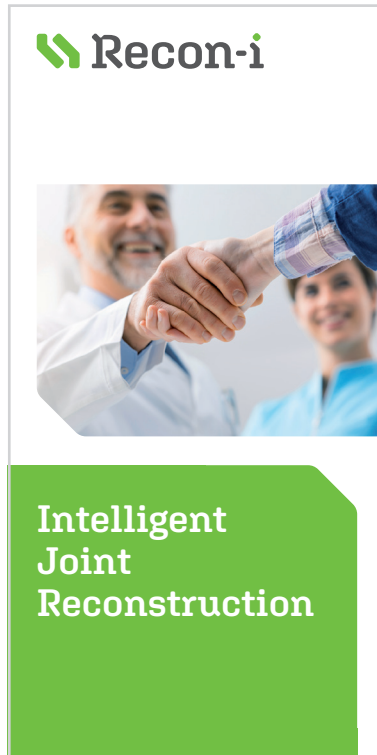
Business card, front



Business card, back

# 5 Application examples

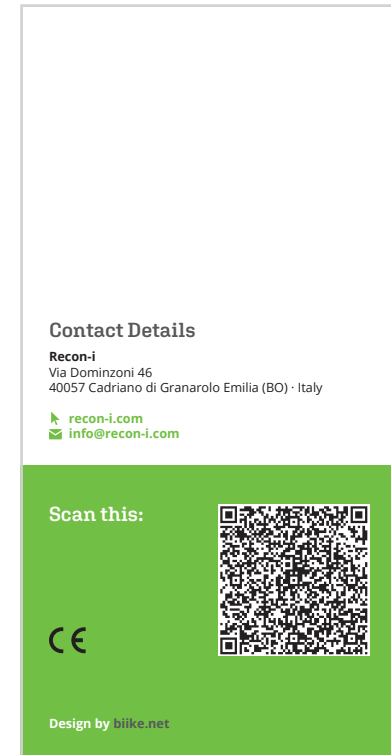
## Product flyer, part 1



Title



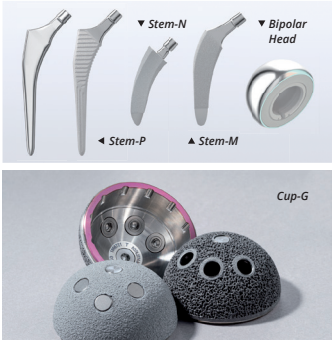

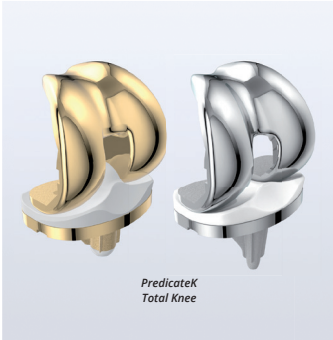

Intro



Back

# 5 Application examples


## Product flyer, part 2

Hip Replacement			Knee Replacement
<p><b>■ Primary Surgery</b></p> <ul style="list-style-type: none"> <li>■ Conventional and neck-preserving short stems, cementless &amp; cemented wedge stems</li> <li>■ One acetabular cup system accepting all state-of-the-art bearings: Ceramic and vitamin-e infused polyethylene inserts with either a titanium plasma or additive manufactured trabecular titanium surface, all coated with CaP</li> </ul>  <p><b>■ Your Advantages</b></p> <ul style="list-style-type: none"> <li>■ Intuitive, minimally invasive technique</li> <li>■ Superior range-of-motion with the largest head/cup ratio: 32/44mm, 36/50mm.</li> <li>■ Highly soluble, electrochemically deposited CaP coating can penetrate several pore layers to improve bone ingrowth</li> </ul>	<p><b>■ Revision Surgery</b></p> <ul style="list-style-type: none"> <li>■ Completely modular revision</li> <li>■ Double Mobility insert for primary and revision surgery out of titanium and coated in TiNbn</li> <li>■ Face-changing insert adapters</li> <li>■ 3D printed trabecular titanium cups coated with CaP</li> </ul>  <p><b>■ Your Advantages</b></p> <ul style="list-style-type: none"> <li>■ Anti-allergic and ceramic-like double-mobility bearing</li> <li>■ Adjust intra- or postoperatively offset and anteversion in both femoral and acetabular revision</li> <li>■ Superior primary and secondary fixation</li> </ul>	<p><b>■ Primary Surgery</b></p> <ul style="list-style-type: none"> <li>■ Fixed Bearing CR &amp; PS, Mobile Bearing CR &amp; PS</li> <li>■ Cemented or cementless</li> <li>■ Spherical condyles, shaped with a single radius both in the sagittal and frontal planes</li> <li>■ Mirror polished pool-plate</li> <li>■ World class materials: Anti-allergic, ceramic-like TiNbn coating as well Vitamin-E infused polyethylene inserts</li> </ul>  <p><b>■ Your Advantages</b></p> <ul style="list-style-type: none"> <li>■ Maximum stability and reliability in any load condition</li> <li>■ Minimal backside wear and ability to retain PE wear particles</li> <li>■ Reduced wear and resistance to fracture</li> </ul>	<p><b>■ Revision Surgery</b></p> <ul style="list-style-type: none"> <li>■ A completely modular solution for complex primary and revision knee surgery</li> <li>■ Designed to apply classical revision solutions also to complex primary cases</li> <li>■ Cemented and cementless stems, offset adapters as well as femoral and tibial wedges</li> </ul>  <p><b>■ Your Advantages</b></p> <ul style="list-style-type: none"> <li>■ Seamless transition from primary to revision</li> <li>■ Accurate and reproducible method for locating the joint line</li> <li>■ Minimal number of instrument sets</li> </ul>

Inside pages

# 5 Application examples PowerPoint template

Recon-i



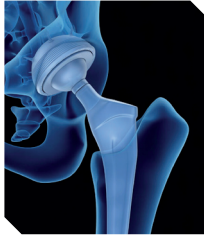
**Headline**

Subline,  
one or more lines

May 16, 2022

Recon-i

Slide with two columns: text & text or text & image



Hip Replacement  
**Our premium product**  
Model No.

Vut harum exearum reprem earundae parlatium nisticlatis se eos magnis iderspitat veliquibus pro dunt re rest la consed quiatum eum dignis ium fugitat inctur aut id quis eum exces doluptatur estiberspe vid natur.

Erumque solorum eume volum aribusa aliquam qua spie tureria et porissi miligni dis aut exeritius vent.

Fiendae eius dipsa perfero blabores vollest et erat labo. Quis dolorehenem aut quantumque nobit ant. Mod exersped enis sim verioribus.

Recon-i

Slide with less text, bigger


Fiendae eius dipsa perfero blabores vollest et Quis dolorehenem aut quantumque nobit ant. Mod exersped enis sim verioribus.

- Labo. Itatur, nobis corio beatus rem lanimod ut fuga. Nequi cum ium quis et utestem eum que ium nerumque ideruptatur
- Ximpor alit labor alis essim que sundit hillabo.

**Erumque solorum eume volum aribusa aliquam qua spie tureria et porissi miligni dis aut exeritius vent.**

Recon-i

Your contact



Title  
**Name Surname**  
Job description

**Recon-i Medical S.r.l.**

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Fax: 0 12 34 5 777-002  
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recon-i.com

16. Mai 2022

Recon-i

Intermediate slide with image

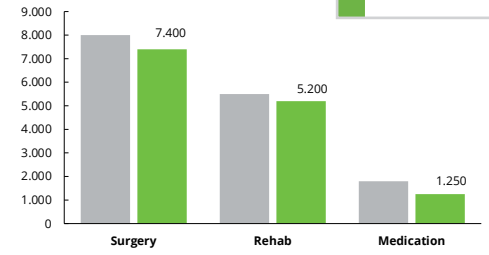


16. Mai 2022

Recon-i

Slide with bar chart

Comparison of different alternatives



Alternative	Value
Surgery	7.400
Rehab	5.200
Medication	1.250

16. Mai 2022


## 5 Application examples

### Exhibition stand



## 5 Application examples

### Roll-up display



# Recon-i

## Intelligent Joint Reconstruction



### Your Advantages

- As que earia si dipsantem qui inc emolor re ped eos nulpari
- Rusdae doluptatur, odionse
- Nam fuga ullacca esequere renenis eos iunteculpa volupta tioria

[recon-i.com](http://recon-i.com)

