



GLOBAL BRAND STANDARD

LAKE REGION MEDICAL BRAND HISTORY



Since its founding in 1947, Lake Region Medical has grown into a world-leader in the medical device technology industry. In 2007, the organization executed a rebranding initiative encompassing a name change from Lake Region Manufacturing to Lake Region Medical in celebration of its 60th year in business and nearly 50 years of excellence in the medical device industry. In conjunction with the name change a new brand identity was developed.



THE FIRST 60 YEARS

Over its first 60 years, Lake Region did not develop a brand standard. Even with the development of an official logo, without a brand standard in place to provide guidelines, logo variations flourished and branding elements such as a typography, color, and images were neither formally established, nor consistently applied.



LAKE REGION MEDICAL UNVEILS REBRAND

Central to the rebrand initiative was a new logo introducing an iconic element of a line-drawn heart forming an abstracted fish within. The abstracted fish alludes to Lake Region Medical's start as a fishing tackle manufacturer. The line art implies guidewires, Lake Region Medical's point of differentiation. Finally, the heart signifies Lake Region Medical's leadership in vascular access and delivery solutions. The powerful symbol honors Lake Region Medical's heritage, while signaling the direction of the corporation.

LOGO GUIDELINES

In order to set a consistent visual identity, it is vital that certain guidelines are followed when using the Lake Region Medical logo.

To ensure the integrity of the logo — all elements must be kept intact, not to be duplicated through typesetting, reconstructed with computer typography or scanned from an original. The only acceptable method of reproduction is from electronic files available from the Marketing Department. The logo may also be reduced or enlarged as needed. See page 3 for standard and minimum size requirements.

COMPANY NAME

Every time a new corporate communication is presented to a reader or viewer, the first use of the corporate name must be Lake Region Medical. Subsequent later uses of the corporate name may be simplified to Lake Region. Applying the later-use form is optional.

CONTROL AREA

The logo must always be surrounded by a generous amount of space — without intrusion of other graphic elements. The recommended amount of space surrounding the logo is equal the height of Lake Region Medical top to bottom as shown below. The shaded blue area in the illustration below indicates the control area. These same guidelines apply to the horizontal logo as well.



RECOMMENDED CONTROL AREA

X = HEIGHT OF

LAKE REGION TOP TO BOTTOM IN THE LOGO

MINIMUM CONTROL AREA

HEIGHT OF THE LETTER "R" IN THE LOGO

LOGO ICON ELEMENT

The iconic line-drawn heart element may be used as a stand-alone graphic element for selected applications. That said, such usage of the heart icon is limited and requires permission from the Marketing Department.

TRADE MARK

When using the Lake Region Medical logo, use the versions with the Registered Trade Mark unless otherwise instructed by the Marketing Department.

LOGO SIZE & PLACEMENT

To maintain a unified and consistent visual image for Lake Region Medical collateral, standards have been set for logo sizes. The standard size logo for any printed corporate cover use is 40% of the original EPS file. Letterhead and business envelopes is 35%, and business cards are 30%. The minimum size is 15% for device packaging.

40%



35%



30%



15%



ACCEPTABLE APPLICATIONS OF THE LAKE REGION MEDICAL LOGO

The preferred version of the Lake Region Medical logo is the 2-color version — PMS 186 Red and Black. When it is not possible to display the two color version — the logo may be printed in 100% black or reverse the logo from a field of color or dark area of an image. A horizontal version of the logo is also allowed when space does not permit the primary stacked version. Please refer to the examples below for other acceptable options.

PREFERRED VERSION

PMS 186 AND BLACK



ALTERNATE ACCEPTABLE VERSIONS

HORIZONTAL VERSIONS



ALTERNATE ACCEPTABLE VERSIONS

100% BLACK



TWO-COLOR REVERSE



WHITE REVERSE



UNACCEPTABLE APPLICATIONS OF THE LAKE REGION MEDICAL LOGO

The Lake Region logo is the primary visual brand identifier of Lake Region Medical. Alteration of the logo in any way is not permitted. While an alteration may appear desirable for a particular application, remember that visual recognition is established through consistent use of the logo and other elements of the identity system. Shown below are some examples of unacceptable uses.

UNACCEPTABLE VERSIONS



INCORRECT TRADEMARK
(Incorrectly utilizes TM, should utilize [®])



ROTATED



WRONG COLOR



CONDENSED TO FIT SPACE



UNAPPROVED COPY



LOW CONTRAST



FRAMED WITHIN ANOTHER SHAPE



COMPONENT OF ANOTHER LOGO