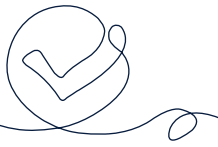




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Brand **GUIDELINES**





1.0 Brand Colours

The corporate colours are the base for all visual communication and should be used to reinforce the brand identity.

Reliance Medical colours:

There are three colours that make up the Reliance Medical brand identity. Navy blue is our primary colour, with green and turquoise being secondary colours.

Black / dark grey is to be used for body copy.

Please ensure you use the correct colour system:

- **CMYK - for print**
- **RGB / Hex - for digital**
- **Pantone - for spot colour**
(specific colour printing).



Navy Blue

CMYK: C=100, M=87, Y=42, K=52

RGB: R=9 G=31 B=63

Hex: #091f3f

Pantone: 282



Green

CMYK: C=50, M=0, Y=100, K=0

RGB: R=141 G=198 B=63

Hex: #8dc63f

Pantone: 375



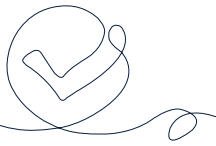
Turquoise

CMYK: C=88, M=0, Y=40, K=0

RGB: R=0 G=177 B=173

Hex: #00b1ae

Pantone: 3262



2.0 Brand Logos | Orientation

The Reliance Medical logo should be used correctly through all marketing material / documents to ensure a consistent brand image is projected across the globe.

The Reliance Medical logo is available in three formats for varying uses:

A: Square Orientation

B: Landscape Orientation

C: Single line Orientation

A: Square orientation



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B: Landscape orientation



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C: Single line orientation




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2.1 Brand Logos | Placement & Clear Zones

The logo requires space around it in order to maximise its visual presence. A clear zone around the logo prevents any graphic element from interfering with its integrity.

Always allow a clear zone of at least the height of the area defined by  (the height of 'Medical').

This is the absolute minimum space that should be left. More space should be given when possible.

A: Square orientation clear zone



B: Landscape orientation clear zone



C: Single line orientation clear zone





2.2 Brand Logos | Colourways

The Reliance Medical logo colourways can be used on all of our logo formats, i.e. Square, Landscape and Single Line orientations.

The examples on the right show all colourways in our Landscape orientation. These colourways will apply to the Landscape and Single Line orientations.

A: Primary Colourway

B: Reverse Colourway

C: Mono Blue Colourway

D: Mono White Colourway

E: Mono Black Colourway

A: Primary Colourway for all light backgrounds



B: Reverse Colourway for all mid to dark backgrounds



C: Mono Blue Colourway for all light backgrounds

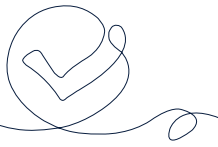


D: Mono White Colourway for all mid to dark backgrounds



E: Mono Black Colourway for all light backgrounds





3.0 Brand Logos | Incorrect Usage

The Reliance Medical logo should never be modified or altered in anyway. When scaling the logo to varying sizes, ensure the dimension ratios (see 2.1 Brand Logos - Placement & Clear Zones) are kept in proportion to each other. If in doubt, contact the Reliance Medical Marketing team.

Please refrain from the following examples of incorrect logo usage:

- 1: **X** Do not use drop shadows
- 2: **X** Do not place the cross to the right of the text
- 3: **X** Do not outline the logo
- 4: **X** Do not stretch the logo horizontally
- 5: **X** Do not stretch the logo vertically
- 6: **X** Do not change the logo colours
- 7: **X** Do not angle the logo
- 8: **X** Do not use the logo without the cross
- 9: **X** Do not delete any elements of the logo
- 10: **X** Do not skew the logo
- 11: **X** Do not use the wrong logo on a dark background / no clear zone
- 12: **X** Do not resize any elements of the logo

✓ Correct Usage on light background



✓ Correct Usage on mid to dark backgrounds with clear zone





4.0 Typography

Reliance Medical uses a specific set of fonts across all communications to ensure a consistent brand is conveyed to our customers / clients.

'Bliss Pro' or 'Bliss' is the leading font for our design assets. It is also the font used in our logo.

The 'Light' or 'Regular' weights should only be used for body copy.

The Italics option is only to be used sparingly and not for main titles / multi-paragraph body copy.

The minimum font size should not be below 4pt.

* 'Calibri' is to be used as a substitute when working with Microsoft Office applications, or for when 'Bliss Pro / Bliss' is not available.

Title Case

Bliss Pro Heavy

Bliss Pro Extra Bold

Bliss Pro Bold

Bliss Pro Medium

Bliss Pro Regular

Bliss Pro Light

Bliss Pro Extra Light

Upper Case

BLISS PRO HEAVY

BLISS PRO EXTRA BOLD

BLISS PRO BOLD

BLISS PRO MEDIUM

BLISS PRO REGULAR

BLISS PRO LIGHT

BLISS PRO EXTRA LIGHT

* 'Calibri' font should only be used in Microsoft apps:

Calibri Bold

CALIBRI BOLD

Calibri Regular

CALIBRI REGULAR

Calibri Light

CALIBRI LIGHT