



## **BRAND STYLE GUIDE**

# BRAND OVERVIEW

Surgeon-Focused Solutions

# LOGO USAGE

## PRIMARY LOGO

The Marina Medical Instruments logo is to be used in all external communications. Always place the logo on a white background for maximum visibility and clarity.



## SECONDARY LOGO/VARIATIONS

The secondary logo in monochrome (black or white) may be used on dark backgrounds, but the original logo colors should never be altered or redesigned.



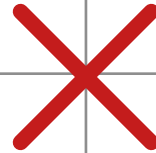
## CLEAR SPACE

Maintain a clear space around the logo equal to the height of the 'M' in the logo on all sides. No other elements should intrude on this space.



# LOGO DO'S AND DON'TS

Do not stretch, distort, or rotate the Marina Medical Instruments logo. Do not change the logo's color or apply unapproved effects.

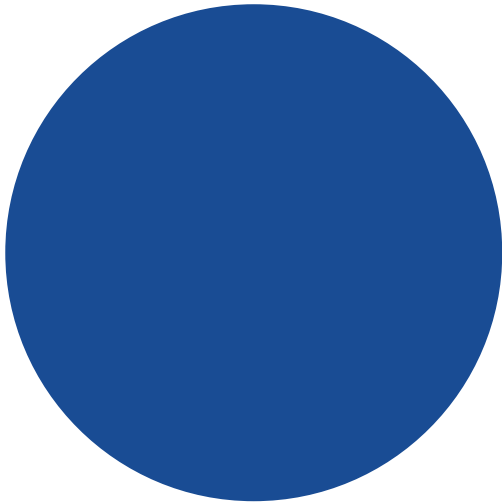


# COLOR PALETTE



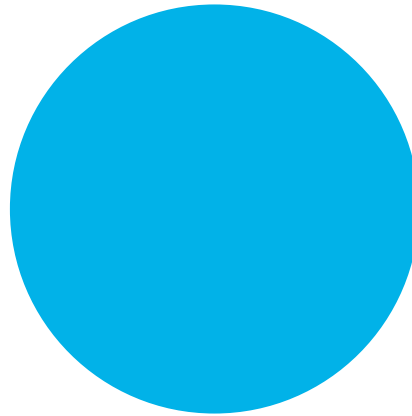
# PRIMARY COLORS

The primary color for Marina Medical Instruments is #0072BB (Hex), 0, 114, 187 (RGB), symbolizing trust and professionalism.



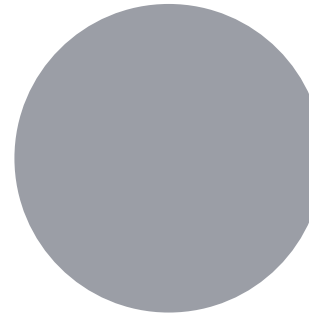
**#194C94**

C: 98%    R: 26  
M: 80%    G: 76  
Y: 12%    B: 146  
K: 2%



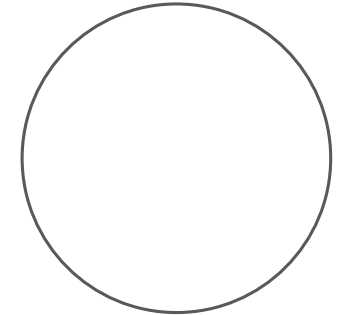
**#01B2E8**

C: 70%    R: 1  
M: 10%    G: 178  
Y: 0%    B: 232  
K: 0%



**#9B9EA6**

C: 42%    R: 155  
M: 33%    G: 158  
Y: 28%    B: 166  
K: 0%

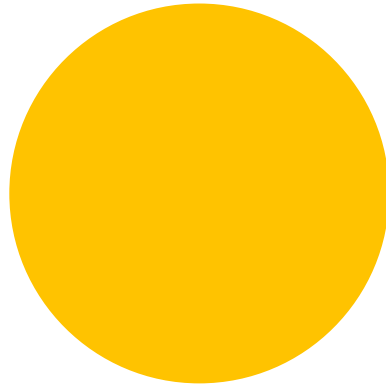


**#FFFFFF**

C: 0%    R: 255  
M: 0%    G: 255  
Y: 0%    B: 255  
K: 0%

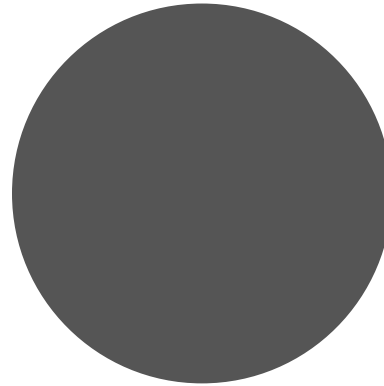
# SECONDARY/ACCENT COLORS

Use #FFC300 for secondary highlights, such as buttons or call-to-actions, and #555555 for text and additional elements.



**#FFC300**

C: 0%    R: 255  
M: 24%   G: 195  
Y: 100%   B: 0  
K: 0%



**#555555**

C: 64%    R: 85  
M: 56%    G: 85  
Y: 55%    B: 85  
K: 31%

# COLOR USAGE

Primary colors should dominate main brand assets such as website headers, packaging, and printed materials. Accent colors should be used sparingly for emphasis.

**TYPOGRAPHY**

## **PRIMARY TYPEFACE**

Marina Medical Instruments uses 'Open Sans' for all web and print materials. This font ensures a modern and professional look across communications.

**OPEN SANS**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

## **HIERARCHY**

Use 'Open Sans' Bold for headlines (H1 at 36px, H2 at 28px), 'Open Sans' Regular for body text (16px), with 1.5x line spacing for improved readability.

**Headline H1 36PX**

**Headline H2 28PX**

Body text 16px

## **FALLBACK FONTS**

If 'Open Sans' is unavailable, use 'Arial' for digital platforms and 'Helvetica' for printed materials as alternatives.

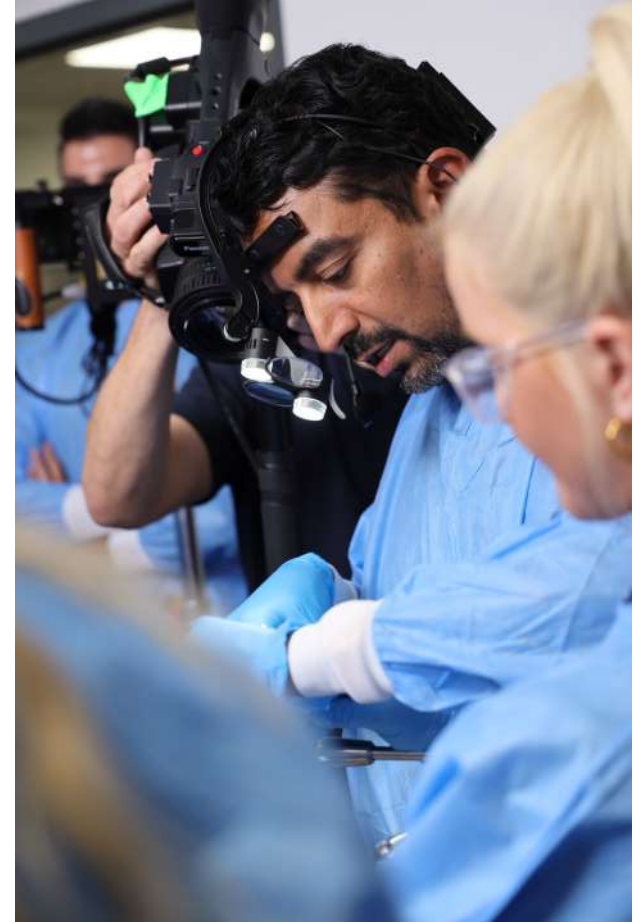
**Arial**

**Helvetica**

**IMAGERY AND  
PHOTOGRAPHY**

# PHOTOGRAPHY STYLE

Imagery for Marina Medical should showcase real surgeons using our instruments in clinical settings. High-resolution images reflecting professionalism and precision are mandatory. Avoid stock images that don't reflect the medical field.





## IMAGE TREATMENTS

For consistency, apply a subtle black overlay (10%) when placing text over images. This ensures readability while maintaining the brand's clean aesthetic.

A blurred surgical room with a surgical light in the foreground and the text "TEXT OVERLAY" centered in white.

**TEXT OVERLAY**

## DO'S AND DON'TS

Do not use pixelated or low-quality images. Ensure all images are sharp, professional, and reflect the company's dedication to precision.



**TONE OF VOICE**

## **BRAND PERSONALITY**

Marina Medical Instruments is professional, knowledgeable, and approachable. Communications should be informative and build trust with surgeons and medical professionals.

## **LANGUAGE GUIDELINES**

Maintain a professional yet conversational tone in all communication. Use clear, concise language to convey technical details when necessary, but avoid overly complex jargon.

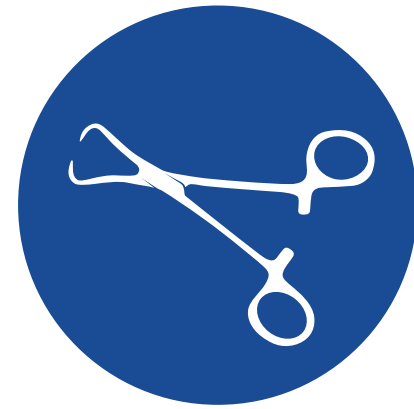
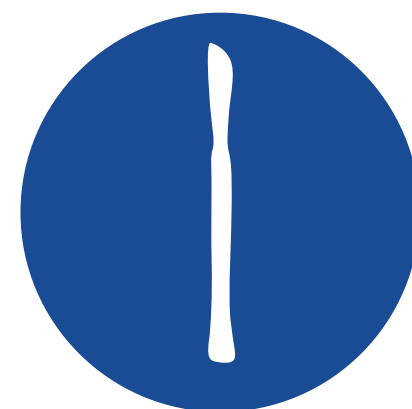
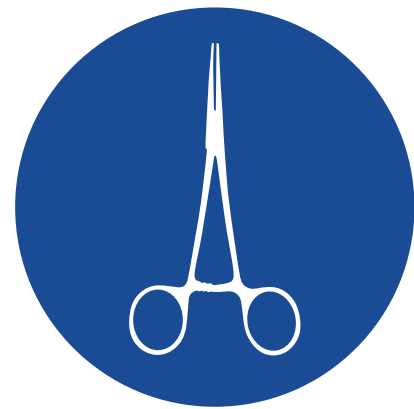
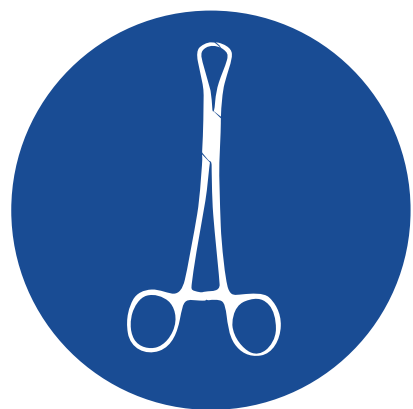
## **BRAND-SPECIFIC WORDS/PHRASES**

Always refer to instruments by their official product names (e.g., 'BriteTrac Style Retractor'). Use 'quality surgical instruments' to describe the product range and 'precision-driven solutions' to emphasize brand value.

# BRAND ASSETS AND ICONOGRAPHY

# ICONS

Icons used in Marina Medical's marketing and communication materials should be clean, medical-themed, and minimalist, such as scalpels, surgical masks, and anatomy symbols.



# ILLUSTRATION STYLE

Illustrations, if used, should be precise, simple, and reflect the technical expertise of Marina Medical's instruments. Avoid cartoonish styles.



# SOCIAL MEDIA GUIDELINES



# CONTENT TONE

Marina Medical Instruments' social media should maintain an informative and professional tone, targeting surgeons and healthcare providers. Posts should focus on product innovation, industry trends, and client success stories.



## HASHTAGS/TAGGING

Use **#MarinaMedicalInstruments**  
and **#PrecisionSurgicalTools**  
in every post to increase visibility.  
Tag partnering surgeons and healthcare  
institutions whenever applicable.

# POST FORMATS

Instagram posts should use a 1080x1080px format for square posts and a 1080x1920px format for stories. Videos should not exceed 1 minute, and educational posts should include detailed captions.



1080px x 1080px ratio  
for square posts



1080px x 1920px ratio  
for stories

# BRAND APPLICATION

## **COLLATERAL MATERIALS**

All Marina Medical Instruments brochures, business cards, and packaging must feature the logo on the top-right corner. Use 'Open Sans' font for all textual content, and ensure product descriptions are concise and technical.

## **DIGITAL AND PRINT ADS**

Marina Medical Instruments' ads must adhere to brand colors, typography, and logos. The tagline 'Surgical Precision. Innovation in Every Instrument.' should be prominently displayed in both print and digital formats.

This approach ensures that Marina Medical's branding remains cohesive, professional, and aligned with the company's values, no matter where or how it is presented.



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