



# **branding** GUIDELINES

# DeRoyal<sup>®</sup> MISSION

Founded in 1973, medical device manufacturer DeRoyal<sup>®</sup> is committed to improving the clinical quality and economic health of its customers. With 1,900 employees, 2.5 million square feet under roof, operations in six countries and five USA states and manufacturing assets on three continents, DeRoyal<sup>®</sup> brings value to its customers in several distinct markets; these include surgical devices, unitized delivery systems, orthopedic supports and bracing, and wound care dressings. Key core competencies include injection molding, device assembly, metal fabrication, converting, electronics assembly and sterilization services. DeRoyal<sup>®</sup> combines these fundamental manufacturing capabilities with its own unique services and information technology tools to deliver unparalleled value to its customers with a particular expertise in disrupting dysfunctional markets.

## one: INTRODUCTION

Communication of our DeRoyal<sup>®</sup> logo and tagline is immensely important in protecting the visual integrity of our heritage and mission. Portraying a consistent and recognizable image is for more than just aesthetic appeal: done well, it becomes another powerful element for our marketing presence.

These guidelines apply to all marketing materials. Examples include any of the following when used to promote DeRoyal<sup>®</sup> products and services:

- Text
- Photographs
- Advertisements
- Brochures
- Product Information Sheets
- Catalogs
- Videos

**Use the DeRoyal brand in accordance with this guide.**

# two: TRADEMARKS

## GENERAL

DeRoyal® marks include common law and registered trademarks, service marks, and trade dress. It is important that DeRoyal® marks be used properly to preserve and protect them as assets of the company.

- Clearly identify DeRoyal® marks.
- Do not modify or alter any of DeRoyal® marks.
- Do not use the mark in any way that confuses a DeRoyal® mark with another brand.
- Do not use the marks to imply sponsorship or endorsement of other brands unless this use has been approved.
- Do not combine DeRoyal® marks with other names, marks, brands, or generic terms that are not part of the product description.
- Do not use the DeRoyal® logo within text as a substitute for the name.
- Trademarks are adjectives. Use the brand name in combination with the generic name.

## DESIGNATIONS

Indicate a brand is trademarked with the appropriate designation, for example (™) or (®). A (®) designates a registered trademark and a (™) designates a common law trademark. The designations are subject to change at any time.

- Superscript all designations.
- Designations must be placed after each use.
- At the rear of the document, a **credit notice section** should include a list of trademarks claimed in the document.

**TIP:** Use the (®) designation if inserting the word “brand” would make sense in your sentence.

### EXAMPLES:

*The DeRoyal® Warrior® brand knee-brace provides excellent sports activity support and protection.*

*DeRoyal is the leading supplier of orthopedic softgoods to hospitals in the United States.*

*DeRoyal Industries, Inc. has its headquarters in Powell, Tennessee.*

# three: THE DEROYAL NAME

## DEROYAL EDITORIAL STANDARDS

When using the DeRoyal name in marketing materials:

- Capitalize the “D” and “R” letters. All other letters should be lowercase. There is no space between the “e” and the “R”.

CORRECT:

**DeRoyal**

INCORRECT:

~~Deroyal~~

~~De Royal~~

~~de Royal~~

~~deroyal\*~~

\* (except when used in the URL at [www.deroyal.com](http://www.deroyal.com))

- When referring to the legal entity, “DeRoyal Industries, Inc.,” it is not necessary to use the registered trademark symbol (®).

## INCORRECT USE:

*Do not use ® or ™ with a possessive use:*

INCORRECT:

~~Deroyal®'s~~

# four: DEROYAL LOGO MARK

## DEROYAL LOGO MARK

The DeRoyal logo mark and “stylized D” are important elements of DeRoyal’s brand and marketing. Consistent use of the logo mark is essential to ensure brand integrity.

- No part of the logo type should be redrawn or altered.
- If the logo is to be resized, the aspect ratio should be locked and retained so as to not resize it disproportionately.
- All reproduction of the symbol must be made from approved logo mark masters and should be in the appropriate resolution for the material. Printed materials should use a resolution of no less than 300dpi.
- Keep enough space around the DeRoyal logo so it appears clean and uncluttered.
- No other symbols, graphics, or images may be layered under or on top of the DeRoyal logo mark.
- The “stylized D” element can be used alone as a background or design graphic/element. When used in this way, the “stylized D” should not include the registered trademark (®) symbol.
- The logo may be shadowed.

## THESE ARE APPROVED USES\*:

### PRIMARY USE:



### SECONDARY USES:



\* NOTE: All logo use is subject to legal review.

# five: DEROYAL TAGLINE AND COLOR SCHEME

## DEROYAL TAGLINE

The DeRoyal tagline is an important element of DeRoyal's marketing, brand, and image.

When using the tagline:

- The tagline should appear with the DeRoyal logo whenever possible.
- The superscript registered trademark symbol (®) should always appear as part of the tagline.
- The tagline should include a period (.) after the words "Care" and "Business." Each of the words should be in title case (i.e., upper case C and upper case B). There should be one (1) space after the first period.

CORRECT:

**Improving Care. Improving Business.®**

INCORRECT:

**Improving care. Improving business.®**

INCORRECT:

**Improving care, improving business.®**

INCORRECT:

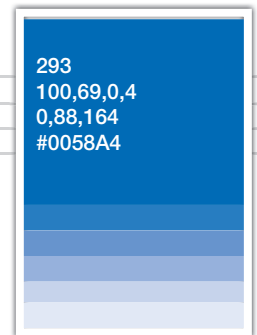
**Improving care, Improving Business.®**

## DEROYAL COLOR SCHEME

### PRIMARY:

The primary color used for DeRoyal is Pantone® 293. The logo, tagline, and graphical elements should always use this color. Half tones may be used for shadowing. The logo and tagline may be shown in black or reverse print (white) if necessary.

PMS	293
CMYK	100,69,0,4
RGB	0,88,164
HTML	#0058A4



### SECONDARY:

The following is a complete list of acceptable accent colors to complement the primary blue. Accent colors should not replace the primary blue.

PMS	295	298	325	367	7545
CMYK	100,69,8,54	67,2,0,0	50,0,23,0	40,0,81,0	58,32,18,54
RGB	0,45,91	20,190,240	12,202,203	164,213,93	61,85,103
HTML	#002D5B	#14BEF0	#70CACB	#A4D55D	#3D5567

# six: COPYRIGHT

## DEROYAL PHOTOGRAPHS AND IMAGES

When using images or photographs, the following guidelines apply:

- Other than for touch-ups, color, or lighting corrections, photographs should not be altered in any way as to misrepresent DeRoyal's products.
- Other logos or brand names cannot be applied to any image of a DeRoyal product unless a separate agreement has been executed.

DeRoyal holds the copyright to its works. It should be noted as "© 20XX, DeRoyal. All rights reserved." Also note, the works of others are subject to copyright protection. The unauthorized use of copyrighted information, especially for commercial purposes, is against the law. To request permission to use a copyrighted work, please contact the DeRoyal legal department to request a license.

# seven: CO-MARKETING AND THIRD PARTY USES

Except where expressly agreed, DeRoyal does not support the use of its name or intellectual property by other parties where the use could imply endorsement or sponsorship.

DeRoyal supports its authorized vendors and distributors with a dedicated marketing staff utilizing a variety of marketing communication mechanisms and materials to increase awareness of the DeRoyal brand. Please contact your DeRoyal Sales Representative to initiate the development of promotional materials. Authorized distributors and their sales representatives will collaborate to ensure the materials are appropriate. A limited trademark licensing agreement may be necessary.

## USE OF WORDS AND PHRASES

In order to ensure that the distributor relationship is accurately represented to the market, observe the following procedures regarding certain words and phrases:

- Do not use on the words "partner," "partnership," "alliance" or "joint venture" in any marketing materials. Use of these or similar words may inappropriately imply a legal alliance, joint venture, or arrangement that raises potential liability concerns.
- Do not use the words "exclusive," "exclusively," or "exclusivity." These and similar terms represent special agreements only with contractually bound distributors. One or more authorized distributors of products or services within a given market may be selling or marketing concurrently. While certain regionally based exclusive arrangements may exist with DeRoyal, these arrangements would be contracted under a separate agreement.

# DeRoyal® PRODUCT BRANDS

## REGISTERED TRADEMARKS ®

Registered Trademarks of DeRoyal Industries, Inc. in the USA and other countries.  
The superscript registered trademark symbol (®) must appear immediately after the brand name.

ALGIDEX AG | AQUASORB | C-PRO | COOLJET | CONTINUUM | COVADERM | COVADERM PLUS  
DERMANET | DEROYAL | DEROM | ELEMENT | EPISEAL | EXTENDEVAC | FINE TOUCH | FLUIDMATE  
FLUFTEX | GRID IRON XR | H<sub>2</sub>NO | HYPERCONTROL | IMPROVING CARE. IMPROVING BUSINESS. | INLINE  
JETSTREAM LOGO | MAXALIGN | MULTIDEX | NEONATAL DUCK | OSCAR | OMNI-JUGS | PROSPERA  
PROLIGN | PUCCI | PUCCI BUTTERFLY | R.I.C.E. | SAFELINER | SIMPLICITY | SOLACE | SOFSORB  
STATIC-PRO | SURGIMATE | TOPDRAW | TRACECART | TRANSEAL | ULTRALIGN | UMBILICUP | WARRIOR

## TRADEMARKS ™

Trademarks of DeRoyal Industries, Inc. in the USA. The superscript common law trademark symbol (™) must appear immediately after the brand name.

AIRSOFT | APEX | AQUAGUAZE | ATC | ATS | CAPITAL | CLEAR GRIP | CRYSTALLINE  
DEBLADE | DEWRAP | DRAIN-JUG | DURASTEPPER | ENOVADEX | EYE SHEILDZ  
HEAL IT | KALGINATE | LMB AIRSOFT | MULTIPAD | NOBLE HINGE | OSO  
PACESETTER | POLYDERM | PRO SHIELD | PROCOL | PRO-MINI | PRUVENTOR  
RELIAFLEX | SENSOSTRIP | SPEYEZ | SPLINTSRITE | STRETCH NET  
SUTURE CLOSE | TRI-TEX | THE SUCTIONER | TROCLEAR

## LOGO ART EXAMPLES

**Aqua-Box®**

**Crystalline™** SUCTION SYSTEM

**H<sub>2</sub>NO**

**fluidmate™**

**Omni-Jugs®**

**Premium Solidifier+**

**PUDDLE GUPPY**

**ReliaFlex™**

**SafeLiner®**

 **DeRoyal®**

Improving Care. Improving Business.®

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