



United Orthopedic Visual Identity Guidelines
- Introduction -

Introduction

Every organization has a specific visual identity, and each element of its communications contributes to the overall impression people have of it.

These guidelines have been created by Chermayeff & Geismar & Haviv to help define and standardize the United Orthopedic visual identity. The pages that follow explain the essential elements of the identity system and demonstrate their correct use across a broad sampling of applications and media.

Many of the standards depend on relative size, proportion and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to the spirit of these graphic design standards will ensure continuity, a high standard of quality, and a clear, consistent visual identity for United Orthopedic among its varied audiences.

Usage

No Modification:

The United Orthopedic logo must be used as provided by United Orthopedic with no modifications. Do not remove, distort, or alter any element of the logo including by changing colors. Do not shorten, abbreviate, or create acronyms out of the logo.

No Incorporation:

Without previous authorization from United Orthopedic, do not incorporate the United Orthopedic logo into your own product name, service names, trademarks, logos, company names, domain names, website title, publication title, application icon, or the like. Do not incorporate or use the United Orthopedic logo as part of a word.

Endorsement:

Do not display the United Orthopedic logo in any manner that might imply a relationship or affiliation with, sponsorship, or endorsement by United Orthopedic, or that can be reasonably interpreted to suggest that any content has been authorized by or represents the views or opinions of United Orthopedic.

Termination:

United Orthopedic may ask you to stop using the logo at any time. You agree to stop using the logo within a reasonable period of request.

Reservation of Rights:

United Orthopedic is the owner of all rights in the logo and reserves all rights save the limited license granted here. Your use of the marks pursuant to this license shall not be construed as limiting any of United Orthopedic's rights in the logo.

About United Orthopedic

Our Positioning – Responsive and Versatile

United is the orthopedic company that serves surgeons better by being more responsive and versatile. We listen to surgeons carefully and are uniquely able to meet their needs through a vertically integrated manufacturing process that keeps us in control at every critical step of bringing our products to market. For over 25 years, United has built a reputation for caring about patients and providers around the world with a broad portfolio of safe, reliable products, designed and manufactured with care.

Our Three Core Messages

United is a global supplier of high-quality orthopedic implants with over 25 years of experience.

United controls every critical step in design, manufacturing, and distribution, which gives us the versatility to provide a broad portfolio of quality products efficiently and cost effectively.

At United, we care about the patient, the surgeon, and the provision of health care as a whole. We take the time to listen to healthcare professionals and to respond to the details that matter to them, which in turn helps to improve patient care.

Our Company Story

United Orthopedic was founded by Jason Lin, who after years of serving orthopedic surgeons as a distributor, cared deeply about providing those surgeons with greater access to high quality orthopedic implant solutions. In 1993, Lin brought together surgeon thought leaders, engineers, and manufacturing professionals to explore innovative, cost-effective ways to create improved and advanced orthopedic products. By listening to what surgeons were asking for, and by integrating design and production, United Orthopedic was able to create high quality products and to provide greater responsiveness to surgeons' needs, improving the outcomes for their patients.

Today United, based in Taiwan, has grown to be a leading designer and manufacturer of innovative orthopedic products trusted by practitioners and patients in 39 countries around the globe. United's unique, vertically-integrated production model and its uncompromising engineering excellence have improved hundreds of thousands of lives. After more than 25 years, United is still a company that listens and cares, above all, about the well-being of surgeons and their patients.

Our Values

Our Guiding Compass at Every Step

For over 25 years, United Orthopedic Corporation has been guided by our core values at every step in our business with customers, suppliers, partners and employees. We strive daily to achieve these values in all aspect of our operations.

As a member of the health care sector, we lean on our core values to make sound business decisions. **Integrity** is one of our most important values, which in turn demands truthfulness and honesty. We uphold each patient's quality of life and we take great pride in all that we do. We demand **accountability** at each step to maintain one of the highest quality standards in the industry. We are dedicated to pursuing **innovation** which brings value to surgeons and their patients alike. We believe **happiness** is a key element to successful health care outcomes. By devoting ourselves to what we do and helping patients regain their mobility, we seek to promote happiness and improve the well-being of humankind.

Integrity

Be honest and always do the right thing.

Accountability

Take initiative and fulfill commitments.

Innovation

Embrace ideas which create value for the well-being of humankind.

Happiness

Live a healthy and joyful life.

