



# United Orthopedic Visual Identity Guidelines



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## Symbol

The symbol for United Orthopedic embodies the quality and precision for which the company is known. The initial letters of the company's name — both the U and the O — are centrally represented in the mark, which also evokes a ball and socket joint.

The symbol is primarily used with the wordmark (see next page) to form the logo.

The relationship of the forms are carefully considered; do not attempt to redraw the symbol or change the relationship of the elements. Always use the provided artwork files.





## Wordmarks

Shown here are the United Orthopedic and United wordmarks. The letters for the name “United Orthopedic” and “United” are specially created wordmarks. They are not a typeface and should never be recreated using fonts. The wordmark along with the United Orthopedic symbol (shown on page 1) combine to make up the United Orthopedic and United Logos. The following pages show the approved relationships between symbol and wordmark that are used to create each logo. The wordmark should never appear without the symbol on any application.

UNITED  
ORTHOPEDIC

UNITED

## Approved United Orthopedic Logos

The United Orthopedic Logo (the symbol and the name combined) is the foundation of the graphic identity, and a critical component of the communications strategy.

The logo is available in a series of configurations, as shown here (A to D) and on pages 4-7.

(A) Primary “United Orthopedic” Logo

(B) “United Orthopedic” Vertical Logo

(C) “United” Horizontal Logo

(D) “United” Vertical Logo

Use the preferred horizontal logos whenever possible. The vertical formats provide flexibility for use in applications where a centered version of the logo works best because of space or because of centered layout.

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### Preferred Logos

Primary United Orthopedic Logo (A)



United Horizontal Logo (C)



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### Alternate Version

United Orthopedic Vertical Logo (B)



United Vertical Logo (D)



## Primary United Orthopedic Logo (A)

Shown here in a horizontal configuration is the primary logo, which should be used whenever possible. The symbol always appears to the left of the wordmark.

### Minimum Clear Space

To ensure its integrity and visibility, the logo's immediate surrounding area should be kept clear of competing text, images, and graphics at all times. It must be surrounded on all sides by an adequate "clear space" as shown in the diagram here.

### Minimum Size

The width of the wordmark should never appear smaller than 15 mm when used in print materials. The width of the logo should never appear smaller than 102 pixels when used in digital or on-screen formats.

### Registration Mark

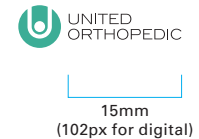
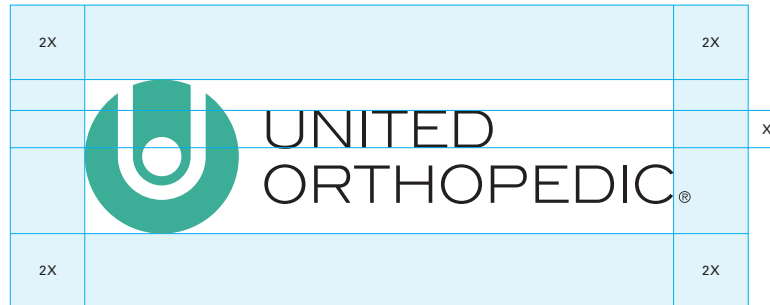
When the wordmark of the logo is 25 mm wide or smaller in printed applications, it's suggested to use the logo without the registration mark. Always select the logo artwork size appropriate for the application.

Always use the original and approved artwork; never alter any aspect of it. Do not attempt to redraw or recreate the logo elements in any way.

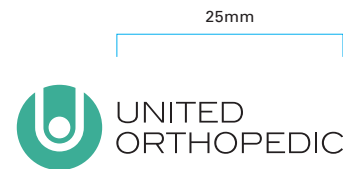


Clear Space

Minimum Size for Print and Digital



Registration Mark



### Small Size:

To keep it legible, it is suggested to use the logo without registration mark when the wordmark is 25mm wide or smaller.

## United Orthopedic Vertical Logo (B)

Shown here is the logo combination of the symbol and wordmark in a vertical arrangement. Use the primary (horizontal) logo wherever possible. Where it is not possible because of space or legibility, this vertical logo has been provided.

### Minimum Clear Space

To ensure its integrity and visibility, the logo's immediate surrounding area should be kept clear of competing text, images, and graphics at all times. It must be surrounded on all sides by an adequate "clear space" as shown in the diagram here.

### Minimum Size

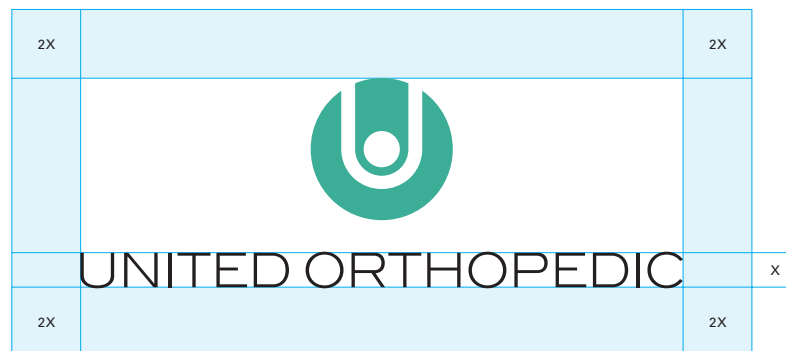
The width of the wordmark should never appear smaller than 24mm when used in print materials. The width of the logo should never appear smaller than 115 pixels when used in digital or on-screen formats.

Always use the original and approved artwork; never alter any aspect of it. Do not attempt to redraw or recreate the logo elements in any way.

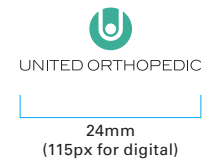


UNITED ORTHOPEDIC

Clear Space



Minimum Size for Print and Digital



## United Horizontal Logo (C)

Shown here is the United Horizontal Logo. When a United Logo is needed, this horizontal version should be used whenever possible. See page 8 for guidance on the appropriate use of the United Logo.

### Minimum Clear Space

To ensure its integrity and visibility, the logo's immediate surrounding area should be kept clear of competing text, images, and graphics at all times. It must be surrounded on all sides by an adequate "clear space" as shown in the diagram here.

### Minimum Size

The width of the wordmark should never appear smaller than 10 mm when used in print materials. The width of the logo should never appear smaller than 62 pixels when used in digital or on-screen formats.

### Registration Mark

When the wordmark of the logo is 20 mm wide or smaller in printed applications, it's suggested to use the logo without the registration mark. Always select the logo artwork size appropriate for the application.

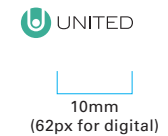
Always use the original and approved artwork; never alter any aspect of it. Do not attempt to redraw or recreate the logo elements in any way.



Clear Space



Minimum Size for Print and Digital



Registration Mark



### Small Size:

To keep it legible, it is suggested to use the logo without registration mark when the wordmark is 20mm wide or smaller.

## United Vertical Logo (D)

Shown here is the United Vertical Logo. When a United Logo is needed, use the horizontal logo wherever possible. Where it is not possible because of space or legibility, this vertical logo has been provided.

### Minimum Clear Space

To ensure its integrity and visibility, the logo's immediate surrounding area should be kept clear of competing text, images, and graphics at all times. It must be surrounded on all sides by an adequate "clear space" as shown in the diagram here.

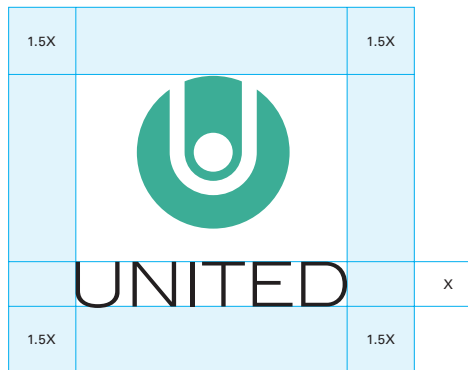
### Minimum Size

The width of the wordmark should never appear smaller than 8mm when used in print materials. The width of the logo should never appear smaller than 39 pixels when used in digital or on-screen formats.

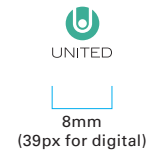
Always use the original and approved artwork; never alter any aspect of it. Do not attempt to redraw or recreate the logo elements in any way.



Clear Space



Minimum Size for Print



## Use of **United Orthopedic** vs **United**

When deciding whether to use “United Orthopedic” v.s. “United” Logo in applications, it is important to understand the audience and context it will be used in. When the logo will be used for applications that may be viewed by the general public, then the “United Orthopedic” logo (A) & (B) should be used.

When the logo will be used for applications that will be viewed by people in the industry, such as orthopedic surgeons, then both the “United Orthopedic” logo (A) & (B) as well as the “United” logo (C) & (D) are suitable.

For example, when attending an orthopedic tradeshow for the first time or where the audience is comprised of orthopedic professionals who may be not familiar with our company, in this scenario, the use of Primary “United Orthopedic” logo is recommended. Respectively, the “United” logo is recommended for use when the Primary “United Orthopedic” logo may not be properly displayed such as on promotional items like pens where limited space hinders legibility.

This is the general rule and the usage of either logo will be determined by the actual situation in order to make the greatest impact of the new company brand.

### Examples of Use of the United Orthopedic Logo



General brochures that are primarily for a general audience use the United Orthopedic Logo.



Magazine Ads that are primarily for a general audience use the United Orthopedic Logo.

### Examples of Use of the United Logo



Promotional items such as USB flash drive where the logo printing area is limited use the United Logo for better legibility.



Orthopedic trade magazine ads that are primarily for orthopedic surgeons and those in the immediate field use the United Logo.

## Approved United Orthopedic Logos

Shown here are examples of use of the approved United Orthopedic Logos. See page 8 for guidance in selecting the United Orthopedic Logo vs the United Logo.

The horizontal formats are the preferred versions and the vertical version of the logo is available for use where the primary horizontal logo does not fit well because of space or legibility, or in applications where a centered version of the logo works best because of a centered layout.

Always use approved artwork for digital files from the office of communications.

Examples of Use of the Preferred Horizontal Logo



Examples of Use of the Alternate Vertical Logo (Centered Layout)

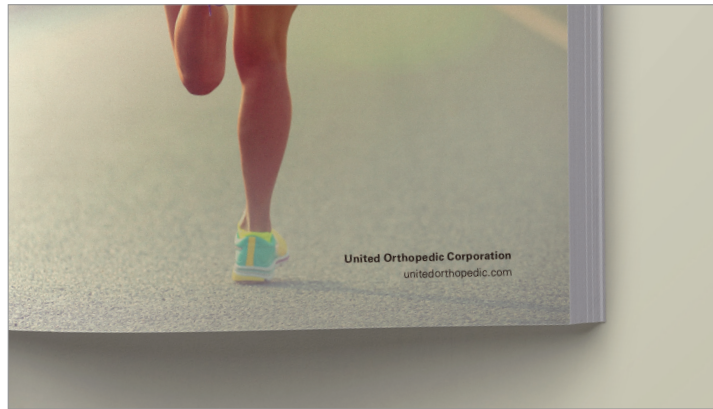




## Use of Full Corporate Name

The use of the full corporate name, "United Orthopedic Corporation," is reserved for signatures on the back brochures, packages, Invitation and in small sizes on the bottom of the page on advertisements. It is also used for address copy on official materials, such as the company stationary, as indicated in the examples shown here.

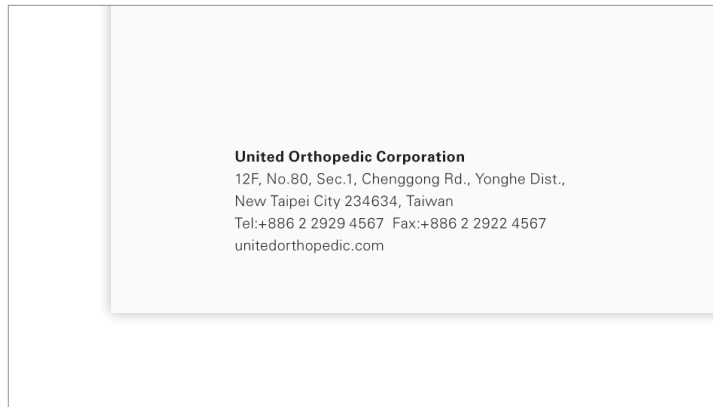
### Example of Use of Full Corporate Name



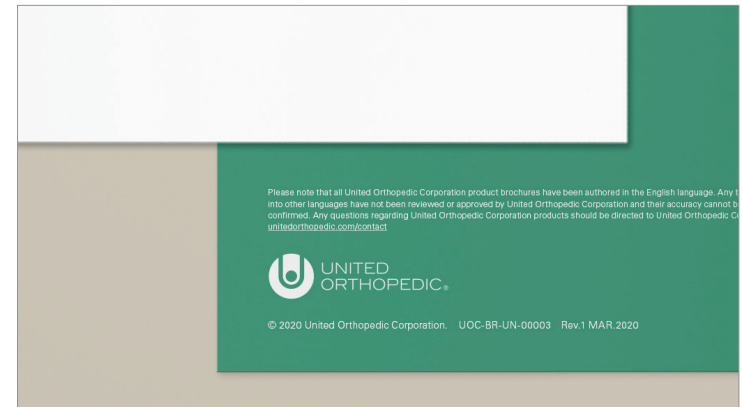
Magazine Ads



Invitation



Letterhead



Brochure Back Cover

## Use of the Logo with Registration Mark

The use of the registration mark with the logo, as shown here, is required to indicate that United Orthopedic and United are a registered trademarks. The logo with the registration mark should be used on all print applications. See page 4 and 6 for additional guidances.

The registration mark aligns with the bottom of the wordmark.

Shown here are examples of the logo with registration mark used in application.

Always use the original and approved artwork; never alter any aspect of it. Do not attempt to redraw or recreate the logo elements in any way.

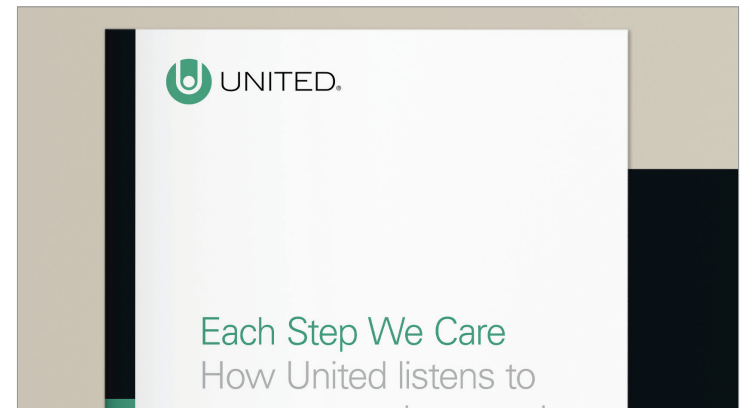
### Use of the Registration Mark Designation and Placement



### Examples of the Use of Logo with Registration Mark



General Brochures: United Orthopedic Primary Logo with Registration Mark



Product Brochures: United Horizontal Logo with Registration Mark

## Use of the Logo with Tagline

“Each Step We Care” is the approved tagline for United Orthopedic. Artwork has been provided for this tagline. The letters for “Each Step We Care” have been specially created. They are not a typeface and should never be recreated using fonts.

This tagline can be used as a separate headline, as shown on the LinkedIn page (lower left), or as the beginning of a headline or title, as shown on the product brochure (lower right).

Never place the tagline directly below, above, or next to the United Orthopedic Logo.

Always use the original and approved artwork; never alter any aspect of it. Do not attempt to redraw or recreate the logo elements in any way.

### Tagline

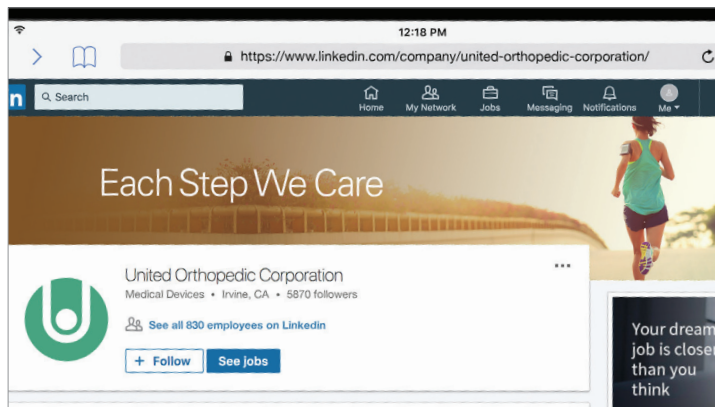
Each Step We Care

Each Step  
We Care

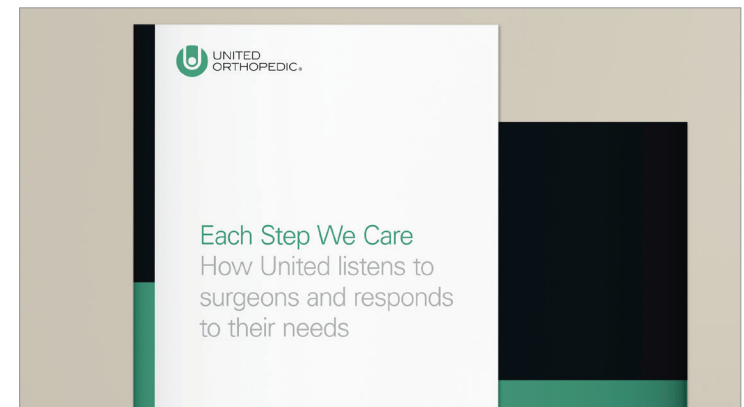
### One Line

### Two Line

### Examples of Logo Use with Tagline



LinkedIn Page: Tagline in Banner



General Brochures: United Orthopedic Primary Logo with Tagline

## Approach to Logo Use with Sponsorships and Co-branding

The United Orthopedic Logo can be used with sponsor / partner logos in either of the two configurations shown here.

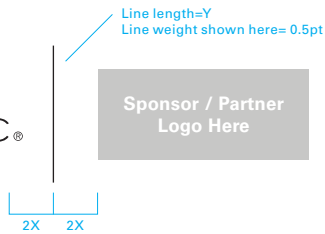
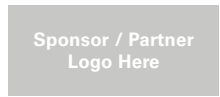
Use the United Orthopedic Primary Logo where possible.

For all sponsor / partners lockups, the United Orthopedic Logo should always appear to the left of or above any other logos and should be of similar visual weight. A fine line weight, as shown here, separates the two logos.

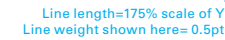
When using the United Orthopedic Logo alongside the logos of sponsor / partner organizations, all logos should be approximately the same size in appearance.

Always refer to guideline specifications on page 4 and 6 for clear space minimum size, and page 16 for use on various backgrounds.

### Examples of Sponsor Lockup Primary (Horizontal)



### Vertical



### Examples of partnering logos of United Orthopedic Logo with Multiple Partner Logos



## Primary Color Palette

The correct use of color is an important aspect of the United Orthopedic visual identity. The primary colors are specific shades of green, white, and black.

### Color Usage

Use the full-color logo wherever possible. The full-color logo uses green for the symbol, and black for the wordmark. See page 16 for further details about logo use on color backgrounds.

### Color Specifications

Color specifications are provided for a consistent appearance. Pantone® spot colors and 4C process colors are specified for print use. RGB and HTML specifications are for use with on-screen and web applications.



Green	Pantone®	Process Color	On Screen	HTML
	7723 C	C 70	R 76	#4CAC87
	7723 U	M 10	G 172	
		Y 50	B 135	
		K 0		

White	Process Color	On Screen	HTML
	C 0	R 255	#FFFFFF
	M 0	G 255	
	Y 0	B 255	
	K 0		

Black	Process Color	On Screen	HTML
	C 0	R 0	#000000
	M 0	G 0	
	Y 0	B 0	
	K 100		

## Secondary Color Palette

The secondary color palette is intended to support the United Orthopedic Logo without competing with the primary colors. It may be used where appropriate for accents, highlighting information, or for infographics, such as graphs and charts for PowerPoint®.

### Color Specifications

Pantone® Spot Colors, as well as 4C process colors, are specified for print use. RGB and HTML specifications are for use with on-screen and web applications, and are provided for a consistent appearance.

**Note:** Tints are for use with spot color and on-screen applications only. Do not attempt to create tints with 4C process colors.

<b>Blue</b>	<b>Pantone®</b> 2157C 2157U	<b>Process Color</b> C 56 M 29 Y 8 K 4	<b>On Screen</b> R 117 G 148 B 179	<b>HTML</b> 7594B3	<b>Tint % 100</b>	90	80	70	60	50	40	30	20	10
<b>Yellow</b>	<b>Pantone®</b> 7555C 7555U	<b>Process Color</b> C 0 M 28 Y 98 K 11	<b>On Screen</b> R 210 G 159 B 19	<b>HTML</b> D29F13	<b>Tint % 100</b>	90	80	70	60	50	40	30	20	10
<b>Pink</b>	<b>Pantone®</b> 695C 695U	<b>Process Color</b> C 8 M 60 Y 21 K 24	<b>On Screen</b> R 180 G 107 B 122	<b>HTML</b> B46B7A	<b>Tint % 100</b>	90	80	70	60	50	40	30	20	10
<b>Light Gray</b>	<b>Pantone®</b> Cool Gray 3C Cool Gray 3U	<b>Process Color</b> C 8 M 5 Y 7 K 16	<b>On Screen</b> R 200 G 201 B 199	<b>HTML</b> C8C9C7	<b>Tint % 100</b>	90	80	70	60	50	40	30	20	10
<b>Middle Gray</b>	<b>Pantone®</b> Cool Gray 6C Cool Gray 6U	<b>Process Color</b> C 16 M 11 Y 11 K 27	<b>On Screen</b> R 167 G 168 B 170	<b>HTML</b> A7A8AA	<b>Tint % 100</b>	90	80	70	60	50	40	30	20	10
<b>Dark Gray</b>	<b>Pantone®</b> Cool Gray 10C Cool Gray 10U	<b>Process Color</b> C 40 M 30 Y 20 K 66	<b>On Screen</b> R 99 G 102 B 106	<b>HTML</b> 63666A	<b>Tint % 100</b>	90	80	70	60	50	40	30	20	10
<b>Silver</b>	<b>Pantone®</b> 877C 877U Metallic Silver	<b>Process Color</b> C 45 M 34 Y 34 K 0	<b>On Screen</b> R 138 G 141 B 143	<b>HTML</b> 8A8D8F	<b>Tint % 100</b>	90	80	70	60	50	40	30	20	10

## Logo Use on Color Backgrounds

The full-color version of the logo should be used whenever possible. Use the appropriate logo color to provide maximum contrast. When the logo is used on white or light-colored backgrounds, the wordmark is black. When the logo is used on black or dark-colored backgrounds, the logo is white only.

When it is not possible to use a full-color version of the logo because of material or limited production methods, use one of the black or white logos.

Logo on White Backgrounds



Logo on Black Backgrounds



Logo on Light-Colored Backgrounds



Logo on Dark-Colored Backgrounds



Logo for One-Color Printing



Specialty Printing: Logo is Embossed



Specialty Printing: Logo is Foil Stamped





## Logo Use on Photography

Shown here are examples of the correct way to use the United Orthopedic Logo with photography. Use the full-color logo where is possible. Where it is not possible to use a full-color logo because there is not adequate contrast or because of limited production methods, use the provided all-black or all-white logos.

Because every image is different, be sure to choose the logo that has strong contrast to the background. Place the logo in an area of the image that is not busy in order to avoid competition.





## Primary Typeface

A key component of the United Orthopedic identity is consistent use of specific typefaces. The primary sans serif typeface family for all United Orthopedic materials is Univers.

United Orthopedic design teams should always use Univers, as should associates who have the typeface available on their computers and systems.

To avoid unexpected results for PowerPoint® where the text is “live” and where all parties may not have Univers available, use the substitute font. Arial is a system font for both Macintosh and PC platforms and is consistent for cross-platform desktop applications.

Univers 45 Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@\$%&

*Univers 45 Light Oblique*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*STUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 !?@\$%&*

**Univers 65 Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**STUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !?@\$%&**

***Univers 65 Bold Oblique***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***STUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890 !?@\$%&***

## Substitute Typeface

To provide a consistent look for the United Orthopedic brand, associates who do not have Unifers could use the substitute sans-serif font, Arial.

Design teams should always use Unifers. The substitute font is suggested to be used on all PowerPoint®, email signature and press release. Using this font on shared documents such as these that where all parties.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?@\$%&

---

*Arial Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890 !?@\$%&*

---

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !?@\$%&**

***Arial Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890 !?@\$%&***



## Business Card (Dual Language)

The double-sided dual language business card is a white business card with an United Orthopedic Logo, and all text on the front and back side is offset-printed. All information builds up from the bottom margin following the layout shown here. The business card is shown at full size.

### Format

90 mm x 54 mm

### Colors

PMS 7723 U  
Black

### Type Specifications, International

Univers 45 Light / 65 Bold  
Arial / Arial Bold

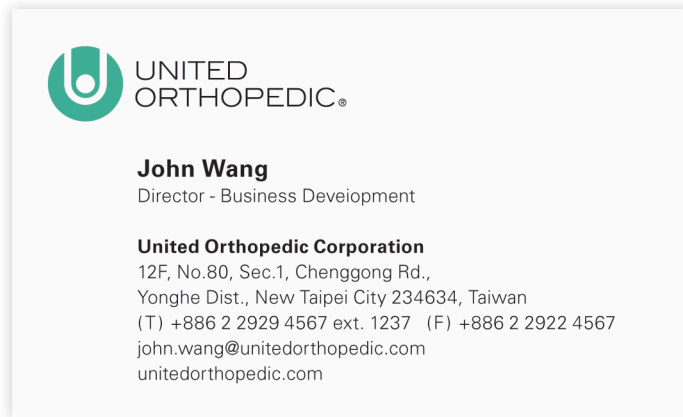
### Type Specifications, Traditional Chinese

\*Noto Sans TC Light / Medium

\*Noto is a trademark of Google.  
Noto fonts are open source.



Front Side



Back Side



Front Side



Back Side

## Business Card (Single Language)

The one-sided business card is a white business card with a United Orthopedic Logo, and all text on the front side is offset-printed. All information builds up from the bottom margin following the layout shown here.

The business card is shown at full size.

### Colors

PMS 7723 U

Black

### Type Specifications, International

Univers 45 Light / 65 Bold

Arial / Arial Bold

### Type Specifications, Traditional Chinese

\*Noto Sans TC Light / Medium

\*Noto is a trademark of Google.

Noto fonts are open source.



Front Side

## Business Card (Multi-Address)

The business card shown here is for use when multiple addresses are needed. The double-sided business card is a white business card with a United Orthopedic Logo. Text on the front and back side is offset-printed. All information builds up from the bottom margin following the layout shown here. The business card is shown at full size.

### Colors

PMS 7723 U  
Black

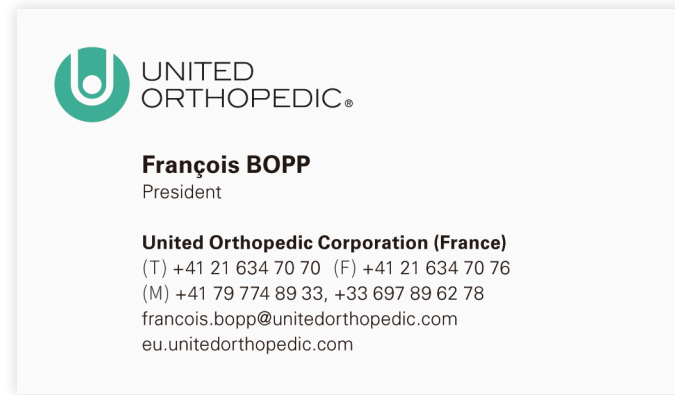
### Type Specifications, International

Univers 45 Light / 65 Bold  
Arial / Arial Bold

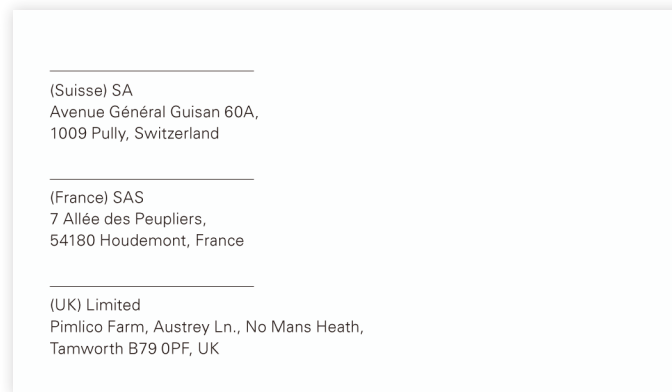
### Type Specifications, Traditional Chinese

\*Noto Sans TC Light / Medium

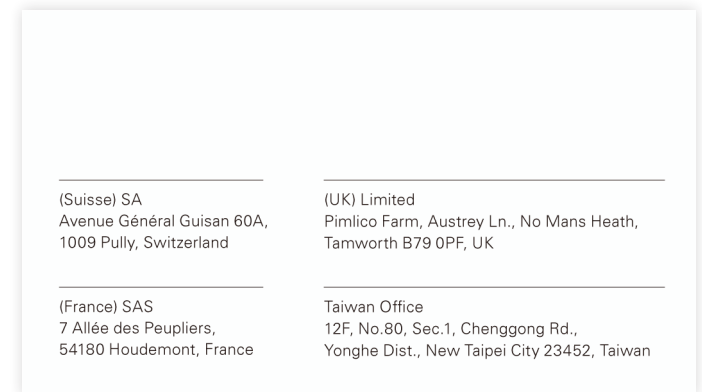
\*Noto is a trademark of Google.  
Noto fonts are open source.



Front Side



Back Side: 3 address



Back Side: 4 address

## Letterhead

The United Orthopedic A4 letterhead is offset-printed with the logo on top right and address on lower left as shown here at 40% scale.

The A4 letterhead measures 210mm x 297mm.

**Note:** Use this as a guide for all documents with a similar format, which may include (but are not limited to) business proposals, meeting agendas, etc.

### Format

210mm x 297mm

### Colors

PMS 7723 U  
 Black

### Type Specifications, International

Univers 45 Light / 65 Bold  
 Arial / Arial Bold

### Type Specifications, Traditional Chinese

\*Noto Sans TC Light / Medium

\*Noto is a trademark of Google.  
 Noto fonts are open source.

	30mm		50mm	17mm
25mm				
42mm				
		Date		
		Addressee's Name Company or Office Address City, State zip		
		Salutation:		
		This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.		
		The date is top-aligned at 67mm from the top edge of the page and 30mm from the left, setting the margin for the entire letter. The addressee's name is positioned flush left two spaces below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.		
		The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 135mm.		
		A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and his title.		
		Complimentary close.		
				
		Name of sender Title	135mm	
		<b>United Orthopedic Corporation</b> 12F, No.80, Sec.1, Chengong Rd, Yonghe Dist., New Taipei City 234634, Taiwan Tel: +886 2 2929 4567 Fax: +886 2 2922 4567 unitedorthopedic.com		
15mm				

## Envelope DIN Long

The envelope for international use is offset-printed with the logo and address on the front upper left.

The DIN Long envelope is used with A4 size paper. Shown at 70% scale.

### Format

DIN Long: 235 mm x 120 mm

### Colors

PMS 7723 U  
Black

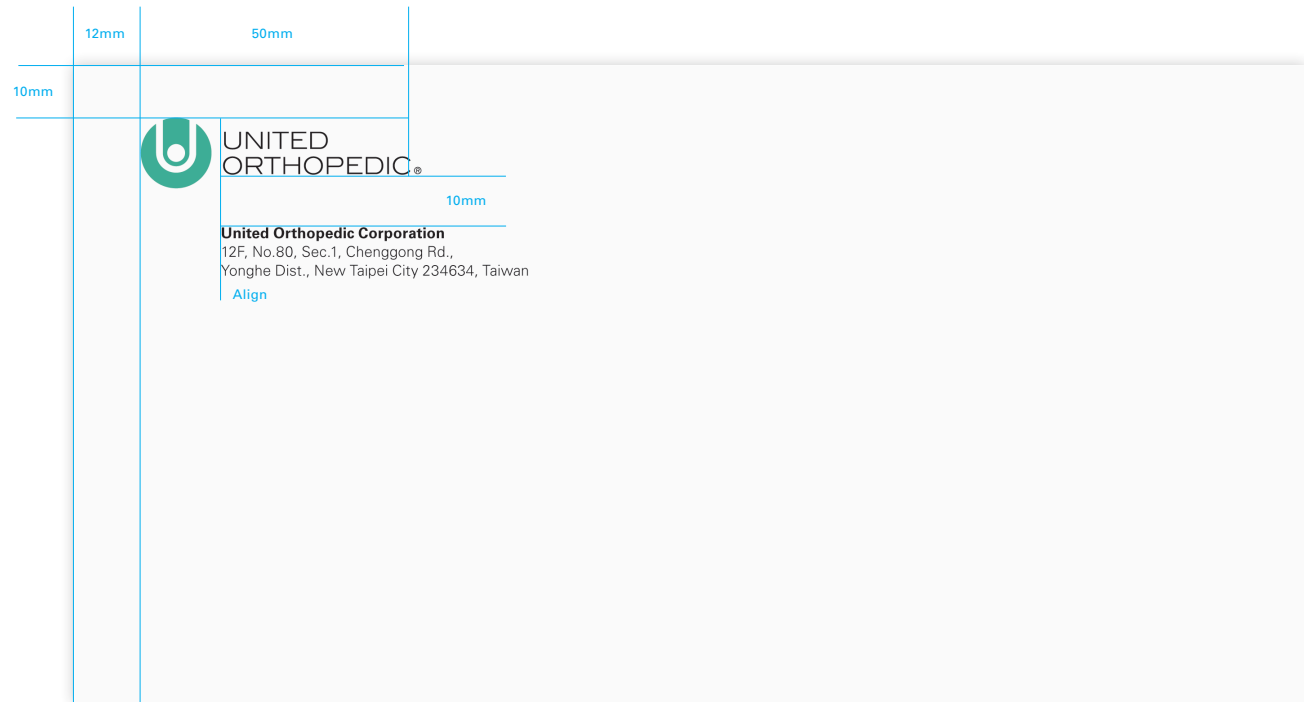
### Type Specifications, International

Univers 45 Light / 65 Bold  
Arial / Arial Bold

### Type Specifications, Traditional Chinese

\*Noto Sans TC Light / Medium

\*Noto is a trademark of Google.  
Noto fonts are open source.





## Large Envelope

The large envelope shown here is used with both letter-size paper and A4 size paper. The flap is printed full-bleed green with the URL knocked-out to white. Shown at 45% scale.

### Format

254mm x 330.2mm

### Colors

PMS 7723 C/U

Black

### Type Specifications, International

Univers 45 Light / 65 Bold

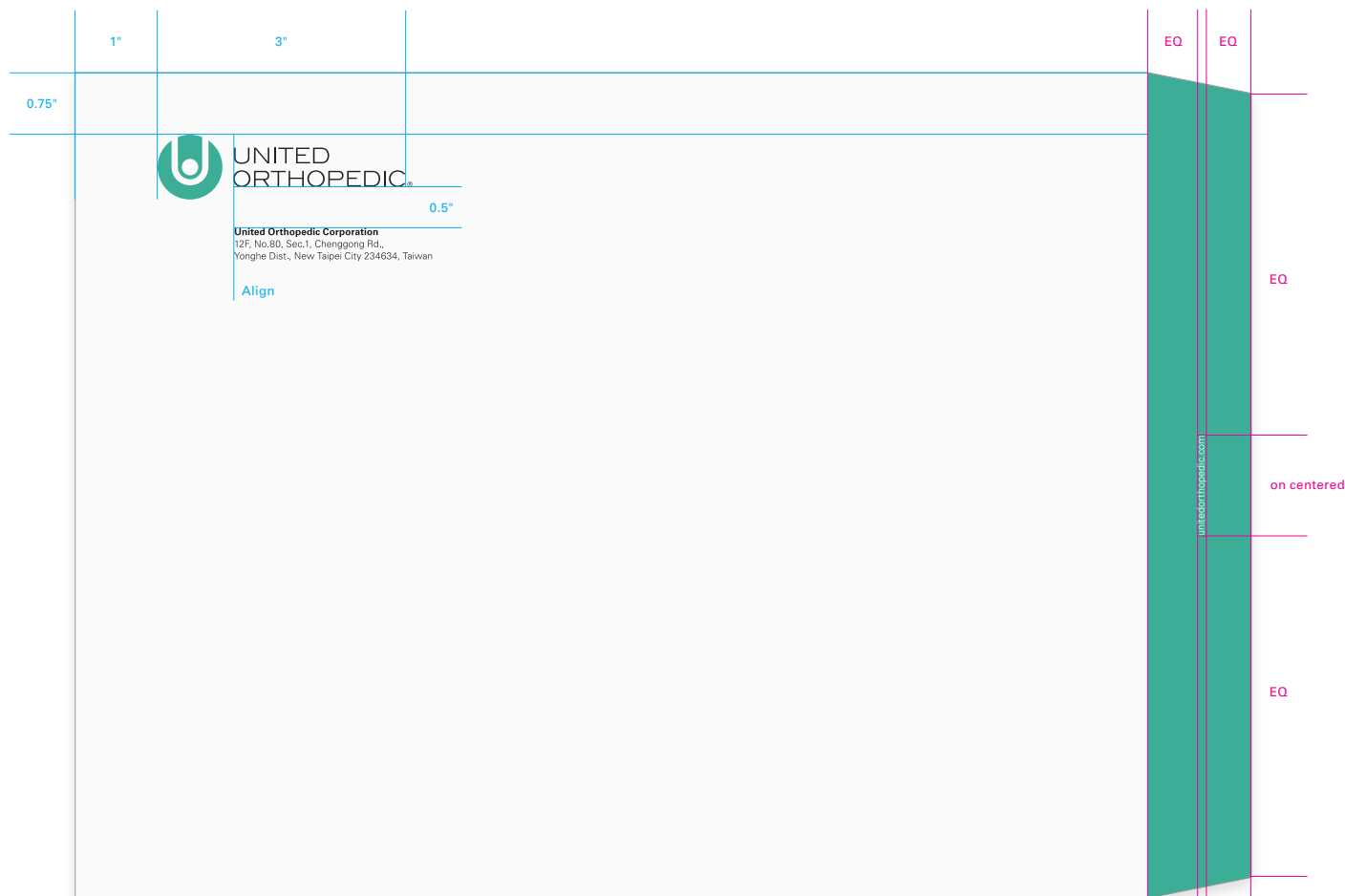
Arial / Arial Bold

### Type Specifications, Traditional Chinese

\*Noto Sans TC Light / Medium

\*Noto is a trademark of Google.

Noto fonts are open source.



## Visual Language Components

The consistent use of a visual language is an important part of the United Orthopedic identity.

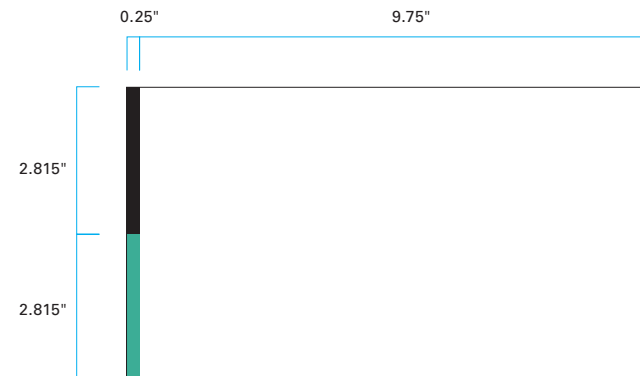
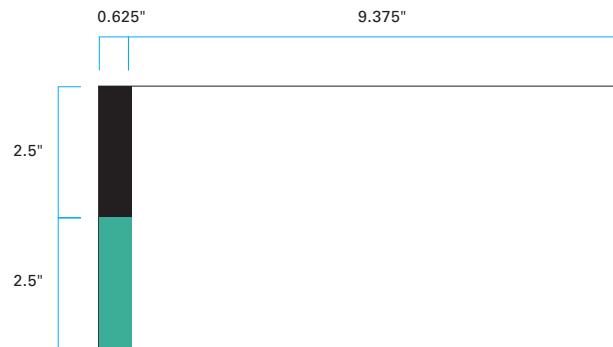
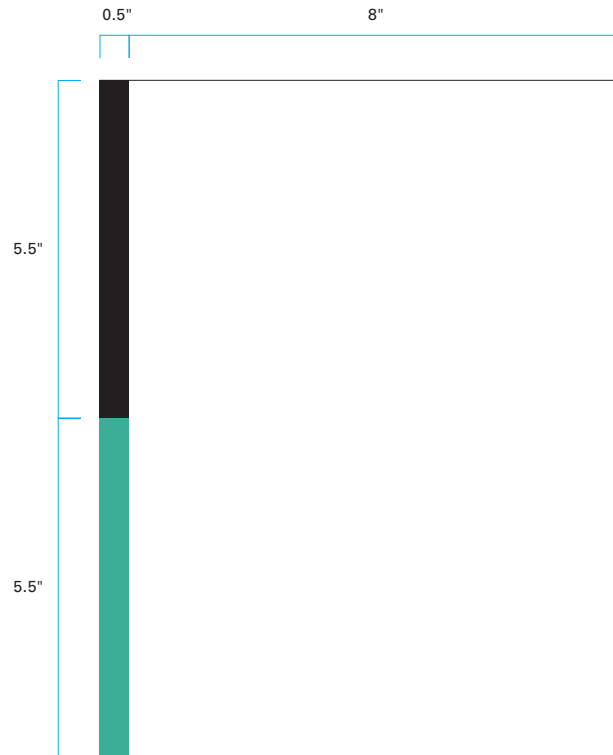
Shown here and on the following page are the United Orthopedic visual language components.

The visual language uses green and black blocks in the proportions specified here and should not be altered in any way.

Black and green blocks are always divided half-and-half on the left or top, and these should be 2.5-10% width of any applications. The rest of the space is a 90-97.5% width block in white.

Refer to the primary color palette (page 14) for exact color specifications.

Proportion Examples



## Approach to Product Brochures: Front, Back Cover

Shown here is an approach to using the logo and visual language for the general brochure.

The brochure for United Orthopedic should use a clean, uncluttered, contemporary layout with the logo isolated and placed in a prominent position, as shown in the examples here.

Logo is in isolated position



Align

UTS™ Stem  
Femoral Hip System



Use the original and approved product identity lockup artwork.  
For guidance on product lockups, see pages 37-38

Front Cover

Please note that all United Orthopedic Corporation product brochures have been authored in the English language. Any translations into other languages have not been reviewed or approved by United Orthopedic Corporation and their accuracy cannot be guaranteed. Any questions regarding United Orthopedic Corporation products should be directed to United Orthopedic Corporation at [unitedorthopedic.com/contact](http://unitedorthopedic.com/contact)



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Back Cover

## Approach to Product Brochures: Inside

Shown here is an approach for using the visual language for the inside of the product brochure.

The brochure for United Orthopedic should use a clean, uncluttered, contemporary layout, as shown in the examples here.

Example of a Potential Inside of the Product Brochure



Left Page

Right Page

## Approach to Logo Use in Ads

Shown here are examples demonstrating how to identify United Orthopedic within advertising.

Use the primary logo where possible as shown in the top example. A vertical version of the logo is available for use where the Primary Horizontal Logo does not fit well because of space or legibility, or in applications where a centered version of the logo works best because of a centered layout (as shown on the bottom example).

Always adhere to the specifications on clear space and color when applying the logo. When using an image, texture, or solid color, make sure that the color of the logo and any text are in sufficient contrast to the background.

Use the original and approved  
tagline lockup artwork

Logo is in isolated position

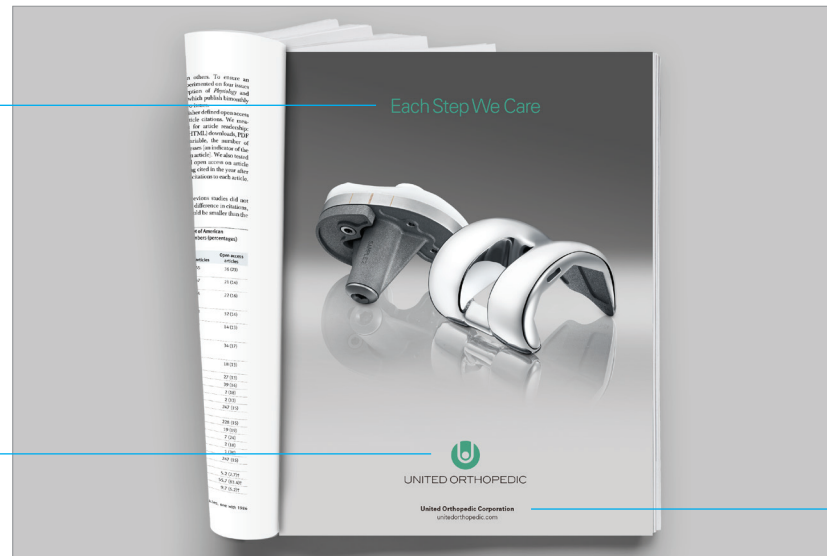


Example of Primary Horizontal Logo Use in Ads

Use the  
full corporate name

Use the original and approved  
tagline lockup artwork

Logo is in isolated position



Example of Vertical Logo Use in Ads

Use the  
full corporate name

## Folder

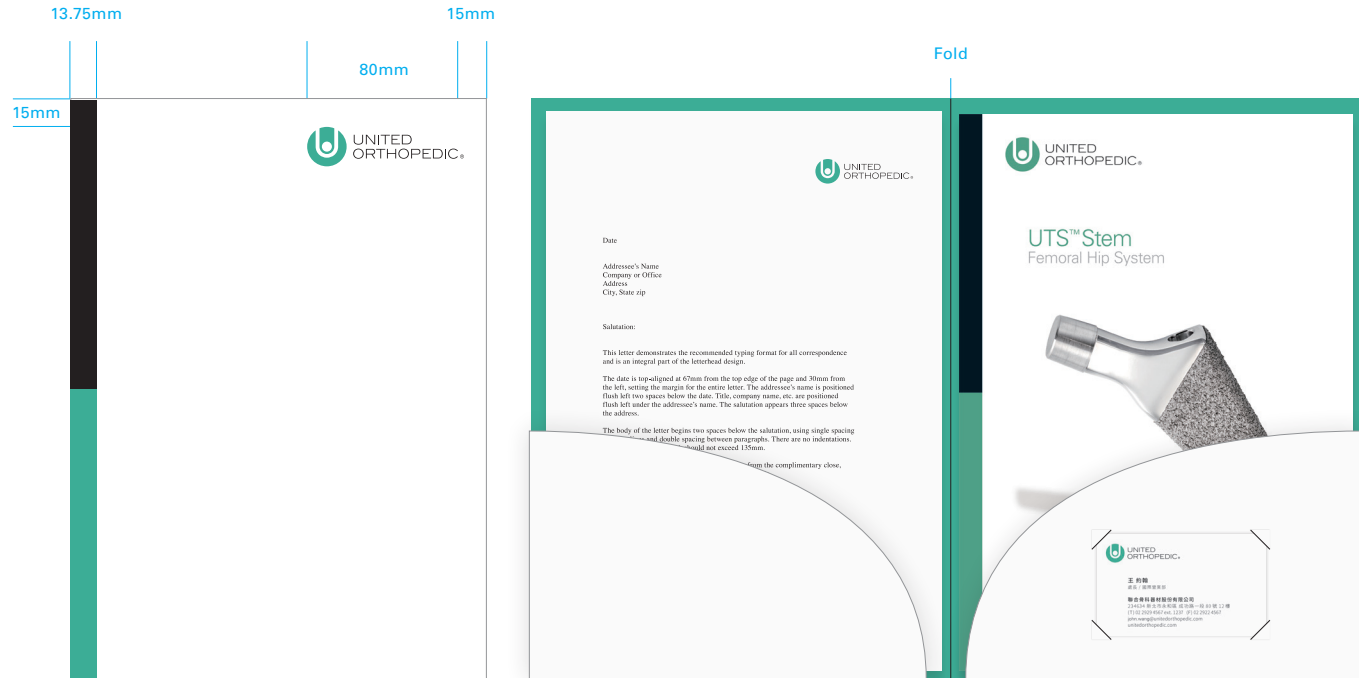
The folder is die-cut and measures 230 x 315mm when folded. The inside features two curved pocket, one of which has a slot for a business card. Shown here at 25% scale. Use provided folder artwork file.

### Format

230mm x 315mm folded, two curved pockets with business card slots

### Colors

PMS 7723 U  
Black



## Approach to Presentation Slides

Shown here are three presentation slide templates.

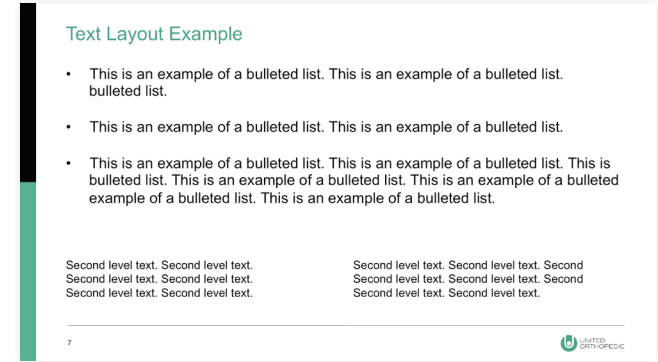
On the cover title slide, the United Orthopedic Logo is isolated in a prominent position, usually at the top left as shown here. On all other slides, the symbol appears in the footer isolated on the bottom right.

Always use the provided PowerPoint® template when creating presentations.

To avoid unexpected results for PowerPoint® where the text is “live”, it’s recommended to use system fonts such as Arial which is available for both Macintosh and PC platforms and is consistent for cross-platform desktop applications. Since the content for each presentation will vary, the layouts here are for reference only and should be adjusted to best suit the content.



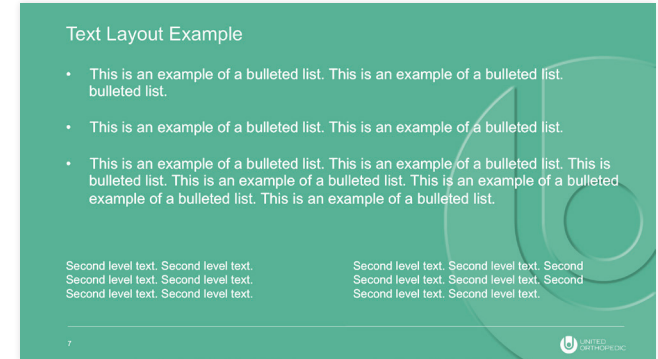
Template (A) - Cover Slide



Template (A) - Text Layout Slide



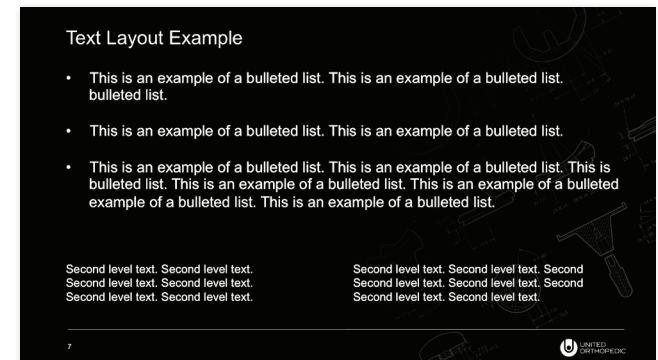
Template (B) - Cover Slide



Template (B) - Text Layout Slide



Template (C) - Cover Slide



Template (C) - Text Layout Slide



## Logo Use on Promotional Items

Shown here and on the following pages are examples of how the United Orthopedic identity can be used on a variety of promotional items. Use the full-color version of the logo wherever possible. If logos are embossed, debossed, or embroidered, do not use the registration mark with the logo.

Here are two polo shirt examples of new logo configuration and design:

- (A) Primary Logo (Left Chest)
- (B) Symbol (Left Chest) + Wordmarks (Left Arm)

Designs shown here are for reference only. Layout may be adjusted to best suit the usage. When considering usage and layout, keep the overall design guidelines in mind to ensure the greatest impact of the new company brand.



Polo Shirt (A)



Polo Shirt (B)



## Logo Use on Promotional Items



Lanyard



Pin



Totebag



USB Drive

## Approach to Logo Use on Signage: Building-Mounted

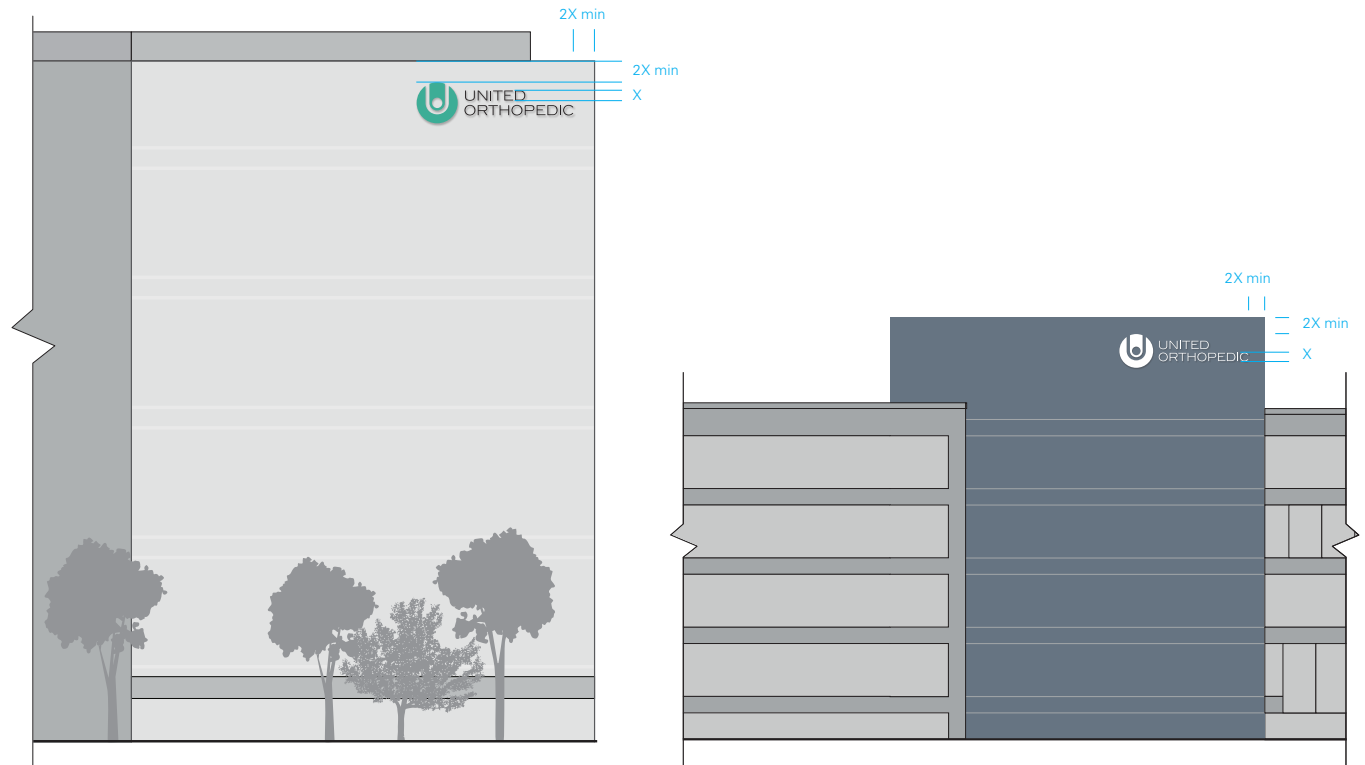
A building-mounted dimensional logo is used to identify a United Orthopedic facility on a building's facade. The illustrations on this page show the application of the logo as signage to typical building structures.

### Materials and Colors

The logo sign should be in a color that contrasts with the wall background, and should be in a material that is compatible with the architecture. Preferred colors are the full-color United Orthopedic Logo, all-white, or natural finishes such as stainless steel, bronze, etc. As a general rule, the depth (thickness) of the letters should be approximately 12% the height of the "U."

Typically, building signs are located on the facades near or adjacent to the main entrance, visible to approaching vehicles and pedestrians. Building signs are never placed on the roof or penthouse unless no clear wall area is available.

Building mounted signs are often internally illuminated or flood lit, depending on the specific conditions.





## Knee Naming System and Oncology Naming System

Shown here are the official product name lockups for the Knee and Oncology naming system. Artwork has been provided for each of these lockups.

This artwork is for use on all product packaging and product marketing materials.

Use the full-color artwork wherever possible. A special black version has been provided for use in one-color printing only.

This artwork should not be altered in any way. The color, typography, and size relationships have been carefully considered and should not be altered.

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### Knee Product Lockups

**U2™ Knee**  
Total Knee System

**U2 Knee AiO™**  
All-in-One Sizing and Resection Block

**U2 Knee MDT™**  
Single-Use Modular Disposable Trial

**U2 PSA™ Knee**  
Revision Knee System

**U2 MB™ Knee**  
Mobile Bearing Total Knee System

**USTAR II™**  
Rotating Hinge Knee System

**USTAR II™**  
Limb Salvage System

**UDM™**  
Mobile Bearing Hip System

**United Knee System**

## Hip Family Naming System

Shown here are the official product name lockups for the Hip Family naming system. Artwork has been provided for each of these lockups.

This artwork is for use on all product packaging and product marketing materials.

Use the full-color artwork wherever possible. A special black version has been provided for use in one-color printing only.

This artwork should not be altered in any way. The color, typography, and size relationships have been carefully considered and should not be altered.

### Hip Product Lockups

**U-Motion II™ Cup**  
Acetabular Hip System

**UTS™ Stem**  
Femoral Hip System

**Full XPE™ Cup**  
Acetabular Hip System

**U-Motion II PLUS™ Cup**  
Acetabular Hip System

**UTF™ Reduced Stem**  
Femoral Hip System

**Bipolar II™ Cap**  
Hemi-Arthroplasty Hip System

**GTF II™ Stem**  
Femoral Hip System

**U2™ Hip Stem**  
Femoral Hip System

**RepliCase™ Hip**  
Cement Spacer Mold

**Locking Cage™**  
Revision Acetabular Hip System

**U2™ Revision Stem**  
Revision Femoral Hip System

**BIOLOX® OPTION**  
Femoral Head System

BIOLOX® is a registered trademark of the CeramTec Group, Germany

**Conformity™ Stem**  
Femoral Hip System

**UCP™ Stem**  
Femoral Hip System

**United Hip System**

