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01. Basic guidelines

Discusses the means available to achieve consistency

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02. Graphic Elements

Illustrates how this guide can be applied

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The Brand Manual is meant to improve the efficiency of the process of communication. An organization’s image is extremely important. It is the sum of the impressions made on the public in a variety of ways. CONSISTENCY and APPROPRIATENESS are two yardsticks by which communications should be judged. The combination of a search for both consistency and appropriateness results in a meaningful diversity of printed items.
Grid
Applying grid to different formats

Suggested Grid

• Its basic unit is 60 mm rectangle. The grid is divided into four horizontal modules.

• The grid achieves a disciplined look with a minimum of restrictions. Considerable efficiencies are realized with the use of a predetermined grid.
The logo is the most visible element of the identity and universal signature across all. It’s a guarantee of quality that unites our diverse designed items.

Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.
Protecting the logo

01.3.1

The logo should be positioned away far enough away from other logos, marks or other graphic elements so that they do not appear to constitute a single united element.

This helps to ensure clarity and improve the impact of the logo.

Logo
Minimum sizes

01.3.2

Please do not reproduce the logo smaller than 30 mm wide.

The logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished.

Even if the specific size of the logo will vary according to each application, the logo should be used in a size large enough to ensure legibility.
Graphic elements represent a system that uses a combination of typography, visual arts and page layout techniques to produce a final result. The second part of Brand Manual deals with the overall look of the piece and how all the elements fit in with it. Using our guideline the result should come up with balance, so the page is, well, balanced and pleasing to the eye.
The Colour Palette is designed to establish a strong and recognizable identity which gives consistency to all materials.

**Corporate Colors Codes**

- Pantone Solid Coated 425 C
  - RGB: 93/ 93/ 93
  - HSB: 0 / 0 / 36
  - HEX: #5d5d5d
  - Print Media CMYK: 0 / 0 / 0 / 64

- Pantone Solid Coated Cool Gray 3C
  - RGB: 204 / 204 / 204
  - HSB: 0 / 0 / 0
  - HEX: #cccccc
  - Print Media CMYK: 0 / 0 / 0 / 20

- Pantone Solid Coated 624 C
  - RGB: 115 / 160 / 151
  - HSB: 168 / 28 / 63
  - HEX: #73a097

- Pantone Solid Coated 6523 C
  - RGB: 182 / 209 / 210
  - HSB: 182 / 13 / 82
  - HEX: #b6d1d2

- Pantone Solid Coated 5545 C
  - RGB: 52 / 98 / 86
  - HSB: 164 / 47 / 38
  - HEX: #346256
  - Print Media CMYK: 13 / 0 / 0 / 18

- Pantone Solid Coated 5545 C
  - RGB: 52 / 98 / 86
  - HSB: 164 / 47 / 38
  - HEX: #346256
  - Print Media CMYK: 13 / 0 / 0 / 18
Circular is the corporate typeface recommended for use in communications. As a general rule, the preferred use of this is sentence and lower case, which should be set to range left with the right-hand ragged.

- Circular Standard Book 22 PT
- Line Spacing 25 pt

**Circular bold 150pt**
Disorders of the skeleton and assoc. Structures

Headline / LL Circular Bold 25pt / Supporting title / ____ Light 25pt

Body Text Circular Standard 13pt

BODY TEXT variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which
Business cards, letterheads, envelopes and other stationery items look as much to increase their combined impact.

Layouts have been devised so that they will work on many different items with minimal changes, as demonstrated here.

- Pantone Solid Coated Cool Gray 3C
- Chrome Foil

**Business Card templates**

- PANTONE Solid Coated 5545 C
- PANTONE Solid Coated Cool Gray 3C
Letterhead & Folder

The letterhead and folder design follow the grid rules.

Folder template

- PANTONE Solid Coated 5545 C
- PANTONE Solid Coated Cool Gray 3C
- PANTONE Solid Coated 5523 C
- Chrome Foil

Identity Kit
Letterhead Template

Identity Kit
Folder template
**Identity Kit**

**Envelope Template**

- **02.4.3 DL Envelope**

- **Identity Kit**

**Manila Envelope**

- **PANTONE Solid Coated 5523 C**
- **PANTONE Solid Coated 5545 C**
- **PANTONE Solid Coated Cool Gray 3C**

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Pantone Solid Coated 5523 C
Chrome Foil

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**Brochure Design**

**02.5**

**CONSISTENCY** - While creating rhythms and variations from item to item, a must is to maintain an overall aesthetic integrity.

- Presentation folder A4 - Numbered
- Marketing folder A4

This means keeping individual visual and typographic elements simple and clear.

- We need to apply them uniformly, so that the connotations of a particular type style, or the results of interaction with a certain graphic element, are independent of their context.

**Formats**

**Applying typographic rules**

- **Marketing Brochures**
  - PANTONE Solid Coated 5545 C
  - PANTONE Solid Coated Cool Gray 3C
  - WHITE

- **Trifold format**
  - 185/297 mm

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The total orthopedic solution

**02**
The public spaces Ortogua signs should be consistent with the Ortogua corporate grid and brand elements.

- The design follows the grid.

**Graphic Elements**

Información en espacios públicos

- PANTONE Solid Coated 5545 C
- PANTONE Solid Coated Cool Gray 3C