



Trice Imaging, Inc. Style Guide  
Usage and Logo Instructions

March 2016

## The Trice Imaging, Inc. Style Guide

### Company Name

The company name is Trice Imaging. The full company name should always appear as two capitalized words. The legal name is "Trice Imaging, Inc." for all copyright statements.

### Brand/Product Names

Trice Imaging is the master brand. Tricefy™ is the product's trademarked brand name.

### Brand Identity

#### Identity

Brand overview

Company logo

*Trice*

Primary typeface: Gotham Rounded Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ!&@%#?\$/-  
0123456789  
abcdefghijklmnop  
qrstuvwxyz

Primary colors



Secondary typeface family: Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ!&@%#?\$/-  
0123456789  
abcdefghijklmnop  
qrstuvwxyz

Secondary colors



## Logo treatment

Trice

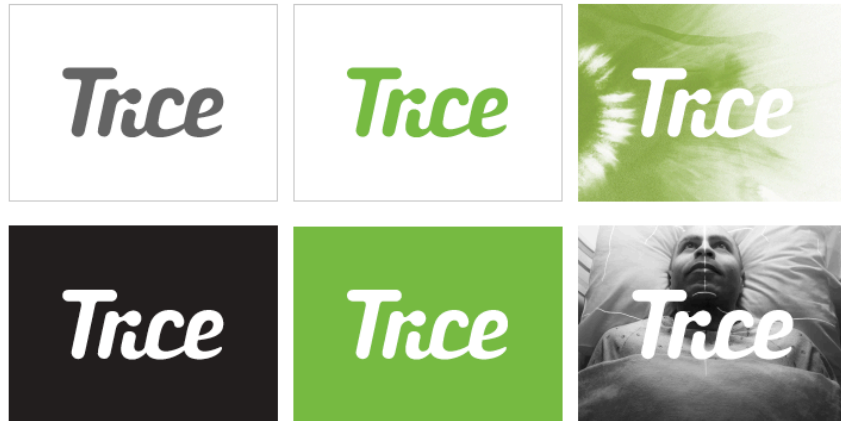
### Identity

#### Logo Treatment

The Trice wordmark is primarily used in three colors; grey, green or white (color codes can be found from p.11). In cases where these colors cannot be used, the fall back options are black or light grey.

There are 4 different circumstances where the logo treatment differs:

1. When used on a white background, the logo should be used in dark grey or the primary green.
2. When used on a black or colored background, the logo can only be white. Only primary colors can be used as a colored background.
3. When used on the graphic element, the logo should always be white.
4. When used on an image, the logo should be used in white unless there isn't enough contrast. In that case it should be used in black.



## Colors & gradients

Trice

### Identity

#### Colors

The three brand colors red, green and blue (RGB) are built from the concept of how color is detected by electronic devices.

The primary green is the main color that represents Trice. In all cases when one color can be chosen to represent Trice, green should be used. When color can be used to categorize information, the primary red, blue and dark grey can be used.

Secondary colors are only used when paired with primary colors to divide the content and make the key message stand out.

#### Primary colors

C: 0 R: 255  
M: 88 G: 67  
Y: 80 B: 56  
K: 0

C: 58 R: 119  
M: 2 G: 188  
Y: 100 B: 31  
K: 0

C: 74 R: 0  
M: 21 G: 161  
Y: 0 B: 223  
K: 0

#### Secondary colors

C: 0 R: 251  
M: 26 G: 198  
Y: 22 B: 184  
K: 0

C: 26 R: 195  
M: 0 G: 224  
Y: 60 B: 136  
K: 0

C: 38 R: 152  
M: 2 G: 213  
Y: 5 B: 233  
K: 0

## Identity

### Gradients

The primary and secondary brand colors can be combined to create a gradient. The gradient can be used to liven up graphs, and details when solid color falls flat.

The gradient should never be used in a bold way, it should be a supportive element.

#### Red gradient

C: 0 R: 255  
M: 88 G: 67  
Y: 80 B: 56  
K: 0

C: 0 R: 251  
M: 26 G: 198  
Y: 22 B: 184  
K: 0

#### Green gradient

C: 58 R: 199  
M: 2 G: 188  
Y: 100 B: 31  
K: 0

C: 26 R: 195  
M: 0 G: 224  
Y: 60 B: 136  
K: 0

#### Blue gradient

C: 74 R: 0  
M: 21 G: 161  
Y: 0 B: 223  
K: 0

C: 38 R: 152  
M: 2 G: 213  
Y: 5 B: 233  
K: 0

## Identity

### Black and white

Sharing  
medical images  
made easy

When color is unable to be used, there are three shades of gray that can be used for Trice ID. In this case, for copy, the mid grey should be used for key messaging and light grey should be used for all supportive copy.

#### Black



C: 0 R: 0  
M: 0 G: 0  
Y: 0 B: 0  
K: 100

#### Dark grey



C: 0 R: 99  
M: 0 G: 100  
Y: 0 B: 102  
K: 75

#### Light grey



C: 0 R: 177  
M: 0 G: 179  
Y: 0 B: 182  
K: 35

## Typefaces/Fonts

### Identity

Trice

Typeface

The primary typeface is used for main messaging when the space allows for a large font size.

When the space is restrictive or for all supportive text, the Gotham font family is used.

Gotham Book for sub headings and Gotham light for body copy.

Primary typeface: Gotham Rounded Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!&@%#?\$/-

Secondary typeface family: Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!&@%#?\$/-

## Use of Typography

Trice

### Identity

Typography usage

“The ability to almost instantly send images to colleagues is extremely useful, especially when acting as a consultant. I have had several occasions in which I sent images to multiple contributors on a single case including a pediatric surgeon, the referring physician, and a pediatric cardiologist.”

- Gregory DeVore, Director of the Fetal Diagnostic Centers

The Trice brand uses a strong typographic language, lifting the importance of typography by using it in a bold way. This builds a personal and confident touch to the messaging by giving the brand a strong voice with a friendly tone.

Color is used when focused on a single messaging statement. Two color tones work together to highlight the key message in the statement.

## Graphical Elements

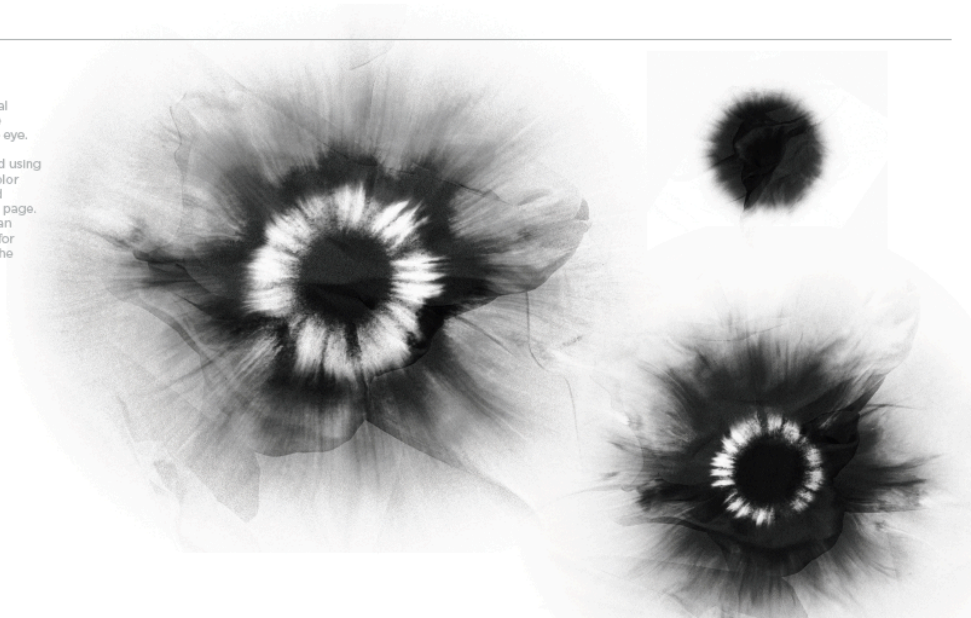
Trice

### Identity

#### Graphical element

The supportive graphical element is based on the receiver of imagery, the eye.

The Iris was handcrafted using bleeding ink on watercolor paper, which was filmed bleeding out across the page. Stills of this footage or an animation can be used for various assets such as the website and film.

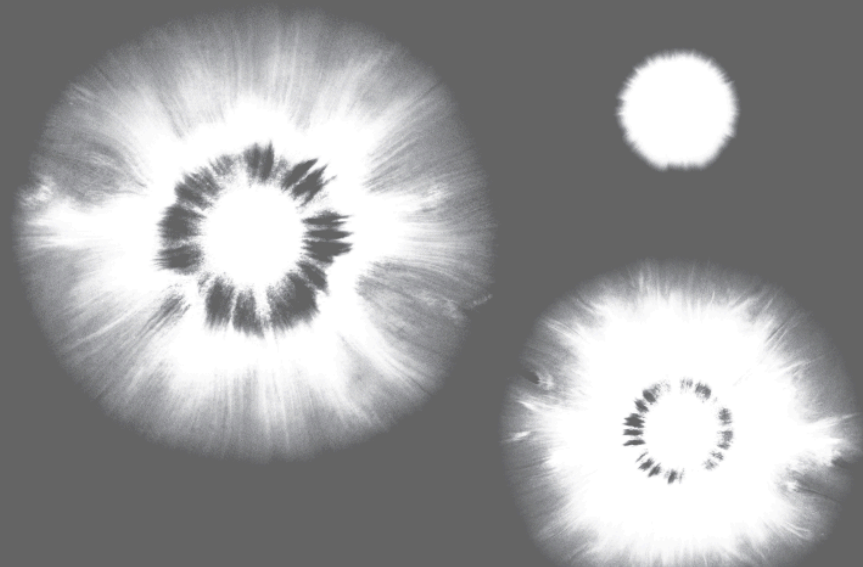


### Identity

#### Graphical element

There are three stages of the Iris used for still imagery frozen at various stages of the bleed.

The Iris should only be used reinforce the message of capturing medical imagery of living things. The Iris should never be used as decoration and cannot be placed on an image.



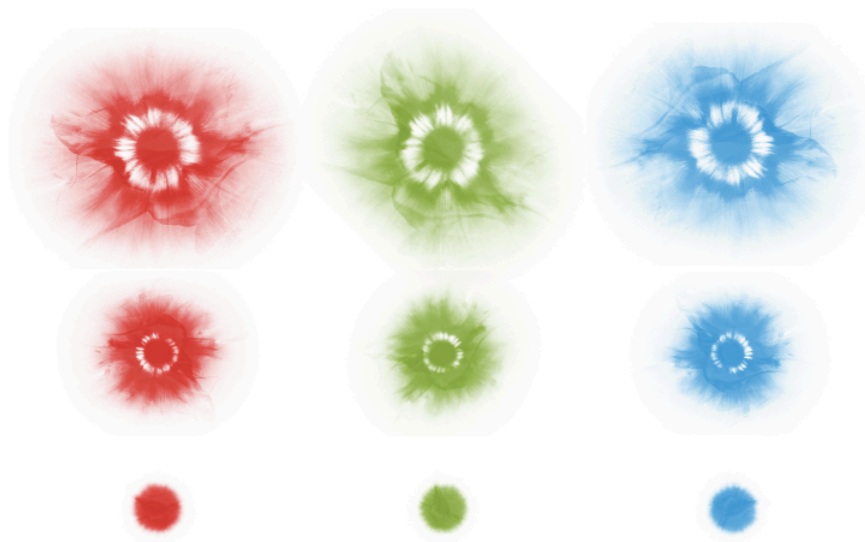
## Logo and graphical elements

Trice

### Identity

Graphical element

The Iris can only be colored in the three primary colors, black or white. It can be used in its entirety or it can be focused on a detail such as a corner or a half.



### Identity

Logo & graphic

When pairing the logo with the graphical element, the logo can only be used in white.

The primary choice of color for the graphic would be green as it is the focal primary color for Trice.

At all times, the Trice wordmark must be legible. These three applications demonstrate the safe zones for the logo to be placed with the graphic.



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## Tricefy inside emblem

Partners that have embedded the Tricefy Uplink on their imaging devices should follow the guideline for the Tricefy Inside brand,

The emblem as shown below should be placed on a prominent place on the imaging device where it is easy for the user to see. The partner selects the Trice-green, blue or gray tone as described on page 3 in this document. See page 5 for font instructions. The emblem should be on a transparent background the white and gray background plates below is for illustration purpose only.



The emblem should also be placed on User Handbooks/Manuals and product literature. On printed material the Tricefy TM information should be presented with the emblem as described below.

## Trice Imaging, Inc. Notations

The following guidelines describe when and how the trademarks, certifications, classifications, patents and compliancy of Trice Imaging, Inc. are to be used.

## Confidential Notices and Copyright

On materials deemed as confidential and limited to internal use, include the footer:

Confidential- For Internal Use Only

In the United States, copyrights are implied under the Berne Convention of 1886. Failure to use a copyright notice - listing the copyright symbol, year of publication and copyright owner - may impede copyright infringement cases, resulting in lessened damages.



Ensure copyright protection for Trice Imaging as a corporate entity on all of our printed material, particularly those that are public facing by including the phrase:  
© 2016 Trice Imaging, Inc. All rights reserved.

## Trademarks

Include a trademark/copyright block at the end of all of our public-facing printed material. Alphabetically list trademark names in the block.

Example:

- © 2016 Trice Imaging, Inc. All rights reserved. Tricefy™ trademarks are registered trademarks of Trice Imaging, Inc.

## Patents

Trice Imaging, Inc. has three U.S. patents issued in 2011 and 2013 protecting the unique technology. The company also has five patents pending and all services are trademarked. A patent information block should be included when the product is described as such in marketing material, published on websites, announcements, releases or customer presentations.

- Tricefy™ by Trice Imaging, Inc. Patented and with additional patents pending.

## ISO Certification

Trice Imaging, Inc. is ISO 13485 certified. The company's ISO certification should be present in marketing materials, presentations and on websites.

## FDA Classification

Trice Imaging, Inc. is FDA-classified as a Class 1 medical device. This information should be present in marketing materials and published on websites.