

A man with glasses and a beard is looking at a computer monitor. The monitor displays a 3D anatomical model of a heart with its blood vessels. The background is a blurred office or laboratory setting. The entire image has a blue tint.

EXTERNAL CORPORATE DESIGN MANUAL

Basic principles of layout and design
for business partners

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01 Identity



Medicalgorithmics is a medical technology company specialized in AI-powered and noninvasive solutions for cardiac arrhythmia. Over the past 15 years, we have transformed into a global provider of cutting-edge solutions that help improve the health of patients around the world.

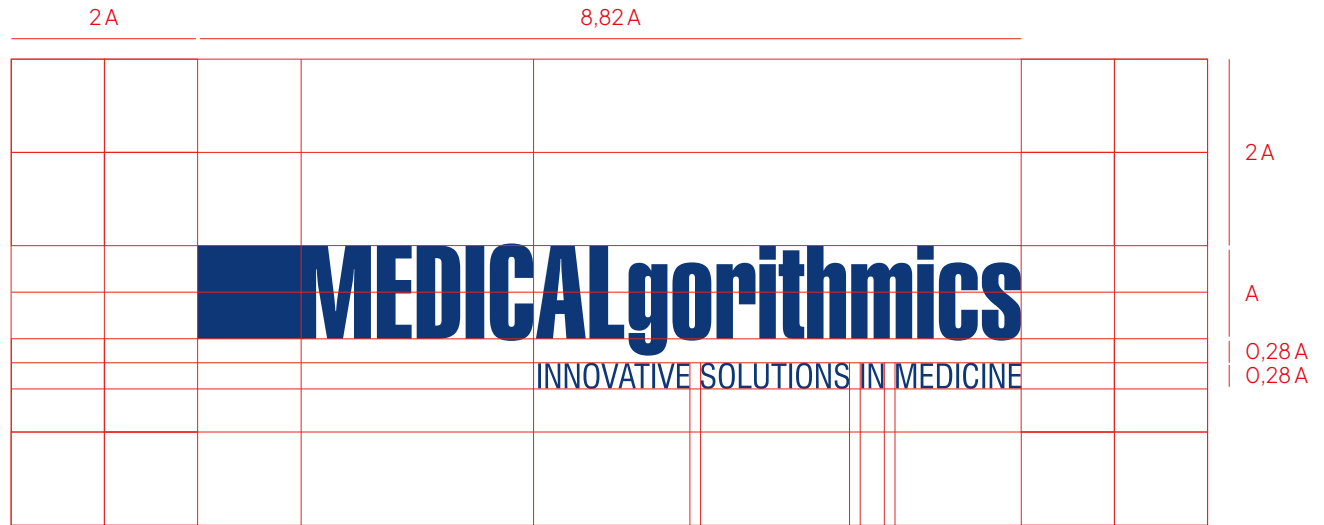
We have put science and innovation at the heart of our work. We are closely cooperating with healthcare professionals to reduce costs, streamline clinical workflows and most importantly improve the quality of patient care. We are striving to design AI algorithms that can accurately detect and diagnose diseases at an early stage, increasing the chances of a successful treatment.

Our innovative portfolio spans across software, artificial intelligence and cloud based solutions for healthcare systems, physicians and medical technology companies. Our flagship products include PocketECG system, FDA-approved TechBot and DeepRhythm software platforms for cardiac arrhythmia. We invented noninvasive AI-powered VCAST (Virtual Cardiac Stress Test) technology, which we believe can revolutionize the diagnosis and treatment of coronary artery disease in the years ahead.

Medicalgorithmics has been listed on the Warsaw Stock Exchange since 2014.

02 Logotype

Standard logo construction
and proportions



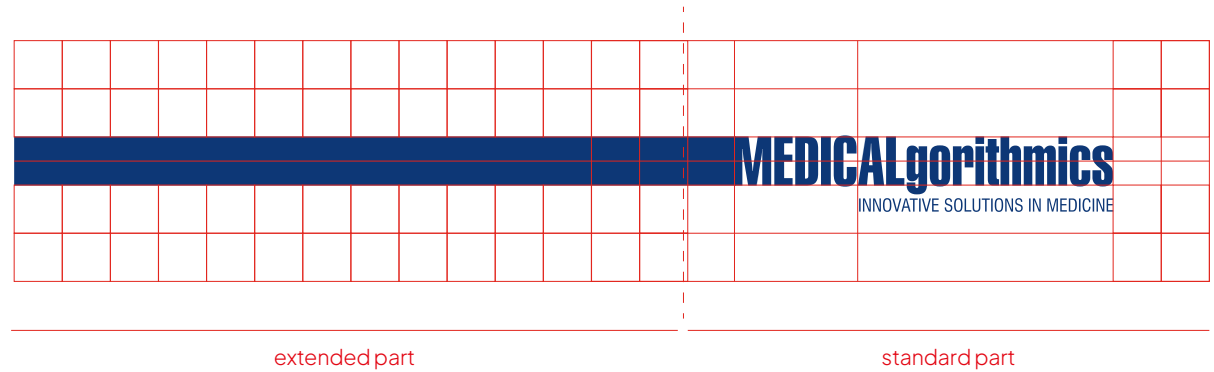
01 / standard MDG logo with claim



02 / standard MDG logo without claim

02 Logotype

Extended logo construction
and proportions



03 / extended MDG logo with claim

02 Logotype

Safe area based
on logo structure



01 / standard MDG logo with claim



02 / extended MDG logo without claim

02 Logotype

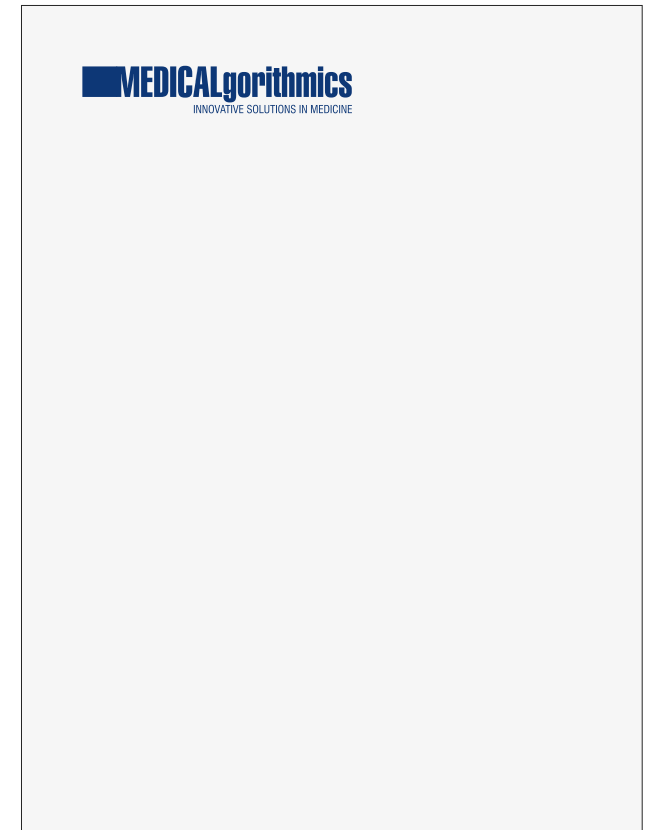
Safe area examples Standard logo

Standard MDG logo is designed for simple one-page applications, such as leaflets and is strongly recommended for use in internal page layout in bigger multi-page brochures and catalogues.

It is also recommended in layouts that are to be printed on office printing devices without possibility to cut off the bleed area.



01 / standard MDG logo with claim



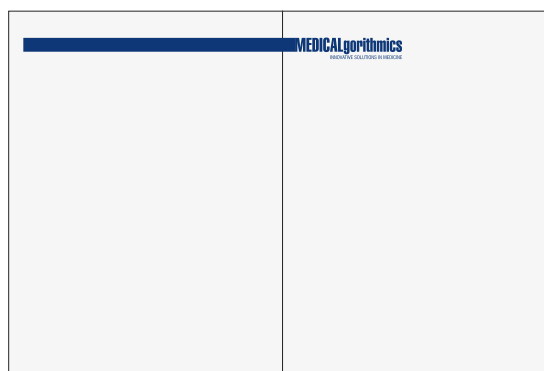
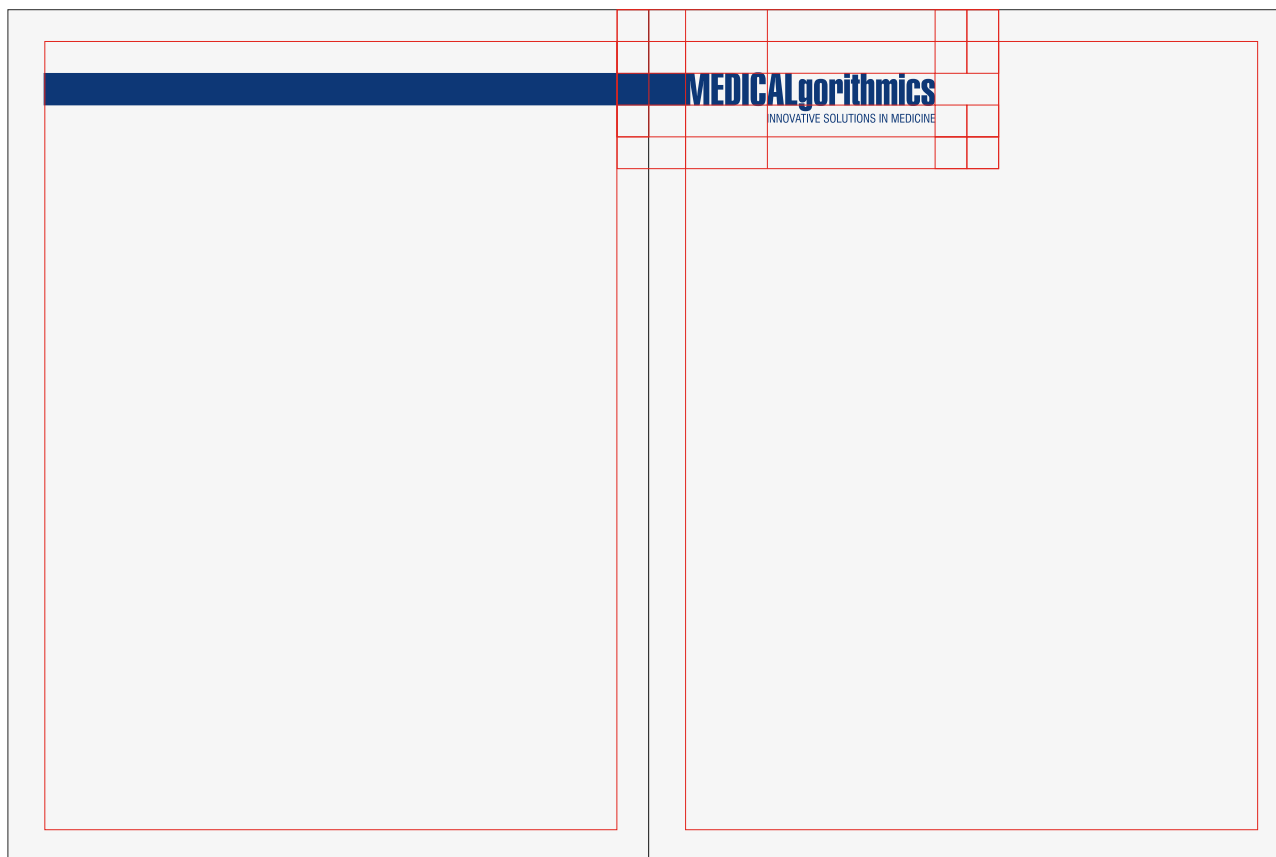
02 Logotype

Safe area examples
Extended logo

ExtendedMDG logo is designed for use in two-fold brochures, on covers of multi-page catalogues and for official stationery materials.

It allows the logo strip to be extended and overlapped to the back page, see pages 23-25 for examples.

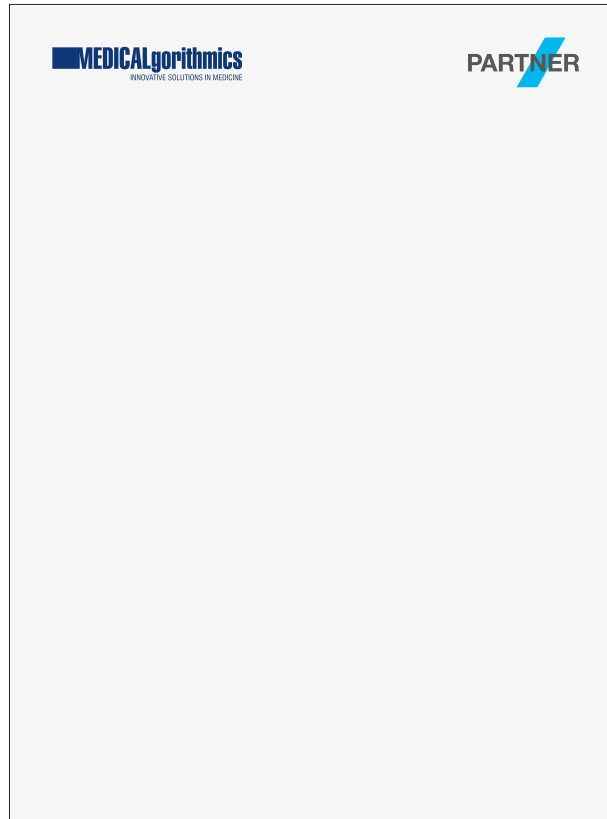
Recommended for works printed on professional devices.



02 / extended MDG logo with claim

02 Logotype

Partnership examples



01 / MDG as host (MDG layout)



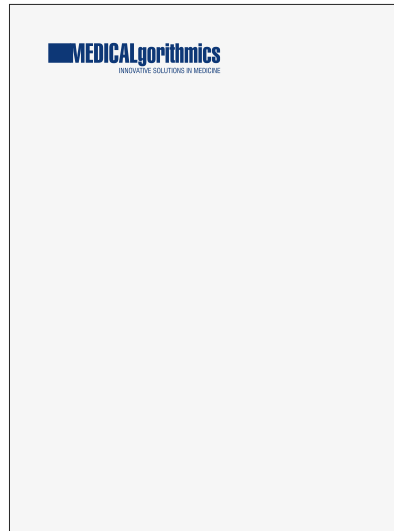
02 / equal partners in a logo set

PLEASE NOTE

If possible, MDG logo should always appear on the left side in the partner list as it is one of the most basic principles of its usage in printed and displayed materials.

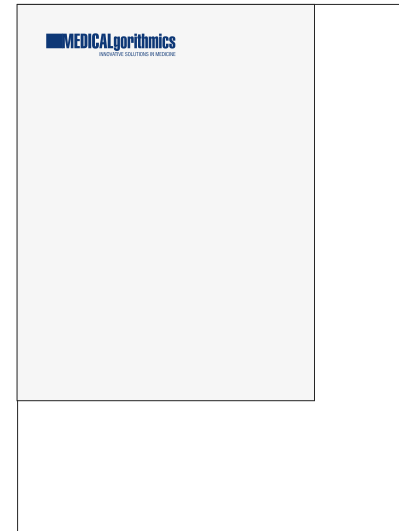
02 Logotype

Logo sizes
on various formats



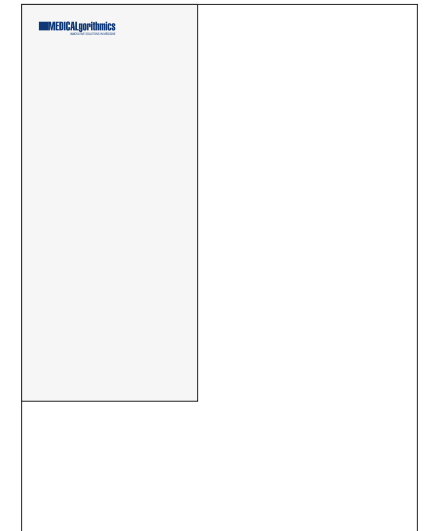
A4

MIN. SIZE (height) 12 mm
MAX SIZE (height) 16 mm



A5

MIN. SIZE (height) 8 mm
MAX SIZE (height) 12 mm



DL

MIN. SIZE (height) 6 mm
MAX SIZE (height) 8 mm

02 Logotype

Do's and don'ts

DO

When working with MDG layouts do everything to follow the rules and guides gathered in this manual.

DON'T

Don't let your creativity dominate basic principles of working with MDG logo. Don't modify it.



Don't recolor.



Don't skew to imitate italics.



Don't use the old logo colors – red and gray.



Don't place on colors too similar, where the logo becomes unreadable.



Don't change proportions.



Don't combine with other objects.

03 Corporate colors

Basic colors



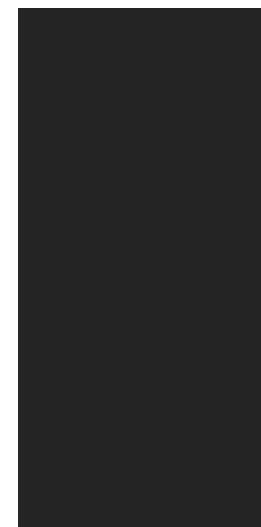
Deep Indigo

HEX #0D3776
RGB 13/55/118
CMYK 100/84/28/10
PANTONE 280 C



Oceanic Teal

HEX #1B7BA5
RGB 27/123/165
CMYK 83/39/20/5
PANTONE 7704 C



Anthracite Mist

HEX #252525
RGB 37/37/37
CMYK 73/64/59/71
PANTONE Black C



Iron Gate

HEX #575756
RGB 87/87/86
CMYK 60/49/49/42
PANTONE Cool Gray 11 C

03

Corporate colors

Palette of additional colors



Oceanic
Teal

HEX #1B7BA5
RGB 27/123/165
CMYK 83/39/20/5



Deep
Indigo

HEX #0D3776
RGB 13/55/118
CMYK 100/84/28/10



Royal
Purple

HEX #3416AA
RGB 52/22/170
CMYK 95/89/0/0



Vibrant
Violet

HEX #9417A8
RGB 148/23/168
CMYK 62/89/0/0



Velvet
Rose

HEX #A8175D
RGB 168/23/93
CMYK 27/99/28/16



Brick
Red

HEX #A81717
RGB 168/23/23
CMYK 22/100/98/17



Signal
Red

HEX #E30613
RGB 227/6/19
CMYK 0/100/100/0

03 Corporate colors

MDG logotype in basic colors
fullcolorversion

For use on white and bright
greyscale backgrounds



01 / standard MDG logo with claim



02 / standard MDG logo without claim



03 / extended MDG logo without claim

03 Corporate colors

MDG logotype in basic colors
black monochrome version

For use on white and bright
greyscale backgrounds



01 / standard MDG logo with claim



02 / standard MDG logo without claim



03 / extended MDG logo without claim

03 Corporate colors

MDG logotype in basic colors
white monochrome version

For use on black and dark
backgrounds



01 / standard MDG logo with claim



02 / standard MDG logo without claim



03 / extended MDG logo without claim

04 Typography

Plus Jakarta Sans font family is a sans serif typeface, modern but based on best of classic. Solid and efficient.

Should be used as a main purpose font in printed materials, for both headline and body text.

In online applications should be set as a main font (font substitution settings).

Plus Jakarta Sans

Plus Jakarta Sans Light

AĄBCĆDEĘFGHIJKLŁMN
ŃÓÓPQRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmn
ńóópqrsśtuvwxyzźź
1234567890

Plus Jakarta Sans Regular

AĄBCĆDEĘFGHIJKLŁMN
ŃÓÓPQRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmn
ńóópqrsśtuvwxyzźź
1234567890

Plus Jakarta Sans Semi Bold

AĄBCĆDEĘFGHIJKLŁMN
ŃÓÓPQRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmn
ńóópqrsśtuvwxyzźź
1234567890

Plus Jakarta Sans Bold

AĄBCĆDEĘFGHIJKLŁMN
ŃÓÓPQRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmn
ńóópqrsśtuvwxyzźź
1234567890

04 Typography

Arial font should be used as a substitute font in cases when Plus Jakarta Sans can't be used: online newsletters, e-mail footers.

Arial

Arial Regular

AĄBCĆDEEĘFGHIJKLŁMN
ŃOÓPQRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmn
ńoópqrsśtuvwxyzźź
1234567890

Arial Bold

**AĄBCĆDEEĘFGHIJKLŁMN
ŃOÓPQRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmn
ńoópqrsśtuvwxyzźź
1234567890**

05 Printed elements examples

A4 brochure example
(3 column layout)

Extended MDG logo

MEDICALgorithmics

INNOVATIVE SOLUTIONS IN MEDICINE

The most effective technology solutions for cardiology

Pocket ECG

Pocket ECG is a complete diagnostic technology for detecting cardiac arrhythmias, which gives the doctor access to the full ECG signal throughout the test and the richest diagnostic report on the market with a full statistical analysis of the data.

Pocket ECG, a personal ECG heart monitor which provides its users with full disclosure resolution for physicians that allows them to supervise remotely their patients' heart rate variability via this device. This pocket ECG device lets clinicians widen their practices and enables effective diagnosis of cardiac conditions on a daily basis.



WWW.MEDICALGORITHMICS.COM

Medicalgorithmics Group specializes in AI-powered and noninvasive solutions for cardiac diagnostics.

We have a clear goal: improving health through intelligent technologies.

Medicalgorithmics Group was established in 2005 and is headquartered in Warsaw, Poland. Over the past two decades, we have transformed into a global provider of cutting-edge solutions that help improve the health of patients around the world. Today, the Group operates globally through four businesses to address today and tomorrow's healthcare needs.

CONTACTUS

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Al. Jerozolimskie 81
Central Tower Building, 18th floor
02-001 Warszawa
www.medicalgorithmics.com
contact@medicalgorithmics.com
+48 22 825 12 49



05 Printed elements examples

A5 brochure example
(2 column layout)

Extended MDG logo (left)
Standard MDG logo (right)

MEDICALgorithmics
INNOVATIVE SOLUTIONS IN MEDICINE

The most effective **technology solutions** for cardiology

Pocket ECG

PocketECG is a complete diagnostic technology for detecting cardiac arrhythmias, which gives the doctor access to the full ECG signal throughout the test and the richest diagnostic report on the market with a full statistical analysis of the data.

PocketECG, a personal ECG heart monitor which provides its users with full disclosure monitor and comprehensive analytic resolution for physicians that allows them to supervise remotely their patients' heart rate variability via this device. This pocket ECG device lets clinicians widen their practices and enables effective diagnosis of cardiac conditions on a daily basis.



WWW.MEDICALGORTHMICS.COM

MEDICALgorithmics
INNOVATIVE SOLUTIONS IN MEDICINE

POCKET ECG

Pocket ECG is the only technology to combine the accuracy of full Holter analysis and the interactivity of hospital telemetry at a patient's home.



Pocket ECG identifies in real time the morphology of each heartbeat and allows remote monitoring of thousands of patients simultaneously. It is the only solution available worldwide enabling physicians to have direct insight into ongoing ECG recording through a standard internet browser window.

The most advanced cardiac monitoring technology.

In many cardiovascular diseases symptoms occur and disappear suddenly. In such cases making an accurate diagnosis requires longer hospitalization, which is both inconvenient and costly. Pocket ECG empowers the patient to live the normal daily life while being constantly monitored. All anomalies are analyzed and occurrences of sudden heart rhythm disturbances are immediately transmitted to the physician.

The most accurate device in diagnosing intermittent and transient cardiac conditions.

Symptoms such as chest pain, dizziness or palpitation will be transmitted as an ECG data stream and will help specialists identify the underlying source of the problem and suggest the best therapy. Pocket ECG provides a very effective tool in explaining the causes of syncope that may be of cardiovascular origin.

Detects every symptomatic and asymptomatic arrhythmia over days, weeks or months.



Many cardiac conditions cannot be diagnosed based on a single ECG test or by using standard diagnostic methods of arrhythmia detection. By enabling continuous monitoring of heart rhythm and a patient's physical activity over many days or weeks, Pocket ECG makes precise diagnosis possible in many previously undiagnosed cases.

05 Printed elements examples

Business card

EU: MEDICALgorithmics S. A.
Al. Jerozolimskie 81,
02-001 Warsaw, POLAND
Phone: +48 22 825 12 49,
Fax: +48 22 292 83 68

**USA: MEDICALgorithmics
US Holding Corporation**
2711 Centerville Rd Ste 400
Wilmington, DE 19808, USA

Alexander Jefferson

VICE PRESIDENT OF SALES

Cell +48 708 505 099
US phone +1(415) 627 4025
Skype jefferson_medicalgorithmics
E-mail a.jefferson@medicalgorithmics.com
Web www.medicalgorithmics.com

MEDICALgorithmics
INNOVATIVE SOLUTIONS IN MEDICINE

05 Printed elements examples

Do's and don'ts

DO

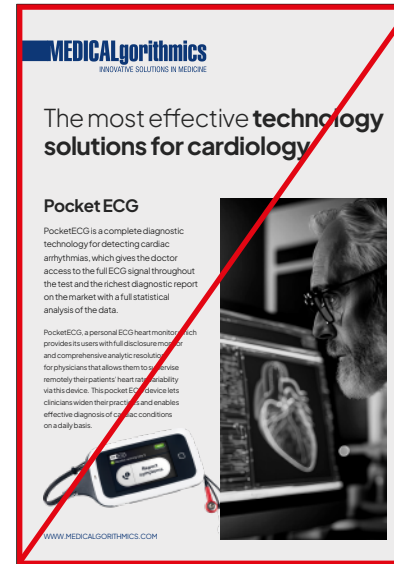
When working with MDG layouts do everything to follow the rules and guides gathered in this manual.

DON'T

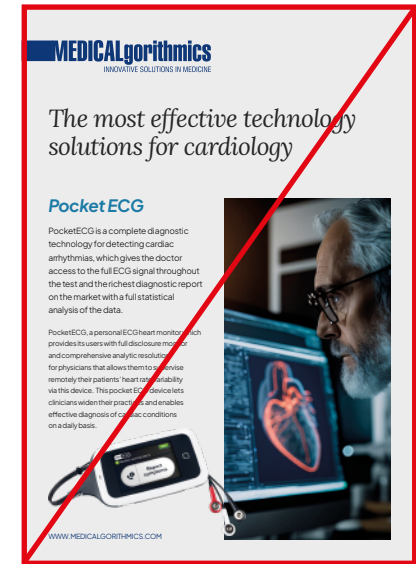
Don't let your creativity dominate basic principles of working with MDG layouts. Don't modify it.



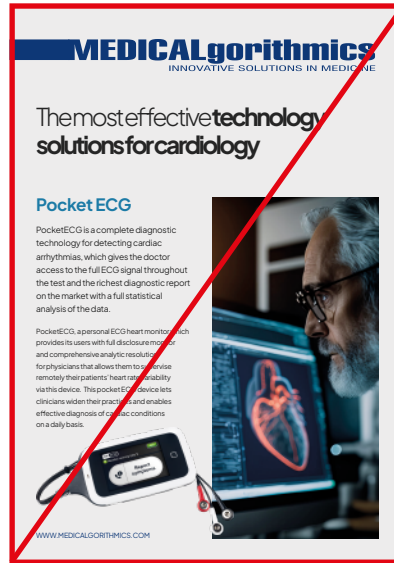
Don't recolor any layout element.



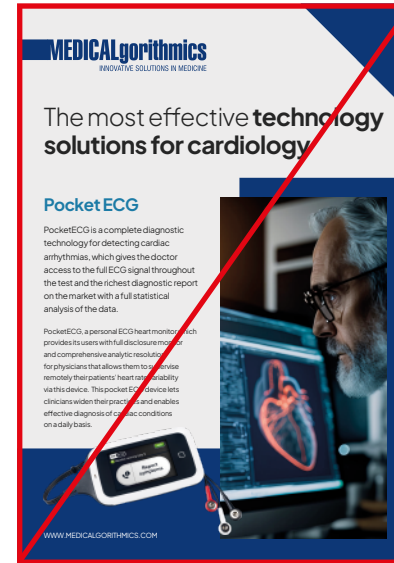
Don't convert photographs to any other colour scheme.



Don't use any fonts not specified in this manual, especially serif.



Don't change proportions of elements or the grid.



Don't place any additional objects if not needed.



Make sure your communication remains professional and retains business character.

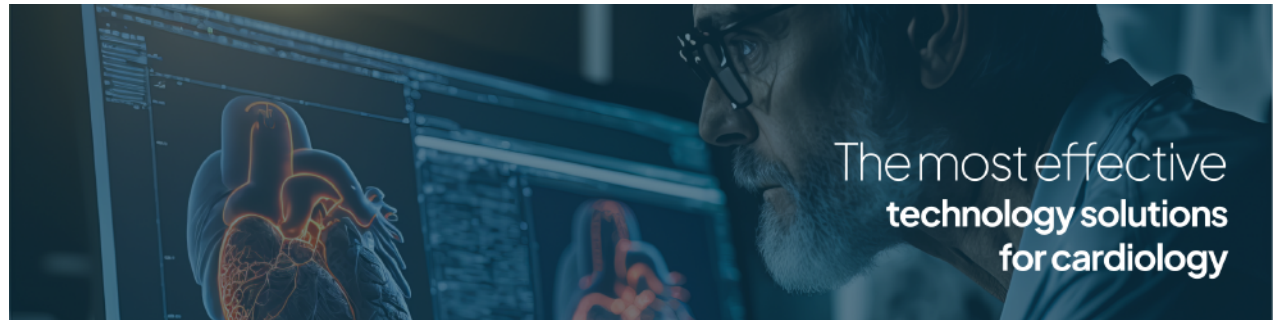
06 Digital elements examples

Social media avatar



06 Digital elements examples

Background photo for LinkedIn
and other platforms



Info

CORPORATE DESIGN MANUAL
designed by leniva° studio
and updated by nocadis

In case of emergency do not hesitate to contact us:
contact@medicalgorithmics.com

www.medicalgorithmics.com



MEDICALgorithmics

INNOVATIVE SOLUTIONS IN MEDICINE