

mindray

Mindray Brand Book

Version: 1.2

Introduction

Great businesses are built on strong brands that influence consumer choices to foster greater loyalty. A powerful brand is a competitive asset that can enhance the market position and profitability of the company. When the essence of a brand is fully understood by the employees, it can serve as a source of inspiration, excitement and job satisfaction.

For customers, their inspiration may consciously manifest itself in their favorite brands or in experiences. In the sea of sameness, only a unique voice can make our brand standout.

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Who are we

Founded in 1991, Mindray is one of the leading global providers of medical devices and solutions and is dedicated to innovation in the fields of Patient Monitoring & Life Support, In-Vitro Diagnostics, and Medical Imaging System.

Mindray maintains a huge investment in R&D and strives to own a range of core technologies. Through our worldwide R&D centers, Mindray is constantly listening to global clinical requirements and providing keen insights.

Quality is built into every aspect of Mindray's solutions. Quality control system in Mindray manufacturing center ensure the stringent criteria and traceability throughout the entire process. Today, Mindray's products and services can be found in healthcare facilities in over 190 countries and regions.



Mindray=
healthcare within reach

Brand story

High quality and advanced healthcare is not always affordable for most people. Mindray believes its time for the industry to give every life the respect it deserves by putting patient care first. Our passion is to improve healthcare by optimizing and sharing medical technologies with the world, resulting in better care for more people. We work with the medical community to help them thoroughly understand and rapidly respond to patients' needs. By adopting and advancing critical technologies, we are becoming increasingly precise in addressing these needs. We deliver solutions that are affordable, reliable and easy- to-use, so healthcare professionals can always put the patients before the equipment. We do it with humanity in mind.

Vision, mission and core values

Vision	Better healthcare for all
Mission	Advance medical technologies to make healthcare more accessible
Core Value	Align with our customers Value and enrich our people Be precise and practical Always forge ahead

How to begin

Brand management is of key importance.
This brand book clarifies all the elements related to the Mindray Brand, including all the visual expressions for consistent deliverables.

01.

Visual Identity

Overview

Brand elements are the core of brand identity that defines the design language and typesetting system for publications, including logos, colors, fonts, images, icons, etc. Designers can align their work with a consistent design concept, ensuring clarity, consistency and professionalism in all deliverables to convey the brand image.

Logo



Color



Typeface

Myriad Pro Light
Myriad Pro Regular
Myriad Pro Semibold
Myriad Pro Bold

Imagery



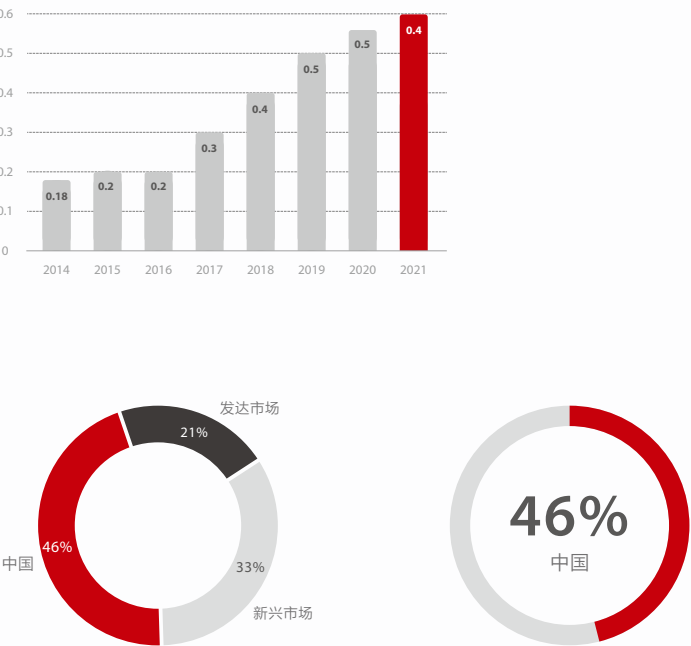
Design Language



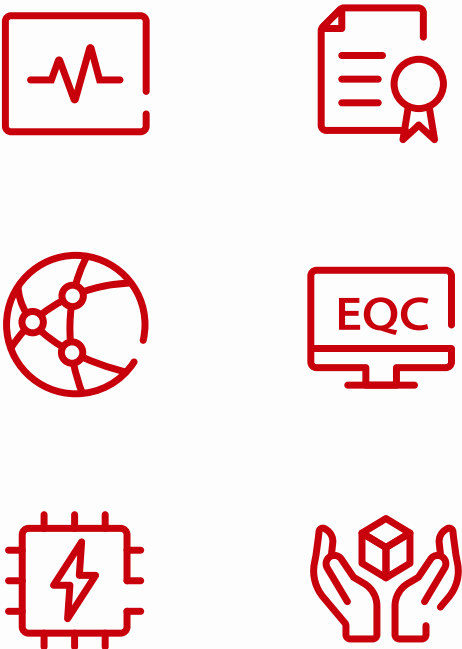
Illustration



Chart



Icon



Logo



Our Logo is the most intuitive presentation of the Mindray brand and the most fundamental element in the flyer design reflecting the features of our brand. The unique design of our Logo will enable customers from all over the world to recognize us quickly.

Efficient and enterprising

The red color highlights our passionate and vigorous efforts to increase the accessibility of affordable and high quality health care.

Insightful

The echo design of letters “r” and “a” signifies our efforts to explore and fulfill clinical requirements. The italic “r” ingeniously separates “mind” from “ray” as two syllables, to correct pronunciation.

Global Version



Logo

Global Logo



Combination of Global Logo & Slogan



Vertical Global Logo



* Layout according to local preferences

Logo



Logo color

mindray

CMYK

C0 M100 Y100 K20

Pantone

Pantone 187C

RGB

R199 G0 B11 HEX: # C7000B

Logo



What to avoid

Do not squash or stretch



Do not place logo against a flashy background, and do not use colors other than white as the contrast color



Do not overlap the logo



Do not add effects to the edge of the logo



Do not change the logo color



Do not slope the logo



Logo

Clear space

To preserve the integrity and visual impact of the Mindray logo, always maintain adequate clear space around it.

As an integral part of the design, clear spacing can ensure that the Mindray logos stand out among other logos, symbols, artwork, or text.



Clear Space: the height of the letter “m” is the distance between logo and layout.

Color

Colors are used for the most intuitive visual identification. Mindray's main colors include red, white, and gray, which are extensively used in various communication systems, including printed media, multimedia, and office environment.

Red

PANTONE 187 C/U
C0 M100 Y100 K20
R199 G0 B11
HEX/WEB: # C7000B

Gray

PANTONE Cool Gray 11 C/U
K90
R62 G58 B57
HEX/WEB: 3e3a39

Gray

PANTONE Cool Gray 9C/U
K70
R114 G113 B113
HEX/WEB: # 727171

Gray

PANTONE Cool Gray 6 C/U
K40
R181 G181 B182
HEX/WEB: # b5b5b6

Gray

PANTONE Cool Gray 2 C/U
K20
R220 G221 B221
HEX/WEB: dcdddd

White

K0
R255 G255 B255
HEX/WEB: # FFFFFFFF

K90 ← → K0

Color

Color proportion



Color Palette

Be proud of our brand, and we encourage a strong presence of red on brand level design.



Color Palette

White is another important brand color, it makes information more clear and accessible.



Typeface

We’ve created a systematic approach to Mindray typography using Myriad Pro as our primary typeface.

Choosing from a combination of weights, you can use Myriad Pro Regular, Myriad Pro Light, Myriad Pro semibold, Myriad Pro Bold .

If Myriad pro fonts cannot be used for technical reasons, Arial is used as a substitute.

Aa

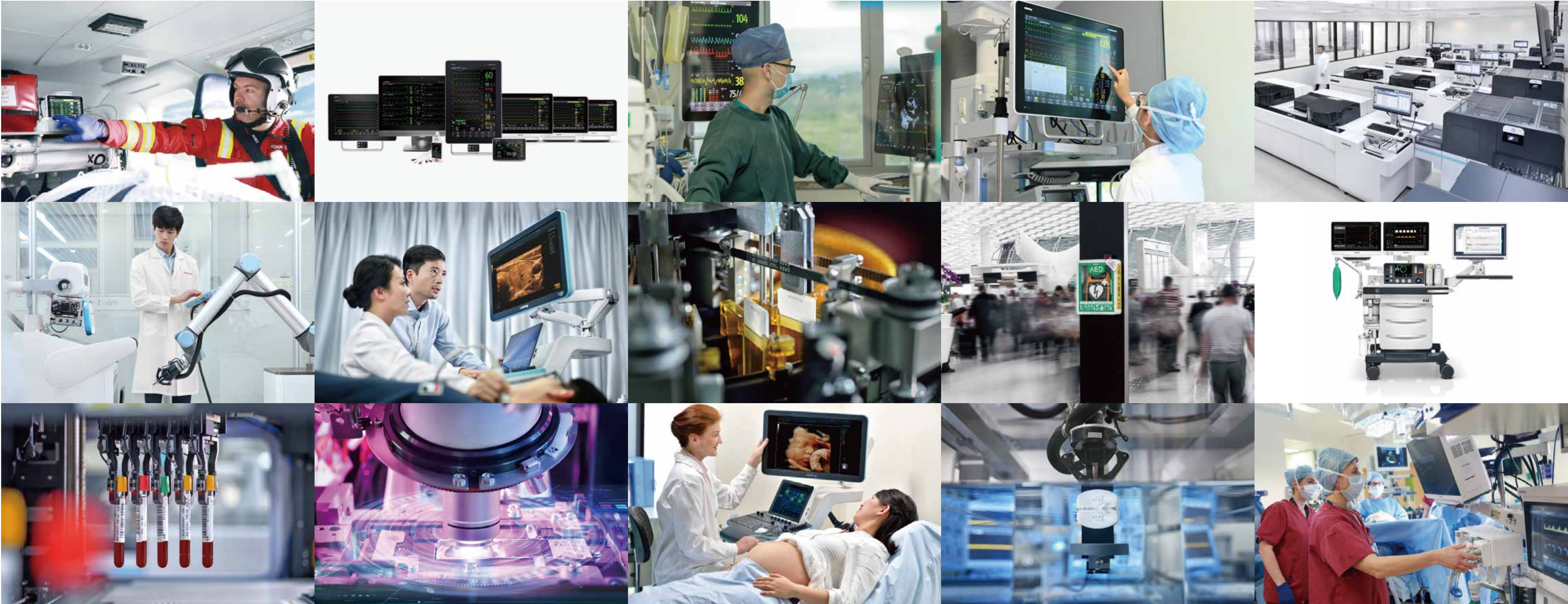
Myraid Pro

Aa Bb Cc Dd Ee Gg Ff Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Bold **Semibold** Regular *Italic* Light

Imagery



Imagery

Pictures explore a range extending from the emotional to the rational. It’s essential that you choose strong, down-to-earth and industry appropriate images. They must be aesthetically pleasing and can attract attention. We have to make sure the images send a positive and on-brand message.



Imagery

Characters

The characters in the images should be expressive and authentic. Show the characters in everyday situations in clinical environments.



People in real working environments



Avoid extremely blurry areas in the picture



People in conversation



Avoid posed movements



Close-up view



Avoid awkward or obviously posed expressions

Imagery

Clinical scene

Images of clinical scenes should include people and products with a clear focus on the people. Use the composition of the images to convey a warm and caring feeling.



Place the products in a work scene



People interacting with the products



Keep the integrity of the composition



Avoid dimly lit and cluttered scenes

Imagery

Product

For products, if the focus is on ease- of-use or its high-end quality, then we prefer images showing products in use. Keep in mind that the images must be professional, positive, and well-lit.

If the focus is on a new high-tech innovation or a specific feature of the product, then a close-up of the product or function with vivid lighting can produce a strong impact.



Product looks clear, in well-lit backgrounds



Product with natural shadow and reflection



No unnatural light effects



No cluttered background

Imagery

Detail

Focus on one major detail or specific feature of the product.



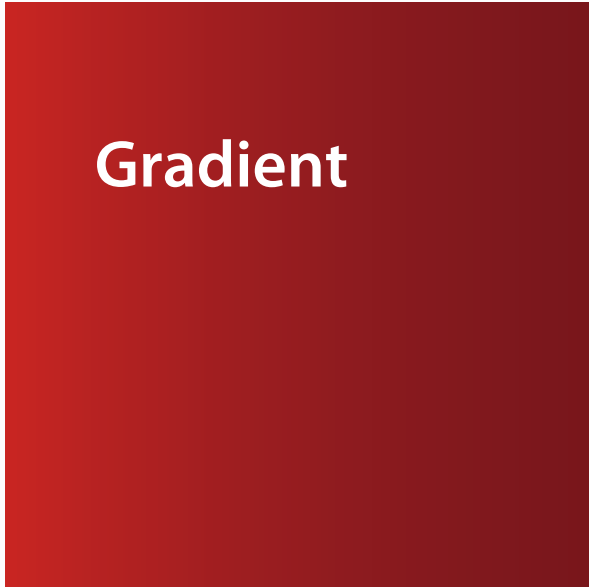
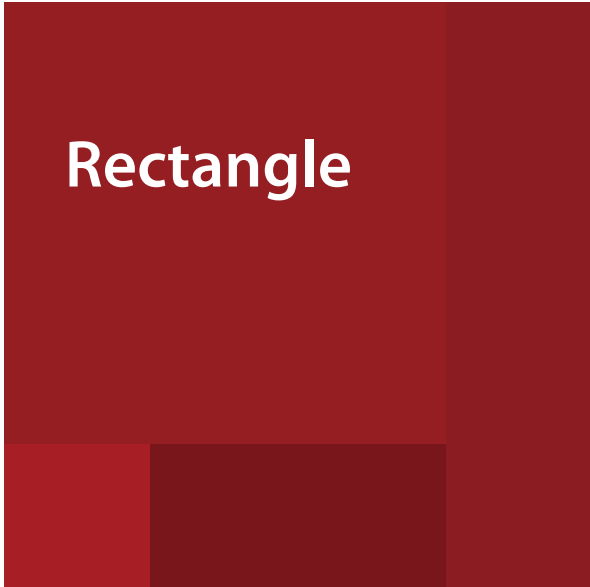
No obvious focus on product details

Design language

MedHaus

MedHaus is a highly flexible design language combining elements such as rectangles, quadrants and gradients. The design language runs through our diverse brand touchpoints to ensure consistency in brand experience.

*For more information, please refer to *Mindray Design Language*



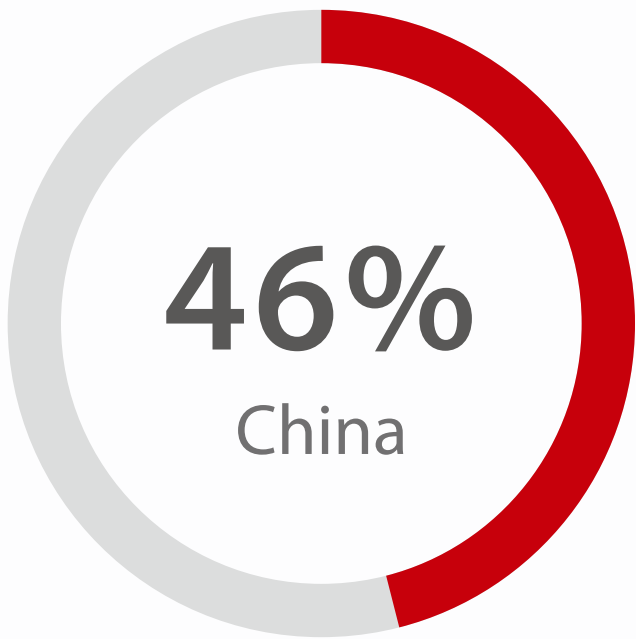
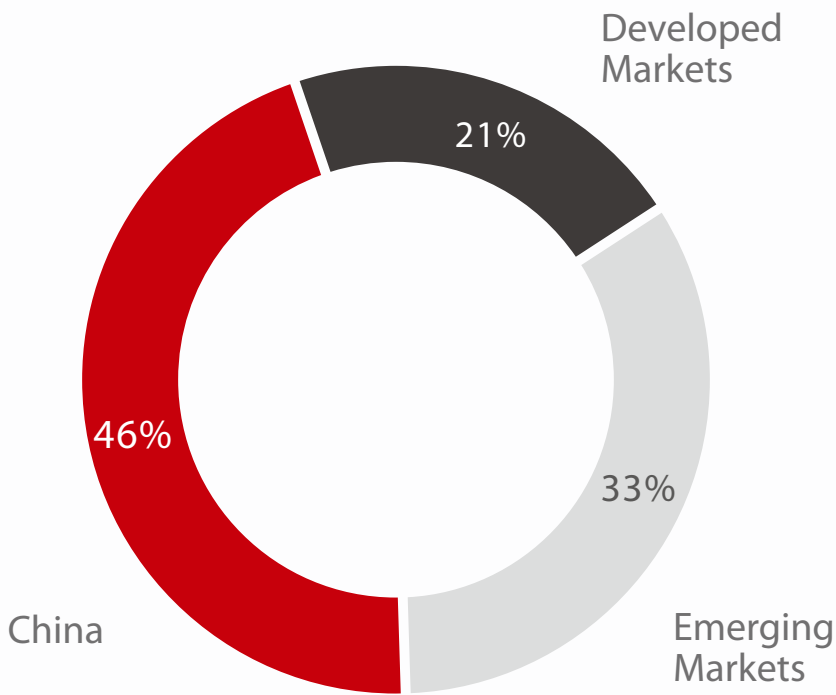
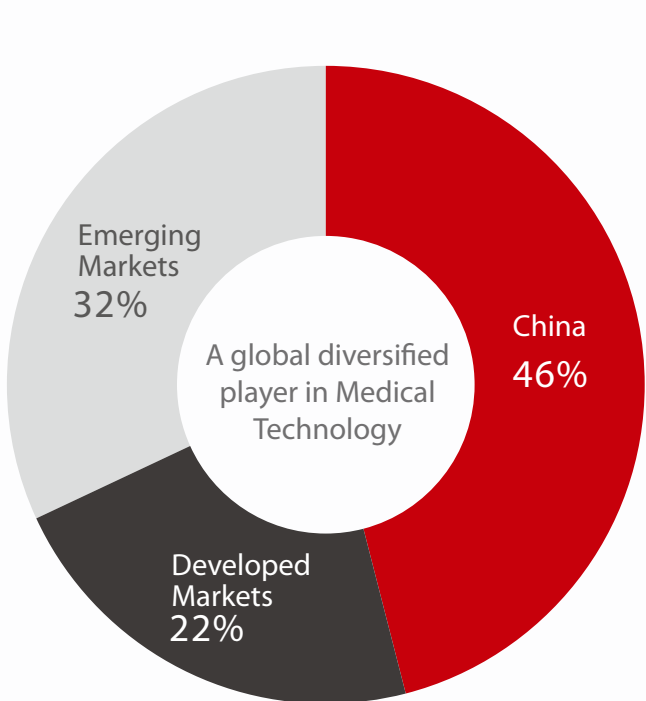
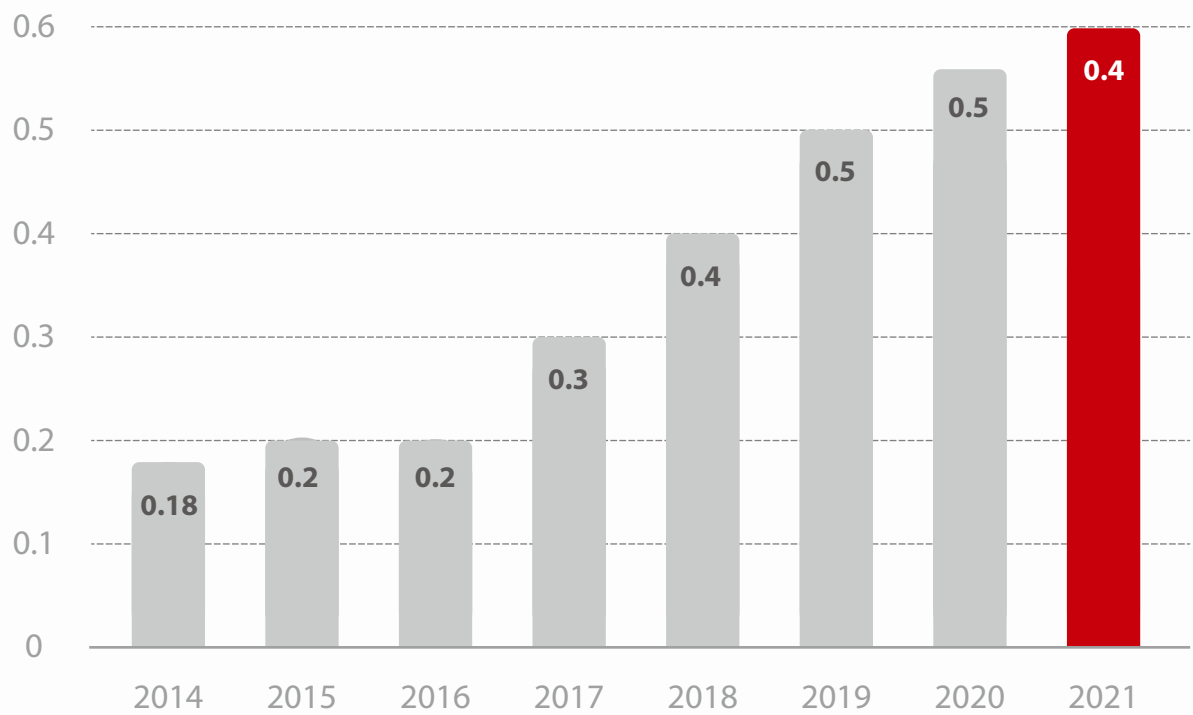
Illustration

A modern, original and innovative illustration style helps to create content that stands out, strengthening the image of our brand.



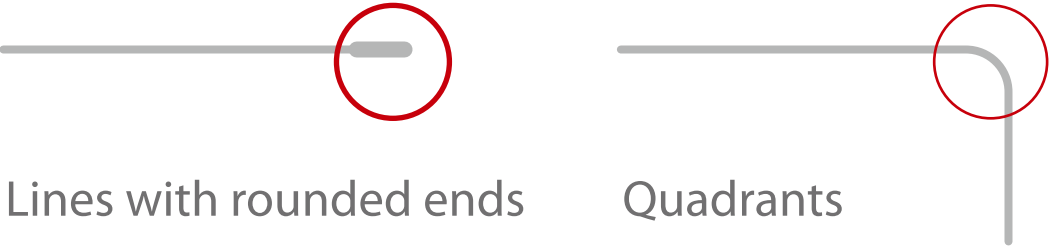
Chart

When presenting data, use Mindray’s core visual assets and color system to make the information icons more engaging. Use concise text, dominant white backgrounds, and easily recognizable icons.

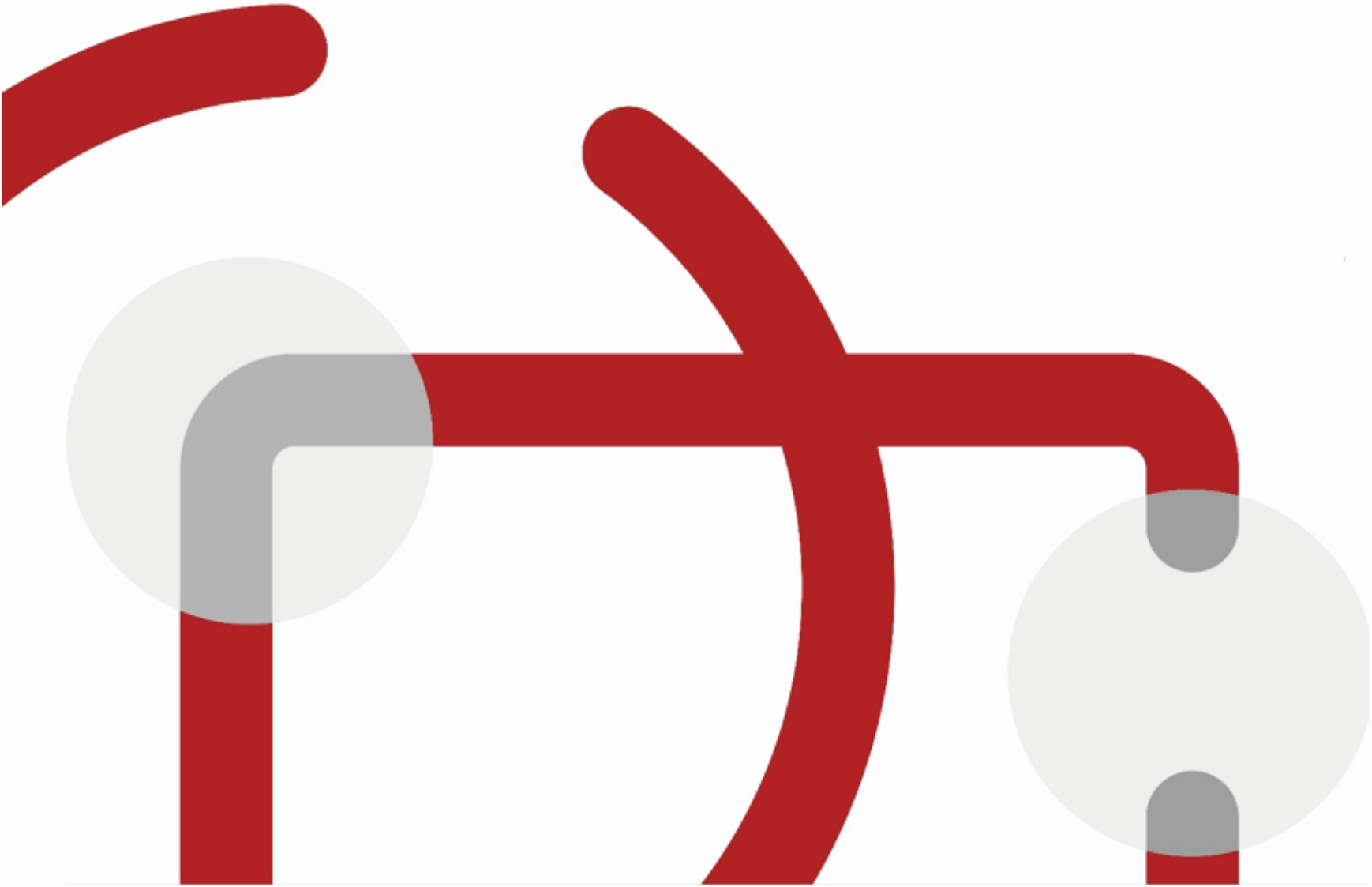


Icon

We incorporate curved lines, quadrants and openings on the right side to make the icons stylish and engaging. The minimalist design language accurately conveys the content. The color selection for the icon should follow the Mindray brand color system.



*For more information, please refer to *Mindray Icon Guideline*



02.

Usage

Stationery

Business card

- A. The logo is placed in the upper right of the type area.
- B. Name and title, in Mindray's standard font
- C. Align Mindray's full name, contact information and website on the left
- D. Size:90 × 55 mm



Stationery

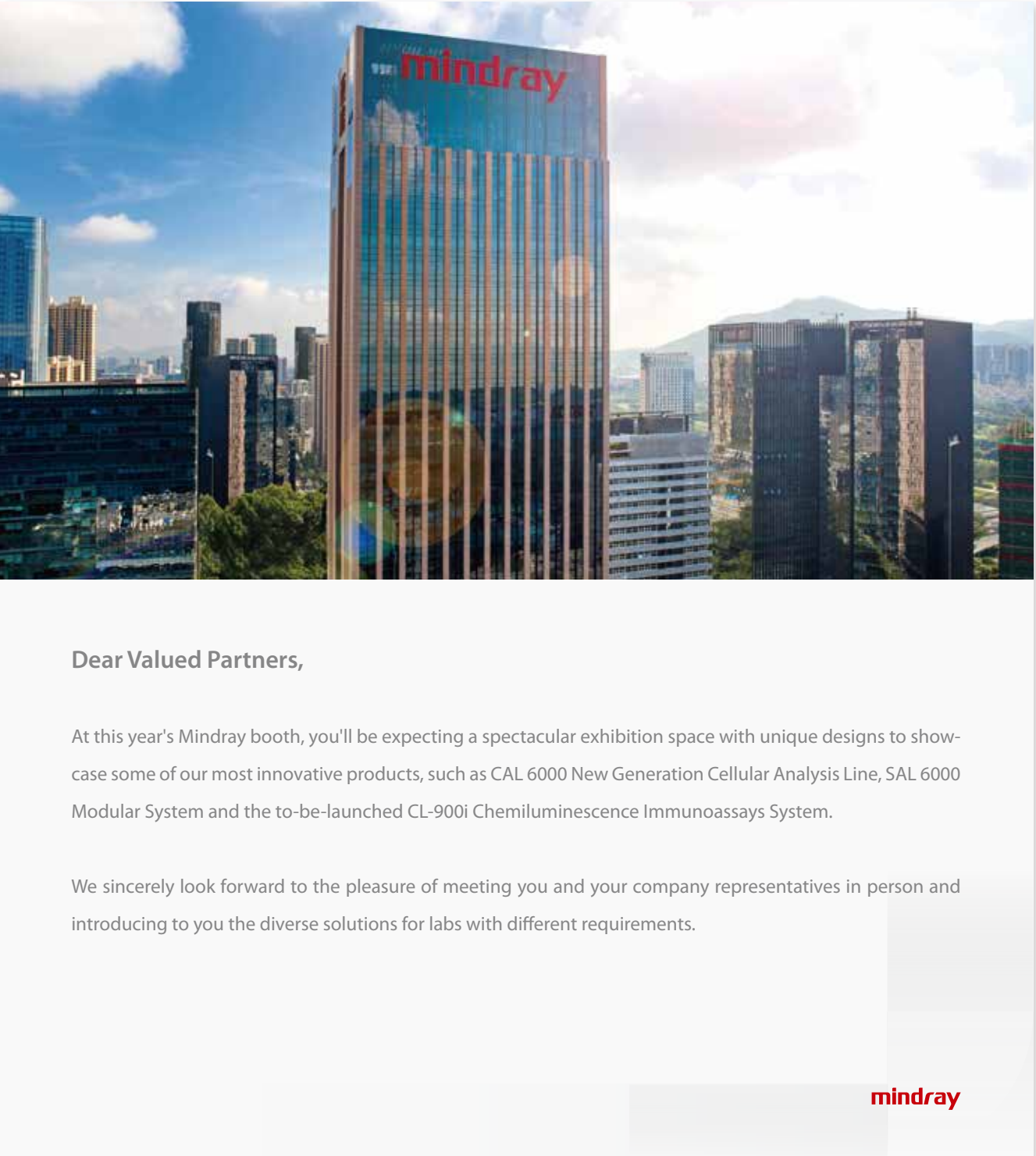
Packaging

Only the Mindray logo appears on the material



Stationery

Invitation letter



Dear Valued Partners,

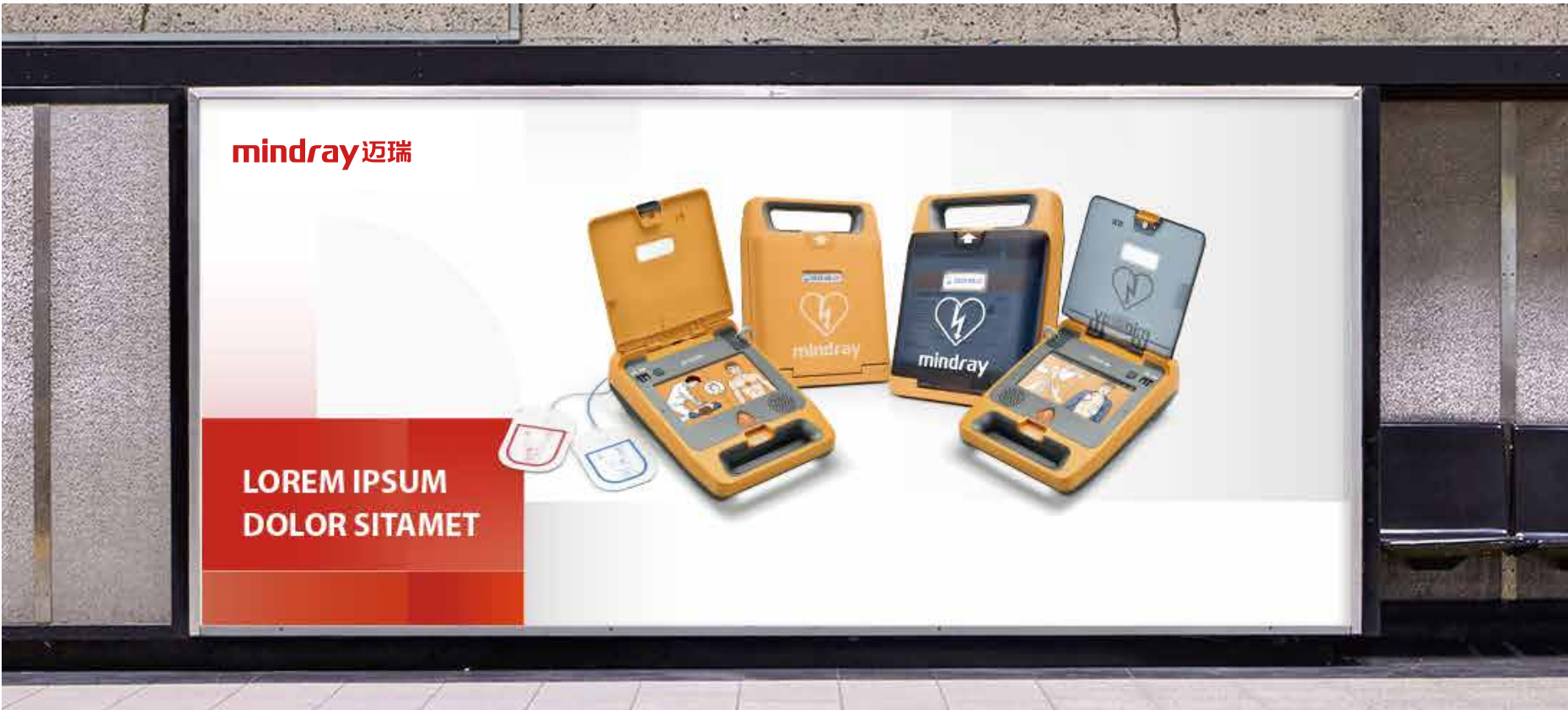
At this year's Mindray booth, you'll be expecting a spectacular exhibition space with unique designs to show-case some of our most innovative products, such as CAL 6000 New Generation Cellular Analysis Line, SAL 6000 Modular System and the to-be-launched CL-900i Chemiluminescence Immunoassays System.

We sincerely look forward to the pleasure of meeting you and your company representatives in person and introducing to you the diverse solutions for labs with different requirements.

mindray

Promotional Material

Advertisement



LOREM IPSUM DOLOR SITAME



consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna
aliqua. Lorem ipsum dolor sit amet, consectetur
adipiscing elit,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore

ed do eiusmod tempor incididunt ut labore Lorem ipsum dolor sit
amet, sed do

*Please contact the Branding Department for the standard
template of advertisement.

Promotional Material

Product brochure



Cover page
(Clinical scene image)



Cover page
(Product image)



Inside page
(Images with texts)



Inside page
(Texts only)

*Please contact the Branding Department for the standard template of brochure.

Multi-media

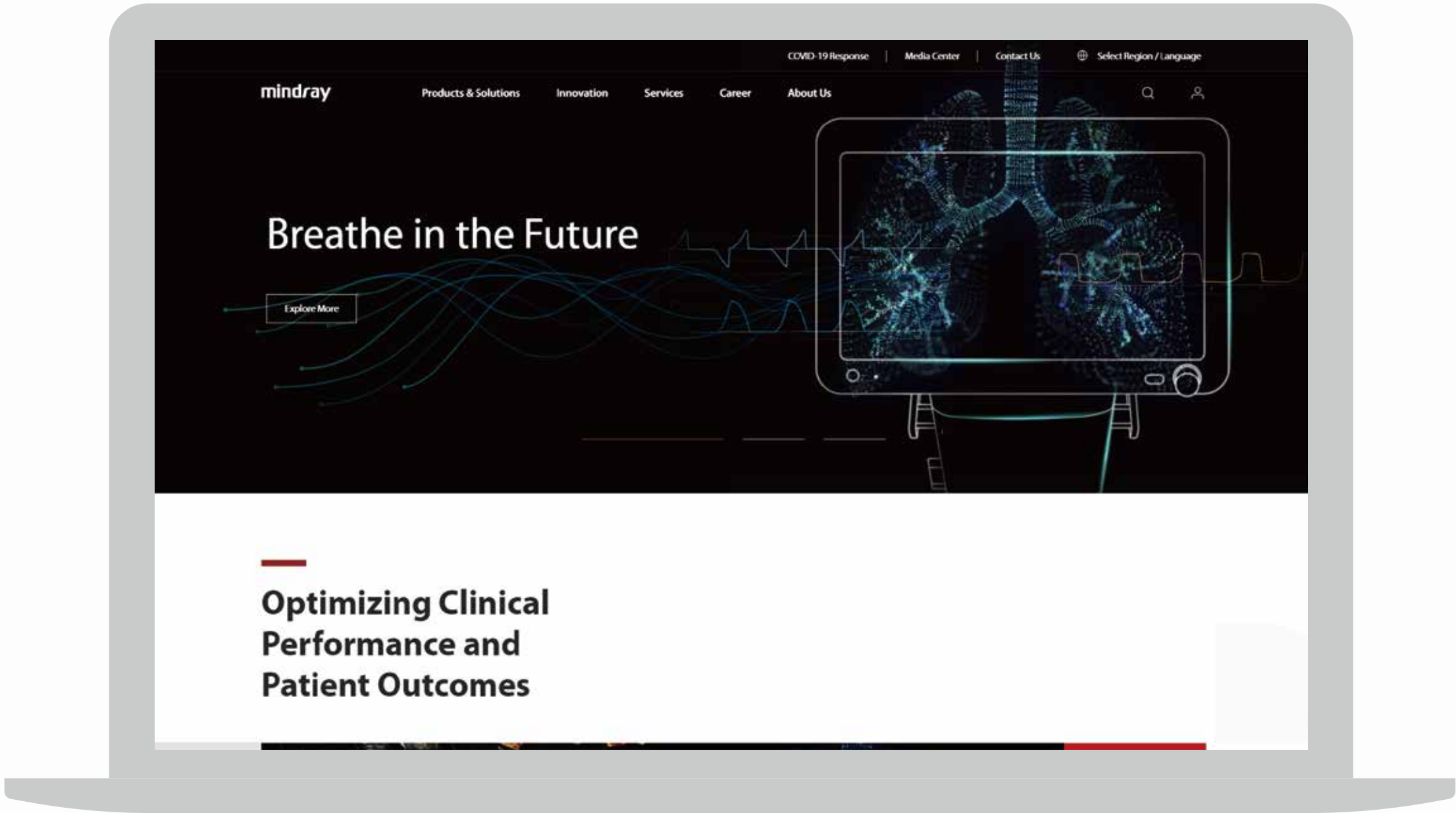
Slide show



Multi-media

Official website

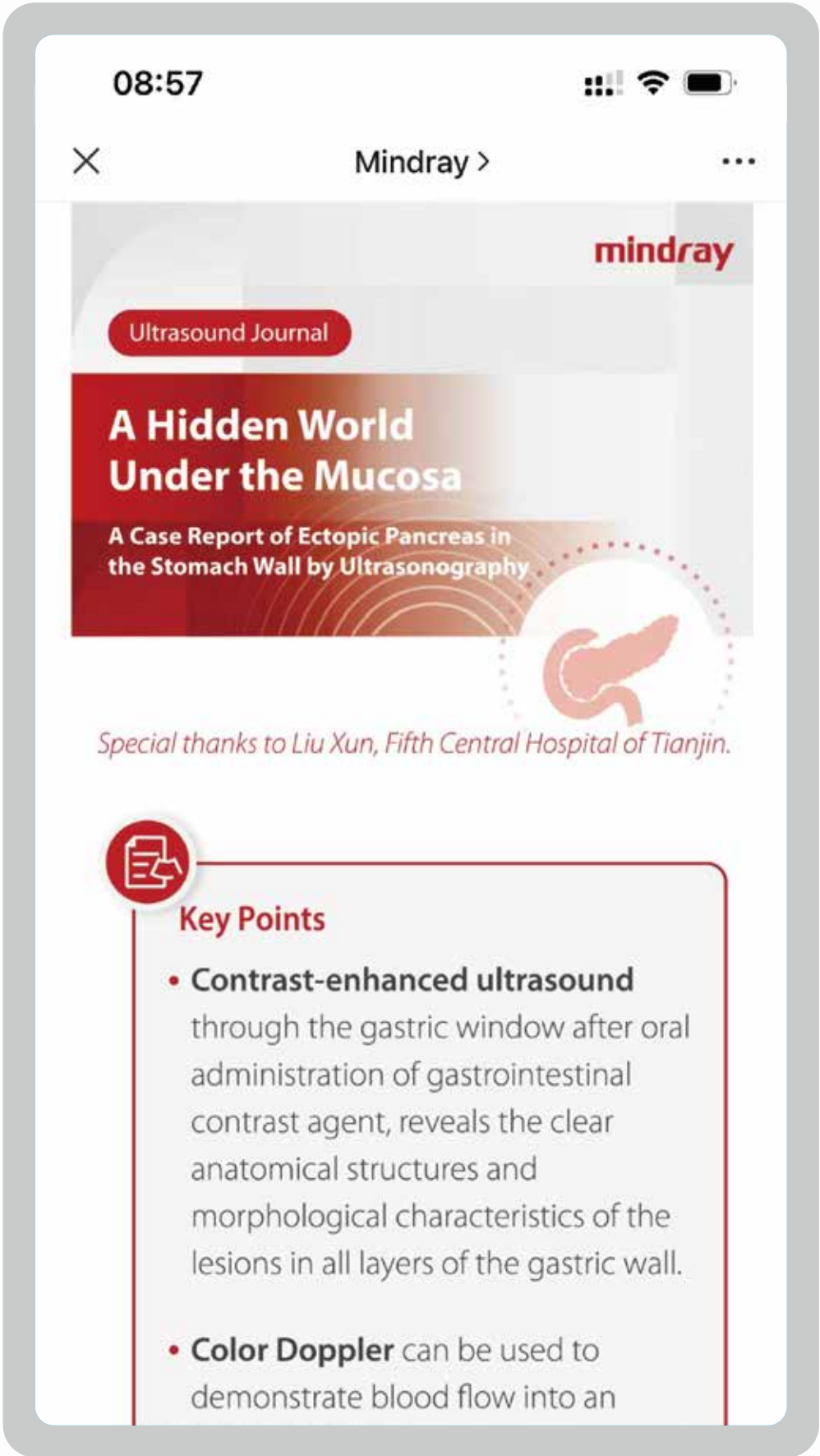
The official webpage should use the logo, color, font, and design elements of our standard visual identity system.



Multi-media

Social media

Mindray's social media should demonstrate the high quality and consistency of the Mindray brand.



Multi-media

Video

Use Mindray logo animation at the end of your video.
Please contact the Branding Department for standard video layout.



People in real working environments



People appear unposed



Characters are well-proportioned in the shot.
Use standard name format



CG Animation: The product is evenly lit with a clean background



Images of the products are clear with visual hierarchy



Use Mindray standard format

*For more information, please refer to *Video Guidelines_For Filming Mindray Case Stories* , *3D Video Guideline*

Exhibition

Booth

Make sure the booth is built upon high-quality materials, and creating an open and well-lit space. White is suggested to be used as the theme color of the booth, while red should be carefully used to highlight the important areas or products only.

MIndray booths at exhibitions have two different categories of walls: corporate walls and product walls



*For more information, please refer to *Mindray's Handbook for Exhibition*

Exhibition

Event

The theme of the event is expressed clearly and consistently.

The key visual elements can be found in various materials.

Please follow the Mindray brand visual system.





More support

If you have other questions,
please contact the Mindray Branding Department.

E-mail: branding@mindray.com