

BRAND GUIDELINES

VERSION 1



CERAPEDICS
Enhancing the Science of Bone Repair

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THE I-FACTOR™ BRAND LANDSCAPE

i-FACTOR is the product brand name. Cerapedics is the corporate brand name. i-FACTOR Putty is the name and form currently being tested in clinical trials. i-FACTOR Flex is a freeze-dried (lyophilised) version of i-FACTOR Putty which can be formed into flexible strips, sheets, etc. and cut during surgery to fit a defect or fusion device or other non-contained placements. Once placed, it can absorb and retain blood and marrow from the surrounding host bone.

POSITIONING WORKSHEET

Who we are and what we do uniquely.

- FOR:** Spine, trauma and orthopaedic surgeons and related professionals.
- WHO:** Want predictable bone formation while avoiding morbidity of autograft, uncertainty of allograft and cost of growth factors.
- I-FACTOR IS:** The only biologic bone graft.
- THAT:** Uses a small peptide attachment factor to stimulate the natural, self-regulating bone healing process, safely and cost-effectively.
- UNLIKE:** Allograft, alloplasts and growth factors.
- WE:** Interact with integrins to stimulate osteogenic cells' natural production of growth factors and other biologic agents leading to bone formation.

KEY MESSAGE

i-FACTOR is the only biologic bone graft that uses a small peptide as an attachment factor to stimulate the natural bone healing process, resulting in safe, predictable bone formation at a fraction of growth factor cost.

BRAND ESSENCE

The DNA that drives the brand.

DIFFERENTIATED

i-FACTOR is a unique approach to bone growth management, differentiated from every available technique yet offering the best of each. Our mechanism of cell activation and proliferation is simple and natural while effective and economical, defining a new direction every physician will find worth incorporating into his or her practice.

PREDICTABLE

‘Predictable’ applies across the brand, starting with our philosophy to work with the body’s natural bone regeneration cycle, introducing minimal external factors and keeping those factors simple. So, physicians find increased confidence from predictable results in everything from bone growth rates, structure strength and minimal revision rates, to supply reliability, substance safety and procedure economics.

COMPELLING

Somewhere between suggesting and forcing, when presented with a P-15 peptide on a suitable matrix an osteogenic cell finds a compelling environment to initiate natural bone growth. As a brand, we present a compelling case for a new bone growth management approach, based on accessible science, reliable clinical evidence and a sound product whose safety has been proven in over 300,000 human cases in the past decade.

OVERALL BRAND MESSAGE

It is vital that every communication be driven by the brand...

Core essence:

DIFFERENTIATED • PREDICTABLE • COMPELLING

..and that the key message will be the focal point of the content:

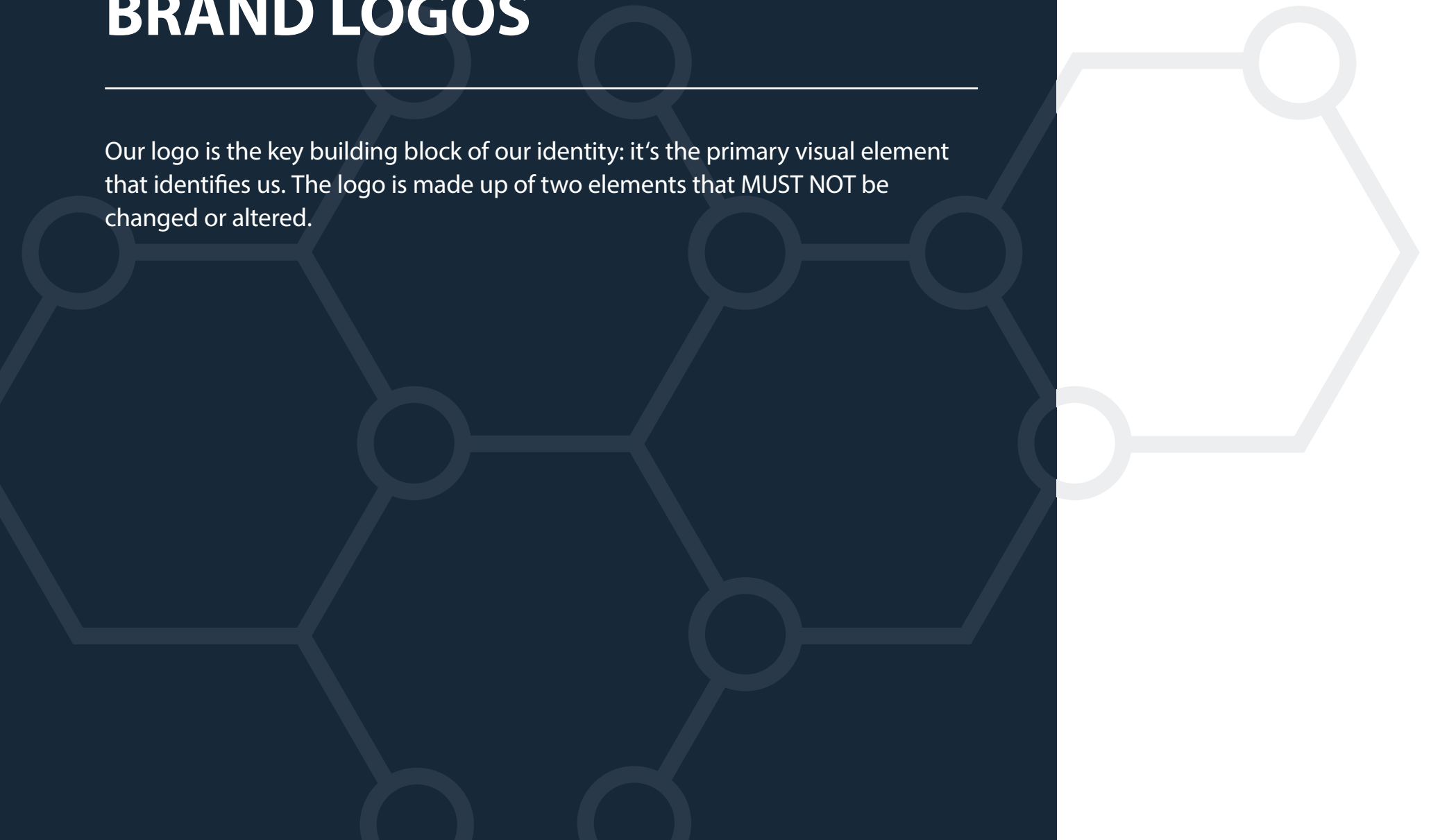
i-FACTOR is the only bone graft substitute that uses an attachment factor to accelerate the natural bone healing process, resulting in safe, predictable bone formation at a fraction of growth factor cost.

It is not necessary, nor intended, that these exact words be used, but the message must be clearly conveyed.

01

BRAND LOGOS

Our logo is the key building block of our identity: it's the primary visual element that identifies us. The logo is made up of two elements that **MUST NOT** be changed or altered.



CERAPEDICS LOGO

The Cerapedics logo comprises two elements: the logo symbol and logo type. The logo symbol combines laoreet sed enim sit amet, consectetur mattis diam. Cras ornare eget lorem a tempus. Quisque cursus et nisl quis tempus. Vivamus nulla risus, tincidunt at egestas sit amet, sagittis non magna.

The logo type has been carefully chosen laoreet sed enim sit amet, consectetur mattis diam. Cras ornare eget lorem a tempus. Quisque cursus et nisl quis tempus. Vivamus nulla risus, tincidunt at egestas sit amet, sagittis non magna.

The two corporate colours are Orange and Grey. It is a fresh and appealing blend of colours chosen for their strong combination.

Important information

DO NOT change the logo in any way. This includes distorting or changing the aspect ratio of the logo on either the vertical or horizontal axis.

DO NOT change the layout of the logo.

DO NOT use colourways not associated with the brand or in the colour palette. All colourways for logo use are stated in these guidelines.

DO NOT change the spacing between the symbol and type.

DO NOT use the logo symbol without the logo type.



LOGO USE ON A LIGHT COLOUR



LOGO USE ON A DARK COLOUR



1) The logo symbol

Consists of a circular symbol made up of laoreet sed enim sit amet, consectetur mattis diam

2) The logo type

Carefully chosen laoreet sed enim sit amet, consectetur mattis diam. Cras ornare eget lorem a tempus. Quisque cursus et nisl quis tempus. Vivamus nulla risus, tincidunt at egestas sit amet, sagittis non magna.

3) Logo use on a light colour

This will be used when the background is light-coloured.

3) Logo use on a dark colour

This will be used when the background is dark-coloured.

Recommended formats are:

.eps | .png | .jpg

Important

Full mono versions of the logo are also available if required for single-colour print.

LOGO SAFE ZONE & SIZE

It is important to keep the logo clear of any other graphic elements. To regulate this, a safe zone has been established around the logo. This safe zone indicates the closest any other graphic element or message can be positioned in relation to the symbol itself and the company name – they have a fixed relationship that should never be changed in any way.

The outer dashed border represents the end of the safe zone: between here and the logo there should be open space for the logo to be displayed with minimal fuss.

The safe zone is determined by using the size of an upper case C all around the outside edge of the cumulative logo space.

Minimum logo size

To ensure maximum legibility it is important that the logo should not be reproduced smaller than 11mm in height and 52.5mm in width. If the logo needs to go smaller you must use the logo without the strapline: this should not be reproduced any smaller than 8mm in height and 40.5mm in width.



I-FACTOR LOGOS

i-FACTOR is a product of Cerapedics. There are 4 different sub-brands of i-FACTOR: i-FACTOR Flex, i-FACTOR, Flex FR, i-FACTOR Putty and i-FACTOR Putty FR. Each of these has its own logo and identity along with its own colour palette ([see page X](#)).

These logos should not be changed in any way. This includes distorting or changing the aspect ratio on either the vertical or horizontal axis.

DO NOT use colourways not associated with the brand or in the colour palette. All colourways for logo use are stated in these guidelines.

White-out and mono versions of the logo are available if required.



I-FACTOR FLEX FR



I-FACTOR PUTTY



I-FACTOR LOGOS

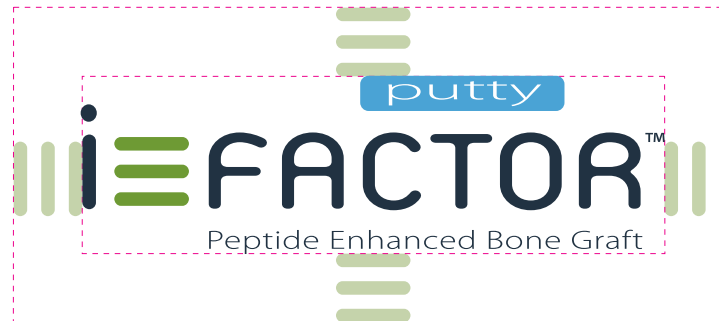
It is important to keep the product logos clear of any other graphic elements. To regulate this, a safe zone has been established around each logo. This safe zone indicates the closest any other graphic element or message can be positioned in relation to the logo – they have a fixed relationship that should never be changed in any way.

The outer dashed border represents the end of the safe zone: between here and the logo there should be open space for the logo to be displayed with minimal fuss.

The safe zone is determined by using the three-bar device from the logo on each side.

Minimum logo size

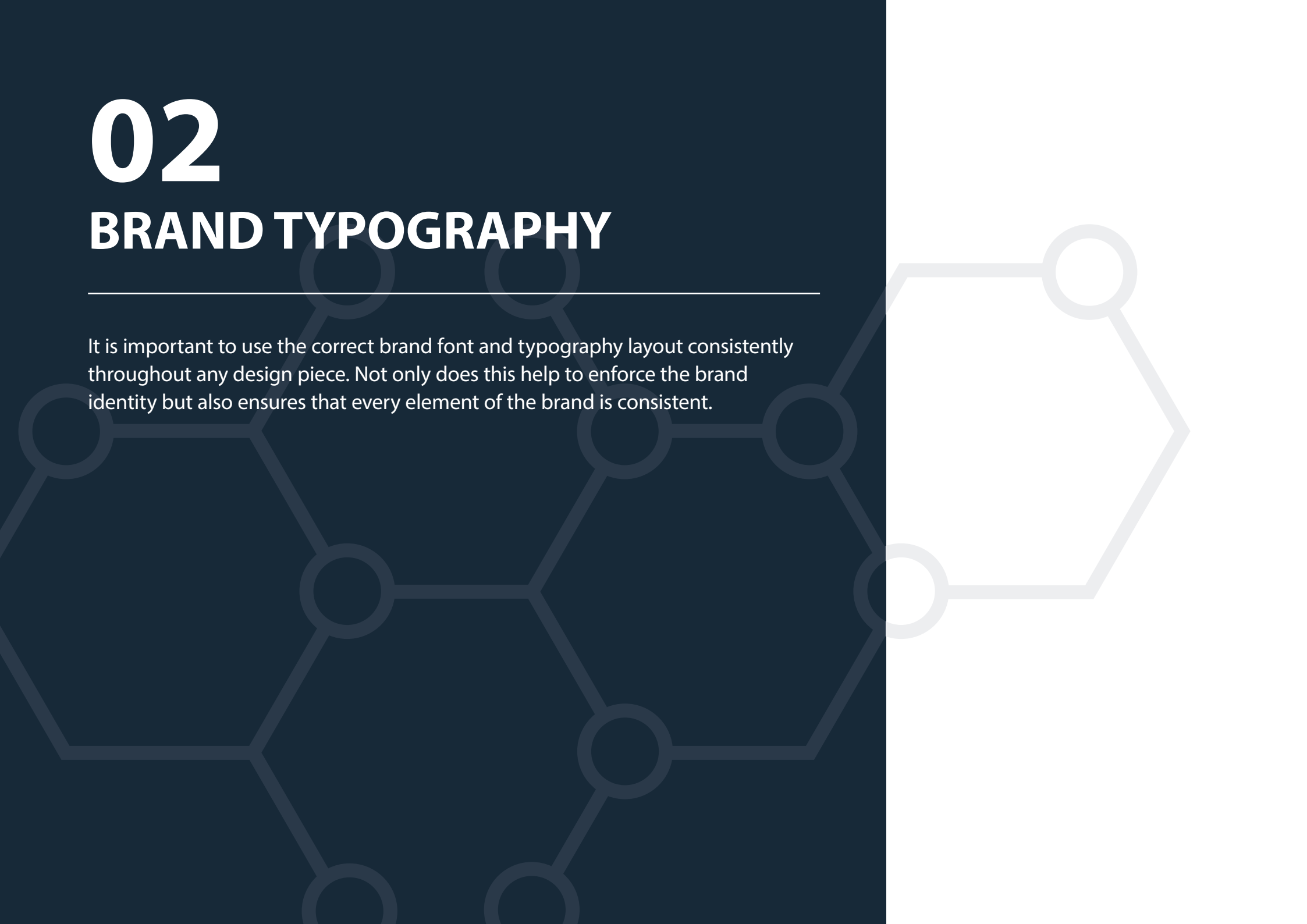
To ensure maximum legibility it is important that the logo should not be reproduced smaller than 8mm in height and 31.2mm in width when the i-FACTOR logo sits on its own. When a product-specific sub-logo of i-FACTOR is used, such as Flex, the logo should be no smaller than 9.5mm in height and 31.2mm in width.



02

BRAND TYPOGRAPHY

It is important to use the correct brand font and typography layout consistently throughout any design piece. Not only does this help to enforce the brand identity but also ensures that every element of the brand is consistent.



BRAND TYPOGRAPHY – PRINT

The Myriad Pro font family is the primary typeface. This typeface should be used for main headings, section headings, captions and body copy. For information on the execution of the typeface please see the next page.

Important information

Myriad Pro is used strictly on print and display materials and is not to be used online. For online guidelines please see [page X](#).

MYRIAD PRO

UPPER CASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

lower case

abcdefghijklmnopqrstuvwxyz

NUMBERS

0123456789

!“\$%&/()=?`;;i“¶[]|{}≠¿’

«Σ€®†Ω¨øπ•±’æœ@Δ°ª©ƒð,å¥≈ç

BRAND TYPOGRAPHY

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements.

For body copy and captions or footnotes, the light weight of Myriad Pro is used, while subheadings and headlines use the bold weight.

Important information

If there are concerns with regard to the reproduction of a font, for example if there is body copy on a dark-coloured box and there are concerns about the quality when printed, the weight of body copy and captions or footnotes can be increased to regular as long as this is kept consistent throughout the document.

Caption or footnote copy

—
Myriad Pro Light
8 pt type / 10 pt leading

Body copy

—
Myriad Pro Light
10 pt type / 12 pt leading

BODY COPY SUBHEADING

—
MYRIAD PRO BOLD – UPPER CASE
10 PT TYPE / 12 PT LEADING

SECTION HEADLINE

—
MYRIAD PRO BOLD – UPPER CASE
14 PT TYPE / 16 PT LEADING

PAGE HEADLINE

—

MYRIAD PRO BOLD – UPPER CASE
32 PT TYPE / 36 PT LEADING

03

BRAND COLOURS

Colour plays an important role in Cerapedics' corporate identity. A palette of primary colours has been developed, which features the dark grey and orange of the logo. Consistent use of these colours will contribute to the cohesive and harmonious look of the brand identity across all relevant media. A secondary colour palette has also been developed which can be used as accent colours. These colours come from our product-specific colour palette and should also be used to reflect the product range.

BRAND COLOURS – PRIMARY

There are two colours in the primary colour palette. These are the dark grey and the orange from the corporate logo.

While they can be used together, the colours do also represent individual elements of the business. The grey should be used to promote the commercial side of Cerapedics, and the orange the educational.

Important information

Tints of these colours can be used if required.



CERAPEDICS GREY

–

COMMERCIAL

–

COLOUR CODES

CMYK : C65 M43 Y26 K78
Pantone : 432C
RGB : R51 G63 B72
Web : #333F48



CERAPEDICS ORANGE

–

EDUCATIONAL

–

COLOUR CODES

CMYK : C0 M82 Y94 K2
Pantone : 173C
RGB : R207 G69 B32
Web : #CF4520

The below boxes indicate the preferred font colours for each background.



BRAND COLOURS – PRODUCTS

There are five colours in the secondary colour palette. These are green, yellow, pink, purple and blue.

These colours must never be used on their own but can be used as accent and highlight colours alongside the grey from the primary palette. They all reflect a certain product from the i-FACTOR product range and should be used to reflect this.

Important information

Tints of these colours can be used if required.



I-FACTOR GREEN

CMYK : C50 M1 Y100 K20
Pantone : 377C
RGB : R122 G154 B1
Web : #7A9A01



I-FACTOR FLEX YELLOW

CMYK : C0 M32 Y100 K0
Pantone : 130C
RGB : R242 G169 B0
Web : #F2A900



I-FACTOR FLEX FR PINK

CMYK : C8 M90 Y16 K24
Pantone : 7433C
RGB : R167 G58 B100
Web : #A73A64



I-FACTOR PUTTY BLUE

CMYK : C64 M19 Y1 K4
Pantone : 542C
RGB : R123 G174 B212
Web : #7BAFD4



I-FACTOR PUTTY FR PURPLE

CMYK : C74 M68 Y7 K31
Pantone : 5275C
RGB : R89 G84 B120
Web : #595478

04

LOGO PLACEMENT & SIGN-OFF

There is a degree of flexibility when laying out the various elements of the Cerapedics brand. However, please adhere to the following guidelines where possible.



LOGO PLACEMENT

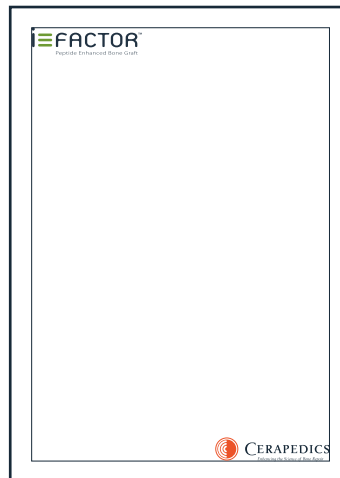
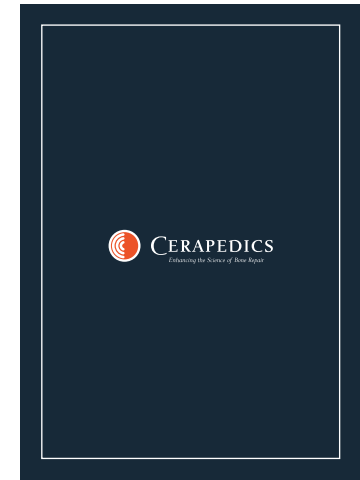
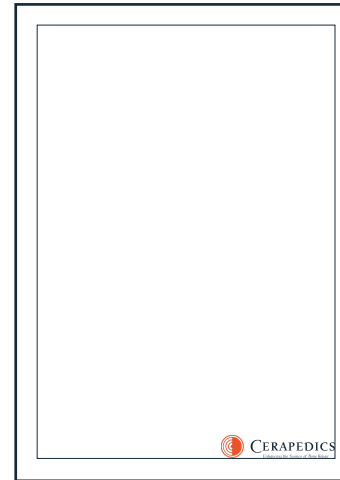
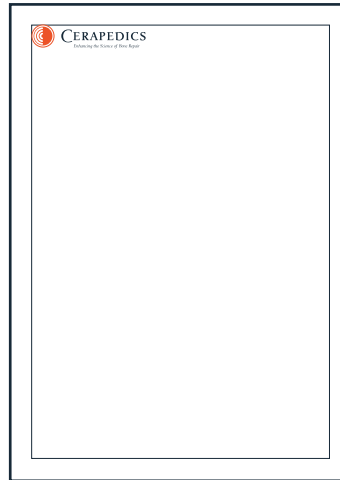
The Cerapedics logo should always be placed in either the bottom right or top left side of the page depending on the media. In some circumstances the logo can be centred but only on a full-colour flood background with the logo in white-out.

When used alongside a product logo, the Cerapedics logo should always sit in the bottom right side of the page with the product logo in the top left.

Example

A4 – 297 (H) x 210 (W)

Margins set to 15mm



CERAPEDICS SIGN-OFF

On the backs of literature the Cerapedics sign-off / contact panel should always take the following format. If the literature uses the parent Cerapedics brand, a 2pt orange keyline should be used, however if it is an item associated with a product, for example i-FACTOR, the i-FACTOR green keyline or colour specific to the product should be used.

Under this should be the addresses of both headquarters, ranged left. Any disclaimers or legal information should sit underneath this. On the bottom right-hand side, the Cerapedics logo should sit, along with any copyright information, distribution information and the literature code.

The below boxes indicate the preferred font colours for each background. On a coloured background a white-out logo and white font colour should always be used.



Corporate Headquarters

11025 Dover Street, Suite 1600
Westminster, CO 80021 USA

P: (303) 974-6275
F: (303) 974-6285
E: info@cerapedics.com

www.cerapedics.com

CE 0086 Internationally available

CAUTION: i-FACTOR Flex FR is not commercially available in the USA.

Europe, Middle East, Africa Headquarters

London, England
P: +44 (7951) 944 854
F: +1 (303) 845-9381
E: emea@cerapedics.com



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Not for distribution in the USA.

ML-0019 11/15

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Corporate Headquarters

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CE 0086 Internationally available

2



CERAPEDICS

Enhancing the Science of Bone Repair

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1) Address example

On an A4 document, the margins should be set to 15mm on all edges. The addresses should then sit left-aligned in from the left-hand side. The font size should be 8pt type on 10pt leading with the headquarters and web address in semibold and the rest in light.

2) Logo sign-off

On an A4 document, the margins should be set to 15mm on all edges. The logo should sit against the right-hand margin with the copyright and disclaimer information underneath right-aligned.

05

GRAPHICS & IMAGERY

Images and icons form a key support to our main brand. It is important that they are used and presented correctly to maintain consistency throughout the brand and all promotional or educational items.



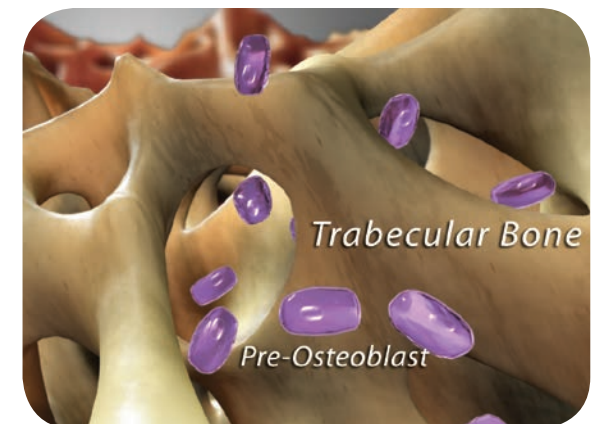
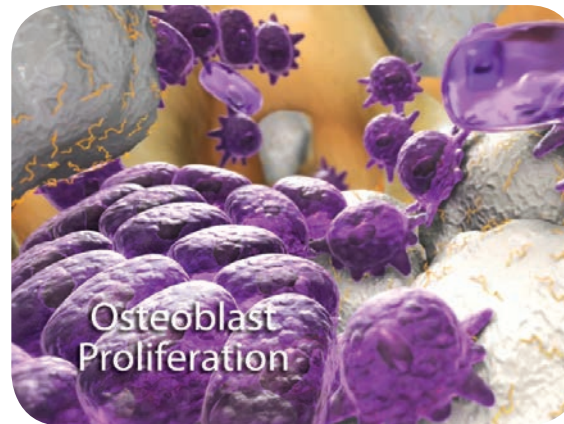
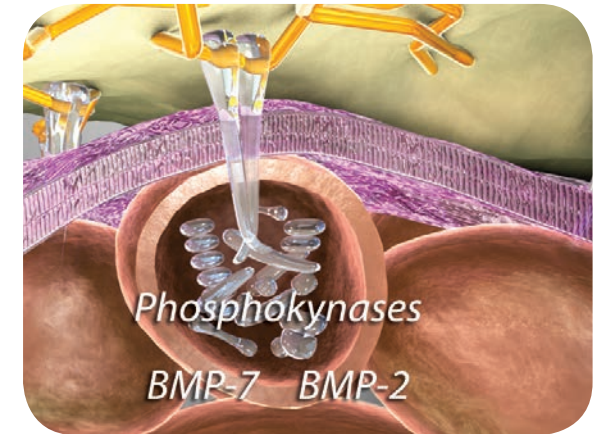
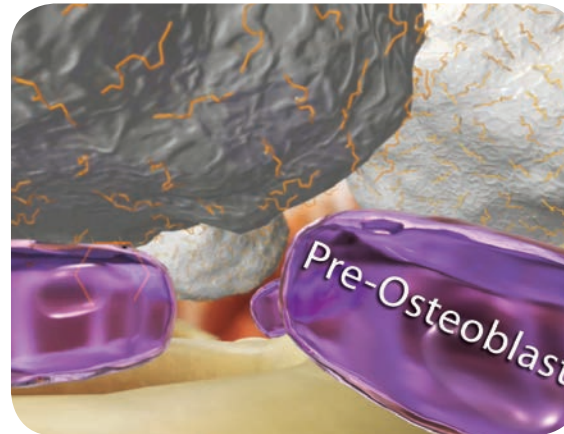
GRAPHICS & IMAGERY

Select imagery that conveys our understanding of the customer and their key need state:

Predictable bone formation while avoiding morbidity of autograft, uncertainty of allograft and cost of growth factors, as well as the fundamentals of the brand.

Because the brand landscape for bone graft substitutes is complicated and 'noisy', with many brands and messages, i-FACTOR imagery should stand out as 'differentiated', demonstrating that this is a new and unique approach to bone growth management, purposely different and with specific benefits because of this difference.

And yet, because our target is unfamiliar with the science behind our attachment factor method, communications should be simple and clear, and encourage the audience to learn more... all while being scientifically accurate.



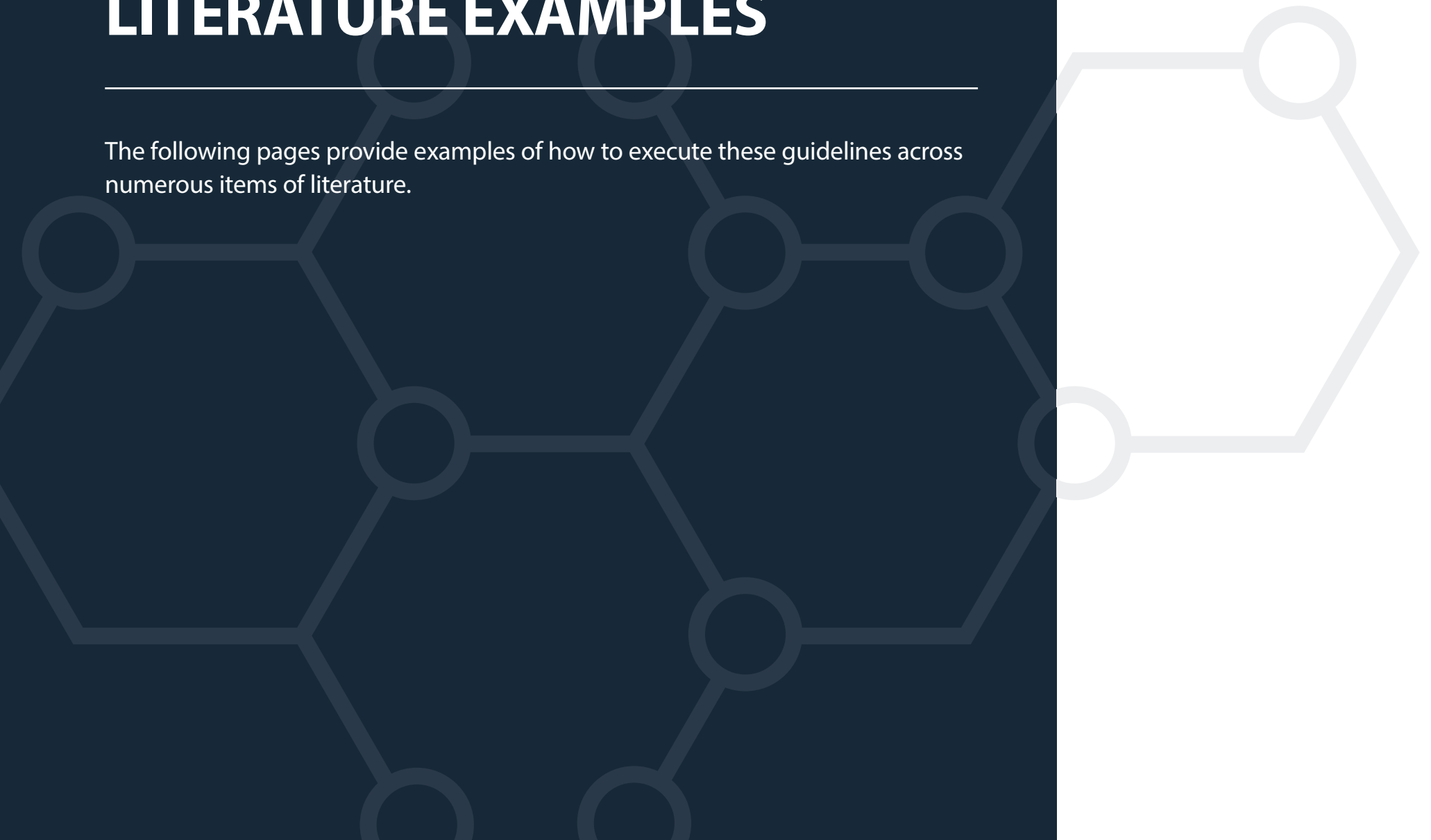
GRAPHICS & IMAGERY

- Use simple, clean graphic presentation of information and avoid extensive detail and complexity whenever possible but particularly in introductory and overview communications, and even then strive for brevity and clarity.
- Images should clearly convey the mechanism of action in a simple, clear and memorable style.
- Development of an iconic i-FACTOR image – representing the mechanism and referencing our ‘natural’ approach – should be strongly considered and, once created, used prominently and consistently to enhance familiarity with the brand and what it stands for.
- Use key words in the brand essence and other parts of the brand wheel as a guide for graphic expression. For example:
 - ‘Supported’ – convey visually how, as a brand, we provide not only a product but other elements that support the customer such as education, clinical evidence and easily accessed service.
 - ‘An elegant, simple solution.’
 - Demonstrate this concept visually, in both visual content and layout/physical design.
 - ‘BMP-like’ – avoid creating a ‘win/lose’ choice between i-FACTOR and growth factors. Convey i-FACTOR as a unique and powerful addition to a physician’s bone growth options.

06

LITERATURE EXAMPLES

The following pages provide examples of how to execute these guidelines across numerous items of literature.



CERAPEDICS SIGN-OFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec id nisi vestibulum, sollicitudin risus vitae, finibus arcu. Praesent massa erat, porta ut tempus non, lobortis ut justo. Nunc vitae tortor tellus. Ut efficitur, lacus at ultrices bibendum, ipsum lectus aliquet erat, vitae ultricies purus ex in odio.

iFACTOR™

BONE GRAFT RECOMMENDED PRODUCT HANDLING

	I-FACTOR™ PUTTY	I-FACTOR™ FLEX FR
CONTAINED DEFECTS	Use as a standalone product	Use as a standalone product
FENESTRATED CAGES	Use as an enhancer with autograft or allograft	Use as a standalone product
OPEN WOUNDS	Use as an enhancer with autograft or allograft	Use as a standalone product or together with autograft or allograft

iFACTOR™
Putty

- When mixing Putty with autograft, ensure a thorough mix resulting in an even spread of granules throughout the structure of the graft material. We recommend a minimum mix ratio of 30% Putty with 70% allograft to a maximum mix ratio of 50% Putty with 50% allograft. The suggested ratio ensures that a natural quantity of growth factors is present for fast, safe and effective fusion.
- Mix Putty until no obvious clumping of the bone graft can be seen.
- When used in conjunction with blood or bone marrow aspirate, leave the mixture of Putty and autograft to stand for 10 to 15 minutes to allow coagulation to occur.
- Once in position, any loose surface granules should be removed by swabbing and suction prior to wound closure.

iFACTOR™
Flex FR

- Flex FR can be applied directly to the surgical site without the need to soak with blood. However, adding some blood or Bone Marrow Aspirate (BMA) improves flexibility and the ability to mould the strip.
- It is recommended to place Flex FR into the surgical site once all metalwork has been secured in position and immediately prior to closure.
- Flex FR can be cut to fit the cage or cut longitudinally for the post-lateral gutters.
- If available, autograft (or allograft) can be applied directly to the surface of the Flex FR once in position.
- Prior to closure of the surgical site, any loose surface granules (remaining due to the manufacturing process) should be removed by standard swabbing and suction.

IMPORTANT: DO NOT IRRIGATE ONCE IMPLANTED.

11025 Dover Street, Suite 1600, Westminster, CO 80021, USA
MC-0009 10/15

