BRAND IDENTITY GUIDELINES

Version 2.0
May 2019

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INTRODUCTION

OUR BRAND POSITIONING

BRAND PROMISE

ADVANCING CONNECTED CARE™

MISSION

Every day, around the world, we enhance outcomes for patients and their caregivers.

BRAND PRINCIPLES & REASONS TO BELIEVE

We deliver on our mission by being...

Always Advancing

In an ever-evolving healthcare landscape, we take great pride in constantly innovating to meet the modern needs of those we serve.

Vitally Connected

Our connected ecosystem of solutions provide vital information to care teams so they can deliver more effective, more human care when it matters most.

Insightfully Close

We work closely with our customers to help them get closer to their patients, providing the real-time insights and information they need most.
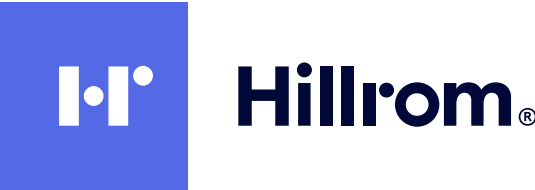
Uniquely Committed

For over 100 years, we've been indispensable allies to care teams everywhere they are, ensuring they have the support they need to perform with confidence.
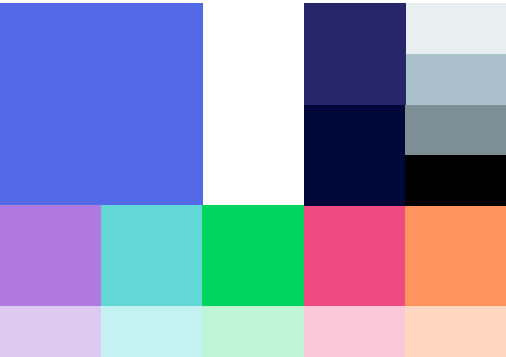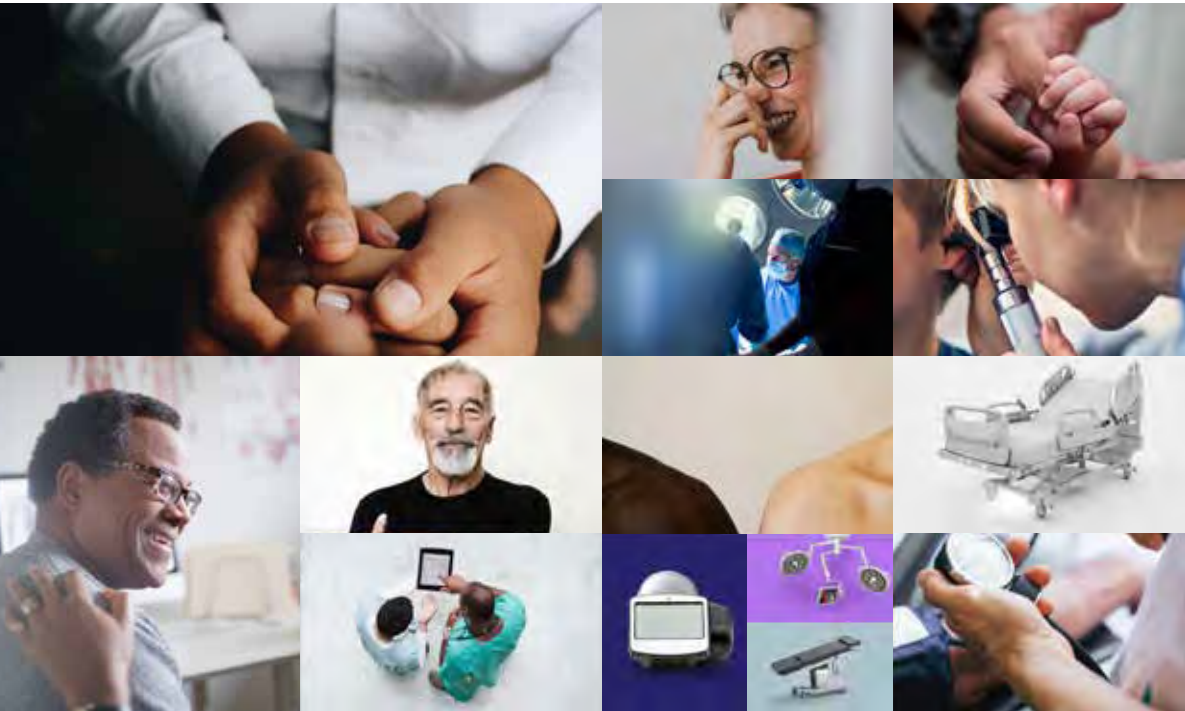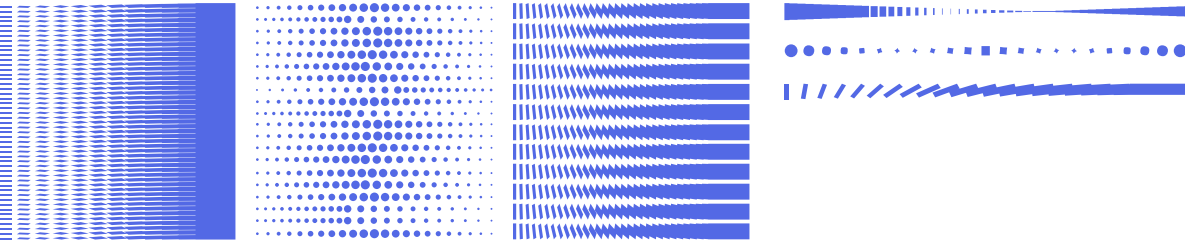
BRAND ELEMENTS OVERVIEW
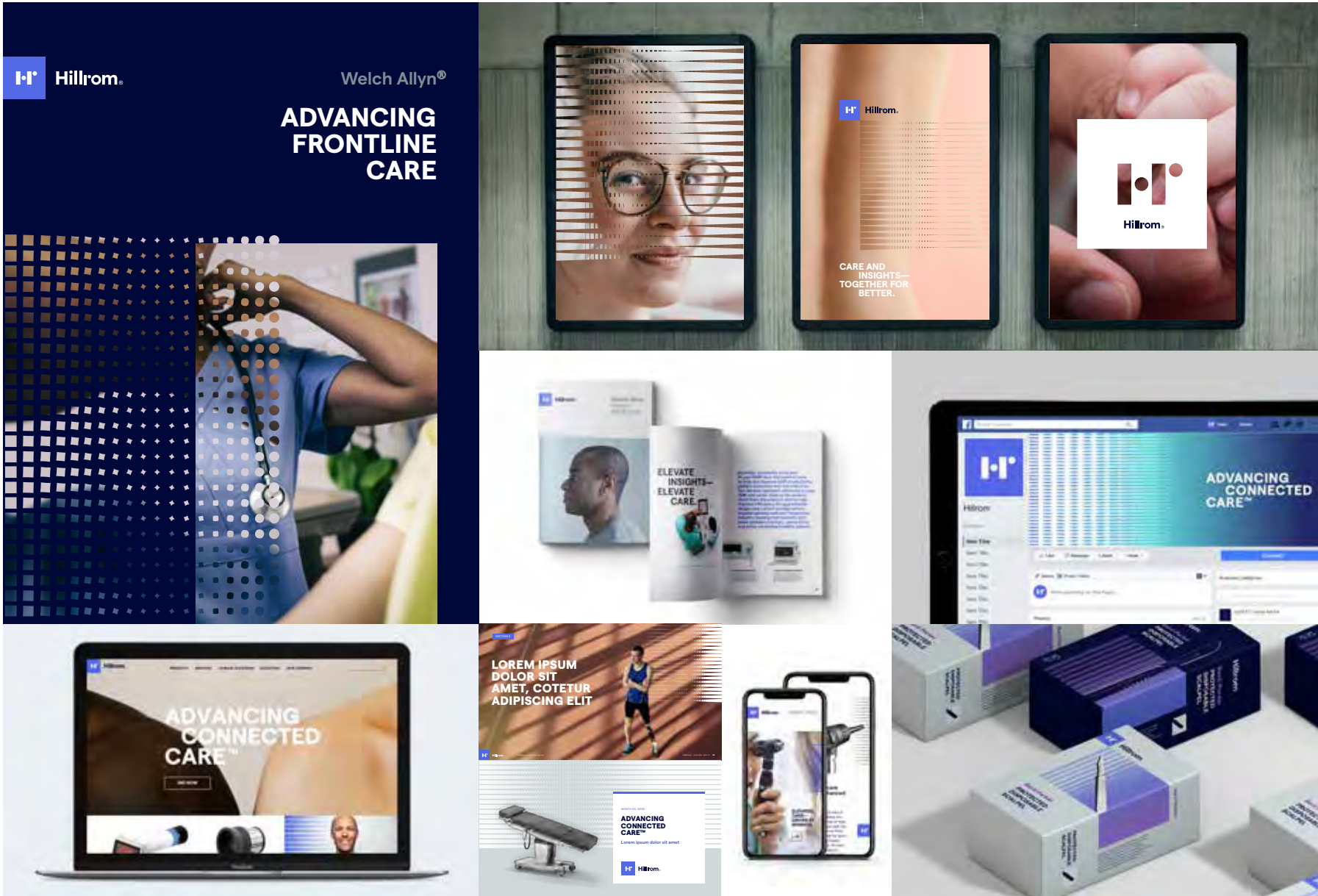
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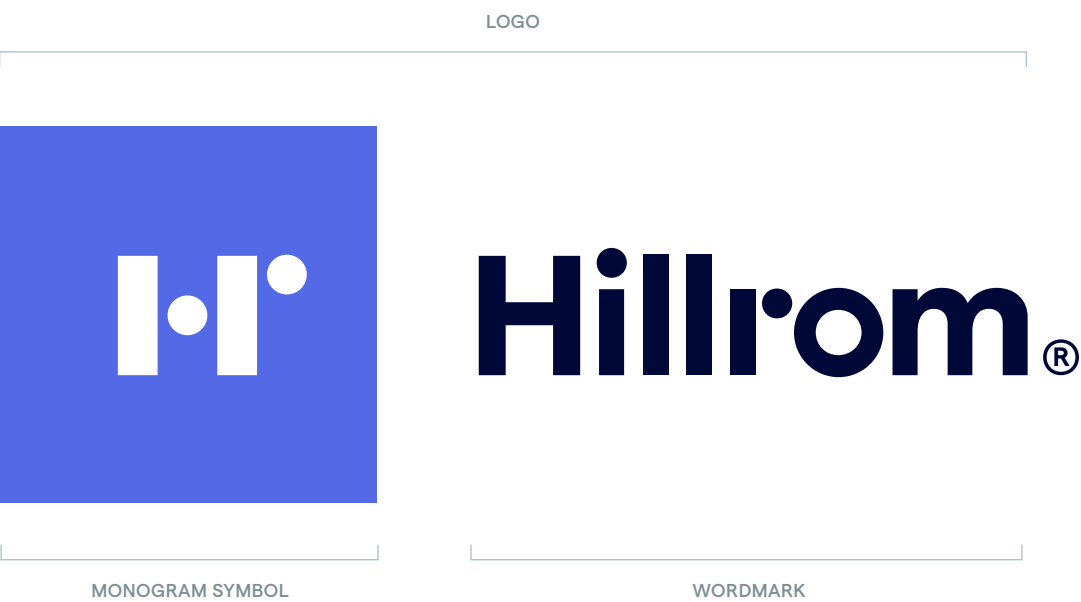
LOGO

LOGO

Say hello to the new Hillrom logo.

This is our primary logo version. It is made up of two elements.

The **monogram symbol,** which is an abstraction of the letters 'H' and 'r' in a perfect square. These simplified letterforms are inspired by the 1s and 0s that are the basis of digital code. They are distilled to their most essential forms: circles and rectangles.

The **wordmark** is our full name with a custom drawn letter 'r' that mirrors the 'r' in the monogram symbol. The wordmark is set in a geometric sans serif typeface that makes it look modern and approachable. You'll notice there is no longer a dash (hyphen) or a capital R. That's intentional. We've modernized our logo to show Hillrom is always advancing and innovating.

In most instances, you should use this horizontal logo version and always use the monogram symbol and wordmark together. This builds consistency and ensures that people know who we are.

– Product logos will NOT be used on a go forward basis for any new product launches. Existing products with product logos will be managed on case by case basis. Consult the Brand Governance Team for guidance.

LOGO

MONOGRAM SYMBOL

WORDMARK

LOGO STORY

The custom drawn letter 'r' mirrors the 'r' in the monogram.

HR monogram implies the digital language of 1s and 0s which all code is based on.

r

H
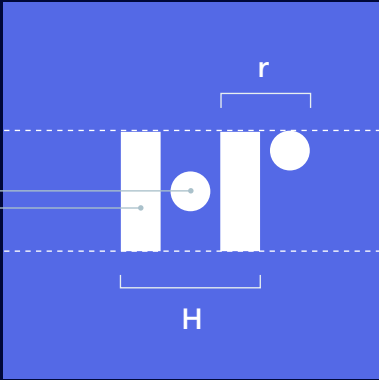
The monogram is drawn with rectangles and circles and contained in a square. Together these simple shapes form the foundation of our visual system.

The **wordmark** removes the hyphen and capital R to be more approachable and human.

LOGO COLORS

Please only use official logo artwork.

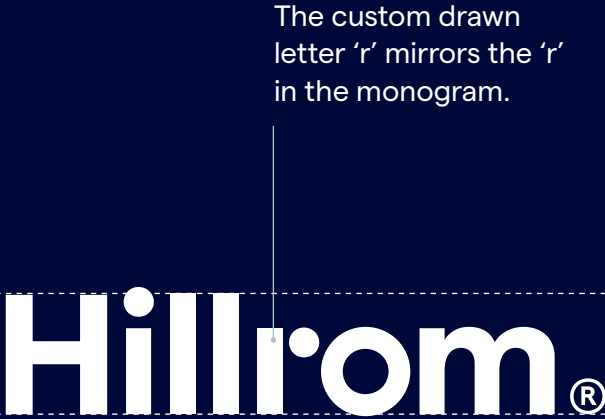Below are all of the official versions of our logo supplied as vector artwork. These are the only allowable colors for the logo. Please do not recreate or modify the logo. To ensure correct scale and maintain consistency throughout the system, use only the files supplied with these guidelines.

*NOTE: In the case where the full logo has already been introduce before in the communication piece, we can have just the symbol only show up later.

COLOR POSITIVE

BLACK

COLOR REVERSED

WHITE

ALTERNATE VERTICAL LOGO

There's also a vertical version of the Hillrom logo for places where the primary horizontal logo won't fit.

We know there are times when a more stacked logo will work better, so we designed a vertical version of the Hillrom logo as well. Use this version in special circumstances where space is at a minimum. Refer to the Brand Governance team if you're unsure about the usage or have any questions.

COLOR POSITIVE VERTICAL

BLACK VERTICAL

COLOR REVERSED VERTICAL

WHITE VERTICAL

*NOTE: In the case where the full logo has already been introduce before in the communication piece, we can have just the symbol only show up later.

COMPACT LOGO
AS WINDOW

Lastly, there is a compact version for special circumstances.

Use this compact logo for display situations such as posters and tradeshow booths. This version of logo should be used sparingly and can be used as a window to photography underneath. Extra care should be taken when using this version of the logo, and it should not be overused (e.g., use it on one poster in a series of three, but not all three).

**POSITIVE
COMPACT**

**REVERSED
COMPACT**
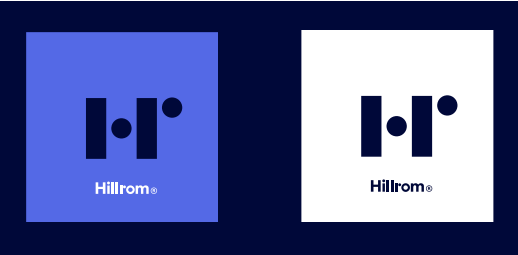
MARKED LOGO: LOGO WITH ™

As we begin to rebrand new and existing products over the next 6-12 months, we will use the ™ mark.

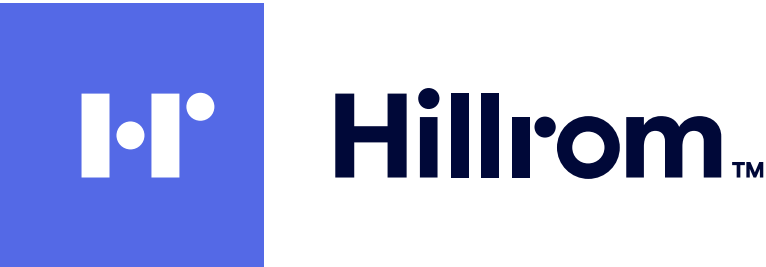These are versions of the logo with the ™ embedded in the logo. This is what we will use in the interim until the ® is obtained. Please only use official logo artwork. Do not recreate or modify the logo. To ensure correct scale and maintain consistency throughout the system, use only the files supplied with these guidelines.

HORIZONTAL WITH ™

VERTICAL WITH ™

COMPACT WITH ™

HORIZONTAL WITH ™ MINIMUM SIZE

½ inch
36 pixels

VERTICAL WITH ™ MINIMUM SIZE

½ inch
36 pixels

*Artwork of minimum size for vertical logo with ® supplied.

COMPACT WITH ™ MINIMUM SIZE

1 inch
72 pixels

*Artwork of minimum size for compact logo with ® supplied.

*NOTE: For illustrative purposes of this guidelines, logo with ® has been shown in place of ™. The same rules apply for both ™ and ®.

MARKED LOGO: LOGO WITH ®

Once ® is obtained, new and existing products will use the ®.

These are versions of the logo with the register mark embedded in the logo.
This is what we will use once registration is obtained. Please only use official logo artwork.
Do not recreate or modify the logo. To ensure correct scale and maintain consistency throughout the system, use only the files supplied with these guidelines.

HORIZONTAL WITH ®
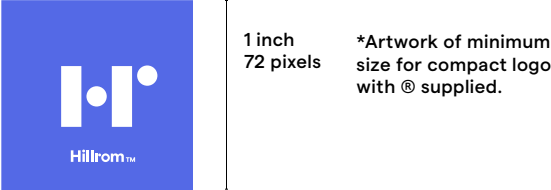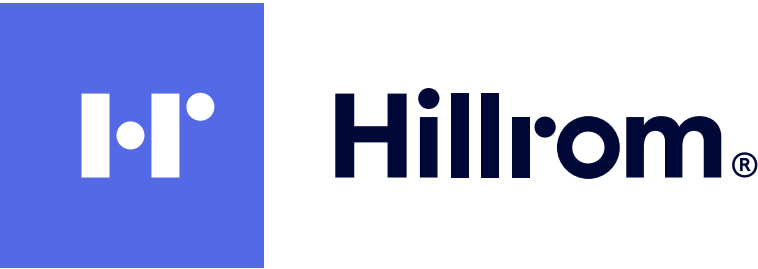

VERTICAL WITH ®

COMPACT WITH ®

**HORIZONTAL WITH ®
MINIMUM SIZE**

½ inch
36 pixels

**VERTICAL WITH ®
MINIMUM SIZE**

½ inch
36 pixels

*Artwork of minimum size for vertical logo with ® supplied.

**COMPACT WITH ®
MINIMUM SIZE**

1 inch
72 pixels

*Artwork of minimum size for compact logo with ® supplied.
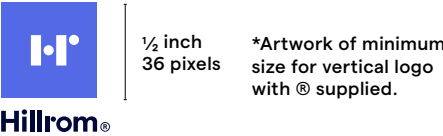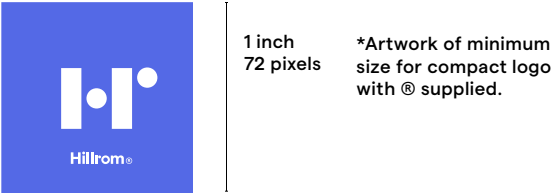
LOGO PLACEMENT

## The modular nature of our logo lends itself to unique yet flexible logo placements.

We are placing our logo in the location based on our Unigrid (p.69). This creates a "tab" treatment along the edges, in addition to standard logo locations. When using the tab treatment, make sure to provide enough space around the logo, at least on 2 sides. To the right are a few examples of logo placement.

TAB TREATMENT

These positions are also acceptable

These positions are also acceptable
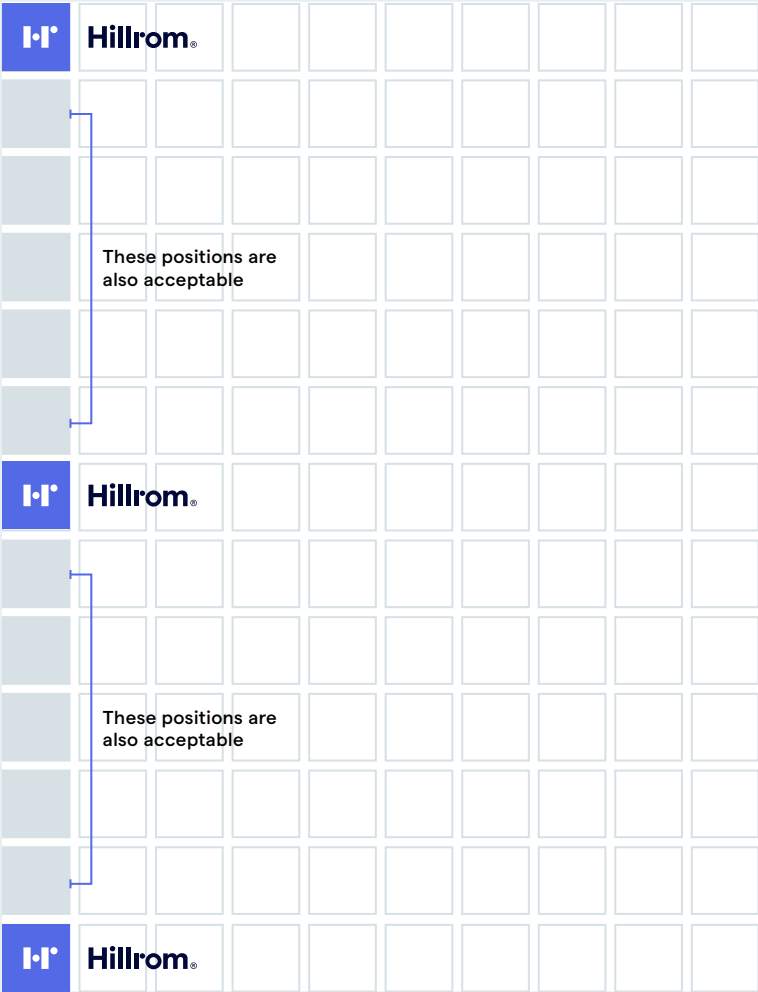
Make sure there are enough clear space at least on 2 sides of the logo.

STANDARD TREATMENT
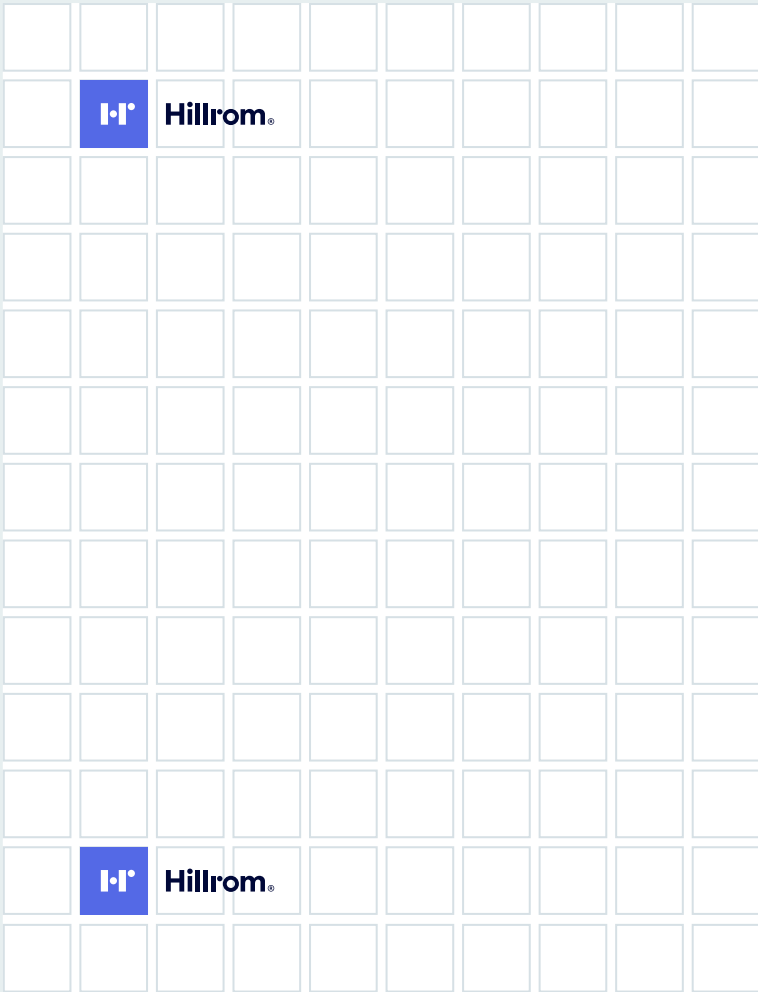
Refer to the standard clear space rule on the next page or have at least one square all around the logo.

CLEAR SPACE +
MINIMUM SIZE

Maintain a clear space equal to the width of the 'H' in 'Hillrom.'

We want to make sure that our logo gets the attention it deserves. Please maintain proper clear space around the logo to ensure that it always has the breathing room it needs to look its best.
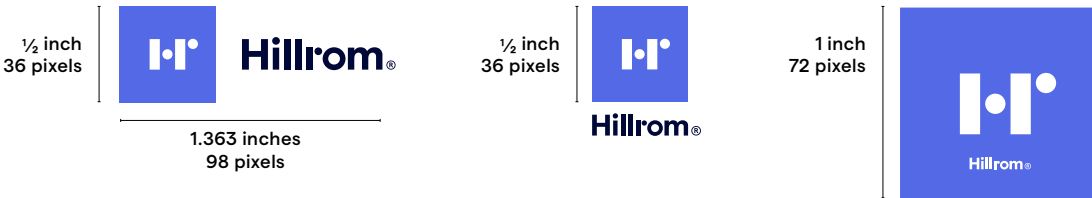
We also want to make sure that our logo is always legible. Please make sure that the monogram symbol is always a half inch or 36 pixels tall, if it gets any smaller it will be difficult to read.

Please only use the official logo artwork supplied.

CLEAR SPACE

MINIMUM SIZE

½ inch
36 pixels

1.363 inches
98 pixels
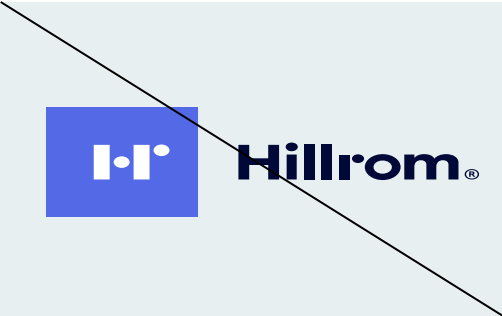
½ inch
36 pixels

1 inch
72 pixels

INCORRECT LOGO USAGE

DO NOT use or lock up the Hillrom logo with an internal logo.

DO NOT change the color of the symbol.

DO NOT scale the logo out of proportion.

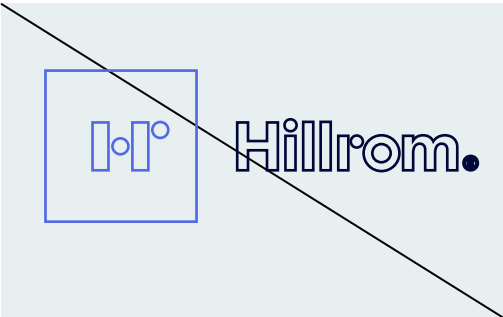**DO NOT** place the logo on a busy background.

DO NOT change the color of the wordmark.

DO NOT add a drop shadow to the logo.

DO NOT take the monogram out of the square.

DO NOT outline the logo.

DO NOT add special effects to the logo.

DO NOT create new lock-ups of the logo.

section
03

BRAND PROMISE

BRAND PROMISE

To tell our story to the world, we've created a new brand promise that articulates the role we play in our customers' lives.

Our brand promise, Advancing Connected Care™, is the essence of our brand. It should be used to help build our brand recognition. Our brand promise is never meant to be locked up with the logo. It is intended to work the same way as headlines in our typographic style & treatment. Please see p.39-40 for more information on typography. To the right, you'll see a couple of examples of our brand promise in application.

– The brand promise should always appear in upper case if it is in a stand-alone position.

ADVANCING CONNECTED CARE™

We are innovators who are forever seeking to stay at the leading edge.

Sets an active, energetic tone that implies forward momentum.

Our increasingly interconnected solutions work better together to connect caregivers to patients.

We provide insights and tools that help caregivers stay more connected across the care continuum.

Implies the integration and unification across the portfolio.

Emphasizes that our business is ultimately in service of care.

We aspire to give caregivers what they need to provide the highest-quality human care possible.

section
04

ONE HILLROM

ONE HILLROM STRATEGY

We are one Hillrom.

Over the last century, Hillrom has grown through a series of high-profile acquisitions—we are now uniting all of these brands under one master brand. Simply put, this new strategy establishes Hillrom as the master brand for all our products and services.

In practice, this means there are no longer any logos except the new Hillrom logo. We will continue to use Welch Allyn as a product family name for frontline and ambulatory care. We will also maintain the names Allen, Liko, and Bard-Parker for key products. The names Aspen and Trumpf will be retired.

We are doing this to unite our business and modernize perceptions of Hillrom as a tech- and insights-driven provider of interconnected, value-adding solutions. This will help us expand Hillrom's frame of reference from 'bedtech to medtech' while maintaining the positive perceptions of quality, leadership, and trustworthiness we have always been known for.

NOTE: Product logos will NOT be used on a go forward basis for any new product launches. Existing products with product logos will be managed on case by case basis. Consult the Brand Governance Team for guidance.
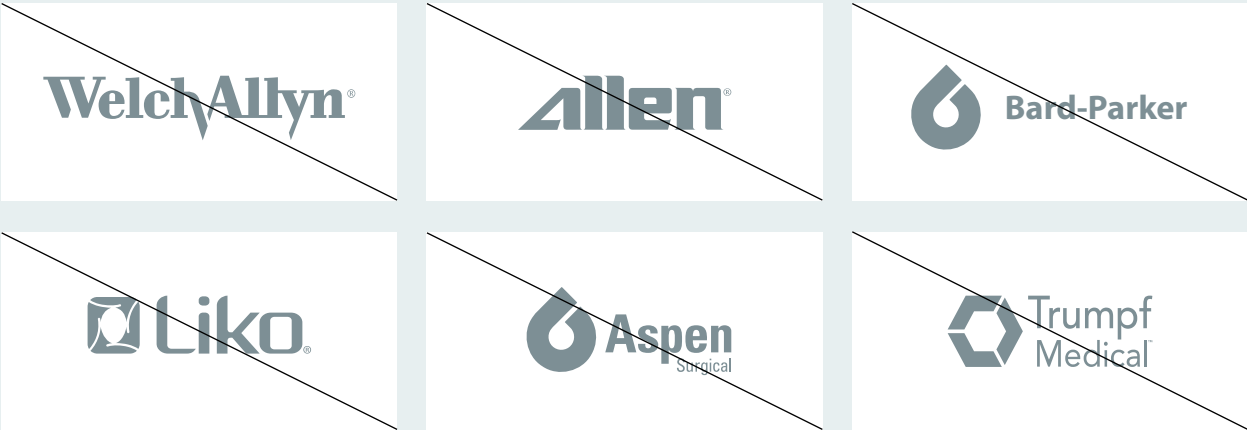
This is not a lock-up, but shows the hierarchy between the master brand, Hillrom, and the product families.
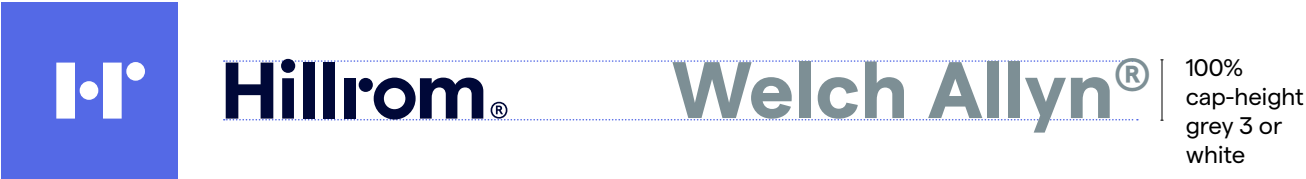
Other examples:

– BARD-PARKER
– CENTRELLA SMART BED
– PROGRESSA BED
– ALLEN
– LIKO

BRAND NAME

PRODUCT FAMILY NAME

Hillrom®

Welch Allyn®
Otoscope 100

DESCRIPTOR

MODEL
(OPTIONAL)

No other logos should be used.

HIERARCHY EXAMPLES

100%
cap-height
grey 3 or
white

Let the Hillrom logo be the star.

Product family names are treated as text only and should be visually subservient to the Hillrom logo. Whenever possible, the product family name should be the same cap-height as the Hillrom wordmark and set in grey 3 or white.

NOTE: Product logos will NOT be used on a go forward basis for any new product launches. Existing products with product logos will be managed on case by case basis. Consult the Brand Governance Team for guidance.

Welch Allyn is the same size as Hillrom and set in grey 3.

Welch Allyn is the same size as Hillrom and set in grey 3.
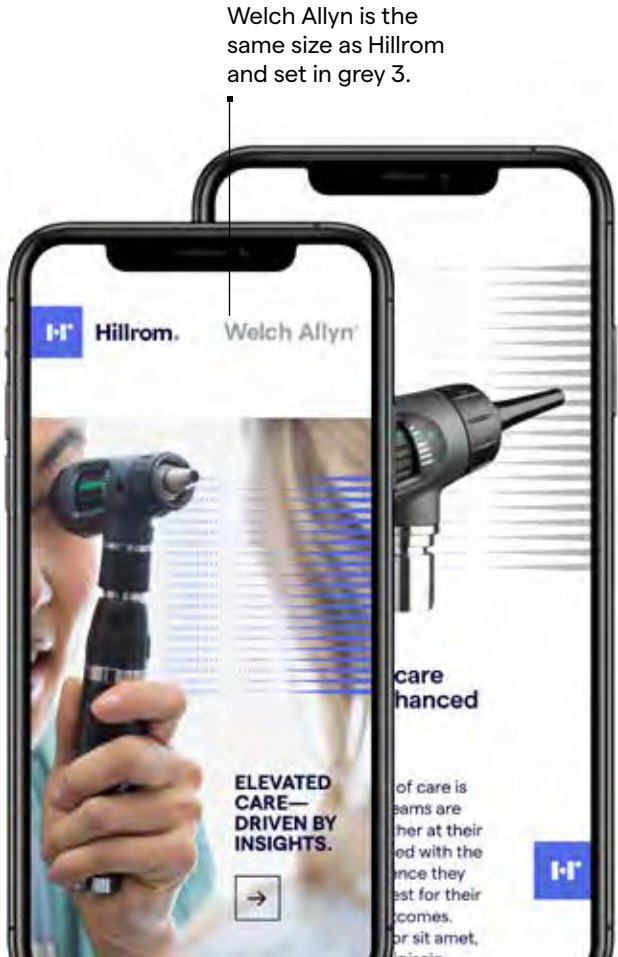
HIERARCHY EXAMPLES

NOTE: Product logos will NOT be used on a go forward basis for any new product launches. Existing products with product logos will be managed on case by case basis. Consult the Brand Governance Team for guidance.

Welch Allyn®
Connex® Spot Monitor

Welch Allyn is the same size as Hillrom and set in grey 3.

Welch Allyn is the same size as Hillrom and set in white.

HIERARCHY EXAMPLES

Welch Allyn is the same size as Hillrom and set in white.

Welch Allyn
Otoscope

Welch Allyn is the same size as Hillrom and set in white.

Welch Allyn
PanOptic
Ophthalmoscope

NOTE: Product logos will NOT be used on a go forward basis for any new product launches. Existing products with product logos will be managed on case by case basis. Consult the Brand Governance Team for guidance.

HIERARCHY EXAMPLES

Centrella is the same size as Hillrom and set in grey 3.

NOTE: Product logos will NOT be used on a go forward basis for any new product launches. Existing products with product logos will be managed on case by case basis. Consult the Brand Governance Team for guidance.

INCORRECT USAGE

DO NOT use any other logos on a brochure.

DO NOT use the retired Welch Allyn logo on products.

DO NOT use a product family name such as Allen on a business card.

DO NOT use a product family name such as Welch Allyn on signage.

section
05

COLOR

HILLROM BLUE

PMS: 2130*
CMYK: 78/51/0/0
RGB: 83/105/229
HEX: 5369E5

*NOTE: PMS 2130 may not be available in the default Pantone swatches in Adobe products; if not, please define a new spot swatch with the CMYK values and clarify with your printer.

All CMYK colors are true PMS values. All RGB colors are custom/mixed.

WHITE

PMS: N/A
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFF

MIDNIGHT

PMS: 2765
CMYK: 100/100/9/57
RGB: 0/8/57
HEX: 000839

NAVY

PMS: 2745
CMYK: 97/100/0/18
RGB: 39/38/107
HEX: 27266B

PRIMARY COLORS

Our primary color palette is restrained and consists of Hillrom blue, midnight, navy, black, white and three greys. These colors provide Hillrom a level of distinction and recognizability while nodding to our heritage. The greys provide varying levels of contrast for subtlety or emphasis within compositions.

– Do not create additional blue tints.

– Do not use grey tints independently. Grey tints should only be used in support of our main blue palette.

GREY 1

PMS: 649
CMYK: 10/3/1/0
RGB: 231/239/240
HEX: E8EFF1

GREY 2

PMS: 5445
CMYK: 21/5/4/8
RGB: 170/193/203
HEX: ABC2CC

GREY 3

PMS: 7543
CMYK: 24/9/8/22
RGB: 125/143/149
HEX: 7D9096

BLACK

PMS: Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000

ACCENT COLORS

Use an accent color to add vibrancy and variety to our communications.

We have five accent colors: purple, turquoise, green, pink, and orange. These supporting colors ensure that our communications have variety and flexibility. Please follow color specifications and their usages to the right when creating compositions.

Accent colors will align with Focus Areas as illustrated here. In the instances where a product applies to multiple Focus areas, use the color that makes the most sense based on the content. For example, if the content is about the use of a Connex Spot Monitor in an Acute Care setting, use the Turquoise accent color which aligns to the Focus Area: Accelerate Patient Recovery. If the content is about the use of a Connex Spot Monitor in a Primary Care setting, use the Green accent color which aligns to Enable Earlier Diagnosis and Treatment. For pieces covering multiple focus areas and where conflicts cannot easily be resolved, use Primary colors only.

– Do not mix two different color groups. Only one accent color should be used per application so that we do not create a rainbow effect.

– Do not use accent colors more prominently than the primary colors.

– Do not create any additional tints.

– Product logos will NOT be used on a go forward basis for any new product launches. Existing products with product logos will be managed on case by case basis. Consult the Brand Governance Team for guidance.

FOCUS AREA	FOCUS AREA	FOCUS AREA	FOCUS AREA	FOCUS AREA
Optimize Surgical Efficiency and Safety	Accelerate Patient Recovery	Enable Earlier Diagnosis and Treatment	Simplify Clinical Communication & Collaboration	Shift Care Closer to Home

For color backgrounds and patterns

PURPLE	TURQUOISE	GREEN	PINK	ORANGE
PMS: 528	PMS: 3242	PMS: 2270*	PMS: 1915	PMS: 163
CMYK: 35/58/0/0	CMYK: 44/0/20/0	CMYK: 61/0/73/0	CMYK: 0/75/21/0	CMYK: 0/44/52/0
RGB: 175/121/223	RGB: 98/216/214	RGB: 0/213/96	RGB: 239/74/129	RGB: 255/148/94
HEX: B079E0	HEX: 62D9D7	HEX: 00D660	HEX: EF4A81	HEX: FF955E

For patterns and infographics only

40% TINT	35% TINT	25% TINT	40% TINT	40% TINT
CMYK: 11/21/0/0	CMYK: 20/0/7/0	CMYK: 24/0/22/0	CMYK: 0/27/2/0	CMYK: 0/18/22/0
RGB: 222/201/242	RGB: 196/242/242	RGB: 189/245/214	RGB: 250/200/217	RGB: 255/214/191
HEX: DEC9F2	HEX: C4F2F2	HEX: BDF5D6	HEX: FAC8D9	HEX: FFD6BF

PURPLE GROUP · TURQUOISE GROUP · GREEN GROUP · PINK GROUP · ORANGE GROUP

*NOTE: PMS 2130 may not be available in the default Pantone swatches in Adobe products; if not, please define a new spot swatch with the above CMYK values and clarify with your printer. All CMYK colors are true PMS values. All RGB colors are custom/mixed.

ACCESSIBLE COLOR COMBINATIONS

Here are approved type and color combinations. Please follow color specifications and their usages to the right when creating compositions.

RECOMMENDED COLOR AND TYPE COMBINATIONS

Every day, around the world, we enhance outcomes for patients and their caregivers.

White type on Hillrom blue bg

Every day, around the world, we enhance outcomes for patients and their caregivers.

Midnight type on purple bg

Every day, around the world, we enhance outcomes for patients and their caregivers.

Midnight type on turquoise bg

Every day, around the world, we enhance outcomes for patients and their caregivers.

Midnight type on green bg

Every day, around the world, we enhance outcomes for patients and their caregivers.

Midnight type on pink bg

Every day, around the world, we enhance outcomes for patients and their caregivers.

Midnight type on orange bg

Every day, around the world, we enhance outcomes for patients and their caregivers.

White type on midnight bg

Every day, around the world, we enhance outcomes for patients and their caregivers.

Purple type on midnight bg

Every day, around the world, we enhance outcomes for patients and their caregivers.

Turquoise type on midnight bg

Every day, around the world, we enhance outcomes for patients and their caregivers.

Green type on midnight bg

Every day, around the world, we enhance outcomes for patients and their caregivers.

Pink type on midnight bg

Every day, around the world, we enhance outcomes for patients and their caregivers.

Orange type on midnight bg

GRADIENTS

Gradients add extra depth to our color palette, but are reserved for use with patterns only. Construct a gradient by pairing Hillrom blue with only one accent color. See page 57 for more information on how to construct a gradient.


PURPLE GROUP
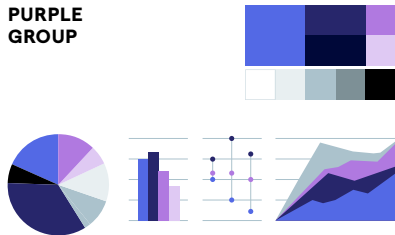
2-COLOR GRADIENTS LIGHT BG

2-COLOR GRADIENTS DARK BG
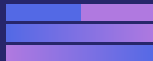
3-COLOR GRADIENTS LIGHT BG

3-COLOR GRADIENTS DARK BG
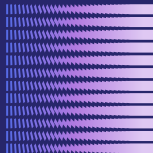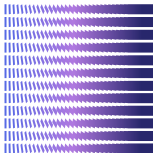
TURQUOISE GROUP
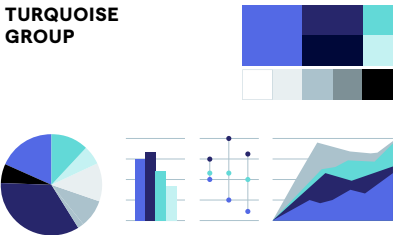
2-COLOR GRADIENTS LIGHT BG

2-COLOR GRADIENTS DARK BG

3-COLOR GRADIENTS LIGHT BG

3-COLOR GRADIENTS DARK BG
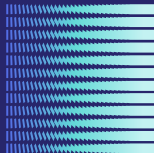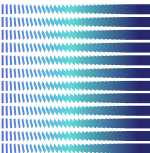
GREEN GROUP
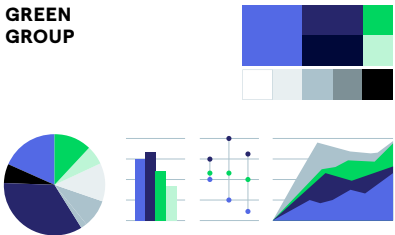
2-COLOR GRADIENTS LIGHT BG

2-COLOR GRADIENTS DARK BG

3-COLOR GRADIENTS LIGHT BG
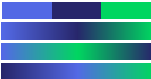
3-COLOR GRADIENTS DARK BG
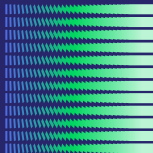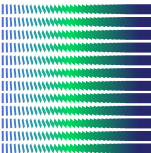
PINK GROUP
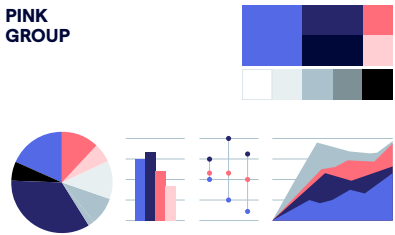
2-COLOR GRADIENTS LIGHT BG

2-COLOR GRADIENTS DARK BG

3-COLOR GRADIENTS LIGHT BG
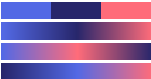
3-COLOR GRADIENTS DARK BG
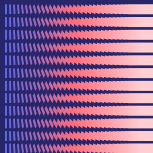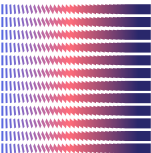
ORANGE GROUP
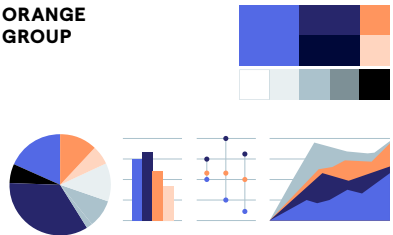
2-COLOR GRADIENTS LIGHT BG

2-COLOR GRADIENTS DARK BG

3-COLOR GRADIENTS LIGHT BG
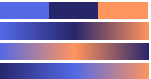
3-COLOR GRADIENTS DARK BG
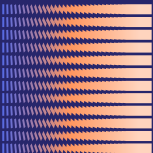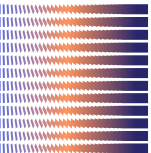
COLORS
IN-USE

Use one accent color per application.

Here you can see various examples of how to utilize the Hillrom color palette. In each example, Hillrom blue and navy are used prominently with lots of white space. There is only one accent color per piece to bring energy and variety to our communications.
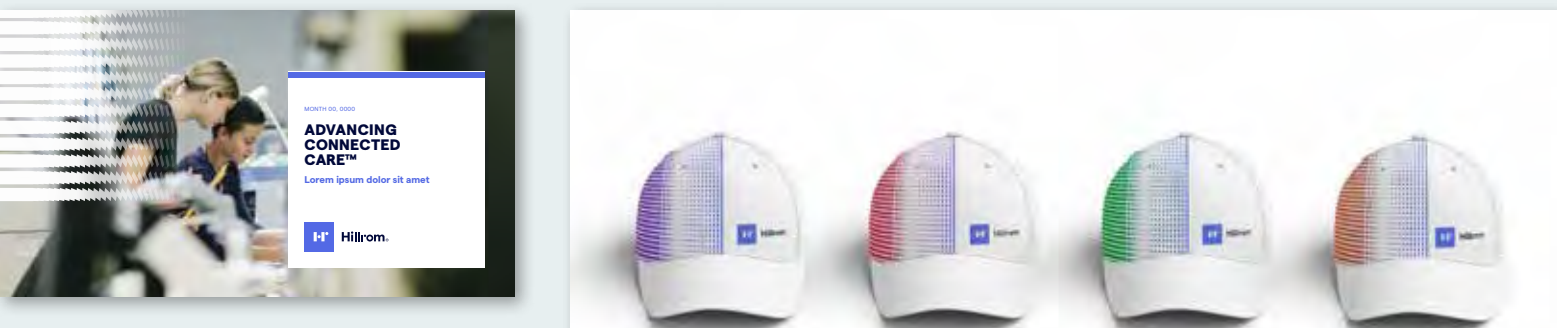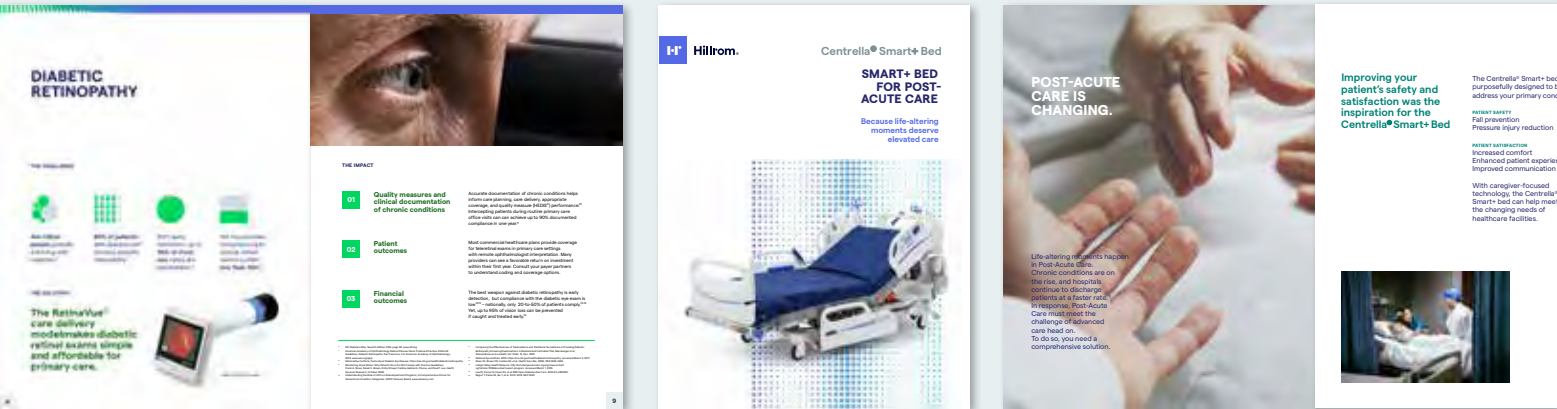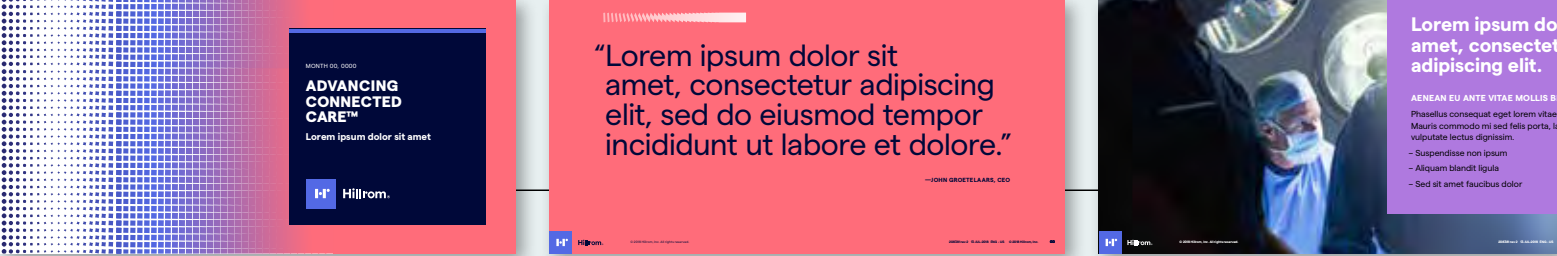
ADDITIONAL COLORS FOR POWERPOINT®

For internal use only, where status indicators are needed.

We know that there will be times when you would need colors to convey standard meanings such as stop, go or warning. Please use these colors for shapes only, not as texts. Do not use these colors for external materials. See examples on the right.

PPT-ONLY COLORS

PPT RED

RGB: 212/41/64
HEX: D42940

PPT YELLOW

RGB: 255/210/53
HEX: FFD235

PPT GREEN

RGB: 0/133/73
HEX: 008549

USAGE EXAMPLES

INCORRECT COLOR USAGE

Like all elements of our visual identity, our color palette must be used consistently to ensure a clear connection to the rest of our system. These are examples of how not to use our color palette.

DO NOT use gradients as backgrounds alone.

DO NOT use multiple accent colors in one composition.
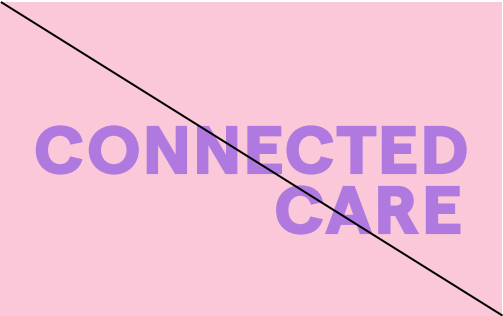
DO NOT mix tints with other accent colors.

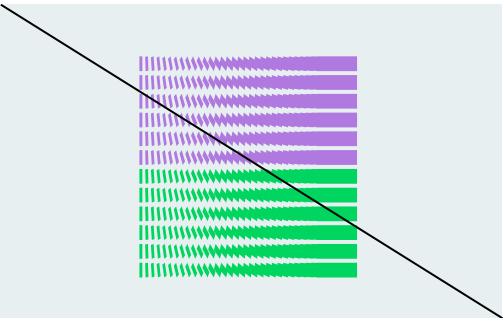**DO NOT** use gradients in type.

DO NOT use colors that lack sufficient contrast for legibility.
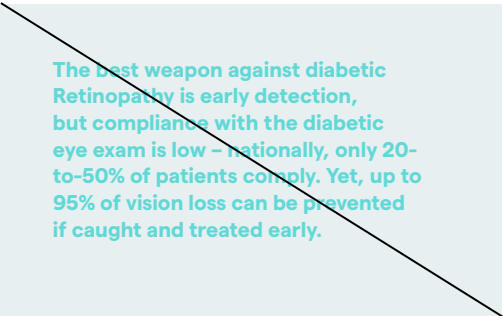
DO NOT use a tint in typography on a white or light grey background.
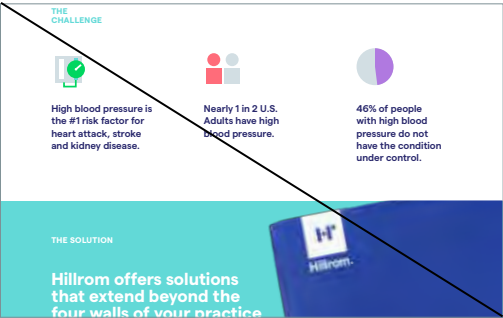
DO NOT mix accent colors in a single application.

DO NOT use random colors that are not part of the palette.

DO NOT use more than one solid accent color in a pattern.

section
06

TYPOGRAPHY

PRIMARY TYPEFACE

Matter is our primary font.

Matter has a subtle warm touch that gives our typography a friendly approachable feel, while also looking professional. Its large x-height makes it easy to read on screen and in small sizes. Matter is a combination of a geometric sans serif and a grotesk that has lively forms and diagonal terminals. It was designed by Martin Vácha and released by Displaay Type Foundry in 2017.

We use five weights of Matter to add detail and contrast to our communications: Regular, Medium, Semibold, Bold, and Heavy.

Matter should be used for all professionally produced communications, whether digital or printed. Designers will have licenses for Matter and will use it for all professionally designed materials. Examples include: Printed Marketing Collateral, Product Logos, Signage, CECs, Trade Show assets. In the event that Matter is not practical for the application, use Century Gothic.

In the event that neither Matter nor Century Gothic are practical for the application (i.e., Digital and Technical Communications) then select a font that most closely resembles Matter. Consult with Brand Governance Team when using anything other than Matter or Century Gothic.

Per our license agreement, you are not allowed to copy the fonts or allow third parties to copy the fonts. You are not authorized to sublicense, sell, lend or lease the fonts. You can backup files of the fonts only for your own purposes. Contractors, vendors and third parties will need to purchase a font license at https://displaay.net/typeface/matter/.

—Matter

STYLES

Regular
Regular Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
Heavy

EXAMPLES

ELEVATE INSIGHTS— ELEVATE CARE.

Your patients expect you to offer the portfolio of services they need to help address increasingly serious conditions. You can expect the same from us.

hillrom.com

01.23
#onehillrom

AaBb 123

BASIC CHARACTERS

AaaBbCcDdEeFf
GGggHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890
&@#$!%*?/

ALTERNATE SYSTEM FONT

—Century Gothic

Regular
Italic
Bold
Bold Italic

ELEVATE INSIGHTS— ELEVATE CARE.

Your patients expect you to offer the portfolio of services they need to help address increasingly serious conditions. You can expect the same from us.

hillrom.com

01.23
#onehillrom

Century Gothic is our fall-back font.

When you don't have the typeface Matter, please use Century Gothic as an alternate typeface. This will be most common when creating internal communications in PowerPoint® and Word. Century Gothic is a widely available font that conveys a similar personality to Matter— helping us look consistent.

For all professionally produced communications, digital or printed, please use Matter.

In the event that neither Matter nor Century Gothic are practical for the application (i.e., Digital and Technical Communications) then select a font that most closely resembles Matter. Consult with Brand Governance Team when using anything other than Matter or Century Gothic.

AaBb
123

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890
&@#$!%*?/

FONTS FOR ADDITIONAL LANGUAGES

We communicate in a lot of languages around the globe.

Matter should be used for all Latin-based languages, but these additional fonts are recommended when creating communications in Cyrillic-based languages, Arabic, Hebrew, Thai, Chinese, Japanese, Korean, and Vietnamese. These typefaces all share visual qualities with Matter and will ensure that our brand looks consistent in all the languages in which we communicate.

PROXIMA NOVA

Привет друг

FOR CYRILLIC

GRAPHIK ARABIC

مرحبا يا صديقي

FOR ARABIC

ARIMO

שלום חבר

FOR HEBREW

SUKHUMVIT

พัฒนาความก้าวหน้าการดูแลเชื่อมโยง

FOR THAI

NOTO SANS

안녕 친구

FOR CHINESE, JAPANESE AND KOREAN

PROXIMA NOVA

chào bạn

FOR VIETNAMESE

TYPOGRAPHIC STYLE & HIERARCHY

Clear and consistent use of typography unifies messaging and creates familiarity in the eyes of our audiences.

Creating hierarchy in our communications can be achieved by changing weights, size and capitalization. This example shows how to use our typeface for maximum legibility while reinforcing our brand voice and personality.

H3:
MATTER BOLD
ALL-CAPS

H1:
MATTER HEAVY OR BOLD
ALL-CAPS
+10 PTS TRACKING
SET SOLID,
LINE SPACING = TYPE SIZE

H2:
MATTER BOLD
SENTENCE CASE
IN HILLROM BLUE OR
ACCENT COLOR

H3:
MATTER BOLD
ALL CAPS
+25 PTS TRACKING

BODY COPY:
MATTER REGULAR
SENTENCE CASE

OUR COMPANY & CULTURE

WORKING TOGETHER FOR THE GREATER GOOD

From beds and vision screening devices to operating tables and airway clearance systems, our products and services are everywhere you need them, whenever and however you want to experience better care.

WHAT DRIVES US

At Hillrom, the issue of quality is bigger than a program and it's more than a process. It is the promise we make every day to our customers. For many years, we've kept that promise by providing our customers with high quality and innovative products. Our legacy of quality and our commitment to building long-term customer relationships is more than just history — it is our future as well.

Today, we are aggressively investing to ensure that we are well positioned to continue serving you and remain a leader in the hospital equipment supply industry. It is just one indication of our commitment to the future and will drive even higher quality standards across our company.

Keeping our promise also means we take responsibility for being the company people count on to make things right. And that means zero tolerance for products and services that don't meet our standards. And 100 percent participation from the people of Hill-Rom, from the factory floor to the executive suite.

DYNAMIC HEADLINES

This typographic technique can be utilized when you want to add extra emphasis to a display headline. Identify a vertical to align from line to line. This will create the effect of the left margin moving back and forth, making the headline look more alive and dynamic.

ALIGN VERTICAL STROKES

CARE AND INSIGHTS— TOGETHER FOR BETTER.

We advance the capabilities of frontline care providers with smarter tools to help you identify, diagnose and manage many of the most prevalent health issues your practice sees every day.

Together, we can do more to advance frontline care.

TYPOGRAPHY IN-USE

Here are several examples of the typeface Matter being used to achieve clear and consistent hierarchy through contrast of size, color, and weight. Strive for whitespace in printed and digital layouts. A simple rule of thumb for leading or linespacing is to add three points to your type size. For example, if you set your type at 10 point, make the line height 13 points. For all caps headlines, you should make the line height equal to the size of the type. A 48 point headline should be set with 48 point line height.

INCORRECT TYPOGRAPHY USAGE

WHERE CARE MEETS PERFORMANCE.
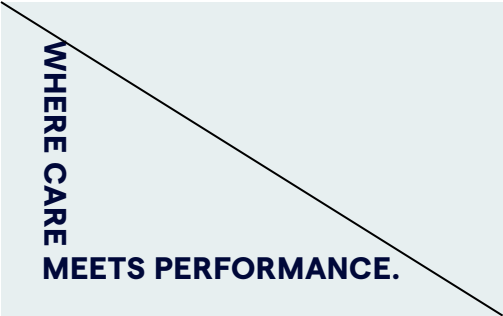
DO NOT mix orientation in dynamic headlines.

We offer **solutions** that extend **BEYOND** the four walls of your practice **to help you get a MORE ACCURATE VIEW** of a patient's **blood pressure** in various settings.
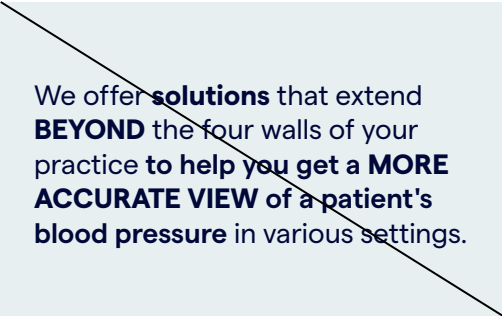
DO NOT mix multiple weights, styles, or size in a single paragraph.

C O N N E C T E D   C A R E
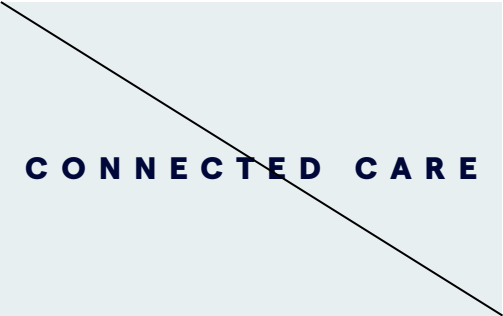
DO NOT use loose tracking.

CARE AND INSIGHTS— TOGETHER FOR BETTER.

DO NOT use gradients in type.

1 IN 2 U.S. ADULTS HAVE HIGH BLOOD PRESSURE
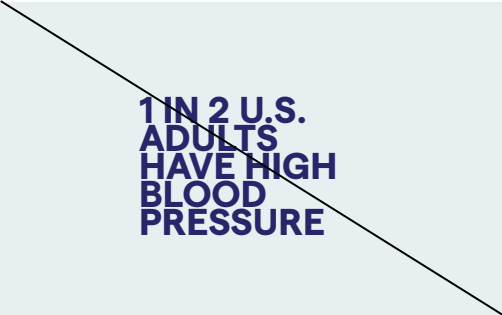
DO NOT use tight or overlapping leading.

THE BEST WEAPON AGAINST DIABETIC RETINOPATHY IS EARLY DETECTION, BUT COMPLIANCE WITH THE DIABETIC EYE EXAM IS LOW – NATIONALLY, ONLY 20-TO-50% OF PATIENTS COMPLY. YET, UP TO 95% OF VISION LOSS CAN BE PREVENTED IF CAUGHT AND TREATED EARLY.
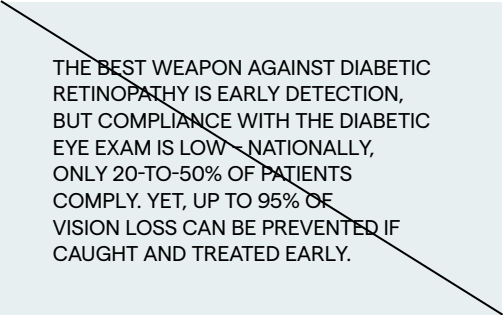
DO NOT use all-caps for body copy.

ELEVATE INSIGHTS

DO NOT create typography in outline form.

ADVANCING FRONTLINE CARE— TOGETHER

DO NOT create a composition with insufficient contrast.

ADVANCING FRONTLINE CARE— *together.*

DO NOT add or use unapproved fonts.

section 07

PHOTOGRAPHY

PHOTOGRAPHY OVERVIEW

Photography is a powerful tool in our visual system. It allows us to tell a variety of stories in a meaningful way. Our photography should live seamlessly along with other design elements, continuing to tell the stories in the most relevant and effective manner.

We have four categories of photography that help us achieve a cohesive yet flexible visual system: moments of connection, details, people and product. Choose a category that best fit for your content when creating communications.

Whether working with original photography or stock imagery, we follow these key principles below:

Compositions: To intensify a moment or make it more intimate, we might crop in a way that feels natural or candid.

Focus: Focal depth should always be considered with clear intent.

Settings: Settings should be simple and realistic, without clutter that distracts from the main subject.

Lighting: Lighting should feel natural, with crisp exposure and ample contrast.

Style: Our shots are never staged looking or overly processed. They should look like snippets of real life, with the quality of warmth and relatability coming through.

01: MOMENTS OF CONNECTION

02: DETAILS

03: PEOPLE

04: PRODUCTS
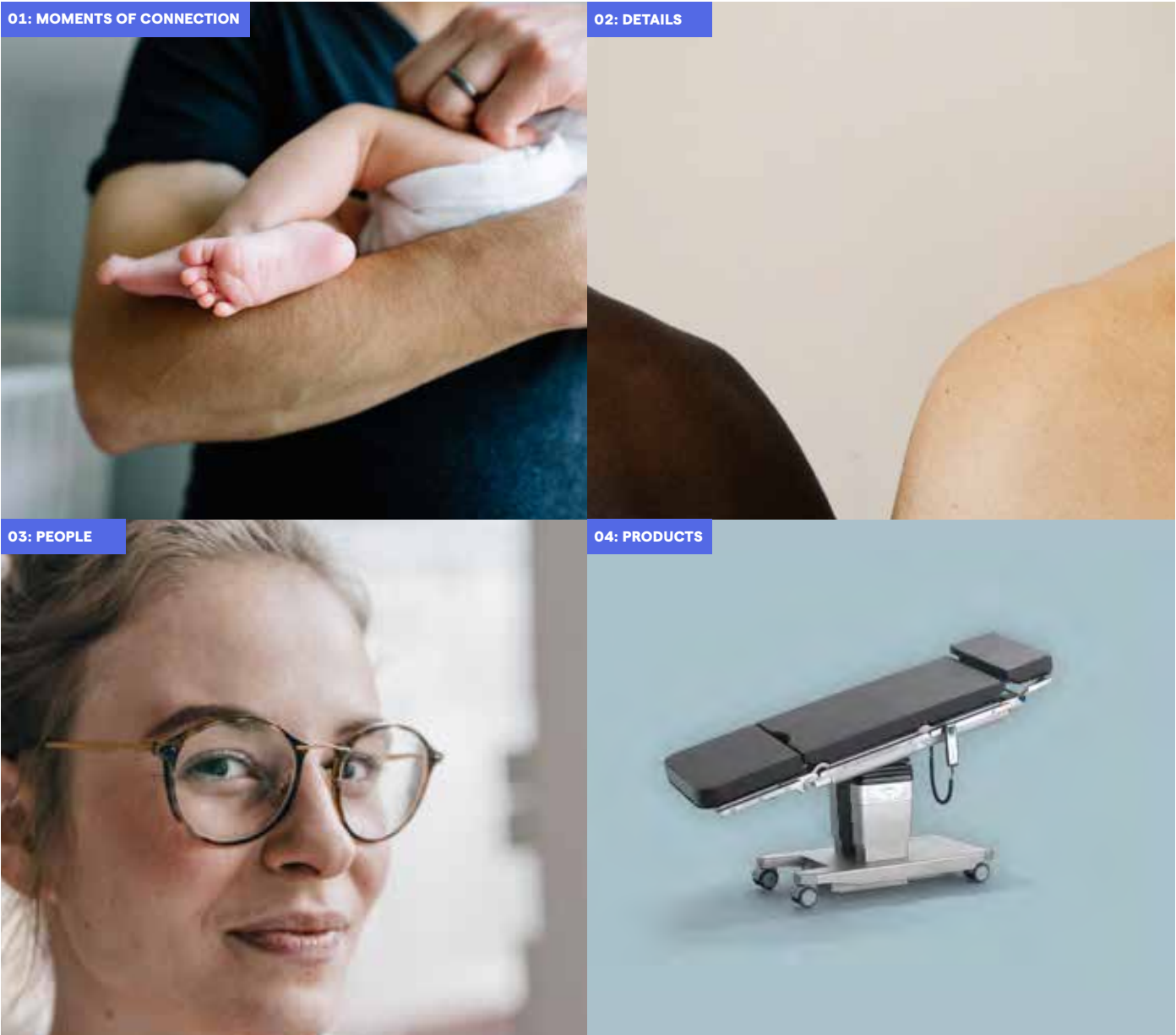
MOMENTS OF CONNECTION

Moments of connection show caregivers and patients together or care takers collaborating. They are candid and sincere, like we've captured a brief moment in time. Strive for natural lighting and facial expressions. Look for interesting angles and utilize soft focus. Always try and show diversity of age, race, and gender.

01 Father holding newborn in natural lighting

02 Care team and patient in conversation with arm on shoulder

03 Overhead shot of two caregivers collaborating

04 Surgeon and staff in surgery, soft focus in foreground

05 Surgeons working together, soft focus in foreground

06 Doctor and patient holding hands

DETAILS

Details show close-ups of the human body and add an unexpected element to our visual system. These detail shots should focus on things like hands, legs, and eyes. Ideally they are photographed as macro close-ups. As always, strive to show diversity of age, race, and gender.

01   Macro shot of parent and child holding hands.

02   Close-up of the small of the back.

03   Macro shot of eye with blurred background.

04   Patient holding phone and prescription bottle.

05   Patient opening prescription bottle.

06   Close-up of two people shoulder to shoulder.

PEOPLE

We have two types of people photographs. These are individuals either photographed as portrait or a candid of a caregiver at work, or about to go to work. Lighting and facial expressions should be natural. Always strive for diversity in age, race, and gender.

01 Portrait of woman in context with blurred background.

02 Portrait of male nurse in context with blurred background.

03 Portrait of man in studio with natural-looking lighting.

04 Surgeon about to go into surgery.

05 Surgeon in surgery, with foreground blurred.

06 Surgeon in surgery, from interesting angle.

PRODUCTS

Product photography highlights the things we make.
Products can be shown straight on or at an angle.
They should always have natural soft shadows.
Products can be placed on a white, grey, or accent color
background. Try details or crops to add extra interest.

01   Product close-up on white, natural shadow in background.

02   Centrella Smart Bed on grey 1 background, cropped to add interest.

03   Surgical lift on grey 3, with natural shadow.

04   Product on navy background.

05   RetinaVue on orange background.

06   Scalpel on turquoise background.

INCORRECT PHOTOGRAPHY STYLE

| 01 | **DO NOT** use overly staged photographs of people. |

| 02 | **DO NOT** use clichéd imagery. |

| 03 | **DO NOT** re-color imagery in any way. |

| 04 | **DO NOT** use dark or poorly lit images. |

| 05 | **DO NOT** use photography from the patient's point of view. |

| 06 | **DO NOT** create metaphorical imagery from photography. |
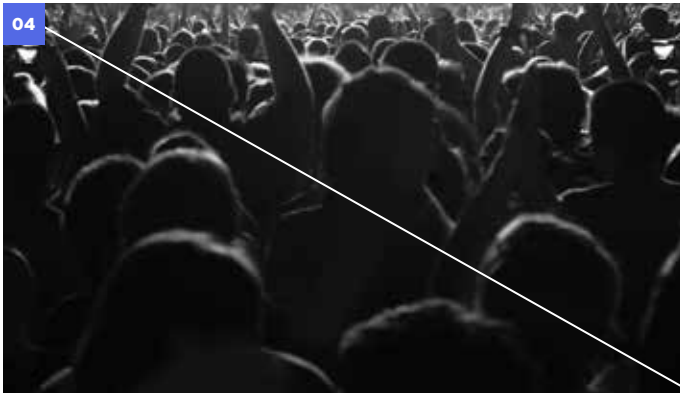
section 08

GRAPHIC ELEMENTS

PATTERN OVERVIEW: PIXEL

The vertical rectangle, circle, horizontal rectangle, and square are the basis for our graphic elements. These four individual pixels were used to design a series of patterns, found on the next page.
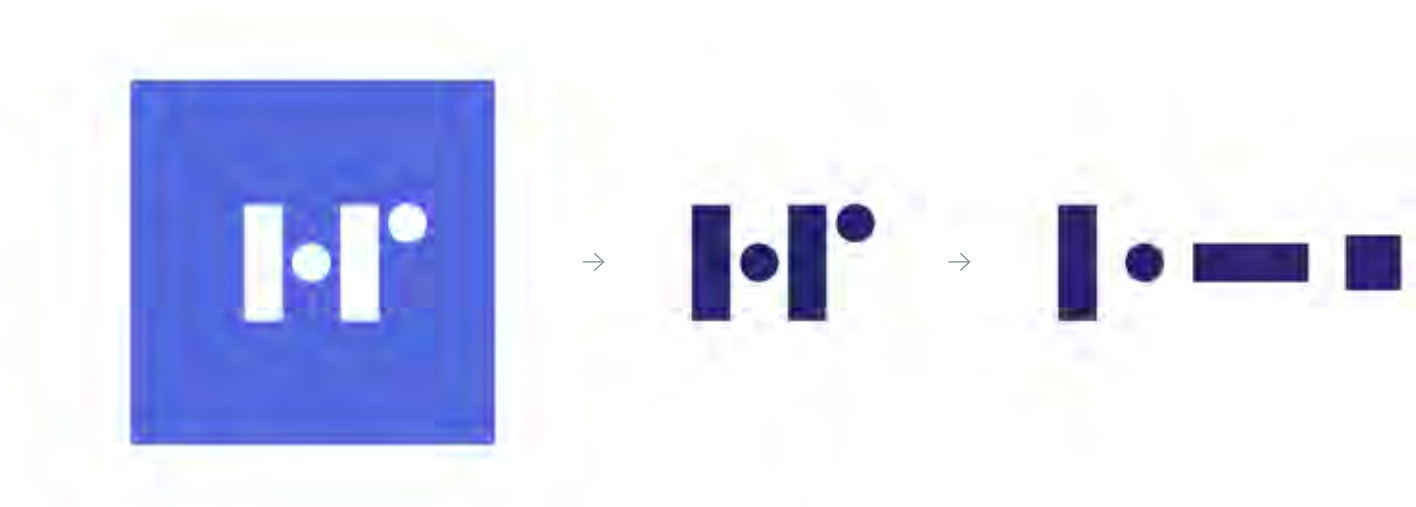
PATTERN LIBRARY

This series of twelve patterns was designed to communicate the dynamism of the digital age and the connected care that Hillrom helps caregivers achieve. They show the transformation of one shape over a distance. Use these as an accent on communications to establish consistency.

*NOTE: Do not create any additional patterns.
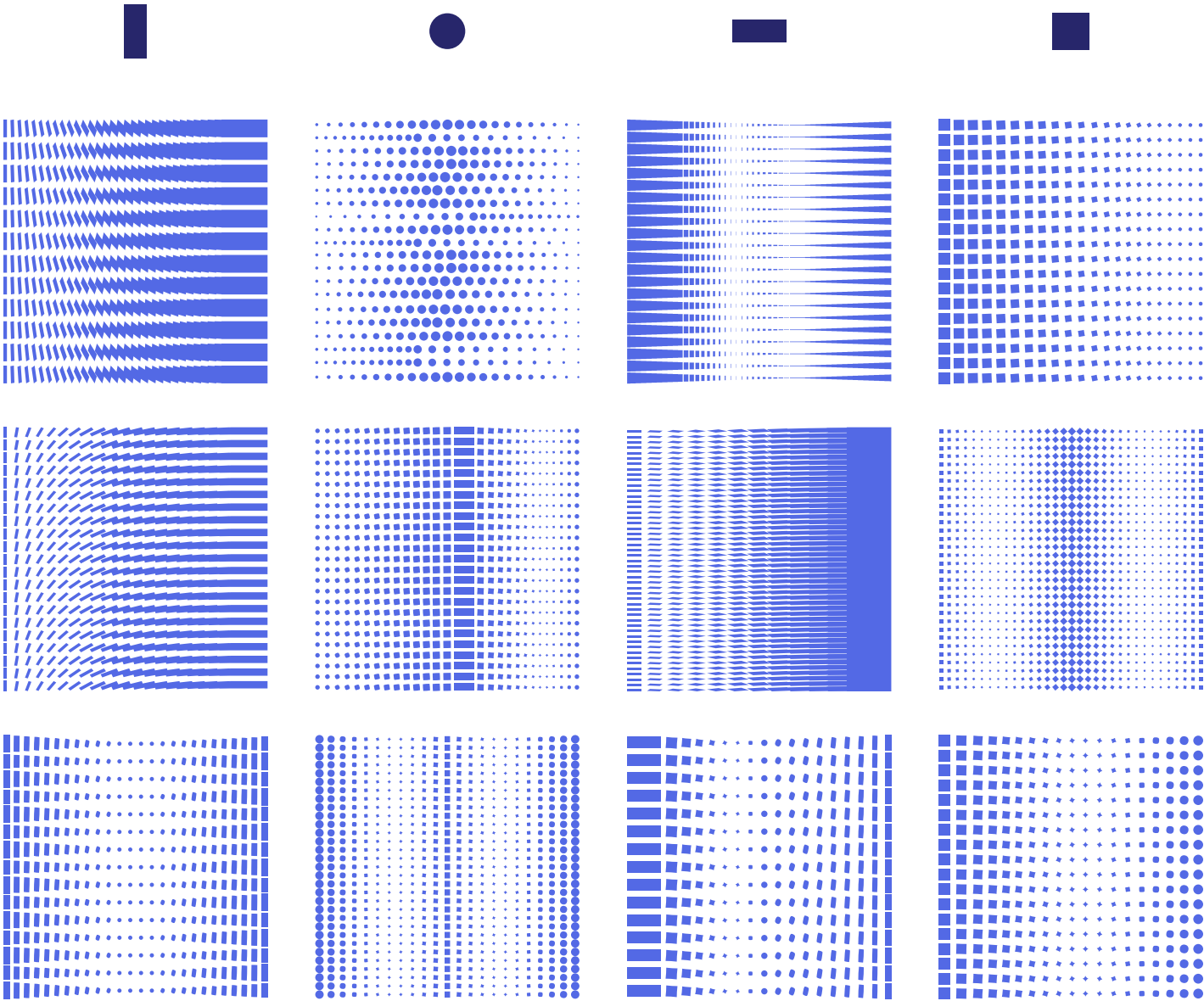
PATTERN COLORS

To add extra depth to these patterns, apply a gradient from Hillrom blue to one of our accent colors. On regular-sized applications like brochures or websites, use a 2-color gradient. On larger applications such as a tradeshow booth, poster, or vehicle side a 3-color gradient may be used. Patterns can also be used in white or a single accent color.

2-COLOR GRADIENTS/ REGULAR-SIZED CANVAS

LIGHT BACKGROUND

HILLROM BLUE — ACCENT COLORS

EXAMPLES

DARK BACKGROUND

HILLROM BLUE — ACCENT COLORS
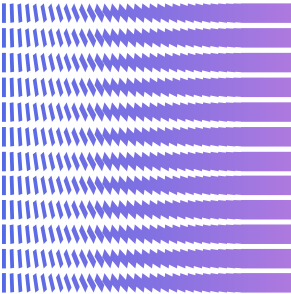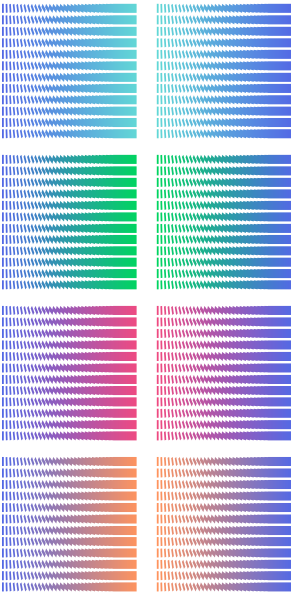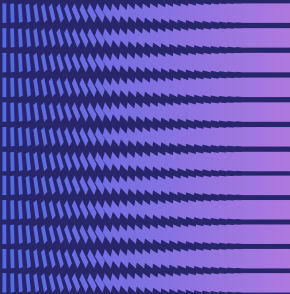
3-COLOR GRADIENTS/ OVERSIZED CANVAS

LIGHT BACKGROUND

NAVY — HILLROM BLUE — ACCENT COLORS

EXAMPLES

DARK BACKGROUND

HILLROM BLUE — ACCENT COLORS — TINTS
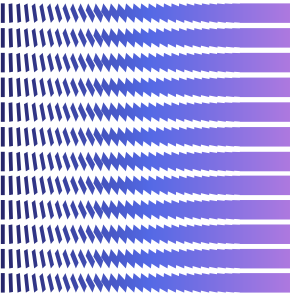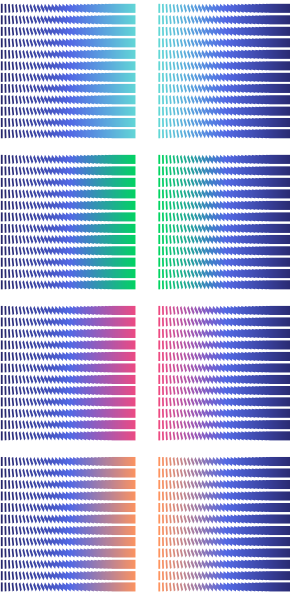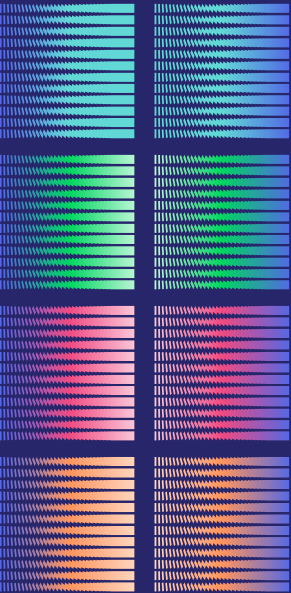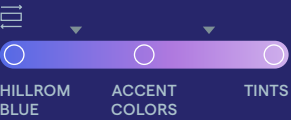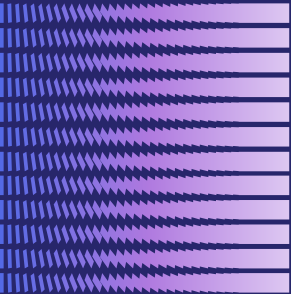
PATTERN
SIZE & SCALE

Patterns should be used to cover an area of 50%, 75% or 90% of an application's width. A single pattern unit should only be scaled up to 75% of the width of a particular application. To cover larger areas, you should repeat the individual pattern unit and extend the right side.

SINGLE PATTERN

MULTIPLE PATTERNS

MINIMUM SCALE/ RATIO
FOR A SINGLE PATTERN
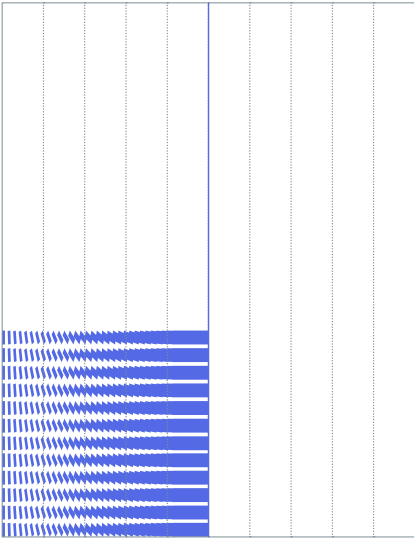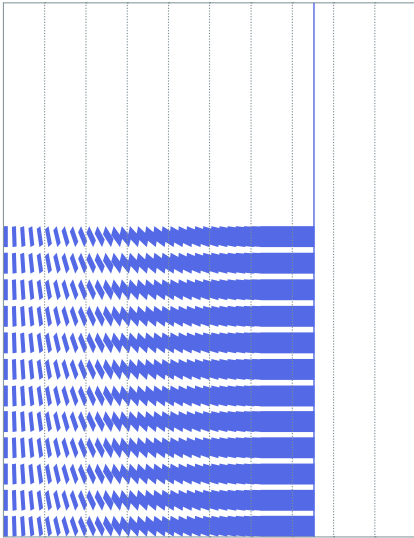
MAXIMUM SCALE/ RATIO
FOR A SINGLE PATTERN

MAXIMUM SCALE/ RATIO
FOR MULTIPLE PATTERNS

50% WIDTH   EXTEND

50% WIDTH

75% WIDTH
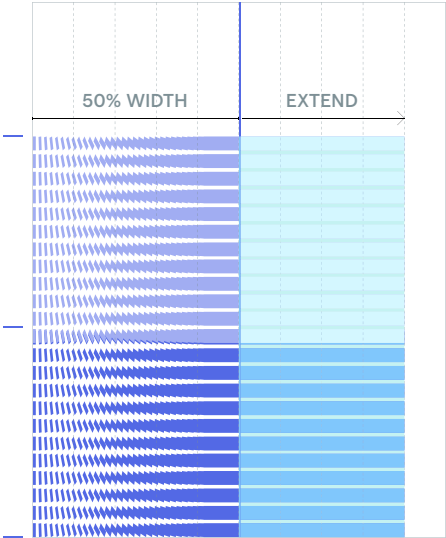
90% WIDTH TOTAL

PATTERNS
IN-USE

Here you can see the patterns used in a variety of applications. The goal here is to create a flexible and diverse system. Note how the pattern can also be used to mask a photograph as is show in the upper left example. It can also be applied over a solid color in white or a gradient. If there is sufficient contrast, you can also apply a pattern over a photograph.

Be mindful when using patterns. Do not overdo it— use patterns where the messages or spaces allow for, it is ok to have pieces without patterns. Also note that only one pattern should be used at a time.

INTEGRATE WITH IMAGERY TO HIGHLIGHT KEY MOMENTS

USE WITH SILHOUETTED IMAGES AS A BACKDROP FOR PRODUCTS

USE AS TEXTURES/ BACKGROUNDS WITHOUT IMAGERY

DATA STRIPS
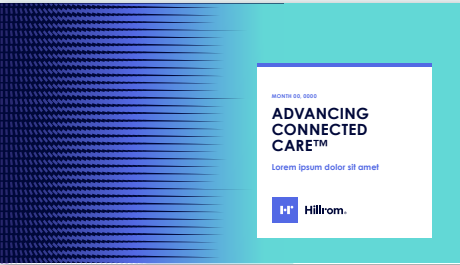
DERIVED FROM PATTERN

An individual row of each of the 12 patterns can also be used in isolation. These individual data strips add another visual element to use in our visual system.
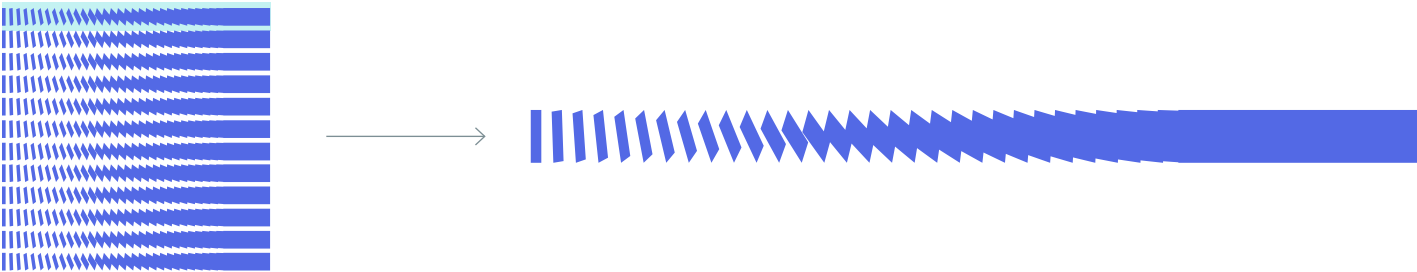
DATA STRIP LIBRARY
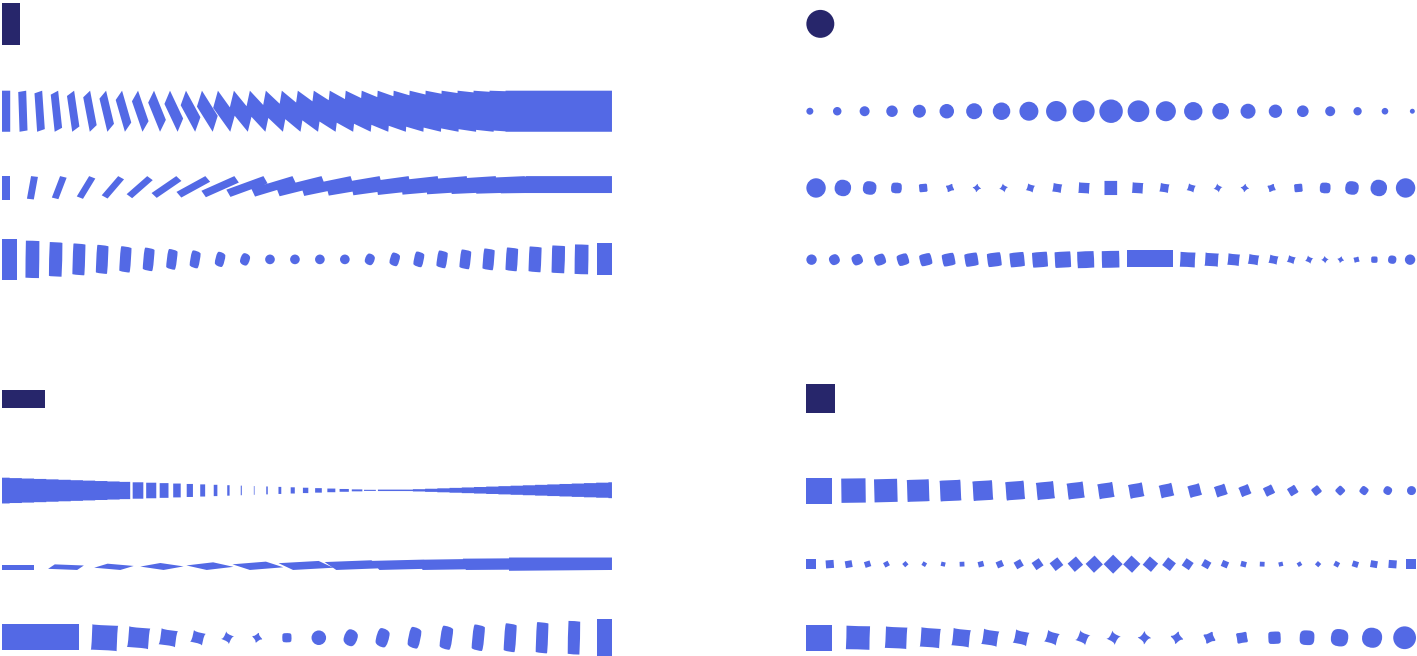
DATA STRIPS IN-USE

Here you can see the data strip in-use in a variety of applications.
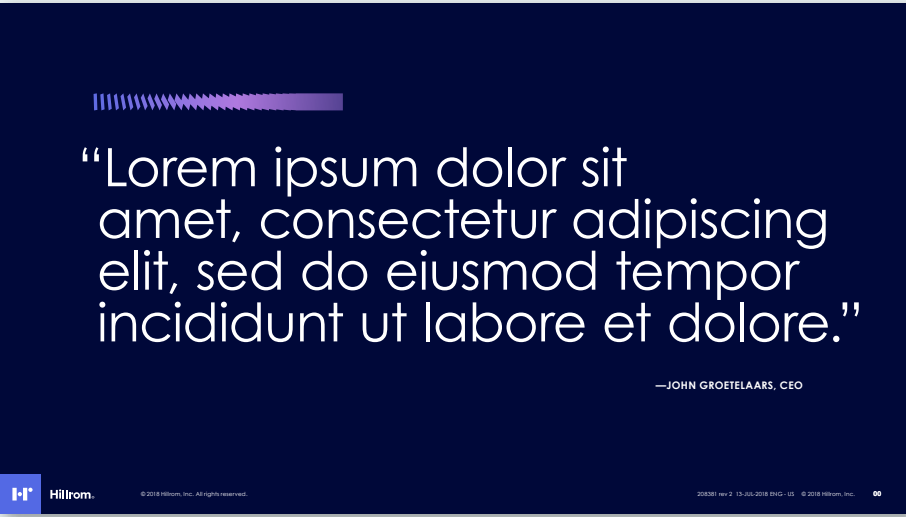
INCORRECT USAGE
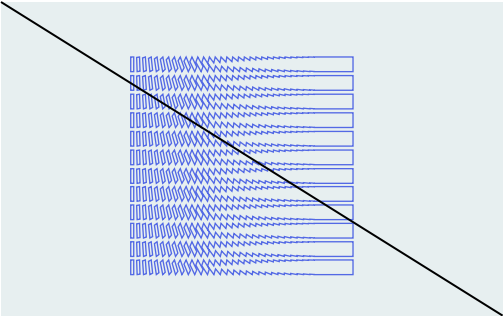
DO NOT outline patterns/ Data Strips.
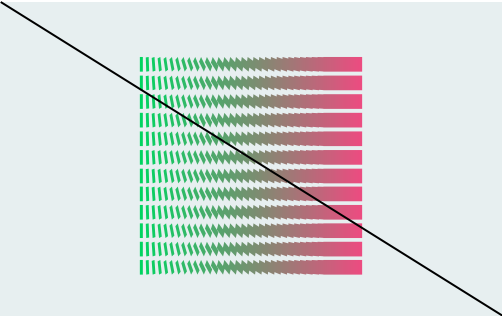
DO NOT use gradients from different color groups or more than one accent color.
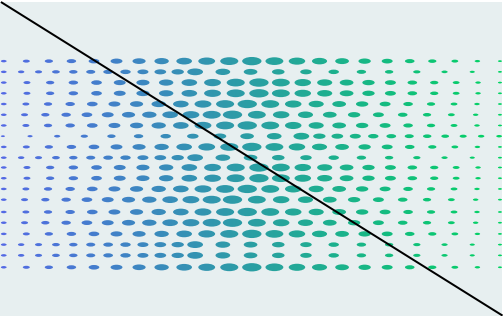
DO NOT stretch, scale or transform patterns/ data strips unproportionally.
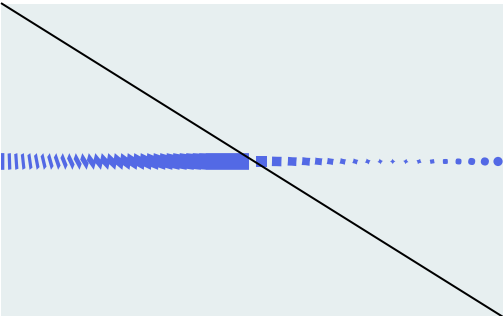
DO NOT mix 2 Data Strips together.
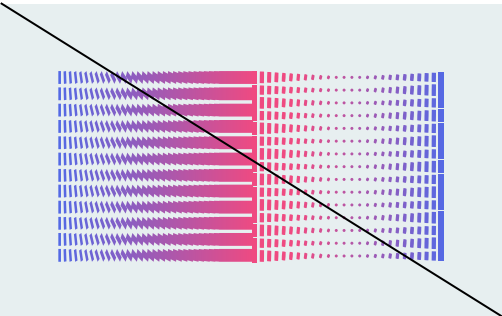
DO NOT intersect or use more than one pattern at a time.
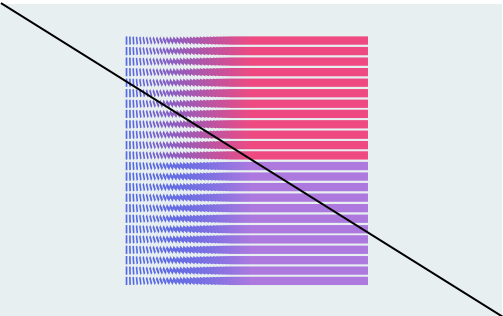
DO NOT apply different colors to each pattern block.

DO NOT place patterns/ Data Strips where they awkwardly interfere with subject.
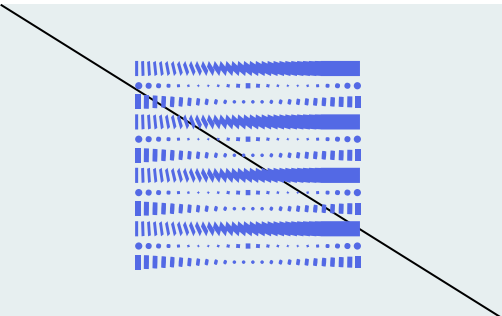
DO NOT create new pattern by mixing multiple Data Strips together.
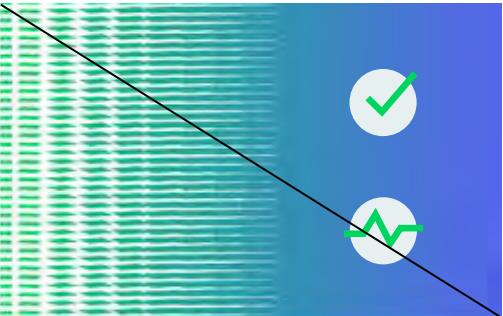
DO NOT use patterns in conjunction with icons.

ICONOGRAPHY STYLE

Hillrom iconography is designed to be simple, clear, and direct. They are drawn on an 8 × 8 grid. We use our Hillrom Blue as the base color to create a recognition for our brand.

ENGINEERING GRID

8 × 8 PERFECT SQUARE GRID
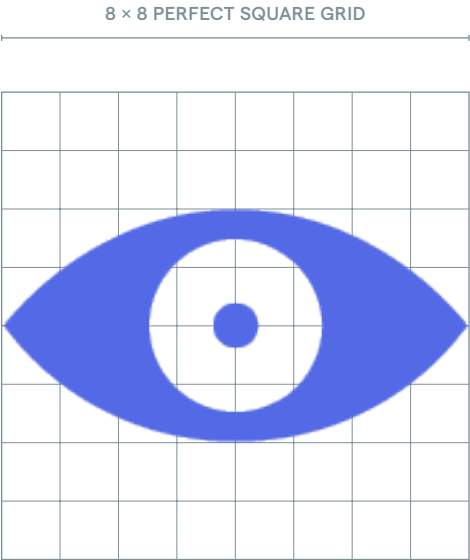
COLOR COMBINATION:
GREY 1 (50%) + WHITE + HILLROM BLUE
(OR ACCENT COLORS)

FORM:
CREATED USING SIMPLE GEOMETRIC SHAPES
THAT DERIVE FROM OUR PIXELS

CLEAR SPACE

2X   X   2X

X

2X   2X
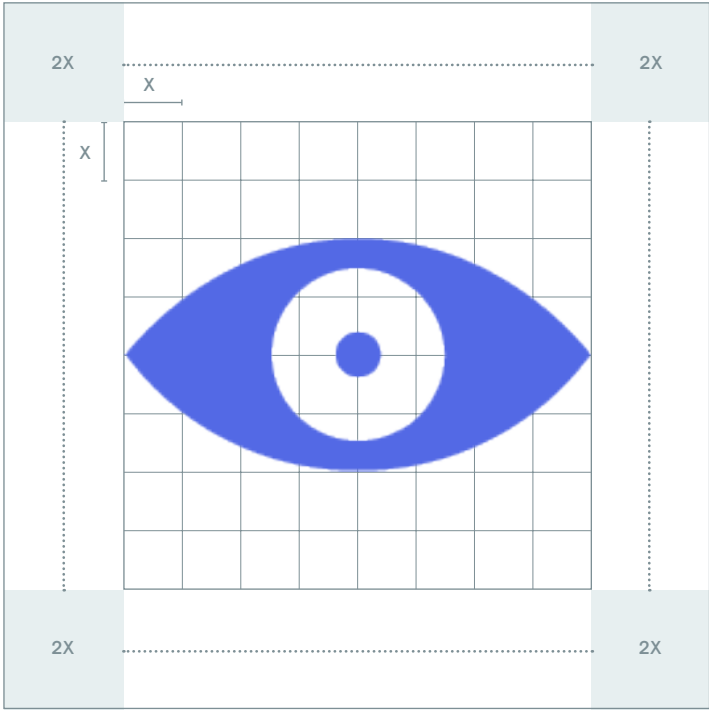
SIZING
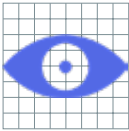
48 × 48 PX
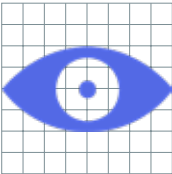
64 × 64 PX
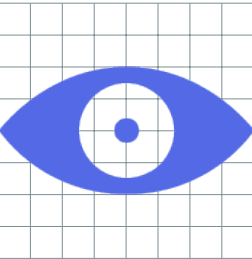
96 × 96 PX

CARE CATEGORY ICONS

To help clearly communicate the many categories of care in which we offer products, we have designed a set of icons that represent them. These are primarily in Hillrom blue. They can be used with or without holding shape. The labels can be used to help define what they are, if needed. These should be obvious concepts but drawn with distinction.

Please use icons in square only. Do not change the holding shape.

STAND-ALONE ICONS

ICONS IN HOLDING SHAPE

ICONS WITH LABELS

Safe Patient Handling & Mobility

Non-Invasive Respiratory Therapy

Vision Screening & Diagnostics

Patient Monitoring

Surgical Access
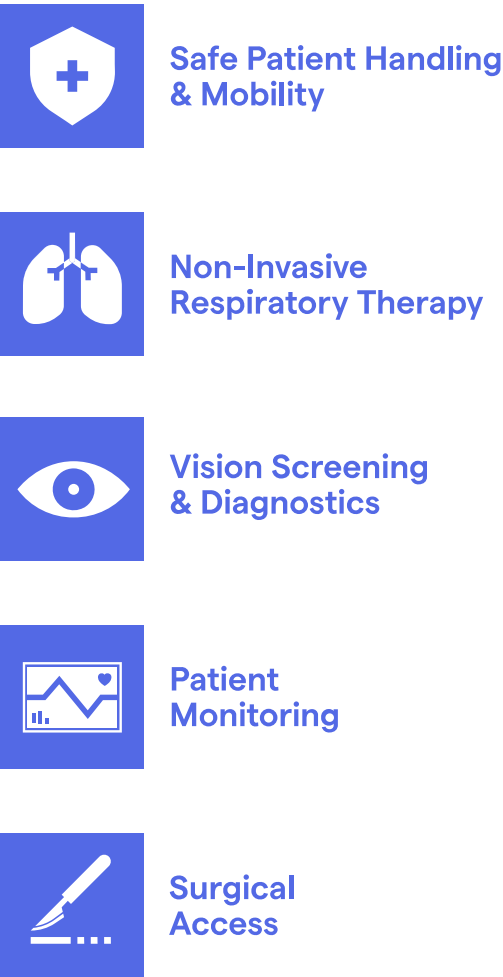
CARE CATEGORY
ICONS: STAND-ALONE

**STAND-ALONE
ICONS**

Here are care category icons in stand-alone format. Please only use approved artwork. Do not modify icons or change colors.

CARE CATEGORY ICONS: IN HOLDING SHAPES

**ICONS IN
HOLDING SHAPES**

Here are care category icons in holding shapes. Please only use approved artwork. Do not modify icons or change colors.

CARE CATEGORY ICONS: WITH LABELS

ICONS WITH LABELS

Here are care category icons with labels. Please only use approved artwork. Do not modify icons or change colors.

Safe Patient Handling & Mobility

Surgical Access

Diagnostic Cardiology

Non-Invasive Respiratory Therapy

Surgical Workflow & Precision Positioning

Physical Exam & Diagnostics

Vision Screening & Diagnostics

Smart Beds & Surfaces

SmartCare™ Services

Patient Monitoring

Care Communications

ICONOGRAPHY IN-USE

Here you can see the care category icons on a website, rotating through the accent colors.
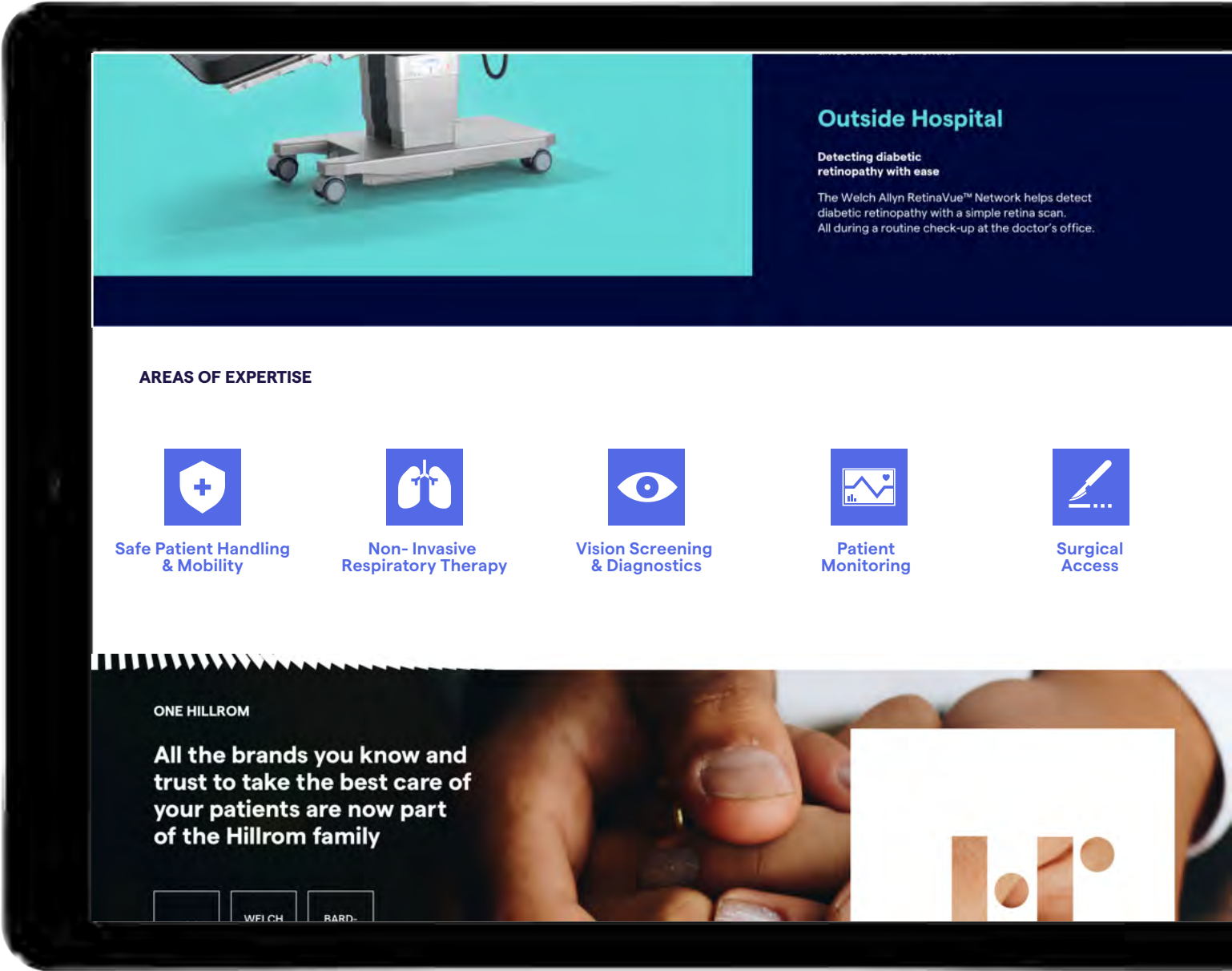
UNIGRID

Use a unigrid based on the size of the logo to establish a grid for any application.

The following examples show the unigrid based on standard document sizes and the logo height of 0.75 inches or 54 pixels using a gutter of 0.15 inches or 20 pixels create a grid of squares the same size as the monogram symbol. The height of one row may be shorter to accommodate the size of the logo.

.75 inch
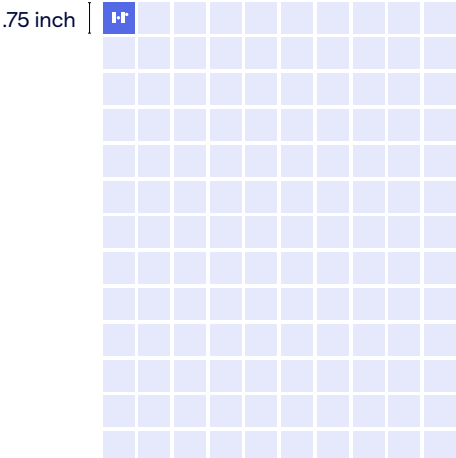
10 COLUMNS

LETTER SIZE: 8.5 × 11 IN

16 COLUMNS

LEGAL SIZE: 8.5 x 14 IN
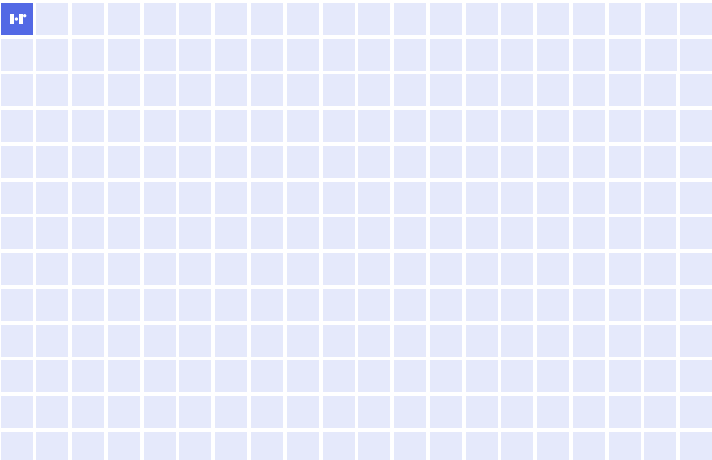
20 COLUMNS

TABLOID SIZE: 11 x 17 IN

UNIGRID
IN-USE
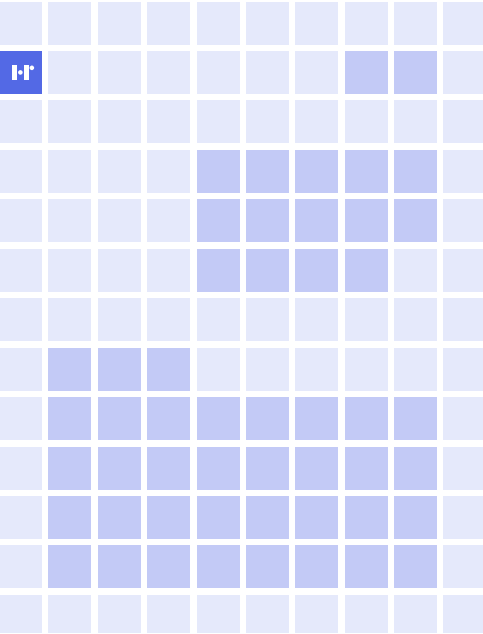
Here you can see how the unigrid was used to create both
a print and digital applications.
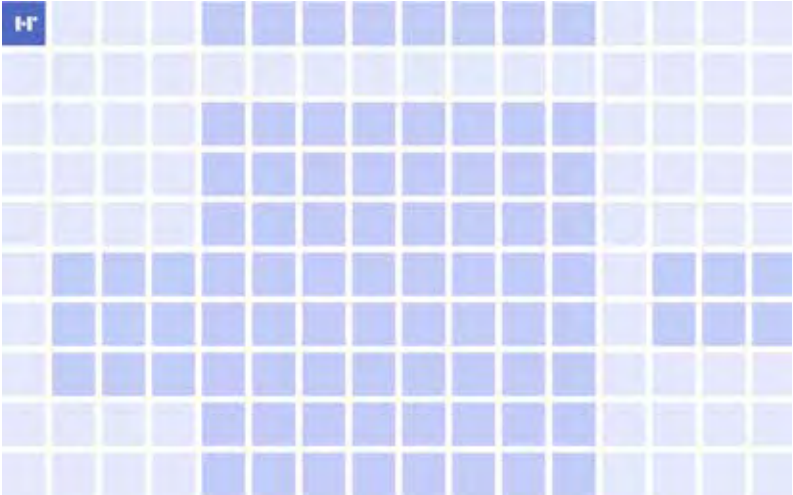
H GRID

Use the H grid for display applications.

For covers, posters, and other display situations use a crop of the letter H to form more interesting compositions. You can use the positive or negative space as a guide of where to place, text, graphics, and other content.
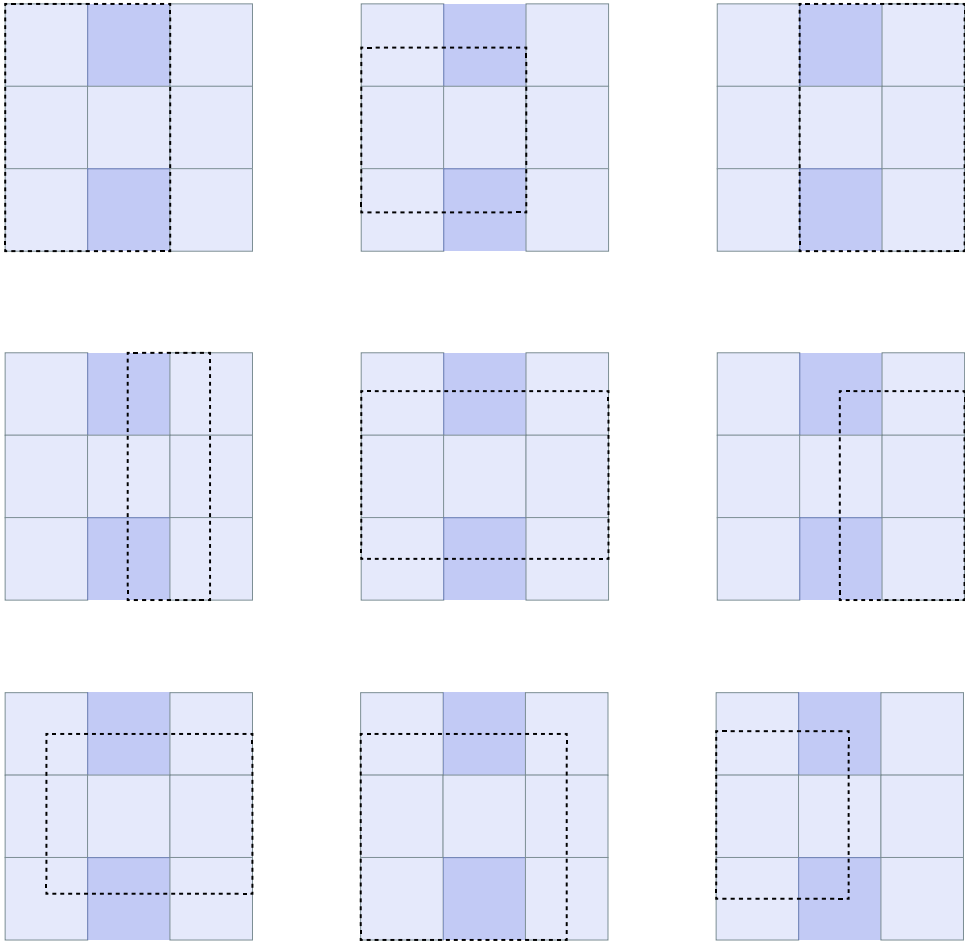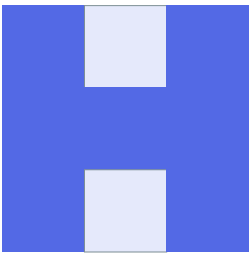
H GRID
IN USE

Here we see the H grid used as the basis for both a brochure cover and webpage hero image.

ELEVATE
INSIGHTS—
ELEVATE
CARE.

CARE AND
INSIGHTS—
TOGETHER
FOR
BETTER

PRODUCTS   SERVICES   CLINICAL PROGRAMS   EDUCATION   OUR COMPANY

BUILDING VITAL CONNECTIONS.

Hillrom

YOUR PROGRESS IS OUR COMMITMENT.

Hillrom

Voalte
CONNECTED INSIGHTS FOR SMARTER CARE.
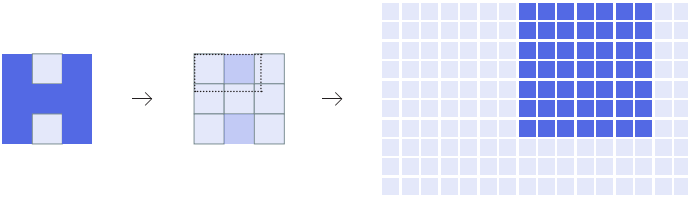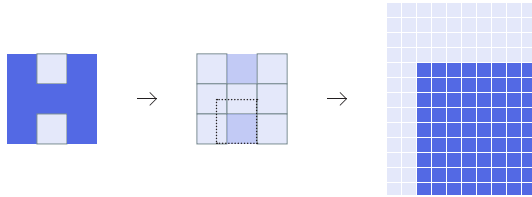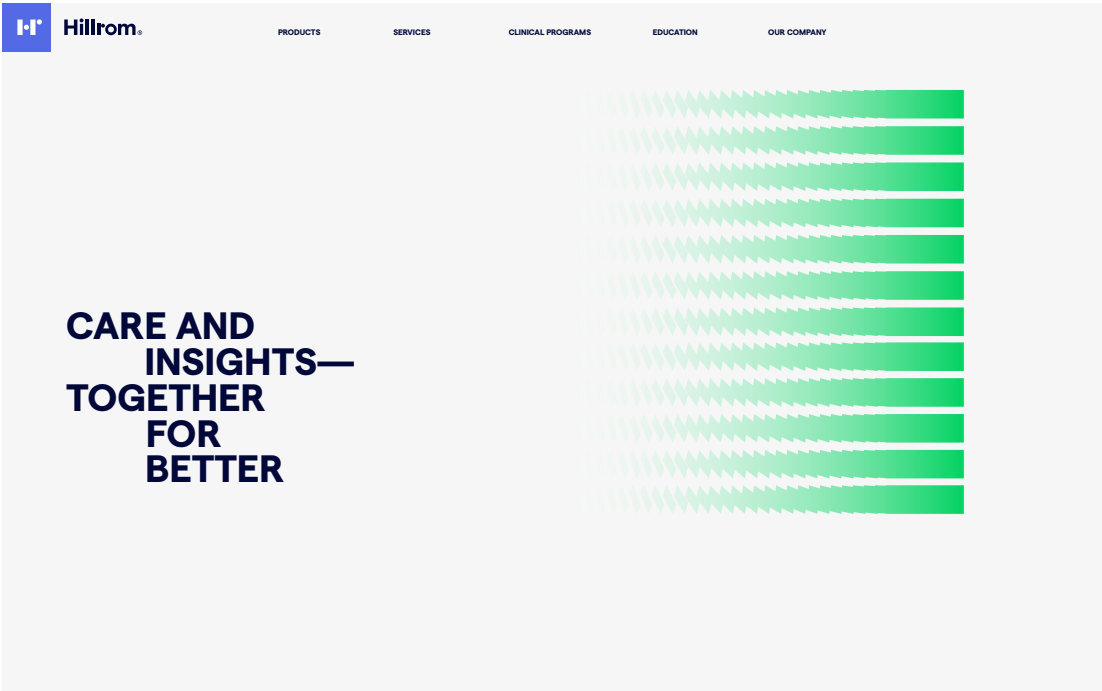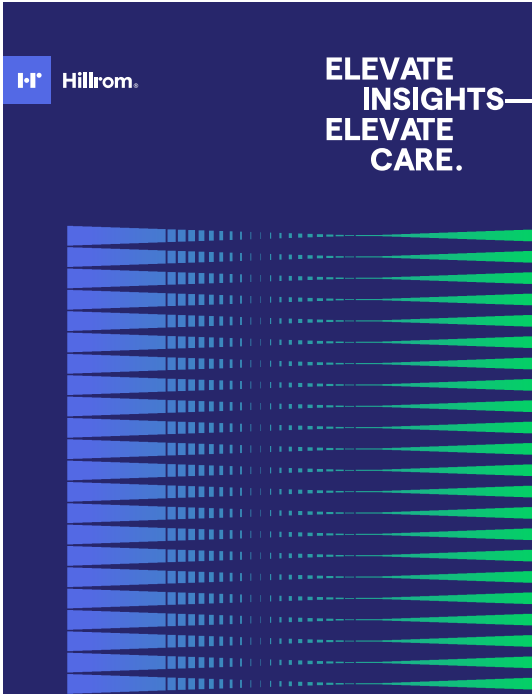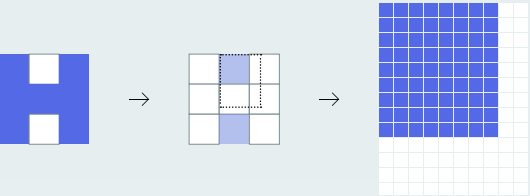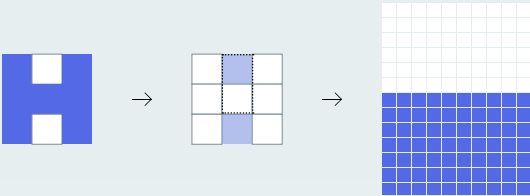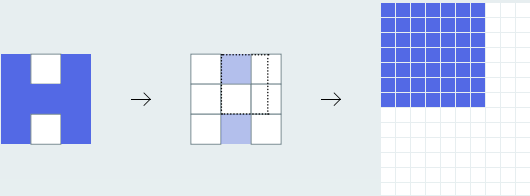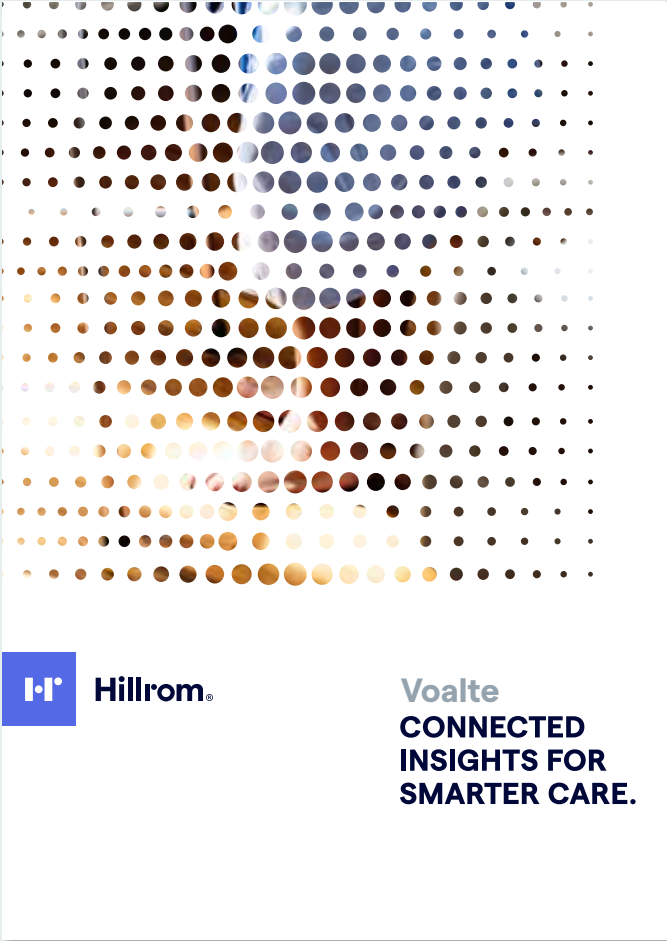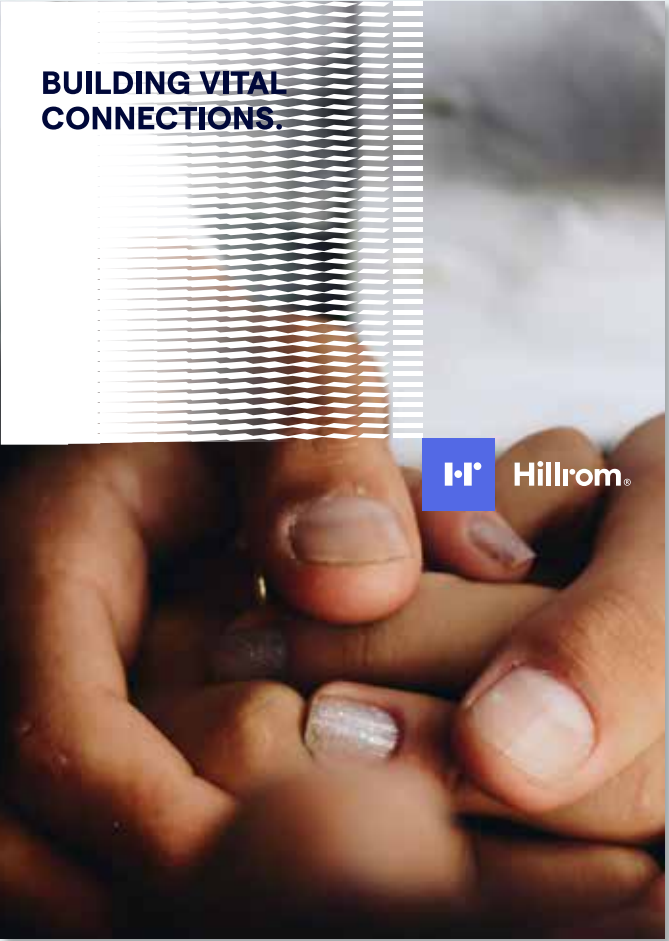
section
09

BRAND VOICE

INTRODUCTION

Voice is **how** we say what we say.

Just like you get a sense for a brand through the way it looks, you can also **understand a brand through the way it sounds.**

A brand voice isn't just a set of attributes — it's a **strategic tool** that guides the way in which we write and say things. When used **correctly and consistently,** our brand voice allows us to create a familiar connection to our audiences.

Where to use our brand voice

Our voice should be applied across everything we write — from marketing and advertising communications, to business development initiatives and internal communications. This helps us sound **uniquely and consistently Hillrom** everywhere we show up — and these guidelines make it easier to do so.

OUR BRAND VOICE CONSISTS OF OUR PERSONALITY (WHO WE ARE), AND THREE SUPPORTING PRINCIPLES TO HELP WRITERS ACTIVATE IT EFFECTIVELY

Who we are
when we speak

Our Personality

How we activate our
personality in writing

Principle 1

Principle 2

Principle 3

OUR
PERSONALITY

Our personality is who we are when we speak and write. When we speak, we should sound like:

The Perceptive Connector

OUR PERSONALITY

Breaking down our personality

The Perceptive Connector

– We lead with insight and perspective to create empathy with our customers and show them we understand their needs.

– We believe simple is smart. We know our customers crave clarity in an industry full of complexity, so we show our expertise in a way that's straightforward and pragmatic.

– We're committed to our customers' success. We build meaningful connections with them to evoke a sense of approachability, so they feel supported at every point along the care journey.

– We have our eye on the future, and we take our customers with us by connecting their dots so they can see the innovative possibilities ahead.

OUR PERSONALITY

We deliver on our personality in writing through three voice principles. These principles give us specific writing tactics.

The Perceptive Connector

1

Lead with a point of view

Our customers want a partner who understands their needs and can support them effectively. We always lead with insight and perspective to surface actionable benefits that are relevant and straightforward.

2

Keep it human

Our industry is full of jargon and information overload. We don't speak like that. We take an approachable, human tone so we can support our customers in the unique moment they're in.

3

Inspire what's next

Our industry is ever evolving, and as a leading technology company, we're energized by what the future holds. Where appropriate, we spark our customers' imaginations by inspiring possibilities that help them see the potential in innovation.

VOICE TACTICS

1

Lead with a point of view

Our customers want a partner who understands their needs and can support them effectively. We always lead with insight and perspective to surface actionable benefits that are relevant and straightforward.

Do:

✅ **Lead with a perspective** to show your audience you understand who they are, and what they may need from us. (e.g.,"We know your patient's success is your success.")

✅ **Anticipate your audience's questions** or gaps in knowledge by providing answers before they have to ask (e.g., starting a headline with a point of view or insight that's relevant to what you're communicating).

✅ **Use real stories and proof points** to bring ideas to life in way that sparks your audiences' imagination (e.g., provide an anecdote with data about how our products improved patient outcomes for a customer).

✅ **Be straightforward.** You can achieve this by giving audiences what they need quickly (e.g., try using bullets, bolding, Q&A, etc.) and being economical with copy overall .

Don't:

❌ Overwhelm your audience with information they won't need at that moment.

❌ Overcomplicate with long-winded stories or examples.

❌ Be steadfast or too matter-of-fact (e.g., phrasing like "you must" or "you need to"); just because we have a point of view doesn't mean we aren't open to other ideas.

❌ Bury important benefits and details.

VOICE TACTICS

2

Keep it human

Our industry is full of jargon and information overload. We don't speak like that. We take an approachable, human tone so we can support our customers in the moment they're in.

Do:

✅ **Feel accessible** by using inviting language that is conversational, yet professional. This helps us get on our audiences' level. (e.g., "We'd love to show you how Linq can smooth out your workday.")

✅ **Break down complex terminology and industry jargon** in simple, straightforward language that anyone can understand (e.g., ask yourself "if I wasn't in the healthcare industry, would I understand this?").

✅ **Speak in first and second person** where appropriate to draw your audience in (e.g., use words like we, you, together, etc.).

✅ **Find the heart in medical technology** by reminding our audiences that we're serving them so they can ultimately better serve their patients and improve outcomes. (e.g., "Our goal is to keep your patients more comfortable.")

Don't:

❌ Overuse warm language to the point of coming across as too soft.

❌ Speak in third person — it makes us feel unapproachable and distant.

❌ Use slang or shorthand. It makes us sound unprofessional.

❌ Dumb things down too much — we don't ever want to discount our audiences' intelligence.

❌ Be too brief. We want to be succinct and to the point without sacrificing clarity.

VOICE TACTICS

3

Inspire what's next

Our industry is ever evolving, and as a leading technology company, we're energized by what the future holds. Where appropriate, we spark our customers' imaginations by inspiring possibilities that help them see the potential in innovation.

Do:

✅ **Use an upbeat tempo** to create an energy and rhythm that makes our writing feel engaging (e.g., try em-dashes and short sentence structures).

✅ **Use active, forward-looking language** that keeps audiences wanting more. (e.g., "Imagine a tomorrow where remote care means more connected care.")

✅ **Where appropriate, ask bold questions** that make your audience think about tomorrow in a new way. (e.g., "Are you ready for care that predicts?")

✅ **Help your audience see the future** of care by connecting where they are today with the possibilities of tomorrow. (e.g., "More connected care today for a more insightful tomorrow.")

Don't:

❌ Sound flippant or disingenuous; modulate energy to sound authentic (e.g., don't overuse exclamation points).

❌ Be overly energetic or excited, especially when writing about topics that are more serious.

❌ Overpromise how Hillrom can meet their needs and challenges — keep it realistic.

Bringing the voice to life

Disclaimer: We appreciate and understand that all copy will need to be written in a way to gain regulatory approval. The intent of the following pages is to show how to use our voice, but regulatory requirements will ultimately determine what specific words can and can't be said.

CENTRELLA® SMART BED BROCHURE

Before

Post-Acute Care is Changing

Life-altering moments happen in post-acute care. Chronic conditions are on the rise, and hospitals continue to discharge patients at a faster rate.

In response, post-acute care must meet the challenge of advanced care head on.

To do so, you need a comprehensive solution.

After

A ## WE UNDERSTAND THE POST-ACUTE CARE DEMANDS YOU'RE FACING.

B These days, anything can happen in post-acute care. With chronic conditions on the rise and hospitals discharging patients faster than ever before, post-acute care comes with its own unique challenges that must be met head on.

C In those challenges, we saw an opportunity to create a modern, more comprehensive solution.

A – LEAD WITH A POINT OF VIEW   B – KEEP IT HUMAN   C – INSPIRE WHAT'S NEXT

MONARCH® INSTRUCTIONAL GUIDE

Before

Welcome to the Monarch® Airway Clearance System

The Monarch® Airway Clearance System from Hill-Rom Respiratory Care is part of our gold standard airway clearance therapy family. We want to Clear the Way for better days with our products, world-class people to support your care, and an innovative pipeline of new products to enhance your respiratory health.

We created the Monarch® System to provide patients with the ability to open new doors of mobility, to get their crucial therapy on-the-go. We invite you to enjoy the freedom of effective, mobile therapy.

If you have any questions, please do not hesitate to call our customer service team at 1.800.426.4224

See The Monarch Airway Clearance System User Manual (195292) for the Intended Use, Indication for use, Contraindications, Warnings and Cautions.

After

A THE AIRWAY CLEARANCE THERAPY YOU NEED. THE FREEDOM YOU DESERVE.

The Monarch® Airway Clearance System from Hillrom is part of our gold standard airway clearance therapy family. **B** Since we believe patients should be able to get the care they need whenever and wherever they need it, we created the Monarch® System to empower them to get therapy while on the go.

C You always inspire us, and we're eager for you to enjoy a better tomorrow with the freedom of mobile therapy.

B If you have any questions, we're here for you. You can reach our customer service team at 1.800.426.4224.

A – LEAD WITH A POINT OF VIEW   **B – KEEP IT HUMAN**   **C – INSPIRE WHAT'S NEXT**

INTERNAL COMMUNICATIONS

After

Before

Total Rewards News

Open Enrollment 2019

Dear Colleagues,

2019 Benefits Open Enrollment has begun. Please complete Open Enrollment online at the Hill-Rom Benefits Center by Friday, November 16.

If you've not done so already, please take the time to determine which enrollment options make the most sense for you and your family. Resources to inform your decision making can be accessed on the Open Enrollment page of Connect, and through the links in this email.

All benefit elections will roll over into 2019 if you do not make a change. Enrollment is required for pretax HSA contributions and the flexible spending account (FSA).

Whether it's during one of the remaining Open Enrollment meetings, by email, or by calling the Hill-Rom Benefits Center at 1-866-296-5033, the Hill-Rom Benefits team is here to help you. Please contact us with your questions.

TOTAL REWARDS NEWS

A **Open Enrollment 2019 is underway now**

B Team,

A The 2019 Benefits Open Enrollment has officially begun. Please make or change your elections here by Friday, November 16.

A If you haven't yet, please take a moment to determine which enrollment **B** options make the most sense for you and your family. If you need help making a decision, you can find helpful resources here.

A Please remember, enrollment is required for pretax HSA contributions and the flexible spending account (FSA). And all benefit elections will roll over into 2019 if you do not make a change.

A Have questions? We want to help you. If you can't make one of the **B** remaining open enrollment meetings, you can reach us by email or give us a call at 1-866-296-5033.

A – LEAD WITH A POINT OF VIEW **B – KEEP IT HUMAN** **C – INSPIRE WHAT'S NEXT**

SOCIAL MEDIA POST

Before

It can be hard to fit your therapy into your life, even though you know how important it is. The Monarch® System changes all that. Its revolutionary new technology helps to clear your airways while allowing you to move about freely. That lets you fit more in your day, do more of the things you love, and take more control of your life. Watch this video to see how the Monarch® System mobile therapy works. #mymonarch

After

A You need airway clearance therapy, but you also need to live your life. The Monarch® System lets you do both. **B** Revolutionary mobile technology helps to clear your airways while you're going about your day—so you can keep doing the things you love. **C** Watch this quick video to see how you can take more control of your health and live your life. #mymonarch

A – LEAD WITH A POINT OF VIEW   B – KEEP IT HUMAN   C – INSPIRE WHAT'S NEXT

section 10

DIGITAL

UI STYLE GUIDE

WORK
IN
PROGRESS

Screen 1 — Products menu:

< PRODUCTS

AREAS OF EXPERTISE

PATIENT SAFETY
BEDSIDE CARE
CLINICAL COLLABORATION
RESPIRATORY CARE
VISION CARE
SURGICAL ACCESS
SURGICAL EFFICACY
DIAGNOSTIC ACCURACY
VITALS MONITORING
WORKFLOW EFFICIENCY

PRODUCT FAMILIES

HILLROM
WELCH ALLYN
BARD-PARKER

Screen 2 — Homepage:

3:37 — hillrom.com

Hillrom
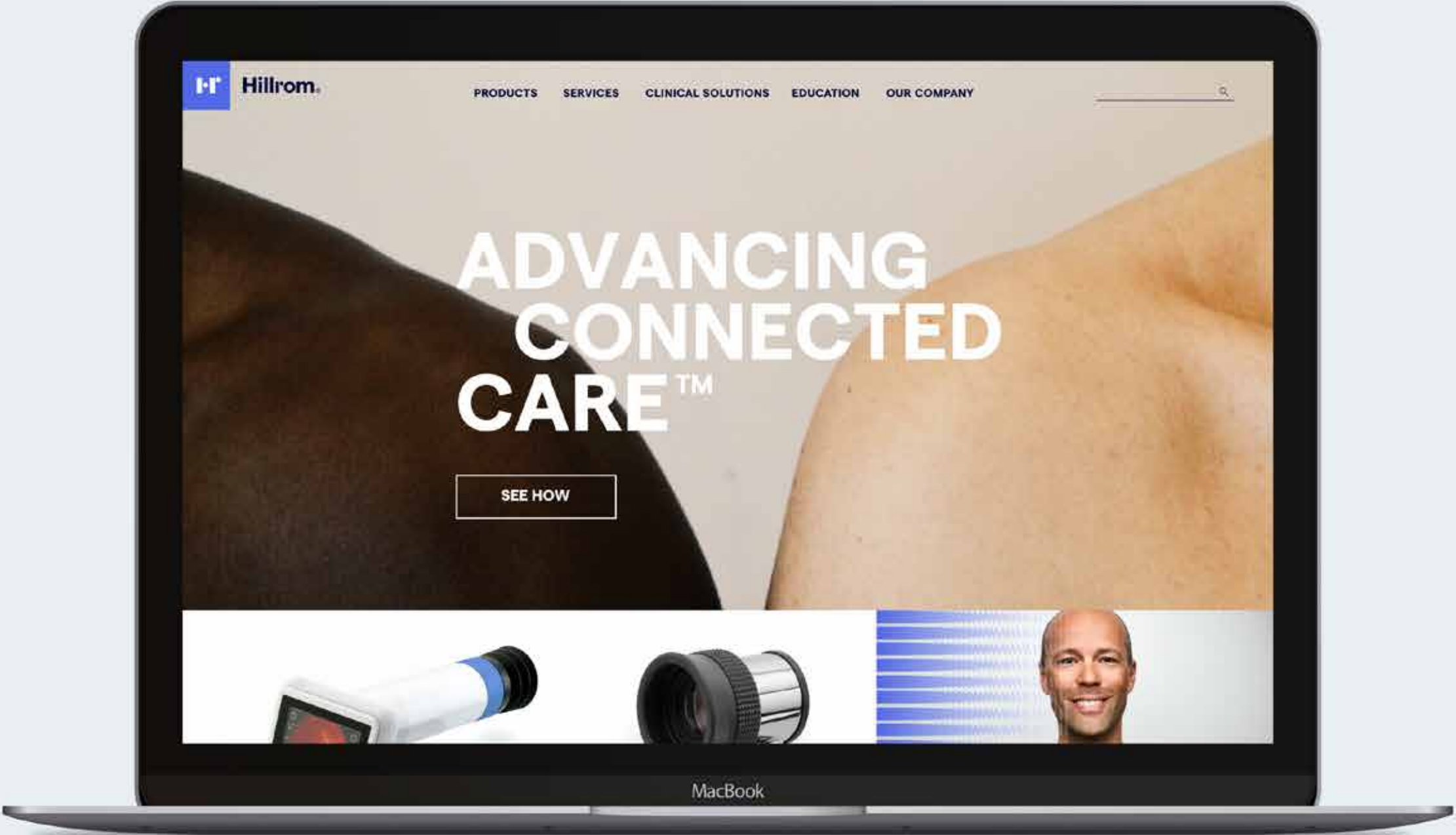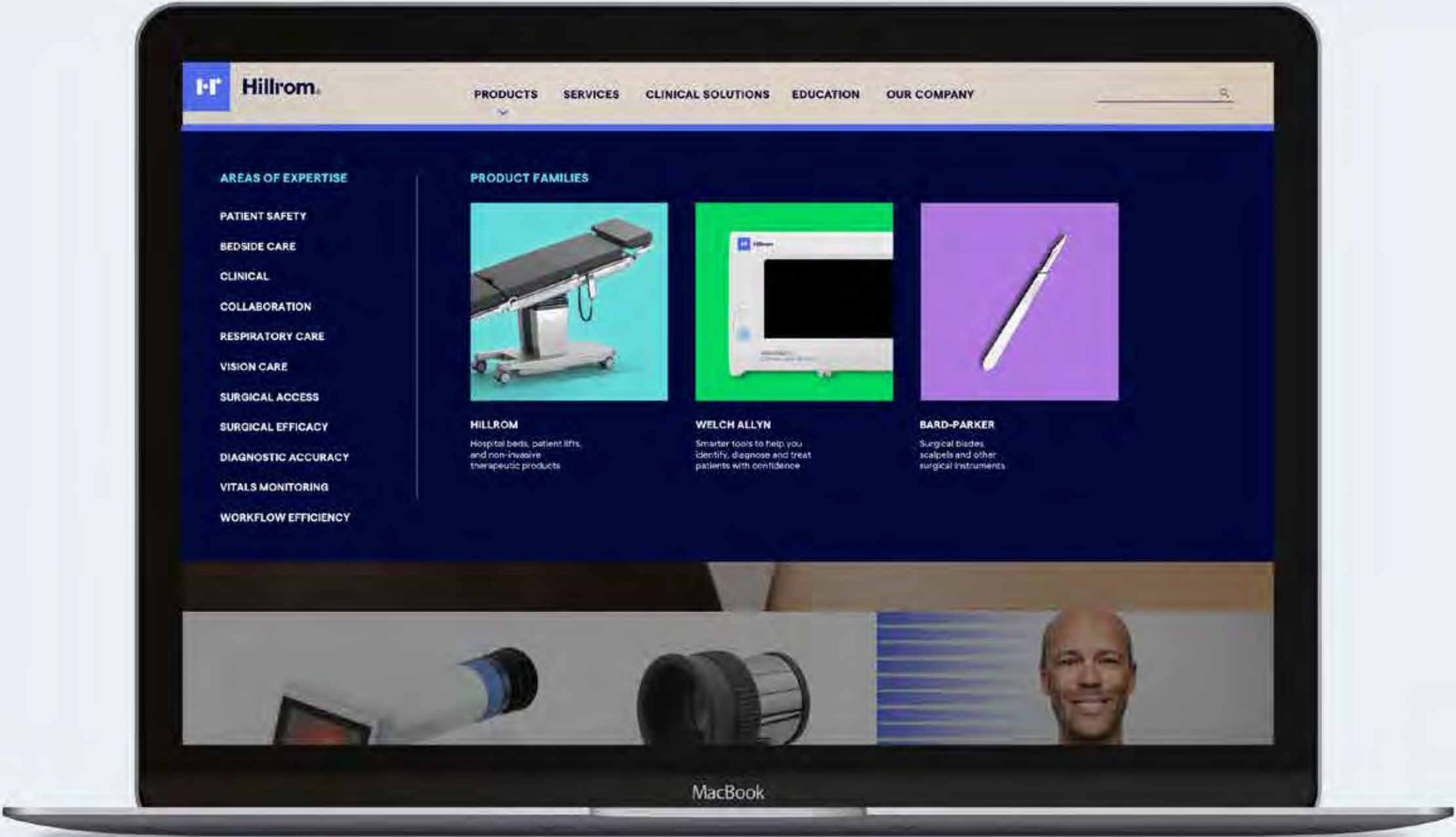
ADVANCING CONNECTED CARE™

SEE HOW

Medtech innovation for better outcomes

We provide doctors, nurses and caregivers around the world with solutions that help diagnose, treat and protect their patients. Our products and services help speed up recoveries and manage condition — and they're available everywhere you need them.

LEARN MORE

Screen 3 — Where you'll find us:

WHERE YOU'LL FIND US

Inside Hospital

Our solution can streamline communications reduce patient falls by 58% and reduce response times from 1 to 2 months.

Outside Hospital

The Welch Allyn RetinaVue™ Network helps detect diabetic retinopathy with a simple retina scan. All during a routine check-up at the doctor's office.

ONE HILLROM

All the brands you know and trust to take the best care of your patients are now part of the Hillrom family

HILLROM | WELCH ALLYN | BARD-PARKER

Screen 4 — Company & Culture:

OUR COMPANY & CULTURE

WORKING TOGETHER FOR THE GREATER GOOD
Learn more >

DIVERSITY INCLUSION & BELONGING
Learn more >

→

WHAT WE'RE UP TO

May 11, 2019

WELCH ALLYN EXPANSION

Hillrom inaugurates 100,000 sq.ft. Welch Allyn campus expansion.

Read all news >

May 17, 2019

COMPREHENSIVE DIABETES CARE

Siemens Healthcare and Hillrom to provide comprehensive diabetes care...

Read all news >

Hillrom

HOME   Careers
PRODUCTS   Investor Relations
SERVICES
CLINICAL PROGRAMS   Company Overview
EDUCATION   Social Responsibility
OUR COMPANY   Ethics & Compliance
                        Supplier Requirements
                        Ideas Submission Center
                        Board of Directors

SALES & SUPPPORT   SERVICE & PARTS
800-455-3730   800-455-3720
Email

RENTAL NEEDS
800-455-2546
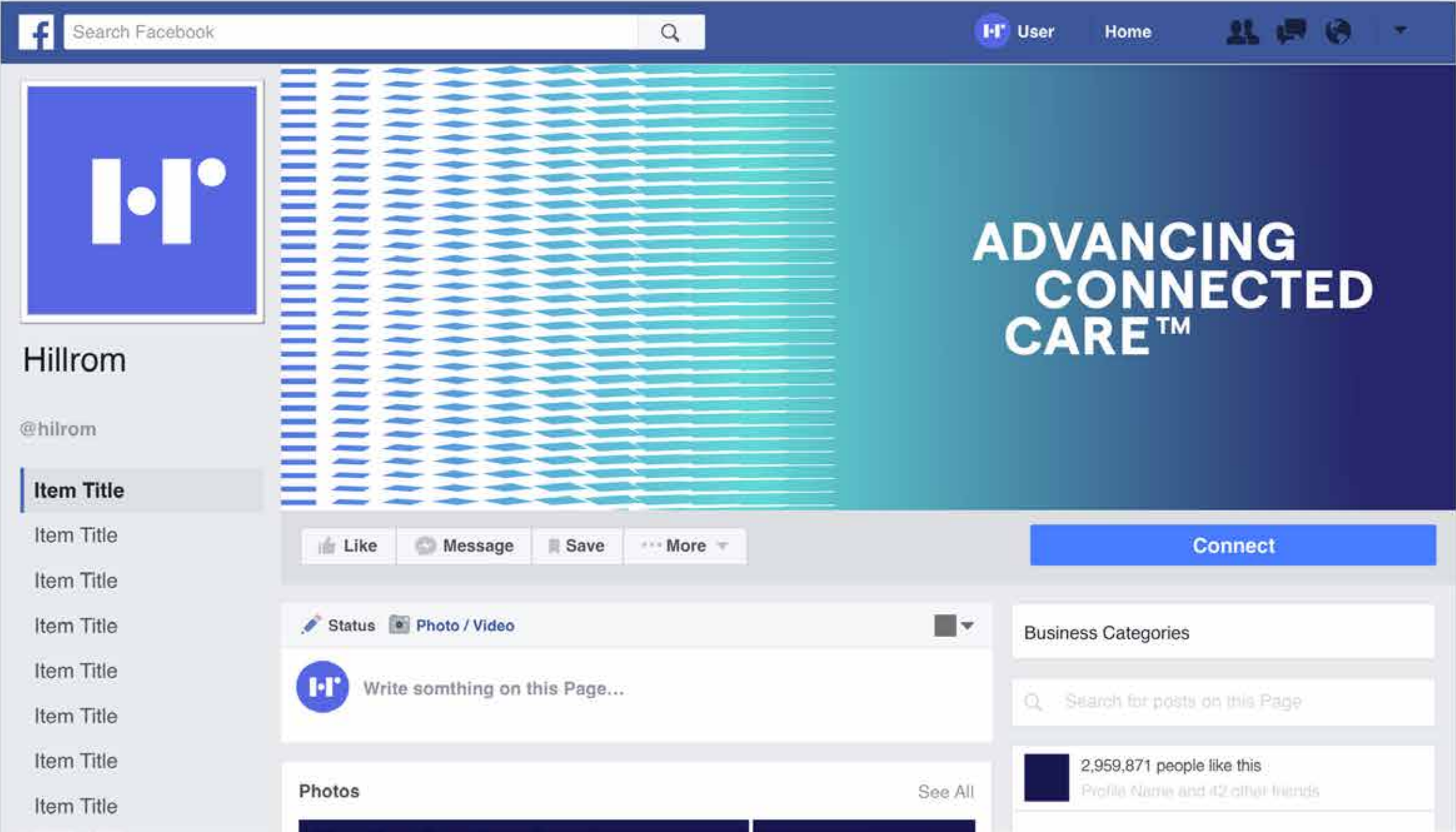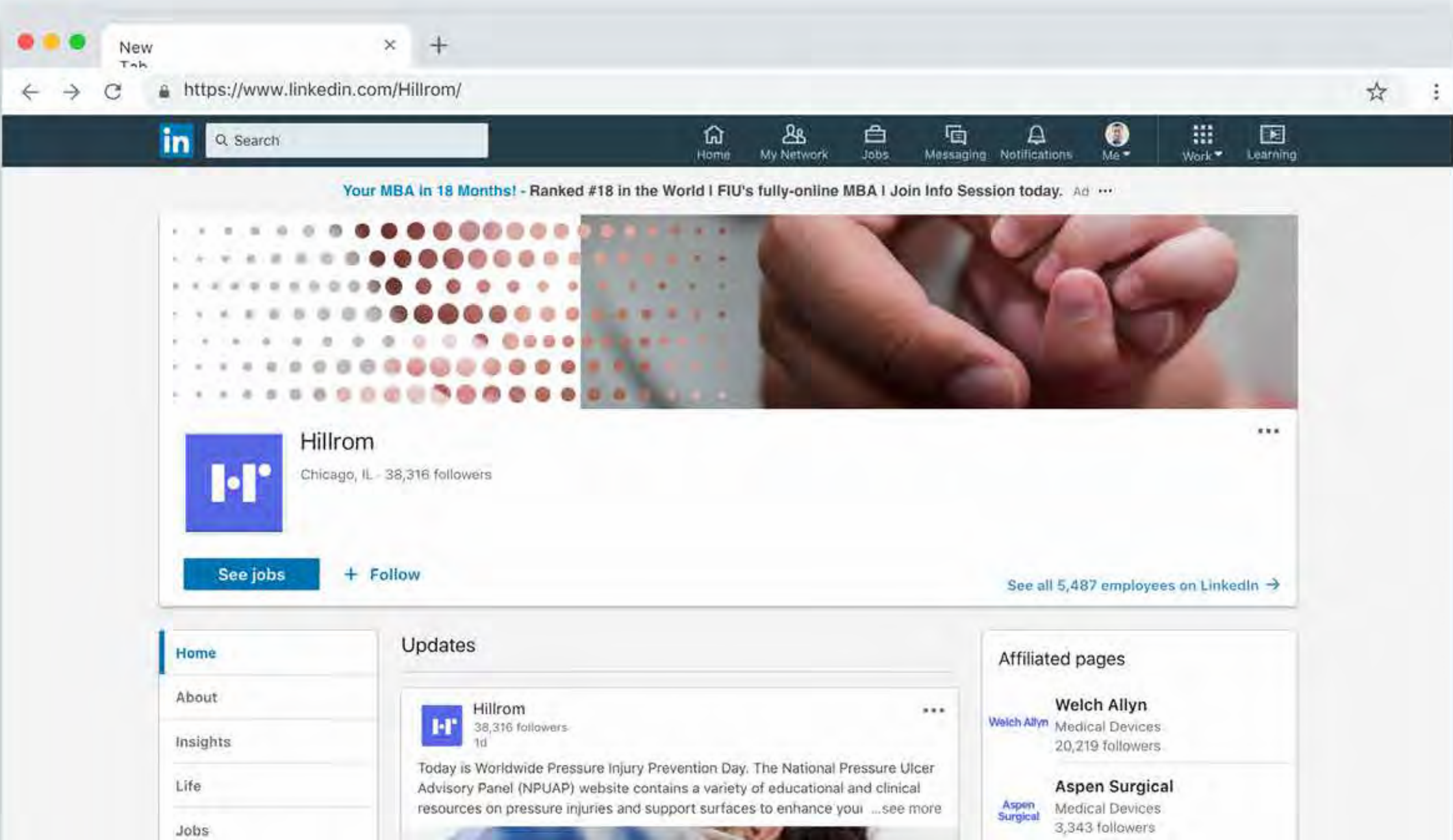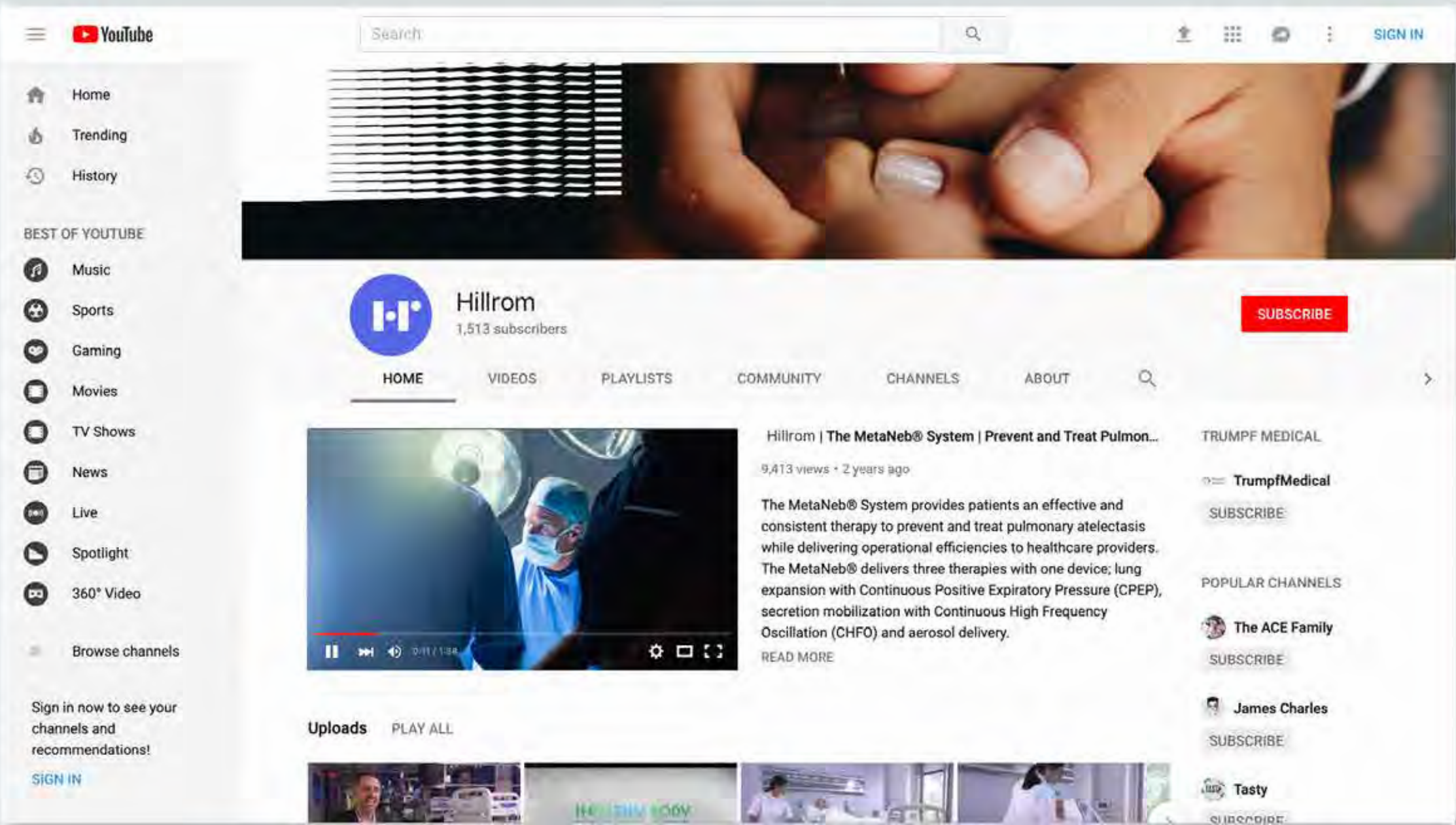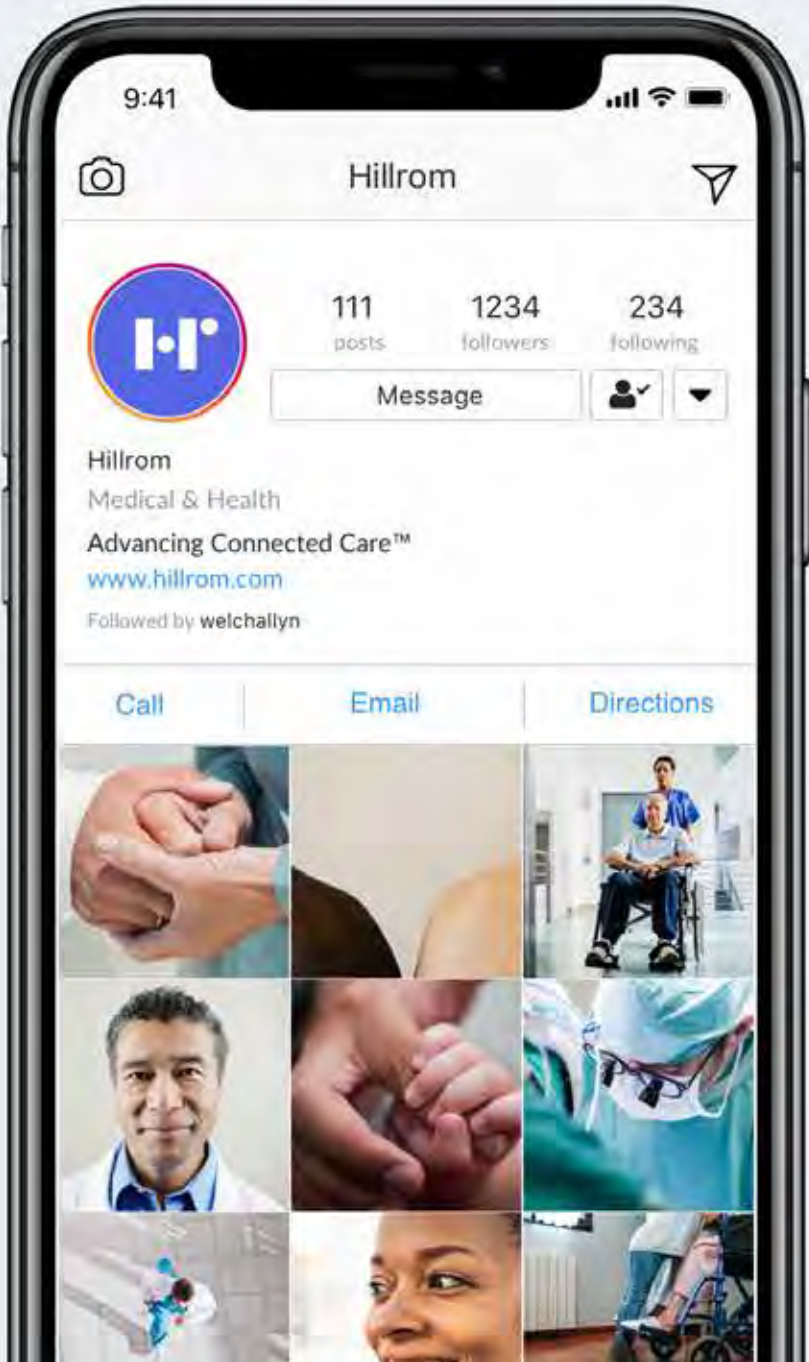
section 11

APPLICATIONS

CARE AND
INSIGHTS—
TOGETHER FOR
BETTER.

Hillrom

Hillrom

BROCHURE COVERS

BROCHURE COVERS

BROCHURE

BROCHURE

WHITE PAPER

SELL SHEET

MONTH 00, 0000

ADVANCING CONNECTED CARE™

Lorem ipsum dolor sit amet

Hillrom®

POWERPOINT
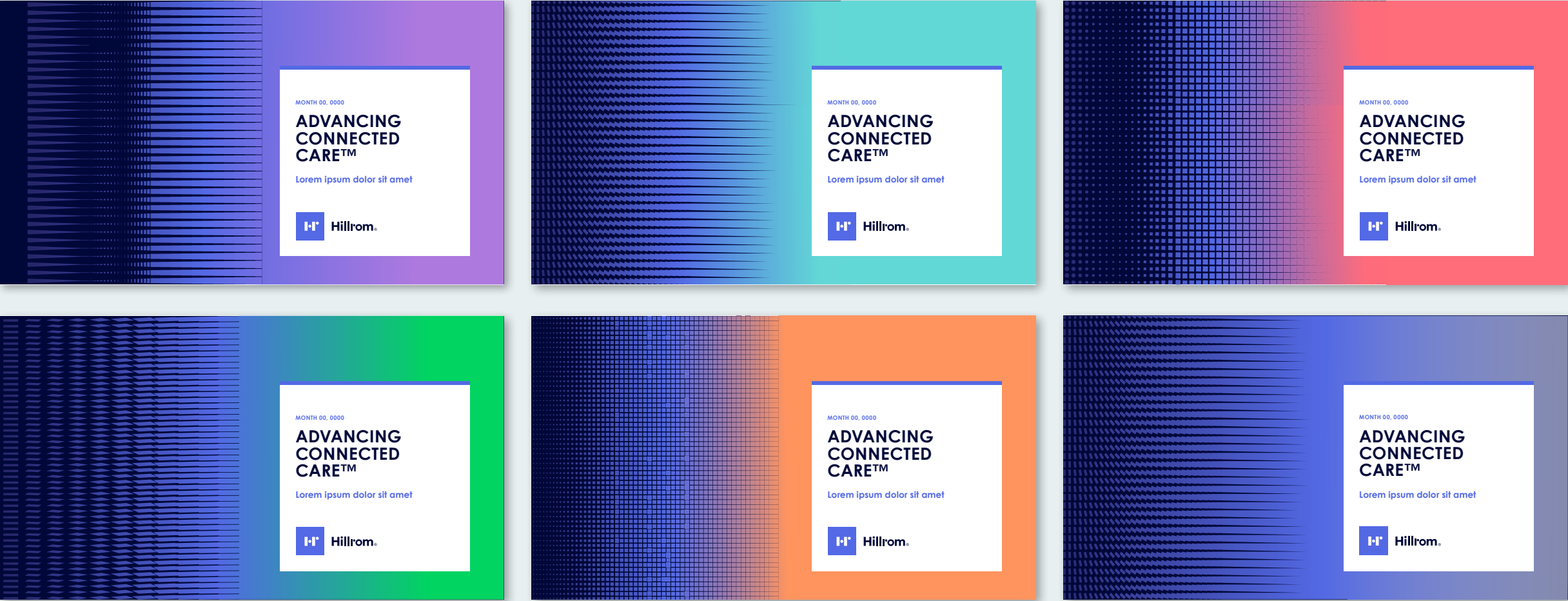
*NOTE: To avoid rainbow effect, primary colors and one secondary color should be used for a PowerPoint deck, although
in cases where there are multiple sections/chapters in one deck, we allow for different color group per chapter/ section.

POWERPOINT

*NOTE: To avoid rainbow effect, only primary colors and one secondary color should be used per chapter/ section as illustrated here.

POWERPOINT
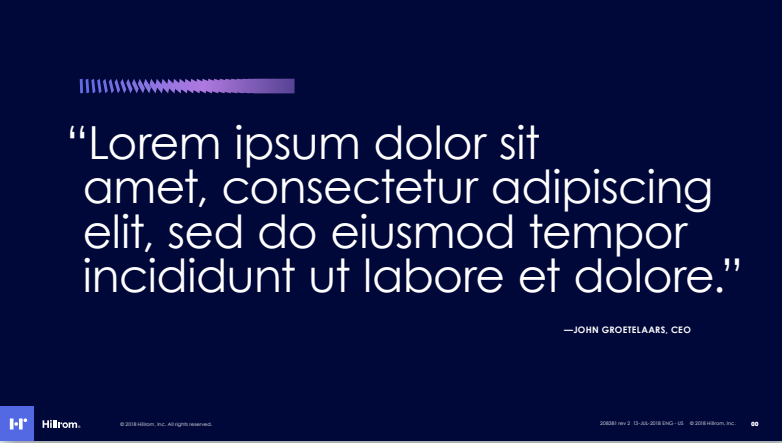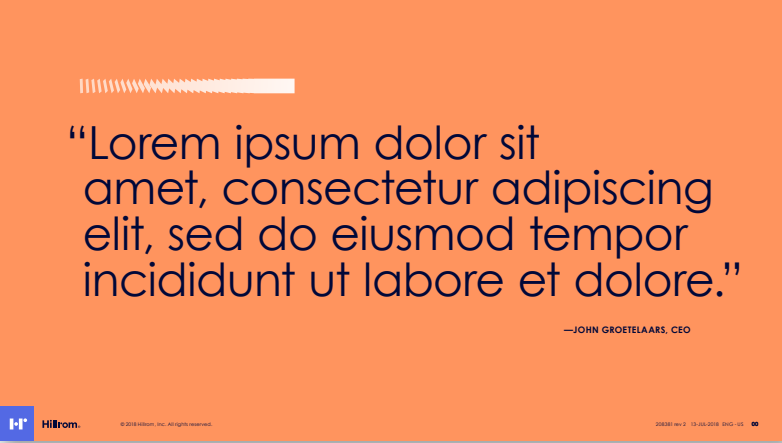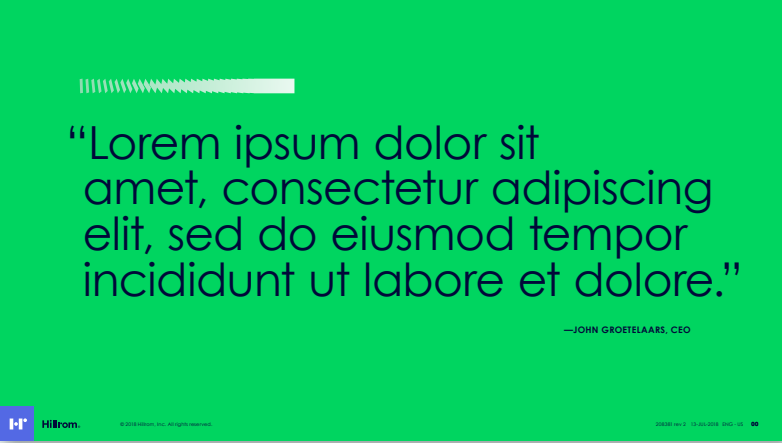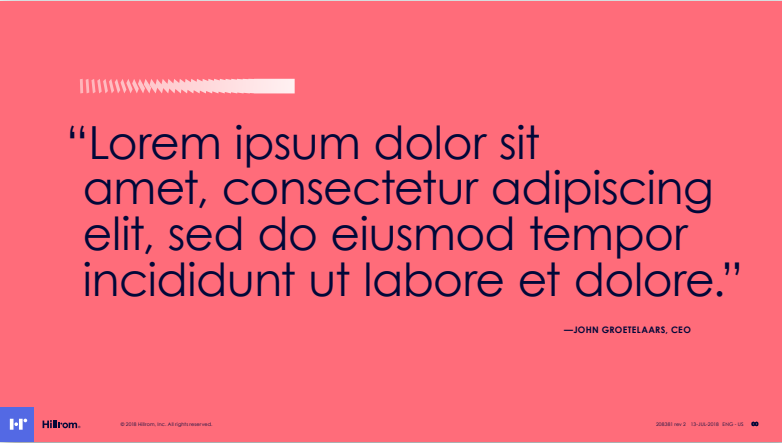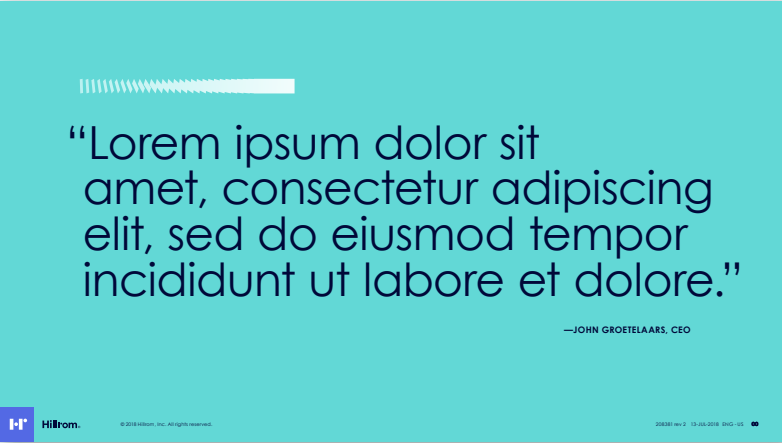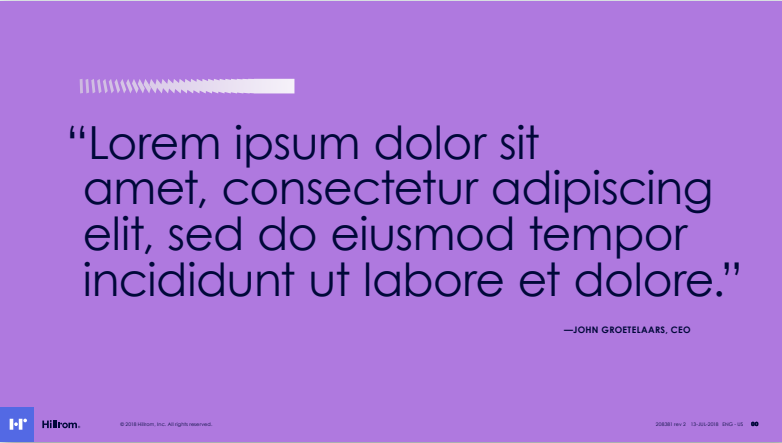
*NOTE: To avoid rainbow effect, primary colors and one secondary color should be used for a PowerPoint deck, although in cases where there are multiple sections/chapters in one deck, we allow for different color group per chapter/ section.
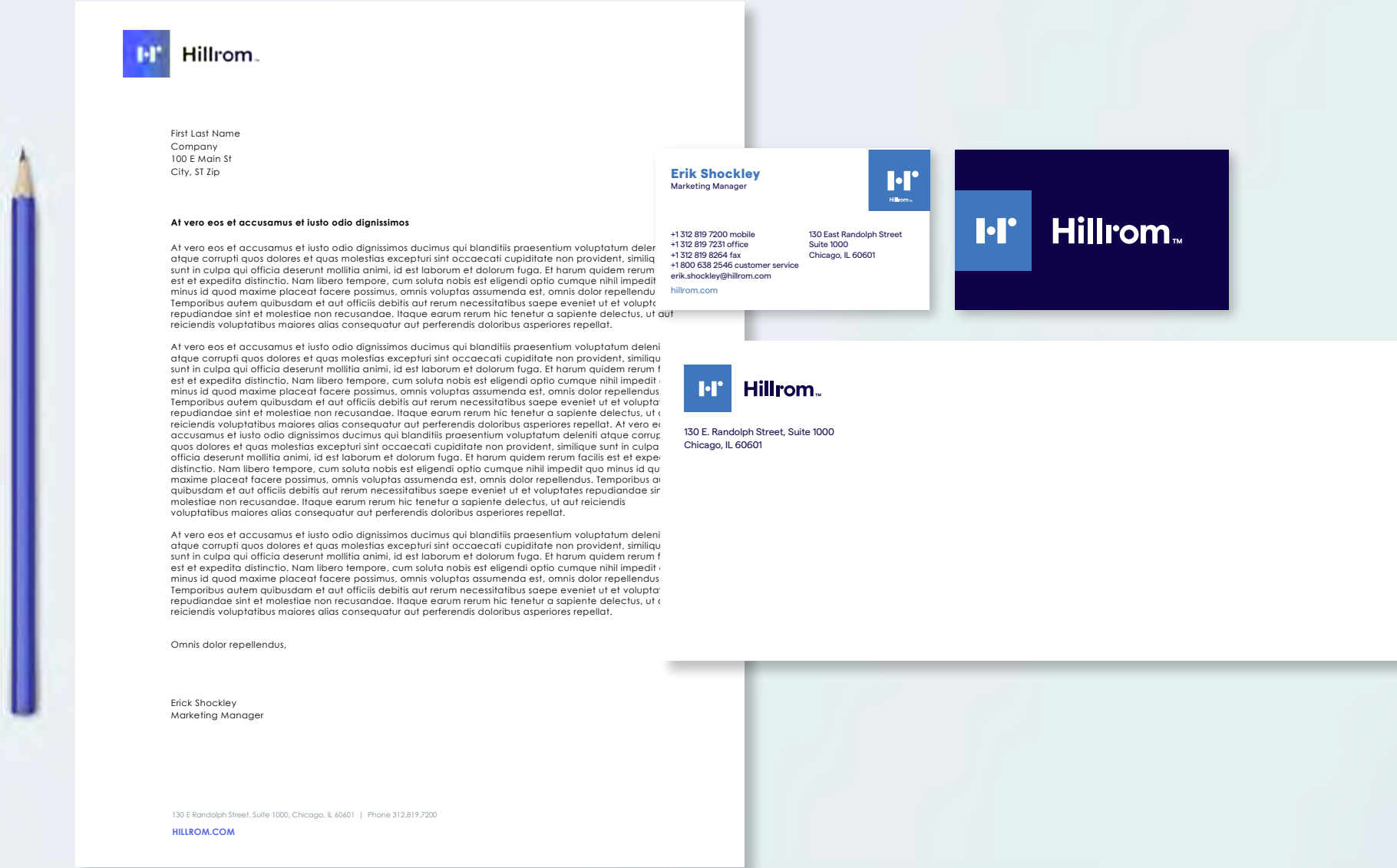
STATIONERY

EMAIL SIGNATURE

The Signature Line Generator contains configuration options to add other data elements. Hillrom Brand Governance team to oversee.

ERIK SHOCKLEY
MARKETING MANAGER

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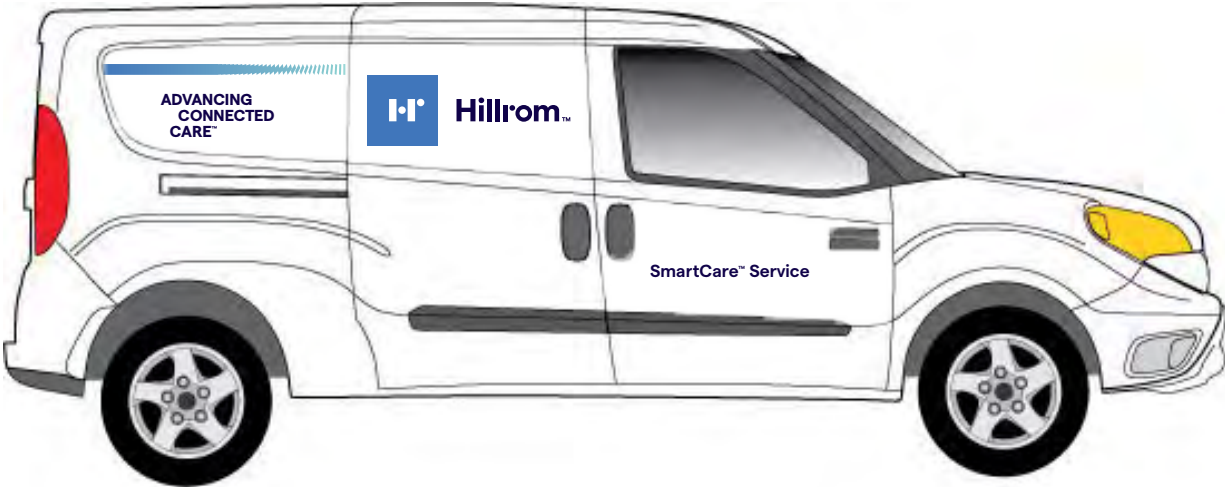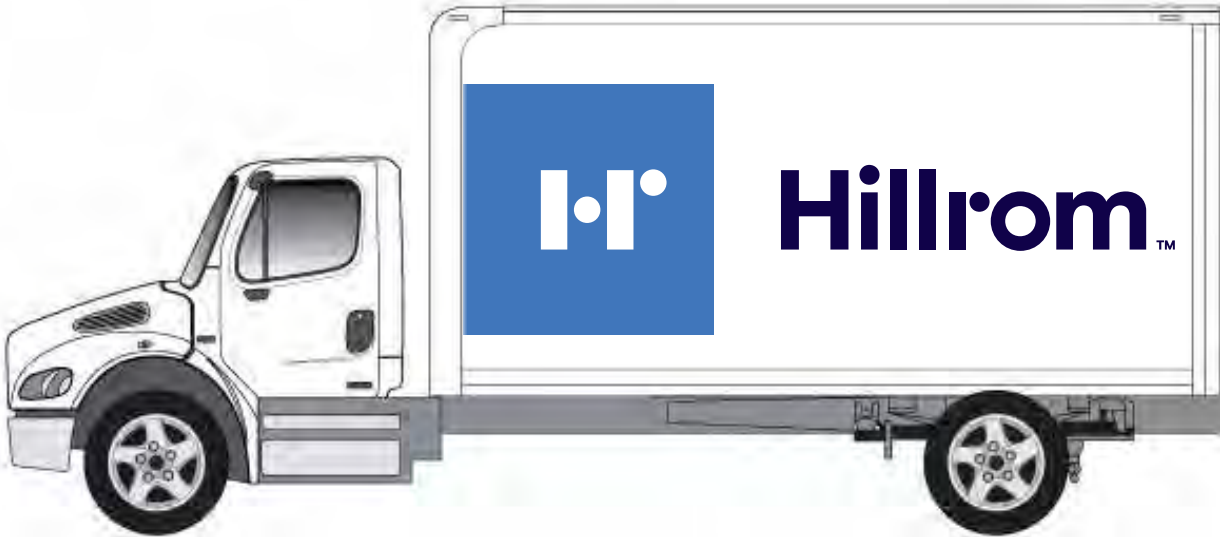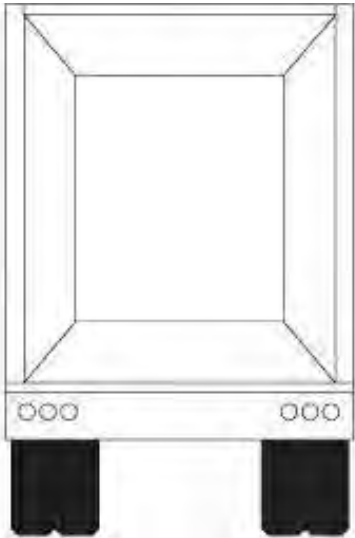
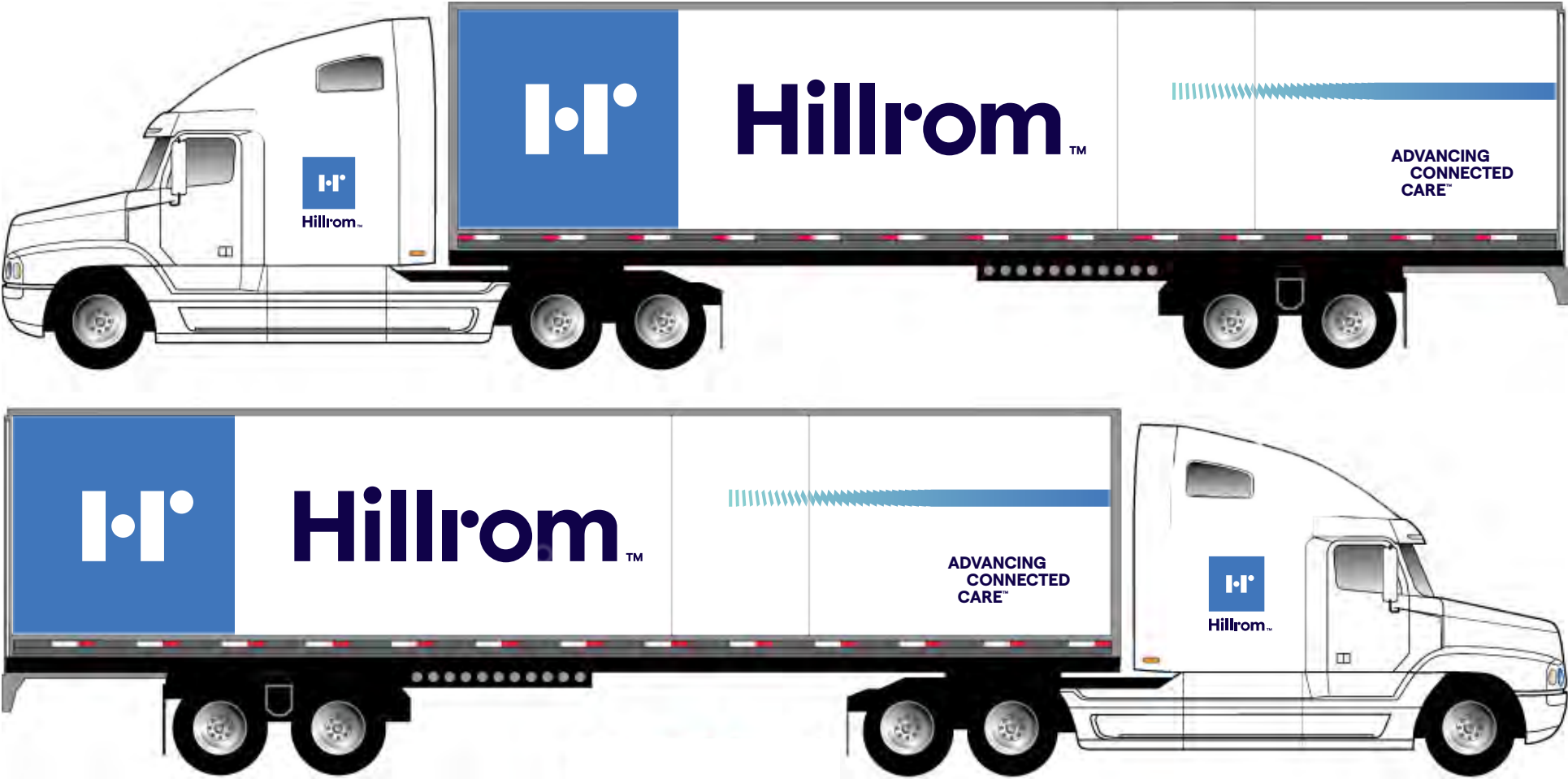**Century Gothic**

SERVICE VEHICLES

SERVICE VEHICLES—VAN
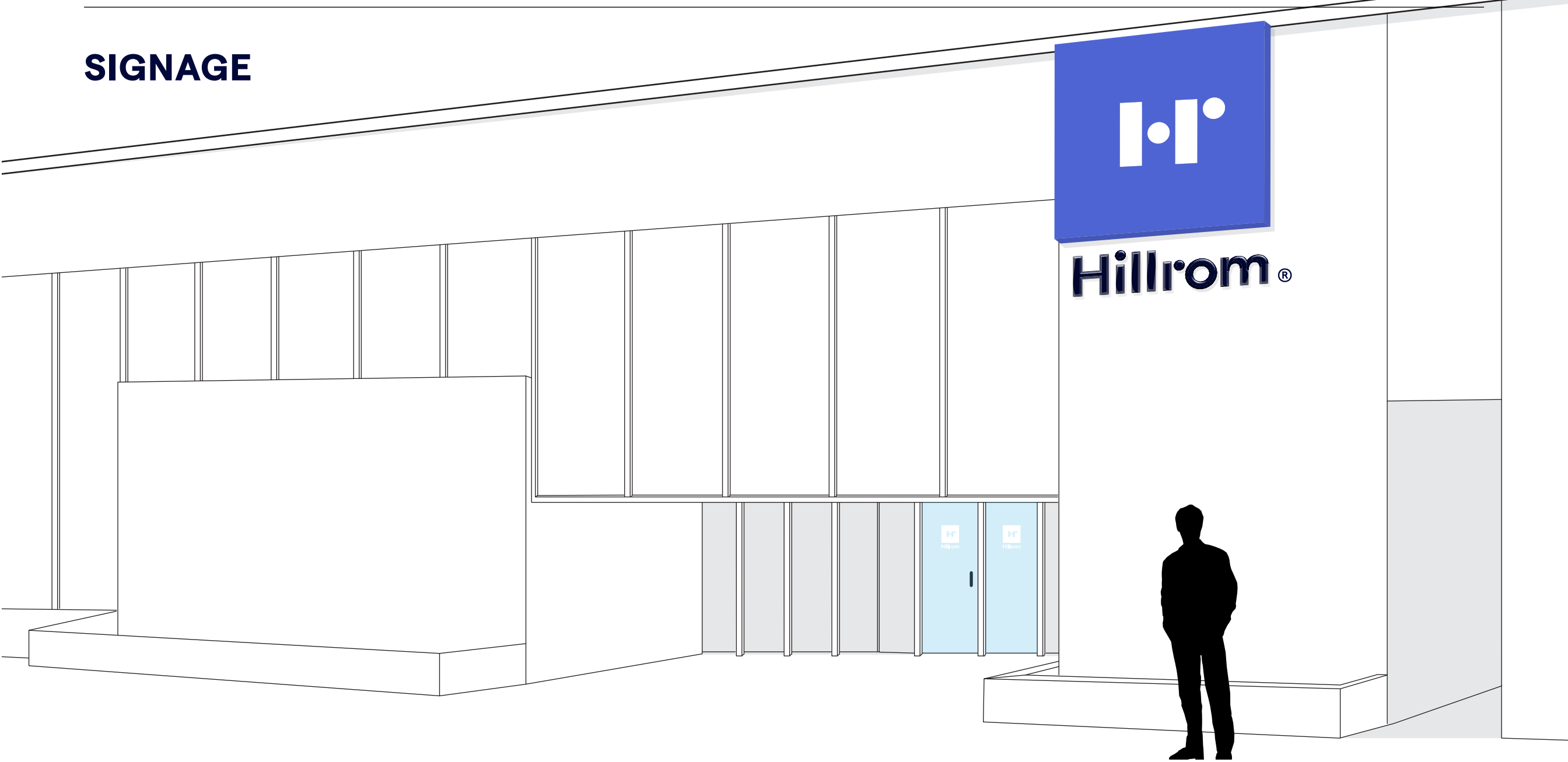
SERVICE VEHICLES—
BOX TRUCK

SERVICE VEHICLES—
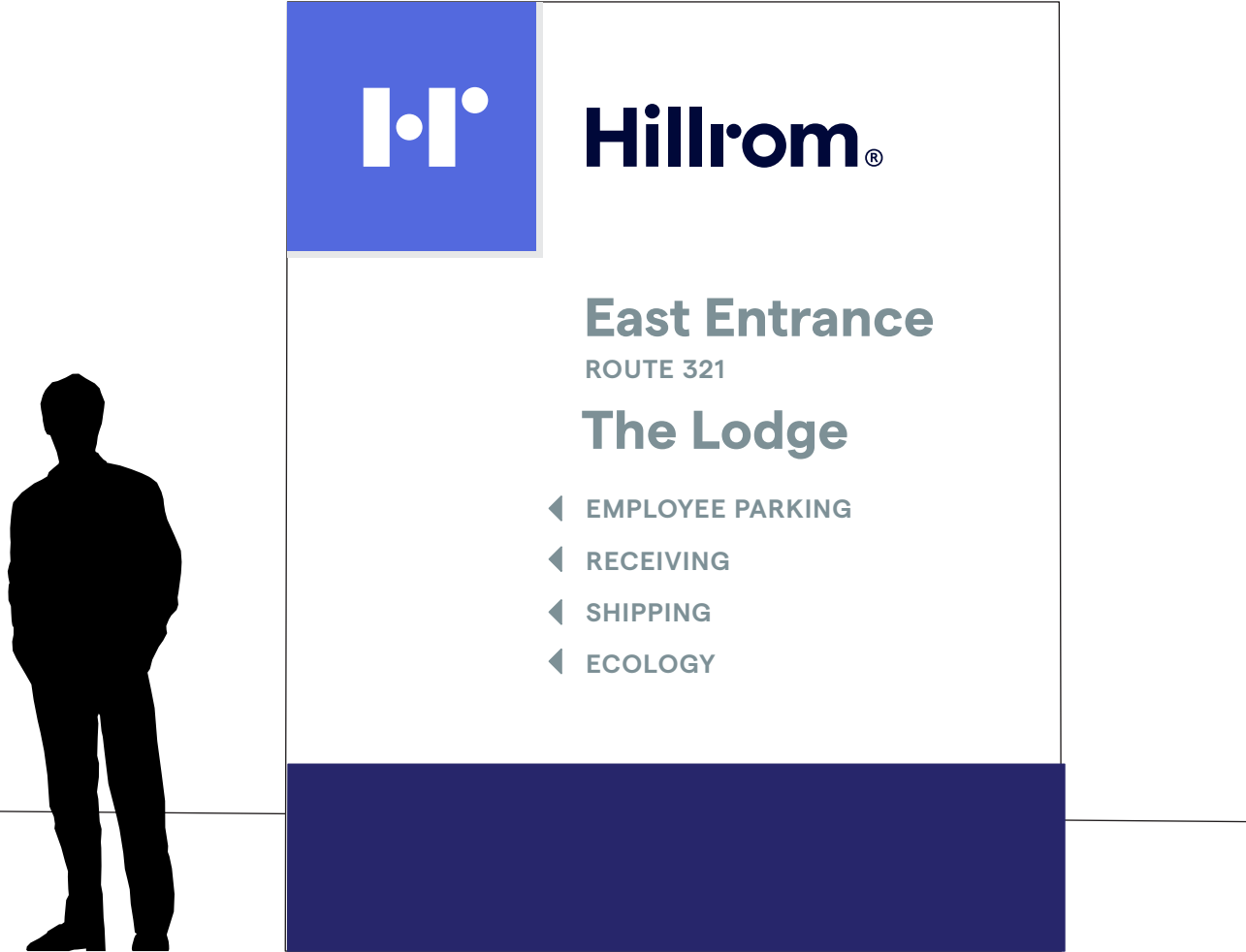# SEMI-TRAILER

SIGNAGE

SIGNAGE

SIGNAGE

WAYFINDING SIGNAGE

TRADESHOW BOOTH

Use an accent color to add vibrancy to tradeshow graphics.

Accent colors align with Focus Areas. In the instances where a product applies to multiple Focus areas, use the color that makes the most sense based on the content. For example, if the content is about the use of a Connex Spot Monitor in an Acute Care setting, use the Turquoise accent color which aligns to the Focus Area: Accelerate Patient Recovery. If the content is about the use of a Connex Spot Monitor in a Primary Care setting, use the Green accent color which aligns to Enable Earlier Diagnosis and Treatment. For pieces covering multiple focus areas and where conflicts cannot easily be resolved, use Primary colors only.

– Do not mix two different color groups. Only one accent color should be used per application so that we do not create a rainbow effect.

– Do not use accent colors more prominently than the primary colors.

– Do not create any additional tints.

UNIFORM POLO

For compact logo embroidery on shirts, square size should be 1.5" wide in the left chest position.

*NOTE: Ensure the symbol is always in 2 colors against dark apparel
(i.e., 'Hr' in the square must always be in white thread)

UNIFORM HAT

For compact logo embroidery on hats, square size should be 1.5" wide and centered on the front.

*NOTE: Ensure the symbol is always in 2 colors against dark apparel
(i.e., 'Hr' in the square must always be in white thread)

UNIFORM
HAT

*NOTE: Ensure the symbol is always in 2 colors against dark apparel
(i.e., 'Hr' in the square must always be in white thread)

THANK YOU