

DORNIER MEDTECH CO-BRANDING GUIDELINES



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PART 1

XXX

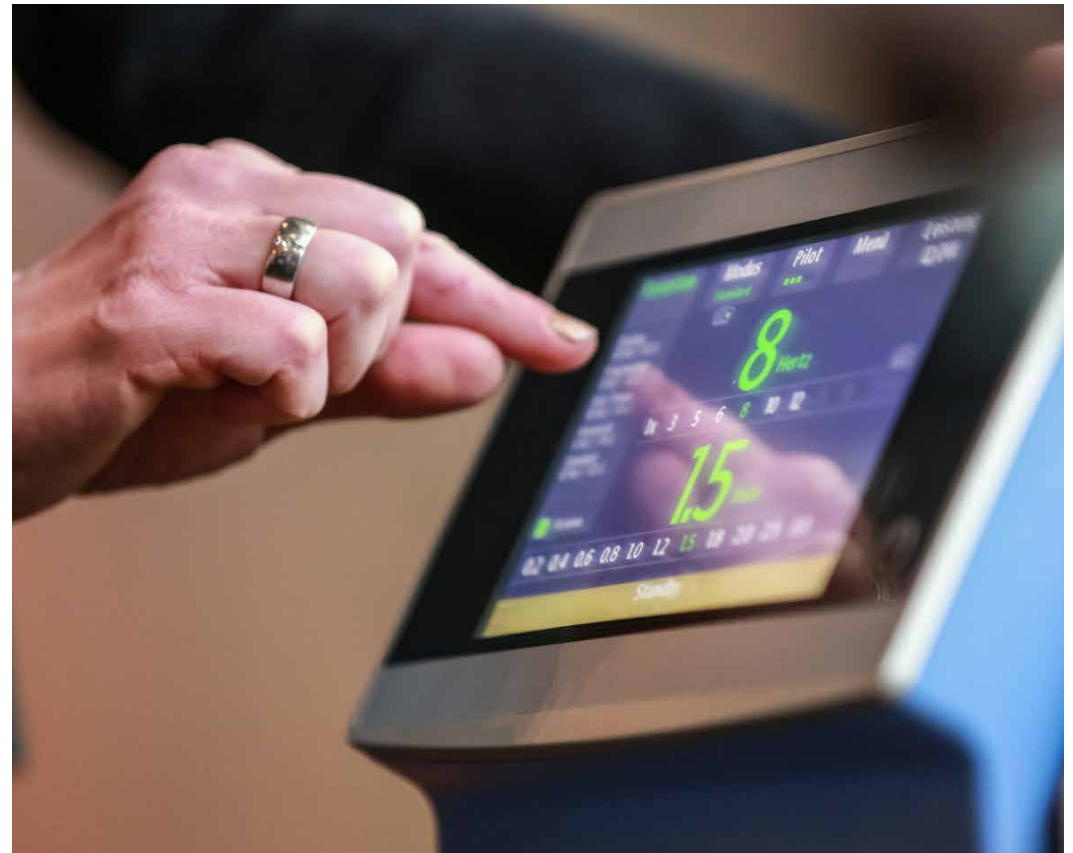
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DORNIER MEDTECH INTRODUCTION



SUMMARY/OVERVIEW DORNIER MEDTECH

These Co-branding Guidelines address the appropriate and permitted use of the Dornier brand assets by third parties. They also provide visual examples to demonstrate co-branding scenarios that clearly establish the relationship between the brands.





ABOUT DORNIER MEDTECH

Dornier MedTech, headquartered in Munich, Germany, is a medical device company known for its pioneering technologies and revolutionary therapies in urology. Dornier MedTech soars thanks to its deep rooted spirit of entrepreneurship, excellence and innovation while developing some of the highest quality urology products on the market today.

As one of the original founders of the American Urology Association's Research Foundation, Dornier MedTech works closely with physicians, patients, and research groups from around the world to ensure their products have the highest level of medical and scientific efficacy.

Given their diversified portfolio of global hospitals, surgical centers, teaching universities, private and public urology practices, and mobile providers, when it comes to urology, Dornier is leading technology and improving life all across the globe.





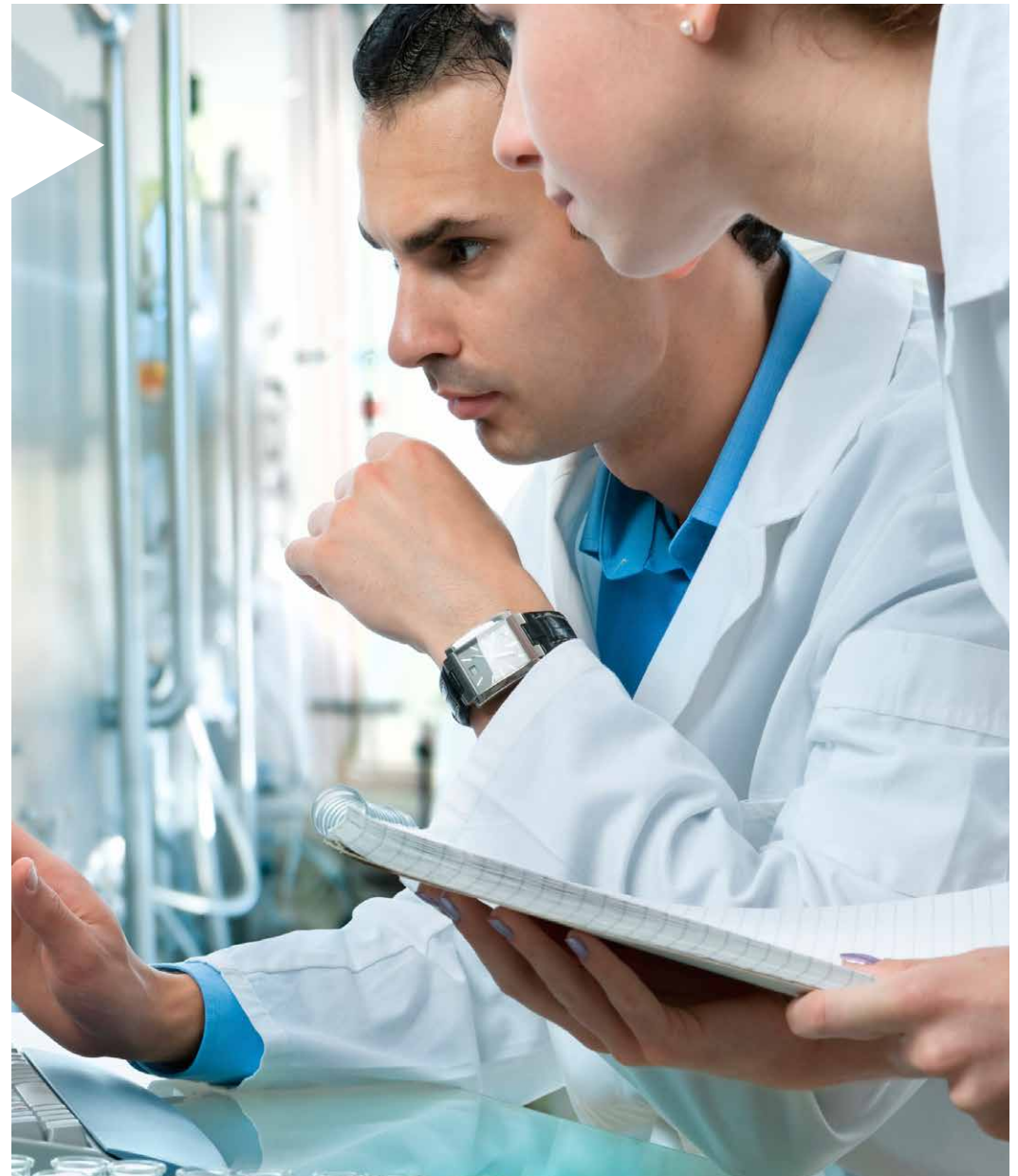
MISSION OF DORNIER MEDTECH

MISSION

We are a pioneering company serving the global medical community. With a strong emphasis on our core competencies in technology and operations, our organization aims to continue improving worldwide health through our innovative, safe and reliable products and services. By maintaining thorough and thoughtful business practices, we endeavor to better serve patients, our customers and the medical community.

DORNIER MEDTECH VISION

We strive to be the industry leading organization that continuously develops advanced medical solutions that are technologically proven and beneficial to the improvement of the medical well-being of the community.





ASSUMED CO-BRANDING SCENARIOS

In any co-branding scenario, the relationship between the brands must be clearly defined by context, so the audience understands the role played by each, and which party is the provider of products or services. **Examples include:**

- Joint venture/strategic alliance
- Co-marketing campaign
- Tradeshow or event
 - Both companies present to promote an offering
 - Third party trade show booth (Dornier product is on display)
- Private label
- Event sponsorship



DORNIER MEDTECH
VERBAL COMPONENTS
OF CO-BRANDING



VERBAL COMPONENT OF CO-BRANDING

A strong brand is a clear, direct and consistent expression of a company's unique positioning and personality, and the written word is an integral component of that expression. The voice and tone of Dornier is a combination of what we say and how we say it.





DORNIER MEDTECH COMPANY BOILERPLATES

COMPANY DESCRIPTION (OFFICIAL)

Dornier MedTech is a medical device company focused on providing leading technology and improving life by delivering scientifically superior products and solutions to physicians and patients involved in urological care. As pioneers of the lithotripsy and a variety of surgical lasers, Dornier's 35 years of innovation and service has made it one of the most trusted MedTech companies in the industry. Dornier MedTech is a privately held company headquartered in Munich, Germany with offices and distributors in over XX countries. For more information, visit www.dorniermedtech.com

DIGITAL/SOCIAL VERSION (140 CHARACTERS)

Dornier MedTech is focused on providing leading technology and improving life by delivering products to physicians and patients involved in urological care.





DORNIER MEDTECH vs DORNIER

As a general rule, most communications (except legal/formal settings) should use Dornier MedTech in the first mention and then just Dornier in subsequent mentions.

WHEN TO USE DORNIER

After utilizing Dornier MedTech, Dornier is the shorthand for our brand, typically used in regular communications both internally and externally (e.g. marketing, PR, sales meetings, employee communications, etc.).

WHEN TO USE DORNIER MEDTECH

Dornier MedTech is our official company name, typically used for legal purposes and in formal communications (e.g. financial settings, regulatory, industry publications, etc.). It should be repeated over and over as Dornier MedTech for exactness under these circumstances.

- In all occasions, the “M” and the “T” should be capitalized when utilizing the word MedTech. Medtech, medTech, or medtech are incorrect uses.





DORNIER MEDTECH TONE OF VOICE

The brand tone of voice is a strategic storytelling tool to help bring Dornier MedTech to life verbally in a consistent, compelling and distinctive way.

WHAT IS TONE OF VOICE?

A set of principles and tonal attributes (derived from our purpose, mission, vision, and values) that helps answer the question of “if this is who we are, how should we speak?”

HOW DO YOU USE TONE OF VOICE?

As a guide for the development of communications such as external copy, brochures/collateral, employee engagement efforts, etc. There are four key components to tone of voice:

- **Style and manner** – The attitude that is expressed through the construction of communication.
- **Word usage** - The experience/focus level specific word selections can convey.

- **Sentence structure** – The impact that we want to create by consciously selecting certain sentence structures.
- **Pacing and emphasis** – The intended emphasis the right speed and pitch can create.

SEVERAL OVERARCHING PRINCIPLES WILL UNIFY OUR VOICE MOVING FORWARD.

Part of Speech:

- We will write or speak directly to our audience in the first person to build and enhance our relationship with them.
- We will use an active, rather than passive, voice to convey our role and our energy.

Word Choice:

- We will use words that convey how much we care about our work; we balance the clinical with the human.
- We will write and speak in a way that conveys energy, optimism, charisma.
- We will use words which are direct and straightforward.

- When possible, we speak in an approachable manner (e.g. using contractions, simplifying complex ideas, etc.).
- We use generally accepted medical terminology/shorthand but avoid any language that sounds too technical, pretentious or intimidating in our effort to communicate expertise.

WHERE DOES TONE OF VOICE COME FROM?

Our tonal attributes reflect four key brand attributes related to our purpose, mission and vision:

Authentic
Innovative
Reliable
Caring



DORNIER MEDTECH

TONE OF VOICE (CONTINUED)

From a tone perspective, our goal is to build the Dornier MedTech brand to be synonymous with a certain feeling. When people hear the name Dornier MedTech, we want them to think of us as authentic, innovative, reliable and caring. The right communication connects those dots for our audience, but only if it is done deliberately. What exactly do each of these categories mean? Below is a chart that further explains how to convey these feeling within future communication.

Description	What it means	What it doesn't mean
We believe a straightforward, honest, transparent approach can help cut through the complexities of today's healthcare environment.	<ul style="list-style-type: none"> Trustworthy Accountable Clear Direct 	<ul style="list-style-type: none"> Unprofessional Self-righteous Inflexible Pushover
<p>Communicate Authentic By:</p> <ul style="list-style-type: none"> Using direct wording and an active versus passive voice. Speaking with a calm and secure demeanor that doesn't create doubt or arrogance. Using clear and transparent language -no jargon or complex terminology. Listening and conveying relevant and truthful information that helps our audience. Having conversation versus lectures about key issues impacting our target audiences. 		
Innovative - Driving our industry forward demands pushing scientifically-backed innovation that has purpose. We channel our pioneering spirit to develop purposeful technology that improves the lives of patients and physicians.	<ul style="list-style-type: none"> Curious Driven Quality Leader 	<ul style="list-style-type: none"> Status-quo Rushed Stubborn Un-proven
<p>Communicate Innovative By:</p> <ul style="list-style-type: none"> Writing or speaking in a hopeful and forward-looking way. Developing content that indicates our interest and curiosity Sharing ideas with employees and customers to encourage open dialogue. Communicating facts and our points of view openly to engage with our audience. Demonstrating what the future could look like with better health and healthcare. 		



DORNIER MEDTECH

TONE OF VOICE (CONTINUED)

Description	What it means	What it doesn't mean
<p>Reliable - We know that our products have an impact on patient and physicians lives, from a personal and business perspective. That's why we are committed to building long-term relationships by acting in the best interest of our customers and going the extra mile to ensure they are equipped to provide the best care.</p>	<ul style="list-style-type: none"> Partners Knowledgeable Relevant Reliable 	<ul style="list-style-type: none"> Old-fashioned Dated Inefficient Irrelevant
<p>Communicate Reliable By:</p> <ul style="list-style-type: none"> Writing about our following through on commitments promptly and thoroughly. Indicating how we proactively seek to help and ensure any issues are resolved. Opting for fewer words and sentences to make our point clearly and effectively. Supporting our point of view with facts. 		
<p>Caring - We want to convey that while we are experts in what we do, we also understand the physician and patient's perspective. We want to share our expertise while still remaining down-to-earth and honest - in an effort to earn your trust.</p>	<ul style="list-style-type: none"> Proactive Devoted Empathetic Collaborative 	<ul style="list-style-type: none"> Overly Emotional Coddling Anxious Timid
<p>Communicate Caring By:</p> <ul style="list-style-type: none"> Acknowledging the situations our customers are in, before proposing solutions. Avoiding medical jargon or slang, which can come across as disconnected or impersonal. Communicating in a way that is caring and compassionate, without oversimplifying. Writing or speaking directly to our audience, in the first person, to make strong credible connections. 		



DORNIER MEDTECH BRAND PROMISE

Science has always revolutionized the way Dornier was able to take flight as an aviation company as well as pioneer new urological treatment methods as a MedTech company. That same spirit and energy is still found in the halls of Dornier MedTechs all across the globe. That is why our purpose is:

LEADING TECHNOLOGY * IMPROVING LIFE

The first part of the mission “leading technology” denotes Dornier’s commitment to encouraging breakthrough treatment methods that have been thoroughly tested and proven.

The second part of the mission “improving life” is there to underline that all products and services developed by Dornier serve a purpose and have been given the meticulous attention needed to achieve the ultimate goal of patient care.

Together, these combined elements into one purpose, has inspired the development of some of the highest quality urology products on the market today.





APPROVED PRODUCT NAMES / PRODUCT DESCRIPTIONS

FULLY INTEGRATED WORKSTATION DORNIER GEMINI

Dornier Gemini is a premier, fully integrated workstation that provides an unparalleled platform for both lithotripsy and endourology procedures. Equipped with the latest imaging technology, superior open access design, and flexible patient positioning, Gemini is the optimal solution for both urologists and patients.

- **Flexibility:** Offers a variety of therapeutic and diagnostic capabilities including X-ray, Ultrasound, Endoscopic procedures and lithotripsy.
- **Accessibility:** Open access design enables patient and urologists comfort while localizing kidney stones and other urological issues.

- **Proven Technology:** Integrated with Dornier's proven shock-wave technology, deliver consistent shock wave output to boost success of non-invasive kidney stone treatments with proper patient positioning.

UROLOGICAL WORKSTATION

DORNIER GENESIS

Addressing a broad range of applications, Dornier Genesis is an advanced urology imaging system designed with the physician's office or hospital's workflow in mind. Full cystoscopy capabilities combined with a 340 kg (750 lb.) patient weight limit and the latest flat panel imaging technology on the market today makes this an efficient and must have system for a variety of urological exams and procedures.

- **Adaptability:** Ideal for both hospitals and large medical centers.
- **Patient Centered:** Imaging is easily viewed from a wide variety of angles without having to move the patient.
- **Flexible:** Accommodates patients of various age groups, weight range, and handicaps.

NON-INTEGRATED LITHOTRIPTER DORNIER COMPACT SIGMA

The Compact Sigma is a truly versatile modular lithotripter. When combined with available options such as C-arms, ultrasound scanners, and a fully motorized patient table this device is easily becomes a complete urological solution.

- **Precision:** Designed to revolve around a single focal point, precise alignment of the targeting system is easily achieved.
- **Transportable:** No need for a dedicated room, simply wheel the device into a closet or other storage when not in use.
- **Flexibility:** Patients are positioned supine for all treatments with the flexible over and under therapy head positioning.

SEMI-INTEGRATED LITHOTRIPTER DORNIER COMPACT DELTA II

The Dornier Compact Delta II is the world's best selling lithotripter. Highly effective, this versatile system provides the flexibility necessary for easy positioning and accurate stone targeting. When combined with the Relax+ patient table, this unique system, equipped with an integrated C-arm, is not only used for ESWL, but a wide range of cystoscopy procedures.



APPROVED PRODUCT NAMES / PRODUCT DESCRIPTIONS (CONTINUED)

- **Adaptable:** Integrated with a versatile patient table and flexible therapy head for accurate stone targeting.
- **Clear Imaging:** Rich, vibrant views are facilitated with X-Ray or ultrasound imaging technology.
- **Proven:** Dornier's tried and true EMSE technology is the gold standard in shock wave excellence.

MULTIFUNCTIONAL PATIENT TABLE DORNIER RELAX+

Dornier Relax+ is the optimal patient table that gives you the flexibility you need to get the job done. Easily switch between treatment modalities such as endourology and lithotripsy without having to change patient positioning.

- **Lightweight:** Carbon fiber tabletop design provides all of the quality and strength you need without adding extra weight to the device when transporting.
- **Versatile:** Full range of movements including Trendelenburg and isocentric tilting eliminates the need for constant patient or physician repositioning.
- **Flexibility:** Equipped with a radiolucent table top, the Relax+ is excellent for use in imaging procedures

LASER STONE MANAGEMENT DORNIER MEDILAS H SOLVO

Dornier Medilas H Solvo easily integrates into any OR workflow for the destruction of stones as well as soft tissue interventions in endourology. This 30 W holmium laser provides the power necessary to get the job done all within a compact and transportable system. Equipped with special advanced modes, usability and increased efficiency is optimized. No other device available on the market provides this level of flexibility and versatility!

- **Easy:** Programmable settings allow you to quickly choose the treatment mode best suited for the clinical situation.

- **Fast:** Simply transported and requiring no warm up time, set-up is quick and efficient.
- **Efficient:** Wide range of energy and frequency settings that ensure quick and precise breakdown of any stone.

LASER STONE MANAGEMENT DORNIER MEDILAS H UROPULSE

Among the smallest in its class, the Medilas H UroPulse is a compact holmium laser that is readily integrated into trolleys, racks, or ceiling pendants. This 20 W system is optimally designed for effective stone management and soft tissue applications. The color graphical interface allows the physician to promptly modify the wide range of energy and frequency settings to ensure a quick and precise set-up throughout a variety of surgical settings.

- **Effective:** Wide range of energy and frequency settings to ensure quick and precise breakdown of any stone.
- **Ergonomic:** Easy to read graphical interface and wireless programmable footswitch provides ergonomic workflow.
- **Convenient:** Small and compact desktop design integrates seamlessly to optimize space.



APPROVED PRODUCT NAMES / PRODUCT DESCRIPTIONS (CONTINUED)

- **Tested and Adaptable:** 100% of our fibers are quality and performance tested prior to shipment and are available in multiple sizes to fit any scope preference.

FIBERS FOR LASER STONE MANAGEMENT DORNIER FLEXFIBER COLLECTION

Dornier offers a broad fiber portfolio with a wide range of sizes and various designs to meet our customer's needs and preferences. Our fibers are built for precision!

- **Performance Innovation:** Intelligent fiber recognition system that optimizes holmium laser performance and overall patient results.
- **Enhanced Focus:** Superior technology that efficiently transfers the laser beam within the fiber core to achieve maximum power transmissions.
- **Reliable Durability:** Exceptional quartz ferrule design that boosts and extends the effectiveness of your fibers.



CO-BRANDING CONSIDERATIONS

Dornier's Tone of Voice – Authentic * Innovative * Reliable * Caring – assists in accurately aligning the communication vehicles. To ensure brand consistency and messaging impact, please follow the suggested guidelines for all communication vehicles, including:

- Brochures and collateral
- Print ads
- Exhibits and displays
- Directory listings
- Presentations
- Websites

Dornier Dominant Communications

- Corporate Information Area
 - Approved logo placement/usage
- Image & Messaging Area
 - Approved product descriptions
 - Approved photography
 - Standard text for partners
- Brand Promise: **LEADING TECHNOLOGY * IMPROVING LIFE**
- Tone of Voice: **Authentic * Innovative * Reliable * Caring**

Partner Dominant Communications

- Corporate Information Area
 - Approved logo placement/usage
- Image & Messaging Area
 - Approved product descriptions
 - Approved photography
 - Standard text for partners
- Brand Promise: LEADING TECHNOLOGY * IMPROVING LIFE
- Tone of Voice: Authentic * Innovative * Reliable * Caring

Equal Partner Relationship

- Corporate Information Area
 - Approved logo placement/usage
- Image & Messaging Area
 - Approved product descriptions
 - Approved photography
 - Standard text for partners
- Brand Promise: LEADING TECHNOLOGY * IMPROVING LIFE
- Tone of Voice: Authentic * Innovative * Reliable * Caring



TRADEMARKS

XXX

XXX



DIGITAL/SOCIAL VERSION (140 CHARACTERS)

Dornier MedTech is focused on providing leading technology and improving life by delivering products to physicians and patients involved in urological care.



DORNIER MEDTECH
VISUAL COMPONENTS
OF CO-BRANDING



VISUAL COMPONENTS OF CO-BRANDING

Successful brands deliver a clear message and a consistently applied visual identity across all channels and touch points.

These Co-branding Guidelines address the appropriate and permitted use of the Dornier logo and photography by third parties. They also provide visual examples to demonstrate co-branding scenarios that establish the relationship between brands.

- Acceptable logos
 - Logo color
 - Logo background color
- Sizing and spacing
 - Minimum size
 - Clear space requirements
- Dominant and support logo acceptable locations
 - Two corporate logos, one brand leads
 - Two equal corporate logos

- Guidelines around logo don'ts /logo violations
 - Preferred/acceptable usage
- Font
 - Approved Dornier Font
- Photography
 - Product Shots
 - Photography Considerations
 - Third parties may use Dornier product photography only for the express purpose of promoting Dornier products, or as contractually agreed. Third parties may not use Dornier product photography without identifying the product shown as Dornier. Whenever possible, display the Dornier logo near the product image, to denote the source of product.

- Typeface
 - If the communication is Dornier dominant, X font type and typeface rules...
- Color Palette
 - If the communication is Dornier dominant, Dornier's primary colors should be the dominant of the collateral....



DORNIER LOGO FORMAT

1 PREFERRED LOGO

The linear version of the Dornier Medtech logo is our Master logo. It should be used as priority on our branded applications and materials.

2 STACKED LOGO

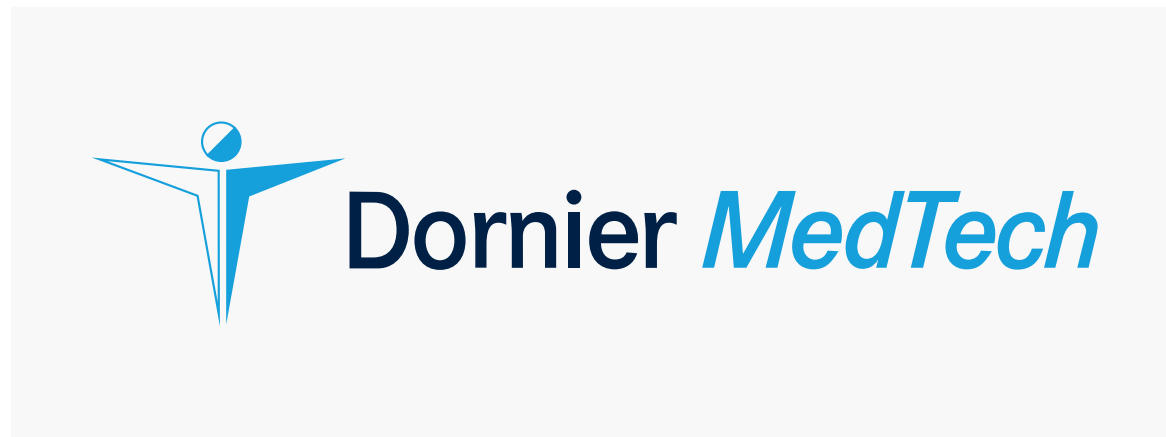
The horizontal, linear version is the preferred version but the stacked version can be used where space is restricted, or where a vertical layout is required.

3 DORNIER HUMAN

In certain instances the Dornier Human may be used on its own. Usage of the Roundel on its own must be signed-off by Global Branding & Communications.

In all partnership types, always use these guidelines when working with the Dornier logo.

1



2



3





DORNIER LOGO USAGE + SPACE

1 LOGO

Our logo comprises two elements: the Dornier Human and the wordmark. It is a contemporary mark that has strong visual impact to increase brand visibility and recognition on key touchpoints.

2 LOGO CLEAR SPACE


A minimum clear space rule has been devised to ensure that other graphic elements or applications do not appear too close to the Dornier Medtech logo. This will ensure legibility and that our logo is treated consistently and with integrity.


3 LOGO MINIMUM SIZE



Each logo has a minimum size rule to ensure that it is always legible.



PRINT (A) & DIGITAL (B)

The preferred minimum size rules for print and online

1  **Dornier *MedTech***

2 

3a  5mm  10mm

3b  25 Pixels  45 Pixels



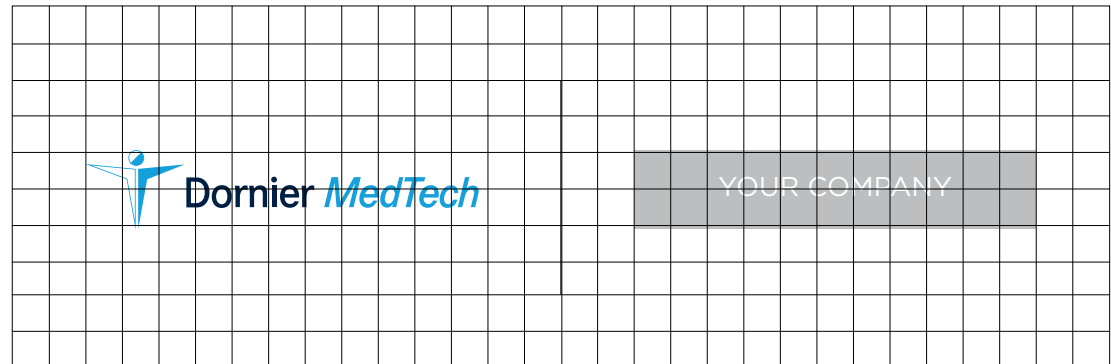
DORNIER + PARTNER LOGO PLACEMENTS

The placement of logos communicate brand dominance. The dominant brand is always on the left or on top, subordinate/partner logo is always on the right or on the bottom. Maintain the proper clear space around each logo.

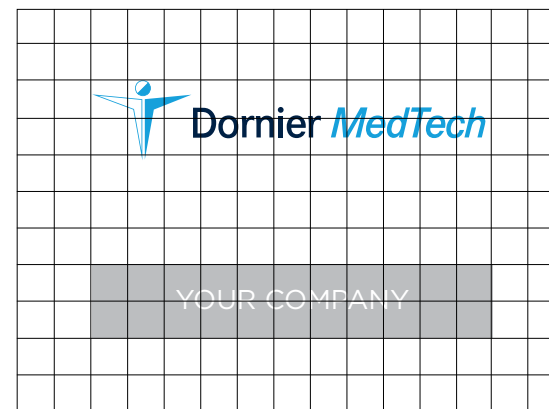
Follow these rules when locking up the Dornier logo with the partner logo:

- The default is to use the full color logo on a white background whenever possible.
- The two logos should be of the same visual size.
- When the logos are locked up, separate them by the the distance as shown in the example on the right.
- If preferred, you can use the gray vertical pipeline divider or any visual divider between the logos or any extraneous design elements.

The logo guidance rules to the right must always be followed regardless of brand dominance.



Horizontal Lockup



Vertical Lockup



DORNIER LOGO DONT'S

The Dornier logo should not be altered. These logo standards apply for all content that is owned and controlled by Dornier, including cobranding and partnerships.



Don't place the logo over a pattern of any kind.



Don't place logo over triangle mark



Don't distort the logo



Don't skew the logo.



Don't change the proportions of the logo



Don't reverse the order of blues.



Don't put glow behind logo



Don't place logo on dark background



Don't put drop shadow behind logo



Don't tilt the logo



Don't put stroke around the logo



Don't place the logo on object



DORNIER FONTS

If using the Dornier brand image the following fonts are approved.

TYPEFACE

The Dornier MedTech typeface, Gotham, helps us to create our own recognizable style with clarity and simplicity. It helps maintain consistency of presentation throughout all of Dornier MedTech's communications.

ALTERNATIVE FONTS

If the Dornier Medtech Gotham font is not available, the alternative sans serif fonts can be substituted.

TYPEFACE

Gotham Thin
Gotham Thin Italic
Gotham Book Gotham
Gotham Book Italic
Gotham Medium
Gotham Medium Italic

Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic
Gotham Ultra
Gotham Ultra Italic

ALTERNATIVE FONTS FOR UNIVERSAL USAGE

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

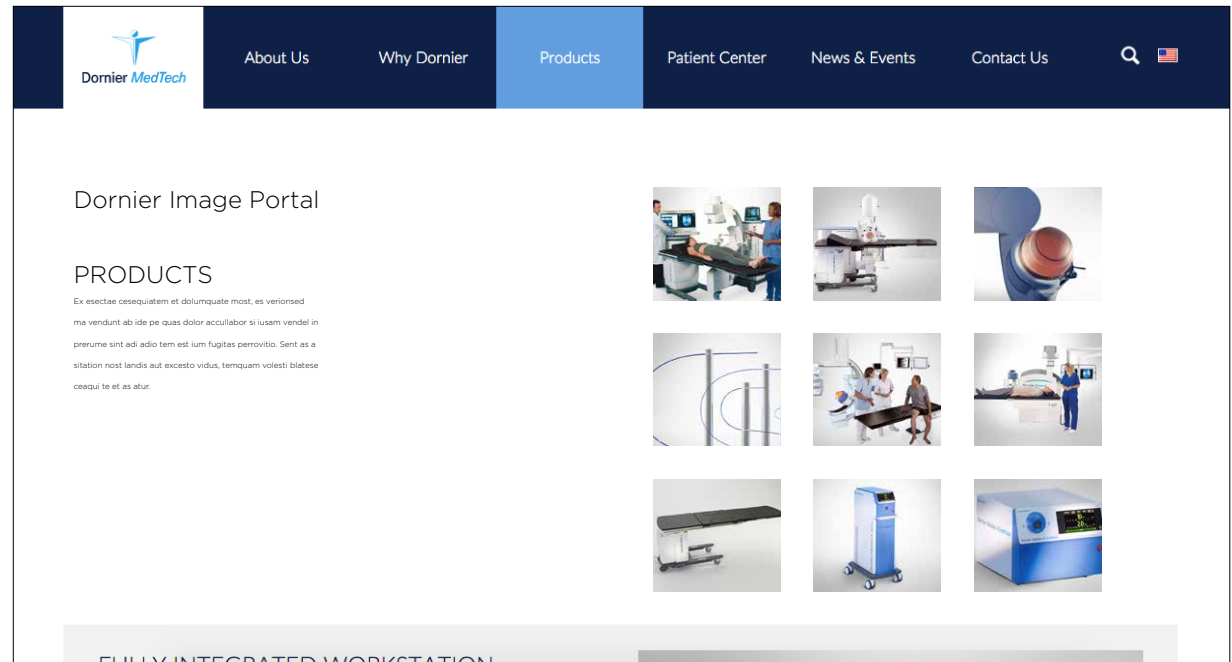
Helvetica Light
Helvetica Light Oblique
Helvetica Regular
Helvetica Oblique
Helvetica Bold
Helvetica Bold Oblique



DORNIER PRODUCT PHOTOGRAPHY

When using Dornier product photography, only approved images should be used. The approved product photography can be found at the Dornier Image portal website.

Visit the approved Dornier Medtech Image portal at www.dornier.com/imageportal





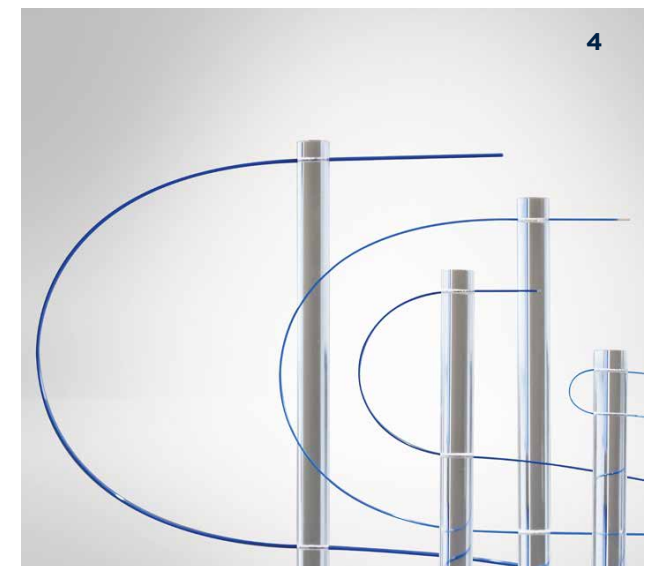
DORNIER PHOTOGRAPHY

PRODUCT SHOTS

PHOTOGRAPHY CONSIDERATIONS

Third parties may use Dornier product photography only for the express purpose of promoting Dornier products, or as contractually agreed. Third parties may not use Dornier product photography without identifying the product shown as Dornier. Whenever possible, display the Dornier logo near the product image, to denote the source of product.

- 1 ARIES ED
- 2 COMPACT DELTA II
- 3 COMPACT SIGMA
- 4 FlexFiber Collection





DORNIER PHOTOGRAPHY (CONTINUED)

- 1 GEMINI
- 2 GENESIS
- 3 MEDILAS H UROPULSE
- 4 DORNIER RELAX+
- 5 MEDILAS H SOLVO





DORNIER TYPEFACE

XXX



DORNIER COLOR USAGE

DORNIER

When branding to match the Dornier look, the following color palette and heirarchy should be used.

AFFILIATE

When using affiliate branding, considerations should be taken to incorporate the dornier brand colors on a limited basis. If unable to incorporate the dornier colors, Dornier product imagery and photography should have sufficient white space separating the Dornier assets from the affiliate assets.

PRIMARY



PANTONE 299
C-74 M-21 Y-0 K-0
R-22 G-160 B-219



PANTONE 2727
C-91 M-56 Y-9 K-0
R-8 G-107 B-168



PANTONE 2768
C-100 M-87 Y-42 K-48
R-0 G-34 B-68



WHITE
C-0 M-0 Y-0 K-0
R-255 G-255 B-255

SECONDARY



PANTONE 299
C-72 M-60 Y-50 K-32
R-70 G-79 B-88



PANTONE 116
C-3 M-26 Y-95 K-0
R-246 G-190 B-42



PANTONE 1505
C-4 M-67 Y-93 K-0
R-235 G-117 B-46



PANTONE 317
C-37 M-2 Y-6 K-0
R-154 G-213 B-232



APPENDIX

- Co-Branding Checklist
- Co-Branding Templates
- Co-Branding Do's and Don'ts

DORNIER MEDTECH CO-BRANDING SCENARIOS



DORNIER CO-BRANDING SCENARIOS

In any co-branding scenario, the relationship between the brands must be clearly defined by context, so the audience understands the role played by each, and which party is the provider of products or services. Examples include:

- Joint venture/strategic alliance
- Co-marketing campaign
- Tradeshow or event
 - Both companies present to promote an offering
 - Third party trade show booth (Dornier product is on display)
- Private label
- Event sponsorship



YOUR COMPANY



DORNIER DOMINANT COMMUNICATIONS

Dornier dominance is when Dornier most heavily influences the communications. This is when Dornier is driving the customer experience or if our resources are most depended upon.

The potential elements to communicate this are:

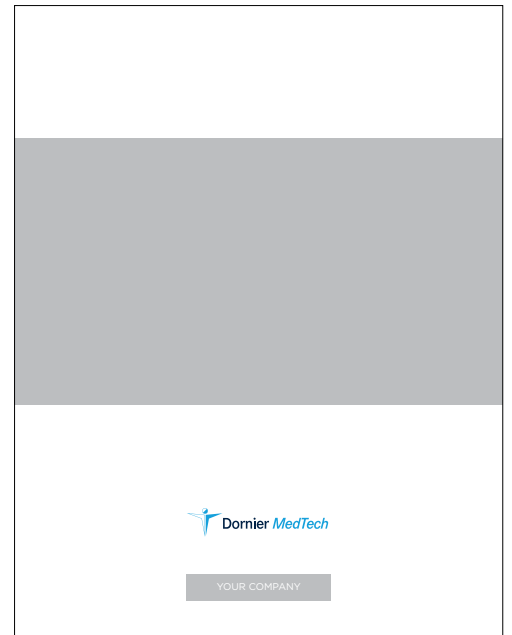
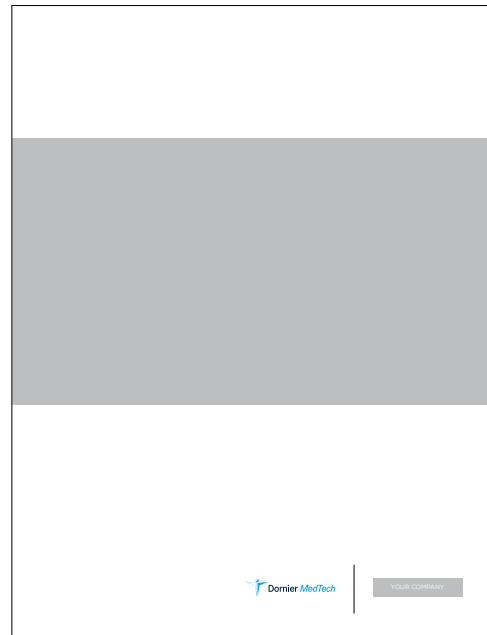
- Full color Dornier logo
- Partner logo
- Dornier approved photography
- Dornier color palette
- Dornier font (Gotham)

DESIGN REQUIREMENTS

- Whenever possible, leverage the Dornier visual system (see the Corporate master brand guidelines).
- The Dornier logo and partner logo should be optically equal in size.
- Follow the logo placement guidelines.
- Use the Dornier logo in full color on a white background when available. If it's not possible, only use a black or white Dornier logo.

All executions must be submitted to the Global Brand Team for approval.

Possible Configurations



DORNIER DOMINANT DON'TS

- DON'T make the partner logo bigger than the Dornier logo.
- DON'T break the rules surrounding the usage of the partner's logo (e.g. color, background etc.).



PARTNER DOMINANT COMMUNICATIONS

Partner dominance is when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more and the design is geared towards their visual system. In those instances, it's critical that we protect and appropriately display the Dornier logo.

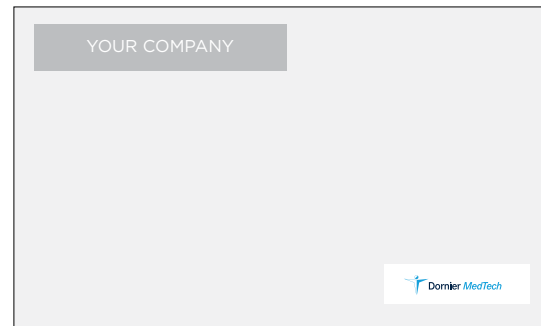
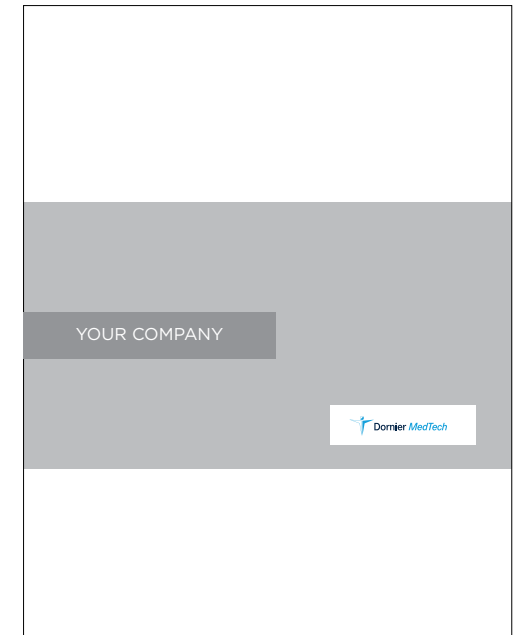
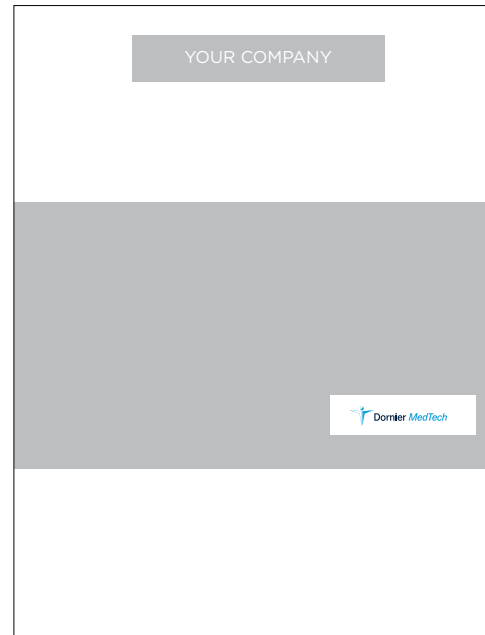
The potential elements for this option are:

- Dornier Logo (full color option preferred)
- Partner Logo
- Color

DESIGN REQUIREMENTS

- The Dornier logo and partner logo should be optically equal in size.
- Follow the logo placement guidelines.
- Use the Dornier logo in full color on a white background when available. If it's not possible, only use a black or white Dornier logo.

All executions must be submitted to the Global Brand Team for approval.



PARTNER DOMINANT DON'TS

- DON'T make the Dornier logo bigger than the partner logo.
- DON'T change the color of the Dornier logo to match the partner's visual system.
- DON'T place a full color Dornier logo on a colored or textured background. In this circumstance, only use the black or white logo option.



DORNIER ENDORSEMENTS

Endorsement lines are used to clarify Dornier's involvement in a particular relationship. These situations are when our role is secondary, but essential to the partner relationship, or when Dornier is involved in the delivery of products or services.

Endorsement lines must be approved by the Global Brand Team.

LOGO



DORNIER MEDTECH CO-BRANDING CHECKLIST



DORNIER BRAND CHECKLIST

The following is a short checklist of the cobranding essentials to make sure you are using the Dornier brand correctly with a partner brand. If you have any challenges beyond those listed below, please contact the Global Brand Team.

COBRANDING CONSIDERATIONS

- Can you clearly determine which brand is the dominant brand?
- Is the dominant brand's visual system being properly leveraged?

LOGO

- Are you using the correct logo?
- Are you placing the dominant and support logos in the correct locations?
- Are you following the clear space regulations?
- Are you following the guidelines around the logo don't's?

TYPEFACE

- If the communications is Dornier dominant, are you using Gotham?
- Are you following the typeface in use rules?

COLOR PALETTE

- If the communications is Dornier dominant, are Dornier's primary colors the hero of the collateral?

PHOTOGRAPHY

- If the communications is Dornier dominant, are you using dornier approved photography?

COPY BASICS

- If the communication is Dornier dominant...
- Third party use of Dornier brand assets other than logo and photography

LANGUAGE MESSAGING GUIDANCE

Tone of voice: How we articulate our brand

Strengthen and differentiate the brand through a well-thought out voice - ensure content is consistent, relevant, engaging and resonates with our audience

- Dornier brand positioning
 - Messaging to communicate vision, culture and brand personality to help bring the message to life when describing Dornier
 - Leading technology and improving life
- Co-branded materials
 - Boilerplate language
 - Approved product descriptions
 - Press releases
- Social media