

Bioventus Corporate Brand Guidelines

Implementing the Bioventus Brand in Communications
Updated 2023



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This Guide

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Let's Talk About Us

The Bioventus brand has been carefully cultivated since the inception of the company. Our brand portrays trust, innovation, and passion for patient care. In all of our many decisions, each of us helps maintain and advance the brand. This document is designed to support you in that role.

Here, you will discover what our brand is and how we integrate it into our work. This guide is designed for use across all marketing and communication platforms, and it should be strictly followed. This information helps us talk about our brand in a unified voice to many audiences. It's more than just how to size the logo or select the right color. It's a summary of who we are and how the world sees us.

Bioventus Mission and Principles

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Our Mission

Our mission is to partner with the healthcare community to help people resume and enjoy active lives. Bioventus has two product portfolios that fuel its global leadership position in active orthopaedic healing:

- Bioventus Active Healing Therapies
- Bioventus Surgical

Through a combination of internal product development, product/business acquisition, and distribution agreements, we bring to market products that address a growing need for clinically effective, cost-efficient, minimally invasive medical treatments that engage and enhance the body's natural healing processes. Built upon a commitment to high quality standards, evidence-based medicine, and strong ethical behavior, Bioventus is a trusted partner for physicians and healthcare providers worldwide.

Culture Principles

Impact patients: Patient needs are the priority in the choices we make and the actions we take.

Develop ourselves: Promote continuous learning and development of ourselves to be our best versions. Focus on two tenets to drive success: Professional and personal development to maximize our impact on our company and society.

Achieve goals: Communicate and collaborate across functions to understand, align, and own our actions toward achieving business goals.

Value others: Build success by appreciating differences in thought, opinion, background, skill, and perspective. Act with integrity in all interactions with peers, leaders, and customers.

Brand Attributes and Personality

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If We Were a Person, We Would Be . . .

Steve Jobs? Marie Curie? Nikolai Tesla?

Maybe parts of all the above. Every brand possesses a look (visual identity) and a feel (emotional identity). Typography, imagery, and design establish our visual identity. Brand attributes and brand personality traits create our emotional identity. Just as we consistently use visual elements to create our “look,” we should be equally consistent with our emotional identity to create the “feel” of Bioventus.

Brand attributes	Brand personality
Thinking strategically	Curious
Embracing diversity	Confident
Partnering with purpose	Trustworthy
Accepting risk	Passionate
Functioning as a team	Accountable
Harnessing technology	Honest
Relying on analytics	Innovative
Pursuing growth	Competitive

Tone

The materials that we produce, from print to digital, set a tone that contributes to our brand identity. Here are characteristics of the visual and verbal tone that we strive for at Bioventus.

Visual Tone	Verbal Tone
Clean	Direct
Simple	Respectful
Active & energetic	Empathetic
Positive	Confident
Precise	Knowledgeable
Supportive	Passionate

The Duchess of Sussex Doesn't Wear Flannel—and Neither Should We

Flannel shirts would not reflect Meghan Markle's carefully crafted identity. For similar reasons, we handle the Bioventus logo with great care.

The Bioventus logo is the most prominent representation of our company, the brand, and our people. It is a valuable corporate asset that maintains our identity. As such, it is imperative that you use it consistently in the approved forms.

The Brand Guidelines include instructions on how to use the logo on sales materials, websites, internal documents, promotional items, etc. Although we all adhere to these guidelines, it is important to note that over time, the Brand Guidelines will evolve as we identify additional applications of the brand.

All uses of the corporate logo must be approved by the Bioventus Brand Team (contact Creative Services).



Logo Rationale

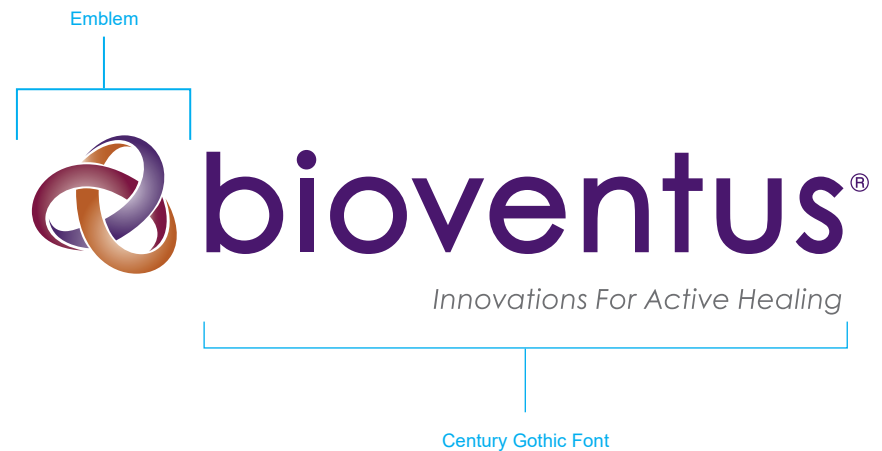
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Everything Is There for a Reason

The Bioventus logo was developed to visually communicate the company's desired image. It is meant to emphasize key attributes established in developing the company brand:

- Leadership/market-leading
- Stability
- Innovative/cutting-edge

All elements of the logo—font, colors, emblem (called the BioSphere)—were carefully selected to bring these qualities to life, while also differentiating the company's identity from our competitors.



Logo Minimum Size

Time for Some Small Talk

While it is OK to change the size of the logo to suit your needs, there is a point at which the logo becomes illegible and thus ineffective. When reproducing the logo, always adhere to these minimum size standards.

With Tagline

The Bioventus logo should not be reproduced smaller than 1.75-inches (4.45 cm) wide for printing materials and 168 pixels for electronic applications.

Without tagline

The only time you should use the logo without a tagline is when you need the logo smaller than 168 pixels. In this situation, the Bioventus logo should not be reproduced smaller than 1-inch wide (2.54 cm) for printing materials and 96 pixels for electronic applications.

Minimum Size with Tagline



1.75 inches/168 pixels

Minimum Size without Tagline



1 inch/96 pixels

Logo Tagline & Positioning

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The Four-word Story of Us

Taglines enable us to succinctly share our mission—to tell customers what we're all about and how we can help them.

The Bioventus logo tagline is:

Innovations For Active Healing.

In four words, this tagline tells our story and summarizes our mission of helping people resume and enjoy active lives.

The tagline should appear with the Bioventus logo on all corporate communications. The first letter of each word in the tagline is always uppercase. For alignment purposes, the tagline should always begin at the letter "v" and end on the letter "s" from Bioventus.



Correct Alignment



Incorrect Alignment



Incorrect Alignment

Logo Clear Space



Because We All Need a Little Breathing Room

The Bioventus logo sits on a white background. The margin around the logo should equal the height and width of the letter “v” from the company name. This margin prevents other design elements from coming into contact with the logo. You should always apply this standard when resizing the logo. The result is a clean, attractive space around the logo.



Logo

Company Logo with Product Logo

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Sharing the Spotlight

Without tagline

When the Bioventus logo appears with a product logo, the Bioventus logo should be sized at 75% of the product logo size. If this causes the Bioventus logo to be smaller than its minimum size, the logos must be separated. It is actually preferable that the Bioventus logo and the product logo appear separately.

When used with a product logo, the white space above the Bioventus logo doubles, ensuring that both logos have adequate white space.

With tagline

The Bioventus logo with tagline should never appear in close proximity to a product logo. In situations where the product logo and the Bioventus logo with tagline appear on the same page, the product logo should occupy the top-right position of the page, while the Bioventus logo with tag is positioned in the bottom right.

If it is a multiple-page document, the Bioventus logo with tagline should appear on the last page, bottom right.



Logo Variations

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In Case You Find Yourself in a Gray(scale) Area

The primary Bioventus logo is CMYK. In situations that prohibit using CMYK, the logo may be used in all purple, black or reversed out to white. A grayscale version is also acceptable on all black-and-white communications (faxes, forms, and legal documents). No other logo variations should be used.

Note: An effort should be made to use the primary logo application prior to using any secondary logos.

Primary Logo



Secondary Logo



Logo Biosphere

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Left is Right

The Bioventus logo is led by its emblem, called the BioSphere, which creates a strong sense of innovation and movement. It helps establish us as a company that is forward-thinking and consistently adapting to customer needs.

The BioSphere should always maintain its position at the front (left side) of the Bioventus logo. The BioSphere should never stand alone or be moved from its approved position. In addition, the BioSphere should never change its proportion, nor should its angle or axis shift.

Using the Bioventus wordmark without the BioSphere would violate brand standards.

Correct Logo Application



Do not change the BioSphere scale.



Do not change BioSphere angle.



Do not skew the BioSphere.



Do not change BioSphere location.



Do not use wordmark alone.

Crop Circles? Nope, Squares

The BioSphere may be used without the wordmark if the use is simply for a design element and the complete logo is not seen. If cropped, the emblem must be edited in a way that retains the center of the BioSphere (the inner “triangle” created by the open space must be shown), and at least one of the three outer bands (curves) should be cropped off.

When cropped, the BioSphere should be on the edge of the viewable area or contained within a box.

No Crop



Designated Crop Area 1



Designated Crop Area 2



Incorrect Cropping



Color

Primary/Secondary Colors

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Don't Do Anything Shady

Consistent use of color across all media is essential to the integrity of the Bioventus logo. The colors shown here are the approved primary color variations for print (CMYK) and web (RGB) formats. No other color specifications should be used. Do not change color tints or shades of the logo elements, regardless of whether or not they are within the Bioventus color palette.

Primary



PRINT

PMS 2627C
CMYK 77 100 0 31

WEB

RGB 73 23 109
HEX #49176D



PRINT

PMS 1675C
CMYK 0 67 100 28

WEB

RGB 185 89 21
HEX #B95915



PRINT

PMS 222C
CMYK 0 100 10 59

WEB

RGB 124 0 64
HEX #7c0040

Secondary



PRINT

PMS Cool Gray 9
CMYK 56 46 44 10

WEB

RGB 118 119 123
HEX #76777B



PRINT

PMS Black
CMYK 0 0 0 100

WEB

RGB 0 0 0
HEX #000000

Gothic: It's More Than an Architectural Style

Two fonts walk into a bar, and the bartender says, “Sorry, but we don’t serve your type.” (drumbeat)

While fonts may not be able to order a vodka tonic, typography does contribute to our overall brand identity. It’s another element of our personality that comes through when we express ideas, products, and our brand. Bioventus uses the following typefaces:

- **Print:** Century Gothic and Arial
- **PowerPoint:** Century Gothic and Calibri (replaces Arial in all corporate presentations)

Headline

Subhead

Body copy body copy

Headline

Subhead

Body copy body copy

Headline

Subhead

Body copy body copy

~~Headline~~

~~Subhead~~

~~Body copy body copy~~

~~Headline~~

~~Subhead~~

~~Body copy body copy~~

~~Headline~~

~~Subhead~~

~~Body copy body copy~~

Century Gothic should be used for all headlines and section headers and can be used for callouts. When used as a headline, it should be Pantone 2627 or reversed out of a bar of one of the primary colors. It should always be typeset in Century Gothic Regular. Bold, Italic, and Bold Italic are permitted to add emphasis only. For instance, a callout would be typeset in Century Gothic Italic.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial should be used for all subheads, tables, and body copy. It can be used for callouts as well. When used as a subhead, it should be either Pantone 1675, Black, or Cool Grey 9. It should always be differentiated from the headline by size and color. Body copy can be set in either Black or Cool Grey 9.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Note: For black and white pieces **ONLY** — headlines should be 100 percent black, subheads and body copy should be 75 percent black.

Make Your List, Check It Twice

Lists (bullets)

Lists should be indented 0.125" from the margin and distinguished by either a bullet or a number. Type should begin one character space from the bullet or number. The space between list items must be 1½ the amount of the leading used. Sublists should be distinguished with either a hyphen or lowercase alphabet letters. When a list item requires more than one line of copy, the leading should hold the list item together as a single entity.

Note: Bullets should match font color (Black or Cool Grey 9)

Correct

- This is a correct usage of a bullet
- This is a correct usage of a bullet that requires 2 lines of copy
 - This is a correct usage of a sub-bullet
 - This is a correct usage of a sub-bullet

Incorrect

- This is an incorrect usage of a bullet
- This is an incorrect usage of a bullet that requires 2 lines of copy
 - This is an incorrect usage of a sub-bullet
 - This is an incorrect usage of a sub-bullet

Call-Outs

Distinguish callouts from the surrounding copy by providing adequate white space. Callouts should be at least 4 points larger than the point size used for the body copy. They can appear in either Arial or Century Gothic, but they must be consistent throughout the piece. For callouts, you can use any of the primary or secondary color palettes.

“Bioventus products help patients heal quickly and safely.”

Photography

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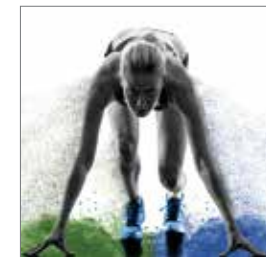
Where the Action Is

Our photographic style conveys a feeling of action and motion, with dramatic contrast in dark and light. The images suggest an explosive burst of energy that's occurring, or about to occur. The "spray effect" reinforces this burst of energy.

As for color, images should contain Bioventus product colors and Bioventus purple in the spray and in the clothing of the individuals.

If you need additional stock photographs, such images should be submitted to the Brand Team for approval prior to purchasing (contact Creative Services).

Sample Images



Graphic Dust

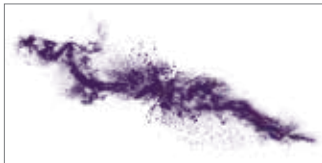
Solid Colors

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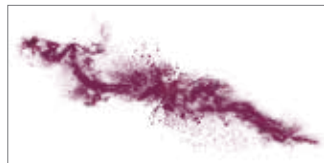
The Special Effect for Our Action Figures

The Bioventus “graphic dust” strongly contributes to a sense of action and motion. When using the graphic dust as a solid color, always use Bioventus purple, red, or orange from the color palette. You can use the primary color of a Bioventus product, but only when using that product. Never use solid white or black unless as a transparency.

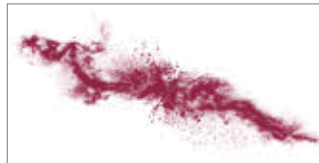
Bioventus Purple



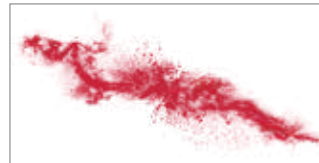
Bioventus Red



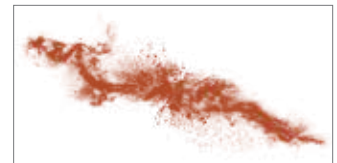
CELLXTRACT Red



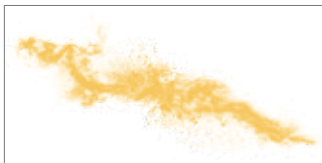
EXTRACTOR Red



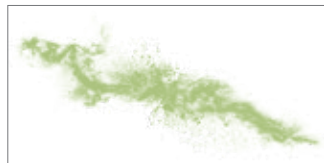
Bioventus Orange / EXOGEN



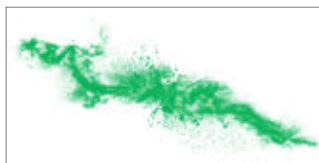
PUREBONE Yellow



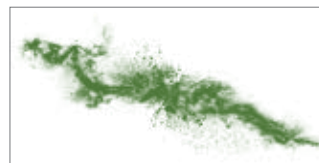
EXPONENT Green



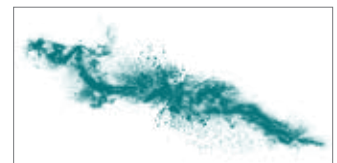
SUPARTZ FX Green



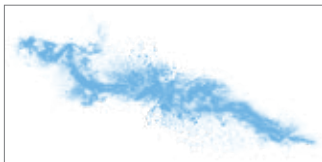
OSTEOAMP Green



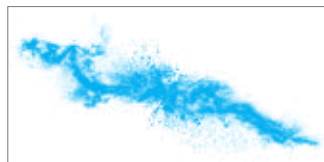
GELSYN Green



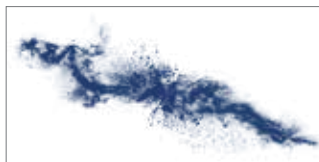
OSTEOMATRIX Blue



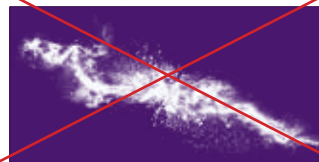
DUROLANE Cyan



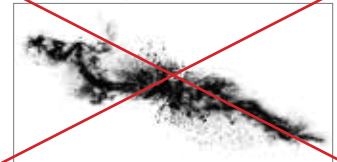
SIGNAFUSE / INTERFACE Blue



Incorrect usage



Incorrect usage



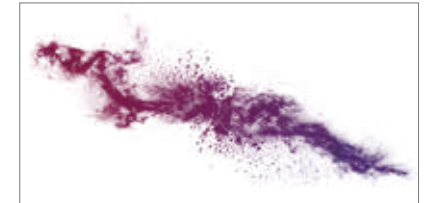
Graphic Dust Gradations

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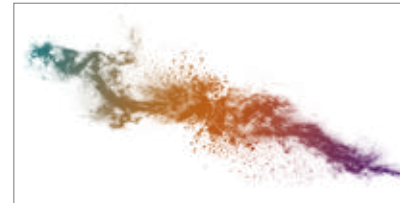
Can I Interest You in the Purple?

When using a gradient, the color shift must always go from a Bioventus product color to Bioventus purple. If you are using more than one product, then you should achieve a rainbow effect by using the product colors in the order they would be found on a color wheel, and again end with Bioventus purple.

Sample 2 Color Gradations



Sample 3 Color Gradations



Graphic Dust Transparencies

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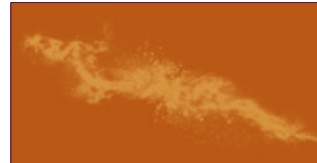
White: Over a light color, the basic blending mode should be 100 percent soft light. Over a dark color, the basic blending mode should be 100 percent overlay.

Black: A black spray can be used, but only on black-and-white projects. It must be screened back at least 30 percent so copy overlay may be readable. .

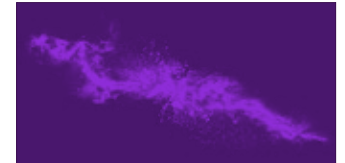
Solid Color: A colored spray can be used, but it must be screened back to 15 percent transparency.

Gradations: Gradation may never be used as a transparency.

Soft Light 100%



Overlay 100%



30%



40%



Bioventus Purple 15%



DUROLANE Cyan 15%



Gradation as Transparency



Gradation as Transparency



A Few Words about Words

We speak with many audiences: physicians, physician assistants, patients, payers, finance executives, etc. Our goal in communications is to convey our brand, our voice—but in a clear way that our audiences understand and appreciate. That’s how we earn their trust. When writing, remember to:

- **Keep it short:** Break apart long sentences. Eliminate unnecessary words (particularly adjectives and adverbs).
- **Ensure accuracy:** Nothing will hinder our credibility faster than dubious claims or exaggerations. When making a claim, support it with data and use an authentic voice.
- **Focus on benefits:** Features are important, but deep in the decision-making lizard part of our brain, we want to know the benefit. What will it mean to me? Features are things like, “stimulates cells to differentiate into osteoblasts,” or “the longest half-life of any hyaluronic acid product.” Benefits are things like, “gets you back on your feet faster,” and “reduces knee pain.”
- **Speak their language:** Use language that is familiar to the audience. If they don’t hear themselves in our communications, they’re unlikely to listen to our message. (For example, you might say “myocardial infarction” to a doctor, but “heart attack” to a patient.)

Your Dinner vs. You’re Dinner: Punctuation Matters

Effective writing requires an excellent command of grammar and punctuation, as well as consistent use of style. “Style” provides guidance for such issues as capitalization, abbreviations, numbers, academic degrees, dimensions, citations, references, etc.

For external communications—content going to customers, healthcare providers, other companies, payers, etc.—we follow the American Medical Association Manual of Style (AMA Style).

For internal communications—news releases, articles, presentations, corporate communications—we adhere to Associated Press Style (AP Style).

Trademark Usage

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Protecting Our Intellectual Property

Bioventus and the Bioventus logo design have been submitted for trademark approval in many countries. Currently, the mark is a registered trademark in the following countries:

Austria	Greece	Portugal
Belgium	Hungary	Romania
Bulgaria	Ireland	Russia
Croatia	Italy	Slovakia
Cyprus	Latvia	Slovenia
Czech Republic	Lithuania	Spain
Denmark	Luxembourg	Sweden
Estonia	Malta	Switzerland
Finland	Norway	Turkey
France	The Netherlands	United Kingdom
Germany	Poland	United States

For all North American and European materials, the Bioventus logo is a registered trademark and should include the ®.

For all other territories, the Bioventus logo is a trademark and should include the ™. If something will be available for European countries and other territories, use the ™ designation. Notification of the mark should be written on the document (space permitting).

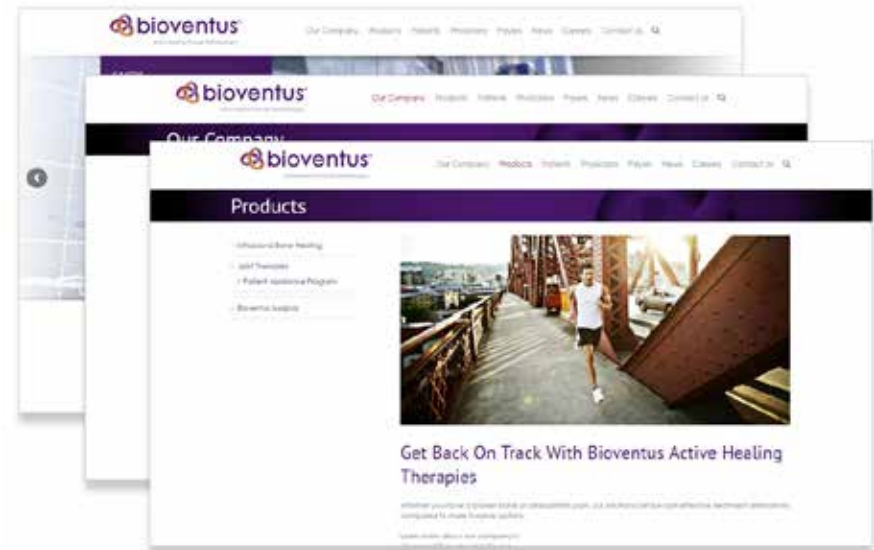
For USA and European materials, use:
Bioventus and the Bioventus logo are registered trademarks of Bioventus LLC.

An Inviting Window to the World

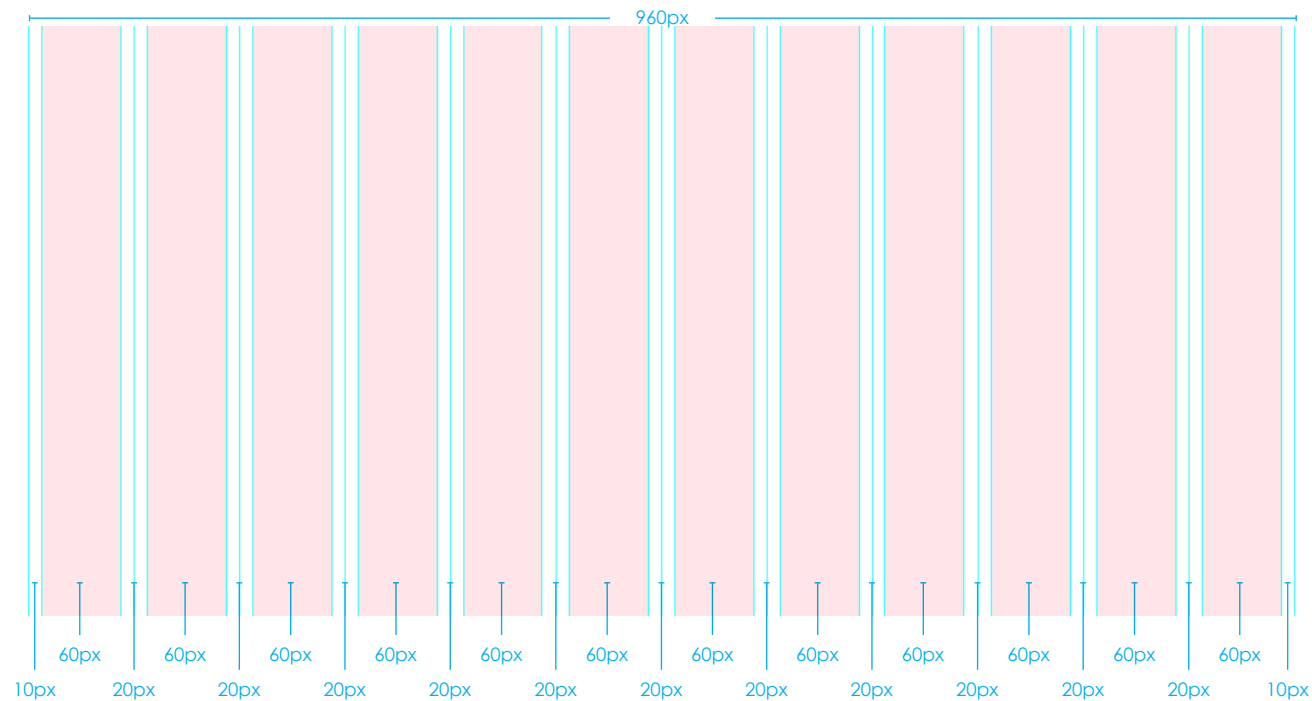
The purpose of the BioventusGlobal.com guide is to define accepted design standards for the Bioventus global website. This guide provides you with an understanding of the basic design principles for the website, enabling you to treat designs in a consistent manner throughout every application.

Conventions:

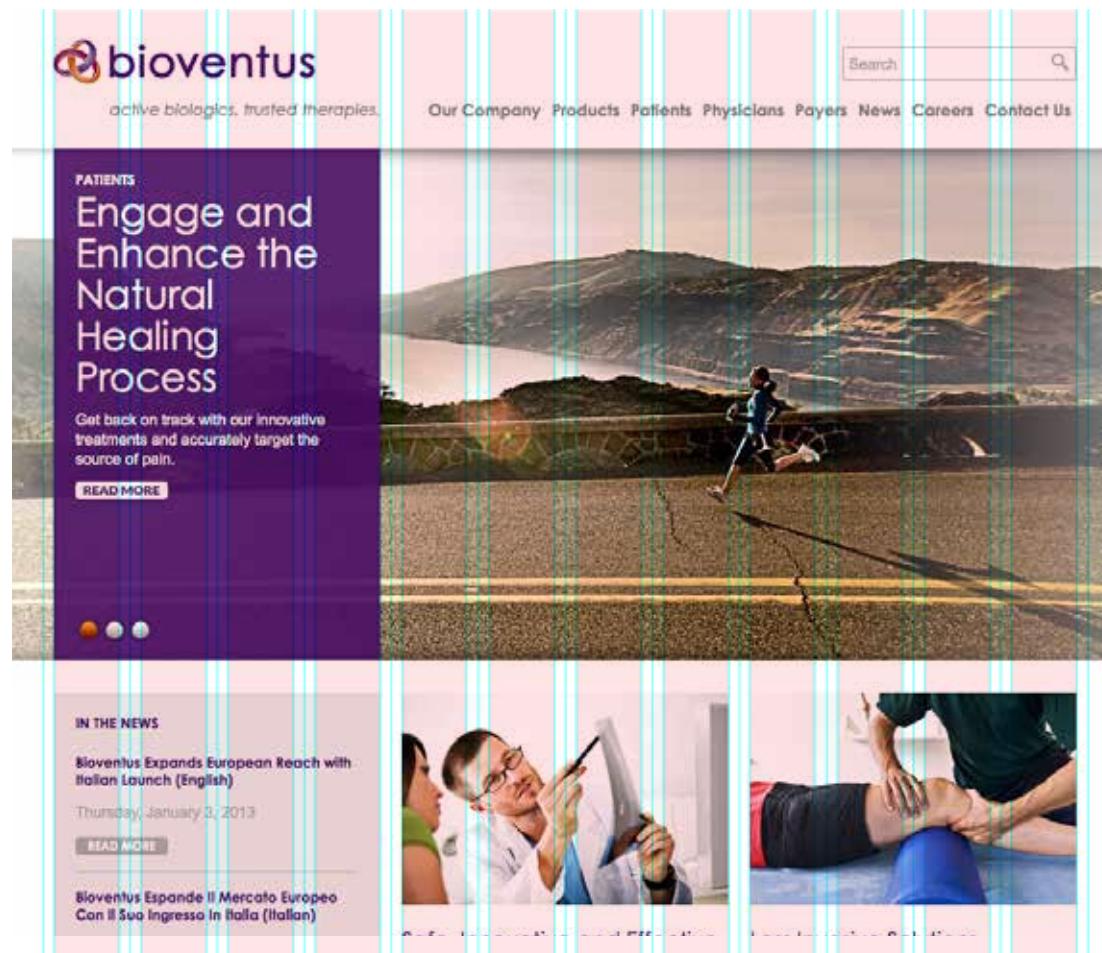
- All measurements are in pixels, the standard and most accurate measurement for digital interfaces
- All colors are listed as HEX values, the standard for digital interfaces



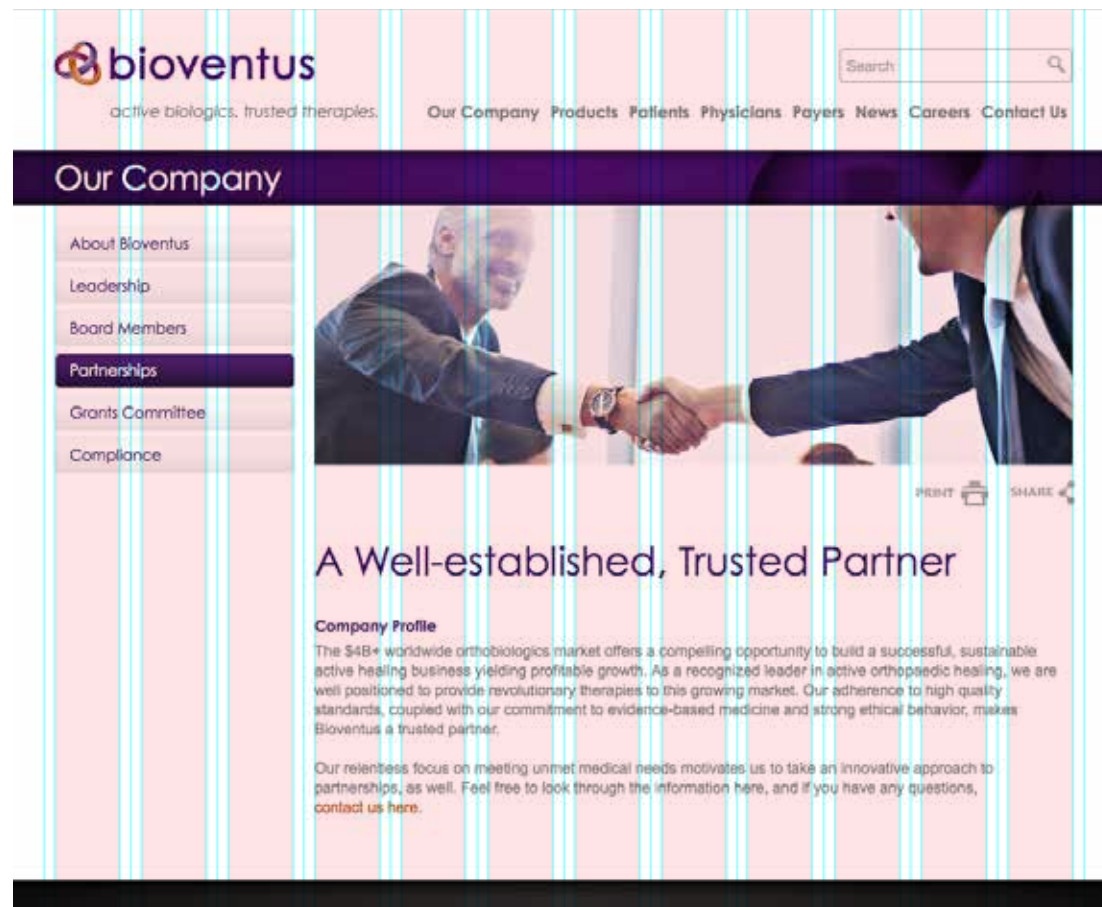
The master grid is a 12-column, 960-pixel grid in which each column is 60 pixels wide with a 20-pixel gutter between them.



The Bioventus Global.com home page grid.



The Bioventus Global.com secondary page grid.



In Life, Be Colorblind. At Work, Stick with the Palette.

Color plays an important role in the site design. We use color to reinforce the Bioventus brand, differentiate content types, and identify page functions.

Primary



RGB 73 23 109
HEX #49176D

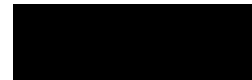


RGB 185 89 21
HEX #B95915



RGB 124 0 64
HEX #7C0040

Secondary



RGB 0 0 0
HEX #000000



RGB 112 114 113
HEX #707271



RGB 168 168 170
HEX #A8A8AA



RGB 225 225 225
HEX #FFFFFF

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Century Gothic font family is used for all short pieces of copy such as headlines, subheads and block quoting.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Arial font family is used for all instances of body copy, in-text hyperlinks and short descriptions in feature items.

The primary HTML type tags can be seen here. The h1-h4 tags will change color according to the section of the site in which they reside. Those CSS groupings are:

<h1>Headline 1

Font: Century Gothic Regular / Size: 36px / Line Spacing: 42px

<h2>Headline 2

Font: Century Gothic Regular / Size: 26px / Line Spacing: 34px

<h3>Headline 3

Font: Century Gothic Regular / Size: 20px / Line Spacing: 24px

<h4>Headline 4

Font: Century Gothic Bold / Size: 14px / Line Spacing: 18px

<body>Body Copy

Font: Arial / Size: 14px / Line Spacing: 18px / Color: 6D 6E 71

<link>Body copy [Link](#)

Font: Arial / Size: 14px / Line Spacing: 18px / Color: B9 59 15

<hover>Body copy [Link](#)

Font: Arial / Size: 14px / Line Spacing: 18px / Color: B9 59 15 / Underlined

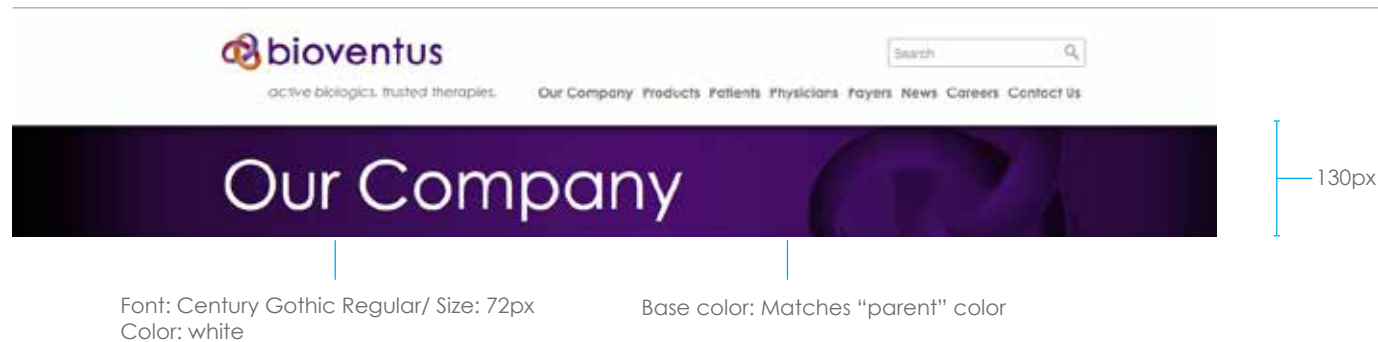
<visited>Body copy [Link](#)

Font: Arial / Size: 14px / Line Spacing: 18px / Color: B9 59 15

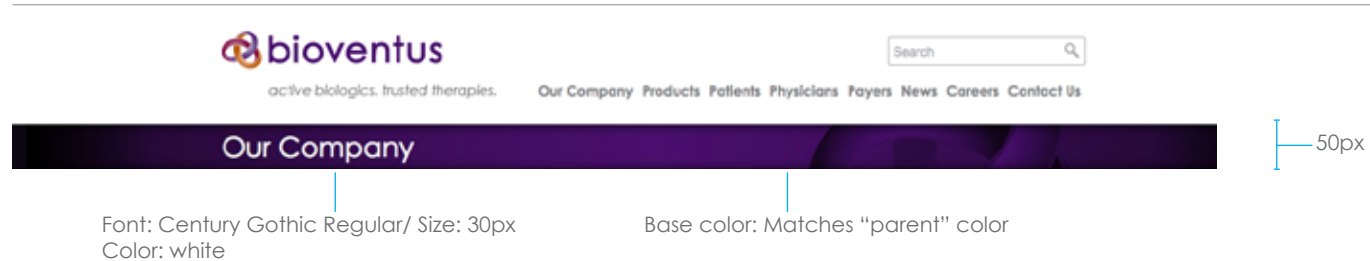
With You through Thick and Thin

The color banner for the site comes in two sizes. For overview or “top-level” pages, use the thicker banner with larger type. For interior pages, use the thinner banner with smaller type. Specifications for each banner are shown here.

Thick Banners



Thin Banners



Keeping It Real

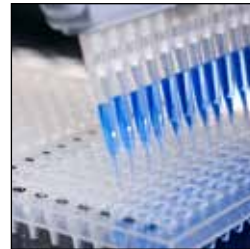
The Bioventus photographic style is bright and generally cool in temperature. Most images are high in contrast and feel authentic, optimistic, and not overly staged. The image bank reflects a mixture of portraits with shallow depth of field, and wide-angle shots that emphasize angles and motion.

If you need additional stock photographs, images should be submitted to the Brand Team for approval prior to purchasing.

Sample Images



Sample Images



We're of Two Minds on This

Pages requiring an image will primarily use one of the two sizes shown here. Use larger images on overview pages and smaller ones on interior pages.

Large Image



Small Image

