

EXOGEN Brand Guidelines

Implementing the EXOGEN brand in communications
Updated 2019

exogen[®]
ultrasound bone healing system

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About This Guide

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Shaping Beliefs and Behaviors

This document is designed to give you clarity and guidance when applying or interacting with the EXOGEN brand. Here, you will discover what the brand is and how we integrate it into our work.

The information you will find here helps us talk about EXOGEN in a unified voice to many audiences. It's more than just how to size the logo or select the right color. It frames the way we shape beliefs and behaviors among healthcare providers, patients, and other stakeholders.

About EXOGEN

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This Is Us

The “elevator pitch”

EXOGEN restores and amplifies your body’s natural bone-healing power to accelerate healing and restart the healing process when fractures have failed to heal properly.

Brand personality

Brand personality derives from characteristics that describe the brand as if it were a person. What is our brand like? How does our brand make our audiences feel? The EXOGEN brand personality is that of an on-the-go professional, someone who is secure with themselves, takes initiative, and is:

- Happy
- Assured
- Active, energetic
- Friendly
- Adventurous
- Approachable

EXOGEN key messages

1. Uses ultrasound technology to restore and amplify your body’s natural bone-healing power.
2. Accelerates normal healing and restarts healing when fractures have failed to heal.
3. Convenient, painless, and easy to use, with comprehensive resources, support, and guidance.

Logo

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There Are Many Like It, But This One Is Ours

The EXOGEN logo is the face of the product, making it a valuable corporate asset. As such, it is imperative that you consistently use the logo in the approved forms.

All elements of the logo—from the font to the colors—were carefully selected to create a clear identity that can be differentiated from competitors. The EXOGEN logo is simple, flexible (within guidelines), and appropriate for our audiences. The Brand Guidelines include instructions about how to use the logo on sales materials, websites, internal documents, promotional items, etc.

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

exogen[®]
ultrasound bone healing system

~~**exogen[®]**
ultrasound bone healing system~~

~~**exogen[®]**
ultrasound bone healing system~~

~~**exoge**
ultrasound bone healing~~

Logo Size

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Honey, I Shrunk the Logo

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 EXOGEN logo should not be reproduced smaller than 1.5 inches (3.8 cm) wide for printing materials and 144 pixels for electronic applications.

Without tagline

The only time you should use the EXOGEN logo without a tagline is when you need the logo smaller than 144 pixels. In this situation, the EXOGEN logo should not be reproduced smaller than 1-inch wide (2.54 cm) for printing materials and 96 pixels for electronic applications.



Logo Tagline & Positioning

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A Co-Dependent Relationship

The EXOGEN logo tagline is: **ultrasound bone healing system**

The tagline should appear with the EXOGEN logo on all corporate communications. The tagline is written all lowercase. For alignment purposes, the tagline should always begin at the left edge of the letter “e” and end on the right edge of the letter “n.”



Logo White Space

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Keep Your Distance

The EXOGEN logo sits on a white background. The margin around the logo should equal the height and width of the letter “x” from brand name on every edge. 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

Usage with Company Logo

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No Need for Separation Anxiety

When the EXOGEN logo appears with a company logo, the EXOGEN logo should be 125% of the company logo size. If this causes the Bioventus logo to be smaller than its minimum size (1 inch/2.54 cm/96 pixels), the logos must be separated:

- The EXOGEN logo should occupy the upper position of the page
- The Bioventus logo should occupy the lower-right position of the page

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

It is preferred that the EXOGEN logo and the Bioventus logo appear separately.



Logo

Approved Variations

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Back in Black . . . If You Can't Use Color

The primary EXOGEN logo is the 2-color version: Pantone 2627c and 1675c. In situations that prohibit using the 2-color version, the logo may be used in all 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 in favor of any secondary logos.

Primary Logo



Secondary Logo



Color

Primary/Secondary Colors

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4 Colors—but 15 Possible Combinations

Consistent use of color across all media is essential to the integrity of the EXOGEN 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 EXOGEN 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

Secondary

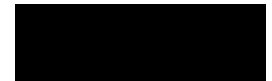


PRINT

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

Typography



Sorry, Helvetica, You're Just Not My Type

Typography contributes to our overall brand identity; it's another element of our personality that comes through when we express ideas, products, and our brand. EXOGEN 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.

Create Lists Even Craig Would Love

Lists (bullets)

Lists should be indented .125" from the margin, and be distinguished by either a "•" or a number. Type should begin one character space from the bullet or number. The space between list items must be 1 1/2 of the leading used. Sublist should be distinguished with either a "-" or lowercase alphabetical list. 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)

- 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
- ~~• 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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Put Your Selfie Stick Away

Photography associated with EXOGEN should meet these criteria:

Use ordinary people: The subjects should not be movie-star beautiful, nor should they be raggedy.

Ensure they are adults: No one under 20. Also be aware that most EXOGEN patients are over 40.

Show people being active: They should be engaging in sports or recreation, or moving in an everyday capacity.

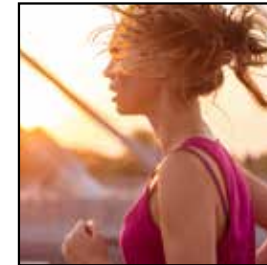
Focus on one: Images should draw attention to one person, even if multiple people are shown in the photo.

Don't worry, be happy: Images should capture people living happy, stress-free lives.

Stay warm: Show warm colors with effective contrast in lights and darks.

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



Photography

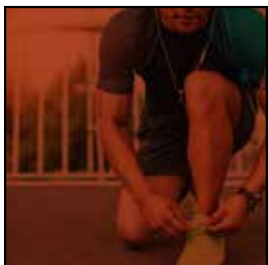
Color Overlays

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When use of a color overlay on an image, only EXOGEN orange and Exogen purple. the image may need to be desaturated to prevent odd colorization of the image when the overlay is applied.

The overlay must be applied as a multiply with a percentage value that allows the image to show through enough to achieve desired effect.

Sample Images



Graphic Dust

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Like Graffiti, Only Legal

Solid Colors

When using the graphic spray as a solid color, always use EXOGEN purple or EXOGEN orange from the color palette. Never use solid white or black unless as a transparency.

White

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

Black

A black spray can be used, but only on black-and-white projects. It must be screened back no more than 30%.

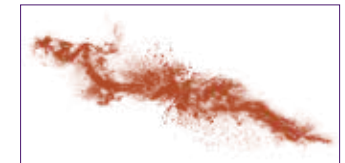
Gradation

Gradation should always be an EXOGEN orange to EXOGEN purple

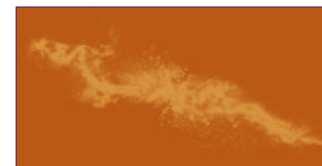
Bioventus Purple



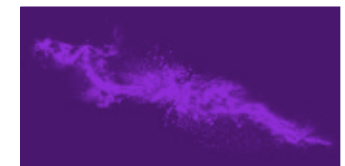
Bioventus Orange / EXOGEN



Soft Light 100%



Overlay 100%



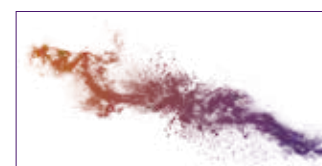
30% Black



40% Black



Correct Gradation



Email Blast

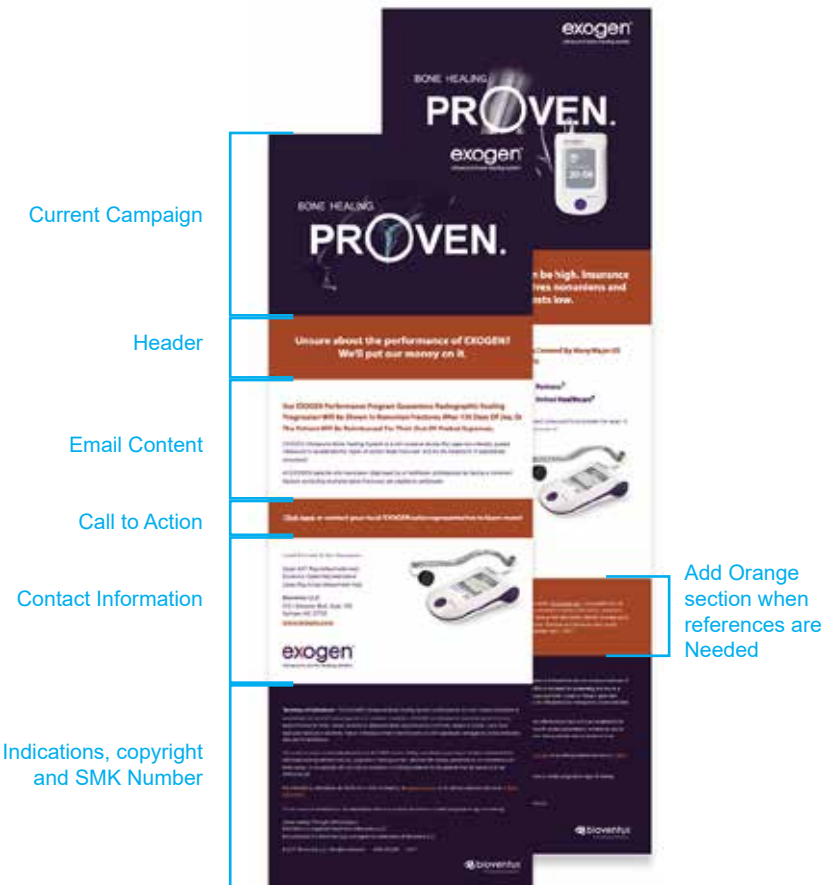
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Almost as Flexible as a Yoga Teacher

EXOGEN email blast are clean, modular, and highly flexible, with a fully responsive design. The maximum width should not exceed 800 pixels. The length is determined by the amount of content.

All images used in the email should be housed in the Marketo system under the EXOGEN folder.

Before being sent out, all email should be tested through Marketo and viewed on a desktop, tablet, and phone email browsers.



Indications for Use

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US Only

Summary of Indications for Use: The EXOGEN Ultrasound Bone Healing System is indicated for the non-invasive treatment of established nonunions[†] excluding skull and vertebra. In addition, EXOGEN is indicated for accelerating the time to a healed fracture for fresh, closed, posteriorly displaced distal radius fractures and fresh, closed or Grade I open tibial diaphysis fractures in skeletally mature individuals when these fractures are orthopaedically managed by closed reduction and cast immobilization.

There are no known contraindications for the EXOGEN device. Safety and effectiveness have not been established for individuals lacking skeletal maturity, pregnant or nursing women, patients with cardiac pacemakers, on fractures due to bone cancer, or on patients with poor blood circulation or clotting problems. Some patients may be sensitive to the ultrasound gel.

Full prescribing information can be found in product labeling, at EXOGEN.com, or by calling Bioventus at 1-800-836-4080.

[†]A nonunion is considered to be established when the fracture site shows no visibly progressive signs of healing.

Outside US (not Canada)

Summary of Indications for Use: EXOGEN is indicated for the non-invasive treatment of osseous defects (excluding vertebra and skull) that includes the treatment of delayed unions, nonunions[†], stress fractures and joint fusion. EXOGEN is also indicated for the acceleration of fresh fracture heal time, repair following osteotomy, repair in bone transport procedures and repair in distraction osteogenesis procedures.

[†] A nonunion is considered to be established when the fracture site shows no visibly progressive signs of healing.

There are no known contraindications for the EXOGEN device. Safety and effectiveness have not been established for individuals lacking skeletal maturity, pregnant or nursing women, patients with cardiac pacemakers, on fractures due to bone cancer, or on patients with poor blood circulation or clotting problems. Some patients may be sensitive to the ultrasound gel.

Full prescribing information can be found in product labeling, or at EXOGEN.com.

Indications

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Canada

Indications for Use

EXOGEN Ultrasound Bone Healing System is indicated for the non-invasive treatment of osseous defects (excluding vertebra and skull) that includes:

- Treatment of delayed unions and nonunions[†]
- Accelerating the time to heal of fresh fractures
- Treatment of stress fractures
- Accelerating repair following osteotomy
- Accelerating repair in bone transport procedures
- Accelerating repair in distraction osteogenesis procedures
- Treatment of joint fusion

[†]A nonunion is considered to be established when the fracture site shows no visibly progressive signs of healing.

There are no known contraindications for the EXOGEN device. Safety and effectiveness have not been established for individuals lacking skeletal maturity, pregnant or nursing women, patients with cardiac pacemakers, on fractures due to bone cancer, or on patients with poor blood circulation or clotting problems. Some patients may be sensitive to the ultrasound gel. Full prescribing information can be found in product labeling, at www.exogen.com, or by calling customer service at 1-855-771-0606 (toll free).

Contact Information

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NL	Bioventus Coöperatief U.A. Taurusavenue 31 2132 LS Hoofddorp Nederland Customer Care T: 0800 0599 E: customercare-international@bioventusglobal.com
DE	Bioventus Germany GmbH Paul Gerhardt-Allee 50 81245 München Deutschland Customer Care Toll free: 0800 1833735 F: +49 (0)32 22 10 94 056 E: customercare-international@bioventusglobal.com
PL	Bioventus Poland Sp. z o.o. ul. Grzybowska 2/29 00-131 Warsaw Poland NIP: 525 255 83 07 E: customercare-international@bioventusglobal.com
IT	Bioventus Coöperatief U.A. Taurusavenue 31 2132 LS Hoofddorp Paesi Bassi Customer Care T: 00800 02 04 06 08 E: customercare-international@bioventusglobal.com

CAN	Bioventus Canada ULC 2476 Argentia Road Suite 100 Mississauga, ON L5N 6M1 Canada T: 1-855-771-0606 E: customercare-international@bioventusglobal.com
UK	Bioventus Coöperatief U.A. Taurusavenue 31 2132 LS Hoofddorp The Netherlands Customer Care T (UK): 0800 05 16 384 T (IR): 1800 552 197 E: customercare-international@bioventusglobal.com
USA	Bioventus LLC. 4721 Emperor Boulevard Suite 100 Durham, NC 27703 Customer Service T: 1-800-836-4080 E: ctservicescenter@bioventusglobal.com
All Others	Bioventus Coöperatief U.A. Taurusavenue 31 2132 LS Hoofddorp The Netherlands Customer Care E: customercare-international@bioventusglobal.com

Trademark Usage

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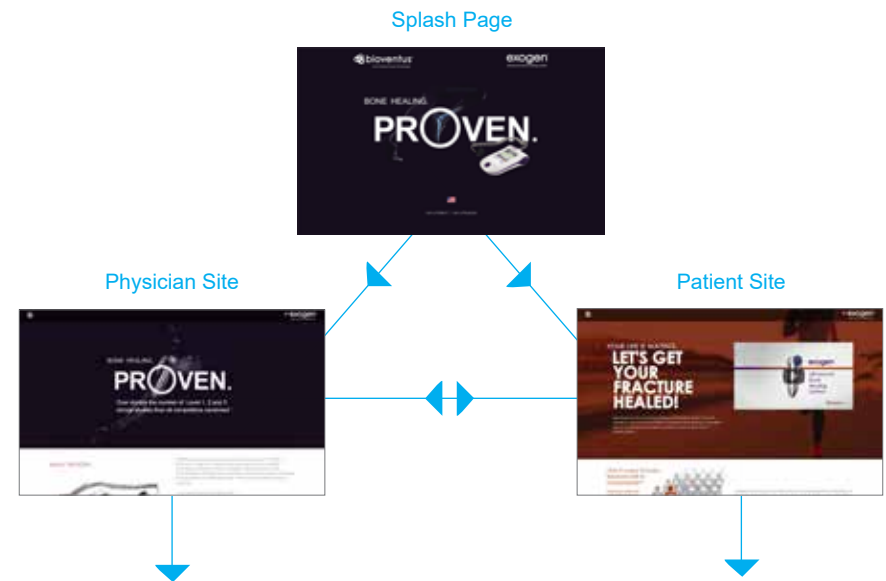
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USA	EXOGEN, Bioventus and the Bioventus logo are registered trademarks of Bioventus LLC.

The purpose of the EXOGEN.com guide is to define accepted design standards for the EXOGEN 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



4 Colors—but 15 Possible Combinations

Consistent use of color across all media is essential to the integrity of EXOGEN. The colors shown here are the approved primary color variations for web (RGB) formats. No other color specifications should be used.

Primary



WEB

RGB 73 23 109
HEX #49176D



WEB

RGB 185 89 21
HEX #B95915

Secondary



WEB

RGB 118 119 123
HEX #76777B



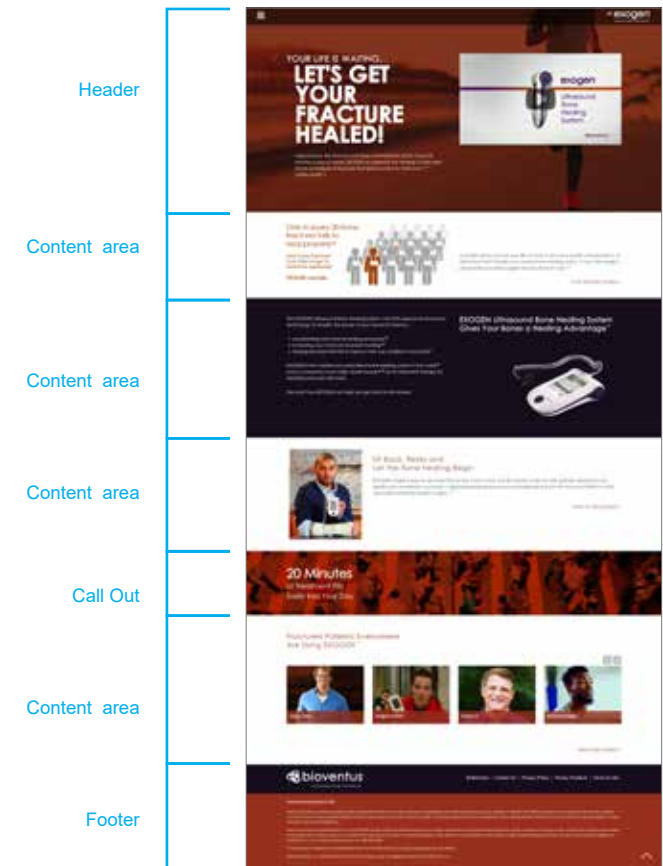
WEB

RGB 0 0 0
HEX #000000

The website is Responsive

Each section should be laid out in 1-4 evenly spaced columns

Each section routes between a white background and a colored background sections. When two white sections align next to one other, they should be separated with a colored call out.



Fonts

Century Gothic and Arial

Page Headers

Century Gothic, all caps, white and placed over a colored background image.
One or more words should be emphasized by increased size and bold.

Subheaders

Century Gothic ,Title caps, Orange when over white

Body Copy

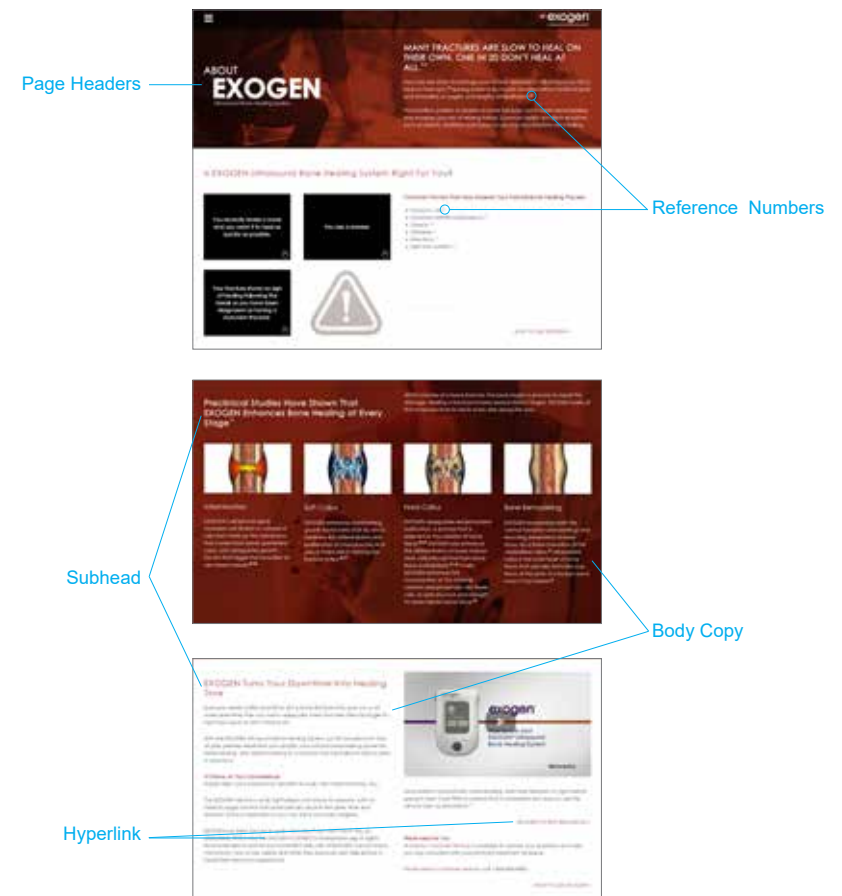
Arial, Gray when over white

Reference Numbers

Orange when over white

Hyperlinks

Orange when over white, not underlined except on rollover



Physician

Not counting call-outs a majority of the images need to be geared more to the Medical field.



Patient

These images should be geared to patient and there everyday activities.



The footer needs to be placed on all pages and not changed except for the copyright date.

