

Carestream

BRAND
GUIDELINES

brand@carestream.com
carestream.com/brand

2 Table of Contents	6 Masterbrand Mark	21 Marketing Materials	39 Tradeshows
3 Introduction	Full-Color Mark	Product Brochure	Large-Scale Shows
4 About These Guideline	Clear Space/Minimum Size	Product Sell Sheet	Small and Mid-Size Shows
5 Our Promise	Incorrect Mark Usage	Print Advertising	Pull-Up Banners
	Color Palette	Direct Mail	44 Product Trade Dress
	eMail Signature	Online Banner Ads	Product Color Palette
	Business Papers	eBlast/Landing Page	Product Trade Dress
	14 Fonts	Corporate Website	47 Signage
	Print Font Family	Social Media Marketing	
	Electronic Font Family	Social Media Websites	
	17 Copywriting	32 Photography	
	Tone of Voice	Humanistic	
	Copy with Impact	Product-In-Use	
	Proper Name Usage	Hardware	
		Software	
		Incorrect Usage	

Hello.

Presenting a unified front to customers is crucial in growing our reputation as a trusted leader in healthcare imaging and IT. To maintain essential brand consistency, it's important for each of us at Carestream Health to follow the brand guidelines presented here when developing all marketing-communications materials.

This will help us maintain a strong, constant identity at all points of contact with our worldwide customers.

Thank you in advance for your cooperation in using these guidelines faithfully. We look forward to working together while continuing to build our Brand.

The Carestream Brand Team

ABOUT THESE GUIDELINES.

The Carestream brand is much more than just our logo and the color orange. It's the very foundation upon which all of our communications are built.

The additional elements which comprise our visual identity include our brand mark, tone of voice, color palette, typography and graphic elements.

These guidelines cover proper use of these branding elements for most common applications. However, they cannot anticipate nor govern every last usage need that might arise. Rather, they are meant to give you the knowledge and insight to represent the Carestream brand appropriately in the vast majority of situations.

Whenever you do require additional guidance or have specific branding questions that are not outlined here, feel free to reach out to us.

brand@carestream.com

Our Customer Promise:

Inventive, elegantly simple solutions that provide smarter answers to your technological and business needs.

Our Brand Attributes:

Expert, Inventive, Passionate, Dynamic, Flexible, Entrepreneurial

Our Brand Position:

Focused Ingenuity

OUR PROMISE.

Our promise is the essence of our brand:

We will strive to focus our heritage, experience and expertise to create simple, elegant solutions – solutions that offer radiology and healthcare IT professionals a smarter way forward. In today's global healthcare environment – where the pressure to deliver better outcomes at lower costs has never been greater – we'll work to empower our customers with newer, better and more cost-effective ways to offer their patients an ever-improving standard of care.

OUR APPROACH.

At Carestream, our approach is based on a passionate commitment to doing whatever it takes to help our customers succeed. It's that simple and that clear.

Towards that goal, we create innovative ideas that support excellence – across manufacturing, logistics, procurement, installation, training and service.

Carestream

MASTERBRAND
MARK

The Masterbrand Mark

The Masterbrand Mark is made up of custom letter forms and spacing – joined together to create a unique and ownable brand mark.

The Masterbrand Mark should:

- ONLY be represented in ORANGE, WHITE or BLACK.
- NEVER be modified.
- Always be used horizontally.
- NEVER be recreated or represented in a different color or font.
- NEVER be tilted, rotated, elongated or distorted.
- NEVER be used in a headline or body copy.

The CARESTREAM ORANGE Masterbrand Mark must only be placed on a WHITE background.

Should the Masterbrand Mark need to be placed on a background color other than WHITE, the only color options for the mark are BLACK or WHITE.



Carestream

Full-Color Preferred Masterbrand Mark

The full-color brand mark is the preferred visual expression of the Carestream Masterbrand Mark. There are two versions of the full-color brand mark:

- CARESTREAM ORANGE Masterbrand Mark on a white background
- WHITE Masterbrand Mark on CARESTREAM ORANGE

The rectangle shape shown here DOES NOT represent a specific shape in which the Masterbrand Mark is to be confined – it's only a means to illustrate the use of a WHITE Masterbrand Mark on a CARESTREAM ORANGE background.

Carestream



Masterbrand Mark Clear Space

To create maximum visual impact for the Masterbrand Mark, always maintain an area of clear space around the Mark equal to the height of the "C" in Carestream.

Masterbrand Mark Minimum Size

For **print** materials = no smaller than 1.0".

In **digital** applications = no smaller than 72 pixels.



1.0" (25.4mm)

Carestream

Print Materials

72 pixels

Carestream

Digital Applications

Incorrect Masterbrand Mark Usage

The Carestream Masterbrand Mark must never be altered in any way. Always use the Masterbrand Mark electronic artwork that has been approved.

Compliance is essential to maintaining a strong and consistent global brand identity. The Carestream Masterbrand Mark is a registered trademark, but does not appear with either a ® or ™ attached to it.



DO NOT reproduce the Masterbrand Mark using unauthorized colors.



DO NOT reproduce the Masterbrand Mark in gray scale.



DO NOT outline the Masterbrand Mark.



DO NOT reset the word mark using another font.



DO NOT use drop shadows or other graphic embellishments with the Masterbrand Mark.



DO NOT place the Masterbrand Mark over images.



DO NOT add any text or other graphic elements to the Masterbrand Mark.



DO NOT place the Masterbrand Mark on top of a pattern.



DO NOT turn vertical or stack the Masterbrand Mark.



DO NOT use a BLACK Masterbrand Mark on a CARESTREAM ORANGE background.



DO NOT place the CARESTREAM ORANGE Masterbrand Mark on a background color.




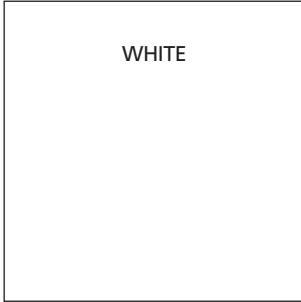
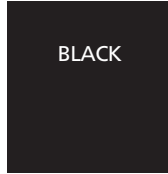
DO NOT place the CARESTREAM ORANGE Masterbrand Mark on a black background.

Masterbrand Mark Color Palette

CARESTREAM ORANGE is the primary color for Carestream. It can also be used in expansive graphic areas to draw visual attention and highlight key messaging statements.

CARESTREAM ORANGE is contrasted with prominent areas of white space to balance the page and maintain a clean, fresh look and feel to the Brand.

BLACK is used when cost or reproduction restrictions exist when reproducing the Masterbrand Mark. BLACK is also used for all body copy.

Primary		Copy
 <p>CARESTREAM ORANGE</p>	 <p>WHITE</p>	 <p>BLACK</p>
<p>Pantone 158C</p> <p>C 0 R 245</p> <p>M 61 G 128</p> <p>Y 97 B 37</p> <p>K 0</p> <p>HEX #EE7623</p>	<p>White</p> <p>C 0 R 255</p> <p>M 0 G 255</p> <p>Y 0 B 255</p> <p>K 0</p> <p>HEX #FFFFFF</p>	<p>Pantone Black C</p> <p>C 0 R 000</p> <p>M 0 G 000</p> <p>Y 0 B 000</p> <p>K 100</p> <p>HEX #000000</p>

eMail Signature

Carestream uses a consistent email signature globally, applied to the bottom of all electronic communications.

The signature contains your name, official job title, contact details and the Carestream Masterbrand Mark. Hyperlinks to our social media sites are also included in the signature.

DO NOT alter the positioning of information, font size or color, OR add any information or other elements to the email signature.

NOTE

A template has been created to help ensure Branding consistency and speed the process when creating your email signature. The template can be found on a Lotus Notes database – contact your department's Administrative Assistant for help in locating the proper database.

Carestream eMail Signature - US&C

John Smith | Manager, Sponsorships & Professional Relations
Global Marketing
Digital Medical Solutions

john.smith@carestream.com

Office: 585.627.1234 Fax: 585.627.4321 Cell: 585-123-1234

Carestream

www.carestream.com

Carestream Health, Inc. | 150 Verona Street | Rochester, NY 14608

Follow us on [Twitter](#) [Facebook](#) [YouTube](#) [EverythingRAD](#)

Carestream eMail Signature - Outside US&C

Emma Steiner | Program Manager Europe North
Digital Medical Solutions

emma.steiner@carestream.com

Office: +49 (0) 711 20 70 1234 Fax: +49 (0) 711 20 70 1111 Cell: +49 (0) 170 45 89 1234

Carestream

www.carestream.de

Carestream Health Deutschland GmbH | Hedelfinger Str. 60 | 70327 Stuttgart

Follow us on [Twitter](#) [Facebook](#) [YouTube](#) [EverythingRAD](#)

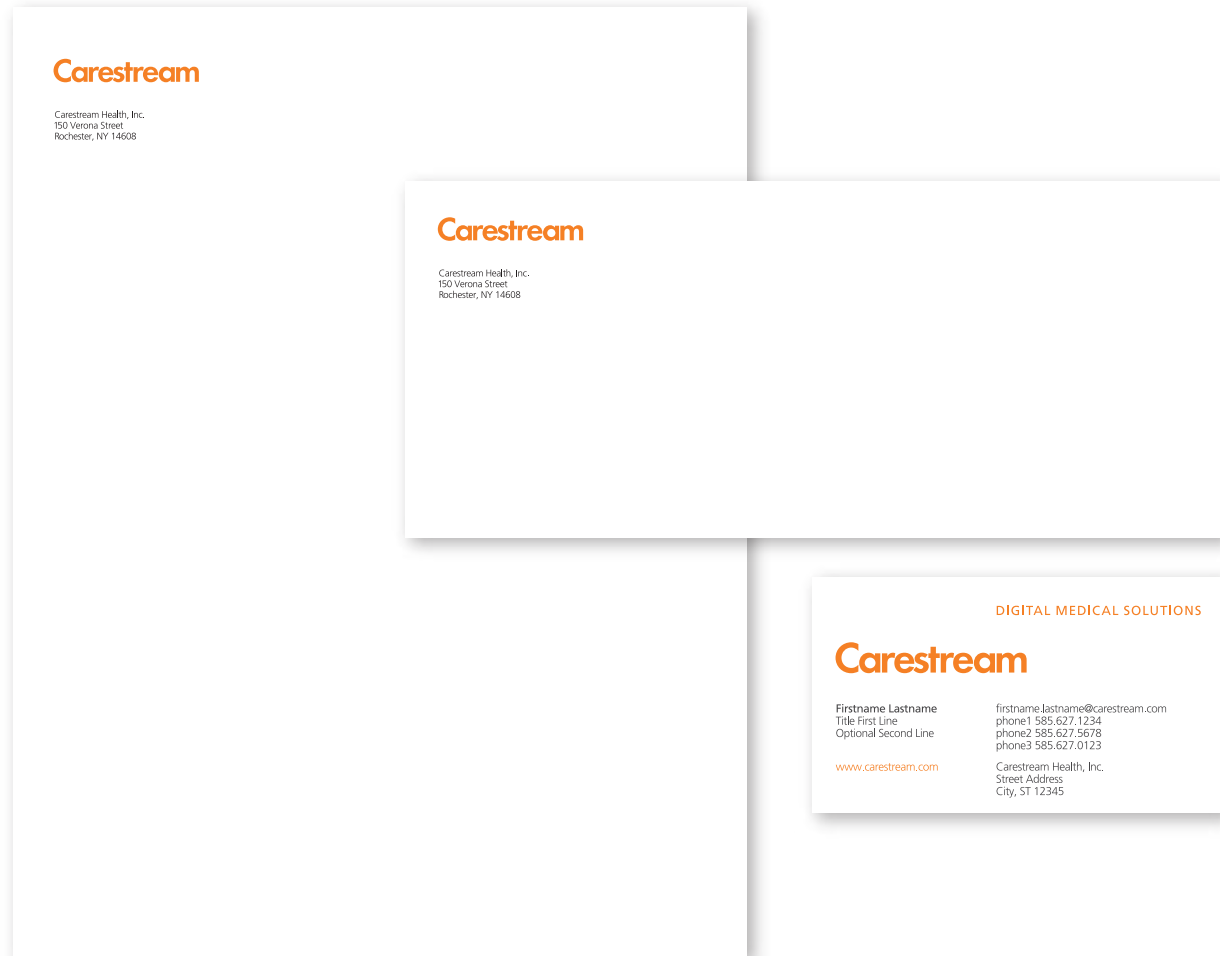
Letterhead, Envelope and Business Cards

All letterhead, envelope and business cards should use the formal company name (i.e. Carestream Health) anytime a physical address is displayed AND should be followed by the appropriate business entity as registered in the country in which you're doing business (i.e. Inc., LLC, Deutschland GmbH).

Please adhere to these templates when creating all letterheads, envelopes and business cards. It is important that instructions are followed carefully for legal purposes since Carestream Health does business in multiple countries around the world.

NOTE

Templates have been created to help ensure Branding consistency and speed the process when creating letterheads, envelopes and business cards. Templates can be found on the Carestream InFocus Intranet site under the Marketing Tab.



Carestream

FONTS

Print Font Family

Frutiger LT Std 45 Light is our official font. It should be used in most applications, including all headlines and body copy. Roman and Bold weights may be used when a layout requires a variation to distinguish type elements. Italics may be used sparingly to emphasize limited text or phrases, though Italics should not be used in headlines or subheads.

If the Frutiger font family is unavailable, Arial should be used.

Print

Frutiger LT Std 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890.,?&@#*()

Frutiger LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890.,?&@#*()

Frutiger LT Std 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890.,?&@#*()

Electronic Font Family

To maintain consistency across the board on our websites and e-communications, the Arial typeface should be used. This is a “web-safe” font that can be viewed on most computers and mobile devices.

Electronic

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?&@#*()

Carestream

COPYWRITING

NOTE

For matters pertaining to English usage, grammar and punctuation, Carestream adheres to the standards found in the Associated Press Stylebook. www.apstylebook.com

OUR TONE OF VOICE.

Our tone of voice is professional, knowledgeable, experienced and confident. This tone must be consistently maintained in all communications with our audiences – in print, online and in person. Our overall brand personality and communications should express the following traits:

- Helpful and focused on the needs of imaging professionals and their patients
- Humanistic – less on technology and more on its benefit to people
- Informative
- Expert – but not condescending or overly technical
- Clear and concise
- Positive and encouraging
- Self-assured – but never smug or boastful
- Professionally hip – but not stodgy or impersonal
- Aspirational and inspiring – yet realistic and grounded
- Respectful

Acknowledging Our Audiences

Our tone and content must be focused and appropriate to the audience at hand.

So, to a busy **radiologist**, we are respectful, concise, expert and informative.

To an **IT professional**, we're professionally hip, expert, helpful and self-assured.

To a **technologist**, we're positive, encouraging, clear and informative.

To **patients**, we are humanistic, inspiring, encouraging and respectful.

THREE KEYS TO COPY WITH GREATER IMPACT.

The structure and content of the language we use should mirror the brand – and be just as powerful and dynamic. We remain within the general bounds of standard English usage, but when called for, may take certain liberties. Utilizing these three practices makes our writing stronger and more compelling.

1 Sentence fragments, used sparingly, add punch, emphasis and drama:

Carestream is dedicated to innovation and always will be.

Becomes:

Carestream is dedicated to innovation. And always will be.

2 The “active voice” communicates more strength and candidness than the “passive voice.”

The DRX-Revolution was introduced by Carestream.

Becomes:

Carestream introduced the DRX-Revolution.

3 Writing with nouns and verbs, with adjectives and adverbs used sparingly, makes text stronger – and deflates “puffery.”

Using advanced, industry-leading technology, Carestream develops extraordinary solutions that give dedicated radiologists unprecedented ability to meet patient needs.

Becomes:

Carestream leads the industry, giving radiologists the tools to improve patient care.

Proper Name Usage

Carestream Health is the official name of the company and should be referred to as **Carestream Health** without the “Inc.” following the name. In all formal written communications such as collateral and other marketing materials, the first mention of the company should be **Carestream Health**. Subsequent reference in the same communication can be shortened to just **Carestream**.

The use of **CARESTREAM** in all CAPS is used to represent one of our product brands (i.e. CARESTREAM DRX-Revolution). The use of **Carestream** in upper/lower case is used to represent the company (i.e. Carestream Health).

- 1 **US Parent Company**
(used in copyright (©) lines and legal documents)
- 2 **Official name of the Company**
- 3 **Shorthand for Carestream Health**
(first instance should always be Carestream Health)
- 4 **Brand Name**
(CARESTREAM DRX-Revolution)

- 1 Carestream Health, Inc.
- 2 Carestream Health
- 3 Carestream
- 4 CARESTREAM

Carestream

**MARKETING
MATERIALS**

About Our Marketing Materials Design Guides

If you are assigned to create Carestream Marketing Materials, please be sure to adhere to these basic Design Guides while building your files. Also, note that in several instances, there are specific templates that must be followed.

If you are reviewing or critiquing materials that have been created for you, please be certain that any content revisions or additions you request can be implemented within the Design Guide framework.

To differentiate Carestream in the healthcare industry, our marketing materials feature strong and engaging visuals, attention-grabbing headlines with concise copy and a consistent core message.

If materials will be used as an integrated campaign, they must present a common look and feel, along with a consistent copy tone. To achieve this, all of our materials – from brochures to print ads to eBlasts – are created in accordance with clean, well-defined Design Guides and templates. This ensures they express a unified, compelling brand identity.

Product Brochure

There are several components that go into building a successful Product Brochure. *These templates must be closely adhered to.*

Cover Design

Our covers feature bold humanistic/product-in-use imagery, overlaid with Carestream Orange, to engage the reader. Cover copy includes a dominant three-word headline to draw attention and create intrigue.

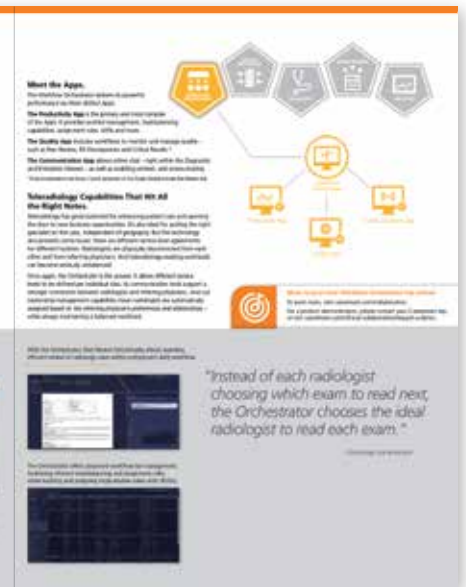
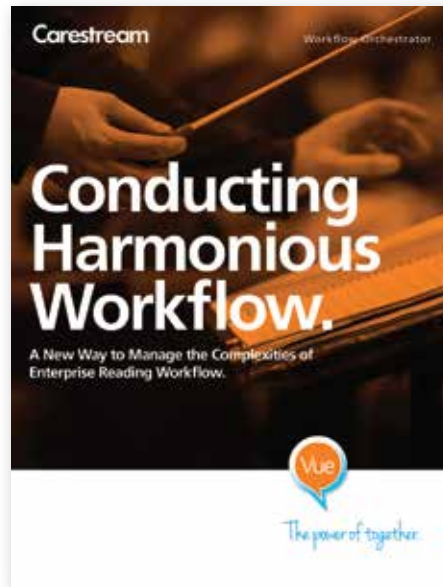
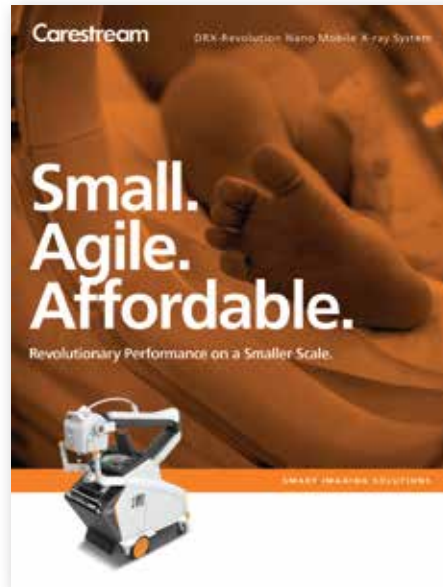
Brochure Interior

Concise, accessible copy focuses on the benefits each product or service offers the customer. Bullets, call-outs and captions are used frequently to allow easy copy "scanning" for the reader.

A wide variety of supporting product, humanistic and graphic imagery is acceptable. *Avoid using images that feature direct eye contact.*

Brochure Back

A uniform footer is used on the back page of all brochures to drive Corporate Banding consistency – containing the corporate URL address, social media icons, Masterbrand Mark and required legal copy. (See page 24 for visual reference.)



Product Sell Sheet

There are several key components that go into building a successful Product Sell Sheet. *These templates must be closely adhered to.*

Front Side

Our sell sheet covers feature bold humanistic/ product-in-use imagery, overlaid with Carestream Orange, to engage the reader. Cover copy includes a dominant three-word headline to draw attention and create intrigue. Copy includes a short set of bullets spelling out the Advantages at a Glance.

Back Side

This delivers a more detailed – but still concise – summary of the product features and benefits. A wide variety of supporting product, humanistic and graphic imagery is acceptable. *Avoid using images that feature direct eye contact.*

A uniform footer – containing the corporate URL address, social media icons, Masterbrand Mark and required legal copy – is used on the back of all sell sheets to drive Corporate Branding consistency.



Print Advertising

Building strong, visually engaging print ads is essential to making an impact in the marketplace and differentiating ourselves from our competitors. In our ads, a strong, strategy-based concept works with arresting imagery and engaging copy to deliver a clear and persuasive message. There is design flexibility, but our fundamental brand standards must be maintained.

Score higher practice revenue with in-office CT extremity exams.

A world leader in diagnostic imaging is planning a revolution in Cone Beam CT.

The CARESTREAM OnSight 3D Extremity System is designed to meet your most critical imaging needs – supporting rapid, affordable, convenient exams for timely diagnosis and commencement of treatment.

To get ready for OnSight to lead the field in CBCT imaging, learn more at carestream.com/onSight.

OnSight 3D Extremity System
Onlook. OnTarget. OnBudget.

Carestream

A. TAKE IT TO THE NEXT LEVEL.

IT saved the day when Juan was frightened by an irregular heartbeat.

COLLABORATION ACROSS HEALTH SYSTEMS

The cardiologist that Juan's doctor referred him to was part of a different regional health network. Explaining an advanced IT platform made all of Juan's current and prior data instantly available to the cardiologist (with consent).

The outcome? Juan got the timely, expert care he needed – and his heart's functioning as nicely as a drum.

Connecting people and data. Anywhere.

Carestream

CLINICAL COLLABORATION PLATFORM

See how CCLP can help you connect the people and data across your entire organization.

Ux
The power of together.

A GLOBAL HEALTH REASONING IT LEADER.

Carestream

Dynamic. Responsive. Innovative.

Carestream Health is a global corporation with more than 100 years of leadership in healthcare imaging and IT. Over 8,000 professionals strong – all striving to improve the quality of care for patients in over 150 countries.

We don't think product, we think solution.

For more information please contact:
Christina High, Country Sales Manager
Mobile: +91 98202445

Direct Mail Advertising

Even in the digital age, direct-mail communications remain an impactful tactic, whether alone or as part of a campaign. Our direct mail efforts range from simple, front-and-back postcards all the way to dimensional, 3D mailers. There is design flexibility, but our fundamental brand standards must be maintained.



Online Banner Advertising

Our customers are constantly bombarded with online advertising. The key to standing out is to keep our banner ads clean, open and accessible – and focused on a single message. This makes the banner far more likely to entice the viewer to click-through for more information – often delivering them to a custom landing page. The use of a strong call-to-action, connected to a valuable offer, is the key to successful banner performance.

Online banner advertising space comes in a wide variety of shapes and sizes. The banner size will determine whether you use humanistic or product-in-use imagery, or if you only have room for a copy message.

[Read White Paper ▶](#)

Score Higher Practice Revenue.

Expand your practice with in-office CT extremity exams. **Carestream**

Score Higher Practice Revenue.



Expand your practice with in-office CT extremity exams.

[Read White Paper ▶](#)

Carestream



Score Higher Practice Revenue.

Expand your practice with in-office CT extremity exams.

[Read White Paper ▶](#)

Carestream



Score Higher Practice Revenue.

Expand your practice with in-office CT extremity exams.

[Read White Paper ▶](#)

Carestream

Score Higher Revenue

with in-office CT extremity exams. [Read White Paper ▶](#) **Carestream**

A GLOBAL HEALTH IMAGING+IT LEADER.

Proactive. Passionate. Innovative.



[Let's Get to Work ▶](#) **Carestream**

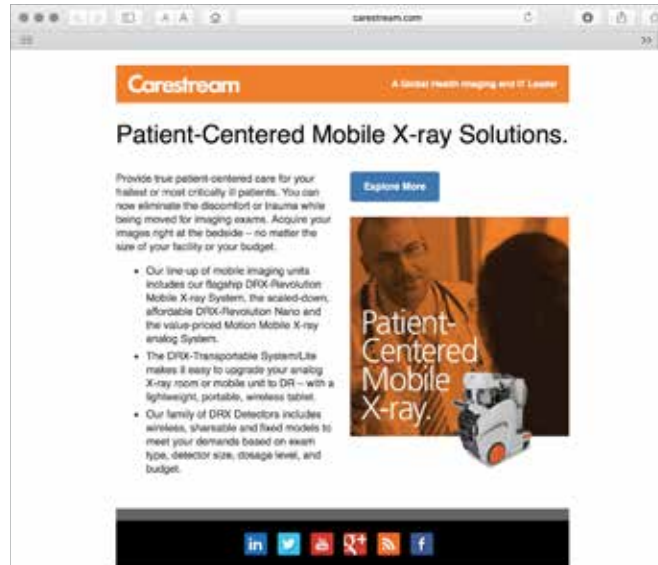
eBlast and Landing Page

An eBlast’s primary message takes center stage – in terms of both the amount of space allocated and its positioning. The majority of the primary message should fall “above the fold” (i.e. the upper half of the page that’s visible without scrolling).

The use of simple, bold imagery is preferred. An offer, if available (a video, white paper, testimonial, etc.) should be clearly identified as an incentive to click-through to the Landing Page. Strive to limit eBlasts to a single message and single call-to-action.

Landing Pages should be designed with the same priorities in mind. The headline and imagery should be identical or at least similar to those of the eBlast to provide continuity. The method for fulfilling the offer must always be extremely clear.

Both eBlasts and landing pages use the social media/legal footer for consistent corporate branding and to include social media icons and required copyright/trademark statements.

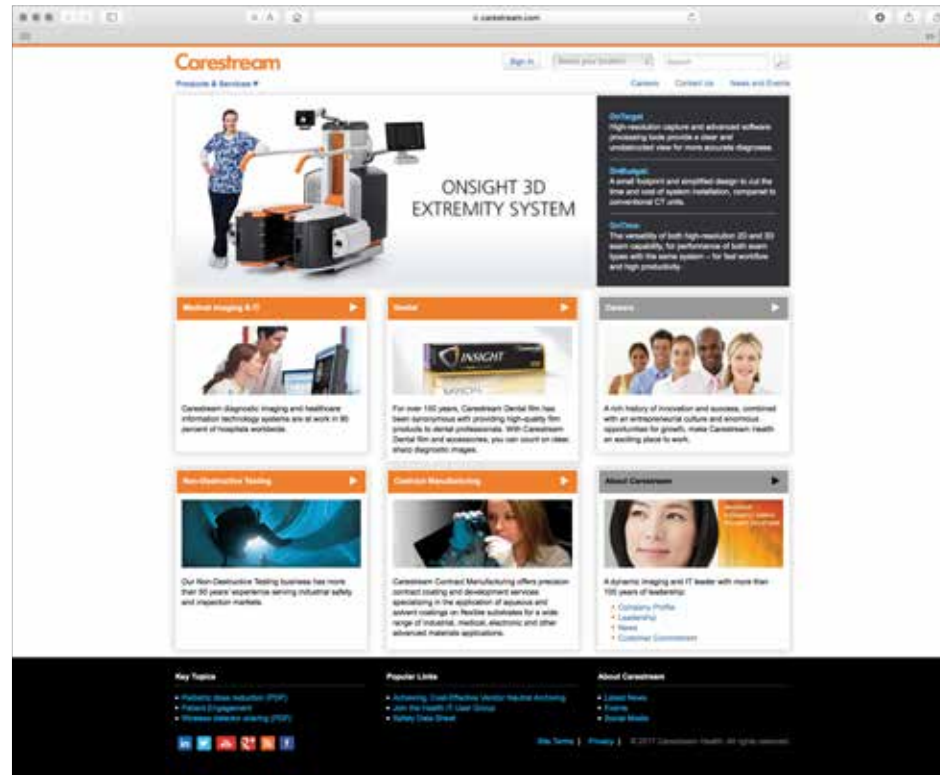


Corporate Website

The Corporate website, www.carestream.com, is the gateway to the entire Carestream portfolio of products and services. This single umbrella site provides one location for all of our brands and subsidiaries.

NOTE

A web-submission form for both NEW content and CHANGES to existing content can be found on the Carestream InFocus Intranet site under the Marketing Tab.



Social Media Marketing

Carestream has achieved a strong presence on a group of leading Social Media sites. But while Facebook, Twitter and others are known for informal, casual or spontaneous posts, Carestream strives for an appropriate, business-like tone in our online messaging – balancing the energy of Social Media with the professional branding we’re known for.

And of course, all images used on Social Media must adhere to our brand guidelines, to communicate our professionalism. All images posted must also be sized correctly to meet each site’s particular image specifications.

Our Avatars

On Social Media, the two avatars below are used in place of the Carestream logo. They serve as simple, distinctive “badges” that signify our ownership of the web page. These avatars are for Social Media use only and are **NEVER** to be used in any way other than branding a site or image used for Social Media.

Social Media Sites

Carestream’s online presence extends across all the Social Media sites listed here. The lineup of the Social Media icons is used in the order you see here. Each icon is a live link in the footer of PDFs we distribute electronically.

- [linkedin.com/company/carestream-health](https://www.linkedin.com/company/carestream-health)
- twitter.com/carestream
- [instagram.com/carestreamhealth](https://www.instagram.com/carestreamhealth)
- [youtube.com/carestream](https://www.youtube.com/carestream)
- [facebook.com/carestream](https://www.facebook.com/carestream)
- carestream.com/blog



Facebook 1200x630



Instagram 612x612



Twitter 440x220

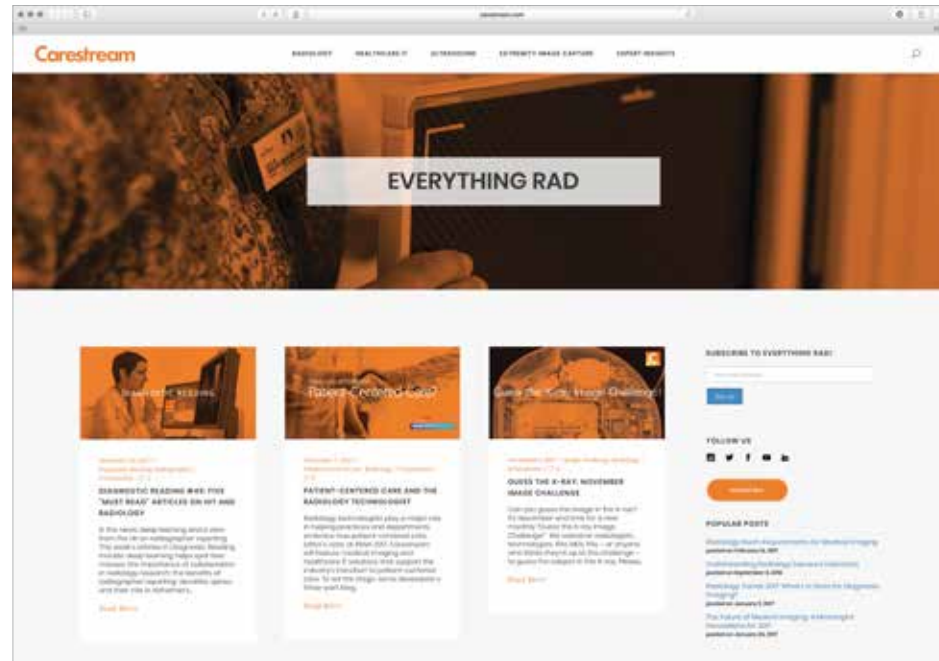


Simply using Carestream Orange doesn't make the image brand-appropriate. Use images that support our brand and relevant to the audience.



Social Media Website Branding

The branding guidelines that govern our traditional marketing materials must also be adhered to across all of our Social Media sites. All sites are designed and managed by the Carestream Corporate Design Team to ensure and drive brand consistency.



Carestream

PHOTOGRAPHY

Photography Usage Rights and Limitations

The use of all imagery is governed by strict usage rights. Before incorporating images into your marketing materials, be sure you understand the rules and legal constraints of their use. Failure to adhere to these image-usage property rights can result in significant financial losses and legal exposure for Carestream.

Extreme caution must be used when displaying patient and facility names in screenshots. Be sure to use fictitious names (Jane Sample, Dr. Demo). Facility names should also be clearly fabricated.

To obtain written approval or clarification about specific imagery or talent usage rights, contact us at brand@carestream.com.

CARESTREAM PHOTOGRAPHY HAS STYLE.

Carestream uses four categories of imagery – humanistic, product in-use, hardware, and software photography. Each of these image styles has a specific purpose within our communications.

Every image should be unique and contemporary, delivering a simple and dynamic visual story. We represent our target customers and products with a clean, fresh approach – creating a distinct look that supports the persona of the Carestream Brand.

Humanistic Photography

Our focus on meeting the real, everyday needs of customers is reinforced with photos that portray the human side of healthcare.

Radiologists, technicians, healthcare executives and IT staff are shown in their work environments. They are **NEVER** photographed looking into the lens, as this denotes the image as posed or staged.

Rather, subjects are photographed as if unaware of the camera – with a natural, spontaneous look and feel. Their demeanor is one of thoughtfulness and confidence.

Humanistic Photography Do's

- Choose models who exude confidence, leadership and friendliness.
- Use modern-looking, age-appropriate models dressed in the appropriate wardrobe.
- Show models in the appropriate environment that supports the product.
- Shoot with a shallow depth-of-field.
- Crop images tightly to create intrigue.
- Use photos that have dynamic angles.
- Make sure lighting is open and clean.

Humanistic Photography Don'ts

- No direct eye contact with the camera
- No backgrounds in focus
- No harsh, color-saturated backgrounds
- No knock-out images (exceptions may apply)
- No shooting straight-on or centered subjects
- No garish or busy backgrounds

To obtain written approval or clarification about specific imagery, contact us at brand@carestream.com.



Product-In-Use Photography

This is a blend of humanistic and product photography – with the visual emphasis on the Carestream product. This style of photography allows our customers to see our product “in action,” in a working scenario. It shows the interaction they would experience using our products.

This style of imagery sets us apart from the competition since each image focuses on a specific Carestream product – making it unique and ownable only by Carestream.

Product In-Use Photography Do's

- Use the most current Carestream products.
- Choose modern-looking and age-appropriate models dressed in the correct wardrobe.
- Capture images in the appropriate environment that supports the product.
- Shoot with a shallow depth-of-field.
- Use photos that have dynamic angles.
- Crop images tightly to create intrigue, with visual emphasis on the product.
- Make sure lighting is open and clean.

Product In-Use Photography Don'ts

- No images of outdated products
- No direct eye contact with the camera
- No models as the primary focus
- No backgrounds in focus
- No harsh, color-saturated backgrounds
- No knock-out images (exceptions may apply)
- No shooting straight-on or centered subjects
- No garish or busy backgrounds

To obtain written approval or clarification about specific imagery, contact us at brand@carestream.com.



Hardware Photography

Product photography should provide our customers with a clear picture of what they can expect to receive. Products should be presented in an elegant, simple manner and in a way that highlights the most appealing aspects of the product's physical design. Lighting should be directional but soft – without creating harsh highlights or shadows.

In communication materials such as brochures and sell sheets, hardware should be shown without cropping so the viewer can experience the entire product. In some instances, detailed photos will be required to show specific features. However, do not crop a product too tightly, as to obscure its identity.

All hardware photography is shot on a white background and either a soft shadow or reflection is added post-production. Color-balance all images to ensure accurate product-color representation.



Software Photography

Screenshots display the richness of our digital healthcare imaging and IT solutions, along with other Carestream software applications.

Because software screenshots are meant to be informative, maintaining their integrity is crucial. Screenshots may not be arbitrarily cropped; they must display the entire application window and user interface.

Screenshots may not be colorized, but they may be skewed as shown. They may be presented with or without a surrounding monitor, but other screen elements, such as desktop background images or taskbars, should never be included.

All software photography is shot on a white background and either a soft shadow or reflection is added post-production. Color-balance all images to ensure accurate screenshot and monitor color representation.

Since software applications generally entail far more than what's being viewed on an individual screen, the use of a photo illustration to depict or enhance a specific software application is acceptable.



Incorrect Photography Usage

The images on this page are dated, poorly composed, badly lit or otherwise fail to support the brand attributes or brand positioning of Carestream.

- 1 Models should NOT have direct eye contact with the camera and should be age-appropriate for the role they are portraying. Models should exude confidence, leadership and friendliness with approachable facial expressions.
- 2 All hardware photography is shot on a white background and either a soft shadow or reflection is added post-production. No harsh, garish, busy or color-saturated backgrounds should be used.
- 3 Product Photography should be presented in an elegant, simple manner and in a way that highlights the most appealing aspects of the product's physical design. Lighting should be directional but soft – without creating harsh highlights or shadows.
- 4 Models should NOT have direct eye contact with camera. Photos should use dynamic angles and be shot in appropriate environments that support the product.
- 5 Healthcare professionals should be shown in their natural work environments, exuding confidence and success. All images are tightly cropped to create intrigue. Lighting should be open and clean.



Carestream

TRADESHOWS

Tradeshow Booth Architecture

The following pages demonstrate how the Carestream brand can come to life by occupying a distinctly unique, branded space, whether in a large-scale tradeshow environment or within the confines of smaller venues.

Tradeshows and events allow customers to experience Carestream products in an enriching, multi-dimensional way. Tradeshow environments provide an excellent opportunity to engage customers through a variety of media, such as product demonstrations, multimedia presentations, dimensional signage, personal interactions and more. When all of these elements work in concert to engage and inform in a friendly, helpful way, our messaging efforts are more likely to reach their target. This, in turn, creates a powerful brand experience that resonates with customers long after the event has ended.



Large-Scale Tradeshow Environments

Large-scale tradeshow environments allow Carestream to make a bold statement that clearly announces the company’s presence. There are several components that go into creating a large-scale tradeshow, including:

1 Primary Branding

The primary tradeshow header at the highest level should always feature the Carestream Masterbrand Mark towards the top of the booth structure for brand visibility.

2 Solid-Constructon Walls

Often used as storage closets or conference rooms, solid walls are an ideal space for bold, humanistic imagery and branded graphics.

3 Product Areas

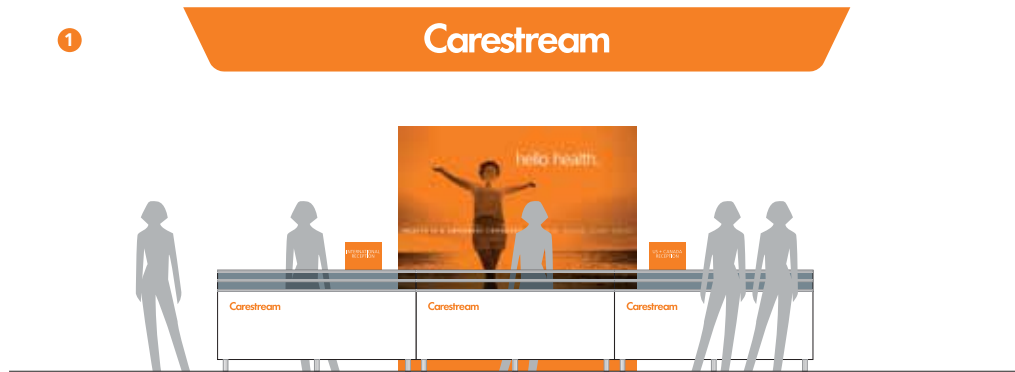
Interactive demo stations are often used for more intimate customer presentation areas. The use of translucent fabric supports bold, yet simple, branded messaging and creates an open floor plan – allowing customers to experience the entire booth without feeling confined.

4 Fabric Scrims

Large, translucent fabric scrims are used to section off areas – creating a more intimate space for product demonstrations. All scrims are translucent to create an open sight line across the entire booth.

NOTE

A reference library of completed tradeshow environments can be found on the Carestream Digital Asset Management site.



Small and Mid-Size Tradeshow Environments

Small and mid-sized tradeshow environments may be tight on space, but a bold statement can still be made. The components that make up these booths are similar to those of larger shows, but the key is optimal flexibility – allowing components to be repurposed across different venues throughout the year.

These events can range from offering just enough room for a folding table and pull-up banner, up to a 10' x 20' booth. The visual design of these smaller events is similar to those of larger shows.

All fabric scrims used in tradeshow environments should be made using translucent fabric – to maintain an open sight line. This allows customers to visually experience the entire booth without feeling confined.

NOTE

A reference library of completed tradeshow environments can be found on the Carestream Digital Asset Management site.

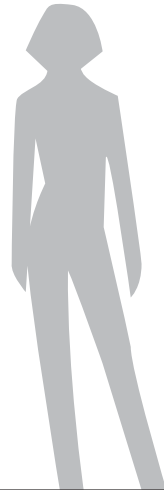


Tradeshow Pull-up Banners

A complete library of pull-up banners for global use has been developed with a consistent design architecture, so that multiple banners can be used side-by-side at one event – creating dynamic impact at any show.

NOTE

All pull-up banner source files can be found on the Carestream Digital Asset Management site.



Carestream

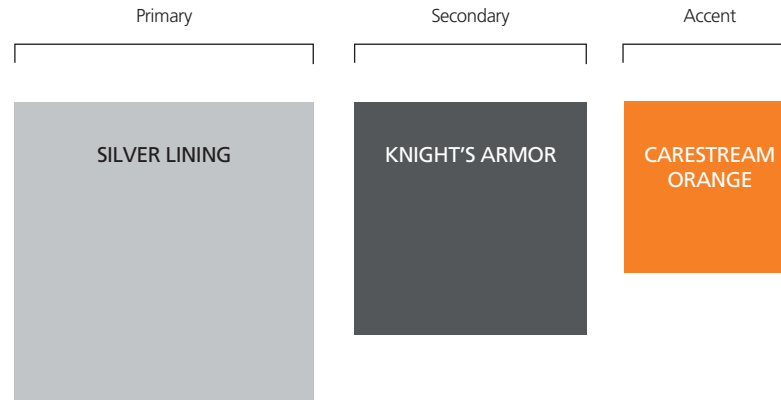
PRODUCT
TRADE DRESS

Product Trade Dress Color Palette

SILVER LINING is the primary color used on all Carestream products. It was chosen for its clean, contemporary look.

KNIGHT’S ARMOR is the secondary color used on products. It complements SILVER LINING and is used in “high-touch” areas to help mask dirt caused by frequent contact.

CARESTREAM ORANGE is used as an accent color which establishes strong brand ownership and visually speaks to our brand’s personality – cool, current, creative and professionally hip.



Printing Specifications

Both SILVER LINING and KNIGHT’S ARMOR are custom-mixed colors that are proprietary to Carestream. In rare cases, you may need to reproduce SILVER LINING or KNIGHT’S ARMOR in printed material – an illustration of a product for instance. The PMS equivalent, CMYK and RGB breakdowns are noted here. These two colors have been reserved for PRODUCT USE ONLY and should not be used as part of the Carestream color palette when creating marketing materials.

SILVER LINING
 Pantone 428C
 C 2 R 207
 M 0 G 212
 Y 0 B 216
 K 18

KNIGHT’S ARMOR
 Pantone 425C
 C 0 R 95
 M 0 G 96
 Y 0 B 98
 K 77

CARESTREAM ORANGE
 Pantone 158C
 C 0 R 245
 M 61 G 128
 Y 97 B 37
 K 0

HEX #C1C5C8

HEX #53575A

HEX #EE7623

Product Trade Dress

Follow these guidelines when preparing trade dress for ALL Carestream products. There is a precise size relationship between the Brand Product Mark and the product name. Please contact brand@carestream.com for help in developing product trade dress for any new product.

1 Carestream Brand Product Mark

Primarily applied to products as a “domed label” to create impact and uniqueness. The Brand Product Mark can be screen-printed flat, depending upon application restrictions (i.e. high touch-point areas). The Brand Product Mark is ONLY reproduced using Carestream ORANGE. The Brand Product Mark is ONLY used for product trade dress and is NOT approved for use anywhere else.

2 Neutral Space

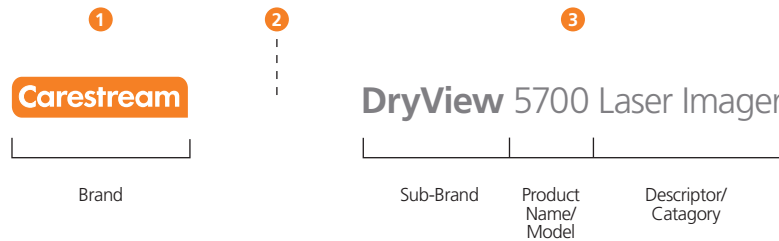
Used to visually separate the Brand Product Mark from the product-naming lockup and create a “left/right” product trade dress standardization.

3 Product-Naming Lockup

NOTE

THE BRAND PRODUCT MARK IS USED ONLY FOR PRODUCT TRADE DRESS AND IS NOT APPROVED FOR USE ANYWHERE ELSE.

To ensure brand consistency across our portfolio of products, ALL product trade dress is designed by the Carestream Corporate Design Team.



Carestream

SIGNAGE

Carestream Signage

There are do's and don'ts regarding our signage design, but the main branding directive is this: keep it clean and simple, yet bold. For maximum impact follow these guidelines when developing building and vehicle signage.

- 1 Vertical or Stacked Orientation**
Do not rotate the Masterbrand Mark vertically or stack the letters in the logo.
- 2 Primary Signage**
The use of an ORANGE background adds strong brand recognition and optimal visibility. Allow proper clear space around the Masterbrand Mark.
- 3 Dimensional Signage**
Chrome or flat-painted metal dimensional lettering is within Guideline standards, as long as the sign features the approved Masterbrand Mark artwork.
- 4 Secondary Signage**
Create strong contrast between the Masterbrand Mark and the signage background color. At times, our Carestream colors may not be included in the color palette of a building's management group. Other colors may be employed, but be sure to use the Masterbrand Mark.
- 5 Clear Space**
To create maximum visual impact for the Masterbrand Mark, always maintain the correct clear space around it.
- 6 Vehicle Graphics**
It's important that the vehicle is clearly marked SECURITY, and include the Masterbrand Mark AND an emergency contact number. The base vehicle color should be white, with the logo in CARESTREAM ORANGE.

