



Carestream



Veterinary Guidelines



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Hello.

Presenting a united front to customers is crucial in growing our reputation as a trusted provider in X-ray imaging. To maintain essential brand consistency, each of us at Carestream Health needs 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.



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 that our visual identity include our brand mark, tone of voice, color palette, typography, and graphic elements.

These guidelines cover the proper use of these branding elements for the most common applications. However, they cannot anticipate or govern every last usage need that might arise. Instead, 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.

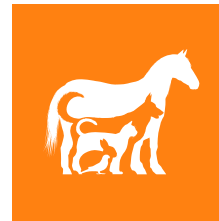
brand@carestream.com



CARESTREAM VETERINARY MARK

THE CARESTREAM VETERINARY MARK

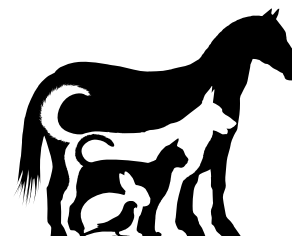
The Carestream Veterinary logo is composed of an icon, custom letter forms, and spacing – joined together to create a unique and ownable brand mark.



Carestream

The Carestream Veterinary 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.
- If the logo is over an ORANGE background, the icon SHOULD have a shadow.



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.

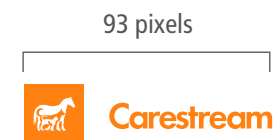


Masterbrand Mark Minimum Size

- For **print** materials = no smaller than 1.3”.
- In **digital** applications = no smaller than 93 pixels.



Print Materials



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 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 place the CARESTREAM ORANGE Masterbrand Mark on a black background.



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



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

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.

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



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.

Frutiger LT Std 45 Light

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmn
 opqrstuvwxyz
 1234567890.,?
 &@#*()

Frutiger LT Std 55 Roman

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmn
 opqrstuvwxyz
 1234567890.,?
 &@#*()

Frutiger LT Std 65 Bold

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmn
 opqrstuvwxyz
 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.

Arial Regular

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



COPYWRITING

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:

- Approachable – we are people communicating with people
- 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

NOTE

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

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 committed to innovation. And always will be.

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

The Horizon X-ray System was introduced by Carestream. Becomes:
Carestream introduced the Horizon X-ray System.

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.

Acknowledging Our Audiences.

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.



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 sure that any content revisions or additions you request can be implemented within the Design Guide framework.

To differentiate Carestream in the Veterinary 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 familiar 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 united, compelling brand identity.

Product Brochure

Several components go into building a successful Product Brochure. These templates must be closely adhered to.

Cover Design

Our covers feature lifestyle/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.

Acceptable Imagery: A broad selection of product, humanistic, and graphic imagery may be used.
 Restriction: Do not use images in which subjects make direct eye contact with the viewer.

Brochure Back

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



Product Sell Sheet

Several key components go into building a successful Product Sell Sheet.

These templates must be closely adhered to.

Front Side

Our sell sheet covers feature lifestyle/ product-in-use imagery, overlaid with Carestream Orange, to engage the reader. Cover copy includes of a dominant three-word headline to draw attention and create intrigue. Copy consists of 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 products, lifestyle, and graphic imagery is acceptable. Avoid using images that feature direct eye contact.

Footer

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.

Carestream Focus 35C/43C Detectors with Image Suite V4 Software

Wireless. Digital. Affordable.

SMART IMAGING SOLUTIONS

The Budget-Friendly Way to Upgrade to DR Imaging.
Stepping up to full digital X-ray is a tremendous way to speed your workflow, increase productivity and support a higher standard of care. But the cost of upgrading can be a real barrier.

That's why we've introduced our highly economical CARESTREAM Focus 35C/43C Detectors, powered by CARESTREAM Image Suite Software. It delivers the productivity power of wireless operation and the image quality only DR can provide. Best of all, the Focus Detector slides right into your existing analog equipment – protecting your current investment.

Advantages at a Glance

- This is an affordable way to upgrade to full digital imaging.
- The superb image quality of DR supports greater diagnostic confidence.
- Wireless design boosts workflow.
- Image Suite V4 Software includes a full suite of veterinary measurement tools.
- Choose from two sizes: 35x43 and 43x43 cm.

Focus 35C/43C Detectors with Image Suite V4 Software

Focus 35C/43C Detector Specifications:

Model Name	Focus 35C	Focus 43C
Size	35x43 cm	43x43 cm
Weight	2.43 kg/5.36 lbs	4.88 kg/10.81 lbs
Battery Life	4.5 hrs	5 hrs
Spot Resolution	3.3 lp/mm	3.6 lp/mm
Scintillator	Cd	Cd

Image Suite Software's Advanced Reading and Measurement Tools:

- Hip Dysplasia
- Tibial Tuberosity Advancement
- Vertebral Heart Score

Carestream.com

Rx only

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Not all products or features are available in all countries. Please speak to a Carestream representative for more information.

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Rx only

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Not all products or features are available in all countries. Please speak to a Carestream representative for more information.



PRODUCT TRADE DRESS

Product Trade Dress Color Palette

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.



Primary

SILVER LINING		
C:2	R:207	HEX: #C1C5C8
M:0	G:212	
Y:0	B:216	
K:18		Pantone 428C

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

Secondary

KNIGHT'S ARMOR		
C:0	R: 95	HEX: #53575A
M:0	G: 96	
Y:0	B: 98	
K:77		Pantone 425C

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.

Accent

CARESTREAM ORANGE		
C:0	R:245	HEX: #EE7623
M:61	G:128	
Y:97	B:37	
K:0		Pantone 158C

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.

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 last, 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

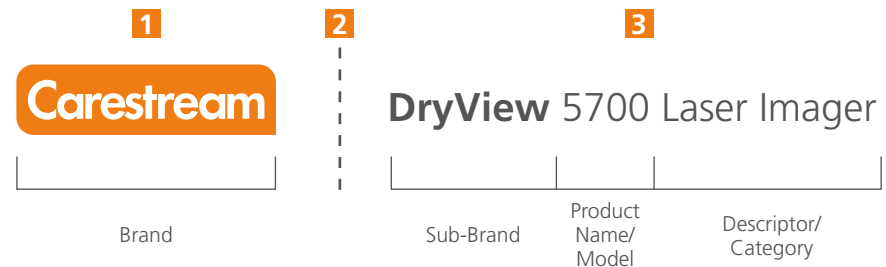
The area used to visually separate the Brand Product Mark from the product-naming lockup, ensuring consistent left/right product trade dress standardization.

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