



CORPORATE

Standards
Manual

May 2011

Purpose of this Guide

The key to the success of our new identity is the proper and consistent use of all of its graphic elements by everyone involved with the development of Breg's communications, marketing and merchandising materials. The Breg identity guidelines will give the creators of these materials the help they need to properly and consistently implement the identity. Adherence to these guidelines will ensure strong communication, which will further build the Breg brand.

If you have questions about the guidelines or areas not covered in this manual, please contact Marketing Communications.

Positioning Statement

For orthopedic surgeons and their patients, Breg is the only orthopedic solutions company that delivers an exceptional customer experience because of its ability to perceptively anticipate orthopedic surgeons and their patients' needs, enabling them to transform their practice and their patient care.

Breg Personality

Breg's tone is imaginative, innovative, responsive, spirited and committed. Our voice is professional, knowledgeable, helpful, friendly, warm and accessible, reflecting the customer-focused nature of Breg. We strive for clarity, brevity and impact, steering clear of industry jargon, acronyms and the expected.

The Meaning Behind the Breg Logo

Our logo conveys the qualities of Breg's personality. The boomerang shape brings motion to the logo and represents Breg's continuous circle of product and service solutions, and responsive customer support. This echoing shape symbolizes the growth of Breg's product lines and customer base simultaneously. The "Breg" logo type reflects the company's strong, bold and timeless character.



The Colors

The Sunset Red and Black color palette represent the warm, enthusiastic, passionate, perceptive and confident personality of Breg.

Orthofix Affiliation

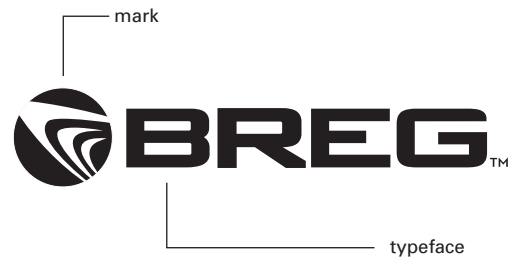
Breg is the sports medicine division of Orthofix International.

Proportions

In order to maintain consistency throughout all materials where the Breg logo appears, it is important that the proportions of the Breg logo remain constant. The following pages contain guidelines for executing the determined proportions as well as some examples of incorrect executions.

The Breg Logo

The logo refers to the typeface and mark used together to create the Breg identity. The typeface used to create the Breg name has been altered in order to make the logo unique. For this reason it cannot be typeset. The final art found online at www.breg.com/logos is to be used when placing the logo.



Minimum Logo Size

The minimum size in which the logo may appear is based on the height of the "B" in Breg. The height may be no smaller than .125 inches (3 mm).



Centering the Logo

Center the logo using the vertical white space in the center of the mark. The center point is based on the entire width of the logo.



Minimum Clear Space

Clear space is the area surrounding the logo that must be kept free of other logos, graphics or text. The minimum clear space around the logo is determined by the height of the "B" in Breg.



Unacceptable Proportions

The images found on this page are some of the unacceptable configurations of the Breg logo. To avoid an incorrect presentation of the logo please adhere to the specifications found on page 4.

Unacceptable Logos

No extra graphic elements or type may be added to the logo.



Do not substitute logo mark with orb.



Do not invert colors on the logo



Do not stretch or distort the logo



Unacceptable Proportions

The color, tone, proportions and position of the mark compared to the name may not be changed.



Unacceptable Configurations

The configuration of the logo's elements may not be rearranged.



Color Usage

Our identity attributes (passionate, enthusiastic and confident) are embodied and communicated in our color palette. The consistent use of these colors will reinforce our brand at all levels. The palette has been developed for use with the one- and two-color logo when four-color process printing is not desirable.

The Breg logo may appear in black, red-orange or white, as well as designated combinations of these colors. The examples below demonstrate acceptable use of color in the Breg logo.

Acceptable 1-Color Usage

Black



The logo reversing out of black or sufficiently dark background color or photo.



Acceptable 2-Color Usage

Black with Pantone 179c



The logo reversing out of black or sufficiently dark background color.



Note: Pantone colors on fabric or booth materials can shift. Always request a color drawdown* on material to be used.

*different from color proof, these are done on the actual paper or fabric that will be printed.

Color Usage (cont.)

Acceptable 3-Color Usage

Ink colors are 3 process colors: 90M + 100Y + 100K



The logo reversing out of black.

Acceptable 4-Color Usage

4 color process: 0C + 90M + 100Y + 100K*



The logo reversing out of black or sufficiently dark background color.

Acceptable RGB Usage for Breg Mark

R: 223, G: 62, B: 22

R= Red

G= Green

B= Blue



Note: it is **not** recommended that vendors automatically convert Pantone 179c to 4-color, as color can shift depending on the program and/or equipment used. Color proofs or drawdowns are recommended for all printed collateral.

In the printing process, both accurate registration and trapping are critical to maintaining accurate appearance and proportions. Please consult your printer and/or graphic professional when reproducing the Breg logo, or contact Marketing Communications. Additional information can be found at Breg.com/logos.

*Process colors: C= cyan, M= magenta, Y= yellow, K= black.

Unacceptable Color Usage

Unacceptable 1-Color Usage

The logo may not appear as a gradation or screen.



The logo may not appear in any other color apart from those specified on pages 4 and 6.



The logo may not be a screen of the background color—it must reverse white out of the background color.



The logo may not appear as or with an outline.



Unacceptable 2-Color Usage

2-color logos may not appear in combinations other than those displayed on page 6.



Unacceptable 3-Color Usage

3-color logos may not appear in combinations other than those displayed on page 7.



Unacceptable 4-Color Usage

4-color logos may not appear in combinations other than those displayed on page 7.

