



BELMONT[®]
MEDICAL

TECHNOLOGIES

BRAND STANDARDS



IDENTITY COMPONENTS

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ABOUT THIS GUIDE

Welcome to the Belmont Medical Technologies Brand Standards Guide. This document contains all you need to know about making sure our marketing communications remain consistent. Using our identity, key components, and brand extensions correctly will only strengthen the perception of our brand. We ask for adherence to this guide whenever possible. We hope you enjoy getting to know our brand better.





IDENTITY COMPONENTS

LOGO ANATOMY

ICON

Our icon is the rendering of overlapping navy and red curves that suggests the letter "B." As an icon, it stands independent of any companion text.

The "B" icon can break away from the full logo lockup to be used as a design element or standalone icon as long as the full logo lockup is prominent elsewhere within the design.

WORDMARK

The type treatment of "Belmont Medical Technologies" is styled in all caps. The full logo lockup must be accompanied by the wordmark, in accordance with the proportions shown.

If circumstances warrant, it's acceptable to use the wordmark as a standalone graphic as long as it appears with the icon in a distinct way, such as with the icon functioning as a large design element that bleeds off the side of the page. However, the full logo lockup is the preferred version for all usage.

ICON

The overlapping parallel lines provide a distinct reference to temperature, motion, and our identifying letter "B."

WORDMARK

An all-caps treatment blends the strength of our technical authority with clean, contemporary design.



TAGLINE & LOCKUP

PRIMARY LOGO WITH TAGLINE USAGE

The Belmont Medical Technologies tagline can function as a lockup with the Primary Logo or as a standalone element. "Lockup" refers to the sizing and orientation of the tagline in relation to the logo. The example to the right indicates the correct sizing ratio and positioning when paired with the primary logo.

For all technical communications, our emphasis should remain on conveying critical functional information, so we omit our tagline in those cases. However, when creating a non-technical marketing communication, use the Primary Logo with Tagline Lockup to reinforce the Belmont brand story. On any given marketing piece and for maximum impact, the Primary Logo with Tagline Lockup should appear only once, with additional logos in the piece appearing without taglines. While our tagline is an important message, it should be used strategically to create intrigue. If overused, the strength of the tagline will be diluted.

PRIMARY LOGO WITH TAGLINE LOCKUP



TAGLINE & LOCKUP (CONT.)

STANDALONE TAGLINE USAGE

The Standalone Tagline should appear in context with the logo in any given design execution. For instance, on an envelope design, the tagline can move apart from the logo and appear on the back flap as long as both logo and tagline are in relative proximity.

However, the tagline should never appear on its own without the primary logo or supporting body copy that would add context.

The Standalone Tagline set in sentence case is the primary usage of this element. Use this version as a supporting design element above or below a paragraph of body copy when the content is relevant and warrants it.

When the Standalone Tagline is set in all caps, it should act as a secondary design element, providing a strong opening statement or headline with intended bold emphasis on the word "TOGETHER."

STANDALONE TAGLINE (SENTENCE CASE)

Saving Lives. Together.

STANDALONE TAGLINE (ALL CAPS)

SAVING LIVES. TOGETHER.

LOGO VARIATIONS

PRIMARY LOGO

The Primary Logo, as shown to the right, is the preferred usage for all appearances of the logo when creating collateral for Belmont Medical Technologies.

ALTERNATIVE LOGO

Use the Alternative Logo with discretion in instances when a solid navy block of color serves as a background.

BLACK AND WHITE LOGOS

Use the One-Color Logo (White) on dark images or over a solid block of color, such as red or navy. In instances when printing in color is not an option, consider using either the black or white logos, depending on which option will provide more contrast.

GRAYSCALE LOGO

In instances when printing in color is not an option, consider using the Grayscale Logo variation.

PRIMARY LOGO (FULL COLOR OVER WHITE)



ALTERNATIVE LOGO



ONE-COLOR (WHITE)



ONE-COLOR (BLACK)



GRAYSCALE



PRODUCT FAMILY LINES

THE BELMONT RAPID INFUSER RI-2

The RI-2 is the only product in our portfolio with a unique and dedicated logo, because it is the original, core product of Belmont Medical Technologies. Honoring the RI-2's long-standing history of verbally abbreviating the name to "the Belmont," we created a product-specific logo that ties into the overall Belmont Medical Technologies brand while still maintaining its autonomy.

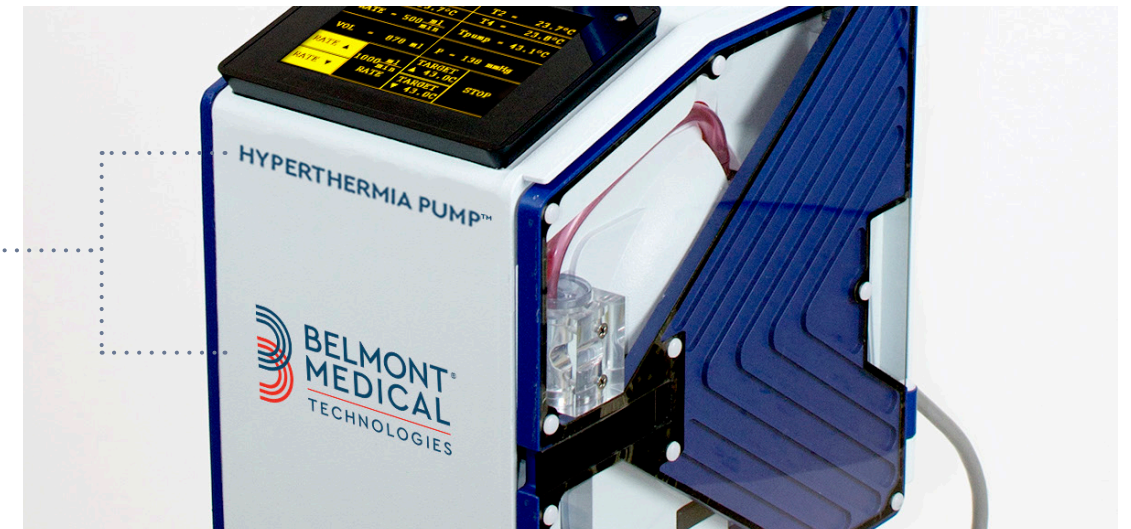


ADDITIONAL PRODUCTS

For all other products, we will no longer use the prefix, "the Belmont," ahead of the product name or model in the visual identity and in text or copy reference. We will simply refer to them by their individual product names (see table on page 8).



BRANDING GUIDELINES FOR THE PRODUCT CASING

With the exception of the RI-2, we recommend visually separating the primary logo and product name/model from one another when both appear on the product plate.



PRODUCT FAMILY LINES

UPDATED BRAND ARCHITECTURE

PRODUCT	BEFORE	AFTER
FLUID MANAGEMENT SYSTEM		
	The Belmont® Hyperthermia Pump™	Hyperthermia Pump™
	The Belmont buddy lite™	buddy lite®
	buddy lite™ AC	buddy lite® AC
ADVANCED TEMPERATURE MANAGEMENT	The Belmont Allon®	Allon®
	The Belmont CritiCool®	CritiCool®
	ThermoWrap®	ThermoWrap®
	CureWrap™	CureWrap®

PRODUCT FAMILY LINES

CORRECT USAGE OF NAMES AND TRADEMARKS

DESCRIPTION	NAME	PRIMARY FONT	ALTERNATIVE FONT
Company Name (DBA)	Belmont Medical Technologies™	(Use Logo)	Cera Pro Bold
Company Name (Legal Entity)	Belmont Instrument, LLC	Cera PRO Bold	
Product Name (Device)	The Belmont® Rapid Infuser RI-2	(Use Logo)	Cera PRO Medium
Product Name (Device)	Hyperthermia Pump™	Cera PRO Medium	
Product Name (Device)	buddy lite®	Cera PRO Medium	
Product Name (Device)	buddy lite® AC	Cera PRO Medium	
Product Name (Device)	CritiCool®	Cera PRO Medium	
Product Name (Device)	CritiCool® MINI	Cera PRO Medium	
Product Name (Device)	Allon®	Cera PRO Medium	
Product Name (Device)	CliniLogger™	Cera PRO Medium	
Product Name (Disposable)	ThermoWrap®	Cera PRO Medium	
Product Name (Disposable)	CureWrap®	Cera PRO Medium	
Product Name (Disposable)	3-Spike Disposable Set	Cera PRO Medium	
Product Name (Disposable)	3.0 Liter Reservoir	Cera PRO Medium	
Product Name (Disposable)	3.0 Liter Reservoir & Heat Exchanger Set	Cera PRO Medium	
Product Name (Disposable)	Dual Patient Line	Cera PRO Medium	
Product Name (Disposable)	Patient Line Extension	Cera PRO Medium	
Product Name (Disposable)	HP Procedure Kit	Cera PRO Medium	
Product Name (Disposable)	HP Straight Line Set	Cera PRO Medium	
Product Name (Disposable)	HP Bifurcated Line Set	Cera PRO Medium	
Product Name (Disposable)	HP Dual Large Volume Reservoir Set	Cera PRO Medium	
Product Name (Disposable)	HP Cannula Connector	Cera PRO Medium	
Product Name (Disposable)	buddy™ Disposable Set	Cera PRO Medium	

LOGO FORMATS

The following file types are available for usage:

.AI | ADOBE ILLUSTRATOR

The editable native file and a true vector format that allows infinite re-sizing without quality loss. The .AI format can be used with Adobe software, including Illustrator, InDesign, and Photoshop.

.EPS | ENCAPSULATED POST SCRIPT

This editable source file works with any vector graphics software, as well as raster graphics applications like Photoshop and GIMP. This file is not a true vector format, so it is recommended that you use the .AI file for editing purposes. The .EPS format works best in video editing when adding our logo on screen.

.PDF | PORTABLE DOCUMENT FORMAT

Similar to the .EPS format, this file format allows for editing within any vector graphics application, including Illustrator, Inkscape, and CorelDraw.

.PNG | PORTABLE NETWORK GRAPHICS

This lossless raster format supports alpha channels, so your logo can have a transparent background. This format works best in the digital space, on websites, social media, and mobile applications. The transparency enables the logo to appear without visible borders when appearing on solid backgrounds.

.JPG | JPEG/JOINT PHOTOGRAPHIC EXPERTS GROUP

Similar to the .PNG, a .JPG is a raster format. However, it does not support alpha channels, so your logo will not have a transparent background behind it.

The packaged logo files are nested within three main folders labeled according to their document color format (CMYK, RGB, PMS Coated and Uncoated) and contain subfolders per each file type.

- **CMYK:** Choose this for any physical collateral that is printed on a digital printer (not off-set), either in-house or off-site. **Do not use in digital applications.** *Please note that PMS swatches can be used as a reference for color-matching on collateral printed off-site at a professional print house.*
- **PMS (Coated and Uncoated):** Choose this for any print collateral that is produced off-site (not digitally printed). **Do not use in digital applications.**
- **RGB:** Select this for all digital applications of the logo. Some professional print houses may also accept RGB files. Check with your vendor.

The following logo structures are available for usage:



Primary Lockup

The complete logo design with both the icon and the text accompanying it.



Tagline Lockup

Identical to the Primary Lockup, but the tagline accompanies it on the line below the name.



Wordmark

Just the text portion of the logo design. **See page 4 for design usage guidelines.**



Icon

The standalone icon. **See page 4 for design usage guidelines.**

CLEARSPACE & MINIMUM LOGO SIZE

EXCLUSION ZONE

It is important to keep the mark clear of any other graphic elements. An exclusion zone, shown to the right, has been established in order to preserve the integrity of the mark. This exclusion zone indicates the closest distance any other graphic element or message can be positioned in relation to the logo.

MINIMUM LOGO SIZES

The logo shown to the right is at the approximate smallest size allowed for general use ("Technologies" ≈ 6 pt). This is based on minimum height. To ensure quality reproduction, never scale the logo smaller than this size. There is no maximum size, provided a scalable vector format is in use.



LOGO DO'S AND DON'TS

LOGO DO'S

The Belmont Medical Technologies identity will become more and more meaningful with ongoing consistency. The logo can only be resized with constrained proportions, meaning the size and spatial relationships of the logo typography must remain proportional to the source file.

- DO** reproduce the mark consistently in all publications and visual material.
- DO** ask the Belmont Medical Technologies marketing contact for assistance if you have a vendor that needs the logo.
- DO** reproduce the mark according to the colors specified in this manual.
- DO** allow the mark to stand distinct and clear of any other mark or text.

LOGO DON'TS

Stretching the guidelines to accommodate individual exceptions will only serve to dilute the brand.

- DON'T** modify, recreate, redraw, or reproduce the logo or logo type.
- DON'T** inadvertently scale (stretch/condense) the mark in word processing.
- DON'T** attempt to customize the name (wordmark) in word processing.
- DON'T** incorporate the mark into another logo or any other type of illustration or obscure it with the type or other graphic elements.

STRETCHED



WRONG COLORS



WRONG FONT



OLD LOGO



COLOR SYSTEM

COLOR USAGE

Color plays an important role in the Belmont Medical Technologies identity. The specified colors indicated to the right make up the Belmont brand palette. This palette works to ensure a base level of color consistency throughout brand communications.

Consistent use of these colors will contribute to the cohesive look of the Belmont brand identity across all relevant media. Check with your designer, vendor, or printer when using the brand colors to be sure they are able to produce media with the correct colors.


SECONDARY COLORS

Use secondary colors sparingly to supplement the primary palette. Secondary colors can help clarify levels of importance when information requires a hierarchy. In any given design, secondary colors should occupy no more than 25% of the visual space. They work well as graphic accents for items like icons, small blocks of background color, and dividing lines.

PRIMARY COLORS (75% OF PALETTE)

NAVY			RED		
	PRINT	CMYK: 98 / 71 / 37 / 23 PMS: 541 C 301 U		PRINT	CMYK: 0 / 95 / 100 / 0 PMS: 2028 C 2028 U
	WEB	RGB: 7 / 71 / 105 HEX: #074769		WEB	RGB: 237 / 48 / 36 HEX: #ED3024

SECONDARY COLORS (25% OF PALETTE)

DARK NAVY			MAROON		
	PRINT	CMYK: 98 / 71 / 37 / 57 PMS: 655 C 288 U		PRINT	CMYK: 0 / 95 / 100 / 25 PMS: 7621 C 3517 U
	WEB	RGB: 0 / 42 / 68 HEX: #002A44		WEB	RGB: 186 / 36 / 25 HEX: #BA2419

TYPOGRAPHY

LOGO TYPOGRAPHY

Typography plays a critical role in conveying personality, tone, and quality. Careful attention to typographic details works to distinguish the brand by achieving harmony throughout all Belmont Medical Technologies communications.

The Belmont Medical Technologies logo uses Cera PRO Medium. For consistency across the whole brand, use the logo font in all caps for headings and subheadings. Set body copy in sentence case using Cera Regular.

The complete Cera PRO font family is available for purchase from typemates.com

Cera PRO: typemates.com/fonts/cera-pro

WEB-SAFE TYPOGRAPHY

Whenever Cera PRO is not available or when collateral is generated for internal communications, use Century Gothic, which is included as a font option with Microsoft Windows and Office. While there are distinct differences between the letterforms in Cera PRO and Century Gothic, Century Gothic is a sufficient replacement for headlines and short bursts of copy. If Century Gothic is unavailable, use Arial in place of Cera PRO.

Cera PRO Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Cera PRO Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

HEADING (Cera PRO Medium, 32 pt, 10 pt tracking, All Caps)

SUBHEADING (Cera PRO Medium, 20 pt, All Caps)

Body copy (Cera PRO Regular at 14 pt font) Lorem ipsum enis nesersp
erorum reperit ut velectur, occus solorio nestrunt, voluptati ditatur mo
quodit quis imin estiiscia que de pa nemque dolutem volorrunt qui tectem
faccupt atuntem hil iu Dolut faceritem quate lam, voluptatque corehenem
velenis quiant quam nitis mincten deseque nosandicim il inturem qua.

PLEASE NOTE

The specific point sizes referenced here are not mandates. What's important is the size relationship and ratio between each level of the hierarchy. Duplicating exact point (pt) sizes is not necessary.

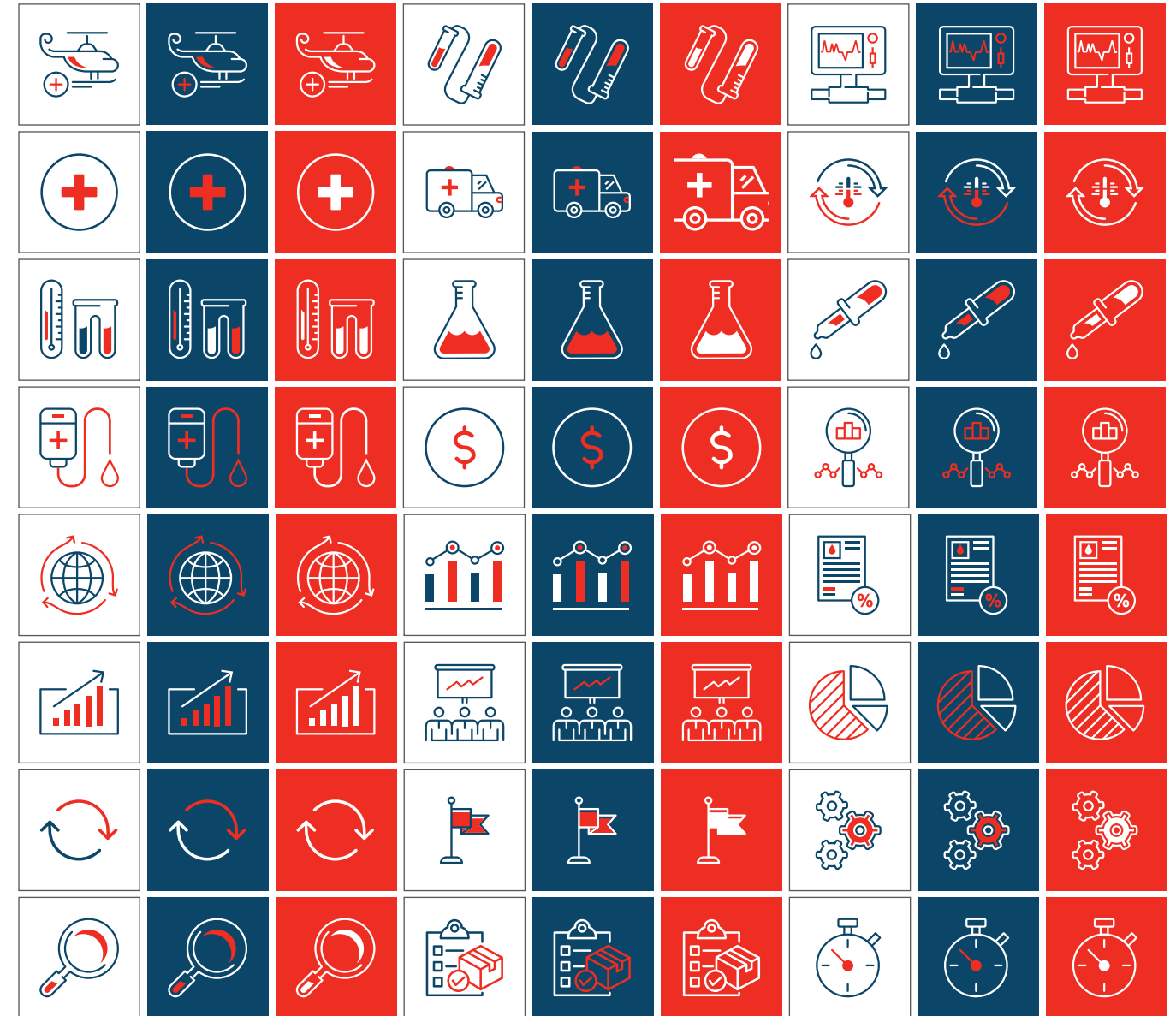
GRAPHIC ICONS

ICON LIBRARY

The Icon Library includes a set of 100 different icons for use in collateral. There are currently three categories of icons available in both EPS (print use) and SVG (digital use) format including: **"Medical," "Business,"** and **"Miscellaneous."**

The icons' subfolders indicate use on 3 types of backgrounds (white backgrounds, navy or dark navy backgrounds, and any dark colored background).

If for any reason there is a need for an icon outside of the pre-designed set, please contact marketing@belmontmedtech.com for guidance.



PHOTOGRAPHY

PRODUCTS

There are two main types of images that should appear on your product page and across your marketing channels: standard product photography and in-context photography.

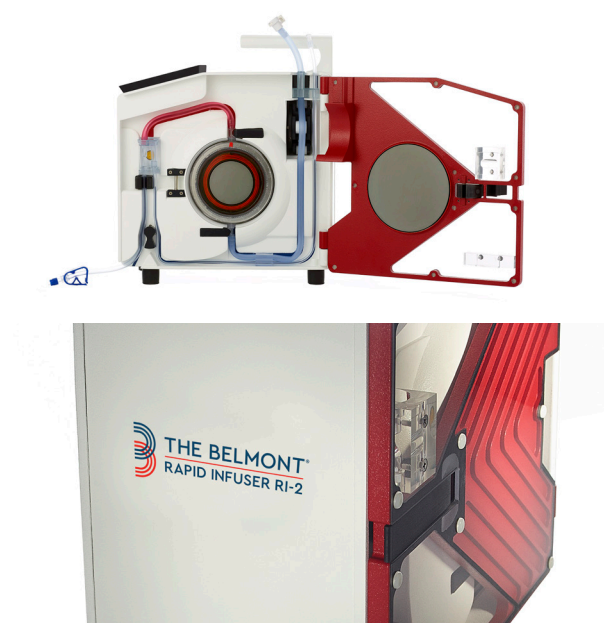
Standard Product Photography: This photography includes a variety of images showcasing your product from different angles. These images are meant to show your product in its best light and should be shot on a white background, helping to create a consistent look across your product line. Although our brand has previously featured product photography with a reflection of the product underneath, we will move forward with a clean image without reflection, in order to promote product clarity.

In-Context Photography: This type of photography showcases your product being used inside its intended environment. These images are best suited for social media, blog posts, emails, and other marketing channels. They can also support product pages to create context around the product.

- DO
- Include a variety of differently angled photos
 - Photograph products with the new logo (or render them in photo editing software)
 - Use a white background
 - Show the product being used by medical professionals in its intended environment

- DO NOT
- Use one point of view in a series of photos
 - Photograph products using the legacy logo
 - Render reflections underneath products
 - Show people using the product in a contrived manner on an isolated background

ON-BRAND EXAMPLES



OFF-BRAND EXAMPLES



PHOTOGRAPHY

STOCK IMAGES

Our aim is to inspire, and our brand cannot do this without sincerity and authenticity. These general guidelines provide important considerations for selecting stock imagery that reflect our standards for photographic styles and subject matter. The following guidelines apply universally and equally to all four of our service categories: Military, OB/GYN, Hospital, and EMS.

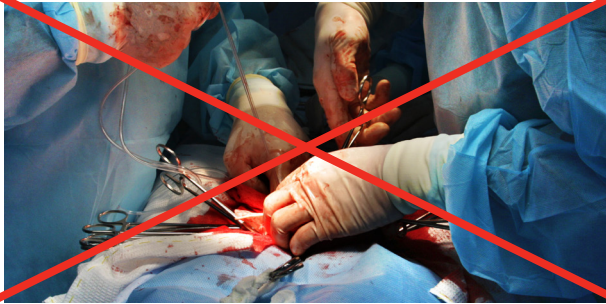
OUR SUBJECT MATTER:

IS	IS NOT
Realistic, in-the-moment	Bloody, graphic
Active, hands-on, professional, true	Posed, artificial, awkward, staged
Controlled, focused	Chaotic, blurry
Surrounded by medical professionals using relevant medical supplies	Isolated with devices used as props without any context
Serious and reflective of true patient/professional interactions	Sugar-coated with forced smiles that downplay the reality and severity inside the situations
Authentic, direct, human	Cliché, abstract, manufactured
Suggestive of action scenes, showing enough context to imply emergencies or delivery room baby interactions	Explicit and upsetting, showing graphic, messy details of medical operations
Genuine, real world with true-to-life people in believable atmospheres	Overly polished, with stock "models" in artificial settings with fake studio backgrounds
Diverse in gender, age, and race	Stereotypical, gender-biased, overly male, overly Caucasian

ON-BRAND EXAMPLES



OFF-BRAND EXAMPLES





BRAND EXTENSIONS

ENTITY NAMES

OUR NEW BRAND

As the brand extends to various collateral pieces, we must be consistent in the way we represent copyright information and entity names. These guidelines apply to all marketing communications, with the exception of functional collateral pieces such as the Identity Suite or PowerPoint Template. In every other case, make sure the following copy appears at the end of every document.

2020 © Belmont Instrument, LLC

Belmont Medical Technologies™ is a trademark of Belmont Instrument, LLC

For all marketing materials—excluding brochures, user manuals, and technical collateral—it is acceptable to use the following legal copy at the end of these documents.

2020 © Belmont Medical Technologies

FURTHER CONSIDERATIONS

Additionally, follow the guidelines below when managing copyright information on collateral pieces:

- If the trademark information cannot fit within a single line, a line break may be used. However, line breaks need to preserve the full name of "Belmont Medical Technologies" or "Belmont Instrument, LLC" on the same line without line breaks separating these words onto different lines as a result.
- For print applications, do not go below our minimum font size or over our maximum. Printed copyright type should be no smaller than 7 pt, and it should never exceed 10 pt. When using type sizes in the 7 pt to 9 pt range, use Bold for the font weight.
- For digital applications, do not go below our minimum font size or over our maximum. Digital copyright type should be no smaller than 11 pt, and it should never exceed 14 pt. When using type sizes in the 10 pt to 14 pt range, use Regular, Medium or Bold for the font weight.
- If you are unsure if the type will print legibly, speak to your printer or vendor regarding best practices.

THE BELMONT TRI-LINES

INTERSECTING TRI-LINES

It's acceptable to use an enlarged version of the "B" icon from the Belmont Medical Technologies as a graphic element to show intersecting tri-lines. This works to create a cohesive brand look across various collateral pieces. The Intersecting Tri-Lines can bleed off any corner and to the left or right edge of a page, but they should not take up more than 50% of available space within a layout. For designs that are vertically narrow, the Intersecting Tri-Lines may be placed along the bottom edge.

On some occasions, it's advisable to use the "B" icon as a watermark on both white and solid colored backgrounds, but only when the text will need to be placed over the design (i.e. PowerPoint).

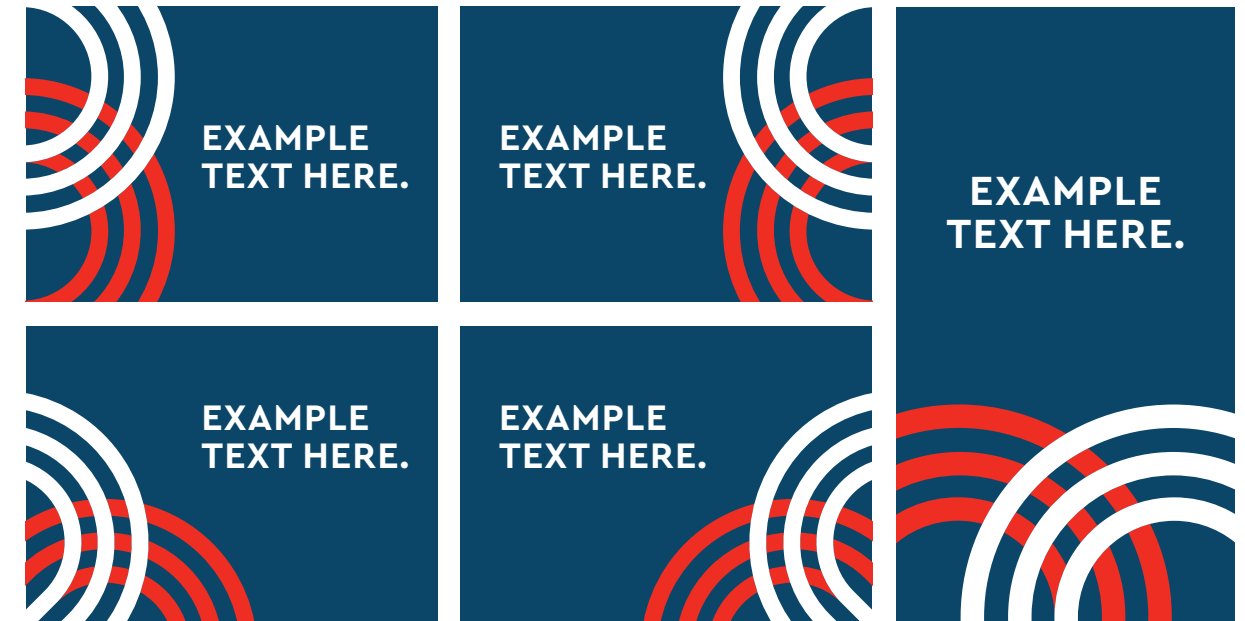
PARALLEL TRI-LINES

Use a grouping of three parallel, flowing directional lines (adapted from the logo icon) to bring the viewer's eye to important pieces of information while adding visual interest and a branded feel. When using the Parallel Tri-Lines, the three lines should always remain the same color and never intersect one another. If using the tri-lines to call attention to a text box, leave adequate spacing between the content and the tri-lines to prevent the callout from being crowded.

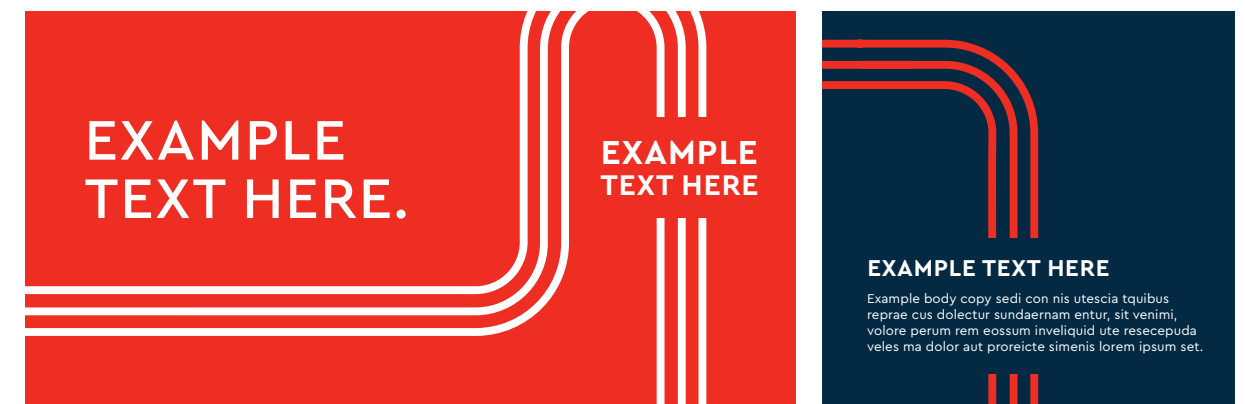
PLEASE NOTE

In addition to the examples to the right, pages 21-26 provide guidance for placement and color usage of these elements.

INTERSECTING TRI-LINES



PARALLEL TRI-LINES

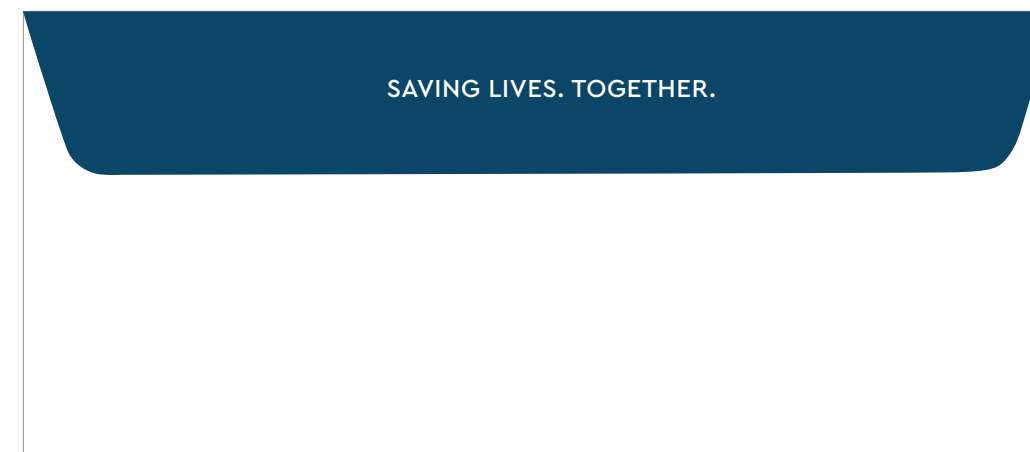
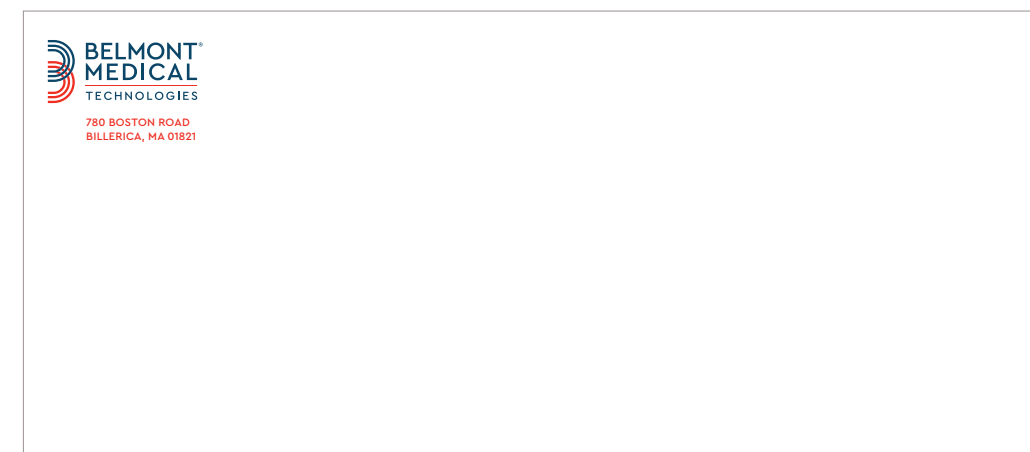


COMMUNICATION SUITE

BUSINESS CARDS



ENVELOPE



COMMUNICATION SUITE

LETTERHEAD



780 BOSTON ROAD
BILLERICA, MA 01821
978.696.9261
BELMONTMEDTECH.COM

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla?

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla?

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla?

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores.

For more information lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Contact

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Belmont Medical Technologies
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EMAIL SIGNATURE



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POWERPOINT TEMPLATE

USAGE

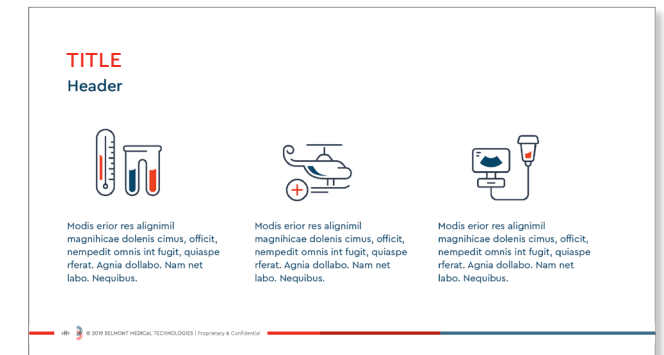
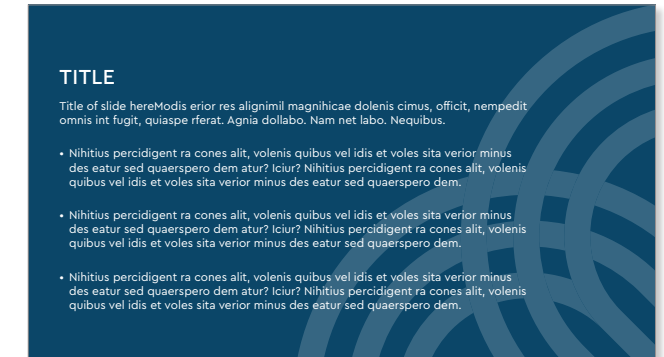
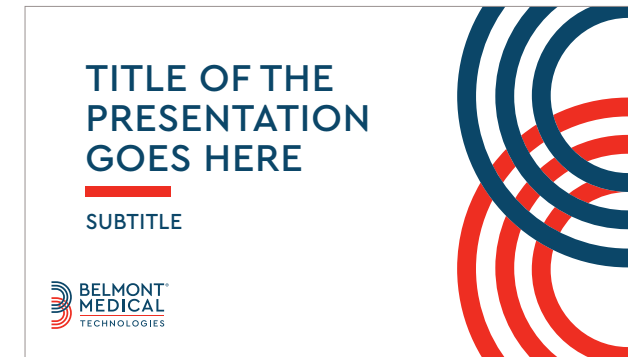
Use our branded PowerPoint template for all associate-facing communications and for detailed client- and prospect-facing presentations.

There are currently 58 different layouts in this template.

If you're planning to distribute printed copies of an associate-facing presentation or client-facing presentation, use our Belmont Medical Technologies PowerPoint template.

Please do not use clip art in your slides. You have access to an approved library of icons that work to achieve brand harmony across all communications.

EXAMPLE SLIDES



BROLDER & RI-2 PRODUCT SHEET

BROLDER

FRONT



INSIDE (FLAP CLOSED)



BACK



INSIDE (FLAP OPENED)



RI-2 PRODUCT SHEET

FRONT



INSIDE



BACK



CASE STUDY TEMPLATE

USAGE

When a custom design is not available for specific messaging needs, use our Case Study Template to ensure that the look and feel of our brand extends to all ongoing communications. Each template has an implicit hierarchy built into its design to help you order and prioritize your most important information.

TEMPLATE OPTIONS

LAYOUT 1

CASE STUDY

NAME GOES HERE LOREM

Informational callout header can go here
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PROBLEM

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SOLUTION

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RESULTS



X%
LOREM IPSUM



X%
LOREM IPSUM



X%
LOREM IPSUM



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BELMONTMEDTECH.COM

TECHNICAL SERVICE
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+1.978.663.0212 (ALL OTHERS)

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LAYOUT 2

ARTICLE TITLE GOES HERE LOREM IPSUM

SUBTITLE GOES HERE LOREM IPSUM

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KEY TAKEAWAYS HEADER

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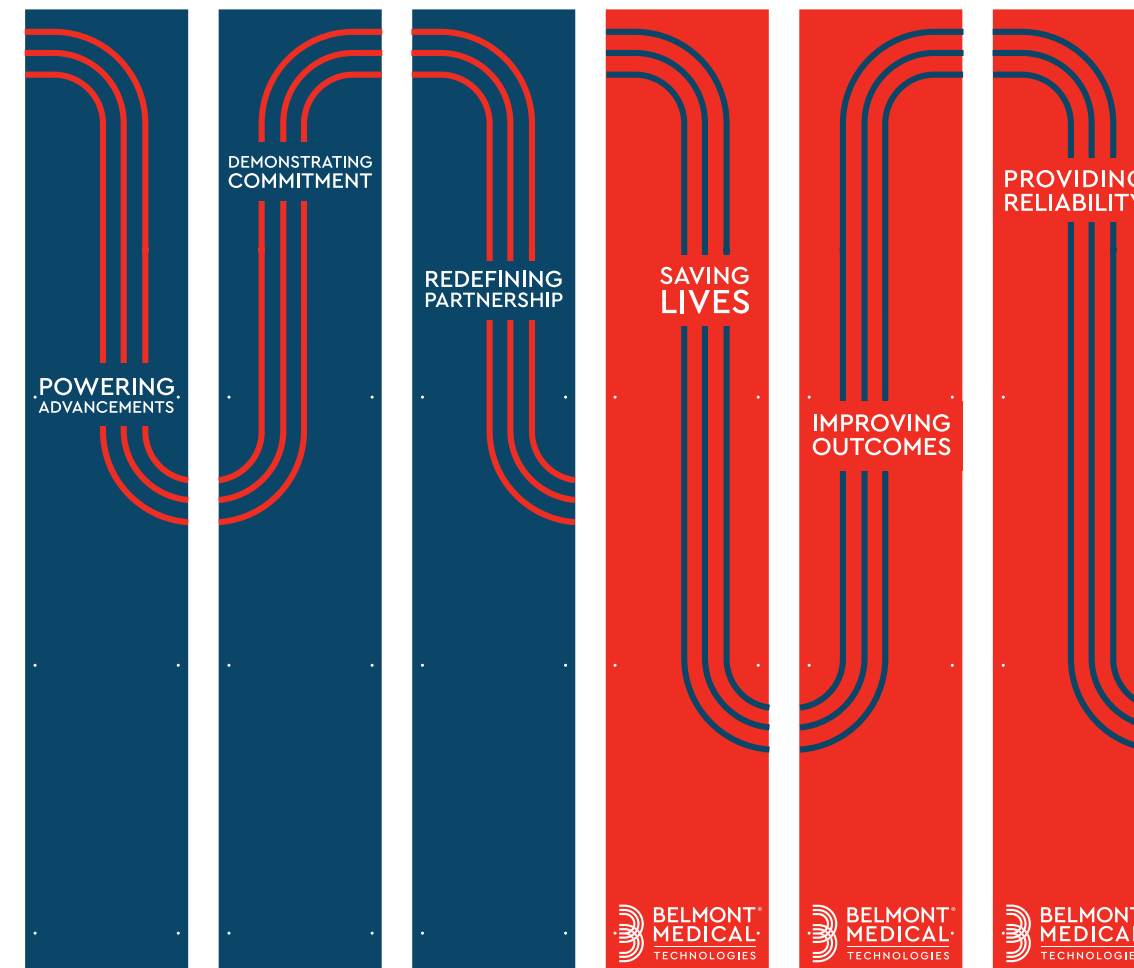
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TRADE SHOW GRAPHICS

BANNERS



WALL POSTS



TRADE SHOW GRAPHICS

BACK WALL



TABLECLOTH (6 FT. & 8 FT.)





ADDITIONAL GUIDANCE

Thank you for preserving the integrity of the Belmont Medical Technologies brand. With maximum consistency, clarity, and legibility, we are helping people have positive interactions with our brand.

If you have questions or need guidance regarding the design of collateral, please contact **marketing@belmontmedtech.com**.

