BRINGING YOU® THE MASTERS

BRAND STYLE GUIDE

BRAND OVERVIEW

Dedicated to Excellence, Innovation, and Collaboration

LOGO USAGE

PRIMARY LOGO

The Bringing You The Masters Instruments logo is to be used in all external communications. Always place the logo on a white background for maximum visibility and clarity.

BRINGING YOU®
THE MASTERS

BRINGING YOU®
THE MASTERS

MARK

SECONDARY LOGO/VARIATIONS

The secondary logo in monochrome (black or white) may be used on dark backgrounds, but the original logo colors should never be altered or redesigned.

CLEAR SPACE

Maintain a clear space around the logo equal to the height of the 'B' in the logo on all sides. No other elements should intrude on this space.

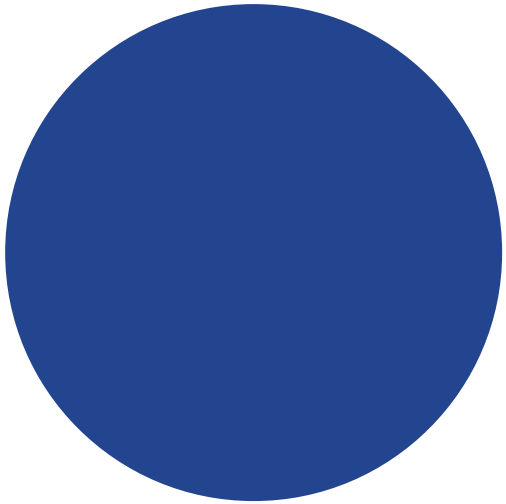
LOGO DO'S AND DON'TS

Do not stretch, distort, or rotate the Bringing You The Masters logo. Do not change the logo's color or apply unapproved effects.

COLOR PALETTE

PRIMARY COLORS

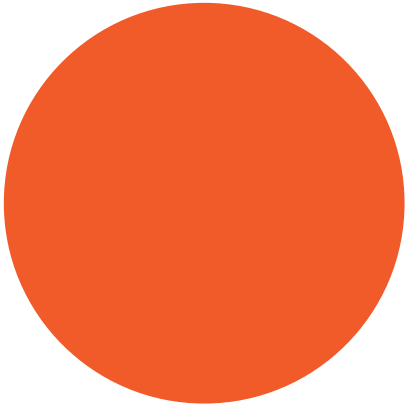
The primary color for Bringing You The Masters is #23458F (Hex), 35, 69, 143 (RGB), symbolizing trust and professionalism.



#23458F

C: 98%
M: 85%
Y: 11%
K: 2%

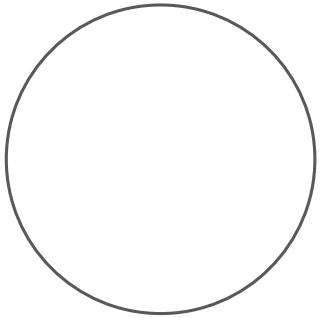
R: 35
G: 69
B: 143



#F15A29

C: 0%
M: 80%
Y: 94%
K: 0%

R: 241
G: 90
B: 41



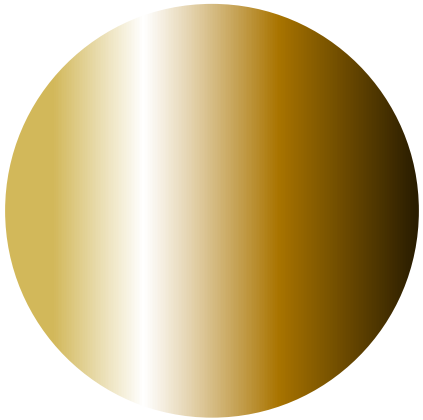
#FFFFFF

C: 0%
M: 0%
Y: 0%
K: 0%

R: 255
G: 255
B: 255

SECONDARY/ACCENT COLORS

Use gold gradient for secondary highlights, such as buttons or call-to-actions, and for text and additional elements.



#D2B85A	#FFFFFF	#A97400	#2A1D00
C: 20% R: 210	C: 0% R: 255	C: 30% R: 169	C: 60% R: 42
M: 23% G: 184	M: 0% G: 255	M: 53% G: 116	M: 64% G: 29
Y: 78% B: 90	Y: 0% B: 255	Y: 100% B: 0	Y: 80% B: 0
K: 0%	K: 0%	K: 12%	K: 76%

COLOR USAGE

Primary colors should dominate main brand assets such as website headers, packaging, and printed materials. Accent colors should be used sparingly for emphasis.

TYPOGRAPHY

PRIMARY TYPEFACE

Bringing You The Masters uses 'Helvetica Neue' for all web and print materials. This font ensures a modern and professional look across communications.

HELVETICA NEUE

ABCDEFGHIJKLMNOPQRSTUVWXY

abcdefghijklmnopqrstuvwxyz

HIERARCHY

Use 'Helvetica Neue' Bold for headlines (H1 at 36px, H2 at 28px), 'Helvetica Neue' Regular for body text (16px), with 1.5x line spacing for improved readability.

Headline H1 36PX

Headline H2 28PX

Body text 16px

FALLBACK FONTS

If 'Helvetica Neue' is unavailable, use 'Open Sans' for digital platforms and for printed materials as alternatives.

Open Sans

IMAGERY AND PHOTOGRAPHY

PHOTOGRAPHY STYLE

Imagery for Bringing You The Masters should showcase real surgeons using our instruments in clinical settings. High-resolution images reflecting professionalism and precision are mandatory. Avoid stock images that don't reflect the medical field.

IMAGE TREATMENTS

For consistency, apply a subtle black overlay (10%) when placing text over images. This ensures readability while maintaining the brand's clean aesthetic.

DO’S AND DON’TS

Do not use pixelated or low-quality images. Ensure all images are sharp, professional, and reflect the company's dedication to precision.

TONE OF VOICE

BRAND PERSONALITY

Bringing You The Masters is professional, knowledgeable, and approachable. Communications should be informative and build trust with surgeons and medical professionals.

LANGUAGE GUIDELINES

Maintain a professional yet conversational tone in all communication. Use clear, concise language to convey technical details when necessary, but avoid overly complex jargon.

BRAND-SPECIFIC WORDS/PHRASES

Always refer to courses by their official names (e.g., 'Preservation'). Use 'bringing you the masters' to describe our commitment to others and to emphasize brand value.

BRAND ASSETS AND ICONOGRAPHY

ICONS

Icons used in Marina Medical's marketing and communication materials should be clean, medical-themed, and minimalist, such as scalpels, surgical masks, and anatomy symbols.

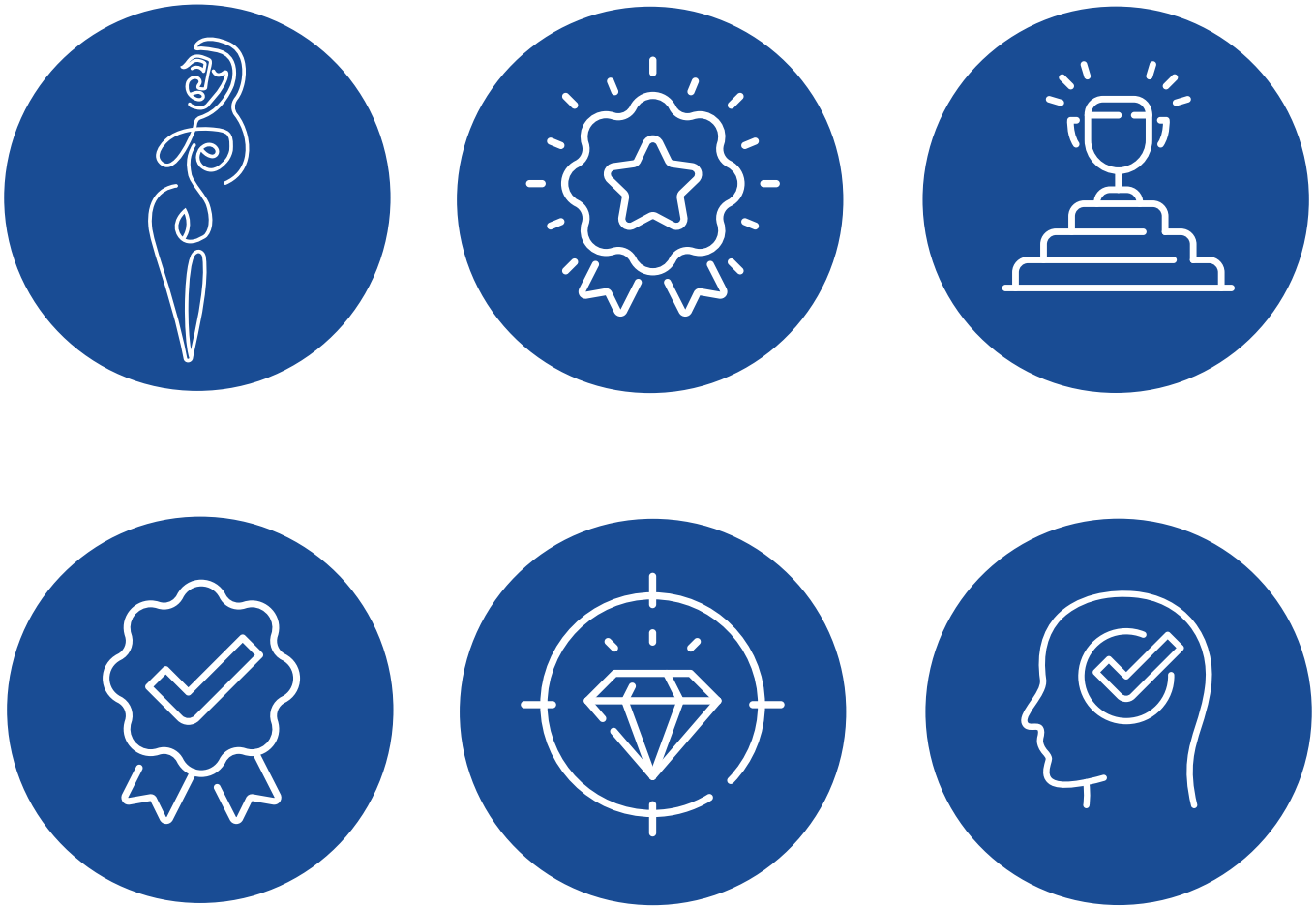
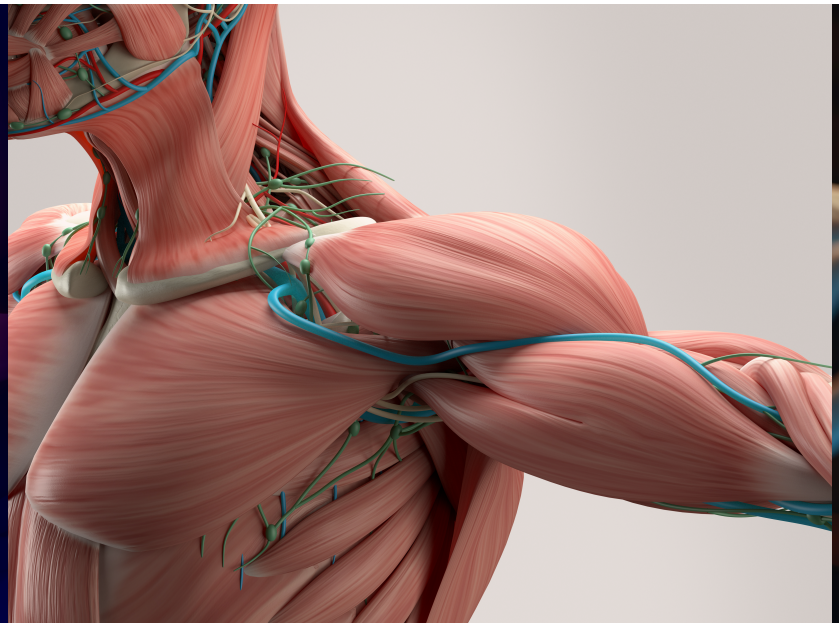
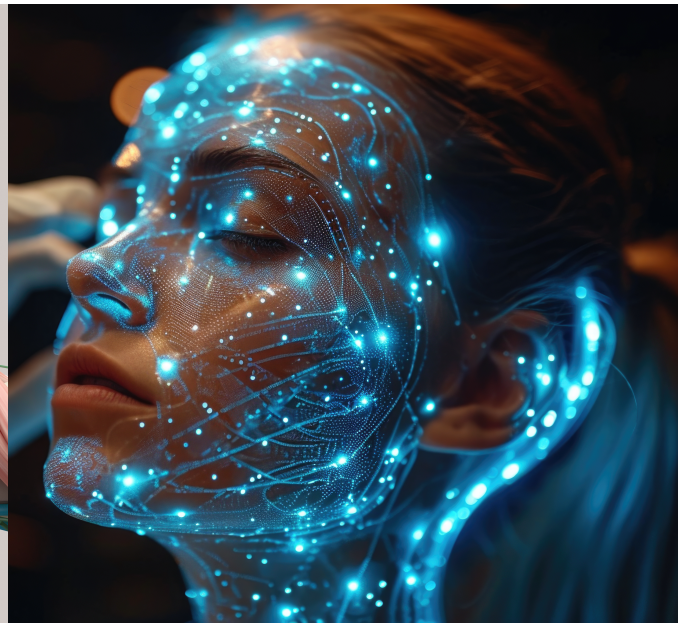


ILLUSTRATION STYLE

In our illustrations for Bringing You The Masters, we combine detailed, anatomically accurate images that highlight the specific body part being focused on during each surgical or cadaver course. To enhance the educational experience and connect with modern medical advancements, we blend these anatomical visuals with futuristic, AI-driven elements. Additionally, we incorporate nature-inspired elements when appropriate, creating a dynamic and visually engaging representation that reflects both the organic and technological aspects of surgical innovation.

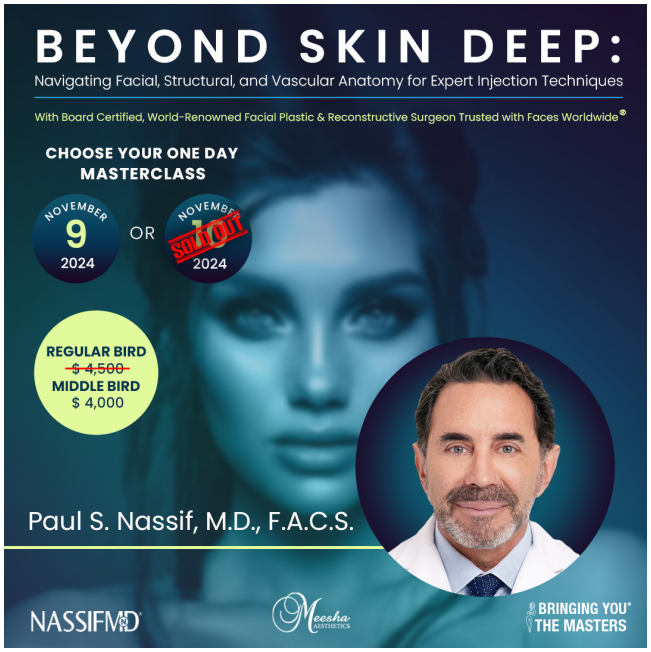




SOCIAL MEDIA GUIDELINES

CONTENT TONE

Bringing You The Masters' social media should maintain an informative and professional tone, targeting surgeons and healthcare providers. Posts should focus on product innovation, industry trends, and client success stories.

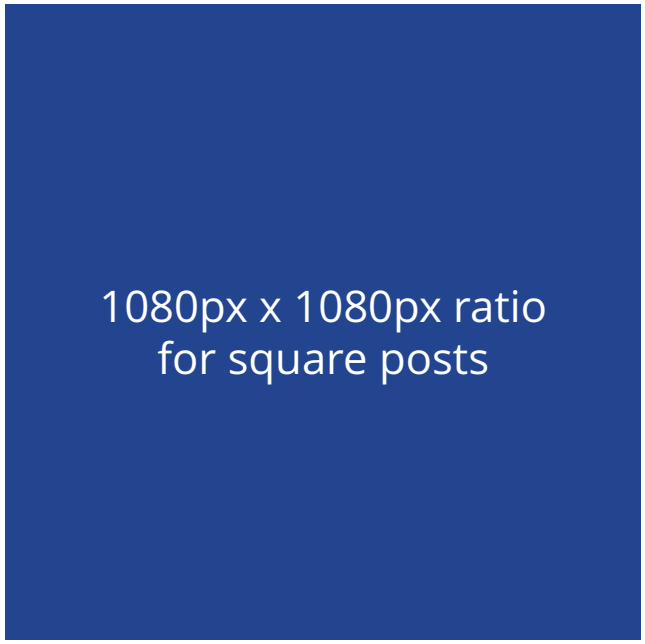


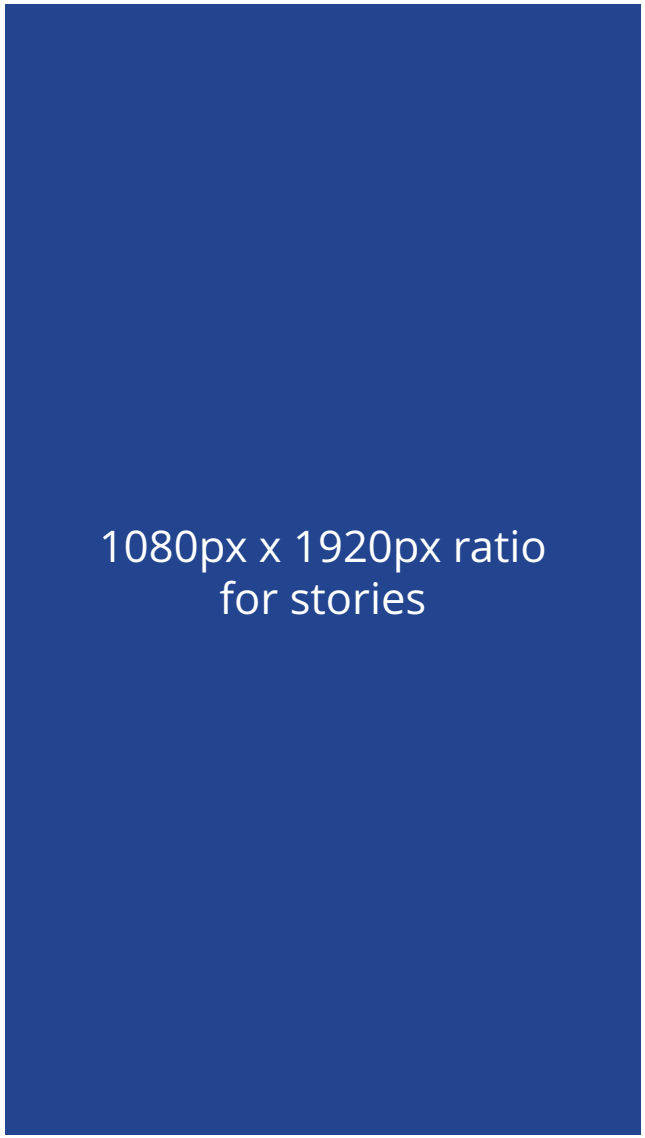
HASHTAGS/TAGGING

Use **#BringingYouTheMasters**
and **#BYTMExperience**
in every post to increase visibility.
Tag partnering surgeons and healthcare
institutions whenever applicable.

POST FORMATS

Instagram posts should use a 1080x1080px format for square posts and a 1080x1920px format for stories. Videos should not exceed 1 minute, and educational posts should include detailed captions.





BRAND APPLICATION

COLLATERAL MATERIALS

All Bringing You The Masters brochures, business cards, and packaging must feature the logo on the top-right corner. Use 'Open Sans' font for all textual content, and ensure product descriptions are concise and technical.

DIGITAL AND PRINT ADS

Bringing You The Masters’ ads must adhere to brand colors, typography, and logos. The tagline 'Dedicated to Excellence, Innovation, and Collaboration.' should be prominently displayed in both print and digital formats.

This approach ensures that Bringing You The Masters's branding remains cohesive, professional, and aligned with the company’s values, no matter where or how it is presented.

BRINGING YOU®
THE MASTERS

Bringing You The Masters, Inc.

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