

MEDAIRE BRAND GUIDELINES

MEDAIRE IS THE ESSENTIAL PARTNER PROVIDING
MEDICAL, SECURITY AND OPERATIONAL SUPPORT TO
ENABLE AVIATION AND MARITIME MEMBERS
WHEREVER THEY NEED TO TRAVEL.



WE PREPARE OPERATORS IN REMOTE ENVIRONMENTS
WITH THE RIGHT RESOURCES TO TAKE THE BEST CARE
OF THEIR CREW, PASSENGERS, GUESTS AND ASSETS.

OUR BRAND

VISION

To lead the industry by being the most innovative and essential travel safety partner for members travelling in the air, on the ground or at sea.

MISSION

To be essential to our members by providing expert medical, security and operational support to keep travellers and assets safe.

VALUES

PASSION

We work with passion, entrepreneurial spirit and teamwork to serve our members.

EXPERTISE

We are committed to apply our professional expertise to deliver great quality services.

RESPECT

We treat all our stakeholders with respect and integrity in order to earn their trust.

CARE

We care about the interests of our clients, members and employees and aim to make a real difference to their lives.

BRAND ATTRIBUTES

Leader, Smart, Dependable, Compassionate, Unparalleled, Resourceful, Innovative

BRAND PROPOSITION

We help members keep travellers safe in the air or at sea by providing the best remote medical, security and operational support wherever they need to travel.

DIFFERENTIATION

EXPERIENCED – 30 years proven aviation and luxury yachting experience.

TRUSTED – backed by International SOS, the worldwide market leader in medical and travel security risk management.

COMPLETE – the only provider offering a global, fully integrated safety solution and range of complete services.

CONVENIENT – 24/7 medical, security and travel assistance anywhere, anytime for any reason.

COMPREHENSIVE – the largest and most comprehensive worldwide provider network offering unparalleled quality care wherever members travel.

CLIENT FOCUSED – Our team partners with members to better understand their needs and deliver services in line with their evolving travel safety needs.



OUR LOGO

ABOUT

The 2-Colour logo should be used whenever possible. If more contrast is needed, please see alternate 1-Colour options on the following page.

The logo is never to be displayed without "An International SOS Company" underneath, regardless of use of logo, size of printing area, or aesthetic preference.

MAIN COLOURS

The MedAire logo colours are blue and orange. The colours are the same as International SOS Dark Blue and Orange and need to stay consistent with their brand standards.

A complimentary palette has been included on the following page to allow information to be better organised and presented.

EXCLUSION ZONE

The logo should always have at least twice the clearance of X on all sides, where X is the height of the "International SOS" in the logo.

When used in a layout, the MedAire logo should have a minimum of .25" distance from any other surrounding graphics.

To guarantee proper legibility, do not size the logo smaller than 1 inch wide.

The logo and all its elements should not be altered, repositioned, removed or used as standalone graphics.



ADMIRAL BLUE

R: 0 | G: 0 | B: 55
C: 100 | M: 100 | Y: 28 | K: 78
WEB: #000037
PANTONE: 2767 C

SOLAR FLARE

R: 239 | G: 130 | B: 15
C: 0 | M: 59 | Y: 97 | K: 0
WEB: #EF820F
PANTONE: 165 C



OUR LOGO (CONTINUED)



DARK BACKGROUND VARIATIONS

The reversed 2-Colour logo should be used whenever possible. If more contrast is needed, use the alternate 1-Colour option.

1-COLOUR PRINT VARIATIONS

There are instances when only one colour is an option for printing (e.g. promotional products, pricing considerations, material being printed on, etc) In these cases, use the Dark Blue Logo colour, or the vendor blue option.

If blue is not available, black (or white on dark backgrounds) is the other 1-Colour option.

CO-BRANDING

The MedAire brand has strong brand awareness and equity within our target markets. As a market leader and in line with International SOS policy, we DO NOT white label our services.

Our co-branding policy is decided on a case-by-case basis and sales should always work with MedAire Marketing to determine best approach prior to making any agreements with members.

International SOS group marketing approval will also be required for co-branding requests.

If cost to be incurred, in general we would charge the other brand for design fees/production fees.

The MedAire logo should always presented on the left (landscape) or above (portrait).





BRANDING WITH AEROSAFETY

In Brazil, Aerosafety has major brand awareness, co-branding Brazilian documents helps build the credibility between both brands.

When creating any collateral with a medical equipment offering or content in Brazil, the Aerosafety logo must be displayed.

The MedAire logo should always be presented on the left (landscape) or above (portrait).

Use of the full-colour Aerosafety logo is required whenever possible. There are versions for light and dark backgrounds.

Co-branded materials are subject to Aerosafety's review and approval.





OUR STRAPLINE

"EXPERT CARE, EVERYWHERE." should always appear in ALL CAPS. "EXPERT CARE" should not be bold and "EVERYWHERE" should be always be bold to show emphasis.

Non-Bold Font is Avenir Next LT Pro Light

Bold Font is Avenir Next LT Pro Demi

Do not use the strapline with the logo. The text will compete with the MedAire and International SOS text in the logo and should not detract from the logo itself.

When the strapline is used in conjunction with the compass, it must be centered and with padding equivalent to the height of the text. The compass must have at least 7 tick marks, sized 3x the size of the text.



WITHOUT COMPASS

EXPERT CARE, **EVERYWHERE.**

EXPERT CARE, **EVERYWHERE.**

WITH COMPASS



OUR DESIGN ELEMENTS

TYPOGRAPHY

Consistent fonts and text-treatments establish a visual design and consistency for emphasising and elevating the importance of the content displayed to the audience.

TITLES SHOULD BE DISPLAYED IN ALL CAPS

Main Text should use 85% Black (Runway Grey)

MAIN FONT: AVENIR NEXT LT PRO

Avenir Next is a modernised version of Avenir, the previous MedAire brand font. This font provides a full set of font weights to better present and organize large amounts of text.

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 1 2 3 4 5 6 7 8 9 0

SYSTEM FONT: CENTURY GOTHIC

Not all internal users and members have Avenir Next available on their computers. In Microsoft Programs (PowerPoint, Word, Outlook) use Century Gothic as a substitute.

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 1 2 3 4 5 6 7 8 9 0

LANGUAGE

MedAire and International SOS corporate standard is to use British/Commonwealth spelling, unless collateral is designed specifically for our US market *North American documents must still use British/Commonwealth spelling.

COLOUR PALETTE

In addition to the brand colours of Blue and Orange, there are several additional approved colours to use to draw attention and organise content in printed collateral and presentations.

SUN BEAM

R: 253 | G: 185 | B: 19
C: 0 | M: 30 | Y: 100 | K: 0
WEB: #FDB913
PANTONE: 130 C

CLOUDLESS

R: 50 | G: 188 | B: 173
C: 70 | M: 0 | Y: 40 | K: 0
WEB: #32BCAD
PANTONE: 3265 C

TEAL

R: 0 | G: 82 | B: 96
C: 93 | M: 56 | Y: 47 | K: 28
WEB: #004F59
PANTONE: 3165 C

RUNWAY

R: 77 | G: 77 | B: 79
C: 0 | M: 0 | Y: 0 | K: 85
WEB: #4C4C4E
PANTONE: 425 C

ANCHOR

R: 128 | G: 130 | B: 133
C: 0 | M: 0 | Y: 0 | K: 60
WEB: #808284
PANTONE: Cool Gray 10

STEEL

R: 188 | G: 190 | B: 192
C: 0 | M: 0 | Y: 0 | K: 30
WEB: #BBBDC0
PANTONE: Cool Gray 5



OUR DESIGN ELEMENTS

PHOTOGRAPHY

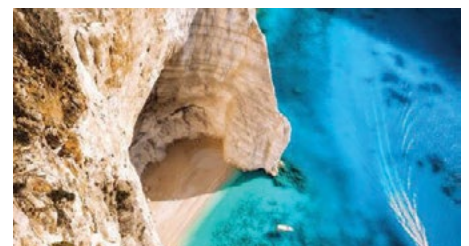
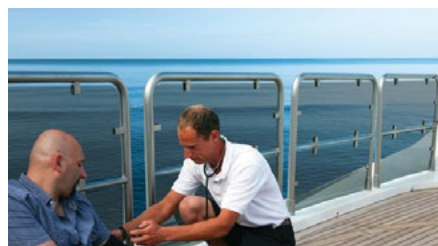
A mixture of stock photography and custom photography complement the overall branding and bring the words on the page to life. When selecting imagery for each line of business, use photos with proper emotion that balance the innovation and premium elements of the brand, but also take into account the intended audience.

COMMERCIAL AVIATION



- ▶ Bright Colours
- ▶ Friendly
- ▶ Innovative
- ▶ Affordable, Great Value

YACHTING



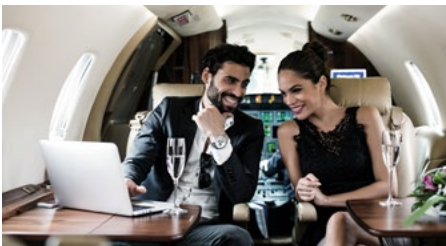
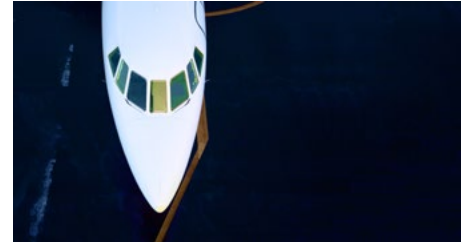
- ▶ Bright & Sunny
- ▶ Innovative
- ▶ Professionalism
- ▶ High-End Resort



OUR DESIGN ELEMENTS

PHOTOGRAPHY (CONTINUED)

BUSINESS & GENERAL AVIATION



- ▶ Contrast
- ▶ Muted Tones
- ▶ Sleek, Forward Thinking
- ▶ White Glove, Premium

ICONOGRAPHY

A standardised icon language has been defined to visually identify features of MedAire's suite of solutions. All lines of business use the Expertise, Education and Equipment Icons. Icons can be displayed without a label or by using an all caps, light font-weight, text label.

Icons used to represent MedAire Solutions should always be 1-colour and always an outline. The main element is the same height for all icons and centered vertically to maintain the same whitespace on the top and bottom.



OUR DESIGN ELEMENTS

▶ COMPASS ARROW

The Solar Flare Orange arrow is used in the compass element. It can be used to highlight headers or as a bullet in proposals, emails and PowerPoint documents. Found as a character in the font Wingdings 3.

When the character is used with text, the arrow should be 75% of the size of the text. The arrow should always point to the right. The arrow element must always be Solar Flare Orange.

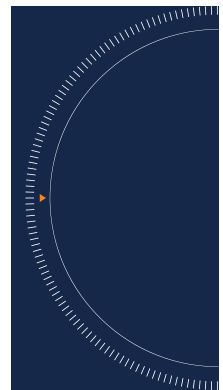
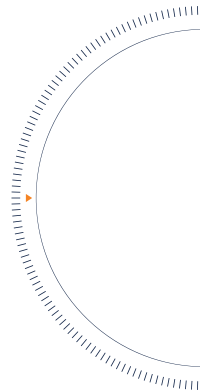
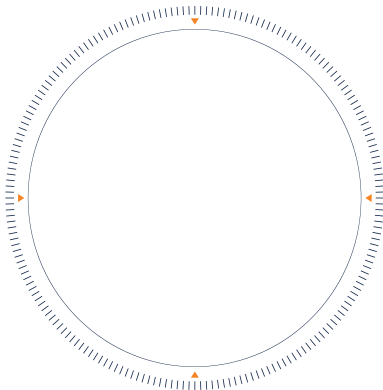
▶ Sample text for bullet



COMPASS

The compass element should be used at full-scale on the highest level page or cover, as well as sub-category pages with a title only. If used on subsequent pages or multiple pages in sequence, the compass should be watermarked or cropped into a smaller element, like when used with "EXPERT CARE, EVERYWHERE." The compass is the universal element for all three lines of business.

The arrow must always be Solar Flare Orange. On light backgrounds, lines should be Admiral Blue and on dark backgrounds the lines should be white.

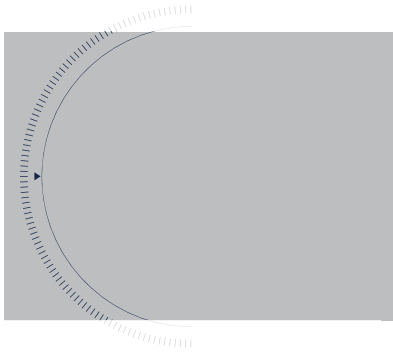


OUR DESIGN ELEMENTS

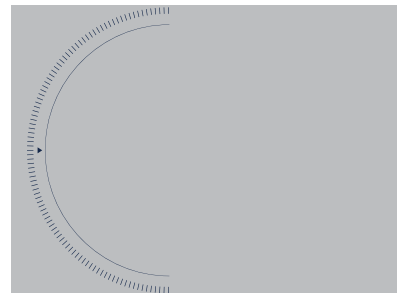
COMPASS (CONTINUED)

USING THE COMPASS

Adding the full scale compass to a page or slide it should appear as though it is disappearing off the page rather than cut off. Use the inner circle as a guide and scale the image so the edge of the page or slide intersects the inner circle.



CORRECT



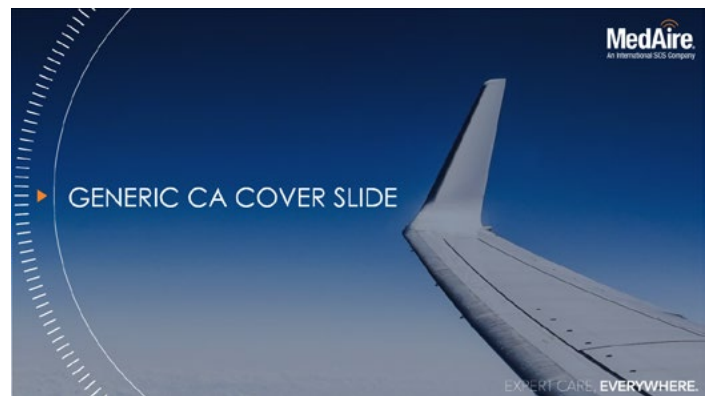
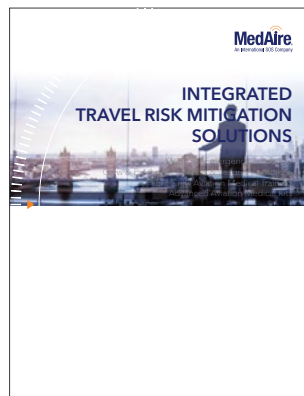
INCORRECT



USING THE COMPASS - PRACTICAL EXAMPLES



BROCHURE

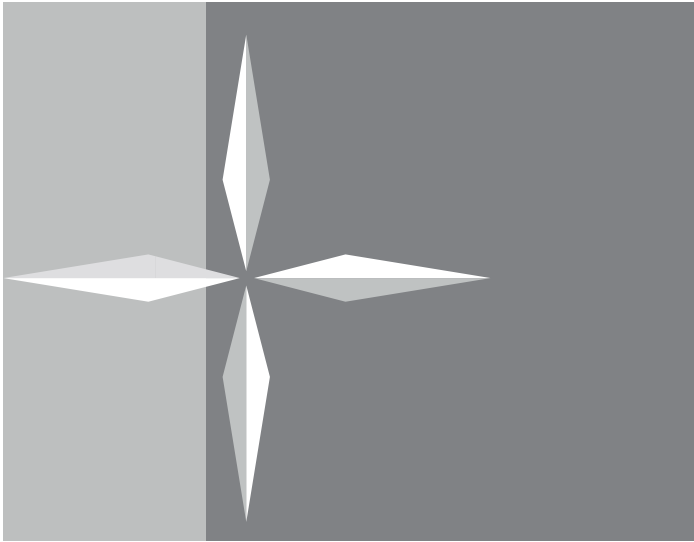


PPT TEMPLATES

OUR DESIGN ELEMENTS

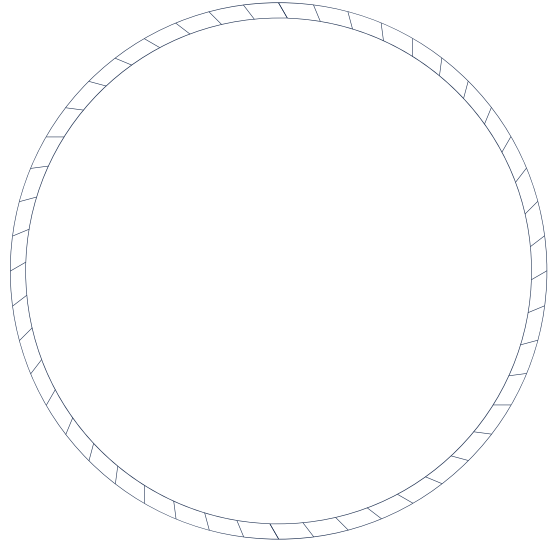
MARITIME COMPASS

The Maritime Compass should be added as a watermark to main images. It should appear from the left side and the left point of the compass should be cropped off the page at 85%. The maritime cross is not mandatory for every image, use for email headers and brochure covers.

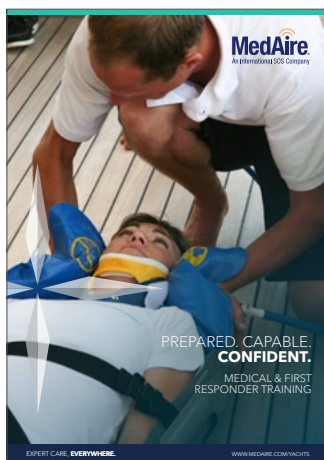


MARITIME ROPE

The Maritime Rope can be used interchangeably with the MedAire Compass. Used similarly on the highest level page of a document at full scale. The rope should appear as though it is disappearing off the page rather than cut off.



USING THE MARITIME ELEMENTS - PRACTICAL EXAMPLES



BROCHURE



PPT TEMPLATES

CORPORATE BRANDING

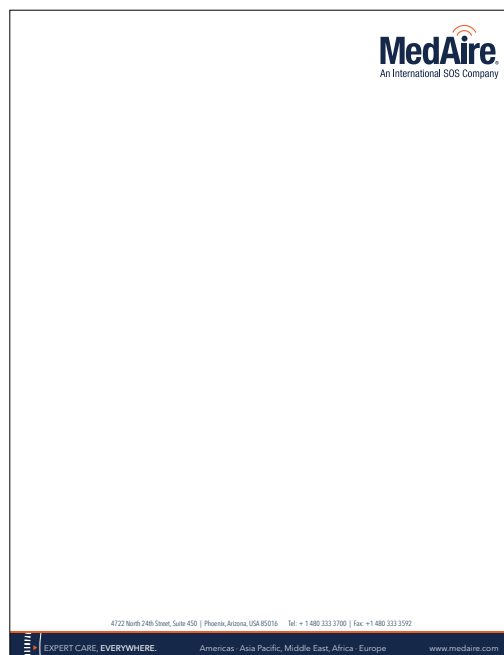
The brand visual style is used internally on elements such as our email signature, business cards, presentation templates and other internal documents. These items are designed by the global MedAire marketing team for all regions, and templates and instructions for use of these items will be issued to employees and housed on share point.

If branded materials are needed in addition to these standard items, please contact the MedAire marketing team for assistance.

BUSINESS CARD - 3.5 X 2 INCH



ENVELOPE - 9.5 X 4 INCH + LETTER HEAD

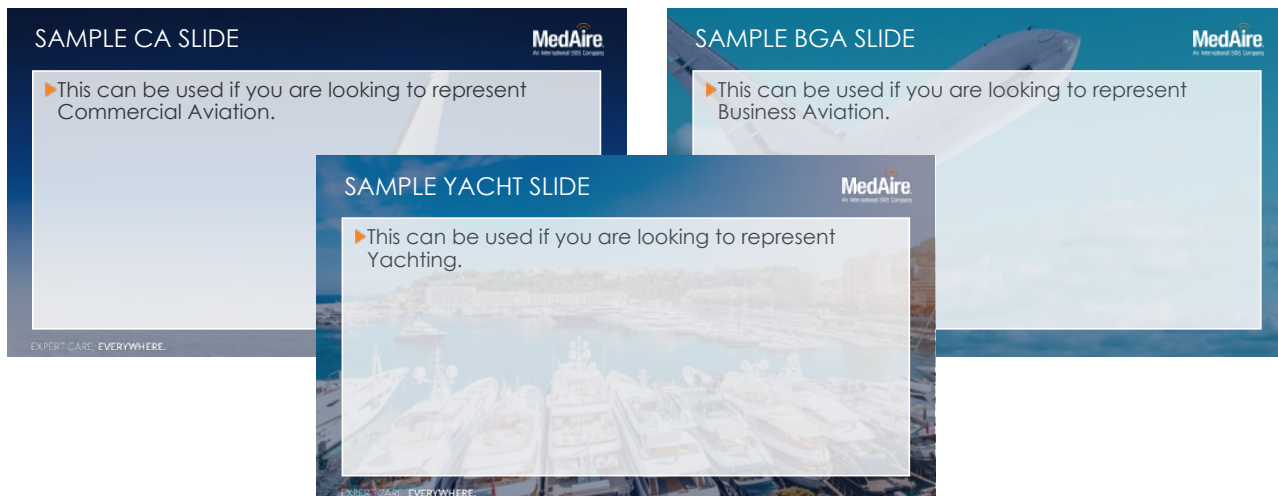
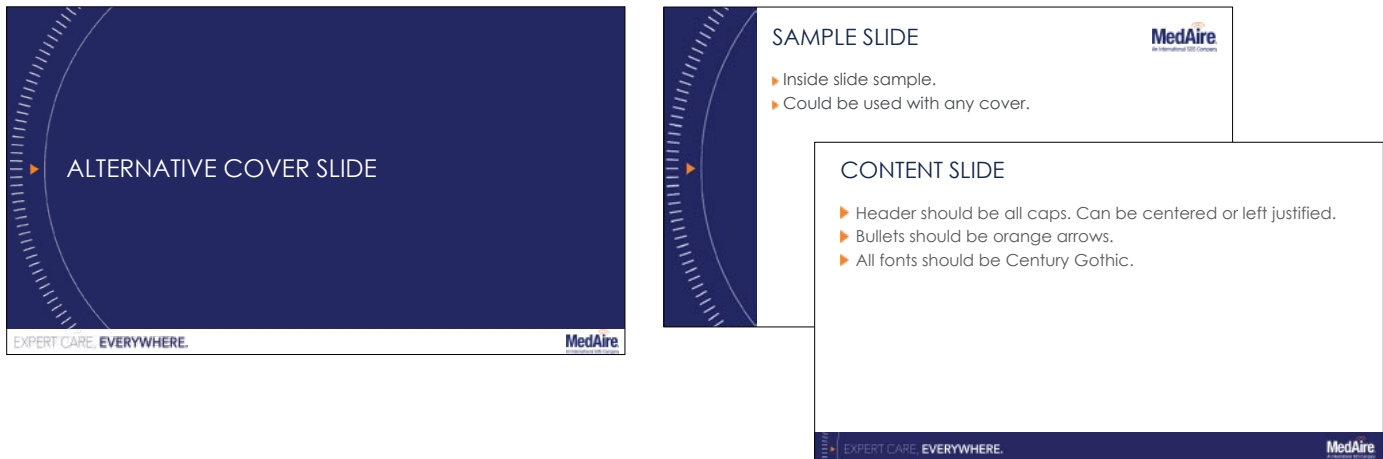


CORPORATE BRANDING

NEWSLETTER TEMPLATES



POWER POINT TEMPLATES



CORPORATE BRANDING

EMAIL SIGNATURE

All employees are required to use the following approved corporate email signature. Refer to the Word Document template and work instructions to copy/paste into your Outlook signature.

First Name Last Name

Official Title

MedAire, an International SOS company

Full Site Address for local office

P: +XXXX XXX XXXX | M: +XXXX XXX XXXX

Fax: +XXXX XXX XXXX

name@medaire.com

www.medaire.com

EXPERT CARE, **EVERWHERE.**

HOW TO REACH US

CONTACT INFORMATION

Marketing material should also include contact information for MedAire, including each of the 4 regions.

PHONE NUMBERS

AMERICAS: +1 480 333 3700
EUROPE: +44 1252 517 951
ASIA PACIFIC: +65 6330 9534
MIDDLE EAST & AFRICA: +971 42 536020

EMAIL

AMERICAS: info@medaire.com
EUROPE: info-eu@medaire.com
ASIA PACIFIC: info-apmea@medaire.com
MIDDLE EAST & AFRICA: info-apmea@medaire.com
YACHTING: yachtgs@medaire.com

MEDLINK/GRC/SECURITY

Only marketing approved member collateral may include our MedLink/GRC/Security phone numbers.
For all other sales collateral, use only generic phone numbers.





ADDENDUM A

COMMONWEALTH ENGLISH TERMS

Aeroplane	Dialogue	Honour	Paediatrician
Amidst	Diarrhoea	Hospitalise	Pediatrician
Anaesthesia	Economise	Hospitalization	Practice (n.)
Anaesthetics	Emphasise	Immunisation	Practise (v.)
Anaesthetist	Enrol	Immunise	Programme
Authorisation	Enrolment	Kilometre	Publicise
Authorise	Favour	Labour	Recognise
Cancellation	Favourable	Learnt	Standardise
Centralised	Finalise	Maximise	Towards
Centre	Focussed	Metre	Traveller
Colour	Formalise	Minimise	Travelling
Counselling	Fulfil	Mobilisation	Utilisation
Customisation	Grey	Mobilise	Utilise
Defence	Gynaecologist	Optimise	Whilst
Dialled	Haemorrhage	Organisation	



ADDENDUM B

PRODUCT NAMES & PRODUCT LANGUAGE

MedAire Membership

When discussing MedAire Membership always capitalise the Membership.

MedAire's MedLink

When discussing MedLink always use "MedAire's MedLink" on the first reference.

Management of In-flight Illness and Injury

Hyphen in "In-flight." When discussing Management of In-flight Illness and Injury (MIII) always spell out on the first reference with (MIII). Subsequent references can use MIII.

MedAire's Member Portal

Always refer to the member facing portal as the MedAire Member Portal on the first reference. After that it can be referred to as the member portal or portal.

MedAire's Aviation App

When discussing Trip Ready always use "MedAire's Trip Ready" on the first reference.

MedAire's Sea to Shore App

When discussing Sea to Shore always use "MedAire's Sea to Shore" on the first reference.

MedAire's AVSEC Intel App

When discussing Trip Ready always use "MedAire's AVSEC Intel App" on the first reference.

ADDENDUM C

MHUB & SHAREPOINT

SHAREPOINT

The Marketing Site on the MedAire SharePoint is host to internal sales and marketing related documents. From spin questions and FAQs to product launch info and support items. Use SharePoint for all documents meant for internal stakeholders. medaire.intlsos.com/Pages/default.aspx

MHUB

MHUB is the point of access for all teams to download data sheets, proposals, and all other member-facing materials from MedAire and International SOS. When new collateral is created, upload the documents to MHUB. mhub.internationalsos.com

