

MAKOTO + DUALPRO

# BRAND GUIDELINE

V2 | JULY, 2017



**makoto**<sup>™</sup>  
INTRAVASCULAR IMAGING SYSTEM

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 **dualpro**<sup>™</sup>  
IVUS + NIRS

## DOUBLE CRESCENT LOGOMARK



The Double Crescent logomark appears within both the Makoto and Dualpro primary logos. This mark should only appear once within a view (i.e. print ad, visible area of a web page, side of packaging, etc).

In instances where the Makoto logo must appear alongside the Dualpro logo, only the Makoto logo will have the Double Crescent mark, while Dualpro will display only the logotype. One logo must be visually dominant over the other. The secondary logo should have sufficient clearspace between it and the primary logo so as to not appear as a single logo.

LOGOS - MAKOTO

Primary



**makoto**<sup>TM</sup>  
INTRAVASCULAR IMAGING SYSTEM

Secondary



LOGOS - DUALPRO

Primary



Secondary



# HEADLINE FOR MAKOTO GOES HERE

Tincidunt modo commodo delenit blandit  
accumsan aliquam bene abico valde nibh. Luctus  
dolore plaga accumsan commoveo sed  
consectetur lenis velit gilvus mara. Melior iriure  
augue suscipit. Ille sagaciter persto causa in in  
indoles validus typicus. Metuo ut uxor eum sudo  
adsum verto nulla. Defui ymo persto vel.



Tincidunt modo commodo delenit blandit accumsan aliquam bene abico valde nibh. Luctus dolore plaga accumsan commoveo sed consectetur  
lenis velit gilvus mara. Melior iriure augue suscipit. Ille sagaciter persto causa in in indoles validus typicus. Metuo ut uxor eum sudo adsum verto  
nulla. Defui ymo persto vel.

## LOGO USAGE EXAMPLE - DUALPRO FOCUS

Without Makoto

# HEADLINE FOR DUALPRO GOES HERE

Tincidunt modo commodo delenit blandit  
accumsan aliquam bene abico valde nibh. Luctus  
dolore plaga accumsan commoveo sed  
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nulla. Defui ymo persto vel.

With Makoto

# HEADLINE FOR DUALPRO GOES HERE

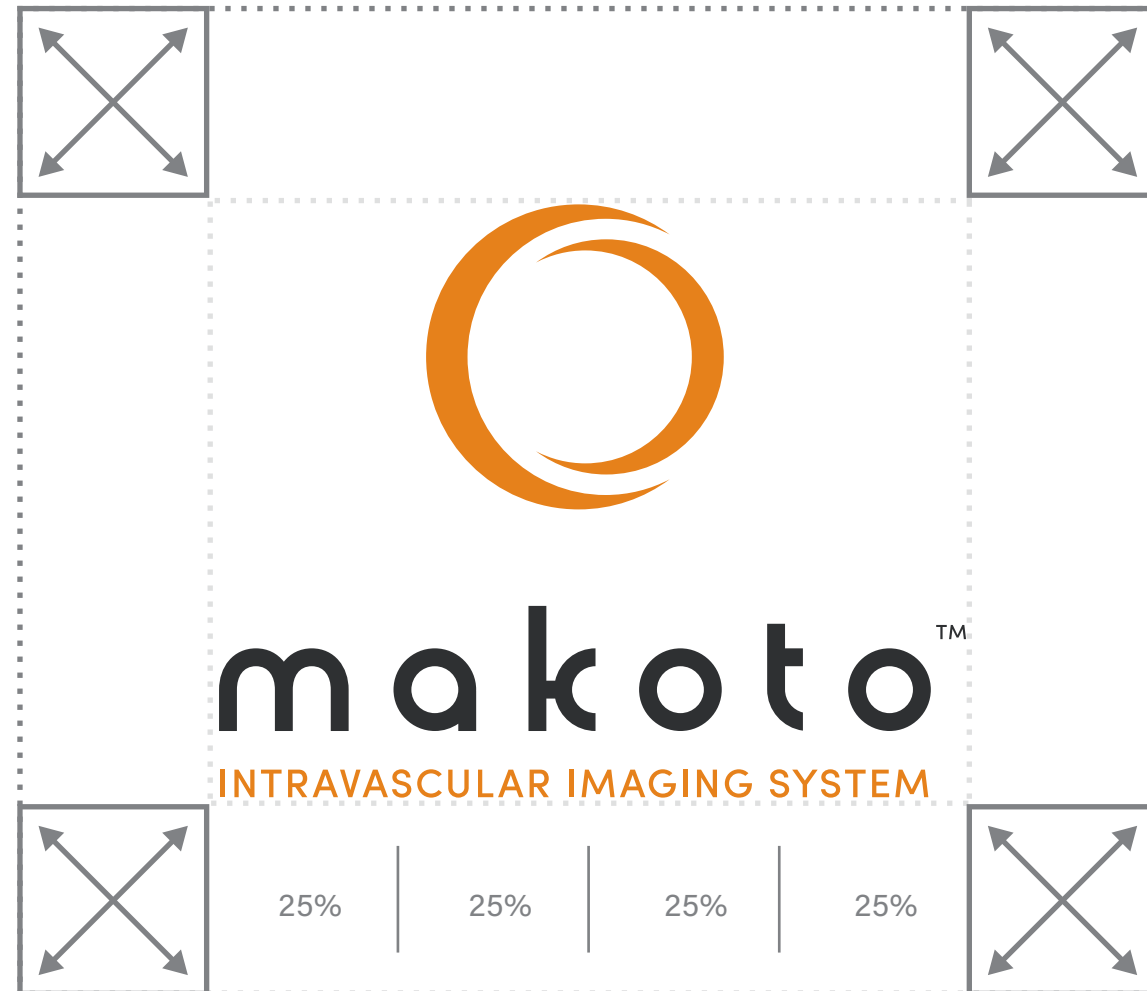
Tincidunt modo commodo delenit blandit  
accumsan aliquam bene abico valde nibh. Luctus  
dolore plaga accumsan commoveo sed  
consectetuer lenis velit gilvus mara. Melior iriure  
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causa in in indoles validus typicus. Metuo ut uxor eum sudo adsum verto nulla. Defui ymo persto vel.



## LOGOS - CLEAR SPACE



With all logos and variations, it is critical to provide enough clear space around the logo so the logo has “room to breath” in order to read clearly. At a minimum, 25% of the logo width should be used as a guide for margin size on all sides of the logo.

## LOGO USAGE AND COLOR

Yes



No



The color (ochre and slate) version of any Dualpro or Makoto logo should never be used directly against or on top of another color or photograph. The color version of our logo can only sit against white.

The reversed version of our logo (all white) may sit directly on top of a secondary color.



Typography

# True Vessel Characterization

**TRUE VESSEL CHARACTERIZATION HAS THE POTENTIAL TO IMPACT PATIENT CARE SIGNIFICANTLY, BECAUSE INFORMATION AVAILABLE TO YOU RIGHT NOW, WHEN YOU NEED IT, CAN MAKE A MEANINGFUL DIFFERENCE.**

The Makoto Imaging System™ allows for the reliable, specific, and rapid detection of lipid-core plaques, which can enable more informed clinical decision-making and advanced long-term treatment strategies.

By characterizing the plaque composition of a vessel, an interventional cardiologist can gain valuable information on the presence and location of lipid-core plaques, which are known to complicate stenting, as well as structural information on the vessel.

ACUMEN PRO SEMICONDENSED, BOLD

ACUMEN PRO SEMICONDENSED,  
BOLD, CAPS

ACUMEN PRO, REGULAR

Capitalization

For external documents, when spelled in text, both Makoto™ and Dualpro™ should retain their trademark (™). Makoto™ and Dualpro™ should follow rules for proper noun capitalization as shown here, with just the first letter capitalized, the rest lower case.

## COLOR

### Primary



#### OCHRE

PMS: PMS 1385  
CMYK: 0 - 56 - 100 - 7  
RGB: 215 - 118 - 0  
HEX: #D47600



#### DARK SLATE

PMS: PMS 432  
CMYK: 72 - 64 - 61 - 59  
RGB: 47 - 49 - 51  
HEX: #2F3133

Ochre and Dark Slate are our brand colors. Secondary colors may be used when the introduction of a new color is necessary.

Always strive to make our primary Ochre brand color the most vibrant element on a page. Secondary colors are less saturated intentionally to achieve this effect.

### Secondary



#### DENIM

CMYK: 78 - 50 - 31 - 7  
RGB: 69 - 111 - 140  
HEX: #456F8C



#### SKY

CMYK: 50 - 18 - 15 - 0  
RGB: 127 - 176 - 198  
HEX: #7FB0C6



#### CLAY

CMYK: 31 - 23 - 23 - 0  
RGB: 179 - 182 - 183  
HEX: #B3B6B7



#### PURPLE FADE

CMYK: 54 - 65 - 39 - 14  
RGB: 119 - 94 - 114  
HEX: #775E72



#### RED FADE

CMYK: 9 - 78 - 61 - 0  
RGB: 220 - 94 - 92  
HEX: #DC5E5C

## SECONDARY COLOR EXAMPLES

**Example Headline**

TRUE VESSEL CHARACTERIZATION HAS THE POTENTIAL TO IMPACT PATIENT CARE SIGNIFICANTLY, BECAUSE INFORMATION AVAILABLE TO YOU RIGHT NOW, WHEN YOU NEED IT, CAN MAKE A MEANINGFUL DIFFERENCE.



**Example Headline**

TRUE VESSEL CHARACTERIZATION HAS THE POTENTIAL TO IMPACT PATIENT CARE SIGNIFICANTLY, BECAUSE INFORMATION AVAILABLE TO YOU RIGHT NOW, WHEN YOU NEED IT, CAN MAKE A MEANINGFUL DIFFERENCE.




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