



branding GUIDELINES

DeRoyal MISSION

DeRoyal Industries is committed to improve the clinical quality and economic health of its customers. Our broad and deep workforce of 1,900 employees within 2.5 million square feet under roof, operates collectively between 20 facility locations in 5 countries, with manufacturing assets on 3 continents. Our world-wide team brings value to customers in several distinct markets that include surgical devices, unitized delivery systems, orthopedic supports and bracing, and wound care dressings.

At DeRoyal, we combine fundamental manufacturing capabilities with unique services and information technology tools to deliver unparalleled quality and value to our customers. Over 25,000 different products offered stand as testimony to the creative resolve of the DeRoyal team to deliver revolutionary products and services that benefit clinicians and patients.

one: INTRODUCTION

Communication of our DeRoyal® logo is immensely important in protecting the visual integrity of our heritage and mission. Portraying a consistent and recognizable image is for more than just aesthetic appeal; when done well it becomes another powerful element for our marketing presence.

These guidelines apply to all marketing materials. Examples include any of the following when used to promote DeRoyal® products and services:

- Text
- Photographs
- Advertisements
- Brochures
- Product Information Sheets
- Catalogs
- Sell Sheets
- Videos

Please use DeRoyal's brand in accordance with this guide.

two: TRADEMARKS

DeRoyal® marks include common law and registered trademarks, service marks, and trade dress. It is important that DeRoyal marks be used properly to preserve and protect them as assets of the company.

- Clearly identify DeRoyal's marks.
- Do not modify or alter any of DeRoyal's marks.
- Do not use the mark in any way that confuses a DeRoyal mark with another brand.
- Do not use the marks to imply sponsorship or endorsement of other brands **unless this use has been approved.**
- Do not combine DeRoyal marks with other names, marks, brands, or generic terms that are not part of the product description.
- Do not use the DeRoyal logo within text as a substitute for the name.
- Trademarks are adjectives, while the generic name of the product is the noun. Always use the brand name in combination with the generic name.

FOR EXAMPLE:

Prospera® (BRAND) Negative Pressure Wound Therapy System (GENERIC NAME).

DESIGNATIONS

Indicate a brand is trademarked with the appropriate designation, for example (™) or (®). A (®) designates a registered trademark and a (™) designates a common law trademark. The designations are subject to change at any time.

- Superscript all designations.
- Designations must be placed after the first use on every page.
- At the rear of the document, a credit notice section should include a list of trademarks claimed in the document.
- **TIP: Use the (®) designation if inserting the word "brand" would make sense in your sentence.**

EXAMPLES:

The DeRoyal® Warrior® Knee Brace provides excellent sports activity support and protection.

DeRoyal is the leading supplier of orthopedic softgoods to hospitals in the United States.

DeRoyal Industries, Inc. has its headquarters in Powell, Tennessee.

three: DEROYAL NAME

DEROYAL EDITORIAL STANDARDS

When using the DeRoyal name in marketing materials:

- Capitalize the “D” and “R” letters. All other letters should be lowercase. There is no space between the “e” and the “R”.
- When referring to the legal entity, “DeRoyal Industries, Inc.,” please do not use the registered trademark symbol (®).

CORRECT:   

INCORRECT:     

* (except when used in the URL: deroyal.com)

*** NOTE: DO NOT USE ® OR ™ WITH A POSSESSIVE USE.**

four: DEROYAL LOGO MARK

The DeRoyal logo mark and “stylized D” are important elements of DeRoyal’s brand and marketing. Consistent use of the logo mark is essential to ensure brand integrity.

- No part of the logo type should be redrawn or altered.
- If the logo is to be resized, the aspect ratio should be locked and retained so as to not resize it disproportionately. **PLEASE DO NOT STRETCH THE LOGO.**
- All reproduction of the symbol must be made from approved logo mark masters and should be in the appropriate resolution for the material. Printed materials should use a resolution of no less than 300dpi.
- Keep a margin of 1/4” space around the DeRoyal logo so it appears clean and uncluttered.
- No other symbols, graphics, or images may be layered under or on top of the DeRoyal logo mark.
- The “stylized D” element can be used alone as a background or design graphic/element. When used in this way, the “stylized D” should not include the registered trademark (®) symbol.

APPROVED USES*:



* NOTE: ALL LOGO USE IS SUBJECT TO LEGAL REVIEW.

five: FONTS

DeRoyal presentation decks represent the DeRoyal brand during proposals and sales pitches. Maintaining consistent fonts and styles maintain a professional brand story.

HEADLINES:

Aa
Poppins
BOLDLIGHT

BODY COPY/PARAGRAPHS:

Aa
Calibri
REGULAR

Aa
Arial
REGULAR

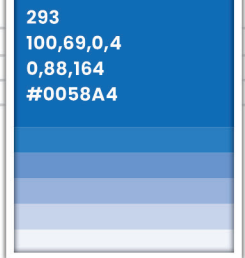
six(a): DEROYAL COLOR SCHEME

The DeRoyal color palette is based on shades from the Pantone Bridge Coated library. Secondary colors should be used along with the Primary color and never without it.

PRIMARY:

The primary color used for DeRoyal is Pantone® 293. The logo, tagline, and graphical elements should always use this color. Half tones may be used for shadowing. The logo may be shown in black or reverse print (white) if necessary.

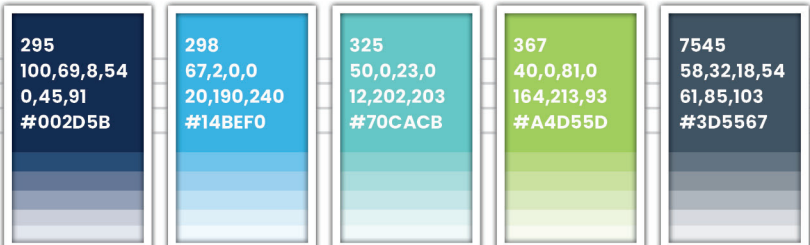
PMS	293
CMYK	100,69,0,4
RGB	0,88,164
HTML	#0058A4



CORPORATE SECONDARY:

The following is a complete list of acceptable accent colors to complement the primary blue. Accent colors should not replace the primary blue.

PMS	295	298	325	367	7545
CMYK	100,69,8,54	67,2,0,0	50,0,23,0	40,0,81,0	58,32,18,54
RGB	0,45,91	20,190,240	12,202,203	164,213,93	61,85,103
HTML	#002D5B	#14BEF0	#70CACB	#A4D55D	#3D5567

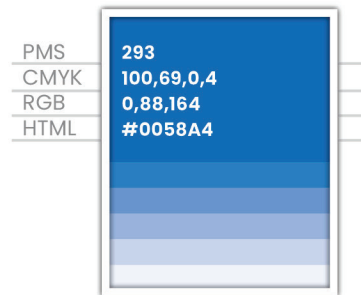


six(b): MARKETING COLOR SCHEME

The marketing color palette is based on shades from the Pantone Bridge Coated library. Marketing secondary colors should be used along with the Primary color and never without it.

PRIMARY:

The primary color used for DeRoyal is Pantone® 293. The main color is used throughout our product marketing and intertwined with marketing secondary colors to represent the category group classification for each DeRoyal product.



MARKETING SECONDARY:

The following is a complete list of product category colors to be used on catalogs and product marketing literature to differentiate the product family categories.

<table border="1"> <tr> <td>PMS</td> <td>298</td> </tr> <tr> <td>CMYK</td> <td>67,2,0,0</td> </tr> <tr> <td>RGB</td> <td>20,190,240</td> </tr> <tr> <td>HTML</td> <td>#14BEF0</td> </tr> </table> <p>PATIENT CARE & ORTHOPEDIC</p>	PMS	298	CMYK	67,2,0,0	RGB	20,190,240	HTML	#14BEF0	<table border="1"> <tr> <td>PMS</td> <td>325</td> </tr> <tr> <td>CMYK</td> <td>50,0,23,0</td> </tr> <tr> <td>RGB</td> <td>12,202,203</td> </tr> <tr> <td>HTML</td> <td>#70CACB</td> </tr> </table> <p>SURGICAL & SAFETY</p>	PMS	325	CMYK	50,0,23,0	RGB	12,202,203	HTML	#70CACB	<table border="1"> <tr> <td>PMS</td> <td>2573</td> </tr> <tr> <td>CMYK</td> <td>35,52,0,0</td> </tr> <tr> <td>RGB</td> <td>184,132,203</td> </tr> <tr> <td>HTML</td> <td>#B884CB</td> </tr> </table> <p>WOUND CARE & NPWT</p>	PMS	2573	CMYK	35,52,0,0	RGB	184,132,203	HTML	#B884CB	<table border="1"> <tr> <td>PMS</td> <td>295</td> </tr> <tr> <td>CMYK</td> <td>100,69,8,54</td> </tr> <tr> <td>RGB</td> <td>0,45,91</td> </tr> <tr> <td>HTML</td> <td>#002D5B</td> </tr> </table> <p>CONTINUUM® SOLUTIONS</p>	PMS	295	CMYK	100,69,8,54	RGB	0,45,91	HTML	#002D5B
PMS	298																																		
CMYK	67,2,0,0																																		
RGB	20,190,240																																		
HTML	#14BEF0																																		
PMS	325																																		
CMYK	50,0,23,0																																		
RGB	12,202,203																																		
HTML	#70CACB																																		
PMS	2573																																		
CMYK	35,52,0,0																																		
RGB	184,132,203																																		
HTML	#B884CB																																		
PMS	295																																		
CMYK	100,69,8,54																																		
RGB	0,45,91																																		
HTML	#002D5B																																		
<p>PATIENT CARE SOLUTIONS</p>	<p>Orthopedics and Bracing SOLUTIONS</p>	<p>Surgical and Safety SOLUTIONS</p>	<p>Wound Care SOLUTIONS</p>	<p>CONTINUUM® SOLUTIONS</p>																															
PATIENT CARE	ORTHOPEDIC & BRACING	SURGICAL & SAFETY	WOUND CARE & NPWT	CONTINUUM® SOLUTIONS																															

EXAMPLE: *Product Catalogs (see above)*

seven: CO-MARKETING AND THIRD PARTY USES

Except where expressly agreed, DeRoyal does not support the use of its name or intellectual property by other parties where the use could imply endorsement or sponsorship.

DeRoyal supports its authorized vendors and distributors with a dedicated marketing staff utilizing a variety of marketing communication mechanisms and materials to increase awareness of the DeRoyal brand. Please contact your DeRoyal Sales Representative to initiate the development of promotional materials. Authorized distributors and their sales representatives will collaborate to ensure the materials are appropriate. A limited trademark licensing agreement may be necessary.

USE OF WORDS AND PHRASES

In order to ensure that the distributor relationship is accurately represented to the market, observe the following procedures regarding certain words and phrases:

- Do not use on the words “partner,” “partnership”, “alliance” or “joint venture” in any marketing materials. Use of these or similar words may inappropriately imply a legal alliance, joint venture, or arrangement that raises potential liability concerns.
- Do not use the words “exclusive,” “exclusively,” or “exclusivity.” These and similar terms represent special agreements only with contractually bound distributors. One or more authorized distributors of products or services within a given market may be selling or marketing concurrently. While certain regionally based exclusive arrangements may exist with DeRoyal, these arrangements would be contracted under a separate agreement.

eight: COPYRIGHT

DEROYAL PHOTOGRAPHS AND IMAGES

When using images or photographs, the following guidelines apply:

- Other than for touch-ups, color, or lighting corrections, photographs should not be altered in any way as to misrepresent DeRoyal's products.
- Other logos or brand names cannot be applied to any image of a DeRoyal® product unless a separate agreement has been executed.

DEROYAL WORKS

DeRoyal holds the copyright to its works.

COPYRIGHT TEXT: © 20XX, DeRoyal Industries, Inc. All rights reserved.

Also note, the works of others are subject to copyright protection. The unauthorized use of copyrighted information, especially for commercial purposes, is against the law. To request permission to use a copyrighted work, please contact the DeRoyal legal department to request an agreement.

nine: TRADEMARKS

REGISTERED TRADEMARKS ®

Registered Trademarks of DeRoyal Industries, Inc. in the USA and other countries. The superscript registered trademark symbol (®) must appear immediately after the brand name.

COMMON LAW TRADEMARKS ™

Trademarks of DeRoyal Industries, Inc. in the USA. The superscript common law trademark symbol (™) must appear immediately after the brand name.

LIST OF DEROYAL'S TRADEMARKS: [DeRoyal.com/trademarks](https://deroyal.com/trademarks)



DeRoyal Industries, Inc. | DeRoyal.com

200 DeBusk Lane • Powell, TN 37849 USA

+1.888.938.7828     

© DeRoyal Industries, Inc.
Revised 03/23