

Brand Guidelines



Dear business partners,

We are glad you have joined the community of like-minded people united by a non-pharmacological solution for OBS / GYNE therapeutic field.

Our goal accross the world is common. To build DILAPAN-S position as a high quality, trustworthy product. The product, which offers its unique clinical benefits to end-customers, both healthcare professionals and mothers.

MEDICEM aim is to maintain a unified DILAPAN-S brand identity in a globalized world, we live in. The DILAPAN-S Brand Guidelines serves to ensure this. Please read the following guidance carefully.

Thank you for respecting the vizual components of the guidelines across all materials related to DILAPAN-S promotion. Please contact us for approval when developing your own work.

The manual was developed primarilly for main indication we target; induction of labour. However we realize that in some territories DILAPAN-S offers its benefits also in other indications and you might need a specific promotional tool regarding these. In that case please do not hesitate to contact us.

Full set of components can be found at www.dilapan.com, section for distributors.

MEDICEM logo as the producer of the product should appear on materials where it is appropriate. Please refer to MEDICEM brand book for guidance.

Thank you for joining us on the DILAPAN-S journey,
Your MEDICEM team



Brand Identity

Brand identity is a set of visual components that represents a product's ideas and allows customers to remember a brand and distinguish it from others.

It helps shape consumers' perceptions about a product, build loyalty and trust, and make a brand memorable. It helps convey consistent messages across territories and all marketing channels.

01 Lotus symbol

02 Logo

03 Combination with distributors' logo

04 Naming

05 Typography

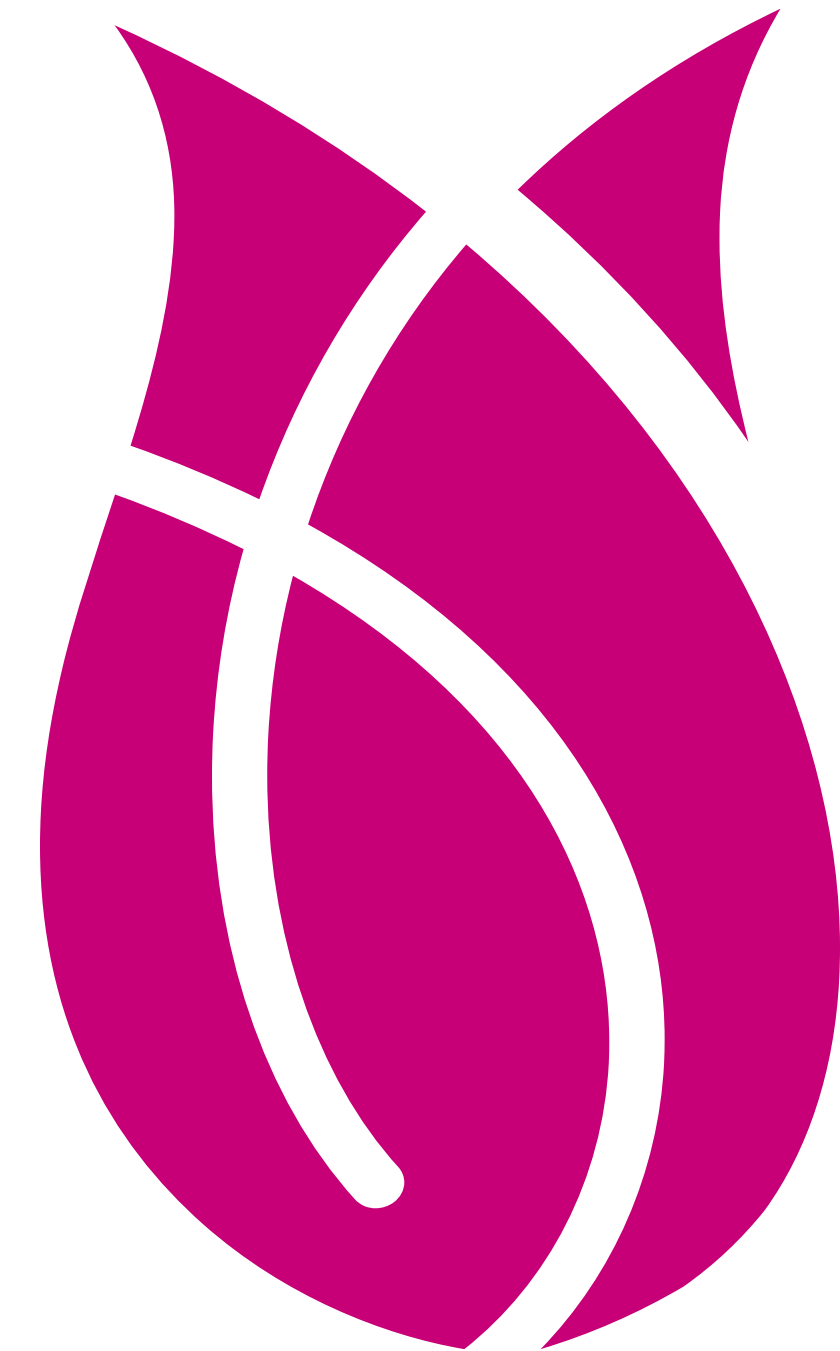
06 Communication towards healthcare professionals

07 Communication towards expectant mothers

Symbol & logotype

Lotus bud is a metaphor for the cervix, which gradually opens up with the use of DILAPAN-S, just as the lotus flower develops with the rising of the sun.

The symbolism of the lotus is very often associated with birth. The lotus needs water to grow. Similarly, DILAPAN-S absorbs water and thus opens the cervix.

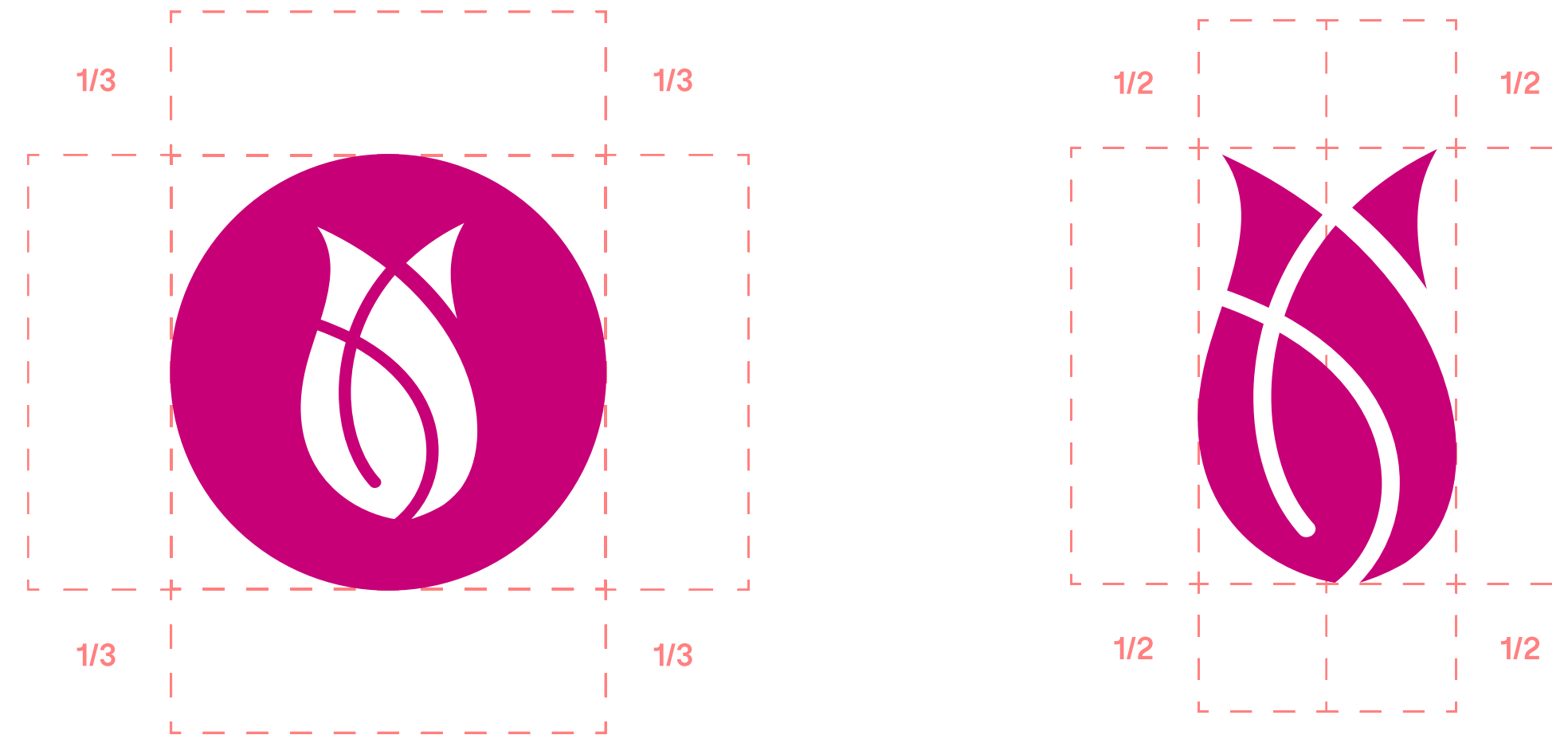




The basic version of the logo includes a logotype and symbol.
The minimum length of the logo is 90 px and 21 mm.



The safe zone is the area around the logo in which no other distinctive visual elements should appear.



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Dilapan-S[®]

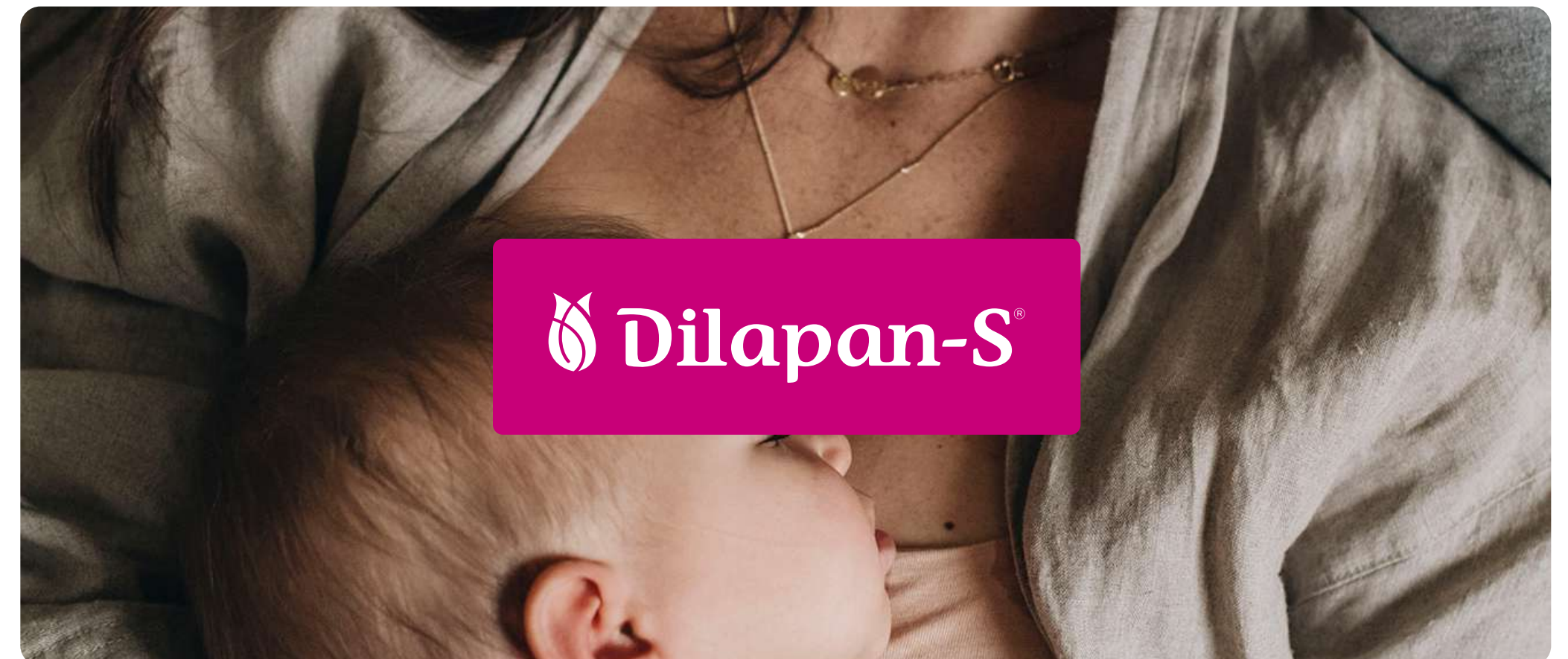


Dilapan-S[®]

The primary colour is pink, which refers to the femininity of the subject that DILAPAN-S touches upon. Further specifications can be found in the colours chapter.



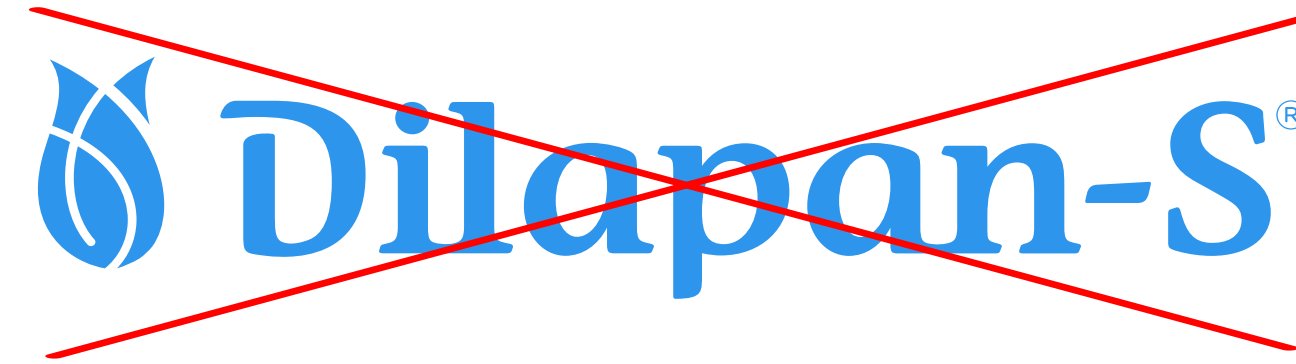
In specific cases, the logo can be used in black and white. Both in the preferred positive and negative version.
For example, applications limited by the limits of the technology (stamping, cutting the logo on a plotter, engraving, etc.)



The basic prerequisite for using a logo on a dark background is placing the logo on a photograph, for example. If it is unavoidable, we use a logo with a background and rounded corners.



Different colour of symbol and logotype



Different colour



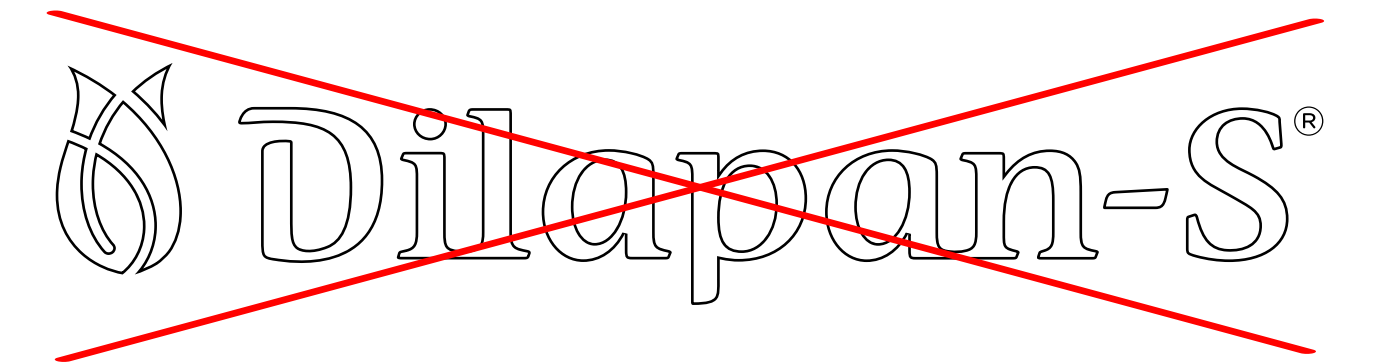
Shadows



Symbol wrongly attached



Deformation



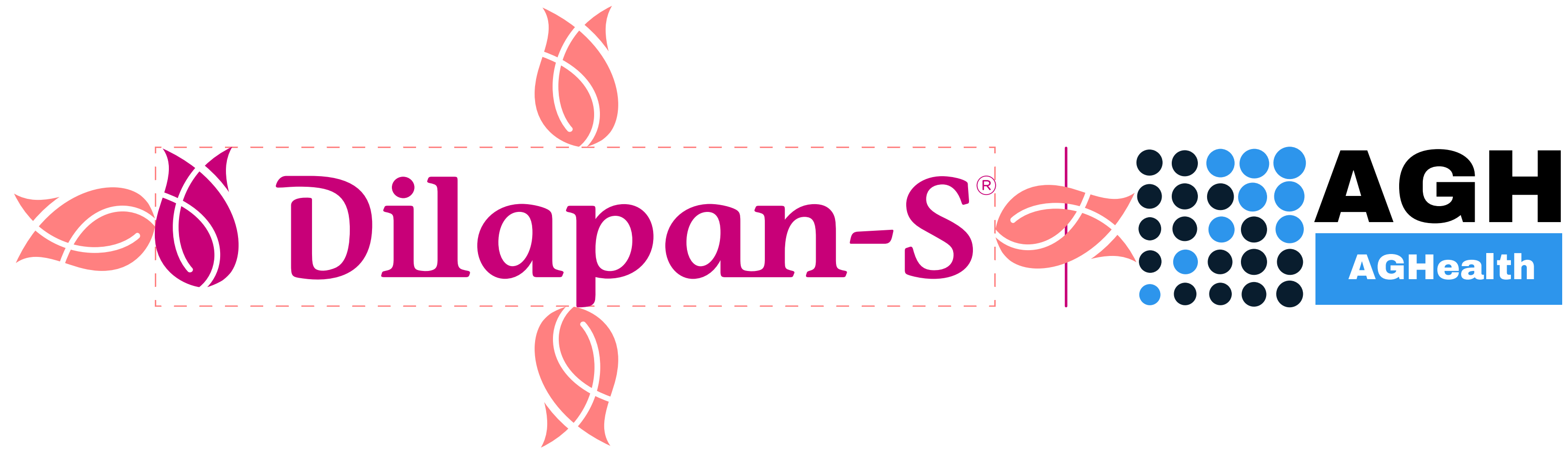
Outlines

Please do not use it like that. Thank you.

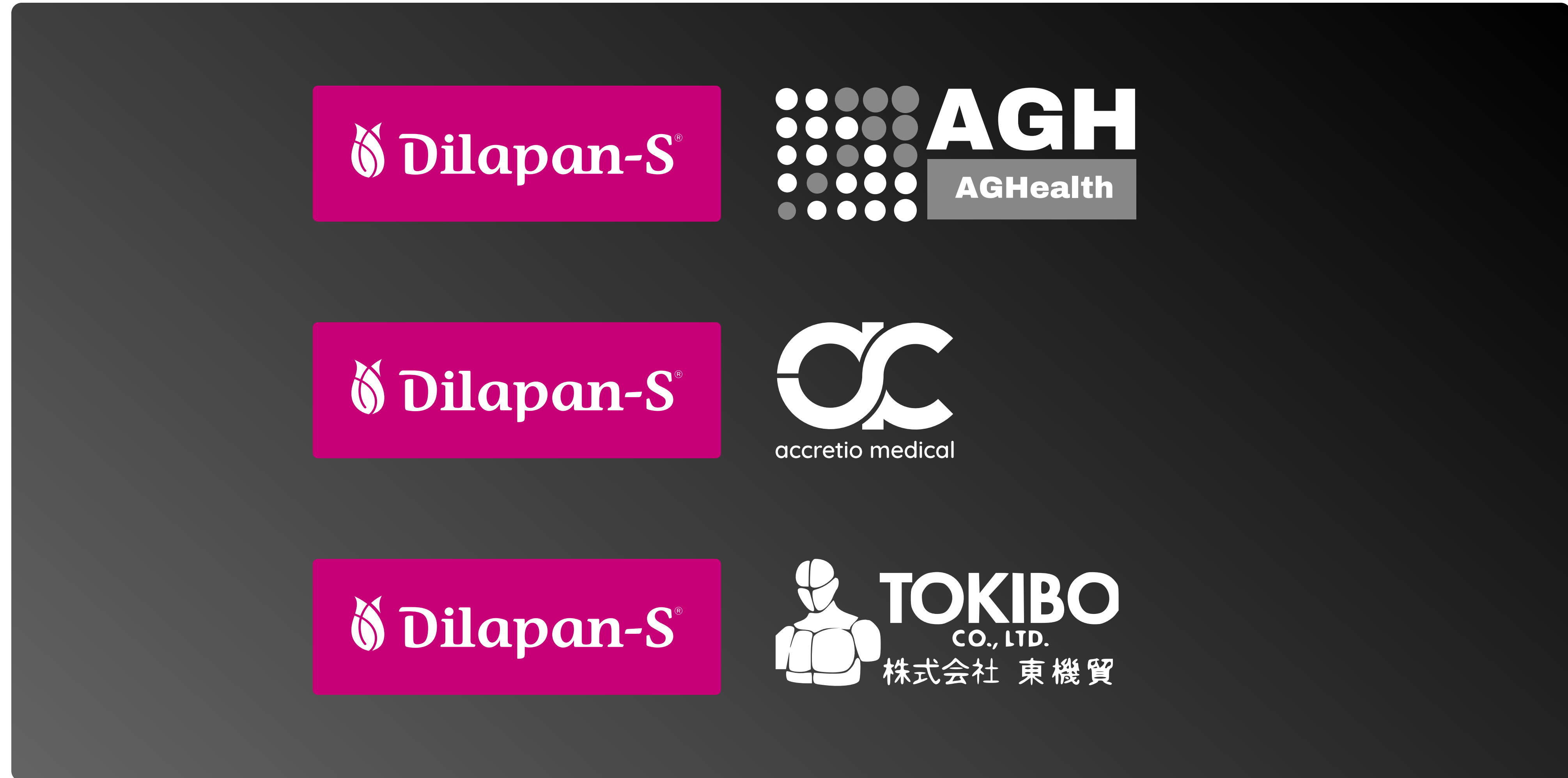


The logo of DILAPAN-S and distributors logos are divided by a line.

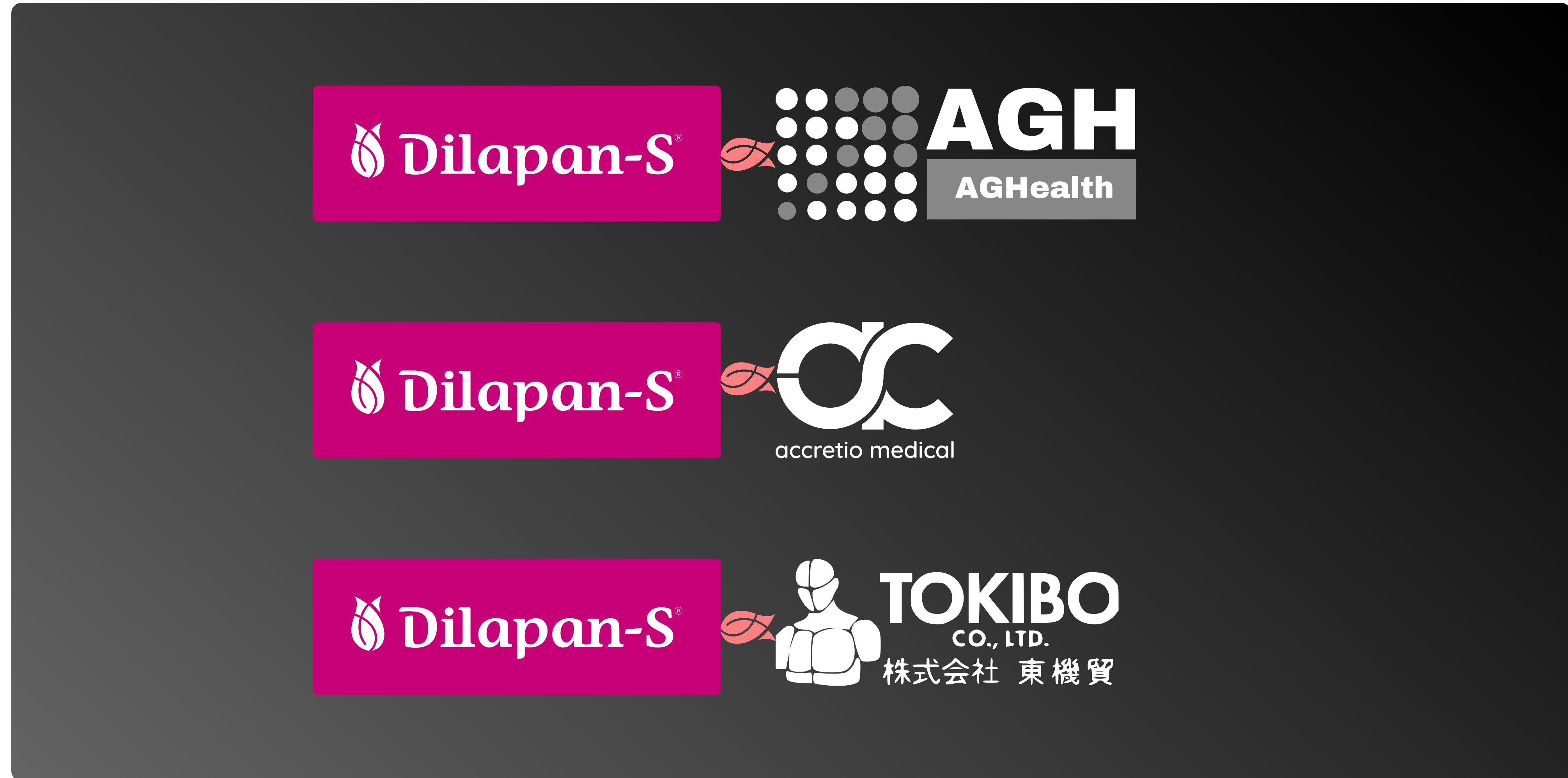
On materials, where your company's logo is used together with the DILAPAN-S logo, please specify appropriately (under the logo, at the footer, ...) that your company is distributor authorized to sell the product in your territory and that company MEDICEM Technology, s.r.o., Czech republic is the producer of DILAPAN-S.



The logo of DILAPAN-S and distributors logos are divided by a line.



The logo of DILAPAN-S and distributors logos are divided with space (the height of the symbol) on the dark background. Distributors' logos are informative. Use their logo manual to use it correctly.



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Definition

Whenever it is possible, the brand name **DILAPAN-S** should be used.

If the generic term is requested, use the term **synthetic osmotic dilator**.

“**Synthetic**” differentiates the product from natural laminaria

“**Osmotic**” is related to its mode of action

Don't use “cervical” if it is clear from the context that cervical ripening is discussed. If not, a longer version the **synthetic osmotic cervical dilator** can be used.

Example of versions, which **should not be used**:

Mechanical dilator
(does not differentiate DILAPAN-S from other dilators)

Osmotic hygroscopic dilator
(prefer „osmotic” prior to “hygroscopic”)

Synthetic osmotic hygroscopic cervical dilator
(too long)

Please teach your key opinion leaders continuously and gently to use preferable generic term.

DILAPAN-S ×  Dilapan-S®

Wherever in the text we always use DILAPAN-S.

We use the logo only as a graphic element and with respect to the previously mentioned rules.

Typography

Typography is the arrangement of type, ideally in a visually appealing and legible format.

It's one of the most fundamental graphic design terms and is a broader descriptor for typographic elements like typefaces, fonts, hierarchy, and more.

DILAPAN-S uses serif “Reckless” and sans serif “Dazzed” types by the Displaay type-foundry.

Reckless

“Reckless is a serif text font family with a renaissance (old-style) look and with a significantly elevated x-height. It was designed during an internship at the London University of Arts where there was possibility to study sources of serif renaissance fonts in both the UAL Saint Martins Library and the Monotype Library. The design was also driven by the tendency to bring calligraphy more into renaissance construction. The typeface includes numerous alternates.

Possible references for the draft could be mentioned these; Plantin, Plantin Infant (c. 1700 Robert Granjon, 1913 Frank Hinman Pierpont), all versions of Times, Times New Roman (1904 William Starling Burgess, 1931–1974 Stanley Morison, Victor Lardent) and all versions of Caslon (1722 William Calson).”

- Displaay

Dazzed

“Dazzed is a sans-serif typeface with narrow proportions which started as a bespoke typeface for a cinematic project proposal. In the same way that all kinds of movies exist, Dazzed aims to comprise them in its overall look.

You can see comic, grotesque, dramatic and quirky moments in “a, e, C, G” meeting technical, steel cold, action, crime and sci-fi shapes in “t, f, r” where the terminals are cut-off. Also these contrast with the classical forms of other letters. The dots are rounded for accents contrary punctuation is squared this leads to better recognition. Italics are in 18°, lower degrees on request.”

- Displaay

Reckless and Dazzed are both designed and developed by the Displaay type-foundry. The rights to use has to be purchased on displaay.net/typefaces/retail/

Reckless 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
 1 2 3 4 5 6 7 8 9 0 @ # & * ? !

Reckless Bold

**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 @ # & * ? !**

Dazzed 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
 1 2 3 4 5 6 7 8 9 0 @ # & * ! ?

Dazzed Semibold

**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 @ # & * ! ?**

Georgia 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 1 2 3 4 5 6 7 8 9 0
@ # & * ? !

Calibri 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 1 2 3 4 5 6 7 8 9 0 @ # & * ! ?

Calibri Bold

**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 @ # & * ! ?**

We use Georgia Regular and Calibri Regular and Bold when we can't use Reckless and Dazzed typefaces (Google Docs, internal docs).

Communication towards healthcare professionals

DILAPAN-S communication style towards healthcare professionals is built on facts; outcomes of clinical trials, peer experiences and best practices. Accompanied by illustrations based on anatomy.

We should use **DILAPAN-S Pink** as the accent colour.
 DILAPAN-S Violet for texts.
DILAPAN-S Blue for the background of small sections.
 For bigger sections:
 DILAPAN-S Gray.
 For the full page background:
 DILAPAN-S Beige.

DILAPAN-S Pink

#C80078
 Pantone 7419 C

R 200 G 0 B 120
 C 0 M 100 Y 40 K 22

DILAPAN-S Violet

#787DAA

R 120 G 125 B 170
 C 20 M 18 Y 0 K 33

DILAPAN-S Blue

#4E5871

R 78 G 88 B 113
 C 31 M 22 Y 0 K 56

DILAPAN-S Gray

#F4F5F8

R 244 G 245 B 248
 C 2 M 1 Y 0 K 3

DILAPAN-S Beige

#FFFBF9

R 255 G 251 B 249
 C 0 M 2 Y 2 K 0

HEX (Web colour)
 RGB (Digital colour)
 CMYK (Print colour)
 Pantone (Color Matching System)

HEX, RGB, CMYK and Pantone codes for use.

Components & usage

In the following few slides, you can see examples of the usage of components that are crucial for any promo materials towards healthcare professionals.

Use of Headline, Bodytext, Image and Background.



Our Mission

We are focusing our efforts on obstetrics & gynaecology and engaging in product and clinical development within labour induction. We are determined to enable and empower the new and evolving modern ways of labour induction and make them possible in a manner that is safe, effective, gentle and reliable for mom, child and physician as well as simple and cost-effective for healthcare system payors.





Space between components
(32 px)



Headline in Reckless Medium
(DILAPAN-S Violet, 48 px, 58 px line-height)



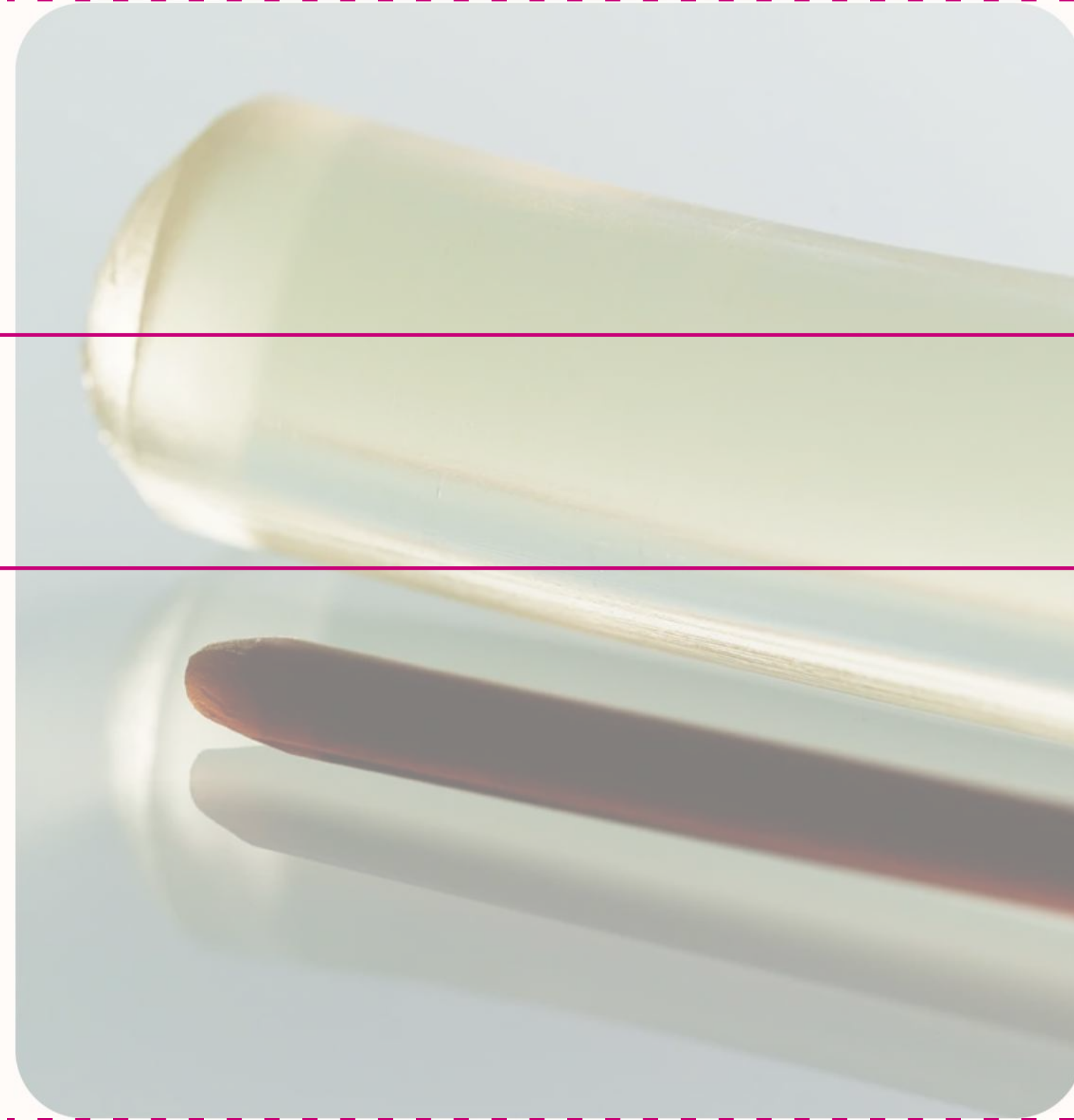
Our Mission

Body text in Dazzed Medium
(DILAPAN-S Violet, 18 px, 36 px line-height)



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Rounded Image
(36 px)



Space between components
(32 px)



Usage of Headline, Body Text, Image and Background.

Usage:

FAQ

News

Block of text

Information

Can DILAPAN-S be used for ruptured membranes?

Headline in Reckless Medium

(DILAPAN-S® Purple, 36 px, 46 px line-height)



We can see that US clinicians find safety for mother and baby the most important, followed by the efficacy of the used method. The price of the product to the hospital was not significantly important for most clinicians. Therefore mechanical methods appear to be the ideal solution.

Share 

Rounded Corners

(36 px, 1 px border in DILAPAN-S Violet)

Headline in Reckless Medium

(DILAPAN-S Violet, 36 px, 46 px line-height)

Image or Video

(16 px rounded corners)


Body text in Dazed Medium

(DILAPAN-S Violet, 18 px, 36 px line-height)


Accent button/call-to-action

(DILAPAN-S Pink)

Can DILAPAN-S be used for ruptured membranes?



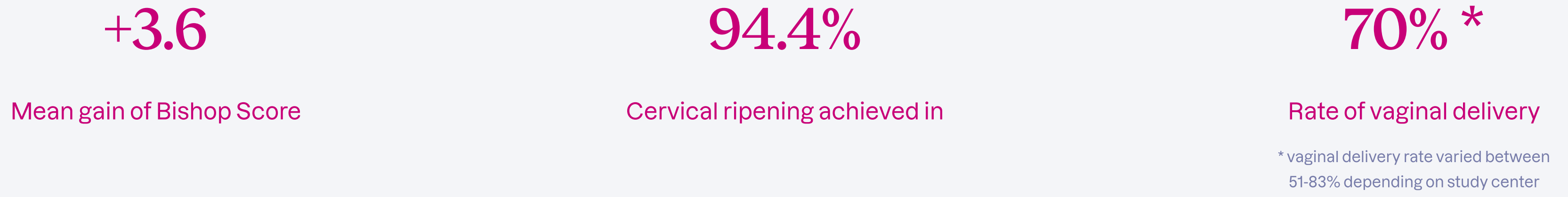
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Share 

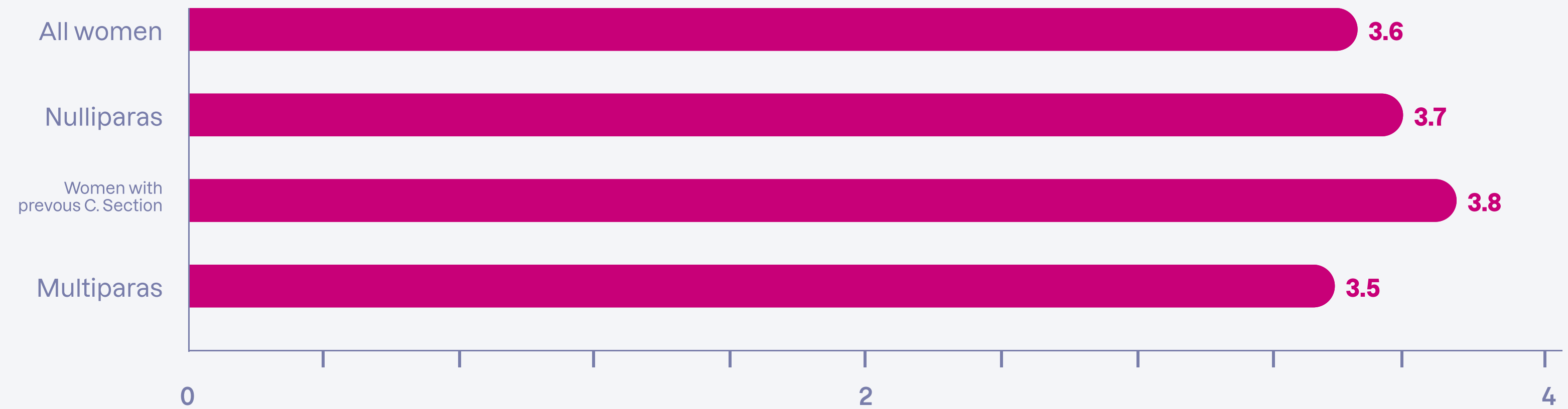
Usage: FAQ, News, Block of text, Information

Charts are presented on the DILAPAN-S Grey. Numbers shown are always in the accent colour DILAPAN-S Pink.

Efficacy Outcomes of Dilapan-S®



Consistent gain in Bishop score



Headline in Reckless Medium

(DILAPAN-S Violet, 36 px, 46 px line-height)

Efficacy Outcomes of Dilapan-S®

Headline in Reckless Medium

(DILAPAN-S Pink, 48 px, 58 px line-height)

+3.6

94.4%

70%*

Body text in Dazzed Medium

(DILAPAN-S Pink, 18 px, 36 px line-height)

Mean gain of Bishop Score

Cervical ripening achieved in

Rate of vaginal delivery

Asterisk note in Dazzed Medium

(DILAPAN-S Pink, 12 px, 20 px line-height)

* vaginal delivery rate varied between 51-83% depending on study center

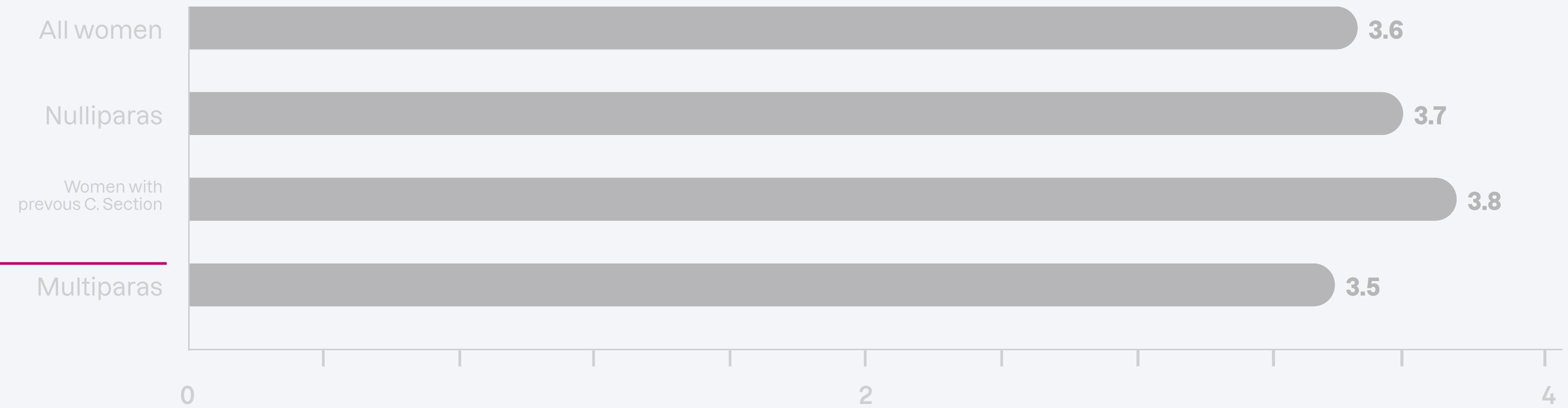
Body text in Dazzed Medium

(DILAPAN-S Purple, 18 px, 36 px line-height)

Consistent gain in Bishop score

Chart in

(DILAPAN-S Pink, 32px height, 32 px radius)



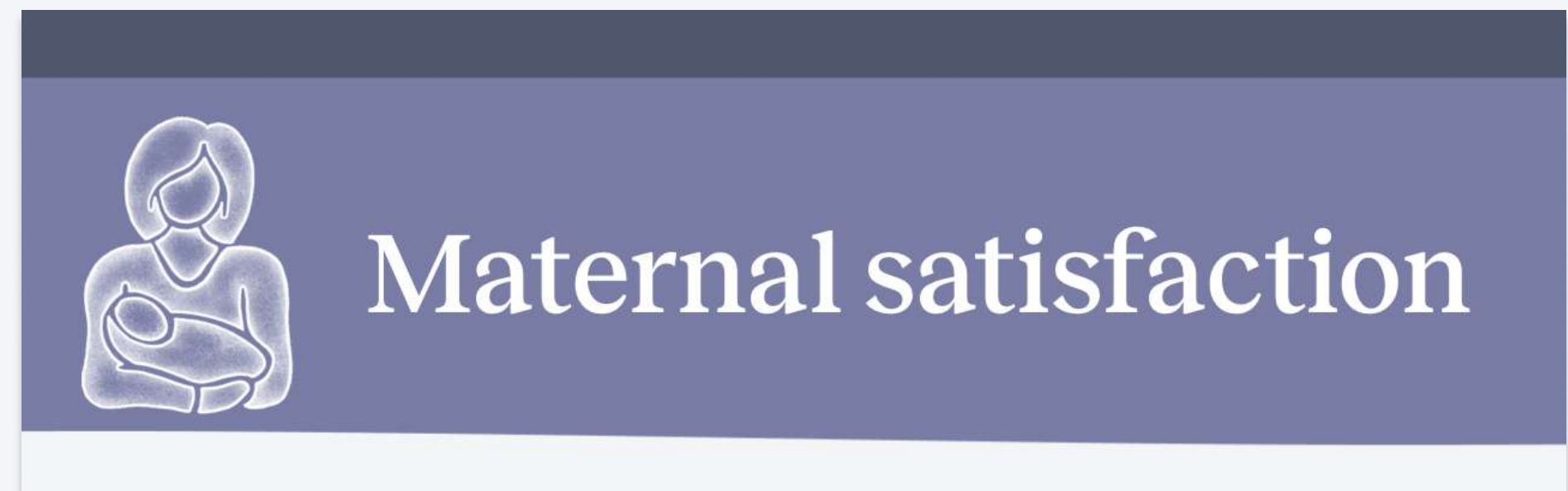
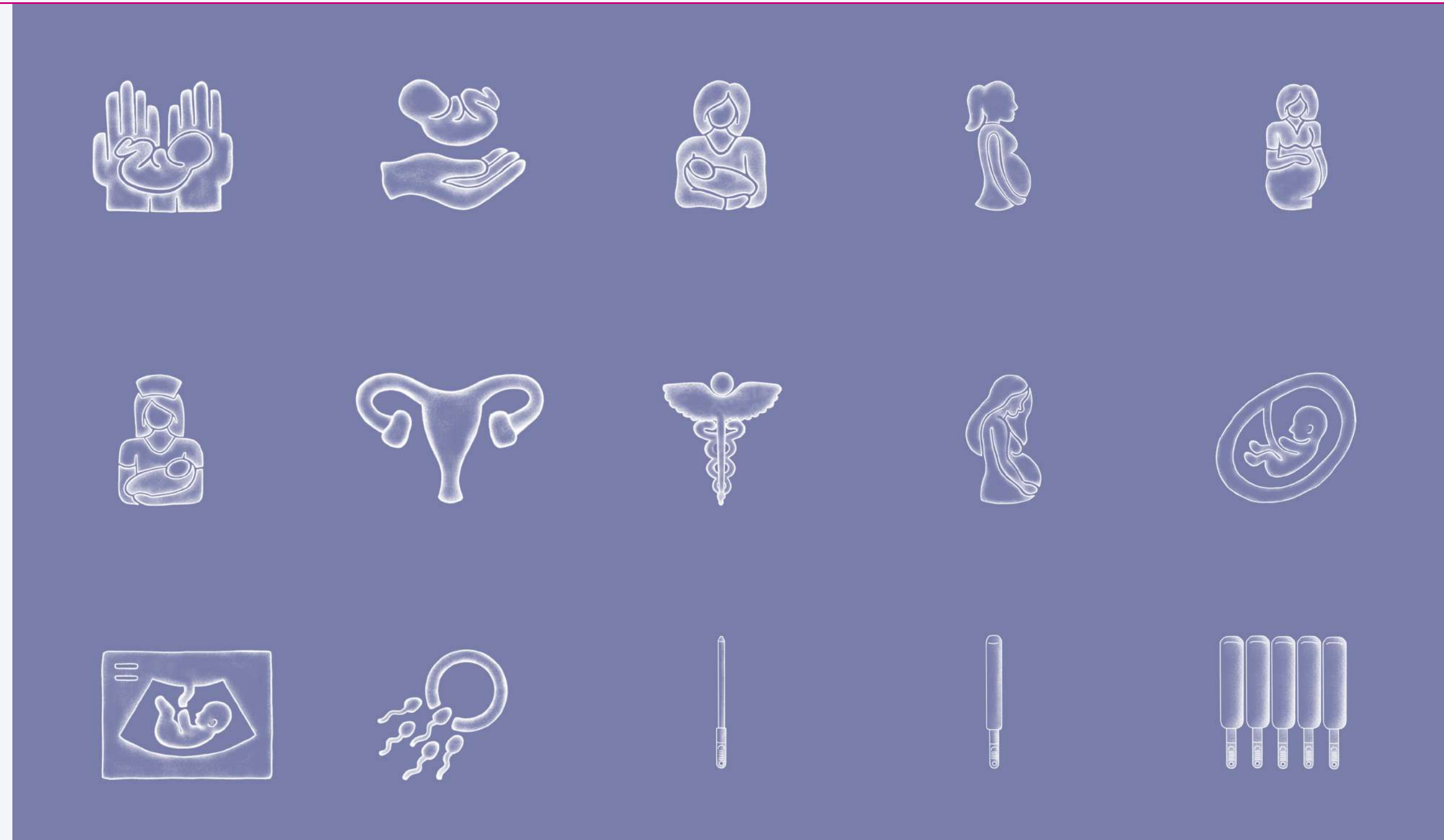
Numbers in Dazzed SemiBold

(DILAPAN-S Pink and in DILAPAN-S Violet, 32px height, 32 px radius)

Horizontal lines are 1px, Vertical lines are 2px

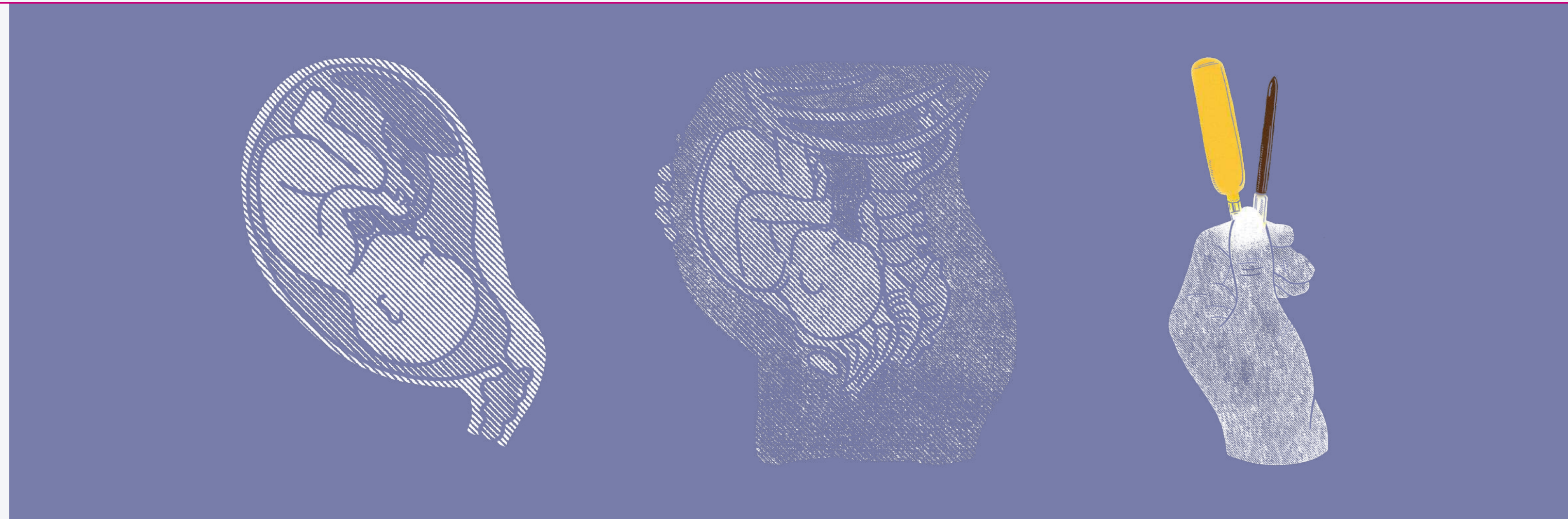
Charts are presented on the DILAPAN-S Grey. Numbers shown are always in the accent colour DILAPAN-S Pink.


Pictograms & example of usage



A full set of icons can be found at www.dilapan.com, the section for partners.

Illustrations & example of usage




Product Benefits [Studies](#) [FAQ](#)  [News](#) [About us](#) [Contact](#)

Clinical studies

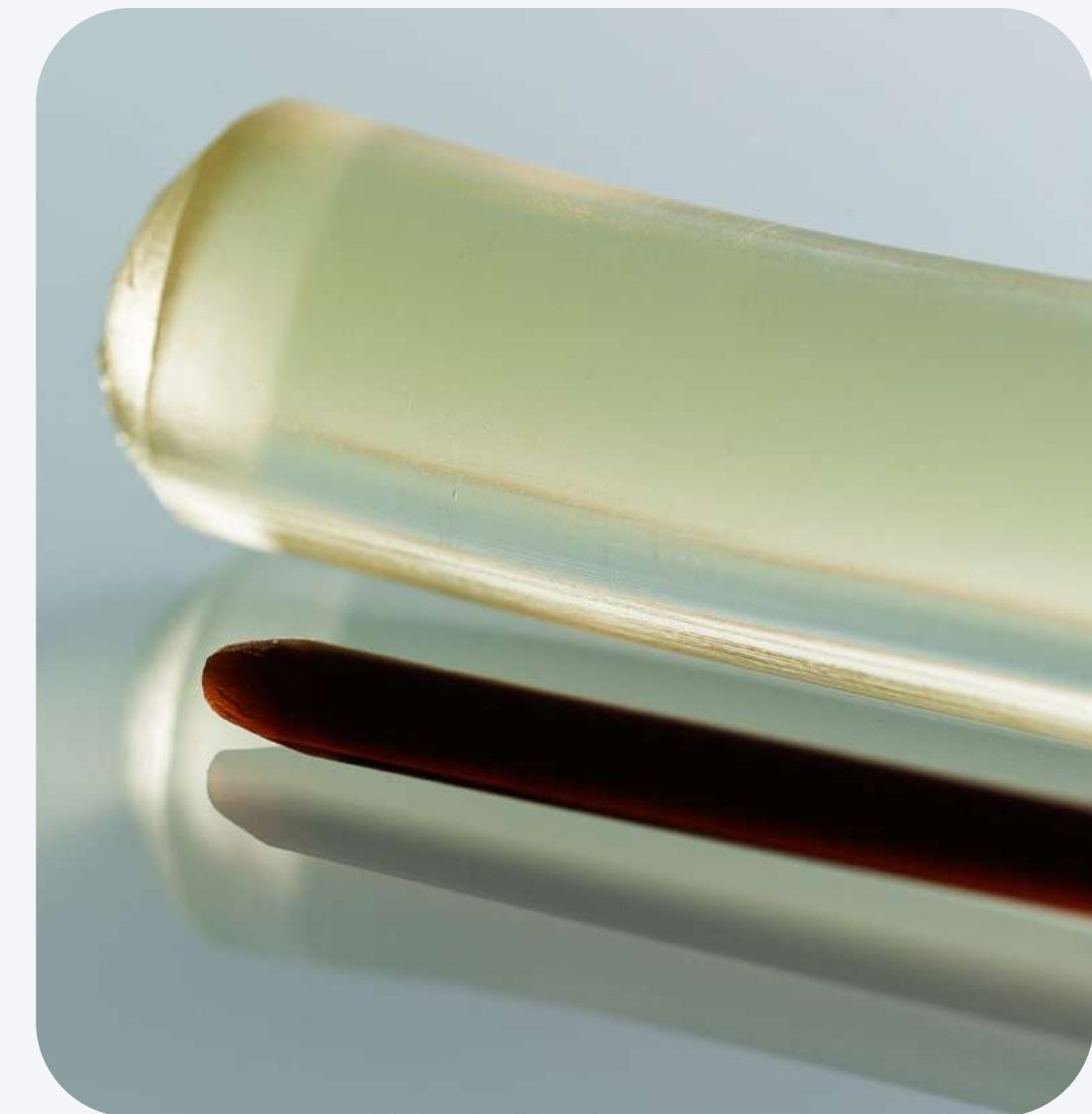
The efficacy of mechanical methods in labour induction is proven to be comparable with pharmacological approaches. Mechanical methods are less likely to cause hyperstimulation than pharmacological methods. It is easy to insert and remove the dilators, and it is recommended for use, even in women with previous caesarean section. As of November 2021, Induction of labour with DILAPAN-S is recommended by NICE IOL Guidelines [NG207] if pharmacological methods are not suitable or the woman chooses to use mechanical method of IOL.

[Inducing labour - NICE guideline \[NG207\]](#)



A full set of illustrations can be found at www.dilapan.com, the section for partners.

Support Images



Full set of images can be found at www.dilapan.com, section for partners.

WIP – Print usage will be added

Communication towards expectant mothers

Childbirth is an essential event in a mother's life, especially if it is induced. A pivotal time full of intense emotions that range from the greatest gift to the greatest concern. We strongly believe that understanding the induction of labour procedures will help women and raise their comfort, lower the fears and support her with informed choice decision. Dedicated lifestyle illustrations and photos are used to promote this.

We should use the **DILAPAN-S Pink** for text and outlines.

The **DILAPAN-S Brown** and the **DILAPAN-S Orange** for small sections and **DILAPAN-S Beige** for the full page background.

HEX (Web colour)

RGB (Digital colour)

CMYK (Print colour)

Pantone (Color Matching System)

HEX, RGB, CMYK and Pantone codes for use.

DILAPAN-S Brown

#CCA187

R 204 G 161 B 135

C 0 M 21 Y 34 K 20

DILAPAN-S Orange

#FFBF99

R 255 G 191 B 153

C 0 M 25 Y 40 K 0

DILAPAN-S Beige

#FFF1E9

R 255 G 241 B 233

C 0 M 5 Y 9 K 0

DILAPAN-S Pink

#C80078

R 200 G 0 B 120

C 20 M 18 Y 0 K 33

Components

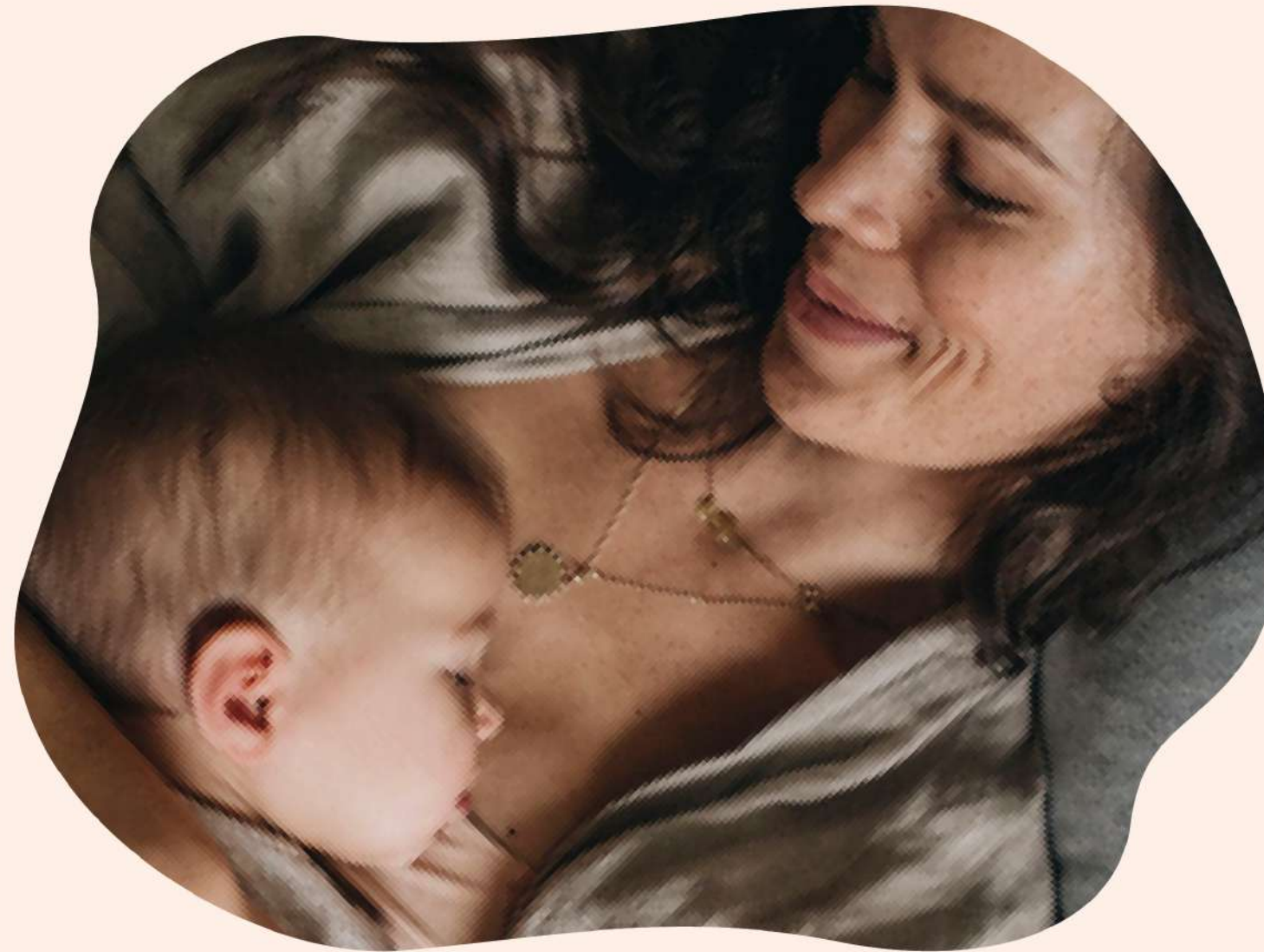
In the following few slides, you can see examples of the usage of components that are crucial for any promo materials towards expectant mothers.

Patient Information Leaflet (A4 format)



Patient information leaflet

Cervical ripening / Induction of labour with DILAPAN-S



This how DILAPAN-S dilators works like over period of time

The thin dilator can expand to 15 mm over a 12–24 hour period. This allows it to dilate and soften the cervix gradually. Usually a set of 3–5 dilators inserted together is used to ripen your cervix sufficiently.



Why am I being induced?

Your pregnancy has now progressed to the stage where your physician or midwife feels that the risks of leaving the baby inside your womb outweigh the risk of delivering your baby.

What needs to occur prior to labour induction?

Your physician or midwife will exam your cervix to determine if it is ready for vaginal birth. If your cervix is not ready (unripen or insufficiently dilated), the cervical ripening can be proceeded with DILAPAN-S. Cervical ripening with DILAPAN-S is safe for you and your baby, and minimizes a risk of strong uterine contractions during ripening period, as this is not a medication. Contractions are undesirable during the ripening process, because your cervix is not ready for delivery at this stage. Your physician has chosen DILAPAN-S as the best means of preparing your cervix for labor induction due to its optimal combination of efficacy, safety and patient satisfaction.

How does DILAPAN-S work?

DILAPAN-S is a synthetic hygroscopic dilator made of hydrogel, which absorbs the fluid from the cervical tissue. The thin dilator can expand to 15 mm over a 12–24 hour period. This allows it to dilate and soften the cervix gradually. Usually a set of 3–5 dilators inserted together is used to ripen your cervix sufficiently.

Why can't I just be started on an oxytocin infusion to get my contractions going?

It is best not to start you on an oxytocin infusion (the drug, which promotes your contractions) until your cervix is ripe, otherwise the risk of Cesarean section could be higher. DILAPAN-S is used to increase the dilation and prepare your cervix for a successful induction.

Can I have DILAPAN-S if I have any systemic disease or I have had a previous Cesarean section?

Yes. Having no pharmacological content, DILAPAN-S has minimal limitations related to medical conditions. It can be used in mothers with systemic disease such as hypertension, diabetes, etc. It is also suitable for mothers with previous Cesarean section. Cervical ripening is usually gentle and gradual and will not cause your womb to overcontract or cause your baby to get distressed. DILAPAN-S should not be used only if you currently have any clinically apparent genital tract infection.

How will DILAPAN-S be inserted? Is it painful?

DILAPAN-S is inserted into your cervix during a vaginal examination. It will take approximately 5–10 minutes. Your legs will be raised on the bed and a speculum will be inserted by the clinician. The DILAPAN-S rods will then be inserted into your cervix. The procedure can be a bit uncomfortable, but generally it is well tolerated by most patients. Before and after the procedure, your baby's heartbeat is usually monitored using a cardiotocography (this is a common practice regardless of the method being used). Some minor bleeding might occur during or after insertion; this is common and should not be a concern.

Which regular activities can/cannot be done with DILAPAN-S inserted?

Inserted DILAPAN-S does not limit your regular activities. You can go to the bathroom, shower normally and perform your normal daily activities. You will need to avoid sitting in a bath tub, having vaginal douching and sexual intercourse while the dilators are in place. Most women can relax or sleep during cervical ripening as there is a low rate of uterine contractions. If there is any excessive bleeding, pain or other concerns that occur during the ripening process, please report that to your clinician immediately. Under no circumstances should you try to remove the dilators yourself.

When will DILAPAN-S be removed and what occurs after the removal?

The DILAPAN-S dilators should be removed within 12–24 hours of insertion. Your clinician will perform a vaginal examination, remove the DILAPAN-S and determine if your cervix has sufficiently dilated. As long as your cervix has sufficiently dilated and is ready for induction, common induction protocol should be used.

Questions?

If you have any questions, please ask to speak to your physician or midwife.



DS/EN/001a/Nov21

Logo

(Top, left)

Headline in Reckless Medium

(DILAPAN-S Pink, 36 pt, 40 pt leading)

Rounded bubble photo

Background

(DILAPAN-S Beige)

Headline Dazzed SemiBold

(DILAPAN-S Pink, 11 pt, 14 pt leading)

Body text Dazzed Medium

(DILAPAN-S Pink, 10 pt, 13 pt leading)

Block of text with shadows

(See next slide for the info)

Logo on back

(Bottom, left)

Dilapan-S Patient information leaflet

Cervical ripening / Induction of labour with DILAPAN-S



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Questions?
If you have any questions, please ask to speak to your physician or midwife.



Dilapan-S

DS/EN/0018/Nov21

Usage:

FAQ

News

Block of text

Information

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Background
(DILAPAN-S Beige)

Rounded corners and outer glow
(5 mm round and DILAPAN-S Pink outer glow)

Headline in Dazzed SemiBold
(DILAPAN-S Pink, 18 pt, 20 pt leading)

Body text in Dazzed Medium
(DILAPAN-S Pink, 10 pt, 13 pt leading)

Outer Glow (for Adobe InDesign)

Round: 5 mm round

Blending

Mode: Normal

Opacity: 100%

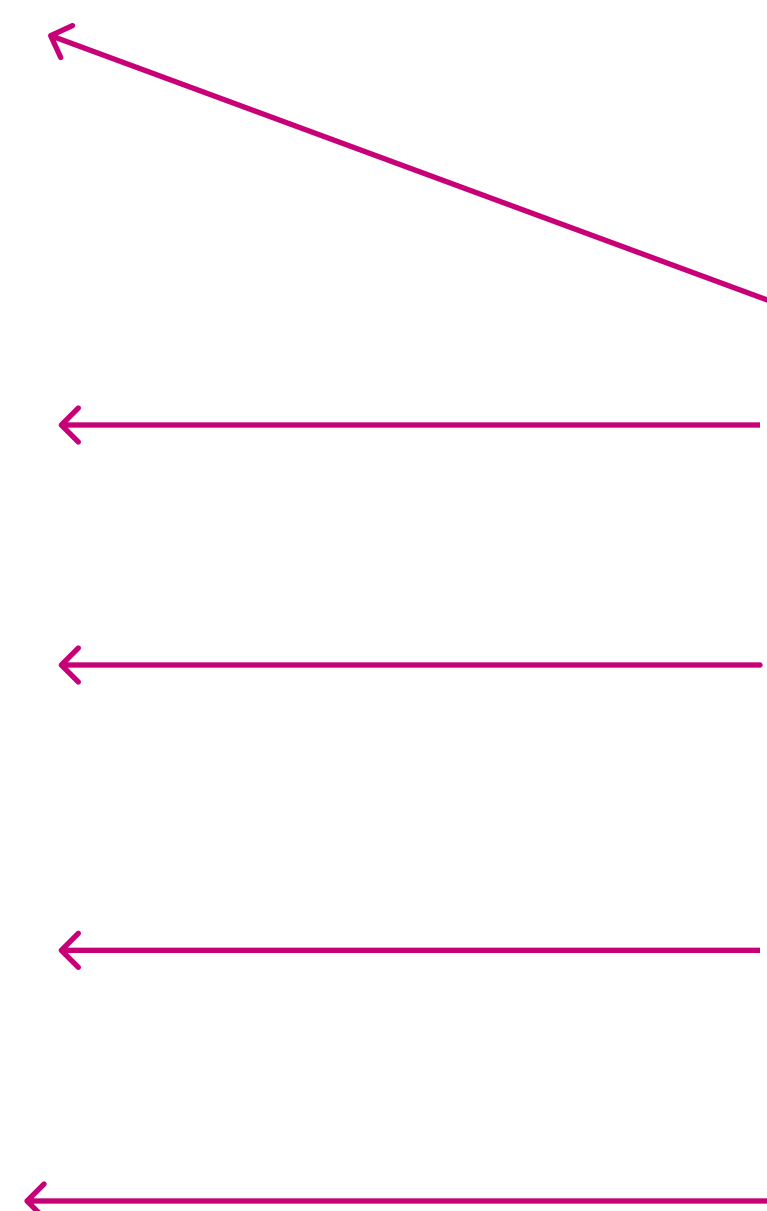
Options

Technique: Softer

Size: 3 mm

Noise: 0%

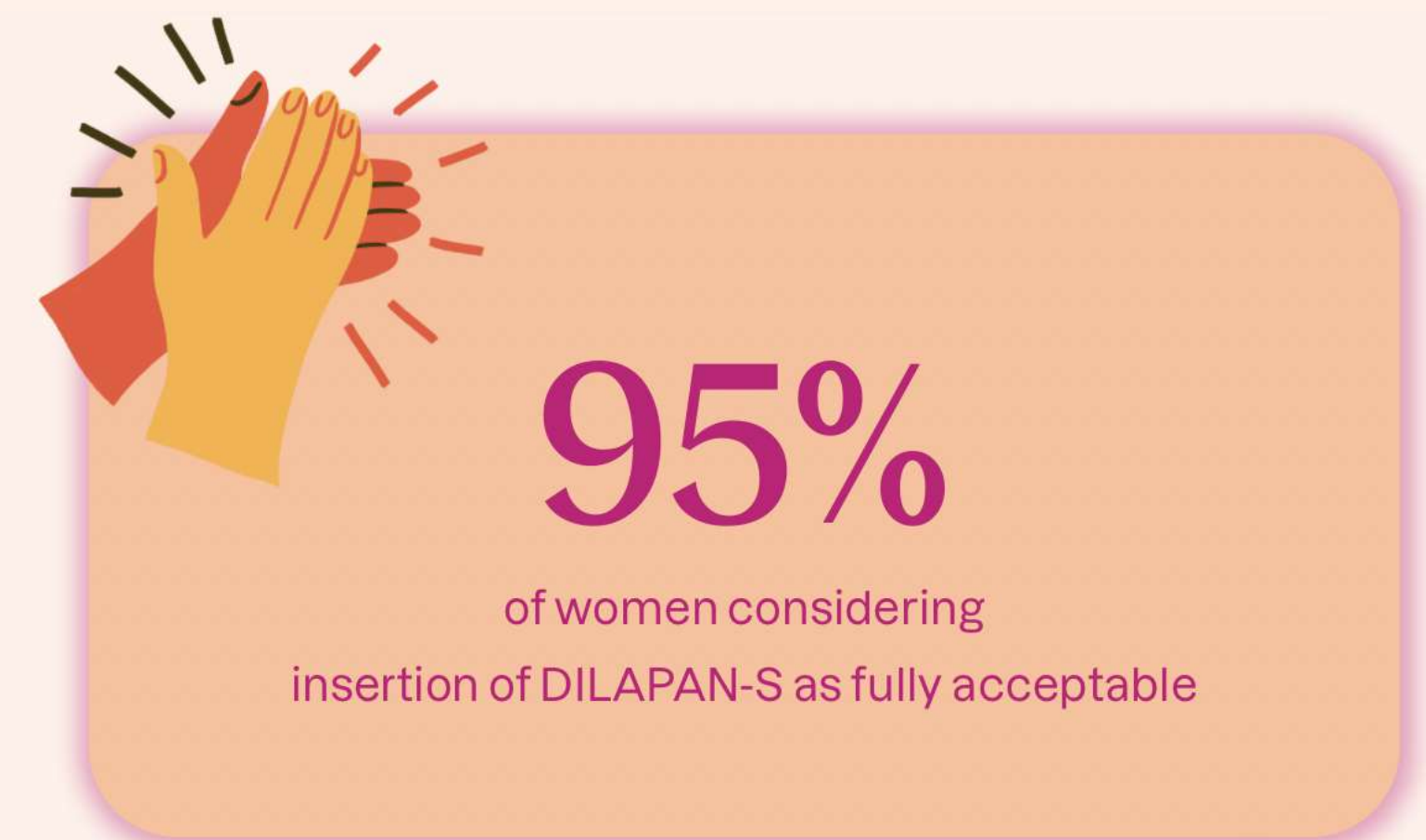
Spread: 0%



This how DILAPAN-S dilators works like over period of time

The thin dilator can expand to 15 mm over a 12–24 hour period. This allows it to dilate and soften the cervix gradually. Usually a set of 3–5 dilators inserted together is used to ripen your cervix sufficiently.

Pictograms & example of usage



Full set of icons can be found at www.dilapan.com, section for partners.

Illustrations & example of usage



Some say if you don't want any medication to induce the labour, sex or red raspberry leaf tea, eating pineapples, spicy food, stretches, bouncing on the ball, yoga, nipple stimulation, treadmill incline walking, Zumba class might help you.

Before you choose your preferences, we would recommend you discuss the mode of birth with your Healthcare Professional. With DILAPAN-S you might find a natural way of labour induction that keeps your baby out of excessive stress and raises your maternal satisfaction.



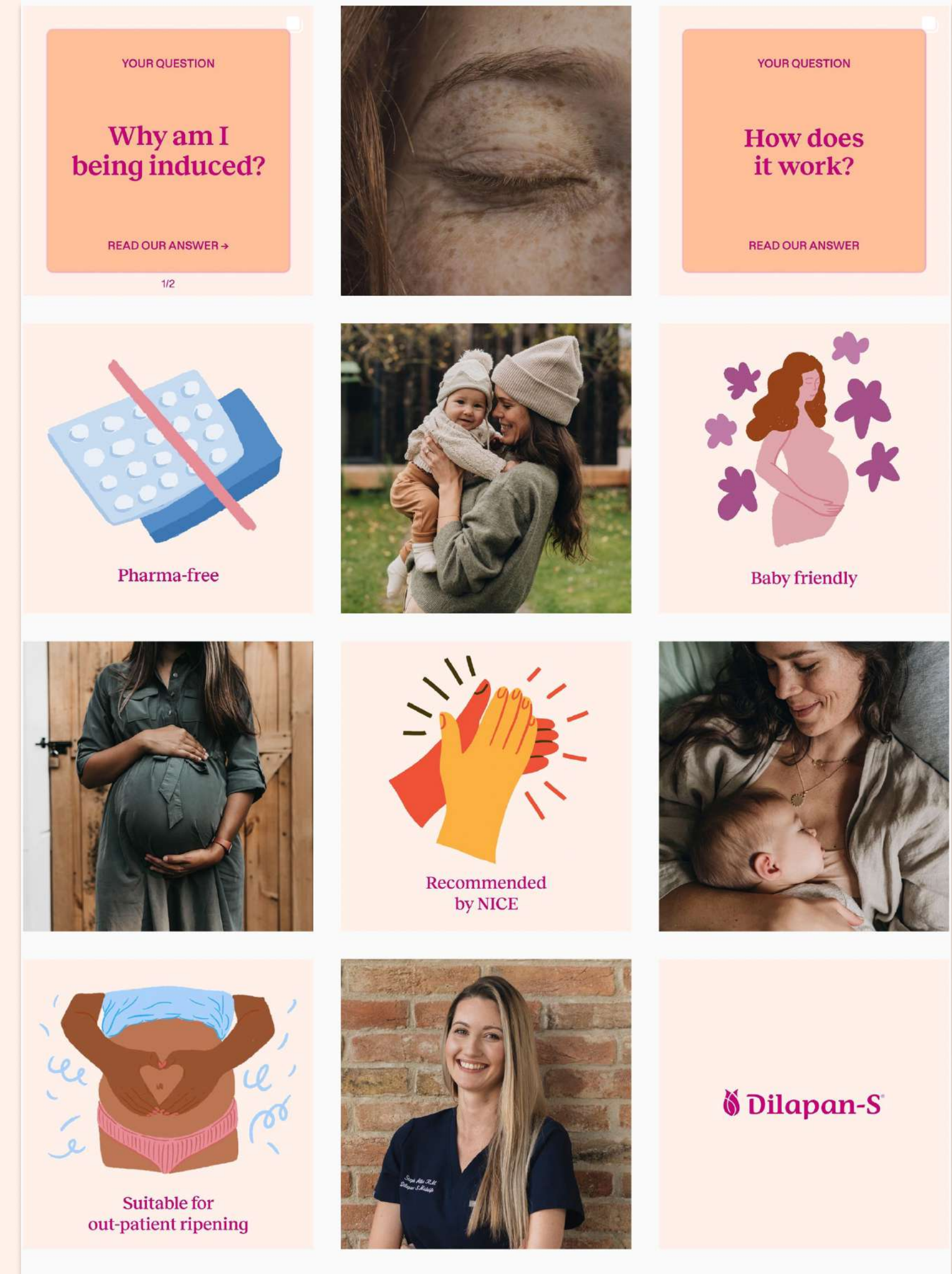
More illustrations can be found at www.dilapan.com, section for partners.

Support Images

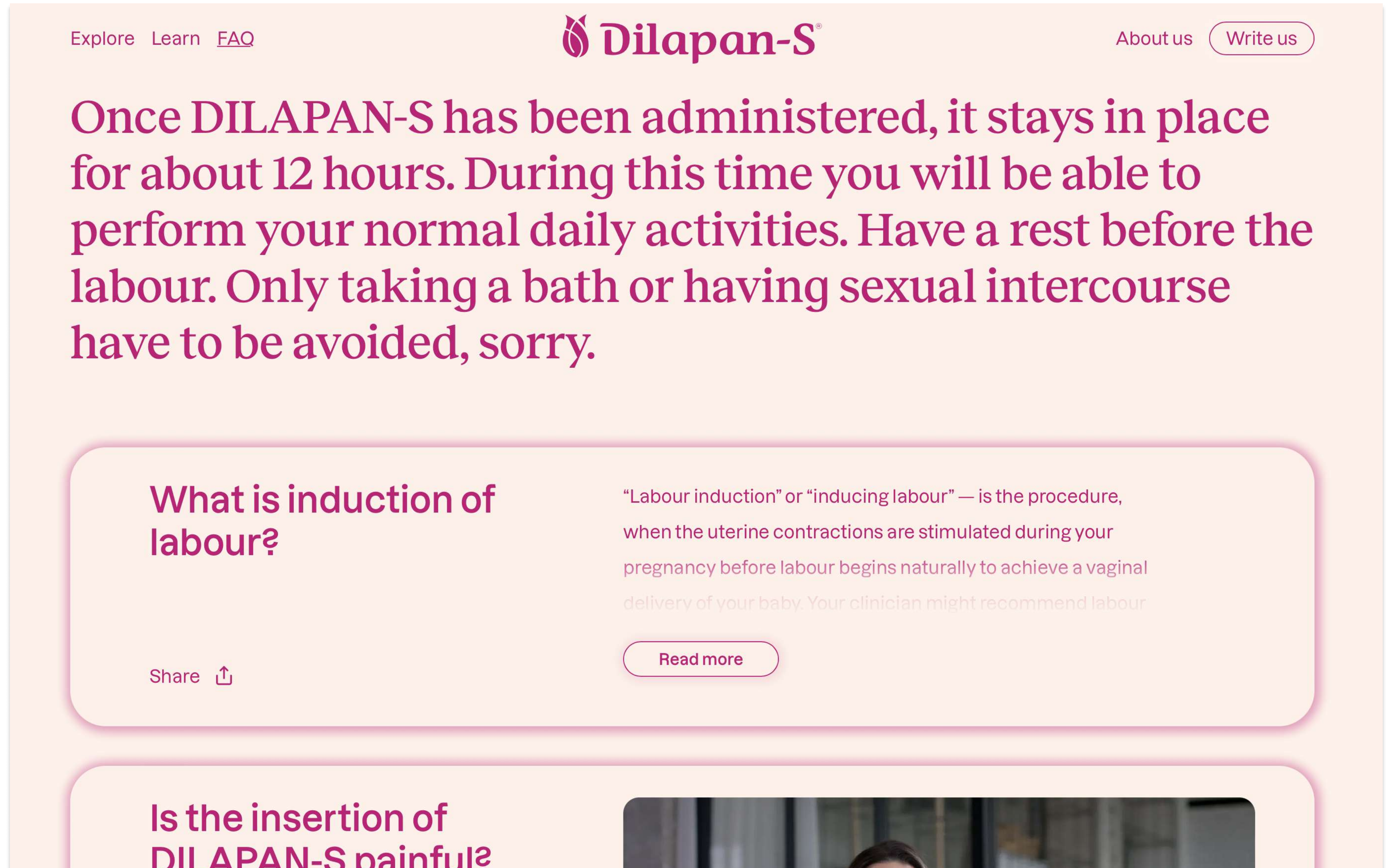


More photos can be found at www.dilapan.com, section for partners.

Example Usage: Instagram



Example Usage: Website



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Dilapan-S®

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Once DILAPAN-S has been administered, it stays in place for about 12 hours. During this time you will be able to perform your normal daily activities. Have a rest before the labour. Only taking a bath or having sexual intercourse have to be avoided, sorry.


What is induction of labour?

“Labour induction” or “inducing labour” — is the procedure, when the uterine contractions are stimulated during your pregnancy before labour begins naturally to achieve a vaginal delivery of your baby. Your clinician might recommend labour

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Is the insertion of DILAPAN-S painful?



Thank you!

For further information please contact MEDICEM Sales and Marketing Global team:
questions@medicem.com

 **Dilapan-S[®]**