

Visual Guidelines



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Welcome to the DILAPAN-S family!

We're excited to have you on board, championing non-pharmaceutical OBS/GYNE care. Together, we can establish DILAPAN-S as a symbol of quality and trust, benefiting both healthcare professionals and expectant mothers.

We believe that unified brand communication is essential in today's globalized world. Whenever creating materials, please refer to the visual guidelines and the communication manual. These documents are here to make your work easier.

You can find the full set of components here.

If you have any questions or need assistance, feel free to reach out any time at dilapan@medicem.com

Thank you for being part of our journey and for your dedication to maintain the high standards that DILAPAN-S represents.

Your MEDICEM team



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Visual identity

Brand identity is a set of visual components that represents 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.





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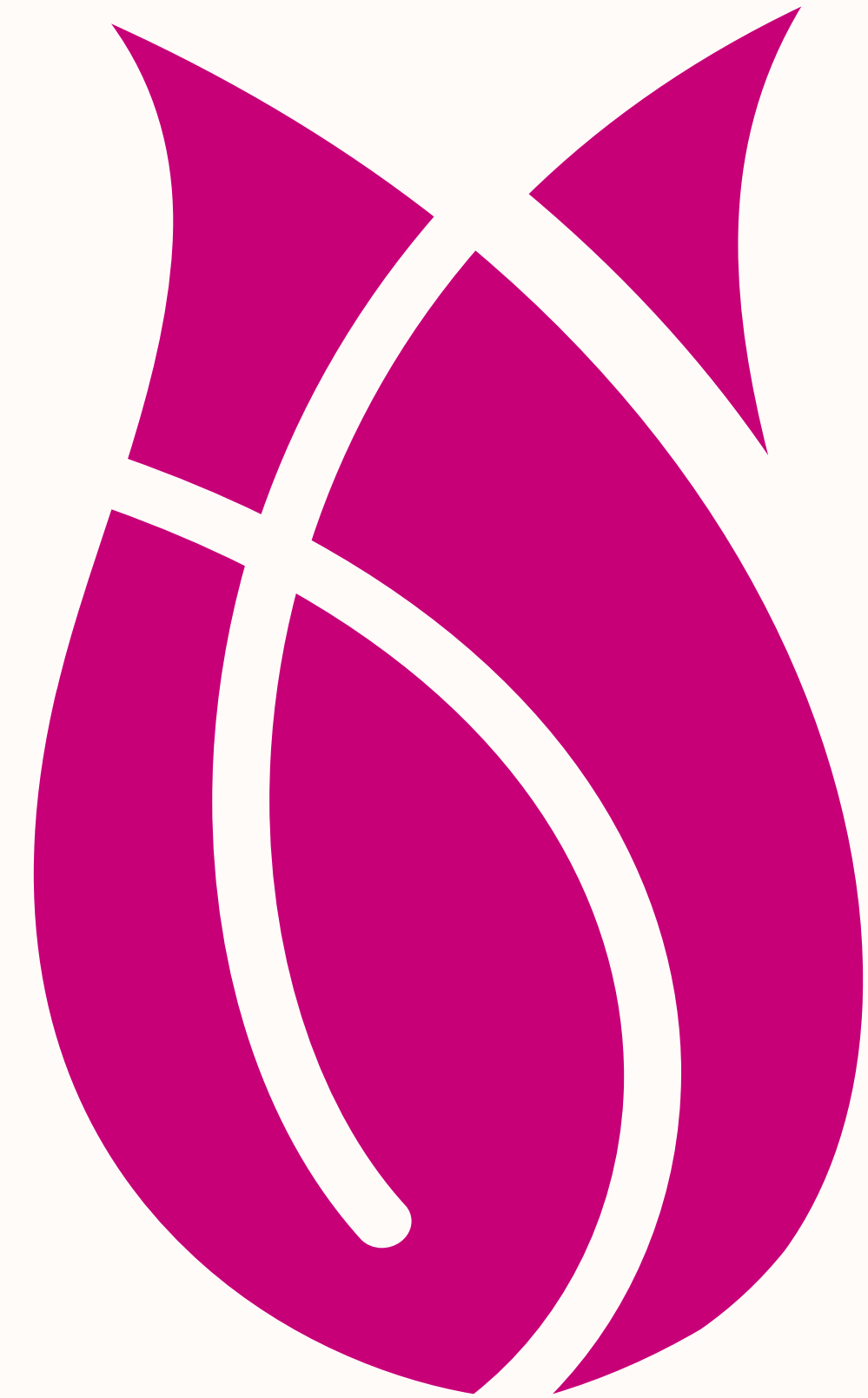
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Symbol & logotype

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 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.





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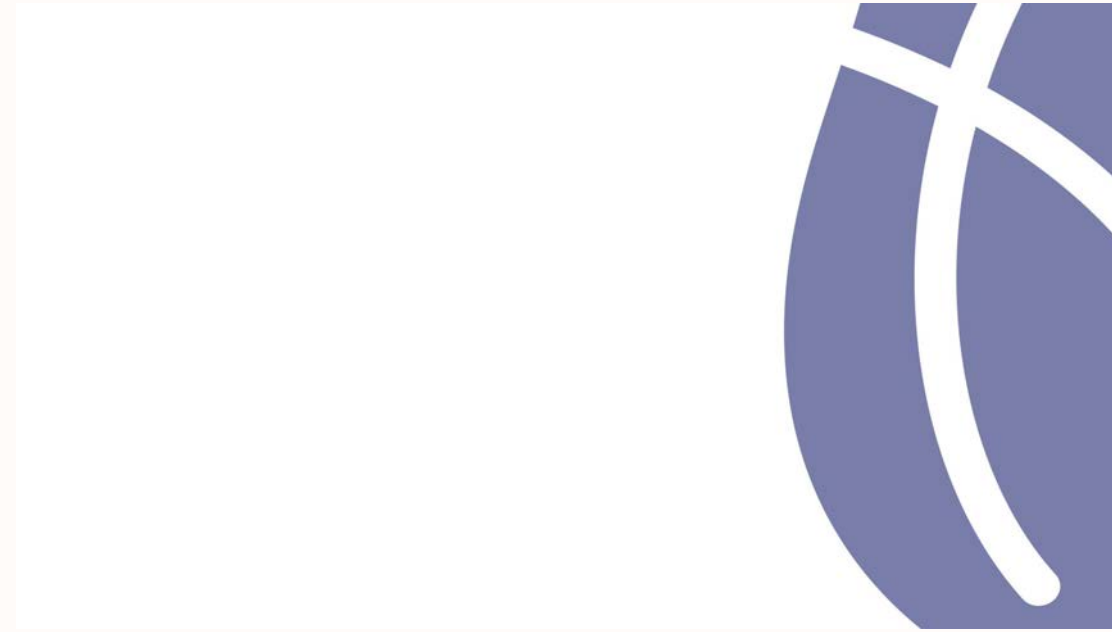
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The lotus bud also comes in the form of a cut-out.
There are two options to choose from—solid and outline.



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



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



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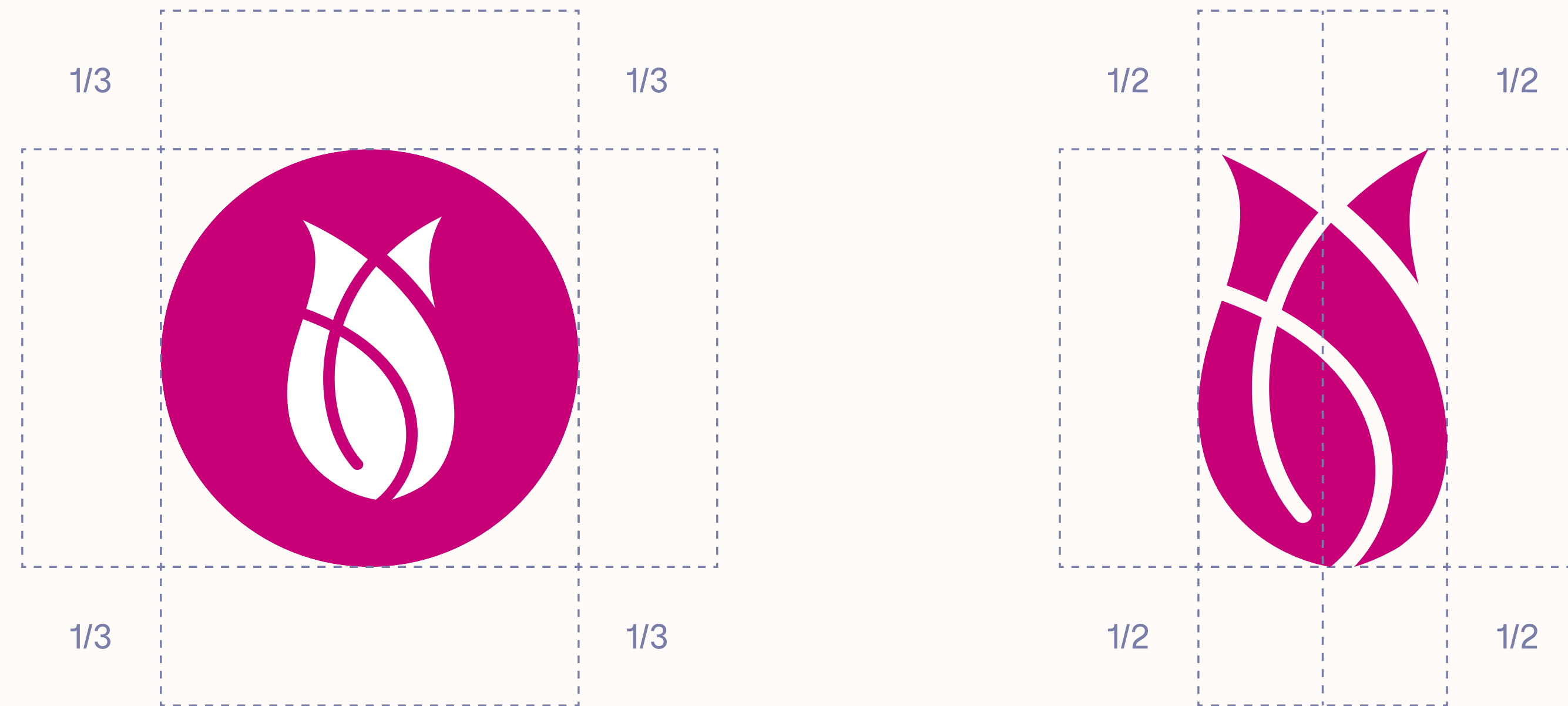
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The primary colour is pink, which refers to the femininity of the subject that DILAPAN-S touches upon.
Further specifications can be found in the colours chapter.



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



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In specific cases (i.e. stamping, cutting the logo on a plotter, engraving etc.), the logo can be used in black and white.
Whenever possible, positive version is preferred.



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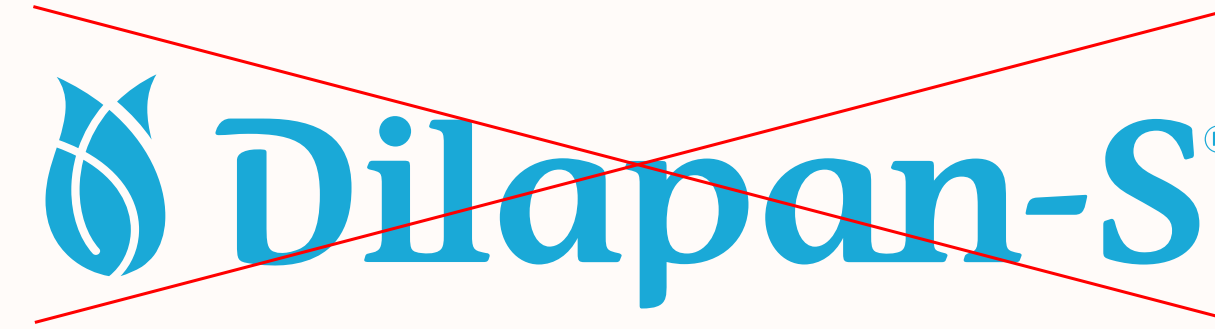
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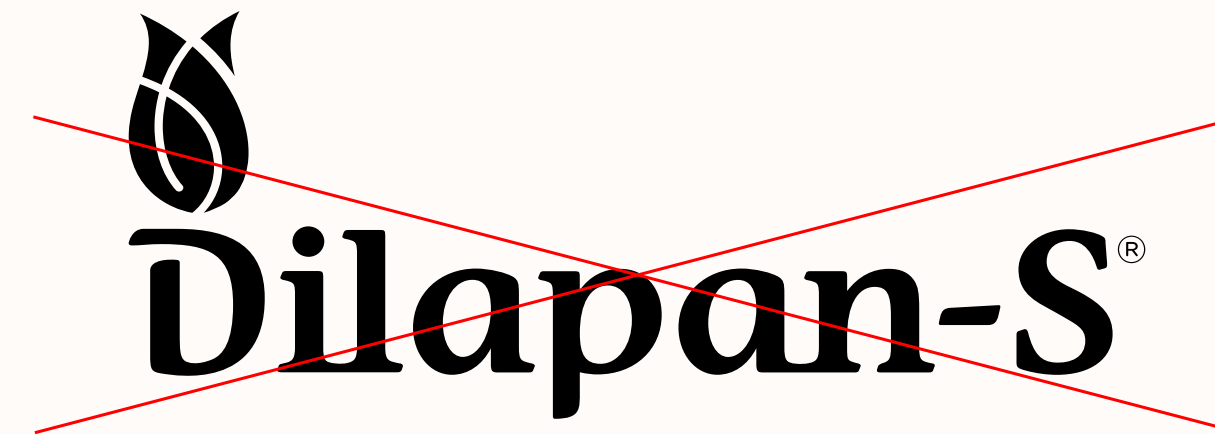
Different colour of symbol and logotype



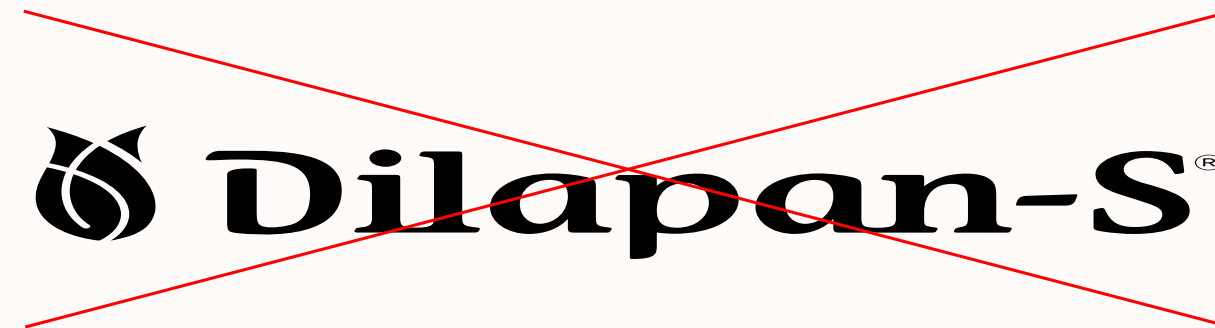
Different colour



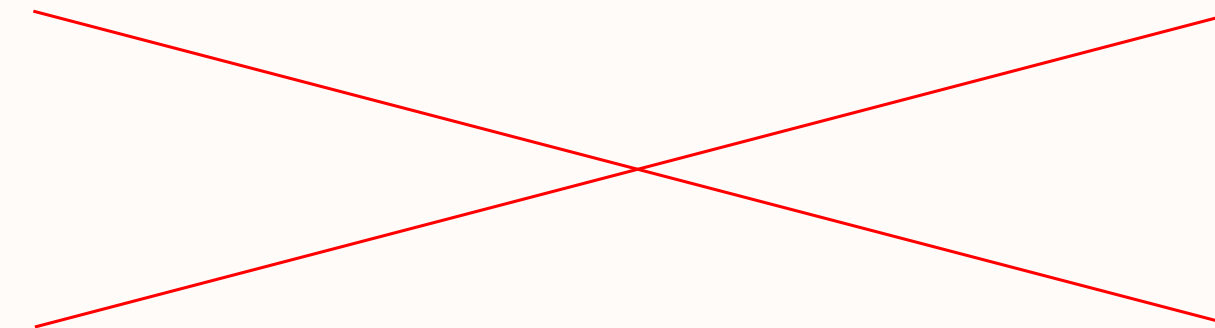
Shadows



Symbol wrongly attached



Deformation



Outline

Please, avoid using our logo in this way.



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The logo of DILAPAN-S and distributors' logos are divided by a vertical line. When your company's logo is used together with the DILAPAN-S logo, please specify appropriately (under the logo, at the footer etc.) that your company is a distributor authorized to sell the product in your territory and that MEDICEM Technology, s.r.o., Czech Republic is the producer of DILAPAN-S.



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On a dark background, the logo of DILAPAN-S and distributors' logos are divided with space (at the height of the symbol).
Distributors' logos are informative. Consult their logo manual to use it correctly.



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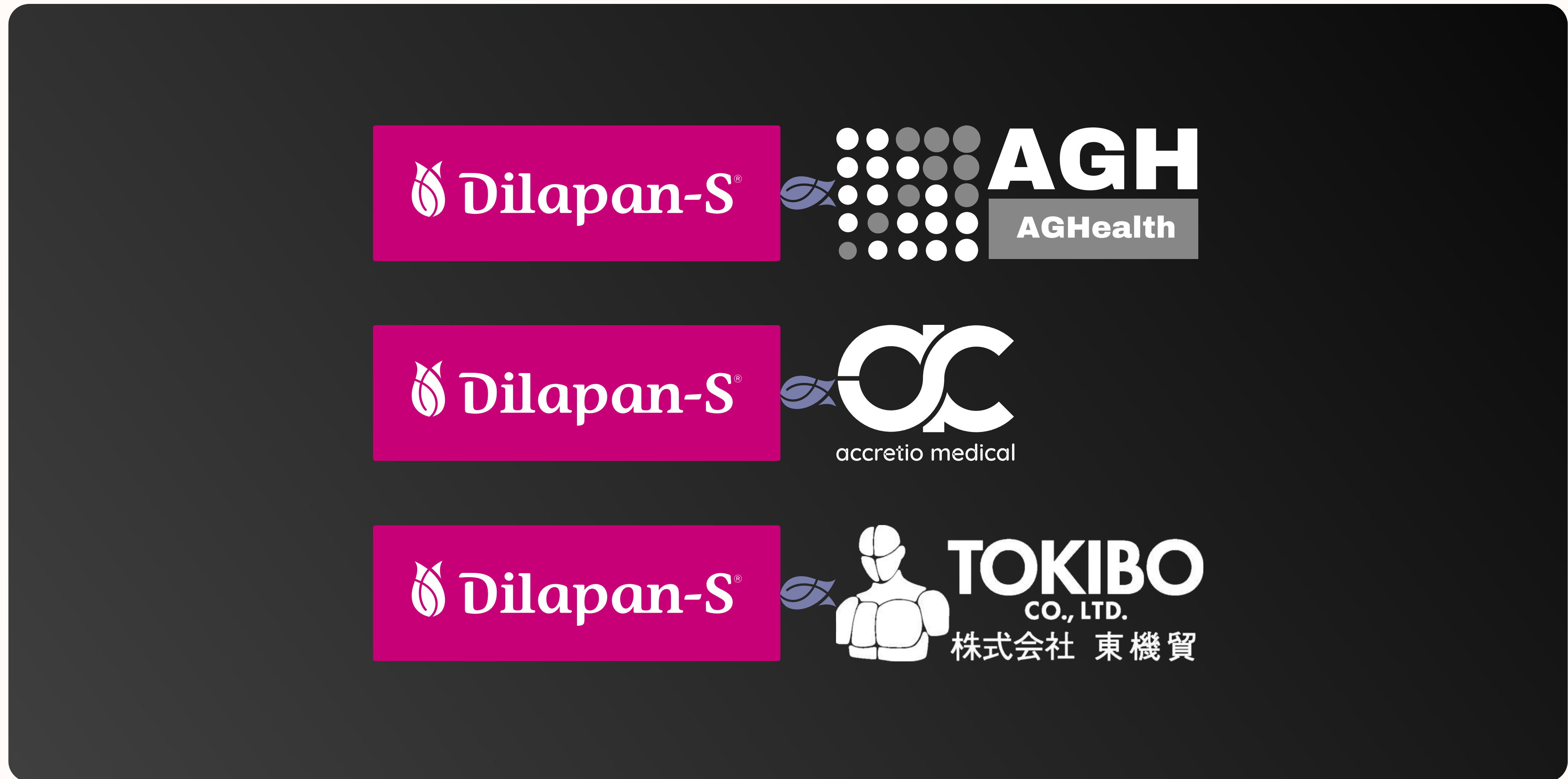
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DILAPAN-S



Dilapan-S[®]

We only use the logo as a graphic element with respect to the previously mentioned rules.
For in-depth guidelines on how to use the brand name in a text, see the DILAPAN-S communication manual.



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Reckless & Dazzed

Substitute
- Georgia & Calibri

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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.



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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 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 @ # & ! ?

Reckless and Dazzed are both designed and developed by the Displaay type-foundry.

The rights to use have to be purchased on displaay.net/typefaces/retail/



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Georgia Regular

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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).



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Communication towards healthcare professionals

DILAPAN-S communication slightly differs depending whether we're speaking to healthcare professionals or expectant mothers.

When it comes to HCPs, we understand the crucial part they play in the induction of labour as well as the challenges they face along the way. And we aim to provide them with reliable solutions.

Please note: Here, you'll find visual guidelines. For detailed information on how to communicate, please consult the communication manual.



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Written text

- Violet (#787DAA) is used as a basic colour for a text.
- **Pink** (#C80078) can be used as an accent colour, if needed.

Background

- Violet or Blue (#4E5871) is intended for small sections.
- Gray (#F4F5F8) is intended for bigger sections.
- Seashell (#FFF7F2) is intended for front-page and full page backup.

HEX (Web colour)

RGB (Digital colour)

CMYK (Print colour)

HEX, RGB, CMYK for use.

DILAPAN-S Pink

#C80078

R: 200 G: 0 B: 120
C: 20 M: 100 Y: 19 K: 0

DILAPAN-S Violet

#787DAA

R: 120 G: 125 B: 170
C: 58 M: 50 Y: 13 K: 0

DILAPAN-S Blue

#4E5871

R: 78 G: 88 B: 113
C: 74 M: 63 Y: 38 K: 18

DILAPAN-S Gray

#F4F5F8

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

DILAPAN-S Seashell

#FFF7F2

R: 255 G: 251 B: 249
C: 0 M: 3 Y: 5 K: 0



Components & usage

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

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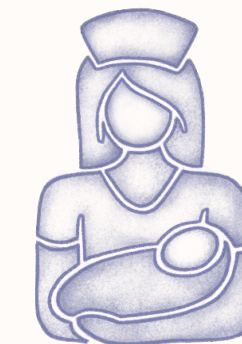
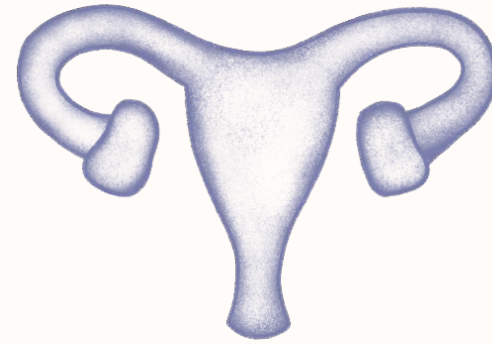
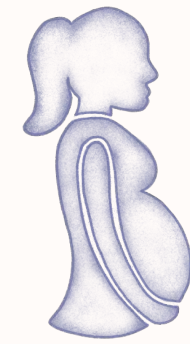
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Efficacy



Safety



Maternal satisfaction



Outpatient cervical ripening



Versatility



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



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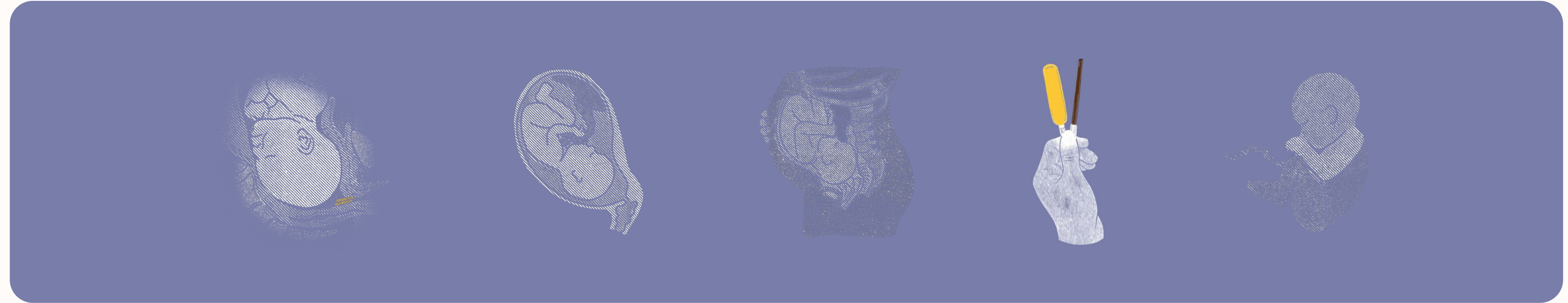
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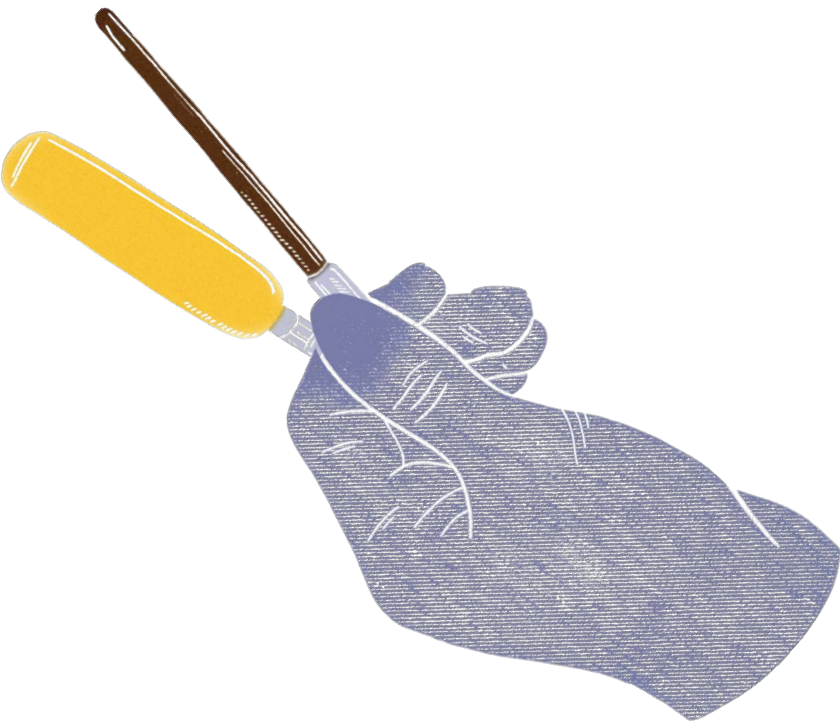

Communication towards expectant mothers

Illustrations & example of usage



Labour of Love

Join 'Induction: Labour of Love' for essential tips to refine labour induction, insights into DILAPAN-S usage, and the latest on protocol changes. Perfect listening for your next commute or walk—enrich your practice on the go.

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



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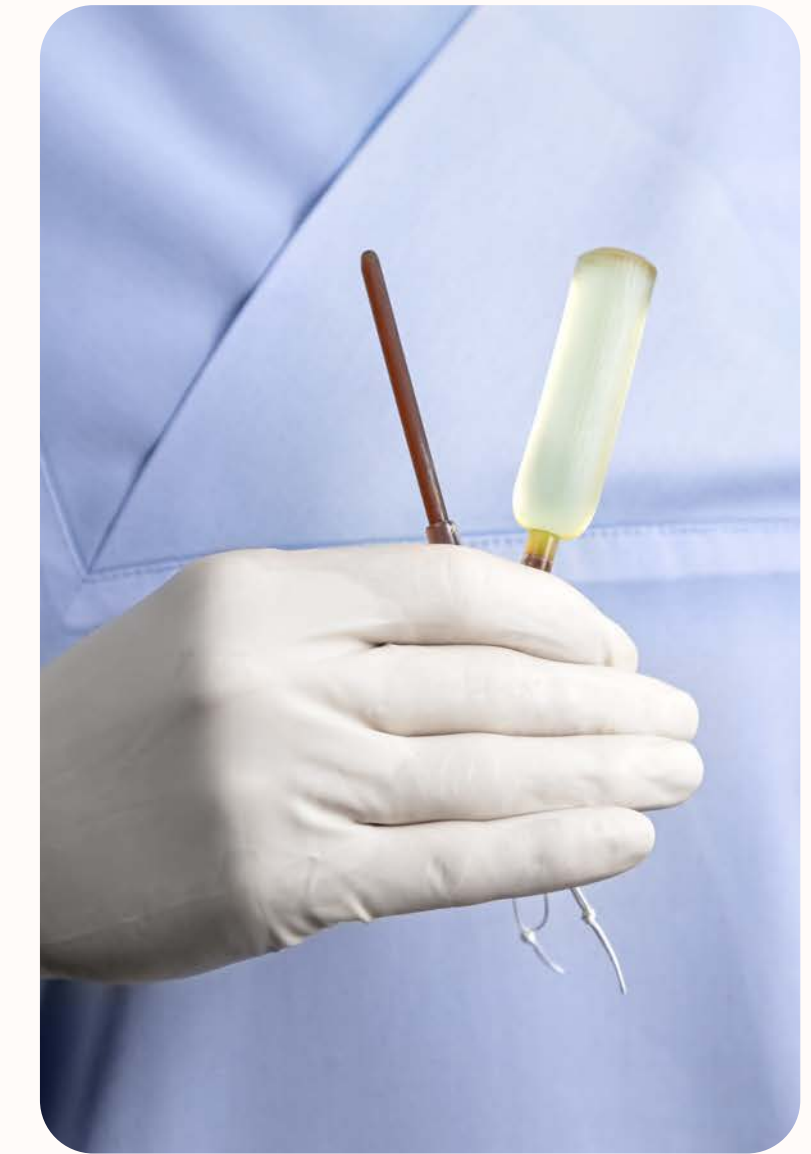
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Communication towards expectant mothers

Childbirth is an essential event in a mother's life, especially if 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, raise their comfort, lower the fears and support them with informed choice decision. Dedicated lifestyle illustrations and photos are used to promote this.



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Written text

- **Pink** (#C80078) or **Dark Pink** (#75144B) are used as a basic colours for a text.
- **Violet** (#787DAA) can be used as an accent colour, if needed.

Background

- **Pink** is intended for small sections.
- **Seashell** (#FFF7F2) or **white** (#FFFFFF) is intended for full page backup.

HEX (Web colour)
 RGB (Digital colour)
 CMYK (Print colour)

HEX, RGB, CMYK for use.

DILAPAN-S Pink

#C80078
 R: 200 G: 0 B: 120
 C: 20 M: 100 Y: 19 K: 0

DILAPAN-S Dark Pink

#75144B
 R: 117 G: 20 B: 75
 C: 44 M: 100 Y: 31 K: 36

DILAPAN-S Violet

#4E5871
 R: 120 G: 125 B: 170
 C: 58 M: 50 Y: 13 K: 0

DILAPAN-S Seashell

#FFF7F2
 R: 255 G: 247 B: 242
 C: 0 M: 3 Y: 5 K: 0

DILAPAN-S White

#FFFFFF
 R: 0 G: 0 B: 0
 C: 0 M: 0 Y: 0 K: 0



Components

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

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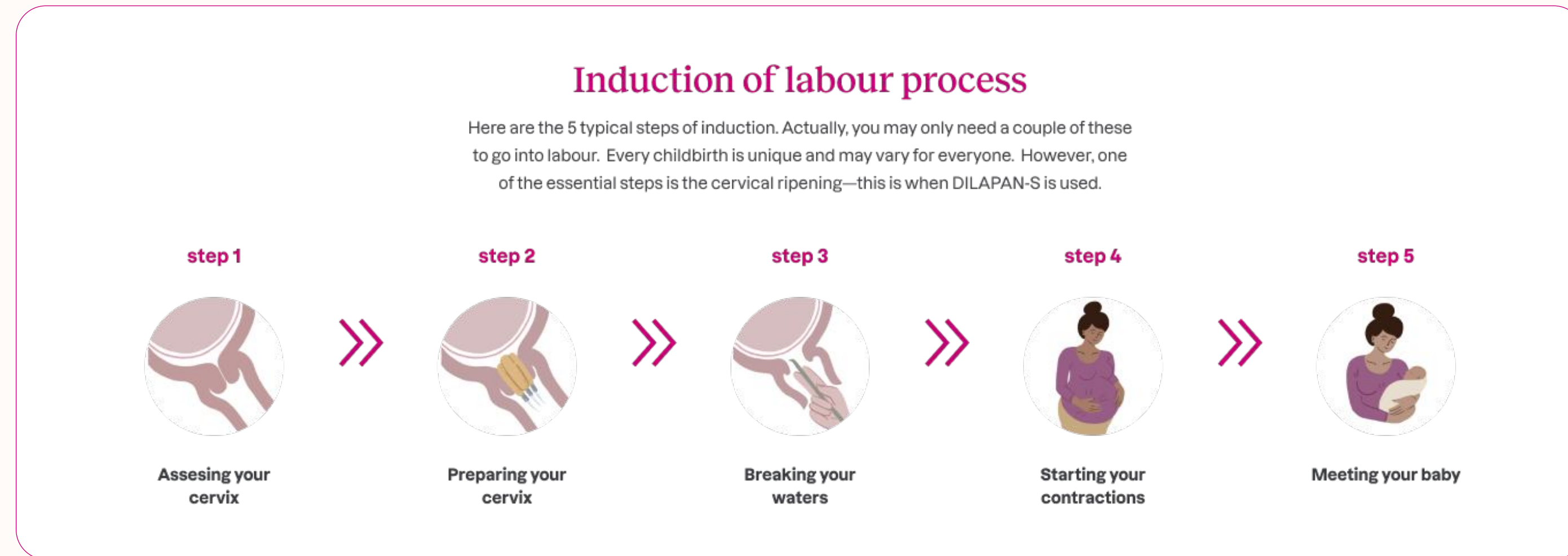
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A full set of icons can be found at www.dilapan.com, in the section for partners.



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Baby countdown

a) Inpatient

If you are admitted to the hospital, just sit back and get yourself comfortable. With the dilator inserted, you can keep doing what you want up until the Big Moment itself. Enjoy a shower, spend the day with your dream team, crank up your labour playlist, or just sleep until your baby's due!

That being said, it can be helpful if you mobilise during the ripening. It can be something as simple as sitting on a stability ball—just gently move around or sway to the beats of your playlist!

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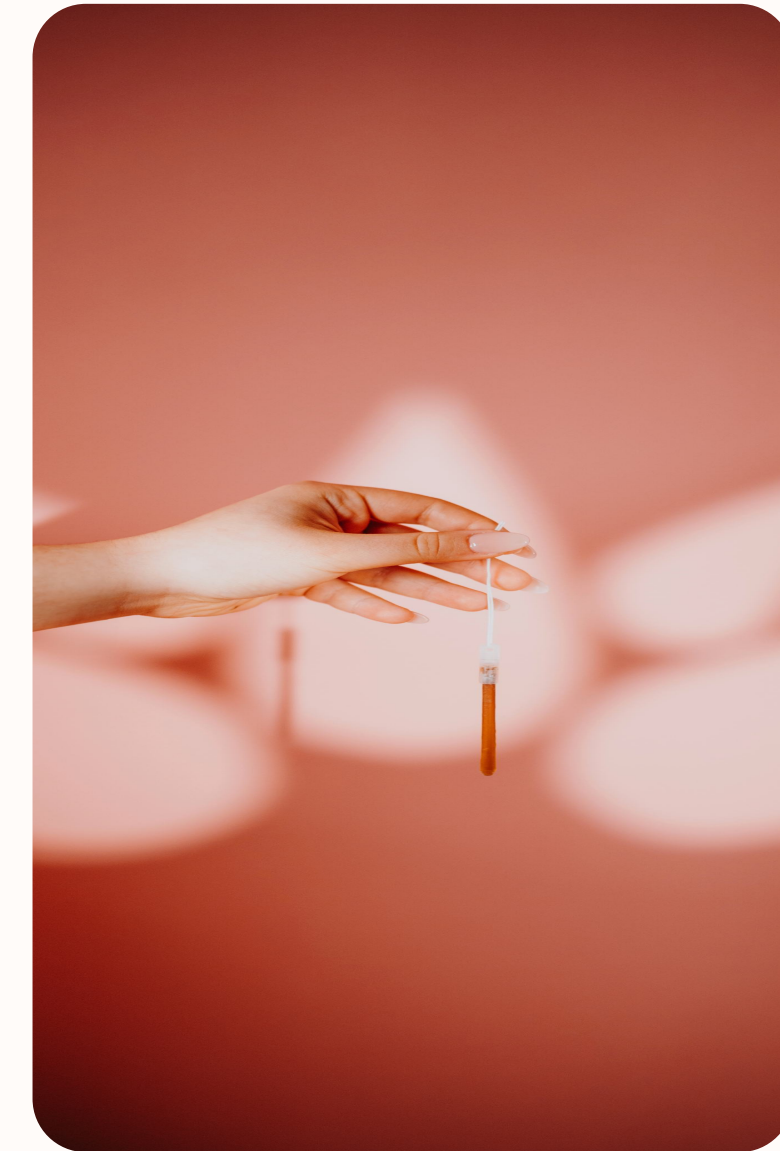
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Thank you!

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

