

MediWorks

CVI 2024

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Introduction



Our DNA

The mission of "making diagnosis and treatment smarter" brought us, a group of business partners craze for optical imaging technology together and led to the founding of Shanghai MediWorks Precision Instrument Co., Ltd. in 2004. MediWorks positioned itself as "connecting the medical and technical communities" and officially became an active player in the field of ophthalmology.

Our concept

Building a technology platform at its core, we created a medical devices R&D and manufacturing system and launched a visible-light-imaging-technique-based slit lamp at the first stage. Next, we developed the 3D anterior segment analyzer based on key technologies such as digital image acquisition and enhancement, Scheimpflug, 3D reconstruction, and algorithms for clinical application. In the third stage, thanks to the establishment of the technology platform and the ability to combine traditional imaging technology with AI, MediWorks has seen significant growth. Our devices extend from the anterior to the posterior segment, from diagnostic to surgical instruments. The line of business expands from ophthalmology to dentistry. We have launched our fundus cameras, surgical microscopes, dry eye diagnostic devices, vision screening equipment, biometric devices, and more.

Our vision

The continuous innovation in the processes of lean manufacturing, optical technologies, algorithms, and AI prepares us for the challenges in precision diagnosis and surgical procedures, the need for smarter products, demanding delay requirements, cloud computing, and distributed storage. These drive a clear visualization of our vision: " Stay innovative, develop precise and intelligent medical optical products, and serve global customers."

We believe there is a far-reaching ultimate purpose of innovation ahead. Together, let us create a smarter future and improve the lives of billions.

The purpose of this branding guide is to ensure consistency in our logo, and its style, colors, imagery, and text usage to support our vision.

These design specifications must be adhered to in all marketing activities but can be easily adapted as a source of inspiration.



A handwritten signature in black ink, appearing to read 'P.R. Chen' in a stylized, cursive script.

Brian Chen
CEO

Basic



Vertical version
Primary logo



Horizontal version
Secondary logo

MediWorks logo

The MediWorks brand logo is used for all communication and countries.

The brand logo is made up of two elements: a symbol and a logo. “MW” symbol and MediWorks text layout. These two elements must always be used together.

Use only the original logo – do not recreate.

Logo versions

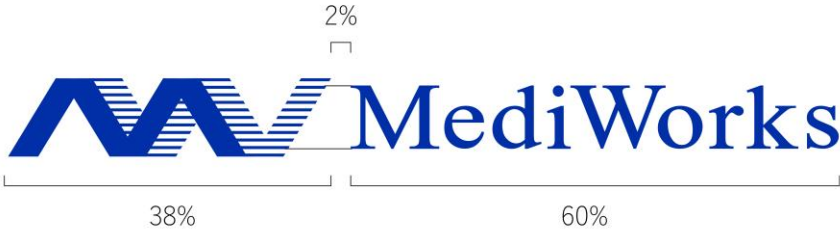
There are two versions of our logo: a vertical and a horizontal.

The Vertical version is preferred, however, if space is limited a horizontal version can be used.



Logo ratio

Logo standard ratio – do not recreate.



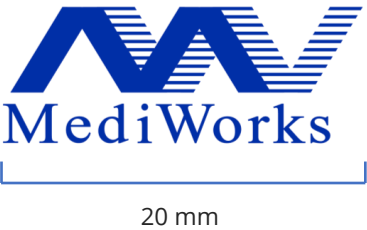


Logo and spacing

To maintain the visual integrity of the logo, always leave a clear area around the MediWorks logo to keep the layout consistent. As a rule of thumb, there needs to be at least the minimum distance of the letter “e” from the logo.

Use only the original logo – do not recreate.

Print



Minimum size

To ensure legibility and effectiveness, we've specified a minimum logo size.
Note: this is the 'minimum' size, not the preferred size.

Screen



20th anniversary standard logo



Special 20th-anniversary logo

Logo display in MediWorks blue on a white background, logo display in white on a blue and black background.

The 20th-anniversary logo is displayed Synergy with the corporate logo.

20th anniversary synergy Logo



All logos are primarily displayed on a blue MediWorks white background.



Logo colours

The logo is shown in MediWorks blue on a white background, logo is shown in white on a blue and black background.

All of the above ground rules will also apply to all communication.

Use only the original logo – do not recreate.

Alternatively, the logo can be displayed in reverse format on a MediWorks blue and black background.





Do not use the following logos

1. Do not change the shape of the brand logo;
2. Do not use any other color for the symbol logo;
3. Do not cut the brand logo;
4. Do not change the angle of the brand logo.

Primary colours



MediWorks blue



MediWorks white

Secondary colours



MediWorks black



MediWorks cyan

Primary & secondary colours

MediWorks blue

It is an ideal blue, an absolute blue, whose pure color conveys the professionalism of MediWorks. MediWorks Blue is our primary color and will be used for the brand logo, graphic elements (such as ICONS) and rallying phrases.

MediWorks white

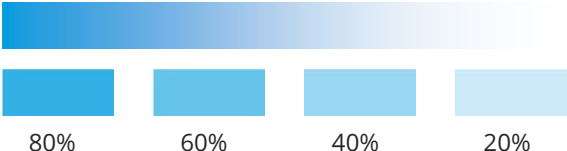
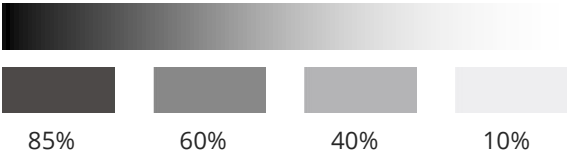
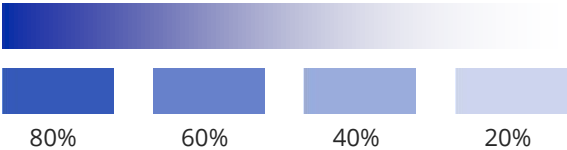
A creative color whose open and transparent color extends MediWorks' futuristic and innovative feel, MediWorks White is our primary color and will be used for brand logos, graphic elements (such as ICONS) and rallying words.

MediWorks black

Representing MediWorks' high quality and stability, black is our secondary color, 85% of which is used for slogans and messages.

MediWorks cyan

Is a cue color, it and MediWorks blue progressive represents MediWorks information transmission and communication, MediWorks blue is used to enhance information exchange and communication.



Colour palette

MediWorks blue

R:0 / G:53 / B:146

C:100 / M:87 / Y:0 / K:0

HEX: #003592

PANTONE: 2728C

MediWorks black

R:76 / G:73 / B:72

C:0 / M:0 / Y:0 / K:85

HEX: #4C4948

MediWorks cyan

R:0 / G:156 / B:222

C:85 / M:21 / Y:0 / K:0

HEX: #0094D7

PANTONE: 2925C

Single-row slogan

Details Make the Difference

Double-row slogan

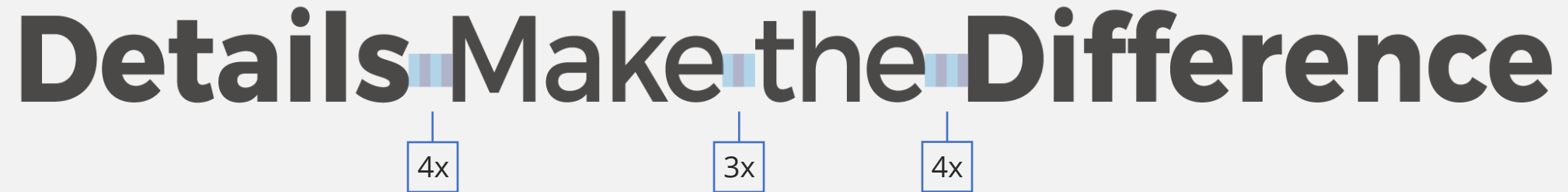
**Details Make
the Difference**

slogan

The logo appears in MediWorks 85% black on a white background and white on a blue and black background.

The slogan is translated for local logoets.

Use only the original logo – do not recreate.



The image shows the slogan "Details Make the Difference" in a large, bold, dark grey font. Below the text, there are three blue boxes with white text indicating spacing: "4x" under "Details", "3x" under "Make", and "4x" under "Difference". Each box is connected to the text by a thin blue vertical line. The boxes are positioned under the gaps between the words.

Details Make the Difference

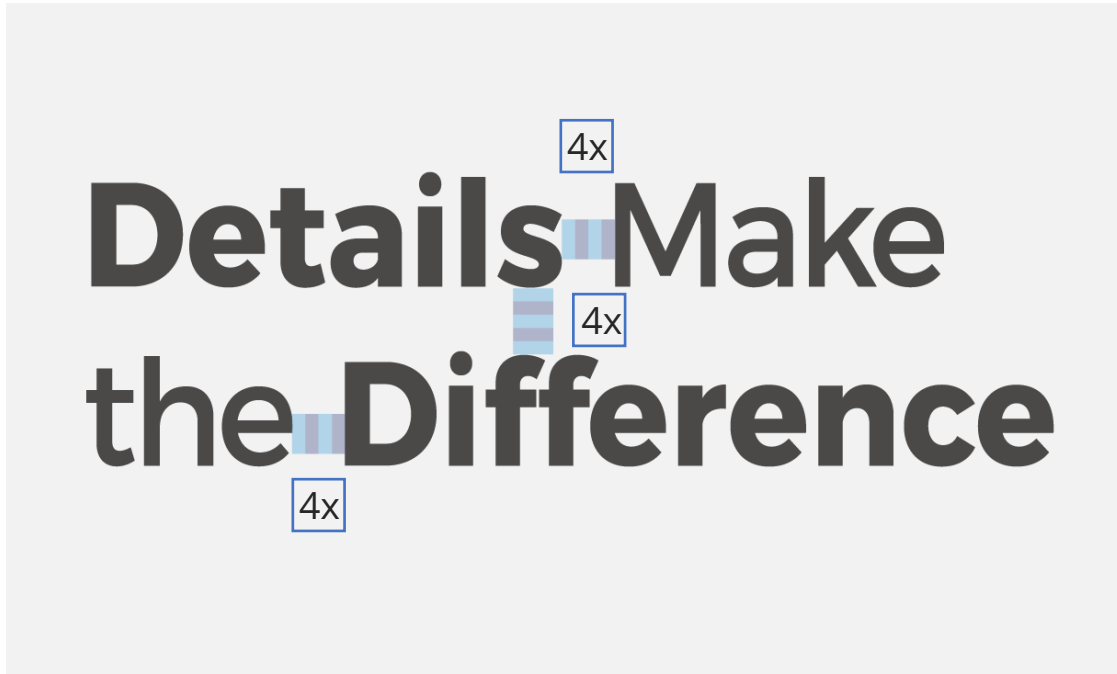
4x 3x 4x

Single-row slogan

slogan standard

The spacing should be maintained and not changed.

Single-row MediWorks slogan is primarily used for printing and communication.



Double-row slogan

slogan standard

The spacing should be maintained and not changed.

Double-row MediWorks slogan is primarily used for display and presentation.

Single-row slogan

Details Make the Difference



Double-row slogan

**Details Make
the Difference**



Minimum size

We've specified a minimum size to ensure legibility and effectiveness.

Note: this is the 'minimum' size, not the preferred size.

Details Make the Difference

Montserrat Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789!@#\$%^&*

Lorem ipsum dolor sit
amet, consectetur
adipisicing elit.
sed do eiusmod tempor

Montserrat Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789!@#\$%^&*

Lorem ipsum dolor sit
amet, consectetur
adipisicing elit.
sed do eiusmod tempor

Slogan typography

The font of the slogan is Montserrat.

The initials DMD are uppercase, all the rest are lowercase.

Details Make the Difference



MediWorks Black
100%

Details Make the Difference



MediWorks Blue
100%

Details Make the Difference



White
100%

Slogan colour

The slogan is shown in MediWorks blue on a white background,
The slogan is shown in white on a blue and black background.

Details Make ~~the~~ Difference

Details Make ~~the~~ Difference

Details Make ~~the~~ Difference

Do not use the following slogan

1. Do not randomly match font colors ;
2. Do not use gradient colors ;
3. Don't use unauthorized colors.

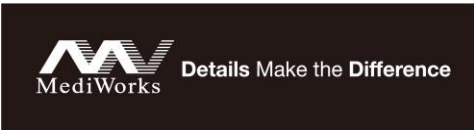


Logo with slogan

The logo consists of a logo 'MediWorks' and a slogan aligned to the right.

Slogan are translated for the local logoet.

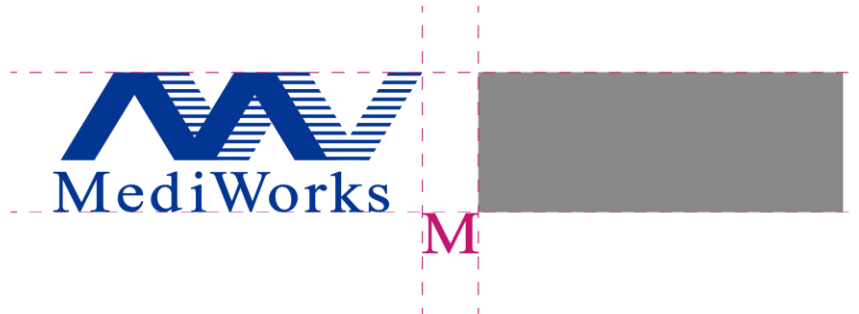
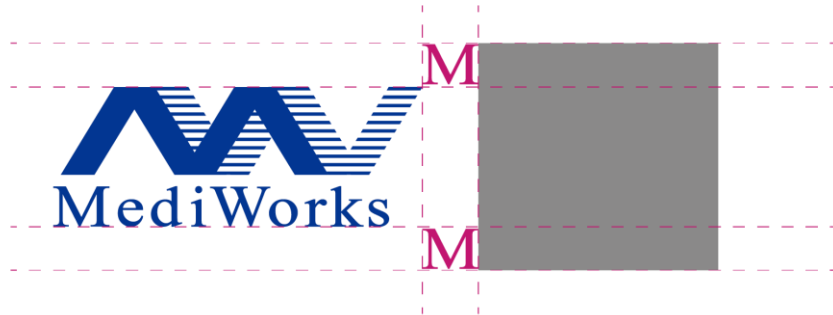
Fixed color collocation



Do not use the following slogan

Please use a fixed proportion of slogans, do not change the proportion of English slogans.



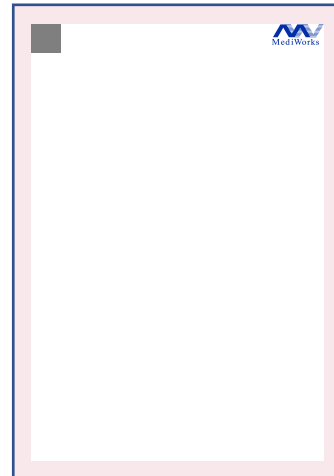


Logo relationship

Co-branding 'lock-ups' with partner/sponsors logos should be constructed as shown.

The two logo's are aligned with each other as shown.

In some cases, more than one descriptor can be used for a specific sponsor or partner, however only one descriptor can be used at a time.



Logo relationship

Co-branding 'lock-ups' with partner/sponsors logos should be constructed as shown.

The two logo's are aligned with each other as shown.

In some cases, more than one descriptor can be used for a specific sponsor or partner, however only one descriptor can be used at a time.

English primary choice

abcdefghijklmnopqrstuvwxyz0123456789&%
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Open sans Regular

abcdefghijklmnopqrstuvwxyz0123456789&%
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Open sans Light

abcdefghijklmnopqrstuvwxyz0123456789&%
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Open sans Bold

English second choice

abcdefghijklmnopqrstuvwxyz0123456789&%
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Montserrat Medium

abcdefghijklmnopqrstuvwxyz0123456789&%
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Montserrat Thin

abcdefghijklmnopqrstuvwxyz0123456789&%
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Montserrat ExtraLight

Typography MediWorks

primary choice
The font is available in three normal weights:
Bold, Regular and Light.

Second choice
The font is available in three normal weights:
Medium, Thin and ExtraLight.

The MediWorks standard's primary use for normal weights is for all elements of communication, such as headings, subheadings, eye-catching symbols, and price tags.

Heading

Sub-heading

Body copy section title

Body copy

Citation reference

Captions/descriptions

Use of typography

Open sans is our brand font, it is simple and very clean, and it is an integral part of our visual “voice”.

You can use different weights to create brand depth, tone, and hierarchy.

Weight use recommendations

Open sans Bold: Heading, body copy section title, highlighted keywords in sub-heading or body copy ;

Open sans Regular: Body copy, sub-heading;

Open sans Light: Body copy ;

Open sans Italics: Quote reference, captions/descriptions.

Digital use of typography

MediWorks Font Management can be embedded for online use, to ensure consistency with printed elements.

Open sans Regular: headlines, subheadings;
Open sans Light: Body copy etc.

English: Open sans

abcdefghijklmnopqrstuvwxyz0123456789&%
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Scansys logo



Products logo

Usually the product name logo is placed on the body of each instrument. In brochure design, you can use these logos on the inside pages. But you can't use them on the cover page.

Corporate

姓名

职位部门



手机: +86 130 1234 5678 邮箱: yourmail@mediworks.biz



我的二维码

上海美沃精密仪器股份有限公司
地址: 上海市闵行区三鲁公路3279号明浦广场7号楼.201100
电话: +86.21.5426.0421
免费服务热线: +86.400.100.0350
网址: www.mediworks.com.cn
微信公众号: mediworks



Name

Title Department



C: +86 130 1234 5678 E: yourmail@mediworks.biz



My WeChat

Shanghai MediWorks Precision Instruments Co., Ltd.
Add: Building 7, Ming Pu Plaza, No.3279, San Lu Rd,
Min Hang District, Shanghai, 201100, China
Tel: +86.21.5426.0421
Website: www.mediworks.biz
Facebook: MediWorks



Business card 50x90

Front: Logo, name and position Department, mobile phone, email, Align the company name, address, and contact information to the right. The lower left corner is the WeChat QR code.

Back: Keep in line with the front, as an English business card.



Business card 50x90

Front: Logo, name and position Department, mobile phone, email, Align the company name, address, and contact information to the right. The lower left corner is the WeChat QR code.

Back: slogan

Name (Bold font, dark blue color)

Title

Shanghai MediWorks Precision Instruments Co., Ltd.

Office phone: +86-21-54260421 | Cellphone: 13* **** *

www.mediworks.biz

Logo link



E-mail signature set-up

standard e-mail signature must be used at all times.

All text is set Open sans 11 pt. and “calls to action” are set in blue.
Name is highlighted in bold.

The bottom of the signature includes a white logo on a MediWorks Blue background.

On our Intranet, you can find information on how to set up your own email signature.

Name (Bold font, dark blue color)

Title

Shanghai MediWorks Precision Instruments Co., Ltd.

Office phone: +86-21-54260421 | Cellphone: 13* **** *

www.mediworks.biz

Logo link



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All text is set Open sans 11 pt. and “calls to action” are set in blue.

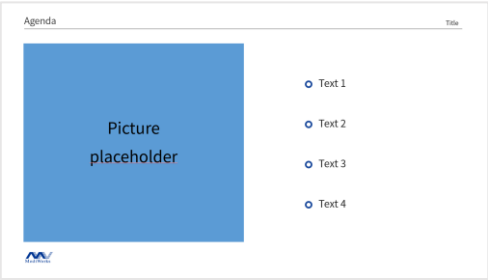
Name is highlighted in bold.

The bottom of the signature includes a white logo on a MediWorks Blue background.

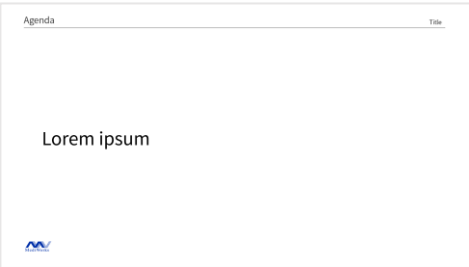
On our Intranet, you can find information on how to set up your own email signature.



Front slide



Main slides



Dividing slides



End slide

PowerPoint templates

Front slide

Features the title and sub-title of the presentation, with the white MediWorks logo and slogan on a MediWorks Blue background.

Main slides

A slide theme picture can be displayed on the left side of the partition slide, the PPT outline can be displayed on the right side, and the blue MediWorks logo can be displayed on the white background at the bottom left.

Dividing slides

A dark gray line above the inner slide shows the current slide page title and PPT theme at the top. The slide content can be adjusted according to the PPT inner page template. The blue MediWorks logo can be displayed on the white background at the bottom left.

End slide

Features a white MediWorks logo on a blue background.

Text

All text is set in Open sans Bold and Light and displayed in MediWorks Black 85%.

Charts and graphs

These must always use MediWorks primary and secondary colours eg.

Standard Word templates

Internal information

Word template English standard.

All text is set to Open sans Regular and displayed in black.



POS



Carrier bags

The **carrier** bag should be white with the MediWorks logo on a white background and a slogan.

Bag size: 390*450mm.

Envelope

M65, C5, A4 or any size;

Logo color: MediWorks blue;

Font color: MediWorks blue;

Background color: white.

Text specification

Company: Shanghai MediWorks Precision Instruments Co., Ltd.

Address: Building 7, Ming Pu Plaza, No. 3279 Sanlu Road, Minhang District, Shanghai, 201100, China

Website: www.mediworks.biz





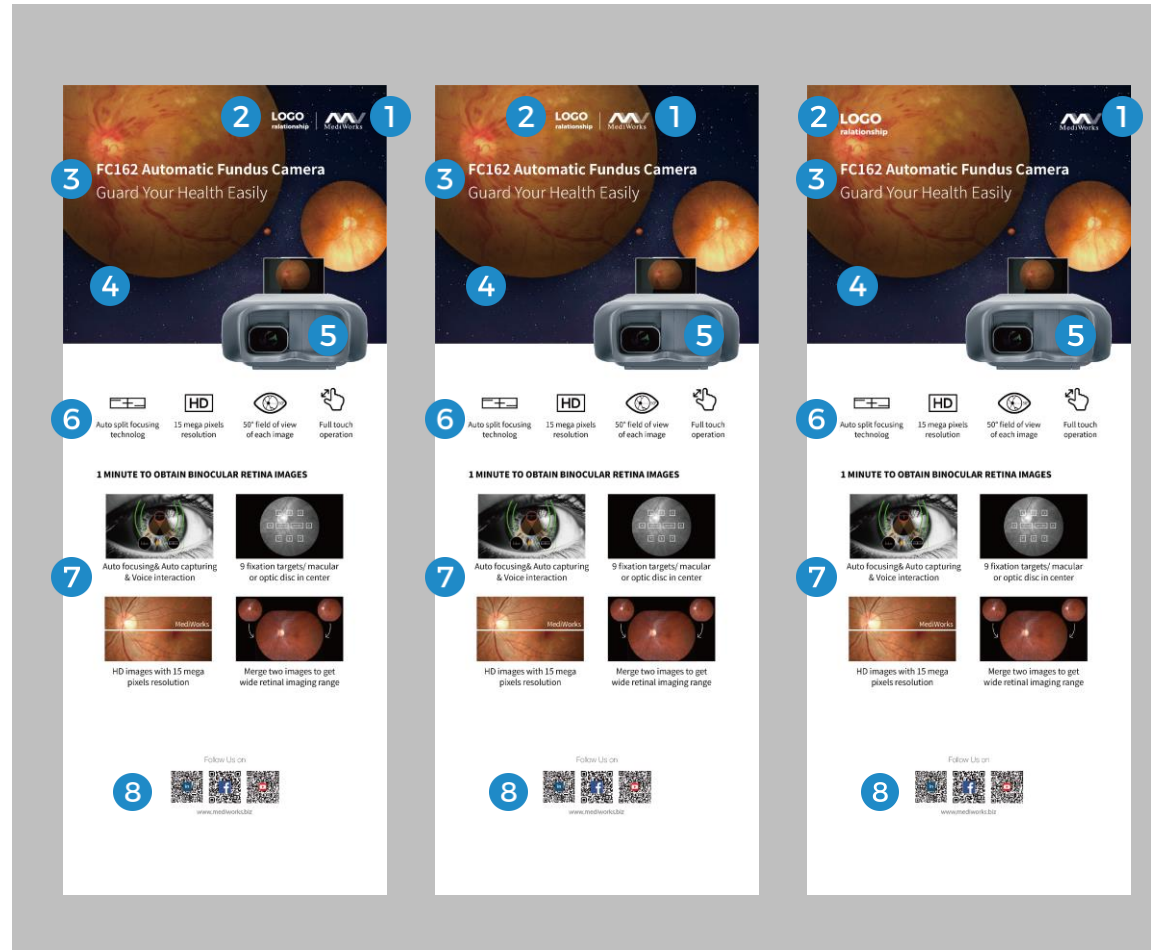
T-shirt, branding

The consistent use of MediWorks' graphic design elements and rules ensures a uniform and coherent identity. T-shirts can be used to reinforce a brand's identity.

Banner

Typical banner size: W 800mm × H 2000mm,
* Size can be changed according to the situation.

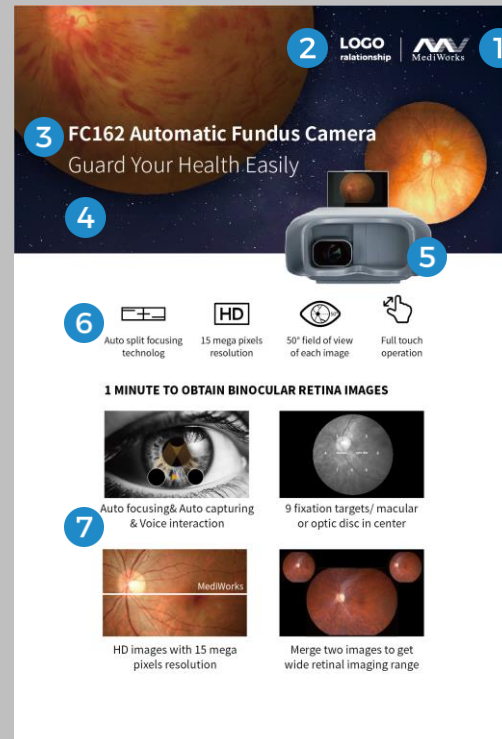
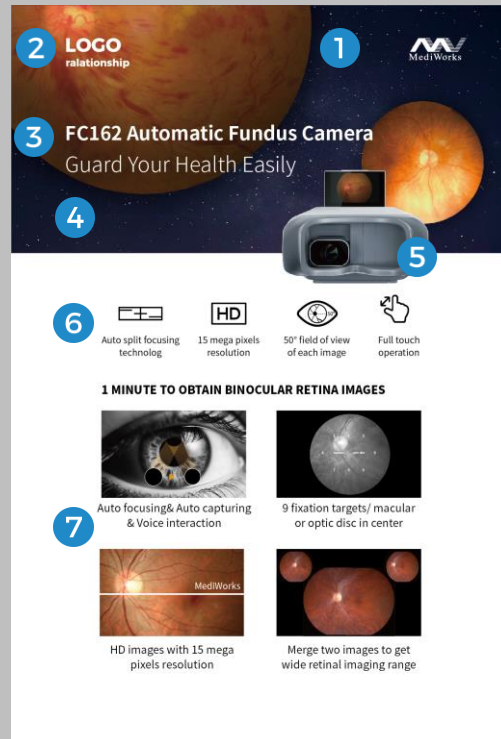
1. Brand identity (please use the standard version, which should be displayed in the blank);
2. Co-branding logo;
3. Product name (product standard name);
4. Main drawing (impressive product image, use image, metaphorical impression, etc.);
5. Product photos (clear product images should be used);
6. Product features;
7. Product function;
8. QR Code.



Poster

Typical poster size: A4 (W 210mm × H 297mm) ;
* Size can be changed according to the situation.

1. Brand identity (please use the standard version, which should be displayed in the blank);
2. Co-branding logo;
3. Product name (product standard name);
4. Main drawing (impressive product image, use image, metaphorical impression, etc.);
5. Product photos (clear product images should be used);
6. Product features;
7. Product functions.



Display



Display colour matching

MediWorks mainly uses pure white matte as the background color, MediWorks blue as the brand identity color, followed by light gray, black can be used for the text part of the message.

MediWorks uses MediWorks black as the background colour, MediWorks blue as the brand identity colour, followed by MediWorks cyan and white for the text part of the message.

Floor: white matte/light grey matte floor or new material tile can be used, generally do not use carpet material.

Light: White light source, 4500k white light, please be careful not to directly shine on the product and screen equipment to cause reflective effect.

Display element

- a. Brand logo;
- b. Brand identity;
- c. Brand information;
- d. Large screen (brand promotional video, product promotional video, personal shooting is not allowed to play);
- e. Product classification (screening, examination, diagnosis, treatment, imaging, image and data management);
- f. Solutions (products, services, screen displays, highlighting what MediWorks brings and solves).

Display style

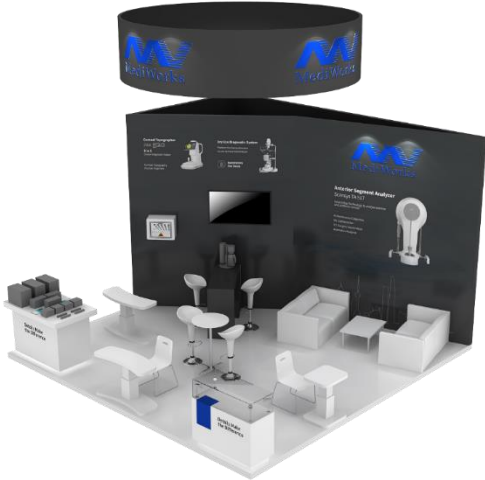
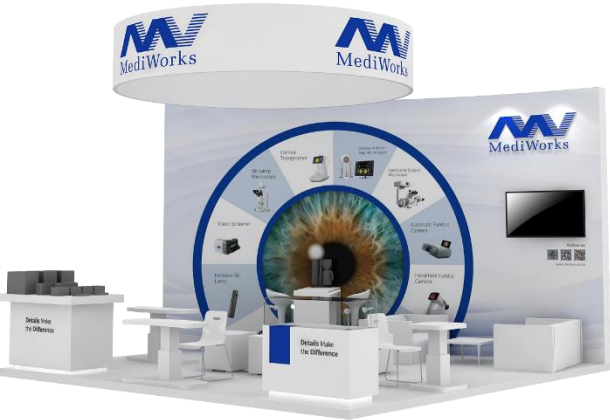




Figure 1: Optical table

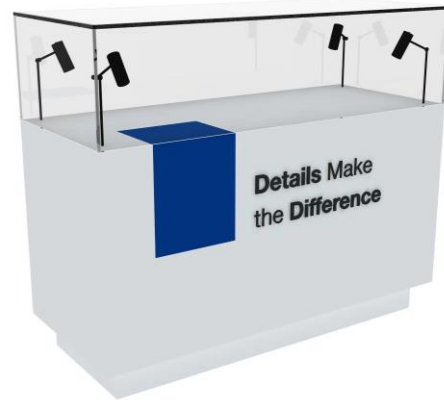


Figure 2: Display table



Figure 3: Display table



Figure 4: Portable device display table

Show furniture

MediWorks optical table to display products, when MediWorks products without any functionality can also choose the display table to display.

Please ensure that the display table size and maximum height suit your local preferences.



Regular exhibition standard lintel 1

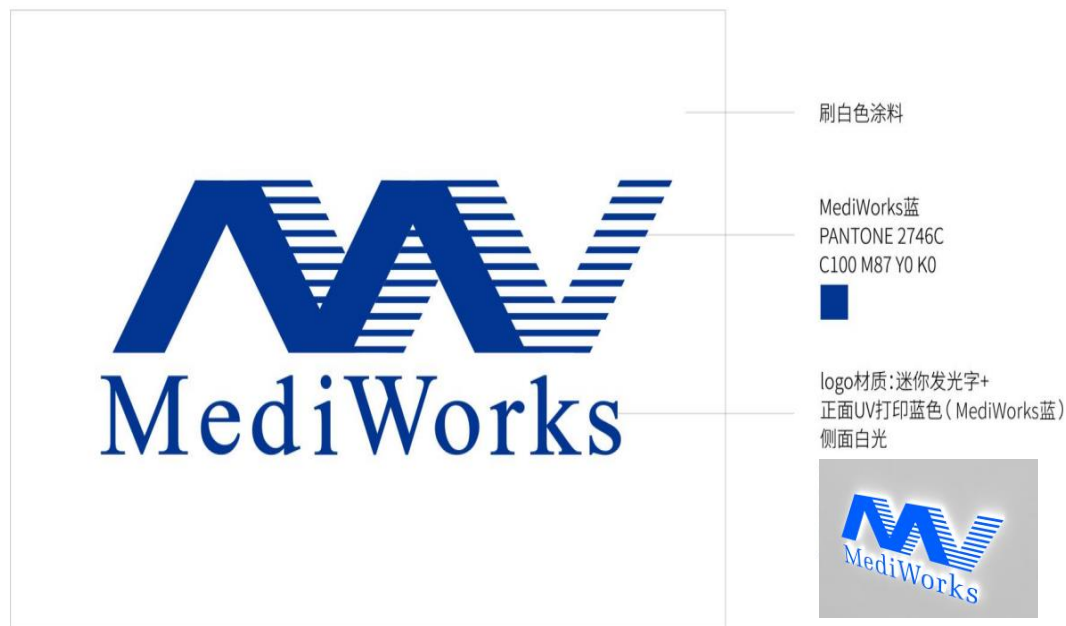
Sign form: carved word on the snow plate;

The logo is arranged in English (see picture);

Colour standard: blue PANTONE2746C, white background;

It is not necessary to enlarge or reduce the size of the sign.

Please adjust the size of the door head according to the special needs.



Regular exhibition standard lintel 2

Sign form: luminous character;

The logo is arranged in English (see picture);

Color standard: blue PANTONE2746C, white background;

It is not necessary to enlarge or reduce the size of the sign.

Please adjust the size of the door head according to the special needs.

