CarestreamNDT

BRAND GUIDELINES

brand@carestream.com
carestream.com/brand

Hello.

Presenting a unified front to customers is crucial in growing our reputation as a trusted leader in the non-destructive testing industry. To maintain essential brand consistency, it's important for each of us at Carestream NDT to follow the brand guidelines presented here when developing all marketing-communications materials.

This will help us maintain a strong and recognizable identity at all points of contact with our worldwide customers.

Thank you in advance for your cooperation in faithfully using these guidelines. We look forward to working together while continuing to build our brand.

The Carestream NDT Brand Team

ABOUT THESE GUIDELINES.

The Carestream NDT brand is much more than just our logo and the color orange. It's the very foundation upon which all of our communications are built.

The additional elements that comprise our visual identity include our brand mark, tone of voice, color palette, typography and graphic elements.

The guidelines here cover proper use of these branding elements for most common applications. However, they cannot anticipate or govern every last usage need that might arise. Rather, they are meant to give you the information and insight to represent the Carestream NDT brand appropriately in the vast majority of situations.

Whenever you do require additional guidance or have specific branding questions that are not outlined here, feel free to reach out to us via email at:

brand@carestream.com

Our Customer Promise:
Inventive, breakthrough technology and solutions for productivity and profitability.

Our Brand Attributes:
Expert, Inventive, Collaborative, Dynamic, Flexible, Entrepreneurial.

Our Brand Position:
Carestream NDT and You.
We're Better Together.

OUR PROMISE.

Our promise is the essence of our brand:

No one takes the NDT industry as seriously as we do. At Carestream NDT, we've worked closely with our dealers and end users for valuable insights on product improvements and have spent years building supportive relationships. We're committed to our dealers and customers to foster a prosperous future for all.

At Carestream NDT, we don't just make products – we listen to our customers' needs and solve their challenges with a soltuions-based approach. Our customers can always count on us for the right combination of products and services to increase productivity and profitability.

We offer real value, because we value our partnerships and relationships.

OUR APPROACH.

At Carestream NDT, our approach is based on a passionate commitment to doing whatever it takes to help our customers succeed. It's that simple.

Towards that goal, we create innovative ideas that support excellence – across manufacturing, logistics, procurement, installation, training and service.

CarestreamNDT

BRAND MARK

Full-Color Preferred Brand Mark

The Brand Mark is made up of custom letter forms and spacing – joined together to create a unique and ownable brand identity.

The Preferred Brand Mark should:

• ONLY be represented in ORANGE/BLACK on WHITE.

• **Can ONLY be placed on a WHITE background.**

• NEVER be modified.

• Always be used horizontally.

• NEVER be recreated or represented in a different color or font.

• NEVER be tilted, rotated, elongated or distorted.

• NEVER be used in a headline or body copy.

One-Color Brand Mark

Should the Brand Mark need to be reproduced as a single color, the only color options are BLACK or WHITE.

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Brand Mark Clear Space

To create maximum visual impact for the Brand Mark, always maintain an area of clear space around the Mark equal to the height of the "C" in Carestream.

Brand Mark Minimum Size

For **print** materials = no smaller than 1.5".

In **digital** applications = no smaller than 144 pixels.

Clear Space

Clear Space

Clear Space

Clear Space

CarestreamNDT

1.5" (38.1mm)

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Print Materials

144 pixels

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Digital Applications

Incorrect Brand Mark Usage

The Carestream NDT Brand Mark must never be altered in any way. Always use the Brand Mark electronic artwork that has been approved.

Compliance is essential to maintaining a strong and consistent global brand identity. The Carestream NDT Brand Mark is a registered trademark, but does not appear with either an ® or ™ attached to it.

DO NOT reproduce the Brand Mark in ORANGE.

DO NOT reproduce the Brand Mark using unauthorized colors.

DO NOT reproduce the Brand Mark in gray scale.

DO NOT reset the word mark using another font.

DO NOT use drop shadows or other graphic embellishments with the Brand Mark.

DO NOT outline the Brand Mark.

DO NOT add any text or other graphic elements to the Brand Mark.

DO NOT place the Brand Mark on top of a pattern.

DO NOT turn the Brand Mark vertically.

DO NOT use a BLACK Brand Mark on an ORANGE background.

DO NOT place the Brand Mark on a background color.

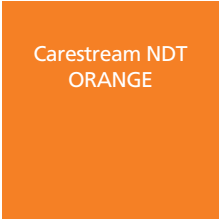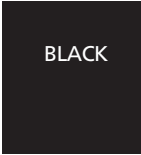DO NOT place the Brand Mark on a black background.

DO NOT place the Brand Mark over images.

Brand Mark Color Palette

Carestream NDT ORANGE and BLACK are the primary colors for the Brand. These colors can also be used in expansive graphic areas to draw visual attention and highlight key messaging statements.

Carestream NDT ORANGE and BLACK are used with prominent areas of white space to balance the page and maintain a powerful presence for the Brand.

BLACK may be used when cost or reproduction restrictions exist for reproducing the Brand Mark. BLACK is also used for all body copy in communication materials.

Primary

Copy

Carestream NDT ORANGE

Carestream NDT BLACK

WHITE SPACE

BLACK

Pantone 158C		Pantone Black C		White		Pantone Black C	
C 0	R 245	C 0	R 000	C 0	R 255	C 0	R 000
M 61	G 128	M 0	G 000	M 0	G 255	M 0	G 000
Y 97	B 37	Y 0	B 000	Y 0	B 255	Y 0	B 000
K 0		K 100		K 0		K 100	

HEX #EE7623	HEX #000000	HEX #FFFFFF	HEX #000000

eMail Signature

Carestream NDT uses a consistent eMail Signature globally, applied to the bottom of all electronic communications.

The signature contains the person's name, official job title, contact details and the Carestream NDT Brand Mark. Hyperlinks to our social media sites are also included in the signature.

DO NOT alter the positioning of information, font size or color, OR add any information or other elements to the eMail Signature.

NOTE

A template has been created to help ensure branding consistency and speed the process when creating an eMail Signature. The template can be found on a local database. For help in locating the proper database, please contact your department's administrative assistant.

Carestream NDT eMail Signature – US&C

John Smith | Manager, Sponsorships & Professional Relations
Global Marketing
Non-Destructive Testing

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CarestreamNDT

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Carestream NDT eMail Signature – Outside US&C

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FONTS

Print Font Family

Frutiger LT Std 45 Light is our official font. It should be used in most applications, including all headlines and body copy. Roman and Bold weights may be used when a layout requires variations to distinguish type elements. Although italics may be used sparingly to emphasize limited text or phrases, though Italics should not be used in headlines or subheads.

If the Frutiger font family is unavailable, Open Sans should be used.

Print

Frutiger LT Std 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?&@#*( )

Frutiger LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?&@#*( )

Frutiger LT Std 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?&@#*( )**

Electronic Font Family

To maintain consistency across the board for our websites and digital communications, the Open Sans from Google typeface should be used. This is a "web-safe" font that can be viewed on most computers and mobile devices.

Download Open Sans from Google.

Electronic

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?&@#*( )

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?&@#*( )

Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?&@#*( )**

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COPYWRITING

For matters pertaining to English usage, grammar and punctuation, Carestream NDT adheres to the standards found in the Associated Press Stylebook. www.apstylebook.com

However, there's an exception to AP Stylebook rules. Carestream communications often include nouns with an initial capital letter ("initial caps") even when they aren't proper nouns. This is done to emphasize key words for the reader.

OUR TONE OF VOICE.

Our tone of voice tone is knowledgeable, experienced and confident. This tone must be consistently maintained in all communications with our audiences – in print, online and in person. Our overall brand personality and communications should express the following traits:

- Helpful – make sure the focus is on solving the unique challenges NDT professionals face, especially within their industry if the material is specifically generated for a targeted industry/audience.
- Informative – highlight our NDT technology features and benefits for users.
- Clear and concise – keep copy straightforward and in the "you/we" voice, to speak directly with your target audience.

Acknowledging Our Audiences

Our tone and content must be focused and appropriate to the audience and the industry in which they operate:

• Aerospace
• Oil and Gas
• Casting House
• Military
• Automotive
• Transportation
• Infrastructure
• Consumer Products

THREE KEYS TO COPY WITH GREATER IMPACT.

The structure and content of the language we use should mirror the brand – and be just as powerful and dynamic. We stay within the general bounds of standard English usage, but when called for, may take certain liberties. Making use of these three practices makes our writing stronger and more compelling.

1 Sentence fragments, used sparingly, add punch, emphasis and drama:

Carestream NDT is dedicated to innovation and always will be.
Becomes:
Carestream NDT is dedicated to innovation. And always will be.

2 The "active voice" communicates more strength and candidness than the "passive voice."

The HPX-DR Non-Glass Detector was introduced by Carestream NDT.
Becomes:
Carestream NDT introduced the HPX-DR Non-Glass Detector.

3 Writing with nouns and verbs, with adjectives and adverbs used sparingly, makes text simpler and stronger – and deflates "puffery."

Using advanced, industry-leading technology, Carestream NDT develops extraordinary solutions that give NDT professionals unprecedented ability to meet customer needs.
Becomes:
Carestream NDT leads the industry with the tools to improve image analysis and productivity.

Proper Name Usage

Carestream Health is the official name of the company and should be referred to as **Carestream Health** without the **"Inc."** following the name. In all formal written communications, such as collateral and other marketing materials, the first mention of the company should be **Carestream Health.** Subsequent references in the same communication can be shortened to just **Carestream.**

Carestream NDT in written form should be typeset/ represented as **"two words"** – with a space between Carestream and NDT.

1 **US Parent Company**
(used in copyright (©) lines and legal documents)

2 **Official name of the Company**

3 **Shorthand for Carestream Health**
(first mention should always be Carestream Health)

4 **Carestream NDT** is two words – with a space between Carestream and NDT.

5 Incorrectly typeset – **CarestreamNDT** should not be represented as one word.

1 Carestream Health, Inc.

2 Carestream Health

3 Carestream

4 Carestream NDT

5 CarestreamNDT

CarestreamNDT

MARKETING
MATERIALS

About Our Design Guides for Marketing Materials

If you are assigned to create Carestream NDT Marketing Materials, please be sure to adhere to these basic Design Guides while building your files. Also, note that in several instances, there are specific templates that must be followed.

If you are reviewing or critiquing materials that have been created for you, please be certain that any content revisions or additions you request can be implemented within the Design Guide framework.

To differentiate Carestream NDT in the industry, our marketing materials feature strong and engaging visuals related to the industries we serve, attention-grabbing headlines and concise copy with a consistent core message.

If materials will be used as an integrated campaign, they must present a common look and feel, along with a consistent copy tone. To achieve this, all of our materials – from brochures to print ads to eBlasts – are created in accordance with clean, well-defined Design Guides and templates. This ensures they express a unified and highly recognizable brand identity.

Product Brochures and Sell Sheets

There are several components that go into building
a successful Product Brochure and Sell Sheet.
Please closely adhere to these templates.

Cover Design
The cover features a bold product shot along with
an ORANGE-tinted industry-specific environmental
image. Cover copy includes a short, concise headline
that supports the main product feature/benefit.

Brochure Interior
Concise, accessible copy focuses on the benefits
that each product or service offers the customer.
Bullets, call-outs and captions are frequently used,
allowing for easy copy "scanning" for the reader.

A wide variety of supporting product, environment
and industry-specific imagery is available.

Brochure Back
A uniform footer is used on the back page of all
Brochures/Sell Sheets to drive corporate branding
consistency – containing the corporate web address,
social media icons, Corporate Masterbrand Mark
and required legal copy.

NOTE

• The Carestream NDT Brand Mark is always placed
  in the upper left-hand corner on the front and
  back of all Product Brochures and Sell Sheets.

• Always use the Carestream Masterbrand Mark on
  the back-page footer of all Product Brochures and
  Sell Sheets.

Print Advertising

Building strong, visually engaging Print Ads is essential to making an impact in the marketplace and differentiating ourselves from our competitors. In our ads, a strong, strategy-based concept works with arresting imagery and engaging copy to deliver a clear and persuasive message. There is design flexibility, but our fundamental brand standards must be maintained.

Direct Mail Advertising

Even in the digital age, direct-mail communications remain an impactful tactic, whether alone or as part of a campaign. Our direct-mail efforts range from simple, front-and-back postcards all the way to dimensional, 3D mailers. There is design flexibility, but our fundamental brand standards must be maintained.

Online Banner Ads

Our customers are constantly bombarded with online advertising. The key to standing out is to keep our Banner Ads clean and focused on a single message.

Online banner advertising space comes in a wide variety of shapes and sizes. The banner size will determine your use of imagery and copy length. Just remember to keep it simple.

eBlasts and Landing Pages

An eBlast's primary message takes center stage – in terms of the amount of space allocated and its positioning. Most of the primary message should fall "above the fold" (i.e. the upper half of the page that's visibile without scrolling).

The use of simple, bold imagery is preferred. An offer, if available (such as a video, white paper, testimonial, etc.), should be clearly identified as an incentive to click through to the Landing Page. Strive to limit eBlasts to a single message and single call-to-action.

Landing Pages should be designed with the same priorities in mind. The headline and imagery should be identical or very similar to those of the eBlast to provide continuity. The method for fulfilling the offer must always be extremely clear.

Both eBlasts and Landing Pages use the social media/legal footer for consistent corporate branding. Make sure to include social media icons and the required copyright/trademark statements.
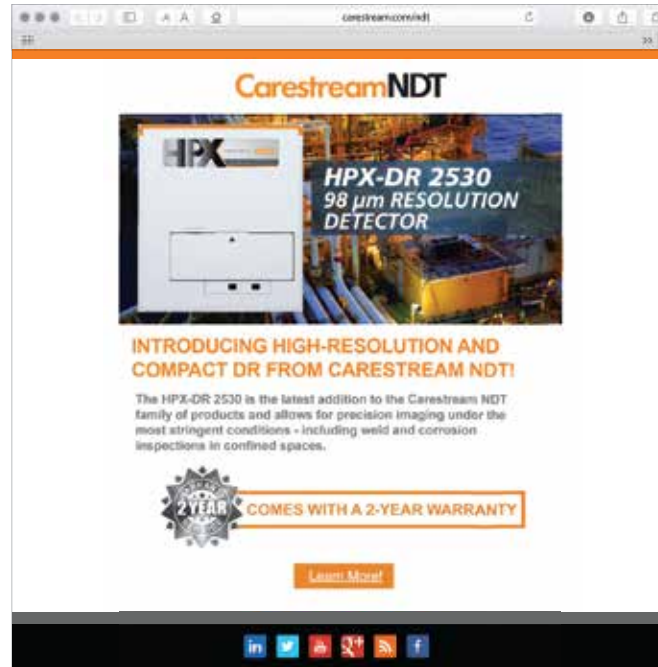
Social Media Marketing

Carestream NDT has achieved a strong presence on a group of leading social media sites. But while Facebook, Twitter and others are known for informal, casual or spontaneous posts, Carestream NDT strives for an appropriate, business-like tone in our online messaging – primarily via LinkedIn and YouTube.

All images used on Social Media must adhere to our brand guidelines to communicate our professionalism. All images posted must also be sized correctly to meet each site's image specifications.

Social Media Sites

Carestream NDT's online presence extends across three primary social media sites – LinkedIn, YouTube and Facebook. Each icon is a live link and should be used in the footer of PDFs we distribute electronically so that our customers can easily access the social sites.

CarestreamNDT

PHOTOGRAPHY

Photography Usage Rights and Limitations

All imagery is governed by strict usage rights. Before incorporating images into your marketing materials, be sure you understand the rules and legal constraints of their use. Failure to adhere to these image-usage property rights can result in significant financial losses and legal exposure for Carestream NDT.

OUR PHOTOGRAPHY HAS STYLE.

Carestream NDT uses four categories of imagery – product, product-in-use, industry-specific environments and software photography. Each of these image styles has a specific purpose within our communications.

Every image should be simple, contemporary, bold and dynamic. The industry-specific environmental images have an ORANGE tint applied to them.

Original stock image

ORANGE tint applied

Stock image that does not require an ORANGE tint

Industry-Specific Photography

The primary source of this imagery is through royalty-free stock image sources such as Getty, Shutterstock, iStock, Adobe Stock, etc. Carestream NDT Marketing also has an extensive image library that as been compiled over several product launches throughout the years.

Product-In-Use Photography

This is a blend of humanistic and product photography – with the visual emphasis on the Carestream NDT product. This style of photography allows our customers to see our product "in action," in a working scenario. It shows the interaction they would experience using our products.

This style of imagery sets us apart from the competition since each image focuses on a specific Carestream NDT product – making it unique and ownable only by Carestream.

Product-In-Use Photography Do's
• Use the most current Carestream NDT products.
• Choose modern-looking and age-appropriate models dressed in the correct wardrobe.
• Capture images in the appropriate environment that supports the product.
• Shoot with a shallow depth-of-field.
• Use photos that have dynamic angles.
• Crop images tightly to create intrigue, with visual emphasis on the product.
• Make sure lighting is open and clean.

Product In-Use Photography Don'ts
• No images of outdated products
• No direct eye contact with the camera
• No models as the primary focus
• No backgrounds in focus
• No harsh, color-saturated backgrounds
• No knock-out images (exceptions may apply)
• No shooting straight-on or centered subjects
• No garish or busy backgrounds

To obtain written approval or clarification about specific imagery, contact us at brand@carestream.com.

Hardware Photography

Product photography should provide our customers with a clear picture of what they can expect to receive. Products should be presented in a way that highlights the most appealing aspects of their physical design. Lighting should be directional and without harsh highlights or shadows.

In brochures and sell sheets, hardware should be shown without cropping so the viewer can see the entire product. Products should be shot on a white background or placed in an industry-specific environment as long as the background photo doesn't obscure the details of the product. In some instances, detailed inset photos can be used to show specific features of the product.

Software Photography

Software screenshots display the sharpness of our CARESTREAM INDUSTREX digital solutions.

Screenshots are meant to be informative, so maintaining their integrity is crucial. Screenshots should not be arbitrarily cropped, must display the entire application window, and should not be colorized, but they may be skewed to properly fit into a monitor.

NOTE

All hardware and software photography is shot on a white background and either a soft shadow or reflection is added post-production. Color-balance all images to ensure accurate product-color representation.

CarestreamNDT TRADESHOWS

Booth Architecture for Tradeshows

The following pages demonstrate how the Carestream NDT brand can come to life by occupying a distinctly unique, branded space, whether in-person or as a virtual online experience.

Tradeshows and events allow customers to experience Carestream NDT products in an enriching, multi-dimensional way. Tradeshow environments provide an excellent opportunity to engage customers through a variety of media, such as product demonstrations, multimedia presentations, dimensional signage, personal interactions and more. When all of these elements work in concert to engage and inform in a friendly, helpful way, our messaging efforts are more likely to reach their targets. This, in turn, creates a powerful brand experience that resonates with customers long after the event has ended.

Virtual Tradeshow Environment

Our interactive, virtual and industry-specific environments are designed so customers can experience the benefits and roles of our non-destructive testing imaging systems and products in real-life settings – all without leaving their desks.

Visit aerospace, transportation, oil and gas, mining and energy industries and see our image-processing hardware and software solutions in action.

As a leader and trusted brand in the non-destructive testing arena, we are committed to providing unique solutions for our customers to experience our market-leading portfolio of products. Now that can be done vitually – anytime and anywhere.

Explore the Carestream NDT Virtual Environment.

Pull-Up Banners for Tradeshows

A complete library of Pull-Up Banners for global use
has been developed with a consistent design
architecture, so that multiple banners can be used
side-by-side at one event – creating dynamic impact
at any show.

NOTE

All Pull-Up Banner source files can be found on the
Carestream Digital Asset Management site.