

GO STAND UP



 **CARDIAC**
science

Welcome. This document contains guidelines of the Cardiac Science Corporation brand. Included within are specifications for how the brand is represented in written and spoken word, the proper use of logos, typography, imagery, and color; and sample design solutions for various types of communication materials. For our brand to grow in value, communications should always be congruent with the brand.



QUESTIONS ON THESE GUIDELINES?

CONTACT THE MARKETING DEPARTMENT AT CARDIAC SCIENCE CORPORATION

EMAIL: MARKETING@CARDIACSCIENCE.COM



Cardiac Science was founded in 1991 and is recognized globally as a leader in developing AED technology, as evidenced by more than 100 patents to our name. We are based in the United States – yet with over 500,000 AEDs deployed globally, our presence is felt worldwide. Our singular purpose is to be the company that helps first responders increase sudden cardiac arrest (SCA) survival.

SECTION

1

CARDIAC SCIENCE BRAND PLATFORM

The visual, verbal and behavioral expressions of our brand are informed by a foundational strategy called a brand platform. It transcends any specific campaign and guides all brand communications and campaigns over time.

BRAND PLATFORM

1.1 CARDIAC SCIENCE BRAND POSITION AND PROMISE

The foundation of Cardiac Science's brand is its position. Cardiac Science's Brand Position is the single concept or impression that we want to come to mind when someone thinks of Cardiac Science. Acting as a compass, it provides strategic direction for all visual, verbal and behavioral expressions of the brand that distinguishes Cardiac Science from all of its competitors.

OUR BRAND POSITION IS: DEPENDABILITY

Dependability harmonizes with our company aspiration of saving lives. Dependability answers our customer's need for peace of mind and confidence. Dependability is our competitive differentiation. It's reflected in our heritage, track record, and unprecedented support we continue to give our customers.

Cardiac Science is uniquely qualified to claim this position because:

- Dependability leverages our current brand equity
- Dependability matters most to our core customer
- Dependability is what our customers love about us
- Dependability is not just technological dependability, but also speaks of the company behind the products

OUR BRAND PROMISE IS: CONFIDENCE

The confidence that comes from knowing you've made the right choice: A company with focus, a proven track record, high performing products with critical features, and unprecedented support. Plus, with over 100 patents to our name, Cardiac Science is the undisputed leader in developing the most technologically advanced AEDs in the industry.

The Brand Promise describes what consumers can be assured of receiving and the benefits they can expect to enjoy as a result. We need to deliver on Cardiac Science's Brand Promise at every point of contact with our internal and external audiences.

SECTION

2

CARDIAC SCIENCE PRODUCT BRAND PLATFORM

Cardiac Science is a master brand that offers one product brand: Powerheart, Rescue Ready Services and Intellisense. Each product brand has its own position and messaging, and they each support the Cardiac Science master brand.

PRODUCT BRAND PLATFORM

2.1 CARDIAC SCIENCE BRAND ARCHITECTURE

The Cardiac Science brand is our master brand and Powerheart, Rescue Ready services and Capital will be repositioned as product brands.

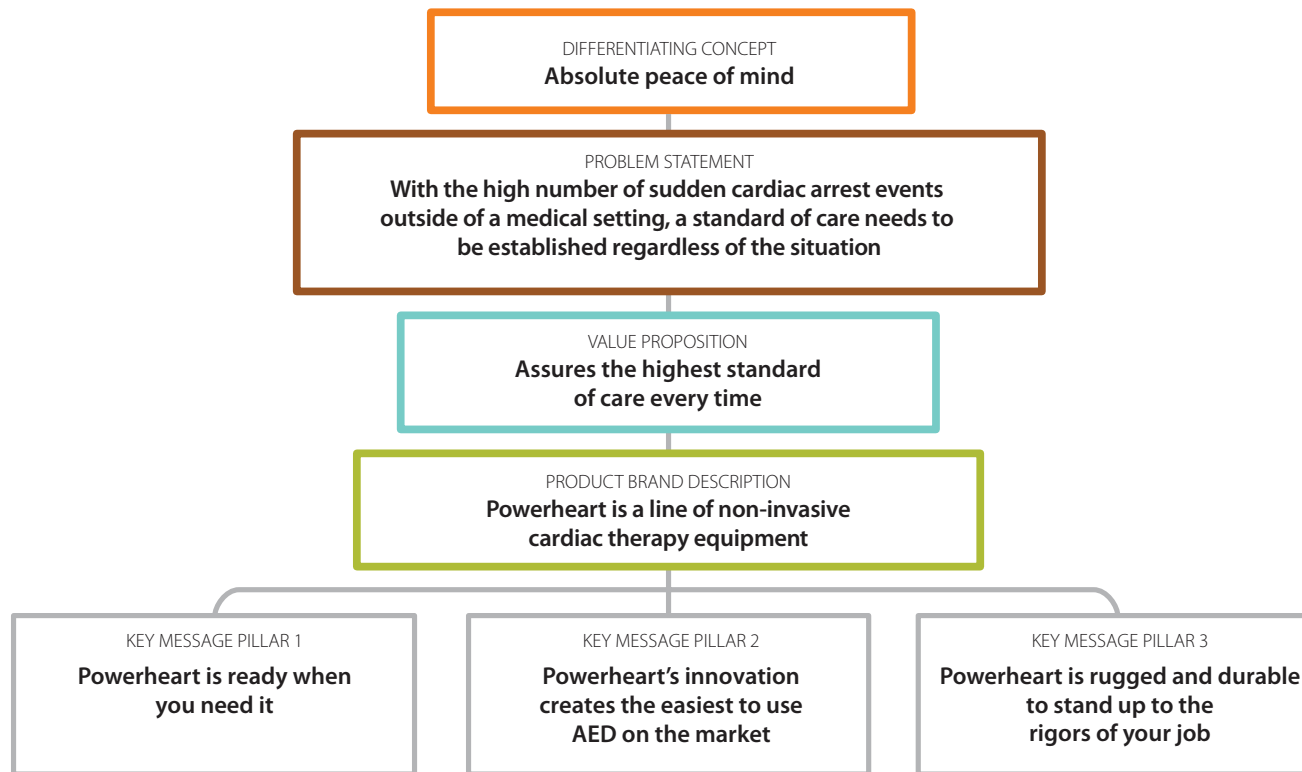
This brand hierarchy illustrates how our brands support each other.



PRODUCT BRAND PLATFORM

2.2 POWERHEART PRODUCT BRAND POSITION AND MESSAGING

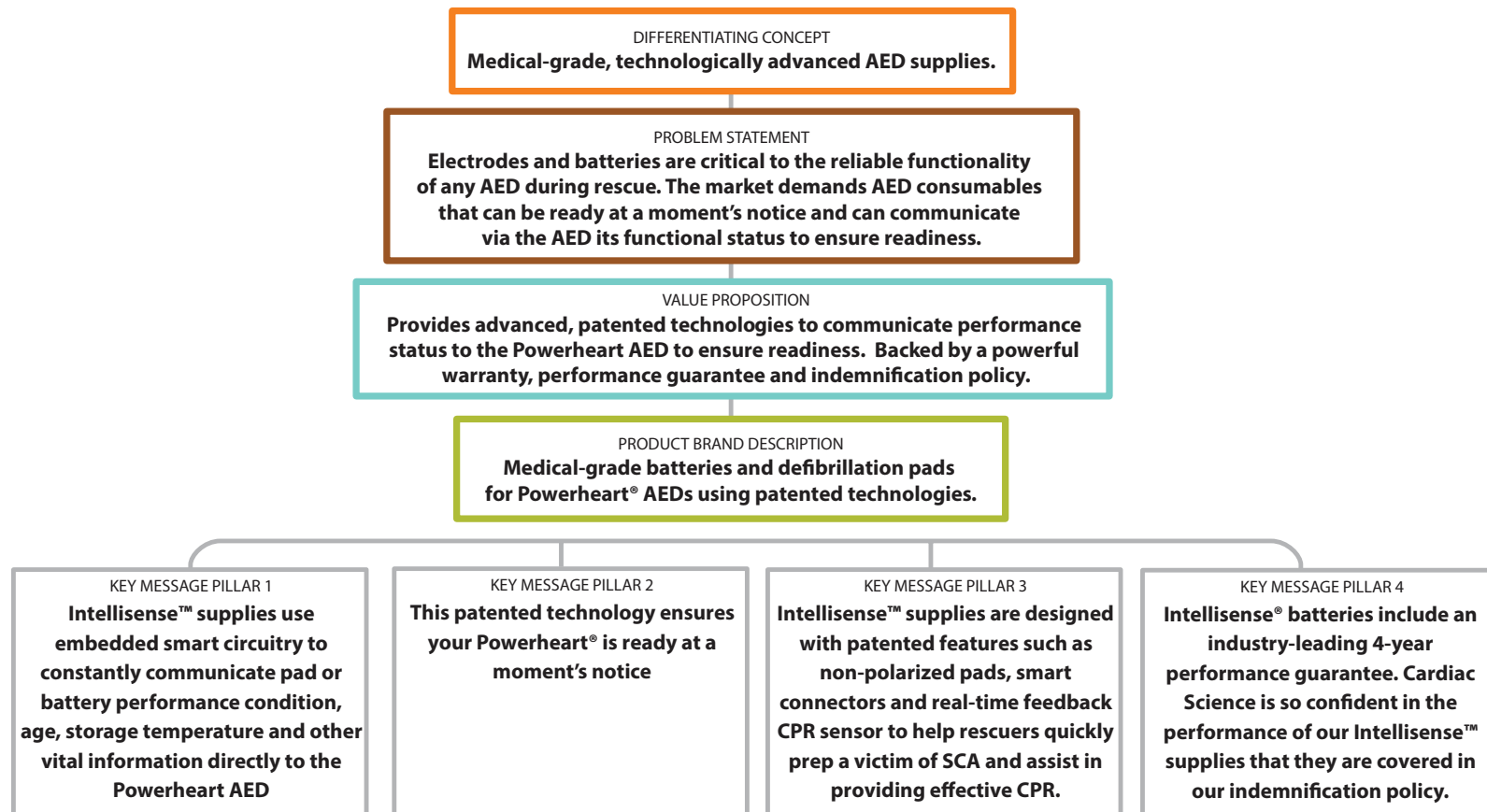
To reinforce Powerheart as a product brand under Cardiac Science, we must create new meaning and tell a new story. Powerheart's Product Brand Position is the single concept or impression that we want to come to mind when someone thinks of Powerheart products by Cardiac Science. To build the Powerheart Product Brand Position, we must tell the Powerheart product story through the consistent use of approved messages. Messaging is intended to guide creative execution and is not intended to be used as cut-and-paste copy. This messaging hierarchy illustrates how the Powerheart Product Brand messages support each other.



PRODUCT BRAND PLATFORM

2.3 INTELLISENSE PRODUCT BRAND POSITION AND MESSAGING

The Intellisense brand has been used exclusively to promote the merits and value of our patented battery technology. The brand has recently been expanded to include our resuscitation defibrillation pads and the new CPR Feedback device. Thus, to build the brand position we must create meaning and tell a story through the consistent use of approved messages and value statements. This messaging hierarchy illustrates how the Intellisense product brand messages support each other.



BRAND IDENTITY

The Cardiac Science Brand Identity is a succinct visual representation of our brand. The logo, typography, color use, and photography all communicate and support the Cardiac Science Personality and Promise. These principles of usage should be applied in all communications, and in all types of media.

BRAND IDENTITY

3.1 THE CARDIAC SCIENCE MASTER BRAND

The Cardiac Science logo is the centerpiece of our Brand Identity. Use this section of the brand guidelines for proper color, placement, and sizing of the logo. Our logo is a valuable asset, and we always reproduce it with care.

THE SHIELDED HEART

A symbol of both the cardiology profession we serve, and the dependability of the products and services we provide.



LOGO

CARDIAC
science®

LOGOTYPE

BRAND IDENTITY

3.2 LOGO CONFIGURATIONS

Our logo has two acceptable variations, Configuration 1 (stacked) and Configuration 2 (horizontal).

CONFIGURATION 1 (Stacked Logo)

Configuration 1 (stacked) is preferred, and should be used whenever possible.



CONFIGURATION 2 (Horizontal Logo)

Configuration 2 (horizontal) is an option for situations in printed application. Use Configuration 2 when Configuration 1 is not practical.



NOTE: NEVER USE CONFIGURATION 2 (HORIZONTAL) IN A WEB APPLICATION.

BRAND IDENTITY

3.3 LOGO COLOR APPLICATIONS

Our logo has custom color formulas for use in specific applications and media. Be careful to use the correct color formula when reproducing our logo.

TWO-COLOR LOGO STANDARDS

PANTONE (PMS) COLORS IN PRINTED APPLICATIONS:

- The Shielded Heart is printed PMS 158 orange
- The logotype is PMS Warm Gray 11

CMYK (PROCESS) COLORS IN PRINTED APPLICATIONS:

- The Shielded Heart is an orange comprised of 61% magenta and 97% yellow
- The logotype is a gray comprised of 75% black

RGB COLORS IN DIGITAL APPLICATIONS:

- The Shielded Heart is an orange comprised of 245 red, 128 green, and 37 blue
- The logotype is a gray comprised of 124 red, 106 green, and 85 blue

TWO-COLOR LOGO



ONE-COLOR LOGO STANDARDS

IN PRINTED APPLICATIONS:

- Use 100% black, 100% Warm Gray 11 or 75% black
- Reversed white on an appropriate background is also acceptable. (See "Using the Logo on a Background" page 22.)

IN DIGITAL APPLICATIONS:

- For gray logo use 124 red, 106 green, and 85 blue
- For black logo use 0 red, 0 green, and 0 blue
- Reversed white on an appropriate background is also acceptable. (See "Using the Logo on a Background" page 22.)

ONE-COLOR LOGO (Black)



ONE-COLOR LOGO (Gray)



BRAND IDENTITY

3.4 LOGO SPACING AND SIZING

Use the proper clear space and sizing to ensure maximum emphasis and legibility.

CLEAR SPACE

Use the “A” in the word “CARDIAC” to measure appropriate clear space between the logo and other layout elements.

MINIMAL SIZE

Never make the stacked Cardiac Science logo smaller than 1.375" or 3.5 cm wide in a printed application, or 120 pixels wide in a web application. Never make the horizontal Cardiac Science logo smaller than 1.5625" or 3.97 cm wide. Never use the horizontal logo in a web application.

TYPESETTING CARDIAC SCIENCE

When needing a corporate endorsement in an area smaller than 1.375" (the logo's minimal size), typeset the Cardiac Science name in all capital letters using the Interstate Bold Font. Never use a typeset when there is sufficient space for a logo.

CLEAR SPACE

Stacked Logo



Horizontal Logo



MINIMAL SIZES

Stacked Logo



1.375" (3.5 cm) in printed applications
120 pixels in web applications

Horizontal Logo



1.5625" (3.97 cm) in printed applications

BRAND IDENTITY

3.5 USING THE LOGO ON A BACKGROUND

The Cardiac Science logo can be used on both photographic and solid color backgrounds, but only where there is acceptable contrast.

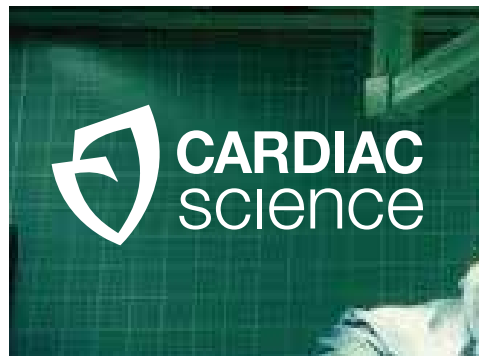
Use discernment in making background choices. Be careful to ensure the background provides sufficient contrast for the logo to be sharp and legible. Avoid busy backgrounds.

STACKED LOGO (Preferred)

One-color (Black)



One-color (Reversed White)

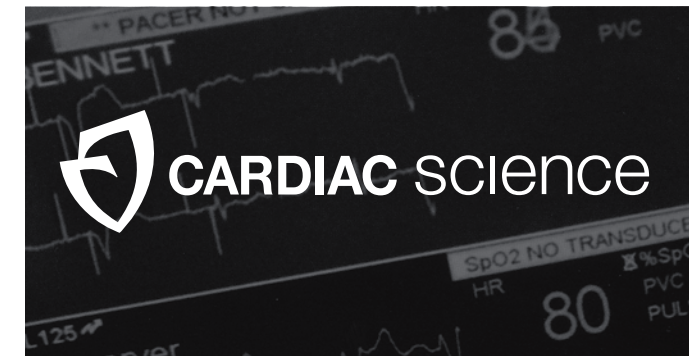


HORIZONTAL LOGO (Option)

One-color (Black)



One-color (Reversed White)



BRAND IDENTITY

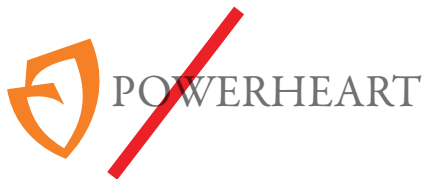
3.6 INCORRECT USE OF THE LOGO

Here are some examples of incorrect use of the Cardiac Science logo. Do not use these or other treatments that weaken the consistency of the Brand Identity.

Do not modify the logo colors.



Do not use product brand names as the logotype.



Do not use the logotype alone.



Do not add product brand names to the logotype.



Do not stretch or squeeze the logo proportions.



Do not use the logo in an enclosed shape.



Do not alter the logotype.



BRAND IDENTITY

3.7 TYPOGRAPHY

Our primary type families are Adobe Myriad Pro and ITC Garamond. However, Verdana may also be used in specific applications. Here are some tips on when and how to use each type family.

USE THESE FONTS FOR PRINTED APPLICATIONS:

ADOBE MYRIAD PRO

An all-purpose font for use in both headlines and body copy. Ideally, body copy should never be smaller than 8 pt with 10 pt leading.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ADOBE GARAMOND PRO

Especially good for large amounts of body copy, and for occasional use in headlines or subheads. Ideally, body copy should never be smaller than 10 pt with 12 pt leading.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CENTURY GOTHIC

Use when special emphasis is needed—such as in a headline. Never use CENTURY GOTHIC as body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

USE THIS FONT FOR DIGITAL APPLICATIONS:

VERDANA

For screen-viewed applications such as Microsoft® PowerPoint®, email, and web. Never use Verdana for printed applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRAND IDENTITY

3.8 COLOR

Our corporate colors consist of three different palettes. Together they create a complete set that meets our diverse needs.

PRIMARY PALETTE

The primary color palette is a memorable expression of our brand. These colors are directly associated with our logo.

SECONDARY PALETTE

The secondary color palette complements the primary palette. Use the secondary palette when a broader range of color is necessary.

TERTIARY PALETTE

Use the tertiary color palette on the rare occasion when added variety is needed. These colors should never be used more frequently or prominently than the primary or secondary palette.

PRIMARY PALETTE *(Also logo colors)*



SPOT: PMS 158
PROCESS: 0c 61m 97y 0k
RGB: 219r 127g 49b
HEX: DB7F31



SPOT: COOL GRAY 11
PROCESS: 0c 2m 0y 68k
RGB: 112g 112g 115b
HEX: 707073

SECONDARY PALETTE



SPOT: PMS 7472
PROCESS: 52c 0m 25y 0k
RGB: 146r 201g 198b
HEX: 92C9C6



SPOT: PMS 7517
PROCESS: 0c 60m 100y 44k
RGB: 137r 82g 24b
HEX: 895218



SPOT: PMS 4505
PROCESS: 0c 15m 78y 36k
RGB: 168r 148g 62b
HEX: A89443



SPOT: PMS 583
PROCESS: 23c 0m 100y 17k
RGB: 175r 188g 34b
HEX: AFBC22



SPOT: PMS 645
PROCESS: 55c 24m 0y 9k
RGB: 119r 152g 197b
HEX: 779865

TERTIARY PALETTE



SPOT: PMS 485
PROCESS: 0c 95m 100y 0k
RGB: 205r 53g 41b
HEX: CD3529



SPOT: COOL GRAY 5
PROCESS: 0c 0m 0y 29k
RGB: 189r 190g 193b
HEX: DBBEC1

BRAND IDENTITY

3.9 USING THE CARDIAC SCIENCE NAME

The Cardiac Science name is one of our most important brand assets. Here are some guides on using it correctly in text.

For external documents such as literature, manuals, letters, etc., where we are just referring to the company name (other than as part of a copyright notice), usage shall be:

- Cardiac Science
- CSC should NOT be used in any form in an external document

For formal copyright notices, such as on literature, in manuals, or other similar materials, usage shall be:

- © Cardiac Science Corporation (preferred)
- © Cardiac Science Corp. (allowed if space constrained)
- No other forms allowed

For legal documents such as contracts that require identification of the legal entity, usage shall be:

- Cardiac Science Corporation (preferred)
- Cardiac Science Corp. (allowed if space constrained)
- As is typical in such documents, this name can be referred to as “Company” or “Party” or other such name throughout the rest of the document provided it is referenced to as such in the beginning of the document

For internal documents such as memos, field communications, etc., usage can be any of the following:

- Cardiac Science
- Cardiac Science Corporation
- CSC should NOT be used in any form in internal documents

Usage of the product names Powerheart, Intellisense, and Rescue Ready shall be restricted to the following:

- They are to be used SOLELY as a product brand identifier, as in *“The Powerheart G5 AED,”* or *“The Intellisense CPR Feedback”*
- They are NOT to be used in any form in a copyright notice
- They are NOT to be used in any form as the name of the company, or any company (e.g. *“The Powerheart Company”*)
- They are NOT to be used in any form as “a division of” or “a subsidiary of” Cardiac Science

BRAND PRESENTATION

Brand Presentation is the literal form our brand takes in media. Here you will find templates with exact standards for specific types of communication. Not all communications are governed by templates. Only certain communications used in high frequency and volume have been designated for templates.

BRAND PRESENTATION

4.1 POWERPOINT® PRESENTATIONS

CONTENT STANDARDS

Use the official Microsoft® PowerPoint® templates to help make sure Cardiac Science presentations have a consistent look and feel.

- Keep it simple
- Use type no smaller than 21 pt
- Use pre-defined fonts, type sizes, and colors
- Limit bullets to five or six per slide
- Limit bullets to a single line wherever possible
- Clip art illustrations do not communicate the level of professionalism and quality that Cardiac Science represents, and therefore, are not allowed.

QUALITY STANDARDS

For optimum quality, images imported into PowerPoint® should be RGB color, 72dpi resolution at 100 percent scale. Never enlarge images more than 130 percent for use in your presentations.

NOTE: PHOTOGRAPHS ARE USUALLY COPYRIGHTED AND MUST BE LICENSED OR PURCHASED FOR COMMERCIAL USE.

POWERPOINT® TEMPLATES

Cardiac Science uses 1 template for creating PowerPoint® presentations. Do NOT modify the templates or create new templates.

This template is a simple template that is easy to use and ideal for external-facing presentations.

POWERPOINT® EXAMPLE



BRAND PRESENTATION

4.2 BUSINESS PAPERS

Cardiac Science has official designs for letterhead, envelopes, and business cards. These business papers have high visibility and play a significant role in communicating our brand.

Please use official printed letterhead for external communications. Letterhead that has been color-copied or printed from your computer does not have acceptable print quality or color consistency. Do not present official documents on unofficial business papers.

If you have questions, contact Cardiac Science Corporate Marketing Communications at rkositzke@cardiacscience.com.

Standard Business Card Size:
3.5 x 2 inches (88.9 x 50.8 mm)




BRAND PRESENTATION

STATIONERY EXAMPLES



Month Day, Year

1.75 inches (44.45 mm)



Addressee's Name
Business Name
Street Address
City, State Zip Code

Dear Addressee,

When typing a letter, follow this page as a guide. This letter is an example of the typical format for a letterhead. The clean and organized structure of the flush-left format gives your business communications a highly professional profile. For optimum legibility, use 11pt type with 13pt leading. Use the Garamond typeface, if available.

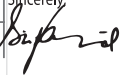
Set the left and right margins of the page at 1". Left align the date 1 3/4" from the top of the page. Skip two lines before typing the addressee's name and address flush left with the date line. Skip two lines between the last address line and the salutation. Then skip one line between the salutation and the body of the letter.

Do not indent at the beginning of paragraphs, and always skip one line between paragraphs.

Having completed your letter, skip two lines between the last line of the last paragraph and the closing. Then skip four or five lines between the closing and the Sender's typed name, which will allow enough space for the Sender's signature.

1 inch (25.4 mm)

Sincerely,




Sender's Name

SN:tn

1 inch (25.4 mm)

3303 Monte Villa Parkway
Bothell, WA 98021-8969
Tel: 425 402 2000
Fax: 425 402 2006
Toll Free: 800 426 0337
www.cardiacscience.com

1.5 inches (38.1 mm)





N7 W22025 JOHNSON DRIVE
SUITE 100
WAUKESHA, WISCONSIN, 53186

Tel: 425 402 2000

Fax: 425 402 2006

Toll Free: 800 426 0337

WWW.CARDIACSCIENCE.COM