



Distributor Band Identity Guidelines

The Brand Mission

Our mission is to provide patients with superior post-surgical and compression products that improve their quality of life by being comfortable, functional, attractive, and affordable.

*It's an hour later and it is amazing. No pain, no discomfort. With The Slimmer I can picture myself this summer riding my bike and walking the shore and doing yoga and well**having a life again.***

Visual guidelines



Logo:

- Color (no variations)
 - Pantone Rhodamine Red
 - Pantone 224
- Placement
 - Minimum white space
 - is two line spaces when placement is near text

Photography:

- Clean, clear images on white background available at the following URL:

<https://www.dropbox.com/sh/xcfbv8d6kxqje24/AABVZQyses2no0Wli-g1fslva?dl=0>



examples

Communication guidelines

- Wear Ease is **ALWAYS** two separate words