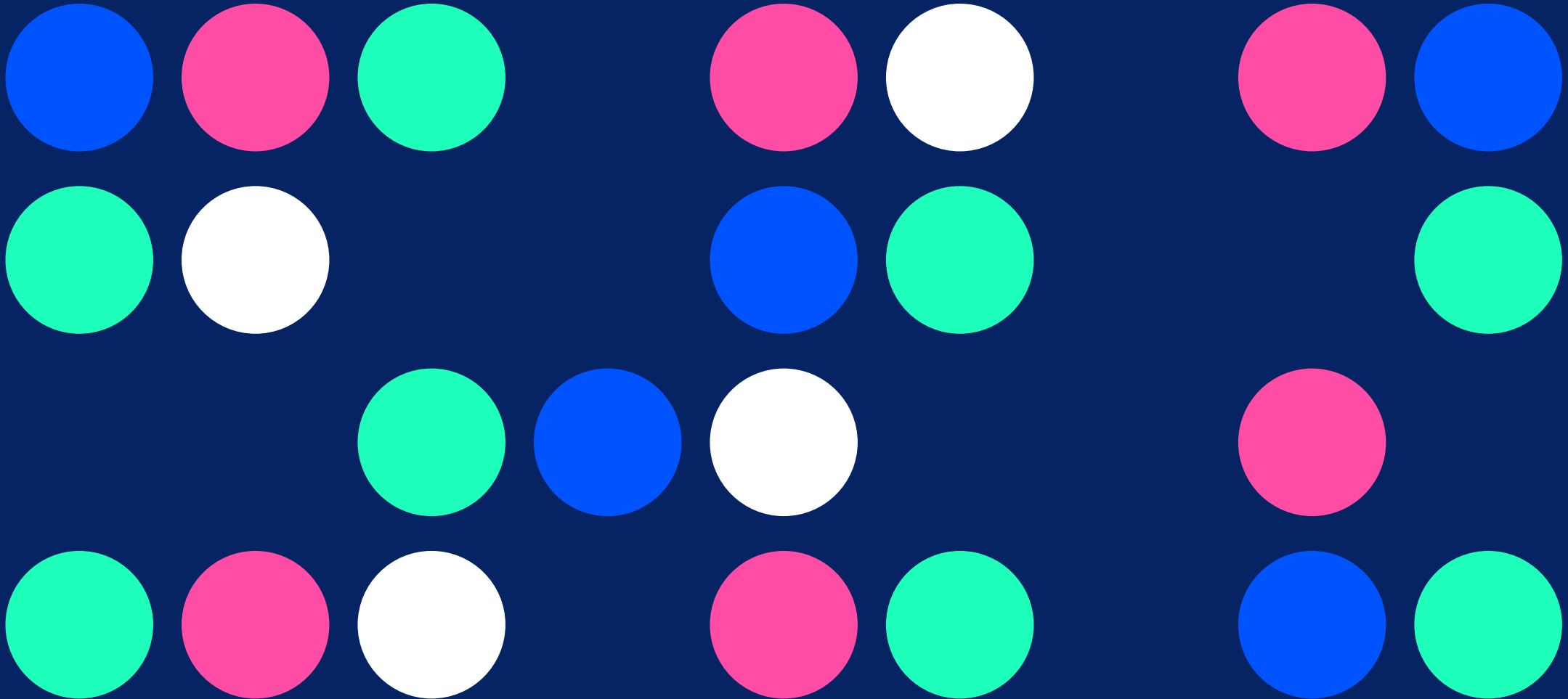


Brand identity guidelines



Brand identity guidelines



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Our brand

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Introduction

These guidelines provide all the information you need to bring the RQM+ brand to life and to apply it correctly and consistently across all touchpoints.

Following the principles outlined in this document will ensure that we all contribute to building a strong world-class brand.

Our value proposition

RQM+ is a trusted global partner in the MedTech industry, harnessing deep expertise and experience to enable our clients to provide life-changing medical technology to the patients who need them.

Our tagline

**The Plus
is the People**

Our vision

**To advance global healthcare
through MedTech innovation**

Our mission

To help our clients navigate the complex product development and regulatory landscape from concept to commercialization, to bring innovative, safe and effective medical technologies to the patients who need them.

Our commitment

Passion

We bring our best selves to every challenge, every day

Determination

We are singularly focused on achieving the best results for our clients

Collaboration

We embrace our individual talents and harness them to a common purpose

Integrity

We are committed to doing what is right for our people, communities and society

Inclusion

We promote equity for all by empowering our people to participate, learn and excel

Our narrative

At RQM+, we are dedicated to helping our clients navigate the complex, ever-changing product development and regulatory landscape from concept to commercialization, to bring the most innovative, safe and effective medical technologies to the patients who need them.

We harness our deep expertise and experience – in science and technology, in clinical development and product evaluation, in regulatory and reimbursement – to provide the right strategy at the right time to get the right results.

We connect the dots from strategy, testing and submission through product approval and post-market lifecycle, to ensure product safety, efficacy and performance.

We simplify and streamline the process, leveraging regulatory tradecraft and innovative technology to accelerate the approval process, reduce costs and enable better patient outcomes.

We build relationships and trust with our clients, listening and learning so we can develop customized solutions that drive sustainable growth for their businesses.

Ultimately, we understand that everything we do is about the people.

It's about the clients who depend on our expertise, our knowledge of their markets and the regulatory landscape, to deliver the best medical devices to patients.

It's about the stakeholders, the regulators and notified bodies and experts, who partner with us to interpret and apply regulations and shape the industry conversation.

It's about the employees – the dedicated teams who bring their unparalleled knowledge, training and commitment to every challenge, every opportunity and every client.

It's about the patients, their healthcare providers and families, who are the ultimate beneficiaries of the work we do – and the reason we come to work every day.

RQM+
The plus is the people.

Principles & Elements

The following sections will walk you through the different elements that make up the campaign system, and the principles governing their use in creating content and communications materials.



Our logo



Typography



Imagery

Identity elements

A

B C D

ETC.

Our logo

The RQM+ logo is a core element of our brand identity. It should always be used according to the following specifications and must not be altered in any way.

The RQM+ logo is made up of two elements, the word mark and the tagline. These elements should primarily be used together as shown here.



White version

Should be used as an alternative to the full-color logo on colored backgrounds.



Mono version

Should be used only when full color print is not available, such as mono press advertising.

Exclusion zone

To ensure the RQM+ logo can stand out clearly, it should have as much space around it as possible.

The minimum exclusion zone is defined by the grey dotted line as shown. The exclusion zone is given by half the height of the letter 'R' in RQM+. No visual elements are permitted to sit within this zone.



Don'ts

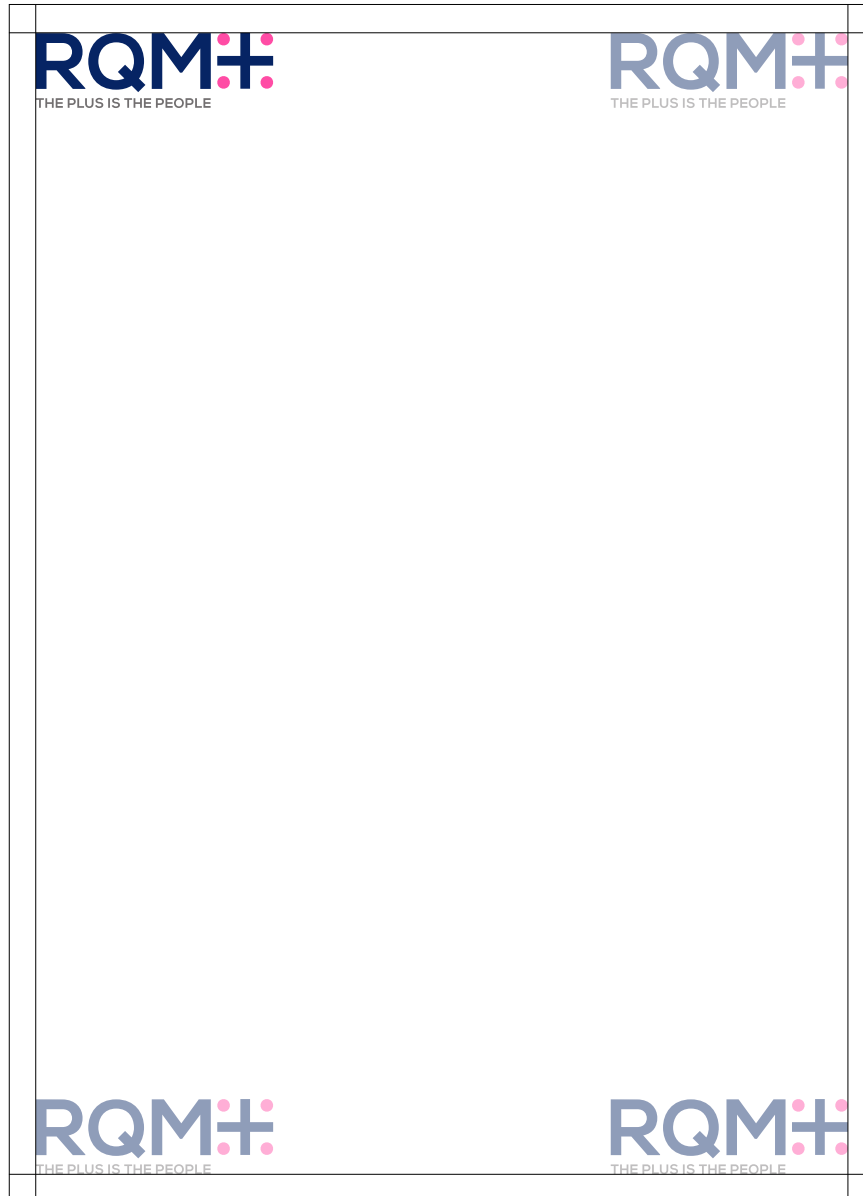
The logo should only be reproduced from the original artwork files. Shown here are some examples of things that should not be done with the logo.

1. Do not use just the logotype on its own.
2. Do not reposition the plus symbol.
3. Do not change the proportions of any elements of the logo.
4. Do not change the colors.
5. Do not outline the logo.
6. Do not distort.
7. Do not put a drop shadow or halo on the logo.
8. Do not angle.
9. Do not add additional elements.



Positioning

The primary position for the placement of the RQM+ logo is top left. If this position is unavailable, the logo can be placed in any of the other three corners.



Brand Architecture

Our brand architecture helps to clearly communicate how our business divisions interrelate and clarify how we operate as a global company.

Correct usage

Division names should be referenced in body copy only with the first letters capitalized. The division name should follow our company name, as such:

- **RQM+ Regulatory Services**
- **RQM+ Reimbursement Services**
- **RQM+ Clinical Services**
- **RQM+ Laboratory Services**

Incorrect usage

Division names should not appear in lockup with our logo. When used following our company name, division names should not be all lower case.



Our Divisions

Regulatory Services	Reimbursement Services	Clinical Services	Laboratory Services
IVDR Implementation	Medical Policy & Coverage Research	Clinical Strategy	E&L Testing
MDR Implementation	Health Economics Analysis	PMCF Strategy	Biological Evaluation
Remediation Plans	HCPCS & HPT Code Analysis	eSubmissions	Polymer Analysis
CER & PER Support	Clinical & PRO Registries	Data Management	Material Characterization
SSCP/SSP Support			

Legal Entity Structure

Identifying our company name consistently fosters recognition and trust of RQM+ across all audiences. The corporation should be referred to as RQM+, unless it is a legal document.

Use the following guidelines when identifying the company in legal documents

Correct usage

Operating entity names must be followed by, "an affiliate of RQM+ Corp."

Operating entity names should only be used in legal documents.

For example:

Regulatory and Quality Solutions LLC is an affiliate of RQM+ Corp.

Regulatory and Quality Solutions LLC, an affiliate of RQM+ Corp.

Incorrect usage

Do not use operating entity names on their own without being followed by, "an affiliate of RQM+ Corp."

Do not use operating entity names outside of legal documents or in lockup with our logo.

Legal Documents

When creating client contracts and invoices, the appropriate operating entity should be referenced in body copy only. The RQM+ logo should be used in its original format placed in the top left of legal documents and must not be altered in any way.

Our operating entities should be identified in body copy as, "<operating entity>, an affiliate of RQM+ Corp." RQM+ operating entities with U.S. and European clients include:

- R&Q Holdings, LLC U.S. operating entities:
 - Regulatory and Quality Solutions LLC
 - Maetrics LLC
 - Regulatory and Quality West LLC
- R&Q Holdings, LLC European operating entities:
 - Regulatory and Quality Solutions Netherlands BV
 - Maetrics Ltd. (England and Wales)
 - RQM+ (Belgium) srl (Belgium)
 - Maetrics GmbH (Switzerland)
- RQM+ Labs Holdings, LLC operating entity:
 - Jordi Labs LLC

Operating entities should only be referenced in legal documents as indicated above.

Core colors

Core palette

Our core colors are RQM+ Blue, RQM+ Pink, black and white. Using them consistently will help us to create a unique and distinctive brand.

Colors are specified for both print and screen-based applications.

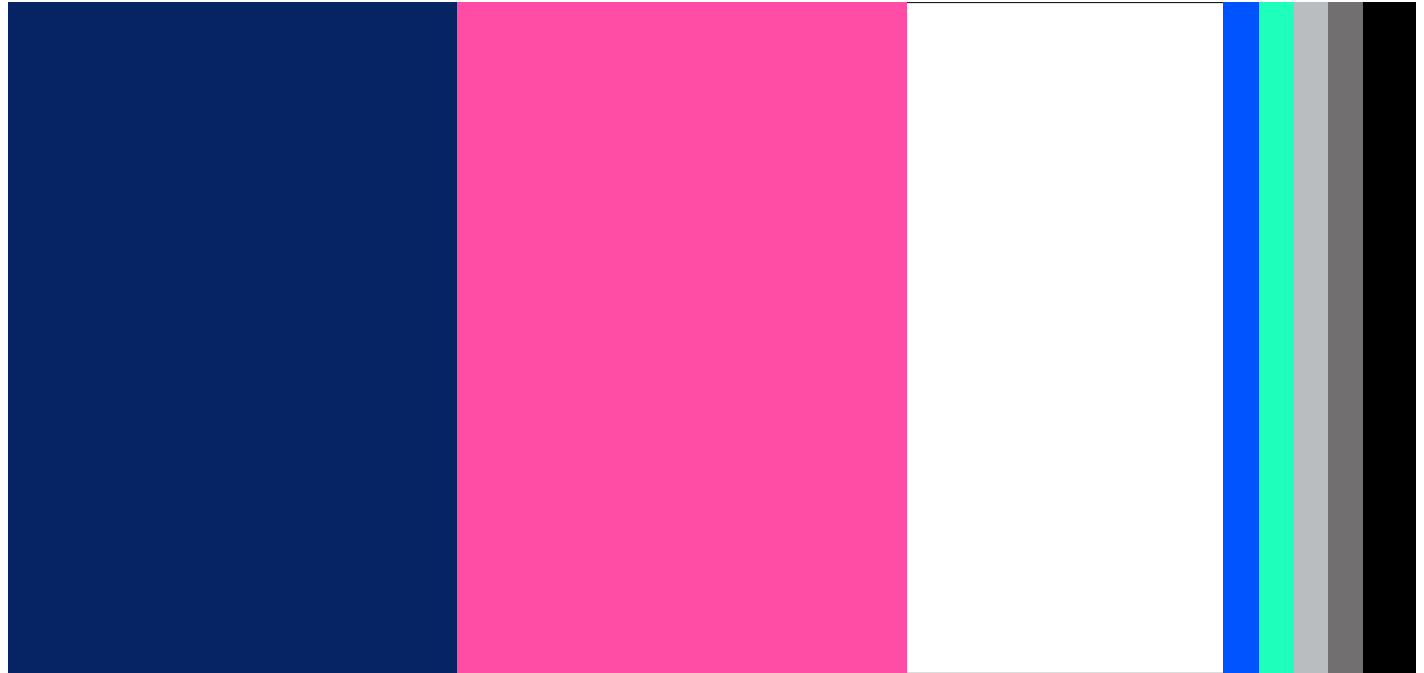
Tints of our colors are only permitted when creating charts and diagrams, in order to create clear differentiation between data.

Colors are specified for both print and screen-based applications.

The color references are given for Pantone®, CMYK and RGB. The Pantone® and CMYK references are for print applications such as stationery and brochures.

Color reproduction

When reproducing color across multiple platforms and processes, always pay due attention to the consistency of color. Printers can provide a variety of different proofs to check color. Always factor in time before the print deadline to arrange printers proofs.



Our color breakdowns

Dark Blue

C100 M93 Y30 K25
R6 G36 B100
Pantone® 2757
Hex #062464

Magenta

C0 M84 Y0 K0
R255 G76 B165
Pantone® 212
Hex #ff4ca5

White

C0 M0 Y0 K0
R255 G255 B255
Pantone® N/A
Hex #FFFFFF

Bright Blue

C83 M67 Y0 K0
R0 G84 B255
Pantone® 2736
Hex #0054ff

Bright Green

C55 M0 Y45 K0
R30 G255 B188
Pantone® 7479
Hex #1effbc

Grey

C27 M20 Y19 K0
R187 G189 B191
Pantone® Cool Grey 4
Hex #babdbf

Dark Grey

C55 M49 Y47 K14
R114 G111 B112
Pantone®
Hex #726F70

Black

C0 M0 Y0 K100
R0 G0 B0
Pantone® Black
Hex #000000

Typeface: Core

The RQM+ identity uses simple, clear typefaces with accessibility in mind.

Noto Sans is our core typeface. It has been chosen for its modern, clean-cut and legible qualities. It is a Google font, accessible to download for all.

Noto Sans should be used across all communications. We use only Noto Sans Light and Noto Sans Bold.

- Do not use any weights or styles of Noto Sans other than Light and Bold.
- Text should always be set ranged left, never ranged right, justified or centered.
- Headings are only ever in upper and lower case – we never use all caps.
- Hyphenation and Justification should be adjusted to the specifications on page 20.
- Keep typography simple. Do not overcrowd layouts and do not use too many type sizes.

Click [here](#) to download Noto Sans from Google fonts.

Light
Bold

Noto Sans Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%^&*()::,

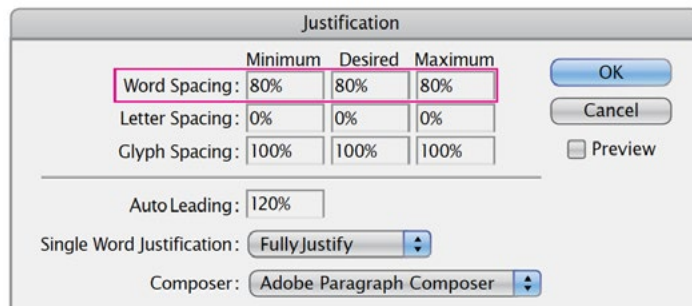
Noto Sans Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%^&*()::,

Noto Sans settings

When setting text, please adhere to the following guidance. All these adjustments can be made either in your InDesign Toolbar or the Paragraph Style Options palette.

Word spacing for Noto Sans

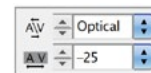


Noto Sans Bold

Used to create impact, Noto Sans Bold is perfect for headlines and call to actions.

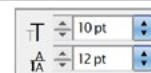
Kerning and tracking

The kerning for Noto Sans Bold should be set to Optical and tracking set to -25 (see right).



Leading

The leading should always be 2pt larger than the typesize (see right). When using very large headlines, the leading can be adjusted visually. For example, the Noto Sans Bold text above is set to 70pt on 67pt leading.



Hyphenation

Automatic hyphenation should be switched off for your layout.

Justification

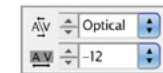
Word Spacing should be set to Minimum 80%, Desired 80% and Maximum 80% (see left).

Noto Sans Light

Legible and friendly, Noto Sans Light is perfect for body copy and large blocks of copy.

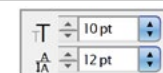
Kerning and tracking

The kerning for Noto Sans Light should be set to Optical and tracking set to -12 (see right).



Leading

The leading should always be 2pt larger than the typesize (see right).



Hyphenation

Automatic hyphenation should be switched off for your layout.

Justification

Word Spacing should be set to Minimum 80%, Desired 80% and Maximum 80% (see left).

Typeface: Electronic

For online and Microsoft Office applications, we can default to the use of Arial, a standard sans serif typeface present on most computers.

- Do not use any weights or styles of Arial other than Regular and Bold.
- Text should always be set ranged left, never ranged right, justified or centred.
- Headings are only ever in upper and lower case – we never use all caps.

Regular

Bold

Arial Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%^&*()::;

Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%^&*()::;

Type styles

This page lists some commonly used type styles which are central to the RQM+ identity.

Try to avoid using lots of different type styles and instead stick to using fewer styles to better effect.

Good use of type styles will keep our communications clear and consistent.

Headlines

Noto Sans Bold is always used and larger than body copy.

Intro text

Noto Sans Bold is always used and larger than body copy.

Body text

Noto Sans Light should always be used.

Paragraph breaks

Should be set to full returns. For example - for text set at 9/11pt returns should be set to 11pt.

Bullets

We should use circular bullet points.

Rules

Rules can be added in certain instances to anchor text. Rules should be 0.5pt and colored to match the text directly below. For oversized applications, such as banners, scale up stroke weight accordingly.

Facts and pull quotes

Should be more prominent than body text. Use color or type weight to differentiate them.



Imagery



Imagery: Photography

It may be necessary to support text with photography. This photography should be contemporary and intelligent, reflecting the look and feel of the RQM+ brand. Images should be selected for their strong graphic composition and people should be photographed in a reportage style.

Whether sourcing stock library images or briefing a photographer, it is important that our images follow the tips below.

- Capture natural and uncontrived moments
- Focus predominately on people
- Use real people, products and scenarios whenever possible
- Positive and confident, but not everyone needs to smile
- Use a shallow depth of field/ selective focus to isolate the central character



Imagery: Iconography

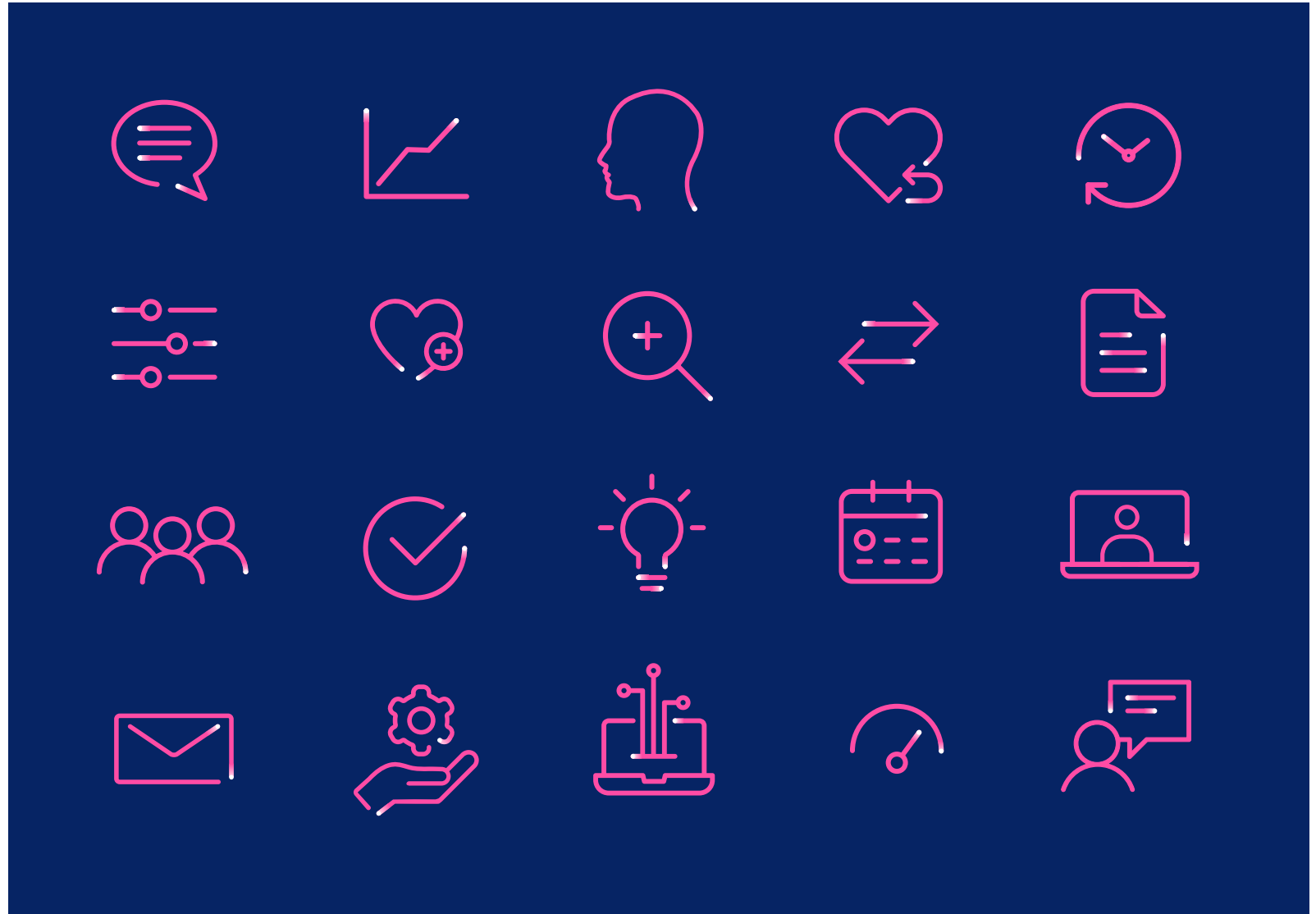
Icons are pictographs that represent tangible concepts and words to help illustrate our brand identity.

Icons should be used in one of three ways:

- As an item label
- With a text statement
- As part of a digital interface

Never use an icon as a logo, as graphics or a substitute for illustrations.

Icons should never be used on their own without a text label.

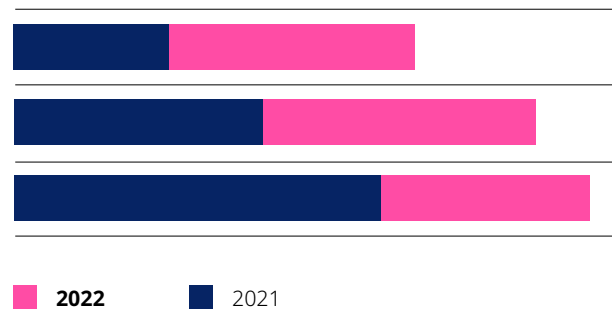
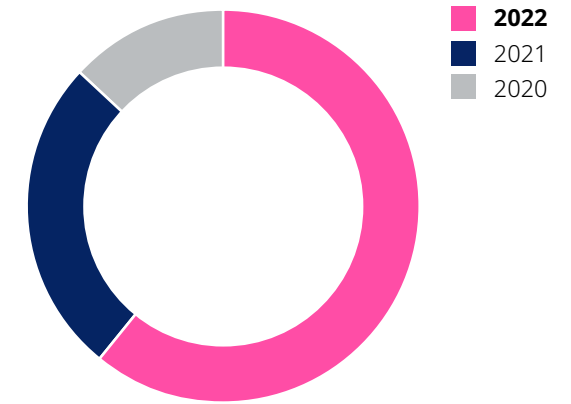
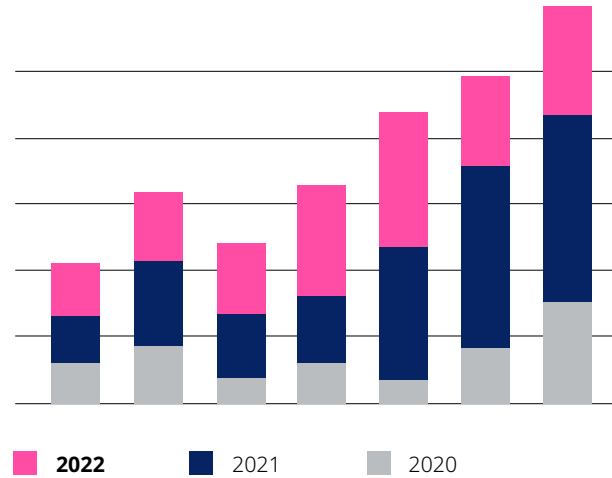


Imagery: Charts and diagrams

Diagrams and other infographics should follow the overall look and feel of the RQM+ brand. It is crucial to choose the most appropriate method for visualizing your data. Use the examples on this page as a guide for style.

When creating infographics, follow these general rules:

- Clarity is key, with often less being more. This helps our facts and figures to remain authoritative and meaningful.
- Colors from the core color palette should be used. Tints of core colors are permitted.
- Typography: follow the general typographic rules described in these guidelines.



82%
 Lorem ipsum elle
 dollar este mille et
 forne diste mon.

Who to ask for help and advice

Hopefully you will find everything you need here, but if you are in any doubt, contact Amy Toth and they will be glad to help you.

Amy Toth

AToth@rqmplus.com

+1 (412) 844-6321