

SAM[®]
MEDICAL

BRAND GUIDE



BRAND

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP SAM MEDICAL.

04 LEGAL

06 OUR LOGO

08 USAGE

10 CLEAR SPACE & MINIMUM SIZE

12 INCORRECT USAGE

14 COLORS

16 TYPOGRAPHY

18 PRODUCT LOGOS

20 SAM XT

22 CHITOSAM

24 CHITOSAM ACTIVE

26 CHITOSAM 100

28 SAM CHEST SEAL

30 SAM JUNCTIONAL TOURNIQUET

32 SAM PELVIC SLING II

34 SAM SOFT SHELL SPLINT

36 SAM SPLINT

GENERAL

Anyone using SAM Medical or SAM branded assets should only use the logos and images found in our Press Kit and follow these guidelines. Only those planning to use SAM Medical's assets in any broadcast, out-of-home advertising or print larger than 8.5 x 11 inches (A4 size) need to [request permission](#). Requests must be in English and include a mock of how you're planning to use the SAM Medical & SAM Product logos.

KEEP THE WORD SAM MEDICAL CONSISTENT

When using the text "SAM Medical" in body copy, "SAM" is always in all caps and "Medical" is in sentence case. Both remain in the same font size and style as the surrounding content. Do not modify, abbreviate, or translate the name "SAM Medical" or replace the text with one of our logos. Do not combine "SAM" with another brand.

LEGAL

SAM's trademarks, including SAM Medical, the SAM Medical logo, SAM Splint logo, SAM Pelvic Sling logo, SAM Soft Shell Splint logo, SAM Chest Seal logo, SAM Junctional Tourniquet logo, ChitoSAM logo, SAM XT logo, as well as the SAM Splint, SAM Pelvic Sling, SAM Soft Shell Splint, SAM Chest Seal, SAM Junctional Tourniquet, ChitoSAM, SAM Extremity Tourniquet, SAM XT, TRUFORCE, TruFlex, TRUFLOW, C-Curve, TCD, Target Compression Device names are owned by SAM Medical and may only be used as provided in these guidelines or with SAM Medical's permission. Do not use SAM Medical's trademarks for anything that would be inconsistent with SAM Brand Guidelines. We may revoke permission to use SAM Medical's trademarks at any time. SAM Medical reserves the right to withhold approval of content if it's inconsistent with the SAM brand.

OUR LOGO

01

PRIMARY LOGO

The brand mark should only be used in the this format.

01

SAM[®]
MEDICAL

USAGE

01

NEGATIVE SPACE

Whenever possible the brand identity should be used in this format. Available in vector format, this logo may be utilized for most print and digital applications. It is well-suited for projects requiring medium to small scale reproduction as well as color-restrictive applications where maintaining color fidelity is difficult (e.g. screen printing, color newsprint). All outdoor/ billboard executions must utilize this version of the logo. Available in black and white, vector format, this logo is designed for use in one-color print applications. Also use to maintain logo legibility or reproduction clarity at smaller scales.

02

ONE COLOR

Whenever possible the brand identity should be used in this format. Available in vector format, this logo may be utilized for most print and digital applications. It is well-suited for projects requiring medium to small scale reproduction as well as color-restrictive applications where maintaining color fidelity is difficult (e.g. screen printing, color newsprint). All outdoor/ billboard executions must utilize this version of the logo. Available in black and white, vector format, this logo is designed for use in one-color print applications. Also use to maintain logo legibility or reproduction clarity at smaller scales.

03

SPOT COLOR

Using this version of the logo requires special permission. If granted all printing materials must print the SAM orange as spot color PMS 1655.

01

SAM[®]
MEDICAL

02



03



CLEAR SPACE & MINIMUM SIZE

01 PRIMARY LOGO CLEAR SPACE

For visibility, impact and overall integrity, it is important to retain a designated clear space around the SAM Medical logo. The minimum clear area around the logo is shown to the right. This area is designated as being equal to the width of the capital “S” in the logo. Clear space should never be intersected or intruded upon by any other graphic, object or edge. Maintain this clear space in all uses to give the logo the proper “breathing room.”

02 PRIMARY LOGO MINIMUM SIZE

The brand identity should never be smaller than .275 in (7 mm) high. Except for use on packaging and product labels. Some applications may require dropping the “®” to achieve minimum size.

01.A



01.B



02



INCORRECT USAGE

01 DO NOT SUBSTITUTE TYPE

Do not substitute any type in the logo. Always use an approved logo file.

02 DO NOT DISTORT LOGO

Do not distort or rotate logo.

03 DO NOT USE INDEPENDENTLY

Do not use any logo element independently of secondary graphic element.

04 DO NOT REPOSITION ELEMENTS

Do not reposition any logo components.

05 DO NOT USE UNAPPROVED COLORS

Do not use any color other than those specified in this document.

06 DO NOT EMBELLISH

Do not add embellishments like drop-shadows, embossing, outlining, etc. to the logo

07 DO NOT TRANSLATE

Do not translate the logo into any other language other than English.

08 LIGHT OR CLUTTERED BACKGROUNDS

Do not use the negative logo on backgrounds that are too light or cluttered.

01 X

SAM[®]
MEDICAL

05 X

SAM[®]
MEDICAL

02 X

SAM[®]
MEDICAL

06 X

SAM[®]
MEDICAL

03 X

SAM[®]

07 X

SAM[®]
メデイカル

04 X

SAM[®] MEDICAL

08 X



OUR COLORS

SAM MEDICAL COLORS

SAM Medical's primary colors are Pantone Black and White. Use Orange (Pantone 1655) sparingly.

PANTONE® BLACK

C: 75 M: 70 Y: 70 K: 100

R: 00 G: 00 B: 00

HEX: #000000

WHITE

C: 00 M: 00 Y: 00 K: 00

R: 255 G: 255 B: 255

HEX: #FFFFFF

PANTONE® 1655

SPOT INK ONLY

R: 255 G: 78 B: 00

HEX: #FF4E00

TYPOGRAPHY

01

TUNGSTEN BOLD

Used for primary headline applications.
This font is always used in all caps.

02

ANTENNA

Used for secondary headlines and product labels.
This font is always used in all caps.

03

SOURCE SANS PRO

Used for paragraph body copy. A combination of light, regular, italic and bold may be used.

01

TUNGSTEN NARROW SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

02

ANTENNA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

03

Source Sans Pro

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Source Sans Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Source Sans Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Source Sans Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

SAM XT PRODUCT LOGO

01 **PRIMARY LOGO SIGNATURE**

Wherever possible the brandmark with descriptor should be used in this format.

02 **PRIMARY LOGO**

Used when legibility of the logotype requires greater prominence, or where there is space and layout restrictions.

03 **SAM PRODUCT LOCKUP**

Use this mark when no other SAM Medical Brand marks are present in the layout.

01

SAM[®]XT
Extremity Tourniquet

SAM[®]XT
Extremity Tourniquet

02

SAM[®]XT

SAM[®]XT

03

SAM[®]
MEDICAL

SAM[®]XT

SAM[®]
MEDICAL

SAM[®]XT

CHITOSAM PRODUCT LOGO

01

PRIMARY LOGO

Used when legibility of the logotype requires greater prominence, or where there is space and layout restrictions.

02

SAM PRODUCT LOCKUP

Use this mark when no other SAM Medical Brand marks are present in the layout.

01

Chito**SAM**[™]

Chito**SAM**[™]

02



Chito**SAM**[™]



Chito**SAM**[™]

CHITOSAM ACTIVE PRODUCT LOGO

01

PRIMARY LOGO

Used when legibility of the logotype requires greater prominence, or where there is space and layout restrictions.

02

SAM PRODUCT LOCKUP

Use this mark when no other SAM Medical Brand marks are present in the layout.

01

Chito**SAM**TMActive

Chito**SAM**TMActive

02



Chito**SAM**TMActive



Chito**SAM**TMActive

CHITOSAM 100 PRODUCT LOGO

01 **PRIMARY LOGO**

Used when legibility of the logotype requires greater prominence, or where there is space and layout restrictions.

02 **SAM PRODUCT LOCKUP**

Use this mark when no other SAM Medical Brand marks are present in the layout.

01

Chito**SAM**[™]100

Chito**SAM**[™]100

02



Chito**SAM**[™]100



Chito**SAM**[™]100

SAM CHEST SEAL PRODUCT LOGO

01

PRIMARY LOGO

Used when legibility of the logotype requires greater prominence, or where there is space and layout restrictions.

02

SAM PRODUCT LOCKUP

Use this mark when no other SAM Medical Brand marks are present in the layout.

01

SAM[®] Chest Seal

SAM[®] Chest Seal

02



SAM[®] Chest Seal



SAM[®] Chest Seal

SAM JUNCTIONAL TOURNIQUET PRODUCT LOGO

01 **PRIMARY LOGO SIGNATURE**

Wherever possible the brandmark with descriptor should be used in this format.

02 **PRIMARY LOGO**

Used when legibility of the logotype requires greater prominence, or where there is space and layout restrictions.

03 **SAM PRODUCT LOCKUP**

Use this mark when no other SAM Medical Brand marks are present in the layout.

01

SAM[®]
Junctional Tourniquet

SAM[®]
Junctional Tourniquet

02

SAM[®] Junctional Tourniquet

SAM[®] Junctional Tourniquet

03



SAM[®] Junctional Tourniquet



SAM[®] Junctional Tourniquet

SAM PELVIC SLING II PRODUCT LOGO

01

PRIMARY LOGO

Used when legibility of the logotype requires greater prominence, or where there is space and layout restrictions.

02

SAM PRODUCT LOCKUP

Use this mark when no other SAM Medical Brand marks are present in the layout.

01

SAM[®] Pelvic Sling II

SAM[®] Pelvic Sling II

02



SAM[®] Pelvic Sling II



SAM[®] Pelvic Sling II

SAM SOFT SHELL SPLINT PRODUCT LOGO

01 **PRIMARY LOGO SIGNATURE**

Wherever possible the brandmark with descriptor should be used in this format.

02 **PRIMARY LOGO**

Used when legibility of the logotype requires greater prominence, or where there is space and layout restrictions.

03 **SAM PRODUCT LOCKUP**

Use this mark when no other SAM Medical Brand marks are present in the layout.

01

SAM[®]
Soft Shell Splint

SAM[®]
Soft Shell Splint

02

SAM[®] Soft Shell

SAM[®] Soft Shell

03



SAM[®] Soft Shell



SAM[®] Soft Shell

SAM SPLINT PRODUCT LOGO

01 **PRIMARY LOGO SIGNATURE**

Wherever possible the brandmark with descriptor should be used in this format.

02 **PRIMARY LOGO**

Used when legibility of the logotype requires greater prominence, or where there is space and layout restrictions.

03 **SAM PRODUCT LOCKUP**

Use this mark when no other SAM Medical Brand marks are present in the layout.

01

SAM[®]
SPLINT

SAM[®]
SPLINT

02

SAM[®] Splint

SAM[®] Splint

03



SAM[®] Splint



SAM[®] Splint



BRAND