



**MCGINLEY
ORTHOPEDICS**
ENGINEERING MEDICAL PROGRESS



McGINLEY CORPORATE DESIGN GUIDELINES

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **McGinley Orthopedics'** corporate identity. This includes our name, logo and other elements such as colors, and type.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **McGinley Orthopedics'** commitment to quality, consistency and style.

The **McGinley Orthopedics'** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **McGinley Orthopedics'** name and marks.

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

We offer two version, one featuring our tagline and one that stands along without, plus vertical and horizontal orientations.



CORPORATE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Design. We have selected **Myriad Pro**, which helps inject energy and professionalism into the entire **McGinley Orthopedics'** communications, as the primary corporate typefaces.

PRIMARY FONT
MYRIAD PRO

THE FONT

Designed by Robert Slimbach & Carol Twombly, Myriad has a warmth and readability that result from the humanistic treatment of letter proportions and design detail. Myriad's clean open shapes, precise letter fit, and extensive kerning pairs make this unified family of roman and italic an excellent choice for text typography that is comfortable to read, while the wide variety of weights and widths in the family provide a generous creative palette for even the most demanding display typography.

TYPE EXAMPLES
MYRIAD PRO

MYRIAD PRO

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Light

Semi
Condensed

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! " § \$ % & / () = ? ` ; :
i " ¶ ç [] | { } ≠ ¿ '
« Σ € ® † Ω " / ø π • ± '
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◇

PRIMARY COLOR SYSTEM

Explanation:

McGinley Orthopedics has three official colors: Yellow, Black and Gray. These colors have become a recognizable identifier for the company.

Usage:

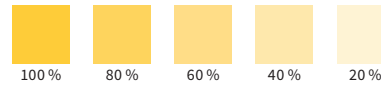
Use them as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR YELLOW

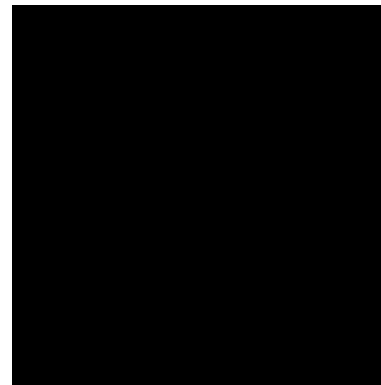
COLOR CODES

CMYK : C000 M020 Y093 K000
Pantone : 123C
HKS : 04K
RGB : R255 G203 B039
Web : #ffc227



100 % 80 % 60 % 40 % 20 %

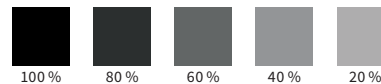
COLOR TONES



PRIMARY COLOR BLACK

COLOR CODES

CMYK : C000 M000 Y000 K100
Pantone : na
HKS : na
RGB : R000 G000 B000
Web : #000000



100 % 80 % 60 % 40 % 20 %

COLOR TONES



CONTACT AND SUPPORT INFORMATION

A SHORT SUMMARY

McGinley Orthopedics (MO) develops innovative engineering solutions for surgical procedures. MO strives to engineer medical technologies which improve patient care by reducing costs and improving safety. The Company recently completed product development on a small-bone version of its IntelliSense™ Drill. The IntelliSense™ Drill incorporates technological advances into the standard orthopedic drill providing the surgeon with increased awareness of the drill bit while operating. Dr. McGinley has a background in medical device development, sports medicine, and education.

CONTACT

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Link : <http://www.mcginleyorthopaedicinnovations.com>
