

NeoGraft®

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NOTICE

This document articulates the brand standards and guidelines to help streamline the development and execution of support materials for the NeoGraft® procedure.

We are providing the branding framework and approved messaging to help create custom marketing material while maintaining brand integrity.

By maintaining the guidelines as indicated in this document, we will ensure that we maintain brand continuity and integrity and a consistent voice through all marketing efforts.

If you need to modify any of the material contained in this document, you are required to submit the changes to NeoGraft® for approval.

NeoGraft®

DESIGN STYLE

BRAND STYLE
SUPPORT GRAPHICS
WEBSITE
TAGLINE

Brand design style

Whenever possible, NeoGraft® collateral should maintain a recognizable influence from the same style as the font used in the NeoGraft® logo, which emphasize cleanliness, readability and objectivity.

It is recommended that body text, including headings and highlights, be in black or dark gray in all applications, however white may also be used sparingly if aesthetically appropriate. Limiting the use of additional color serves to strengthen the bold but simple and consistent application of the brand's corporate orange, and the additional charcoal gray accent color.

Website

It is suggested that NeoGraft® website utilizes the brand orange with charcoal gray text, and generous amounts of white space. Doing so will ensure consistency across the NeoGraft® brand ecosystem.

Tagline

Taglines are transient and will change over time. Taglines should never be incorporated directly within the logo, but should be positioned to complement and strengthen the brand and message.

The current, approved tagline is **Your Own Hair. Naturally.** The tagline font is **Sinkin Sans Regular**, and the ratio of the tagline to logo when used together is 1:3.



Black & White Treatment

Please see below.

NeoGraft®

BRAND ELEMENTS

COLOR GUIDELINES

	cmyk rgb hex # pantone	0 : 60 : 100 : 0 245 : 130 : 32 f5821f 1575C
	cmyk rgb hex # pantone	87 : 72 : 53 : 57 28 : 43 : 57 1C2B39 533C

LOGO

COLOR TREATMENT
CLEAR-SPACE
MINIMUM SIZE

Color treatment

Color logo treatment on light & dark background



Black & white treatment

Black & white logo treatment on light & dark background



Clear space & minimum size

Clear space of x-height of the letter G should be maintained on all sides



NeoGraft® 3/8" min. height size required for legibility

NeoGraft®

FONTS

| Sinkin Sans
Regular

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 1 2 3 4 5 6 7 8 9 0
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 1 2 3 4 5 6 7 8 9 0

| Raleway
Regular

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 1 2 3 4 5 6 7 8 9 0
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 1 2 3 4 5 6 7 8 9 0

| Open Sans
Regular

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 1 2 3 4 5 6 7 8 9 0
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 1 2 3 4 5 6 7 8 9 0

| Tahoma
Regular

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 1 2 3 4 5 6 7 8 9 0
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 1 2 3 4 5 6 7 8 9 0

**THE FOLLOWING
FONTS SHOULD
BE USED AS THE
BRAND STANDARD.**

Print

The font to be used for print material is Sinkin Sans. It is available as a free download here: <http://www.fontsquirrel.com/fonts/sinkin-sans>

Web

The font used for the web headers is Raleway.

The font used for paragraph text is Open Sans.

Substitution

Tahoma may be substituted only when Open Sans is unavailable.



LICENSING THE NEOGRAFT® TRADEMARK

How to use the NeoGraft® Trademark

A trademark is an adjective - a descriptor - not a noun or verb.

| **Proper Use:** The NeoGraft® system uses a special technology that is able to quickly remove the hair follicles from the donor area and implant them to balding areas.

| **Improper Use:** NeoGraft® is able to quickly remove the hair follicles from the donor area and implant them to balding areas.

The word NeoGraft® cannot be used alone. It must be an adjective.

| **Examples:**

NeoGraft® system | NeoGraft® machine | NeoGraft® procedure | NeoGraft® technology

In addition, the registration mark ® **should always accompany the NeoGraft® name.**

| **Example:**

NeoGraft®

By using the NeoGraft® trademark, you are consenting to the trademark license terms set forth in the NeoGraft Terms and Conditions of Sale and Product Use.

We thank you for your promise to accurately represent NeoGraft®.

LEGAL GUIDELINES

| Do not use the language below in any content you publish on any platform or in discussions with patients relating to NeoGraft®.

| No scar/scarring – instead use **“no linear scar”**

| FDA approved – instead use **“FDA cleared”**

| Fastest or back to work the next day – instead use **“Many patients resume normal daily activities after only a few days.”**

| No downtime – instead use **“minimal downtime”**

NeoGraft®

PRODUCT DESCRIPTORS

APPROVED COPY BANK

- | NeoGraft® Automated Hair Transplantation Procedure
- | NeoGraft® Automated FUE Hair Transplant System
- | NeoGraft® Automated Follicular Unit Extraction (FUE) and Implantation Hair Transplant System
- | NeoGraft® Automated (FUE) and Implantation Hair Restoration Procedure
- | “Game Changing” Technology
- | “State-of-the-art” Solution for Hair Loss
- | The First Minimally Invasive Automated Hair Transplant System
- | The New “Gold Standard” for Hair Transplant Procedures
- | Least Invasive Procedure of its Kind
- | The Global Leader in Hair Restoration Technologies

BENEFITS

- | **Superior Results** – More natural looking hair, short or long for both men and women.
- | **Advanced Technology** – Automated technology, least invasive procedure for hair transplantation.
- | **Gentle** – No scalpel incision, no staples, no linear scar.
- | **Quick Recovery Time** – Minimal downtime.
- | **Effective** – In time, your own hair will continue to grow normally. Your result will look healthy and natural.
- | **Discrete** – Many patients resume normal daily activities after only a few days.
- | **Affordable** – Many physicians have financing programs available to meet your exact needs.

IMPORTANT:

Please note Google’s duplicate content policies may impact your site’s performance if you simply copy and paste content provided by NeoGraft without editing. If you are unfamiliar with the definition of duplicate content, it is content that appears on the Internet in more than one location.

STRONG SUGGESTION:

Use the content provided by NeoGraft as a guide, but it’s **highly recommended** that you make meaningful edits within the legal guidelines in order to ensure the best possible performance on search engines.

You may simply wish to write an introductory paragraph and change some of the language.

Please be sure to revise the content within the provided legal guidelines in order for your website to achieve optimal performance on search engines such as Google.

NeoGraft®

APPROVED COPY BANK cont'd

Top 10 Reasons NeoGraft® is the Solution

- | Least invasive procedure for hair transplantation
- | Patients feel little to no discomfort
- | No stitches or staples
- | No linear scar
- | No numbness where the donor hair is harvested
- | Shorter recovery time
- | Less activity restrictions after procedure
- | Many patients resume normal daily activities after only a few days
- | Provides natural looking results
- | Flexibility for any hair style of your choice, short or long

Who is a NeoGraft® Candidate?

- | Men and women who are suffering from hair loss and are looking for a minimally invasive solution that offers more natural looking results.
- | Patients who would like the option of wearing a very short haircut in the back or sides of their scalp.
- | Patients who want the least amount of activity restriction (e.g. athletes) after their hair transplant procedure.
- | Patients who need “scar camouflage” to hide prior linear harvests or scars.

Ultimately, the best way to determine whether you are a candidate for NeoGraft® is a one-on-one consultation with a certified NeoGraft® doctor.