



The Leader in Pediatric
Cranial Shaping Orthoses™

Cranial Technologies

Visual Identity Guide

Welcome to the Cranial Technologies® Brand Identity Guide

This guide reflects who we are, what we stand for, and where we're headed. As a leader in pediatric cranial orthoses, we are trusted by families and healthcare providers alike. As we continue to grow, we are building an iconic brand that is redefining our category.

Every element of this guide – our visual identity, tone of voice, and more – works to communicate our leadership, inspire confidence, and instill peace of mind. It is a blueprint for ensuring every interaction reflects the expertise, compassion, and innovation that define Cranial Technologies, solidifying our place as the trusted brand for families and health care professionals everywhere.

CONTENTS

Visual Identity Elements

Color & Logo

Tagline Lockup

Logo Clear Space

Typography

DOC Band®

Language

Terminology

Trademarks

Visual Identity Elements

Color & Logo

Tagline Lockup

Logo Clear Space

Typography

DOC Band®

Color & Logo

The brand identity is the purest expression of the brand — and its most meaningful. The consistent treatment of the brand identity helps us build a strong and lasting impression of the brand for our audience. The brand identity must always stand out clearly and legibly.

Use Blue whenever possible on packaging, print and digital communications.

The kerning and relationship between the letterforms and graphic components must always remain consistent and cannot be altered or adjusted in any way.

CRANIAL TECHNOLOGIES® BLUE



CMYK 94, 66, 3, 0

RGB 0, 96, 169

HEX # #0060A9

PANTONE 2145 C

BLUE ON WHITE



WHITE ON BLUE



DON'TS



Don't use
without Emblem



Don't use
unauthorized colors

Tagline Lockup

“The Leader in Pediatric Cranial Shaping Orthoses™” is our mantra and our formal tagline. It is an evocative statement that supports the brand promise and personality.

BLUE ON WHITE



WHITE ON BLUE



DON'TS



Don't use
unauthorized lockups



Don't use
unauthorized taglines

Logo Clear Space

The brand identity must always stand out clearly and legibly, free of visual clutter. Clear space ensures the identity is given prominence.

CLEAR SPACE



- **Always** give the logo space and room to breathe

DON'TS



- **Do not** place the logo in a shape
- **Do not** make the logo the smallest element



- **Do not** lock up the logo with other elements
- **Do not** minimize the the logo

Typography

Typography is an essential part of any identity system. Presenting text in a consistent manner wherever it is used supports our overall look and feel.

Mulish, a Google font, is the primary typeface Cranial Technologies® uses to communicate. It is used in all applications: headlines and body copy, in print, packaging, and online applications.

*For usage examples, see the Applications section of this document.

MULISH FONT FAMILY*

Mulish Light	<i>Mulish Light Italic</i>
Mulish Regular	<i>Mulish Italic</i>
Mulish Medium	<i>Mulish Medium Italic</i>
Mulish Semi-Bold	<i>Mulish Semi-Bold Italic</i>
Mulish Bold	<i>Mulish Bold Italic</i>
Mulish Extra Bold	<i>Mulish Extra Bold Italic</i>
Mulish Black	<i>Mulish Black Italic</i>
Mulish Extra Black	<i>Mulish Extra Black Italic</i>

LIBRE FRANKLIN* (HEADLINES ONLY)

Libre Franklin Light	<i>Libre Franklin Light Italic</i>
Libre Franklin Regular	<i>Libre Franklin Italic</i>
Libre Franklin Medium	<i>Libre Franklin Medium Italic</i>
Libre Franklin Semi Bold	<i>Libre Franklin Semi Bold Italic</i>
Libre Franklin Bold	<i>Libre Franklin Bold Italic</i>
Libre Franklin Extra Bold	<i>Libre Franklin Extra Bold Italic</i>
Libre Franklin Black	<i>Libre Franklin Black Italic</i>

DOC Band®

The DOC Band® is a core, ownable identity element and is central to our brand. When used in applications, it should be presented as an icon. Either placed center stage on applications or large enough with enough space around it.

The FDA 1st Badge can be presented either With the DOC Band® or without it. If placed on the DOC Band® it should cover only a portion of it and never be larger than the DOC Band® itself.

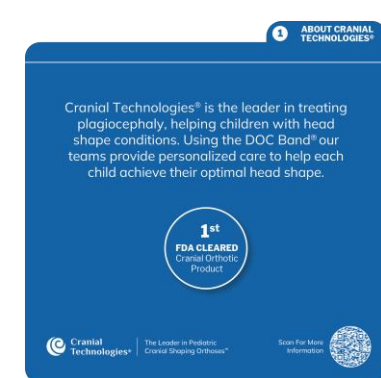
DOC Band®



FDA 1ST BADGE



Examples



Language

Tone of Voice Principles

Terminology

Trademarks

Terminology

Standardizing on terms ensures consistent and accurate use of language across all Cranial Technologies® communications.

Term	Definition	Example Usage	Avoid
Cranial Technologies®	The full, formal name of the company; also, a registered trademark.	"Cranial Technologies® is the leader in pediatric cranial shaping orthoses."	Abbreviations or informal usages of the name.
Cranial Orthotic Product	Formal, technical term for the DOC Band used in professional or clinical contexts.	"The DOC Band® is the first FDA-cleared cranial orthotic product."	"Cranial remolding orthosis" or "device."
Contours3D™	Proprietary software used in creating the DOC Band.	"Contours3D™ is integral to our design process."	Vague terms that do not highlight specificity.
Digital Surface Imaging® (DSi®)	Imaging technology used to create the DOC Band.	"DSi® technology captures precise and complete 360° images of your baby's head."	Overgeneralized terms for imaging systems.
DOC Band®	The cranial orthotic product from Cranial Technologies®.	"The DOC Band® is a trusted solution for plagiocephaly."	Generic terms like "helmet" or "device."
DOC Band Therapy™	Refers to the comprehensive therapy process involving the DOC Band.	"DOC Band Therapy™ is a proven solution for correcting cranial asymmetry."	Non-specific terms like "helmet treatment."
Dynamic Orthotic Cranioplasty® (DOC®)	The full process and treatment methodology of cranial orthoses.	"Dynamic Orthotic Cranioplasty® is the foundation of our therapy approach."	Non-trademarked abbreviations.
Head Band	A casual, family-friendly term to describe the cranial orthotic product.	"Our head band is custom-made to fit your baby perfectly."	Using overly technical or clinical terms.
Head Band Therapy	Simplified phrasing for the treatment process; must be tied to DOC Band Therapy™ for clarity.	"Head band therapy, like DOC Band Therapy™, helps correct asymmetry."	Terms like "helmet treatment."
No Cost Assessment	The complimentary initial clinic visit where families receive a comprehensive evaluation.	"Schedule your baby's no cost assessment today and take the first step toward reshaping their future."	Terms like "free evaluation" or "consultation."
Sentient3D®	Proprietary software used in creating the DOC Band.	"Sentient3D® enables a precise, custom-fit DOC Band®."	Ambiguous references to "software."
The Leader in Pediatric Cranial Shaping Orthoses™	Our formal tagline emphasizing Cranial Technologies expertise and leadership.	"Cranial Technologies: The Leader in Pediatric Cranial Shaping Orthoses™."	Older taglines like "Dedicated to reshaping children's lives."

Trademarks

This is a list of Cranial Technologies® trademarks. Please use the correct symbol for (® or TM) for each trademark.

Product Trademarks

DOC Band®

DOC Band Babies®

Company / Logo Trademarks

Cranial Technologies®

Process & Technologies Trademarks

DOC Band Therapy™

Dynamic Orthotic Cranioplasty® (DOC®)

Digital Surface Imaging® (DSi®)

Contours3D™

Sentinent3D®

Taglines

The Leader in Pediatric Cranial Shaping
Orthoses™

