

MDISS Brand Guidelines

Summer 2017

PRIMARY TREATMENTS



MEDICAL DEVICE INNOVATION,
SAFETY & SECURITY CONSORTIUM



BLACK AND WHITE



MEDICAL DEVICE INNOVATION,
SAFETY & SECURITY CONSORTIUM



MEDICAL DEVICE INNOVATION,
SAFETY & SECURITY CONSORTIUM

KNOCKOUT



MEDICAL DEVICE INNOVATION,
SAFETY & SECURITY CONSORTIUM



MEDICAL DEVICE INNOVATION,
SAFETY & SECURITY CONSORTIUM

ICON ONLY



Developed by



MDISS Brand Guidelines

DO NOT CREATE A NEW LOGO WITH ICON



DO NOT CHANGE THE COLOR OF THE LOGO



DO NOT SQUEEZE OR STRETCH THE LOGO








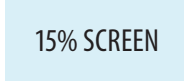
DO NOT SLANT THE LOGO



USE APPROPRIATE CLEAR SPACE AROUND THE LOGO



BRAND COLORS

	CMYK: 100 74 40 32 RGB: 0 58 93 HEX: 003A5C		CMYK: 100 20 10 0 RGB: 0 147 201 HEX: 0093C9
	50% SCREEN		50% SCREEN
	15% SCREEN		15% SCREEN

SECONDARY COLORS

	CMYK: 0 83 100 0 RGB: 255 80 0 HEX: FF5000		CMYK: 0 32 95 0 RGB: 255 184 25 HEX: FFB718
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PRIMARY TYPEFACES

Proxima Nova Bold

IF ALL CAPS, INCREASE LETTERSPACING

Proxima Nova Light

Proxima Nova Light Italic

SECONDARY TYPEFACES (COMPLETE FAMILY)

Proxima Nova Thin

Proxima Nova Thin Italic

Proxima Nova Regular

Proxima Nova Regular Italic

Proxima Nova Semibold

Proxima Nova Semibold Italic

Proxima Nova Extrabold

Proxima Nova Extrabold Italic

Proxima Nova Black

Proxima Nova Black Italic

MDISS Brand Guidelines

In-use examples
(Brochure Covers)



Building solutions through collaboration to reduce risk in the U.S. biomedical device network.

MDISS
MEDICAL DEVICE INNOVATION,
SAFETY & SECURITY CONSORTIUM

OUR MISSION
The Medical Device Innovation, Safety and Security Consortium protects public health and well-being by advancing innovation and medical computer systems risk management practices to ensure wide availability of innovative and safe medical devices.

OUR ORGANIZATION
We are a collaborative and inclusive nonprofit professional organization committed to advancing quality healthcare with a focus on the safety and security of medical devices. As a public-private partnership, we serve providers, payers, manufacturers, universities, government agencies, technology companies, individuals, patients and patient advocates.



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