

RESMED

The ResMed Style Guide

The little white book to help
you achieve the ResMed look



Destination ... Brand Power

Using this style guide when you create any internal or external communication will help ResMed achieve a consistent look and build equity in our brand.

THE RESMED BRAND

What is the ResMed brand?

The ResMed brand stands for high quality products and excellent standards of support (first class customer service, clinical support and education). It encompasses complete solutions for the screening, treatment and long-term management of sleep-disordered breathing (SDB) and respiratory insufficiency.

A tagline is an essential component of the brand and should communicate the company's positioning to all audiences, both internal and external. Unlike a name, the tagline may change over time as positioning evolves due to competitive changes.

Our tagline, "**Global leaders in sleep and respiratory medicine,**" is a simple descriptor of what we are about right now. It not only communicates our business—sleep and ventilation—to our customers, but also where we are globally positioned in that business.

Brand Power

Branding is often referred to as a promise. Its purpose is to attract customers and build a trusting relationship with them so they will stay loyal to that brand. A strong brand is crucial if a company is to maintain and gain market share. It's also a valuable asset to a company because it is a store of future wealth. If this sounds strange, think of a well-known commercial brand such as BMW®. Here, we assume driving excellence and quality will be true for each new model the company produces—simply because of the BMW name.

That is just as true for ResMed.

THE RESMED BRAND

The power of consistency is in your hands

We all have a responsibility to protect and promote the ResMed brand by providing a consistent visual message to our customers worldwide. This strengthens our global image with every internal and external communications piece that is produced—whether it is a brochure, letter, certificate or signage.

We all have customers—suppliers, coworkers, direct customers, strategic partners, physicians and patients. This style guide ensures that everything our customers receive consistently reflects the ResMed brand. It is important that we enlist all ResMed employees to be brand ambassadors. Building the strength of the ResMed brand internally will help ensure that it resonates automatically with our customers. Using this guide will also reduce costs as we will not waste resources reinventing documents.

How will the *ResMed Style Guide* make your job easier?

Most of the work has been completed for you. Templates are provided as well as preferred choices in spelling, punctuation, standard fonts and color choices. Simply add your text and you will have created a document that will be recognized worldwide as coming from ResMed.

Where do I find ResMed logo files and templates?

You will find everything you need on ResWeb.

Files, including logos and templates, are available in Marketing on ResWeb. Product and corporate images can be found in the Marketing Library on ResWeb. Templates for other ResMed marketing materials, such as brochures and videos, can also be found in the Marketing Library.

You can also find up-to-date information on patents on ResWeb. Up-to-date worldwide ResMed office addresses can be found in *Objective* (D000-037: ResMed Addresses Reference Document).

You would never leave home without your keys or go on a long journey unprepared. It's just something you wouldn't do! Similarly, you wouldn't tamper with the ResMed logo. It is the most important element of ResMed's identity and is necessary on the journey towards Brand Power.

Planning the route



RESMED

The logo is the most important part of ResMed's identity

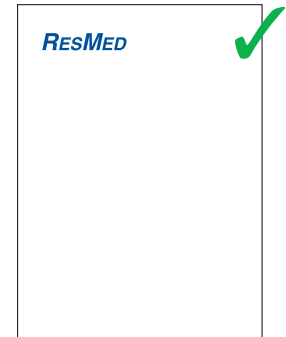
It must **never** be modified or distorted.
The color of the logo is Pantone® 287 blue.



Allow sufficient **white space** around the logo.
The minimum amount should be an 'E' height at the top and sides, and half an 'E' height at the bottom. The size of that 'E' space will be dictated by the size of the logo you use.

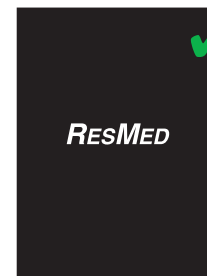
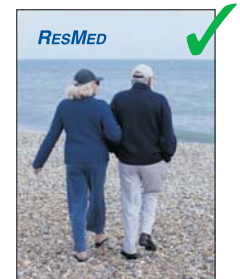
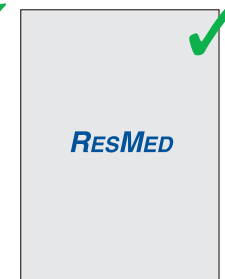
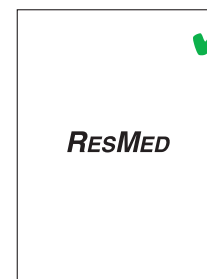
The logo **must** be used on its own.

When writing the company name in text, it should appear in the same font and style as the rest of the text. Use a capital **R** and a capital **M**, with the rest in lowercase (eg, "ResMed exports to over 60 countries").



First choice is always the ResMed blue logo on a white background with the logo placed in the top left area.

Other acceptable colors and placements of the ResMed logo



THE RESMED LOGO DON'TS

The logo should **never** be altered or distorted in any way. Only the logo files provided by Marketing on ResWeb should be used.

X **RESMED**

Never scale the logo disproportionately

X **RESMED**

Never use tints of the ResMed blue

X **RESMED**

Never reproduce the logo in unauthorized colors

X **RESMED** *cycle club*

Never add promotional slogans or icons next to the logo

X **RESMED**

Never reproduce the logo in any shade of grey. If printing in black and white, always ensure the logo is 100% black

X **RESMED**

Never attempt to recreate the logo using a font. Always use the logo graphic on ResWeb

X **RESMED**

Never place the logo on dark or distracting backgrounds

RESMED

25 mm
1"

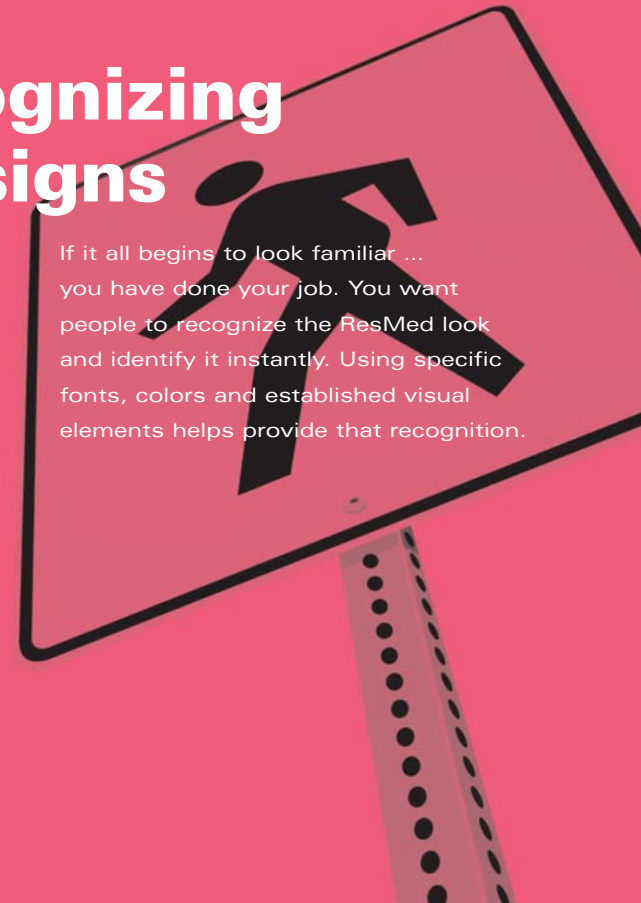
As a general rule, the logo should not appear smaller than 1" (25 mm) wide. However, there are exceptions. In some applications the logo may need to be smaller (eg, product tooling, labeling, or small or thin promotional items)

X **RESMED** is a leading respiratory medical device manufacturer, specializing in products for the screening, treatment and long-term management of sleep-disordered breathing (SDB) and respiratory insufficiency

Never use the logo as part of running text. Type the word ResMed

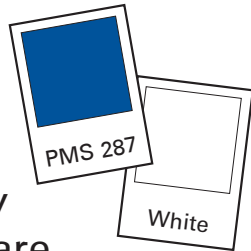
Recognizing the signs

If it all begins to look familiar ... you have done your job. You want people to recognize the ResMed look and identify it instantly. Using specific fonts, colors and established visual elements helps provide that recognition.



THE RESMED LOOK COLORS

ResMed's primary corporate colors are Pantone® 287 blue & white.



The ResMed blue has to be consistent across different mediums. When Pantone 287 cannot be specified, use this guide to choose the right blue.



Four color process printing



Multimedia & video



PowerPoint®, Word® and Excel®

This color window can be accessed by clicking on "More Colors," "More Font Colors," "More Line Colors," or "More Fill Colors" in PowerPoint, Word or Excel.

THE RESMED LOOK FONTS

General stationery, email and presentations

Arial is the font for all internal and external letters, memos, faxes, specifications, emails and PowerPoint® presentations.

For letters, memos, faxes, specifications and emails, the text should be black and 10 pt in size.

Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Intranet and internet

Arial is the font for website or intranet headings and Verdana is the font for body text.

Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Verdana ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

External print, multimedia and product naming

Univers is the font for all externally printed communications such as product brochures, posters, advertisements, promotional CDs, multimedia and product naming.

Although it looks very similar to Arial and Verdana, it has a few design advantages for these mediums.

Univers ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

(Also includes condensed and extended versions)

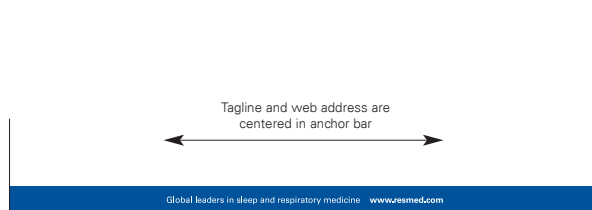
THE RESMED LOOK ANCHOR BAR

The anchor bar is a visual element that distinguishes ResMed communication materials. Like the logo, it has strict guidelines for its use so that consistency is maintained.

In printed materials the anchor bar **must** appear on the **front** and **back** pages.

The tagline should be written, "Global leaders in sleep and respiratory medicine," with no bold or italic styles. It will generally appear reversed out (ie, white text on a blue background) and centered in the anchor bar. On a double-sided document, this should appear on the back page.

In multimedia and onscreen materials where less space is available, the anchor bar is more versatile and can contain other things, such as the ResMed logo, slide title and copyright statements.



Correct placement of the tagline and web address in the anchor bar

The web address is written as www.resmed.com in bold and placed to the right of the tagline. There are four spaces between the tagline and web address.

For region-specific materials the local web address may be used (eg, www.resmed.de for Germany or www.myresmed.com for US patient materials).

In materials where the anchor bar cannot be printed to the edge of the paper (eg, a *Word* document), it should be represented by a line that extends to the printable area of the page (see *Electronic Forms*).

Getting you started

We have provided everything you could possibly need to reach your final destination.

Whether you are writing a letter, a *PowerPoint* presentation or a brochure, you will find these templates an invaluable aid to get to where you want to be. You now have the green light ... so GO!

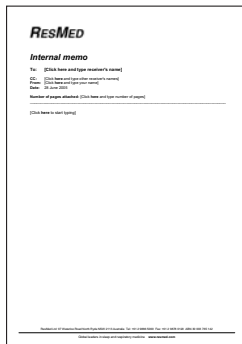


Sending consistent-looking communication out to customers is an important part of the corporate style.

Generic *Word* templates are available for fax, internal memo and electronic letterhead. They should be customized to be region-specific.



Fax template for *Word*



Memo template for *Word*



Electronic letterhead for *Word* in color and black and white



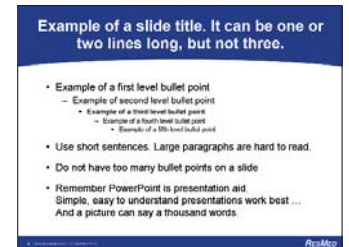
The ResMed *PowerPoint* template has been optimized for viewing on a computer monitor or data projector set to 1024 x 768 pixels. The page setup size is 14.22 x 10.67" (34.14 x 25.6 cm).

When **printing**, remember to select the option *Scale to fit paper*.

Here are some examples of slide layouts.



Title slide



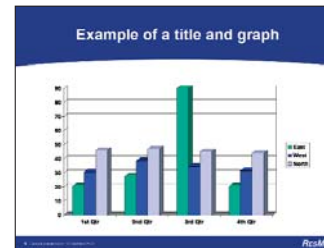
Text layout—bullets



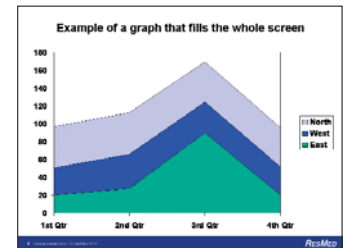
Text and picture layout



Full screen picture layout



Title and graph layout

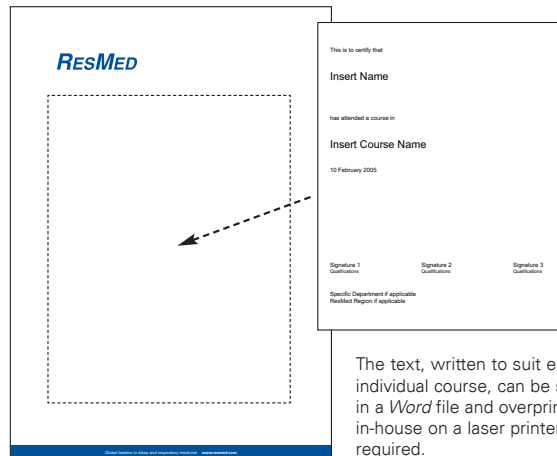


Full screen graph layout

THINGS TO GET YOU STARTED CERTIFICATES

Corporate certificates can be used for any ResMed training course completion or achievement.

A4 and US Letter size templates are available.



The text, written to suit each individual course, can be set up in a *Word* file and overprinted in-house on a laser printer as required.

To save costs the template can be printed in bulk as a shell by an external print company.

Here are some examples of customized certificate shells.



Along the way ...

Promotional items make the journey to Brand Power more enjoyable. More importantly, they get the ResMed name into peoples' hands and homes.

PROMOTING RESMED

Promoting ResMed can be an exciting adventure. Here are some tips for getting it right, first time.

Get a sample

It is a good idea to get a sample of the promotional item you are interested in before you order it. This will ensure it works and reflects the quality of the ResMed brand.

Get an artwork proof

Make sure you have seen and approved an artwork proof before asking a promotional company to go ahead with printing the job.

Pricing

A standard quote includes unit price of the item and delivery. Other costs that may not be quoted include film and proof, number of colors, and/or the number of print positions.

IMPORTANT NOTE

Make sure that you receive a guarantee from the promotions company before beginning. This will ensure you get your money back if the items are not manufactured and delivered as you had requested, or if they do not function as required.

Accepted file formats

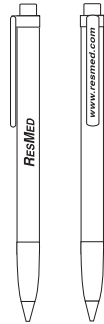
For logos, text and taglines, EPS files are best. High resolution TIFs or JPEGs are also acceptable.

Colors

Read 'The ResMed Look Colors' section on page 10 of this guide for the correct ResMed colors.

Size

Logos and stylized trademarks should be at least 1" (25 mm) in width if possible.



Example of a pen with two print positions



PROMOTING RESMED

Intellectual Property (IP) marks

The correct IP marks (™ and ®) should be on all promotional items. However, this may not always be possible if the print size is too small or the print resolution is not fine enough.

Materials

Embroidery is preferable on clothing, hats and bags made of fabric. Printing, or embossing that is easily replicated, is also acceptable on plastic and nylon bags.

On electronic items, plastics or metals, printing or engraving is preferable.

Before purchasing, make sure you see a working sample.

IMPORTANT NOTE

The ResMed logo must appear on every product or promotional item produced. It must be bigger than other stylized trademarks used on a product or promotional item.

Shipping

Shipped items are charged by weight.

On the shipping paperwork, make sure you include the statement "Samples only. These items are not for sale." Without this statement you could be charged for selling items in the country.

CAUTION

Not all promotional items can be shipped. Items such as food, coffee, wine, Swiss Army® knives, manicure sets and letter openers may cause problems. Before sending, check with the shipping company to make sure the items can be passed by Customs and distributed.



Examples of embroidered logos



Example of printing on electronic devices

When communicating with customers, even the style of writing ResMed uses, helps to strengthen the brand. Consistency is just as important here as it is in design. Please ensure all written materials have been proofread as mistakes reflect negatively on both the individual and the company.

Following directions to the letter



This section is intended as a general guide to English language usage for written communications at ResMed.

Please note that ResMed's global English-only marketing materials are written in US English. For more comprehensive guidelines, please refer to *The ResMed Writing Guide* in Marketing on ResWeb.

Some general guidelines

- Think about the audience you are writing for and pitch your writing at their level.
- Use plain language with simple, user-friendly terminology.
- Avoid unnecessary words, overuse of big words and clichés.
- Include only the information required by the reader. They should not have to contend with unnecessary detail.
- Write precise sentences in the active voice.
- Use short sentences (17 words is a good length to aim for).

Abbreviations and contractions

- On the first appearance of an abbreviation or acronym in a document, write the words in full followed by the abbreviation in parentheses (eg, Apnea Index (AI)).
- Use a lower-case s for plurals (eg, AHIs).
- Use lower case with no full stops (periods) for kg, mm, lb, sec and other units; and for am, pm, et al, BSc, PhD, etc. When used with numbers, these lower-case abbreviations should follow immediately with a space (eg, 11 am, 15 kg, 35 mm, 75 dBA).
- Use full stops with titles (eg, Mr., Ms., Mrs., Dr., etc.).
- Place 'eg' and 'ie' clauses inside parentheses with a comma after the abbreviation.

Apostrophes

- The apostrophe is used to indicate possession (the cat’s whiskers) or a contraction (I don’t know).
- Use “its” to indicate the “it” possesses something. Use “it’s” as a contraction of “it is” (eg, “The cat was cleaning its whiskers. It’s a clean cat.”).

Dashes

- You can use em (—) dashes (Alt+0151) in pairs instead of parentheses. They should be used with no space on either side (eg, Hang them up to dry in the shade—not in the sun—or they will fade).
- Use an en (–) dash (Alt+0150) with no spaces on either side to span two numerals (5–7 cm) or dates (1988–98) or to link adjectives or nouns (Australian–American research team).

Dates

- Because dates are written differently throughout the world, they should be written unambiguously. The preferred form is: January 27, 2005.

Gender-neutral language

- Remove gender-specific terms when the object is neutral or unspecified. It is possible to phrase sentences so they neither prefer one gender nor become too complicated. It is now acceptable to use “they” or “their” to refer to a single person.

Inverted commas (quotation marks)

- Use double quote marks for all quotations, and single quote marks when you include a quote within a quote (eg, “Pediatric masks,” said Dr Simonds, “are not designed for ‘tiny adults,’ but specifically for children.”).
- If there is a full stop or comma directly after a quote, it is included within the quotation marks.

Lists

- Ensure the items in a list have parallel structures (either all nouns, all clauses or all sentences).
- Use bulleted lists for emphasis where the order of the items in the list is not important. Generally, omit punctuation at the end of each item but place a full stop at the end of the last item. Use a colon to introduce the list.
- Use numbered lists when describing a step-by-step process.

Numbers

- Write out numbers from one to ten. Use numerals for numbers from 11 upwards, and for all numbers that include a decimal point or a fraction (eg, 4.25, 4¼).
- Do not compare a fraction with a decimal, so avoid “Use the 7½” or the 20.8” tubing . . .”
- Insert a space between a number and a unit (11 am, 15 kg) but not between a number and a symbol (15°, 5%).
- When writing ranges of large numbers, usually only the last two digits of the second number are required (eg, 115–25, 1950–70). The exception is where the first two numbers are different (eg, 1990–2010).
- Use the sign % instead of percent. But write percentage, not %age.

Spelling and formatting

- Bilevel (no hyphen)
- Follow-up (‘a follow-up visit’) Follow up (‘contact a patient to follow up on their treatment’)
- Healthcare (one word)
- MyResMed (the resource) but www.myresmed.com (website)
- Sleep-disordered breathing (hyphenate the first two words)
- Wellbeing (one word)
- Refer to *Merriam-Webster’s Collegiate Dictionary* for words not indicated in *The ResMed Writing Guide*
- Website

Trademarks

- The ™ (Alt+0153) registration mark should appear for all products the first time the product is mentioned in text or a heading. Consult ResWeb for the correct positioning in the product name.
- An Intellectual Property (IP) statement listing relevant trademarks appears on most printed materials. If any of the mentioned trademarks are registered in the US Patent and Trademark Office, the following statement should also be used: “Registered in US Patent and Trademark Office.” This is applicable, regardless of the region(s) to which that specific material will be distributed.
- If the document is only distributed in the US (not in Canada or Latin America) then the registered trademark symbol ® (Alt+0174) should be used.

Without the benefits of voice, tone or body language, emails can easily be misinterpreted and generate misunderstanding.

Although most emails are sent with the best intentions, these suggested guidelines can help avoid any misunderstanding and ensure effective email communication.

General tips

- ✓ Email is about communication with other people. Read through your message again before sending it. Ask yourself what your reaction might be if you received your own message.
- ✓ Email messages are permanent. Even though you may delete the message from your computer to free up storage space, computer experts are able to retrieve the message from the system.
- ✓ Email is not always the best form of communication—consider phoning or face-to-face contact, whenever possible.

Receiving and responding

- ✓ Think before you write. Carefully compose your response.
- ✓ If you receive a message intended for another person, forward it with a short explanation (don't just ignore it).
- ✓ Assume the good intentions and competence of the sender.
- ✓ When communication seems tense or unclear, consider alternative media to clearly communicate information and intentions; break the cycle of Send and Reply—pick the phone up instead.
- ✗ Do not use the "reply to all" without checking the list of recipients and ccs. In most cases, not every person will need to see your response.
- ✗ Avoid expressing extreme emotion or opinion in an email message. It can generate ill feelings and affect work productivity.

Sending

- ✓ You should use the Arial font for all text and signatures.
- ✓ Create single subject messages whenever possible and stick to the subject.
- ✓ Get to the point quickly! The most important statements should appear in the first paragraph. Details can follow in subsequent paragraphs.
- ✓ Make use of bullets and short paragraphs whenever possible. The more succinct you are, the more likely your message will be:
 - read
 - understood
 - acted upon.
- ✓ Separate opinion from non-opinion. Think about the level of formality you use.
- ✓ Create separate signature files for business and personal use, if necessary. The minimum set of information required for business emails is as follows:
 - Name
 - Job title
 - ResMed
 - International tel no.
 - International fax no.
 - Email address
 - Web address
- ✓ When writing your message, keep your intended audience in mind. Your intended audience will often influence your choice of language and style.
- ✓ Keep the list of recipients and ccs to a minimum.
- ✗ Don't use HTML formatting or images in your external signature. The greeting which looks like *Hi there* on your screen can look like Hi There to the recipient.
- ✗ Never criticize third parties without giving them the opportunity to respond.
- ✗ Don't send an attachment without including the name of the file and the reason the recipient should open it in the body of the text.
- ✗ Don't assume that the recipient of your message has the same programs that you do.
- ✗ Take the time to proofread and use the spell check!

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