

# BrandBook

CORPORATE IDENTITY GUIDELINES



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# GCX Brand

GCX has spent more than 45 years creating fully configurable mounting solutions exclusively for the healthcare industry worldwide. GCX's reliable, durable products provide adjustable positioning, accessibility, and security to accommodate the ergonomic needs of the end user.

## BRAND POINTS OF DIFFERENCE

- Standardization: established in healthcare.
- The industry leaders in quality
- Interchangeable and repurposed components
- Pre-sale support, deployment services and post-sale support

# Logo Standards

The GCX corporate logo is the most immediate representation of our company, our people, and our brand to the world. In keeping with our brand personality, our logo is straightforward and simple.

It is a valuable corporate asset that must be used consistently in the proper, approved forms.

# CORPORATE LOGO

The GCX corporate logo is the most immediate representation of our company, our people, and our brand to the world. In keeping with our brand personality, our logo is straightforward and simple.

## CLEAR SPACE

The minimum clear space for the GCX logo is based on the x-height of the GCX letters. The "x" unit is equal to the x-height of the letters in GCX logotype.



## POSITIONING

GCX logo is prominently positioned in any corner of a page or centered at the top or bottom. The margin is 2 times the x-height to the outside edge. The logo should always be used in a horizontal format unless used as a design element.



## SIZE

The minimum size of the logo is 0.4" in height.



## TAGLINE

When the logo is placed on GCX products it is sometimes not possible to include the smaller letters of "Mounting Solutions". In this case, the tagline may be omitted for this purpose only.



# CORPORATE LOGO - COLORS

The GCX corporate logo is the most immediate representation of our company, our people, and our brand to the world. In keeping with our brand personality, our logo is straightforward and simple.

## LOGO COLOR

The GCX logo is blue or white (reversed out). The logo should always be blue on a light colored background.

If the logo is used in a solution piece, it can be reversed out (white) using the signature color.

Other acceptable, but not preferred, color is black.



## INCORRECT USAGE

- Never use the logo without the tagline "Mounting Solutions"
- Never use drop shadows under the logo.
- Never apply any effects to the logo.
- Never use the logo in any color other than blue, white, or black.
- Never put a frame around the logo.
- Never stretch or otherwise change the shape of the logo.
- Never typeset the logo; always use the logomark.
- Never use the logo in a sentence.



# RESELLER LOGOS

The GCX certified reseller logo is for resellers to use in their marketing materials indicating ownership and endorsement. The GCX reseller logotype must be represented and displayed correctly. Never use the logo with out the Mounting Solutions tagline.

## CLEAR SPACE

The minimum clear space for the GCX logo is based on the x-height of the GCX letters. The “x” unit is equal to the x-height of the letters in GCX logotype.



## POSITIONING

GCX reseller logo is prominently positioned in any corner of a page or centered at the top or bottom. The margin is 2 times the x-height to the outside edge. The logo should always be used in a horizontal format unless used as a design element.



## SIZE

The minimum size of the logo is 0.4" in height.



## BOXED LOGO

When the logo is placed on marketing materials next to the Reseller's Company logo, the GCX reseller logo should be used in its "boxed" format to create separation.



# PARTNER LOGOS

Co-branded pieces may use a partner logo with the GCX logo. The partner logos should be one color and reversed out whenever possible. A single horizontal line should separate the two logos.



# WEB ADDRESS

The GCX web address should be present in all marketing materials.

## USAGE

The preferred location of the web address is in the footer of a marketing piece. The English address should be used for global marketing. The regional addresses should be used on region specific pieces only.

## STYLE

The web address should be typeset using corporate font Franklin Gothic Medium. There is no need for www. to precede the address.

## ADVERTISING

Always use a unique marketing URL for print ads for tracking. It should be short and memorable.

## WEB LOGO

The GCX web logo is no longer used in marketing collateral because it competes with the GCX corporate logo.

---

**gcx.com**

ENGLISH ADDRESS

---

**de.gcx.com**

GERMAN ADDRESS

---

**cn.gcx.com**

CHINESE ADDRESS

---

**jp.gcx.com**

JAPANESE ADDRESS

---

**fr.gcx.com**

FRENCH ADDRESS

---

**es.gcx.com**

SPANISH ADDRESS

---

### MARKETING URL EXAMPLES

**gcx.com/himss15**

**gcx.com/drawings**

**gcx.com/healthcarenews**

# Visual Identity

The purpose of a visual identity is to build familiarity and recognition of the brand beyond the logo. Customers will associate color palette, typography, and imagery with your brand.

# COLOR

Color plays a vital role in the GCX brand. Consistent use of the palette contributes to a lasting impression in a customer’s mind.

## BRAND COLOR RATIO



## PRIMARY COLOR PALETTE

White and Blue are the main colors used for any marketing collateral. Light blue and dark gray are supporting colors and should always play a minor role in establishing a first impression of the piece.



PANTONE®	293	---	298	COOL GRAY 11	COOL GRAY 9	COOL GRAY 7	COOL GRAY 1
CMYK:	100 : 69 : 0 : 4	0 : 0 : 0 : 0	67 : 2 : 0 : 0	44 : 34 : 22 : 77	30 : 22 : 17 : 57	20 : 14 : 12 : 40	4 : 2 : 4 : 8
RGB:	0, 88, 164	255, 255, 255	21, 190, 240	52, 55, 65	95, 99, 105	135, 138, 143	223, 225, 223
WEB:	#0067b1	#ffffff	#67c8ef	#383838	#4f5355	#707579	#e0e2e4

# COLOR - SIGNATURE

Color plays a vital role in the GCX brand. Consistent use of the palette contributes to a lasting impression in a customer's mind.

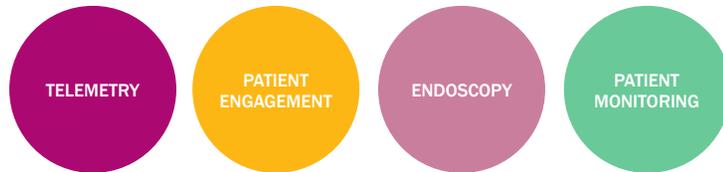
## SOLUTIONS SIGNATURE COLORS

White, Blue, and the signature color are the main colors used for any solution specific marketing. Light blue and dark gray are supporting colors and should always play a minor role in establishing a first impression of the piece.

### VERTICAL SOLUTIONS



PANTONE®	2955	377	158	2665	326
CMYK:	100 : 60 : 10 : 53	50 : 1 : 100 : 20	0 : 62 : 95 : 0	70 : 76 : 0 : 0	81 : 0 : 39 : 0
RGB:	0, 54, 96	116, 163, 20	245, 127, 41	103, 86, 165	0, 181, 175
WEB:	#003e69	#6e9934	#e96a24	#6756a5	#00b5af



PANTONE®	241	7409	7431	346
CMYK:	30 : 100 : 2 : 2	0 : 31 : 100 : 0	19 : 60 : 18 : 0	19 : 60 : 18 : 0
RGB:	176, 28, 135	253, 183, 20	204, 126, 157	204, 126, 157
WEB:	#932b6e	#fdb515	#cc7e9d	#cc7e9d

### HORIZONTAL SOLUTIONS



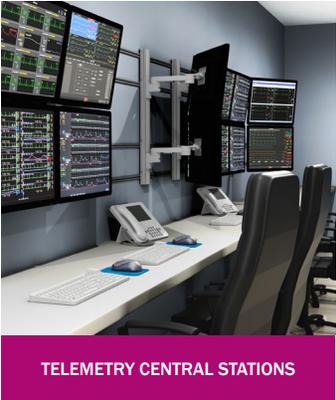
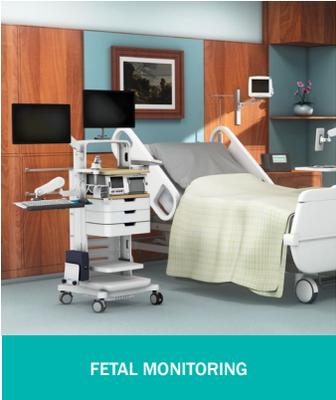
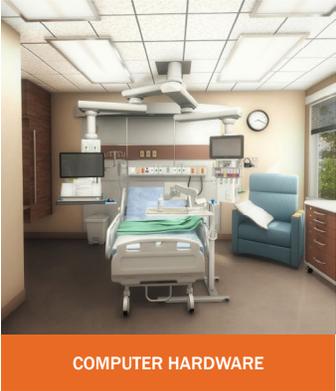
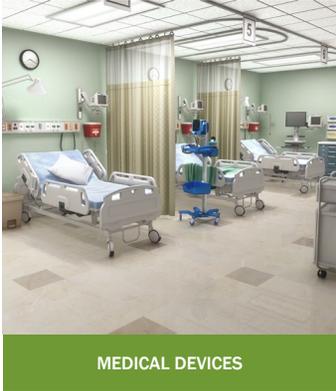
PANTONE®	293	293
CMYK:	100 : 69 : 0 : 4	100 : 69 : 0 : 4
RGB:	0, 88, 164	0, 88, 164
WEB:	#0067b1	#0067b1

# SIGNATURE IMAGES

In addition to color and typography, signature images works to create a lasting impression for the customer. It helps communicate the GCX offering by defining business solutions and putting GCX products in context.

## GCX SOLUTIONS

The signature image and signature color should only be used when communicating the solution.



# TYPOGRAPHY

Consistent typography plays a significant role in maintaining the GCX brand.

## PRIMARY TYPEFACE - FRANKLIN GOTHIC

The primary GCX typeface is Franklin Gothic. Franklin Gothic is used in all printed collateral, packaging, and other marketing materials. It should be used for all major headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890=~!@#\$%^&\*()+[\|:;:'<>?.,/

---

**Franklin Gothic Medium**

LARGE HEADINGS

---

**Franklin Gothic Book**

BODY TEXT  
DIAGRAM & CAPTIONS TEXT

---

*Franklin Gothic Book Italic*

DIAGRAM & CAPTIONS TEXT

## PURCHASE FONTS

GCX cannot distribute the Franklin Gothic font. The font can be purchased from [www.fontshop.com](http://www.fontshop.com).

## SECONDARY TYPEFACE - HELVETICA NEUE

The secondary GCX typeface, Helvetica or Helvetica Neue, is used for on-screen or electronic materials that require universal accessibility or editing or headlines when a thin typeface is needed in contrast with the primary typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890=~!@#\$%^&\*()+[\|:;:'<>?.,/

---

**Helvetica Neue Regular**

ON-SCREEN TEXT

---

**Helvetica Neue Light**

LARGE SUBHEADINGS

---

**Helvetica Neue Thin**

SUBHEADINGS

## WEB FONT - LIBRE FRANKLIN

Our web font is Libre Franklin and is used only for body copy and some headlines on GCX websites. This font is available from [fonts.google.com](http://fonts.google.com).

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890=~!@#\$%^&\*()+[\|:;:'<>?.,/

# LOGOTYPES & TRADEMARKS

## PRODUCT SERIES

GCX has created a signature image for each solution. This helps put GCX products in context and make the solution memorable within the brand. Used with the solutions signature color.



## SOLUTIONS LOCKUP

For use on solution based marketing pieces, the solutions lockup re-enforces "Mounting Solutions".

### Computer Hardware



### Medical Devices



### Perioperative



### OEM Services



### On-Site Services



### Fetal Monitoring



# ICONOGRAPHY

The GCX brand uses small icons and images to create a visual hierarchy, highlight important information, or serve as a navigational element.

## STYLE

One or two color, flat icons. Simple style... consistent with brand personality.



1 COLOR ICONS



2 COLOR ICONS

# Corporate Templates

To assist in communicating the brand through all customer touch points, the following corporate templates are available.

# COLLATERAL TEMPLATES

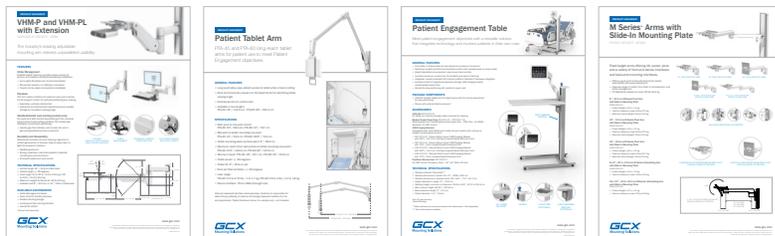
## SOLUTIONS BROCHURE

Includes range of products related to a specific target market.



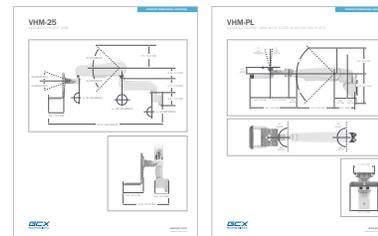
## PRODUCT DATASHEET

Typically one page. Flexible content area.



## DIMENSIONAL DRAWINGS

Can be paired with a datasheet.



## CONFIGURATION CATALOG (ONLINE TOOL)

- Automatically created on gcx.com
- Ready for download
- Can be paired with other collateral



## CONFIGURATION SPEC SHEET (ONLINE TOOL)

- Automatically created on gcx.com
- Ready for download
- Can be paired with other collateral



# EMAIL SIGNATURE

The corporate email signature is as important as any other part of the visual identity.

## DESIGN & LAYOUT

**First Last Name**  
Title  
GCX Corporation

**Office:** 000-000-0000 x000  
**Direct:** 000-000-0000  
**Mobile:** 000-000-0000  
**Fax:** 000-000-0000

3875 Cypress Drive  
Petaluma, California 94954-5635  
[www.gcx.com](http://www.gcx.com)

 *Serving the healthcare community since 1971.*

## HOW TO INSTALL

Visit [gcx.com/signature](http://gcx.com/signature) for detailed instructions on how to install and edit the email signature.

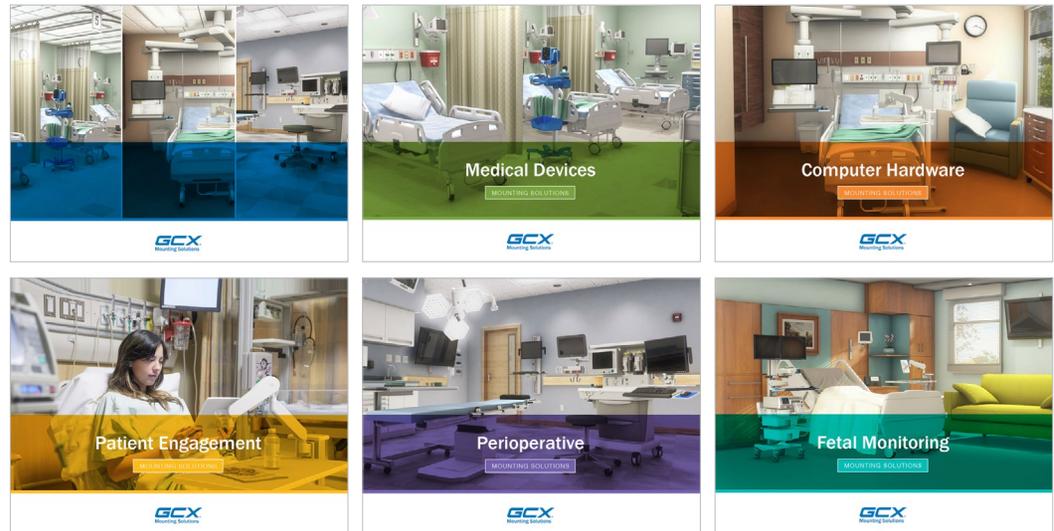
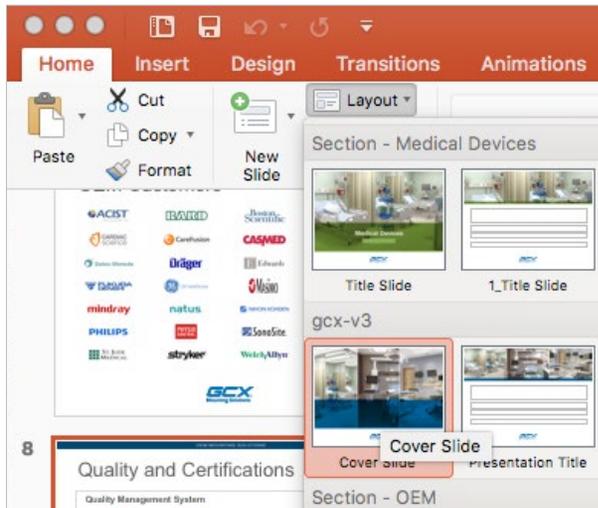
# PRESENTATION TEMPLATE

Powerpoint presentations are critical for face-to-face meetings with prospects and communicating with key stakeholders. In this respect, they're as important as any other marketing materials.

## DESIGN & LAYOUT

The GCX Powerpoint template has generic and solutions designed slides.

All slide types are available in the POTX template.



## SLIDE LIBRARY

A library of pre designed slides are available to use as a starting point.

## DOWNLOAD

The GCX Corporate Presentation Template and Master Slide deck are available at \\gcx.local\shares\Sales Portal\Marketing Materials



# STATIONARY

The main purpose of business stationery is to depict the company in a positive and professional manner and establishing trust.

## PRINT

To request additional printed letterhead, envelopes, presentation folders, or business cards contact [GCXMarketing@gcx.com](mailto:GCXMarketing@gcx.com).



## ELECTRONIC

A Microsoft Word version of GCX letterhead is available at:  
 \\gcx.local\shares\Sales Portal\Marketing Materials

# Editorial & Legal Guidelines

All GCX editorial content should reflect the brand's core value proposition and thought leadership in medical manufacturing and healthcare IT hardware design.

# TRADEMARK GUIDELINES

Even though a trademark symbol is not required, always use the correct trademark symbol with your trademark. A properly used registration mark is viewed as a sign of professionalism and stability.

## TRADEMARKS IN PRINT

GCX® should be trademarked in the first mention in body copy.

The trademark should always be superscripted.

The trademark (logo) must always have a registered trademark.

## TRADEMARK SYMBOLS ON THE WEB

They do not need to appear in the main title or heading of a page.

They should appear in the first mention in body copy.

They should be used on anything that might appear outside of the page (i.e. web banners)

## COPYRIGHT NOTICE

Include a copyright notice and an attribution statement, which may appear in small, but still legible in print, when using any GCX trademarks in any published materials.

### COPYRIGHT IN PRINT

GCX is an ISO 13485:2003 and ISO 9001:2008 registered company (TUV-USA). GCX, PolyMount and PolyQuip are registered trademarks of GCX Corporation. VHRC, VHC, VHM, VHRS, PRC, M Series, and Stor-Locx are trademarks of GCX Corporation. © Copyright 2019

### COPYRIGHT ON WEB

© Copyright 2019

# STANDARD GCX DESCRIPTIONS

25, 50, and 100 word blurbs.

## 25 WORD

GCX Corporation – the leading provider of medical mounting solutions. We partner with you to create functional workspaces, enabling caregivers to deliver the highest quality of patient care.

## 50 WORD

GCX Corporation – the leading provider of medical instrument and IT mounting solutions for the healthcare industry since 1971. We have a unique understanding of the interaction between medical devices, users and healthcare environments. We partner with you to create mounting products that enable caregivers to deliver the highest quality of patient care.

## 100 WORD

GCX Corporation – the world's leading provider of medical instrument and IT mounting solutions for the healthcare industry since 1971. We have a unique understanding of the interaction between medical devices, users, and healthcare environments. We partner with you to create mounting products that enable caregivers to deliver the highest quality of patient care.

In addition to our expertly engineered and customized products, we offer an array of internationally recognized off-the-shelf -medical equipment, customer service and support in order to provide you with the service you have come to expect – visit us today at [www.gcx.com](http://www.gcx.com) and see what GCX can do for you.

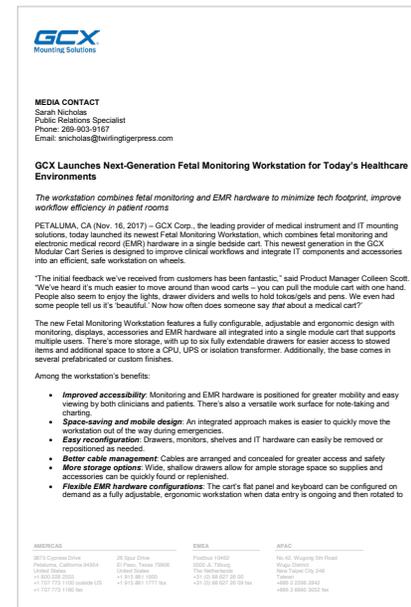
# MEDIA / PRESS

## BOILERPLATE

### About GCX Corporation

Since 1971 GCX has provided durable instrument and IT mounting solutions for the healthcare industry through direct sales and original equipment manufacturers (OEM). Our medical-grade, ergonomically designed solutions are ISO 13485 compliant and can be customized to meet a facility's unique equipment-access needs and encourage greater patient engagement.

## TEMPLATES



**GCX**  
Mounting Solutions

**MEDIA CONTACT**  
Sarah Nicholas  
Public Relations Specialist  
Phone: 209-229-9187  
Email: snicholas@wiringtigerpress.com

**GCX Launches Next-Generation Fetal Monitoring Workstation for Today's Healthcare Environments**

*The workstation combines fetal monitoring and EMR hardware to minimize tech footprint, improve workflow efficiency in patient rooms.*

PETALUMA, CA (Nov. 16, 2017) – GCX Corp., the leading provider of medical instrument and IT mounting solutions, today launched its newest Fetal Monitoring Workstation, which combines fetal monitoring and electronic medical record (EMR) hardware in a single bedside cart. This newest generation in the GCX Modular Cart Series is designed to improve clinical workflows and integrate IT components and accessories into an efficient, safe workstation on wheels.

"The initial feedback we've received from customers has been fantastic," said Product Manager Colleen Scott. "We've heard it's much easier to move around than wood carts – you can pull the module cart with one hand. People also seem to enjoy the lights, drawer dividers and wells to hold loks/sockets and pens. We even had some people tell us it's beautiful." Now how often does someone say that about a medical cart?

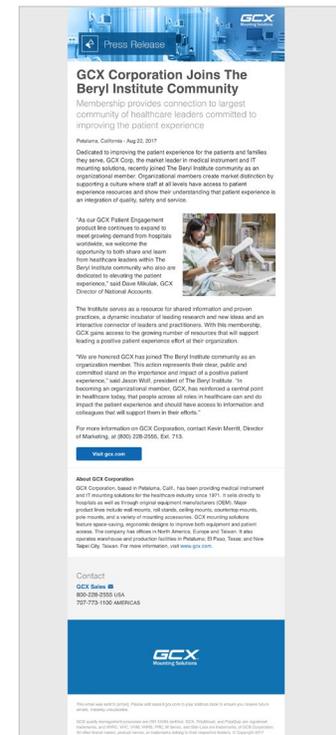
The new Fetal Monitoring Workstation features a fully configurable, adjustable and ergonomic design with monitoring, displays, accessories and EMR hardware all integrated into a single module cart that supports multiple users. There's more storage, with up to six fully extendable drawers for easier access to stored items and additional space to store a CPU, UPS or isolation transformer. Additionally, the base comes in several prefinished or custom finishes.

Among the workstation's benefits:

- Improved accessibility:** Monitoring and EMR hardware is positioned for greater mobility and easy viewing by both clinicians and patients. There's also a versatile work surface for note-taking and charting.
- Space-saving and mobile design:** An integrated approach makes it easier to quickly move the workstation out of the way during emergencies.
- Easy reconfiguration:** Drawers, monitors, shelves and IT hardware can easily be removed or repositioned as needed.
- Better cable management:** Cables are arranged and concealed for greater access and safety.
- More storage options:** Wide, shallow drawers allow for ample storage space so supplies and accessories can be quickly found or replenished.
- Flexible EMR hardware configurations:** The cart's flat panel and keyboard can be configured on demand as a fully adjustable, ergonomic workstation when data entry is ongoing and then rotated to

AMERICAS	EMEA	APAC
3601 Corporate Drive Petaling, California 94954 +1 209-229-9187 +1 707-773-1100 outside US +1 707-773-1188 fax	20 Star Drive St. Paul, Texas 75060 United States +1 214-381-8800 +1 817-981-1777 fax	Prattville 36062 35052, St. Yung Waynes District Prattville, Alabama 36068 Tomball Houston +661 2-2266-0242 +661 2-2266-0253 fax

PRINT



**GCX Corporation Joins The Beryl Institute Community**  
Membership provides connection to largest community of healthcare leaders committed to improving the patient experience.

Petaluma, California, Aug 25, 2017

Dedicated to improving the patient experience for the patients and families they serve, GCX Corp., the market leader in medical instrument and IT mounting solutions, recently joined The Beryl Institute community as an organizational member. Organizational members provide member distinction by supporting a culture where staff at all levels have access to patient experience resources and show their understanding that patient experience is an integration of quality, safety and service.

"As our GCX Patient Engagement product line continues to expand to meet growing demand from hospitals worldwide, we welcome the opportunity to both share and learn from healthcare leaders with The Beryl Institute community who also are dedicated to improving the patient experience," said Dawn Miskala, GCX Director of National Accounts.

The Institute serves as a resource for shared information and proven practices, a dynamic incubator of leading research and new ideas and an interactive connector of leaders and practitioners. With this membership, GCX gains access to the growing number of resources that will support leading a positive patient experience effort at their organization.

"We are honored GCX has joined The Beryl Institute community as an organization member. This action represents their clear, public and committed stand on the importance and impact of a positive patient experience," said Jason Weil, president of The Beryl Institute. "By becoming an organizational member, GCX has reinforced a central point in healthcare today, that people across all roles in healthcare care and do indeed the patient experience and should have access to information and colleagues that will support them in their efforts."

For more information on GCX Corporation, contact Kevin Merritt, Director of Marketing, at (800) 229-2556, Ext. 713.

[Visit gcx.com](#)

**About GCX Corporation**  
GCX Corporation, based in Petaluma, Calif., has been providing medical instrument and IT mounting solutions for the healthcare industry since 1971. With direct sales to hospitals as well as through original equipment manufacturers (OEM), Major product lines include wall mounts, roll stands, ceiling mounts, specialty mounts, goni mounts, and a variety of mounting accessories. GCX mounting solutions feature space-saving, ergonomic designs to improve staff equipment and patient access. The company has offices in North America, Europe and Taiwan. It also operates installation and production facilities in Petaluma, St. Paul, Texas, and Lake Tahoe City, Taiwan. For more information, visit [www.gcx.com](#).

**Contact**  
**GCX Sales**  
800-229-2556 USA  
707-773-1100 AMERICAS

**GCX**  
Mounting Solutions

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EMAIL

# Additional Resources

## QUESTIONS?

Contact marketing at [GCXMarketing@gcx.com](mailto:GCXMarketing@gcx.com)