



# Brand Guidelines

# Contents

**Advancis Overview & History**

**Positioning, Tone, Brands & Trademarks**

**Logo Usage**

**Brand Logos**

**Colour Palette**

**Typography**

**Imagery**

**Graphical Elements**

**Artwork layout examples**



# Advancis Medical: Part of the Brightwake family

Established in 1978 as a family business by Kenneth Allen, Brightwake began trading in sewing machines and textiles, whilst manufacturing textile solutions for specialist applications (such as coffin linings!), in Nottingham's famous Lace Market in the United Kingdom.

Sustained growth facilitated investment in new manufacturing equipment and a move to a new state of the art facility just outside Nottingham in 1983.

Research, development and innovation are at the core of Brightwake's evolution, with the company developing new manufacturing techniques and products for the aerospace and healthcare sectors during the 1990's.

Brightwake continue to produce innovative solutions to the healthcare industry to this day.

Brightwake entered the Advanced Wound Care market in 2004 with the launch of Advancis Medical. The Advancis Medical brand launched with two innovative product ranges - **Activon** 100% Manuka Honey and **Eclipse** Superabsorbers. The first of their type in wound care, the **Activon** and **Eclipse** brands are still going strong today.

During the 00s and 10s, Advancis Medical launched the **Advazorb** foam and **Silflex** silicone ranges. The Advancis Medical brands are now sold worldwide through a network of dedicated distributors.

In 2012 Brightwake entered the surgical device market under the Advancis Surgical brand, with the introduction of **Hemosep**<sup>®</sup> - revolutionary cell salvage.

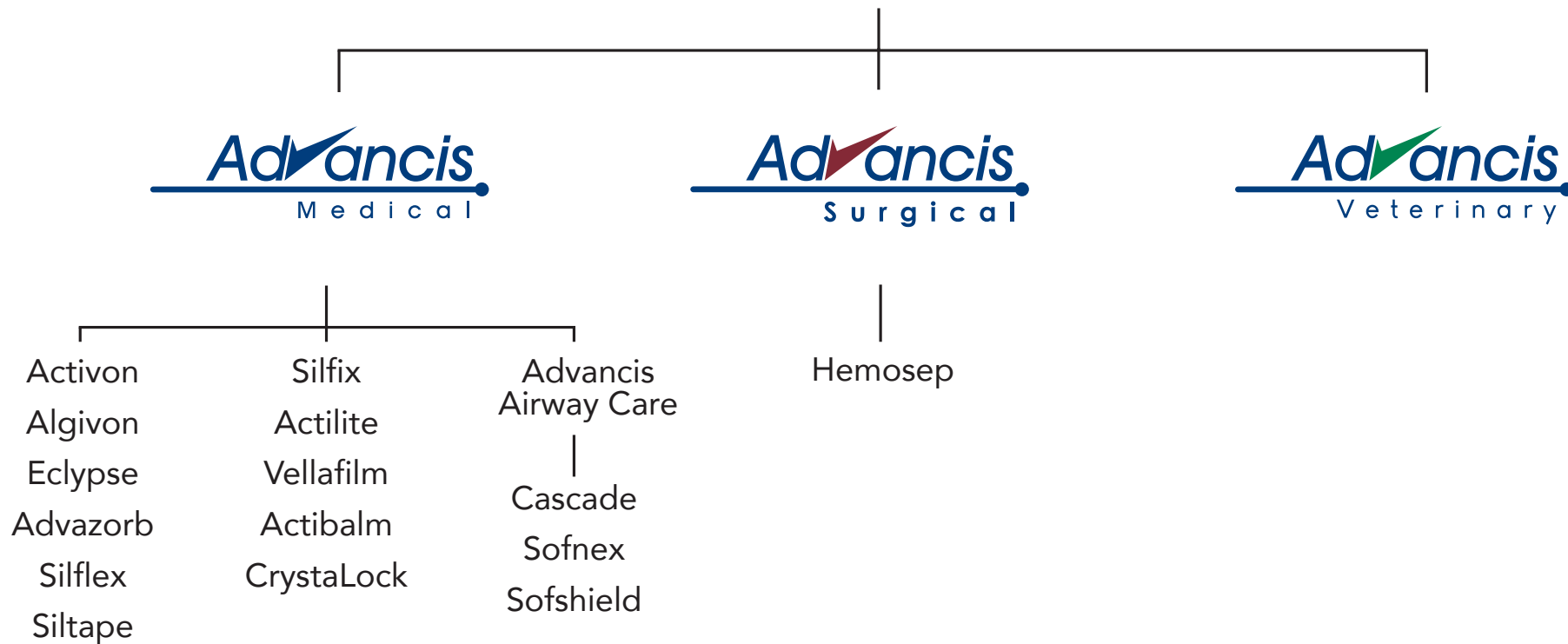
Brightwake remains a successful family business to this day, providing innovative research and development solutions to many industries and distributing own brand healthcare products throughout the world.

## Timeline



- 1978 Brightwake founded
- 1979 New sewing machines & textile products
- 1983 Expansion & new factory/offices
- 1992 OEM airway care manufacturing
- 1993 OEM bandage manufacturing
- 1996 OEM advanced wound care manufacturing
- 2004 Advancis Medical brand launched
- 2004 Activon & Eclipse launched
- 2005 Algivon launched
- 2006 Eclipse Adherent launched
- 2007 Advasil Conform launched
- 2008 Silflex launched
- 2010 Int. logistics & supply chain centre
- 2011 Advazorb launched
- 2012 Advancis Surgical brand launched
- 2013 Hemosop launched
- 2015 Advancis Veterinary launched
- 2016 e-learning platform launched
- 2018 European distribution centre opened
- 2020 Advancis Medical Airway Care range launched

# Brands & Trademarks



# Positioning & Tone of Voice



## **Brand Essence:**

Pioneering and agile

## **Character:**

A partner you can rely on

## **Mission Statement:**

Using innovation to help patients heal

## **Persona:**

Knowledgeable, Inventive, Reliable, Current

***“Advancis Medical's voice defines, communicates, and reinforces our personality.”***

## **Name**

Our name is Advancis Medical. We use Advancis Medical consistently without abbreviation or addition.

## **Verbal Style**

Our verbal style is informative, inviting, and conversational whilst remaining technically accurate. It conveys our passion and tells human stories about how our solutions help people heal and the expertise required to create them. It seeks to inform people by including them in conversations about our brands. In other words, we are talking with people, rather than at people.

# Logo Usage



The Advancis Medical logo should appear on all material featuring Advancis Medical product brands. The preferred logo is the Master Logo and should be used whenever possible.

To remain prominent, the logo must always appear in a defined area of clear space - the exclusion zone.

The exclusion zone is created by adding a measurement equivalent to the height of the letter 'A' from the word 'Advancis' to all sides.

This rules applies to all logo variants across digital and print.

There is no limitation on how large the logo can be displayed, as long as it is appropriate for the size of the material it is appearing on.

In order to maintain legibility, the logo should never appear smaller than the stated minimum print and digital sizes (40mm width for print, 300px width for digital).

Advancis and the Advancis logo are registered trademark in many territories. Any printed or digital material should acknowledge the trademarks with the following statement:

Advancis and the Advancis logo are registered trademarks of Brightwake Ltd. For more information, visit [contact info@advancis.co.uk](mailto:contact@advancis.co.uk)

Master Logo



# Do's and Dont's

## Do:

Keep the same aspect ratio height & width



Ensure there is white space around the logo



Use logo on images with a clear space



## Don't:

Use specific brand colours in the logo



Use incorrect colours



Stretch / distort the logo from original



Use outdated logos



Use logo on busy backgrounds where logo becomes compromised





# Brand Logos - Activon

**Activon** is the brand name for the Advancis Medical Manuka honey range. The products within this range are: **Activon Tube**, **Activon Tulle**, **Algivon**, **Algivon Plus**, **Algivon Plus Ribbon** and **Actilite**. The product names should be used in full without abbreviation or addition.

The Activon Manuka Honey logo should be used on all material featuring products from the Activon range. Each product logo has a strap line – ‘with Activon Manuka Honey’ – which should always be used and creates a strong brand coherence for the Activon range.

The 100% Medical Grade Manuka Honey device should also be used on materials featuring the Activon Manuka honey range.

## Registered Trademarks

**Activon**, **Algivon** and **Actilite** are registered trademarks in many territories. Any printed or digital material should acknowledge the trademarks with the following statement:

*[insert trademarks]* are registered trademarks of Brightwake Ltd. For more information, contact [info@advancis.co.uk](mailto:info@advancis.co.uk)

Main logo (preferred)



White logo on brand colour background



## Primary Activon product range logos



With Activon® Manuka Honey



With Activon® Manuka Honey



With Activon® Manuka Honey



With Activon® Manuka Honey



With Activon® Manuka Honey



100% Medical Grade Manuka Honey Device

## Secondary Activon product range logos



With Activon® Manuka Honey



With Activon® Manuka Honey



With Activon® Manuka Honey



With Activon® Manuka Honey



With Activon® Manuka Honey



# Examples of **Activon** branded materials

Product logo including 'With Activon Manuka Honey' strapline

Activon Manuka Honey logo

**Activon Product Range**

**Activon Tube**  
With Activon® Manuka Honey

**Activon Tulle**  
With Activon® Manuka Honey

**Algivon**  
With Activon® Manuka Honey

**Algivon Plus**  
With Activon® Manuka Honey

**Actilite**  
With Activon® Manuka Honey

**100% MEDICAL GRADE MANUKA HONEY**

100% Medical Grade Manuka Honey device

Activon Manuka Honey logo

**Choose the right Activon Manuka Honey product**

Activon Tube	Algivon/Algivon Plus	Activon Tulle	Actilite
<ul style="list-style-type: none"> <li>• Broad Spectrum Anti-microbial</li> <li>• Use in cavities, PEG sites, tracheostomy sites</li> <li>• Use to remove slough and necrotic* tissue</li> <li>• Top-up other Activon Manuka Honey dressings</li> <li>• Reduces Malodour</li> </ul>	<ul style="list-style-type: none"> <li>• Broad Spectrum Anti-microbial</li> <li>• Use on wet, infected wounds</li> <li>• Use to remove slough</li> <li>• Algivon Plus Ribbon available for cavity wounds</li> <li>• Reduces Malodour</li> </ul>	<ul style="list-style-type: none"> <li>• Broad Spectrum Anti-microbial</li> <li>• Use on shallow wounds</li> <li>• Use to soften and remove necrotic* tissue</li> <li>• Reduces Malodour</li> </ul>	<ul style="list-style-type: none"> <li>• Broad Spectrum Anti-microbial</li> <li>• Use on dry, infected wounds</li> <li>• Use on wounds at risk of infection</li> <li>• Reduces Malodour</li> </ul>

\*If the wound is ischaemic, seek advice before rehydrating

Always use an appropriate secondary dressing to manage wound exudate levels

**100% MEDICAL GRADE MANUKA HONEY**

100% Medical Grade Manuka Honey device

# Brand Logos - Eclypse



**Eclypse** is the brand name for the Advancis Medical superabsorber range. The products within this range are: **Eclypse**, **Eclypse Non-Backed**, **Eclypse Adherent**, **Eclypse Adherent Sacral**, **Eclypse Border**, **Eclypse Boot**, **Eclypse Foot** and **Eclypse Contour**. The product names should be used in full without abbreviation or addition. The Eclypse logo should be used on all material featuring products from the Eclypse range.

The Eclypse range benefits from Advancis Medical's unique CrystaLock Technology. The CrystaLock Technology device should be used on materials featuring the Eclypse product range. Some products in the Eclypse range benefit from Advancis Medical's soft silicone, Silfix Technology. The Silfix Technology device should be used alongside products that feature Silfix Technology.

## Registered Trademarks

**Eclypse**, **CrystaLock** and **Silfix** are registered trademarks in many territories. Any printed or digital material should acknowledge the trademarks with the following statement:

*[insert trademarks]* are registered trademarks of Brightwake Ltd. For more information, contact [info@advancis.co.uk](mailto:info@advancis.co.uk)

## Eclypse product range logos



Main logo (preferred)



White logo on brand colour background



CrystaLock Technology Device



Silfix Technology Device



# Brand Logos - Advazorb

**Advazorb** is the brand name for the Advancis Medical absorbent foam range. The products within this range are: **Advazorb**, **Advazorb Silfix**, **Advazorb Border**, **Advazorb Sacral**, **Advazorb Heel** and **Advazorb Areola**. The product names should be used in full without abbreviation or addition. The Advazorb logo should be used on all material featuring products from the Advazorb range.

Some products in the Advazorb range benefit from Advancis Medical's soft silicone, Silfix Technology. The Silfix Technology device should be used alongside products that feature Silfix Technology.

## Registered Trademarks

**Advazorb** and **Silfix** are registered trademarks in many territories. Any printed or digital material should acknowledge the trademarks with the following statement:

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Advazorb product range logos

**Advazorb**  
BORDER

**Advazorb**  
SILFIX

**Advazorb**  
SACRAL

**Advazorb**  
HEEL

**Advazorb**  
Areola

Main logo (preferred)

**Advazorb**

White logo on brand colour background

**Advazorb**

Silfix Technology Device



# Brand Logos - Silflex

**Silflex** is the brand name for the Advancis Medical soft silicone wound contact layer. The product name should be used in full without abbreviation or addition. The Silflex logo should be used on all material featuring Silflex.

Silflex benefits from Advancis Medical's soft silicone, **Silfix** Technology. The Silfix Technology device should be used alongside Silflex.

## Registered Trademarks

**Silflex** and **Silfix** are registered trademarks in many territories. Any printed or digital material should acknowledge the trademarks with the following statement:

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Silfix Technology Device



Main logo (preferred)

The word "Silflex" in a bold, purple, sans-serif font.

White logo on brand colour background

The word "Silflex" in a white, bold, sans-serif font, centered within a solid purple rectangular background.

# Brand Logos - Other products

**Siltape** is the brand name for Advancis Medical's soft silicone tape.

**Vellafilm** is the brand name for Advancis Medical's film dressing.

**Advasil Conform** is the brand name for Advancis Medical's silicone gel sheet for scar management.

Siltape, Vellafilm and Advasil Conform all benefit from Advancis Medical's soft silicone, Silfix Technology. The Silfix Technology device should be used alongside Siltape, Vellafilm and Advasil Conform.

**Actibalm** is the brand name for Advancis Medical's lip balm with Activon Manuka Honey.

## Registered Trademarks

**Siltape**, **Vellafilm**, **Advasil Conform**, **Actibalm** and **Silfix** are registered trademarks in many territories. Any printed or digital material should acknowledge the trademarks with the following statement:

*[insert trademarks]* are registered trademark of Brightwake Ltd. For more information, visit [contact info@advancis.co.uk](mailto:contact info@advancis.co.uk)

Silfix Technology Device



Main logos (preferred)

**Siltape**

**Vellafilm**

**Advasil  
Conform**

**Actibalm**

White logo on brand colour background

**Siltape**

**Vellafilm**






**Advasil  
Conform**






**Actibalm**






# Colour Palette






These core colours are used in the Advancis Medical and its products logos, and the create the overall feel of the brand.






To ensure a consistent brand identity, whenever materials are printed or reproduced digitally, they must conform to these colour guidelines.

	<b>Pantone 281C</b>		
	CMYK	RGB	
	100	0	
	72	62	
	0	126	
	32		

	<b>Pantone 472C</b>		
	CMYK	RGB	
	0	251	
	34	180	
	52	128	
	0		

	<b>Pantone 138C</b>		
	CMYK	RGB	
	0	245	
	42	160	
	100	26	
	1		

	<b>Pantone Cyan C</b>		
	CMYK	RGB	
	100	0	
	0	174	
	0	239	
	0		

	<b>Pantone 2593C</b>		
	CMYK	RGB	
	58	130	
	90	63	
	0	152	
	0		

# Typography

Century Gothic is the typeface family used for all headers and Avenir is used for body text in printed literature as well as online and in email correspondence.

In any situation where Avenir is not available, Arial should be used as a substitute.

There is no maximum size limitation for text, but it should never appear smaller than 5pt.

## Font - Headers

Century Gothic - Regular / **Bold**

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  
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 !

## Font - Body Copy

Avenir - Book / Roman / **Medium** / **Black**

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  
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 !

Arial - Regular / **Bold**

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  
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



# Imagery

Advancis Medical imagery includes:

- Clear product images on plain white backgrounds
- In situ images on patients
- Images of patients in daily life

Advancis Medical prides itself on putting the patient at the centre and imagery used on each element should reflect 'helping patients heal'.



# Graphical Elements

Advancis uses specific shape patterns to achieve the aesthetic of the brand.

The shapes that make up the graphical 'swoosh' are to remain unchanged, however the angles can be manipulated, moved up and down, to allow for a more stylistic look. For cover pages, the graphical elements can appear more prominently on the page, however for inner pages/pages with a lot of text, the elements must be kept minimal and towards the bottom of the page.

The colours of the 'swooshes' can change depending on the application, for example when being used with Eclipse, then the cyan can be applied. If you are using one of the brand colours for both of the 'swoosh' shapes, then the smaller one will need to be darker than the other one by adding 20% black to the CMYK values.



# Artwork Examples

**Activon**  
Manuka honey

**Advancis**  
Medical



## The natural alternative to silver






For more information on why you should choose **Activon Manuka honey** over silver contact Advancis Medical on **+44(0)1623 751 500** or email **Info@advancis.co.uk**



[www.advancis.co.uk](http://www.advancis.co.uk)

### Wound Healing Optimisation with Advancis Medical

	Wound Bed Preparation			Wound Healing	
	Infection	Necrosis	Slough	Granulating	Epithelialising
Aim	 Prevent & manage infection	 Remove necrotic tissue	 Remove slough Manage exudate	 Manage exudate Protect	 Protect
Primary Dressing	Activon® Manuka honey	Activon® Manuka honey	Activon® Manuka honey	Eclipse® Advazorb® Silflex®	Advazorb® Silflex®
Secondary Dressing	Eclipse® Advazorb®	Eclipse® Advazorb®	Eclipse® Advazorb®	Eclipse® Advazorb®	Advazorb®



NEW

## Advazorb Areola

**The protective and secure breast dressing developed with clinicians**

- No more 'patchwork' dressings
- Low friction backing to prevent uncomfortable snagging on clothes
- Reduced dressing time and associated patient discomfort
- Central hole to prevent pressure on the nipple including incisions to accommodate larger nipples
- Designed for patient comfort
- Silflex soft silicone adhesive for atraumatic removal

