



Drucker Diagnostics

Branding and Style Guide

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Introduction

As Drucker Diagnostics continues to grow, it becomes increasingly important to maintain a consistent brand and style across all platforms. From print catalogs to product listings, our visual identity is responsible for creating lasting first impressions and continuing to generate trust, confidence, and excitement among our valued partners. To do this, we have created an official Branding and Style Guide.

This document has been carefully designed for both internal and external use. We hope these guidelines give you a strong idea of who we are and how we make people safer, healthier, and more productive.

Last updated: September 2022



Who is Drucker Diagnostics?

45 words (321 characters)

Drucker Diagnostics makes people safer, healthier, and more productive through better centrifugation: if you've ever had a blood test, that blood was likely spun in a Drucker Diagnostics centrifuge first. Drucker Diagnostics serves patients in laboratories, hospitals, blood banks, clinics, and facilities around the world.

58 words (409 characters)

Drucker Diagnostics makes people safer, healthier, and more productive through better centrifugation: if you've ever had a blood test, that blood was likely spun in a Drucker Diagnostics centrifuge first. Offering a selection of centrifuges designed, built, and supported in the USA, Drucker Diagnostics serves patients in laboratories, hospitals, blood banks, clinics, and other facilities around the world.

Branding and Lingo

Drucker Diagnostics can be referred to as a singular noun (“Drucker Diagnostics is...”) or an adjective (“the Drucker Diagnostics brand”). The name should always appear in title case.

Our product names have been carefully selected and must not deviate from their official styling in any way (see right). For more information on each individual product, please see its dedicated page in this style guide.

- 10** DASH Centrifuges
- 11** HORIZON Centrifuges
- 12** 600 Series Centrifuges
- 13** Blood Banking Centrifuge
- 14** BOOST Centrifuges

Correct

Drucker Diagnostics

HORIZON
HORIZON 6
HORIZON 6 Flex

DASH Apex
DASH Flex 12

SERO 12

BOOST 2+ Flex

Incorrect

Drucker

Horizon
Horizon 6
HORIZON Flex 6
Horizon Flex 6
HORIZON FLEX

Dash Apex
Dash APEX
DASH APEX
DASH FLEX 12
Dash Flex 12
Dash FLEX 12

Sero 12
SERO-12

Boost 2+ Flex
Boost2+ Flex

Copy Guidelines

All copy should be conversational without being overly casual. Our target audience is well-educated in the medical and laboratory science field and will benefit from in-depth, high-level information on our products, but be careful with over-using technical jargon.

DO keep our target audience in mind:

- Medical professionals (doctors, nurses, etc.)
- Sales/distributor reps
- Lab directors

DO use specific product information:

Spin 75-100 mm (3-10 mL) tubes without switching tube holders or adding cushions.

DON'T make unverified claims:

Drucker Diagnostics' DASH centrifuges spin STAT blood samples with more accuracy than any competitor.

DO use an Oxford comma:

Drucker Diagnostics offers laboratory centrifuges, lockboxes , and dry hematology products.

Logo Usage

The Drucker Diagnostics logo is eye-catching and recognizable. It should be featured prominently throughout all marketing materials to ensure strong and consistent branding.

The Drucker Diagnostics logo can be used with or without our tagline and is available in four color variations: full-color, grey, black, and white (not pictured).

Always use the original logo artwork. Do not distort, rotate, or modify the logo in any way. The Drucker Diagnostics icon must be included.

With Tagline

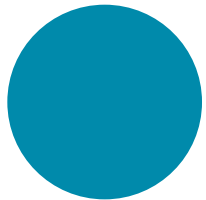


Without Tagline

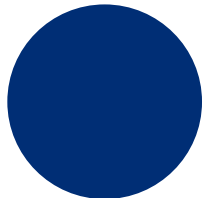


Color Palette

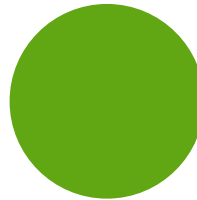
The Drucker Diagnostics color palette was carefully selected to convey a clean, modern, and professional visual tone. Be sure to use these colors in all print and web designs.



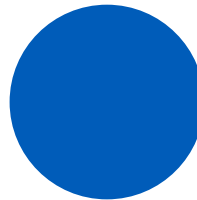
Drucker Logo Teal
RGB 0 138 171
CMYK 100 23 29 1
PANTONE 3135 C
#008aab



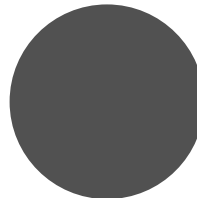
Drucker Logo/600 Series Navy
RGB 0 45 116
CMYK 100 87 27 19
PANTONE 288 C
#002e75



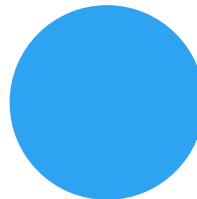
DASH Green
RGB 97 166 14
CMYK 67 12 100 1
PANTONE 369 C
#61a614



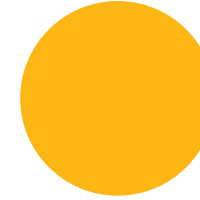
HORIZON Blue
RGB 0 92 185
CMYK 100 62 7 0
PANTONE 300 C
#005cb9



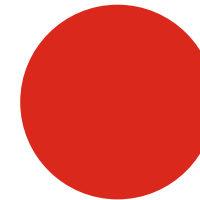
Slate Grey
RGB 81 81 81
CMYK 65 57 56 34
PANTONE 7540 C
#515151



Blue (Web Only)
RGB 46 163 242
CMYK 67 25 0 0
#2ea3f2



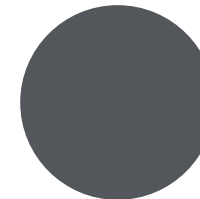
SERO Gold
RGB 254 182 0
CMYK 0 31 100 0
PANTONE 7549 C
#feb600



BOOST Red
RGB 218 41 28
CMYK 0 81 86 14
PANTONE 485 C
#da291c



Light Grey
RGB 232 232 232
CMYK 8 6 6 0
PANTONE Cool Gray 1
#e8e8e8



Deep Grey
RGB 83 86 90
CMYK 66 57 52 29
PANTONE Cool Gray 11C
#53565a

Print Typefaces

Our logo and color palette are not the only elements that make up the Drucker Diagnostics brand. Our print and web typefaces help to create a unique and consistent visual identity and present information in a clear, easy-to-read way.

When designing print materials, various styles and weights of Helvetica Neue should be utilized. The condensed family is used most frequently, with the bold, oblique style for emphasizing headlines.

Aa

Helvetica Neue Bold Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Helvetica Neue Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Helvetica Neue Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Helvetica Neue Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Product Photos

Our centrifuges look good! Why wouldn't we want to present them in the best way possible?

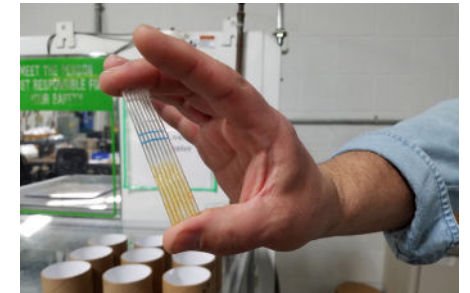
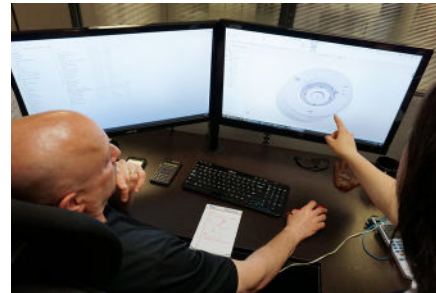
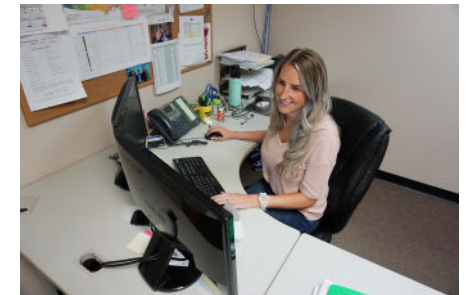
Our products should always be displayed in a way that shows the Drucker Diagnostics logo. Alternate views (i.e. top-down, close-up) may be used on a case-by-case basis to illustrate specific features.

Always be sure to use the most recent product photos. These can be found in Drucker Diagnostics' Knowledge Library.

Other Imagery

When choosing images for use in print or online, we aim to utilize original photos as frequently as possible. Stock photography should be used sparingly, or selected from our established media library.

Manufacturing and on-site photos should emphasize real, relatable people hard at work in our USA-based operation centers. This is one of our greatest strengths and most important values as a company.



DASH Centrifuges

Discover a better way to spin STAT with Drucker Diagnostics' DASH centrifuges, available in Apex ("Set & Lock") and Flex (programmable) models. DASH should always be written using all capital letters. Apex, Flex and/or Coag should be written in title case. When specifying a single model, be sure to use the following formula:

DASH + Model + Capacity

Available Models:

- DASH Apex 6
- DASH Apex 12
- DASH Apex 24
- DASH Flex 12
- DASH Flex 24
- DASH Coag

Key Selling Points:

- Reduce turnaround time (TAT)
- Lid light indicates cycle status (ready, running, done)
- Use in an array in accessioning to eliminate wait time



HORIZON Centrifuges

Drucker Diagnostics' HORIZON routine centrifuges provide powerful chemistry, coag, PPP, and urine processing. HORIZON should always be written using all capital letters. Flex should be written in title case. When specifying a single model, be sure to use the following formula:

HORIZON + Tube Capacity + Modifier

Available Models:

- HORIZON 6
- HORIZON 6 FA
- HORIZON 6 Flex
- HORIZON 6 Flex FA
- HORIZON 12
- HORIZON 12 Flex
- HORIZON 24
- HORIZON 24 Flex

Key Selling Points:

- “Set & Lock” (preset) vs. Flex (programmable)
- Lid light indicates cycle status (ready, running, done)
- 6, 12, and 24 tube capacities, 75-100 mm (3-10 mL)



600 Series Centrifuges

The 600 Series includes our simplest, easiest to use, and most affordable centrifuges. When referencing a specific unit, include the word “Model” before the model number on first reference. The model letter must always be capitalized, and there should never be a space between the model letter and number (see below).

Available Models:

- Model 642E
- Model 642B
- Model 642M (mobile)
- Model 614B (fixed angle)

Key Selling Points:

- A great value, many features at an affordable price
- Easy to use (single-speed or preset, simple interface)
- Well-suited for reference labs, sample collection points, urgent care, and physician offices



SERO 12 Blood Bank Centrifuge

The SERO 12 uses the same rotors (and functions the same as) BD's discontinued SeroFuge™, the world's most popular blood banking centrifuge. SERO should be written using all capital letters. Separate the model and max tube capacity ("12") with a space, **not** a hyphen, as shown below:

SERO 12

If referring to the BD SeroFuge, be sure to use the trademark symbol (™) on first reference.

Key Selling Points:

- Compatible with all BD SeroFuge rotors
- Facilitates high-quality blood grouping and cell washing
- Lid light indicates cycle status (ready, running, done)



BOOST Centrifuges

Drucker Diagnostics' BOOST centrifuges are adjustable capacity centrifuges designed to fit extra-large buckets. BOOST should be written using all capital letters. Separate the model and number modifier with a space, but do not use a plus sign when separating the number and plus sign, as shown below:

BOOST 2+ Flex

Key Selling Points:

- Extra-large buckets fit the biggest devices, and a wide variety of inserts ensure a perfect fit for anything smaller
- Reliability you can trust
- Unbelievable support



Product Line Reference Sheet

DASH



DASH Apex 6



DASH Coag



DASH Apex 12



DASH Flex 12



DASH Apex 24



DASH Flex 24

HORIZON



HORIZON 6 FA



HORIZON 6



HORIZON 12



HORIZON 24



HORIZON 6 Flex FA



HORIZON 6 Flex



HORIZON 12 Flex



HORIZON 24 Flex

Product Line Reference Sheet

600 Series



Model 642E



Model 642M



Model 614B

FIXED ANGLE



Model 642B

SERO



SERO 12

BOOST



BOOST 2+ Flex



BOOST 4+ Flex