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TERMS & CONDITIONS

The Physio™ brand is a valuable asset of Physiotherapy Corporation.

The use of the trademarks, trade names, service marks, logos or images of Physiotherapy Corporation (collectively the “Physio Marks”) contained in the Physio Branding Guidelines are limited to these guidelines. If you have any questions, please contact the Physio Marketing Department.

As a partner and brand ambassador, we all are required to comply with these Physio Branding Guidelines. It is essential that our brand is represented correctly and we must ensure that the standards are implemented properly and consistently.

These Physio Branding Guidelines define consistent guidelines and standards for using the names, logos and imagery ascribed to all Physio entities and services outlined and apply to all advertising and promotional materials, regardless of their source of funding.

Approval Process

The Physio Marketing Department needs to review and approve the content of any advertisement, collateral or promotional materials containing the Physio wordmark, logo or imagery prior to it being released. Please allow a minimum of five (5) business days for the review process to occur. Please submit all materials and direct any questions about use of Physio Marks to: marketing.department@myphysio.com

The **Physio** Brand

Ready.

What's a brand?

A brand is more than a name or a logo. It is more than a specific product. It is the spirit of a company, a representation of quality and a promise.

Products change, improve or are replaced by new products that are better, faster or less expensive, but a brand can endure. Take the example of Sony. They have launched new lines of television sets to keep pace with changing technology. The once state-of-the art Trinitron® televisions have been retired, but the Sony® brand continues as strong as ever, drawing loyal customers and new customers to their ever expanding array of products under the Sony® brand.

The guidelines that govern communications for Physio products and services are part of a much larger effort — to build awareness, understanding and preference for the Physio brand and Physio products and services in the markets in which we compete. To build a brand that endures.

Building an enduring brand

A brand is a shorthand representation — often communicated in a single word or symbol. It represents everything a company stands for.

The brand's representation communicates our promise. It translates to an individual's "gut feeling" about a product, service or organization. It is memorable and distinctive and creates a recognizable personality that gives life to our company, our services and our culture.

Consistency is everything

Achieving the goal of an enduring brand requires a conscious, coordinated, consistent approach to communications and behavior. That approach is based on the understanding that every choice and every decision — not advertising or collateral alone — communicates something to someone about the Physio brand.

When the brand's messages are developed ad hoc, focused solely on the needs of the moment, they have no lasting impact and represent a short-sighted use of scarce marketing dollars.

When messages are delivered within a consistent framework and reinforce the brand's promise and personality, their impact can be leveraged to boost awareness and heighten brand recognition and preference. Promotional dollars work twice as hard, serving short-term sales goals as well as longer-term objectives for the brand.

Set.

Physio Brand Essence

A brand needs four things to be effective:

Distinctiveness:

How can we stand out from the rest?

Brevity:

We have 2.5 seconds to make an impression

Appropriateness:

Suitable yet bold

Memorable:

Vibrant enough to stay in the hearts and minds of people.

*Keeping these cornerstones in mind,
we set out to create our brand.*

Physio Brand Personality

Empowering Movement at the Speed of Life:

That's what we do.

We are strong, yet flexible. We push people to strengthen, achieve and reach their goals; yet we are empathetic and encouraging when the climb is steep and the road is long.

We care. We motivate. We empower.

Our brand represents movement and strength. It is vibrant and confident. It is empowering.

What the Physio Brand Represents

Symbolism:

Simple yet modern and elegant. It demonstrates linked connections in fluid movement, representing the interconnectivity of our relationships with our patients, our physicians and our employees.

Style:

Abstract, Bright, Memorable, Instills action and excitement. Captures holistic view of health and wellness. Bold, Confident, Secure. Seizes our position as the leader in our industry.

Typography:

Clean, Sharp, Bold. Can stand on its own.

Color:

Contemporary combinations of Blue, Green and Orange

Go!

Physio Brand Advantage

With Physio's national footprint, we are one of the largest providers of physical & occupational therapy and orthotic and prosthetic solutions. Our current conglomeration of facility names and logos does not reveal the strength of our company as a whole. Our patients may not be aware of the depth and breadth of services that are available, provided by some of the most respected and talented professionals in the industry. Our referring physicians may not realize the scope of services that are available for their patients; and our investors may not recognize the fiscal power of the Physio brand.

A strong brand comes with advantages:

Higher Market Share:

Valued brands acquire loyal customers who recruit more customers to the brand.

Free Advertising:

Customers of valued brands become ambassadors who spread positive word-of-mouth at no cost.

Lower Cost of Sales:

Customers of valued brands come back! As a result, acquisition costs are spread over a long term relationship.

Value:

Customers pay more for a valued brand as they have higher value and lower risk than lesser known alternatives.

We value our brand and the advantages it can provide to us.

In fact, it is so important to us that we have registered our logo and tag lines. Live Better, Work Smarter, Play Harder is registered for our use only. Empowering Movement at the Speed of Your Life is also registered. We take these promises seriously. They represent our brand look and brand personality – they represent who we are, what we do and what we mean to our patients.

PSYCHOLOGY OF COLOR

Blue:

Suggests fiscal responsibility, inspires confidence, most popular and second most powerful color, bright shades represent trust, security, faithfulness and dignity

Orange:

Vibrancy and warmth, instills sense of action and excitement, implies health, suggests endurance, and ambition, appeals to a wide range of people, both male and female

Green:

Associated with health and wellness, suggests freedom, healing and tranquility, is calming, refreshing, easy on the eyes

THE PHYSIO BRAND PROMISE

Our logo embodies what we promise – Interconnectivity of our relationships with our patients, physicians and employees

A holistic view of health and wellness

A confident leader in our industry

Fiscally responsible & confident

Healing & Tranquility

Vibrant & Ambitious

A BRAND PROMISE IS BEST REPRESENTED THROUGH ITS TAGLINE.

Our tagline helps us to tie our brand together to demonstrate what we do best - How each day we help our patients achieve extraordinary results.

***live** better. **work** smarter. **play** harder.*

Live focuses on how the services we provide make a difference in the ordinary tasks of daily life some which are sometimes monumental for our patients. It speaks to all age groups and gender.

Through prevention and early intervention, as well as quick return to work from injuries we help people to work smarter.

Whether you are a weekend warrior, high-school athlete or professional athlete, we provide the best-in-class sports performance enhancement programs and injury rehabilitation.

Physio Logo

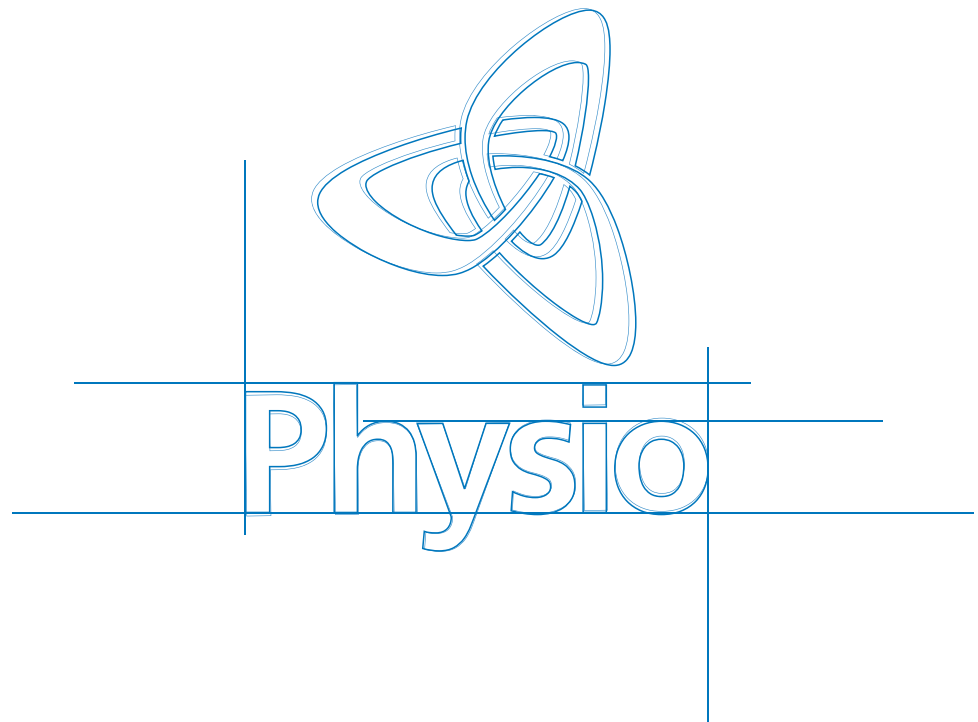
CORE PHYSIO BRAND

By outlining our brand personality, brand promise and brand advantages:

You can see that considerable time and effort has been put into the development of a look and feel that represents who we are, what we do and where we want to go. It was not a haphazard choice. It was well thought-out, researched and tested to make sure that the visual impact and message are interconnected, easily identifiable and resonate with a positive energy.

Because the elements of the brand are very specific (shapes, colors, sizes, backgrounds), it is imperative that brand guidelines be adhered to in order to maintain the integrity of the brand. It is for this reason that we are providing these detailed brand guidelines that identify the proper way to use our logo and define the exact fonts and colors.

Of course, your Marketing Department is always here to help with projects, requests for marketing collateral and assistance with anything brand related.



SUB-BRANDS

Listed below are our key subbrands.

While Physio is the core brand, several sub-brands exist, united by the Physio Logo Mark.



TRANSITIONAL SUB-BRANDS

Listed below are our Transitional Sub-brands.



HORIZONTAL AND VERTICAL LOGO USE

Physio core brand is being used as an example. We have both variations for all brands.



Horizontal Logo

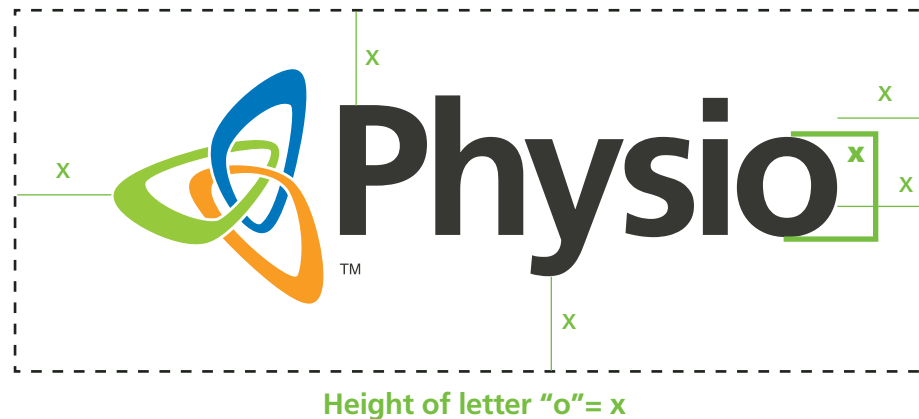


Vertical/Stacked Logo

CLEAR SPACE & SIZING

Logo clear space

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



Logo minimum size

The height of the logo should not be less than one-half inch in any application, shown Logo minimum size here in actual size.



LOGO COLOR VARIATIONS & BACKGROUND APPLICATIONS

Color logos and its preferencers



Color	Blue	Orange	Green	Grey
PANTONE®	3005C	1375C	375C	447C
CMYK (Print)*	100 46 2 0	0 45 96 0	46 0 100 0	68 60 65 55
RGB	0 116 200	255 158 21	148 213 0	55 57 53
Hex (Web)	#0074c8	#ff9e15	#94d500	#373935

*Color variations in the CMYK equivalent for the above mentioned PANTONE colors may occur. In order to achieve the closest color match, suggest you use these values. Use the PANTONE chip for absolute color matching accuracy.

Full color



Black & White/Grayscale



Reversed



White



LOGO MISUSE

Examples of most common mistakes of the logo use.



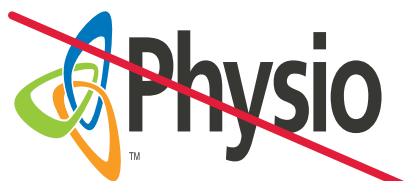
Do not rearrange



Do not replace font



Do not delete parts



Do not horizontal or vertical
expand or contract



Do not drop shadow



Do not outline



Do not recolor



Do not minpulate text or icon



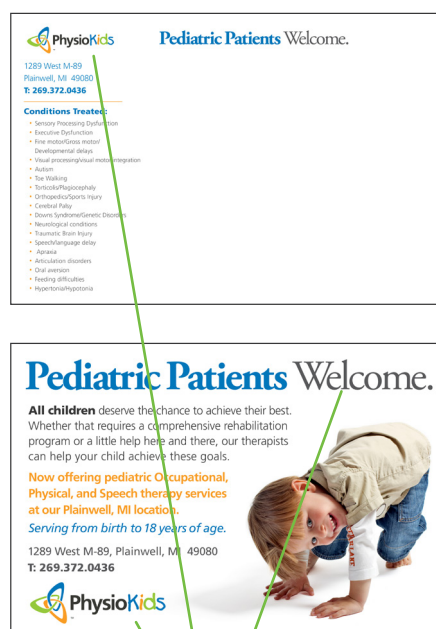
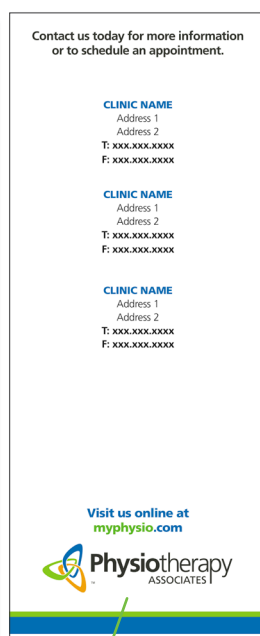
Do not place on color background.
Black white or gray only.

LOGO PLACEMENT

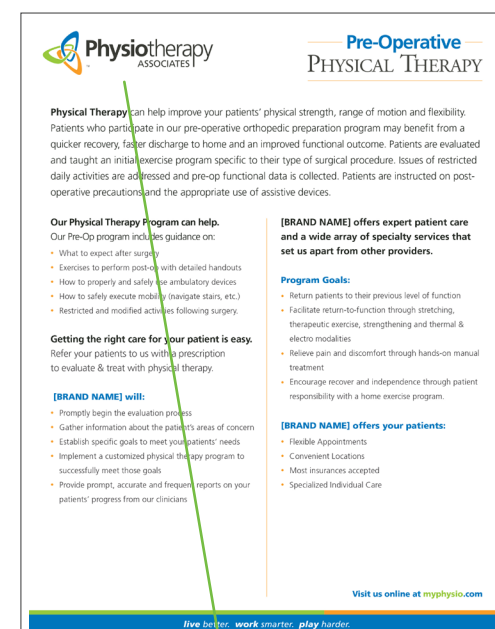
Here are some examples of preferred placement of the logo on marketing materials.



Brochures logo is centered on front and back.



Postcards logo can appear in these areas

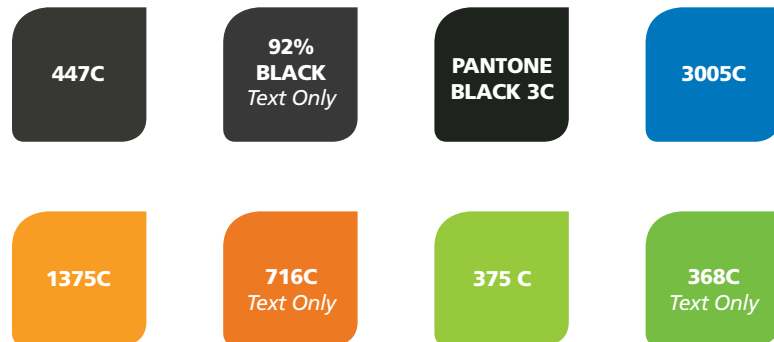


Infosheets upper left

Graphic Elements

COLOR PALETTE

To preserve the Physio logo's integrity, please ensure that the correct color references are used at all times by following the guidelines. PANTONE is the recognised industry standard color referencing for guide for the reprographics and printing industry.



Color	Blue	Orange	Green	Grey
PANTONE®	3005C	1375C	375C	447C
CMYK (Print)*	100 46 2 0	0 45 96 0	46 0 100 0	68 60 65 55
RGB	0 116 200	255 158 21	148 213 0	55 57 53
Hex (Web)	#0074c8	#ff9e15	#94d500	#373935

*Color variations in the CMYK equivalent for the above mentioned PANTONE colors may occur. In order to achieve the closest color match, suggest you use these values. Use the PANTONE chip for absolute color matching accuracy.

OFFICIAL TYPEFACES

Consistency in the use of typography plays an important role in reinforcing our brand. Typography, including headlines and body copy should be produced in such a way that that is easy to read so no vital information is missed. There are key considerations when selecting typefaces, as we produce and use a wide range of advertising and printed material which has to appeal to a diverse audience. We have selected the Frutiger family of fonts as our primary typeface and Adobe Garamond Pro to be used as the secondary typefaces because of their flexibility and clarity in reproduction.

Frutiger font family

Frutiger® Std 45 Light
Frutiger® Std 46 Light Italic
 Frutiger® Std 55 Roman
Frutiger® Std 56 Italic
Frutiger® Std 65 Bold
Frutiger® Std 66 Bold Italic
Frutiger® Std 75 Black
Frutiger® Std 76 Black Italic
Frutiger® Std 95 Ultra Black
 Frutiger® Std 47 Light Condensed
 Frutiger® Std 57 Condensed
Frutiger® Std 67 Bold Condensed
Frutiger® Std 77 Black Condensed
Frutiger® Std 87 Extra Black Condensed

Adobe Garamond Pro font family

Adobe Garamond Pro Regular
Adobe Garamond Pro Bold
Adobe Garamond Pro Italic
Adobe Garamond Pro Bold Italic

Webfonts : Microsoft Suite Approved Fonts

Arial
Arial Italic
Arial Bold
Arial Bold Italic
 Verdana
Verdana Italic
Verdana Bold
Verdana Bold Italic

TAGLINE TREATMENT



Are locked up with logos with appropriate positioning already

<p>ent a customized physical therapy program to fully meet those goals prompt, accurate and frequent reports on your s' progress from our clinicians</p>	<ul style="list-style-type: none">• Convenient Locations• Most insurances accepted• Specialized Individual Care
<p>Visit us online at myphysio.com</p>	
<p><i>live better. work smarter. play harder.</i></p>	

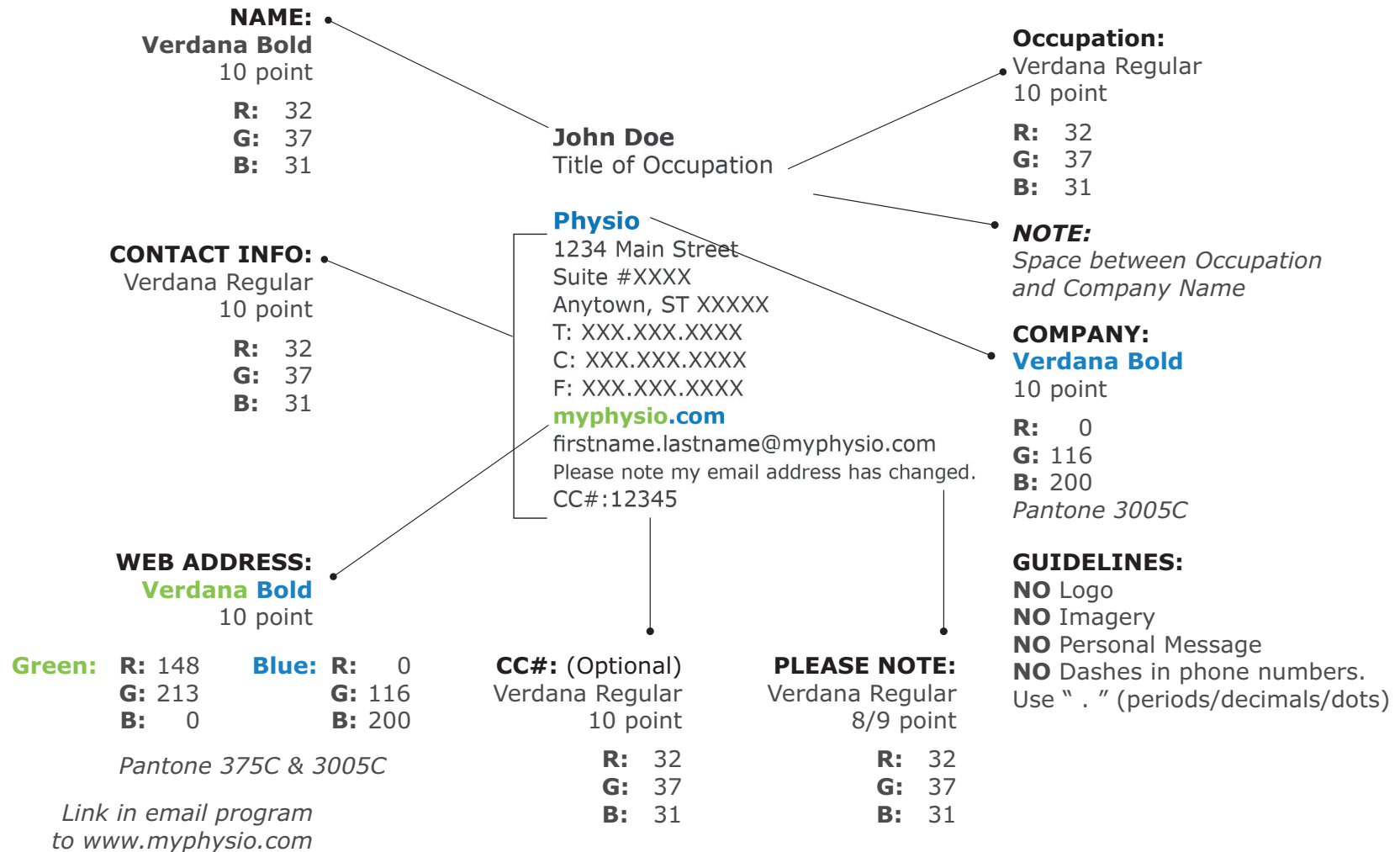
live better. work smarter. play harder.

Reverse or white in bottom bands, black or grey backgrounds.

Visual Elements

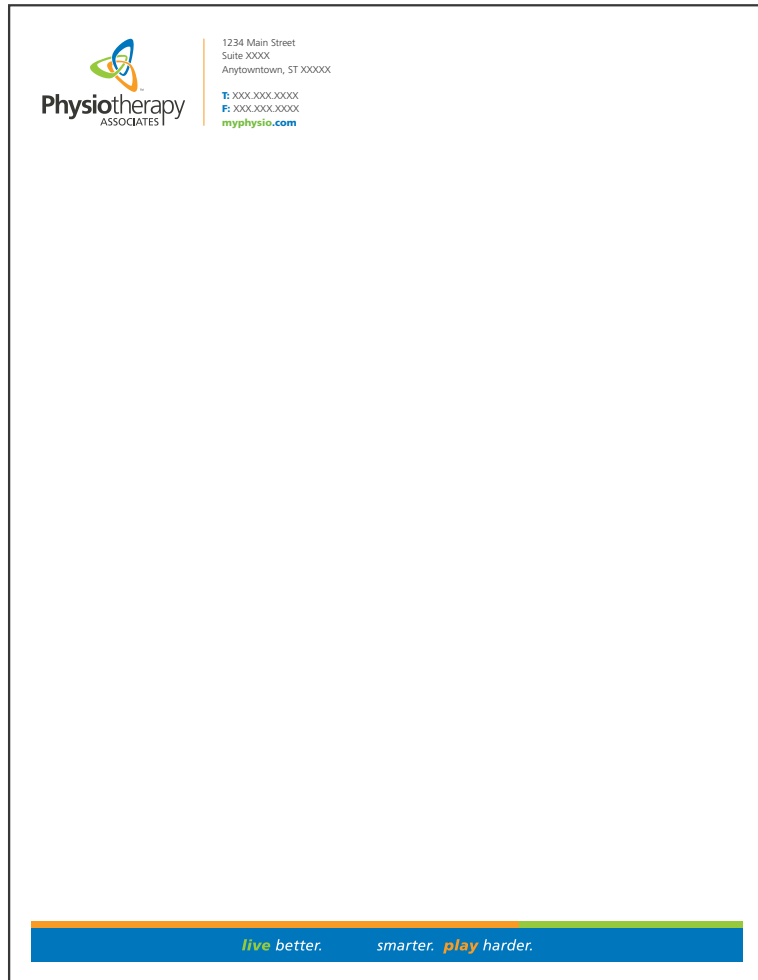
EMAIL SIGNATURE

Here is an example of how the e-mail signature block supports the the new brand look.



STATIONARY & BUSINESS CARDS

Here are examples of our letterhead and business cards. These and other essentials are available through our custom print site at Staples.com.



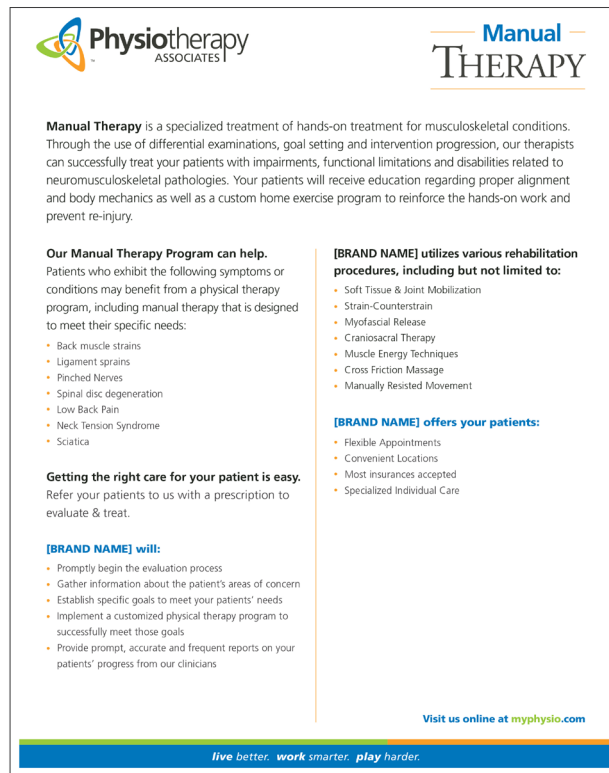
COLLATERAL BY AUDIENCE

Print collateral is available in these three specific formats making it easy to select the appropriate marketing piece for each audience. These materials can be customized with clinic specific information and are available at Staples.com



Potential Patient Collateral

Tri-fold brochures that are colorful and informative, customizable with an individual clinic address or a market backer.



Current Patient Education

"Booklet" format in 5.5"x8.5" bifold that provides current patients with care & use instructions or valuable tips to make their therapy sessions more successful.



Physician Info Sheet

A flat, 8.5" x 11" informative page with the look of a "white paper" for physician reference, customizable with a market sheet backer.

IMAGERY



Vertical Layout



Horizontal Layout

Photographs should be bright, lively, with talent looking towards the camera. High resolution 300 dpi a full size if possible. Nothing dark or sepia. Please ask to see our current library that has various fields and categories. Round edge's for framing, but all edges do not have to be of the same radius.

***live** better. **work** smarter. **play** harder.*

myphysio.com

