

**RaySearch  
Laboratories**

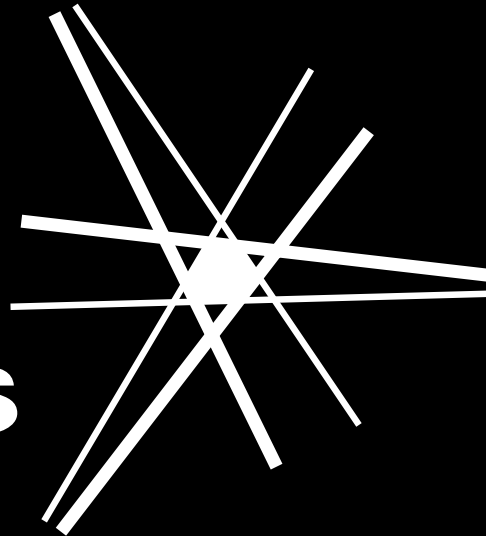


## Our **corporate logo**

The RaySearch logotype is a clean and simple graphic representation of radiation treatment “rays” being delivered to a tumor. RaySearch technology enables treatment delivery machines to deliver adaptive radiotherapy to cancer cells in an effective way from multiple angles for maximum efficiency.

# RaySearch Laboratories

Logotype



Icon

The white RaySearch logo is used against a black or dark background or against a photo.

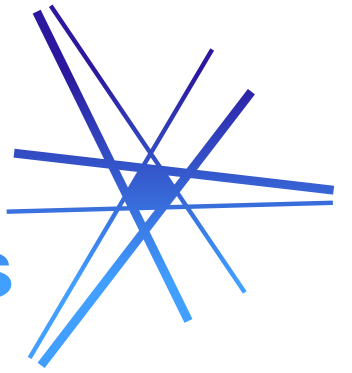
» The logo is a core component of our brand identity and should be used correctly in all corporate communication.

# RaySearch Laboratories



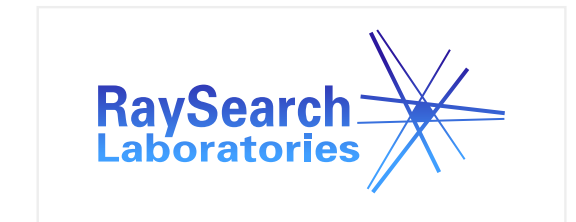
The black RaySearch logo is used when printing in black and white or on white or lighter color backgrounds.

# RaySearch Laboratories



This color version of the RaySearch logo is to be used on white backgrounds only.

## » correct usage examples



Our **product logos**

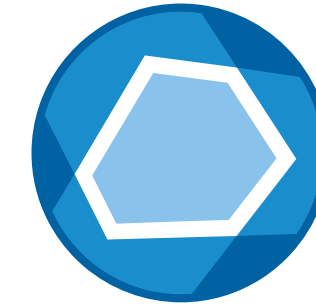
Icon

# RayStation

Logotype

The white RayStation logo is used against a black or dark background or against a photo.

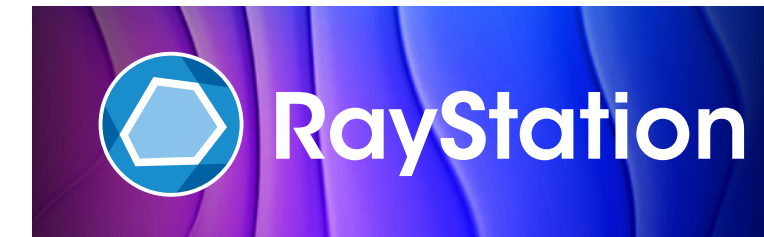
- » All our RaySearch product logos have their own logotype and branding. The product logotypes may not be distorted or modified in any way. They should never be recreated – always use the original files to ensure it is correct. When in doubt, contact the marketing department.



# RayStation

The blue RayStation logo is used against a white or light background.

## » correct usage examples



Our **product logos**

» The product logotypes may not be distorted or modified in any way. They should never be recreated – always use the original files to ensure it is correct.



Our **brand promise**  
**logotype**

»» Our brand promise is available as a logotype file (eps or png). This should not be recreated in a different typeface.

ADVANCING  
CANCER  
TREATMENT

Logotype

Our **brand promise**  
**and RaySearch logotype**

»» The brand promise and logotype should be used together in our marketing communication materials such as advertisements, event agendas, etc. Consistency of use and placement is important to maintain. The example below shows correct usage and placement.

ADVANCING  
CANCER  
TREATMENT



Examples

Our logo guidelines –  
**incorrect logo usage**

Here are a set of examples of what to avoid. Always maintain the integrity of our logo designs.



Do not distort the logo, ensure it is scaled proportionally.



Do not change the color.



Do not alter the scale of the logotype and/or icon.



Do not use the logo on a busy background or same color background as the logo.



Do not rearrange the elements of the logo.



Do not use the logo on a busy background or same color background as the logo.

»» These examples apply to all our logos.

Our **logo guidelines**

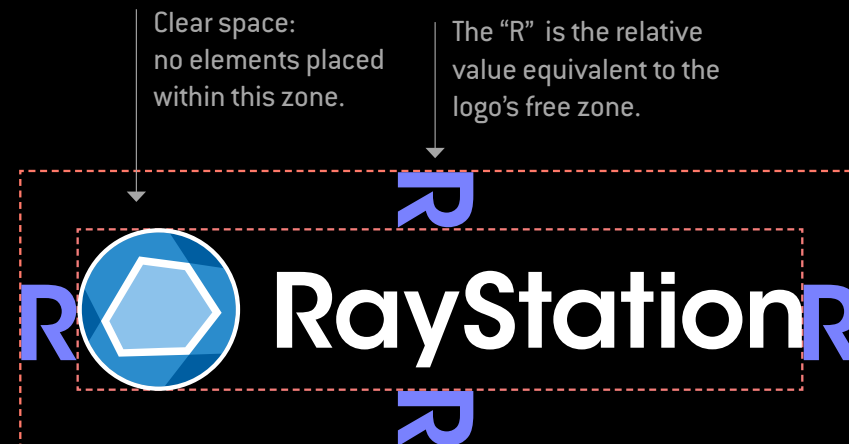
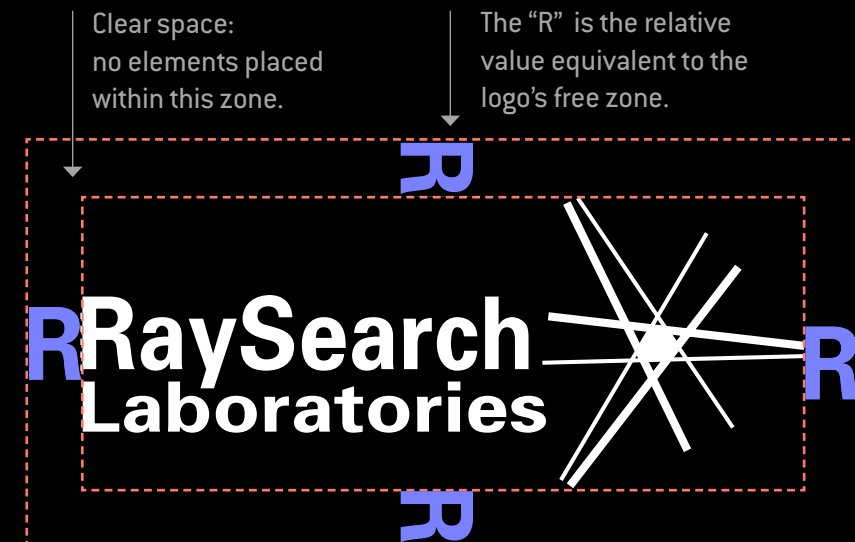
»» **Minimum size**  
This is a guide for minimum size usage. Circumstances may vary and please contact marketing for questions.

|                                                                                                                      |                                                                                                                    |                                                                   |
|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <br>20 mm wide minimum (print)    | <br>20 mm wide minimum (print)  | For all logos, the minimum size is 56 px wide for digital output. |
| <br>17.5 mm wide minimum (print)  | <br>20 mm wide minimum (print)  |                                                                   |
| <br>16.5 mm wide minimum (print) | <br>20 mm wide minimum (print) |                                                                   |

## Our logo guidelines – clear space for all logos

The minimum clear space distance to elements surrounding the logo is dictated by a relative distance corresponding to the “R” in all our logos.

**R** Use the R in all our logos as a clear space reference



## Our **partners** – co-branding

Sometimes our logotype may be used together with a partner logo. Aim to keep the look uncluttered and ensure that the logotypes are similar in size and visually balanced. The RaySearch logo should be placed to the left of the partner logo.



- » Co-branding logos require approval  
All co-branded logos must be approved and reviewed by the marketing department.

