

**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**



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

Logotype

Icon

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



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



The 2-color RaySearch logo is currently being updated. Please use the black and white version for most scenarios, or contact the marketing department for guidance.

» correct usage examples



Our **4 main products logos and “taglines”**



RayStation

Comprehensive cancer
treatment planning



RayCare

The next generation oncology
information system



RayCommand

A unified treatment
control system



RayIntelligence

Advancing cancer treatment
through machine learning

Products



RayStation

Comprehensive cancer
treatment planning



RayCare

The next generation oncology
information system



μ-RayStation

Planning and evaluation
for pre-clinical research



RayCommand

A unified treatment
control system



RayPlan

Fast, efficient and
straightforward to use



RayIntelligence

Advancing cancer treatment
through machine learning

Other RayStation Products

Solutions

Machine Learning

Intelligent treatment planning

Professional Services

Support for every step of the way

Our **product logos**



Icon

RayStation

Logotype

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

- All 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 correctness. When in doubt, contact the marketing department.



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 correctness.





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 examples 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.



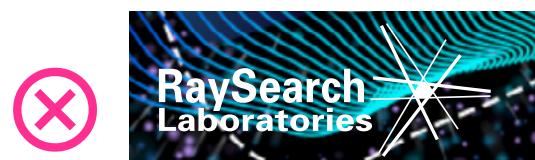
Do not distort the logo, ensure it is scaled proportionally.



Do not change the color.



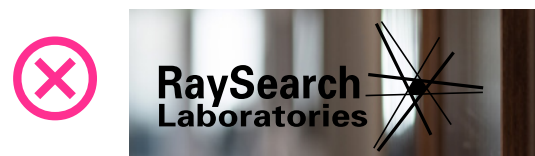
Do not alter the scale of the logotype and/or icon.



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.



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» correct usage examples



Our **logo** guidelines

» Minimum size

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



20 mm wide
minimum
(print)



20 mm wide
minimum
(print)



17.5 mm wide
minimum
(print)



20 mm wide
minimum
(print)



16.5 mm wide
minimum
(print)



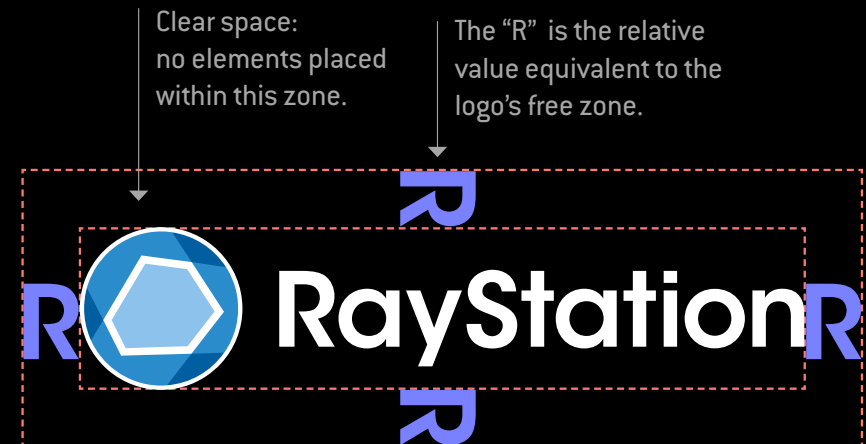
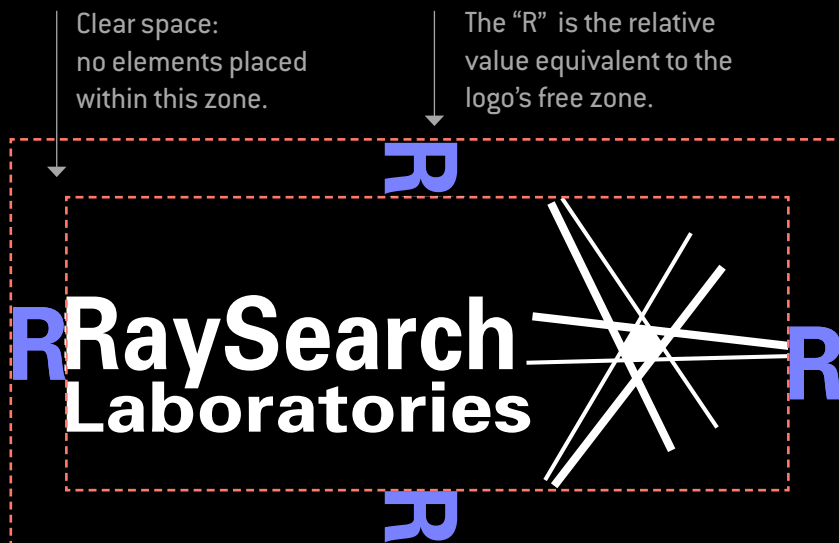
20 mm wide
minimum
(print)

For all logos, the
minimum size is 56 px
wide for digital output.

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-branded logos require approval

All co-branded logos must be approved and reviewed by the marketing department.

