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**SimuEYE**

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STYLE GUIDE FOR CONSISTENT BRANDING

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# Brand Kit & Guidelines.



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## ON THE PRESS

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SimuEYE works with Industry.

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## MARKETING MATERIALS

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EDUCATIONAL RESOURCES

### SIMULEYE SIMULORHEXIS REVIEW FROM DR. LORENZ KUSKE



[SimuEYE Creator Lab](#)

## INSIGHTS INTO SURGICAL SIMULATION

[Insights Into Surgical Simulation](#)

07.14.20

### SimuEYE BIO Shield Launched

Source: SimuEYE

SimuEYE SimuEYE BIO Shield

f t in G+ e

SimuEYE Ophthalmic Surgical Training Models has launched the SimuEYE BIO Shield, which is designed to protect eye care professionals and patients.

### SimuEYE BIO Shield Launched

happened into place on an indirect or be mounted to a wall.



SimuEYE at ASCRS 2022  
Annual Meeting

“

“Practice on SimuEYE, Perform on Patients!”

“

“Training Surgeons, Supporting Industry, & Improving Outcomes.”

Training Surgeons  
Supporting Industry  
Improving Outcomes

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PROPER WORDING

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CORRECT USE OF THE NAME.

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PROPER WORDING

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SimulEYE

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INCORRECT WORDING

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SimulEye 

simuleyes 

SimulEYES 

Simul eyes 

Simul EYES 

SIMULEYE 

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## SimulEYE's MANIFESTO

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Gone are the days of “see one, do one, teach one”.

Today, exponential advances in VR, surgical simulation models, and other simulators enable surgeons to gain transferable skills in a stress-free and extremely realistic environment before operating on patients.

One of the greatest joys of our Founder, Dr. Stoll, is being able to help train surgeons on a large scale to help ophthalmic industry partners implement their technology, and ultimately help advance the field of ophthalmology and improve patient outcomes.

*That's where "Practice on SimulEYE, Perform on Patients" was born.*

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## SimulEYE's BRAND VOICE

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### **APPROACHABLE**

An approachable brand voice makes customers want to be around you. When your customers feel like you “get” them, they will open your emails, check out your content, and join your community.

### **EDUCATIONAL**

Whether it is a resident about to perform their first case or an experienced surgeon looking to incorporate a new technique, as a company we are reliable and informative, using open, honest language. We are unbiased and apolitical, drawing our audience into the conversation by using active voice and the first and second person ('we' and 'you').

### **OFFICIAL TONE**

We are the leader in Ophthalmic Surgical Eye Models. We use authoritative, realistic language without being condescending or pompous. Take an evidence-based approach – concentrate on conveying factual information rather than seeking to connect with the audience on an emotional level.

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PROPER LOGO PLACEMENT

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APPROVED AREAS

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FOR PRINT



FOR ONLINE



FOR OTHER MATERIALS

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## FONT GUIDE

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Our brand font is:  
Montserrat

We use variations for  
secondary and tertiary  
headings such as:  
Montserrat Bold,  
Montserrat Semi-Bold, and  
Montserrat Regular.

*\*This font is a web font and  
it's not exclusive to  
SimulEYE.*

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## PRIMARY

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**Headings, subheadings, titles, and large areas**

### Montserrat Semi-Bold

Aa

Montserrat Regular  
Montserrat BOLD

abcdefghijklmnopqrstuvwxy  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

SimuEYE

# Practice on SimuEYE, Perform on patients.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



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## SimuEYE COLOR COMBINATIONS

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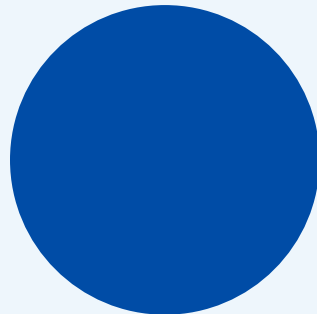
### FOR DIGITAL AND PRINT

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## LIST OF APPROVED COLORS

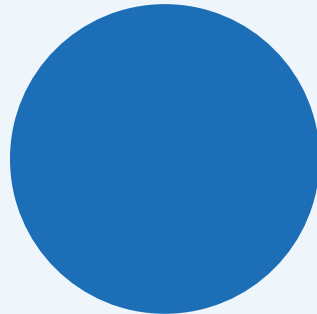
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These are the only colors approved to use when creating artistic graphics, imagery, flyers, and printed materials.



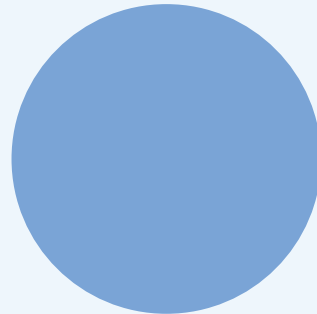
**COBALT BLUE**  
HEX CODE  
#004CA6

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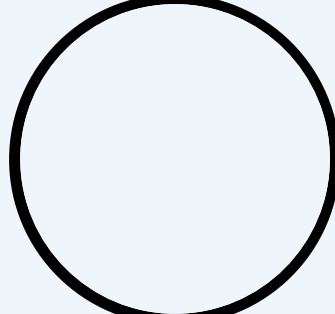
**SPANISH BLUE**  
HEX CODE  
#1C6EB7

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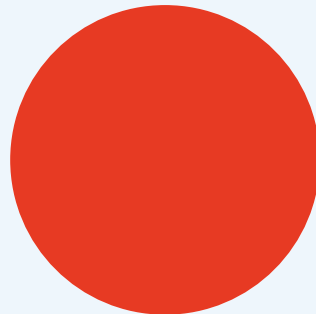
**LITTLE BOY BLUE**  
HEX CODE  
#7AA4D6

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**ALICE BLUE**  
HEX CODE  
#EEF6FC

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**CINNABAR**  
HEX CODE  
#E73A23

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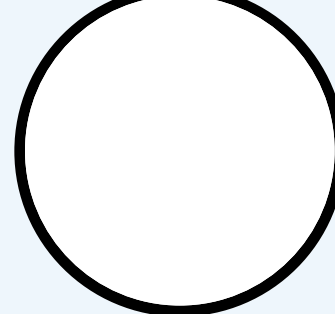
**VIVID SKY BLUE**  
HEX CODE  
#00CCFF

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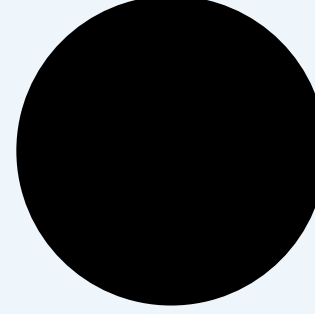
**SPRING GREEN**  
HEX CODE  
#0CF574

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**WHITE**  
HEX CODE  
#FFFFFF

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**BLACK**  
HEX CODE  
#000000

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## CONTACT INFORMATION

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### WEBSITE

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