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This document will provide every element to apply the Adapttech brand correctly.

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649

 adapttech Adapt
Tech

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Adapttech is a biomedical startup that develops products to help people, that suffered an amputation of a lower limb, to recover their mobility faster and with better comfort by providing better tools to help the prosthesis technician.

The current method for prosthetic fitting relies on a trial and error methodology. This is extremely time consuming, and the outcome varies depending on patient's feedback and the prosthetist's level of intuition and experience. This process can be painful and frustrating to the patient. Adapttech aims to eliminate the trial and error methodology and bring better tools to health professional to provide better care to their patients.

Adapttech's needed a new logo that would represent the company spirit, mission and market. This brief offered a challenge between the balance of being a startup company where there is a youthful and dynamic spirit that leads technology development and the seriousness of developing for the healthcare market that is very demanding and typically with very contained graphics.

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adapttech[®] Adapt
Techn

LOGO CONCEPT

Adapttech developed a product to help people that lost a leg to recover their mobility faster and with better comfort by providing better tools to help the prosthesis technician. Normally, an amputee had gone through a very traumatic experience, because of health reasons, accidents or war injury, is a sensible subject that needs to be treated very seriously. The process for prosthetic fitting relies on a trial and error methodology that can be very tiring and painful for the patient. Our goal is not to be the cure or the solution of a problem but the fix for it. We adapt existing technologies to provide better care and comfort working around the problem. With our technology, we aim to eliminate the methodology and provide better tools to technicians to provide better care to their patients

Adapttech felt the need re-think the corporate image because the team had grown and they wanted to create a good brand that represent them. This is very important because each day Adapttech talks to more patients, clients and suppliers. Alongside the need of a coherent and consistent communication, Adapttech wanted to express the company culture and be easily identified as a company that works in healthcare. This goal is very hard to obtain, because Adapttech is a start-up, this means a very youthful, dynamic and vibrant communication but at the same time it needed to be contained and conservative because of type of work that develops. In other words, Adapttech wanted a balance between these two concepts and present itself as a very dynamic, capable company that the healthcare industry can trust.



Adapttech Old Logo

Like every start-up company, resources and time are very limited, this means that designing the brand was a challenge. For this I decided to include everyone in the company to be a part of the design process, with inputs, raising questions, providing visual references. Having discussions about every stage of development and making choices based on the team feedback. This had two main goals, the first get resources to help research, brainstorm and test designs. The second goal was to create a relation of the brand with the team, this way they feel proud about the company mission and goals.



After various tests and designs the team decided on the brand, based on two aspects, the icon of a person walking, where the shapes of the leg forms the letter “A”, and the circular lines that our scanner uses. With this two ideas we started to test various designs and methods to apply the brand.

Designing with the team

One of these methods is using the golden ratio to structure, this will give a natural sense of proportion and creates the rule that every element of the brand should always be design using the golden ratio, giving coherence to all elements designed.



Visual description

As branding needs expand within the company it’s clear for the team that this solution was the best because of what it represents and the flexibility that it provides.



Guidelines


LOGO





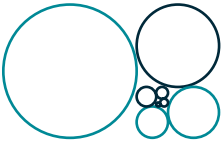
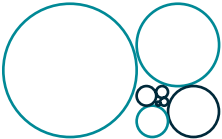
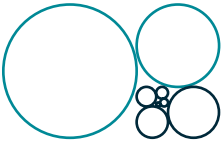
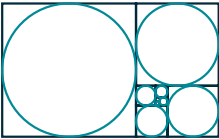
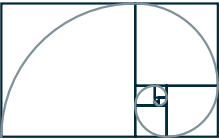
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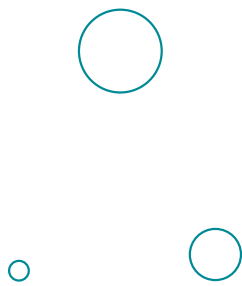






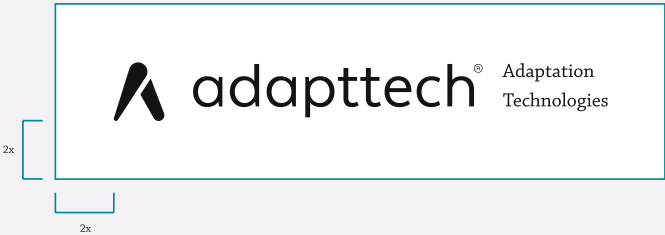
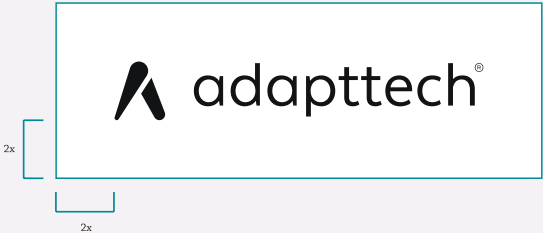
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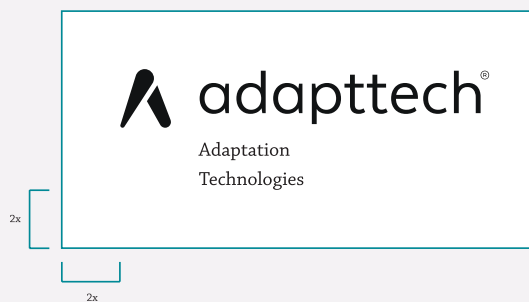






SAFE SPACE





SIZE VARIATIONS

Mini



Small



Medium



Large



Extra Large





MINIMUM SIZE



PCB VERSION





COLOR

PMS 321C

RGB (0;140;149)

CMYK (96;3;35;12)

Hex #008C95

PMS 303C

RGB (0;42;58)

CMYK (100;47;22;82)

Hex #002A3A

PMS 303C 87%

RGB (0;42;58)

CMYK (100;47;22;82)

Hex #002A3A



GRADIENT

ATT Gradient

PMS 321C 50% → PMS 321C → PMS 303C



LOGO COLOR



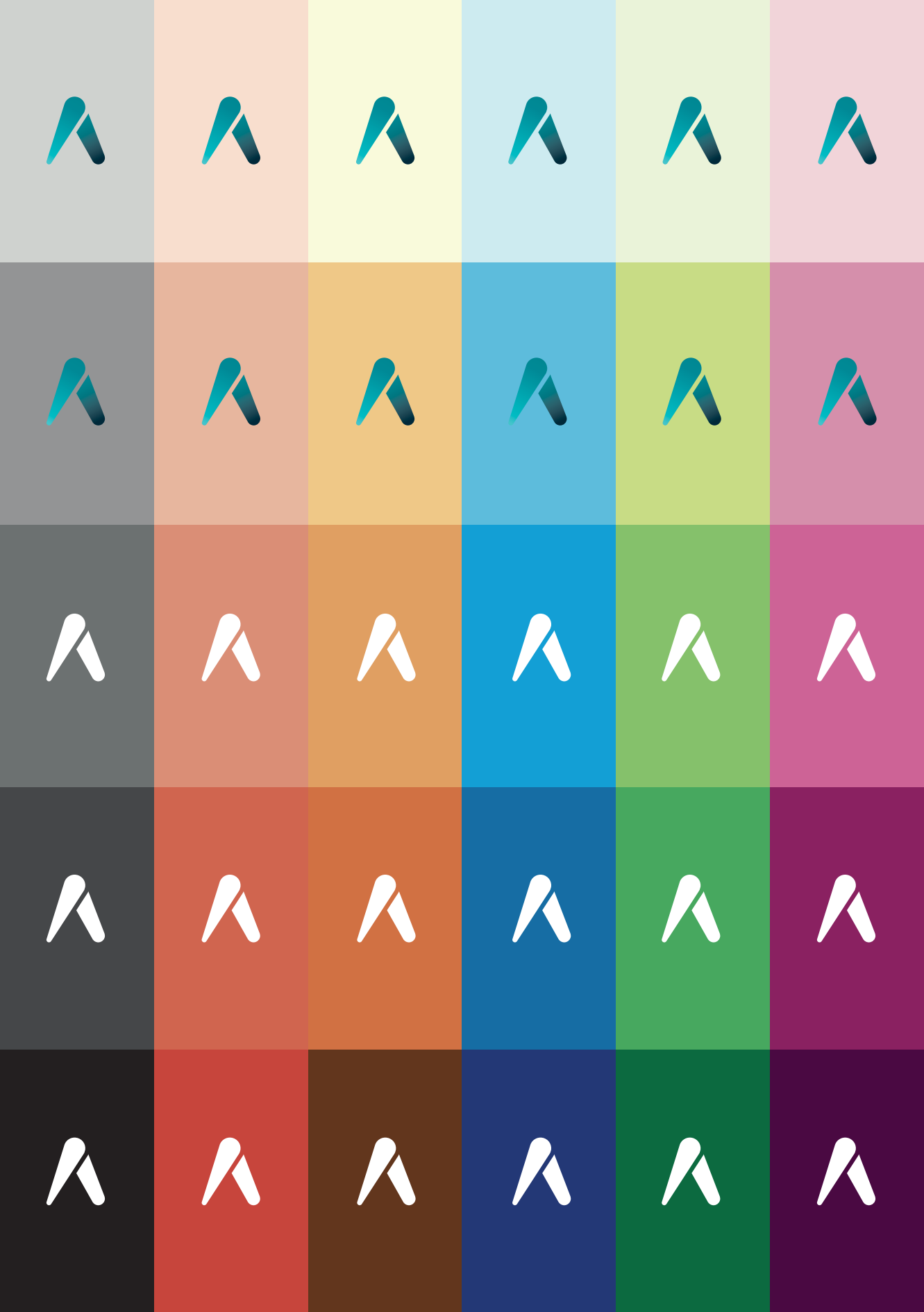




LOGO COLOR



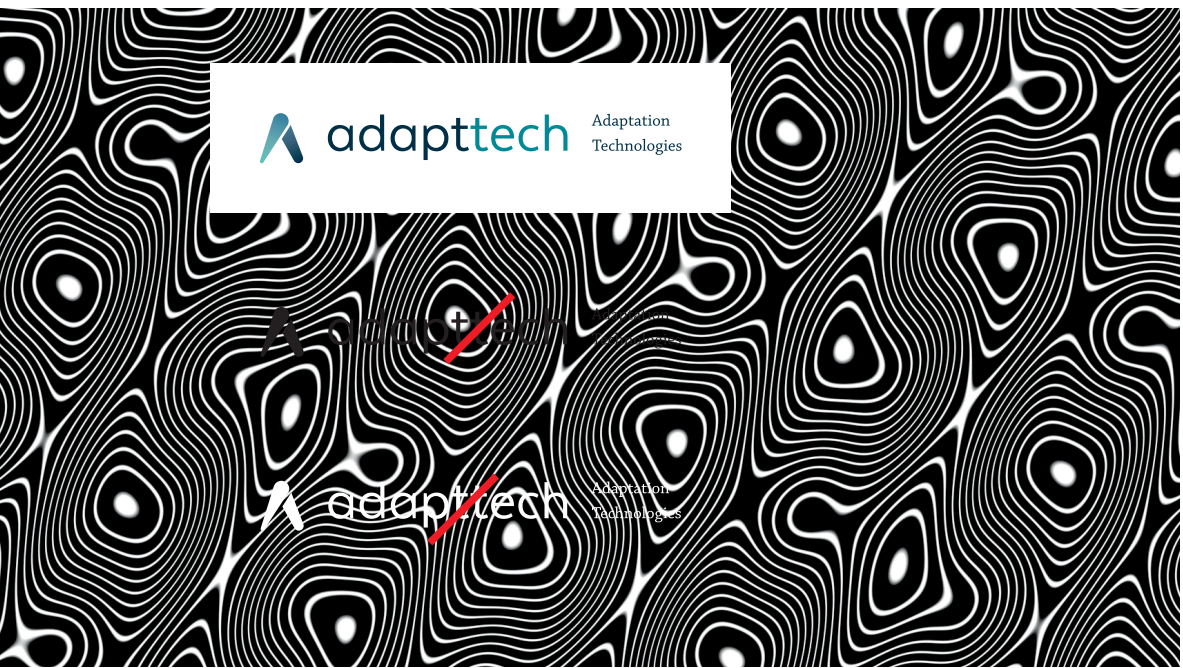


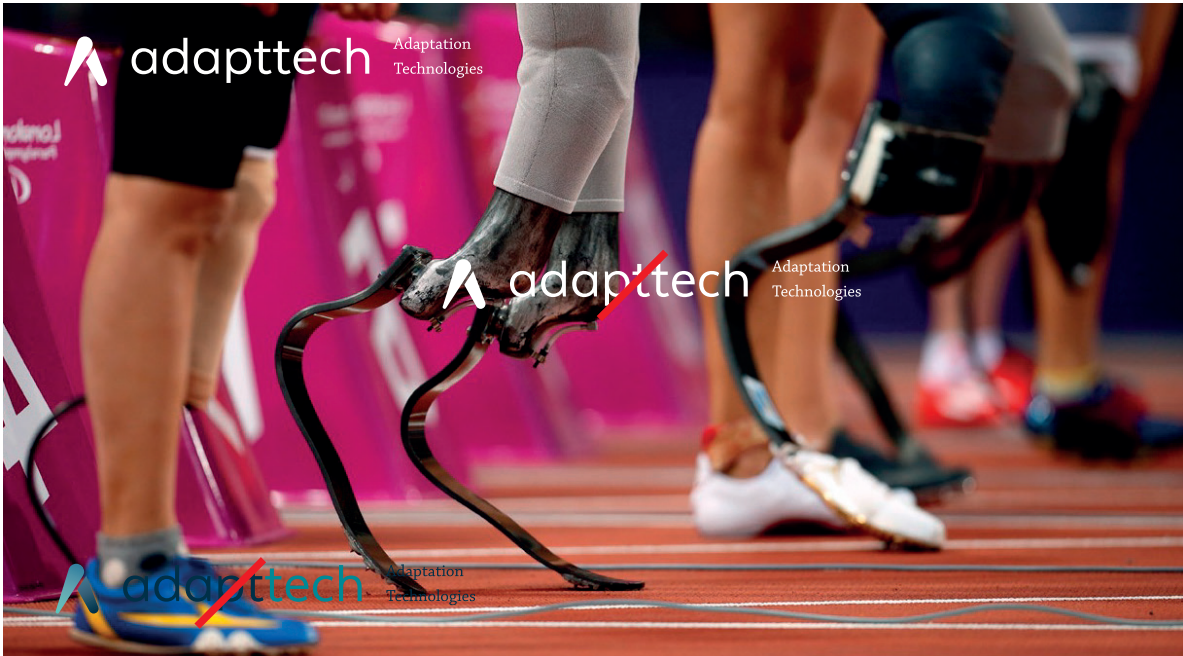




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LOGO ON PHOTO BACKGROUND







NOT ALLOWED



Do not invert colors



Do not distort elements



Do not change typeface



Do not use outlines



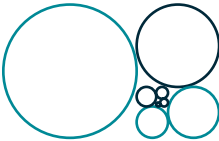
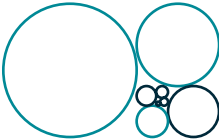
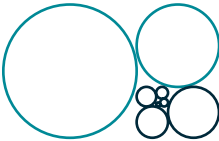
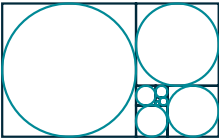
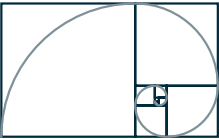
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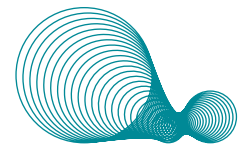
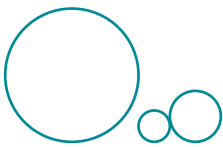
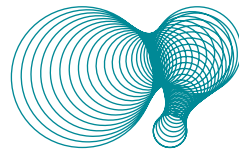
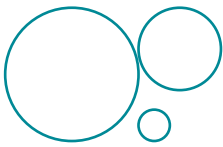
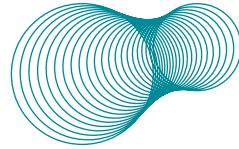
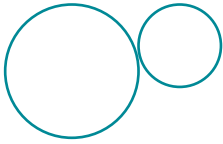


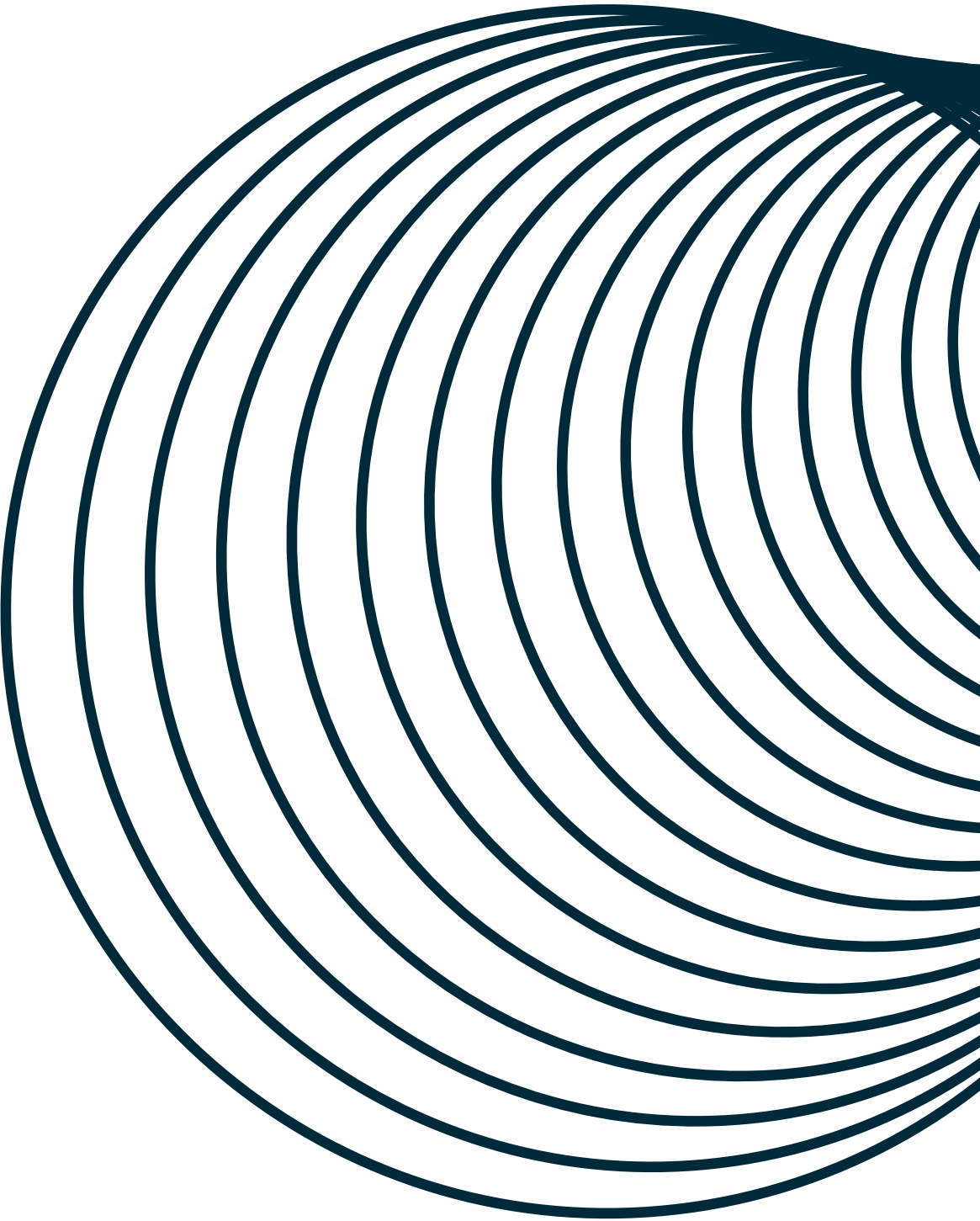
Do not add effects

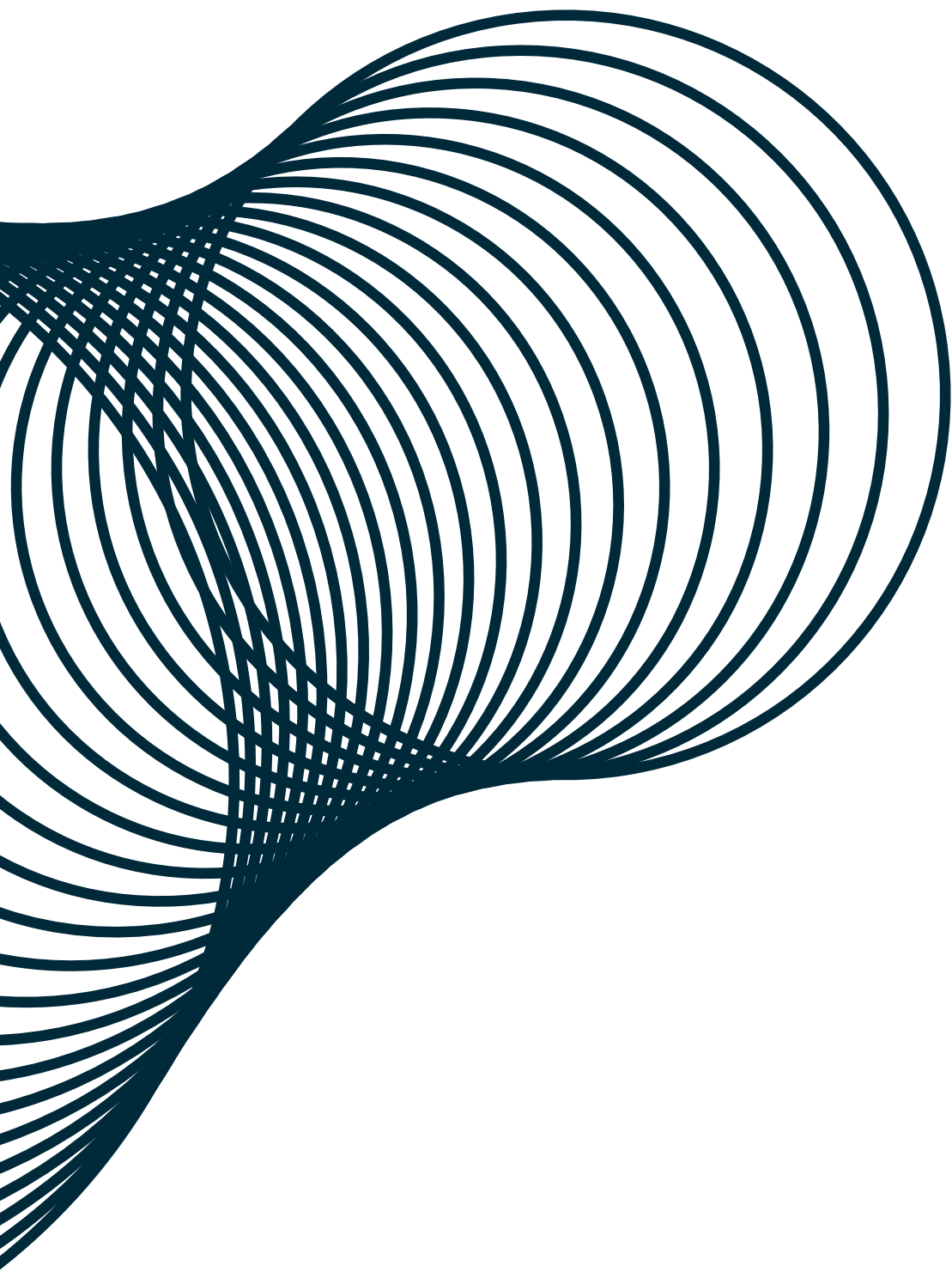


BRANDING ELEMENTS











MOTIO BRANDING





ADAPTTECH IN WRITING

Adapttech brands must be written in “Title Case”. The brands can be written in uppercase only on titles or short sentences. (if the paragraph styles have that requirements).

The “Registered Trademark” and “Trademark” symbol should only be use in titles or short sentences and in superscript format. For long written text those symbols should be avoid.

See examples in the next page for reference.

ADAPTTECH®

Adapttech is a UK biomedical innovation company that brings new smart technologies to the O&P market.

Motio Stepwatch™ is a real world amputee activity monitor

MOTIO™

Motio Stepwatch allows clinicians to produce documentation that merges quantitative real-world data, gait metrics and patient's ambulation activities, with results from the "Gold Standard" Tests to support them in the decision to determine each patient's K-level. This new innovative system from Adapttech consists of two main components, a wearable device and a dedicated app.

Identify your activity with Motio™

Motio's hardware is built upon the clinically approved and FDA-listed Modus Stepwatch 4, which has been validated in a broad range of research activities where measurable, reliable data on ambulation is required. The new Motio design is a wearable medical device that is attached to the shank of the prosthetic device.

Motio is designed to monitor the patient for a period of 10 days to evaluate their activity in the day-to-day life.

ADAPTTECH® aims to be a reference in the O&P market
