



HeartSine®

Inventor. Innovator. Lifesaver.

# Identity Guide



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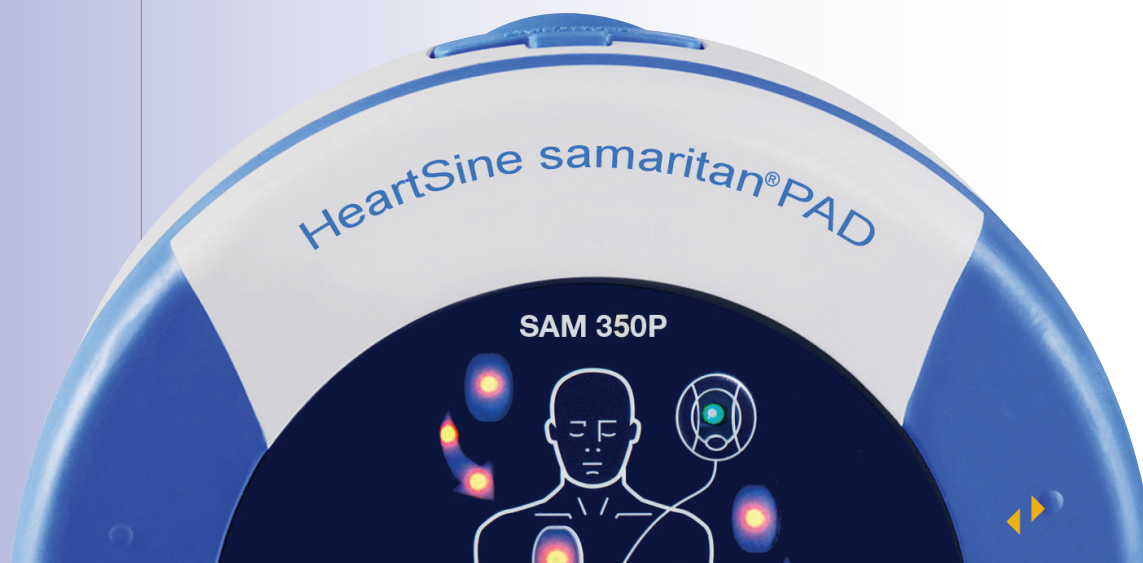
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# Introduction

*This brand guide provides  
visual identity guidelines  
for the HeartSine logo and  
the corporate brand.*

*Protecting the integrity of  
the brand is important to  
ensure customer recognition.*



# Logo



2 color logo with tag line

(A)



2 color logo without tag line

(B)



Black and white logo with tag line

(C)



Black and white logo without tag line

(D)



Reverse (white) logo with tag line

(E)



Reverse (white) logo without tag line

(F)

The HeartSine logo includes three visual elements: the symbol, the logotype and the company tag line (Inventor, Innovator, Lifesaver).

The standard and preferred use of the logo is with the tag line (A); however, using the logo without the tag line (B) is acceptable.

The size and proportions of the elements have been carefully considered, so it is important to follow these guidelines to maintain the integrity of our identity. The registered trademark symbol ®, which indicates a U.S. registered trademark, should always appear next to HeartSine in the logo.

## Logo Options

Three versions of the logo are available for use (with and without the tag line):

- Original two-color version (A and B)
- Black and white version for use in black and white print ads or marketing material only (C and D)
- Reverse (white) version for use on dark backgrounds (E and F)

When using the logo against a background other than white, the two-color logo should be used wherever possible. In the cases of very dark backgrounds, the reverse white logo should be used.

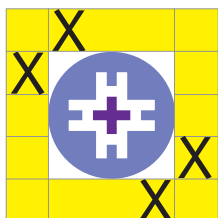
Only original logo files provided by HeartSine should be used.



(G)



(H)



(I)

 = Clear space

## Logo Placement

To ensure prominence of the logo, a minimum clear space must surround each side of the logo (G). This space should be clear of any words or material. The minimum clear space around the logo is X on all sides, where X is equal to one-third the height of the logo. Do not place graphics, type, photographs, or illustrations inside the clear space.

In addition, to ensure legibility, the logo should be a minimum height of 10 mm for print communication materials and (30) pixels for onscreen use (H).

## Using the Symbol

It is acceptable to use the HeartSine symbol as a design element. However, a minimum clear space of X around all sides (I), where X is equal to one-third the height of the logo must surround the diameter of the symbol (as shown).

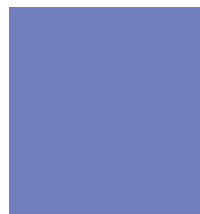
# Color Palette

The HeartSine logo includes two colors: Pantone 272 and Pantone 527. The entire color palette used for printed and digital materials comprises four colors as shown.

Please note that actual Pantone colors may appear differently than those shown here.

## Logo Colors

Pantone 272



C 60	R 117
M 50	G 119
Y 0	B 192
K 0	

Pantone 527



C 75	R 114
M 100	G 46
Y 0	B 165
K 0	

## Additional Branding Colors



C 60	R 126
M 40	G 136
Y 100	B 63
K 0	



C 0	R 240
M 30	G 175
Y 100	B 19
K 5	



# Typeface

The Profile font family (Open Type is preferred for cross platform use) has been used in all printed and digital material to maintain our visual identity. These fonts must be used in all company and product printed material, as well as on HeartSine promotional and advertising materials.

In the event Profile is not available for digital use please substitute with the Arial family.

## PROFILE FAMILY

### Profile Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ( ! @ # \$ % ^ & \* \_ + )

### Profile Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ( ! @ # \$ % ^ & \* \_ + )

### *Profile Regular Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ( ! @ # \$ % ^ & \* \_ + )

### Profile Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ( ! @ # \$ % ^ & \* \_ + )

### Profile Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ( ! @ # \$ % ^ & \* \_ + )

### *Profile Bold Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ( ! @ # \$ % ^ & \* \_ + )

# Trademark Symbols

HeartSine Technologies owns the following trademarks:

- HeartSine® (Registered Trademark)
- samaritan® (Registered Trademark)
- CPR Advisor™ (Trademark)
- Pad-Pak™ (Trademark)
- Pediatric-Pak™ (Trademark)
- Saver EVO® (Registered Trademark)
- SCOPE™ (Trademark)

When appearing in text content, the applicable trademark symbol should be shown on the first appearance of the trademarked text in a document or on a web page. The trademark symbols can be left off the remaining appearances.







# Company & Product Names

To ensure the integrity of the HeartSine brand, it is important that all the names are spelled properly and that the upper and lower case usage are strictly followed.

The correct spelling and usage of company and product names, include:

- HeartSine® Technologies or HeartSine
- samaritan® PAD 300P (also can be called SAM 300P\*)
- samaritan® PAD 350P (also can be called SAM 350P\*)
- samaritan® PAD 360P (also can be called SAM 360P\*)
- samaritan® PAD 500P (also can be called SAM 500P\*)
- samaritan® PAD Trainer
- CPR Advisor™
- Pad-Pak™
- PDU 400
- Pediatric-Pak™
- Saver EVO®

\* It is acceptable to use the abbreviated name when the name is repeated over and over as on a web site or in a user guide.

*The following are common mistakes that must be avoided:*

CORRECT USAGE	INCORRECT USAGE
HeartSine®	Heartsine
samaritan®	Samaritan
CPR Advisor™	CPR advisor
Pad-Pak™	Pad Pak, Pad Pack, Pad-Pack, PAD-PAK, PAD-Pak
Pediatric-Pak™	Pedatric Pak, Pedatric Pack, Pediatric-Pack, Ped-Pak, PED-PAK, Pead-Pak, Pead-PAK
Saver EVO®	Saver evo, Saver Evo, SAVER EVO, saverEVO
SCOPE™	Scope, scope



# Press Releases

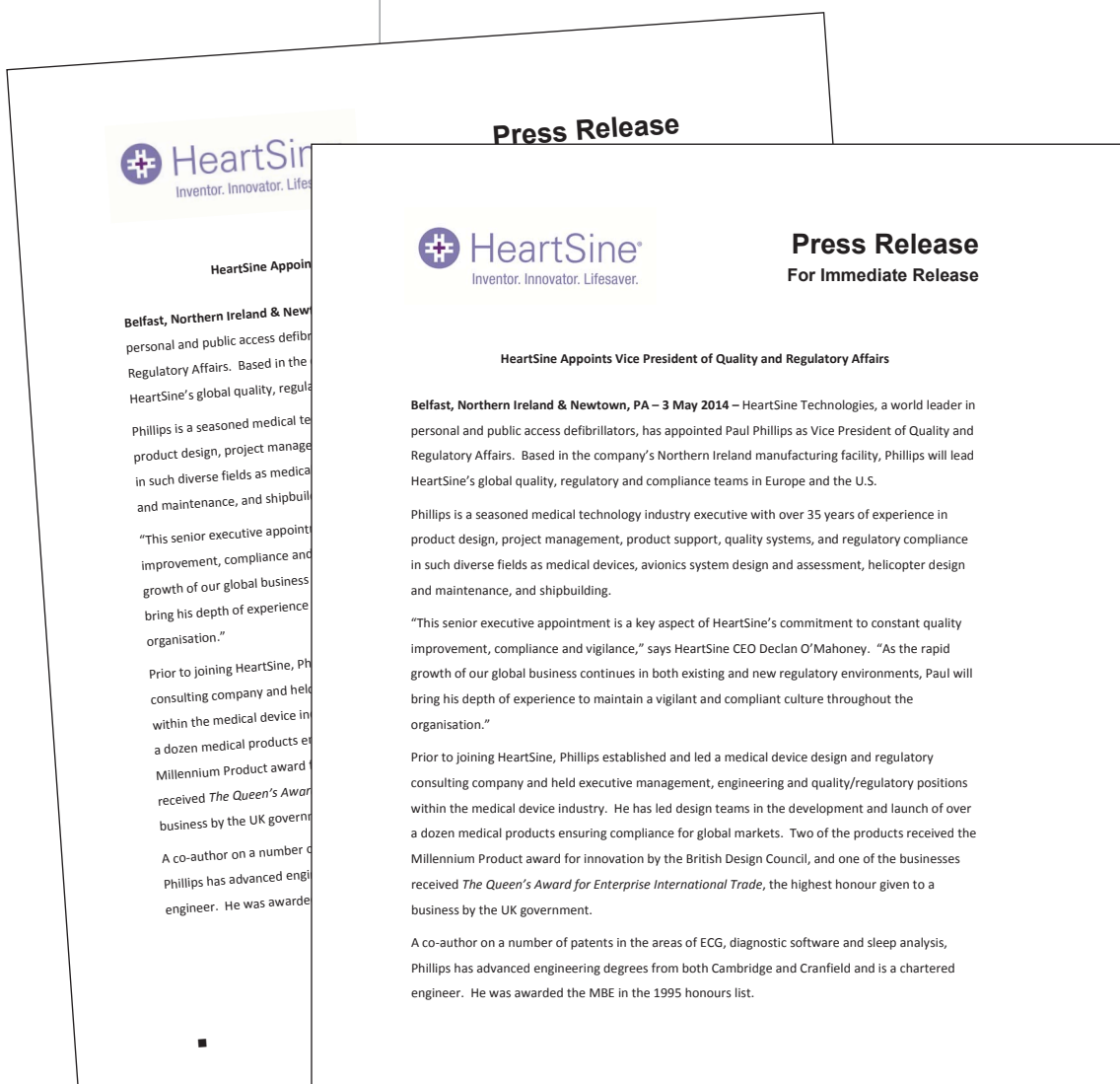
When HeartSine is mentioned in any press release, the first appearance should always read HeartSine Technologies. Thereafter, referring to the company as HeartSine is acceptable.

All product names should follow the correct usage and trademarks should be cited in the previous sections.

Press releases making any claims regarding HeartSine products must include the standard "About HeartSine" text provided by the company, and must be approved by HeartSine prior to release. For approvals, please submit the final press release to:

[marketing@heartsine.com](mailto:marketing@heartsine.com)

Please allow 48 business hours for approval.





# Authorized Distributor Program

HeartSine's Authorized Distributor program ensures that the integrity of our brand is adhered to across all marketing and promotional materials used and/or developed by our Authorized Distributor channel, as well as a way to deter unauthorized resellers from unfairly competing with our Authorized Distributors by selling below Minimum Advertised Price (MAP.)

## Authorized Distributor Logo

An Authorized Distributor logo has been developed to enable customers to easily identify resellers who are permitted by HeartSine to sell our products. The logo is copyrighted by HeartSine, and can only be used by the Authorized Distributor with permission from HeartSine.

Any HeartSine Authorized Distributor may display the Authorized Distributor logo as long as the Authorized Distributor is adhering to all the terms and conditions outlined in the Authorized Distributor Agreement (also known as the Channel Distributor Agreement), including the MAP. Upon termination of the agreement, the Authorized Distributor must immediately discontinue use of the logo.

HeartSine strongly encourages any Authorized Distributor to display the Authorized Distributor logo on web sites on which HeartSine products are offered.



# Authorized Distributor Programs

*continued*



2 color logo

(J)



Black and white logo

(K)



Reverse (white) logo

(L)

## Logo Options

Original logo files are provided by HeartSine and should always be used.

Three versions of the logo are available for use:

- Original two-color version (J)
- Black and white version for use in black and white print ads or marketing material only (K)
- Reverse (white) version for use on dark backgrounds (L)

When using the logo against a background other than white, the two-color logo should be used wherever possible. In the cases of very dark backgrounds, the reverse white logo should be used.



(M)



(N)

 = Clear space

## Logo Placement

To ensure prominence of the logo, a minimum clear space must surround each side of the logo (M). This space should be clear of any words or material. The minimum clear space around the logo is X on all sides, where X is equal to one-third the height of the logo. Do not place graphics, type, photographs, or illustrations inside the clear space.

In addition, to ensure legibility the logo should be a minimum height of 10 mm for print communication materials and (30) pixels for onscreen use (N).

When using the logo on the same page as the Authorized Distributor's own logo, the Authorized Distributor logo must be *clearly subordinate* in size and placement to the Authorized Distributors logo.



# Distributor Portal

HeartSine offers a Distributor Portal to provide our Authorized Distributors with all the digital and source material needed to market HeartSine products. The Distributor Portal is password-protected, and provides Authorized Distributors with access to material for their specific country and/or region.

The registration/log-in page for the Distributor Portal can be accessed at:

<http://heartsine.com/distributors>.

For access to the portal, each user must register and receive approval from HeartSine. Approvals may take up to 24 business hours after registration.

The screenshot shows the HeartSine website interface. At the top, there are social media icons (Facebook, Twitter, LinkedIn, YouTube, RSS) and language options (ENGLISH, DEUTSCH, FRANÇAIS, ESPAÑOL, PORTUGUÊS). The HeartSine logo is prominently displayed with the tagline 'Inventor. Innovator. Lifesaver.' Below the logo is a navigation bar with links: PRODUCTS, NEWS, FORWARD HEARTS, SUPPORT, ABOUT US, CAREERS. A search bar is located on the right side of the page. The main content area is titled 'Distributors' and features a section for 'Existing Users Login'. This section includes input fields for 'Username' and 'Password', a 'Remember me' checkbox, and a 'Login' button. Below the login fields are links for 'Forgot password? Click here to reset' and 'New User? Click here to register'. To the right of the login section, there are two featured articles: 'Most Recent Press Release' and 'Recent Saves', each with a brief description and a date.


**HeartSine®**  
 Inventor. Innovator. Lifesaver.

**samaritan® PAD 350P**  
 Desfibrilador de acceso público  
 com instruções de RCP

- ▶ Leve e compacto uma solução verdadeiramente portátil
- ▶ O mais alto nível de proteção contra a entrada de poeira/água
- ▶ Menor custo de aquisição devido à combinação de eletrodo/bateria com quatro anos de vida útil
- ▶ Garantia de 10 anos, a maior do mercado

Salvamento,  
 Puro e simples



## Product Documentation

HeartSine makes its product documentation available in English to Authorized Distributors in two ways:

- **As printed material**—which can be ordered through your sales channel for a small fee—that contains an Authorized Distributor box in which a stamp or sticker can be placed
- **As digital files**, available as a low-res web file, high-res desktop printer file and high-res print-ready file, that contains an Authorized Distributor box in which the distributor's logo can be placed

For distributors who need localized documents with translated content, HeartSine will provide Adobe InDesign files upon request. The text may be replaced with text that has been translated directly from the original material to another language. The translation should be a direct translation of the original content; without changing the exact meaning and context.

Alternatively, HeartSine can provide print-ready translated documents (using translated content provided by the distributor, or obtaining the translated document from the company's translation provider) for a small fee that is based upon the services provided.


**HeartSine**  
 Inventor. Innovator. Lifesaver.

**HeartSine samaritan® PAD 500P**  
 Desfibrilador de acceso público con asistente de RCP

**La desfibrilación es fácil, lo**

Más allá de que el resuscitador sea una herramienta de alta tecnología, el uso de un desfibrilador de acceso público es una tarea que cualquiera puede realizar. El samaritan PAD 500P de HeartSine es un desfibrilador de acceso público que proporciona instrucciones de RCP en español y portugués. El samaritan PAD 500P de HeartSine es un desfibrilador de acceso público que proporciona instrucciones de RCP en español y portugués.

**Señales visuales y auditivas fáciles de entender.** El asistente de RCP de HeartSine utiliza un sistema de indicación de RCP en español y portugués para proporcionar instrucciones de RCP. El asistente de RCP de HeartSine utiliza un sistema de indicación de RCP en español y portugués para proporcionar instrucciones de RCP.

**Compacto en tamaño, grande en protección.** El samaritan PAD 500P de HeartSine es un desfibrilador de acceso público que proporciona instrucciones de RCP en español y portugués. El samaritan PAD 500P de HeartSine es un desfibrilador de acceso público que proporciona instrucciones de RCP en español y portugués.

**Duradero.** El samaritan PAD 500P de HeartSine es un desfibrilador de acceso público que proporciona instrucciones de RCP en español y portugués. El samaritan PAD 500P de HeartSine es un desfibrilador de acceso público que proporciona instrucciones de RCP en español y portugués.

**Tecnología avanzada.** El samaritan PAD 500P de HeartSine es un desfibrilador de acceso público que proporciona instrucciones de RCP en español y portugués. El samaritan PAD 500P de HeartSine es un desfibrilador de acceso público que proporciona instrucciones de RCP en español y portugués.

**Economía real para el usuario.** El samaritan PAD 500P de HeartSine es un desfibrilador de acceso público que proporciona instrucciones de RCP en español y portugués. El samaritan PAD 500P de HeartSine es un desfibrilador de acceso público que proporciona instrucciones de RCP en español y portugués.

**samaritan® PAD 500P de HeartSine**  
 Comparado con FRED easy de Schiller

samaritan® PAD 500P de HeartSine	FRED easy de Schiller
✓ Asistente de RCP basado en cardiograma de impedancia	✗ No tiene asistente de RCP
✓ Compacto, portátil, liviano (2.4 lb/1.1 kg)	✗ Más grande, más pesado (3.3 lb/1.5 kg)
✓ La más alta protección contra el ingreso de polvo y humedad en la industria (IP58)	✗ Menor calificación de resistencia al agua (IPX4)
✓ Batería y electrodos integrados	✗ Batería y electrodos separados
✓ Electrodos con 4 años de vida útil	✗ Electrodos con 2 años de vida útil
✓ Una sola fecha de vencimiento que controla y una sola pila que reemplazar después de la fecha de vencimiento	✗ Dos fechas de vencimiento que controla y dos pilas que reemplazar después de la fecha de vencimiento
✓ Tiempo de carga (generalmente de 100) en 8 segundos y 200 en 12 segundos	✗ Tiempo de carga = 25 segundos
✓ Garantía de 10 años	✗ Garantía de 5 años
✓ 90 minutos de tiempo de registro de ECG	✗ 30 minutos de tiempo de registro de ECG
✓ Protocolo de baja energía creciente (BICP)	✗ Forma de onda de descarga de energía cinética
✓ Rango de impedancia operativa de 25 a 250 ohms	✗ Rango de impedancia operativa de 30 a 175 ohms
✓ Metrónomo audible y visible para indicación de ritmo de RCP	✗ Metrónomo audible opcional (extra)
✓ Estuche de transporte incluido	✗ No incluye estuche de transporte
✓ Indicaciones auditivas y visuales para facilitar el uso en ambientes ruidosos	✓ Indicaciones auditivas y visuales para facilitar el uso en ambientes ruidosos
✓ Autorevisión automática	✓ Autorevisión automática
✓ Apto para uso pediátrico	✓ Apto para uso pediátrico
✓ Actualizable en campo según los lineamientos más recientes de AHA/ERC	✓ Actualizable en campo según los lineamientos más recientes de AHA/ERC

## Photography

HeartSine makes a variety of photographs and illustrations available to Authorized Distributors for use in web sites and promotional material featuring HeartSine products. This material includes: product photos, photos of the product in use, and line drawings illustrating the steps to use an AED.

Only HeartSine provided product photographs and illustrations may be used in web sites, digital material and printed material. Any other product photographs must be approved by HeartSine before use.

The product photographs used should be of the most current product, and should be of the exact product sold by the distributor. Since the faceplates on the same product models differ according to regions, distributors should use only those product photos provided in their distributor portal.









# Web Sites

Web sites owned and operated by HeartSine Authorized Distributors should have a look and feel unique to the Authorized Distributor. The web site should not seek to copy or mimic the HeartSine brand so that visitors to the site may mistake the site for a HeartSine-owned site.

All HeartSine products and logos used on an Authorized Distributor web site must be current and adhere to the guidelines outlined in this document.

HeartSine retains the right to use all HeartSine domains ([www.heartsine.xxx](http://www.heartsine.xxx)). The HeartSine domain name should never be used by any Authorized Distributor.

## [www.heartsine.xxx](http://www.heartsine.xxx)





[www.heart sine.com](http://www.heart sine.com)



# Lifesaving, Pure and Simple

## **U.S./Americas**

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