



TITAN MEDICAL

Brand Standards Guide

8.16.19

The importance of branding

Our brand matters. It creates a perception. It's a person's experience of our people and our organization. It creates a common ground where a consistent, authentic and meaningful connection takes place. It's both our tangible face and the intangible expression of our aspirations, passions and dreams. This document presents the foundation of the Titan Medical and Enos brand identities and establishes basic usage standards. Adherence to these guidelines maximizes brand effectiveness and efficiency and helps maintain our intellectual property.

The continuity and reproducibility of the Titan Medical and Enos brand identities are essential to delivering a consistent high quality experience that is compelling and memorable. Everything we do, say and create should reflect our brand identity. It's who we are. Our identity is the foundation upon which we can create a cohesive system that makes it easy for people to understand what we have to offer. Done well, it will also convey respect for our stakeholders, partners and ourselves.

Brand vision and scope

VISION:

To become the new standard of care in robotic single access surgery.

SCOPE:

The product brand, Enos, is about robotic single access surgery. This feature-oriented aspect of the product brand is an important point of differentiation and defines the scope of the brand. For example, if a multi-incision or multi-access robotic system is developed for more complex procedures, a new product brand would be considered.

The brand is positioned for

INITIAL ADOPTERS

GYN Surgeons (and hospital administrators) currently using the Da Vinci multi-port systems, single-site or new SP system who welcome and are ready to embrace a new, capable technology alternative in robotics for a variety of benign surgical procedures.

They enthusiastically share the vision of expanding the MIS further by reducing the number of incisions and the use of surgical robotics to improve patient care. They are open-minded, forward-thinking, careful and judicious.

SECONDARY ADOPTERS

Surgeons (and hospital administrators) currently using robotics routinely and see the value of an alternative for a variety of abdominal procedures in other surgical disciplines such as Urology and General Surgery.

TERTIARY ADOPTERS

Surgeons who have been reticent to adopt robotics and are using laparoscopic or open surgery approaches. These late adopters finally embrace the advantages of robotics and see a single access system as an easier, simpler approach than multi-port robotics.

The brand experience

EMPOWERED WITH CONFIDENCE

*"I have visibility like never before and it immediately responds to my movements. I have **complete control** of the surgical procedure."*

*"We now have **options** that make a lot of sense for our hospital and the patient. We'll see **greater efficiencies and utilization** that drive down our costs."*

ENTHUSIASTIC

*"We're excited to be on the **forefront of expanding** the use of surgical robotics."*

"This reaches a new plateau in surgical robotics with attractive benefits to our patients."

EFFECTIVE AND REWARDING

*"It's **brilliantly designed** for all of us to work **safely, efficiently, collaboratively and more comfortably together.**"*

(quotes reflect the desired voice of customer)

Brand personality:

FRIENDLY AND COLLABORATIVE

FORWARD-THINKING

HONEST AND TRANSPARENT

COMMITTED AND HARD-WORKING

COURAGEOUS AND CONFIDENT (EVEN THOUGH TITAN IS PRESENTLY SMALL)

The brand values and beliefs

- We believe that fewer incisions is better for everyone - patients, surgeons and hospitals. This is what drives our design philosophy to perfect robotic single access surgery.
- We believe that a simplified approach to surgical procedures brings immense potential to expand utilization and elevate the standard of care for patients around the world.
- We know that what we do matters to the lives of people, so we persevere with the greatest integrity, proficiency and commitment.
- We value those who think differently and are ready and willing to lead, collaborate and pioneer change along side us.

Brand idea

It is important to effectively communicate what differentiates the **enos brand** from other robotic surgical systems and companies in the market. The **Brand Idea** strategically reflects the brand's differentiation. However to practically communicate and substantiate this differentiation everyday with consistency, we have developed four **Messaging Themes**. The Messaging Themes bring the Brand Idea to life and offer distinct reasons to believe the brand. **Sub-Messaging** articulates the specific benefits delivered by each of the Messaging Themes that provide relevant and unique value.

Brand idea

EMPOWERED CONFIDENCE

For surgeons and hospital administrators who welcome and embrace a **new standard of care** in surgical robotics, there's **Enos, by Titan Medical**. These are the individuals who will experience uncompromised performance and be empowered with confidence as they enthusiastically join us in pioneering the future of **Robotic Single Access Surgery**.

Empowered Confidence is delivered via four messaging themes:

ROBOTIC SINGLE ACCESS EFFICIENCY

SUPERIOR USABILITY

BRILLIANT VISIBILITY

PATIENT DESIRABILITY

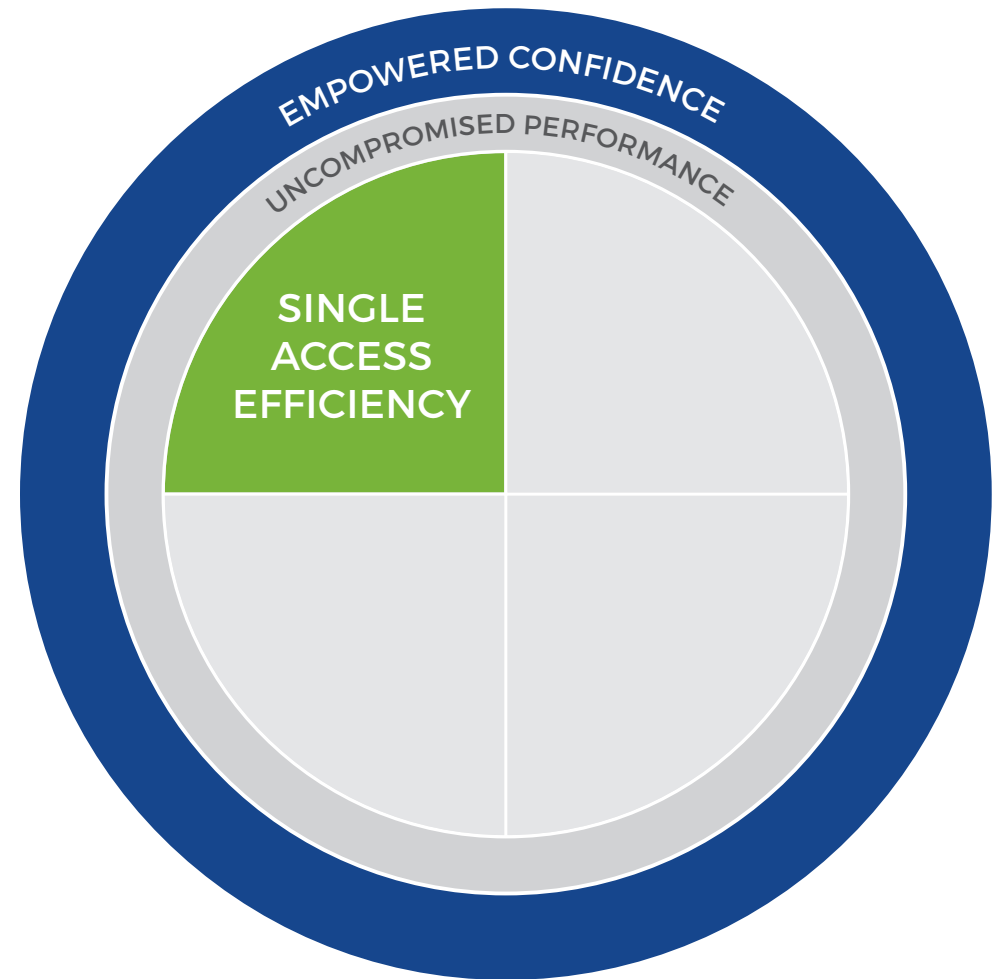


Messaging Themes

The FOUR THEMES that support the brand idea.

SINGLE ACCESS EFFICIENCY

The new Robotic Single Access technology platform delivers single access efficiencies to OR teams and hospital administrators. With a simple set up and **reduced number of incisions to close**, patient throughputs increase while operating costs decrease.

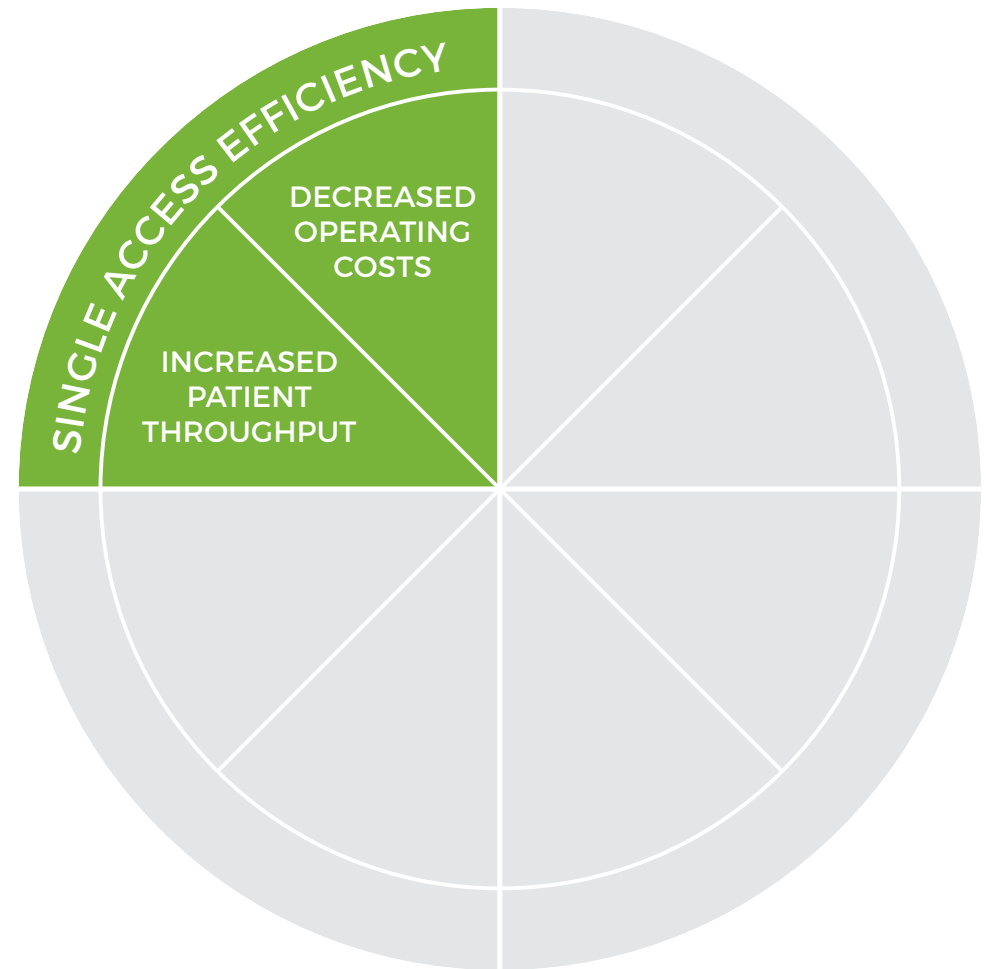


Sub-Messaging

Benefits that deliver real value.

SINGLE ACCESS EFFICIENCY

- **Increased patient throughput:** optimized single access procedure and a faster set up/clean up.
- **Decreased operating costs:** hospitals gain a more versatile, mobile device and a lower total cost alternative for standard procedures.

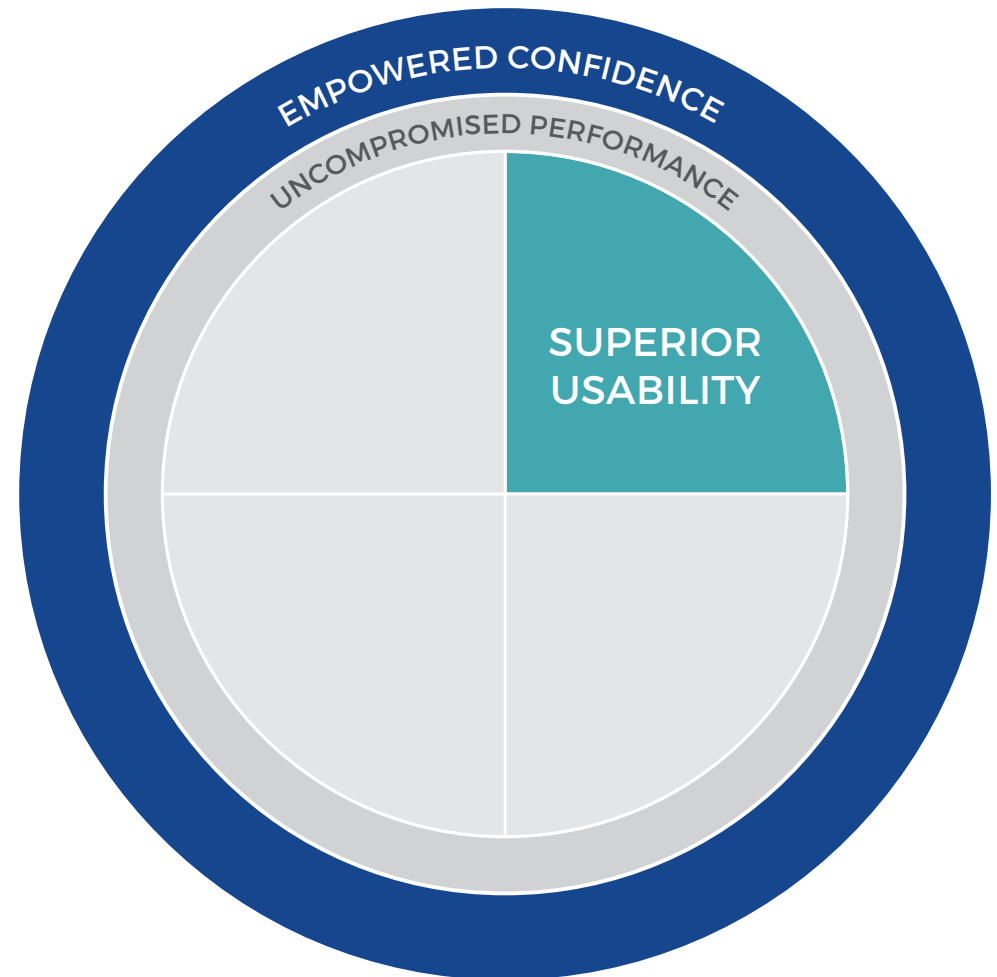


Messaging Themes

The FOUR THEMES that support the brand idea.

SUPERIOR USABILITY

Our human centric design is based on an accessible, ergonomic workstation and advanced multi-articulated instruments that offer a new level of clinical capabilities, precision, control and safety through single incision.

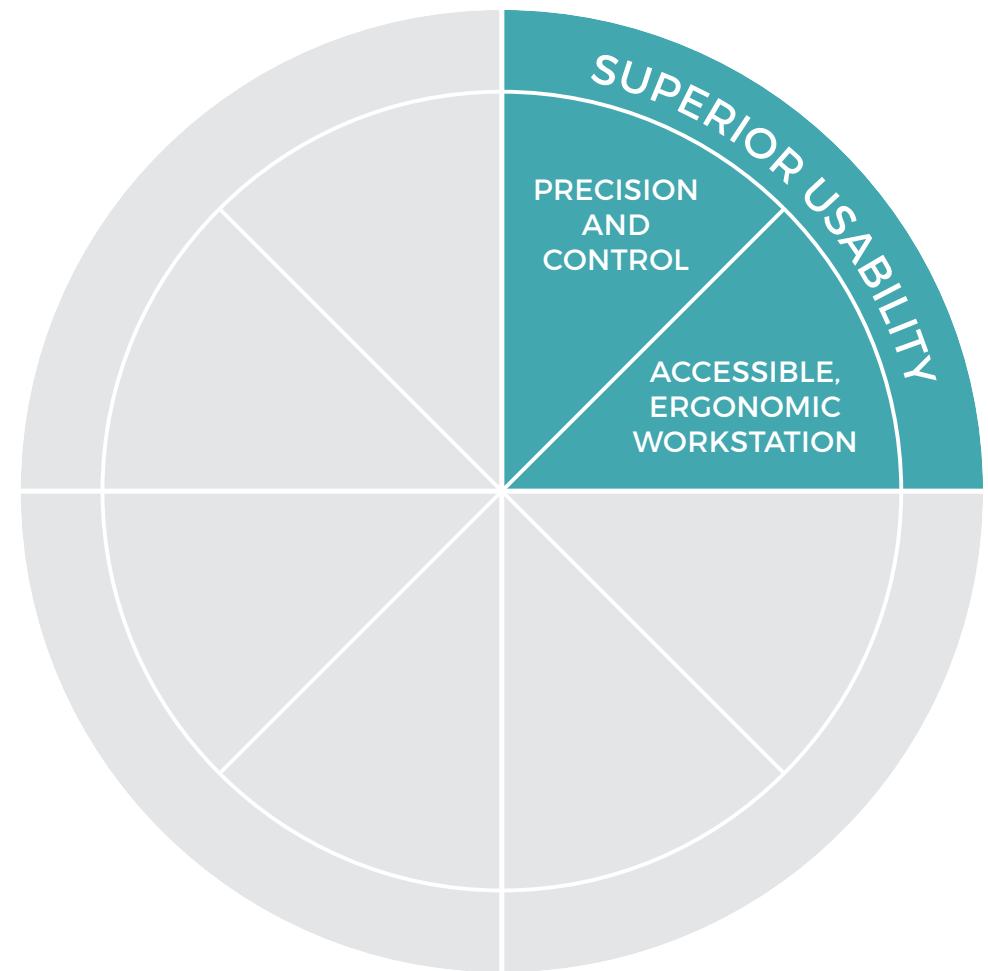


Sub-Messaging

Benefits that deliver real value.

SUPERIOR USABILITY

- **Precision and Control:** advanced multi-articulating instruments respond to natural handle interface for optimal precision and control.
- **Accessible, ergonomic workstation:** enhances OR team communication and procedural safety while reducing surgeon fatigue.

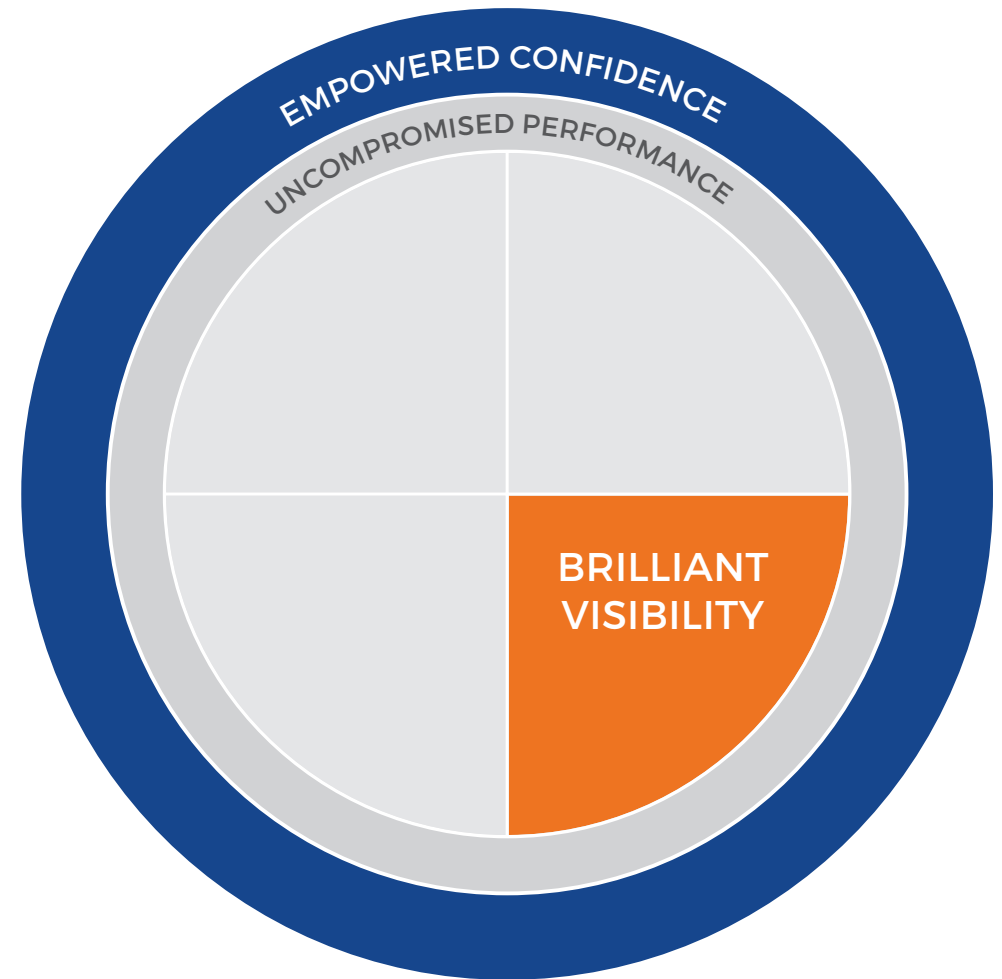


Messaging Themes

The FOUR THEMES that support the brand idea.

BRILLIANT VISIBILITY

Surgeons gain continuous visibility and brilliantly detailed illumination with the one-of-its-kind dual camera system and LCD display.

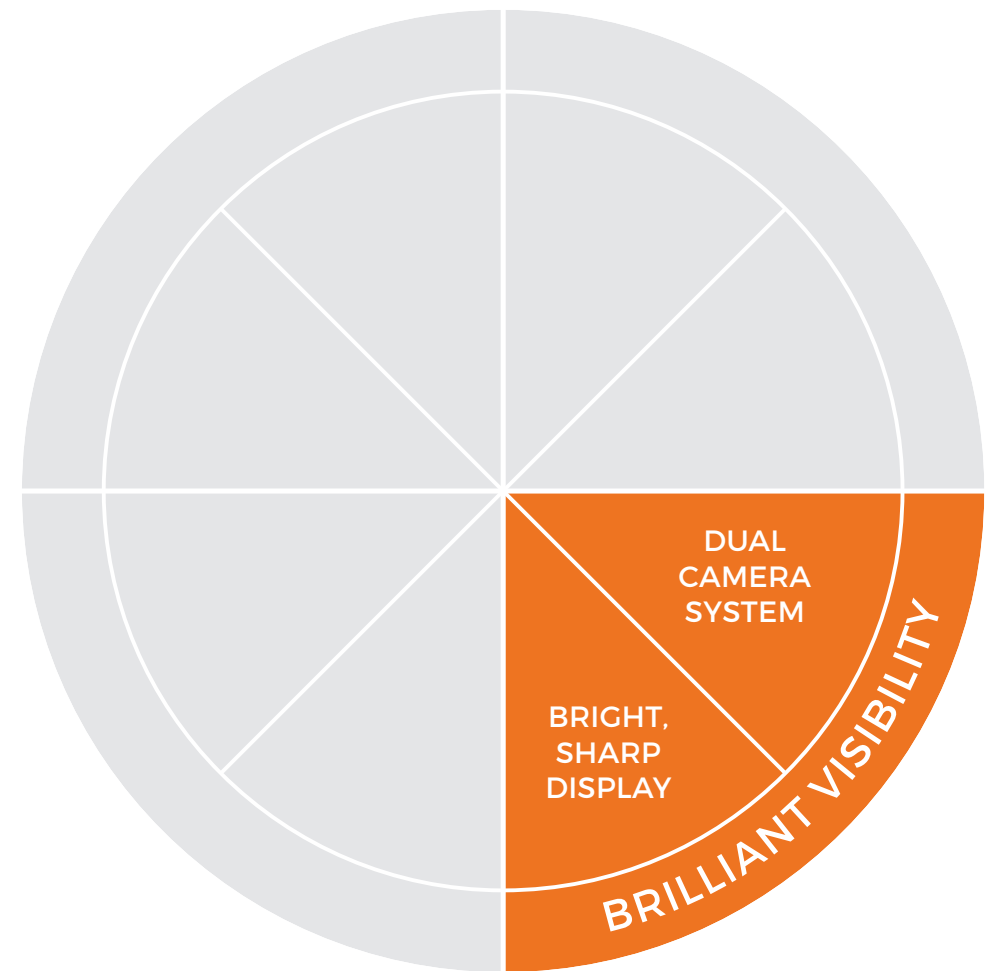


Sub-Messaging

Benefits that deliver real value.

BRILLIANT VISIBILITY

- **Dual camera system:** With both 3D and 2D cameras surgeons never lose visibility during the procedure, adding to procedural safety and efficacy.
- **Bright, sharp display:** LCD display offers a spectacularly detailed visualization.

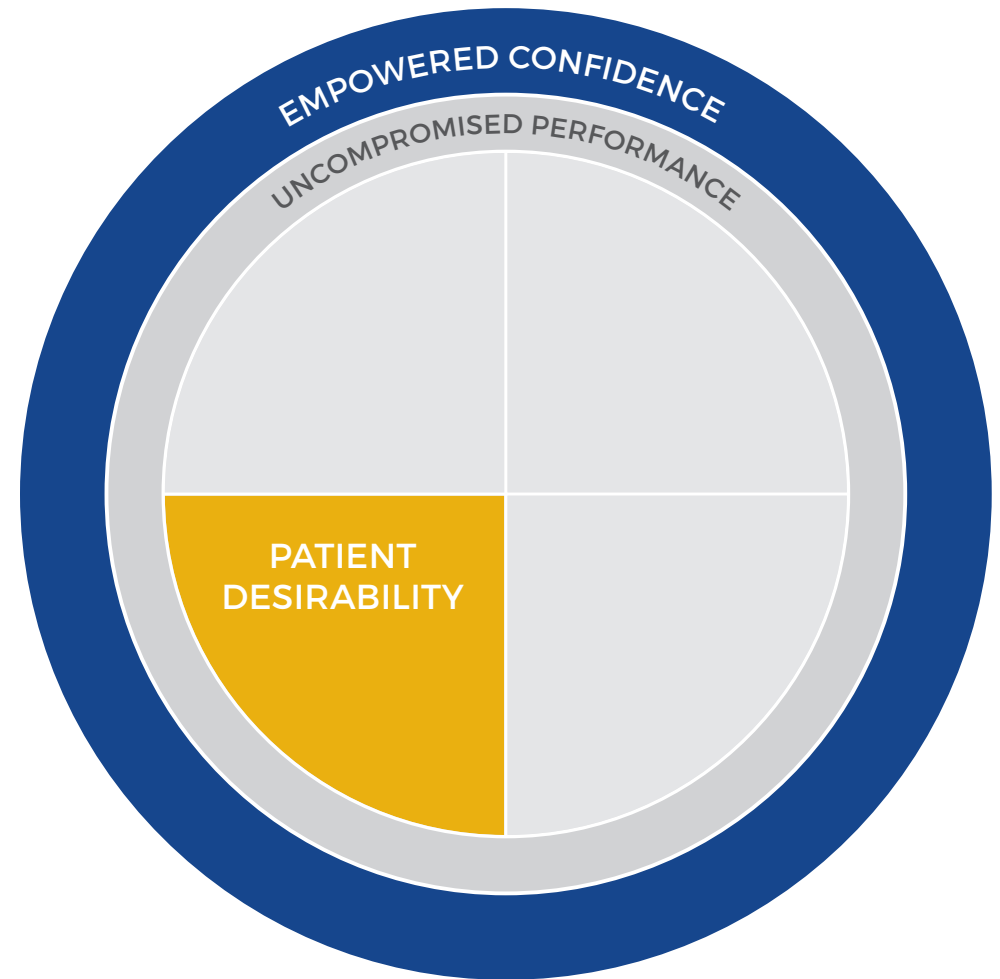


Messaging Themes

The FOUR THEMES that support the brand idea.

PATIENT DESIRABILITY

Hospitals can offer patient communities a virtually invisible single incision surgery and the latest in MIS/robotic technology. Reduced number of incisions may cause reduced trauma and further facilitate recovery and reduce risk of infection.

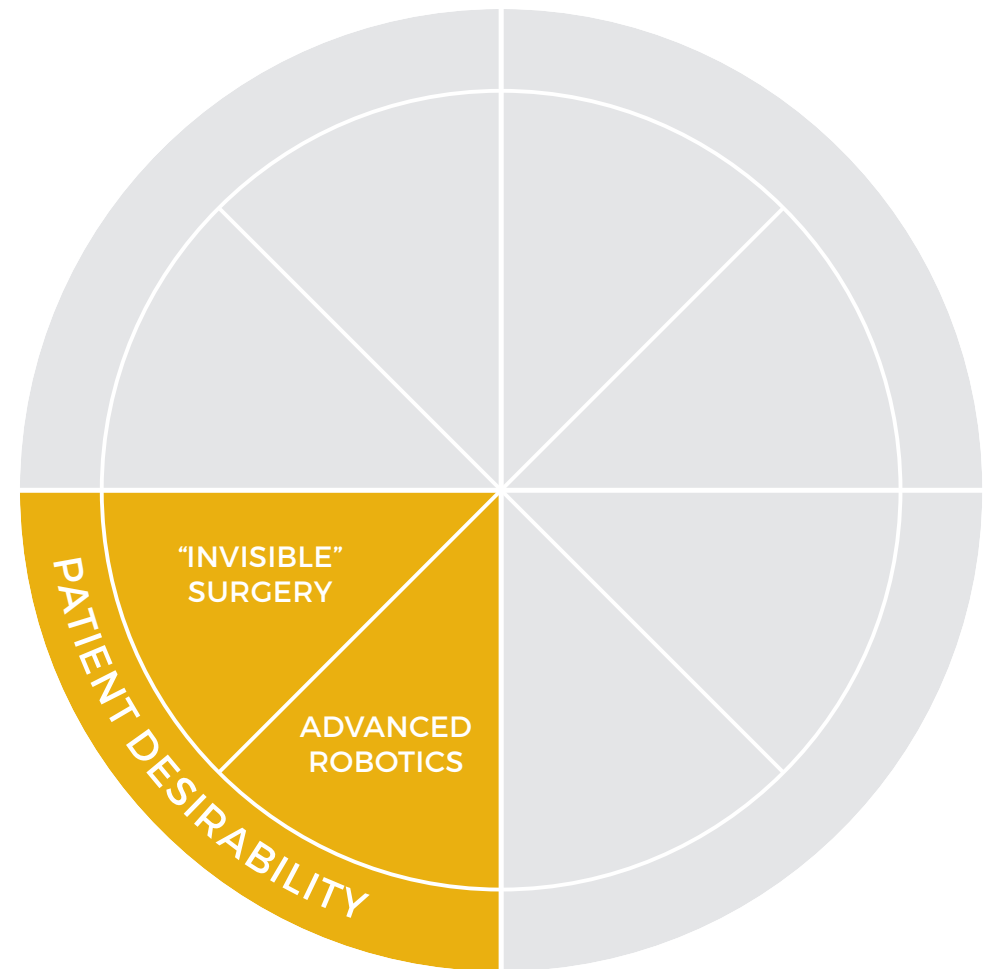


Sub-Messaging

Benefits that deliver real value.

PATIENT DESIRABILITY

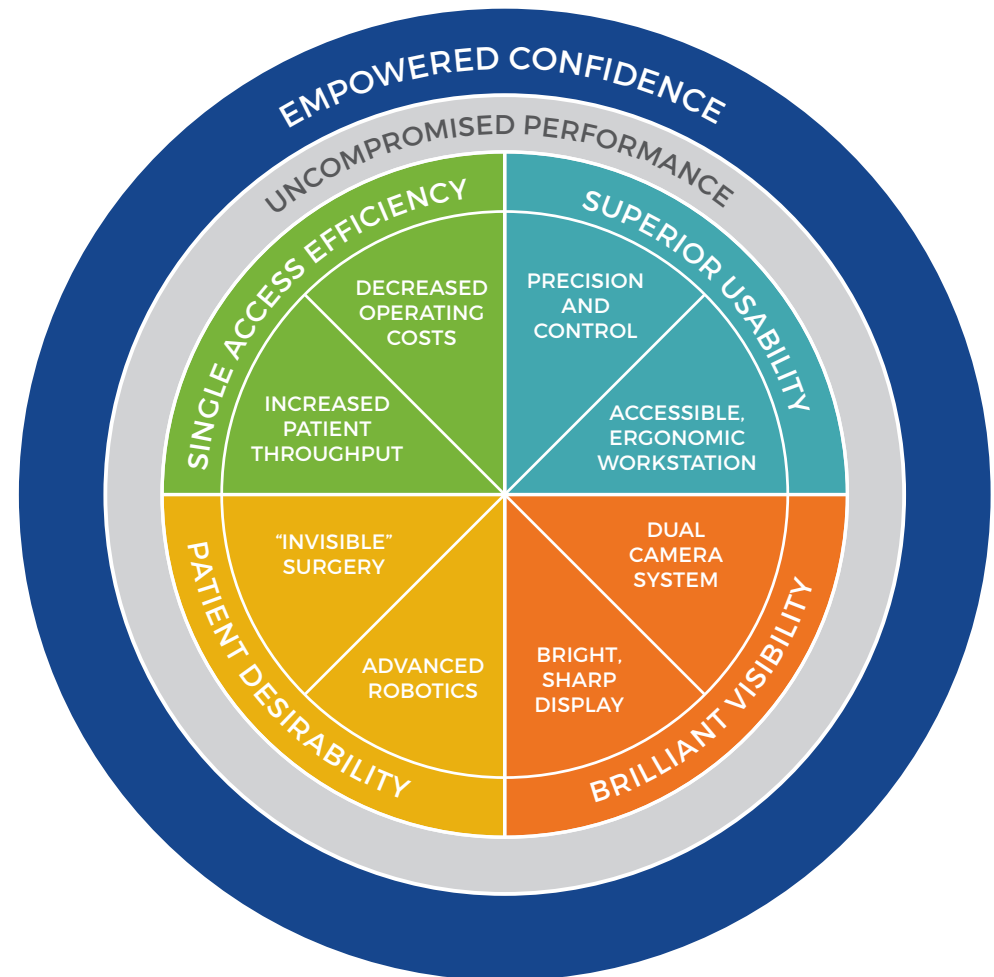
- **"Invisible" surgery:** leaves just one hidden scar in the belly button (or no incision via access through natural orifices).
- **Advanced robotics:** offers hospitals and surgeons an advancement in MIS to better serve patient communities looking for new and effective surgical approaches.



Brand idea

EMPOWERED CONFIDENCE

For surgeons and hospital administrators who welcome and embrace a **new standard of care** in surgical robotics, there's **Enos, by Titan Medical**. These are the individuals who will experience uncompromised performance and be empowered with confidence as they enthusiastically join us in pioneering the future of **Robotic Single Access Surgery**.



Enos logomark & tagline lockup



Enos definition

The meaning of our name is simple. In Greek, enos means "one". The Titan Medical team is proud to bring forth a new single access surgical robot and enter the modern era of patient care.

PRONUNCIATION:

ē·nōs

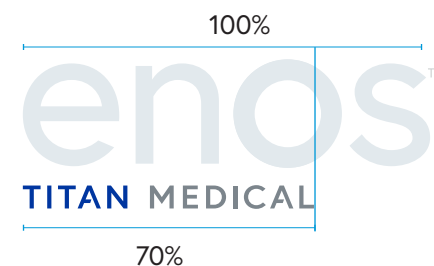
Brand hierarchy

Enos and Titan Medical jointly deliver the promise to customers. Enos leads with the brand story and Titan Medical offers a prominent endorsement, representing the values and ongoing commitment from the company brand.

The proximity and relative size of the two logos is important. They are not in a lock-up position. Titan Medical will always appear smaller than Enos and either above or below in visual proximity. Titan Medical logo should be approximately 70% of the size of the Enos logo.



TITAN MEDICAL



Brand name in text

HOW TO WRITE BRAND NAMES:

When referencing the brand name in a written document, we recommend the use of title case Enos (not enos).

First use of the Enos brand must be accompanied by the TM symbol and endorsed by Titan Medical.

Enos™ by Titan Medical

Enos™ Robotic Single Access Surgery by Titan Medical

Enos Robotic Single Access Surgery™ by Titan Medical

Brand usage on the workstation and instruments



(EXAMPLE USAGE)

Approved tagline positions



PREFERRED



USE WHEN LOGO IS LARGER THAN 2"



HORIZONTAL

White space

Clear space is the area immediately surrounding the logo. Keep this area clear of elements that might compromise logo legibility. No graphics, type, photography or illustrations should violate the clear space. The "e" provides the measurement for the proportional system that determines clear space.



Minimal size

To make sure it's legible, the logo must be used in printed and electronic media at a width no smaller than 1 inch wide or 160 pixels wide.



Alternate logos

1-Color, black and reversed (white)

These may be used when design considerations, compositional challenges or reproduction parameters do not allow the use of the 2-Color Primary version.



REVERSED - ALWAYS USE PROVIDED "REVERSE" ARTWORK WHICH HAS A LIGHTER BLUE IN THE "O"

Using letterforms without the blue "o" is acceptable in certain one color applications



1 COLOR BLACK OR GRAY



1 COLOR BRIGHT BLUE



1 COLOR REVERSED TO WHITE

One color usage

enos™
robotic single access surgery

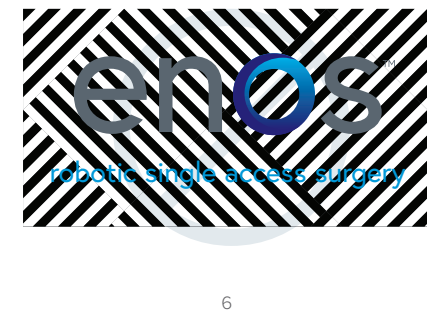
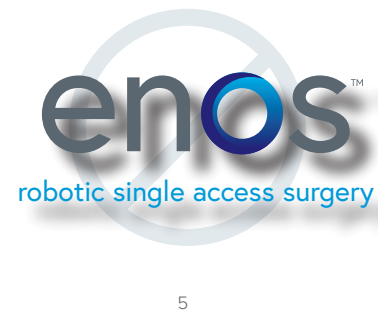
enos™
robotic single access surgery



Unacceptable logo & Icon usage

Use only authorized logo assets as is.
Do not alter, redraw or modify the artwork.

1. Do not change the color
2. Do not distort
3. Do not alter components
4. Do not use alter the tagline ratio dramatically
5. Do not apply a visual effect
6. Do not place it on a complex, textured or patterned background that makes it difficult to see



Origyn Study logo



LARGE USE



SMALL USE



1 COLOR USE

Color palette

PRIMARY PALETTE



SECONDARY PALETTE

(Usage recommendations to be determined)



Enos "O" blue gradient



Brand voice

GENERAL TONE DESCRIPTORS

Friendly	Personable
Honest/Transparent	Helpful
Knowledgeable	Engaging
Cutting Edge	

The goal of Titan Medical is to encourage a sense of trust with its audience through brand voice and messaging. The brand's friendly and knowledgeable approach to speaking about their product will help the messaging to come across as personable and engaged in the field's newest developments.

EXAMPLES

Too casual: *"The most recent study using Enos™ Robotic Single Access Surgery seriously hit the ball out of the park."*

Ideal: *"An exciting recent study using Enos™ Robotic Single Access Surgery shows a high patient satisfaction rate among early adopters."*

Too formal: *"Patient satisfaction is important to Titan Medical."*

Ideal: *"At Titan Medical, we aim for 100% patient satisfaction."*

Typography

FOR COLLATERAL & WEB:

Europa Regular

abcdefghijklmnopqrstuvxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Europa Italic

abcdefghijklmnopqrstuvxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Europa Bold

abcdefghijklmnopqrstuvxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Europa Bold Italic

abcdefghijklmnopqrstuvxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

FOR WORD, EMAILS & POWERPOINT:

Arial - Regular

abcdefghijklmnopqrstuvxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial - Bold

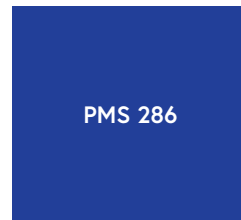
abcdefghijklmnopqrstuvxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Titan Medical logomark

TITAN MEDICAL

Titan Medical logo colors

TITAN MEDICAL



Email signature

Please format email signatures to the specs below:

12 pt Arial Bold –

Sachin Sankholkar

10 pt Arial italic –

Vice President of Marketing

10 pt Arial Reg –

Cell (408) 203 4844

10 pt Arial Bold –

titanmedicalinc.com

16 pt Arial Bold –

enos by Titan Medical Inc.

10 pt Arial Reg –

[robotic single access surgery](#)

Business cards



Website (rough)



Live the brand.

Be genuine and insightful in all of your work.

GOOD LUCK!

If you have questions regarding Enos and Titan Medical branding, please contact Sachin Sankholkar at ssankholkar@titanmedicalinc.com.