

BRANDBOOK



GA HEALTH

CARE BY DESIGN

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Introduction

GA Health is a company with a mission: to develop effective solutions for infection prevention for patients through innovative design that prioritises our users' needs. We are Global-Asia Health, spanning the globe and providing infection prevention solutions to hospitals and daycare centres in United States, United Kingdom, Europe and Australasia. We bring innovative design and a dedication to produce the consistent and reliable products that benefit both patients and health professionals. Together, we can make GA Health the world's leading solution provider for infection prevention.



Brand Strategy

We don't just design products.

We solve problems.

Brand Story

In 1995 in the midst of the Variant Creutzfeldt-Jakob disease (vCJD) outbreak in the UK, Ken Mc Cabe, the co-founder of GA Health, was invited by Manchester Royal Eye Hospital to develop a solution to prevent the potential transmission of this terrible disease. He took on the challenge of being the pioneer of realising ophthalmic instruments for single-patient use.

Today, GA Health is a trusted name for infection prevention, especially in endoscopy.

At GA Health, we don't just design products; we solve problems.

It's why medical professionals worldwide count on us, day in, day out. We bring years of experience, innovative thinking, and a fresh approach to each infection prevention product we develop.



It is matched only by our passion for the best patient outcomes.

Each solution is thoughtfully designed using innovative technology.

And we consistently strive to provide greener, more sustainable solutions.

With our global operations and strong supply chain, we will be able to offer the reliability and efficiency that our customers need.

Wherever we are, we will never lose the core values that drove us to strike for highest standard.

That passion for bringing the best user experience and patient outcomes.

Which is why we'll always prioritise users' needs.

Because only when we understand our users, we can develop effective solutions.

Brand values

An orange circle with the word "Passion" in white text.

Passion

If you spend five minutes talking to us, you'd realise that we are truly passionate about what we do. Not only do we create medical devices, but also more importantly we recognise the needs and support of patients and medical staff. The focus on people and the passion for getting things right drove us to develop products that make a difference when it comes to improving infection prevention and patient outcomes.

A blue circle with the word "Quality" in white text.

Quality

As a global medical device organisation, we are proud to have all the needed qualifications, approvals and certifications to work in leading markets worldwide. We are trusted by medical professionals across the USA, Asia and Europe. With our exceptional focus on R&D, we constantly look for new ways to innovate and create. We stand behind the quality of the products we develop as we treat the appreciation from our customers as our greatest achievement.



Integrity

We know that you need products that you can rely on day in and day out. It's why we are dedicated to providing the best and most reliable solutions so you can bring the best patient outcome. We are continuously improving the way we work and the solutions we create so that you can count on GA Health for reliable, consistent and market-leading products.



Customer Focus

We don't design products or provide services without communicating with the users first. By listening to the users as always, we have been able to learn and identify their actual needs and then work on the solutions for each of them. We love the feedback from the field and always tend to work on continuous improvement.



Simplicity

To achieve the highest level of operational excellence, we focus on removing clutter or the unnecessary from our products, processes during production, and services until all that remains is essential and valuable, to both the customers and employees of GA Health.

Mission

To develop effective solutions for infection prevention for patients through innovative design that prioritises our users' needs.

Vision

To become the world's leading solution provider for infection prevention, improving treatment outcomes for patients.

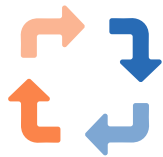


Product

Early screening can significantly improve the gastrointestinal survival rate. To meet the increasing needs for infection prevention in the gastroenterology in Europe, United Kingdom, United States and Australasia, GA Health proudly presents Andorate, a portfolio of high quality and reliable devices for infection prevention from endoscopy preparation, procedure to endoscope cleaning, transport and storage. Andorate serves in every step of the endoscopy cycle.

andorate

Product Group



Endo Procedure

Highly precisely designed and manufactured, Endo-Procedure group provides reliable, consistent and secured performance from suction, air and water supply, to auxiliary irrigation, improving infection prevention and process efficiency.



Endo Cleaning

Offers innovative cleaning devices precisely designed to effectively remove as much microorganism as possible at the manual cleaning stage. Reprocessing the endoscope with Andorate cleaning devices helps preventing possible infection from the intricate endoscope.



Endo Transport and Storage

Helps minimise the endoscope downtime, unnecessary repair expenditure, infection control risks, as well as improve the process of endoscope handling and care.



Valves Set

Andorate valves are the brand's signature products. They play an essential role in every endoscopy procedures for suction, air and water supply and biopsy sample collection. Use Andorate valves to achieve consistent and reliable performance for procedure.



Irrigation tubing

Andorate irrigation tubing works with Andorate single-use irrigation connector to supply the auxilliary water during the GI procedure. With built-in back-flow valves, Andorate irrigation products are the reliable choice for 24-hour safe irrigation.



Reusable Connector

Andorate's reusable connectors provide the solution for connecting different CO2 insufflator.



Cleaning Adapter

It is important to carry out effective cleaning at the point-of-use immediately after completing the endoscopic procedure. Andorate cleaning devices are specially designed for safe and efficient precleaning to the endoscope.



Air water bottle tubing

Andorate air water bottle tubing works with the Andorate air water valve to clean the lens and create sufficient insffulation for procedure.



Biopsy valve

Andorate biopsy valves can be sold on its own. Biopsy valve is a critical component to maintain suction pressure and acts as a safe passage for biopsy instruments to operate inside the patient.



Air Supply

Made with finest micro filter. Andorate air supply products not only establish the passage between the CO2 source and the endoscope, but also protects the CO2 insufflator.



Tip Guard

Andorate endoscope tip guard to help minimise the endoscope downtime, unnecessary repair expenditure and infection control risks.



Irrigation Connector

Andorate single-use irrigation connector works with Andorate irrigation tubing to supply the auxilliary water during the GI procedure. With built-in back-flow valves, Andorate irrigation connector provides safe irrigation for the GI procedure.



Polyp trap

Andorate presents a wide range of polyp traps with thoughtful designs to secure effective and safe specimen collection. All Andorate polyp traps are made for reducing the specimen exposure to the healthcare workers.



Bite block

Every detail of our Andorate bite blocks has been designed to offer extra patient comfort, and protect the endoscope from damage.

Brand Visual Guidelines

Our corporate logo



The GA Health logo is composed of a lettermark and a wordmark. GA Health means Global-Asia Health. The stacked logo is our primary logo and should be used in most instances. Always use the logo files provided in the logo pack. Do not re-create.

Approved variations

▼ Stacked



▼ Lettermark



▼ Horizontal



These are the logos for all brand communications. It is a trademark to help viewers easily identify the GA Health brand.

It is essential that the logo is always applied with care and respect.

The stacked structure is used when layouts are primarily left or right justified.

The horizontal structure is used when layouts are primarily centered.

The structure with the lettermark only may be used for digital such as favicon and app.

The black and white versions

▼ Stacked

▼ Lettermark

▼ Horizontal

Black Versions



White Versions



Derived from the original logo, the lettermark is composed of G, A and two primary colours.

The lettermark is legible at most sizes.

Structure and scaling



Logo & backgrounds



How to use the logo



When using the logo, its margins must be respected, allowing the logo to breathe and preventing its clarity and visual impact from being obstructed; the logo can be displayed anywhere (in front of an image or of a shape) whilst always protecting margins, in this case, the orange part of the G acts as our guide.

Do not use the logo in these ways



Avoid infringing the margin boundary. Use high contrast backgrounds to grant visibility and brand perceptibility. A big don't is portraying the brand logo so small it becomes impossible to read; it will lose audience and fail to communicate the brand message.

Logo display

Always present the logo in a high-quality format displayed horizontally or vertically.

DON'T twist, slant, rotate or distort logo.

DON'T change placement.

DON'T use less than 50% opacity.

DON'T add a backdrop shadow to logo.

DON'T use blurry or with low resolution.

DON'T use colours out of colour palette.

DON'T use different typography or change case.

DON'T use background without proper spacing or poor contrasting colour.



The tagline



CARE BY DESIGN

Tagline

The GA Health Tagline is the expression of our brand promises. GA Health develops effective solutions for infection prevention for patients through innovative design that prioritises our users' needs.

We use the Tagline to underscore our big-picture objectives – what business we're in, what we believe and what drives us. Careful and consistent use of our tagline will help strengthen our brand.

Structure of GA Health tagline



Approved variations of GA Health tagline

▼ Stacked



▼ With the Lettermark



▼ Horizontal



The horizontal structure is used when layouts are primarily left justified or centered.

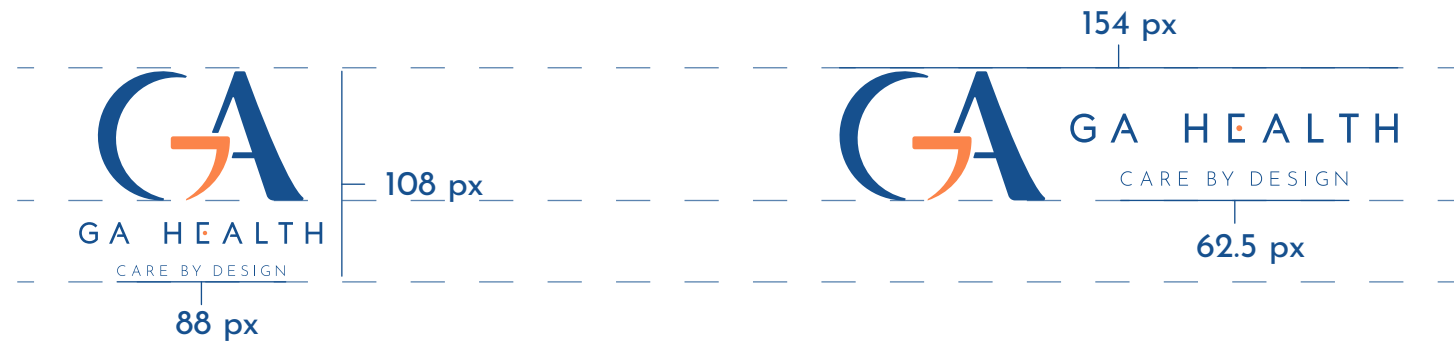
The stacked structure is used when space is limited or when the space calls for a vertical treatment.

The structure with the lettermarks may be used for internal employee training events and materials.

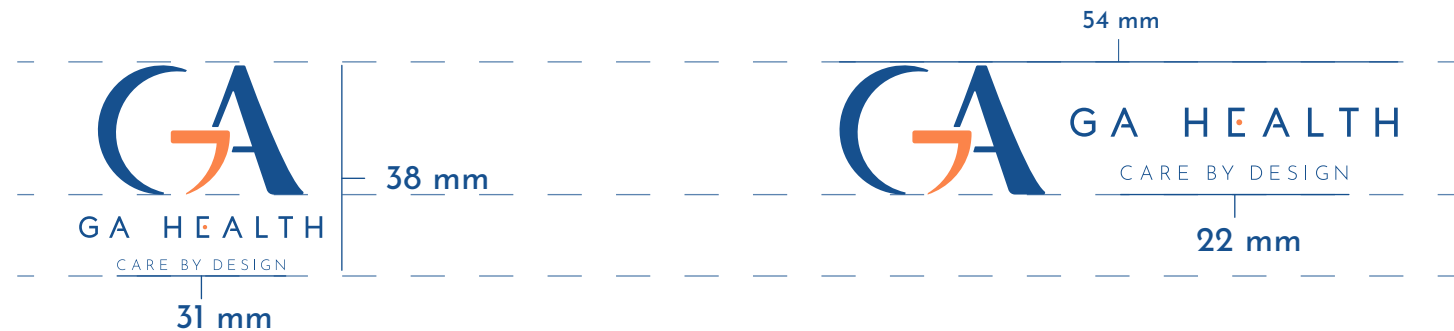
In marketing materials, the stylised Tagline CARE BY DESIGN may be used in different positions to the logo, but it must always appear with the GA Health logo or the lettermark on the same graphic design area.

GA tagline scaling of GA Health tagline

Digital



Print



When to use our Tagline

Proper application of the GA Health Tagline reinforces GA Health's brand promise and strengthens our brand. To that end, the Tagline will not be appropriate for every asset.

Rather, CARE BY DESIGN establishes relevance in a broad context, such as on the first page of an asset, or as a logical conclusion to a specific message.

The samples at right show suitable Tagline applications.

Top tips:

- Only include the GA Health Tagline when there is relevance to include it. Your subject matter should clearly indicate how audience will feel Care By Design with GA Health products and services.
- Use the Tagline lockup on the first page of an appropriate asset to introduce broad context for the subject matter
- Use the Tagline lockup in marketing materials as a sign-off.



When to use our Tagline, continued

Knowing how and when to apply the GA Health Tagline will help build consistency, recognisability and legibility, as well as create the proper context for our Tagline expression.

- Do not use the Tagline on corporate legal documents.
- Do not use the Tagline in internal corporate materials, such as materials related to operation, quality policy, procedures, employee matters and finance.
- Do not create your own Tagline artwork; use only the approved Tagline artwork; Do not create colour variants of the approved logo artwork.
- Do not apply graphic effects to the Tagline, such as shadows, gradients, etc.
- Do not place the Tagline over an image.
- Do not adjust or modify the elements of the Tagline or change the relationship of the elements.

Our product logo



The Andorate logo is a wordmark. Andorate stands for accurately made for endoscopy.

Always use the logo files provided in the logo pack. Do not re-create.

The tagline



andorate

Precision, Reliability, Consistency ————— Tagline

Andorate is an emerging brand of disposable endoscopic accessories and devices manufactured by GA Health. Our products are designed, developed and manufactured to reflect our ongoing commitment to patient safety, infection prevention and control.

We apply the principle of being precise, reliable and consistent in product development and performance through the Andorate logo with tagline.

Structure of Andorate tagline

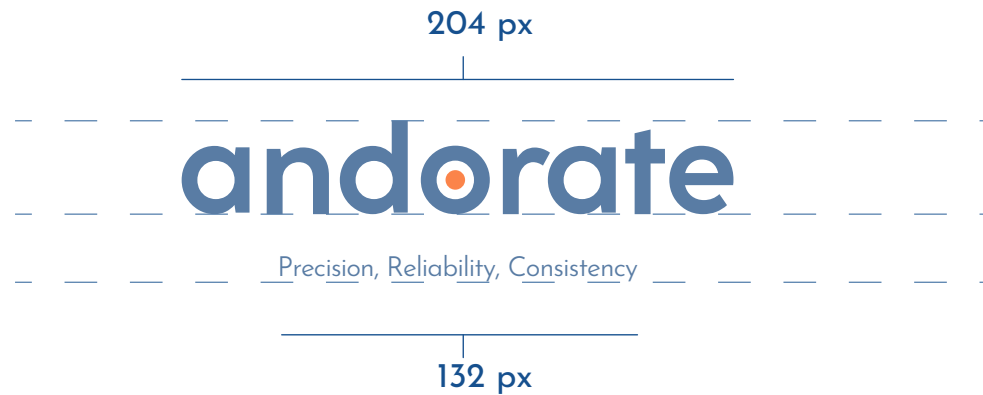


andorate

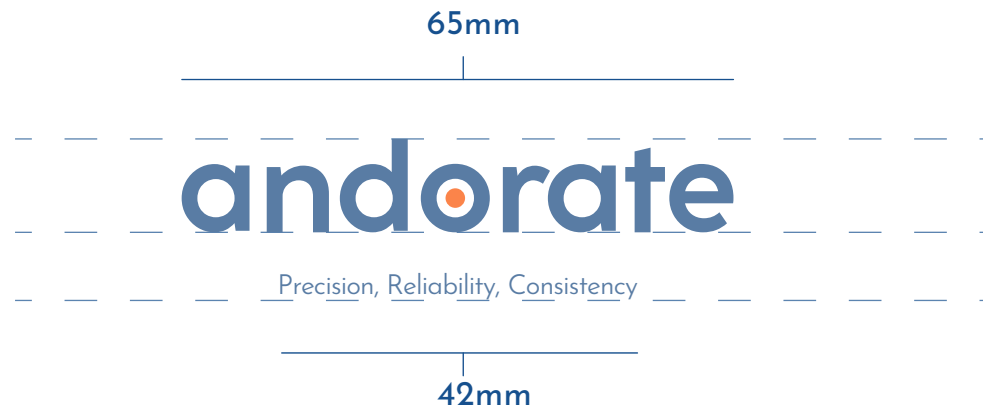
Precision, Reliability, Consistency

Andorate tagline scaling

Digital



Print



GA Health and Andorate

When to use and how to use

The tagline of Andorate is Precision, Reliability, Consistency. Generally we don't display the Andorate tagline, but apply the principle of being precise, reliable and consistent in product development and performance.

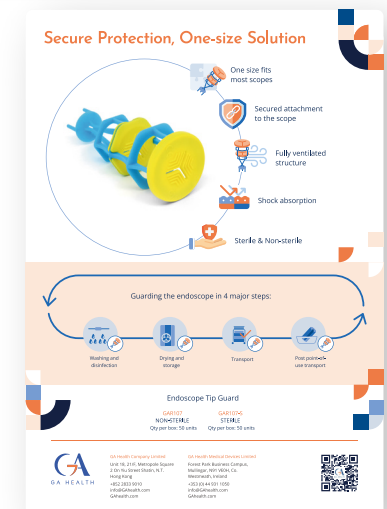
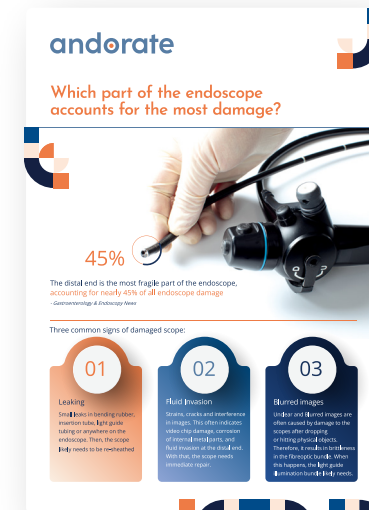
When the material is specifically about Andorate products, such as Andorate product notification, brochure, leaflet, Andorate logo should be primarily presented aligning left or centre.

To sign off, GA Health company contact information should be placed at the bottom of the last page of the material, justified.

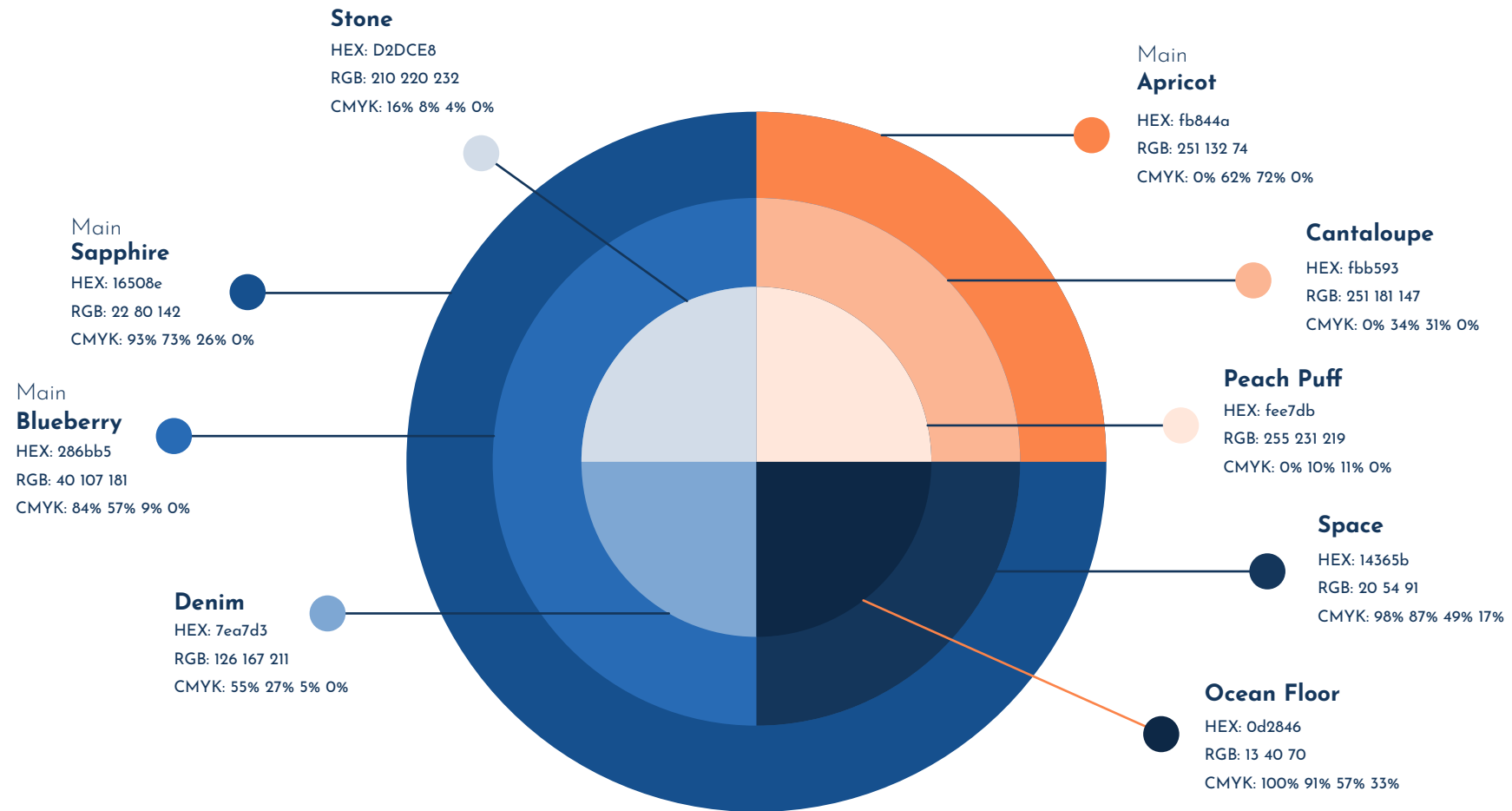
The samples at right show suitable GA Health information and Andorate logo applications.

Top tips:

- Place the QR code that links to the location of the material on GAhealth.com
- Remember less is more.



Brand colour palette



Brand colour palette

Primary



7686C

Sapphire

HEX: 16508e

RGB: 22 80 142

CMYK: 93% 73% 26% 0%



164C

Apricot

HEX: fb844a

RGB: 251 132 74

CMYK: 0% 62% 72% 0%



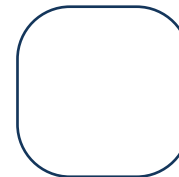
7540C

Dark liver

HEX: #515151

RGB: 81 81 81

CMYK: 76% 67% 60% 19%



White

HEX: #FFFFFF

RGB: 255 255 255

CMYK: 0% 0% 0% 0%

Secondary



2768C

Ocean floor

HEX: 0d2846

RGB: 13 40 70

CMYK: 100% 91% 57% 33%



534C

Space

HEX: 14365b

RGB: 20 54 91

CMYK: 98% 87% 49% 17%



7455C

Blueberry

HEX: 286bb5

RGB: 40 107 181

CMYK: 84% 57% 9% 0%



659C

Demin

HEX: 7ea7d3

RGB: 126 167 211

CMYK: 55% 27% 5% 0%



650C

Stone

HEX: d2dce8

RGB: 210 220 232

CMYK: 16% 8% 4% 0%



1555C

Cantaloupe

HEX: fbb593

RGB: 251 181 147

CMYK: 0% 34% 31% 0%



475C

Peach puff

HEX: fee7db

RGB: 255 231 219

CMYK: 0% 10% 11% 0%

Our colour palette has two sets: primary and secondary. Sapphire stands for integrity, commitment and trust.

Apricot presents cheerfulness and dynamic.

Composition with the brand colours



White background is favourable at most cases. Above is a general guide for making effective choices as you use colour in compositions. This isn't meant to imply a strict mathematical distribution of the colours on the applications; rather, these ratios should help you with the layout.

One-colour use

Main
Sapphire
HEX: 16508e
RGB: 22 80 142
CMYK: 93% 73% 26% 0%



Main
Apricot
HEX: fb844a
RGB: 251 132 74
CMYK: 0% 62% 72% 0%



Main
Blueberry
HEX: 286bb5
RGB: 40 107 181
CMYK: 84% 57% 9% 0%



Space
HEX: 14365b
RGB: 20 54 91
CMYK: 98% 87% 49% 17%



Ocean Floor
HEX: 0d2846
RGB: 13 40 70
CMYK: 100% 91% 57% 33%



The full-color logo will not perform well on photography and various background colors. In those cases, the one-color logo should be used.

Typography and font guidelines

Josefin Sans

Thin	Light	Regular	Semibold	Bold
Thin	Light	<i>Regular</i>	<i>Semibold</i>	<i>Bold</i>

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

çÇ@#!?¿!·\$%&/()=^'``*+'''-.-:,:;".

Aa

Typography and font guidelines

Josefin Sans

H1-Josefin Sans bold, 36/38

GA Health Vision and Mission

H2-Josefin Sans bold, 24/28

We don't just design products. We solve the problems.

H3-Josefin Sans bold, 18/21

That's why medical professionals worldwide count on us, day in, day out.

H4-Josefin Sans bold, 12/15

GA Health presents Andorate, a brand that provides solutions for infection prevention in endoscopy.

Typography and font guidelines

Open Sans

Light	Regular	Semibold	Bold
Light	Regular	<i>Semibold</i>	<i>Bold</i>

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

çÇ@#!?¿!·\$%&/()=^'``*+''_-.:;,'".

Aa

Typography and font guidelines

Open Sans

P-Open Sans regular, 9/11

Because infection prevention is too important to leave to chance. We bring years of experience, innovative thinking and a fresh approach to each product we develop.

Quote Mark-Open Sans light, 11/13

"We love Andorate products." says Dr. Robertson.

Quote Mark-Open Sans regular, 11/13

'Backed by over three decades of expertise in manufacturing medical devices.' from GA Health's press release.

Typography and font guidelines

Helvetica

Regular	<i>Oblique</i>	Bold	<i>Bold Oblique</i>
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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

çÇ@#!ı?¿!·\$%&/()=^¨`*+¨´_-.:;¨.

Aa

Typography and font guidelines

Helvetica

H1-Helvetica Sans bold, 36/38

GA Health Vision and Mission

H2-Helvetica Sans bold, 24/28

We don't just design products. We solve the problems.

H3-Helvetica Sans bold, 18/21

That's why medical professionals worldwide count on us, day in, day out.

H4-Helvetica Sans bold, 12/15

GA Health presents Andorate, a brand that provides solutions for infection prevention in endoscopy.

P-Helvetica Sans regular, 9/11

Because infection prevention is too important to leave to chance. We bring years of experience, innovative thinking and a fresh approach to each product we develop.

Quote Mark-Helvetica Sans light, 11/13

"We love Andorate products." says Dr. Robertson.

Quote Mark-Helvetica Sans regular, 11/13

'Backed by over three decades of expertise in manufacturing medical devices.' from GA Health's press release.

Typography and font guidelines

Acumin Pro Wide

Thin	Extra Light	Light	Regular	Semibold	Bold	Black
<i>Thin</i>	<i>Extra Light</i>	<i>Light</i>	<i>Regular</i>	<i>Semibold</i>	<i>Bold</i>	<i>Black</i>

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

çÇ@#!?¿!".\$%&/()=^'`*+'_-.:;,".

Aa

Typography and font guidelines

Acumin Pro Wide

H1-Acumin Pro Wide bold, 36/38

GA Health Vision and Mission

H2-Acumin Pro Wide bold, 24/28

We don't just design products. We solve the problems.

H3-Acumin Pro Wide bold, 18/21

That's why medical professionals worldwide count on us, day in, day out.

H4-Acumin Pro Wide bold, 12/15

GA Health presents Andorate, a brand that provides solutions for infection prevention in endoscopy.

P-Acumin Pro Wide regular, 9/11

Because infection prevention is too important to leave to chance. We bring years of experience, innovative thinking and a fresh approach to each product we develop.

Quote Mark-Acumin Pro Wide light, 11/13

"We love Andorate products," says Dr. Robertson.

Quote Mark-Acumin Pro Wide regular, 11/13

'Backed by over three decades of expertise in manufacturing medical devices.' from GA Health's press release.

Typography and font guidelines

Taipei Sans TC

Light

Regular

Bold

我们不只是设计产品，我们更是解决问题。

1234567890

çÇ@#!i?i! ” · \$%&/()=^’` ` *+ ” ’ _-.:,; ” ·

Localised language

Taipei Sans TC

H1-Taipei Sans TC bold, 36/38

我们不只是设计产品，我们更是解决问题。

H2-Taipei Sans TC bold, 24/28

我们不只是设计产品，我们更是解决问题。

H3-Taipei Sans TC bold, 18/21

我们不只是设计产品，我们更是解决问题。

H4-Taipei Sans TC bold, 12/15

我们不只是设计产品，我们更是解决问题。

P-Taipei Sans TC regular, 9/11

我们不只是设计产品，我们更是解决问题。

Quote Mark-Taipei Sans TC light, 11/13

“我们不只是设计产品，我们更是解决问题。”

Quote Mark-Taipei Sans TC regular, 11/13

‘我们不只是设计产品，我们更是解决问题。’

Communication Guidelines

Language guidelines



Intro

At GA Health, we stand out from the competition for our dedication to supporting medical professionals and improving patient outcomes. This passion for and dedication to what we do is reflected in our language.

We are far from a cold, corporate company. On the contrary, we are excited about the innovations we are introducing to the industry, and we always listen to what medical professionals need.

We reflect this through the warm and welcoming language we use. We speak to customers and medical professionals in concise, simple terms. One way to do this is to clarify that we are here to support them and always highlight the benefits of our solutions rather than just listing features.

Language is the way we show that we are different to other companies in our field. If you're looking for inspiration, look more at brands such as L'Oréal or other consumer brands or competitors - this gives an example of a more 'emotive' way of writing that appeals to readers.

Rules

We write in British/Commonwealth English rather than US English.

This means that we talk about:

- Colour, not color
- Analyse, not analyze
- Oestrogen, not estrogen
- Licence, not license
- Centre, not center

-Capital letters:

- We spell all our brand names with a capital first letter, even if they are lower case in the logo.
E.g. GA Health (with a space between GA and Health), Andorate etc.
- We also use capital letters for job titles.

-Numbers:

In the product, always use the numeral. In other communications, use numerals for double-digit numbers or larger. If you are describing a measurement, use the numeral. To increase readability, use commas in four-digit numbers or larger.

-Abbreviations:

- Know your audience. If your readers will be familiar with a term, you can use it confidently. If your users might be unfamiliar with a specific abbreviation or initialism, introduce it fully in the first instance and add the abbreviation immediately following in parentheses, without full stops. After that point, you can use the abbreviation throughout the document. E.g. Non-governmental organisation (NGO).

-Punctuation:

•Quotation marks

Use double quotation marks for something said. Use single to quote a line written in copy.

•Exclamation marks

Use sparingly. Greetings such as 'Welcome!' are okay.



- Hyphen

They are used to combine two or more words when they directly precede and modify a noun (examples: 'up-to-date spreadsheet', 'third-party system'). Also used for some compound nouns, such as 'co-owner'. 'Email' should not be hyphenated.

- Full stops

Use only one space following a full stop. Don't use full stops in the UI unless you have multiple complete sentences.

- Formatting

- Bold

Use bold for headers and subheadings, but don't bold up words within written content unnecessarily as it distracts readers.

- Italics

Use italics in sentences for emphasis. Don't overuse them.

- Headings

- Use headings to separate different sections. Don't add too many headings in a row without paragraph text.

- Links

- Use in-line links for accessibility and screen readers. Links should be incorporated into the text. Don't use 'click here or 'refer to this document; instead, incorporate the link name into the sentence.

- Underlines

- Don't underline headings or for emphasis.

- Bullet points

- Use bullet points to break up large blocks of text. Bullets are easier to read and help highlight specific items in a list for the user. When using bulleted lists, follow these rules:

1. Use bulleted (unordered) lists or steps instead of large blocks of text.
2. Use parallel structure. This means each bullet should start with the same type of word (noun, verb) in the same tense and form as these bullets.
3. Use a colon at the end of the text to introduce the bulleted list.
4. Capitalise the first word of a bullet only if the bullet is a complete sentence or doesn't have introductory text.
5. Use a full stop at the end of items in the bullet list that are complete sentences.
6. Keep the bulleted items of similar length and sentence-style. If one bullet is a complete sentence, all of the rest should be.

Brand voice and language style

GA Health is a world major provider for endoscopic infection prevention products. We manufacture our own brand Andorate, widely accepted in United States, United Kingdom, Europe and Australasia.

However, this doesn't mean our language is not warm and unapproachable. On the contrary, we explain everything in detail, putting information in the simplest terms and explaining the benefits clearly.

While we have an approachable tone, we are not informal or casual, and we don't use slang.

We are an innovative and dynamic brand, but we also need to build trust with our customers, communicate our passion and dedication and help them see the effectiveness of our products by clearly outlining their benefits.

Brand voice characteristics

We follow the four key brand characteristics regarding how GA Health speaks. These show the main areas to focus on when writing any content or communicating with clients. First, it keeps our voice clear and consistent, so clients know what we stand for and trust our brand.

Components



Authoritative

We are experts in the field of infection prevention. Our confidence is communicated through our writing, showing people that we know everything about the industry. We're professional and have all the technical know-how and insights to provide our clients with the ultimate solutions.



Clear

We ensure our clients always know what they are getting. They want to know what our products are, what they do, and how they benefit their lives. Our team knows how to communicate every piece of information effectively, so our customers are never left confused or without any vital information that will help them.



Trustworthy

Our clients have complete confidence in us and our products before they have even tried them. We build an emotional connection with each but always communicate openly with them. Every product is backed up with accurate facts and statistics, building complete loyalty with them.



Innovative

We offer something to our clients that no other brand does. Our team introduces new ideas to our audience, offering something different that will relieve their pain points. We're always thinking of original solutions which feature new methods, materials, and designs. Our engineers are creative and advanced in the way they work.

Editorial guidelines

- Use language free from words, phrases, or tones that reflect prejudiced, stereotyped, discriminatory, or limited views of particular people or groups
- Spell out months and days of the week. Use numerals for the date and time of day, and do not use ordinal numbers in dates. E.g. February 1, not 0201.
- When using only a month and year, do not use a comma to separate them. E.g. January 2022
- In times of day, eliminate unnecessary figures, and do not capitalise or use full stops with am and pm. E.g. Midday and 7 pm
- Avoid references such as 'next week', 'yesterday'. People may read what you write well into the future without any way to tell when it was written. Instead, use specific dates if it makes sense to do so or rewrite so that chronology is evident some other way.
- For URLs in display text, it is unnecessary to include HTTP:// or www.; use gahealth.com.
- Write 'internet' and 'web' in lower case.
- Italicise the names of journals, books, newspapers, magazines, as well as the titles of the articles themselves
- Never use a long word where a short one will do.
- If it is possible to cut out a word, always cut it out.

Email style

As part of being an approachable company, we ensure our emails reflect this.

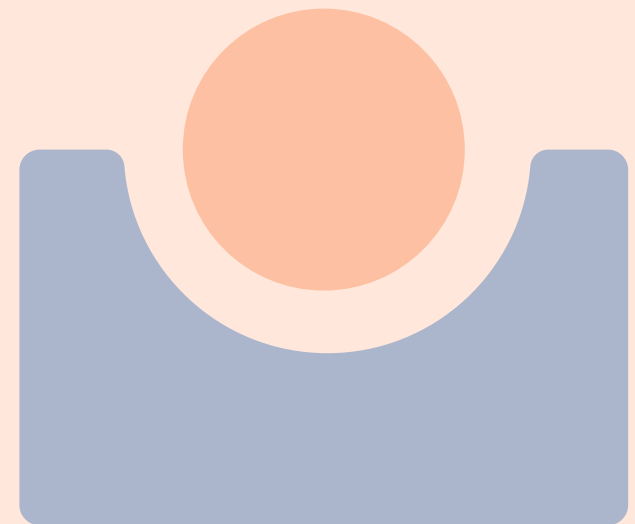
When emailing clients and distributors, we can use 'Dear' if we have never had previous contact with them. To build an established relationship, we can say 'good morning/afternoon', 'hello' or 'hi'.

All emails begin with a greeting to the recipient within them, etc.

Emails are then signed off with 'Best wishes', 'Kind regards' or similar to keep things professional.

Your email signature should be automated to include:

- Your full name
- Job title
- Contact phone number
- Company website
- Company logo



Social media

Through social media, we have a chance to engage directly with the medical community. It allows us to react immediately, join global conversations and be more personable and approachable.

However, this should all be in line with our brand voice and tone and the language outlines mentioned in this brand book. We are authoritative, clear, trustworthy and innovative. And through social media, we have a chance to show our approachable side too.

- Social media style

Being on social media does not mean we can use slang or too casual language. It also does not mean we can react or say things that wouldn't be acceptable in other communications.

Likewise, with imagery. All uses of logos and product pictures should follow brand design guidelines, reflecting our brand colours and style.



- Content-wise, we follow three key pillars:

- Our products
- Our company/company news/updates
- Trending topics - responding to relevant news/studies etc
- We can write longer posts as they allow us to delve into a complicated topic more thoroughly, but we mix this up with shorter posts that focus on a key aspect of a product/key piece of news etc.
- We use hashtags to help people find our content, keeping it to two or three on the likes of Twitter. On platforms like Instagram, with unlimited space, we can include other hashtags, but we do this in a comment below the post to not overcomplicate the post itself.

- Interaction

It is a great way to build momentum on social media. We can react to posts by other users, but to add points of interest, not to go in for the hard sell. We can also share interesting journal articles with our thoughts opinions. If a follower asks us a question directly, we need to respond promptly with the details they request. We always respond as the brand (never an individual for the brand). We can also create a database of these questions and responses for future reference.

- Social media responsibilities

- We operate within a strongly compliant industry. If you have any doubts at all about a post, refrain from publishing it until you have sought legal/technical support from within the team.
- To avoid violating trademark, copyright or publicity rights, do not post images or other content without the consent of those who own or appear in the media. When you quote others, be sure to credit them and, if appropriate, add a link.
- If you have your own social media account and engage in conversations related to the industry, always be clear that you work for GA Health not mislead anyone.
- Remember, the internet is a public space, and posts can be screenshotted even if they are taken down right away, so always double-check before posting. If in doubt, ask a senior team member to look over the content.
- At GA Health, we have zero tolerance for racism, bigotry, misogyny, express or implied threats of harassment, physical harm, or hate speech. Keep this in mind for personal posts and ensure that all company posts uphold our values as a company.

Trademark symbols use guidelines

Trademark symbols are an important part of any brand as they build trust with consumers. They prevent confusion in the marketplace about the identity of a product and notify the world that you have trademark rights to a mark or name.

The trademark symbol ™ can be used on a logo, name, phrase, word, or design that represents the business, without having to be legally registered. The registered symbol ® generally represents a mark that is a registered trademark with the United States Patent and Trademark Office.

Rules of use:

1. Trademark symbols are placed in the same font as your logo or mark, without a space in between them.
2. Generally, it is placed in the upper-right corner of the mark before final punctuation.
3. The key is to use the symbol 'sufficiently', 'clearly', and 'conspicuously'. So use it prominently in the first use or key use of the mark on a page, but then you don't need to continue applying the symbol to every mention. You have covered yourself as a trademark and overuse is seen as cluttering the text.

The Use of ® Symbol

Marking

For international use, do not use the ® symbol. Instead, say “Andorate is a registered trademark of GA Health Company Limited.” at the bottom of the page on which the Andorate word mark first appears.

For usage only within the U.S., use the ® symbol on the most prominent use of the word Andorate®, and say “Andorate is a registered trademark of GA Health Company Limited.” at the bottom of the page on which the Andorate word mark first appears.

On all marketing materials, include “Copyright 2022 GA Health Company Limited.” marking at bottom, right justified, for all marketing materials. Font size cannot be smaller than 7 pts.





For any brand inquiries, contact

digital@gahealth.com

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