Chapter

INTRODUCTION
Dear Partners,

From the very beginning stages of planning for the Medical Tourism Association®, it's been our goal to create a Global Non-Profit Association for the Medical Tourism and International Health & Wellness Industry. Through personal attention to the people we serve, the Medical Tourism Association® was created to work with healthcare providers, governments, insurance companies, employers and other buyers of healthcare, focusing on providing the highest quality transparent services.

The MTA is also committed to raising consumer awareness of international health and wellness options, and has specific initiatives designed to educate and increase the number of consumers who travel. The MTA is committed to providing a comforting and positive experience – from the first time they visit the website, to the months after they return home from their treatment.

The Medical Tourism Association® brand book is a road map to the future and the integrity of the brand was created to bring consistency to the way we communicate. Driven by a unique and burgeoning industry that we intend to build and maintain, this brand guide will provide you with the tools necessary to accomplish our collective global goals.

In the following pages, you will find resources -- the elements of our brand and the standards and guidelines for supporting it. By utilizing this Graphic Standard Manual as a framework for creating all internal and external communications, we can accurately reflect the Medical Tourism Association® brand and ensure that healthcare providers, governments, insurance companies, employers and other buyers of healthcare has a positive experience with us.

Thank You,

Renée-Marie Stephano, JD
President
Medical Tourism Association®
The Importance of Visual Identity

What is visual identity?
Visual identity is the overall visual representation of an organization projected internally and externally through collateral such as letterhead, brochures, newsletters, advertising, signage, buildings and reception areas. A logo type often forms an important part of a visual identity, but it is only a part. In fact an effective visual identity is achieved by the consistent use of particular visual elements to create distinction, such as usage of specific typefaces, colors, and supporting graphic elements.

A professionally managed visual identity offers numerous benefits to the branded entity: it supports and projects institutional cohesion and efficiency; differentiates from other organizations; facilitates the building of a desired reputation; facilitates consistency in key areas of design and should be a source of unity and pride for those associated with the entity.

Explained in detail are principles covering the brand’s basic elements and how they work to create a distinctive and ownable global brand identity. The key to building a successful global brand is to be consistent worldwide, yet allow enough design flexibility for local relevance.

Medical Tourism Association® visual identity
The visual identity system has been specifically designed to represent the Medical Tourism Association®. It is a reflection of operations and of our people, our values, our ambitions, and our professional personality.

This document provides guidance for successful implementation and use of the visual identity to ensure consistent application across all aspects of our business.

The following pages will guide you through the core visual elements of the Medical Tourism Association®. They will assist you in designing and producing compelling communications with a degree of creative flexibility.

It is up to all of us to make the Medical Tourism Association® a world recognizable and sustainable brand.
Identity of the Cheetah

Beautifully exotic, amazingly fast, yet, curiously docile, cheetahs have captured both the human imagination and spirit for thousands of years - from the courtyard of emperors and queens to advertisers pitching the sleekest in fashion and the swiftest of sports cars. Much like the Cheetah, the Medical Tourism Association®, too, is that rare breed which personifies an industry moving at incredible speed, yet one that must be meticulously patient, bold and sometimes tenacious when identifying and securing opportunities.
Brand Ambitions
This page is designed to showcase the Medical Tourism Association’s core vision, brand development and purpose for what we will be for our clients and our members by the year 2020.

Our main focus is on longer, healthier and happier lives for our members. We look forward to providing expertise in the area of medical tourism to all of our members and it is the foundation of which our brand ambition has been developed.

<table>
<thead>
<tr>
<th>VISION</th>
<th>A proactive and thoughtfully designed core vision that is expressed through branded elements.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PURPOSE</td>
<td>To provide valuable information that is beneficial to our members and consumers of our services.</td>
</tr>
<tr>
<td>DEVELOPMENT</td>
<td>Develop and implement a brand strategy that features images and graphic assets that will be implemented through our digital and printed media outlets.</td>
</tr>
<tr>
<td>FOCUS</td>
<td>Longer, healthier and happier lives for our consumers.</td>
</tr>
</tbody>
</table>
**Brand Direction**
From a global overview our members require a high level of expertise in the area of medical tourism from us as their partner.

The development of our brand direction includes the following key factors:

- The support we provide to our members in terms of health and wellness will improve their wellbeing.
- The knowledge and expertise we offer to our members is world class and a result of our dedication to the medical tourism industry.
- We value our relationship with our members and are available at all times to support them.

<table>
<thead>
<tr>
<th>PARTNERS</th>
<th>To collaborate with industry professionals in order to develop thriving partnerships.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEMBERS</td>
<td>To provide support to our current and future members.</td>
</tr>
<tr>
<td>GLOBAL NETWORK</td>
<td>To increase communications in order to expand our existing global network.</td>
</tr>
</tbody>
</table>
The Logo Defined
Logo
The MTA gold shield was designed to exemplify the value of our organization while also conveying our ambition and strength. Our members must use the MTA shield logo as displayed. The use of the shield logo is instrumental in developing the MTA as a strong global brand.

Logo with Type
Although the MTA logo shield is used on collateral materials as shown in this graphic standard guide, the principles apply to all MTA business developments. The MTA logo shield is also used in conjunction with the Medical Tourism Association® sans serif typeface.
Spacing and Placement

When positioning the logo, it is important to keep a small amount of white space around it. The effectiveness of the MTA logo shield is largely dependent on how well it is used. In terms of spacing, the logo shield must be placed with clear area around it so that it is free from other graphic elements. This area is also known as the “exclusion zone”.

Measurements and Scale

When scaling the logo it is important to preserve the readability and legibility. Always ensure proper scaling of the logo and the type in relation to the proportions provided. The length and width of the logo must never be less than 0.25” and is always scaled proportionately.

Keep at least 0.25” of clear space from the logo at the perimeter.
Logo Versions
Where possible, it is vital to maintain the logo in its original color scheme. However, there are some instances where a different version of the logo must be used.

Stacked Logo (Member Version)
In certain cases, the stacked logo (member version) is necessary for use on material where horizontal space is limited. It is the preferred orientation when positioning.
Logo Restrictions

It is important to maintain the integrity of the logo on all internal and external communications. The following examples will demonstrate what not to do with regard to logo display.

AVOID PIXELATION
Using a pixelated version of the logo is strongly prohibited. Pixelation occurs when a jpg or png logo is scaled larger than its original size.

AVOID DISTORTION
Do not distort the original length and width of the logo. It must be scaled proportionally.

USE SPECIFIED COLORS
The logo should not be reproduced in any color other than the original.

AVOID COLORED OR DISRUPTIVE BACKGROUND COLORS
Restrict placing the original logo on color backgrounds that interfere with the logo's image.
Logo Restrictions

**NO DROP SHADOW**
Do not use drop shadow effects. Effects that are too dark will disrupt the logo’s legibility.

**AVOID USING CONTAINERS**
The logo should not be forced into container shapes.

**ALWAYS USE SPECIFIED TYPEFACE**
The logo should never be recreated or made up of alternate fonts.

**AVOID SPECIAL EFFECTS**
The use of special effects such as embossing/bevels combined with outer glow is prohibited.
Logo Placement
The placement of the CMTP logo must be at the upper left corner or center on website banners and print. (At least 0.25 clearspace)

Size Scaling
Always ensure proper scaling of the logo. The length and width of the logo must never be less than 0.25” and is always scaled proportionately. Maximum size for the logo when enlarging on websites is 1.5”.

Restrictions
• Avoid pixelation
• Avoid colored backgrounds
• No containers
• Avoid distortion
• No drop shadows
• No special effects

→ Link CMTP logo to www.MedicalTourismCertification.com

Logo Placement
The placement of the CMTS logo must be at the upper left corner or center on website banners and print. (At least 0.25 clearspace)

Size Scaling
Always ensure proper scaling of the logo. The length and width of the logo must never be less than 0.25” and is always scaled proportionately. Maximum size for the logo when enlarging on websites is 1.5”.

Restrictions
• Avoid pixelation
• Avoid colored backgrounds
• No containers
• Avoid distortion
• No drop shadows
• No special effects

→ Link CMTS logo to www.MedicalTourismCertification.com
WellHotel® Certification

Logo Placement
The placement of the WellHotel logo must be at the upper left corner or center on website banners and print. (At least 0.25 clear space)

<table>
<thead>
<tr>
<th>0.25&quot;</th>
<th>0.25&quot;</th>
</tr>
</thead>
</table>

Size Scaling
Always ensure proper scaling of the logo. The length and width of the logo must never be less than 0.25” and is always scaled proportionately. Maximum size for the logo when enlarging on websites is 1.5”.

Restrictions
• Avoid pixelation
• Avoid colored backgrounds
• No containers
• Avoid distortion
• No drop shadows
• No special effects

→ Link WellHotel logo to www.MedicalTourismCertification.com
# Color Palette

Our color palette is made up of vibrant colors that help bring our brand to life. These colors have been chosen to complement MTA creating harmony and balance when used together.

## 1. Primary colors

MTA blue and gray are our primary and preferred colors. MTA blue should be used predominantly to build equity. Please note the RGB color breakdown for MTA Blue used in digital is darker than print to comply with Web Accessibility Standards.

## 2. Secondary colors

We have a broad range of colors celebrating and supporting MTA’s brand personality. Only the specific breakdowns provided can be used. Important note: Always ensure you choose the correct color breakdown for the application of CMYK for print, RGB or HEX for digital. Black is predominantly used as text color. Black can also be used for black and white print communications.

In order to support healthcare effectively it is important that our color application is legible to all people. All MTA colors comply with web accessibility standards.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTA Blue</td>
<td>#6087af</td>
<td>#96 135 175</td>
<td>33 47 0</td>
</tr>
<tr>
<td>Gray</td>
<td>#749588</td>
<td>#a7 b6 a2</td>
<td>7 27 8</td>
</tr>
<tr>
<td>White</td>
<td>#ffffff</td>
<td>#ffffff</td>
<td>0 0 0</td>
</tr>
<tr>
<td>Gold Gradient</td>
<td>#d1b461</td>
<td>#209 100 61</td>
<td>20 10 28</td>
</tr>
<tr>
<td>Emerald</td>
<td>#4c965b</td>
<td>#00 00 00</td>
<td>0 0 0</td>
</tr>
<tr>
<td>Lime</td>
<td>#c9e6bb</td>
<td>#00 00 00</td>
<td>0 0 0</td>
</tr>
<tr>
<td>Gold</td>
<td>#d1b461</td>
<td>#209 100 61</td>
<td>20 10 28</td>
</tr>
<tr>
<td>Violet</td>
<td>#7015f8</td>
<td>#00 00 00</td>
<td>0 0 0</td>
</tr>
<tr>
<td>Magenta</td>
<td>#b0cfdd</td>
<td>#00 00 00</td>
<td>0 0 0</td>
</tr>
<tr>
<td>Ruby</td>
<td>#bc260a</td>
<td>#00 00 00</td>
<td>0 0 0</td>
</tr>
<tr>
<td>Rose</td>
<td>#e2758a</td>
<td>#00 00 00</td>
<td>0 0 0</td>
</tr>
<tr>
<td>Indigo</td>
<td>#927133</td>
<td>#00 00 00</td>
<td>0 0 0</td>
</tr>
<tr>
<td>Med Blue</td>
<td>#70a2b3</td>
<td>#00 00 00</td>
<td>0 0 0</td>
</tr>
<tr>
<td>Lt Blue</td>
<td>#b0cfdd</td>
<td>#00 00 00</td>
<td>0 0 0</td>
</tr>
<tr>
<td>Caramel</td>
<td>#8b5e3c</td>
<td>#00 00 00</td>
<td>0 0 0</td>
</tr>
<tr>
<td>Gray</td>
<td>#949588</td>
<td>#147 117 94</td>
<td>34 25 10</td>
</tr>
</tbody>
</table>

**Note:** Always ensure you choose the correct color breakdown for the application of CMYK for print, RGB or HEX for digital.
Primary Typography
Century Gothic is our primary typeface used by designers and agencies for all external touchpoints.

It is modern and contemporary, reflecting our ambition.

Important note:
Century Gothic font family can be purchased from www.fonts.com
Alternate Typography
(For PowerPoint & Web)

Franklin Gothic
We have specially chosen Franklin Gothic as an alternate typeface that will easily translate to digital content. This is predominantly used for MTA approved brand documents, email campaigns and presentations in our environments.

Please contact the Art Department directly for further advice and usage requests.

Arial
Gotham is our primary font, Arial is a web-safe alternative that should be used for live text digital communications. Where the text is embedded in an image, Gotham should be used (TV and online banners). Arial is also used for all internal communications and Microsoft Office documents.

<table>
<thead>
<tr>
<th>Franklin Gothic</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz...</td>
</tr>
<tr>
<td>Book</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ...</td>
<td>abcdefghijklmnopqrstuvwxyz...</td>
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<tr>
<td>Medium</td>
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<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ...</td>
<td>abcdefghijklmnopqrstuvwxyz...</td>
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<tr>
<td>Demi</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ...</td>
<td>abcdefghijklmnopqrstuvwxyz...</td>
</tr>
<tr>
<td>Heavy</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ...</td>
<td>abcdefghijklmnopqrstuvwxyz...</td>
</tr>
<tr>
<td>Regular</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ...</td>
<td>abcdefghijklmnopqrstuvwxyz...</td>
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<tr>
<td>Italic</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ...</td>
<td>abcdefghijklmnopqrstuvwxyz...</td>
</tr>
<tr>
<td>Bold</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ...</td>
<td>abcdefghijklmnopqrstuvwxyz...</td>
</tr>
<tr>
<td>Bold Italic</td>
<td></td>
</tr>
</tbody>
</table>
Images
Images play a vital role in strengthening the recognition of our brand and help to build an emotional connection with our audience.

People
People are the most important part of medical tourism. It is important to use high quality images of people in our marketing outreach. Images of people should convey warmth, healing and hope.

The images we choose to display show how we help our members, partners and clients. It is important that images feature the following attributes:

• Successfully capture the spirit of our brand
• Represent our members at the heart of everything we do
• Focus on human relationships
• Display real-world accomplishments and experiences
Technology
It is important to promote medical advancement and cutting edge technology. When promoting medical tourism in print and on-line, incorporating images of new technology helps to convey our industry awareness and business acumen.
Landscape

Our location in Florida is an asset to medical tourism, so it is always important to use images of the beautiful landscape in order to promote our services.
Photo Styles
Do’s and Don’t’s

The Medical Tourism Association® presents images that are real. They capture the moments and situations of the everyday lives of our members.

Shown are some do’s and don’ts to follow when choosing high quality images.

Do’s

- Use images that feel natural and capture real people in everyday situations.

- Use images that are cropped in an interesting way.

- Use images that are balanced, natural and have a background context.

Don’ts

- Do not use images that appear staged. Photos should have a clear concept.

- Stay away from images that look generic and feel like they are sourced from a stock library.

- Limit use of images with no context. Images should pertain to the MTA and not standard photography/fashion models.
Communication
Writing Content
From press releases to blog posts to other social media outreach, it is essential that all external communications from the MTA are consistent and cohesive. Any communication vehicle that we produce must support the essence of our brand.

Editorial
When writing for editorial, including press releases and authored articles, it’s important to write with the tone of the Medical Tourism Association® in mind, while giving close attention to specific verbiage and style.

Web Content
When writing for the website, it is important to be personal and professional. The goal is to convey an excellent experience for our product users.

Social Media
When writing for social media it is important to give a human voice to the MTA and actively seek out new connections and brand advocates on social networks.

The Name
Please always refer to the brand as the Medical Tourism Association®. On subsequent references on the same page, it is acceptable to refer to it as the “MTA”.

Leadership
When writing about the leadership team, it is important to site each member by their full name and title on first reference, and then by their first name on all subsequent references. Title abbreviations are acceptable as displayed below:

THE CURRENT LEADERSHIP TEAM CONSISTS OF:
Renée-Marie Stephano, JD, President, Medical Tourism Association®
Jonathan Edelheit, JD, CEO, Medical Tourism Association®
Leonard Ali, Creative Director, Medical Tourism Association®
Joseph Harkins, Associate Editor, Medical Tourism Association®
Cristina Cardona, Executive Global Program Manager, Medical Tourism Association®
Please Contact

Ph:  561.791.2000 x 813  
Fx:  866.756.0811  
E:  info@MedicalTourismAssociation.com

Website  
www.MedicalTourismAssociation.com