



**CryoLife**<sup>®</sup>  
Life Restoring Technologies<sup>®</sup>

# Corporate Identity Manual

One Company | One Brand | One Message



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## Letter from J. Patrick Mackin



The guidelines in this manual are a framework for the way our brand should communicate with our customers—existing and potential. Each piece outlined in this manual comes together to create a unified image of CryoLife, Inc. to ensure that the initial impression of our organization and products is a good one.

A strong corporate message is essential to our organization because it shapes consumers' feelings about CryoLife and the quality-driven products we provide. The guidelines incorporated in this manual represent our core behaviors of transparency, integrity, customer focused, inspiring others, and results-driven.

By using these guidelines to present the CryoLife brand, we are creating a consistent and functional corporate identity that will ensure CryoLife is easily recognizable, well-remembered and well-respected.

Sincerely,

J. Patrick Mackin  
Chairman, President, and Chief Executive Officer

## Introduction

This Corporate Identity Manual has been prepared to provide everyone who is involved in the presentation of the CryoLife brand with a simple tool that will ensure a coherent and recognizable CryoLife identity.

The rules in this manual form the basis for defining the CryoLife visual brand character. They are mandatory for all new items and should be fully implemented. The only exception is made for exhibits, outdoor signs and other relatively expensive and unique items, which may continue to be used until replacement is economically necessary and justified.

Although the directives have been made clear and as easy to apply as possible, the CryoLife Print Designer, or Marketing Communications Manager should be consulted if clarification or advice is required.

The Corporate Identity Manual applies to all companies in which CryoLife has a majority shareholding and which operate under CryoLife name and/or the CryoLife logo.

In order to continually improve the CryoLife Corporate Identity, we would appreciate receiving your constructive comments and ideas. These can be sent to the Marketing Communications Manager.

Respectfully,

Basil Beighey  
Marketing Communication Manager  
Beighey.Basil@CryoLife.com  
678.290.4394

## Positioning Statement

This guide describes the ingredients that on the one hand, create a recognizable and distinctive visual identity for the CryoLife brand, while on the other hand allow maximum freedom for creative expression of the advertising message.

Positioning is defined as the Company's strategic proposition to its customers. The positioning should explain what the Company offers to the world, and forms the strategic basis for all communications, both internal and external.

This is our brand positioning statement:

**"CryoLife helps surgeons save lives by providing the highest quality medical devices and tissue services."**

This is not a Company slogan. It should therefore not be used literally in advertising and other communication media. Use it to guide the *tone*, *look*, and *feel* of all advertising and marketing assets.

## Design Tone

The tone of our written communication plays a significant role in developing our brand style. Since most of our readers will be doctors, surgeons, or other medical professionals, CryoLife literature should be plain spoken using a minimal amount of adjectives and adverbs. Doctors and surgeons are busy, highly educated professionals. They don't have time to wade through flowery hyperbole to get to the facts. Let the empirical information make the argument.

Do however, strive to describe products and procedures using appropriate and accurate medical language and terminology. Because the conditions our product help remedy may in many cases be life threatening, always use a serious and scientific tone. Our messaging should never be comic, flippant, or sarcastic.

## The CryoLife Signature Logo

The combination of the symbol, name, logotype, tagline and corporate color defines the **signature** of CryoLife. Appropriate use of this signature is essential in promoting a consistent visual identity. The signature must not be altered and must be used as outlined in this guideline.

The signature or symbol must never be redrawn or reset. The custom logo cannot be duplicated in typesetting. The CryoLife logo must be reproduced in its original form from the first generation materials provided.

The signature must be produced from the approved art provided. For questions regarding legal usage of service marks, trademarks or registered trademarks, please contact the legal department.



Areas circled in red have been customized and cannot be reproduced in standard type setting.

## Logo Types

The signature has distinct variations for specific uses. The standard logo is used to communicate the corporate identity without the need to identify the company's business. The marketing signature is used in collateral and advertising materials when the audience may be new to CryoLife or to restate the company's business to an audience that is familiar. The signage signature should only be used on buildings and large structures where permanent identification is required.

### History of the CryoLife Snowflake

The CryoLife snowflake logo is a concept created by founder and former CEO Steven G. Anderson's wife, Ann. Ann worked as a nurse for many years, and came up with idea for the snowflake, which would later become CryoLife's corporate logo. Ann combined her knowledge of CryoLife's initial efforts to help children with congenital heart problems with the advanced cryopreservation techniques for preserving human heart valves and came up with a perfectly rounded snowflake. Upon closer inspection, the snowflake is made up of tiny people, combining our efforts to improve and enhance the lives of patients all over the world with our processing and preservation of human cardiac and vascular tissue.

As CryoLife has grown and matured, additional cardiovascular products and technologies have been added to the company's core business, and it is estimated that CryoLife products and tissues have been implanted in over 1,000,000 patients worldwide.

### The Snowflake

The snowflake is the symbol immediately preceding the CryoLife signature. Someday, the Snowflake may be as recognizable as the Nike Swish, or the McDonalds "M". But until that day comes, all CryoLife marketing materials must be tagged with the complete signature.

The Snowflake however, may be used in its stand alone form as a watermark or an additional element within collateral.



*The CryoLife Snowflake may be used in conjunction with the complete signature as a watermark or other artistic element. Never use the Snowflake alone, as the only CryoLife identifier.*

### Marketing Signature

For use in collateral and advertising materials.



### The Stacked Signature

May be used when space requires a vertical layout.



### The Standard Signature

For use when the tag line is not required.



### Tagline Usage

The usage of the logo with the tagline should apply on all communications to audiences of business. The tagline should only be used in conjunction with the logo and never on its own. The spacing and relationship of the tag line to the CryoLife logo should never be altered from its original design.



Give the signature at least one Snowflake width of clear space on all sides

## Clear Space

Whenever the signature is used, an amount of clear space the width and height of the Snowflake must surround the logo. This ensures our signature stands out from any background clutter.



## Signature Size

To maintain clarity of the signature, a minimum size guideline must be met to allow legibility. The CryoLife logo should not be shown smaller than the size below.

The minimum Signature size is 1" x .23".



The minimum "Stacked" Signature size is .777" x .57"



## Signature Color and Background Contrast

The signature must only be reproduced in white, black, or CryoLife Blue. To ensure suitable prominence, use the following chart as a reference.

0% Black		
25% Black		
40% Black		
40% Black		
75% Black		
100% Black		

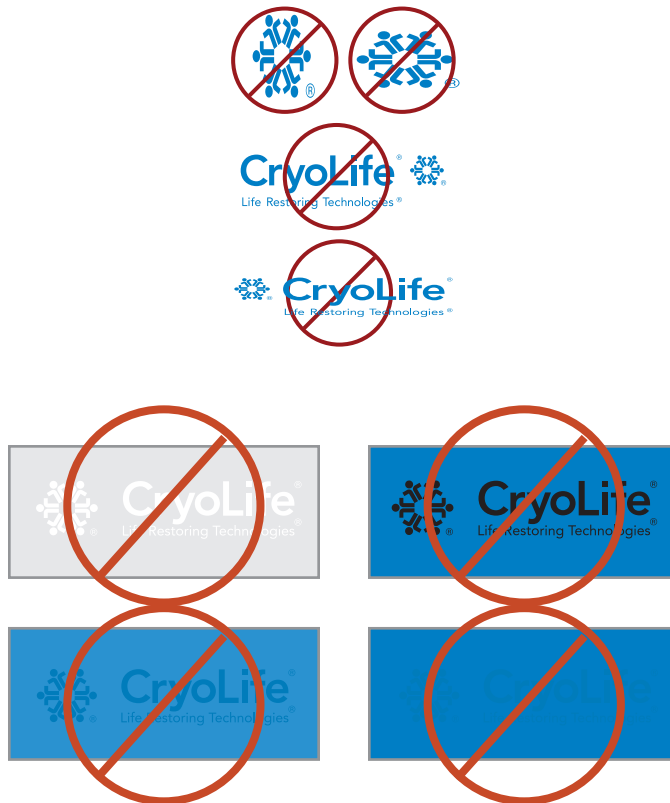
Use the black or blue signature when the background is 0% - 40% black, use the white signature when the background is 40% - 100%

## Unacceptable Usages

The signature or symbol must never be redrawn or reset. The custom logotype cannot be duplicated in typesetting.

A signature must be introduced in its original form from the first generation materials provided. The following examples provide additional prohibited uses of the signature or CryoLife symbol:

- Never use the reverse signature over a light background
- Never use the black signature over a dark background
- Never use the colored signature over a background similar in value, including imagery



*Distorting the signature or snowflake is not allowed.*

*Never use the reverse signature over a light background. Never use the black signature over a dark background. Never use the colored signature over a background similar in value, including imagery.*



When placing several product logos on the same page, the first letter of each logo should be the same height.

In addition to the CryoLife Signature, our individual products also have Signature Logos. Every rule pertaining to the CryoLife Signature also applies to the individual product logos.

Logos on the left are the current logos. The ones to the right are the proposed designs.

## Product Logos

Logo Only	Centered Tag Line	Right Side Tag Line
<b>BioFoam<sup>®</sup></b>	<b>BioFoam<sup>®</sup></b> Surgical Matrix	<b>BioFoam<sup>®</sup></b>   Surgical Matrix
<b>BioGlue<sup>®</sup></b>	<b>BioGlue<sup>®</sup></b> Surgical Adhesive	<b>BioGlue<sup>®</sup></b>   Surgical Adhesive
<b>CardioGenesis<sup>®</sup></b>	<b>CardioGenesis<sup>®</sup></b> Cardiac Laser Therapy	<b>CardioGenesis<sup>®</sup></b>   Cardiac Laser Therapy
<b>CryoArtery<sup>®</sup></b>	<b>CryoArtery<sup>®</sup></b> Vascular Allograft	<b>CryoArtery<sup>®</sup></b>   Vascular Allograft
<b>CryoGraft<sup>®</sup></b>	<b>CryoGraft<sup>®</sup></b> Descending Thoracic Aorta	<b>CryoGraft<sup>®</sup></b>   Descending Thoracic Aorta
<b>CryoPatch<sup>®</sup> SG</b>	<b>CryoPatch<sup>®</sup> SG</b> Pulmonary Allograft	<b>CryoPatch<sup>®</sup> SG</b>   Pulmonary Allograft
<b>CryoValve<sup>®</sup></b>	<b>CryoValve<sup>®</sup></b> Aortic Allograft	<b>CryoValve<sup>®</sup></b>   Aortic Allograft
<b>CryoValve<sup>®</sup> SG</b>	<b>CryoValve<sup>®</sup> SG</b> Pulmonary Human Heart Valve	<b>CryoValve<sup>®</sup> SG</b>   Pulmonary Human Heart Valve
<b>CryoVein<sup>®</sup></b>	<b>CryoVein<sup>®</sup></b> Vascular Allograft	<b>CryoVein<sup>®</sup></b>   Vascular Allograft
<b>On-X<sup>®</sup></b> STEP AHEAD	<b>On-X<sup>®</sup></b> Prosthetic Heart Valves STEP AHEAD	<b>On-X<sup>®</sup></b>   Prosthetic Heart Valves STEP AHEAD
<b>Chord-X<sup>®</sup></b>	<b>Chord-X<sup>®</sup></b> Mitral Chordal Replacement Products	<b>Chord-X<sup>®</sup></b>   Mitral Chordal Replacement Products
<b>CarbonAid<sup>®</sup></b>	<b>CarbonAid<sup>®</sup></b> CO <sub>2</sub> Diffuser	<b>CarbonAid<sup>®</sup></b>   CO <sub>2</sub> Diffuser
<b>CarbonMini<sup>®</sup></b>	<b>CarbonMini<sup>®</sup></b> CO <sub>2</sub> Diffuser	<b>CarbonMini<sup>®</sup></b>   CO <sub>2</sub> Diffuser
<b>NeoPatch<sup>™</sup></b>	<b>NeoPatch<sup>™</sup></b> Chorioamniotic Allograft	<b>NeoPatch<sup>™</sup></b>   Chorioamniotic Allograft
<b>PhotoFix<sup>®</sup></b>	<b>PhotoFix<sup>®</sup></b> Decellularized Bovine Pericardium	<b>PhotoFix<sup>®</sup></b>   Decellularized Bovine Pericardium
<b>SynerGraft<sup>®</sup></b>	<b>SynerGraft<sup>®</sup></b> Decellularized Technology	<b>SynerGraft<sup>®</sup></b>   Decellularized Technology

## CryoArtery, CryoPatch and CryoVein Variants

In certain situations, product logos are associated with descriptor extensions. The following are examples of approved product logos with their descriptors extensions.

### Product Logos Variants with Descriptor Extensions:

**CryoArtery®** | Aortoiliac Artery

**CryoPatch® SG** | Pulmonary Human Cardiac Hemi-Artery Patch

**CryoArtery®** | Descending Thoracic Artery

**CryoPatch® SG** | Pericardial Sheet

**CryoArtery®** | Femoral Artery

**CryoPatch® SG** | Pulmonary Human Cardiac Trunk Patch

**CryoVein®** | Femoral Vein

**On-X®** | Aortic Heart Valve  
STEP AHEAD

**CryoVein®** | Femoral Vein with Valve

**On-X®** | Ascending Aortic Prosthesis  
STEP AHEAD

**CryoVein®** | Saphenous Vein

**On-X®** | Ascending Aortic Prosthesis with Vascutek® Gelweave® Valsalva™ Graft  
STEP AHEAD

**Chord-X®** | Chordal Sizer

**On-X®** | Mitral Heart Valve  
STEP AHEAD

**Chord-X®** | Pre-Measured Loops

## Typefaces

Consistent use of typography is equally important in promoting the corporate identity system. There are two font families within CryoLife's corporate identity system as defined below. Exact specifications for leading, case, alignment and tracking are not indicated and may vary between communication materials. Generally speaking, use Avenir for headlines, use Berkeley Oldstyle for body copy. Always print either font at 80% black.

Avenir Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Avenir Light Oblique*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avenir Roman  
EFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Avenir Heavy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Avenir Black**  
**EFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Berkeley Oldstyle Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Berkeley Oldstyle Book Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

**Berkeley Oldstyle Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

***Berkeley Oldstyle Bold Italic***  
***EFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

**Use Myriad Pro if Avenir or Berkeley Oldstyle are not available to you.**

*Always left-justify body copy*

*Use Avenir for headlines and subheadings*

*Print fonts at 80% black for a softer, high-tech look with the exception of Instructions For Use (IFU) documents*

*Berkeley Oldstyle is permissible for large amounts body copy*

# Colors

CryoLife  
Blue

**Spot** 7461C  
**Process** C=100 M=40 Y=0 K=0  
**RGB** R=0 G=125 B=197  
**HSB** H=202 S=100 B=77  
**Hex** 007DC5

50% Gray

**Spot** Cool Grey 7C  
**Process** C=0 M=0 Y=0 K=50  
**RGB** R=157 G=156 B=156  
**HSB** H=214 S=3 B=60  
**Hex** 939598

Green

**Spot** 7739C  
**Process** C=75 M=5 Y=85 K=0  
**RGB** R=61 G=166 B=81  
**HSB** H=139 S=66 B=68  
**Hex** 3BAD5F

80% Gray

**Spot** 425C  
**Process** C=0 M=0 Y=0 K=80  
**RGB** R=87 G=87 B=86  
**HSB** H=224 S=3 B=36  
**Hex** 58595B

Red

**Spot** 200C  
**Process** C=0 M=100 Y=70 K=15  
**RGB** R=202 G=7 B=51  
**HSB** H=206 S=18 B=60  
**Hex** CE123C

Orange

**Spot** 130C  
**Process** C=0 M=40 Y=100 K=0  
**RGB** R=247 G=166 B=0  
**HSB** H=37 S=90 B=98  
**Hex** FAA61A

Purple

**Spot** 2617C  
**Process** C=80 M=100 Y=0 K=30  
**RGB** R=73 G=26 B=102  
**HSB** H=271 S=77 B=43  
**Hex** 45196F

Sky Blue

**Spot** 2985C  
**Process** C=60 M=5 Y=0 K=0  
**RGB** R=95 G=191 B=237  
**HSB** H=198 S=68 B=93  
**Hex** 4DBEEE

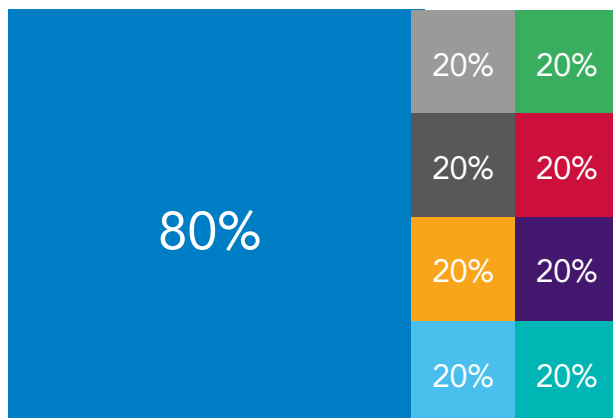
Turquoise

**Spot** 7710C  
**Process** C=80 M=0 Y=35 K=0  
**RGB** R=0 G=173 B=177  
**HSB** H=180 S=100 B=71  
**Hex** 00B6B5

For critical touch points of a communication (e.g. a website landing page, the cover of a brochure, the home screen of a mobile app) the primary blue should represent the dominant color (approximately 80%). The remaining colors should be applied from the accent color palette (approximately 20%). The chart to the below demonstrates these percentages.

On the inside pages, the primary blue should be used more modestly than on the front cover. The accent colors inside must be used more sparingly than the primary blue.

A maximum of three other accent colors can be used, but these need to share the 20% usage.

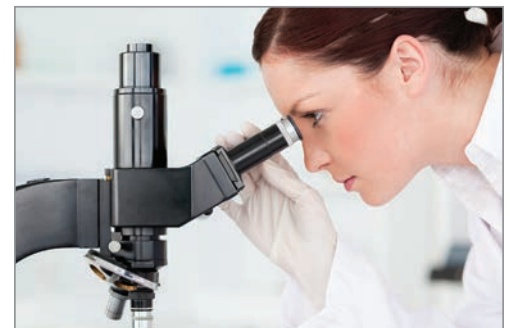


## Use of Imagery

The use of photography and illustrations are very important to the company because they help engage the consumer through visual communication. Do not use photography or illustrations that we do not own the rights to use for legal reasons.

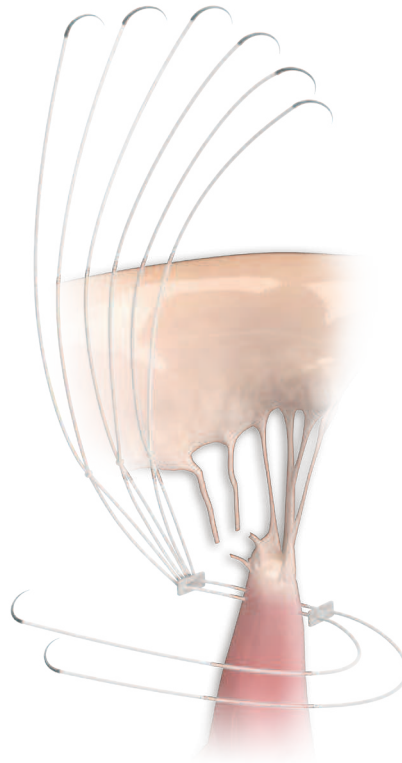
### Photography

When the photo is showing an action, the subjects do not need to be engaged with the camera because this can look too staged or fake. Photography used should not have dark tones because a lot of photos give instructions on product use. Avoid image treatments such as beveled edges because they are not uniform with CryoLife's look. When you using a drop shadow, make sure it soft so it doesn't compete with the image.



## Illustrations

Illustrations should feature the products directly, and should not be subjective in nature. Products should be featured in the maximum usable space and should not have any additional images that would distract from the product itself.



*Fading edges helps isolate the image on white backgrounds.*



*Use a half point hairline of 50% black to define images edges when the background and image color do not offer sufficient contrast to isolate the image.*

## Collateral

All collateral materials do not have to be identical, but if they are going to have certain elements throughout different pieces, the use of the elements have to be uniform to stay within CryoLife's brand.

### Flyers/Brochures

There are several guides to follow when designing a brochure or flyer to ensure consistency throughout collateral pieces:

- Paper used should be 100# gloss cover with Aqueous coating.
- When having a piece printed by a professional printer, the logo must be printed in PMS 7461 (not 4 color process) to keep the logo color consistent throughout each document.

#### Front Cover

- When the CryoLife logo appears on the front of a brochure or flyer, the preferred placement is in the lower right corner.
- There can be a gray banner in the center section, if desired, for information as needed.
- The gray banner should have a CMYK mix of C=0 M=0 Y=0 K=50. The border color mix should be white and have a thickness of 5 pts.

*The CryoLife and product logos should be at 65% of the original file size and be placed with a 0.5" margin from each side of the page (i.e., top and left sides or bottom and right sides).*

*The top and bottom blue bars should be the same size.*

*The snowflake in the bottom left corner should be at 90% of the original file size and be screened back to 20%.*






**BioGlue's hydrogel technology will remain flexible in a moist environment.**

**Proper application of BioGlue results in effective hemostasis as well as tissue sealing and reinforcement.**


**BioGlue has been used in more than 1M procedures since 1998 and continues to provide significant benefits for more than just dissection repair.**



**Aortic Valve Replacement**  
Full Root: Proximal and distal anastomoses + 2 coronary buttons  
Subcoronary: Aortotomy suture line

**Technique:** Apply a thin layer using the spreader or standard applicator tip to seal anastomoses and suture lines. Standard applicator tip allows pinpoint application when sealing coronary buttons.


"I tend to use a little bit of BioGlue in some of the older patients for straightforward AVR's, it works fantastic." – Joseph Bavaria, M.D.<sup>1</sup>



**Aortic Aneurysm Repair**  
Thoracic: Proximal and distal anastomoses  
Thoracoabdominal: Proximal and distal anastomoses + 1 or more side branches to organs

**Technique:** Apply a thin layer to all anastomoses using the spreader or standard applicator tip. Application to all areas of suture can reinforce tissue and aid in the prevention of post-op bleeding.<sup>4</sup>

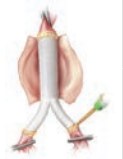
"The surgeons in our institution consider BioGlue, when applied appropriately and without excess, to be effective in its function as a hemostat, tissue strengthener and adherent." – Mark O'Brien, M.D., et al.<sup>2</sup>



**Ventricular Assist Device Implantation**  
Aorta: Aortic cannula suture line  
Pulmonary: Pulmonary artery cannula suture line

**Technique:** Use the standard applicator tip to apply a thin layer to outflow cannulation site to seal the suture lines and reinforce friable tissue.


"[BioGlue] is a useful operative adjunct to aid in hemostasis and to provide structural integrity for fragile tissues." – Kenton Zehr, M.D.<sup>3</sup>



**Abdominal Aortic Aneurysm Repair**  
Abdominal aorta: Proximal and two distal anastomoses + 1 or more side branches to organs if involved

**Technique:** Apply a thin layer using the spreader or standard applicator tip to all anastomoses to seal and reinforce calcified tissue. Judicious use on all anastomoses can aid in the prevention of post operative bleeding.<sup>5</sup>


"Use of [BioGlue] helped to facilitate a minimal reliance on blood products and a low mortality rate." – John Fehrenbacher, M.D.<sup>4</sup>



**Carotid Endarterectomy**  
Carotid artery: Patch-to-tissue suture line

**Technique:** Apply a thin layer to suture line using the standard applicator tip to prevent suture hole bleeding. BioGlue when applied correctly will remain flexible and pliable in the body.

"Immediate anastomotic hemostasis was found to be statistically superior in the BioGlue group when compared with the standard surgery control." – Joseph Coselli, M.D., et al.<sup>1</sup>



**Peripheral Bypass / AV Access**  
AV access: Proximal and distal anastomoses  
Peripheral bypass: Proximal and distal anastomoses

**Technique:** Apply a thin layer to the suture line using the standard applicator tip to prevent suture hole bleeding and reinforce fragile end-to-end and end-to-side anastomoses.

"Use of BioGlue reinforces friable tissue, facilitating anastomotic repair when tissues are fragile because of age or disease state." Joseph Coselli, M.D., et al.<sup>1</sup>


Surgical technique is at the discretion of the surgeon. Variations in technique and practices will inevitably and appropriately occur when clinicians take into account the needs of the individual patients, available resources, and limitations unique to an institution or type of practice.

It is preferred to have a blue bar at the top of page 2 and a white bar at the top of page 3 for any headings that there may be.

It is preferred to keep a 0.5" margin of white space on the left and right sides, as well as at the bottom.

Back Cover

Catalogue Number	Product	Contains
BG3510-S-US	Syringe 10mL S-Pack Kit	Five single packs – Each contains one 10mL syringe and syringe plunger, four standard syringe tips, and three 12mm spreader tips
BG3515-S-US	Syringe 5mL S-Pack Kit	Five single packs – Each contains one 5mL syringe and syringe plunger, and four standard syringe tips
BG3502-S-US	Syringe 2mL S-Pack Kit	Five single packs – Each contains one 2mL syringe and syringe plunger, and four standard syringe tips
BGAT-SY	Syringe Applicator Tip	Ten single packs – Each contains four standard syringe tips
BGAT-10-SY	Syringe 10cm Applicator Tip	Ten single packs – Each contains four 10cm syringe tips
BGAT-27-SY	Syringe 27cm Applicator Tip	Ten single packs – Each contains four 27cm syringe tips
BGST-12	Syringe 12mm Spreader Tip	Ten single packs – Each contains three 12mm spreader tips
BGOTE-27	27cm Delivery Tip Extension 20 pack kit	Ten double packs – Each pack contains two 27cm Delivery Tip Extensions
BGOTE-10	10cm Delivery Tip Extension 20 pack kit	Ten double packs – Each pack contains two 10cm Delivery Tip Extensions



**Steps for Successful Application of BioGlue:**  
DRY target site | DE-AIR the syringe | PRIME the applicator tip | APPLY BioGlue in thin, even layers | ALLOW two minutes for full strength

**References:**

1. Bavaria, J. CryoLife video interview, Apr 2012.
2. O'Brien M, et al. BioGlue surgical adhesive—an appraisal of its indications in cardiac surgery. Ann Thorac Surg 2002;74: 422-427.
3. Zehr K, et al. Use of bioactive adhesive (glue) in endovascular surgery. Ann Thorac Surg 2007;84: 1058-1062.
4. Fehrenbacher J, et al. Use of BioGlue in aortic surgery: Proper application technique and results in 72 patients. Heart Surg Forum 2005;9(5):E774-8.
5. Coselli J, et al. Prospective randomized study of a protein-based tissue adhesive used as a hemostatic and structural adjunct in cardiac and vascular anastomotic repair procedures. J Am Coll Surg 2003;197(2):S41-52.
6. BioGlue Summary of Safety and Effectiveness.

**INDICATIONS FOR USE:** BioGlue Surgical Adhesive is indicated for use as an adjunct to standard methods of achieving hemostasis both in sutures and applied in adult patients in open surgical repair of large vessels such as aorta, femoral and carotid arteries. No drug.

**CONTRAINDICATIONS:** None for patients with a known sensitivity to components of isocyanate origin. None for intracerebral use. None for endovascular repair. BioGlue for use in neurosurgery, including use as a distal occluder, is not an approved indication. FDA has not evaluated the safety and effectiveness in support of a neurosurgical indication; however, serious adverse events such as stroke, infection, meningitis, and intracerebral fluid leaks have been reported.

**WARNINGS:**

Warning: Polymerized BioGlue has space-constricting properties. When used improperly or applied excessively, serious adverse events have been reported relating to compression of adjacent anatomic structures. BioGlue should be used only when complete visualization of the target application location is possible, when it is properly primed to achieve optimal adhesion, and a minimal amount is used. Please use the instructions for use and follow the directions for use.


Warning: Animal studies have shown that direct application of BioGlue to the exposed phrenic nerve can cause acute nerve injury. BioGlue application to the surface of the heart can cause coagulation necrosis that extends into the myocardium, which could reach underlying conduction tissue and may cause acute, focal electrical node degeneration.

**PRECAUTIONS:** Safety and effectiveness of BioGlue in minimally invasive procedures have not been established. Safety and effectiveness of BioGlue in coronary artery bypass grafting (CABG) and other use on small diameter vessels have not been established. Do not use blood saving devices when applying BioGlue from the syringe field. Clamp and de-air the syringe prior to applying BioGlue to targeted anastomoses. To prevent the entrance of BioGlue into the cardiovascular system, avoid any negative pressure during application and polymerization of BioGlue. For example, left ventricular catheters should be turned off prior to the application of BioGlue. There have been reports of BioGlue being suctioned into the aorta and impeding heart valve function when used in conjunction with an active left ventricular vent.

100 Roberts Business, 100 • Kennesaw, Georgia 30144 • USA  
Tel: 770.429.2201 • 800.438.8281 • Fax: 770.959.3715  
www.cryolife.com

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HEALING OUR DREAMS



0.5"

0.5"

There should be a gray bar at the bottom for the legal footer made up of 50% black.

The Cryolife logo should be at 30% of the original file size and placed with a 0.5" margin from the bottom and right sides.

The ML# should go directly above the logo, right aligned.

The snowflake in the bottom left corner should be at 90% of the original file size and be screened back to 20%.

16

CONFIDENTIAL: For internal use only. Do not copy or distribute.

## Postcards

Postcards play an important role in collateral materials. They help convey a message when limited space is available. All postcards should be a size of 9" x 6" because this size is large enough to stand out in a stack of mail. To ensure consistency throughout the collateral material:

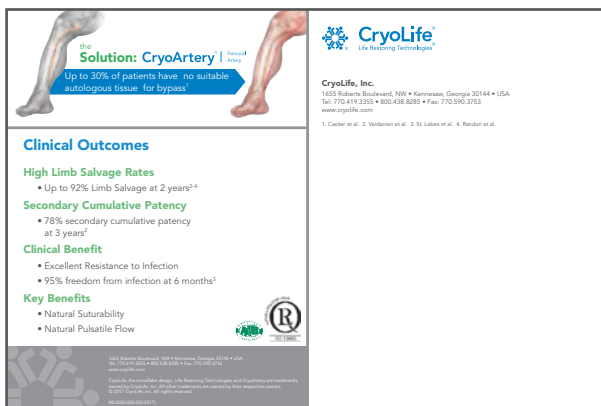
- Paper used should be 100# gloss cover with Aqueous coating.
- When having a piece printed by a professional printer, the logo must be printed in PMS 7461 (not 4 color process) to keep the logo color consistent.

## Front Cover

- When the CryoLife logo appears on the front of a brochure or flyer, the preferred placement is in the lower right corner.
- There can be a gray banner in the center section, if desired, for information needed.
- The gray banner should have a CMYK mix of C=0 M=0 Y=0 K=50. The border color mix should be white and have a thickness of 5 pts. throughout each document.



## Back Cover



The CryoLife logo and product logos should be at 50% of the original file size and be placed with a 0.5" margin from each side of the page (i.e., top and left sides or bottom and right sides).

The top and bottom blue bars should be the same size.

The snowflake in the bottom left corner should be at 50% of the original file size and be screened back to 20%.

There should be a gray bar at the bottom for the legal footer made up of 50% black.

The snowflake in the bottom left corner should be at 50% of the original file size and be screened back to 20%.

## Trade Show Graphics

When deciding on the graphic design for a trade show booth, remember that most visitors are walking by quickly. They spend just a few seconds looking at any booth, and our graphics must accomplish a goal very quickly.

- They must give a very quick impression of our brand with an image(s) or bold statement(s).

The goal is to give an impression in a flash. If there are more than just a few words or a few image(s) on a trade show graphic, there is too much for visitors to absorb in the seconds they pass by.

### Table Top Display

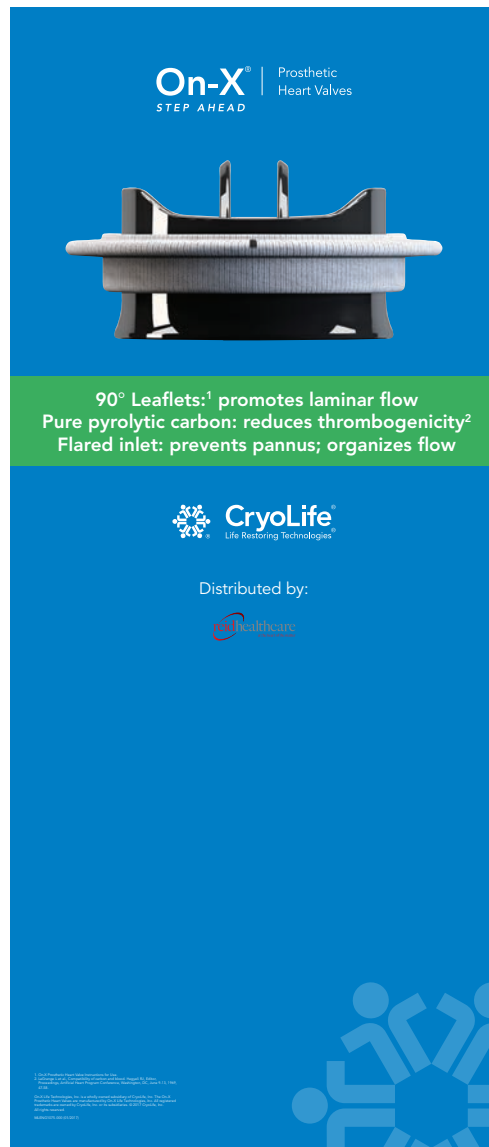
	
<b>On-X<sup>®</sup></b> Aortic Heart Valve <i>STEP AHEAD</i>	<b>CryoValve<sup>®</sup> SG</b> Pulmonary Human Heart Valve
	
<b>The Only Mechanical Aortic Valve with INR 1.5–2.0*</b>	<b>Reduced Panel Reactive Antibodies (PRA) Compared to Standard Processed Tissue**</b>
<small>*Reduce INR after 2 months standard therapy. See On-X Prosthetic Heart Valve Instructions for Use.</small>	<small>**Comparison of the CryoValve<sup>®</sup> SG Pulmonary Human Heart Valve to the risk for rejection of HLA Class I and Class II antibodies based on Panel Reactive Antibody (PRA) measured at up to one year compared to standard processed pulmonary and/or cardiac tissues. Data have not been presented to evaluate the effect of cultured HLA Class I and Class II antibodies on the long-term durability of long-term transplant recipients.</small>

*The preferred placement of the CryoLife logo is at the top of the display.*

*This is an example of the maximum amount of wording that should be used on a trade show graphic.*

## Retractable Banners

*Even though the preferred placement of the CryoLife logo is at the top of the display, there are exceptions depending on the messaging and circumstances.*



The retractable banner features a blue background. At the top, the On-X logo is displayed with the tagline "STEP AHEAD" and "Prosthetic Heart Valves". Below this is a high-resolution image of a prosthetic heart valve. A green horizontal band contains the following text: "90° Leaflets:<sup>1</sup> promotes laminar flow", "Pure pyrolytic carbon: reduces thrombogenicity<sup>2</sup>", and "Flared inlet: prevents pannus; organizes flow". Below the green band, the CryoLife logo is shown with the tagline "Life Restoring Technologies". Underneath, it says "Distributed by:" followed by the Medtronic logo. In the bottom right corner, there is a faint graphic of stylized human figures holding hands in a circle. Small text at the bottom left provides contact information for CryoLife Technologies Inc.

On-X<sup>®</sup> | Prosthetic Heart Valves  
STEP AHEAD

90° Leaflets:<sup>1</sup> promotes laminar flow  
Pure pyrolytic carbon: reduces thrombogenicity<sup>2</sup>  
Flared inlet: prevents pannus; organizes flow

CryoLife<sup>®</sup>  
Life Restoring Technologies

Distributed by:  
Medtronic

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## Corporate Exhibits

(Generally referring to island exhibits)

All corporate exhibits should globally conform to a similar aesthetic as determined by current trade show design at CryoLife Headquarters. Exhibits will be designed in alignment with the goals and objectives set forth by the executive team and will be developed in accordance with current brand guideline standards. The corporate logo should be large and superior. The product logos should be subordinate, and while large and prominent, they should be smaller in size than the corporate logo. Graphics should be created per Brand Guidelines section entitled "Trade Show Graphics" [or whatever the section is called].



## Business Cards

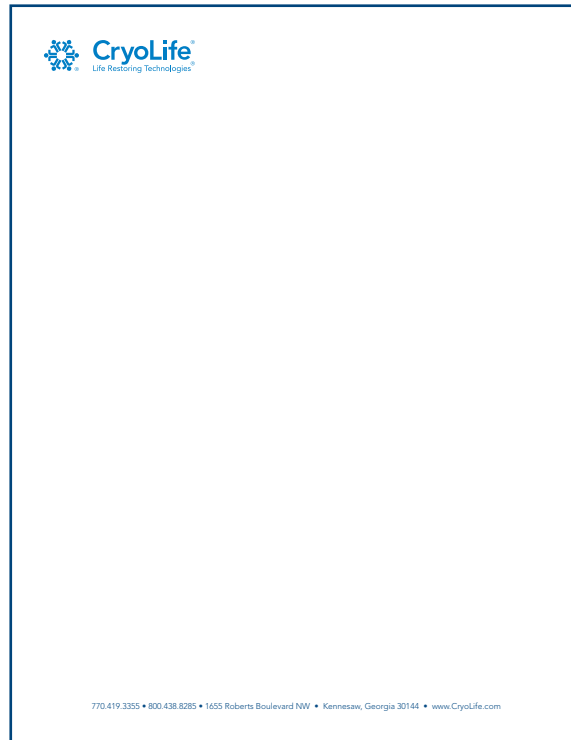


## Letterhead

Notice the CryoLife logo is the same size across the letterhead and envelopes.

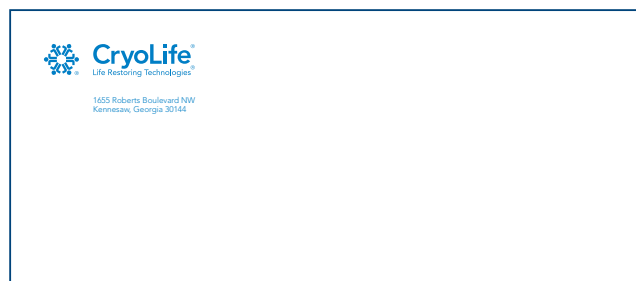
Find the Word template for letterhead here:  
T:\01MktComm\00-Corporate Identity\07-Stationary\Letterhead

Letterhead should be printed on Mohawk Via Linen, Bright White, 24# text



## Business Envelopes

### #10 Regular Envelopes



Business envelopes should be printed on Mohawk Via Linen, Bright White, 24# text

### Catalog Envelopes

Catalog envelopes come in several sizes. A 9"x12" and 10"x13" are the most common.



## IBM Notes Email Signature

CryoLife's corporate identity also includes all company email communication. Email signatures of all CryoLife employees should be unified to illustrate a company whose brand message is in sync.

Instructions for Email Signature:

- The signature should start with your name (in bold) and title underneath (not bold), in 10 pt Myriad Pro.
- Next, spell out "CryoLife" in 11 pt Myriad Pro (bold).
- Follow with the company mailing address broken into two lines, in 10 pt Myriad Pro.
- Insert a double space and place your direct phone number with periods instead of dashes, followed by your mobile in the same format, if desired, in 10 pt Myriad Pro.
- Your email address should appear directly below the phone numbers. Add another double space and complete with CryoLife's website address at the bottom, in 10 pt Myriad Pro.

Sincerely,

**Allison Scollan**  
Print Designer

**CryoLife, Inc.**  
1655 Roberts Blvd. NW  
Kennesaw, GA 30144

O: 678.290.4635  
E: Scollan.Allison@CryoLife.com

www.CryoLife.com

—

*An easy way to comply is to simply copy a correct signature, paste it into your IBM Notes Signature, then simply change the information. You can get to your IBM Notes Signature here: File> Preferences> Mail > Signature*



## PowerPoint Presentations

To ensure unified presentations and thereby reinforce our brand image, it is imperative that all PowerPoint presentations use the latest version of the official CryoLife PowerPoint template. You can find the templates in several locations.

From your PC/Windows Explorer/ "Places" here:

*Places\Team Places\Employee Resources on cryoworld1\Marketing\MarCom*

If you have access to CryoLife Dropbox, you can also find it here

*C:\Users\{user name}\Dropbox (CryoLife)\MKT\00-Corporate\Powerpoint Template*

Please reach out to MarCom if you're having issues either finding the template or using it.

*Use the 16x9 template for HD TV screens like the screens in the CryoLife meeting rooms.*



## Special Events

Marketing Communications produces and manages all outward facing communications to ensure our customers receive an accurate and consistent message. This includes but is not limited to, artwork created for corporate events, fundraisers, and any initiatives inside the organization.

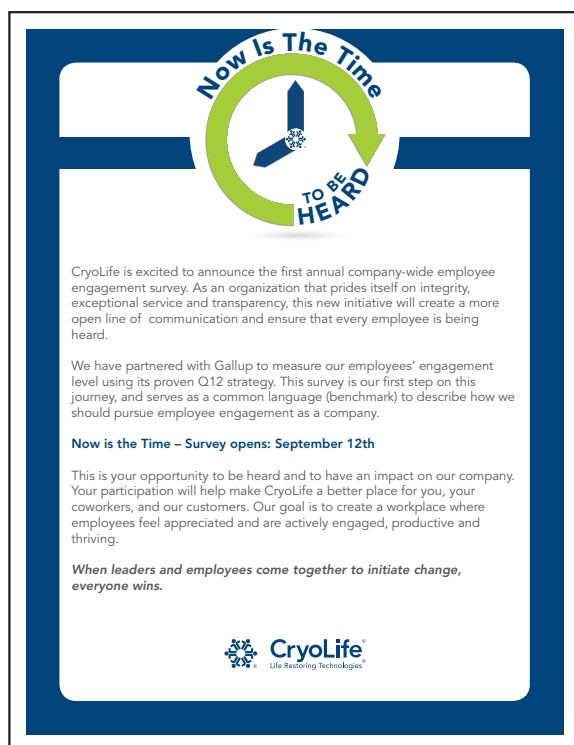
A corporation's brand consists of expectations, stories and relationships that account for a consumer's decision to choose a product or service over another. With this in mind, we celebrate initiative and will help whenever we can to create a consistent message.

Here are some examples of previously created collateral:



Health & Wellness Plan

*Take Action!*



## Surgical Technique Legal Disclaimer

Use The Footer Below When Surgical Techniques Are Being Depicted Or Discussed

Note: Per Legal, the footer may go at the end of a presentation, video or brochure.

- Surgical technique is at the discretion of the surgeon. Variations in technique and practices will inevitably and appropriately occur when clinicians take into account the needs of the individual patients, available resources, and limitations unique to an institution or type of practice.

## Legal Disclaimer for Patient-Directed Content

Use the footer below for patient-directed content marketing materials or content. (e.g., patient interviews or print/digital collateral.)

- Patient outcomes with CryoLife tissues or medical devices may vary.

## Brand Usage - On-X Prosthetic Heart Valves

### When On-X Valves Brands are Used Separately:

- On-X® Aortic Heart Valve
- On-X® Mitral Heart Valve
- On-X® Ascending Aortic Prosthesis

Please use the following marks when the following words are used in conjunction with the On-X Ascending Aortic Prosthesis. Note: The symbols only need to be used for the first mention.

- Vascutek®
- Gelweave®
- Valsalva™

### When On-X Valves are Identified Collectively:

On-X® Prosthetic Heart Valves

### Corporate Logo: CryoLife Logo (only)

On-X Life Technologies, Inc. logo will NOT be used on new CryoLife approved marketing collateral (except on shipping invoices).

## INR Guidelines

### INR 1.5-.2.0\*

The Only Mechanical Aortic Valve with INR 1.5-2.0\*

- Required Footer: \*Reduce INR after 3 months standard therapy. See On-X Prosthetic Heart Valve Instructions for Use.

### AAP: NOT approved for lower INR

AAP is NOT approved anywhere for promoting lower INR since it was NOT part of the regulatory submissions.

## Legal Footer, Trademarks, Subsidiary, & Manufacturer Explanation

For use when CryoLife logo, snowflake, Life Restoring Technologies, and On-X are used WITH multiple other registered trademarks that do NOT belong to CryoLife.

- On-X Life Technologies, Inc. is a wholly owned subsidiary of CryoLife, Inc. The On-X Prosthetic Heart Valves are manufactured by On-X Life Technologies, Inc.
- CryoLife, the snowflake design, Life Restoring Technologies, and On-X are registered trademarks owned by CryoLife, Inc. or its subsidiaries. All other registered trademarks are owned by their respective owners. © 2016 CryoLife, Inc. All rights reserved.

For use when ONLY the On-X brand, CryoLife logo, snowflake, and Life Restoring Technologies are used:

- On-X Life Technologies, Inc. is a wholly owned subsidiary of CryoLife, Inc. The On-X Prosthetic Heart Valves are manufactured by On-X Life Technologies, Inc.
- All registered trademarks are owned by CryoLife, Inc. or its subsidiaries. © 2016 CryoLife, Inc. All rights reserved.

## On-X LTI, CryoLife Corporate Addressees, &/or EU Rep for Global Marketing

On-X Life Technologies, Inc.  
1300 East Anderson Lane, Bldg. B  
Austin, Texas 78752 USA  
Phone: (512) 339-8000  
Fax: (512) 339-3636  
Email: onx@onxlti.com

CryoLife, Inc.  
1655 Roberts Boulevard, NW  
Kennesaw, Georgia 30144 USA  
Phone: 888-427-9654  
Fax: 770-590-3753  
Email: CUSTSVC@cryolife.com

CryoLife Europa, Ltd.  
Bramley House, The Guildway  
Old Portsmouth Road  
Guildford, Surrey, GU3 1LR, United Kingdom  
Phone: +44 (0) 1483 441030  
Fax: +44 (0) 1483 452860  
Email: europaorders@cryolife.com

CryoLife Asia Pacific, Pte, Ltd.  
1 Marina Boulevard, #28-00,  
One Marina Boulevard, Singapore (018989)  
Phone: +65 (0) 9784 9820  
Email: CUSTSVC@cryolife.com

This information must be  
used on: Brochures  
& Print Ads

For only finished goods materials (e.g. IFU, labels, boxes, etc.) On-X prosthetic heart valve products to European markets, the EC Rep symbol and the following info should be included. Note: The EC Rep information is not required for Marketing collateral (e.g. brochures, videos, presentations, etc.).

EC	REP
----	-----

CryoLife Europa, Ltd.  
Bramley House, The Guildway  
Old Portsmouth Road  
Guildford, Surrey, GU3 1LR, United Kingdom  
Phone: +44 (0) 1483 441030  
Fax: +44 (0) 1483 452860  
Email: europa@cryolife.com

## On-X LTI and CryoLife Corporate Addressees for U.S. Only Marketing

On-X Life Technologies, Inc.  
1300 East Anderson Lane, Bldg. B  
Austin, Texas 78752 USA  
Phone: (512) 339-8000  
Fax: (512) 339-3636  
Email: onx@onxlti.com

CryoLife, Inc.  
1655 Roberts Boulevard, NW,  
Kennesaw, Georgia 30144 USA  
Phone: 888-427-9654  
Fax: 770-590-3753  
Email: CUSTSVC@cryolife.com

## The Minimum Information Required for Brochures and Ads

On-X Life Technologies, Inc.  
1300 East Anderson Lane, Bldg. B  
Austin, Texas 78752 USA  
Phone: (512) 339-8000  
Fax: (512) 339-3636  
Website: www.onxlit.com

CryoLife information: see earlier sections to select applicable one(s).

- Which markets are the brochures and/or ads going to?

On-X Life Technologies, Inc. is a wholly owned subsidiary of CryoLife, Inc. The On-X Prosthetic Heart Valves are manufactured by On-X Life Technologies, Inc.

Legal footer: see earlier sections to determine the appropriate version depending on which logos are used.

MENGLXXXX.XXX (month/year)

## The Minimum Information Required For Trades Show Graphics

On-X Life Technologies, Inc. is a wholly owned subsidiary of CryoLife, Inc. The On-X prosthetic heart valves are manufactured by On-X Life Technologies, Inc.

Legal footer: see earlier sections to determine the appropriate version depending on which logos are used.

MLENGXXXX.XXX (month/year)

This information must be  
used on: Brochures  
& Print Ads

# Brand Usage - Chord-X Mitral Chordal Replacement Products

## When Chord-X Brands are Used Separately:

- Chord-X® Pre-Measured Loops
- Chord-X® Adjustable Suture System
- Chord-X® Chordal Sizer

## When Chord-X Products are Identified Collectively:

- Chord-X® Mitral Chordal Replacement Products

## Corporate Logo: CryoLife Logo (only)

- On-X Life Technologies, Inc. logo will NOT be used on new CryoLife approved marketing collateral (except on shipping invoices).

## Legal Footer, Trademarks, Subsidiary, & Manufacturer Explanation

For use when CryoLife logo, snowflake, Life Restoring Technologies, and Chord-X are used WITH multiple other registered trademarks that do NOT belong to CryoLife.

- On-X Life Technologies, Inc. is a wholly owned subsidiary of CryoLife, Inc. The Chord-X Mitral Chordal Replacement Products are manufactured by On-X Life Technologies, Inc.
- CryoLife, the snowflake design, Life Restoring Technologies, and Chord-X are registered trademarks owned by CryoLife, Inc. or its subsidiaries. All other registered trademarks are owned by their respective owners. © 2016 CryoLife, Inc. All rights reserved.

For use when ONLY the Chord-X brand, CryoLife logo, snowflake, and Life Restoring Technologies are used:

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- All registered trademarks are owned by CryoLife, Inc. or its subsidiaries. © 2016 CryoLife, Inc. All rights reserved.

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Phone: 888-427-9654  
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Old Portsmouth Road  
Guildford, Surrey, GU3 1LR, United Kingdom  
Phone: +44 (0) 1483 441030  
Fax: +44 (0) 1483 452860  
Email: europaorders@cryolife.com

CryoLife Asia Pacific, Pte, Ltd.  
1 Marina Boulevard, #28-00,  
One Marina Boulevard, Singapore (018989)  
Phone: +65 (0) 9784 9820  
Email: CUSTSVC@cryolife.com

For only finished goods materials (e.g. IFU, labels, boxes, etc.) Chord-X Mitral Chordal Replacement Products to European markets, the EC Rep symbol and the following info should be included. Note: The EC Rep information is not required for Marketing collateral (e.g. brochures, videos, presentations, etc.).



CryoLife Europa, Ltd.  
Bramley House, The Guildway  
Old Portsmouth Road  
Guildford, Surrey, GU3 1LR, United Kingdom  
Phone: +44 (0) 1483 441030  
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CryoLife, Inc.  
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Kennesaw, Georgia 30144 USA  
Phone: 888-427-9654  
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used on: Brochures  
& Print Ads



On-X Life Technologies, Inc. is a wholly owned subsidiary of CryoLife, Inc. The Chord-X Mitral Chordal Replacement Products are manufactured by On-X Life Technologies, Inc.

Legal footer: see earlier sections to determine the appropriate version depending on which logos are used.

MLENGXXXX.XXX (month/year)

## The Minimum Information Required For Trades Show Graphics

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Legal footer: see earlier sections to determine the appropriate version depending on which logos are used.

MLENGXXXX.XXX (month/year)

## Questions/Comments

For additional questions or comments regarding the contents of this manual, please contact:

**Allison Scollan**

CryoLife Print Designer  
678.290.4635

or

**Basil Beighey**

Marketing Communications Manager  
678.290.4394



