

Logo Usage Information

Introduction

The brand identity of Elemé Medical consists of and is represented by all the design and verbal elements that identify the company to the public: our name, trademarks, logos, and tag lines.

Company/Product Names

All printed communications should carry the full names “Elemé Medical, Inc.”, “SmoothShapes® System” and “Photomology® technology”. In running text, the full name must be used on the first reference.

Once the full name has been used in any given document, the shortened forms of “Elemé”, “Elemé Medical”, “SmoothShapes” and “Photomolgy” may be used.

Logos

The Elemé Medical and SmoothShapes logos are key elements in the company’s visual identity. At least one of these logos must be placed on all materials issued by or in support of clinical practices, as well as on all advertisements, posters, brochures, flyers, invitations, newsletters, faxblasts, email blasts, and websites.

The size and placement of the logo are at the discretion of the designer, but there must be a minimum of ¼” inch of free space surrounding the logo. Do not place type, photos, or any other element with this “white space”.

The dissemination or use of this logo for any purpose other than as expressly authorized in writing by Elemé Medical is prohibited.

Brand full color logo options:



Brand single color logo options:



Trademarks

In order to establish and maintain their uniqueness, Elemé Medical trademarks the logos, words and phrases that distinguish our brand.

The intent to trademark is signified by the TM symbol. Once the mark has been registered by the U.S. Patent and Trademark office the registration symbol, ®, is used instead.

It is essential that the appropriate symbol appear next to a trademark the first time it appears in any given document. The ability to maintain a trademark depends on it being used. This includes advertisements, fax blasts, email blasts, reports and any other publicly available materials.

The following marks have been claimed, applied for, or registered:

- SmoothShapes®
- Elemé™
- Elemé Medical™
- Photomology®
- SmoothShots™

Disclaimer Statements

When a trademark is used, the disclaimer is used to show ownership of the trademark.

SmoothShapes® and Photomology are registered trademarks of Elemé Medical, Inc. Elemé, Elemé Medical, and Smoothshots are trademarks of Elemé Medical, Inc.. FDA cleared for temporary reduction in the appearance of cellulite.

Before the disclaimer should always appear the copyright notice followed by the current year.

© 2008 Elemé Medical, Inc.