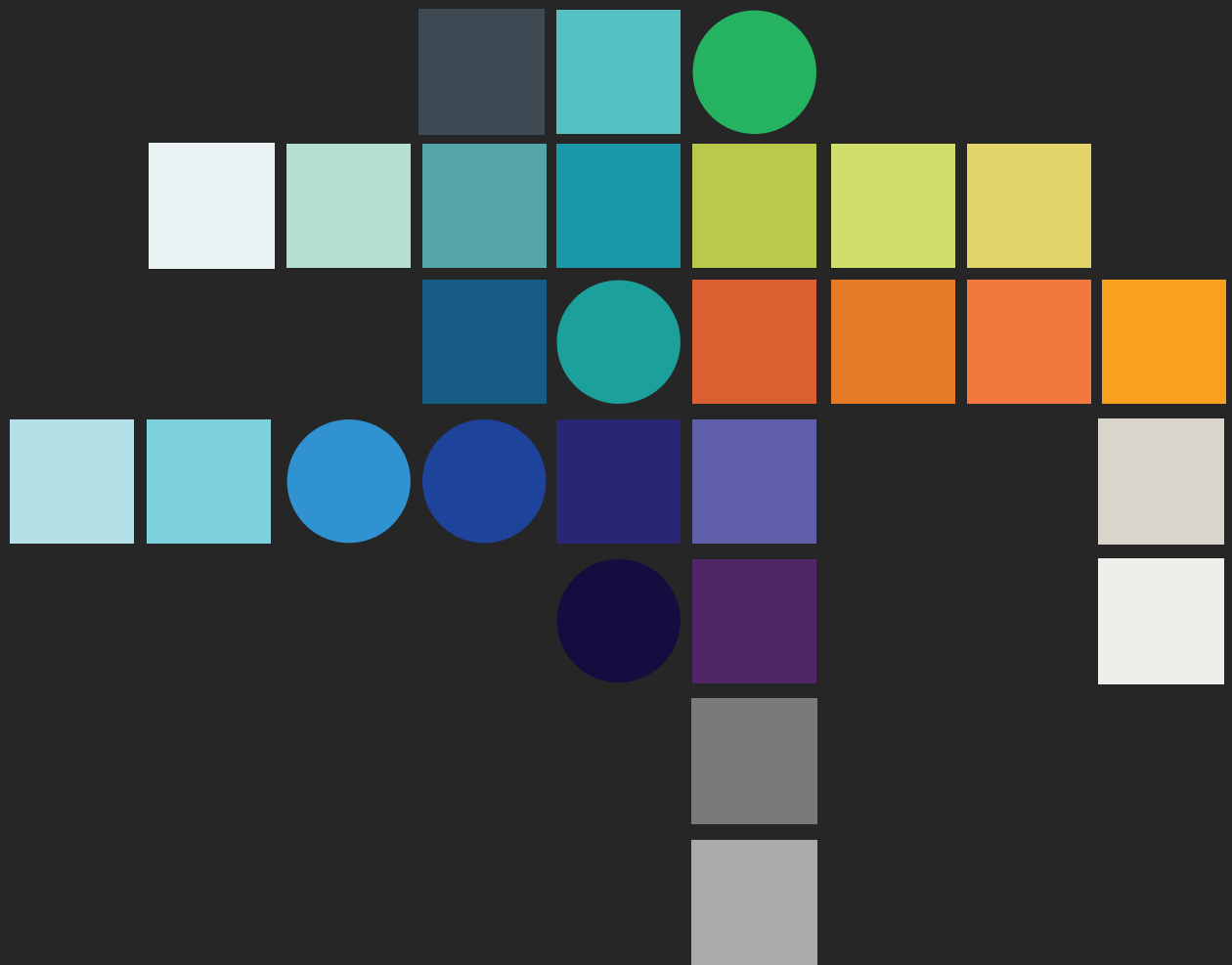


MedTech Innovator

Brand Recommendations

Presented by Health + Commerce

January 2022



BRAND IDENTITY

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BRAND IDENTITY

Overview

Brands succeed when they are authentic and can clearly communicate with their audience.

Your core values, vision and mission are the compass that guide your communication and should be supported with purposeful use of your brand identity which includes visual elements and dynamic phrasing.

These guidelines, when used consistently across your communications ensures your brand is memorable and effective.

IDENTITY TRAITS

The MedTech Innovator ***Position***

As the premier global healthcare accelerator, we connect the brightest medical technology innovators with the highest caliber partners and resources.

The MedTech Innovator ***Culture***

We maintain a culture that is positive, inclusive and forward thinking. Our outlook guides our interactions and drives the way we work to fulfill our mission.

The MedTech Innovator ***Values***

Authenticity
Collaboration
Empowerment
Innovation
Competition
Communication

The MedTech Innovator ***Vision***

To make a lasting positive impact on human health by leveraging our position as the premier growth accelerator in medical technology.

The MedTech Innovator ***Mission***

To empower the most promising medical technology innovators with access to the world's most comprehensive ecosystem of leading medical innovation stakeholders and resources.

WEBSITE

Audit Data Breakdown

As noted by your responses to the Brand Questionnaire, your website audience would be better served if there was more clarity and easier navigation. Addressing these will create a more streamlined experience and better audience retention.

Metrics*

Page Count	50+
Word Count	47,500
Unique Words	6,200 <i>with tense/other variations, guesstimated ~4,800</i>
Editing	<i>~25/page for context, tense, spelling, grammar, etc.</i>

Tone

Perception	Knowledgeable
Formality	Neutral
Audience	Good for average audiences
Voice	Neutral; Confident
Tone	Informative; Descriptive

UX/Perception

User Experience	Below average
Mobile-first	No
On Devices	Lacking; Poor

**Numbers reflect MTI, Asia Pacific and BioTools pages and do not include articles, PR/announcements and click-throughs.*

WEBSITE

Audit Findings and Recommendations

The purpose of a competitive analysis is to understand your competitors' strengths and weaknesses in comparison to your own and to find a gap in the market. It will help you recognize how you can enhance your own goals and strategy.

Overview

Your website is the primary and most important vehicle used to communicate with and grow your audiences. It's critical that every visitor has a positive experience – hopefully one leading to greater interest and higher participation rate. The audit findings support your own observation that the MTI website needs to be more clear and easier to navigate and search for information.

Ensuring your audience can easily access, understand information and retain a positive view of the MTI brand is the direct path to higher-caliber partners and broader applicant participation.

Recommendations

The solidified brand identity is an opportunity to take a close look at the website, reinvent your strategy and create ways for your audience to have a better experience. It is significantly more cost-effective – and definitely time-efficient – to invest in a rebuild from the wire-frame up rather than attempt piece-meal changes.

Updating your message strategy, streamlining the way you present it and rebuilding your user experience (UX) and user interface (UI) would ensure a more positive and memorable perception of the MTI application process and a mobile-first site.

The Brand Questionnaire demonstrates your messages more succinctly and is good a place to start when creating a voice that will communicate your core culture and values to a more sophisticated audience. Creating a library of assets (copy and visual imagery) also provides a wealth of usable materials (content) across outlets including social media, pitch decks, event materials, etc.

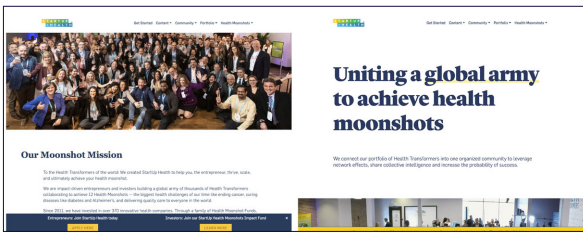
- *Use short call-outs and simple infographics for visual interest.*
- *Create CTAs that draw more attention.*
- *Establish a typographic hierarchy for copy with fewer in-line links.*
- *Ensure Asia Pacific and BioTools open in new tabs.*
- *Streamline the application process copy and add helpful graphic devices.*
- *Use more columns and less copy in videos and bios allowing viewer to choose links to more information.*
- *Use color blocks, white space, color overlays and more purposeful image choices for visual clarity.*
- *Combine repetitive pages into a single section. For example, plan one FAQ page adding specific sections for Asia Pacific and BioTools.*

COMPETITIVE ANALYSIS

Overview and Competition

Included are three direct competitors and three related industry sites with visual directions that communicate the MTI brand identity. Reviewed:

43North, Accelerator LSP, ALON MedTech Ventures, Athena Health Innovation, ATI, BD, BioCity, Stanford BioDesign, BioEnterprise, BioSci Labs, Boomtown, Cedars-Sinai Accelerator, DreamIt, eHealth Ventures, FlashStarts, Fogarty Innovation, GCMI, HAX, HealthBox, Health Wildcatters, The Henry Ford Health System Innovations, Idea Foundry, Indie Bio, Innovate Indiana, Innovation Works, Interface Challenge, IntuitiveX, J&J Innovation, JumpStart Foundry, Kicker Design, Kolabtree, LaunchPad Digital Health, M2D2 (UMass Lowell), MaRS, Solutions Labs, MassLight, Matter Health, MedStartr, mHub Accelerator, Nemera, Novartis Evidence Lab, NTT Data, PlugNPlay, Rev1 Ventures, Rock Heal+h Advisory, Scale Health, Startup Health, StartX Med, TechStars, The Foundry, The Innovation Factory, TigerLabs, TMCx, Xlerate Health, YCombinator, Z80 Incubator Labs and ZeroTo510.

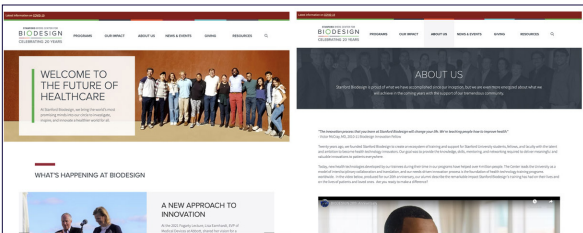


StartUp Health Overall: Average to good industry site.

Positives A clean, well organized layout. Informative and upbeat tone. Above average hierarchy. Succinct.

Negatives Cluttered, 'cheesy' infographics. Poor on mobile devices. Inelegant, "screaming" headlines.

Memorable Pop-up CTA. Interesting project format, colors.

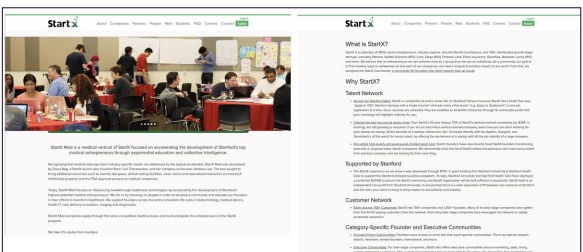


Stanford BioDesign Overall: Above average industry site.

Positives Images communicates personality. Good use of graphic symbols, color and typography creates a clean hierarchy. Nice fonts for a variety of audiences. Informative and friendly voice.

Negatives Page count is high sometimes with too little information, unimpressive on mobile device.

Memorable Look and feel. Photography style. Color palette. Top menu offers sections of pages and footer shows individual pages.



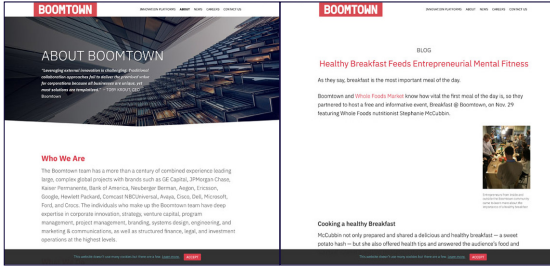
StartX Overall: Underwhelming with good UI.

Positives Well conceived UX/UI. Minimal pages. CTA stands out. Clean look and feel.

Negatives Some pages lack copy, others are copy-heavy. Inelegant use of single brand color. Poor readability and illegible menu with difficulty navigating on mobile device. Directional graphics are placed at the end of long scrolls and get lost. Text formatting is less engaging. No footer menu on pages reviewed.

Memorable Singular color palette has more negatives than positives. Scope of audience(s) participation.

INDUSTRY ANALYSIS



Boomtown Accelerators *Overall: Good look and feel.*

Positives

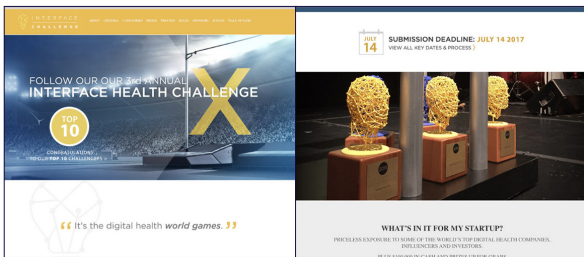
Interesting imagery draws audience in for better engagement. Good copy hierarchy and clear division of information. Well placed CTA. Minimal click-throughs. Creates incentive to “contact for more information.”

Negatives

Dry copy. Some pages use too many “bells and whistles.” Average to below-average adaptation on mobile device.

Memorable

Pop-up CTA. Dynamic hero images. Number of testimonials with credits that link to deeper information. Very strong logotype. Singular color palette leads to more positives than negatives.



Interface Challenge *Overall: Despite negatives memorable.*

Positives

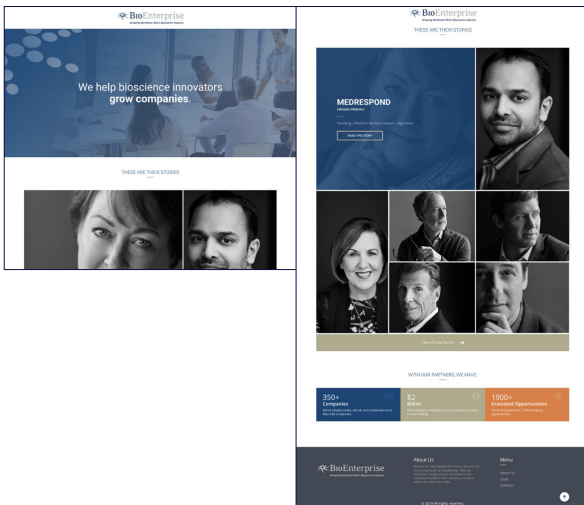
Nicely conceived with well planned UX/UI. Dynamic hero images. Informative and friendly tone.

Negatives

Yellow header with white copy and medium grey footer with medium blue copy are very difficult to read. Fonts may be difficult to read on mobile devices and low quality monitors. Some copy size negates hierarchy.

Memorable

Top menu has anchor jumps (goes to a lower page section instead of new page). Striking color palette. Not mobile-first but navigates well and looks good on mobile device. This seems like a nice template was provided for a non creative-minded team member to insert copy later.



BioEnterprise *Overall: Very engaging look and feel.*

This is a site of case studies so it lacks comparable sections however, it is an excellent example of a look and feel to consider.

Key Points

- Black and white photography, interesting crops and facial expressions and color overlays create cohesion and interest.
- Colors are used in smart ways combining warm, welcoming neutrals with complementaries that drives viewer attention.
- Works well on mobile devices.
- A nice three column grid (that would compliment MTI content and strategy).



MedTech Innovator
Brand Guidelines

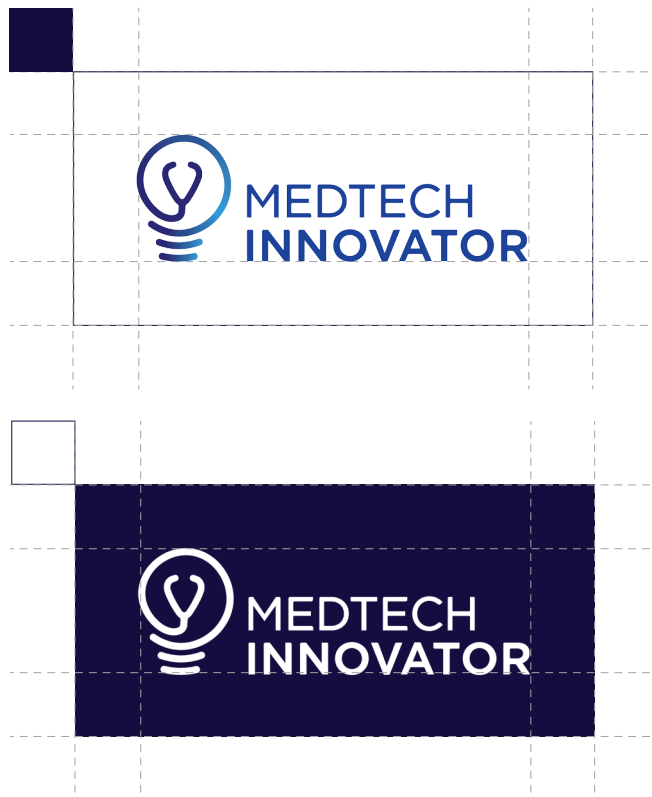


LOGOTYPE AND MARKS

Usage Guidelines

The MedTech Innovator logotype and mark conveys the company vision and mission. A clean modern look and use of bold color appeals to a variety of audiences in medical technology and the larger healthcare industry. Your logo mark (light bulb) is distinctive and carries a strong message by itself. In places where the full logo would appear small and difficult to read (map-pin, favicon, bottom symbol on slide decks, etc.) the light bulb can be used as a stand-alone mark.

Please use the new digital files provided with this document.



TYPOGRAPHY + FONTS

Typography is key to your visual voice. It supports and enhances your identity and communicates the intention of your brand. The MTI fonts **Source Serif Pro**, **Red Hat Text**, **Red Hat Display** and **Anton** offer many benefits. These free to download on fonts.google.com

- Cohesive feel when used together
- Work with existing logotype
- Available across OS platforms
- Readability at variety of sizes
- Readability across digital devices
- Appropriate across output devices
- Expansive and flexible families able to adapt with brand growth

PRIMARY

MedTech Innovator

MedTech Innovator

MedTech Innovator

MedTech Innovator

MedTech Innovator

MedTech Innovator

MedTech Innovator

MedTech Innovator

MedTech Innovator

MedTech Innovator

Red Hat Text / Red Hat Display

Light

Light Italic

Regular

Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Black

Black Italic

SECONDARY

MedTech Innovator

MedTech Innovator

MedTech Innovator

MedTech Innovator

MedTech Innovator

MedTech Innovator

MedTech Innovator

MedTech Innovator

Source Serif Pro (TT)

Light

Light Italic

Regular

Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraLight and Black should never be used.

MedTech Innovator ————— ExtraLight

MedTech Innovator ————— *ExtraLight Italic*

MedTech Innovator ————— **Black**

MedTech Innovator ————— ***Black Italic***

Anton

An alternate bold condensed option for slide decks and similar uses with long copy lines that should not be broken. Use regular or ALL CAPS.

COLOR PALETTE

For the MTI Family of Brands

Your former colors offered an excellent base and the current logo colors (shown as circles) were not altered. Expanded, this new color palette allows room for brand growth and evolution.

Using colors in a thoughtful way demonstrates confidence and fosters recognition and trust.

A majority of healthcare and medical brands across the globe feature blue and MTI is no exception. The expanded palette creates a look and feel to enhance brand identity and ensure cohesive co-branding while offering a way to create special event and conference materials that break out from healthcare industry competitors.

Color perception changes across cultures and it's vital for this to be considered in global branding. This expanded palette is planned to address this need.



Logo MTI 150E40
Logo MTI 3493D0
Logo MTI+BT 1D439A
Logo BT 18B362
Logo BT 0599A9
Logo AP 00A09B
Logo AP 2A2774
51276B
6160AB
D95F31
E57A25
F4793F
F9A01E
BAC949
D0DF6D
E2D36C
135B86
58A7A7
55C1C3
7FD1DE
B5DFD1
B5DFE6
3F4B54
787A7B
A9AAAC
D9D6CC
ECECE9
E8F0F1

Existing Color Palette



VISUAL IMAGERY

Asset Recommendations

Visual assets include graphics, icons, photography, textures, illustrations and other accents. These elements enhance your message, communicate a consistent tone, support CTAs, highlight a person, place, or product and work for you in co-branding. As with all brand elements a streamlined asset library should be developed, shared and used consistently.

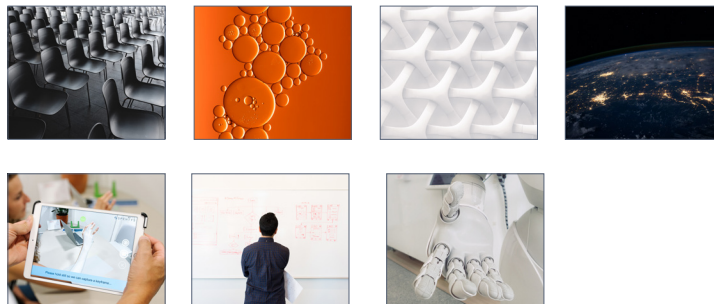
Unsplash A no-cost resource with high-quality photographs and a broad use license (not your typical stock photos).

Vecteezy An ever growing, no-cost graphic resource offering an optional cost-effective “Pro” plan with access to a wider range of current and forward thinking imagery.

Tip When using in-house photographs, elevate audience attention and demonstrate MTI culture by *shooting and choosing* casual settings, active facial expressions and interesting crops and visual perspectives.

Unsplash Example Photography Styles

unsplash.com



Vecteezy Example Graphic Styles

vecteezy.com

