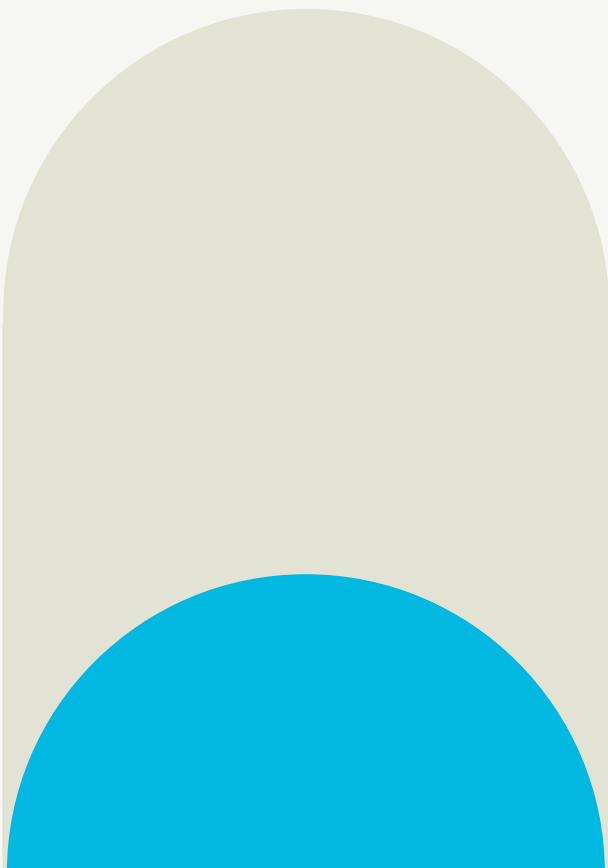




Brand Style Guide

VERSION JANUARY 2024

ACCURAY



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Introduction

The purpose of this style guide is to give you some rules and recommendations on how to appropriately use the Accuray visual brand language (VBL) — a system of colors, typography and graphics. This is a living document so updates may be made in the future.





Our Messaging



Our Vision & Mission

Our Vision

To expand the curative power of radiation therapy to improve as many lives as possible.

Our Mission

To think, act, and execute beyond expectations every day to deliver better, safer radiation therapy solutions and help patients get back to living their lives, faster.



Logos and Symbol



Primary Logos & Symbols



Primary Color Logo

This is the first choice in all applications



Primary Color Symbol

This is the first choice in all applications when a symbol is desired (ie, social media profile Avatars)



Primary Inverse Color Logo

Use this logo on very dark backgrounds
(The box is not a part of the logo)



Primary Color Inverse Symbol

Use this symbol on very dark backgrounds
(The box is not a part of the symbol)

Alternate Logos & Symbols

The word "ACCURAY" in a bold, black, sans-serif font. The letter 'A' has a small horizontal line extending from its left side.

Black Logo

Use this logo for 1-color applications or when the full color logo cannot be accurately reproduced



Reverse Logo

Use this logo for 1-color applications on very dark backgrounds or when the full color inverse logo cannot be accurately reproduced

(The box is not a part of the logo)



The reverse logo may be used on Polar. Do not use the reverse logo on any other color in the primary palette.

(The box is not a part of the logo)



Primary Color Symbol

Use this symbol for 1-color applications or when the full color symbol cannot be accurately reproduced



Reverse Symbol

Use this symbol for 1-color applications on very dark backgrounds or when the full color inverse symbol cannot be accurately reproduced

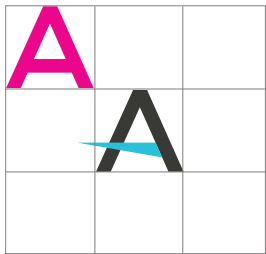
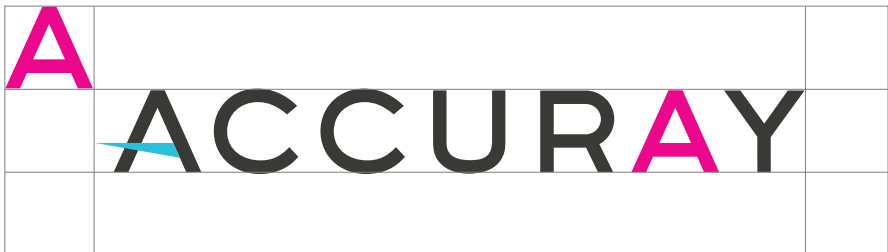
(The box is not a part of the symbol)

Clear Space & Minimum Size

CLEAR SPACE

Clear space requirements are provided to preserve the integrity of the logo and symbol. Clear space is the area immediately surrounding the logo. This area must remain clear of elements that might compromise legibility. No graphics, text, photography or illustrations should violate the clear space.

The preferred clear space is equal to the “A” in the logo:



MINIMUM SIZE

To make sure they’re legible, both the primary logo and symbol must be used in printed and digital media at a height no smaller than detailed below.

10 pixels / 4 mm / .15"  ACCURAY

13 pixels / 4.5 mm / .18"  A

HELPFUL HINT

What’s the best resolution?

At 100% Size	dpi (dots per inch)
Press Quality Print	300 dpi
In-House Print	150 dpi
Online and Monitor Viewing	72–96 dpi

Incorrect Logo Usage

Treat your logo nicely. Use the artwork as is at the scale needed. Avoid the common mistakes below.



Do not change color



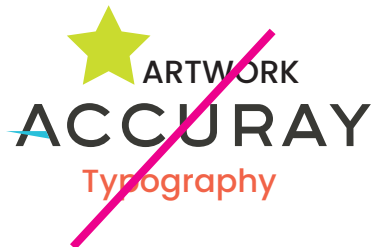
Do not customize



Do not stretch



Do not rotate



Do not crowd
with content



Do not apply
visual effects



Do not place it in a box



Do not place on
complex backgrounds



Product Wordmarks



Product Wordmarks: CyberKnife®

CyberKnife®

Primary Color Product Wordmark

This is the first choice
in all applications



Primary Inverse Color Product Wordmark

Use this logo on very dark
backgrounds

(The box is not a part of the logo)

Product Wordmarks: CyberKnife® S7™

CyberKnife® S7™

**Primary Color Product
Wordmark**

This is the first choice
in all applications

The image shows the CyberKnife S7 logo in white text on a dark gray rectangular background. The text is "CyberKnife® S7™".

**Primary Inverse Color Product
Wordmark**

Use this logo on very dark
backgrounds

(The box is not a part of the logo)

Product Wordmarks: TomoTherapy®

TomoTherapy®

**Primary Color Product
Wordmark**

This is the first choice
in all applications



TomoTherapy®

**Primary Inverse Color Product
Wordmark**

Use this logo on very dark
backgrounds

(The box is not a part of the logo)

Product Wordmarks: Radixact®

Radixact®

Primary Color Product Wordmark

This is the first choice
in all applications



Radixact®

Primary Inverse Color Product Wordmark

Use this logo on very dark
backgrounds

(The box is not a part of the logo)

Product Wordmarks: Accuray Precision®

Accuray
Precision®

**Primary Color Product
Wordmark**

This is the first choice
in all applications



Accuray
Precision®

**Primary Inverse Color Product
Wordmark**

Use this logo on very dark
backgrounds

(The box is not a part of the logo)

Product Wordmarks: iDMS®

iDMS®

**Primary Color Product
Wordmark**

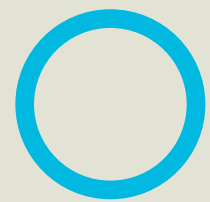
This is the first choice
in all applications

iDMS®

**Primary Inverse Color Product
Wordmark**

Use this logo on very dark
backgrounds

(The box is not a part of the logo)



Registration and Trademarks



Registration & Trademarks

Trademarks should always be used as an adjective, followed by the appropriate noun descriptor or generic term, such as:

“The CyberKnife® Treatment Delivery System represents an entirely new approach to radiosurgery.”

Trademarks are meant to signify the brand or source of the product and should not be used in a manner that suggests that the trademark is the name of the product. Companies that allow trademarks to be used as nouns risk losing rights in those trademarks. Classic examples of words that began as trademarks but were lost because of misuse include “aspirin” and “escalator.” Because the public came to see these terms as the product names instead of the brand names, trademark rights were forfeited.

Trademarks should be presented in a manner that clearly reflects the trademark significance, such as use of the trademark registration symbol, common law trademark symbol, and by use of capitalization, boldface or stylization. The reason is to give notice that the words are, in fact, trademarks (either common law or registered marks).

Trademarks should not be joined with other terms (by a hyphen, for instance) nor used with unapproved logos, graphics, photos, slogans, numbers, design features or symbols.

Trademarks should never be “made plural.” This deviation diminishes the strength of the mark over time and may destroy the trademark significance. For example, when referring to several devices, one should not use the mark to denote quantity. A proper statement would be: “Because of the large need, XYZ Medical center ordered two TomoHDA™ treatment systems to accommodate the number of patients requiring treatment.”

NOT: “ordered two TomoHDAs™ to accommodate the number of patients...”

Trademarks should never be mixed with other trademarks nor associated with other companies.

Trademarks should not be used in a “possessive” form. A proper statement would be:

“The Synchrony® software’s flexibility impressed patients and physicians alike.”

NOT: “Synchrony’s flexibility impressed patients . . .”

Registration & Trademarks

Trademarks should never be used as verbs.

Changes, variations or alterations in the spelling or presentation of the trademarks are not allowed.

A footnote reference (“attribution”) to ownership of the trademarks should be used on products, documentation and advertisements in the following format. Please take note of any specific stylization within the mark(s).

© 2024 Accuray Incorporated. All Rights Reserved. The stylized Accuray logo, Accuray, CyberKnife, Cyberknife University, Cyberknife VSI, TomoTherapy, Tomo, TomoH, TomoHD, Onrad, Hi-Art, PreciseART, PreciseRTX, Radixact, Accuray Precision, iDMS, ClearRT, Xchange, RoboCouch, MultiPlan, Xsight, Synchrony, QuickPlan, TomoHelical, TomoDirect, TomoEDGE, CTrue, AERO, TomoC, Radixact Sync, Accuray Helix and AEx (Accuray Exchange) are trademarks or registered trademarks of Accuray Incorporated in the United States and other countries and may not be used or distributed without written authorization from Accuray Incorporated. Use of Accuray Incorporated's trademarks requires written authorization from Accuray Incorporated. Other trademarks used and identified herein are the property of their respective owners. For more information on Accuray and its trademarks, please visit www.accuray.com/trademarks.

Where appropriate, a subset of this attribution may be used.

The list of registered and unregistered marks should be updated periodically as pending applications mature to registration, and as such, it is important to determine status of the marks before using either symbol.

Listing of Accuray Registrations and Trademarks

Accuray Names and Registrations (always use full name on first reference) Accuray Incorporated (® but do not denote)

CYBERKNIFE® HARDWARE

CyberKnife® S7™ System
CyberKnife® M6™ System
CyberKnife® VSI® System
CyberKnife® Treatment Delivery System
InCise™ Multileaf Collimator
InCise™ 2 Multileaf Collimator
Iris™ Variable Aperture Collimator
RoboCouch® Patient Positioning System

CYBERKNIFE® SOFTWARE

AutoSegmentation™
InTempo™ Adaptive Imaging System
Synchrony® Skull Tracking™
Synchrony® Spine Tracking Supine™
Synchrony® Spine Tracking Prone™
Synchrony® Spine Tracking Prone™ with Respiratory Modeling
Synchrony® Lung Tracking™
TxView™
Xchange® Robotic Collimator Changer
QuickPlan®

MARKS COMMON TO CYBERKNIFE® & RADIXACT® SOFTWARE

Accuray Precision® Treatment Planning System
iDMS® Data Management System
Synchrony®
Synchrony® Respiratory Tracking System
Synchrony® Fiducial Tracking™
Synchrony® Lung Tracking™ with Respiratory Modeling
Synchrony® Fiducial Tracking™ with Respiratory Modeling
Synchrony® Respiratory Modeling™
Synchrony® Respiratory Camera Array
Synchrony® Respiratory External LED Markers
Synchrony® Respiratory Vest
Synchrony® Respiratory Connection Box
VOLO™ Optimizer

COMMUNITIES

AERO® Accuray Exchange in Radiation Oncology
AENR™ Accuray Exchange in Neuro-Radiosurgery
ACE™ Accuray Center for Education

RADIXACT® HARDWARE

Radixact® Treatment Delivery System
Radixact® Couch
Radixact® TomoHelical™ Treatment Delivery
Radixact® TomoDirect™ Treatment Delivery

RADIXACT® SOFTWARE

CTrue™ image guidance
ClearRT®
TQA™ (Total Quality Assurance) Software
PreciseART® Adaptive Radiation Therapy option
PreciseRTX® Re-treatment option
VitalHold™
VOLO™ Ultra Optimizer

TOMOTHERAPY® HARDWARE

TomoTherapy® Treatment Delivery System
TomoTherapy® H Series™
TomoH® Treatment Delivery System
TomoHD® Treatment Delivery System
TomoHDA™ Treatment Delivery System
Hi-Art® Treatment System
TomoDirect™ Treatment Delivery
TomoHelical™ Treatment Delivery
TomoEDGE™
reNEW™ Certified Pre-Owned System

TOMOTHERAPY® SOFTWARE

TomoPortal™ Software/Option/Package
TQA™ Software/Option/Package
TomoLink™ Remote Access Software
CTrue™ Daily Image
Delivery Analysis™
OIS Connect™ Software/Option
Planned Adaptive™ Software/Option/Package
SharePlan™ Software/Option/Package
StatRT™ Software/Option
VOLO™ Ultra Optimizer*

* VOLO Ultra isn't available for TomoTherapy Hi-Art System



ACCURAY

[accuray.com](https://www accuray.com)

