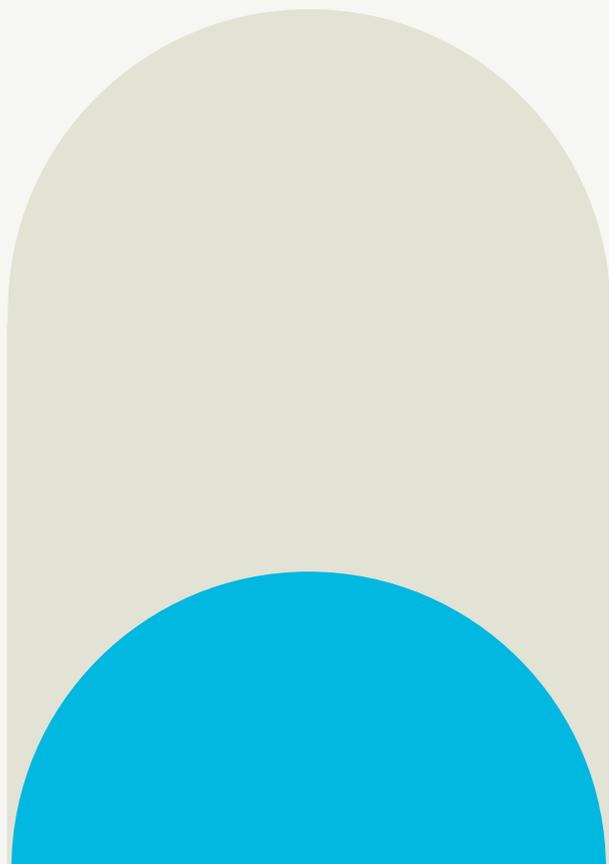


Brand Style Guide

VERSION SEPTEMBER 2022

ACCURAY



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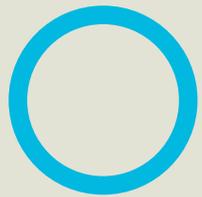
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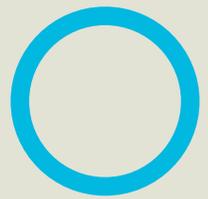
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Introduction

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



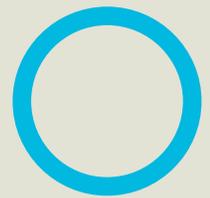
Our Vision & Mission

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



ACCURAY

Primary Color Logo

This is the first choice in all applications



Primary Inverse Color Logo

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



Primary Color Symbol

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



Primary Color Inverse Symbol

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

Alternate Logos & Symbols

ACCURAY

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)



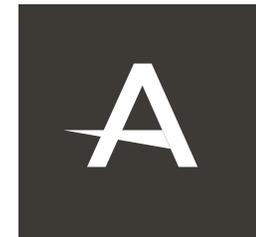
The reverse logo may be used on Polar. Do not use the reverse logo on any other color in the primary palette.

(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

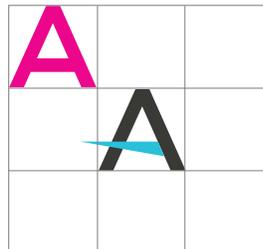
(The box is not a part of the symbol)

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" 

13 pixels / 4.5 mm / .18" 

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



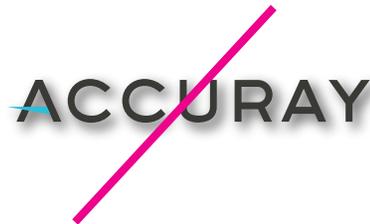
Do not stretch



Do not rotate



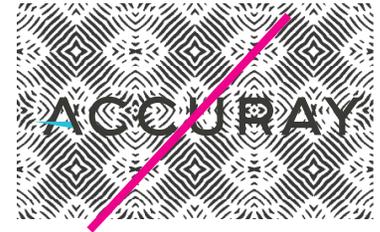
Do not crowd
with content



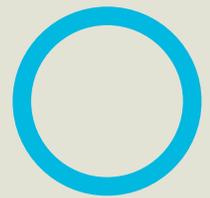
Do not apply
visual effects



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



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

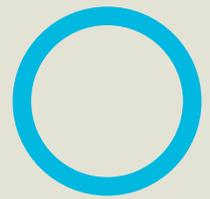


iDMS®

**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.

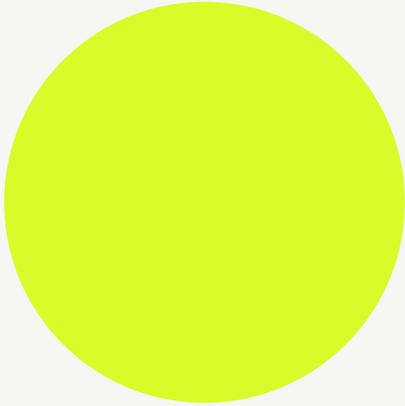
Changes, variations or alterations in the spelling or presentation of the trademarks are not allowed.

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).

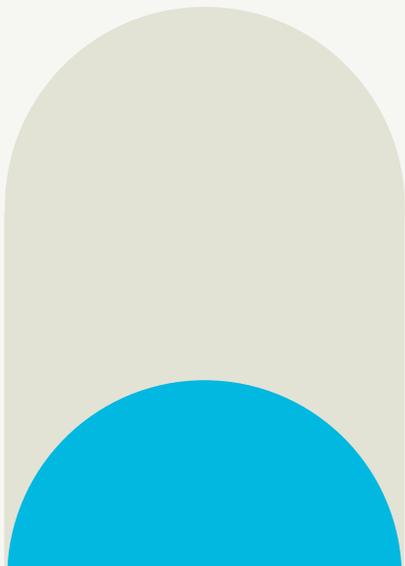
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Where appropriate, a subset of this attribution may be used.

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.



ACCURAY



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

