

Identity x-ray technology

Revolutionising X-ray

Re-brand of a technology company specialising in the development of 3D X-ray technology. The project included logo, stationery, presentation templates and website design.

Features

Contemporary, accessible, engaging.



Adaptix

Adaptix logo - versions and applications

The primary visual identification device for Adaptix Imaging is its logo. It is to be displayed either as a stand-alone logo or as a component of the company graphic, depending on the application. When producing documents or designs, always use approved versions of this logo.

The colour version of the logo should only be used on orange and grey. The white version should only be used on black, white and grey.

Version 1: The primary logo with orange dots on a white background.

Version 2: The primary logo with orange dots on a dark grey background.

Version 3: The primary logo with white dots on a white background.

Version 4: The primary logo with white dots on a dark grey background.

Graphic identity guidelines | Logotype

Adaptix colour reference

The Adaptix colour palette is standardized and must not be modified. The colours can be applied in any of the formats below depending on project specifications. For example, a print project uses the Pantone and CMYK references and a web project uses the RGB colour.

FOR YOUR INFORMATION:
Approved: Spot colour printing
CMYK reference for four colour and printing
RGB reference for computer screen colours
HEX reference for web design

Graphic identity guidelines | Colour palette

Powerpoint presentation template

Adaptix Imaging has created presentation templates available in the standard formats. They are A3 and A4 for use in training, sales and customer support.

The templates use the Open Sans font for the headline and sub-headline. They comprise a set of master slides for you to add your own content and images and are based on the standard 16:9 aspect ratio presentation format.

A slide page and two content page layouts from the 16:9 template are shown here.

Graphic identity guidelines | Templates

Stationery letterhead template and business cards

An set of stationery templates is available in the identity toolkit.

It is pre-formatted with relevant company details and the Adaptix logo and can be used for Open Sans Regular font.

The business cards use Helvetica Neue with Adaptix in orange and white. Address and contact details are on the other face. Fonts: Helvetica Neue, Helvetica Neue LT Pro.

Graphic identity guidelines | Templates

Adaptix logo and tagline: Transforming radiology

Navigation: Home, About us, Transforming radiology, Our technology, Our products, Our people, News & media, Contact us

Less dose, more data

Adaptix provides technology to create a future in which low-cost X-ray solutions are fully portable with a reduced system footprint, maximising their deployment in secondary care and making them available in primary care and even to field-based users. The company has been supported by bodies such as Innovate UK and the UK Science and Technology Facilities Council in recognition of the potential for its novel technology to transform healthcare and disrupt a global industry.

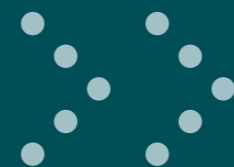
- Our products**
The benefits: True Portability - Bringing X-ray to the patient. Fast and affordable low-dose 3D imaging. Enhanced diagnostic information versus planar X-ray.
- Our people**
Meet the team: Our team includes hardware, software, business, project and product leaders backed by an internationally recognized board of advisors.

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Transforming radiology