Brand Guidelines

Fullcare Surgical Ltd

Version 1.0

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Introduction

01

Let's get started

Welcome to the Fullcare Surgical Ltd Brand Guidelines. These guidelines are designed to ensure that the Fullcare Surgical identity is applied consistently across all media, communications, and touchpoints worldwide.

As a trusted provider in the surgical and medical supply sector, our brand representation directly reflects our commitment to precision, safety, and healthcare excellence. Consistency in our visual and verbal identity reinforces trust with clinical professionals, healthcare institutions, supply partners, and patients. These guidelines will help you:

1. Apply the Fullcare logo correctly across various backgrounds and media.
2. Maintain brand color accuracy across print and digital environments.
3. Utilize approved typography hierarchies for clear, accessible, and authoritative messaging
4. Establish a consistent tone of voice and visual style across marketing and corporate communications.

Essence and Values

Every element of the Fullcare Surgical brand reflects who we are and what we stand for. When designing or communicating on behalf of Fullcare Surgical, align all output with our core pillars:

1. **Precision and Quality**: We adhere to the highest standards of safety, compliance, and surgical performance.
2. **Integrity and Trust**: We build lasting relationships through transparency, reliable supply, and uncompromised ethics.
3. **Innovation in Care**: We continuously adapt to support modern surgical needs and advance healthcare outcomes.
4. **Human-Centric Focus**: Behind every instrument, product, and document is a commitment to improving patient lives.

Brand Logo

02

Our Logo Mark

1. Colour Logo

The primary colour is the blue and red and is the preferred logo and colour to be used throughout communications.

2. White Logo on colour

The logo can feature on any of the main colours and black from the palette as white out only.

Clear space

To keep impact and clarity of the Integrity Action logo to a maximum, a minimum free space has been established that should be maintained throughout all occurrences.



3. Mono Logo

To be used when there are no colour options available, for example 1-tone printed work.

Minimum size

To promote good legibility, The master logo should never be printed smaller than 40mm or displayed on screen at less than 150px.



Logo Mark Don'ts

Only use supplied logos and do not edit the logo in anyway.

1. Don't stretch the logo



2. Don't rotate to change orientation



3. NEVER change the colors



4. Don't apply shadows or filters



5. Never use inaccessible primary logo



6. Never use inaccessible white logo



7. Don't add transparency

8. Don't pull apart the



9. Don't Crowd the logo



Alawys leave some breathing space between the logo and the other elements on the page. The logo must be cleary visible.

Colour

03

Primary Blue

Used primary identity, main headings, and structural elements to establish trust and surgical authority.

SURGICAL BLUE

RGB: 47, 54, 121
CMYK: 97%, 88%, 18%, 5%
HSB: 234°, 61%, 48%
HEX: #2f3679

Secondary Red

Used strictly for accents, call-to-action buttons, and key highlights to signify precision and care.

RED

RGB: 227,11,23
CMYK: 0%, 100%, 98%, 0%
HSB: 356°, 95%, 89%
HEX: #e30b17

To support the main primary colours, use grey tones for both print and digital. Each grey is a tint of 100% black to white.

0% (White) | 10% | 20% | 30% | 50% | 80% | 100% (Black)

Typography

04

HK Grotesk™

Design and Development: Alfredo Marco Pradil

Foundry: Hanken Design Co.
Class: Sans Serif

HK Grotesk™ is our primary brand typeface—a versatile, modern sans-serif designed for high legibility across digital interfaces, print collaterals, and marketing assets

Hierarchy

1. Headlines: Bold / Extra Bold
2. Subheadings: SemiBold / Medium
3. Body Copy: Regular
4. Captions: Medium / Light

Rules

1. Always left-align body text. Never justify or center long paragraphs.
2. Do not distort: Never stretch, skew, outline, or add drop shadows.
3. Maintain high contrast (minimum 4.5:1 WCAG AA ratio).

When HK Grotesk™ is unavailable (e.g., system emails, live presentations), use sytem fallback fonts such as Arial

AaBbCcDd EeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz0123456789
(&?!/,:;-_+;%@*”)

Core Principles

Hierarchy and visual emphasis establish structural consistency across all brand collateral. Strategic variations in font size and weight direct reader attention, highlight critical information, and optimize content scannability.

Typographic Scale

1. Adhere to the Classical Scale: 9, 10, 11, 12, 14, 16, 18, 21, 24, 36, 48, 60, 72 pt/px
2. Adhering to these fixed proportions ensures balanced, predictable visual relationships across headlines, subheadings, and body text.

Media

1. 12pt is the baseline threshold for all printed materials.
2. 18pt is the minium font size for powerpoint presentations.

Font Weights

Regular 400	Fullcare Surgical Company Limited
Regular 400 Italic	*Fullcare Surgical Company Limited*
Regular 400	Fullcare Surgical Company Limited
Regular 400 Italic	*Fullcare Surgical Company Limited*
Medium 500	Fullcare Surgical Company Limited
Medium 500 Italic	*Fullcare Surgical Company Limited*
SemiBold 600	**Fullcare Surgical Company Limited**
SemiBold 600 Italic	***Fullcare Surgical Company Limited***
Bold 700	**Fullcare Surgical Company Limited**
Bold 700 Italic	***Fullcare Surgical Company Limited***
Bold 700	**Fullcare Surgical Company Limited**
Bold 700 Italic	***Fullcare Surgical Company Limited***
Bold 700	**Fullcare Surgical Company Limited**
Bold 700 Italic	***Fullcare Surgical Company Limited***

The font can be downloaded from Fullcare Website:
https://fullcaresurgicalltd.com/downloads

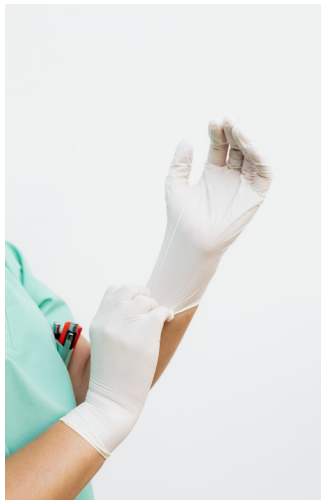
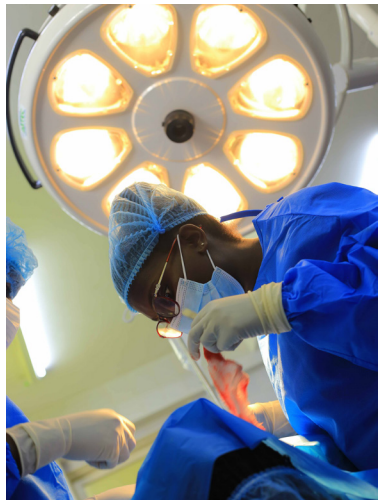
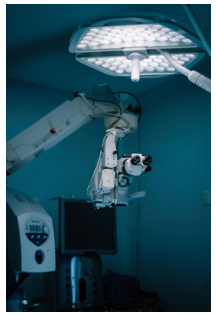
Photography

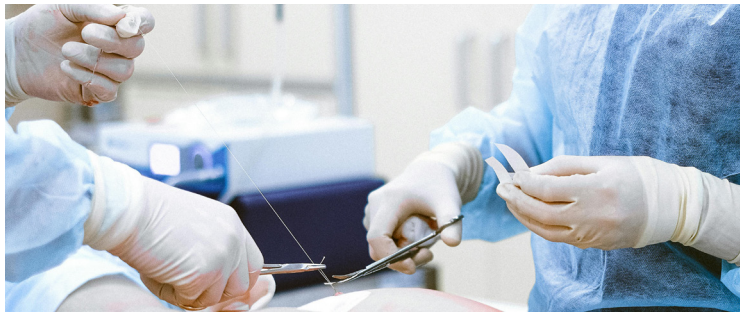
05

Photos

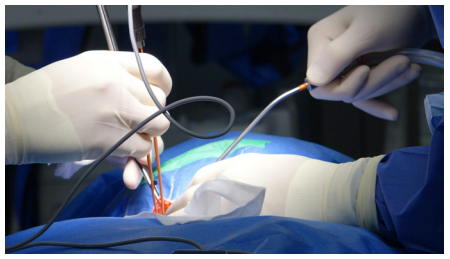
Our photography centers on reflecting surgical excellence, clinical precision, and trust. It should show surgical teams, clinicians, and medical professionals actively engaging with our surgical solutions and equipment in realistic healthcare environments.

1. Sourcing: Prefer original Fullcare photography. Stock must be authentic, candid, and clinically accurate.
2. Diversity: Portray diverse medical staff and patients across all cultures, genders, and ethnicities.
3. Copyright: No web-scraped images. Third-party visuals require commercial licensing or written permission.
4. Privacy: Identifiable faces in any shot require signed model releases or explicit written consent.







Samples design

SUPRA
SDRM® CW

Novel synthetic guided wound closure matrix for wound healing and complex soft tissue defect reconstruction.



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Thank you

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