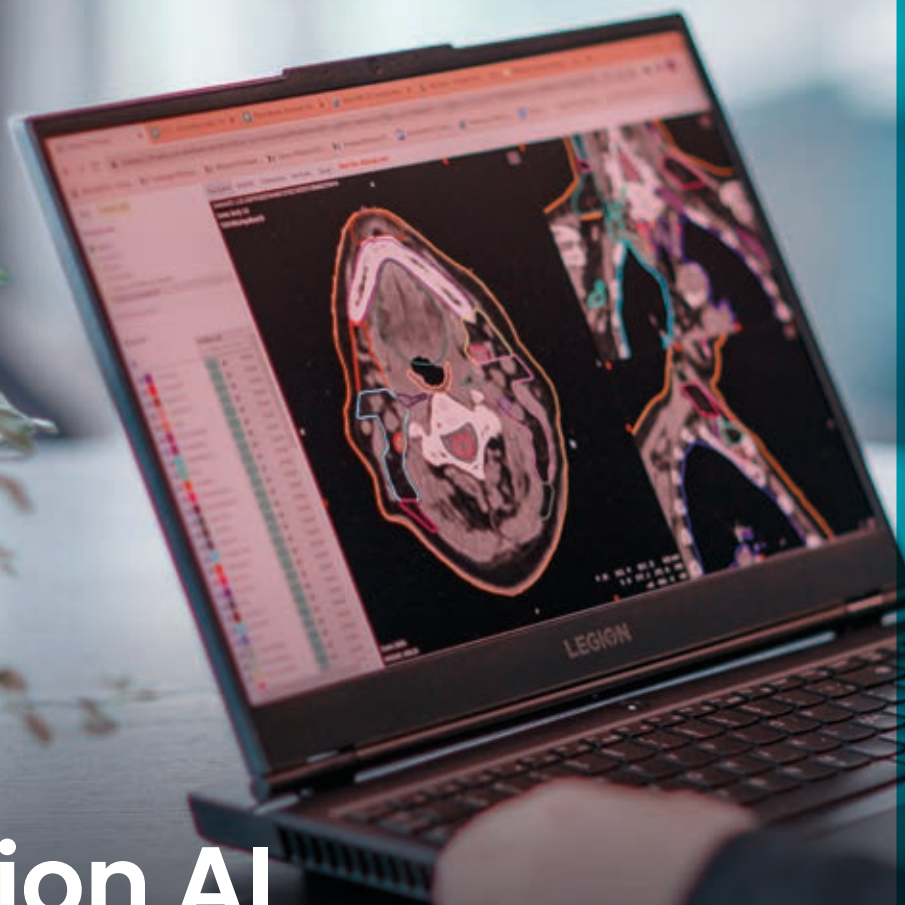


MVISION



MVision AI Visual Guideline

Version 2024

Logo

The logo features the word "MVISION" in a bold, sans-serif font. The letter "M" is black, while the letter "V" is a teal color. The remaining letters "ISION" are black.

- AI for Precision Radiotherapy -

Logo

Slogan

MVision AI logo is clear and simple. It can be used with our without the slogan. When logo is used with MVisions material it is recommended to use logo without the slogan.

Safety area



Safety area

The logo to stand out well, empty space should be left around it. It is recommended not to place other visual elements or logos inside this safety area. Safety area can be easily counted with the letter "I", using its height around the logo.

Logo versions

MVISION

MVISION

MVISION

- AI for Precision Radiotherapy -

MVISION

- AI for Precision Radiotherapy -



The logo should be used with its original colours on a light or dark background. In photographs it should be located in less noisy spot. It is important to make sure that logo stands out well. In colourful backgrounds full white version should be used.

Forbidden use



Make sure that the contrast between the logo and the background is high. **Never use drop shadow behind the logo** or same background colour than in logo elements. Logo should not be used on the top of bright images.

Minimal size

The logo consists of the word "MVISION" in a bold, sans-serif font. The letter "M" is stylized with a teal-colored diagonal bar on its left side. The remaining letters "VISION" are in black.

Minimal size 25mm

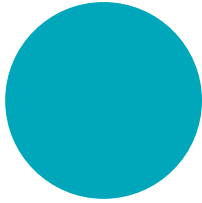
The logo is identical to the one above, but includes the slogan "- AI for Precision Radiotherapy -" centered below the word "MVISION".

- AI for Precision Radiotherapy -

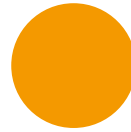
Minimal size 25mm

The logo to stay recognizable, it should not be used smaller than 50mm with the slogan and smaller than 25mm without slogan.

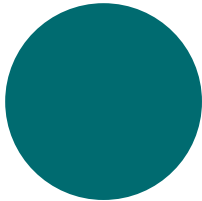
Colours



CMYK: 89/0/29/0
RGB: 0/177/191
#00b1c0



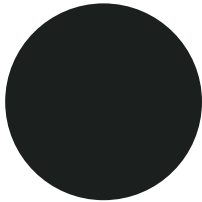
CMYK: 0/47/100/0
RGB: 251/154/1
#fb9a01



CMYK: 100/29/50/23
RGB: 0/111/131
#006f85



CMYK: 88/71/57/67
RGB: 12/33/44
#0c212c



CMYK: 78/65/61/80
RGB: 33/35/35
#212323

CMYK colours for print work

RGB colours for digital material

Typography

Poppins Thin

Poppins Light

Poppins ExtraLight

Poppins Regular

Poppins Medium

Poppins SemiBold

Poppins Bold

Poppins ExtraBold

Poppins Black

The selected typography for MVision AI is Poppins. Poppins can be downloaded for free: fonts.google.com/specimen/Poppins


Social media

MVISION UPCOMING EVENT

WEBINAR

Clinical User Experience with MVision AI

August 7, 2023

 **Ryan Schurr**
Medical Physicist

AGRO Annual Meeting 2024

13 - 16 March, 2024 | Booth xx | Orlando, Florida

 **Meet Brian Hulse**
Senior Account Manager

MVISION

AGRO 2024 Annual Meeting

13 - 16 March, 2024
Orlando, Florida


March 13-16, 2024 | Hilton Orlando Lake Buena Vista

MVISION

Visual appearance in social media should be simple and clear. Logo should be included in all posts.



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