



**Allm Inc.
VISUAL IDENTITY SYSTEM
GUIDELINES**

Allm Material Usage Guidelines

Ver 3.0

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VI SYSTEM GUIDELINES

Allm Material Usage Guidelines

1:1 Usage Instructions For Clients And Subcontractors

1:2 Pamphlet / Leaflet Related

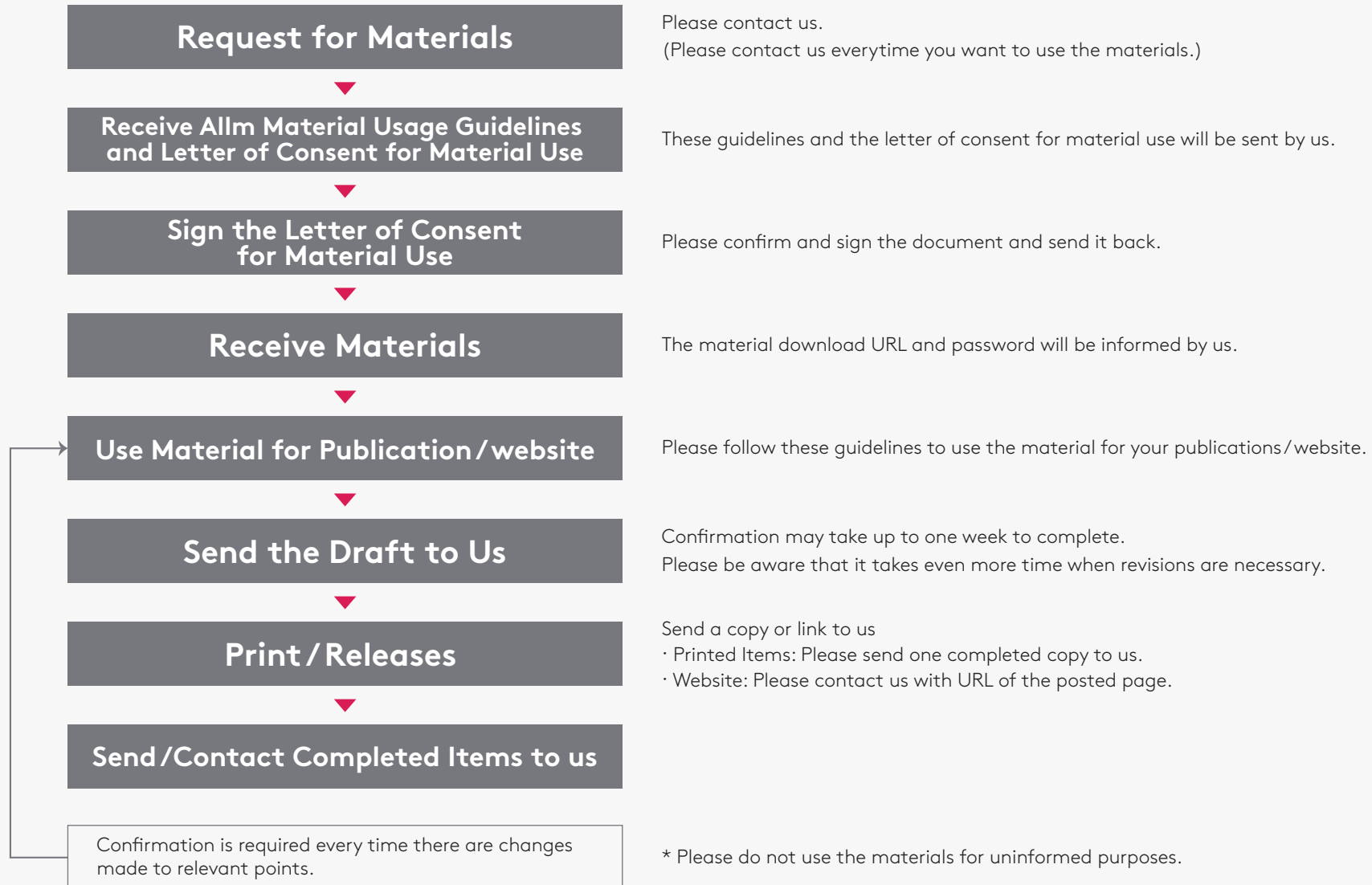
1:3 Website Postings

1:4 Advertisements / Sales Promotions

1

1:1 Usage Instructions For Clients And Subcontractors

Allm Material Usage Flow



1:2 Pamphlet / Leaflet Related

Trademark annotation

When the service name is stated on printed items, please clearly include a trademark annotation.

** is trademark or registered trademark of Allm Inc.

Example)

Team, Kaigo, Kango, Join, and MySOS are trademarks or registered trademarks of Allm Inc.

Please contact us about the trademark list.

MySOS A4 3-Fold Leaflet

The leaflet is divided into three vertical panels. The left panel, titled 'MySOS とは?', lists various services like '119番通報' (average 8 minutes), '救急手当て' (first aid), and '健康診断結果' (health check results). The middle panel features a QR code and the text '無料でご利用いただけます。' (Free to use). The right panel, titled '救命・救急補助スマートフォンアプリ', prominently displays the 'MySOS' logo and asks '救急車の到着までに何が出来ますか?' (What can be done before the ambulance arrives?). At the bottom, there is a search bar for 'MySOS' and contact information for Allm Inc. (info@allm.jp).

Trademark annotation/Publication Date

Publication Date

Please add publication dates on printed items.

Example) If published in February, 2019.

[2019.02]

Team A4 Leaflet

The leaflet has a green background with a network pattern. It features the 'Team' logo in large white letters. Text includes '24時間365日の地域医療・介護連携を支えるクラウドシステム' (Cloud system supporting regional medical and nursing cooperation 24/7) and '現場における業務効率化×多職種連携' (Business efficiency × multi-professional cooperation in the field). It lists benefits such as '業務共有支援' (Business sharing support), '連携による業務効率化・最適化' (Business efficiency and optimization through cooperation), and '万全のセキュリティ対応' (Comprehensive security response). At the bottom, it lists '連携による業務共有支援' (Business sharing support through cooperation), '連携による業務効率化・最適化' (Business efficiency and optimization through cooperation), 'モチベーションアップ・サービス品質の向上' (Motivation up and service quality improvement), and '万全のセキュリティ対応' (Comprehensive security response). The footer includes the Allm logo and contact information for Allm Inc. (info@allm.jp).

Trademark annotation

Publication Date

1:3 Website Postings

Trademark annotation

When the service name is stated on a posted website, please clearly include a trademark annotation.

** is trademark or registered trademark of Allm Inc.

Example)

Team, Kaigo, Kango, Join, and MySOS are trademarks or registered trademarks of Allm Inc.

Please contact us about the trademark list.

Published Images

The screenshot shows the Allm SHAPING HEALTHCARE website. The top navigation bar includes links for Join, JoinTriage, Team, Kaigo, Kango, MySOS, AcaMed, About us, Contact, and Language. The main content area features a large red banner for the 'Join' app, which is described as a communication app for medical professionals. Below the banner, there is a list of features and download instructions for the App Store and Google Play. A section titled 'Medical device registrations' provides details about the app's certification in Japan and the FDA. A 'Trademark annotation' box at the bottom right states that 'Join' is a trademark or registered trademark of Allm Inc. The footer contains links for Terms of Use, Privacy Policy, Quality Policy, and Security Policy, along with the copyright notice for Allm Inc.

Allm SHAPING HEALTHCARE Join JoinTriage Team Kaigo Kango MySOS AcaMed About us Contact Language

Join

A communication app for medical professionals

- Medical device registrations
- What is Join?
- Activate Communication
- Cooperation with Inner-hospital Systems
- Streaming Live Feed Video
- Time Tracker
- Wide Range of Use from in a Hospital to Inter-hospital Collaboration
- High Level Security

Download on the App Store ANDROID APP ON Google play

Medical device registrations

In July of 2015, Join received third-party certification as a class II medical device in Japan. The device is listed as a system for providing general image diagnostics workstations. The registered product name is "A program for a general image diagnosis Join." Certification number: 227ACBZX00007000 Classification category: Designated controlled medical device

Join was also listed as a class I medical device by the FDA in July of 2015.

Join has also received a class I medical device's PFD (Pre-device safety) certification.

- Encryption of workstations for medical diagnosis and communication gateway server
- Encrypting chat data which was saved on device
- Encrypting by using VPN connection between Inner-hospital system and Cloud
- SSL encryption between devices and Cloud
- Preventing unauthorized access by requiring passcode at application startup
- Non-downloadable medical images (clearing cache each time)
- ISMS (ISO27001) certified

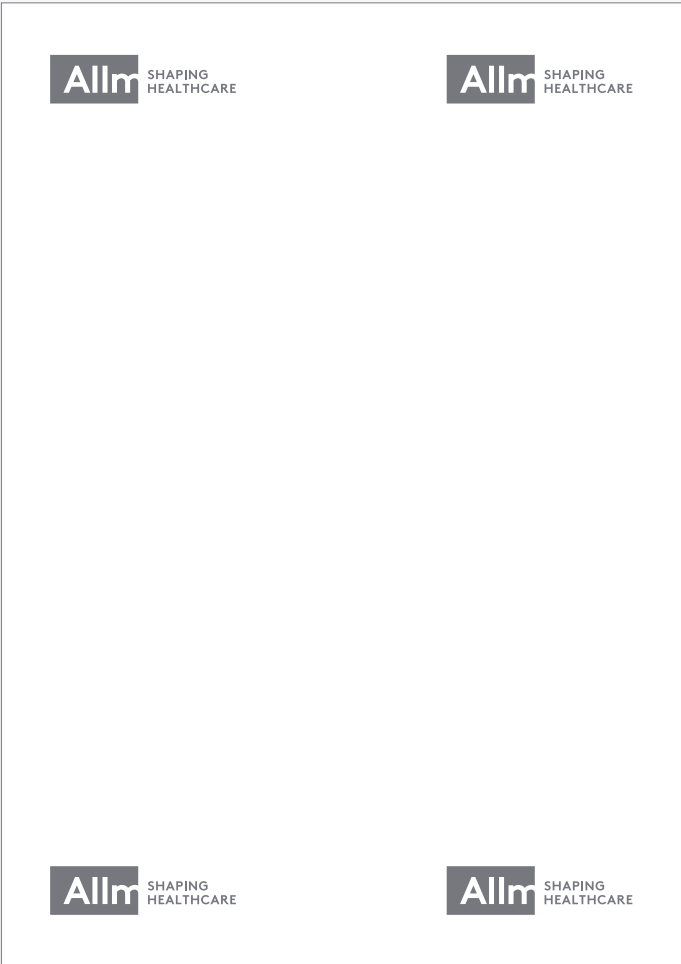
Trademark annotation
Join is trademark or registered trademark of Allm Inc.

Terms of Use Privacy Policy Quality Policy Security Policy Copyright Allm Inc. All Rights Reserved.

1:4 Advertisements / Sales Promotions

· Newspapers / Magazine Advertisements

Please include the logo in one of the four corners.



· Sales Promotions

Please include the logo in one of the four corners.



BASIC DESIGN SYSTEM

- 2:1 Basic Design System Outline
- 2:2 Corporate Logo
- 2:3 Color Palette
- 2:4 Official Name Logo Type
- 2:5 Recommended Type Fonts
- 2:6 Service Logo / Service Icon
- 2:7 Image Graphic "Allm Net"

2:1 Basic Design System Outline

· Corporate Logo



· Color Palette



· Official Name Logo Type

株式会社アルム Allm Inc.
株式会社アルム **Allm Inc.**

· Recommended Type Fonts

Type Fonts : MB101

日本語書体
あいうえお
カキクケコ

Type Fonts : MB101 B

日本語書体
あいうえお
カキクケコ

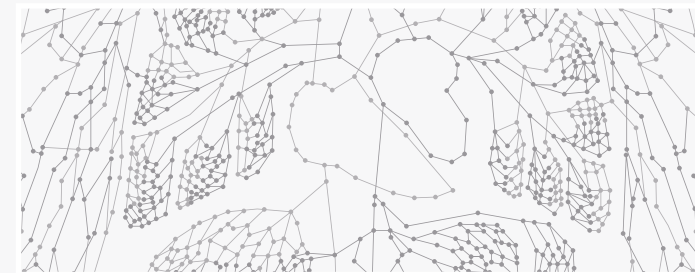
Type Fonts : BrownStd Light

English text
ABCDEFghijk
12345678910

Type Fonts : BrownStd Bold

English text
ABCDEFghijk
12345678910

· Image Graphic「Allm Net」



· Service Names

Join **Kaigo** **AcaMed**
JoinTriage **Kango** **Enroll**
Team **MySOS**

2:2 Corporate Logo

The corporate logo mark, which consists of the Allm logo and the corporate message, "Shaping Healthcare", Allm Inc., and our services. The Allm logo and corporate message logo are always used in combination with each other. As a general rule, individual use is not allowed.

Corporate Logo

· Basic Pattern



2:2 Corporate Logo

Display Colors

Allm Gray is used as a basis, with white and/or light colors used for the background.

- Base Display Color : Allm Gray
- Reverse Display Color : White



Pantone Cool Gray 9C
 C=61.29% M=52.6% Y=47.69% K=0.16%
 R=119 G=119 B=122
 #77777A
 Grayscale: K=65%

Smallest Usable Size

- Paper Medium
- Digital Content Use



Minimum White Space Rule

The minimum white space rule is to ensure the symbolism of the corporate logo display. If letters and/or shapes are arranged around this area, please prepare a white space that is larger than the area displayed here. This minimum required size of this rule is a must. If more space can be secured, please make sure to use more white space.



Background Color Chart

If the corporate logo is not clearly distinguishable from the background color, it cannot be displayed. The relationship between the corporate logo display color selection and the background color consistency is represented through gray scale. Even when the background color is a chromatic color, please reference the background color chart to determine whether or not the corporate logo is distinguishable.



2:3 Color Palette

Color Palette

Apart from "Allm Gray" Which is the base display color for the corporate logo, other sub-colors are also set.

Sub-colors can also be used as separate colors for our services.

- Allm Gray

Pantone Cool Gray 9C
C=61.29% M=52.6% Y=47.69% K=0.16%
R=119 G=119 B=122
#77777A
Grayscale: K=65%

- Sub-Colors

Multiple color consistencies of the sub-colors can be used.

Pantone 711C C=22.22% M=94.64% Y=85.04% K=0% R=209 G=42 B=47 #D12A2F	Pantone Warm Red C C=0% M=84.99% Y=72.09% K=0% R=233 G=71 B=60 #E9473C	Pantone 2251C C=82.83% M=6.31% Y=72.22% K=0% R=0 G=171 B=112 #00AB70	Pantone 7549C C=0.2% M=36.93% Y=100% K=0% R=255 G=183 B=0 #FFB700	Pantone 1505C C=0% M=71.38% Y=100% K=0% R=225 G=107 B=0 #FF6B00	Pantone 1925C C=8.85% M=99.93% Y=56.59% K=0% R=233 G=0 B=76 #E9004C	Pantone 2199C C=77.41% M=4.23% Y=17.91% K=0% R=0 G=185 B=221 #00B9DD
75%						
50%						
25%						

Pantone Blue 072 C
C=100% M=95.77%
Y=17.57% K=0%
R=0 G=15 B=159
#000f9f

75%

50%

25%

2:4 Official Name Logo Type

Official Name Logo Type

They can be used when displaying the official company name. Logo type data is prepared, however display in the following font is possible.

· Company Name In Japanese Text

Type Fonts : MB101

株式会社アルム

Type Fonts : MB101 B

株式会社アルム

· Company Name In English Text

Type Fonts : BrownStd Light

Allm Inc.

Type Fonts : BrownStd Bold

Allm Inc.

2:5 Recommended Type Fonts

Recommended Type Fonts

Recommended type fonts for a standardized sense of unity in character data images that are in the communication tools.

For example, they can be used in address displays for business cards, envelopes, etc.. Use of them is not obligatory for normal business documents.

· Japanese Text

Type Fonts : MB101

メデイカル
と技術で

あいうえおかきくけこ東京都渋谷

Type Fonts : MB101 B

未来を
かえる

· English Text

Type Fonts : BrownStd Light

Medical
119

ABCDEFGHIJKLMnopqrstuvwxyz12345678910

Type Fonts : BrownStd Bold

SHAPE
FUTURE
24/7

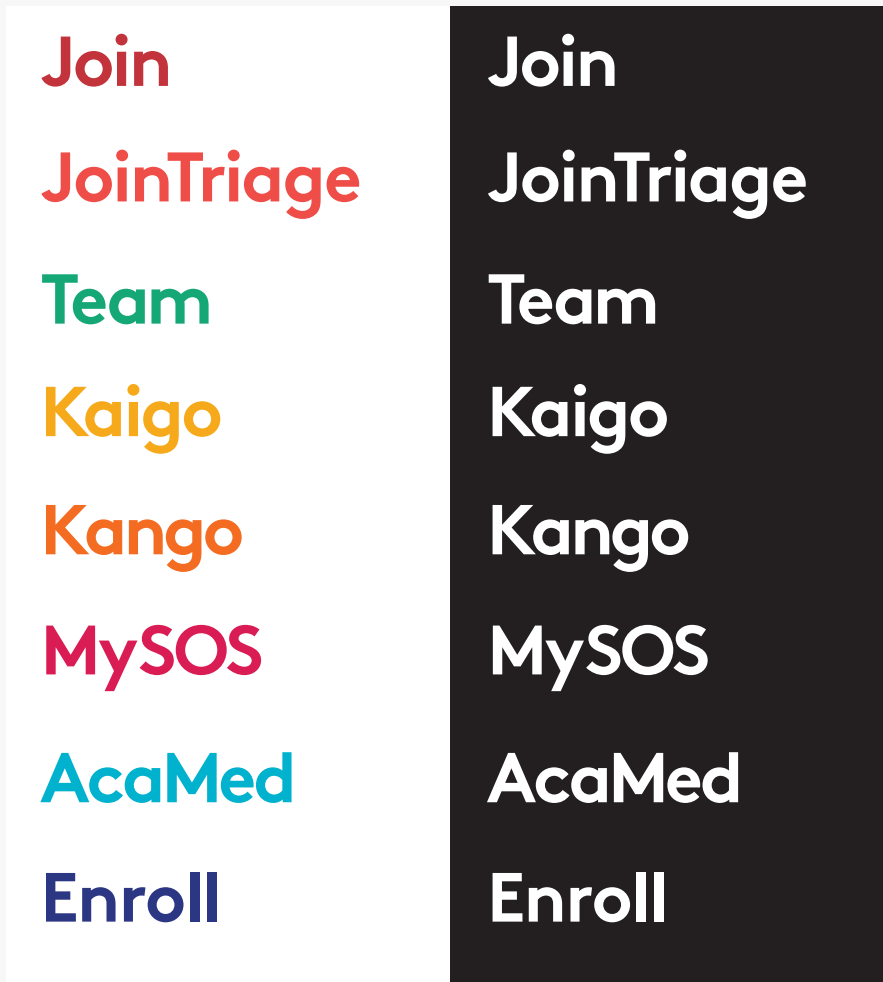
ABCDEFGHIJKLMnopqrstuvwxyz12345678910

2:6 Service Logo/Service Icon

Service Logo

Display service logos in the recommended type font "BrownStd Bold."
As with the corporate logo, the service logos are displayed in the base display color, and also reverse display.

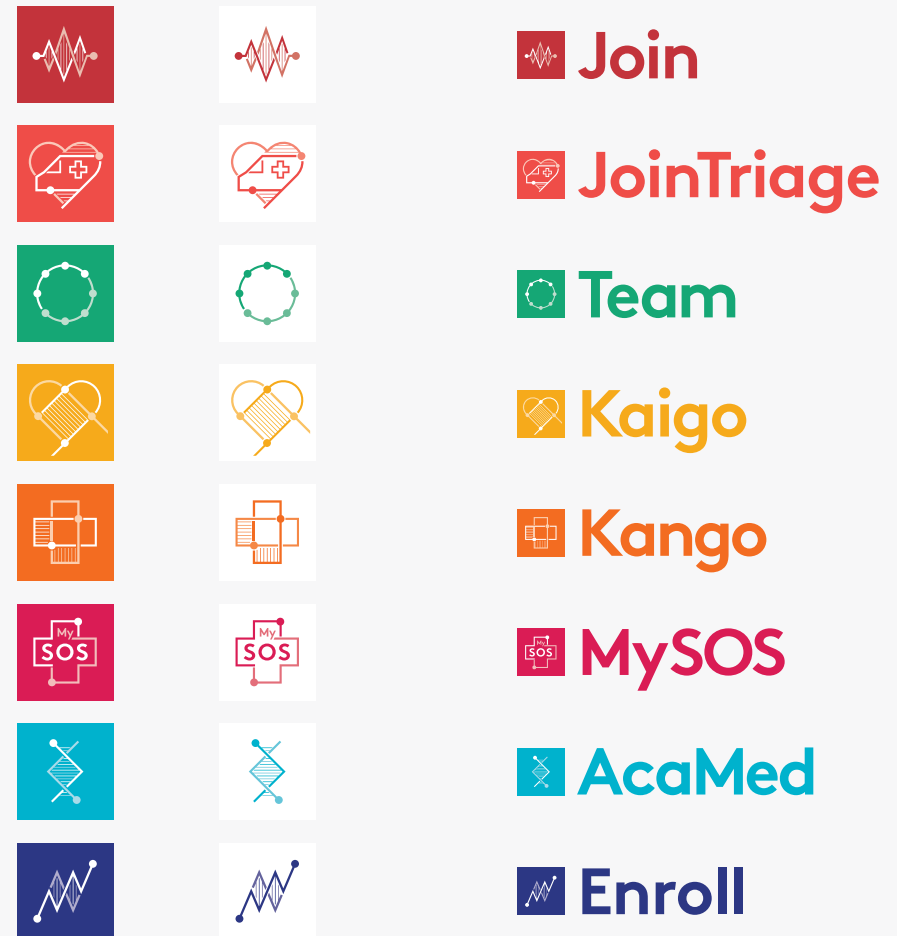
- Base Display Color
- Reverse Display Color : White



Service Icon

All service icons are set. The service icons can be displayed with a white background as well as a basic display with the service color as the background.

- Base Display
- White Background Display
- Usage Examples For Logo Arrangements



2:6 Service Logo/Service Icon

Display Colors

Service Color is used as a basis, with white and/or light colors used for the background.

- Base Display Color : Service Color
- Reverse Display Color : White



The Smallest Usable Size

- Paper Media
- Digital Content Use

3 mm  Join

20 px 

7 mm 

20 px 

Minimum Margin Requirements

Minimum margins are to ensure the symbolism of the service logo display. If letters and/or shapes are arranged around this area, please prepare a margin space that is larger than the area displayed here. This rule is just the minimum size required. If there is more room, please make sure to take more margins.



Prohibited Use of the Logo

Never alter or process the shape, as this will damage the impression of the logo. Use of the logo in the following ways is prohibited. The figure below shows the Join logo, but these prohibitions are common to all logos provided by Allm Inc.

- Transformation (long, flat, italic, rotation)



- Change in font size and spacing



- Visual effects such as shadows, borders, and 3D



- Changing the typeface



- Color changes



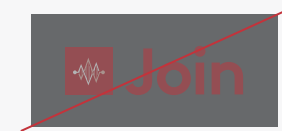
- Gradation in the logo



- Missing part of an element



- Indications that impair identification



- Use of backgrounds that reduce visibility



- Use in a phrase or sentence



2:7 Image Graphic "Allm Net"

The image graphic "Allm Net" is an illustration that is used to emphasize Allm's unique image in every kind of communication tool.

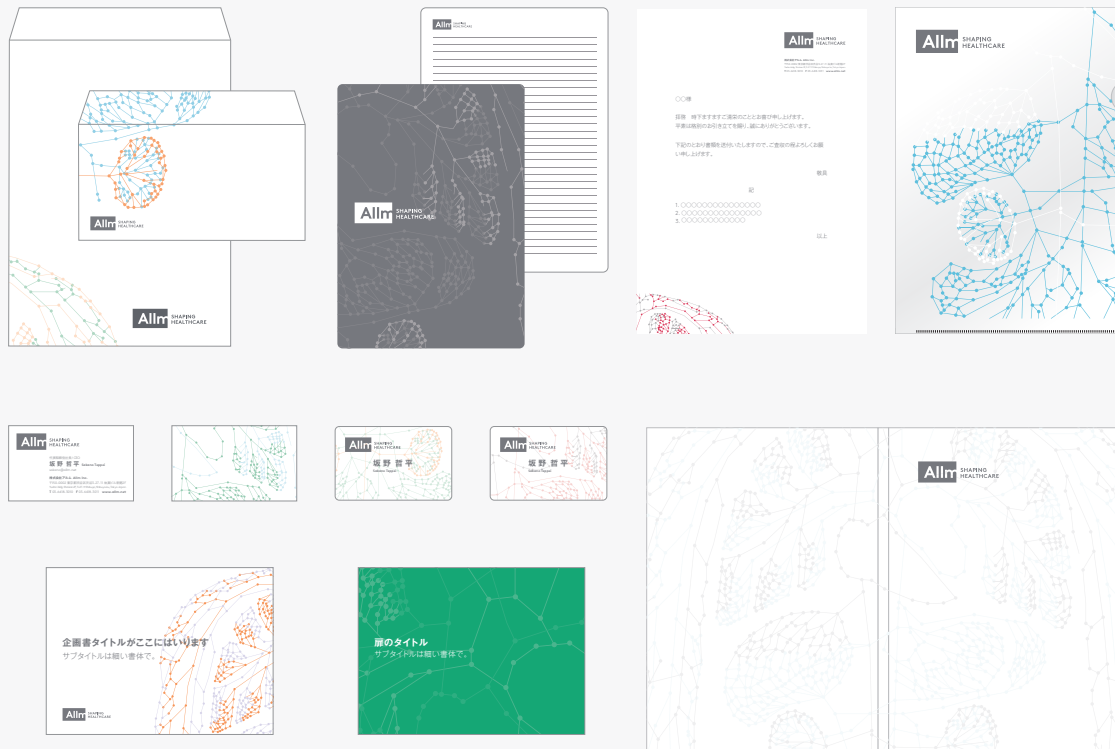
It can be used as the background graphic for the corporate logo display surface. It can also be used independently.

The image graphic was designed based on the motif of a vascular network and a biological neural network. It not only evokes an image of an organic network, but also evokes an image of the diversity, development, and evolution of Allm.

When using the image graphic, you can select an area to use from the entire image, and specify a display color from the color palette.

"Allm Net" Templates

This is a usage example of the image graphic "Allm Net"



"Allm Net" Entire Image

