

**GHOST@MEDICAL**  
MARKETING & TRAINING SOLUTIONS  
**2025 BRAND GUIDELINES**



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# BRIEF HISTORY

02

## Our Beginning

Ghost Medical, a Subsidiary of Ghost Productions Inc. has a rich history rooted in improving healthcare through simulation-based training and medical visualization. It all began in 1994 with a focus on medical graphics and illustration. Their first animation showcased a spinal implantation surgery at the North American Spine Society.

Today Ghost Medical continues to innovate in medical marketing, surgical training, patient education, pharmacology animations, VR surgery, web services and AI-generated medical illustrations, all in the pursuit of reducing human suffering and improving patients' lives through Medical Visualization.



# OUR TENETS

## Excellence

We believe in delivering the highest quality of work possible in every aspect of our projects, because in the medical industry, our clients' success depends on it. We take pride in delivering flawless products that exceed our clients' expectations.

## Efficiency

We believe in working efficiently and effectively to deliver projects on time and within budget. We understand the importance of cost-effectiveness in the medical industry, and we commit ourselves to solving problems and achieving our clients' goals with the utmost efficiency.

## Integrity

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We believe in maintaining the highest ethical standards in everything we do, from our business practices to our client interactions. We value honesty and transparency, and we always act with integrity in our relationships with clients, partners, and colleagues.

## Teamwork

We understand that our clients' success is our success, and we work closely with them to become a trusted and competent extension of their team. We value open communication, mutual respect, and a shared commitment to achieving our clients' goals.

## Tenacity

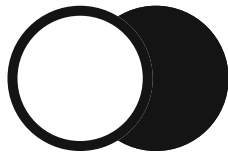
We embrace challenges and thrive in complex and demanding environments. We are dedicated to becoming experts in our clients' products and goals, and we commit ourselves to finding innovative and creative solutions to achieve their objectives.

# TYPOGRAPHY

## TITLE/H1 FONT

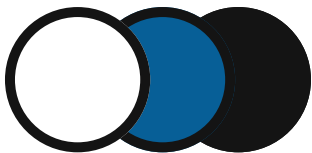
Print/Doc:28 px  
Web:36 px

Letter Spacing: 0  
Line Spacing: 1.25

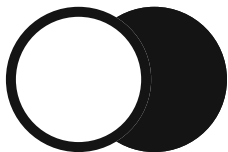


**H2 H3 H4 H5 H6**

Print: 16px, 14px, 12px, 12px, 12px  
Web: 28px, 26px, 24px, 22px, 20px



Body Copy  
Print/Doc:12 px  
Web:18 px



## FUTURA BOLD (All caps)

**AA BB CC DD EE FF GG HH II JJ KK LL MM NN  
OO PP QQ RR SS TT UU VV WW XX YY ZZ  
1 2 3 4 5 6 7 8 9 0**

## Futura Bold (Normal Capitalization)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**

## Futura Medium (Normal Capitalization)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

**Alternatives:** Arial, Avenir Medium

# TYPOGRAPHY EXAMPLE

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## HEADING ONE

Medical animation is a captivating field that combines the realms of art and science, allowing professionals to create visually stunning and educational content for various purposes.

### Heading Two *(blue optional for Headings 2-6)*

Whether it's explaining complex medical procedures, showcasing the intricacies of the human body, or enhancing medical training, medical animators play a crucial role in delivering information in a visually engaging and accessible manner.

### Heading Three

If you're passionate about both medicine and animation, we will guide you on how to become a skilled medical animator.

### Heading Four

As a leading medical animation studio in the market, Ghost Medical Animation + VR Surgery will give you all the tips and tricks you need to know to be successful in this field.

### Heading Five

To excel in any field, it's essential to have a clear understanding of the role you aspire to pursue and realistically you can't become a Medical Animator overnight.

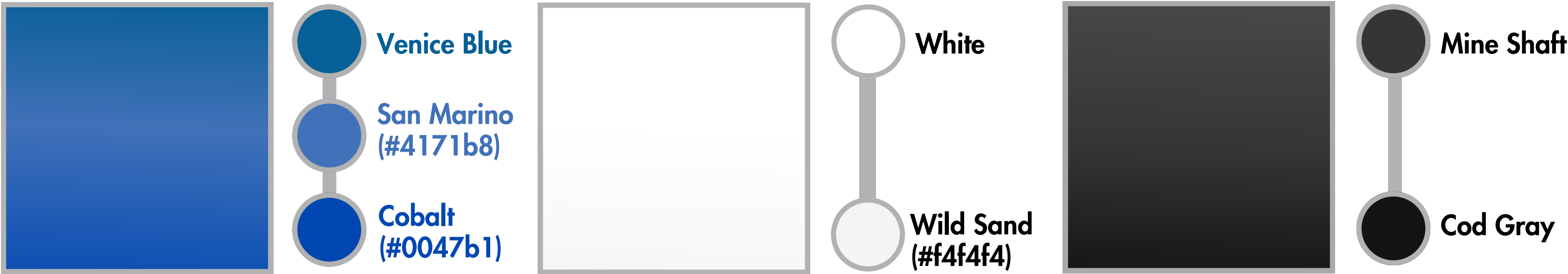
### Heading Six

A medical animator utilizes animation techniques, 3D modeling, and visualization tools to create accurate and visually appealing medical content. They collaborate with medical professionals, scientists, and educators to develop animations that effectively communicate complex medical concepts to a wide range of audiences.

# COLORS

|             | Clementine                                                                                     | Venice Blue                                                                                    | Mine Shaft                                                                                      | Cod Gray                                                                                        | White                                                                                          |
|-------------|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
|             | <div>Hex Code<br/>#E66300</div> <div>CMYK<br/>5% 75% 100% 1%</div> <div>RGB<br/>230-99-0</div> | <div>Hex Code<br/>#075F97</div> <div>CMYK<br/>95% 64% 16% 2%</div> <div>RGB<br/>7-95-151</div> | <div>Hex Code<br/>#353535</div> <div>CMYK<br/>69% 63% 62% 57%</div> <div>RGB<br/>53-53-53</div> | <div>Hex Code<br/>#141414</div> <div>CMYK<br/>73% 67% 66% 81%</div> <div>RGB<br/>20-20-20</div> | <div>Hex Code<br/>#FFFFFF</div> <div>CMYK<br/>0% 0% 0% 0%</div> <div>RGB<br/>255-255-255</div> |
| Color Type  | Accent                                                                                         | Primary                                                                                        | Secondary                                                                                       | Neutral                                                                                         | Neutral                                                                                        |
| Text        | Only Links/CTAs                                                                                | No                                                                                             | Yes                                                                                             | Yes                                                                                             | Yes                                                                                            |
| Links       | Yes, after hover                                                                               | No                                                                                             | No                                                                                              | No                                                                                              | No                                                                                             |
| Backgrounds | No                                                                                             | Yes                                                                                            | Yes                                                                                             | Yes                                                                                             | Yes                                                                                            |
| Logos       | No                                                                                             | Yes                                                                                            | No                                                                                              | Yes                                                                                             | Yes                                                                                            |
| Elements    | buttons (after hover)                                                                          | Yes                                                                                            | Yes                                                                                             | Yes                                                                                             | Yes                                                                                            |
| Headings    | No                                                                                             | H2-H6 (optional)                                                                               | No                                                                                              | H1-H6                                                                                           | H1-H6                                                                                          |

# GRADIENTS (Acceptable Use)



| Color Type  | Logo & Decorative | Background & Neutral          |                                |
|-------------|-------------------|-------------------------------|--------------------------------|
| Headings    | H2-H6 (Optional)  | H1-H6 (With dark backgrounds) | H1-H6 (With light backgrounds) |
| Body Copy   | No                | With dark backgrounds         | With light backgrounds         |
| Links/CTAs  | Before hover      | No                            | No                             |
| Backgrounds | Yes               | Yes                           | Yes                            |
| Elements    | Yes               | Yes                           | Yes                            |

# LOGO VARIATIONS

08



## Solid Black

Best use for Budget Print materials, official documents, Fax or photocopies. It can also be used as a silhouetted background design for web or presentations.



## Colored Gradient

Ideal for digital media applications like website graphics, social media app icons, and digital presentations.



## Solid White

The Solid White Logo should be used exclusively on dark backgrounds. Perfect for enhancing video content, including intros and outros.

# LOGO VARIATIONS

09

**GHOST@MEDICAL**  
MARKETING & TRAINING SOLUTIONS

**GHOST@MEDICAL**

## Horizontal Logos

The horizontal logos includes the full name of Ghost Medical in a horizontal format. This logo is best for when there aren't space compact requirements.



## Square Logo

The square logo is crafted specifically for when the logo needs to fit within a square space format. This logo is best used for social media profiles or award submissions.



## Universal Ghost Productions Inc. Logo

Can be used when referring to Ghost Production as the parent company, but can be universal to most Subsidiaries such as Ghost Medical.

# LOGO USAGE

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## ✓ Accepted Compositions:

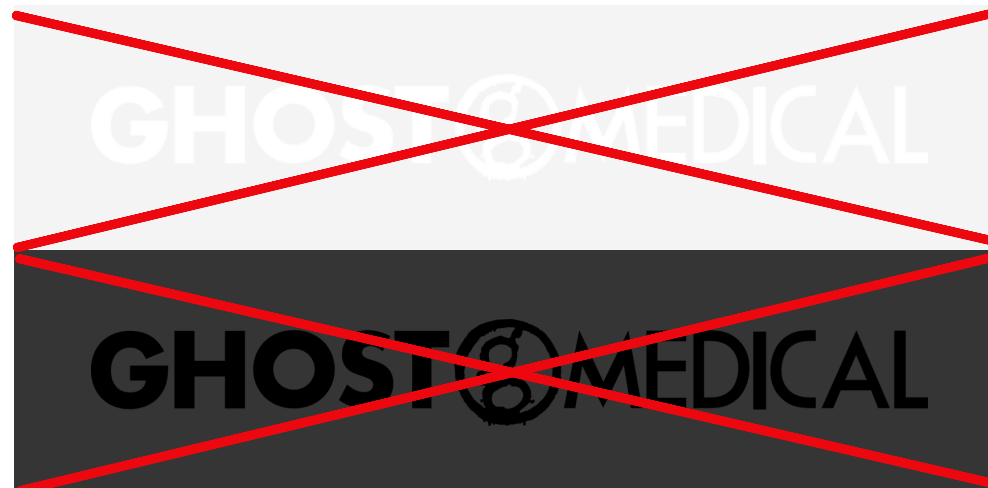


**GHOST@MEDICAL**



## ⊘ Do Not:

Place the logos on a background with low readability.



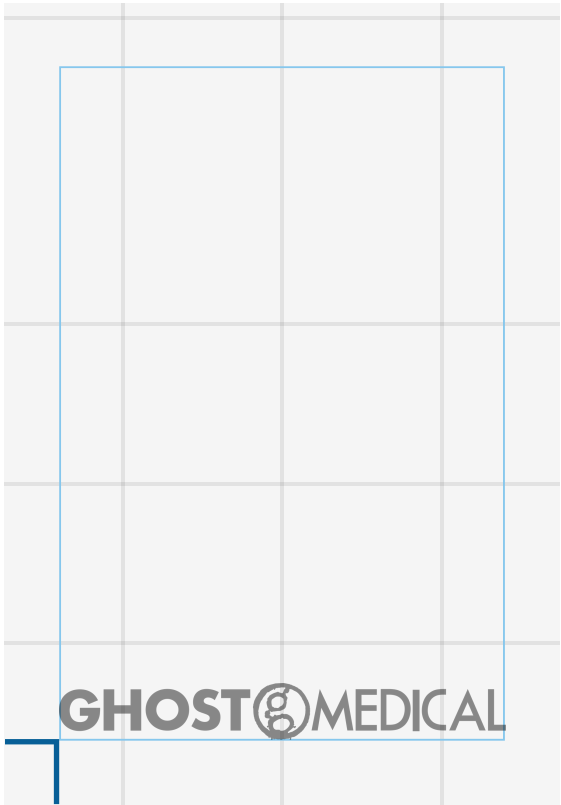
## ✓ Accepted Conditions:

Image or video backgrounds can be used with rim shaded logos.



# LOGOS IN MEDIA

9:16 and other vertical mobile devices

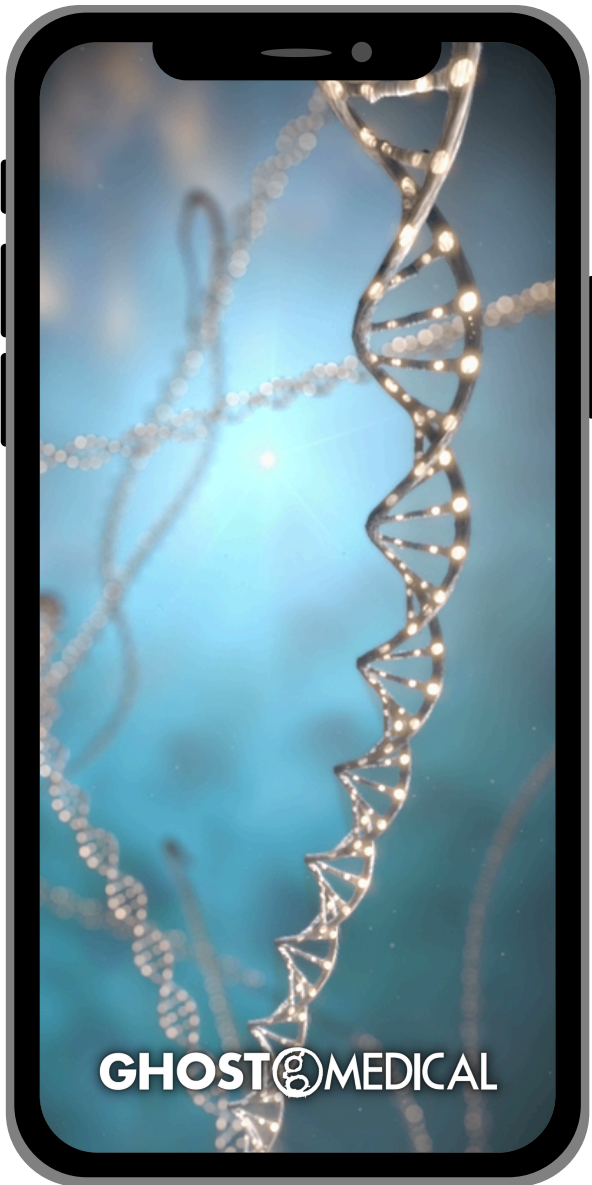


**Margins**

At least 10%  
screen width

**Vertical Social Media**

Horizontal Logo, 45% Opacity  
with difference blending style,  
Bottom Centered of Phone Screen



# LOGOS IN MEDIA

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16:9 and other horizontal devices

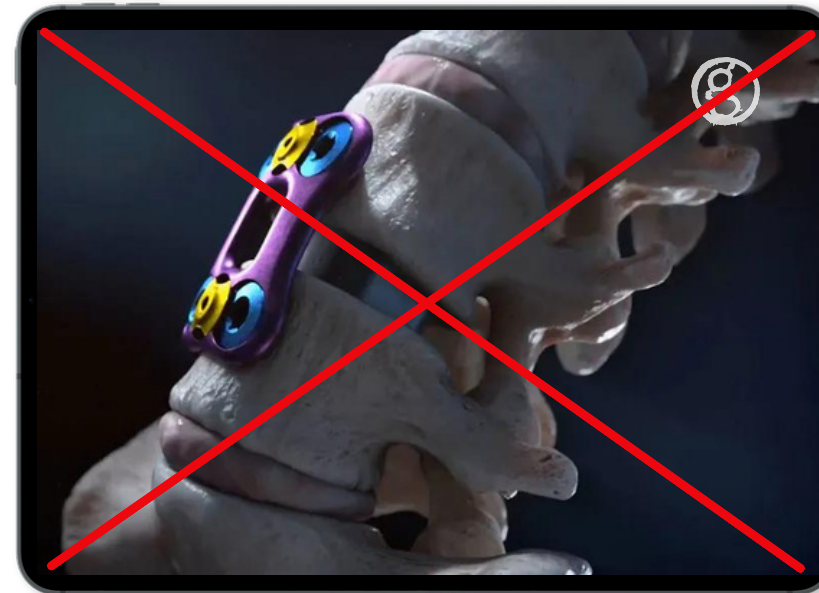
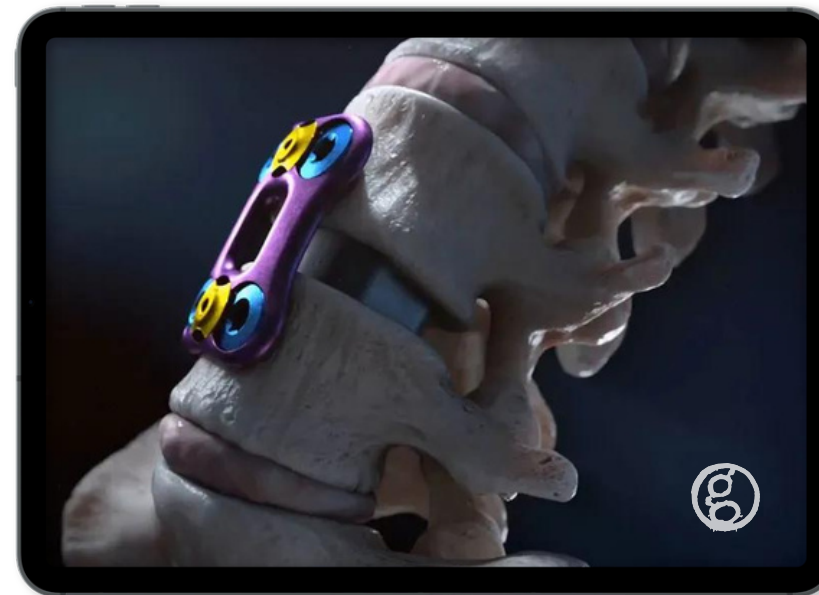


**Margins**

At least 10% screen width

## Digital Assets

Universal Logo, 45% Opacity with difference blending style, Bottom left or right of the screen.

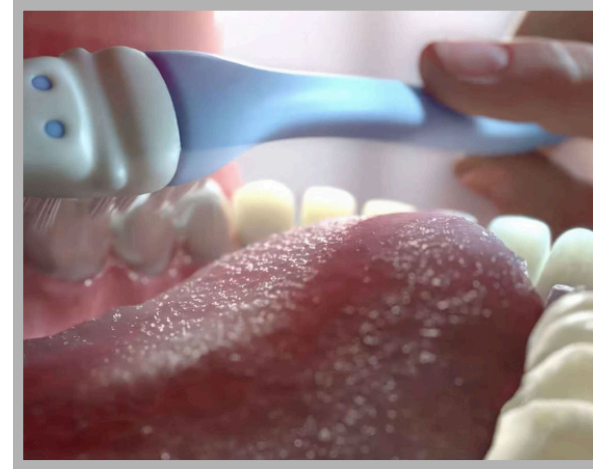


# IMAGERY

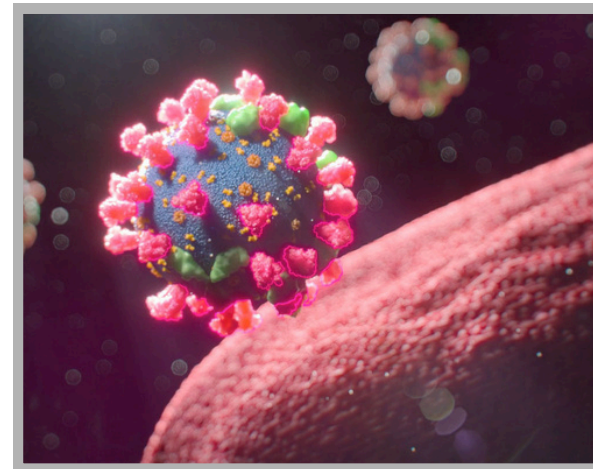
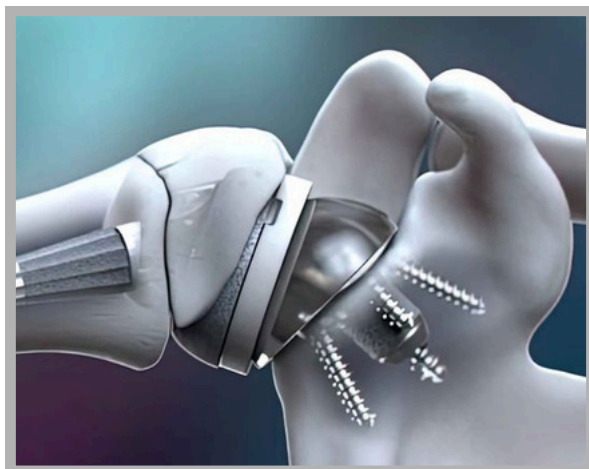
13



**Semi-realistic 3D Renderings**



**Heavily Stylized 3D Renderings**



**Stock Images**



**Cartoons & Illustration**

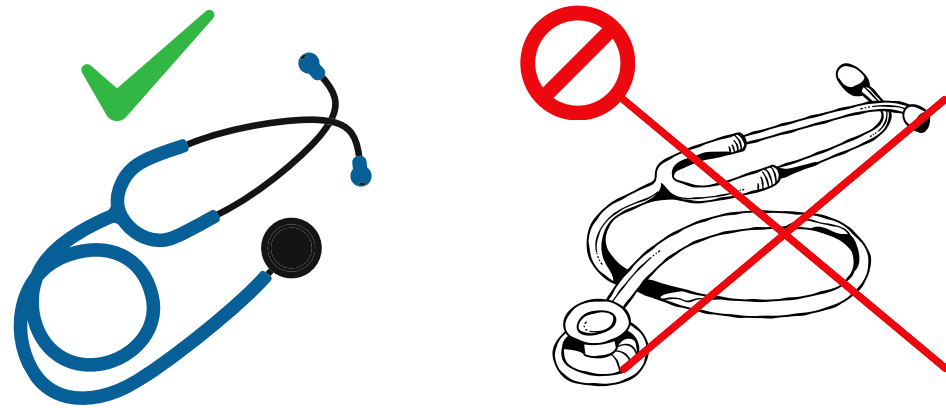


# ICONOGRAPHY

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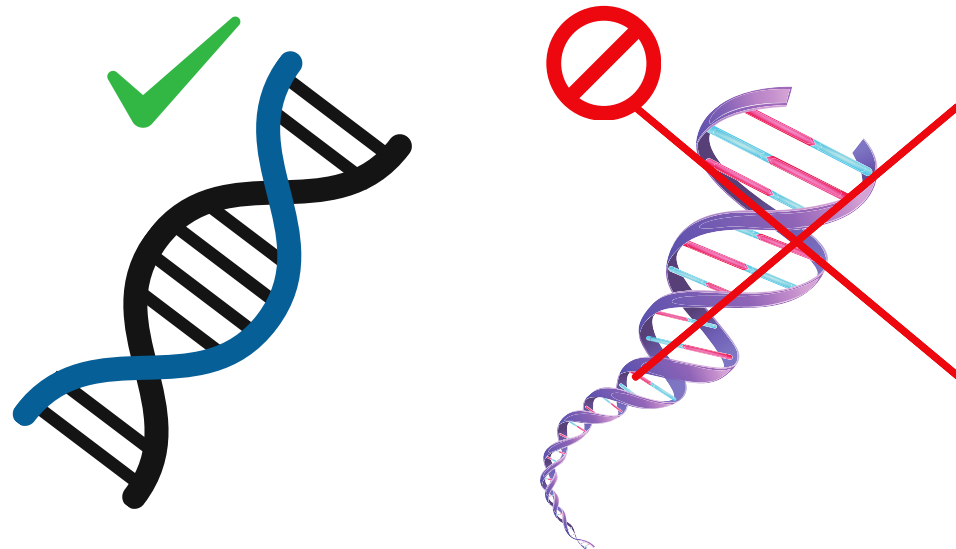
## Solids

Avoid outlined focused iconography.



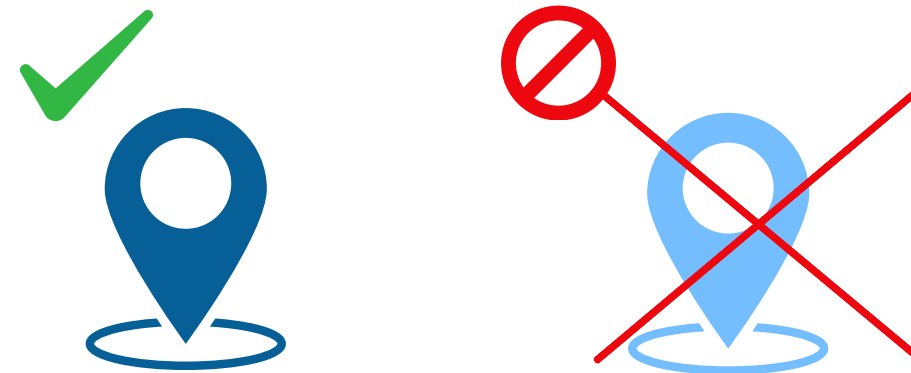
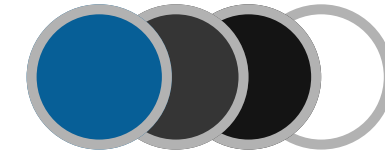
## Simplicity

Avoid over-complicated iconography.



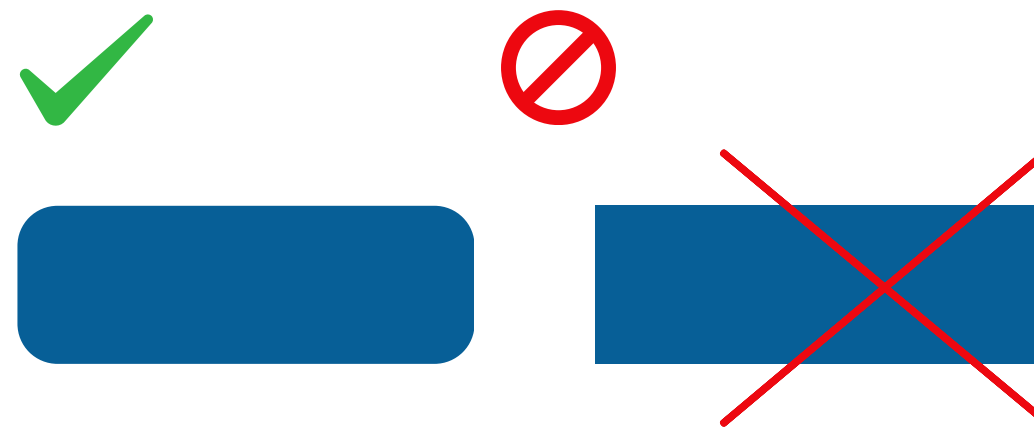
## Color Palette

Prioritize our primary and decorative color palette ->



## Buttons

Rounded corners ( 20px round at 90°) on buttons



# EMAIL SIGNATURE

Proper examples shown below. Ghost employees can retrieve the template in Frame.io > Ghost Branding > Email template 2025.



**Laura Schulz**

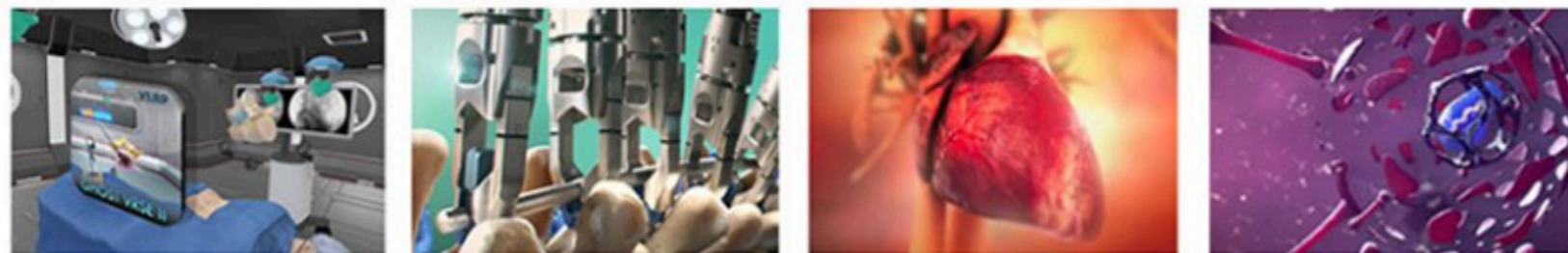
CEO/COO at Ghost Productions, Inc

[111-111-111](tel:111-111-111) (Work) | [111-111-111](tel:111-111-111) (Mobile)

[Laura@ghostproductions.com](mailto:Laura@ghostproductions.com)

[Ghostmedical.com](http://Ghostmedical.com)

**GHOST@MEDICAL**  
MARKETING & TRAINING SOLUTIONS



Ghost Branding > Email Templates 2025

Media

Review Links

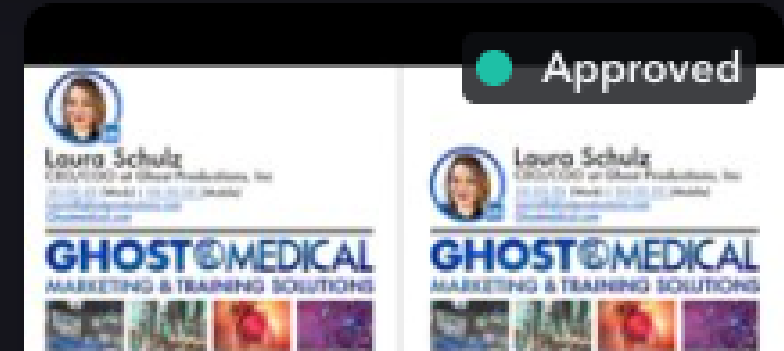
Presentations

C2C Connections



Email\_Signature\_2025\_t...

Hannah S · Dec 17th, 2024



Email\_Template\_Design\_...

Hannah S · Dec 11th, 2024

# KONJURE BRANDING (Logos)

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## Horizontal Logo

The horizontal logos includes the full name of Konjure™ in a horizontal format. This logo is best for when there aren't space compact requirements.



## Square Logo

The square logo is crafted specifically for when the logo needs to fit within a square space format. This logo is best used for social media profiles or award submissions.



## Icon Square Logo

The Icon square logo is best for Favicons, app icons, or corner watermarks on photos or videos.

# KONJURE BRANDING (Colors)

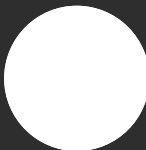
|             | Yellow Sea                                                                                                                 | Cerulean                                                                                                                  | Bondi Blue                                                                                                                | Mine Shaft                                                                                                                 | Silver Chalice                                                                                                               | White                                                                                                                     |
|-------------|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
|             | <div><div>Hex Code</div><div>#fead05</div><div>CMYK</div><div>0% 36% 100% 0%</div><div>RGB</div><div>251-174-0</div></div> | <div><div>Hex Code</div><div>#01b3ea</div><div>CMYK</div><div>70% 9% 0% 0%</div><div>RGB</div><div>40-178-234</div></div> | <div><div>Hex Code</div><div>#0089b2</div><div>CMYK</div><div>83% 33% 18% 1%</div><div>RGB</div><div>53-53-53</div></div> | <div><div>Hex Code</div><div>#2e2e2e</div><div>CMYK</div><div>70% 64% 63% 63%</div><div>RGB</div><div>46-46-46</div></div> | <div><div>Hex Code</div><div>#b2b2b2</div><div>CMYK</div><div>31% 25% 25% 0%</div><div>RGB</div><div>178-178-178</div></div> | <div><div>Hex Code</div><div>#FFFFFF</div><div>CMYK</div><div>0% 0% 0% 0%</div><div>RGB</div><div>255-255-255</div></div> |
| Color Type  | Accent                                                                                                                     | Primary                                                                                                                   | Secondary                                                                                                                 | Neutral                                                                                                                    | Neutral                                                                                                                      | Neutral                                                                                                                   |
| Text        | Only Links/CTAs                                                                                                            | Decorative Sparingly                                                                                                      | No                                                                                                                        | No                                                                                                                         | Yes                                                                                                                          | Yes                                                                                                                       |
| Links       | Yes                                                                                                                        | No                                                                                                                        | No                                                                                                                        | No                                                                                                                         | No                                                                                                                           | No                                                                                                                        |
| Backgrounds | No                                                                                                                         | No                                                                                                                        | No                                                                                                                        | Yes                                                                                                                        | Yes                                                                                                                          | No                                                                                                                        |
| Logos       | No                                                                                                                         | Yes                                                                                                                       | Yes                                                                                                                       | No                                                                                                                         | No                                                                                                                           | Yes                                                                                                                       |
| Elements    | buttons                                                                                                                    | Yes                                                                                                                       | Yes                                                                                                                       | Yes                                                                                                                        | Yes                                                                                                                          | Yes                                                                                                                       |

# KONJURE BRANDING (Type)

## TITLE/H1 FONT

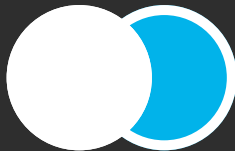
Print/Doc:28 px  
Web:36 px

Letter Spacing: 0  
Line Spacing: 1.25



**H2    H3    H4    H5    H6**

Print: 16px, 14px, 12px, 12px, 12px  
Web: 28px, 26px, 24px, 22px, 20px



Body Copy  
Print/Doc:12 px  
Web:18 px



## MUSEO SANS 500 (All caps)

**AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO**  
**PP QQ RR SS TT UU VV WW XX YY ZZ**  
**1 2 3 4 5 6 7 8 9 0**

## Museo Sans 500 (Normal Capitalization)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt**  
**Uu Vv Ww Xx Yy Zz**  
**1 2 3 4 5 6 7 8 9 0**

## Source Sans Pro Regular (Normal Capitalization)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

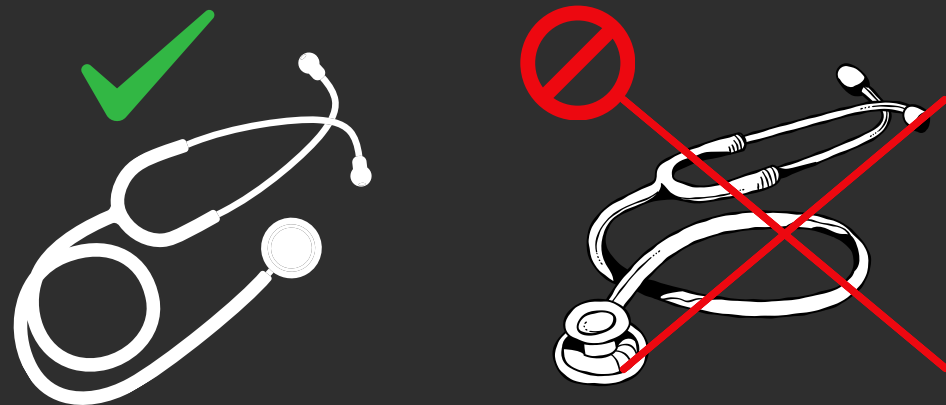
**Alternatives:** Source Sans Pro, Avenir Medium

# KONJURE BRANDING (Buttons)

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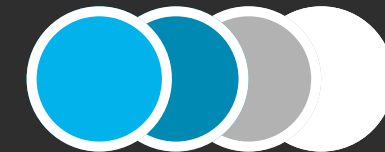
## Solids

Avoid outlined focused iconography.



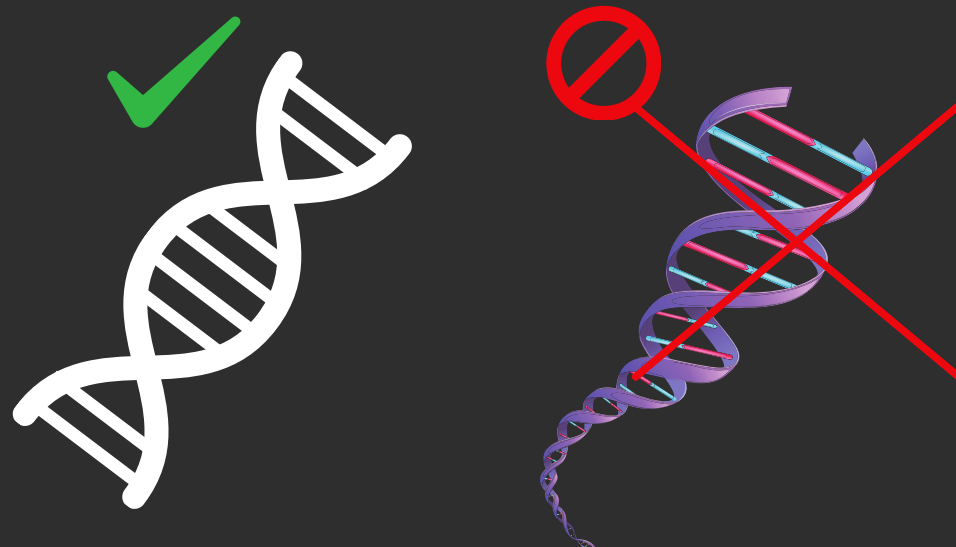
## Color Palette

Prioritize our primary and decorative color palette ->



## Simplicity

Avoid over-complicated iconography.



## Buttons

Rounded corners ( 20px round at 90°) on buttons. color palette ->



# CONTACT INFORMATION

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## Phone Number

651-633-1163



## Website

[ghostmedical.com](http://ghostmedical.com)