



MAKING HEALTHCARE SAFER
SOINS DE SANTÉ PLUS SÉCURITAIRES

BRAND BOOK

DANIELS HEALTH | 2018

A black and white photograph of a waterfront promenade on a foggy day. In the foreground, a tall, black street lamp with two lantern-style fixtures stands on a wet, reflective surface. To the left, a stone pillar with a spherical top is visible. A metal railing runs across the middle ground, overlooking a body of water. In the background, a dense city skyline is visible through the thick fog, with several skyscrapers and a boat on the water.

“ A brand is a story that is always being told.”

- SCOTT BEDBURY



Hello.

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30

years ago,
it all started with a
dream and a second hand
washing machine.

A STORY THAT HAS ALTERED HISTORY.

In 2016 Daniels celebrated 30 years of serving the healthcare industry; a journey which owes its success to the people who have walked with us, and together imagined a future where needlestick injuries no longer exist. To our colleagues, our customers, and our partners, we want to take you on a journey of where it all began and a discovery of who we are today.

The Daniels story

There is an ageless saying that you must know where you have come from to know where you are going. It is the journey of vision, discovery and then finally realisation that frames our understanding of the future. For Daniels this vision is beautifully understated and simple.

Our vision is to make healthcare safer.
This is our history; this is also our future.

For Dan Daniels, our business founder and the man who has spent thirty years tirelessly advocating for higher safety standards in healthcare, the vision was birthed in a rather serendipitous way. Whilst studying a microbiology degree by day and running a family-owned hotel by night, Dan had a chance encounter with a microbiologist by the name of Alan Perceval which would forever alter his life course. Alan responded to Dan's trading post listing for a second hand washing machine, and the conversations that were to follow from the \$45 exchange birthed the bold and unconventional idea that microbiology teamed with solution-driven innovation and entrepreneurialism, could save lives.

Some call it the 'Aha moment'; a moment of self-realisation, insight and clarity when your world is confronted with something that you feel instantly compelled to pursue. For Dan, he was simply presented with a reality which he felt he could not ignore. This confronting 'reality' was the AIDS epidemic in Australia in 1986. Previously unimagined, this disease brought to the forefront a very real threat to healthcare workers and patients alike where an encounter with a used syringe could be potentially deadly or at the very least, irrevocably life altering.

In 30 years, from a home garage with nothing but makeshift PVC tube sharps containers and an irrepressible dream, Daniels has grown to become one of the most influential healthcare service companies in the world.

Daniels safe practices have become the benchmark of global standards, and its products are esteemed industry-wide to be unrivalled in protecting the safety of healthcare workers. Daniels operates in 6 countries around the world and we, in our respective regions across the globe, are evidence of a dream that knows no borders. Across three decades our innovations and advocacy for safer hospital waste solutions have helped rewrite global health regulations and championed educational change.

Our commitment to environmental sustainability has driven us to pioneer solutions that have radically challenged conventional norms in Canada, USA, Australia, New Zealand, South Africa and the United Kingdom, and across our history we have diverted thousands of tons of plastic from landfill. Across a globally inspired vision unrestrained by culture or geographical footprint, we are working together to Make Healthcare Safer.





**Let's make a
difference.**

Word from the CEO



Rebranding is all about innovation; it's taking a core idea but re-interpreting it in a way that gives renewed focus, clarity and objectivity to a business. For Daniels, a brand refresh gives us the opportunity firstly to contemporise our brand in a growing digital market, and secondly to re-capture the essence of our vision and corporate identity.

Daniels was founded thirty years ago with a very simple vision - to save lives. Technology and Innovation was a by-product of this core vision, and through this, the achievement of global recognition for best-in-class safety solutions and microbiological efficacy.

The 'Why' of Daniels however, is a human-centered cause, not a technological one. It is to protect patients and healthcare workers, to save lives and reduce the human and environmental risks associated with healthcare.

Across the globe we are reuniting our teams to a shared vision; empowering cross-cultural collaboration, streamlining our brand identities, building communication bridges between countries and departments, and re-igniting the 'why' of our company purpose.

I am personally committed to doing everything I can to cultivate an environment where our team can flourish in their skills and job responsibilities while feeling connected, inspired and fulfilled by the vision of what we do. Our cause is very real and the need is great; let's together combine our passion and talents to make a difference.

A handwritten signature in dark ink, appearing to read "Dan Daniels". The signature is fluid and cursive, with a large initial "D".

DAN DANIELS
Chief Executive Officer

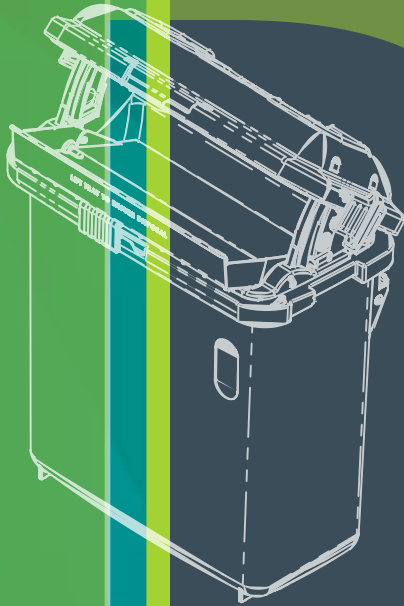
Our name

How do we introduce ourselves?

The name 'Daniels' was assumed as our company identity in 1995, paying homage to the founder of the business, Dan Daniels. This name honours the generational commitment invested in improving healthcare safety, and solidifies the values that sit as the cornerstones of our vision - **Integrity, Strength and Purpose.**

In 2015 we reinvented ourselves as 'Daniels Health', a name which more closely bridges our previous brand name 'Daniels Sharpsmart' whilst at the same time giving more context to the industry that we serve. Whilst 'Daniels Health' and 'Daniels' are used interchangeably in speaking and writing, the name 'Daniels Health' should be the frontrunner description for our company and its services.





Daniels Health

INTEGRITY, STRENGTH AND PURPOSE.

Our vision

What connects our
past and our future?

Most organisations have a corporate mission statement that is intended as a reminder to their employees of why the company exists and what the founders envisioned when they put comfort and stability at risk to breathe life into their dreams.

As the founder of Daniels Health, Dan Daniels holds an unwavering view on the company's mission; – it is, quite simply, to make healthcare safer. When asked to substantiate or add more words to render it a more 'corporately acceptable' vision statement, Dan's response was refreshingly honest. "It needs to be simple enough for everyone in the company to remember and understand, and practical enough for them to live by."

It's all about people.

Our vision is to make healthcare safer, our practice is to be the best versions of ourselves that we can be, our standards are to always strive to the highest level of excellence, and our resolve is to consistently act with utmost integrity.



Our Global Locations



CANADA | 01



USA | 02



AUSTRALIA | 03



UK | 04



NEW | 05
ZEALAND



SOUTH | 06
AFRICA



Our footprint

Daniels global locations



In Canada we trade as 'Daniels Health' with our head office located in Brampton Ontario.



In the United States we trade as 'Daniels Health' with our head office located in downtown Chicago.



Our global support office is located in Melbourne Australia. In Australia the Daniels Health service business is owned and operated by Toxfree Solutions Limited.



In the United Kingdom, because 'Daniels' is an already established brand name in the healthcare sector, our brand identity is 'Sharpsmart' with our head office located in Derby.



In New Zealand Daniels Health is owned by Toxfree Solutions Limited and exists in a joint venture partnership with Waste Management NZ which provides licensed use of the Daniels Sharpsmart product range. In this region 'Daniels' exists as a product reference only, the business is branded 'Waste Management NZ'.



In South Africa Daniels exists in a joint venture partnership with Compass Medical Waste Services which provides licensed use of the Daniels Sharpsmart product range. In this region 'Daniels' exists as a product reference only, the business is branded 'Compass Medical Waste Services'.

Safety

We're passionate about protecting people.

As a company, our 'why' is to save lives; safety is our highest ethical responsibility and for Daniels, it sits above the bottom line. Empowering safe solutions and averting life-threatening injuries is the cornerstone of why we were founded and the lifeblood of our business today; we exist to serve and protect the healthcare community.

Reviewed in multiple peer reviewed papers and published in countless medical journals, the safety-enabling results of the Sharpsmart container are proven and unrivalled. The first study of the Sharpsmart conducted in 2003, across 8 hospitals in three countries, was the first time in world literature that a sharps containment system brought about dramatic reductions in total sharps injuries, non-container related sharps injuries and container-related sharps injuries. This was followed by a 28 hospital cohort study in 2010 which revealed the following results:

STUDY RESULTS:

- **30%** - Reduction in after-procedure sharps injuries
- **57%** - Reduction in disposal related sharps injuries
- **81%** - Reduction in container associated sharps injuries

What we do every day
has an impact
on people's lives.
We should never
lose sight of this fact.

Saving lives



Sustainability

We're passionate about protecting the environment.

As a company we are passionate about doing business sustainably; empowering the wellbeing of our employees and their communities, driving a spirit of innovation within our culture, and making ecological choices that reduce environmental impact.

Environmental safety and sustainability have always been foundational imperatives of Daniels. Our flagship product, the Sharpsmart container, paved the way for reusable sharps solutions globally, and around the world is esteemed as the most environmentally conscious sharps containment system. It is not, however, just the Sharpsmart that positions Daniels as an environmental leader.

OUR SUSTAINABILITY GOAL

Every customer-solution is delivered to achieve, where possible, the following environmental outcomes:

- Enable Reusability
- Optimize Recycling
- Facilitate Resource Recovery
- Reduce Landfill and CO₂ emissions



The 84% reduction of CO₂eq emissions with the Daniels Sharpsmart system exceeds the 2020 reduction target for US federal hospitals and the 2050 target for UK NHS hospitals. If Daniels Sharpsmart reusable containers were used nationally in the US, we estimate annual US hospital GWP would fall by 64,000 MTCO₂eq.”

TERRY GRIMMOND

Microbiologist | FASM, BAgSc, GrDpAdEd



Sustainable
decision-making

Innovation

We're passionate about safe sustainable design.

Since its inception, Daniels has been passionate about safety-led design and solution-driven innovation. We are makers, innovators, thinkers; a group of people determined to improve the future. Innovators ask questions, they explore alternate methods, shift thinking, synthesise new ideas and energise the people around them to see a future where this 'dream' or 'thought' becomes a tangible reality.

Sitting at the nexus of science, creativity and entrepreneurship, Daniels products lead the world in a reusable revolution in the handling of sharps waste. We advocate for reusability in an industry where disposable sharps containers were the unquestioned norm, we designed a sharps container which is proven the safest sharps containment system in the world, we engineered waste processing machinery that is the first of its kind, we created the world's first robotic washline system achieving bacterial log reduction efficacy that was deemed unachievable in a reusable system; we have and ever will continue to pave the way of solution-led innovation.

“Innovation distinguishes between a leader and a follower”

- STEVE JOBS

“

I researched the subject extensively and found that to make a sharps container totally safe, you needed to incorporate 13 engineered safety features. The problems we were faced with were:

- How do we build it, wash it and sanitize it?
- How do we make it look brand new every single time it is returned to the healthcare facility?
- How do we make it price competitive to disposable containers?

We spent a lot of money to develop the vision. That was difficult for a small company in Melbourne. Just to work out how to seal the container included the development of 24 tools and took over two years in the making.”

DAN DANIELS
CEO - Daniels Health



Innovating
solutions

Design principle / visual identity

Our Brand DNA

A brand's visual identity is more than a logo; it is the deployment of all design elements in unison to tell a consistent brand story. Colours, logos, fonts and image choices collectively frame the visual identity of a brand's DNA.

In a world that is information rich and time poor, a brand communicates more through its visual engagement than by carefully constructed words and beautifully choreographed prose. It is the creative visual expression of a brand that tells a story about who we are, what we value and what we aspire to.

The design principles underscoring the Daniels brand have been selected to achieve a clean and uncluttered aesthetic. The green tones reflect the importance we place on sustainability and positive environmental choices, and our images reinforce the human-centeredness of our cause. From bullet points, typefaces and text spacing rules, to icons, colours and graphics, the brand has been carefully constructed to project a consistent and intentional identity that is both innovative and relatable.



“

Throughout the centuries there were men who took first steps down new roads armed with nothing but their own vision. Their goals differed, but they all had this in common: that the step was first, the road new, the vision unborrowed, and the response they received hatred. The great creators, the thinkers, the artists, the scientists, the inventors stood alone against the men of their time. Every great new thought was opposed. Every great new invention was denounced. The first motor was considered foolish. The aeroplane was considered impossible. The power loom was considered vicious. Anaesthesia was considered sinful. But the men of unborrowed vision went ahead. They fought, they suffered and they paid. But they won.”

AYN RAND, THE FOUNTAINHEAD

Brand marque / logo

Our logo is the insignia of our brand; it is the primary communicator of our 30-year heritage, tradition and authority in the healthcare industry.

The lion icon takes its relevance from the biblical story of Daniel in the lions den. An inspiring metaphor, the historical story exemplifies the courage of a young man in the face of formidable circumstances holding true to his vision, and more importantly, his beliefs. The lion has been used in many ancient cultures as a figure of strength, balance and sound judgment, in the modern world as an icon of leadership and courage, and in nature as an animal seen to possess superior strength and dignity.

Our new brand marque has been designed with a cleaner aesthetic, enhanced symmetry and higher impact colours to portray a dignified yet authoritative presence. Without bowing to design fads by departing from its iconic form, the lion has been redesigned to exude control and a more lion-like stature. The colour palette has been deepened to translate a more commanding impression, and the letter 'i' in the name 'Daniels' has been arced to render a softer and more human centred element in our brand name.

In all printed and digital publications and communications, this new brand marque is our assumed corporate identity. Giving objectivity to why we are here, the Daniels logo serves as the patriotic flag for our cause; **“Making Healthcare Safer.”**

Logo Evolution
of the Daniels Brand

Daniels Logo | 2015

1995



1997



2000



MAKING HEALTHCARE SAFER
SOINS DE SANTÉ PLUS SÉCURITAIRES

Logo usage

If you want to get on the good side of a graphic designer, don't stretch the logo.

Our logo is the most prominent visualization of Daniels as a company and a brand, therefore its consistency of use in all applications is an imperative. Any foreign interpretation of the logo immediately devalues our brand equity, and any substitutions compromise our total brand message.

The Daniels logo is made up of three components; an icon, a name and a positioning statement. These three components should be used in tandem across all communications. Above all, trust the ratio; don't pull a little to the left or push a little to the right; we don't want a fat lion or a skinny lion, - we think he's perfect just as he is!

Logo Clear Space

The exclusion zone around the logotype is equal to the cap width of the 'D' in Daniels.



Logo Aspect Ratio

The aspect ratio of a logo is the ratio of its sizes in different dimensions. Considering our logo to be in a rectangular shape, the aspect ratio is longer side - (width) to the shorter side (height), when the logo is oriented as "landscape".

The aspect ratio of our logo is 8:5.



Brand Mark

The iconic lion insignia that forms our brand mark has evolved in small adjustments from its genesis in 1997. Now in its fourth iteration, the Daniels lion mark is the stand-alone visual identifier of our global group of companies.



Logotype

The seven characters that form the word 'Daniels' are a custom font designed specifically for the Daniels brand. This font, or any variation or interpretation of it, should not be used for any other purpose aside from our logo.

Daniels

MAKING HEALTHCARE SAFER
SOINS DE SANTÉ PLUS SÉCURITAIRES

Minimum Logo Size

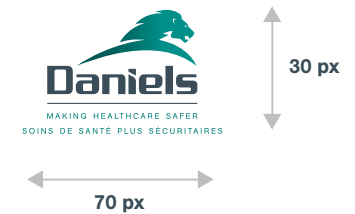
When printed in any size, ensure the logo is produced in perfect resolution without blur or pixelation.

For all web based applications, the minimum size our logo can appear is 70pixels x 30pixels. Please note, the use of our logo in any digital application must first be cleared through the marketing department.

PRINT



WEB



Unacceptable Logo Variations

DO NOT:

- Alter the marks in any way.
- Redesign, redraw, animate, modify or distort the proportions of the marks.
- Substitute colour or background for a pattern or design.
- Rotate or render the marks three-dimensionally.
- Use outlines or embossing on the marks.
- Add words, images, drop shadows or any other new elements to the marks.
- Replace the approved typeface with any other typeface.
- Enclose the marks in a shape or combine them with other design elements or effects.
- Modify the size or position relationship of any element within the logo.



Logo variants

Unique requirements in two of the regions in which we operate, the United Kingdom and Canada, necessitate a deviation from the standard Daniels logo. To accommodate these exceptions, our logo construct has been designed in such a way that whilst the name and wording may differ slightly, the core elements of the brand (use of the lion, colour palette and tagline) are uniform. In circumstances where our products and accessories are distributed globally and a seamless brand identifier is required, the lion insignia alone is the common image that ties the three brands together.

In Canada, whilst trading as 'Daniels Health', a bilingual logo has been adopted for exclusive use across all marketing and communication platforms. Due to specific regulations in the region of Quebec, French law requires that a French translation be positioned parallel to all English instruction and, as such, we have adopted this criteria across our entire Canadian operations.

In the United Kingdom we entered into the sharps/medical waste market in direct competition with an already established brand 'Daniels Healthcare'. By UK law, such industry affiliation excluded us from using any derivative of the name 'Daniels'. With Sharpsmart being the product brand name that has given us worldwide acclaim, this term was adopted as the default company name in the United Kingdom.

Variants



Canada



USA



Australia



New Zealand



South Africa



UK



Colour

The gradient colour version of our logo should be used in the majority of applications. Flat colour version is to be utilised only for colour-restrictive printing applications.

GRADIENT COLOUR



FLAT COLOUR



Monochrome

Use of a monochrome logos is restricted to:

- Applications where, for compliance reasons, the logo must be overlaid on a coloured background.
- Applications where our logo is overlaid across our brand colours or design elements.
- Applications where the logo must be printed in grayscale.

WHITE ON BACKGROUND



DANIELS DARK GREY



LIGHT GREY



Tagline

Making Healthcare Safer
is more than just a footnote.

Our tagline 'Making Healthcare Safer' is more than a logo description; it is a positioning statement which describes both the industry we serve and the goal we collectively aspire to.

These three words should never be dissected from our corporate logo except in circumstances where the logo is printed too small for the words to have adequate readability or visual impact. Any such departure from our logo construct must be approved through the correct marketing channels.

'Making Healthcare Safer' is as much a part of our identity as the name Daniels.

Wherever our brand name is promoted and/or our logo shown, the words 'Making Healthcare Safer' should be proudly proclaimed or, as some would say, 'shouted from the rooftops!', not tucked away as an insignificant footnote or passive afterthought. These three words are our essence, our cause, and our collective aspiration.

**Making
Healthcare
Safer.**



Colour palette

The tonal hues that add
expression to our brand.

The Daniels colour palette has been designed to support the heritage of Daniels' identity using the well established teal green as one of two baseline colours, and adding tonal highlights that bring a modern and contemporary aesthetic to the brand.

The brand colours have been designed to be used interchangeably with each other as a composite palette rather than a single colour identity, however there is a hierarchy of colour use that must be followed. In no application, should any of our primary, secondary or tertiary colours be used singularly without white. White gives a clean, clinical and balanced aesthetic to our environmentally focused brand colours.

Whilst we love rainbows, sunshine brightness, Tiffany box blue and the prismatic colour spectrum of technology brands, we need to retain the identity of who we are, for in this lies the power of 'Daniels' as a brand; not 'Daniels merged with Google' or 'Daniels on steroids'. Our unique story and the colours chosen to portray our brand personality need to be a consistent part of our visual identity.

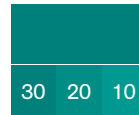
Primary Colours

The Primary colours of Daniels are Daniels Dark Grey and Daniels Teal; these colours used singularly or interchangeably should always be the dominant colours in any application.



Daniels Dark Grey

CMYK : 55 / 30 / 20 / 60
 RGB : 59 / 76 / 88
 PMS : 7545 C
 HTML : #3B4C58



Daniels Teal

CMYK : 88 / 6 / 45 / 30
 RGB : 0 / 128 / 122
 PMS : 7717 C
 HTML : #00807A

Secondary Colours

The Secondary colours broaden the palette to add variation and vitality to the deep primary colours. These colours may be used to provide accentuation, contrast and visual interest without departing from the recognized palette.



Daniels Aqua

CMYK : 74 / 0 / 29 / 0
 RGB : 0 / 183 / 189
 PMS : 2397 C
 HTML : #00B7BD



Daniels Moss

CMYK : 86 / 0 / 53 / 0
 RGB : 0 / 171 / 142
 PMS : 3268 C
 HTML : #00AB8E

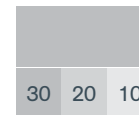
Tertiary Colours

The Tertiary colours compliment our official colours, but are not recognisable identifiers for Daniels Health. Tertiary colours should be used sparingly, and always in conjunction with our primary colours, never on their own.



Daniels Lime Green

CMYK : 48 / 0 / 92 / 0
 RGB : 147 / 201 / 14
 PMS : 2292 C
 HTML : #A4D233



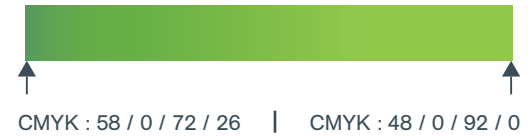
Daniels Light Grey

CMYK : 0 / 0 / 0 / 30
 RGB : 188 / 190 / 192
 PMS : Cool Grey 3 C
 HTML : #BCBEC0

Gradients & Duotones

Gradient Colours

Gradients and Duotones have been used to create design elements and graphic backgrounds that interpret our core colours into a more visually interesting form. The formulae of these gradients are not to be modified, and should be used sparingly as accents of our brand identity.



Web ONLY Gradient Colours

Web Gradients have been designed to add greater visual interest and flexibility to our brand when interpreted across digital platforms. It should be noted that these gradient mixes are to be used limited to online applications; they should never be incorporated into printed materials.



Supporting design elements

Our brand dress code.

A brand is like a person; it has distinctive character and personality traits that personify its identity and predict its behaviour. A departure from any one of these 'brand' or 'personality definers' starts confusing our message.

The fuller expression of our brand identity encompasses a number of complimentary elements that complete our look. Singularly these elements could be mistaken for any number of commercial brands, but together they define the company's uniqueness in such a way that is unmistakably 'Daniels'.

Firstly the triangular manifestation of everything green! This graphic has been designed as a key component of the brand to add depth, vitality and visual interest to our identity. Second to our corporate logo, this graduated tonal element is the most important visual identifier of the Daniels brand.

Secondly, supporting our brand in everyday applications are the small accents that have been chosen to visually enhance our communications. Whilst these elements alone do not 'define' our brand, they provide consistency and ensure that when used correctly, they are complimentary rather than competing elements of the brand.

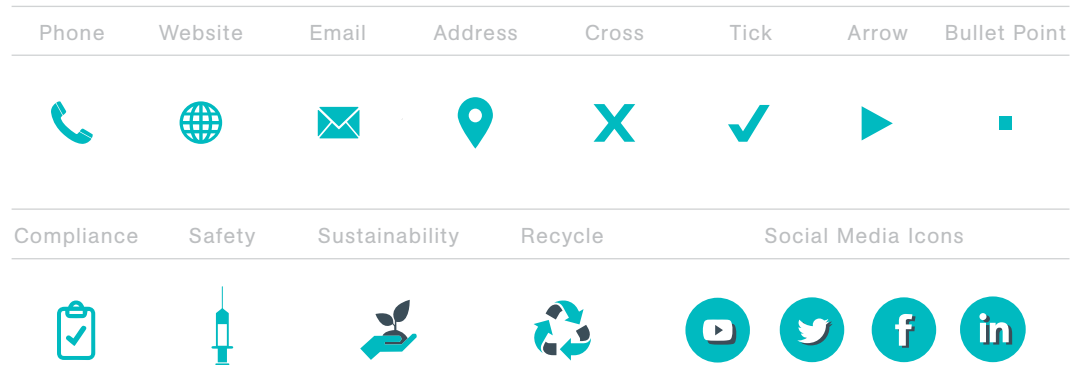
Graphic Element

The Daniels graphic element should be used in all marketing and communication applications that promote the Daniels brand. In all designs, this graphic should always take a geometric form and may not be replicated, adapted or modified in any way.



Icons

Icon use is limited to our primary, secondary and tertiary brand colours, or white when used on a coloured background.



Quotation Marks

Quotation marks are reserved for quotes used in branded marketing materials.

- Do not underlay quotation marks behind text.
- Use with AG Book Pro font only.
- Use with Daniels colour palette only.



We're making healthcare safer".

Typeface / fonts

Comic Sans should only be used by little girls writing poems about unicorns.

A font carries with it its own persona. From the infamous Dracula hard-edged and dagger-like characters, to the persuasive swirl-enticing hypnotism of Coca Cola's unmistakable slogan, fonts exude their own personality.

The fonts we have chosen to compliment our brand identity are intentional. We put a lot of thought into the weight, character nuances and type spacing of our chosen font families; Comic Sans has a cuteness and naïveté to its design that makes it very suitable for children's writing but not for a corporate brand. Equally, Times New Roman, whilst sophisticated and very appropriate for a court or legal document, makes a human-centered company such as ours appear too staunch and formal. Our fonts have been chosen to exude familiarity, approachability and a clean aesthetic that simplifies our message.

We have three font styles that compliment the use of our brand in marketing, everyday use, and the world wide web. The first and third categories will apply only to a small minority. The second category applies to everyone. In the absence of a licensed marketing font, please use Arial. Arial is embedded as a standard font on every computer, it can be used in Word, Outlook and even Excel. It is neat, clean, readable and everything we are trying to achieve through our brand communications.

Use of these fonts should also adhere to the following:

- Italics - Only to be used in references or footnotes.
- No condensed or expanded versions of fonts unless approved through marketing.

Marketing Fonts

Licensed Font

- **AG Book Pro** has limited user licenses and should only be used for marketing curated materials.
- **Adobe Garamond Pro** is a complimentary font used for quotes and highlighted text. This font is to be used in marketing materials only.

Aa

AG Book Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | !@#\$%^&*()-+

All font-weights and styles.

Aa

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | !@#\$%^&*()-+

Semi-Bold & Regular only.

Non Licensed Everyday Use Font

To be used in e-mails, letters and non-marketing communications.

Aa

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | !@#\$%^&*()-+

Bold & Regular only.

Web Font

To be used on digital platforms and web based marketing.

Aa

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | !@#\$%^&*()-+

All font-weights and styles.

Imagery : products

With design being such an integral differentiator of our products in the market, showcasing them in their finest glory is key.

High quality images can be sourced from our global image library - www.daniels.smugmug.com or requested through marketing@danielshealth.com.

**Product images
shown in correct
resolution, ratio +
perspective.**



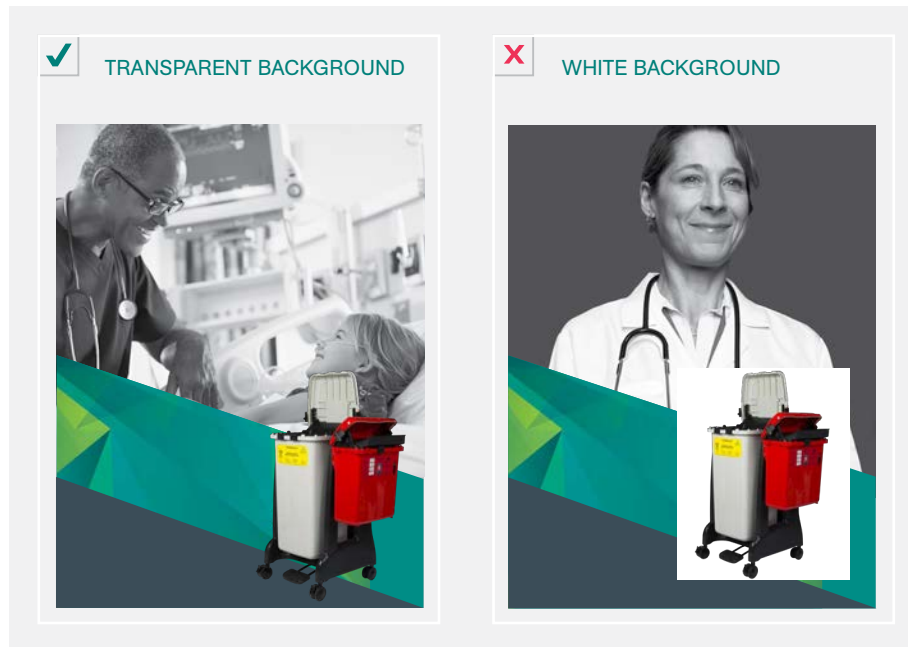
Examples of how NOT to use our product images

- Retain true ratio.
- Use high resolution images.
- Retain correct perspectives.
- Do not apply drop shadows.
- Do not flip images vertically or horizontally.



Use of transparent backgrounds

In any application using a non-white background, product images with transparent backgrounds must be used.



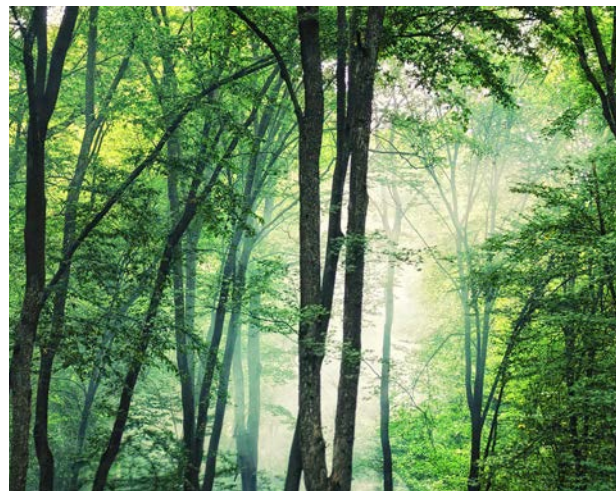
Imagery : stock

Projecting our values and
cause through images.

It is often said that an image can tell a thousand words. The drama, the emotion, the truth, or lack thereof, describes visually what we care about, how we perceive ourselves, who we want to connect with, and how we want our audience to see us. Historically our company persona has been defined by images projecting a certain stiff composure, an 'at arms length' persona that protects us under the umbrella of corporate identity. This is not an accurate expression of who we are.

Vulnerable, honest, real... these are the hallmarks of a trust relationship, and in the work that we do, trust and relationship form the centrepiece of it all. We exist to protect real healthcare workers; people who have dedicated their lives to nurturing, rehabilitating and caring for people. Let's get back to the start of our story where it all began: Real needlestick injuries. Real people. Real lives. Let our branding be a reflection of what we deem important, not what marketing will scrutinise us on. Let's tell a story of what gets us out of bed every day.

The images that form part of our brand identity are raw and honest. Middle aged healthcare workers, emotional human interactions, contextual medical and ecological environments, abstract perspectives, black and white realism; Images that we can believe in.





WWW.DANIELSHEALTH.CA