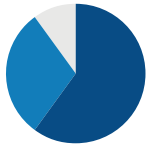


Competitor Analysis

Medtronic



Medtronic
Wordmark
Blue/Blue/Gray
Sans-serif
"Taking Healthcare Further, Together"



CardinalHealth



Cardinal Health™
Combination Mark
White/Gray/Red
Sans-serif
"We are essential to care."

Boston Scientific



Boston Scientific
Wordmark
Blue/Blue/White
Serif
"Advancing science for life"



W. L. Gore & Associates, Inc.
Combination Mark
Black/White/Red
Blackletter
"Creative Technologies Worldwide"



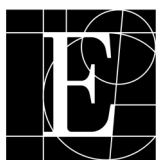
Abbott Laboratories
Lettermark
Blue/Blue/White
Serif



LEPU MEDICAL



Lepu Medical Technology
Combination Mark
Blue/White/Gray
Sans-serif
"Forever Innovation, Forever Care"



Edwards



Edwards Lifesciences
Lettermark
Gray/Gray/Red
Serif



Getinge
Combination Mark
Blue/Gray/Orange
Blackletter

Conceptual Brief

Catheter / Hook / Loop

In the form of a combination mark, lettermark, or wordmark

Heart / Valve / Chamber

In the form of a pictograph or abstract logomark

Wordmark:

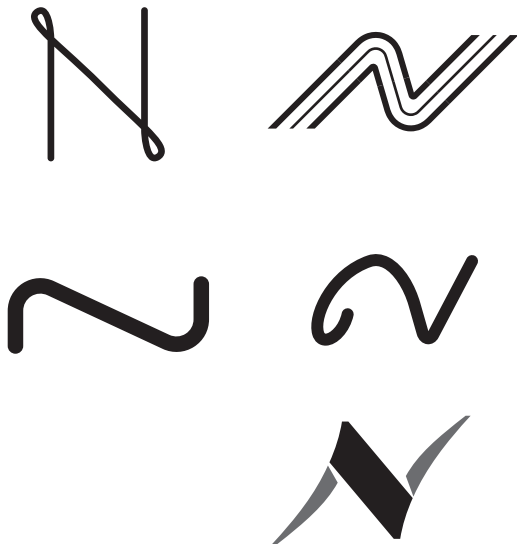
Nininiger

Nininger

Nininger

Nininger

Lettermark:



Stethoscope / Physician

In the form of a pictograph or abstract logomark

Logomark:



Abstract Mark:



A



B



C



D



A



B



C



D

Nininger
medical

 *Nininger Medical*

Logo: Full


*Nininger
Medical*

Logo: Condensed

Details:

Acumin Variable Concept - SemiCondensed Medium

Transform shear 15.5° shear



Nininger Medical

Logo: Full



Nininger
Medical

Logo: Condensed

Details:

Baskerville - Regular

Nininger Medical

Logo: Full

NM
Nininger
Medical

Logo: Condensed

Details:

ITC Stone Serif Std - Semibold Italic

Transform custom “N,” “M,” and “i”

 *Nininger Medical*


*Nininger
Medical*


*Nininger
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 *Nininger Medical*


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Nininger Medical, Inc. logo



Alternatives



*Nininger
Medical*

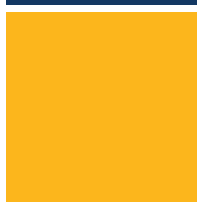


Color



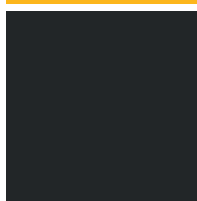
Pantone 2955

100 83 35 24
23 57 99



Pantone 1235

0 31 98 0
253 183 26



Pantone 426

74 65 62 67
36 40 42

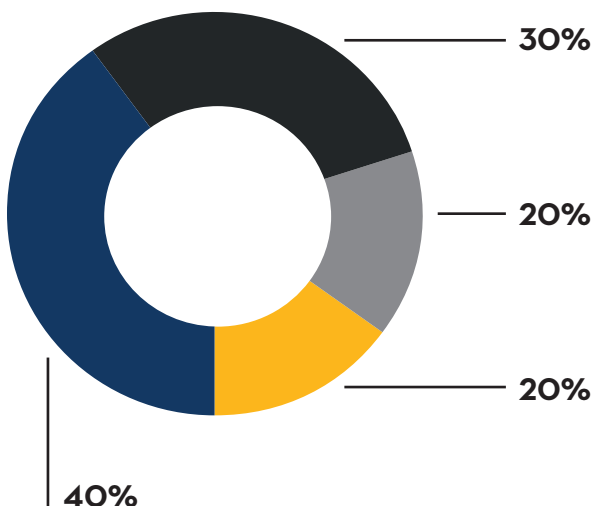


Pantone Cool Gray 8

49 40 38 4
136 138 141

Tints: 80, 60, 40, 20%

Color Priority



 *Nininger Medical*

 *Nininger Medical*

 *Nininger Medical*

 *Nininger Medical*