

Innoventric

Branding & Visual Concept Development

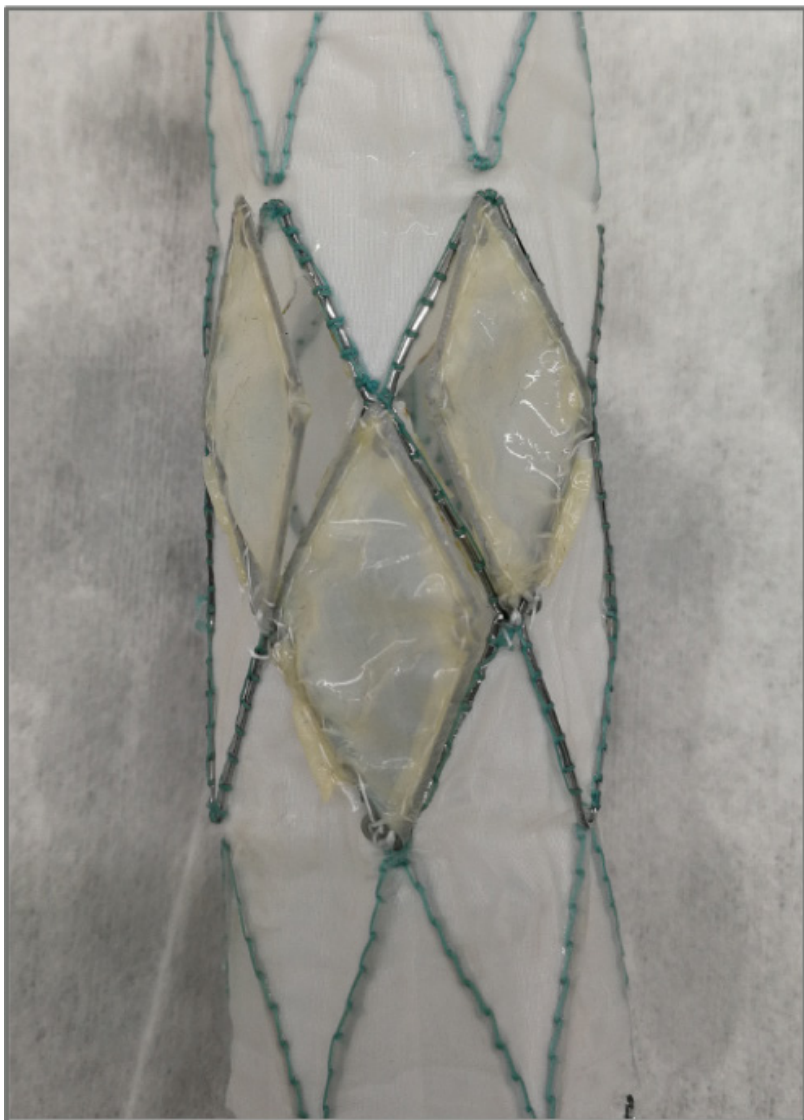
February 2020

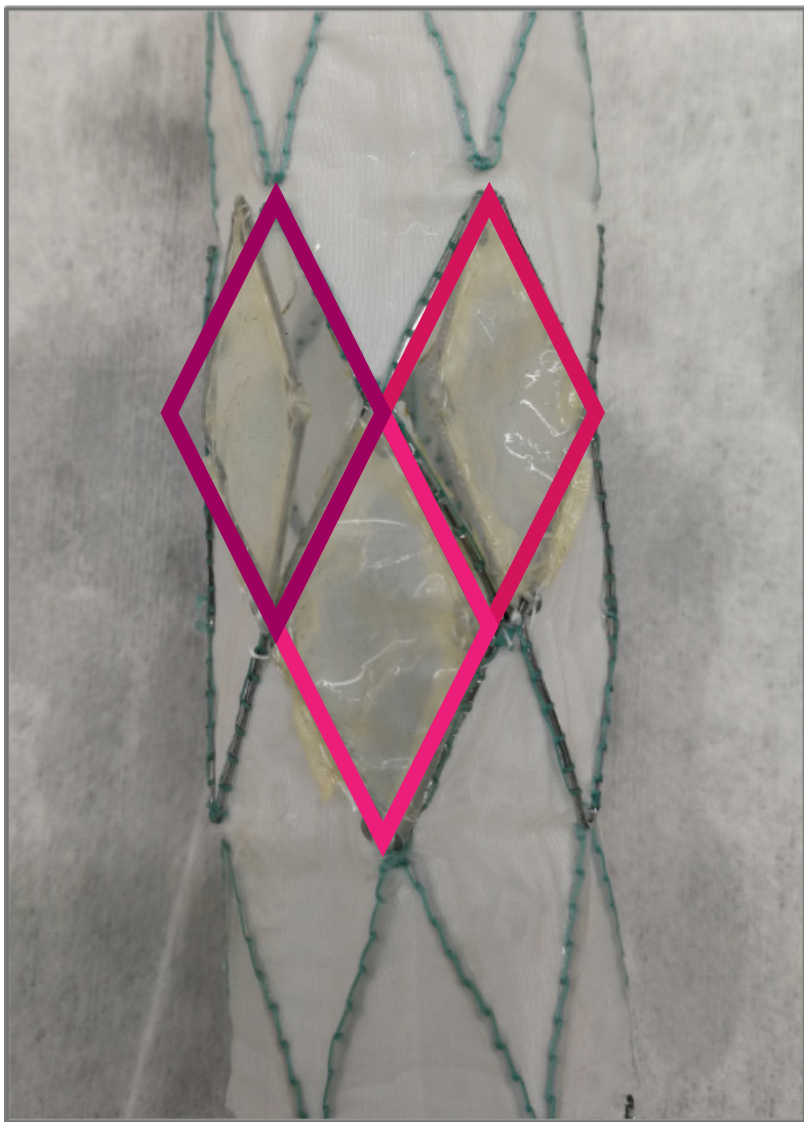
Brand Values

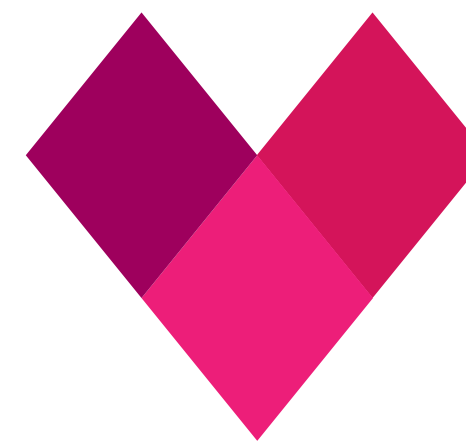
- Simplicity
- Reliability
- Innovative

Additional Considerations

- Medical / Healthcare
- Cardio Vascular / Heart
- Tricuspid valve
- Diamond shaped valve

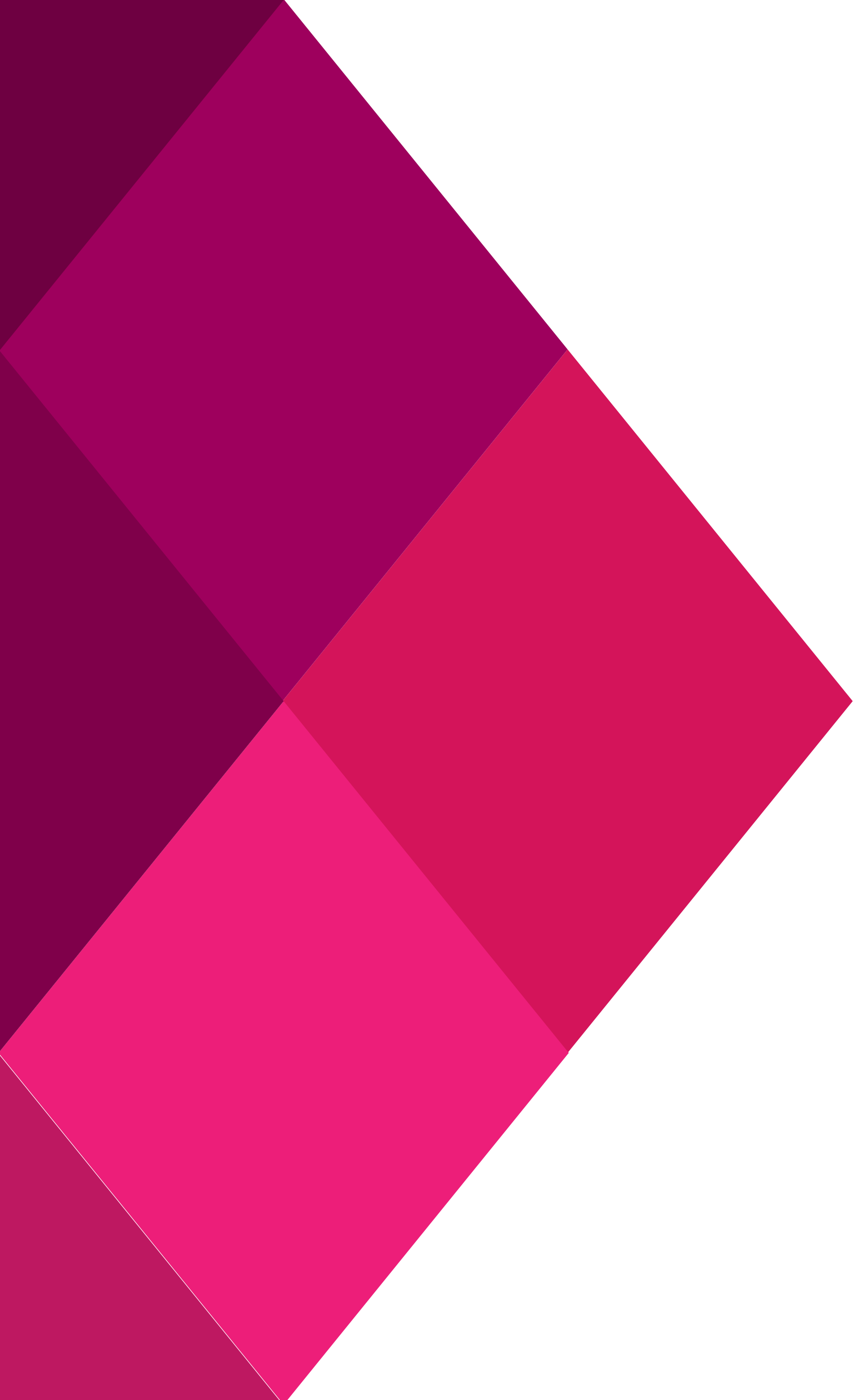






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Simplicity at Heart



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we develop a percutaneous, easy-to-deploy,
tricuspid valve replacement, that utilizes
cross-caval anchoring and unique valve design,
for long-lasting blood flow regulation.

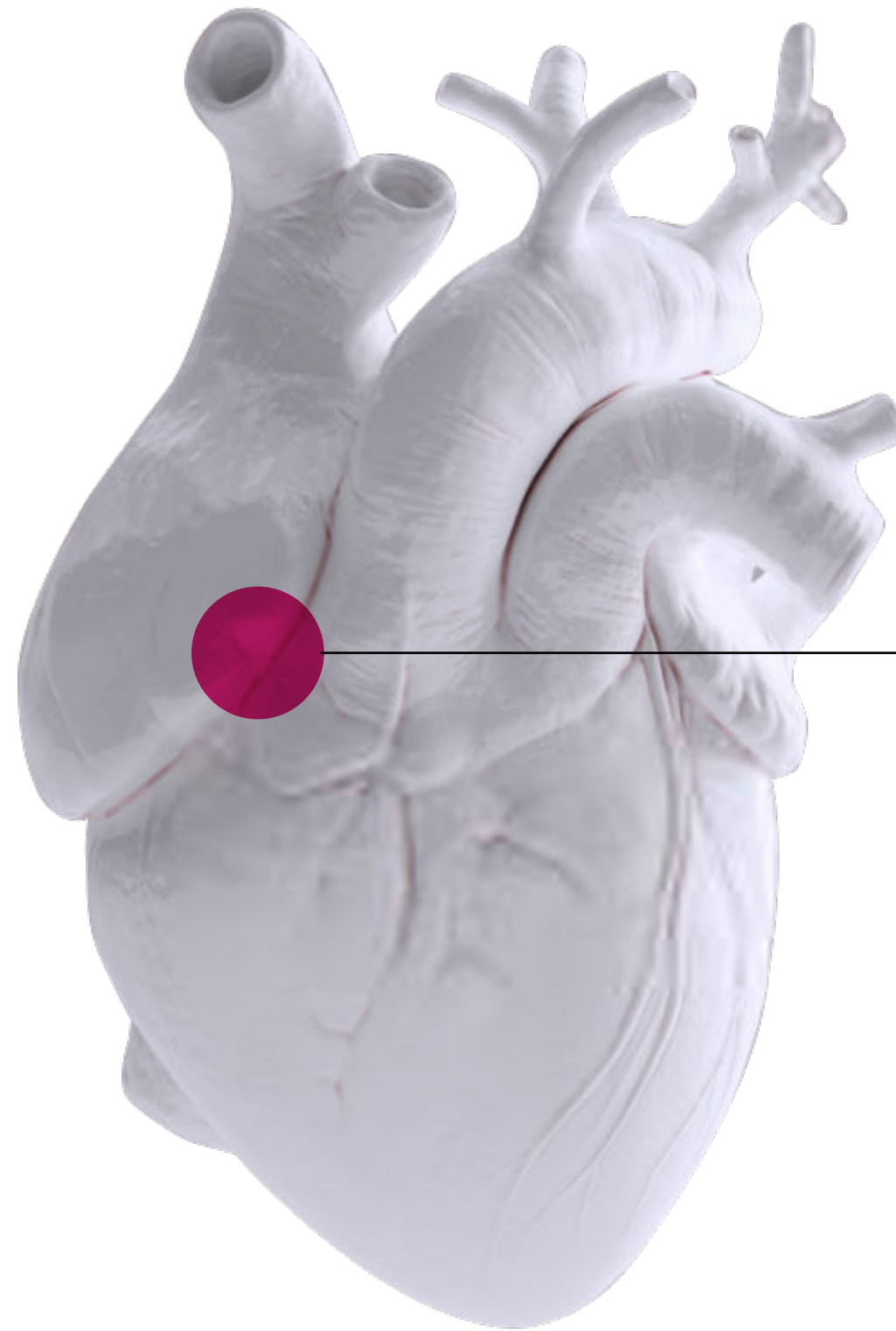




long-lasting blood flow regulation



Tricuspid valve replacement



Anchoring is done in the tubular SVC and IVC instead of the complex native valve position

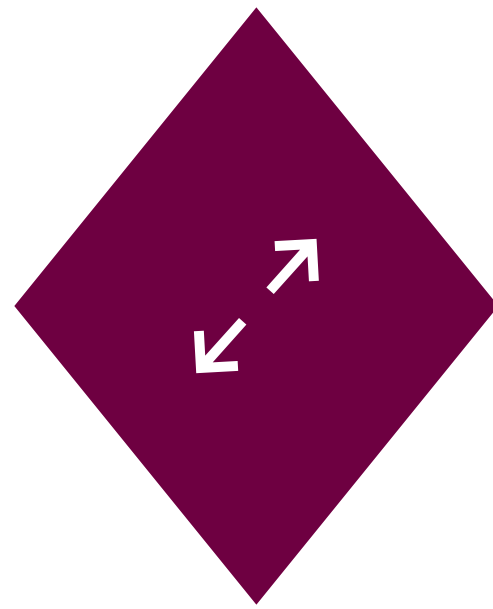




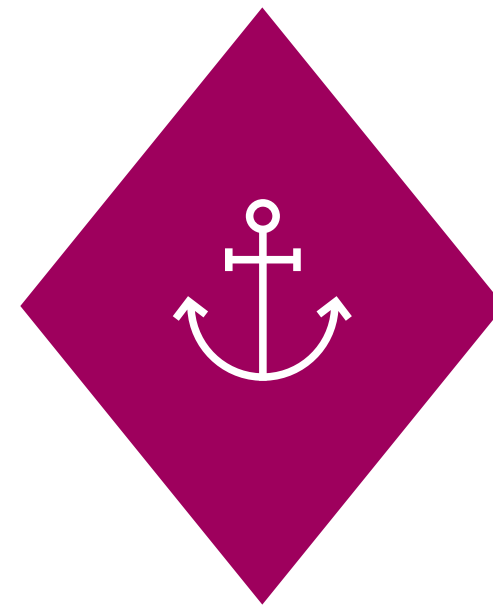
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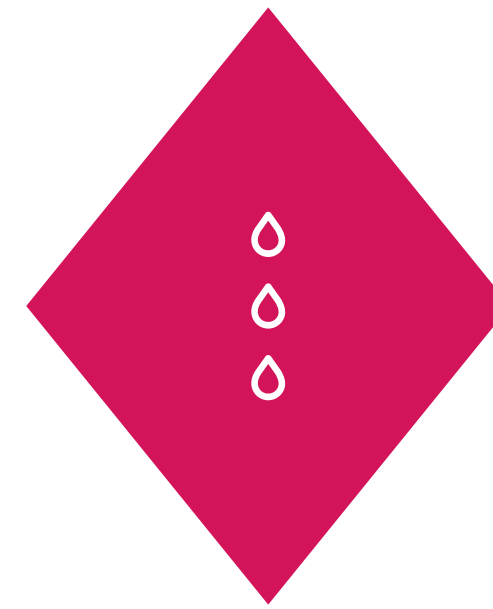
Features



Fits any anatomy



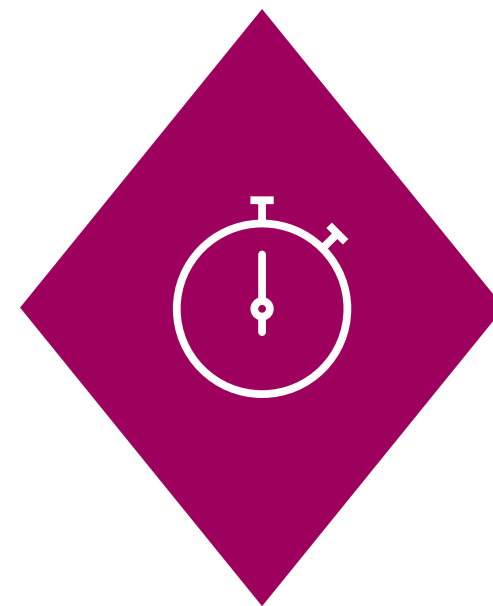
Constant anchoring



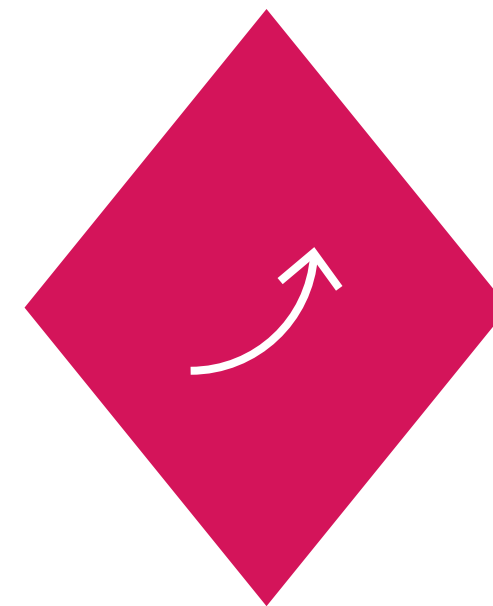
No Leaks



Precise positioning



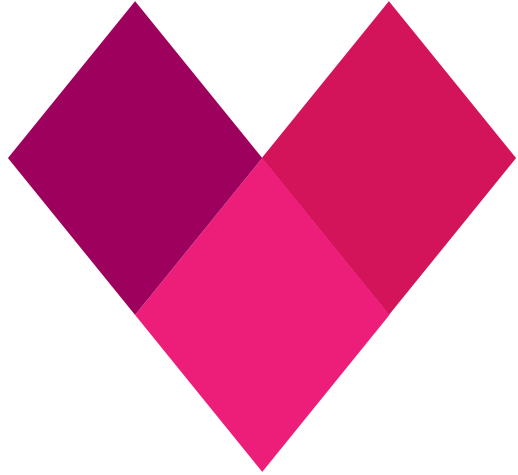
10 minute procedure

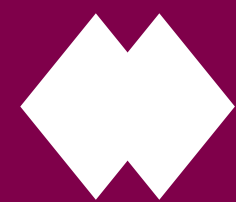


Short learning curve



Untouched native valve

Simplicity  at heart

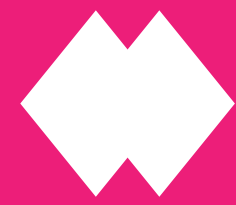


With Innoventric
I got my life back

Joseph Klaer



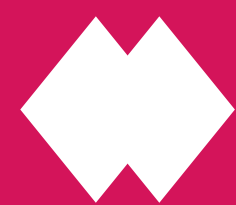
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Simplicity at Heart



Back to normal with my innoventric heart

Susan Coopersmith





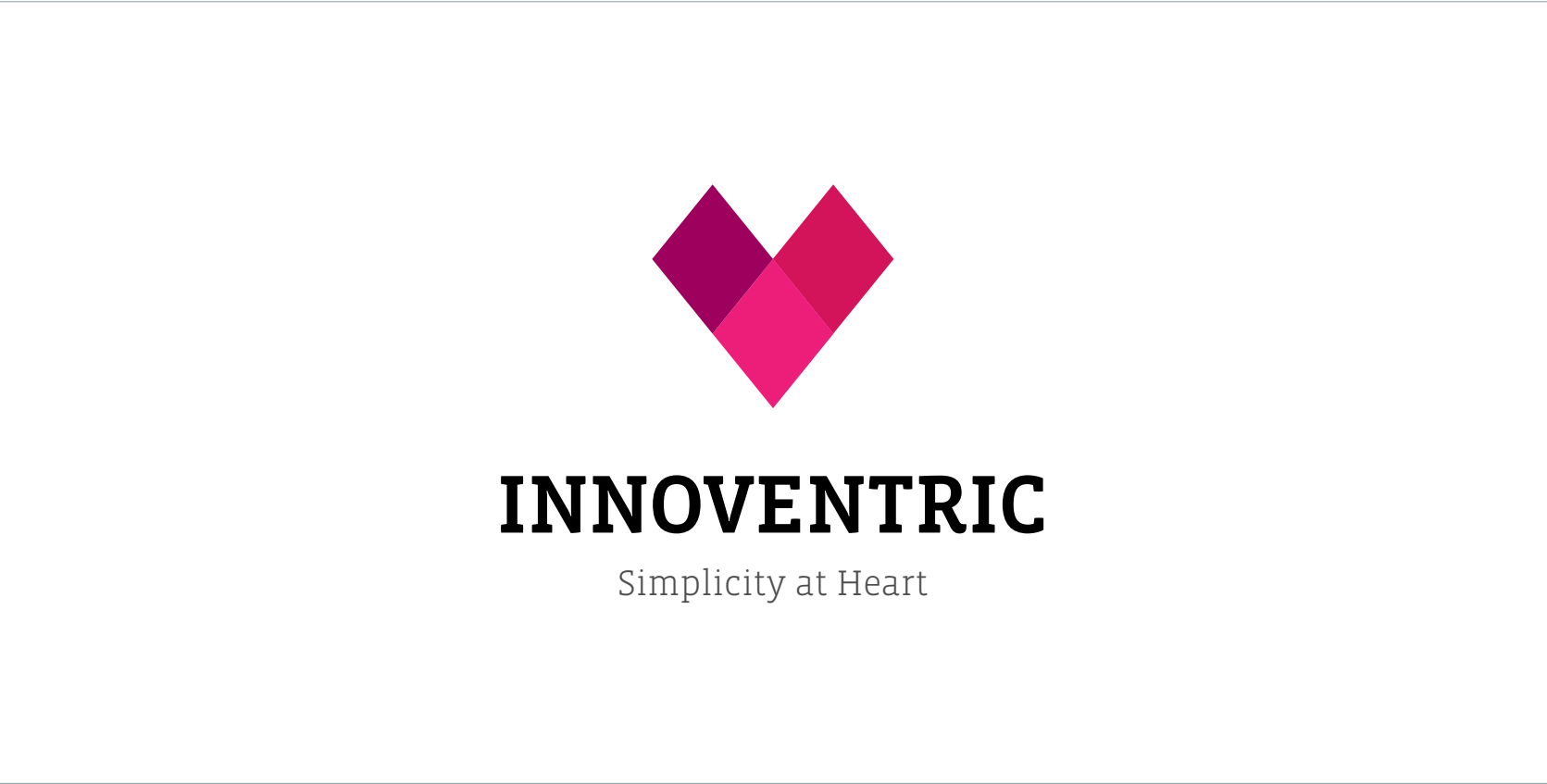
Finally,
I feel alive again

Jennifer Wagner

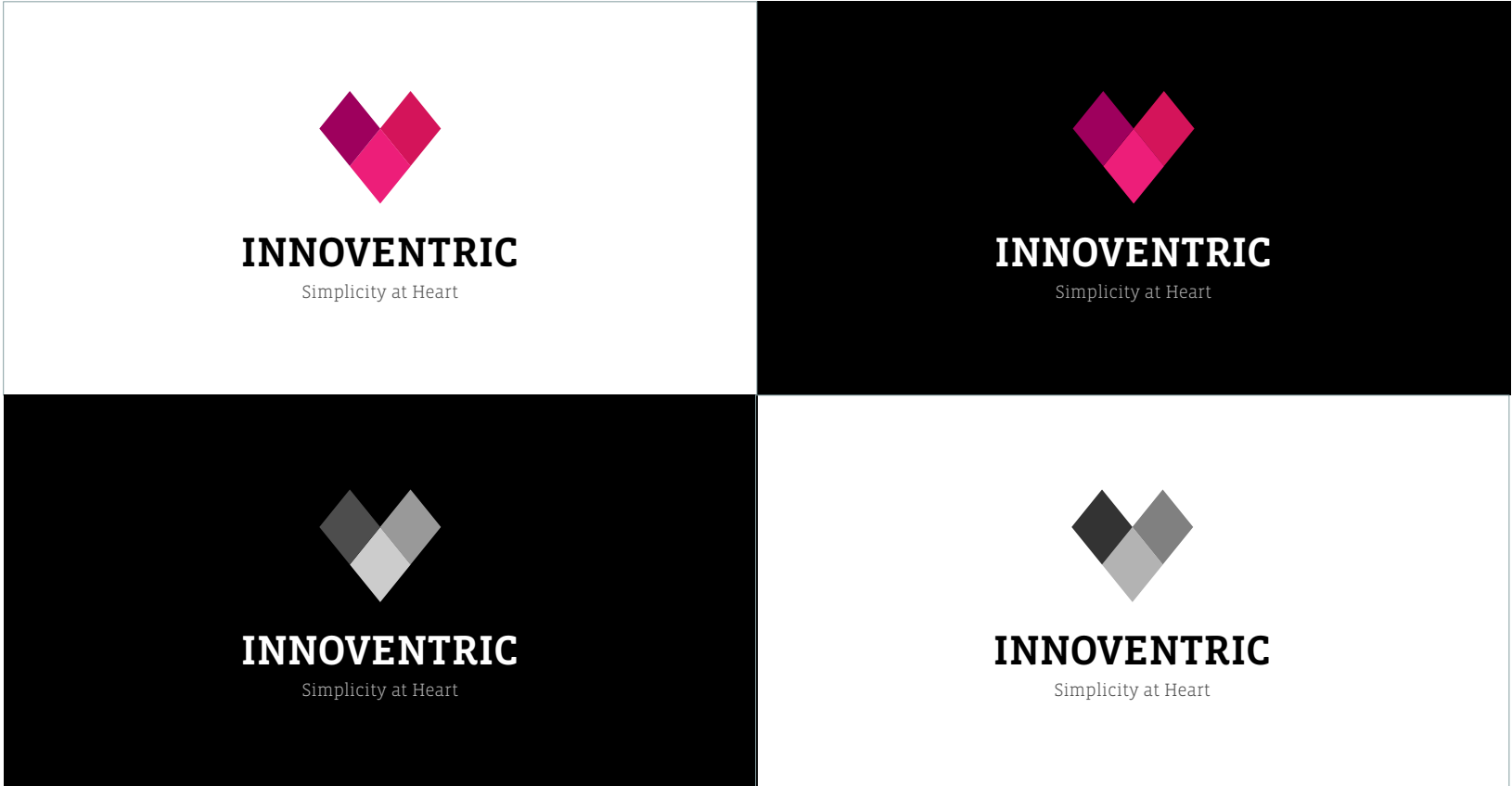


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Simplicity at Heart

Logo



Logo color variations



Fonts

Vista Slab Medium

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

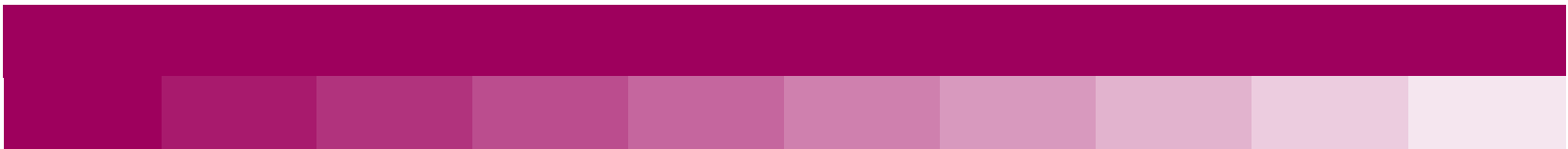
Vista Slab Light

Aa

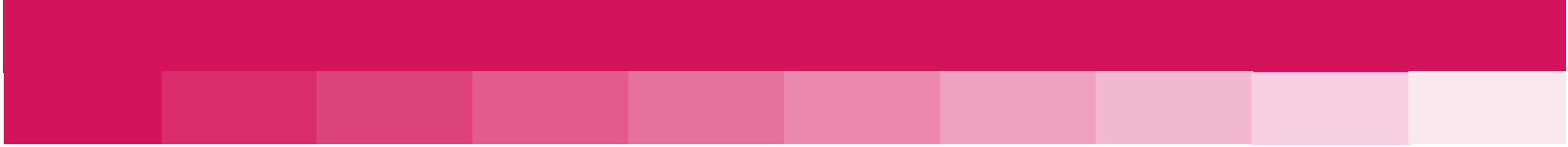
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primary colors

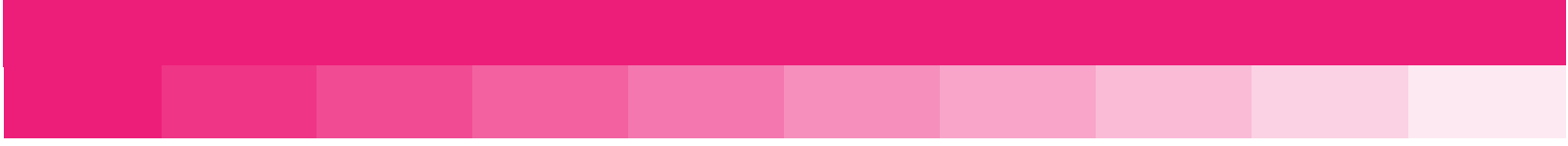
Purple



Dark Pink



Pink



Black



Thank you.