



STUDIOMOON BRANDING BY DESIGN

MEDICAL & AESTHETIC DEVICES

Take a look on the pages that follow for a small sampling of the work we've done in the highly competitive Medical and Aesthetic Device industries. To see work in other industries, visit studiomoon.com.

ULTHERA

COHERENT/LUMENIS

CUTERA

SAPHEON

MIRAMAR LABS

THERMAGE

MONTERIS

VENTUS MEDICAL

VIVEVE

- branding strategy & hierarchy
- promotional marketing mix
- messaging platform
- content development
- corporate and product naming
- product/procedure/technology naming
- capital/consumables naming systems
- corporate/product logos
- consumer literature & POP materials
- professional printed materials
- advertisements/print & digital
- social media graphics
- business materials
- trade show graphics
- equipment/GUI graphics
- interior/exterior signing
- corporate/consumer websites
- presentation design/formats
- sales/incentive items
- practice marketing kits
- quick-start guides
- product packaging
- data sheets/data sheet systems
- direct mail campaigns

Ultherapy[®]
 uplifting ultrasound
 ...to tighten, firm & LIFT lax skin

Natural
 Non-invasive
 No Downtime

7' pull-up banner

Facebook page

Look who's talking about...
Ultherapy[®]

Ultherapy.com

PR poster

ulthera[®]

visionary aesthetic ultrasound

Corporate logo & tagline

Ultherapy Micro-Focused Ultrasound
 Meet our Multi-Disciplinary Panel of Ultherapy VisiCare:
 • **Murat Altin, M.D.** - Dermatologist
 • **Andrew Campbell, M.D.** - Facial Plastic Surgeon
 • **Barry DiIernardo, M.D.** - Plastic Surgeon

Friday, April 16th, 6 - 8 pm
 Phoenix Sheraton Downtown
 ASLMS Headquarters Hotel, Paradise Valley Room
 Cocktails and Hors d'oeuvres: 6:00 pm
 Talk, treatment demonstration, Q&A: 6:30-8:00 pm

ASLMS 2011

ASLMS trade show print promotion



Trade show booth



Device naming convention & color system studies



Corporate logowear (stitched)

Corporate website

Ultherapy[®]
 lifting ultrasound

The Natural Choice for a Noticeable Lift

find see hear

Tone, tighten and lift your skin with Ultherapy
 Without surgery
 Without downtime

Consumer website

ulthera[®] stylesite

Home identity esthetics type color clear space

The Ulthera StyleSite

Welcome to the Ulthera StyleSite - it is web-enabled, many important aspects of the Ulthera identity and its associated assets. Password protected, you can use it like a key vendor, educate and train new employees to help define, describe and illustrate the basic Ulthera identity. Although it cannot provide comprehensive rules should guide you as you work with the new identity as part of the company.

The Ulthera Visual Identity

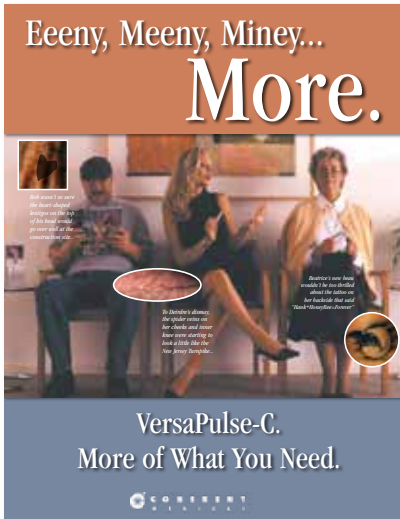
Online graphic standards website



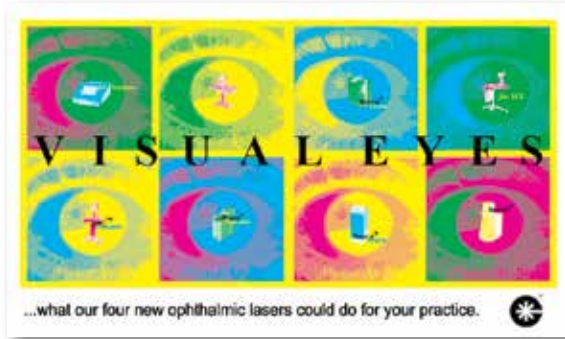
Equipment graphics
 Treatment nomenclature
 Graphic user interface

DEEP SEE[®]

Technology name & logo



Professional journal ad



Ophthalmology ad campaign



follow the leader

Corporate logo refresh & tagline

AAD host city billboard



VERSAPulse

ULTRAPulse

LIGHTSheer

ULTRAFine

SKINscape™

Product naming & graphic identity



LightSheer and ChillTip device graphics

ChillTIP™

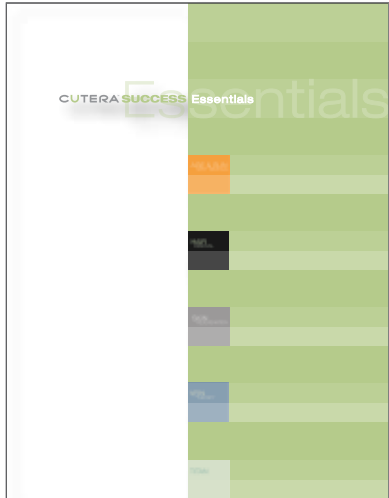
Consumable name & logo



Graphic User Interface design



Capital equipment graphics, color & finish



Practice management kit



Cutera micro-site



Control Around Every Curve

Product name, logo & tagline



Trade show direct mail campaign



Advertisement to aestheticians



Exhibit theme & graphics



Patient promotional mailer



Trade show booth planning, theme & graphics



Physician sales aid - cover



Physician sales aid - interior



Product name, logo & tagline



Product data sheet



Structural packaging & graphics



Consumables graphics



Device graphics application



Device graphics application



Corporate business materials



2 gig flashcard - front & back





Mousepad



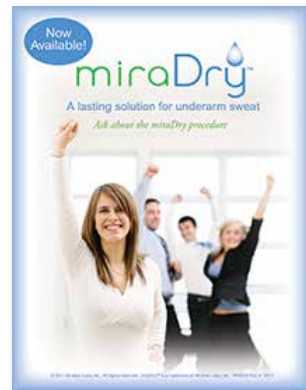
Inaugural trade show presence



U.S. & Int'l websites



8' x 40' corporate office mural



Conference placard



Packaging labels

miraDry™

Product name & logo



Capital equipment color & graphics system

miramarlabs®

Corporate logo refresh

miraDry™ bioTip™

Product name & logo



Device naming & color and graphic studies



Personalized mugs



Seminar placard



Corporate logo

Product line naming, structural packaging, graphics & color system, labeling hierarchy



Practice management tools



Installation guide



Patient experience handout



Patient brochure

Design/development of all new family of product logos, including new names for NeuroBlate (previously "AutoLITT"), NeuroBlate Network and ATAMA. System unites all products with the new Monteris graphic identity.



New Designs ^

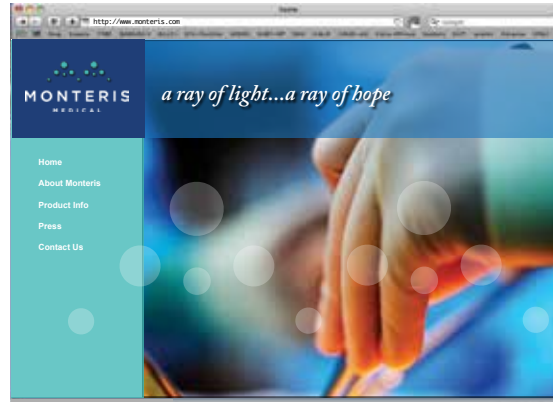
Original Designs v



Corporate Logo



Consumables labeling



Website design



Trade Show Booth



GUI / Software interface graphics

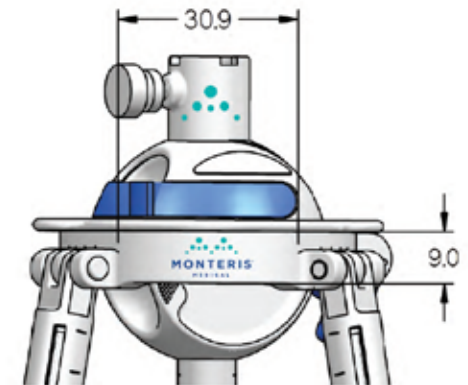


AutoLITT™

AXiiis Stereotactic Miniframe



NeuroBlate product brochure, including new names for products "SideFire" and "FullFire."



Equipment graphics



Original PROVENT[™] Packaging



New Design - PROVENT[™] Packaging



Certified Care Provider Seal of Approval

PROVENT[®]

SLEEP APNEA THERAPY

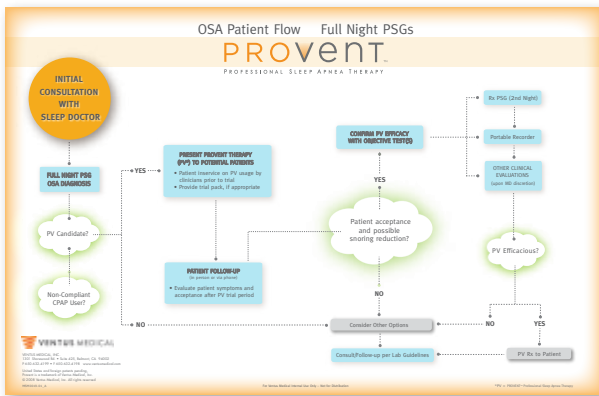
Ventus Medical
PROVENT Identity & Packaging



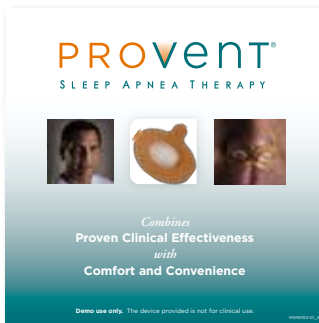
PROVENT[™] Website - Homepage



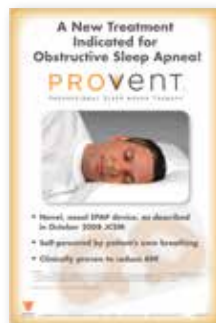
Event Brochure (diecut cover)



PROVENT[™] Therapy Flow Chart



Therapy Flow Chart



Trade Advertisement



Trade Show Booth Graphics

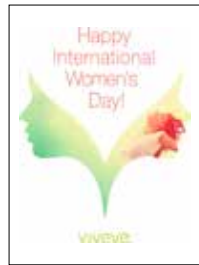
VIVEVE



Holiday Card



Digital Banner Ad



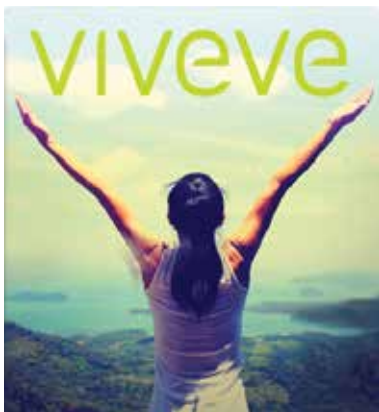
Facebook Post



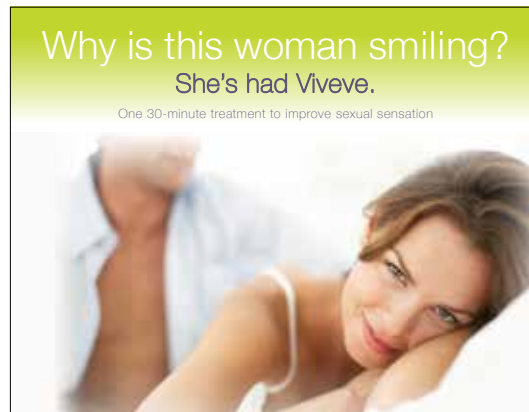
Corporate Print Ad



Product Sales Brochure



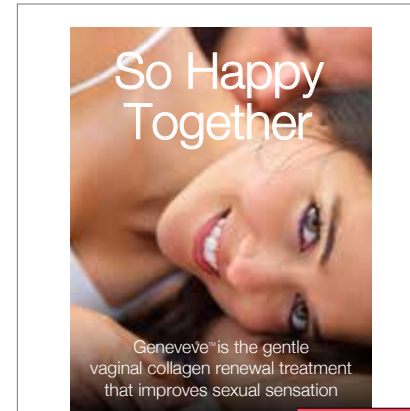
Corporate Hero Image / Multiple Applications



Trade Show Booth Graphic



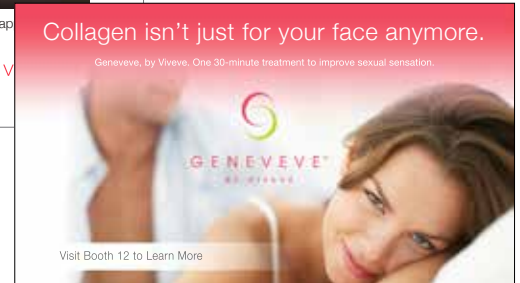
GENEEVE™ BY VIVEVE



Customer In-office Placard



Customer Support Sell Sheet



Trade Show Booth Graphic



Customer In-office Wall Clings

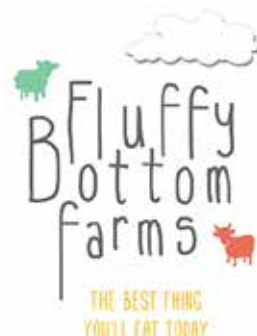
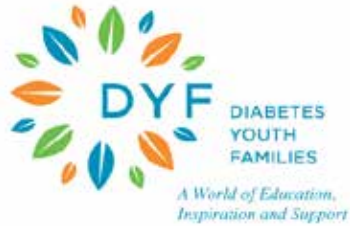


Viveve System Graphic User Interface

Additional Medical, Health, Wellness Identity Programs



LUCILE SALTER PACKARD
CHILDREN'S HOSPITAL AT STANFORD





Identity is Everything



STUDIOMOON

BRANDING BY DESIGN

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