

# Brand Guidelines

An Overview of the NxStage® Visual Identity

Visit [branding.nxstage.com](http://branding.nxstage.com) to download logos, templates, images and more.

Each exposure of the NxStage brand presents an opportunity to strengthen our image in the minds of our audiences and the general public. The purpose of these guidelines is to provide you with the tools that will enable you to maintain the integrity of the NxStage brand across all communications. Please use these guidelines consistently. Together we can ensure our brand is strong, recognizable and unique.

Visit [branding.nxstage.com](http://branding.nxstage.com) to download logos, templates, images and more. Log in through OKTA home page.

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Please contact the NxStage Marketing Communications Department.

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# Brand Positioning

**Positioning is what uniquely defines your brand in the hearts and minds of your audiences and differentiates you from the competition. It must have a single-minded focus, be deeply relevant to who you really are and be compelling to your target market. It is also a story that is never completely told, allowing your audiences to fill in, and become a part of, your narrative.**

## WHAT DO WE DO?

NxStage is the leader in revolutionary renal care products and therapies proven to transform patients' lives. Our hemodialysis system is simpler, more flexible and more portable than conventional systems.

## HOW DO WE DO IT?

Whether it's for acute or chronic kidney failure, NxStage's products are easy-to-use, safe, self-contained and specifically designed to fit around patients' lifestyles and health.

## WHO DOES IT MATTER TO?

NxStage's products and treatments make life easier for renal care patients, for the caregivers who support them, for forward-thinking nephrologists who want patients to thrive, and for nursing staff who care deeply for their patients' wellbeing.

## WHY SHOULD THEY CARE?

NxStage believes that every renal care patient is a person, not a problem. And that conventional renal therapy is not doing enough to recognize that. NxStage's products and treatments challenges this by freeing patients to live life to its fullest.

# Brand Personality

**A brand personality humanizes your brand, giving it a distinct character and sensibilities that reflect your own. It helps differentiate you from the competition, directs your public image and is the engine that drives brand experiences. A Brand Personality is shown, never told.**

## No. 1 Smart

NxStage is intelligent, expert and has the street smarts and experience to embrace any undertaking – no matter how complex or daunting.

## No. 2 Agile

NxStage is flexible, nimble and quick to do what it takes to adapt to and succeed against the challenges of a constantly changing world.

## No. 3 Reliable

NxStage is trustworthy, consistent and dependable in both the performance and quality of its products and services.

## No. 4 Empathetic

NxStage is approachable, a great listener, easy to talk to and understands – no matter who you are.

## No. 5 Bold

NxStage is confident, courageous, and forward-looking, and pursues inspired, intelligent and informed risks where others dare not.

# Brand Principles

Brand principles are the actionable beliefs your brand holds above all else. They inform your brand culture and reflect what you will never compromise on – whatever your future holds. All decisions must be in line with brand principles.

## No. 1 Always Renal Care.

NxStage's brand will always focus on creating better solutions for renal care.

## No. 2 Always Best-in-Class.

NxStage's brand will always ensure that the products and services it brings to market will be best in class.

## No. 3 Always Impact.

NxStage's brand will always embody solutions that have a measurable impact and measure the results of its efforts to demonstrate value, credibility and success.

# Brand Promise

**Your brand promise is a memorable, dramatic phrase that sums up the tone and premise of your brand, is your unique differentiator and reinforces and strengthens the target audiences' memory of your brand. Internally, it is used to drive actions and ensures that everyone in the organization acts as one. A brand promise can be a tagline.**

## Invent. Improve. Inspire.™

NxStage helps all stakeholders in the battle against renal failure perform better by driving more effective renal therapy products and services.

NxStage always challenges itself to perform better and advance its value in the market. And it challenges its employees, its partners and its patients to do better. Invent, Improve and Inspire is a call to arms. It's a challenge. And it's a mindset

# Brand Architecture

Brand architecture is the structure of the offerings within your organization. It addresses how they relate to, and are differentiated from, one another and the brand externally.

## A PARENT-DRIVEN HOUSE.

NxStage becomes a parent brand that drives all descriptive sub-brands. This architecture focuses dollars and attention on building a single parent brand and leverages subsequent equity (awareness, association and loyalty) to endorse sub-brands that are descriptors of areas of focus. This allows for a clear, concrete structure to organize current and future sub-brands and maintain a relationship between them – and allows for a stronger identity when expanding in new markets.



# Logo Artwork

The NxStage logo is the basis of our corporate identity. It should never be recreated or modified in any way.

Whenever possible, the NxStage logo should appear in color on a white or light-colored background. This is important in maintaining a strong, consistent image. Please refer to the section “Logo on Colored Backgrounds” for usage of the reverse NxStage logo.

There are two versions of the NxStage logo—with and without the tagline. The version with the tagline is preferred, however, both versions are acceptable.

The tagline version is generally used in a standalone context. The non-tagline version should be in address blocks or when combined with other text.

If a particular logo application requires use of the reverse (white) logo at a size smaller than 1.75 inches (4.5 cm) wide, then the tagline should not be included because it will not reproduce at an acceptable quality at this size.



# Clear Space

To maintain visual clarity and to provide maximum impact, the logo must always have an area of clear space surrounding it.

Clear space gives the logo “visual breathing room.” Always observe the clear space requirements shown here when reproducing the NxStage logo. It must never appear to be crowded by text or other graphic elements.

The amount of clear space needed is proportional to the size of the logo. Measure the width of the letter “E” in NxSTAGE. This measurement establishes “x” and is used to measure the clear space surrounding the logo on all sides.

The only exception to this rule is when the logo is used in an address block, in which case the clear space under the logo may be reduced to allow for a more visually appealing block.

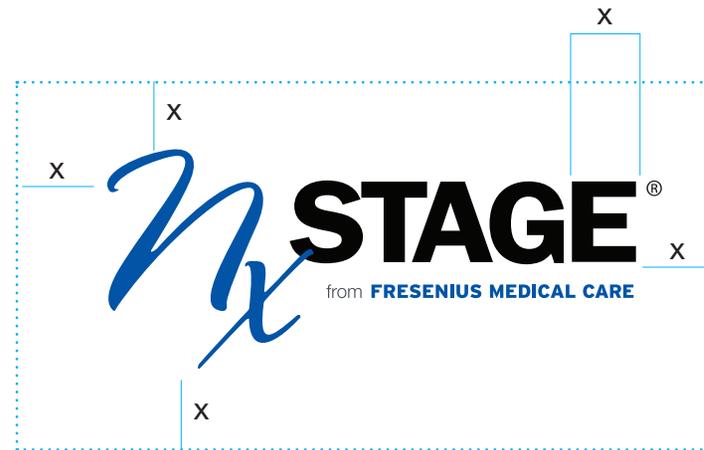
## Logo Placement

Wherever possible and practical in standard marketing pieces, the logo should be placed as follows:

FRONT: Top left

BACK: Lower right, with address block

CLEAR SPACE FOR  
LOGO WITHOUT TAGLINE



# 2-Color

The NxStage logo should be reproduced in two colors whenever possible.

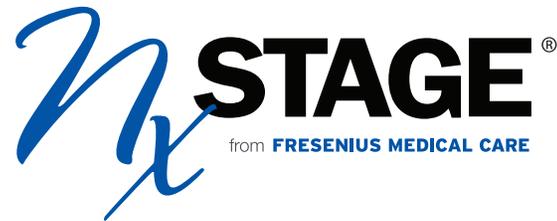
The NxStage colors are Pantone 300 and Black. Refer to actual Pantone® chips to match colors. Do not attempt to match color from these guidelines.

When printing, a spot color should be used for the Blue whenever possible. Only this spot color ink, Pantone 300, can accurately reproduce the NxStage blue.

If the logo cannot be reproduced using a spot color, then 4-color process (CMYK) printing may be used. Refer to the specifications shown here for the color breakdowns.

Use the NxStage logo in RGB mode (Red, Green, and Blue) for computer screen display and JPG files only.

**Visit [branding.nxstage.com](http://branding.nxstage.com) to download logos**



## PANTONE 286

**Process Color**  
Cyan: 100%  
Magenta: 60%  
Yellow: 0%  
Black: 10%

**RGB Color**  
R: 0  
G: 51  
B: 160

**HTML**  
0033A0



## BLACK

**Process Color**  
Cyan: 0%  
Magenta: 0%  
Yellow: 0%  
Black: 100%

**RGB Color**  
R: 0  
G: 0  
B: 0

**HTML**  
000000

# 1-Color

When printing the logo in color is not an option, there are two 1-color logo options, all black or all white.

Visit [branding.nxstage.com](http://branding.nxstage.com) to download logos



## BLACK

**Process Color**  
 Cyan: 0%  
 Magenta: 0%  
 Yellow: 0%  
 Black: 100%

**RGB Color**  
 R: 0  
 G: 0  
 B: 0

**HTML**  
 000000



## WHITE

See next page for details

# On Colored Backgrounds

Whenever possible, the NxStage logo should appear in two colors. However, the white reverse version is also acceptable on approved backgrounds. For maximum impact and contrast, the reverse version of the logo should be used on a solid, dark background color. It is not acceptable to use the logotype over a photograph\*, pattern, or complex background because its legibility will be compromised. The examples here represent acceptable options.

The logo with tagline should not be used in reverse at sizes smaller than 1.75 inches (4.5cm), as the tagline will not reproduce well at this size.

\* Exceptions can be made if the logo clearly visible over images. See Marketing Communications Department for guidance.

## REVERSE WHITE LOGO ON BLACK

Background must not be screened more than 70%

## REVERSE WHITE LOGO ON PMS 300

Background must not be screened more than 70%



# NxStage Line of Businesses

The LOB logos should be used in LOB-specific marketing collateral or in other contexts where individual business products or capabilities are emphasized.

**Visit [branding.nxstage.com](http://branding.nxstage.com) to download logos**

2-COLOR LOGO (black + PMS 300)



1-COLOR LOGO



VersiHD™

To support our brand recognition, it is important that our product names are consistently represented in all materials. The Versi logo should be used when possible. When product name appears in copy the following formate will be followed.

VersiHD

LOGO

VersiHD™

LOGO COLORS



PANTONE 300

**Process Color**  
 Cyan: 100%  
 Magenta: 44%  
 Yellow: 0%  
 Black: 0%

**RGB Color**  
 R: 0  
 G: 121  
 B: 193

**HTML**  
 0079c1



PANTONE 2995

**Process Color**  
 Cyan: 90%  
 Magenta: 11%  
 Yellow: 0%  
 Black: 0%

**RGB Color**  
 R: 0  
 G: 164  
 B: 228

**HTML**  
 00a4e4

VersiPD™

To support our brand recognition, it is important that our product names are consistently represented in all materials. The Versi logo should be used when possible. When product name appears in copy the following formate will be followed.

VersiPD

LOGO

Versi<sup>TM</sup>PD

LOGO COLORS



PANTONE 300

**Process Color**  
 Cyan: 100%  
 Magenta: 44%  
 Yellow: 0%  
 Black: 0%

**RGB Color**  
 R: 0  
 G: 121  
 B: 193

**HTML**  
 0079c1



PANTONE 376

**Process Color**  
 Cyan: 50%  
 Magenta: 0%  
 Yellow: 100%  
 Black: 0%

**RGB Color**  
 R: 141  
 G: 198  
 B: 63

**HTML**  
 8dc63f

# One Color Product Logos

To support our brand recognition, it is important that our product names are consistently represented in all materials. Shown here is the approved format for the following product logos.

If a product carries a registered mark, trademark, or service mark, the mark should be top-aligned with the last letter of the product name in this format.

Logo's can be used all black or all white.

**Visit [branding.nxstage.com](http://branding.nxstage.com) to download logos**

FONT: NEUE HELVETICA THIN

FONT: NEUE HELVETICA LIGHT

↓ pureflow™ SL ←

Height of 2nd word and any trademark symbol equal the x-height of the 1st word.

oneview™

comfortmate™

masterguard®

masterguard<sup>®</sup>plus

 nxview



PANTONE 300

**Process Color**  
Cyan: 100%  
Magenta: 44%  
Yellow: 0%  
Black: 0%

**RGB Color**  
R: 0  
G: 121  
B: 193

**HTML**  
0079c1

# 2 Color Product Logos

To support our brand recognition, it is important that our product names are consistently represented in all materials. Shown here is the approved format for the following product logos.

If a product carries a registered mark, trademark, or service mark, the mark should be top-aligned with the last letter of the product name in this format.

Logo's can be used all black or all white.

**Visit [branding.nxstage.com](http://branding.nxstage.com) to download logos**



**PANTONE 300**

**Process Color**  
Cyan: 100%  
Magenta: 44%  
Yellow: 0%  
Black: 0%

**RGB Color**  
R: 0  
G: 121  
B: 193

**HTML**  
0079c1



**BLACK**

**Process Color**  
Cyan: 0%  
Magenta: 0%  
Yellow: 0%  
Black: 100%

**RGB Color**  
R: 0  
G: 0  
B: 0

**HTML**  
000000

# Type Treatment

When product name appears in copy the following format will be followed. The following should be trademarked as needed. Refer to CORPORATE & PRODUCT TRADEMARKS section.

NxStage  
NxStage System One  
System One  
Nx2me  
NxSteps  
PureFlow SL  
OneView  
ComfortMate  
MasterGuard  
MasterGuard Plus  
NxView  
VersiHD  
VersiPD

# Primary Marketing Typefaces

## For Non-Microsoft Office Applications\*

Consistent use of the NxStage typography is important in promoting the unique “look and feel” of the brand.

The primary typographic palette consists of the classic san-serif font family named Helvetica Neue.

Helvetica Neue should be used for all NxStage text—from body copy to main headlines. The font family is very diverse, offering a wide variety of different weights including Thin, Light, Roman, Medium, Bold, and Black.

The NxStage supporting casual script font that should be used *selectively* is Lavanderia Sturdy. Its purpose is to add a personal touch to the messaging and to bring to life select short snippets of copy on collateral covers. Avoid overuse.

Please refer to the “Alternate Typefaces” section if these typefaces are not available to you.

*The Primary fonts can be purchased online for BOTH Windows and Mac.*

Helvetica Neue:  
[www.linotype.com](http://www.linotype.com)

Lavanderia Sturdy:  
[www.losttype.com](http://www.losttype.com)

### HELVETICA NEUE THIN

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:.”{ } [ ] ( )

### HELVETICA NEUE LIGHT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:.”{ } [ ] ( )

### HELVETICA NEUE ROMAN

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:.”{ } [ ] ( )

### HELVETICA NEUE MEDIUM

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:.”{ } [ ] ( )

### HELVETICA NEUE BOLD

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:.”{ } [ ] ( )

### HELVETICA NEUE BOLD CONDENSED

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:.”{ } [ ] ( )

### HELVETICA NEUE BLACK

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:.”{ } [ ] ( )

### LAVANDERIA STURDY

abcdefghijklmnopqrstuvwxy  
A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
1234567890@#\$\$%^&\*!/?/;:.”{ } [ ] ( )

\* These guidelines apply to professionally designed marketing materials generated by the Marketing Communications department or by external creative agencies. For PC-friendly/MS Office applications, see the “Alternate Typefaces” section.

# Sample Application

Headline → **Helvetica Neue Thin**

Subhead → **Helvetica Neue Bold Condensed**

Short Snippets of Copy  
 Helvetica Neue Bold w/ 50 tracking  
 paired with Lavanderia Sturdy

→ **IMPROVING** *lives.*

Body Copy Subhead → **Subhead Copy: Helvetica Neue Bold Condensed**

Body Copy → Helvetica Neue Roman. Lorem ipsum dolar mel ea modo dolor incorrupte, ius in vidit epicuri volutpat esta. consequat et vix. Nibh eripuit ei vis, sin gulis inciderint eu has. Eos modus impetus ex. Vix id assueverit perse queris. James enjoys quality time with his family more than he ever has, lorem ipsum dolar estan lorem ipsm dolar.

**Subhead Copy: Helvetica Neue Bold Condensed**

Helvetica Neue Roman. Lorem ipsum dolar mel ea modo dolor incorrupte, ius in vidit epicuri volutpat esta. consequat et vix. Nibh eripuit ei vis, sin gulis inciderint eu has. Eos modus impetus ex. Vix id assueverit perse queris. James enjoys quality time with his family more than he ever has, lorem ipsum dolar estan lorem ipsm dolar.

# Alternate Typefaces

## PC-Friendly/Microsoft Office Applications

When the primary typefaces are not available, these alternate typefaces are acceptable alternatives. These alternate options are more commonly found in Microsoft Office applications on PC's and should be used when creating Word documents, Powerpoint presentations, Excel spreadsheets, and email communications.

The sans-serif Arial font should be the standard default for alternate typefaces. However, in legal correspondence and long technical writing pieces that conventionally appear in serif typefaces, Palatino Linotype should be used.

FONT SIZE: Where possible, 11-pt. font should be used in standard documents. The font size should only be decreased or increased when absolutely necessary. Copyright lines and legal disclosure language should be in 7-pt. font or larger.

### Email, Forms, and Microsoft Office Applications

#### ARIAL (body copy, copyright lines)

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890@#%^&\*!/?/;:."{}[]()

#### ARIAL BOLD (subheads, emphasis)

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890@#%^&\*!/?/;:."{}[]()**

#### PALATINO LINOTYPE (body copy)

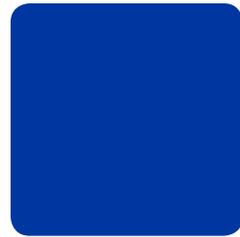
abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890@#%^&\*!/?/;:."{}[]()

#### PALATINO LINOTYPE ITALIC (emphasis, callouts)

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890@#%^&\*!/?/;:."{}[]()*

# Brand Colors

Color is a powerful and memorable component of the NxStage brand. The brand colors should always be reproduced consistently. For more specific guidelines on how to use the color palette for specific NxStage key audiences, see the section “Brand Application by Key Audience” beginning on page 26.

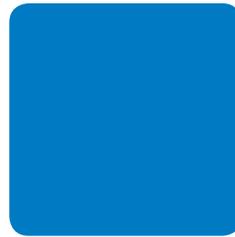


PANTONE 286

**Process Color**  
Cyan: 100%  
Magenta: 60%  
Yellow: 0%  
Black: 10%

**RGB Color**  
R: 0  
G: 51  
B: 160

**HTML**  
0033A0



PANTONE 300

**Process Color**  
Cyan: 100%  
Magenta: 44%  
Yellow: 0%  
Black: 0%

**RGB Color**  
R: 0  
G: 121  
B: 193

**HTML**  
0079c1



PANTONE 2995

**Process Color**  
Cyan: 90%  
Magenta: 11%  
Yellow: 0%  
Black: 0%

**RGB Color**  
R: 0  
G: 164  
B: 228

**HTML**  
00a4e4



PANTONE 376

**Process Color**  
Cyan: 50%  
Magenta: 0%  
Yellow: 100%  
Black: 0%

**RGB Color**  
R: 141  
G: 198  
B: 63

**HTML**  
8dc63f



PANTONE 137

**Process Color**  
Cyan: 0%  
Magenta: 35%  
Yellow: 90%  
Black: 0%

**RGB Color**  
R: 251  
G: 176  
B: 52

**HTML**  
fbb034



PANTONE 7692

**Process Color**  
Cyan: 100%  
Magenta: 45%  
Yellow: 0%  
Black: 45%

**RGB Color**  
R: 0  
G: 85  
B: 135

**HTML**  
005587



PANTONE 3285

**Process Color**  
Cyan: 100%  
Magenta: 0%  
Yellow: 50%  
Black: 7%

**RGB Color**  
R: 0  
G: 159  
B: 147

**HTML**  
009f93



PANTONE 2603

**Process Color**  
Cyan: 69%  
Magenta: 100%  
Yellow: 0%  
Black: 2%

**RGB Color**  
R: 110  
G: 41  
B: 141

**HTML**  
6e298d



PANTONE 234

**Process Color**  
Cyan: 6%  
Magenta: 100%  
Yellow: 0%  
Black: 26%

**RGB Color**  
R: 175  
G: 0  
B: 110

**HTML**  
af006e



PANTONE 200

**Process Color**  
Cyan: 0%  
Magenta: 100%  
Yellow: 63%  
Black: 12%

**RGB Color**  
R: 211  
G: 18  
B: 69

**HTML**  
d31245

# Photo Style and Subjects

Visit [branding.nxstage.com](http://branding.nxstage.com) to download available images.

## Photo Style

NxStage photography is always fresh and engaging, with unique views of the world. Select photos that have inspiring perspectives, dynamic angles, and offer impactful ways to express our unique brand voice.

Photography should feel professional and authentic, containing natural light whenever possible so that the photos have an unstaged and natural feel.

Photos should be rich in contrast and should consider the approved color palette. A shallow depth of field with a strong focal point will draw attention to important aspects of the photo.

Photo groupings should include a range of cropping types. Sometimes showing more up-close and personal details, and for contrast, also including some croppings that give a more expansive scene, giving a larger context.

Product photography should always be a style that celebrates the design of our products in a proud, confident way. Showcasing the iconic shapes and silhouettes.

## Photo Subjects

NxStage collateral and materials will integrate multiple photo subjects to communicate the brand, depending on the key audience. The range of photo types including examples of each is defined here.

For more detail on photography for specific NxStage key audiences, please see section titled "Brand Application by Key Audience" beginning on page 25.

\*All images of the product/device must be shown in an environment that is appropriate to its regulatory clearance and that reflects approved clinical practices for its use.

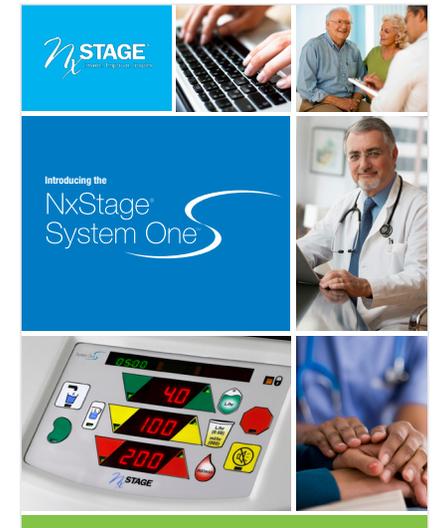
1	Patient as hero, showcasing product as appropriate*					
2	Critical Care Staff as hero, showcasing product as appropriate*					
3	Nurse as hero, showcasing product as appropriate*					
4	Physician without nurse, relatable images					
5	"Slice of Life" view of patients and their everyday lives, showing the vibrancy and bloom of health and freedom					
6	Vibrant nature photos, showcasing plant life in bloom, supporting the idea of the bloom of health and freedom					
7	Product as hero in an easy-to-understand context and appropriate environment*					
8	Product as hero on a simple, clean surface or silhouetted with no background					

# Grid System for Color Blocks & Photos

Specific graphic elements have been established to reinforce the NxStage brand. Consistent application of these elements is an important part of the identity.

One graphic element that is part of the NxStage identity is the grid system used for color blocks and photography. This is an organized method of creating a layout that allows you to incorporate a variety of colors and photo subjects into one successful and visual pleasing composition.

The exact breakup of the space is absolutely flexible for the specific content that needs to be presented, however, there are some basic rules to follow listed below.



## 1. INCLUDE A VARIETY OF SIZES AND PROPORTIONS

The goal of the grid is to form a pleasing arrangement of segments of varying sizes and proportions to support the content to be presented. Avoid an evenly weighted grid that has all segments the exact same size and same proportions with no variation. Also, the entire page does not need to be sectioned off into a grid. Sometimes just the bottom area or just the top area is enough and the remaining white space of the page can be used to place type and logos more freely.

## 2. PLACE CONTENT IN TERMS OF HEIRARCHY

Important headlines and photos should be placed in the larger segments to have the most impact. Supporting text and photos can be placed in the smaller segments. Often the specific photos, text, and logos that need to be incorporated on a particular piece will dictate the layout of the grid.

## 3. DON'T OVERSATURATE THE GRID WITH CONTENT

Be sure to leave some visual breathing room in the arrangement. Avoid filling every segment with content and having all content be a tight fit within the segment. Ideally, some of segments will be more airy — even solid blocks of color with no content to support the color palette that is appropriate for the audience. Other segments that contain text should try to leave visual breathing room around the text within the segment so it doesn't feel like a tight fit.

## 4. ALLOW FOR CLEAR SPACE AROUND THE LOGO

If the NxStage logo is being placed within the grid, be sure the segment is sized to give the logo the appropriate amount of breathing room or "clear space". Also, try to keep the NxStage logo placed in a segment that is positioned at the outer edges of the page so the eye can easily find it and the viewer doesn't have to work hard to find it within the grid.

## 5. USE CONSISTENT WEIGHT OF WHITE SPACE BETWEEN THE SEGMENTS

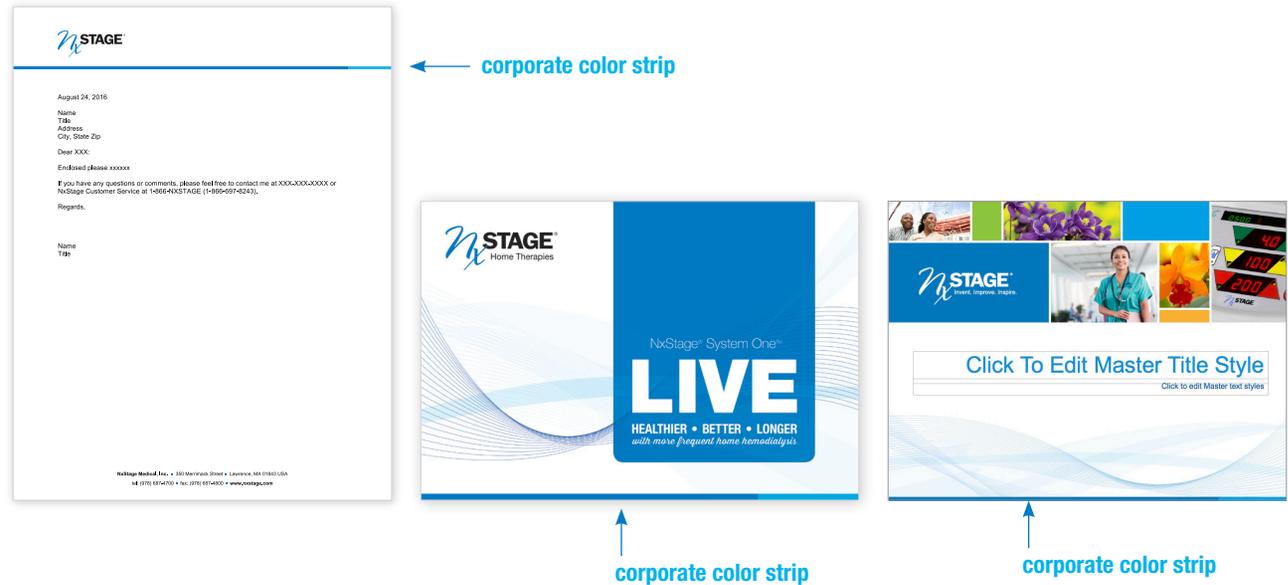
It's important that the overall width of the white space between the segments feels appropriate and proportional for the size of the page. The white space between individual segments should also be consistent on the page. For example, the cover of this brand guide uses 4pt white lines to separate the segments, which is appropriate for a NxStage grid on a letter size sheet of paper.

# Corporate Color Strip

Specific graphic elements have been established to reinforce the NxStage brand. Consistent application of these elements is an important part of the identity.

One graphic element that is a part of the NxStage identity is the corporate color strip. This is simple way of branding a NxStage layout by using a color bar of brand colors. The bar is made up of two NxStage blues — PMS 300 and PMS 2995.

The exact placement on the page and size of the bar is fairly flexible, however, there are some basic rules to follow listed below.



## 1. PMS 300 BLUE USED AS DOMINANT COLOR

The color strip should be broken up into two sections of NxStage colors. The larger part of the strip should be PMS 300 and the smaller part of the strip should be PMS 2995.

## 2. COLOR BREAK POINT SHOULD ALIGN WITH THE GRID

The exact break point where the two colors meet together is flexible as long as the darker blue is larger and the lighter blue is smaller. Ideally the color break point should align with something else in the layout, such as a copy margin, a copy block, or the edge of a color block or photo block.

## 3. HORIZONTAL ORIENTATION

The color strip should always be horizontal in orientation and should never appear vertical on the page.

## 3. SIZE APPROPRIATELY

It's important that the overall thickness of the color strip feels appropriate and proportional for the size of the page. For example, the cover of this brand guide uses a strip that is 0.15 inches thick, which is appropriate for a NxStage color strip on a letter size sheet of paper.

## 5. PLACE ON PAGE TO HELP DEFINE CONTENT AREAS

The color strip can be used once on the page as a visual separation between sections of content. For example, it can be placed below a page header as a separation with the body copy, or above a photo grid as a separation with the headline section. It can also be used at the page edge, as a header or footer on the page.

# Linear Motion Graphic

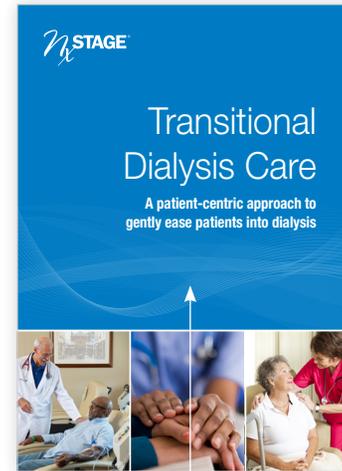
Specific graphic elements have been established to reinforce the NxStage brand. Consistent application of these elements is an important part of the identity.

One graphic element that is a part of the NxStage identity is the linear motion graphic. This is an energetic design element that uses the brand colors. It can be used to add visual energy to NxStage layouts. It can also be used more strategically as a device to guide the viewer's attention along a specific path.

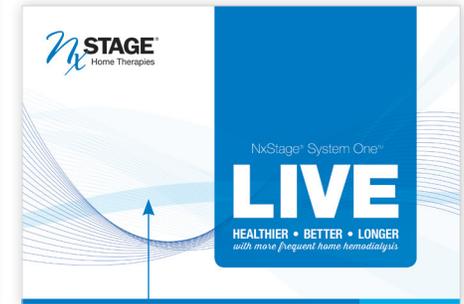
The exact placement on the page and size of the linear motion graphic is fairly flexible, however, there are some basic rules to follow listed below.



linear motion graphic



linear motion graphic



linear motion graphic

## 1. ALWAYS USE THE APPROVED BRAND ARTWORK

Always start with the approved artwork and from there it can be modified to fit the flow of a specific layout. Never attempt to recreate the artwork from scratch.

## 2. NEVER INCLUDE THE GRAPHIC ON BUSY LAYOUTS

The linear motion graphic should be used selectively to add more visual energy to a layout. Avoid adding it to layouts that are already saturated with photos and content, as the layout will become too busy and overwhelming.

## 3. HORIZONTAL ORIENTATION

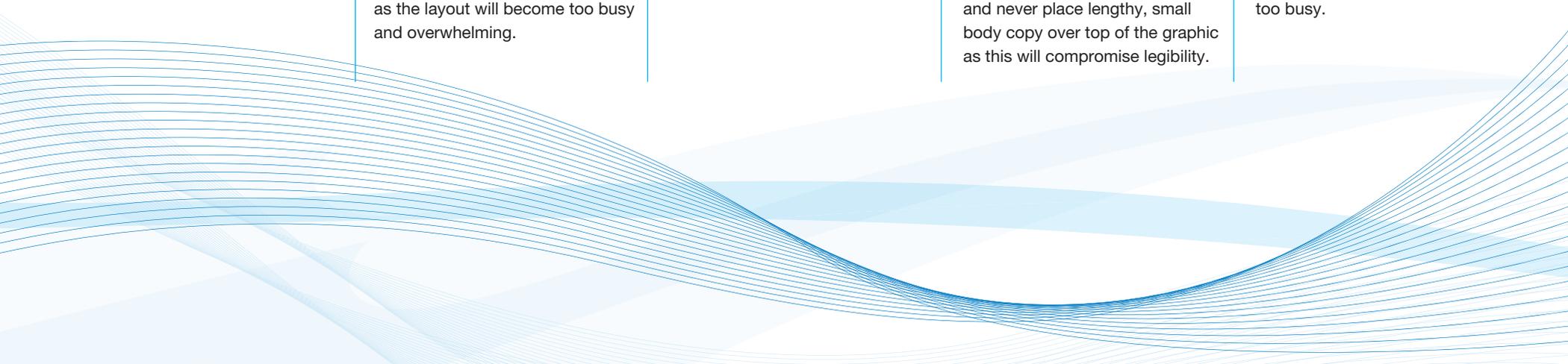
The linear motion graphic should always be horizontal in orientation, with the energy moving left and right and should never appear to flow vertical on the page.

## 3. SIZE APPROPRIATELY

It's important that the overall size of the graphic feels appropriate and proportional for the size of the page and the amount of blank space available. Never overcrowd the graphic with other elements and never place lengthy, small body copy over top of the graphic as this will compromise legibility.

## 5. LIGHTWEIGHT LINES

The lines on the graphic should never be modified to appear significantly thicker and heavier. This will add too much weight to the graphic and it will lose its light and airy feel, making the page feel too busy.



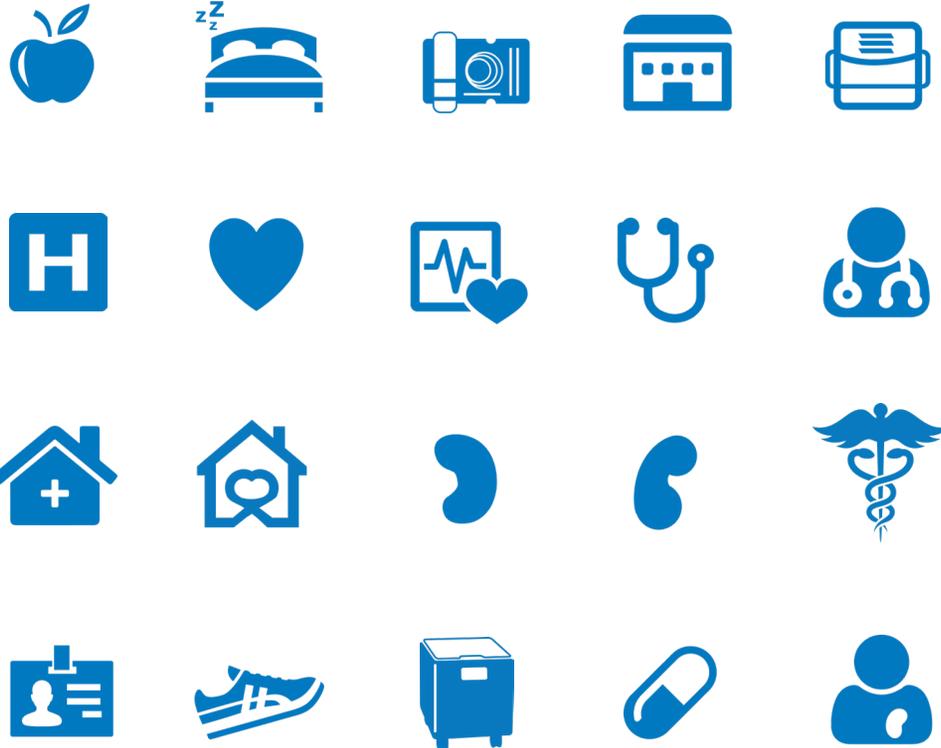
# Iconography

Icons should convey information and should not be used as decoration.

Follow these simple guidelines below when creating iconography for NxStage:

- Icons should never be used decoratively.
- Don't try to make an icon look realistic. Simplify as much as possible.
- When represent a complex message, don't use icons.
- Don't overuse icons.

Visit [branding.nxstage.com](http://branding.nxstage.com) to download icons.

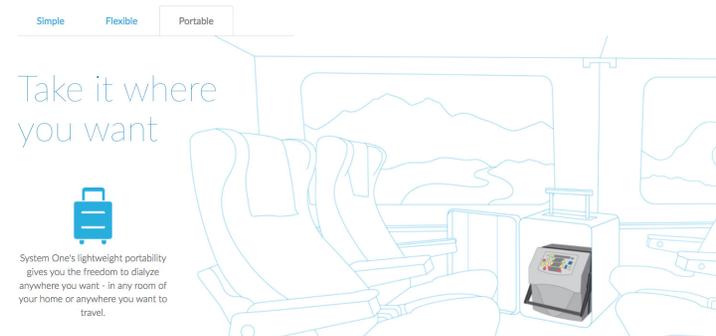


# Illustrations

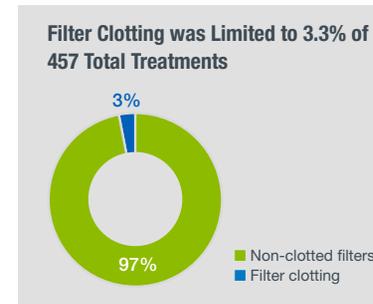
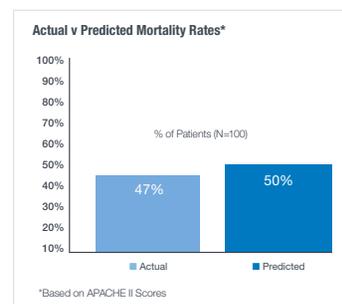
Illustrate to communicate. Illustrations can be an important part of our story, training material or to convey ideas. They should have a purpose and never be used as decorations. They should be unique to NxStage, and provide information.

Follow these simple guidelines below when creating illustrations for NxStage:

- Illustrations should never be used decoratively.
- Illustrations should tell stories and convey ideas.
- Illustrations should be simple.
- Illustrations should be vector-based artwork.
- Use illustration when photography won't work.
- Use colors from the NxStage palette, no gradients



## CHARTS:



	Pre-treatment	Post-treatment	P-value
Sodium (mEq/L)	138.6 ± 5.1	136.4 ± 3.9	<0.001
Potassium (mEq/L)	4.3 ± 0.7	3.9 ± 0.6	<0.001
Bicarbonate (mEq/L)	22.1 ± 4.8	22.7 ± 3.9	0.1
Calcium (mg/dL)	8.0 ± 1.1	8.1 ± 0.9	0.3
Phosphate (mg/dL)	5.5 ± 2.2	4.3 ± 1.6	<0.001
Albumin (g/dL)	2.3 ± 0.6	2.3 ± 0.6	0.5
Urea nitrogen (mg/dL)	69.6 ± 24.8	50.7 ± 22.0	<0.001
Creatinine (mg/dL)	4.3 ± 2.0	2.9 ± 1.3	<0.001
Weight (kg)	98.8 ± 26.4	93.4 ± 23.1	<0.001
MAP (mm Hg)*	72.8 ± 13.6	74.4 ± 15.2	0.02

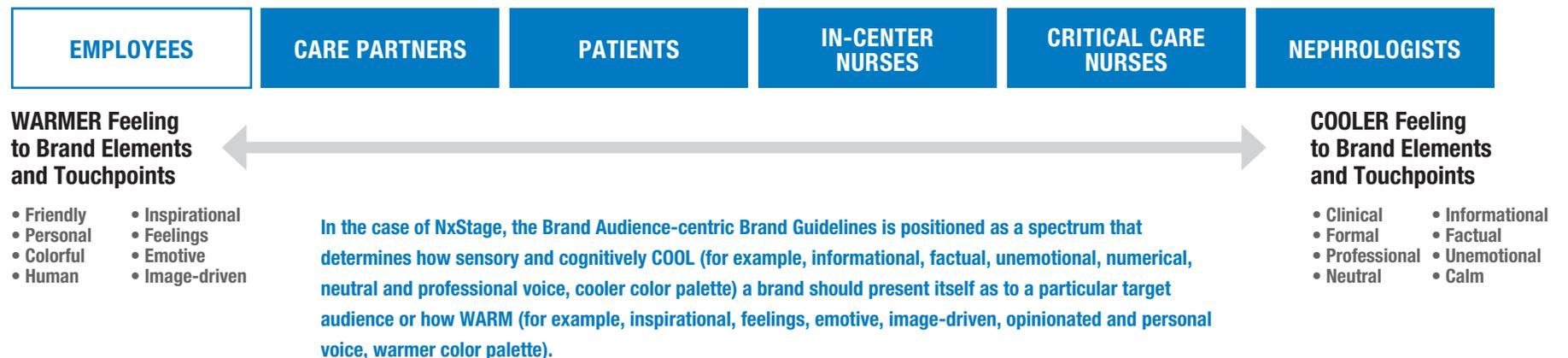
# Overview of Audience-Driven Guidelines

An audience-driven brand guideline is a structured, carefully designed approach to branding that helps your brand be more fluid and adaptable in how it presents itself to individual target markets. This type of flexibility is critical in order for a brand to be perceived as optimally relevant, meaningful, and valued by individual target markets. It is important to understand that the brand can be flexible in this way while remaining true to its core brand positioning, personality, principles, and promise.

For example, investors have very different expectations of The NxStage brand than patients. Investors are far more interested in the brand's financial performance whereas patients are far more interested in the brand's ability to provide an easier form of hemodialysis. The language, voice, graphics, imagery, and color palette, to most effectively communicate with each audience will be different.

A target market's perception of a brand is created in one way only – Brand Touchpoints. A brand's touchpoints are any way whatsoever that a brand touches its target market. Touchpoints include, for example, the brand's name and visual identity, product and packaging design, messaging and language, photography and imagery, typography and color palette, advertising and social media, pricing and promotions, website and interactive presence, print and digital collateral, corporate culture and service support, and environmental design such as interior design and booths. These brand elements are combined in various ways to form brand experiences.

All of these parts form a whole that is far greater than the sum of its parts. If any of those parts sharply contradict the whole or its component parts, a target market's experience of the the brand will be inconsistent, incoherent, and cognitively confusing. This creates brand dissonance which can greatly damage a brand. Audience-driven brand guidelines allow us to design to, and walk, this delicate balance between a cohesive, consistent brand that also need to adapt to each target market in order to remain directly compelling.



Each audience is positioned along this spectrum and all brand touchpoints take their design cue from their position along this spectrum. It is important to note that their position along the spectrum indicates what the bulk of the touchpoints should consider, but that does not necessarily mean they do so exclusively. Some touchpoints will need to draw on other parts of the spectrum in order to be relevant.

# Key Audiences at a Glance

An audience-driven brand guideline is a structured, carefully designed approach to branding that helps your brand be more fluid and adaptable in how it presents itself to individual target markets. This type of flexibility is critical in order for a brand to be perceived as optimally relevant, meaningful, and valued by individual target markets. It is important to understand that the brand can be flexible in this way while remaining true to its core brand positioning, personality, principles, and promise.



**WARMER Feeling to Brand Elements and Touchpoints**

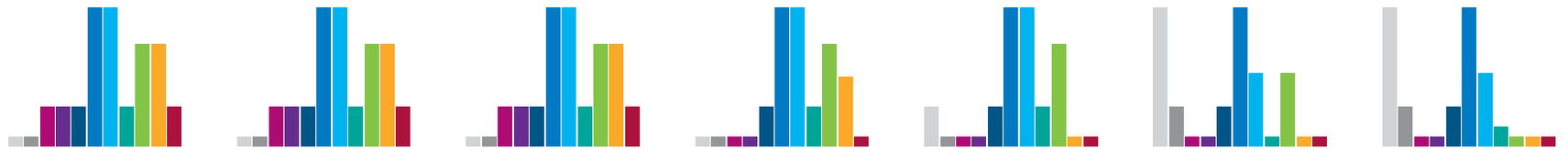
**COOLER Feeling to Brand Elements and Touchpoints**

**VOICE**

- Friendly
- Personal
- Colorful
- Human
- Inspirational
- Feelings
- Emotive
- Image-driven

- Clinical
- Formal
- Professional
- Neutral
- Informational
- Factual
- Unemotional
- Calm

**COLOR PALETTE**



**PHOTOGRAPHY**

- Multi-faceted
- Approachable
- Vibrant & Fresh

- Direct
- Trustworthy
- Informational

Patient as hero	X	X	X				X
Critical Care Staff as hero	X					X	
Nurse as hero	X	X		X			
Physician without nurse						X	
Patients' everyday lives, health & freedom	X	X	X	X			X
Vibrant nature photos	X	X	X	X			
Easy-to-understand product photos	X	X	X	X	X	X	X

**VISUAL VOLUME**

- Energetic & plentiful in volume

- Formal & restrained in volume

**TYPOGRAPHY**

- Multi-faceted
- Most variation in color, size & weight

- Restrained
- Least variation in color, size & weight

# Audience #1: The NxStage Employee


 EMPLOYEES

CARE PARTNERS

PATIENTS

IN-CENTER  
NURSESCRITICAL CARE  
NURSES

NEPHROLOGISTS

## TYPICAL PROFILE:

- Has experience within the healthcare industry
- Developed expertise in the renal business
- Demonstrably intelligent and skilled
- Passionate, highly motivated, and wants to make a difference
- Dedicated with a strong sense of ownership and work ethic
- Compassionate and caring towards patient-wellbeing
- Independent and can work on their own, but is a good team player also
- Embraces change, loves challenges, creativity, and solving problems
- Strong communicator, good situational awareness, and connects well with people
- Willing to push themselves, the status quo, and what they believe is right
- Disciplined and can follow process and procedure
- Curious about customers' needs and always asks why
- Eager to learn and grow with the company

## THE TOP MESSAGES THAT MATTER TO THEM:

- They need to feel financially and professionally secure. Want to know NxStage's leadership, management, and peers are approachable and supportive. NxStage offers great benefits, teamwork, is fun, fair, and thinking is encouraged. NxStage supports people taking risk. NxStage is in a high growth period.
- They need to belong to a group of like-minded people. Want to know that at NxStage they work with people who are mission-driven. Everyone plays a meaningful role at NxStage and are proud of what they do. NxStage is committed to innovation and pushing boundaries. Intellectually, NxStage is a great place to be.
- They need to feel validated. Want to know NxStage is not a job for a clock-puncher – it's demanding, but extremely rewarding. NxStage is the market leader in home hemodialysis innovation. They will be exposed to a wide variety of smart people and innovative projects. We run lean – must be able to wear lots of hats and do whatever it takes. NxStage provides huge opportunity for good people – it's an A-player organization.
- They need to be all they can be. Want to know that at NxStage they have a real impact – they are saving lives. They can do things here and be a change agent. NxStage is more than a job, it's a calling.

## THE BEST WAY TO COMMUNICATE WITH THEM:

- When using emotive reasoning and appeals, use short, simple sentences in plain-English and layman's terms.
- When using rational reasoning and appeals, use professional sentence structures and jargon healthcare industry professionals are comfortable with and find credible.
- Show rather than tell where possible with evidence and fact-based photography, infographics, diagrams, customer reviews and testimonials.

# Audience #1: Employees



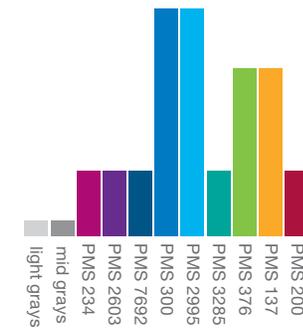
## VOICE

This audience is located on the far left end of our spectrum, requiring a WARMER voice to communicate messaging. In this friendly and approachable tone of voice, we are able to most effectively communicate the top messages that matter to this audience.

- Friendly
- Personal
- Colorful
- Human
- Inspirational
- Feelings
- Emotive
- Image-driven

## COLOR PALETTE

All of the NxStage brand colors may be used for this audience. The chart here shows the volume of application for specific colors. The dominant colors used for this audience are the two NxStage blues, the secondary colors are green and orange, and any of the remaining colors may be sprinkled in as needed to achieve a colorful, and vibrant feeling to support the tone of voice this audience is being spoken to in.



## PHOTOGRAPHY

The photography for this audience will be WARMER feeling being placed on the far left end of our spectrum. Photos will be multi-faceted, covering a wide variety of photo subjects and angles. Photos will be very approachable and vibrant feeling.

NxStage photography is always fresh and engaging, with unique views of the world. Select photos that have inspiring perspectives, dynamic angles, and offer impactful ways to express our unique brand voice. The selection of photos should consider the approved color palette for this audience.

- Multi-faceted
- Approachable
- Vibrant & Fresh

## PHOTOGRAPHY SUBJECTS

Photography for this audience will integrate a variety of photo subjects to support the multi-faceted, approachable, vibrant and fresh feeling. The sample range of photo subject types is outlined here.

Patient as hero	X
Critical Care Staff as hero	X
Nurse as hero	X
Physician without nurse	
Patients' everyday lives, health & freedom	X
Vibrant nature photos	X
Easy-to-understand product photos	X



## VISUAL VOLUME

The visual volume for this audience is energetic and plentiful. A higher volume of visuals should be chosen to engage and excite this audience, without being too busy or overwhelming. The visuals may touch on the variety of messages that matter most to this audience. The linear motion graphic to be used for added energy.

- Energetic & plentiful in volume

## TYPOGRAPHY

The typography treatments for this audience are multifaceted and include the most variation in color, size, and weight compared to other audiences on our spectrum. The variations add energy to materials and engage this audience in a friendly way.

- Multi-faceted
- Most variation in color, size & weight

# Audience #2: The NxStage Care Partner



## TYPICAL PROFILE:

- The NxStage caregiver is usually a relative, most often a spouse but can also be a son, daughter, brother or sister.
- Can also be a neighbor, community of interest member such as a church, or even another patient.
- Is physically and intellectually equipped to provide physical and emotional backup support with the challenges of dialysis.
- Tend to have nurturing, selfless personalities making them naturally compassionate, empathic and willing to be a good caregiver.
- Has the emotional strength and discipline to be committed to take on the burden and responsibility of being a caregiver and embrace the required lifestyle and technology of home hemodialysis.
- Respectful and caring towards patient wanting to see them transform their lives and succeed and can provide comfort and confidence as needed.
- Works well together with others knowing when to let the patient take control and when to step in with physical or emotional support.
- Can balance their personal lives with that of being a good caregiver, exercise emotional detachment when necessary and not fall into a co-dependent or resentful relationship.

## THE TOP MESSAGES THAT MATTER TO THEM:

- They need to feel safe. They're doing something that scares them. Want to know they can use NxStage with confidence, convenience, simplicity and ease. They will have support for all and any of their needs, worries or questions 24/7.
- They need to belong. They are fearful of being alone. Want to know there is a thriving community of NxStage caregivers out there, just like them. They are not the first, alone and that there are thousands who support NxStage home hemodialysis patients successfully and happily every day.
- They need to understand their role, responsibility, and limitations. Want to know NxStage will help them know exactly what they need to do (and what not) and how with familiarization, training and ongoing support methods in language, visualization and media that is convenient for them
- They need to feel validated. They have nurturing personalities that are being tested constantly. Want to know they are unique individuals valued for their willingness and strength – the benefit of what they do far outweighs the sacrifice.

## THE BEST WAY TO COMMUNICATE WITH THEM:

- Avoid complex, long sentence structures and jargon and use short, simple sentences
- Avoid Latinate vocabulary and use plain-English and layman's terms.
- Show rather than tell where possible with photography, infographics, diagrams and caregiver reviews and testimonials.

# Audience #2: The NxStage Care Partner



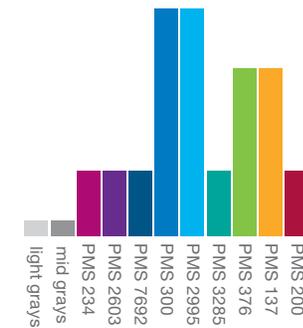
## VOICE

This audience is located closer to the left end of our spectrum, requiring a WARMER voice to communicate messaging. In this friendly and approachable tone of voice, we are able to most effectively communicate the top messages that matter to this audience.

- Friendly
- Personal
- Colorful
- Human
- Inspirational
- Feelings
- Emotive
- Image-driven

## COLOR PALETTE

All of the NxStage brand colors may be used for this audience. The chart here shows the volume of application for specific colors. The dominant colors used for this audience are the two NxStage blues, the secondary colors are green and orange, and any of the remaining colors may be sprinkled in as needed to achieve a colorful, and vibrant feeling to support the tone of voice this audience is being spoken to in.



## PHOTOGRAPHY

The photography for this audience will be WARMER feeling being placed closer to the left end of our spectrum. Photos will be multi-faceted, covering a wide variety of photo subjects and angles. Photos will be very approachable and vibrant feeling.

NxStage photography is always fresh and engaging, with unique views of the world. Select photos that have inspiring perspectives, dynamic angles, and offer impactful ways to express our unique brand voice. The selection of photos should consider the approved color palette for this audience.

- Multi-faceted
- Approachable
- Vibrant & Fresh

## PHOTOGRAPHY SUBJECTS

Photography for this audience will integrate a variety of photo subjects to support the multi-faceted, approachable, vibrant and fresh feeling. The sample range of photo subject types is outlined here.

Patient as hero	X
Critical Care Staff as hero	X
Nurse as hero	X
Physician without nurse	X
Patients' everyday lives, health & freedom	X
Vibrant nature photos	X
Easy-to-understand product photos	X



## VISUAL VOLUME

The visual volume for this audience is energetic and plentiful. A higher volume of visuals should be chosen to engage this audience, without being too busy or overwhelming. The visuals may touch on the variety of messages that matter most to this audience. The linear motion graphic to be used for added energy.

- Energetic & plentiful in volume

## TYPOGRAPHY

The typography treatments for this audience are multifaceted and include plentiful variation in color, size, and weight compared to other audiences on our spectrum. The variations add energy to materials and engage this audience in a friendly way.

- Multi-faceted
- Plentiful in variation of color, size & weight

# Audience #3: The Mass Adopter NxStage Patient



## TYPICAL PROFILE:

- Home hemodialysis candidates' potential mostly depend on the candidate patient's mindset rather than income, education, or other demographic indicators.
- Desire to be active, remain in the workforce and wants to have the life they had before dialysis such as travel, work, exercise, and leisure activities.
- Wants to take control of their lives and therapy and is self-assured, self-directed and disciplined enough to follow it through – wants to take care of their own kidney health and dialysis management.
- Have a good social support system in place to help them – spouse, siblings, family, friends, church who can be there in an emergency, remind them they are not a burden, and encourage them on days they feel off or frustrated.
- Have often tried in-center and PD and not happy with the depressing in-center environment, passive approach, lifestyle and time demands, and health results.

## THE TOP MESSAGES THAT MATTER TO THEM:

- Do they want to survive or thrive? With NxStage they have more control of your kidney health and dialysis management by performing dialysis at home on their own schedule which means they can live a more purpose-driven life and lifestyle. Keen to thrive, not just survive.
- Live fully. They can live a life closer to what they had before dialysis – feel better, be healthier, work, exercise, travel, spend more time with family and friends, have sex and eat more foods they like.
- Feel better. HHD makes a big difference to their health because it is closer to what it is like having fully-functioning kidneys – it stops them from overloading on fluids, their lab work levels out, they can enjoy a better diet and nutrition, and feel better, confident, more independent and more energized both physically and emotionally.

- They will need support. They're going to need good support from a spouse, family member, or friend if they want to do HHD – it's crucial and critical to their safety and success.
- HDD is not easy. It is serious and there will be no one to blame but themselves – they're going to have to set up the machine, take it down, cannulate themselves, be responsible for documentation and all their supplies, and keep everything organized and hygienic at all times.
- NxStage is there 24/7. They will doing dialysis at home and must know they can use NxStage with confidence, convenience, simplicity and ease – and they will have support for all and any of their needs, worries or questions 24/7.
- They are not alone. They need to know there is a thriving community of NxStagers out there, just like them – they are not the first, alone and that there are thousands who use NxStage home hemodialysis successfully and happily every day.

## THE BEST WAY TO COMMUNICATE WITH THEM:

- Provide patients with information – be transparent and sincere and communicate both the opportunities and challenges of HHD.
- Use HHD dialysis patients as advocates, living proof of its efficacy, and as sources of information and insight are the most powerful communication tools – patients value their relatability, experience, expertise, and honesty far more than specialists or nurses who can only show sympathy, but not understanding.

# Audience #4: The Highly Independent NxStage Patient



## TYPICAL PROFILE:

- The NxStage patient is intelligent, has commercial insurance, can work professionally in a service industry, and has a care partner who can provide support when needed.
- Good candidates are patients who need longer and more frequent treatments and has a job that cannot be overshadowed by a therapy schedule.
- The NxStage patient wants to take control of their lives and therapy and is self-assured, self-directed and disciplined enough to follow it through.
- Wants to have the life they had before dialysis (travel, work, exercise, leisure activities)
- Is highly engaged with their therapy, knows what is best for them and has the confidence to search for it and ask for it.

## THE TOP MESSAGES THAT MATTER TO THEM:

- Has an effective death sentence. Wants to know NxStage can extend their lives, will give them a higher quality of life and better physical and mental health.
- Doing dialysis at home by themselves. Wants to know they can use NxStage with confidence, convenience, simplicity and ease – and they will have support for all and any of their needs, worries or questions 24/7.
- Fearful of being alone. Want to know there is a thriving community of NxStagers out there, just like them – they are not the first, alone and that there are thousands who use NxStage home hemodialysis successfully and happily every day.

- Keen to thrive, not just survive. Wants to know they can live a life close to what they had before dialysis – feel better, be healthier, work, exercise, travel, spend more time with family and friends, have sex and eat more foods they like.
- Need to understand. Wants to know exactly what they need to do and how in familiarization, training and ongoing support methods in language and visualization and media that is convenient for them.

## THE BEST WAY TO COMMUNICATE WITH THEM:

- Provide patients with information – be transparent and sincere and communicate both the opportunities and challenges of HHD.
- Use HHD dialysis patients as advocates, living proof of its efficacy, and as sources of information and insight are the most powerful communication tools – patients value their relatability, experience, expertise, and honesty far more than specialists or nurses who can only show sympathy, but not understanding.

# Audience #3 and #4: The NxStage Patient



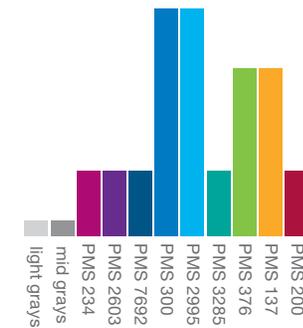
## VOICE

This audience is located closer to the left end of our spectrum, requiring a WARMER voice to communicate messaging. In this friendly and approachable tone of voice, we are able to most effectively communicate the top messages that matter to this audience.

- Friendly
- Personal
- Colorful
- Human
- Inspirational
- Emotive
- Image-driven
- Transparent
- Sincere

## COLOR PALETTE

All of the NxStage brand colors may be used for this audience. The chart here shows the volume of application for specific colors. The dominant colors used for this audience are the two NxStage blues, the secondary colors are green and orange, and any of the remaining colors may be sprinkled in as needed to achieve a colorful, and vibrant feeling to support the tone of voice this audience is being spoken to in.



## PHOTOGRAPHY

The photography for this audience will be WARMER feeling being placed closer to the left end of our spectrum. Photos will be multi-faceted, covering a wide variety of photo subjects and angles. Photos will be very approachable and vibrant feeling.

NxStage photography is always fresh and engaging, with unique views of the world. Select photos that have inspiring perspectives, dynamic angles, and offer impactful ways to express our unique brand voice. The selection of photos should consider the approved color palette for this audience.

- Multi-faceted
- Approachable
- Vibrant & Fresh
- Sincere

## PHOTOGRAPHY SUBJECTS

Photography for this audience will integrate a variety of photo subjects to support the multi-faceted, approachable, vibrant and fresh feeling. The sample range of photo subject types is outlined here.

Patient as hero	X
Critical Care Staff as hero	X
Nurse as hero	X
Physician without nurse	X
Patients' everyday lives, health & freedom	X
Vibrant nature photos	X
Easy-to-understand product photos	X



## VISUAL VOLUME

The visual volume for this audience is energetic and plentiful. A higher volume of visuals should be chosen to engage this audience, without being too busy or overwhelming. The visuals may touch on the variety of messages that matter most to this audience. The linear motion graphic to be used for added energy.

- Energetic & plentiful in volume

## TYPOGRAPHY

The typography treatments for this audience are multifaceted and include plentiful variation in color, size, and weight compared to other audiences on our spectrum. The variations add energy to materials and engage this audience in a friendly way.

- Multi-faceted
- Plentiful in variation of color, size & weight

# Audience #5: The NxStage-friendly In-Center Nurse



## TYPICAL PROFILE:

- Intelligent with significant influence on physicians and patients.
- Have a solid background in dialysis and connected with dialysis nursing community.
- Understands the benefits of more frequent dialysis to patients.
- Good educators that understand the process of moving patients from in-center to home.
- Usually very busy, hardworking and able to multi-task.
- Compassionate, dedicated selfless people willing to do whatever it takes to make a difference. Not clock punchers.
- Patient, passionate cheerleaders who get joy from caring for people.
- Patient advocates for patients-first: have a broader view of patients and want to see dialysis patients thrive in life.
- Good at engaging with and connecting to patients to determine their ability, needs and potential – actively seeks out options for patients and learn new things.
- Interested in improving patient care and willing to speak up, challenge assumptions and drive change.

## THE TOP MESSAGES THAT MATTER TO THEM:

- Needs to feel confident with the modality. Wants to understand the therapy options; the machines' flexibility and reliability; its therapy and patient-versatility; its ease of use, small size and maneuverability; its safety and simplicity of use; NxStage's customer service, training, support and educational resources; and peer reviewed evidence for clinical benefits and outcomes.
- They are progressives. Want to know they can be part of a progressive group of nursing professionals that are pushing advancement of renal therapy.
- Help them find a better way of doing dialysis for them and their patients. The ability to transform the lives of patients and make an impact and a difference, a time-saver that takes some of the burden off them and lets them concentrate on their patient.
- Remind them why they went into nursing. They helping to give patients their lives, health and wellbeing back.

## THE BEST WAY TO COMMUNICATE WITH THEM:

- When using emotive reasoning and appeals, use short, simple sentences in plain-English and layman's terms.
- When using rational reasoning and appeals, use professional sentence structures and jargon nurses are comfortable with and find credible.
- Show rather than tell where possible with evidence and fact-based photography, infographics, diagrams, peer reviews and testimonials.

# Audience #5: The NxStage-friendly In-Center Nurse



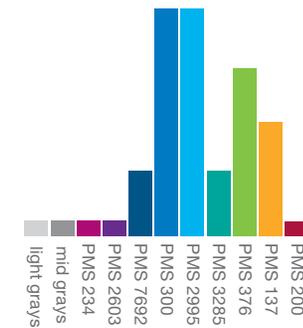
## VOICE

This audience is located mid-spectrum, and requires a WARMER voice to communicate messaging. In this professional yet friendly and approachable tone of voice, we are able to most effectively communicate the top messages that matter to this audience.

- Friendly
- Colorful
- Human
- Inspirational
- Emotive
- Professional
- Informational

## COLOR PALETTE

A balanced cool & warm mix of the NxStage brand colors may be used for this audience. The chart here shows the volume of application for specific colors. The dominant colors used for this audience are the two NxStage blues and green. The secondary color is orange. Teal and dark blue may be sprinkled in as needed to achieve a balanced colorful, and vibrant feeling to support the tone of voice this audience is being spoken to in.



## PHOTOGRAPHY

The photography for this audience will be WARMER feeling, appealing to their passion for caring for patients and making a difference in patients' lives. Photos will be multi-faceted, covering a balanced variety of subjects and angles. Photos will be approachable and vibrant feeling.

NxStage photography is always fresh and engaging, with unique views of the world. Select photos that have inspiring perspectives, dynamic angles, and offer impactful ways to express our unique brand voice. The selection of photos should consider the approved color palette for this audience.

- Multi-faceted
- Approachable
- Vibrant & Fresh
- Health & Freedom

## PHOTOGRAPHY SUBJECTS

Photography for this audience will integrate a variety of photo subjects to support the multi-faceted, approachable, vibrant and fresh feeling. The sample range of photo subject types is outlined here.

Patient as hero	X
Critical Care Staff as hero	X
Nurse as hero	X
Physician without nurse	X
Patients' everyday lives, health & freedom	X
Vibrant nature photos	X
Easy-to-understand product photos	X



## VISUAL VOLUME

The visual volume for this audience should be lively without being overly saturated. The volume will be balanced between expressive photos showing the real impact of NxStage on transforming patients' everyday lives and more fact-based and informative visuals illustrating the benefits to the in-center environment. Choose evidence-based infographics and diagrams and try to make peer reviews and testimonials more visual. Show rather than tell where possible.

- Lively in volume

## TYPOGRAPHY

The typography treatments for this audience are balanced: not too restrained and yet not overly varied in color, size, and weight compared to other audiences on our spectrum. These more balanced and conservative type treatments add a professional and trustworthy feel to materials without being too playful or busy.

- Multi-faceted
- Lively in variation of color, size & weight

# Audience #6: The NxStage-friendly Critical Care Nurse



## TYPICAL PROFILE:

- Usually work 12-hours shifts with one to two patients – works with critically ill patients who may be awake, in a coma, or in an induced coma due to pain.
- Works very hard and is very busy in a fast-paced, high energy, multi-tasking environment.
- They manage, perform treatment and does documentation with a wide variety of equipment simultaneously such as IV, ventilators, balloon pumps, cardiac assist machines, and others – Does not necessarily use dialysis machine on a daily basis – may, in fact, only do so every few months.
- Coordinates complete patient management with a number of specialists to plan patient-care for the shift – participates as an equal member of the specialist team, has significant influence, speaks up, and challenges assumptions.
- Fall broadly into two camps: older nurses who are more conservative and resistant to learning new things and nurses who are younger, more collaborative, eager to learn new things and comfortable with new technology – the latter group are super-users and ideal NxStage candidates.
- ICU nurses doing all the dialysis work themselves are becoming more common so their understanding of dialysis and an easy way of doing it is important.
- Intelligent and outgoing and enjoy being nurses – like being challenged, thinking on their feet and the adrenalin rush of performing under pressure.
- Often controlling personality types who want to be the best-of-the-best when it comes to taking care of the sick – tend to see themselves as high-end, high-performance nurses somewhat above staff and dialysis nurses.

## THE TOP MESSAGES THAT MATTER TO THEM:

- Designed for ICU needs and demands. We understand that renal replacement therapy is just part of what they do and System One is designed to accommodate the infrequent, time-pressed critical care nurse – System One guides them through every step.
- Be in control. System One allows them to be in control easily and manage the situation. Modality is easy to use, simple, less labor intensive than scale-based systems, intuitive, user-friendly.
- Gives them time back. System One requires less labor than scaled-based machines giving them time back and allowing them to concentrate on the patient and not manage the machine – may improve their workflow, time management.
- Keeps them safe. Low risk of infection and exposure to bodily fluids because there are no waste bags to empty, secure clips and needleless valves.
- Compact and easy to move which is helpful in crowded ICU where constant, easy access to patient is critical.

## THE BEST WAY TO COMMUNICATE WITH THEM:

- Critical care nurses need to be talked to in critical care terms. Always bring a conversation about NxStage to the ICU environment and use ICU terms. For example, say filters instead of dialyzers and return pressure instead of venous pressure.
- Show rather than tell where possible with experiential immersion with the machine, evidence and fact-based photography, infographics, diagrams, peer reviews and testimonials.
- More and better videos as training tools – would like to see more animated instructions that cut to the chase so that they do not have to dig too deep – provide them with practical, applicable advice and materials and step-by-step instructions, information, training and videos on website.

# Audience #6: The NxStage-friendly Critical Care Nurse



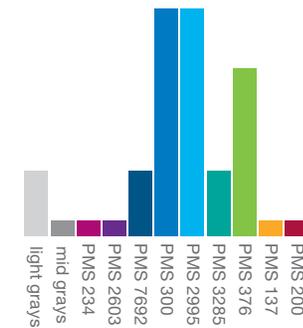
## VOICE

This audience is located to the right of center on our spectrum, requiring a voice that is neither too COOL nor too WARM to communicate messaging. A professional and supportive tone of voice should be used that is appropriate for a hard working nurse in an ICU environment. With this tone of voice and the relevant critical care terms, we are able to most effectively communicate the types of top messages that matter to this audience.

- Supportive
- Professional
- Neutral
- Informational
- Factual

## COLOR PALETTE

A limited, slightly “cooler” range of NxStage brand colors should be used for this audience. The chart here shows the volume of application for specific colors. The dominant colors used for this audience are NxStage blue PMS 300 and NxStage cyan PMS 2995, the secondary color is green. Teal and dark blue may be sprinkled in as needed to achieve the professional ICU and supportive tone of voice this audience is being spoken to in.



## PHOTOGRAPHY

The photography for this audience should emphasize the benefits of NxStage specifically in the ICU environment, such as improvements in workflow and time management, less labor intensive, intuitive, easy to use, and compact. When possible, show the benefits with fact-based photos.

NxStage photography is always fresh and engaging, with unique views of the world. Select photos that have inspiring perspectives, dynamic angles, and offer impactful ways to express our unique brand voice. The selection of photos should consider the approved color palette for this audience.

- Direct
- Trustworthy
- Informational
- Highlights ICU Benefits

## PHOTOGRAPHY SUBJECTS

Photography for this audience will limited to fact-based photos with subjects that support the direct, trustworthy, and benefits-focused theme. The sample range of photo subject types is outlined here.

Patient as hero	X
<b>Critical Care Staff as hero</b>	<b>X</b>
Nurse as hero	X
Physician without nurse	X
Patients' everyday lives, health & freedom	X
Vibrant nature photos	X
<b>Easy-to-understand product photos</b>	<b>X</b>



## VISUAL VOLUME

The visual volume for this audience should not be overly saturated. The bulk of the visual volume will be fact-based visuals, illustrating the specific benefits of NxStage in the ICU environment. Choose evidence-based infographics and diagrams and try to make peer reviews and testimonials more visual. Show rather than tell where possible.

- Selective

## TYPOGRAPHY

The typography treatments for this audience are balanced: not too restrained and yet not overly varied in color, size, and weight compared to other audiences on our spectrum. These more balanced and conservative type treatments add a professional and trustworthy feel to materials without being too playful or busy.

- Balanced
- Conservative variation in color, size & weight

# Audience #7: The HHD-friendly Nephrologist



## TYPICAL PROFILE:

- Tend to be younger and newly-trained – making them more open-minded, less habitualized and up to date with modality options.
- Comes from more progressive fellowships, residencies and research backgrounds
- Could be a nephrologist at chronic-dialyses clinic, a practicing nephrologist associated with hospital, or a member of a practice.
- Tend to be in large-position practices with more patients and associated with one or more hospitals where they have less of their mindshare focused on survival as opposed to smaller practices. Practices tend to be more urban and urban rather than rural.
- They (and their staff) often work long hours with too little time and looking for ways to maximize the quality of patient care and staffing.
- Work in a fragmented healthcare system with no single payer making their choices and recommendations complicated – they are running a business not a charity.
- A curious, early-adopter personality willing to consider and try alternative modalities. Tend to put a greater percentage of their patients on home hemodialysis than average nephrologist.
- See patients as people, not problems: Takes a deep interest and pride in helping patients thrive, not just survive – both in health and life.
- Is interested in renal replacement modalities and technology and not just nephrology numbers and formulas.
- Analytical, precise and serious personality types.
- Willing to work collaboratively with patients on their wellbeing and choices rather than dictate to them.

## THE TOP MESSAGES THAT MATTER TO THEM:

- They need to know it works simply, easily, and effectively with a large population and that it is no longer and unknown risk. Want to see peer-reviewed evidence demonstrating the unique efficacy and health benefits and outcomes of NxStage's modality, that it is safe and flexible enough to faithfully meet their prescribing needs on virtually any patient, that they can still run a profitable business, can free up staff and space to take better care of more patients, and that NxStage will be there to help them whatever their concerns or questions.
- They are progressives. Want to know they can be part of a large, progressive group of medical professionals that are pushing advancement of nephrology and renal therapy.
- Help them discover and understand that patients are not numbers, that are more patients than they realize are home therapy candidates, that NxStage provides a modality that gives patients the closest thing to a normal life, and that NxStage's modality is just as efficient as, and in many ways healthier, than standard dialysis treatments. Give them the tools and support to try it easily.
- Remind them why they are healers. Want to know they are giving their patients a better quality of life, health and wellbeing.

## THE BEST WAY TO COMMUNICATE WITH THEM:

- When using emotive reasoning and appeals, use short, simple sentences in plain-English and layman's terms.
- When using rational reasoning and appeals, use professional sentence structures and jargon nephrologists are comfortable with and find credible.
- Show rather than tell where possible with evidence and fact-based photography, infographics, diagrams, peer reviews and testimonials.

# Audience #7: The HHD-friendly Nephrologist



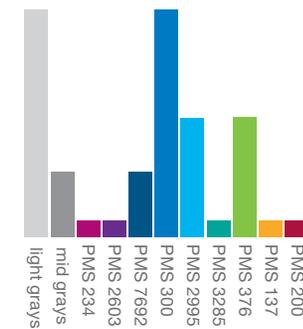
## VOICE

This audience is located closer to the right end of our spectrum, requiring a COOLER feeling voice to communicate messaging. In this more formal and factual tone of voice, we are able to most effectively communicate the serious types of top messages that matter to this audience.

- Clinical
- Formal
- Professional
- Neutral
- Informational
- Factual
- Calm

## COLOR PALETTE

A limited “cooler” range of NxStage brand colors should be used for this audience. The chart here shows the volume of application for specific colors. The dominant colors used for this audience are NxStage blue PMS 300 and light neutral grays, the secondary colors are cyan and green, and mid-grays and dark blue may be sprinkled in as needed to achieve the formal and serious feeling to support the tone of voice this audience is being spoken to in.



## PHOTOGRAPHY

The photography for this audience will be COOLER feeling being placed near the right end of our spectrum. The range of photo subjects for this audience is more limited. When photos are included, they will be direct and primarily fact-based.

NxStage photography is always fresh and engaging, with unique views of the world. Select photos that have inspiring perspectives, dynamic angles, and offer impactful ways to express our unique brand voice. The selection of photos should consider the approved color palette for this audience.

- Direct
- Trustworthy
- Informational

## PHOTOGRAPHY SUBJECTS

Photography for this audience will be limited to fact-based photos with subjects that support the direct, trustworthy, informational feeling. The sample range of photo subject types is outlined here.

Patient as hero	X
Critical Care Staff as hero	X
Nurse as hero	X
Physician without nurse	X
Patients' everyday lives, health & freedom	X
Vibrant nature photos	X
Easy-to-understand product photos	X



## VISUAL VOLUME

The visual volume for this audience is more formal and restrained. When visuals are included, they should be chosen to provide information. Making information more visual for quick consumption for this audience is important. Choose evidence-based infographics and diagrams and try to make peer reviews and testimonials more visual.

- Formal & restrained in volume

## TYPOGRAPHY

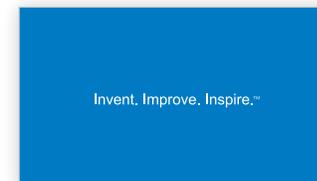
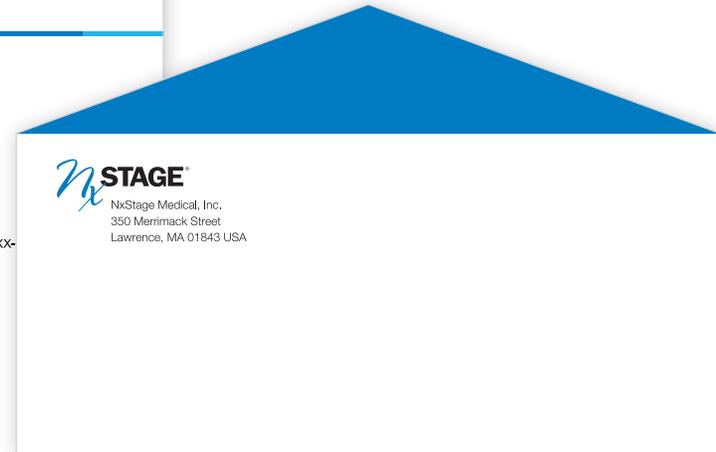
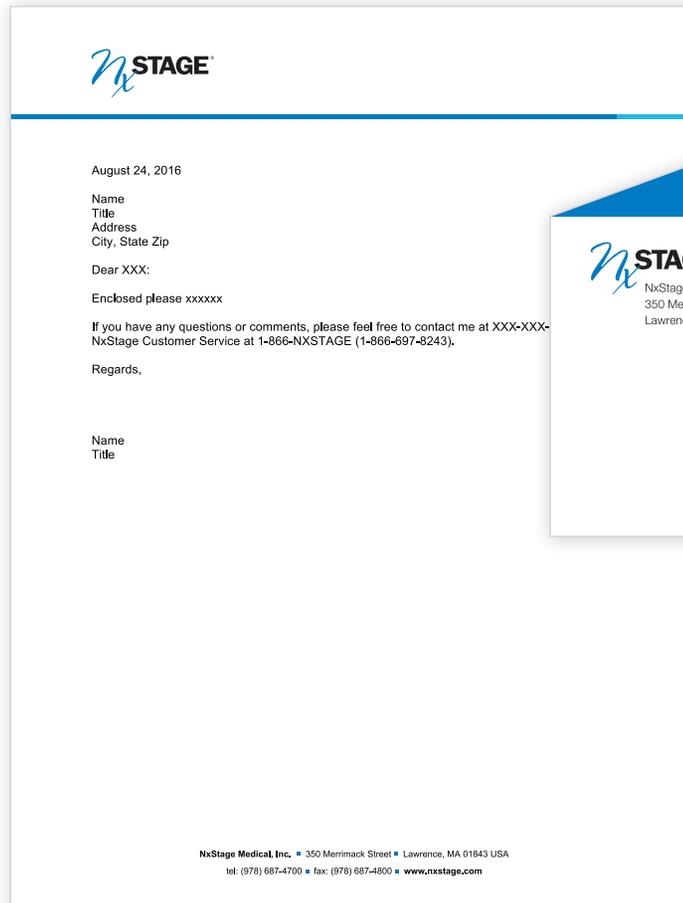
The typography treatments for this audience are more restrained and formal, with less variation in color, size, and weight compared to other audiences on our spectrum. The more restrained treatments add a more formal feel to materials and engage this audience in a direct, professional way.

- Restrained
- Less variation in color, size & weight

# Stationery

All business correspondence should be conducted using the appropriate NxStage branded stationery or electronic template, and using the following guidelines:

- 1) Body font is Arial 11-pt. Line spacing should be single (1.0).
- 2) Arial 11-pt. bold may be used for subheadings and emphasis.
- 3) In the case of legal documents, long articles or studies, or other instances in which serif fonts are generally preferred, Palatino Linotype 11-pt. may be used.
- 4) Layout is left-justified block style.

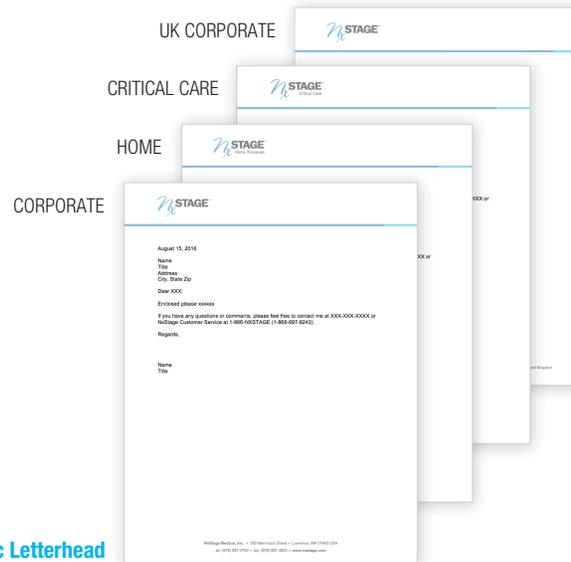


# Electronic Templates

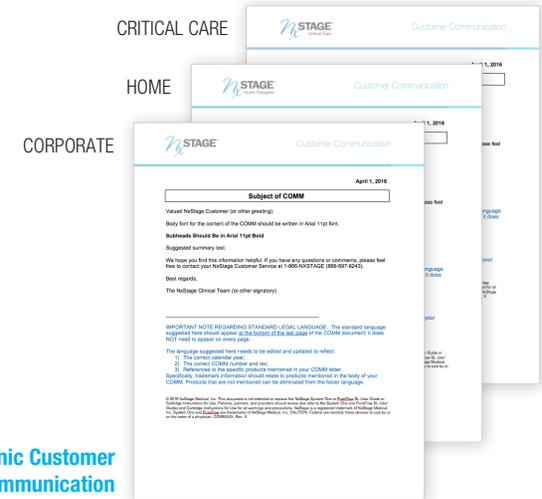
All business correspondence should be conducted using the appropriate NxStage branded stationery or electronic template, and using the following guidelines:

- 1) Body font is Arial 11-pt. Line spacing should be single (1.0).
- 2) Arial 11-pt. bold may be used for subheadings and emphasis.
- 3) In the case of legal documents, long articles or studies, or other instances in which serif fonts are generally preferred, Palatino Linotype 11-pt. may be used.
- 4) Layout is left-justified block style.

Electronic Letterhead



Electronic Customer Communication



Electronic templates are available for the following purposes and should be used when appropriate for:

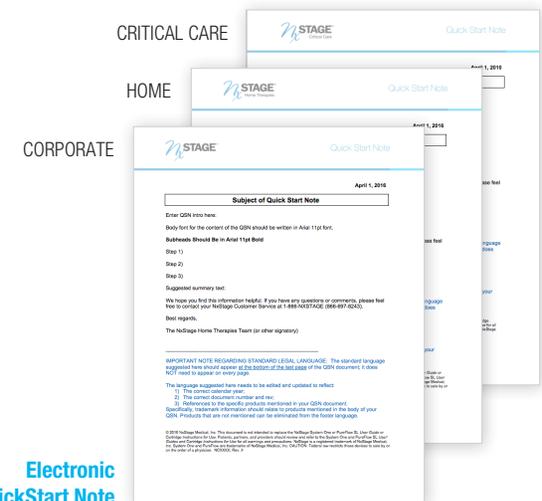
- 1) E-letters
- 2) Faxes
- 3) Customer Communication letters
- 4) Training Materials
- 5) Product Information Bulletins

The style guidelines above should be used in all of these templates.

Electronic Product Information Bulletin



Electronic QuickStart Note



Visit [branding.nxstage.com](http://branding.nxstage.com) to download templates.

# PowerPoint Presentations

PowerPoint templates are available in the following versions: NxStage Home Therapies, NxStage Critical Care, NxStage general corporate, and NxStage internal use only. Special theme templates may be created only at the discretion of the senior management team.

Specific instructions on using the individual templates are available in the templates themselves.

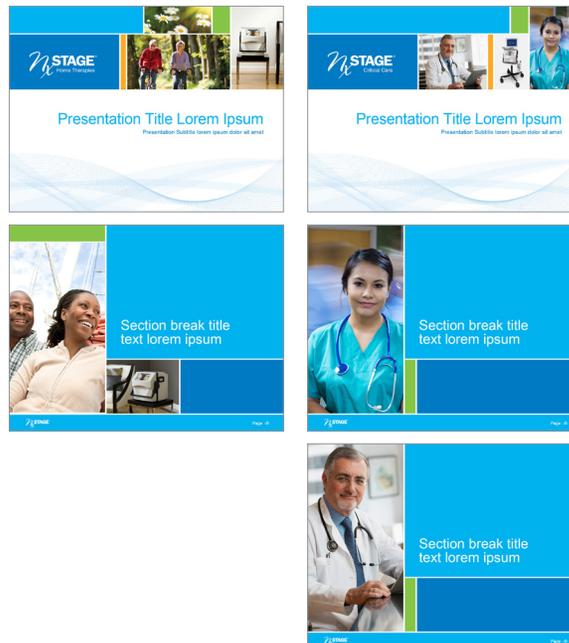
Additionally, these general guidelines should be followed in creating any presentation:

- 1) Standard copyright language must appear on the first and last page of the presentation.
- 2) The APM/TM number must appear on every slide.
- 3) Page numbers are generally not necessary and should be avoided.
- 4) Slide content should be able to stand alone if separated from the rest of the presentation; any references or 3<sup>rd</sup>-party attributions must be listed on their respective slide.
- 5) Any images used should conform to NxStage standards for quality and must be rightfully owned or licensed by the company.

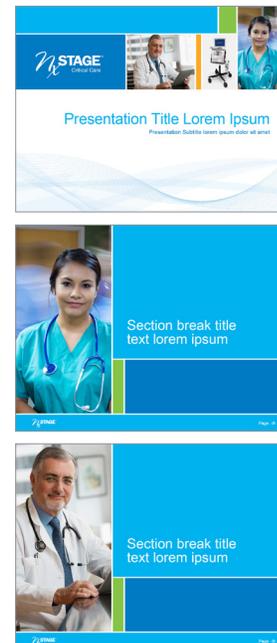
## CORPORATE



## HOME THERAPIES (Nurse/Patient) (Nephrologist)



## CRITICAL CARE



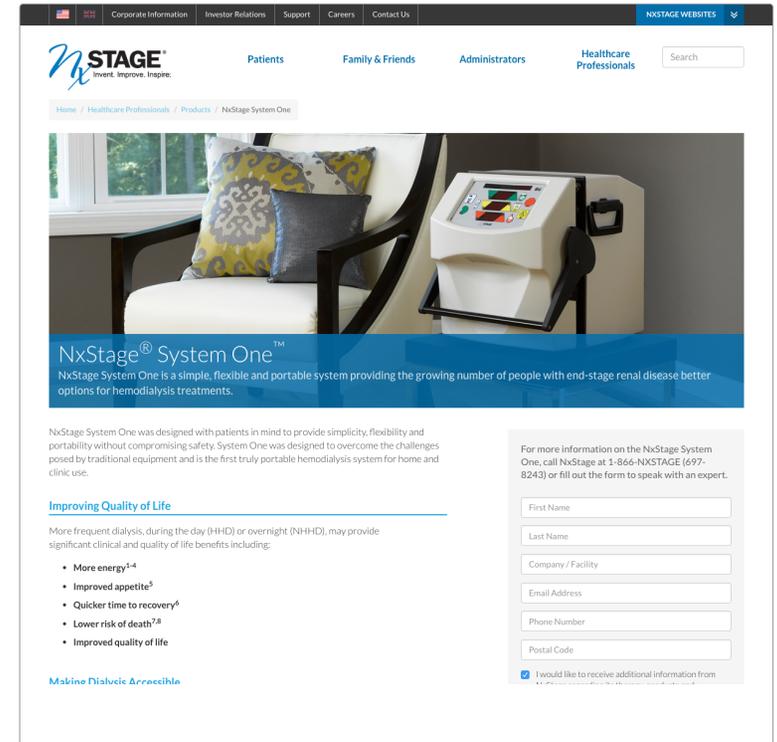
Visit [branding.nxstage.com](http://branding.nxstage.com) to download templates.

# Homepage

The central visuals of NxStage.com reinforce the message of benefits to patients, while the navigation gives the option for users to easily self-select a role (patient, care partner, health care provider).



HOMEPAGE



PRODUCT PAGE

# Global Web Styles

The styles outlined here are meant to be used for any web-based brand communications. These fonts and styles have been selected for brand consistency across channels.

The clean, san-serif style of the Lato font, closely mirrors the style of Helvetica Neue, the primary brand font.

The web equivalents for the brand color palette shown here are used throughout NxStage.com.

## MAIN WEB FONT:

### LATO FAMILY

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890@#%^&\*!?:;.”{ } [ ] ( )

## WEB FONT FALLBACKS:

Helvetica Neue, Open Sans, Helvetica, Arial, sans-serif

## PARAGRAPH AND DEFAULT TYPE SIZES:

Normal: 16px or 1em (This is also the default browser type size.)

Small: 12px

Large: 18px

## HEADERS:

Heading 1: 36px

Heading 2: 30px

Heading 3: 24px

Heading 4: 18px

Heading 5: 16px

Heading 6: 12px

## LINE OF BUSINESS COLORS:

	Home: #24A4E3
	Critical Care: #FBB034
	Corporate #0D427F
	#58A944
	International: #C9764A
	Other: #906183

## BRANDING COLORS:

	Blue: #006FAC
	Light Blue: #1ba5e3
	Dark Blue: #005686
	Darker Blue: #004871
	Orange: #ECA326
	Yellow: #E7CB63
	Other Blue: #35AFDB
	Magenta: #850E55
	Magenta2: #93396F
	Green: #58A944

# Web Elements

Consistent styling of web elements across NxStage.com allows users to easily navigate information on the site.

Benefits		Available Configurations	
OneSite is available in sharp and buttonhole configurations			
OneSite with MasterGuard Anti-Stick Needle Protector			
Product Code	Available Configurations		
DL-1204MGE	14G, 1" sharp needle, 12" tubing, backeye 150 qty		
DL-1214MGE	14G, 1 1/2" sharp needle, 12" tubing, backeye 150 qty		
DL-2004MGE	14G, 1" sharp needle, 20" tubing, backeye 120 qty		
DL-2014MGE	14G, 1 1/2" sharp needle, 20" tubing, backeye 120 qty		
OneSite ButtonHole Needle with Steripick ButtonHole Scab Remover			
Product Code	Available Configurations		
DL-1204PE	14G, 1" buttonhole needle, 12" tubing, backeye		
DL-1214PE	14G, 1 1/2" buttonhole needle, 12" tubing, backeye		
DL-2004PE	14G, 1" buttonhole needle, 20" tubing, backeye		
DL-2014PE	14G, 1 1/2" buttonhole needle, 20" tubing, backeye		

ACTIVE TAB

Benefits		Available Configurations	
OneSite is available in sharp and buttonhole configurations			
OneSite with MasterGuard Anti-Stick Needle Protector			
Product Code	Available Configurations		
DL-1204MGE	14G, 1" sharp needle, 12" tubing, backeye 150 qty		
DL-1214MGE	14G, 1 1/2" sharp needle, 12" tubing, backeye 150 qty		
DL-2004MGE	14G, 1" sharp needle, 20" tubing, backeye 120 qty		
DL-2014MGE	14G, 1 1/2" sharp needle, 20" tubing, backeye 120 qty		
OneSite ButtonHole Needle with Steripick ButtonHole Scab Remover			
Product Code	Available Configurations		
DL-1204PE	14G, 1" buttonhole needle, 12" tubing, backeye		
DL-1214PE	14G, 1 1/2" buttonhole needle, 12" tubing, backeye		
DL-2004PE	14G, 1" buttonhole needle, 20" tubing, backeye		
DL-2014PE	14G, 1 1/2" buttonhole needle, 20" tubing, backeye		

HOVER TAB

Streamline Express is designed to:

- Make priming easier**
- Reduce the number of touch point contamination sites
- Priming/waste buckets not required
- 
- Eliminates need to:**
  - Open venous line dialyzer connectors
  - Remove venous dialyzer port cap
  - Connect tubing to dialyzer
  - Open arterial line dialyzer connectors
  - Remove arterial dialyzer port cap
  - Connect tubing to dialyzer
- Conserve saline**
- Users have experienced many treatments require only 1 bag of saline<sup>1</sup>
- Achieve high clearances**
- Eliminate blood-air interface**
- Eliminate need for conventional transducer protectors**
- Cost Analysis**

ACCORDIAN



**Cartridge** ⓘ

**Cycler** ⓘ

**TOOL TIP**

- The heart of the system, this small control unit contains fluid pumps and system controls.
- Its simple interface is easy to understand and use.
- Its portability gives you the freedom to dialyze in any room of your house or hotel room.

For more information call 1-800-369-MEDI (6334) or fill out the form to speak to an expert.

First Name

Last Name

Email Address

Phone Number

Postal Code

I would like to receive further information from NxStage regarding its therapy, products and services

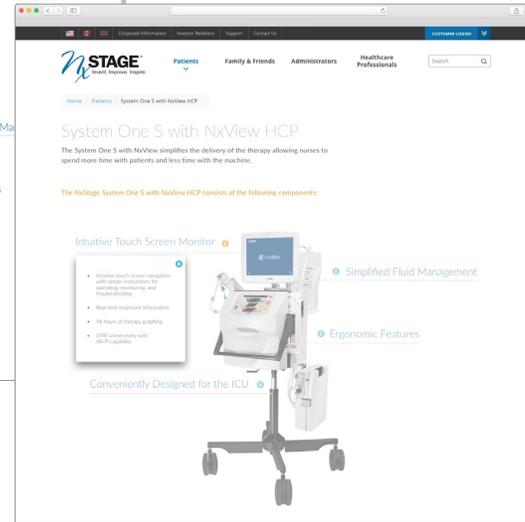
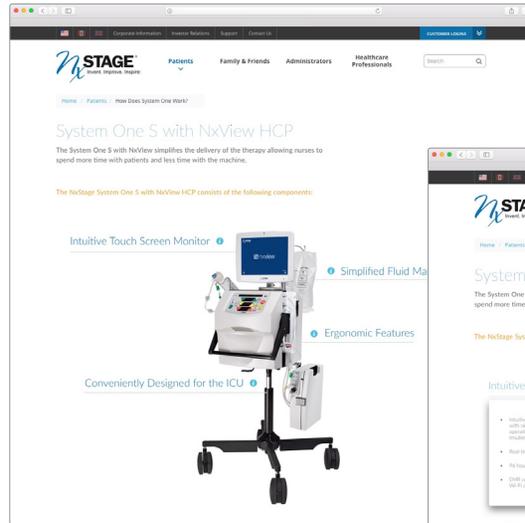
SIDEBAR FORM

# Graphical and Interactive Features

NxStage.com incorporates dynamic presentations of information through the use of graphical and interactive features.

Product features are highlighted through interactive graphics.

Iconography and illustration are used to communicate key messages.



INTERACTIVE FEATURE

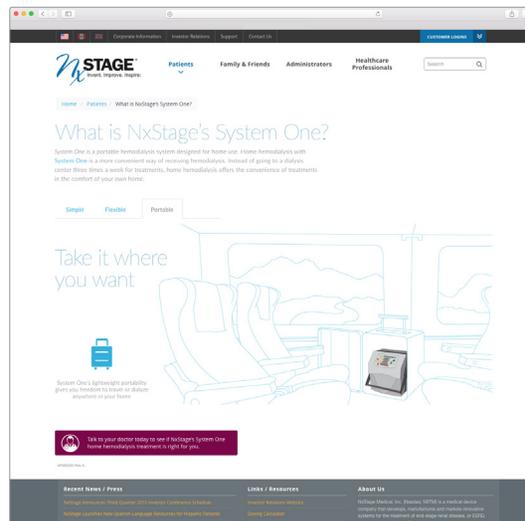
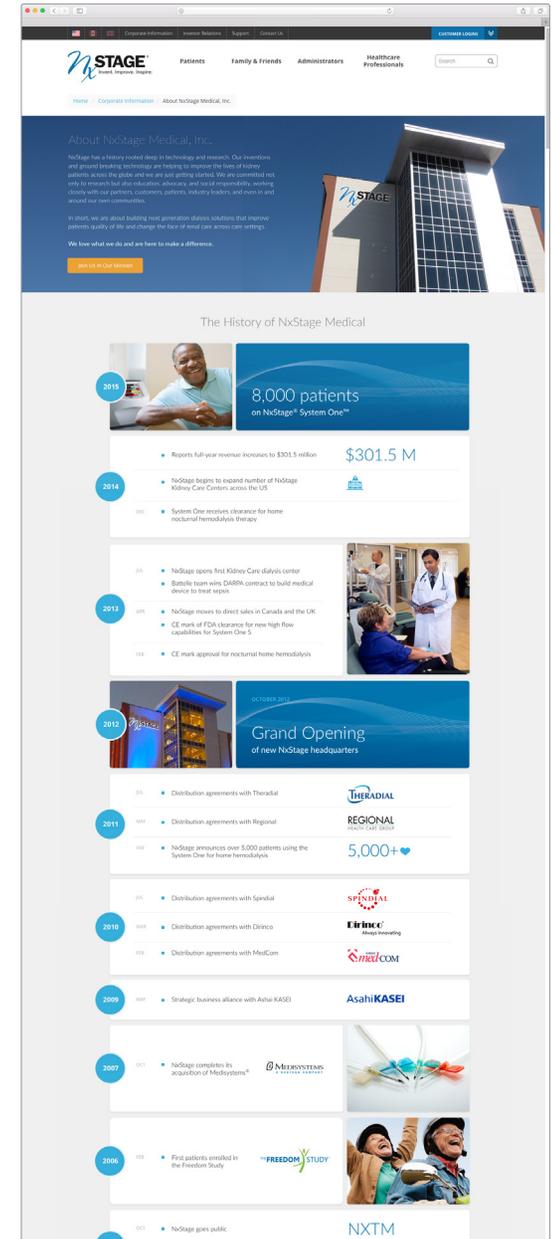


ILLUSTRATION STYLE



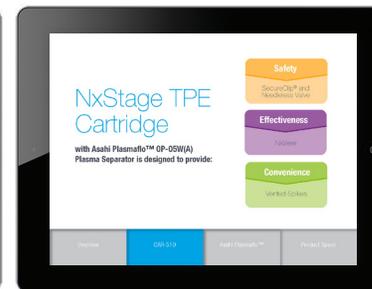
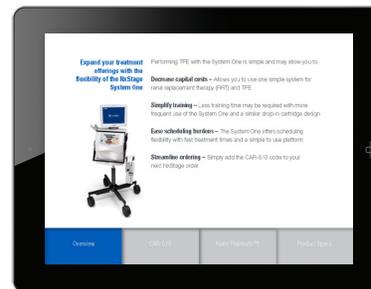
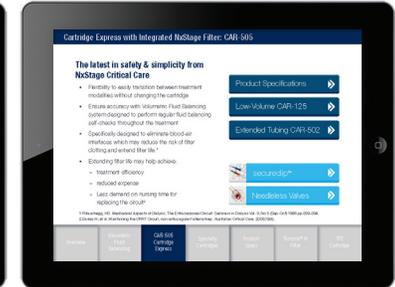
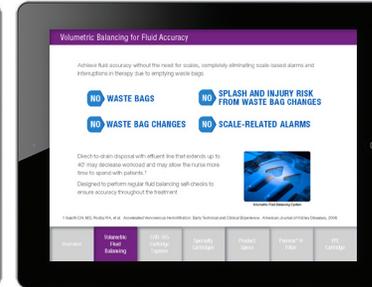
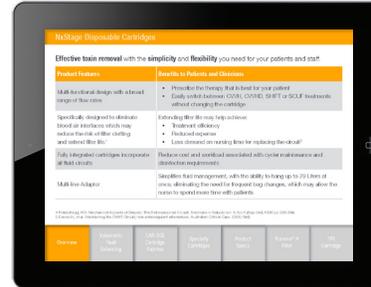
TIMELINE / CORPORATE CONTENT

# Digital Brochures

Follow these simple guidelines below when creating NxStage digital brochures:

- Size: 6.827 in x 5.12 in
- Logo on cover
- Clearly labeled navigation on every page
- Recognizable buttons

**Note:** Consider ipad controls when placing buttons. Touching the lower screen can bring up ipad settings.



# Social Media

Social media icons that appear on NxStage collateral and other branded materials should be used in either neutral colors such as grays or black or in NxStage blue PMS 300 (R:0, G:94, B:184).

On the NxStage social media channels such as Facebook, Twitter, YouTube, and LinkedIn, the NxStage profile photo should be the white reverse logo used on a background that is the NxStage blue (R:0, G:94, B:184).

For profile photos that have a pixel size larger than 200px, the logo with tagline may be used. For profile photos that have a smaller pixel size of less than 200px, the logo without tagline should be used since the tagline will not be clearly legible at the small sizes. Try to always use a higher resolution file when uploading a NxStage profile photo as it represents the company and it should appear crisp. The logo should never come across as pixelated or low-quality.

## SOCIAL ICONS



## SOCIAL PROFILE PHOTOS



# Video

Video templates are available for use on any NxStage-branded video content. The templates include standard styles for titles, lower thirds, outros and fair balance

Patient stories are treated slightly differently but should remain on-brand through inclusion of the NxStage logo in the video opening.



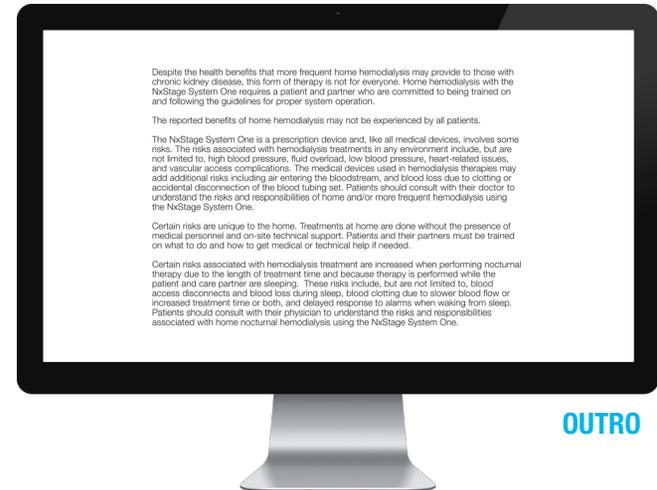
INTRO



INTRO  
Patient Video



LOWER THIRDS



OUTRO

# Email Signatures

## Standard Email Signatures

Email signatures should conform to the standard branding guidelines as outlined here. The use of 3<sup>rd</sup> party material or inspirational quotes is not permitted.

### NOTE: When using google:

Use Sans Serif as your font, size Normal for your name and contact information, bold only

### NxStage Medical, Inc.

For small mouse print use Sans Serif as your font, size small.

Jane Doe ← **Arial Regular 11 point**  
 Marketing Manager ← **Arial Regular 9 point**  
**NxStage Medical, Inc.** ← **Arial Bold 9 point**  
 350 Merrimack Street ← **Arial Regular 9 point**  
 Lawrence, MA 01843  
 Tel: (978) 332-5911  
 Fax: (978) 687-4800  
 jane.doe@nxstage.com ← **Arial Regular 6 point**

This email transmission is intended only for the use of the individual to which it is addressed and may contain information that is privileged, confidential, and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this communication in error, please notify me immediately by replying to this message or by contacting NxStage at 978-687-4700 and destroy all copies of this message and any attachments without reading or disclosing their content. Thank you.

### ARIAL

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890@#\$%^&\*!/?/;:.”{ }[ ]( )

### ARIAL BOLD

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890@#\$%^&\*!/?/;:.”{ }[ ]( )**

## Email Signatures with Added Graphics

On rare occasion additional marketing signature text elements or graphical elements may be added, but only with the express permission of the Marketing and Marcom departments. For example, to promote a large product launch or major marketing campaign.

Follow these basic guidelines when adding additional elements to your signature:

- Promote one thing at a time
- Keep it simple
- No animation
- No more than 600px
- Images should be embedded not linked

John Doe  
 Marketing Manager  
**NxStage Medical, Inc.**  
 350 Merrimack Street  
 Lawrence, MA 01843  
 Tel: (978) 332-5911  
 Fax: (978) 687-4800  
 john.doe@nxstage.com



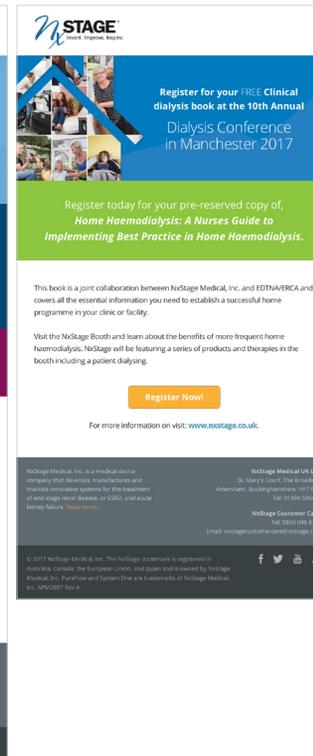
John Doe  
 Marketing Manager  
**NxStage Medical, Inc.**  
 350 Merrimack Street  
 Lawrence, MA 01843  
 Tel: (978) 332-5911  
 Fax: (978) 687-4800  
 john.doe@nxstage.com



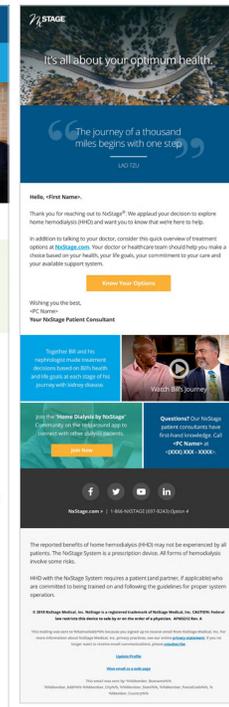
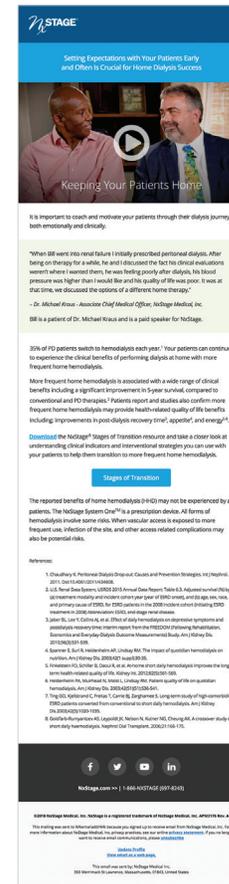
# Emailers

Follow these simple guidelines below when creating NxStage Emailers:

- Logo top left
- For standard font styles of headers, subheaders, body, bullets, call outs, quotes, please refer to the global web styles on page 46
- Use approved social icons when needed
- CTA buttons based off nxstage.com, minimum padding: .875em 1.25em; line-height: 1
- Emailers should be responsive for optimal user experience across desktop, tablet and mobile devices
- Footers should include (when needed) the following, in this order:
  1. The Fair Balance (if required) should appear at the end of the body copy without any color or line separations between them. The font size should match the size of the body copy used in the email. It may not be smaller. We may also not condense or tighten the leading it must match the style of the body email. The color of the text should also not be changed. If the body copy is in black the fair balance also must be in black.
  2. The footers (if any). They should follow standard American Medical Association (AMA) format using the designated symbol order for copy and lowercase letters for tables or graphs.
  3. The reference list should be included. References must follow AMA format. A link is not considered a full reference and must be corrected. A full citation should be used unless space is restricted. If space is restricted the minimum information should include: primary author name, journal, year, issue, and page numbers. Reference lists may be reduced to a size 8 font. You may not decrease the font lower than 8 point.
  4. About NxStage statement with contact info. Always pull about copy from NxStage.com.
  5. Correct copyright language. You may alter and adapt the copyright to use products listed or remove any products that are not listed in the body of the email. At the minimum if no products are listed you must include the NxStage copyright for US and International documents.
  6. The last line of the document should be the opt-out or unsubscribe language. This may not be smaller than 8 point.



## Invite example



## Video example

## Internal communication example

# Direct-to-Consumer Fair Balance

## When to Use the Fair Balance Language on NxStage Materials

Please use the language on the following pages when a NxStage product is mentioned. Short medium or long statements will apply. See each sections for usage.

*\* All fair balance is subject to change during review*

## CARE PARTNER REQUIRED (OUS)

### SHORT Statement

Used for advertisements, posters, and any projects with minimal benefits included (<5)

---

The reported benefits of home hemodialysis (HHD) may not be experienced by all patients. The NxStage System One is a prescription device. All forms of hemodialysis involve some risks.

### MEDIUM Statement

Used for newsletters, tri-folds, videos, web, emails where applicable

---

Despite the health benefits that home and more frequent hemodialysis may provide to those with chronic kidney disease, these forms of therapy are not for everyone. Home hemodialysis with the NxStage System One requires a patient and partner who are committed to being trained on and following the guidelines for proper system operation.

The reported benefits of home hemodialysis may not be experienced by all patients.

---

The NxStage System One is a prescription device and, like all medical devices, involves some risks. The risks associated with hemodialysis treatments in any environment include, but are not limited to, high blood pressure, fluid overload, low blood pressure, heart-related issues, and vascular access complications. When vascular access is exposed to more frequent use, infection of the site, and other access related complications may also be potential risks. The medical devices used in hemodialysis therapies may add additional risks including air entering the bloodstream, and blood loss due to clotting or accidental disconnection of the blood tubing set.

Certain risks are unique to the home. Treatments at home are done without the presence of medical personnel and on-site technical support. Patients and their partners must be trained on what to do and how to get medical or technical help if needed.

Certain risks associated with hemodialysis treatment are increased when performing nocturnal therapy due to the length of treatment time and because therapy is performed while the patient and care partner are sleeping. These risks include, but are not limited to, blood access disconnects and blood loss during sleep, blood clotting due to slower blood flow or increased treatment time or both, and delayed response to alarms when waking from sleep.

Patients should consult their doctor to understand the risks and responsibilities of performing these therapies using the NxStage System.

# Direct-to-Consumer Fair Balance

(CONTINUED)

## CARE PARTNER REQUIRED (OUS)

### LONG Statement

Used for benefits booklets that outline majority of our claims, patient testimonial DVDs, larger booklets, risk pages on the web, emails where applicable

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The reported benefits of home hemodialysis may not be experienced by all patients.

Despite the health benefits that home and more frequent hemodialysis may provide to those with chronic kidney disease, these forms of therapy are not for everyone. Please review this information carefully and discuss it with your doctor as you evaluate your therapy options.

#### Personal and Partner Responsibility

Home hemodialysis with the NxStage System requires a patient and partner who are committed to being trained on and following the guidelines for proper system operation. If you choose to do more frequent home hemodialysis, you will be responsible for complying with your dialysis prescription, which may require treatments up to six days per week.

If you choose to do home hemodialysis, you and your partner will need to take on the responsibility for tasks that would normally be taken care of by staff when in-center. You will need to perform all aspects of dialysis treatment from start to finish, including equipment setup, needle insertions, responding to and resolving system alarms, and system tear-down after treatment. In addition, you must monitor your blood pressure, ensure proper aseptic technique is followed, and follow all the training material and instructions given to you by your training nurses. You and your partner will also be trained on and need to know how to respond to health emergencies that might happen during treatment at home, including dizziness, nausea, low blood pressure, and fluid or blood leaks.

#### Treatment Environment

You must ensure that you have a clean and safe environment for your treatments. You also need to set aside space in your home for the needed supplies.

#### Risks Associated with All Forms of Hemodialysis

All forms of hemodialysis involve some risks. These may include high blood pressure, fluid overload, low blood pressure, heart-related issues, vascular access complications, cramps, backache, headache, dizziness, nausea, an “off” taste in the mouth, fatigue, fever, chills, joint pain, itching, seizures or sinusitis.

All hemodialysis therapies also involve the use of medical devices that introduce the potential for additional risks including air entering the bloodstream, damage of red blood cells, inflammatory reactions, blood chemistry imbalances, blood loss due to clotting of the blood tubing set or accidental blood line disconnection or other leak, allergic reactions, and excess warming or cooling of the dialysate. In addition, dialysis patients may have other underlying diseases that may, in some cases, make it more difficult for them to manage their hemodialysis treatments.

# Direct-to-Consumer Fair Balance

(CONTINUED)

## **Risks associated with More Frequent Home Hemodialysis**

Studies suggest that patients performing more frequent home hemodialysis may experience slightly fewer complications associated with their treatments and may experience improved clinical outcomes. However, there are certain risks unique to treatment in the home environment. Treatments at home are done without the presence of medical personnel and on-site technical support. Patients and their partners must be trained on what to do and how to get medical or technical help if needed. When vascular access is exposed to more frequent use, infection of the site, and other access related complications may also be potential risks.

## **Increased Risks Associated with Home Nocturnal Hemodialysis Therapy**

The NxStage System may be used at night while the patient and care partner are sleeping. Certain risks associated with hemodialysis treatment are increased when performing nocturnal therapy due to the length of treatment time and because therapy is performed while the patient and care partner are sleeping. These risks include, but are not limited to, blood access disconnects and blood loss during sleep, blood clotting due to slower blood flow or increased treatment time or both, and delayed response to alarms when waking from sleep. Treatment with nocturnal therapy may require adjustments to medications, including but not limited to iron, Erythropoiesis-Stimulating Agents (ESA), insulin/oral hypoglycemics, anticoagulants, and phosphate binders.

# Direct-to-Consumer Fair Balance

## When to Use the Fair Balance Language on NxStage Materials

Please use the language on the following pages when a NxStage product is mentioned. Short medium or long statements will apply. See each sections for usage.

*\* All fair balance is subject to change during review*

## HOME - US

### SHORT Statement

Used for advertisements, posters, and any projects with minimal benefits included (<5)

---

The reported benefits of home hemodialysis (HHD) may not be experienced by all patients. The NxStage System is a prescription device. All forms of hemodialysis involve some risks.

### MEDIUM Statement

Used for newsletters, tri-folds, videos, web, emails where applicable

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The reported benefits of home hemodialysis (HHD) may not be experienced by all patients.

The NxStage System is a prescription device and, like all medical devices, involves some risks. The risks associated with hemodialysis treatments in any environment include, but are not limited to, high blood pressure, fluid overload, low blood pressure, heart-related issues, and vascular access complications. When vascular access is exposed to more frequent use, infection of the site, and other access related complications may also be potential risks. The medical devices used in hemodialysis therapies may add additional risks including air entering the bloodstream, and blood loss due to clotting or accidental disconnection of the blood tubing set.

Home hemodialysis with the NxStage System during waking hours may not require a care partner, provided a physician and a qualified patient agree that solo home hemodialysis is appropriate. Patients performing nocturnal treatments are required to have a care partner. Care partners are trained on proper operation and how to get medical or technical help if needed.

Certain risks associated with hemodialysis treatment are increased when performing solo HHD because no one is present to help the patient respond to health emergencies. If patients experience needles coming out, blood loss, or very low blood pressure during solo HHD, they may lose consciousness or become physically unable to correct the health emergency. Losing consciousness or otherwise becoming impaired during any health emergency while alone could result in significant injury or death. Additional ancillary devices and training are required when performing solo HHD

Certain risks associated with hemodialysis treatment are increased when performing nocturnal therapy due to the length of treatment time and because therapy is performed while the patient and care partner are sleeping. These risks include, but are not limited to, blood access disconnects and blood loss during sleep, blood clotting due to slower blood flow and/or increased treatment time, and delayed response to alarms when waking from sleep.

Patients should consult their doctor to understand the risks and responsibilities of performing these therapies using the NxStage System.

# Direct-to-Consumer Fair Balance

(CONTINUED)

## HOME - US

### LONG Statement

Used for benefits booklets that outline majority of our claims, patient testimonial DVDs, larger booklets, risk pages on the web, emails where applicable

---

The reported benefits of home hemodialysis may not be experienced by all patients.

Despite the health benefits that home and more frequent hemodialysis may provide to those with chronic kidney disease, these forms of therapy are not for everyone. Please review this information carefully and discuss it with your doctor as you evaluate your therapy options.

#### Personal and Partner Responsibility

Home hemodialysis with the NxStage System during the day may not require a care partner, provided a physician and a qualified patient agree that solo home hemodialysis is appropriate. Patients performing nocturnal treatments are required to have a care partner. Care partners are trained on and follow guidelines for proper operation. If you choose to do more frequent home hemodialysis, you will be responsible for complying with your dialysis prescription, which may require treatments up to six days per week.

If you choose to do home hemodialysis alone during the day, you will need to take on the responsibility for tasks that would normally be taken care of by staff when in-center. You will need to perform all aspects of dialysis treatment from start to finish, including equipment setup, needle insertions, responding to and resolving system alarms, and system tear-down after treatment. In addition, you must monitor your blood pressure, ensure proper aseptic technique is followed, and follow all the training material and instructions given to you by your training nurses. You will also be trained on and need to know how to respond to health emergencies that might happen during treatment at home, including dizziness, nausea, low blood pressure, and fluid or blood leaks.

#### Treatment Environment

You must ensure that you have a clean and safe environment for your treatments. You also need to set aside space in your home for the needed supplies.

(CONTINUED ON NEXT PAGE)

# Direct-to-Consumer Fair Balance

## When to Use the Fair Balance Language on NxStage Materials

Please use the language on the following pages when a NxStage product is mentioned. Short medium or long statements will apply. See each sections for usage.

*\* All fair balance is subject to change during review*

## SKILLED NURSING FACILITY (SNF Specific)

### SHORT Statement

Used for advertisements, posters, and any projects with minimal benefits included (<5)

---

The NxStage System is a prescription device. All forms of hemodialysis, including treatments performed in-center, at a Skilled Nursing Facility, and at home, involve some risks. In addition, there are certain risks unique to treatment in the home environment. Patients differ and not everyone will experience the reported benefits of more frequent home hemodialysis. Talk to your doctor to see if more frequent home hemodialysis with NxStage is right for you. Patients and providers are encouraged to contact their state regulators to discuss state-specific regulations that may impact dialysis in the Skilled Nursing Facility setting.

### MEDIUM Statement

Used for newsletters, tri-folds, videos, web, emails where applicable

---

Despite the health benefits that home and more frequent hemodialysis may provide to those with chronic kidney disease, these forms of therapy are not for everyone.

The reported benefits of home hemodialysis may not be experienced by all patients.

The NxStage System is a prescription device and, like all medical devices, involves some risks. The risks associated with hemodialysis treatments in any environment include, but are not limited to, high blood pressure, fluid overload, low blood pressure, heart-related issues, and vascular access complications. The medical devices used in hemodialysis therapies may add additional risks including air entering the bloodstream, and blood loss due to clotting or accidental disconnection of the blood tubing set. When vascular access is exposed to more frequent use, infection of the site, and other access related complications may also be potential risks. Patients should consult with their doctor to understand the risks and responsibilities of home and/or more frequent hemodialysis using the NxStage System.

Patients and providers are encouraged to contact their state regulators to discuss state-specific regulations that may impact dialysis in the Skilled Nursing Facility setting.

# Direct-to-Consumer Fair Balance

(CONTINUED)

## SKILLED NURSING FACILITY (SNF Specific)

### LONG Statement

Used for benefits booklets that outline majority of our claims, patient testimonial DVDs, larger booklets, risk pages on the web, emails where applicable

---

The reported benefits of home hemodialysis may not be experienced by all patients.

Despite the health benefits that home and more frequent hemodialysis may provide to those with chronic kidney disease, these forms of therapy are not for everyone.

#### Risks Associated With All Forms of Hemodialysis

All forms of hemodialysis, including treatments performed in-center, at a Skilled Nursing Facility, and at home, involve some risks. These may include high blood pressure, fluid overload, low blood pressure, heart-related issues, vascular access complications, cramps, backache, headache, dizziness, nausea, an “off” taste in the mouth, fatigue, fever, chills, joint pain, itching, seizures or sinusitis.

All hemodialysis therapies also involve the use of medical devices that introduce the potential for additional risks including air entering the bloodstream, damage of red blood cells, inflammatory reactions, blood chemistry imbalances, blood loss due to clotting of the blood tubing set or accidental blood line disconnection or other leak, allergic reactions, and excess warming or cooling of the dialysate. In addition, dialysis patients may have other underlying diseases that may, in some cases, make it more difficult for them to manage their hemodialysis treatments.

#### Risks Associated With More Frequent Home Hemodialysis

Studies suggest that patients performing more frequent home hemodialysis may experience slightly fewer complications associated with their treatments and may experience improved clinical outcomes. However, there are certain risks unique to treatment in the home environment. When vascular access is exposed to more frequent use, infection of the site, and other access related complications may also be potential risks.

Patients should consult with their doctor to understand the risks and responsibilities of home and/or more frequent hemodialysis using the NxStage System

Patients and providers are encouraged to contact their state regulators to discuss state-specific regulations that may impact dialysis in the Skilled Nursing Facility setting.

# Direct-to-Consumer Fair Balance

(CONTINUED SOLO SPECIFIC  
LONG FAIR BALANCE)

## **Risks Associated with All Forms of Hemodialysis**

All forms of hemodialysis involve some risks. These may include high blood pressure, fluid overload, low blood pressure, heart-related issues, vascular access complications, cramps, backache, headache, dizziness, nausea, an “off” taste in the mouth, fatigue, fever, chills, joint pain, itching, seizures or sinusitis.

All hemodialysis therapies also involve the use of medical devices that introduce the potential for additional risks including air entering the bloodstream, damage of red blood cells, inflammatory reactions, blood chemistry imbalances, blood loss due to clotting of the blood tubing set or accidental blood line disconnection or other leak, allergic reactions, and excess warming or cooling of the dialysate. In addition, dialysis patients may have other underlying diseases that may, in some cases, make it more difficult for them to manage their hemodialysis treatments.

## **Risks associated with More Frequent Home Hemodialysis**

Studies suggest that patients performing more frequent home hemodialysis may experience slightly fewer complications associated with their treatments and may experience improved clinical outcomes. However, there are certain risks unique to treatment in the home environment. Treatments at home are done without the presence of medical personnel and on-site technical support. Patients (and their care partners, if required), must both be trained on what to do and how to get medical or technical help if needed. When vascular access is exposed to more frequent use, infection of the site, and other access related complications may also be potential risks.

## **Risks Associated with Solo Home Hemodialysis Therapy**

A qualified patient may dialyze alone, without a care partner present (solo home hemodialysis), provided the patient and physician agree that solo home hemodialysis is appropriate. Certain risks associated with hemodialysis treatment are increased when performing solo home hemodialysis because no one is present to help the patient respond to health emergencies. If patients experience needles coming out, blood loss, or very low blood pressure during solo home hemodialysis, they may lose consciousness or become physically unable to correct the health emergency. Losing consciousness or otherwise becoming impaired during any health emergency while alone could result in significant injury or death. Additional ancillary devices and training are required when performing solo home hemodialysis.

## **Increased Risks Associated with Home Nocturnal Hemodialysis Therapy**

The NxStage System may be used at night while the patient and care partner are sleeping. Certain risks associated with hemodialysis treatment are increased when performing nocturnal therapy due to the length of treatment time and because therapy is performed while the patient and care partner are sleeping. These risks include, but are not limited to, blood access disconnects and blood loss during sleep, blood clotting due to slower blood flow or increased treatment time or both, and delayed response to alarms when waking from sleep. Treatment with nocturnal therapy may require adjustments to medications, including but not limited to iron, Erythropoiesis-Stimulating Agents (ESA), insulin/oral hypoglycemics, anticoagulants, and phosphate binders.

# Direct-to-Consumer Fair Balance

(CONTINUED)

## CRITICAL CARE

### RISK Statement

Used on all pieces moving forward including brochures, web, and emails where applicable

---

Renal replacement therapy, as with any medical therapy is not without risks. The decision of which therapy to use should be made by the physician, based on previous experience and on the individual facts and circumstances of the patient. There is no literature demonstrating one continuous therapy is clinically better than another.<sup>1</sup>

1. Kraus MA. Selection of Dialysate and Replacement Fluids and Management of Electrolyte and Acid-Base Disturbances. Seminars in Dialysis; Vol 22, No 2 (March-April) 2009 pp. 137-140.

# Direct-to-Consumer Fair Balance

(CONTINUED)

## SOCIAL MEDIA FAIR BALANCE

General consensus for social media fair balance is based on FDA draft guidance you must present the first line or 2 of fair balance in the post itself followed by a link to where the user can find the full risks information. This applies for all promotional posts relating to product claims, benefit claims, service claims. However, trade show postings, education class announcements do not need to include balance. This is also subject to change based on the post itself and the comfort level of Legal and Regulatory.

## HOME HEMODIALYSIS

**This should be used for all home posts that do not specifically call out Nocturnal Therapy**

---

HHD is done at home without medical staff. Certain risks from low blood pressure, blood loss & vascular access leaks may be increased. [[www.nxstage.com/homehemodialysis/ishhdrightforyou](http://www.nxstage.com/homehemodialysis/ishhdrightforyou)]

## HOME NOCTURNAL HEMODIALYSIS

**This should be used for posts that include nocturnal statements or stories**

---

HNHD is a longer treatment done while sleeping at home which may increase risk of blood clotting, blood loss and delayed response to alarms. [[www.nxstage.com/homehemodialysis/nocturnal](http://www.nxstage.com/homehemodialysis/nocturnal)]

## CRITICAL CARE

**This should be used on critical care pages that contain claims**

---

Renal replacement therapy is not without risks. The decision of which therapy to use should be made by the Physician based on circumstances of the patient. [[www.nxstage.com/criticalcare/risks](http://www.nxstage.com/criticalcare/risks)]

## DISPOSABLES

**These risk statements are product specific**

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### **ButtonHole ONLY**

Some studies have found a correlation between the use of the buttonhole cannulation technique & an increased risk of infectious complications.

# Correct Usage and First Mention

All employees must take great care to protect the company's trademarks in NxStage business correspondence, training tools, technical documentation or advertising, promotional and marketing pieces ("NxStage Materials"). As we have grown internationally, our practices for putting the public on notice of our registered trademarks has gotten more complex. The rules depend on where we are using the relevant NxStage Materials that contain registered trademarks. This page identifies our registered trademarks. The country or countries in which a particular trademark is registered are listed next to the trademark in parentheses.\*

**PLEASE NOTE:** When using product names in copy please observe correct styling, for example ButtonHole. However, when used as a graphical element, as used by the marketing team, deviations such as all lowercase, for example buttonhole, are acceptable.

\* Please note that we have only listed countries where we or our distributors sell or may sell products. NxStage has trademarks registered in additional countries. Please contact the legal department if you are going to be using NxStage Materials in a country that is not listed above.

## Registered Trademarks (list updated as of February 2019)

Access Alert (Mexico)

ButtonHole (United States)

FingerShield (United States)

Invent. Improve. Inspire. (European Community, United States)

LifeStream (European Community)

MasterGuard (European Community, Mexico, United States)

MasterSeal (European Community, Mexico)

Medic (European Community, United States)

Nx2me (United States, Canada, European Community)

Nx2me Connected Health (United States, European Community)

NxRx (United States)

NxStage (Australia, Canada, European Community, Japan, Mexico, New Zealand, United States)

 (Australia, Canada, European Community, Japan, Mexico, New Zealand, United States, United Arab Emirates)

NxStage + One (United States)

NxSteps (Australia, Canada, European Community, Japan, New Zealand, United States)

OneSite (United States)

Reverso (United States)

SameSite (United States)

SecureClip (United States)

SecureSite (European Community, Mexico)

Simple Steps for Success at Home (United States)

SlipCoat (Mexico)

SteriPick (United States)

TwinPack+ (United States)

ViraGuard (United States)

## Brands that We Use that are NOT Registered Trademarks

Cartridge Express NxView (United States)

ComfortMate OneView

ConNxBox PureFlow

System One  
(System One is a registered trademark in Japan ONLY)

Versi (Australia, European Community and Japan)

# Correct Usage and First Mention

## How to Use the Registered Trademarks and Other Brands

This section includes guidelines on trademark usage depending on whether the NxStage Materials containing the registered trademarks or other brands will be used in (A) the U.S. only, (B) Canada only, (C) the U.K. only, or (D) internationally (whether or not also used in the United States).

### A. United States only

If your NxStage Materials will be used solely in the United States, you should use the ® symbol to mark the trademarks that are registered in the United States and the ™ symbol to mark the other brands that we use that are not registered trademarks.

#### EXAMPLES:

“More frequent hemodialysis with the NxStage® System One™ and PureFlow™ SL can offer hundreds of thousands of patients access to the life changing benefits possible with our therapy.”

*Please note that you should use PureFlow™ SL and **NOT** PureFlow SL™.*

### B. Canada only

If your NxStage Materials will be used solely in Canada, you should use the ® symbol to mark the trademarks that are registered in Canada and the ™ symbol to mark the other brands that we use that are not registered trademarks.

#### EXAMPLES:

“More frequent hemodialysis with the NxStage® System One™ and PureFlow™ SL can offer hundreds of thousands of patients access to the life changing benefits possible with our therapy.”

### C. UK only

If your NxStage Materials will be used solely in the UK, you should use the ® symbol to mark the trademarks that are registered anywhere in the world. The UK allows the ® symbol to be used even if the mark is registered somewhere other than in the UK.

Although it is not illegal to use the ™ symbol to mark unregistered brands, the ™ symbol has no legal significance in the United Kingdom and so there is no reason to use it.

#### EXAMPLES:

“More frequent hemodialysis with the NxStage® System One and PureFlow SL can offer hundreds of thousands of patients access to the life changing benefits possible with our therapy.”

### D. International (e.g., Europe, Australia, Middle East)

If your NxStage Materials will be used internationally (whether or not such materials will also be used in the United States), you should NOT use the ® or ™ symbols to mark the registered trademarks and other brands, respectively. Instead, we will put the public on notice of our registered trademarks by using the following language in the mouseprint in the footer of the page (the relevant information should be inserted into the brackets):

#### IF THE NXSTAGE MATERIAL WILL ALSO BE USED IN THE UNITED STATES:

“The [NxStage] trademark is registered in the U.S. Patent and Trademark Office and is owned by NxStage Medical, Inc. The [NxStage] trademark is also registered in [Australia, Canada, the European Union, Mexico, Japan, and New Zealand]. [System One] and [PureFlow] are trademarks of NxStage Medical, Inc.”

#### IF THE NXSTAGE MATERIAL WILL NOT BE USED IN THE UNITED STATES:

“The [NxStage] trademark is owned by NxStage Medical, Inc. and is registered in [Australia, Canada, the European Union, Mexico, Japan, and New Zealand]. [System One] and [PureFlow] are trademarks of NxStage Medical, Inc.”

# Correct Usage and First Mention

## How to Use the Registered Trademarks and Other Brands

(CONTINUED)

### Additional Rules

The following additional rules apply when using registered trademarks (and other brands) in NxStage Materials:

- 1) If using the ® or ™ symbol as instructed in these guidelines, use the symbols on first mention only; thereafter, leave the trademark unmarked. This applies to both NxStage and third party brands.
- 2) In product catalogs, if using the ® or ™ symbol as instructed in these guidelines, mark on every 2-page spread.
- 3) On websites for the U.S., UK or Canada, when using the ® or ™ symbol as instructed in these guidelines, mark first mention on every web page.
- 4) Ensure that the owner of each trademark (whether owned by NxStage or a third party) is appropriately referenced in the mouseprint in the footer of the document.
- 5) At least once in the body of the piece, and preferably upon first mention in the text, use the description of the item directly after its trademarked name: ButtonHole needle, Streamline blood tubing set, etc.

# Copyright and Trademark Language

## Required Language (“Mouseprint”) for APMs

All Advertising and Promotional Materials (APMs) should have a standard statement containing copyright, trademark and disclaimer language specific to the products and line of business it represents. (Occasionally, the legal and regulatory departments may forgo this requirement on large graphical pieces for aesthetic reasons.)

The standard language for APMs contains the following elements – where relevant – in this order:

- 1) Copyright symbol [space], year of publication, NxStage Medical, Inc. **ALL COPYRIGHTS SHOULD BE OWNED BY NXSTAGE MEDICAL, INC.**
- 2) Identification of NxStage as the owner of each of the company’s registered trademarks used in the piece, with the trademarks listed in alphabetical order.
- 3) Identification of NxStage as the owner of each of the company’s brands used in the piece that is not a registered trademark, with the brands listed in alphabetical order.
- 4) Identification of the owner of each third party registered trademark and each brand that is not a registered trademark used in the piece, with the trademarks and brands listed in alphabetical order.
- 5) Caution statement (as applicable for U.S.)
- 6) APM and Rev. numbers.

The copyright line is written in at least 7 pt. Helvetica Neue LT St. Light (same as captions) or in Arial 7 pt. (in Microsoft applications)

## Advertising and Promotional Materials

### HOME THERAPIES (example of US only piece)

© 2019 NxStage Medical, Inc. NxStage is a registered trademark of NxStage Medical, Inc. PureFlow and System One are trademarks of NxStage Medical, Inc. CAUTION: Federal law restricts this device to sale by or on the order of a physician. APMXXX Rev. A

### HOME THERAPIES (example of a piece used internationally and in the U.S.)

© 2019 NxStage Medical, Inc. The NxStage trademark is registered in the U.S. Patent and Trademark Office and is owned by NxStage Medical, Inc. The NxStage trademark is also registered in Australia, Canada, the European Union, and Japan. PureFlow and System One are trademarks of NxStage Medical, Inc. CAUTION: U.S. Federal law restricts this device to sale by or on the order of a physician. APMXXX Rev. A

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### CRITICAL CARE (example of US only piece)

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# Copyright and Trademark Language

## Required Language (“Mouseprint”) for COMMS and TMS

All Customer Communications (COMMS) and Training Materials (TMs) should have a standard statement containing copyright, trademark and disclaimer language specific to the products and line of business it represents.

The standard language for COMMS and TMs contains the following elements – where relevant – in this order:

- 1) Copyright symbol [space], year of publication, NxStage Medical, Inc. **ALL COPYRIGHTS SHOULD BE OWNED BY NXSTAGE MEDICAL, INC.**
- 2) Specific disclaimer notice (**NOTE: This will change by line of business and products named in the piece**).
- 3) Identification of NxStage as the owner of each of the company’s registered trademarks used in the piece, with the trademarks listed in alphabetical order.
- 4) Identification of NxStage as the owner of each of the company’s brands used in the piece that is not a registered trademark, with the brands listed in alphabetical order.
- 5) Identification of the owner of each third party registered trademark and each brand that is not a registered trademark used in the piece, with the trademarks and brands listed in alphabetical order.
- 6) Caution statement (as applicable for U.S.)
- 7) COMM and TM and Rev. numbers.

The copyright line is written in at least 7 pt. Helvetica Neue LT St. Light (same as captions) or in Arial 7 pt. (in Microsoft applications)

## Customer Communications (COMMS) and Training Materials (TMs)

### HOME THERAPIES (example of US only piece)

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If you have any questions about these brand guidelines,  
please contact the NxStage Marketing Communications Department.

350 Merrimack Street, Lawrence, MA 01843  
www.nxstage.com • tel: 978-687-4700