



MED SELECT
— HOLDING GMBH —

MARKETING GUIDELINES

Workflow

With the restructuring and transfer of central management to the Holding, we have a clear objective: **a consistent brand identity for all companies within the MedSelect Group.**

This ensures that our messages are communicated externally in a strong, recognizable and professional manner - regardless of which GmbH is communicating.

To ensure smooth collaboration, the following basic principle applies:

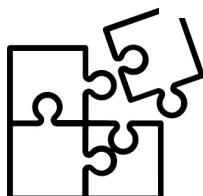
The Holding defines the design - the GmbH decides how it is used.
Einsatz.



Holding defines
the design



GmbH reviews its
requirements based
on the budget and
manages the
implementation



Contact

Med Select Holding GmbH:

Sandra Jurek

Email: jurek@med-select.de

Tel.: +49 (0) 160 337 54 80

Guidelines for Print Marketing

Design & templates: All print products (brochures, flyers, business cards, merchandise, advertisements, etc.) are created by the Holding in accordance with the defined Corporate Design (CI).

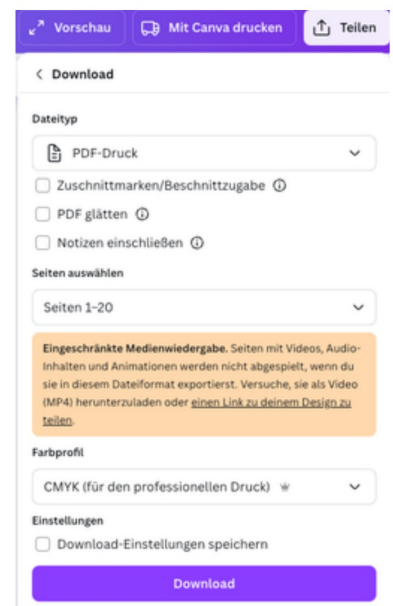
GmbH: MedSelect GmbH independently decides how many copies are required and organizes the printing process on its own responsibility. The GmbH has a defined budget which it must manage independently.

Approval process: Every marketing activity is coordinated through the designated contact person in the Holding. This person approves templates, designs and CI elements and ensures that all companies within the MedSelect Group present a consistent image. The Corporate Design Manual (CI presentation) is binding and serves as the framework. It contains detailed specifications for colors, fonts, logos, imagery and design rules.

Summary:

The GmbH does not create new designs; it uses the existing templates.

The GmbH prints and distributes according to requirements.



Holding defines the design & decides which print products are available

GmbH manages the printing process - Canva contains all templates so that print-ready files can be prepared there - the design must not be changed.



A group of approximately 12 people are seated around a long, light-colored wooden conference table in a modern meeting room. The room features a grid ceiling with recessed lighting and large windows on the right side, providing a view of the outdoors. The participants are dressed in business casual attire, and several laptops and water bottles are placed on the table. The atmosphere appears professional and collaborative.

Laboratory

- o Complete blood count
- o Barium blood sugar
- o Sodium
- o Potassium (urine blood)
- o Calcium (urine blood)
- o Magnesium (urine blood)
- o Chloride
- o Cholesterol
- o Liver-enzyme (liverpancreas)
- o High-density lipoprotein
- o Triglycerides
- o Aspartate aminotransferase
- o Alanine aminotransferase

o Gamma-glutamyl transferase
o Gamma-glutamyl aminobutyrate
o Creatinine (urine blood)
o Uric acid
o Bile acid
o Creatinine and CDT
o Total protein
o Serum electrophoresis
o Creatinine (urine blood) and creatinine
o Urine of D₂₀



University of Vienna

- The GmbH independently organizes and conducts events.
- The GmbH uses the prescribed CI elements and templates provided by the Holding.
- Leads, feedback and KPIs are recorded by the GmbH after each event, entered into orgaMAX and submitted to the Holding for evaluation.

Guidelines for Pitches & Presentations

Presentations & appearances: Whether with clients, at a trade fair, in a webinar or in a strategy meeting - every presentation shapes how MedSelect is perceived. Consistency and professionalism are mandatory standards.

GmbH: MedSelect GmbH tailors content to the target audience and is responsible for delivery and follow-up. This allows a flexible response to clients, partners and participants without departing from the shared brand identity.

Approval process: The Holding centrally manages design specifications, templates and content standards. These are binding for all companies in the Group and ensure a consistent, professional and brand-compliant presence. Approvals and CI elements are handled through the designated contacts in the Holding.

Summary:

- The GmbH adapts content to target audiences and is responsible for delivery and follow-up.
- The Holding provides CI specifications, templates, structure and approvals.
- All presentations are stored centrally on the server and serve as the binding basis.





TEIL 3

warum es dann nach einiger Zeit

METFORMIN

🔍 Analyse anzeigen

TEIL 1

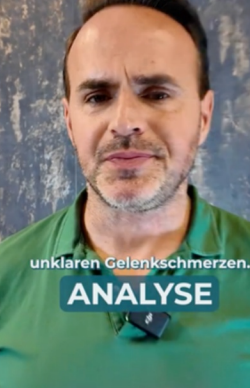
mit so einer Apherese?

TOXOPHERESE

FUNDAMED
ARZTWESEN

Prof. Dr. med. Jochen Wenzel

Analyse a...



Create portrait footage - to add movement and vitality, an occasional zoom is used in portrait editing.

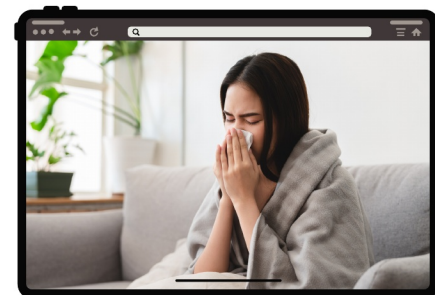
- The GmbHs organize filming, editing and post-production independently.
- The Holding provides topics, messages and tone.
- The Holding grants final approvals and ensures brand consistency.

Holding Guidelines for Increasing Brand Recognition in Videos & Visuals

1. Consistent video structure for greater impact

To strengthen the recognition value of our videos and capture viewers' attention within the first three seconds, every video includes a consistently designed on-screen button. This button presents the main topic of the video clearly, concisely and prominently - for example as a striking keyword such as: "Toxopheresis"

Objective: Viewers should immediately understand what the video is about and feel personally addressed.



2. Opening with a medical message

Ideally, the video begins with a short statement by the physician that leads directly into the topic. This creates trust and relevance - both are essential for keeping viewers engaged. Example:

"Do you suffer from chronic fatigue?"

3. Subtitles in Corporate Design (CI)

All videos include subtitles that comply with our Corporate Design. This ensures that the content can be understood without sound and that our brand has a consistent appearance across all platforms.

Imagery

To give our images a consistent and high-quality appearance, a color filter is applied to all visuals:

Color: #e7f1f1

Transparency: 22%

This subtle filter creates a harmonious, calm visual impression, blends seamlessly into the overall page design and simultaneously reflects our brand color palette.



Introduction to the Guidelines for Advertising Placement

Advertisements & online campaigns: Whether on Google, social media or in print magazines - every advertisement represents the MedSelect brand and directly shapes how we are perceived. Consistent standards ensure professionalism, efficiency and recognition.

GmbH: The MedSelect GmbHs implement campaigns in practice - from selecting target audiences and creating the content to placing the ads. The measures are documented and archived independently to ensure transparency and traceability.

Approval process: Strategic responsibility lies with the Holding. It defines brand guidelines, CI requirements, standards and approvals. This ensures that all campaigns are implemented consistently and in line with the brand - regardless of which GmbH places them.

Summary:

The GmbHs implement campaigns: target audience selection, design, placement and documentation.

The Holding provides CI requirements, brand guidelines, standards and approvals.

Archiving & documentation ensure transparency and traceability.



Introduction to the PR Guidelines

PR & public relations:

Whether in press releases, interviews or at events - every PR activity represents the MedSelect brand and directly shapes our public image. Consistent standards ensure credibility, trust and recognition.

GmbH:

The MedSelect GmbHs implement PR activities operationally - from maintaining contacts with regional media and organizing press interviews to creating content. All activities are documented and archived independently to ensure transparency and traceability.

Approval process:

Strategic responsibility lies with the Holding. It defines brand guidelines, CI requirements and communication standards and approves all official messages, such as press releases.

This ensures that all PR activities are implemented consistently and in line with the brand - regardless of which GmbH carries them out.

Summary:

The GmbHs implement PR activities: media contacts, content, events and documentation. The Holding provides CI requirements, communication guidelines, standards and approvals. Archiving & documentation ensure transparency and traceability.



Introduction to the Guidelines for Social Media Marketing

Social media & content: Whether on Instagram, TikTok or YouTube - every post, every story and every video shapes MedSelect's external image. Consistency, professionalism and legal compliance are mandatory.

GmbH: The MedSelect GmbHs manage the channels, create content and engage with the community. Work is carried out independently, but always within the framework defined by the Holding.

Approval process: The Holding assumes strategic leadership and defines CI requirements, core messages, tone, templates and legal standards. Every publication goes through the defined approval processes to ensure quality, consistency and legal compliance.

Summary:

The GmbHs create content and manage channels and communities.

The Holding provides strategy, CI requirements, design and legal standards.

Coordination & approval ensure consistency and professionalism.

#e7f1f1
231/241/241

#135766
19/87/102

#99558c
153/85/140

#FFFFFF
255/255/255

#000000
0/0/0



Website Guidelines

Website & online presence: The website is one of MedSelect's most important showcases - a digital business card, information platform, point of contact and sales support all in one. Every subpage must be professional, up to date and user-friendly while consistently reflecting the brand identity.

GmbH: The MedSelect GmbHs independently maintain blog posts and the members' area. New presentations or YouTube videos are uploaded directly to the homepage by the GmbHs.

Approval process: The Holding bears central responsibility for the website. It defines standards, CI requirements, content and approval processes to ensure a consistent brand image.

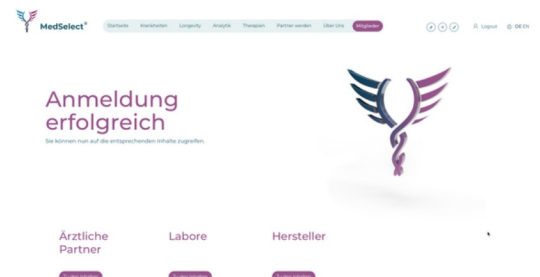
Technology: Technical support is provided by the likemachines agency. Technical website issues are reported directly to the agency.

Summary:

The GmbHs maintain blog posts and members' areas, including the upload of new content.

The Holding defines standards, CI, content and approvals.

Technical support and troubleshooting are handled by the agency.



Brand Identity



VERTICAL ORIENTATION ON WHITE



HORIZONTAL ORIENTATION ON WHITE



VERTICAL ORIENTATION ON BLACK



HORIZONTAL ORIENTATION ON BLACK



SLOGAN APPLICATION ON COLOR

HEALTH
reimagined

HEALTH
reimagined



HEALTH
reimagined

HEALTH
reimagined



The Color Palette

PRIMARY COLORS



#e7f1f1
231/241/241



#135766
19/87/102

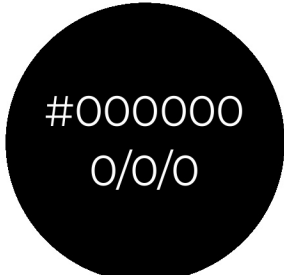
SECONDARY Colors



#99558c
153/85/140



#FFFFFF
255/255/255



#000000
0/0/0

Montserrat

Breathing

Montserrat Semi Bold

Main Font Montserrat Medium

For Headers and Paragraphs Montserrat Regular

Alternative Font
For Subheaders and Paragraphs

Large

This text block is for longer descriptions. Montserrat Regular

This text block is for longer descriptions. Montserrat Light.



Thank You