



Oculus

Pathology

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MESSAGING

Who We Are

Oculus Pathology proudly works with physicians around the country with the shared mission of serving patients with world-class pathologists through the latest techniques and equipment.

The intertwined relationship between our team of pathologists and our clients as providers in clinics and hospitals requires the highest standard of peer-to-peer collaboration and communication to ensure our objectives are met for the benefit of each patient.

This connectivity is represented by the interlocking circles while the gradient represents the range of subspecialties our team strives to provide for clients.



LOGOS

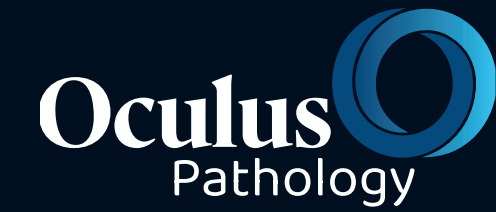
Variations

The full color logo should only be used on an white or light background. The white or black versions may be used accordingly to the background color.

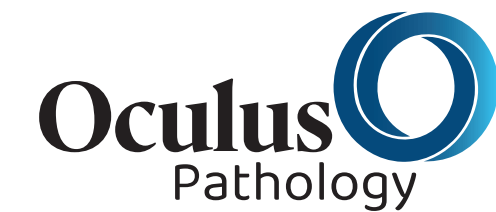
Oculus Stacked
Horizontal



full color

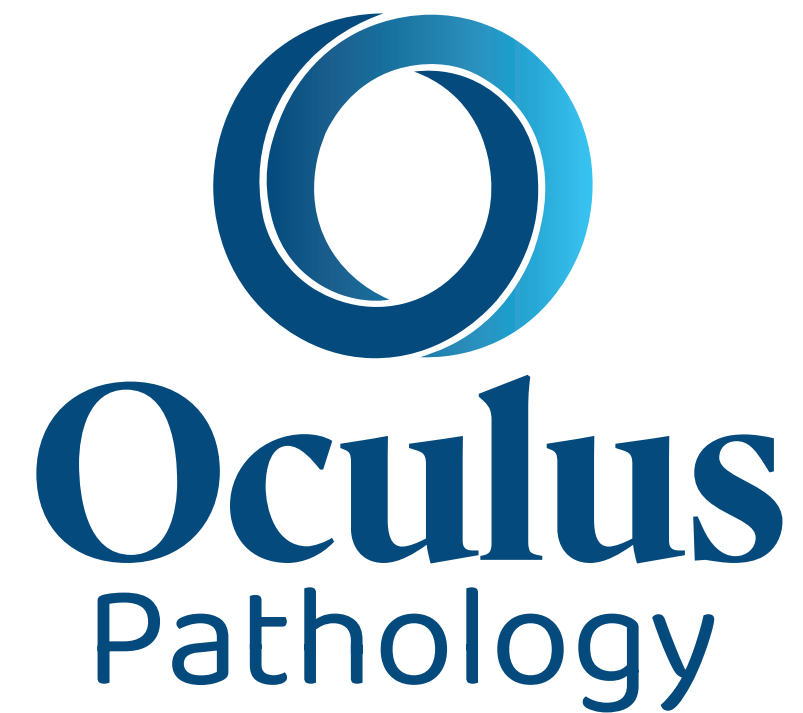


white

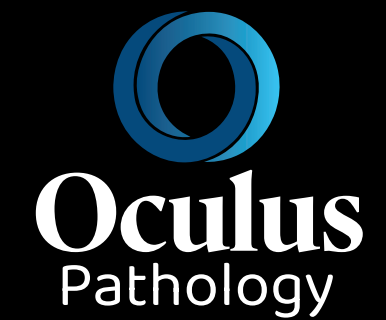


dark

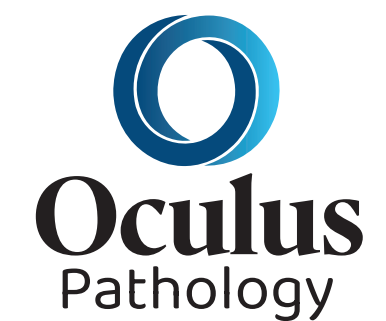
Oculus Stacked
Center



full color



white



dark

LOGOS

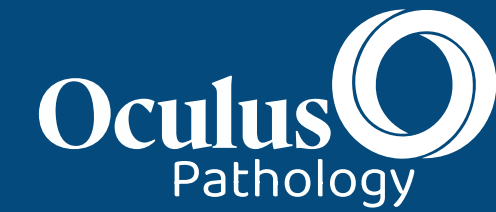
Variations

The solid color logo should only be used on an white or light background. The white or black versions may be used accordingly to the background color.

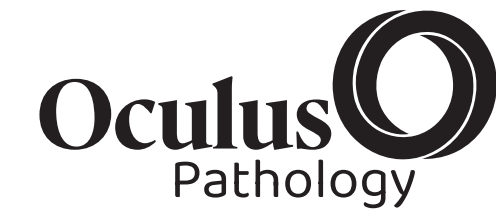
Oculus Stacked
Horizontal



Blue



white

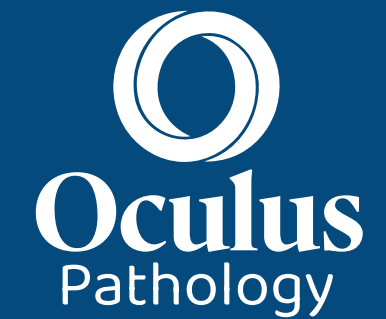


black

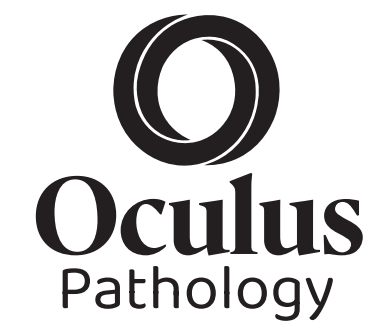
Oculus Stacked
Center



Blue



white



dark

LOGOS

Temporary

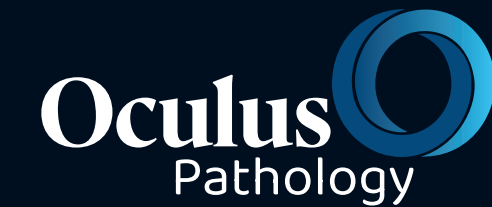
The use of the temporary logo serves as an essential bridge during the rebranding process. This interim design helps maintain continuity for clients and partners while the organization completes its full visual transformation.

The solid color logo should only be used on a white or light background. The white or black versions may be used accordingly to the background color.

Oculus Stacked Horizontal



Blue



white

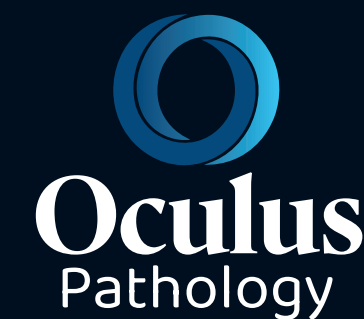


black

Oculus Stacked Center



Blue



white



dark

LOGOS

Usage

Sizing

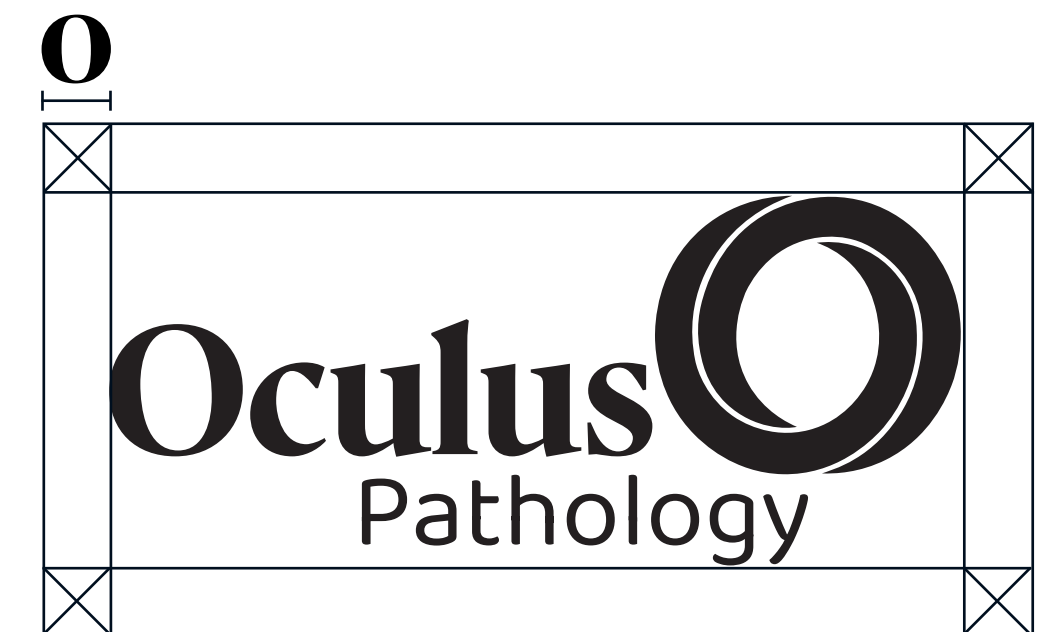
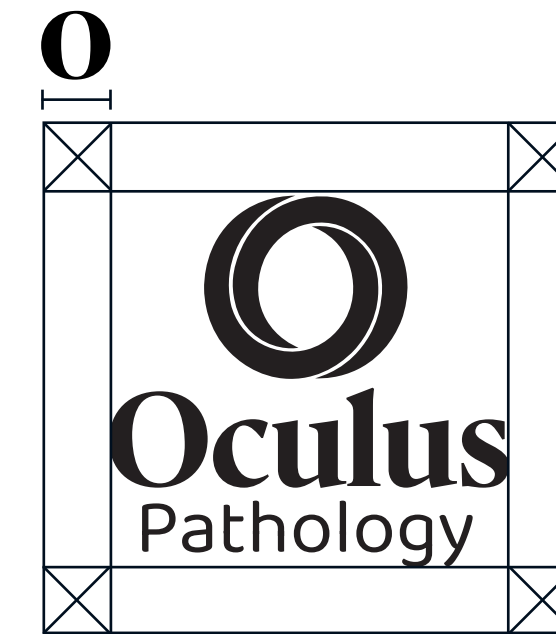
The Oculus logo should never appear smaller than 100 pixels high on digital media or .5 inches on print media. When appearing alone, the icon may be as small as 35 pixels high.

Spacing

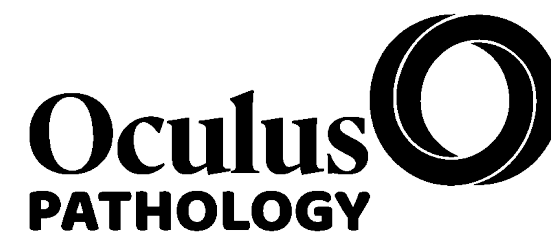
When using the Oculus logos in collateral or placing it next to other elements, make sure that the logo has the clear space around it. For the logo, the minimum clear space should be equal to the "o".

Incorrect Usage

Do not use any unapproved versions of the Oculus logos. Examples displayed below.



Do not change layouts.



Do not use unapproved colors.



Do not stretch or alter.



Do not outline or apply gradients.



Do not apply shadows.



TYPOGRAPHY

Nicholas

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Nicholas is available via Adobe Fonts.

Baloo 2

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Baloo 2 is available via Adobe Fonts and Google Fonts.

TYPOGRAPHY

These guidelines serve to establish a cohesive style across all communication. This hierarchy may be expanded and adapted as needed.

Nicholas Bold
Sentence case
Tracking 0

**Primary headlines
are short and sweet**

Baloo 2 Semibold
Sentence case
Tracking 0

**This is a secondary header that can be
a little longer and go on multiple lines.
It shouldn't be longer than three.**

Baloo 2 Regular
Sentence case
Tracking 0

This is sample body copy. It can be bolded or italicized or both.

Xerum hicil magnimu stempel Pudipis alicabo. Nam, te versper chitist reperit libea a cone venducius accat ut res dolest, sequatu renimenis apelles si berehent quam simusandant, occum am untum nam simus, sit reicim eum quatet ommos utamet uta volorest. Pitest dessi cumquis toreium fugit utem ersperaesto occus senis est am et estruption por solo que veri odiam ipsa vollor reserum hit fugit ullaborum.

COLOR PALETTE

PRIMARY

HEX #084B7D
CMYK 100/76/27/10
RGB 9/75/124

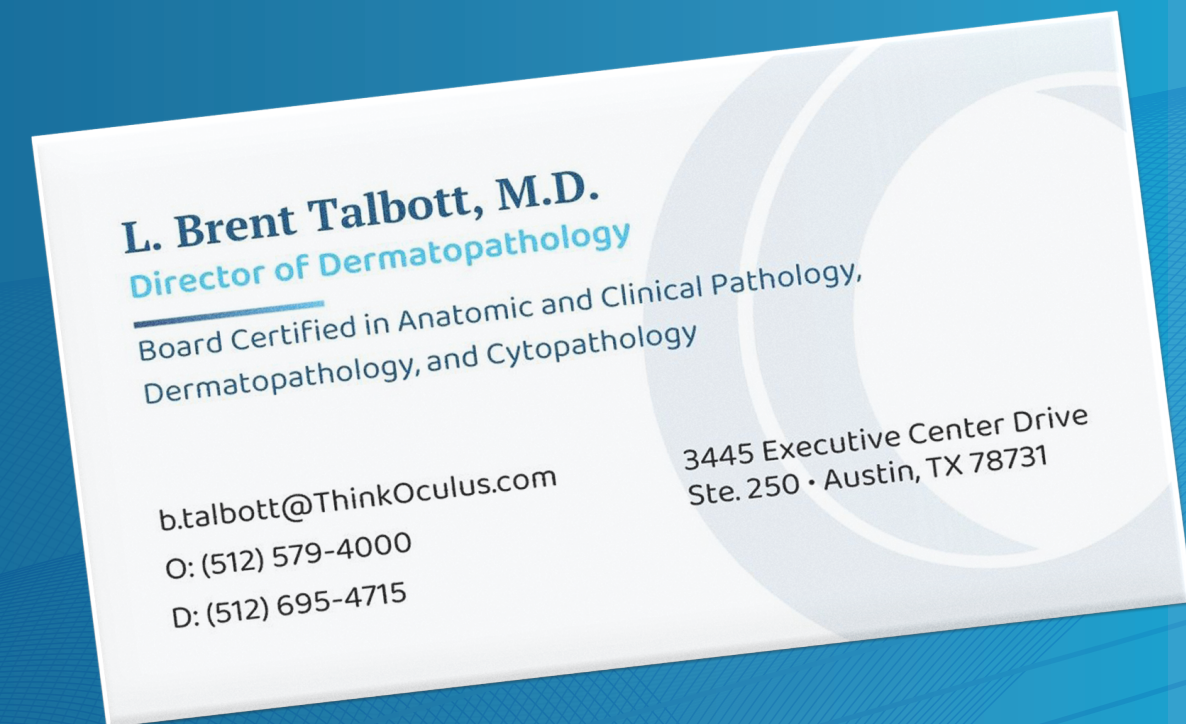
HEX #3AC6F3
CMYK 62/0/0/0
RGB 56/198/244

SECONDARY

HEX #000F1F
CMYK 85/74/57/75
RGB 0/15/31

HEX #D6FFF6
CMYK 16/0/4/0
RGB 214/255/246

BUSINESS CARDS



LETTERHEAD

Download Letterhead Template



Letterhead for Microsoft Word



PRINT COLLATERAL



Effective Treatment Starts with the Right Pathology Partner.

Oculus Laboratory Services

Our lab partners with hospitals, surgery centers, and physician specialty practices to deliver the most advanced testing in:

- Dermatopathology
- Hematopathology
- Breast and gynecologic pathology
- Surgical pathology
- Cytopathology
- GI pathology
- Urological pathology

The Oculus lab is:

- Independent, physician-owned
- Backed by a network of more than 50 board certified specialty and subspecialty pathologists
- CLIA-certified
- Accredited by the College of American Pathologists
- More than 60 years of experience and service



The Oculus lab provides patient-friendly collection devices, state-of-the-art testing, rapid turnaround time, and integration with practices and clinics EMRs for frictionless order entry and results retrieval.

Oculus Pathology

Corporate Offices:
3445 Executive Center Drive | Austin, TX 78731
ThinkOculus.com | (512)579-40000



ing for adult and pediatric patients with and reliable pathology partner with subspecialty al management. Oculus Pathology shares your ility patient care, starting with accurate diagnostic

Team Provides:

blood, bone marrow, and lymph node disorders.
w of complex and challenging cases.
chemical evaluation of biopsy specimens.
e marrow samples, lymphoid lesions, peripheral blood, and
netic and molecular findings into morphologic diagnoses to on.



Available and responsive to questions and consultation requests



Rapid turnaround times



Integration with your EMR



Our Pathology Commitment:

With nearly 200 available tests, our lab is continually updating our diagnostic capabilities to offer the most current histology, molecular pathology and cytology tests as well as immunohistochemistry, immunofluorescence, and special stains.

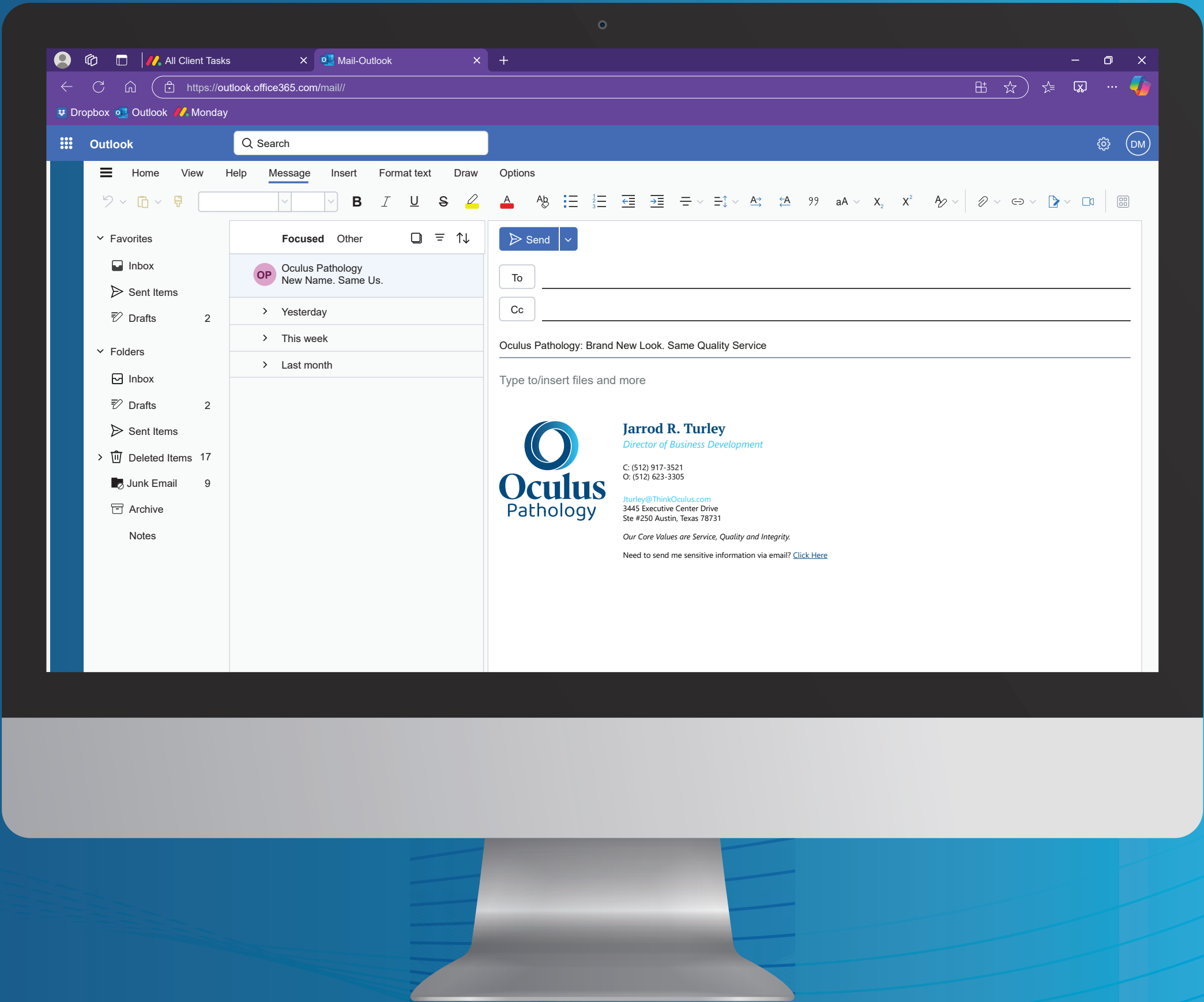
s lab provides patient-friendly collection devices, he art testing, rapid turnaround time, and integration ices and clinics EMRs for frictionless order entry and rieval.

EMAIL SIGNATURE

Name	PT Serif Bold
Title	<i>Segoe UI Italic</i>
Body	Segoe UI

Download Email Signature Templates

-  Email Signature - with Logo
-  Email Signature - without Logo



POWERPOINT TEMPLATE

Download Powerpoint Templates

 Powerpoint Theme Template

