

Partner Brand & Web Kit

Image-Pro version 11

You are one cool partner

Dear valued partners,

If you are reading this, you are among a select group chosen to partner with a powerful, global brand that is personally dear to all of us at Media Cybernetics – Image-Pro®. We are excited and honored to be partnered with you!

We have put together a collection of logos, icons, imagery, and various other marketing materials to help you manage, market, and sell Image-Pro v11 and to deliver the tools you will need to create a uniformed, consistent look to help us achieve brand consistency. You are welcome to download and **share these tools across your website and social media channels once Image-Pro version 11 has been released.**

Should you have any questions, feel free to contact the Media Cybernetics Marketing Team by emailing marketing@mediacy.com or calling us at +1 301 495 3305.

Sincerely,
Media Cybernetics

Selling Image-Pro

Image-Pro v11 is now the most advanced 64-bit scientific image analysis platform available with capabilities evolved beyond its predecessors.

With the launch of v11, we will no longer be advertising any other previous versions or brands, focusing our efforts on this new platform. This means we will be asking all our partners to **join us in removing the mention of all previous versions and brands from websites and marketing materials to focus on Image-Pro v11.**

As with all our new releases, once the official launch date comes, purchases of Image-Pro will no longer deliver v10 and will be replaced with the all-new Image-Pro v11.

If you still have customers that require “Image-Pro Plus v7” or “AutoQuant X3”, these products will remain available on your partner pricelist for the time-being and can still be purchased and will continue to be supported, even though they will not be visible to the public.



Pricing

At Media Cybernetics, it is not in our policy to provide our pricing publicly. This entails providing a price range, starting/minimum price, or specific prices.

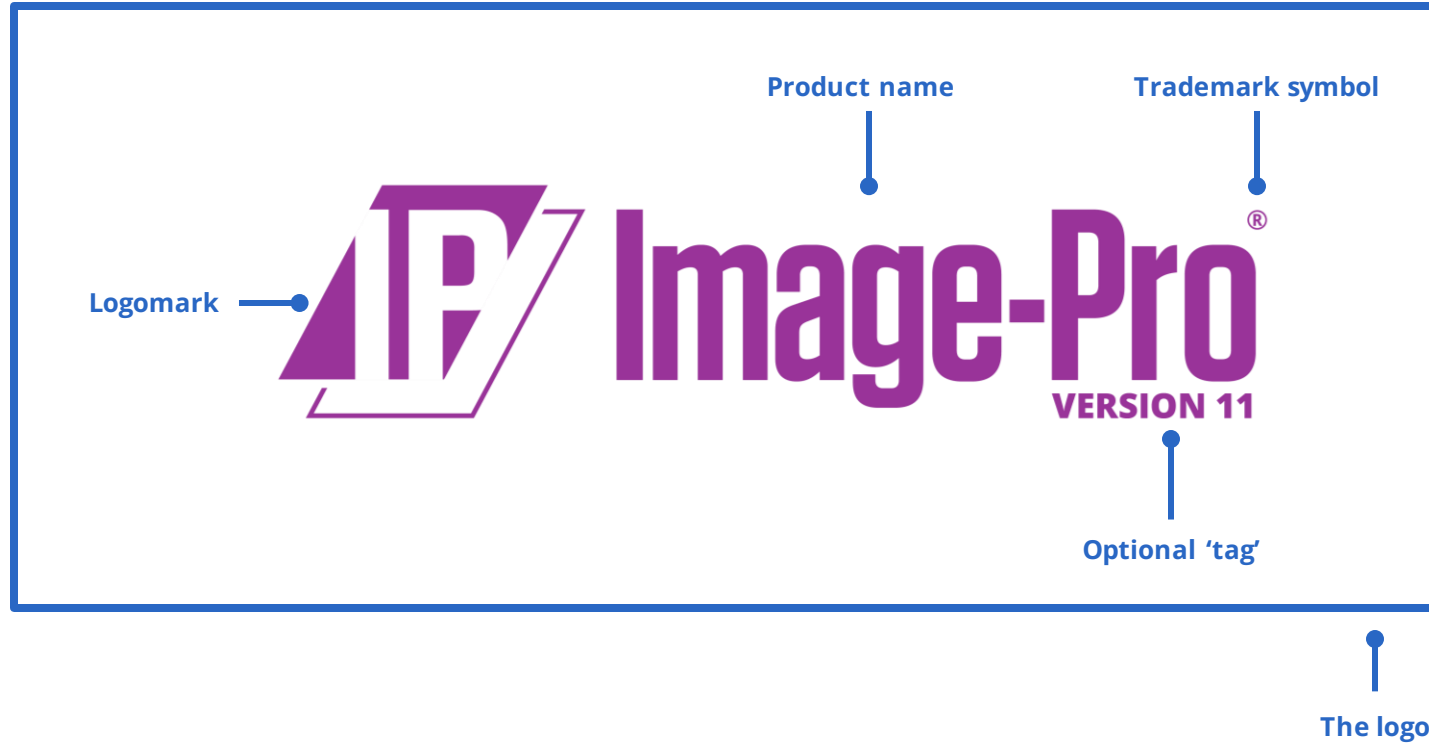
In lieu of offering pricing on your website, please consider using a simple 'Contact Us' button/call-to-action (CTA) or the following statement:

Image-Pro is a modular product with a variety of configurations. Contact us to build and price a bundle.

Branding

Logo

Elements of a Logo



Logo

An elegant new product logo that represents the depth of our technological advancement.

A 'logo' refers to the entire entity of the logo's elements (everything in the blue rectangle).

Benefits of using the whole logo include:

- Boosts name recognition and builds recognition for the logomark as well
- A more meaningful message, since all elements are included
- Benefits established brands going through a rebranding

Logo



**The logo comes in a 'reverse' style as well, to use when placed on a colored background.*

Logo Options



Logomark, Product, & Company 'tag'

- Use when referring to Image-Pro as an entity or brand, especially the first time you introduce it.



Logomark, Product, & Version 'tag'

- Use when referencing a specific version.



Logomark & Product; No 'tag'

- Use when referring to Image-Pro as an entity and have previously used one of the above logos.

Logomark

A 'logomark' refers to the entire entity of the logo's elements (everything in the blue rectangle).

Benefits of using a logomark on its own include:

- A logo can seem clunky or obtrusive in more streamlined locations
- Good for mobile: a logomark is easier to see and read at smaller sizes



Product Name

Our Product Name has not changed. Please ensure it is written correctly, especially by placing a dash in between "Image" and "Pro".

You may use one of the following options:

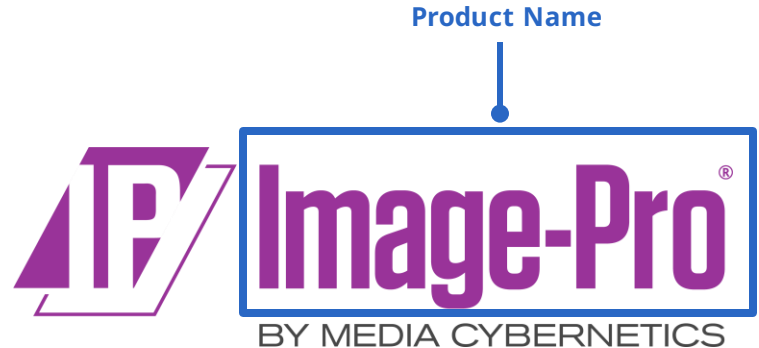
Image-Pro[®] by Media Cybernetics

Image-Pro[®] version 11

Image-Pro[®] v11

Image-Pro[®]

Learn more on slides 28-31.



Optional 'Tag'

An optional 'tag' is an additional line of text located underneath the product name.

You may only use one or the other – combining the tags is not acceptable.

The two optional tags for the Image-Pro logo include:

- By Media Cybernetics
- Version 11

Benefits of using a 'tag' include:

- Adds context or additional information
- In the case of the Media Cybernetics tag, it adds additional brand awareness.
- In the case of the version, it adds clarity around what version of the product you are referring to.



Optional 'tag'



Trademark Symbol

The circle R symbol (®) means that a mark is federally registered with the US Patent and Trademark Office, either on the Principal Register or Supplemental Register.

The R symbol should be used after Image-Pro[®] when introducing the brand as an entity for the first time.



Typography

Please use the following typefaces across your website and materials when referencing Image-Pro.

Akzidenz Grotesk

This is a typeface from the 19th century and paved the way for modern typefaces such as Proxima Nova and Futura.

For use when:

- Not for public use. It is only to be used for the typeface of 'Image-Pro' in the logo

Open Sans

This is a modern sans-serif typeface created by Google. Download it from the Partner Web Kit or at www.fonts.google.com/specimen/Open+Sans

For use when:

- Writing copy

Desktop

Display: 84px

H1

H1: 60px

H2: 44px, Light

H3: 36px, Bold

H4: 30px, Regular

H5: 24px, Bold

H6: 26 px, Semibold

Body: 18px, Regular

PREHEADING: 16PX, BOLD, ALL CAPS, 100 LETTER SPACING

Mobile

Display

H1

H1

H2

H3

H4

H5

H6

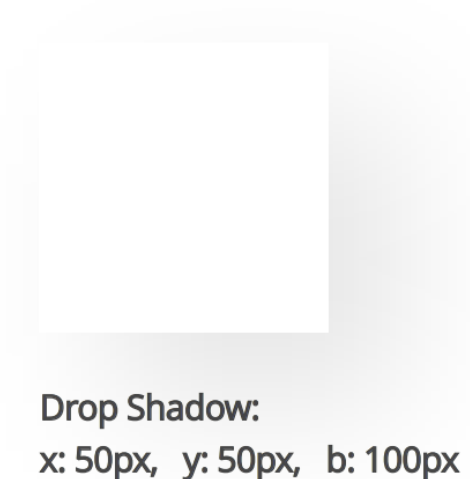
Body copy

Open Sans provides a variety of styles or 'weights' in the font family.

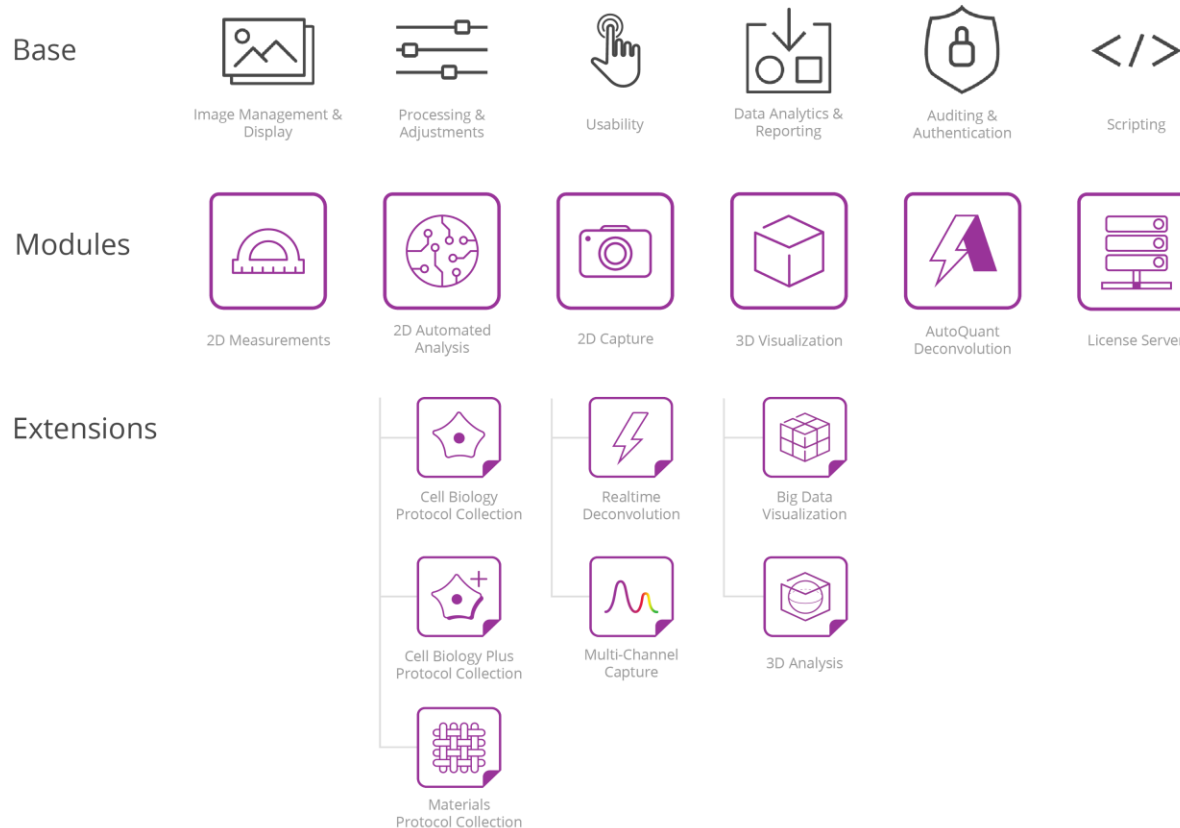
We ask that you please use the following styles, weights, and font sizes across your website and materials.

Brand Colors

Please use the following colors cross your website and materials when referencing Image-Pro.



Iconography



Industries



Life Sciences



Natural Resources



Manufacturing



Pathology



Materials Science



Security

Messaging

Referring to Image-Pro

When referring to us and our product(s), please use the following formula:
Product name (with a dash between 'Image' and 'Pro') + trademark symbol + full company name,
as written below:

Image-Pro[®] by Media Cybernetics

After using this terminology once, you can refer to Image-Pro without the trademark symbol ® and “by Media Cybernetics.” Thereafter, you may refer to Image-Pro as:

Image-Pro[®] v11

Image-Pro[®] version 11

Image-Pro[®]




Articulation	Associated Logo	Context	Example
Image-Pro® by Media Cybernetics		Use when referring to Image-Pro as an entity or brand, especially the first time you introduce it.	<i>We have partnered with Image-Pro® by Media Cybernetics for the past five years.</i>
Image-Pro® version 11 or Image-Pro® v11		Use when referencing a specific version. Use only when the logo with the Company 'tag' has been used before.	<i>From supercharged multi-channel capture to protocol-driven analysis, Image-Pro® version 11 is designed to optimize every workstation in your imaging lab.</i>
Image-Pro®		Use when referring to Image-Pro as an entity in prose. Use only when the logo with the Company 'tag' has been used before.	<i>Since employing Image-Pro® solutions, we have increased revenue by 50%.</i>



Image-Pro® by Media Cybernetics

Image-Pro® version 11

Image-Pro® v11

Image-Pro®



Image Pro® by Media Cybernetics

ImagePro® by MediaCybernetics

Image-Pro® by MediaCy

image-pro® by media cybernetics

Media Cybernetics Image-Pro®

Image-Pro® ver11

Image-Pro® 11

Image-Pro® by Media Cybernetics

Image-Pro® by Media Cybernetics



Image-Pro®
Premier

Image-Pro®
Premier 3D

Image-Pro®
Insight



Copy

Media Cybernetics – General #1

Length	Copy
Short	Helping people go from "Images to Answers" since 1981
Medium	Helping people go from "Images to Answers" since 1981 Extract critical insights with world-renowned software for free-form image capture, processing, and analysis.
Long	Helping people go from "Images to Answers" since 1981 Media Cybernetics helps scientists and engineers extract critical insights with world-renowned software for free-form image capture, processing, and analysis.

Media Cybernetics – General #2

Length	Copy
Short	<p>Media Cybernetics helps power your search for “what’s next”</p> <p>Media Cybernetics’s ever-advancing scientific imaging platform enable users to identify, strengthen and extract critical but often hidden information present in scientific digital images.</p>
Medium	<p>Media Cybernetics helps power your search for “what’s next”</p> <p>For more than four decades, Media Cybernetics have been advancing their scientific imaging platform by collaborating with researchers, scientists, and engineers like you—users that need to identify, strengthen and extract critical but often hidden information present in scientific digital images.</p>
Long	<p>Media Cybernetics helps power your search for “what’s next”</p> <p>For more than four decades, Media Cybernetics have been advancing their scientific imaging platform by collaborating with researchers, scientists, and engineers like you—users that need to identify, strengthen and extract critical but often hidden information present in scientific digital images.</p> <p>To enable these users to quickly, easily, and accurately count what couldn’t be counted, measure what couldn’t be measured, uncover what would otherwise remain hidden—that is what drives their continuous innovation.</p>

Media Cybernetics – By Industry

Length	Copy
Short	Scientific imaging solutions for your industry
Medium	Scientific imaging solutions for your industry Media Cybernetics has imaging and analysis solutions to make your work easier.

Media Cybernetics – By modality/format

Length	Copy
Short	Works with most any modality and format
Medium	Works with most any modality and format With support for 150+ microscopy cameras and 65+ light and electron microscopy file types, Image-Pro works with most any microscopy modality.

Media Cybernetics – By type/size

Length	Copy
Short	Designed for any lab type or size
Medium	Designed for any lab type or size Image-Pro can help staff in any microscopy lab—from small-to-medium-sized labs to enterprise organizations, from core facilities to government—tackle their unique imaging challenges.

Image-Pro – Microscopy, Evolved

Length	Copy
Short	Microscopy, Evolved.
Medium	Microscopy, Evolved. Image-Pro is designed to optimize every workstation in your imaging lab.
Long	Microscopy, Evolved. From supercharged multi-channel capture to protocol-driven analysis, Image-Pro is designed to optimize every workstation in your imaging lab.

Image-Pro – Connect every aspect

Length	Copy
Short	Connect every aspect of your imaging workflow using a single solution
Medium	Connect every aspect of your imaging workflow using a single solution Easily capture, process, measure, analyze, report, automate, and share images and insights with today's most advanced scientific image analysis platform.

Image-Pro – From Images to Answers

Length	Copy
Short	From Images to Answers
Medium	From Images to Answers The most powerful, innovative imaging toolbox available to the scientific community.
Long	From Images to Answers The most powerful, innovative imaging toolbox available to the scientific community, filled with everything you need for your imaging application.

Base Features

Module	Copy
Image Management & Display	Open, display, and manage nearly any image and linked data.
Processing & Adjustments	Use a range of filters and editors to make images analysis-ready.
Usability	Software designed to improve our productivity, not slow you down.
Data Analytics & Reporting	Automatically compile data from a series of images, review & report.
Auditing & Authentication	Ensure authenticity of images by tracking usage & logging changes.
Scripting	Automate routine tasks with macros or the built-in scripting language.

Modules

Module	Copy
2D Measurements	Extract precise measurement data from your images with ease.
2D Automated Analysis	Evolve your segmentation & classification using ML-based protocols.
2D Capture	Measure in real time or capture image & video from 150+ devices.
3D Visualization & Analysis	Perform complex, multi-dimensional analysis using familiar tools.
AutoQuant Deconvolution	Get clearer fluorescent images with repeatable, quality results.
License Server	Easily and securely distribute software licenses to your teams.

Website

Imagery

Images

Use the following images when referring to:

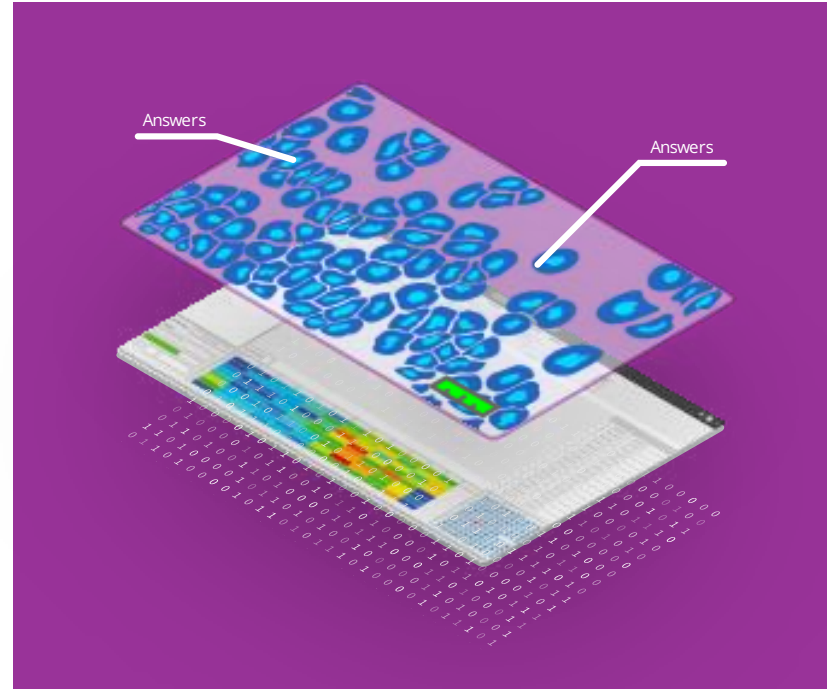
- The range of industries and applications served
- The Image-Pro interface / Usability
- ...and more!



Images

Use the following images when referring to:

- Introducing Image-Pro
- Image-Pro taking you From Images to Answers
- The Image-Pro interface / Usability
- ...and more!



**This image is only to be used on a purple background.*

Backgrounds

Use the following backgrounds in banners and graphics.



Graphics

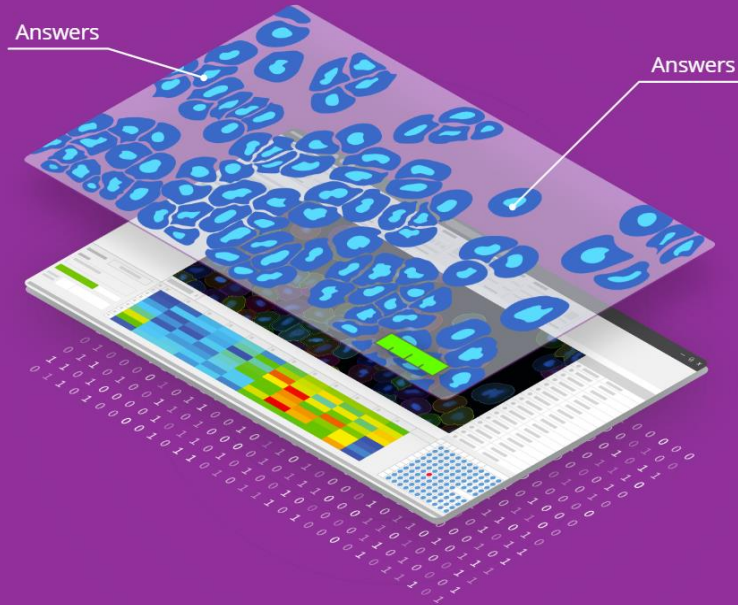


From Images To Answers

The most powerful, innovative imaging toolbox available to the scientific community, filled with everything you need for your imaging application.

[Explore Image-Pro](#)

[See What's New](#)



**Graphics are available in custom dimensions, upon request only.*



Microscopy, Evolved.

From supercharged multi-channel capture to protocol-driven analysis, Image-Pro is designed to optimize every workstation in your imaging lab.



**Graphics are available in custom dimensions, upon request only.*

Examples

Navigation/Menu

Elements of a navigation to place content for Image-Pro may include:

- The company name
- The product name
- The category in which Image-Pro is categorized
...and more!

Please refer to the following slides for examples on how these elements could look with the new Image-Pro version 11 content.

LOGO

Home Link Link Imaging Link Link

CTA

Image Analysis Software

Image-Pro® by Media Cybernetics

LOGO

Home Products Link Imaging Link Link

CTA

Image Analysis Software

Image-Pro® by Media Cybernetics

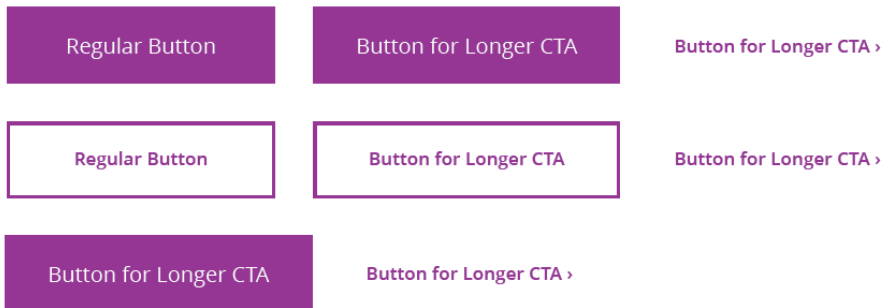
Buttons or Call-to-Actions (CTAs)

Please use the following button styles across your website and materials when:

- Used on a page or section of a page completely dedicated to Image-Pro
- Used on or associated with Image-Pro imagery or graphics

Otherwise, you may follow your brand guidelines.

All buttons should direct to <https://www.mediacy.com> or <https://www.mediacy.com/image-pro>



Home Page

Elements of a home page to place content for Image-Pro may include:

- A sliding banner graphic or background
- An image or hero shot
- A product highlight section
- Heading, sub-heading, and paragraph text
...and more!

Please refer to the following slides for examples on how these elements could look with the new Image-Pro version 11 content.

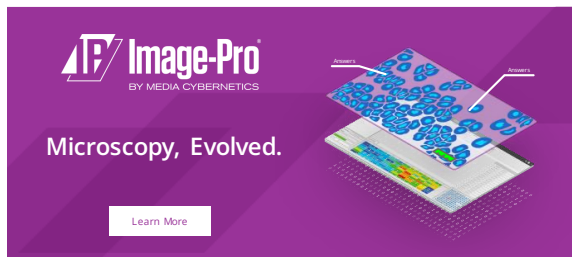
LOGO

NAVIGATION / MENU

CTA

BANNER

IMAGE



IMAGE

TEXT

LOGO

NAVIGATION / MENU

CTA

BANNER

IMAGE

IMAGE

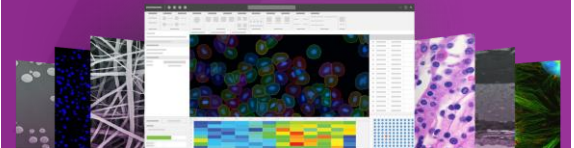
TEXT



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From supercharged multi-channel capture to protocol-driven analysis, Image-Pro is designed to optimize every workstation in your imaging lab.

[Learn More](#)



LOGO

NAVIGATION / MENU

CTA

BANNER

HEADING

IMAGE

IMAGE



IMAGE

IMAGE

HEADING

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

Interior Page(s)

Elements of an interior page(s) to place content for Image-Pro may include:

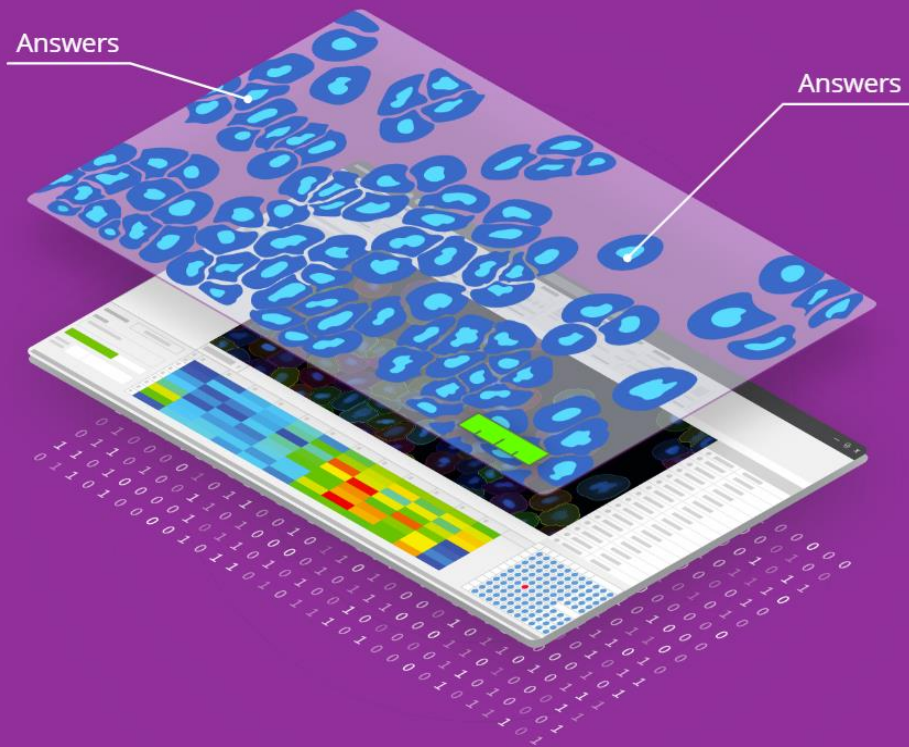
- A banner graphic or background
 - An image or hero shot
 - A Heading, sub-heading, or short description
 - Paragraph text
- ...and more!

Please refer to the following slides for examples on how these elements could look with the new Image-Pro version 11 content.



From Images To Answers

The most powerful, innovative imaging toolbox available to the scientific community, filled with everything you need for your imaging application.

[Explore Image-Pro](#)[See What's New](#)

LOGO

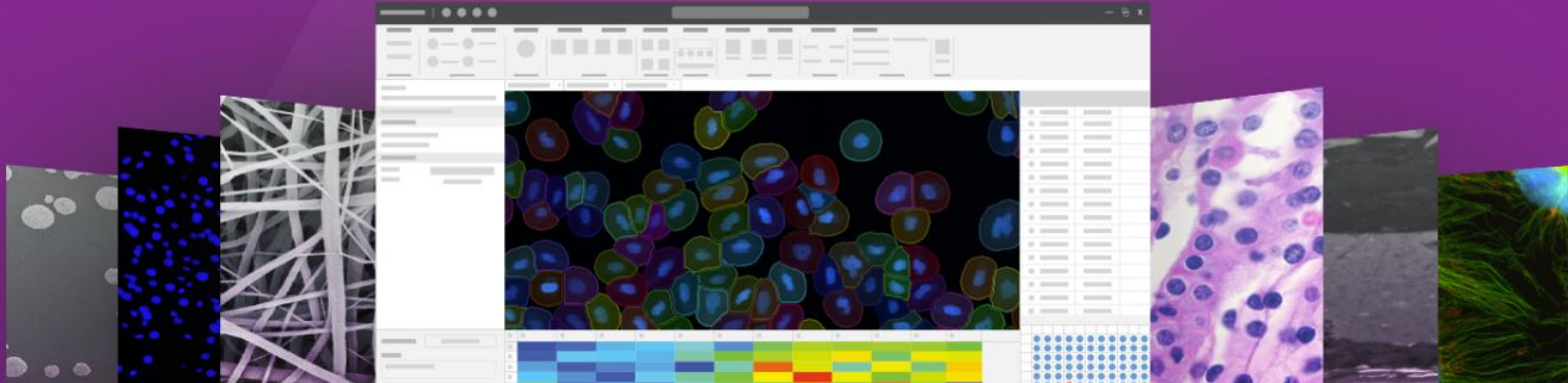
NAVIGATION / MENU

CTA



Microscopy, Evolved.

From supercharged multi-channel capture to protocol-driven analysis, Image-Pro is designed to optimize every workstation in your imaging lab.



CONFIDENTIAL

LOGO

NAVIGATION / MENU

CTA



Microscopy, Evolved.

From supercharged multi-channel capture to protocol-driven analysis, Image-Pro is designed to optimize every workstation in your imaging lab.

HEADING

Copy

HEADING

Copy

HEADING

Copy

LOGO

NAVIGATION / MENU

CTA



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From supercharged multi-channel capture to protocol-driven analysis, Image-Pro is designed to optimize every workstation in your imaging lab.

Image Management & Display

Open, display, and manage nearly any image and linked data.

Processing & Adjustments

Use a range of filters and editors to make images analysis-ready.

Usability

Software designed to improve our productivity, not slow you down.

Thank you