

THE CORPORATE IDENTITY GUIDE

W Medical Strategy Group (WMSG)

Brand Overview

BRAND INSPIRATION	4
MISSION STATEMENT	5
MOTTO	6
BRAND PLATFORM	7
IDENTITY ELEMENTS	9

W Medical Strategy Group (WMSG) is a healthcare consulting firm with deep industry expertise to help companies reach their target markets and achieve optimal business goals.

Brand Inspiration

Founded in 2014, W Medical Strategy Group has launched a series of business platforms and consulting services to cover the entire healthcare value chain with the firm's know-how in cross-border exploration and effective value creation.

With W's strong network and comprehensive knowledge in cross-pacific business collaboration of East Asia and the U.S., the firm enables companies to maximize their potential by offering far-sighted analysis, in-depth research, and rapid real-time advice.

Mission Statement

Our mission is to provide solutions to improve human health and the global healthcare paradigm. With our expertise in cross-border healthcare business strategies, we are the trusted partner for companies in the healthcare and life sciences industry to maximize potential and to set successful global footsteps.

Motto

First Mover and Best Connector to Improve Human Health

Ultimate business collaborator transforming
the cross-border healthcare industry

Brand Platform

CONSULTING

Our team of 150+ consultants, advisors and staff are dedicated to serve our international clients by promoting cross-border collaboration for the Asia-US markets and focus on the most critical issues and opportunities in the competitive healthcare fields.

MEDIA

WMSG's media division is comprised of World Asian Medical Journal(WAMJ), a quarterly publication featuring cutting-edge healthcare industry news, trends and leadership, and New York Health Forum(NYHF), a biannual New York-based networking event connecting international healthcare and biopharma executives to discuss rising issues affecting the industry.

DISTRIBUTION

greenalley is the U.S based full-service skincare distribution platform, introducing safe and innovative natural beauty brands and solutions to the U.S. marketplace and consumers through direct online sales and retail chains nationwide.

What Does **W** Communicate To The World?

W embodies the W Medical Strategy Group's culture of cooperation and collaboration for the 'whole healthcare for the betterment of humanity' a concept that is deeply ingrained in its corporate philosophy.

W also represents unparalleled expertise in Asia and U.S. markets, providing solutions for global stakeholders based on scientific knowledge and total value creation.

Logo Guide

MAIN LOGO



SECONDARY LOGO



ALTERNATE LOGO



POSITIVE LOGO



NEGATIVE LOGO



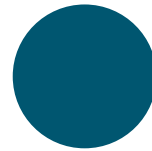
Color Scheme

The color blue often represents traits associated with credibility, trust, knowledge, power, professional dignity, cleanliness, calm and focus. Blue is favored by government entities and medical firms for its authoritative appeal and ability to evoke success and security. The color green reflects healing, tranquility, freshness, and nature, which are qualities highly valued in our company.

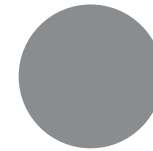


PRIMARY COLOR

Color is an essential component in visualizing WMSG's identity and standardizing communications.



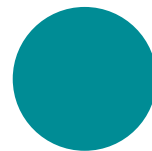
PANTON 7708 C
RGB 0 86 112
CMYK 91 40 21 29
HEX 005670



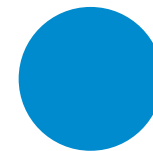
PANTON 877 C (Metallic Silver)
RGB 138 141 143
CMYK 45 34 34 0
HEX 8A8D8F

SECONDARY COLOR

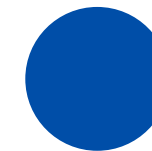
The secondary color palette provides visual variety across print and digital materials. It is used with less frequency to add accents or flourishes to our designs. Tints of these colors are appropriately used to keep the accents subtle.



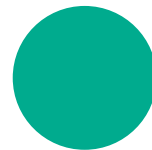
PANTON 321 C
RGB 0 140 149
CMYK 82 14 29 9
HEX 008C95



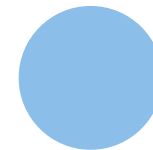
PANTON 2394 C
RGB 0 139 206
CMYK 74 31 10
HEX 008BCE



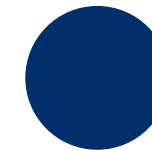
PANTON 2145 C
RGB 0 78 168
CMYK 100 71 0 2
HEX 004EA8



PANTON 3268 C
RGB 0 171 142
CMYK 77 2 50 1
HEX 00AB8E



PANTON 2141 C
RGB 139 190 232
CMYK 41 14 1 0
HEX 8BBEE8



PANTON 294 C
RGB 0 47 108
CMYK 100 74 0 45
HEX 002F6C

Typeface

WMSG's primary typography is Avenir, which means 'future' in French. This typeface is used in print, web, and mobile interfaces, reflecting our company's timeless knowledge and critical up-to-date business insights.

PRIMARY FONT

FOR HEADING AND TITLES

Aa

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SECONDARY FONT

FOR SUBTITLES AND PARAGRAPHS

Aa

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz