

## About Feedback Medical

Feedback Medical is a strategic partner to unlock productivity in health and care through digital connectivity and asynchronous collaboration.

Bleepa® is an award-winning collaboration platform that improves the quality and productivity of patient pathways enabling healthcare organisations to hit targets with the existing clinical workforce. We achieve this by connecting digital infrastructure across systems, enabling asynchronous working, reducing geographic barriers and removing unnecessary appointments.

### Core facts

- Feedback Medical is an AIM-listed and publicly traded company with offices in London and India.
- Feedback Medical's core product is Bleepa®, a clinical collaboration platform.

### Contained in this media kit

Corporate logo packs  
Promotional images  
Logo usage and guidelines

### Our logo

The Feedback Medical brand consists of three logo variants.

#### Primary Logo

This is our standard logo variant for using on white or lightly coloured backgrounds. It should be used in the majority of communications and digital platforms.

#### Reversed Logo

In this logo the colours have been inverted to ensure visibility and legibility when placed on backgrounds with darker hues.

#### Mono Logo

This simplified logo should be used on coloured or photographic backgrounds or where full colour is not an option.

#### Exclusion zone:

The exclusion zone is an area surrounding the logo or graphic that must remain free of any text, imagery, or other elements.

This space is essential to maintain the visibility, legibility, and impact of the brand identity. The exclusion zone ensures that the logo is not visually crowded by surrounding elements and retains its intended appearance in various applications.

The minimum clearance space should be proportionally adjusted based on the size and scale of the logo, using the letter 'F' as illustrated opposite.

### Logo usage guidelines:

- Maintain the minimum clear space around the logo as defined in our brand guide.
- Use only approved versions (e.g. full colour, mono, reversed) on appropriate backgrounds.
- Do not distort, crop, animate, or apply shadows/effects to the logo.

#### You may not:

- Alter the logo or any other brand asset in colour, proportions, orientation, or visual elements.
- Superimpose the logo on confusing or unrelated imagery.
- Use our logo or assets in a misleading, defamatory, illegal, or derogatory context.

### Image usage guidelines:

- Screenshots of Feedback Medical's software must be shown in their original, unaltered form unless otherwise approved.
- Images must not be cropped in a way that misrepresents product functionality.
- All screenshots must maintain the clinical and technological integrity of our solutions.

For any further information or to request further assets, please contact [press@fbkmed.com](mailto:press@fbkmed.com)



