

ottobock.

Be the brand of **human
empowerment.**

Dear reader,

**Welcome to our new brand experience as
Ottobock – the human empowerment company.**

As we have continued to push to new frontiers with our solutions across product innovations and care, the world around us has rapidly evolved since our last brand update. In a world full of changes, strong core values are essential to ensure the longevity of our brand.

To meet these challenges, we have taken a decisive step to refresh our brand that embraces a constantly changing digital world.

Our core values of being human, inventive, and reliable remain the same. In order to lead and create holistic digital experiences, we have introduced a fourth core value – being smart.

Colors play a crucial role in brand preference, that's why we shifted from our legacy palette to a stronger, more empathetic contrast for maximum accessibility. We introduced full color in our videos and imagery, and our typography update adds the visual personality of an empowering language.

This refresh is not only an important evolution for our brand, but also a transformative expansion for our business.

It conveys the experience of a more approachable brand. A brand that builds real human connections for patients, users, clinicians, customers, employees, and you.

Yours sincerely,

Professor Hans Georg Näder

Brand book contents.

1-4	5-6	7	8	
Why we need to evolve.	The origin of our brand & purpose.	Where we come from.	Four unifying brand values.	
9-10	13	14	17	18
Four key elements of an Ottobock brand experience.	The Ottobock brand signature.	Components of our signature.	The circle of life.	Embrace continuous change
21-22	25-26	29	30-31	33
Our brand colors.	Brand typography.	The Ottobock experience navigator.	Brand activation examples.	Telling stories of empowerment.
43	44-46	47	49-50	51-52
Campaign execution.	Print & Social ads.	Youtube & social video.	Brand design system.	Print ads.
53-54	55-60	61-62	63-64	
Brochure.	Events & trade shows.	Large format video.	Outlook.	



Looking to the future.

Why we need to evolve.



Be Human.

After a holistic, comprehensive transformation process, our brand is entering a new era. The next chapter of our business will have a single, essential purpose: human empowerment.

What does empowerment mean? For our brand, it means giving people true control of their lives. For our professional O&P customers, it means connecting orthotic and prosthetic users with the products and support they need to overcome mobility challenges and regain their confidence and independence.

But for all of us, it means putting people and emotional connections at the heart of everything we do, and becoming a brand that helps human beings live the lives they want.

Be Inventive.

We live in a connected age, surrounded by technological breakthroughs and cultural revolutions. Amidst it all, social media has given us the power to express ourselves and share our experiences around the globe, all in real time.

These innovations have unlocked a new world of uniquely personal and truly inspiring content – an infinite stream of powerful stories. We're building a brand to harness them.





Be Reliable.

By the time the digital universe became a part of daily life, Ottobock had been sharing powerful human stories for over 100 years.

Each one of those stories has had its own unique spark: taking that first step, running again at last, or giving the first real hug in years. Every one of those moments was made possible by a century of Ottobock innovation.



Be Smart.

Being smart is the newest addition to our core value family. In a connected world where patients and customers interact with brands digitally, it is crucial to build experiences which are highly consistent and true to the user's needs and expectations.

This can only be achieved when the brand begins to synchronize its services, key messages and products in an intelligent way that can be felt by its audience as a holistic brand ecosystem.

Our continuing evolution.

The origin of our brand & purpose.

“

Put yourself in other people's shoes. What is life like for customers, users, suppliers, employees? How do they tick? What do they want? Then serve them with a smile. And without reservations.

When he founded our company in 1919, Otto Bock already knew the secret to solving his users' mobility challenges: a holistic, human-centric approach.

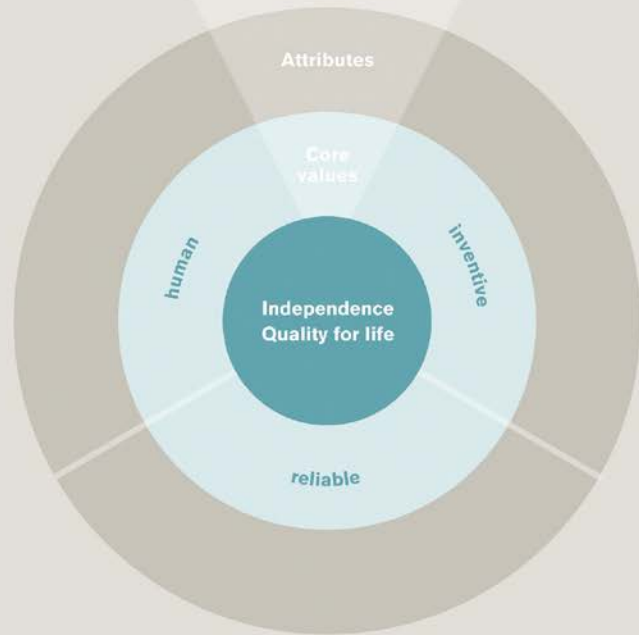
He built that knowledge into the DNA of his business, laying the foundation for more than 100 years of innovation, a rich heritage of people-focused solutions, and the development of numerous groundbreaking products.

Today, that same insight continues to infuse a new generation of biomechanical breakthroughs and innovative applications of our technology.

In the same century, our world has gone through immense changes – including the digital revolution that has transformed society and tested businesses' resilience in countless ways. With this new evolution of our brand, we're ready for whatever comes next.



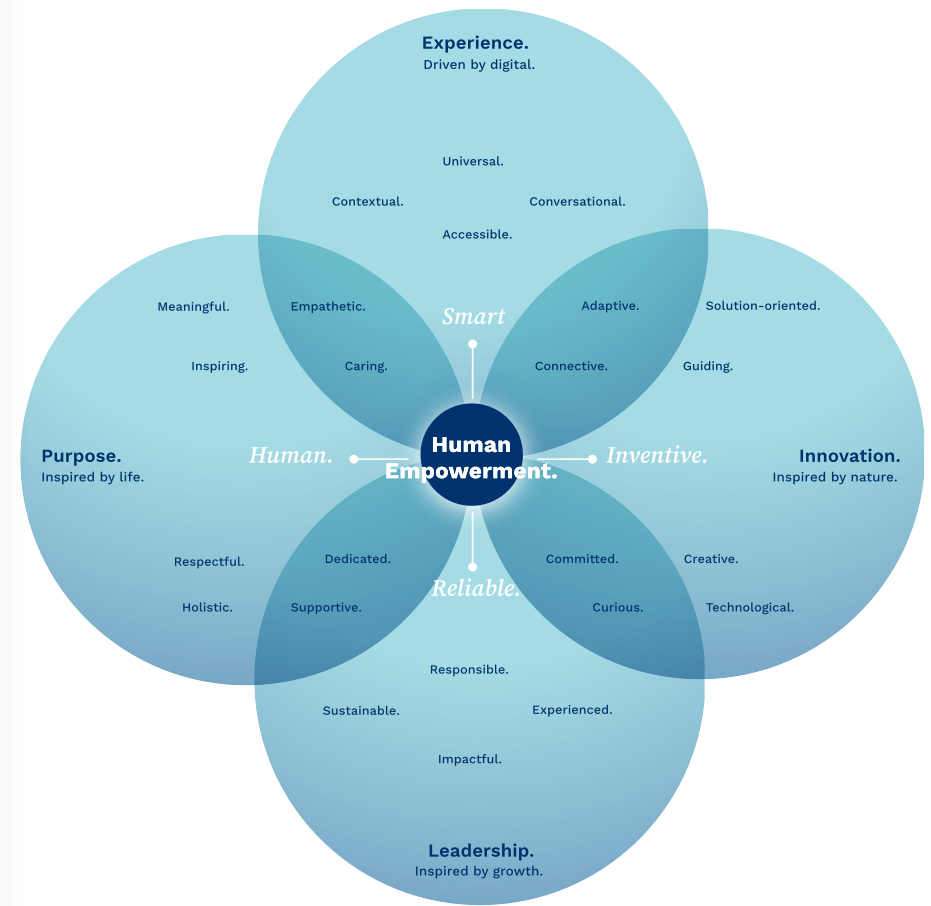
Where we come from.



At Ottobock, we deeply believe that human-centricity leads to better quality of life for our users and greater success for our customers.

That belief is the starting point for the next phase of our journey: wholly transforming into a human empowerment company.

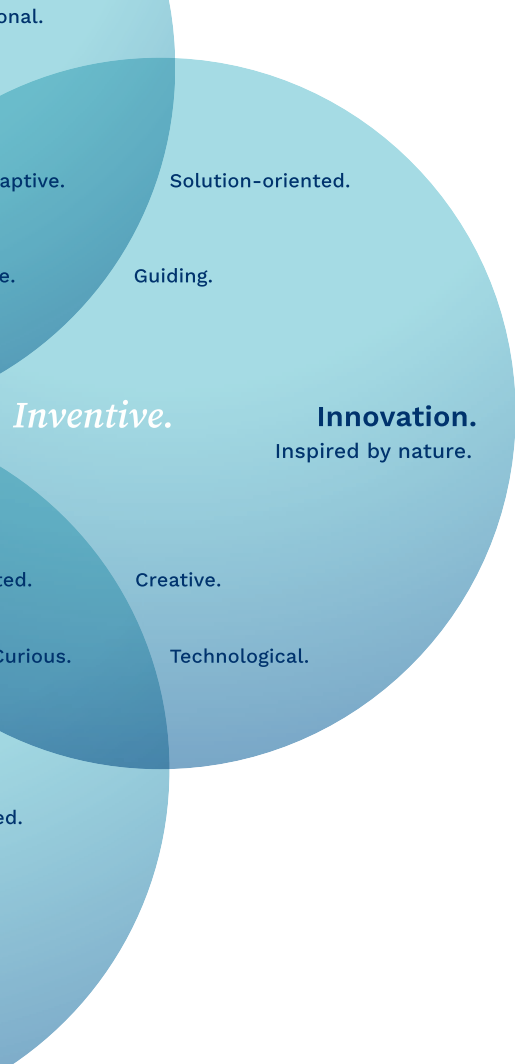
Four unifying brand values.



We also believe that the digital revolution is a unique opportunity to upgrade our company's DNA, creating a more intelligent, approach-able, and empathetic brand for our business.

That evolution will be grounded in our four core values: human, inventive, reliable, and smart.

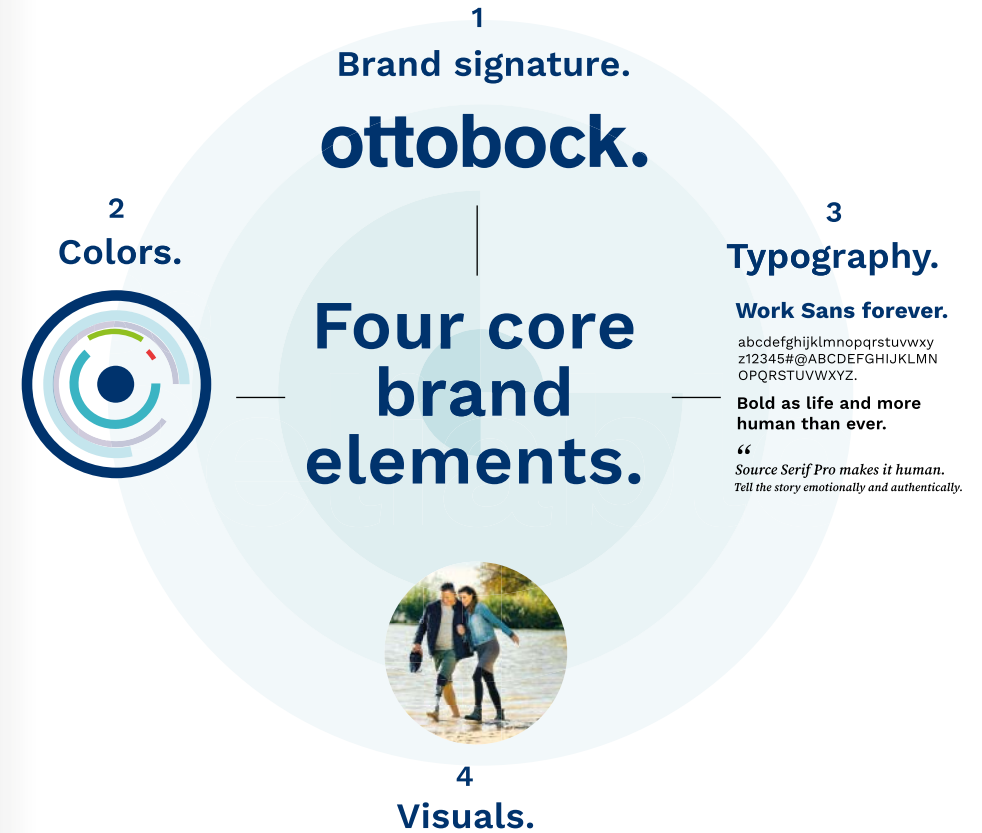
Four key elements of an Ottobock brand experience.



Our brand identity has four foundational elements: our brand signature (logo), colors, typography, and visuals. These components form the basis of a universal, seamlessly scalable Ottobock design system.

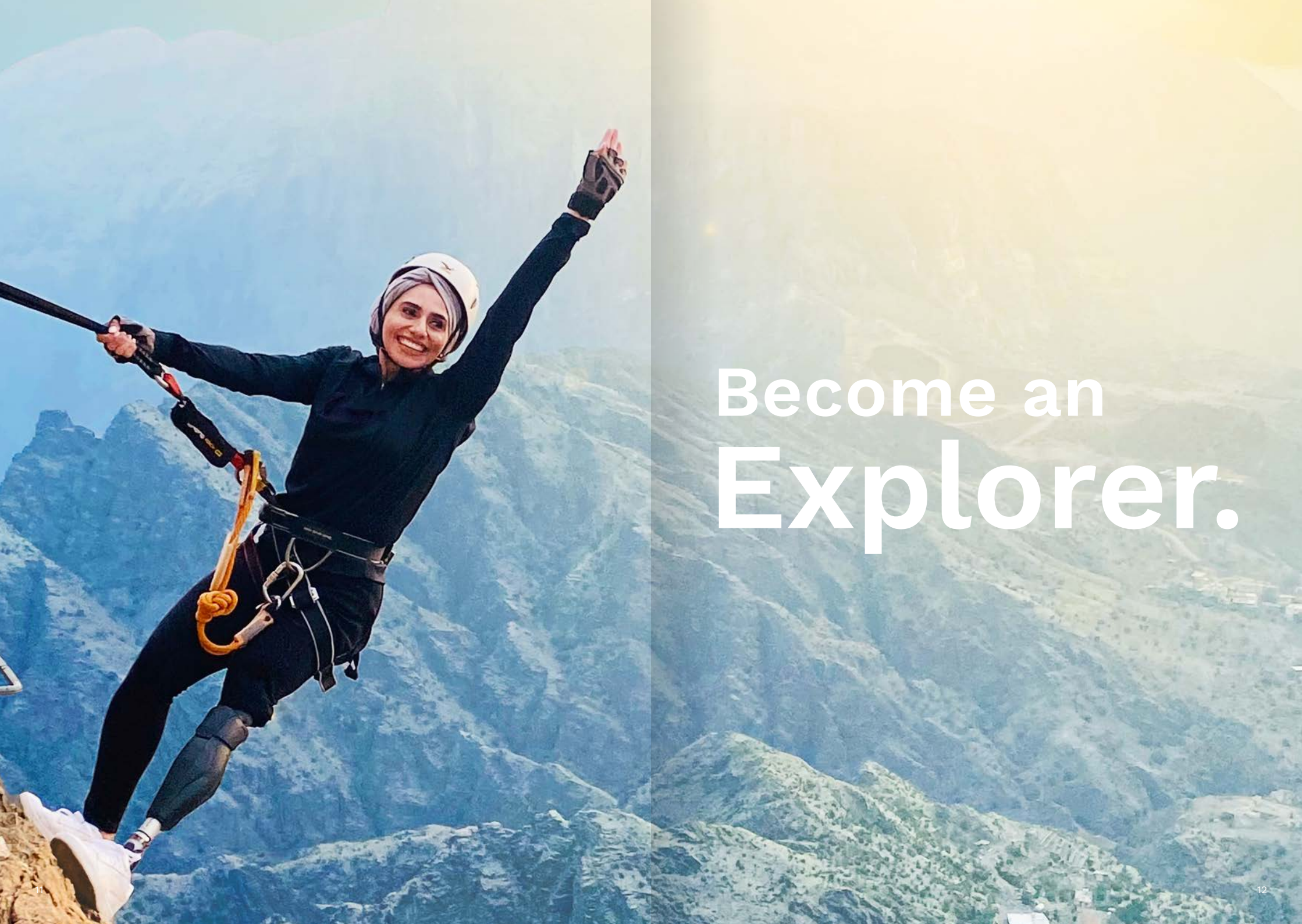
Together, these elements breathe new life into our brand and empower Ottobock to be more adaptable, intelligent, and empathic toward our users and customers.

All four elements can be used to design an infinite range of physical and digital touchpoints, and create unique, engaging brand experiences that build real human connections.



Introducing the four core elements of the Ottobock brand.

- 1) Our brand signature: The Ottobock logo.
- 2) Colors: Our dynamic and empowering palette.
- 3) Typography: The visual personality of empowering language.
- 4) Visuals: Empowering stories, brought to life in images.



Become an
Explorer.

Extending our heritage.

The Ottobock brand signature.

ottobock.

As the leading brand in world of O&P, our logo is the unmistakable symbol of our rich company history and legacy of innovation. It should always be treated with the utmost respect. To future-proof this essential brand asset, we've shifted the color of our signature in a way that further

enhances its functionality in a new, digital-first chapter of our brand. Our hallmark blue has been purposefully darkened to align with evolving accessibility standards for both physical and digital applications.

How we're evolving.

Enhancing the brand signature.

An increased visual contrast helps our signature stand out even more effectively in both physical and digital spaces.

The evolution of our signature is fully format-agnostic and optimized for use with any application in our dynamic brand design system.

ottobock.

We enhanced the visual impact of our brand signature by increasing the color's contrast ratio based on the accessibility standards set by the World Wide Web Consortium (W3C).

This decisive step ensures continuity of the Ottobock brand to remain meaningful to our customers and users, while enabling us to expand our footprint in human empowerment.



Become a
Skydiver.

Our core brand principle.

The circle of life.



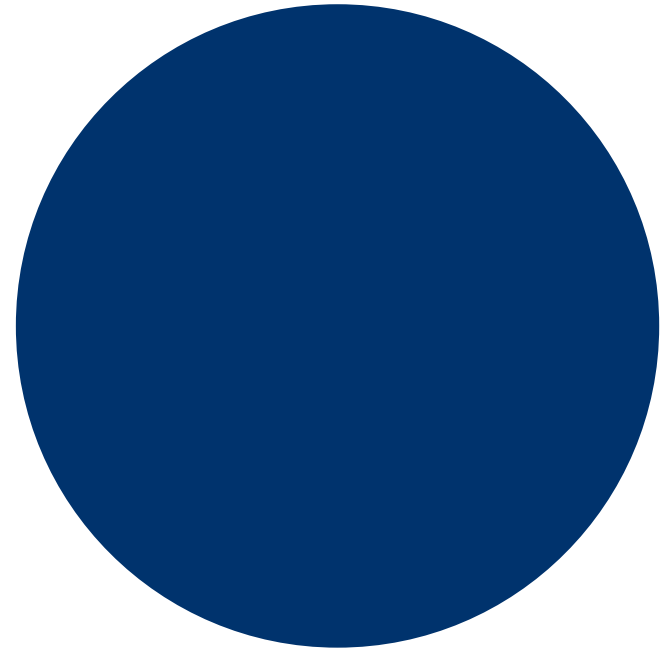
ockk.

As human beings, we're part of a vital, connected, continually evolving world – one full of powerful natural cycles that we've channeled with our brand.

Change is that world's only constant. Every single day, humans flow naturally from curiosity, to exploration, discovery, achievement, and back again, in an extraordinary cycle that has shaped society, science, and culture, and inspired fundamentals of our brand identity.

Our core brand principle.

Embrace continuous change.



Change shapes every moment of our lives, driving us to seek meaning and purpose and inspiring us to stay connected with everything and everyone that matters to us. We've embraced the power of that process by putting a symbol of change at the center of our brand.

Circles are the perfect expression of life's continual evolution, infinite opportunities, and endless opportunities to learn, grow, and imagine where life will take us next. That makes them the perfect centerpiece of our brand.

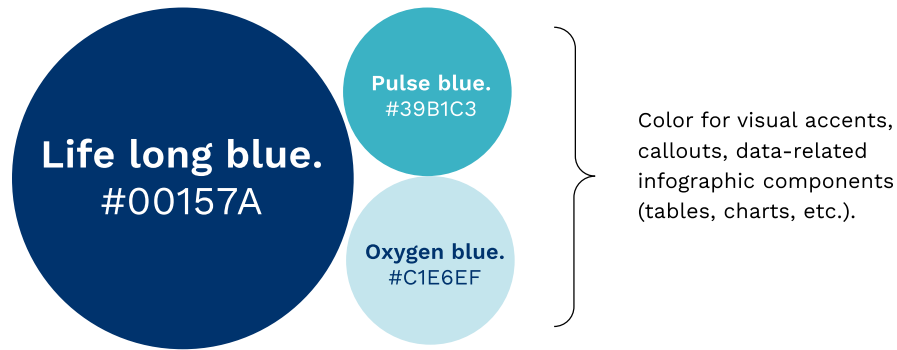


Follow life's
Flow.

Our brand colors.

Primary colors.

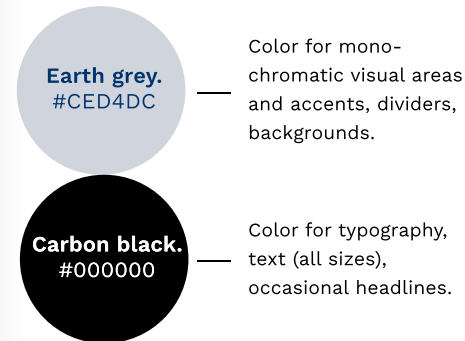
Color for Ottobock logo, headlines, infographics, UX/UI elements (e.g. buttons, icons).



Colors play many crucial roles in a brand design system. They evoke emotions, which have a powerful influence on our decisions and brand preferences. They can also be used to visually identify key information, ideas, and values, and guide viewers through both physical and digital brand experiences. With this new evolution of our identity,

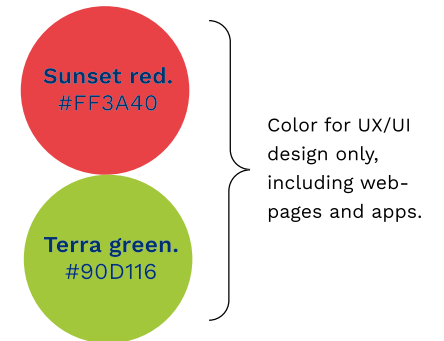
we've shifted from our legacy palette to a color profile that's more distinctive, impactful, and functional than ever. Our evolved palette now features stronger contrast for maximum accessibility, secondary colors for more visual texture, and semantic colors to help users navigate our growing range of digital touchpoints.

Secondary colors.



Every color in our palette has a specific role. They all work together to create a well-balanced, scalable, and functional Ottobock design system. Lifelong Blue is now the primary Ottobock color, and the cornerstone of our consistent, omnichannel brand experience. Specific colors have also been shifted from our primary profile to either secondary or semantic colors – all of which help bring

Semantic colors.



meaningful depth, engaging texture, and maximum accessibility to our brand. As you'll see, a key focus of this color evolution is effective, intuitive UX design that aligns with UI best practices.

This new palette will help us create clear interaction patterns that enable a seamless experience across every one of Ottobock's digital properties.



Become an
Innovator.

Brand typography.

Headlines, subheads, body text, key messages, and CTAs.

Work Sans.

Core benefits

Optimized for both physical touchpoints, channels and digital devices.

Multilanguage capabilities.

Highly adaptable with variable font technology.

Highly accessible for everyone, everywhere, any time.

Source Serif Pro.

For human quotes and amplified storytelling.

Typography is the visual personality of a brand's voice, and plays a critical role in our brand design system. For this new evolution of our brand, we've selected a new generation of fonts that express the strength, confidence, and empowerment we want people to feel whenever and wherever they encounter our brand.

These fonts have also been selected for maximum compatibility, clarity, and accessibility in every channel we use to communicate with users and customers. As we continue to leverage more platforms and media than ever, our new text styles will help ensure consistency across our brand's growing digital ecosystem.

Use

Primary typeface

H1

Work Sans Bold.

Products in italic, C-Brace.

H2

Work Sans Regular.

How we define human empowerment is important for us. Lorem ipsum H2.

Main text Paragraph and for Small text

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia.

1234567890#*~!@? <>()}\$%Š'æ•±€«» ditiis praesentium.

“

The human empowerment quote.

Secondary typeface

Source Serif Pro. Semibold Italic

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum molestias.

Open source fonts are essential to the omnichannel consistency, accessibility, and functionality of a modern brand like ours. We've selected two that perfectly fit Ottobock's energy and personality: Work Sans and Source Serif Pro.

Both are free and readily available through Google Fonts, support a wide range of languages, and are highly adaptable using variable font technology. These features make both fonts an optimal choice for a global brand with our diverse – and rapidly expanding – range of user and customer touchpoints.



```
ottobock.  
for x in "ottobock":  
    print(x)
```

```
<!ottobock html>
```

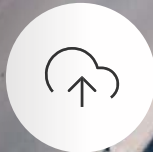
**The Code for
building and creating**

```
</our human empowerment>
```

experiences. #WeEmpowerPeople

#Futuring forever.

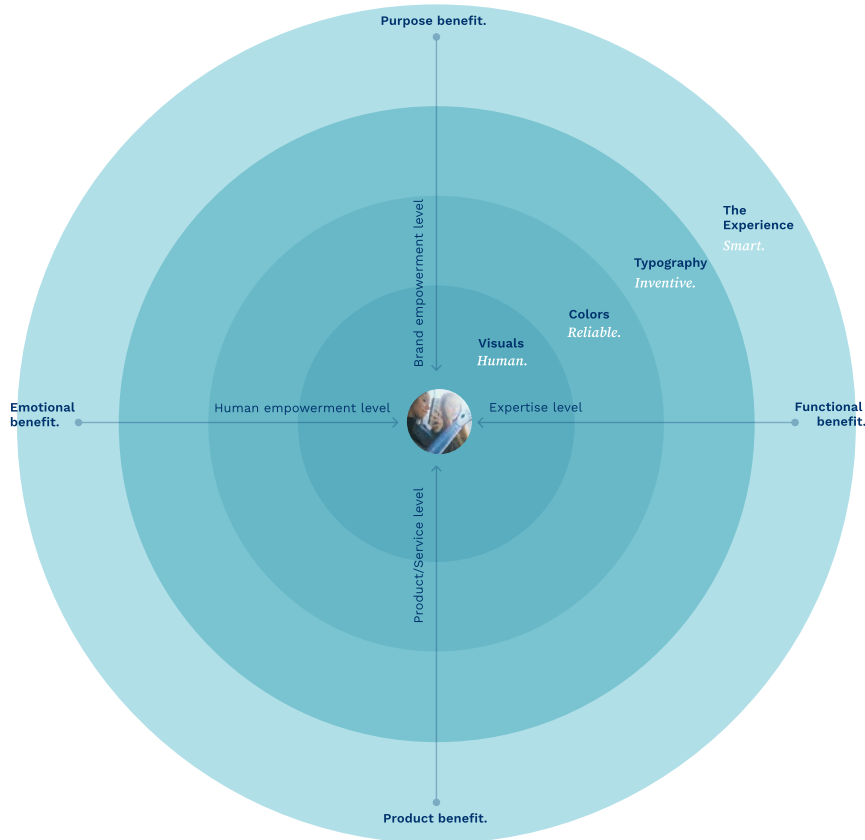
```
body {  
    background-color: earthgrey;  
    background-color: #CED4DC  
    rgba(255, 255, 128, .5);/* 50% transparent */  
}
```



```
h1 {  
    color: #f8b901;  
    text-align: center;
```

Putting it to work.

The Ottobock experience navigator.

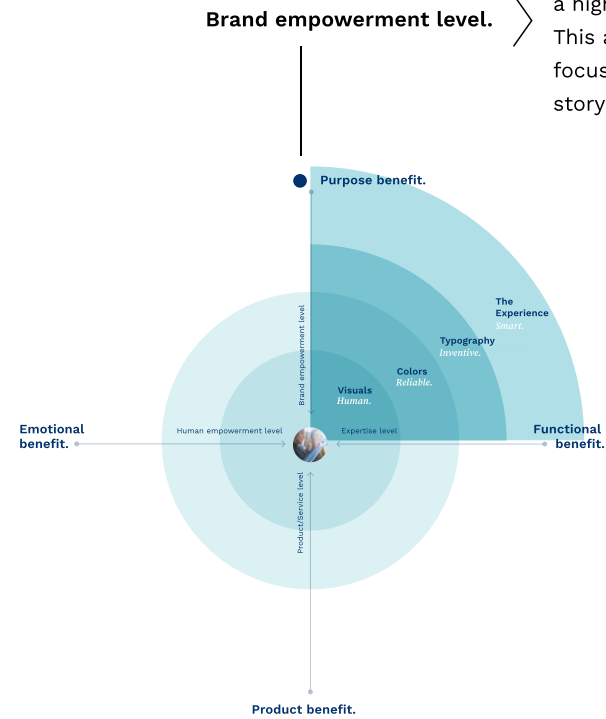


Use this simple, powerful tool to help you shape consistent, engaging, and empowering brand experiences. It can help you structure and organize brand narratives, compose brand designs, and appropriately position products and services within our brand hierarchy.

Putting it to work.

Brand activation examples.

In the examples below, we want to connect with our audience at a highly emotional level. This approach is ideal for brand-focused campaigns with a purely storytelling goal.

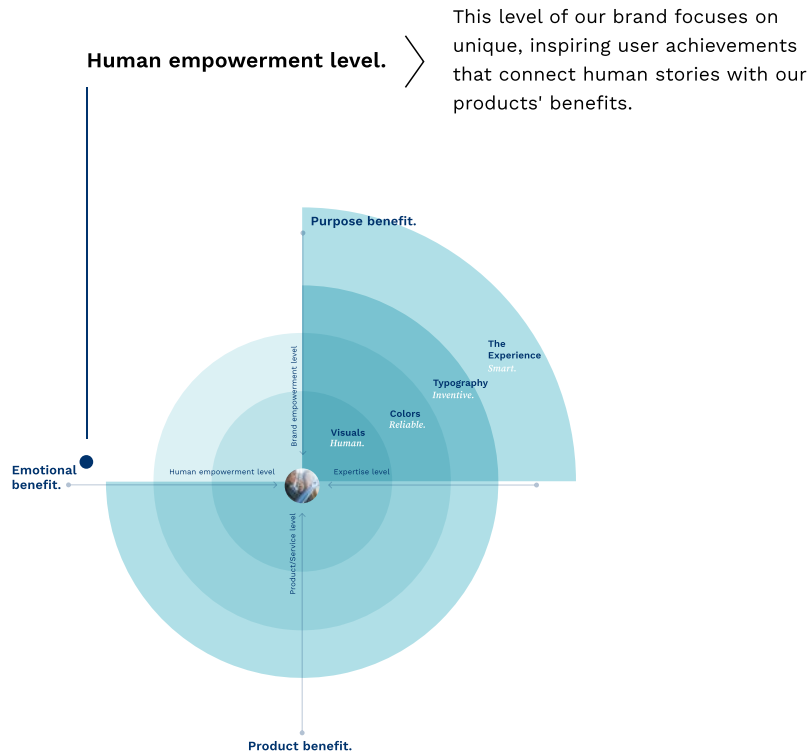


Creative execution.



Putting it to work.

Brand activation examples.



Creative executions.



Telling stories of empowerment.



Be Authentic.


Visuals are the heart of our human storytelling. Every scene, scenario, and experience we show is a testament to our brand's impact on the lives of our users and customers.

To ensure that every Ottobock image conveys the power of human empowerment, we're moving away from our legacy of grey, monotone visuals – and embracing a new visual language full of color, light, and vitality.

A woman with a prosthetic leg is walking in a park. She is wearing a white long-sleeved top and white shorts. Her prosthetic leg is decorated with a colorful floral pattern and a portrait of Frida Kahlo. She is wearing white sneakers. The background is a park with greenery and a fountain with water spraying upwards. The scene is brightly lit, suggesting a sunny day.

Be Vivid.

We're taking our visual storytelling to a new level by spotlighting our users, customers, and solutions from surprising vantage points and numerous engaging perspectives.



Our new visuals take Ottobock a dynamic step forward, transforming us into a brand bursting with life, energy, and ambition. Every Ottobock visual should show our users and customers as they truly are – modern, diverse, vibrant, and inspired – and celebrate how our brand empowers them to live their best, most capable lives.

Be
Confident.



Be embraced by Light.

The goal of our visual system is to create an infinitely scalable human story, one where empowerment can become a reality for every one of our users and customers around the world.

Light plays a special role in this system. It brings immersive warmth and palpable energy to every scene, along with a universal feeling of hope and confidence. This example shows how a vibrant light effect can be paired with tasteful blue accents that help our brand hallmarks shine through in every moment of the story.



How human empowerment comes to life.

Our brand is entering a new era: one where we become a truly global force for human empowerment.

This movement is far bigger than us. It's epic and larger than life. Our new evolution invites users and customers to join us on this incredible journey, and experience a brand that's reaching for the future. Our mission is universal. Our brand is unstoppable, powered by drive and motivation from within.

We want to be an infinite source of inspiration, overflowing with energy that empowers users and customers to open their worlds, pursue their dreams, and break their limits.

#25yearsOfCLeg

Ottobock experience.

Campaign execution.

You'll never walk alone.

Our brand is more than our company identity. It's how we draw the world's attention to the extraordinary people we serve and partner with, and the incredible things they achieve with our products. They're the truest testament to our mission of human empowerment.

The more users and customers we connect, the more we can amplify their unique stories, remarkable personalities, and powerful voices. In doing so, we're creating a platform for a new generation of influencers who are ready to make a global impact.

Print & social ads.

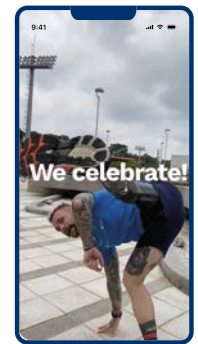
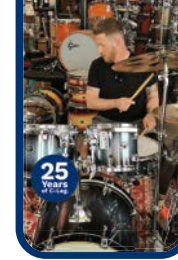




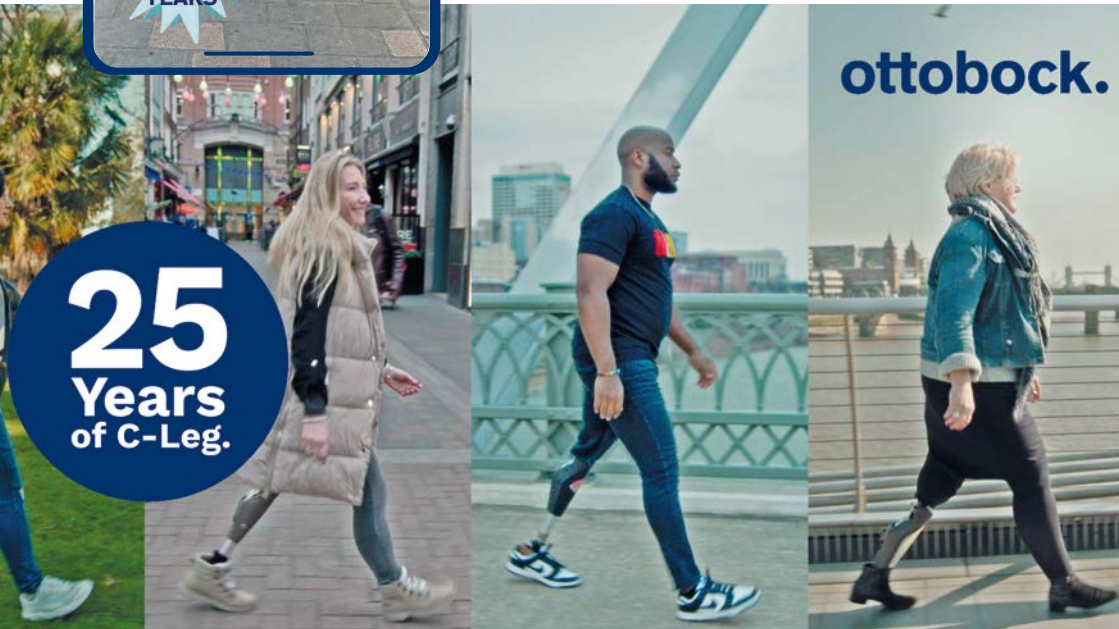
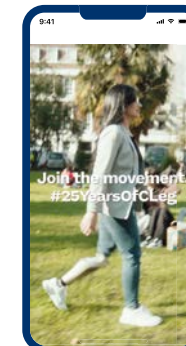
An iconic mobility solution and ground-breaking prosthetic technology, C-Leg has been transforming users' lives for 25 years now. Our global anniversary celebration is a standout example of how our brand can be used to simultaneously celebrate our hallmark product and the individuals it empowers.

In 2022 this powerful campaign became the vanguard of our new brand evolution and design system, and introduced the world to our new purpose of human empowerment. It generated unprecedented levels of attention and engagement, while introducing a whole new generation of users to this life-changing device.

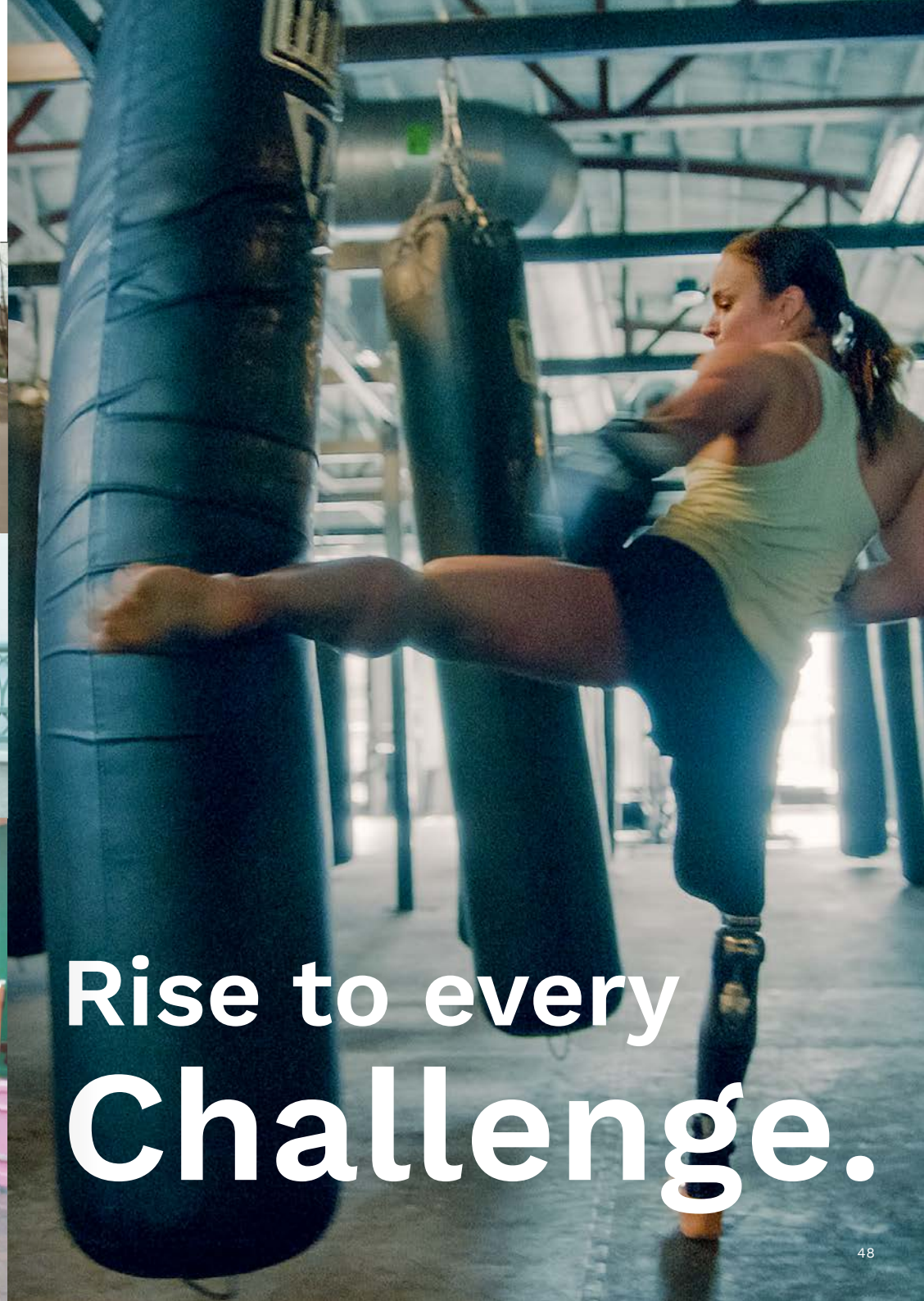
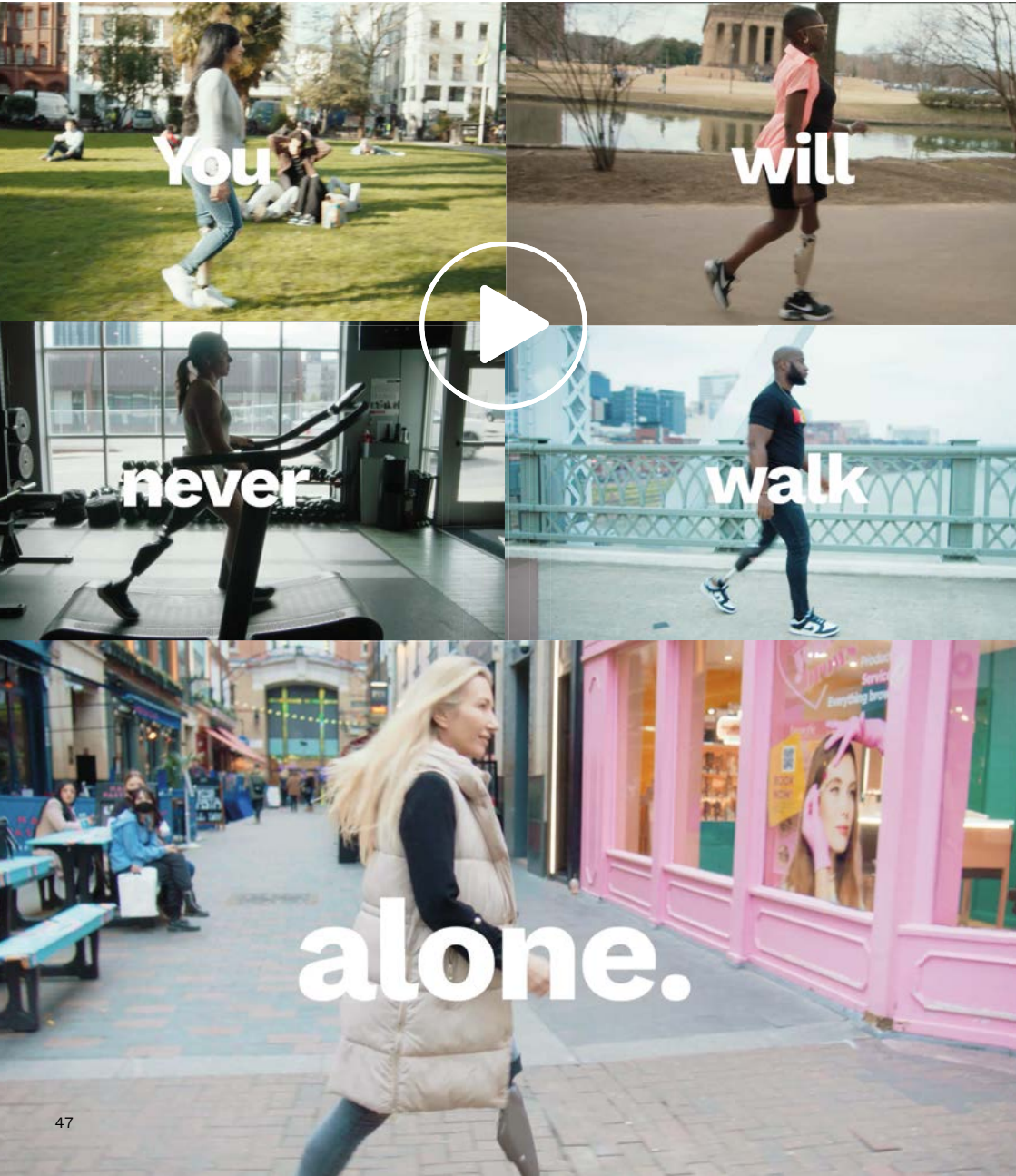
User generated content.



User generated content (UGC) is the new gold-standard demonstration of authentic user engagement, real product relevance, and true solution value. Our design system provides ample flexibility for creators to document their experiences, express their honest perspectives, and show off their unique styles.



Youtube & social video.



Core elements in action.

Brand design system.

The "circle of life" that anchors the headline is another key visual identifier for our brand. It invites readers to immerse themselves in the empowerment story that follows.

Light is one of our key visual elements. It amplifies the sense of empowerment in our visuals and user stories in a highly emotional way.



ottobock.

This prominent area is reserved for the Ottobock brand signature, ensuring immediate brand recognition.

Lorem ipsum dolor sit amet. Consectetur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Proin tortor purus platea sit eu id nisi litora libero.
Ottobock. The human empowerment company.

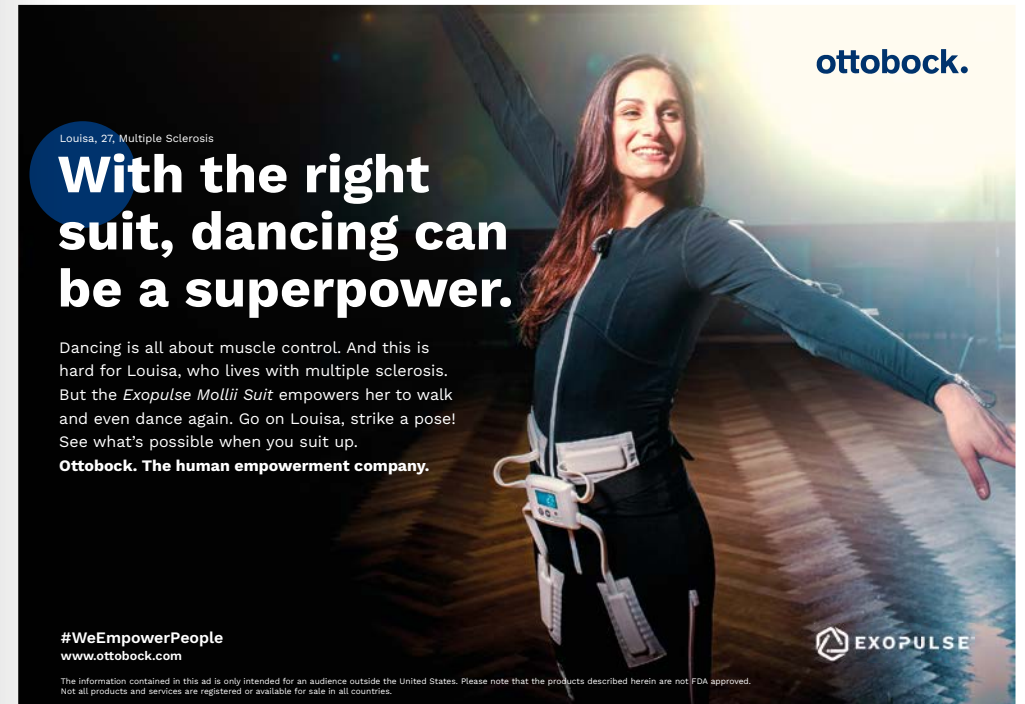
This is the storytelling area, where human experiences fuse with our solutions to deliver an unmistakably Ottobock narrative.

#WeEmpowerPeople
www.ottobock.com

The footer area is ideal for supporting and contextual information (URL, social icons, cobranding) and for CTAs.

Print ads.

Our design system readily adapts to a wide variety of formats. This is a good example of how our core design components come together in a portrait print layout.



#WeEmpowerPeople

The goal of our design system is to create a consistent, scalable look/feel for our global brand – one that's visually anchored in a clear sense of empowerment. Here's another good example of a simple brand composition that instantly grabs the reader's attention.

Brochure.



ottobock.

Sei du selbst, denn es geht um mehr.
Dynion.

One key feature of our brand design system is its ability to grow with our business. It offers a simple, easy-to-use branding solution that can be applied to any asset or touchpoint, and that can readily adapted as new innovations and technologies enter our portfolio. This feature of our design system can accommodate any Ottobock product, innovation, or service, using the style shown here.



Weil es um mehr im Leben geht.

Ein erfülltes Leben kann vieles herbeiführen: gemeinsame Zeit mit der Familie und im Freizeidress, sportliche Aktivitäten aber auch Berufe haben im Beruf. Eine Oberschenkelamputation markiert im Leben immer einen Wendepunkt. Und der Weg zurück in die Selbstbestimmung ist für Amputierte oft beschwerlich. Unterstützung erfahren sie dabei aber von einem Experten aus qualifizierten Orthopädiemethoden, Ärzten und Therapeuten. Und von der Technik. Dynion ist Teil einer mechanischen Kniegelenkprothese und ein zuverlässiger Partner im Alltag. Johana, Derick und Marie erzählen hier, wie sie nach der Amputation eigene Perspektiven für ein erfülltes Leben entwickeln konnten. — Die 2. Welt

Our brochures use a simple grid system that effectively balances visuals, content, and whitespace, and that can be easily adapted to a range of design needs.

This structure helps ensure that every page establishes a strong, clear connection between users, products, and storylines.

Ein Tag mit Johana

„Ich bevorzuge zu leben!“

Von sich selbst sagt Johana: „Ich bin eine Tochter, eine Cousine, eine Freundin, ich bin Unternehmerin und Designerin. Ich bin Amputierte und habe drei Krebserkrankungen überlebt. Ich bin glücklich.“



Ich bin jung, ich bin fit, ich bin glücklich. Ich bin eine Tochter, eine Cousine, eine Freundin, ich bin Unternehmerin und Designerin. Ich bin Amputierte und habe drei Krebserkrankungen überlebt. Ich bin glücklich.

Muse ist Johana Leidenschaft. Sie liebt es, zu entdecken und zu entdecken. Es ist eine Möglichkeit, sich auszudrücken, sich in der Welt darzustellen, sich zu zeigen und einen Eindruck zu hinterlassen. Vor der Universität de Los Andes in Bogotá hat Johana Kommunikations- und Produktdesign studiert. In ihrer Abschlussarbeit beschäftigte sie sich mit dem Thema Pflege von Stumpf- und Prothesen bei amputierten Frauen. Johana hat Interviews geführt und festgestellt, dass Frauen die vorhandenen Pflegeprodukte lieber verstecken, da sie sie als viel zu medizinisch-pharmazeutisch empfanden. Daraufhin entwarf sie die Pflegemaschine Ambrosia, die sich visuell und kommunikativ nach Wellness anfühlt. Mit ihrem anregenden und identitätsstiftenden Design, das



Johana ist bereits dreimal an Krebs erkrankt. Doch sie lässt sich nicht unterkriegen und wagt das Leben mit sich. Sie ist erfolgreich als Bloggerin, Influencerin und Unternehmerin. Und hat die Glück, gute Freunde zu haben, mit denen sie ihre Passion teilt und ihre Leidenschaft für Italien teilen kann.

Wenig gut zu tun, wurde Johana im Sommer 2015 erkrankte ihre Cousine und Johana reiste wieder zurück nach Kolumbien. Die Cousine starb und auch bei Johana selbst wurde erneut Krebs festgestellt. Eine Operation folgte. Seitdem muss sich Johana alle 3 Monate medizinisch untersuchen lassen.



Dericks individuelle Prothesenlösung.



Fester Halt den ganzen Tag und einfache Handhabung
> **Flexing Liner**

Entspanntes Sitzen in allen Lebenslagen und das Plus an Funktionalität
> **Wasserfester Drehknocher**

Dynamisches Gehen, um die verschiedensten Situationen des täglichen Lebens zu meistern – inkl. dem Wechsel zwischen Gehen, Treppensteinen, Stehen und Sitzen
> **Dynax**

Geschmeidiges Abrollen und müheloses Gehen auf unterschiedlichen Untergründen
> **Tubo**



Live experiences.

Events & trade shows.

Live events and trade shows are where our brand comes to life in its most immersive form. As the human empowerment company, every in-person encounter with our brand is an opportunity for audiences to experience our principles first-hand. The spaces where those experiences happen should be as open, approachable, and engaging as possible.



Passion for Paralympics.

ottobo

Passion for Paralympics.

To build our values and principles into every Ottobock event, we made the conscious decision to prioritize circular shapes and spaces in our experience designs. This form not only represents a core tenet of our brand, but also encourages interaction, conversation, connection, and equality.

It's also perfectly suited to the rich, authentic live content formats that will be a centerpiece of our brand.





Organic design.

We took a decisive step and built an elegant, contemporary booth design that catches the viewer's attention. Allowing organic shapes and rounded corners to take the lead of the sensory experience and grounding our definition of openness and accessibility for that space. What a perfect stage for our stories and messaging to impress the hearts and minds of our audience.



Immersive Experiences.

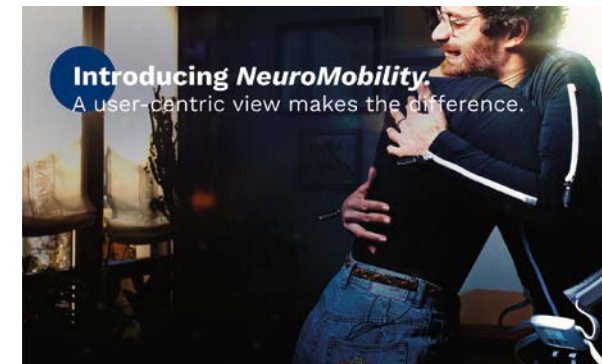
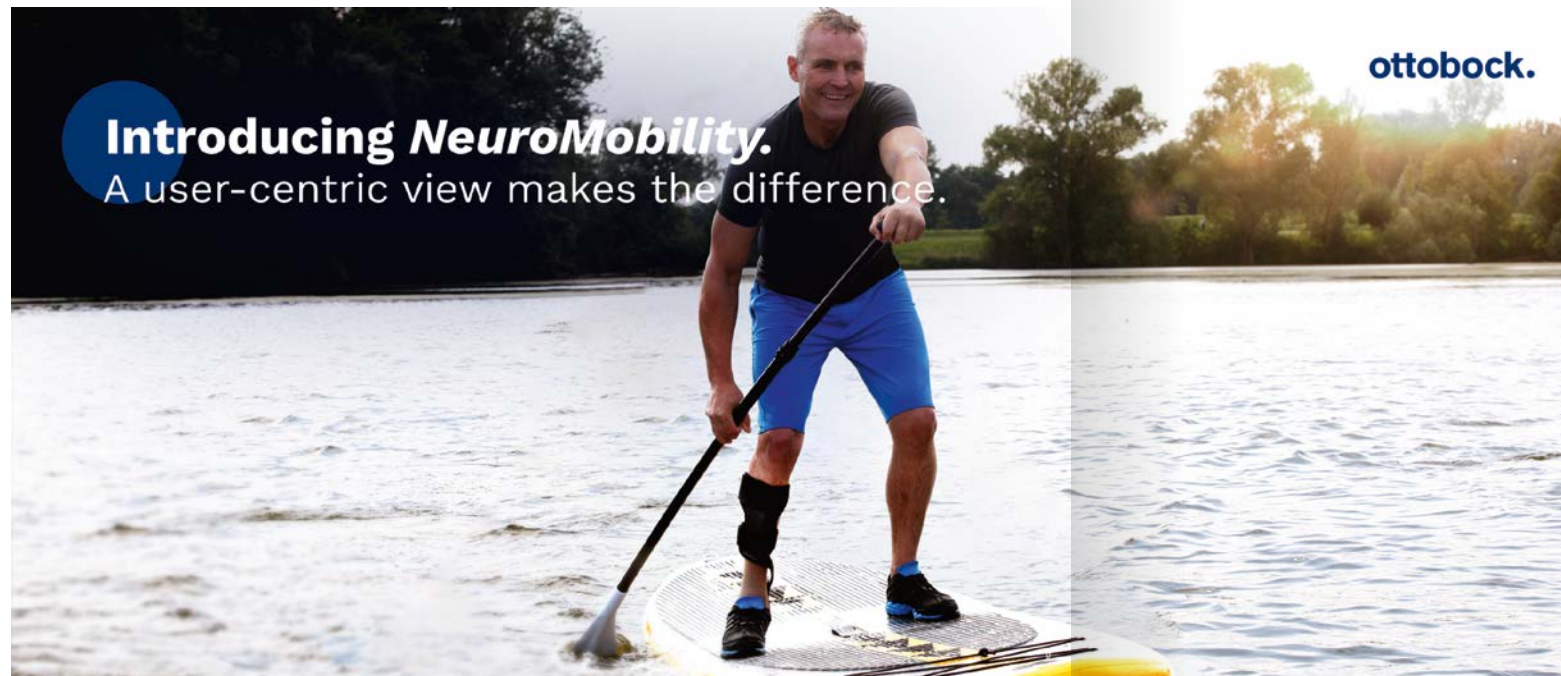


Cinematic branding.

Large format video.



To maximize the impact of our live events, our design system also includes a framework for cinema-scale video that brings our brand to life on large LED screens. These epic activations of our brand feature both stunning, emotive visuals and visually captivating parallax effects that convey a dramatic depth of field. All components of these large-format videos are integrated in a way that cuts through the noise of even the busiest event space, and draws in viewers like never before.



Where we want to go.

Outlook.

Be the leader for real Change.

In the healthcare world, positive change can only become reality when the people, the organization and the brand itself create a culture for growth and development.

As outlined here, Ottobock holds the key and potential to lead profound changes within and outside of our industry.

Staying visionary and innovative will be the key to sustainable success and growth, and will set a powerful example to those who struggle in finding ways to actively shape a journey of transformation.

#Futuring

Ottobock SE & Co. KGaA
Max-Näder-Straße 15
37115 Duderstadt

brand@ottobock.com
www.ottobock.com