

# Brand Guidelines

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V4.2



 **TASKA™**

# About us

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At the heart of TASKA is our 'why'. The desire to help people regain **confidence**, **freedom** and **independence**. Whether it is basic tasks such as zipping up a jacket, washing their own hands, or

giving back the ability to do activities that give **passion** and **purpose**, these give us our motivation.

Quite simply, we want to help people 'do **more**'.

do more™



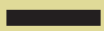
# This guide

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Designed to assist you with representing the TASKA Brand, this guide will provide you with the information required to understand our brand and motivation as a team.

Should you have any questions or require further assistance please contact the marketing team at [marketing@taskaprosthetics.com](mailto:marketing@taskaprosthetics.com)

# Typography



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 **TASKA™**

# Typography

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## Primary font - Söhne

TASKA Prosthetics uses the font family Söhne for their primary font. Created by the Klim font foundry Söhne is a classic modernist sans-serif: bold, modern, confident and from New Zealand, just like us.

Söhne is to be used across all external facing TASKA marketing material.

Grip, grab, pinch, hold, carry.

Grip, grab, pinch, hold, carry.

**Grip, grab, pinch, hold, carry.**

## Secondary language font - Open Sans

Should a translation be required which the primary font is not available for, Open Sans - which is a Google free font, may be used instead.

Grip, grab, pinch, hold, carry.

**Grip, grab, pinch, hold, carry.**

## Secondary font - Arial

Arial may be used in situations where Söhne is unavailable, for example, in email or EDMs. Widely used online, Arial is available free of cost or licence.

Grip, grab, pinch, hold, carry.

**Grip, grab, pinch, hold, carry.**

# Naming conventions

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# Naming conventions

## Company name

When referring to the company you may use either TASKA™ or TASKA Prosthetics.

If using TASKA™ on its own, use the Trademark sign in the first mention of the company name. Any subsequent mention does not need to have the Trademark sign.

In writing, TASKA should always be written fully in uppercase letters as shown on the table on the side.

## Product name - TASKA Hand

All the TASKA Hands need to be referred to as TASKA Hand - this includes TASKA in capital and the 'H' of 'Hand' in uppercase letters.

To differentiate between different product lines of the TASKA Hand, the full generational name must be used i.e. TASKA HandGen2, examples can be seen on the next page.

CORRECT USE OF COMPANY NAME	INCORRECT USE OF COMPANY NAME
TASKA™ (add ™ on the first instance) TASKA (after first instance)	Taska taska
TASKA Prosthetics	Taska prosthetics taska PROSTHETICS TASKA prosthetics TASKA PROSTHETICS

CORRECT USE OF PRODUCT NAME	INCORRECT USE OF PRODUCT NAME
TASKA Hand	Taska hand the hand TASKA HAND taska hand

# Product range naming conventions

## TASKA HandGen1

The first generation of TASKA Hands. If referring to both the first two generations of TASKA Hands together it may be written as TASKA HandGen1/Gen2.

CORRECT USE OF PRODUCT NAME	INCORRECT USE OF PRODUCT NAME
TASKA HandGen1 TASKA HandGen1/Gen2	taska handGEN1 TASKA HANDGEN1 TASKA Hand Generation1 Generation one TASKA Hand Gen1 TASKA Hand

## TASKA HandGen2

To differentiate between different versions of the TASKA Hand, the full generational name must be used i.e. TASKA HandGen2.

CORRECT USE OF PRODUCT NAME	INCORRECT USE OF PRODUCT NAME
TASKA HandGen2 TASKA HandGen1/Gen2	taska handGEN2 TASKA HANDGEN2 TASKA Hand Generation2 Generation two TASKA Hand Gen2 TASKA Hand

## TASKA CX™

The first instance of TASKA CX should be used with a ™ appearing after CX. All uses after do not need the ™.

CORRECT USE OF PRODUCT NAME	INCORRECT USE OF PRODUCT NAME
TASKA CX™ (add ™ on the first instance) TASKA CX (after first instance)	taska CX TASKA cx

## HydroSeal™ Waterproofing Technology

HydroSeal™ Waterproofing Technology is a trademarked name, and therefore always be used with the Trademark sign ™ and its descriptor 'waterproofing technology'.

CORRECT USE OF TRADEMARK NAME	INCORRECT USE OF TRADEMARK NAME
HydroSeal™ Waterproofing Technology	HydroSeal Hydroseal™ hydroseal waterproofing technology HYDROSEAL Waterproofing technology



# Logo

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 **TASKA™**

## Logo - primary

The primary logo groups the icon and wordmark together. The relationships between the logo elements must not be altered or distorted in any way.



Below are some examples of incorrect logo treatment:



Do not distort the logo.

Do not alter the spacing of the logo elements.

Do not use any previous versions of the logo.



Do not skew the logo.

Do not change or add keylines to the logo.

do more™



## Logo - clearspace

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To ensure that the logo always retains clarity and presence, a minimum clearspace must be maintained around the logo.



## Logo - TM use

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Wherever possible the logo should always be used with the TM added. However in certain applications the logo may be used without the TM if it would be too difficult to produce.



do more™




# Logo - vertical orientation


The logo may also be used in a vertical orientation. In general, the size should be between 5 and 10% of the width of the image or page it is appearing on, depending on visual balance, however there will be some instances where this is not possible, due to unusual image areas. The logo should always be given as much clearspace as possible when used in this orientation.

**Actor.  
Yoga teacher.  
TASKA Champion.**


**Melanie Rivera Waldman**

Melanie's journey involves adaption and resilience while finding a deep connection with her true self, who always finds a way.  
While acting in a production of Chicago, she boldly chose to not wear her prosthetic arm and fully embraced her role as a badass amputee. "I realized this is me, I'm the same person...and now I work in disability advocacy."  
Starting her theatre journey at the age of eight, Melanie initially returned to auditions with a cosmetic hand, but acting isn't just about looking the part; it's about finding your truth... I needed two functioning hands!  
Melanie tried a standard myoelectric hand, but it proved useful only for auditions and not for her daily life. Then, she came across TASKA through a local distributor who highlighted its unique features, "There's no hand like this! You can put it in water!"  
Being an active person, Melanie desired a durable hand that could withstand her activities. "You can feel the resistance - it blows my mind - it's as if it has a brain!"  
Melanie's battle with Lupus SLE, a connective tissue disorder, resulted in severe complications, including blood clots in her dominant right wrist. This made her more conscious of overusing her left hand. The TASKA Hand became her reliable right-hand companion, alleviating the strain.  
Melanie also volunteers for the Amputee Coalition of America, teaching accessible yoga. Through these activities, she finds new ways to express her authenticity. "My TASKA gives me self-confidence, it's a conversation starter...and the best thing is to be back in my community."


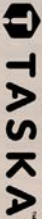




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—  
10 Nelson Street, Riccarton,  
Christchurch 8011, New Zealand  
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


**Community survey**



**Community survey**

Your opinion matters, and we'd love to hear your user experience feedback!



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## Co-branding logos

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When working in collaboration with TASKA, there may be a requirement to place two logos side by side on marketing material.

A recommended starting place would be to match either the height or the width of the partner logo to that of the TASKA logo. You may need to reduce the size of the partner logo to achieve a visual balance.

Our tagline 'do more' is integral to our brand and should always sit on the same side as the TASKA logo - the co-brand logo should never sit between our tagline and the TASKA logo.

Wherever possible, a black or white version of all logos for co-branding are preferable to maintain balance of the logo elements alongside each other.

do more  TASKA  TASKA™ |  COAPT

minimum spacing required

Example 1

*Fillauer*®  |  TASKA™  TASKA minimum spacing required do more

Motion Control

Example 2

COAPT  
  
  
 TASKA™  TASKA minimum spacing required do more

Example 3 - stacked to be used only where space is an issue.

do more™

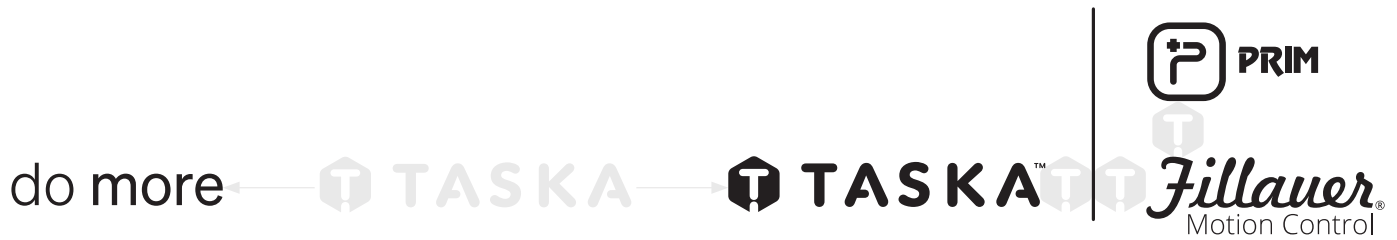
 TASKA™

## Co-branding multiple logos

On the rare occasion that there are more than two logos requiring placement, one of the following options should be used:



Example 1



Example 2 - multiple stacked, more spacing can be added (if available) between do more and TASKA logo.

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## Logo - icon misuse

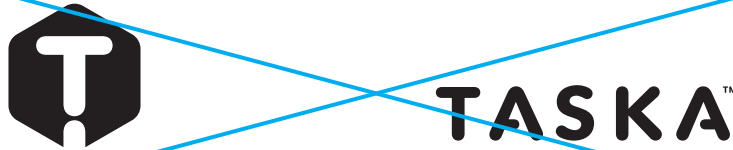
The logomark cannot be used on its own. Below are some examples of incorrect icon and wordmark treatment when the elements are to be used independently:



The icon is too close to the wordmark - looks too similar to the full logo.



The icon is too close to the wordmark.



The proportions of the two elements look unbalanced.

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## Logo - colour variants

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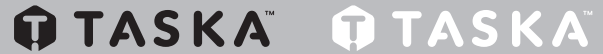
Over a white background, the icon should be used as red or black only. Wordmark and tagline are black only.



do more

do more

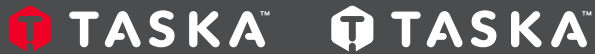
Below a 85% black background fill, all logo and tagline elements should be used as white or black only.



do more

do more

At 85% black or darker, the icon should be used as red or white only, wordmark may be used as white only.



do more

do more

At 100% black fill, the icon can be used as red or white only, wordmark and tagline may be used as white only.



do more

do more

do more™

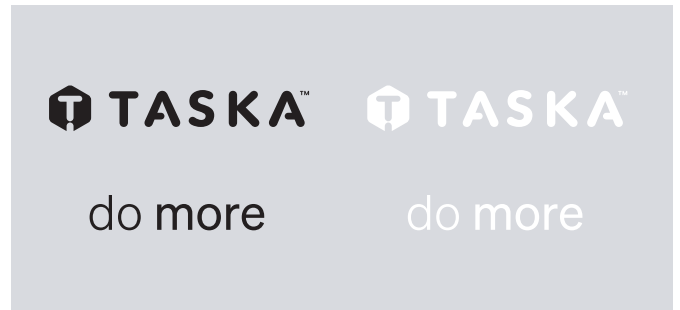
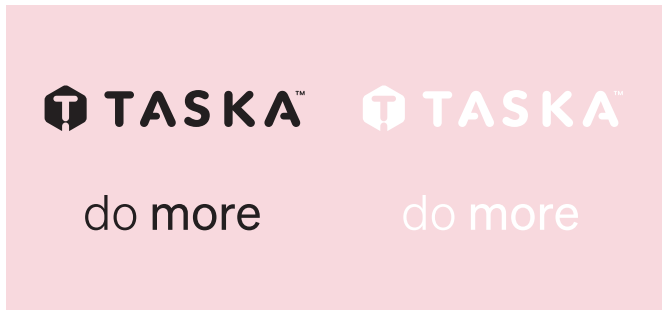
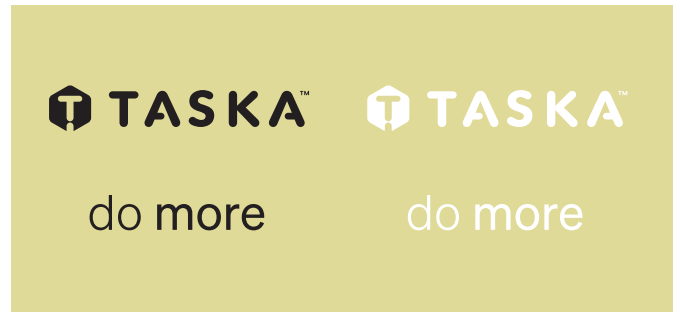
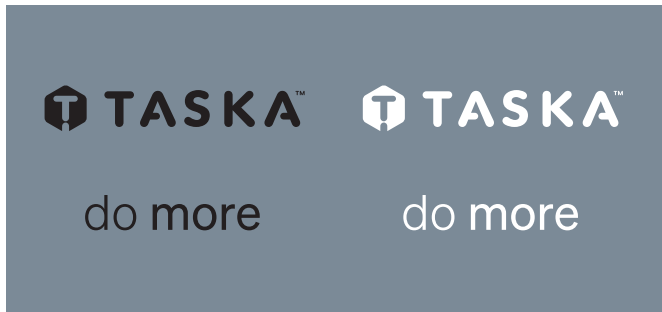




## Logo - colour variants

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For use over our secondary palette or any other additional colours, the logo, icon and wordmark should be used as black or white only.



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## Logo use over imagery

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The logo and its elements may be used over imagery, however care must be taken to place the logo in an area which still allows it to retain clarity. Logo can be used as black or white.



do more™

 **TASKA™**

# Tagline

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 **TASKA™**

A man wearing a black cap and glasses is working on a car's undercarriage. He is using a ratchet with his natural right hand and a prosthetic left hand. The prosthetic is a dark, carbon-fiber-like sleeve with a grey, multi-fingered handpiece. The background is a blurred workshop.

# do more™

By developing an advanced, robust and waterproof prosthetic hand, we give users new possibilities, building confidence and freedom.

Our tagline reinforces this message simply yet powerfully. By using a heavier font weight on 'more', emphasis is achieved, giving the tagline greater character and strength. The tagline should only appear as black or white.

The tagline has a ™ which should always be used with it. Do more™ shouldn't be used to form part of a sentence or call to action.

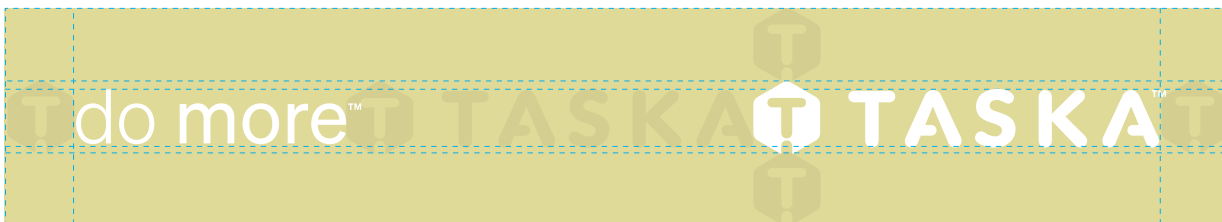
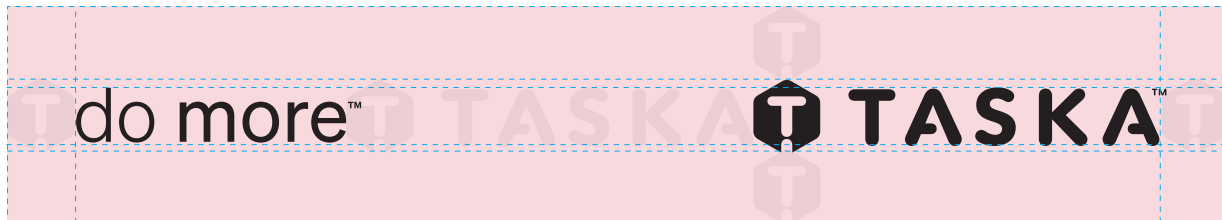
do more™

 **TASKA™**

## Tagline

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Our tagline 'do more' can be used on our material to support our logo. When used together, the logo and tagline are used to reinforce our brand message. The position and size of the tagline should always remain proportionally consistent to the logo elements. There should be a minimum of a full logo width between the tagline and logo to ensure clarity. Each elements colour may be used as outlined below only.



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# Tagline - sample use

EN

The TASKA Hand is a myoelectric prosthetic hand intended to assist you in your activities of daily living. Please read, understand, and follow these instructions on how to use your TASKA Hand safely and appropriately. Failure to do

so may cause damage to you, others, and/or the hand, and could invalidate your warranty.

**Your TASKA Hand must be installed by a trained and certified clinician.**

DA

TASKA Hand er en myoelektrisk håndprotese beregnet til at hjælpe dig med de daglige aktiviteter. Læs, forstå og følg disse instruktioner om, hvordan din TASKA Hand anvendes sikkert og korrekt. Hvis du ikke følger

instruktionerne kan det forårsage skade på dig og/eller hånden og din garanti kan blive ugyldig.

**Din TASKA Hand skal sættes på af en trænet og certificeret kliniker.**

DE

Die TASKA Hand ist eine myoelektrische Handprothese, die entwickelt wurde, um Sie bei Tätigkeiten des Alltags zu unterstützen. Es ist erforderlich, dass Sie die vorliegende Anleitung zur sicheren und bestimmungsgemäßen Verwendung Ihrer TASKA Hand sorgfältig lesen, verstehen

und strikt befolgen. Bei Nichtbefolgung können Sie, andere und/oder die Hand zu Schaden kommen oder Ihrer Garantie erlöschen.

**Ihre TASKA-Hand darf nur von einem geschulten und zertifizierten Orthopädietechniker angebracht werden.**

do more™

ES

La TASKA Hand es una mano protésica mioeléctrica destinada a ayudarle en sus actividades diarias. Lea, comprenda y siga estas instrucciones sobre el uso de la TASKA Hand de forma segura y adecuada. Si no respeta

estas instrucciones podría sufrir lesiones, causar lesiones a otras personas y/o dañar la mano, así como invalidar la garantía.

**La TASKA Hand debe ser instalada por un clínico formado y certificado.**

FI

TASKA Hand on myoelektrinen käsiproteesi, jonka tarkoituksena on tukea arkielämäsi. Lue ja ymmärrä nämä TASKA Hand -proteesin turvallista ja asianmukaista käyttöä koskevat ohjeet ja noudata niitä. Noudattamatta jättäminen voi

johdattaa sinuun tai muihin henkilöihin ja/tai käteen kohdistuviin vahinkoihin ja mitätöidä takuun.

**TASKA Hand -proteesin asennuksen saa suorittaa vain koulutettu ja sertifioitu lääkäri.**

FR

La TASKA Hand est une prothèse de main myoélectrique destinée à faciliter vos activités de la vie quotidienne. Veuillez lire, comprendre et suivre ces instructions pour utiliser votre TASKA Hand correctement et en toute sécurité. Le non-respect

de ces instructions peut causer des dommages à vous-même, à d'autres personnes et/ou à la main, et peut entraîner une annulation de la garantie.

**Votre TASKA Hand doit être installée par un clinicien qualifié et certifié.**

EN

DA

DE

ES

FI

FR

 **TASKA™**

# Colour



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# Brand colours - primary

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## Primary colours

Colour is a key component of the TASKA brand. The red, black and white primary combination represent contemporary design, technology, and performance.



**Black**

### Colour breakdown:

#### Process

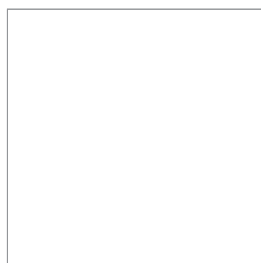
C: 0 M: 0 Y: 0 K: 100

#### RGB

R: 35 G: 31 B: 32

#### Hex

231f20



**White**

### Colour breakdown:

#### Process

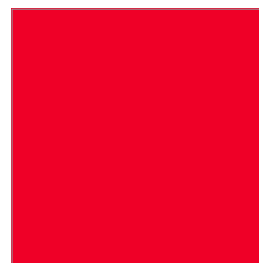
C: 0 M: 0 Y: 0 K: 0

#### RGB

R: 255 G: 255 B: 255

#### Hex

ffffff



**PANTONE®  
185C**

### Colour breakdown:

#### Process

C: 0 M: 100 Y: 100 K: 0

#### RGB

R: 237 G: 28 B: 36

#### Hex

ed1c24

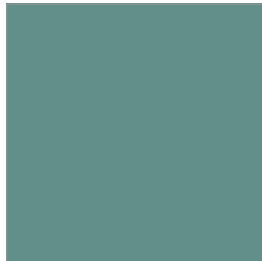


# Product range colours

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To enhance our product range, a line specific colour may be used. This colour should only be with TASKA CX™ or TASKA HandGen2 products.

## TASKA HandGen2



**PANTONE®**  
625C

### Colour breakdown:

Process

C: 61 M: 21 Y: 41 K: 21

RGB

R: 78 G: 120 B: 111

Hex

4e786f

## TASKA CX™



**PANTONE®**  
2965C 92%

### Colour breakdown:

Process

C: 91 M: 71 Y: 44 K: 48

RGB

R: 24 G: 51 B: 72

Hex

183348

## Brand colours - supportive

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To complement the primary colour palette, TASKA also uses a softer, pastel colour range. Fresh and modern, these supportive colours convey a feeling of empathy.



### Colour breakdown:

Process

C: 50 M: 34 Y: 27 K: 11

RGB

R: 124 G: 135 B: 142

Hex

7C878E



### Colour breakdown:

Process

C: 13 M: 8 Y: 48 K: 0

RGB

R: 214 G: 207 B: 141

Hex

D6CF8D



### Colour breakdown:

Process

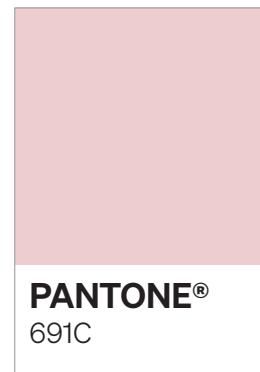
C: 14 M: 10 Y: 8 K: 0

RGB

R: 208 G: 208 B: 206

Hex

D0D0CE



### Colour breakdown:

Process

C: 1 M: 17 Y: 5 K: 0

RGB

R: 233 G: 205 B: 208

Hex

E9CDD0

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# Imagery



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# Hero imagery

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## Messaging

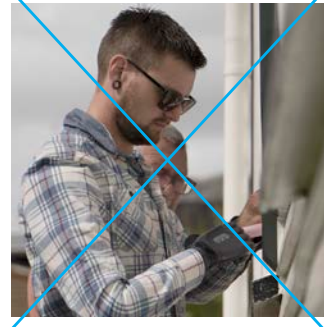
Our hero imagery communicates both how the TASKA Hand makes everyday tasks possible again and the psychological benefits that help users regain confidence and independence.

The lighting used in the hero shots should be warm with the use of the TASKA Hand as a critical feature. Attention should be paid to ensure recognisable jewellery or watches are removed.

Stylised shots are also available which show only the product and have lighting which accentuates the lines and form of the hand.

The images on this page depict how by using a TASKA Hand in a social situation restores user independence and confidence. Imagery showing the use of the TASKA Hand to perform a multitude of activities that for an amputee would be hard or even impossible without a TASKA Hand.

Also shown is an example of an inappropriate image. Although showing the hand being used to perform tasks outside the home in a dirty environment is good, the cooler lighting and poor placement of people in the shot is not ideal.



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## Hero shots - studio

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To accompany our in-situ photography we have a range of studio hero images. These are used to showcase the hand in use when a less emotive connection is required. Cropping to exclude the face removes gender, race and age stereotypes, allows the reader to visualise themselves using the TASKA Hand and draws attention to the hand and the activity depicted in a clean, focused image.

A grey background is the standard colour, this may also be changed out for one of the alternative secondary palette colours (the breakdowns can be found in these guidelines).

## Product images & renders

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A range of high quality images and renderings have been created to celebrate the TASKA Hand as a beautiful, unique and superior quality product in its own right.

Used alongside our hero photography these images and renders are a technical, cleaner vehicle with no visual distractions for situations when the high level technical aspects of the TASKA Hand are highlighted.



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# Parts photography & diagrams

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Parts should be photographed against a white backdrop with a subtle shadow which helps to ground the object.

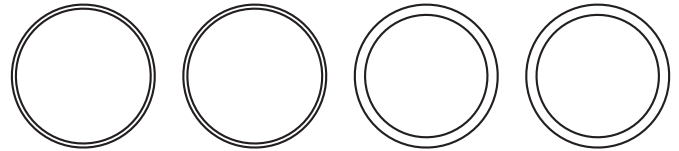
Parts may also be represented by a diagram in situations where a simpler approach is required.

Both approaches should also have the parts text panel added below the image or graphic which identifies the part by number, name and any additional information required.



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152-20-021  
8¼ Finger Output Bushing Repair Kit



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152-20-021  
8¼ Finger Output Bushing Repair Kit

# Video

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We have a number of videos available that showcase the TASKA Hand as high quality renders and a selection of case studies. Should any of our videos require subtitles to be added these should be set in our secondary font, Arial regular in white. A subtle shadow may be applied if the text requires lifting from the imagery behind.

My name is Rik Walker, I live in  
Waikanae New Zealand.



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# Other graphic devices

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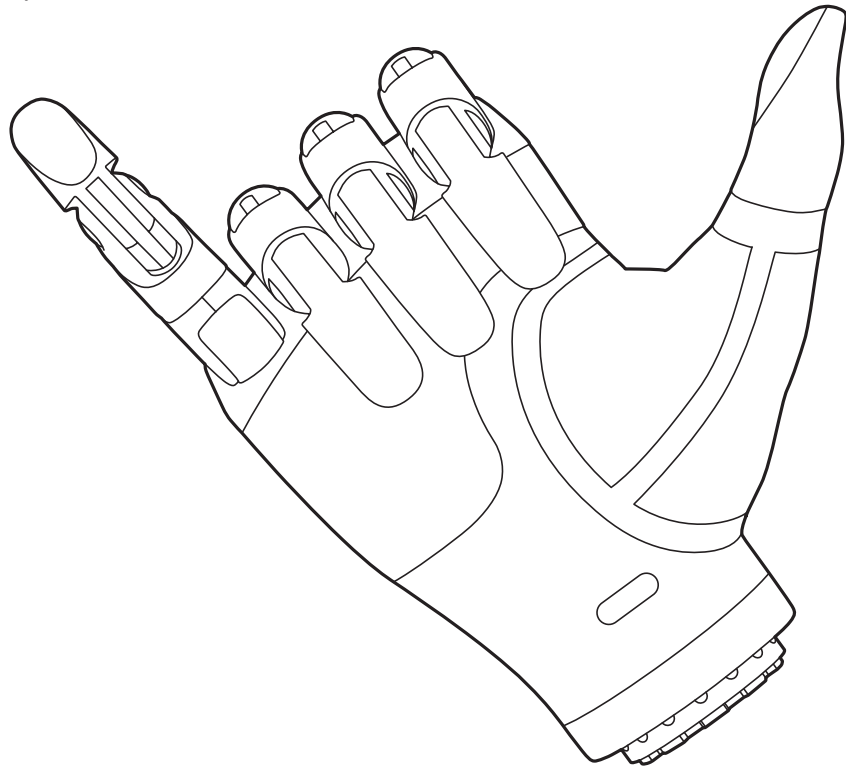
 **TASKA™**

# Illustrations

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Vector keyline illustrations of the TASKA Hand are used alongside our photographic imagery where a simpler graphic representation is more suitable. This is a purely visual representation only and should not be used for technical information.

To emphasise key elements two stroke widths are used. These should be kept in proportion to each other and no line weight should drop below 0.4 pt to ensure clarity is maintained.



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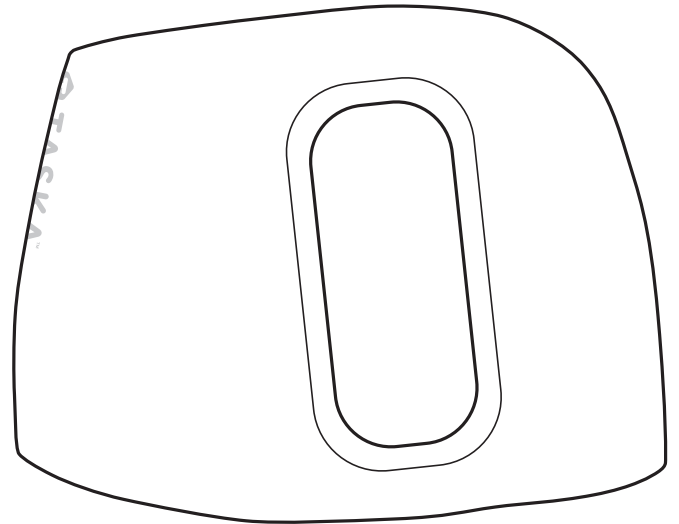
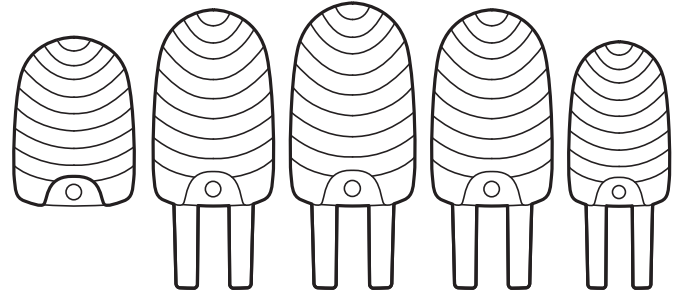
 **TASKA™**

## Parts illustrations

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Vector keyline illustrations of TASKA parts are used alongside our photographic imagery where a simpler graphic representation is more suitable. This is a purely visual representation only and should not be used for technical information.

To emphasise key elements two stroke widths are used. The line weight of the outside edge of the diagram should be set to double the thickness of the inner lines. These should always be kept in this proportion to each other and no line weight should drop below 0.4 pt to ensure clarity is maintained.



## Use of line break device

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To give headers the appropriate amount of air and presence, a line break device is to be used to separate main headers away from subheadings or body copy.

The length and lineweight is determined by the font size and font weight, therefore regardless of heading size, the correct balance of elements can always remain consistent.

# Heading size decides **line** characteristics

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A subheading or some body copy sits underneath.

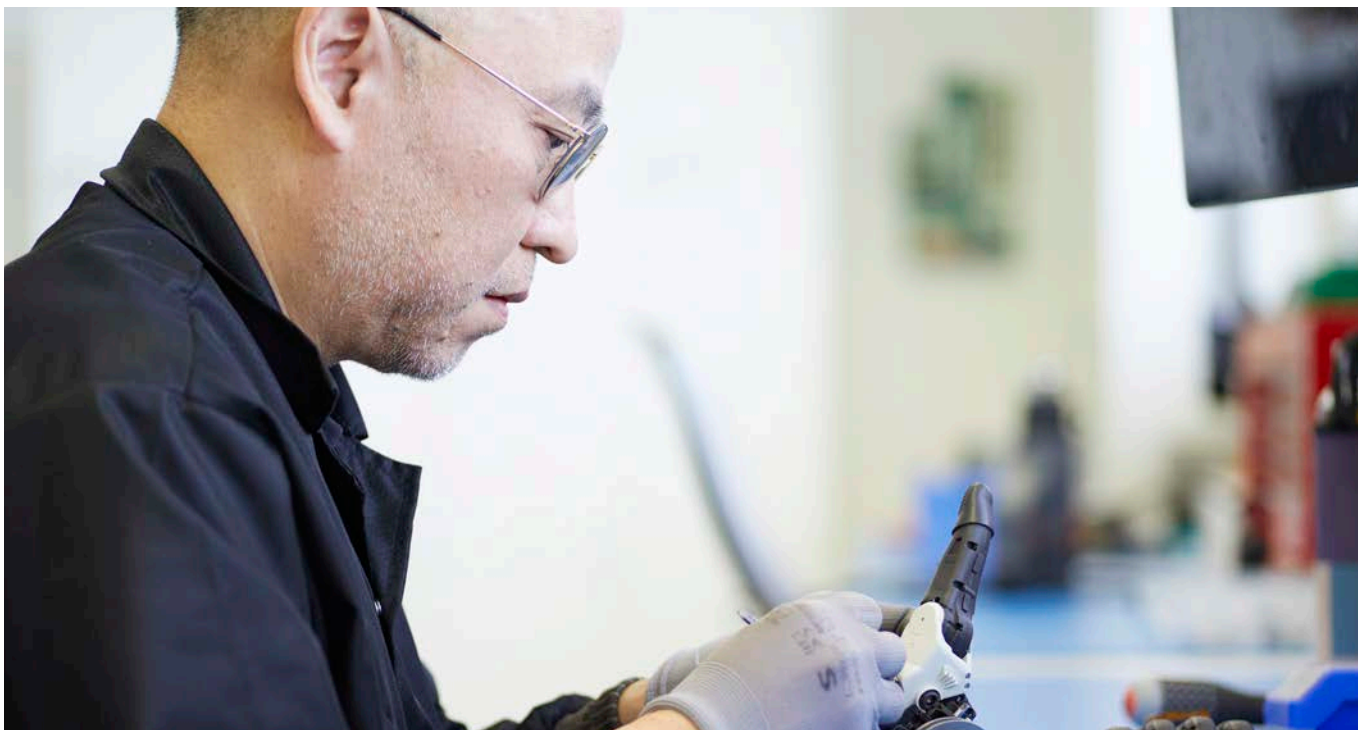
The break bar line weight matches the heaviest font used in the heading, and the length is dictated by the height of a letter 'L'. The spacing between header, line, subheading or body copy is determined by line length.

# Tone of voice

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## It's about giving back

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At the heart of TASKA is our 'why'. The desire to help people regain confidence and independence - whether it is simply zipping up a jacket, washing their own hands, or giving back the ability to do activities that give passion and purpose.

It is vital that our tone of voice across all marketing material communicates a deep sense of empathy, understanding and commitment to help others.

We are proud of our roots here in New Zealand, and we reflect the Kiwi quality of strong integrity. Our market leading technology is driven by our desire to perfect every detail, no matter how small. Our team are passionate about how meaningful our work is for others - it is this that fuels our pioneering nature and ambitious spirit.

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## Quotations and emphasis

Within important sections of copy, or pullout quotes, positive reinforcing of key words or phrases can be achieved by using a slightly heavier weight of font. Quotation marks are semi opaque and the sizing and positioning should be determined as follows:

“  
Because...  
...of **security.**”

Jodie O’Connell Ponkos

“  
Because the TASKA  
Hand is so **durable**,  
I have a greater sense  
of **security.**”

Jodie O’Connell Ponkos

Horse trainer, trail blazer,  
TASKA Champion.



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# Social Media



do more™





## We're a social bunch

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It's important that any TASKA image or video posts strike the right chord and echo our branding ethos. The full TASKA logo should appear on image posts as per the examples shown, ideally in the bottom right or left corner. If this is not appropriate because of the nature of the image, then the top left or right corner will suffice.

Writing should be used in the accompanying text post leaving the image clear wherever possible.

If you are posting from a third party account please ensure that you tag TASKA, @TASKAglobal.

We have a range of recommended hashtags we use that should appear with posts. These are as follows:

<b>#domoreTASKA</b>	<b>#TASKAHand</b>
<b>#prosthetics</b>	<b>#prostheticshand</b>
<b>#amplife</b>	<b>#bionichand</b>
<b>#TASKAglobal</b>	<b>#TASKAprosthetics</b>
<b>#myoelectric</b>	<b>#amputee</b>
<b>#amputeelife</b>	<b>#TASKAChampion</b>
<b>#askforTASKA</b>	<b>#limbdifference</b>
<b>#limbloss</b>	<b>#askforTASKA</b>



do more™

**TASKA™**