cassini
The world in vision

Brand Book
The world in vision

This brand book is intended for use by internal teams, agency partners, and collaborators to ensure consistent global execution.

Table of Contents

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Introduction

Overview, Mission, and History

Welcome to Our Brand Book

This guide explains who we are, how we communicate, and how we show up in the world.

Cassini Technologies is more than a logo or a color palette — it reflects our approach to advancing ophthalmic innovation through collaboration and thoughtful design.

The world in vision captures what drives us every day: supporting ophthalmic surgeons worldwide with connected, clear, and workflow-focused technologies.

By following this guide, we ensure the Cassini Technologies brand remains consistent, recognizable, and aligned across every touchpoint.

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About Cassini Technologies

Driven by insatiable curiosity, a love of science, and a passion for vision, Cassini Technologies has spent more than a decade advancing ophthalmic solutions.

We design with connection and flexibility in mind, creating technologies that adapt to the needs of surgical teams while preserving interoperability and choice.
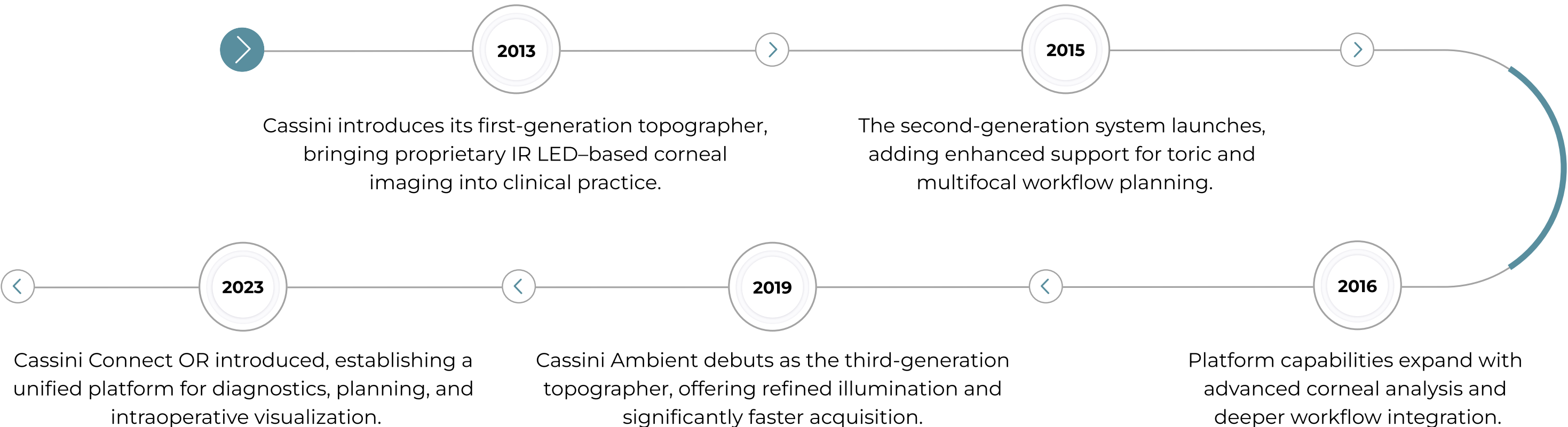
Headquartered in The Hague, The Netherlands, Cassini works with ophthalmic surgeons and clinics worldwide, supporting workflows from preoperative diagnostics through intraoperative visualization.

Guided by our principles — confidence in every step, simplicity that empowers, and value that endures — we focus on solutions that help surgical teams work efficiently, consistently, and with clarity.

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Cassini Technologies – A Decade of Innovation

From pioneering LED-based topography to developing integrated planning and guidance tools, Cassini Technologies has evolved solutions that support cataract surgery with enhanced clarity, connectivity, and workflow integration.

2013

Cassini introduces its first-generation topographer, bringing proprietary IR LED–based corneal imaging into clinical practice.

2015

The second-generation system launches, adding enhanced support for toric and multifocal workflow planning.

2023

Cassini Connect OR introduced, establishing a unified platform for diagnostics, planning, and intraoperative visualization.

2019

Cassini Ambient debuts as the third-generation topographer, offering refined illumination and significantly faster acquisition.

2016

Platform capabilities expand with advanced corneal analysis and deeper workflow integration.

Inspired by our guiding principles, Cassini remains committed to advancing connected solutions across the cataract workflow.

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Brand Strategy

Brand Positioning, Target Audience, and Competitive Differentiation

2

Brand Positioning

Cassini helps surgical teams connect their OR with a flexible, workflow-connected platform. Designed for open integration, the system works with a range of microscopes, phaco systems, and OR technologies. Its modular approach supports manual, hybrid, and FLACS workflows, providing clarity, simplicity, and long-term flexibility across the surgical workflow.

Confidence in Every Step

Information that supports the workflow from preoperative assessment to intraoperative alignment, helping teams maintain consistency across each step — without adding complexity to the workflow.

Simplicity that Empowers

Cassini fits naturally into existing routines, offering an intuitive experience that supports adoption across manual, hybrid, and FLACS cases — without disrupting established processes.

Value that Endures

Our modular platform supports long-term clinical and operational flexibility, enabling adaptable workflows while preserving choice and interoperability across the surgical ecosystem.

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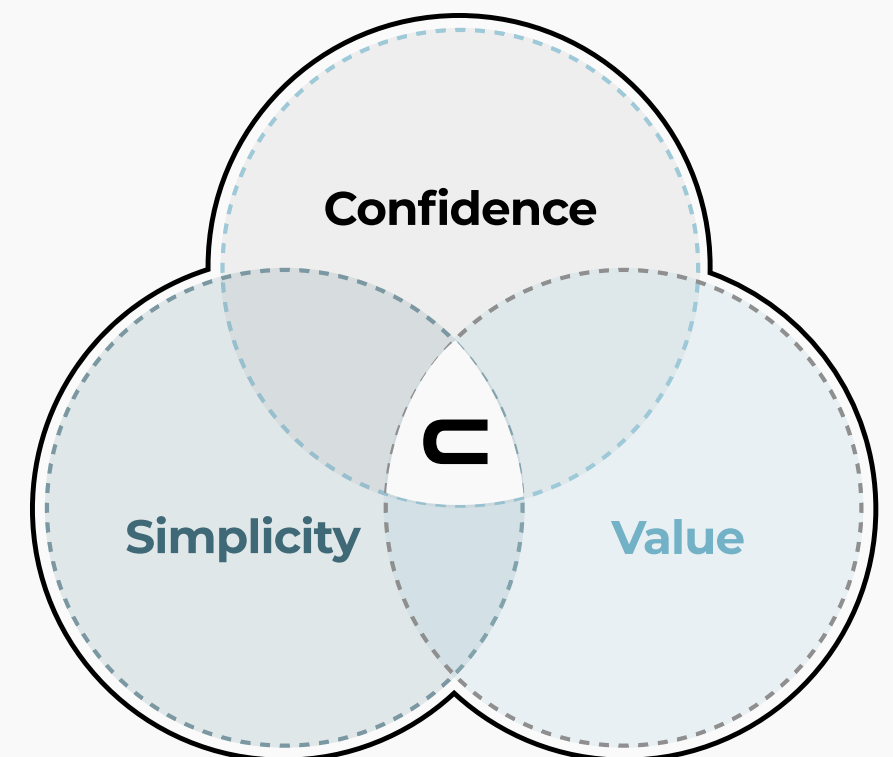
Our customer

Refractive Cataract Surgeons

Cassini supports forward-thinking refractive cataract surgeons who value workflow-connected technology that enhances clarity, consistency, and efficiency.

These surgeons prioritize flexible adoption paths that integrate into existing routines without requiring vendor-specific ecosystems.

Practice Environment

Data-driven, patient-focused environments

Workflows with variability in corneal measurements and case mix

High-efficiency OR days where structured visibility and continuity support smooth operations

Confidence, efficiency, modularity, measurable outcomes

Workflow Profiles

FLACS = femtosecond laser-assisted cataract surgery

Non-FLACS Surgeon

Primarily manual procedures; workflows remain stable, flexible, and streamlined without FLACS integration.

Sometimes-FLACS Surgeon

Alternates between manual and FLACS cases; values hybrid flexibility and continuity across both modalities.

Always-FLACS Surgeon

Relies on FLACS procedures for most or all cases; prioritizes structured workflows and consistent intraoperative alignment.

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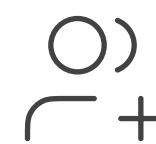The world in vision

What sets us apart

Open
Supports flexible workflows across different surgical setups, preserving choice and adaptability.

Interoperable
Connects imaging, planning, and OR tools across compatible systems, providing continuity and clarity throughout the workflow.

Simple
Integrates naturally into routines, supporting efficiency and alignment without adding complexity.

Enduring
Designed to evolve with practice needs, remaining relevant and flexible over time.

Open by design. Connected by intent. Ready for what's next.

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Verbal Identity

Voice, Personality, and Writing Standards

3

Tagline Expression

The world in vision captures what drives us every day. It reflects how we approach our work, how we communicate, and how we show up across every product and interaction. These principles guide how we express the tagline across the portfolio as it evolves, ensuring consistency, clarity, and relevance.

How Cassini Speaks (Voice Principles)

Clear & Concise
We use straightforward, purposeful language that avoids unnecessary jargon.

Credible & Evidence-Led
We rely on substantiated information and reference validated data where appropriate.

Clinically Relevant
Our communication focuses on what matters to surgeons: practical workflow context, interoperability, and clear purpose.

Confident & Active
We use active voice to convey clarity and direction without overstating or implying clinical or technical claims.

Consistent Across Touchpoints
Our communication remains unified and recognizable across clinical, educational, and commercial contexts.

Verbal Identity Guidelines

- Prioritize clarity over creativity
- Avoid hyperbole and marketing fluff
- Emphasize clinical and workflow impact

- Use validated references for clinical and technical claims
- Ensure consistency with regulatory language across markets

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Brand Personality

Rooted in curiosity and courage, grounded in clinical clarity, and expressed with thoughtful creativity.

Curious, But Never Speculative
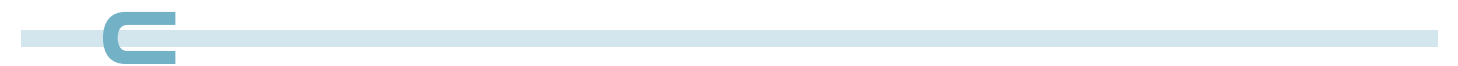
Curious   Speculative

We explore emerging perspectives through validate insights - asking the right questions without jumping to assumptions.

Courageous, But Never Reckless

Courageous   Reckless

We challenge norms with quiet confidence, grounded in information we can substantiate - never overstated or overpromised.

Clinical, But Never Cold

Clinical   Cold

We communicate with clinical clarity and human empathy - professional, relevant, and grounded in real surgical experience.

Clever, But Never Exaggerated

Clever   Exaggerated

We approach innovation with intention and purpose, presenting technology in a way that is illuminating and useful — never inflated or overstated.

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Writing Standards

Every line of communication reflects clarity, accuracy, and a measured, clinically credible tone.

Clarity & Brevity

- Keep sentences focused and direct; avoid unnecessary filler or over-explaining.
- Limit sentence length when possible (ideal: under ~20 words).
- Use plain language where appropriate; introduce technical terms only when needed.

Grammar & Mechanics

- Use American English spelling and conventions ("customization," not "customisation").
- Maintain consistent capitalization and punctuation across all materials.
- Contractions are acceptable when the tone benefits from being human yet professional.
- Use active voice whenever possible.

Compliance & Evidence

- Use factual, compliant language grounded in validated information.
- Avoid speculation, exaggeration, or implied performance (e.g., "better outcomes," "greater accuracy," "improved workflow").
- Do not reference data unless it is approved and appropriately sourced.
- Distinguish clearly between clinical evidence, product features, and surgeon-reported feedback.

Tone & Voice Execution

- Maintain a measured, authoritative, and approachable tone.
- Avoid marketing hyperbole and avoid words that imply superiority or guarantees.
- Center communication on workflow context, surgeon needs, and practical relevance.

Consistency & Terminology

- Apply consistent terminology for products and platforms.
- Follow standardized naming conventions for all future products and components.
- Ensure uniform phrasing, capitalization, and platform terminology across markets and channels.

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Product Lineup

Platform Architecture, and
Messaging Principles

Cassini Connect OR – Platform Architecture

One core product supported by flexible components operating within the Connect OR platform.
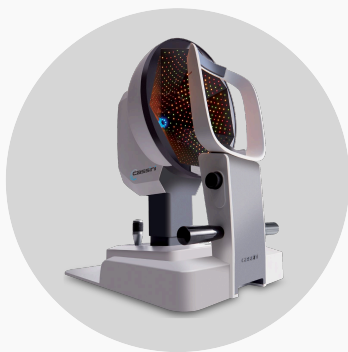
Tier 1 - The Platform

Cassini Connect OR
The platform environment
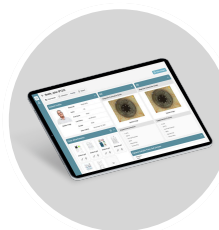
Common Platform Configurations
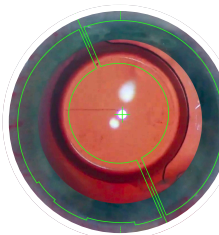
Tier 2 - Core Product

Cassini Ambient
Diagnostics

Tier 3 - Components

Surgical Planner (Ambient Module)
Planning

Cassini Guidance System (Software)
Intraoperative Visualization

FLACS Connectivity (License)
Integrates with select femtosecond systems (CATALYS® and LENSAR®)

Workflow Adoption Profiles

All workflows begin with Cassini Ambient as the core product, with components added based on workflow needs.

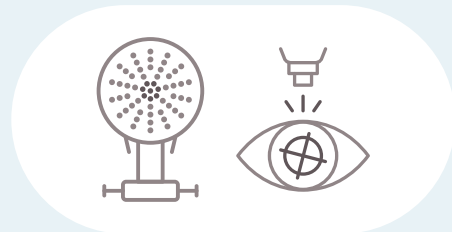**Manual Workflows:** Practices that rely on manual marking for toric alignment.

Cassini Connect OR supports a connected workflow from preoperative diagnostics to intraoperative visualization with the core product and select components.
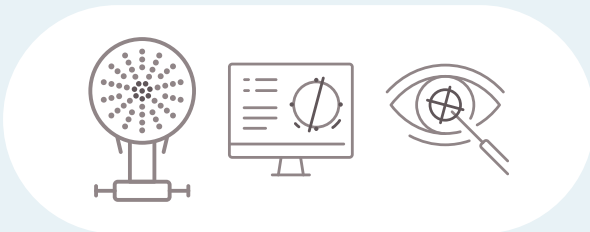
Recommended Connect OR Configuration

Hybrid Workflows: Practices that alternate between manual marking and FLACS for toric alignment.

Cassini Connect OR supports a streamlined workflow from preoperative diagnostics to intraoperative visualization with the core product and selected components, including FLACS Connectivity.

Recommended Connect OR Configuration

FLACS Workflows: Practices that routinely use FLACS for toric alignment and incision guidance.

Cassini Connect OR supports an integrated FLACS workflow from preoperative diagnostics to intraoperative visualization with the core product and FLACS Connectivity enabled.

Recommended Connect OR Configuration
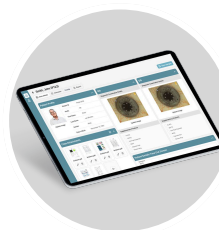
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Cassini Ecosystem Overview

An open, modular ecosystem that connects diagnostic insight, surgical planning, and intraoperative visualization - supporting clarity and alignment across the cataract workflow.
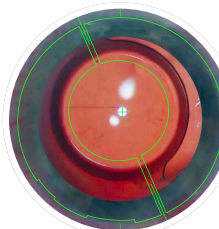
Diagnostics

Cassini Ambient

The platform's foundation for pre-operative corneal assessment.

Planning

Surgical Planner (Ambient Module)

Bridges diagnostic inputs into a unified surgical plan.

Intraoperative Visualization

Cassini Guidance System

Real-time intraoperative visualization from Cassini Ambient.

FLACS Integration

FLACS Connectivity

Real-time intraoperative visualization from Cassini Ambient.

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Core Messaging Pillars

Cassini's messaging is grounded in a clear, structured platform that connects diagnostics, planning, and intraoperative visualization. These pillars guide how we communicate across products and components.
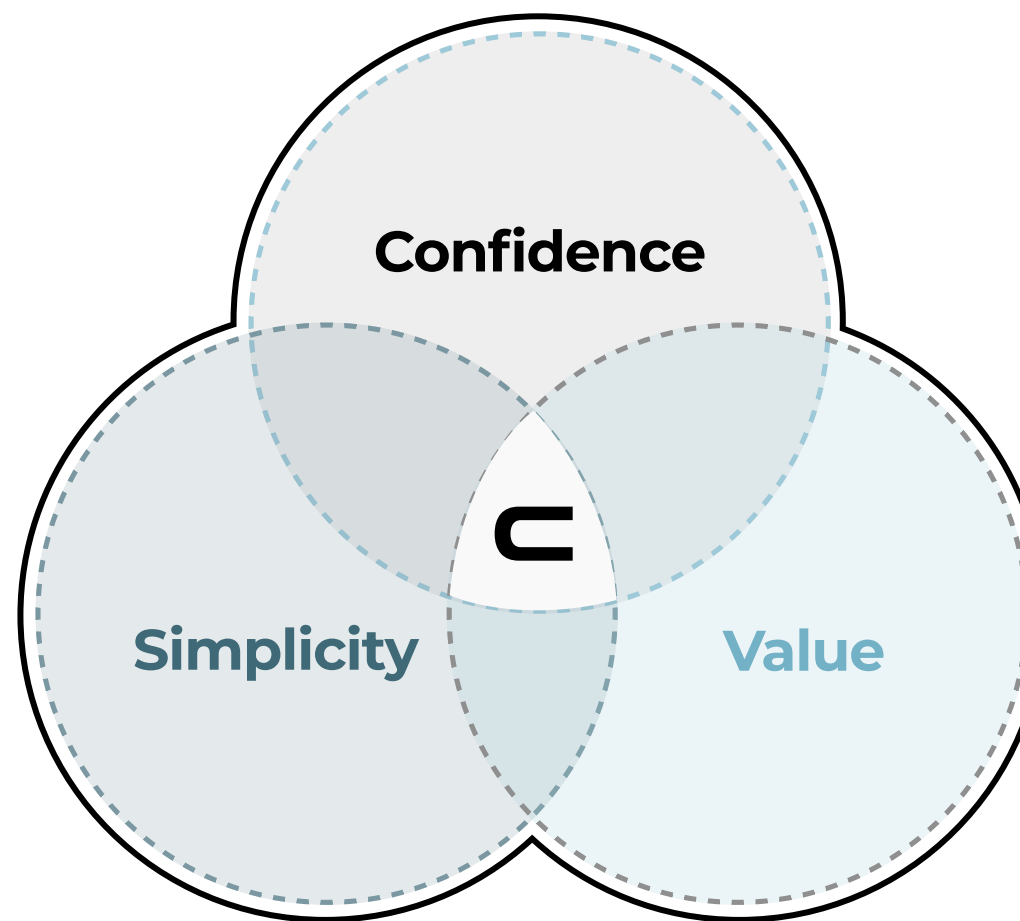
Confidence

- Reflects the clarity and structure of Cassini's diagnostic and visualization information
- Represents the platform's role in aligning data across steps
- Communicates reliability without implying performance

Simplicity

- Highlights Cassini's component-based architecture and ease of understanding
- Reinforces how components integrate into existing diagnostic and OR setups
- Avoids overstating workflow impact

Value

- Expresses long-term adaptability of the Connect OR platform
- Supports component-level adoption without requiring platform lock-in
- Centers on practical usability rather than outcomes

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Ecosystem Messaging

Cassini Connect OR
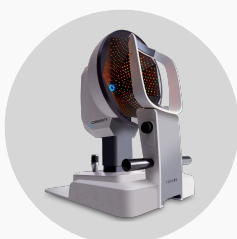### (Platform)

Confidence	Provides a unified platform structure that organizes the core product and connected components.
Simplicity	Defines a clear, scalable architecture centered on Cassini Ambient.
Value	Supports flexible, phased adoption without requiring lock-in or a prescribed pathway.

Cassini Ambient
(Core Product)

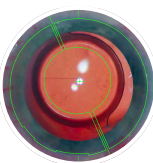|	
Confidence	Supplies the diagnostic foundation and core intelligence of the platform.
Simplicity	Fits naturally into routine preoperative workflows.
Value	Serves as the required entry point for platform configurations, enabling scalable growth.

Components	Surgical Planner (Ambient Module)	Cassini Guidance System	FLACS Connectivity
Confidence	Organizes diagnostic input into a structured planning reference.	Displays alignment information informed by diagnostic and planning data.	Imports data directly from Ambient into compatible FLACS systems.
Simplicity	Functions as an embedded module within Ambient to maintain continuity of data flow.	Connects to compatible microscopes and OR environments.	Streamlines FLACS workflows.
Value	Extends diagnostic utility without requiring additional systems.	Provides live intraoperative visualization using diagnostics from Ambient.	Enables scalable expansion for practices performing FLACS procedures.
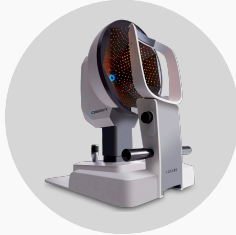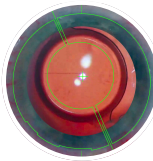
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Naming Framework

Guidelines for correct first-mention and shorthand usage across the platform and components.

Cassini Connect OR
(Platform)

Correct Name	Cassini Connect OR
First Mention	Cassini Connect OR
Subsequent Mentions	Connect OR
Do Not Use	ConnectOR, "Cassini OR," "Connect platform," "OR module"
Designation	Refer to Connect OR as a platform, not a system or product.

Cassini Ambient
(Core Product)

Correct Name	Cassini Ambient
First Mention	Cassini Ambient
Subsequent Mentions	Ambient
Do Not Use	Ambient Topographer, Cassini Device, Cassini Topo, Cassini
Designation	Standalone Device and Connect OR Core Product

Components	**Surgical Planner** (Ambient Module)	**Cassini Guidance System** (Software)	**FLACS Connectivity** (License)
Correct Name	Surgical Planner (Ambient Module)	Cassini Guidance System	FLACS Connectivity
First Mention	Surgical Planner (Ambient Module)	Cassini Guidance System	FLACS Connectivity
Subsequent Mentions	Surgical Planner or Planner Module	Guidance System	FLACS Connectivity
Do Not Use	Planner Product, Planning Software, Guidance Planner	Guidance Module, Cassini Overlay, OR Guidance	FLACS License Product, FLACS System, FLACS Hardware
Designation	This is a component, not a standalone product.	This is a component, not a standalone product.	This is a license, not a standalone product.

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Visual Identity

Core Elements, Visual Systems,
and Design Standards

5

Cassini Primary Logo

Brand Philosophy

The Cassini primary logo is the official master brand mark. It includes the integrated tagline *The world in vision* as part of the fixed logo lockup. The tagline appears exactly as designed in the master artwork and must not be recreated, restyled, or retyped.

Use it consistently across all touchpoints to ensure brand integrity and recognizability in presentations, marketing materials, digital platforms, and the OR environment.
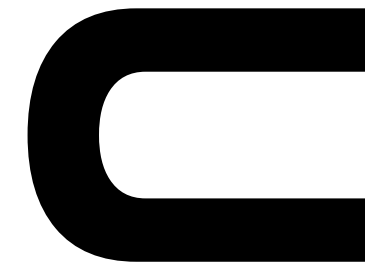
Logo Elements:

Primary Logo: The official logo lockup, including the integrated tagline.
C Accent: A secondary graphic element used for visual support. It is not a standalone logo and should never replace the primary logo.

Primary

Accent

Usage Guidelines:

- Use the primary logo in all standard brand applications.
- Maintain required clear space to preserve visibility and impact.
- Do not alter the logo lockup, including the typography of the tagline.
- Avoid stretching, recoloring, retyping, or modifying any part of the artwork.

Cassini Logo Usage Guidelines

Logo Hierarchy

- Primary Logo: Always includes integrated tagline, *The world in vision*.
- C Accent: Secondary graphic element used for visual support only; never functions as a logo.
- Product Logos: Used as secondary identifiers (e.g., Cassini Ambient, Cassini Guidance System).
- Always paired with the primary Cassini logo in corporate and commercial materials.

Placement Rules

- Primary Logo: Place in clear, consistent locations on materials (top-left, top-center, or bottom-left depending on format).
- C Accent: Used for graphic treatments or layout support; never replaces or competes with the primary logo.
- Product Logos: Positioned near product-specific content. The Cassini master logo remains the primary brand mark.
- Clear Space: Maintain minimum spacing around all logos to ensure legibility and visual balance.

What to Avoid

- Avoid placing logos too close to edges; maintain required padding.
- Avoid inconsistent logo placement across slides or within the same asset type.
- Avoid overlapping the logo with text, complex graphics, or low-contrast backgrounds.
- Avoid disproportionate resizing; scale uniformly.

Co-Branding Rules (High-Level)

- Cassini retains primary placement unless legally required otherwise.
- Cassini and partner logos must align to a shared baseline.
- Cassini logo should be equal to or larger than 80% of partner logo size unless contractually specified.
- Never recreate, distort, crop, or recolor partner logos.

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Cassini Logo Usage Guidelines

Print Materials

Flyers, Brochures, One-Pagers

- Preferred placement: Top left for strong brand anchoring
- Alternate placements: Top right or bottom left, depending on layout
- Back pages: Bottom center or bottom left near legal/regulatory text

Posters / Large Format

- Use singular Cassini branding, typically top left
- For co-branded materials, align logos to a shared baseline and maintain required clear space

Video Content

Opening Slate: Centered or top left

Persistent Mark: Top right or bottom right

Closing Slate: Centered with the integrated tagline

Digital & Web

Website

- Header placement: Top left (fixed or sticky)
- Footer placement: Bottom left or bottom center

Email Templates

- Header: Top center or top left
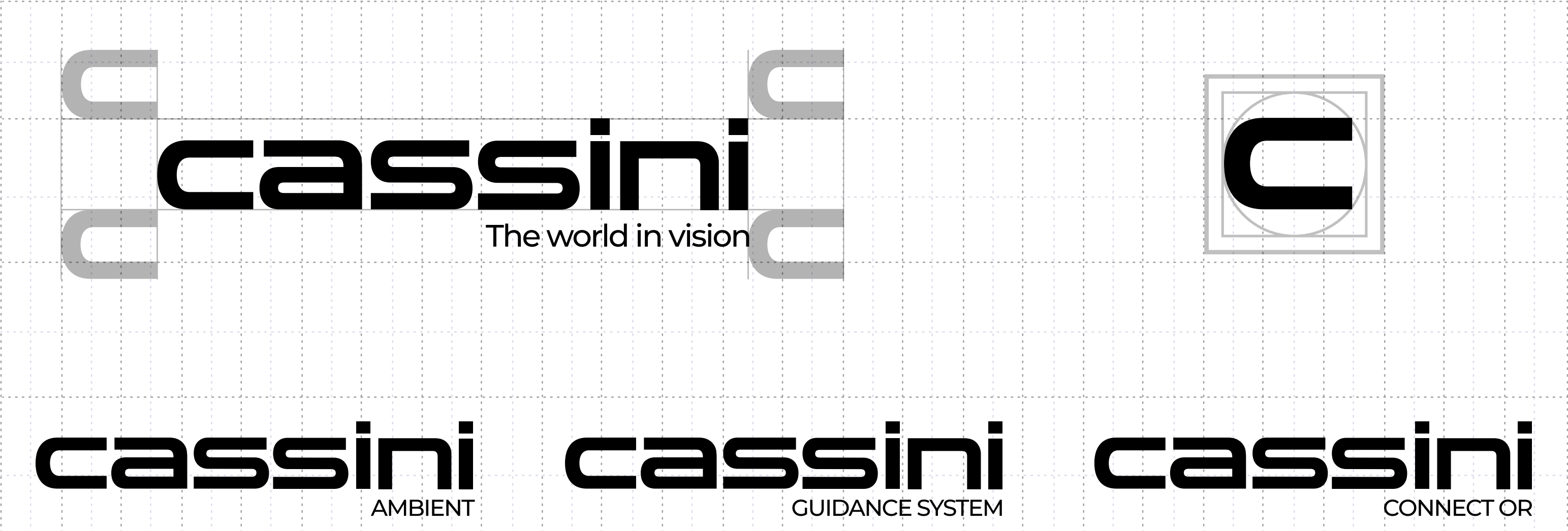- Footer: Optionally include a miniature logo for compliance

Social Media Graphics

- Standard: Bottom right watermark (low opacity)
- Alternate: Bottom left when CTAs appear on the right
- Stories/vertical formats: Keep logo clear of UI elements or overlays
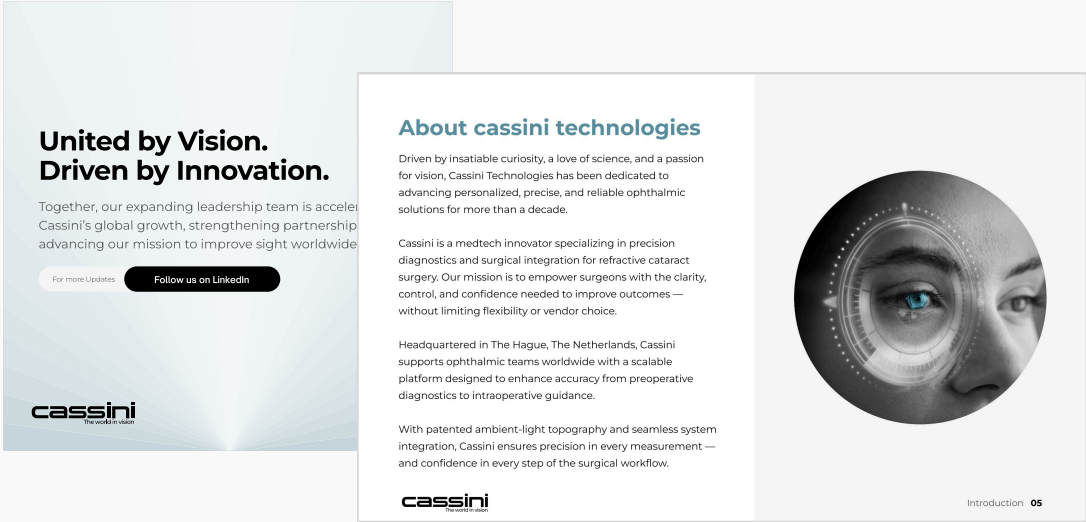
Logo Grid

All approved Cassini logos are shown here. Maintain generous whitespace and ensure all logos remain clear and legible in every application.

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C

cassini
AMBIENT

cassini
GUIDANCE SYSTEM

cassini
CONNECT OR

Exact sizing, spacing, and placement rules are in the Logo Usage Guidelines.

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Logo Usage – Color Variations

General Rules

- Maintain required clear space around the logo in all applications.
- Use only approved color versions: full-color, black, or white.
- Ensure the logo remains fully legible against all background colors and images.

Backgrounds & Images

- Avoid backgrounds that reduce readability or conflict with the brand palette.
- When placing the logo on photography or video, apply a subtle black or white overlay (30–50% opacity) to maintain visibility.
- Do not place the logo directly over busy or high-contrast areas of an image.
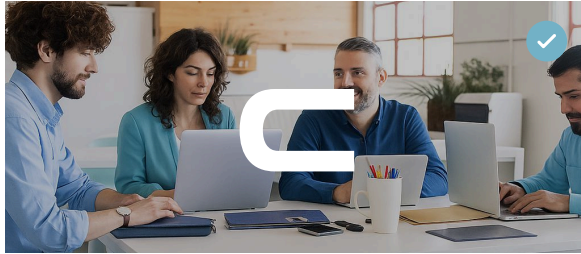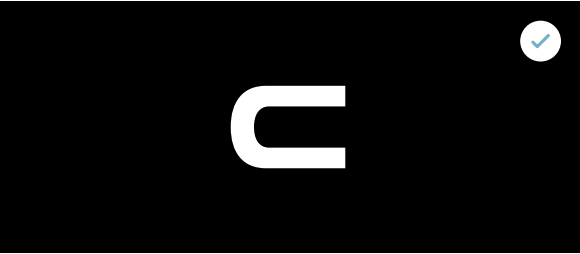
Logo Misuse

- Do not stretch, distort, rotate, or flip the logo.
- Do not separate the tagline or the C accent from the primary logo.
- Do not change logo colors outside the approved brand palette.
- Do not use product logos as the primary brand identifier.
- Do not place logos on low-contrast, busy, or clashing backgrounds.
- Do not add effects (drop shadows, glows, outlines, gradients, or filters) unless specified in the brand guidelines.
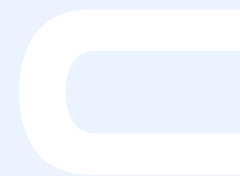
Color Palette

Cassini's color palette includes Primary, Neutral, and Accent colors.

Use these consistently to maintain brand identity, ensure readability, and create visual harmony across all materials.

Guidelines

- Primary colors are dominant and used for logos, typography, headings, and key brand elements.
- Neutral colors support backgrounds, secondary text, layouts, and subtle graphics.
- Accent colors highlight information, callouts, and interactive elements.
- Maintain sufficient contrast between text and background colors to ensure readability and accessibility.
- Use this palette consistently across marketing, presentations, digital interfaces, and product materials.

Colors

Primary black	Primary white	gray	Accent blue
#000000	#FFFFFF	#F5F5F5	#72B2C6

Neutral range

Grey True	Grey True	Grey True	Grey True	Grey True	Grey True	Base Black
#FCFCFC	#FAFAFA	#E5E5E5	#D6D6D6	#A3A3A3	#737373	#000000

Accent range

Teal	Teal	Teal
#CEE4EB	#5A8F9F	#406A77

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Typography – Font Introduction

Montserrat

San Serif

Download link

Brand Typeface

- Font Family: Montserrat (used across all brand materials)
- Application: Headlines, subheadings, body text, captions, and digital interfaces.
- Montserrat is modern, geometric, and highly legible, reflecting Cassini's professional and innovative brand personality.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Rr Ss Tt Uu Vv Xx Yy Zz

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Typography – Hierarchy

Digital

Heading H1
Font Size: 72px

Heading H2
Font Size: 60px

Heading H3
Font Size: 48px

Heading H4
Font Size: 36px

Heading H5
Font Size: 30px

Heading H6
Font Size: 24px

Body Text Large
Font Size: 16px

Body Text Small
Font Size: 14px

Caption/Subtitle
Font Size: 12px

Print

Title
Font Size: 32 Px

Heading H1
Font Size: 22px

Heading H2
Font Size: 14-16px

Heading H3
Font Size: 13px

Body
Font Size: 9-12px

Caption
Font Size: 8px

Guidelines

- Maintain clear distinction between hierarchy levels through size, weight, and spacing.
- Use consistent alignment and spacing across all materials.
- Use only approved font weights and sizes; do not substitute with unapproved styles.
- Ensure sufficient contrast between text and background for readability and accessibility.

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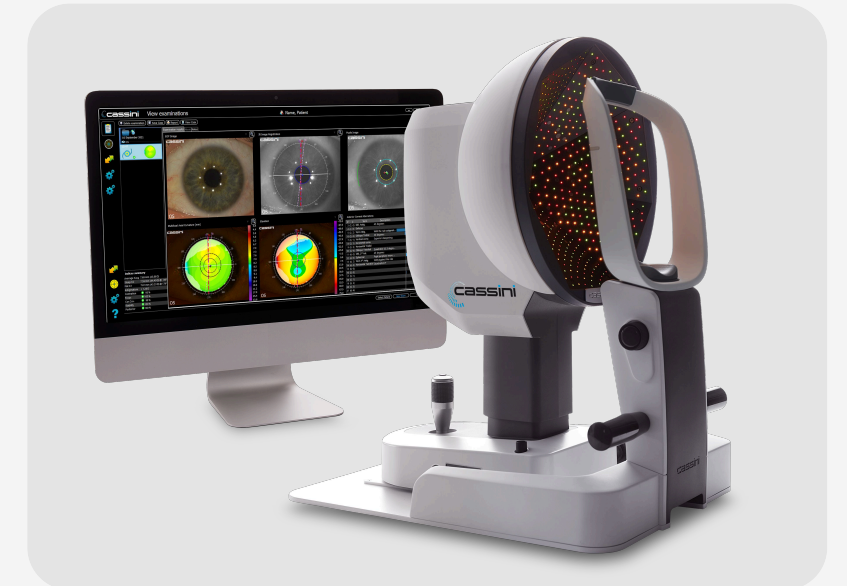
Photography

Photography reflects the human and clinical side of Cassini while maintaining strict compliance with patient privacy and data-protection standards.

Images should communicate:

- Precision: Highlighting advanced technology and surgical workflows
- Professionalism: Clinicians and teams shown in authentic, credible settings
- Confidence: Demonstrating the reliability and effectiveness of Cassini solutions

Guidelines

- Do not capture or include patient information, identifiable faces, or unique identifiers.
- Follow HIPAA and all applicable local privacy regulations at all times.
- Use imagery that reinforces trust, clinical excellence, and innovation without compromising privacy.
- Prefer clean, well-lit environments with clear focus on technology or workflow context.
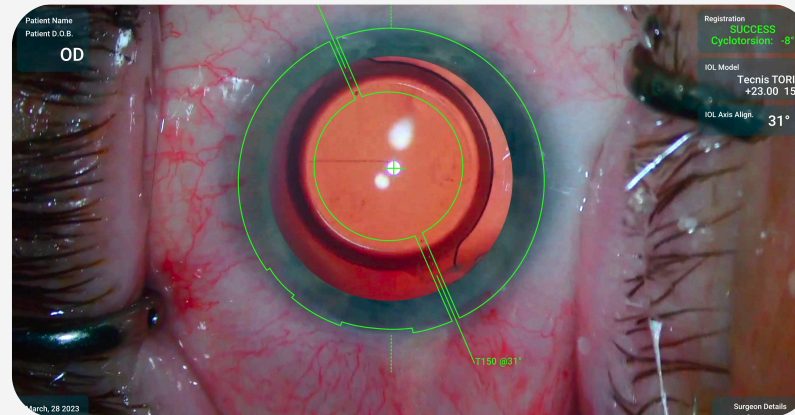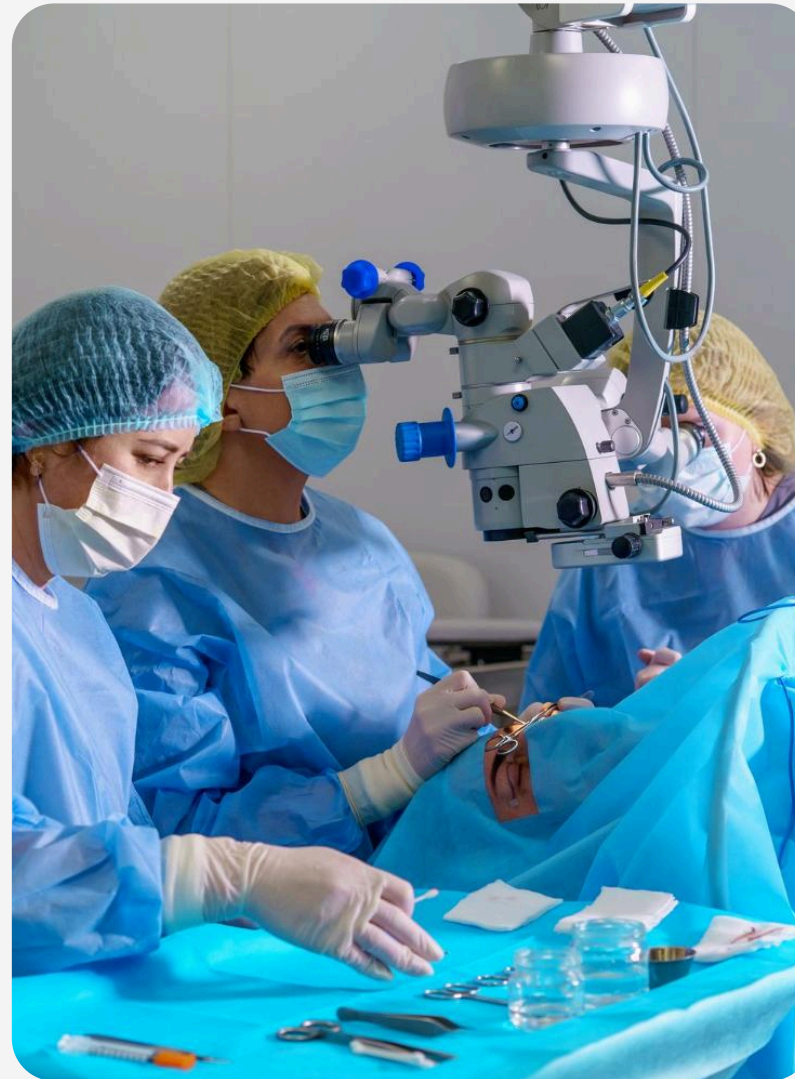
Iconography

Icons provide quick visual cues for complex ideas, supporting Cassini's focus on clarity, precision, and clinical professionalism.

- Custom Icons: Primary set used for workflows, product features, and clinical elements.
- Illustrative Icons: Optional for creative materials (e.g., flyers, presentations) when aligned with brand style.

Custom icons
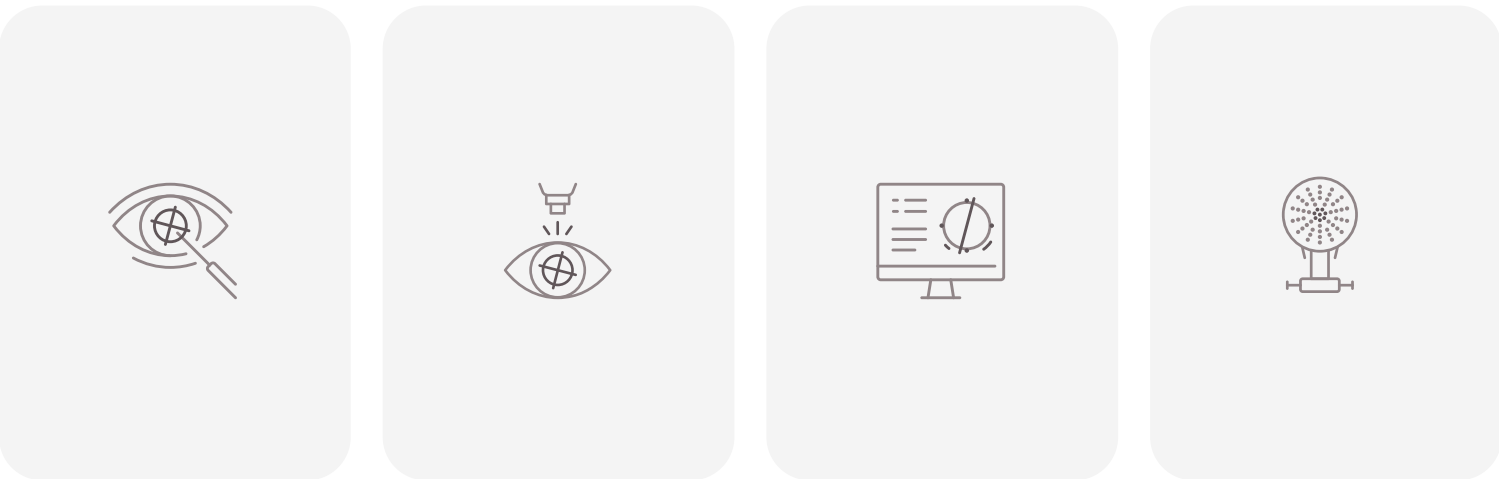
Illustrative icons

Design Principles

Do's & Dont's

Do: Maintain consistent style; use ample clear space; use icons to simplify concepts.

Don't: Add shadows, gradients, effects, or distort proportions.

Style

Clean, geometric, and minimal. Aligns with Montserrat typography and Cassini's modern, professional aesthetic.

Color

Primarily use approved brand colors (primary or secondary). Single-color icons allowed for monochrome applications.

Size / Scaling
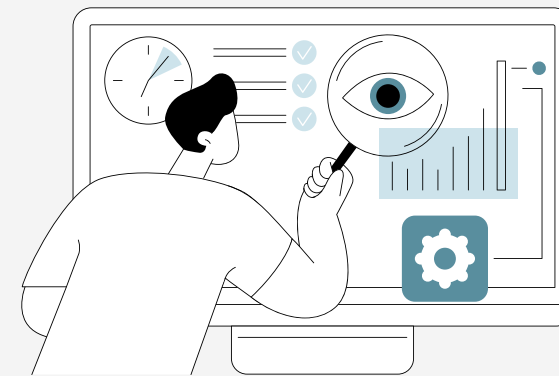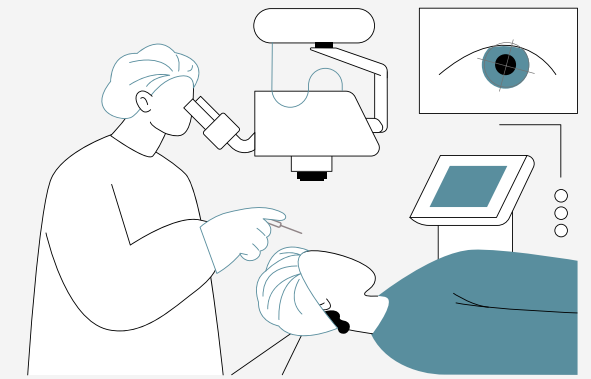
Icons must remain legible at small sizes; scalable vector formats are recommended.

Priority: Use custom icons first. Illustrative icons are secondary and reserved for storytelling or creative emphasis.

Illustrations

Illustrations help communicate complex workflows, surgical procedures, and product features in a clear, clinically credible, and visually consistent way. They complement photography and iconography by providing clarity and emphasis, but they do not replace real images of people, patients, or products.

Use illustrations to simplify steps, highlight interactions between technology and clinical workflow, and reinforce Cassini's modern and professional aesthetic.

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Brand Governance

Access, Distribution, and Usage

Application Access and Distribution

To protect consistency and ensure proper use of Cassini brand assets, access is structured across three groups: Internal Staff, Agencies/External Contractors, and Distributors/Partners. Each group receives only the materials necessary for their responsibilities.

🔓 Internal Staff

Full Brand Book

(via Internal SharePoint Brand Hub)

Purpose:

- Serve as the complete reference for all brand standards.
- Ensure internal communications and partner-facing materials follow approved guidelines.

🌐 Distributors / External Partners

Curated Brand Kit

(via Distributor Web Portal)

Includes:

- Approved logos
- Select imagery
- Standard presentation templates
- Key product messaging

Purpose:

- Support consistent, on-brand communication within local markets.
- Enable partners to produce professional materials aligned with Cassini standards.
- All assets must be used as provided and may not be modified or recreated.

🔒 Agencies / Outside Vendors

Curated Project Assets

(via SharePoint - Agency View)

Guidelines:

- Use only the materials supplied for the specific project scope.
- Do not create new logos, icons, or visual elements.
- Request clarification from Cassini Marketing when needed.
- All external deliverables must be reviewed and approved by Cassini Marketing prior to use.

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Co-Branding and External Usage Rules

To ensure consistency across regions, markets, and partnerships, the following rules apply to all internal teams, distributors, external partners, agencies, and collaborators.

Logo Integrity

- The Cassini logo may not be modified, recolored, distorted, re-created, or combined with partner marks.
- Clear-space, sizing, and color rules defined in this brand book must always be followed.

Co-Branding Hierarchy

- When co-branding is required, the Cassini logo must retain primary placement and visual weight.
- Partner logos must appear secondary and follow Cassini's clear-space and sizing guidelines.

Workflow And Configuration

- Workflow diagrams, product hierarchy, Connect OR configurations, and component representations must be used exactly as provided.
- These may not be redrawn, restyled, rearranged, or reinterpreted.

Template And Asset Usage

- Only approved templates, icons, visuals, and layouts may be used.
- New designs may not be created without approval from Global Marketing.

Mandatory Review And Approval

- All co-branded materials—including distributor collateral, regional marketing, event signage, and digital assets—must be reviewed and approved by Cassini Global Marketing prior to use.

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Brand Expressions

Applications Across Key Materials
and Touchpoints

Business Cards

Our business cards unify the Cassini team across regions and disciplines.

Consistent design ensures that, no matter where in the world we connect, our brand communicates in a unified and professional way.

Guidelines

- Always use the approved Cassini business card layout and typography.
- Do not modify logo placement, colors, or hierarchy.
- Maintain clear space around the logo and adhere to the defined grid.
- Regional contact details may be localized, but formatting must remain consistent

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Template Access: Refer to the designated Cassini access hub for your role. No direct links are included in this brand book.

eSignatures

Consistent email signatures reinforce trust, strengthen our brand presence, and support clear, compliant communication with partners and clinicians worldwide. All Cassini employees must use the approved signature formats without altering colors, fonts, styling, or layout.

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🖥 Desktop

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📱 Mobile

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Merchandise

Cassini merchandise extends our visual identity into physical touchpoints. All items must use approved logos, colors, and typography, and should reflect the brand's professional, modern, and clinically credible character.

Guidelines

- Apply only approved logo variations; do not alter size, color, or orientation.
- Use primary or secondary brand colors to maintain consistency across items.
- Select materials and finishes that convey quality and professionalism.
- Merchandise should feel aligned with clinical environments—clean, minimal, and functional.
- All designs must be reviewed and approved by Cassini Marketing before production.

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Letterhead

Cassini letterhead represents the formal voice of the organization. All printed or digital correspondence must use the approved layout to maintain clarity, professionalism, and brand consistency.

Logo Placement

Use the primary Cassini logo in the top-left or top-center position. Maintain required clear space around the logo.

Typography

Use Montserrat for all text (headings and body).
Follow established hierarchy and spacing standards.

Color Usage

Use primary brand colors only.
Keep the layout minimal, clean, and professional.

Consistency

Use the same letterhead layout for all corporate and partner communications.
Do not create alternate versions or modify the template.

Do's & Don'ts

Do: Keep tone clear, professional, and aligned with Cassini visual standards.
Don't: Include patient identifiers, device data, or non-approved graphics. Adjust logo, colors, or formatting.

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John Smith
Chief Director

44 Jackson Road
Road Singapore - 8989
Johnsmith@email.com
+65-8880-1234   10 September, 2025

This is a sample letter that has been placed to demonstrate typing remit (Your Company). letterhead design. When positioned properly, it will serve to work in harmony with all other elements letterhead. This letterhead design is meant to project an image

This letterhead design is meant to project an image of professionalism reliability. By using simple align we have created a very spacious feeling. Simplicity suggests that lengthen spaciousness contributes to the aesthetics of the layout. These basic qualities along with the (Your Company)

look and helps reinforce the (Your Company) brand. Letterhead design is meant to project an image p design. When positioned properly, it will serve to work in harmony with all the other elements letterhead. singlism and reliability.

Richard Spijkers

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Social Media

Cassini's social presence should reflect scientific rigor, clinical credibility, and professional collaboration. Keep communication clear, accurate, and aligned with approved messaging.
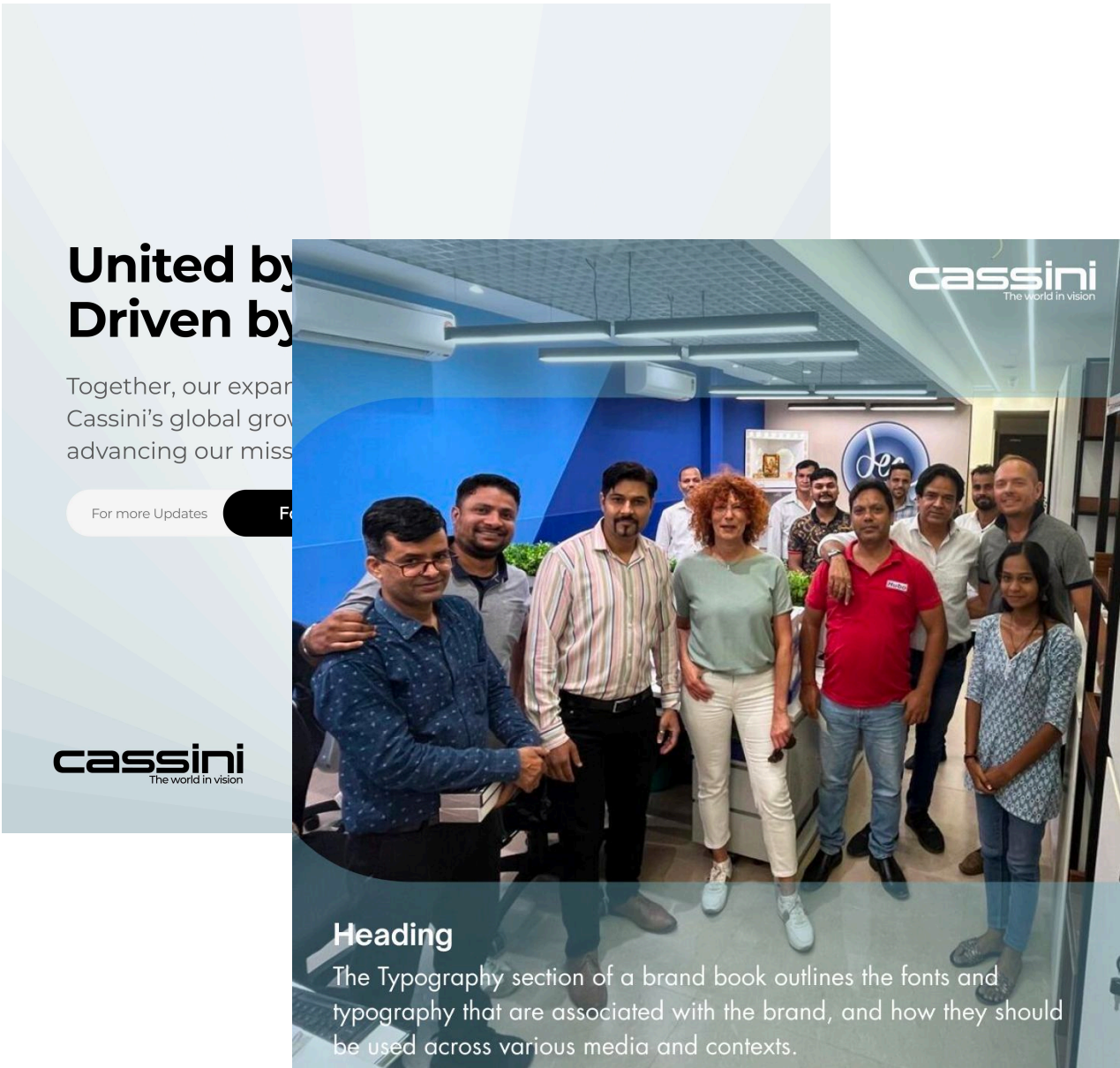
☑ Do:

- Share factual, approved content.
- Use high-quality imagery and brand-aligned layouts.
- Maintain a confident, respectful tone.
- Follow all regional compliance guidelines.

☒ Don't:

- Make unsupported claims or comparisons.
- Post patient images or data without approval.
- Use informal language, emojis, filters, or altered logos.
- Exaggerate benefits or imply unvalidated performance.

 # Hashtags

Core Brand Hashtag

- #CassiniTechnologies (Include on all posts.)

Clinical (As relevant)

- #CataractSurgery
- #RefractiveSurgery
- #Ophthalmology

Usage Guidance:

- Use 3–5 hashtags max.
- Keep them professional and content-relevant.

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PowerPoint

Cassini presentations must use the approved PowerPoint template without modification.

Consistent layouts, colors, typography, and visuals ensure a unified brand experience across all internal and external communications.
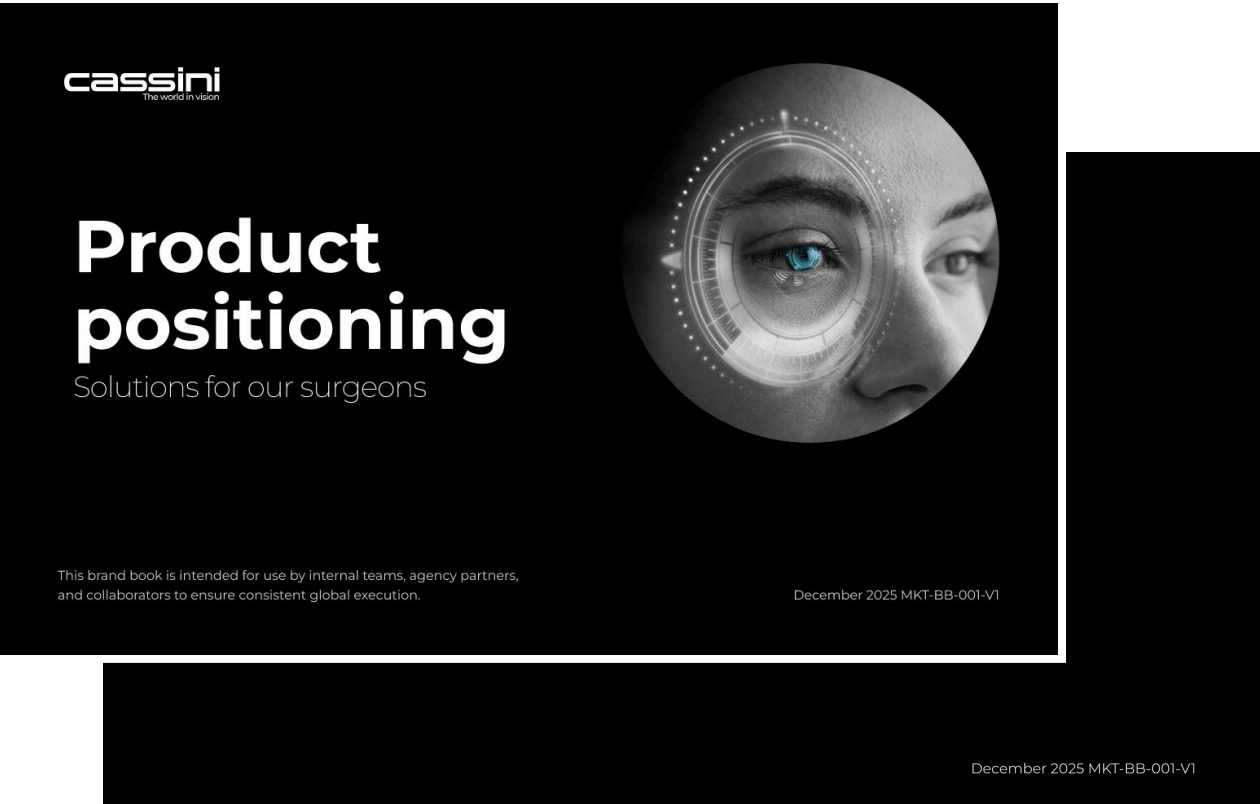
Typography & Color

- Font: Montserrat (approved weights only).
- Maintain preset heading and body styles.
- Use only colors defined in the Cassini brand palette.

Visuals

- Use approved photography, icons, and illustrations.
- All imagery must be HIPAA-compliant.
- Do not add filters, effects, or custom graphics.

Copy & Claims

- Keep language clear, factual, and aligned with approved messaging.
- Do not introduce clinical claims, comparisons, or performance statements without prior Marketing + QA/RA approval.

Templates Use

- Use only the official Cassini PowerPoint template.
- Download a local copy before creating a presentation (the SharePoint master must remain unchanged).
- Add content only within the existing placeholders.
- Do not modify master slides, colors, fonts, or logo placement.

Charts & Data

- Use preset chart styles.
- Do not alter brand colors, fonts, or formatting.
- Only include marketing-approved data or placeholder visuals.

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Brand Book
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For questions or guidance please contact: info@cassini-technologies.com