



Co-branded sleeve guide

This document, along with the Adobe Illustrator (AI) template provided, contains everything you need to design a co-branded sample collection kit for your business

The Medichecks Kit

Our CE marked sample collection kits can be broken down into three parts:

- The box
- The box contents (instructions, lab form, medical components, return postage envelope)
- The sleeve (customisable to your brand)

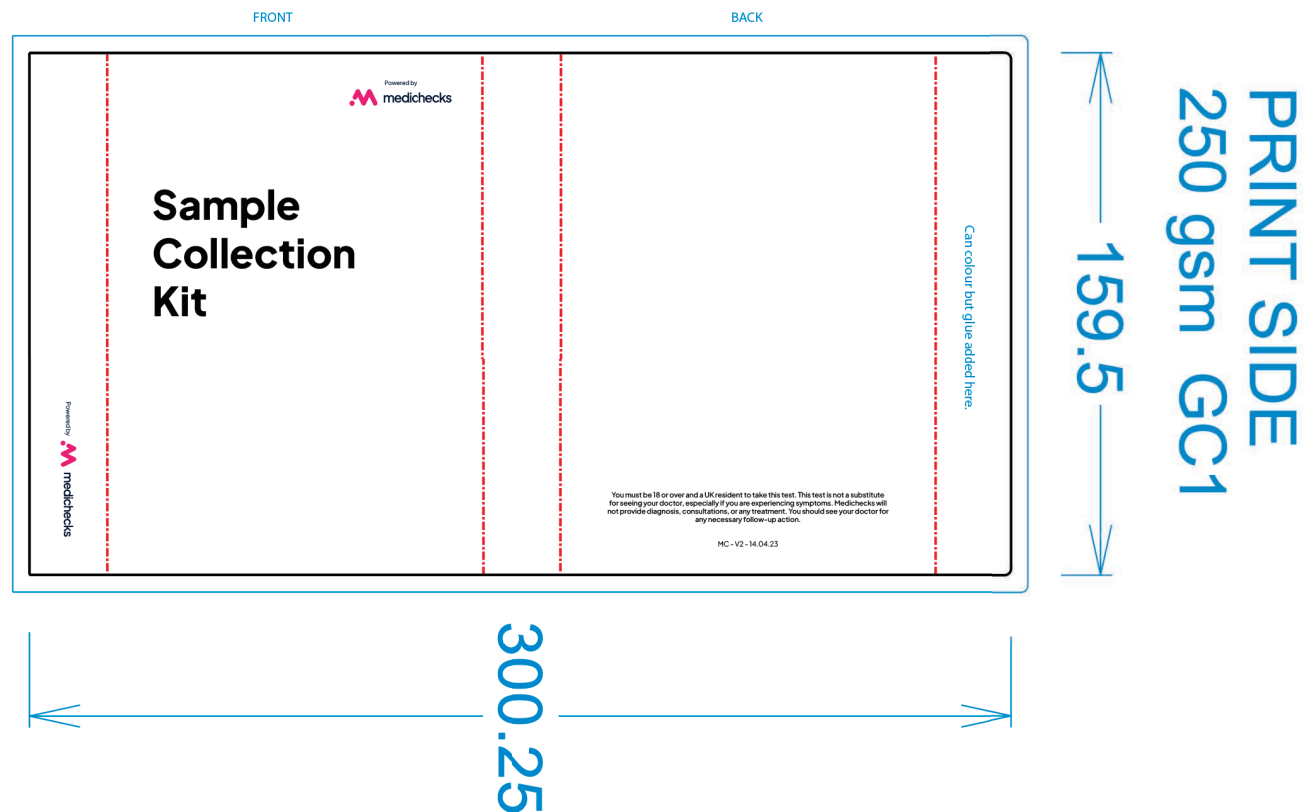
Co-branded sleeve guide



Adobe Illustrator Template

You will find all the assets you need to design your sleeve in the AI template, including sleeve layout, print markings and Medichecks logo.

- Fold Marks
- Cut line
- Bleed and Measurements



Design rules

There are several rules you need to follow when designing your sleeve. These rules are in place to ensure your design meets all CE marking requirements.

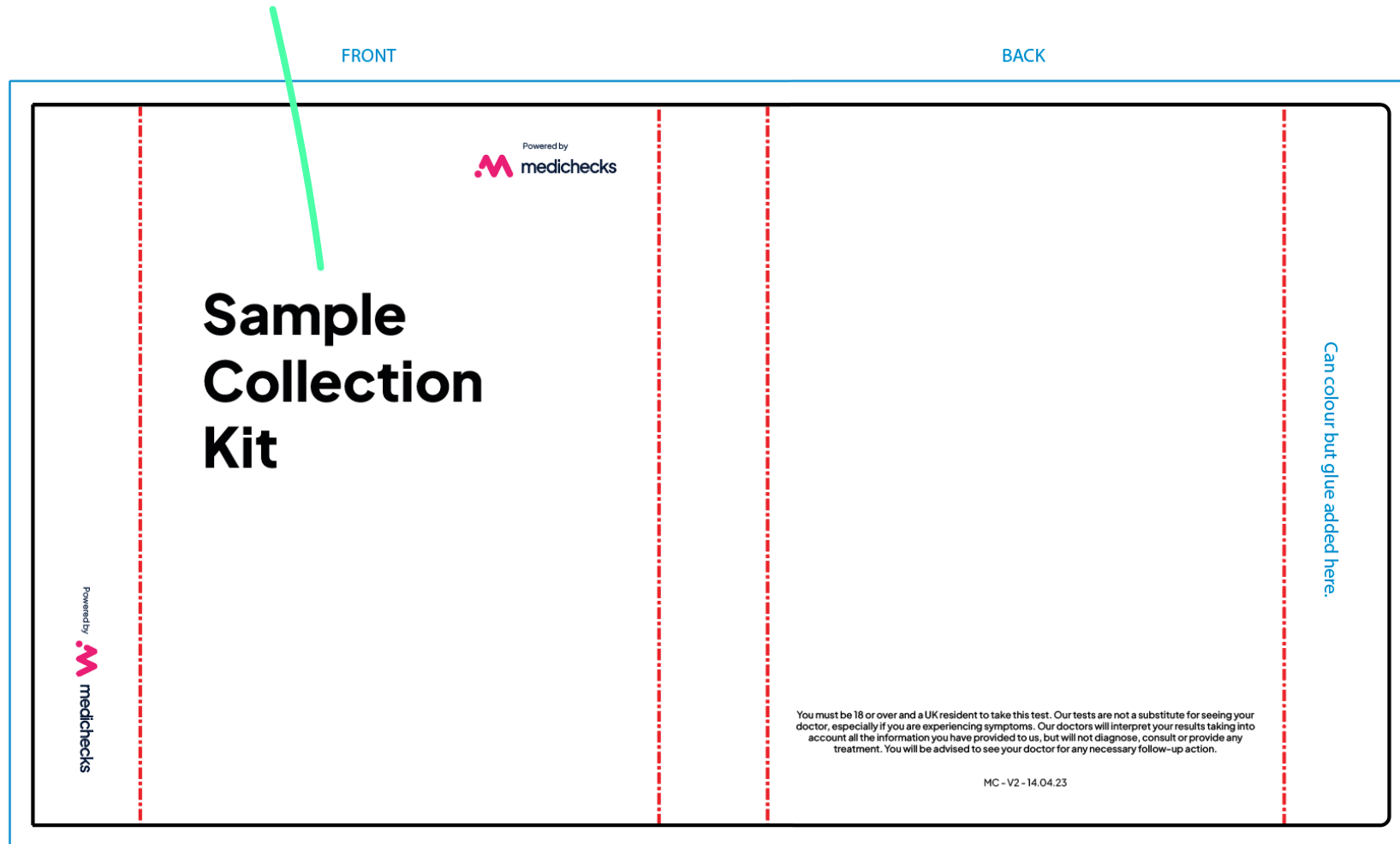
Do not:

- Make any medical or product claims.
- Add a CE mark to the kit. There is a CE mark on the manufacturing label.
- Change or add any additional processes.

Do:

- Change the style of “Sample Collection Kit” to be in line with your brand.
- Make sure all required text is legible.
- Include at least one Medichecks logo.

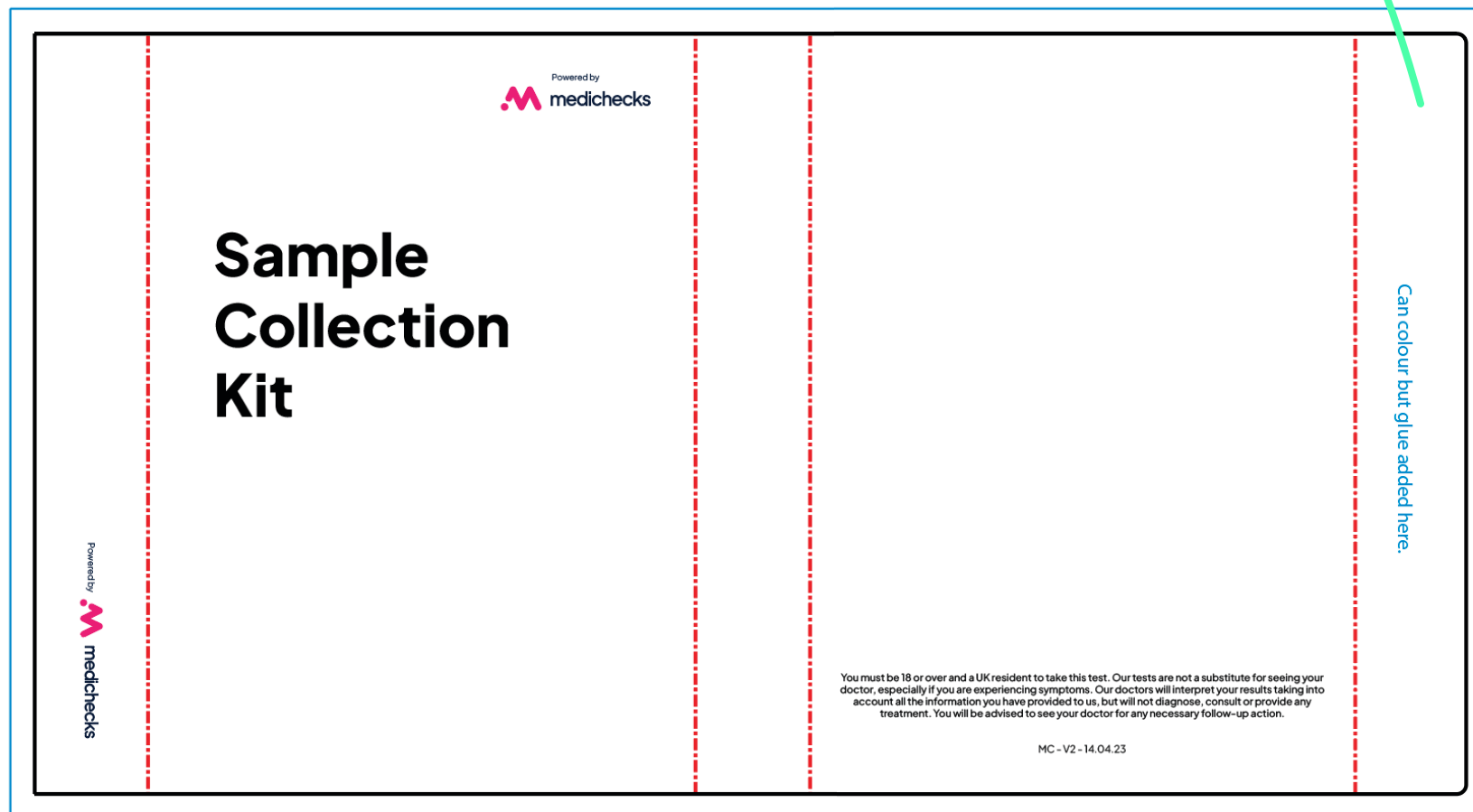
The term 'Sample Collection Kit' cannot be altered and must be included on the front of your sleeve. You can amend the format, size, and position to match your brand style/rules.



Glue is applied on this side.
We recommend only adding
colour in this location.

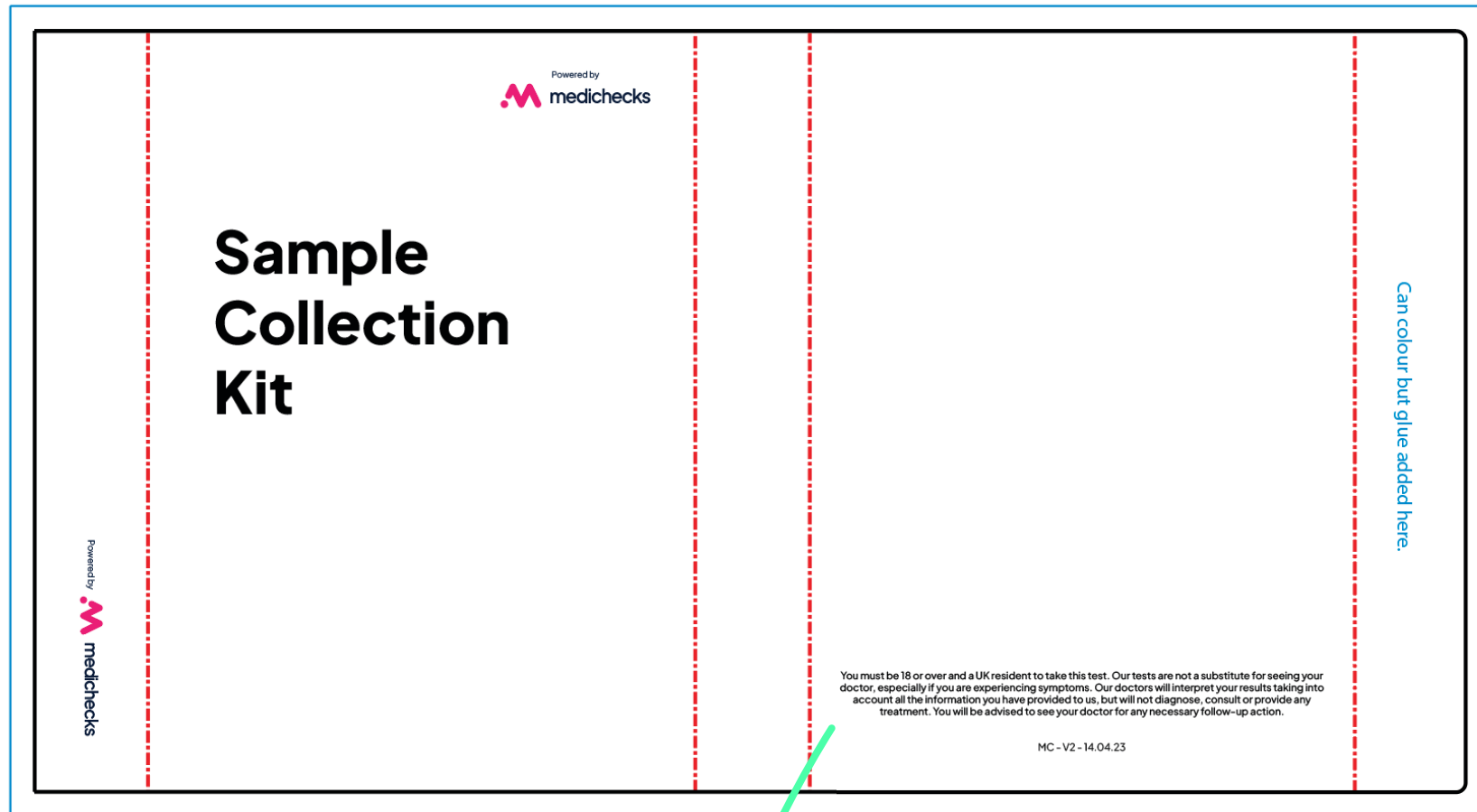
FRONT

BACK



FRONT

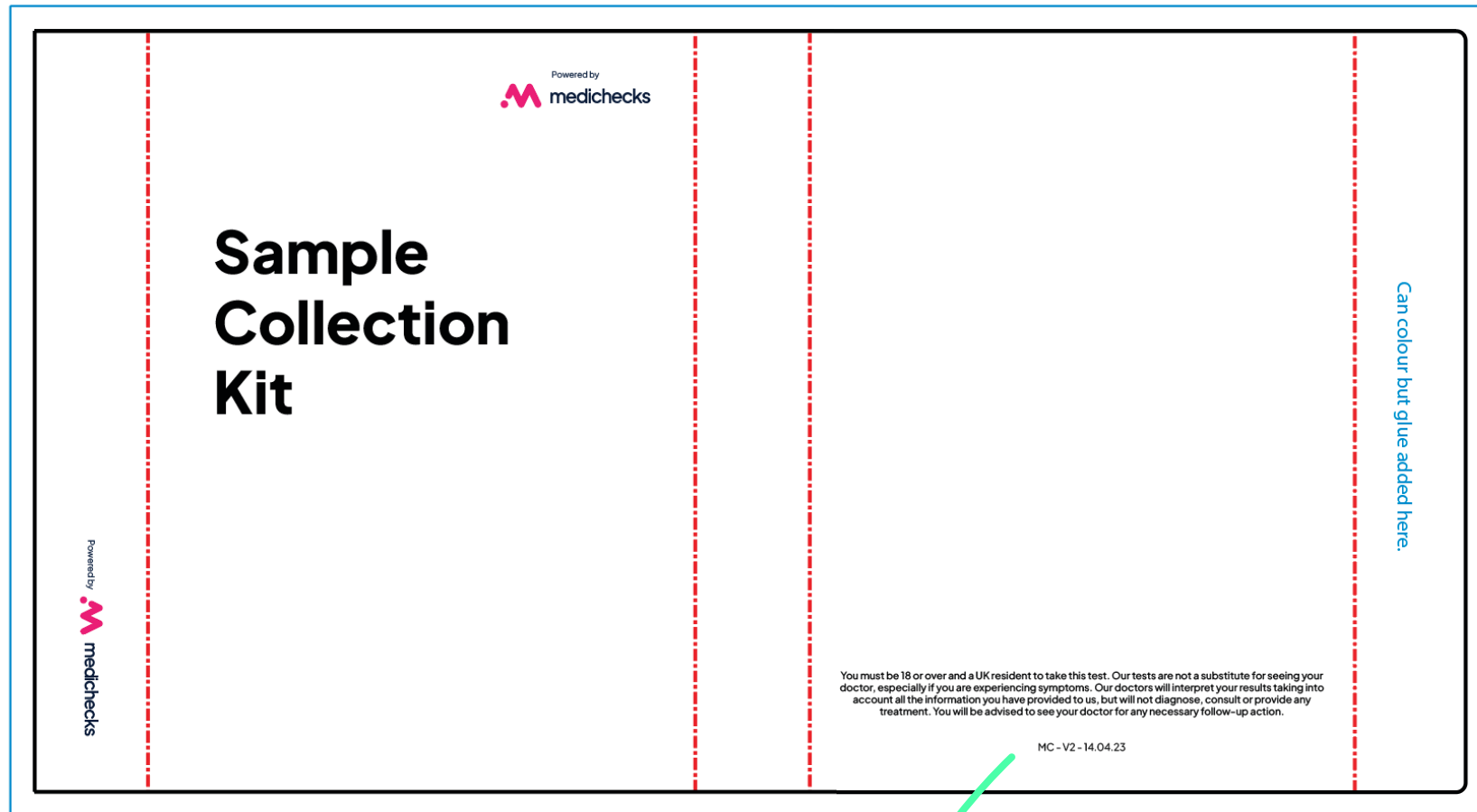
BACK



Our legal copy is a requirement and can't be changed.
If you choose to amend the colour of the text, please
ensure it is still legible.

FRONT

BACK



This number must be edited by yourself to create a version number unique to you using the following format:
company initials/version number/submission date

Our brand

There are multiple versions of the Medichecks logo built-in to the AI template.

Each variation has pre-built padding – avoid anything that overlaps this padding.

Do not adjust any of the logo colours.

Our logo should be used at a 1–2–1 scale to your logo and should not appear warped.

There are pre-defined positions established in the template where we are happy for our logo to sit.

There must be at least one Medichecks logo visible on the sleeve.

Each logo location has both a light and a dark version, allowing the Medichecks logo to be visible on either light or dark backgrounds – which in turn gives you greater freedom with sleeve design. These can be toggled on or off in the layers panel. Only one version should be visible to prevent overlapping.

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 medichecks

Submitting your sleeve for approval

You will need to submit your co-branded sleeve design to Medichecks for approval.

Our compliance and medical team will ensure that it meets all CE marking requirements, and our in-house design team will ensure it adheres to our brand guidelines.

We will also print a physical copy of your sleeve to ensure exceptional print quality.

If any changes are required your sleeve will need to be re-Submitted for approval.

Please send your custom sleeve design to hello@plasma.medichecks.io as a print-ready pdf file.

If you have any questions, please get in touch with your account manager.



Examples

The following slides contain examples of good and bad practice.





White Medichecks logo used on darker background.



Own brand font has been used



Sleeve code will be allocated on approval - do not worry about this at design stage.



False medical or product claims.



“Sample Collection Kit” has been changed.



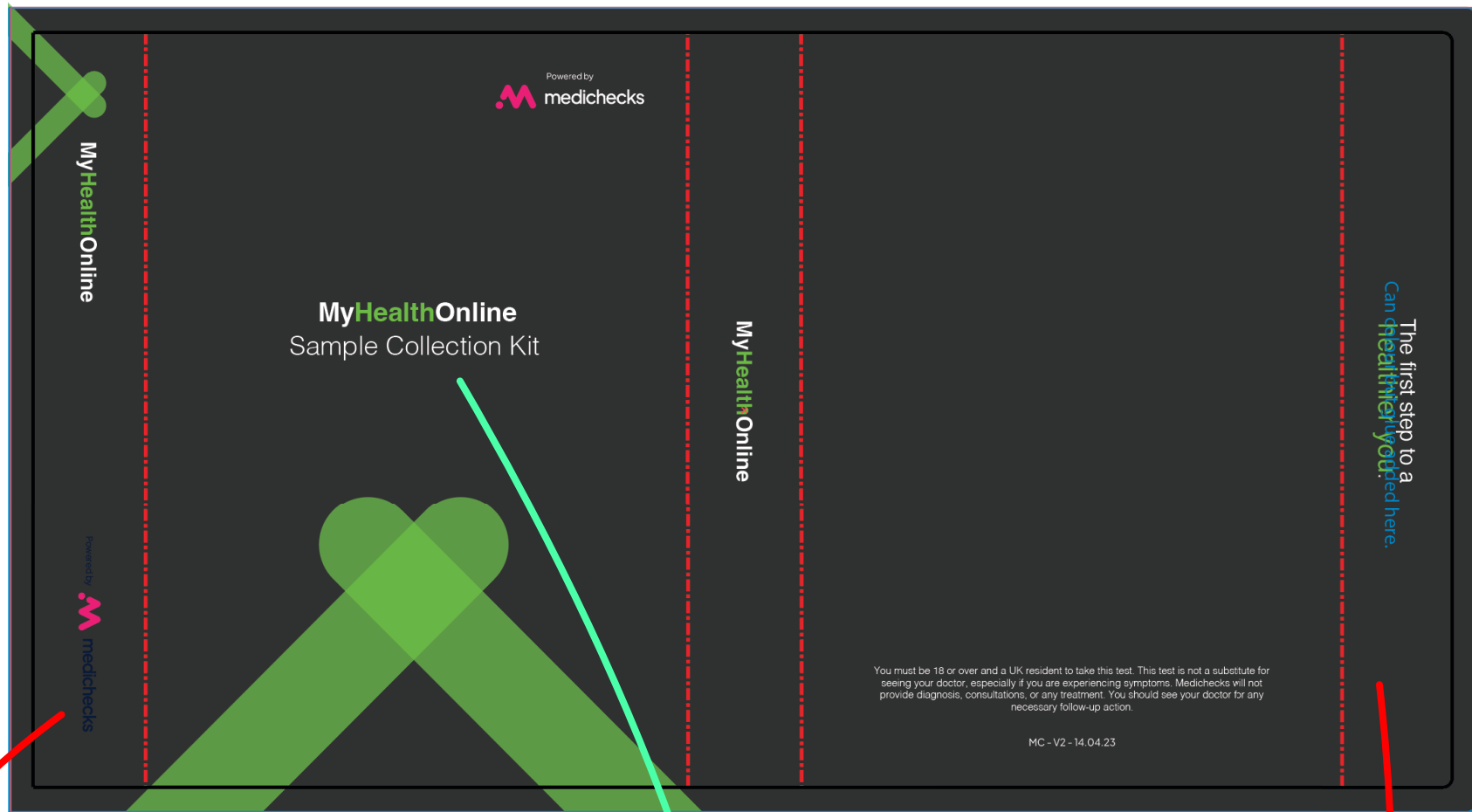
Legal copy changed



Sleeve code will be allocated on approval - do not worry about this at design stage.

FRONT

BACK



Dark logo used on dark background



Own brand font has been used



Text on glued area. This panel will be covered and not seen.