

Press release

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A NEW LOGO FOR HELIOSCOPIE

Helioscopie, a company specialising in medical implants, wished to make changes to its image. In fact, since its creation in January 2000 the company has changed greatly

History

Helioscopie was founded by Jean-Paul Ricol in 2000 in a 70m² office with 4 colleagues. Today the company has a 3200m² site where 50 staff work. The Heliosphere intragastric balloon and Heliosite implantable sites have arrived to complete the company's range of implants, which started with the development of the Héliogast gastric band.

A new image ... keeping the continuity

The development of Hélioscopie must be apparent in its image. This is why a new graphic identity has been created in order to highlight these changes.

The original colours of the logo, blue and yellow, have been kept to indicate continuity. The verticality, in the emblem, has appeared to indicate the verticality of the oesophagus and the vein. The "O" is highlighted because it symbolises the circle of the gastric band, the intragastric balloon and the implantable sites. "Medical Implants" makes it possible to locate the business sector of the company immediately. Finally, the corporate phrase, "From Technology to Human", summarises the philosophy of Helioscopie perfectly. The significant positioning of Hélioscopie on the international markets explains the choice of English. The typography is minimalist and symbolises purity, simplicity and efficacy.

Variety of forms for the new logo

The new Helioscopie logo will vary according to product range:

Green emblem for Heliogast gastric bands

Blue emblem for Héliosphère intragastric balloons

Salmon pink emblem for Heliosite implantable sites



Successful collaboration with consulting agency, JMG Conseil (Lyon)

Helioscopie entrusted the design of its new image to Jean-Michel Gurret from the agency, JMG Conseil. The finger on the pulse, the advice and the expertise were determining factors in the choice made by Helioscopie. "We want to unite professionalism, simplicity, reactivity and proximity", explained Florence Abily, Director of Communication and Marketing at Helioscopie. "In less than two months the agency has carried out extraordinary work and succeeded in conveying exactly what we were expecting in terms of a change of image".

About Hélioscopie

Helioscopie is a French company located in Rhône Alpes. It was created in 2000 and today has 50 staff. The company is a leader in the treatment of obesity (gastric band,) and has progressively diversified, also manufacturing implantable sites for nutrition and chemotherapy. Characteristics: a strong investment in R&D, 13% of turnover (27 patents registered), and international positioning, 60% of turnover comes from export. All Helioscopie products are designed and manufactured in France. Hélioscopie was awarded the CCI Nord Isère innovation trophy and the Rhône-Alpes Export Class trophy in 2004.

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Press release and visuals on request

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