

OBSERV[®] 320

Observ 320 Brand Guidelines

Version 1.0 - 2023



Table of Content

About Observ 320	3	Supporting graphics	24
		Supporting graphics - diagonal lines	25
Brand identity at a glance	4	Supporting graphics - dots	26
Identity overview	6	Supporting graphics - dots	27
		Supporting graphics - rounded corners	28
Observ 320 logo	8	Brand Expression	29
Observ 320 logo - our logo	9	Brand expression - online & offline	30
Observ 320 logo - please do not	10	Additional guidelines	32
Observ 320 logo - examples	11	Questions or remarks?	39
Brand colours	12		
Brand colours - overall colour balance	13		
Brand colours - variety in colour balance	14		
Brand colours - colour definitions	15		
Typography	16		
Typography - Montserrat typeface	18		
Typography - Roboto typeface	19		
Typography - text levels example	20		
Icons	22		



Every skin has a story

Expand your consultation toolbox with the Observ Skin tour, giving you increased insight into your customers' skin and allowing you to provide them with even more valuable aid.

Observ 320 helps you demonstrate your expertise and contribute to the clients' experience, satisfaction and loyalty. Observ 320 allows you to better understand their needs, so you can engage them in a conversation about their skin. Reveal the subtle signs of causes for skin aging, use before and after pictures to demonstrate the effectiveness of your treatments and easily showcase your best work on social media. Observ 320 does it all, while increasing the total sales of treatments and products by up to 40% in the process!



OBSERV[®] 320

Brand identity
at a glance



Brand identity at a glance

Our Marketing Materials

This Brand Book shows the overall look and feel of our brand. Always use this as your guide when creating marketing materials. You can find all our assets via marketing.sylton.com.

If in doubt or if you need help with creating marketing materials that are brand related, please contact the marketing department via marketing@sylton.com.



OBSERV[®] 320

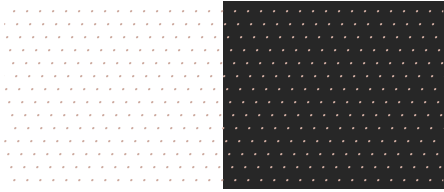
Identity overview



Identity overview

The building blocks of our identity. These are the main elements of our visual identity. The use of them is described in this guideline.

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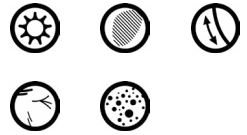


Observ 320 logo [Learn more >](#)

Colours [Learn more >](#)

Patterns [Learn more >](#)

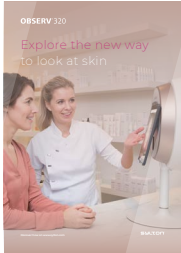
ABCDEF
abcdefg
1234567



Typography [Learn more >](#)

Icons [Learn more >](#)

Background shapes [Learn more >](#)



Logo positioning [Learn more >](#)

OBSERV[®] 320

Observ 320 logo



Observ 320 logo - our logo

The Observ 320 logo is a wordmark. Our primary logo is black. In our own communication, we also use a black or a white version. Never use any other logo version than those presented here.

Primary logo

Black logo on white background

OBSERV[®]320

Secondary logo

Color logo on white background

OBSERV[®]320

Protectionzone

Applied to all Observ 320 logo variants



Fancy logo

Gradient logo on white background

OBSERV[®]320


Logo on backgrounds

White logo on black background

OBSERV[®]320

The protection zone is the minimum blank space or margin surrounding our logo. It gives our logo breathing space for maximum visibility. No other elements should appear within the protection zone.

Observ 320 logo - please do not...

 The Observ 320 logo has a clearly defined proportion and should never be changed when using our logo.

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~~OBSERV[®]320~~

~~OBSERV[®]333~~

~~OBSERV[®]320
The Factory~~

~~OBSERV[®]320~~

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~~OBSERV[®]320~~

~~320 OBSERV[®]~~

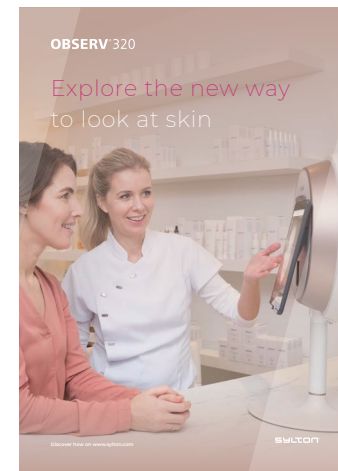
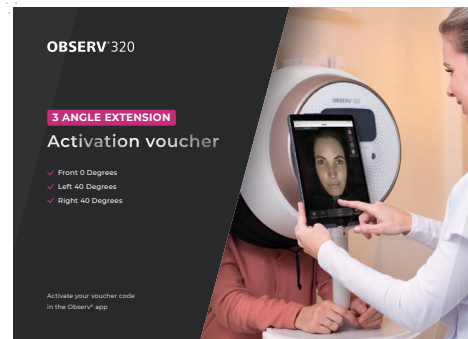
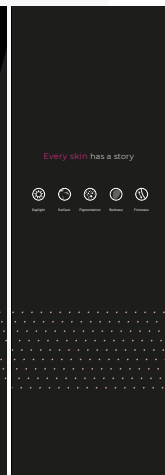
~~OBSERV[®]
320~~

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Observ 320 logo - examples

Examples of Observ 320 logo in layout:



OBSERV[®] 320

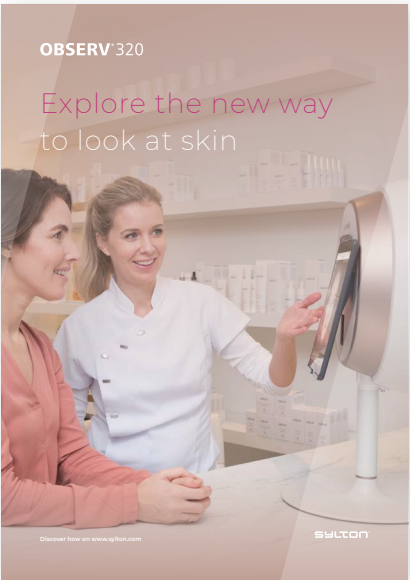
Brand colours



Brand colours - overall colour balance

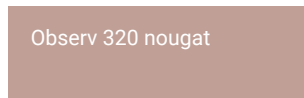


Brand colours - variety in colour balance



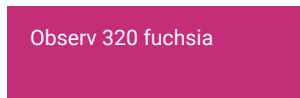
Brand colours - colour definitions

Primary colour



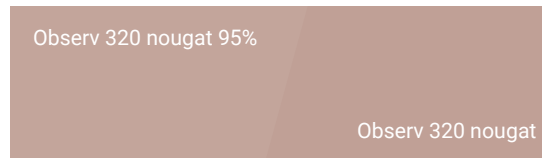
CMYK: 23/36/35/9
RGB: 189/161/149
HTML: #BDA195
PMS: 4735 u

Accent colour



CMYK: 24/93/16/0
RGB: 189/41/117
HTML: #BD2975
PMS 227 u

Observ backgrounds nougat shades



Use of black for printing

The black backgrounds are all in Sylton black full colour. On top of that we place the dark grey surfaces in Sylton black. 100% black becomes dark grey and full color black becomes deep black.

Sylton black

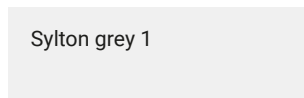
If you use Sylton black (C0/M0/Y0/K100) for printing, the printer will only print 100% black. Ink always absorbs a little into the paper, making the black dark grey. 100% black (K) is not the fullest black to print.

Sylton full color black

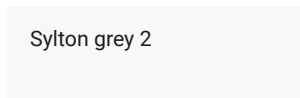
To get deep black backgrounds, we use the following color to get Sylton full color black: C30/M30/Y30/K100. Adjust the C, M, and Y inks equally for best print results. The total sum of the CMYK values should never exceed 280%.

For the use of black text always choose 100% Sylton black.

Primary colour backgrounds

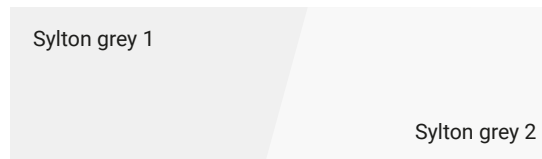


CMYK: 0/0/0/8
RGB: 241/241/241
HTML: #F1F1F1

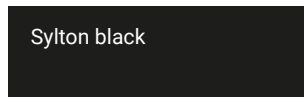


CMYK: 0/0/0/4
RGB: 248/248/248
HTML: #F8F8F8

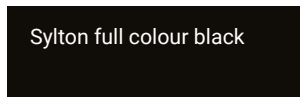
Sylton backgrounds black shades



Secondary colour backgrounds



CMYK: C0/M0/Y0/K100
RGB: R29/G29/B27
HTML: #1D1D1B



CMYK: C30/M30/Y30/K100
RGB: R19/G16/B13
HTML: #13100D

Sylton backgrounds grey shades



OBSERV[®] 320

Typography



Typography

Style

The manipulation of the Montserrat or Roboto is prohibited. Do not rotate, stretch, condense, outline or use a drop shadow on either typeface. For suggested typographic hierarchies you may consult [page 20](#).

Sizing

The smallest type size permitted for either typeface is 4 points. Only use 4 point type in print for text, such as credits. The maximum size for the Roboto font is 8 points. There is no maximum type size for the Montserrat.

Spacing

Type is best set to 100% word spacing and 0% tracking. Sometimes it may be necessary to manually adjust the spacing between individual characters to create visual balance.

Usage

Montserrat is strongly recommended for all the design work, especially marketing and advertising materials. Roboto may be used selectively as body copy if the situation calls for it, like long text formats, footnotes, disclaimers and especially captions. Both fonts are recommended for digital work, as they are easy to implement on websites. For non-designed work, like email marketing etc. we recommend using Arial.

Montserrat

Roboto

Typography - Montserrat typeface

The Montserrat is an exceptionally functional and legible typeface for use throughout digital materials and print publications. It also looks great on retina displays.

Montserrat is very versatile and can be used in multiple domains such as websites, the publishing world, branding, editorial, logos, print, posters, etc. It is a typeface that can be used basically anywhere because of the geometric and elegant simplicity with nice large x-height.

The round dot in the letter 'i' conveys a friendly and modern aesthetic. In contrast of typefaces like Helvetica has a square dot in the letter 'i', which comes across as practical and robust.

In lowercase, Montserrat, is still a pretty nice font with a nice large x-height and a lot more character than Arial or Helvetica. It is a serif font with beautiful curves and well rounded corners, which is a good reflection of the Sylton products.

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*(){}[]!?:;,.

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*(){}[]!?:;,.

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*(){}[]!?:;,.

Semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*(){}[]!?:;,.

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*(){}[]!?:;,.

Typography - Roboto typeface

Roboto is a sans-serif font from Google Fonts. Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. It's a modern, crisp typeface that pairs well with the primary typeface Montserrat.

Roboto is optimized for screen readability and can be used for websites, the publishing world, branding, editorial, logos, print, posters, etc. It is a typeface that has a narrow width and is therefore very suitable for captions and longer/smaller text layouts. This will increase layout space and also much better readability in cases where the size of the font is very small.

Roboto is an open source, sans-serif font originally developed by Google for Android. It includes a family of weights of which we use only three versions; light, regular and medium.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%^&*(){}[]!?:;,.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%^&*(){}[]!?:;,.

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%^&*(){}[]!?:;,.

Typography - text levels example

A consistent typographic hierarchy is integral to a well designed layout. This example shows relative scale relationships using the brand typefaces.

Subject title Use Montserrat medium for subject title. Bold and Extrabold weights are recommended for strength and clarity.

Headline Use Montserrat light for headlines. Light weights are recommended for serenity and detail.

Subheadline Subheadline text should be smaller than headline text but larger than body copy. Subheadline text can be set in Montserrat semibold. This would also be the appropriate text setting for introductory or call-out text.

Body Copy Use Montserrat light for body copy. Light and Regular weights are recommended, but use Regular when the type is small.

Credits, (foot)notes and captions Use Roboto regular for credits, notes and captions. Light and Regular weights are recommended. But also bold for titles.

Montserrat semibold / 11pt

Montserrat light / 33pt

Montserrat semibold / 12,5pt

Montserrat regular / 8,5pt

Montserrat semibold / 8,5pt

Montserrat regular / 8,5pt

Roboto regular / 8pt

Subject title here

The headline goes here

Subheadline goed here and will go over two lines when needed.

Body copy Otatet volorpo reiciet il invendio. Et fugias dolorep ersperum in pa ipienis voluptate commo ex-plabo ritasped ulparum earum apel mod moluptatati cum que dolorepelias volorro el maximpe.

Subheadline

Body copy Otatet volorpo reiciet il invendio. Et fugias dolorep ersperum in pa ipienis voluptate commo ex-plabo ritasped ulparum earum apel mod moluptatati cum que dolorepelias volorro el maximpe omnis ut aut fugias accum et plaboritatio equas.

Credits: ulparum earum apel mod moluptatati cum que plaboritatio moluptatati cum equas.

Typography - office typeface

In some Microsoft Office applications (such as Word, Excel and Powerpoint) the use of the Montserrat or Roboto is impossible. In these applications the Century Gothic for Montserrat and Arial for Roboto typefaces can be used. Other media in which the use of typefaces is limited include HTML newsletters, email, etc. Century Gothic and Arial are also used in these applications.

Century Gothic / 11pt

Subject title here

Century Gothic / 33pt

The headline goes here

Century Gothic / 12,5pt

Subheadline goed here and will go over two lines when needed.

Century Gothic / 8,5pt

Body copy Otatet volorpo reiciet il invendio. Et fugias dolorep ersperum in pa ipienis voluptate commo explabo ritasped ulparum earum apel mod moluptatati cum que dolorepelia volorro el maximpe.

Century Gothic / 8,5pt

Subheadline

Century Gothic / 8,5pt

Body copy Otatet volorpo reiciet il invendio. Et fugias dolorep ersperum in pa ipienis voluptate commo explabo ritasped ulparum earum apel mod moluptatati cum que dolorepelia volorro el maximpe omnis ut aut fugias accum et plaboritatio eaquas.

Arial regular / 8pt

Credits: ulparum earum apel mod moluptatati cum que plaboritatio moluptatati cum eaquas.

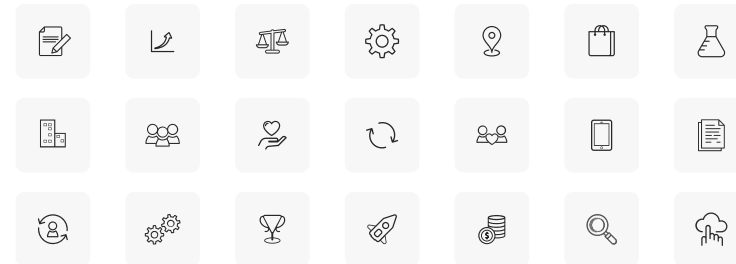
OBSERV[®] 320

Icons

Icons

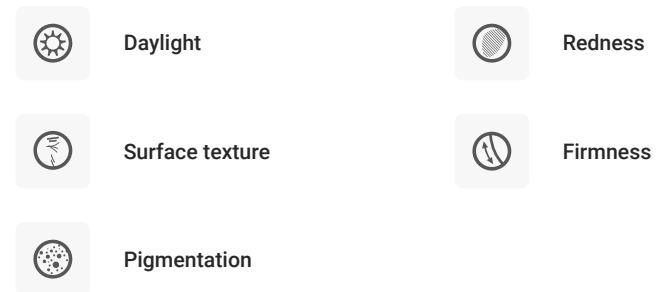
Functional icons

We use free Material icon sets as a source for functional icons. The neutral icon style fits nicely with the Montserrat typography and other visual elements. Icons can be coloured with any of our brand colours ([see Colour section](#) [☑](#)), depending on the need and situation



App icons

Use these icons only when explaining features or the product. You can use them in black, white or the icon app colour; fuchsia. Always use these icons in combination with a title and a description text.



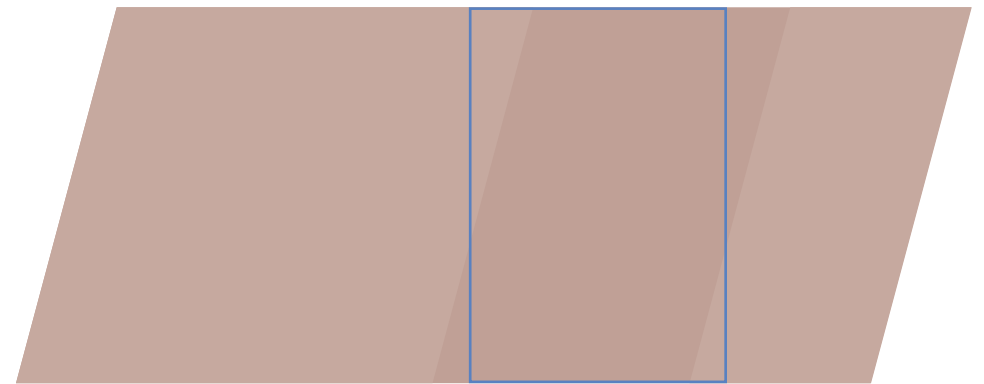
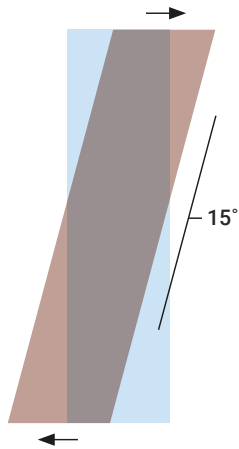
OBSERV[®] 320

Supporting graphics



Supporting graphics - diagonal lines

We use some additional graphical elements to empower our visual identity with different kind of marketing and communication expressions. The graphic elements can be used depending on the need and situation.



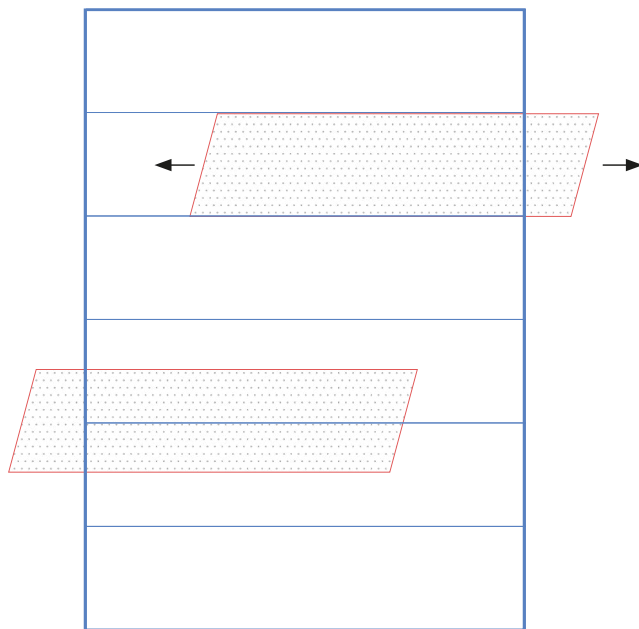
Supporting graphics - dots



Supporting graphics - dots

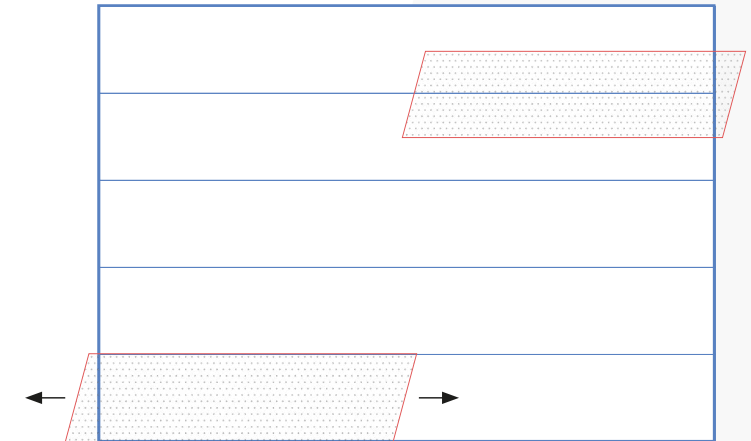
Vertical or square layouts

Separate the layout into 6 equal pieces. The pattern height is taken from the height of the equals. The separation guidelines help you to place the grid. They can be placed on the middle of a guideline or between two guidelines.



Pattern shift:

The pattern can be shifted left and right.
The pattern can be placed over and also in the black or white backgrounds.



Horizontal layouts


Separate the layout in 5 equal pieces. The pattern height is taken from the height of the equals. The separation guidelines help you to place the grid. They can be placed on the middle of a guideline or between two guidelines.

Supporting graphics - rounded corners

Graphic background shapes

For all other graphic shapes that are used in the Sylton branding we are using round corners. These shapes can be as a background for an infographic, icon, highlighted story, illustration etc. In this situations the background always comes with rounded corners. On A4 format, we use a corner size of 2mm. On other format sizes this should be in scale with this.



 A4: 2mm, other formats should scale accordingly

Enjoy our newsletter


Improve your skills, learn about newly developed techniques and stay completely up to date by subscribing to our inspiration-packed newsletter!



Tables and sheets

Rounded corners are also implemented in table styles. Every table has light grey rows alternated with transparent rows. All the rows come with rounded corners. On A4 format, we use a corner size of 1mm.



 A4: always 1 mm, other formats should scale accordingly

iPad (8th generation)	2020
iPad (7th generation)	2019
iPad (6th generation)	2018
iPad (5th generation)	2017
iPad (4th generation)	late 2012
iPad (3rd generation)	early 2012
iPad 2	2011
iPad	2010

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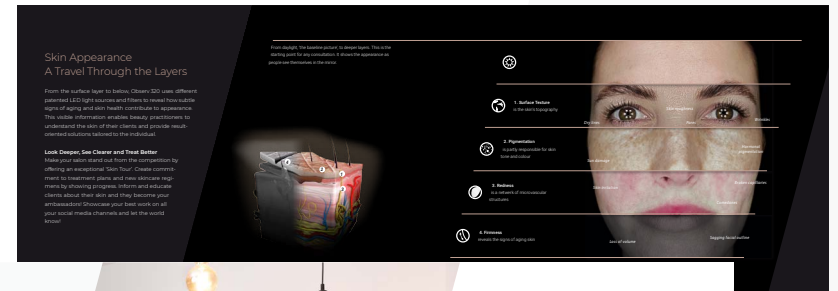
Brand Expression



Brand expression - online & offline



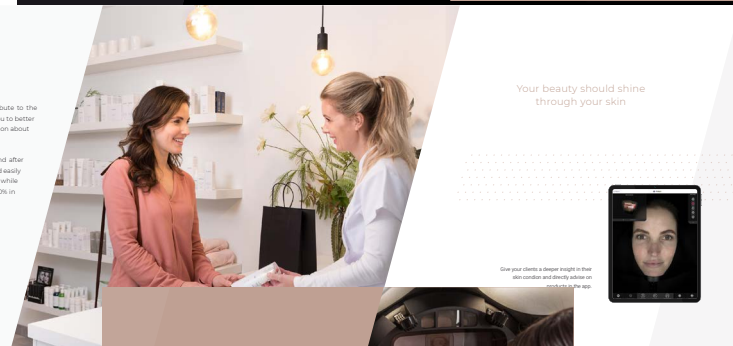
Product page



Make your customers' day

OBSERV 320 helps you demonstrate your expertise and contribute to the client's experience, satisfaction and loyalty. OBSERV 320 allows you to better understand their needs, so you can engage them in a conversation about their skin.

Reveal the subtle signs of causes for skin aging, use before and after pictures to demonstrate the effectiveness of your treatments and easily showcase your best work on social media. OBSERV 320 does it all, while increasing the total sales of treatments and products by up to 40% in the process!



every skin has a story

Boost your consult with OBSERV®

OBSERV 320

Marketing brochure



OBSERV[®] 320

Additional guidelines



Additional guidelines - trademarks

Purpose

As a technology company, Sylton recognizes the importance and high value of its intellectual property. As well as its technology, the brands are also a part of our intellectual property. These brands are protected by trademarks. The value and legal strength of our trademarks depends on a consistent and correct creation, application and use of our brands and trademarks in all methods of communication and publication, online and offline. These guidelines set out the principles on how to use our trademarks.

1. Difference between a brand and a trademark?

Although a brand and a trademark are very closely related, there is a subtle difference between these terms. A Brand is a sign that can be used to distinguish the products and services from one company to those of another company. A brand can consist of a word, a slogan, an image, a logo, a sound, a video, the shape of a product, packaging, etc. A brand is a part of the intellectual property of a company and includes immaterial assets such as consumer and market recognition, the goodwill of the customer, the reputation and prestige of the company or product, the perception of quality, etc.

A Trademark is the intellectual property right that protects a brand by giving the holder of that trademark a legal monopoly to use the trademark. In order to protect a brand, you must register it with the trademark office. Once a trademark is registered, a holder can stop others from using its trademarks for similar products. As a trademark is a legally defined term, we shall only use this term in the rest of this document.

2. Sylton Trademarks

Both the word SYLTON (application region EUTM) as well as OBSERV (application region: EUTM + HK+TW+China+ Madrid route (USA, others)) are registered trademarks. For questions related to these trademarks, please contact the marketing department so they can provide you with the most up-to-date information. Apart from these main trademarks, the following trademarks are present:

- SKINCHIP (application region EUTM)
- CAPTIV (application region EUTM)

3. Sylton Design Registrations

OBSERV (application region EUTM) is design registered. For questions related to this registration, please contact the marketing department so they can provide you with the most up-to-date information.

4. Sylton Patents

These are the patents:

- OBSERV illumination
- FPS
- 360 light
- AVEAL
- Skin tester (L'Oréal owned)
- Wrinkle monitoring (L'Oréal owned)

For questions related to these patents, please contact the marketing department so they can provide you with the most up-to-date information.

6. How to properly use the trademarks

The general rule is to use the trademarks as they have been registered. You can combine product names such as 520x, 320 and 520, with “Observ” (e.g. Observ® 520x). We strongly advise to use the trademark symbol once in your communication and continue the rest of the communication without the trademark symbol.

- Use of trademarks on sales documents: invoices, orders, quotations, terms and conditions and enduser license agreement: All of our sales documents include the Synton name and logo (as shown in the Materialise logo section).
- Use the trademark as an adjective to a generic term and not to describe the generic term itself.
- Do not alter the trademark.
- Do not use the trademark as a verb

7. Trademark notice / the use of ™ or ®

Preferred use: In print publications (such as brochures, bulletins, press releases, catalogues, newsletters, package inserts, product labels, reference guides, sell sheets, surgical protocols and techniques and wall charts) and digital publications (such as websites, apps, emails, web banners, etc.), do not include ™ or ® symbols in the body of the publication. Instead, use the following trademark notice at the bottom or on the inside or back cover of the publication: “Synton and *[include all trademarks used in the publication here]* are trademarks of Symae technologies holding B.V.” To complete the part between brackets of the trademark notice, consult the list of trademarks.

Less preferred alternative: If the publication cannot include such language due to the limitations of the publication, the use of the circled R (®) may be used for the trademarks that have been registered in the territory in which the publication is used or distributed.

Please check the list of registered trademarks before adding a circled R. The TM sign is only used in countries which have a system of unregistered trademarks, such as US, Australia, UK, etc. The TM sign is used for trademarks that have been filed though not yet approved or trademarks that have not been filed for registration. Do not use the TM sign without contacting the marketing department.

8. Copyright notice

In print publications (such as brochures, bulletins, catalogues, newsletters, package inserts, product labels, reference guides, sell sheets, surgical protocols and techniques and wall charts) and digital publications (such as websites, apps, emails, web banners, etc.), always include a copyright notice in the publication.

A copyright notice should consist of:

- The circled copyright sign ©
- Year of publication
- Name of the copyright holder: InnoFaith BV
- The words: All rights reserved

For example: “© 2019 InnoFaith BV, All rights reserved”

9. Enforcement against infringers

The exclusive rights included in a trademark, give you the possibility to stop others from using your trademark (or a confusingly similar trademark) for the same or confusingly similar products and/or services.

If you encounter a potential trademark infringement, contact us to analyse your legal position and evaluate the possibilities.

Additional guidelines - wording and phrasing


Light Modes 320:

- Daylight
- Surface texture
- Pigmentation
- Redness
- Firmness

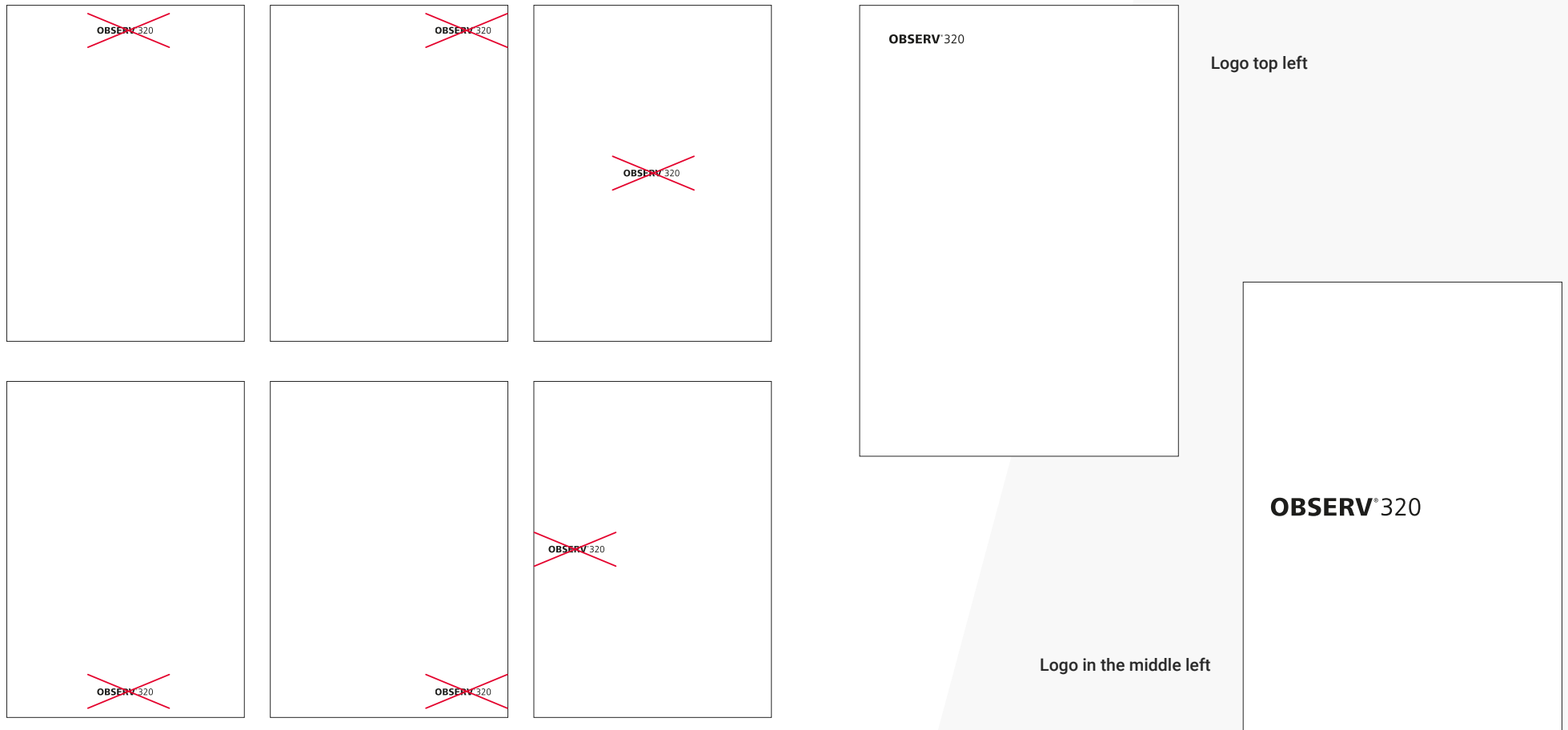
Light Modes 520x:

- Daylight
- Surface texture
- Pigmentation
- Vascularity
- Parallel Polarised
- Cross Polarised
- True UV
- Wood's
- 360 Light
- 360 Grey

The True UV, Simulated Wood's and 360 Light are all specific technologies and when describing the technology behind it, please use True UV, Simulated Wood's and/or 360 Light Technology.

 Observ 320 and Observ 520x are spelled with a capital O and never in all caps.

Additional guidelines - product brand



Additional guidelines: positioning corporate and product brand

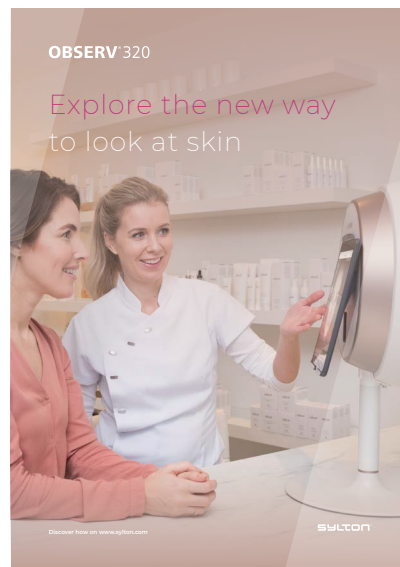
Two ways of visual communication for the Synton product brands:

1. **Focus on use;** lay-out, typography, images and tone-of-voice are focused on the product usage by the target audience.
2. **Focus on product;** lay-out, typography, images and tone-of-voice are focused on the product(name) and (technical)quality.



Focus on usage layout

- Product logo on top
- Synton logo bottom right
- Product claim left aligned between top and bottom



Focus on usage layout example



Focus on product layout

- Synton logo on top
- Product logo large and between top and bottom
- Product claim linked under subbrand logo



Focus on product layout example

Additional guidelines: positioning corporate brand logo and partner logo's

Partner logo left

REVIDERM | SYLTON®



Partner logo right

SYLTON® | REVIDERM



Focus on usage
- Partner logo left



Focus on product
- Partner logo right



Questions or remarks?

Do you have any questions or comments about certain things in this Sylton Brand Book?

Please contact us at:

marketing@sylton.com 



OBSERV[®] 320

Sylton by InnoFaith

SciencePark 5204b / 5692 EG, Son en Breugel / The Netherlands

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