**OBSERV**®520*x*

# Observ 520x
# Brand Guidelines

# Table of Content

# About Observ 520x

With the Observ 520x you can determine skin conditions in the blink of an eye. Understanding your clients' skin and goal is the starting point of each consultation.

Observ helps you make more informed decisions when choosing treatment plans and selecting the right products for your patients. Many skin concerns arise in the deeper skin layers and only become more visible over time.

With Observ 520x, you will reach the next level of skin consultations, move forward and optimise treatment plans to achieve incredible results.

Using Observ 520x grants you many benefits:
· Wow clients by showing them what's beneath the skin surface
· Base expert advice on high-quality skin analysis images
· Time-saving: create an efficient workflow for faster consultation than ever before
· Grow your sales for products and treatments up to 40%
· Fits seamlessly into your clinical workflow
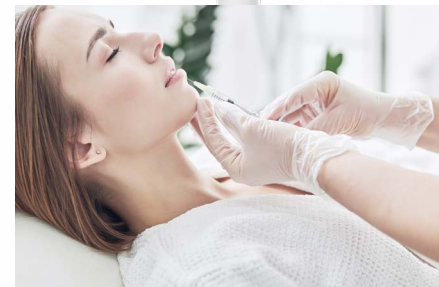
# OBSERV®520x

# 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**® 520*x*

# 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.

**OBSERV**®520*x*
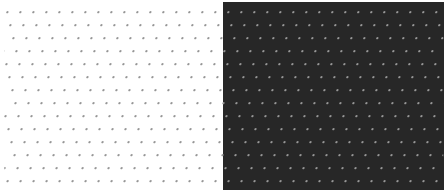
**Observ 520x logo**  Learn more ›

**Colours**  Learn more ›

**Patterns**  Learn more ›

ABCDEF
**abcdefgh**
1234567
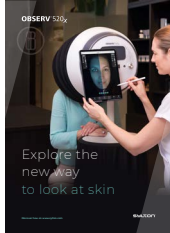
**Typography**  Learn more ›

**Icons**  Learn more ›

**Background shapes**  Learn more ›

OBSERV 520x

Example
of a long
product
claim

SYLTON

OBSERV 520x

Explore the
new way
to look at skin

SYLTON

**Logo positioning**  Learn more ›

**OBSERV**®520**X**

# Observ 520x Logo

# Observ 520x logo - our logo

The Observ 520x 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.

**Primairy logo**
Black logo on white background

**OBSERV**®520<sub>x</sub>

**Secundairy logo**
Color logo on white background

**OBSERV**®520<sub>x</sub>

**Protectionzone**
Applied to all Observ 520x logo variants

**OBSERV**®520<sub>x</sub>

**Fancy logo**
Gradient logo on white background

**OBSERV**®520<sub>x</sub>

**Logo on backgrounds**
White logo on black background

**OBSERV**®520<sub>x</sub>

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 520x logo please do not...

⚠️ The Observ 520x logo has a clearly defined proportion and should never be changed when using our logo.

# Observ 520x logo examples

Examples of Observ 520x logo in layout:
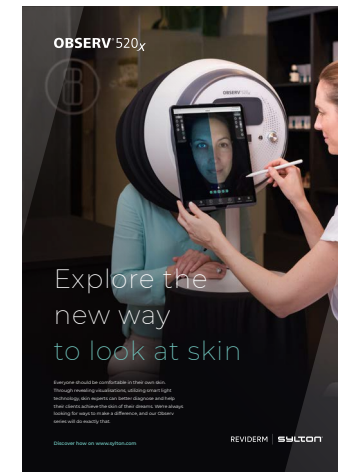
**OBSERV**® 520*x*

# Brand colours

# Brand colours – overall colour balance

Black

Dark grey

Turquoise accents
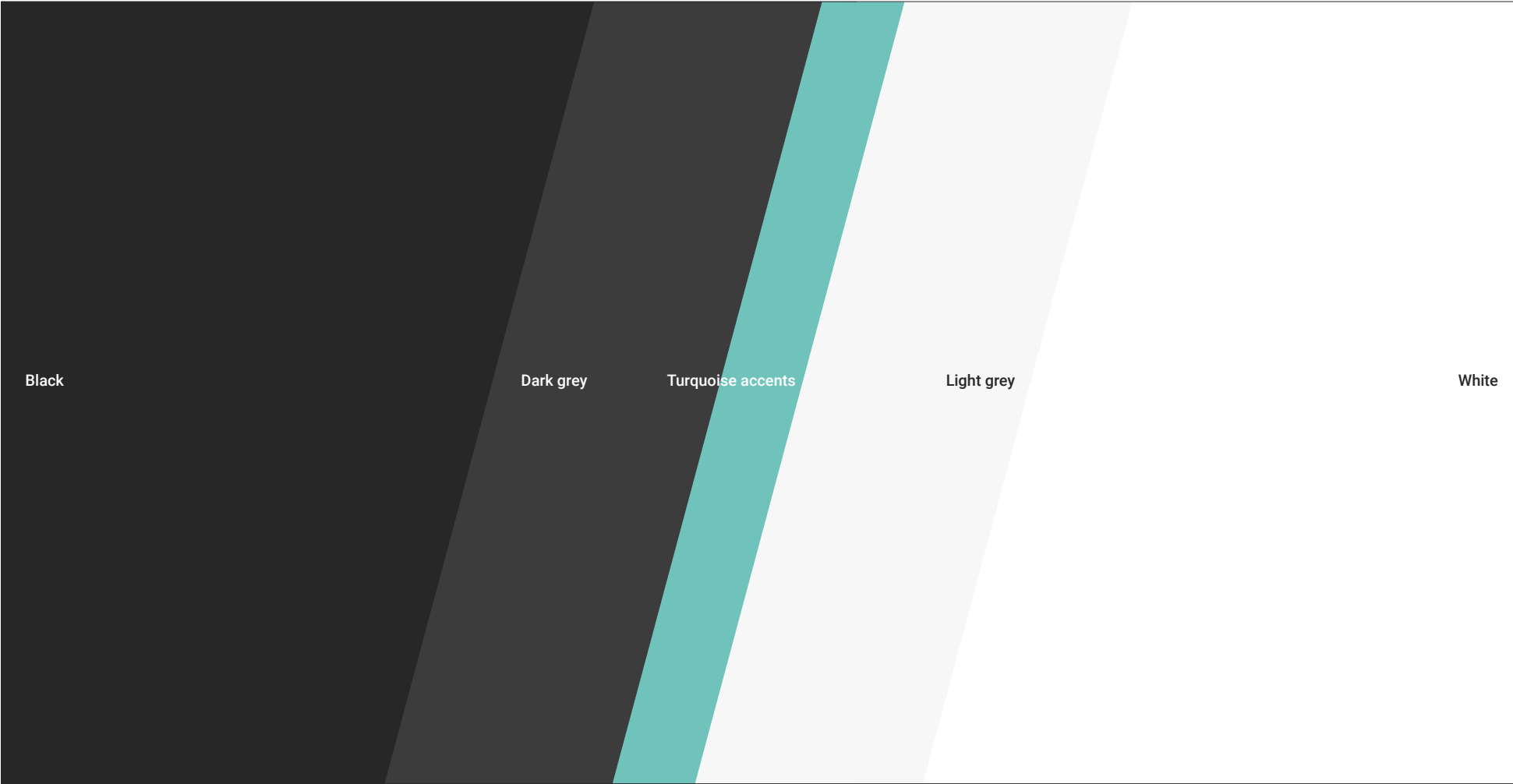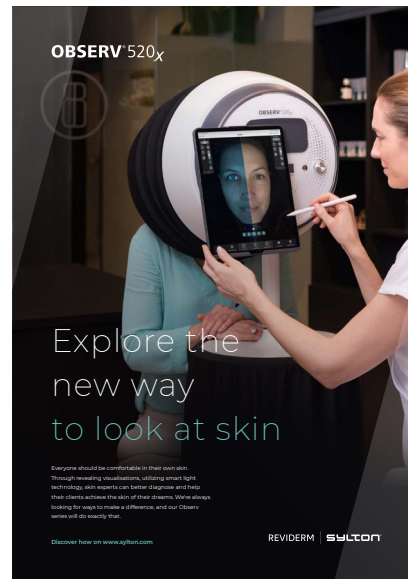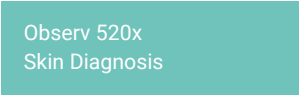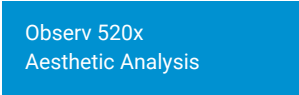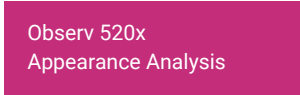
Light grey

White

# Brand colours – variety in colour balance
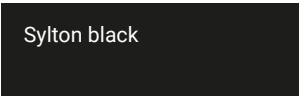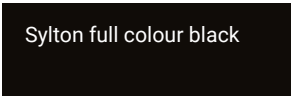
# Brand colours – colour definitions
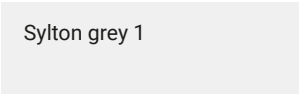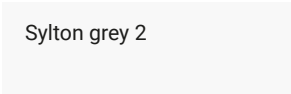
## Accent colours

| Observ 520x Skin Diagnosis | Observ 520x Aesthetic Analysis | Observ 520x Appearance Analysis | Observ 520x Accessoires |

CMYK: 58/0/32/0
RGB: 107/189/185
HTML: #6BBDB9
PMS: 7472 u

CMYK: 100/4/0/9
RGB: 0/145/209
HTML: #0091D1
PMS: Process Blue u

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

CMYK: 77/68/0/0
RGB: 85/90/164
HTML: #555AA4
PMS: 2726 c

## Primairy colour backgrounds

Sylton black

Sylton full colour black

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

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

## Sylton backgrounds black shades

Sylton black

Sylton full color black

## Secundairy colour backgrounds

Sylton grey 1

Sylton grey 2

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

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

## Sylton backgrounds grey shades

Sylton grey 1

Sylton grey 2
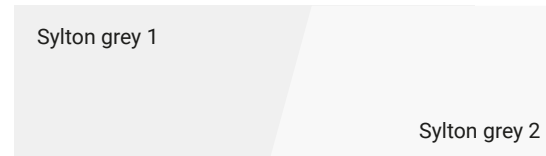
## Use of black for printing

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 gray 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.

**OBSERV**®520*x*

# 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 ⬈.

**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 anywherebecause 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 wil 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 tree 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 | **Subject title here** |
| Montserrat light / 33pt | The headline goes here |
| Montserrat semibold / 12,5pt | **Subheadline goed here and will go over two lines when needed.** |
| Montserrat regular / 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. |
| Montserrat semibold / 8,5pt | **Subheadline** |
| Montserrat regular / 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. |
| Roboto regular / 8pt | **Credits:** ulparum earum apel mod moluptatati cum que plaboritatio moluptatati cum eaquas. |

# 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.
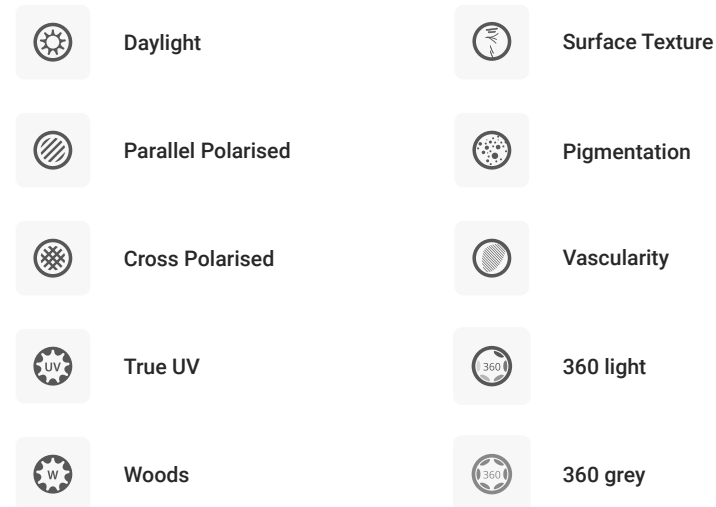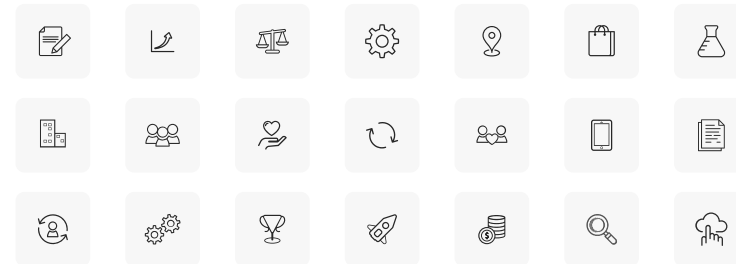
# OBSERV®520x

# 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; turquoise. Always use these icons in combination with a title and a description text.

| Icon | Label | Icon | Label |
|------|-------|------|-------|
| ⬡ | Daylight | ⬡ | Surface Texture |
| ⬡ | Parallel Polarised | ⬡ | Pigmentation |
| ⬡ | Cross Polarised | ⬡ | Vascularity |
| ⬡ | True UV | ⬡ | 360 light |
| ⬡ | Woods | ⬡ | 360 grey |

# OBSERV®520x

# 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.
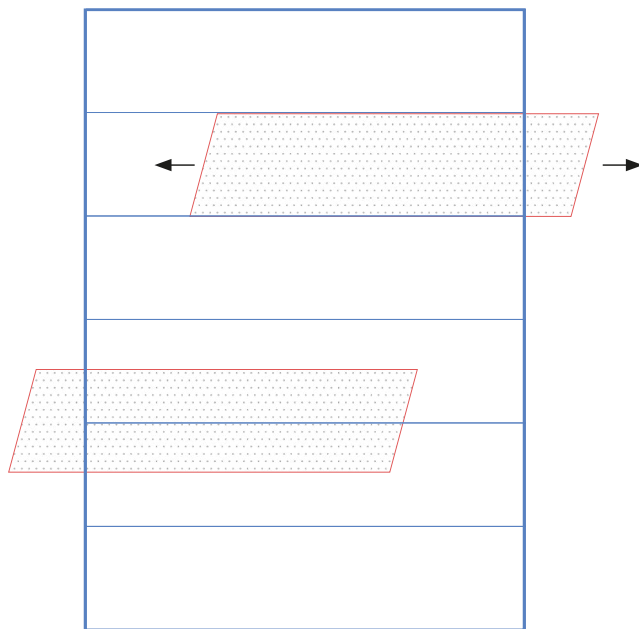


15°
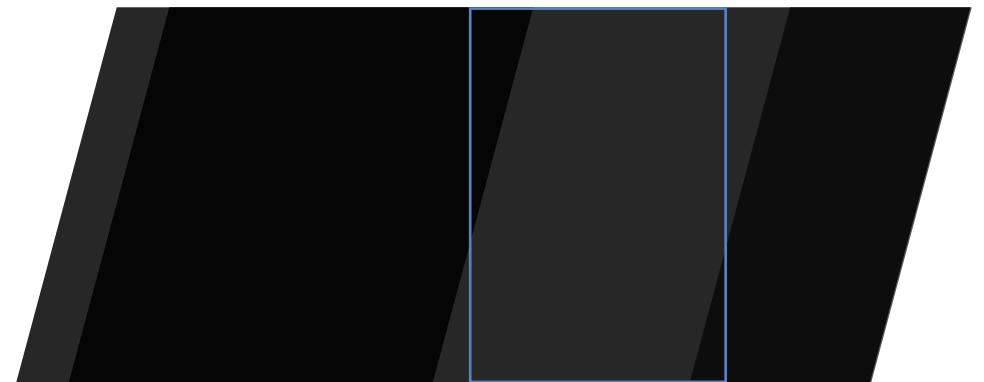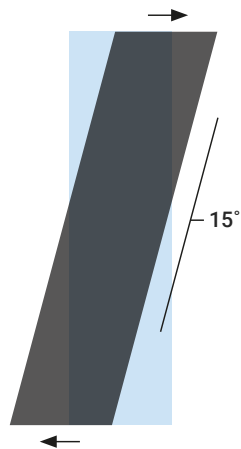
# Supporting graphics – dots

# 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.
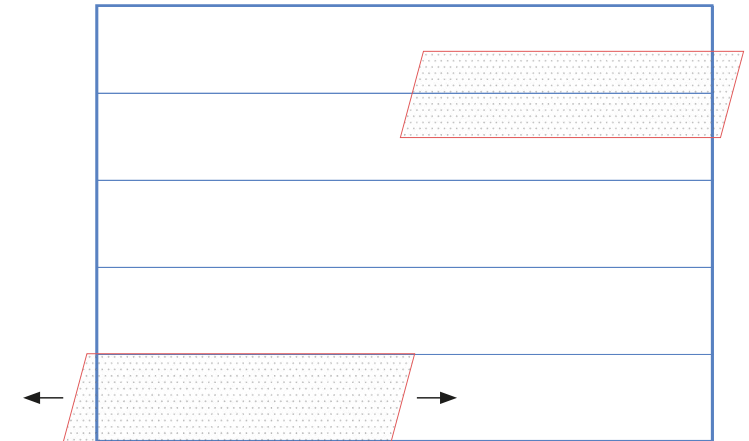
**Horizontal layouts**

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.

## 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: 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!

⚠ 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 |

# OBSERV®520x

# Brand Expression

# Brand expression - online & offline



**Product page**



**Marketing brochure**

# OBSERV®520x

# 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 Sylton 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: "Sylton 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

**OBSERV** 520x

**Logo top left**

**OBSERV** 520x

**Logo in the middle left**
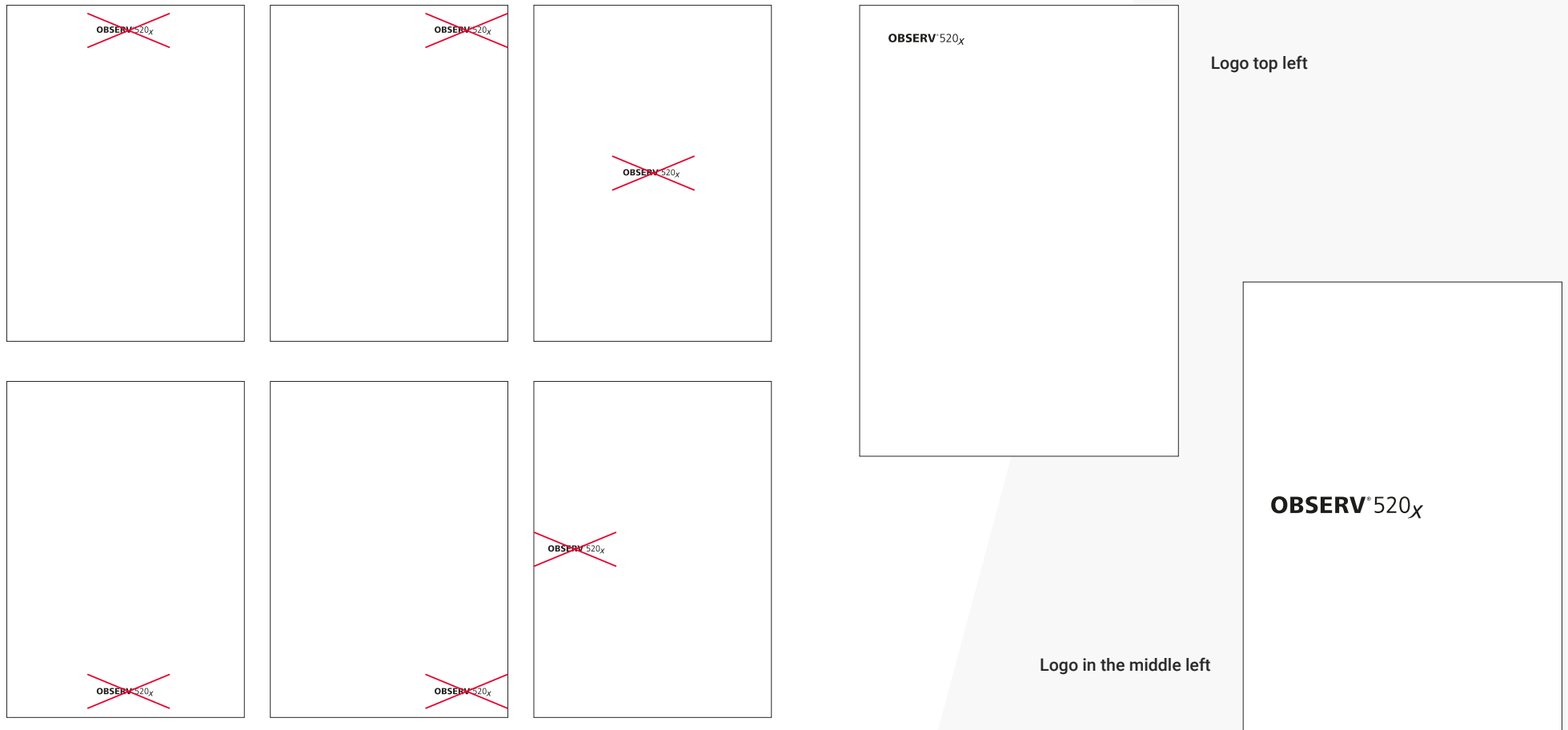
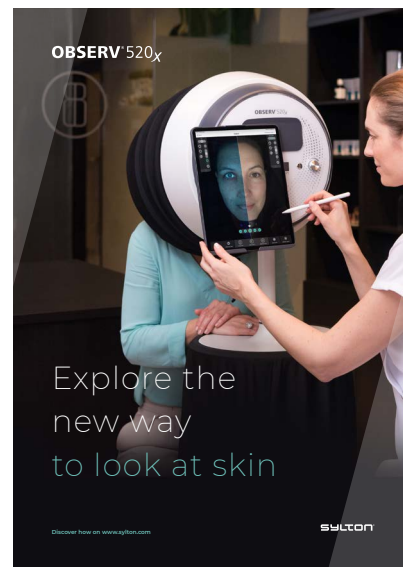# Additional guidelines: positioning corporate and product brand

Two ways of visual communication for the Sylton 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**

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



**Focus on usage layout example**



**Focus on product**

- Sylton logo on top
- Product logo large and between top and bottom
- Product claim linked under subrand logo



**Focus on product layout example**

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

**Partner logo left**

REVIDERM | SYLTON®

REVIDERM | SYLTON®

**Partner logo right**

SYLTON® | REVIDERM

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](mailto:marketing@sylton.com) ⧉

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