SALUBRIS

innovations for healthcare

Branding guide

The tools to create beautiful designs for Salubris.

including
color pallete
icons and elements use
writing advice

Contents

We created this identity for the innovative company Salubris is. It breathes clarity and balance.

Take that into account when making materials for this company. Use lots of whitespace, clear graphics, and positive wording.

Some practical tips are given in this guide to achieve all of this.

Enjoy your brand!

Erica Ras & Machiel van Wijngaarden,

— designers

The branding explained

This branding supports Salubris as an open and trustworthy company, providing practical solutions to imminent health problems. Costs are reduced and healthcare can be administered with ease in areas where previously it was hardly possible. This branding complements these ideas. It is clear, easy to read and made to be used by everybody. We believe the branding will make you even more proud to be part of Salubris.

Logo

Isolation and growth of pathogens is an important activity of Salubris. We were inspired by this aspect of the company, using the dotted shapes of bacteria colonies and the color gradient which are also used the products.

The dots give a sparkling impression and can be seen as versatile ideas that emerge and grow. They also reduce the edges of the design, giving the logo a more open and less rigid appearance. This combined with the original shape, emphasizing associations with balance and health.

A modern and friendly typeface is chosen for the name of the company. We adapted it slightly to increase recognizability and beauty. The chosen typeface and its color give the name more weight and increase of readability.

Colors

We used different hues of blue and yellow, combined with a lot of whitespace. These colors are chosen for their strong association with healthcare and trust. The right implementation can give the materials a very open atmosphere.

Blue

Blue is chosen for its strong association with healthcare and trust, adjusted to a softer blue to give a more friendly, and approachable appearance.

White

Whitespace will be a very important element in the design, supporting referring to cleanness and openness. An example you can see in the brochure design we propose.

Yellow

A support color will be used to highlight certain elements in designs to make them stand out. We chose yellow as a highlight color. This color refers to the innovative and accessible side of Salubris, giving more warmth. Yellow is often associated with innovation, optimism and clarity.

Most medical companies use either blue or blue combined with red-orange. Using yellow as a striking color makes Salubris stand out from the many others, and in that way recognizable.

The particular type of yellow was chosen, because of its subdued appearance, implying a more human touch.

Payoff

The payoff is usable in several ways. To use it in several ways can enhance the reason why we choose for this payoff. The payoff refers to the innovative products, and through the particular choice of words it has a positive vibe.

Together with the logo the payoff gives the best idea of what Salubris does and why it stands apart from competitive companies.

You can replace innovations with other words for specific products or services for even better implementation. Some examples:

- *diagnostic tools for healthcare*
- *research for healthcare*
- *solutions for healthcare*
- *icons for healthcare*

Extra elements

Extra elements are developed to make the Salubris brand more beautiful. Use the icons, infographics and elements as much as possible to replace words. Just remember: don't crowd the images.

We would like to close with two notions to keep in mind:

> *Less is more.*
> *Salubris is positive innovation.*

Typeface guide

Use these guidelines, so the text and materials are uniform and have a professional look. On the right page you find styles and their characteristics.

A modern and friendly typeface is chosen for the name of the company. We adapted it slightly to increase recognizability and beauty. Use them in all designs to create uniform design, resulting in better recognizability.

Body text
Use the Lato typeface to construct body text and small headers. We recommend short paragraphs in a pleasant sized typeface and logically classified with subheadings to make text easily readable.

Margins
The open appearance of the pages is mainly achieved by margins. With A5 paper size, use margins of at least 18 millimeters. Use margins to reduce line length, thereby easing the reading and give a professional impression.

Line spacing
The line spacing is 1,5 times the font-size for normal body text and subheadings. Other headings and specific text sizes have custom spacing, all of them described on the right page.

Whitespace
Leave at least 1 cm whitespace between different elements on a page. So for example between pictures and text. Photo's are clearly separated from the body text. All this white space is added to give text an open appearance and facilitate reading.

Titles	**Stone inf.** 40 pt - regular - 48 pt linespacing; 2 lines whitespace after
Article headings	**Stone informal** 30 pt - regular - 36 pt linespacing; 2 lines whitespace after
Subheadings	**Lato** 10 pt - bold1 - 15 pt linespacing; no whitespace after
Introtext	***Lato*** 10 pt - bold italic - 15 pt linespacing; 1 line whitespace after
Bodytext	Lato 10 pt - light - 15 pt linespacing; 1 line whitespace after
Snippets	*Lato* 8 pt - italic - left and right indent 15 pt - thin line top and bottom - 15 pt linespacing; 1 line whitespace before and after
List	*Lato* 10 pt - italic - left indent 15 pt - dot - 15 pt linespacing; 1 line whitespace before and after - no more than 4 bulletpoints in promotional texts
Quote	*Stone informal* 10 pt - italic

Download the typefaces
Stone informal ($):   http://www.myfonts.com/fonts/linotype/itc-stone-informal/
Lato (free):   https://www.google.com/fonts/specimen/Lato

Logo guide

Normal use

Enough whitespace around logo.
Use the high quality logo versions, which are provided.

A picture as background?

Use a color layar, when contrast is too low.
The color of the logo should be either blue or white.

prefered use

white background

blue logo

great contrast

use with background

blue background

white logo

great contrast

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Use in smaller space

Make sure the brandname is still readable.
Remove the payoff when too small.

minimal height: 8mm
minimal width: 54 mm

Use in very limited space

Make sure the brandname is still readable.
The name has presidence over the logo.

Example of use:
Use these guidelines for your product labels

prefered use
name very distinguished

allowed, but not prefered
payoff too small = not used

prefered use
best contrast and name still visable

allowed, but not prefered
less readable

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Color guide

Color selection is a key element in building a strong brand. The colors we choose can be used to make a clear distinction between products. For this we created a color chart, providing options and combinations to distinguish products from each other.

White, blue (CMYK: 80 11 0 26) and yellow (CMYK: 0 0 61 3) are Salubris' primary colors. Staying true to this color palette allows you to reinforce the brand characteristics and build brand recognition.

The blue color of the logo must be the main branding color for typography, icons, infographics and other elements.

Primary and secondary colors

These should be the dominant colors used when designing materials. The colors in the primary color palette should always cover more area than any other color that appears in your designs.

Supporting colors

In any given design, only one accent color should be used with the primary colors to keep the primary colors dominant. The use of too many accent colors will dilute the power of the primary colors.

Other colors

When other colors are absolutely necessary, you could use programs like kuler.adobe.com to get the right colors.

primairy colors
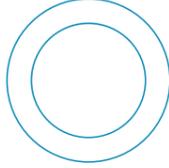
medical blue

CMYK 80/11/0/26
RGB 0/133/181

clean white

CMYK 0/0/0/0
RGB 0/0/0

secundairy color
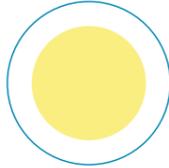
innovative yellow

CMYK 0/0/61/3
RGB 254/238/124

support colors
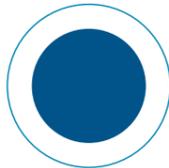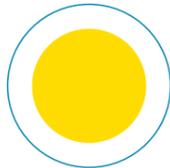
CYMK 93/45/0/36
RGB 0/84/137

CMYK 100/44/11/67
RGB 0/51/82

CMYK 0/10/100/0
RGB 255/221/0

Styling guide

This is an intro text. Defined to get the first attention of the reader and to introduce the subject or a text to grab the attention.

This is the normal text with an easy to implement typeface, a predefined size and an appropriate line spacing per text sort. The typeface is specifically chosen for his clear readability and his look.

Subheading
Keep subheadings short, preferably one to four words describing the paragraph(s) following. Always incorporate these in your text, and keep them highly relevant, since readers use them to scan the text for the interesting paragraphs. Non-relevant or unattractive words will put your readers off.

Quote
Quotes are used to display references clearly. Try to minimize the quotes to two lines for even more clarity.

> *In high school, while I was writing the essay on tuberculosis, I was sure I had the disease.*
>
> — *Somebody, 1983*

Details
A lot of the products have specific details. These details have a specific font, separating them from the rest of the text, but smaller.

Estimated TB incidence rates, 2012
Source: WHO Global tuberculosis report 2013

Estimated new TB cases (all forms) per 100.000 population per year.

- 10–19
- 20–49
- 50–124
- 125–299
- 300–499
- ≥500
- Not applicable
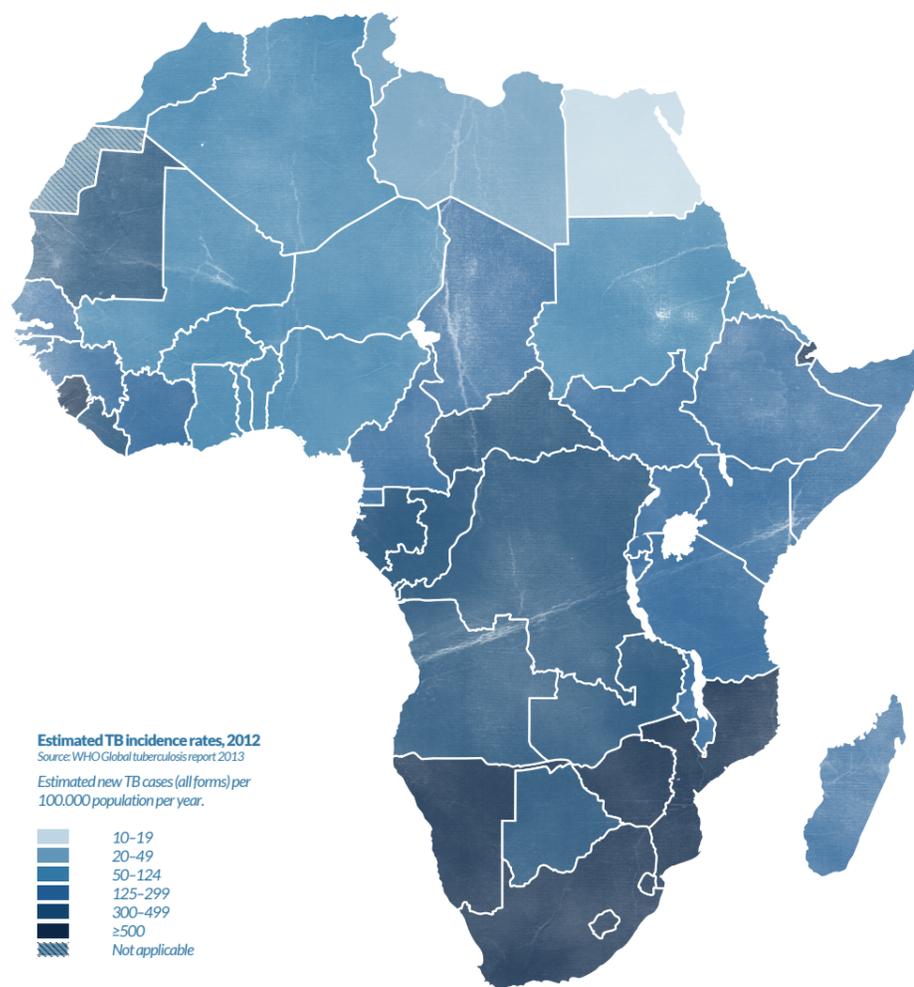
The African population is very suseptible to tuberculosis, but has almost no readily available means to fight the disease. This diagnostic tool kit could be the solution.

Lists

The layout of the lists (e.g. product characteristics) is widely spaced, to facilitate readability. Be careful not to use them a lot or make them longer than 4 items, since they tend to kill attention when overused and lose their effectiveness.

- *Readability*
- *Automatic analysis*
- *Fast results*

After a list, an outro text is preferred to give a short summary or to emphasize the most important point.

Snippet

This is a snippet. A piece of text accentuated with the dots. You can use it either to highlight something important, or elaborate on something in the text. You could even use it for a teaser or funny comment.

Nothing feels as good as the freedom of being able to choose which direction to take.

Writing guide

The open atmosphere of the branding is most effective when accompanied by positive and transparent text. Here we give some suggestions and examples to build on.

Choose the right wording
Salubris solves problems. Let's reflect that in the messages. Try to stay positive, clear, straightforward and caring. A few extra tips:

Active voice
Sentences in the active voice have energy and directness, both of which will keep your readers attention. It gives the impression of action and straightforwardness. Avoid "would" and "should" – use "do" and "will". Your reader will be more involved and ready to take action.

More info: http://www.dailywritingtips.com/active-voice/

                    https://writing.wisc.edu/Handbook/CCS_activevoice.html

Subheaders, and paragraphs
Subheadings and paragraphs give the text a more inviting look and help the quick reader to gather the most important information.

Images, bullet points and short sentences
Images and short sentences are great tools to make the text readable. Try to avoid too many bullet points, because they kill the attention of the reader (four is maximum in my opinion).

Text simplification
Difficult subjects should be spread out over more paragraphs or simplified. Leave out unnecessary information and use informative images to clarify if available. Sketching about what you want to write before you start writing often helps to make a better text, especially when the subject is complicated.

Most of our products can be used on the spot. We eliminated the use of laboratories and experts as much as possible.

Picture guide

Pictures should be as large as possible, but always have at least a centimeter margin when placed next to text. To capture attention, rather use one picture, than several. It is even better to zoom in on important details of the picture, than to show the whole picture. "Less is more", even with pictures.

Atmosphere pictures

Atmosphere pictures fill a whole page, within the margin. When accompanied by a quote, the text is placed within the margin under the picture. The colors of these pictures should complement the brand colors. Atmosphere pictures are photos which give a feeling which you want people to associate to your product. For instance a picture of a boat on the sea can give a feeling of freedom, which can be associated with the freedom the products of Salubris give to you Use these pictures to promote a product or give an extra impression next to the text to strengthen your point or the Salubris brand. A few examples are provided.

Product pictures

Product pictures can be placed in different ways, depending on the space, amount and specifics of the picture(s). Product pictures with a lot of whitespace are preferred (no other objects in the background, preferably without background). This gives a clean and clear impression of the products.

Multiple pictures

When multiple pictures have to be displayed, you can choose two options. You can either fill several pages with page filling photos, or display the product photos in blocks, whether or not with extra information, as shown on the next pages.

Solo picture

With only one picture to show, place it either on a separate page, or reserve the upper or lower part of the page for the picture. This way you easily create a more open and professional look.

Icons, elements & infographic guide

Several elements are developed to support the Salubris brand.

Dotted line

Representing bacterial research and moving forward, the dotted line is used to separate text. Use the line horizontally and in either the blue, yellow or white color with enough whitespace around it. Without enough whitespace, it only creates distraction and gives a disorderly impression and in that case the element should be removed.

Infographics, icons and figures

A few infographics, icons and figures are developed to illustrate the advantages of the major Salubris products.

Though very simple and clean, these elements support the text, increase understandability and make products or processes recognizable. Try to use them as much as possible, when relevant to increase recognizability.

Rapid tuberculosis diagnosis
no laboratory required

fast and easy-to-use
reliable decontamination

fast diagnosis

selective and indicative
innovative growth media

automatic analysis

handles large datasets
automatic evaluation
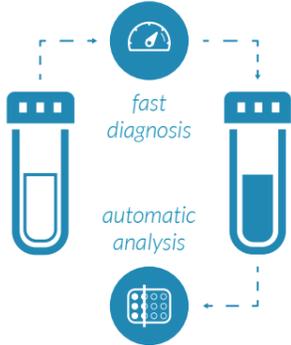
ORTE
Observable Real-Time **Electrophoresis**
safe and non-toxic
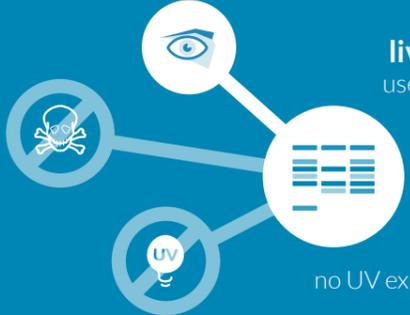
live gel documentation
user friendly analysis software

cost effective
three devices in one

safe and non-toxic
no UV exposure or ethidium bromide

erlenmeyer	erlenmeyer with clear fluid	erlenmeyer with dark fluid	microscope	skull	lungs	lungs with TB
			research	**toxic**	**uninfected**	**infected**

test tube with fluid	test tube with clear fluid	test tube with dark fluid	life preserver	stopwatch	compass	speedometer
			safety	**fast / on time**	**direction / reliable**	**fast**

tube with cap	tube with cap and clear fluid	tube with cap and dark fluid	eye	electrophoresis	on target	scanner
			watch / live view		**selective / indicative**	**automatisation**
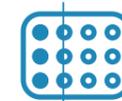
clever tube	clever tube with clear fluid	clever tube with dark fluid	money	thumbs down	thumbs up	globe
			cost-effective		**easy**	**worldwide use**

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frozen	thermometer low	thermometer high	UV light
cold / below 0 °C	**cold**	**warm / room temperature**	**UV**

Product guide

Products

The presentation of the products in a folder should be clear and short. An example of a folder is included in the files, showing the use of all the different elements. All the details and technical specifications of a product can be made available online (with a QR-code linking) or in a separate brochure.

Product pictures

Products pictures should be freestanding (no background or other overlapping products).

When multiple pictures are displayed on one page, take care of the combinations of colors and preferably put them in the boxed layout.

new

Polymyxine

Agar

egg yolk

agar

egg yolk

liquid

selective

Bruccla

Agar

sheep blood

agar

sheep blood

liquid

selective

Thiosulfate

Agar

sucrose

agar

sucrose

liquid

selective

Package guide

Implementation
With the logo guidelines, the implementation in existing label design for the tubes and other products should be easy.

New design of the package
We included a proposal for new package design. With color coding of different products the products are even more recognizable. And with some symbols on the side, everyone can easily see for what purpose these products are intended.

A solution for the old packaging material.
We would like to propose you first use the old packaging material with an accompanying text more or less like the following:

> *'For environmental reasons we first use our old packaging material, before using our brand new design.'*

It adds to the caring image of the company and gives you the opportunity to get rid of old packaging before printing new ones.

TB diagnosis   smart diagnostic tools   electrophoresis   research   worldwide