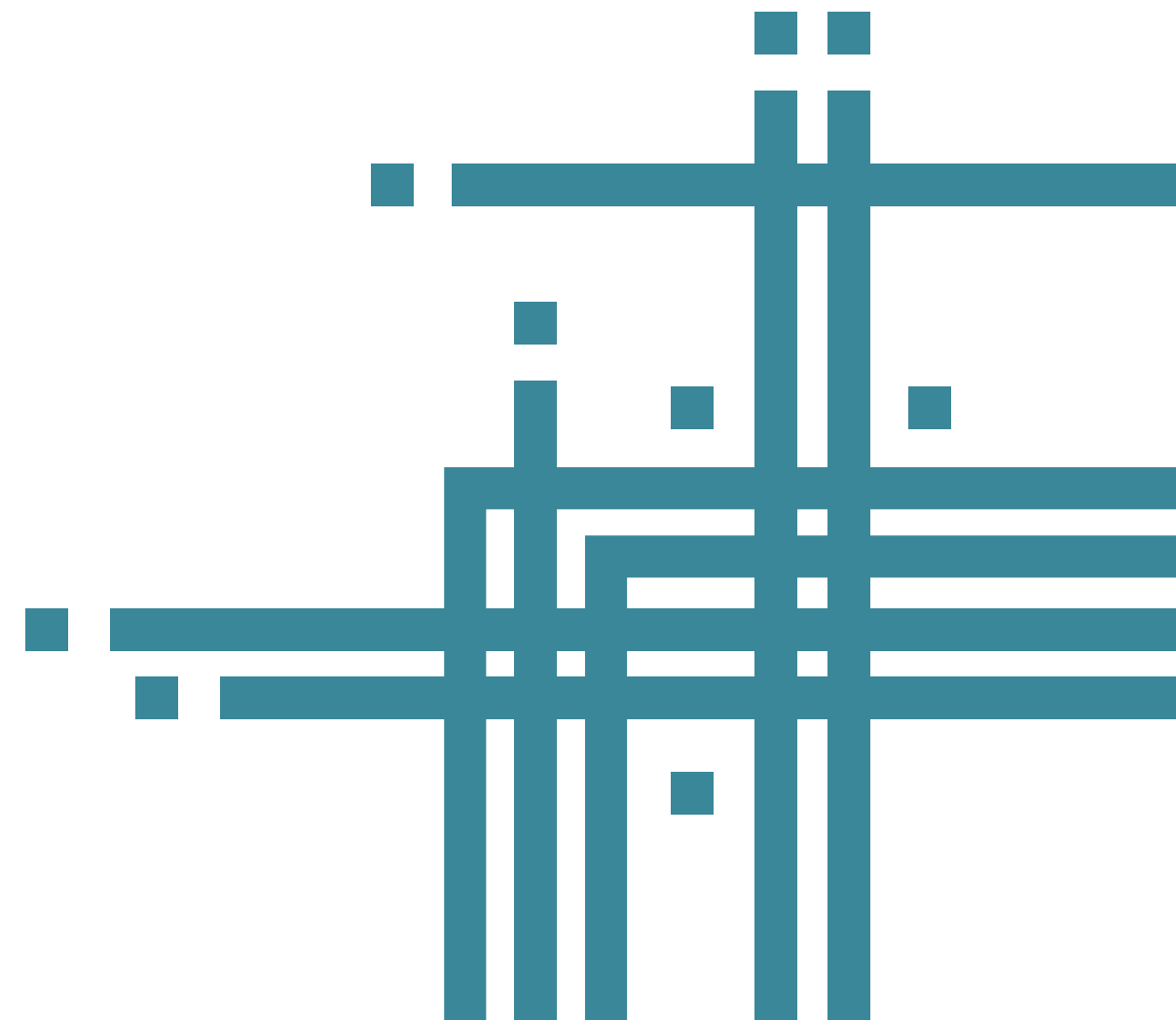


# SUNTECH

Brand Identity  
Style Guide



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**QUALITY.  
RELIABLE.  
ADVANCED.**

### ***Mission Statement***

Our mission is to create new products and technologies that improve healthcare for everyone – patients, customers, employees and shareholders. Our goal is to be the preeminent supplier of clinical-grade, blood pressure technology and related products.

### ***Vision Statement***

To be the preeminent supplier of clinical grade, blood pressure technology and related products.

### ***Company Values***

In all we do, we value treating others as we want to be treated.

- Foster open communications, equal opportunities, and to embrace diversity
- Understand and address to the best of our ability the needs of our stakeholders
- Provide enriching and satisfying careers for our employees
- Be a good corporate citizen and to help our local communities
- Work hard and to have fun in the process

## **Primary Logo**

This is SunTech Medical's primary logo. This logo is to be used on all company material. In marketing material, this is to be placed in the top left of a design.

The primary logo consists of the word "SUNTECH" in a bold, dark blue, sans-serif font. A small red square is positioned at the bottom left of the letter 'S' and at the top right of the letter 'H'.

## **Secondary Logo**

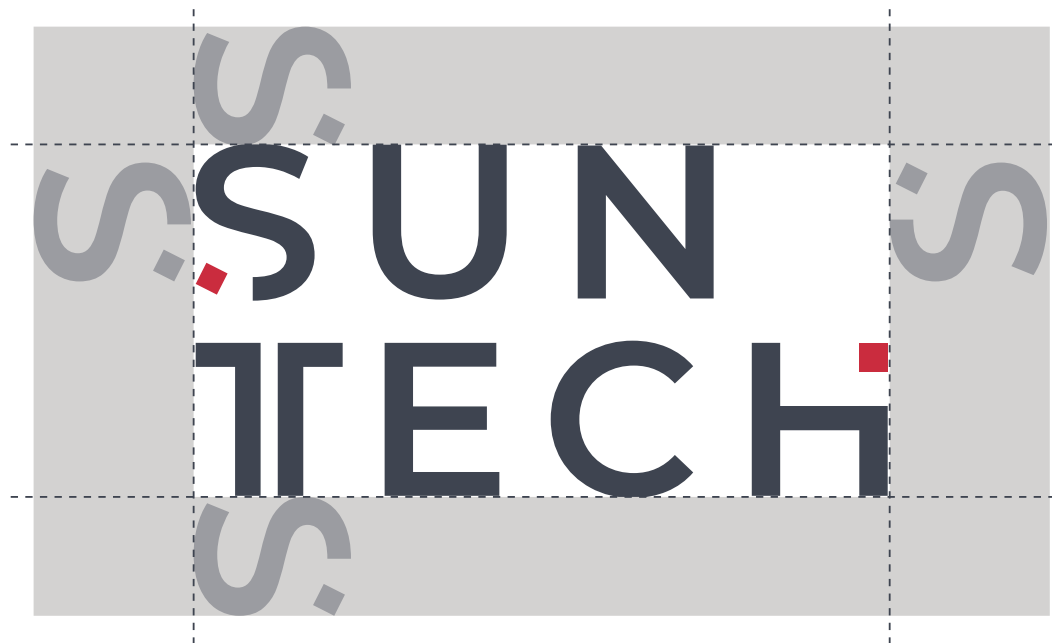
This is SunTech Medical's secondary logo. This logo is to be used ONLY on labels and products where space is limited, and the horizontal primary logo does not fit, as well as in social media avatars.

The secondary logo consists of the word "SUN" stacked above the word "TECH" in a bold, dark blue, sans-serif font. A small red square is positioned at the bottom left of the letter 'S' and at the top right of the letter 'H'.

## **Favicon**

This is SunTech Medical's Favicon. This is to be used only as a small form logo on our website, in the search bar.

The favicon is a single, large, bold, dark blue letter 'S' in a sans-serif font. A small red square is positioned at the bottom left of the letter.



## ***Clear Space***

Clear space prevents type, imagery, or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the boarder around the logomark. This space is determined by 50% height of the logomark on each side. Measure the clear space for primary logomark by using the height of the letter 'S' in our primary logo.

Please note that the standalone Favicon should ONLY be used in the search bar as a standalone icon, and will not need these rules.

When accompanied by a franchise icon, these guidelines will now apply to the two pieces together. See page 11 for more information.

### **Logo Variation**

The SunTech Medical logo used will often depend on the background and production method. When using the logo on a White or Advanced Silver background, the full color version can be used. On a Black, Reliable Gray or colored background, the white logo version should be used.

### **Full Color**



### **One Color - Inverse**



SUNTECH

SUNTECH

SUNTECH

SUNTECH

SUNTECH

SUNTECH

*All acceptable logo appearances on different brand standard backgrounds.*

### ***Incorrect Logo Treatment***

The logo is not to be manipulated in any manner. The only acceptable versions of the primary logo are the full color in Reliable Gray and SunTech Red, or the fully white option. The logo should not be smashed, stretched, or rotated to any degree.

The logo consists of the word "SUNTRECH" in a bold, dark blue, sans-serif font. The letter 'S' has a small red square at its bottom-left corner, and the letter 'H' has a small red square at its top-right corner.



Do not crop the logo



Do not distort the logo



Do not change the transparency of the logo



Do not apply drop shadows or any other effects



Do not exchange the SunTech Red squares for any other color



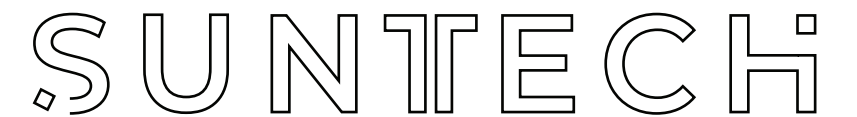
Do not recreate using any other typeface



Do not change the color of the logo



Do not outline the logo



Do not change the size or orientation of the franchise logo versions



Do not rotate any part of the logo



## Primary Colors



### **Reliable Gray**

Pantone 432 C  
R51 G63 B72  
C65 M43 Y26 K78  
#333D47



### **Advanced Silver**

Pantone Cool Gray 2 C  
R212 G211 B210  
C16 M13 Y13 K0  
#CECCCC



### **SunTech Red**

Pantone 186 C  
R200 G16 B46  
C2 M100 Y85 K6  
#CF0A2C



### **Quality Garnet**

Pantone 7428 C  
R111 G50 B64  
C41 M84 Y57 K38  
#6B2737



### **Trusted Blue**

Pantone 7713 C  
R65 G133 B151  
C76 M36 Y33 K3  
#1F7A8C

## Secondary Colors



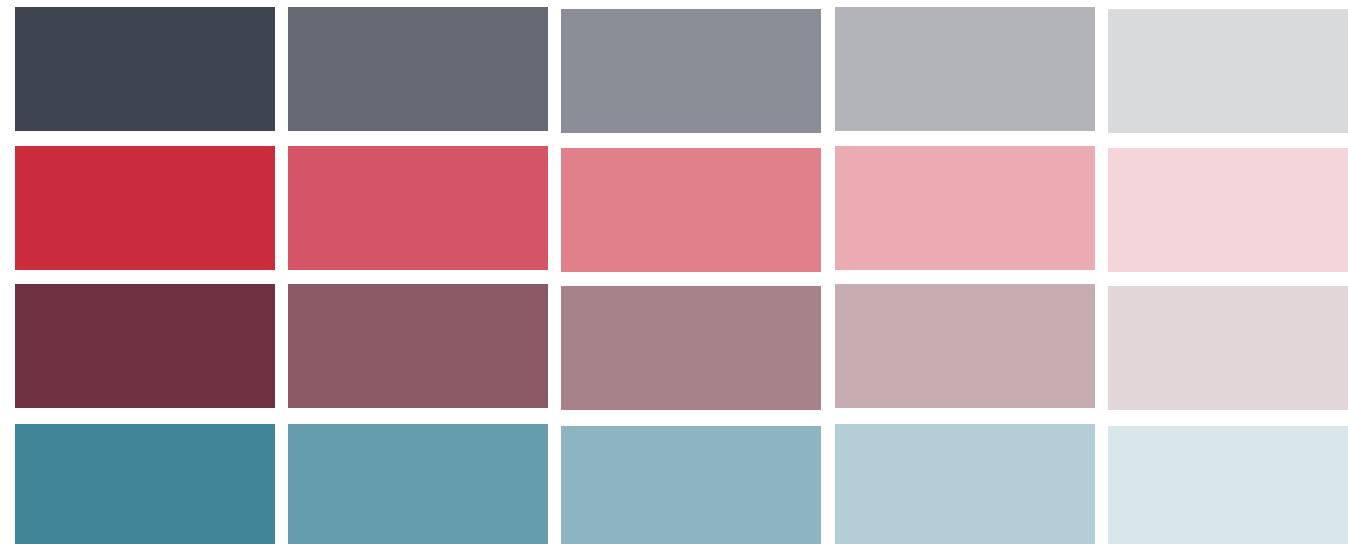
### **Black**

#000000



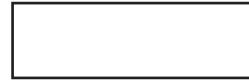
### **White**

#FFFFFF



Opacity 100%, 80%, 60%, 40%, and 20%.

## **Background Colors**



White is the preferred background color for all marketing material, especially brochures, manuals, labels, etc.

When using White as the background for a design, any color for the SunTech Medical color palette or franchise color palette may be used over top to supplement the design.

Images may be placed on a White background. Please see page 23 for additional details on image placement.



Black or Reliable Gray are preferred for smaller designs or material, such as a business card or label.

When using Black or Reliable Gray as the background for a design White and Advanced Silver may be used over top to supplement the design.

Images should not be placed over top a full color background. Please see page 23 for additional details on image placement.



Colored backgrounds are preferred for designs that only show text or digitally created designs, like a PowerPoint title slide, header designs, or social media post.

When using SunTech Red, Quality Garnet, and Trusted Blue as the background for a design, only White may be used over top to supplement the design.

Images should not be placed over top a full color background. Please see page 23 for additional details on image placement.

## **Additional Colors**

Please note, under no circumstances may any color not listed in the SunTech Medical Color palette or the franchise color palette be used as a background color.

When transparency or additional colors are needed, Reliable Gray, SunTech Red, Quality Garnet and Trusted Blue may be used in opacity 100%, 80%, 60%, 40%, and 20%.



Advanced Silver is preferred in PowerPoint slide titles, social media posters, or as a backdrop for images.

When using Advanced Silver as the background for a design, any color for the SunTech Medical color palette or franchise color palette may be used over top to supplement the design.

Images may be placed on an Advanced Silver background. Please see page 23 for additional details on image placement.

## Franchise Icons

Within SunTech Medical, there are 6 different franchises, all with their own unique logo icon and color. When referencing a specific franchise or product, the franchise icon must be used somewhere on the page.

When accompanied by the franchise name, the text must be in Monsterrat Bold, left aligned, to the right or left side of the icon.

## Franchise Icon + Logo

In the top left of marketing material, the franchise icon can be paired with the primary SunTech logo. This is to be treated the same as the SunTech logo, any questions about placement should be referred to on Page 4.



**BP + Vitals**



**SUNTECH**



**Stress BP**



**SUNTECH**



**Vet BP**



**SUNTECH**



**BP Cuffs**



**SUNTECH**



**OEM NIBP**



**SUNTECH**



**ABPM**



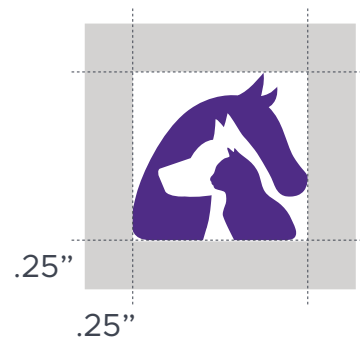
**SUNTECH**

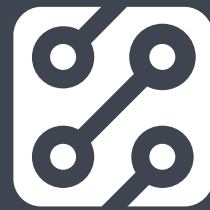


### ***Clear Space***

The franchise icon versions of the SunTech logo will follow the same spacing rules, but will account for the additional icon as well. This full logo should be pulled from our design library to ensure proper spacing.

Each franchise icon alone should have at least .25in space around it at all times.





SUNTECH



SUNTECH



SUNTECH



SUNTECH



SUNTECH



SUNTECH



## Franchise Colors

Each franchise is differentiated by one additional color. These colors are to be used on marketing material referencing a specific product or franchise.

These colors are not to be exchanged, and no more than one of the franchise colors may be used on a design. This means Vet BP collateral can use the Vet BP Purple, and Vet BP Purple only, Cuffs can use Cuffs Navy only, etc.

If more than one franchise is being represented, the franchise icon may use the franchise color, but all supportive graphics must be in SunTech's primary color palette colors, ie. SunTech Red, Quality Garnet, etc.

On top of all colors except for Advanced Silver and White, the franchise icons and the franchise icon + Logo must be shown in white.



### **BP+Vitals Orange**

Pantone 1585 C  
R255 G106 B19  
C0 M61 Y97 K0  
#ff6b0b



### **Stress BP Red**

Pantone 186 C  
R200 G16 B46  
C2 M100 Y85 K6  
#CF0A2C



### **Vet BP Purple**

Pantone Medium Purple C  
R78 G0 B142  
C97 M100 Y0 K4  
#4E008B



### **Cuffs Navy**

Pantone 289 C  
R12 G35 B64  
C100 M76 Y12 K70  
#0C223F



### **OEM NIBP Green**

Pantone 376 C  
R132 G189 B0  
C54 M0 Y100 K0  
#82BC00



### **ABPM Turquoise**

Pantone 3125 C  
R0 G174 B199  
C84 M0 Y18 K0  
#00ABC7

## **Product Logos**

Each product contains its own individual logo, outside of the primary SunTech logo and each franchise icon.

These logos can be found in our design library for convenience and consistency. The product name should be in Montserrat SemiBold Italic.

Each product logo may be placed on its own, or beside the SunTech primary logo. If alone, the SunTech logo MUST be present somewhere else in the design.

**SUNTECH**  
*Vet30E*

**SUNTECH**  
*Oscar 2*

**SUNTECH**  
*CT40*

**SUNTECH**  
*Vet20*

**SUNTECH**  
*Orbit-K Cuffs*

**SUNTECH**  
*Tango M2*

**SUNTECH**  
*Disposable Cuffs*

**SUNTECH**  
*AP Cuffs*





**Clear Space**

The product logo versions of the SunTech logo will follow the same spacing rules, but will account for the addition of the product name. This full logo should be pulled from our design library to ensure proper spacing.

When using the standalone version, the first letter of each product name should be used for spacing.



### **Full Product Logo Variation**

The logo used will often depend on the background and production method.

When using the full logo version with the SunTech primary logo, on a White or Advanced Silver background, the product name should be in Reliable Gray, and the SunTech logo should remain as is.

When on any other color, including franchise colors, the entire logo should be White.

### **Product Only Logo Variation**

The logo used will often depend on the background and production method.

When only using the product name, on a White or Advanced Silver background, the product name can be in SunTech Red or Reliable Gray.

When on any other color, including franchise colors, the entire logo should be White.

**SUNTECH**

**Vet30E**

**SUNTECH**

**Vet30E**

**CT40**

**CT40**

**CT40**

 SUNTECH



**Automated Blood Pressure Monitor**  
For Cardiac stress and Exercise Testing

---

**Tango M2**

SUNTECH  
*Oscar 2*



**24-Hour Ambulatory**  
Blood Pressure Monitoring System

 SUNTECH



**Continuous Vital Signs Monitor**  
For Companion Animals

---

**Vet30**

*Examples of appropriately placed product logos*

## **Typeface #1**

Montserrat ExtraBold Italic is to be used as a header font. It can be used as a page header, section header, or as additional, short-length call out text.

Montserrat SemiBold Italic is to only be used in the Product Logos. For example, Vet30, Tango M2, or Oscar2 logos are all made using Montserrat SemiBold Italic.

**Montserrat ExtraBold Italic**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

**Montserrat SemiBold Italic**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

## Metropolis Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## *Metropolis Extra Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#\$%^&\*()*

## Metropolis Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## **Typeface #2**

Metropolis is the primary typeface, and should be defaulted to when typing in presentations, marketing material, social media graphics, etc..

Metropolis Regular is used for all long-form body copy.

Metropolis Extra Light Italic is used for short form captions, call outs, and smaller accented text.

Metropolis Extra Light is used for sub-headers and elements such as address, website, company phone number, and contextual type of that nature.

## **Paragraph Styles**

On an 8.5x11” design, below is the preferred text styles. While there will not always be a one size fits all for type across all designs, please reference this guide on all marketing collateral, and when possible use the designed templates to ensure that all deliverables are cohesive. Please note, body and subtext must always be SunTech’s Reliable Gray or Black on a White background, or White on a colored background. Headers and Subheaders must be white on a colored background, but can any color from our selected color palette(Including Franchise Colors) on a White background.

***Header 1 - Montserrat ExtraBold Italic - 40pt***

***Header 2 - Montserrat ExtraBold Italic - 30pt***

Subheader 1 - Metropolis Extra Light - 20pt

***Subheader 2 - Montserrat ExtraBold Italic - 20pt***

Body 1 - Metropolis Regular - 12pt

Body 2 - Metropolis Regular - 10pt

*Subtext 1 - Metropolis Extra Light Italic - 12pt*

Subtext 2 - Metropolis Regular - 10pt

Footer - Metropolis Extra Light - 10pt



## HEADER 1

Subheader 1



Body 1 - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

\* Subtext 1 - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. sed diam nonummy nibh euismod tincidunt ut laoreet \*

### Subheader 2

Body 2 - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

SunTech Medical, Inc. | 5827 S Miami Blvd, Suite 100 | Morrisville, NC 27560-8394  
SunTechMed.com



## HEADER 2 - Lorem ipsum dolor sit!

## HEADER 1

Subheader 1



### Subheader 2 \* Subheader 2

Body 2 - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Subtext 2 - Lorem ipsum dolor sit amet

\* Subtext 1 - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. sed diam nonummy nibh euismod tincidunt ut laoreet \*

SunTech Medical, Inc. | 5827 S Miami Blvd, Suite 100 | Morrisville, NC 27560-8394  
SunTechMed.com



## HEADER 2 - Lorem ipsum dolor sit!

Subheader 1

## HEADER 1

Subheader 1



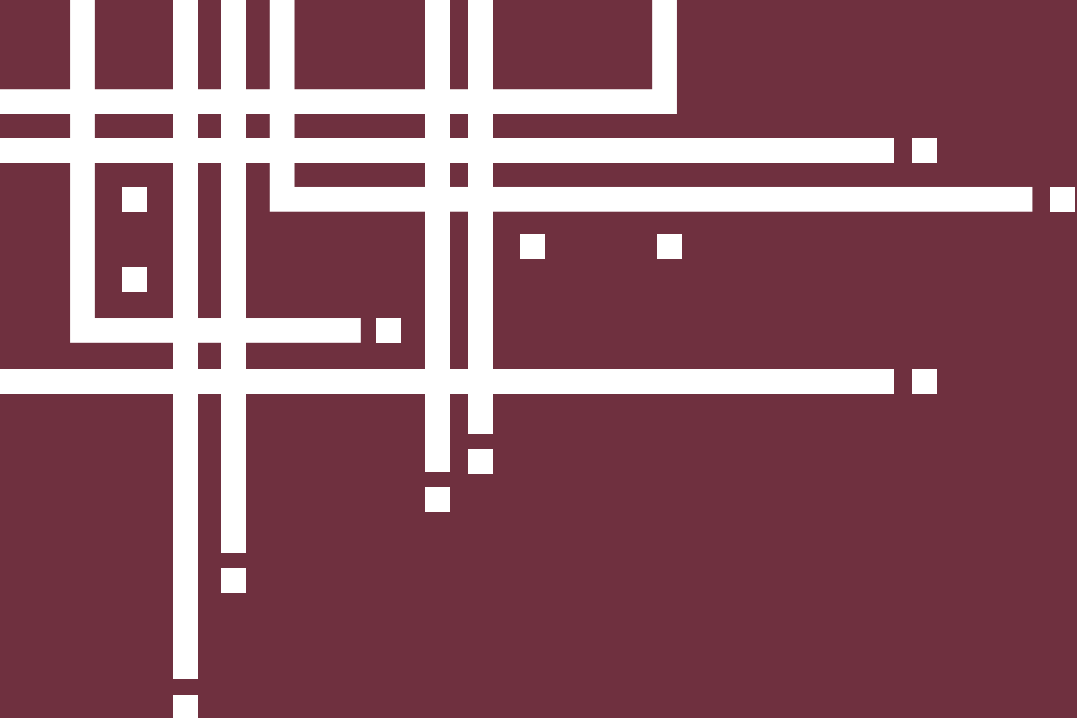
### Subheader 2 \* Subheader 2

Body 2 - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

\* Subtext 1 - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. sed diam nonummy nibh euismod tincidunt ut laoreet \*

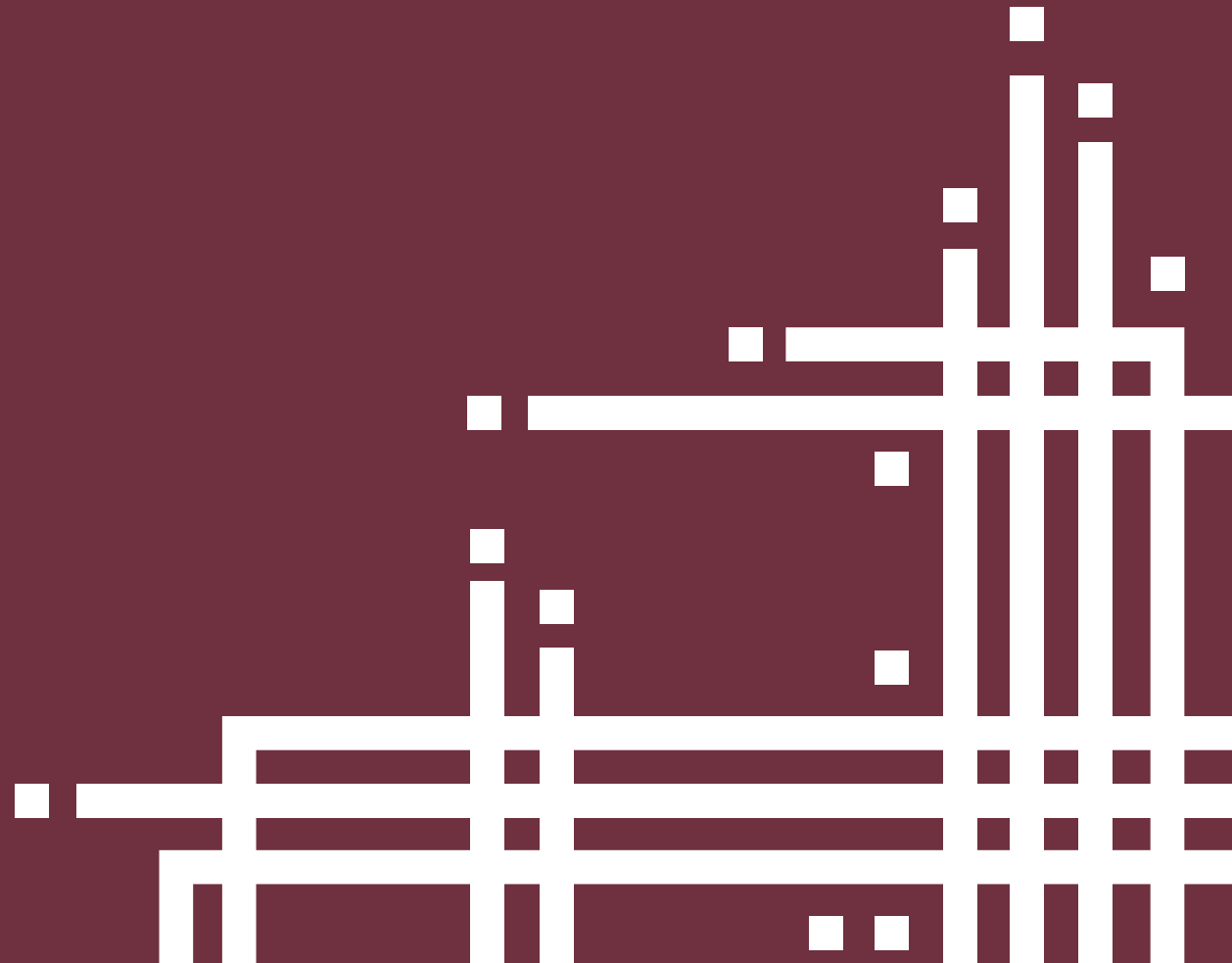
SunTech Medical, Inc. | 5827 S Miami Blvd, Suite 100 | Morrisville, NC 27560-8394  
SunTechMed.com

Examples of 8.5x11" Marketing Collateral designs using correct text styles.



***Graphic Elements***

SunTech has a few graphic elements premade and ready to be used on any company designs. These designs are reminiscent of technology, and can be pulled from our design library directly.





## ***Circuit Graphics - Usage***

These graphics may only be used in the colors listed in the SunTech Medical color palette or in the franchise color palette.

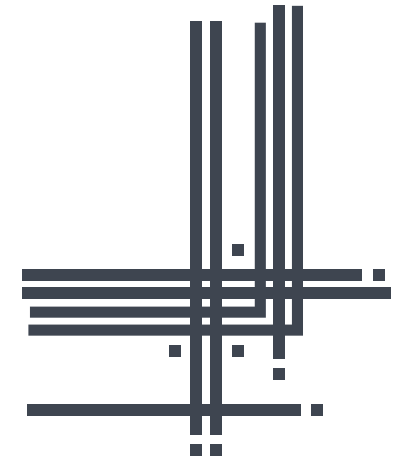
These graphics can be used in any color on a White background, but must be used in White on any other color background. These graphics can also be used in the franchise icon colors.

No more than 2 graphics total can be used per 8.5x11in page, but can be used more frequently on larger designs. Typically, these designs should go on the corner of the page.

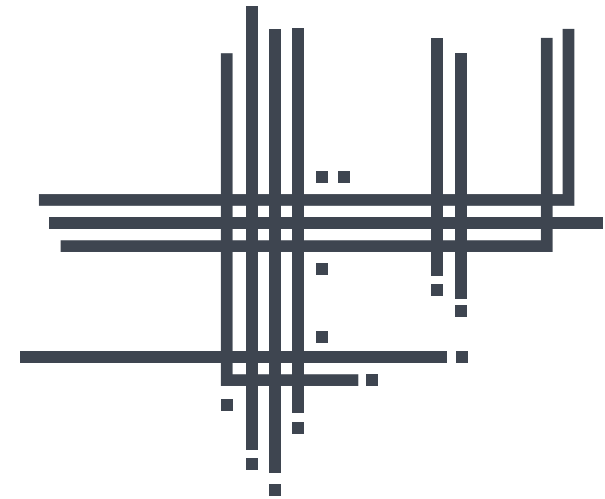
Only the edge that end in squares may be present on the page, but they can be reflected vertically or horizontally in any way to fit the desired corner.

Please see Page 17 or 21 for contextual examples.

**1**



**2**



**3**



## Footer Design

On all 8.5x11in promotional flyers, and other variations of marketing material, the SunTech address and web address should be visible on this footer design.

This text uses the Footer 1 style, shown on Page 20.

Please see Page 17 or 21 for contextual examples.

## Image Graphic

On designs that feature one primary image, a rectangle in the color Advanced Silver must be placed behind the image. This must be in the middle (not necessarily centered) of the page, and either bleeding off the left or right side. Left is preferred, but either adhere to SunTech's standards.

When a product image is over top, this image must have a cut out, transparent product. Please see Page 17 or 21 for contextual examples.

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SunTechMed.com



## ***Further Questions***

If any further questions arise on how to create brand-cohesive material, whether it be a powerpoint, a brochure, or a white paper, you can always reach out to the in-house graphic designer or marketing team for clarification.

When it doubt, always check the marketing assets folder for premade templates, graphics, or imagery. All logos, including franchise icons and product logos, can be found there as well.



SUNTECH