

Visual Guidelines +Nebulaser Package



Sonohealth

Logotype
Color Palettes
Typography
Patterns
Photography
Illustration



The logo has been improved in several aspects: the shapes have become more rounded and regular, the color palette has been refined. In general, the logo is brought to a more modern look. The overall geometry and the stroke of the graphic sign have been improved.



Old



New

The font logo has been improved in the following parameters - the bevels at the end of the letter strokes have been removed, the letter S has been redrawn. Thus, the font part of the logo has become more stable and technologically advanced. We also recommend removing the capital letter in the second part of the writing of the brand. Now many have begun to move away from this technique in the double reading of brand names.

Old

SonoHealth

New

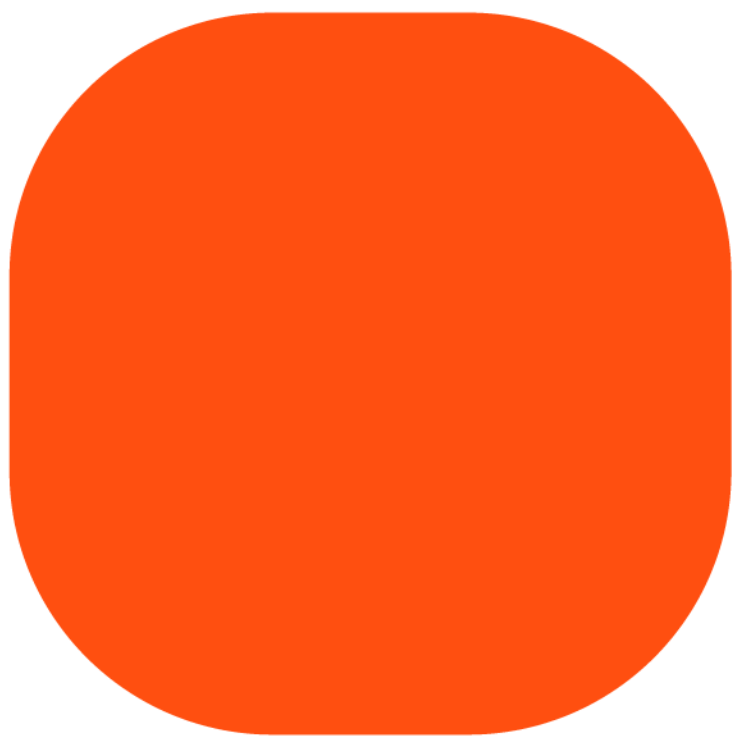
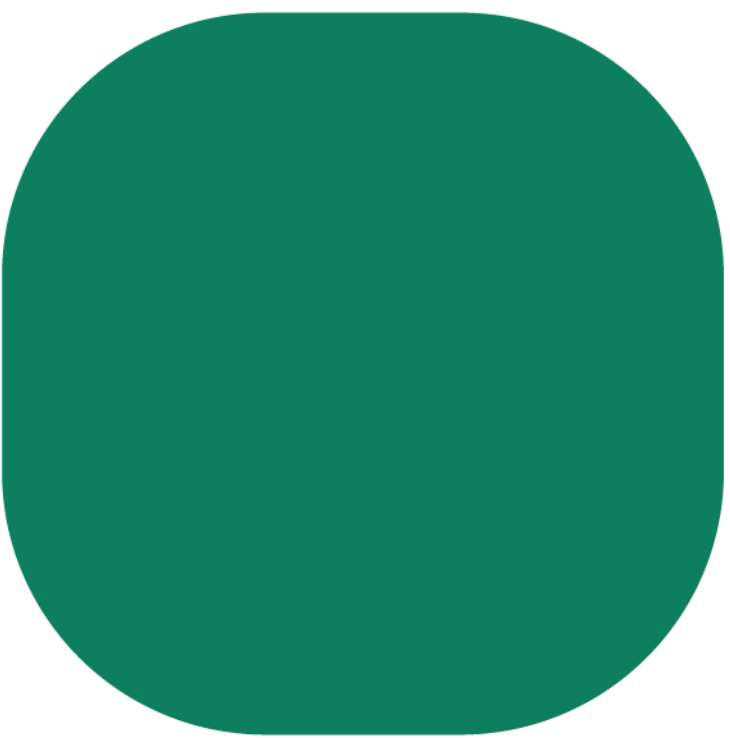
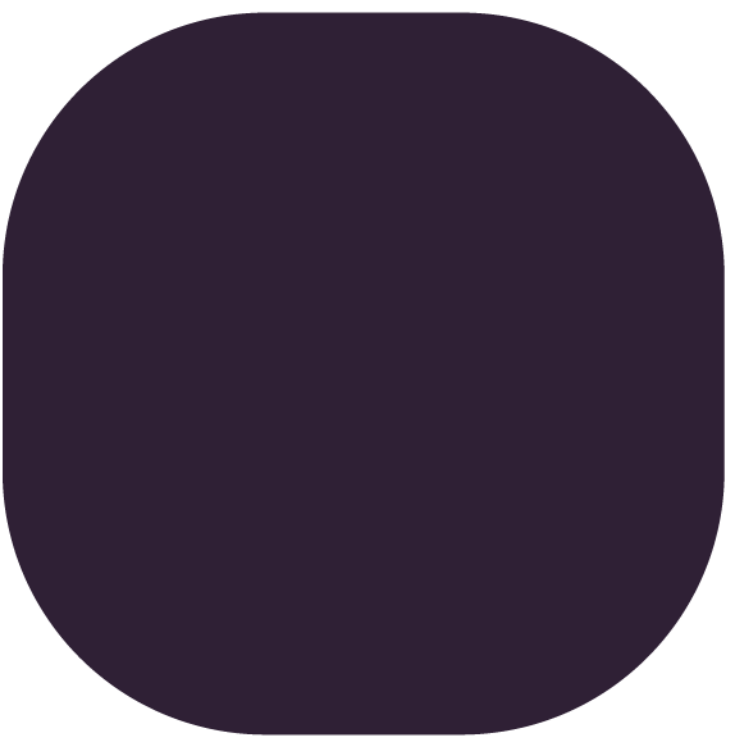
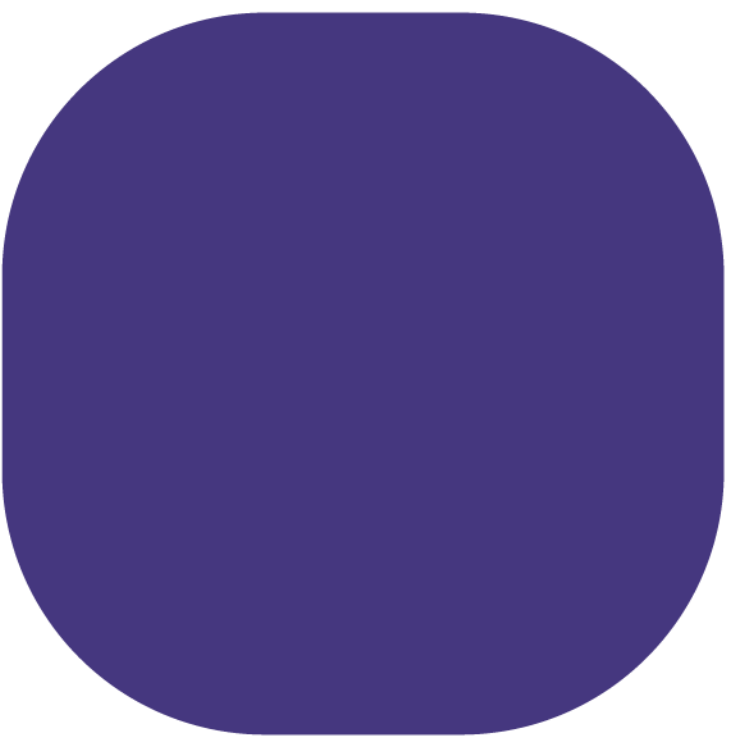
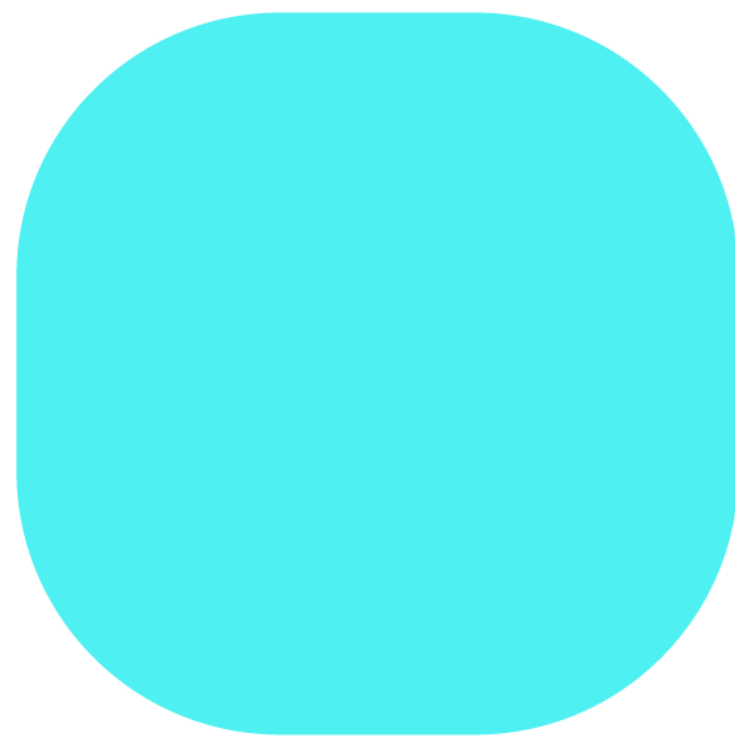
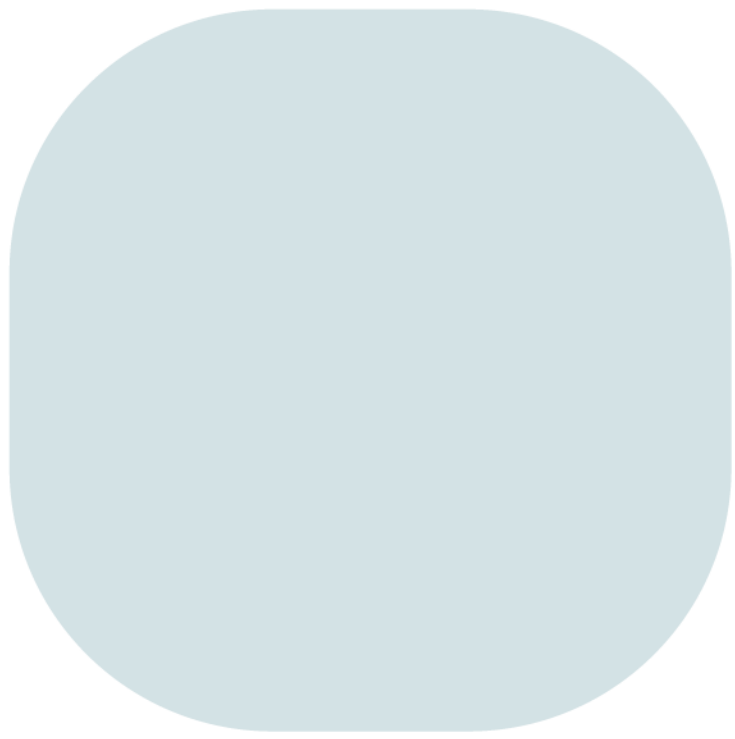
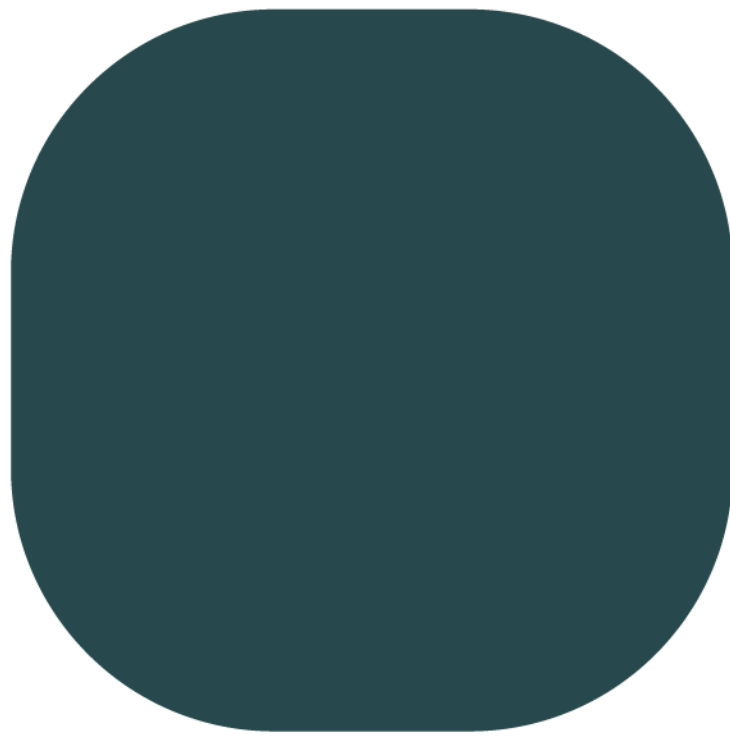
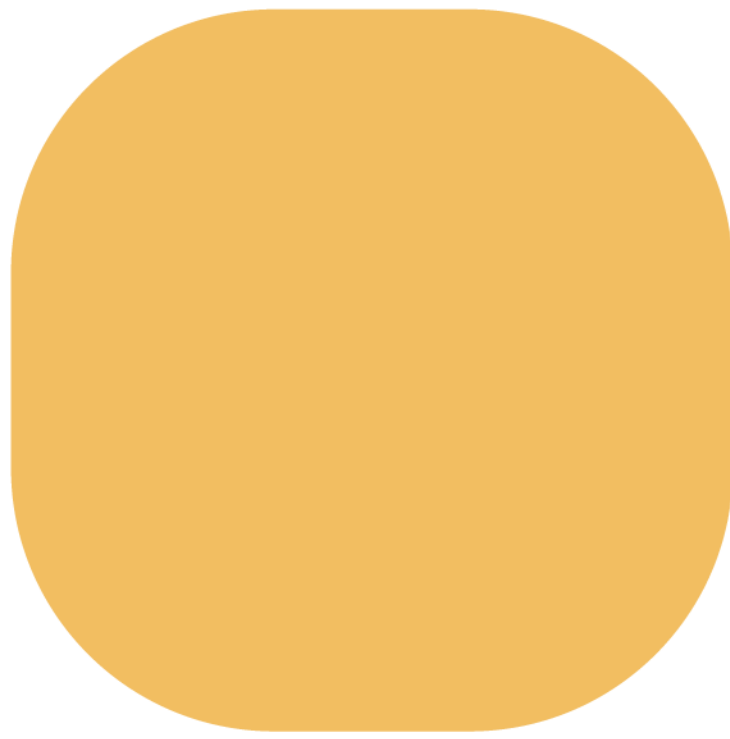
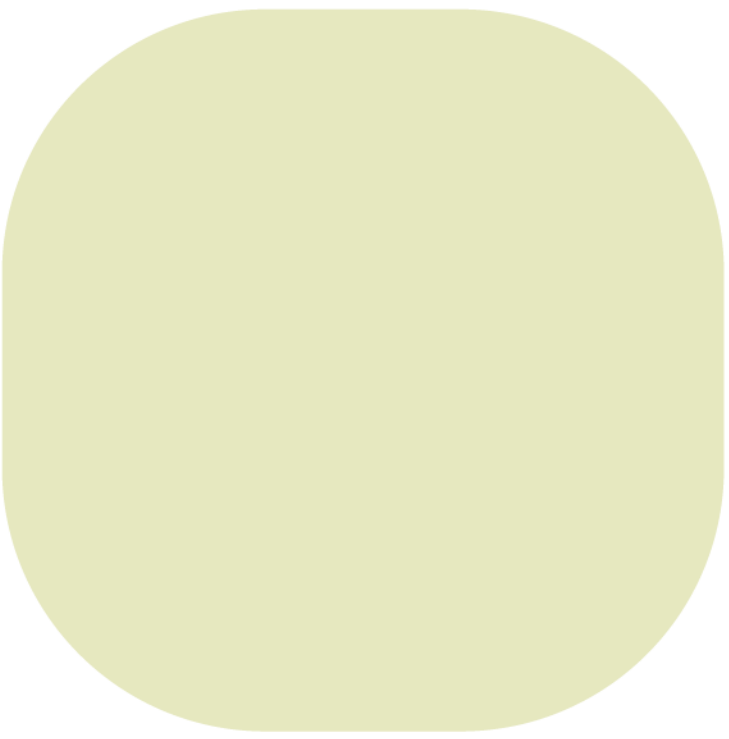
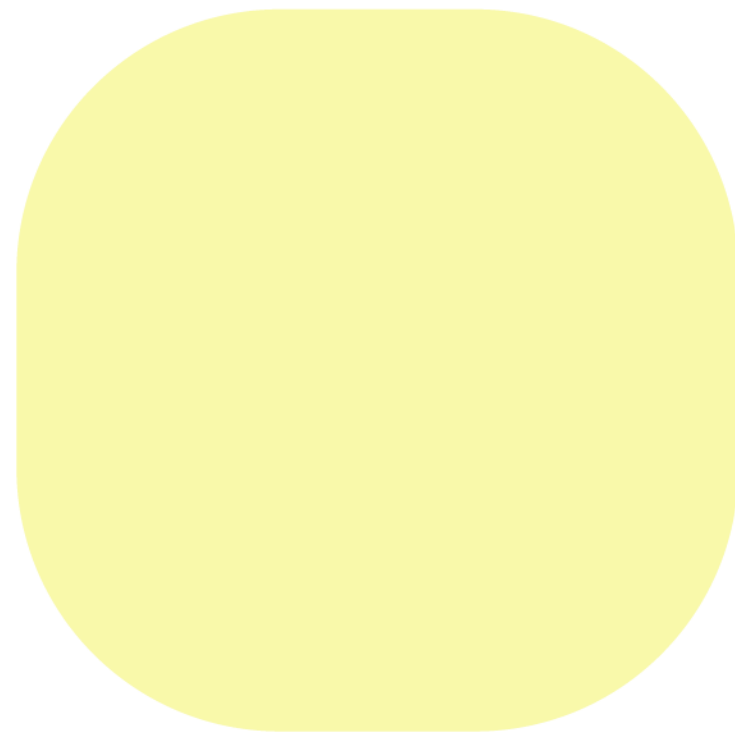

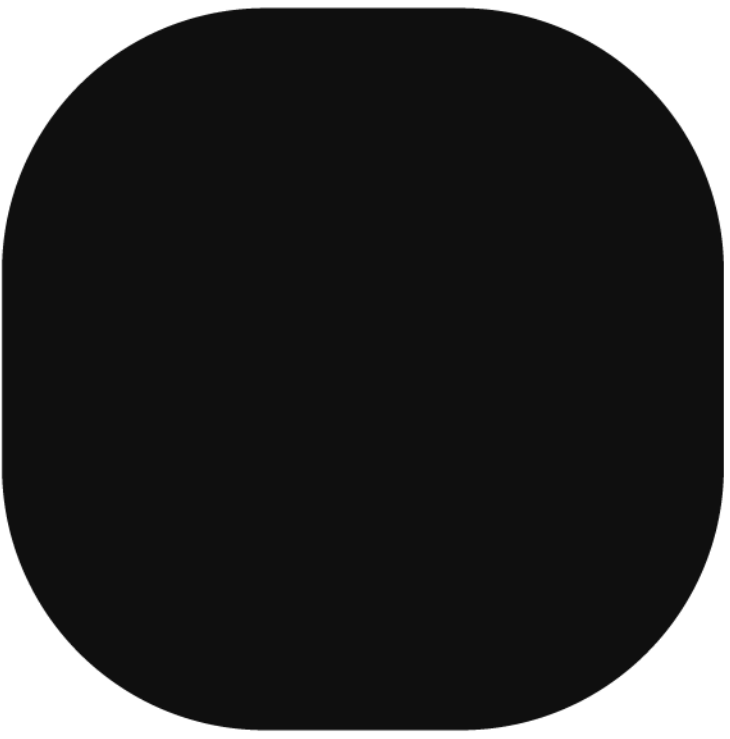
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In order for the logo and typeface logo to look good together, the letters were made a little thinner in the typeface. Now the sign and the typeface are well blended together.







<p>Sono Orange #ff4f10</p> 	<p>Midnight Forest #0d7f5e</p> 	<p>Deep Violet #2f2035</p> 	<p>Night #45377f</p> 	<p>Sky #4ff0f1</p> 
				
<p>Blue Gray #d3e2e5</p>	<p>Moss Green #27484c</p>	<p>Peach #f2be61</p>	<p>Bolt #e6e8bf</p>	<p>Bolt #f9f9aa</p>
				
<p>Almost White #f2f4f4</p>	<p>Almost Black 0f0f0f</p>			

TT **Firs Neue**

TT Firs Neue is only used for typing titles, titles and any other accidenza.

Foundry: <https://typetype.org>

TT Firs Neue Demibold

AaBbCcDdEeFfGgHh

TT Firs Neue Medium

AaBbCcDdEeFfGgHh

TT Firs Neue Regular

AaBbCcDdEeFfGgHh

Sonohealth

Aa

Inter

Inter is used only for typesetting main body text, paragraphs and subheadings.

Licence - Free.

Inter Semibold

AaBbCcDdEeFfGgHh

Inter Medium

AaBbCcDdEeFfGgHh

Inter Regular

AaBbCcDdEeFfGgHh

Aa

Roboto Mono

Roboto Mono is used only for typing secondary text, descriptors, and subheadings.

Licence - Free.

Roboto Mono Bold

AaBbCcDdEeFfGgHh

Roboto Mono Medium

AaBbCcDdEeFfGgHh

Roboto Mono Regular

AaBbCcDdEeFfGgHh

Aa

TT Firs Neue

Inter

Roboto Mono



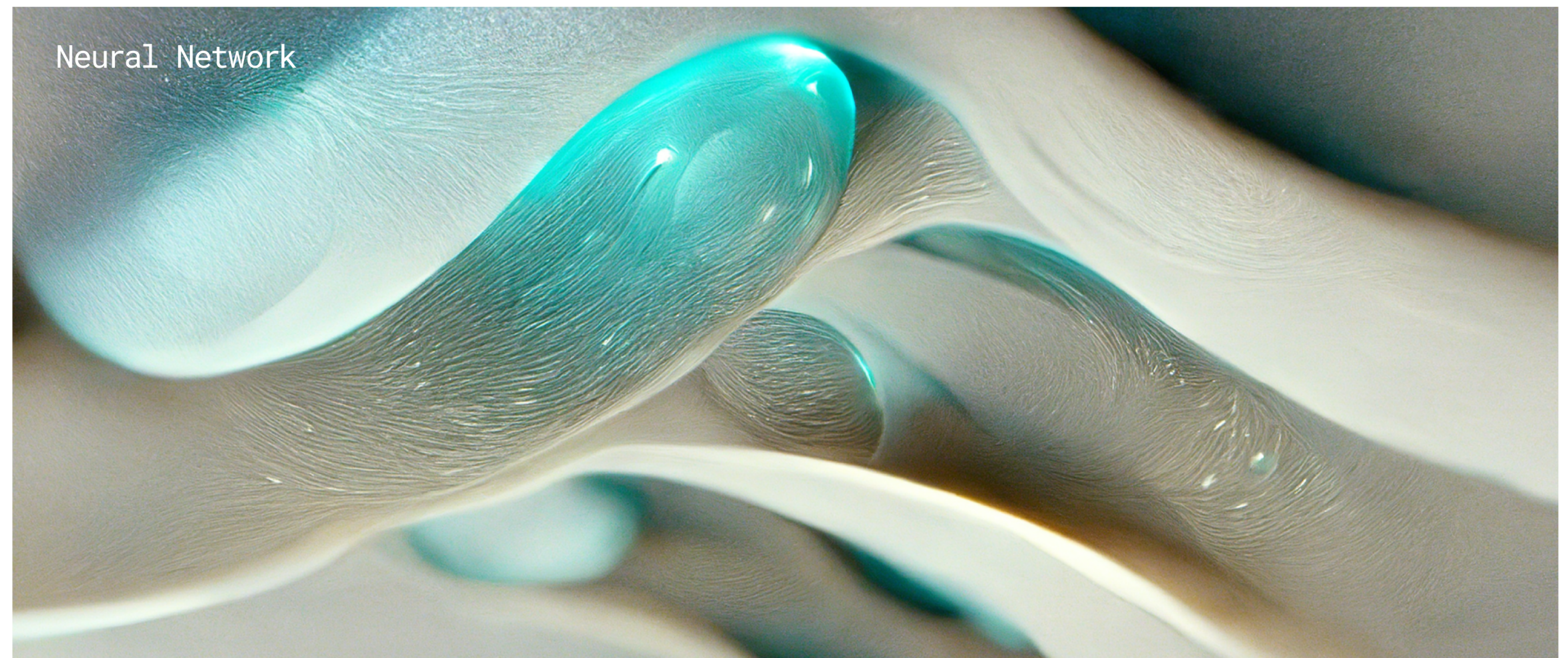
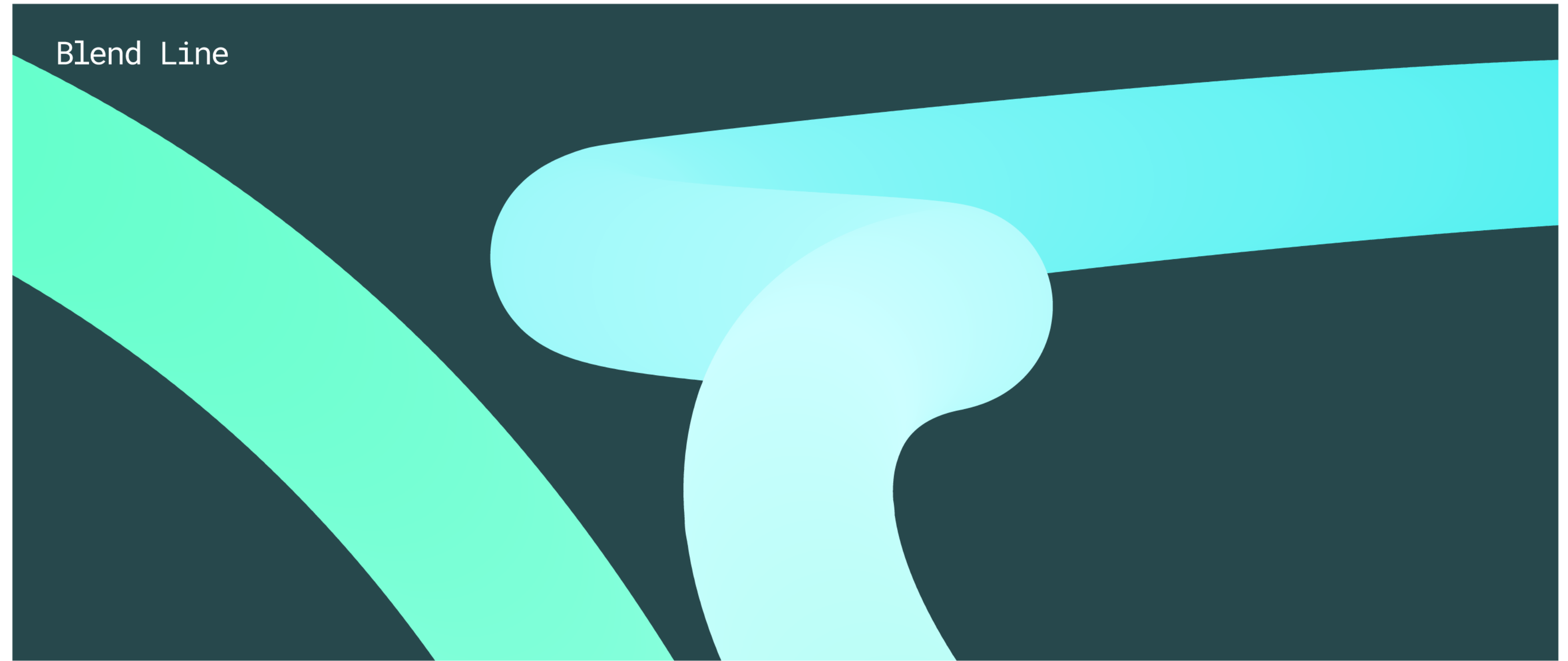
Record an ECG Fast and Easy

Recording a clinical grade ECG couldn't be easier. Simply hold the device between your hands for 10 seconds, and that's it!

SonoHealth.org
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Hwy, Suit 201
Charleston, SC
29407

Patterns and the main graphic technique is built on the forms of the logo and is a blend line with an editable line and the number of points in each segment of the line.

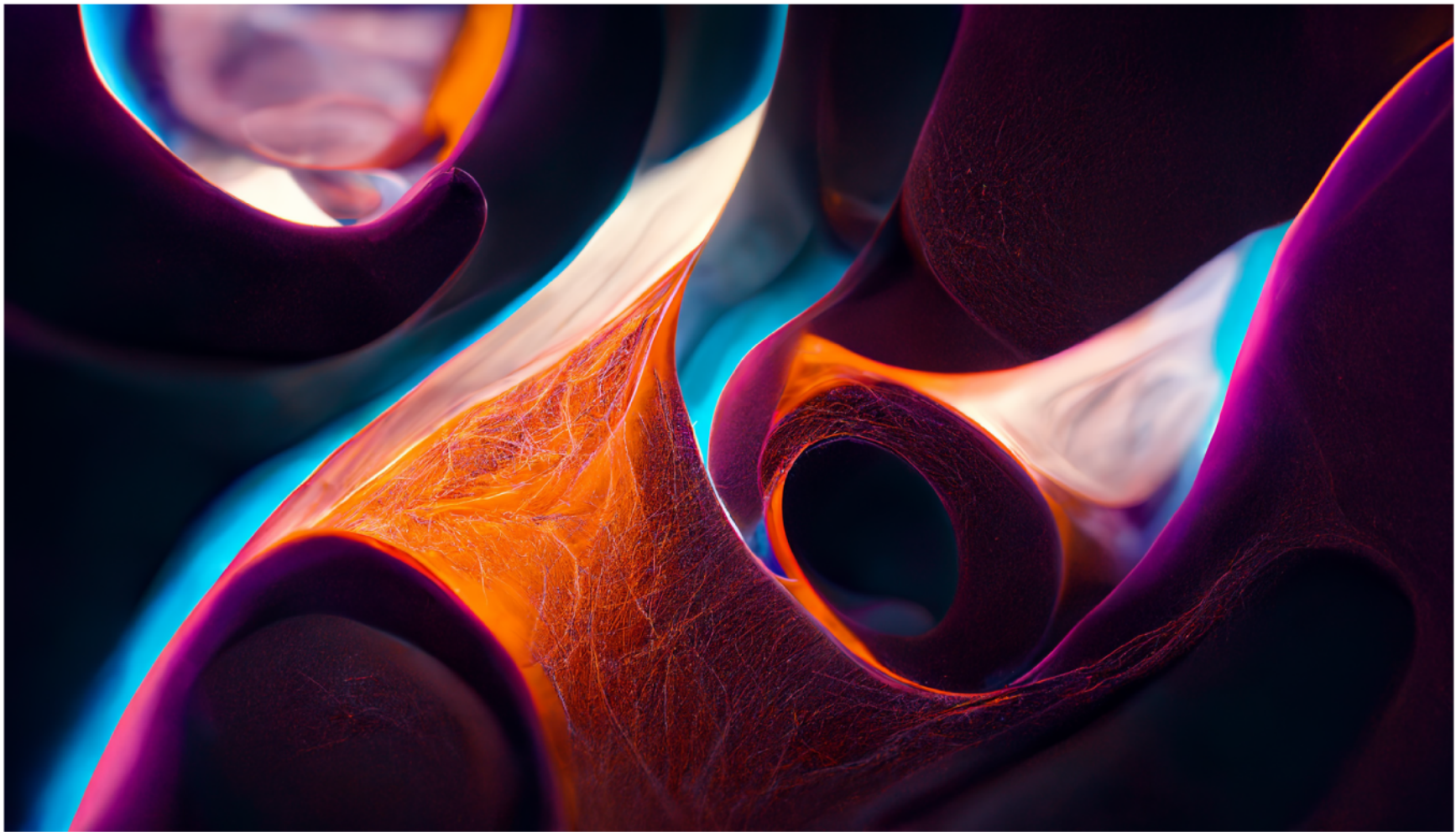
The second technique that is proposed to be used is abstract images that are generated by AI and neural networks. This technique will indicate the technological sophistication and modernity of the company, and also looks very fresh.



The main graphic technique is based on the metaphor of the logo - lines-pulses built on the principle of blend. They symbolize pulsation, movement, life.



Images that have been produced using neural networks and Artificial Intelligence. These images can be used as backgrounds in various cases. For example for packaging, website design, blogging and social media



So, and how it works?









Thank you!