syndeo™

STANDARDS GUIDE

10|16|15 v.1

OVERVIEW

As a service offered by PAML, **syndeo** needs to represent its own brand while still showing relation to PAML.
(Brand Cohesion)

This can be accomplished through:
- **similar color theming**
- **typography choice**
- **correlation in iconography**

The following pages will walk you through this process in the creation of **syndeo.**

MEANING
understanding 'syndeo'

Syndeo is essentially a portal for our clients, allowing open communication and access to information, directly from our labs.

The word '**syndeo**' *(pronounced syn-dee-o)*
is the Greek word for connect.

In essence, the name represents what our portal is.
The place to connect with PAML.

(word association)
connect - attach
             join
             relate: **describe**, *reveal*, **depict**, *track*
             associate
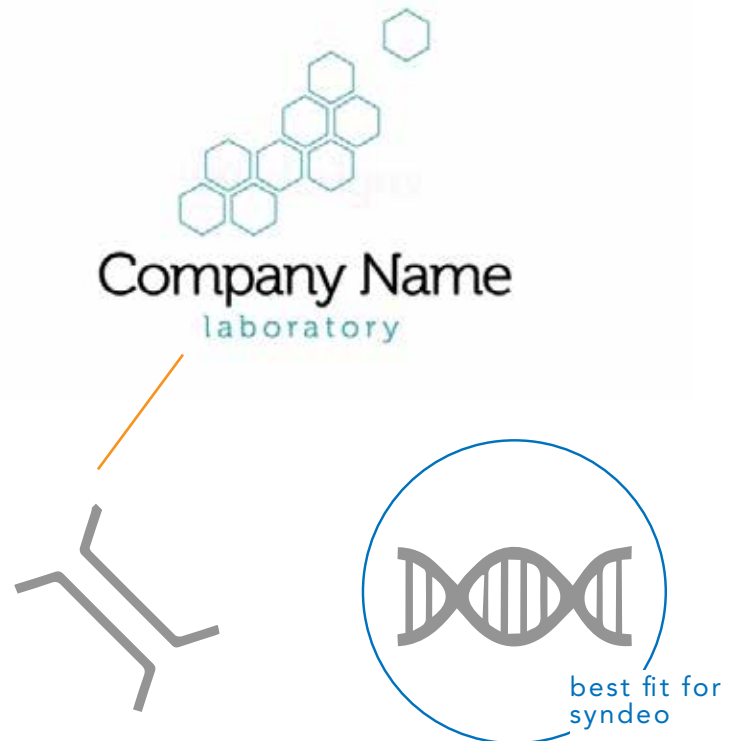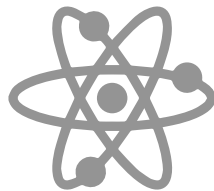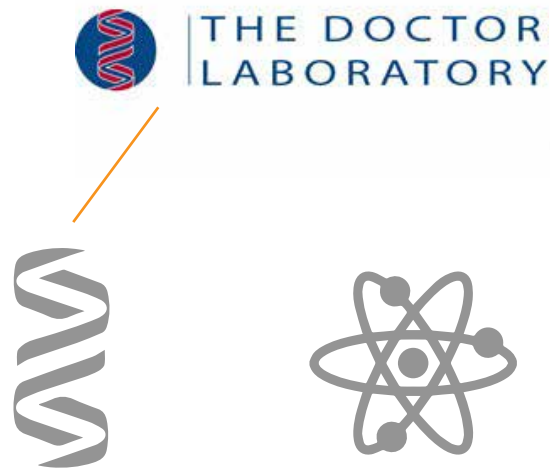   bridge
             correlate

PROCESSES
research

syndeo = **connect** | **relate** | **describe** | **depict**

Shown are a few found examples of logos &
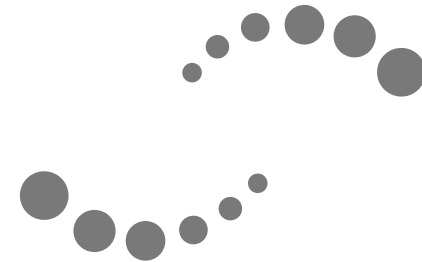icons commonly associated with
pathology/labs/testing connections

best fit for
syndeo

PROCESSES
concept

PAML   +   pathology
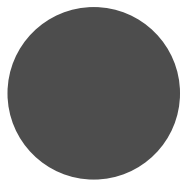connection   =   syndeo

Elements from the PAML logo have been used to mirror the spiral of a double-helix *(commonly associated with laboratory testing)*.

The imagery shows movement and embodies the idea of stability & sustainability, as represented in the color choices.

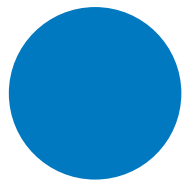**PAML** = stability, trusted source for laboratory testing
Virtual Portal = sustainable *(paperless)* way to stay connected

COLOR
& font

#4d4d4d

C : 65   **R** : 77
M: 58   **G** : 77
Y : 57   **B** : 77
K : 37

#0079c1

C : 85   **R** : 0
M: 47   **G** : 121
Y : 0   **B** : 193
K : 0

#702132

C : 62   **R** : 112
M: 17   **G** : 161
Y : 100   **B** : 50
K : 2

Mangal (bold) is used to represent syndeo. The use of a sans-serif typeface shows relation to the PAML logo and has a clean, bold yet approachable look with the use of the color gray.

BRANDING
& relationship

The color palette for paml.com was used in the creation of syndeo to demonstrate its relation to PAML.
The colors to the right should also be used when looking for a palette to compliment the use of syndeo.

#572968

C : 77   R : 87
M: 98   G : 41
Y : 28   B : 104
K : 16

#ffa700

C : 0   R : 255
M: 40   G : 167
Y : 100   B : 0
K : 0

#c82648

C : 16   R : 200
M: 98   G : 38
Y : 68   B : 72
K : 72

#f44d09

C : 0   R : 244
M: 84   G : 77
Y : 100   B : 9
K : 0

APPROPRIATE USE

In logo form, syndeo is always to appear with the "TM" or encircled R.

1- Unless at the start of a sentence, syndeo is to be written and represented in all lower case letters.

2- Syndeo has three colors in its full color form. *(gray, green & blue)*

3- If syndeo is to be represented in only one color, blue is to be used in place of black or white.

4- Full black may be used on light surfaces, should the full color logo not be acceptable.

5- Full white may be used in dark surfaces where the full color doesn't provide a minimum of 40% contrasting value.
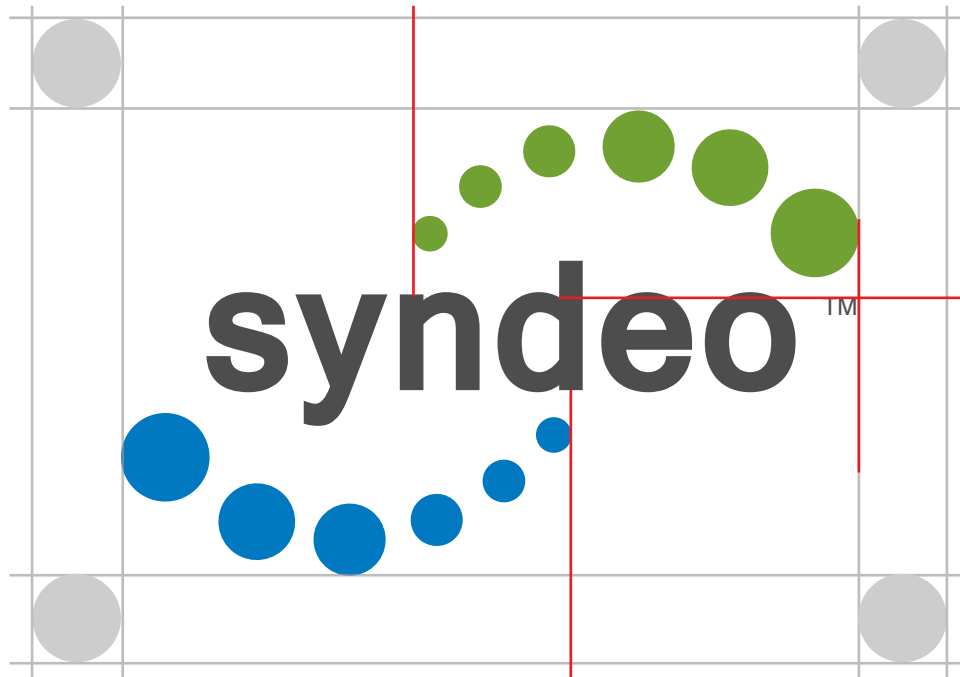
INAPPROPRIATE USE

Please help preserve the integrity of the syndeo brand by being mindful of its use. The following modifications violate the standards set forth in this guide.

1- Stretching, Distorting & Manipulating

2- Pixilation, Feathering & "Glow" effects

3- Drop Shadows, Cast Shadows & Opacity

4- The use of Oulines, Strokes or any Color(s) other than those outlined in this guide.

Any deviation from the appropriate use and standards outlined in this guide are unacceptable.

SPACING
& size I

Use the largest circle, within the logo, as a unit of measurement when determining the spacing. At minimum, syndeo should have at least one large dot space worth of a border around it, as to not interfere with the logo integrity.

Please also observe other measurements shown for proper placement of the TM (or encircled R) and the syndeo dots.
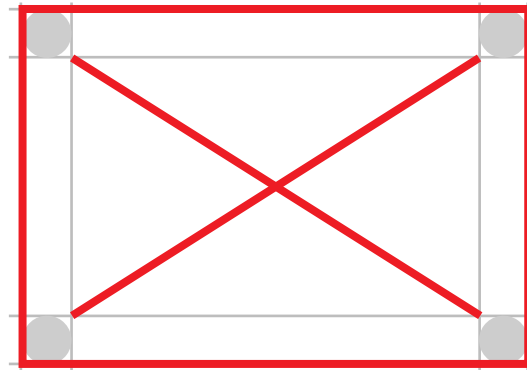
SPACING
& size II

This measurement forms a box around the highest/furthest points of the logo.
Nothing but the syndeo logo is to be inside the outer perimeter of this border spacing.
Vector forms on the syndeo logo can be scaled up or down in size without losing image quality.

Thank You