



## DOBI Medical International Style Guide

(as of 3/10/05)

To ensure consistency and a professional look with our printed and online communications, please follow the guidelines below:

### DOBI Medical Logo Usage:

- The logo should appear in the following colors: DOBI blue and gray, white or black.
- The logo should appear on solid backgrounds, such as white, blue, black, etc.
- The logo should not appear on patterns, which may distort it or make it hard to read.
- The logo should always have a clear zone around it equal to the height of its letters (i.e., other copy shouldn't appear right near the logo).

### DOBI Medical Logo Colors:

The following two colors are used in the DOBI Medical International logo:

#### Gray:

PMS- Pantone Cool Gray 10  
RGB- Red: 98, Green: 99, Blue: 103  
CMYK- C: 0, M: 0, Y: 0, K: 72  
HEX- 626367

#### Blue:

PMS- Pantone Process Blue  
RGB- Red: 0, Green: 126, Blue: 215 (e.g., can create custom color in Word)  
CMYK- C: 100, M: 9, Y: 0, K: 6  
HEX- 007ED7

### DOBI Fonts:

The following fonts should be used whenever possible on manuals, brochures, letters, premiums and other external correspondence:

- The **Hanzel** font, which comprises the DOBI Medical logo, can be used for headings or subheads.
- **Verdana** should be used for body copy or paragraphs of text and **Verdana Bold** for headings. For large text documents, the ideal point size is 10.  
**Note:** Futura can be used as a back-up to Verdana.

### Word Usage:

- DOBI should always appear in CAPS.
- DOBI is a registered trademark and thus should always be followed by a descriptor or a noun in communications (e.g., DOBI<sup>®</sup> scan, DOBI ComfortScan system).
- DOBI Medical is a tradename.

- The use of the phrase “the DOBI system” should be avoided – “the ComfortScan system” is preferred.
- ComfortScan should always appear with a cap C and cap S.
- ComfortScan should always be followed by a noun (e.g., The ComfortScan system...). **Note:** when writing the “ComfortScan system” in a sentence, “system” is lowercase.
- ComfortView should always appear with a cap C and cap V.
- ComfortView should always be followed by a noun (e.g., ComfortView software).
- ComfortNet should always appear with a cap C and cap N.
- ComfortNet should always be followed by a noun (e.g., ComfortNet files).

**Trademarks:**

To properly protect our trademarks, please follow these guidelines:

- The DOBI system is registered trademark and should have a ® superscript after it when first used in text on any material (e.g., The DOBI® system...).
- ComfortScan should always have a TM superscript after it when first used in text on any material (e.g., ComfortScan™).
- ComfortView should always have a TM superscript after it when first used in text on any material (e.g., ComfortView™).
- ComfortNet should always have a TM superscript after it when first used in text on any material (e.g., ComfortNet™).

**Copyright Statement:**

The following copyright statement should appear on printed and online external communications in small type at the bottom or back of the piece (this includes brochures, manuals, guides, sales sheets, e-newsletters, etc.) **Note:** the statement can be adjusted to include our other trademarks, such as ComfortScan and ComfortView.

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**Regulatory Disclaimer:**

The following disclaimer should be used whenever referencing the ComfortScan system in printed documents (use the same point size as the smallest text on the page, excluding picture captions):

The ComfortScan system has its CE Mark and UL for international sales, and DOBI Medical is a certified ISO 9001:2000 and ISO 13485 company. The ComfortScan system is not yet commercially available in the U.S. as it is limited by U.S. law to investigational use until approved by the FDA, which cannot be guaranteed.