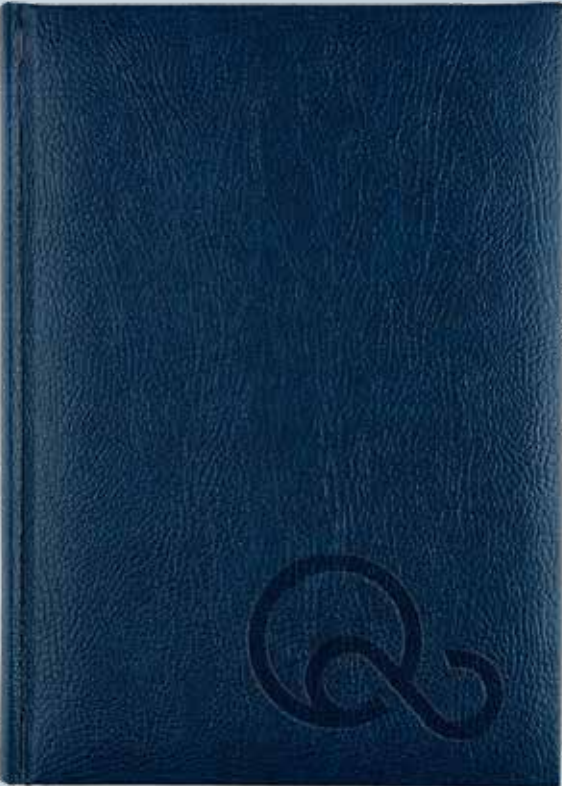


# BRAND DESIGN SAMPLES

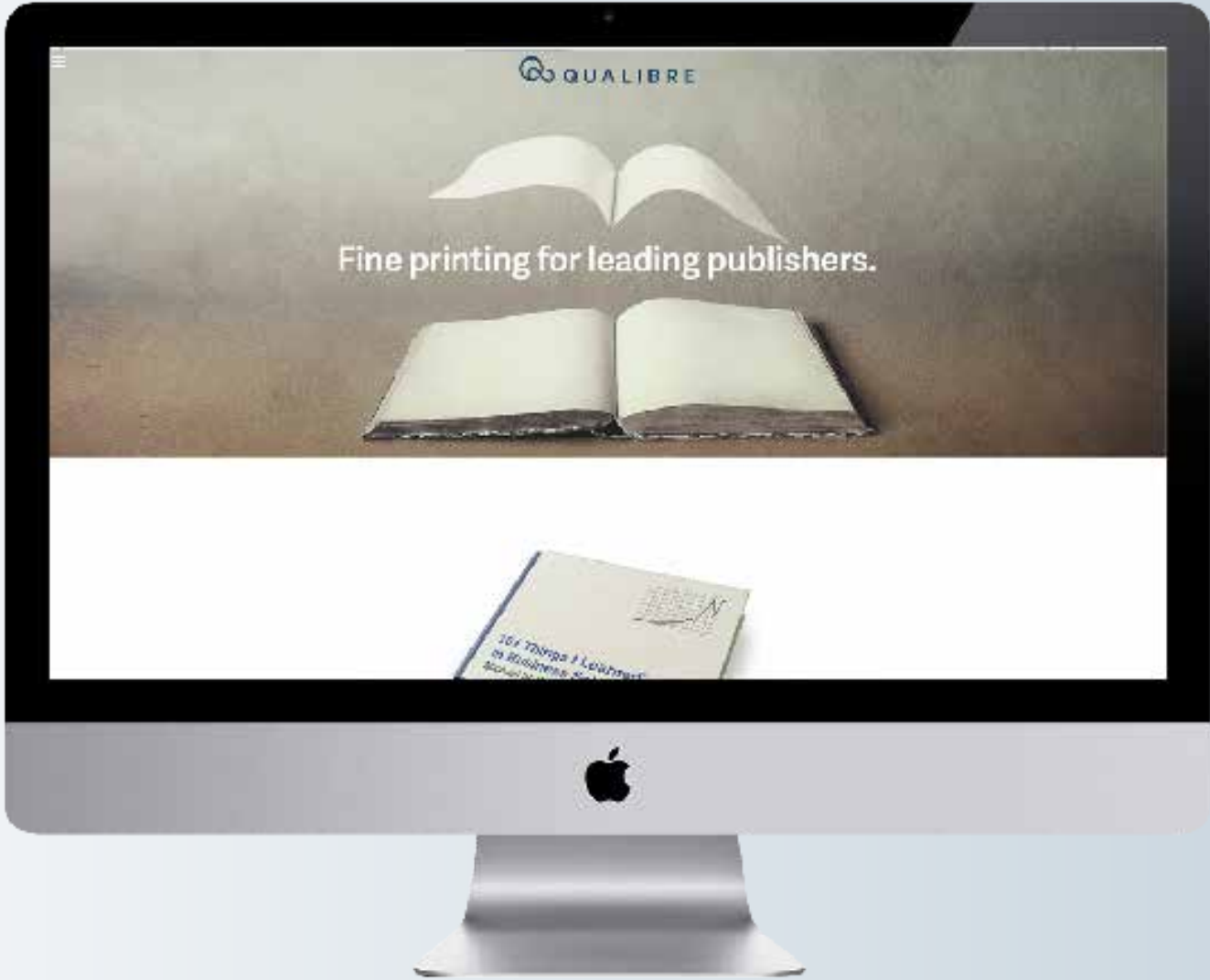


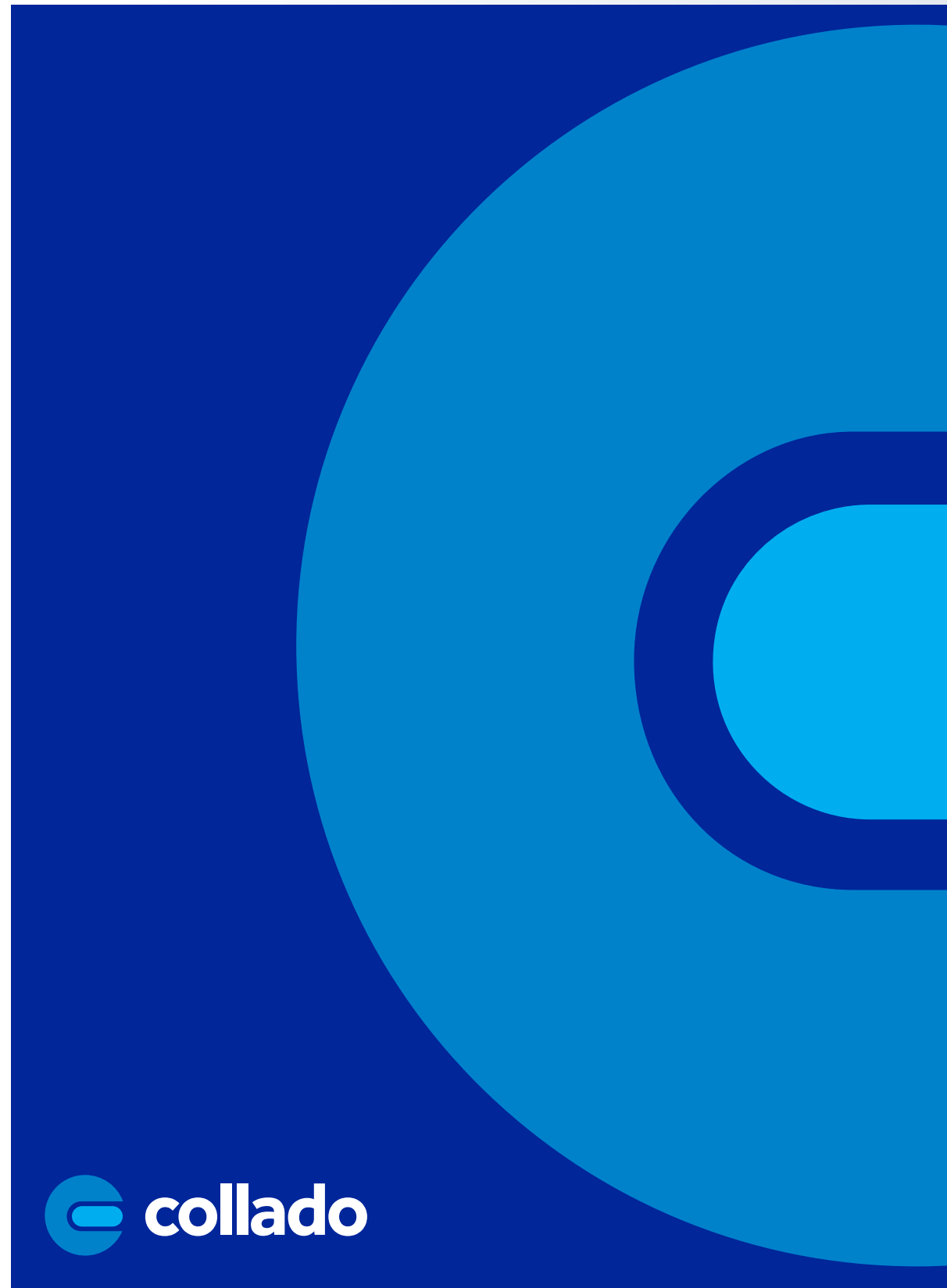


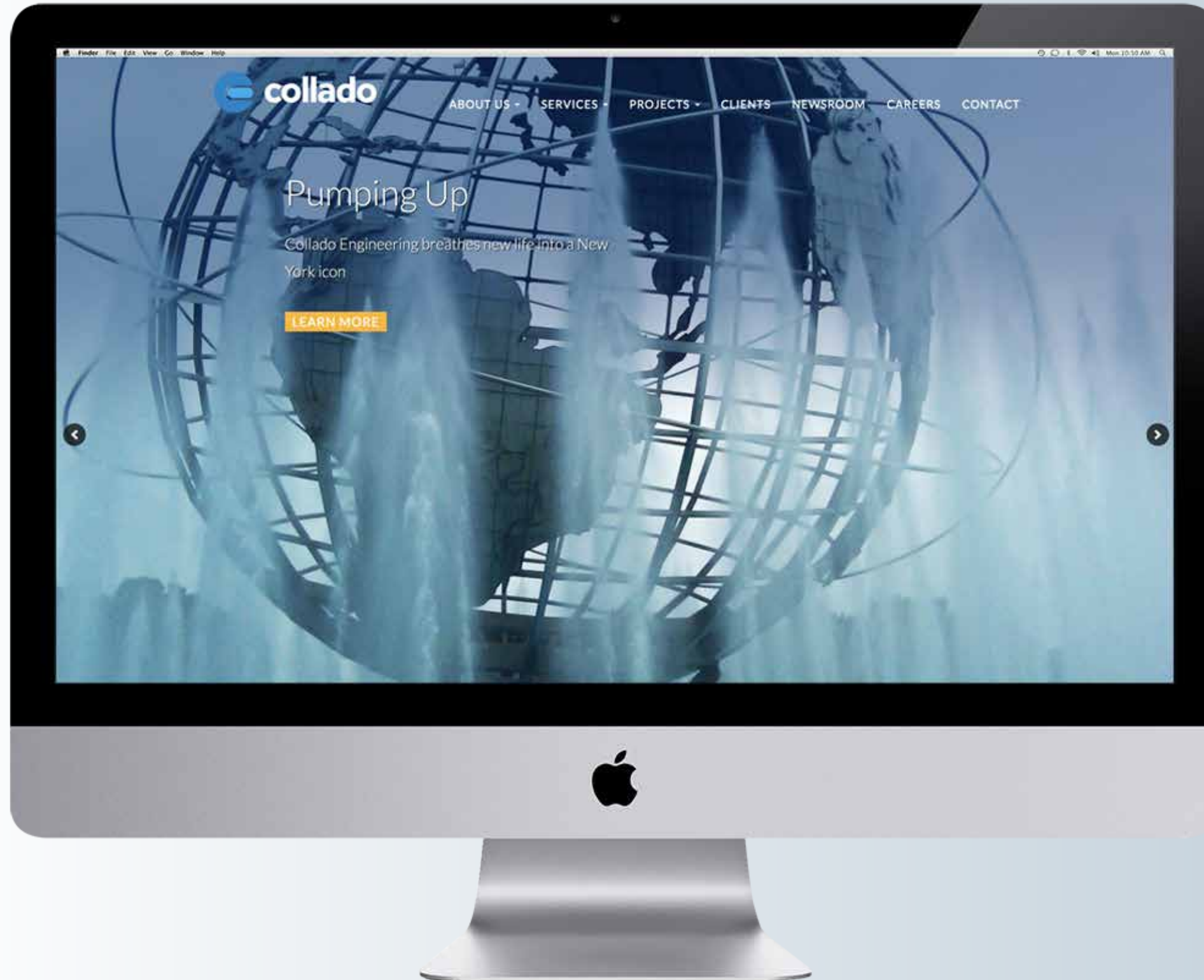
 **QUALIBRE**

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## OUR SIGNATURE

The cornerstone of Somnia's corporate identity is our intertwined people symbol and strong logotype. The logo colors are PMS 540 and 640, a combination of coordinating shades of blue that communicate stability, competence and dependability.

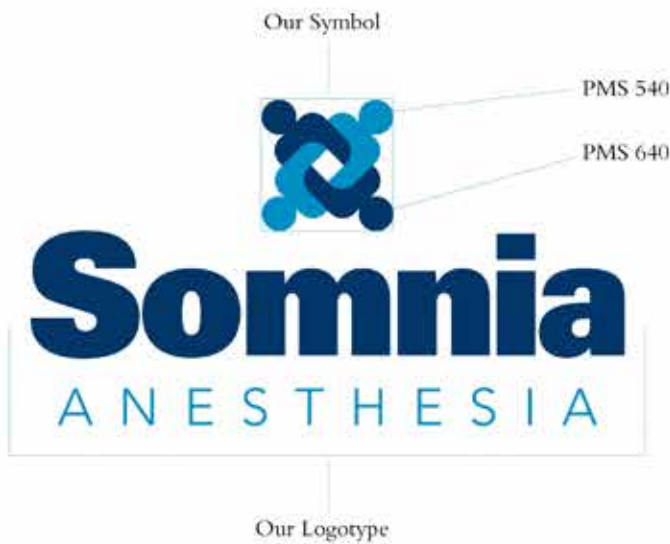
Our signature is a critical component of our communications strategy, the foundation that ties everything together. It projects a crisp, efficient, collaborative and people-first image to our healthcare administrators, clinicians and potential recruits. That's why it is vital that we use it consistently on all of our communications. To ensure this, the signature is created as a lock-up; the proportions of the symbol and type may not be altered in any way.

Clear space is the area surrounding the signature in which text or graphic elements may not intrude. Ideally, the signature should be staged with as much clear space as possible to ensure proper framing of the signature and to protect its integrity. Noted below are minimum clearance guidelines.



Using the height and width of our symbol you can always be sure to measure the minimum clear space around our logo. Use the same measurement when using our tagline.

Here is an example of the invisible boundary:



## OUR COLOR PALETTE

Our color palette is also an important part of maintaining and promoting recognition of the Somnia brand identity.

The cornerstone and primary color of our palette is Somnia dark blue (PMS 540) and Somnia light blue (PMS 640).



A comprehensive palette of colors that best complement our colors is shown here. This range of alternatives offers flexibility in design while strengthening the unified look of all our communications. Use these colors whenever possible.



## ELECTRONIC MEDIA PALETTE

Below are the hex number equivalents for use on all interactive and electronic media communications. Use these colors whenever possible.

### Primary Colors

## OUR BRAND PERSONIFIED

The images we use in all of our communications must reinforce our positioning strategy. The personality of our company is about stability, reliability and confidence in our clinical and management expertise. It's also about being trustworthy, approachable and resourceful. The images we use should reflect these attributes.

Whenever possible, show real people in real situations. Use the following general rules as a guide when creating or selecting images for Somnia communications materials.

- Powerful visual communications are often the result of one idea or objective per image.
- Photos, illustrations and other visual images should be rich in texture, color and subject matter.
- Imagery should work to humanize the company.
- Close cropping creates more interest and drama by bringing central themes into focus.
- Choose viewing angles and lighting effects carefully.
- Realistic working environments reflect our honest values.
- Show diversity in people to reflect our clients, clinicians and patients.

## PREFERRED IMAGERY STYLE

