

## Guideline

This is our brand visual system, built for our company and products. It is clean, calm and clinical, with just enough warmth to connect to humans.

Use it as your guide: these rules keep the brand consistent, and it grows with us as we grow.





## **How we speak**

Dormotech speaks with calm confidence.  
We are clear, direct, warm, and human.

We do not write to sound impressive. We write to be understood.  
We challenge old ways of thinking in sleep diagnostics, but we  
never talk down to the people doing the work. We invite  
clinicians, providers, partners, and patients forward.

Our language is concise because people are busy.  
Our claims are careful because we work in healthcare.  
Our tone is confident because we believe in our products.

Every sentence should be easy to understand, clinically accurate,  
and worth keeping.

## **We keep it clear**

## **We respect the reader**

## **We stay clinically honest**

## **If we use AI, we edit**

## **We challenge without talking down**

## **We think accessibility first**

## **Across the world, we sound like us**



Logo

Symbol and well-balanced typography. We use a small circular module to create consistent spacing.



[Download](#)





Logo

The symbol and wordmark don't always need to appear together.

Both are recognizable brand assets and can be used independently when the context already provides enough connection to Dormotech.

In layouts with multiple branded touchpoints, avoid unnecessary repetition. For example, use the symbol in one area and the wordmark in another rather than repeating the full logo in both places.

The goal is a brand system that feels connected, not redundant.

Use the symbol, wordmark, or tagline lockup according to what the space needs.





Logo

On dark backgrounds, use the white logo to maintain contrast and legibility.

It's designed for dark-mode interfaces, presentations, digital applications, and other surfaces where the standard logo doesn't provide enough contrast.

Choose the version that best fits the space while keeping the logo clear and easy to read.





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Logo

When you can't use color or it simply isn't the focus, use the monochrome logo. It's designed for black-and-white print, partner logo walls, and other applications where every brand is shown in a single color.

The logo comes in several lockups to fit different spaces: the symbol on its own, the symbol with the wordmark, and the full lockup with the tagline.

Choose the version that gives the brand the clearest, most balanced presence.





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Collab logos

Keep collab logos as separate identities. Place them side by side with a divider, align them vertically, and balance by visual weight rather than exact size.

Use generous spacing and approved logo versions only.

Do not alter either mark or create a lockup that implies a relationship, endorsement, or certification that does not exist.

Use the symbol alone only when the surrounding context makes the brand clear.

When in doubt, use monochrome versions of both logos.





## Logotype

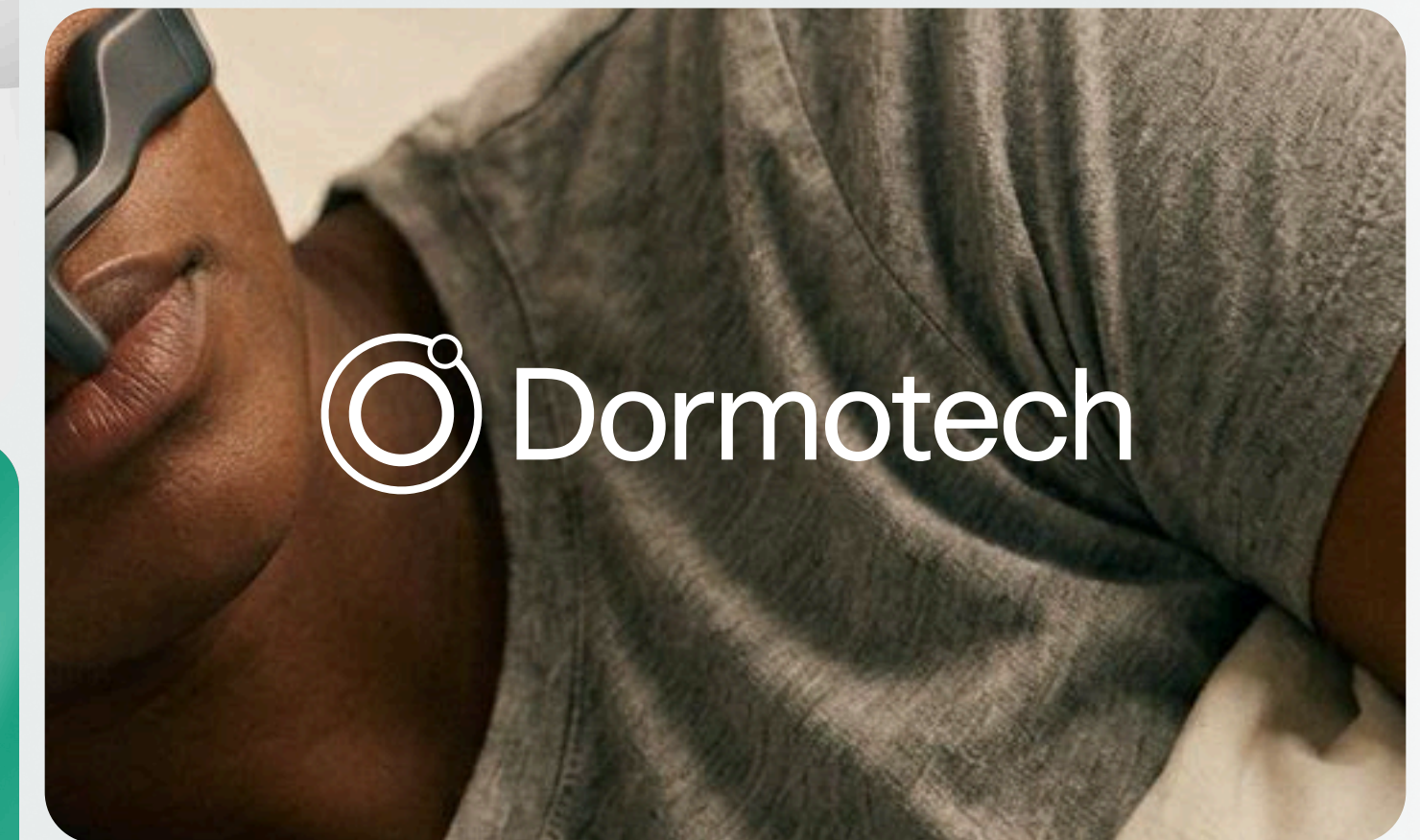
The logo can be used directly on color, imagery, and graphic backgrounds.

Use either the black or white version depending on which creates the strongest contrast.

Choose an area of the background that gives the logo enough visual separation to remain clear and legible.

Avoid placing it over busy details, similar tones, or anything that competes with the mark.

Allow the background contribute the color and the logo communicate the brand message.





Logo misuse

Keep the logo consistent by using the approved artwork as provided.

Proportions, spacing, arrangement should remain consistent across every application.

Don't recolor the logo outside the approved palette, add outlines or effects, rearrange the symbol and wordmark, stretch or compress the artwork, or place other elements inside its clear space.

We have many variants to make it work, no need to create a new version.



Avoid incorrect colors



No outline version



Don't rearrange the lockup



Keep the clear space



Don't stretch or squeeze



Don't distort or add effects



Company tagline + a supporting line



**Every sleep study, one platform.**  
Lab-quality diagnostics where care happens.

Company tagline





Palette

The palette is built around the rhythm of sleep: from deep night to morning light.

**Deep Forest Green** is the night of the brand system—a warm, safe darkness that feels distinct from the cold blacks and blues typical of medtech.

**Electric Lime** is the pulse. Used for data, interactions, and key calls to action, it brings energy and urgency to the system.

**Mint, Teal,** and **Gray** create the quieter middle ground, keeping information-rich and clinical applications clear, calm, and precise.

**Sand** brings the human world into the palette: skin, soft morning light, bedding, and home.

Together, the palette combines the two places Dormotech needs to belong: the clinical precision of a lab and the intimate reality of a device a patient takes into their bedroom.



60/30/10 Rule

The palette works best when it has room to breathe. Use the 60/30/10 rule as a guide for creating hierarchy without making every color compete for attention.

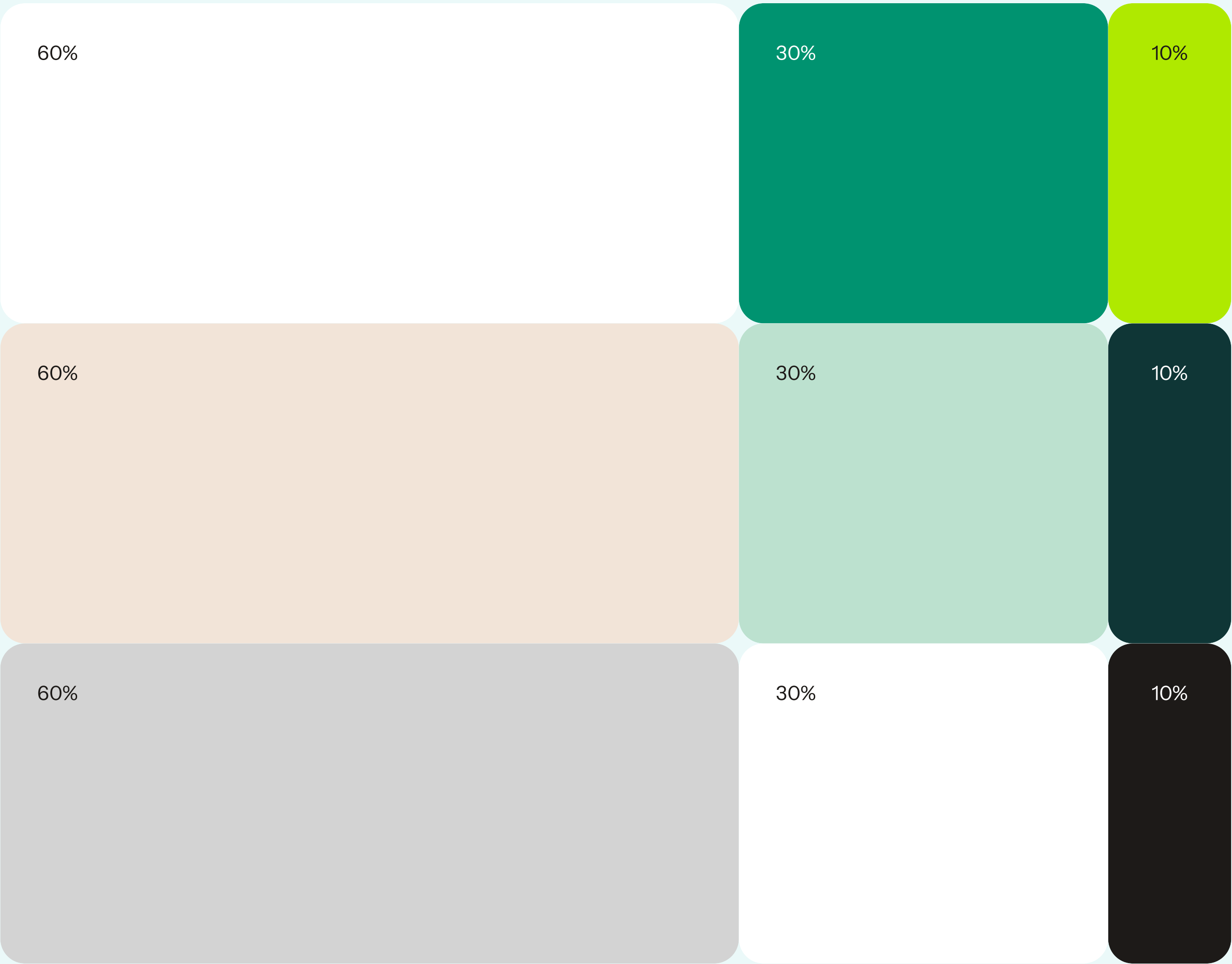
About 60% of a composition should come from the quieter base colors—White, Sand, or Gray.

Use roughly 30% for a supporting brand color, such as Forest Green, Teal, or Mint. This layer gives the composition structure, depth, and a distinctly Dormotech character.

Reserve the final 10% for the strongest point of contrast. Electric Lime is the pulse of the system and should be used selectively for data, CTAs, and moments that need immediate attention.

Deep Forest Green or Black can play this role when a darker anchor is needed.

The percentages don't need to be exact. One color leads, one supports, and one catches the eye.





Tints

Each core color expands into a tonal scale for the times when the system needs more range: data visualization, interface states, hierarchy, backgrounds, and other functional applications.

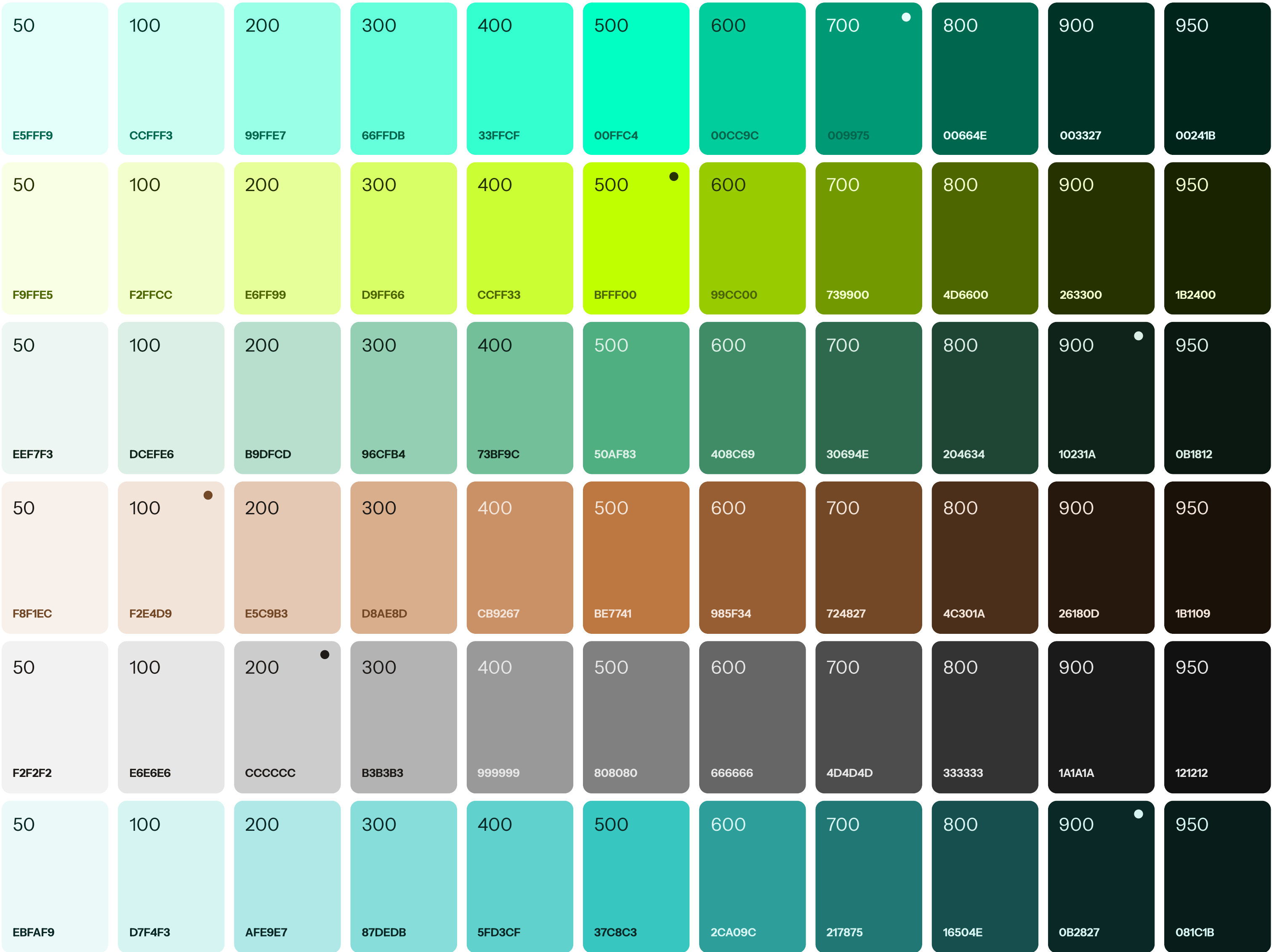
These tints extend the palette, not replace it. The core colors should remain the most recognizable expression of Dormotech, with lighter and darker values used to create depth where needed!

More shades, but same discipline. Keep combinations restrained and preserve the balance, clarity, and night-to-morning character of the core palette.

Contrast

Accessibility comes first. Aim for WCAG AA at minimum: 4.5:1 for body text and 3:1 for large text and UI elements. Use AAA contrast where practical.

As a general rule, use dark text on lighter values and light text on darker values. Mid-tones can vary significantly, so always verify the final combination with a contrast checker rather than relying on the tint number alone.





**Gradient principle**

Gradients bring light and atmosphere into the system. They should stay within a single color family, moving from a deeper core color into a lighter tint or white, like breathing.

This keeps it calm and cohesive creating a sense of depth, softness, and changing light that runs through our brand. Avoid multicolor or high-contrast gradients.

The effect should feel gradual and natural like light entering a bedroom than a digital effect.





# Instrument Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

1234567890@

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You can use them in your products & projects – print or  
digital, commercial or otherwise.  
This isn't legal advice, please consider consulting a lawyer  
and see the full license for all details.

## Both for headings

**And body**

Use it for all copy: PowerPoint, slide  
decks, and anything shared outside  
design tools.

It's a Google Font.

[Open Instrument Sans font](#)

# Wave generator

A local Figma plugin that generates our branded sleep-signal waves.

[Download](#)

## Install (once, \~1 min)

1. Download the **`Dormotech Waves`** folder and keep it somewhere permanent — Figma reads it from disk every time.
2. Open the Figma **desktop app** (browser Figma cannot load local plugins).
3. Menu → **Plugins → Development → Import plugin from manifest...**
4. Pick **`manifest.json`** inside the folder.
5. Done. It now lives under **\*\*Plugins → Development → Dormotech Waves\*\***.

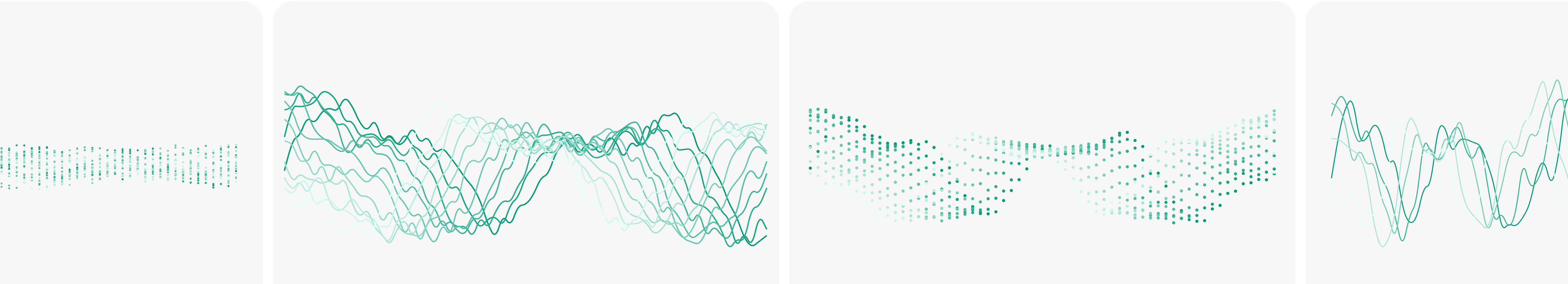
## Use

Open the plugin, set the shape, hit **Generate**. The waves land on the canvas as a frame of editable vectors.

- Lines / Dots — stroked signal lines, or a dot matrix.
- Gradient — off gives a single flat colour. Paste any hex directly into the field.
- Progressive blur — fades the bundle out vertically or horizontally.
- Seed — same seed + same settings = the exact same wave. Note it down when a pattern gets approved.

Defaults are brand-correct: **`#009975`** → **`#E5FFF9`**.

## Output





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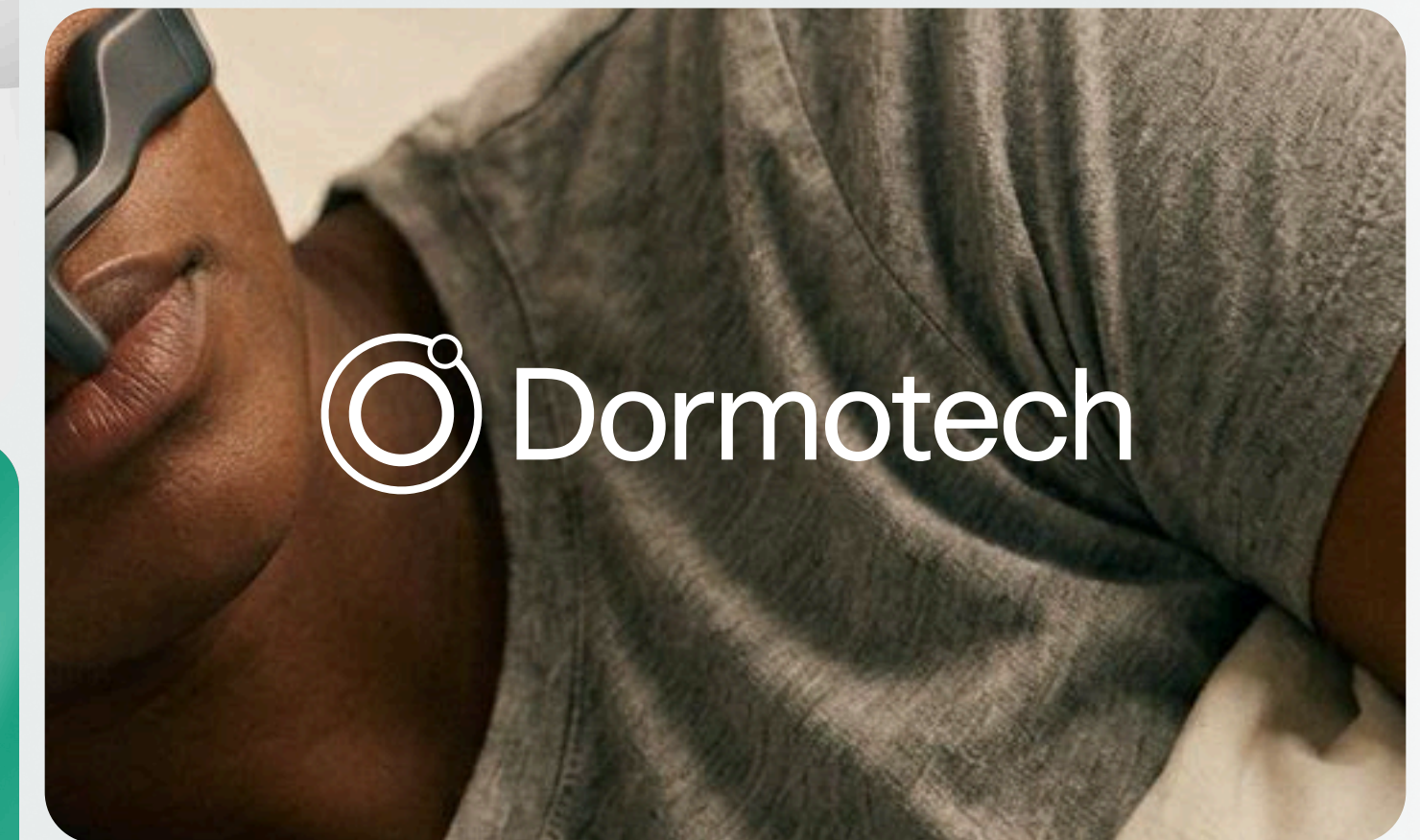
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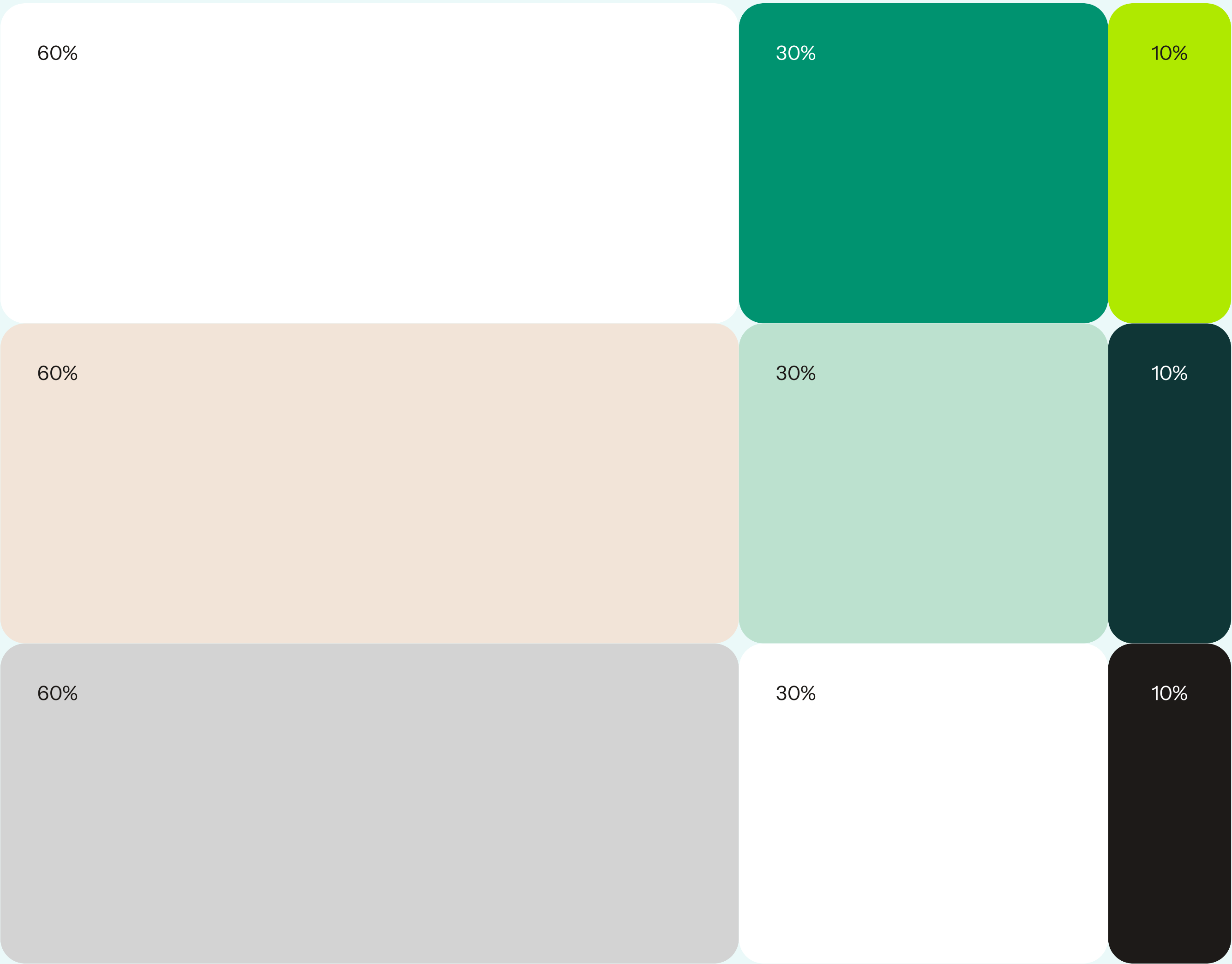
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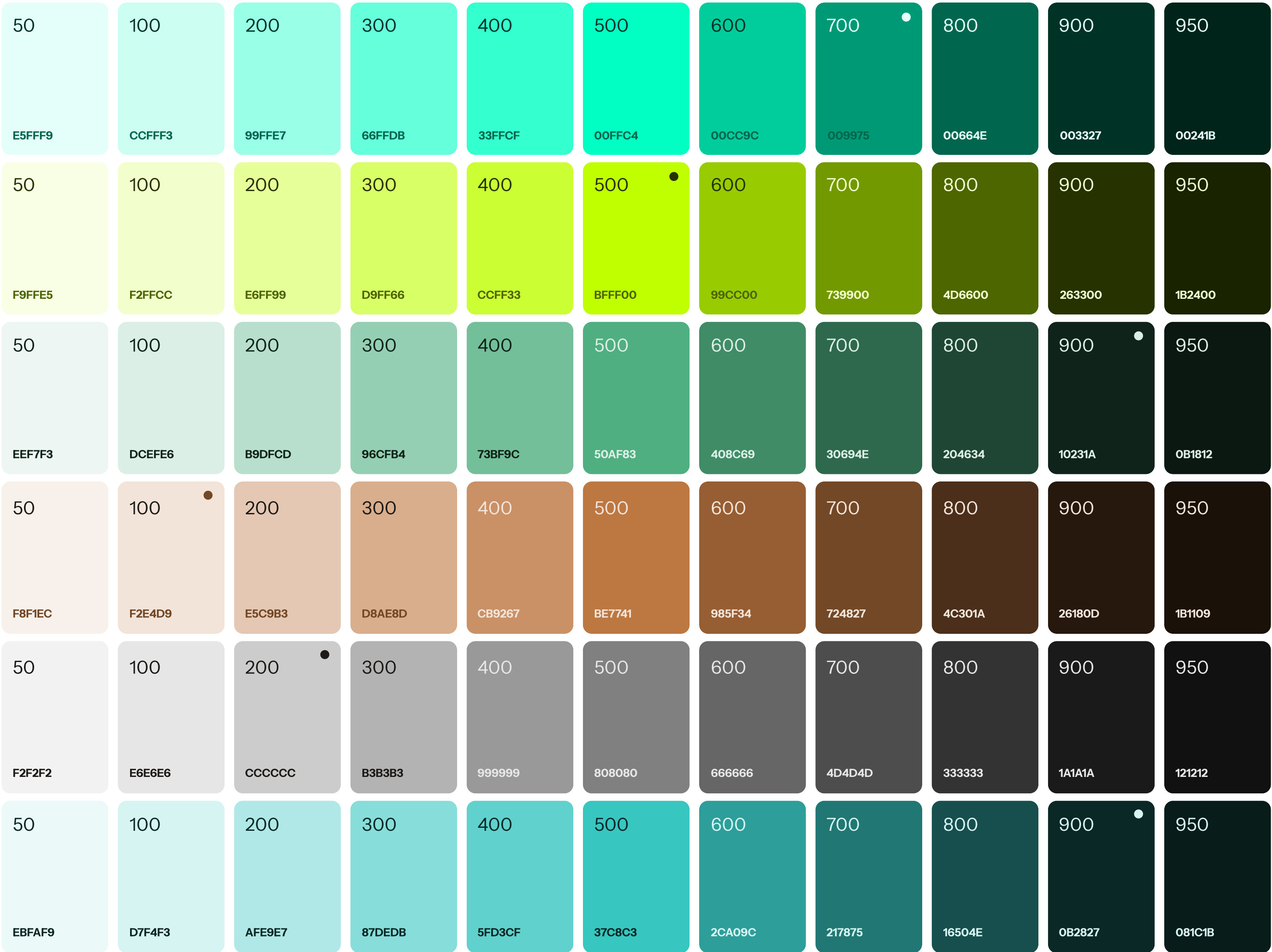
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1234567890@

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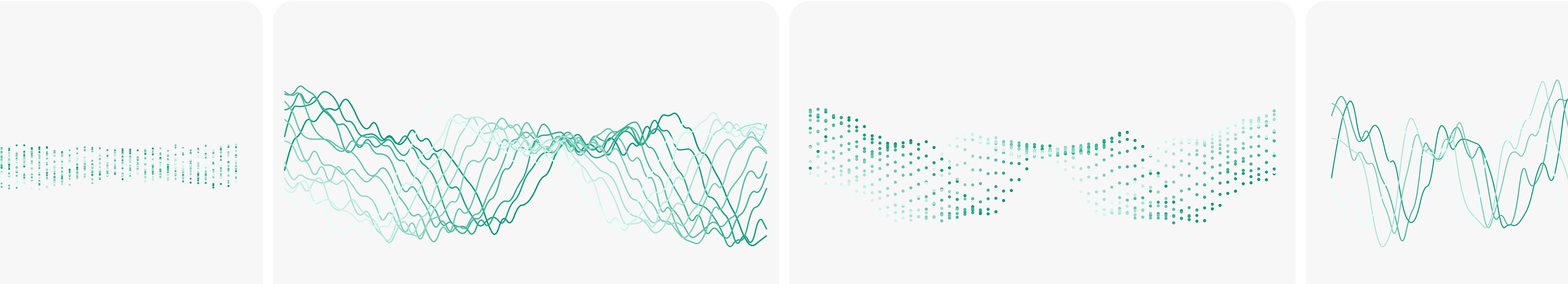
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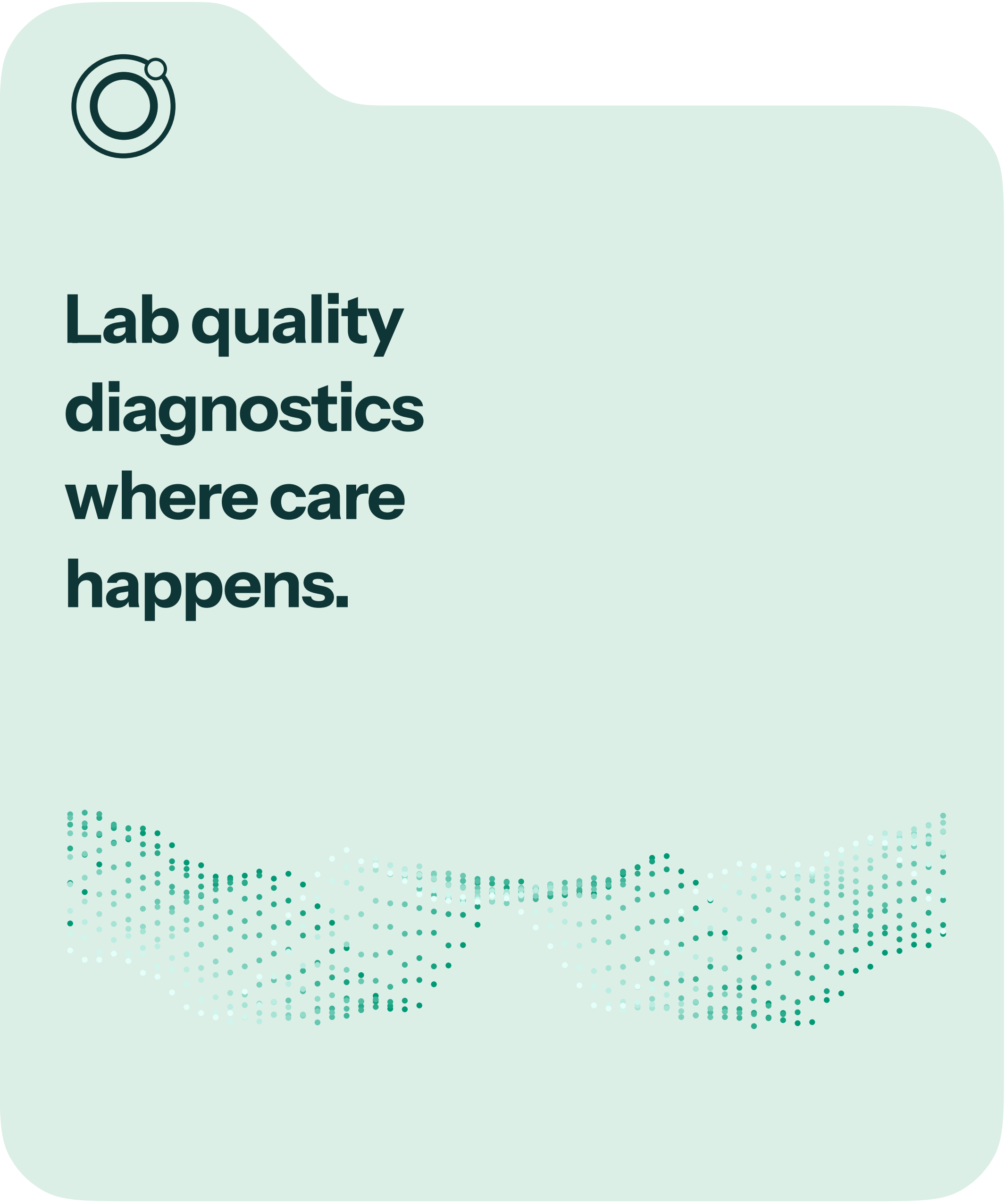
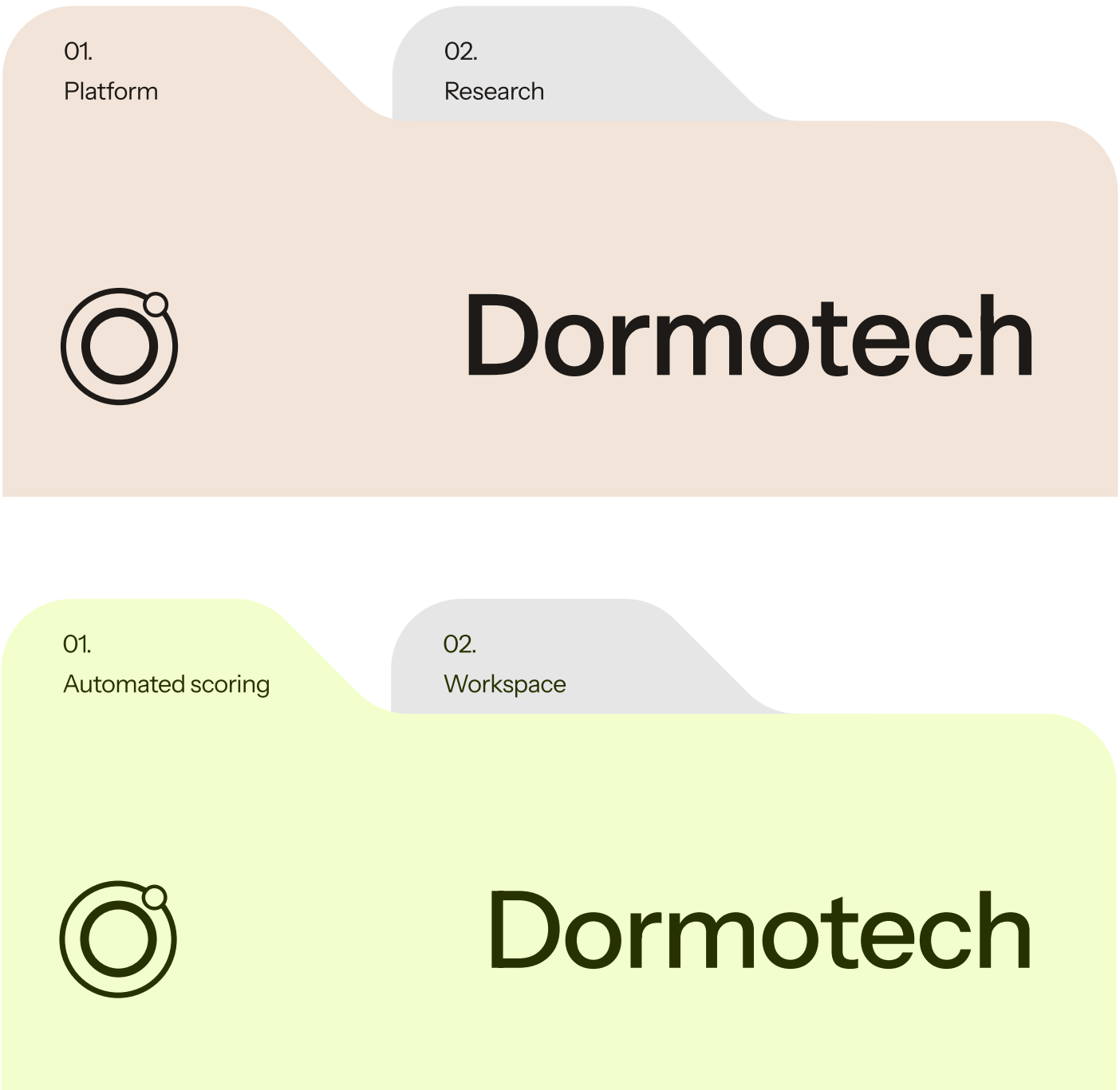


# Folders

The folder is a recurring container across the Dormotech brand system, inspired by the familiar language of organized clinical information.

Tabs can be used to show stages, study types, workflows, patient groups, or related pieces of information. This gives complex content a structure without making it feel overly technical.

Keep it light and purposeful. Use folders when they help organize or frame information - not as decoration.





## Product photos

Photography should always represent our brand and products accurately.

Use approved photography whenever possible. Don't generate, fabricate, retouch, or recreate product imagery in ways that change how the device looks or functions.

If a campaign or application requires a specific angle, setting, patient, or lifestyle image that doesn't already exist, request new photography through Marketing rather than improvising an asset.

### Product Photos





Thank you!

