



SDT BRAND GUIDELINES

The brand expresses a value, know-how, expertise, history, commitment, bond, contributing to help consumers in their choice.

Version 11 - 2025

SDT Brand

Brand identity

The brand identity contributes greatly to its success. An assembly of components of the existence of the brand. Receiving a name, graphic design, positioning, values and ethics, being associated with any goods or services beneficiaries at a price, with a choice of distribution channels and a communication axis. This ensures the brand developing a strong identity that will enable it to become known and then be recognized for that identity.

The more these elements are powerful, coherent and complementary to each other, the stronger the brand. The more they are disparate, ill-ordered and managed without purpose or vision, the less brand consistency and thus existence. The brand identity reflects the contribution of all elements of the brand's reputation and image.

The brand expresses a value, know-how, expertise, history, commitment, bond, contributing to help consumers in their choice.

SDT's customer

The entire SDT communication is primarily aimed condition monitoring technicians, maintenance technicians, and maintenance managers of production tools for any industry, whether on large or small scale. Given that the SDT devices are designed to alert us when assets are no longer in good operating condition and thereby preserve the quality of production, the production rate and energy costs, it is, therefore, also aimed to production managers, energy managers and financial managers. They are all, in their own interests, prescribing the solutions provided by SDT.

SDT vision

Widely regarded as the technological pioneer in its field, SDT is the most intelligent ultrasound company in the world. As the global thought leader for ultrasound inspection, we continue to push the boundaries of our technology. Our vision is to partner with our customers to create a worldwide base of smart ultrasound inspectors. Together we will explore new ideas to improve existing uses and, at the same time, create new applications for the world. We will achieve our goal to dominate market share by taking care of our customers and striving for excellence. Our products and services should be innovative, efficient, accurate, robust, reliable, easy to use and affordable.

SDT mission

SDT provides ultrasound solutions that give our customers a greater understanding about the health of their factory. We help them predict failures, control energy costs, and improve product quality while contributing to the overall uptime of their assets.

SDT values

Respect, flexibility, simplicity are the major values that will guide all our actions.

SDT look and feel

A comprehensive visual system

In keeping with our updated brand approach, we've created a set of design guidelines. These guidelines are intended to ensure consistency over just about every instance of customer contact. How? By building a closer connection to our customer. It's subtle, yet so tangible when executed properly.

That's why it's our goal to protect, support, and communicate our brand clearly and consistently in everything we say and do. Do this and the strong, positive perceptions created will drive customers to SDT.

The core design elements are the essential visual elements of our brand — the SDT logo, typefaces, color palettes, imagery, and graphics — and are the starting point for any SDT communication.

Consistency. It's a powerful idea and one that can't be overstated. Especially when it comes to written copy.

SDT Registered Trademarks

The TM symbol is used when an application for trademark is made with the trademark registry. The TM symbol is usually used in connection with an unregistered mark—a term, slogan, logo, or other indicator—to provide notice to potential infringers that common law rights in the mark are claimed. We can freely use the TM symbol with our logos or product names.

The ® symbol indicates that this word, phrase or logo is a registered trademark for the product or service. It must only be used in the case of registered trademarks and by the owner or licensee. It also must only be used in the regions in which you possess a valid trademark registration.

SDT registered the following trademarks: (Updated February 2025 - requested)

- Registered words:
 - SDT – Benelux, EU, UK, US, China, Canada
 - LUBExpert – Benelux, EU, UK, US, Canada
- Registered logos:
 -  – Benelux, UK, China, EU, US, UK, Canada
 -  **LUBrain** – Benelux, UK, China, EU, US, Canada
 -  – Benelux, UK, EU, US, Canada
 -  – Benelux, UK, EU, US, Canada

SDT Logo specifications

Basic SDT logo

The basic SDT logo should only be used when required by technical reasons. The round logo with retail tagline (Ultrasound) and holding shape should be used in first priority.



Round Logo

The round logo should be used wherever possible. It is considered as “the SDT logo”.

Taglines are an integral part of conveying a brand image. To maximize its impact and to preserve its unique status, please: don't change the lockup (how it's positioned with our logo). And, maybe less obvious but just as important: never recreate the combined logo and tagline in holding shape art. Doing so weakens our identity.



The tagline “Ultrasound” should be used whenever it is possible following the same rules here under. Depending on the available room, it can be written next to the logo or below.



The different rules on how our logo with tagline should be used appear below. Please, don't use any logo with tagline other than our authorized logo with tagline in any advertising or marketing materials.

Also, a slogan (Protecting what matters) can be added depending on the needs: Clear space

Always maintain clear space around the SDT logo to protect the logo from distracting graphics or typography.

Never allow typography or other elements to “invade” the logo.



Background / Fill color

Depending on the background or the material on which it is printed, the logo can be used without fill color in blue or black for light backgrounds and white for dark backgrounds.

To make the logo stand out on most backgrounds a soft white “glow” effect can be added around the logo. On dark backgrounds, where the logo could lack contrast, this white glow is strongly recommended. This effect should give the logo some subtle extra punch on light backgrounds and make it stand out on dark ones. This effect should not be exaggerated. Using other colors than white for this effect should be avoided in all cases.

The opacity of the SDT logo should always be set to 100%.



Incorrect use of the logo



Do not distort the logo in any way.



Do not use the logo in a repeat pattern.



Do not assign arbitrary colors to any part of the logo.



Do not reduce the opacity of the logo, and avoid close distracting elements.

SDT core colors

Consistent use of color is one of the easiest — and most effective — ways to break through marketing clutter. To rise above the noise. To be a visible needle in a haystack of competing communications.

Why blue?

Blue is an integral part of the SDT visual identity. It's also the most popular color of the spectrum and suggests authority, dignity, security, stability, heritage, and trust.

Blue also communicates image attributes like friendly, approachable, reliable, and trustworthy.

Certain shades of blue can suggest different but complementary and appealing traits. Darker blues? Tradition and quality. Brighter blues? Innovation or technology.

Blue combines well with other colors (orange, yellow).

Because blue speaks to so many things, it's important that we leverage it in all our brand communications. Think blue.

Primary colors

These colors should dominate every piece you create. SDT Dark Green will be used on light backgrounds and SDT Light Green will be used on printed dark backgrounds.



SDT medium blue
Pantone: RAL 5010
CMYK: 100-69-23-7
RGB: 0-81-149
HEX: 005195



SDT Dark Green
Pantone: 555 C
CMYK: 82-33-83-22
RGB: 45-112-73
HEX: 2d7049



SDT Light Green
Pantone: 2299 C
CMYK: 35-0-99-0
RGB: 179-211-52
HEX: B3D334

Secondary colors

SDT dark and light blue can be used to improve contrast or to establish information hierarchy.

SDT Lime will be preferred as highlight color for online dark background .



SDT light blue
Pantone: 7691 C
CMYK: 92-63-1-0
RGB: 0-99-176
HEX: 0063b0



SDT dark blue
Pantone: 2955 C
CMYK: 100-82-35-24
RGB: 0-57-100
HEX: 003964



SDT Lime
Pantone: Not applicable
CMYK: 35-0-100-0
RGB: 175-255-0
HEX: AFFF00

Other colors

Under some circumstances these other colors could be used.



Super Dark blue
Pantone: 7463 C
CMYK: 100-80-43-45
RGB: 0-39-69
HEX: 002745



Super Light blue
Pantone: 2727 C
CMYK: 75-43-0-0
RGB: 0-139-246
HEX: 008bf6



SDT yellow
Pantone: 116 C
CMYK: 1-19-100-0
RGB: 255-204-0
HEX: FFCC00

SDT Colored Lines

The SDT colored lines are a combination of the Primary blue and the two highlight colors. It is used in conjunction with the logo and taglines in several documents to assert our brand.



Product logo & name guidelines

Product logos should be reproduced in SDT medium blue, black or white. Some logos like the LUBExpert logo and the Checkers Range logos will use a combination of yellow and white or black or blue.

The chosen color should have a good contrast with the background.

When possible, in graphic artwork environments, the product logo should be preferred instead of the product name written as text.

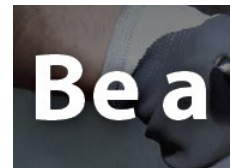
In titles and text body the product name should be written as text with same typographic style as surrounding text. Using typographic style to “recall” a product logo in titles and text body should be avoided.



Typefaces

Myriad Pro

Myriad Pro is easy to read and has an elegant look. This typeface should be used for commercial text in graphic artwork environments. Myriad Pro Bold should be used for main headlines in graphic artwork environments.



Calibri

Calibri is a contemporary looking font which has the advantage of combining good legibility with compactness. In nongraphic artwork environments Calibri is the preferred font to use. Use type size, weight, and color to establish a clear hierarchy of information. Calibri is an ideal font for placing information where available space is limited. Therefore, in graphic artwork environments, Calibri can be used to display more technical or functional information (technical info, captions ...).

Arial

The Arial typeface should only be used when compatibility could be an issue: Calibri isn't still installed on a non-insignificant proportion of computers etc.

Photographic creative direction

On-site pictures should reflect users' comfort, diligence and safety (helmet, eyewear... if required). They should look realistic and show the correct use of equipment (for example way of holding contact probe). If possible, data on screen should have good visibility and show information in accordance with the situation.

Tone and voice

The SDT positioning, brand character and commitment should reflect in communication. All our communication toward customers should make clear that:

- They can count on SDT for providing them the right device to solve their problems;
- Avoid misunderstanding: SDT assists the customer when required, but SDT is not a service provider;
- SDT provides advanced solutions for the masses (combining simplicity with sophistication for predictive maintenance).

Use of English

Syntax

Readability is key:

- Write short and simple sentences;
- Limit the use of adjectives and adverbs;
- Use active voice;
- Define complex words;
- One idea per sentence;
- Use words such as “however”, “furthermore”, “consequently”, etc. to facilitate the transition between sentences.

Spelling

American and British spellings are largely the same, but there are a few notable differences.

In the case of SDT, preference goes towards American English.

Keep in mind that:

- Most, but not all words that end with “re” in British English end with “er” in American English.

Examples:

British English	American English
centre	center
calibre	caliber
metre	meter
litre	liter

- Some words that end in “-nce” in British English are spelled with “-nse” in American English.

Examples:

British English	American English
licence	license

defence	defense
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- Some words with “ou” in British English are spelled with “o” in American English.

Examples:

British English	American English
colour	color
odour	odor
rigour	rigor
labour	labor

- The ending “ise” becomes “ize” in American English.

Examples:

British English	American English
organise	organize

- This change also occurs in other contexts where the “s” is voiced and makes a “z” sound.

Examples:

British English	American English
analyse	analyze

- There are verbs ending with “l” that take a doubled “l” in British English when a suffix is added. In American English, there is no double “l”.

Example:

British English	American English
travelled	traveled

Grammar

There are only very minor grammatical differences between British English and American English.

- Differences in the preposition use:

Examples:

British English	American English
At the weekend	On the weekend
Different from/to	Different from/than

- There are some different past tense forms, for example in American English, the past tense of the word “learn” is “learned”, while in British English it is more common to say “learnt”. Both forms are used in either country, but there is more of a tendency towards one form.

Other examples:

British English	American English
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dreamt	dreamed
burnt	burned
leant	leaned

Also, in the US, the past tense of “dive” is usually “dove”, while in the UK it is “dived”.

- Sometimes past participles have a different form as well. The most well-known example is for the word “get”. In the US there is “*get/got/gotten* (past participle)”, but in the UK it is “*get/got/got* (past participle)”. Both forms have existed since the Middle English period, but “*gotten*” has fallen out of use in the UK. “*Got*” can be used in American English in the form “*have got*”, but the meaning of “*have*”, not “*have received*” or “*have become*”.

Example:

British English	American English
I haven't got the letter yet.	I haven't gotten the letter yet.

Time

Written as follows:

“2 am” or “2 pm” (space between the number and the rest).

Dates

Written as follows:

“Monday June 14, 2021”

Numbers

No commas or points. The international reference is a space between the numbers.

Written as follows:

“23 570” or “30 383 160 m³” - common use is also space between a number and a metric symbol (mm, °F, L,)

However, there is no space between numbers and a “%” sign. This applies to all languages.

Ex: 50%

Decimals

The international reference is the decimal point.

Written as follows:

“23 570.23”

Units

When inserting units, we should always insert both the International System of Units (SI) and the Empirical units (given in brackets) as shown below:

- Length and derivatives: 2.54 cm (1 in)
- Mass: 28.34 g (1 oz)
- Temperature: 0 °C (32 °F)

In products datasheets, the slash “/” is used when citing different units (ex: 164 g / 5.78 oz).

No space between 2 words, space before and after between sentences or multi-word terms

Example:

- RS2 Threaded/Needle
- Main screen / bar graph

Spacing in punctuation

No space before symbols such as “?”, “!”, “:”, etc. However, when writing in French, a space before a punctuation symbol is necessary.

Example:

- EN: Did you check the bearings?
- FR: As-tu vérifié les roulements ?

Currency

In English: \$20, €20 or \$20B (no space needed between sign, number and “billion” or “thousand” sign).

In other languages: 20 \$, 20 € or 20K € (space needed between sign and number, but not between number and “billion” or “thousand” sign).

Communication resources

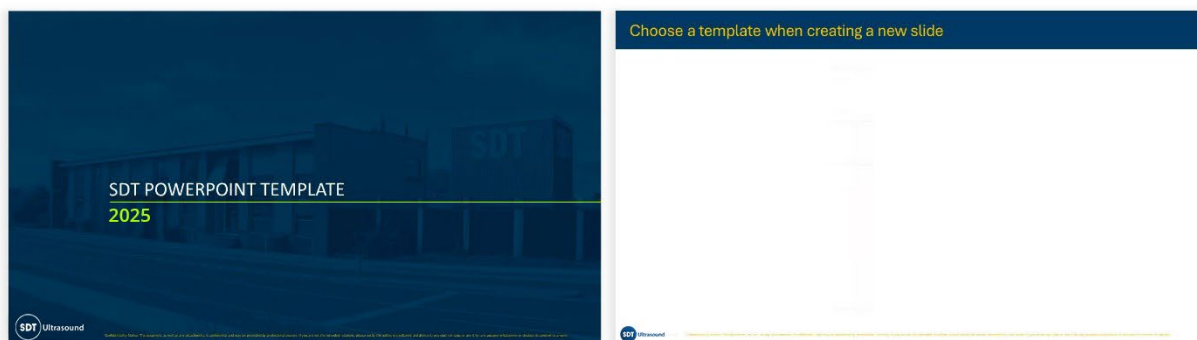
Brochures, posters and ads

Brochures, posters and ads should be designed in accordance with above mentioned guidelines.



PowerPoint templates

The SDT PowerPoint template is based on the SDT Blue and Yellow colors. Four headers are available (3 different blues and a yellow one), and you are invited to use a different one per chapter or section of your presentation. PowerPoint templates should prevent usage of “exotic” typefaces and colors. Distracting sounds and transition effects should also be made unavailable within the template.



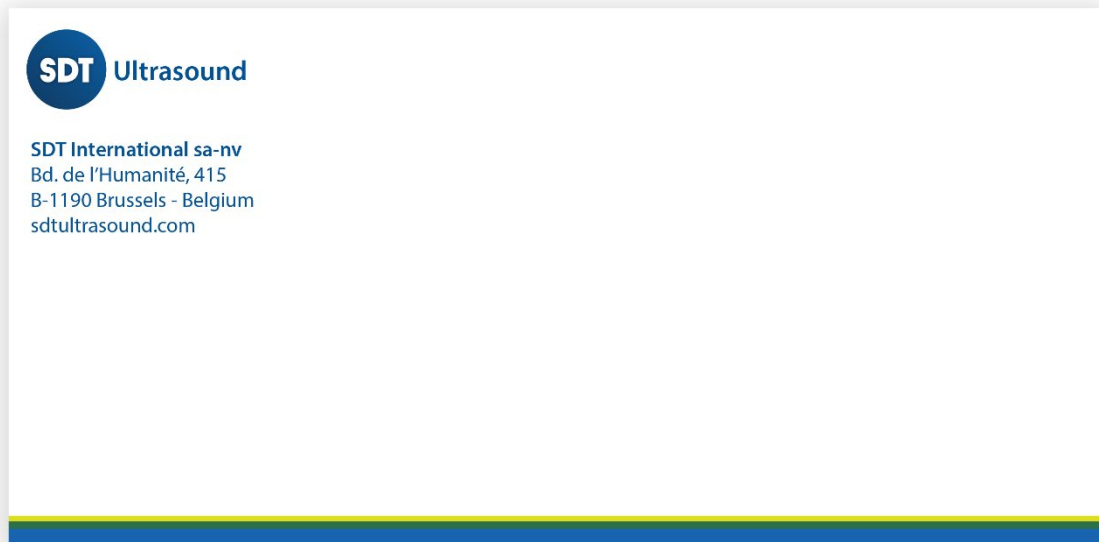
Stationery

Letters

Letter paper based on the SDT Colored Lines has been designed to allow printing on regular printers without truncating the borders (doesn't require bleed printing).



Envelopes



Business cards



E-mail signature

The SDT email signature has been designed to be effective (contains most useful information), elegant (doesn't contain too much overwhelming visual content) and compact (saves paper when printing emails). The illustrated banner is adapted to the latest products or announcements.

