



Style Guide

Telling our brand story



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Introduction

Welcome to the Gabi SmartCare Style Guide

The Gabi SmartCare brand style guide helps us keep our communication consistent, clear, and cohesive. It empowers all team members, regardless of their role, to contribute to a unified and compelling brand story. By following these guidelines, we strengthen our brand identity and create a seamless, memorable experience for pediatric healthcare professionals, and our key stakeholders working in hospitals and across pediatric healthcare systems.

GET TO KNOW GABI

Gabi is a care-at-home platform provider for pediatrics. We partner with healthcare providers to elevate the quality of children’s care, and support parents, in the comfort of their home. We do this through Gabi’s SmartCare remote patient monitoring tools, which collect health data from patients. This enables physicians to provide personalized remote patient health assessments provided via our customizable, user-friendly interface. Whether it’s everyday concerns or more critical health challenges with Gabi SmartCare, children can receive quicker and elevated care and physicians can rest assured they’re partnering with specialists.

HOW WE TALK

When communicating with pediatric healthcare professionals, we make them feel excited by using precise and engaging language. Our tone is trustworthy and our wording recognizes their needs first, while keeping a sense of authority as innovators.

The Gabi SmartCare Logo

The logo’s icon features a stylized lowercase white letter ‘g,’ which also bears resemblance to a baby against a blue gradient background.

Our customized typeform is modern, simple, and unique. The use of lowercase letters express an approachable quality, are easy to read, and connect with the pediatric category in its simplicity.



We call this : The Icon. The “g” is enclosed within a rounded square, creating a compact and recognizable design that is digital-focused.

The Gabi logomark has been customized with repeating letterforms and even stroke widths which create a rhythm and visual balance.

The word SMARTCARE uses DM Sans, a font that complements the logomark.

The Logo Space + Size

For the logo, use the height of the “S” in SMARTCARE as a guide for clear space around the logo.

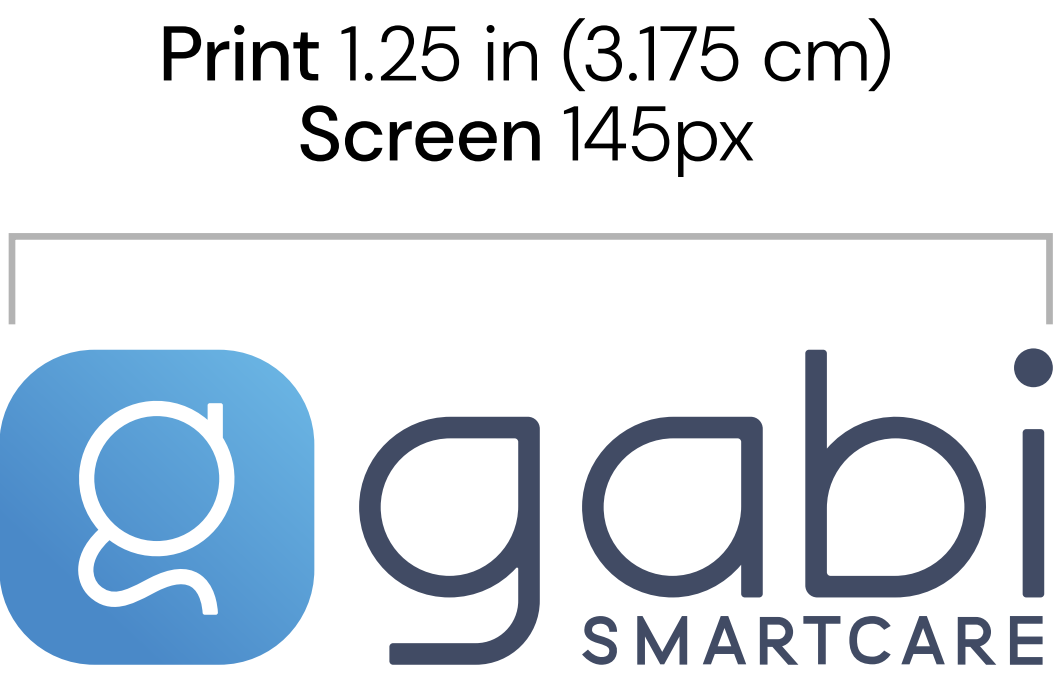


Logo spacing

The logo should be placed in a corner to give it room to breathe.

Minimum size

To maintain readability, the minimum size of the logo should be a length of **1.25 inches (3.175 cm)** in print or **145 pixels** on screen. Under that size, to ensure readability, we should remove «SMARTCARE».



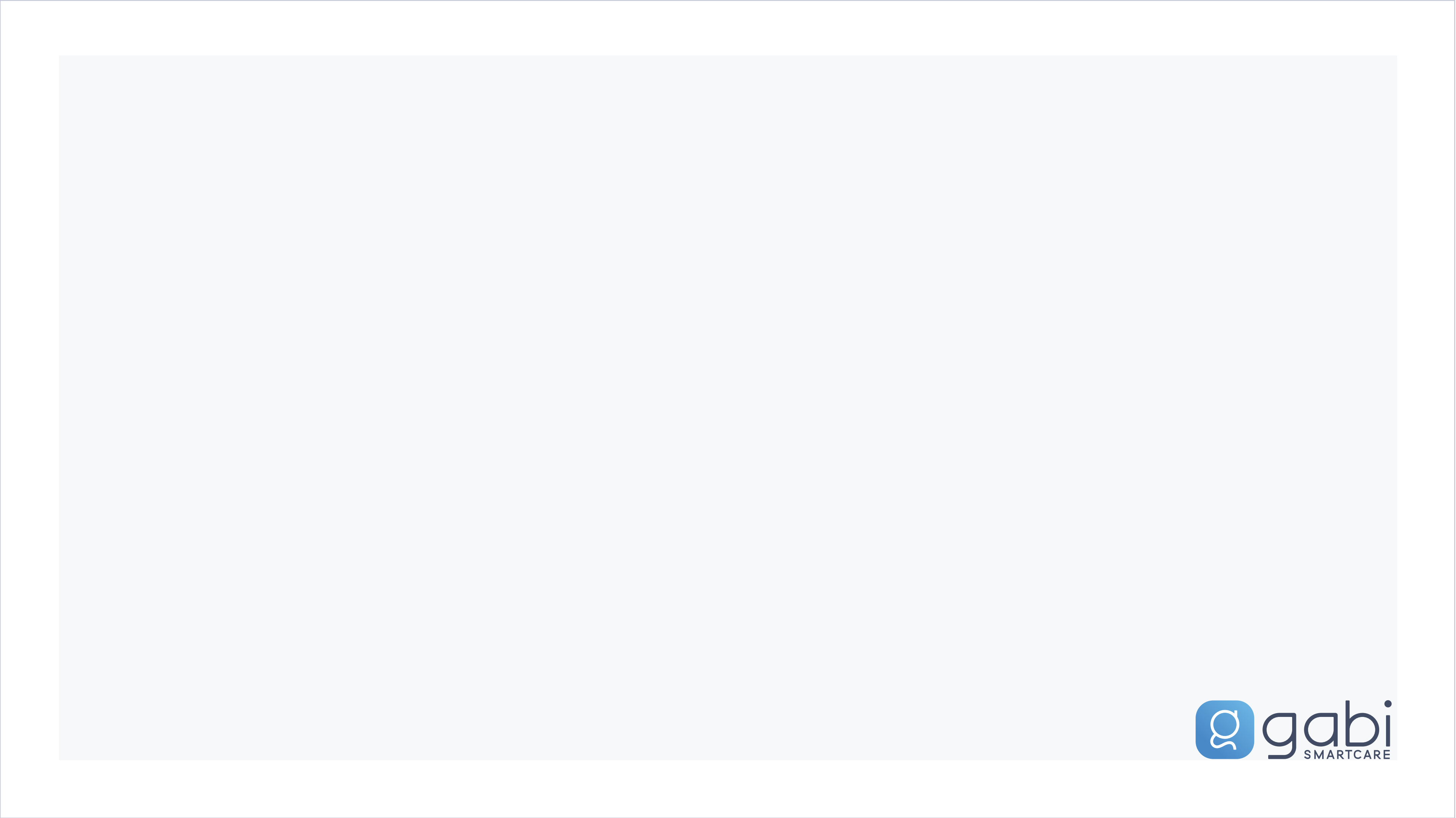
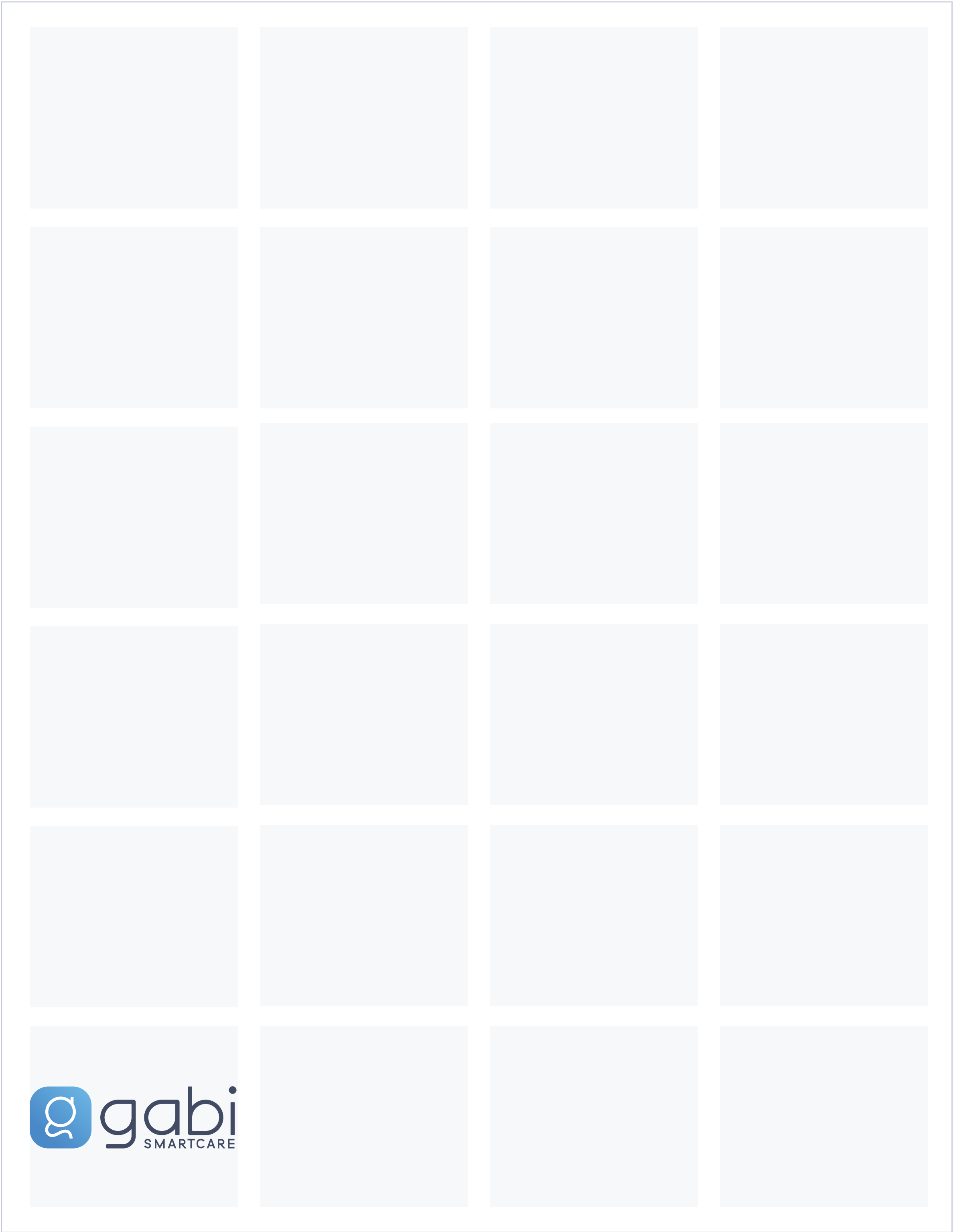
Icon

The icon will be used as the key visual identifier of the Gabi SmartCare brand. Here we see it used as the App icon.

The Logo Placement

The Gabi SmartCare logo should have space around it to avoid crowding. Proper placement is crucial to ensure the logo feels balanced and allows room to breathe within any given shape. Preferably, position the logo in the corners.

Grids and placement



Logo Do's

To maintain brand consistency and enhance legibility, here are the overarching logo guidelines.



Do use full color logo when possible



Do use the black logo for one-color needs (primary usage: print purposes)



Do use the reversed logo with blue accent on full color backgrounds or photos with enough contrast



Do use the fully reversed logo on full color backgrounds or photos with not enough contrast

Logo Dont's

The logo should consistently appear in its original form, adhering strictly to the provided guidelines. As a general rule, ensure that the logo is clearly visible. Avoid applying any effects to it, placing it on an unsuitable background, or making any alterations. Here are a few examples of what to avoid.



Don't use the logo as an outline



Don't add or change colors



Don't distort the logo



Don't rotate the logo



Don't place the logo on low-contrast background



Don't remove the design symbol



Don't use drop shadow effect



Don't place the full color logo over an image

The Colors

Gabi SmartCare colors were selected to represent sophisticated technology in the healthcare space, that bring the users a sense of calm.

To ensure legibility when using two colors together, always refer to the WCAG guidelines to verify the contrast ratio. When in doubt, prefer a lighter shade (in %) of one of the colors.

<https://webaim.org/resources/contrastchecker/>

Example:

Headline text

✓

Headline text

✗

Primary Colors

To be used as the main colors. Color prominence is indicated by the size of the color swatch

Midnight Blue

Main Color & Headline Color

CMYK

85 / 72 / 36 / 22

RGB

65 / 73 / 100

PMS

2378 C

HEX

404B64

Elemental Blue

Accent Color

CMYK

51 / 8 / 0 / 0

RGB

107 / 193 / 245

PMS

2915 C

HEX

6BC1F5

Gust Grey

Background Color

CMYK

13 / 9 / 4 / 0

RGB

217 / 220 / 229

PMS

649 C

HEX

D9DCE5

Granite Black

Bodycopy Text Color

CMYK

0 / 0 / 0 / 100

RGB

0 / 0 / 0

HEX

000000

Secondary Colors

To be used as accents

Wild Rose

CMYK

0 / 85 / 25 / 0

RGB

255 / 57 / 143

PMS

205 C

HEX

FF398F

French Riviera

CMYK

81 / 13 / 31 / 16

RGB

61 / 141 / 143

PMS

2237 C

HEX

3D8D8F

CMYK

49 / 0 / 35 / 0

RGB

128 / 208 / 184

HEX

80DOB8

CMYK

21 / 0 / 17 / 0

RGB

196 / 246 / 225

HEX

C4F6E1

Additional Colors

To be used only on graphics that require more colors

CMYK

5 / 41 / 100 / 0

RGB

239 / 160 / 11

HEX

EFA00B

CMYK

50 / 44 / 64 / 16

RGB

124 / 119 / 92

HEX

7C775F


If more colors are needed, please use shades of existing colors.

The Gradients

Just as we have a supporting secondary palette for graphic accents, we have added a library of gradients. These represent the depth of research and ever-present support that Gabi SmartCare provides to their customer base, moving and shifting along with the individual needs of their patients.

Primary gradients

To be used as backgrounds for key communication material / key pages

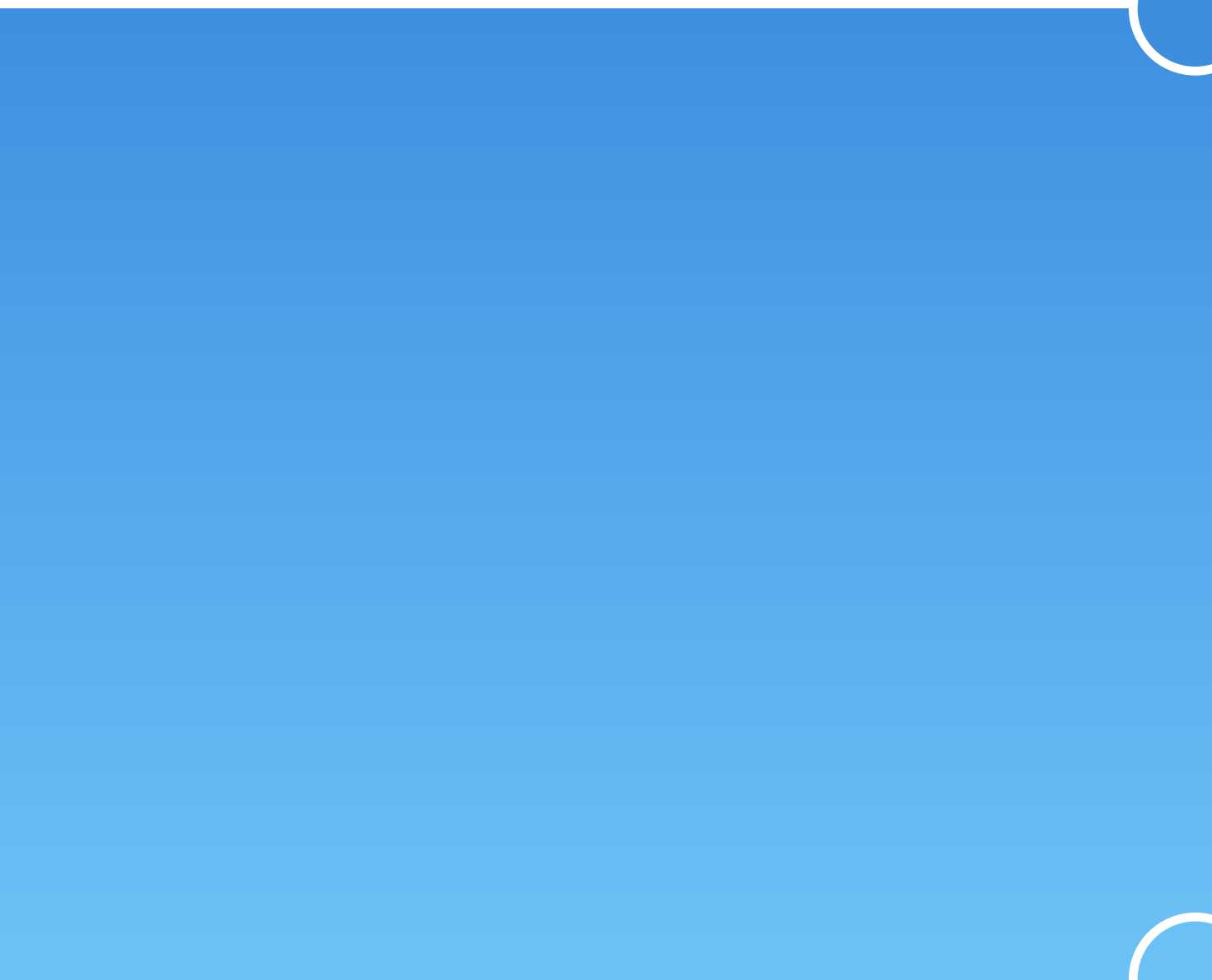


●

CMYK 85 / 72 / 36 / 22
RGB 65 / 73 / 100
HEX 404B64

●

CMYK 80 / 66 / 21 / 4
RGB 74 / 95 / 143
HEX 4A5F8F



●

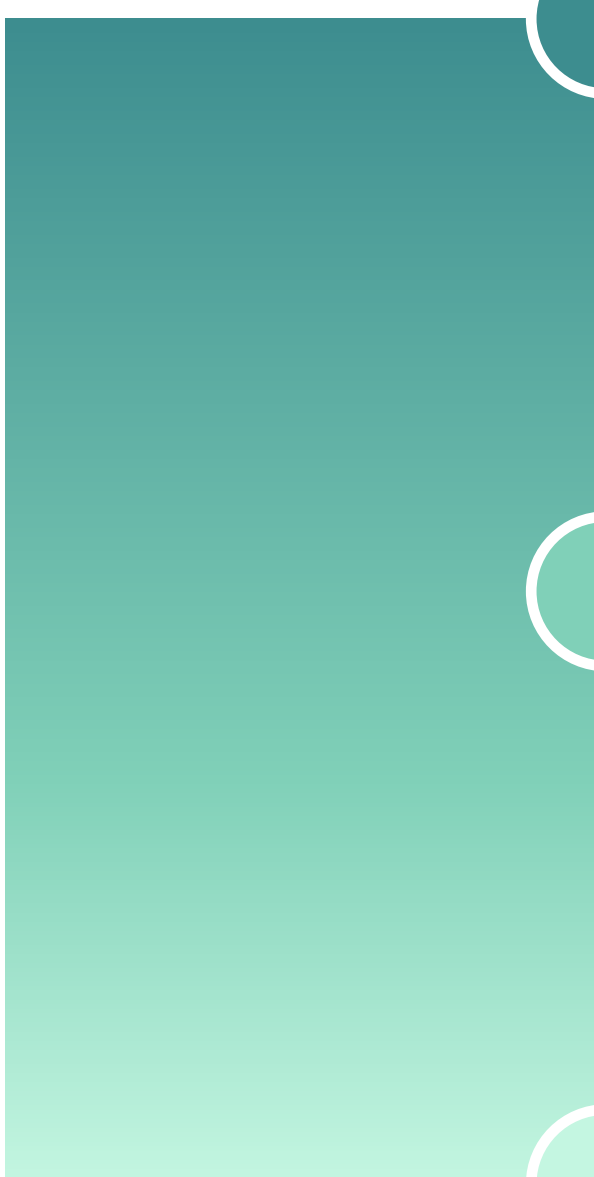
CMYK 71 / 37 / 0 / 0
RGB 62 / 142 / 224
HEX 3E8EE0

●

CMYK 51 / 8 / 0 / 0
RGB 107 / 193 / 245
HEX 6BC1F5

Secondary gradients

Can be used as backgrounds to create dynamic presentations, bring attention to content, or to characterize specific data sets (e.g., graphs)



●


RGB 61 / 141 / 143
HEX 3D8D8F

●

RGB 128 / 208 / 184
HEX 80DOB8

●

RGB 196 / 246 / 225
HEX C4F6E1



●


RGB 255 / 57 / 143
HEX FF398F

●

RGB 255 / 98 / 143
HEX FF628F

●

RGB 255 / 144 / 143
HEX FF908F



●

RGB 197 / 201 / 216
HEX C5C9D8

●

RGB 217 / 220 / 229
HEX D9DCE5

●

RGB 240 / 242 / 247
HEX FOF2F7

The Font Families

Gowun Batang and DM Sans are the primary fonts used for Gabi SmartCare.

Primary font family

Gowun Batang

Gowun Batang was designed by Yanghee Ryu. It is a serif text typeface inspired by neat, pencil-written handwriting letterforms. Gowun means ‘neat and delicate’ in Korean. The impression this has is one of warmth and friendliness, inspiring the selection for Gabi because of the contrast to the more geometric shapes of DM Sans.

AaBbCc

Gowun Batang Regular
Gowun Batang Bold

Secondary font family

DM Sans

DM Sans is a low-contrast geometric sans serif design, intended for use at smaller text sizes. DM Sans supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages. It was designed by Colophon Foundry (UK), a digital type foundry. It was selected for several reasons: versatility, legibility, personality, and the ability to complement the Gabi logotype – not compete with it.

AaBbCc

DM Sans Thin
DM Sans ExtraLight
DM Sans Light
DM Sans Regular
DM Sans Medium
DM Sans SemiBold
DM Sans Bold
DM Sans ExtraBold
DM Sans Black

DM Sans Thin Italic
DM Sans ExtraLight Italic
DM Sans Light Italic
DM Sans Regular Italic
DM Sans Medium Italic
DM Sans SemiBold Italic
DM Sans Bold Italic
DM Sans ExtraBold Italic
DM Sans Black Italic

For reference regarding the full Gowun Batang and DM Sans font family, please visit:
<https://fonts.google.com/specimen/Gowun+Batang>
<https://fonts.google.com/specimen/DM+Sans>

The Typography

As a rule, Gowun Batang is the primary font we use in headlines. It provides a human touch to help the material feel more inviting and warm. It also provides contrast to help elevate key messages.

We use DM Sans to support headers and body copy. It is easily legible at all sizes and has a healthy range of font weights to create a hierarchy of information regardless of asset type.

Eyebrow Style

This is the
headline style

Lorem ipsum dolor sit amet

Parenting can be a challenging task, especially when it comes to a child’s health. Gabi SmartCare is here to make things easier for parents and physicians as a trusted partner in pediatric care.

This is the call-out style

- **Body bullet:**
DM Sans Light

Eyebrow Style: DM Sans Regular

Headline: Gowun Batang Regular & Bold

Subheadline: DM Sans Bold

Body Copy Style: DM Sans Regular

Call-outs: Gowun Batang Regular

Bullet points: DM Sans Bold and Regular

Advertising example

For the advertising layout, we use the rounded square from the logo as a recurring graphic element. Depending on the content, we can use many rounded squares and connect them by juxtaposing the corners on top of each other. We can either use a big image in the background with the square on top or have the image inside the square shape on a colored background.



White Paper example

Here’s an example of what a white paper can look like. Please use rounded square elements behind the text and on the pictures.



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Heart Rhythms Analysis from Photoplethysmogram

Patrick Celka¹, Niclas Granqvist^{1,2}, Herbert Schwabl^{1,3},
Michaël Lutz⁴, Edouard Carton⁵ and Jonathan Baut⁵

¹SATHeart SA, Rue Galilée 15, 1400 Yverdon-les-Bains, Switzerland
²Nanoleq AG, Raffelstrasse 26, 8045 Zürich, Switzerland
³Padma SA, Haldenstrasse 30, 8620 Wetzikon, Switzerland
⁴CLM-Solutions Sarl, Rue Sandoz-Travers 30, 2105 Travers, Switzerland
⁵Gabi SmartCare SA, Rue Emile Francqui 6, 1435 Mont-Saint-Guibert, Belgium

This document reports on the statistical analysis of the SATHeart proprietary algorithms to extract heart rhythm information from photoplethysmogram during sleep. Inter-beat intervals (IBI), heart rate (HR) and heart rate variability (HRV) are analyzed for their accuracy with respect to a gold standard electrocardiogram recorder. We additionally include several signal quality indices which are used to improve the reliability of the statistical feature estimation. Synchronization between the PPG calculated parameters and the reference instrument for assessing the accuracy is discussed. The statistics are computed from PPG data recorded from the Gabi SmartCare proprietary device during sleep in four different night from three different subjects accumulating to 58493 heart beats. A Mean Absolute Error (MAE) of 0.46 bpm and a Mean Error (ME) of 0.194 bpm is reported for the HR estimation with a data availability of 96%. HRV indices rMSSD and SDNN have been

computed on windows of 60, 120 and 240 IBI. Their best average accuracy are respectively MAE = 1.83 ms (1.08 ms) and ME = -1.11 ms (-0.40 ms).

Introduction

Heart rate and heart rate variabilities are two well known quantities representing respectively: 1) the result of the integration of blood pressure and respiration variations and 2) the manifestation of the autonomic nervous system activities in the sympathetic and parasympathetic branches. Heart rate is certainly the most ancient way to check the health of a person with techniques ranging from pulse reading to more recent applanometry and electrocardiography (ECG). Heart rate variability (HRV) was also known in ancient times essentially linked with respiration (Billman, 2011). In the last 20 years or so, we have seen the use of photoplethysmography (PPG) first as a way to assess peripheral blood oxygenation level and secondly to measure HR and eventually HRV in wearables and from smart phone camera (Allen, 2007; Moraes et al., 2018; Plews et al., 2017). The estimation of the HR from PPG signals should be more correctly named pulse rate (PR), and HRV named pulse rate variability (PRV). There is indeed a significant practical difference between HR/HRV measured by ECG and PR/PRV estimated from PPG

Heart Rhythms Analysis from Photoplethysmogram

signals. However, at rest or during sleep, the quantitative difference between the two tend to be small enough for all practical purposes not concerned with finest physiological analysis (Vescio et al., 2018; Renevey et al., 2014; Choi and Shin, 2017; Bent et al., 2020). We will thus use the terms HR and HRV instead of PR and PRV for sake of clarity and simplicity.

The estimation of the basal HR/HRV from PPG signals is best performed at rest while awake in a calm state of mind or during sleep. The reasons are that: 1) the PPG signal quality is very sensitive to movement, 2) the HR varies in function of the physical, mental and emotional conditions. Therefore, the basal HR estimation is usually performed at wake in the morning before food or drink intake, or eventually along a whole night sleep. Taking a measurement before going to sleep is also a good option. In any case, the most important rule is to measure them at the same time of day if these rules cannot be followed.

Data collection

We have used two reference instruments for our algorithm validation. The first one is the Polar H10 (Polar Oy, Kempele, Finland) which can stream HR data with a medical standard accuracy (Gilgen-Ammann, Schweizer, and Wyss, 2019). The second instrument is the Bittium Faros 180 (Bittium Corporation, Oulu, Finland) which recorded a one channel ECG at a sampling frequency of 250 Hz. This medical instrument was used for IBI and HRV accuracy assessment.

The test PPG device (case enclosure dimensions: 30 x 30 x 10 mm) was developed by Gabi SmartCare as shown in Figure 1, a MedTech company that aims to disrupt pediatric healthcare. It is a non invasive and connected device placed on the upper arm of the patient and includes an optical front end with three LEDs at peak wavelength in the red (660 nm) infrared (950 nm) and green (526 nm) coupled with an analog front end using 24 bits. PPG signals were sampled at 50 Hz. Data were transmitted via Bluetooth on a mobile phone application in a CSV format for further offline processing. The device was worn on the non dominant upper posterior arm. Five subjects participated in night sleep data collection: four with the Polar H10 device, and one subject was recorded



Figure 1: The Gabi SmartCare device

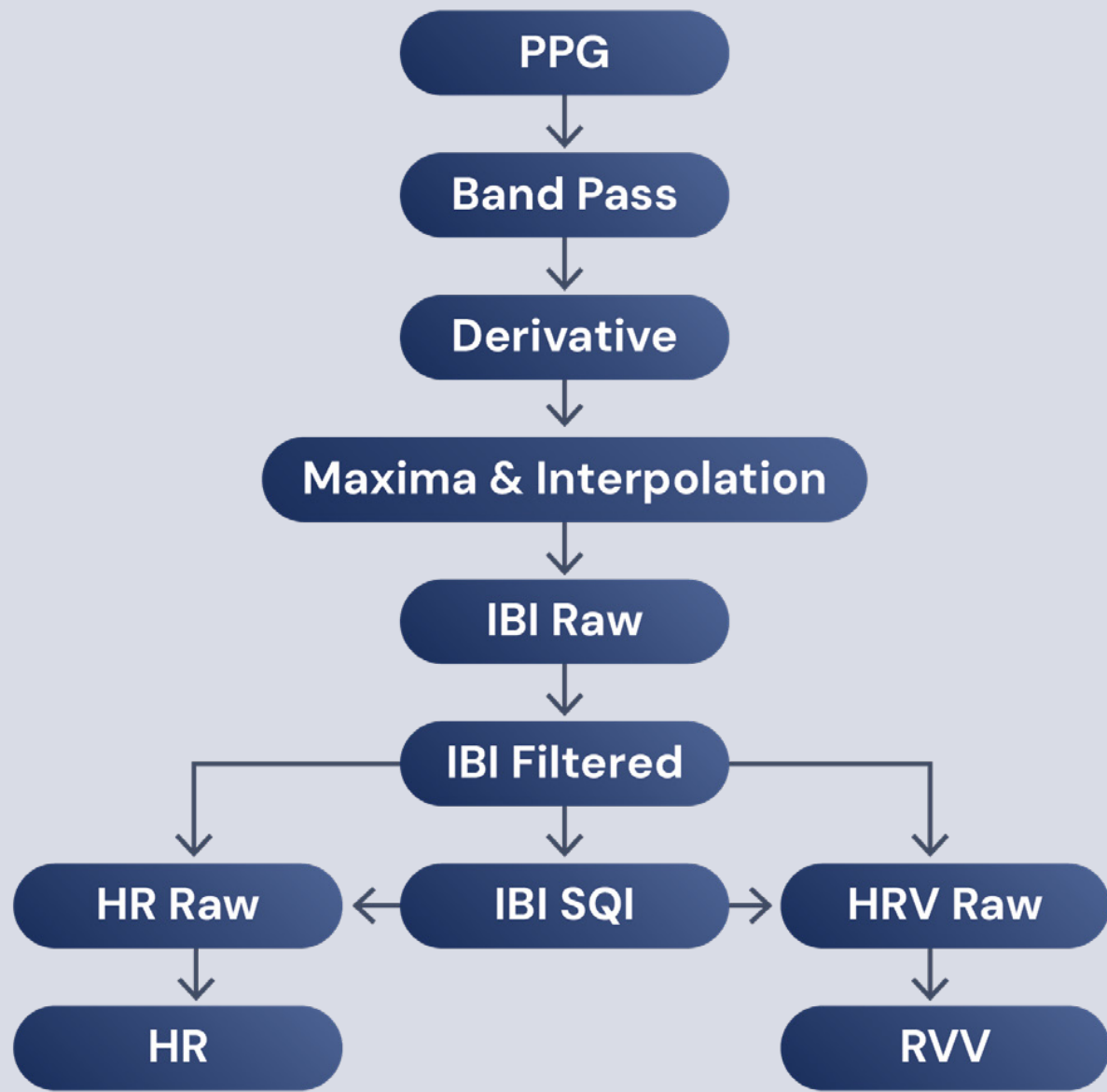


Figure 2: Algorithm flow

with the Faros device.

Main code design

Figure 2 shows the algorithm flow chart and its main blocks. The green led signal is used for processing in our application. The first step in the processing is to band pass the PPG signal and invert it so that the signal wave is similar to a blood pressure wave (systole up). The PPG signal was buffered on a 2 second window. The band pass filter is a Butterworth 4th order with cut-off frequencies [0.3,7] Hz and was implemented recursively preserving boundary conditions. The following step is a first order derivative filter which emphasizes the steepest slope of the PPG wave which corresponds to the front of the blood pressure propagation wave.

The next step is a local maxima detection and elimination according to human physiological heart beat rhythm minima and maxima. The selected peaks are then interpolated to further increase the accuracy of the peak location. A raw peak-to-peak interval (PP) was calculated as an estimate of the IBI from the time difference between successive peak locations and stored on a

Heart rate is certainly the most ancient way to check the health of a person with techniques ranging from pulse reading to more recent applanometry and electrocardiography (ECG).

Images

These images originate from the brand’s photoshoot. In general, this specific photography series adopts a more practical, product-focused approach.

Product specific



Contact Us

If you need further clarification or have other requests, please contact:

- Name of individual**
- Job position
- Email address
- Work Phone#

gabismartcare.com



Gabi Smartcare Brand Book
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