



SUMMARY

Logo
Additional logos
Pictograms
Typography
Colors
Iconography
Application on supports

LOGO

Conception
Use
Variants

LOGO CONCEPTION



CIRCULAR ARC
Base element of the logo.
It symbolizes gentleness
and support.



Associated to a second circular
arc, it reflects the partnership
between Sebbin and the
surgeons, Sebbin and the
patients.



The S protected by the two
circular arcs represents the
expertise.



Sebbin
PARIS

MINIMUM SAFETY MARGIN

Benchmark for the safety margin of the logo and one of the « b » of Sebbin.



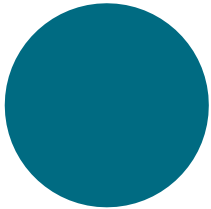
LOGO COLORS

Sebbin’s logo is monochrome

Duck blue (main color)

White (on visuals or colored backgrounds)

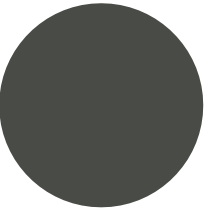
Levels of grey (office paper prints)



PANTONE : 315 C

RVB : 26 | 81 | 97
CMJN : 100 | 9 | 21 | 42

1a5161

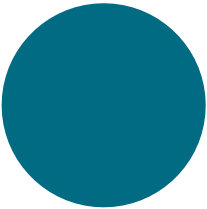


PANTONE : 418 C

RVB : 87 | 89 | 79
CMJN : 55 | 44 | 53 | 52

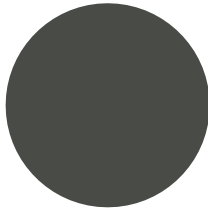
57594f

HORIZONTAL VARIANT
LOGO SEBBIN



PANTONE : 315 C
RVB : 26 | 81 | 97
CMJN : 100 | 9 | 21 | 42

1a5161



PANTONE : 418 C
RVB : 87 | 89 | 79
CMJN : 55 | 44 | 53 | 52

57594f

ADDITIONAL LOGOS

Activities / Services
Products

VARIANTS
LOGOS OF GROUPE SEBBIN
ACTIVITIES / SERVICES



VARIANTS
LOGOS OF GROUPE SEBBIN
PRODUCTS



Integrity
ROUND MATRIX



Purity



Sublimity



Voluptu



Sensity



Lipo'ART

VARIANTS
LOGOS OF GROUPE SEBBIN
PRODUCTS



Integrity
ROUND MATRIX



Purity



Sublimity



Volupty



Sensity



Lipo'**ART**

PICTOGRAMS

PICTOGRAMS / LABELS



LABEL
30 YEARS



LABEL NEW



PICTO
CERTIFICATION



PICTO
CONTROL



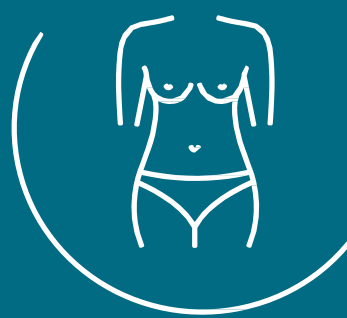
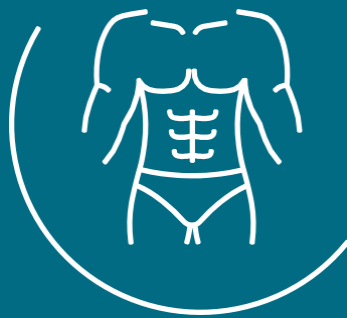
PICTO
TEST



PICTO
PRODUCTION



PICTO
MADE IN FRANCE



PICTO
RANGE

TYPOGRAPHY

Print and digital materials

PRIMARY TYPOGRAPHY & TYPOGRAPHY DIGITAL MATERIALS

GOTHAM

Print and digital documents

GOTHAM

Gotham thin
Gotham thin italic

Gotham extra light
Gotham extra light italic

Gotham light
Gotham light italic

Gotham book
Gotham book italic

Gotham medium
Gotham medium italic

Gotham bold
Gotham bold italic

Gotham black
Gotham black italic

EXAMPLE

SI JE DEVAIS VOUS
PARLER DE L'AMOUR,

Je parlerai sans doute du regard d'un
enfant.

Un regard bleu, comme un ciel qui
s'éveille ou brun comme la terre sous
un soleil d'été.

Un Regard en chansons, doré comme les blés,
Qui change de couleur, à la fois vert et gris
Comme les vagues infinies d'un océan.

Le Regard d'un Enfant, c'est un printemps à naître,
C'est l'appel incessant d'un amour à jaillir,
Qu'il appartient à tous de ne pas oublier.

Il ne demande rien, si ce n'est de l'aimer :

Le seul message au monde qui n'ait pas de frontières,
C'est le Regard de Dieu, dans les yeux d'un Enfant.

SUBSTITUTION TYPOGRAPHY
VERDANA

PRESENTATION MATERIALS SUCH AS POWERPOINT

VERDANA

verdana thin
verdana italic

.....
verdana bold
verdana bold italic
.....

EXAMPLE

SI JE DEVAIS VOUS PARLER
DE L'AMOUR,

Je parlerai sans doute du regard d'un enfant.
Un regard bleu, comme un ciel qui s'éveille
ou brun comme la terre sous un soleil d'été.

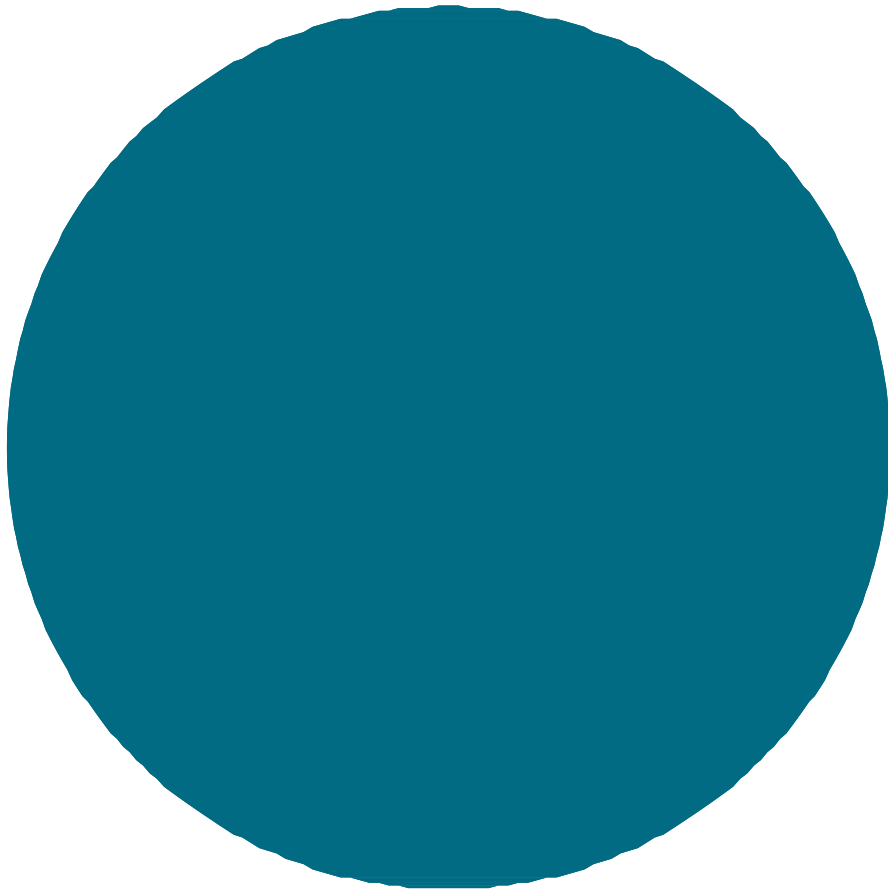
Un Regard en chansons, doré comme les blés,
Qui change de couleur, à la fois vert et gris
Comme les vagues infinies d'un océan.
Le Regard d'un Enfant, c'est un printemps à naître,
C'est l'appel incessant d'un amour à jaillir,
Qu'il appartient à tous de ne pas oublier.
Il ne demande rien, si ce n'est de l'aimer :
Le seul message au monde qui n'ait pas de frontières,
C'est le Regard de Dieu, dans les yeux d'un Enfant.

COLORS

Primary color

Additional colors

PRIMARY COLOR

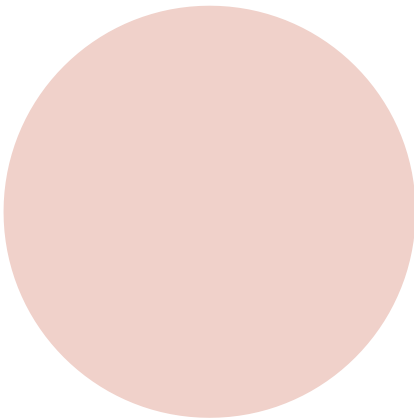


PANTONE : 315 C

RVB : 26 | 81 | 97
CMJN : 100 | 9 | 21 | 42

1a5161

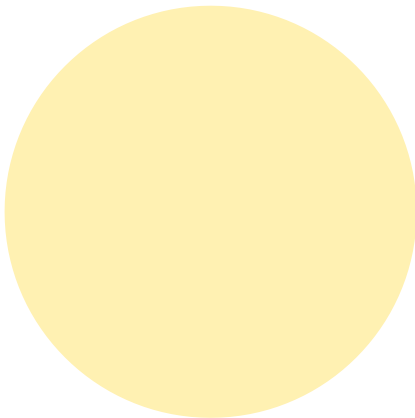
ADDITIONAL COLORS



PANTONE PASTEL : 9241 U

RVB : 237 | 221 | 216
CMJN : 4 | 19 | 15 | 0

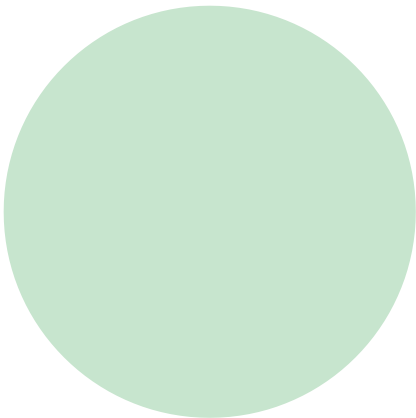
edddd8



PANTONE PASTEL : 9020 U

RVB : 252 | 246 | 195
CMJN : 0 | 3 | 36 | 0

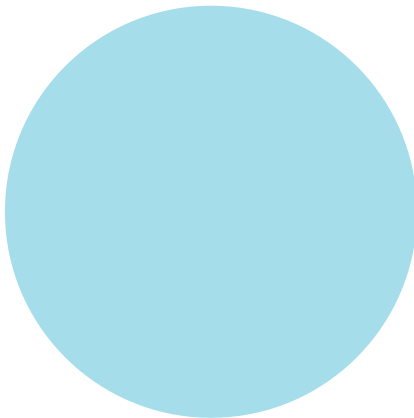
fcf6c3



PANTONE PASTEL : 9561 U

RVB : 221 | 234 | 215
CMJN : 22 | 0 | 23 | 0

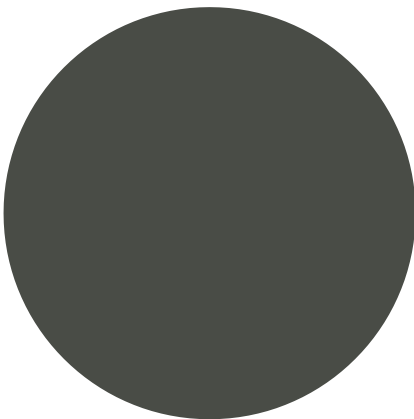
ddead7



PANTONE PASTEL : 9440 U

RVB : 203 | 226 | 240
CMJN : 33 | 0 | 6 | 0

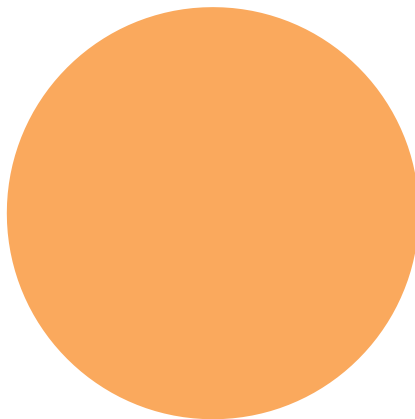
cbe2f0



PANTONE : 418 C

RVB : 87 | 89 | 79
CMJN : 55 | 44 | 53 | 52

57594f



PANTONE PASTEL : 150 C

RVB : 228 | 183 | 105
CMJN : 0 | 39 | 71 | 0

e4b769

RULES FOR USING SEBBIN'S BLUE MODE CMJN / PANTONE / RVB



CMJN : 100 | 9 | 21 | 42

WILL BE USED FOR PRINTS
OF ALL MATERIALS USING DIGITAL PRINTING

Examples :

Corporate catalogues, leaflet...



PANTONE : 315 C

WILL BE USED FOR PRINTS
OF ALL MATERIALS PRINTED AS A SPOT COLOR

Examples :

Product packaging, cases...



RVB : 26 | 81 | 97 / #1A5161

WILL BE USED FOR ALL DIGITAL MATERIALS

Examples :

Website, mailing, newsletter, social networks...



RULES FOR USING THE ADDITIONAL COLORS



Those colors are not associated with
a specific product or service.



They can be used to create breathing spaces
in the communication materials.



They need to be used as solid color blocks.
See example in the applications.

PAPER RECOMMANDATION

**For impressions of materials,
we recommend using a white
uncoated paper.**

**If the material will be
manipulated (such as leaflets
and product catalogues) we
recommend to apply on the
paper a lamination or a matt
varnish
At least on covers.**

ICONOGRAPHY

ICONOGRAPHY :
Women portraits

Sebbin’s image will be represented through the portraits of 3 women, representing three different age groups.
They are beautiful, natural, radiant, they are the patients using Sebbin.

These brand ambassadors are meant to be used on Sebbin’s communication materials (warning : do not use on large media materials such as TV/bilboards).



Brand ambassador 01
She is the main face of Groupe Sebbin, she represents all women. She will be used in priority on all materials.



Brand ambassador 02
She is the face of the mature woman. She will be preferably used to represent women undergoing reconstruction surgery.



Brand ambassador 03
She is the face of youth. She will be mainly used to represent women using plastic surgery.







APPLICATIONS ON SUPPORTS

Corporate brochure

Prints

Packaging

Website



CORPORATE BROCHURE





Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Donec orci purus, luctus vitae dignissim eu, iaculis sed pu-
 rus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris
 condimentum ligula, sit amet sagittis enim ligula quis arcu.
 Nam egestas tortor id nisi portitor mattis. In tortor ante,
 ultricies in suscipit a, tempus non massa. Vivamus et auctor
 mi. Fusce vel massa nulla.

Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus.

Sed id augue vitae urna euismod commodo aliquet a quam. Pellentesque arcu velit, cursus et malesuada ut, consequat et diam. Nullam arcu erat sem, rhoncus id ullamcorper vitae, rhoncus et arcu. In ultricies ultricies nulla, ut rutrum nisi iaculis at. Donec eu magna a metus ornare faucibus. Fusce aliquet faucibus ultricies. Morbi semper, est id tincidunt gravida, sem arcu adipiscing lacus, ac bibendum nulla leo eu purus. Quisque nec diam sed risus consectetur a cumsum quis quis nibh.

Sincerely,

Ken Carter

BENOIT DURAND-BARRACAND
CEO

39 Parc d'Activités des Quatre Vents - CS80010 Boissy l'Aillerie - 95651 CERGY-PONTOISE CEDEX
Tél. : + 33 1 34 42 13 28 - Fax: + 33 1 34 42 16 88
TVA intracommunautaire N°FR 94 519 665 467 - SAS au capital de 4 221 040 euros
RCS 519 665 467 - Siret 519 665 467 00014
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The partner your body can trust

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Integrity
ROUND MATRIX

The same base in
4 projections



Full projection / LSM RF



Moderate projection / LSM RM



Semi-moderate projection / LSM RS



Low projection / LSM RL

IMPORTANT

This document is dedicated to health care professionals. According to the Medical Device Directive 93/42/EEC, breast implants are Class III and sizes for breast implants are Class IIa medical devices. They are intended to be used in plastic, reconstructive and aesthetic surgery. GROUPE SEBBIN reserves the use of its Devices for physicians trained in the techniques of plastic, reconstructive and aesthetic surgery.

Please read carefully the instructions for use of these devices before using. The SEBBIN breast implants and sizes for breast implants are CE marked by the notified body mdc medical device certification GmbH number 0483.

Dimensions of our implants may present slight variations to the ones mentioned into this document.

* GROUPE SEBBIN follows the Standard FR EN ISO 14607: 2018 for the surfaces classification of its breast implants.

MANUFACTURER



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Sebbin

Sebbin UK Ltd
Tel.: 0800 652 4028 - Fax: +4433 0088 9575
Email: custserv@sebbin.uk

Semi-smooth*
round breast
implants matrix

[illegible]

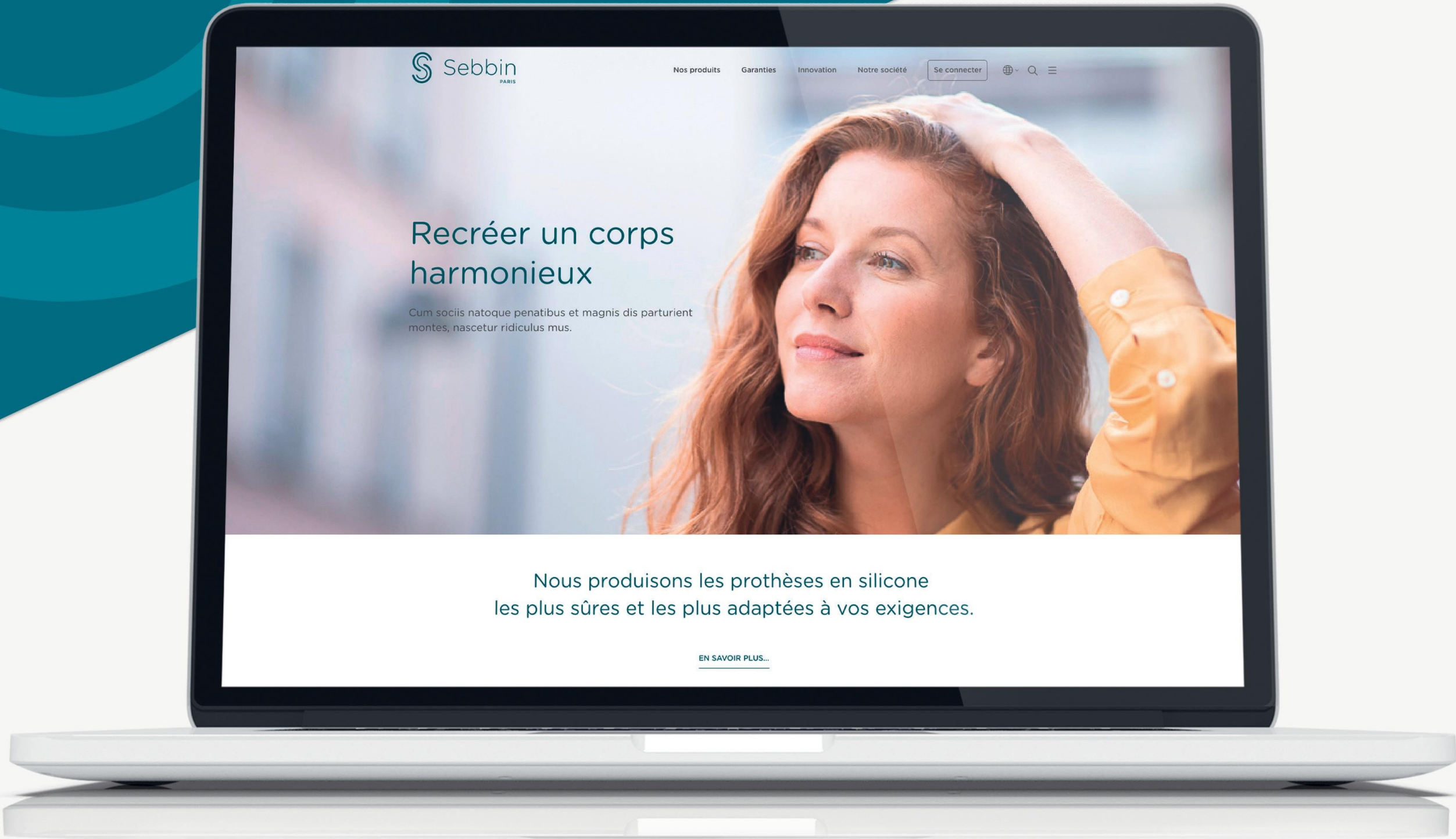
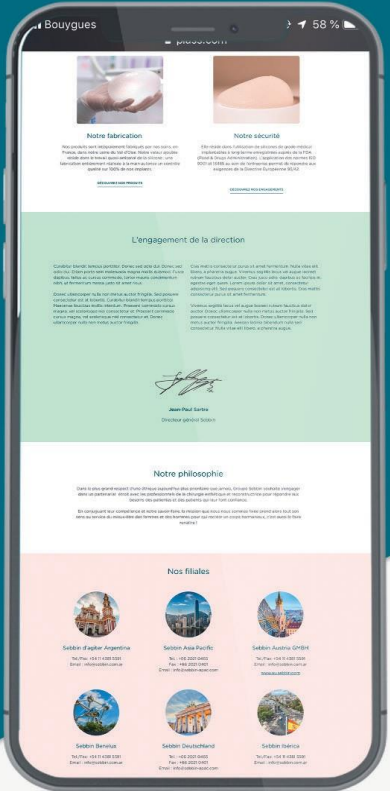
- The sizer code is made by replacing the LSM by GAB. Ex: LSM RL 080 => GAB RL 080. The sizers are pre-filled with silicone gel with a smooth envelope. They are delivered sterile, for single-use.
- The arc is the length from the highest point of projection to the implant base.

A diagram of a dome cross-section. A blue line represents the arc length of the dome's profile. A red dot marks the highest point of the projection. Labels with leader lines point to these features: 'Arc length' points to the blue line, and 'Highest point of the projection' points to the red dot.



PACKAGING

WEBSITE





Graphic charter made by:

Sharing