



October 2018

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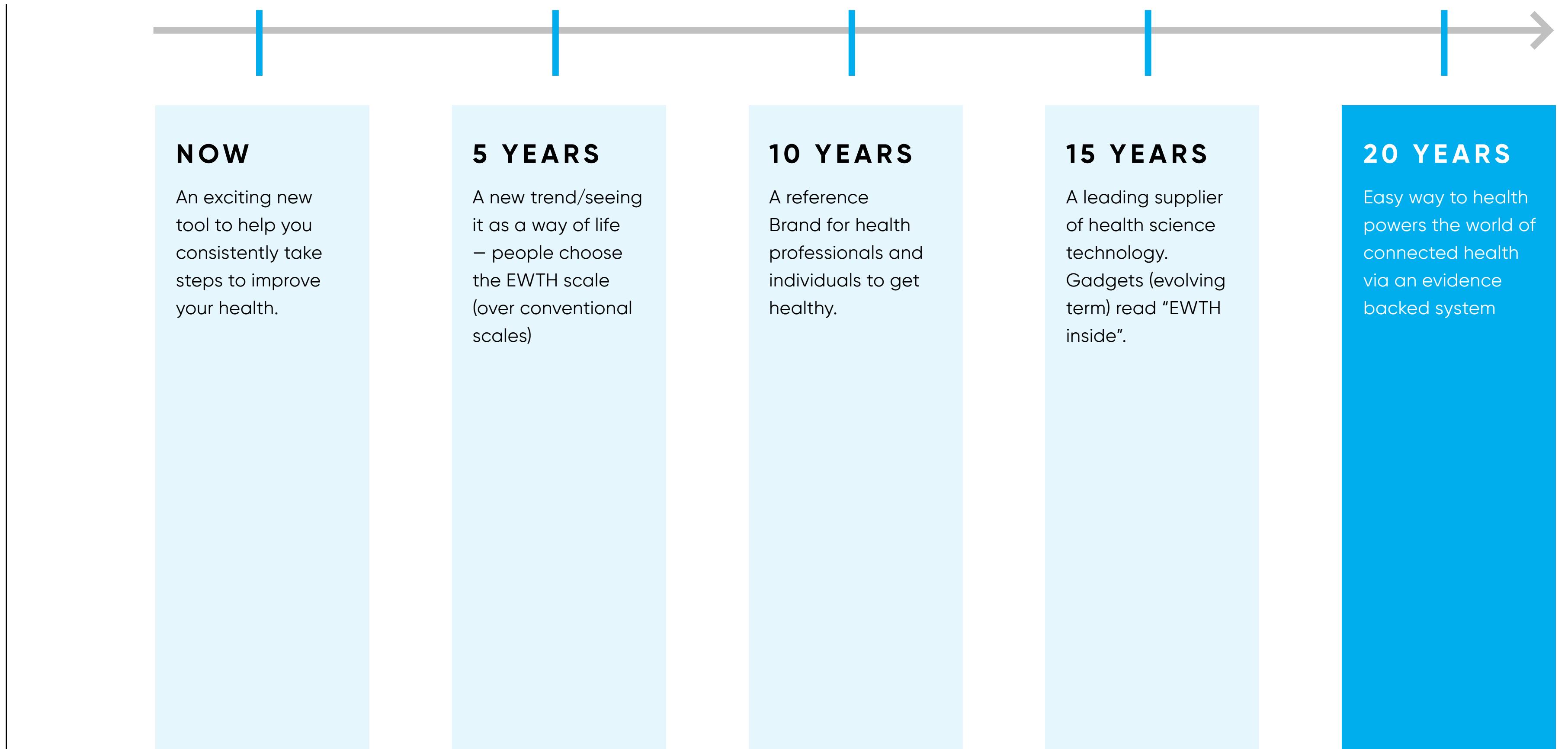
Brand positioning

The following section details the strategic positioning of our brand. This is the meaning that underpins our visual expression.

20 year Road Map

Where we want to go

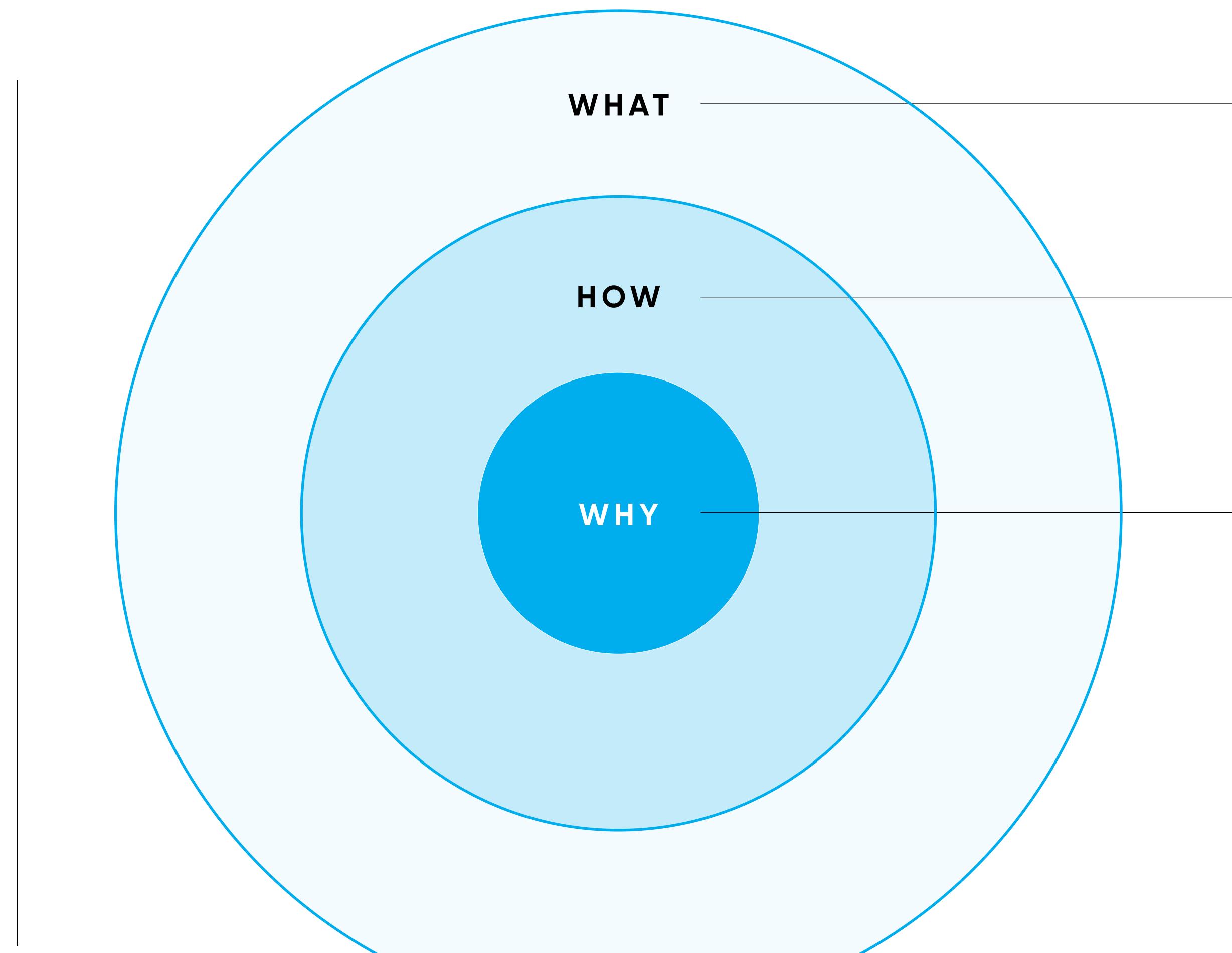
A collective vision of the lifetime of our brand. This is where we agreed we want to go, now here it is as reminder going forward.



How, What & Why

Our brand purpose

The 'why' is the core belief at the heart of our brand, it's what gets us up in the morning, its the change we want to make real.



Health applications,
algorithms and smart-tools.

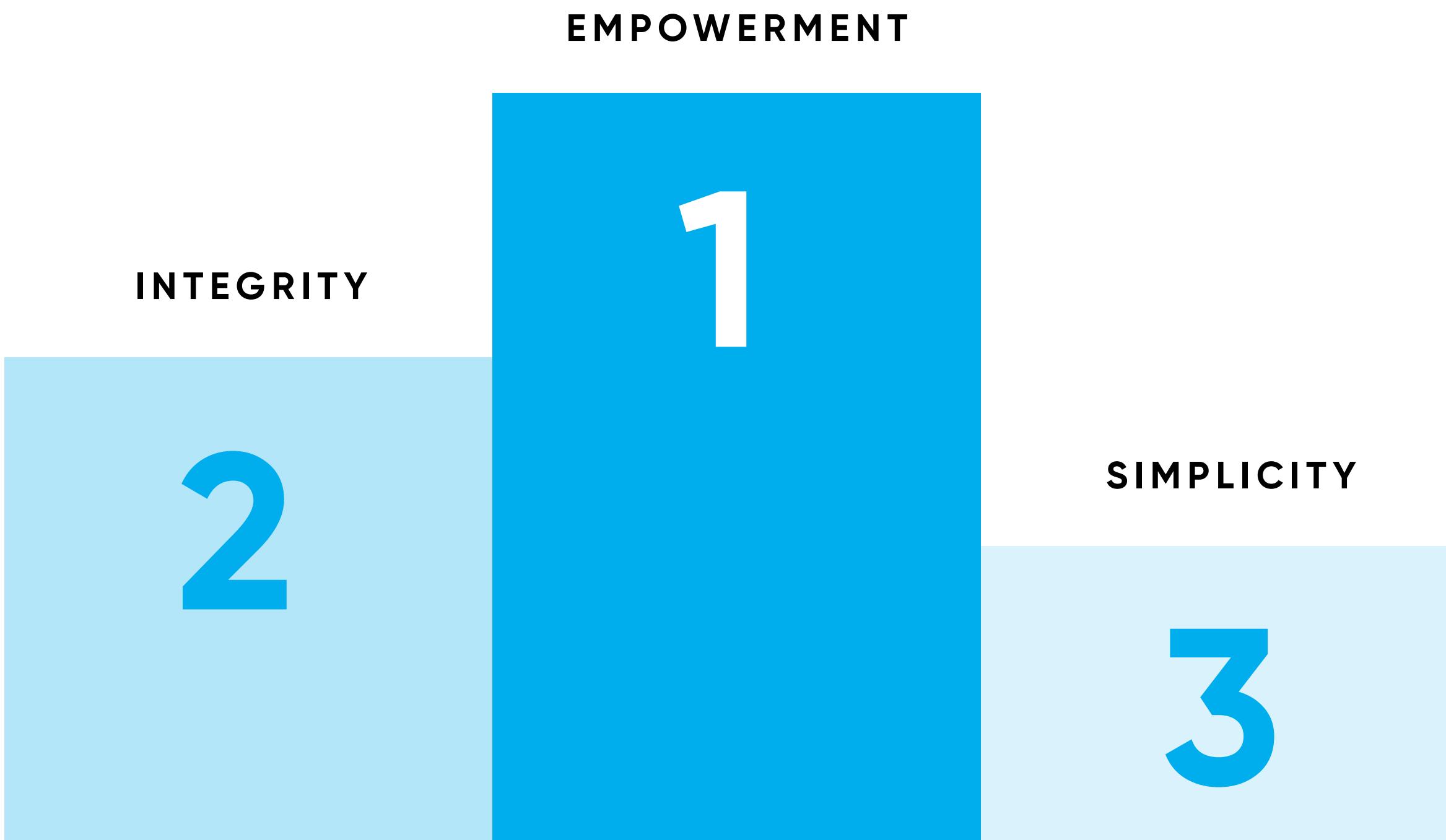
Through medically accurate
algorithms, and easy to use
tools we make it simple to
take action everyday.

We believe that through
empowering people with
the right* information
they can be motivated
to take actions towards
better health.

*Medically sound information presented in an
accessible manner.

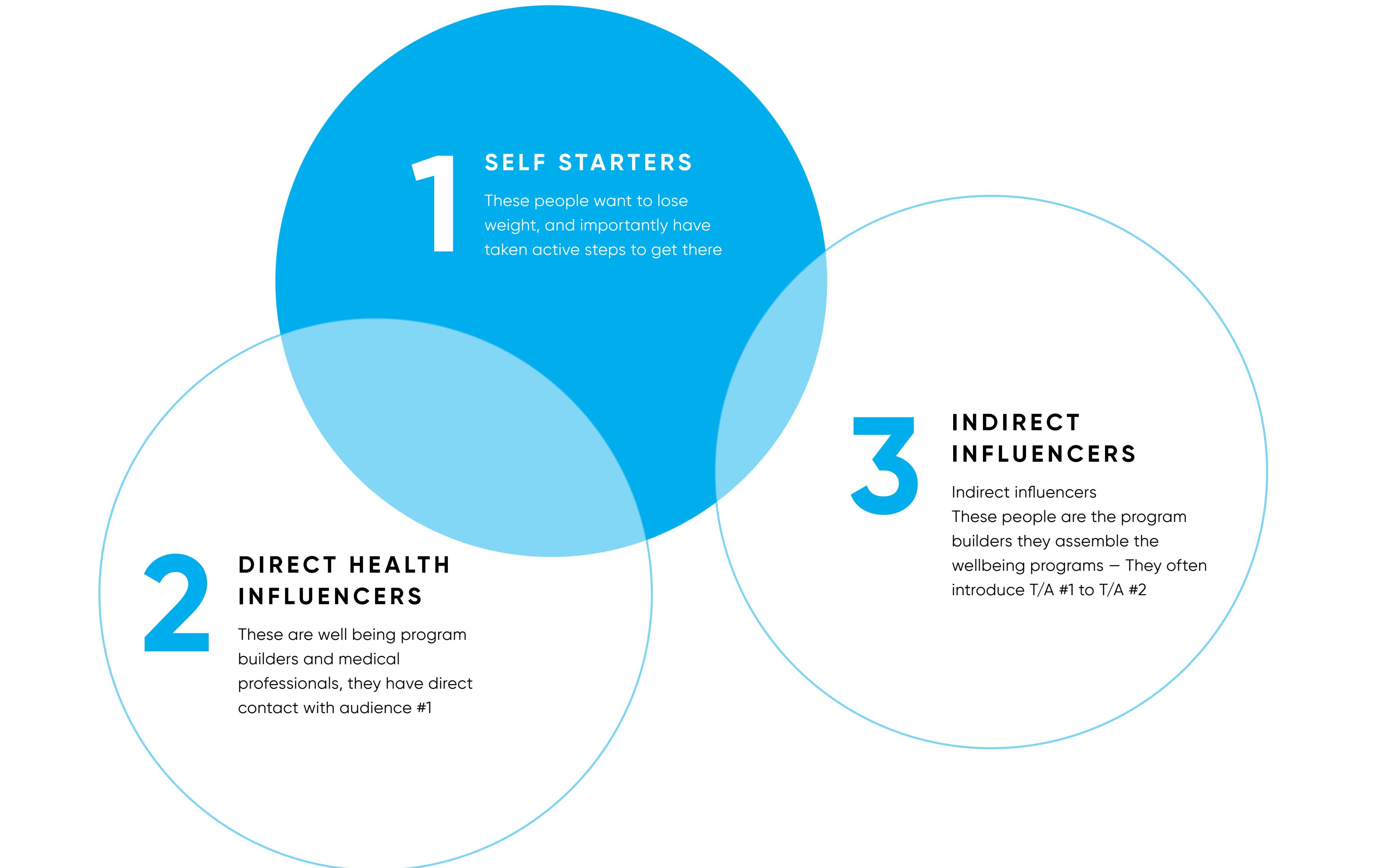
Brand Values

These three core values are what we stand for, we promote these values through every aspect of our brand. They are our decision making principles.



Target Audience I

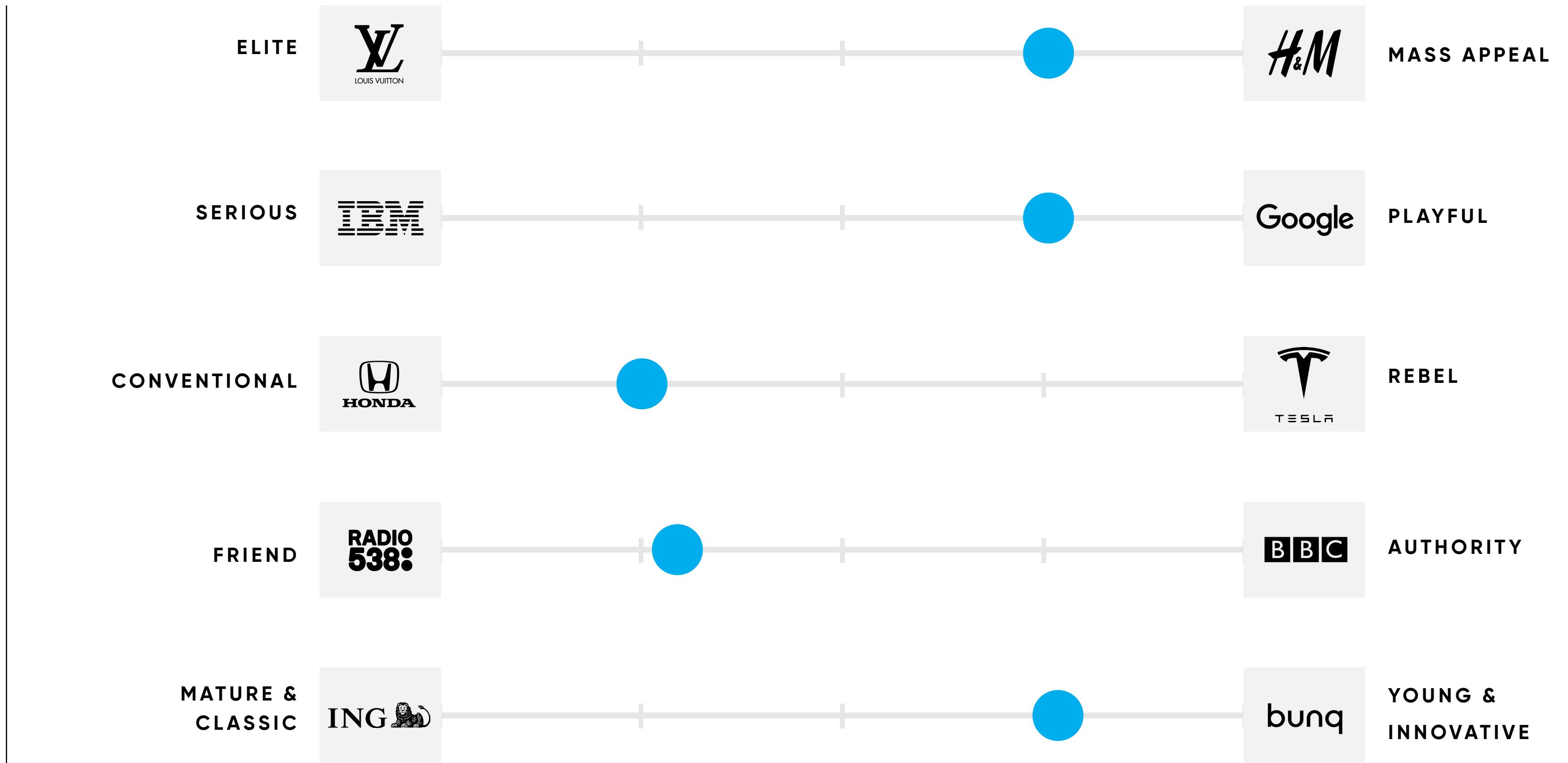
These are the people whose opinions we care about most. Look after them.



Personality Sliders

Brand tone

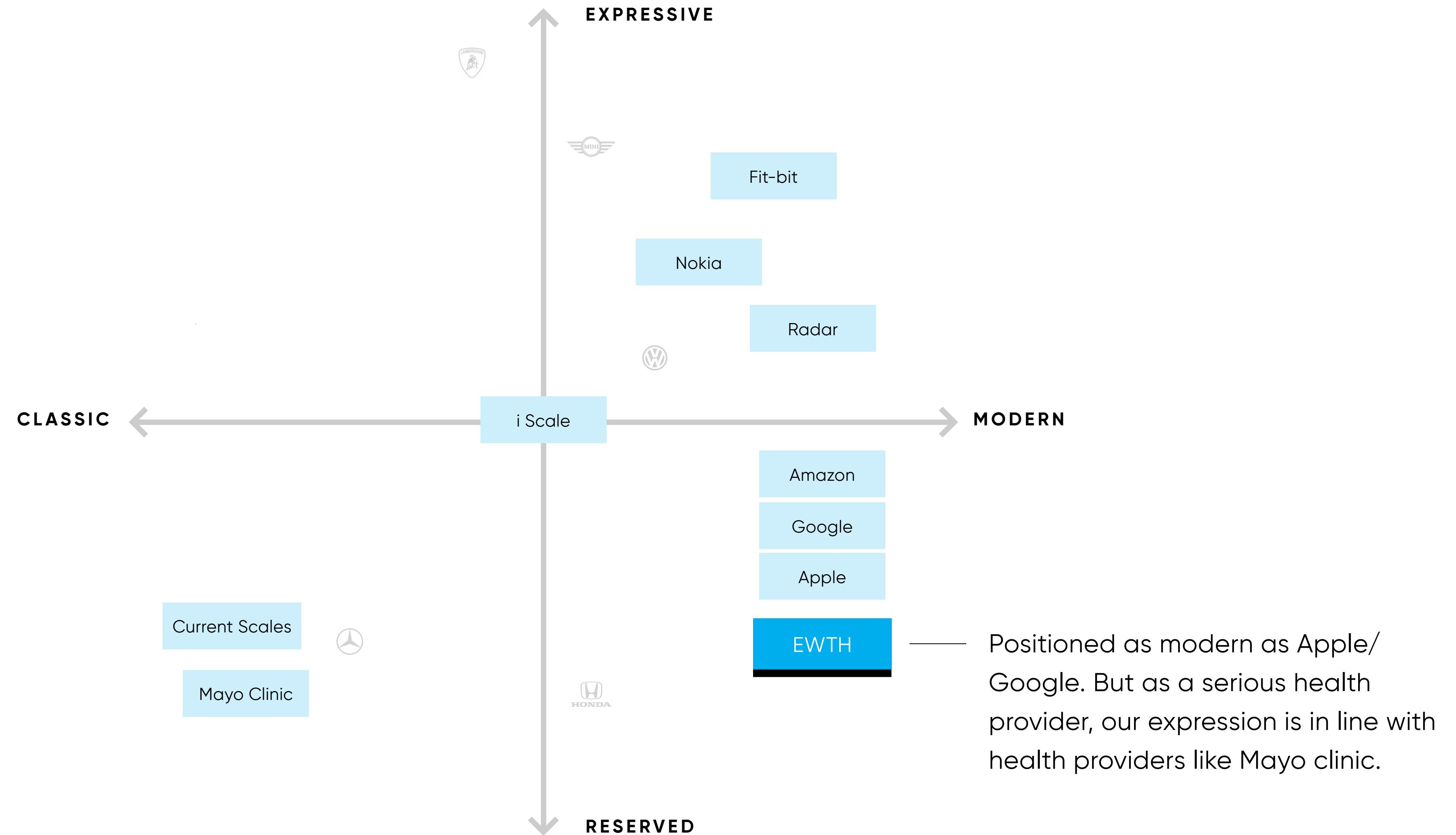
Just like a person we need to express ourselves. How we express ourselves is our brand personality. On a sliding scale here's how we stack up.



Competitive Landscape

How do we position ourselves? Here we take a look at our competitive landscape and where we are (ideally) positioned.

Note: the car logos exist as a reference point for what the axis mean.

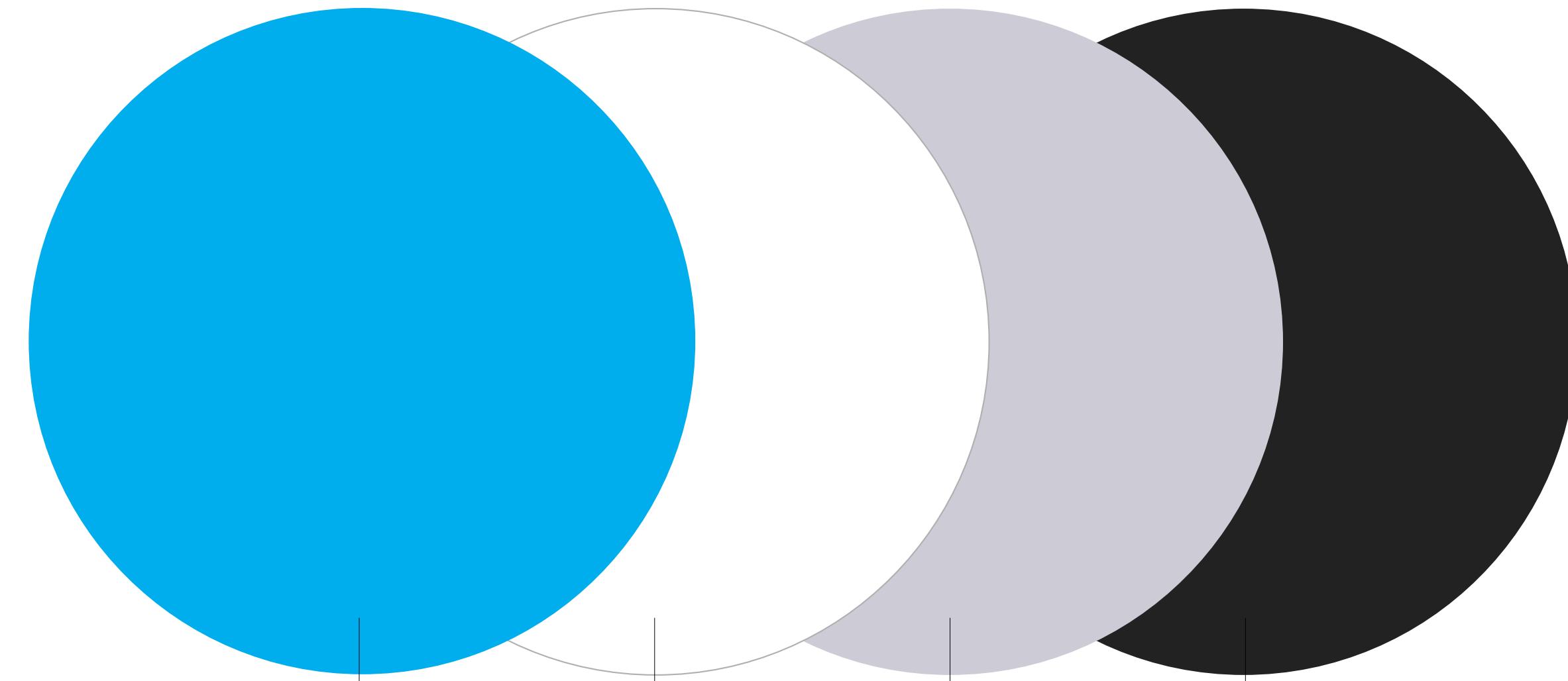


Brand Expression

The following section details the expression of our brand. Both the assets that are available and how they should be used. With these tools we deliver our message as outlined in the brand positioning.

Colours

Colour is often the first path to recognition, before forms can be deduced colours are recognised. Colour is therefore a critical component in our visual language. Here are our colours.



BRAND BLUE

rgb: 255, 255, 255
hex: #000000

WHITE

rgb: 255, 255, 255
hex: #000000

LIGHT GREY

rgb: 34, 34, 34
hex: #CCCCCC

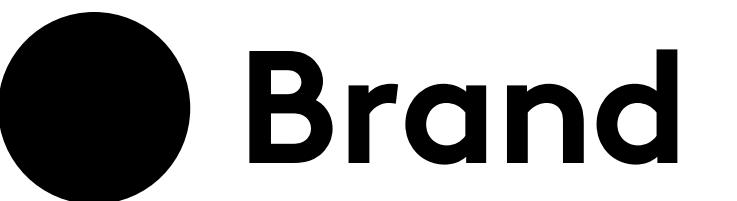
TEXT BLACK

rgb: 34, 34, 34
hex: #222222

Mark

Our mark is our primary identifier. It is therefore integral that its usage is consistent and purposeful. Use our brand with pride, but please keep these things in mind.

PRIMARY



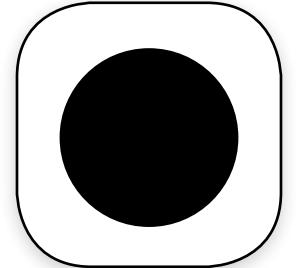
REVERSED



CLEAR SPACE



APP STORE ICON



USAGE



Do not rotate the mark



Do not use non-brand colours



Do not create new versions



Do not place on low contrast backgrounds

Typography

Typography is visual structure it makes our stories coherent, eye-catching and engaging. **We use <typeface> because – state reasons why you selected this particular typeface and how it builds on the general narrative of the design**

Circles & rings, what are dots?

This is an example of a leading paragraph this provides a brief insight into the article's content.

Meaningful copy that delivers your brand message in an eloquent way goes here. You can use long fruity words or just a few choice nuggets.

TYPEFACE

Gilroy – Bold

**abcdefghijklmnopqrstuvwxyz
1234567890**

Gilroy – regular

*abcdefghijklmnopqrstuvwxyz
1234567890*

STRUCTURE

Heading

Colour: Brand Blue

Weight: LL Brown bold

Line-height: 1.7

Lead paragraph

Colour: Body-black

Weight: LL Brown bold

Line-height: 1.7

Body

Colour: Body-black

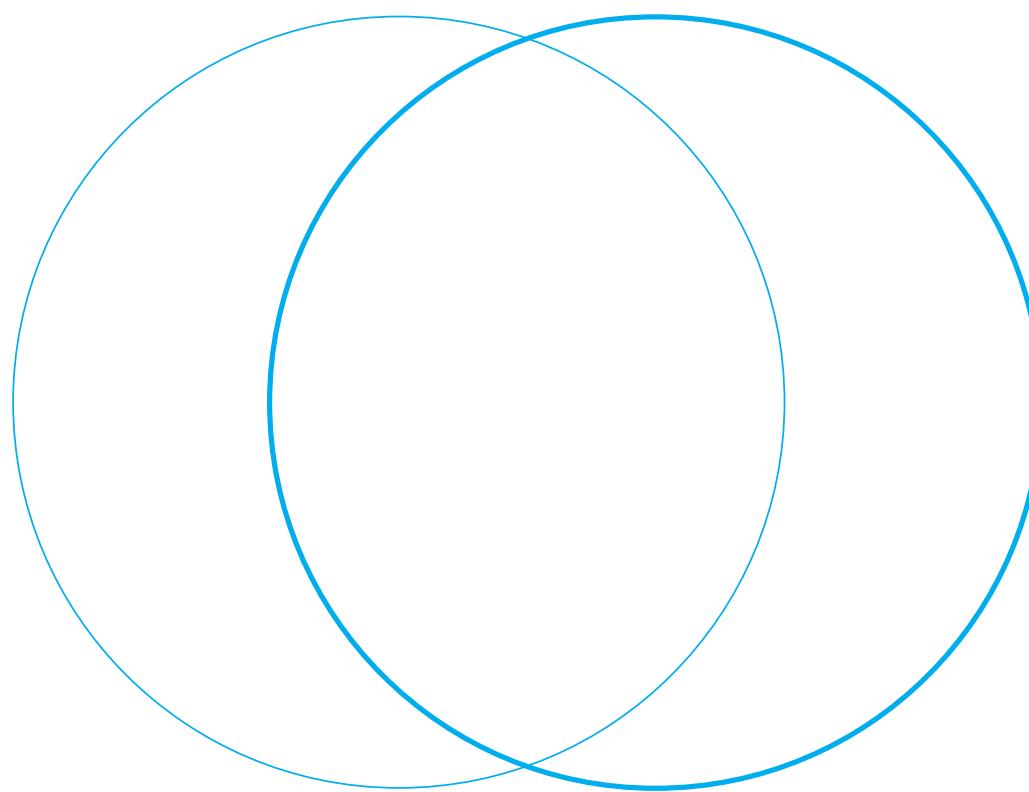
Weight: LL Brown Light

Line-height: 1.7

Visual language

Our visual language is the world our brand lives in. It comprises a unified system of form, colour and imagery. Its our story telling kit. Go ahead, say something with meaning.

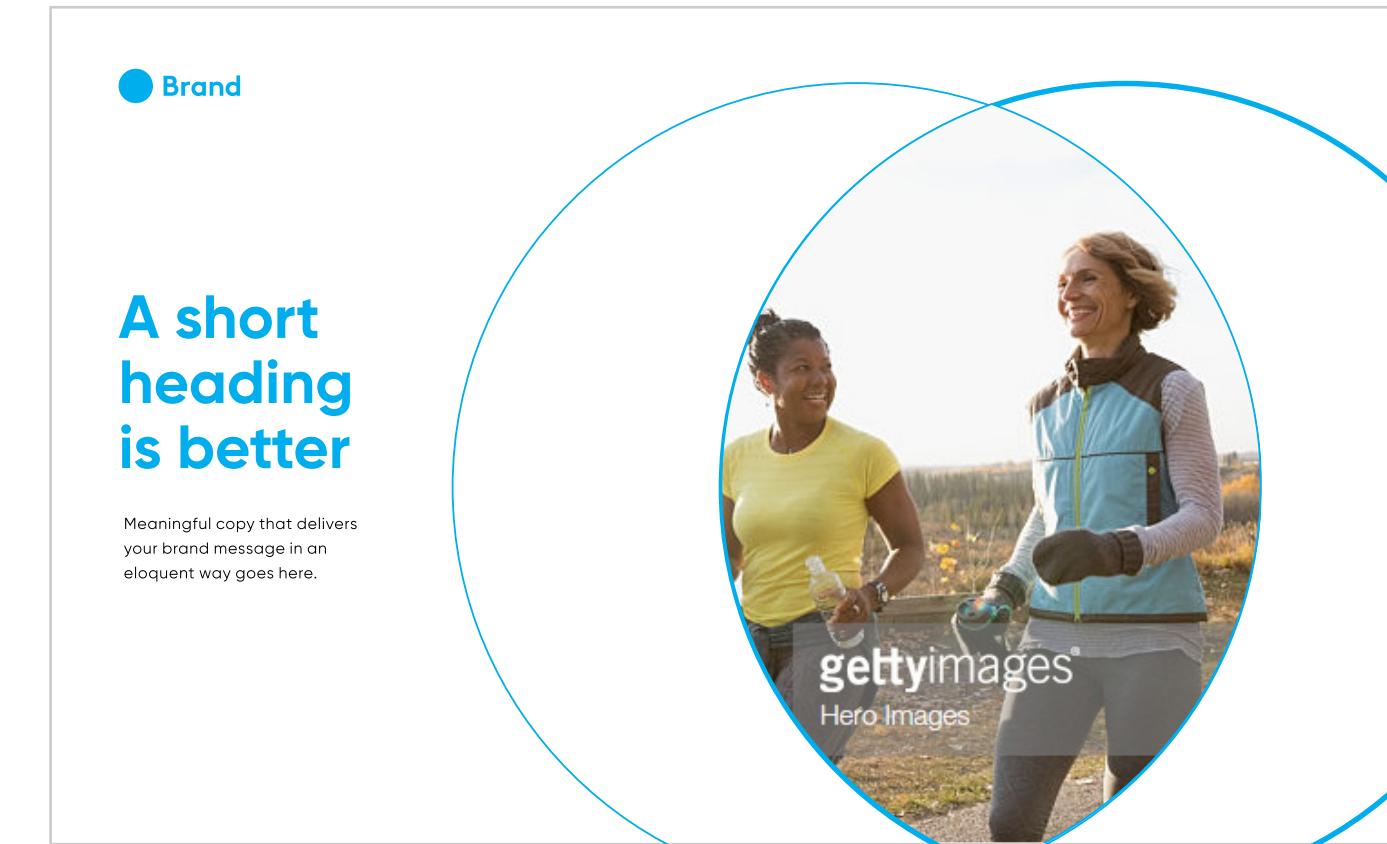
RINGS DEVICE



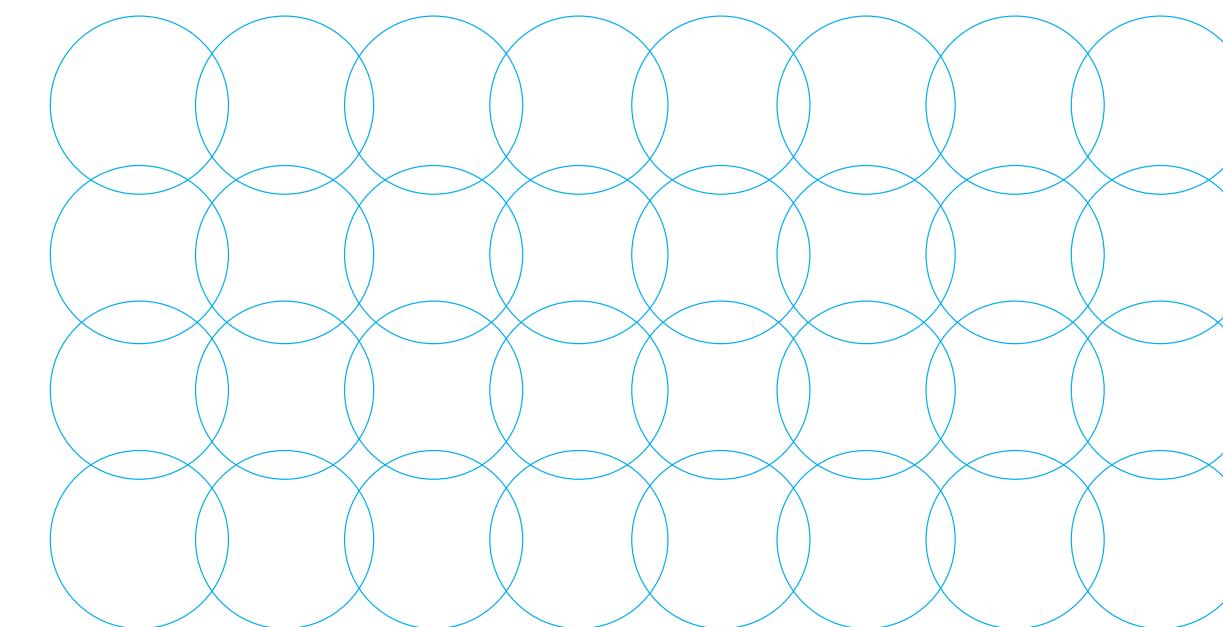
CALL OUTS



RINGS WITH PHOTOGRAPHY



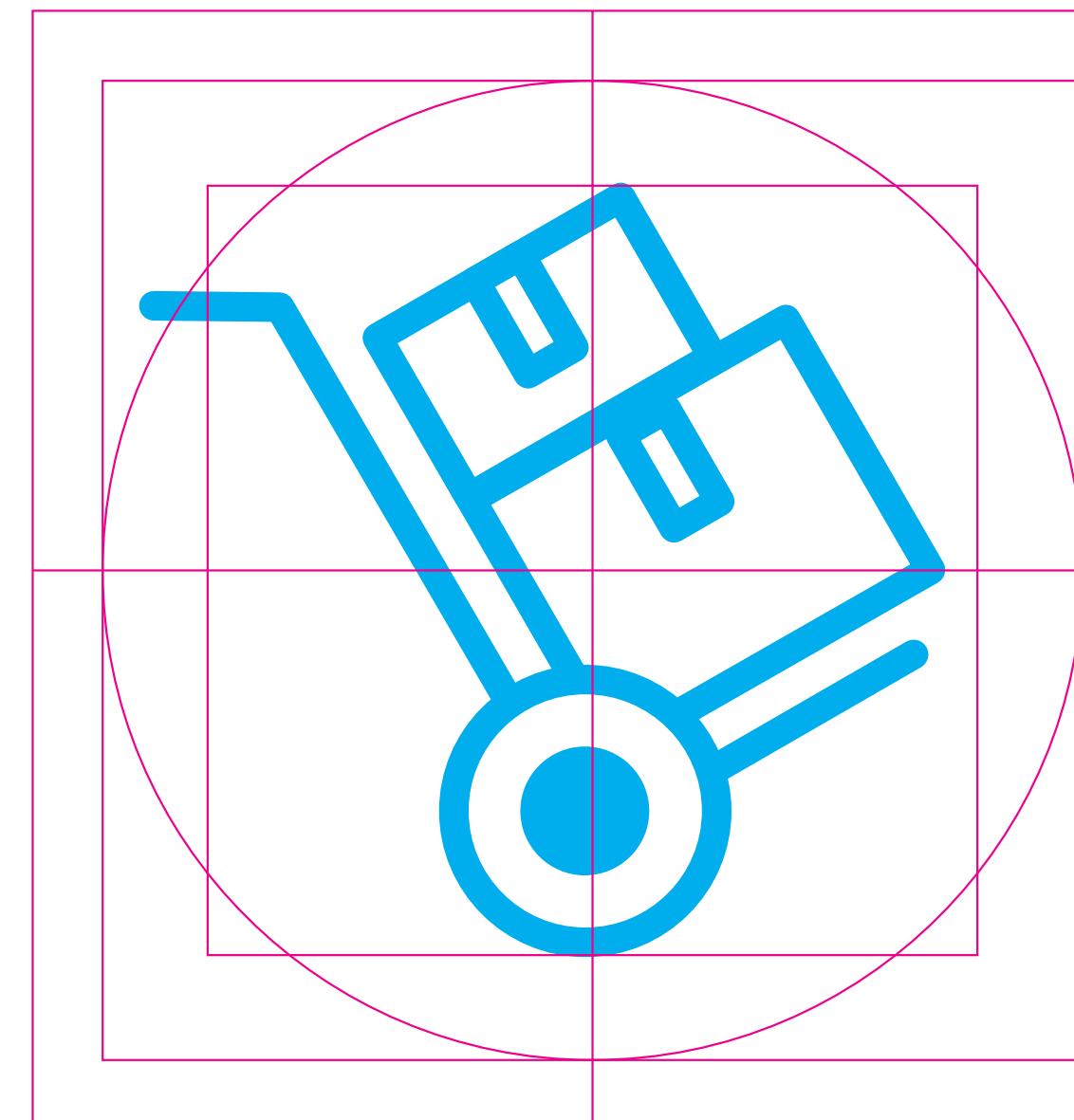
RINGS PATTERN



Icons

This is the most basic form of our visual language. A picture says a thousand words an icon should say just one. Fast. Our icons comprise visual shorthand for key functions of our product.

ICONS GRID

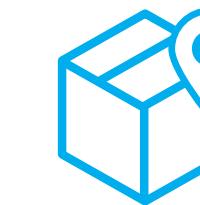


Our icon grid ensures the consistent rendering of our icons wherever they are used. If additional icons are needed ensure the visual weight is equivalent to the central square. It is ok to go out side the square to achieve this as indicated in the example above.

ICONS DETAIL



ICONS SET



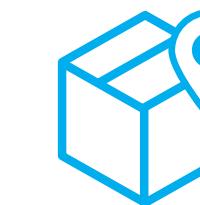
Meaning: parcel tracking
Usage: widgets / general



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Usage: widgets / general



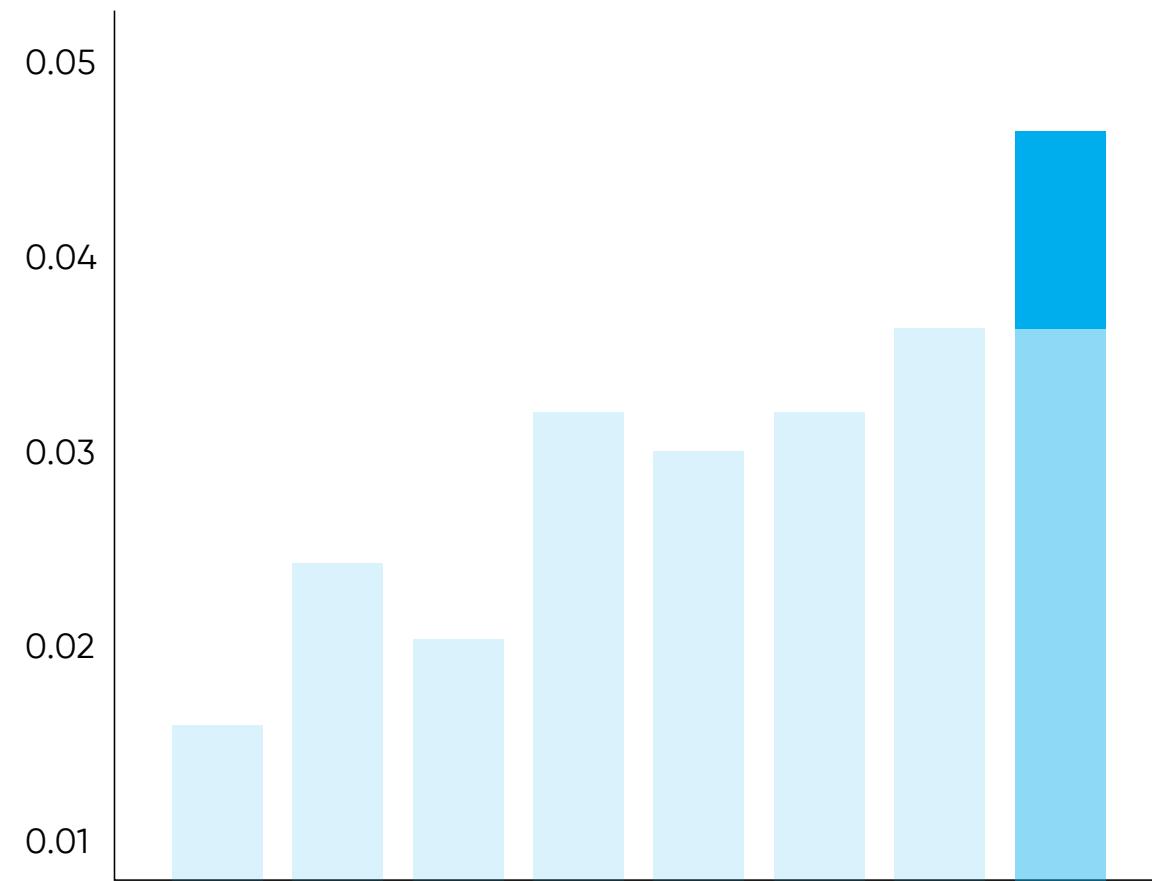
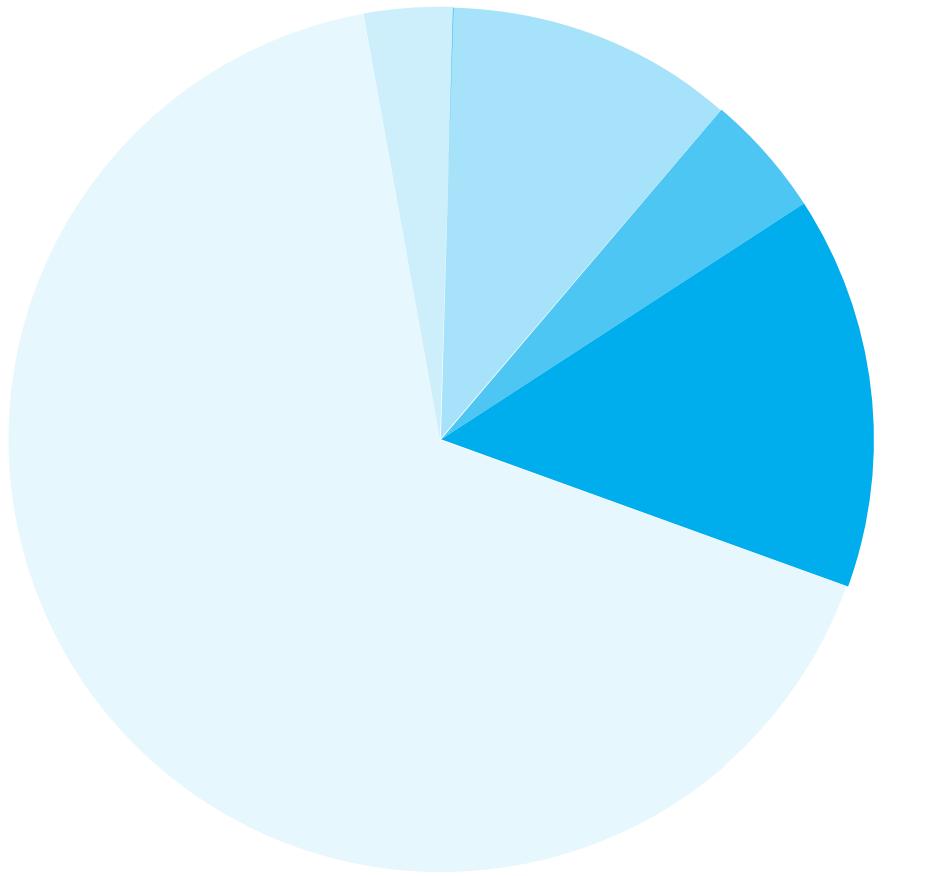
Meaning: parcel tracking
Usage: widgets / general



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Usage: widgets / general

Data (optional)

Our product demands we communicate vast quantities of information. How we display this is therefore critical. Heres how this is done.



Less is more – Our visual style is paired back letting nothing get in the way of the communication

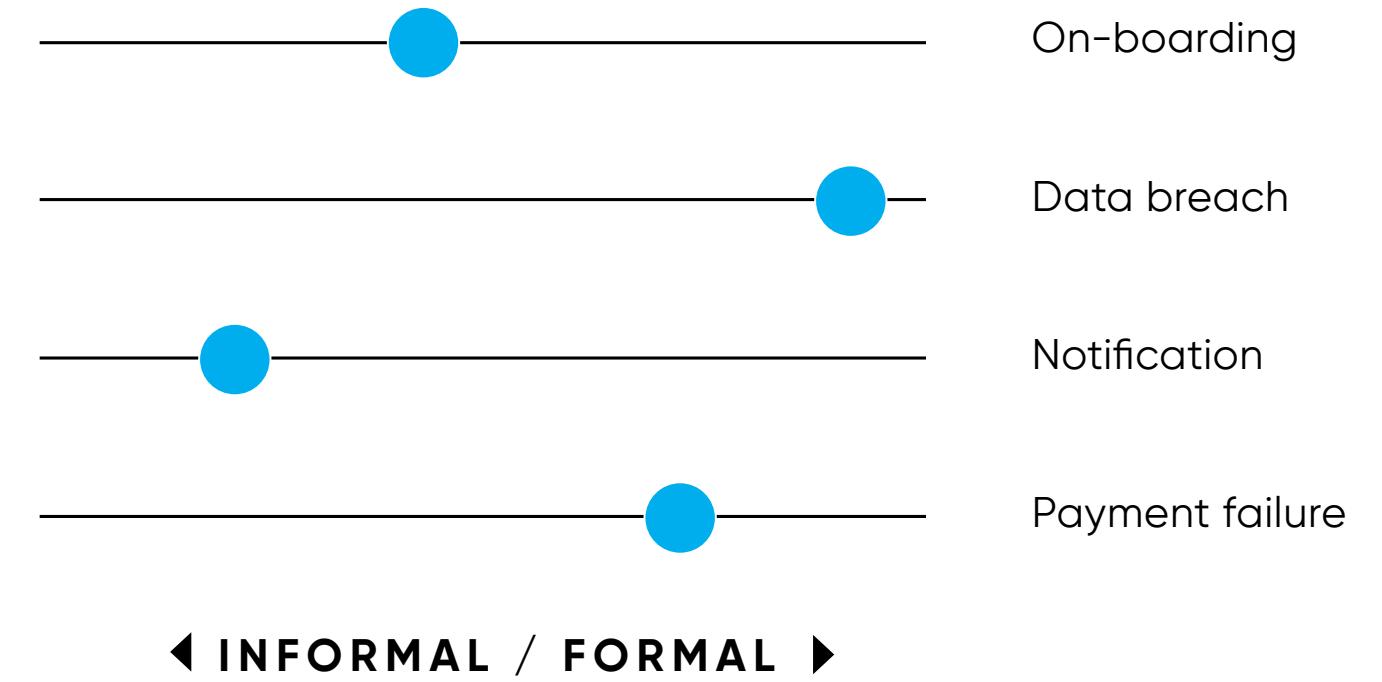
Monochrome – You can use any colour you like as long as its blue. Our blue.

Focus – We use tone strategically drawing the users eye to the most important information.

Tone of voice (optional)

This is how we tell our stories. Are they irreverent? Are they serious? Its not the facts it's how you tell them. Find out how to tell stories worth listening to here.

Our tone of voice, because storytelling.



To-the-point – One liners are our bag, baby.

Quick on our feet – We're reactive and spontaneous. Think Robin Williams minus the coke.

Genuine and real – We are unafraid to call a spade a spade, but not offensive. If you prefer 'shovel' that's ok too.

Photography

People

In order to craft a consistent message we need to control the emotional signals we send. This goes double when we are portraying people. On this page are our guiding principles for imagery featuring people and the content those images should contain.

PRINCIPLES

Genuine, human, spontaneous, light-hearted



CONNECTION

Interpersonal connections,
genuine emotions



LIGHTING

Isolated subject,
diffused lighting



MOTION

People in motion – work or play

Photography

Contextual

In order to craft a consistent message we need to control the emotional signals we send. On this page are our guiding principles for contextual imagery and the content those images should contain.

PRINCIPLES

Intimate, focused, isolated, simple



FUNCTIONALITY

Demonstrating the product forming its primary function.



DISPLAY

Product is always displayed in a usage context – in the users hands, in the home environment.



STORYTELLING

Product is the focus, subject and product interact directly in a focused manner.

Thanks

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