flex O2

Brand Style Guide

March 2022

www.flexO2.com

Print versus digital

AI

SVG   **PNG**
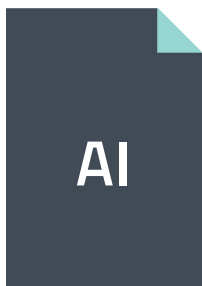
For print use CMYK colour

CMYK files are used for print applications. If you plan to have your material printed professionally, use a CMYK Adobe Illustrator AI file.

AI — Portable Document File

Adobe Illustrator AI is a vector-based CMYK file. Due to the way that they are created, vector graphics can be infinitely stretched and resized without losing any image quality.

Please note: You will NOT be able to use AI in Canva. Canva can only import SVG, PNG, JPG, and TIFF files in RGB.

For the web or digital use RGB colour

Use RGB files for anything that will be displayed on a screen. SVG and PNG files use RGB colour.

SVG — Scalable Vector Graphics

SVG files are RGB vector-based and intended for digital applications and web publishing. This type of graphic file can be opened in any browser. They support transparency and are **easily scalable** without losing quality.

PNG — Portable Network Graphics

PNG files are RGB high-quality transparent RGB web graphics. Use PNG files when the size of the item will stay static or shrink. **Do not scale** a PNG file up to a larger size or it can appear blurry, pixelated or distorted.

Typography

Typography is a vital part of our brand and Titillium Web our official font. It is a modern, geometric sans serif font with a wide variety of weights & styles. It has been designed for optimal readability in digital and print format. The clean, modern, sans-serif typeface works well for display copy, body text, and everything between. It is freely available and is designed with various weights.

breathe
health
CONTROL
flexible

NOTE: Titillium Web is free for both personal and commercial use, and can be downloaded via google fonts.

fonts.google.com

Titillium Web

Aa	Aa	**Aa**	**Aa**
Aa	*Aa*	***Aa***	***Aa***
Light	Regular	**Semibold**	**Bold**

CAPITALS — 14 PT.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE — 144 PT.
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

NUMERALS, PUNCTUATION AND GLYPHS
!"#$%&'(())*+,-./0123456789;<=>?@\]]^_`{{|}}~¢£¤¥¦§¨©ª
«¬®¯°±²³´µ¶·¹º»¼½¾¿π†‡•…‰‹›/€™Ω∂∂∆∏∑−√∞∫≈≠≤≥⌐⌐,

Brand palette

Primary core palette

The primary palette consists of dark teal and coral. These serve as the foundation for the palette and the logo in particular.

SEAFOAM

GREY

Secondary palette

Additional colours can be selected from our secondary palette, which supports our primary colours. These accent colour palette provides versatility and variation, serving as complementary tones to the primary palette. Use of these colours in combination with the primary expands the visual scope of the AAH brand.

YELLOW

TEAL

PEACH

MULBERRY

SAND

KHAKI

Colour builds

It is important to render the colours accurately. For best colour results, match the colour code most appropriate to your process and needs.

- **When printing digitally or lithography:** Always use the CMYK colour formula listed here when creating the colour for use in 4-colour process printing. They are adjusted for the best reproduction and do not match Pantone® Colour Bridge breakdowns.

- **When printing using spot colour:** Only use the Pantone Matching System (PMS) colours if you are printing with spot colours of the primary FlexO2 Grey or Seafoam colours (PMS Cool Grey 11 and PMS 564). This is often the case with items such as with silk-screening.

- **When using colour digitally** (i.e. web sites): For Microsoft Word, PowerPoint, or digital graphics use the RGB or hexadecimal values.

GREY		
PMS	Cool Grey 11
CMYK	45.30.20.65
RGB	66.76.87
HEX	#424C57

SEAFOAM		
PMS	564
CMYK	40.0.20.0
RGB	150.213.210
HEX	#96D5D2

TEAL		
CMYK	80.40.50.15
RGB	54.114.115
HEX	#367273

YELLOW		
CMYK	5.10.50.0
RGB	243.221.147
HEX	#F3DD93

MULBERRY		
CMYK	35.70.60.15
RGB	152.90.87
HEX	#985A57

PEACH		
CMYK	0.35.35.0
RGB	250.180.155
HEX	#FAB49B

KHAKI		
CMYK	40.35.55.5
RGB	155.147.120
HEX	#985A57

SAND		
CMYK	5.10.20.0
RGB	240.224.202
HEX	#F0E0CA

Palette usage

Mix and match

The colour palette is designed to be used across all communication channels. These colours have been carefully selected to work individually or in combination.

White space

White space plays an essential role in our visual brand identity. Successful communications balance colour, typography and graphic elements with generous amounts of white space.

Our logo

The logo

The AAH logo system is the common thread throughout our communications. Consistent, thoughtful usage builds our organisation's name and reputation.

The 4-color process master logo is recommended preferred version to use when possible.

Primary Master Logo

Elements of the logo

Locked elements

The FlexO2 logo is integral to our overall brand identity.
It is the primary mark used to promote the product. Correct use of the logo is important to projecting a recognisable appearance to our audience.

There are two important elements to the logo – the small dial icon and the wordmark, which must always be used together in their official lock-up. The balance between the two elements is a fixed relationship that should not be altered.

Neither the name nor the dial should be used in isolation.
They should always appear locked together.

FLEX / O2

Wordmark - Flex   Dial Icon   Wordmark - O2

Statement/strapline

The FlexO2 device empowers patients to breathe easier, gain a sense of self-control, and increase their quality of life. Our strapline "Freedom to Breathe" allows us to clearly explain the key benefit of the device with brevity, directness, simplicity and timelessness. Our logo is not required to appear with strapline.

Freedom to Breathe

Logo variations: wide

4C Master — Preferred Version

PMS Master

4C Grey Solid

Black Solid

PMS Grey Solid

White 4C Dial

White Solis

White PMS Dial

Positioning and minimum size

Exclusion zone

When possible, the logo should aim to have adequate clear space around such as shown on the right to ensure clarity. This exclusion zone ensures the logo is not crowded or too close to other elements.

The space is the height of the letter "O" in the chemical equation O2. Type or graphic element (including folds, trims or edges) should avoid fall within the safe zone shown.

Logo exclusion zone

Minimal size

The logo has been developed to ensure that it is always visible and impactful.
To ensure optimal legibility, please adhere to applying at least the minimum size when reproducing the logo.

15mm
minimum width
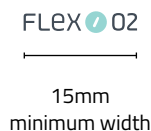
Usage

The strength of our logos relies on a consistent application in all mediums.

To maintain the integrity of the brand, is essential that the correct logo artwork always be used without any modifications or additions. They should always retain the original proportions when resizing the logo to avoid distorting their appearance.

FLEX O2

❌ Never manipulate or distort the logo, for example, by stretching or compressing it.

FLEX / O2

❌ Never alter the placement or scale of the elements.

FLEX O2

❌ Never add colours to individual elements.

FLEX O2

❌ Never use drop shadows, strokes or other visual effects.

FLEX O2

Wellness and Health Fair

❌ Never add words, art or images to the logo to create a composite logo treatment.

FLEX O2

❌ Never change the colours of the logo.

FLEX O2

❌ Never alter or replace the typefaces of the identity. Never try to redraw any element of the logo.

FLEX O2

❌ Never place the logo on an image whose complexity competes with the legibility of the logo. Never place the logo on a photograph that provides inadequate contrast.

FLEX O2

❌ Never place the colour logo on a colour that provides inadequate contrast. Use the reverse white options or the solid grey or black version instead.

Graphic elements

Shapes and elements may be used to create continuity throughout our materials and increase brand recognition. A number of shapes are included in the FlexO2 brand system as optional elements to bring movement and interest to our communications.

The elements can be mixed and matched with any colours from the brand palette.

1 Dot

2 Dots

4 Dots

4 Leaves

Starburst

Quote Marks

*Line Corner
90 Single*

*Line
Half-circle*

Line Arrow

*Line Corner
45 Double*

*Line Corner
45 Single*

Ribbon Long

Ribbon Short

Photographic style

Photography should be shot with warm soft tones in the colour palette of the setting, decor, and clothing choices.

The subjects should be smiling, enjoying life, and engaged with others.

It's important to show that with this device, a quality of life can be achieved — and interactions with healthy friend and family will demonstrate the real quality of life gains that the device can bring.

Shots should show a range of scenes — kitchen, garden, living room, etc.

Illustration style

Illustration can bring bold visual statements to our communications. The brand aims to use flat, simple styles that are not complex.
Use the brand colours as the dominate palette to help unify and clearly link to the brand.
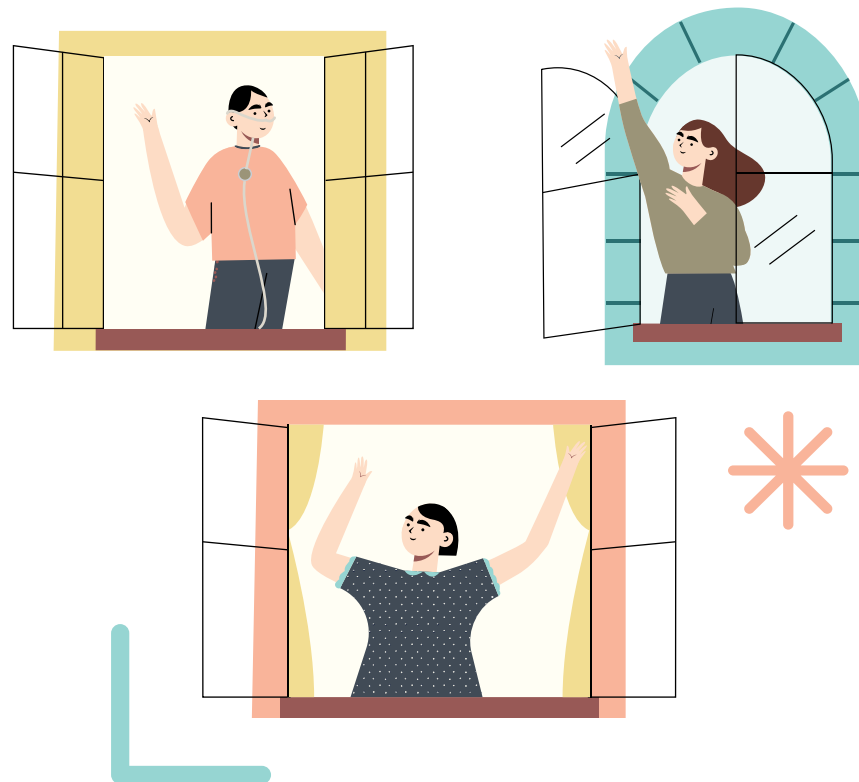
Editorial tone

The editorial style, tone, voice and readability level behind our written communications define who we are. It is important to create content that is clear and consistent with the user experience in mind.

Our voice is professional but friendly, with a caring tone. When we write about complex technical information, the meaning should be easy to grasp—even for those who do not work in healthcare. Write using the active voice, with plain, jargon-free prose.

Statements should be crafted that demonstrate proof of excellence via clinical studies and medical reviews. Benefits of the device should be explained in relatable ways that showcase how it can optimise the patient's health for their lifestyle.

A new device in the management of respirator conditions

A safe, reliable way to help patients manage their oxygen flow specific to their needs. Patients develop a heightened awareness of the factors affecting their health while gaining a empowering sense of control.

Clinically proven in a Karolinska University Hospital study to:

- Assist physicians in reducing suffering from lung diseases such as fibrosis and COPD
- Provide patients with greater mobility and activity
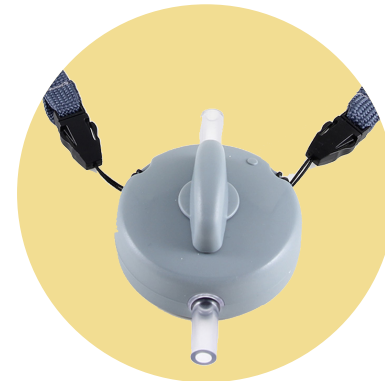- Improve recipient's quality of life

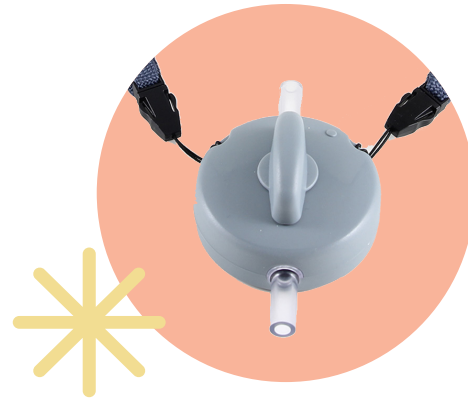# Examples of our brand in use
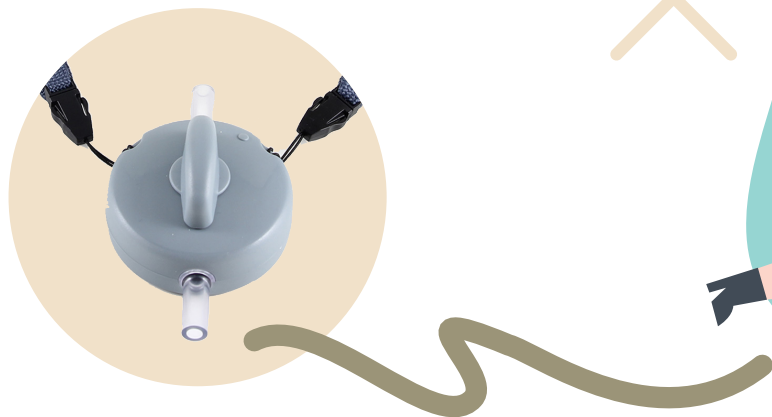
Moodboard

FLEX O2

Freedom to breathe

FLEX O2

Freedom to Breathe

Packaging sample

> **The small, contoured design offers easier, simpler, and more effective oxygen settings which are individually optimized for each patient.**
>
> **The trusted device was developed with the patient's interests at its core.**

Lanyard sample

Informational insert sample

FLEX O2
Freedom to Breathe

Information for users
The FlexO2 is a patient-controlled flow restriction of oxygen supply from oxygen concentrators. It enables the user to control the delivery of a stable flow of oxygen that is optimized for their specific medical needs.

Introduction

Your doctor has determined that oxygen supplements would be beneficial to you and has prescribed two oxygen levels, one dose during exertion and one dose during rest.

To avoid having to move to the oxygen concentrator to adjust the dose, you have the FlexO2 connected with reach, for example hanging around your neck, so that you can then yourself select between these doses in a safe way.

In this way, you can, for example, when seated or lying down change from rest mode to activity mode (see image 2) without having to move and exert yourself unnecessarily.

When changing from rest to activity mode, you turn the handle so that it points to the larger symbol. You get a short "puff" that can be felt and is audible. The puff is completely normal and it shows that the activity flow is selected.
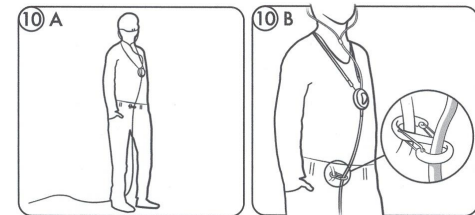

When you change FlexO2 back from activity to rest, turn the handle so that it points to the smaller symbol (see image 4). You will now get an oxygen dose adapted for rest.
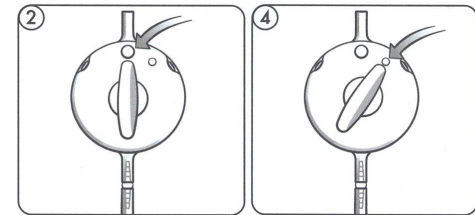
S-hook.

An S-hook can be used (not included) where one half is fastened to a hole in the patient's trousers, belt or button hole as close as possible to the midpoint vertically under FlexO2.

See image 10A and 10B.

FLEX ● O2