



BRAND APPLICATION GUIDE

A few simple rules to ensure the consistent and correct application of the OMED HEALTH® brand name and style.

Owlstone Medical is a biotech organization operating on a global level to provide high-quality, consistent breath sampling technologies for research purposes, with a vision of becoming a leader in provision of breath analysis for medical applications. We are on a mission to save 100,000 lives and \$1.5B in healthcare costs by improving early diagnosis and personalized medicine in diseases from cancer to infectious and inflammatory disease.



OMED HEALTH® - Our latest breakthrough technology

Our groundbreaking diagnostic system is a three-part bundle of physical product (OMED Health Breath Analyzer), web / mobile experience (patient diagnostic portal) and customer service (clinician led care) that collectively become the brand in the patient's imagination



Building blocks for creating powerful communications

- 01 The OMED HEALTH primary lockup
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- 02 Our Color Palette
.....
- 03 Typefaces
.....
- 04 Other Approved Logo Versions
.....
- 05 Do's and Don'ts
.....

The primary lockup

Our logo has been developed specifically to resonate with and reassure patients that we have solutions for their conditions.

- 1 The clear space rules illustrated in blue will help to determine our logo's visibility and legibility. They are based on the cap-height of the name-style (H). To assist in any central positioning of this lockup, additional consideration has been given to the position of the clear space below the name-style.
- 2 HEALTH is 1/3 the cap-height (H) of OMED, should always sit directly below the letters M and E in the OMED name-style and sit 1/6 H away from it.
- 3 To optimize the legibility of our brand on all communications, a minimum width of 25mm should be followed.

Approved artworks are available from the Marketing Team.



Keeping things consistent with color

The primary palette.

We selected the brand colors from the organizational brands extended palette to make sure there's a strong bond for this exciting new solution.

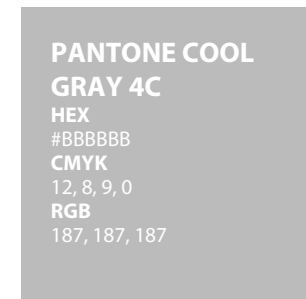
Websafe colour matched HEX codes, CMYK and RGB values are stated below the Pantone reference numbers for all required applications.

The secondary palette.

The additional colors of Purple, Pink and Teal have been selected to support the primary palette in marketing activities and within data presentation when more colour differentiation is needed.



PANTONE 7683C
HEX
#416BA9
CMYK
84, 52, 1, 0
RGB
65, 107, 169



PANTONE COOL GRAY 4C
HEX
#BBBBBB
CMYK
12, 8, 9, 0
RGB
187, 187, 187



PANTONE 2582C
HEX
#B14FC5
CMYK
51, 75, 0, 0
RGB
177, 79, 197



PANTONE 1767C
HEX
#FEB0C0
CMYK
0, 43, 11, 0
RGB
254, 176, 192



PANTONE 7464C
HEX
#9FCFCA
CMYK
123, 0, 2, 19
RGB
159, 207, 202



Versatile, fresh and contemporary font selection

Online and offline communications.

To support our name-style, we use the font pairing of Gotham Bold and Gotham Book in all digital and printed communications.

Gotham Bold should be used for all headlines and Gotham Book for the bulk of body copy.

Gotham Bold should be used for paragraph titles within the body copy.

MS applications.

For our Microsoft reports and internal presentations, the font pairing of Segoe UI Bold and Segoe UI Regular has been selected as the closest set of characteristics to the Gotham family.

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

When to use other versions of our logo

Secondary versions of our logo have been developed to deal with all other applications.

The same clear space rules also apply for all of these secondary versions including the OMED favicon which will need to be used on certain online applications like social channel avatars and website favicons.

The reverse is to be used when applied to darker backgrounds. A white-only reverse may be required for and used only on third party applications.

Approved artworks are available from the Marketing Team via marketing@owlstone.co.uk



The reverse



The white-only reverse



The favicon



Example favicon

A reminder to always stay on-brand

Follow these rules and we'll always look great on everything.

Only use the approved versions for both internal and external comms.

Follow our clear space rules and only use versions which compliment approved colours from this guide or the main Owlstone Medical colour palette.

Use versions that contrast with their background, don't compromise on clear space and do not in any circumstances, modify the shape or change the colours of any approved versions.



✓ DO use the approved versions



✓ DO follow the clearspace rules



✓ DO use approved colours where possible



✗ DON'T use the reverse on light backgrounds



✗ DON'T invade the clear space



✗ DON'T distort or change the colour

If anything's unclear, get in touch

We have a dedicated communications lead who can help you out if you get stuck with using these guides.

marketing@owlstone.co.uk

