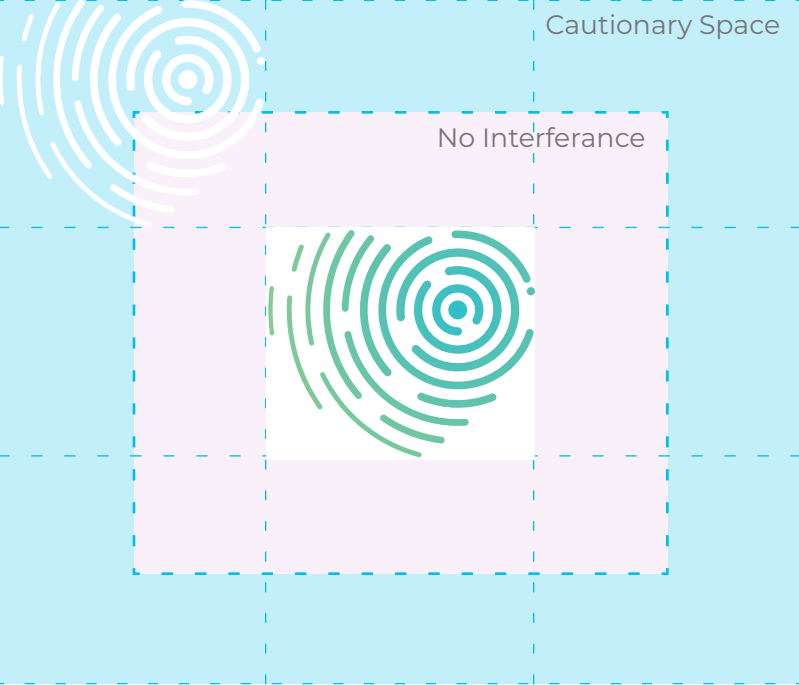# BioFi

Contents

Heartprint logomark

The BioFi brand identity consists of the Heartprint logomark and type set in Montserrat. The Heartprint logomark is limited in use and should only be used independently, with the BioFi logo, or in cases with the Powered by BioFi tag. The Heartprint logomark is central to the identity of BioFi.

The Heartprint symbolizes the unique biometric identity of every individual. The Heartprint logomark should be used in isolation only when there is enough contextual information about the company and/or product it is representing.

CLEAR SPACE

Cautionary Space

No Interferance
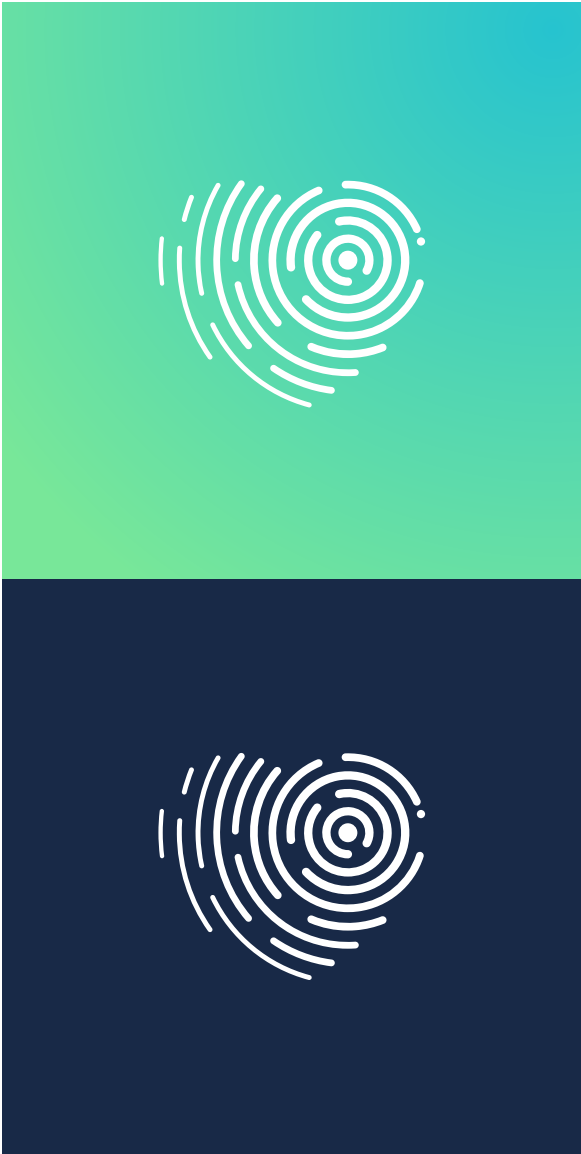
Heartprint Logomark

LOGOMARK VARIATIONS
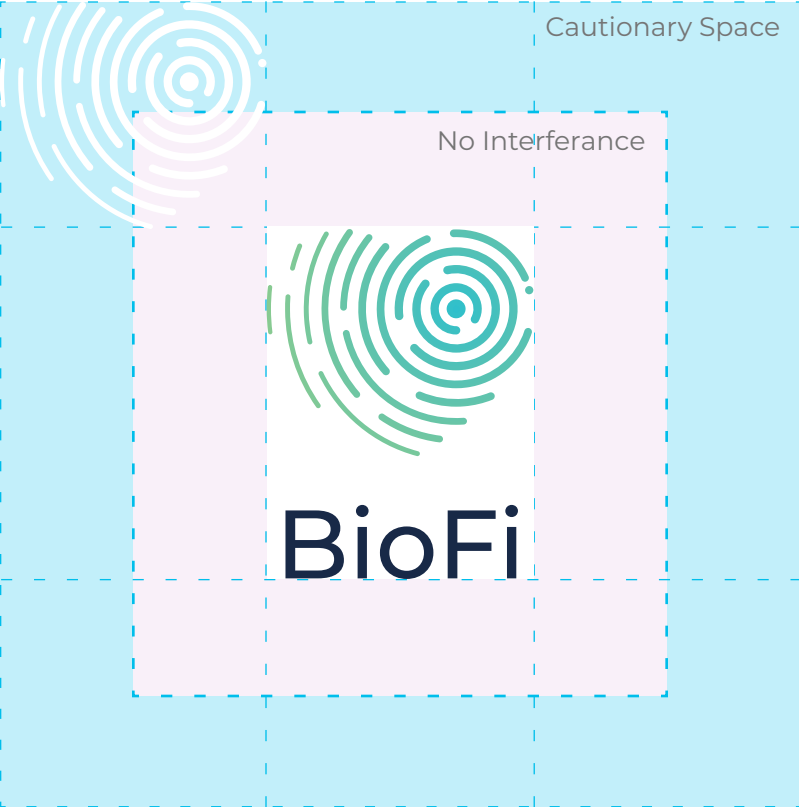
Default

Black

White

BioFi logo

Behind all our products is our BioFi technology. The BioFi logo is used when referring to or signifying that the accompanying product is built around our BioFi technology. The Powered by BioFi tag may be implemented as a stand alone logo, product logos *(limited use)*, on physical D2C products, partner products, and in digital experiences using BioFi technology.

BioFi

CLEAR SPACE - STACKED

Cautionary Space

No Interferance

BioFi

STACKED LOGO VARIATIONS

Default

Black

White

Cautionary Space

No Interferance
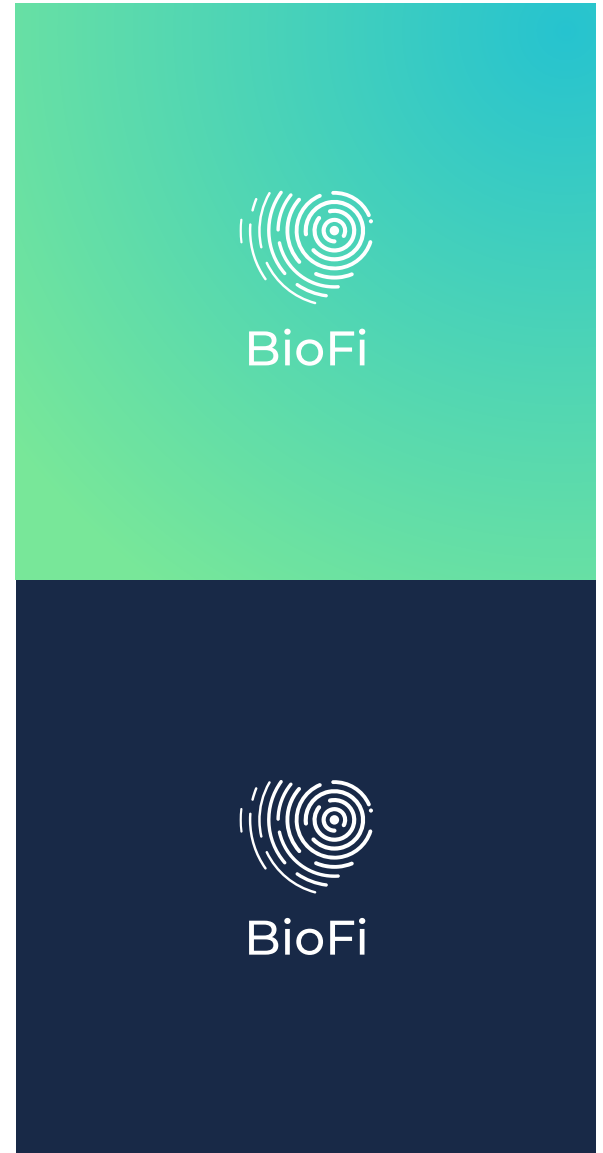
Powered by BioFi

INLINE LOGO VARIATIONS

Default

BioFi

BioFi

Black

BioFi

White

BioFi

BioFi

BioFi Logo

Default

Black

White

Praesidium

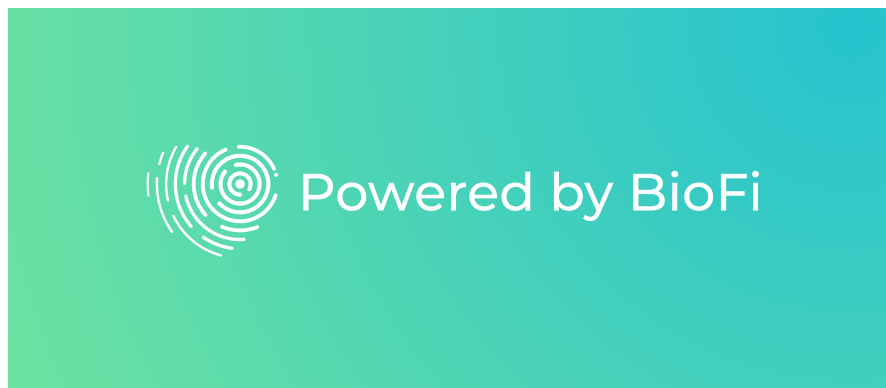Praesidium means to guard and protect. Praesidium is not a public facing brand. Praesidium is used strickly for official business operations and interactions and on its own is not a logo and in very rare occasions can be pared with the Powered by BioFi tag and Heartprint logo mark. In special cercumstances the following examples are how the Praesidium company name can be used with the Powered By BioFi logo and tag.

CLEAR SPACE

Cautionary Space

No Interferance

Praesidium
Powered by BioFi

POWERED BY BIOFI VARIATIONS

Default

Black

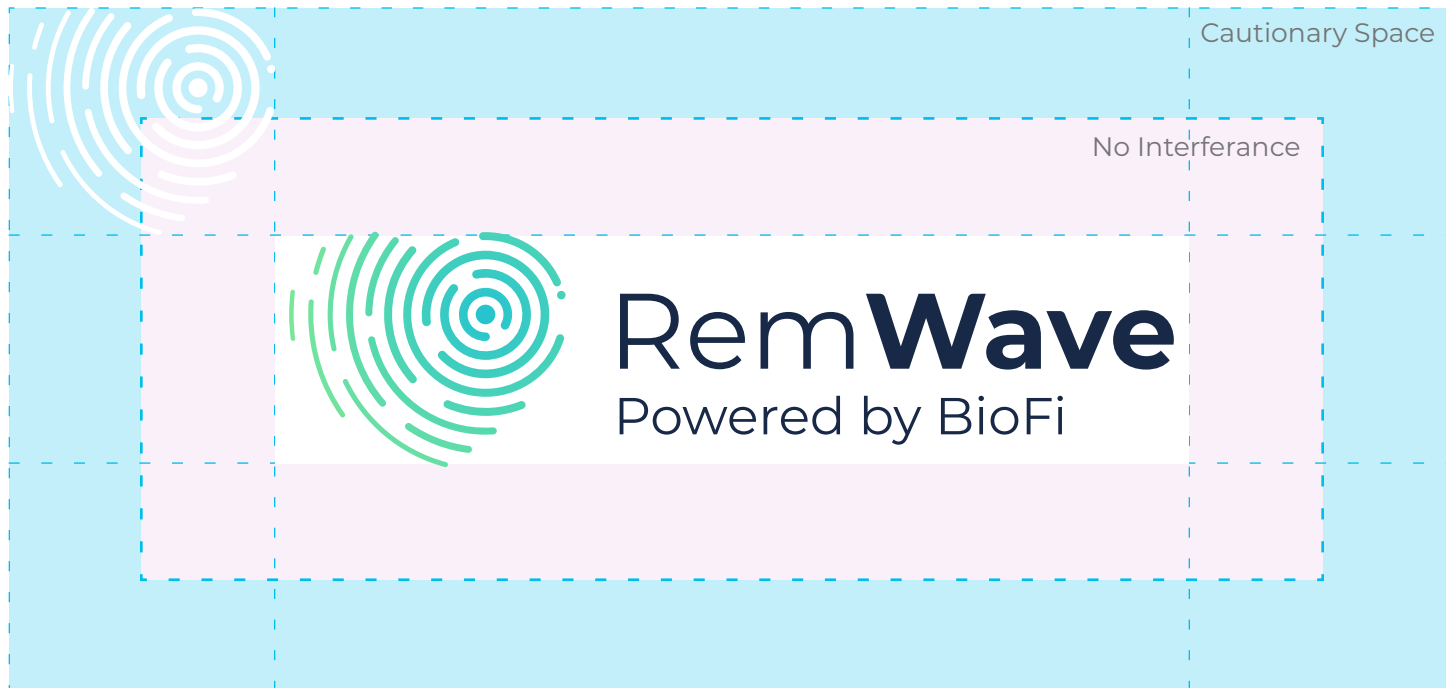*White*

RemWave

RemWave is a product line that covers areas in adult/family sleep, Assisted Living Facilities and Security. The product name may be paired with the Powered by BioFi tag in limited use cases to connect the product to the brand identity.

CLEAR SPACE

Cautionary Space

No Interferance

RemWave
Powered by BioFi

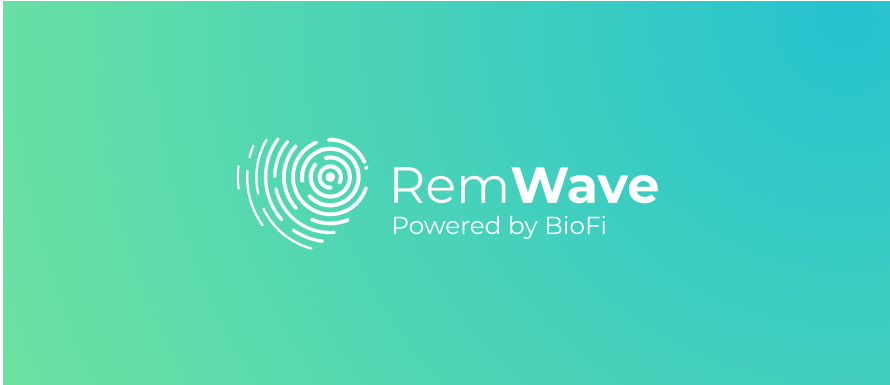## POWERED BY BIOFI VARIATIONS

Default

Black

White

Wink

Wink is a product line that covers areas in infant care. The product name may be paired with the Powered by BioFi tag in limited use cases to connect the product to the brand identity.

CLEAR SPACE

Cautionary Space

No Interferance

Wink
Powered by BioFi

POWERED BY BIOFI VARIATIONS

Default

Black

White

Typography

The BioFi identity is grounded in a consistent approach to use of typography in logos and copy.

As a general rule skip a weight and double font size for headings.

Montserrat

Logos are set in Montserrat Medium. A logo may use a combination of **Medium** and **Bold** to help distinguish elements of the type.

Montserrat is the official font for all corporate and customer facing collateral.

Montserrat

Montserrat Regular
Montserrat Italic
Montserrat Medium
Montserrat SemiBold
Montserrat Bold
Montserrat Black

AaBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz
0123456789$&%

Roboto

Roboto may be used as an alternative when a narrower typeface is required.

Roboto and Montserrat are not to be used together within the same content. They should remain distinctly separate.

Roboto

Roboto Regular
Roboto Italic
Roboto Medium
Roboto Bold
Roboto Black

AaBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz
0123456789$&%

Color

Use of color should be conservative and intentional. The outcome should be clean, modern and professional.

Midnight Navy

HEX **#182947** | R **24** G **41** B **71**
C **96** M **83** Y **44** K **45** | L **16** a **-6** b **-24**
Pantone: 7463C

Teal

HEX **#26C3CF** | R **38** G **195** B **207**
C **67** M **0** Y **21** K **0** | L **74** a **-39** b **-17**
Pantone: 319C

Medium Gray

HEX **#7C848B** | R **124** G **132** B **139**
C **56** M **42** Y **38** K **4** | L **55** a **-3** b **-5**
Pantone: 430C

Aqua

HEX **#41CFBD** | R **65** G **207** B **189**
C **62** M **0** Y **35** K **0** | L **72** a **-39** b **-2**
Pantone: 3258C

Soft Gray

HEX **#D7D8DA** | R **218** G **216** B **215**
C **15** M **11** Y **10** K **0** | L **84** a **-1** b **-1**
Pantone: 427C

GreenBlue

HEX **#5DDBAB** | R **93** G **219** B **171**
C **56** M **0** Y **46** K **0** | L **76** a **-35** b **4**
Pantone: 338C

Heartprint Gradient

Teal - Green

Green

HEX **#78E799** | R **120** G **231** B **153**
C **48** M **0** Y **56** K **0** | L **82** a **-40** b **-17**
Pantone: 353C

Praesidium
Powered by BioFi