



Praesidium

Identity Guide

Contents

- 01** Heartprint logomark
- 04** Praesidium logo
- 10** BioFi logo
- 16** RemWave logo
- 22** Wink logo
- 28** Typography
- 29** Color

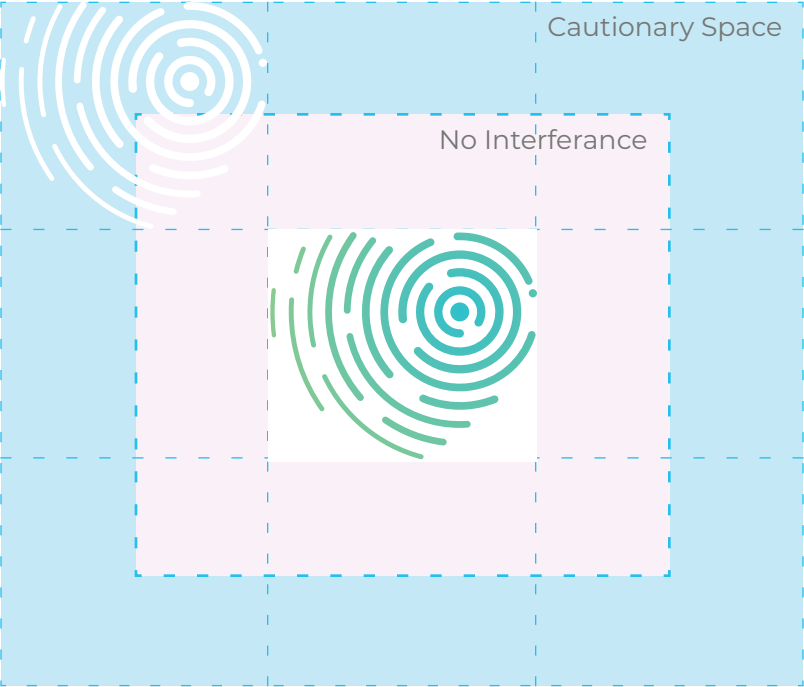
Heartprint logomark

The Praesidium brand identity consists of the Heartprint logomark and type set in Montserrat. The identity of all subsequent Praesidium products include the Heartprint logomark and type based on Montserrat. The Heartprint logomark is central to the identity of Praesidium and its products. The Heartprint is the predominant element of the Praesidium brand identity.

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



CLEAR SPACE



LOGOMARK VARIATIONS

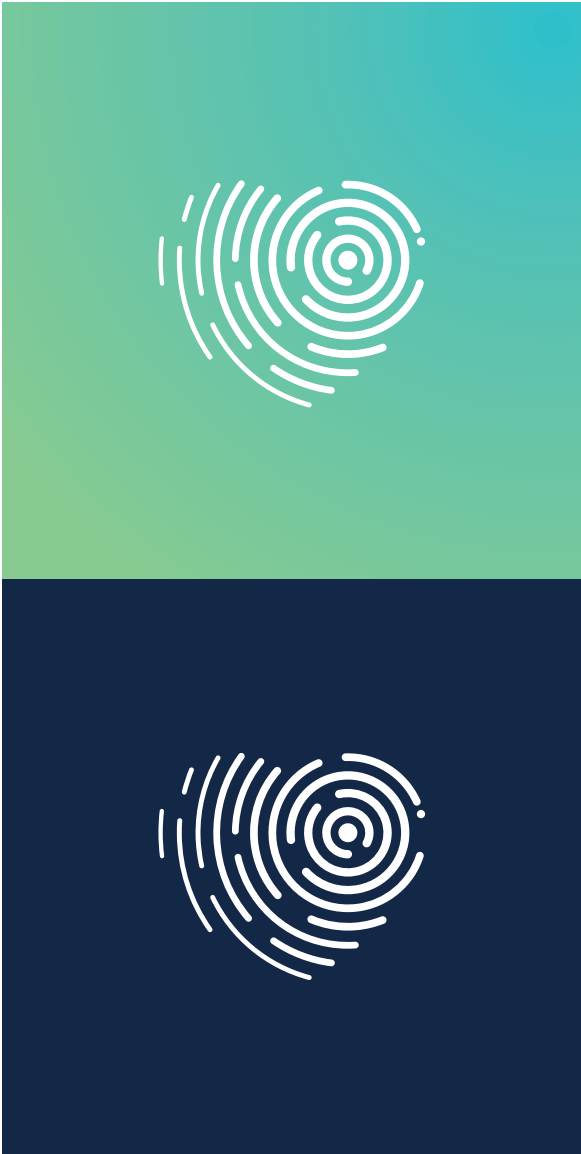
Default



Black



White



Praesidium logo

Praesidium means to guard and protect. The Praesidium logo is strictly used to represent the company and any corporate collateral.



Praesidium

CLEAR SPACE - STACKED



STACKED LOGO VARIATIONS

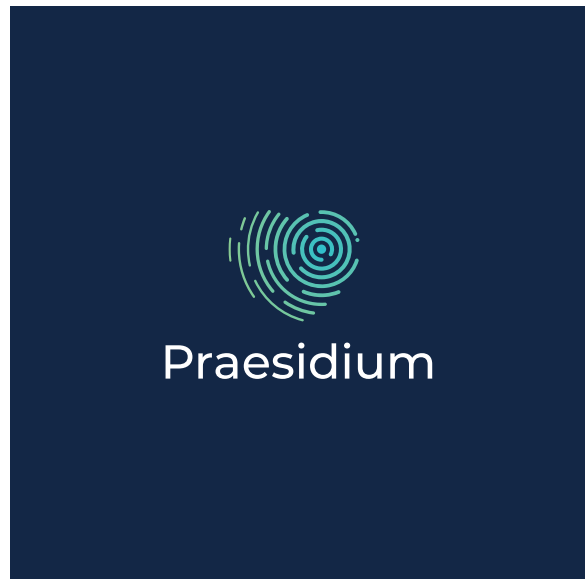
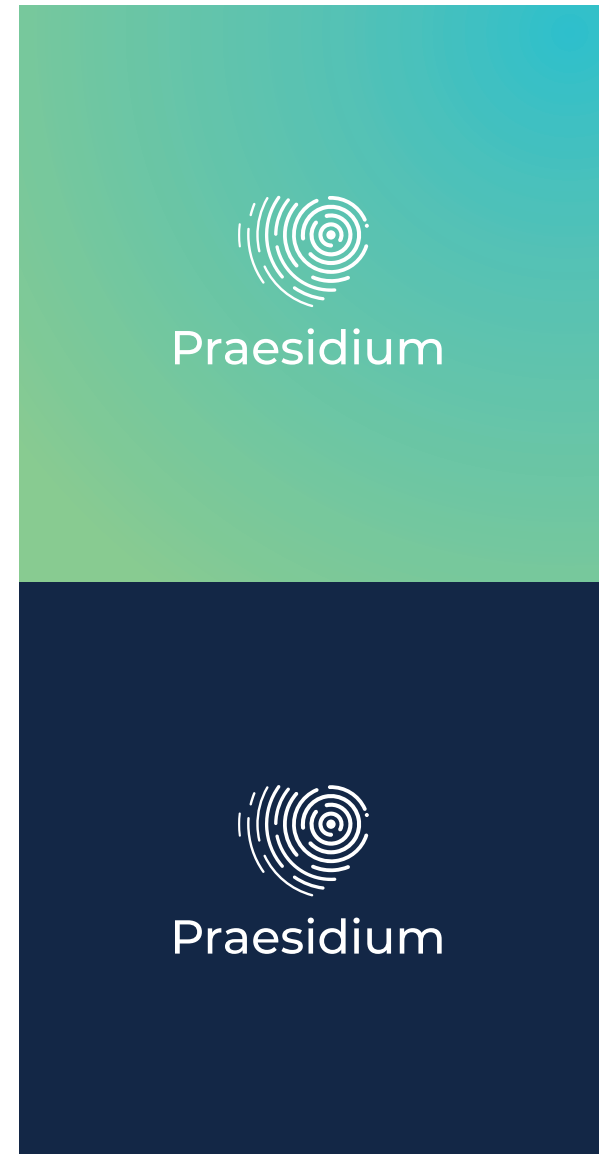
Default



Black



White



CLEAR SPACE - INLINE



INLINE LOGO VARIATIONS

Default



Black



White



INLINE LOGO VARIATIONS - Powered by Biofi

Default



Black



White



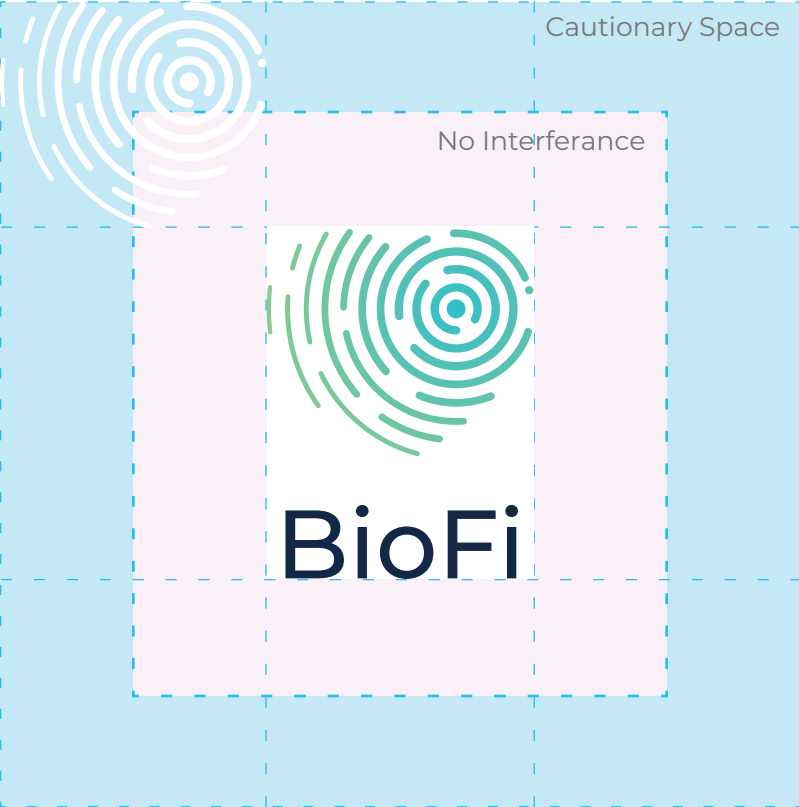
BioFi logo

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 logo is incorporated as a tagline or stand alone logo with our corporate identity, product logos, physical products and partner products.



BioFi

CLEAR SPACE - STACKED



BioFi Logo

STACKED LOGO VARIATIONS

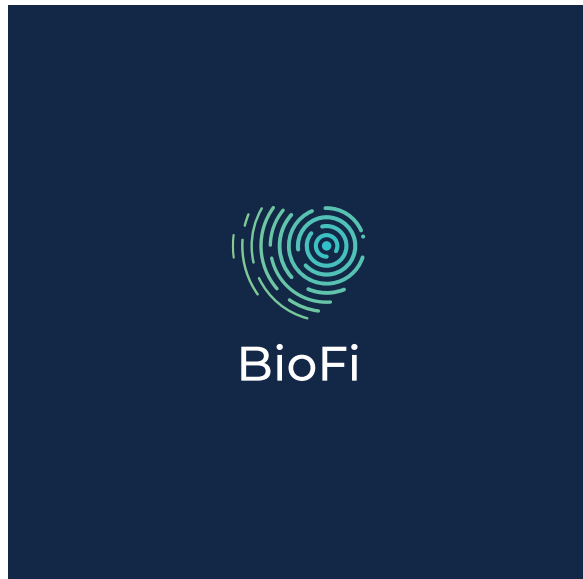
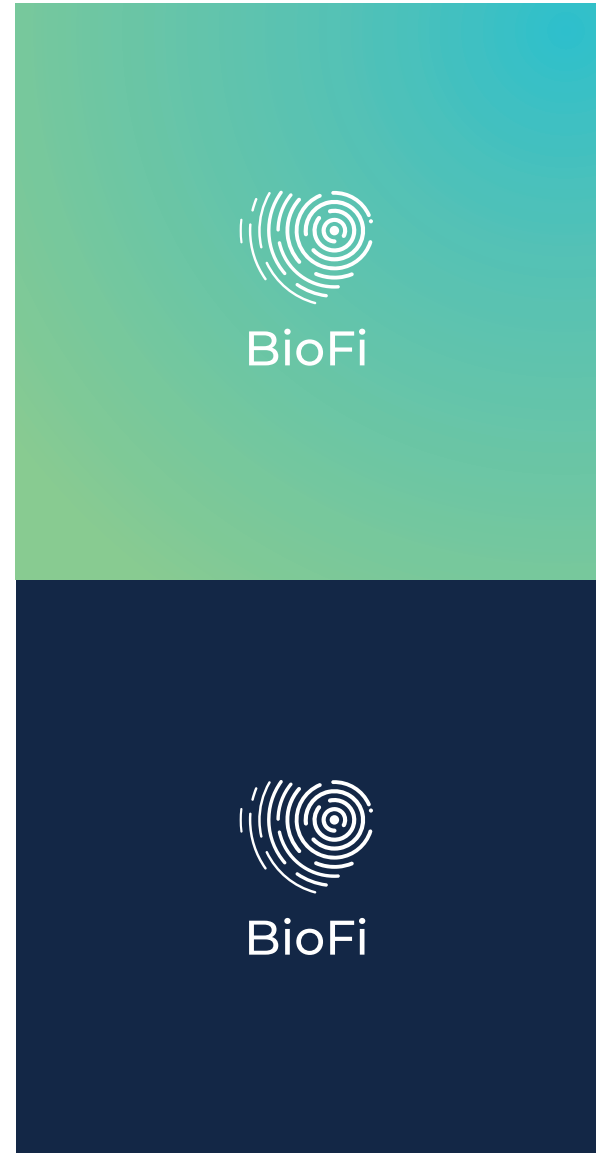
Default



Black



White



CLEAR SPACE - INLINE



INLINE LOGO VARIATIONS

Default



Black



White



INLINE LOGO VARIATIONS - Powered by BioFi

Default



Black



White



RemWave logo

The RemWave logo is used for our RemWave Sleep product line.



Rem**Wave**

CLEAR SPACE - STACKED



STACKED LOGO VARIATIONS

Default



Black



White



CLEAR SPACE - INLINE



INLINE LOGO VARIATIONS

Default



Black



White



INLINE LOGO VARIATIONS - Powered By BioFi

Default



Black



White



Wink logo

The Wink logo is used for our Wink Baby product line.



CLEAR SPACE - STACKED



STACKED LOGO VARIATIONS

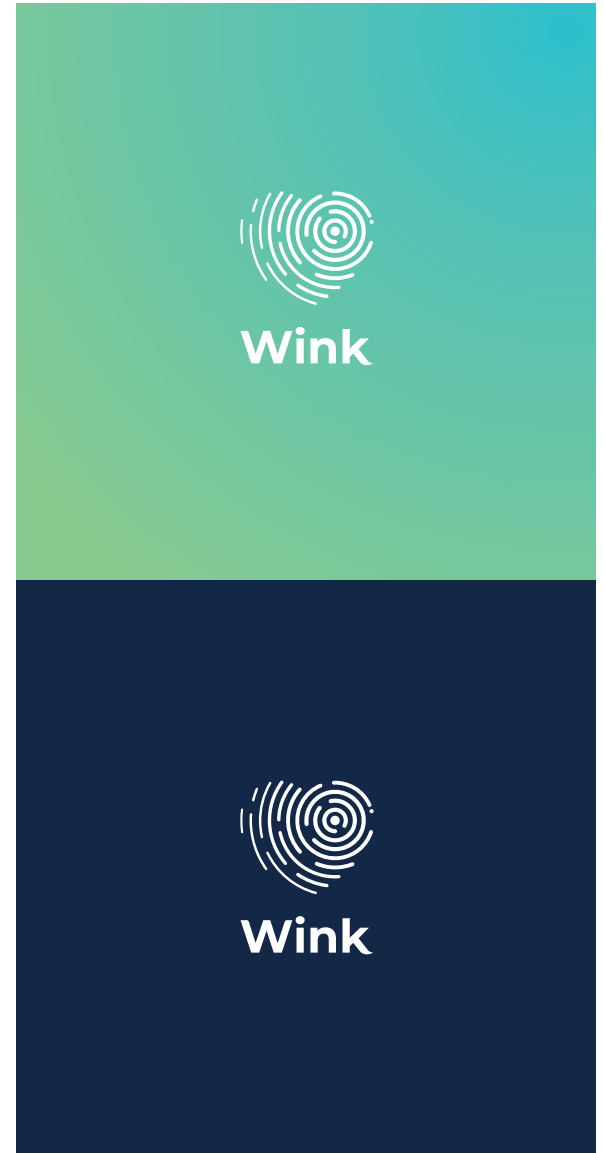
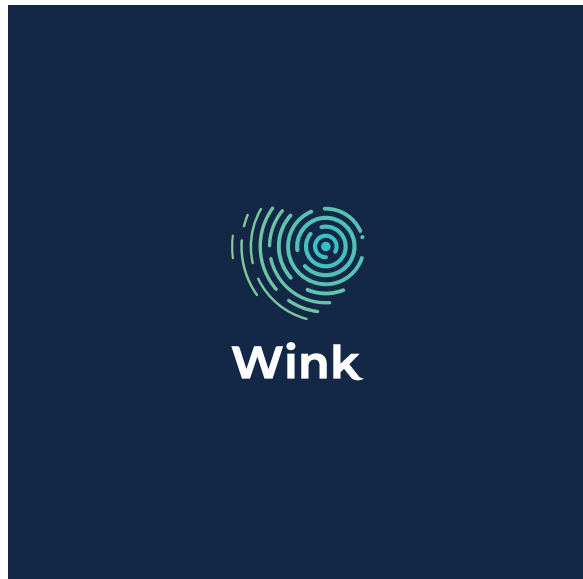
Default



Black



White



CLEAR SPACE - INLINE



INLINE LOGO VARIATIONS

Default



Black



White



INLINE LOGO VARIATIONS - Powered By BioFi

Default



Black



White



Typography

The Praesidium 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

abcdefghijklmnopqrstuvwxy
z
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

abcdefghijklmnopqrstuvwxy
z
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



Updated September 2022