



BRAND GUIDELINES | 2020

healbe.com

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COMPANY LOGO

↓ Download



Landscape version



Portrait version



The HEALBE icon

You can use three HEALBE logo variations

1. Landscape version

Preferred logo. It is placed on the layout according to the composition

2. Portrait version

Use it when placing the logo in the upper or lower center, according to the composition.

3. The icon

You can use the icon as a separate design element (only if the main logo is already a part of the layout)

COMPANY LOGO. COLOR VERSIONS



Color version for white or light backgrounds



Color version for printing with Pantone



Inverted version for black, violet or other dark backgrounds



Monochrome version is to be used in lo-fi print quality media



Inverted monochrome version is to be used in lo-fi print quality media on black background

PRODUCT LOGO

[Download](#)



1. Primary version of logo: the Healbe icon and GoBe3 sign



2. Simplified version of logo without Healbe icon

You can use 2 versions of GoBe3 logo:

1. Primary version of logo: the Healbe icon and GoBe3 sign

Use this variation wherever possible: for any corporate items, ads, packaging, etc.

2. Simplified version of logo without Healbe icon

Use it on HEALBE products or as an addition to the HEALBE logo already present.

PRODUCT LOGO. COLOR VERSIONS

↓ Download



Color version for white or light backgrounds



Simplified color version on a light background



Inverted version on a dark background



Monochrome version for printing
in black and white on a light background



Monochrome version for low-quality printing
or one-color silk screen printing on
a light background



Inverted monochrome variation for low-quality
printing or one-color silk screen printing on
a dark background

POSITIVE EXAMPLES OF LOGO USAGE



On a light background



On the corporate purple background



On a dark background



On the corporate gradient background



You can use color or inverted logo on the photos; please note that it should be readable



You can use a color logo on a halftone background with the saturation under 30%; otherwise, we recommend using the inverted logo

LOGOS. THINGS TO AVOID



Do not crop or separate logo elements



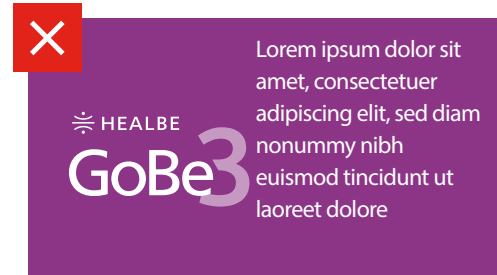
Do not place logo on an off-brand color background



Do not change the logo colors



Do not add any effects

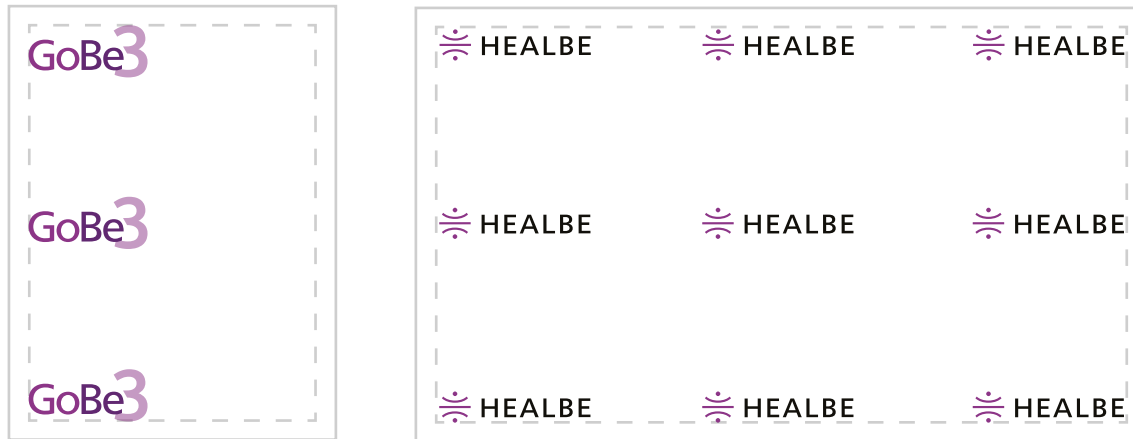


Do not place elements in the logo clear space



Do not use the logo on a contrasting multicolor background

LOGOS. PLACEMENT



The logo should have a clear placement on the layout, according to the composition center.

It should always be seen and well-defined.



CLEAR SPACE

The minimum clear space required for the brand logo to ensure legibility and visual integrity

The minimum clear space of the logo is the width of the letter O. The clear space should always remain free of any elements.

LOGOS. PLACEMENT COMBINATION

Example of logo combination usage

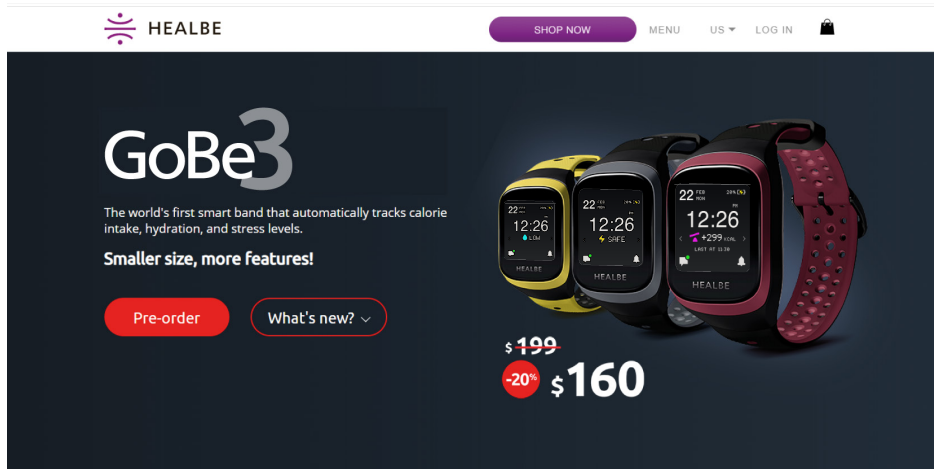


Use the separate HEALBE logo to bring the focus to the production company on POS materials and other advertising spaces.

Use the HEALBE logo in combination with GoBe3 logo to bring the focus to the GoBe3 product.

You can also use GoBe3 and HEALBE logos separately on the same space, unless it goes against the composition and logic.

Example of separate logo usage



ICONS OF FUNCTIONS

Download

UNIQUE FUNCTIONS

Gradient version



Calorie intake



Water balance



Stress Level

Flat version



Inverted version



Icons of functions set makes for the main functions of the body measured by GoBe. Every icon comprises a circle featuring a simple recognizable symbol and has a designated color.

The set can come in gradient and embossed, flat and color-filled, or corporate purple variations. You can also use inverted icons on the brand purple background if so required by the composition.

Use the gradient symbols for web and mobile products and ads.

We recommend using flat symbols varying between color, purple, or inverted on printing materials.

ALL FUNCTIONS

Gradient version



Energy balance



Calories burned



Calorie intake



Water balance



Stress Level



Sleep quality



Pulse



Distance



Steps



Weight

Flat version



Monochrome version



Inverted version for dark background



ADDITIONAL ICONS

[Download](#)

APP _____



Profile



Dashboard



Settings



Sedentary
Activity



Routine
Activity



Walking



Running



Night



Awake



Sleep



Alarm



Height
and
Length



Distance



Weight



Volume

ICONS OF SENSORS

[Download](#)



Gyroscope and
Magnetometer



Optical
Monitor



Galvanic
Sensor



9-axis
Accelerometer



Bioimpedance
Sensor

FLOW TECHNOLOGY LOGO

[Download](#)



TYPOGRAPHY

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FONTS FOR HEADINGS

MONTSERRAT | MONTSERRAT
UBUNTU | UBUNTU

STANDARD TEXT FONT

Open Sans | Open Sans

FONT FOR WEB PAGES AND PRESENTATIONS

Verdana | Verdana

Use uppercase **Montserrat** for headings and opt for **Open Sans** when working with body texts in English. Use Ubuntu for headings and subheadings and Open Sans for body texts where Russian is involved.

If you are not able to use corporate fonts (for example, on web pages and presentation slides), opt for using **Verdana**, a sans-serif system font.

ACCENT BRAND COLORS

CMYK 52_94_8_0
Pantone 2602 C
RGB 142_53_137
HEX #8e3589

CMYK 74_100_22_9
Pantone 2623 C
RGB 97_40_113
HEX #612871

Purple variations are used for headings, buttons, spacers, function icons, and linear infographics.

As a background, they can only be used for an emotional emphasis on success, joy, or desire.

(!) NEVER use it as a background for food.

BACKGROUND BRAND COLORS

CMYK 71_65_64_72
Pantone 426C
RGB 35_35_35
HEX #232323

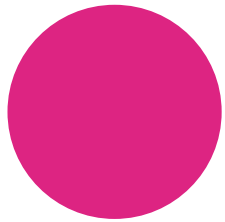
CMYK 76_62_51_38
Pantone 546U
RGB 60_70_80
HEX #3b3f48

These colors can be used either as a gradient background or as separate elements, according to the color palette composition.

Secondary background for the app and website

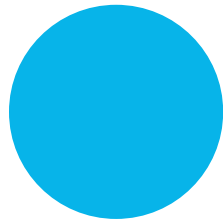
RGB 239_239_239
HEX #efefef

COLORS OF FUNCTIONS



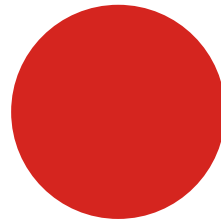
CALORIE INTAKE

CMYK 7_96_10_0
Pantone 219 C
RGB 223_36_132
HEX #df2484



WATER BALANCE

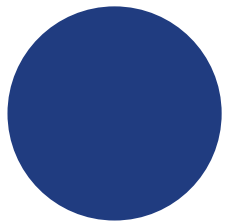
CMYK 69_7_0_0
Pantone 306 C
RGB 7_182_235
HEX #07b6eb



PULSE

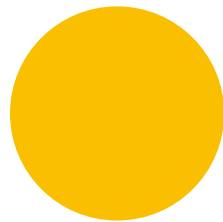
CMYK 10_98_100_1
Pantone 485 C
RGB 215_37_31
HEX #d7251f

Every supporting color corresponds to one of the functions in the HEALBE GoBe app.



SLEEP QUALITY

CMYK 100_89_19_5
Pantone 7687 C
RGB 32_60_129
HEX #203c81



STRESS LEVEL

CMYK 2_25_100_0
Pantone 7406 C
RGB 251_193_0
HEX #fbc100

BANDS AND STRAPS COLORS



BASIC CONFIGURATION BANDS

Black | Grey
Pantone 7540C

Black | Burgandy
Pantone 209C

Yellow | Black
Pantone 101U



REPLACEMENT STRAPS

White
Pantone 1C

Green
Pantone 7724C

Red
Pantone 032C

DEVICE RENDERS

Download

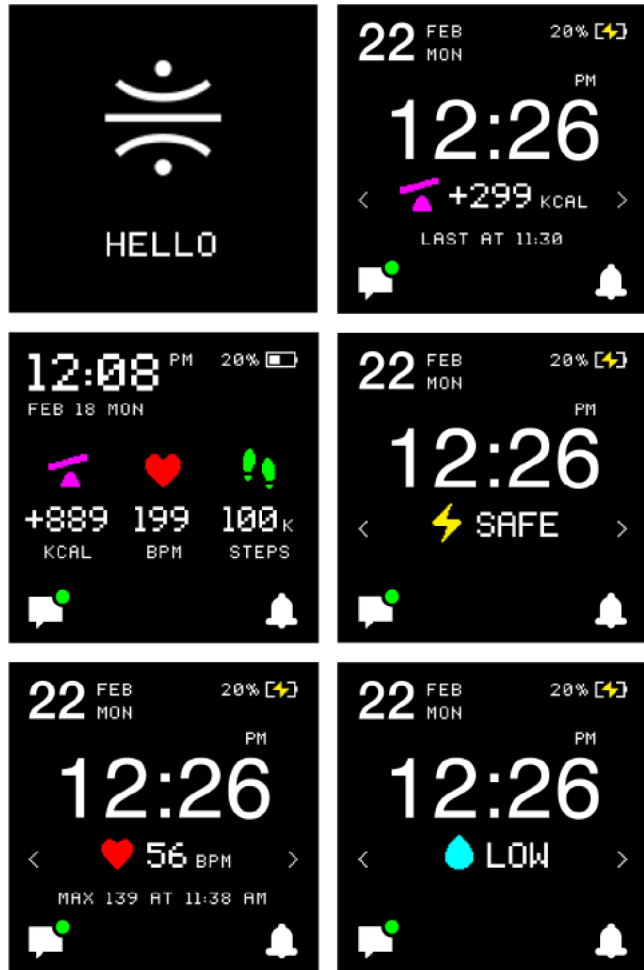
Renders are only used in the layouts featuring a screen that is "on".

If there is only one band on the layout, please use the Black / Gray-colored render.



BAND DISPLAYS

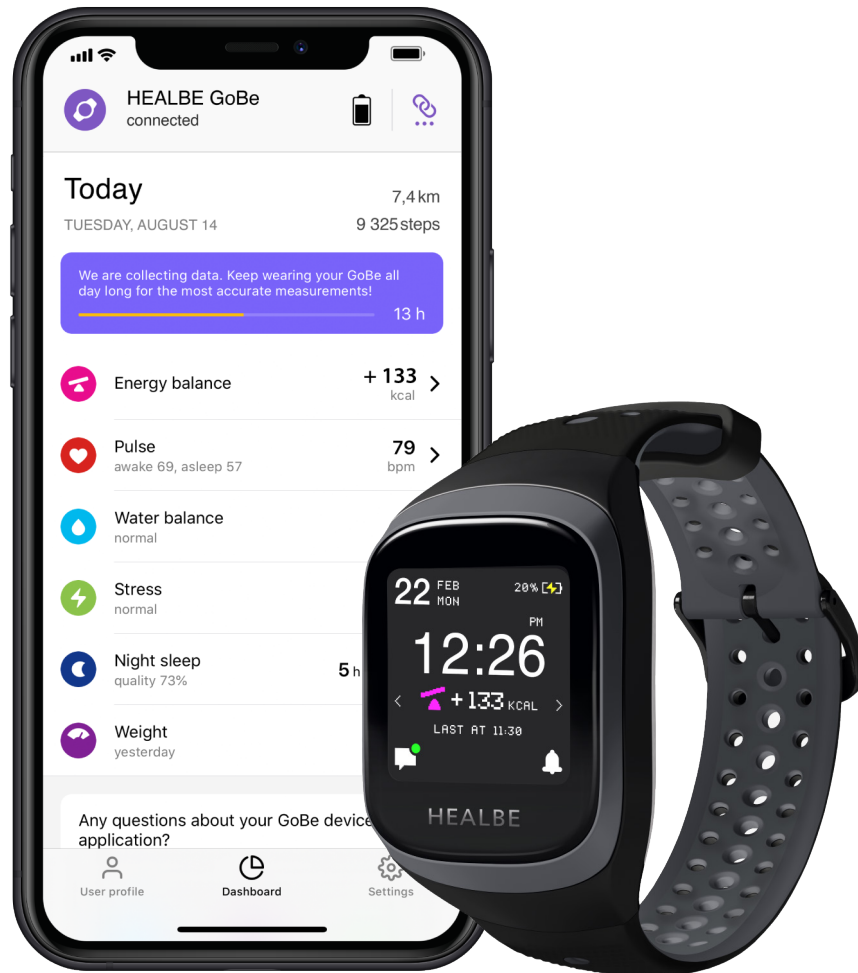
[Download](#)



The main band displays are used either in band render mockups or as a separate element to illustrate navigation in the band interface.

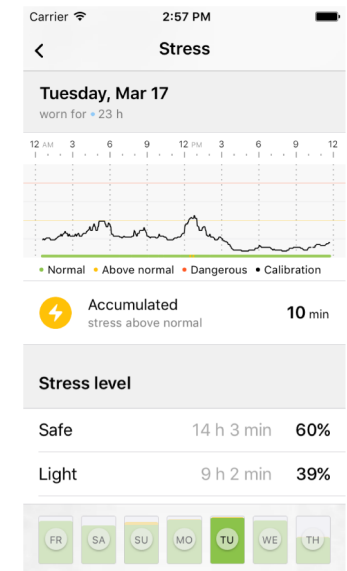
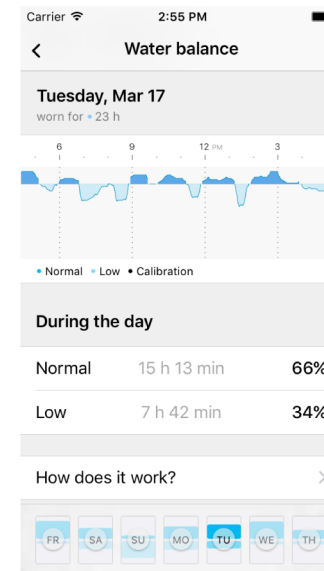
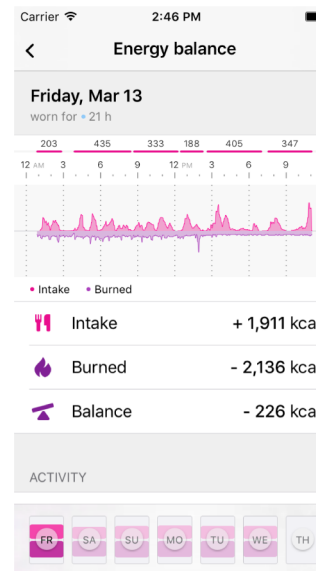
APP SCREENS

Download



HEALBE app screenshots are used as a primary part for advertisement communication.

They are used to display readings, GoBe band and HEALBE app interaction and build graphs.

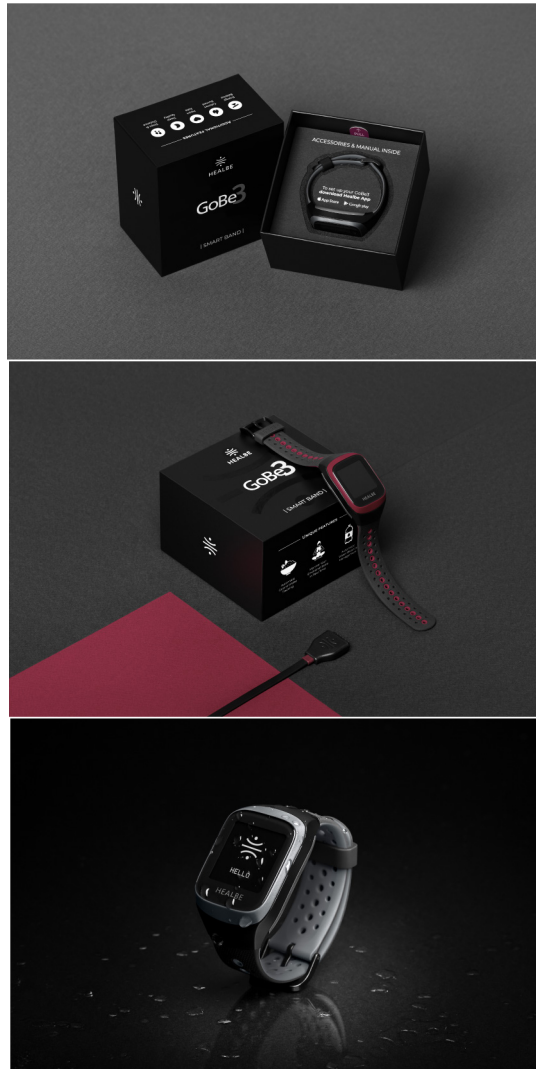


PHOTOS

PHOTO OF THE BAND AND PACKAGING

Photos of the band, the charger, the packaging and the band worn on a wrist

[Download](#)



PRODUCT PHOTOS

Photos featuring band functions-typical things or actions

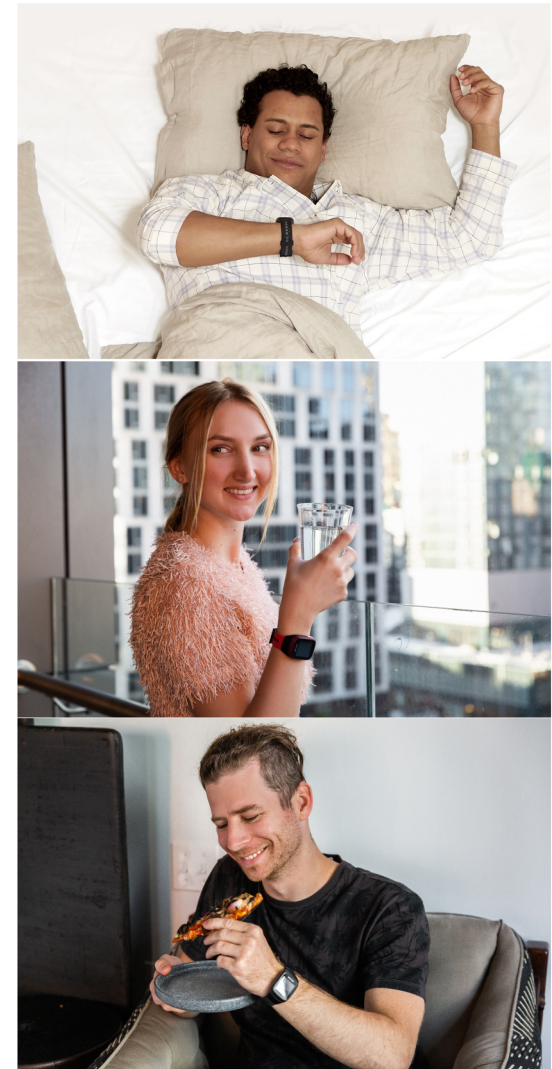
[Download](#)



LIFE STYLE

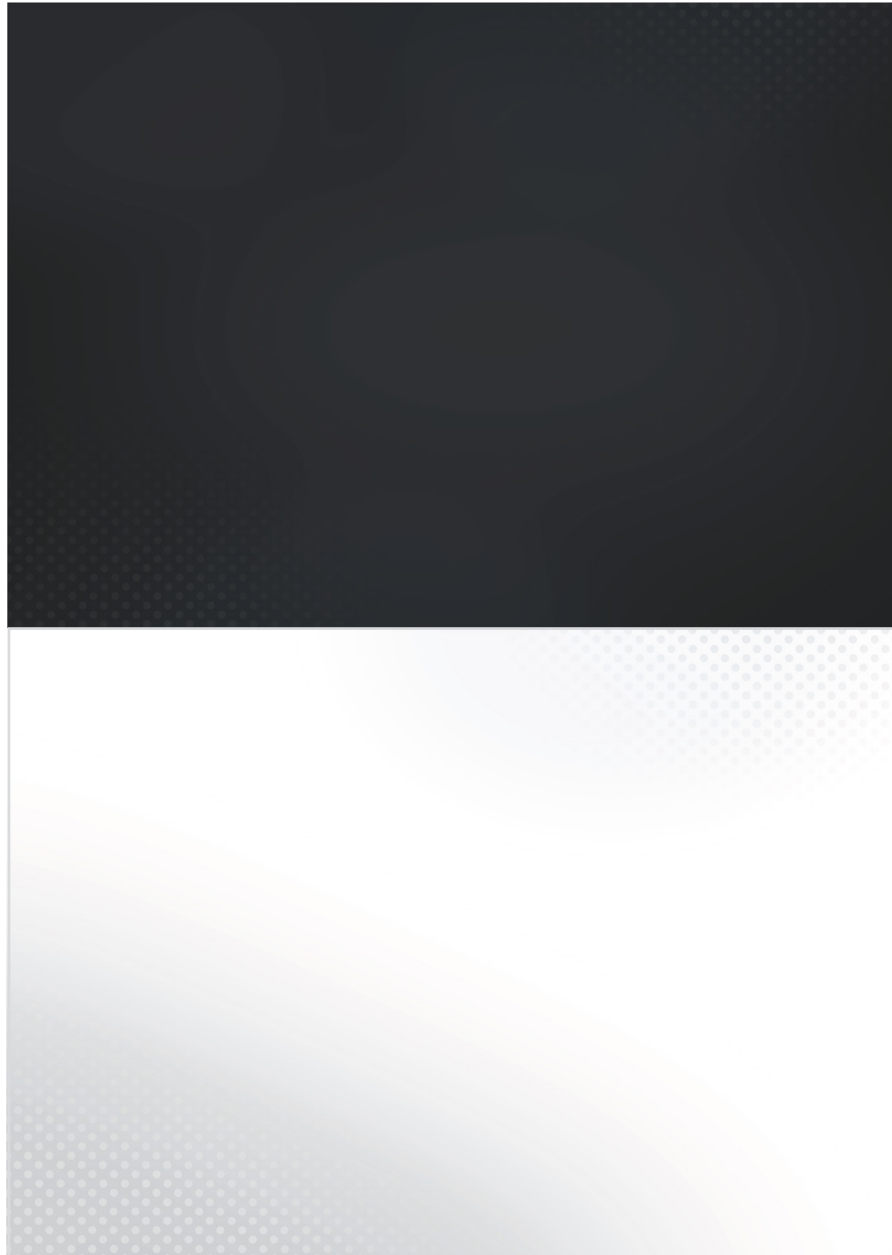
Photos featuring people enjoying their everyday lives while wearing the band on their wrist

[Download](#)



BRAND BACKGROUNDS

Download



Brand backgrounds in dark and light variations.

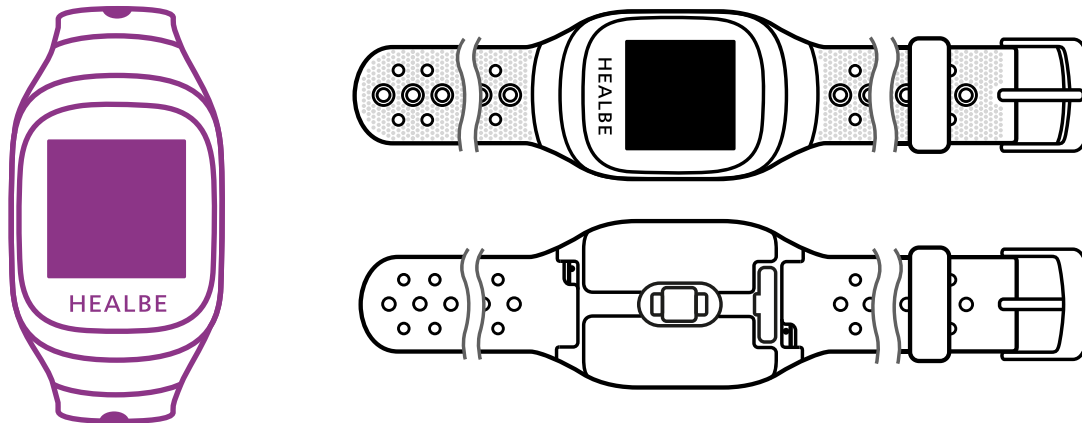
They are used in any layouts and videos according to the layout color palette and composition.

EXAMPLE of background use in a video



INFOGRAPHICS

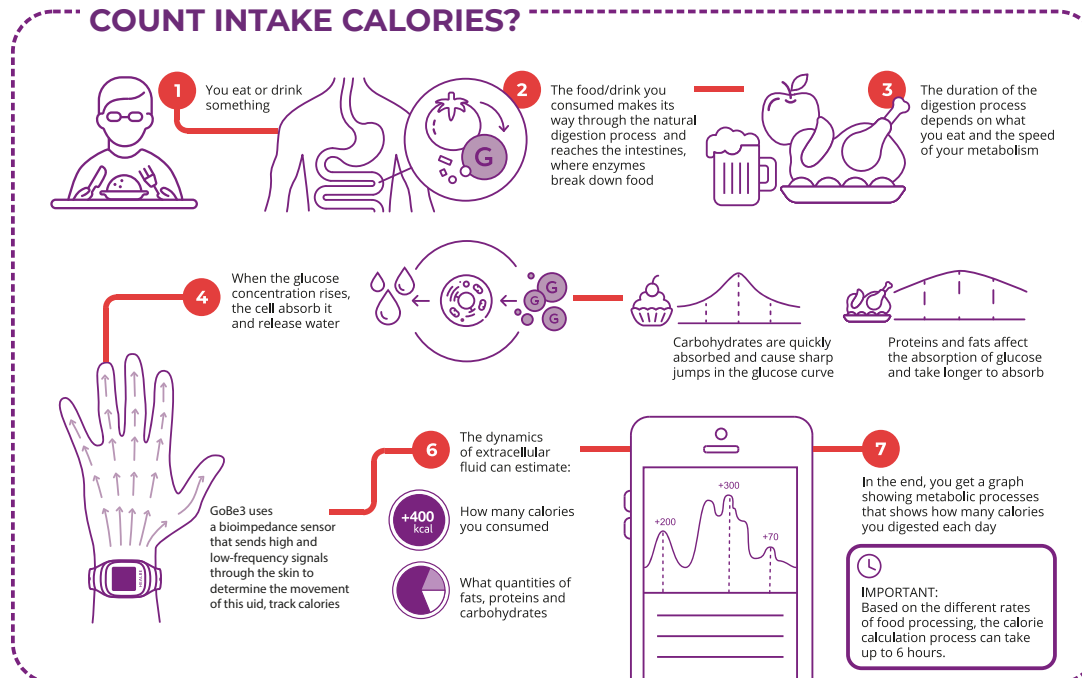
Download



Infographics is an outline of the GoBe3 band or its accessories, or technology breakdown.

It is used for graphical representation of the band and its accessories or its main components, or for a concise breakdown of the technology.

HOW DOES GoBe3 COUNT INTAKE CALORIES?



PRESENTATIONS

Download a template



HEALBE
GoBe3

MEET A NEW GENERATION OF WEARABLES!

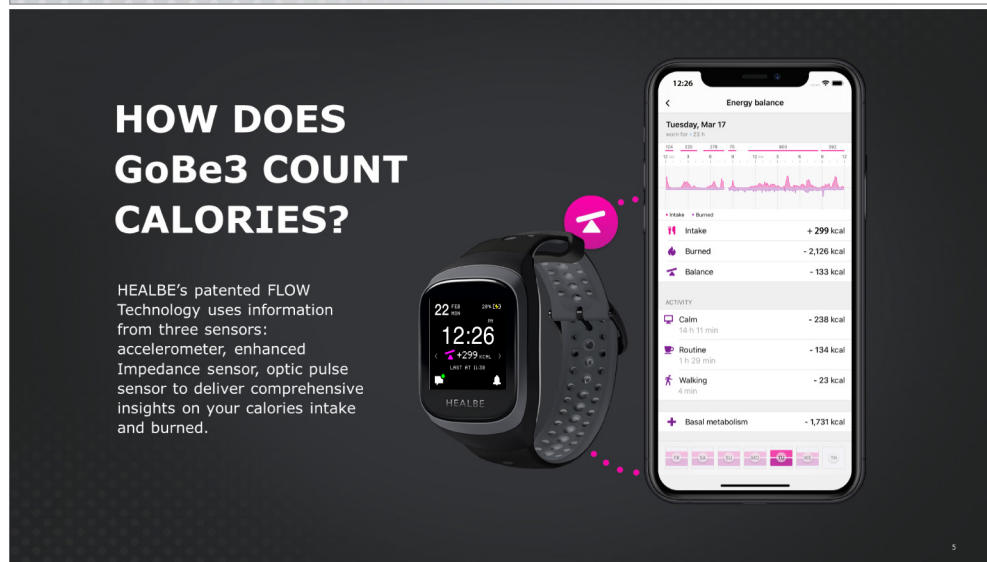
THE 1ST IN THE WORLD SMART BAND THAT TRACKS CALORIE INTAKE AND HYDRATION, EMOTIONAL TENSION WITHOUT MANUAL LOGGING.

HEALBE.COM

2


Presentations are an integral part when it comes to presenting the HEALBE brand at exhibitions, conferences, and other platforms. Presentations are branded via the company's backgrounds, images, corporate colors, and other elements.

Information is delivered in portions, 3–4 sentences at a time; if necessary, it could be illustrated with schemes, icons, products renders, and photos.




HOW DOES GoBe3 COUNT CALORIES?

HEALBE's patented FLOW Technology uses information from three sensors: accelerometer, enhanced Impedance sensor, optic pulse sensor to deliver comprehensive insights on your calories intake and burned.



5



WHAT'S IN THE BOX

- HEALBE GoBe3 smart band with strap
- USB charging cable
- User manual

BOX SIZE: 110 mm x 110 mm x 72 mm

3

BANNERS

HEALBE
GoBe3

**AUTOMATIC
CALORIES
IN AND OUT
COUNTER**

**SPECIAL
PRICE!**

\$160
~~\$199~~

BUY NOW

A vertical banner with a purple top section containing the HEALBE GoBe3 logo and the text 'AUTOMATIC CALORIES IN AND OUT COUNTER'. Below this is a photograph of a person's hand holding a coffee cup, with a GoBe3 smartwatch on their wrist. At the bottom, it features a 'SPECIAL PRICE!' callout with '\$160' and a crossed-out '\$199', followed by a purple 'BUY NOW' button.

HEALBE
GoBe3

**AUTOMATIC
CALORIES
IN AND OUT
COUNTER**

\$160

BUY NOW

A large square banner with a dark background. It features the HEALBE GoBe3 logo and the text 'AUTOMATIC CALORIES IN AND OUT COUNTER'. On the right side, there is a detailed image of the GoBe3 smartwatch showing its screen with the time '12:26', date '22 FEB 2021', and '+299 KCAL'. Below the watch is a purple 'BUY NOW' button.

HEALBE
GoBe3

**SMART
BAND**

**AUTOMATIC CALORIES
IN AND OUT COUNTER**

A horizontal banner with a dark background. It features the HEALBE GoBe3 logo on the left, followed by the text 'SMART BAND'. In the center is a small image of the GoBe3 smartwatch. To the right of the watch is the text 'AUTOMATIC CALORIES IN AND OUT COUNTER'.

Big banners should be used with a life style emotion photo. Use banners of different sizes with either photos of products matching the text, or with renders only.

Information readability on any screen should be factored in first when creating a page makeup.

PRINTING MATERIALS

HEALBE
GoBe3

THE ONE-OF-A-KIND WEARABLE WITH EXCEPTIONAL FEATURES:

- Calorie Intake
- Water Balance
- Stress Level

AND MORE

- Calories Burned
- Energy Balance
- Pulse
- Sleep Quality
- Steps & Distance

NO MANUAL LOGGING

NO ANALOGUES

healbe.com

Printing materials are comprised of all graphic representation of the HEALBE brand printed on paper or film, depending on the purpose: from magazine layouts and leaflets to rollup stands.

Please use life style photos with the focus on calorie consumption. Use the render of the device with the screen that is on and a mobile app where the format does not support it.

HEALBE
GoBe3

THE INNOVATION PUSHING THE LIMITS
The one-of-a-kind wearable with exceptional features:

- Calorie Intake
- Water Balance
- Stress Level

AND MORE

- Calories Burned
- Energy Balance
- Pulse
- Sleep Quality
- Steps & Distance

Upgrade on healbe.com

HEALBE GoBe3

TAKE IT EASY AND SLIM DOWN
Calorie intake, water balance, and stress level tracked automatically
— This wearable is already out there!
Calories burned, energy balance, pulse, sleep quality, steps and distance included.

HEALBE GoBe3 IS THE HEALTH MULTITOOL YOU'RE GONNA LOVE!
Check it out at healbe.com

With 5 built-in sensors, HEALBE GoBe3 monitors 9 important indicators of the body.

HEALBE GoBe3 is the world's only smart bracelet that automatically detects the number of calories absorbed from food, the level of hydration of the body and the level of stress.

GoBe3 also measures 6 more important parameters: calorie consumption, energy balance, emotional stress, heart rate, sleep quality and efficiency, number of steps and distance covered.

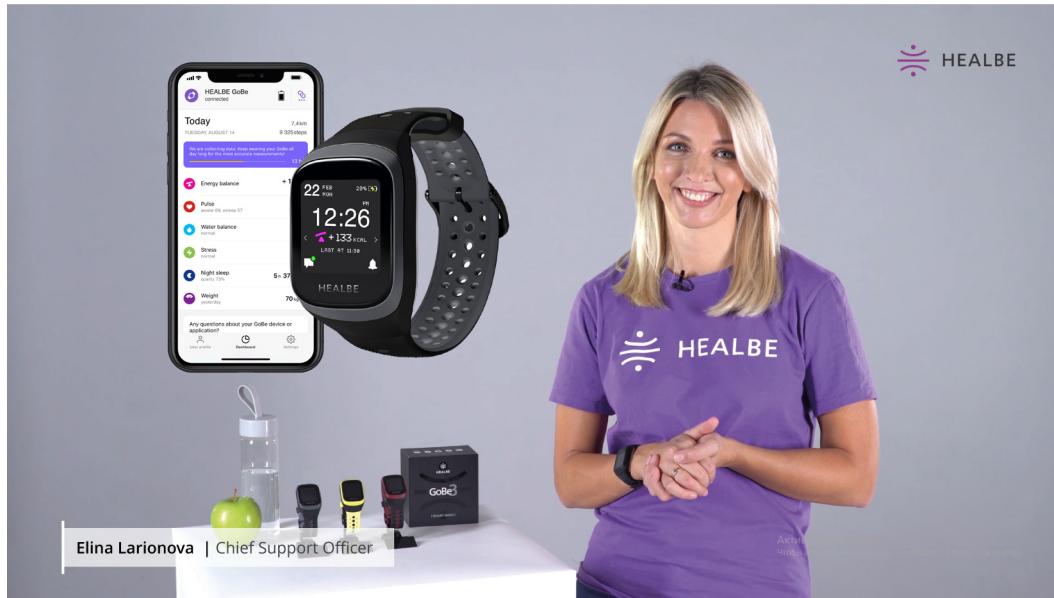
With the smart bracelet GoBe3, you will have the opportunity to achieve your goals, improve your overall

HEALBE GoBe3 automatically detects the amount of calories your body has absorbed. Using ICGM™ technology and a bioimpedance sensor, GoBe3 evaluates the dynamics of intercellular fluid. It is associated with the intake of glucose and essential nutrients in the blood during the day. GoBe3 uses this information to calculate calories consumed.

The rate of digestion of food for each individual depends on the characteristics of his metabolism, diet and some other factors, such as previous meals, physical activity, health status, gender.

Since GoBe3 tracks calories when they are absorbed by the body, i.e. at the stage of nutrient intake in the blood, the speed of displaying calories on the

BRANDED VIDEOS



Every video released by the company should be branded with the HEALBE logo in the upper right-hand corner.

It is not applicable to promo videos. The upper right-hand corner in these promos may be used for displaying icons or names of functions, or any additional information.

Names and positions are placed in the lower left-hand corner in videos.

All videos should only feature brand fonts.





Download all materials

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