PARTNER BRAND GUIDELINES

FIRSTBEAT ANALYTICS

FIRSTBEAT ANALYTICS BRAND GUIDELINES

These brand guidelines are intended to help all Firstbeat Analytics partners make better use of our brand and materials, adding value to your offering. We encourage our partners to use our logo and materials in promoting the Firstbeat Analytics solutions.

CONTENT

01 / INTRODUCTION TO OUR BRAND

Getting the most out of life is a balancing act. You have to know when it is time to push yourself harder, to strive further, and when to slow down and take a breath. We're all individuals, and what works for some might not work for everyone. The answer has to come from within.

Let your heart set the pace. Invigorating bursts of energy, restoring breaks, and stress-fueled moments are all mirrored in its beat, in a language Firstbeat Analytics understands.
Our leading physiologists have created a science-driven approach that combines data with an understanding of how people live, perform, and recover.

With the right science backing you up, you make confident choices that help you reach your health and performance aspirations, to live, work, and train better.

You have it in you.

02 / TONE OF VOICE

We respect everyone's individual way of improving their everyday lives, and we don't generalize or preach. The focus is always on personal experience and the benefits brought to the user – not on Firstbeat Analytics' achievements or the level of its technological brilliance. When discussing technology, we talk about it as an enabler of better life and not as something that necessarily has intrinsic value.

03 / LOGO

These instructions were created to ensure the unified use of the Firstbeat Analytics logo across all brand communication. Logo files provided should be used as they are. Do not modify the company name contained in the artwork, change the colors or design of the artwork, or otherwise modify the artwork in any way.

The full-color logo is in red and black. The preferred way to use it is over a white background. This combination should be used whenever possible.

The primary logo places the visual mark above the stacked word mark.

Two secondary logos are available for use when the primary logo won't work within a creative execution.

These logos follow the same instructions created to ensure unified brand communications.

LOGO COLOR APPLICATIONS

On black backgrounds, the Firstbeat Analytics logo should be used in its basic red and white form. If this is not possible due to visibility problems, please use the all white logo version.

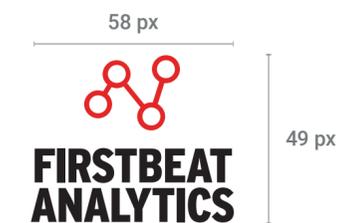On colored or image backgrounds, the Firstbeat Analytics logo should be used in white or red and black.

PRIMARY LOGO

There is a recommended clear space that must be respected in order to retain the impact of our logo.

Print and digital materials require special and individual attention. Especially in small sizes, please proof the print to make sure the logo is clear and visible.

Minimum logo size
for print material

Minimum logo size
for digital material

SECONDARY LOGO

There is a recommended clear space that must be respected in order to retain the impact of our logo.

Print and digital materials require special and individual attention. Especially in small sizes, please proof the print to make sure the logo is clear and visible.
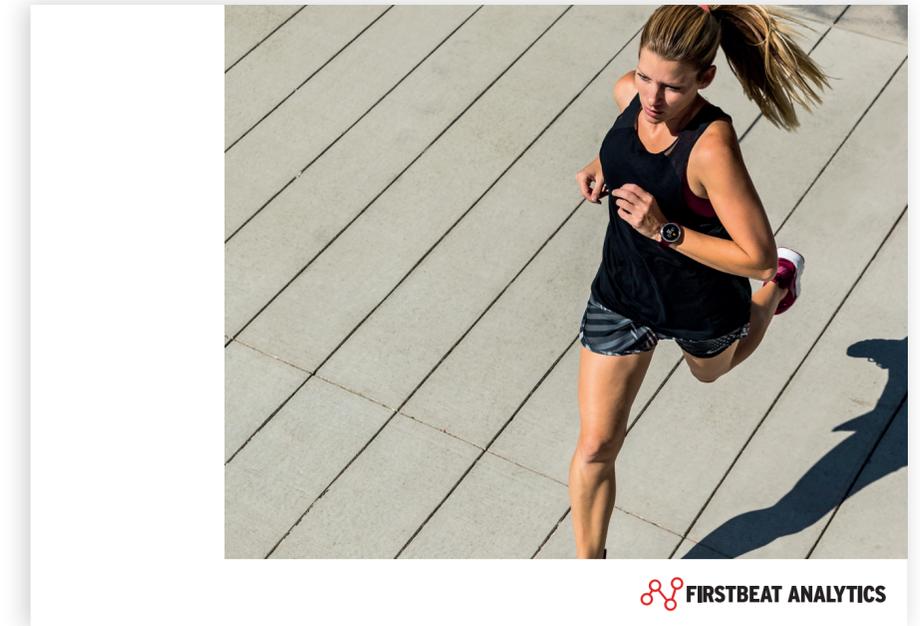

1.8 cm

0.47 cm

Minimum logo size
for print material

89 px

21 px

Minimum logo size
for digital material

SECONDARY LOGO

There is a recommended clear space that must be respected in order to retain the impact of our logo.

Print and digital materials require special and individual attention. Especially in small sizes, please proof the print to make sure the logo is clear and visible.
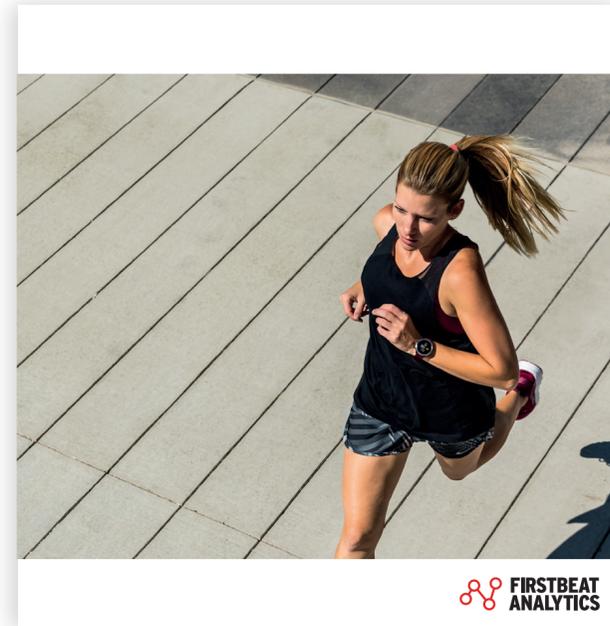

2.9 cm

145 px

0.4034 cm

20 px

Minimum logo size
for print material

Minimum logo size
for digital material

LOGO POSITIONING

Our logo's position in layouts always depends on the size and content of each material. Primarily, however, it should be placed in one corner and preferably on a white background, with proper margins used.

In most cases, the primary mark should be used.

1. Do not outline.
2. Do not tilt.
3. Do not stretch or skew.
4. Do not add bevels.
5. Do not change the order of the elements.
6. Do not alter the colors.
7. Do not change the proportions of the logo or the text separately.
8. Do not add shadows or glows.
9. Do not add elements.
10. Do not change the font.
11. Do not add strokes to the logo.
12. Do not add a mirror effect.
13. Do not place the logo on top of an object.
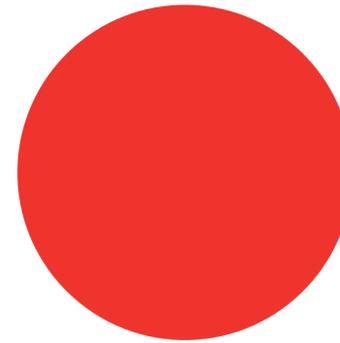
04 / COLORS

PRIMARY COLORS

Our main brand colors are red, black and white. These three colors form the coherent and recognizable basis for Firstbeat Analytics' visual identity.

There are three tint options available for all of the main colors: 75%, 50% and 25%. These are to be used in infographics and other graphic elements only when necessary.

Firstbeat Red is used in graphic elements, such as graphs and infographics. Red can be also used to highlight words or text.
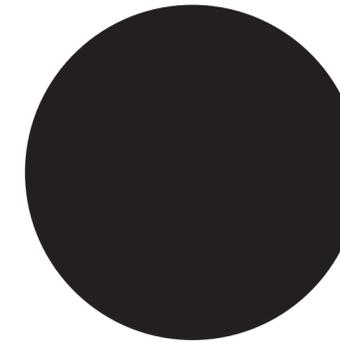
Black is used mainly in typography.

White is the most widely used color of the palette. It is mainly used as a background color and when type is set on images and colored backgrounds.
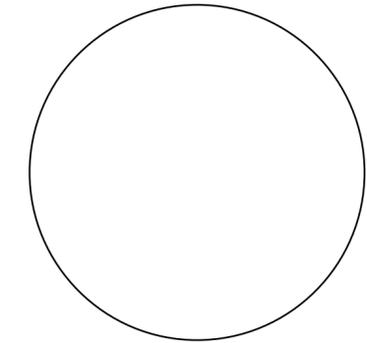
Firstbeat Red
#E42A21
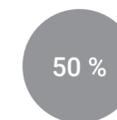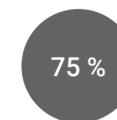R:228 G:42 B:33
C:0 M:93 Y:94 K:0
PMS Red 485 C

Black
#000000
R:0 G:0 B:0
C:0 M:0 Y:0 K:100
PMS Black

White
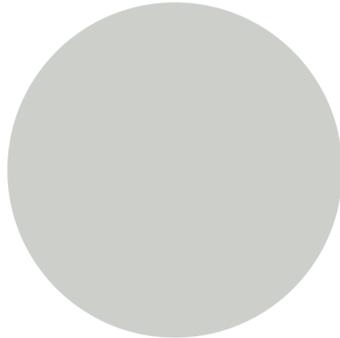#FFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

75 % 50 % 25 %   75 % 50 % 25 %

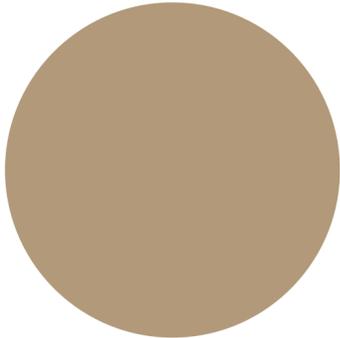Our secondary brand colors are light gray and sand/gold.

To add more flexibility to the Firstbeat Analytics visual identity, there are three tint options available for both secondary colors: 75%, 50% and 25%.

Secondary colors are to be used to support the main brand colors in infographics and other illustrative elements. They are designed to highlight tactical brand elements, for example, buttons and guides on banners and Firstbeat Analytics' website or infographics. Secondary colors support our main brand colors, so they should be used in moderation and always together with one or more of our main colors.

Light Gray
#d7d7d2
R:215 G:215 B:210
C:18 M:13 Y:17 K:0
PMS Cool Gray 2 C

Sand/Gold
#bca27f
R:188 G:162 B:127
C:25 M:32 Y:50 K:10
PMS 7502 C

75 % 50 % 25 %
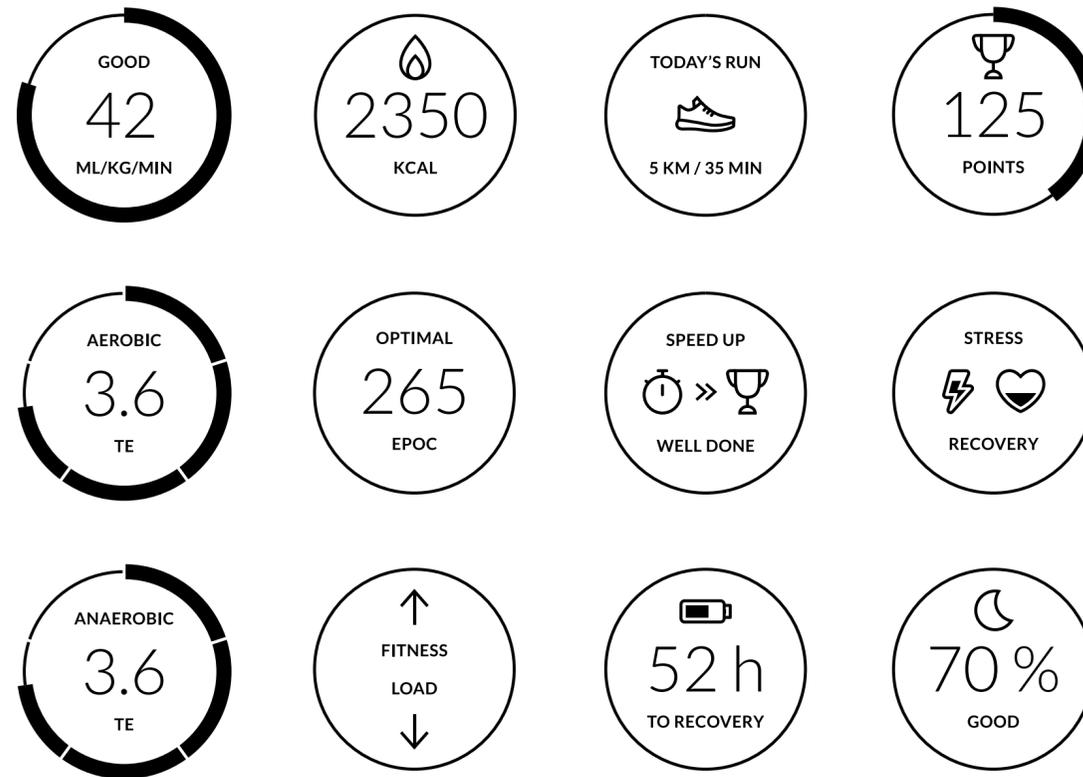
75 % 50 % 25 %

05 / ICONOGRAPHY

ICONS

Icons depict the different features of Firstbeat Analytics' products and services. They guide our users and bring their focus to the right details.

Icons always have a functional role, and they can be used to support text.

By avoiding extremely thin stroke weights, we make sure the infographics work well on photographs and other busy surfaces.

Firstbeat Analytics' icons can be used in red, black or white. We recommend using white versions when placing icons on top of images or colored backgrounds.

Do not combine colors.

GOOD **42** ML/KG/MIN	**2350** KCAL	TODAY'S RUN 5 KM / 35 MIN	**125** POINTS
AEROBIC **3.6** TE	OPTIMAL **265** EPOC	SPEED UP WELL DONE	STRESS RECOVERY
ANAEROBIC **3.6** TE	FITNESS LOAD	**52 h** TO RECOVERY	**70 %** GOOD

06 / REFERRING TO FIRSTBEAT ANALYTICS

✓ **FIRSTBEAT ANALYTICS**

✓ **Firstbeat Analytics**

Allowed written forms:

• Firstbeat Analytics

~~**Firstbeat**~~

~~**FirstBeat Analytics**~~

REFERRING TO FIRSTBEAT ANALYTICS

On social media sites, use your company brand as primary.

Do not include the Firstbeat Anayltics name in any created social media accounts or groups.

Domain names and email addresses using Firstbeat Analytics' name are not allowed.

http://www.yourcompany-firstbeatanalytics.com ❌

http://facebook.company.firsbeatanalytics.com ❌

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07 / CONTACT

The Firstbeat Analytics marketing team is happy to help and answer your sales support or marketing-related questions. Please contact **info@firstbeatanalytics.com**.

Do not use Firstbeat Analytics trademark, name, logos or other content that imitates or could be confused with Firstbeat Analytics.

Need clarification?
Please do not hesitate to ask the Firstbeat Analytics marketing team for more information:
info@firstbeatanalytics.com.