

# Beta Bionics

## Brand Cheat Sheet

When creating brand expressions and communications, please follow the guidance below. Brand review is **required** for newly created materials - please contact [branding@betabionics.com](mailto:branding@betabionics.com).

### Mission Statement

To simplify and alleviate the burden of managing diabetes with life-changing solutions.

### Vision Statement

Make diabetes easier, for everyone, every day.

### Brand Personality

Our brand is approachable and friendly. We combine intelligence with humility, and our confidence never borders on arrogance. Our brand was built by the diabetes community for the diabetes community, and we continue to serve them today. Through our technology, we empower and transform the lives of people living with diabetes.

### Approved Corporate Logos

Use only these variations of our logo, unless approved by Beta Bionics Branding.

Beta Bionics

Beta Bionics



\*Black background is intended to show reversed-out version of our logos. DO NOT add a box around our logo.

Beta  
Bionics

Beta  
Bionics



### Logo Spacing



Please allow the minimum clear space noted by "x" or 1/3 of the logo's height, around the wordmark or lettermark.

### Attribution Statement

To be added on any branded materials, minimum point size is 6.

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### Approved Email Signature

Follow these guidelines to keep your email signature simple, clean, branded, and professional:

- DO NOT include personal, religious, or political quotes
- DO NOT use fonts and graphics outside of the brand
- Make sure details are up to date including contact information and branding

**Jo Sample**

Marketing Manager  
[jsample@betabionics.com](mailto:jsample@betabionics.com)  
betabionics.com

\_\_\_\_\_ Arial Bold, pt size 12 for name

\_\_\_\_\_ Arial Regular, pt size 10 for title and contact info

**Beta Bionics**

\_\_\_\_\_ 2-color logo, should be the same width as "betabionics.com"

# Beta Bionics

## Brand Cheat Sheet

### Typography

Reference full brand guidelines for detailed use of our typography.

#### PRIMARY

Aileron Light  
Aileron Regular  
**Aileron Bold**

+all italic versions of above styles

#### SECONDARY (If Aileron is not available)

Arial Regular  
**Arial Bold**

+all italic versions of above styles

#### ACCENT FONT

Playfair Regular  
Playfair Semibold  
**Playfair Bold**

+all italic versions of above styles

### Corporate Color Palette

<b>Midnight</b> #0D1A3B 655 C  C: 99 M: 89 Y: 44 K: 55  R: 13 G: 26 B: 59	<b>Ocean</b> 1C4583 7687 C  C: 100 M: 83 Y: 20 K: 5  R: 28 G: 69 B: 131	<b>Black</b> #000000	<b>White</b> #FFFFFF	<b>Baby</b> #DEE7F5 656 C  C: 11 M: 5 Y: 0 K: 0  R: 222 G: 231 B: 245	<b>Bionic (for app only)</b> #006CE1 7455 C  C: 82 M: 59 Y: 0 K: 0  R: 57 G: 108 B: 180
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### iLet Color Palette

<b>Midnight</b> #0D1A3B 5463 C  C: 99 M: 89 Y: 44 K: 55  R: 7 G: 39 B: 45	<b>iLet Lilac</b> #BDAED5 2635 C  C: 25 M: 30 Y: 0 K: 0  R: 189 G: 174 B: 213	<b>Black</b> #000000	<b>White</b> #FFFFFF
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### Mint Color Palette

<b>Midnight</b> #0D1A3B 5463 C  C: 99 M: 89 Y: 44 K: 55  R: 7 G: 39 B: 45	<b>Mint</b> #B6E0D8 573 C  C: 28 M: 0 Y: 17 K: 0  R: 182 G: 224 B: 216	<b>Black</b> #000000	<b>White</b> #FFFFFF
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Our Corporate Color Palette represents our brand and should be the most prominent. When developing assets that are focused on the sub-brand, use the corresponding color palette.

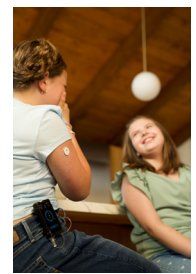
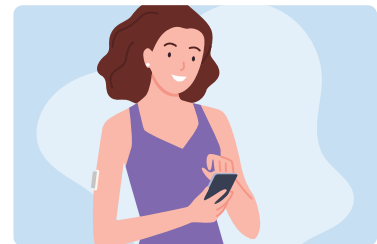
A separate color palette is used for UX/UI design. Prior to adding any colors, please contact Branding.

### Photography

The images we use represent our products, the diversity of people we serve, and everyday moments. This can be a combination of custom photography and stock imagery. The images should be inspiring and relatable.

### Illustrations

Illustrations are used primarily within the app design for instructional purposes.



### Iconography

Icons should be simple in design and recognizable. Icons can be placed in an outlined or solid circular container.

