



Brand Guidelines | Jan 2018

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Definition

About This Brand.

Better Therapeutics is poised to develop the first FDA approved digital therapeutic for the treatment of chronic disease.

If we are successful, we change the global understanding of chronic disease. We'll wonder if it needs to be *chronic* at all.

And we'll do it all without a drug.

Or rather, we'll do it with a new kind of drug. One that's powered by data, and design yet meets all regulations and standards for being prescribed by physicians and treating disease.

We'll be challenging our understanding of treatment itself and breaking the boundaries of pharmacology and technology.

Our brand is built to do all this.

And more.

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Hierarchy

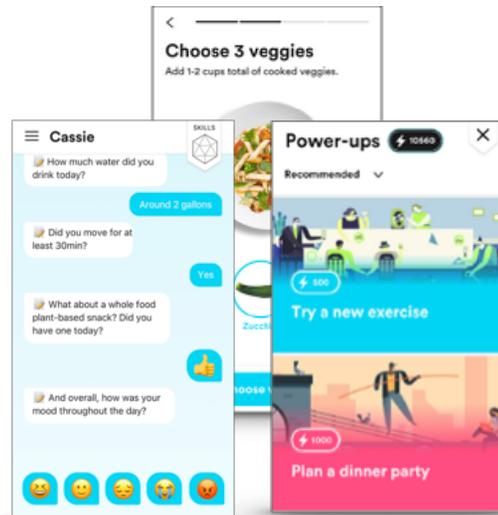
Two Brands in One.

Better Therapeutics has a unique challenge to design a highly engaging experience. It has to be if members are expected to check in multiple times a day. As such, our core digital therapeutic – Better – needs to connect more *emotionally* with its audience. This experience is our **product brand**.

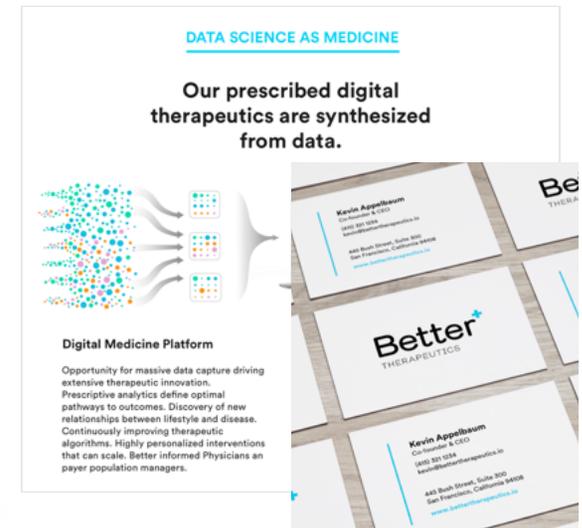
But our **company brand** is different. How we communicate to regulators, insurance carriers, institutions, and other healthcare players is more *clinical and analytic*.

Understanding this difference is integral to working with the Better Therapeutics brand.

Product Brand



Company Brand



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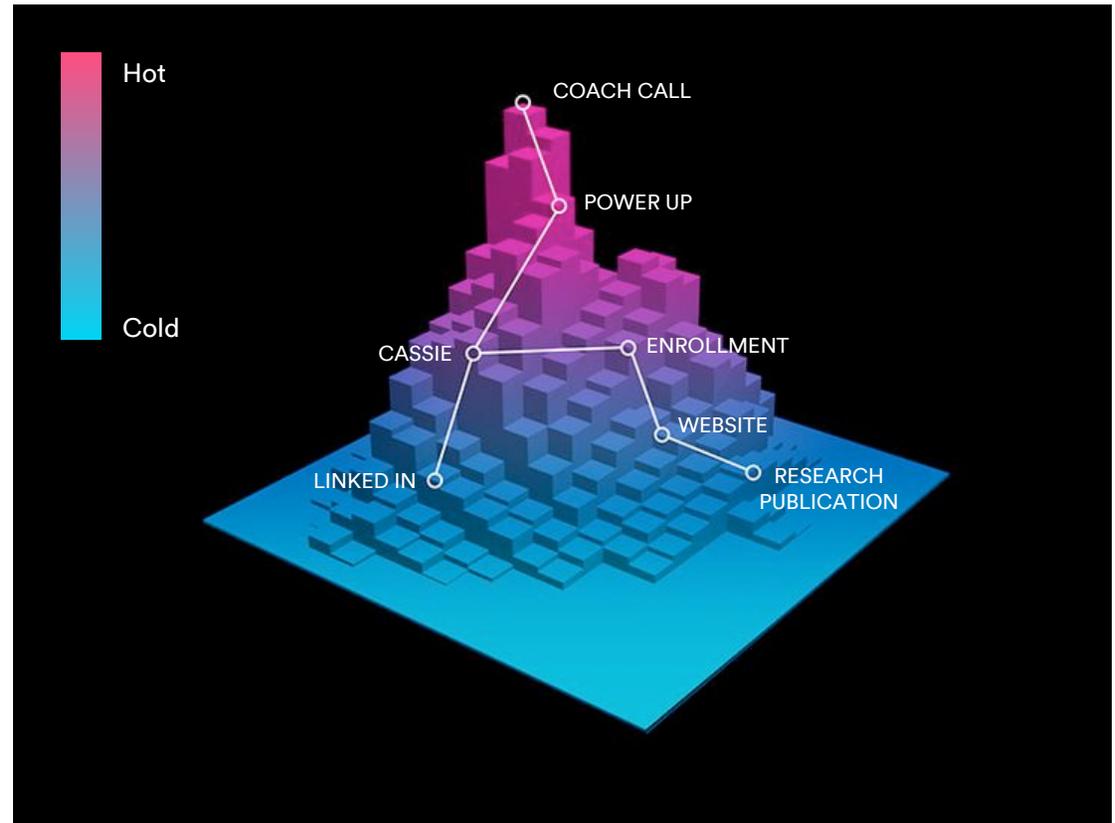
Rubric

Hotness.

Better Therapeutics and Better are not two different brands. They are cut from the same cloth.

Think of a mountain. The peak is different from the base, but its all one shape. That height is what we call *the hotness*. The hotter something is the more emotive and empathic it becomes. The cooler it is, the more clinical and analytic.

Our brand supports a wide range of expression between hot and cold. The question becomes how hot – or cool – does this need to be?



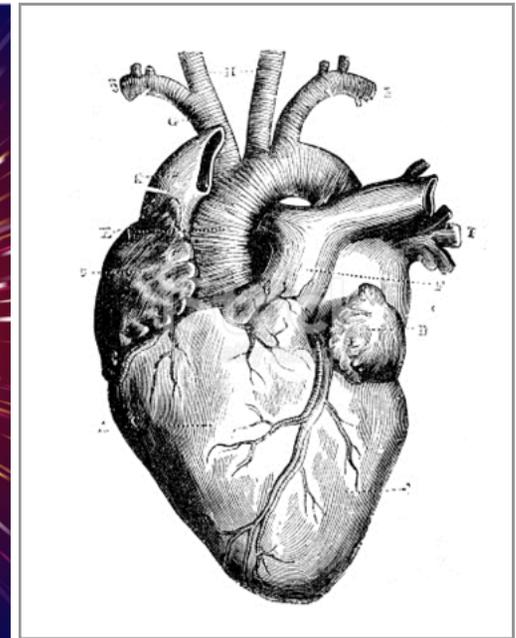
Design on a Spectrum

It often helps to have some kind of rule-set to follow when designing on a spectrum. Here are some good rules of thumb to follow.

- **Use hotness cautiously.** More often than not (the base of the mountain) our brand is cool.
- **Hotness doesn't mean pink.** Hotness means expressions that are more emotional, witty, encouraging, light-hearted and playful. This is true for both blue and pink.
- **We have a color palette.** Designing on a spectrum doesn't mean picking colors from that spectrum. It does mean choosing *elements* with intention and balance.
- **It's all about who.** Hotness is useful when communicating directly with a potential or existing patient. Be more cool with corporate and industry audiences.



Heart
(hot)



Heart
(cool)

Striking the Right Tone.

Another way to understand our brand is to approach it from tone – how do we sound when we talk?

We are optimistic, but serious.

A great example of this is how Cassie talks. She's *optimistic* and encouraging, assuming the best. But she's also *serious* in how she administers a prescription, being firm about what has to be done.

That specific blend of optimistic and serious is just one expression of hotness. Every email, website, study or intervention we release will have its own blend.

And remember, if you don't know how to determine the hotness of something, ask someone who does. There's usually a clear answer and collaboration is a great way forward.



Core Elements

Core elements

Color palette

Accent colors:

Power Pink	
HEX #FF4D81	CMYK 0 84 23 0
RGB 255 77 129	PANTONE 191 C

Glowing Green	
HEX #00DAB0	CMYK 65 0 45 0
RGB 0 218 176	PANTONE 3385 C

Primary colors:

Black	
HEX #000000	CMYK 76 68 63 78
RGB 20 23 26	PANTONE Black 7 C
Electric Blue	
HEX #00D4F4	CMYK 62 0 7 0
RGB 0 212 244	PANTONE 305 C
White	
HEX #FFFFFF	CMYK 0 0 0 0
RGB 255 255 255	

Secondary colors:

Blizzard Blue	
HEX #B3F2FB	CMYK 25 0 4 0
RGB 179 242 251	PANTONE 628 C
Dark Gray	
HEX #8C8C8C	CMYK 47 39 40 3
RGB 140 140 140	PANTONE Cool Gray 8 C
Medium Gray	
HEX #C7C7C7	CMYK 22 17 17 0
RGB 199 199 199	PANTONE Cool Gray 3 C
Light Gray	
HEX #F2F2F2	CMYK 4 2 2 0
RGB 242 242 242	PANTONE 7541 C

Core elements

Color applications

For applications involving Better Therapeutics, body text and elements should be applied mainly on the brand's primary colors and white background.

For Better, the product, content can be applied in White on an Electric Blue background.

Example of a Better Therapeutics text application:

Finally, a way to deliver lifestyle as medicine.

With our unique combination of health coaches and bots we surround members with a highly engaging, empathetic experience that unlocks their full health potential.

Example of a text application on Electric Blue background for Better, the product experience:

Chronic disease can be reversed. It's a fact.

But not by drugs alone; they can only treat the symptoms.

Core elements

Color applications

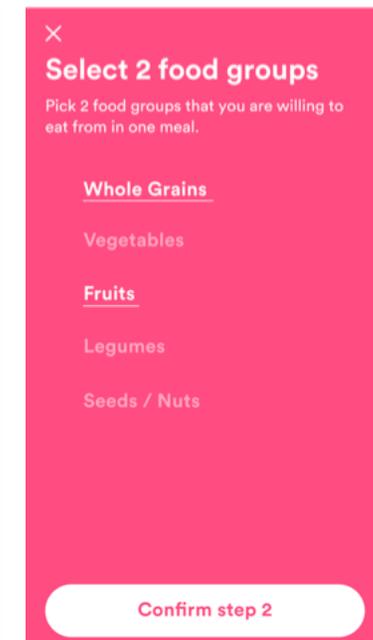
For applications involving Better Therapeutics, accent colors should only be used in small text and elements.

For Better, the product, accent colors go beyond small text and can be applied to backgrounds and bigger elements.

Element with accent color on the Better Therapeutics website:



Accent color application on the Better app:



Core elements

Typography

Circular is used on all applications of type across all mediums.

When Circular is not available, then Verdana should be used. When Verdana is not available then sans-serif should be used.

Primary use in titles and prominent elements:

Circular Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

Primarily for body copy, subheads. Use only in black or Electric Blue:

Circular Medium

Abcdefghijklm
nopqrstuvwxyz

Circular Book

Abcdefghijklm
nopqrstuvwxyz

Core elements

Primary signature

The brand primary application of Black text and Electric Blue cross on White background should be prioritized and its primary colors should in no way be altered.

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Black

HEX #000000
RGB 0 0 0

CMYK 76 68 63 78
PANTONE Black 7 C

Electric Blue

HEX #00D4F4
RGB 0 212 244

CMYK 62 0 7 0
PANTONE 305 C

White

HEX #FFFFFF
RGB 255 255 255

CMYK 0 0 0 0

Signature design and clear space

The Better Therapeutics signature is composed of both typographic elements and the cross symbol.

The Better signature has similar composition, excluding the word Therapeutics from the brand. All signature applications should follow Better Therapeutics guidelines.

Both should in no way be distorted or redrawn when applied to communications.

The clear space applied around the signatures should be calculated based on the height of the “B” on the application, as shown in the images.



Core elements

Secondary signatures

When the communication background does not allow for the primary application, both secondary versions of the brand are available, on Black or Electric Blue background.



Electric Blue

HEX #00D4F4
RGB 0 212 244

CMYK 62 0 7 0
PANTONE 305 C

Blizzard Blue

HEX #B3F2FB
RGB 179 242 251

CMYK 25 0 4 0
PANTONE 628 C

White

HEX #FFFFFF
RGB 255 255 255

CMYK 0 0 0 0



Black

HEX #000000
RGB 20 23 26

CMYK 76 68 63 78
PANTONE Black 7 C

Electric Blue

HEX #00D4F4
RGB 0 212 244

CMYK 62 0 7 0
PANTONE 305 C

White

HEX #FFFFFF
RGB 255 255 255

CMYK 0 0 0 0

Core elements

Grayscale signatures

Grayscale signatures are only recommended for black and white printed media.



Black HEX #000000 RGB 20 23 26	CMYK 76 68 63 78 PANTONE Black 7 C
Medium Gray HEX #C7C7C7 RGB 199 199 199	CMYK 22 17 17 0 PANTONE Cool Gray 3 C
White HEX #FFFFFF RGB 255 255 255	CMYK 0 0 0 0

Minimum sizes

To preserve legibility, the signatures should never be used in smaller proportions than the ones presented.

Digital	Print		Digital	Print
67 px	0.6 cm / 1/4 in		34 px	0.3 cm / 0.1 in
45 px	0.4 cm / 0.15 in		22 px	0.19 cm / 0.07 in

Core elements

What not to do

The Better Therapeutics signature is a really important piece of the brand identity and should not be altered, distorted or applied in off-brand colors.



Do not change the logo colors.



Do not alter letter spacing.



Do not distort or rotate.



Do not change the fonts.



Do not use as a mask or shadows.



Do not outline.



Do not change proportions.



Do not place other elements inside the signature clear space.

Core elements

Company Name

When using the brand's name in text, do not include the + from the signature.

Avoid using any logo, icon or other features of the brand assets in copy.

Correct use:

Better Therapeutics assembled some of the world's leading experts on diet and lifestyle.

Check it out on the Better app!

Incorrect uses:

See the science behind Better+ Therapeutics.

Find out how Better⁺ Therapeutics is reversing chronic disease.

Get in touch with **Better⁺**
THERAPEUTICS

Core elements

The Electric Line

One of the key elements of the Better Therapeutic brand is a horizontal rule made of our primary color, or The Electric Blue Line.

The line should be used sparingly, either horizontal or vertical, but never both.

Use an electric blue horizontal line when adding stress to a phrase or drawing attention to an element.

Title of Sentence

Use an electric blue vertical line when creating separation between elements.



The end caps of the line are rounded in harmony with our logo and type. The stroke width should be proportional to the elements surrounding it.



Core elements

Photography

Our brand – both Better Therapeutics and Better – makes use of photography only when it helps explain a fundamental concept by means of documentation or evidence, like recipes, user testing or actual screen-based experiences.

We do not use photography to communicate metaphor or feeling.

Do not be tempted by generic lifestyle images (especially stock!) that communicate little and only position us closer to wellness/preventive solutions.

Use this:



Do not use this:

