

Brand Guidelines



Index

Content

1.0 - Brand Introduction

1.1 - Brand Introduction

1.2 - Brand Vision

2.0 - Brand Logo

2.1 - Primary Logo

2.2 - Icon Mark Logo

3.0 - Brand Colors

3.1 - Primary Colours

3.2 - Secondary Colours

3.3 - Primary Colours Usage

4.0 - Font & Typography

4.1 - Primary Typography

4.2 - Typography Guidance

5.0 - Digital Environments

5.1 - Icon Browser

5.2 - iOS Icon

5.3 - Twitter “X” Icon

5.4 - Instagram Icon

6.0 - Visual Elements

6.1 - Photography Examples

6.2 - Flow Backgrounds

7.0 - Collateral Examples

6.1 - Social Carousel

6.2 - Email Newsletter

6.3 - PDF Report

6.4 - Two-pager



1.0

For any questions or further support:
hello@kanemcguinness.com

Our Mission



Brand
Introduction

We want to change
the way people exercise
with Diabetes



istockphoto_596804694



Brand
Vision

Building a positive
community based on
support and progress.



2.0

For any questions or further support:
hello@kanemcguinness.com

Logo Usage



Primary Logo

Here is our primary logo. This is built on a partnership between our newly evolved icon mark, and our purposely built word mark.

Our logo looks to create a clean and reassuring image to represent our brand.

The logo should have a white space parameter equal to 50% of the height of the icon — this ensures external elements are placed too closely to the logo.



Icon Mark Logo

The new icon mark is an evolution from our previous design. Rotating the shape and refining edges for a more formally balanced approach.

Our icon now represents a droplet, rotated ‘e’, and a pathway to progress.

The icon should have a white space parameter equal to 50% of the height — this ensures external elements are placed too closely to the logo.



3.0

For any questions or further support:
hello@kanemcguinness.com

Colour Palette



Primary Colours

Here is our primary colour palette, used mostly for backgrounds, and buttons.

Off-white, Midnight, and Neon can be used for main titles.

Off-white and Midnight are the only colours to be used for sub-headings, and body text.



Primary Color - 01

Off-white

-

HEX
#F1F5F9

RGB
241 | 245 | 249

CMYK
4 | 1 | 0 | 0



Primary Color - 02

Iris

-

TOP
VIOLET PURPLE

BOTTOM
NEON BLUE

ANGLE
90 DEGREES



Primary Color - 03

Midnight

-

HEX
#15161E

RGB
21 | 22 | 30

CMYK
79 | 72 | 59 | 76



Primary Color - 04

Neon

-

HEX
#5666F0

RGB
86 | 102 | 240

CMYK
73 | 64 | 0 | 0



Secondary Colours

Here are our secondary colours, which can be used sparingly for backgrounds, or as part of visual diagrams, and infographics, etc.



Secondary Color - 01

Berry

-

HEX
#1F2456

RGB
31 | 36 | 86

CMYK
100 | 96 | 35 | 29



Secondary Color - 02

Violet

-

HEX
#7A56F0

RGB
122 | 86 | 240

CMYK
65 | 71 | 0 | 0



Secondary Color - 03

Admiral

-

HEX
#171D82

RGB
23 | 29 | 130

CMYK
100 | 98 | 13 | 6



Secondary Color - 04

Space

-

TOP
ADMIRAL BLUE

BOTTOM
BERRY BLUE

ANGLE
90 DEGREES



Primary Colours Usage Guidance

Here are examples of which colours we use depending on the background colour.

Where possible, we like to use the gradient icon mark, or white on a coloured/image background.

The black logo should only be used for single colour print.



4.0

For any questions or further support:
hello@kanemcguinness.com

Font & Typography



Primary Typography

Our primary font family is Helixa.

This is a visually balanced sans serif font the displays clearly with multiple character options.

When Helixa isn't available, please use Helvetica or Calibri. If you'd like further guidance, please contact:
hello@kanemcguinness.com

Aabc

Change the way
you exercise with
Diabetes.

Helixa font family



Helixa Thin

Helixa Light

Helixa Regular

Helixa Bold

Helixa Black



Typography Guidance

Please only use Helixa Bold for titles and buttons — making sure they are top of the visual hierarchy.

Sub titles and body text can be written in book or regular.

All your data in one place

Track all your activities in unique ways, from casual walks to your first marathon.

Download

Detailed Data

Glucose route-maps with CGM data

Focus on personal achievements and data understanding, beyond mere numbers.

Newsletter

Stay updated in the loop, once a week.

johndoe@gmail.com



5.0

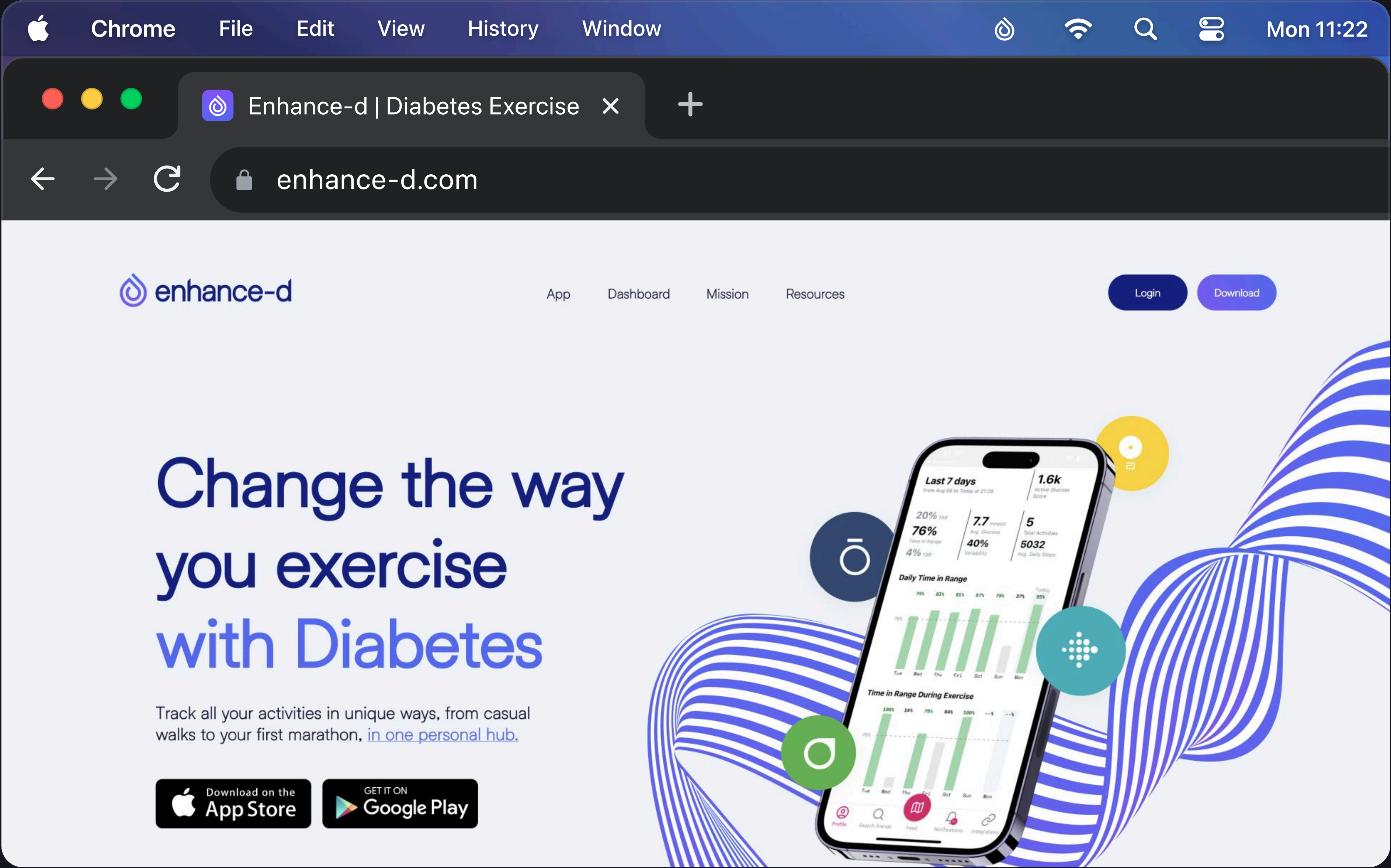
For any questions or further support:
hello@kanemcguinness.com

Digital Environments



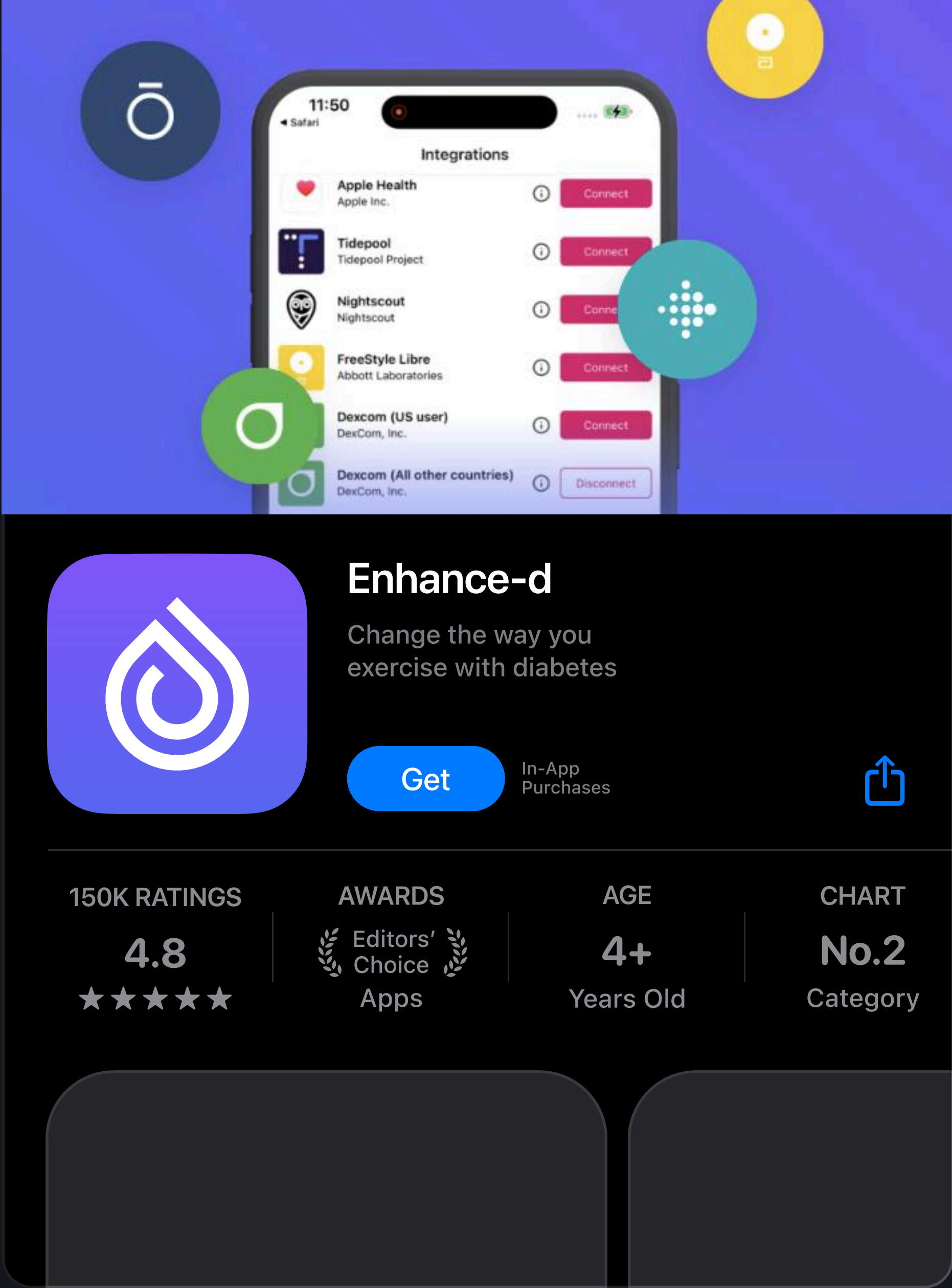
Icon Browser

It is recommended to use our icon mark on the Iris gradient rounded box background — allowing for maximum visibility on light and dark mode browsers.



Icon iOS

It is recommended to use our icon mark on the Iris gradient rounded box background — however Neon, Violet, or Admiral solid colour backgrounds can work too.



Icon

Twitter “X”

It is recommended to use our icon mark on the Iris gradient rounded box background — however Neon, Violet, or Admiral solid colour backgrounds can work too.

Change the way you exercise with Diabetes





Follow

Enhance-d



@enhance-d

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Atlanta

 [enhance-d.com](#)

 Joined November 2024

1,5K Following

105,4K Followers

Posts

Replies

Media

Likes



Enhance-d



@enhance-d · 2d

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Enhance-d

14K posts

Follow

Posts

Replies

Media

Likes

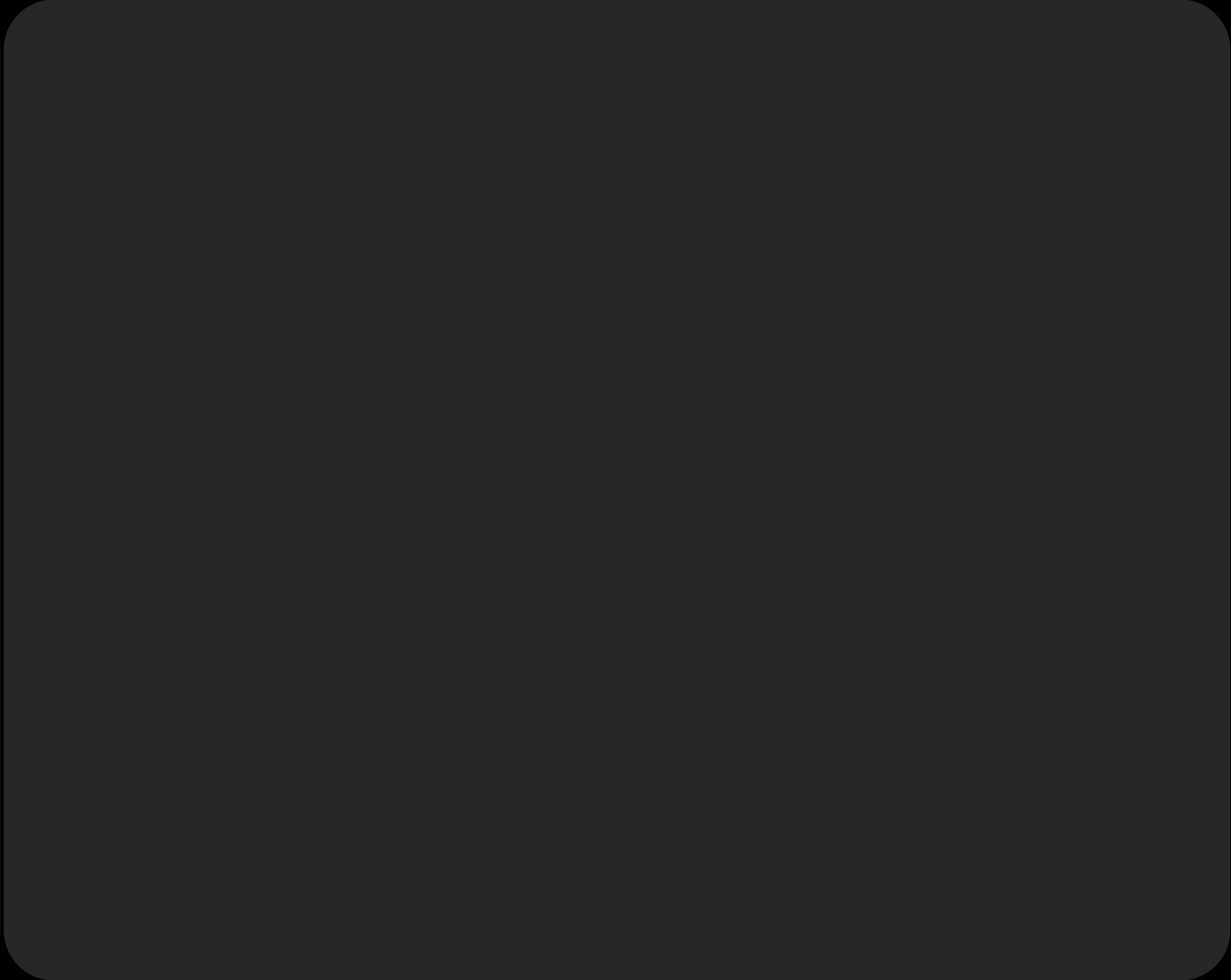


Enhance-d



@Radesk · 2d

Lorem ipsum dolor sit amet elit, sed do eiusmod tempor incididunt ut labore.



 439

 1.2K

 19K

 225K

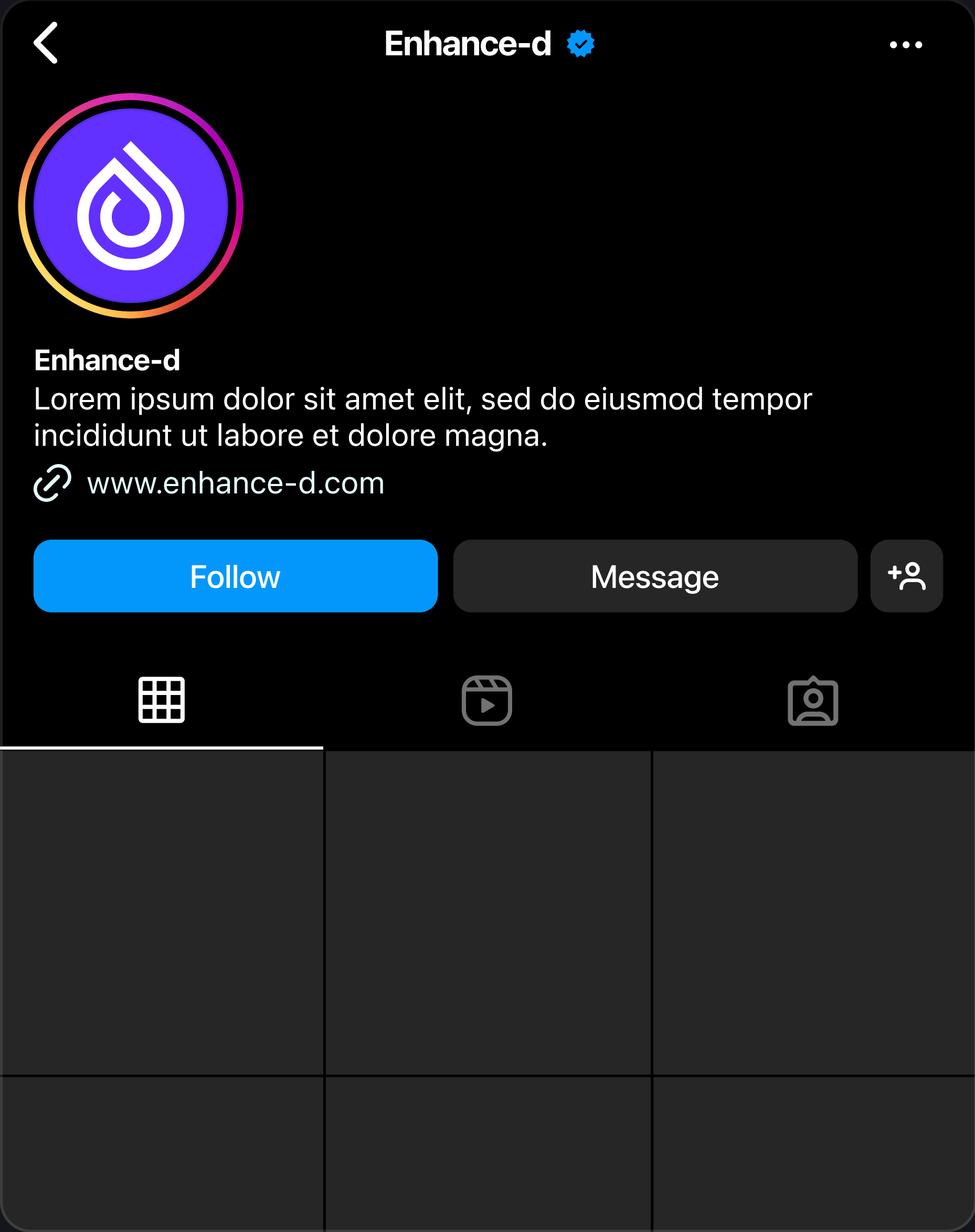






Icon Instagram

It is recommended to use our icon mark on the Iris gradient rounded box background — however Neon, Violet, or Admiral solid colour backgrounds can work too.



6.0

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Visual Elements



Photography Examples

These are example photography shots that we like to use across digital and print.

Our aim is to encourage users across all ages with welcoming, positive, and natural lighting — without appearing dramatic or intimidating.

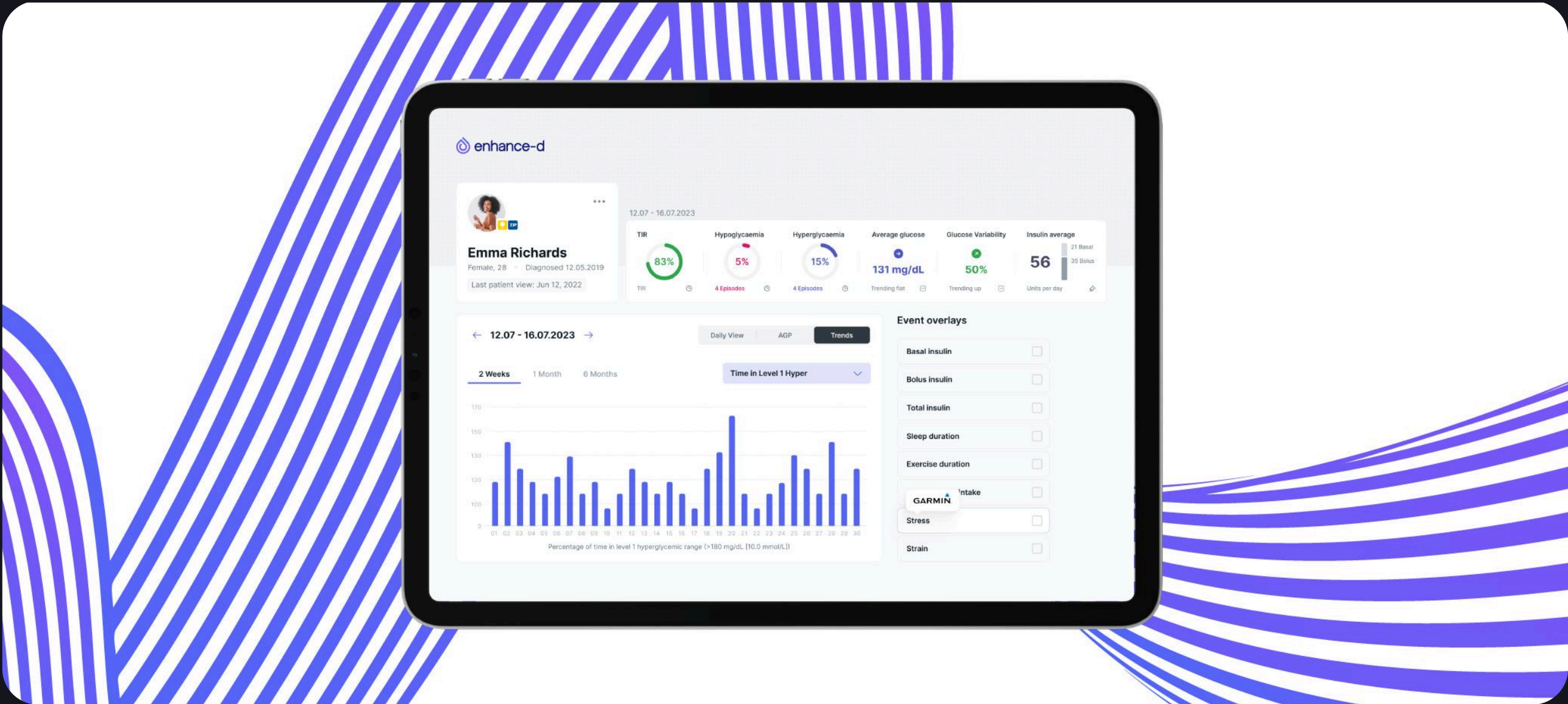
We like to use images showing people of all ages enjoying physical activity — not just people running marathons, or lifting weights in the gym.



Flow Backgrounds

Here are some example uses for our flow elements, that can be used to interact with devices and people.

The flow ribbon looks to encourage movement and show that all journeys encounter twists and turns. It aims to be positive and playful!



6.0

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Collateral Examples



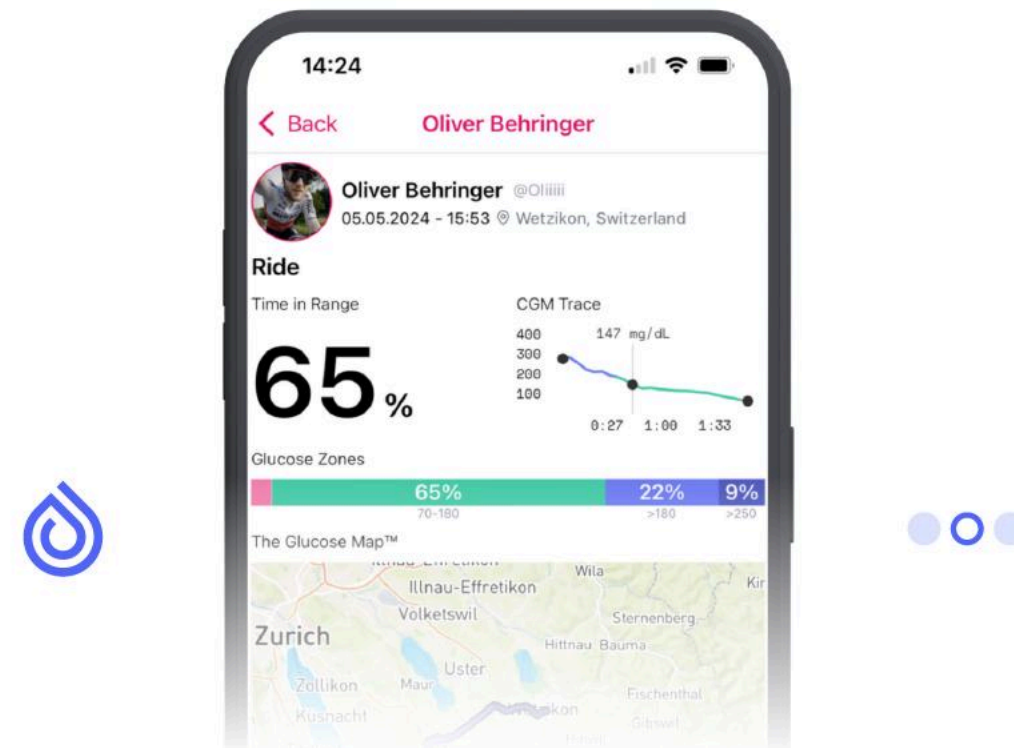
Join the community

Be part of the growing network of people striving to be better.



Analyse your activity data

Review your exercise sessions with ease by looking at the relationship between glucose and other important metrics.



Integrate all your apps and devices

Easily connect all your favourite apps and wearables and import their data automatically.





Our new Diabetes community is here

Be part of the growing network of people striving to be better.

Download



Message from our Founder

"It's Henry here from Enhance-d, and I'm super excited to share that today the Enhace-d app is available on both Android and iOS!

We have picked World Diabetes Day as our launch date to underline our determination in helping people living with diabetes to exercise safely and effectively."





For healthcare professionals

Simplify Diabetes Management



How our system works

Simple Diabetes data management

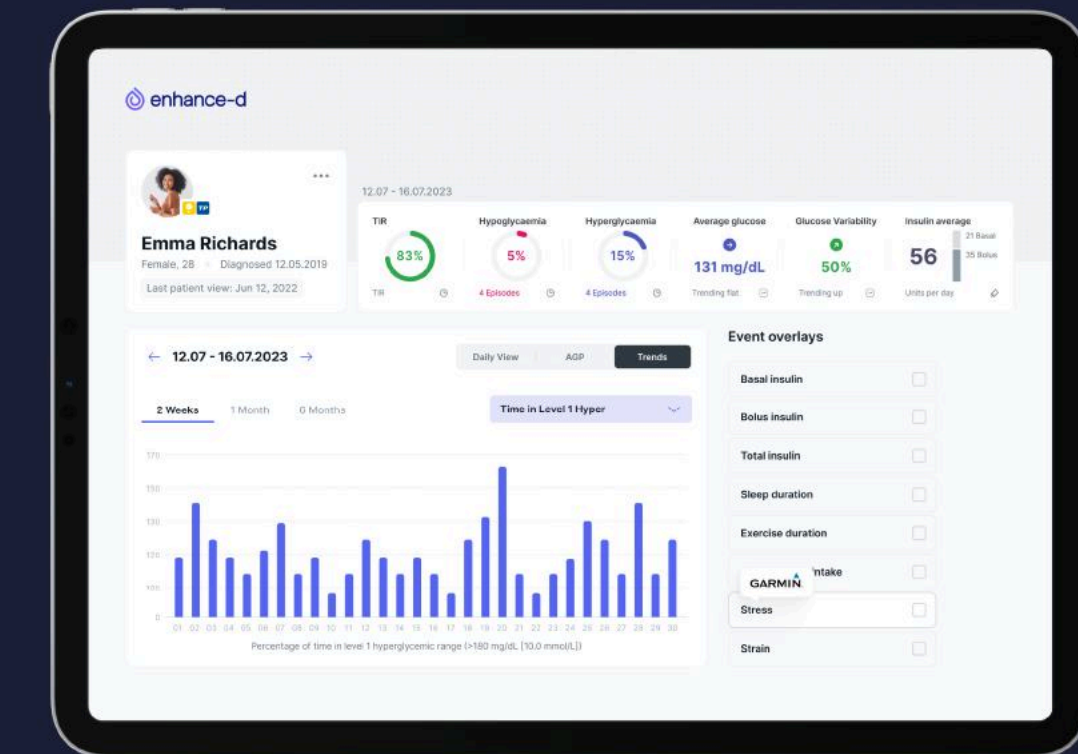


Enhance-d | Healthcare Professionals

02

How our system works

Accessible insights from anywhere



Access
Access all the essential data you need in one simple and user-friendly interface.

Communicate
Stay in communication with your patients effortlessly through our mobile app.

Engage
Your patients collect valuable data, and you can effortlessly monitor their progress.

Enhance-d | Healthcare Professionals

03





The first exercise community for people living with Diabetes

Our app guides your daily diabetes management and helps you see how your glucose responds to your activities.

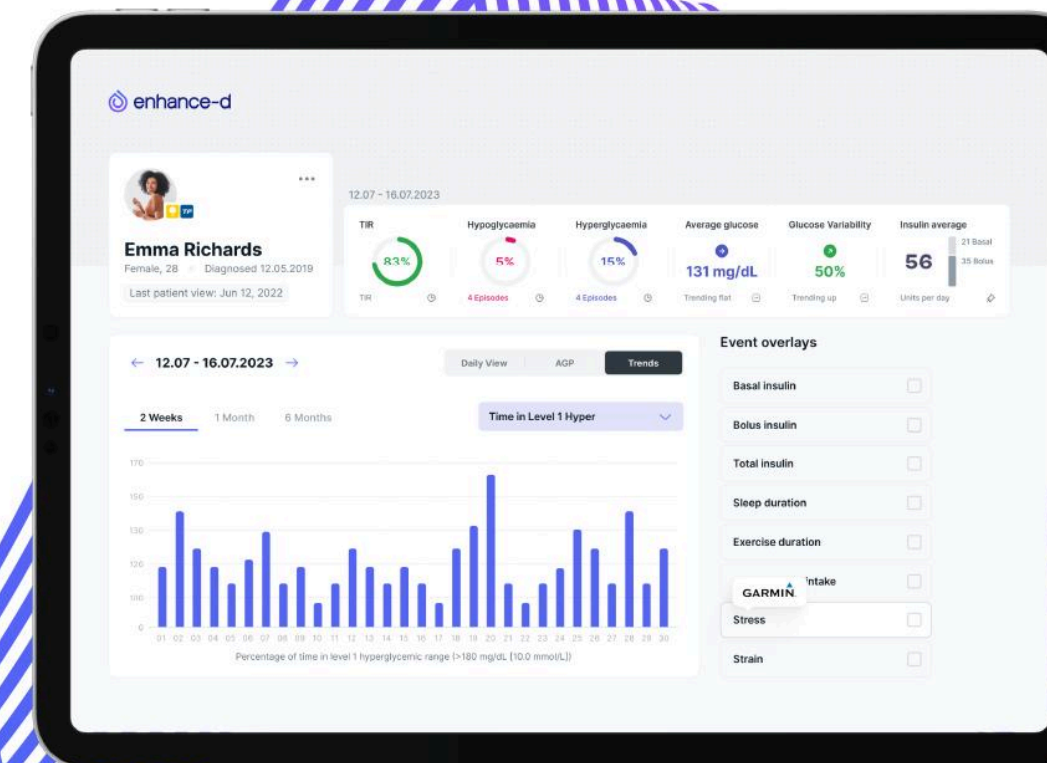


Discover your potential
enhance-d.com



Give your clinician insights to your help like never before

Our app guides your daily diabetes management and helps you see how your glucose responds to your activities.



Thank you for reading