

Awaken our best brand.

**ResMed Partner
STYLE GUIDE**



ResMed

2021

OUR LOGO

STRUCTURE

Our logo should always be used in its entirety (Pulse and Wordmark) wherever possible. On white, our lighter neutrals, and light areas of images, our logo should always appear in full colour.



ResMed

The ResMed wordmark (without the pulse) is suitable for reproduction in media where space is limited or restricted. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

ResMed

SIZE

Our logo should appear at a size that gives it optimal impact, legibility and visual appeal within the context it is appearing.

MINIMUM SIZE PRINT @
15MM PROPORTIONATE WIDTH

MINIMUM SIZE ONLINE
@ 60PX PROPORTIONATE WIDTH



ResMed

15mm



ResMed

60 pixels

ResMed

15mm

ResMed

60 pixels

CLEARSPACE

Ample space or 'air' around our logo presents it in its best light. As a general rule, ResMed should embrace white space and minimise excess content wherever possible.

MINIMUM CLEARSPACE @ 1X
PREFERRED CLEARSPACE @ 2X



R | HEIGHT OF R = X

MINIMUM CLEARSPACE @ 1X
PREFERRED CLEARSPACE @ 2X



R | HEIGHT OF R = X

WHAT NOT TO DO WITH OUR LOGO

Brands are built on trust, and consistency is the foundation of trust. Altering, distorting or mistreating our logo in our communications reflects badly on our brand and can lead to mistrust. Here are some things we should never do to avoid this.

Please do not recreate or alter our logo in any way.

A. Change the colour of the logo

B. Alter the logo composition in any way

C. Use the logo in a box

D. Apply a drop shadow to the logo

E. Watermark the logo or apply any other transparency effect

F. Place the logo on image backgrounds that compromise clarity and legibility

G. Place the logo on a colour background other than specified in these guidelines

H. Use the Pulse curve on its own

I. Change the proportions or aspect ratio of the logo (ie do not stretch or squash it)

J. Rotate the logo

K. Change the typeface of the logo

L. Use the logo to create wallpaper

✗



A

✗



B

✗



C

✗



D

✗



E

✗



F

✗



G

✗



H

✗



I

✗



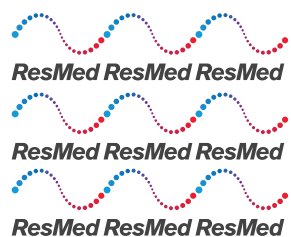
J

✗



K

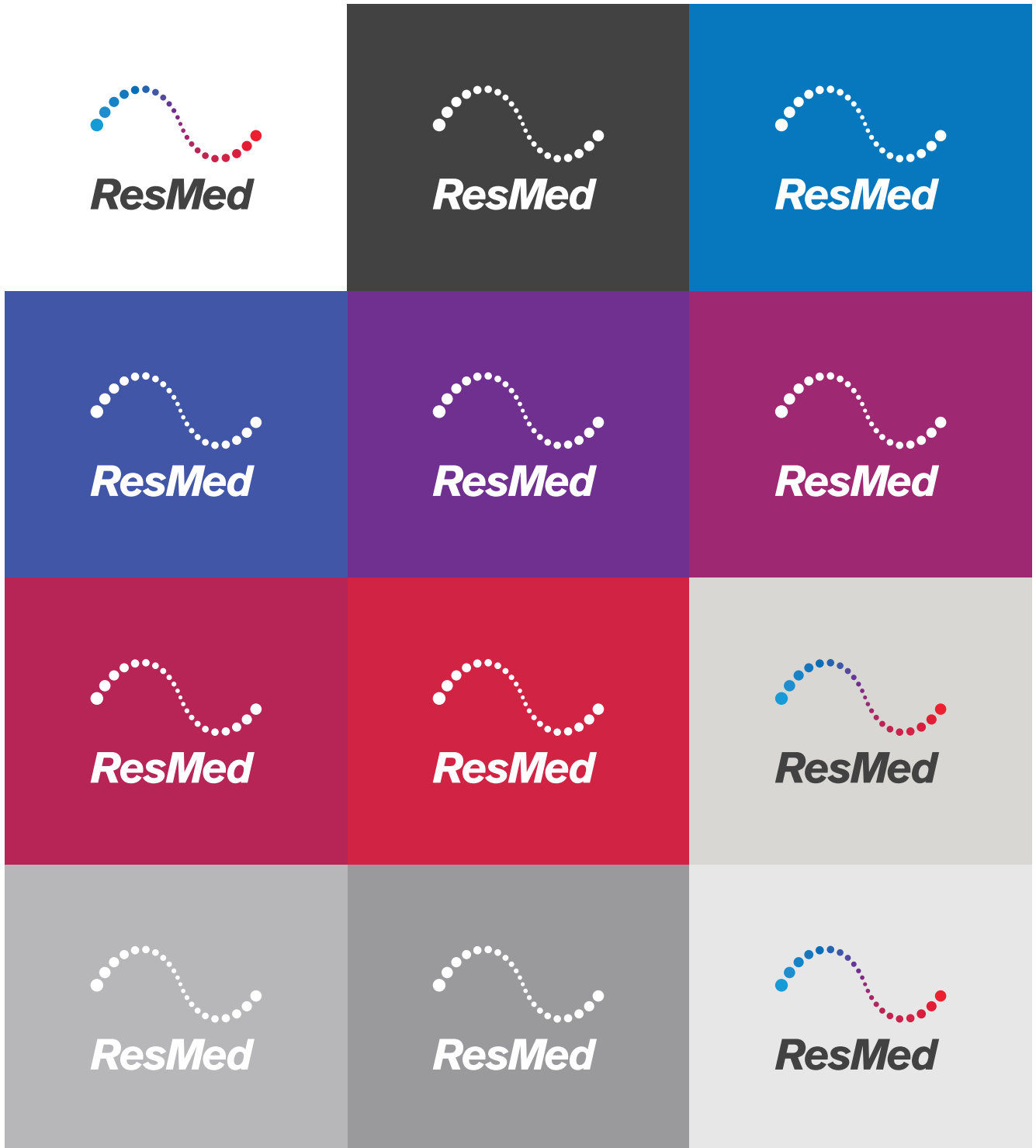
✗



L

COLOUR

Our logo should never appear within a floating colour block or boxed in any way. Below is for the purpose of demonstrating our mono logo reversed out of our primary colour palette. There should never be multiple instances of our logo within one frame.



EXAMPLE APPLICATION OF OUR FULL COLOUR LOGO ON LIGHTER IMAGES



EXAMPLE APPLICATION OF OUR MONO WHITE LOGO ON DARKER IMAGES

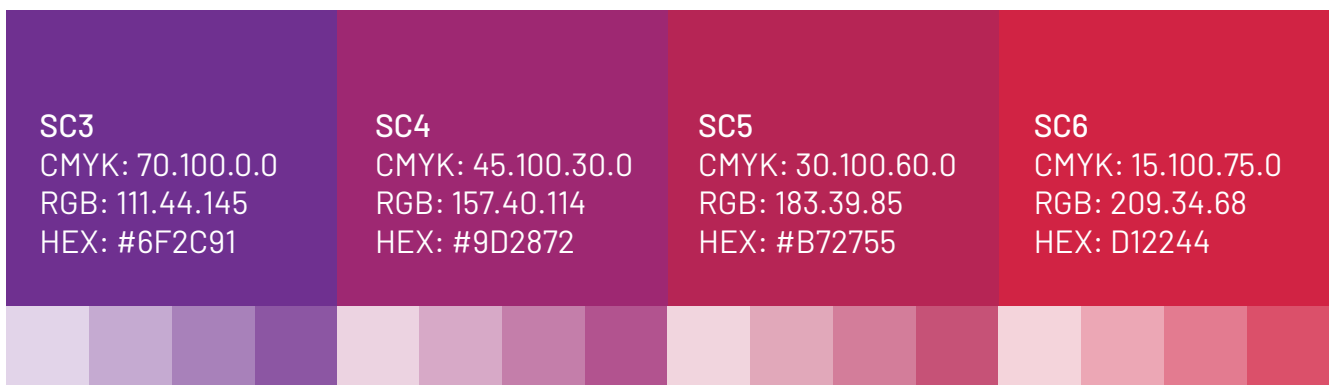
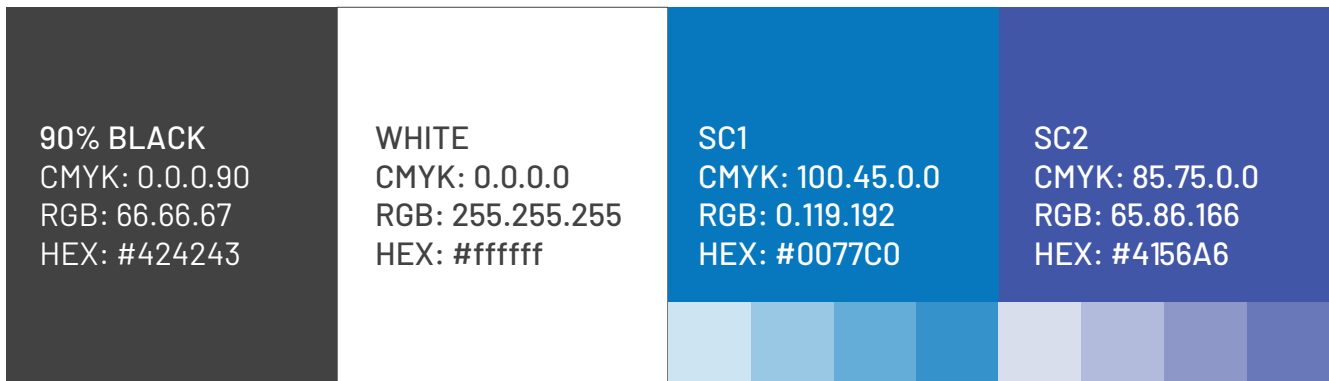


OUR COLOURS

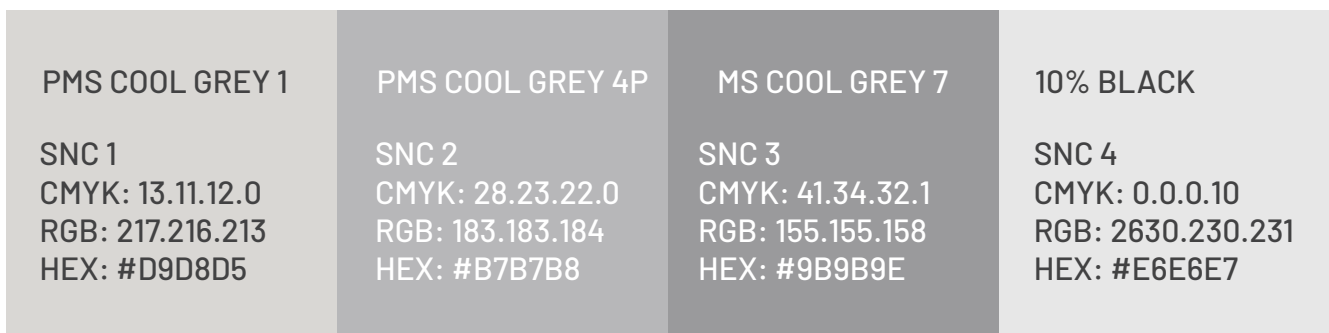
Please see the correct colour space translations for the ResMed brand colours detailed here.

There are breakdowns for offset/process and digital printing (CMYK), digital and office applications (RGB) and web-safe RGB (HEX or HTML).

The values specified here are those recommended by Pantone™ Colour Bridge and should be used for optimal colour consistency. Please ensure you specify these values in your swatch palette and do NOT use the default in application Adobe translations.



RESMED NEXT NEUTRALS



LOGO USE ONLY: RESMED PULSE BLUE RED



Where an additional background is required to bring our brand to the foreground (such as online), 5% black can be used.

5% BLACK
HEX #e6e6e7

TYPOGRAPHY

As a message driven brand, typography plays a lead role in our visual brand, with the typographical treatment of our slogan being our graphic device and the central focus of any given frame.

TIP: Our slogan 'Awaken your best' should be the boldest typographical element in any given frame. The rest of our typography should feel more understated and supportive, with lots of 'air' throughout and around it.

TIP: Barlow Light, Regular, Medium and Semibold are the only weights that should be used. Body copy should never be heavier than Medium. Barlow Bold should only be used for our slogan and modifiers. Barlow Black should never be used. Likewise, the Barlow condensed font family should not be used.

For body copy blocks **ONLINE ONLY**, Roboto regular should be used. Digital headings should still be in Barlow.

OUR FONTS

Barlow

[a freeware google font]

To be used wherever possible and practical.

Barlow Light

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&*()-+={}|:"'<>?

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Barlow Regular

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&*()-+={}|:"'<>?

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Barlow Medium

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&*()-+={}|:"'<>?

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Barlow Semibold

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&*()-+={}|:"'<>?

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Roboto

[a freeware google font]

To be used for body copy online only.

Roboto Regular

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&*()-+={}|:"'<>?

ABCDEFGHIJKLMNPOQRSTUVWXYZ

A SUMMARY OF WHAT NOT TO DO WITH OUR TYPOGRAPHY.

- A. Don't use the **Barlow Black** or any of the **BarlowCondensed** font family.
- B. Don't **Barlow Bold** for anything OTHER THAN our slogan and modifier text.

- C. Don't use CAPITALS FOR A WHOLE SENTENCE.
- D. Avoid *italics* and never use underlines.
- E. Text should NEVER be centre or right aligned, it should ALWAYS be left aligned.
- F. Avoid blocks of coloured text.
- G. Don't use Bullets glyphs ◀ ◻ ◉ ▶ ✦ not specified in these guidelines.

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E

Awaken your best.

E

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- > Velectatin cumet omni ab iderae.

A **EARIT AUT HARCILLANTIO QUID MAGNIS DOLES** E
C

ResMed.com.au

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ResMed

F **Earit aut harcill antio**
A **quid magnis dolesse, ali quamPERNATIUS** E
quibus. C

Awaken your best.

ResMed

CONSEQUENIM RERRO MALOTENDEL INCUSAE OFFICIUS ETUR SINULLUT AM FUGIAM QUATENT RERIORIT, UMQUIATUR. E
C

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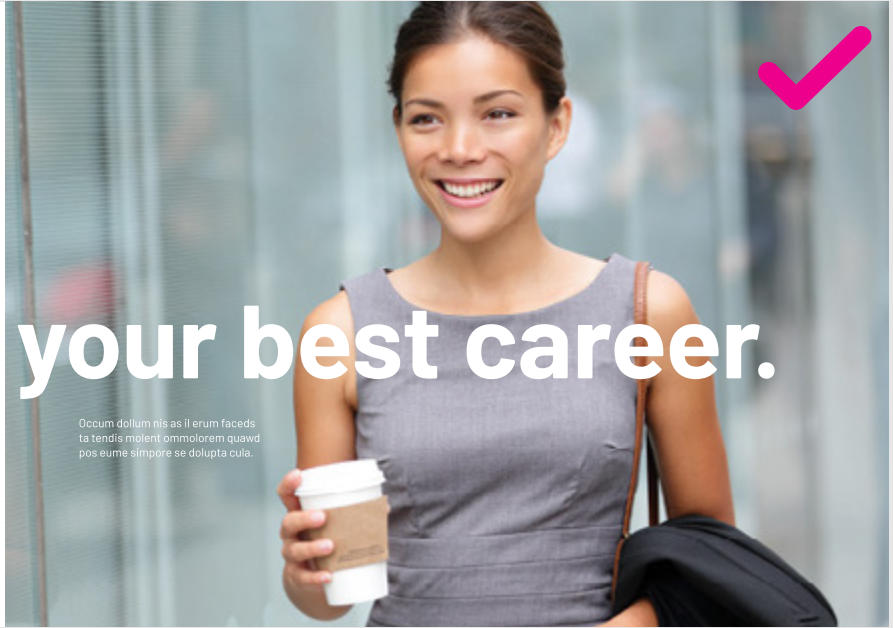
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Awaken your best career.

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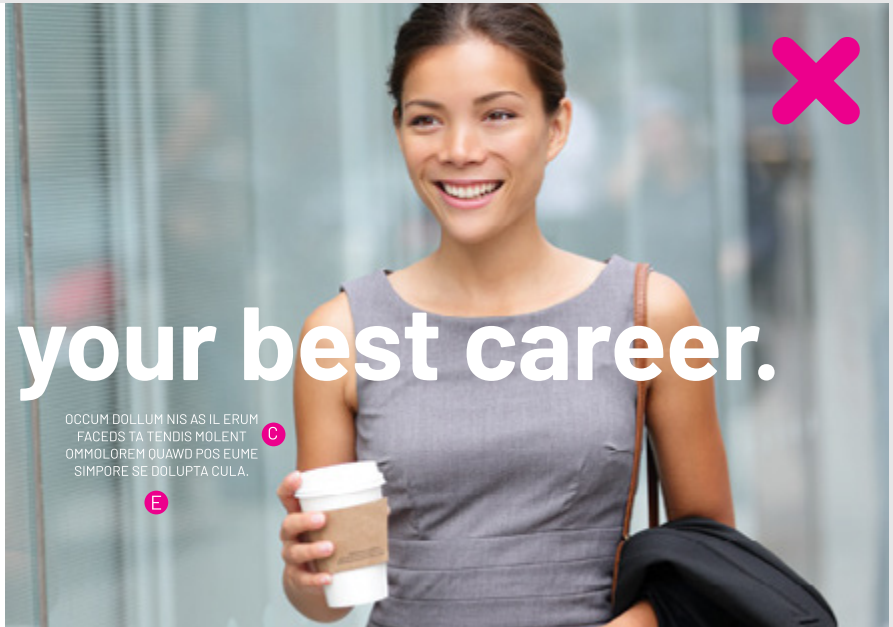
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Awaken your best career.

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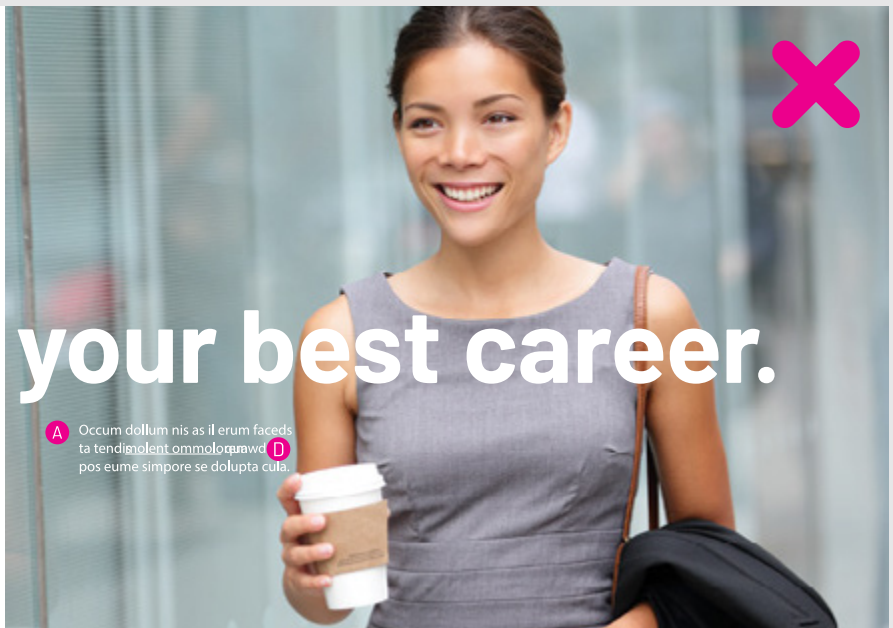


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Awaken your best career.

A Occum dollum nis as il erum faceds ta tendis molent ommolorem quawd pos eume simpore se dolupta cula. **D**



CO-BRANDING – LOGO

In all co-branding contexts, our logo should be applied respecting the guidelines detailed in 'Our logo' section of this brand guide. Some key points are summarised here:

- The logo should not appear more than once on a single page or screen.
- Always maintain the required clear space around the logo.
- Adhere to our minimum size guidelines.
- Always ensure the logo's clarity and legibility.
- The full colour logo should be used on white backgrounds and lighter images.
- The mono white logo can be used reversed out of our ResMed colour palette and darker images.

PLEASE NOTE: In some cases of Partner brand dominance, our mono white logo CAN be used reversed out of tonally equivalent neutrals (on the grey spectrum), and black if necessary. This should always be approved by the ResMed brand team prior to release/publication.

LOGO PLACEMENTS

Our logo placement is determined by where it best supports the overall intent, context and design. Placement is acceptable on any of the 4 corners of the frame. With this in mind, for ResMed dominant co-branded communications, providing both partner logos are represented appropriately (and respecting their usage guidelines), and the partner brand approves the relative placement overall, placement of both logos will vary depending on the content and context of the communication piece.

GUIDING PRINCIPALS

1. Always display our brand in it's best light within the context. Presence of our slogan will clearly indicate the piece is a ResMed brand dominant communication piece.
2. Always ensure the placement of the partner logo adheres to the partner's brand guidelines and/or is approved by their brand team.
3. Remember, the overall aim of any co-branded communication is still to attract, engage, and resonate with the desired audience. The better we do this, the more succesful the piece and the partnership is to both brands.

When the ResMed and partner logos are 'locked up', please:

- Use full colour logos on a white background whenever possible, or alternatively use both logos reversed in mono white out of a suitable neutral or image.
- **Ensure both logos are equally balanced in terms of visual size/weighting.**



Company



ResMed

CO-BRANDING

Sometimes we can 'Awaken our best' and empower our consumers and partners to 'Awaken their best' through strategic partnerships, promotions and sponsorship. When we do this, we often express this partnership by communicating both brands (co-branding) within a single communications piece. It is important that we respect the integrity of both brands in this context.

BRAND DOMINANCE

Brand dominance means one partner will have the lead presence in the collateral, usually emphasising their visual style in marketing communications.

Brand dominance is determined during partnership negotiations and is influenced by factors such as: financial and/or resource contribution; which partner is granting access to customers and maintaining that relationship; or which partner will host the experience.

ResMed dominant

ResMed dominance is when ResMed most heavily influences the communication experience. This is when ResMed is driving the customer experience or when our resources are most depended upon.

ResMed dominant experiences rely heavily on the ResMed visual style for look and feel.

Partner dominant co-branding

Partner dominance is when the partner brand heavily influences the communication experience. As a result, the partner brand is featured more, and the design is geared towards their visual style.

While the collateral will be driven by the partner brand's visual style, it's critical that we protect and appropriately display the ResMed logo.

THINGS TO REMEMBER WHEN CREATING PARTNER DOMINANT CO-BRANDING

1. Always display our brand in it's best light within the context.
2. Ensure both logos are equally balanced in terms of visual size/weighting.
3. Always maintain the required clear space around the logo.
4. Adhere to our minimum size guidelines.
5. Ensure product images are not distorted or stretched unproportionally.
6. Keep body copy to a minimum on digital artwork where possible.
7. Make sure the 'R' and 'M' are both capitalise in ResMed.
8. Product names and Trademarks are correctly displayed i.e. ResMed AirSense™ 10

LAYOUT GRIDS

PORTRAIT LAYOUTS SHOULD FOLLOW A **12 COLUMN GRID**
TOP+BOTTOM CONTENT MARGINS ARE EQUAL TO 1 X COLUMN WIDTH

Vertically, the frame should be divided into **quarters**, or **thirds**, depending on what works best for the content and overall context.

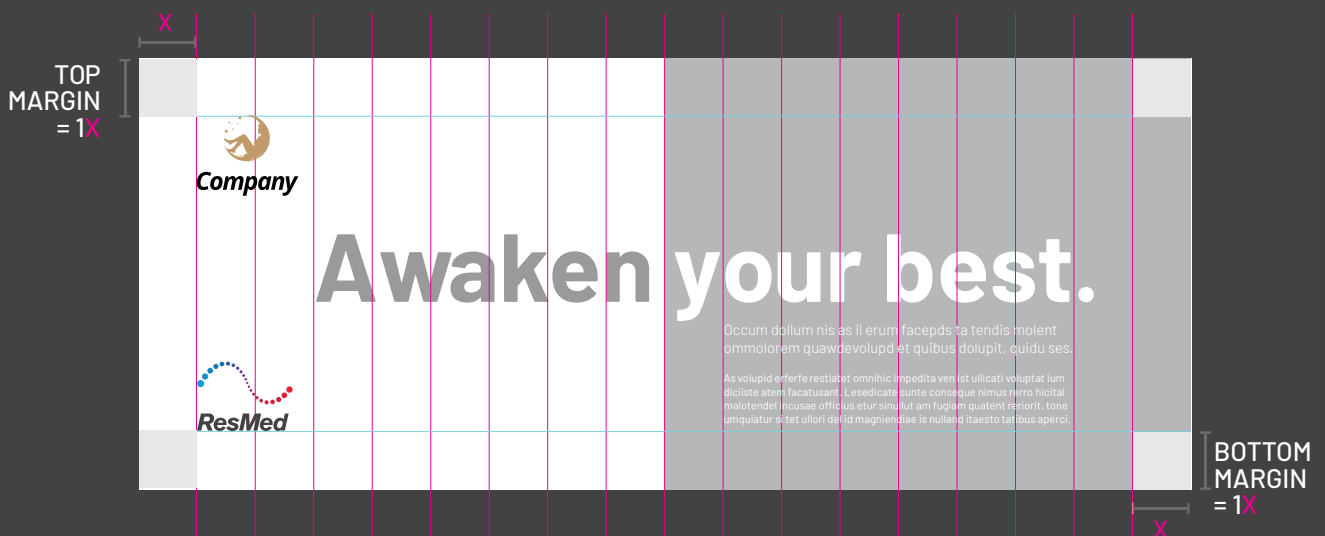


ResMed dominant

LAYOUT GRIDS

LANDSCAPE LAYOUTS SHOULD FOLLOW AN **18 COLUMN GRID**
TOP+BOTTOM CONTENT MARGINS ARE EQUAL TO 1X COLUMN WIDTH

Horizontally, the frame should be divided into **halves** (9 columns) or **thirds** (6 columns).
Vertically, the frame is fluid depending on the best placement for the slogan.
Content should sit where it works best with the tagline and/or image in context.



CREATIVE EXAMPLES - PRINT



Awaken your best.



ResMed AirMini™

For your therapy needs
when you're on the go.

Start your journey to better rest

➤ ***PARTNER CONTACT***

CREATIVE EXAMPLES - PRINT



ResMed



Company

Awaken your best performance.

We all want to feel our best...

If you're always tired, you might be having trouble breathing while you sleep - without ever knowing it. Luckily there's plenty of options to on your journey to better rest.

Start your journey to better rest

> *PARTNER CONTACT*

CREATIVE EXAMPLES - PRINT



Awaken your best fit.

Minimal coverage,
maximum performance

A full face mask that sits gently under your nose, not over it. With nothing over your nose, red marks or discomfort on the bridge of your nose can be a thing of the past.



Company
TAGLINE

AirFit™ F30

Full face mask

CREATIVE EXAMPLES - PRINT



ResMed AirSense™ 10 AutoSet™

Awaken your best rest.

A new beginning in
better rest

When a pattern of poor sleep continues for long enough, it can affect everything from our weight to our relationships. It might be time to take a step back and look at why your sleep isn't as restful as it could be, and start your journey to a more invigorated life.

 PARTNER CONTACT DETAILS



Company
TAGLINE

CREATIVE EXAMPLES - PRINT



Awaken your best.

Caes in ere, vel imi, cuscilit
qui tem aut es et eum quo



> PARTNER CONTACT DETAILS



Awaken your best.

Caes in ere, vel imi, cuscilit
qui tem aut es et eum quo



> PARTNER CONTACT DETAILS



Awaken your best.



Faciis id quisit, voluptae sum que nimagni magnias
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ventem fuga. Quia ilignisit ipsam um voluptatus.

CREATIVE EXAMPLES - PRINT

NEWSPAPER




Company

**Bundle and save with
ResMed AirMini™**

Only
\$XXXXX

Save
\$XXX

Visit us in store
39 Company Ave, Sleepsville




ResMed




Company

Save on Sleep

Visit us in store
39 Company Ave, Sleepsville




ResMed

Partner dominant

Note: Artworks are a representation of how the resmed brand should be used along side the partners brand. All mock ups are for illustrative purposes only.

CREATIVE EXAMPLES - PRINT



Company

*Buy online
and save*



***Save \$100 when you purchase
ResMed AirMini™ online****

Visit
company.com.au

Terms and condition apply



CREATIVE EXAMPLES - DIGITAL

WEB BANNER




ResMed

**Save \$100 when you purchase
ResMed AirSense™ 10 online***

SHOP NOW

Terms and condition apply





**Save \$100 when
you purchase
ResMed AirMini™
online***



ResMed

SHOP NOW

Terms and condition apply



 **Company**


ResMed

- Home sleep study
- CPAP equipment and service

Call us on (02) 9749 2228

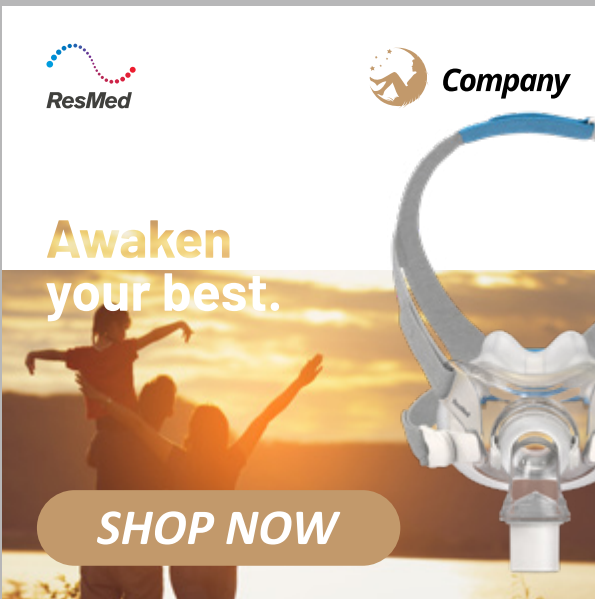
CONTACT US

Partner dominant

Note: Artworks are a representation of how the resmed brand should be used along side the partners brand. All mock ups are for illustrative purposes only.

CREATIVE EXAMPLES - DIGITAL

SOCIAL



Partner dominant

Note: Artworks are a representation of how the resmed brand should be used along side the partners brand. All mock ups are for illustrative purposes only.

CO-BRANDING - LARGE FORMAT

Large format refers to printing/display signage that is larger than standard print sizes. All co-branding contexts, our logo should be applied respecting the guidelines detailed in 'Our logo' section of this brand guide. Some key points are summarised here:

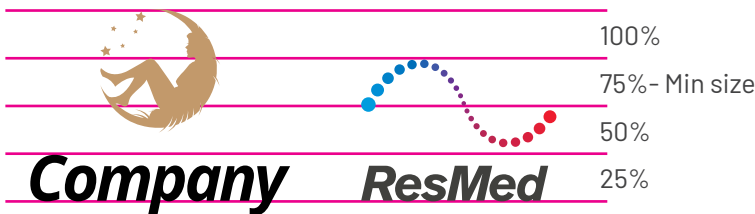
- The logo should not appear more than once on a single page or screen.
- Always maintain the required clear space around the logo.
- Adhere to our minimum size for large format guidelines.
- Always ensure the logo's clarity and legibility.
- The full colour logo should be used on white backgrounds and lighter images.
- The mono white logo can be used reversed out of our ResMed colour palette and darker images.

LOGO SIZE - LARGE FORMAT

Our logo size should always be equally balanced in terms of visual size/weighting. When creating co-branded artwork for window signage, billboards, or other large formats, our logo should not be less than 75% the size of the partnering logo

IF PARTNER LOGO IS STACKED

ResMed logo should be minimum 75% the height of partners brand logo



IF PARTNER LOGO IS HORIZONTAL

ResMed logo should be 100% the height of partners brand logo



UNACCEPTABLE SIZES



Refer to 'OUR LOGO' section for more information on how to correctly apply the ResMed logo.

CREATIVE EXAMPLES - SIGNAGE

WINDOW DISPLAYS




Company

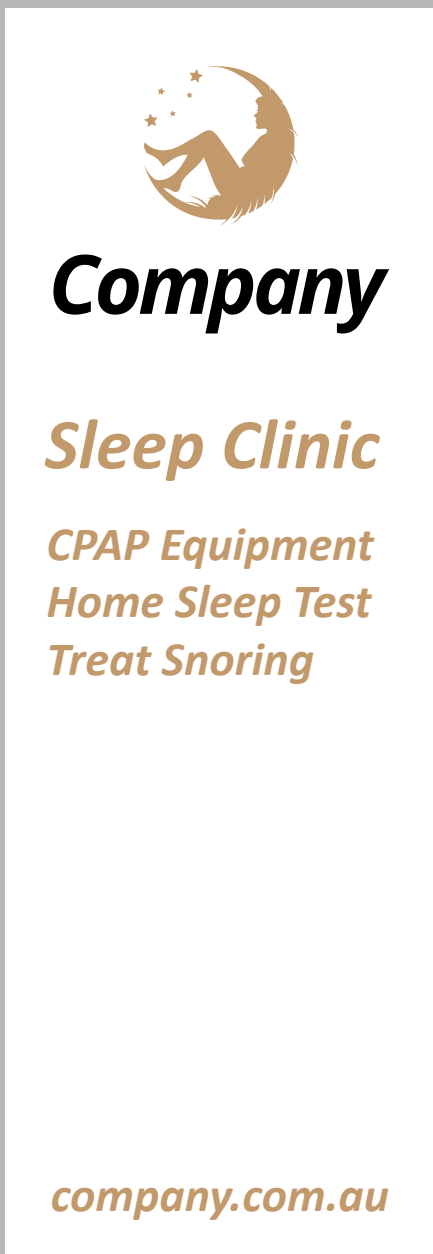
CPAP equipment & sleep service


Free consultation
Bulk billed sleep test
Treat your snoring today

company.com.au | (02) 9749 2228


ResMed

NOTE LOGO SIZE

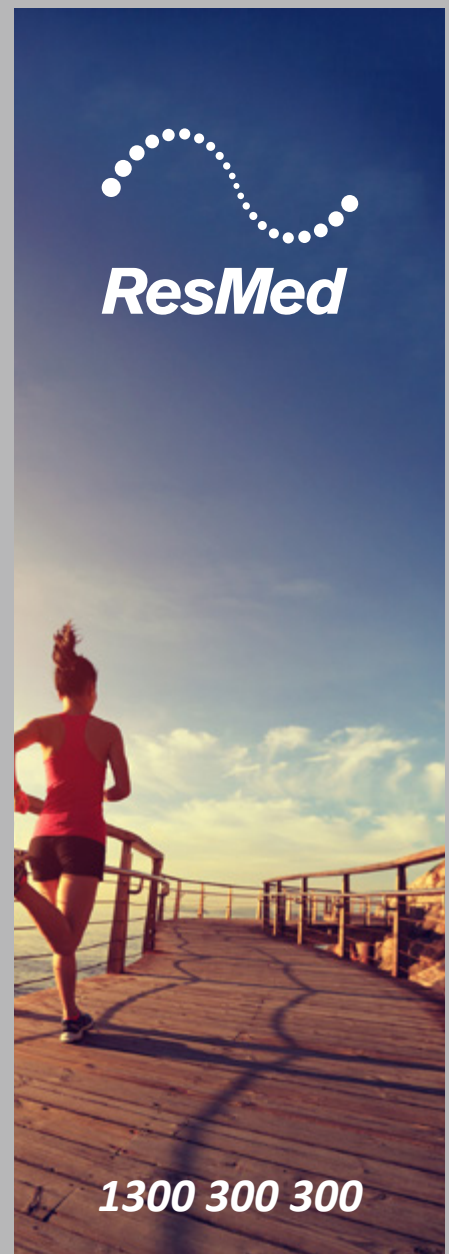




Company

Sleep Clinic

CPAP Equipment
Home Sleep Test
Treat Snoring

company.com.au




ResMed

1300 300 300

CREATIVE EXAMPLES - WHAT TO AVOID

3200MM



Too much copy and too small for signage this size.
Text unevenly distributed.

ResMed logo not minimum
75% of partner logo.

Avoid over crowding copy on posters.
Tip: copy should be short and to the point



ResMed products not displayed in
best light and disproportional.

ResMed logo clearspace around all four sides is not equal to the minimum clearspace required to the height of 'R' as demonstrated. ResMed colour logo also should not be place colour block. The white ResMed logo should be used.

RESMED AUTHORISED DEALER

In all contexts, the ResMed Authorised Dealer logo should be applied respecting the guidelines detailed in 'Our logo' section of this brand guide. Some key points are summarised here:

- The logo should not appear more than once on a single page or screen.
- Always maintain the required clear space around the logo.
- Adhere to our minimum size guidelines.
- Always ensure the logo's clarity and legibility.
- The full colour logo should be used on white backgrounds and lighter images.
- The mono white logo can be used reversed out of our ResMed colour palette and darker images.

PLEASE NOTE: In some cases of Partner brand dominance, our mono white logo CAN be used reversed out of tonally equivalent neutrals (on the grey spectrum), and black if necessary. This should always be approved by the ResMed brand team prior to release/publication.

When the ResMed Authorised Dealer and partner logos are 'locked up', please:

- Use full colour logos on a white background whenever possible, or alternatively use both logos reversed in mono white out of a suitable neutral or image.
- **Ensure both logos are equally balanced in terms of visual size/weighting.**

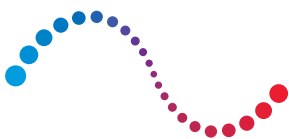


ResMed

AUTHORISED DEALER



Company



ResMed

AUTHORISED DEALER



Company

CREATIVE EXAMPLES - SIGNAGE

WINDOW DISPLAYS



 **ResMed**
AUTHORISED DEALER

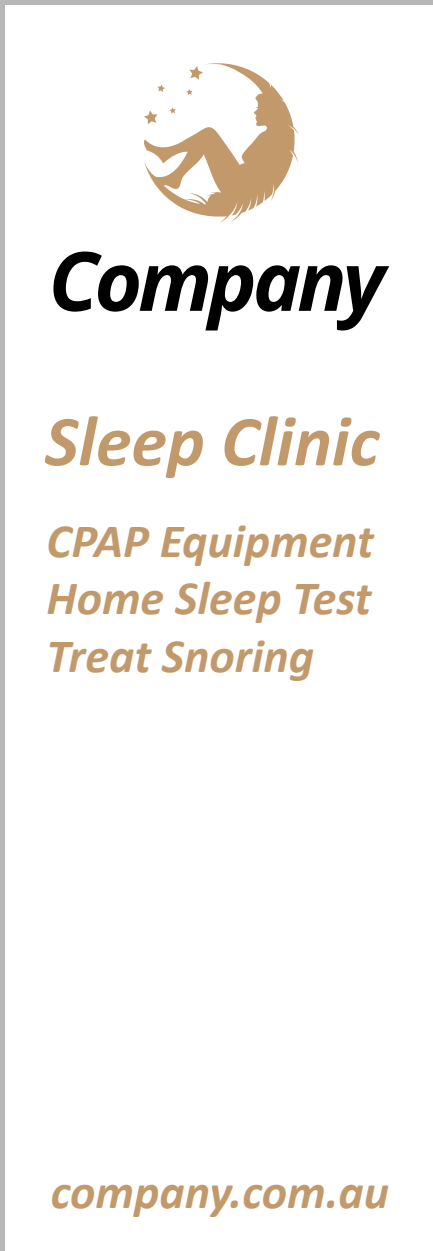
 **Company**


CPAP equipment & sleep service

Free consultation
Bulk billed sleep test
Treat your snoring today

company.com.au | (02) 9749 2228

NOTE LOGO SIZE





Company

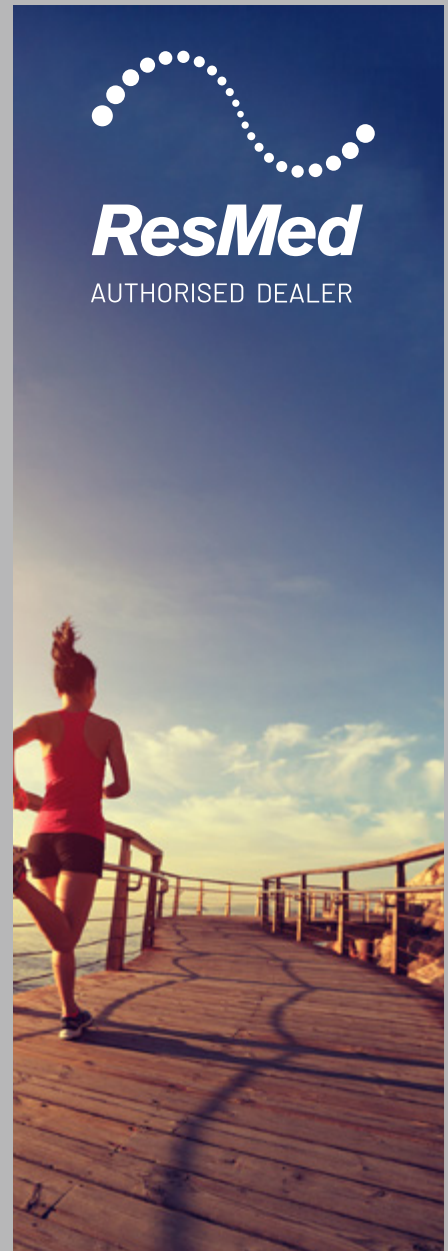
Sleep Clinic


CPAP Equipment
Home Sleep Test
Treat Snoring

company.com.au



1300 300 300





ResMed
AUTHORISED DEALER