



Podder handbook

STYLE GUIDE

02/15/17

V 1.0



INTRODUCTION

This document is intended to provide designers with a basic set of graphic standards for applying the new OmniPod® brand. It also includes the core design elements found in the Poppers promotional campaign.

Questions?

js Sexton@insulet.com

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LOGO—PRODUCT

STACKED—WITHOUT TAGLINE



.5" MINIMUM
LOGO SIZE

STACKED—WITH TAGLINE



TAGLINE DISTANCE
SHOULD BE EQUAL
TO THE HEIGHT OF
THE LETTER O.

SEE PAGE 7 FOR
TAGLINE USAGE.

HORIZONTAL—WITHOUT TAGLINE



HORIZONTAL—WITH TAGLINE



INSULIN MANAGEMENT SYSTEM



INSULIN MANAGEMENT SYSTEM



INSULIN MANAGEMENT SYSTEM

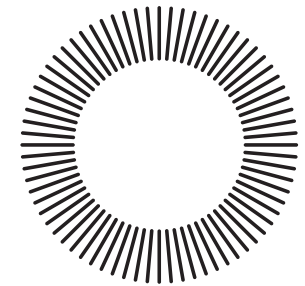
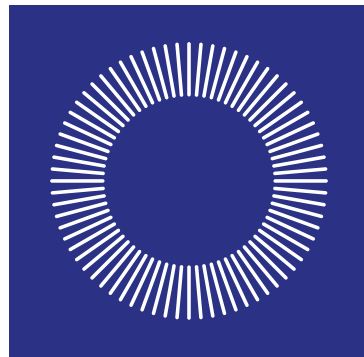
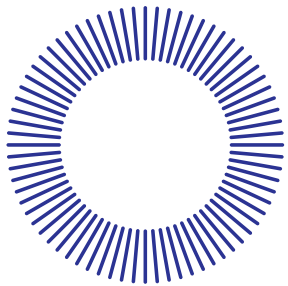
WORDMARK

omnipod®



omnipod®

MARK



TAGLINE

INSULIN MANAGEMENT SYSTEM

INSULIN MANAGEMENT SYSTEM

EXAMPLE PLACEMENT:
ATTACHED TO THE EDGE
OF THE PIECE.



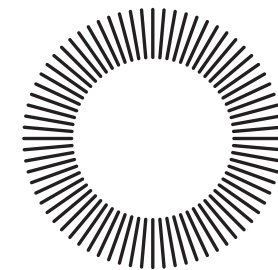
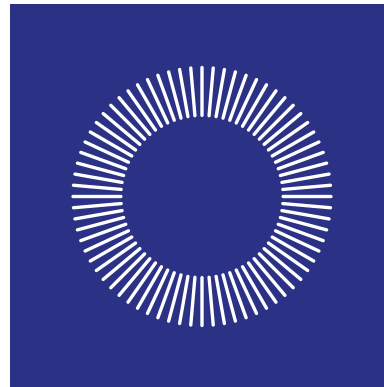
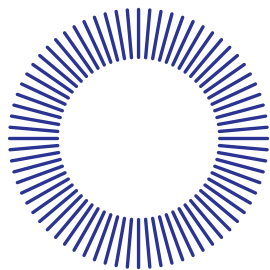
THE TAGLINE MUST APPEAR EVERYWHERE THE LOGO DOES. IT DOES NOT HAVE TO BE TIED TO THE LOGO AS DISPLAYED ON PAGE 4. THE LOCKUP ON THE RIGHT IS THE PREFERRED METHOD WHENEVER POSSIBLE.

LOGO—OMNIPOD DASH™

OMNIPOD DASH™ PRIMARY LOGO



OMNIPOD DASH™ CIRCLE ONLY



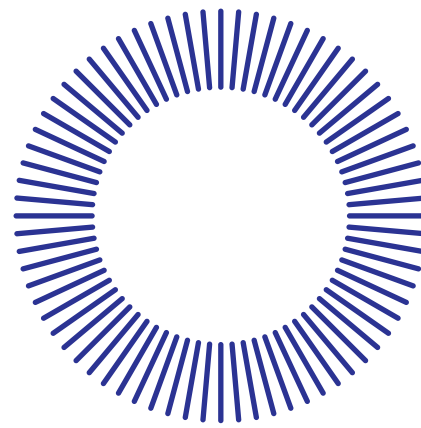
OMNIPOD DASH™ HORIZONTAL LOGO



OMNIPOD DASH™ WORDMARK ONLY



OMNIPOD DASH™ COLOR BREAKDOWN



omnipod®

DASH™

INSULIN MANAGEMENT SYSTEM

Primary Blue

PMS 2746 C
100 - 98 - 0 - 0
41 - 56 - 150
#293896

Dash Orange

0 - 60 - 75 - 0
245 - 131 - 78
#F5834E

OMNIPOD DASH™ WRITTEN IN CONTEXT

WHEN WRITING OUT OMNIPOD DASH™ IN CONTEXT, ONLY THE 'TM' SHOULD BE PRESENT, WITHOUT THE ® AFTER OMNIPOD.

This is how to use Omnipod Dash™ in a sentence.

WHEN WRITING OUT OMNIPOD DASH™ IN CONTEXT, 'DASH' SHOULD NOT BE SHOWN IN ALL CAPS. (UNLESS THE SURROUNDING TEXT IS SET IN ALL CAPS)

LOGO—PODDERS

I'M A PODDER—WITHOUT DATE

I'm a
PodderTM



I'm a
PodderTM

I'M A PODDER—WITH DATE

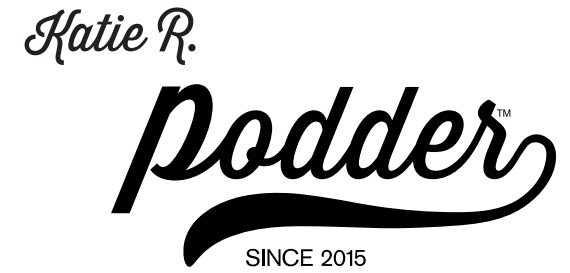
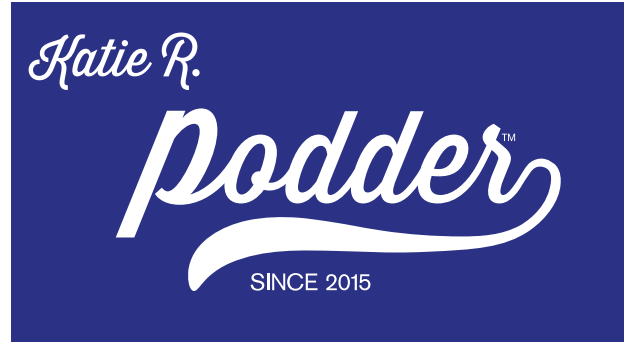
ONLY USE THE PODDER MARK IN BLUE, WHITE, OR BLACK. NEVER USE WARM RED.

I'm a
PodderTM
SINCE 2005



I'm a
PodderTM
SINCE 2005

PODDER—INDIVIDUAL



PODDER—NAME AND DATE ONLY

EACH "PODDER" WILL HAVE A DATE THAT ANNOUNCES WHEN THEY STARTED ON THE POD.





WHEN REFERRING TO THE COMMUNITY AS A WHOLE, THE DATE OF 2005 SHALL BE USED.

3 DAYS MARK

3 DAYS MARK



*Up to 72 hours of insulin delivery

THE 3 DAYS MARK MUST DISPLAY THE LEGAL
DISCLAIMER. IT DOESN'T HAVE TO BE ATTACHED TO THE
MARK, BUT HAS TO APPEAR ON THE SAME PAGE/PANEL.



TYPOGRAPHY

Akzidenz-Grotesk Pro

To be used in all communication materials including digital.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa

Light

Regular

Medium

Bold

Super

HEADLINES ARE BOLD

Subheadlines are medium

Body copy is regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin mollis, elit id facilisis mattis, elit quam tempus nulla, eget pharetra justo tortor eu arcu. Nunc iaculis nec justo ac posuere. Nam **tincidunt** vel ex non varius. Interdum et malesuada fames ac ante ipsum primis in faucibus. Mauris egestas ligula vel elit fermentum feugiat. Nulla est dolor, accumsan non metus ac, pulvinar commodo libero.

USE A KERNING OF 25 FOR THIS TYPEFACE.

Thirsty Script

hello podders!

Malesuada eget felis at auctor.

Nulla egestas vestibulum odio?

Vitae nisi sed!

TO BE USED ONLY TO REPRESENT THE VOICE OF THE OMNIPOD® USER.

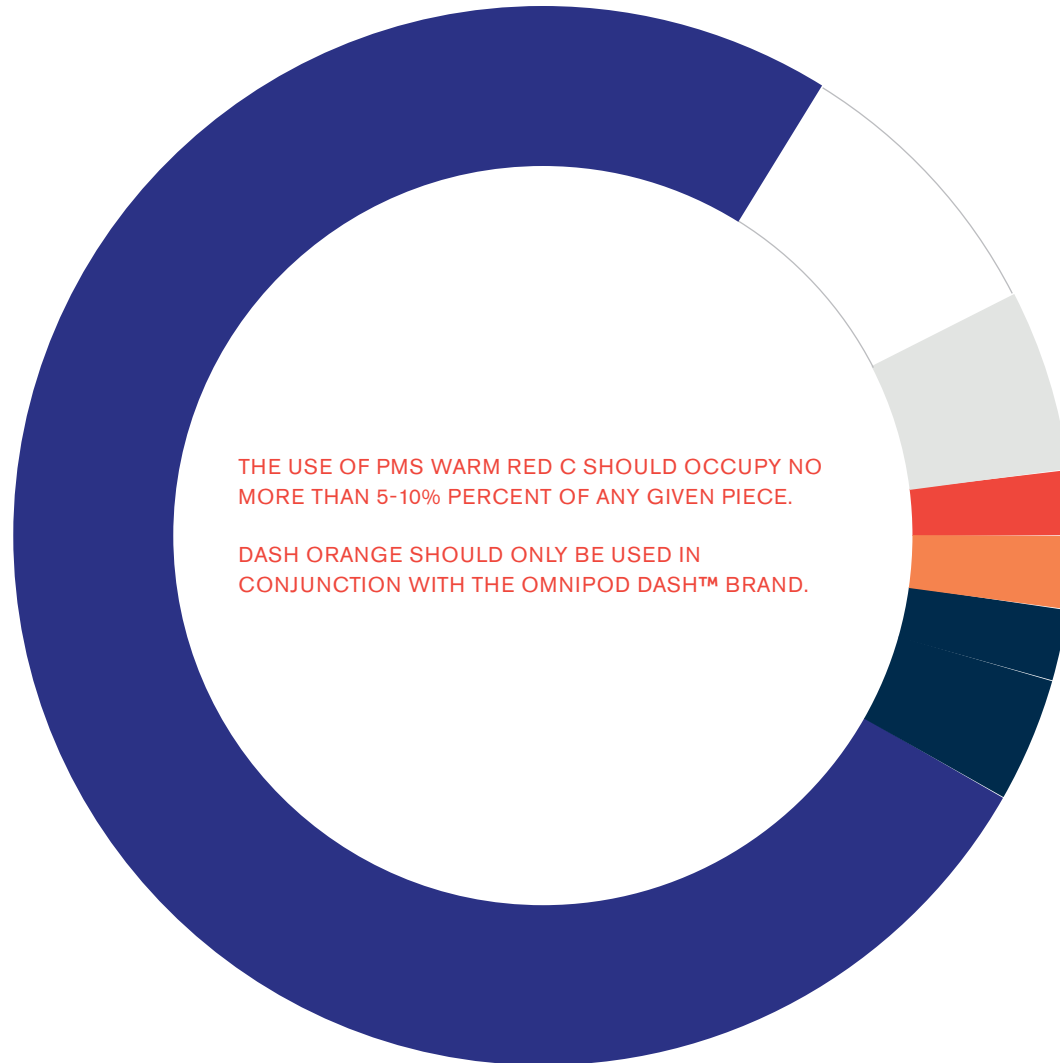
NEVER USE THIS FONT IN ALL CAPS AND KERNING MUST BE SET TO 0.

COLOR PALETTE

COLOR PALETTE

Primary Blue

PMS 2746 C
100 - 98 - 0 - 0
41 - 56 - 150
#293896



White

100 - 100 - 100 - 100
255 - 225 - 255
#ffffff

Silver/Gray

4 - 2 - 4 - 8
223 - 225 - 223
#dfe1df

PMS Warm Red C

PMS Warm Red C
0 - 91 - 92 - 0
255 - 67 - 56
#ff4338

Dash Orange

0 - 60 - 75 - 0
245 - 131 - 78



#F5834E

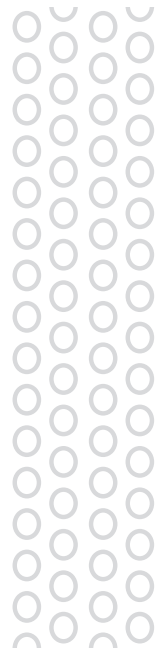
Dark Blue

PMS 2756 C
100 - 52 - 0 - 50
0 - 63 - 112
#003f70



PATTERNS

PATTERNS—IN PROGRESS



FOR PRINT:
PATTERNS ARE TO BE USED
AS A VARNISH (100%) ONLY
AND ONLY ON BLUE OR
WHITE.

FOR DIGITAL:
PATTERNS SHOULD BE SET TO
A 10-30% TRANSPARENCY.

NEVER USE THE PATTERNS ON
PMS WARM RED C.



ADDRESS/LEGAL

ALL MATERIALS NEED TO DISPLAY THE FULL BUSINESS ADDRESS.
NOTE: The URL must be lowercase and can be displayed in our branded red color.

Insulet Corporation
600 Technology Park Drive, Suite 200
Billerica, MA 01821 USA
800.591.3455/978.600.7850
myomnipod.com

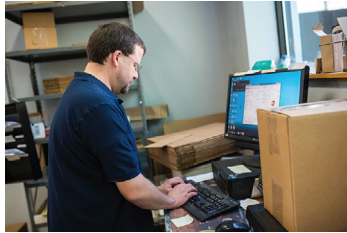
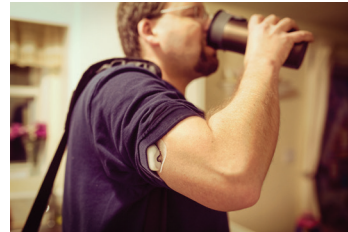
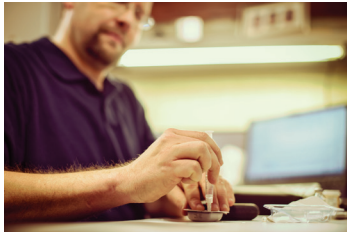
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11111-XX X1 1/16

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PHOTOGRAPHY

Brad



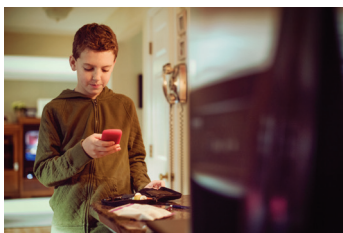
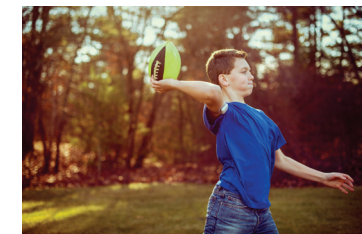
Clare



Frank



Trent



Katie

