

omnipod[®]

DASH[™]

INSULIN MANAGEMENT SYSTEM

OMNIPOD DASH[™] SYSTEM STYLEGUIDE

INTRODUCTION

This document is intended to provide users with a basic set of graphic standards for applying the Omnipod DASH™ System brand standards. It also includes the core design elements found in promotional campaigns.

Questions?

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OMNIPOD DASH™ SYSTEM



This is how to use Omnipod DASH™ System in a sentence.

ALL 'TMs' AND ®s SHOULD BE INSERTED AS GLYPHS AND ADDITIONALLY SUPERSCRIPED ACROSS ALL OMNIPOD® PRODUCTS.

WHEN WRITING OUT OMNIPOD DASH™ SYSTEM IN CONTEXT, 'DASH' SHOULD ALWAYS BE SHOWN IN ALL CAPS, AND ONLY THE 'TM' SHOULD BE PRESENT, WITHOUT THE ® AFTER OMNIPOD.

OMNIPOD DASH™ SYSTEM

Primary Logo



.75" MINIMUM
LOGO WIDTH



OMNIPOD DASH™ SYSTEM

Secondary Logo



.75" MINIMUM
TEXT WIDTH



OMNIPOD DASH™ SYSTEM

Pod

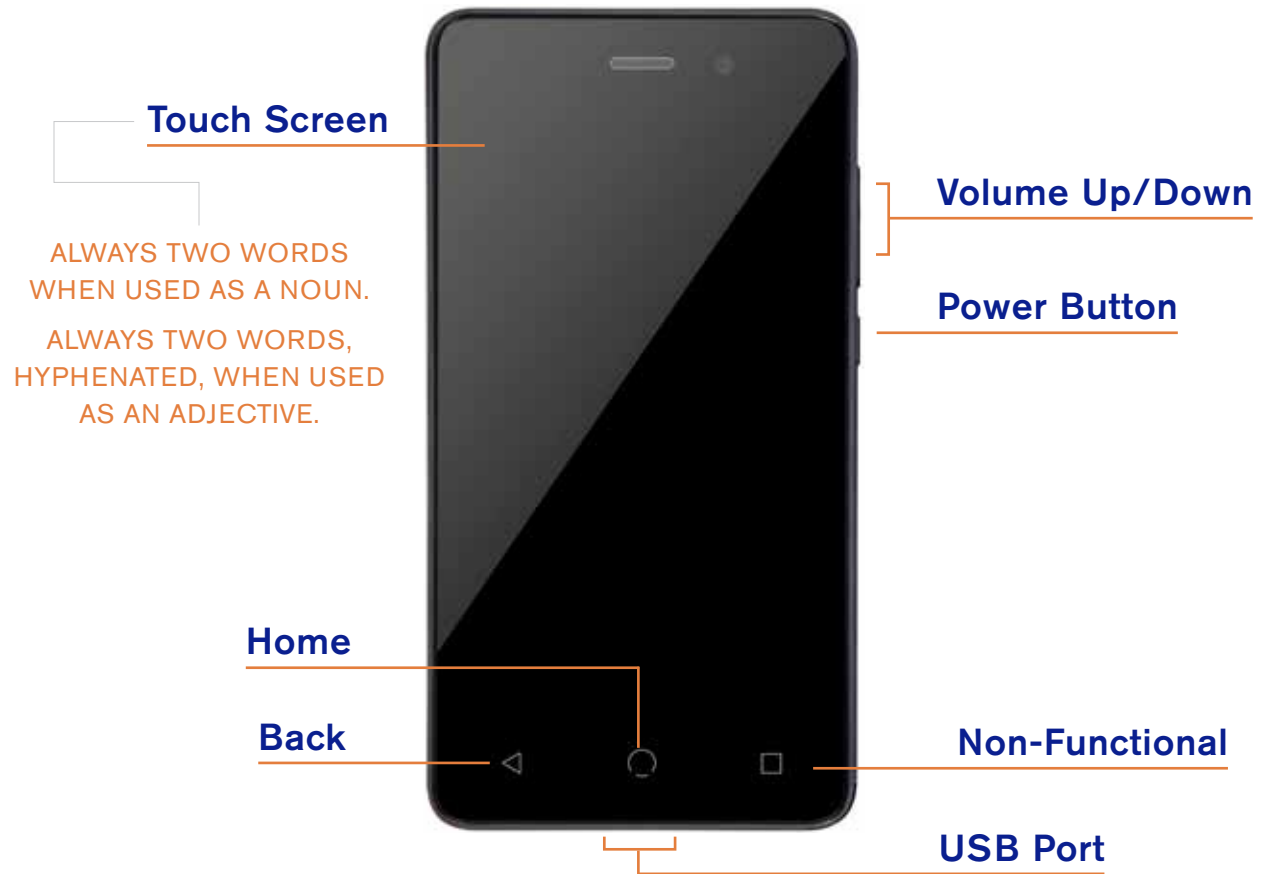


This is how to use Pod in a sentence.

ALWAYS INITIAL CAPS (UNLESS THE SURROUNDING TEXT IS SET IN ALL CAPS)

OMNIPOD DASH™ SYSTEM

Personal Diabetes Manager
(PDM)



This is how to use Personal Diabetes Manager (PDM) in a sentence.

ALWAYS INITIAL CAPS AND SPELLED OUT IF THERE IS SPACE TO DO SO (UNLESS THE SURROUNDING TEXT IS SET IN ALL CAPS).

IF USING THE PDM ACRONYM, MAKE SURE THAT IT IS INITIALLY PRECEDED WITH 'PERSONAL DIABETES MANAGER' SPELLED OUT. ALL PROCEEDING REFERENCES CAN THEN BE 'PDM!'

OMNIPOD DASH™ SYSTEM

CONTOUR®NEXT ONE Blood
Glucose Meter

OMNIPOD DASH™ SYSTEM

3 Days Mark

3 DAYS*
NONSTOP
INSULIN

3 DAYS*
NONSTOP
INSULIN

3 DAYS*
NONSTOP
INSULIN

3 DAYS*
NONSTOP
INSULIN

3 DAYS*
NONSTOP
INSULIN

3 DAYS*
NONSTOP
INSULIN

* 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.

OMNIPOD DASH™ SYSTEM

Podders™



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

This is how to use Podder™ in a sentence.

WHEN WRITING OUT PODDER™ IN CONTEXT, 'PODDER' SHOULD ALWAYS BE SHOWN IN INITIAL CAPS, AND A 'TM' SHOULD ALWAYS BE PRESENT.

'PODDER™' SHOULD NOT BE SHOWN IN ALL CAPS (UNLESS THE SURROUNDING TEXT IS SET IN ALL CAPS, OR IT IS ANNOUNCING THE DATE AT WHICH A PODDER™ STARTED ON THE POD).

TYPOGRAPHY

Primary Typeface

Akzidenz-Grotesk Pro

To be used in all communication materials including digital.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdelfghijklmnopqrstuv**wxyz**
1234567890

Aa

Light

HEADLINES ARE BOLD AND ALL

Regular

CAPS 24PT+

Medium

Subheadlines Are Medium And Initial Caps 14pt+

Bold

Secondary subheadlines are medium 10/14pt+

Body copy is regular 10/14pt+

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, body copy bolded pulvinar commodo libero.

Citations, disclaimers, and copyright are regular 7/11pt+

USE A TRACKING OF +25 FOR THIS TYPEFACE.

TYPOGRAPHY

Secondary Typeface

Thirsty Script

hello podders!

Malesuada eget felis at auctor.

Nulla egestas vestibulum odio?

Vitae nised!

NEVER USE THIS FONT IN ALL CAPS AND TRACKING MUST BE SET TO 0.
TO BE USED ONLY TO REPRESENT THE NAME OF THE OMNIPOD DASH™ SYSTEM USER.
USE AS MINIMALLY AS POSSIBLE.

See P.10 For Sizing

TYPOGRAPHY

Bullets

TRADITIONAL BULLETED LISTS DO NOT USE END PUNCTUATION. IN THE RARE CASE THAT A BULLET WILL CONTAIN MORE THAN ONE SENTENCE, PLEASE INCLUDE PUNCTUATION AT THE END OF THE FIRST SENTENCE.

USE TRADITIONAL, SQUARE BULLET IN THE SAME COLOR AS THE COPY BEING BULLETED.

COMPLEX BULLETED LISTS INCLUDE A SUBHEAD AND COPY. SUBHEAD IS MARKED BY MEDIUM WEIGHT.

USE PMS 7577 PLUS SIGN (+) FOR COMPLEX BULLETED LISTS.

THESE BULLETED LISTS DO INCLUDE PUNCTUATION.

Consistent, Hands-Free Insertion

- No need to see or touch the insertion needle
- Wear the Pod almost anywhere you would give yourself an injection

- + **Personalized Patient Training** Access to Joslin ADEPT™ certified* clinicians to educate and support your needs.
- + **Global Product Support** Available to you 24 hours a day, 7 days a week, even when you're traveling abroad!
- + **Multiple Languages** Translation services available for over 170 languages.
- + **Around-The-Clock Service** Emergency overnight delivery for the DASH™ System Personal Diabetes Manager (U.S. only). Customer order processing available 24 hours a day, 7 days a week.

COLOR PALETTE



Primary Blue

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



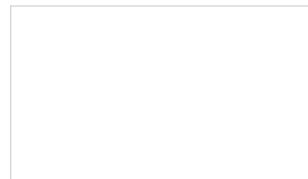
DASH™ Orange

PMS 7577
0 - 60 - 75 - 0
245 - 131 - 78
#F5834E



Grey

0 - 0 - 0 - 100 w/TINT 85
35 - 31 - 32
#231F20



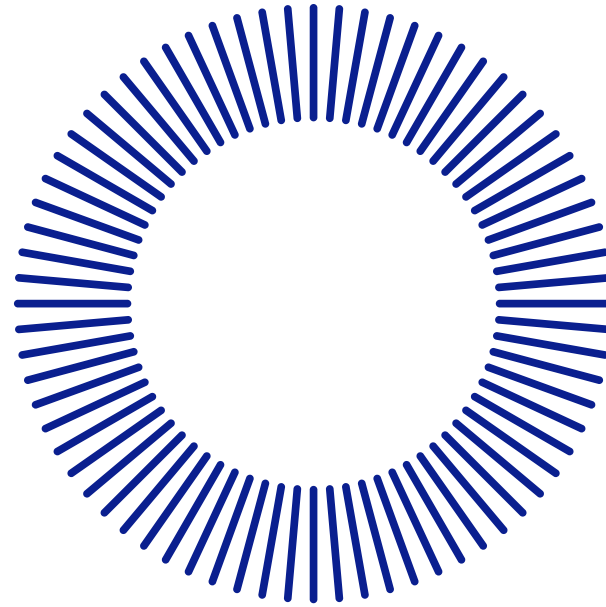
White

100 - 100 - 100 - 100
255 - 225 - 255
#FFFFFF

THE USE OF PMS 7577 SHOULD OCCUPY NO MORE THAN 10-15% OF ANY GIVEN PAGE.

COLOR PALETTE

Logo Breakdown



omnipod[®]

— DASH[™]

INSULIN MANAGEMENT SYSTEM

Primary Blue

PMS 2746 C

100 - 98 - 0 - 0

41 - 56 - 150

#293896

DASH[™] Orange

PMS 7577

0 - 60 - 75 - 0

245 - 131 - 78

#F5834E

PATTERNS

Fin



FOR PRINT:

TO BE USED AS A VARNISH (100%) ONLY, AND ONLY ON BLUE OR WHITE.

FOR DIGITAL:

SHOULD BE SET TO A 10%-30% TRANSPARENCY

NEVER USE ON PMS 7577.

PATTERNS

Omnipod® Bursts



FOR USE AS DECORATION AND WATERMARK ONLY.

ONLY USE ALL 3 BURSTS TOGETHER, OR DASH_CIRCLEONLY_PMS2746_10%.EPS ON ITS OWN (AS SEEN ON THE COVER OF THIS STYLEGUIDE).

ADDITIONAL PRODUCTS

DISPLAY™ App



This is how to use Omnipod DISPLAY™ app in a sentence.

'DISPLAY' ALWAYS CAPITALIZED AND ALWAYS FOLLOWED BY 'TM'. USE OF 'APP' IS OPTIONAL.
MUST INCLUDE APPLE APP STORE ICON WHENEVER THIS APPEARS

ADDITIONAL PRODUCTS

VIEW™ App



This is how to use Omnipod VIEW™ app in a sentence.

'VIEW' ALWAYS CAPITALIZED, AND ALWAYS FOLLOWED BY 'TM'. USE OF 'APP' IS OPTIONAL.
MUST INCLUDE APPLE APP STORE ICON WHENEVER THIS APPEARS

ADDITIONAL PRODUCTS

Today View Widget



The Dexcom System does not have integrated functionality with the Omnipod DASH™ System.

This is how to use Today View Widget in a sentence.

ALWAYS INITIAL CAPS

MUST INCLUDE APPLE APP STORE ICON WHENEVER THIS APPEARS - ONLY AVAILABLE ON IOS

ADDITIONAL PRODUCTS

Insulet Provided Glooko



This is how to use Insulet Provided Glooko in a sentence.

ALWAYS INITIAL CAPS

WHEN USING LOGO W/O "OMNIPOD® INSULIN MANAGEMENT SYSTEM," YOU MUST INCLUDE ™.

WHEN USING LOGO WITH "OMNIPOD® INSULIN MANAGEMENT SYSTEM," DO NOT INCLUDE ™.

LEGAL

Citations & Disclaimers

1 **A Tubeless, Waterproof* Pod**
Free yourself from daily injections, tubing hassles, and wardrobe compromises

2 **A Touch-Screen Personal Diabetes Manager (PDM)**
Discreet insulin delivery in a few finger taps

* The Pod's IPX8 rating allows wearers to dive up to 25 ft. and stay in water for 60 mins.

** Up to 72 hours of insulin delivery

¹ ±8.4% applies to values ≥ 100mg/dL. An ad hoc analysis demonstrated that 95% of results fell within ±8.4 mg/dL or ±8.4% of the laboratory reference values for glucose concentrations < 100 mg/dL or ≥ 100 mg/dL, respectively, when tested via subject-obtained capillary fingertip results (patients).

² Christiansen M et al. Accuracy and User performance Evaluation of a New Blood-Glucose Monitoring System in development for use with CONTOUR®NEXT Test Strips. Poster presented at the 15th Annual Meeting of the Diabetes Technology Society (DTS); 22-24 October, 2015; Bethesda, Maryland, USA.

³ Data on File. Ascensia Diabetes Care.

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TRADEMARK LINES ARE SEPARATED FROM
CITATIONS BY A SINGLE PARAGRAPH BREAK,
AND ARE CENTER-ALIGNED.

USE UP TO 3 ASTERISKS * ON ANY ONE PAGE OR PANEL. IF MORE THAN 3 DISCLAIMERS ARE
NEEDED, SWITCH TO OTHER IDENTIFIERS. ALWAYS SUPERSCRIP^t [†] [^] ¹ ² ³

WHEN CITING CITATIONS AT THE BOTTOM OF A PAGE OR PANEL, PLACE TWO SPACES (##)
BETWEEN THE CITATION AND THE CITATION SYMBOL.

CITATIONS ARE ALWAYS LEFT-ALIGNED, UNLESS THERE IS ONLY ONE STANDING ALONE.

LEGAL

Address & Copyright

ALWAYS DISPLAY
WITH HYPHENS FOR
CONSISTENCY WITH
WEB (WHICH UTILIZES
CLICK-TO-CALL
TECHNOLOGY)

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ALWAYS DISPLAY
WITHOUT HTTP:// NOR
WWW. FOR CONSISTENCY
ALWAYS USE MEDIUM
WEIGHT.

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XXX-XXXXX-XXX XX-XX XX XX/XX

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PART NUMBERS APPEAR AFTER THE COPYRIGHT.

EACH PIECE OF COLLATERAL WILL GET ITS OWN, UNIQUE LEGAL LINES,
DEPENDING ON WHICH TRADEMARKS ARE USED.