

Partner Brand Guidelines

V. 1.4



These brand guidelines are intended to help all Firstbeat distributors, partners and service providers make better use of our brand and materials, adding value to your offering.

We encourage to use our logo and materials in promoting the Firstbeat solutions.

When it comes to health and performance, we want to help people to be at their best. Our story began 20 years ago, when our founders combined physiological science with mathematics to understand the language that our heart tells us. They wanted to discover how this knowledge could help people to reach their life aspirations.

A breakthrough in a Finnish sports-sciences research lab revealed how heart rate variability (HRV) could be used to translate human physiology into a mathematical model. Research enabled us to create a window into our inner body functions, allowing us to map stress, recovery, and exercise performance. The innovative use of HRV evolved into the advanced performance analytics that Firstbeat provides today. This is how the science of human physiology stepped out of the labs and into everyday life.

We work ambitiously towards providing ever-better means for people to learn more about themselves.

Today more than a thousand professional sports teams, millions of consumers, and employees in over 40 countries use Firstbeat analytics. We provide each of them with the science-backed confidence to help them reach their health and performance potential.

We're all individuals, and what works for some, might not work for everyone. The answer has to come from within. With the right science backing you up, you can make confident choices.

You have it in you.

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1 / INTRODUCTION TO OUR BRAND

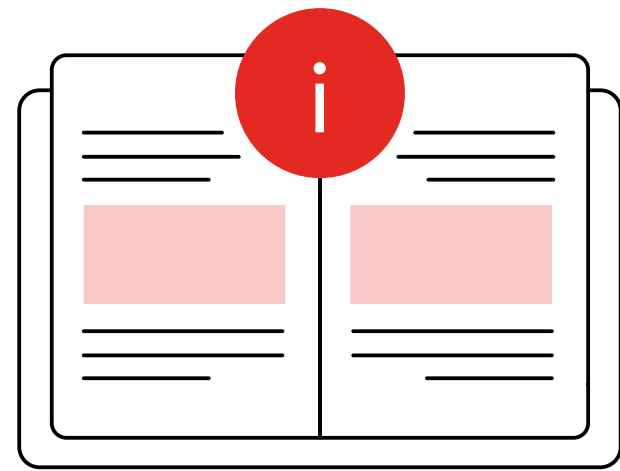
Getting the most out of life is a balancing act. You have to know when it is time to push yourself harder, to strive further, and when to slow down and take a breath. We're all individuals, and what works for some, might not work for everyone. The answer has to come from within.

Let your heart set the pace. Invigorating bursts of energy, restoring breaks and stress-fuelled moments are all mirrored in its beat, in a language Firstbeat understands. Our leading physiologists have created a science-driven approach that combines data with an understanding of how people live, perform and recover.

With the right science backing you up, you make confident choices that help you reach your health and performance aspirations, to live, work and train better.

You have it in you.

2 / YOUR OFFERING BASED ON FIRSTBEAT LIFE



You commit to refrain from misleading or harmful practices.

You may not provide products or services that are against applicable legislation or generally accepted business practices.

You may not present yourself or your company as Firstbeat. You may only refer to Firstbeat strictly as set out in these Brand Guidelines.

Unless otherwise expressly agreed, you may not offer any products or services provided by Firstbeat on a white-label basis.

This means that you may not rebrand any products or services provided by Firstbeat or remove or alter any included trademarks or business names.

You may only refer to products and services provided by Firstbeat strictly as set out in these Brand Guidelines.

3 / LOGO

These instructions were created to ensure the unified use of the Firstbeat logo across all brand communication. Logo files provided should be used as it is i.e. it is not allowed to modify the company name contained in the artwork, change the colors or design of the artwork, or otherwise modify the artwork in any way.

The full color logo is in red and black. The preferred way to use it is over a white background. This combination should be used whenever possible.

**Firstbeat Red**

#E42A21
R:228 G:42 B:33
C:0 M:93 Y:94 K:0
PMS Red 485 C

Black

#000000
R:0 G:0 B:0
C:0 M:0 Y:0 K:100
PMS Black

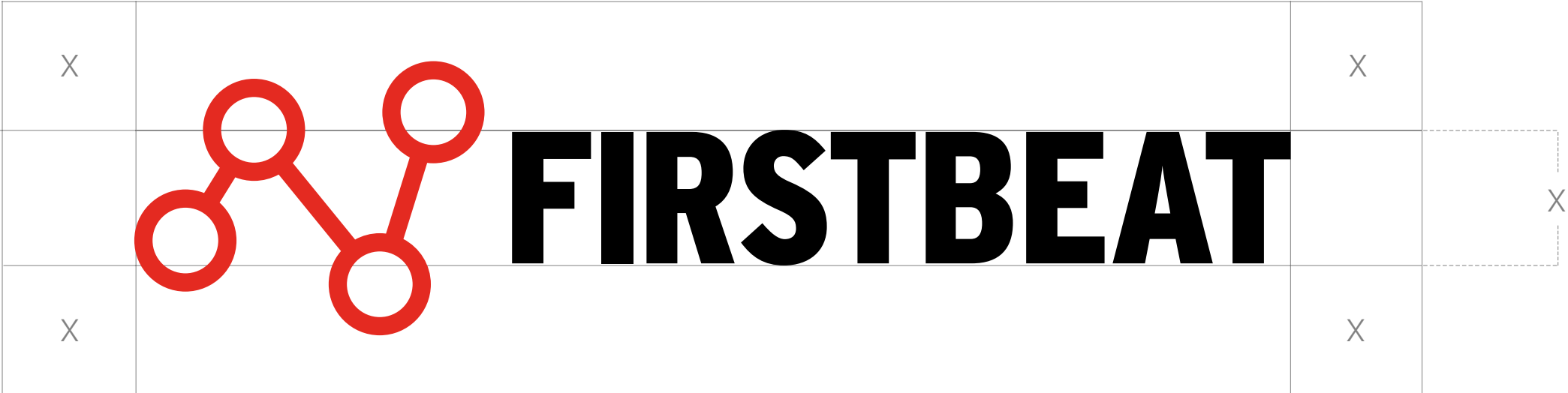
On black backgrounds, the Firstbeat logo should be used in its basic red and white form. If this is not possible due to visibility problems, please use the all white logo version.

On colored or image backgrounds, the Firstbeat logo should be used in white or red and black.



There is a recommended clear space that must be respected in order to retain the impact of our logo.

Print and digital materials require special and individual attention. Especially in small sizes, please proof print to make sure logo is clear and visible.



Minimum logo size for print material

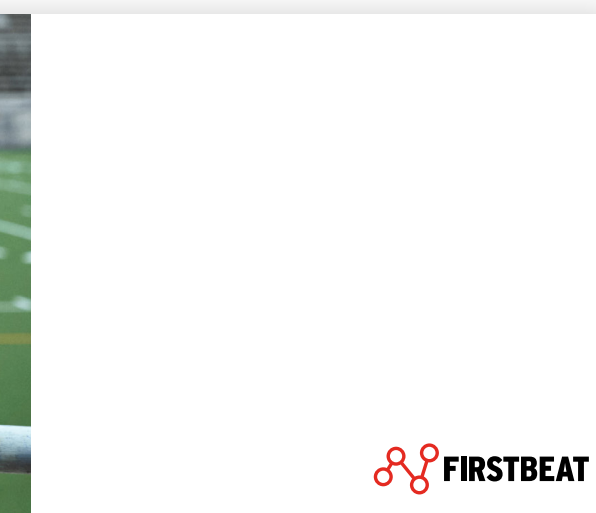
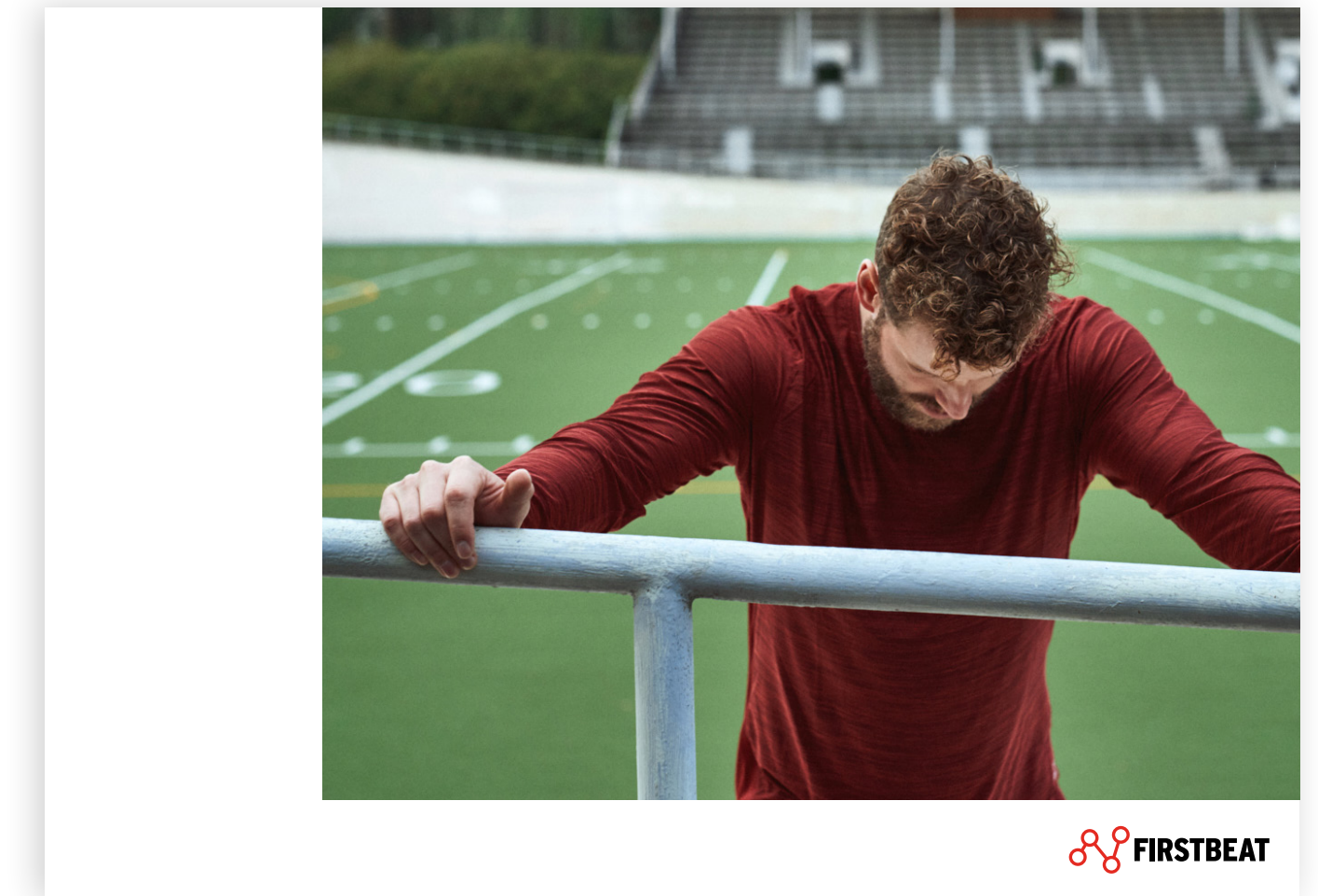


Minimum logo size for digital material

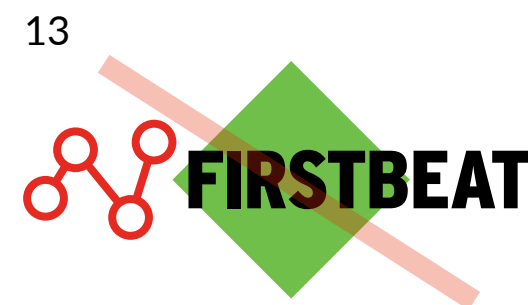
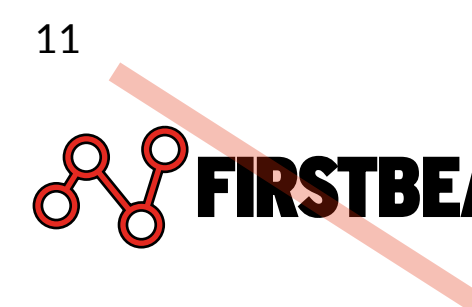
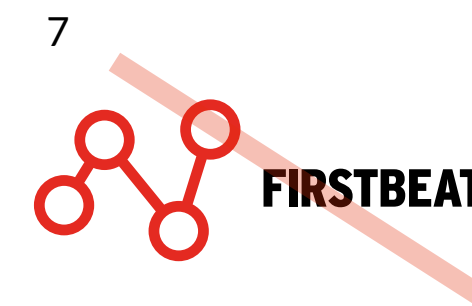
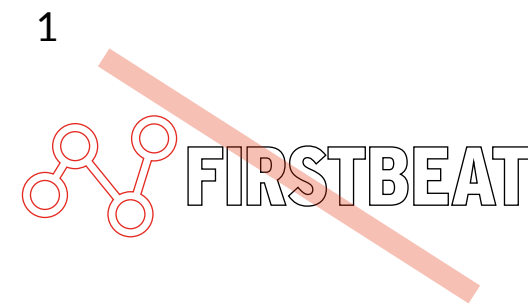
LOGO POSITIONING

How to position our logo in layouts.

Our logo's position in layouts always depends on the size and content of each material. However, primarily it should be placed in one corner and preferably on white background, with proper margins used.



1. Do not outline
2. Do not tilt
3. Do not stretch or skew
4. Do not add bevels
5. Do not change the order of the elements
6. Do not alter the colors
7. Do not change the proportions of the logo or the text separately
8. Do not add shadows or glows
9. Do not add elements
10. Do not change the font
11. Do not add strokes to the logo
12. Do not add a mirror effect
13. Do not place the logo on top of an object



4 / COLORS

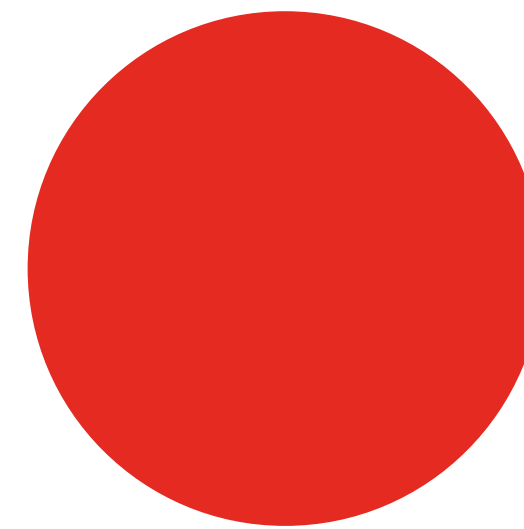
Our main brand colors are red, black and white. These three colors form the coherent and recognisable basis for Firstbeat's visual identity.

There are three tint options available for all of the main colors: 75%, 50% and 25%. These are to be used in infographics and other graphic elements only when necessary.

Firstbeat Red is used in graphic elements, such as graphs and infographics. Red can be also used to highlight words or text.

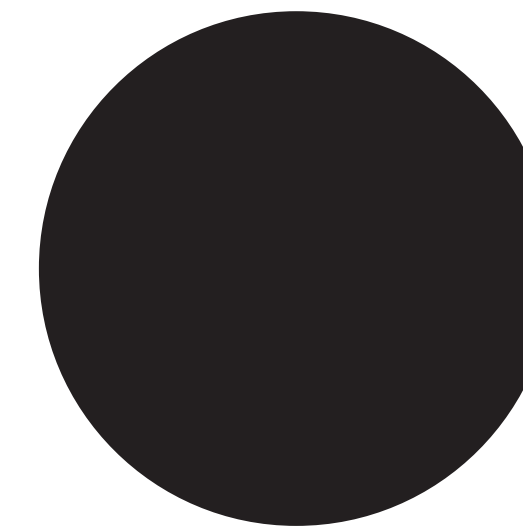
Black is used mainly in typography.

White is the most widely used color of the palette. It is mainly used as a background color and when type is set on images and colored backgrounds.



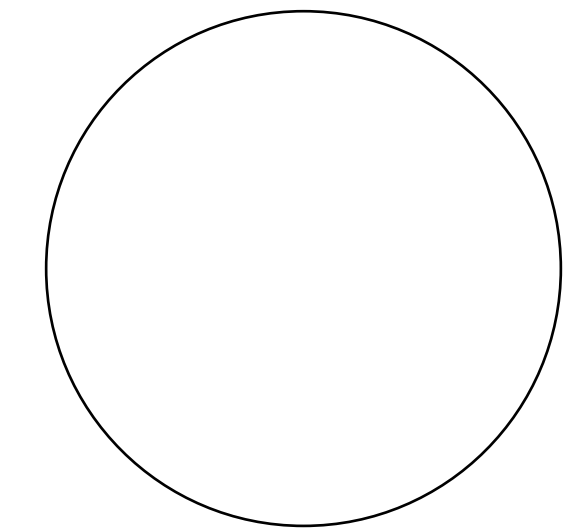
Firstbeat Red

#E42A21
R:228 G:42 B:33
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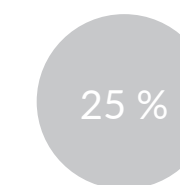
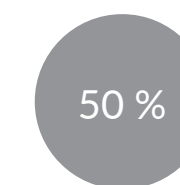
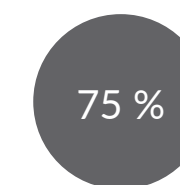
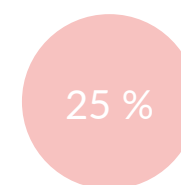
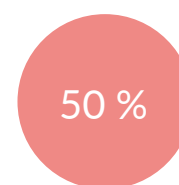
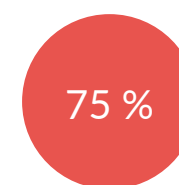
Black

#000000
R:0 G:0 B:0
C:0 M:0 Y:0 K:100
PMS Black



White

#FFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0



5 / IMAGES & GRAPHICS

Firstbeat offers support for marketing and selling Firstbeat products.

FIRSTBEAT MARKETING AND SALES SUPPORT MATERIALS INCLUDE:

- Brochures (digital documents)
- Digital banners
- Images
- Reference cases and success stories



Please note that all materials must be in connection with Firstbeat products and Firstbeat related services. They should not be used out of context or edited in a way that changes the content.

6 / VIDEO CONTENT

Color and fonts must be taken into account when producing video materials.

If you want to use Firstbeat video materials in your own films, please contact **marketing@firstbeat.com**.

Please note that all materials must be in connection with Firstbeat products and Firstbeat related services. They should not be used out of context or edited in a way that changes the content.

You should always contact **marketing@firstbeat.com** before publishing your video for a final approval.

The Firstbeat logo should appear at some point of the video

Do not animate or modify the logo in any way

Do not cut clips of Firstbeat video materials into your brand films. Due to copyright reasons, video materials should not be altered

7 / REFERRING TO FIRSTBEAT

Firstbeat is a registered trademark of Firstbeat Technologies Oy

Allowed written forms:

- Firstbeat
- Firstbeat Technologies

✓ Firstbeat

✓ FIRSTBEAT TECHNOLOGIES

✗ FirstBeat

✗ FIRST BEAT TECHNOLOGIES

On social media sites, use your company brand to create handles or tags.

Do not create social media handles or tags that include the Firstbeat name, or anything confusingly similar.

Domain names & email addresses using Firstbeat's name are not allowed.

✓ @yourcompany #yourcompany #Firstbeat #FirstbeatLife

✗ @yourcompany_Firstbeat #yourcompanyFirstbeat

✓ yourcompany.com

✗ yourcompanyfirstbeat.com

Names of Firstbeat solutions (all products and services) should always be used in their original format.

Do not alter, change, or rebrand the name of any solution, service or product.

- ✓ Firstbeat Life™
- ✓ Firstbeat Lifestyle Assessment
- ✗ Yourcompany Lifestyle Assessment
- ✗ Firsbeat Yourcompany

8 / YOUR COMPANY SITE

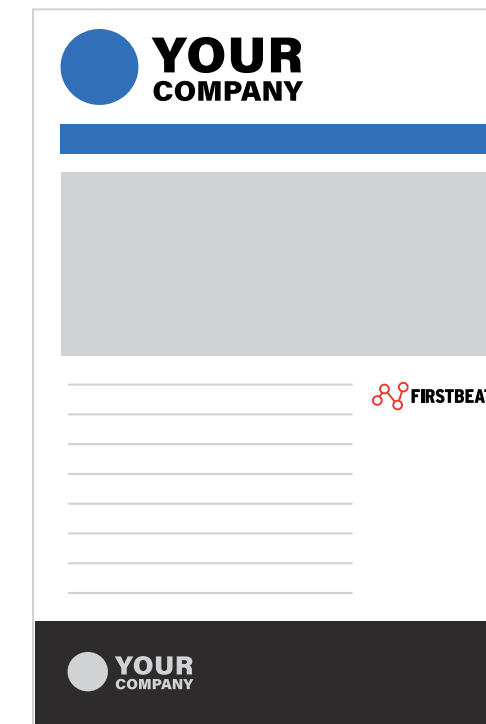
Please use the Firstbeat logo on your site to ensure your site visitors see you offer Firstbeat.

When representing Firstbeat, it must be clear to the visitor of your site that you are a partner representing Firstbeat technology and solutions and selling Firstbeat with your company name.

Ensure that the site cannot be mistaken as Firstbeat Technology head company.

Always include a link to Firstbeat website and original sources.

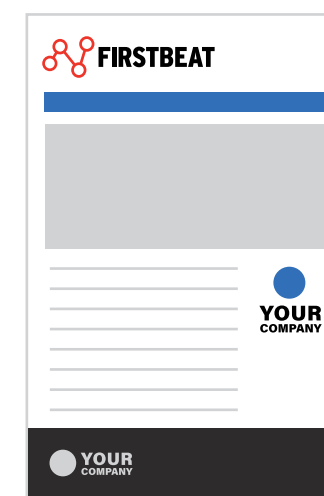
[Firstbeat.com](https://www.firstbeat.com)



Your brand as primary and Firstbeat represented appropriately.

Examples:

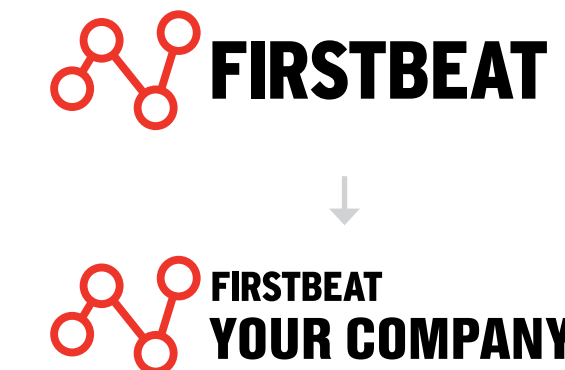
1. Your company selling services that are based on Firstbeat Lifestyle Assessment or Firstbeat Sports.
2. Your company reselling the Lifestyle Assessment Tool or Firstbeat Sports for professional use.



✗ Do not use Firstbeat brand as primary



✗ Do not imitate Firstbeat's visual identity



✗ Do not use Firstbeat logo as your own

9 / CONTACT

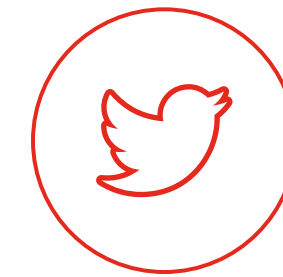
The Firstbeat marketing team is happy to help in assisting and answering your sales support or marketing related questions. Please contact **marketing@firstbeat.com**

Do not use Firstbeat trademark, name, logos or other content that imitates or could be confused with Firstbeat.

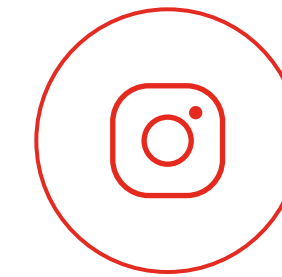
Need clarification? Please do not hesitate to ask the Firstbeat marketing team for more information: **marketing@firstbeat.com**



@firstbeattechnologies



@firstbeat



@firstbeat_technologies



Firstbeat Technologies