



Brand Guidelines update

Emma Huldren
Brand and Design

11/11/2019

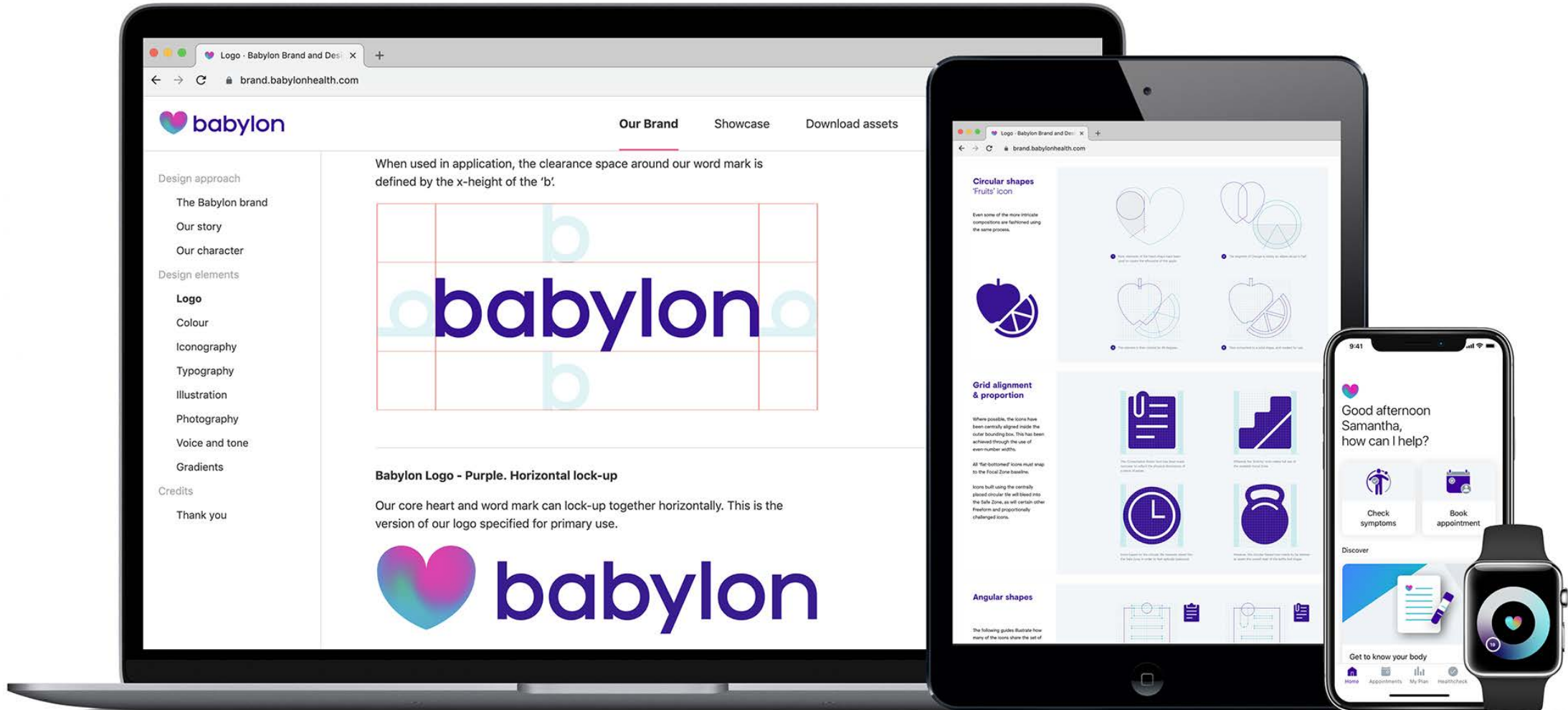
Brief

1. Refresh the design of all brand elements, providing new assets and supporting guidance for use
2. Stress test the new assets across multiple branded touchpoints, to ensure their stretch for a consistent brand approach
3. Build the Brand Guideline portal in collaboration with the Design System for easy access to all Babylon assets and guidance to globally scale Design

Introducing the new Babylon Brand Guidelines website

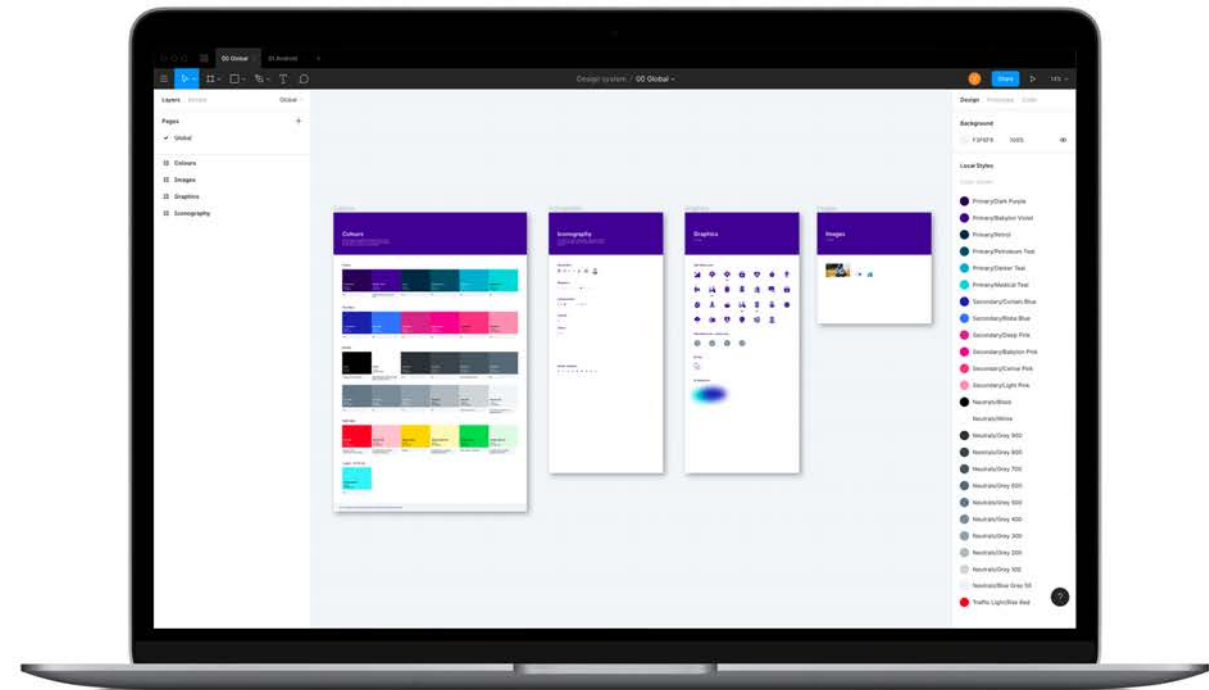
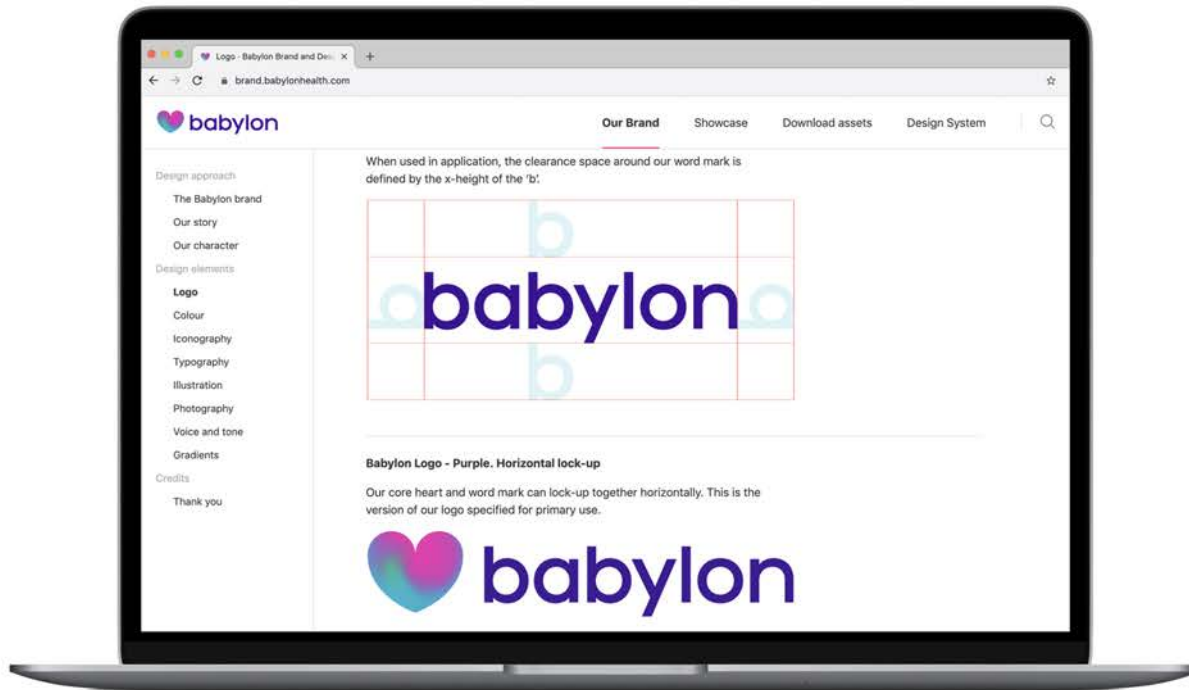
brand.babylonhealth.com

Password: Babylon



Brand Guidelines & Design System

One place for all assets and guidance



Our design approach

Working with teams across the business building new brand assets in parallel with the formation of a new design language



Consultations

- Appointments
- Consultations
- Prescriptions
- GP at Hand

App Platforms

- Core Experience
- Web App

Health Mgmt & Healthcheck

- Healthcheck
- Digital Twin
- Condition Management
- Monitor
- Tests Kits

Triage & Assistants

- Triage UI
- Voice
- Concierge

Clients & Locations

- Tencent
- University Hospitals Birmingham (UHB)

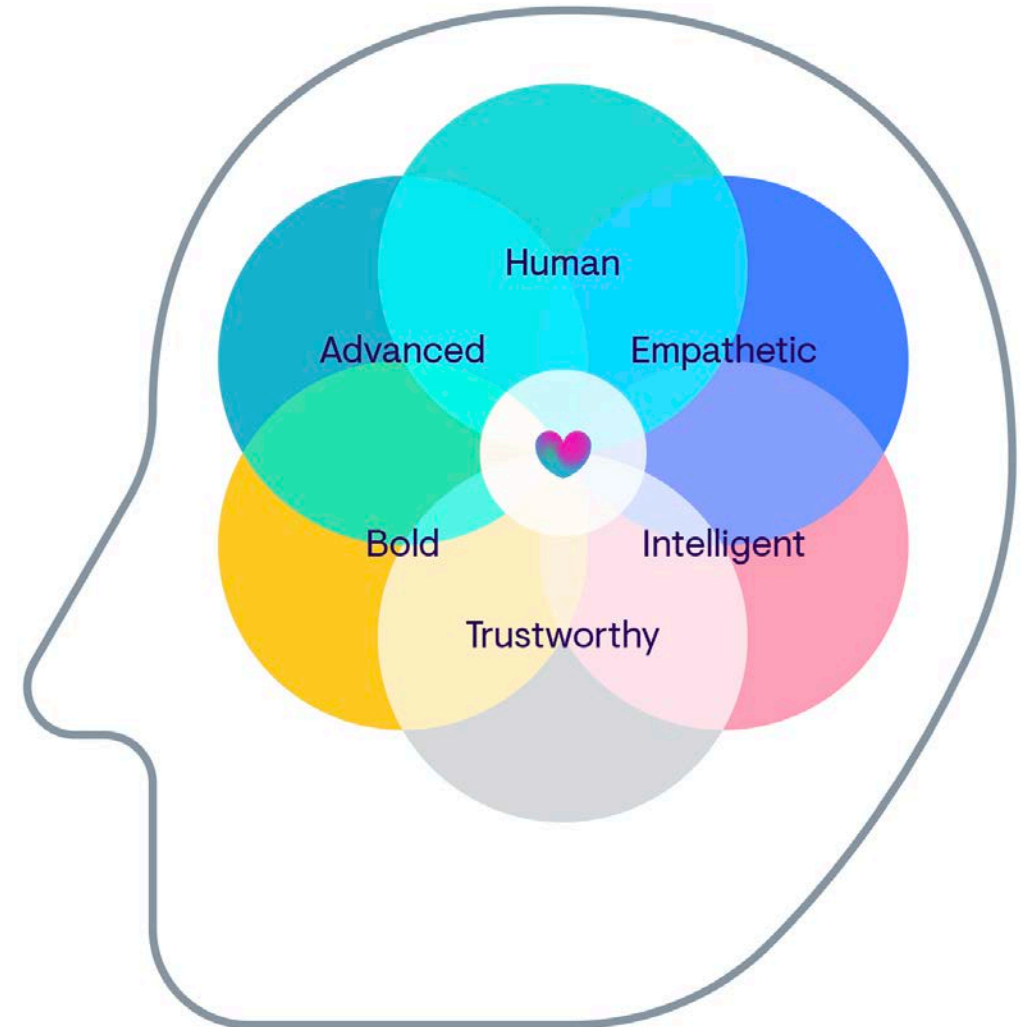
Marketing

- Global website
- App store & Google Play
- Emails

Translating our mission and brand character into design



Our character helps reflect how we want to be perceived as a brand. These qualities give Babylon a unique personality and recognition in the market and in the minds of our consumers.



1

Logo

Wordmark – old



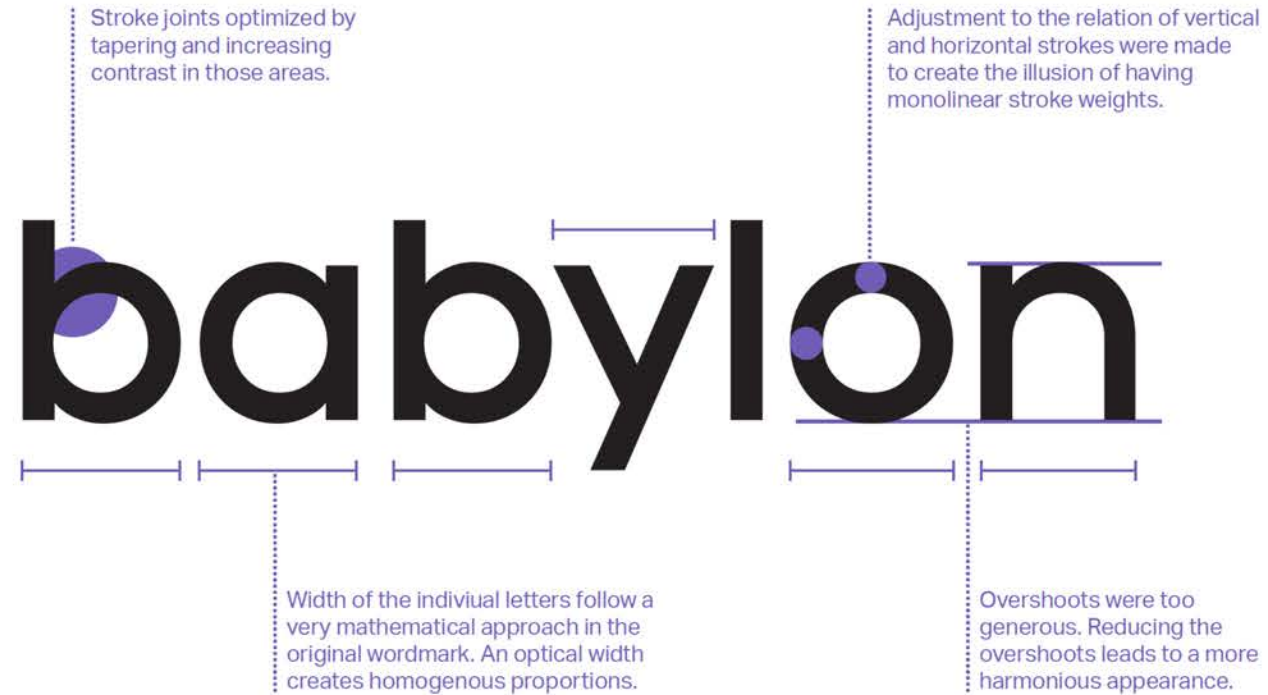
babylon

Wordmark – new



babylon

Wordmark



Babylon logo guidelines



babylon

Babylon Logo Brand Guidelines

Company confidential. All Rights Reserved. For Internal Use Only.

The Babylon Logo Heart and Wordmark

Our core brand, with the vibrant gradient, is a distinctive visual representation of our heart.

This should be used as the main logo mark.

The Logo

The Heart Icon

The Wordmark

The Babylon Logo Core Heart

Our core brand, with the vibrant gradient, is a distinctive visual representation of our heart.

This should be used as the main logo mark.

Core Heart Icon Spacing

The vibrant heart icon should be used as a distinctive visual representation of our heart.

Clearance space has been defined for the heart icon to ensure it remains clear and legible across all sizes of the logo.

Core Heart Icon Additional hearts

Clearly define variations that can be used in addition to our main heart.

Our designers need not follow the exact color palette but all colors should be vibrant and energetic. The gradient should be consistent with our main heart.

Use these as a guide to creating additional heart icons.

Babylon Logo Wordmark

Our wordmark is centered on all graphics and line items. The color and spacing is consistent in the following ways:

Our wordmark should be used in all sizes and weights.

Our wordmark can be used in all colors and weights.

Babylon Logo Wordmark in Purple and White

Our wordmark is centered on all graphics and line items. The color and spacing is consistent in the following ways:

Our wordmark should be used in all sizes and weights.

Our wordmark can be used in all colors and weights.

Babylon Logo Wordmark Clearance space

When used in applications, a minimum clearance space should be maintained around the logo.

Babylon Logo Horizontal look-up Clearance space

Clearance space of our wordmark should be maintained in the right-hand side of the logo. This is the same as the height of the 'b'.

Babylon Logo - Purple Vertical look-up

Babylon Logo Vertical look-up Clearance space

Clearance space of our wordmark should be maintained in the right-hand side of the logo. This is the same as the height of the 'b'.

Babylon Logo Clearance space example

Our logo is often used in applications. A minimum clearance space should be maintained around the logo.

When positioning our logo, a minimum clearance space should be maintained around the logo. This is the same as the height of the 'b'.



John Smith
Product Designer



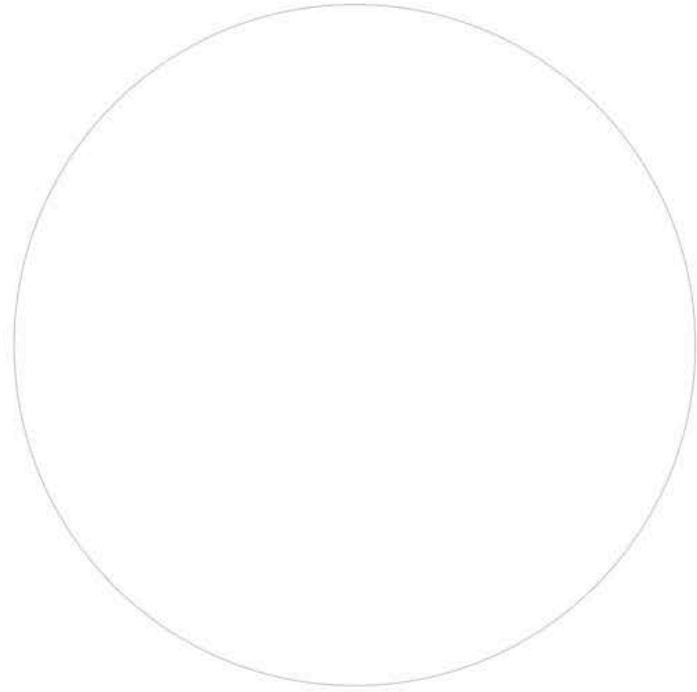




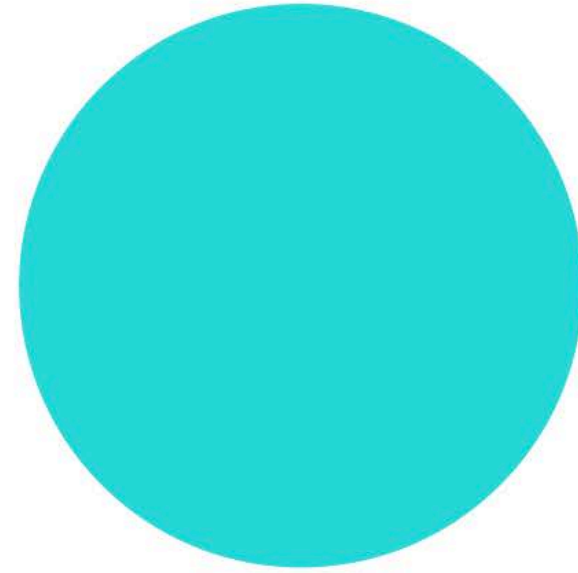
2

Colours

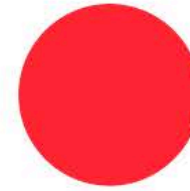
Lots of white



Prominent use of teal



Risk red



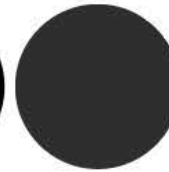
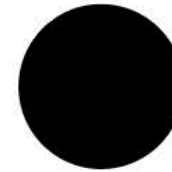
Warming yellow



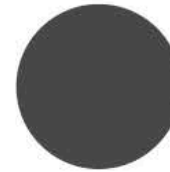
Positive green



Headlines grey



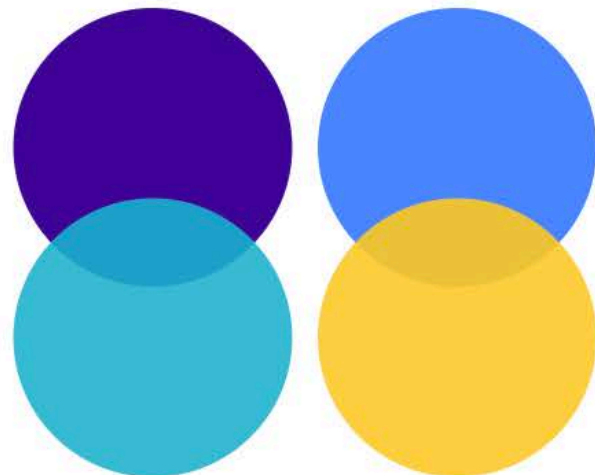
Body text



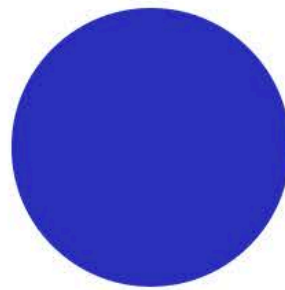
Backgrounds



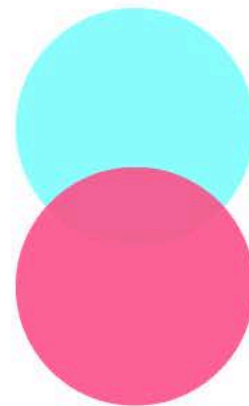
Minimal use



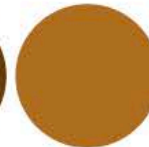
Replacing the purple



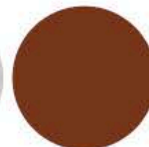
Highlights



Skin tones for illustrations only



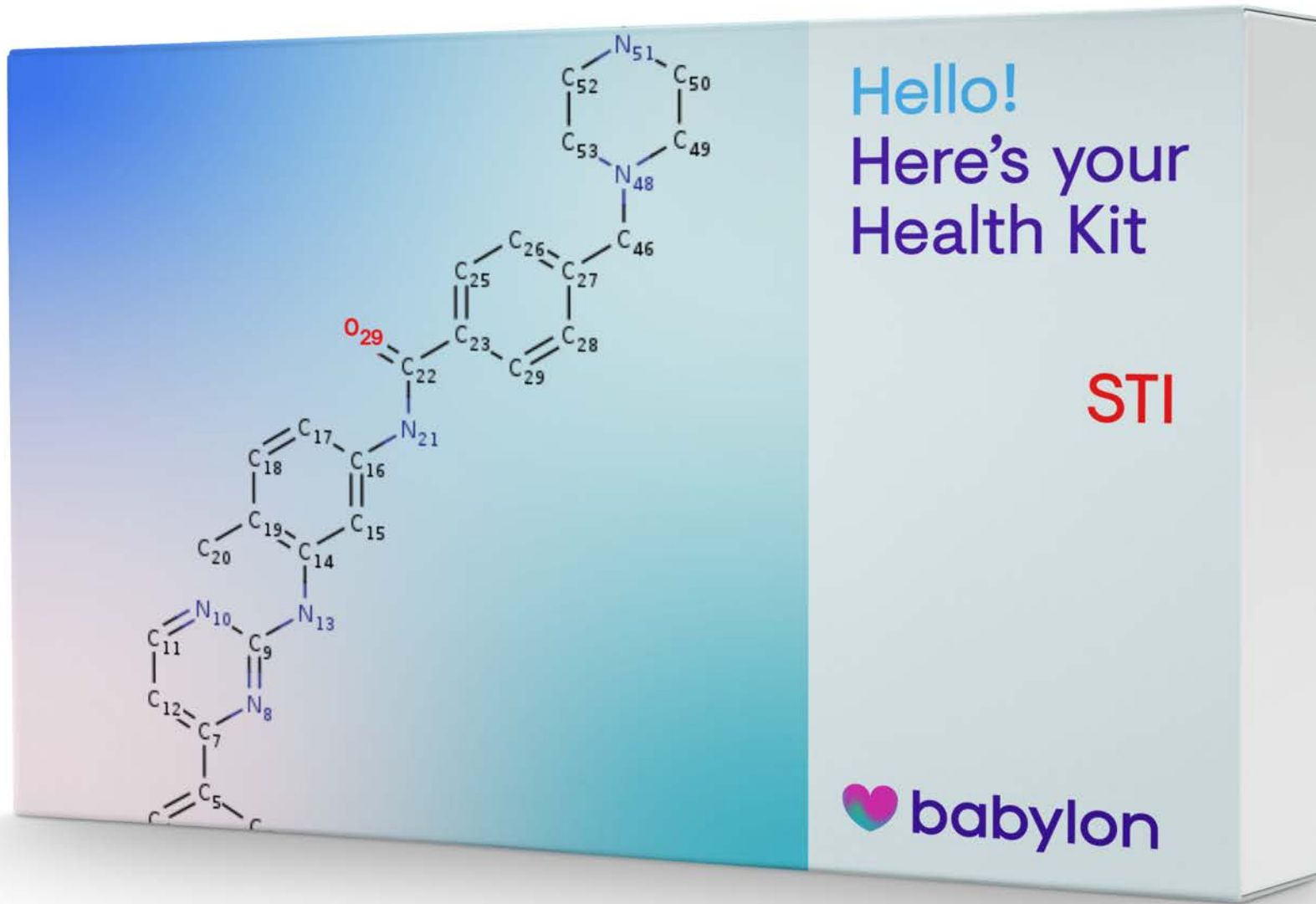
Hair colour for illustration only



Same yellow as in the main palette









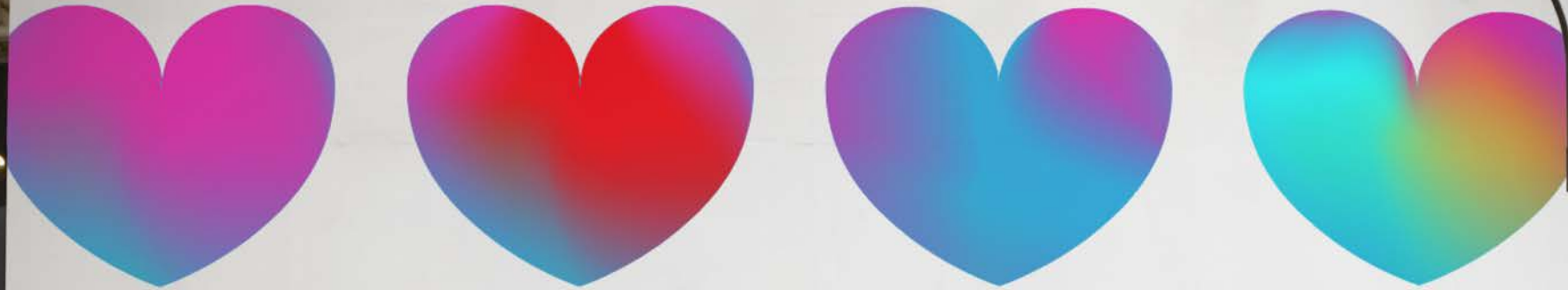


Live Life on the Veg

By Sarah Smith
Babylon health chief nutritionist







pride 2020 babylon pride 2020





pride 2020
babylon

3

Typography

Visuelt font



The Quick Brown
Fox Jumps Over
The Lazy Dog

g

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789!@£\$%^&*()

World Mental Health Day How to balance work & life

Talks and workshops
Bannatyne Health Club
8–12 October 2019
7–9pm

 **babylon**





Babylon talks and workshops
Bannatyne Health Club
8–12 October 2019
7–9pm

&

How
to
balance

work
life

World Mental Health Week



See an NHS GP
in minutes for free
24/7

Search for
GP at Hand



4

Iconography

System icons

Solid and strong

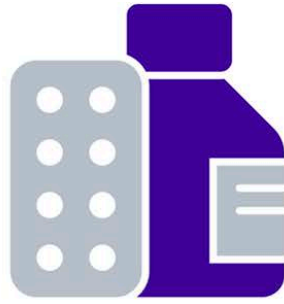
Clean and simple

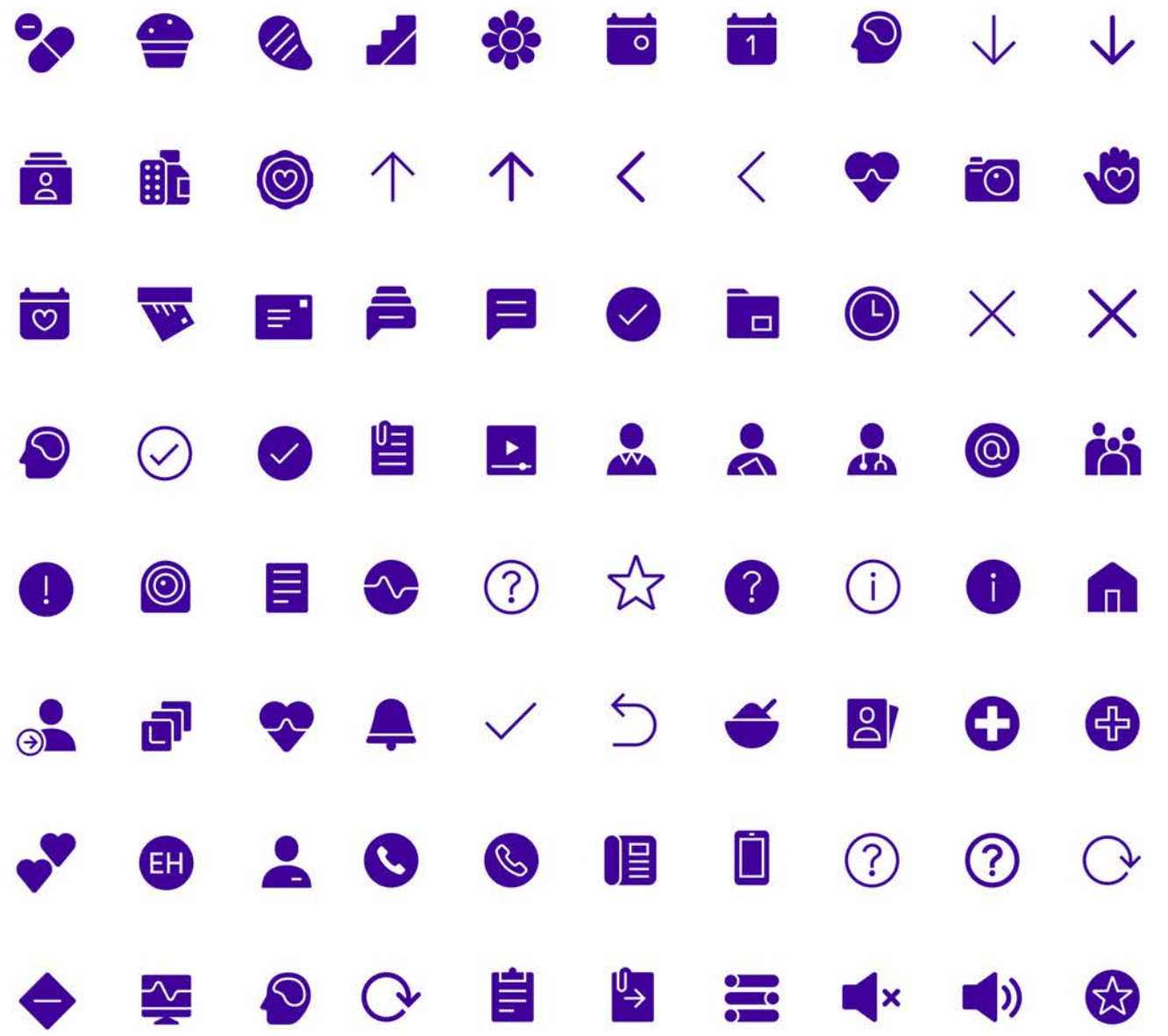
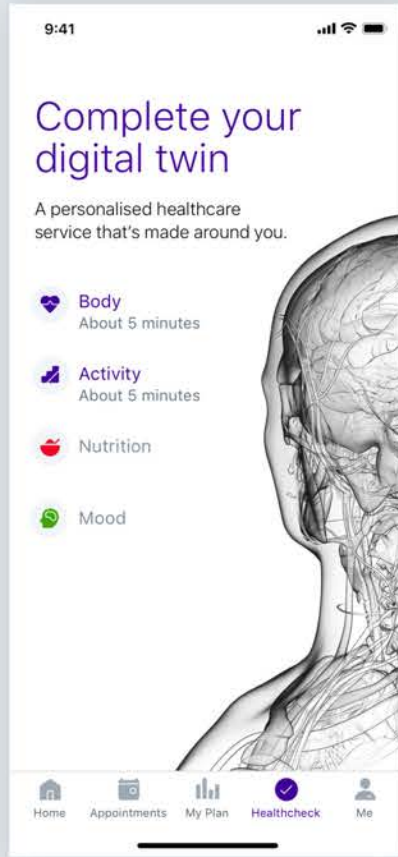
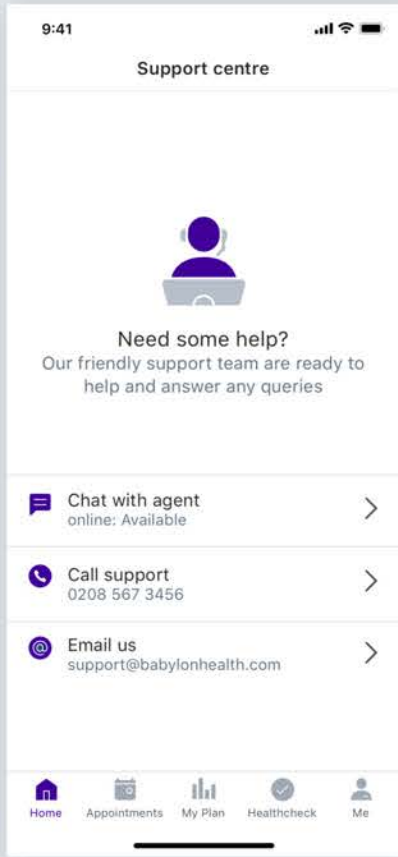
Consistent in their style

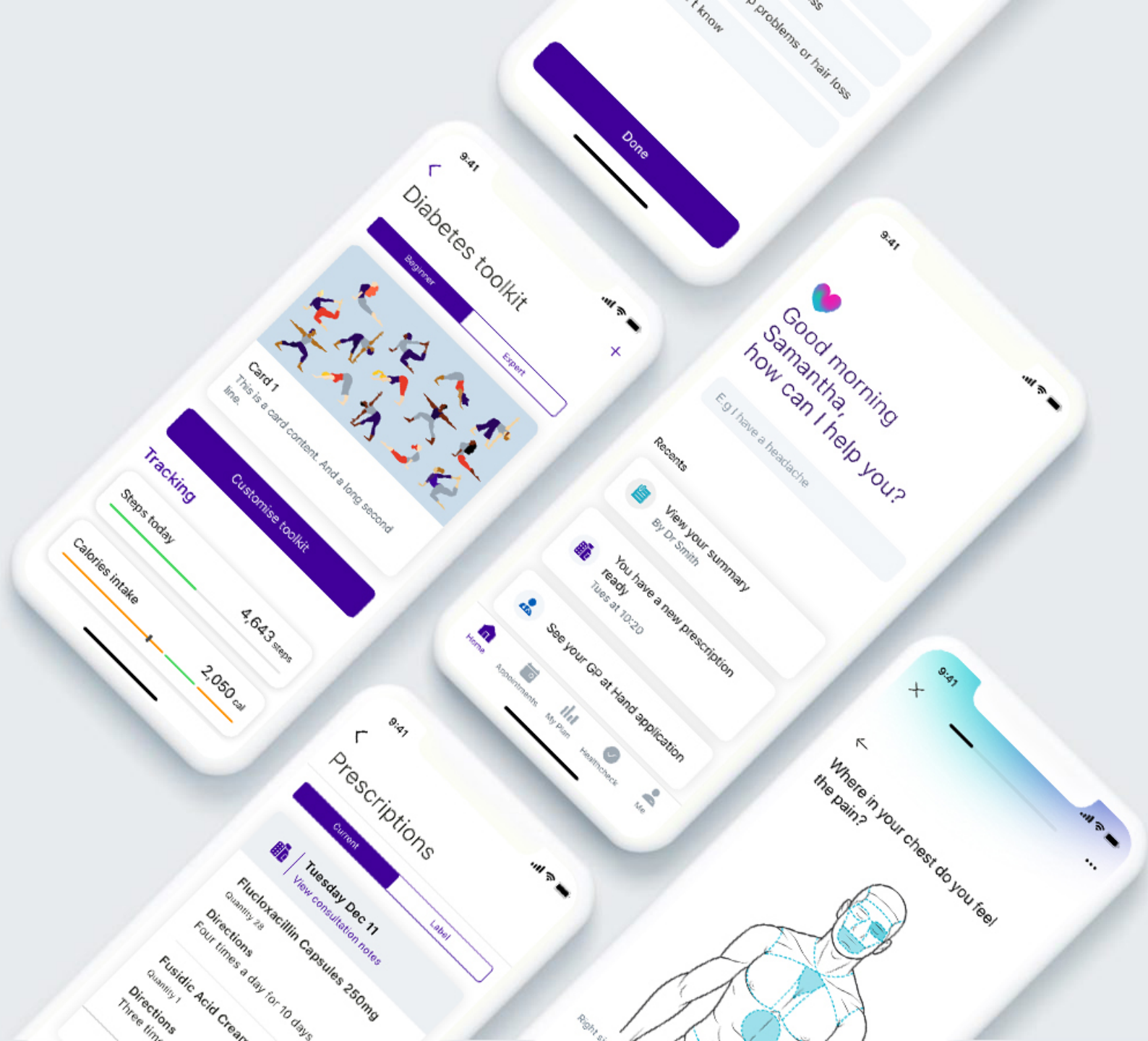
Consistent in their detail



Hi-Fidelity and System Icons







Iconography guidelines



Attentive, Expert and Trustworthy

They represent real life and demonstrate an understanding of people's needs in an honest and authentic way.

Global, Inclusive and Friendly

They are designed to reflect the world in which we live, in all of its colour and diversity. They are available in a wide range of colours, allowing you to create your own brand identity.

Part of a crafted family of assets

The System Icons form part of a wider design of assets. These icons are available in a range of colours and sizes, allowing you to create your own brand identity.

The System icons are always

Bold and strong

A solid shape that is easy to read and understand, to stand out clearly from the background.

Clean and simple

The icon is clear and easy to read, with no unnecessary detail.

Consistent in their style

Each icon uses the same style and is easy to read and understand.

Consistent in their detail

Each icon uses the same style and is easy to read and understand.

Icon types

There are two main types of icon to use in the System Icons set:

- Real-World icons:** These icons are designed to represent real-world objects and concepts.
- Functional icons:** These icons are designed to represent actions and processes.

Real-World shapes

Despite the large range of shapes of icons, the icons should be as simple as possible.

This helps to maintain a visual consistency, both in terms of the shape and the way the icon is used.

Circle

Use a circle to represent a clock or a timer.

Rectangle

Use a rectangle to represent a document or a list.

Figure

Use a figure to represent a person or a user.

Heart

Use a heart to represent love or passion.

Functional shapes

These icons are designed to represent actions and processes.

These icons are designed to be clear and easy to read, with no unnecessary detail.

Circle

Use a circle to represent a checkmark or a confirmation.

Triangle

Use a triangle to represent a warning or a danger.

Circle

Use a circle to represent a refresh or a reset.

Rectangle

Use a rectangle to represent a trash bin or a delete action.

Sizing

All of the icons in the System Icons set have been designed to be clear and easy to read, with no unnecessary detail.

The size of the icons should be consistent across the entire set.

Angles and shapes

The icons in the System Icons set have been designed to be clear and easy to read, with no unnecessary detail.

The icons should be designed to be clear and easy to read, with no unnecessary detail.

Line weights

All of the icons in the System Icons set have been designed to be clear and easy to read, with no unnecessary detail.

The icons should be designed to be clear and easy to read, with no unnecessary detail.

Line weight

Use a consistent line weight for all icons.

Line weight

Use a consistent line weight for all icons.

Line weight

Use a consistent line weight for all icons.

Line weight

Use a consistent line weight for all icons.

Modifiers & badges

These icons are designed to represent actions and processes.

These icons are designed to be clear and easy to read, with no unnecessary detail.

Modifier

Use a modifier to represent a time-related action.

Modifier

Use a modifier to represent an addition or a plus action.

Badge

Use a badge to represent a notification or a count.

Badge

Use a badge to represent a notification or a count.

Corner radii

The icons in the System Icons set have been designed to be clear and easy to read, with no unnecessary detail.

The icons should be designed to be clear and easy to read, with no unnecessary detail.

Corner radii

Use rounded corners for all icons.

Corner radii

Use rounded corners for all icons.

Corner radii

Use rounded corners for all icons.

Corner radii

Use rounded corners for all icons.

Brand asset request



Asset Request: Brief Template SEND

QUESTIONS RESPONSES 18

Brand Asset Request: Brief Template

Please fill out the brief form as thoroughly as you can as it will help us to process your request and formulate a realistic timeline for the project. Once the brief is received, you will be allocated a job number and the next steps will be communicated with you directly.

This form is automatically collecting email addresses for Babylon Health users. [Change settings](#)

Project name: *

Short answer text

Project owner: *

Short answer text

Requested by: *

Short answer text

Requested delivery date: *

Month, day, year

In which channels will the assets be used? *

- Mobile App
- Desktop App
- Babylon Website
- Print
- Other...

Brand & Design
Software project

- Roadmap
- Backlog
- Board
- Pages
- Brand and Design...
- Marketing Drive
- ScriptRunner Enhanc...
- Add item
- Project settings

You're in a next-gen project
[Give feedback](#) [Learn more](#)

Projects / Brand & Design

Brand- Current Projects

VALIDATION 9

- Monitor LFA Illustrations-P3
BD003 ILLUSTRATIONS
BKLP-82
- Research task: Analysis of all partnership/collaboration native apps
BKLP-48
- How to video
BD008- TEST KITS
BKLP-100
- Brand Guidelines- Babylon Avatars
BD007- BRAND GUIDELINES
BKLP-78
- Healthcheck Card
BD016 HOME SCREEN CARDS
BKLP-115
- Powered by Logo lockup
BKLP-118
- UHB Ask A&E
01 JAN
BKLP-119
- Assistant Transition
BKLP-121
- New Visual Asset: OTDA (On the door authentication)
11 NOV

READY FOR PRODUCTION 1

- Discover Card- Wellness plans
BD016 HOME SCREEN CARDS
04 SEP
BKLP-95

IN PROGRESS 7

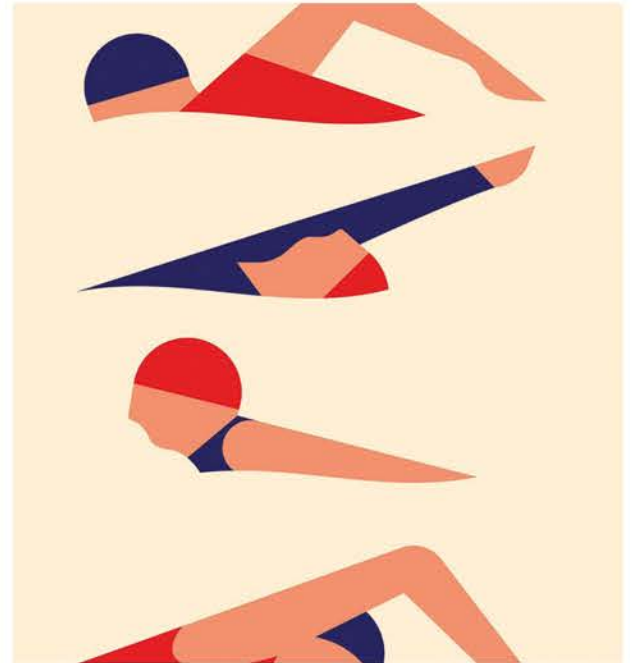
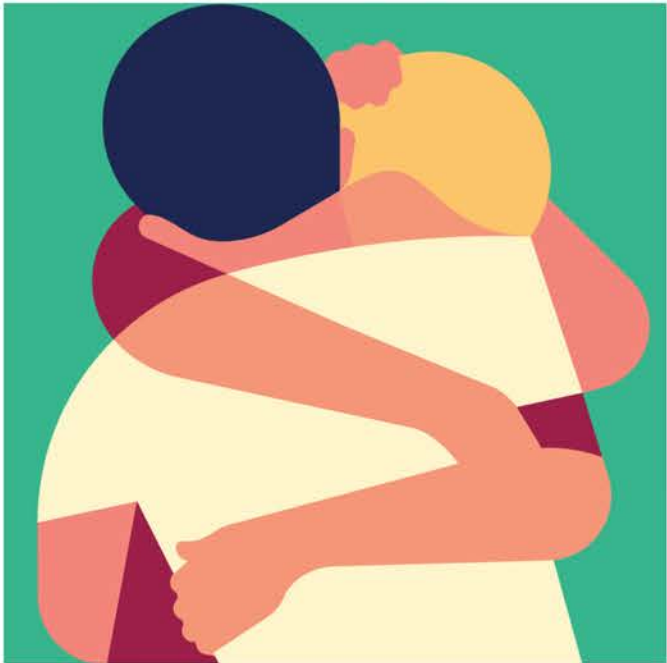
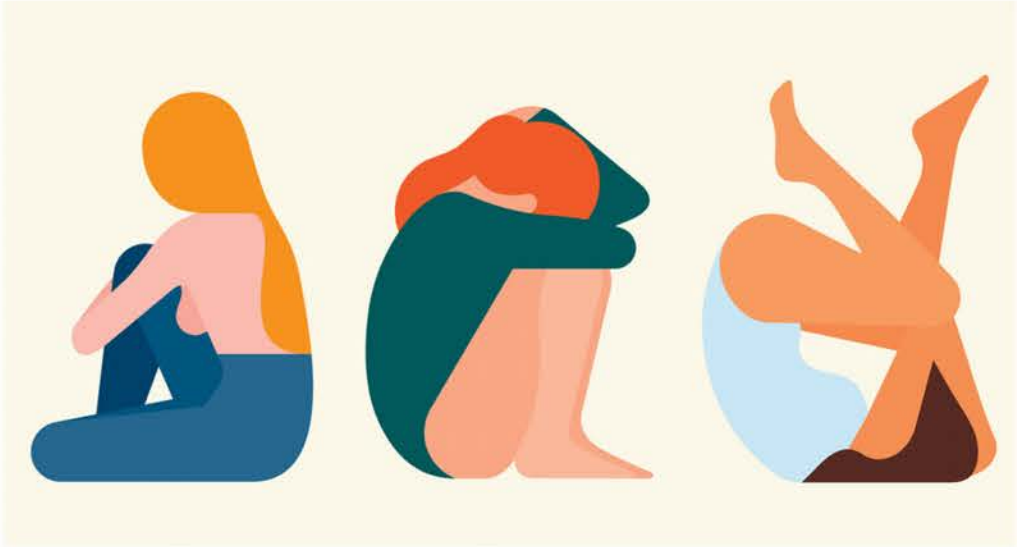
- Test & Kits- Panel Imagery
BD008- TEST KITS
BKLP-104
- Genetics Testing- Box design
BD008- TEST KITS
BKLP-101
- Full Iconography audit of NVL
BD002 ICONOGRAPHY
BKLP-64
- Brand Guidelines- Iconography: Zero Heights
BD007- BRAND GUIDELINES
BKLP-83
- Brand Guidelines- Logo Lockup: Zero Heights
BD007- BRAND GUIDELINES
BKLP-84
- Update Blood test packaging
BD008- TEST KITS
BKLP-116
- Luton NHS Wearables Project
06 DEC
BKLP-120

AWAITING SIGN-OFF 5 MAX: 5

- Bupa Card and Icon
BD016 HOME SCREEN CARDS
BKLP-114
- Food Swap Illustrations
BD002 ICONOGRAPHY 27 SEP
BKLP-110
- Visual assets for voice
BD003 ILLUSTRATIONS
BKLP-76
- Referrals forms: New artwork
23 SEP
BKLP-90
- On boarding assets- Test and kits
BD008- TEST KITS 26 SEP
BKLP-112

5

Illustration

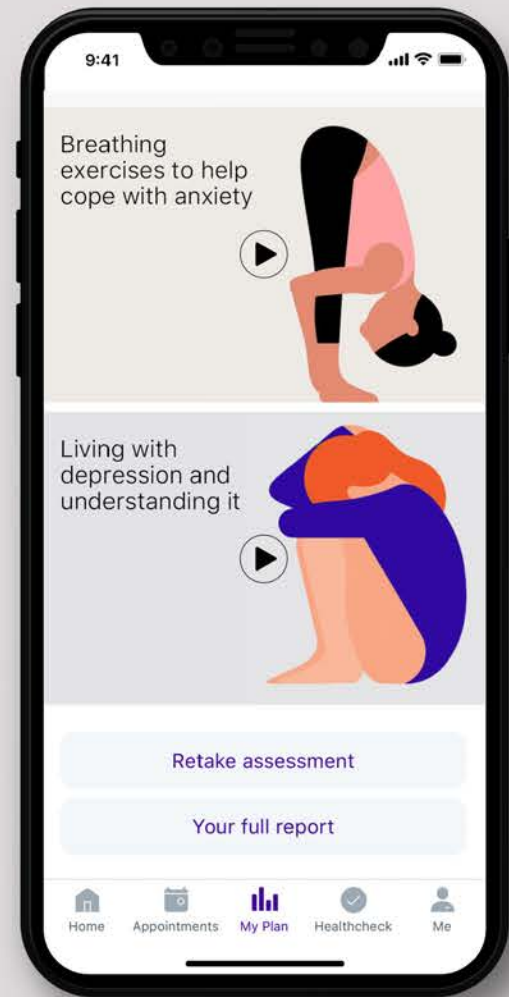
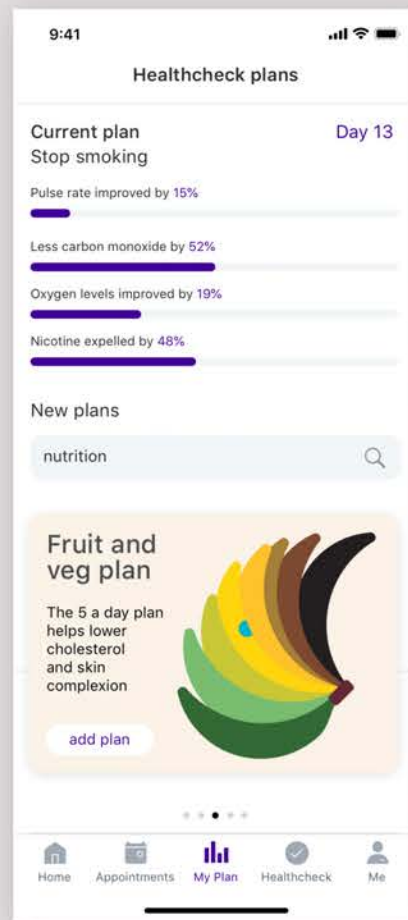
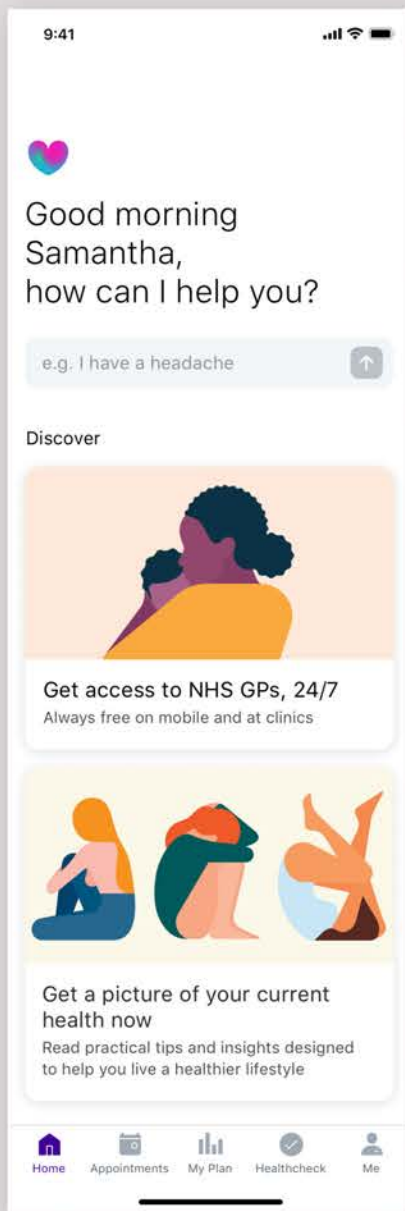


Babylon Health and Wellbeing



babylonhealth.com





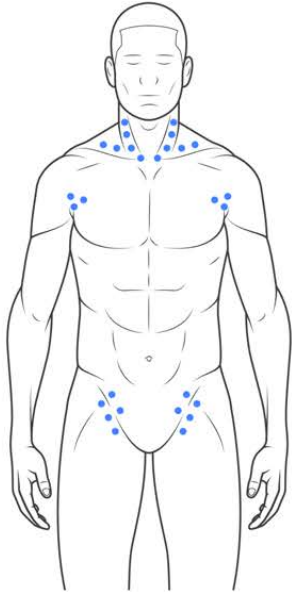
Medical illustration



9:41

×

Are any of your lymph glands swollen?
How can I check this?

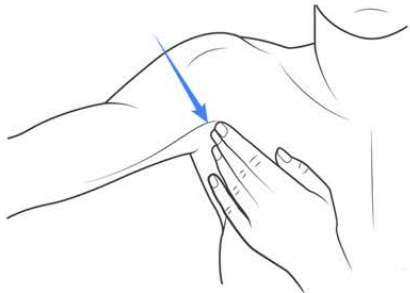


Yes

9:41

×

How to check lymph nodes in your armpits



Remove top clothing down to the waist to get easy access to the armpits. Sit in a comfortable position. Check each armpit in turn. To check the left side lift your arm slightly then place the fingers of your right hand high into the armpit and then lower your arm.

Next

9:41

×

Is your thumb swollen like the image below?



Do you have pain at the base of your thumb when you grip, grasp or pinch an object, or use your thumb to apply force?

Next

What's in your test kit

Take everything out and lay all the items on a table



Form with your details



3 x Alcohol swab



Sample label



Tube holder



Sample tube



3 x Lancets



2 x Cleansing wipe



Plaster



Security seal

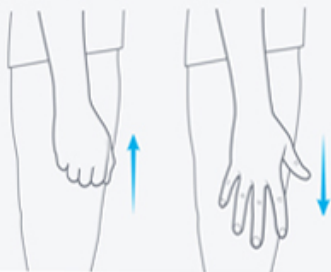
Is anything missing?

Let us know and we'll send you a new kit.

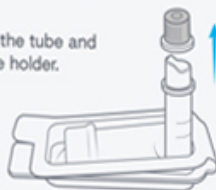
Get ready

1 Make sure you're well hydrated. Wash your hands with warm water and dry.

2 Open and close your hand with your fist downward to get your blood pumping.



3 Unscrew the cap to the tube and place it into the tube holder.



Take your sample

4 Clean a finger with an alcohol swab.



5 Remove cap from a lancet.



6 Place lancet against the side of your fingertip. Firmly press down to pierce the skin.



7 Massage from the palm of your hand to your fingertip to fill the tube to the top line.

If the blood stops, wipe clean and start again with another finger.



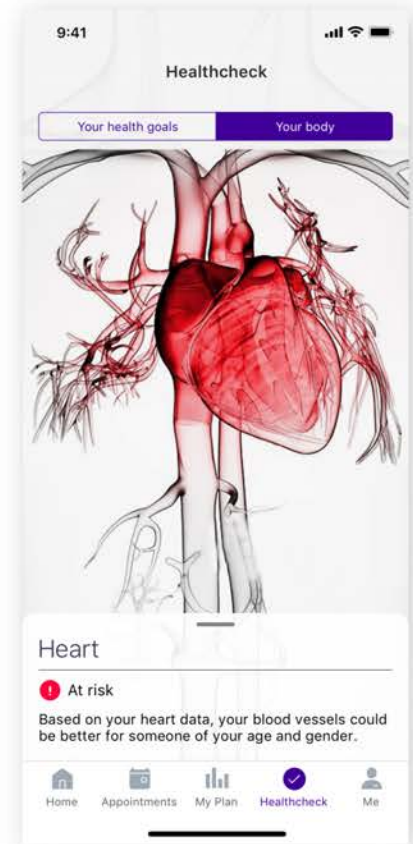
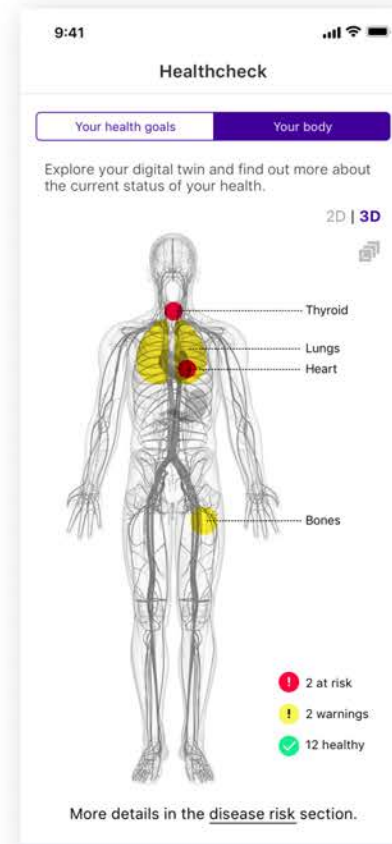
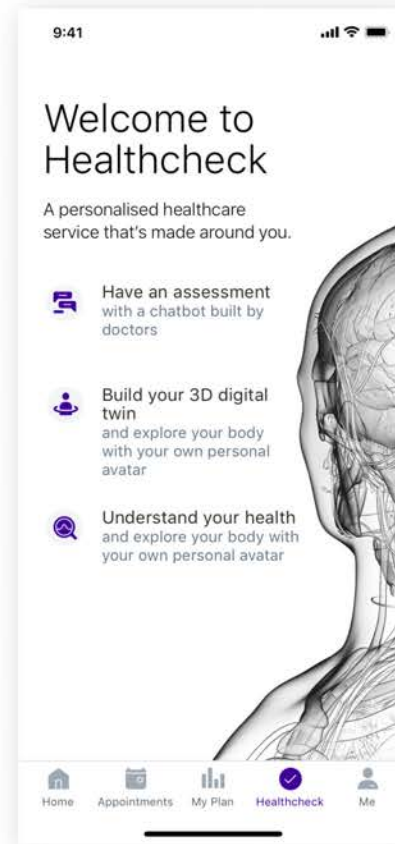
8 Clean fingertip with cleansing wipe. Put a plaster on if you need to.



9 Close tube. Press the cap firmly until it clicks. Slowly invert tube ten times. *But don't shake it.



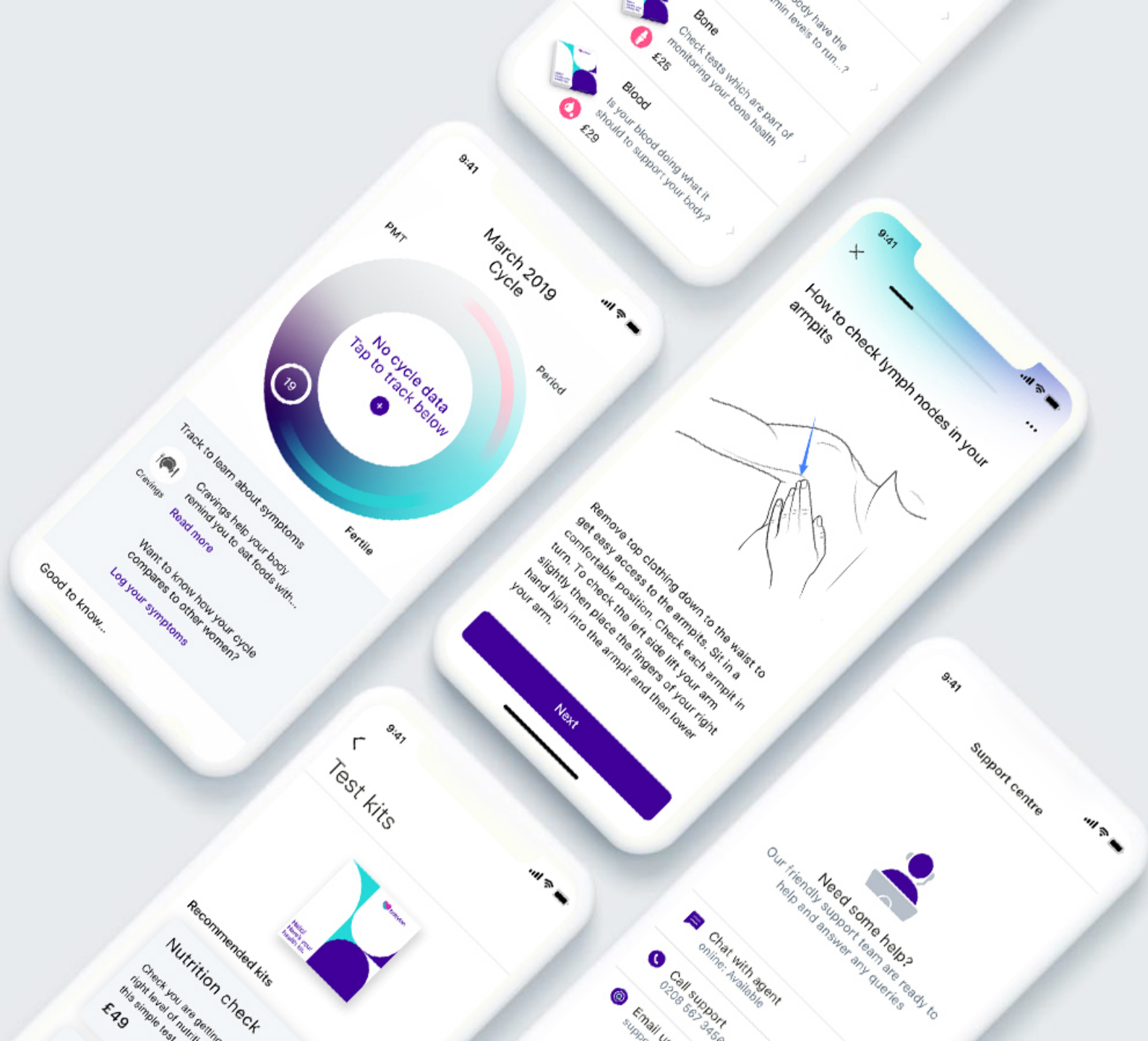
Technical illustrations and 3D renders



85% completion of your health assessments

(You have nearly a complete overview of your health, looking at how you live, how you feel, how healthy your organs are, and your predicted risk to develop diseases).

Complete health assessments





6

Photography







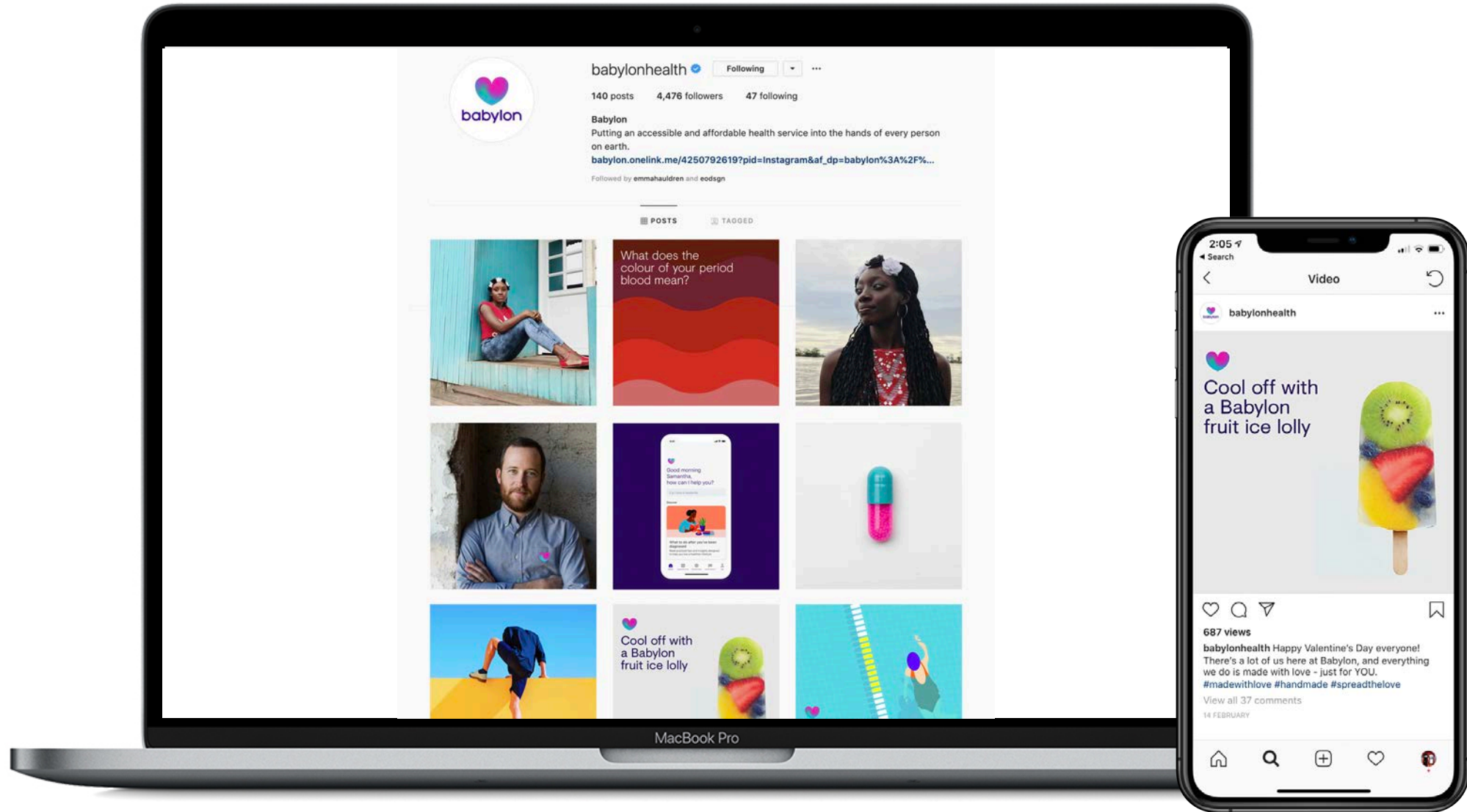
Babylon people

Sophie's story



Health is wealth





7

Goodies

Babylon Google Slides template



Babylon Google slides template

File Edit View Tools Help

Present Share

1 Babylon Google slide template

2 Please make a copy, do not edit this version

3 Project title

4 Our mission

5 Our mission

6 Babylon colour palette

7 Fonts & text levels

8 "Iste natus error sit voluptatem accusantium doloremque laudantium, totam rem eriam, eaque ipsa quae abo."

9 "Iste natus error sit voluptatem accusantium doloremque laudantium, totam rem eriam, eaque ipsa quae abo."

10 Text with image

11 Title and one column

12 Title and two column

13 Title and three column

14 Text and image

15 Full bleed image & title

16 Graph style

17 Table style

18 Healthcare

19 Thank you

Category	Q1	Q2	Q3	Q4	Q5
Healthcare	100	120	150	180	200
Sick care	80	100	120	140	160

Babylon Word template



Project name

© Babylon private & confidential



Example of styles used below

Voluptatem sequi nesciunt

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia

Consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis

Nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur

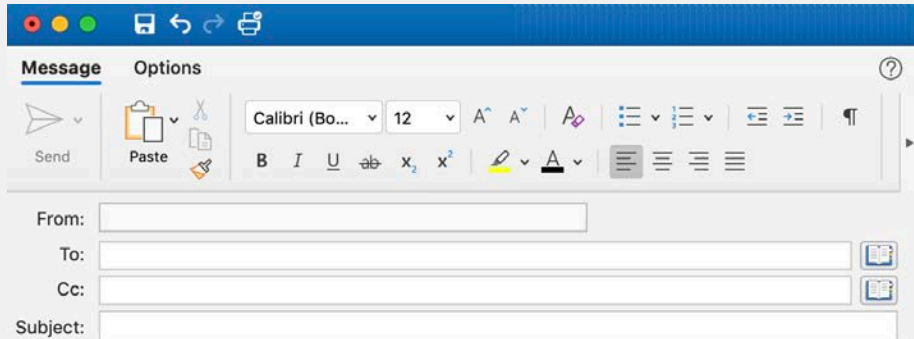
2. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est
3. Consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam,
4. Nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur

Iusto odio dignissimos ducimus qui blanditiis

5. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non
6. Nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur
7. Vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non
 - Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur

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Internal and external



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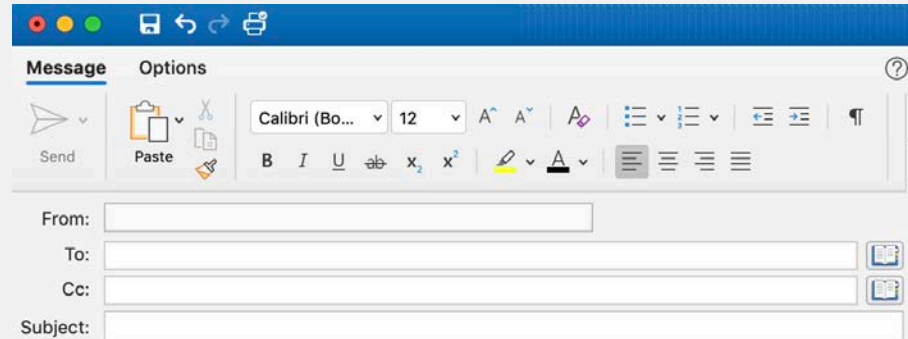
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