



clonic

BRAND STRATEGY & CREATIVE DIRECTION

APRIL 2022

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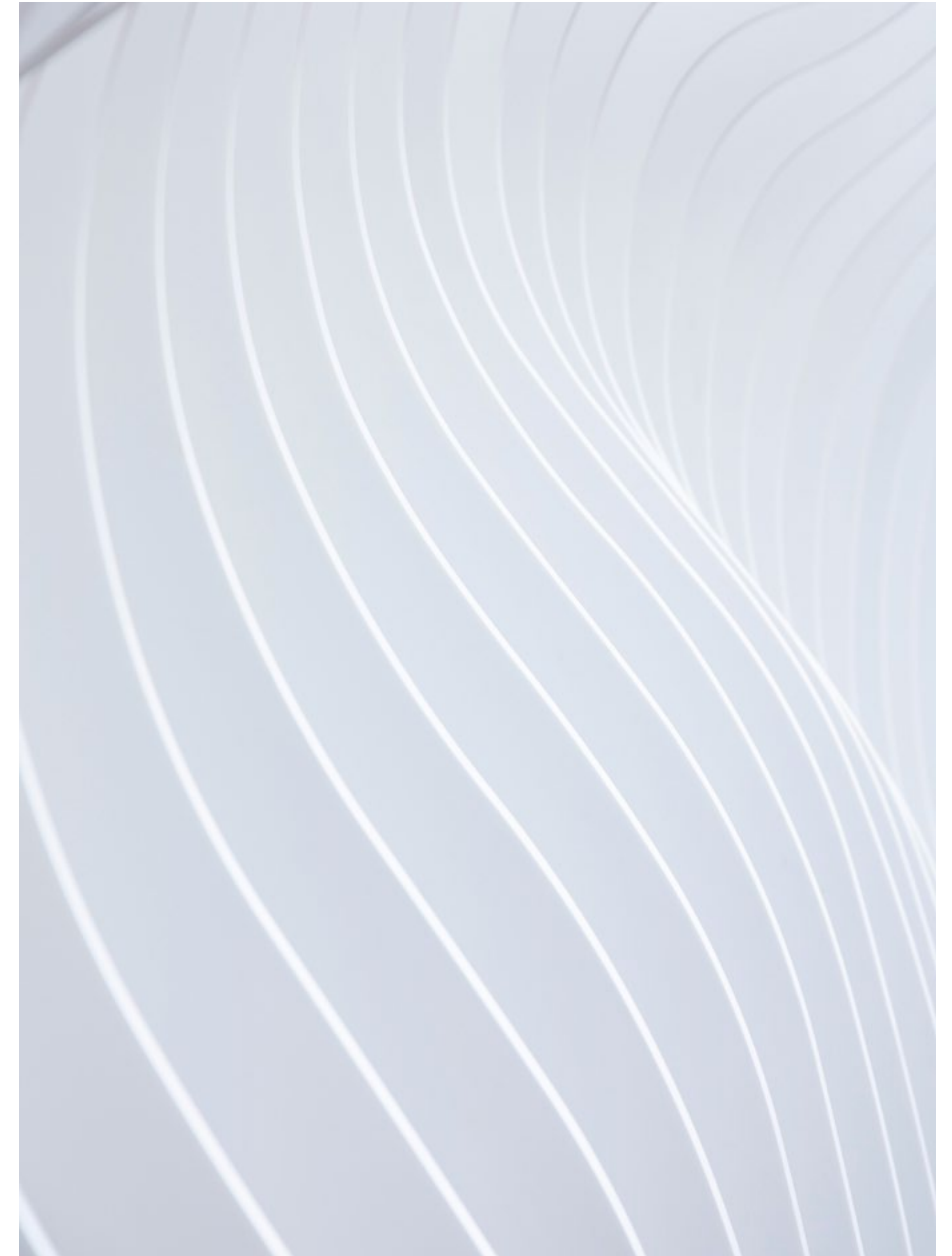
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About this Brand Guide

This document has been thoughtfully and intentionally designed by taking into consideration the essence of CIONIC's mission. Every choice was carefully made; every asset curated and created with the hope to carry within it the same energy, care, and relentless drive that Jeremiah brings to CIONIC... so that when people encounter the brand, they feel the resonance of the human behind it and have so much more to connect with than a helpful product.

There is a special kind of strength that comes from this seamless continuity— from brand to human interaction. Trust is born. Brand enrollment is bolstered. Connection is inherent. The progress CIONIC facilitates is empowered, and our promise is fulfilled.

Adhere to the guidelines provided here, and CIONIC is sure to shine brilliantly.



- 1.1 Purpose & Promise
- 1.2 Story & Trajectory
- 1.3 Pillars & Values

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Strategic Foundations

Purpose & Promise

Leading-edge mobility tech, powered by human determination:

This is CIONIC.

CIONIC is at the forefront of the use of AI technology to superpower the human body and mobilize the mobility impaired.

Regaining independence will take effort on the CIONIC wearer's part, no doubt. But effort never scared them before their diagnosis or injury, and it certainly won't now.

That's why we take our purpose and our promise to heart: To relentlessly push the limits of what's "possible" in order to activate the joy of mobility for our community and their families.

Story & Trajectory

Story

CIONIC is a bionic clothing startup on a mission to activate movement without limits in a world beyond disability.

Motivated by his daughter's journey with cerebral palsy, tech innovator Jeremiah Robison founded CIONIC in 2018 on the belief that the same technological advances that had propelled other industries forward (self-driving cars, reusable rockets, etc.) could also be used to understand human mobility and augment movement in real-time, providing personalized therapeutics tailored to individual mobility patterns.

Trajectory

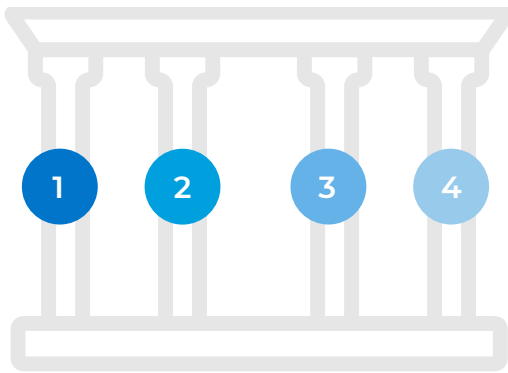
The CIONIC team is building an open platform for wearable bionics, amassing a movement database that can be used to unlock human mobility at scale. Starting with the Cionic Neural Sleeve, the CIONIC team uses algorithms to sense and analyze individual movement, and then uses software-steered stimulation to augment the correct muscles and improve walking in real time.

The CIONIC team envisions a future where bionic clothing can be used to empower people of all abilities to live their strongest, most independent and mobile lives.

Structure of Values

These pillars are carefully designed to 1) encapsulate CIONIC's Core Values; 2) cyclically build on each other, and to 3) serve as a litmus test for anything and everything we produce— from presentations to social posts to products. Everything CIONIC should rest solidly on these 4 pillars. Utilizing all four will tell CIONIC's story and help the brand establish a solid foundation.

For instance, a social media content calendar could be produced using these pillars, selecting post types according to our highest-compatible target audiences later in the guide.



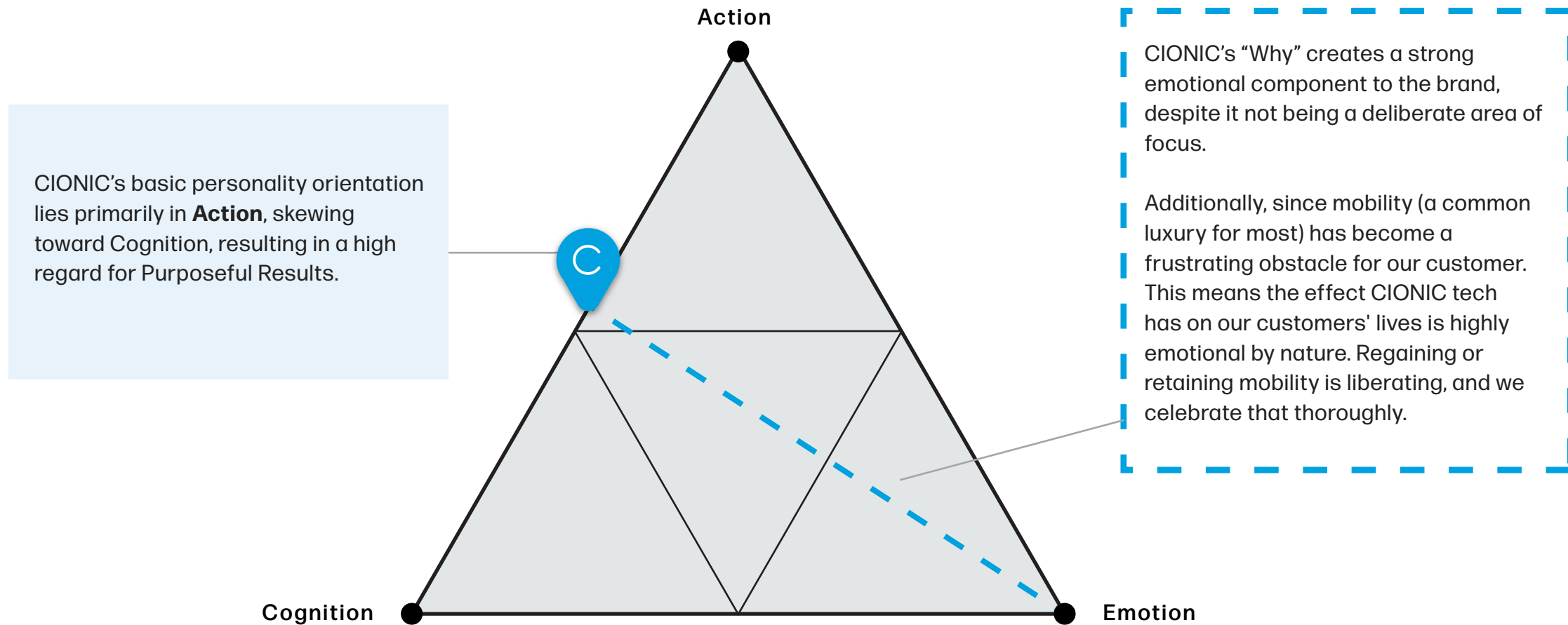
1 CORE PILLAR	2 PILLAR 2	3 PILLAR 3	4 PILLAR 4
Share the flame. CIONIC was born out of a burning belief in a fully-mobile life for Sofia Robison.	Activate the joy of mobility. Regaining + Retaining.	Connect through real Customer Stories. CIONIC cares. CIONIC celebrates.	Bold action. Intentional innovation. CIONIC is committed to pushing Mobility Tech forward— for all.
<p>Today, that flame is the focal point where CIONIC's 1) vision intersects with 2) industry-leading tech, and 3) relentless, deliberate action in order to mobilize and empower the mobility impaired.</p> <p>We do, say, claim, promise, and share only what is true and accurate; nothing more, nothing less.</p> <p>Because, the purest flame burns blue— indicating complete combustion... a perfect and powerful exchange.</p>	<p>The primary belief we share with our customers:</p> <p>Mobility = Freedom, and Freedom = Joy.</p> <p>Whether regaining mobility after an injury, or retaining mobility after a diagnosis— the joy is the same— and, we're honored to be part of that experience.</p> <p>We recognize that the road to mobility isn't always joyful. But, CIONIC is humbled to offer the possibility and perspective that the joy of mobility is within reach.</p>	<p>When we're relentlessly sharing the flame and activating the joy of mobility— we naturally come away with incredible stories. These are of humans becoming everyday heroes in their own lives and of those they love.</p> <p>These stories are shared with the intention of helping others know they're not alone in their injury, diagnosis, or effort. We see them, solute them, and celebrate them.</p>	<p>CIONIC's relentless commitment to mobilize and empower the mobility impaired requires calculated but brazen action and conscious, collaborative innovation.</p> <p>CIONIC seeks to contribute to and elevate the Mobility Tech industry as a whole to new and greater heights. We see that strength and progress are found in unity, so we impart our knowledge and resources purposefully.</p> <p>We are proud and eager to share, and to join forces with individuals and organizations to further the cause.</p>

2.1	Brand Personality
2.2	Brand Adjectives
2.3	Voice + Tone

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Creative Foundations

2.1 Brand Personality Orientation



2.2 Brand Adjectives

1

Action

Empirical

Confident

Bold

Unrelenting

Dynamic

Advocate

2

Cognition

Inventive

Competent

Striking

Progressive / Modern

Intentional

Positive

3

Emotion

Trustworthy

Grateful

Caring

Hopeful

2.3 Voice + Tone



- 3.1 Positioning Statement
- 3.2 Competitive Analysis
- 3.3 Differentiators
- 3.4 Highest Compatible Target Profiles
- 3.5 Consumer Buying Journeys

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Positioning + Audience

3.1 Positioning Statement

For humans whose gait is impacted by Multiple Sclerosis, Cerebral Palsy, or Stroke, ClONIC provides the smartest-possible solution to mobility impairment because our tech operates under a person's very own brain/body connection, allowing AI to assess and actively improve mobility in realtime— while building strength, motor learning, and confidence for a lifetime.

3.2 Competitive Analysis



3.3 CIONIC "Firsts"

First wearable read + write neural interface

First software-steerable stimulation array

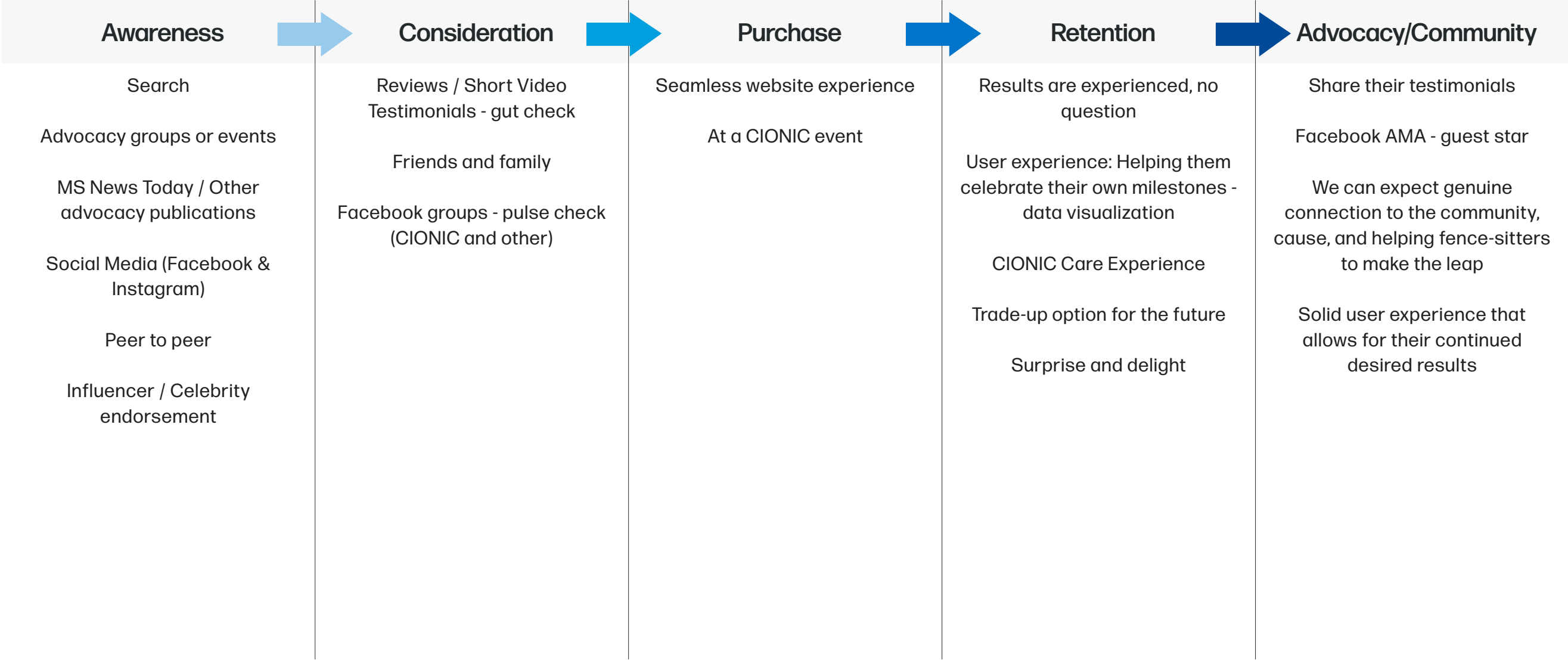
First multi-activity movement assistance

First open human augmentation platform

3.4 Highest Compatible Target Profiles

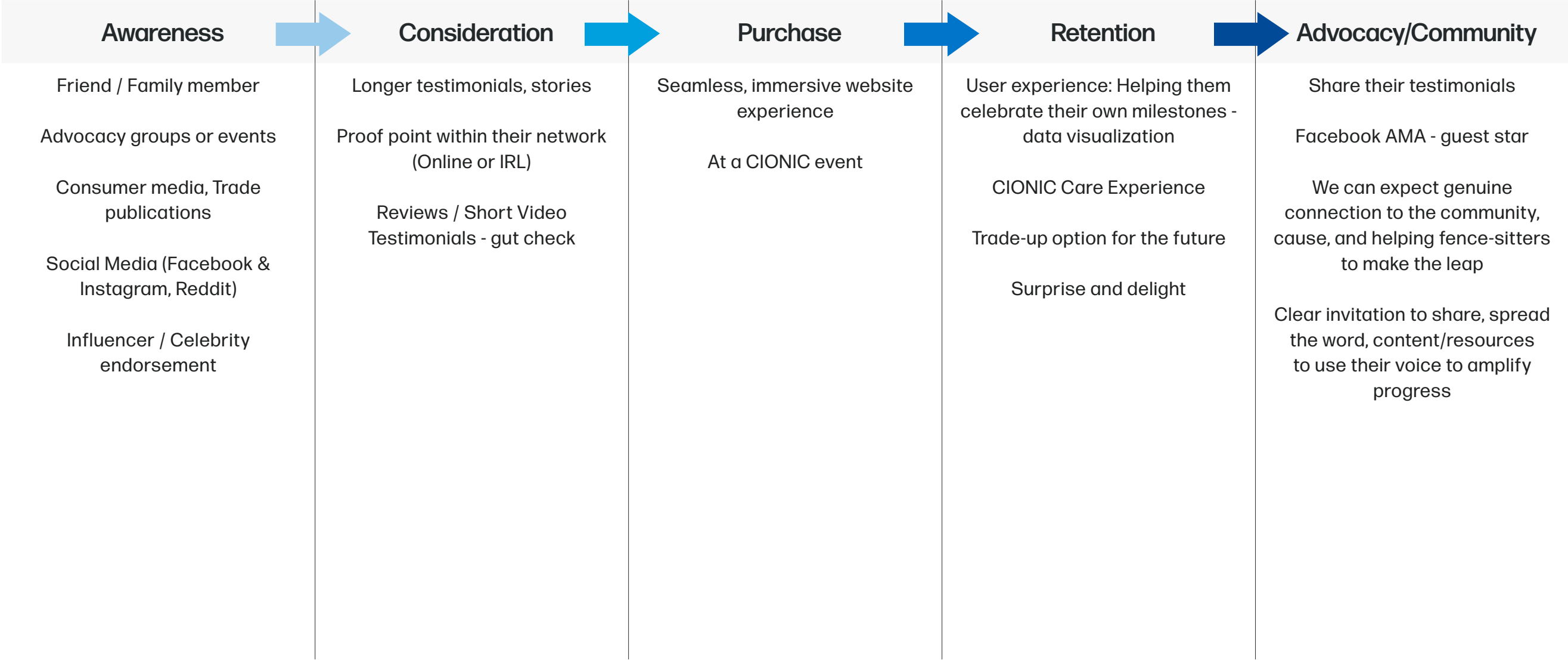
	The Effortless Believer	The Enthusiastic Advocate	The Hopeful Skeptic
Intelligence Center Orientation:	Action	Action	Cognition
Basic Desire:	To feel in control of their own life and destiny	To help people who need it, hands-on in making a difference	To feel capable, competent, and like they're contributing to society
Strengths:	Energetic, social, freedom-seeking, logical, fair, optimistic, opinionated (and not afraid to share), self reliant, not limited by status quo	Awareness of others' needs, principled, ethical, advocate for social change/justice, connected	Focused, organized, loves to learn and solve complex problems, generally calm during crises, independent, curious
Communication Style	Direct, brief, purpose-driven, rational, balanced, reactive and responsive	Personal, honest, sincere, collaborative,	Logical, fact-based, concise, purpose-driven
Progress + Thriving looks like:	Self-assertive, self-confident, resourceful, takes initiative, champion for others, honorable	Wise, discerning, joyful, humane, hopeful, strong personal convictions, self-disciplined, truth-centered, rational.	Confident, decisive, visionary, inventive, alert, curious, observant, foreseeing, excited by knowledge, vast comprehension.
Effective Messaging Examples:	"Walk freely." "Wherever you want to— go. " "Regain mobility with CIONIC." "Unstoppable with CIONIC"	(MS/Stroke mobility statistic) + (gap in how things have been) + (opportunity CIONIC provides): We need your voice. Join us!	(MS/Stroke mobility statistic) + (factual and impressive solution CIONIC provides)
What to expect from this Target:	Once a fan (won't be difficult for them to be convinced!) they'll have a natural propensity to tell everyone because of the results they personally experience.	Once a fan, it'll be because they have a personal connection to CIONIC's cause of activating the joy of mobility— whether its for themselves or someone close to them, they are passionate when they feel they can make a genuine difference.	Once a fan, they'll be a valuable member of the community, helping others troubleshoot; providing valuable input when asked— despite not being overtly outgoing.
Considerations:	This type is particularly drained by others' self pity or lack of action, believing there's always something that can be done to improve one's situation.	This type is especially oriented toward furthering causes they deem important. Consider extending a clear invitation to join CIONIC in helping to activate the joy of mobility. Many brand ambassadors (clinician and non-clinician) will fall into this category.	Consider allowing this type of customer to share their input + insights for improvement. They particularly dislike feeling emotionally vulnerable, but they will share thoughts re: things like User Experience improvement.

3.5.1 Consumer Buying Journey #1 - The Effortless Believer



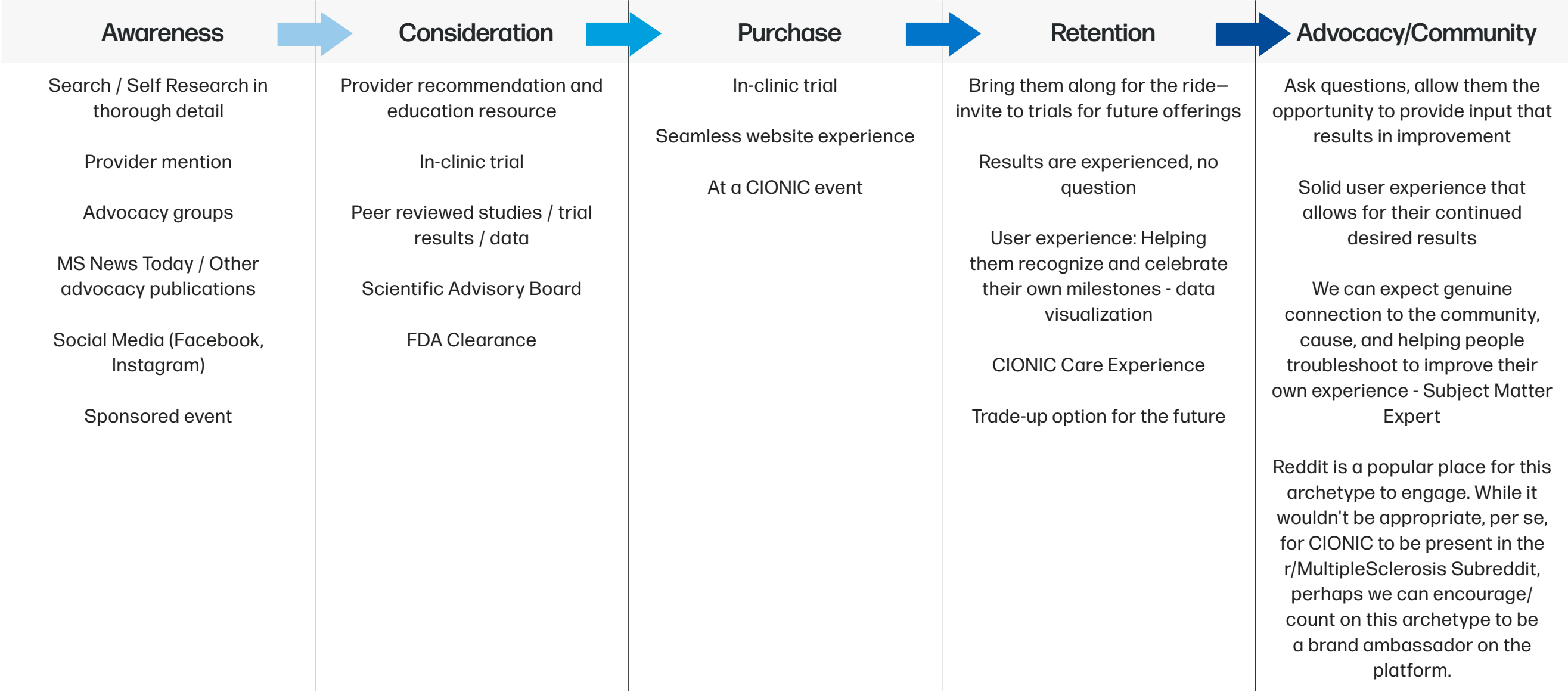
#1: The Effortless Believer

3.5.2 Consumer Buying Journey #2 - The Enthusiastic Advocate



#2: The Enthusiastic Advocate

3.5.3 Consumer Buying Journey #3 - The Hopeful Skeptic



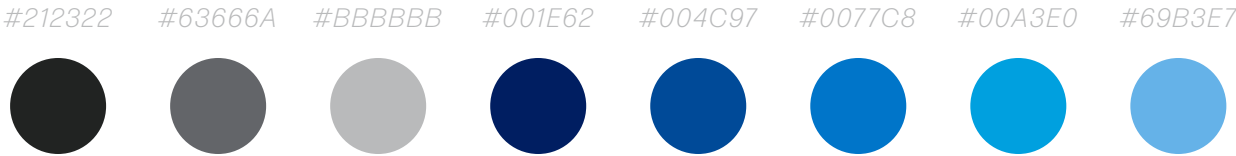
4.1	Logos
4.1.1	Appropriate Usage of Logo
4.2	Marks
4.3	Color Palette - Proportions
4.3.1	Color Palette - Psychology + Usage
4.4	Typography and examples
4.5	Backgrounds - Patterns
4.5.1	Backgrounds - Textures
4.6	Backgrounds - Gradients
4.7	Calls to Action
4.8	Iconography
4.9	Visual Essence

4.1 Logos

cIOnIC

Primary Logo
(the darkest the logo should appear in assets is HEX #202020).

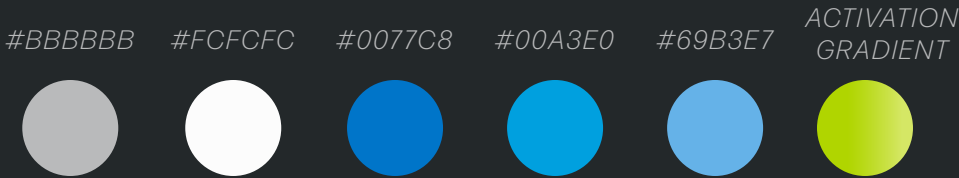
Reserve the color black for product only.



Primary Logo approved colorways for light backgrounds

cIOnIC

Primary Logo
(the lightest the logo will appear on a dark background is HEX #FBFBFB)



Primary Logo approved colorways for dark backgrounds

4.2.1 Usage Guide

Do not use a colored version of the logo on a colored background, especially an unapproved colored background. When in doubt, go with Charcoal or Stone,



Do not change the color of the logo or add any kind of gradient (besides CIONIC Green).

Do not transform the logo.



Do not rotate the logo.

Do not change any proportion of the logo.



Do not outline/add a stroke to the logo.

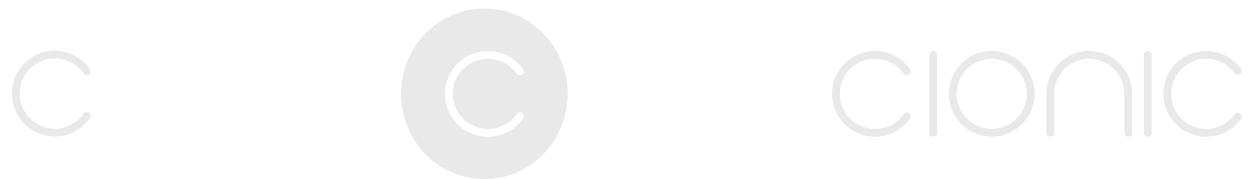
4.2.1 Marks



Primary Marks (Light Backgrounds)

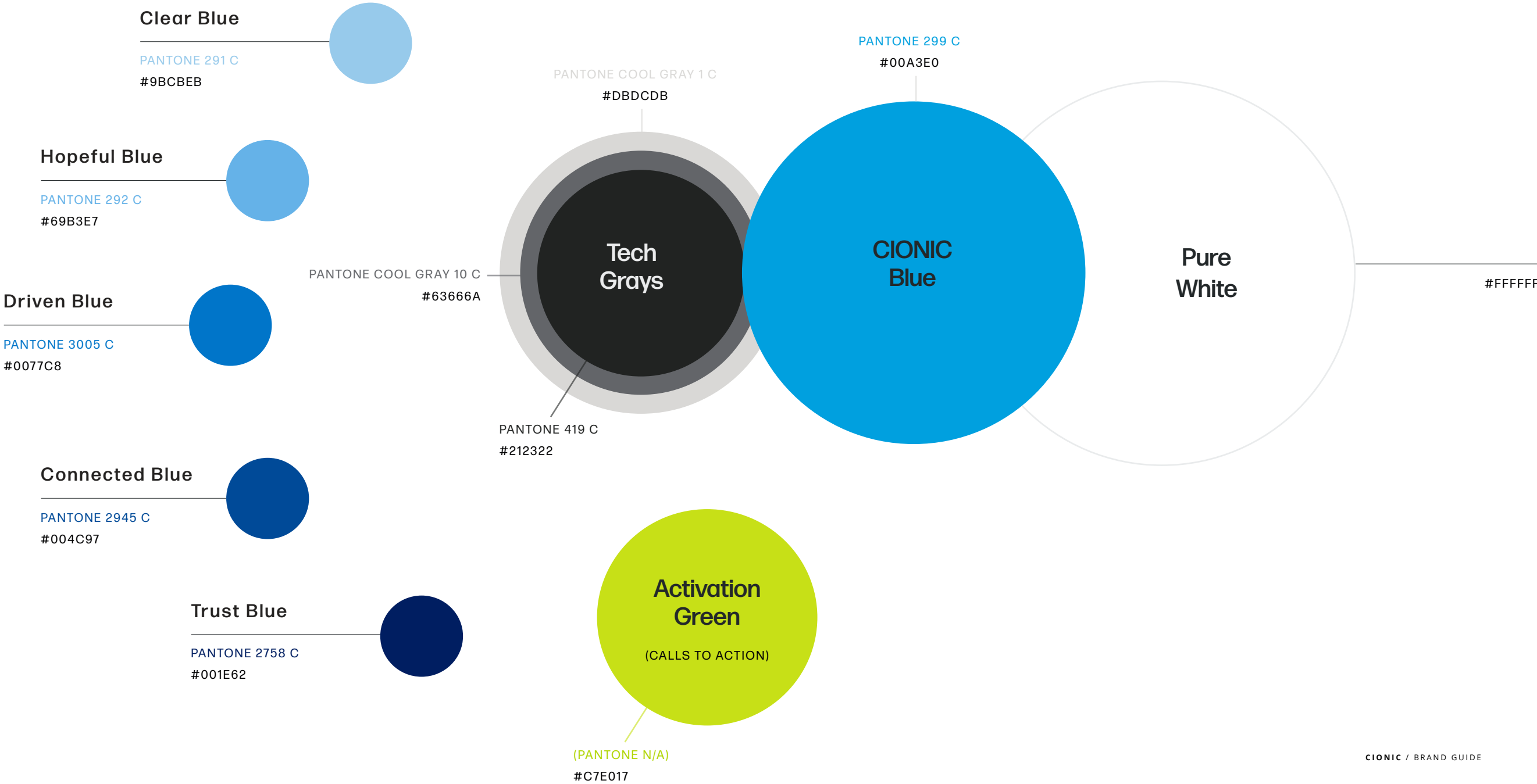


Primary Marks (Dark Backgrounds)


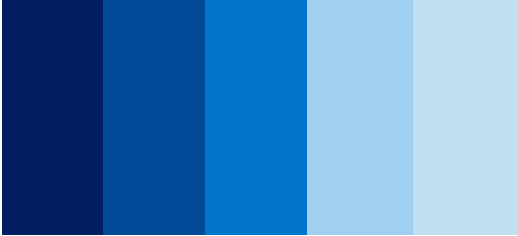

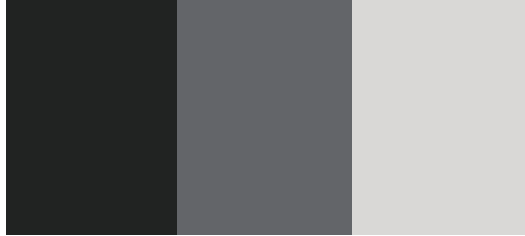
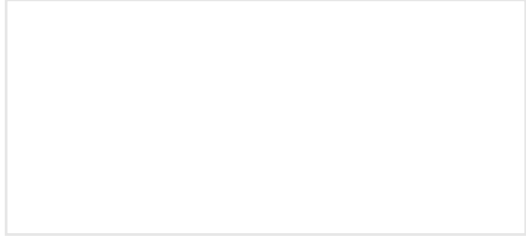


Watermarks

4.3 Color Palette – Proportions



4.3.1 Color Psychology + Usage

CIONIC Blue	Shades of Blue	Activation Green	Tech Grays	Pure White
				
COLOR MEANING & PURPOSE	COLORS' MEANING & PURPOSE	COLOR MEANING & PURPOSE	COLORS' MEANING & PURPOSE	COLOR MEANING & PURPOSE
The main color in our core palette, CIONIC Blue is the keystone to our brand identity. It's energizing, yet somehow calming— and doesn't have to flaunt its strength.	In western culture, blues create a feeling of approachability and familiarity. The belief that blue is "masculine" is no more; but rather it's a color that captures the dynamism of humanity itself. The lighter shades promote lightness and hope, while the darker shades indicate richness, depth, and build trust.	This energizing green is crazy effective at inspiring action. In western culture, green means GO. This shade in particular has a certain "grit" to it. Our intention is to invite our customers to dig deep and find that grit to achieve their mobility goals.	These shades of gray purposefully never reach the full depth of black— which is reserved for our product. Grays are a nod to technology, as well as the clean, impartial nature of empirically sound research.	White is CIONIC's best friend. It represents empirically-based innovation; it's light, clean, and should have a very significant presence on everything we produce. When in doubt, use more.
USAGE	USAGE	USAGE	USAGE	USAGE
Feel free to use anywhere besides large bodies of text.	Primary and secondary titles, backgrounds, accent color for all products, secondary CTA's, etc.	Activation Green is our cherished Call to Action Color. <i>Do not use for anything else.</i> Protect it with your LIFE. :)	These will be the designated colors for large bodies of text, depending on the background color. They'll add to legibility without being too stark of a contrast to the rest of the brand. Be careful not to use too many blocks of dark color. It will help to reserve those for items we want to "hero."	Primary background color. **Use a shade of white (like #FBFBFB) for text on blocks of dark color, so that it appears white to the eye but isn't as harsh as pure white would be.**

1

Sans Serif Font for Titles and Subtitles

Font Name: "Forma DJR" - Adobe Fonts
Title Weights: Bold or Extra Bold; Subtitle Weights: Light–Medium
Tracking: 0



Approved colorways - light BG

Approved colorways - dark BG

2

Serif Font for Subtitles

Font Name: "New Spirit" - Adobe Fonts
Weights: Regular
Tracking: 0

Note: To differentiate subtitles and bodies of text, subtitles should always be larger in size than bodies of text.



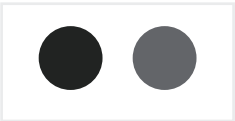
Approved colorways - light BG

Approved colorways - dark BG

3

Sans Serif font for Bodies of text

Font Name: "Forma DJR" - Adobe Fonts
Weights: Regular; never bolder than Medium
Leading: 1.5x
Tracking: 50 (slightly spaced)



Approved colorways
light BG

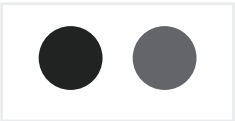


Approved colorways
dark BG

4

Serif font for Bodies of text

Font Name: "New Spirit" - Adobe Fonts
Weights: Regular
Tracking: 0



Approved colorways
light BG

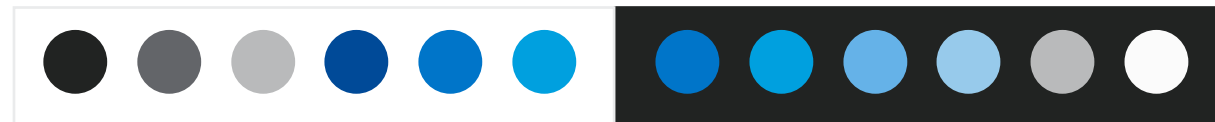


Approved colorways
dark BG

4.4.1 Special Cases Typography - Use only when defaults are not available

1 Special Case Title Font

Font Name: "League Spartan" - Google Font
Title Weights: Bold; Subtitle Weights: Light–Medium
Tracking: 0



Approved colorways - light BG

Approved colorways - dark BG

2 Special Case Font for Subtitles

Font Name: "Shippori Mincho" - Google Font
Weights: Medium
Tracking: 0

Note: To differentiate subtitles and bodies of text, subtitles should always be larger in size than bodies of text.

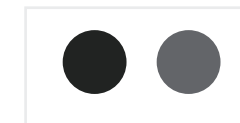


Approved colorways - light BG

Approved colorways - dark BG

3 Sans Serif font for bodies of text

Font Name: "League Spartan" - Google Font
Weights: Light; never bolder than Regular
Leading: 1.5x
Tracking: 0



Approved colorways
light BG



Approved colorways
dark BG

4 Serif font for Bodies of text

Font Name: "Shippori Mincho" - Google Font
Weights: Medium
Tracking: 0



Approved colorways
light BG



Approved colorways
dark BG

4.4.2 Typography in Action

Walk with confidence:

CIONIC means mobility.

The Cionic Neural Sleeve is controlled by the CIONIC app, allowing you to easily customize your mobility treatment, gain insight into your progress, and share data with your healthcare team.

CIONIC means mobility:

Walk with confidence.

The Cionic Neural Sleeve is controlled by the CIONIC app, allowing you to easily customize your mobility treatment, gain insight into your progress, and share data with your healthcare team.

4.5 Patterns

All patterns will be medium-to-low contrast, by design. CIONIC loses its authenticity when elements are too stark, flashy, or random. We want to inspire action and movement; reflect intentionality and ease of use; and promote the benefits CIONIC provides.

Patterns can exist over a solid background or a gradient.

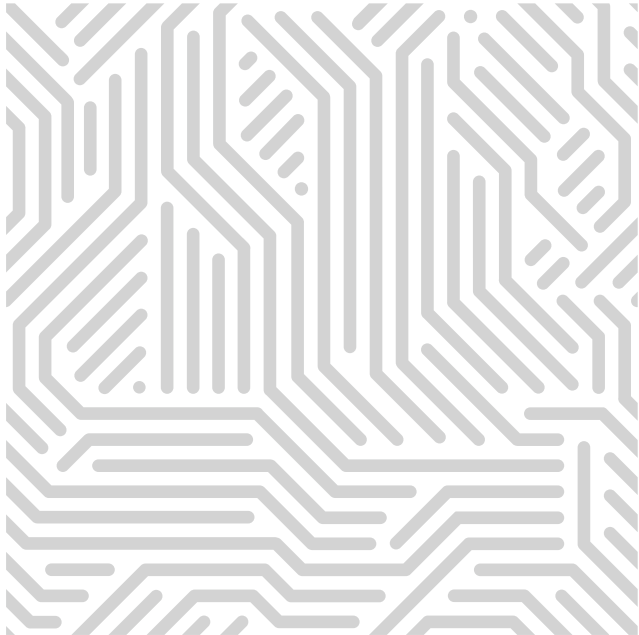
Any pattern that underlays text must be low contrast for the best legibility.

Activation Green is not an acceptable background color for anything besides buttons.

****Besides on social media, these 2 patterns are never to be shown in the same frame.****

These are simply two options for patterns that are on brand.

Use with **any color:**
(Besides Activation Greens, of course)



Seamless pattern; scalable to your heart's content.

This pattern works oriented as shown

OR

Feel free to rotate this pattern to your liking, keeping in mind that in the West, fast diagonal lines trending up and to the right signify forward progress.

Pattern for Tech Gray elements only:



Seamless pattern 2; also scalable

This pattern works oriented as shown

OR (Day Studios' reco):

Once you have your scale established, rotate everything clockwise 45° so that the pattern trends horizontally.

(See example on the following pages.)

4.5.1 Backgrounds and Textures

All textures and backgrounds will be medium-to-low contrast, by design. CIONIC loses its authenticity when backgrounds are too busy, contrasting, or irrelevant to the brand. We want to inspire action and movement; reflect intentionality and ease of use; and promote the benefits CIONIC provides.

Textures can exist under a solid color or a gradient.

Any background that underlays text must be low contrast for the best legibility.

Please note that **Activation Green** is never an acceptable background color for anything besides buttons. The ONLY exception to this is if you were to create a massive Call to Action section, for example on a website. As a rule of thumb— anywhere Activation Green shows up in large quantities, our focus will be ***action related primarily to buying.***

Last, while it's not a hard and fast rule— we recommend only using the wavy background on elements that are gray.



Background 1

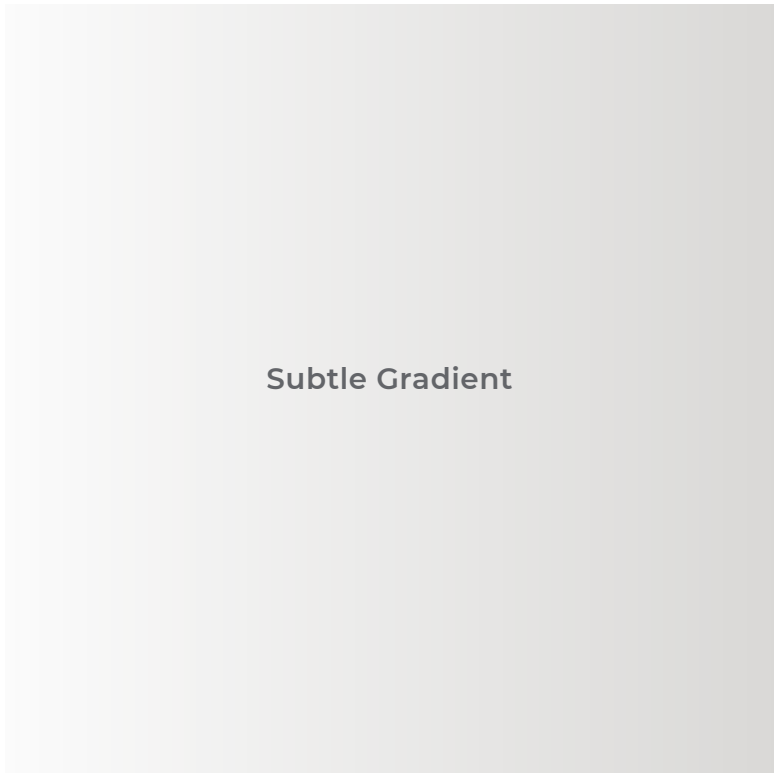


Texture 1

4.6 Gradients

The following are acceptable gradients, but **feel free to create other combinations**, as long as the gradient is mid-to-low contrast, keeping text legibility top of mind.

Please remember that **Activation Green** is not an acceptable background color for anything besides buttons.



4.7 Calls to Action

1

Primary Calls to Action

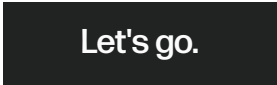
- Always Activation Green(s). No exceptions.
- Solid background or 2pt outline is approved; gradient or solid color.
- Squared corners.
- Align according to the text justification that precedes it.
- Different scenarios will call for all caps or not all caps. Use your best judgment– no one wants to feel yelled at. :)
- Color of the text will depend on graphical application. Again, use your best judgment– keeping legibility top of mind.



2

Secondary Calls to Action

- Always a visible color from the palette– keeping legibility top of mind.
- Solid background or 2pt outline is approved; gradient or solid color.
- Squared corners. Adequate padding and spacing around the button matter. A lot. When in doubt, use more.
- Align according to the text justification that precedes it.
- Different scenarios will call for all caps or not all caps. Use your best judgment– no one wants to feel yelled at. :)
- Color of the text will depend on graphical application. Again, use your best judgment– keeping legibility top of mind.



4.8 Iconography

The number one goal with CIONIC icons is visibility.

Keep icons simple (no complex imagery)– made of geometric shapes and lines.

Icon content should always reinforce or even enhance the copy (text) it accompanies. An icon will rarely stand alone.

- A special "call out" feature can be used to draw attention to a particular aspect of an icon, or series of icons. See right. >>
- Featured Icons can be placed over a white circle with a soft dropshadow.

Stick to 1 color when possible (2 colors, tops). The main color should be very visible against its background.

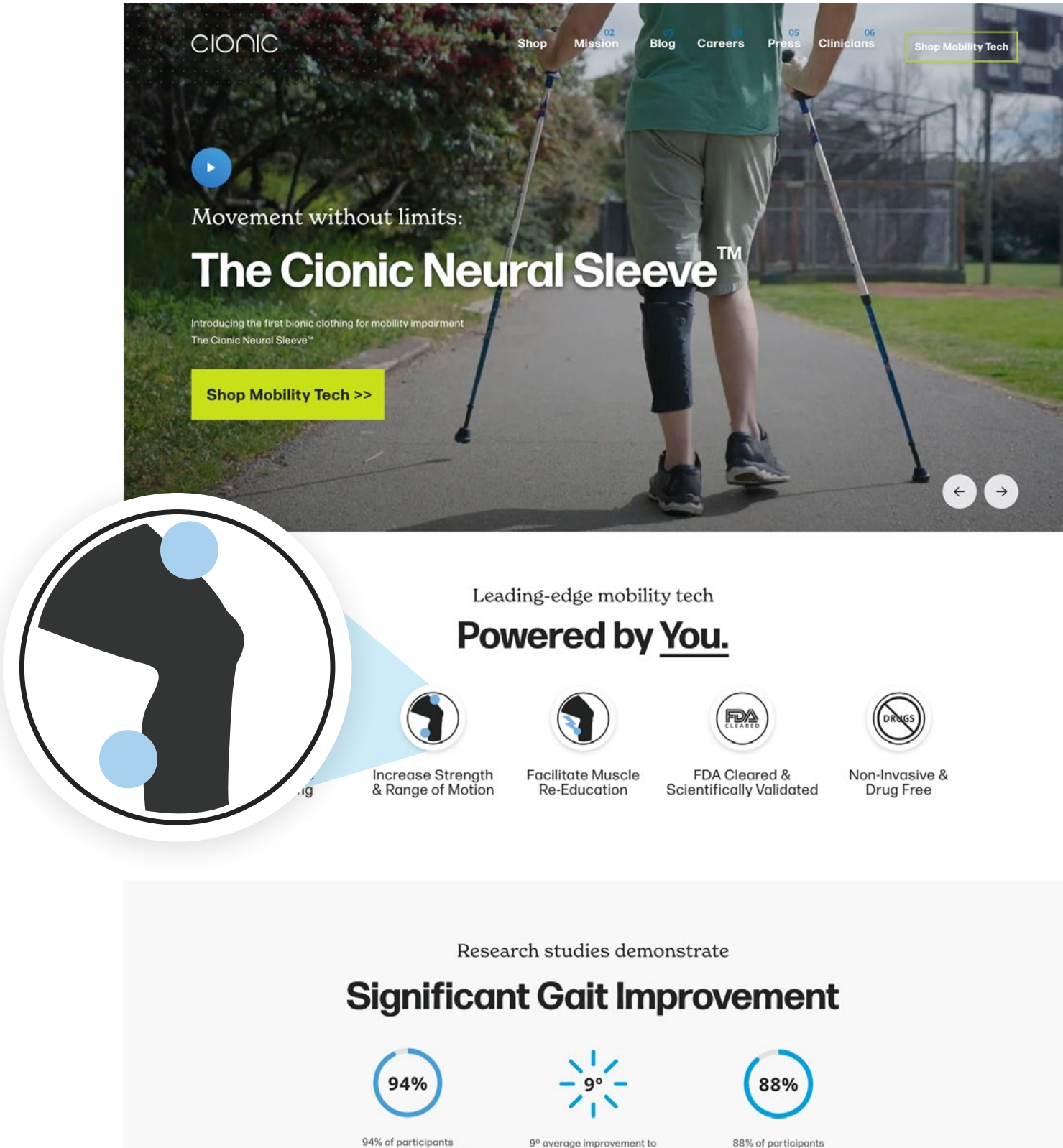
Icon size shouldn't exceed 100 x 100px.

All icons use a uniform stroke weight (where applicable) and corner radii.

Show objects from the front when possible.

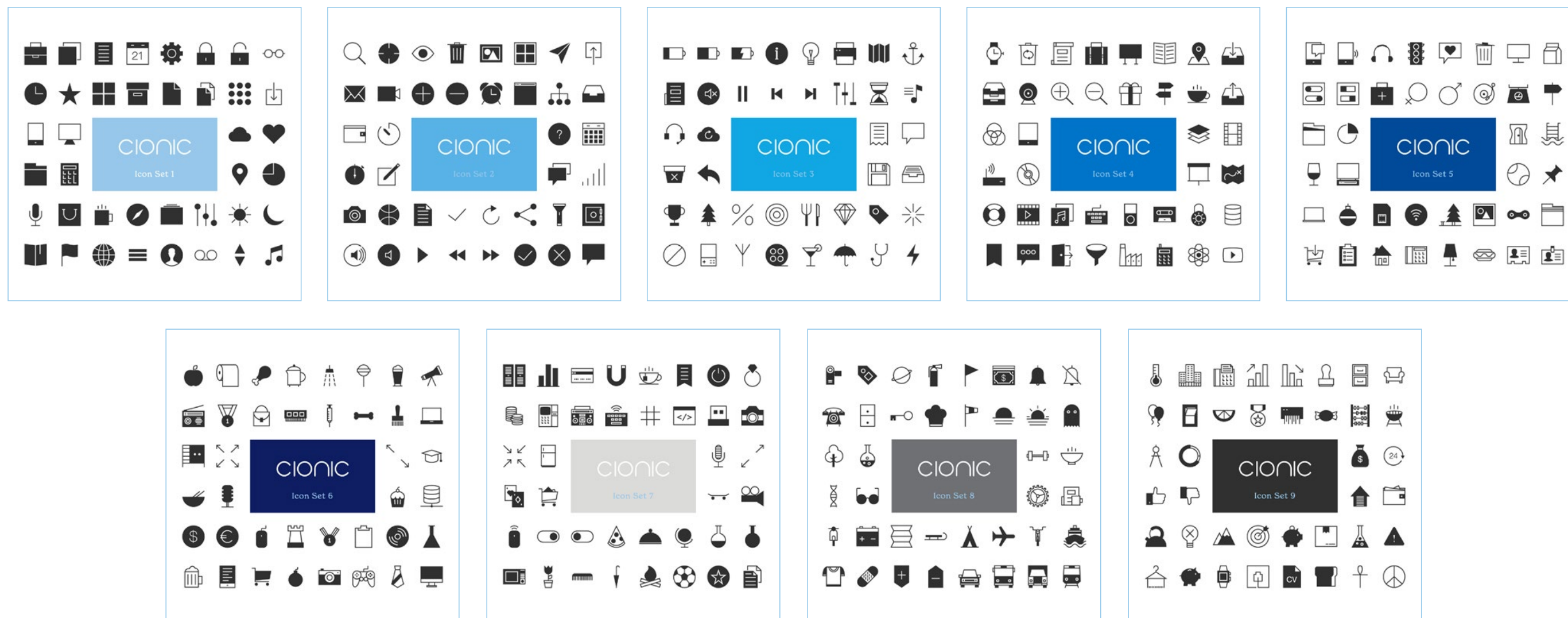
Icons can be changed to any color in our brand palette besides **Activation Green**– as long as it is visible against its background and uniform with any other icons in its immediate area.

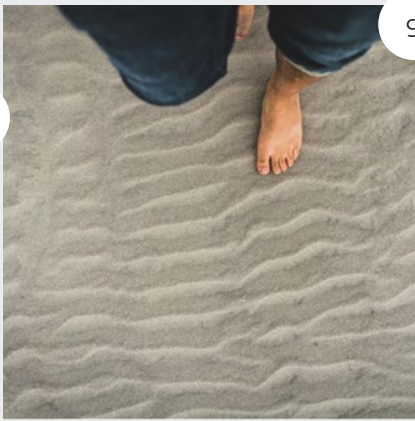
(Please note that Activation Green is never an acceptable icon color.)



4.8 Iconography

This is a preview of a vast collection of icons ready to use via Adobe Illustrator.





4.9

The Visual Essence of CIONIC

About CIONIC Imagery

CIONIC's photography should evoke emotion, and inspire our community to take action. We want to focus on images that showcase and inspire:

- Mobility + movement
- Everyday heroism + the satisfaction of overcoming their obstacle
- Empowerment + confidence
- Clarity on the path forward + their belief in their own ability

Important:

Always make sure to be conscious of representing individuals of as many races, cultures, shapes, and sizes as possible and where appropriate.

It's important that every CIONIC customer sees themselves represented in the brand. The joy of CIONIC mobility is for *all*.



Did you know?

Women are
3x more
likely than men to be
diagnosed with MS.

cionic

Find out in 2 minutes:

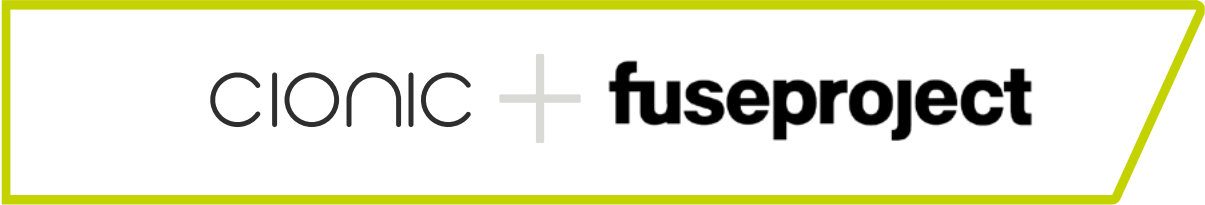
Is the Cionic Neural Sleeve™ for me?

TAKE THE QUIZ

Find out in 2 minutes:

Is the Cionic Neural Sleeve™ for me?

Take the Quiz



REMEMBER... WHAT MAKES A BRAND STRONG IS

Total Brand Continuity.

This means that the aesthetic and non-aesthetic aspects of the brand as defined in this guide need to be applied intentionally by CIONIC as a unified organization.

Adhere to these guidelines, and CIONIC is sure to shine.

CIONIC