



Our Aim

ChemoWave is designed to support and propel cancer patients through chemotherapy. By helping track mood and activity, and identify key insights, our goal is to help patients and caregivers manage the emotional and physical rollercoaster of chemo...to provide a bit of control in a seemingly out-of-control situation.

More simply, our goal is to help patients feel more good than bad.





Brand Inspiration

- The ripple is our primary visual cue – it signifies the actions & reactions of waves that break up the calm of “normal” life
- Transparent, circular, intersecting ripple shapes inspire the active engagement & digital motion
- The icon is a mash-up of the ripple form with primary app functionality and data input/output





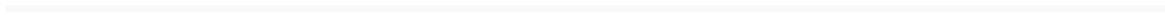
Our App – iOS Interface Standards

1. Use universally recognized imagery
2. Embrace simplicity
3. Create abstract interpretation of your main idea
4. Portray real things accurately
5. Make sure it looks good in a variety of backgrounds





Logo – Application Icon





Logo – Long Form



CHEMOWAVE



CHEMOWAVE



CHEMOWAVE



CHEMOWAVE



safe area for long form logo

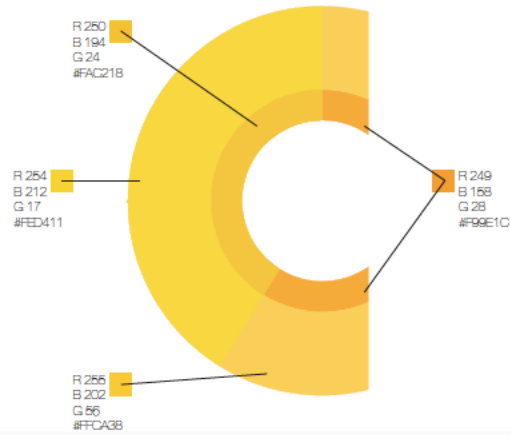


Logo Reproduction Specifications

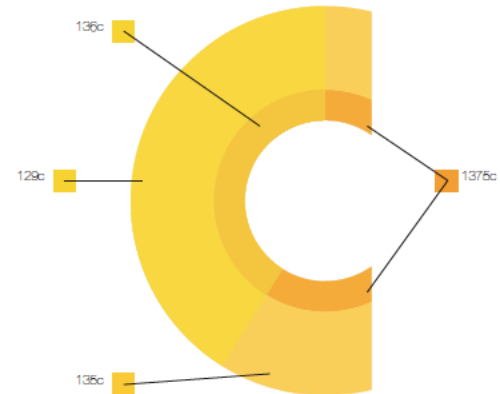


from ripple to logo.

SCREEN LOGO



PRINT LOGO





Color Usage

R 254
B 212
G 17
#FED411

R 241
B 96
G 34
#F16022

R 249
B 157
G 28
#F99D1C

R 240
B 82
G 51
#FD5233

R 245
B 129
G 32
#FB8120

R 255
B 255
G 255
#FFFFFF

Our colors are used to create a sense of energy and spur the user to act. A fun, bright color palette that pairs with our clear and intuitive design.



Color Usage



Transparency and overlap present us with nearly limitless options beyond the main palette. Just like the ripples, every color has a potential action and reaction.



Font Usage – Primary Typeface

helvetica neue medium — headline and main titles
helvetica neue regular
helvetica neue light
helvetica neue thin
helvetica neue ultrathin

thin outs primarily used for non-app executions

For readability on our color palette and mobile devices our type is handled in 2 ways



Headlines use medium

Headlines under 12pt use regular

Body copy and icon tags use light

Body copy and icon tags use light



Font Usage – Secondary Typeface

*Also the ChemoWave logotype, CODE's round form presents a nice brand fit & good option for static headlines and non-app marketing.
Complete CODE font family is \$49.*

STATIC HEADLINE.

CODE BOLD

STATIC HEADLINE.

CODE LIGHT

STATIC HEADLINE.

CODE LIGHT

CODE BOLD AS A HEADLINE

CODE BOLD LIGHT AS A SECONDARY HEADLINE

Our standard content font (helvetica neue light) as a body font. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam nec rhoncus orci. Ut id lorem eget massa finibus convallis. Ut orci orci, porttitor in dui ultricies, porttitor maximus eros. Proin at eros a risus consectetur gravida. Suspendisse ante tellus, porttitor ac justo sed, convallis vehicula ex. Aenean consectetur nisi fermentum lectus imperdiet convallis. Pellentesque blandit imperdiet ante, et consectetur lacus fringilla ac. Etiam id risus nunc. Cras at sem et odio posuere euismod id in turpis. Proin vitae lectus leo. Proin arcu velit, imperdiet vitae tincidunt eget, luctus at dui. Nam ultricies dui ut gravida efficitur.

CODE BOLD AS A HEADLINE

CODE BOLD LIGHT AS A SECONDARY HEADLINE



Icon Set – Main



eating



exercise



entertainment



routine



symptoms



graphs



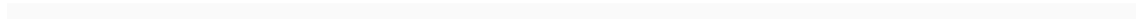
medicine



appointments



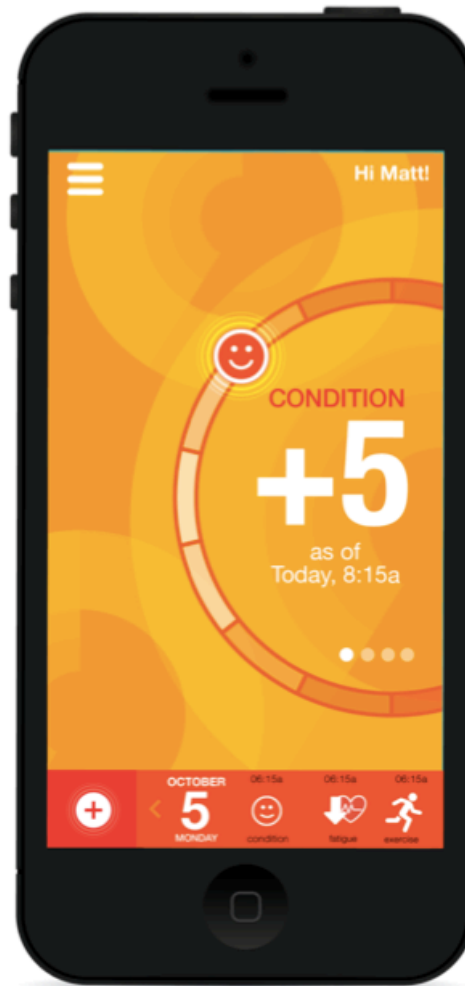
mood





Preliminary Screen Design – Load





ChemoWave propels patients through their chemotherapy program with a set of easy-to-use tools designed to help control the ups and downs of their experience.