



# **ChemoWave**

## Brand ID Development & Guidelines



## 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.

Simply stated, we want to help patients feel “more better, less worse.”





## 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





## Brand Voice

We're here to help. Consider us your virtual advocate. Not a magical device that will automatically make you feel better, but a companion to help you do everything in your power to feel better. And "better" revolves around you and how you feel. The better your input, the better your chance of powering through chemotherapy with a sense of control. A better sense of knowledge. More motivated human, less helpless victim. More person, less patient. More up than down.

Bottom line, we're here to help you feel better. And avoid feeling worse.





# Content & Communication

- Most content / communication delivered via simple, intuitive graphics that signify “better” & “worse”... “up” or “down”
- Easy-to-input graphic content especially relevant to a user who may be drugged, fatigued & easily confused or angered
- Iconic content is universally inviting for cross-generation & multi-lingual markets
- When communicating by written word, ChemoWave is...
  - friendly & authentic
  - conversational yet professional
  - proactive without being invasive
  - helpful & insightful







## Logo – Application Icon



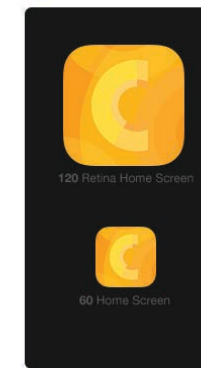


# Logo – iOS Icon Versions

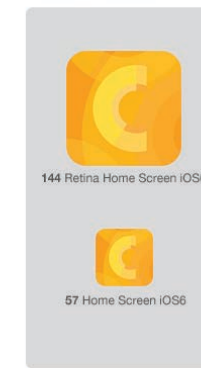


1024 Retina App Icon for App Store

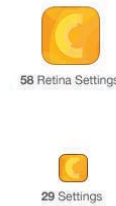
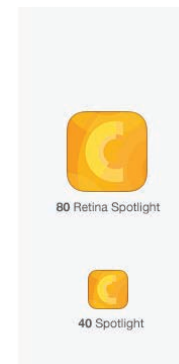
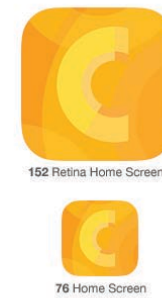
## iPhone



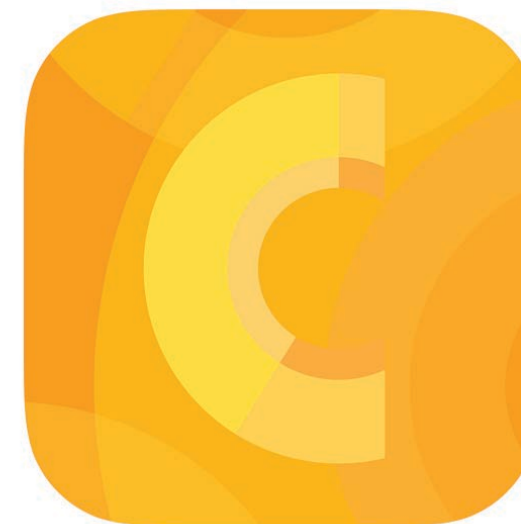
## iOS 6 Sizes



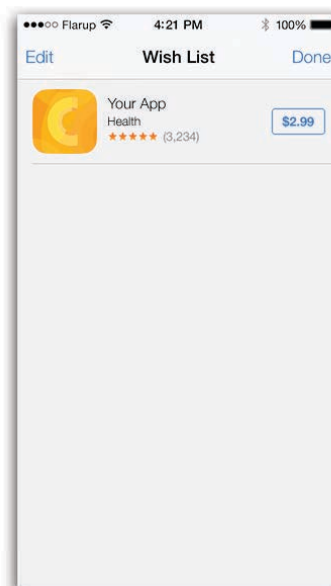
## iPad



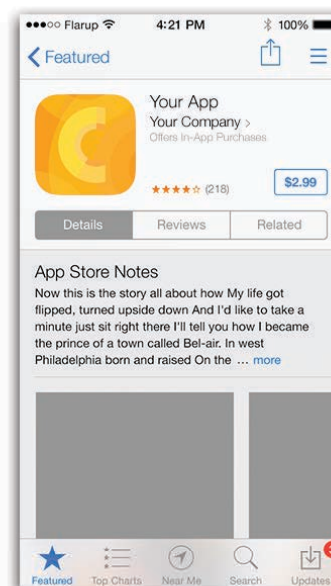
## iOS 6 Sizes



512 App Icon for App Store



App Store Wish List



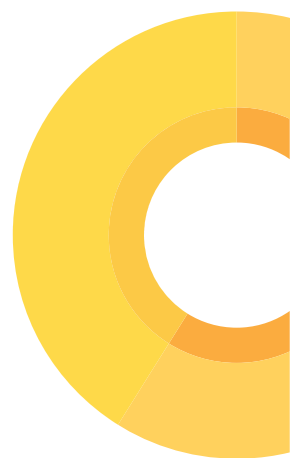
App Store App



Home Screen



## Logo – Long Form



CHEMOWAVE



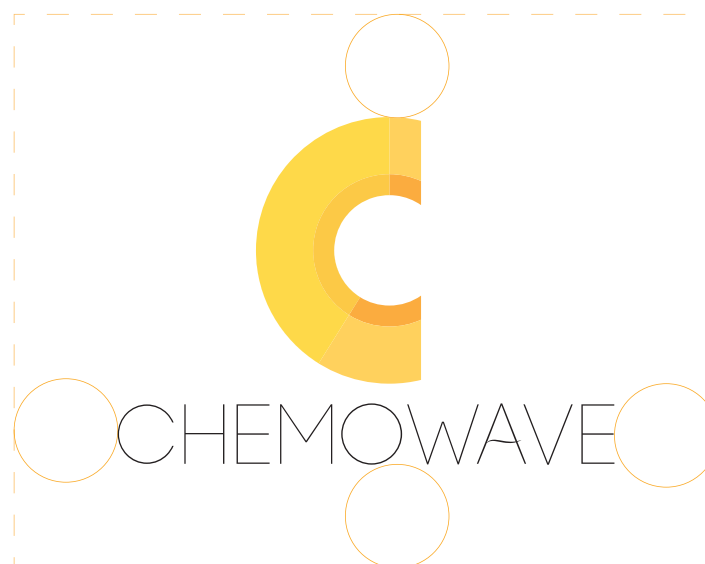
CHEMOWAVE



CHEMOWAVE



CHEMOWAVE

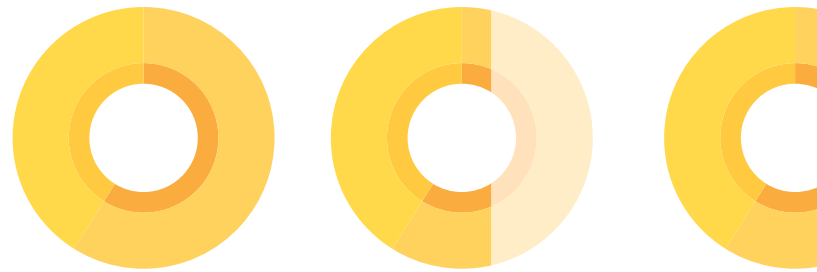


safe area for long form logo



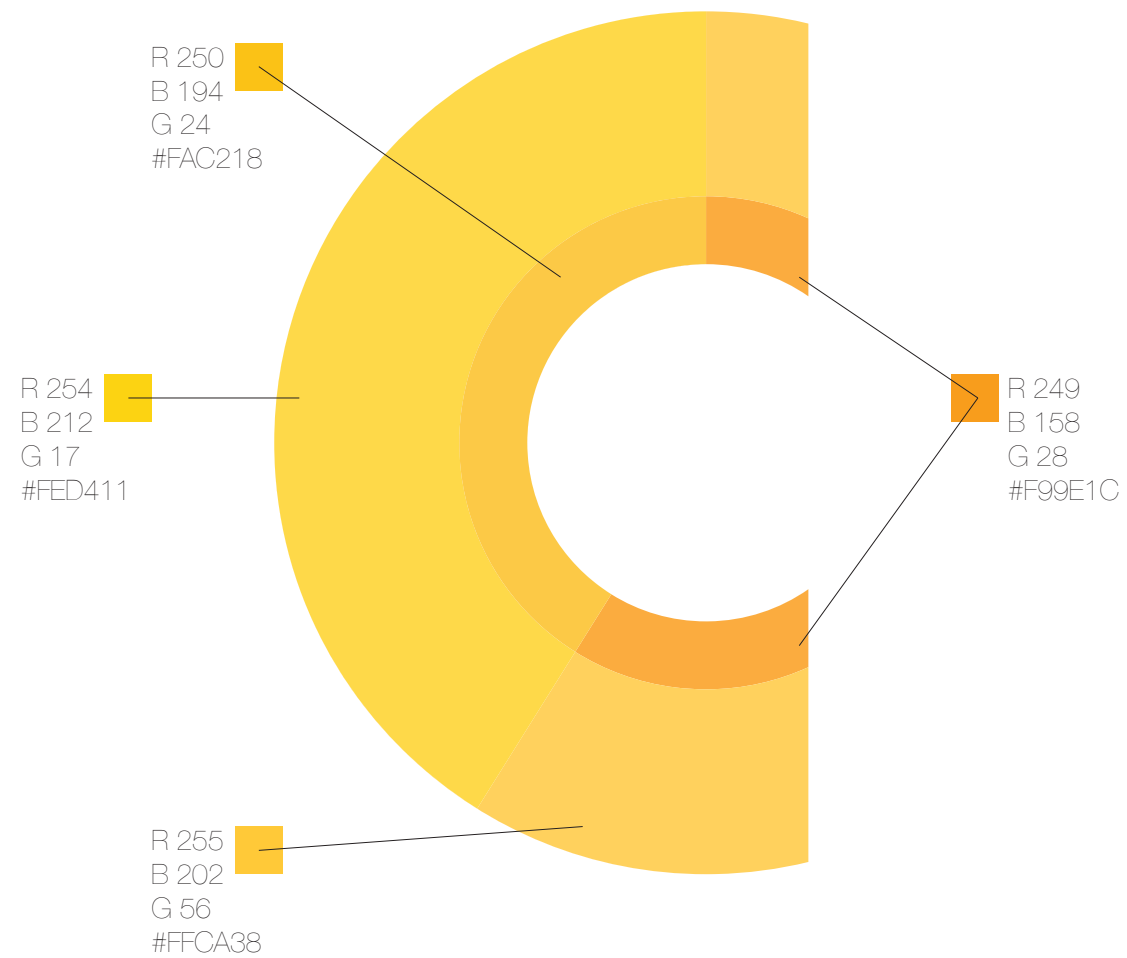


# Logo Reproduction Specifications

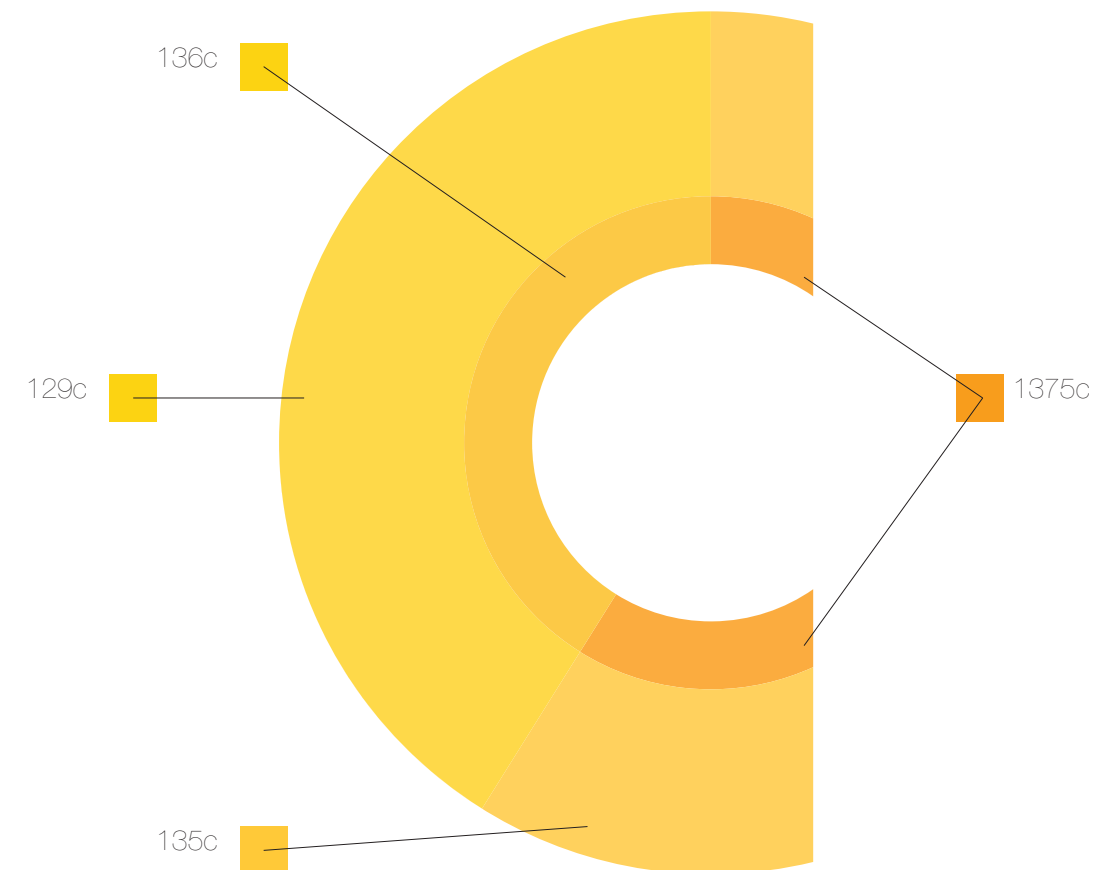


from ripple to logo.

## SCREEN LOGO



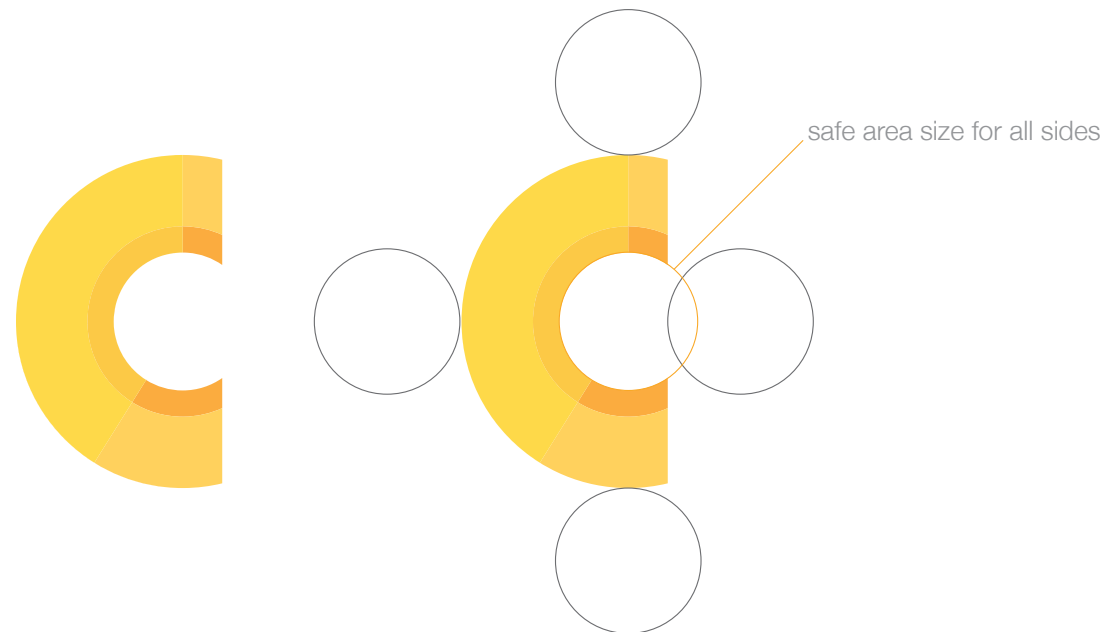
## PRINT LOGO





# Logo Usage

as a logo mark



Ex. text can be no closer than this



b/w version used in print ONLY as last option



# 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  
#F05233

R 245  
B 129  
G 32  
#F58120

R 255  
B 255  
G 255  
#FFFFFF

Our colors are used to create a sense 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**

*thin cuts primarily used for  
non-app executions*

helvetica neue thin

helvetica neue ultrathin

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

white on  
dark colors

black on  
light colors



snack



meal



drink

**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



## Icon Set – Exercise



biking



hiking



workout



stretching



sports



run



swimming



yoga



walk



# Icon Set – Meal



snack



meal



drink



## Icon Set – Routines



get mail



drive



clean



get a gift



nap



yard work



family time



go outside



grocery shop



massage



spiritual



meditate



phone call



school



work



hair cut



walk the dog



bath





# Icon Set – Entertainment



movie



concert



play



music



video games



reading



hobby



gardening



tv



radio



party



eat out



games



date



art



## Icon Set – Overall Condition Indicators



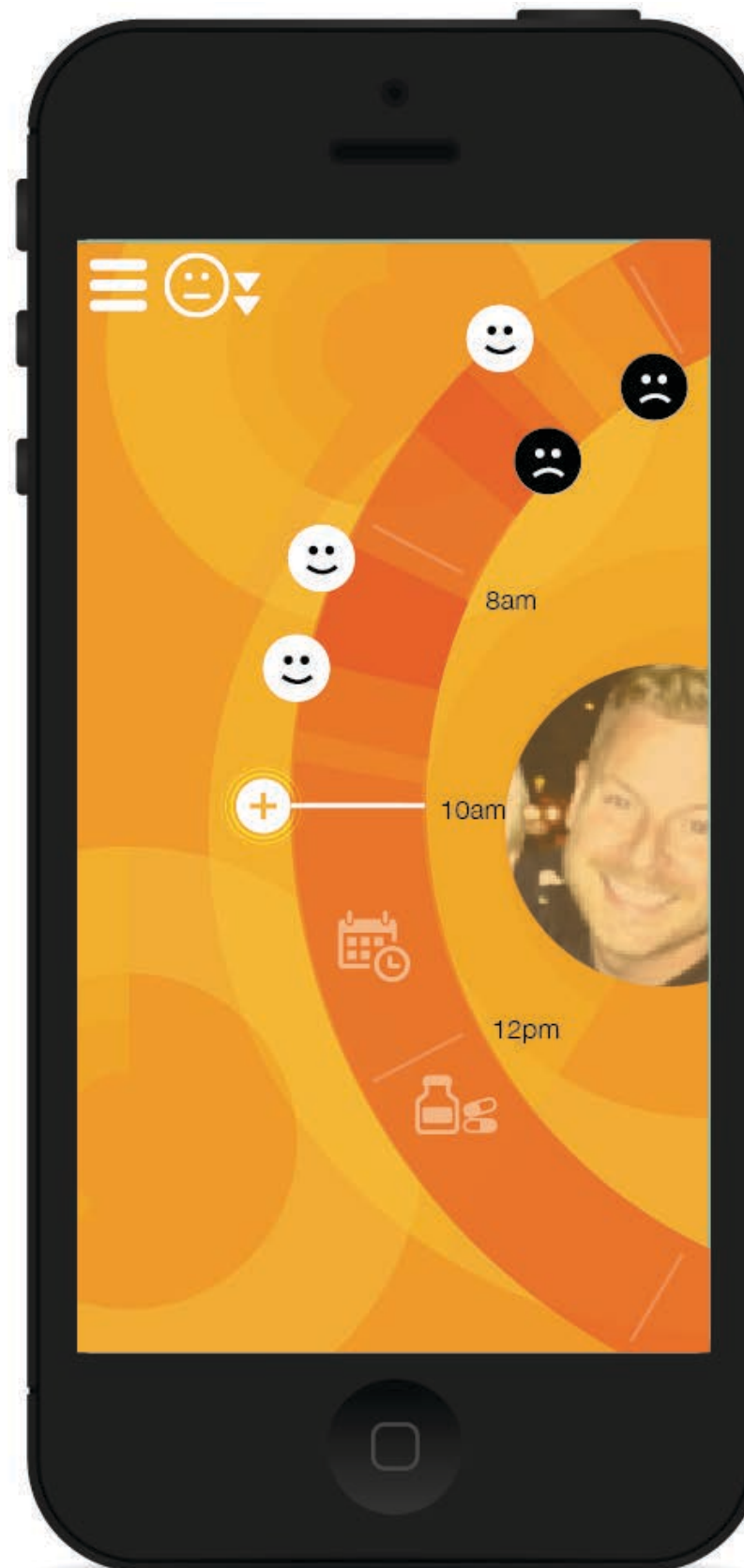


## Preliminary Screen Design – Load



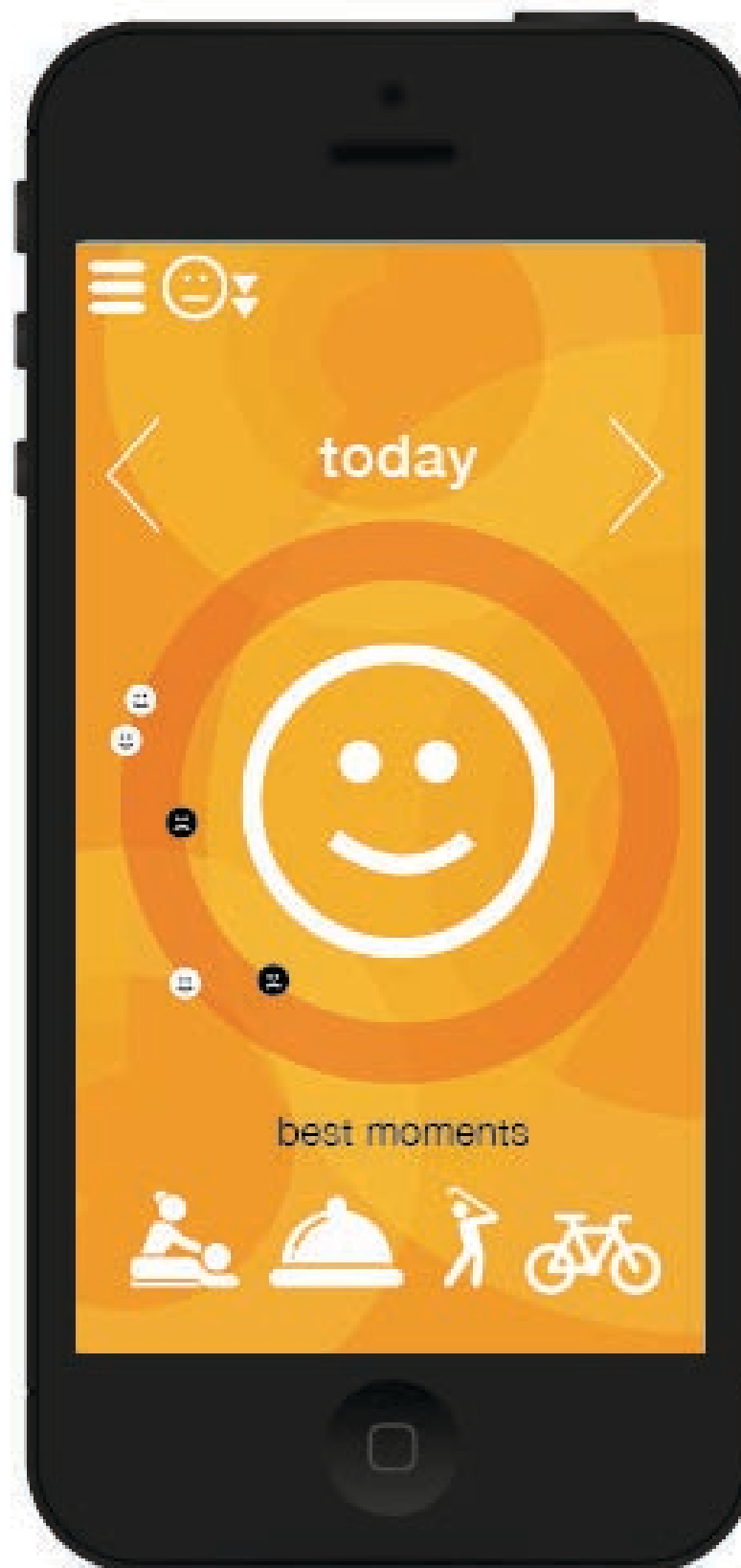


## Prelim Screen Design – Main





## Prelim Screen Design – Today View





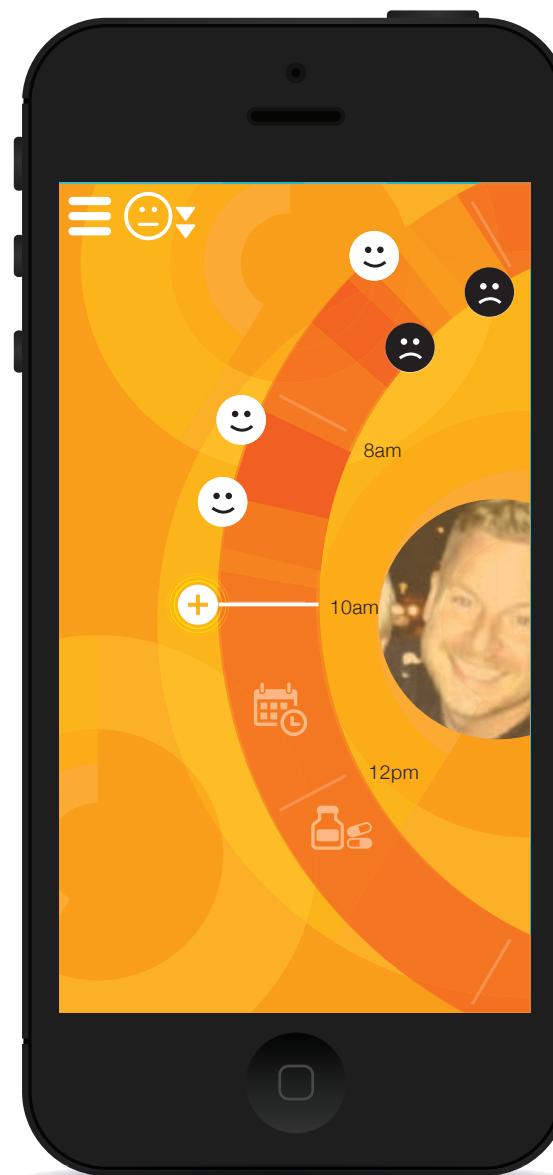


# Prelim Screen Design – Day View Detail

daily (24 hr) mood overview



closer-in day segment view



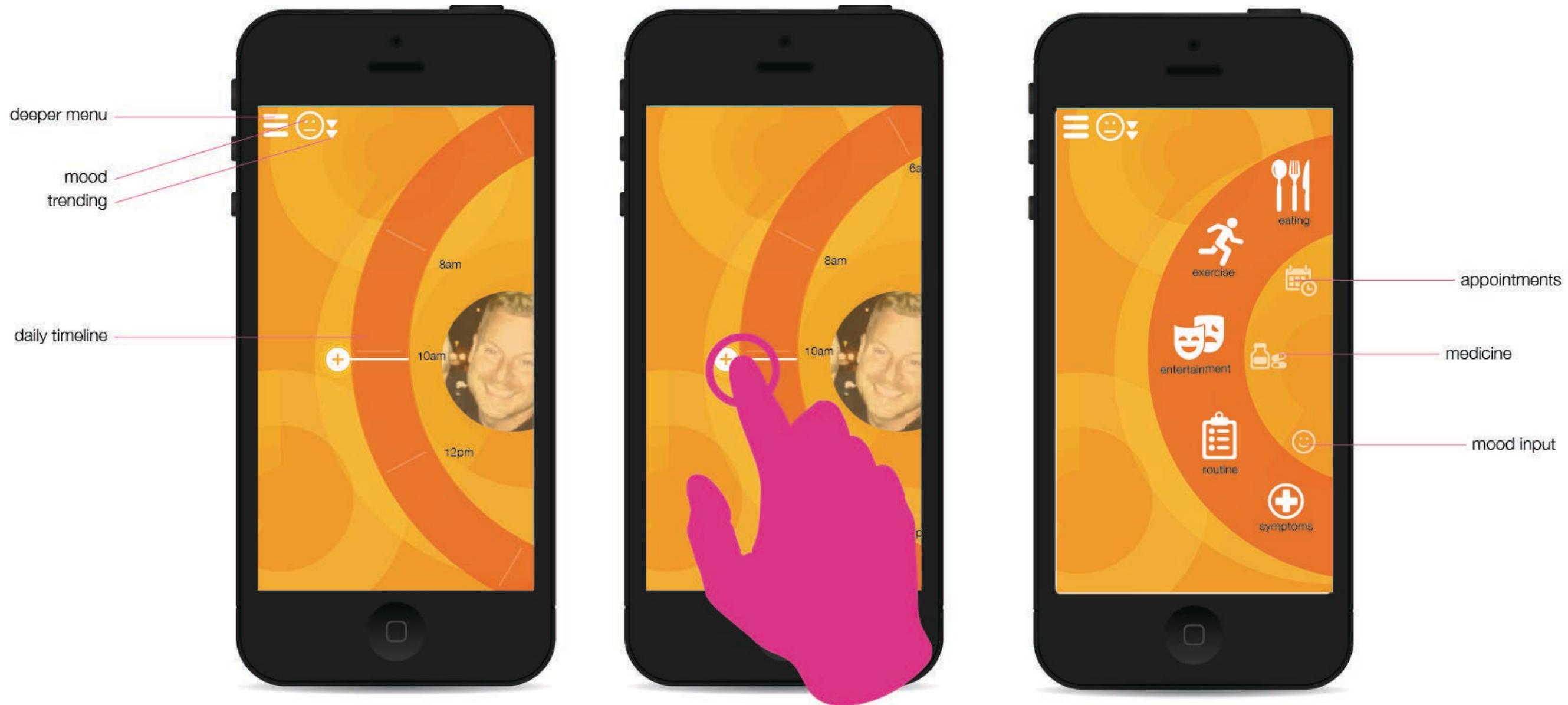
specific mood detail





# Preliminary Screen Design – Home/Input

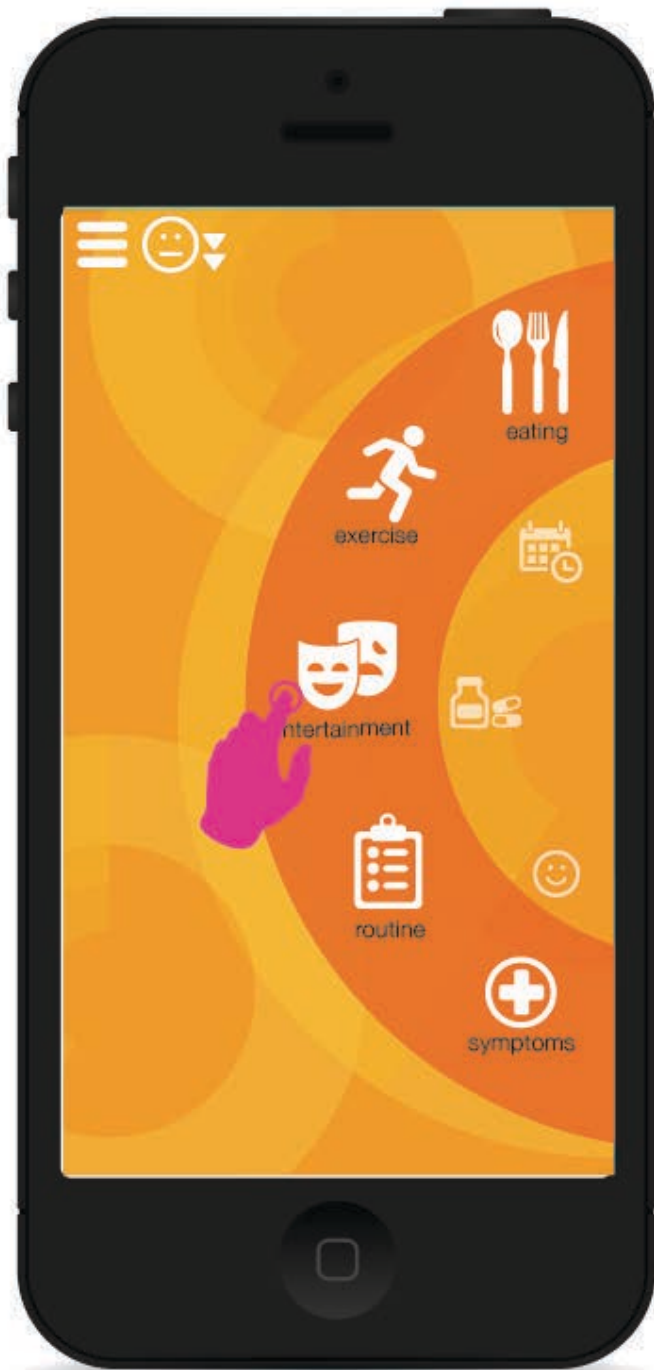
your homepage is your day timeline. click a time (always centered at “now”) and your options for input animate in over the timeline



primary & secondary input options  
make entry super-simple



# Preliminary Screen Design – Input



select main activity category



select specific activity



slide finger for data entry





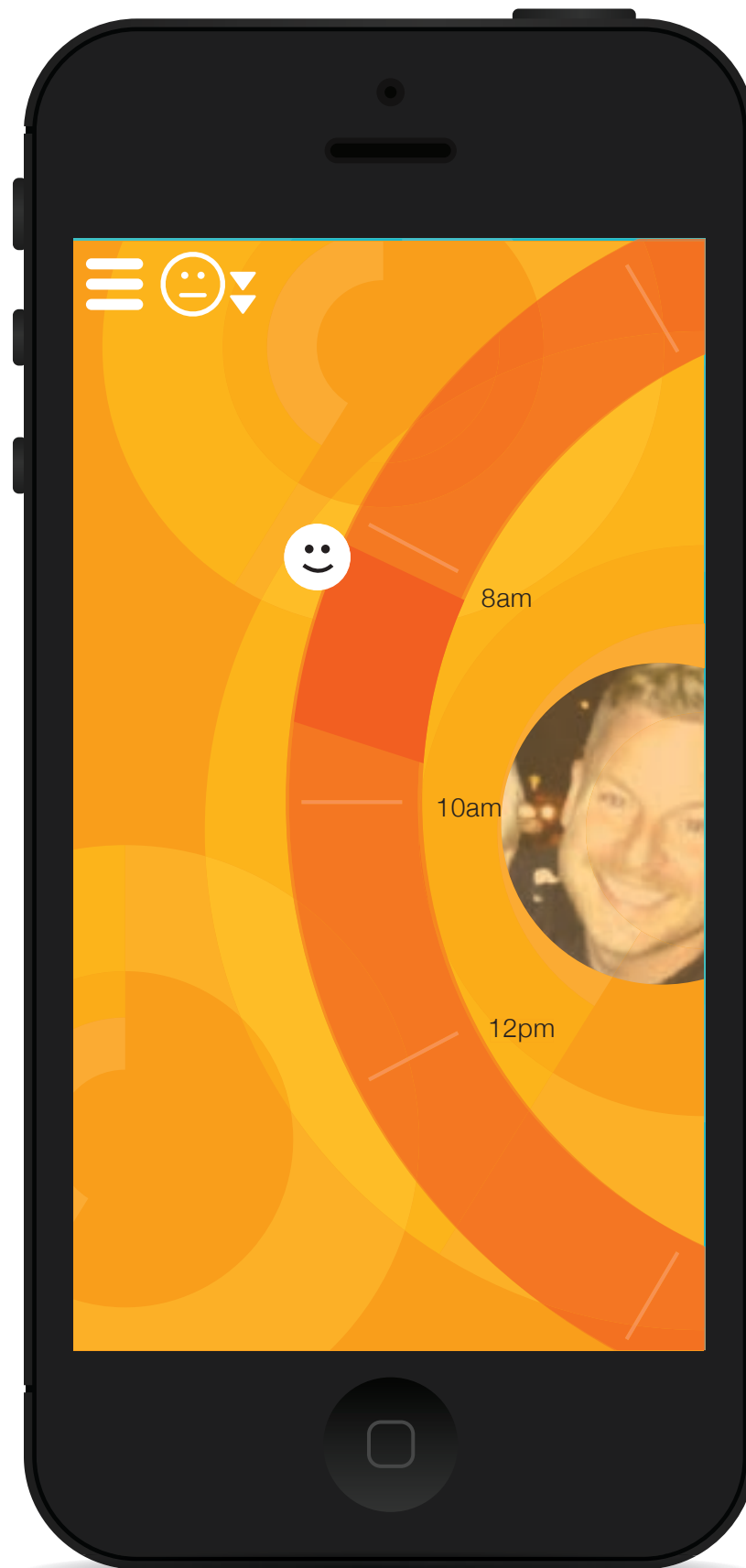
# Preliminary Screen Design – Input



gamified input makes mood entry  
relatively inviting & less complex



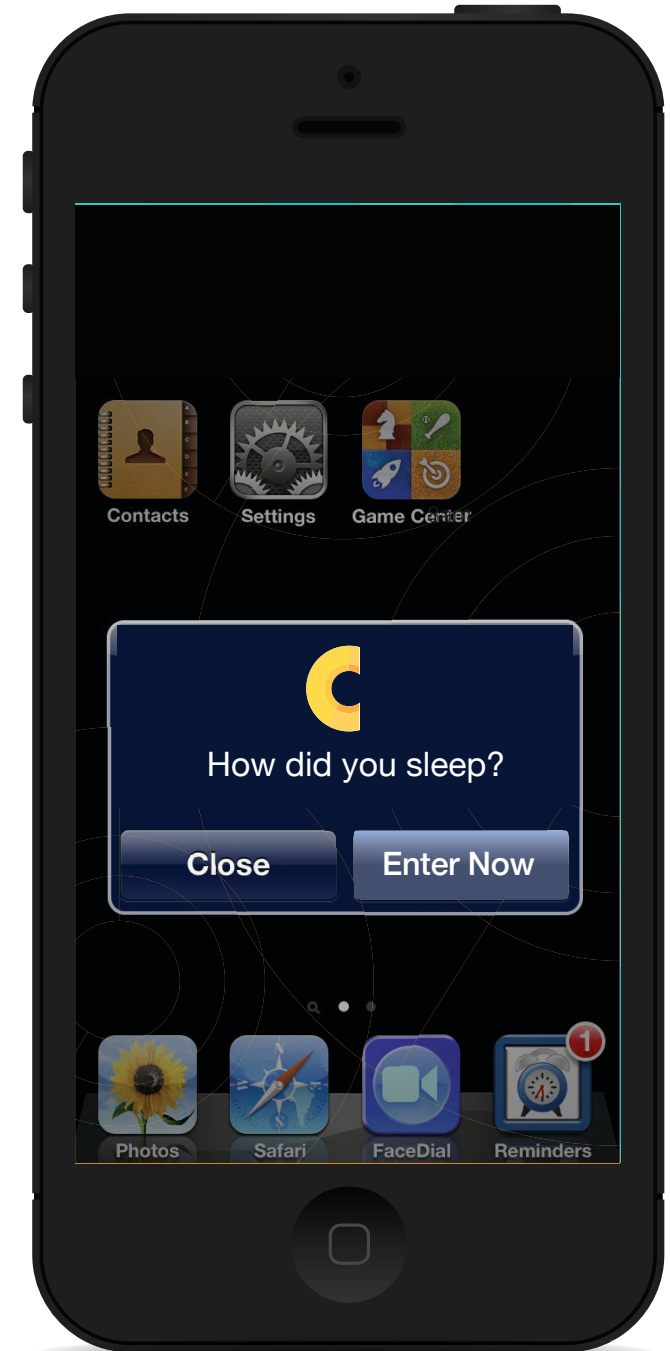
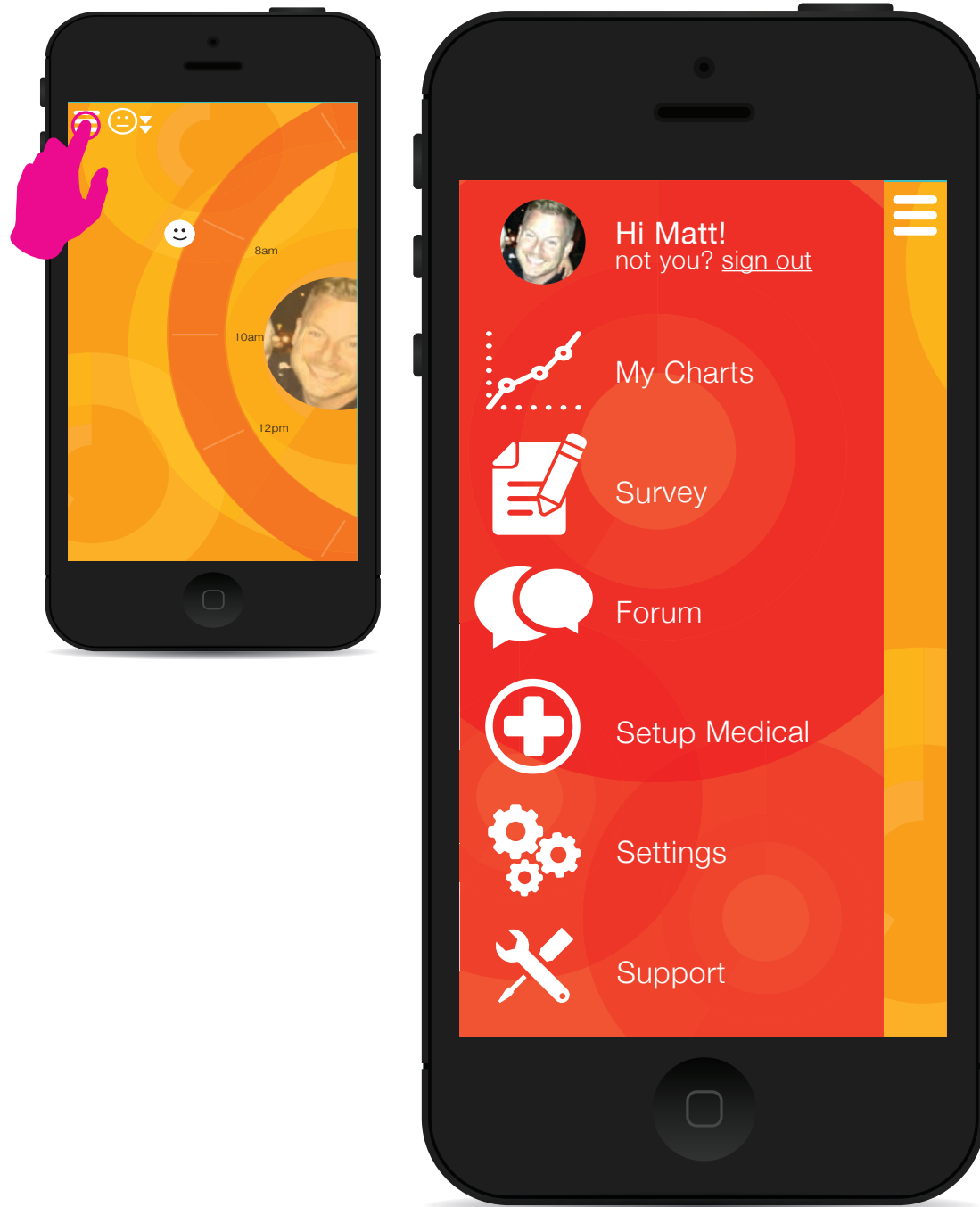
# Preliminary Screen Design – Main Mood Capture







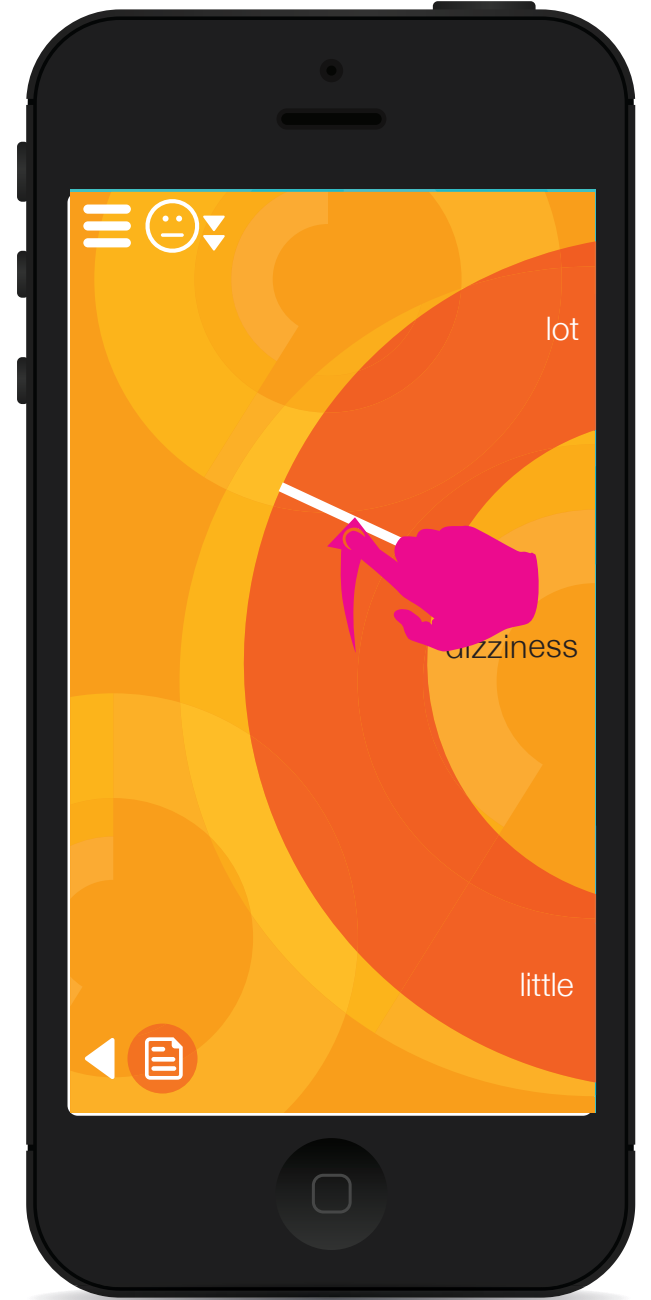
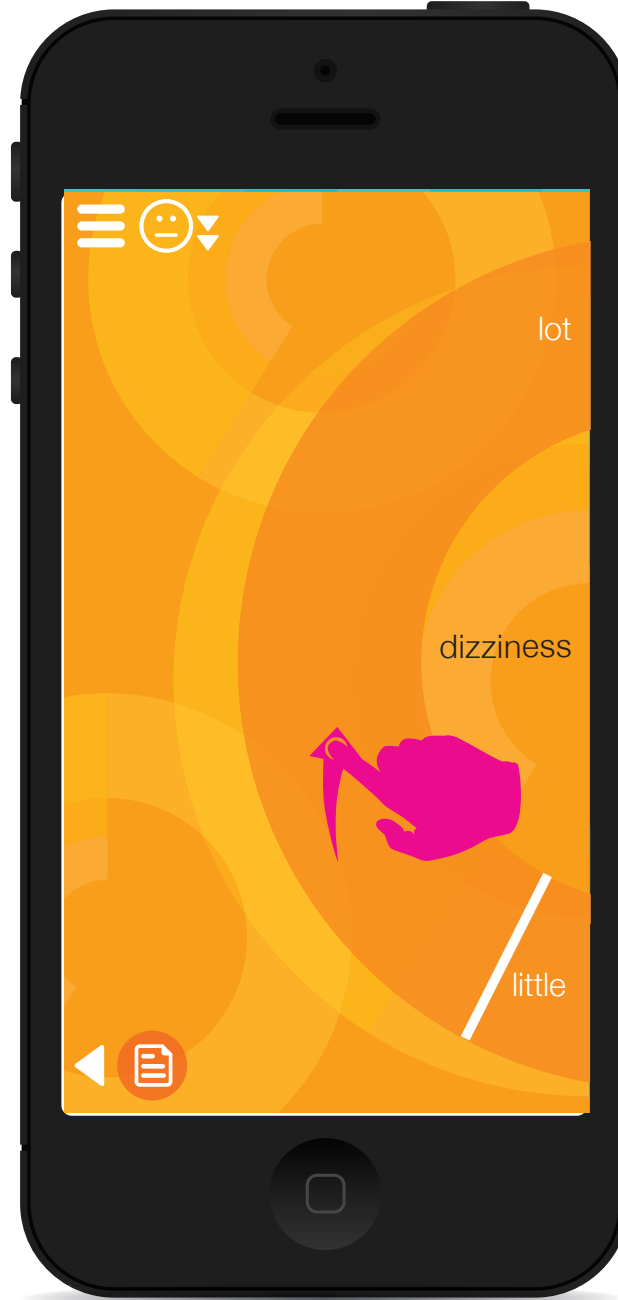
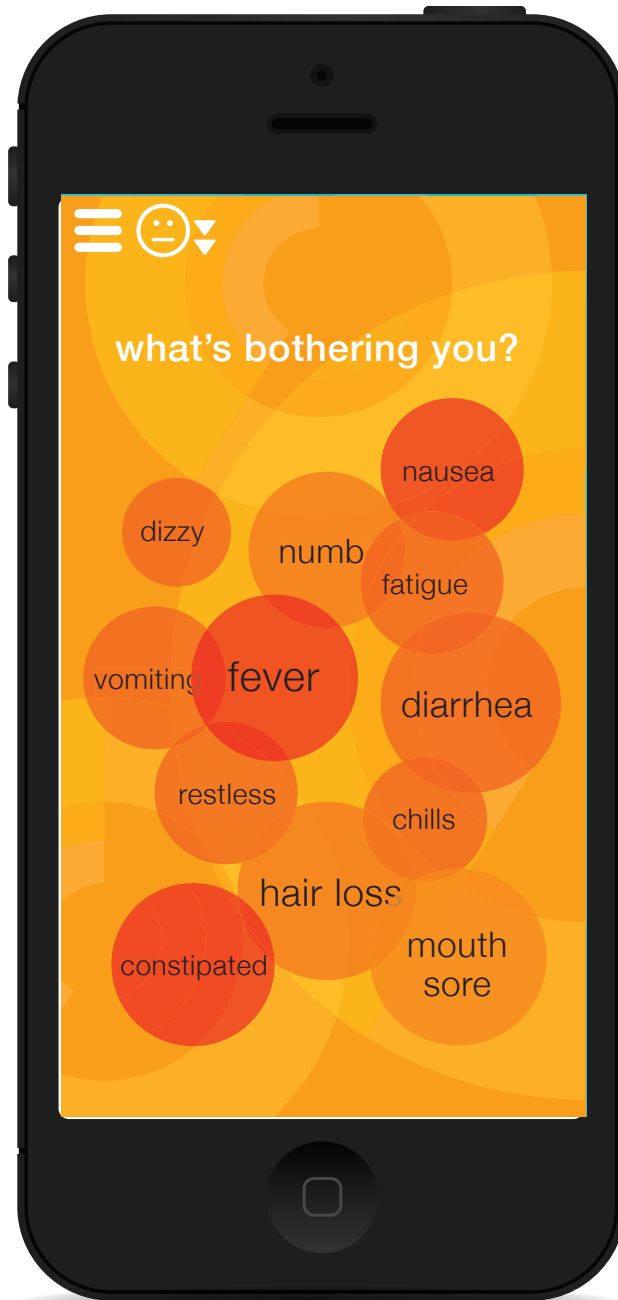
# Preliminary Screen Design – Menu & Alerts



alerts synch w/resident iPhone  
calendar/clock functionality

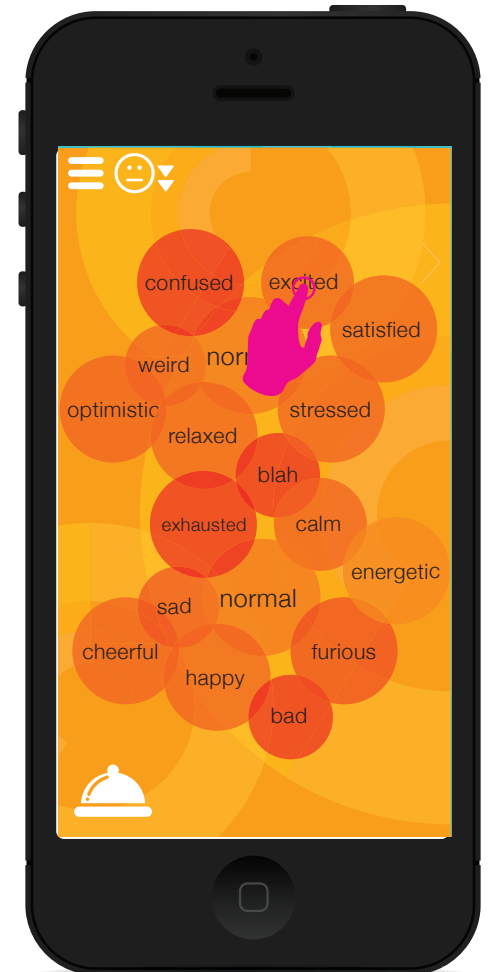
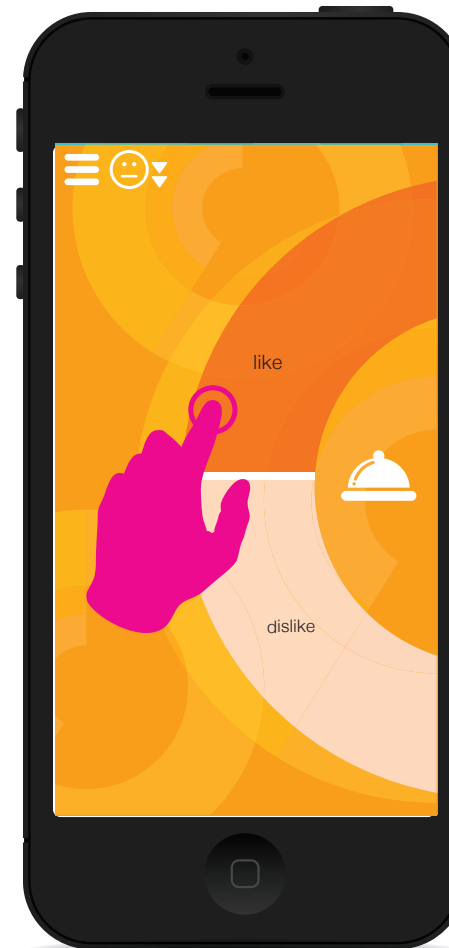
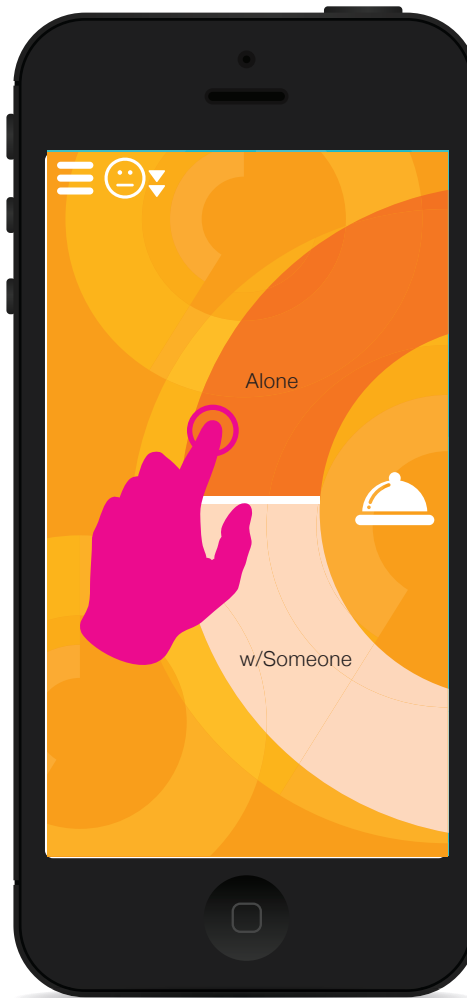


# Prelim Screen Design – Symptom Input





# Prelim Screen Design – Meal Input

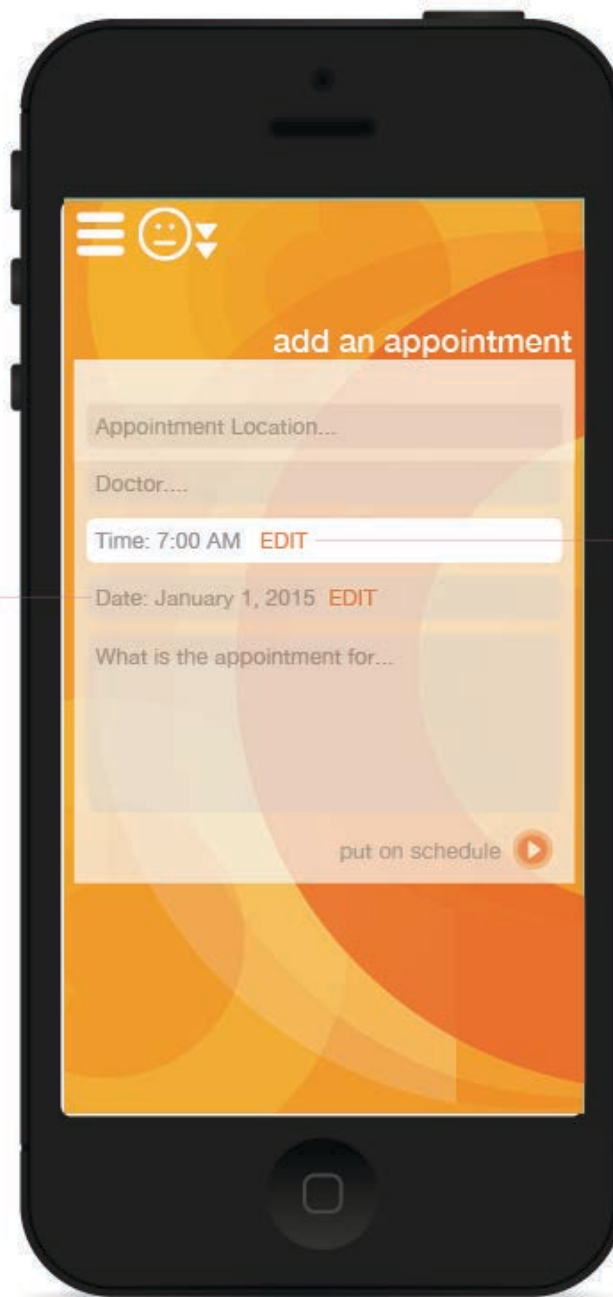


gamified input makes mood entry relatively inviting & less complex



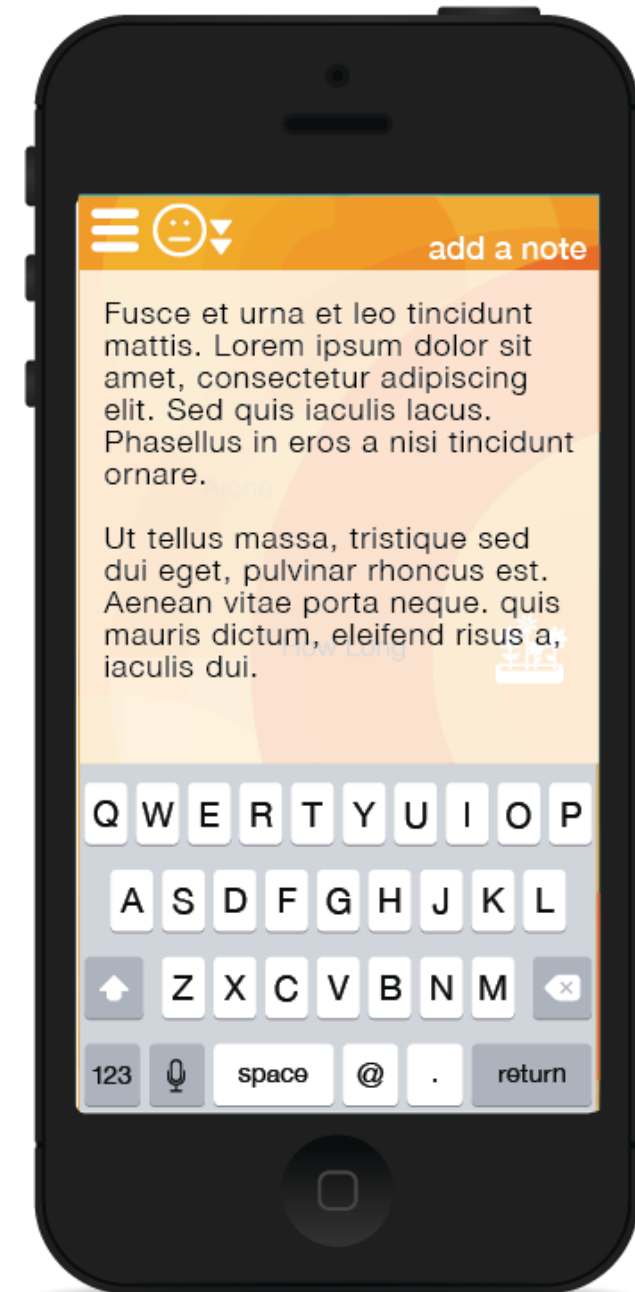


# Prelim Screen Design – Appt. / Journal Input



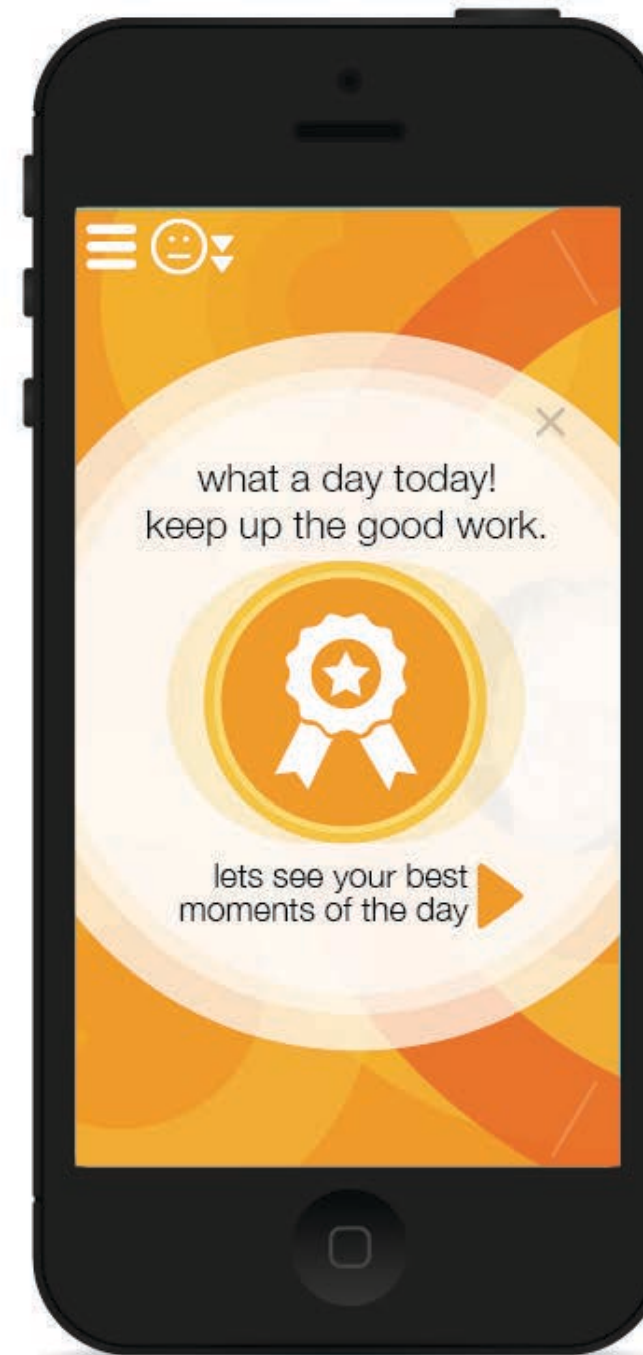
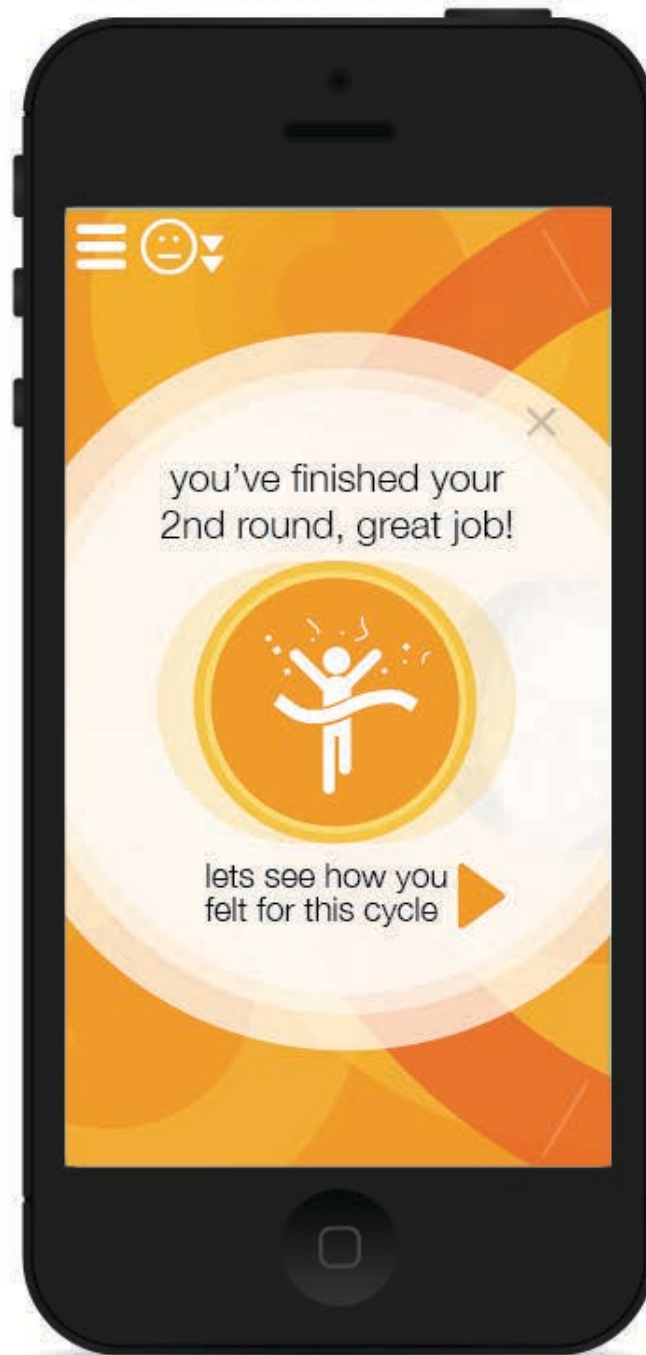
June	14	2011
July	15	2012
August	16	2013
September	17	2014
October	18	2015
November	19	2016
December	20	2017

Sun Sep 15	12	45
Mon Sep 16	1	50
Tue Sep 17	2	55 AM
Today	3	00 PM
Thu Sep 18	4	05
Fri Sep 19	5	10
Sat Sep 20	6	15





## Preliminary Screen Design – Rewards



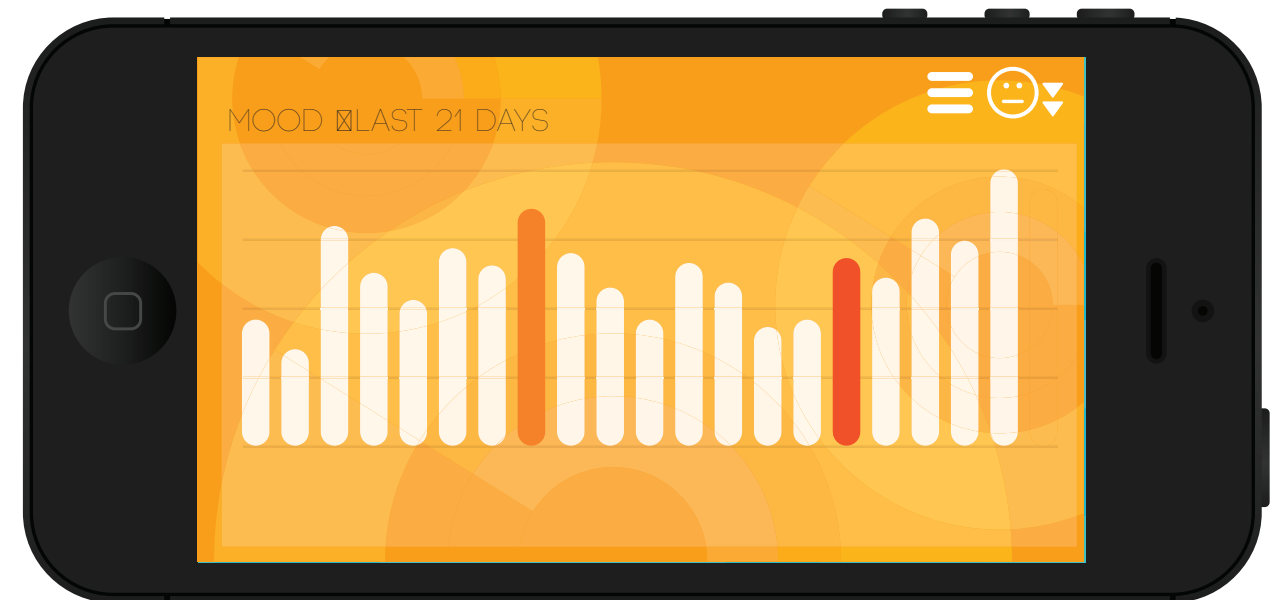


# Prelim Screen Design – Charts/Output

overall view of main charts (you choose??)

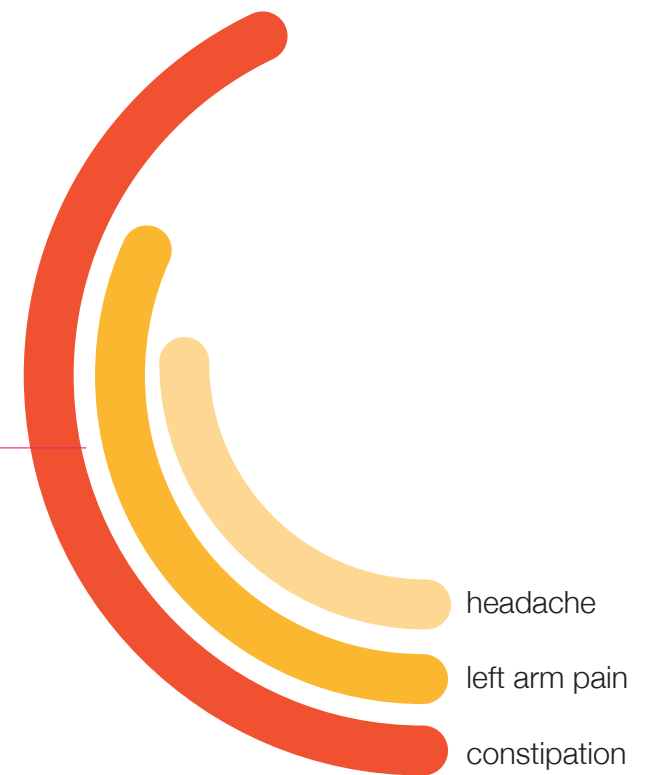


click on specific charts for horizontal “close” views





# Prelim Screen Design – Charts/Output





CHEMOWAVE



disruptive retail thinking, llc

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