

Beagle™

# The new Beagle™ visual identity.

Beagle™ is a ketone breath analyzer, designed and developed by King's Phase Technologies.

Through the new comprehensive visual identity design, we craft a distinctive look for Beagle™. Ultimately, helping Beagle™ to be more identifiable among its competitors worldwide.

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# BRAND FUNDAMENTALS

# BREATHE REAL

Ever went to the gym and wondered if this is the right set of exercises to do for maximum energy efficiency?

Ever wanted to go on a diet, but wondered if you could know it was working before devoting a month to the diet?

Ever wanted to just know how well you were doing, metabolically?

Beagle™ is the enabler for self-growth, helping users reach their goals effectively by providing a real understanding about their progress.

# Make Beagle™ Approachable.

## Design principle

The new visual identity design is not just about differentiating Beagle™ against the typical image of sports and tech brands; More importantly, creating a total look that resonates with the mentality of the consumer; Allowing Beagle™ to become part of their everyday routine.

# BRAND MARK

## Introduction

The logotype is users' first encounter with the brand, it captures the essence of Beagle™, conveying a modern and confident vibe with a touch of fun.

Our logotype carries the vision and belief of Beagle™, it is the brand's signature that signs off all key creative and marketing materials – including our exhibition booth, website, advertising, packaging, and many more.

The Beagle logo consists of the word "Beagle" in a bold, white, sans-serif font. The letter "B" is slightly taller than the other letters. A small "TM" symbol is positioned at the top right of the letter "e". The background is a solid dark green color.

## Detail 1 – Safe zone

Clear space refers to the reserved area around the logo, it prevents the logo from being misplaced. The clear space of the Beagle™ logo is equal to the width of the stem of the "I" in the logotype.



## Detail 2 – Graphic feature

The trim of negative space on the letter "B" and "g" gives the logo a distinctive graphic feature, which helps increase its recognisability across various mediums and environments.



Beagle™

## Detail 3 Kerning

Kerning refers to the adjusted spacing between letters that improves legibility\* and enhances the overall readability. For the Beagle™ logo, the kerning for every letter has been adjusted for the best viewing experience with considerations on different scales and colours of the logo.



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\*legibility is the measure of how distinguishable individual characters and words are to the eye of the reader.

## Chinese logotype

The Chinese logotype carries the Beagle's essence and conveys the brand's lively personality through customised typeface.

The Chinese logotype can be used for brand communication and marketing purposes in the Greater China region.

呼諸絲™

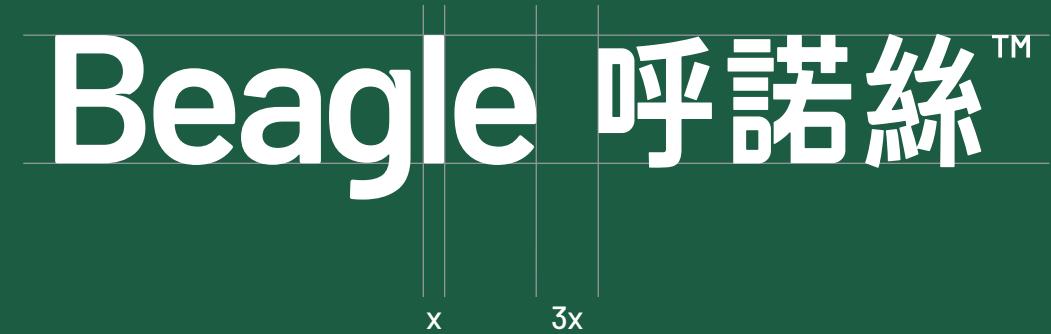
## Details

Beagle's Chinese logotype shares similar visual details with the English logotype. By keeping its roundness and boldness on the Chinese character strokes, the visual details of the Chinese logotype ensure the brand essence is well presented across different regions and countries.



## Bilingual logotype

By combining Beagle's Chinese and English logotype in specific ways, the bilingual logotypes are available for brand communication and marketing purposes in the Greater China region.



## Primary logotype (black on beige)

Our primary logotype should be used in most instances. It works on a wide variety of backgrounds.

# Beagle™

## One-colour logotype

One-color Beagle™ logotypes are available in black, white and green. They are reserved for situations where printing capabilities are limited—such as coupons, smart receipts, sponsorship, partnerships and premium items.

Use the black logotype when color isn't available.

# Beagle™

# Beagle™

# Beagle™

- 1
- 2
- 3

- 1 White on green
- 2 Black on beige
- 3 Green on White

## Logotype placement

In most cases, the logotype is placed in one of the four corners of a layout, within consideration of its clear space.

Beagle™

Beagle™

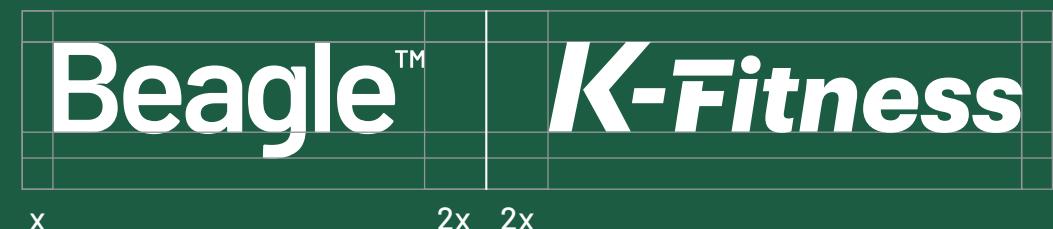
Beagle™

Beagle™

## Logotype lock-ups with horizontal partner logos (spacing & clear space)

When using the Beagle™ logotype with a horizontal partner logo, The partner logo should align with the cap height and baseline of the Beagle™ logotype (B).

Use these examples as a guide when creating new horizontal partner lock-ups.



## Do nots



Do not outline the logotype.



Do not change logotype colours.



Do not recreate the logotype or alter it in any way.



Do not use the logotype in a containing shape.



Do not use the logotype over images that make it illegible.



Do not apply drop shadows or special effects to the logotype.



Do not italicize the logotype.



Do not crop the logotype.



Do not break the logotype apart in any way.

# GRAPHICS

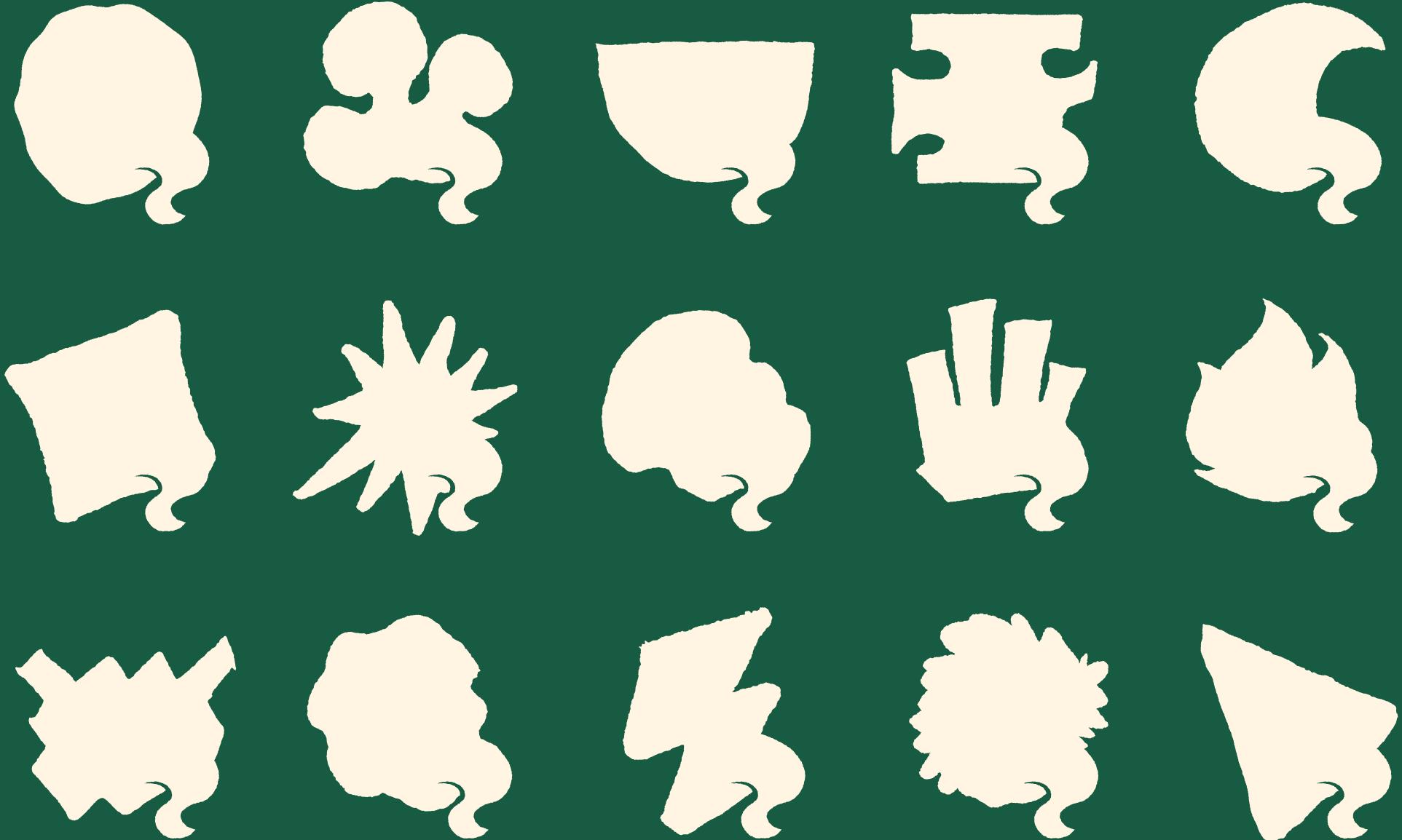


## Introduction

Centred on the brand's value, the notion of self-growth is expressed with the Beagle™ Bubble. It is the simple visual representation for embracing diversity and inclusivity; A personalisable design element that empowers users to thrive with beagle™ in their own unique way.

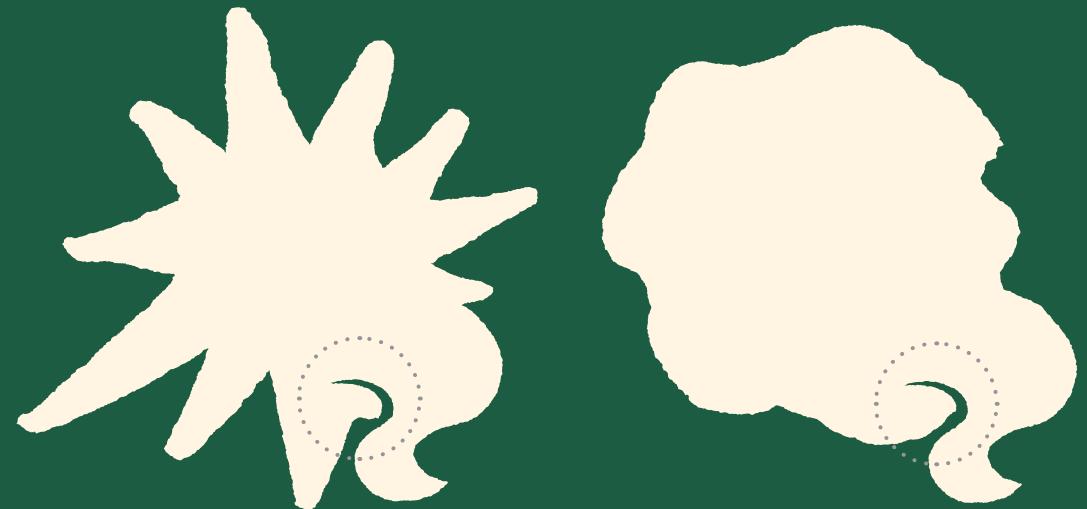
The Beagle™ Bubble(s) can be used collectively as brand pattern, as well as individual supportive graphics. It plays an important role in creating a distinctive visual impression across all key creative and marketing materials – including our exhibition booth, website, advertising, packaging and many more.

### 3 Graphics



## Detail 1 – Graphic feature

The trim of negative space on the Beagle™ Bubble can strengthen its visual communication as an icon that represents breath; Increasing the graphics' distinctiveness across different usages.



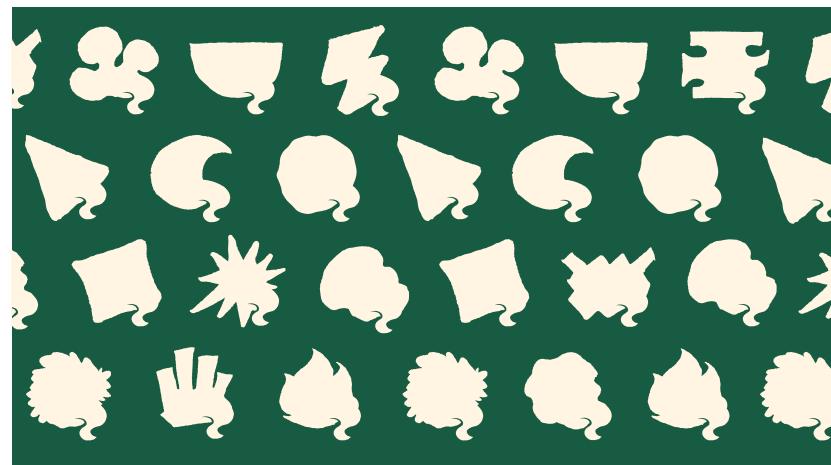
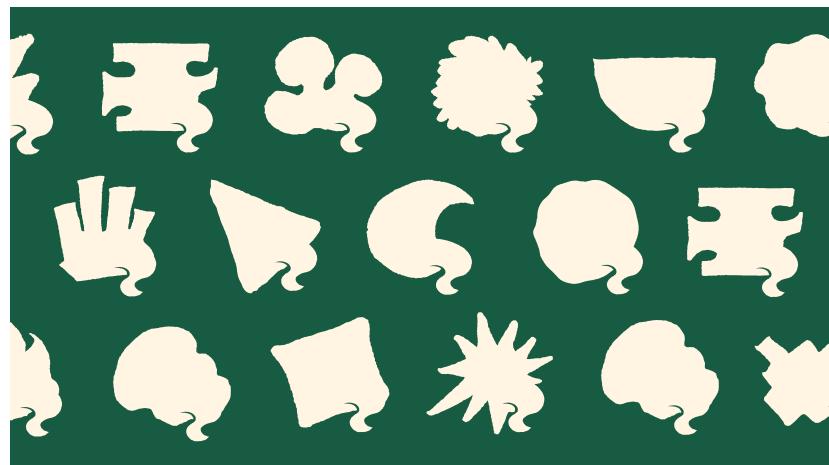
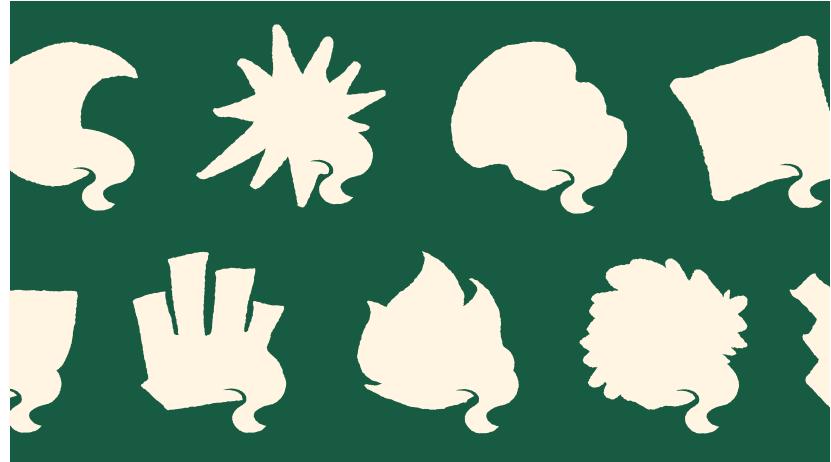
## Detail 2 – Grid and safe zone

Grid and safe zone of the Beagle™ Bubble prevents the graphics from being misplaced and enhance visual consistency when it is being customised or placed together with other visual elements.



## Pattern

The Beagle™ Bubbles can be used collectively as brand pattern. To present the pattern well across various scales of medium, brand pattern is available in 3 different sizes – 2-Rows, 3-Rows, 4-Rows.



	1	
2		3
	2	3

1  
2-Rows  
2  
3-Rows  
3  
4-Rows

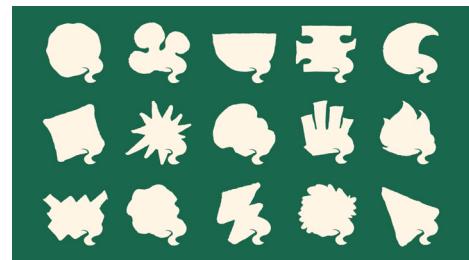
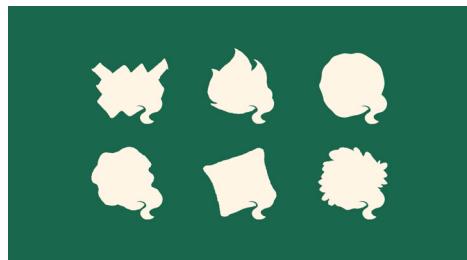
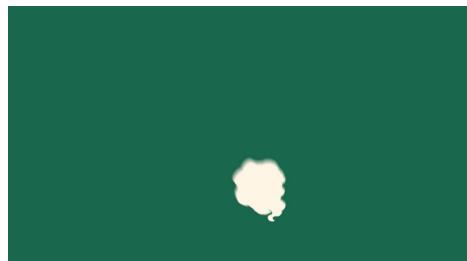
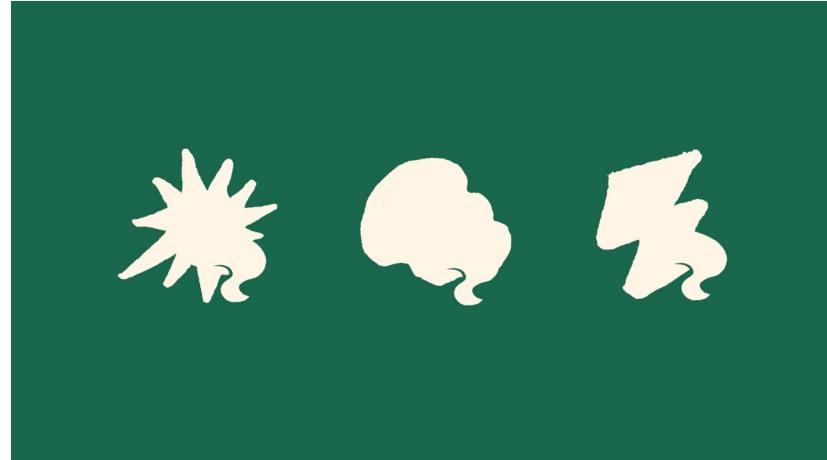
## Backdrop Pattern

The backdrop pattern that showcases the brand logo and Beagle bubble is designed to maximize brand exposure during physical events. The backdrop pattern can only be used in occasions like workshops, exhibitions and press conferences. The use of backdrop pattern for other marketing materials like packaging, leaflet, posters and web banners are not allowed.



## Animated graphics

The animated graphics of the Beagle™ Bubbles can be used as the sequence for opening, transitions and ending for video usages like social media content, company introduction and product demo.



# Colour

## Brand Colour

The brand colour palette delivers a sense of confidence that contributes to the fun and healthy image of Beagle™.

The colour palette is one of the essential visual components that shapes the brand face and gives out a welcoming personality across all marketing materials.

By applying the specified colour combinations and proportion, a consistent brand image can be attained throughout different contexts, touchpoints and environments.

## Colour palette (CMYK, RGB, HEX)

Our colour palette is one of our core brand assets. It includes Beagle™ Green, Beagle™ Earth, Beagle™ Sky and white.  
Use these colors in HEX most cases.

### Beagle™ Green

CMYK    C    86%

         M    39%

         Y    79%

         K    34%

RGB    R    23

         G    92

         B    66

HEX    #    175C42

### Beagle™ Earth

C    0%

M    3%

Y    11%

K    0%

R    255

G    244

B    225

#    FFF4E1

### Beagle™ Sky

C    39%

M    1%

Y    8%

K    0%

R    148

G    213

B    230

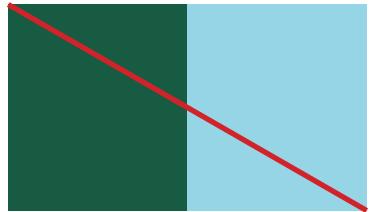
#    94D5E6

## Colour + typography (Suitable / Not suitable)

Combinations of the key colors white, black, Beagle™ Green and Beagle™ Earth are used in typography. The examples below show the most and least suitable combinations.

Suitable	Suitable	Suitable	Suitable
Green	White	Black	Black
Black			
Not suitable	Not suitable	Not suitable	Not suitable
Sky	Black	White	White
Earth	Sky	Sky	Earth
	Earth	Green	Green

## Do nots



Do not place two colors next to each other that vibrate.



Do not create new colors.



Do not use illegible color pairings with typography.

# Typography

## Introduction

The choice of typeface and typography treatment is all about injecting the right personality to titles, texts and paragraphs; With its bold and clean visual characteristics, the brand typeface – Barlow achieves the fine balance between a modern technological look and a lively approachable feel.

## How to use

The brand typeface comes in different font weights. The availability of different font weights is designed to increase the readability of text across all mediums of promotional materials.

# BREATH REAL

Beagle™ is the enabler for self-growth, helping users reach their goals effectively by providing a real understanding about their progress.

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# 呼吸分析儀

自家設計及開發酮體呼吸分析儀，透過檢測人體呼氣所釋放的酮體，藉此知悉用戶運動後所燃燒的是脂肪抑或血糖，以監測用家的代謝健康及脂肪燃燒率，協助控制體重。

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# Barlow semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789`~-!=!@#\$%^&\*()\_-+{}|;':",./<>?

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Headline / Subheadline

Barlow semi-bold is best applied for Headline and subheadline usage. It emphasizes the theme of the content and increases the reader's attention to a visual layout.

# Barlow medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789`~-!=!@#\$%^&\*()\_-+{}|;':",./<>?

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Body

Barlow medium is best used in body copy. It provides readers with a comfortable reading experience when viewing detailed paragraph content.

# 未來熒黑 Glow Sans TC Condensed Bold

自家設計及開發酮體 Keto 呼吸分析儀  
0123456789 ~!@#\$%^&\*\_+{}':?'

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Headline / Subheadline

## 未來熒黑 Glow Sans TC Condensed Book

自家設計及開發酮體呼吸分析儀，透過檢測人體呼氣所釋放的酮體 (Keto) 藉此知悉用戶運動後所燃燒的是脂肪抑或血糖，以監測用家的代謝健康及脂肪燃燒率，協助控制體重。 0123456789~!@#\$%^&\*\_+{}':?'

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Body

未來熒黑 – Glow Sans TC Condensed Bold (Title) & Book (Body) carries visual characteristics that echo with Barlow.

It gives a touch of professionalism and an innovative look to the text.

Glow Sans TC Condensed is suitable for both headline and body-text usages across all print and digital mediums.

# Alignment

Flush left text alignment is preferred for most of the day-to-day usage (e.g. website, leaflet, social media post); Enables a consistent and comfortable reading flow throughout the brand experience.

**BREATH REAL**

Beagle™ is the enabler for self-growth, helping users reach their goals effectively by providing a real understanding about their progress.

**BREATH REAL**

Beagle™ is the enabler for self-growth, helping users reach their goals effectively by providing a real understanding about their progress.

**BREATH REAL**

Beagle™ is the enabler for self-growth, helping users reach their goals effectively by providing a real understanding about their progress.

### Do nots

~~BREATHE  
REAL~~

Do not use the Barlow medium font for headlines.

~~Beagle™ is the enabler for self-growth, helping users reach their goals effectively by providing a real understanding about their progress.~~

Do not use the Barlow semi-bold font for long body copy.

~~BREATHE  
REAL~~

Do not use small caps.

~~BREATHE  
REAL~~

Do not accent type with secondary colors, only primary.

~~B R E A T H E~~

Do not overly track out type.

~~BREATHE  
REAL~~

Do not treat type with gradients.

~~BREATHE  
REAL~~

Do not use white type on light colours at small scale.

~~Beagle™ is the enabler for self-growth~~

Do not use centered alignments.



Do not put typography over images that make it illegible.

# Tone of voice

# BREATHE REAL

## Description statement

Confidence comes from staying true and being honest to oneself. As reflected from the brand tagline – Breathe Real., the tone of voice of Beagle™ should be clear, direct and concise.

Whether the medium is a press release or an explanation video, printed or delivered verbally, the content should be presented with positivity and confidence in tone.

## Things to avoid / dos and do nots

Do	Do nots
Fun	Cheesy
Smart	Forced
Conversational	Stale
Fresh	Preachy
Positive	Earnest
Playful	On the nose
Original	Overly technical-focused
Short	Artificial marketing talk
Real	Annoying
Upbeat	Dated

# Layout

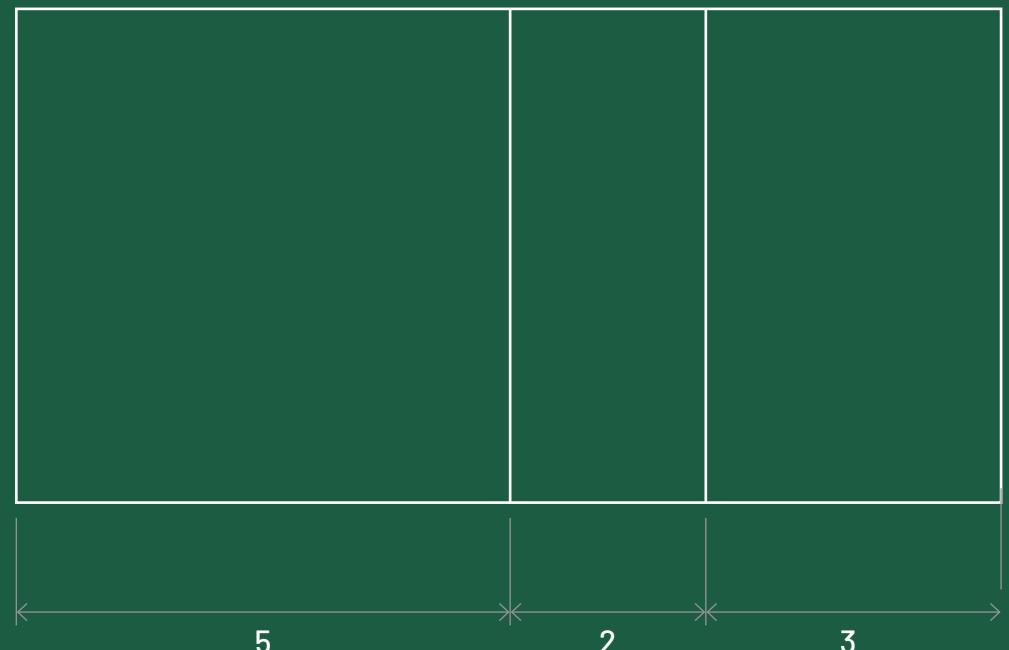
## Introduction

Designing with consistent layouts ensures that our new visual identity is recognizable. This section explains the fundamentals of creating 2D layouts by using brand assets in ways that are bold and distinct.



## Grid (5:2:3 margin)

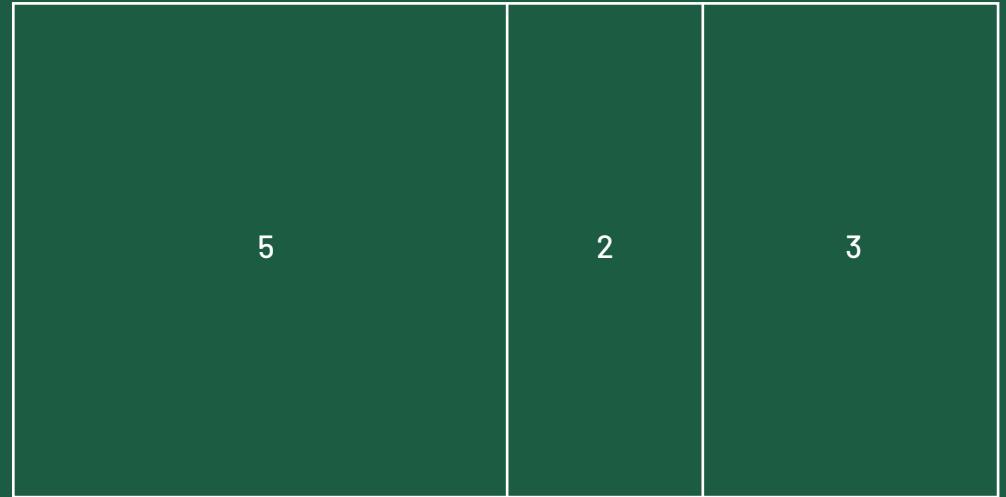
The foundation of our layouts is a simple, flexible grid system. The 5:2:3 grid helps to align design elements within a layout and across campaign layouts.



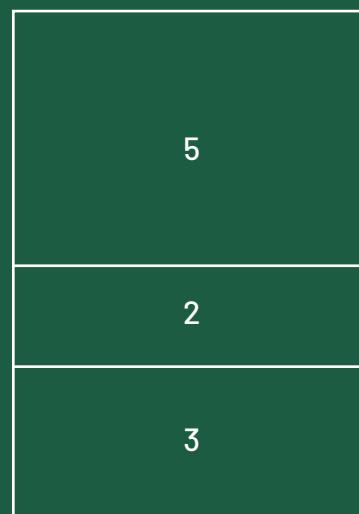
## Multiple formats (Hori, Verti, sq)

The grid system creates strong visual unity within campaigns by aligning and scaling design elements across a diverse range of layout shapes and sizes.

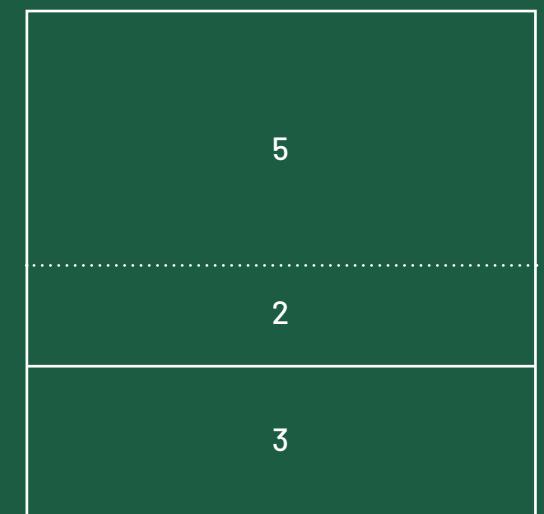
When the 5:2:3 grid is applied on various ratio and dimension (e.g. horizontal, vertical and square), the layouts can ensure that the brand image of Beagle™ can be consistently presented.



Horizontal



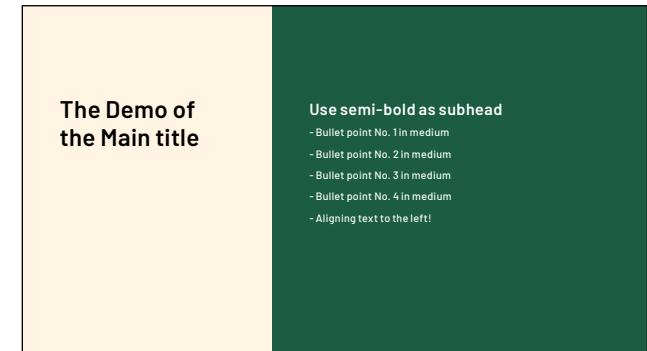
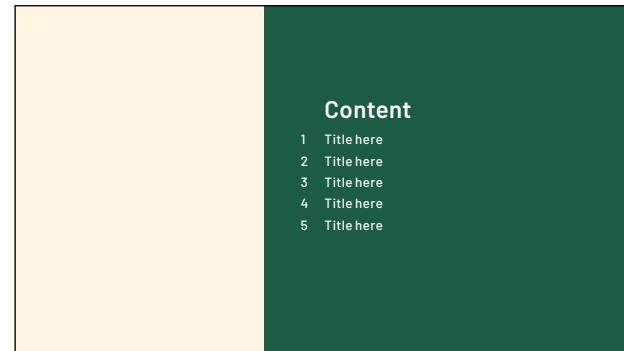
Vertical



Square

# Presentation slide

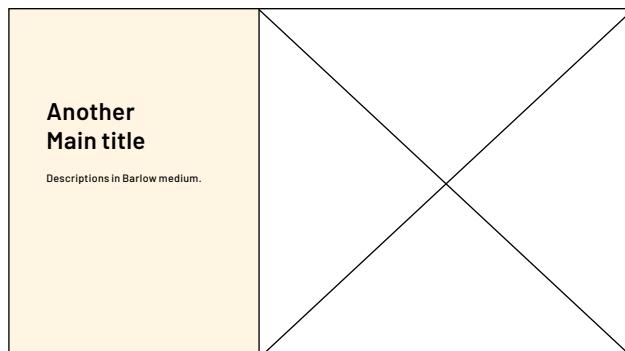
The grid system can hold together  
a collection of content and add brand  
consistency across presentations.



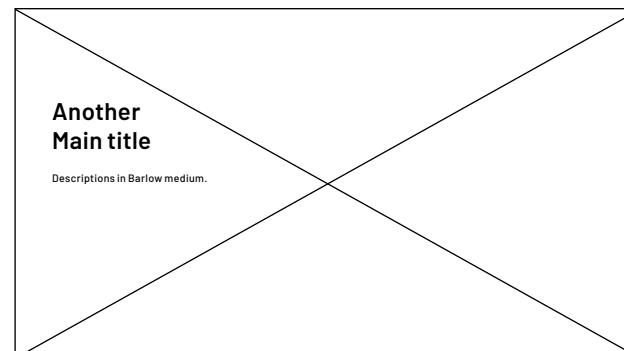
Cover

Content

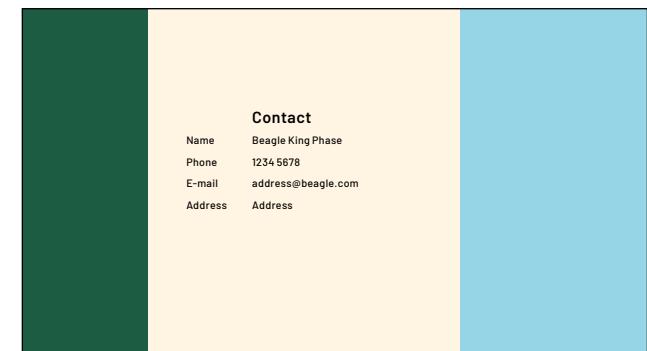
Title & Body



Text & Image 1



Text & Image 2



Contact

# Gallery

## 8 Gallery



Booth

## 8 Gallery



Key Visual

## 8 Gallery



Poster



Sticker

## 8 Gallery



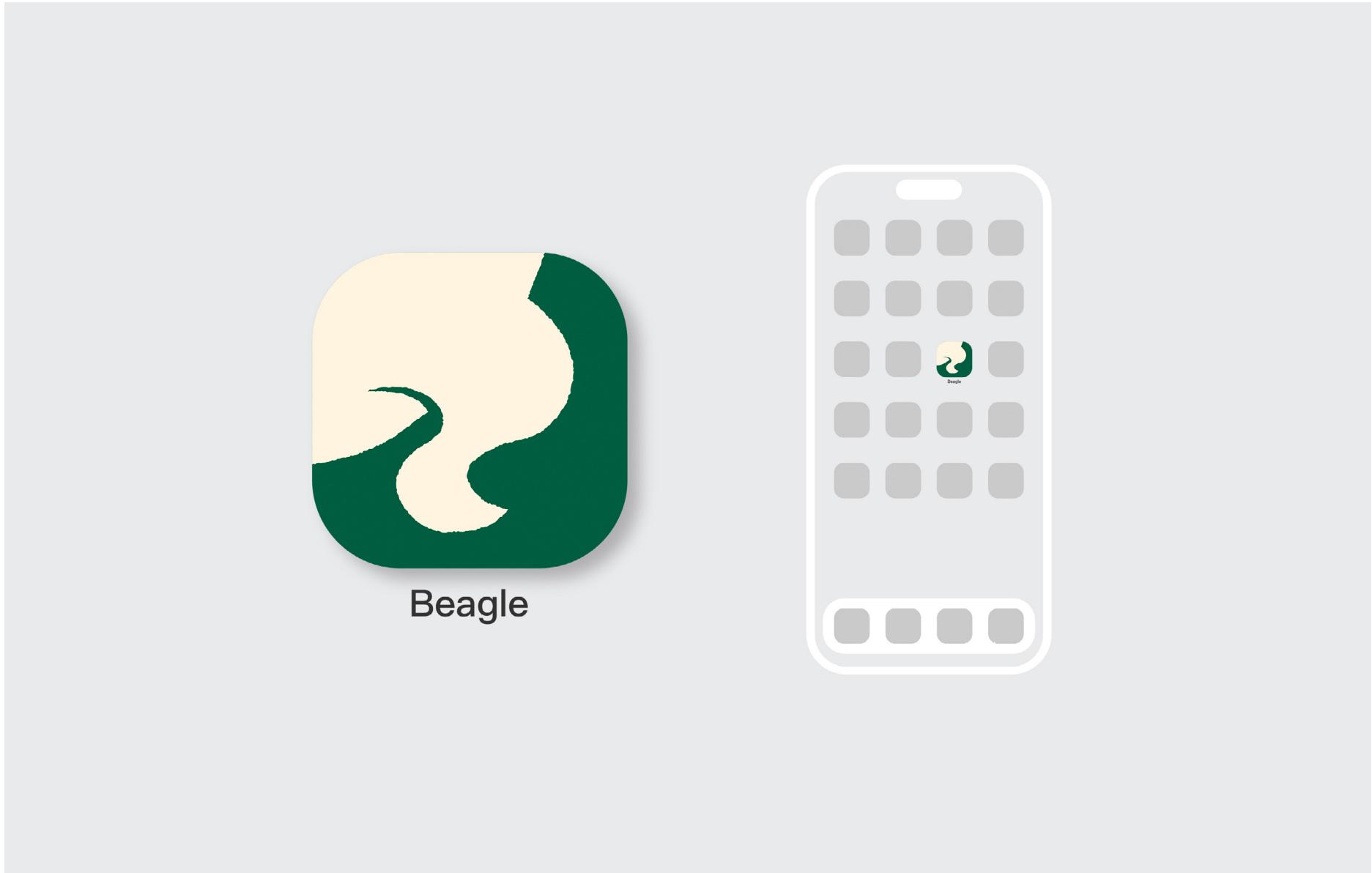
T-Shirt

8 Gallery



## Box Packaging

## 8 Gallery



App icon

