

# Brand Guidelines

Version 1.0 — March 2025

# Brand overview

The easiest way  
to improve  
Your sleep  
and daytime  
performance.



Wearable

Smart  
Mouth  
Tape



Solution

Wearable  
Breathing  
Monitor

The easiest way to improve  
Your sleep and daytime performance.

Sleep  
Well.

Wearable Breathing Monitor  
is the easiest way to improve Your  
sleep and daytime performance.



RespireLabs

The easiest way to improve  
Your sleep and daytime performance.



RespireLabs

# Logo construction



The RespireLabs logo is the most visible representation of our brand. The family of RespireLabs logos, when applied consistently, help amplify our brand.

The master brand logo is comprised of two elements that make up the RespireLabs brand: RespireLabs logotype and symbol.

# Logo versions



Full logo. The corporate logo should in most cases appear in blue(symbol) and dark grey(logotype) against a light background. Color versions. It is allowed to use the logo in one of the colors of the visual identity shown above.

Logo, black. When printing in B/W, use a black logo, preferably against a light background.

Logo, white. A negative version of the logo in white can also be used, however, preferably against a dark background.

# Protective field



A protective field is an area around the logo that should remain free from any visual interference. In the case of the RespireLabs logo, the size of the protective field is determined by the width of the letter "R".

# Basic rules

~~Respire Labs ~~

X  
Do not change the construction of the logo.

~~ RespireLabs~~

X  
Do not stretch, skew or condense in any way.

~~ RespireLabs~~

X  
Do not use drop shadows on the identity.

~~ RespireLabs~~

X  
Do not alter any color element of the identity.

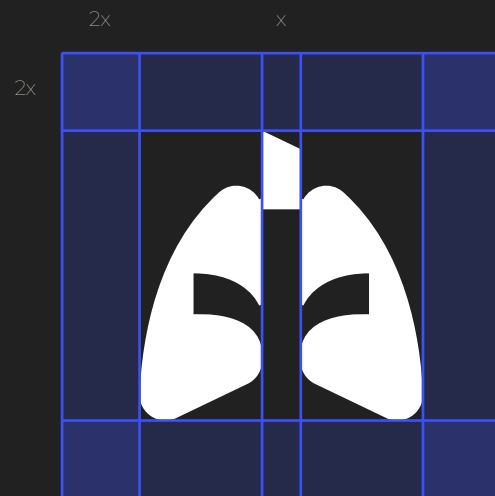
~~ RespireLabs~~

X  
Do not rotate.

~~ RespireLabs~~

X  
Do not change the typeface.

# Symbol



For added flexibility in print, digital and signage applications, the RespireLabs symbol can be used separately and independent from the logotype and strapline.

Protective field is 2x size of the line height of arrow.



# Typography

Primary Corporate typeface

AaBbCc01234  
Oddval Variable Family

<https://www.typeforward.com/typefaces/oddval>

Typography plays an important role in communicating the overall character and brand quality. Careful and consistent use of typography

strengthens brand personality and ensures clarity and harmony in communication.

Secondary Corporate typeface

*AaBbCc01234*  
*EB Garamond Family*

<https://fonts.google.com/specimen/EB+Garamond>

Tertiary Corporate typeface

AaBbCc01234  
Montserrat Family

<https://fonts.google.com/specimen/Montserrat>



# Typography examples



## Ready to improve Your breathing and sleeping habits?

An adult can survive 40 days without food, a week without sleep, 3 days without water, yet only 5 minutes without breathing. At RespireLabs, we focus on this fundamental need.



We are a health-tech start-up from Tirol developing a wearable technology that will allow our customers to improve their sleep, cognitive and athletic performance. The heart of our solution is an acoustic-based AI algorithm that detects patterns in human breathing sounds.

We are proud to announce that we are receiving amazing support from aws First Incubator. Thank you Austria Wirtschaftsservice for trust. The project was nominated as a finalist to Tiroler Innovationspreis. The video footage you see below was sponsored by WKO Tirol – The Tyrolean Chamber Of Commerce.

Follow our journey  
and join Respira newsletter:

Please sign up →

## 1. Executive summary

An adult can survive 40 days without food, a week without sleep, 3 days without water, yet only 5 minutes without breathing. At RespireLabs, we focus on this fundamental need. We are a health-tech start-up from Tirol developing a wearable technology that will allow our customers to improve their sleep, cognitive and athletic performance. The heart of our solution is an acoustic-based AI algorithm that detects patterns in human breathing sounds.

” Breathing sounds and patterns are unique representation of our state of health.

Our product is a mouth wearable for monitoring breathing during sleep as well as during sport activities. It will be able to detect problems related to respiration including early signs of sleep apnea - a detrimental sleep disorder that leads to strokes and cardiovascular diseases. Personalised action plan will help users to improve health, transition from dysfunctional to functional breathing, increase endurance and cognitive function and even prevent sleep apnea.



Figure 1: Concept visualisation.

**Our long term ambition is to validate our algorithm against gold standard method for detecting sleep disorders and to certify it as a medical device.**

Unlike other devices for sleep apnea screening, our product is accessible, easy to use and time&cost effective. There is no complex equipment that decreases users' comfort or its reliability.

Use Oddval font for headlines.  
Use EB Garamond for paragraphs.  
Use Montserrat for sub-headlines,  
quotes and replace font when  
using Oddval webfont is not  
possible.

# Brand colours

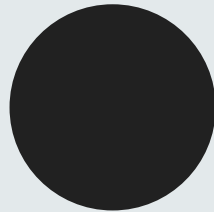
## Primary Colour Palette



#FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0



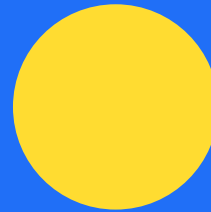
#206FF7  
R32 G111 B247  
C82 M58 Y0 K0



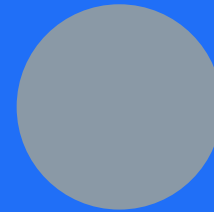
#212121  
R33 G33 B33  
C74 M65 Y60 K79

Colour can bring communications to life. RespireLabs colour palette consists of Primary and Secondary colour palettes.

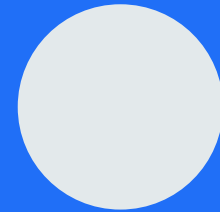
## Secondary



#FFDC31  
R255 G220 B49  
C2 M11 Y85 K0



#8A99A6  
R138 G153 B166  
C49 M31 Y26 K7



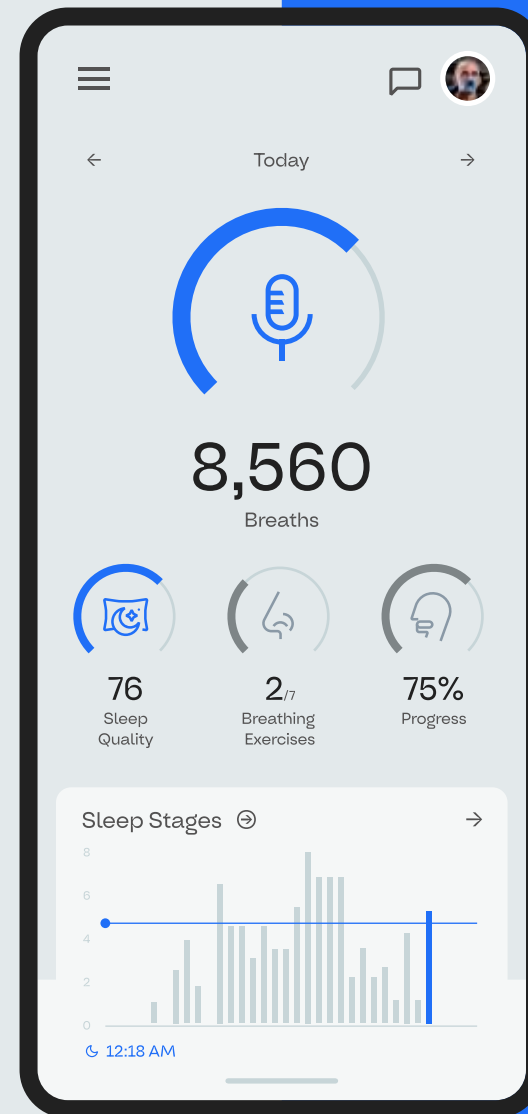
#E3E9EB  
R227 G233 B235  
C13 M6 Y7 K0

# Iconography



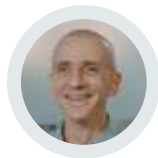
Iconography is a visual expression of brand's products, services, and tools. Simple, clean, and friendly, they communicate the core idea and intent of a product.

Use this chart as a starting point and example to ensure that icon design, colors and key elements reflect our identity.



# Stationary

Business card



**Krzysztof Dąbrowski**

Founder / Vision / Oxygen  
at RespireLabs

[kdabrowski@respirelabs.com](mailto:kdabrowski@respirelabs.com)  
[respirelabs.com](https://respirelabs.com)

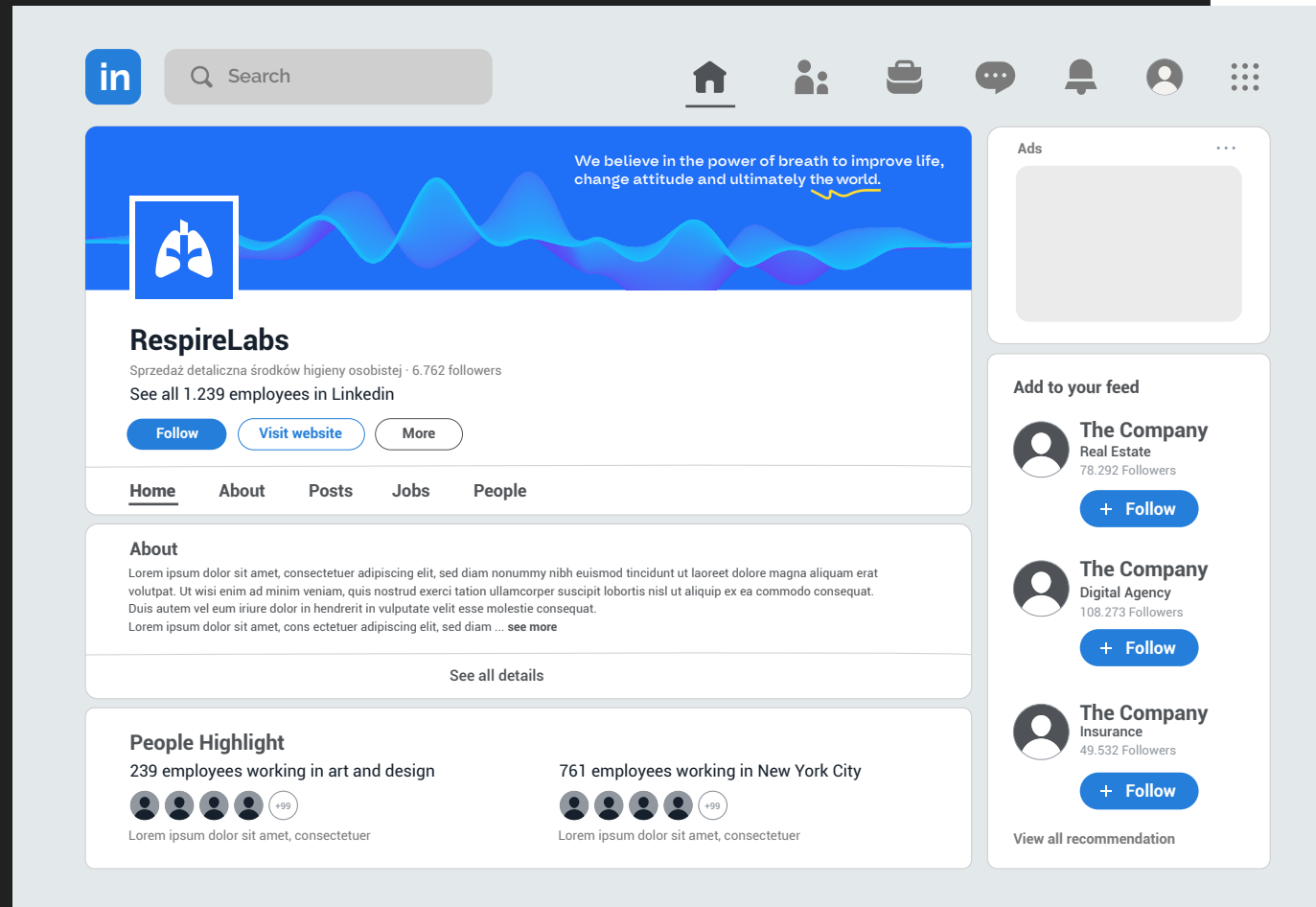
RespireLabs collateral encompasses print materials, including stationary. The following section shows examples of how the visual system, including the logo, type, color and imagery work.

# Social media

LinkedIn

Social media banners and ads are visual aids which aim to capture the attention of an online audience. RespireLab's core concept is to 'simplify' so online collateral should be simple, clean and with the important information displayed clearly.

The logo should be visible, but not the main focus point. The following section shows examples of advertisements, banners and the use of quotes.

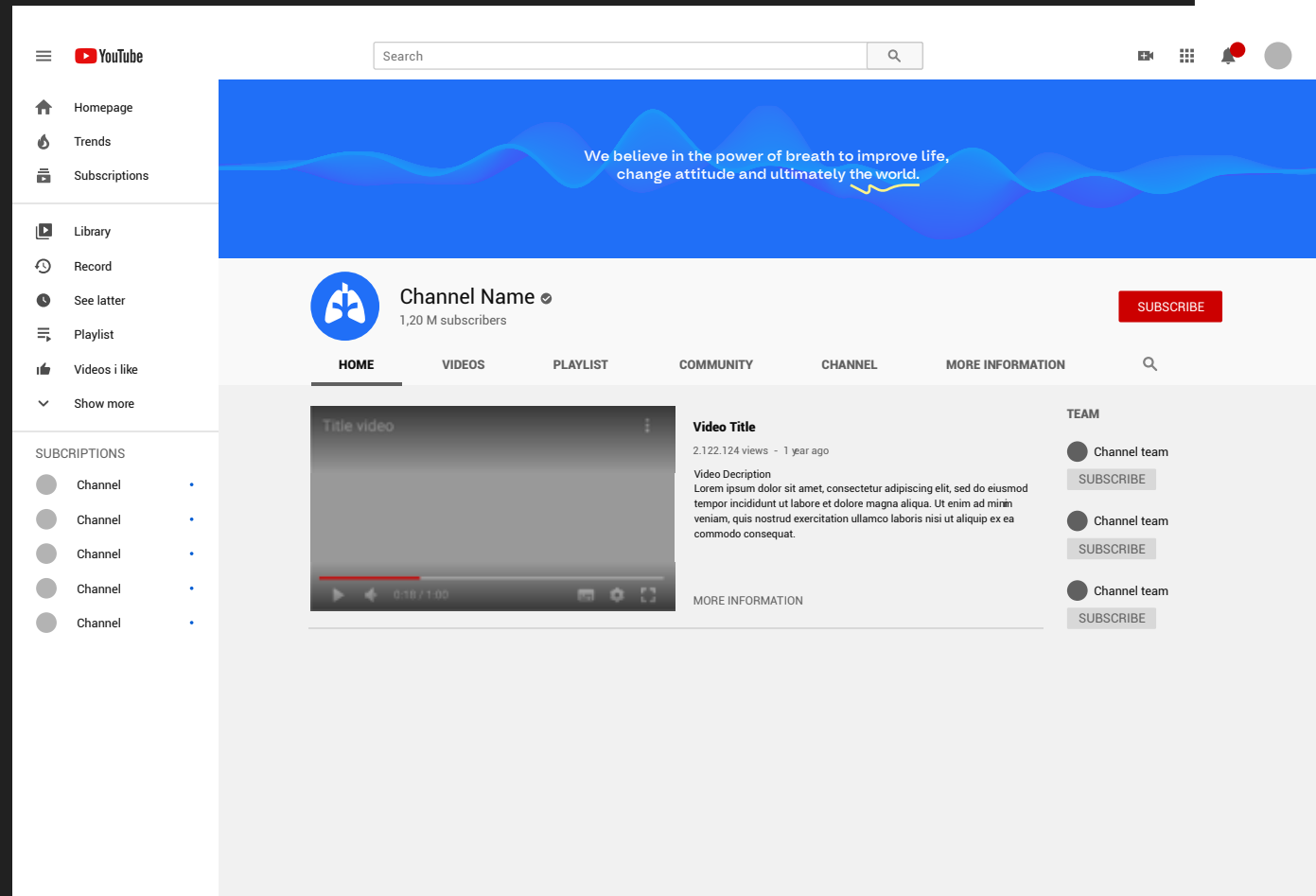


# Social media

## YouTube

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# Social media

YouTube

## Breathe less for more Oxygen

Anna Ryczek



## Sleep coaching

Dr. Brigitte Holzinger



# Feel and look



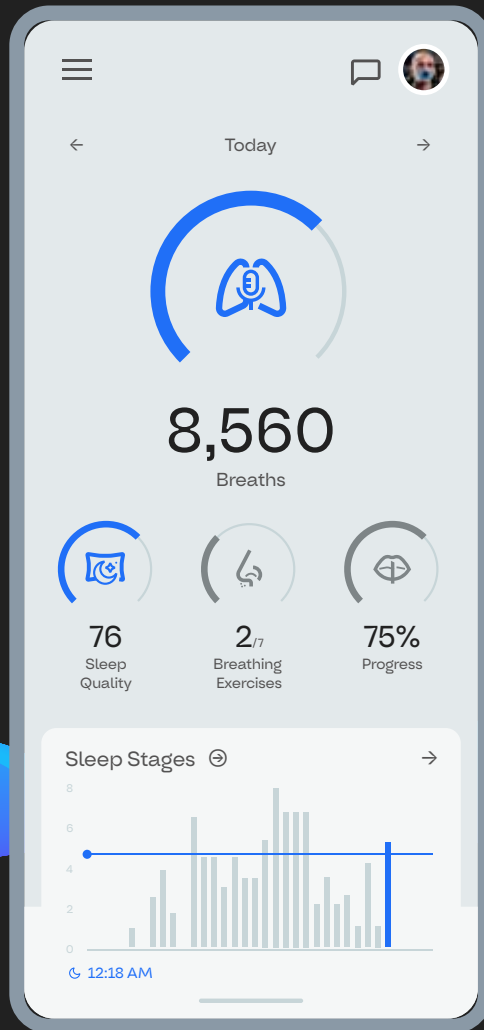
## Wearable Breathing Monitor

Business Plan

*Author* — Krzysztof Dąbrowski  
*Date* — 28 September 2024  
[respirelabs.com](https://respirelabs.com)



# Feel and look



We believe in the power of breath  
to improve life, change attitude and  
ultimately the world.

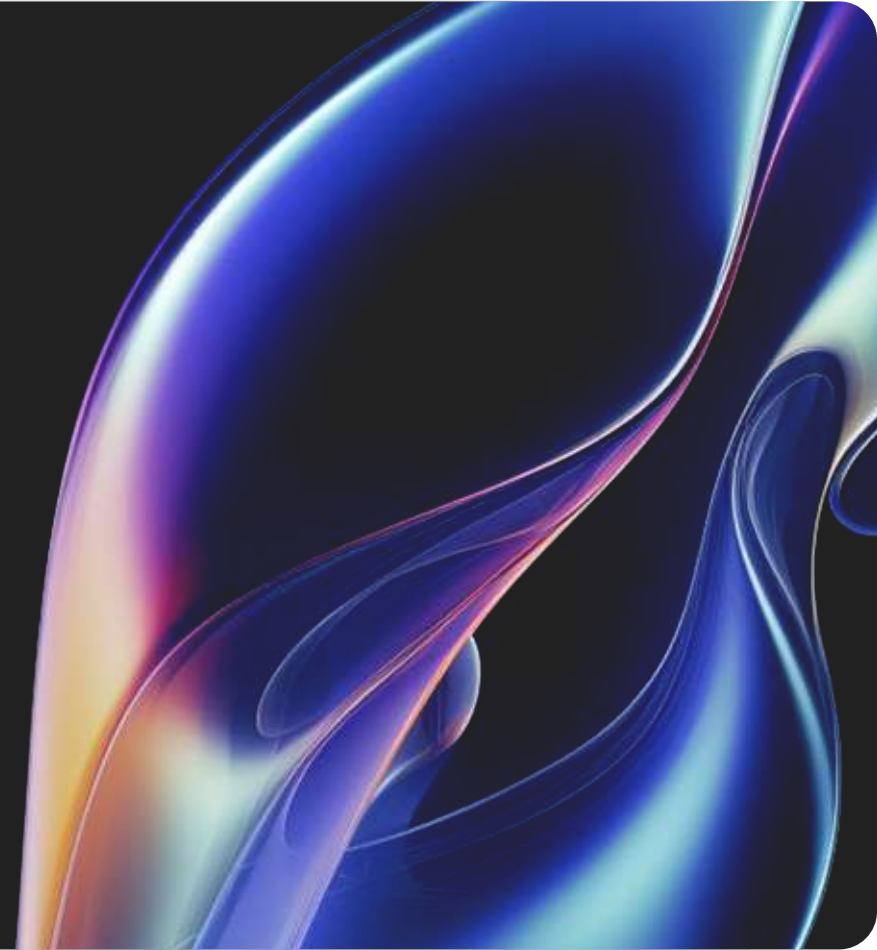
# Feel and look



# RespireLabs

The easiest way to improve  
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## Wearable Breathing Monitor

Business Plan

# Feel and look

Solution

## Wearable Breathing Monitor



## We are Respira

The easiest way  
to improve Your sleep  
and daytime  
performance.

