

# Brand Guide

This guide outlines the values, assets and usage of the Noom brand. These guidelines should be followed in all media in which the Noom brand is present.

Noom's mission is simple: Create products that help people lead healthier lives. Our programs help users develop the skills they need to develop and sustain a healthy lifestyle long-term.

We build structured programs with human coaches that tackle pre-chronic and chronic conditions.





# values

Who are we?

What are our core values?



### We make users happy

From our beautiful user interface to our spectacular coaches, we strive to make users happy and eager to use our product. Providing an enjoyable user experience helps them in their journey to lead a healthier lifestyle.



### We take pride in our product

Noomers are passionate about the work they do and take great pride in our product.



### We make healthy living fun

To help our users reach their health goals, we make healthy living fun with interactive challenges and vibrant illustrations.



### We educate our users

We provide our users with the knowledge they need to lead healthy and enjoyable lives.



### We are empathetic

Noom knows the frustrations that come with lifestyle change. Our empathy allows us to better understand what users need to be successful.

# Our Tone

We are:

Friendly

Intelligent

Playful

Trustworthy

Approachable

Supportive

Passionate

We are not:

Competitive

Uptight

Unprofessional

Timid

Inconsistent

Dishonest

Aggressive



### We would say something like this:

Our coaches understand that losing weight is just as much a mental game as a physical one. Making changes can cause fear, anxiety, and stress, but they will be there for you through it all. They'll be more than a coach, they'll be a partner and they will help motivate and keep you going when the going gets tough.

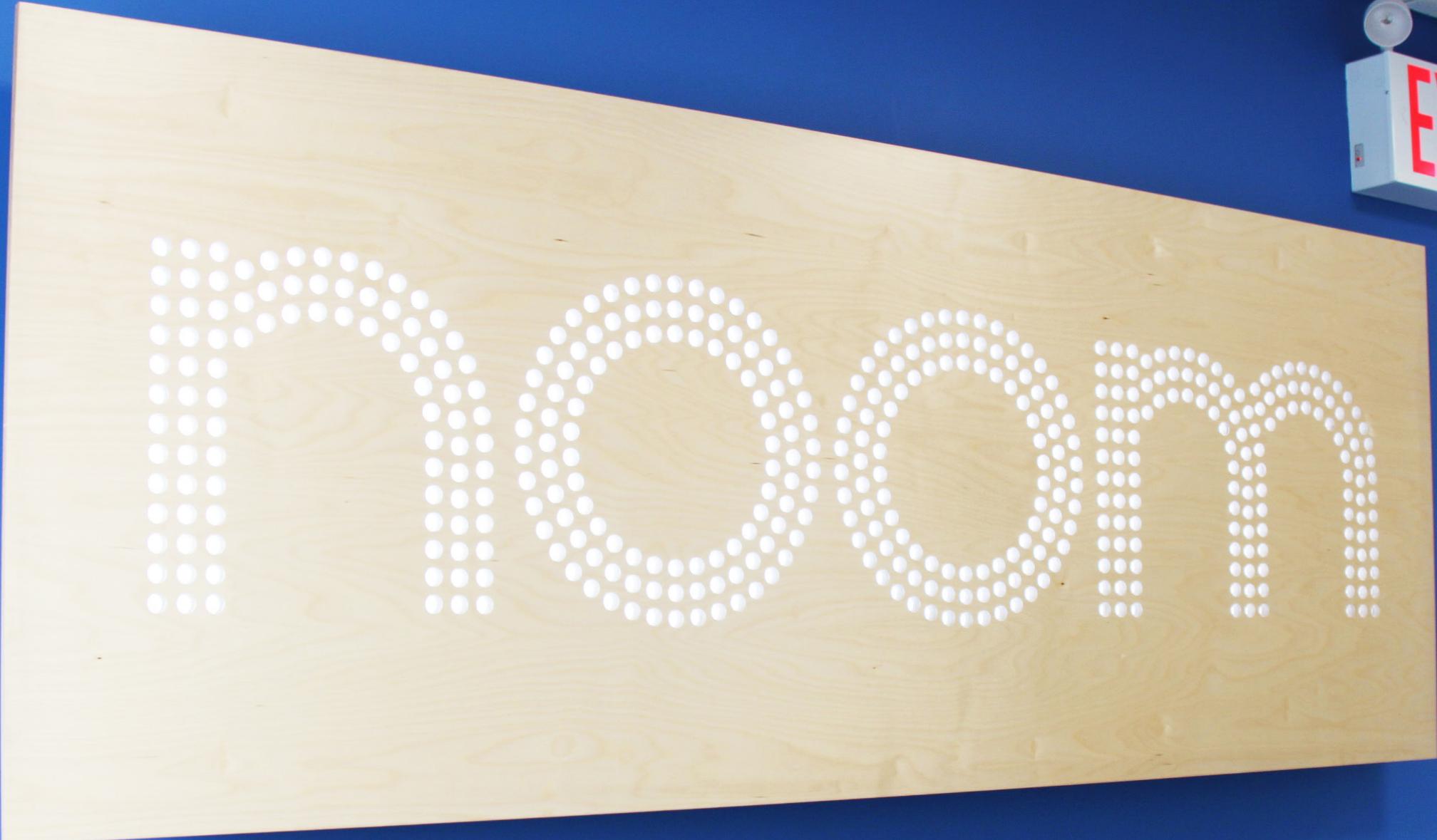


### Not like this:

Our coaches understand that losing weight is hard and it will always be that way. There's anxiety about all aspects of weight loss. That's why they'll be more than a coach, but only if you can meet them halfway. They'll be there for you and try to motivate you when you need it.



Our DNA



MISSION

EXIT

## B2B

B2B stands for business to business. Noom works with a wide variety of employers and healthcare providers to help members adopt healthy lifestyles.

## B2C

B2C stands for business to consumer. Noom is available for all consumers interested in developing healthier lifestyles.

# Who is Ruby?

Ruby is a persona that was created by the UX Research team. Ruby is a depiction of the average Noom Healthy Weight program user. We use this persona to help us better approach important marketing and product decisions. Ruby was created by careful analyzing collected through surveys, interviews and social media.

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## Ruby is:

Female

32 years old

Single

30 lbs overweight

An Occupational Therapist

Sociable

Adventurous

## Interests/Hobbies:

Yoga

Hiking

Cats

Netflix

Online Dating

Wine

Popular culture



Very educated - understands what people should ideally do to lose weight and get healthy.



Generally understands which of her own habits are not healthy, like snacking while watching TV. However, she doesn't know how to change them.



Her job and social life are top priorities, so she needs to learn to make changes that will fit into her life (or they won't last).





# Logotype

# Our Logo

The Noom logo is a series of dots that, together, form the greater shape of the letters of Noom. The construction of the wordmark from dots symbolizes that small things add up to something larger and more meaningful. For example:



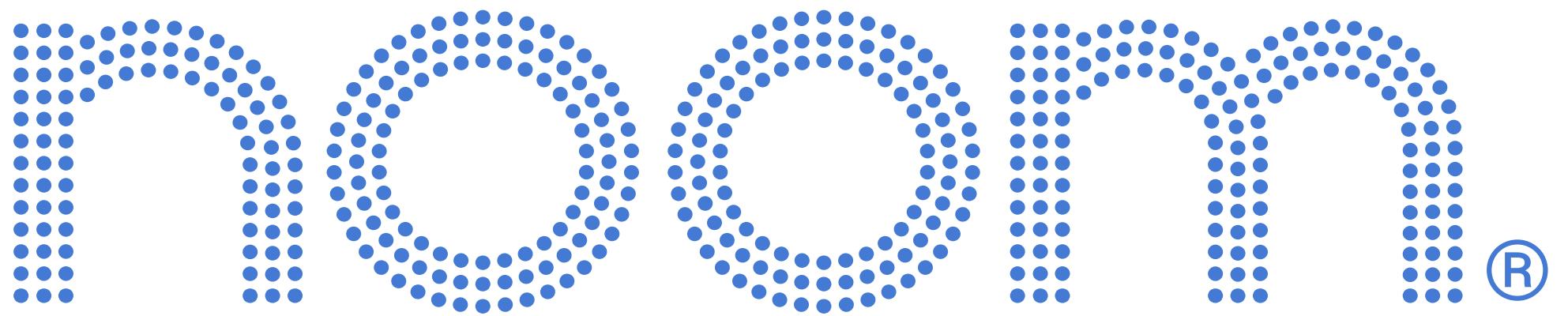
Daily food decisions can impact your health over time.



All of us as individuals coming together to form an influential company.



Users coming together in groups to create a more meaningful experience.

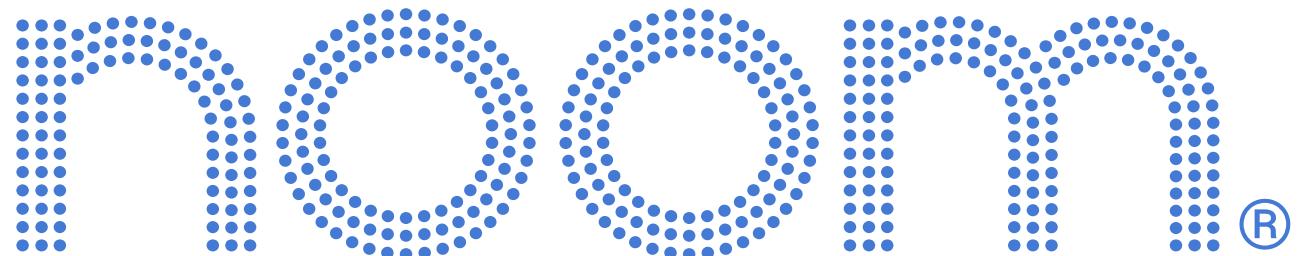


# Logo Usage

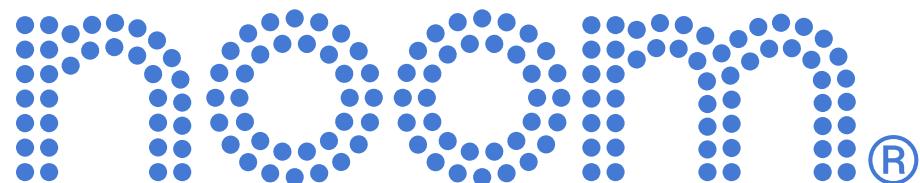
There are 2 versions of the logo: **big** and **small**. It is important to use the correct file when designing the logo. You can tell the difference between them by looking at the rows of dots. You should always be able to distinguish the dots in the logo. If you can't see the dots clearly use the small logo.

Minimum screen size for the (big) 3-dot logo is 165 px in length. For any uses smaller than that, choose the (small) 2-dot logo. The minimum size for the 2-dot logo is 44 px in length. Minimum print size for the 3-dot logo is 1.7 inches in length. For any uses smaller than that, choose the (small) 2-dot logo. The minimum size for the 2-dot logo is .75 inches in length.

The big version of the Noom  
logo has 3 rows of dots.

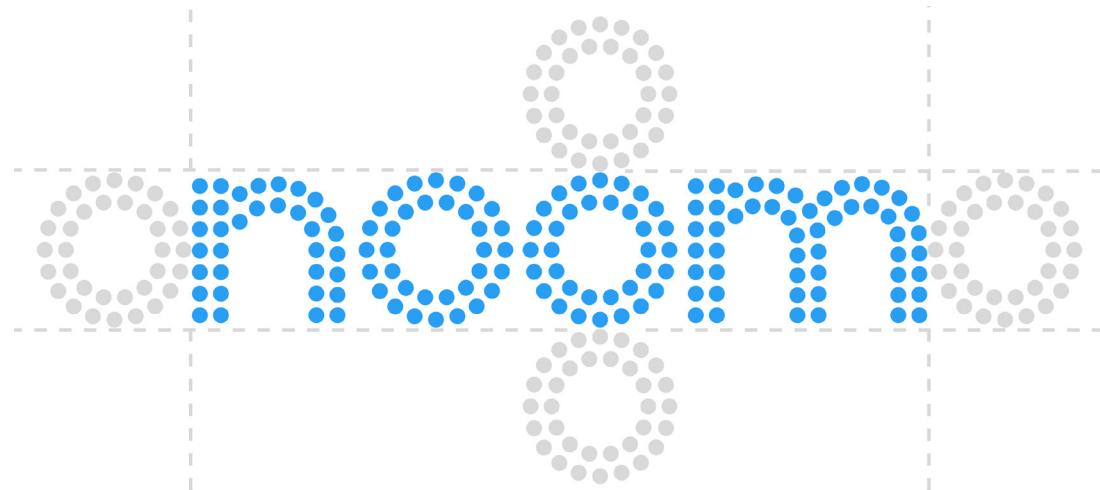
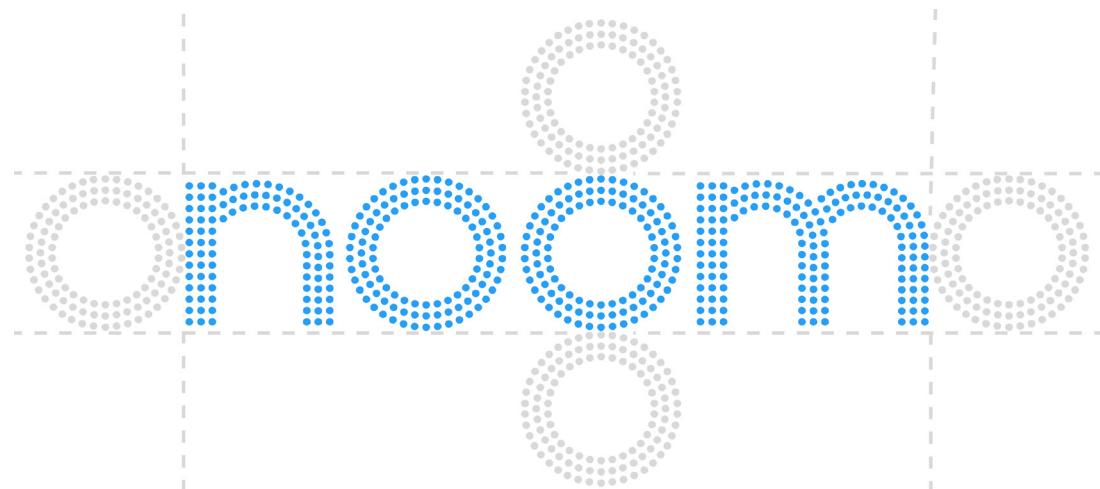


The small version of the logo  
has only 2 rows of dots.

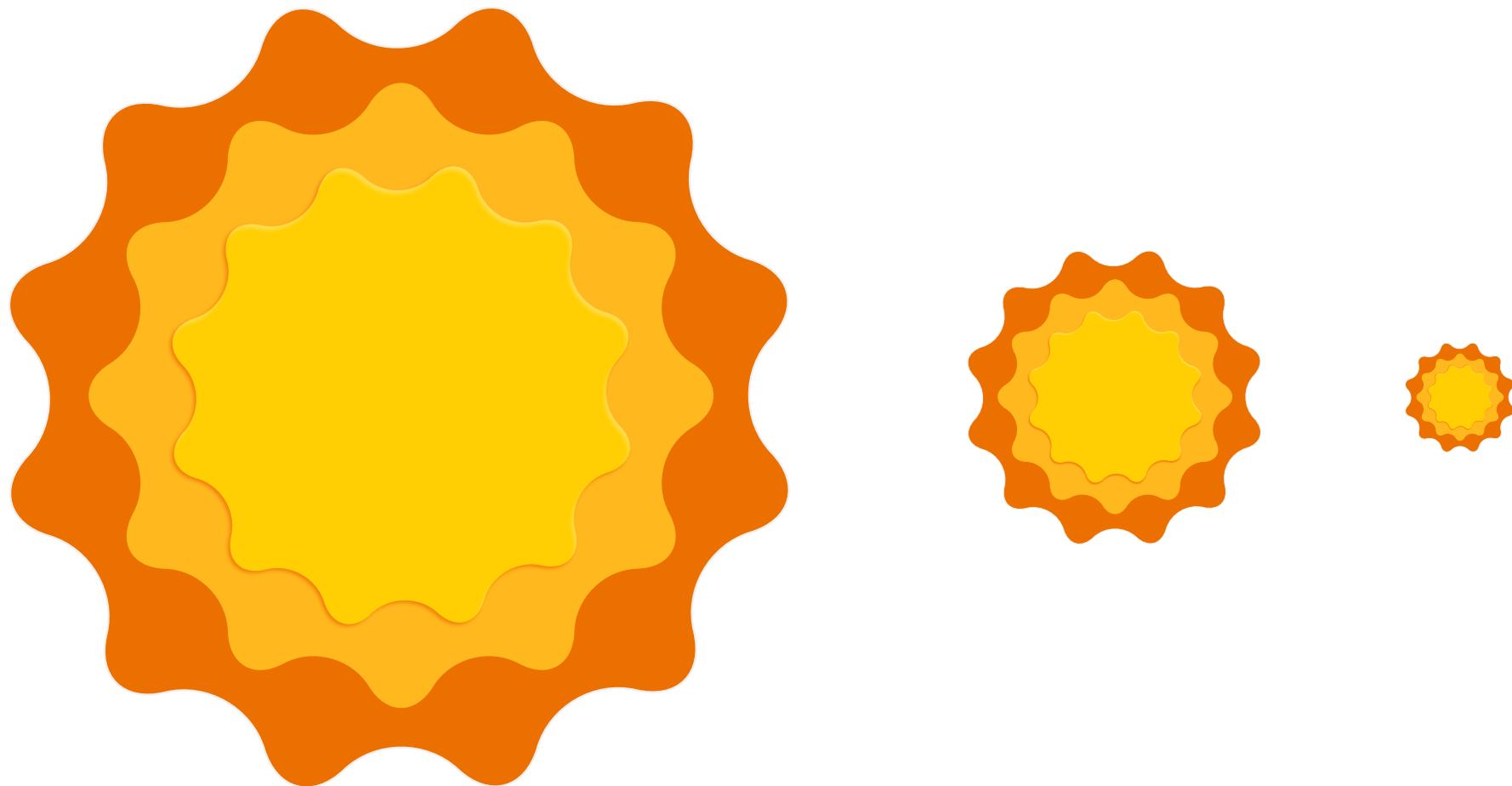


# Clear Space

Always maintain clear space around the Noom logo to protect from distracting graphics or typography.  
Measure clear space by the height and width of the letter "o" of the respective logo being used.

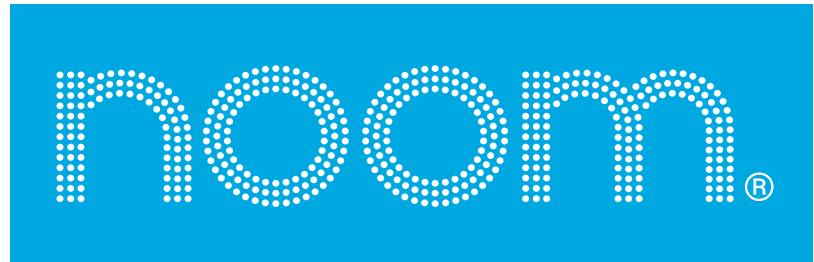


# Logomark

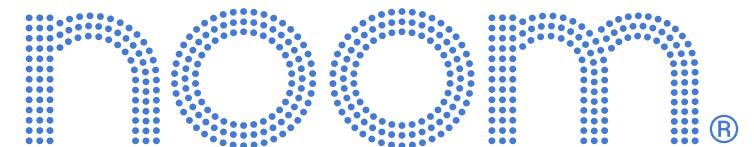


# Color variations

White on blue



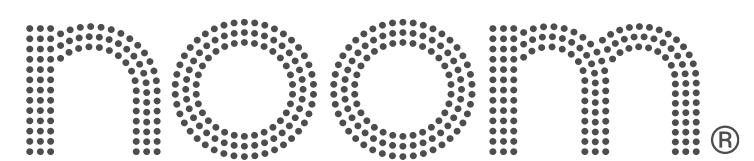
Blue



White on greyscale



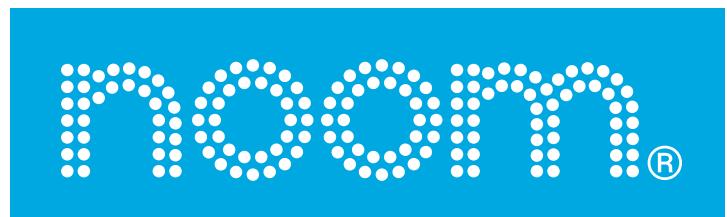
Greyscale



White on color



White on blue



Blue



White on greyscale



Greyscale



White on color



# Logo fails

Our logo makes us happy, but not when it's used incorrectly.

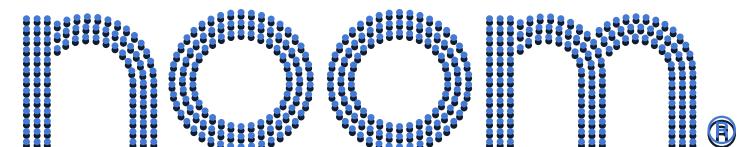
- ✗ Do not change the color of the logo



- ✗ Do not add other elements to the logo



- ✗ Do not add dropshadows or any other effects to the logo



- ✗ Do not skew the logo in any way



- ✗ Do not place the logo on an image



- ✗ Do not apply a gradient to the logo





Typog-  
raphy

# Typography

“Domo Arigato, Mr. Roboto.”

Aa

## Roboto

Roboto is a clean and versatile font. It is neat and geometric while still possessing a human character.

### Roboto Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ( , . ; ? ! % \$ @ & \* )

### Roboto Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ( , . ; ? ! % \$ @ & \* )

### Roboto Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ( , . ; ? ! % \$ @ & \* )

### Roboto Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ( , . ; ? ! % \$ @ & \* )

# Structure of Type - Web

## Details

Roboto Medium  
Uppercase  
20 pt

LOREM IPSUM DOLOR SIT AMET. MAECENAS FAUCIBUS  
MOLLIS INTERDUM CRAS MATTIS.

## Headline

Roboto Light  
52 pt

Maecenas faucibus  
mollis interdum

## Subheading

Roboto Light  
22 pt

Fusce dapibus, tellus ac cursus commodo.

## Body copy

Roboto Light  
16 pt

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Maecenas sed diam eget risus varius blandit sit amet non magna. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. mauris condimentum nibh, ut fermentum massa justo sit amet risus.

# Type Tone

Never use all-caps. We don't SHOUT. We speak.



Inspirational

Go out and  
play soccer!



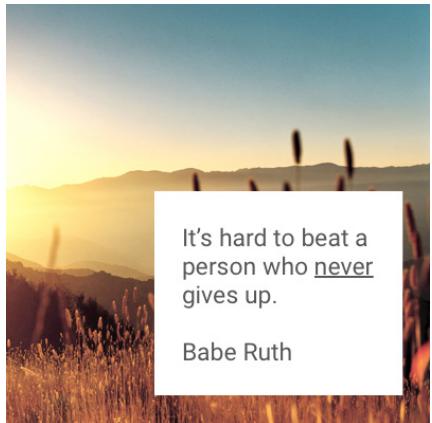
Shouty

GO OUT AND  
PLAY SOCCER!

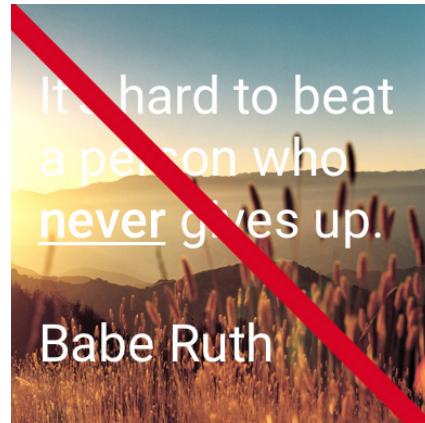


# Type Display

Most compositions will rely on both words and imagery to convey a message. Readability is our top priority. Since white is our buffer color use it to create a text-safe area.



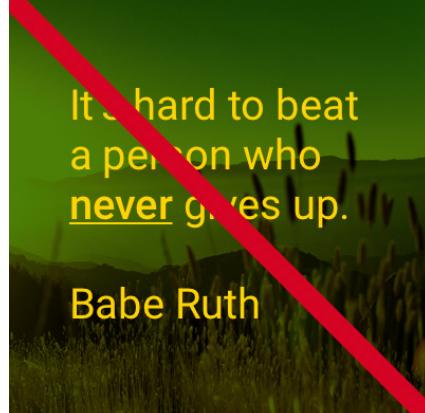
A white box gives ample room for the text and photo to co-exist.



Text directly over a photo can be difficult to read.



If possible, create empty (white) space in the photo.



Colorizing a photo will make the text easier to read but it results in dark and gloomy compositions.

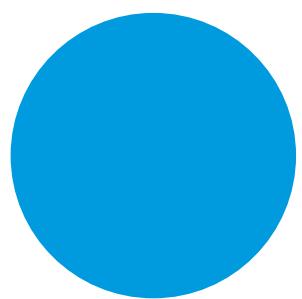


Color

## Primary Color Palette - Print

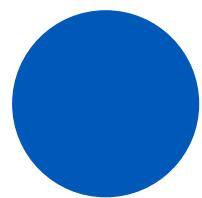
Our signature color palette creates a powerful differentiator for our brand. Using this palette appropriately and consistently creates an additional layer of distinction. The primary palette is used in-app while the secondary palette is used in all other media (Eg: illustration, marketing collateral).

Main brand color



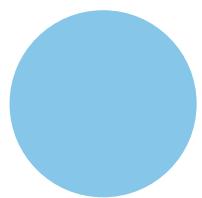
Azure 400

PMS# 2925 C



Azure 500

PMS# 2935 C



Azure 200

PMS# 2905 C



**Grey dark**

PMS#  
Cool Gray 11



**Grey**

PMS#  
Cool Gray 9 C



**Grey light**

PMS#  
Cool Gray 4 C



**Grey lightest**

PMS#  
Cool Gray 1 C



**Eggplant dark**

PMS# 7650 C



**Eggplant**

PMS# 513 C



**Eggplant light**

PMS# 514 C



**Eggplant  
lightest**

PMS# 517 C



**Sun dark**

PMS# 1245 C



**Sun**

PMS# 123 C



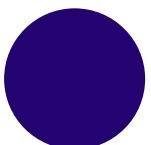
**Sun light**

PMS# 114 C



**Sun lightest**

PMS# 1205 C



**Violet dark**

PMS# 2685 C



**Violet**

PMS# 267 C



**Violet light**

PMS# 2655 C



**Violet  
lightest**

PMS# 2635 C



**Orange dark**

PMS# 1385 C



**Orange**

PMS# 1375 C



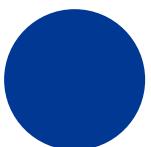
**Orange light**

PMS# 1365 C



**Orange lightest**

PMS# 1345 C



**PBR dark**

PMS# 661 C



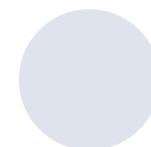
**PBR**

PMS# 660 C



**PBR light**

PMS# 659 C



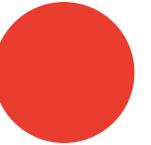
**PBR lightest**

PMS# 656 C



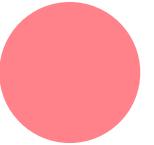
**Cherry dark**

PMS# 180 C



**Cherry**

PMS# 179 C



**Cherry light**

PMS# 177 C



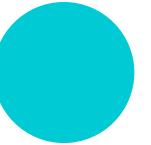
**Cherry lightest**

PMS# 176 C



**Sea dark**

PMS# 7715 C



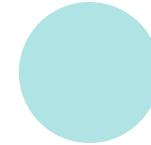
**Sea**

PMS# 319 C



**Sea light**

PMS# 318 C



**Sea lightest**

PMS# 317 C



**Watermelon  
dark**

PMS# 207 C



**Watermelon**

PMS# 191 C



**Watermelon  
light**

PMS# 197 C



**Watermelon  
lightest**

PMS# 705 C



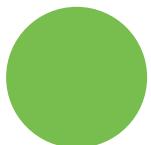
**Apple dark**

PMS# 350 C



**Apple**

PMS# 354 C



**Apple light**

PMS# 360 C



**Apple lightest**

PMS# 358 C

# Secondary Color Palette - Print



**Grey dark**  
PMS#  
Cool Gray 11



**Grey**  
PMS#  
Cool Gray 9 C



**Grey light**  
PMS#  
Cool Gray 8 C



**Grey lightest**  
PMS#  
Cool Gray 5 C



**Grey light**  
PMS#  
Cool Gray 2 C



**Grey lightest**  
PMS#  
Cool Gray 1 C



**Mist 500**  
PMS# 5395 C



**Mist 400**  
PMS# 5405 C



**Mist 300**  
PMS# 5415 C



**Mist 200**  
PMS# 5425 C



**Mist 100**  
PMS# 5445 C



**Mist 50**  
PMS# 5455 C



**Wood 500**  
PMS# 7617 C



**Wood 400**  
PMS# 7616 C



**Wood 300**  
PMS# 7615 C



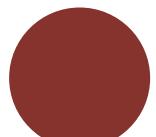
**Wood 200**  
PMS# 7614 C



**Wood 100**  
PMS# 7612 C



**Wood 50**  
PMS# 7611 C



**Cherry 500**  
PMS# 181 C



**Cherry 400**  
PMS# 179 C



**Cherry 300**  
PMS# Warm  
Red C



**Cherry 200**  
PMS# 178 C



**Cherry 100**  
PMS# 177 C

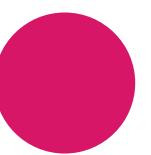


**Cherry 50**  
PMS# 176 C



Pink 500

PMS# 216 C



Pink 400

PMS# 214 C



Pink 300

PMS# 213 C



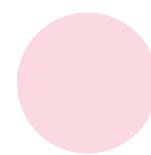
Pink 200

PMS# 212 C



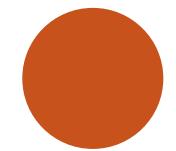
Pink 100

PMS# 210 C



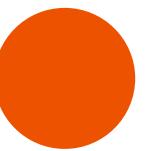
Pink 50

PMS# 210 C



Blood Orange  
500

PMS# 167 C



Blood Orange  
400

PMS# 166 C



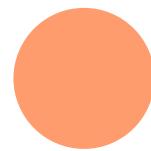
Blood Orange  
300

PMS# 165 C



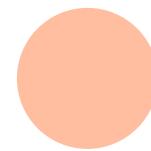
Blood Orange  
200

PMS# 164 C



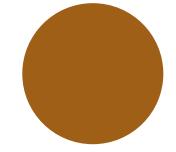
Blood Orange  
100

PMS# 163 C



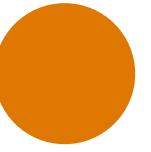
Blood Orange  
50

PMS# 162 C



Fanta 500

PMS# 1395 C



Fanta 400

PMS# 1385 C



Fanta 300

PMS# 1375 C



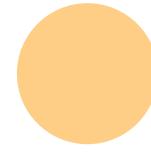
Fanta 200

PMS# 1365 C



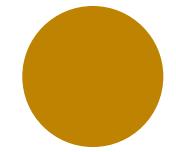
Fanta 100

PMS# 1355 C



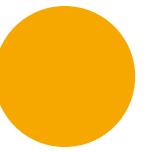
Fanta 50

PMS# 1345 C



Amber 500

PMS# 125 C



Amber 400

PMS# 124 C



Amber 300

PMS# 123 C



Amber 200

PMS# 122 C



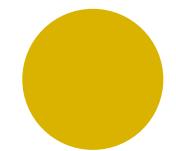
Amber 100

PMS# 121 C



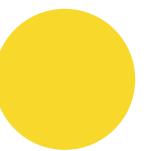
Amber 50

PMS# 120 C



Sun 500

PMS# 606 C



Sun 400

PMS# 604 C



Sun 300

PMS# 603 C



Sun 200

PMS# 602 C



Sun 100

PMS# 601 C



Sun 50

PMS# 176 C



Lime 500  
PMS# 377 C



Lime 400  
PMS# 376 C



Lime 300  
PMS# 375 C



Lime 200  
PMS# 374 C



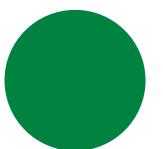
Lime 100  
PMS# 373 C



Lime 50  
PMS# 372 C



Apple 500  
PMS# 349 C



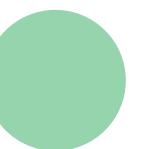
Apple 400  
PMS# 348 C



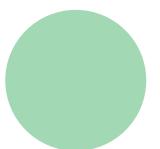
Apple 300  
PMS# 347 C



Apple 200  
PMS# 346 C



Apple 100  
PMS# 345 C



Apple 50  
PMS# 344 C



Mint 500  
PMS# 3305 C



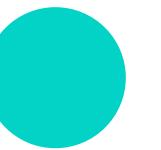
Mint 400  
PMS# 3285 C



Mint 300  
PMS# 3275 C



Mint 200  
PMS# 3265 C



Mint 100  
PMS# 3255 C



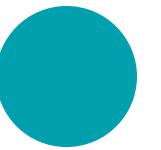
Mint 50  
PMS# 3245 C



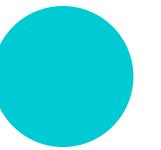
Sea 500  
PMS# 7715 C



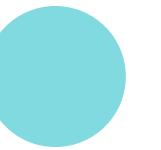
Sea 400  
PMS# 7714 C



Sea 300  
PMS# 7467 C



Sea 200  
PMS# 7466 C



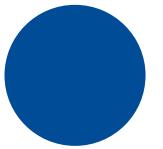
Sea 100  
PMS# 318 C



Sea 50  
PMS# 317 C



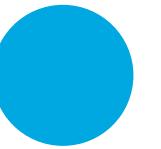
Azure 500  
PMS# 2955 C



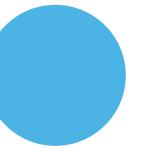
Azure 400  
PMS# 2945 C



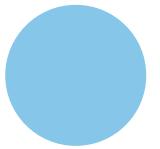
Azure 300  
PMS# 2925 C



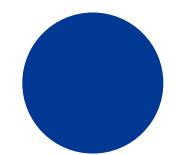
Azure 200  
PMS# 2995 C



Azure 100  
PMS# 2915 C

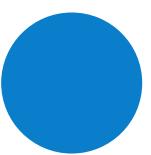


Azure 50  
PMS# 2905 C



PBR 500

PMS# 661 C



PBR 400

PMS# 660 C



PBR 300

PMS# 659 C



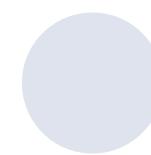
PBR 200

PMS# 658 C



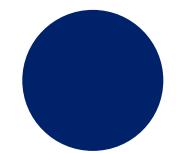
PBR 100

PMS# 657 C



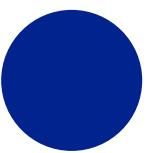
PBR 50

PMS# 656 C



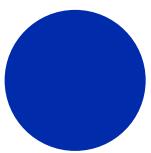
Indigo 500

PMS# 2756 C



Indigo 400

PMS# 2746 C



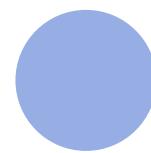
Indigo 300

PMS# 2736 C



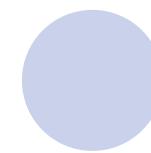
Indigo 200

PMS# 2726 C



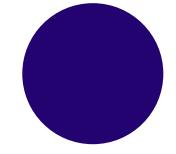
Indigo 100

PMS# 2716 C



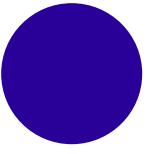
Indigo 50

PMS# 2706 C



Violet 500

PMS# 2685 C



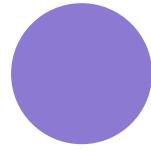
Violet 400

PMS# Violet C



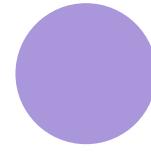
Violet 300

PMS# 2665 C



Violet 200

PMS# 2655 C



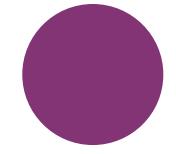
Violet 100

PMS# 2645 C



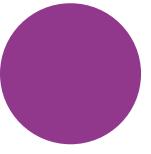
Violet 50

PMS# 2635 C



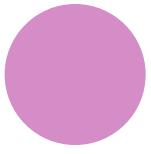
Eggplant 500

PMS# 512 C



Eggplant 400

PMS# 513 C



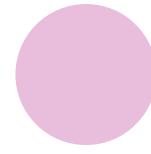
Eggplant 300

PMS# 514 C



Eggplant 200

PMS# 515 C



Eggplant 100

PMS# 516 C



Eggplant 50

PMS# 517 C



Photo-  
togra-  
phy

# Photography

When it comes to photography the “how” (tone) is just as important as the “what” (subject matter).

The following guide will help you ensure photography feels playful, intelligent, approachable, trusted and supportive.

---

## Casual

We are **casual**, not dramatic. We don't go our of way to make things sexier, bolder or sleeker. Our imperfections make us approachable. Ask yourself “is the photographer trying to show off?”



✓ Casual



✗ Dramatic



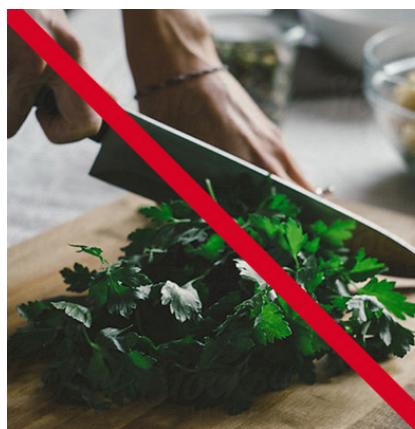
✓ Casual



✗ Dramatic



✓ Casual



✗ Dramatic

# Genuine

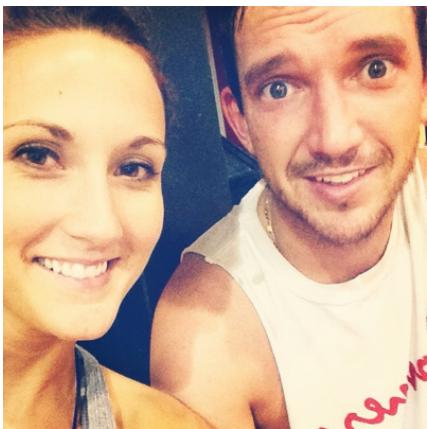
We speak through genuine moments, not fake or forced. Real people are looking to us for real and trusted support. Ask yourself: "would I see this on Instagram?"



Genuine



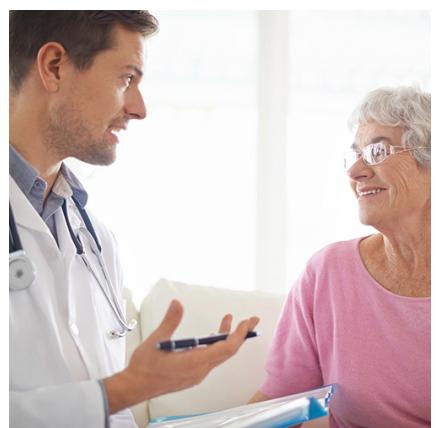
Fake



Genuine



Fake



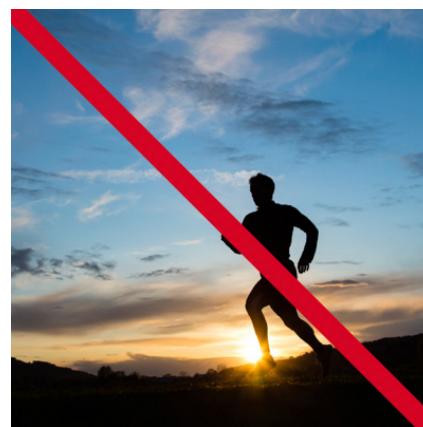
✓ Genuine



✗ Fake



✓ Genuine



✗ Fake



✓ Genuine



✗ Fake

# Light-hearted

We're a glass-half-full kind of company. Take the light-hearted approach every time.  
Ask yourself: "would this put a smile on my face?"



Heh!



Why so serious?



Heh!



Why so serious?





Lighter, more casual feeling.  
Softer lighting illuminates the image, even  
though there are elements of darker colour.



Dramatic, moody.  
Plays with darks and shadows.  
Lens flare feels cinematic.



Focus is on the person in the landscape,  
resulting in a more natural feeling.  
The human subject is in motion.



Focus is on the landscape.  
Use of HDR to enhance lows and highs of  
image, resulting in unnatural looking scenery.  
Human subject is very static.



More casual feeling to photo using softer light from the side to maintain color and vibrancy of vegetables in image.



Dark, shadowy appearance to photos. Harsher light illuminates image unevenly, resulting in darker areas.



Lighthearted image of person engaging in physical activity. Even better would be to have them focused on what they are doing instead of looking at camera.



No overtly fake exercise photos (top). Use photos of people actually exercising over stretching (bottom).



People engaging in healthy eating in a social context. People are smiling, but not in a cheesy way.



Trying too hard to eat healthily.  
Unnaturally laughing in the presence  
of salad.



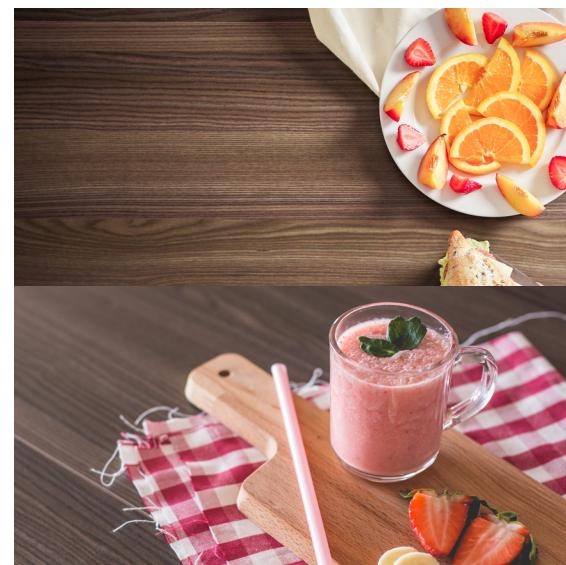
Softer light illuminates the whole image more evenly  
so that the details of face are visible.  
Colours remain more true to reality.  
Feels more open, transparent and honest because  
nothing is hidden in shadows



Direct light on left side casts strong shadows on  
the rest of the image, adding air of mystery (top)  
Direct, harsh front light accentuates features of  
face and distorts some of the colours (bottom)



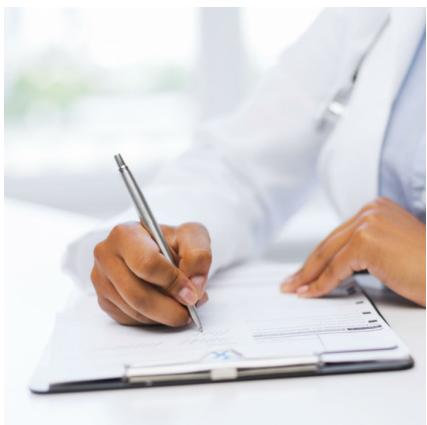
More dynamic and real image of someone preparing food. The vegetables are in disarray on the cutting board.



Images of food that feel very static. Food has been purposely placed in certain locations and nicely arranged.

# B2B Photography

B2B focused photography is the business face of Noom.  
It is very clean and has a more corporate feel.



Focus on  
hands



Not too medical



Bright with a  
blue tinge



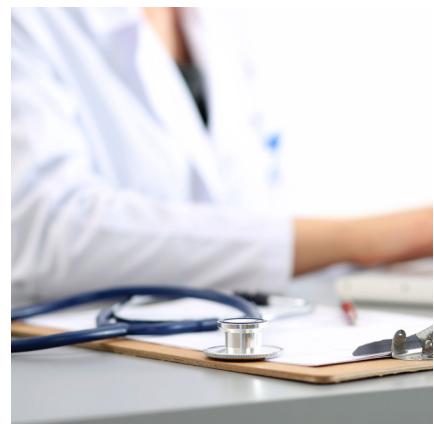
Too intimate



Diversity



Stereotypical race  
and gender roles



Professional  
setting



Creepy setting



Bright with a  
blue tinge

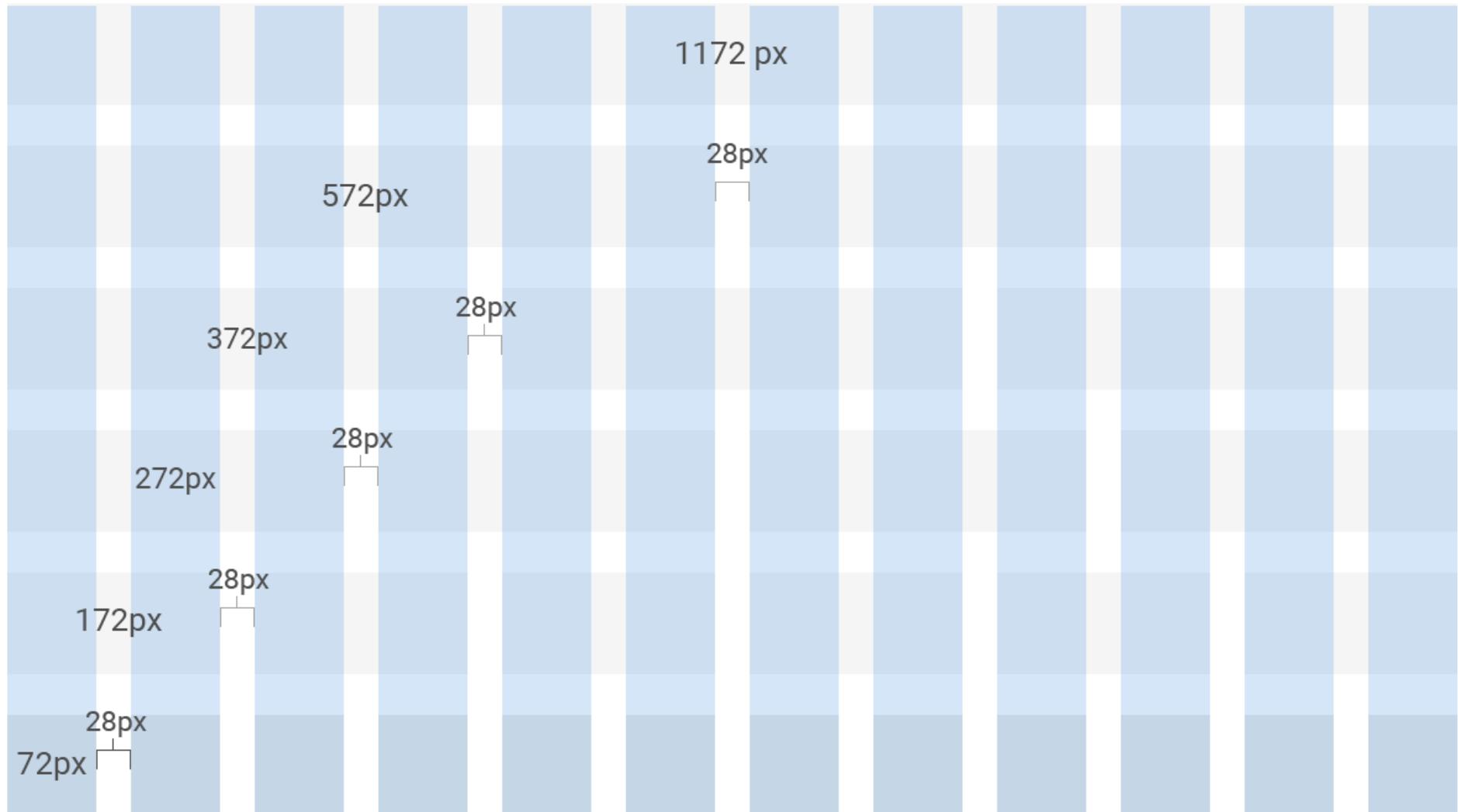


Dark and dramatic



# Layout

# Web Layout







Illustra-  
tion

# Illustration

Chronic conditions are a tough subject to tackle. Noom's illustration style softens the conversation. The style is relatable while taking the issue at hand seriously.



Focus on simple shapes, solid colors, and a positive overall tone. Have fun with the illustrations while taking the detail of each vector into account. Most importantly, never compromise quality in favor of quantity.



# Skin Tone Palette

Dark



+



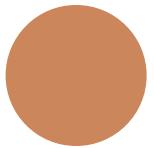
Olive



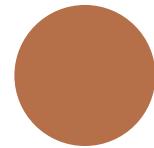
+



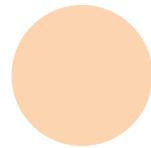
Brown



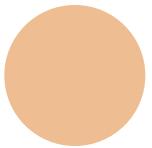
+



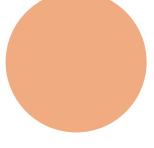
Fair



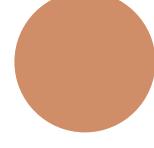
+



Tan



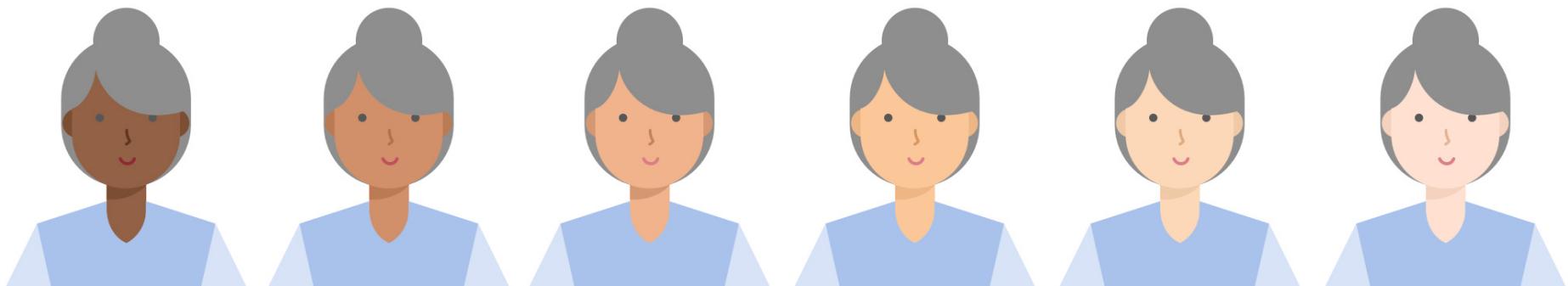
+



Light

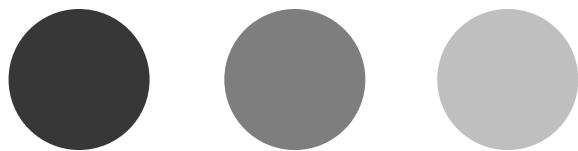


+



# Natural Hair Color Palette

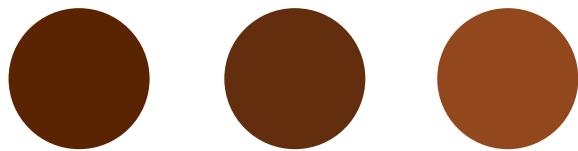
Grey



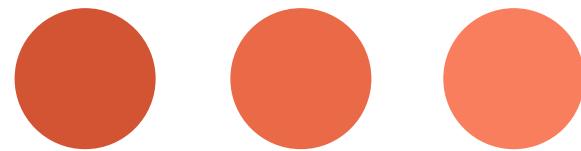
Blonde



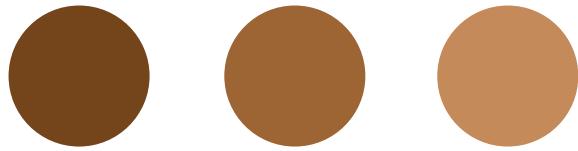
Brown



Ginger



Chestnut



## Illustration Dos & Don'ts

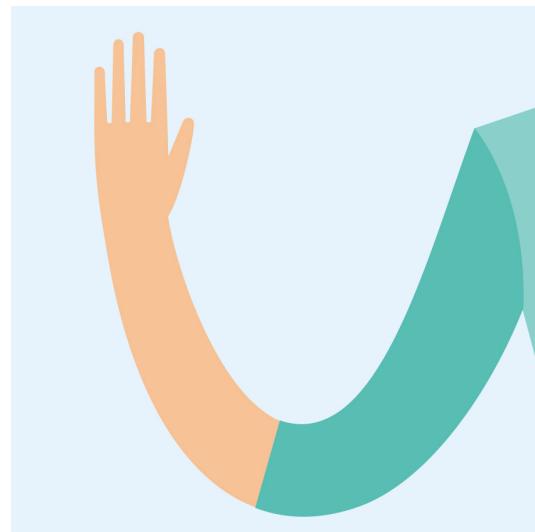
This illustration guide will teach you to avoid some common mistakes. Creating a specific illustration can be tricky, so when in doubt, use your best judgement to resolve the issue at hand.



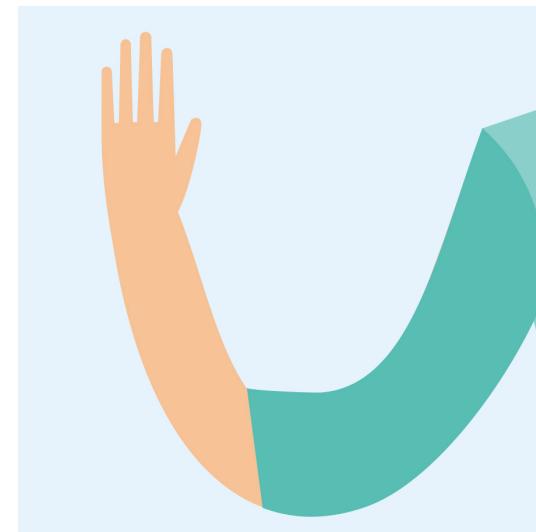
**Do:** Use soft backgrounds often.



**Don't:** Use unnecessarily bright backgrounds.



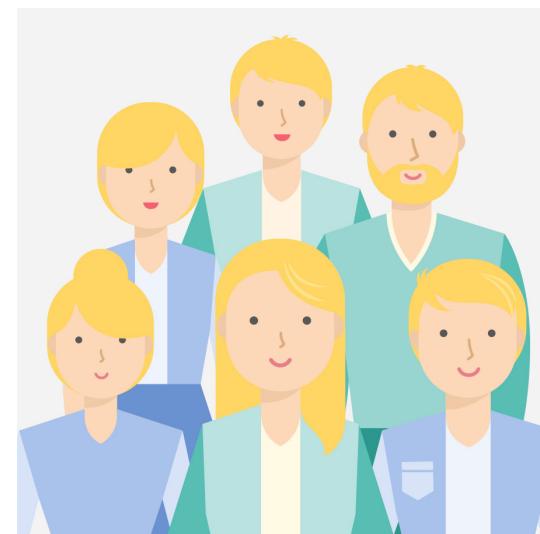
**Do:** Pay close attention to smooth lines.



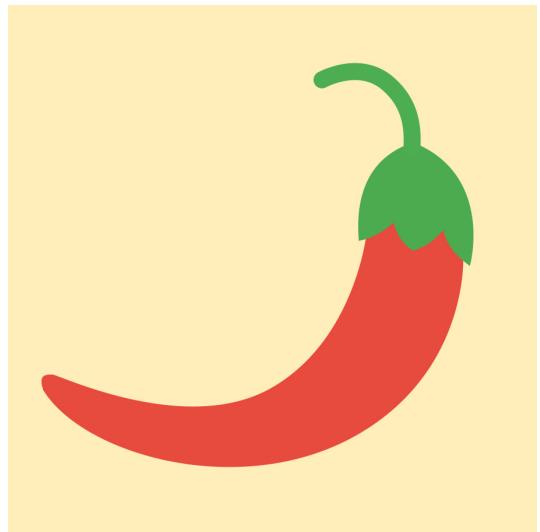
**Don't:** Create angles that degrade the quality of the illustration.



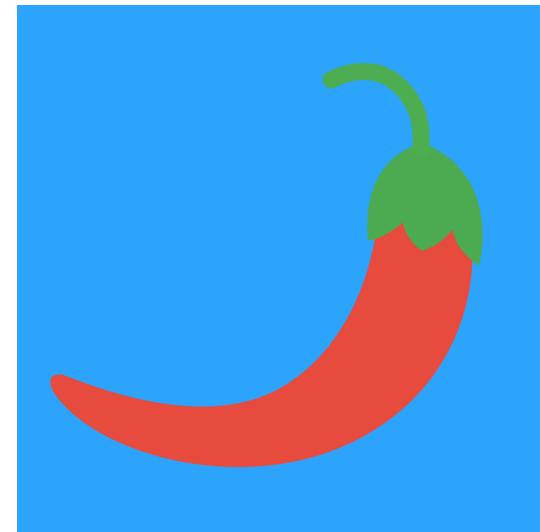
**Do:** Use diversity with respect to age, skin tone, gender, body size, clothing, etc.



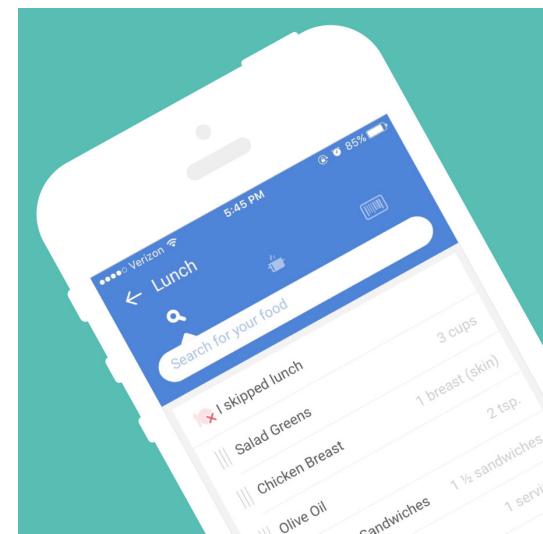
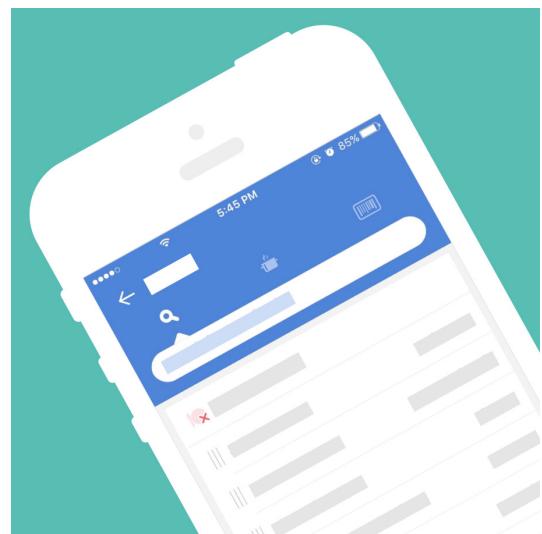
**Don't:** Make every person have the same hair/eye color or skin tone.



**Do:** Choose background colors that compliment the image.

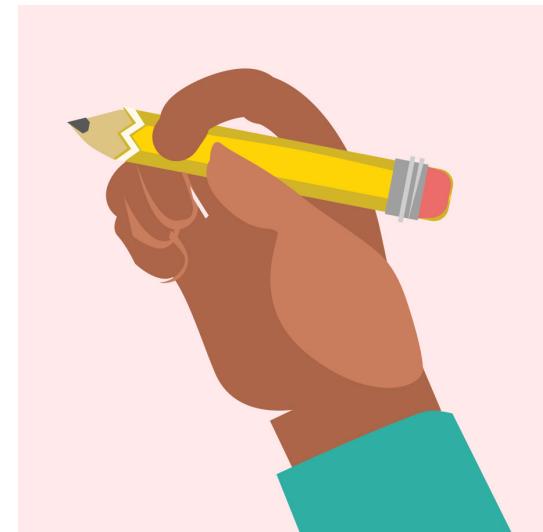
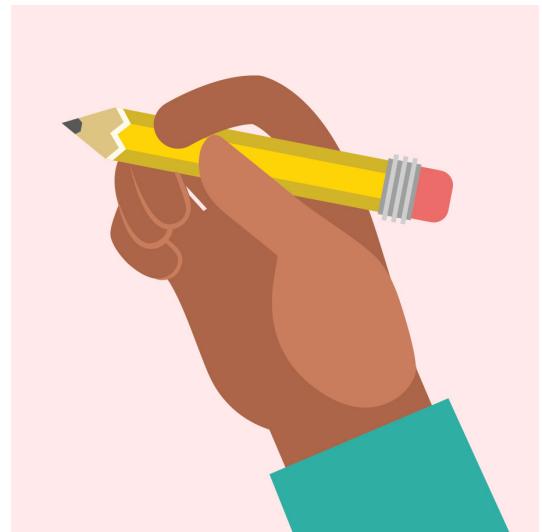


**Don't:** Use colors that vibrate on top of each other.



**Do:** Avoid showing text in any language.

**Don't:** Display any copy unless absolutely necessary since this image will be used in all the languages our app has to offer.



**Do:** Pay close attention to detail, smooth lines and precise angles.

**Don't:** Ignore small imperfections. Every vector makes a difference.

## Icons

Noom's icon illustrations accompany in-app task names, bringing a little playfulness into an otherwise strict set of tasks. The style is minimalistic compared to the more elaborate appearance of content illustration.

An active task will appear in color, whereas a completed or inactive task which will appear in greyscale.

**Log your meals**



**Tell the Coach more about yourself**



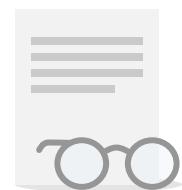
**Walk**



**Challenge**

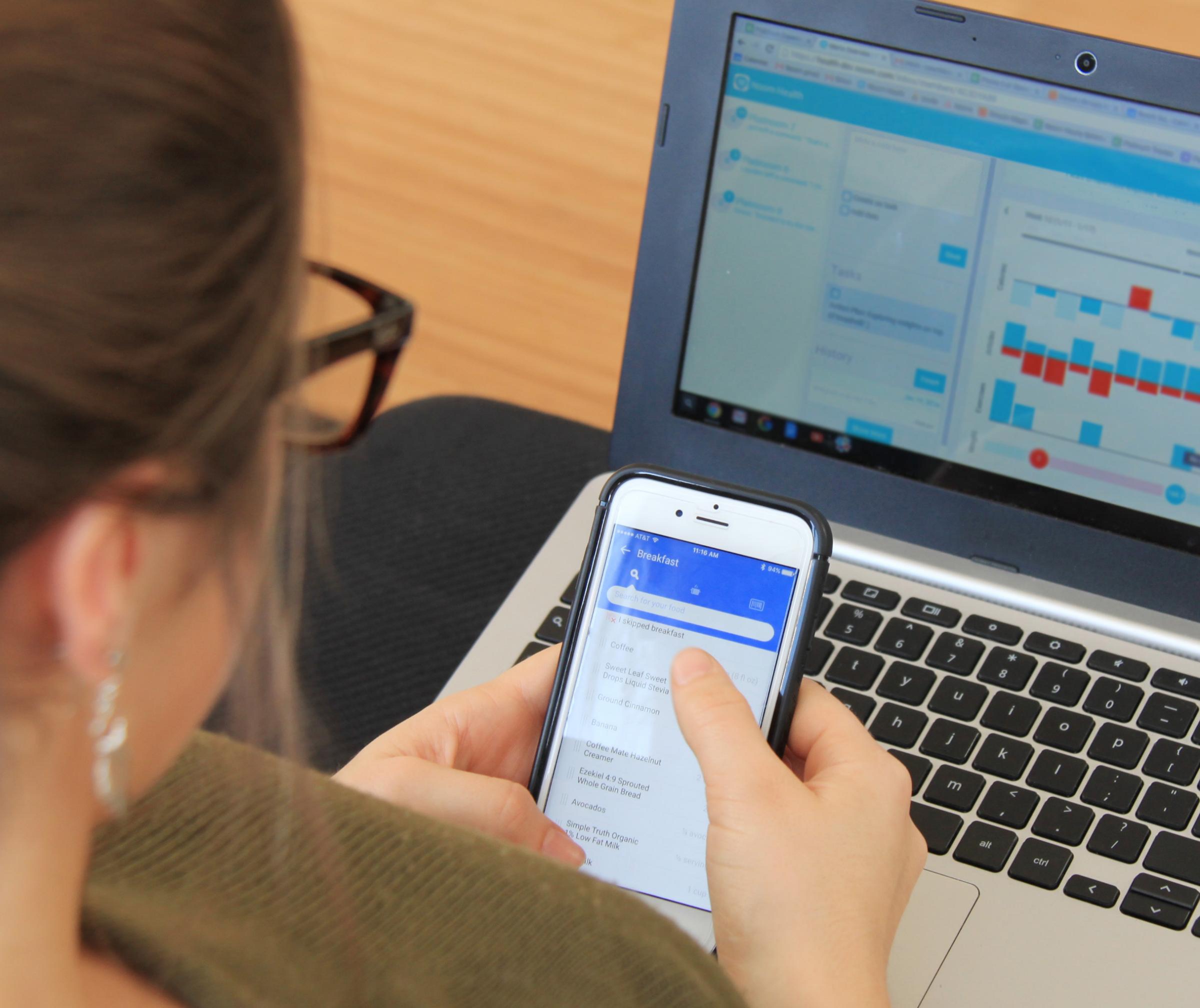


**Article**



**Blood pressure**





Weigh in



Exercise



Connect to Healthkit



Blood glucose



Video





Last  
thoughts

# Thank You

Thank you for respecting Noom's brand. We take pride in our design and branding and expect that you will too! Our product is one-of-a-kind is helping us stand out in the health & wellness market.

With our cutting-edge technology and expert coaches, we aim to keep our users on track throughout their journeys and prepare them for a lifetime of good health. We hope that you enjoy the process of helping us improve our product while enhancing the user's journey. If you have any questions or comments in regards to the branding guidelines, please contact **[dux@noom.com](mailto:dux@noom.com)**.



