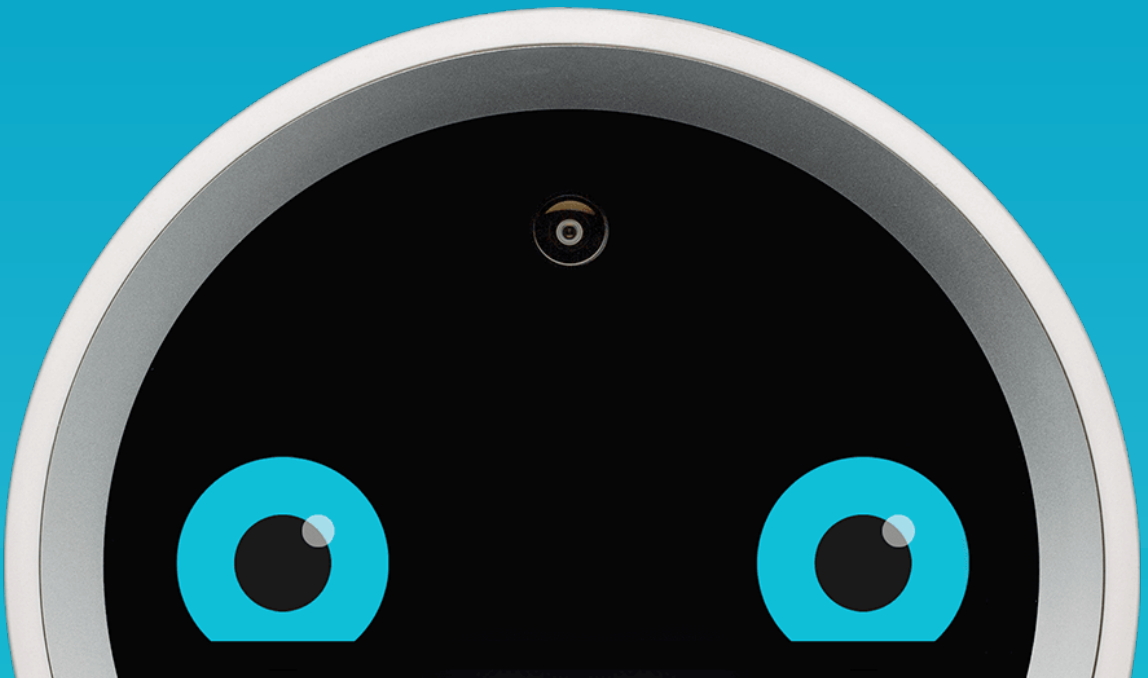
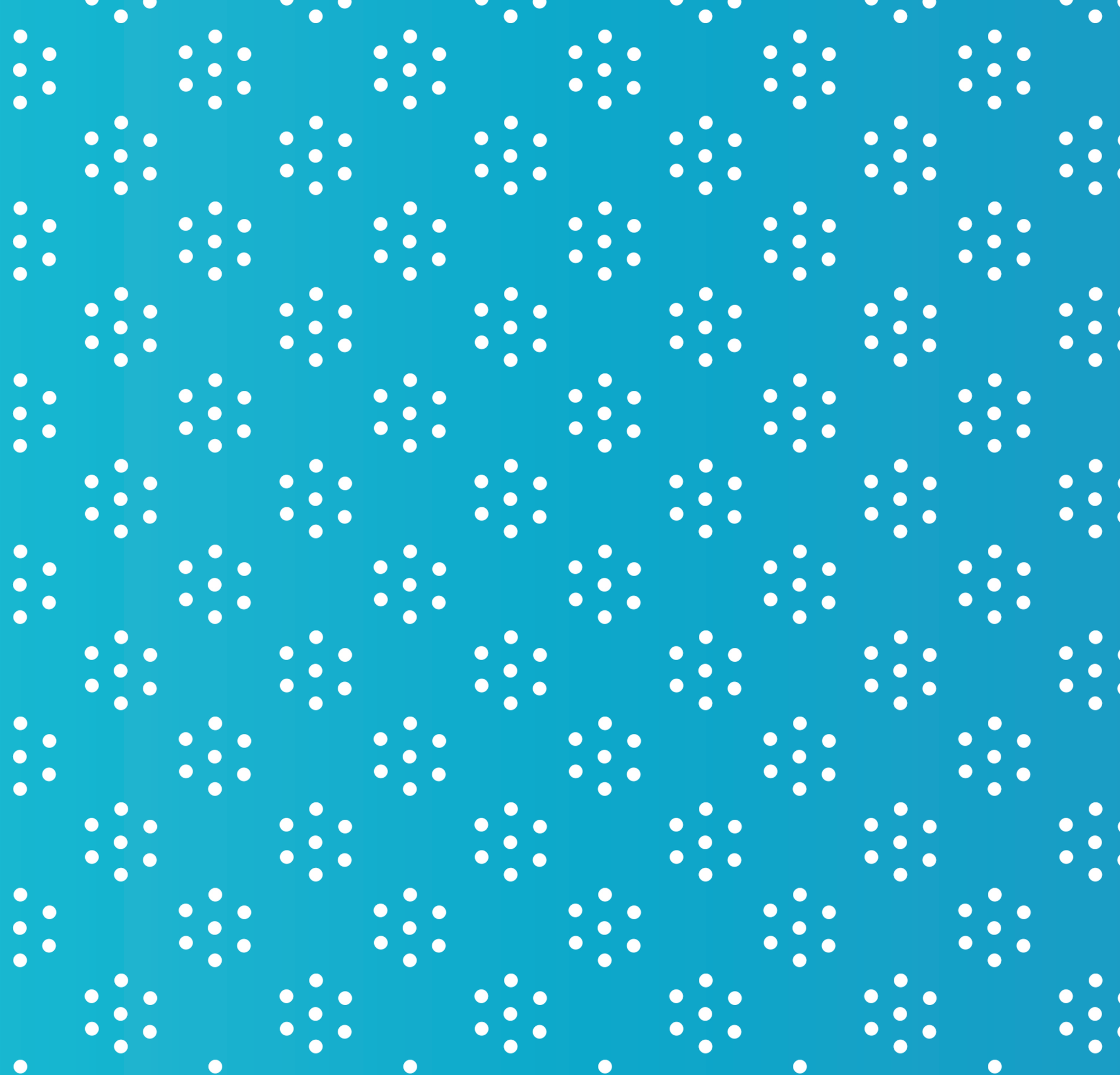




## brand standards guide





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# how to use this guide

Welcome to the Pria by Black + Decker Brand Standards Guide. Ok then, what's a Brand Standards Guide and how should I use it? Well, it's simple really.

This guide will direct everyone who works on and with our brand to understand how we should appear, sound and feel to our customers. It will direct the graphics and thier usage; the tone and voice; our colors and how they work together; and use of photography and how to adjust it. When you use this guide, everything we create, do and share should feel consistent and tell our story not just through our words, but with our essence.

So let's get into it...



## from a tool to assurance

To elevate our role in people's lives, we need to refocus the conversation around Pria from it being a countertop tool that dispenses pills and connects people to one around the emotional benefit of providing assurance for both loved ones and caregivers.







Our brand WHY:

# living in the know

Open your eyes. Live knowing that everything is as it should be. We seek to discover a sense of enlightenment through tools that keep us connected to what matters. That inform us. That empower us through awareness. That provide us with confidence and assurance that things are as they should be. And by living in the know, we create brighter relationships that steadily link us together.



**dispensing  
a dose of  
assurance**





# brand DNA

the emotive essence of the Pria brand



## smart

The agility to inform, to learn, to be resourceful in intelligence gathering and distribution.



## transparent

Honest, straightforward, clear and to-the-point explicit in our delivery.



## trusted

Relentlessly credible, experienced and established through years of being there when you need us most.



## visionary

Ambitiously approaching where others may hesitate to reach.



## assuring

Ensure confidence in a tone that always cares.

# brand pillars

how we live our brand purpose everyday



## relentlessly innovate

Unceasingly develop new ways to elevate how we can better lives.



## simply connect

Bring people together through simple-to-use tools.



## uncomplicate the burden

Abridge the everyday stressors that induce anxiety.



## visionary leaders

Thought, product and cultural influence that drives others to seek us out for what will be.



## solutions oriented

Identify real issues and focus on developing solutions that work together.



## our logo

It's more than just a logo, it's how we address her. Pria. So, we use her name as our logo, and we use it in a manner that brings to life the personal, connective, assuring and optimistic nature that our brand represents.





dos



make sure the logo has clear space to allow for breathing room.



use the entire logo.



use the white logo on the gradient and other darker backgrounds.



use the color logo on white and other lighter backgrounds.

don'ts



do not rotate.



do not squash or stretch.



do not place the color logo on the gradient.



do not change the opacity.



do not place things within the clear space.



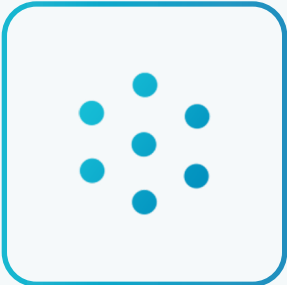
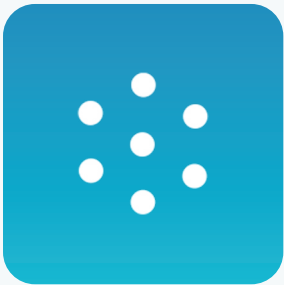
do not separate elements of the logo.



# graphics

**The dandelion**

Use the white dandelion on the gradient.  
Use the blue gradient dandelion on white.  
Do not use any other color combinations.



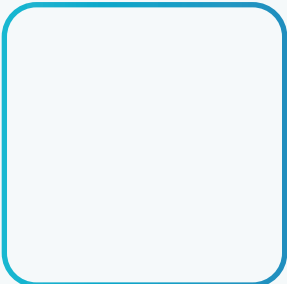
**Pria eyes**

Use the white eyes on blue background.  
Use blue eyes on black background.  
Do not use any other color combinations.



**Rounded-edge boxes**

We use these to create a sense of softness and assurance in an otherwise harsh and dictative world.



**Icons**

Use simple outline icons.  
Use white on gradient.  
Use gradient on white.



## our typeface: poppins

The use of Poppins enables us to visually articulate the sense of openness, simplicity, trust and assurance, without saying a word. It's modern and slightly youthful, creating a sense of play and positivity. And most importantly, the roundness of the type correlates directly back to our product.

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWw  
XxYyZz123456789

# how to use our typeface

**Headlines in Poppins Bold**  
Body Copy in Poppins Regular  
or Poppins Medium

**Kerning**  
0 for body copy  
25 for headlines

**Leading**  
Standard or auto leading

**Justification**  
Always justified to the left



Light, bright, positive and engaging. Our colors are meant to elicit an emotive response with consumers, ensuring that they feel that our brand is grounded, but yet modern and full of life.

electric blue

HEX #18b7d0  
RGB 24, 183, 208  
CMYK 71, 4, 17, 0

healthcare blue

HEX #068fbe  
RGB 6, 143, 190  
CMYK 81, 31, 11, 0

cascade

HEX #f4f7f9  
RGB 244, 247, 249  
CMYK 3, 1, 1, 0

boulder

HEX #7c8291  
RGB 124, 130, 145  
CMYK 55, 44, 33, 4

space

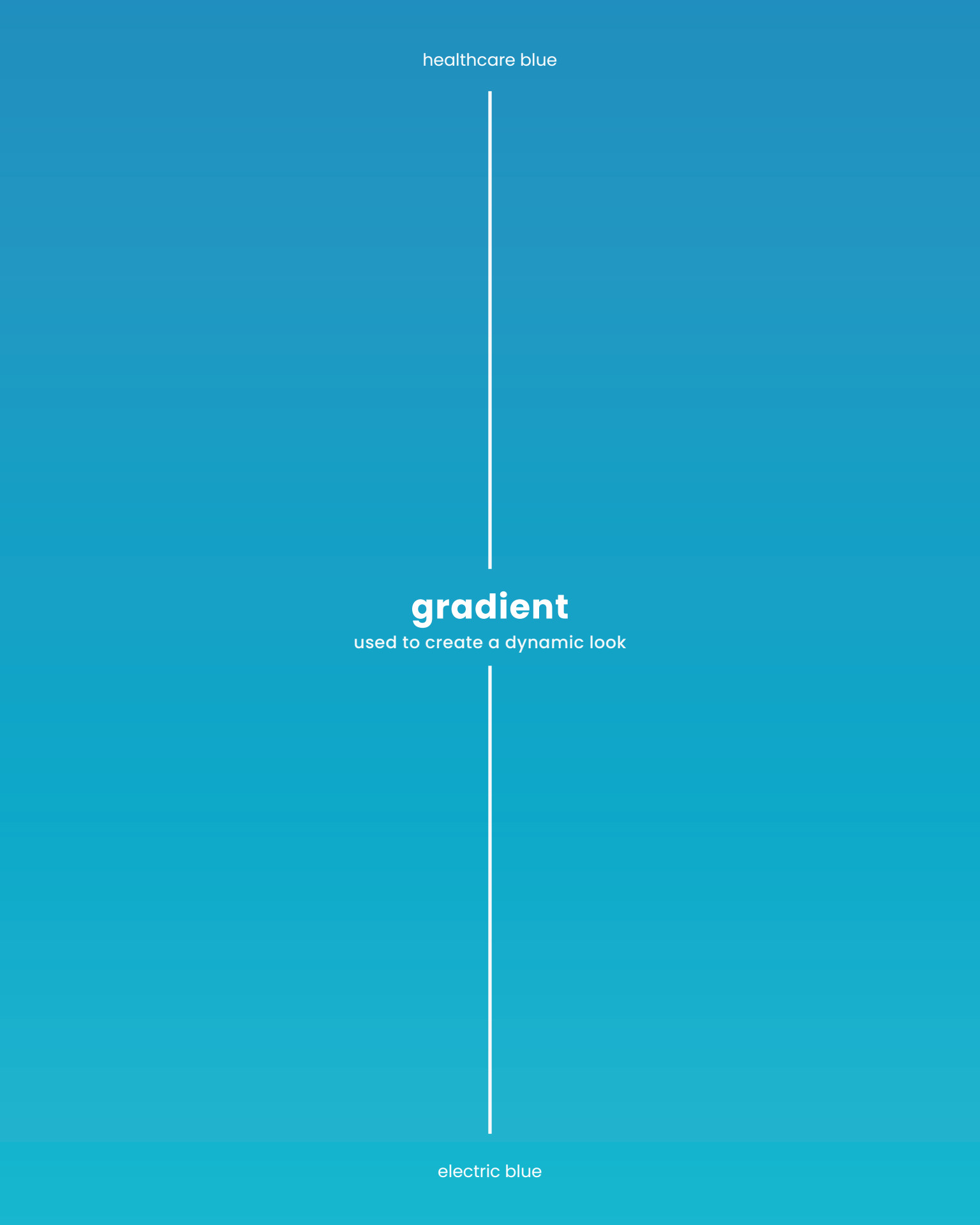
HEX #001b2c  
RGB 0, 27, 44  
CMYK 91, 75, 55, 68

tangerine

HEX #f8891f  
RGB 248, 137, 31  
CMYK 0, 56, 98, 0

jade

HEX #5aba53  
RGB 90, 186, 83  
CMYK 67, 0, 93, 0



healthcare blue

gradient

used to create a dynamic look

electric blue

# photo style

## **Styling**

Focus on creating engaging situations in which loved ones and caregivers are connecting, both around Pria and throughout their life – eliciting the underlying tone that we are enabling living.

## **Treatment**

Shoot and filter our photography so that it feels bright, light and a bit airy: no harsh colors or contrasts. Bring out the blues to tie back to our brand colors, adding a softness to the texture.

## **Format presentation**

We present our photography either full-bleed or within rounded-edge boxes.



before



after







# verbal tone

We are an assuring brand. One focused on creating a positive emotion for our audience and user. We don't whitewash or gloss over the hard stuff, but we look at things with a glass-half-full mentality, creating a sense of optimism.

Coinciding with our outlook, we should evoke a sense of expertise in whatever we're talking about, grounding our thinking in knowledge and facts; supporting our storylines; and emoting a feeling of trust that people turn to.



## Ok...

Now that we've learned how to implement our guidelines, here are some examples.

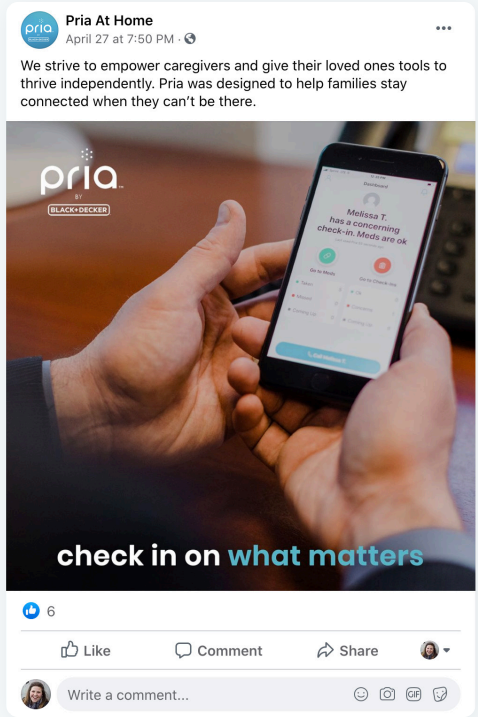
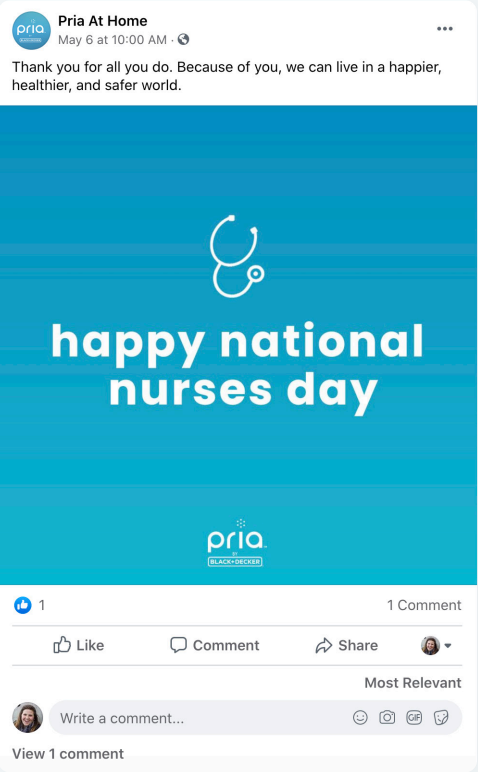
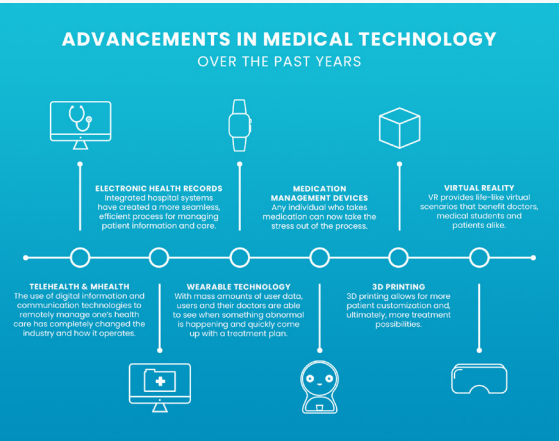
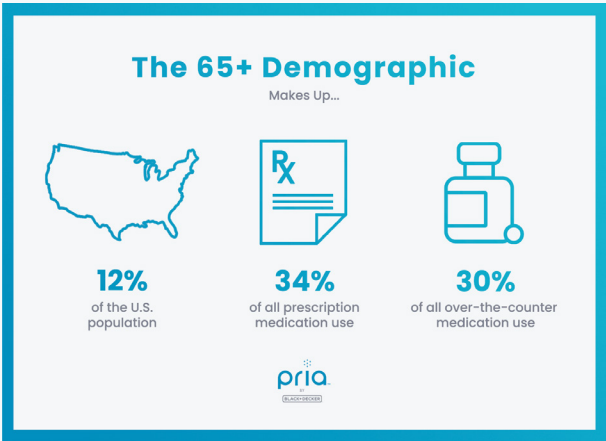
Photos

Incorporate photography that tells a story in a single image.  
Utilize the copy to drive harder messaging.




Graphics

Utilize simple, easy-to-understand graphics that tell a story.  
Use icons to convey storylines.



Each email should feel as if it's coming from Pria herself. The masthead visually represents her peeking out from the behind the messaging.

Use our email messaging as a way to spark a story and drive interest in learning more.



### Here's what's new

In order to better estimate how long loading your medication will take, we've added a loading calculator. Next time you refill your device, Pria's dynamic progress will tell you how long it will take to complete the loading process. As you load each medication, your timer will adjust based on how far along you are.

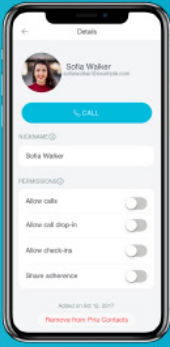
As a Pria user, you can now create your own check-ins from the app. On your dashboard, select 'Check-Ins' on the bottom navigation, then click the '+' on the top right and choose from the pre-set list.

Pria can also set custom reminders via voice command. Try, "Ok Pria, remind me to take the dog for a walk at 12PM today."

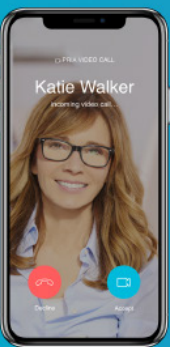
Our friends at Pilo Health, developers of Pria's internal platform, added a COVID-19 symptom checker to the dashboard. Select the notification card on your device or say, "Ok Pria, start COVID self checker" to access the survey.

### Ok, Pria, call mom...

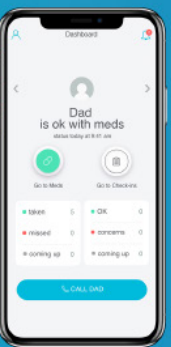
Now more than ever, your Pria can help you stay connected with friends and family members from afar. We've made video calling stronger, so you can drop in to make sure your loved ones are safe and help with their medication management if needed.



In order to use the two-way calling feature, make sure you have active Pria contacts. Users can go to their mobile application, find profile, then click Pria contacts to add more!







Device users can say, "Ok Pria, call [Pria contact]" and she will call their contacts directly.



As a Pria contact, call your loved one directly from the app dashboard. If you have drop-in permissions, choose that feature to dial the Pria device and instantly enable the camera to check in.

### Need help?

Our customer service team is always ready to assist you! Reach out by replying to this email or calling 866-608-5167 option 7 for Pria.



This e-mail was sent to you by Pria by Black and Decker because you asked to receive updates on news and other information from us. [Update Profile](#) or you can [unsubscribe](#) at any time. We respect your right to privacy - click [here](#) to view our policy.

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As we lay out our marketing communications, it’s essential to focus on three key criteria:

Tell a story. Move our customers/audience through the materials while drawing them in through prose style writing (rather than cold hard facts).

Let it breathe. Utilize negative space to enable the reader to feel a sense of calm and reflection.

Incorporate the Pria device in fun, engaging, and punctuative manners so that it’s not just a product, but an integral part of the story.

FREE SHIPPING, 30 DAY NO-HASSLE RETURNS



How It Works


Blog

Reviews

FAQ

BUY NOW

Dispensing  
a dose of  
assurance



Focus on what matters most in life, knowing that your loved ones are cared for. Pria by BLACK+DECKER has revolutionized health-at-home by connecting caregivers and loved ones, helping maintain medication routines, and giving you another way to communicate with friends and family.


Meet Pria

Your Intelligent Medication Manager

Never miss a dose

An automated medication dispenser that lets you focus on what matters most in life, removing the stress and tension of worrying about managing pills – or nagging over them.

- Deliver medication on time, as scheduled
- PIN code or face recognition verification
- Record when doses are taken or missed
- Alert your care circle when doses are missed



Peace of mind

Pria keeps families and friends connected with scheduled and impromptu check-ins, so you know your loved ones are safe and healthy.

- Two-way video calling to Pria
- Mobile alerts
- Custom reminders to drink water or go for a walk
- Monitor medication adherence

Pria's Connected App

Create your custom care circle to maximize features such as two-way calling to Pria, scheduled check-ins, share your daily wellness plan, manage your medicine cabinet, and receive reports of taken and missed doses.

All of this is included in your monthly subscription as well as software updates, so you receive the most up-to-date features.

Medication reminders

Daily check ins

Dosage control

Two-way video calls/chats

Dashboard

Medicine Cabinet

Pria Contacts

Reports

