



# BRAND STYLE GUIDE

## BRAND STYLE GUIDE

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### 00.

3. Introduction

### 01.

4. Our Identity

5. Our Logo

6. Logo Reversal

7. Clear Space

8. Clarity & Minimum Size

9. What To Avoid

### 02.

10. Full Color Palette

11. Backgrounds

12. Black & White

13. Grayscale Backgrounds

### 03.

14. Typeface

## DESCRIPTORS & CO-BRANDING

---

### 04.

16. Logo & Lock-Up

17. Graphic Construction

18. Clear Space

### 05.

19. Co-Branding

## LOOK & FEEL

---

### 06.

21. Background Colors

### 07.

22. Background Photography

23-24. Photography

### 08.

25. Design & Expression

28. Typography Examples

### 09.

29. Web

## ICONOGRAPHY

---

### 10.

32. Respira Icon

33. Respira Icon Style

34. Design Cues

35. General Icon Style

## STATIONERY

---

### 11.

37. Stationery

[DOWNLOAD BRAND ASSETS](#)

# 00.

## INTRODUCTION

This brand style guide contains everything you need to create a thoroughly recognizable Respira document. It also offers our valued partners the necessary information to clearly and successfully market their brand in conjunction with ours.

These guidelines are meant to help us express Respira's core identity and values. Through the correct and consistent use of our visual system, you help to keep our Respira identity, style and brand strong and immediately recognizable.

The design of each one of your presentations, collateral and digital assets, is important. Every touchpoint bearing the Respira name and logo that people encounter influences and helps to create the overall perception of Respira.

By remaining consistent to our overall brand identity, we help to demonstrate to others we are all committed together, to a unique and unified core platform and vision.

Remember that these style guidelines are provided to help you to create beautiful documents. It's up to you and any collaborators to communicate the Respira brand in a focused, dynamic and positive way.

If you have a question about something you've produced and want us to take a look, please contact the communications and marketing department.

That's what we're here for.



# OUR IDENTITY

# 01.

## OUR LOGO

### LOGOTYPE + COLOR PALETTE

The full logotype is formed by the wordmark with the Respira icon above it.

#### Respira logo typeface

Spartan Semi Bold (600) with the superscript dot removed

The logo should always be displayed with the established colors, guaranteeing the best visual contrast with the background.

In plain text, Respira is written in sentence case where only the R is capitalized.



#### Green

HEX: #19D04C  
RGB: 25, 208, 75  
CMYK: 72, 0, 98, 0  
PANTONE: 802 C



#### Purple

HEX: #312651  
RGB: 49, 38, 81  
CMYK: 89, 92, 38, 35  
PANTONE: 275 C

# 01.

## LOGO REVERSAL

### LOGOTYPE + COLOR PALETTE

Use the brand standard green and white version of the logo for dark backgrounds.



#### Green

HEX: #19D04C  
RGB: 25, 208, 75  
CMYK: 72, 0, 98, 0  
PANTONE: 802 C



#### WHITE

HEX: #ffffff  
RGB: 255, 255,  
255 CMYK: -  
PANTONE: -



# 01.

## CLARITY & MINIMUM SIZE

Choosing an appropriate size range for the logotype allows a correct interpretation of the Respira identity.

The size of the logo should be adapted in order to keep the highest possible quality.

Any size below the minimum should not be used.

Minimum recommended size





# 01.

## WHAT TO AVOID

Please:

1. Do not use alternate colors.
2. Do not use alternate typefaces.
3. Do not deform proportions.
4. Do not tilt.
5. Do not use logo typeface (Spartan Semi Bold) for any other text.
6. Do not use boxed versions



# 02.

## FULL COLOR PALETTE

### PRIMARY



#### GREEN

HEX: #19D04C  
RGB: 25, 208, 75  
CMYK: 72, 0, 98, 0  
PANTONE: 802 C



#### WHITE

HEX: #ffffff  
RGB: 255, 255,  
255 CMYK: -  
PANTONE: -



#### PURPLE

HEX: #312651  
RGB: 49, 38, 81  
CMYK: 89, 92, 38, 35  
PANTONE: 275 C



#### GRAY

HEX: #787878  
RGB: 120, 120, 120  
CMYK: 54, 46, 45, 11  
PANTONE: Cool Gray 9 C

### SECONDARY OPTIONS



#### YELLOW

HEX: #FFCD2D  
RGB: 255, 205, 45  
CMYK: 0, 20, 82, 0



#### ORANGE

HEX: #FF9314  
RGB: 255, 147, 20  
CMYK: 0, 42%, 92, 0



#### GRAY VIOLET

HEX: #9693A8  
RGB: 150, 147, 168  
CMYK: 7, 8, Y 0, 34



#### BLUE

HEX: #235383  
RGB: 35, 83, 131  
CMYK: 38, 19, 0, 49



#### VIOLET

HEX: #7D5AAC  
RGB: 125, 90, 172  
CMYK: 18, 32, 0, 33



#### GREEN BLUE

HEX: #146E95  
RGB: 20, 110, 149  
C 51, 15, 0, 42

# 02.

## BACKGROUNDS

In case it is necessary to reproduce the logo on color backgrounds, prioritize use of the Respira purple version wherever possible.



# 02.

## BLACK & WHITE

The black-and-white version is used in black-and-white productions (fax, etc.) where the color version is unsuitable.

It can also be used in very exceptional cases for special applications such as embroidery or engraving.



# 02.

## GRAYSCALE BACKGROUNDS

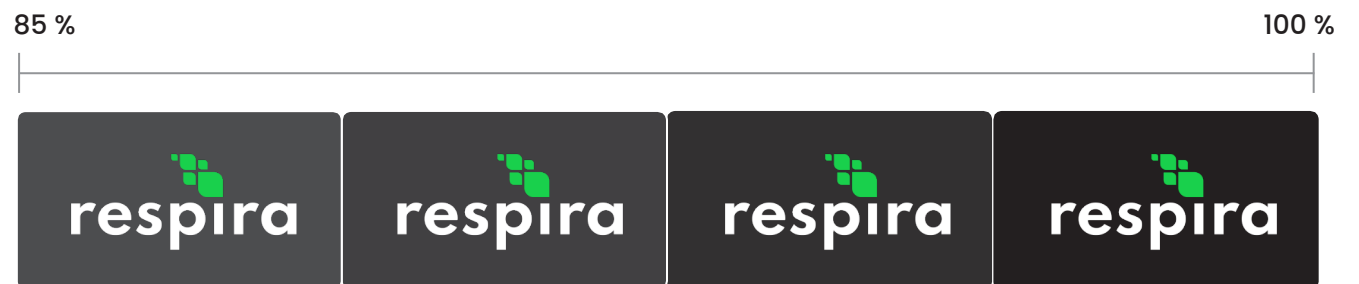
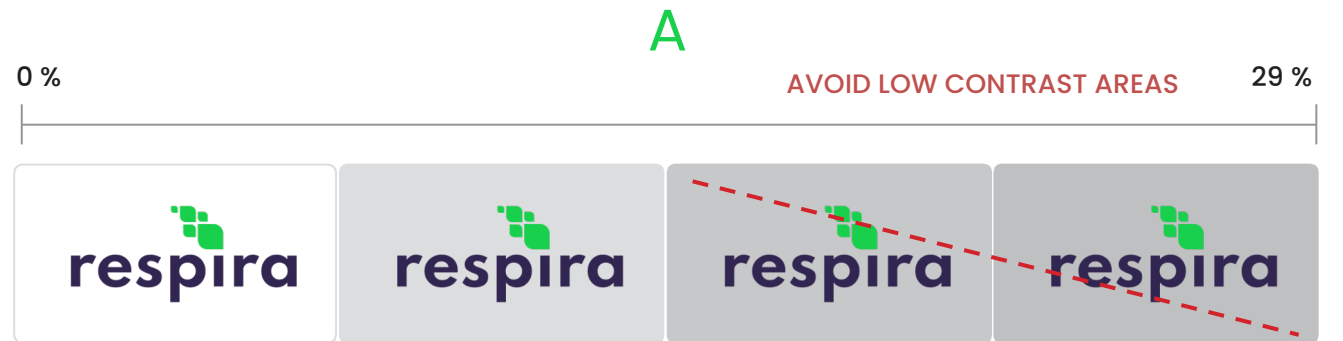
Use the Respira logo on backgrounds that guarantee optimal visual contrast and readability.

Use either the blue or white version depending on the shade and saturation of the background.

**A.** For black values up to 30% use the purple version of the logo.

**B.** From 30% to 100% black use the white version.

Again, privilege readability.



# 03.

## TYPEFACE

### Principal Typeface

Poppins is our official typeface.

Use this typeface all communications (titles, body text, etc).

### Microsoft Office alternative

When Poppins is not available use Century Gothic.

**Please do not** use the logo typeface (Spartan Semi Bold) for any copy or text.

## Poppins

---

We promptly judged antique ivory buckles for the next prize.

Light

Regular

Medium

**SemiBold**

**Bold**

**Black**

*Light Italic*

*Regular Italic*

*Medium Italic*

***SemiBold Italic***

***Bold Italic***

***Black Italic***

123450@!&

## Century Gothic (MS Office alternative)

---

We promptly judged antique ivory buckles for the next prize.

Light Regular

**Bold**

*Light Italic*

*Regular Italic*

***Bold Italic***

123450@!&

# DESCRIPTORS & CO-BRANDING

# 04.

## LOGO & LOCK-UP

For specific applications, the logotype will be applied with its descriptor: THERAPEUTICS

The descriptor must always appear below the Respira wordmark.





# 04.

## GRAPHIC CONSTRUCTION

### Respira logo typeface

Spartan Semi Bold (600) with the superscript dot removed

### Descriptor typeface

Poppins

### IMPORTANT

Spartan Semi Bold typeface is reserved for the Respira logo only.  
Do not use it in any other brand communication.

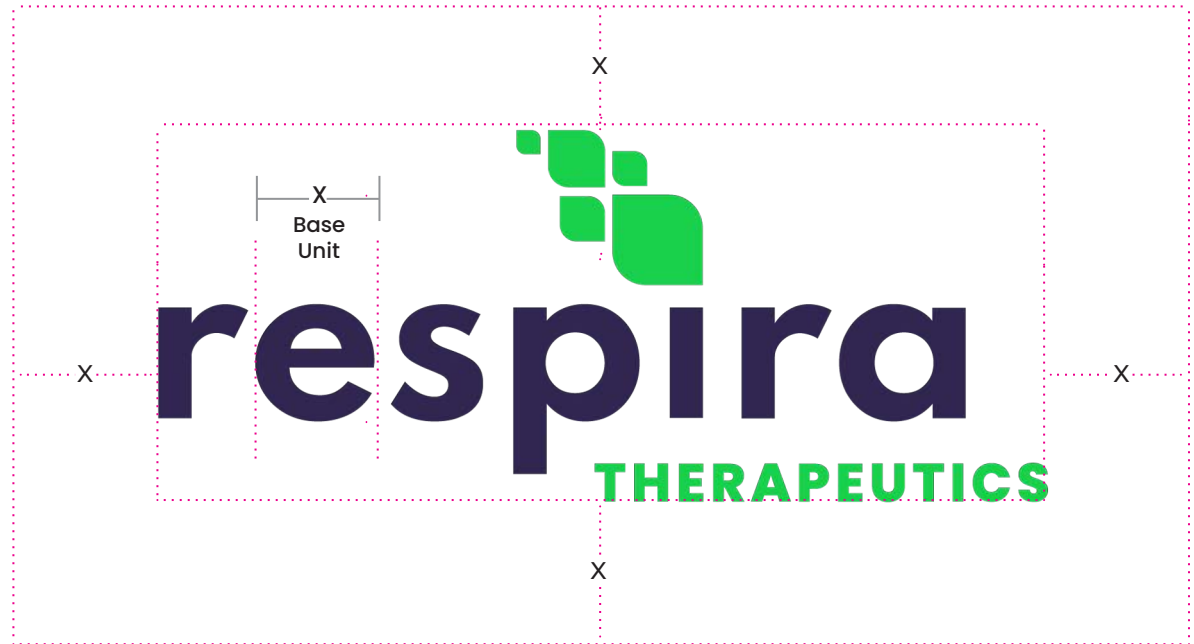


# 04.

## CLEAR SPACE

A designated clear space consistently surrounds the logo. No text, graphic elements, symbols, logos, etc. should be placed in this protected area.

When the brand includes its descriptor, respect the clear space as shown.



X = length of  
Respiramark

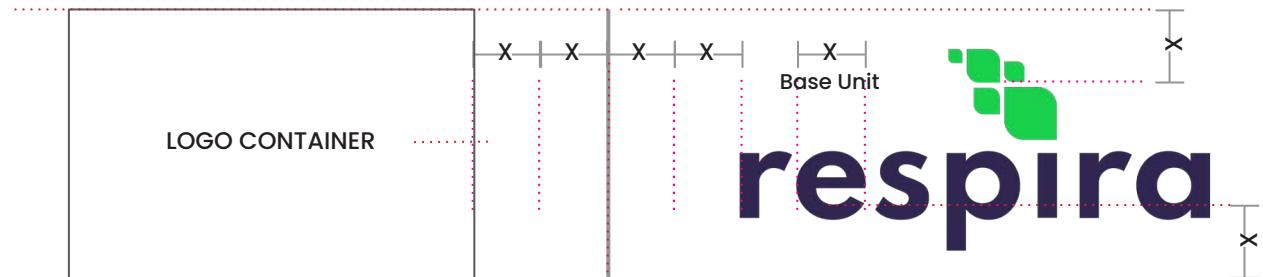
# 05.

## CO-BRANDING

Take care to be consistent with spacing and proportions when integrating projects and partnerships with the Respira identity.

Use this side by side version with the gray vertical connecting line.

Horizontal align partner logo at right edge. Vertical center to gray line.



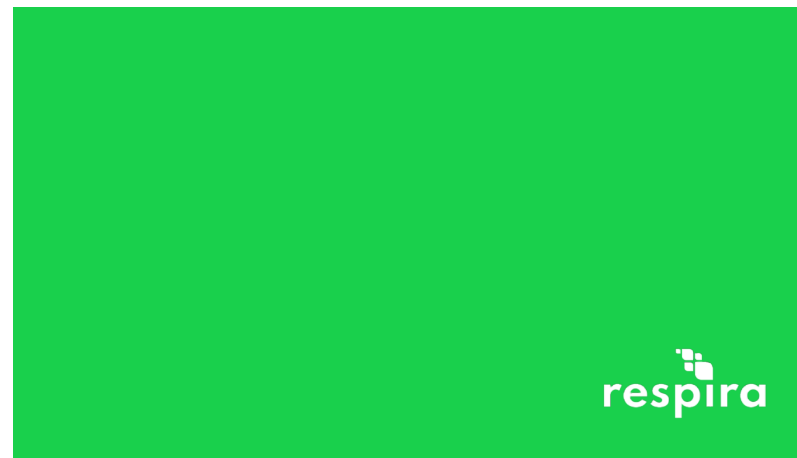
**LOOK & FEEL**

# 06.

## BACKGROUND COLORS

The primary background color palette is derived from the brand color palette.

Depending on the background color of the communication, use the appropriate Respira color logo shown here.



# 07.

## BACKGROUND PHOTOGRAPHY

### Logo + Photography

Use a gradient overlay as needed over background photos to emphasize logo readability

Avoid placing the logo on high contrast areas where it might get lost.

Avoid placing the logo in the direct center of the page. Offset to one corner is preferred.

Avoid complex photo montages. Choose simple, bold images.



# 07.

## PHOTOGRAPHY

Photography should be crisp and contemporary. Strike a good balance between human and tech.

Photography subjects include: breath and lungs, respiratory patients, healthcare professionals, particle technology.

### BRAND CUE - IMAGE SHAPE

Photos that are not used as full background images have two rounded corners, top right and bottom left as shown.



# 07.

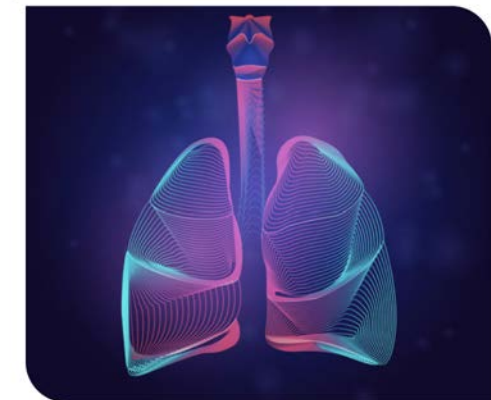
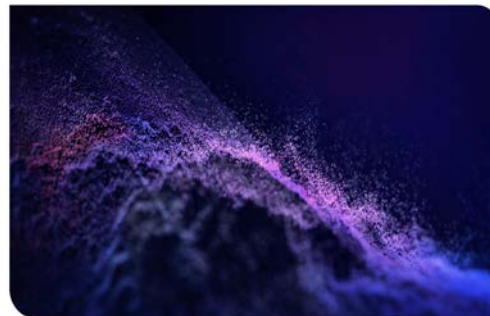
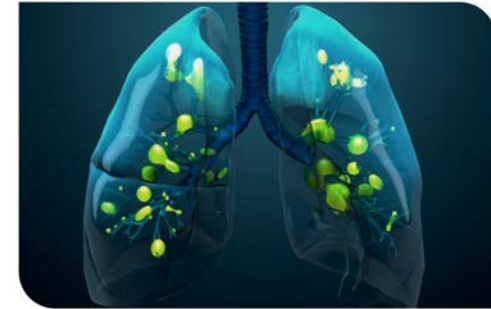
## PHOTOGRAPHY

Photography should be crisp and contemporary. Strike a good balance between human and tech.

Photography subjects include: breath and lungs, respiratory patients, healthcare professionals, particle technology.

### BRAND CUE – IMAGE SHAPE

Photos that are not used as full background images have two rounded corners, top right and bottom left as shown.



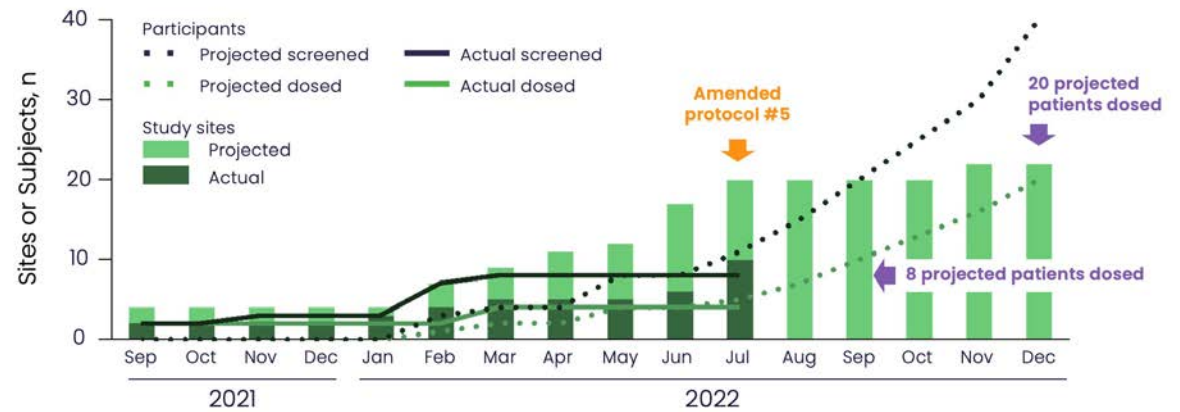
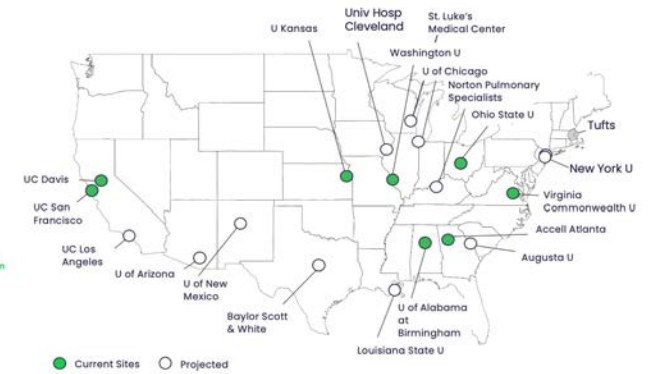
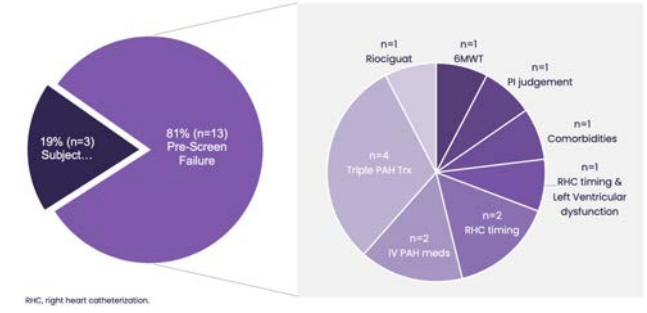
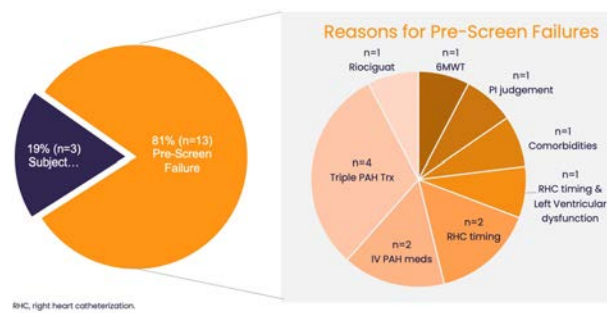


# 08.

## DESIGN & EXPRESSION

### DATA VISUALIZATION & GRAPHICS

Limit the number of colors per graphic and instead use variations based on color value and shade.



# 08.

## DESIGN & EXPRESSION

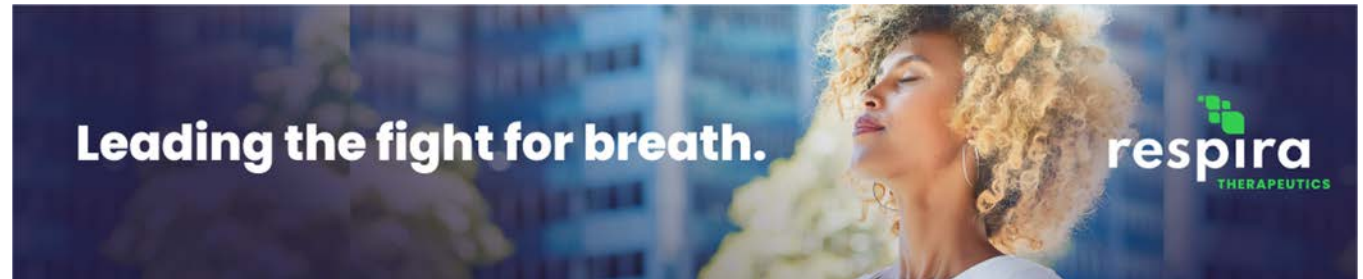
Web banners use the same principles for typography and backgrounds and photography.

Design cues such as the Respira icon can be used to help create a more branded universe.

### BRANDED PROGRAMS

Use brand colors, design cues and typeface to orient communications.

## Banners



Branded Program - Clinical Trial Example



# 08.

## DESIGN & EXPRESSION

Ads use the same principles for typography and backgrounds and photography.

Please also refer to Section 01. on logo usage.

## Advertisement

Clinical Trial Example

**Do you know someone with PAH?**

**Become a part of the PAH clinical trial**  
Visit: [www.vipah-prntrials.com](http://www.vipah-prntrials.com)

The treatment in the VIPAH-PRN 2B trial is investigational

**respira**  
THERAPEUTICS

**respira**  
THERAPEUTICS

**Do you know someone with PAH?**

**Become a part of the PAH clinical trial**  
Visit: [www.vipah-prntrials.com](http://www.vipah-prntrials.com)

The treatment in the VIPAH-PRN 2B trial is investigational

**respira**  
THERAPEUTICS

CLINICAL TRIAL  
♦♦♦♦

**Do you know someone with PAH?**

**Become a part of the clinical trial for people living with pulmonary arterial hypertension (PAH)\***

For more information on the trial, visit:

[www.vipah-prntrials.com](http://www.vipah-prntrials.com)

**vipah**  **prn<sup>2B</sup>**

\*The treatment that Respira is researching in the VIPAH-PRN2B trial is investigational and has not yet been approved for doctors to prescribe. The VIPAH-PRN2B trial is sponsored by Respira Therapeutics, Inc.

ClinicalTrials.gov Identifier: NCT04266197; RT234-PAH-CL202

# 08.

## DESIGN & EXPRESSION

Typography and layout should be clean, readable, well-spaced and consistent within each section.

Example breakdown – font sizing, line heights and spacing within a layout.

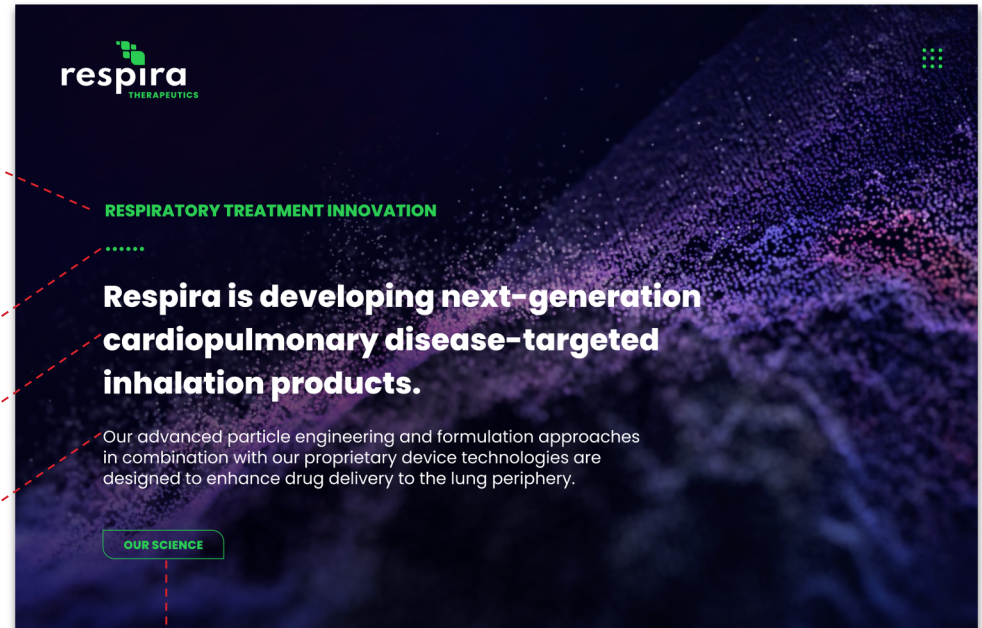
## Typography and layout

Poppins; 20px; 800;  
line-height: 25px;  
rgba(25, 208, 76, 1);

Poppins; 25px; 700;  
line-height: 30px;  
rgba(25, 208, 76, 1);

Poppins; 36px; 800;  
line-height: 52px;  
rgba(255, 255, 255, 1);

Poppins; 20px; 400;  
line-height: 25px;  
rgba(255, 255, 255, 1);



Poppins; 14px; 800;  
line-height: 20px;  
letter-spacing: 0.015em;  
rgba(25, 208, 76, 1);

# 08.

## DESIGN & EXPRESSION

Typography and layout should be clean, readable, well-spaced and consistent within each section.

Example breakdown – font sizing, line heights and spacing within a layout.

## Typography and layout

Poppins; 25px; 700;  
line-height: 30px;  
rgba(25, 208, 76, 1);

Poppins; 20px; 800;  
line-height: 25px;  
rgba(66, 56, 106, 1);

**We are pioneering respiratory therapies for patients with pulmonary arterial hypertension**

.....

Respira is developing next-generation cardiopulmonary disease-targeted inhalation products that enhance drug delivery to the lung periphery.

UNMET NEEDS



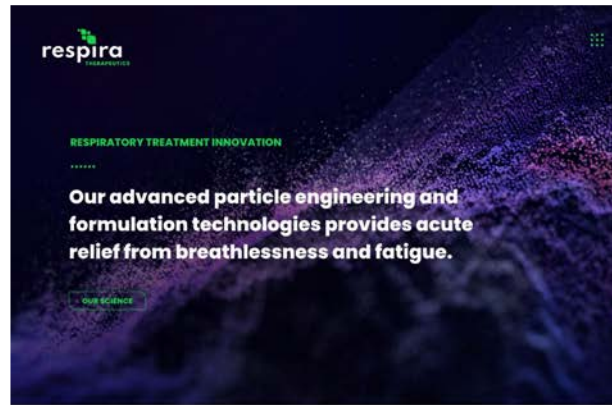
Poppins; 14px; 800;  
line-height: 20px;  
letter-spacing: 0.015em;  
rgba(25, 208, 76, 1);

Poppins; 15px; 500;  
line-height: 21px;  
rgba(117, 117, 117, 1);

# 09.

## WEB

Shown here are some design ideas from the website for brand expression, color use and lay-out.



**respira**  
THERAPEUTICS

RESPIRATORY TREATMENT INNOVATION

Our advanced particle engineering and formulation technologies provides acute relief from breathlessness and fatigue.

Our science



**respira**  
THERAPEUTICS

UNMET NEEDS

About Pulmonary Hypertension (PH)

We are pioneering respiratory therapies for patients with pulmonary arterial hypertension

Respira is developing next-generation cardiopulmonary disease-targeted inhalation products that enhance drug delivery to the lung periphery.

UNMET NEEDS



Pulmonary hypertension is a severe, rare lung disease characterized by high blood pressure in the pulmonary arteries, which deliver blood from the heart to the lungs.

The high pressure causes the heart to work harder to pump blood. This, in turn, causes strain that can lead to the heart becoming larger and weaker and eventually result in right heart failure.




Phase 2 clinical trials of our leading pipeline candidate promise technical and clinical success

Respira's lead drug-device product candidate, RT234-PAH, is a first-in-class inhaled therapy intended for as-needed (PRN)

OUR PIPELINE

Learn more about our Phase 2B clinical trial in PAH [here](#) | vipah | prn2B

Pulmonary Arterial Hypertension affects more than 30,000 patients in the U.S. with an estimated five-year survival rate following diagnosis of 57%\*



Respira's RT234 drug-device product is currently in development for two PH indications:

**Pulmonary Arterial Hypertension (PAH)**  
WHO Group 1 PH


Pulmonary arterial hypertension (PAH) is a rare, progressive, life-threatening disorder characterized by increased pressure in the pulmonary arteries that carry blood from the heart to the lungs. The increased pulmonary artery pressure strains the heart, which can limit physical activity, cause breathlessness and fatigue during activities of daily living, and ultimately result in heart failure and reduced life expectancy. PAH affects more than 30,000 patients in the U.S. Based on data from the Registry to Evaluate Early And Long-Term PAH disease management (REVEAL) of patients in the U.S., the estimated five-year survival rate of PAH following diagnosis is 57%.

**Pulmonary Hypertension in Interstitial Lung Disease (ILD)**  
WHO Group 3 PH

Pulmonary hypertension (PH) is a common complication of interstitial lung disease (ILD), a broad group of more than 200 lung disorders that cause scarring (fibrosis) of the lungs, with substantial morbidity and mortality.

In the U.S., an estimated 30,000 ILD patients also have increased pulmonary arterial pressures, which can adversely affect treatment outcomes and impact health care costs. The development of PH in ILD is associated with increased external oxygen requirements, diminished functional capacity, and decreased life expectancy.

\*Based on data from the Registry to Evaluate Early And Long-Term PAH disease management (REVEAL) of patients in the U.S.



Leading the fight for breath

Our industry-leading experience and expertise is focused on therapeutic technology that we believe will provide substantial new therapeutic benefits for patients everywhere.

ABOUT US



Phase 2 clinical trials of our leading pipeline candidate promise technical and clinical success

Respira's lead drug-device product candidate, RT234-PAH, is a first-in-class inhaled therapy intended for as-needed (PRN)

SEE OUR PIPELINE

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# ICONOGRAPHY

# 10.

## RESPIRA ICON

The full Respira logo should be used by default to reinforce the brand name and help to build awareness.

While not to be used as a replacement for the logo, the distinctive Respira Icon can be used where appropriate to represent the brand alongside other icons.

The Respira icon can also be used with care as a brand design element.

If they are present on the same page, separate the logo and the icon so they act as counterpoints and not as a complete symbol.



Use the same color rules as the logo.



# 10.

## RESPIRA ICON STYLE

Backgrounds can be constructed using the icon. The color palette is derived from the brand colors.

Keep pages simple and clean, uncrowded. Let elements breathe on the page.



# 10.

## DESIGN CUES

### BUTTONS AND CALL-OUTS

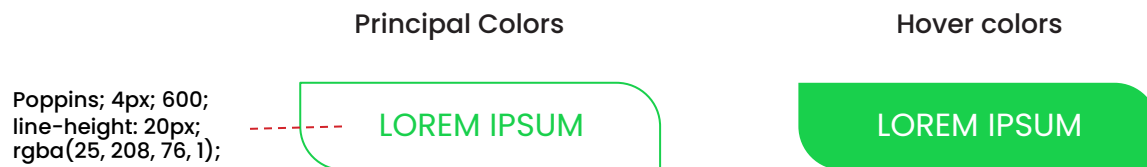
Use a rectangle with rounded top right and bottom left corners.

Use the established colors with the most relevant information in green.

### SECTION BREAKS

A spray particle illustration consisting of 6 green dots can be used as a paragraph, section break, or conclusion...

## Additional Design Cues



---

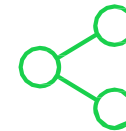
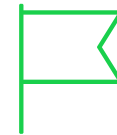
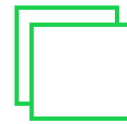
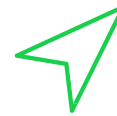
Section Break



# 10.

## GENERAL ICON STYLE

When creating icons, please use a simple linear style, without enclosures, as the style shown.



# STATIONERY

# 11.

## BUSINESS CARDS

Business Cards  
89 mm x 51 mm

### Recto

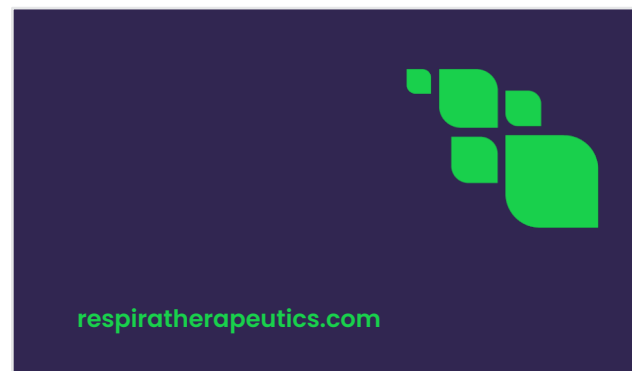


**Name:** Poppins Bold 9 pt.  
Purple

**Title:** Poppins Regular 9 pt.  
Purple

**Info:** Poppins Regular 8 pt.  
Purple

### Verso



# 11.

## STATIONERY

Letterhead example





Respira Therapeutics Inc.  
628 Middlefield Road  
Palo Alto, CA 94301  
+1 646-244-4901

[info@respiratherapeutics.com](mailto:info@respiratherapeutics.com)

[DOWNLOAD BRAND ASSETS](#)