



CORPORATE IDENTITY

WELL BEYOND INNOVATION

OUR BRAND STORY

Our health is sacred.

It opens the door to all else in our lives.

It doesn't matter who we are or where we're from.

If we're young, or old. Fit or frail.

The power of health, properly ignited, has the capacity to set all sorts of wrongs on the right track.

At eMoyo we believe in the power of the human spirit to create solutions necessary to sustain it.

Medical and healthcare devices that do more than diagnose.

That create confidence. And leave the human condition in a much better one, for generations to come.

It's about more than making what's next. It's sharing what works

Changing lives and drawing us ever closer to one another.

We believe in ingenuity that inspires.

Because the future of health is human.

And our ability to grasp its potential is matched only by our drive to exceed it.

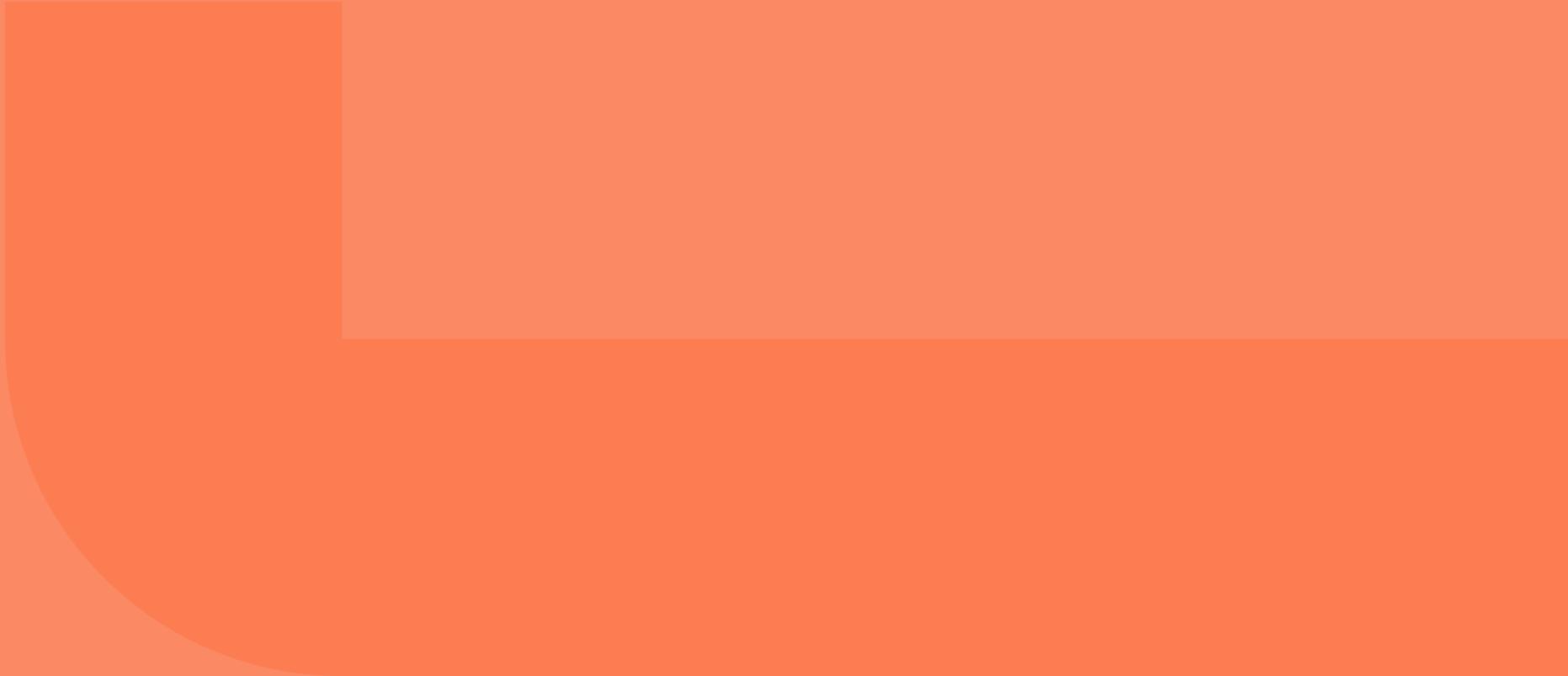
eMoyo. Well Beyond Innovation.



OUR

TRUE NORTH

True North defines the reason for our business,
service or enterprise's existence.



PURPOSE

We exist to advance the health of the human spirit.

PROCESS

By making the detection and treatment of that which ails it more remarkable and accessible.

PRODUCT

With practical, affordable and innovative solutions designed to dissolve barriers between people and quality of life, everywhere.

OUR

CORE VALUES

Our core values communicate what we believe as a company and how we are working together toward a shared vision.

COLLABORATION

United we stand. Divided we fall. We work in solidarity with one another, our partners, our value chain and our customers to ensure we maximise quality and reduce inequality when it comes to delivering on our promise. It is this shared vision that links and drives all components of our enterprise.

INTEGRITY

All our business activities and relationships are built on trust, honesty and openness – because that's the change we'd like to see in the world. We don't present different faces to different people. Strong foundations make for resilient solutions, all of which are highly valuable in our fight to improve the health of the human spirit.

IMAGINATION

Being able to solve real problems for real people requires us to be interested and curious, to broaden our perspective and understanding, and connect with others to be able to meet their needs. Fuelling our commitment to getting things done and face even tough times with greater creativity and resourcefulness.

OUR

BRAND BELIEFS

Brand belief attracts consumers who believe what it believes; it answers their social or self esteem needs; it strongly resonates and it creates an emotional reaction.

A strong core brand belief is essential to a successful brand.

PUT PEOPLE FIRST

Humans are designed to withstand hardship. When they feel included and valued however, they're able to achieve greater levels of their potential.

THERE ARE NO PROBLEMS

Challenges are just solutions-in-waiting and we work tirelessly to identify the ones that are most relevant to benefiting the most people.

MAKE THE BEST PRODUCT

We aim to design medical technology that simplifies, improves reach and reduces the cost of healthcare without compromising on quality.

EQUALITY IS A BASIC RIGHT

We envision a future where there is universal and affordable access to healthcare and strive every day to make this a reality.

WE'RE NOT BOUND BY CONVENTION

Our successes and the fun we have along the way is due in no small part to our ability to develop new ways of doing things.

MAKE SOMETHING BETTER TODAY

We're continuously adapting and improving and believe there are plenty of opportunities to contribute towards more efficient operation.

OUR

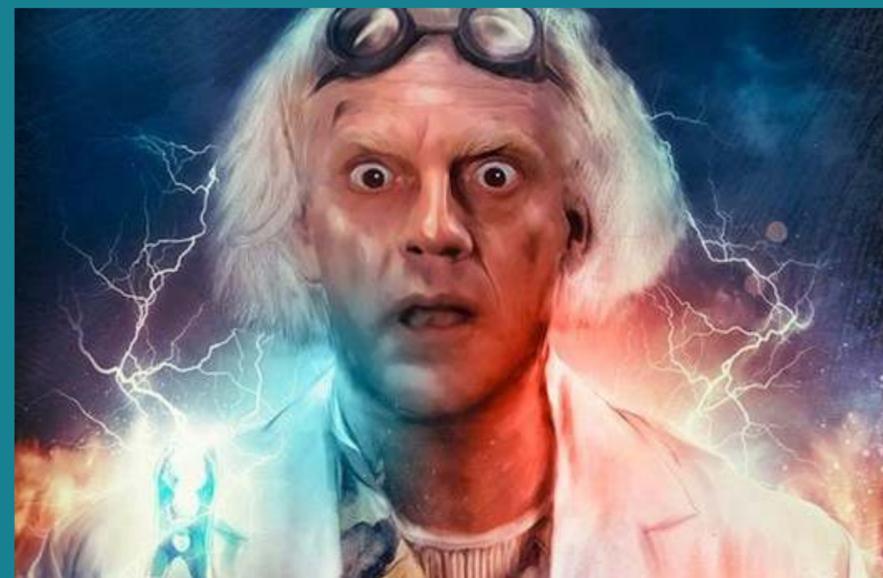
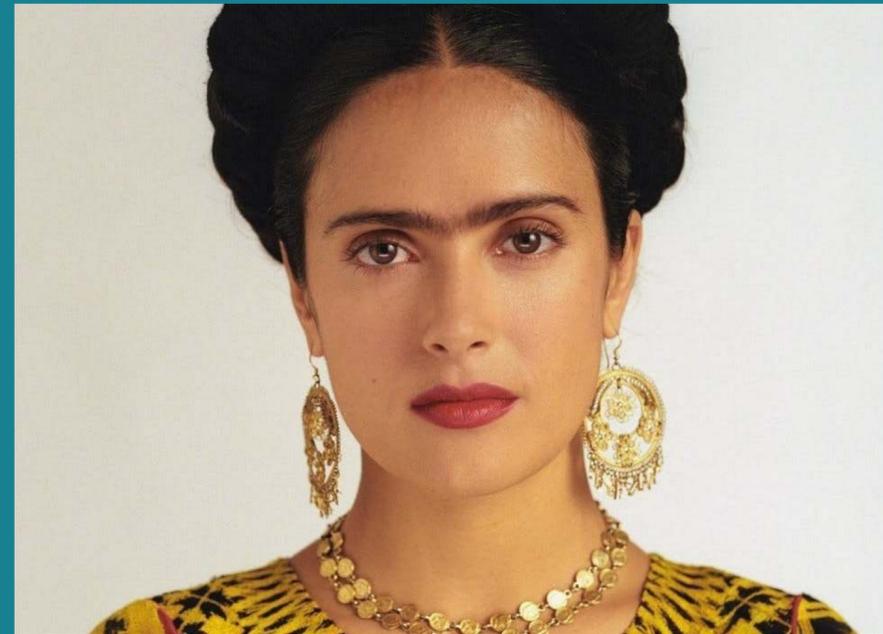
BRAND PERSONA

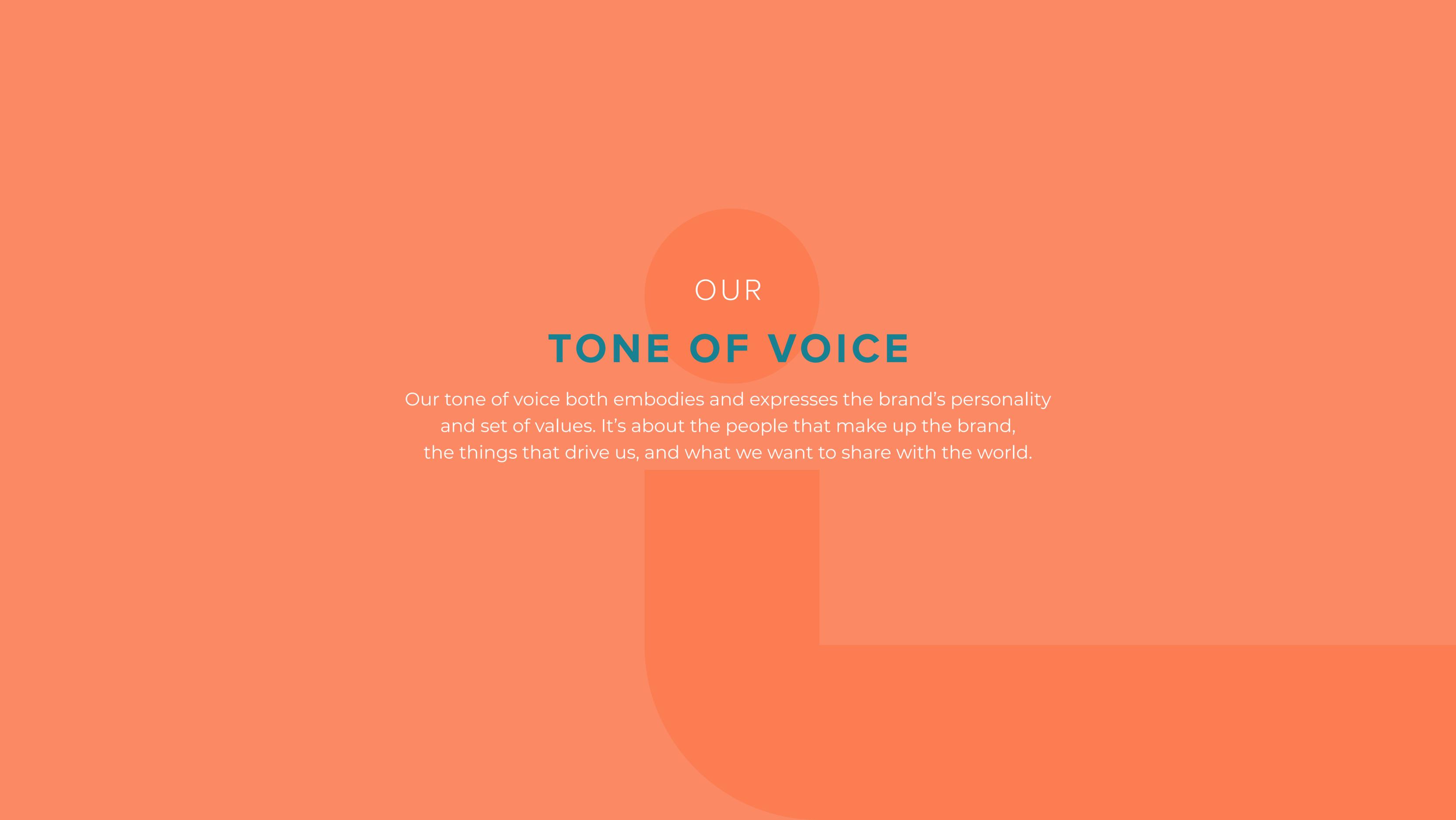
If we imagine the brand as a personality, this is how we would envision ourselves. The Brand Persona filters how we think, act and perceive ourselves, informing our tone of voice, messaging and creative approach.

THE CREATOR

The Creator has a desire to create something new and exceptional, that wasn't previously there, and has enduring value. They need to express themselves with their individual talent and strive to bring their vision to life through that expression. Creators believe that if you can imagine it, it can be created but are often stifled by their own desire for perfection.

"If it can be imagined, it can be created."





OUR **TONE OF VOICE**

Our tone of voice both embodies and expresses the brand's personality and set of values. It's about the people that make up the brand, the things that drive us, and what we want to share with the world.

FILTER

INSPIRATIONAL

DESCRIPTION

We're here to encourage people to see possibility everywhere and liberate their imagination, and motivate their ability to improve, excel and achieve their goals.

DARING

We believe if it can be imagined, it can be created. Our vision and mission is to create remarkable products that improve people's health and lives.

PROVOCATIVE

We're here to disrupt and we aim to get people's attention. The global healthcare system is under pressure and we need to take bold remedial action.

DO

Use a conversational tone, using 'we' and 'our', engaging with audiences instead of just broadcasting. We point to ways that can help.

We craft active sentences that are easy to read or listen to and understand. Our energy comes through in what we say and how we say it.

We're edgy when needs be, as opposed to offensive. We ensure to retain our authenticity and professionalism as opposed to resorting to shock value.

DON'T

We don't always just stick to industry-specific content. We talk about other areas relevant to global healthcare that can inspire a broader audience.

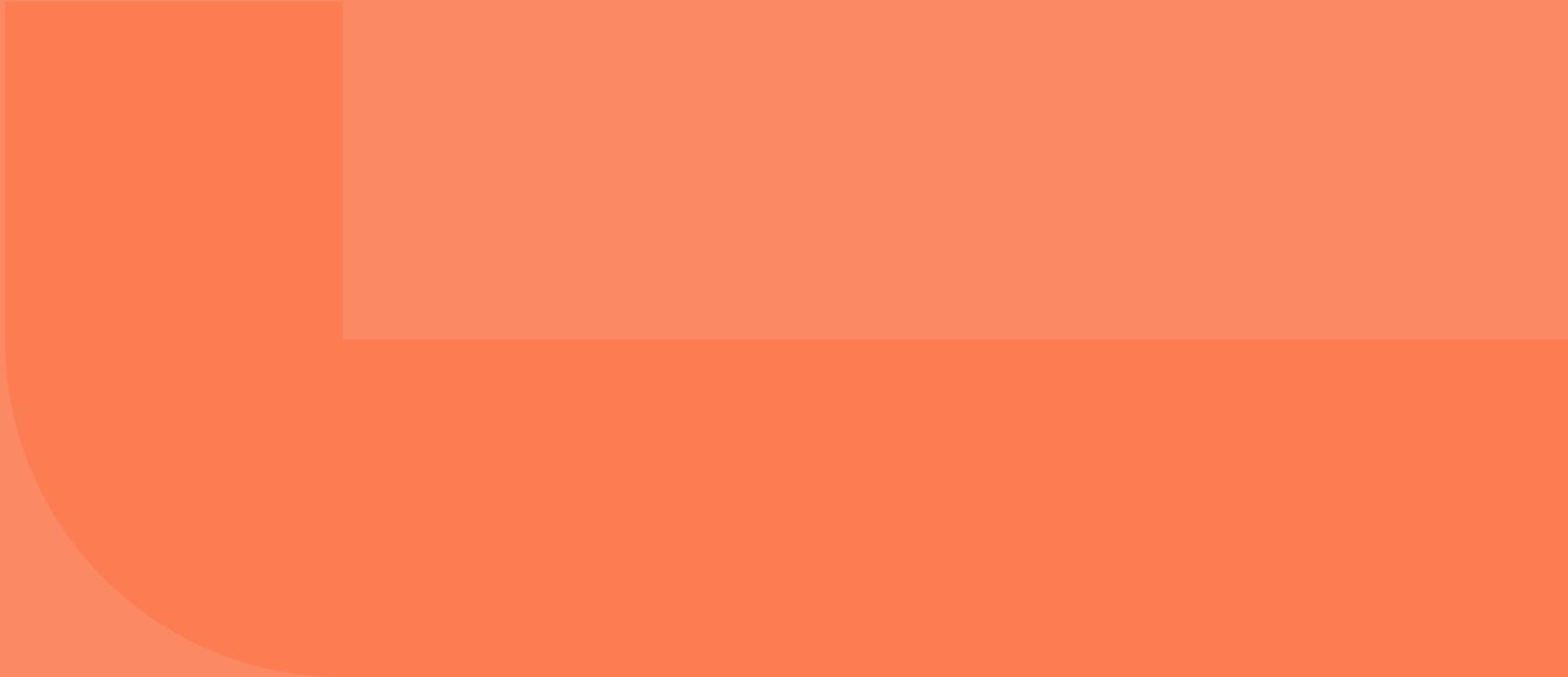
We aren't passive, bureaucratic, overly conservative, bland or unnecessarily complicated – or irresponsible. We know where the line is, and we don't try to cross it.

The medical industry is cautious, and for good reason. We don't play fast and loose with the facts or our credentials. People's health, and even their lives, depend on it.



OUR
LOGO

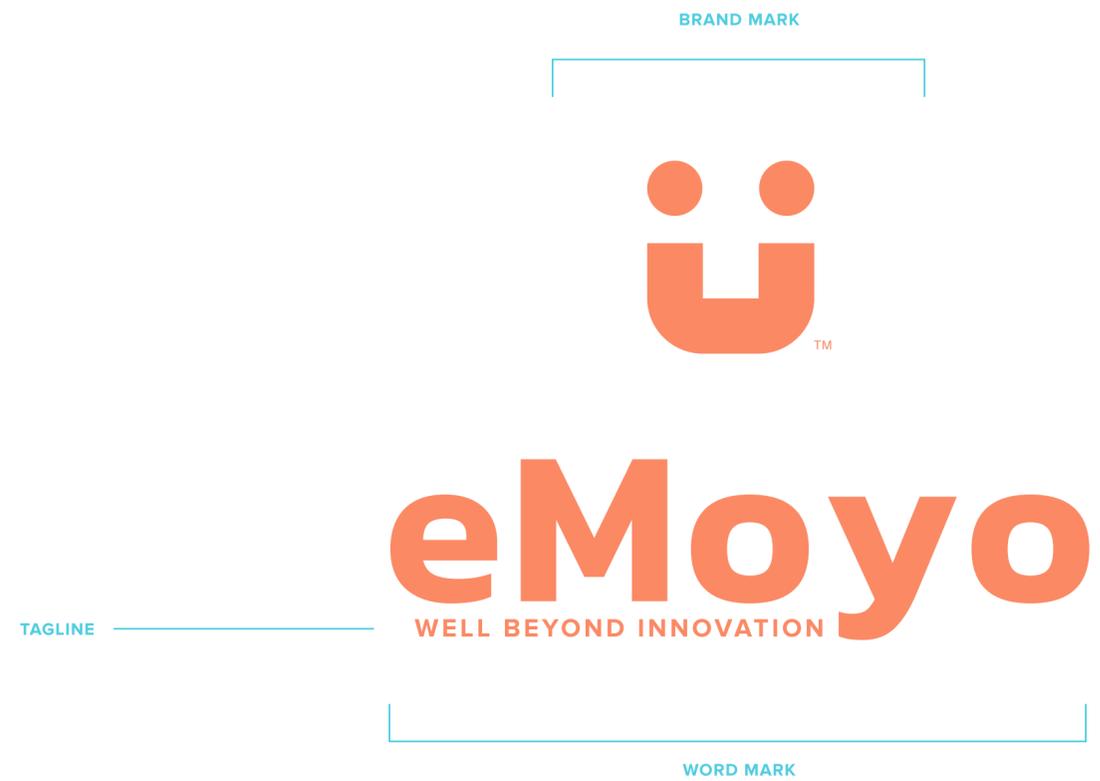
Our logo is our most valuable asset and represents, in its simplest form, who we are and what we do, namely making complex data instantly accessible when it's needed most.



OUR LOGO

COMPONENTS

Our logo is the touchstone of our brand and speaks to the very heart of who we are and what we do. Three distinct elements make up our logo; our brand mark, our word mark and our tagline.



BRAND MARK, WORD MARK AND TAGLINE



BRAND MARK, WORD MARK.



OUR LOGO

VARIATIONS

Versatility is a key component of what eMoyo offers. Naturally our logo mimics this in its various forms, from the standalone option of the brand mark to the full logo including our tagline.

BRAND MARK



WORD MARK AND TAGLINE



WORDMARK



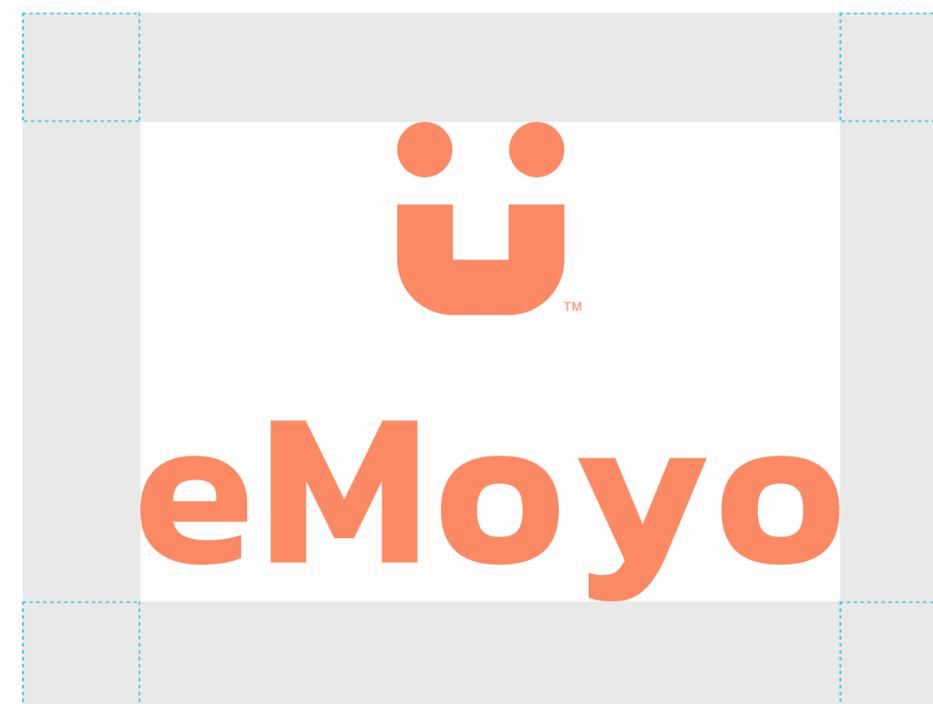
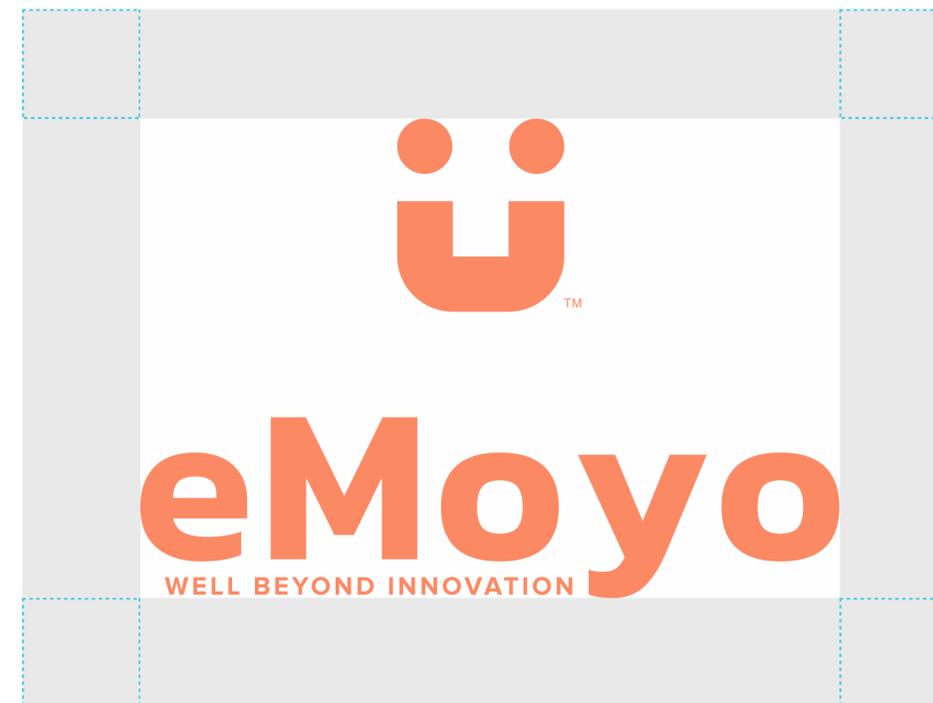
TAGLINE



OUR LOGO

CLEAR SPACE

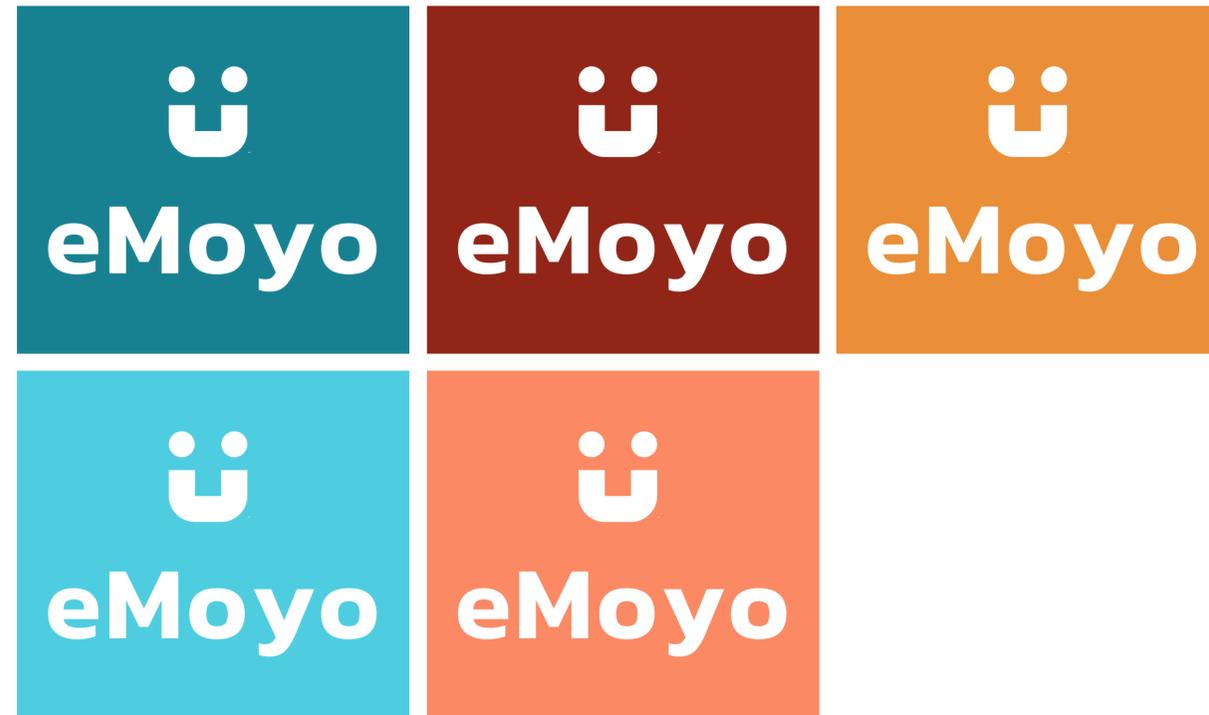
Careful consideration should be taken when using our logo alongside other text, icons or logos, As such our logo, in both versions shown here. Should be used with the clear space indicated so that it is clearly visible and unhindered by any other visual collateral or copy.



OUR LOGO

COLOUR COMBINATIONS

Should our logo need to be used on a flat colour, the following colour combinations are recommended. Care should be taken to stick to these combinations for the sake of both brand consistency and logo visibility.



OUR LOGO

INCORRECT USAGE

Consistency is key to building trust in the mind of our customers and users. As such there are some basic logo rules in place.

1. Don't change the colour of any logo component.
2. Don't distort or stretch the logo.
3. Don't change or rearrange any of the logo components.
4. Don't change the font of any logo component.
5. Don't add any effects or drop shadows to the logo.
6. Don't add any gradient or additional colours to the logo.



OUR

PRODUCT NAMING CONVENTION

Our product naming convention is a process of our various products. Consistent use of different styled characters and separating devices defines our naming convention.

The naming convention will create an identifier for that version or model of product or goods

PRODUCT NAMING CONVENTION

OUR NAMING CATEGORIES

Our new product-naming convention sees us taking a basic, yet-consistent approach when it comes to naming sub products within each range.

KUDUWAVE™
OH

KUDUWAVE™
PRO

KUDUWAVE™
PRIME

KUDUWAVE™
PRO-TMP

LORCAWAVE™
SPIROMETER

LORCAWAVE™
SYRINGE

LORCAWAVE™
WEATHER STATION

KUDUSCOPE™

PRODUCT NAMING CONVENTION

CLEAR SPACE

Our new product-naming convention sees us taking a basic, yet-consistent approach when it comes to naming sub products within each range.



PRODUCT NAMING CONVENTION

PRODUCT EXAMPLE



OUR

COLOUR PALETTE

Colour has the power to evoke emotions, encourage conversions and even generate brand loyalty. As a foundational element of any brand identity, colour creates connections with your audience.

OUR COLOUR PALETTE

OUR COLOUR PALETTE

Trust, honesty and openness inspired this colour palette. This classic combination of blues and orange accent colours has been tested to be comforting and familiar to the human eye.

The cool tones of blues emphasise the warmth that orange radiates.

<p>RGB - 145, 37, 23 CMYK - 27, 95, 100, 28 PANTONE - 484 C HEX - #912517</p>	<p>RGB - 234, 142, 55 CMYK - 5, 52, 91, 0 PANTONE - 714 C HEX - #EA8E37</p>
<p>RGB - 251, 137, 100 CMYK - 0, 57, 61, 0 PANTONE - 1635 C HEX - #FB8964</p>	<p>RGB - 78, 205, 224 CMYK - 59, 0, 13, 0 PANTONE - 310 C HEX - #4ECDE0</p>
<p>RGB - 23, 129, 146 CMYK - 84, 35, 36, 4 PANTONE - 7459 HEX - #178192</p>	

OUR

TYPE FAMILIES

Consistency in type usage is key to communicating a unified personality and brand image. The right typefaces, used consistently, build trust in the mind of the consumer.

OUR TYPE FAMILIES

PRIMARY

Stylistically, Proxima Nova straddles the gap between typefaces like Futura and classic typefaces. The result is a hybrid combining humanistic proportions with a somewhat geometric appearance.

It's approachable while maintaining a level of professionalism.

PROXIMA NOVA

ABCDEFGHIJKLM

NPPQRSTUVWXYZ

Z

abcdefghijklmnoppp

qrstuvwxyz

1234567890 !@#\$%^&*()

WEIGHTS

Regular

Regular Italic

Light

Light Italic

Semibold

SemiBold Italic

Bold

ExtraBold

Black

OUR TYPE FAMILIES

SECONDARY

Our secondary font family, Montserrat, is a geometric sans-serif typeface.

Its distinctive appearance and simplicity works equally well for short pieces of copy as well as in all caps for headlines.

MONTSERRAT

ABCDEFGHIJKLM

MNOPQRSTUVWXYZ

WXYZ

abcdefghijklmn

ppqrstuvwxyz

1234567890 !@#\$%^&*()

WEIGHTS

Regular

Italic

Hairline

UltraLight

UltraLight Italic

Extra Light

Extra Light Italic

Light

Light Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Black

Black Italic

Thin

Thin Italic

OUR TYPE FAMILIES

HIERARCHY

To promote consistency in our branding, specifically across headlines, subheadlines or body copy, the following template should be used as a guideline.

HEADER

Well Beyond Innovation.

Proxima Nova Bold

DETAIL

Posted, May 12, 2020

Montserrat Bold

Montserrat Regular

SUB HEADLINE

Harnessing ingenuity to create remarkable solutions.

Montserrat Bold

BODY COPY

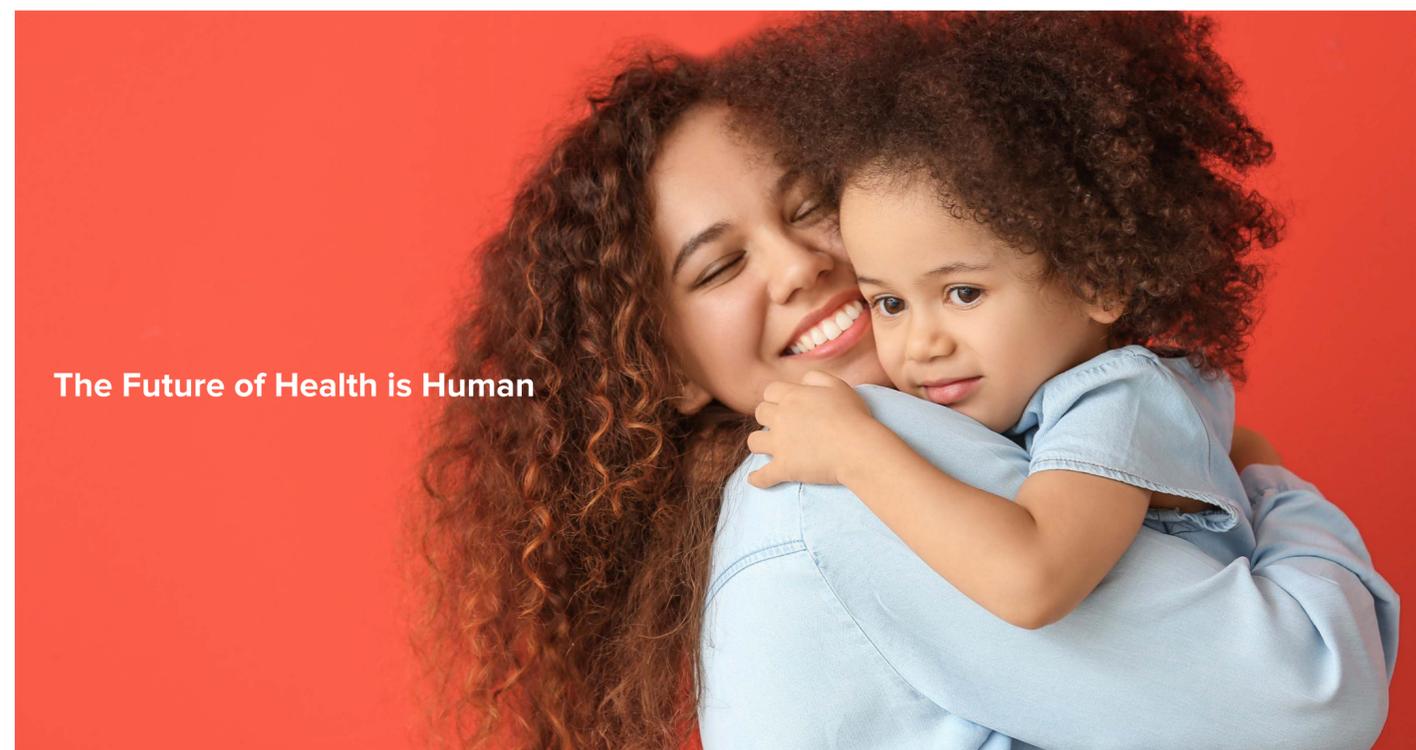
The power of health, properly ignited, has the capacity to set all sorts of wrongs on the right track. At eMoyo we believe in the power of the human spirit to create solutions necessary to sustain it. Medical and healthcare devices that do more than diagnose. That create confidence. And leave the human condition in a much better one, for generations to come. It's about more than making what's next. It's sharing what works. Changing lives and drawing us ever closer to one another. We believe in ingenuity that inspires. Because the future of health is human. And our ability to grasp its potential is matched only by our drive to exceed it.

Montserrat Regular

OUR TYPE FAMILIES

HIERARCHY - VIDEO TITLING

To promote consistency in our branding, specifically across headlines, subheadlines or body copy, the following template should be used as a guideline.





OUR

PHOTOGRAPHY

A picture can tell a thousand words. Our photography should reflect our inspiring brand. A sense of warmth, approachability, trust and authenticity are all key components of who we are.

We believe that, if people feel included and valued, they will be empowered to realise greater levels of their potential.

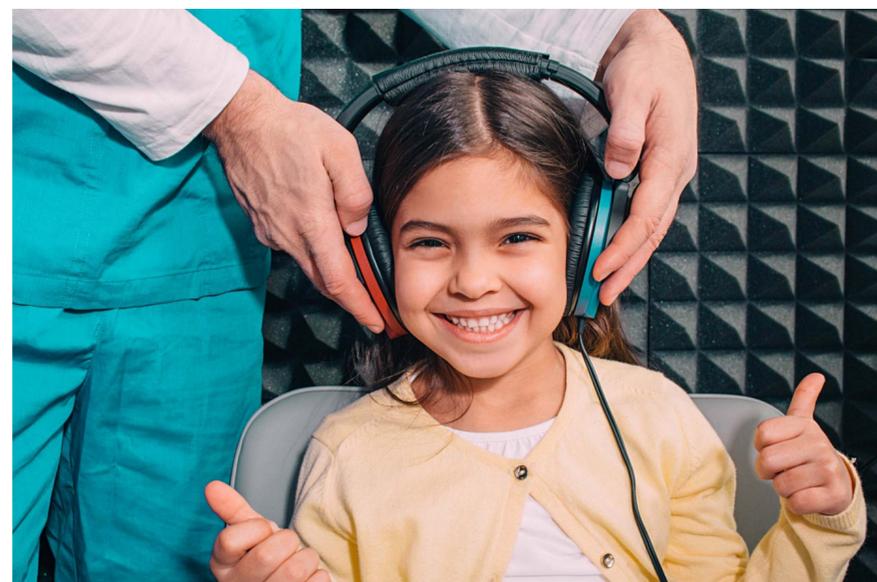
OUR PHOTOGRAPHY

VISUAL MOODBOARD

Imagery plays a crucial role in all brand communication. The images featured here should paint a picture of the type of images that we recommend. All images used for eMoyo branding should tick a few boxes. They should be:

- **Unstaged and authentic.**
- **Images must not be over or under exposed or too highly saturated or too desaturated.**
- **Any people featured in our images should not be looking directly into the camera. They should appear to be jovial and happy. Images should be “caught” moments shot in a documentary style.**
- **Overall, the images should not seem too busy or “cluttered”.**

While stock imagery may be used, our suggestion would be to hire a professional photographer to shoot relevant and unique images for eMoyo.



OUR PHOTOGRAPHY

USAGE WITH OUR LOGO

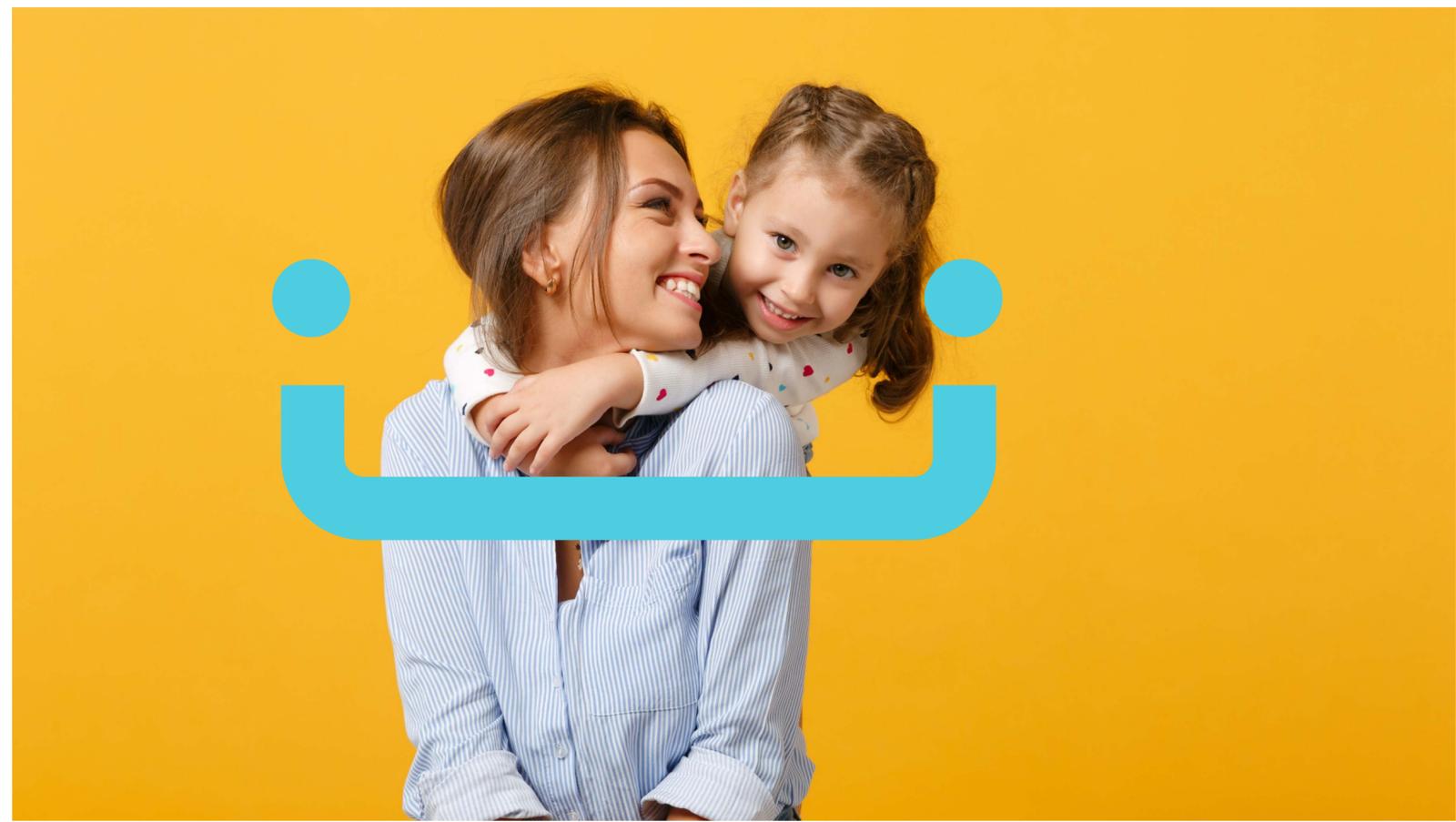
When using our logo in conjunction with any imagery, care should be taken to ensure that the logo is clearly visible. The logo should be placed in an area that has as much “flat” colour as possible and where the background is not too busy. There should be high contrast between the logo and the background, i.e. a dark version of the logo should be featured on a light background.



OUR PHOTOGRAPHY

USAGE OF OUR MONOGRAM

In keeping with our Brand Value of collaboration, we started playing around with our icon, changing its size, length, etc. The result is a living, breathing logo that can adapt to whichever surrounding it is in, thus adding to its versatility.



OUR

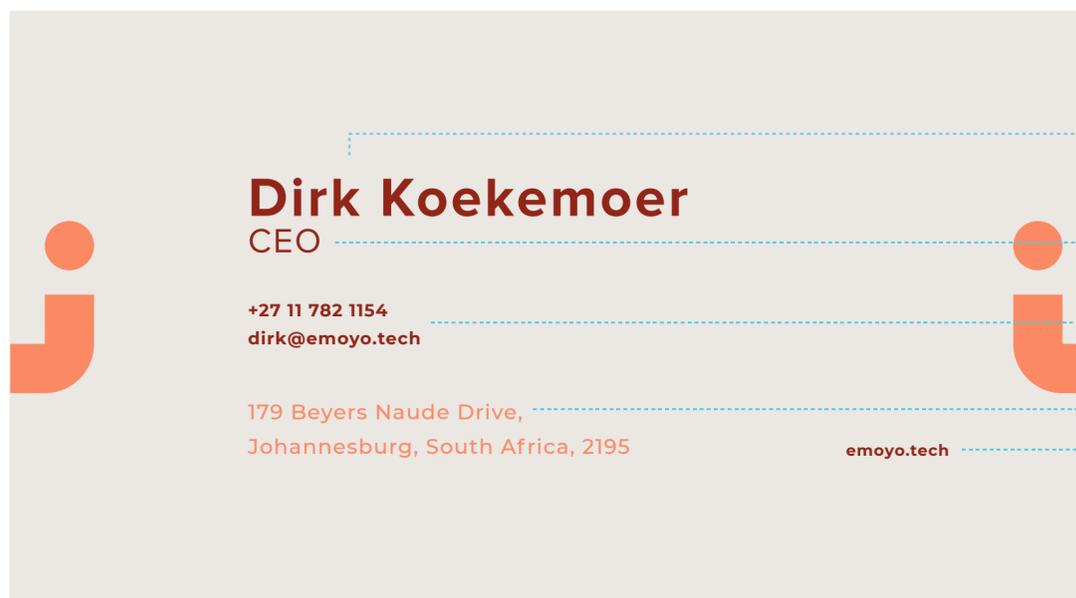
CORPORATE IDENTITY

A carefully devised and diligently executed corporate identity helps increase a company's brand equity by contributing to the positive perception of the brand in the minds of both future and existing customers.

OUR CORPORATE IDENTITY

BUSINESS CARDS

Business cards are a simple-yet-effective tool for brand awareness. Featured here is a template for the design of our business cards. Details can be easily changed to accommodate all staff names and contact details.



Name and Surname

Job Title

Mobile and Email Address

Office Address

Website url



Dirk Koekemoer
CEO

+27 87 231 0132
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179 Beyers Naude Drive,
Johannesburg, South Africa, 2195

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179 Beyers Naude Drive,
Johannesburg, South Africa, 2195

OUR CORPORATE IDENTITY

STATIONERY

A less-is-more approach has been adopted for our corporate stationery.

Our company stationery featured here has been designed to adhere to this aesthetic and pairs well with our business cards and other potential branded items.



OUR CORPORATE IDENTITY

EMAIL SIGNATURE

Much like our business cards and letterhead, our email signature conveys key information succinctly and effectively. Links should be provided here to allow anyone we engage with to click through from this signature to our company's website and various social media pages and platforms.

Kind regards,



Well beyond innovation.

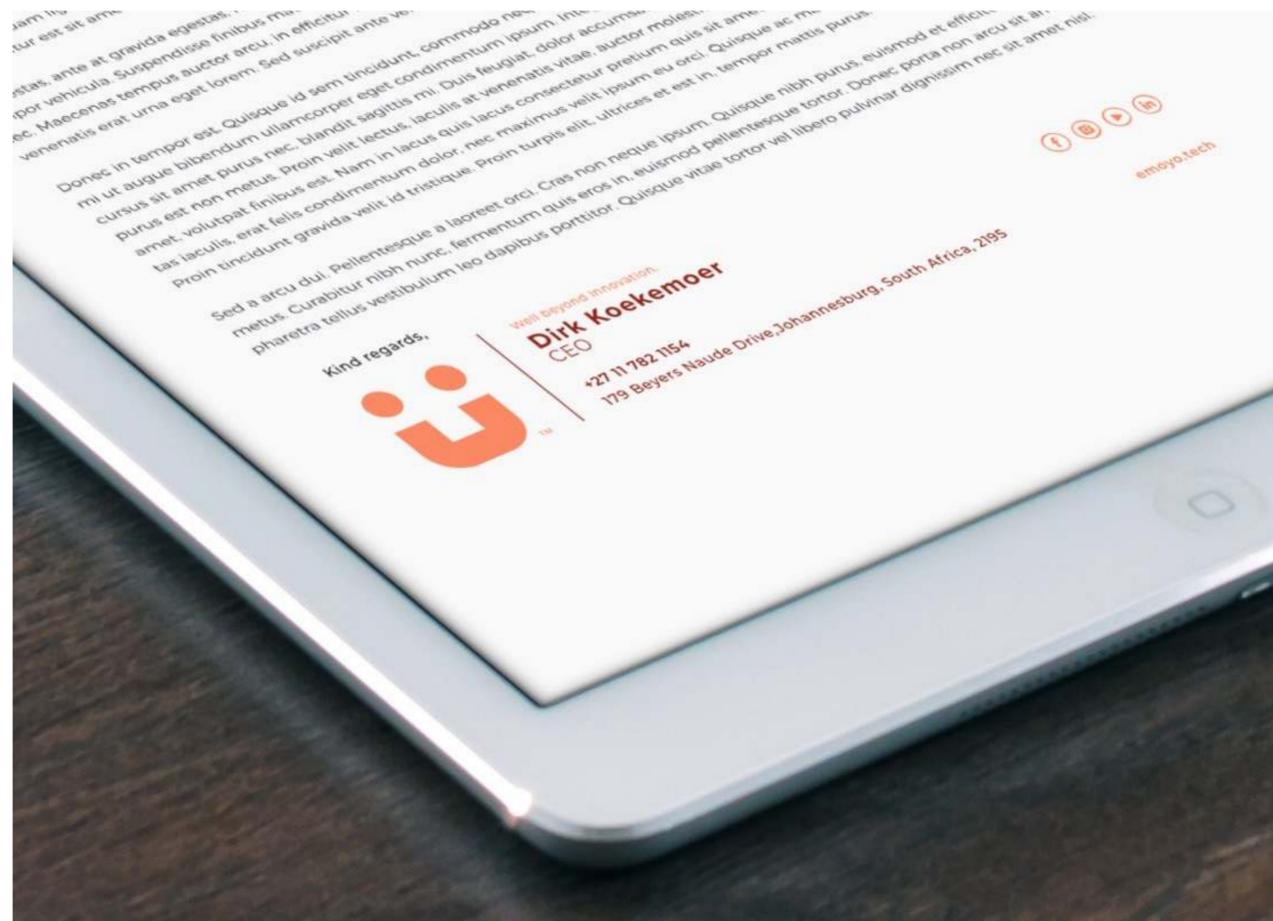
Dirk Koekemoer
CEO

+27 11 782 1154

179 Beyers Naude Drive, Johannesburg, South Africa, 2195



emoyo.tech



OUR CORPORATE IDENTITY

CORPORATE FOLDER

Energetic colour usage combined with warm and welcoming imagery prevail here for our company's corporate folder. Our brand mark can act as a graphic device.



OUR CORPORATE IDENTITY

CORPORATE FOLDER



OUR CORPORATE IDENTITY

BRANDED APPAREL

Displayed here are examples of branded apparel. A more fun, energetic and welcoming approach serves to solidify brand recognition and distinguish our brand from competitors.



OUR CORPORATE IDENTITY

BRANDED APPAREL



OUR CORPORATE IDENTITY

VEHICLE BRANDING

Our Brand mark acts as the star of the show for our vehicle branding.

This simple-yet-fun approach conveys our brand's characteristics visually as well as sets us apart from our competitors.



OUR CORPORATE IDENTITY

VEHICLE BRANDING



OUR CORPORATE IDENTITY

SIGNAGE BRANDING

Banners, promotional material and other signage will inevitably be required for the brand from time to time. Two categories are recommended. Where space is somewhat limited, it would be best to feature the brand as the “hero”, showing only our logo, brand colours, tagline and perhaps our website. Where more coverage and space is available, images and copy lines or calls-to-action can be featured.



OUR CORPORATE IDENTITY

SIGNAGE BRANDING





OUR

DIGITAL PRESENCE

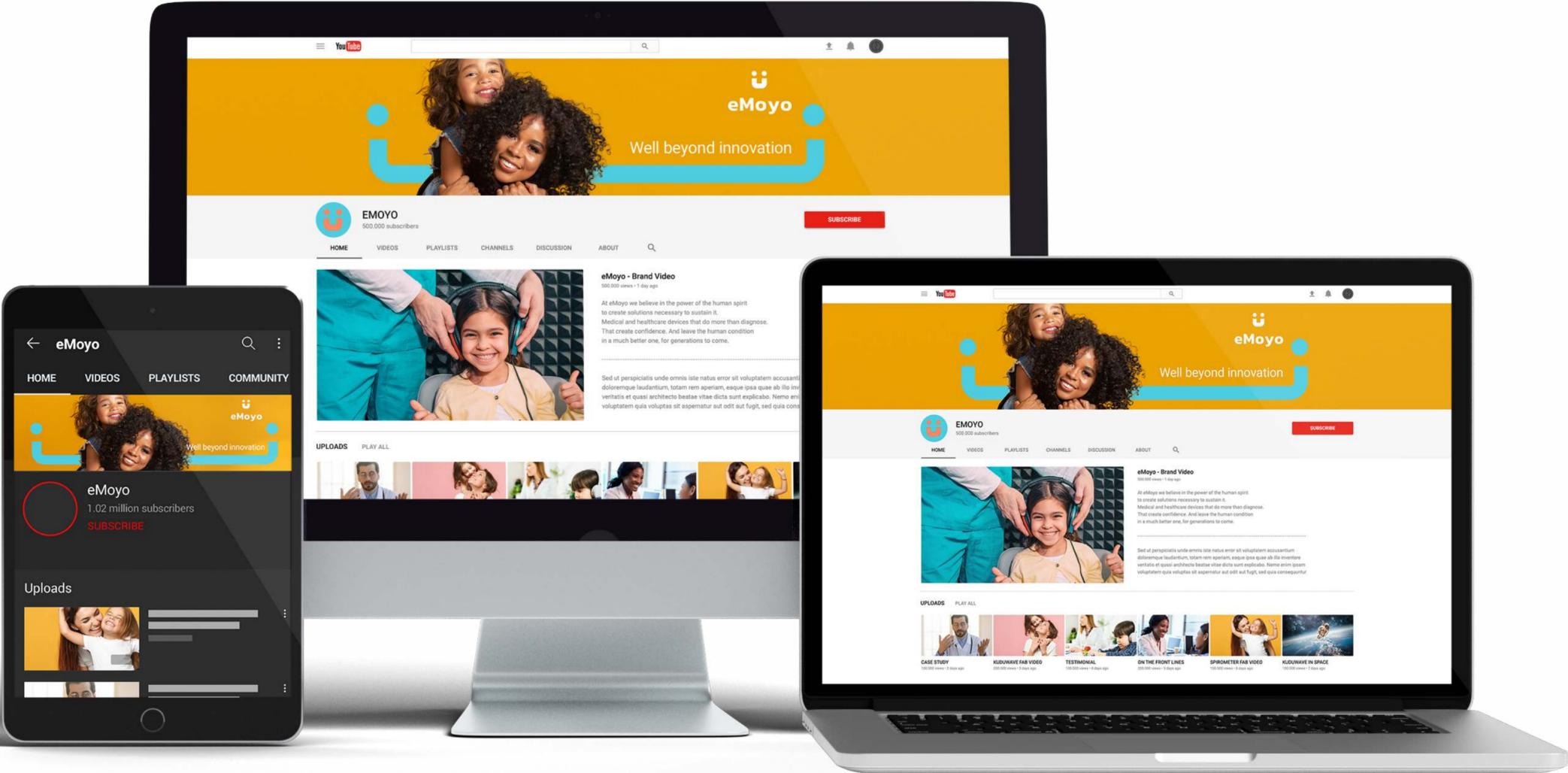
In this “digital first” age we find ourselves a part of, our brand’s online presence is potentially the most key touchpoint for consumer engagement.

Our website and other platforms should be simple to navigate and fit seamlessly with all other brand collateral.

OUR CORPORATE IDENTITY

SOCIAL MEDIA CHANNELS

Equally as important as our website, the look-and-feel of our various social media channels should be in line with our other brand collateral.





THE FUTURE OF HEALTH IS HUMAN

179 BEYERS NAUDE DRIVE,
JOHANNESBURG, SOUTH
AFRICA, 2195

Emoyo.tech

