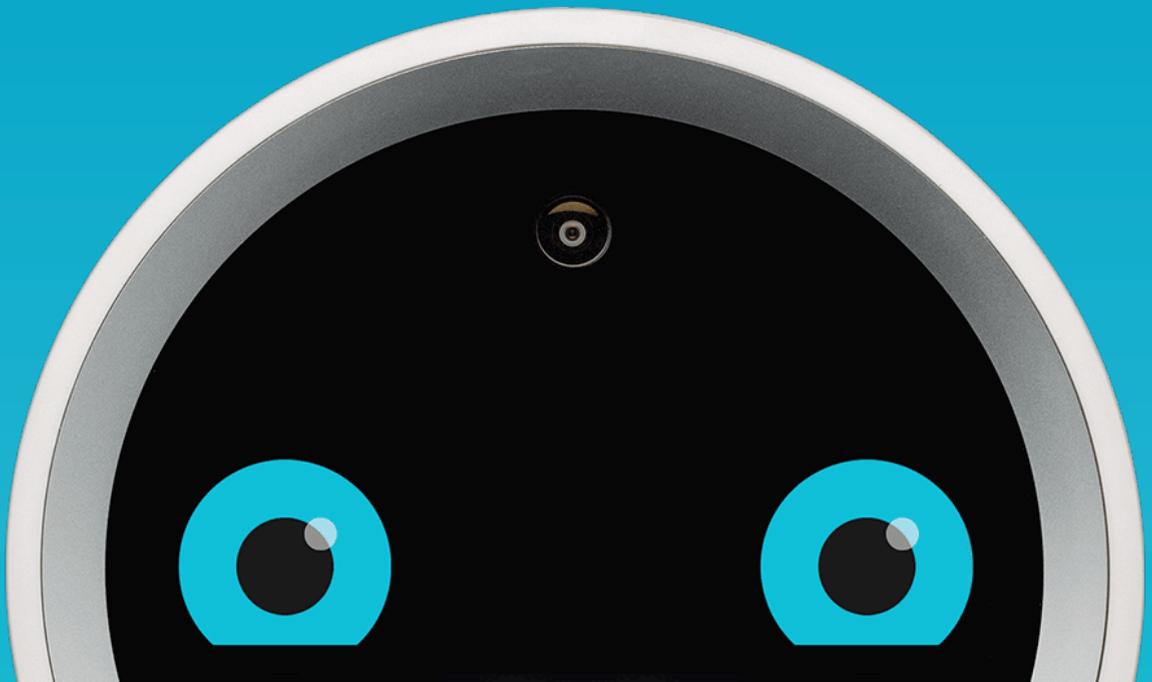
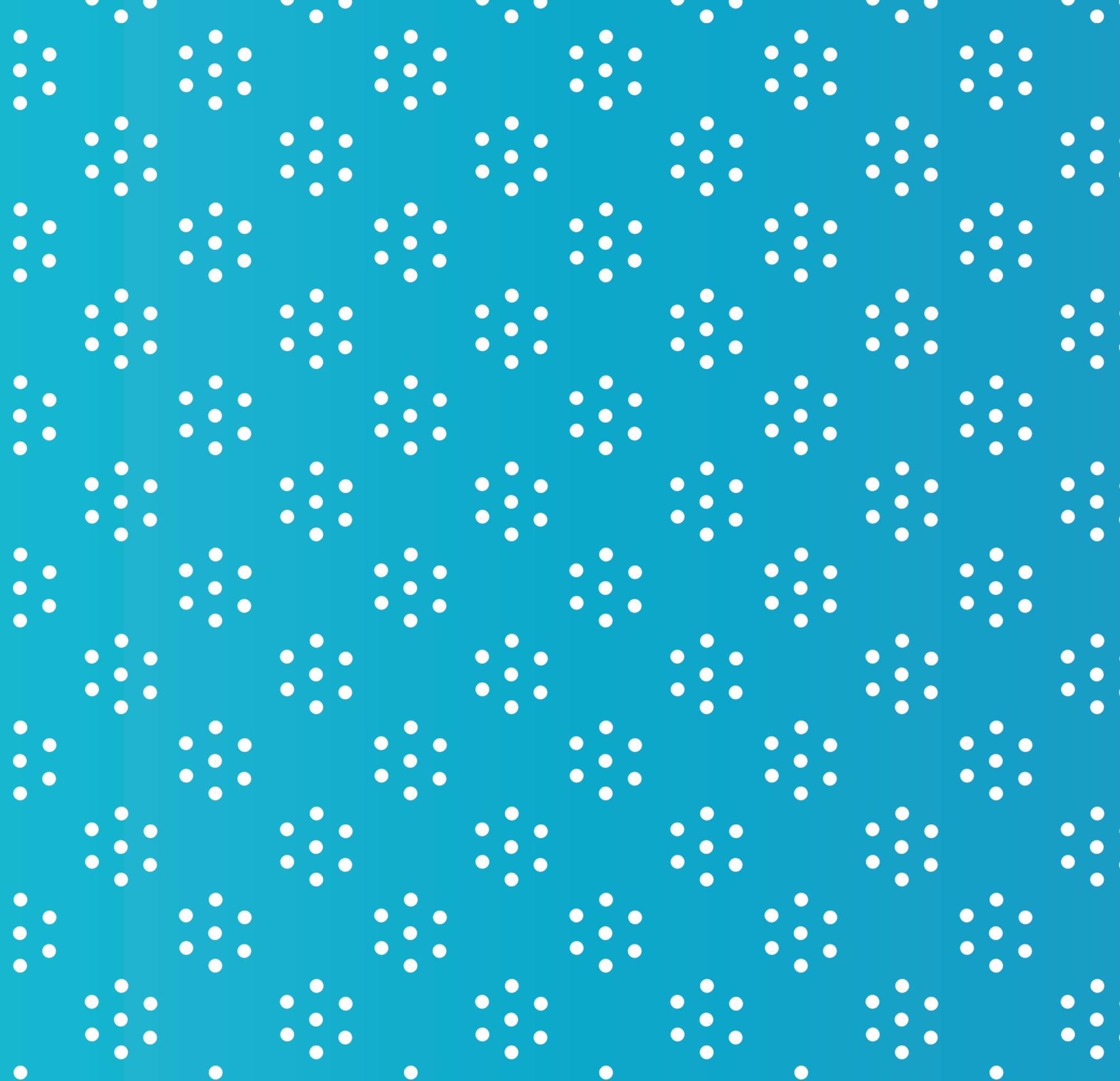




brand standards guide





contents

04	how to use
06	why we exist
12	DNA
14	pillars
16	logo
24	graphics
26	typography
30	color
32	photography
38	verbal tone
40	usage

how to use this guide

Welcome to the Prida 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 their 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

1

smart

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

2

transparent

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

3

trusted

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

4

visionary

Ambitiously approaching where others may hesitate to reach.

5

assuring

Ensure confidence in a tone that always cares.

brand pillars

how we live our brand purpose everyday

1

relentlessly innovate

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

2

simply connect

Bring people together through simple-to-use tools.

3

uncomplicate the burden

Abridge the everyday stressors that induce anxiety.

4

visionary leaders

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

5

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.


priya™

BY

BLACK+DECKER™


priya™

BY

BLACK+DECKER™

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.



brand guidelines

do not place things within the clear space.

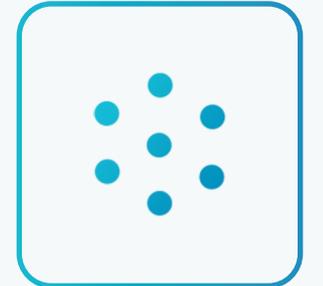
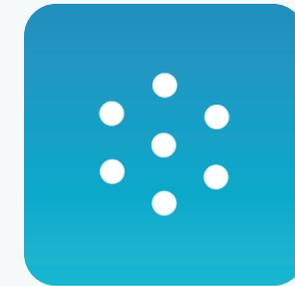


do not separate elements of the logo.

graphics

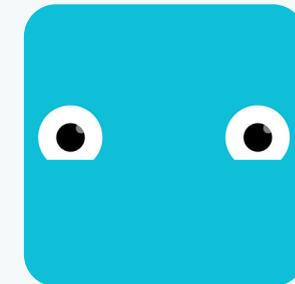
The dandelion

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



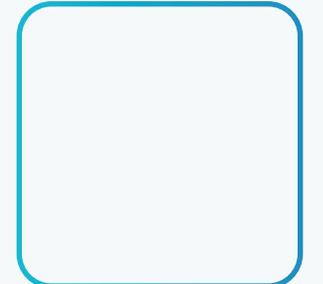
Pria eyes

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.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9

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

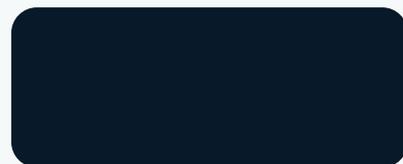
Light, bright, positive and engaging. Our colors are meant to elicit an emotive response with consumers, ensuring that they feel that our brand is grounded, but yet modern and full of life.

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



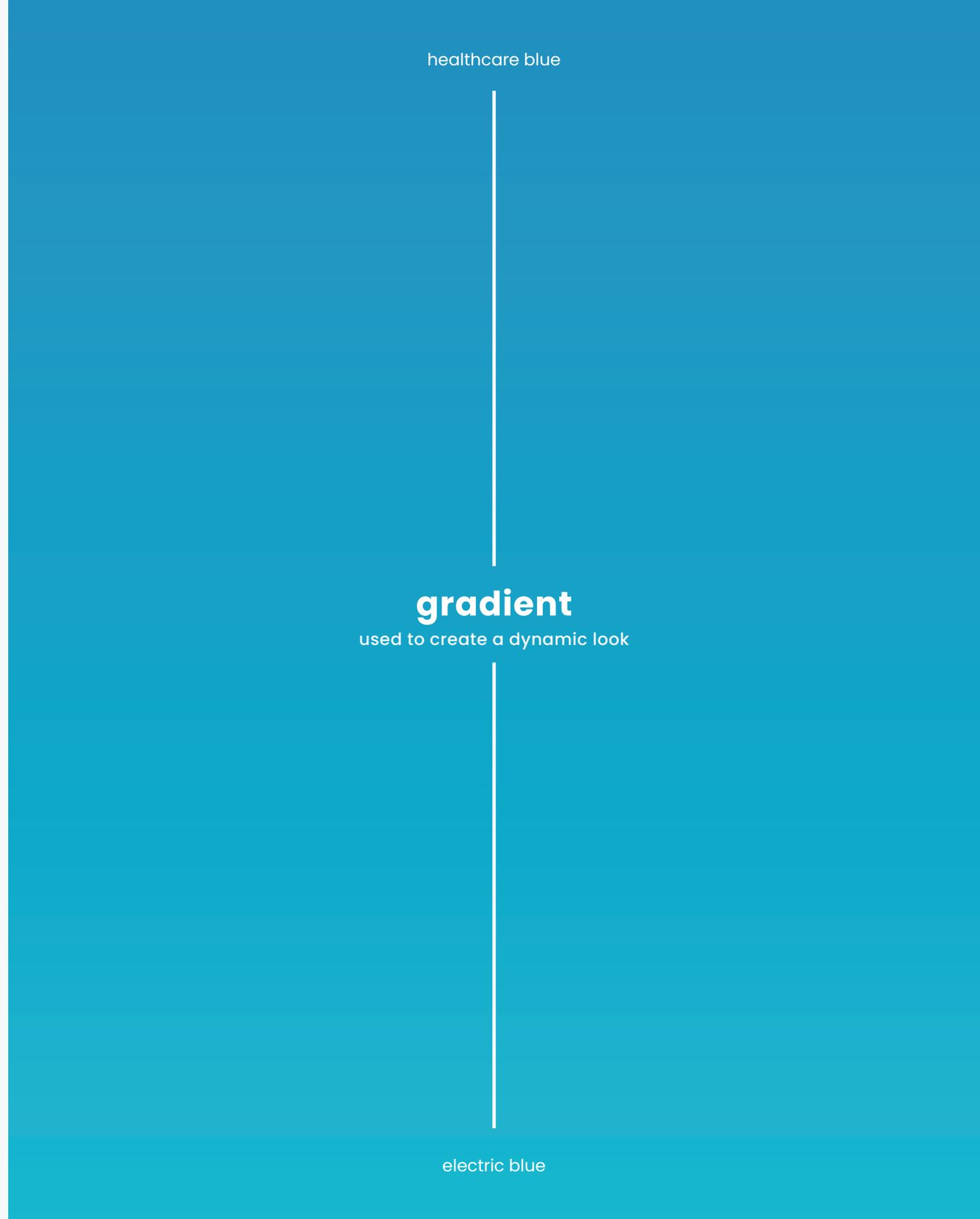
space
HEX #001b2c
RGB 0, 27, 44
CMYK 91, 75, 55, 68



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.

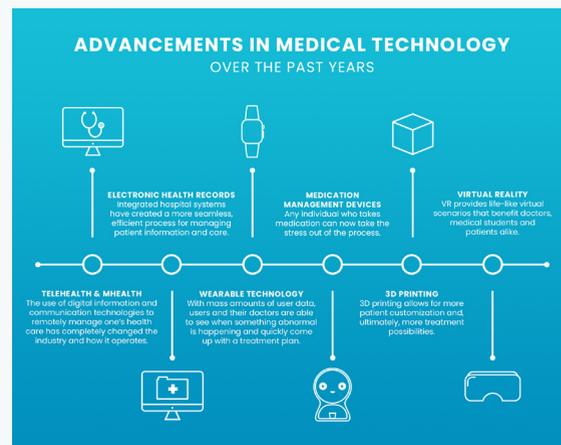
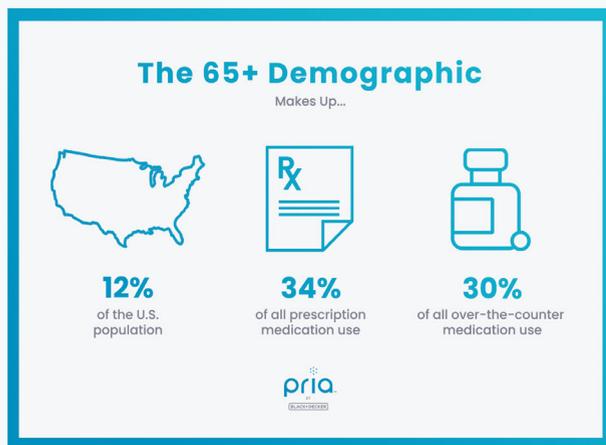
Photos

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.



Pria At Home
May 6 at 10:00 AM · 🌐

Thank you for all you do. Because of you, we can live in a happier, healthier, and safer world.

pria

1 Like 1 Comment

Like Comment Share

Write a comment...

View 1 comment

Pria At Home
April 22 at 7:45 PM · 🌐

According to **National Council on Aging**, 15% of caregivers are long-distance caregivers, meaning they provide care for someone who lives at least an hour away from them.

pria

17 Likes 5 Shares

Like Comment Share

Write a comment...

Pria At Home
April 27 at 7:50 PM · 🌐

We strive to empower caregivers and give their loved ones tools to thrive independently. Pria was designed to help families stay connected when they can't be there.

pria

check in on what matters

6 Likes

Like Comment Share

Write a comment...

Pria At Home
May 2 at 5:35 PM · 🌐

The 65+ demographic makes up 12% of the overall population but is responsible for almost 3x that number when it comes to total prescription medication use and over the counter medication use.

The 65+ Demographic
Makes Up...

- 12% of the U.S. population
- 34% of all prescription medication use
- 30% of all over-the-counter medication use

pria

6 Likes 2 Shares

Like Comment Share

Write a comment...

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.

© 2020 Pria by BLACK+DECKER 1000 Stanley Drive New Britain, CT, 06053, US

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

pria
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
- Dashboard
- Daily check ins
- Medicine Cabinet
- Dosage control
- Pria Contacts
- Two-way video calls/chats
- Reports

