



GUIDELINES

BRAND



BRAND

CONCEPT



BRAND CONCEPTS

Positioning	01
Core Values	03
Voice & Tone	05
Messaging	09
Target Personas	11

VISUAL DESIGN

Logo	27
Typography	29
Color Palettes	31
Design Elements	33

i The positioning statement is a concise description of our target market as well as a compelling picture of how we want that market to perceive our brand.

BRAND CONCEPT

01 POSITIONING

OUR HERO & THEIR CHALLENGE

For athletes and active people aspiring to improve their performance and enhance their enjoyment of activities that involve their hands.

WHO WE ARE TO THEM

Bionic gloves are one-of-a-kind performance equipment.

WHAT MAKES US UNIQUE

Our creative grip innovations enhance the natural abilities of the hand.

WHY WE DO WHAT WE DO

To empower users to enjoy life and fulfill aspirations.



FOR ATHLETES AND ACTIVE PEOPLE ASPIRING TO
IMPROVE THEIR PERFORMANCE AND ENHANCE
THEIR ENJOYMENT OF ACTIVITIES THAT INVOLVE
THEIR HANDS. BIONIC GLOVES ARE ONE-OF-A-KIND
PERFORMANCE EQUIPMENT WITH CREATIVE GRIP
INNOVATIONS THAT ENHANCE THE NATURAL ABILITIES
OF THE HAND AND EMPOWER USERS TO ENJOY LIFE
AND FULFILL ASPIRATIONS.

i When asked to describe our business in a few words, these should come to mind for our team members and anyone exposed to the brand. Core values are traditionally for internal use. They succinctly summarize our brand's individuality.

BRAND CONCEPT

02 CORE VALUES

THINK DIFFERENT

We are curious and question everything to keep pushing the boundaries of Bionic Glove innovations. Our hunger to grow Bionic's business, and better the lives of our customers, keeps us creative.

COLLABORATE

We come to the table ready to participate and put our ideas and talents to work. We openly exchange ideas that will broaden our perspective and increase our ability to improve our products and sell more gloves.

VALUE THE QUIRK

We are a brand of equals, regardless of age, gender, race or experience. We appreciate our differences in perspective and personality, because we know our unique facets will yield one-of-a-kind results for the brand.

KEEP IT SIMPLY COMPLEX

We use complex science, data, materials, engineering and user feedback to create gloves that perform as natural enhancements to your hands. Our secret is making those complex improvements seem simply natural to our customers.



i Just like a person, a brand has a unique voice. Voice and Tone describes how our voice should interact with our audience and offers guidelines for public facing messaging. It answers the overarching question, “What do we sound like?” While Voice and Tone are for internal insight, they give clear parameters around what can and cannot be expressed in copywriting.

BRAND CONCEPT

03 **VOICE & TONE**

BIONIC'S VOICE & TONE IS

ACTIVE / ADVENTUROUS

DIRECT | ENGAGING | ENERGETIC | SPORTY | FEARLESS | GRITTY | SWEATY

BIONIC'S VOICE & TONE IS

ONE-OF-A-KIND / TRUE-TO-YOURSELF

UNAPOLOGETIC | GENUINE | TRUSTWORTHY | RELIABLE

BIONIC'S VOICE & TONE IS

ASPIRATIONAL / INSPIRATIONAL

EXPRESSIVE | POSITIVE | EMPOWERING | HEARTFELT



CHARACTERISTIC

**ACTIVE /
ADVENTUROUS**

**ASPIRATIONAL /
INSPIRATIONAL**

**ONE-OF-A-KIND /
TRUE-TO-YOURSELF**

DESCRIPTION

DO

DON'T

We are actively engaged to enhance what people do with their hands, and pushing what's possible

- ✔ Use strong non-passive verbs
- ✔ Be champions for
- ✔ Encourage trying new things
- ✔ Be direct

- ✘ Be lukewarm or wishy washy
- ✘ Use passive verbs

We are going to give you the tools, confidence and inspiration you need to reach your goals

- ✔ Be honest
- ✔ Own issues
- ✔ Show how you address them
- ✔ Encourage improvements in yourself and others
- ✔ Celebrate accomplishments

- ✘ Use too much slang or too many obscure references
- ✘ Use jargon, overplayed examples
- ✘ Lose sight of the audience and core message

We are not afraid to challenge the status quo and be ourselves

- ✔ Use unexpected examples
- ✔ Take the contrarian viewpoint
- ✔ Express yourself
- ✔ Do what you enjoy

- ✘ Use marketing jargon or superlatives
- ✘ Overpromise
- ✘ Oversell the product's capabilities
- ✘ Be too casual
- ✘ Use too many obscure, pop-culture examples

i Messaging identifies our core directive for general messaging. Primary outlines the brand's number one message for any marketing purposes (such as direct mail or digital advertising). When space allows, any secondary messaging can be distributed throughout copy. While messaging does not have to match the exact language found here, all messaging should follow our established tone.

BRAND CONCEPT

04 MESSAGING

PRIMARY

If you're an athlete or someone who lives an active life, Bionic Gloves are the one tool you should have on hand to take your performance and enjoyment to the next level. Whether you're looking for a competitive edge or a surprisingly comfortable experience, Bionic has the glove for you.

Bionic Gloves release the power of your hands. At Bionic, we understand the physical and functional nature of the hand. Our team of design and hand specialists create gloves with one-of-a-kind properties that enhance grip, performance, and comfort. We are innovators who raise the bar for our gloves and our customers.

Bionic works hand-in-glove with your favorite activities. You'll be amazed at what you can do and where you can go with the comfort and confidence you get from Bionic Gloves. Set your goals. Start your path. Find your fit and see where Bionic can take you.



BRAND CONCEPT

05 TARGET PERSONAS



THE NUMBERS

20-64 Active Age Range (40 Avg. Age/25% 55+)

College Educated

50/50 Male/Female Split

\$75k+ Avg. HH Income

Married

12.5% of Gym Members Use Trainers

THE ATTITUDE

I like to physically feel the difference after each workout.

I track my progress and want to measure my success.

I'm more likely to stand in front of a mirror and not be shy about perfecting my form.

I'm incredibly goal oriented and will do whatever it takes to achieve my personal best.



”

The gym is my therapy. It's a place to be myself, without judgment or having to compromise. It's about results.”



TARGET PERSONAS

FITNESS

One more lift, one more rep, one more up. You grimace, grind and groan, but never lose your grip. This is a journey, and the work you've put into achieving your level of fitness deserves a hand. Bionic thinks you deserve two.

At Bionic Gloves, we understand the physical and functional nature of the hand. Our patented innovations help improve grip and protection, so you get the most out of your workout.

Bionic Fitness Gloves are ideal for machines, cross training, free weights and even those fun-to-swing kettle bells. Our team of design and hand specialists creates gloves that help improve grip, performance and comfort. An antimicrobial treatment and Cool Max™ Lycra® fight odors and help keep your palms dry.

We raised the bar for fitness gloves, so you can **do what you do, better.**

Even the most ardent fitness enthusiasts reach a point where they need to take it to the next level: The point where human limitations fall away and animal instinct takes over. That's Beast Mode.

Beast Mode is the Official Brand of Marshawn Lynch. Beast Mode Fitness Gloves are designed for elevating your game. Made for fitness enthusiasts and co-designed with our hand specialist, Beast Mode Fitness Gloves use patented natural-fit innovations for enhanced comfort, fit and performance.

Bionic Beast Mode Gloves amp it up with an anatomical pad system and a leather palm for better grip, which helps prevent calluses and blisters. Strategically placed Polytowel™ thumb and terrycloth pads inside the gloves manage perspiration. Our unique blend of Cool-On™ technology on the back of the glove, and Lycra® in the gussets and flex zones, improves breathability and flexibility.

Get into Bionic Beast Mode Gloves and **do what you do, like a beast.**

THE NUMBERS

43 Avg. Age (30-39 Largest Segment at 20%)

67% College Educated

78/22 Male/Female Split

\$95k+ Avg. HH Income (26% \$125k+)

68% Married

50% White Collar Workers

Plays 20 Rounds Per Year

15.1 Avg. Handicap

THE ATTITUDE

55% agree that modern equipment has saved them 3+ strokes. 16% disagree. 29% unsure.

Average golfer spends \$2,776 on gear each year.

67% are happiest when they hit the ball well.

75% say they recommend/order products and services at work.



”

I’m very sensitive to my image and my game. I’ll spend money on things that will improve my game or give me an advantage, but I don’t want to look out of place.”

TARGET PERSONAS

GOLF

Pressure can wreck your swing and ruin a perfect day on the course. Release the pressure and unleash your best game with Bionic Golf Gloves, designed to help relax your hands and balance your grip.

At Bionic Gloves, we understand the physical and functional nature of the hand. Bionic Golf Gloves are the only gloves designed with patented pad innovations to distribute pressure, relax your grip and help give you more control before, during and after your swing.

Our team of design and hand specialists creates gloves with properties that enhance grip, performance and comfort. Bionic Gloves follow your finger rotation to conform to the club and keep you in line. Plus, they’re twice as durable as standard leather golf gloves.

We changed the game for golf gloves, so you can **do what you do, better.**

THE NUMBERS

37.3 Avg. Age (63% between 25 and 44)

55/45 Male/Female Split

\$80k+ Avg. HH income (25% earn \$100k+)

85% White/Non-Hispanic

53% Married

90% College Educated

Brand Loyal

63% Professional Managers

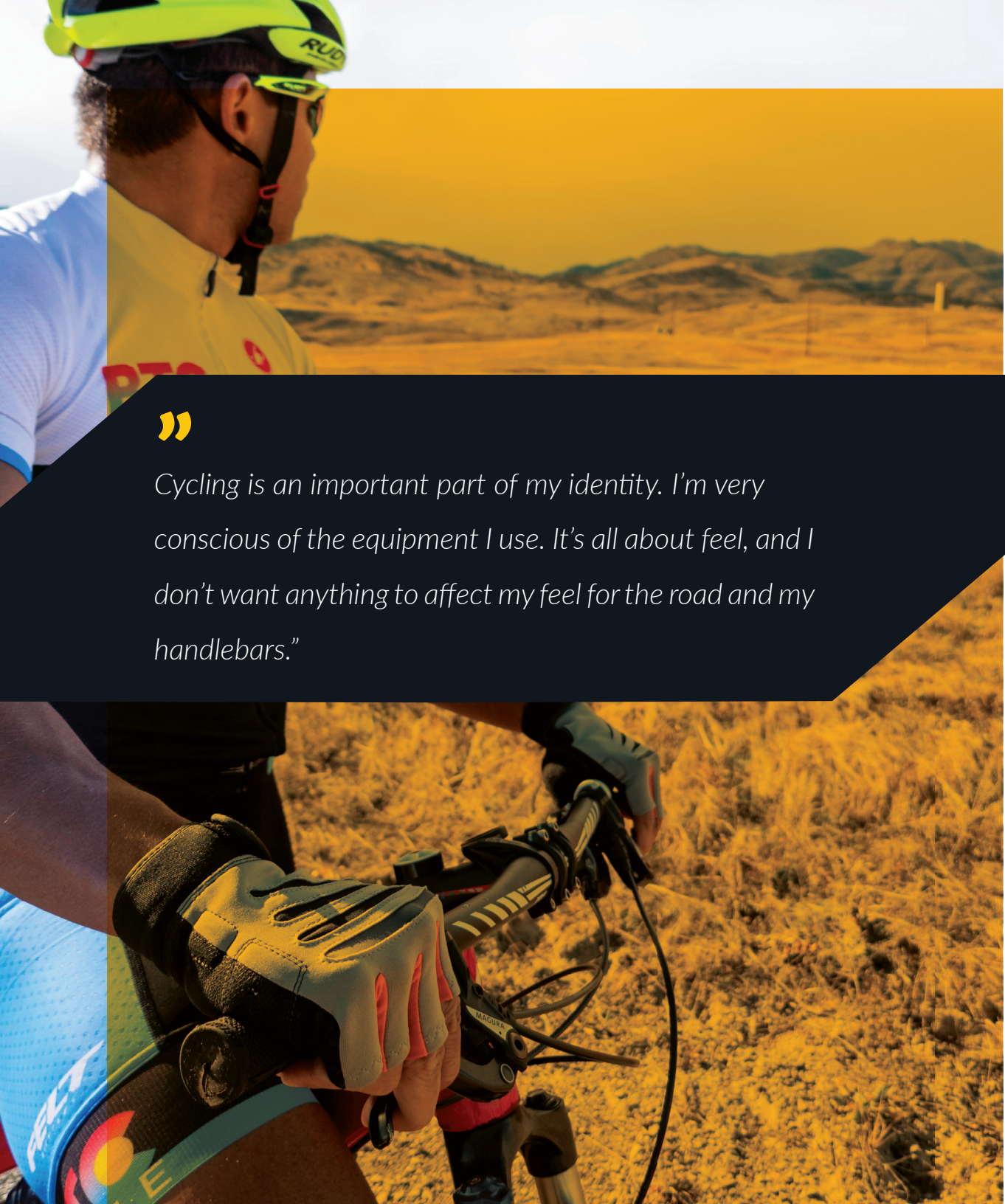
THE ATTITUDE

Motivated by speed, predictability and flexibility that bike trips offer.

Least likely to be deterred by weather.

Enjoy riding in traffic.

Tend to be more progressive, environmentally conscious, free-minded, community-driven. If you ride, you're one of us.



”

Cycling is an important part of my identity. I’m very conscious of the equipment I use. It’s all about feel, and I don’t want anything to affect my feel for the road and my handlebars.”

TARGET PERSONAS

CYCLING

It's not about where you're going today. It's about the rush you have getting there. Whether pushing speed on the pavement or conquering the mountain, you need the proper gear to improve your control and give you a hand on the handlebar.

Bionic Cycling Gloves steer your performance. They are high-performance tools for your kit and provide the close fit and dependable grip you need to push your limits, all with surprising comfort.

At Bionic Gloves, we understand the physical and functional nature of the hand. Our team of design and hand specialists creates gloves with properties that help enhance grip, performance and comfort.

We took a new direction for cycling gloves, so you can **do what you do, better.**

THE NUMBERS

- Female
- 45+ Years Old
- 55% Married
- % of Men 18-34 Is Growing
- \$75,000 Avg. HH income
- Has College Degree; HS Diploma Is Rising
- 5 Hrs. Avg. Time Spent Gardening Per Week

THE ATTITUDE

- Prefer an all-around glove for multi-purpose gardening.
- Desire fit and function over style: "I want to show off my garden, not my fashion."
- Like the added strength and capabilities gloves provide, but want to retain the feel and touch with their plants and flowers.
- Price sensitive, but will pay for quality.



”

I’m designing and defining the landscape of my world. I don’t have the time or energy for anything that doesn’t fit.”

TARGET PERSONAS

GARDENING

There’s a reason we value “getting our hands dirty.” You’re more engaged in your work when your hands are involved. They are a direct connection to your heart. Whether you’re digging in the dirt or powering up to shape your landscape, you’re gonna get hands-on, and Bionic Gardening Gloves are the first tool you should reach for.

Bionic Gardening Gloves are heavy-duty, perfect for getting down and dirty in the backyard. Silicone fingertips provide more durability and protection when digging, and our innovative anatomical padding helps keep your hands comfortable all day in the garden.

At Bionic Gloves, we understand the physical and functional nature of the hand. Our team of design and hand specialists creates gloves with properties that help enhance grip, performance and comfort.

Bionic Gloves.
Do what you do, better.

THE NUMBERS

Avg. Age Range 24–44

52% of DIY Market

95% Own Their Home

75% Married

87% Have Children In Household

43% Earn \$51k-\$90k a Year

40% Live in South Atlantic and East North Central Regions

Landscaping Is His Primary Activity, Followed by Remodeling

THE ATTITUDE

The DIYer is a savvy, modern shopper who values tailored buying experiences. DIYers cover a large demographic and care more about buying unique, high-quality products than pinching pennies.

He feels like he can handle any task and enjoys the work.

He wants to have a positive home improvement experience, and he's willing to pay more for products that will help make this happen.

84% of DIYers look for inspiration all year round, not just when starting a project.

Phones and tablets are the go-to shopping platform, while 95% use laptops and desktops for research.

Quality means durability, reliability, features and functions—in that order.

Inspired by (but not driven to purchase from) social media.



”

I'm brand aware of all the products I use, but I believe in quality and value first. I like to save money, but I will spend more for good quality.”

TARGET PERSONAS

WORK

It's more than a home and land: It's your pride and passion. You take pleasure in the time you spend landscaping and working it, except when it feels like it's working you. Like any DIYer who seeks to realize a vision, having the right tool in hand can make all the difference and change everything for the better.

Bionic Tough Pro Gloves empower your hands, so you accomplish more in a day's work. Top-grade goatskin leather, silicone-reinforced fingertips, and palm protection help keep your hands comfortable all day, even while working with power tools. And they're safe to throw in the washer, so you can be ready to get them dirty all over again.

At Bionic Gloves, we understand the physical and functional nature of the hand. Our team of design and hand specialists creates gloves with properties that help improve grip, performance and comfort.

We put our power into work gloves, so you can
do what you do, better.

THE NUMBERS

Most Common Form of Disability in the US

70/30 Female/Male Split. Women Often Affected Younger

29% Diagnosed Are Age 45-64. 49.6% Are Age 65+

41.3 Million of 54.4 Million Are White/Non-Hispanic

\$75,000 Avg. HH income

Highest % of Population with Arthritis Live in South, with Spikes in MI, WV, PA and ME

Osteoarthritis Is Most Common Form of Arthritis

THE ATTITUDE

Challenged by the pain and changes in body.

Staying physically active is an important-but-difficult part of their life and treatment.

People with arthritis often give up activities they see as optional, such as exercising and gardening, to preserve energy for activities they feel obligated to, like housekeeping.

Arthritis pain causes resentment toward the item or activity they're doing when it occurs.

Activities they report as "very difficult" are: grasping small objects, lifting and pushing objects weighing over 10lbs.



Adapting and adjusting is my new mantra. I don't know how I'll progress, but I'll keep looking for ways to remain active."

TARGET PERSONAS

ARTHRITIS

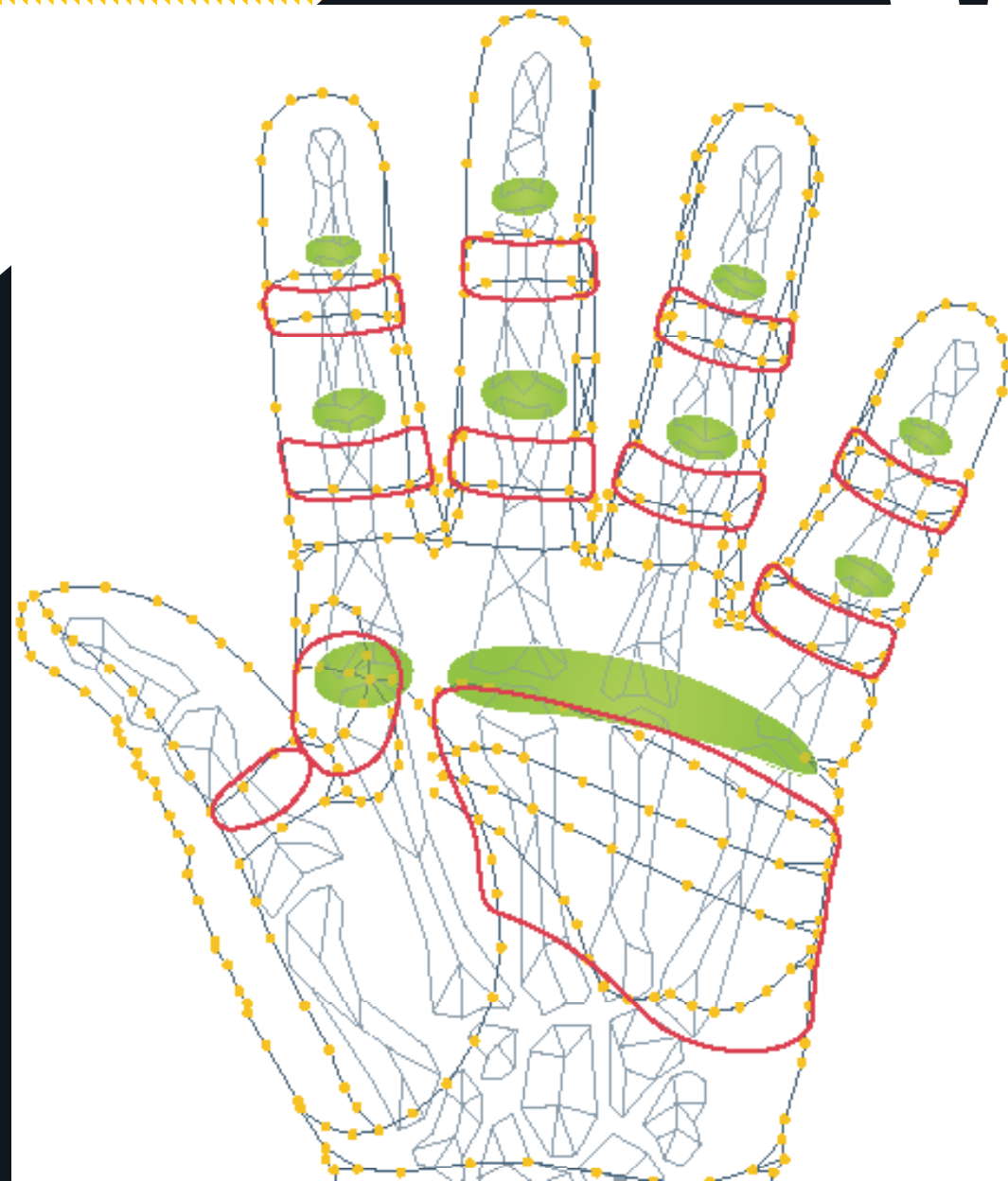
The first thing you need to know about arthritis is that you have a choice. You can choose to slow down and focus only on accomplishing essential activities, or you can grab the support your hands need to do more of what you want to do. With the right gloves, activities you enjoy can be within your reach.

Bionic Gloves recognizes the unique needs of people who live with arthritis. Whether swinging on the links or digging in the dirt, we aim to help you keep doing what you love with more comfort. Bionic Gardening and Golf Gloves for arthritic hands give you extra support and mild compression to help reduce pain and discomfort, so your game or garden takes center stage.

At Bionic Gloves, we understand the physical and functional nature of the hand. Our design team worked directly with a hand specialist to create gloves with properties that can help reduce pain and enhance grip, performance and comfort.

Bionic Gloves.
Do what you do, better.

VISUAL



DESIGN

VISUAL DESIGN

06 LOGO

The most fundamental visual element of a brand identity is its logo. The Bionic Gloves logo captures the spirit of the brand while alluding to its functionality. Consistent use of this mark builds brand equity across all mediums and creates a trusted brand experience.

The symbol is representative of both the letter “B” and of a gripping, gloved hand. Its positioning at an angle adds a dynamic aspect to the logo that is reflective of Bionic’s innovative approach to creating performance-enhancing gloves.

The strong, upright typography has a technical feel that speaks to the brand’s continuing commitment to innovation through solid research and technological advancement.



VARIATIONS

While the vertical or “primary” version of the logo is preferred, where space is limited or an alternate configuration is more appropriate, the horizontal version of the logo can be implemented.

The symbol by itself can be used as a standalone mark in cases where our brand is already established, or as a visual element.

Where the logo is applied in small space media, it should never be less than 3/4 of an inch. If it needs to be smaller than this, our gloved “b” symbol may be used in its place.





VISUAL DESIGN

07 TYPOGRAPHY

A brand's typeface says a lot. Our brand is all about power and increased performance. The design elements seen in this book help communicate that, and our fonts are a significant component to that.

There are multiple weights available for many of our brand fonts. These weights can be implemented in various combinations. Consideration for proper visual hierarchy should be applied when selecting the proper weight. Proper contrast between background color should also inform selecting weights.



PRINT



Print font families must be licensed from the proper foundaries.

WEB



Our web-based brand fonts are compatible across computer operating systems and delivered via Google at no cost.

HEADLINES

BEBAS NUEUE

SUBHEADS

MULI LIGHT

BODY COPY

Body copy is Lato Light. Example text: em reperun s et voles ma pliscimus. Im-
porion et et et latur si nostem aut quo et ut apis magnis duci sitaest reician.

HEADLINES <https://fonts.google.com/specimen/Oswald>

OSWALD

SUBHEADS <https://fonts.google.com/specimen/Raleway>

RALEWAY

BODY COPY

Body copy is Raleway. Example text: em reperun s et voles ma pliscimus. Im-
porion et et et latur si nostem aut quo et ut apis magnis duci sitaest reician.



VISUAL DESIGN

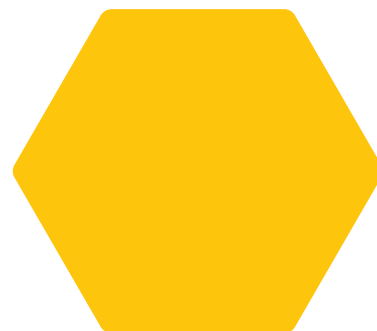
08 COLOR PALETTES



UNIVERSAL BRAND COLORS



PRINT	WEB
C 81 M 71 Y 59 K 75	R 12 G 18 B 26
PMS: Black	HEX: #0c121a



PRINT	WEB
C 0 M 23 Y 100 K 00	R 255 G 199 B 11
PMS: 116c	HEX: #ffc60b

CATEGORY BRAND COLORS

FITNESS

PRIMARY ACCENT



PRINT	WEB
C 3 M 91 Y 65 K 0	R 231 G 62 B 80
PMS: 710c	HEX: #e73e50

SECONDARY ACCENT



PRINT	WEB
C 100 M 59 Y 40 K 20	R 0 G 85 B 11
PMS: 7708c	HEX: #00556e

GOLF



PRINT	WEB
C 68 M 17 Y 16 K 0	R 7 G 167 B 197
PMS: 7702c	HEX: #47a7c4



PRINT	WEB
C 47 M 33 Y 69 K 7	R 139 G 143 B 100
PMS: 5773c	HEX: #8b8f64

GARDENING



PRINT	WEB
C 46 M 0 Y 100 K 0	R 76 G -33 B 60
PMS: 375c	HEX: #97c93c



PRINT	WEB
C 51 M 98 Y 28 K 10	R 33 G 45 B -18
PMS: 249c	HEX: #85276b

CYCLING



PRINT	WEB
C 0 M 33 Y 100 K 00	R 255 G 171 B 0
PMS: 124c	HEX: #ffab00



PRINT	WEB
C 100 M 35 Y 7 K 0	R 0 G 131 B 191
PMS: Pr. Blue c	HEX: #0082be

VISUAL DESIGN

09 ELEMENTS

To fully represent the Bionic Brand, visual elements are employed to provide a visual base for a given piece. This section calls attention to these individual elements, while this book provides an overview for how everything works together.

TRIANGLE INFINITY LINES

These small, optional design elements are meant only to add visual depth to a piece. This is why they are small and in seemingly random places. They can overlap other design elements, further emphasizing depth. The most visually dominate one used in a layout should visually align with another important element. Use sparingly.

POLYGONS

Our polygonal shapes are the most prominent of design elements. They can be used in any of the brand colors and serve to add visual interest and non-traditional ways to bifurcate a layout. Bionic polygon shapes make an abstract association with the logomark.

LIFESTYLE PHOTOGRAPHY

Lifestyle photography plays an important role in helping potential customers understand how our gloves will positively impact their life.



BRAND GUIDELINES BY

