Tyro Health
Brand Guidelines

Version 1.1 - July 2023

tyro Health

Contents

Welcome

Here you'll find the tools you need to create communications for Tyro Health that ensure we can build maximum awareness, engagement, and impact for our brand.

Please adhere to the guidance in this document so that our brand remains consistent, but use your own creativity and common sense to ensure your communication suits your specific audience and content.

For all resources, assets, and assistance, please contact the Tyro Health Marketing team.

healthmarketing@tyro.com

Who we are

Who we are
Why we exist

In 2021, Tyro acquired Medipass to add cardless digital healthcare claiming and payments to the existing and ever-growing payments and claiming solutions through Tyro EFTPOS. The combined technology and passion of both Tyro and Medipass provide a new benchmark for innovative, yet simple and transparent healthcare claims and payments which forms the foundation of Tyro Health.

Tyro Health introduces modern digital thinking to health payments. Creating solutions that connect patients, providers, and funders in ways that increase transparency, reduce administration, and simplify the overall payments experience for everyone.

For patients, we provide tools and experiences that empower them to make informed financial decisions through improved transparency of health care costs.

For providers, we reduce the burden of payments administration by enabling them to raise and track claims to every insurer and scheme in Australia, from one place.

For funders, we reduce the cost of managing payments while simultaneously offering solutions that enable insurers to improve communications with providers and their patients.

We are committed to delivering more efficient communication, seamless financial transactions, and greater transparency in Australian healthcare. Underpinning this is our commitment to security, and our acknowledgement of the responsibility we have as guardians of health and financial data. This is the crucial role our team will play to build a better health system for all Australians.
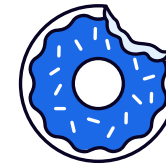
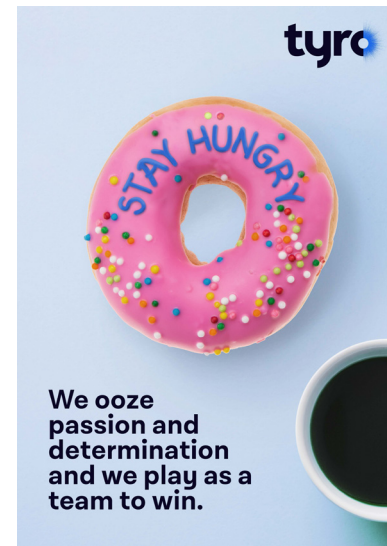# What does our brand stand for and believe in?

Wow the Customer

Be Good

Commit to Greatness

Stay Hungry

Win Together

WOW THE CUSTOMER

We love our customers and we want them to love us too.

BE GOOD

We're open and transparent, and we do the right thing - even when nobody's watching or it's really hard.

COMMIT TO GREATNESS

We think big, move fast and dare to be different. We're always asking "what's next?"

STAY HUNGRY

We ooze passion and determination and we play as a team to win.

WIN TOGETHER

We are a united team. With growth mindsets and without ego, we embrace diversity to collaborate, innovate, and accelerate.

Passionate challengers

We challenge the status quo and care passionately about what we do.

How we speak

We challenge and speak differently to others. It's not about being different for the sake of it, but because we care about making a difference for our customers and their businesses.

We are passionate experts. Using simple and easy to understand language, we confidently communicate how our technology and services make our customers' lives better.

How we don't speak

We avoid being overly formal and corporate, 'banky', or stuffy. Equally, we don't shout over the top of others or behave in an attention-seeking way and try and pass it off as 'being a challenger'.

Energetic & engaged

We listen to people because we're interested in their needs, and respond with energy and smarts.

How we speak

We speak succinctly yet in an engaging way - keeping a tempo to our speech. When appropriate, our humour is smart, informed, and educated. We are inclusive and supportive.

How we don't speak

We don't fill space unnecessarily. We don't try to be quirky, zany, or wacky to create energy, because it lacks substance - our customers deserve better. We don't use humour that's ill-informed, immature, or crass. And we're definitely not discriminatory and never make fun of others.

Upfront & genuine

We're honest because we believe in doing the right thing and being transparent with everyone we deal with.

How we speak

We're honest and transparent. We speak in plain English and use it correctly. We speak the same way inside our business as we do outside, and we never keep information hidden from our customers. We're trustworthy – and while we're a young bank, we're here for the long run. We want customers to be confident that their business earnings, growth, and livelihood are safe with us.

How we don't speak

We don't over promise and over sell what we do at Tyro Health. We don't speak in riddles, in a deceptive way, or use legalese. While it's not possible to put every detail in lights (especially in short form communications), we don't hide away important details.

Personality
Writing style guide

It's important we have a clear and consistent writing style across all Tyro Health communications. Our tone of voice rules always apply. And this top-level guide covers a few common formats and frequently used terms to help you write with clarity and purpose.

Language

We write in Australian English and reference the Macquarie Dictionary for spelling, grammar, and usage not covered in this writing style guide.

Punctuation

Use punctuation to clarify meaning, but keep sentences short and punchy. When using numbered points, use fullstops at the end of sentences. For bulletpoints or lists, fullstops are not needed.

Apostrophes

Apostrophes indicate possession [e.g. the customer's request (singular), or our customers' request (plural)] or contractions (e.g. don't). They do not indicate a plural (e.g. apostrophes not apostrophe's).

Commas

Commas aid comprehension and clarity. Misuse can alter how your sentence reads. In a series, such as 'this, that, and the other', we use the Oxford comma – where a comma is placed after the penultimate item in a list of three or more items.

Example:

Jane loves cooking, her family, and her dogs.

not

Jane loves cooking her family and her dogs.

Capitalisation

Generally, initial capitals are used to distinguish a particular name, e.g. Managing Director Mrs Jane Smith, Tyro Business Loan, Integrated Easyclaim, Tap & Save, or Australian Business Banking Awards 2018.

Headlines

Always use sentence case (unless a proper noun is included). Headlines do not require a full stop at the end except for defined statements as per our language.

Quotation marks

Use double quotation marks where directly quoting speech.

Example:

Mark told me earlier "I will run the testing", but then I never saw the results.

For a quote within a quote, the nested quote uses single quotation marks.

Example:

James said, "Yesterday I heard them shout 'Hooray!' after the final buzzer."

Use single quotation marks for all other quoting situations.

Core elements

Brand overview
Snapshot

Master logo

Brand expression

Core colour palette

Midnight Blue		**White**
CMYK 95/85/0/80		CMYK 0/0/0/0
RGB 10/5/36		RGB 255/255/255
# 0A0524		# FFFFFF
PMS C 282		
PMS U 282		

Tyro Blue		**Sky Blue**
CMYK 84/45/0/0		CMYK 52/10/0/0
RGB 28/105/232		RGB 115/186/255
# 1C69E8		# 73BAFF
PMS C 285		PMS C 278
PMS U 285		PMS U 278
		Tint 50%

Secondary colour palette

Health Pink	**Purple**	**Orange**
CMYK 0/92/18/0	CMYK 64/100/0/0	CMYK 0/65/74/0
RGB 231/0/115	RGB 138/41/161	RGB 247/120/77
# E70073	# 8A29A1	# F7784D
PMS C 213	PMS C 527	PMS C 2024
PMS U 213	PMS U 7442	PMS U 2024
Tint 50%	Tint 50%	Tint 50%

Yellow	**Mint**	**Green**
CMYK 2/0/65/0	CMYK 40/0/27/0	CMYK 79/16/47/0
RGB 255/245/84	RGB 145/240/196	RGB 0/143/130
# FFF554	# 91F0C4	# 008F82
PMS C 127	PMS C 571	PMS C 326
PMS U 127	PMS U 572	PMS U 326
Tint 50%	Tint 50%	Tint 50%

Minimum sizes

Master Logo
Minimum 45mm / 150px
For < 45mm / 150px, use Small Use Logo

Small Use Logo
Minimum 20mm / 75px

Logo clearspace
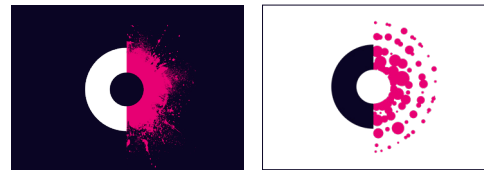

People photography (subject to usage rights)

Product photography

Typeface

Our typeface is
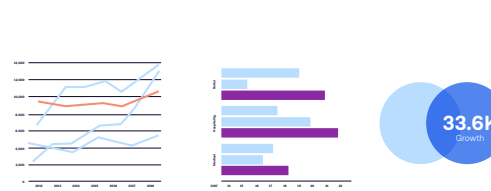# Lota Grotesque

Stock imagery

Icons
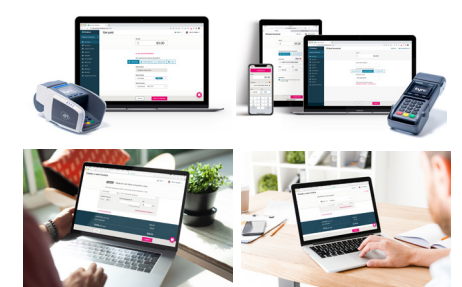
Infographics

Master logo
Logo variations

The logo appears in two colours to build on the idea of partnership. In positive instances, the logo is used Midnight Blue and Tyro Blue. And all reverse applications should use the Negative White and Sky-Blue version.

It's important that the Tyro Health logo is always applied correctly and consistently. It must appear only in the configurations specified here, and in the correct colour options, as outlined in this guideline.

Our logo is a vital asset and should appear on all key applications. Please never alter our logo. Whilst we have created Health Pink for specific Health communications, the Tyro logo must always use Tyro blue or Sky blue, as per the brand requirements.

Please note: due to the logo's complex dot pattern, all digital applications use the PNG file format. For best reproduction in print communications please use the AI or EPS files.

Monochrome logos:

We always recommend using the positive and negative master logos first. However, if it's not possible due to specific restrictions, mono versions are available.

Writing our name:

When writing our name, it should appear in titlecase e.g. 'Tyro Health'.

tyro Health

Negative

tyro Health

Positive

tyro Health

Negative monochrome

tyro Health

Positive monochrome

Master logo
Clearspace & minimum size

A 'clearspace' helps our logo stand out by ensuring it's not compromised by other elements.

The 'clearspace' around the entire logo is determined by the height of the 'o' in Tyro.

This 'clearspace' applies to all marketing communications and digital applications

Logo centre alignment:

When executing a Centre Alignment, ensure that the logo is manually aligned to a centre point between the two words.

Minimum size:

The Tyro Health master logo has a minimum file size of 45mm wide at which point the 'small use' logo should be used down to a minimum file size of 20mm wide.

Most reproductive methods have limitations. Ensure the size you select suits the process you are using and that the logo is reproduced consistently and clearly.

Master Logo
Minimum 45mm / 150px

Small use logo
20mm - 45mm / 75px - 150px

Logo variant
Vertical stack

The vertical stack logo has been designed for instances where the master logo is not suitable such as social media profile pictures and app icons. This version of the logo should not be used without approval from the Tyro Health marketing team.

Negative

Positive

Negative monochrome

Positive monochrome

Logo variant
Clearspace & minimum size

A 'clearspace' helps our logo stand out by ensuring it's not compromised by other elements.

The 'clearspace' around the entire logo is determined by the height of the 'o' in Tyro.

This 'clearspace' applies to all marketing communications and digital applications

Logo centre alignment:

When executing a Centre Alignment, ensure that the logo is manually aligned to a centre point between "y" and the "r".

Minimum size:

The Tyro Health vertical stack logo has a minimum file size of 20mm wide at which point the 'small use' logo should be used down to a minimum file size of 10mm wide.

Most reproductive methods have limitations. Ensure the size you select suits the process you are using and that the logo is reproduced consistently and clearly.

Vertical stack logo
Minimum 20mm / 100px

Vertical stack small use logo
10mm / 60px

Master logo
Logo misuse

It's important we maintain brand consistency and integrity, so please only use the official master logo files. It's also vital to never alter, re-draw or re-create the logo in any way.

A few examples of incorrect usage are outlined on this page, but these are not exhaustive. Please use common sense. If you have a question, simply ask the Marketing team.

Please do not apply any effects to the logo, such as drop shadows, glow etc.

Please do not distort or change the logo.

Please do not rotate the logo in any direction.

Please do not resize any component of the logo.

Please do not crop any part of the logo.

Please do not remove the expression from the logo.

Please do not change the colour of the expression within the logo*

Please do not house the logo in a tight box or shape.

Please do not place the logo on complicated backgrounds.

*When using the expression as a singular device the colour can take on our secondary palette, see page 31 for examples
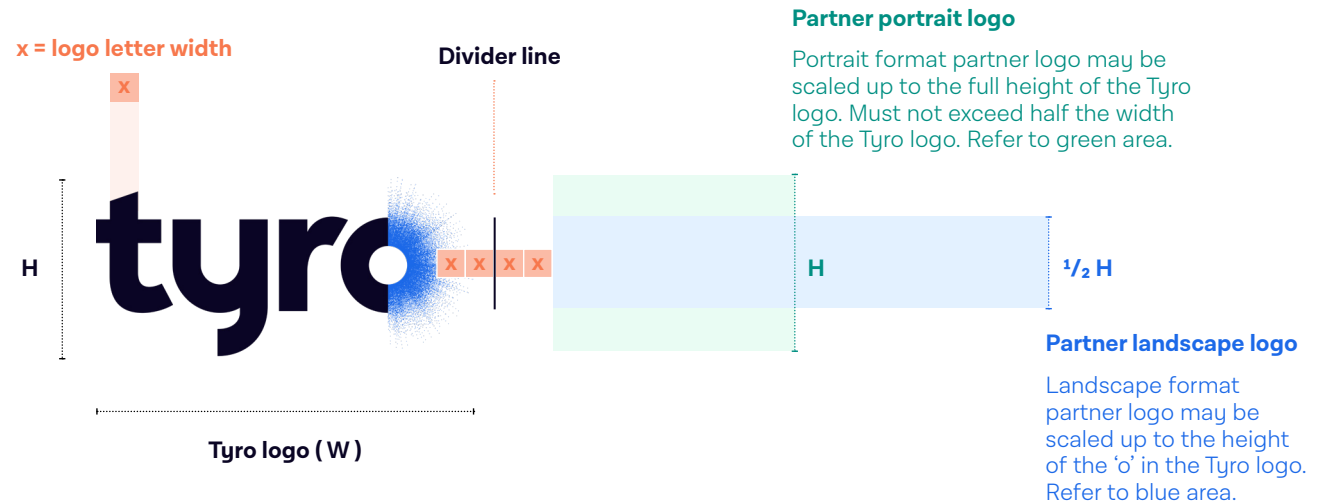
Master logo
Co-branding

Partnerships are important to Tyro, and for almost 20 years Tyro has partnered with businesses in the Health industry to deliver stronger payments and claiming solutions for patients, healthcare providers, and funds alike. To ensure we have a consistent brand in market for our existing and new customers, all co-branding should use the Tyro logo only.

Please follow the below guidelines when co-branding with a partner.

In all co-branded material, the approved partnership logo lock-up should be used.

- Logos must be divided by a 0.75 pt Midnight Blue or White key line
- The key line must always be the same height as the 'o' from our logo, and the base of the divider line line up with the bottom of the last "h" in "Health"
- The size of the partner logo should be adjusted to be of an equal or lesser visual weighting to the Tyro logo

Please note: Clear space guidelines must be adhered to.

x = logo letter width

Divider line

H

Tyro logo (W)

Partner portrait logo

Portrait format partner logo may be scaled up to the full height of the Tyro logo. Must not exceed half the width of the Tyro logo. Refer to green area.

H

¹/₂ H

Partner landscape logo

Landscape format partner logo may be scaled up to the height of the 'o' in the Tyro logo. Refer to blue area.

x x x x

Portrait partner logo example

Landscape partner logo example

# Master logo
Co-branding stacked

If the available area for the logo is vertical and narrow, a stacked logo may be used. **Portrait or landscape logo formats (see previous page) are preferred.**

- Centrally justify both logos

- Logos must be divided by a 0.75 pt Midnight Blue or White key line

- The key line must always be the same height as the 'o' from our logo

- The size of the partner logo should be adjusted to be of an equal or lesser visual weighting to the Tyro logo

**Please note:** Clear space guidelines must be adhered to.

Stacked partner portrait logo

Portrait format partner logo may be scaled up to the full height of the Tyro logo. Refer to green area.
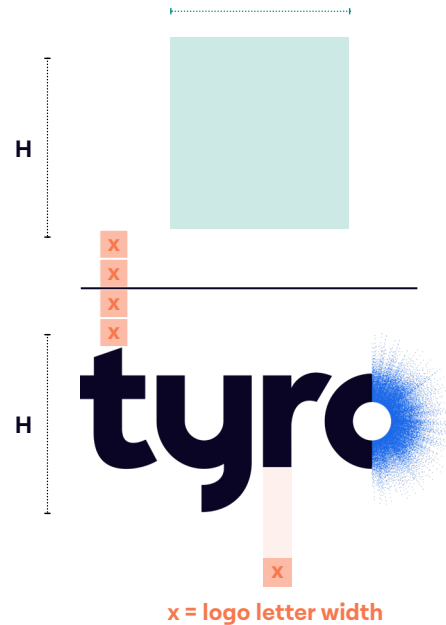
Landscape partner portrait logo

Landscape format partner logo may be scaled up to the full length of the Tyro logo. Refer to blue area.

H

H

Divider line

$\frac{1}{2}$ H

H

x = logo letter width

Tyro logo (W)
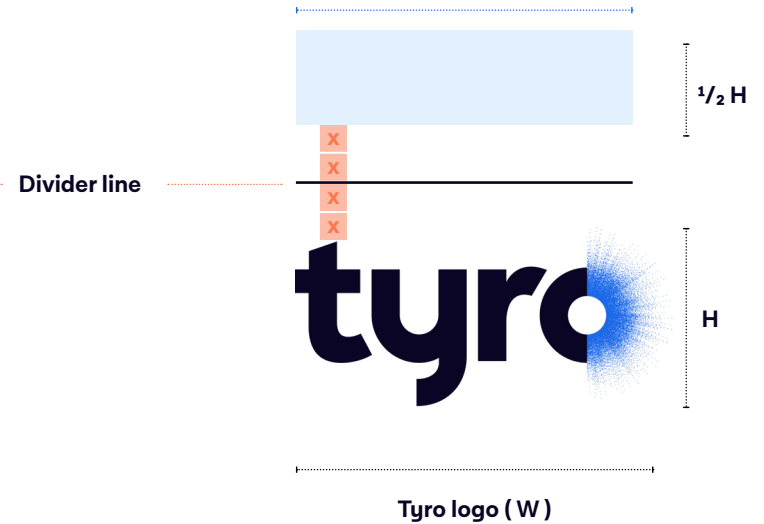
Stacked partner portrait logo example

Stacked partner landscape logo example

Colour palette

Colour palette
Core colours

Our core colour palette forms the basis of our communications and should feature heavily in all applications.

The core brand colours are Midnight Blue, White, Tyro Blue, and Sky Blue. Midnight Blue and White are to be primarily used as background colours and text with Tyro Blue and Sky Blue being used as accent colours.

Please note: Tyro Blue and Sky Blue should not appear together but rather used independently to complement Midnight Blue and White.

Midnight Blue

CMYK	RGB	PMS C	PMS U
95/85/0/80	10/5/36	282	282

CMYK Tint	100%	90%	80%	70%	60%	50%	40%	30%	20%
HEX Tint	#0A0524	#231E3A	#3B3750	#545066	#6C697C	#858292	#9D9BA7	#B5B3BC	#CDCCD2

Blue

CMYK	RGB	PMS C	PMS U
84/45/0/0	28/105/232	285	285

CMYK Tint	100%	90%	80%	70%	60%	50%	40%	30%	20%
HEX Tint	#1C69E8	#3578E8	#4B87EB	#6196ED	#77A4F0	#8DB4F2	#A4C3F4	#BAD1F7	#D1E0F9

Sky Blue

CMYK	RGB	PMS C	PMS U
52/10/0/0	115/186/255	278	278

CMYK Tint	100%	90%	80%	70%	60%	50%	40%	30%	20%
HEX Tint	#73BAFF	#81C0FD	#8FC7FE	#9DCEFE	#ABD5FE	#B9DCFE	#C6E3F3	#D4EAFE	#E2F0FE

White

CMYK	RGB
0/0/0/0	255/255/255

Colour palette
Secondary colours

The secondary colour palette has been designed to work in conjunction with the core colour palette. They humanise the core colours by acting as highlights, giving variety and freshness to all branded communications.

Health Pink is used for Tyro Health expressions, to provide a family of illustrations that are unique to the Tyro Health brand.
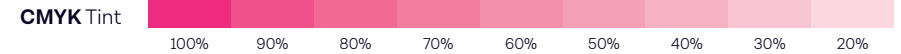
The other colours should be fused evenly across all branded communications including expressions, icons, and data representation.

The secondary colours should be used on White or Midnight Blue backgrounds as a highlight colour. Use the secondary palette as solid background colours sparingly.
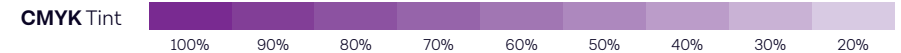
Health Pink

CMYK	RGB	PMS C	PMS U
0/92/18/0	231/0/115	213	213

CMYK Tint								
100%	90%	80%	70%	60%	50%	40%	30%	20%

HEX Tint								
#E70073	#E91A81	#EC338F	#EE4D9D	#F166AB	#F380B9	#F599C7	#F8B3D5	#FACCE3

Purple

CMYK	RGB	PMS C	PMS U
64/100/0/0	138/41/161	527	7442

CMYK Tint								
100%	90%	80%	70%	60%	50%	40%	30%	20%

HEX Tint								
#8A29A1	#953FA8	#A154B2	#AD69BB	#B87EC5	#C494CE	#D0A9D8	#EACCE8	#E7D4EB

Orange

CMYK	RGB	PMS C	PMS U
0/65/74/0	247/120/77	2024	2024

CMYK Tint								
100%	90%	80%	70%	60%	50%	40%	30%	20%

HEX Tint								
#F7784D	#F7855E	#F89270	#F9A082	#FAAD94	#FABBA5	#FBC8B7	#FCD6C9	#FDE3DB

Yellow

CMYK	RGB	PMS C	PMS U
2/0/65/0	255/245/84	127	127

CMYK Tint								
100%	90%	80%	70%	60%	50%	40%	30%	20%

HEX Tint								
#FFF554	#FEF568	#FEF679	#FEF789	#FEF89A	#FEF9AA	#FEFABB	#FEFBCC	#FEFCDD

Green

CMYK	RGB	PMS C	PMS U
76/16/47/0	0/143/130	326	326

CMYK Tint								
100%	90%	80%	70%	60%	50%	40%	30%	20%

HEX Tint								
#008F82	#18998E	#32A49A	#4CB0A7	#65BBB3	#7FC6C0	#98D1CC	#B2DDD9	#CBE8E5

Mint

CMYK	RGB	PMS C	PMS U
40/0/27/0	145/240/196	571	572

CMYK Tint								
100%	90%	80%	70%	60%	50%	40%	30%	20%

HEX Tint								
#91F0C4	#9BF0CA	#A6F2D0	#B1F3D6	#BCF5DB	#C7F6E1	#D2F8E7	#DDFAED	#E8FBF3

Colour palette
Accessibility

It's important to consider the level of accessibility compliance when typesetting and choosing font colour, particularly in the digital world. This is to ensure it is legible to the widest audience possible.

This is a succinct guide of text colour accessibility for the visually impaired using our colour palette.

For a more comprehensive guide, test colours at: www.contrastchecker.com

Core colour palette:

AAA — Fully compliant at all point sizes

A — Compliant for text above 18pt

AAA — Fully compliant at all point sizes

Secondary colour palette:

AAA — Fully compliant at all point sizes

X — Not compliant

AAA — Fully compliant at all point sizes

AAA — Fully compliant at all point sizes

AAA — Not compliant

AAA — Fully compliant at all point sizes

Secondary colour palette:

AAA — Fully compliant at all point sizes

AAA — Fully compliant at all point sizes

X — Not compliant

Secondary colour palette:

X — Fully compliant at all point sizes

AAA — Fully compliant at all point sizes

X — Not compliant

X — Not compliant

AAA — Fully compliant at all point sizes

X — Not compliant

Typography

Typography
Brand typeface

Brand typeface – Lota Grotesque Alt 3

Our primary typeface is Lota Grotesque Alt 3 – it's contemporary, modern, accessible and positions us well for the future. It has a wide variety of styles, making it a versatile type family.

Lota Grotesque Alt 3 is used across all areas of the business, except in Microsoft Office programs. It should be used for all design collateral e.g. posters, brochures, and other collateral.

We use Lota Grotesque Alt 3 in light, regular, semibold, and bold to help differentiate between headlines, subheadings, and body copy. Although these are the four weights we primarily use, Lota Grotesque Alt 3 is a large family and various weights can be used at designer discretion.

Digital typeface – Open Sans

Open Sans is to be used for all live text in digital applications e.g. website, apps, and microsites.

It has been optimised for print, web, and mobile interfaces, and has excellent legible characteristics in its letterforms.

Default typeface – Arial

When a default font is required, we use Arial in bold and regular. Arial is a typeface which can be found across many operating systems for use across internal applications, such as Microsoft Word, PowerPoint, and Outlook.

Our typeface is Lota Grotesque

Lota Grotesque – Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*#$%&

Lota Grotesque – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*#$%&

Lota Grotesque – SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*#$%&

Lota Grotesque – Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*#$%&

Accessing Lota Grotesque Alt 3:
Lota Grotesque Alt 3 can be accessed from the Marketing team.
However, if needed, it can be purchased here:
https://www.myfonts.com/fonts/los-andes/lota-grotesque/

Our digital typeface is Open Sans

Open Sans – Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*#$%&

Open Sans – Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*#$%&

Accessing Open Sans:
Open Sans can be freely downloaded from https://fonts.google.com/ specimen/Open+Sans and installed on any machine free of charge, without buying a licence.

Our default typeface is Arial

Arial – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*#$%&

Arial – Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*#$%&

These are the basic rules for typography when producing communication materials.

All text styles have been set up in master InDesign templates. To access these please contact the Marketing team.

Please be aware that body copy requires a leading range dependent on the line length.

For short lines, use the lower end of the leading range. For long lines, use the upper end of the leading range. e.g. a line with more than 15 words may require a leading of 130%, whereas a line with less than eight words may require a leading of 110%.

Large headlines are best set at a leading of 100%.

Heading

Lota Grotesque Alt 3 - Bold

Sub heading

Lota Grotesque Alt 3 - SemiBold

Alternate sub heading

Lota Grotesque Alt 3 - Light

Paragraph heading

Lota Grotesque Alt 3 - SemiBold

Body copy heading

Lota Grotesque Alt 3 - Bold

This is body copy on a white or light background. Abor a es ipsuntion necturibus at dunt rem et od eari reiciet volorpore, atque quamusa et, ullam sequiam. Santume iur aut fugit aperum eri blautat aquiatem eum que venducia sim fugit.

Body copy heading on a solid colour
Lota Grotesque Alt 3 - Bold

This is body copy on a solid colour background. Abor a es ipsuntion necturibus at dunt rem et od eari reiciet volorpore, atque quamusa et, ullam sequiam. Santume iur aut fugit aperum eri blautat aquiatem eum que venducia sim fugit.

1. Heading

Lota Grotesque Alt 3 - Bold
Leading: 100% of font size
Eg. 100/100pt Eg. 75/75pt
Colours: ⬤ ⬤ ⬤

2. Subheadings

Lota Grotesque Alt 3 - SemiBold
Font Size: 40% of headline
Leading: 110% of font size
Colours: ⬤ ⬤ ⬤

3. Paragraph heading

Lota Grotesque Alt 3 - Light
Font Size: 25% of headline
Leading: 110% of font size
Colours: ⬤ ⬤ ⬤

4. Body copy

Lota Grotesque Alt 3 - SemiBold
Minimum font size print: 8pt
Minimum font size digital: 12pt
Leading: 120% of font size
Eg. 8/9.6pt Eg. 12/14.4pt
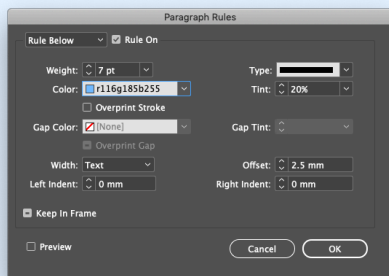Colours: ⬤

Typography
Underline

The underline is to be used in headlines only. The purpose of the underline is to add personality and draw attention to the headline.

To create a universal system which is proportionally correct across all platforms, the underline weight is based on the weight of the headline. As defined on the right, X equals the thickness of the ascenders in Lota Grotesque Bold and is used as a universal size to set the spacing and thickness of the underline system. The width of X thus defines the space between the baseline of the text and the underline, as well as the weight of the underline itself.

Basic steps for designing the underline:

1. Create your headline in Lota Grotesque Bold at 50pt font size with 60pt leading.

2. In InDesign using 'Rule Below' in the Paragraph Rules window, set the line weight to 7pt with an offset of 2.5mm, as below.

3. Scale text and underline to desired size.

Colour:
On white, the underline should use a 20% tint of Sky Blue. On Midnight Blue, the underline should use a 80% tint of the Midnight Blue. White underline can be used on secondary tint-coloured backgrounds.

The underline
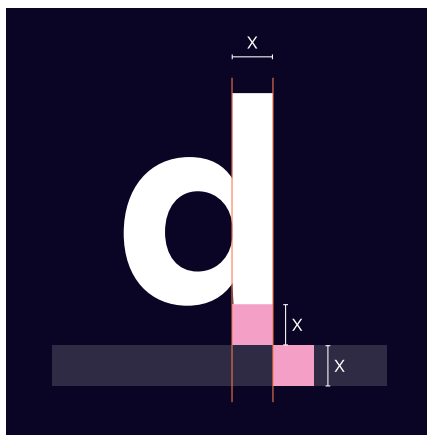
When applying the underline manually, use this diagram as a guide.

You're the champion of big ideas

That's why we offer flexible, easy to access lending.

tyro   Better business banking
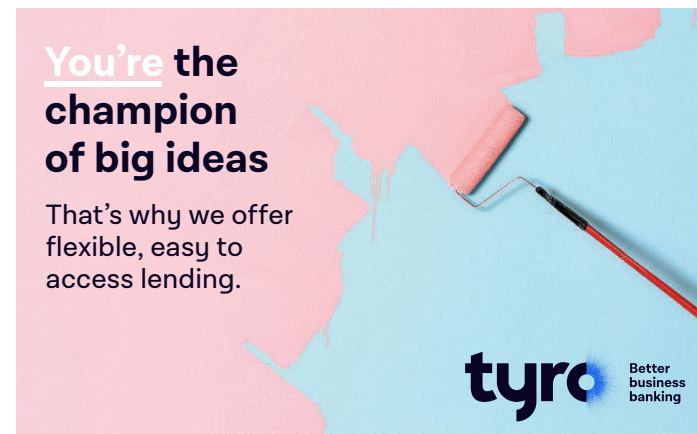
**Application example**

Imagery

Imagery
Brand expression

The Tyro Health brand expression illustrates our creative partnership - it's energetic, yet understated, reflective of a modern technology company.

The different versions illustrate the diversity of our clients, and the creative flare involved in running, and growing, a small to medium business.

Principles to consider when creating new graphic expressions:

1. Ensure the left-hand side of each expression utilises the 'o' from our logo.

2. Colour the left-hand side in white in negative instances, and Midnight Blue in positive instances.

3. The right-hand side of each expression must always assume a single colour from our colour palette.
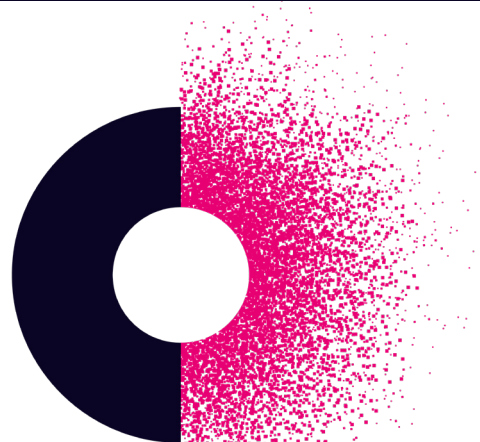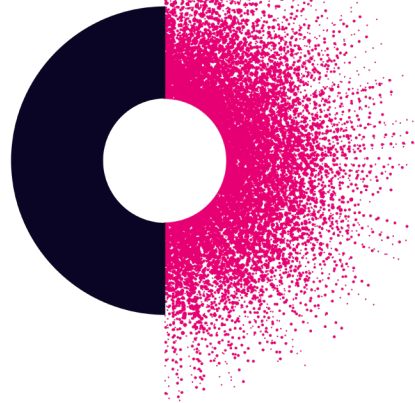
Imagery
People photography

Tyro Health people photography should provide a window into their lives. It should illustrate the creative energy and passion that goes into running a business.

The images should have a sense of authenticity and feature 'real' people in their 'real' worlds. They should feel candid, rather than staged.

Diversity and inclusion are paramount - in all our photography we aim to represent the diverse range of customers and industries we serve.

All images should feel warm, human, candid, engaging and relatable – photographed with a range of crops and angles to create visual interest.

Please note images are for example use only and may not be licensed to use in external materials

Imagery
Product Photography

Hardware and software imagery allows us to showcase the most important thing: our product.

This style of photography should aim to present our hardware in the best possible light. We recommend shooting the product/devices in a minimal, clean contemporary way, with a sufficient amount of clearspace.
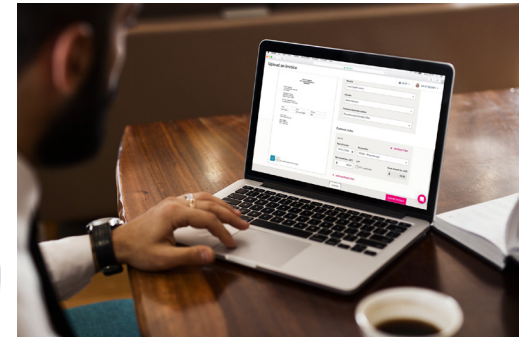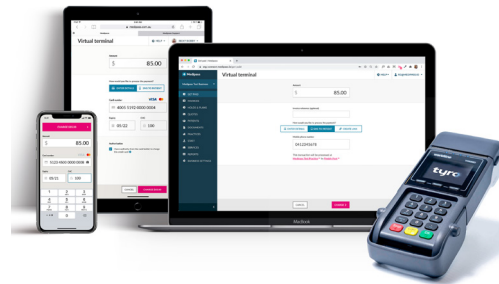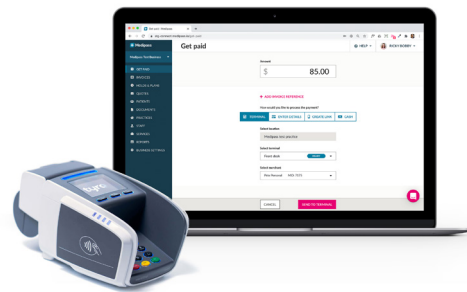
Please note images are for example use only and may not be licensed to use in external materials

Imagery
Stock imagery

While we try to do our best to produce all of our customer imagery in-house, there are instances where the image library does not have a suitable image. In that case, stock imagery may need to be used.

Any stock imagery must first be approved by the Creative Studio team before it can be used in a customer facing environment.

Please always follow these principles when selecting imagery:

Do:

- Be human and explore a sense of interaction with objects.
- Feature positive expressions and smiles.
- Feature friendly and approachable imagery.
- Use imagery that feels natural and candid.

Do not:

- Use images that are tonally washed out or have effects applied to them.
- Use images that have been overly manipulated or monochrome.
- Use scenarios that are negative or scary
- Use models lacking authenticity.
- Use images that are busy and where the focus of the image is lost.
- Use shots that feel disingenuous.
- Use imagery that feels staged or forced.
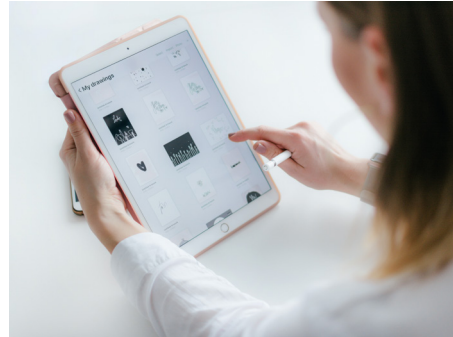
Please note images are for example use only and may not be licensed to use in external materials

Imagery
Illustration Style

Tyro Health uses illustration across a variety of communications, from print to digital advertising.

When commissioning illustrations we should acknowledge the creative principles of personality, style, and colour to tell a brand story.

Personality:

Must always be fun, original, and optimistic. Always present storytelling in a clear and visually simple way.

Style:

· Create compositions that are dynamic and interesting, but most importantly, ones that clearly communicate the story we are trying to tell

· Position the primary subject close to or in the centre of the illustration

· Ambient details should accentuate the subject, not distract from it such as subtle shadows, highlights and backgrounds to create depth to the illustration

Colour:

· Use your best judgement with colour usage

· Always be subtle with background visuals and effects

· Avoid using more than three colour families per composition

*Please note: the images contained within this document have not been licensed. This document is for internal purposes only.
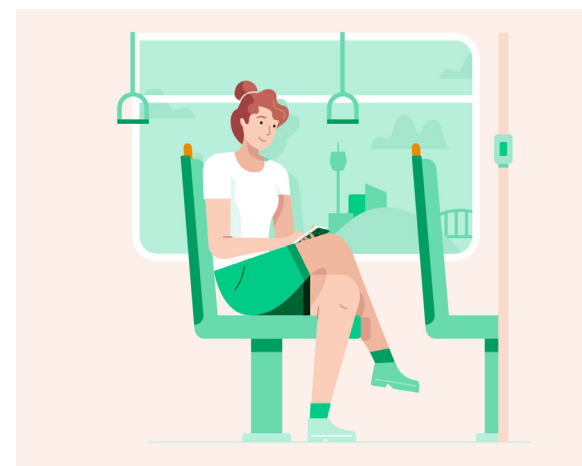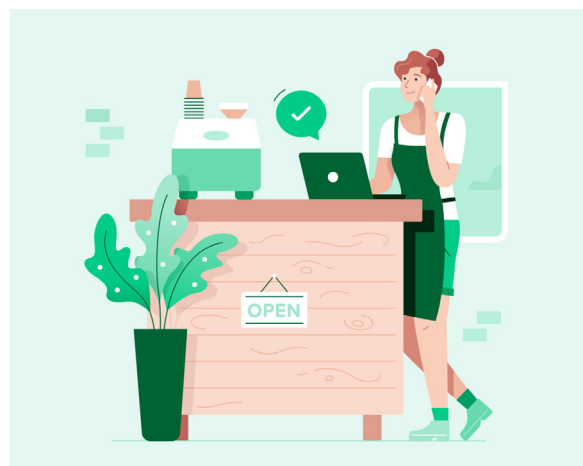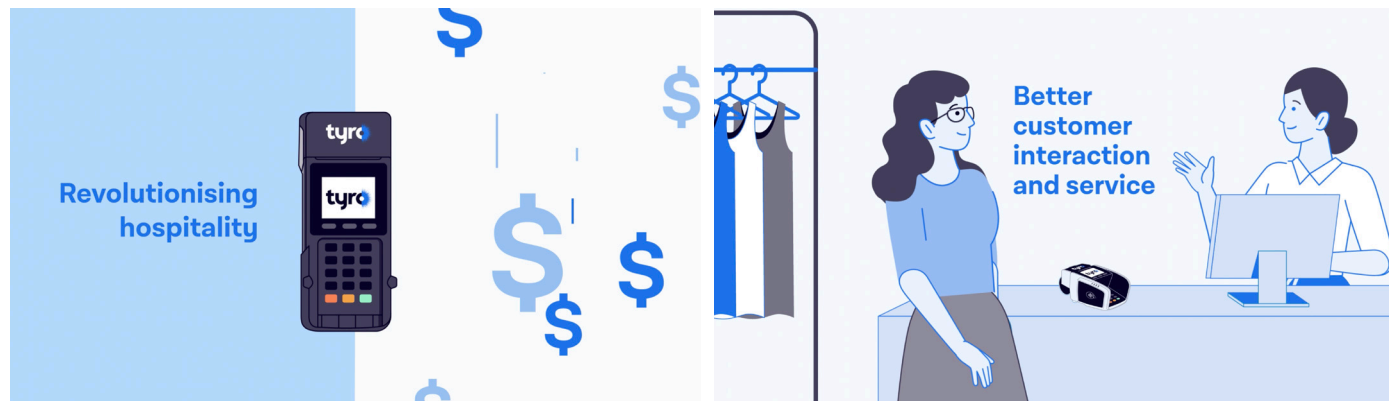
Bottom: example illustrations by Andrew McKay (dribbble.com/andrewmckay) - for demonstration purposes only

Imagery
Iconography

Our icons are used to simplify communications, representing ideas and actions in a purely graphic way. They're designed for navigation, not decoration so they must be able to stand alone and make sense without words.

Principle for designing icons:

- Simple line icon style.
- Shadow & solid fill where appropriate.
- Consistent line weight.
- Rounded edges.

Colourways

For branded communications, our icons are only to be used in core colours.

When the icon is used on a white background, it must use the following colours:

- **Outline:** Midnight Blue
- **Accent:** Tyro Blue
- **Shading:** Tyro Blue 20% tint

When the icon is used on background colours other than white, the icon must be filled with White.

For darker coloured background, the icon must be simplified to outline only, and be coloured in either White or Sky Blue.

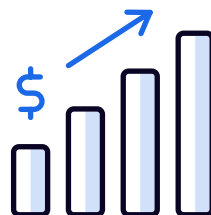In cases where a secondary colour is the feature of a design:

- **Outline:** Midnight Blue
- **Accent:** Featured colour 40% tint
- **Shading:** Featured colour 20% tint

Icon sizes

Our icons are created in 2 sizes:

- 80px icons are our normal icon size
- 24px icons have less detail

Look and feel

**Example colourways**

Imagery
Data visualisation

We use data visualisation graphs to succinctly represent information, statistics or knowledge in a clean, digestible manner. Independently, each graph or chart enables us to present complex information quickly and clearly.

Our graphs and charts have a distinctive, refined style.

Principle for designing infographics:

- Simple line icon style to work alongside our gesture graphics.
- Consistent line weight.
- Set grid lines to 0.25pt using a 50% tint of Midnight Blue or White for strokes.
- Use tints of Sky Blue for all data elements with one highlight colour for feature statistic where possible.

Please note: complex infographics need to be looked at on a case-by-case basis. Simply put, keep it simple.
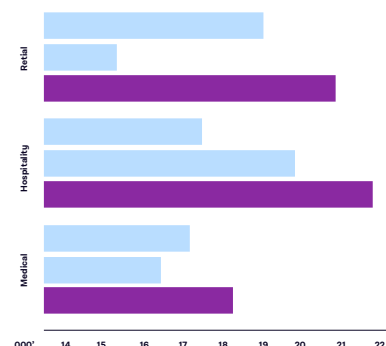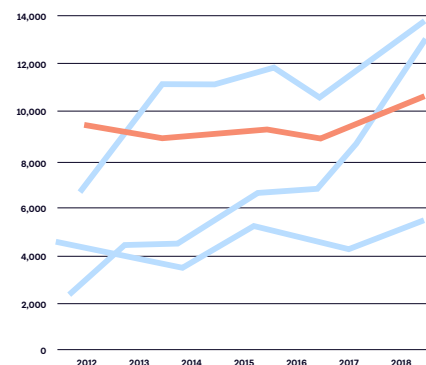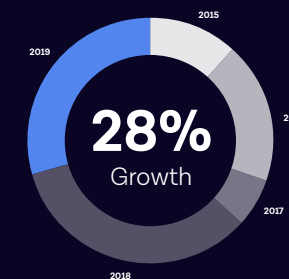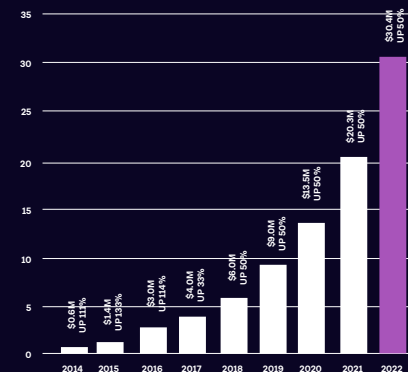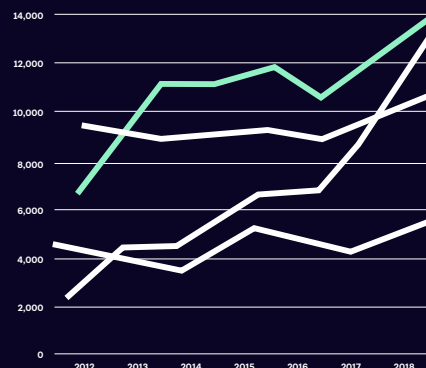
Thank you

For all resources, assets, and assistance, please contact the Tyro Health Marketing team.

healthmarketing@tyro.com

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