



Kandu[®]

Brand Guidelines

October 2025 →

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Brand Elements

This section outlines the essential components of our visual identity.

Logo

Overview

The Kandu Master Logo was developed to best represent the values of Kandu. Its goal is to be friendly, uplifting, approachable, realistic, hopeful, and sincere. Typography, color usage, and the mark itself were all designed to reflect the sentiment of the brand.

The image displays the Kandu Master Logo, which consists of the word "Kandu" in a bold, rounded, sans-serif typeface, followed by a registered trademark symbol (®). The text is rendered in a dark purple color.

Logo

Endorsed Versions

The alternate versions of the Kandu Logo may be required on a case by case basis. Before using any alternate versions of the logo, contact marketing for guidance.



Medical Services

The Kandu Medical Services (KMS) logo is used for PC related communications with various agencies, non-profits or when Kandu, Inc. is describing the relationship between KMS and Kandu Inc. This logo is not to be used in general marketing, corporate branding, or materials that are not directly related to the scope of the MSO-PC engagement. For a copy of the KMS logo please contact Marketing for approval for use.



Tagline

The Kandu logo with tagline is used to describe the Kandu brand where there may be limited familiarity with the brand's products or services. Appropriate use of the logo with tagline is in a brand launch or awareness campaign; on corporate collateral where the audience may not be familiar with the company; tradeshow materials, sponsorship banners, event signage, or other large-format advertising; digital marketing materials such as websites or videos; or business cards. For a copy of the Kandu logo with tagline please contact Marketing for approval to use.



Neuroolutions

The Neuroolutions Endorsed logo should only be used in limited instances as it relates to product packaging, labeling and IFU where the original manufacturer name and logo are tied to regulatory filings. For a copy of the Neuroolutions Endorsed logo please contact Marketing for approval for use.

Logo

Colors

Kandu®

Kandu®
Medical Services

Kandu®
Empowering Stroke Survivors

Neuroolutions®
Kandu®

Kandu®

Kandu®
Medical Services

Kandu®
Empowering Stroke Survivors

Neuroolutions®
Kandu®

Kandu®

Kandu®
Medical Services

Kandu®
Empowering Stroke Survivors

Neuroolutions®
Kandu®

Color

The full color Kandu logo is 100% Eggplant

Reverse White Logo

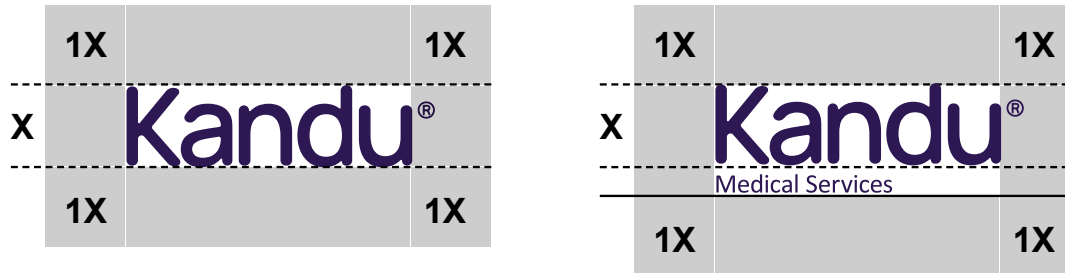
The reverse white logo may be reversed to white when it appears on colored backgrounds or photograph of sufficient contrasts.

Black Logo

The black logo should only be utilized in greyscale and monochromatic applications.

Logo

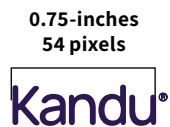
Clear Space and Minimum Size



Clear Space

Clear space is measured by the height of the letter K represented here as “X”.

The minimum clear space is 1x on all sides of the logo, including the endorsement if applicable.



Minimum Size

Do not reproduce the logo smaller than 0.75-inches wide in print or 54 pixels wide when displayed on screen.



Minimum Size – Alternate

Do not reproduce alternate logos smaller than 1.25-inches wide in print or 90 pixels wide when displayed on screen. This measurement is based on the width of the wordmark without including the ® symbol.

Colors

Brand Palettes

The Core palette is the main palette of the brand and should be featured predominately in all our materials. The Secondary palette communicates the positivity and energy of the brand, and should be used to compliment the Core palette. The Accent and Greyscale palettes can be used in charts, graphs or accent graphic elements. The Accent and Greyscale palettes should be used sparingly and not overpower the Core or Secondary palettes.

Core

Eggplant Dark
#16022A
R22 G2 B42
C85 M87 Y50 K69

Eggplant
#2D0554
R45 G5 B84
C92 M100 Y26 K38

Eggplant Light
#816998
R129 G105 B152
C56 M64 Y17 K1

Eggplant Tint
#EAE6EE
R234 G230 B238
C7 M8 Y2 K0

Secondary

Neuroblue
#003A70
R0 G58 B112
C100 M85 Y30 K16

Neuroblue Light
#0077B2
R0 G119 B178
C87 M47 Y8 K0

Neuroblue Tint
#E4EAEF
R228 G234 B239
C9 M4 Y3 K0

Berry
#820F32
R130 G15 B50
C31 M100 Y69 K34

Pumpkin
#D1491F
R209 G73 B31
C13 M85 Y100 K3

Pumpkin Tint
#FCEBE6
R252 G235 B230
C0 M11 Y13 K0

Spice
#DB7C24
R219 G124 B36
C11 M60 Y100 K1

Canary
#EEAE0B
R238 G174 B11
C6 M33 Y100 K0

Canary Tint
#FFF5DB
R255 G246 B219
C1 M2 Y15 K0

Greyscale

Black
#000000
R0 G0 B0
C75 M68 Y67 K90

Grey
#474747
R71 G71 B71
C66 M59 Y58 K41

Grey Light
#BFBFBF
R191 G191 B191
C25 M20 Y20 K0

Grey Tint
#F0F0F0
R240 G240 B240
C4 M3 Y3 K0

Colors

Proportions and Balance

The majority of any given layout should be white and/or eggplant tint, followed by eggplant. When using color as a background behind text, priority should be given to the Light and Tint swatches from the brand palettes. Regular and Dark swatches should be used in smaller proportions to create visual contrast. Refer to the example below for approximate proportions to maintain the balance of brand colors.

| | | | | | | |
|--|--|--|--|---|--|--|
| <div>White</div> <div>#FFFFFF</div> <div>R255 G255 B255</div> <div>C0 M0 Y0 K0</div> | <div>Eggplant Tint</div> <div>#EAE6EE</div> <div>R234 G230 B238</div> <div>C7 M8 Y2 K0</div> | <div>Eggplant Dark</div> <div>#16022A</div> <div>R22 G2 B42</div> <div>C85 M87 Y50 K69</div> | <div>Neuroblue</div> <div>#003A70</div> <div>R0 G58 B112</div> <div>C100 M85 Y30 K16</div> | | | <div>Neuroblue Family</div> <div>15%</div> |
| | | <div>Eggplant</div> <div>#2D0554</div> <div>R45 G5 B84</div> <div>C92 M100 Y26 K38</div> | <div>Neuroblue Light</div> <div>#0077B2</div> <div>R0 G119 B178</div> <div>C87 M47 Y8 K0</div> | | | |
| | | | <div>Neuroblue Tint</div> <div>#E4EAEF</div> <div>R228 G234 B239</div> <div>C9 M4 Y3 K0</div> | | | |
| | | <div>Eggplant Light</div> <div>#816998</div> <div>R129 G105 B152</div> <div>C56 M64 Y17 K1</div> | <div>Pumpkin</div> <div>#D1491F</div> <div>R209 G73 B31</div> <div>C13 M85 Y100 K3</div> | <div>Berry</div> <div>#820F32</div> <div>R130 G15 B50</div> <div>C31 M100 Y69 K34</div> | <div>Spice</div> <div>#DB7C24</div> <div>R219 G124 B36</div> <div>C11 M60 Y100 K1</div> | <div>Secondary Colors</div> <div>15%</div> |
| | | | <div>Canary</div> <div>#EEAE0B</div> <div>R238 G174 B11</div> <div>C6 M33 Y100 K0</div> | | | |
| | | | <div>Pumpkin Tint</div> <div>#FCEBE6</div> <div>R252 G235 B230</div> <div>C0 M11 Y13 K0</div> | <div>Canary Tint</div> <div>#FFF5DB</div> <div>R255 G246 B219</div> <div>C1 M2 Y15 K0</div> | <div>Grey Tint</div> <div>#F0F0F0</div> <div>R240 G240 B240</div> <div>C4 M3 Y3 K0</div> | <div>Secondary Tints</div> <div>15%</div> |
| | | | | | | |

White and/or Eggplant Tint

35%

Eggplant Family

20%

Colors

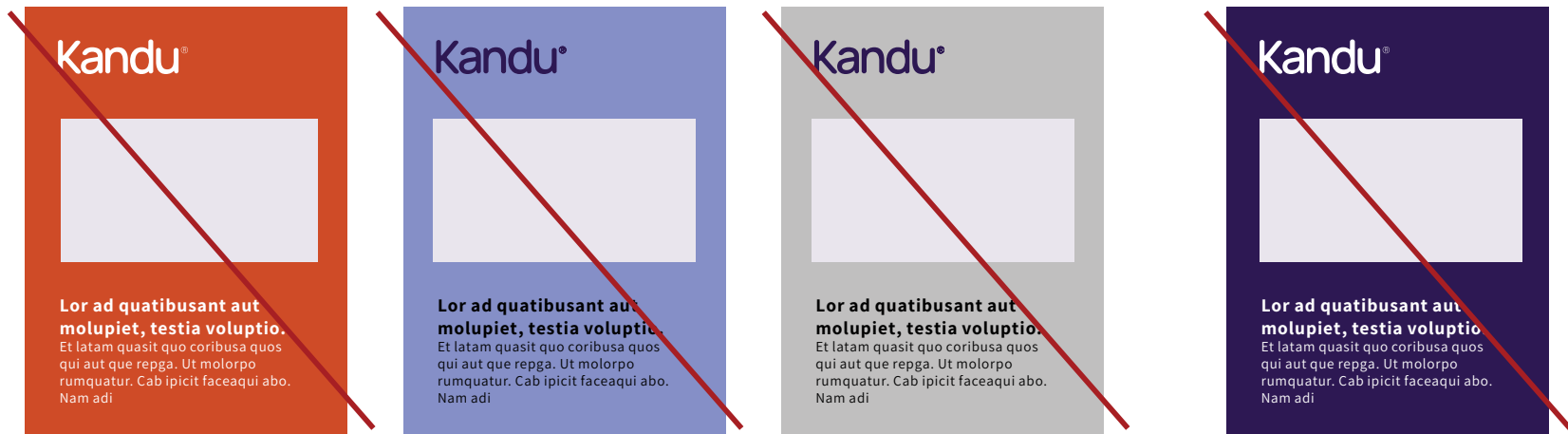
Using Color for Typography

In order to meet accessibility requirements for digital collateral, it is highly recommended that you use a contrast checker, such as the one available here: <https://accessibleweb.com/color-contrast-checker>. Shown below are the preferred text and background color combinations, all of which meet the minimum AA standards.

| | | |
|---|---|--|
| Black Text White Background | Black Text Canary Tint Background | Black Text Pumpkin Tint Background |
| Eggplant Text White Background | Eggplant Text Canary Tint Background | White Text Pumpkin Background |
| Berry Text White Background | Black Text Canary Background | |
| Pumpkin Text White Background | | Black Text Neuroblue Tint Background |
| | | White Text Neuroblue Light Background |
| Black Text Eggplant Tint Background | White Text Eggplant Background | |
| Eggplant Text Eggplant Tint Background | Eggplant Tint Text Eggplant Background | Black Text Grey Tint Background |
| White Text Eggplant Light Background | Canary Text Eggplant Background | Eggplant Text Grey Tint Background |

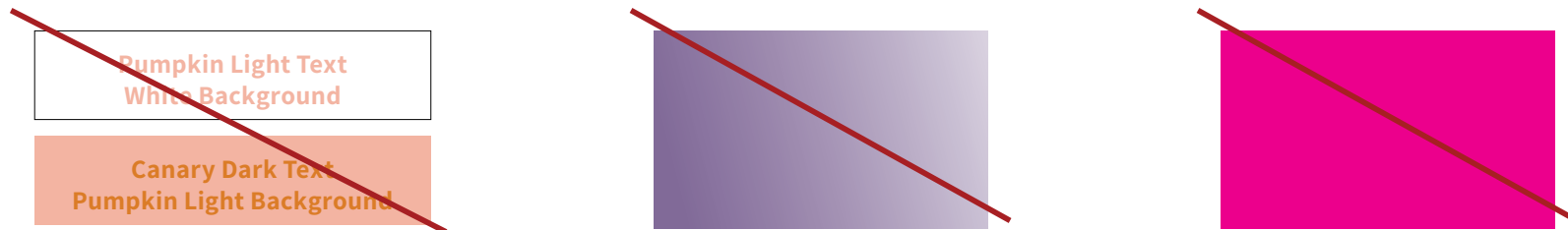
Colors

Inappropriate Usage



Do not use Secondary, Accent or Greyscale palettes as the main color in materials

Do not use Eggplant as the main color in materials



Do not use low contrast color combinations in text

Do not create gradients

Do not use colors which are not part of the brand palettes

Typography

Primary and Alternate Typefaces

Kandu has three different typeface options available, one to be used for headline copy, and two for body copy and subheadings.

Headline Copy

Calibri is the primary brand typeface used for headlines, and it should be used on all professionally designed collateral. It is an accessible sans-serif font that's widely available on different devices and cross-compatible between the most common operating systems such as Microsoft 365 and Google Workspace.

Calibri

Regular

Bold

Regular Italic

Bold Italic

Body Copy and Subheadings

Assistant is the primary brand typeface used for body copy and subheadings. It is not a system font; and, it should be used on all professionally designed collateral.

Assistant

Light

Regular

Medium

Semi Bold

Bold

Extra Bold

In the event you are using software that doesn't offer Assistant, an approved alternative to Assistant is Tahoma. This font is only to be used when Assistant is not available, and only for body copy, and subheadings. It is never to be combined with Assistant.

Tahoma

Regular

Bold

Graphic Elements

Navigator Symbol

The Navigator Symbol represents a triangular shape pointing slightly upward, indicating movement (spatially and metaphorically) in a positive direction. It is composed of 3 segments representing Device/Service, Navigator and Patient.

Each segment symbolizes how survivors are putting their life back together, piece by piece. The individual segments making up the navigator shape also represents how Kandu brings survivors and their support team together as one.



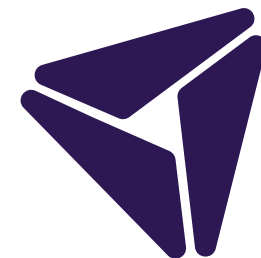
Preferred Symbol Color

Eggplant Tint should be used in all instances where the Navigator Symbol appears on an Eggplant background as a standalone element, for example as a favicon or company logo on social media platforms.



Symbol on Eggplant

The Navigator Symbol may be reproduced in Eggplant Light against an Eggplant background in cases where the Navigator Symbol should be more subtle, or is not the only element.



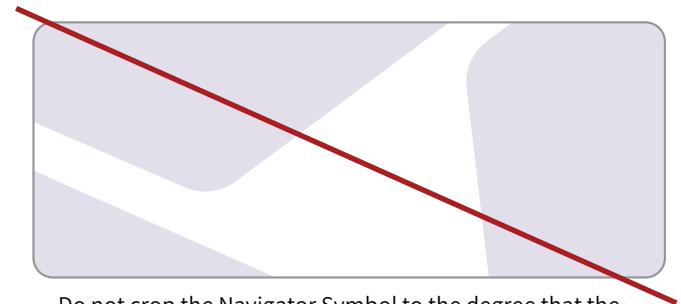
Small Format Symbol

Eggplant is an alternate color that should only be used when the Navigator Symbol is being reproduced in small format applications, such as promotional merchandise.

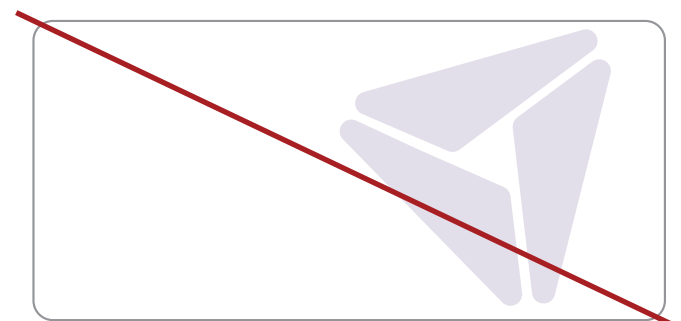
Graphic Elements

Navigator Symbol Alternate Use

The Navigator Symbol may also be used as a background element. In these cases, the Navigator Symbol must appear in Eggplant Tint and be placed over a white background. The Navigator Symbol should be zoomed in enough that it partially bleeds off the edge of the page, and it may be rotated. The Navigator Symbol should never be zoomed in to the degree that the individual shapes lose recognizability. Refer to the examples below when using the Navigator Symbol as a background element.



Do not crop the Navigator Symbol to the degree that the individual shapes become unrecognizable



Do not use the uncropped Navigator Symbol as a background element

Graphic Elements

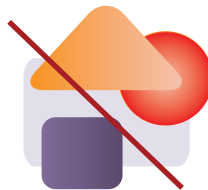
Illustration Style

Any image representing people, places or objects which is not a photograph falls under the category of illustration, and is subject to these rules. Our illustrative style has been designed to evoke friendliness, simplicity and accessibility, and it should be applied consistently across our materials.

Illustrative elements should be comprised of flat, 2-dimensional shapes with rounded corners. The colors used in illustrations should always be vibrant with high contrast to define shapes against one another.



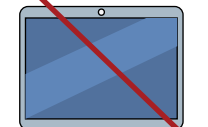
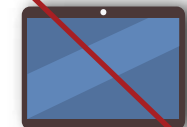
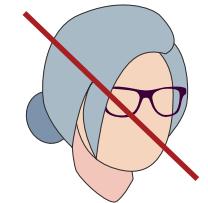
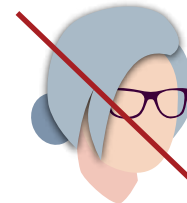
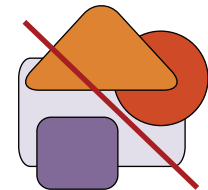
No gradients, only flat colors



No drop shadows, glows or embossing



No outlines around solid shapes



Graphic Elements

Character Illustrations

We have created an ever expanding library of character illustrations depicting various levels of stroke survivor recovery. They include different assistive devices, such as canes, walkers, wheelchairs, ankle braces, wrist braces, and glasses, and are shown in a variety of age groups (young adult to elderly), ethnicities, skin tones and body types.

Characters illustrations are always drawn without facial features, except for eyebrows. They may be adapted for different collateral, so long as they are modified in ways which remain compliant with the rules presented in this guide.



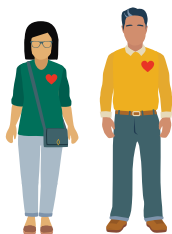
Stroke Survivors



Teen Children



Young Children



Care Partners



Navigators



Therapists



Physicians

Graphic Elements

Using Character Illustrations

Character illustrations are primarily patient oriented, and may be used as the hero image or cover image for patient facing materials. They should never be used on the cover of provider/payer materials. When using character illustrations in provider/payer materials, they should only appear as small elements which accompany text, and only when specific reference is being made to survivors.

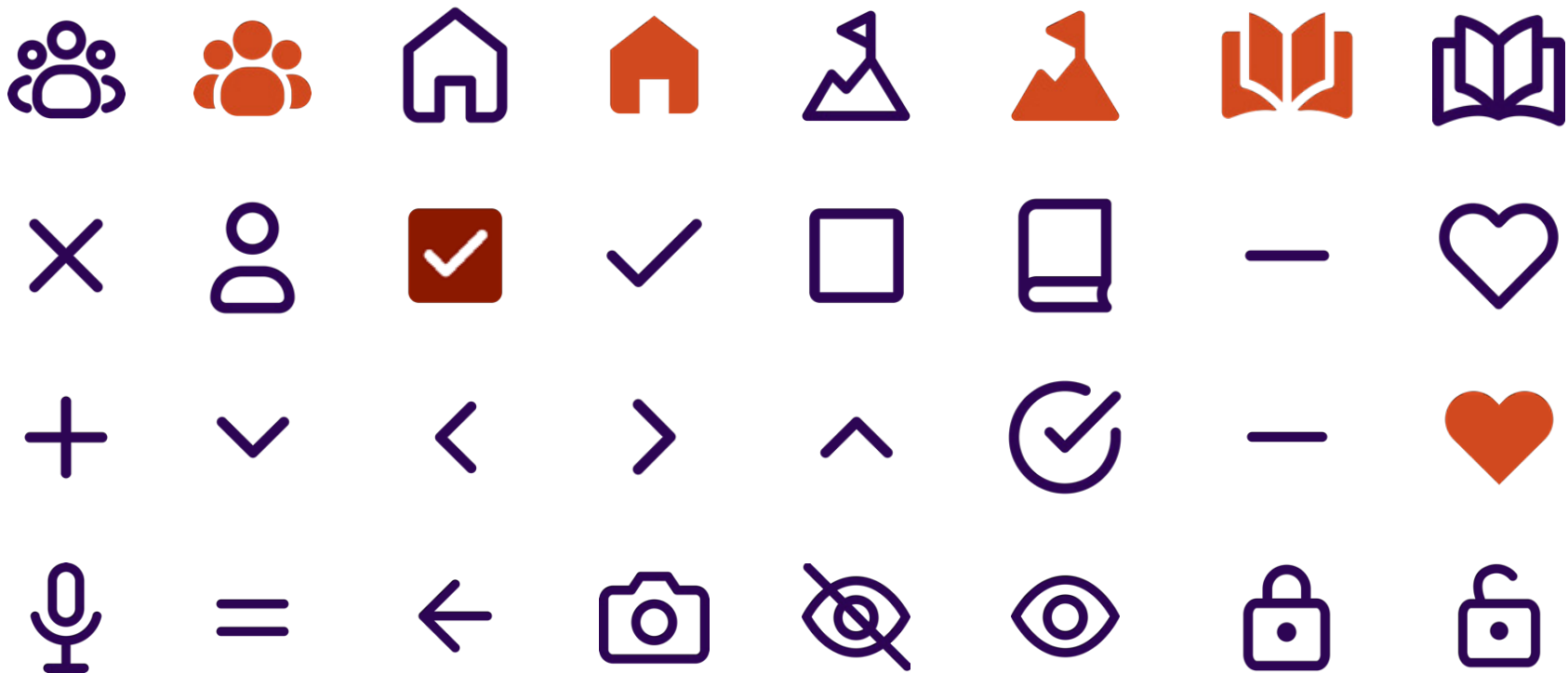
You may use existing characters to create illustrated scenes by combining them with other characters, and/or objects and scenery, so long additional elements are created in accordance with our illustrative style. Characters may be anchored using solid color background shapes, like in the examples below. You may also enclose illustrations inside circular containers with solid color backgrounds. Do not use outlined shapes to contain the illustrations.



Graphic Elements

UI/UX Icons

A set of icons have been developed for use with interactive media, such as navigation menus. They are designed to clearly depict the actions which they represent, and to be easily recognizable at small sizes. They are not to be used as illustrations, infographics or graphic accents. See examples of the UI/UX icon family below.



Graphic Elements

Sourcing Illustrative Iconography

Icons being used for illustrative purposes, such as infographics or when paired with text as a graphic accent, should follow our illustration style guidelines as closely as possible. When sourcing icons, ensure the graphics are flat, simple and solid colored. They should not have outlines, gradients, drop shadows or other effects. Whenever possible, shapes with rounded corners are preferred. Icons should always be monochromatic and colored using our brand palettes. They may use the Regular, Light and Tint swatches of the Core or Secondary palettes. They can also be reversed out in white over the Regular and Light swatches from the Core and Secondary palettes. You may use icons as standalone elements, or enclose them in solid colored circles.



Solid Monotone



Monotone Using Regular, Light and Tint



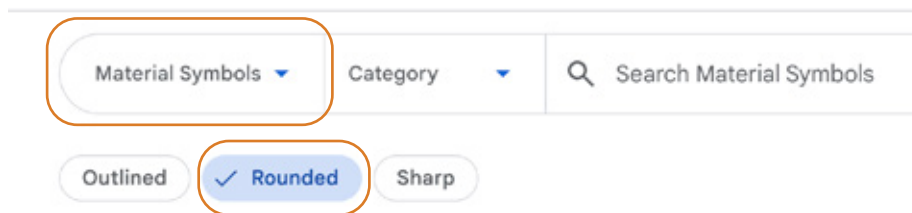
Reversed in White inside Solid Color Circle

Graphic Elements

Illustrative Iconography – Google

Google provides a free resource for very basic icons which can be accessed through <https://fonts.google.com/icons>. When using this resource to source iconography, refer to the guidance and examples on this page.

1. Go to <https://fonts.google.com/icons>
2. Confirm that you are browsing the “Material Symbols” and that “Rounded” is selected.



3. Confirm the customization settings match the following:
Fill: On
Weight: 700
Grade: 200
Optical Size: 48



4. Select “SVG” when downloading, as this format can be recolored in many applications, including PowerPoint

Examples of Appropriate Google Icons

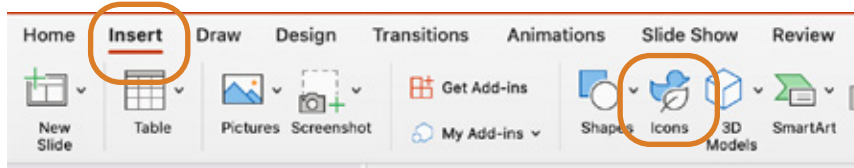


Graphic Elements

Illustrative Iconography – PowerPoint

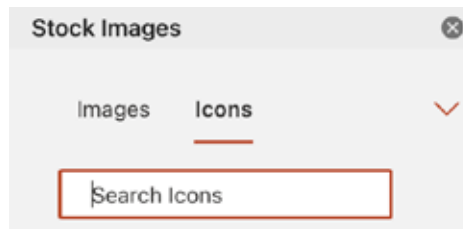
PowerPoint has a basic icon library that can be accessed when using the software. When using this as a resource to source iconography, refer to the guidance and examples on this page.

1. Select Insert > Icons through the menu, or the navigation bar

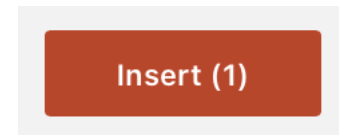


2. Input keywords to search the icon library

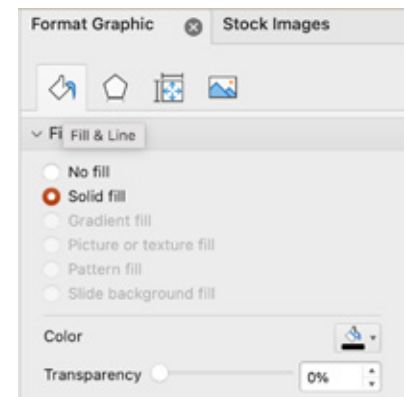
Note: PowerPoint doesn't allow filtering by icon style, therefore some of the search results won't be compliant.



3. Double click or select “insert” to place the icon on the slide



4. Recolor the icon using “Format Graphic” and “Fill”



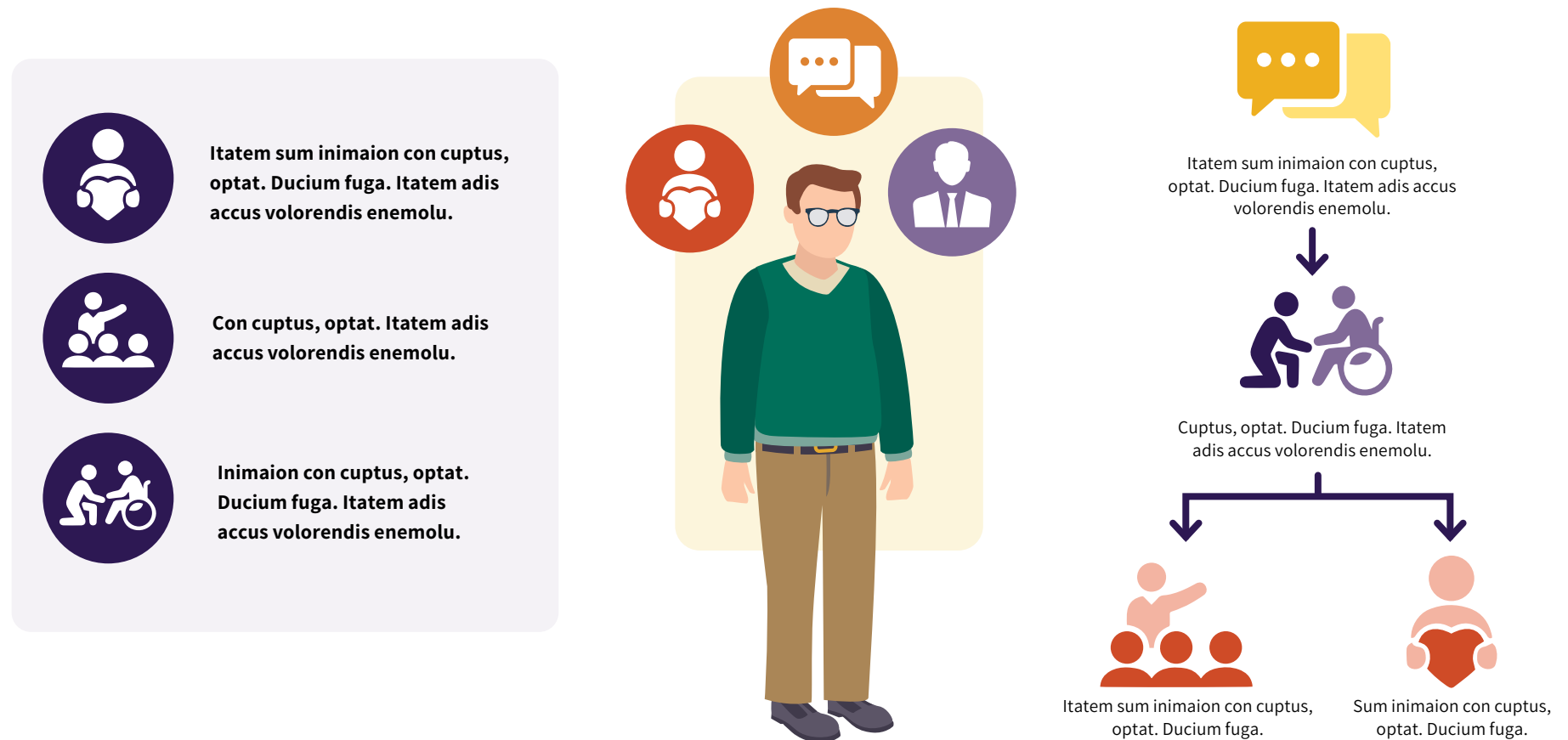
Examples of Appropriate PowerPoint Icons



Graphic Elements

Using Illustrative Iconography

Illustrative icons may be used to highlight information or as a graphic accent for text. They may also be combined to create an infographic, or used as an accent element in larger illustrations. If connecting lines are used in a graphic, they should have a thick stroke weight of at least 3 points, and the end caps should be rounded.

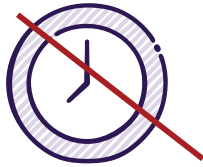


Graphic Elements

Illustrative Iconography Misuse



Do not add facial features to icons representing people



Do not use hand drawn or sketch style icons



Avoid sharp corners



Do not use outlined shapes



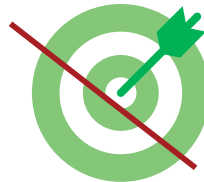
Do not use gradient icons



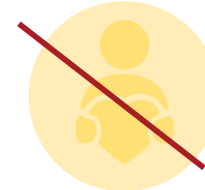
Do not enclose icons in non-circular shapes



Do not use outlined circles to contain icons



Do not use colors that are not included in our brand palette



Do not place icons on backgrounds without sufficient contrast

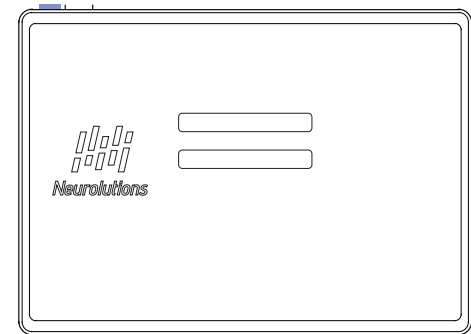
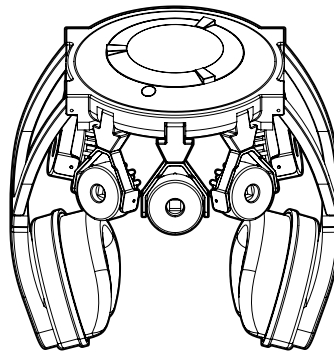
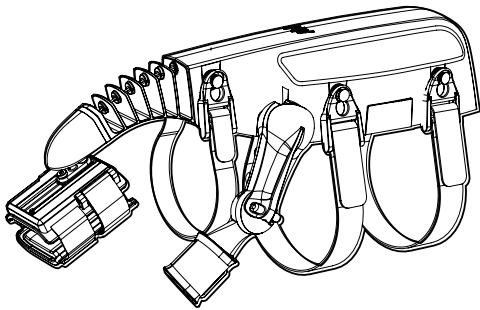


Do not mix colors

Graphic Elements

IpsiHand Graphics and Illustrations

Graphics, illustrations and graphics should be outlines with thin and/or medium stroke thickness.



Graphics



Line Art Illustration

Graphic Icon

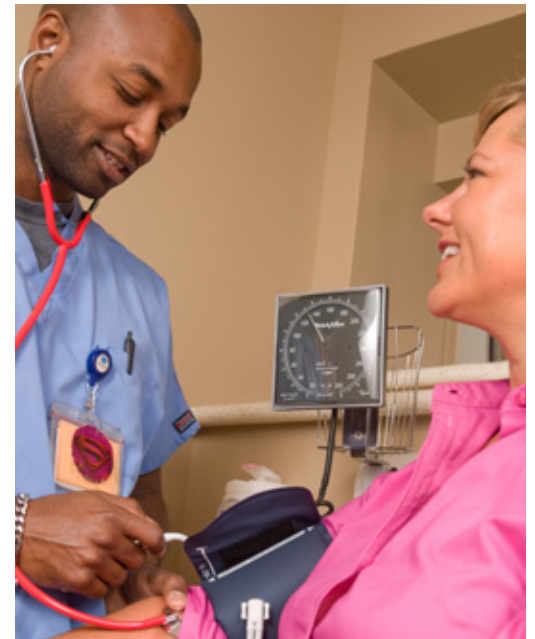
Photography

Clinical

Photography selections should represent the authenticity, energy and positivity of the Kandu brand. When sourcing photography, choose images with bright, well-lit environments that are vibrant in color and warm in tone. Human subjects should be engaged with an activity, or with each other, and never facing the camera.

Avoid images which are cool, clinical or sterile in appearance, and never use images in black and white. Do not select images which have been obviously edited or exaggerated. Do not apply vignettes and fade effects to images.

Ensure diversity in ethnicity and gender when representing doctors and clinicians. Avoid limiting professional attire to traditional options and instead reflect the variety seen in real clinical settings.



Photography

Survivor

When showing photographs of survivors, their care givers and their families, the images should demonstrate real human moments and emotions. They should be upbeat, with positive expressions, and presented in scenarios which are appropriate and realistic for a broad audience of survivors.

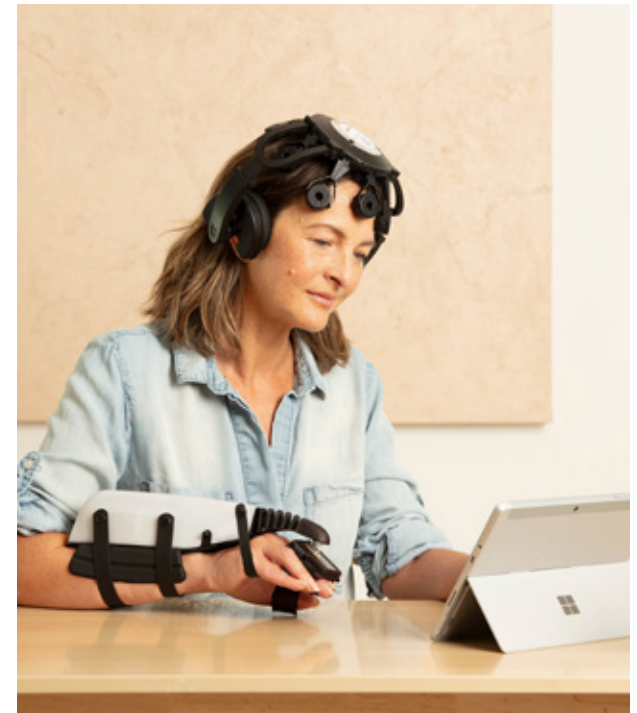
Never show survivors in a manner that suggests they are unwell, in distress, or being re-admitted to hospital care. If shown interacting with health care providers, the provider and the survivor should both appear optimistic and at ease. The survivor should never appear in a hospital gown, or in a hospital bed. Do not use photography that communicates long-term impairment or incapacitation.



Photography

Patient

Subject should appear to be tech-savvy subjects, active, and physically capable. Ensure that photography reflects the headset and hand strap of the IpsiHand placement in these photographs.



Photography

Products

The following photos are examples of how product photos should be stylized using the IpsiHand®. Please note that IpsiHand is a registered trademark and should be written in approved fonts.



The Headset



The Handpiece



The Tablet

Photography

Metaphorical and Abstract

The use of metaphorical or abstract images should be avoided. These images might be open to multiple interpretations, and if not carefully chosen, they could lead to confusion or unintended associations with the brand. In some circumstances it may be appropriate to use these images to convey a concept, but they may only be used at the discretion of the marketing team.



Important note on use

Incorporating metaphorical or abstract photography into marketing materials should never be done without consulting the marketing team

Legal and Regulatory

Boilerplate Information

Our boilerplate must be present on the last page of our materials without exception. Follow the formatting guidelines as demonstrated on this page when adding the boilerplate.

| | |
|--|--|
| IpsiHand is manufactured by Neuroolutions, Inc., a Kandu, Inc. company. | IpsiHand: 9pt Assistant Regular, 4pt line break |
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IpsiHand Materials

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Simplified Version

About Kandu, Inc.

Kandu, Inc. delivers multi-disciplinary stroke recovery solutions that support continuity of care and long-term clinical outcomes. By combining the FDA-cleared IpsiHand® device, featuring brain-computer interface technology, with personalized telehealth services, Kandu bridges the gap between in-patient care and long-term recovery needs. Our holistic patient-centered approach optimizes post-discharge recovery.

Optional Boiler Plate Addition

Important note on use

The top line before the document control number should only be used on materials related to the IpsiHand.

Minimum Size

In instances where collateral space is limited, the boilerplate may be reduced in size to a minimum of 7.5 points.

Important note on use

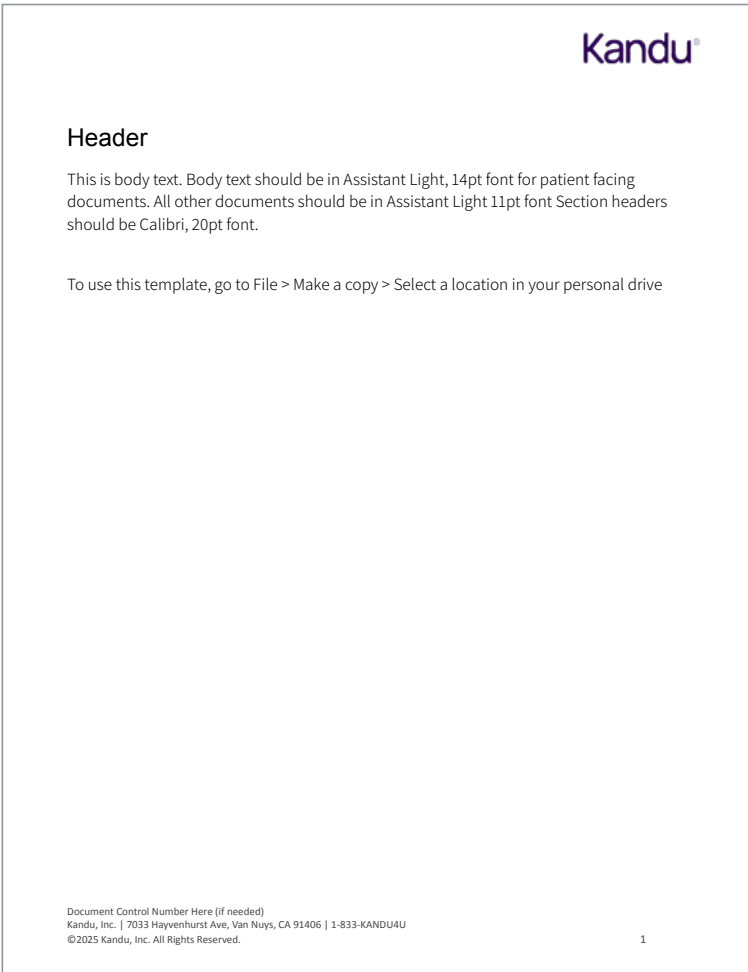
Condensed boilerplate information should be used on documents with multiple pages, presentations, or other non-traditional print materials as needed.

Applying the Brand

This section contains styling examples across a range of applications.

Print Media

Business Card and Letterhead

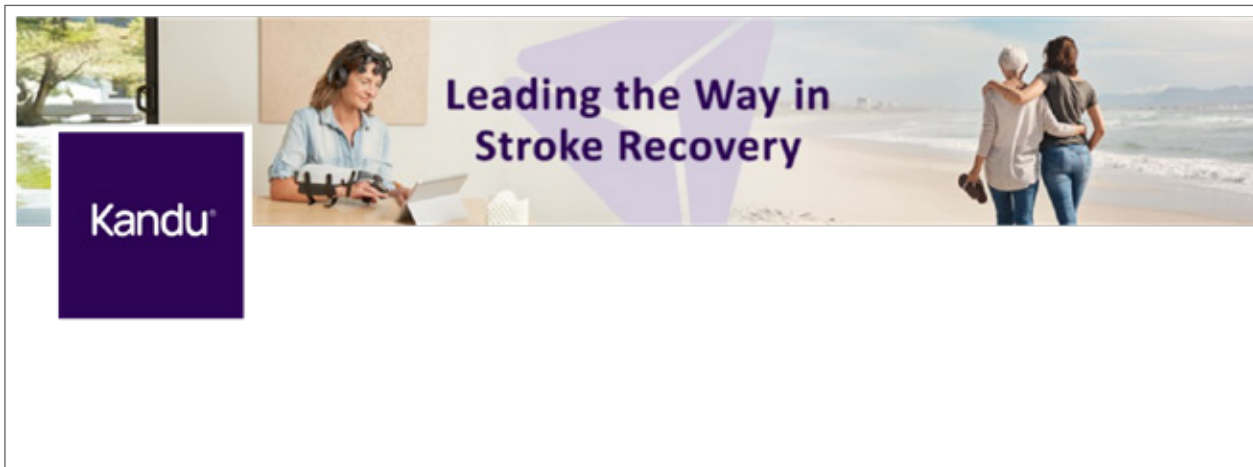


Important note on use
Documents with multiple pages should have page number left justified.

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Digital Media

Banners



Questions?

Jennifer Glynn

Vice President Marketing

jglynn@kandu.com