DEFIB

BRAND GUIDE.

How to show Defib, Pulse and Offbeat properly. For partners, press and anyone making something with our name on it.

THE IDEA

DEFIB SHOCKS DEAD MEETINGS BACK TO LIFE.

Every meeting has a heartbeat. Most of them flatline: one person talks, eleven check their phones, and nobody says what they think. Defib makes the tools that put a pulse back in the room.

The enemy is the flatline: the meeting that could have been a poll, the silence after “any questions?”, the same three people answering everything, the survey nobody opens. Headlines take a swing at one of these. They never take a swing at people.

ANONYMOUS BY DESIGN

No names and no sign-in for voters. The first thing we say and the last thing we would trade away.

THIRTY SECONDS TO THE FIRST VOTE

A code, a tap, a result. Nothing to install.

THE ROOM GETS LOUDER

Quiet people answer. The loud ones see they are not the whole room.

THREE NAMES

ONE COMPANY, TWO PRODUCTS.

NAME	WHAT IT IS	COLOUR	LINE
Defib	The company, the account, the bill.	Electric yellow, on its bolt only	No flatlines.
Pulse	Live polling in a meeting.	Deep red, lit with light orange	Feel the room.
Offbeat	The same poll in people’s own time.	Orange, lit with light red	Answers in their own time.

WRITE

Defib, Pulse, Offbeat. “Pulse by Defib” the first time on a page, then Pulse. “Pulse & Offbeat” in a lockup, “Pulse and Offbeat” in a sentence.

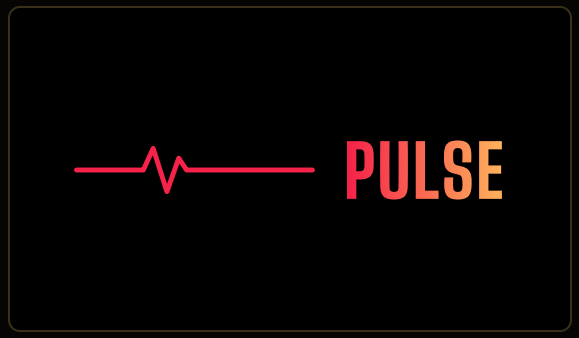
NEVER WRITE

DEFIB in a sentence, DeFib, “the Defib”, Defibrillator, PULSE, OffBeat, Off-beat, Pulse/Offbeat.

THE BOLT AND THE TWO TRACES.



Defib: the bolt, then DEFIB as a neon outline in the red to yellow gradient.



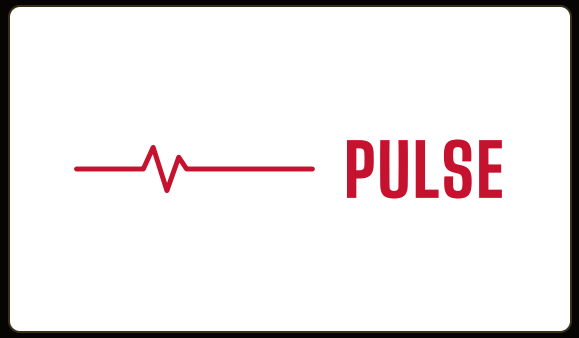
Pulse: a heartbeat that spikes up, on the beat.



Offbeat: a rest, then a beat that lands late and the other way up.



On light grounds: solid ink, deeper colours, nothing glows.



Pulse on light.



Offbeat on light.

USING THE MARKS

LEAVE THEM ALONE, AND GIVE THEM ROOM.

CLEAR SPACE

The height of the mark on every side. More when it glows.

SMALLEST SIZE

16 pixels tall for a mark alone, 20 for a lockup. Below 24, no glow.

ICONS

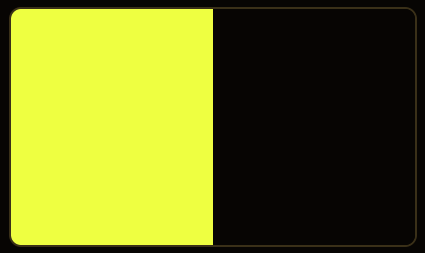
A rounded square, radius 22% of the side, in the product's own near-black, with its mark.

DO NOT

Recolour	No orange Pulse mark, no red Offbeat mark, no product mark in yellow.
Redraw	Use the files. Never rebuild a trace or the wordmark by hand.
Distort	No filling a trace, tilting, skewing, or putting a mark in a circle.
Glow on light	Neon needs the dark. On white, use the light files as they are.
Add symbols	No crosses, ambulances or paddles, and no lightning bolt other than the Defib bolt.
Imply	No suggestion of a partnership or endorsement that does not exist.

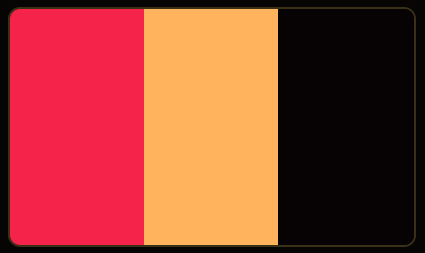
COLOUR

ONE COLOUR PER NAME, ON ITS OWN NEAR-BLACK.



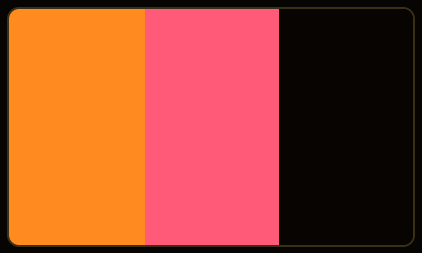
DEFIB

`#eeff41` on `#070503`. On light `#6b5a00`.



PULSE

`#f52249`, highlight `#ffb35c`, on `#070204`. On light `#c4122f`.



OFFBEAT

`#ff8a1f`, highlight `#ff5a78`, on `#070402`. On light `#ad4700`.



THE GRADIENT

Red to orange to yellow. The DEFIB wordmark only.

CORE

For outlines, marks and the chosen state: the thing you act on.

HIGHLIGHT

For what is live right now: numbers, timers, the flash at the top of a beat.

TEXT

Warm white `#fff4ec`, with a warm tint for quiet text. Never neutral grey.

Neither product uses yellow. Errors never rely on red alone: they carry words, and they never glow.

TYPE

BIG SHOULDERS DISPLAY.

Headlines, wordmarks and big numbers: Big Shoulders Display at 800 to 900, in capitals. Tall, narrow and built like signage, which is why it takes a neon outline well.

Inter is for everything people read. Sentence case, full stops, short lines.

Join codes are set in the system monospace, letter-spaced. Both fonts are free under the SIL Open Font Licence and are served from our own addresses.

HEADLINE

Capitals, tight leading, never more than a few words a line.

LABELS

Inter in capitals with wide tracking, small.

NUMBERS

Display face, tabular, in the highlight colour when live.

GLOW AND MOTION

EVERYTHING LIVE HAS A PULSE. EVERYTHING ELSE HOLDS STILL.

GLOW

On lines and edges only: marks, the chosen answer, one key button. Never on body text or filled panels. Three glowing things on a screen at most.

ONE BEATING BUTTON

The step that saves, sends or starts. Pulse beats twice, once a second; Offbeat breathes once every two seconds and lands late.

THE MOMENTS

Three fading heartbeats as a page opens. “Starts in”, then ten seconds full screen. Three beats before the first question. “Charging… Clear!” at the reveal.

All movement stops when a device asks for less motion and in the video-call layout. Nothing flashes more than three times a second. Errors and delete never glow.

VOICE

PLAIN, SHORT, FRIENDLY.

SAY	NOT
Join the room. No name, no sign-in.	Seamlessly engage your stakeholders in real time.
Nothing is on sale yet. Here is what we plan to charge.	Join thousands of teams already using Pulse.
Codes are six characters. Check the screen and try again.	Oops! Something went wrong.
We store no names for voters. Not for the host, not for us.	Military-grade anonymity.
Offbeat cannot tell who has answered, so the reminder goes to everyone.	Smart reminders nudge non-responders.
Ask one real question per meeting and act on it in the room.	10x your meeting ROI.

Second person, sentence case, full stops. Verbs on buttons. Numbers must be real. Honest limits are copy, not footnotes. One joke per screen at most, and never in an error.

WHERE THE JOKE STOPS

A JOKE ABOUT MEETINGS, NOT ABOUT MEDICINE.

IN BOUNDS

Flatline, pulse, heartbeat, beat, rhythm, charge, jolt, “Clear!”, “We have a pulse.”, vital signs of a meeting or a team’s mood.

OUT OF BOUNDS, ALWAYS

Death, patients, hospitals, “code blue”, “time of death”. Medical symbols. Any real condition as a punchline. Any hint that the product is medical or good for health. Jokes about a result, a person, anonymity or security.

THE THING BEING REVIVED IS ALWAYS A MEETING.

The test before publishing: would this line still be fine if the reader’s parent were in hospital today? If not, cut it. For healthcare, insurance and emergency services, lead with “Pulse”, keep the company name small, and drop the jokes.

HONESTY

SAY WHAT IS TRUE.

DO NOT SAY	UNTIL
“Sign up”, “start free”, “buy”	public sign-up and billing exist
A price as a fact	prices are final; today they are “planned”
Customer names, user numbers, awards, certificates	they exist and can be shown
A feature	it is built and switched on

Today, the true sentence is: **Pulse and Offbeat are in early access. There is no public sign-up and nothing is on sale.**

FILES

Every mark as SVG and PNG, and this guide: getdefib.com/brand

QUESTIONS

hello@getdefib.com. A person reads it.