SPARROW.AI

Software Automation Studio

Welcome to the Revolution

Today's software development life cycle has simply not kept pace with the technology. For this reason, Sparrow AI software was created to empower the visionaries, the innovators and the forward-thinking product managers. No longer dependent on the secret knowledge and busy schedules of software developers, Sparrow AI turns the tables on traditional development methods, removing technology obstacles and quickly pushing products through the innovation pipeline. Highly disruptive and revolutionary in its objectives, Sparrow AI aspires to commoditize technology and place the focus of software development squarely on the solution.

An entirely new approach to conceive, design and deploy enterprise software— Sparrow AI is a bold proposition backed by a brave and fearless brand, directly aimed at creative thinkers who are tired of endless prototyping.

In the Brand & Identity Standards that follow, you will experience the Sparrow brand with its elegant sense of space, intense reds and exhilarating imagery. You'll learn about the Sparrow story, insight into our audience and important guidelines for design and messaging development. As a steward of the Sparrow brand, your adherence to these standards will help ensure brand consistency and integrity. Welcome to the revolution.

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BRAND POSITIONING

Brand Mission

What the Sparrow brand seeks to accomplish

Any significant leap in technology innovation is always followed by a sense of excitement as a window of new possibilities begins to open. With a bold and resolute confidence, the Sparrow brand seeks to establish a new category of software development that removes the technology process as an obstacle and focuses entirely on the solution.

The Need for Sparrow AI

The challenges that Sparrow AI overcomes

Why does technology have to be so technical? Why do so many IT initiatives seem to trip over themselves—never making it to the finish line? Has technology finally outpaced innovation?

Perhaps more than any other industry, these problems and limitations permeate healthcare systems around the world as they continue to focus on technology and not on practical solutions. Under enormous pressure to evolve and comply with regulatory demands, healthcare must innovate in dynamic and meaningful ways.

Introducing Sparrow AI, a software solution that strips both the mystery and misery out of today's typical development process. Sparrow AI celebrates the practical by empowering innovators and product teams to create quality solutions faster that meet and exceed compliance standards.

Sparrow AI is an easy-to-grasp, software automation studio that revolves around an end purpose. Taking no detours, wasting no movement, Sparrow AI goes straight to its target, always focused on a single destination. This is both the genesis and the essence of Sparrow AI—technology taking flight as a means to achieve a specific solution.

Our Market Position

Who we are & why we're different

Sparrow AI is positioned as the first full-stack software automation studio, defining a new space beyond no-code authoring applications. Sparrow AI is not 'rapid' prototyping, but 'no' prototyping. With Sparrow AI, you are always moving forward, incurring no penalties for taking risks and quickly getting products through the innovation pipeline.

How does Sparrow AI achieve these outcomes? What makes it so disruptive? Sparrow takes the mystique out of AI and makes it accessible to everyone. Built into Sparrow's DNA, AI is leveraged as a mainstream tool to overcome both the technical and temporal obstacles of traditional software development.

The result is an entirely new paradigm for SDLC. No more department hand-offs. Alpha, beta and prototype testing are all a thing of the past. The back-and-forth of old-school development stages are gone. Sparrow AI brings your idea to life by coding, testing, documenting and deploying your vision in a process so simple, a child can master it.

For those searching for an AI-based, software development solution aligned with this new era of digital transformation, Sparrow AI gives rise to what's possible.
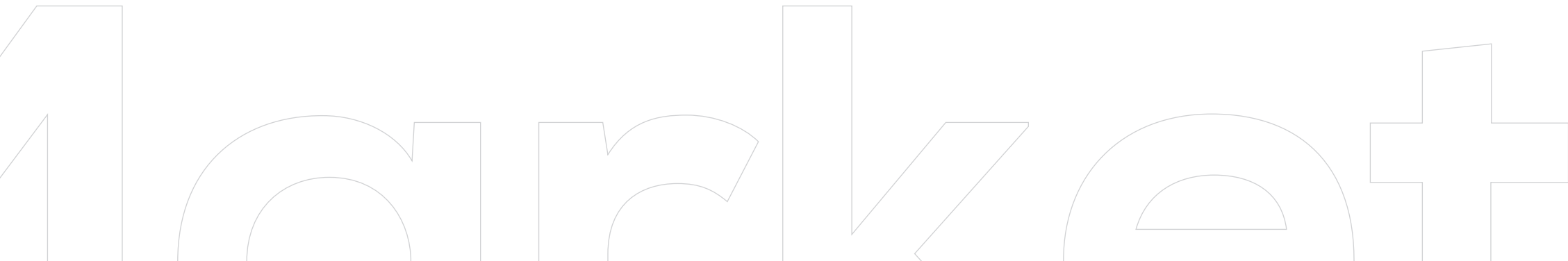
Targeting Healthcare

Why the healthcare industry needs Sparrow AI

For healthcare IT systems in need of digital transformation, Sparrow can be a gamechanger. Here, Sparrow AI's automated and error-free process greatly impacts quality, reducing both time and costs associated with the process of rebuilding existing IT systems.

Highly regulated and burdened by heavy compliance requirements, the healthcare industry is fraught with technology gridlock. Many IT initiatives never see the light of day, as the costs associated with enterprise-level plans are met with complex regulatory hurdles and testing standards. Instead of moving forward with meaningful and lasting innovation, healthcare systems are forced to fix existing technology with temporary workarounds.

For medical devices plugged into healthcare ecosystems, the same technical, functional and compliance hurdles prevail. Sparrow AI will specifically address this bottleneck of innovation by empowering the solutions-side of healthcare technology.

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Messaging Hierarchy

How we describe Sparrow AI

1 — **Name:**
Sparrow AI

2 — **Tagline:**
Take Flight

3 — **Descriptor:**
The first user-friendly, AI-accessible software automation studio

4 — **What Sparrow AI Does:**
The Sparrow AI Automation platform writes no-code software for medical devices and systems with automated quality management and regulatory evidence.

5 — **Differentiator:**
Sparrow AI empowers everyone in the development of no-code healthcare software by removing 'territorial' IT hurdles as a barrier to innovation and productivity. This empowers product teams to focus on the solution, not the process and technology required to build it.

6 — **Features & Benefits:**
Never losing sight of the end solution, Sparrow AI writes software that writes software. Sparrow AI's intuitive and highly visual interface along with simple, drag-and-drop AI capabilities allow anyone to build faster, better, smarter software applications.

7 — **Emotion:**
Delivering freedom from the old methods of software development, Sparrow AI offers complete autonomy over the technical restrictions and time constraints of IT departments, giving its users the independence of untethered creativity.

It's time for AI to take flight.

Mission Statement

By changing the way software is created, Sparrow AI aims to empower the healthcare industry by transforming technology road blocks into real opportunities for innovation.

Category of **One**

The single most important value proposition of our brand

Freedom

In its visual elements and written language, the Sparrow brand will, first and foremost, speak to the liberating concept of freedom.

Sparrow AI delivers independence from the old methods of software development, offering a world of new possibilities for forward-looking product managers, entrepreneurs and software developers seeking a better way to collaborate. This new freedom from technical restrictions, from shrinking time windows, from the barriers of conformity, bring liberation and enlightenment to any creative process—offering the untethered freedom to innovate—giving its users the experience and sensation of what it's like to fly.

Brand **Attributes**

Core values our audience will experience

Innovation
With a renewed sense of innovative freedom, Sparrow AI customers are newly empowered to dream, act and execute—to freely rise above the obstacles. With little fear of failure, users can move forward with confidence in the outcomes they seek.

Productivity
The ease-of-use features of Sparrow AI means seamless, swift and responsive collaboration between technical teams and product owners. Its practical and visual nature means no more costly process hand-offs. Sparrow AI's studio environment offers a real-time software architectural tool that drastically reduces speed-to-solution time.

Quality
Flying above the cryptic and complex languages of coding technologists, Sparrow AI delivers quality outcomes to its users. Validation occurs as you build your solution with AI greatly simplifying the software development process for everyone, specifically the business managers.

Brand **Character**

How we express our brand in design—key characteristics of our visual persona

Bold
The Sparrow brand, in both design and words, is decisive, fearless and self-assured. This level of certainty immediately translates into respect and trust.

Credible
Striking, vibrant and uplifting design elements communicate the Sparrow brand and speak to the confidence and vision of an industry leader and innovator.

Minimal
Our simplicity of design directly reflects Sparrow AI's simplicity of use. The clean and sterile backgrounds of Sparrow AI's visual persona speak to the safe and sanitized environment of the healthcare industry.
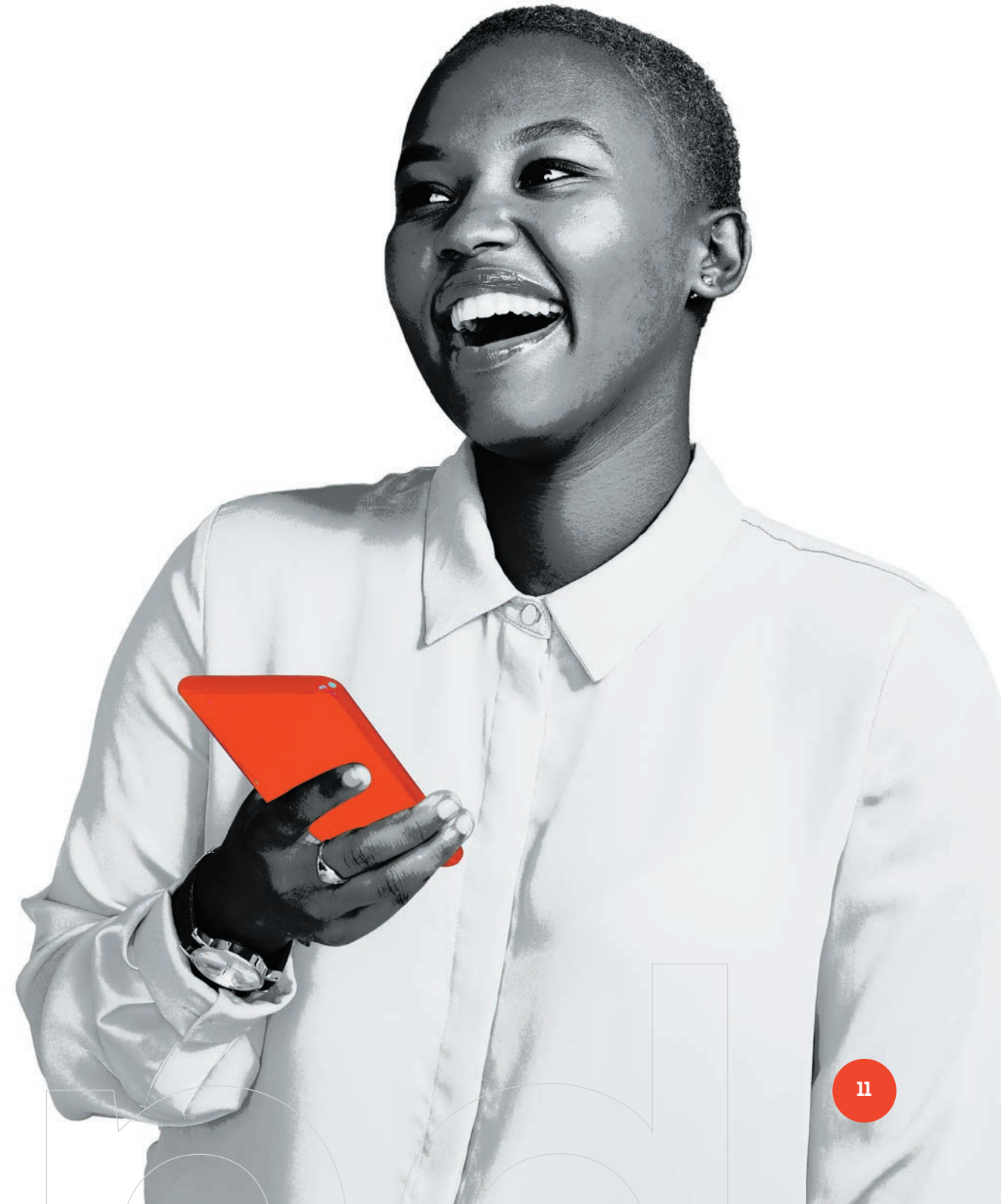
Brand Voice

How we express our brand in words and speech—key characteristics of our personality

Defining how we express ourselves as a brand means that every marketing touchpoint—whether it's a video, a live presentation, a phone call or tradeshow conversation—must be a consistent reflection of the brand's authentic personality. This consistency helps to make the Sparrow brand more identifiable and distinctive to our audiences. The following guidance will help to describe who Sparrow AI is and how we present ourselves.

Sparrow AI in text

Always use Sparrow AI, without a period, in plain copy and spoken language. When using the name as an adjective—example: the Sparrow brand—writers and marketers can omit the AI extension.

Our Tone

In all encounters, Sparrow AI is helpful and direct, clearly expressing our thoughts and opinions with confidence and never losing sight of our customer's end goals. We are solutions-oriented and see technology as a means to achieving those goals. We are never overly complex and always translate technical jargon into the practical language of outcomes. Never posturing, our speech is refreshing plain-spoken, poised and always simple.

Sparrow AI is:	Sparrow AI is not:
Welcoming	Overly Technical
Astute	Complicated
Confident	Ambiguous
Practical	Pretentious
High Quality	Arrogant
Reassuring	Timid
Fearless	Negative

TAKE FLIGHT

Sparrow AI was created for healthcare entrepreneurs and enterprise teams that need to develop software solutions faster, without the endless obstacles presented by traditional IT departments. An entirely new approach to SDLC, Sparrow AI begins with a simple premise—that the perfect solution exists and it's easier to achieve than you ever thought possible.

Purpose-built for non-technical product owners, Sparrow AI is a fully automated software studio that brings agility and rapid deployment to healthcare systems and the device companies that support them. By enabling "on the fly" creation of quality, complaint software, product owners are finally in control of their own destiny, able to freely develop full-stack, scalable software solutions using the power of AI. With Sparrow AI, innovation can now truly take flight.

The awesome power of AI.
The freedom to innovate.
The excitement of the next big thing.

AUDIENCE PROFILE

Our Customers

Who the brand seeks to influence

Customer **Profile 1**

Innovators, product owners and "intrapreneurs" of both large and small health-tech enterprises

Primary Goal:
To more efficiently realize and implement innovative ideas and solutions that improve patient care and processes

Main Challenge:
Launch innovative initiatives on time, on budget and in full compliance with regulatory requirements.

Aspirational Quote:
"I know the end result I'm looking for. I need a practical solution to help get me there."

Job Titles:
Chief Nursing Officer, Chief Nursing Innovation Officer, Product Owner, Chief Product Officer, General Manger, Lead Innovation Officer

Our Customers

Who the brand seeks to influence

Customer **Profile 2**

Enterprise software teams and IT departments

Primary Goal:
Build and implement innovative products and IT applications, while also maintaining legacy systems

Main Challenge:
Deliver more with less—realize speed-to-solution, quality and cost efficiencies with less budget and time

Aspirational Quote:
"I need a better way to understand the practical and real-world applications of the software I develop."

Job Titles:
Chief Technical Officer, Head of Technology, Director of Software Development

Target Markets

Healthcare

The healthcare industry is under tremendous pressure to drive positive patient outcomes, comply with regulatory laws and expand as new technologies enter the market. More and more, healthcare systems are turning to startups and smaller, more nimble companies to partner with for these technology-based solutions.

Target Messaging
- Focus on the solution, not the technology process
- Intelligent automation empowers you to get to the finish line and realize your vision
- Put the power of AI on your team

Medical Devices

Medical devices and their software must be ready to seamlessly "plug-and-play" into the healthcare ecosystem. To effectively commercialize their products, device companies need 'fully-baked' software that adapts, learns and documents for future changes and upgrades.

Target Messaging
- Create quality, compliant software "on the fly"
- Streamline your regulatory submission process
- Fully automate validation & verification
- Customize your QMS requirements
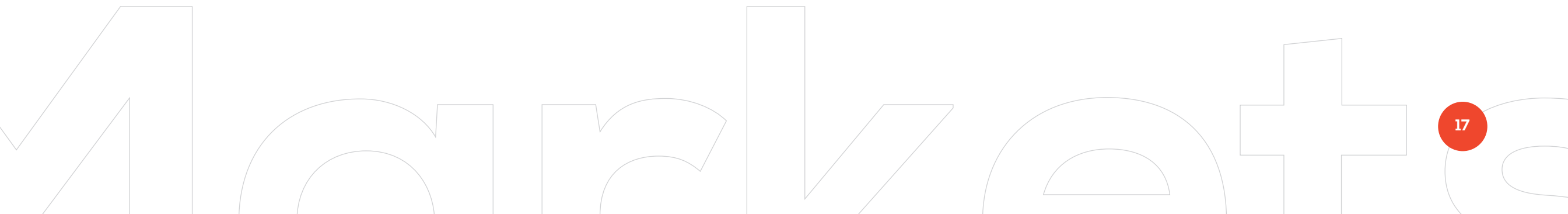
Logo

Our logo is the most visible and valuable asset of our brand identity. It's a mark of absolute quality that unites our products, services and values as an organization.

The logo is a combination of a wordmark and symbol. The symbol is a sparrow which represents speed, simplicity, and the freedom to overcome the technological obstacles of software development.

Please contact the Sparrow AI marketing department for approved and appropriate logo assets.

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Logo Versions

Sparrow AI has two official logos as seen to the right—a stacked version and a landscape version. Each logo has two color options.

The Sparrow mark may appear by itself in red or as a white knockout only to anchor text or as a small design accent.

Stacked logo red

Landscape logo red

Stacked logo white

Landscape logo white

20

Logo Violations

To the right are some examples of logo misuse. In order to maintain a cohesive look across all channels, please refrain from using any of the examples on this page.

1. Do not change the color of the Sparrow mark or typeface.

2. Do not rotate the Sparrow mark.

3. Do not choose a different typeface.

4. Do not change the kerning or leading of the typeface and it's relation to the Sparrow mark.

5. Do not condense or inappropriately scale the logo.

6. Do not remove the Sparrow mark from the logo.

7. Do not use the Sparrow mark as a derogatory cartoon.

8. Do not use the Sparrow mark as a large design element or watermark. However, the Sparrow mark may appear by itself in red or as a white knockout only to anchor text or as a design accent (please see page 21).

1.

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2.

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3.

SPARROW.AI
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4.

SPARROW.AI
Software Automation Studio

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SPARROW.AI
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7.

8.

21

Logo Usage

To ensure legibility, always keep a minimum clear space around the Sparrow AI logo. The space isolates the mark from any competing graphic elements like other logos or copy that might conflict with, overcrowd or lessen the impact of the logo.

The minimum clear space is defined as the S in the primary Sparrow AI logo.

Product Logo
For use on products, both hardware and software, the following logo must be used without the descriptor text. This logo could also appear as all black, all white or all red if required.

Brand Tagline

The brand tagline for Sparrow AI is *Take Flight*. It embodies the freedom provided to its users, giving them the newfound ability to fly over the obstacles of traditional IT departments. The tagline should be used in accordance with the following guidelines:

• The tagline can be used by itself as a headline or in copy
• The tagline can also be anchored to the Sparrow mark as a headline or a small design element
• **NEVER** use the tagline locked up with the Sparrow logo

See page 31 for additional use.

TAKE FLIGHT

TAKE FLIGHT

VIOLATIONS

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TAKE FLIGHT
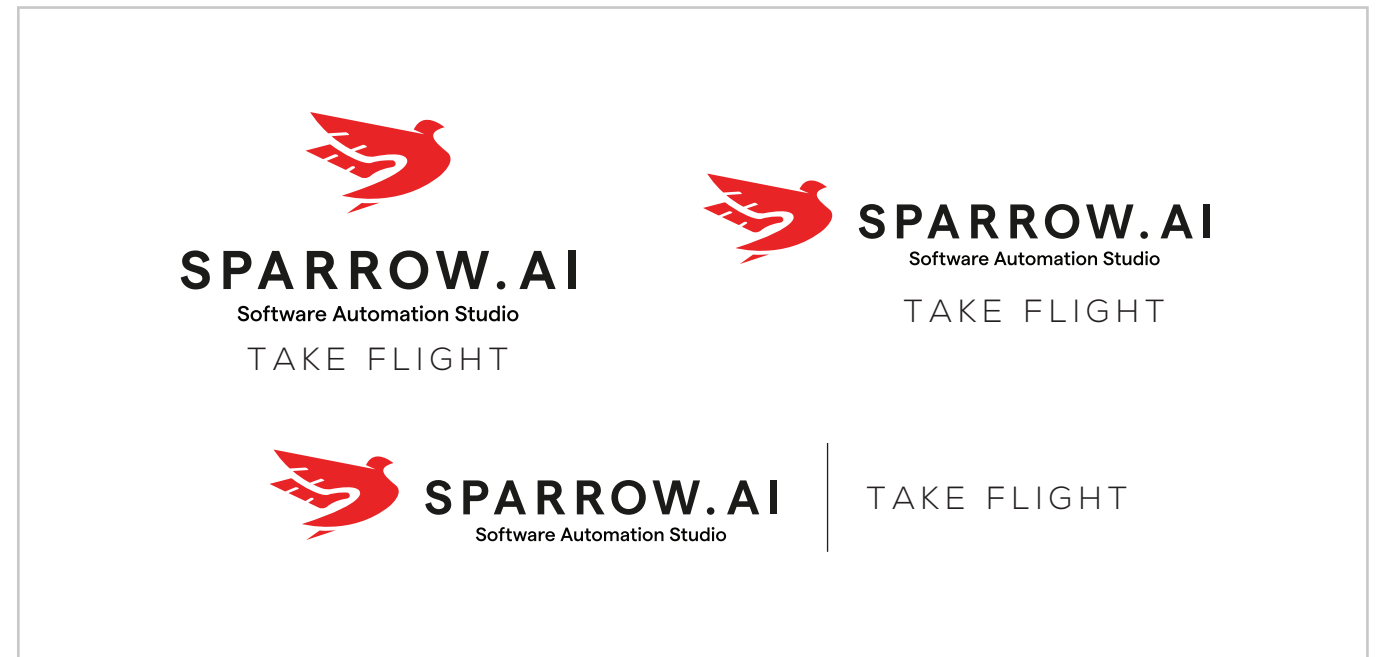
Typography

The chosen typeface for Sparrow AI is Nexa. Choosing from a combination of weights, you can use Nexa to create a clear and consistent visual hierarchy. Done correctly, your use of type will draw the reader's attention, leading them to the most important information first, and maintaining a sense of clarity, order, legibility, and structure throughout your written communications.

Primary: Nexa

Nexa Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nexa Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nexa Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary: Verdana

Verdana Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color Palette

The colors in this guide represent Sparrow AI's approved color palette and should be used carefully and consistently to reinforce our identity.

The brand requires a clean and minimal approach to its marketing and design, so the use of white and negative space is preferred, with black and red being used as bold, vibrant accent colors.

The secondary colors compliment the primary colors and can be carefully used to create interest and dimension.

Primary color palette

White

C/0
M/0
Y/0
K/0

R/255
G/255
B/255

#FFFFFF

Black

C/75
M/68
Y/67
K/90

R/0
G/0
B/0

#000000

Red

C/3
M/98
Y/98
K/1

R/232
G/34
B/36

#E82224

Secondary color palette

+
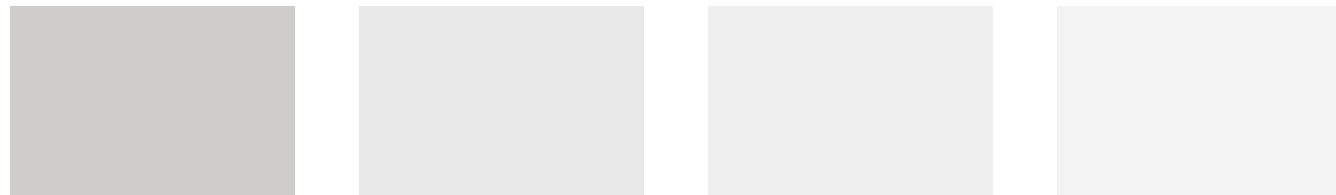
Brand Photography

Photography is a key element in the Sparrow brand. Sparrow AI has a small library of approved brand photography for use across all our collateral and communication efforts, including PowerPoint decks, our website, earned media, print collateral, tradeshow signage, video productions and other purposes. Creators should make every attempt to use this library. If new imagery is required, the images should conform to the characteristics prescribed in these standards.

Characteristics to keep in mind when using photography are as follows:
• The brand is anchored with people photography with a distinctive treatment as seen to the right.

• The people loosely depict both users and a new generation of IT developers.

• The photography should convey a sense of energy and excitement.

• The images should represent a diverse community of genders, races, and ages.

• Be sure to treat each image to adhere to the "light and bright" approach (see next page)

Photography Treatment

In order to keep photography consistent and in compliance with the brand, "people" photography must be treated like the image to the right.
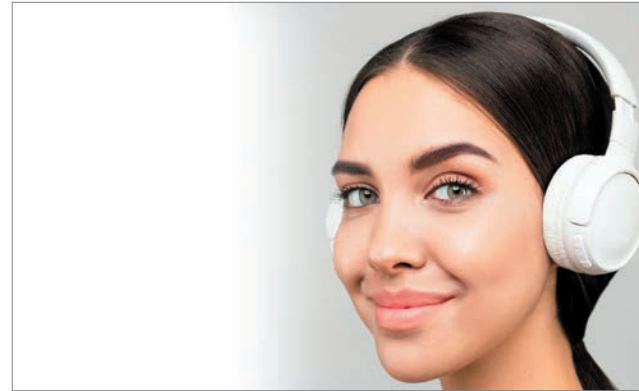
Customer Photography

Customer photography should represent Sparrow AI users with both technology and healthcare represented. The following guidelines should apply to this imagery:

- Subordinate to brand photography, this imagery should be used for marketing messaging such as PowerPoint or website communications

- The photography treatment and red accent colors on page 26 do NOT apply to these photographs

- The color range used in this imagery should be desaturated as seen to the right

- Photography should include action only–no portraits

- The images should represent a diverse community of genders, races and ages.
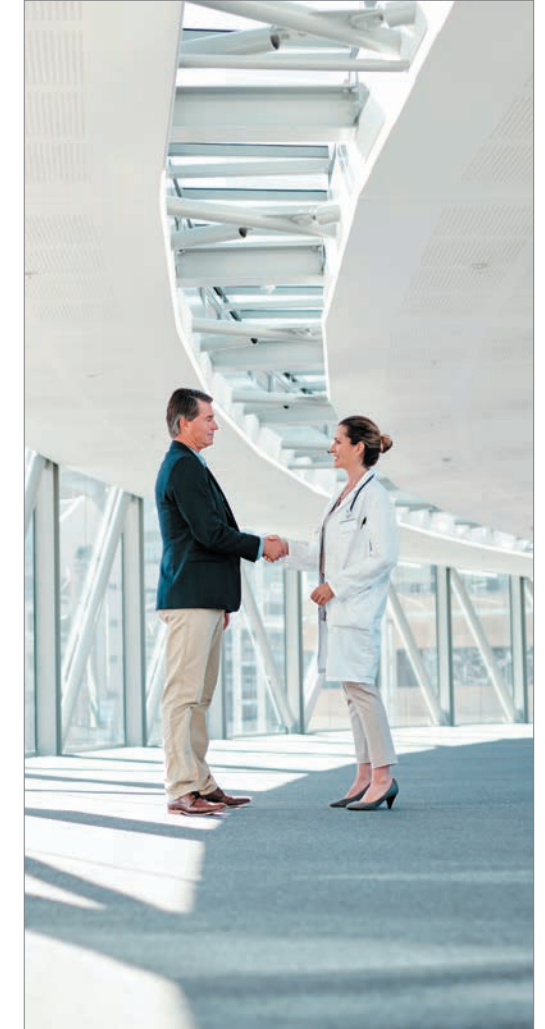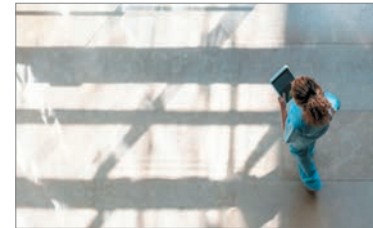
Branded Backgrounds

The eight branded backgrounds to the right should be used sparingly in support of the primary "people" photography. The backgrounds are specifically meant to provide a sense of freedom and excitement where and when appropriate. The unifying theme of these backgrounds is 'technology taking flight,' thus providing a different and exciting perspective to software development.
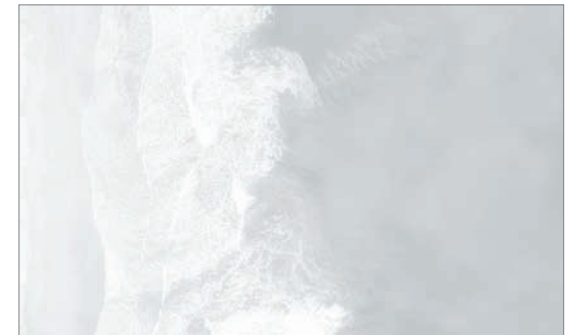
Sparrow AI in action
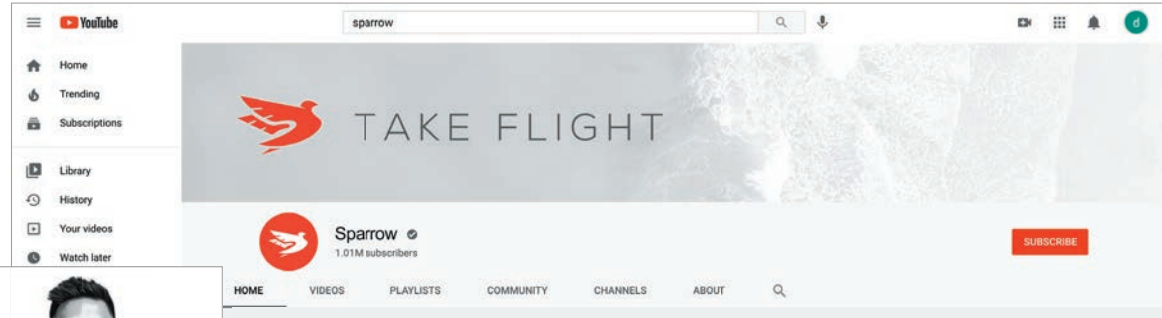
+ Contact

Any questions regarding these guidelines or other marketing issues should be directed to the Sparrow AI marketing team.

Marie Turock
Operations Manager
Marie.turock@sparrow.ai
+16199935324