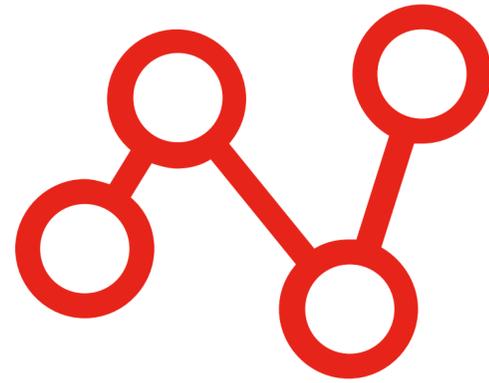


08.20.2020

FIRSTBEAT ANALYTICS LOGO UPDATES

The creative concepts in this document are strictly confidential and are supplied on the understanding that they will be held confidentially and not disclosed to third parties without the prior written consent of Garmin International.

PRIMARY COLOR



**FIRSTBEAT
ANALYTICS**

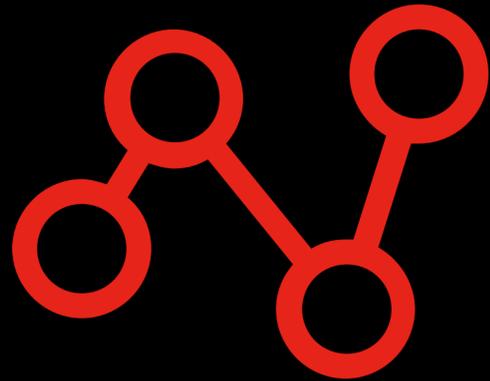


With the addition of “Analytics” to the name we recommend the primary mark be stacked, with two alternate uses being horizontally focused.

Firstbeat Red = #E42A21 | R:228 G:42 B:33 | C:0 M:93 Y:94 K:0 | PMS Red 485 C

Firstbeat Black = #000000 | R:0 G:0 B:0 | C:0 M:0 Y:0 K:100 | PMS Black

SECONDARY COLOR



**FIRSTBEAT
ANALYTICS**

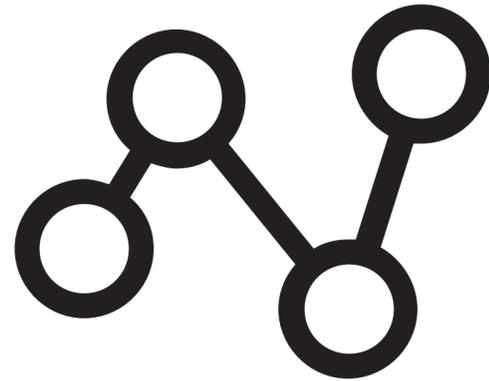


With the addition of “Analytics” to the name we recommend the primary mark be stacked, with two alternate uses being horizontally focused.

Firstbeat Red = #E42A21 | R:228 G:42 B:33 | C:0 M:93 Y:94 K:0 | PMS Red 485 C

Firstbeat White = #FFFFFF | R:255 G:255 B:255 | C:0 M:0 Y:0 K:0

SECONDARY SINGLE COLOR



**FIRSTBEAT
ANALYTICS**

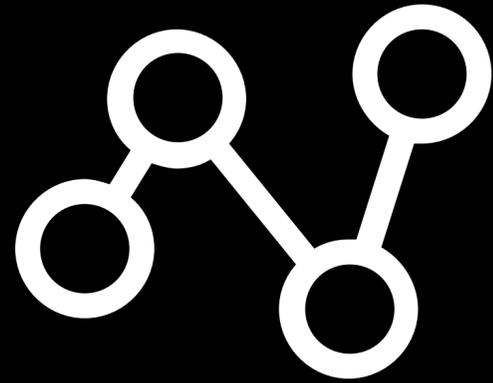


With the addition of "Analytics" to the name we recommend the primary mark be stacked, with two alternate uses being horizontally focused.

Firstbeat Red = #E42A21 | R:228 G:42 B:33 | C:0 M:93 Y:94 K:0 | PMS Red 485 C

Firstbeat Black = #000000 | R:0 G:0 B:0 | C:0 M:0 Y:0 K:100 | PMS Black

SECONDARY SINGLE COLOR



**FIRSTBEAT
ANALYTICS**



With the addition of "Analytics" to the name we recommend the primary mark be stacked, with two alternate uses being horizontally focused.

Firstbeat Red = #E42A21 | R:228 G:42 B:33 | C:0 M:93 Y:94 K:0 | PMS Red 485 C

Firstbeat White = #FFFFFF | R:255 G:255 B:255 | C:0 M:0 Y:0 K:0

THANK YOU.