

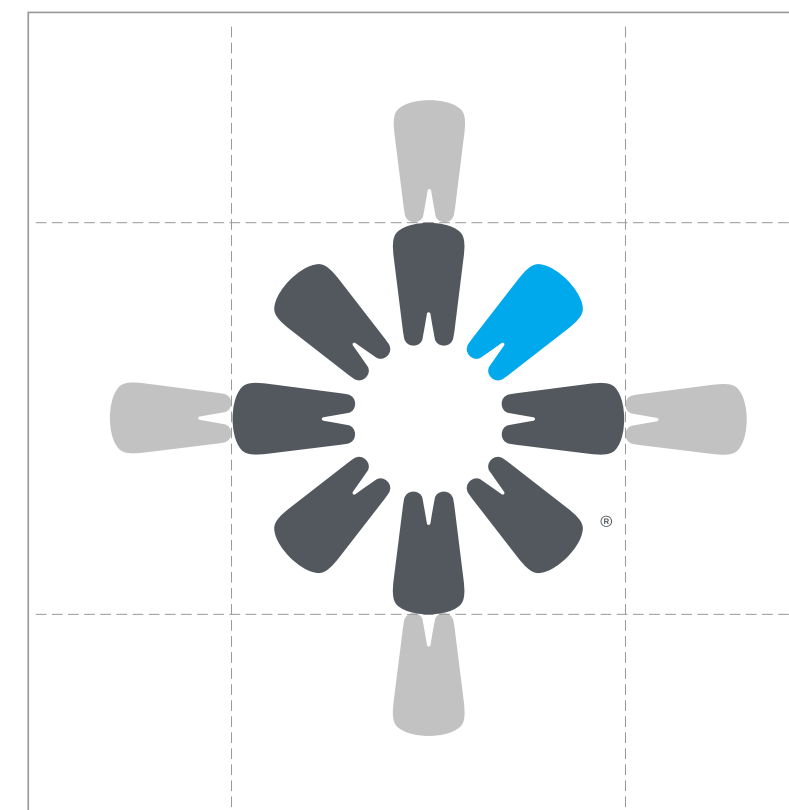


Brand Guidelines



Logo

- Always use the full-color version on white or neutral backgrounds.
- Maintain clear space equal to the height of the “tooth” in the logo.



Reverse logo



Black logo

Do's & Dont's

- ✔ Use approved brand colors and fonts
- ✔ Speak in a human, reassuring tone
- ✔ Show real patients, real care
- ✘ Use stocky or overly corporate photos
- ✘ Speak in medical jargon Make visual edits to the logo

Logo Misuse



Do not alter the logo's colours in anyway



Do not lock-up text to the logo



Do not add elements or shadows to the logo



Do not rotate the logo



Do not place the logo in a holding shape



Do not alter the logo's shape in anyway

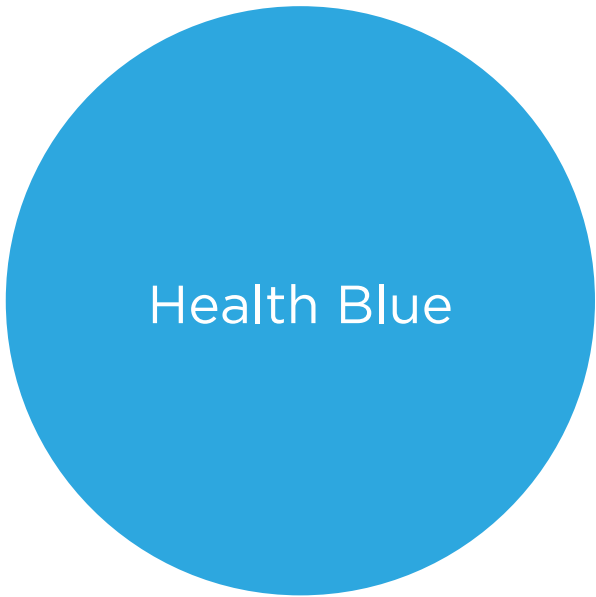


Do not outline the logo



Do not change the relationship of the logo's components

Color



Health Blue

CMYK
79 / 3 / 0 / 0

RGB
0 / 169 / 235

HEX
#00A9EB



Health Gray

CMYK
63 / 52 / 44 / 33

RGB
84 / 88 / 96

HEX
#545860



Clean White

CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
#FFFFFF



Health Light Gray

CMYK
1 / 1 / 1 / 2

RGB
244 / 247 / 248

HEX
#F3F6F8

Typography

Print: Gotham

Headlines:

Headlines: Gotham Black

Subheadline

Headlines (H2) : Gotham Bold

Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate

Body: Gotham Book

Web: Poppins

Headlines:

Headlines (H1) : Poppins Bold

Subheadline

Subheadlines (H2) : Poppins Bold

Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate

Body: Poppins Regular

Imagery Direction

- Real people, real moments
(authentic equals trustworthy)
- Diverse, inclusive, warm lighting
- Focus on connection, care and confidence

