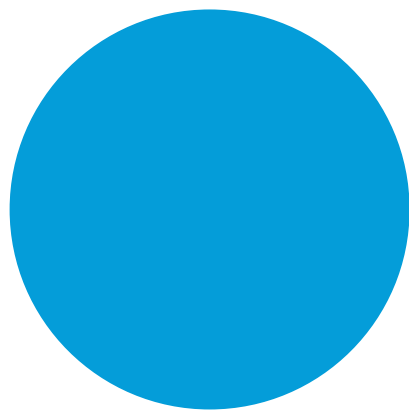
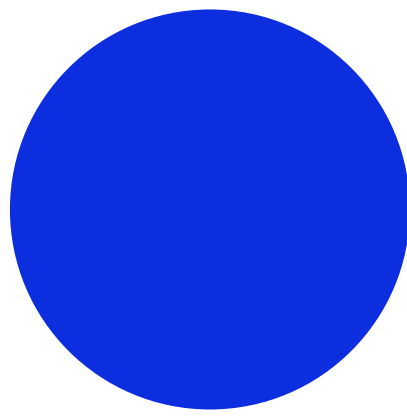


# MedChat styleguide


## Color palette:



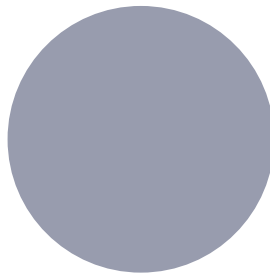
**Sacred Blue**  
#049DD9  
RBG 4/157/217  
cmyk(98%, 28%, 0%, 15%)



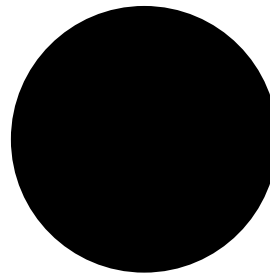
**Patient Purple**  
#0D2EDF  
RBG 13/46/223  
cmyk(94%, 79%, 0%, 13%)



**Light Gray**  
#E5E5E5  
RBG 229/229/229  
cmyk(0%, 0%, 0%, 10%)



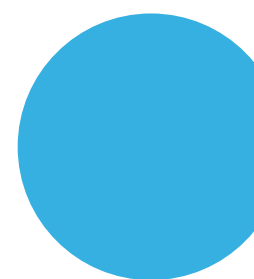
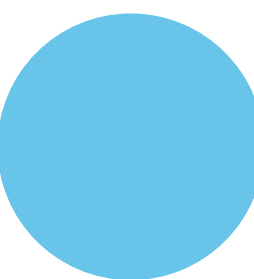
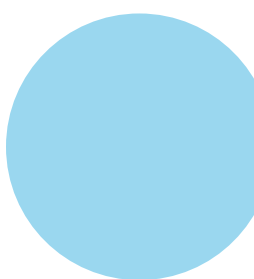
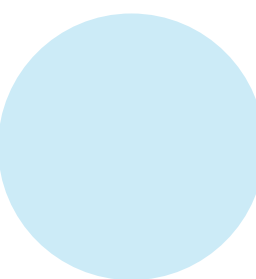
**Gray**  
#989CAE  
RBG 152/156/174  
cmyk(100%, 32%, 0%, 21%)



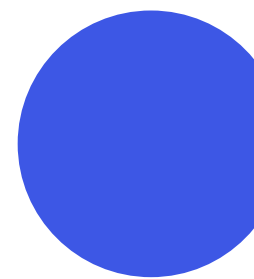



**Black**  
#000000  
RBG 0/0/0  
cmyk(0%, 0%, 0%, 100%)

The base color used in most of MedChat’s products is a Sacred Blue (#049DD9). This blue can be used in various shades. The accent color for MedChat is a strong royal blue, called Patient Purple (#0D2EDF). It should be used sparingly in designs and can be used in various shades.

The overall style of MedChat is one that projects reliability, trustworthiness, and friendliness. As a patient-facing application, we want consumers to feel comfortable while using our product.



**Sacred Blue**  
#049DD9  
RBG 4/157/217  
cmyk(98%, 28%, 0%, 15%)



**Patient Purple**  
#0D2EDF  
RBG 13/46/223  
cmyk(94%, 79%, 0%, 13%)

20%

40%

60%


80%

While using tints of our brand colors, increments of 20 are preferred.

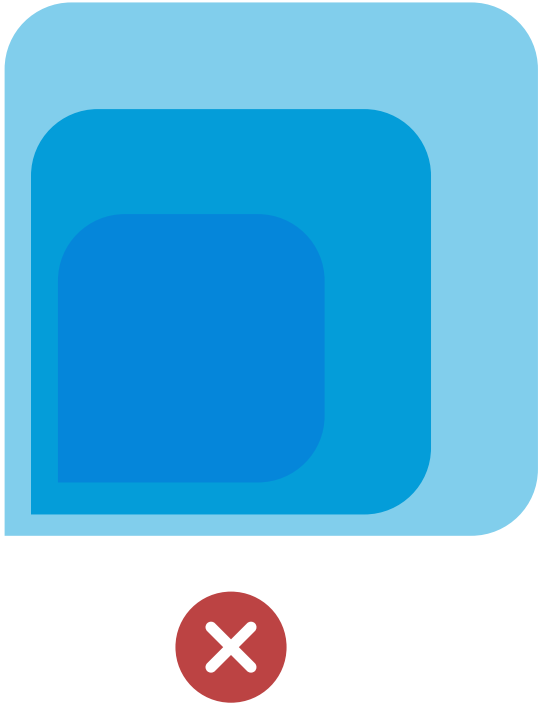
## Logo:

The inspiration for MedChat’s logo comes from the distinctive chat box that is designed to provide instant answers to user questions. The colors are pulled from the same color palette that was built to provide users with a sense a calm, trust and reliability. The full color chatbox icon should be used in almost every instance and with our distinct colors.


If color printing is not an option, the logo can be used in grayscale, in the option shown. The logo can be displayed without our name but not with the name on the side, on the top, or in a different variation than the one shown,




**MedChat**




**MedChat**




**MedChat**




Preferred Logo  
150x150



36x36



**MedChat**



**MedChat**

## Typography:

ex. **Dr. B. Arthur**  
Family Doctor  
123 Hope Way  
Boulder CO

● **RE: Rx Refill**

Hi, do you know when...

Today

Muli

**H1 47px Bold**

**H2 24px Bold**

**H3 20px Bold**

**H4 18px Bold**

Roboto

Body 16px Medium

Body 16px Regular

## Buttons:

Primary buttons use the full saturation of our brand color, while secondary buttons are tinted at 60%. Secondary buttons also span the page width.

Primary

Enter

Active

Enter

Hover

Enter

Inactive

You have (1) new test result to view

Secondary

REQUEST A REFERRAL

Active

REQUEST A REFERRAL

Hover

REQUEST A REFERRAL

Inactive