Branding Guide for BillHarmony

Brand Name

- **BillHarmony**

  - Chosen to complement the existing product "MedHarmony," emphasizing unity and clarity in healthcare billing.

Tagline

- **"Bringing Clarity to Care Costs"**

  - Conveys transparency and the brand's mission to simplify healthcare billing.

Brand Personality and Voice

- **Personality Traits**: Trustworthy, Innovative, Clear, Understandable, Correct, Transparent, Navigational

- **Voice Style**: Professional yet approachable, Clear and concise, Empathetic, Credible, Supportive

Color Scheme

- **Primary Colors**: Blue and Green

- **Accent Colors**: Teal, Gold/Yellow

- **Neutrals**: White/Light Gray

Logo

- **Design Elements**: A harmony wave or connection nodes; modern sans-serif typography; inclusion of AI elements.

- **Appearance**: Balanced and symmetrical, adaptable for various mediums.

Marketing Strategy

- **Audience**: Healthcare providers, payors, and billing departments.

- **Channels**: Digital marketing, educational content, partnerships, testimonials, user-focused experiences.

- **Focus**: Highlight AI functionalities, transparency benefits, and ease of integration.

GENERATED BY **TRACTION** STUDIO AI

Digital Packaging & Onboarding Experience

- **Components**: Welcome messages, introductory videos, interactive onboarding, personalized dashboards.

- **Support**: Access to FAQs, chatbots, and contact options, with follow-up communications.