📘 MedConnect Brand Manual

Version 1.0 | Healthcare Technology Brand Guidelines

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1. Visual Identity

1.1 Color Palette

Role	Color	Hex	Usage
🔵 **Primary**	Institutional Blue	⬛ #004085	Headers, primary CTAs, trust elements
🟢 **Secondary**	Health Green	⬛ #1F8738	Success states, confirmations, positive accents
⚪ **Light Neutral**	White	⬜ #FFFFFF	Backgrounds, white space
⚫ **Dark Neutral**	Text Gray	⬛ #333333	Body text, iconography

Recommended proportions: 60% Primary | 30% Neutrals | 10% Secondary

```css
:root {
  --mc-primary: #004085;
  --mc-secondary: #1F8738;
  --mc-text: #333333;
  --mc-background: #FFFFFF;
  --mc-primary-light: #0056b3;  /* Hover states */
  --mc-secondary-light: #28a745; /* Success states */
}
```

1.2 Typography
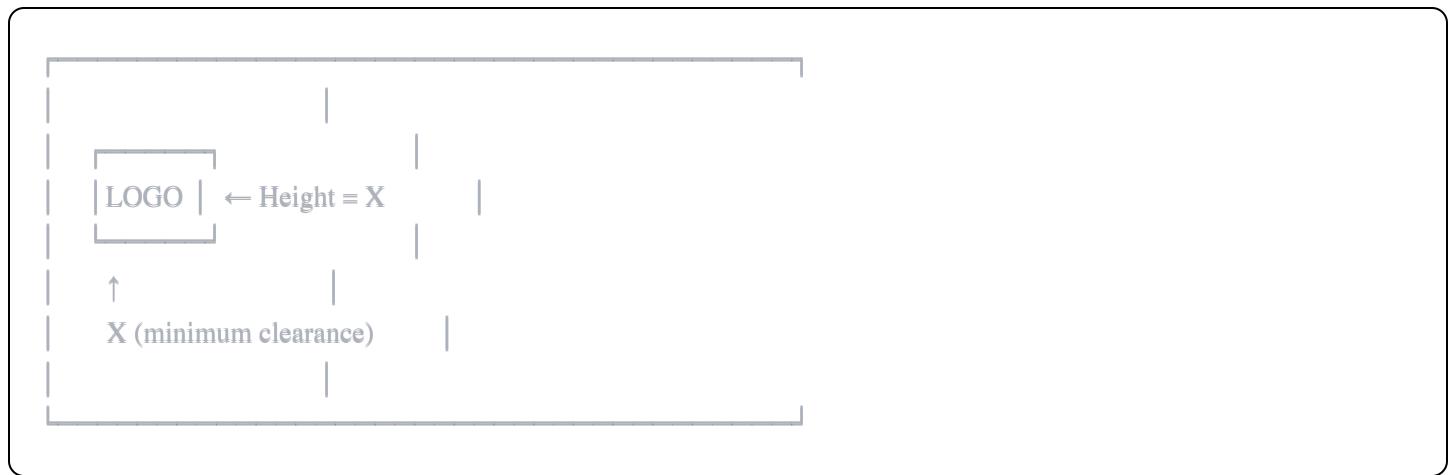
Element	Font	Weight	Base Size
Headings	Inter	600-700	H1: 32px, H2: 24px, H3: 20px
Body	Open Sans	400-600	16px (1rem)

Element	Font	Weight	Base Size
Fallback	system-ui, Arial, Helvetica, sans-serif	—	—

Typographic hierarchy:

H1 → Inter 700, 32px, line-height: 1.2
H2 → Inter 600, 24px, line-height: 1.3
H3 → Inter 600, 20px, line-height: 1.4
Body → Open Sans 400, 16px, line-height: 1.6
Caption → Open Sans 400, 14px, line-height: 1.5

1.3 Logo & Spacing

```
┌──────────────────────────────┐
│              │               │
│  ┌───────┐   │               │
│  │ LOGO │   ← Height = X     │
│  └───────┘   │               │
│              │               │
│   ↑          │               │
│   X (minimum clearance)      │
│              │               │
└──────────────────────────────┘
```

Applications:

Context	Placement	Clear Space
Web/Mobile	Top-left navbar	Logo height (X) on all sides
Marketing	Centered or top-left	20% of logo width

⚠️ **Restrictions:**

- Never distort aspect ratio

- Avoid low-contrast backgrounds

- Minimum size: 120px width (digital), 25mm (print)

2. Brand Voice & Tone

2.1 Communication Pillars

| Pillar	Description	Example ✅	Avoid ❌
Professional	HIPAA-compliant expertise & reliability	"Your data is protected with medical-grade encryption"	"Don't worry, no one will see your stuff"
Empathetic	Understanding user needs	"We understand how important quick access to your records is"	"Here's your information"
Clear	No unnecessary jargon	"You'll receive a reminder 24 hours before"	"A push notification will fire pre-appointment"
Confident	Innovation without arrogance	"Our platform streamlines care coordination"	"We're the best in the market"

2.2 Writing Guidelines

DO's:
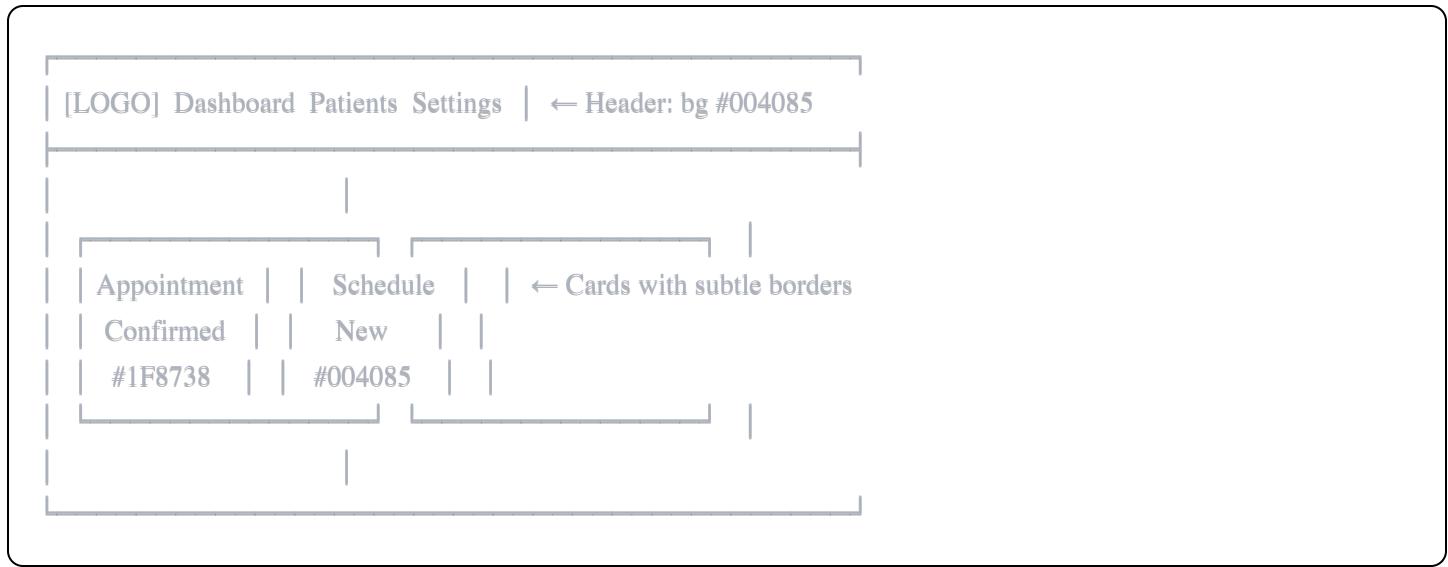
- Use active voice
- Keep sentences short (max 20 words)
- Use action verbs oriented to the user
- Include tangible benefits

DON'Ts:

- Medical jargon without context
- Absolute promises ("100% secure")
- Condescending tone
- Excessive exclamation marks

3. Practical Applications

3.1 UI Components

```
┌──────────────────────────────────────────────────┐
│ [LOGO] Dashboard Patients Settings │  ← Header: bg #004085
├──────────────────────────────────────────────────┤
│                    │
│                    │
│  ┌─────────────┐  ┌─────────────┐  │
│  │ Appointment │  │  Schedule   │  │  ← Cards with subtle borders
│  │ Confirmed   │  │    New      │  │
│  │  #1F8738    │  │  #004085    │  │
│  └─────────────┘  └─────────────┘  │
│                    │
│                    │
└──────────────────────────────────────────────────┘
```

3.2 Message States

State	Color	Icon	Tone
Success	🟢 #1F8738	✅	"Your appointment has been confirmed"
Error	🔴 #DC3545	⚠️	"We couldn't process your request. Please try again"
Info	🔵 #004085	ℹ️	"Reminder: Your next appointment is tomorrow at 10:00 AM"

4. Assets & Resources

4.1 Implementation Checklist

☐ CSS variables configured

☐ Inter and Open Sans fonts loaded (Google Fonts)

☐ Logo in formats: SVG, PNG (@1x, @2x, @3x)

☐ Favicon generated from logo

☐ Palette exported to Figma/Design System

4.2 Font Links

```html
html
```

```
<link rel="preconnect" href="https://fonts.googleapis.com">
<link href="https://fonts.googleapis.com/css2?family=Inter:wght@400;600;700&family=Open+Sans:wght@400;600&displa
```

Brand Contact: brand@medconnect.health

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