willow

Brand Guidelines
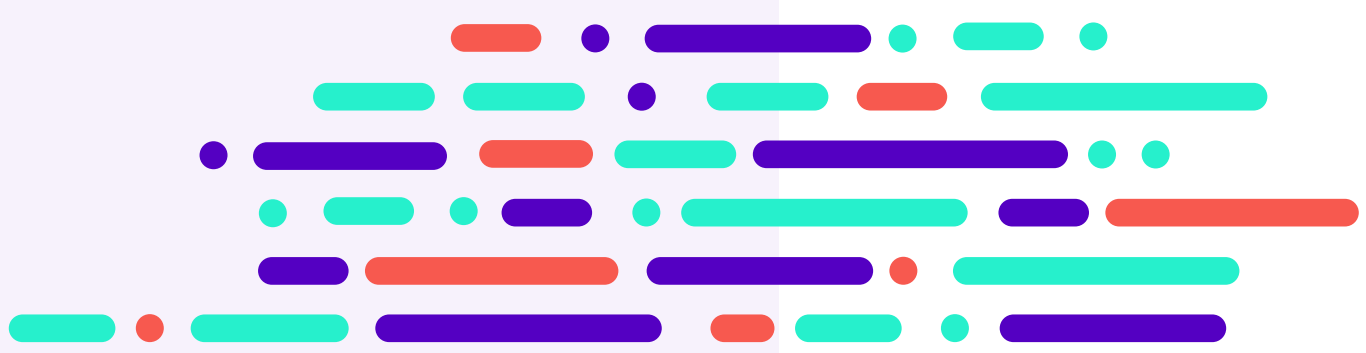
Who We Are

Our mission and values define our brand and inspire our visuals.

**We make communication between patients and providers effortless and comprehensive.**

The more information providers have about their patients, the better care they can provide. Patients should have control over their information and be able to share it with their providers, giving them access to better care at no higher cost, and reducing the strain on the provider.
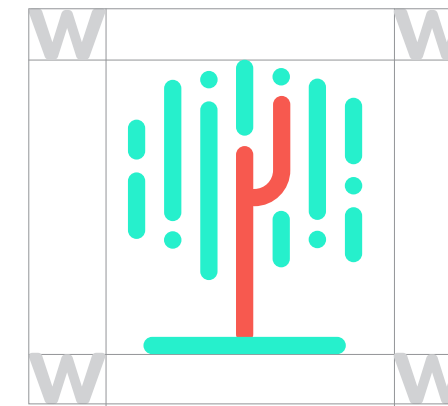
Logo Variants

The willow logo is designed with four color variants and four configurations for various sizes, layouts, and backgrounds.
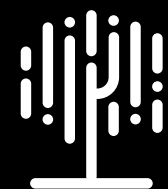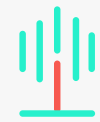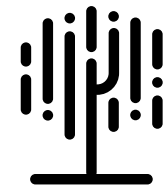
Logo
Clear space

Make sure to leave appropriate clear space around the logo to give it room to breathe.

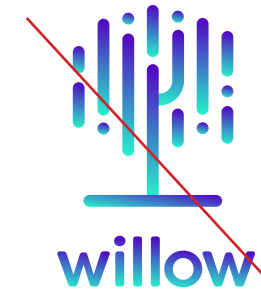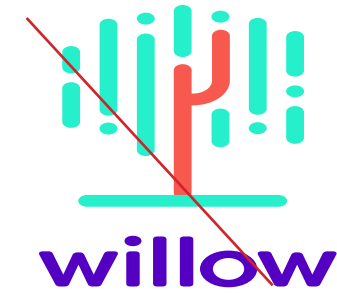# Prohibited Uses

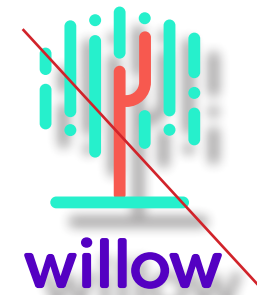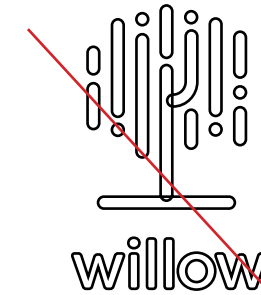Don't manipulate the logo with unapproved colors or decoration.

no unapproved colors

no gradients

no stretching

no drop shadows

no outlines

no color logo on busy backgrounds

Typeface

Willow's brandfont is Soleil, chosen as a clean sans serif with a friendly roundness. It can be found on Adobe fonts.

If (and only if!) system or websafe fonts are required, Helvetica or Arial may be used.

THE FIVE BOXING WIZARDS JUMP QUICKLY
the five boxing wizards jump quickly
0123456789!@#$%^&*()?
light

THE FIVE BOXING WIZARDS JUMP QUICKLY
the five boxing wizards jump quickly
0123456789!@#$%^&*()?
book

THE FIVE BOXING WIZARDS JUMP QUICKLY
the five boxing wizards jump quickly
0123456789!@#$%^&*()?
regular

THE FIVE BOXING WIZARDS JUMP QUICKLY
the five boxing wizards jump quickly
0123456789!@#$%^&*()?
semibold

THE FIVE BOXING WIZARDS JUMP QUICKLY
the five boxing wizards jump quickly
0123456789!@#$%^&*()?
bold

Primary & Secondary Colors

Designs start with the brand's primary colors, expanding to the secondary palette as needed for illustrations, and finally to the extended palette on the following page for more variation in tone.

Primary Colors

Violet
RGB: #5400c1
CMYK: 90 85 13 2
Pantone: P 100-7 C

Mint Chip
RGB: #25efcd
CMYK: 53 0 28 0
Pantone: P 127-4 C

Salmon
RGB: #f75a4e
CMYK: 0 69 51 0
Pantone: P 55-5 C

Light grey
RGB: #dcdcdc
CMYK: 0 0 0 27
Pantone: P 179-4 C

75%

50%

25%

Secondary Colors

For accents & illustration

Navy
RGB: #02004c
CMYK: 100 68 0 39
Pantone: P 105-16 C

Pale Lavender
RGB: #e1c5f9
CMYK: 18 27 4 0
Pantone: P 89-1 C

Sky Blue
RGB: #25cdff
CMYK: 74 14 8 0
Pantone: P 116-5 C

Extended Palette

The extended palette provides additional tones for when the primary palette will not suffice. This palette includes variations on the primary colors that may be easier to use as background colors or provide a larger variety in tones in more complex graphics or visuals.

## Pastels

Brights

Midtones

Deep Tones

Graphics

Willow uses an "information flow" graphic to visualize the communication of patients' information from patient to doctor, and doctor to doctor. The graphic can be superimposed on photos showing patients and doctors, and can also be used as a visual element in other designs, for example as a halftone in illustration or a background pattern on a social card.
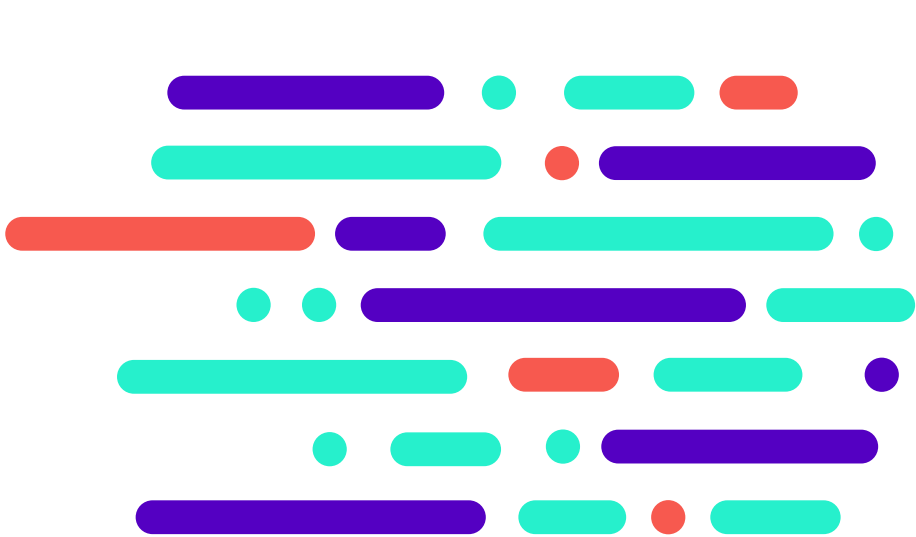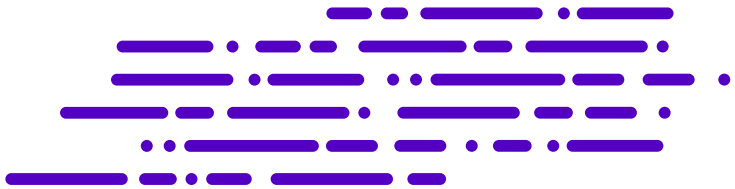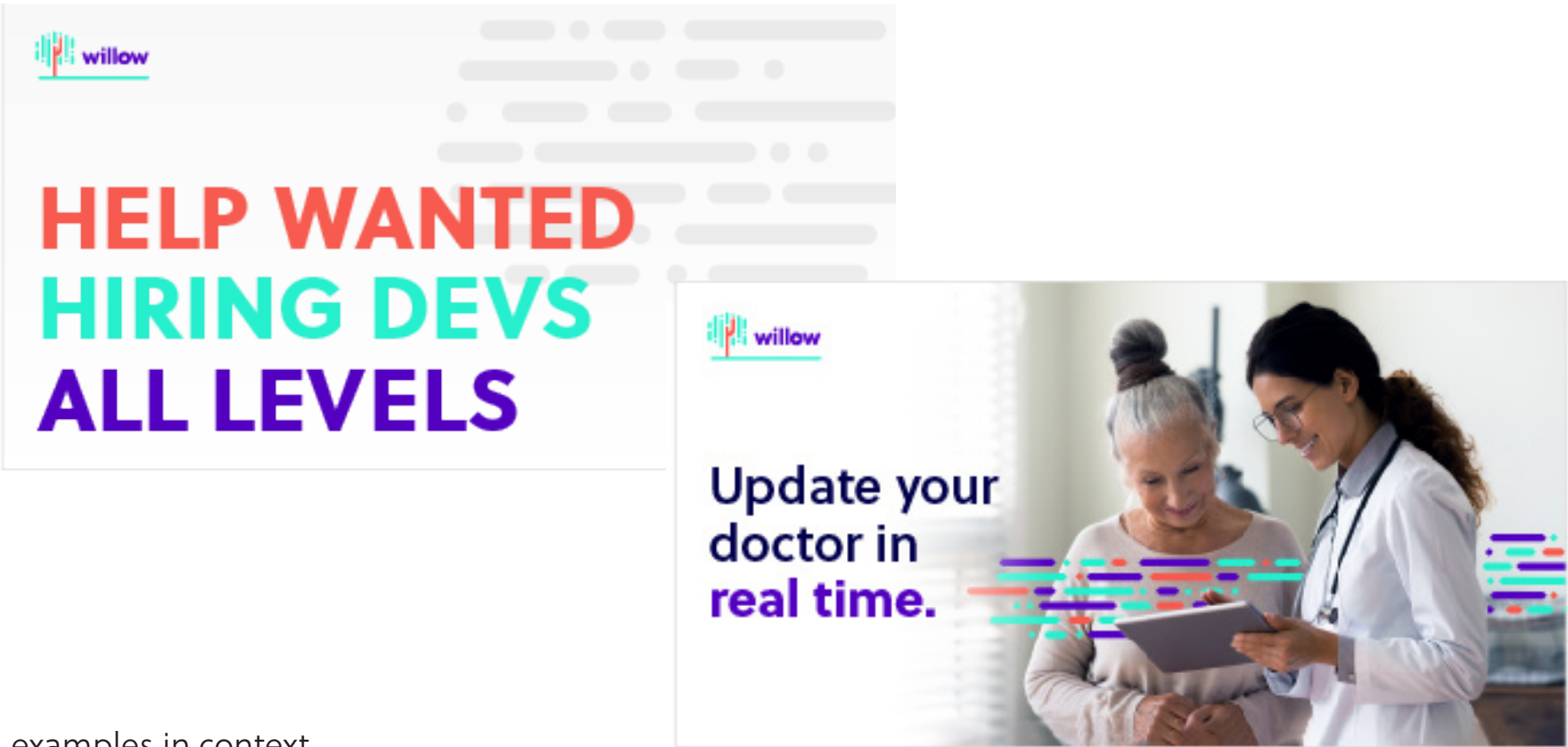

violet, scaled for use as halfone

tricolor

light grey

examples in context

Illustration

Willow uses three levels of illustration &
iconography according to various levels of
complexity and space. Larger, more complex
illustrations require more layers and variety
in color, whereas one-off icons are consistently
bi-colored with a simple outline and
information-flow background.

large illustrations

mid-level illustratinos
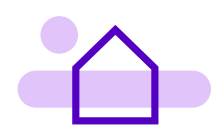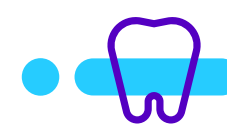
icons

Photography

Photography should be bright, natural and candid. Do not choose heavily color graded photos, photos with lens flares, or photos that look obviously staged.