



Buddy Healthcare - Brand assets

Find Buddy Healthcare's brand assets and instructions on how to use them

Brand Logo



Using the Logo

Always use the original files. Do not change, modify, or alter the dimensions of the logo. Always use the logo with the defined colors only.

Generally, use a blue logo with a light background and white logo on a dark background. Do not place the logotype over a confusing background. The logotype must always stand out from its background. Make sure that the safe area exists around the logo (see next page).

Find the logo files in the drive:

<https://drive.google.com/drive/u/0/folders/12CZ8KpeBgCznGk2rR9jvPFB1lik9XKIY>

“ Our logo is one of our greatest assets. It’s crucial to use it correctly. ”

Logo Hierarchy & BuddyCare Icon

Logo Safe Area

Please respect the assigned safe area of the logo, and do not apply any additional text or graphics inside the area to maintain recognisability and readability.

On the following page, within this document, you will see how the size of the safe area is equal to the height of the letter "U".



Cross Icon

Cross icon is to be placed on the left side of the textual logo. Buddy Healthcare's cross icon represents the merging of two paths: Healthcare professionals and Patients.

The icon can be used as a streamlined object. Be sure that the cross icon is fully shown. Use only preferred colors.



Brand Colors

Color Palette

Buddy Healthcare's primary colors are blue and pure white. These colors can be found everywhere, from user interfaces to brochures and platforms.

Once using these colors, one must always strictly follow the color tones defined in this guideline. Only by doing so, we can assure that Buddy Healthcare colors stay recognizable between different situations and applications.

Please use the secondary colors to highlight elements, for example, in the user interfaces or elevate a point of interest. Always prefer Buddy Healthcare blue as a primary highlight color. Highlight colors should not overtake the main colors visually or be used as primary colors in any situation.

Logotype Colors

Please use always these logotype colors correctly. Don't create any gradients on the logo. It's preferred to use white Buddy Healthcare text on a black background (page 4).



Pantone
CMYK: 62 25 0 16
RGB: 47 152 213
HEX: #2f99d6



Pantone
CMYK: 60 0 99 0
RGB: 114 191 69
HEX: #72bf45



Pantone
CMYK: 62 0 37 38
RGB: 1 158 64
HEX: #019e40



Pure white

Primary Colors



Pantone
CMYK: 65 28 0 27
RGB: 18 113 185
HEX: #1271b9



Pure white
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF



Pure Black
CMYK: 0 0 0 100
RGB: 000000
HEX: #000000

Secondary Colors



CMYK: 62 25 0 16
RGB: 47 152 213
HEX: #2f99d6



CMYK: 20 15 0 16
RGB: 163 87 214
HEX: #a357d6



CMYK: 2 90 41 0
RGB: 233 63 106
HEX: #e93f6a



CMYK: 0 54 75 1
RGB: 252 115 61
HEX: #fc733d



CMYK: 0 16 100 0
RGB: 255 188 00
HEX: #ffb000



CMYK: 4 4 0 73
RGB: 60 60 70
HEX: #3b3b45



CMYK: 62 0 37 38
RGB: 1 158 64
HEX: #019e40



RGB: 27 229 181
HEX: #1be5b5
The color is only used in a digital material.

Colors Gradations

Buddy Healthcare Gradations

For added flexibility and more options when it comes to graphical elements such as diagrams, charts, or tables, the primary and secondary colors may be used in gradations. Thus, we have always four (4) gradations for each of the primary and secondary colors.

Transparency % to HEX

100% → ff 50% → 80

75% → c0 25% → 40

100% #1271b9	100% #000000	100% #2f99d6	100% #a357d6	100% #e93f6a	100% #fc733d	100% #ffbc00	100% #3b3b45	100% #019e40	100% #1be5b5
75% #1271b9c0	75% #000000c0	75% #2f99d6c0	75% #a357d6c0	75% #e93f6ac0	75% #fc733dc0	75% #ffbc00c0	75% #3b3b45c0	75% #019e40c0	75% #1be5b5c0
50% #1271b980 #9ECCEB #2F99D680	50% #00000080	50% #9ECCEB #2F99D680	50% #a357d680	50% #e93f6a80	50% #fc733d80	50% #ffbc0080	50% #3b3b4580	50% #019e4080	50% #1be5b580
25% #1271b940	25% #00000040	25% #2f99d640	25% #a357d640	25% #e93f6a40	25% #fc733d40	25% #ffbc0040	25% #3b3b4540	25% #019e4040	25% #1be5b540

KEY IDENTIFIERS

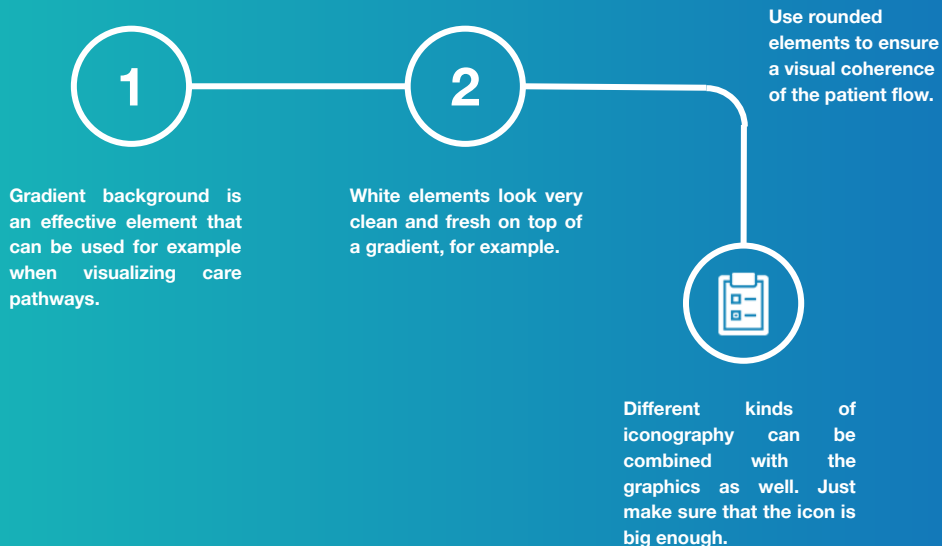
Color Gradients & Buddy Waves

Buddy Healthcare Gradient

Gradients can be used in Buddy Healthcare products and presentations to make them more interesting. However, it is crucial to keep contrast and usability at a high level. Also, it is needed to make sure that the logo is visible at all times. Gradients can be formed from Buddy Healthcare colors. When Buddy gradients are used, other elements such as text and symbols should be white to ensure readability and freshness.

Buddy Waves

Buddy Waves are used to highlight the care pathway in digital material. It can be used as a background element or to mask pictures (see more on Photography-section).



Typography

HELVETICA NEUE

Helvetica Neue

Blue Helvetica Bold can be used to highlight the first sentence or section of the text.

In both, printed and digital communications, the official Buddy Healthcare's typeface is Helvetica Neue.

Always use the Helvetica Neue typeface when possible, in both, printed and digital media. If Helvetica Neue is not available, use Arial font.

Helvetica Neue is clean, modern and readable. It also works well on digital platforms. Generally, Buddy Healthcare's dark grey (#3b3b45) can be applied to the text. Also, if highlights are needed, they can be **bolded** or **colored**.

Regular 1234567890

Regular Italic 1234567890

Bold 123456890

Bold Italic 1234567890

Helvetica Neue Bold CAPITALIZED for Subheaders on top of the primary headline used as dark grey or white or turquoise.

Helvetica Neue Bold for headlines Headline color is blue on a white background and white on color background.

Use Lobster font (or similar) to highlight a quote.

Helvetica Neue Bold for highlighting

“

Helvetica Neue was designed by Max Miedinger and Edouard Hoffmann and published by Linotype in

1983

Use white color in the text when it is applied to the colored background like in this example. Do not use thin or light fonts, since they are often less readable than regular, medium, and bold fonts.

Style "Clean and Fresh"



Brand Guidelines

Brand colors are applied in different media in order to create a coherent visual layout that supports the key message. The colors can be applied in icons, patient journey graphic, photography, or other similar elements. In this example, color gradients are used to highlighted specific text and numerical values to make them stand out.

In the presented visual communication example, Buddy waves are used to communicate and highlight the patient's journey before the procedure and after the operation. The Buddy Wave represents the patient flow and shows patient and care personnel tasks that can be done during the process.



150+

Existing Care
Pathway Templates

98%

Fewer Pre-Op
Phone Calls

+1h

Pre-op Time Saving
Per Patient

90%

Patients Likeliness Score
to Recommend the App



150+

Existing Care
Pathway Templates

98%

Fewer Pre-Op
Phone Calls

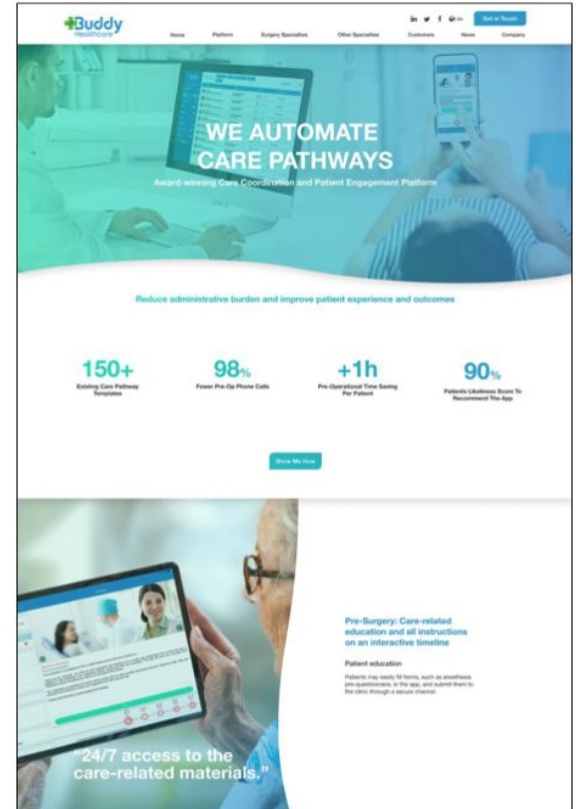
+1h

Pre-op Time Saving
Per Patient

90%

Patients Likeliness Score
to Recommend the App

Instead of using a separate color gradient in each element, a gradient is used as a unifying element that harmonizes the whole layout.



Buddy wave emphasizes the patient journey and general fluidity of using the platform. It can be used for example in images.



The End