



brand manual

The Clinical Decision Tracker is an application that assist doctors in generating their billing reports.

This is the brand manual and guidelines on adding styles to the app or landing page.

Released 2019

Brand / logo / identity

Color Variations

The logo color should not be changed. There is a white and black version only.



#FFFFFF

Use this as the primary logo on dark blue or dark gray backgrounds.



#000000

Use this in case of invoices or need of the logo on a white background.



Brand / colors

Color Combinations

The primary background gradient is a diagonal line from #2D79E6 to #053476. All major headlines should use the primary color. All sub-headers should use the secondary color.

Primary

DARK CERULEAN

Dark blue is a shade that is associated with intelligence and trust.



#0B3E86

C: 91 %
M: 53%
Y: 0%
K: 47%

Secondary

CORNFLOWER BLUE

Light blue is a shade that gives off a state of tranquility.



#f04b4c

C: 58 %
M: 34%
Y: 0%
K: 4%

Accent

PRINCETON ORANGE

Orange represents happiness and success.

***only used in print materials or alerts**



#F07D25

C: 0 %
M: 0%
Y: 0%
K: 50%

Typography / primary + accent

About the Font

Between 2004-2007, Frutiger, together with Linotype's in-house type designer Akira Kobayashi, reworked the Avenir family to address on-screen display issues. The result was titled Avenir Next.

Avenir Next

Regular, Medium, Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

▲ 0123456789!@#\$%^&*()_+=

Helvetica Neue*

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

▲ 0123456789!@#\$%^&*()_+=

*Helvetica is only used for the timer feature within the app or as a fail-safe.

