

Wellevate Labs

Look & Feel

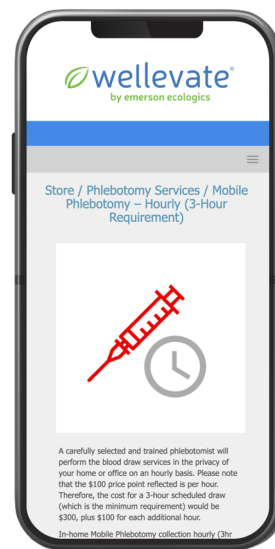
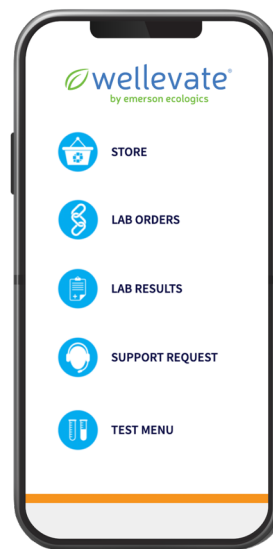
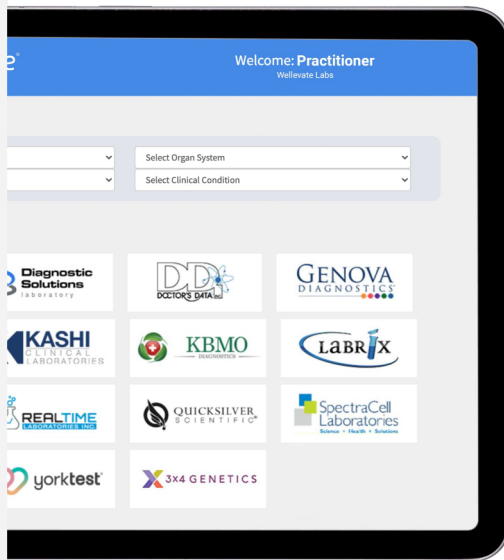


Graphics and Imagery

Summary

Platform-focused

Focusing on tablets or laptops when talking practitioner with minimal use of the phone graphic unless showing patient experience.



Experiential photographic subtext

Secondary image options to be incorporated as necessary for humanizing and emphasizing the labs experience. Use images highlighting patients and practitioners engaging with labs to trigger an emotional response in a supporting manner.



Style Notes

What to look for

- Shallow depth of field
- Neutral gray tones
- Emphasis on the action or object—not the subject.

Color Palette

Muted Gray

HEX: ededed
RGB: 237, 237, 237
CMYK: 6, 4, 4, 0

Gradient Light

HEX: 69cbe1
RGB: 105, 203, 225
CMYK: 53, 0, 10, 0

Gradient Dark

HEX: 65a5da
RGB: 101, 165, 218
CMYK: 58, 23, 0, 0

Icon Blue

HEX: 2daae1
RGB: 45, 170, 225
CMYK: 69, 15, 0, 0

Footer Orange

HEX: f69420
RGB: 246, 148, 32
CMYK: 1, 49, 99, 0



Lime
HEX: 9ed242



Seafoam
HEX: 43d1a0

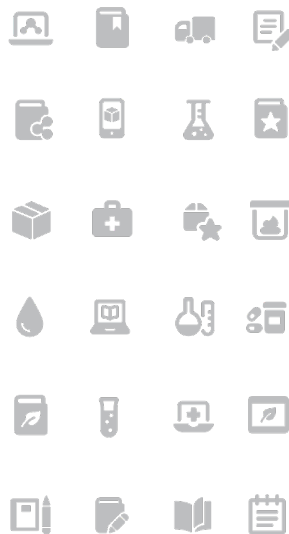


Charcoal
HEX: 353535

Supporting Elements

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Additional graphic elements are to be used in support of the content to emphasize key selling points visually.



Icons

Utilizing the 2018-2019 icon library for consistency. Marketing icons mimic the in-application icon elements.

Infographics

Infographics are to be utilized in visually enhancing the labs ordering process in appropriate marketing materials. Circular elements support rounded shapes and soft edges.



Additional Accents

Buttons squared off to resemble on-site buttons in icon blue color. Rounded rectangles support feature highlights and key talking points. Orange accent color can be used sparingly to promote offers and callout messaging such as *new feature*, *coming soon*, etc.



Typeface

Treatments

Montserrat

Headline: Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body: Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890