



DOC2US Branding Guideline

Last Revision: September 2020

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1.DOC2US® Brand Mention

Whenever 'Doc2Us' is mentioned in any caption, document or email, a registered trademark '®' must be followed, i.e. it should be written as Doc2Us®. The only exception is when Doc2Us is mentioned in legal documents, such as a Service Agreement.

2.DOC2US® Colour Palette

Navy Blue



HEX #192B55 RGB 25, 43, 85 HSL 222, 71%, 22%

White

HEX #FFFFFF RGB 255, 255, 255 HSL 222, 0%, 100%

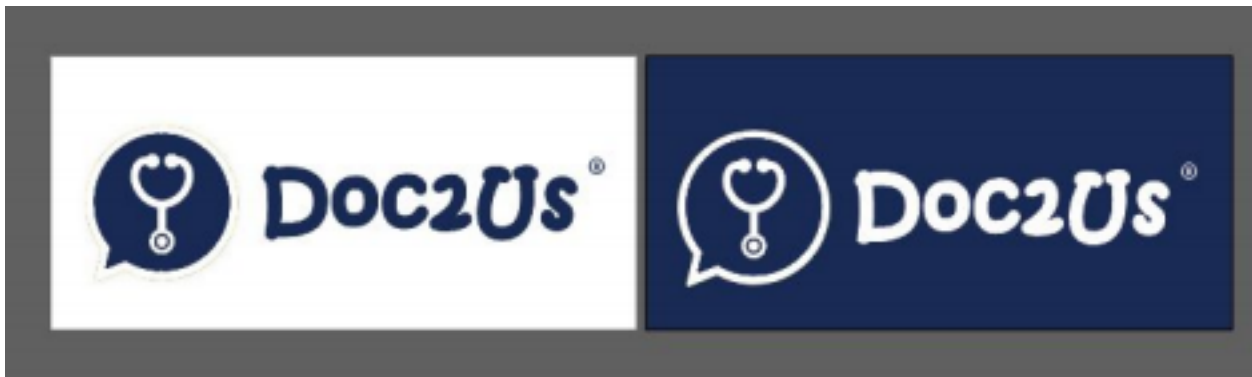
While other colours can be adopted, a cold colours palette (green, blue, indigo and violet) is encouraged to project healthcare professionalism.

Colour palette reference: <https://colors.co/palettes/trending>

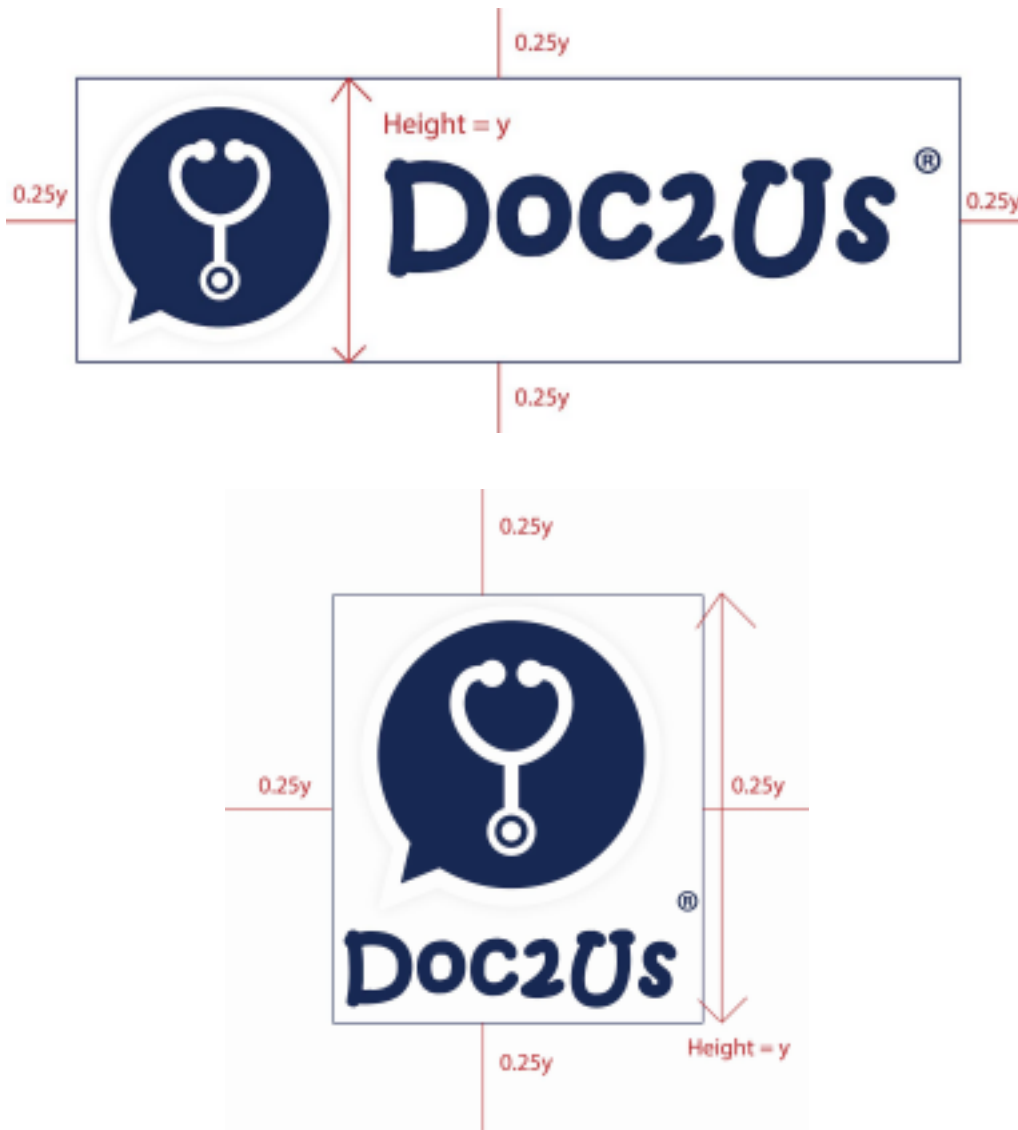
Recommended number of combination colours: 3 to 5 colours

3.DOC2US[®] Logo

Only the following logo(s) shall be adopted in the DOC2US[®] design assets and material



There will be no restriction in terms of the position of the DOC2US[®] logo, however, kindly leave a blank space of **0.25 of the height of the DOC2US[®] logo** around it.



4. DOC2US[®] Logo Restrictions

- Do not alter or redesign any element of the DOC2US[®] logo.
- Do not place the DOC2US[®] logo against a colour background without sufficient contrast.
- Do not deconstruct the DOC2US[®] logo to create any other identities.
- Do not apply other colours on top of the DOC2US[®] logo.
- Do not add any white or coloured outline to the DOC2US[®] logo.
- Do not stroke the DOC2US[®] logo.

5.DOC2US® Fonts

Only the following fonts shall be adopted in DOC2US® design assets and materials

DOC2US® Fonts

Open Sans Extra Bold
Your personal pocket doctor

Open Sans
Your personal pocket doctor

Montserrat Classic
Your personal pocket doctor

League Spartan
Your personal pocket doctor

The font type and wording size should be clear to read.