

Branding Pioneers

Brand guidelines

Make healthcare brands easier to recognise,
understand and choose.

Identity · Colour · Typography
Applications · Voice



AI-assisted identity application mockup.

A recognisable signature.



The dashed boundary illustrates clear space, not a printed element. Use the editable SVG supplied with this guide.

- Use the two-line wordmark with left-aligned edges and generous surrounding space.
- Keep at least one capital-letter height clear on every side. Minimum width: 160 px digitally or 35 mm in print.
- Use navy on white, or white on navy. Keep saffron for actions and small details.
- Never stretch, outline, rotate or add shadows to the wordmark. Keep it away from busy imagery.

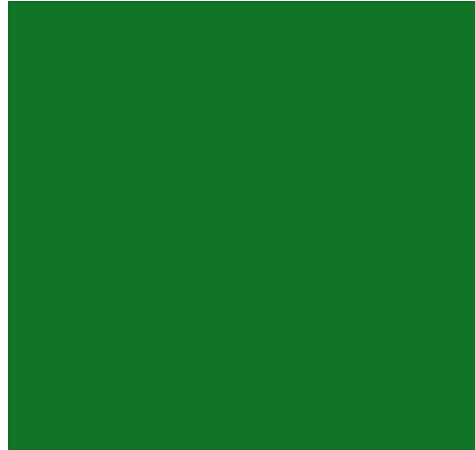
A colour for every role.



Navy

#101F49

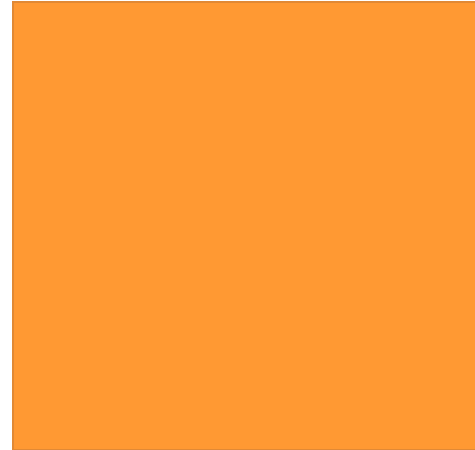
Wordmarks, headings and primary text.



Green

#117526

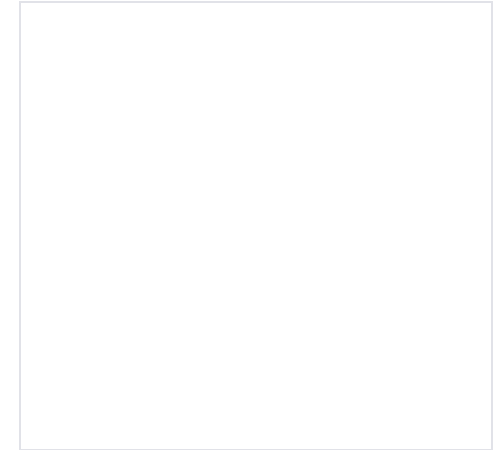
Supporting labels, links and baseline details.



Saffron

#FF9933

Action tabs and small emphasis areas; pair with navy text.



White

#FFFFFF

Open layouts, proposal pages and breathing room.

Use the hex values for digital work. For print, ask the production partner to convert with the intended stock and colour profile, then approve a physical proof. Keep small text on a high-contrast solid surface.

Type gives the brand its voice.

Aa

**Clarity is a brand
advantage.**

Anek Latin / Display

Use for the wordmark and principal headlines. Keep sentence case and a clear hierarchy. Avoid decorative effects.

Mukta / Supporting text

Use for body copy, labels and practical details. Start at 16 px for digital body text and adjust for the context; use comfortable line spacing.

One clear headline.

A short introduction.

Then the detail that helps someone act.

The editable wordmark references Anek Latin. Install the typeface before editing; outline the final approved lettering for production.

The system in everyday use.



Application mockup: a visual study of materials and placement.

A fine green baseline anchors the composition. A small saffron tab identifies the next action.

Proposal system

White covers, navy titles and a green baseline carry the hierarchy through scope, approach and delivery pages.

Stationery & team kit

Business cards, folders and ID cards share the same wordmark placement; green lanyards provide a recognisable accent.

Presentations

Lead with one message per slide. Give source notes a consistent place below charts and client evidence.

Stay consistent. Stay human.

Voice principles

- Be specific: name the deliverable, audience and next step.
- Use plain language and a confident, collaborative tone.
- Support results with source evidence; do not imply guaranteed outcomes.

Evidence, clarity and a recognisable signature across every proposal, presentation and patient-facing touchpoint.

Before you publish

01 / Check the wordmark proportions and clear space.

02 / Use the specified colour roles and readable contrast.

03 / Keep text clear of patterns and photographs.

04 / Confirm names, dates and contact details.

05 / Proof printed materials at their actual size.

Internal identity application for Branding Pioneers, based on the current website colour and typography tokens. Visual mockups are AI-assisted; this document defines the editable identity system. Edition 1.0 / October 2026.