

BRAND GUIDELINES



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01 DEFINING OUR BRAND

WHO WE ARE

WE ARE

- Thoughtful
- Professional
- Fun
- Supportive
- Humble
- Trusted

CURIOUS

We'd like to learn why some things happen the way they do. If it doesn't make sense, we delve into the problem and change our perspective. We don't accept the status quo, unless, we are waiting on a better time to change it.

HARDWORKING

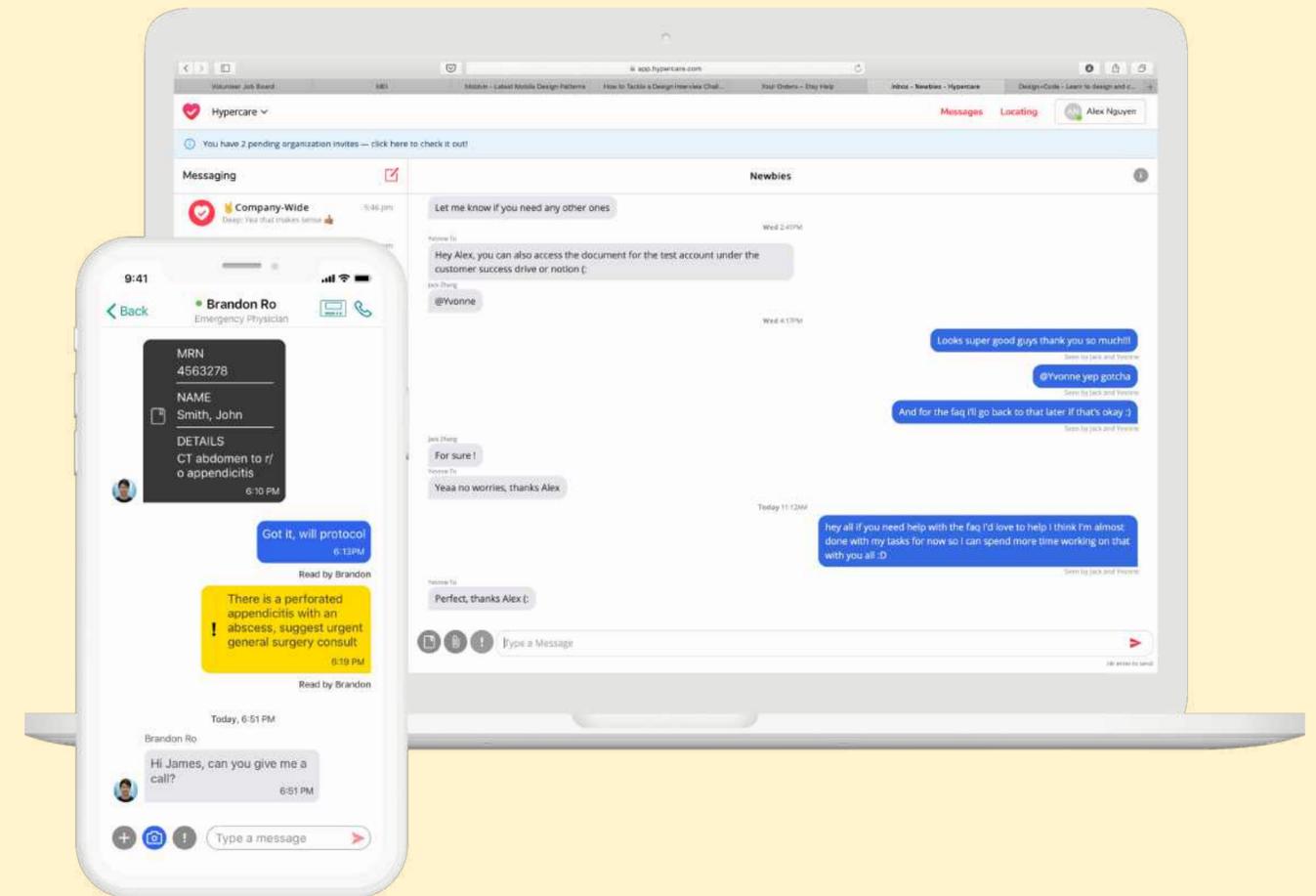
We work hard, because it's needed, and with precise focus on the most important items.

PASSIONATE

We only do things we genuinely love and are interested in. We believe this increases the chance of creating greatness.

OUR MISSION

Empower clinicians with tools to break down barriers to patient-centered care.



THE NEED FOR HYPERCARE

PROBLEM

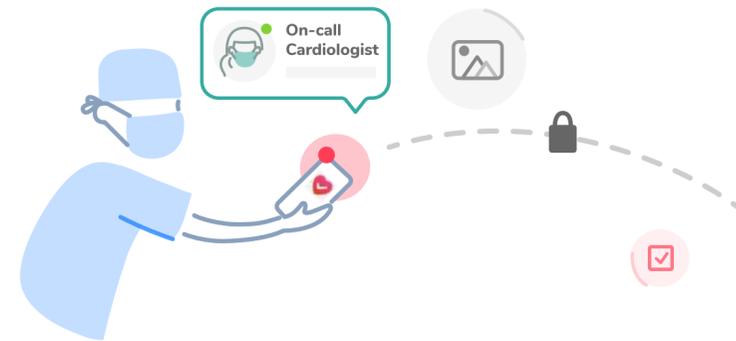
01 Providers are frustrated with pagers and switchboards, and often use non-compliant text messaging to share critical patient information.

Healthcare systems spend hundreds of thousands of dollars maintaining inefficient paging and switchboard systems. Research shows that up to 15% of pages go to the wrong clinician, and half of these were critical. Clinicians often take it upon themselves to improve their workflow by using consumer messaging apps. These apps do not have the required security and privacy features necessary for healthcare, which increases the risk of privacy breaches and potentially millions of dollars in fines.

02 There is an epidemic of clinician burnout. A major cause is the increasing demand on their time that does not directly contribute to patient care.

As administrative tasks take up larger portions of their day, many providers spend countless hours coordinating care and navigating their patients through a fragmented healthcare system. Endless games of phone tag, missed faxes, and crossed connections leads to incredible frustration and worsening job dissatisfaction.

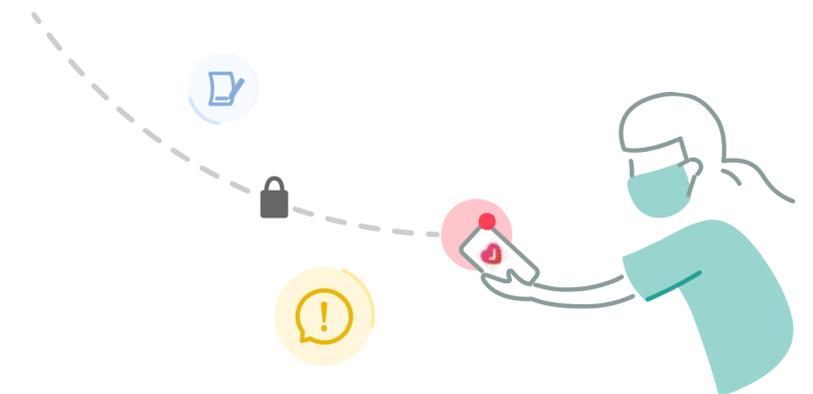
THE NEED FOR HYPERCARE



SOLUTION

Hypercare solves the end to end workflow around care coordination and provides a complete solution that has immediate value for organization management, providers, and patients.

On-call schedules can be input into Hypercare avoiding the need to consolidate fragmented schedules from the various services. This allows any clinician from any service to be able to figure out who is on-call and reach them through an easy to use clinical communication application. Hypercare also supports clinicians who refuse to give up their pagers, allowing them to be paged over the platform. Lastly, Hypercare is one of the only platforms that allow clinical communication to be conducted with partner organizations. This allows for integrated care models that unlock tremendous amounts of value for patients and providers.



BRAND VALUES

In order, to build a great product, you must deeply understand the user.

TRUST

Users should firmly trust that Hypercare is seeking to solve their problems, and to support them in times of need.

DELIGHT

We should be delightful to work with and our product should be delightful to use. This means everyone leaves with a bit of a smile.

GREATNESS

Be great in everything we do. Respect the little things, understand the edge cases, and ensure it works. So great, it cannot be ignored.

CURIOSITY

We should convey a sense of learning, growing, continuously iterating on every aspect of business as we learn quickly. We should not trust that the knowledge from yesterday is sufficient for today.

EMPATHY

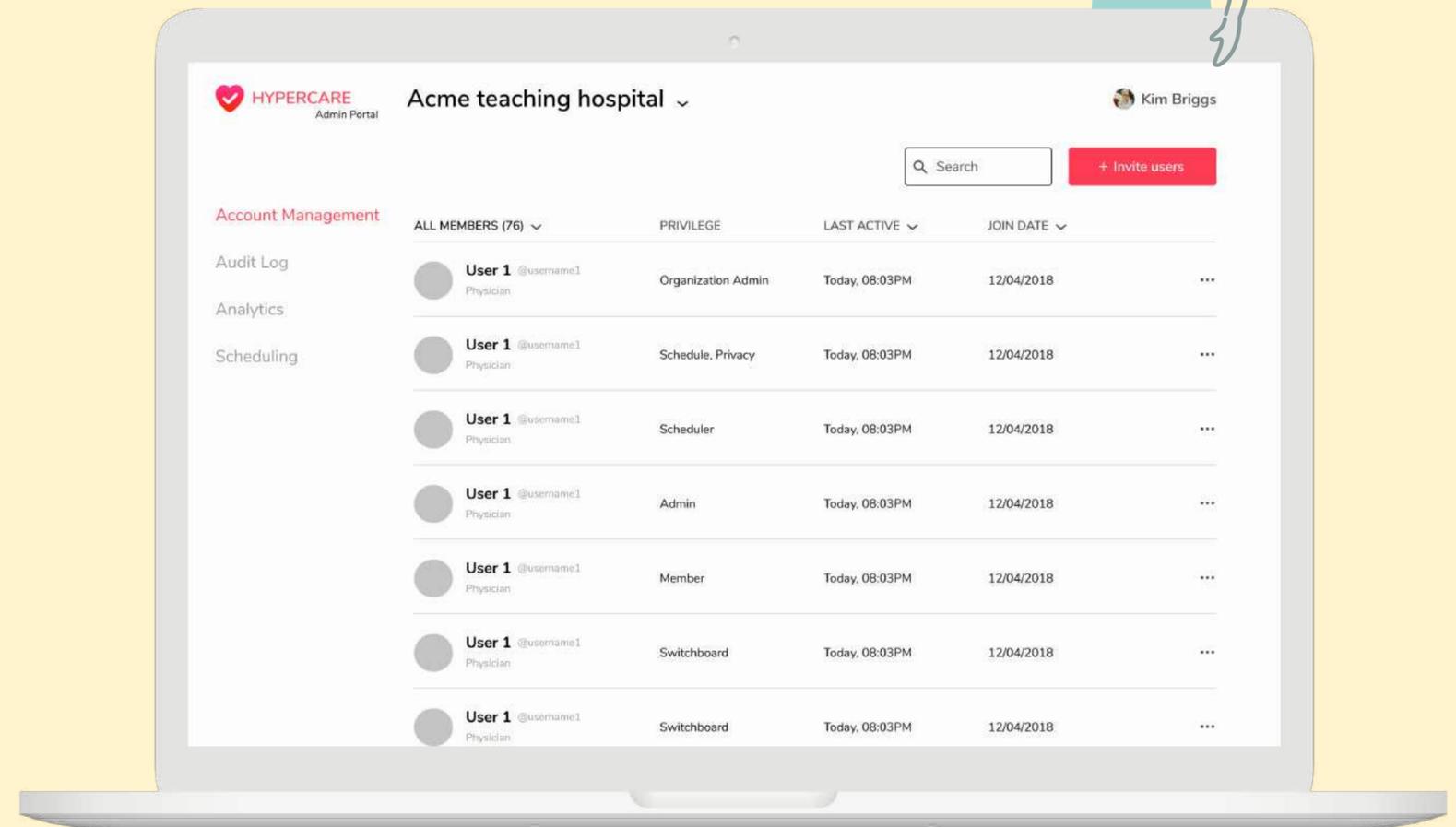
Understand the users: their lives, their workflow, and their problems. In order, to build a great product, you must deeply understand the user.

You trust and believe in us because we constantly look out for your needs and work extra hard to deliver things in the way you like.

We are personable, easy to get a hold of and are like the reliable and trusted friend you have. We want to be there when you need us, teach you things you never knew about yourself and let you grow without being overbearing. When you want some downtime, we want to be the friend that will goof around with you. We believe in sharing collective wisdom, making a decision and supporting it, but when we are wrong we are quick to acknowledge our mistake and fix it.

VOICE & TONE

Fun when appropriate
Firm when required
Clear and articulate
Intelligent
Personable
Hopeful



OUR CULTURE

As a young company, we are still finding our identity. However, there are things that we refuse to compromise.

OPENNESS & TRANSPARENCY

You are the company. You deserve to know everything about us, and we have the responsibility to keep you informed. **We want to create a culture of openness and transparency where every single team member feels comfortable to bring up any issue and questions for discussion.**

CUSTOMER OBSESSION

Healthcare is driven largely by incumbents that care little about the users and their customers given the entrenched nature of the field. **Customer delight, rare as it is, is something we cherish.** This means experimenting and accepting failures, while continuing to be innovative and seeking insights. This will result in positive feedback which in healthcare continues to be a large driver given the tight-knit community. Deeply understanding our customers, their workflow, and what they struggle with helps us innovate means of improving their lives.

RESPONSIBILITY & PERFORMANCE

Early in a start-up's life, every employee is an executive. Everyone here has been chosen because they have the potential to be the CEO of their own domain, and will be treated as such. You will be given great autonomy to define your own role and tasks, but with this comes responsibility. **Be self motivated to push the boundaries and to take the initiative to do more for the company without being asked, and everyone will support you in your endeavours.** When we promise to do something, we are held to our words.

Learn from Failure and Celebrate Success

FAILURE

Shit happens, no matter how hard you work. When shit happens, take it as a learning opportunity. Postmortems is a must, to ensure that errors are not being repeated.

SUCCESS

When things go well, we need to all pat ourselves on the back. But not too long of a celebration, because everyday is a battle and we need to keep the eye on the ball. **Reward ourselves of accomplishments, celebrate success, and then tackle additional challenges.**

CARE ABOUT ONE ANOTHER

Deeply respect one another, and try to understand their perspective. This does not mean tolerate your colleagues to submit deliverables late frequently because of things in their life. But rather, be there for them, comfort them if they are dealing with

issues, and support them as a friend.

Professionally, be supportive, but continue to treat the deliverable timelines as critical. Similar to how company milestones are treated by our investors and customers, they have very little sympathy when our company is suffering and only care about the deliverables.

WORK SMART

Prioritize the hours you put into the company and utilize tools and strategies to make the most impact. Do not purely sink into time, but take a step back and think whether the hours spent are worth it.

OUR CULTURE

We do not
tolerate
backstabbing and
manipulation at all

HAVE FUN

Startups are hard. Don't burn out, take time for yourself with your family and your hobbies. Be selective, as it will be difficult to do everything you want outside of work until the company is larger.

BE HUMBLE

Arrogance tends to put yourself, and the company in a position where others do not like us and we feel too comfortable. This leaves us in an easy position to be overtaken. Never settle, and never feel that we are the best at what we do. **We are constantly evolving, tackling new challenges, and battling new opponents.**

SUPPORT EACH OTHER

Fuck politics. Enough said. We are in a team together. Don't sabotage one another, and if you have issues bring it up with the other person directly. Example: "Albert, it's difficult to do my job when you procrastinate on administrative items".

02 VISUAL ELEMENTS

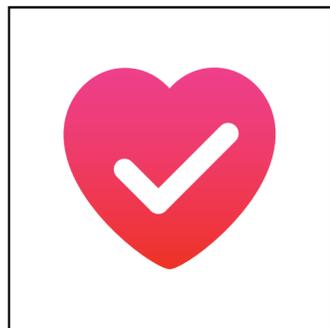
LOGO

The Hypercare logo consists of the wordmark set in Nunito Bold and the Hypercare heart.

The horizontal logo is used in most instances.

The heart on its own is used when Hypercare is said elsewhere or a square format is needed, ex. a profile picture or app icon.

SECONDARY LOGO



LOGO



PROFILE PICTURE



APP ICON

PRIMARY LOGO



LOGO MISUSE

Do not put logo into colours that are not white, black or watermelon (even brand colours)



Do not put logo in low opacity



Do not stretch or alter the logo in any way



Do not put effects such as shadows on the logo



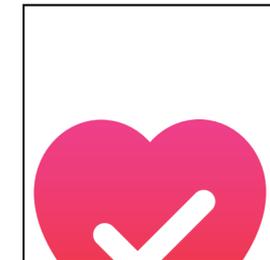
Do not put objects in the safety zone of the logo



Do not move or rotate the logo



Do not crop the logo



CORE COLOURS

MAIN COLOURS

Teal, Black and Light Grey is used for text and background colours. Teal is used for things such as chat bubbles, most icons, notifications and backgrounds.

ACCENT COLOURS

Accent colours are used sparingly and their use must adhere to accessibility guidelines.

Warm Grey is used for inactive states.

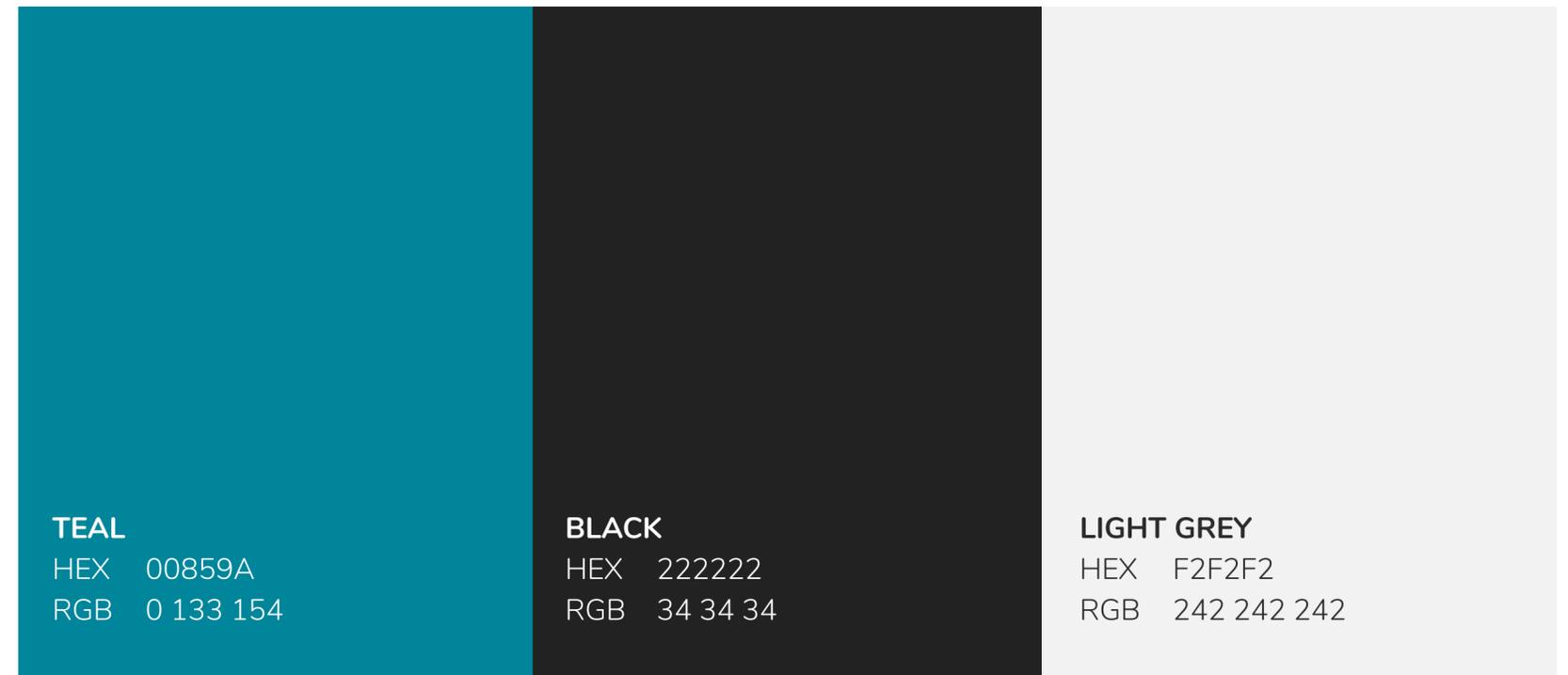
Greyish Brown is used for specific text styles (see typography).

Watermelon is the colour of our logo and brand- however, it is used sparingly due to its brightness. Its use is reserved for headers, buttons, form confirmation, active states, navigation and parent titles.

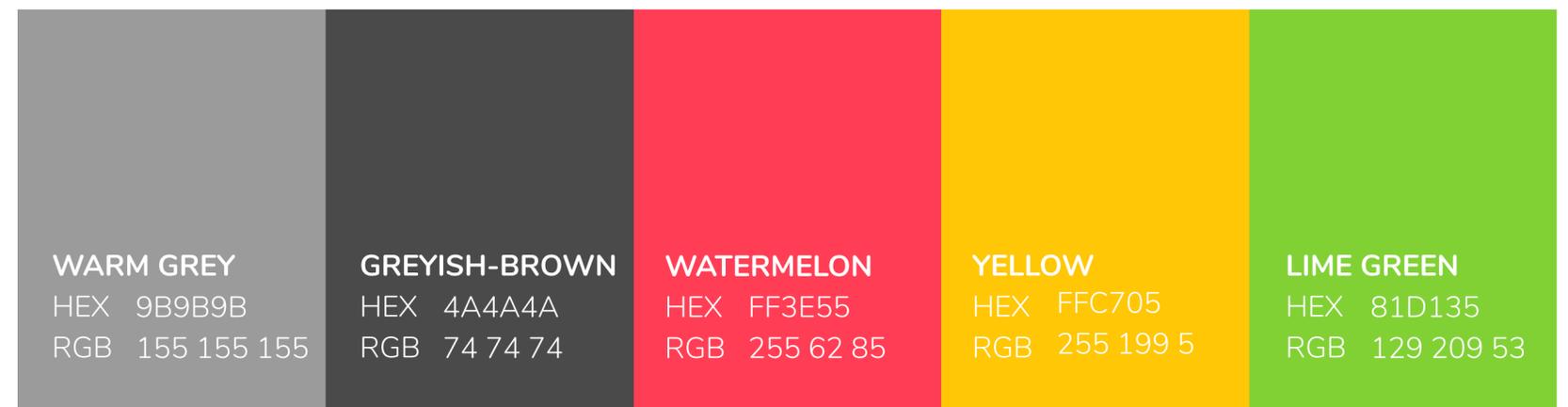
Yellow is reserved for alerts and warnings.

Lime Green indicates connection and when users are available.

MAIN



ACCENT



COLOUR APPLICATION

TINTS AND SHADES

When using colour, tints and shades of core colours may be utilized within designs and illustrations. This allows for variation without deviating too far from our original palette.

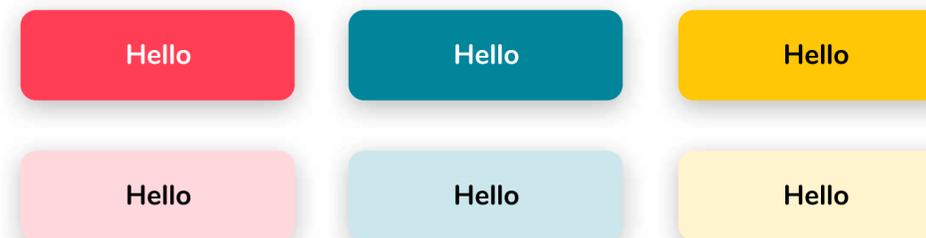
ACCESSIBLE PAIRINGS

When applying colour it is also important to consider accessibility. With colour pairings be sure to continue to check whether the text and content is easily legible and has proper contrast.

TINT AND SHADES

Dark	Core		
#006777	#00859A	#80C2CC	#CCE7EB
#D7293E	#FF3E55	#FF9FAA	#FFD8DD
#ECAD0B	#FFC705	#FFE382	#FFF4CD

ACCESSIBLE PAIRING EXAMPLES



AVOID



DARK MODE

In dark mode if we think of a screen as separate layers, the closer a component is to the user, the lighter it should be. This is the same in light mode where the further away something is the darker it should be to create depth. Pure black should not be used as dead pixels can cause light smearing. This also prevents shadows from showing up and can prevent a sense of depth.

Text is set in white at 90% opacity to prevent eye strain. When switching to dark mode, keep the depth and contrast of colours in mind. Colours in light mode that are directly translated into dark mode may lose contrast and legibility.

GENERAL CONVERSIONS

LIGHT

WHITE
HEX FFFFFFFF
RGB 255 255 255

LIGHT GREY
HEX FBFBFB
RGB 251 251 251

BLACK
HEX 000000
RGB 0 0 0

WARM GREY
HEX 9B9B9B
RGB 155 155 155

TEAL
HEX 00859A
RGB 0 133 154

WATERMELON
HEX FF3E55
RGB 255 62 85

DARK

BLACK
HEX 1D1D1D
RGB 29 29 29

DARK GREY
HEX 141414
RGB 20 20 20

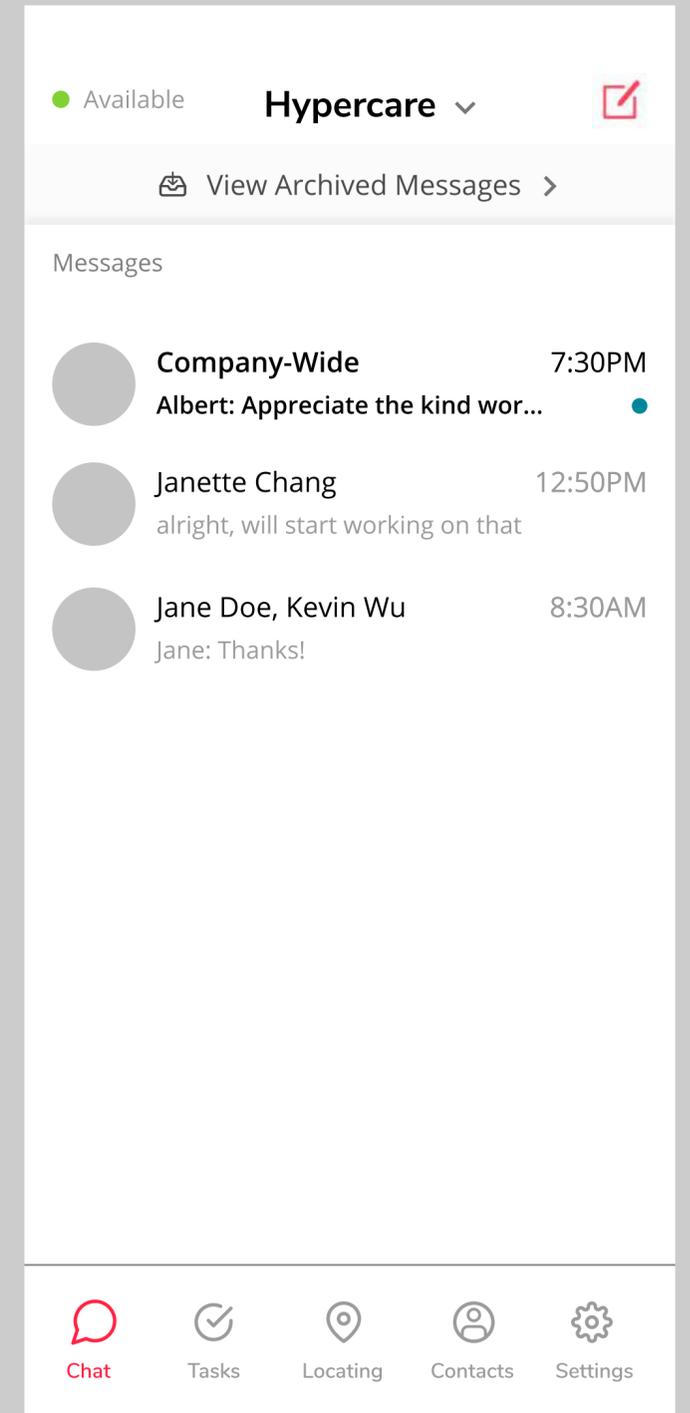
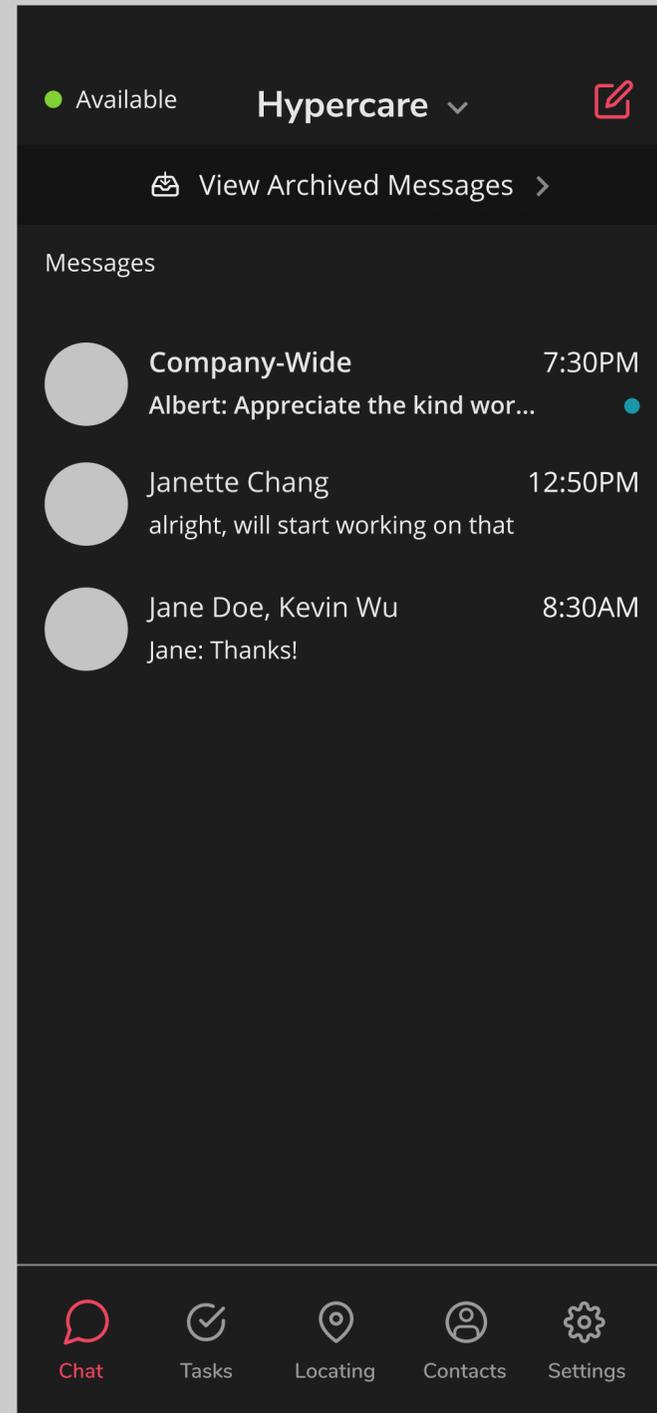
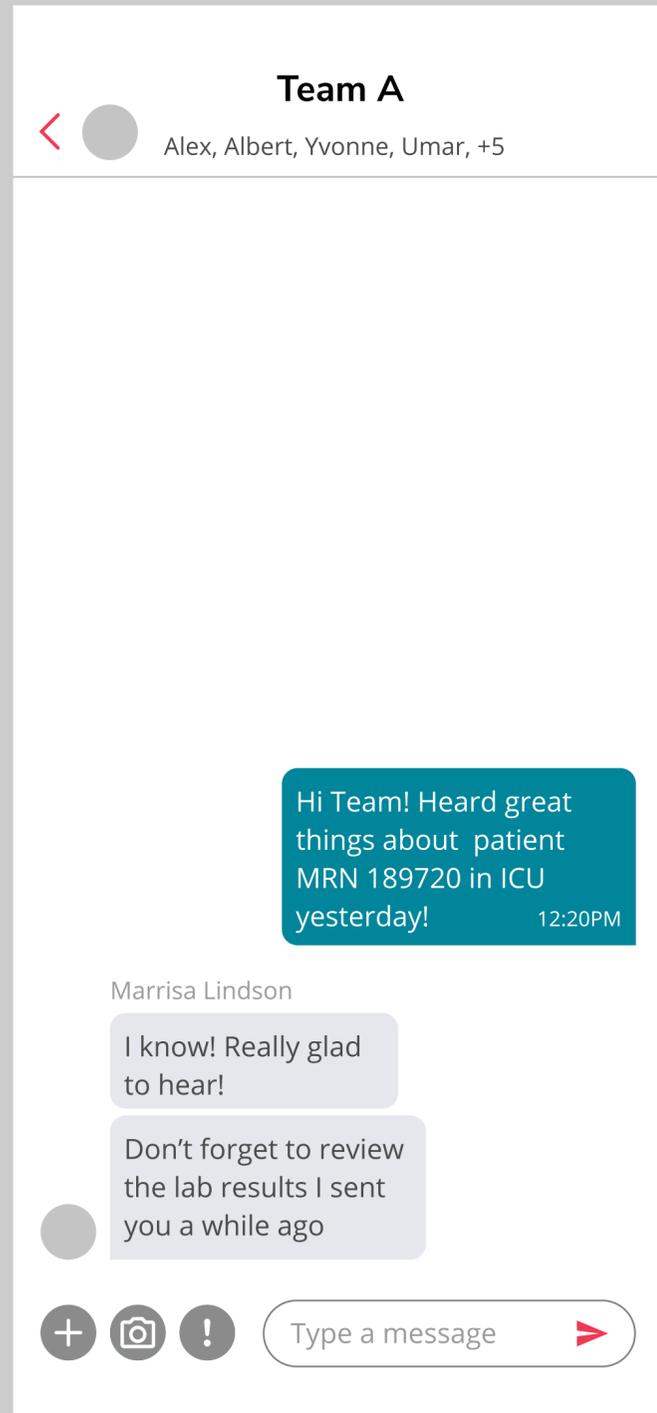
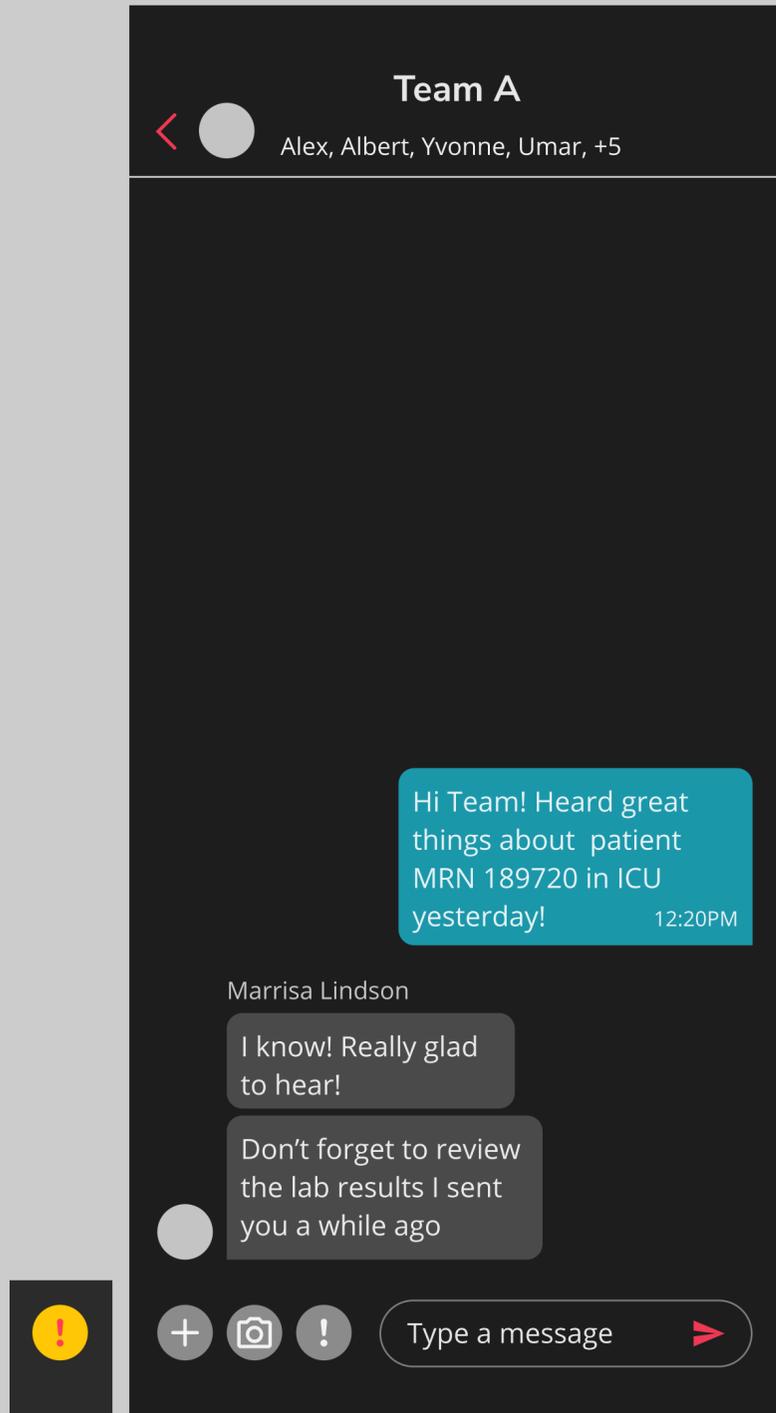
WHITE
HEX FFFFFFFF
RGB 255 255 255
90%

LIGHT GREY
HEX F2F2F2
RGB 242 242 242

TEAL
HEX 1B97AA
RGB 27 151 170

WATERMELON
HEX ED4660
RGB 237 70 96

*For text and icons only
Teal should be slightly
lighter for legibility



TYPOGRAPHY

Nunito Bold is primarily used as a headliner typeface which mirrors the type that is used in our logo. It is rounded, approachable and friendly. When using Nunito it can be set either in all caps, in sentence or title case. Use optical kerning and tracking.

NUNITO

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789**

Extra Light
Light
Regular
Semibold
Bold
Extra Bold
Black

NUNITO SANS

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789**

Extra Light
Light
Regular
Semibold
Bold
Extra Bold
Black

TYPOGRAPHY

Open Sans Regular is used as a body copy typeface which compliments Nunito nicely. It is legible in small sizes and has a light, friendly and approachable look. When using Open Sans it can be set in sentence case. Use optical kerning and tracking.

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

QRSTUVWXYZ

abcdefghijklmnopqrs

tuvwxyz0123456789

Light

Regular

Semibold

Bold

Extra Bold

TYPE SPECIMEN - DESKTOP

H1

Nunito Bold, 40

Can be set in sentence or all caps

H2

Nunito Sans Bold, 28

Subhead

Nunito Semibold, 21

All Caps

Body

Open Sans Regular, 16

Leading 167%

Link

Open Sans Regular, 16/18

Nav

Nunito Semi Bold, 18

CTA

Nunito Bold, 16

(Buttons are set in Title Case)

No more pagers. no more phone tag.

Why do people love hypercare?

SIMPLE TO USE

Discover who is on call and compliantly communicate with your colleagues. Spend less time returning calls, more time on your patients.

[Questions? Book a time to speak to a product specialist](#)

[Benefits](#) [Pricing](#) [Resources](#) [Blog](#)

[Learn More](#)

Quote

Open Sans Regular, 18

Attribution

Nunito Bold, 16

Nunito Semibold, 14 (All caps)

Message Head

Open Sans Semibold, 16

Sub Text

Open Sans Regular, 14

CHAT

Open Sans Regular, 16



"I love the app, it helps stay connect with them and get a hold of anyone wherever they are! Very helpful"

Chantal Cooledge

CLINICAL SUPPORT MANAGER



Design Design Design

Yesterday

Pinapple: Hi

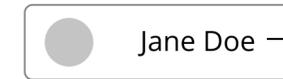
Hi Team! Heard great things about patient MRN 189720 in ICU yesterday!

Nav
Nunito Semi Bold, 18

Subhead
Nunito Semibold, 21



Messages Locating



Body
Open Sans Regular, 16

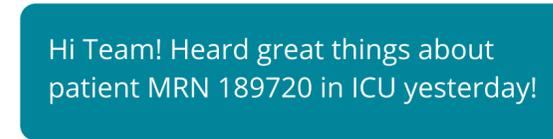
Subhead
Nunito Semibold, 21



Design Design Design

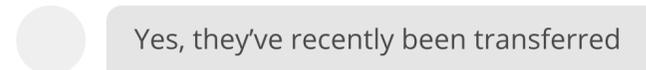
Message Head
Open Sans Semibold, 16

Message Head
Open Sans Semibold, 16



Body
Open Sans Regular, 16

Sub Text
Open Sans Regular, 14



Body
Open Sans Regular, 16

H1
Nunito Bold, 40

Control your workflow and focus on the important tasks

Body
Open Sans Regular, 16
Leading 167%

Still waiting for that call back? Wondering if the on-call specialist received that page? Still on hold with switchboard? Hypercare eliminates these frustrations and disruptions so you can get back to caring for patients.



H2
Nunito Sans Bold, 28

Prioritize and Triage Issues

Subhead
Nunito Semibold, 21

Insightful Context

Add context flags to your messages that allow you to see the urgency and type of message, allowing for quick triaging of messages.

Body
Open Sans Regular, 16
Leading 167%

Access to Everyone You Need

Quickly connect with everyone in your institution with our filterable and searchable directory.

The Right Person for the Right Care

Don't rely on switchboard to find you the right person. Our locating feature gets the job done correctly every time in seconds.

TYPE SPECIMEN - MOBILE

H1
Nunito Bold, 28

WELCOME TO HYPERCARE

Body
Open Sans Regular, 16

H1 Alt
Nunito Sans Bold, 28

Input your Number

Chat Sub
Open Sans Regular, 12

Hi Team! Heard great things about patient MRN 189720 in ICU yesterday! 12:20PM

H2
Nunito Sans Bold, 21

Chats

CTA
Nunito Bold, 16
(Buttons are set in Title Case and centre aligned)

Create Task

Subhead
Nunito SemiBold, 16

CONTACTS TEAMS

Notification
Open Sans Semibold, 14,16

Company-Wide
Albert: Appreciate the kind wor...

Body
Open Sans Regular, 16

Discover who is on call and compliantly communicate with your colleagues. Spend less time returning calls, more time on your patients.

Sub Text
Open Sans Regular, 14

Alex, Albert, Yvonne, Umar, +5

Nav
Nunito SemiBold, 12

Chats Tasks Contacts Locating

H2
Nunito Sans Bold, 21

Team A

Body
Open Sans Regular, 16

Sub Text
Open Sans Regular, 14

Alex, Albert, Yvonne, Umar, +5

Body
Open Sans Regular, 16

Hi Team! Heard great things about patient MRN 189720 in ICU yesterday! 12:20PM

Chat Sub
Open Sans Regular, 12

Marrisa Lindson

I know! Really glad to hear!

Don't forget to review the lab results I sent you a while ago

Body
Open Sans Regular, 16

Type a message

H2
Nunito Sans Bold, 21

Body
Open Sans Regular, 16

Available **Hypercare**

Sub Text
Open Sans Regular, 14

View Archived Messages

Messages

Notification
Open Sans Semibold, 14,16

Body
Open Sans Regular, 16

Company-Wide 7:30PM
Albert: Appreciate the kind wor...

Janette Chang 12:50PM
alright, will start working on that

Sub Text
Open Sans Regular, 14

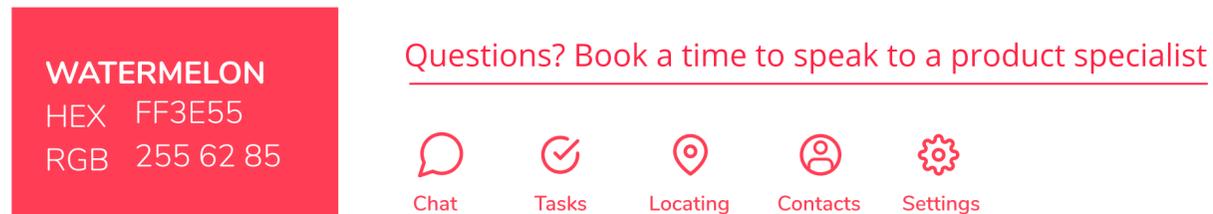
Jane Doe, Kevin Wu 8:30AM
Jane: Thanks!

Body
Open Sans Regular, 16

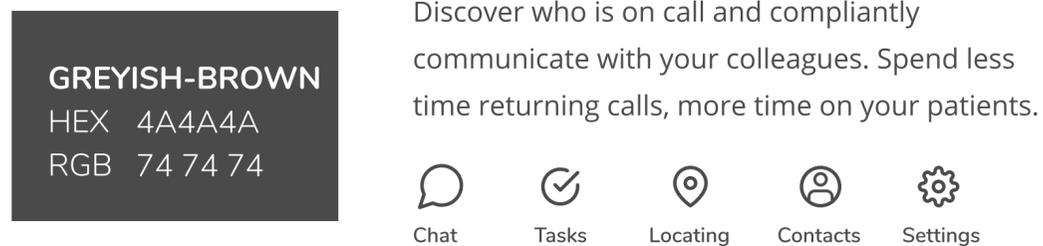
Nav
Nunito SemiBold, 12

Chat Tasks Locating Contacts Settings

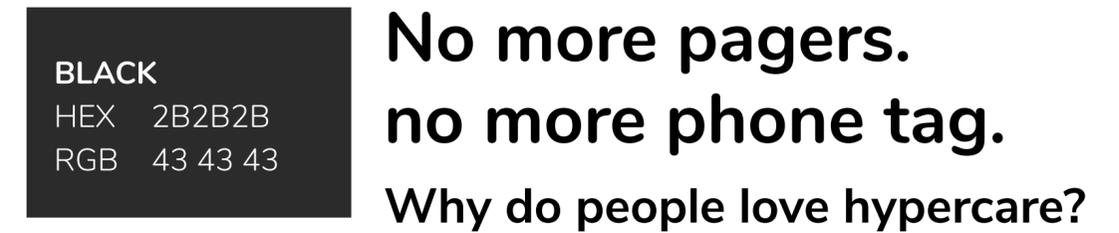
TYPE & COLOUR



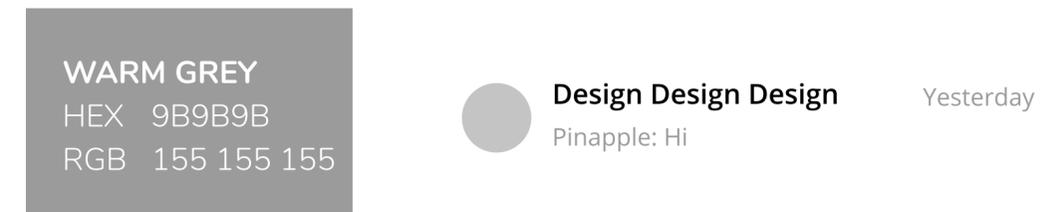
Used for active states and links. Generally used to show that an element is interactive and can be clicked.



Body copy is typeset in Greyish-Brown. This allows for the text to look lighter and less dense. Inactive states are also set in Greyish-Brown for easy legibility.



Elements such as headers and subheads are typeset in black. The main differentiation of hierarchy is type weight and size.



Subtext and captions are typeset in warm grey to bring attention to other elements on the screen.

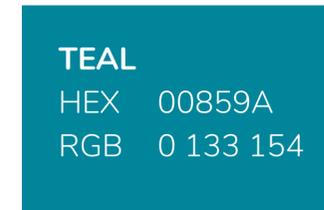
TYPE & COLOUR



Hi Team! Heard great things about patient MRN 189720 in ICU yesterday!

Learn More

Text on dark backgrounds such as on buttons or messages are set in white for contrast.



 Watch Video

When there are secondary CTA's they can be typeset in teal. This ensures that the CTA set in Watermelon would be the main focus.

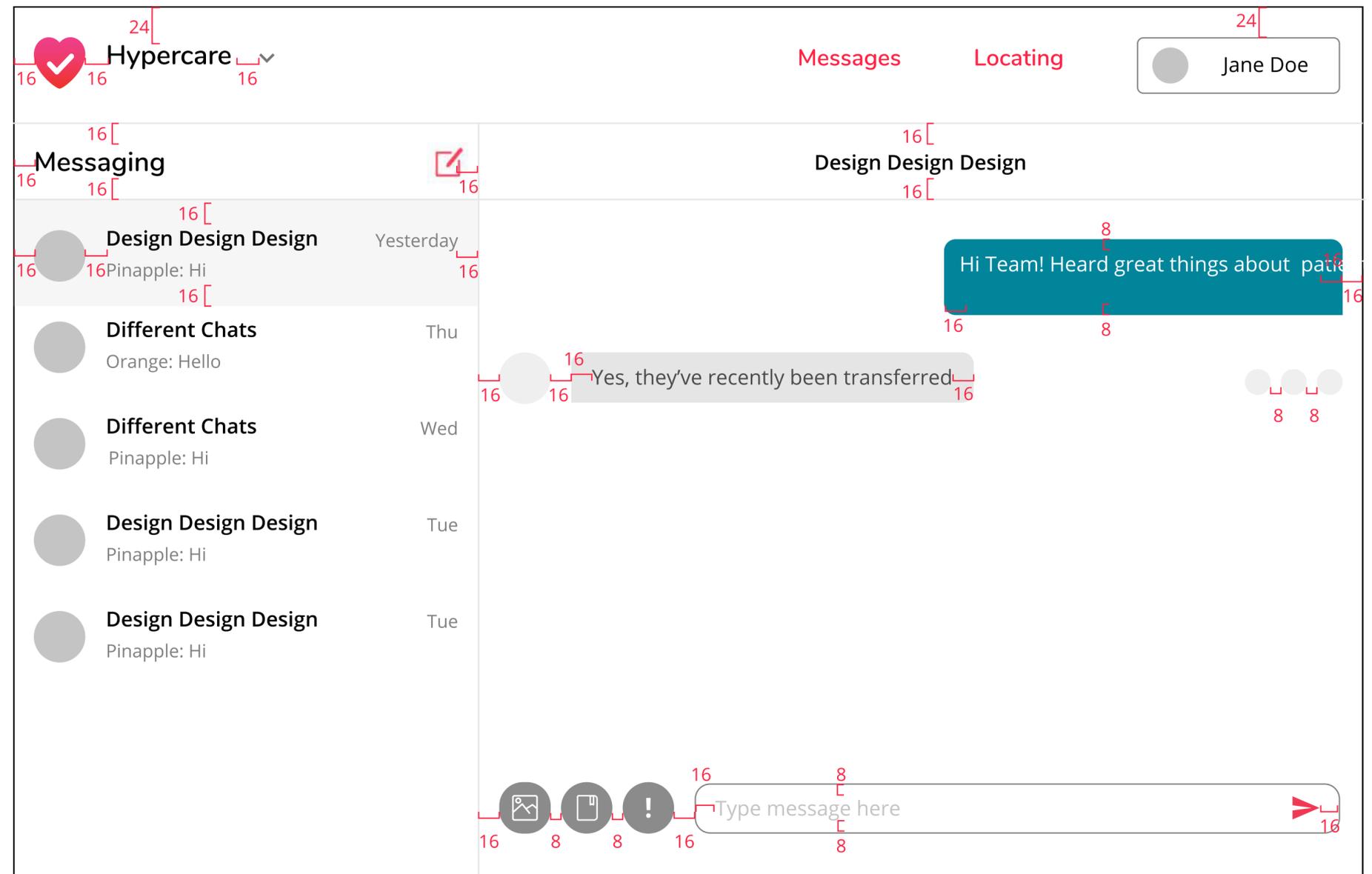
SPACING

All spacing is done in increments of 8px. Depending on specific use cases- these increments will vary. When elements are made there may be situations where optical adjustments should be used.

Space between the edges of the screen to elements should be 16px (exception of the top of the screen which is 24px)

Space between image and text should be 16 px. Text in boxes should be 16px on the sides and 8px on the top and bottom.

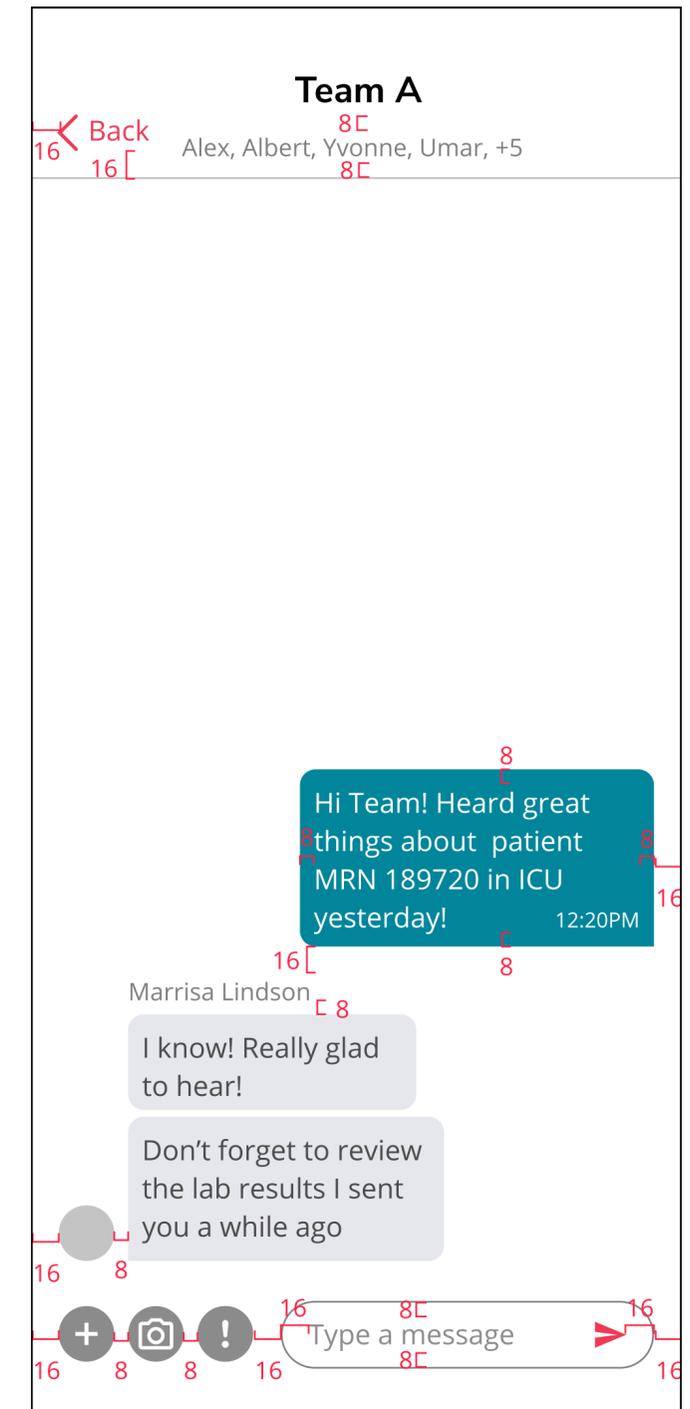
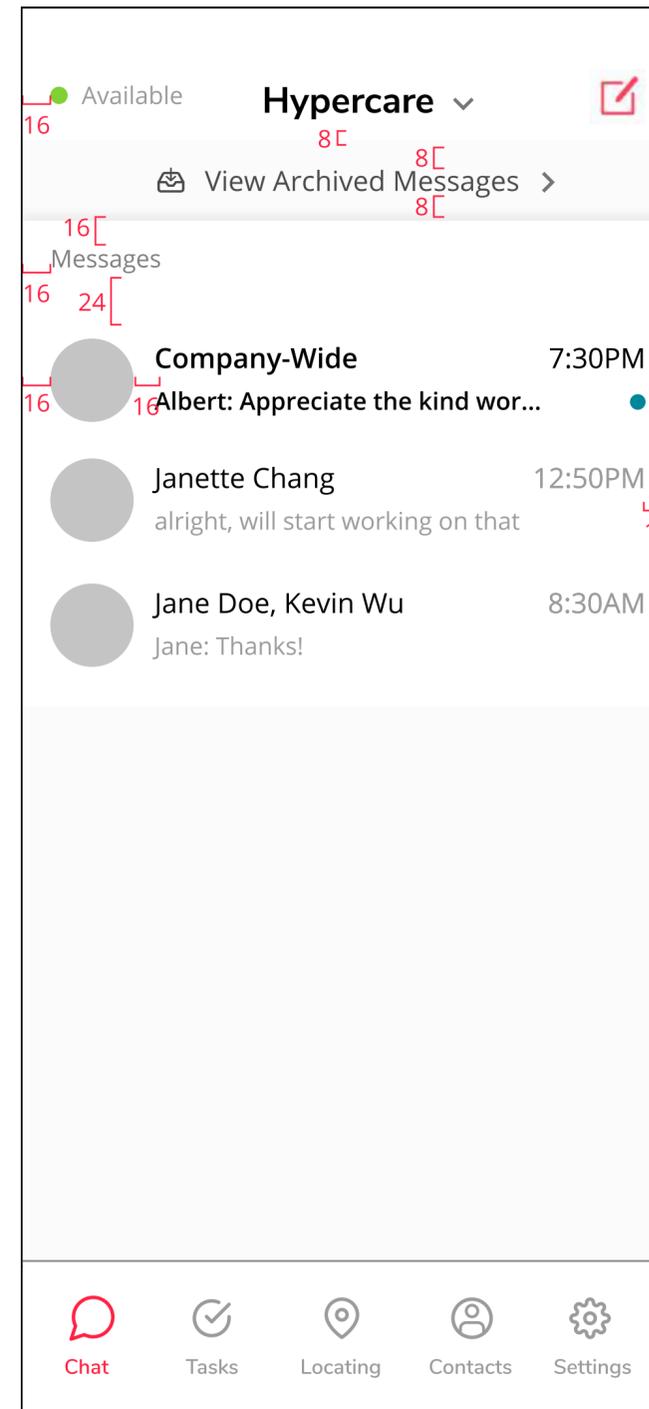
Spaces between icons are 8px.



SPACING

Mobile adaptation is very similar. All spacing is in increments of 8px. The space between elements from the edge of the screen are 16 px.

Text in boxes should be 16px on the sides and 8px on the top and bottom. Space between icons are 8px with the exception of the navigation.



ICONOGRAPHY

BASE LIBRARY

Our base library for icons are feather icons. Generally icons are 24px by 24px. When an icon is within a circle the circle is 32 px.

CUSTOM ICONS

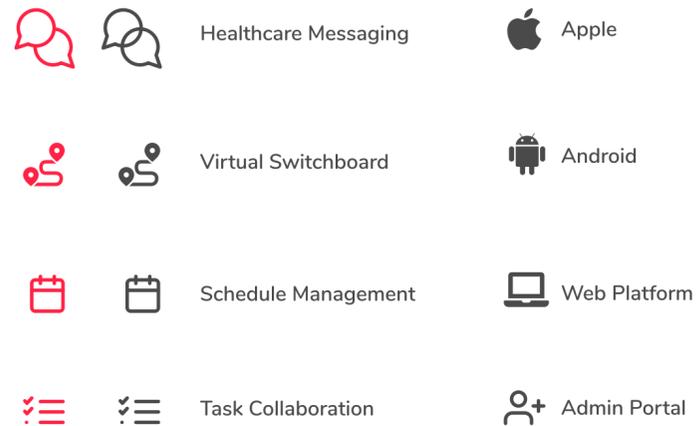
When unique and custom icons are needed they adhere to the aesthetic of feather icons. There are no fills and edges and strokes are rounded. Strokes are not tapered and are 2px. The representation of these symbols should be clear and not abstract. If applicable, use commonly used symbols. Ensure that the icons are recognizable in various sizes, simplicity is key.

COLOURS

Watermelon is to be used sparingly and is reserved for navigation, active lists and sending messages. Other icons are in grey and teal. Inactive icons are in warm grey.



Custom

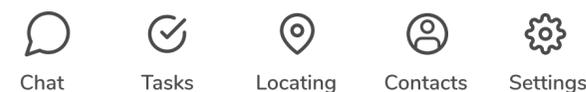


Navigation

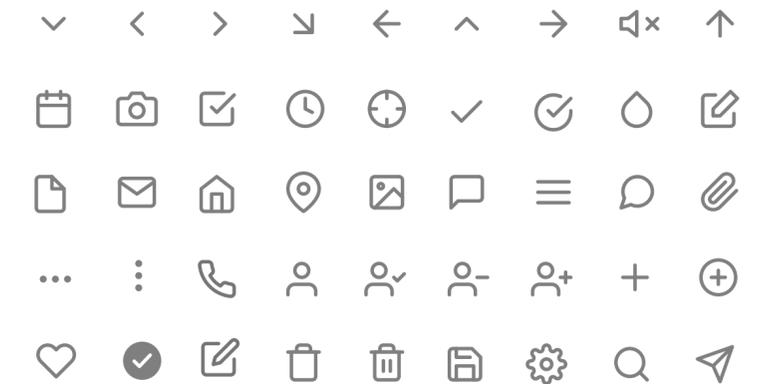
Active



Inactive



Feather Icons



ILLUSTRATIONS

COLOUR

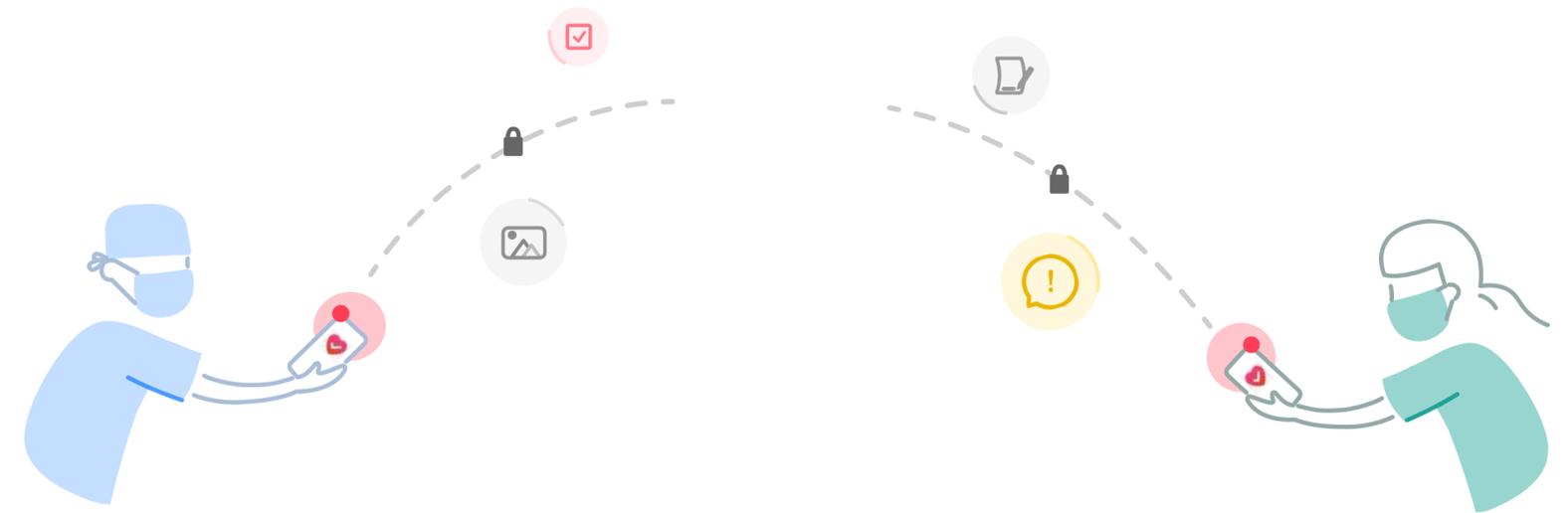
Within illustrations, brand guideline colours should be implemented and used the majority of the time. However, illustrations can deviate from this palette when reflecting the colours of objects in the real world. In this case, a pastel palette should be used. Strokes are coloured according to the scrubs that physicians are wearing.

CONTENT

Illustrations should be intentional and add context to the situation they are placed. They should always serve a purpose, and are never there just for “decoration.” Mouths are displayed but faces are kept vague.

FILLS & STROKES

Strokes are generally kept at 2.5pt. Fills are usually used for clothing. Skin colour does not have fills and are coloured according to the scrubs. Even if the background is coloured, skin should remain unfilled. If there are objects in the background, skin should have a white fill.





THANK YOU!