Brand Identity Guide — At-Home Healthcare Monitoring




# Watching over, not watching.

OnVue Care puts a heart at the center of a connectivity signal — a person, being looked after, wherever they are. This guide sets how to reproduce the mark, the icon, the color system, and the voice consistently across the app, the device packaging, and caregiver-facing materials.

01

## Logo & app icon

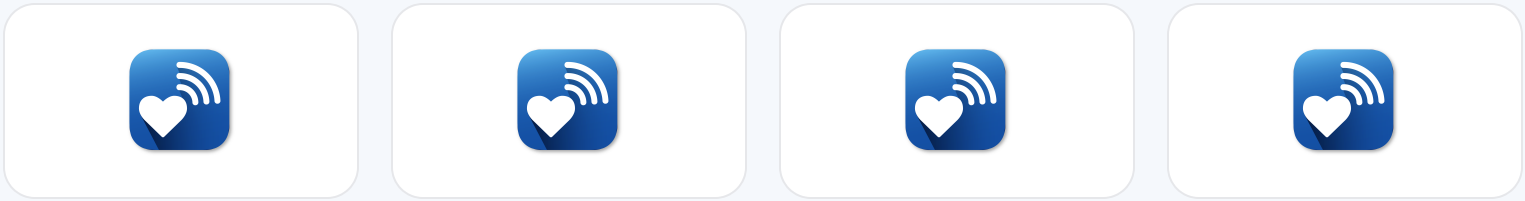
OnVue Care has two assets: the app icon (the heart-and-signal badge) and the full wordmark lockup, "OnVue" paired with the tracked-out "CARE" mark. Use the badge alone only where the full lockup won't fit — a home-screen icon, a favicon, a notification.




Full-color lockup on white or Cloud. This is the default for anything patient- or caregiver-facing.




On Ink or other dark surfaces, keep the icon full-color and set the wordmark in white.



The app icon badge, at the sizes it actually ships at: home screen, settings, onboarding, notifications. The rounded-square mask, gradient, and corner radius stay fixed — don't redraw them per platform.



Clear space: leave a margin around the badge at least equal to the height of one signal arc. Around the full lockup, use the height of the "O" in OnVue. Nothing else sits inside that margin — not text, not a device frame, not another badge.

02

# Color

OnVue Blue is the wordmark and the color of trust — it's what a caregiver reads as "official." The Sky-to-Deep gradient belongs to the icon badge alone; it shouldn't be applied to buttons, backgrounds, or text.

**OnVue Blue**
Primary — wordmark & UI

**HEX** 0029A3
**RGB** 0, 41, 163

**Deep Signal**
Icon gradient — base

**HEX** 144FA3
**RGB** 20, 79, 163

**Sky Signal**
Icon gradient — highlight

**HEX** 55A8E2
**RGB** 85, 168, 226

**Cloud**
Light background

**HEX** F5F8FC
**RGB** 245, 248, 252

**Icon gradient**
Sky Signal → Deep Signal, 135°

Reserved for the app-icon badge only

03

## Typography

Poppins carries the wordmark's rounded, friendly geometry into headlines. Inter handles everything a patient or caregiver needs to read quickly and without strain.

**DISPLAY** Poppins · Semibold

# Someone's always looking in.

**HEADING** Poppins · Medium

### Today's readings are within range.

**BODY** Inter · Regular, 16–18px, 1.6 line height

Body copy stays in Ink on Cloud, or white on OnVue Blue. Never set vitals, alerts, or instructions in Sky Signal alone — it doesn't hold enough contrast for a reading someone might be checking quickly, or without their glasses.

04

## Using the mark

The badge reads correctly only as a whole — the heart and the signal arcs are one idea, not two icons sharing a square.

**Do**



Use the badge at its fixed corner radius and gradient angle, with clear space intact.

**Don't**



Don't recolor the badge, flatten the gradient, or place it on a busy photo background.

**Do**



Keep the heart and signal arcs at their original proportion to each other and to the square.

**Don't**



Don't stretch the badge, drop the signal arcs, or use the heart on its own as a stand-in logo.

05

# Voice

The person reading this copy may be a patient, or the family member checking on one. Every word should lower the temperature, not raise it.

### Reassuring

Lead with what's normal before what's not. "Within range" before any number.

### Plain

No clinical jargon where a plain word does the job. Write for someone worried, not for a chart.

### Present

Say what OnVue Care is doing right now — watching, recording, connected — never leave that ambiguous.