



2024

Brand guidelines

Part I

Typography

Logo

Dos & dont's

Brand colors



Typography

We use 2 font styles: Gilroy & Literata

Gilroy Semi bold 30

Literata 60

Gilroy light 24 Gilroy light 24 Gilroy light 24
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Gilroy light 24 Gilroy light 24

Gilroy 40

Gilroy regular 20 Gilroy regular 20 Gilroy regular 20
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Gilroy regular 20 Gilroy regular 20 Gilroy regular 20
Gilroy regular 20 Gilroy regular 20

Gilroy regular 30

Logo

Our logo is consistently accompanied by the Pulsenmore symbol.

There are 4 versions of the logo available: full-color black or white, and two color mix variations.

The logo is always presented with the slogan "Home Ultrasound".

We consistently utilize registered symbols. (check with Pulsenmore HQ which mark to use in your country).

The minimum size for the full logo is 35mm by 8mm.



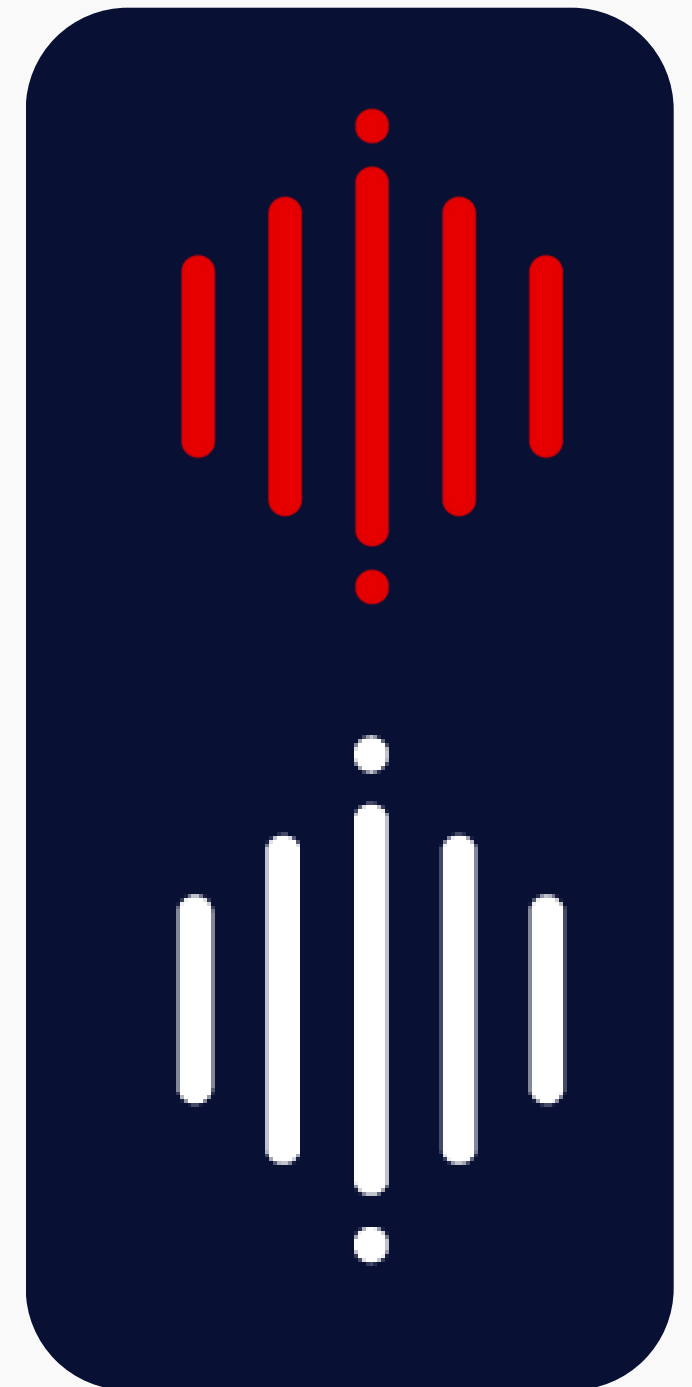
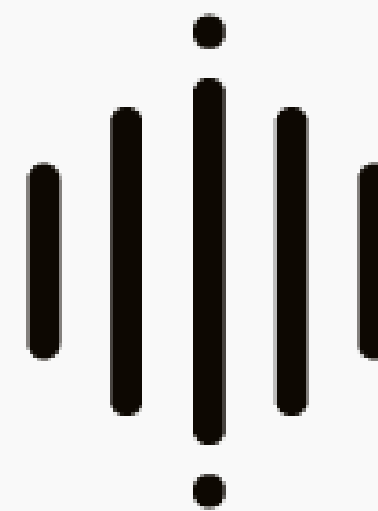
Symbol

The Pulsenmore symbol can also be displayed independently as a standalone icon.

It is available in 3 color variations: red, black, and white.

Additionally, the symbol can be utilized as a graphic shape (refer to the relevant section).

The minimum size requirement for the full symbol is 10mm by 10mm.



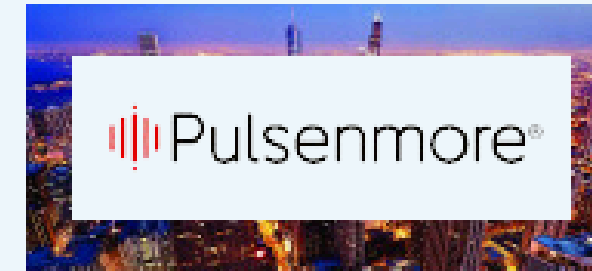
Do's & dont's



Do Not rotate



Do Not use hard drop shadow



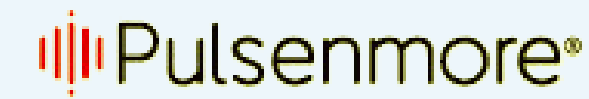
Do Not use white box



Do Not stretch



Do Not put dark logo on dark image



Do Not use glow



Do Not apply stroke



Do Not change hierarchies



Do Not use one color

Brand colors

Color Palette

Main colors



#e40101

#081034

#c5e3ec

#edf6fb

Supplimentary colors



#f9f9f9

#f83754

#2298BB

Part II

Graphic elements

Amorphous shapes

Waves

Pulsenmore symbol

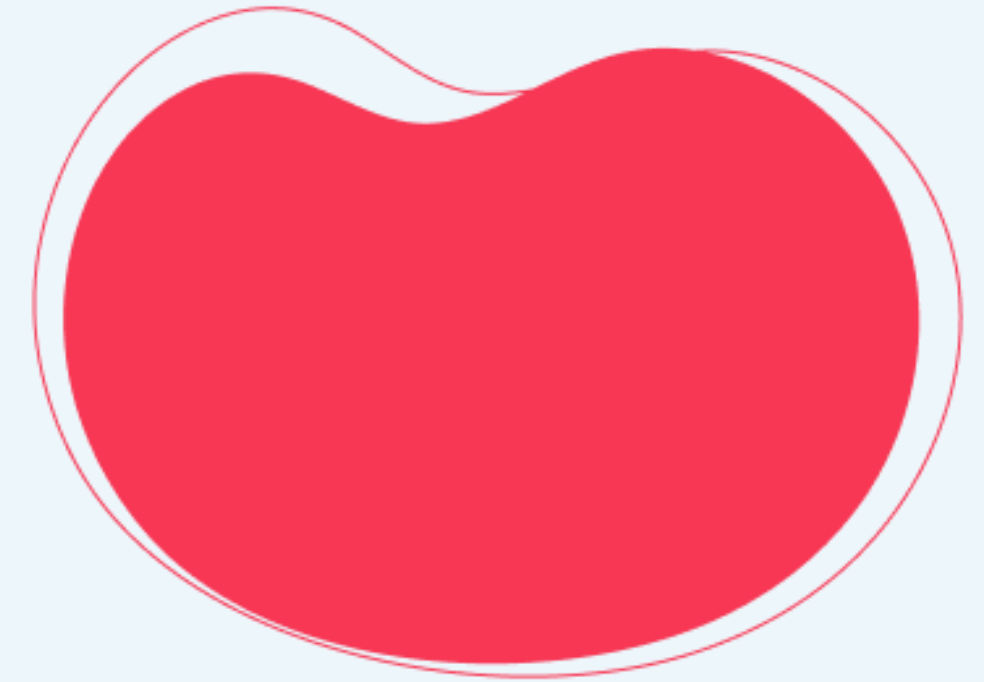
Iconography



Amorphic shapes

We incorporate amorphic shapes that evoke the essence of the womb, this resonates deeply with our brand.

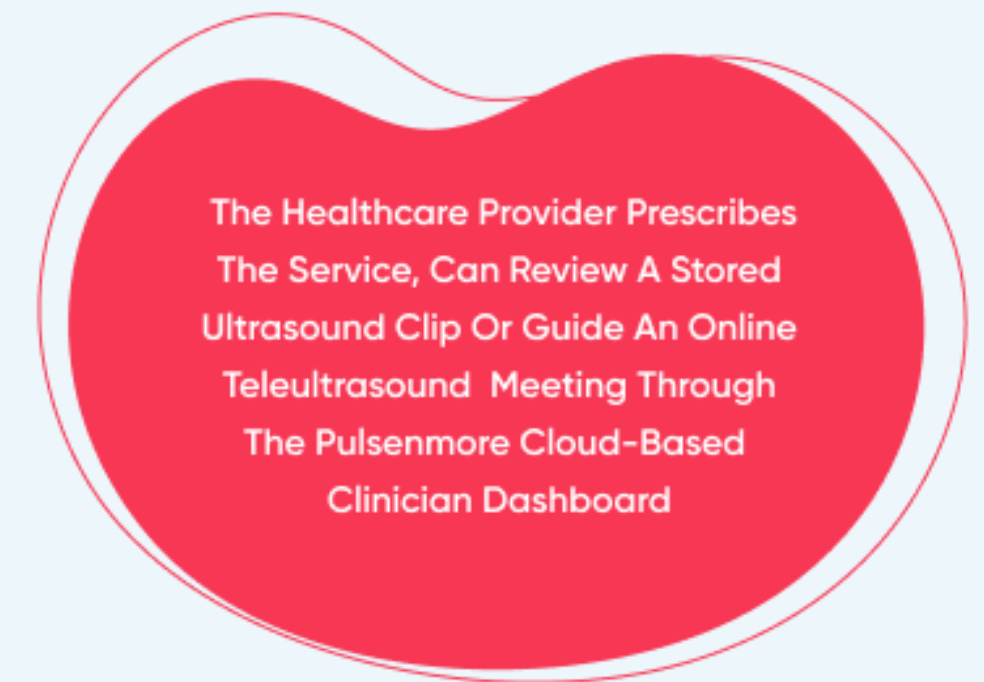
Amorphic shapes are utilized in diverse ways across all our brand colors: serving as backgrounds for images, textual elements, and frames for imagery. Reusing these shapes ensures a cohesive visual identity.



Background for icons



Frames outline from images



Textual background shapes

The Healthcare Provider Prescribes
The Service, Can Review A Stored
Ultrasound Clip Or Guide An Online
Teleultrasound Meeting Through
The Pulesmore Cloud-Based
Clinician Dashboard

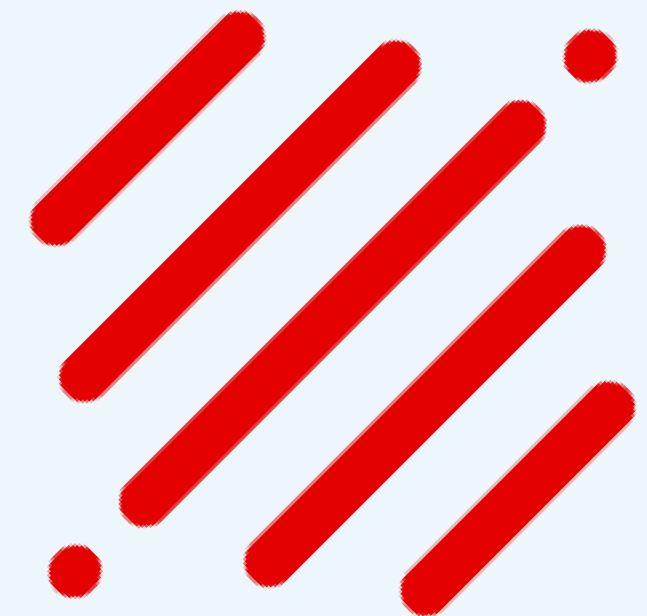
Pulsenmore symbol

We integrate our symbol into our branding strategy through 2 primary methods:

To fortify our brand identity

Backgrounds for images.

The symbol can be utilized in its standard orientation or rotated at a 45-degree angle, providing flexibility in design applications.

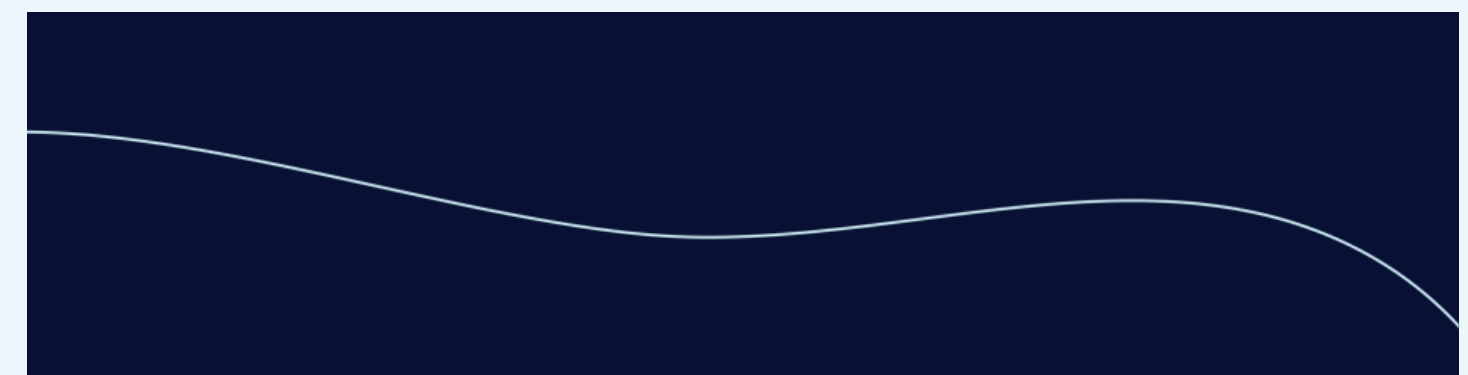


Waves

We integrate waves into our design, symbolizing the seamless continuity and adaptability intrinsic to remote telehealth.

These waves serve a dual purpose, acting both as separators and containers for sections, functioning as headers and borders across our materials.

Additionally, we frequently overlay images onto these waves to emphasize that our solution transcends traditional boundaries, existing beyond conventional confines while still maintaining structured and defined spaces.



Iconography

We utilize plain outlines in all our brand colors to depict icons, often accompanied by amorphic shapes in the background.



Part III

Brand identity

Imagery

Highlights

Pulsenmore requirement



Brand identity

We champion a patient-centric approach within the realm of prenatal healthtech.

Our advocacy for women's empowerment is evident throughout our marketing materials, reflecting Pulsenmore's commitment to supporting women's diversity and inclusion.



Imagery



To enhance the accessibility and convey the essence of remote digital health and continuity of care, we have crafted these two images.



The depiction of the doctor emerging from the phone is employed to convey to consumers that the doctor is approachable and readily available to assist them.

The image of the pregnant woman emerging from the phone signifies to providers that expectant mothers are adept at conducting self-scans remotely.

Images of people



Empowering women in our imagery is paramount. Whenever feasible, we prioritize featuring female doctors. It's essential that the doctors portrayed appear experienced, thus we avoid selecting images of overly youthful practitioners.



We try to mix all types of pregnant women, encompassing all ages, sizes, ethnicities, and skin tones, to ensure representation and inclusivity in our imagery.

Solution highlights



iOs
with button logo at the bottom

The correct Pulsenmore cradle type with the respective operating system.



Android
No Button Logo on the top

Solution highlights



When demonstrating the app-guided mode, ensure that the tutorials are displayed on the mobile phone screen either in full-screen mode or as a small image overlay. As these consultations are conducted offline, the dashboard will not be in call mode during the session, so please exclude any images of the doctor and patient on the dashboard screen.



When showcasing the clinician-guided mode, ensure that both the clinician and patient are visible on the mobile phone screen and clinician dashboard. Since these consultations are conducted online, the dashboard will feature a single scan in progress rather than the five-image screen typically seen when a doctor reviews all uploaded scans.

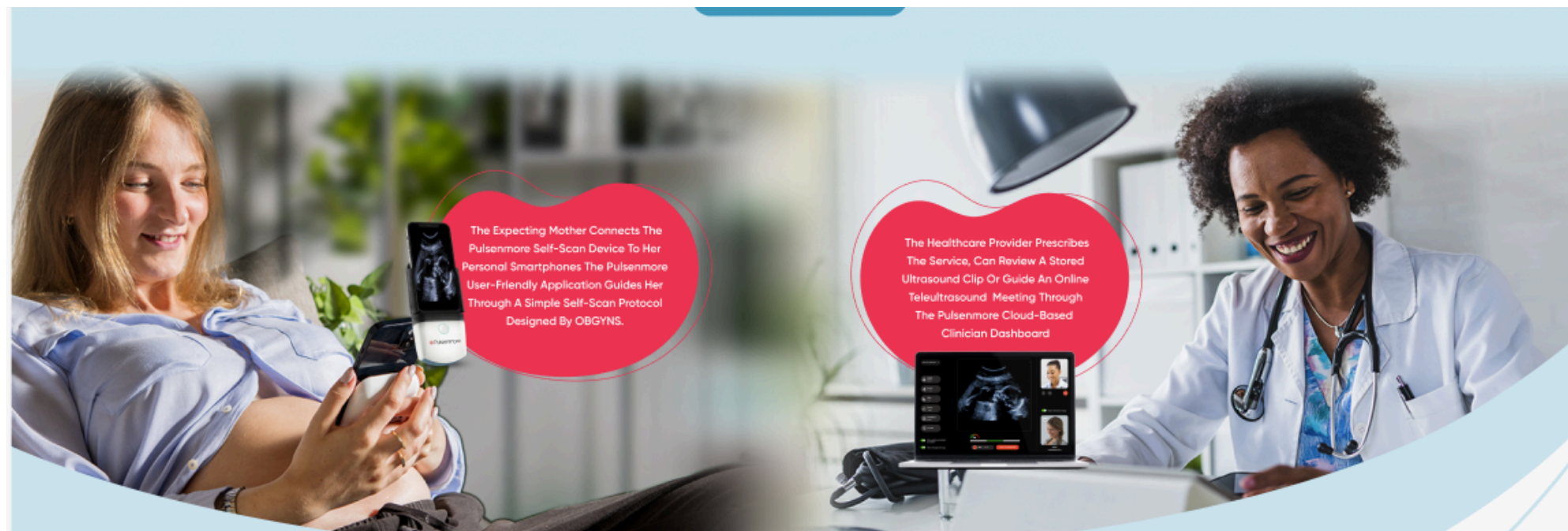
Our solution

Pulsenmore is much more than a product – it's a complete solution, and thus always address it as a service rather than a product.

Always utilize an image depicting both the expectant mother and the healthcare provider side by side.

Why? Because it allows for a comprehensive view of the entire solution.

By presenting both sides at the same level, we maintain equality in hierarchy between the two. It's crucial to make it clear that these two entities are in different locations, reinforcing the concept of remote healthcare delivery.



Pulsenmore approval

What needs to be approved by Pulsenmore?

All key materials, including printed & online collaterals, websites, social media pages, & booth designs, must be officially approved and signed off by the Pulsenmore marketing team.

