

BRAND GUIDELINES



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01 DEFINING OUR BRAND

WHO 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

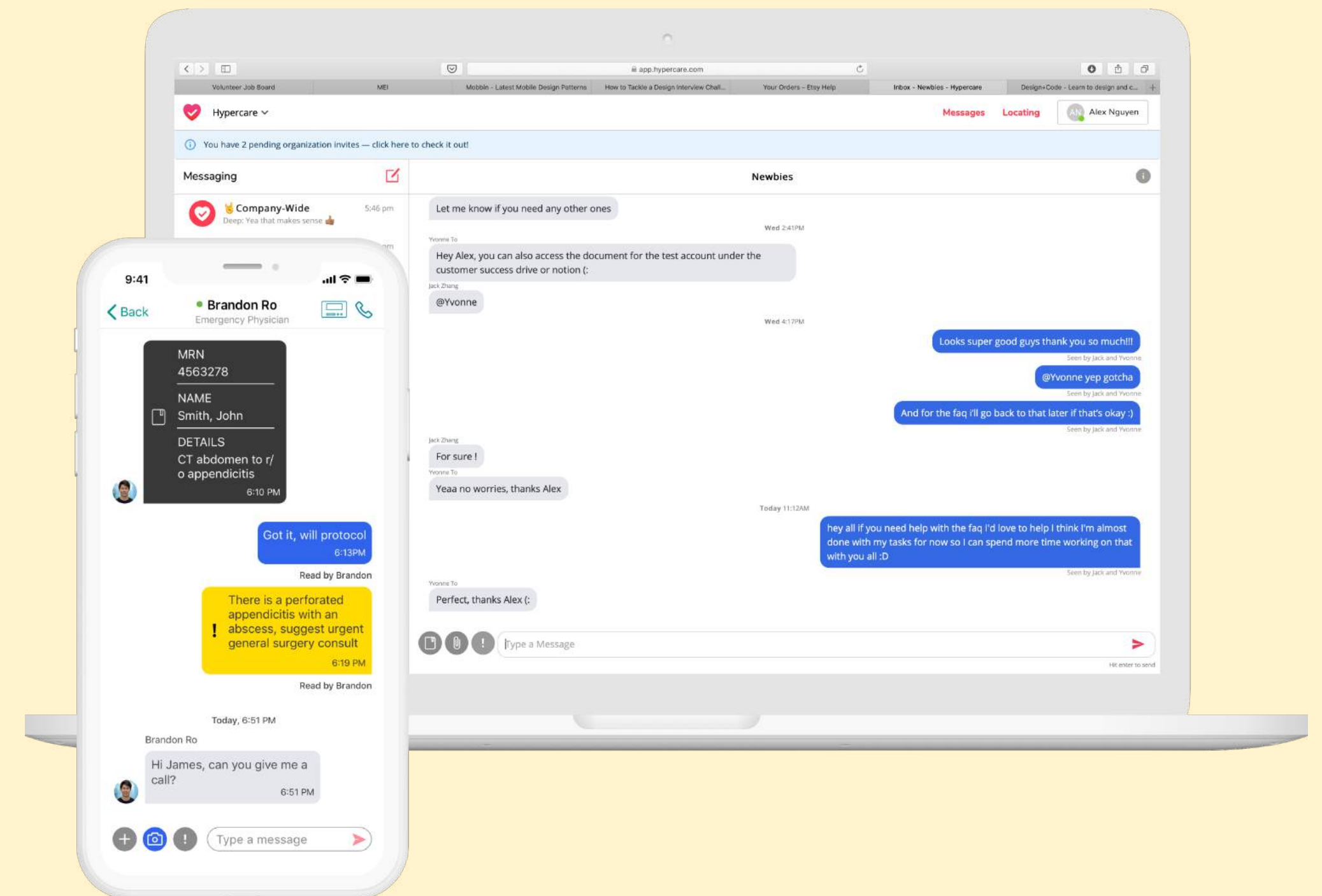
We work hard, because it's needed, and with precise focus on the most important items.

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.

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

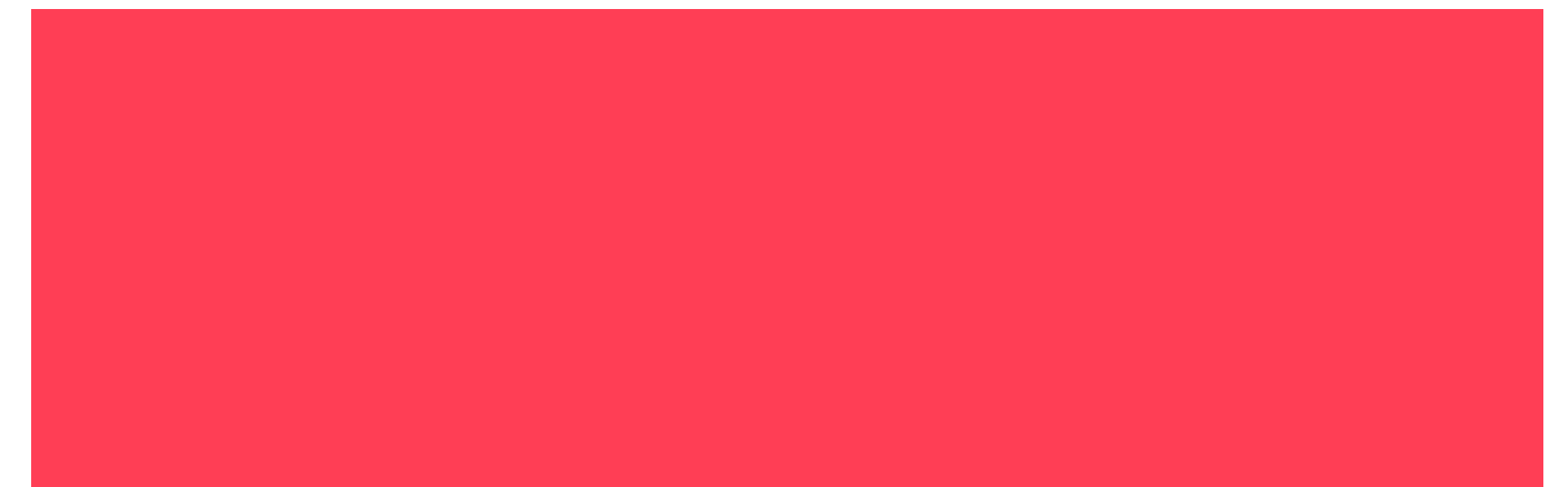
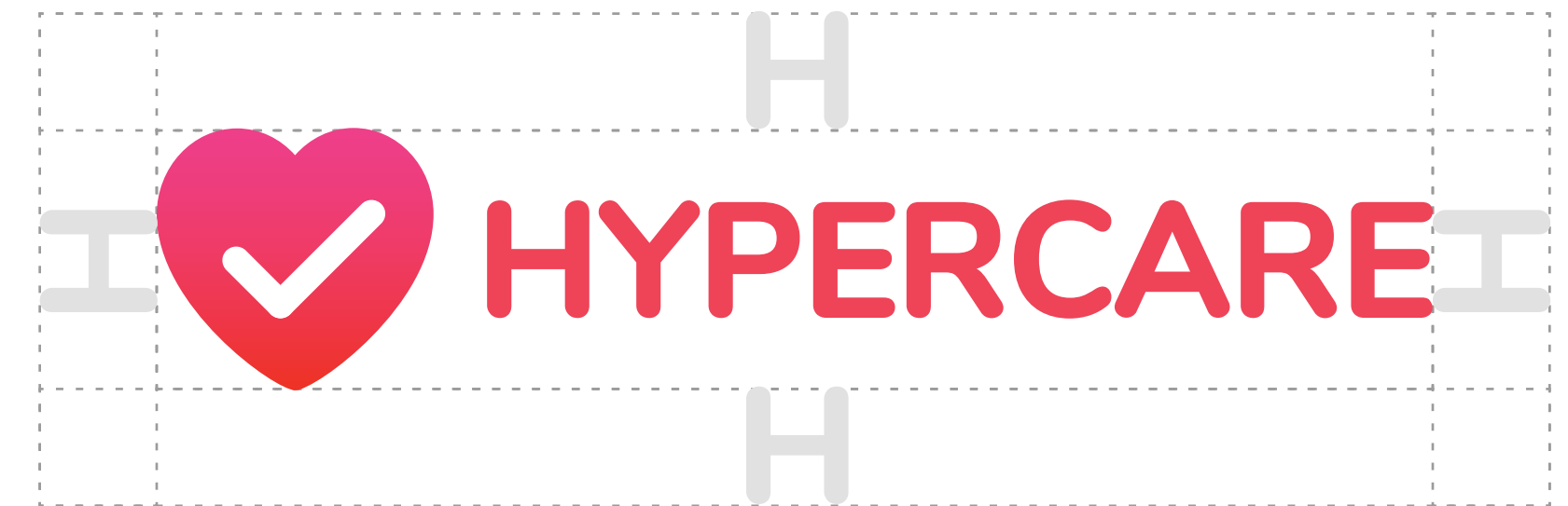


PROFILE PICTURE



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



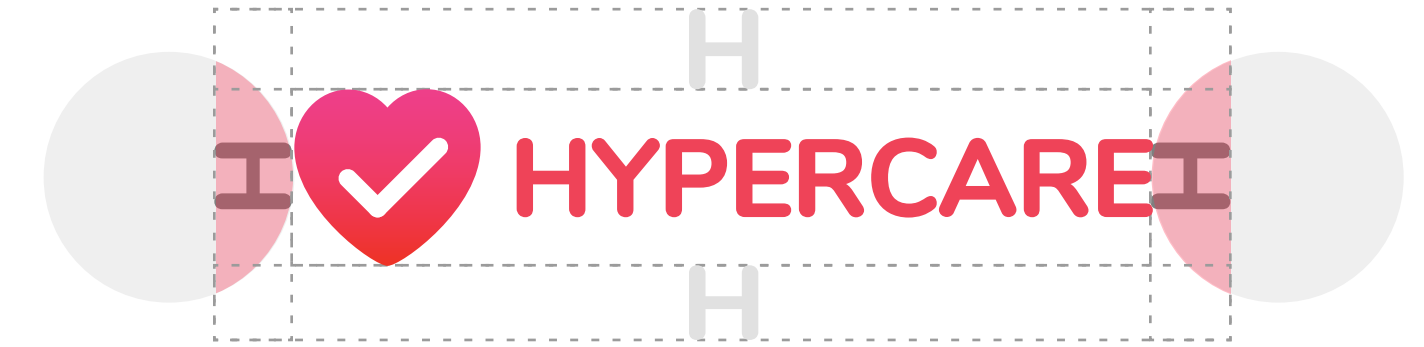
Do not stretch or alter the logo in any way



Do not put effects such as shadows on the logo



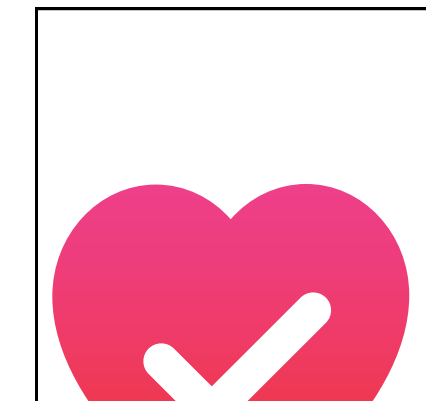
Do not put objects in the safety zone of the logo



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 us 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

<div>TEAL</div> <div>HEX 00859A7</div> <div>RGB 0 133 154</div>	<div>BLACK</div> <div>HEX 2B2B2B</div> <div>RGB 43 43 43</div>	<div>LIGHT GREY</div> <div>HEX F2F2F2</div> <div>RGB 242 242 242</div>
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ACCENT

<div>WARM GREY</div> <div>HEX 9B9B9B</div> <div>RGB 255 62 85</div>	<div>GREYISH-BROWN</div> <div>HEX 4A4A4A</div> <div>RGB 255 62 85</div>	<div>WATERMELON</div> <div>HEX FF3E55</div> <div>RGB 255 62 85</div>	<div>YELLOW</div> <div>HEX FFC705</div> <div>RGB 255 199 5</div>	<div>LIME GREEN</div> <div>HEX 81D135</div> <div>RGB 129 209 53</div>
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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.

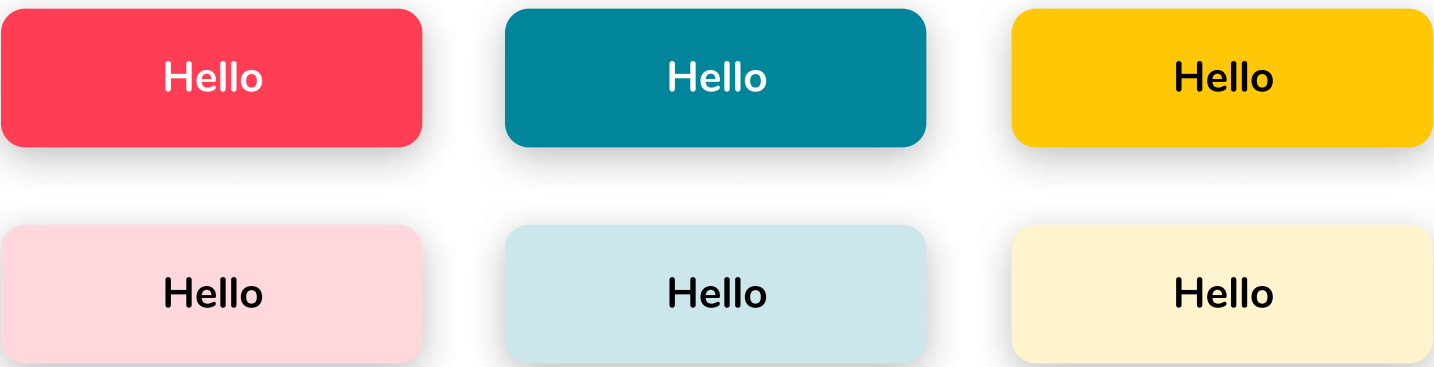
ACCESSIBLE PAIRINGS

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.

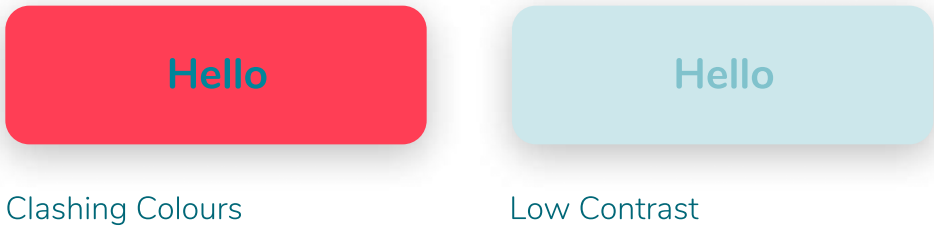
TINT AND SHADES

Dark	Core	50% Opacity	20% Opacity
#006777	#00859A	#80C2CC	#CCE7EB
#D7293E	#FF3E55	#80C2CC	#FFD8DD
#ECAD0B	#FFC705	#FFE382	#FFF4CD

ACCESSIBLE PAIRING EXAMPLES



AVOID



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

NUNITO SANS

Extra Light
Light
Regular
Semibold
Bold
Extra Bold
Black

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

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s

t u v w x y z 0 1 2 3 4 5 6 7 8 9

Light

Regular

Semibold

Bold

Extra Bold

TYPE SPECIMEN - DESKTOP

H1
Nunito Bold, 40
Can be set in sentence or all caps

H2
Nunito 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!

TYPE SPECIMEN - MOBILE

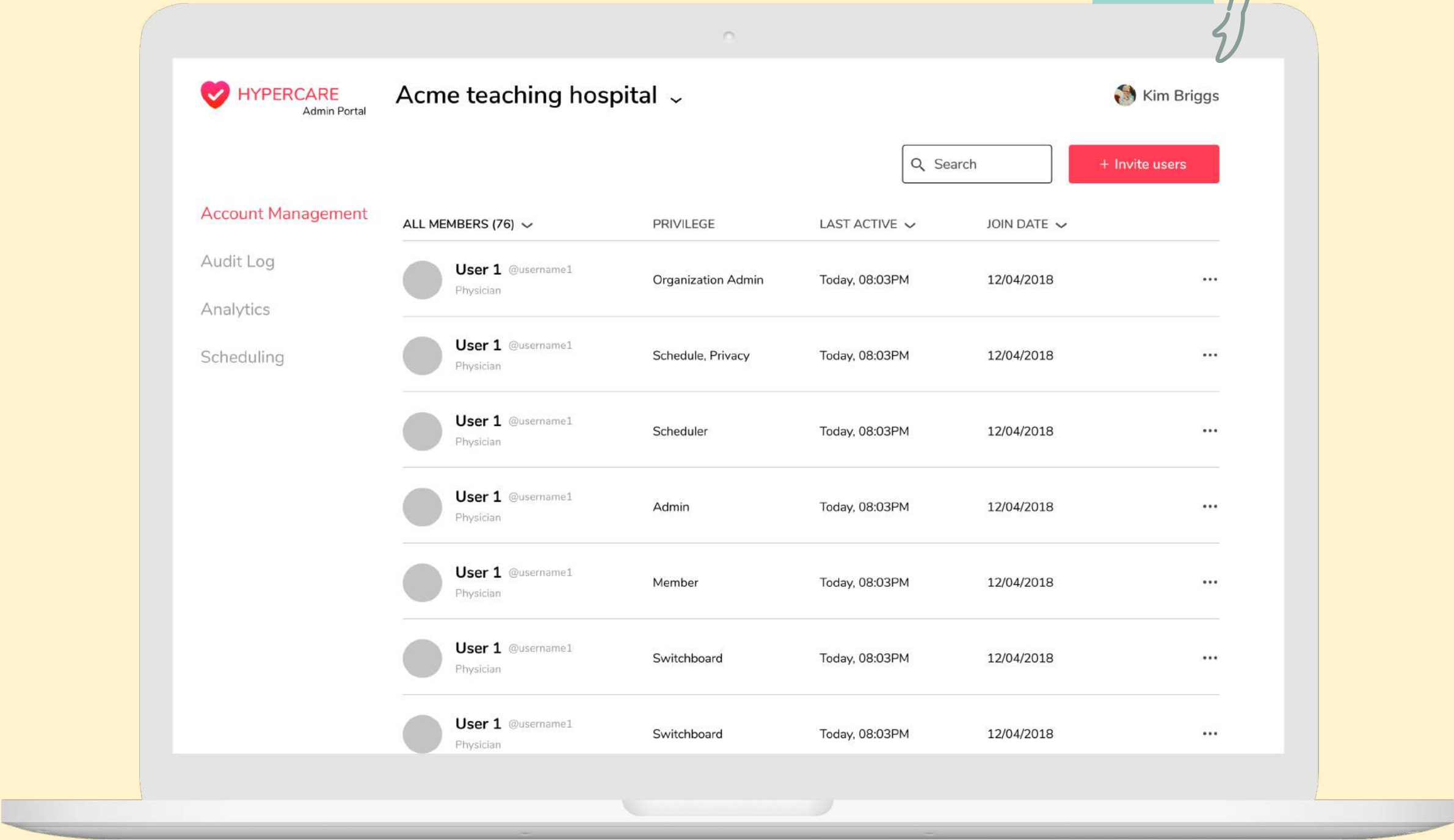
<div><div>H1</div><div>Nunito Bold, 28</div></div>	<div>WELCOME TO HYPERCARE</div>	<div><div>Body</div><div>Open Sans Regular, 16</div></div>	<div><div>Hi Team! Heard great things about patient MRN 189720 in ICU yesterday!</div><div>12:20PM</div></div>
<div><div>H1 Alt</div><div>Nunito Sans Bold, 28</div></div>	<div>Input your Number</div>	<div><div>Chat Sub</div><div>Open Sans Regular, 12</div></div>	
<div><div>H2</div><div>Nunito Sans Bold, 21</div></div>	<div>Chats</div>	<div><div>CTA</div><div>Nunito Bold, 16</div><div>(Buttons are set in Title Case)</div></div>	<div>Create Task</div>
<div><div>Subhead</div><div>Nunito SemiBold, 16</div></div>	<div>CONTACTS TEAMS</div>	<div><div>Notification</div><div>Open Sans Semibold, 14,16</div></div>	<div><div></div><div>Company-Wide</div><div>Albert: Appreciate the kind wor...</div></div>
<div><div>Body</div><div>Open Sans Regular, 16</div></div>	<div>Discover who is on call and compliantly communicate with your colleagues. Spend less time returning calls, more time on your patients.</div>		
<div><div>Sub Text</div><div>Open Sans Regular, 14</div></div>	<div>Alex, Albert, Yvonne, Umar, +5</div>		
<div><div>Nav</div><div>Nunito SemiBold, 12</div></div>	<div>Chats Tasks Contacts Locating</div>		

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

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".




TYPE & COLOUR

WATERMELON

HEX FF3E55

RGB 255 62 85

Questions? Book a time to speak to a product specialist

- Chat
- Tasks
- Locating
- Contacts
- Settings






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

GREYISH-BROWN

HEX 4A4A4A

RGB 255 62 85

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

- Chat
- Tasks
- Locating
- Contacts
- Settings

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.

BLACK

HEX 2B2B2B

RGB 43 43 43

No more pagers.
no more phone tag.
Why do people love hypercare?

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

WARM GREY

HEX 9B9B9B

RGB 255 62 85



Design Design Design

Pinapple: Hi

Yesterday

TYPE & COLOUR

WHITE
HEX FFFFFFFF
RGB 255 255 255

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.

TEAL
HEX 00859A7
RGB 0 133 154

 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.

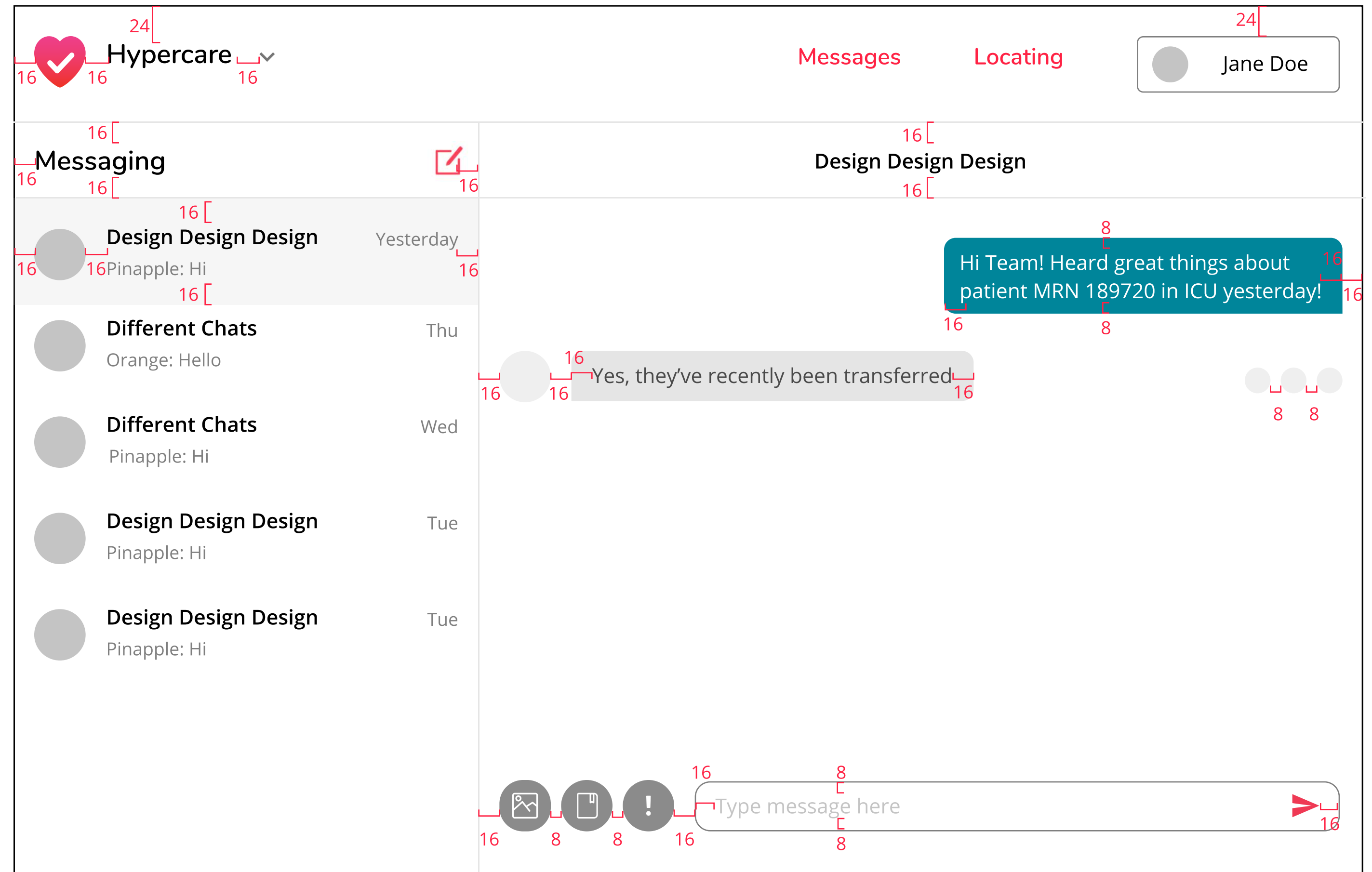
SPACING

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.

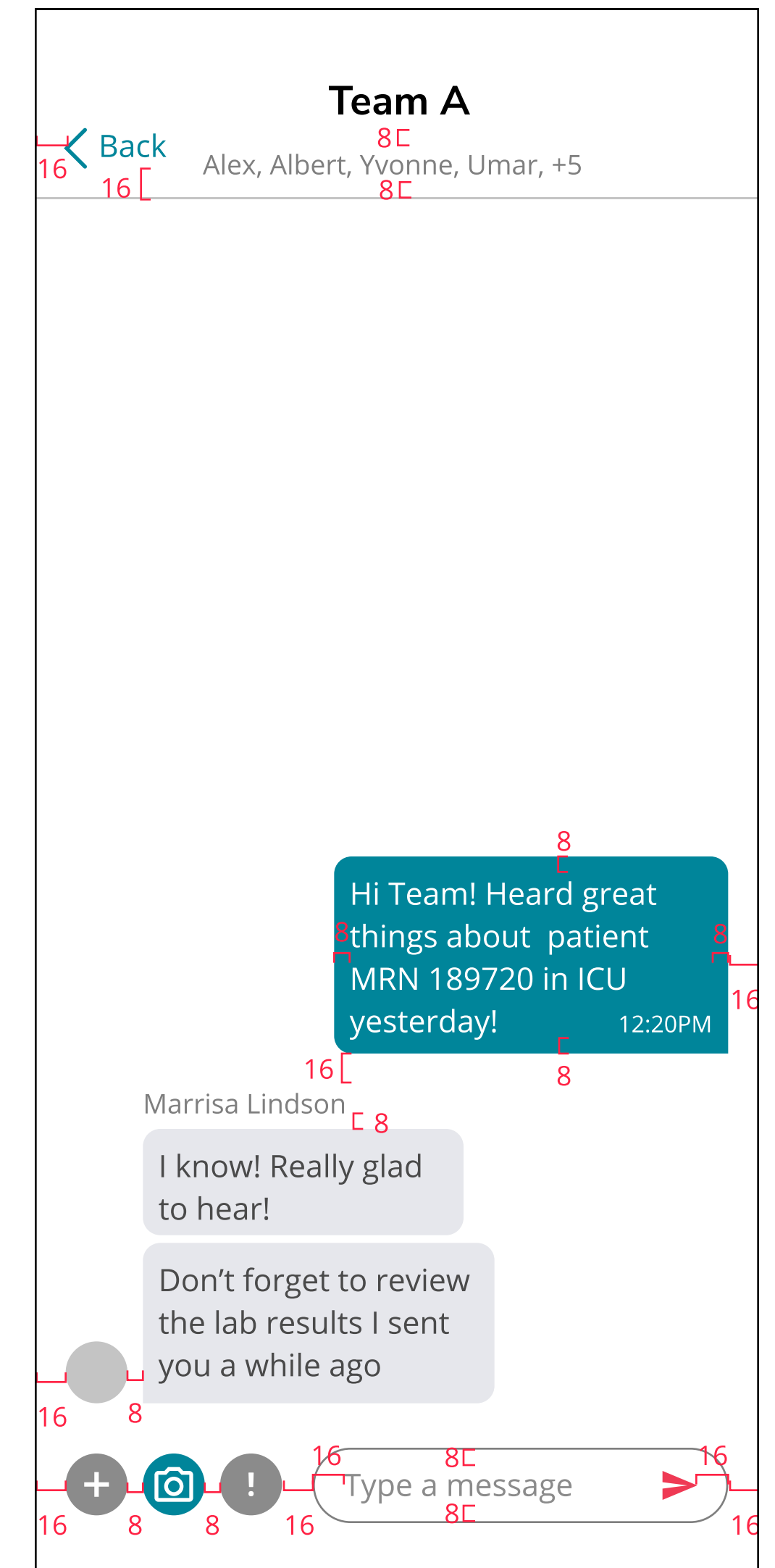
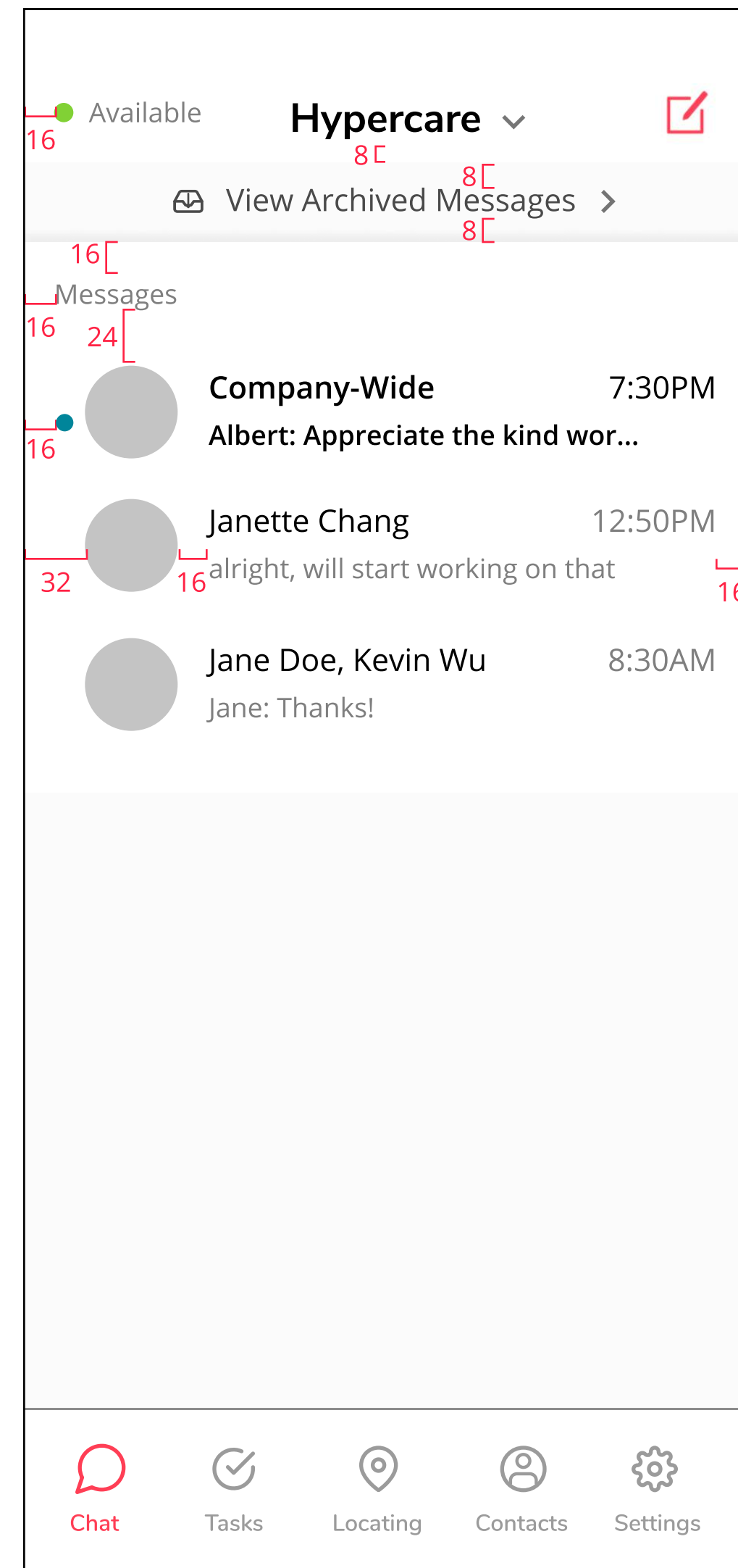
Spaces between icons are 8px.



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.



ILLUSTRATIONS

COLOUR

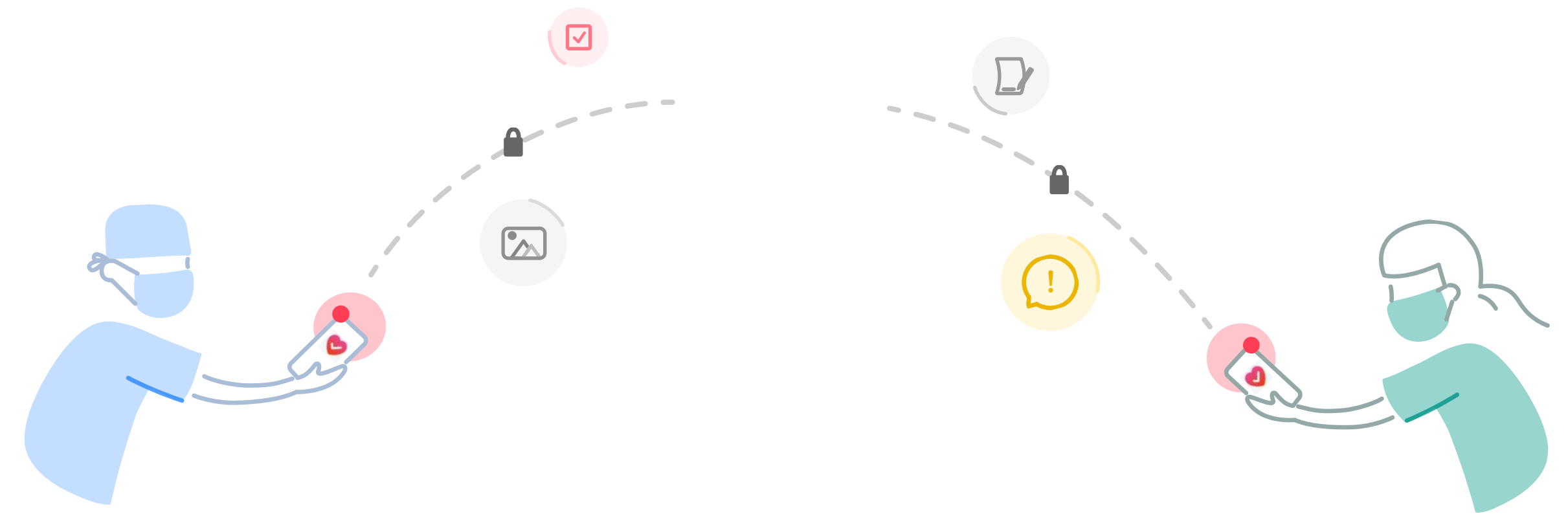
Within illustrations, brand guideline colours should be implemented and used the majority of the time. However, illustrations can deviate from this palette when reflecting the colours of objects in the real world. In this case, a pastel palette should be used. Strokes are coloured according to the scrubs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

CONTENT

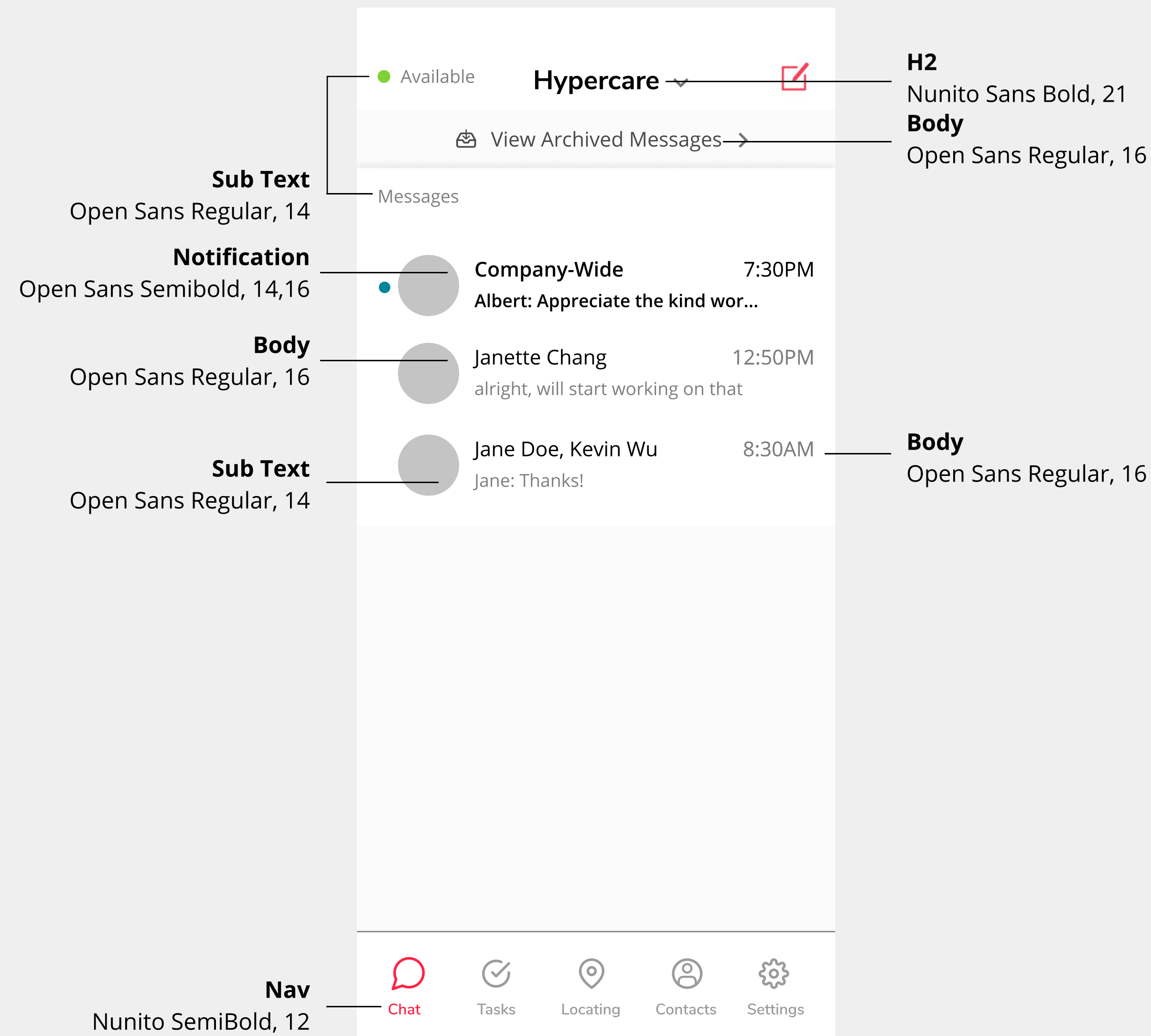
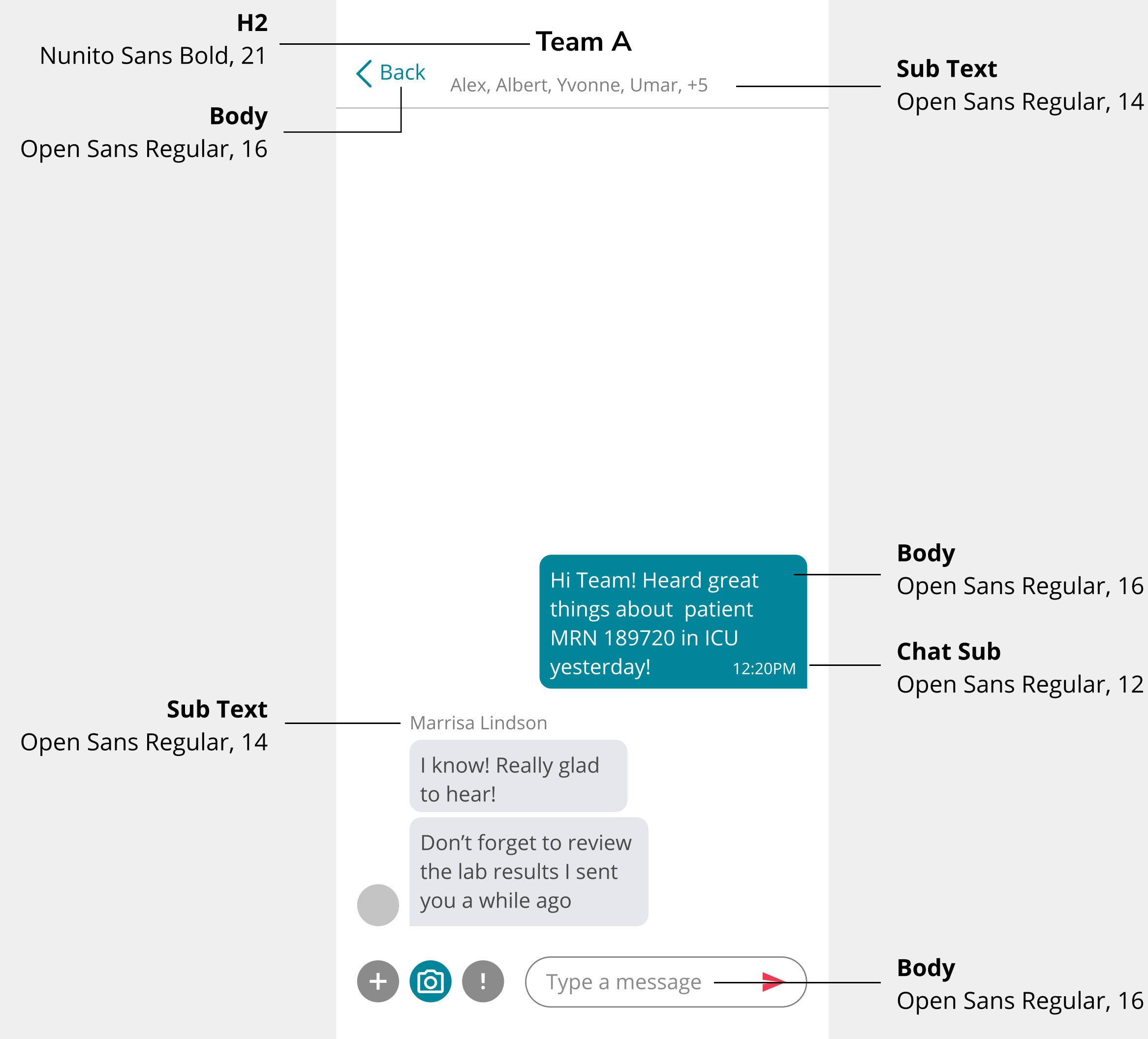
Illustrations should be intentional and add context to the situation they are placed. They should always serve a purpose, and are never there just for “decoration.” Mouths are displayed but faces are kept vague.

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.



COMPONENTS



THE NEED FOR HYPERCARE

PROBLEM

01 Providers are frustrated with the status quo (most often pagers and switchboards) and resort to non-compliant communication with their colleagues about critical patient information. This often defaults to instant messaging, which is hugely problematic as it puts them liable to millions of dollars in fines and potential patient data breaches. With the convoluted process, patients experience uncoordinated and inefficient care. Healthcare systems spend hundreds of thousands of dollars maintaining this poorly functioning system. Hypercare eliminates all these frustrations and complications by providing a complete solution that has immediate value for organization management, providers, and patients.

02 Clinicians are burning out at epidemic proportions. A major contributing factor to this is the increasing demand on their time that does not directly contribute to patient care. Administrative tasks are taking up larger and larger portions of their day, and many providers must use their own time to help navigate their patients through a fragmented system instead of providing direct patient care. Endless games of phone tag, missed faxes, missed and crossed connections when trying to reach a certain colleague leads to incredible frustration and worsening job dissatisfaction. Our platform would remove many of these inefficiencies and improve the connectedness of providers. From our current users, we have already seen an immediate impact on care coordination for the most vulnerable and challenging patients that our healthcare system has classically struggled to serve, including patients with housing insecurity, poverty, substance use disorders and mental health issues.

TYPEFACE

SF PRO DISPLAY

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v

w x y z 0 1 2 3 4 5 6 7 8 9

Ultralight

Thin

Light

Regular

Semibold

Bold

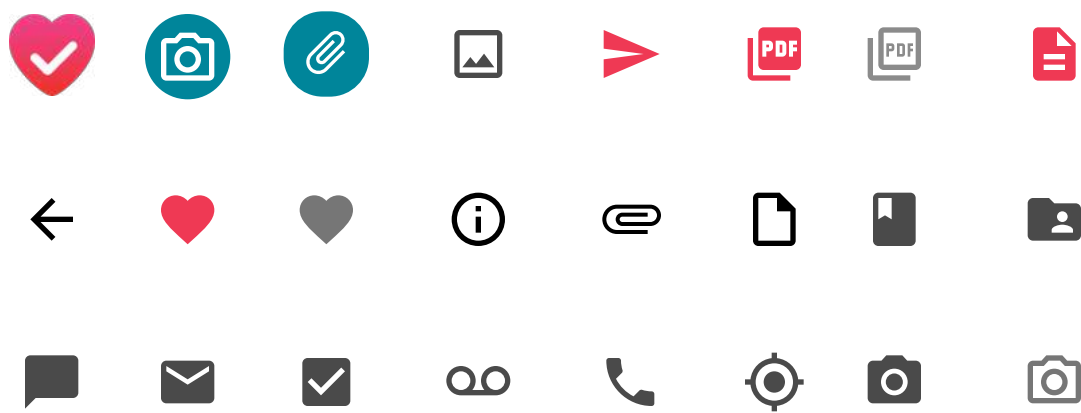
Heavy

Black

ICONOGRAPHY

Currently we are using Material Design as our base library of icons. We are also using some feather icons. It is generally good practice to stick to one type of icon library so that everything stays consistent in terms of stroke and style.

CURRENT



Google Material Design

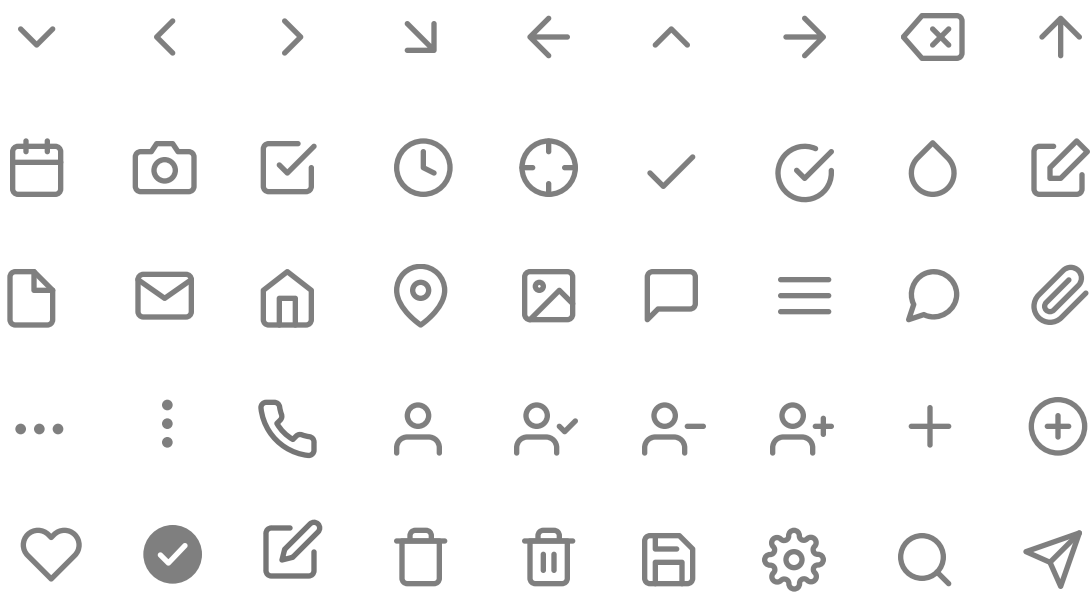


Feather Icons

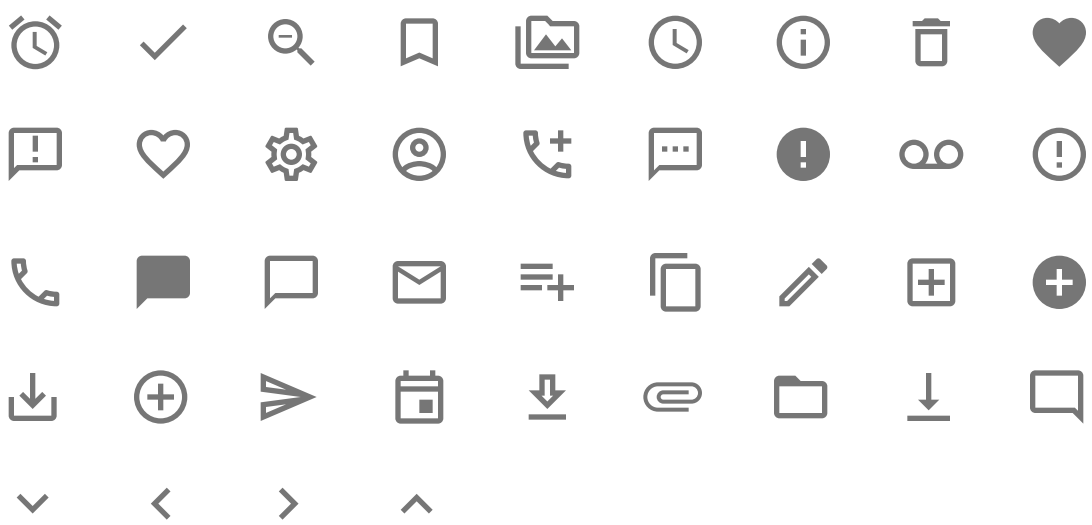


Google Material design tends to have sharper edges than Feather icons which are rounded.

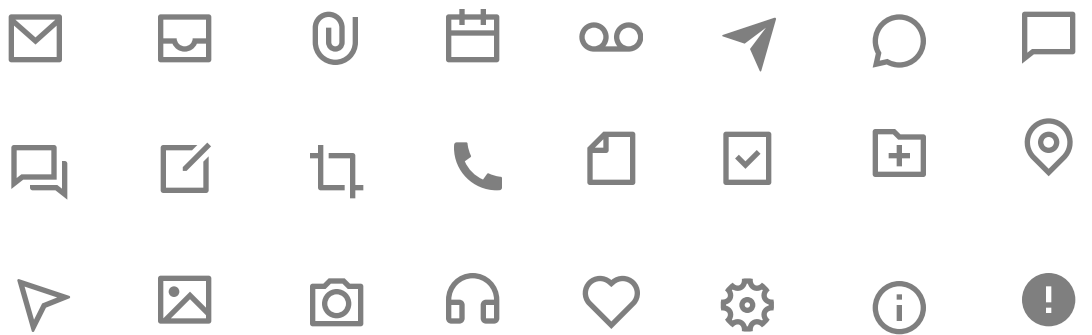
Feather Icons



Google Material Design



Remix Icon



OUR CULTURE

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CUSTOMER OBSESSION

Healthcare is driven by largely incumbents that care little about the users and their customers given the entrenched nature of healthcare. Innovating to ensure our customers and our users are happy will ensure we create an ever-lasting innovative company. This means experimenting, accepting failures that can happen, and continue to be innovative and seek insights. Customer delight, rare as it is, is something to cherish as this will result in continuously positive feedback (referrals to other users, other customers) which in healthcare continue to be a large driver given the small tight-knit community. Deeply understand our customers, their workflow, and what they struggle with to help come up with innovative means of improving their lives. Do not underestimate the power of pleasing the customer.

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. However, in the early growth phase, a small team cannot spend time policing each other so that the job is being done on time and being done well. When we promise to do something, we are held to our words.

BRAND VALUES

TRUST

TRUST

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

DELIGHT

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

PHOTOGRAPHY

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

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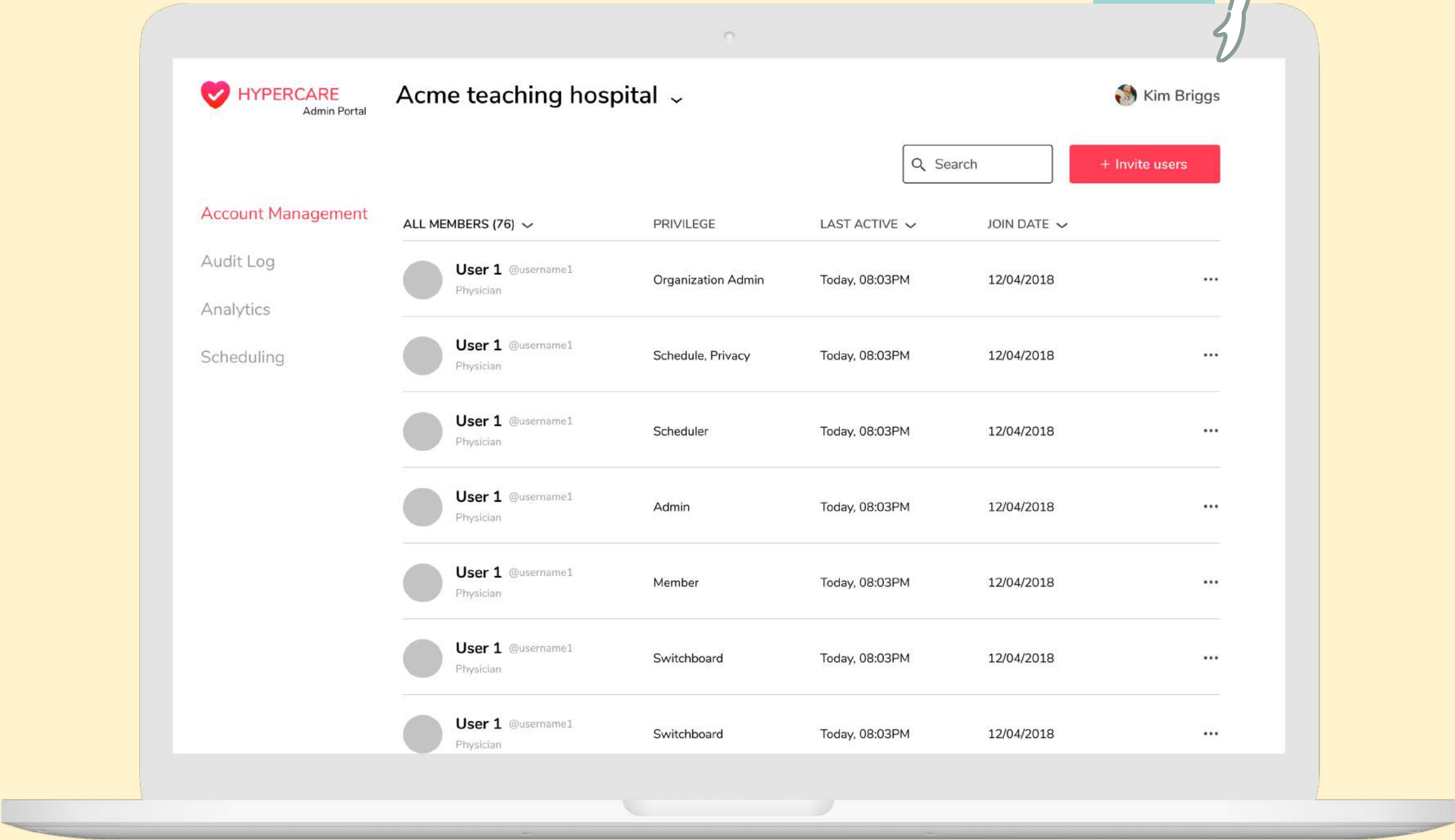
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VOICE & TONE

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



VOICE & TONE

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

