

GET

CURE.

BRAND TOOLKIT

About this document

The objective of this material is to present the positioning, values, and basic characteristics of CURE. If you have specific doubts about the brand, want an interview, or ask questions about different company topics, don't hesitate to get in touch with us at **marketing@getcure.app**.

Our vision.

Our vision

**To be people's easiest access
to healthcare services
without leaving their homes.**

Our mission.

Our mission

We're on a mission to connect the healthcare industry and put people in the front seat of their health and self care – providing integrated access and trustworthy information.

**One app,
all things health.**

One app, all things health.

Our slogan sums up our vision and mission of becoming the easiest way to access healthcare services. In one single app, people can find doctors, health coaching, and medicines. A place to find health. That's what we want to be and to highlight as a company. We want our customers to be healthy (social, mental, and physically).

Our values.

FOCUS ON IMPACT

Focus on Impact.

Everything we do, we **do with a purpose.** Or intention. Or both. It's **all about your impact** on the business and the people. We will not stop until we achieve **our goal.**

MOVE FAST. DISRUPT

Move fast. Disrupt.

Rules are rules. But here is rule #1:
If things change, we do not hesitate
to **change the rules**.

WE DO THIS FOR THE PEOPLE

We do this for the people.

Our actions follow a super simple
overall goal: **improve healthcare for
all people.**

BEST IDEAS WIN

Best ideas win.

Be humble. Leave your ego at the door. You and all of us win.

Brand Positioning.

- 1. SIMPLE**
- 2. CLOSE**
- 3. UNPRETENTIOUS**
- 4. RESPONSIBLE**
- 5. LIGHT WEIGHTED**

WE ARE SIMPLE.

We got rid of what is unnecessary and remained with **what makes the experience outstanding.**

We're straightforward in all possible touch points. Didactic when we present product's cost-benefits and features; Objective in communication; And direct in the relationship to user.

WE ARE CLOSE.

We believe in proximity and warm conversations. We want users and partners to see that **people are behind the technology.**

Also, we are literally going to people's doorsteps with their orders.

WE ARE UNPRETENTIOUS.

We are proud of a brand that people **can really relate to**. We prefer to be down to earth and to get inspired by real stories.

We believe there are endless ways of enjoying life.

WE ARE RESPONSIBLE.

We **care about our relations** with all stakeholders and are part of the conversations of how fair the market can be.

WE ARE LIGHT WEIGHTED.

We have a **light sense of humour**, that kind
that makes you smile in the corner of the
mouth.

Logo and icon.



Logo



Logo and the
circle of life



Logo + background

CURE's logo needs to be seen. It doesn't matter the background. Match the proper logo on it so that people can identify our name.

GET **CURE.**

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Logo variations

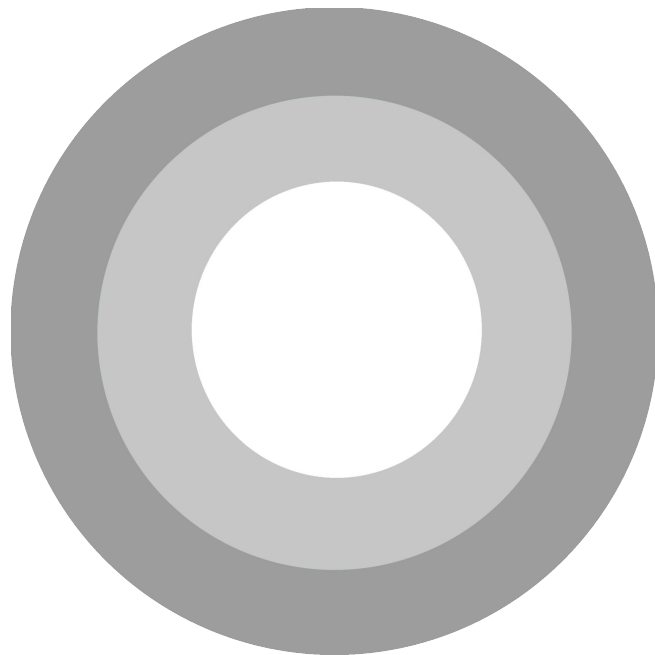
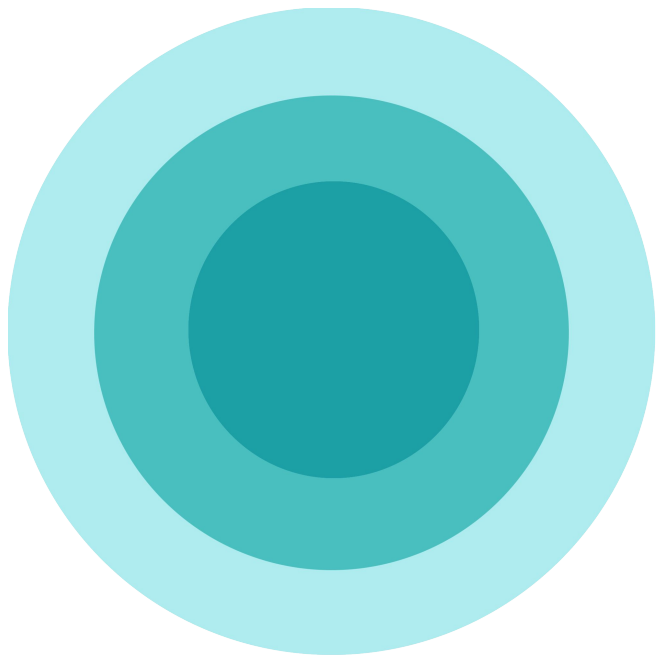
The name has only two colors: white and dark blue. But the Circle of life and the word “GET” can change colors to match the best presence in online and offline assets.

GET CURE.

GET CURE.

GET CURE.

Circle of Life

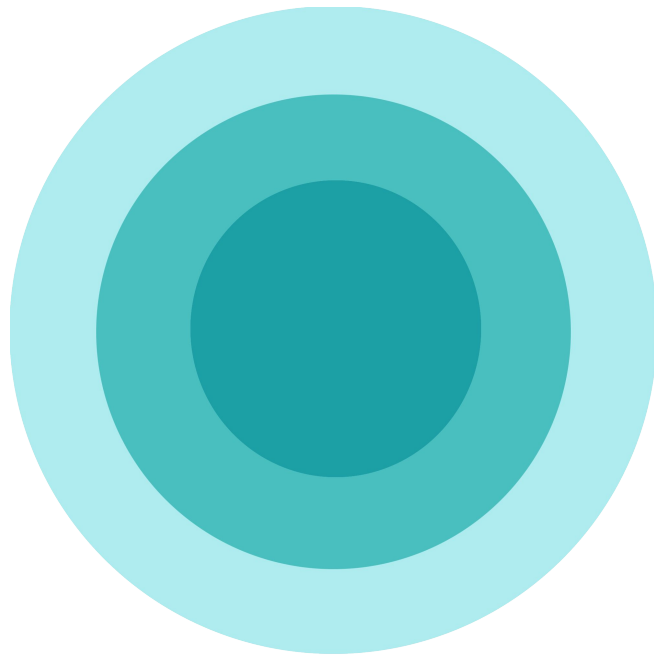


Circle of Life

The Circle of Life, as a philosophical concept, means that we start at the end and end at the beginning. No matter how big or small the ring is, it ends similarly for everyone. That's how life is.

CURE's brand approach to the circle of life means our 360 degrees approach to healthcare, from the very basics of medicine delivery to direct touch with doctors, health coaches, and professionals that can help our customers be healthy.

That's why the circle is so present in our communication.





Primary Colors.



Pantone

2182 C

CMYK

95 62 46 30

RGB

23 74 93

HTML

174A5D

Pantone

2237 C

CMYK

89 30 39 3

RGB

8 135 147

HTML

088793

CMYK

78 17 36 1

RGB

28 159 165

HTML

1C9fA5

CMYK

64 1 29 0

RGB

73 191 191

HTML

49BFBF

CMYK

28 0 9 0

RGB

175 236 239

HTML

AFECEF

Secondary Colors.



CMYK

70 21 49 2

RGB

79 155 143

HTML

4f9b8f

CMYK

70 21 49 2

RGB

98 153 142

HTML

62998e

Pantone

563 C

CMYK

61 5 31 0

RGB

106 188 182

HTML

6ABCb6

Pantone

566 C

CMYK

28 2 12 0

RGB

185 221 221

HTML

B9DDDD

CMYK

41 33 34 1

RGB

157 157 157

HTML

9D9D9D

CMYK

22 17 18 0

RGB

198 198 198

HTML

C6C6C6

CMYK

0 0 0 0

RGB

255 255 255

HTML

FFFFFF

Tertiary Colors.



CMYK

1 31 41 0

RGB

242 185 149

HTML

F2B995

CMYK

2 93 98 0

RGB

226 32 48

HTML

E22030

CMYK

0 49 100 0

RGB

255 150 001

HTML

FF9601

CMYK

0 24 97 0

RGB

255 200 000

HTML

FFC800

**That's all
folks.**

**One app,
all things health.**

**GET
CURE.**