

herMaid

Equity through health — a whole-body health system for women in midlife.

INDUSTRY: FemTech / Health YEAR: 2024 – 2026 MARKET: DACH

Mission/Vision.

MISSION / VISION

When hormones connect everything – why does medicine treat them in silos?

MISSION

hermaid builds the infrastructure for personalized health during women's midlife. We start with perimenopause – the largest unmet care need within the Window of Health Opportunity: the phase where preventive measures have the greatest long-term impact on health.

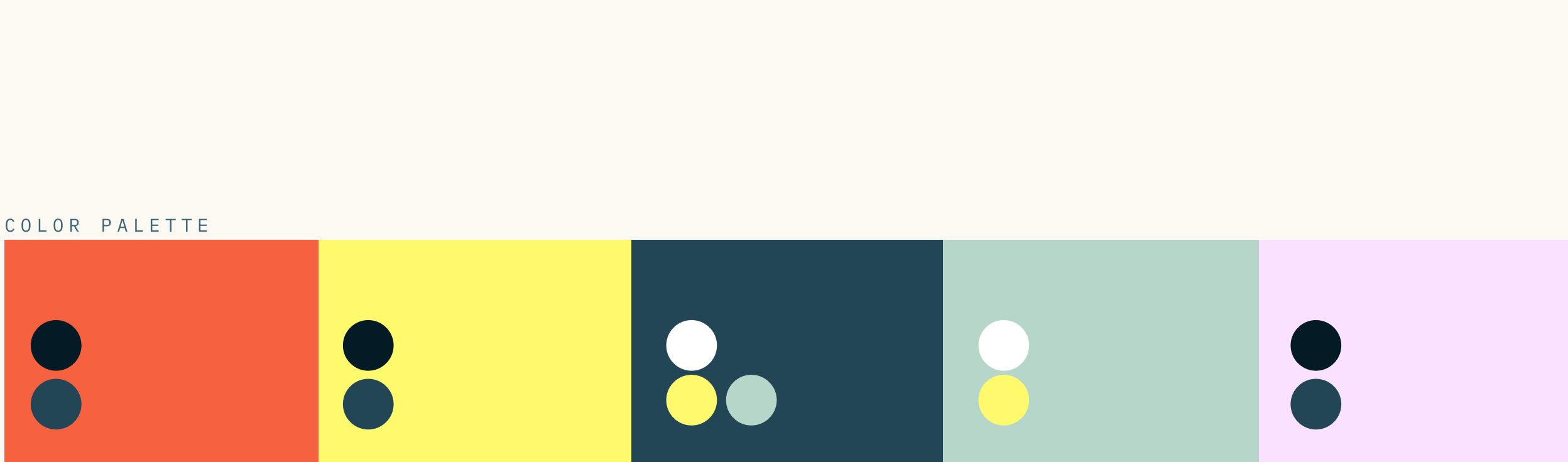
VISION

We envision a healthcare system where hormones are no longer treated in isolation, but as what they truly are: the body's connecting system. A care model that supports women through every phase of life – starting where medicine fails the most today: in midlife.

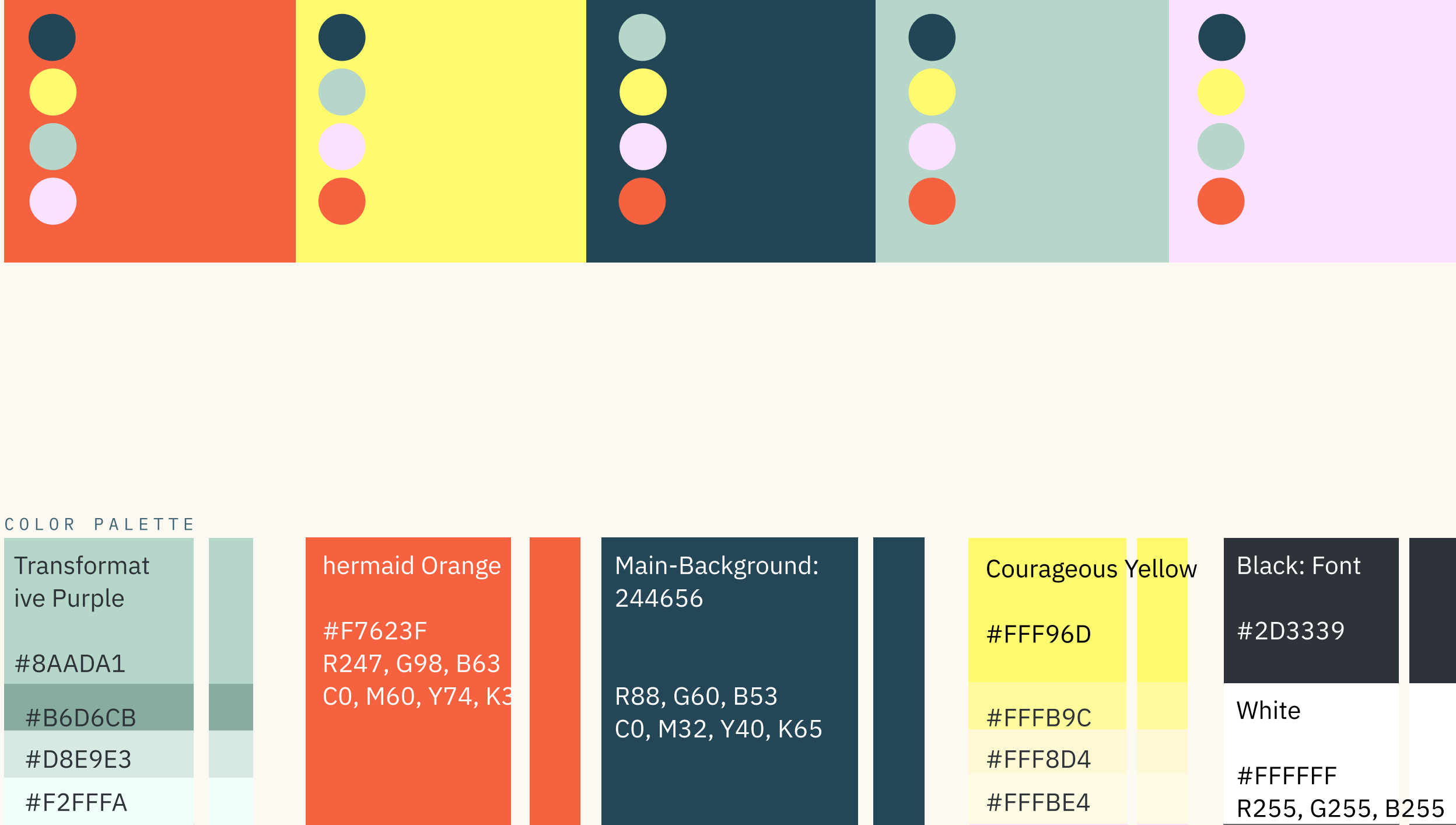
02 / VISUAL IDENTITY

Visual Identity.

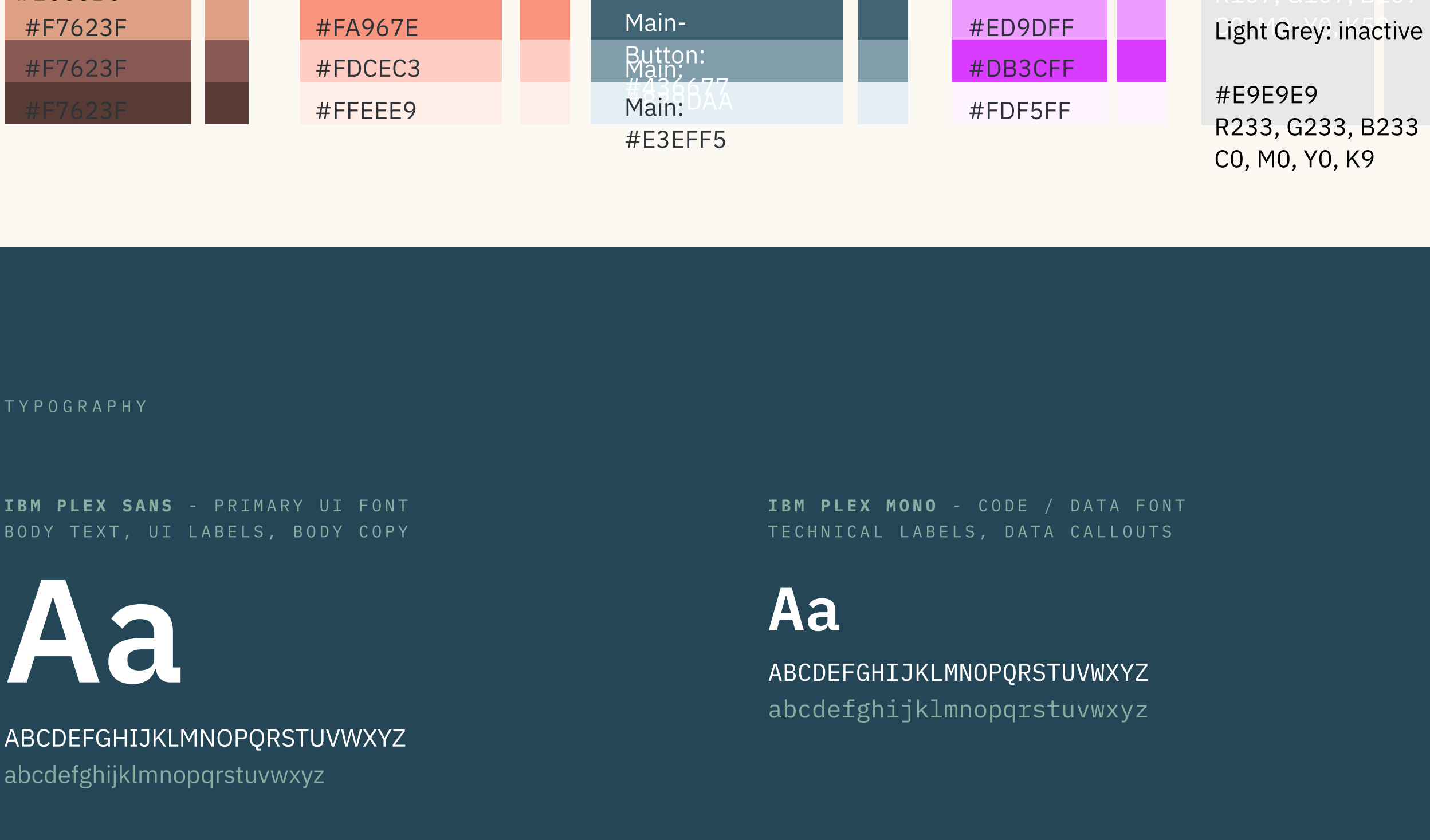
LOGO AND TONE



COLOR PALETTE



COLOR PALETTE



TYPOGRAPHY

IBM PLEX SANS - PRIMARY UI FONT
BODY TEXT, UI LABELS, BODY COPY

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IBM PLEX MONO - CODE / DATA FONT
TECHNICAL LABELS, DATA CALLOUTS

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IBM PLEX SERIF - HEADLINE / BRAND SERIF
DISPLAY HEADINGS, EDITORIAL TITLES

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

INTER - SYSTEM / FALLBACK
BUTTONS, META TEXT, CAPTIONS

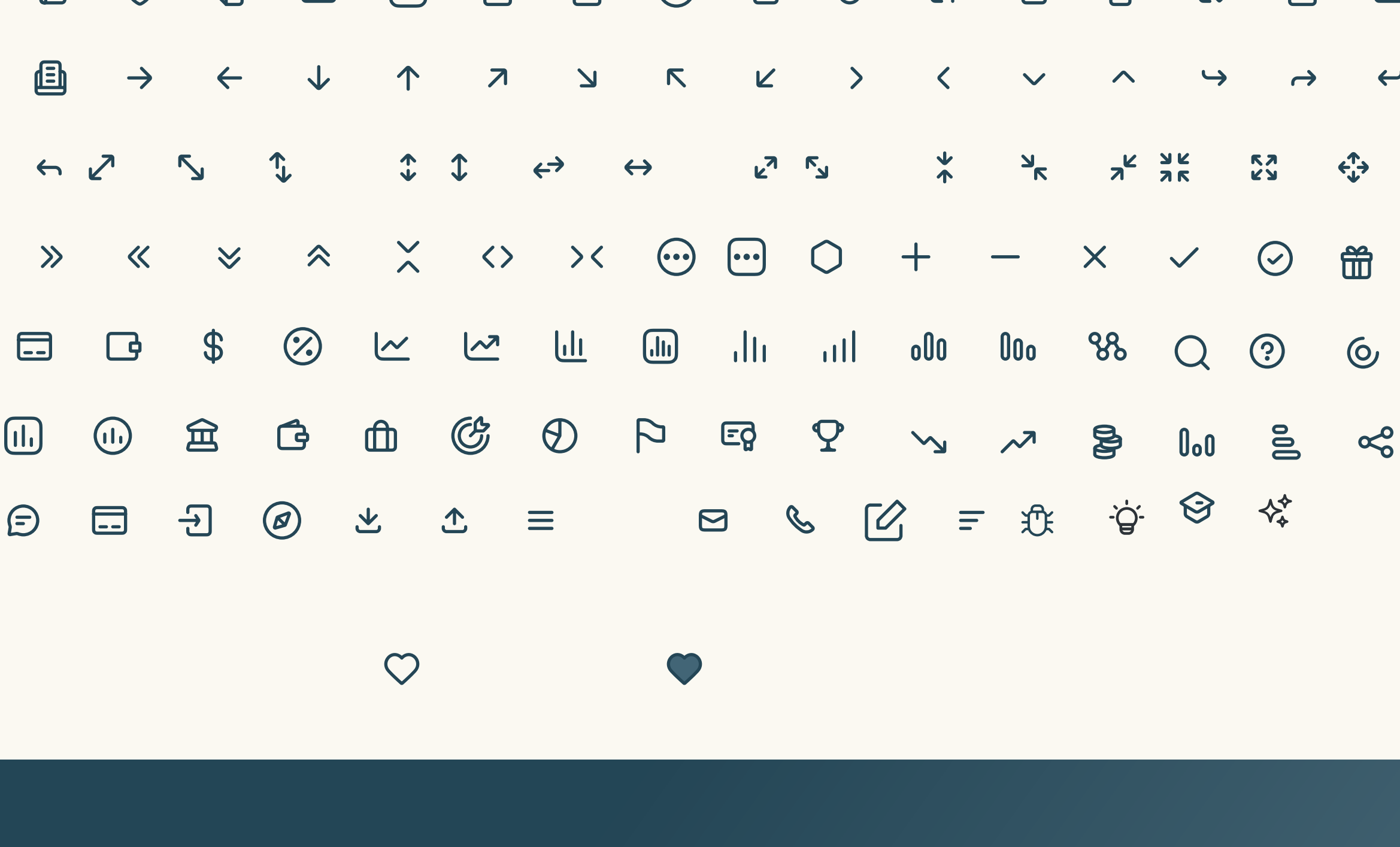
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TYPE SCALE

Style	Size	Weight	Usage
Display	34pt	Bold	Slide hero titles
H1	24pt	Bold	Section headings
H2	21pt	Bold	Slide sub-headers
H3	16pt	Bold	Card titles, callouts
Body	12–14pt	Regular	Body text, paragraphs
Caption	9–11pt	Regular	Labels, footnotes
Micro	6–8pt	Regular	Chart annotations

SPACING & LAYOUT

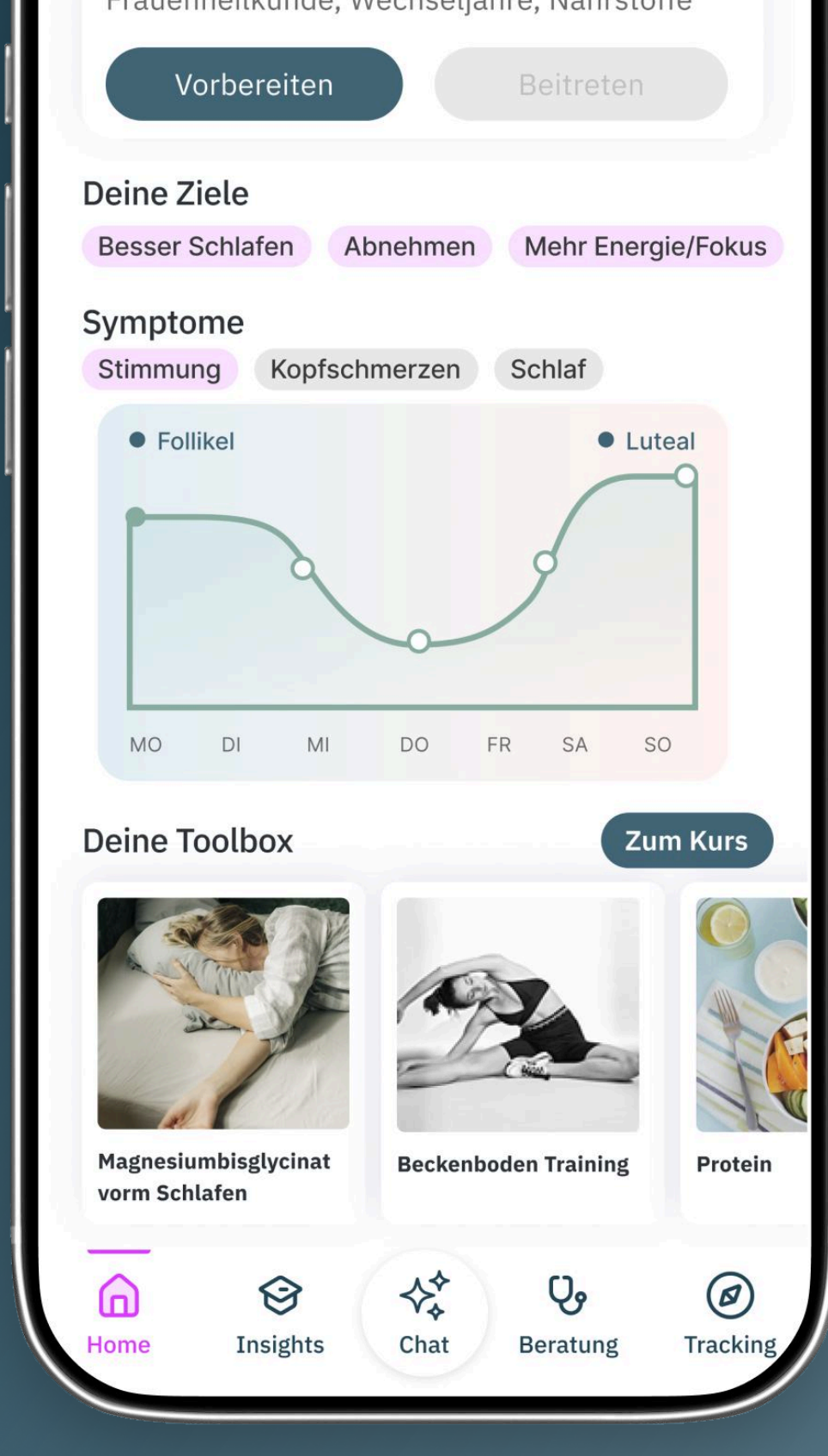
Slide Format	16:9 - 10 x 5.62 inches (960 x 540pt equivalent)
Content Margin	0.245 in left · 0.245 in right (+ 24px)
Top Margin	0.18 in · logo + label at top-right corner
Section Label	Category tag (e.g. "Executive Summary") — centered, 8pt, Coral #F7623F
Slide Title Zone	y: 0.5–0.9 in · full width centered, 24–34pt Bold
Content Zone	y: 1.0–5.4 in · two-column: left 2.7in, right 3.4in
Column Gutter	~0.2 in between columns
Card Padding	16px inner padding · 8px border-radius
Logo Position	Top-right: x 9.2 in, y 0.18 in · 0.42 in wide
Base Grid	Bot grid system · spacing multiples: 8, 16, 24, 32, 48



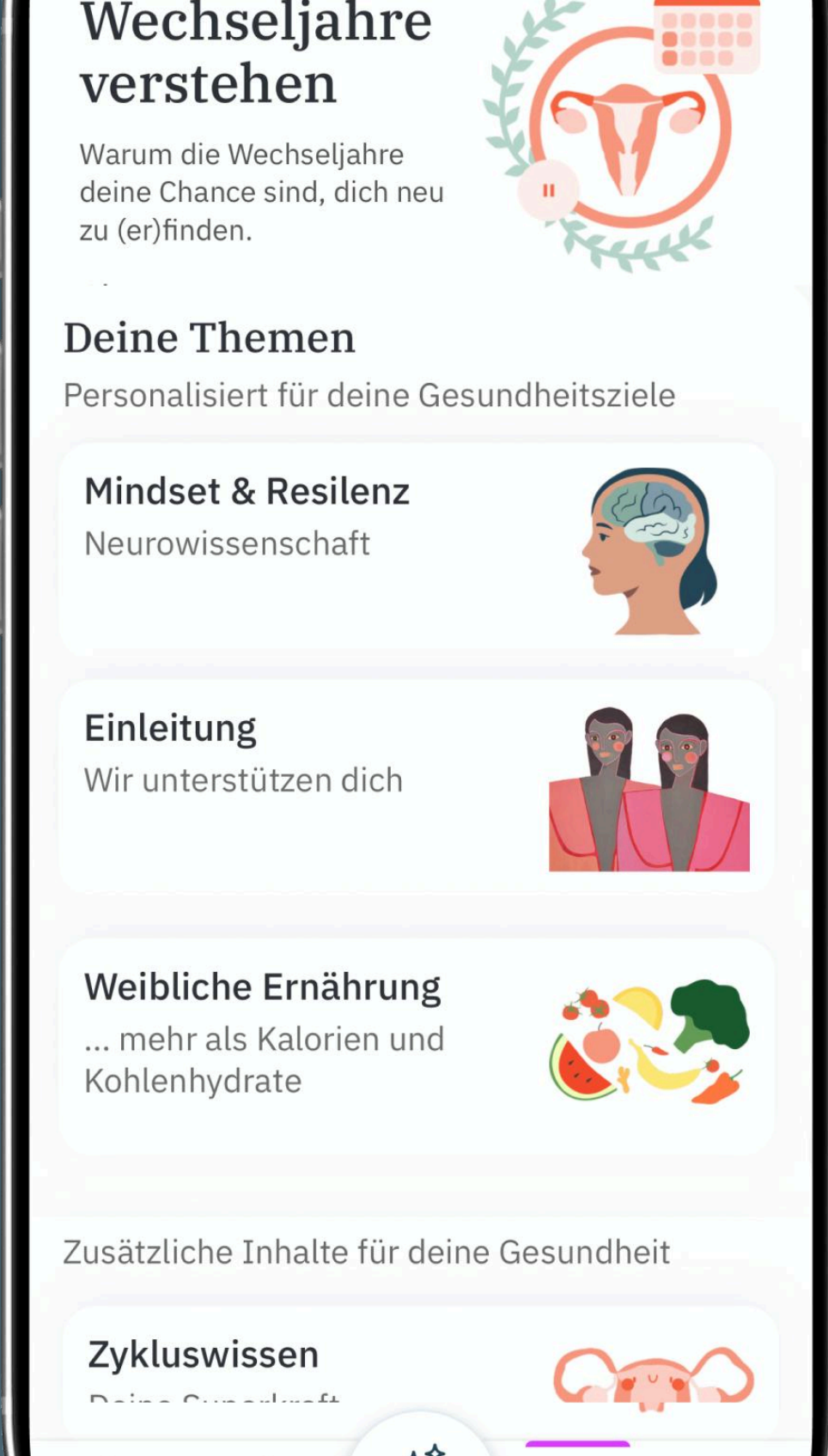
03 / USER JOURNEY

The App in Action.

From daily symptom tracking to scheduling appointments with specialists: hermaid supports every woman on her journey.



HOME - TRACKING & OVERVIEW



COURSES - ACCESS TO COURSES



PHOTOGRAPHY & IMAGE STYLE

The brand around the world.

Subject	Women aged 40–60, diverse backgrounds, confident and active — not medicalized or clinical
Tone	Warm, natural light · soft focus backgrounds · authentic, non-stock feel
Color grading	Warm tones (peach/sand), desaturated slightly, never cold blue filters
Framing	Close crops on face/detail (skin, hands, body), or lifestyle context shots
App UI	iPhone mockup (dark frame) · lavender/blush in-app backgrounds · rounded card UI
Category tiles	Rounded rectangle photos with dark overlay + white label (12pt, left bottom)
Aspect Ratios	Category tiles: ~1:1 · Hero images: 16:9 or 4:3 · App mockups: portrait 9:19.5
Avoid	Stock imagery clichés · cold clinical settings · overly posed or retouched shots

BRAND VOICE

hermaid brand voice.

Mission	"Equity through health" — empowering, inclusive, science-backed
Languages	EN + DE · avoid medical jargon · prefer direct, active sentences
Headlines	Action-oriented: 'Establish a new standard', 'From early traction to scalable adoption'
Data language	Specific numbers with units (€507M, 9 Mio Women, 12 BILLION €/year)
Community	Inclusive statements: 'When women support each other something great can happen'



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HERMAID .ME INSTAGRAM DATE
www.hermaid.me @hermaid.me Jul 2026

Mission/Vision.

MISSION / VISION

Wenn Hormone alles verbinden – warum behandelt die Medizin sie in Silos?

MISSION

hermaid baut die Infrastruktur für personalisierte Gesundheit in der Lebensmitte der Frau. Wir beginnen mit der Perimenopause – dem größten ungelösten Versorgungsbedarf im Window of Health Opportunity: der Phase, in der präventive Maßnahmen den größten langfristigen Effekt auf die Gesundheit haben.

VISION

Wir stellen uns eine Gesundheitsversorgung vor, in der Hormone nicht länger isoliert behandelt werden, sondern als das, was sie sind: das verbindende System des Körpers. Eine Versorgung, die Frauen in jeder Lebensphase begleitet – beginnend dort, wo die Medizin heute am meisten versagt: in der Lebensmitte.