



C cured.

bring care full circle

mission and values

Our mission and values are what drive us. They define our purpose and center our direction. They are a guide post for our overall brand, enabling us to create more meaningful connections and build trust. Our brand will evolve alongside our customers and the market, but our mission and values will not change. We're here to bring care full circle.

mission

we bring care full circle by better connecting individuals and their families to care

values

- 1. care about people
- 2. bring others to the table
- 3. don't hold back
- 4. make dope sh*t

brand voice

voice and tone

Our brand is the way we interact with people. It shows who we are and sets clear expectations on what others should expect from our company, product, and services. Our brand voice and tone are two essential components of our brand that enable us to tell a consistent narrative that will build trust.

voice

we're here to speak like an experienced yet approachable business partner

Digital marketing technology is robust and solves a wide range of problems. The healthcare industry is highly complex and full of hurdles. This creates challenges. We're here to speak like an experienced yet approachable business partner. We're humans trying to solve healthcare marketers' problems and help consumers receive care.

guiding tips

We approach our customers' problems as if they were our own and want to educate them without patronizing or confusing them.

We use a light and conversational voice, empowering customers to solve important problems while brightening their day.

We help solve challenging and complex problems through friendly guidance without over-informing.

We write with a purpose to educate, market, and sell; everything else is a distraction.

brand tone

voice and tone

Our brand voice shows our character and is a unique way we present to the world. Our tone of voice reflects the intent of our written and spoken words. The brand voice doesn't change much from day to day. However, tone changes based on who the audience is, the message conveyed, and the audience's state of mind.

tone

when writing, we consider the reader's state of mind and adjust accordingly

Context is critical, are they relieved to be finishing a campaign? Are they confused and seeking out help on our blog?

the basics

Make it personal by using the first and second person.

Use active voice.

Each line should have a purpose. Focus your message - what is necessary to help the reader understand your point?

Create a hierarchy of information. Lead with the main point or most important content in sentences, paragraphs, sections, and pages.

the basics

voice and tone

Cohesiveness is essential and reinforces our brand voice and tone. Whether it's a blog, email, or deck, follow these basic guidelines when writing.

the basics

- headlines should be all lowercase and body copy should be sentence case
- capitalize names, acronyms, and proper nouns only
- oxford comma, we use it
- use periods with sentences (never with bullets or in headlines)
- commas and periods go inside the end quote marks
- no double spaces after periods
- if you use acronyms or jargon, spell these out on the first reference (followed by the abbreviation in parentheses)

logo

primary logo

The Cured logo is designed to bridge the gap between healthcare and tech. A clean sans serif is balanced with subtle humanizing cues, tapers, and rounded edges.

The Cured mark represents our vision of care coming full circle. The pit colored 'c', representing care is completed by the pop of avocado green representing growth and innovation.

primary



reverse



logo

spacing requirements

There should be a minimum of one Cured 'c' spacing between our logo and any other logo or content.

Consider the logo's role in the overall hierarchy. We typically place the Cured logo on the left or right side of the page towards the top or bottom. Some layouts call for the logo centered (business cards and videos), so use your best judgment.



logo

secondary logo and cured mark

Use our logotype and Cured icon when proper spacing does not allow for the full logo. Use the Cured logotype or Cured mark when space is limited. We commonly use the logotype or cured mark across social media assets and complex layouts.

logotype

The word "cured." is displayed in a dark teal, lowercase, sans-serif font. The period is a solid dot.

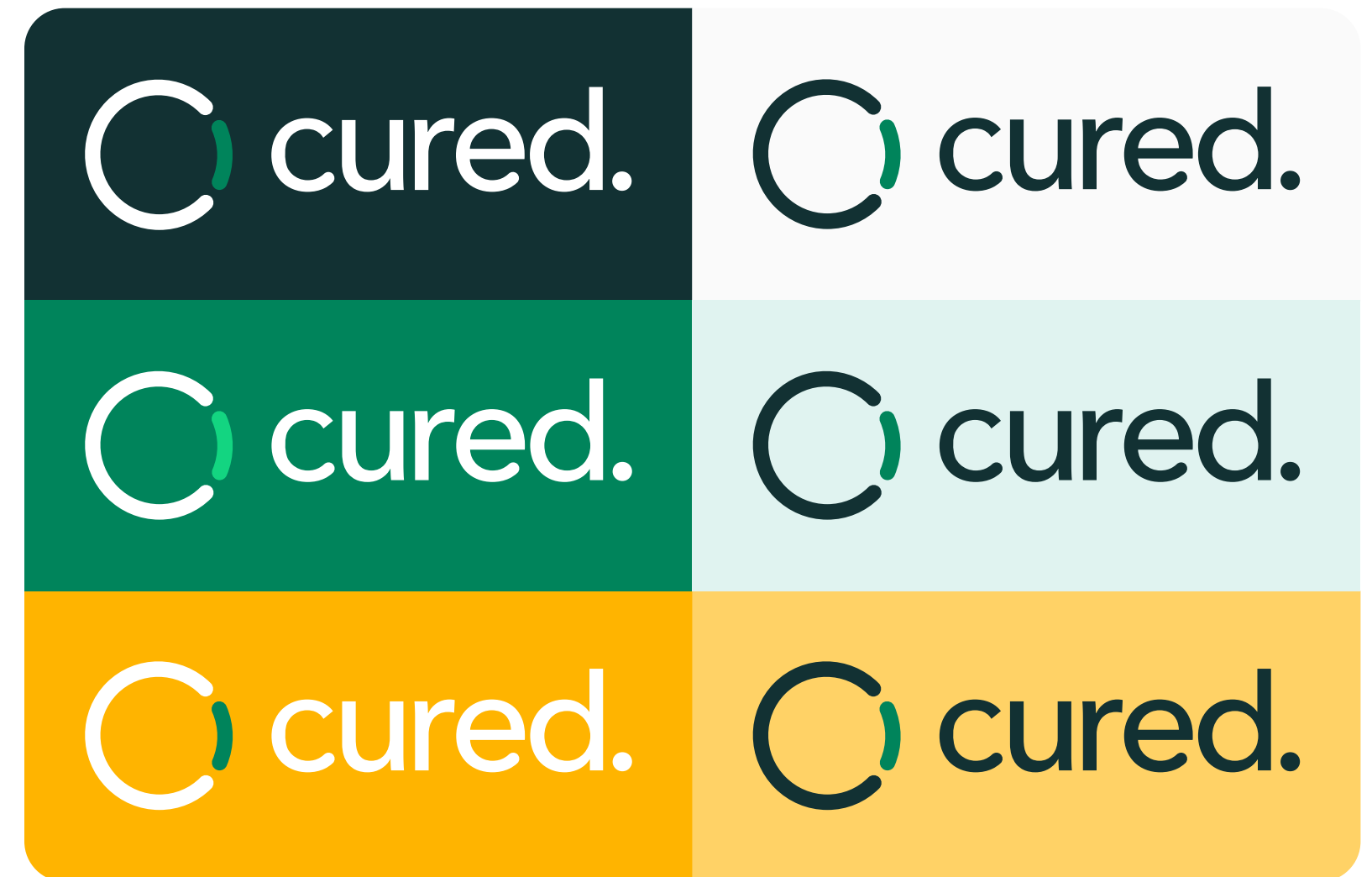
cured mark



logo

background color and our logo

High contrast is essential for legibility and accessibility. These examples illustrate the principle of adequate contrast using the Cured brand colors. You should only use the reverse logo against very dark background colors.



color

cured color palette

The primary Cured color palette balances health and tech. The greens and subtle earth tones create an atmosphere of comfort. These subtle hues paired with our citrus yellow or mineral blue bring a positive energy representative of our knowledgeable yet approachable way of solving our customers' problems.



color

primary colors

The Cured primary colors are the main colors used consistently across all Cured mediums. These colors are core to our brand identity.

primary



avocado

rgb 0, 131, 91
cmyk 100, 0, 31, 39
#00845B

pit

rgb 18, 49, 51
cmyk 65, 4, 0, 80
#123133

citrus

rgb 255, 179, 0
cmyk 0, 30, 100, 0
#FFB400

salt

rgb 255, 255, 255
cmyk 0, 0, 0, 0
#FFFFFF

color

secondary colors

The Cured secondary colors highlight and compliment our primary colors. They reinforce our brand identity and expression.

secondary



stone

rgb 250, 250, 250

cmyk 0, 0, 0, 2

#FAFAFA

light mint

rgb 238, 251, 251

cmyk 5, 0, 0, 2

#EEFBFB

cumin

rgb 255, 209, 102

cmyk 0, 18, 60, 0

#FFD266

paloma

rgb 254, 244, 239

cmyk 0, 4, 6, 0

#FEF4EF

water

rgb 235, 242, 254

cmyk 7, 5, 0, 0

#EBF2FE

color

accent colors

The Cured accent colors highlight and compliment our primary and secondary colors. They should be used minimally in comparison and accentuate a layout or design.

lime

rgb 19, 213, 129

cmyk 91, 0, 39, 16

#13D581

mint

rgb 224, 243, 240

cmyk 8, 0, 1, 5

#E0F3F0

garlic

rgb 255, 246, 233

cmyk 0, 4, 9, 0

#FFF6E9

radish

rgb 252, 207, 176

cmyk 0, 18, 30, 1

#FCCFB0

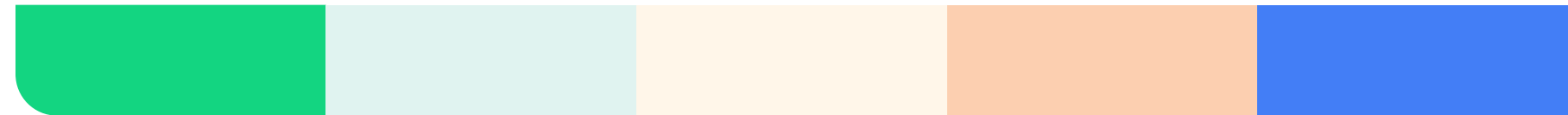
mineral

rgb 67, 127, 246

cmyk 73, 48, 0, 4

#437EF6

accent

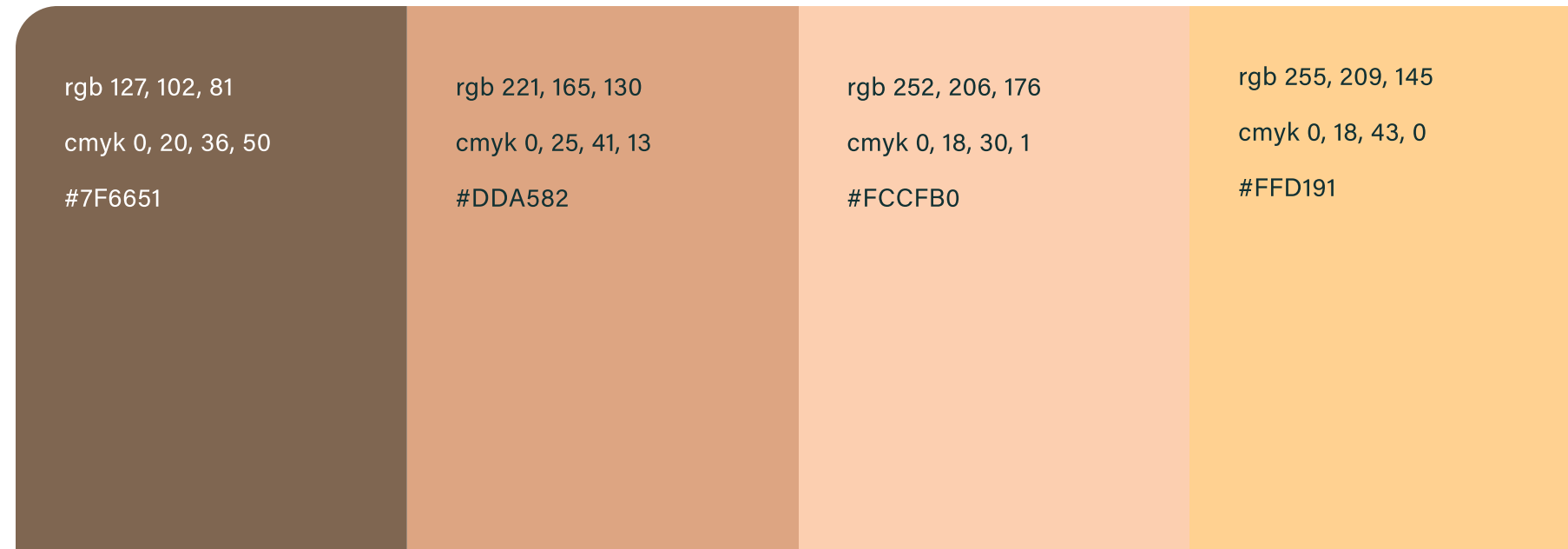


color

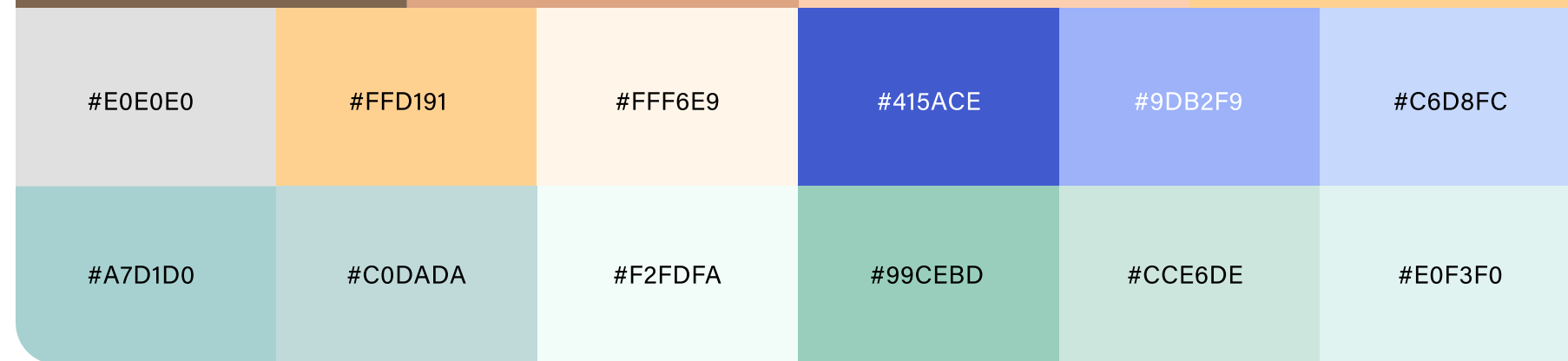
illustration color palette

This palette is an extended set of colors that are used exclusively in our brand illustrations, icons, shapes and data visualizations.

skin tone



clothing accents



typography

primary fonts and styling

The Cured typefaces balance a conversational human tone with clean and crisp moments—a balance of care and tech. Use Minion 3 Display for more significant moments that need to carry more personality while using Acumin Pro for cleanly communicating information and details.

minion 3 display

impactful headlines should be 3 lines or less and lowercase

font weights

minion 3 regular - used for subheadings and pull out quotes

minion 3 semibold - used for main headings

acumin pro

Use Acumin Pro, regular for our body font. The font size should be half the line height of the main headline to create a clear hierarchy while maintaining good legibility. Body copy should be written in sentence case, balancing our connection between healthcare and tech.

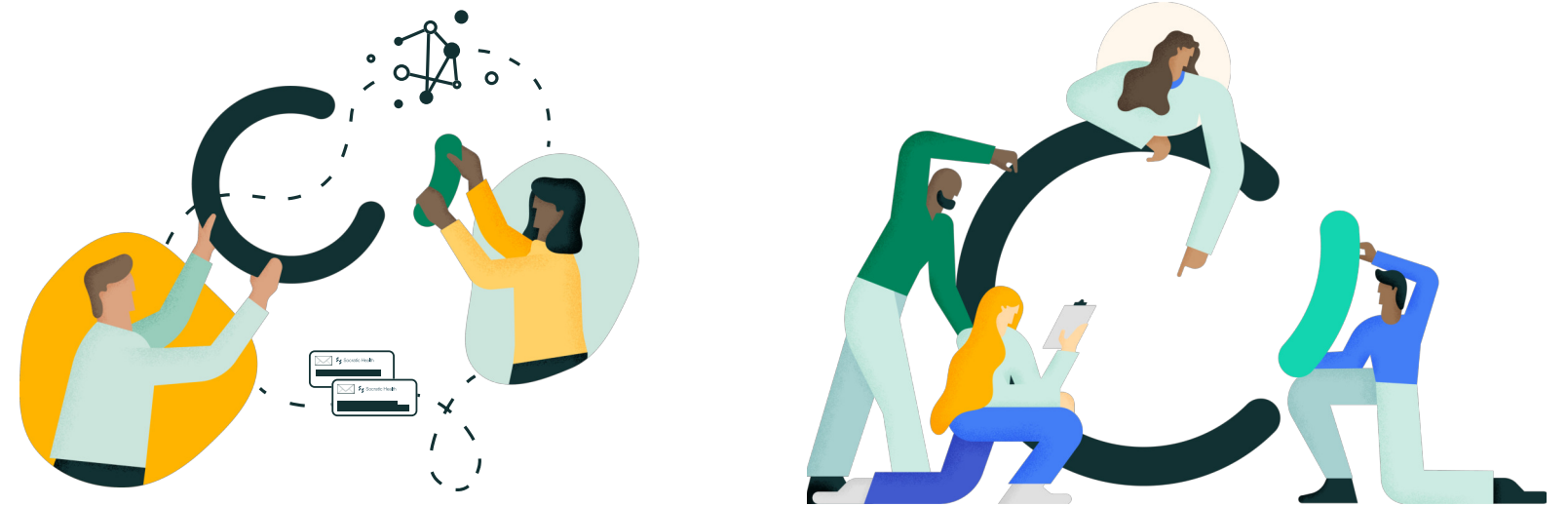
illustrations

primary style and composition

Our Cured illustrations tell the story of our values and mission to bring care full circle. The illustration library is ever-growing and designed to best support our brand narrative. Illustrations represent the Cured circle and the problems we aim to solve - scenes of patients, healthcare professionals, and marketers all working together.

[access the files here](#)

traditional



illustrations

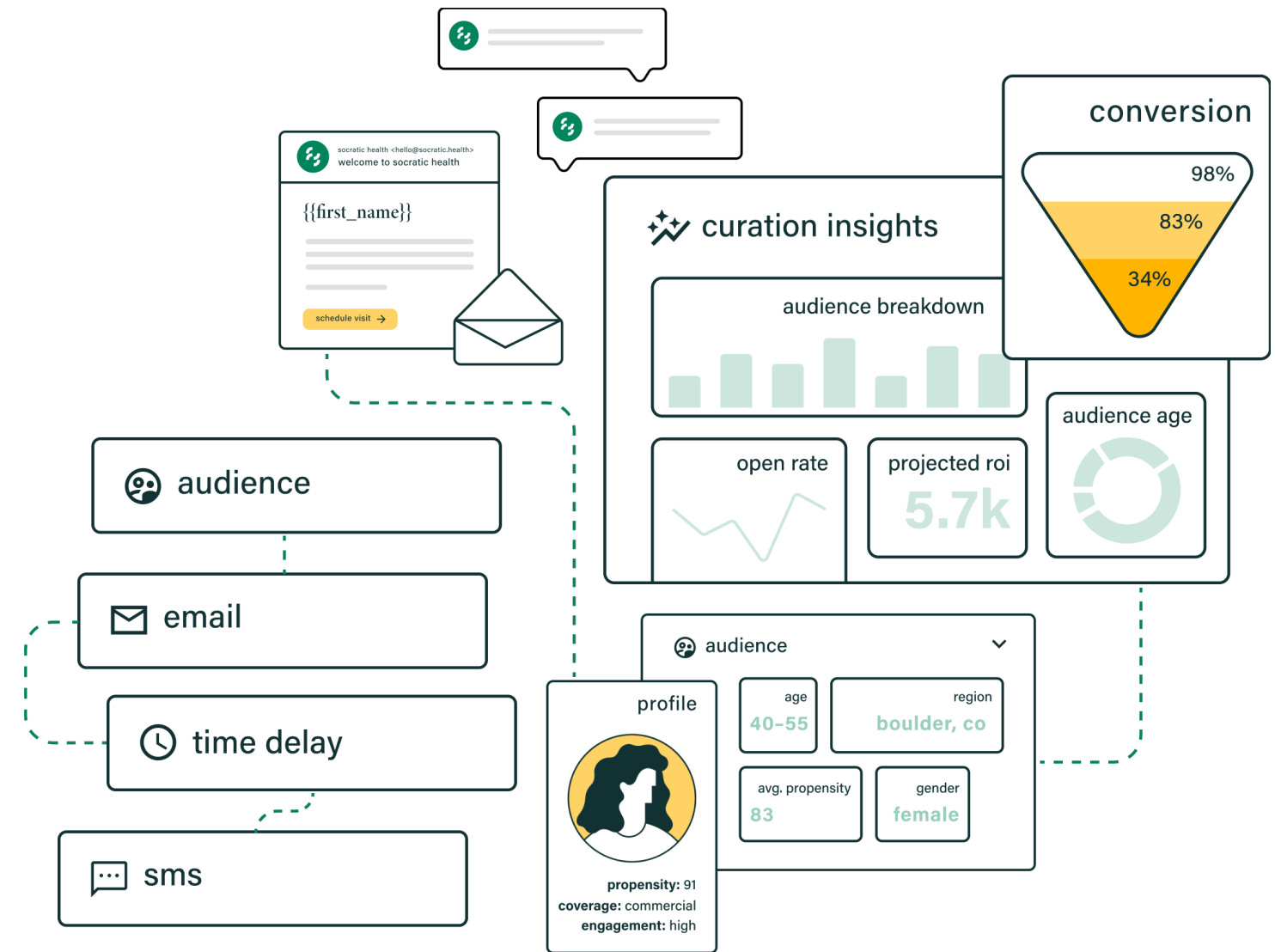
product style and composition

Our product is an easy-to-use healthcare-specific tool that guides users to efficiently solve complex problems. The value of our product goes beyond a single feature, function, or dashboard.

Our product atoms highlight the power of our platform in a clean and focused way. They are a stylized representation while remaining true to the user interface. Product atoms provide a soft introduction to our product, letting consumers know what to expect.

[access the files here](#)

product

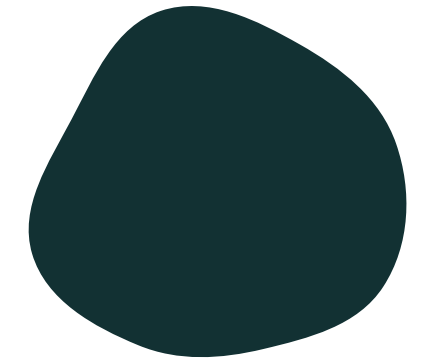
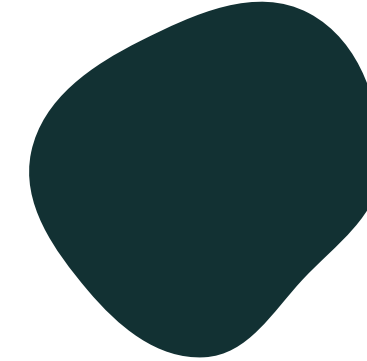
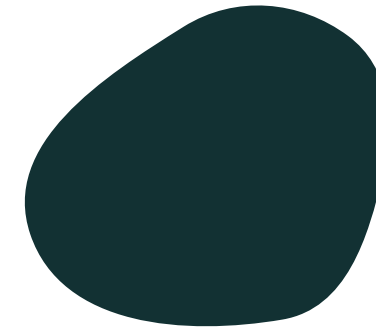


illustrations

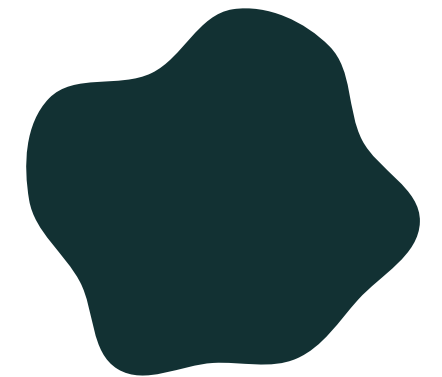
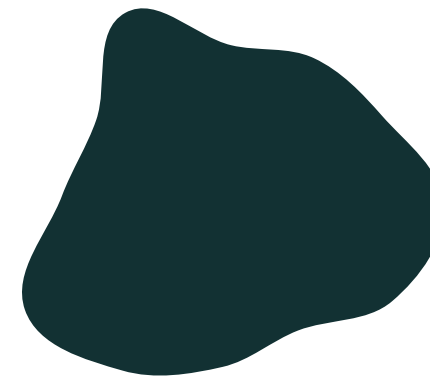
organic shapes styling

Our shapes introduce a unique yet approachable tone to Cured assets and layouts. Showcasing subtle curves and beveled edges, they add a pop of color, create dimension, and provide structure to our illustrations and content.

shapes we like



shapes to avoid

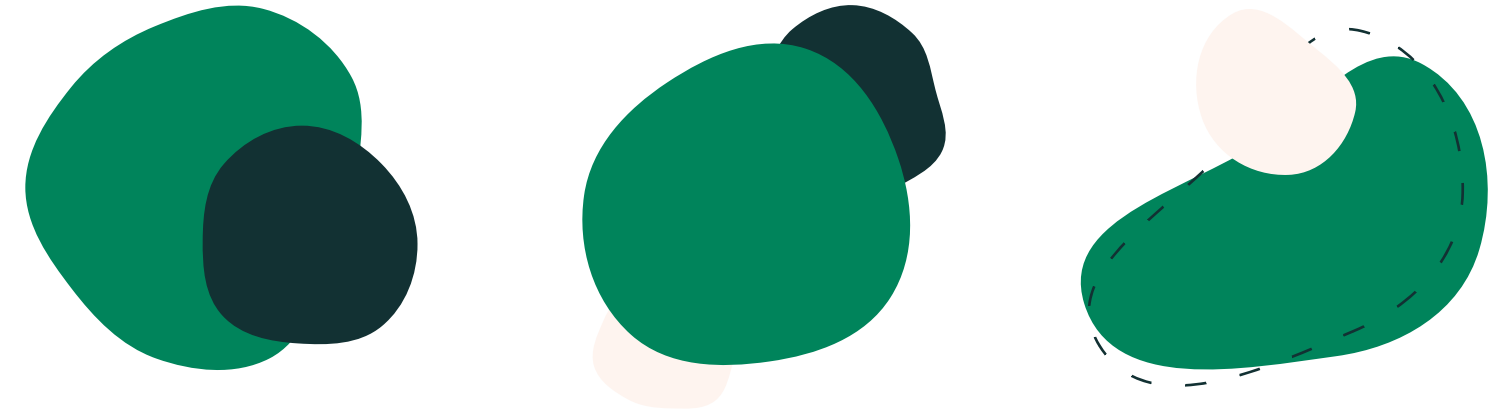


illustrations

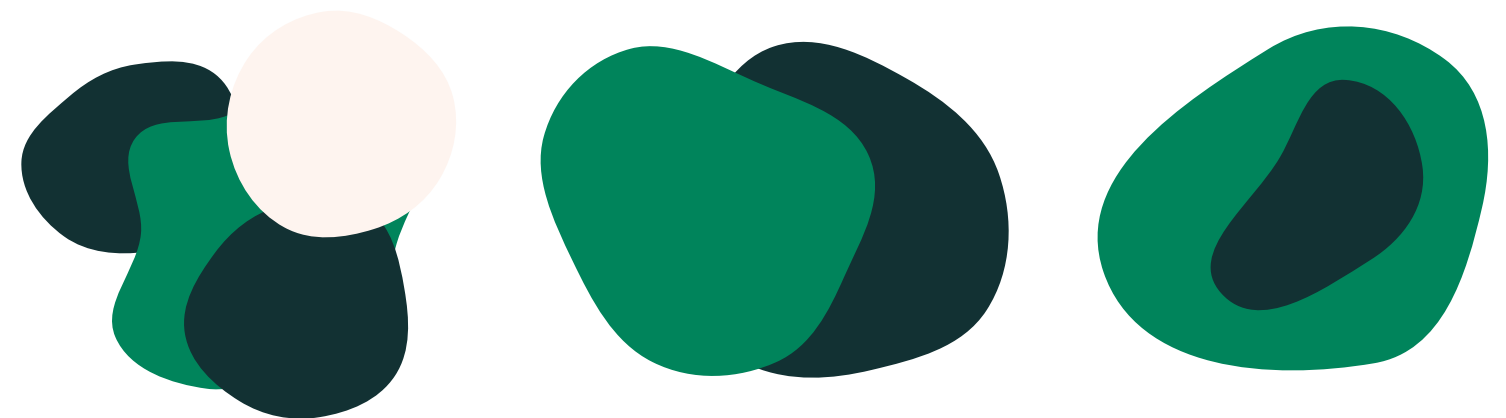
organic shapes composition

When creating or adding our shapes to a design, please follow these guidelines to ensure our shapes are consistent and representative of their subtle nature.

combos we like



combos to avoid



icons

primary icon set

Cured icons are custom designs that uniquely represent our values and support the Cured narrative. Like our illustrations, our library of icons is ever-growing, designed as needed to best support our brand message.

complex



basic



[access the files here](#)

templates

cured templates

Cured templates aim to simplify the tedious nature of deck creation. Templates act as a starting point to craft the story you are trying to tell. Templates should ease your workload and increase efficiency.

[access the files here](#)



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assets

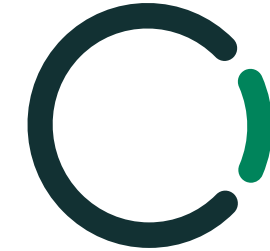
cured assets

We've provided quick access to the Cured visual elements covered in this guide. These elements are unique to Cured and collectively representative of the brand. Use these assets when building collateral to ensure we create a consistent and exceptional experience for our customers, partners, and Cured employees.

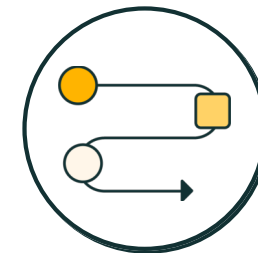
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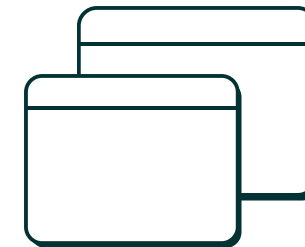
fonts



logos



icons



templates