

Brand Guide

Revenue growth

+5 YOY

33%

Weekly top services

- ✓ TX: Neurotoxin
- ✓ DRIP: Migraine Rescu
- ✓ Morpheus 8
- ✓ TX: Sculp

New sales sequence ACTIVE

Follow up phone call
1 MIN AI POWERED

Seasonal offer SMS message
7 DAYS AI POWERED

Wordmark And Symbol

Wordmark And Symbol

Our logo is a combination of a clean, custom wordmark and a symbol inspired by the golden ratio, “Patient” is rendered in a friendly, humanist serif to reflect care and humanity, while “Now” appears in a clean, more technical sans-serif font. Together with the symbol our logo represents precision, growth, and balance.

The wordmark "PatientNow" is displayed in a dark grey serif font on a light cream background. "Patient" is in a humanist serif, and "Now" is in a clean sans-serif.

Wordmark



The Spiral Symbol

Primary Logo

Our primary logo combines the PatientNow wordmark with the golden-ratio inspired symbol. This version is the preferred representation of our brand and should be used wherever possible to ensure clarity and recognition.



Stacked Logo

The stacked logo variation provides a flexible option for square or vertical applications. It maintains the integrity of the wordmark and symbol while adapting to tighter layout constraints.



Centered Stacked Logo

In the centered stacked variation, the symbol appears directly above the wordmark, creating a balanced composition that emphasizes proportion and symmetry. This lockup works well in formal or narrow, centered layouts.



Patient
Now

Protection Areas

To maintain legibility and presence, always preserve clear space around the logo. This minimum spacing equals the height of the 'P' in the symbol and should be free from other graphic elements, text, or edges.



Colors

Primary Color Palette

Our primary palette reflects a balance of warmth and professionalism. Cream and Canary bring a clean, bright energy, while Camp and Charcoal introduce grounded, natural tones. Together, they create a flexible foundation for PatientNow's brand expression.

Cream

HEX: FAF8E9

RGB: 250 248 233

CMYK: 1 1 8 0

PMS: 7499 C

Canary

HEX: F7F374

RGB: 247 243 116

CMYK: 6 0 66 0

PMS: 602 C

Camp

HEX: 6D7356

RGB: 109 115 86

CMYK: 56 41 69 19

PMS: 6185 C

Charcoal

HEX: 2A2929

RGB: 42 41 41

CMYK: 70 65 64 67

PMS: Black 3

Secondary Color Palette

Our secondary palette adds a range of vibrant colors for use in data visualization, illustration, and user interface design. Use these tones selectively—the strength and recognition of our brand come from the restraint and focus of our primary palette.

Cloud

HEX: 90DBF0

RGB: 144 219 240

Calm

HEX: C7BFDF

RGB: 199 191 223

Cotton

HEX: F8BDCE

RGB: 248 189 206

Cosmic

HEX: 3C5DAA

RGB: 60 93 170

Clove

HEX: 633976

RGB: 99 57 118

Crimson

HEX: EF4879

RGB: 239 72 121

Logo Color

When placing the logo on PatientNow's own brand colors, use the appropriate branded color logo variation, either the light or dark version. For any other background—whether it's a non-brand color or a more complex, dark, or light background like a photo—opt for the black-and-white logo variant to ensure clarity and consistency.



on darker backgrounds



on lighter backgrounds



on cream or canary



on camp or charcoal

Primary Text Color Combinations

To maintain accessibility and clarity, use approved pairings of text and background colors. Examples include Charcoal on Cream, and Camp on White.

These combinations ensure contrast, readability, and alignment with our brand system.

Camp

Charcoal

on cream

Camp

Charcoal

on canary

Canary

Cream

White

on camp

Canary

Cream

White

on charcoal

Secondary Text Color Combinations

To maintain accessibility and clarity, use approved pairings of text and background colors. For our secondary palette we rely on the more monochromatic tones of Charcoal and White for text. These combinations ensure contrast, readability, and alignment with our brand system.

Charcoal

on cloud

Charcoal

on calm

Charcoal

on cotton

White
Canary

on cosmic

White
Canary

on clove

White
Canary

on crimson

Typography

Primary Typeface

For use by all employees

Fraunces serves as our primary typeface for widespread internal use. It should be used for headlines and is supported by ‘Inter’ for body copy.

Fraunces maintains a balance of elegance and readability, ensuring the brand remains consistent when Quincy CF is not available.

We use the complete family of Fraunces’s weights and styles.

Fraunces

*ABCDEFGHIJ
KLMNOPQR
STUVWXYZ*

*abcdefghijklm
nopqrstuvwxyz
0123456789*

Primary Typeface

Inter is our supporting typeface, designed for clarity and versatility. Its clean, neutral design makes it perfect for digital applications, body text, and long-form communication.

We use the complete family of Inter’s weights and styles.

Inter

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

abcdefghijklm
nopqrstuvwxyz

0123456789

Secondary Typeface

For use by design team only

Quincy CF is our secondary typeface, used by our design team for high-level marketing materials.

Its elegant curves and modern proportions give PracticeNow a distinct voice. It is best suited for headlines and key brand statements, where warmth and professionalism meet.

We use Quincy in Regular, Regular Italics, Medium, Medium Italics, Extra Bold, and Extra Bold Italics.

For all employees and those who haven't licensed Quincy, please use our Primary typeface 'Fraunces' in its place.

Quincy CF

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

abcdefghijklm
nopqrstuvwxyz

0123456789

These guidelines define the core
of our identity, not its limits.

Use them as a foundation to
bring the PatientNow brand to life
through bold, creative expressions.



VERSION 1.5

OCTOBER 2025