

mycarely

B R A N D B O O K 2 0 2 4

Welcome to the MyCarely Brandbook

This guide shows the way to achieve consistency and quality in the expressions of our brand's identity.

Here is what it covers

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BRAND IDENTITY

- Logo
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- Typography
- Iconography
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- Motion Graphics
- Composition
- Visual Architecture

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- Product Messaging
- Brand Voice/Tonality
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- Trademark Guidelines
- Copyright Guidelines



Foundational Tenets

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Mission

Love Independence



MyCarely represents the love, care, and independence that our elders deserve. This section of the population is especially vulnerable to physiological and psychological issues, often finding themselves alone due to their children living abroad, being NRIs, or having no offspring. To address this concern, we conceptualized MyCarely, an elderly care app that is always available to support them.

Care

Vision



Our vision is to create a safe, secure and alert society for our elders, where they do not have to worry about staying alone. We want to be the leading and trustworthy provider of innovative elder care solutions, transforming the way families support their aging loved ones.

Our Story

At MyCarely, our journey began with a clear goal: to make caring for the elderly easy and stress-free, regardless of distance. We recognized the challenges families face in managing their parents' health and well-being from afar, with many seniors feeling isolated and struggling to get the care they need.

In response, we set out to create a solution that blends advanced technology with a personal touch. MyCarely offers comprehensive services, including dedicated Family Health Managers and user-friendly mobile apps that keep families connected. Our mission is straightforward: to ensure that seniors live their best lives while providing their families with peace of mind.

We believe that everyone deserves to feel safe, supported, and cared for. With MyCarely, you can trust that your loved ones are in good hands.



Primary | Secondary | Logo Construction | Light Mode | Dark Mode

Logo Placement across channels and screens (media – brochure, website, social media)

Dos and don'ts of Logo Usage | Logo Application

Overview

The MyCarely logotype is a modern concept of the confluence of form and meaning into one entity. Its futuristic symbol and sleek typography convey innovation, trust, and reliability. It's versatile to work in both horizontal and vertical formats.

The image shows the word "mycarely" in a lowercase, rounded, sans-serif typeface. The letters are a solid blue color. The 'y' has a distinctive shape with a rounded bottom. The 'e' is also rounded. The overall style is clean, modern, and friendly.

Primary logo

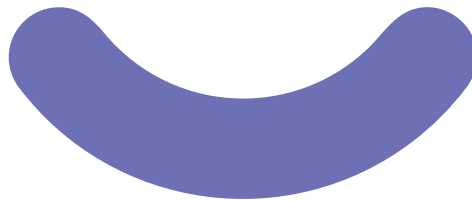
The MyCarely color palette is broad in blue shades, which is an undervalued meaning of trust, reliability, and care inculcated across cultures. This easily reverberates with our brand personality, as we value establishing close and emphatic relations with our clients at large. The varied shades of blue create an attractive and harmonious look, conveying a feel of depth and stability.

mycarely



Secondary logo

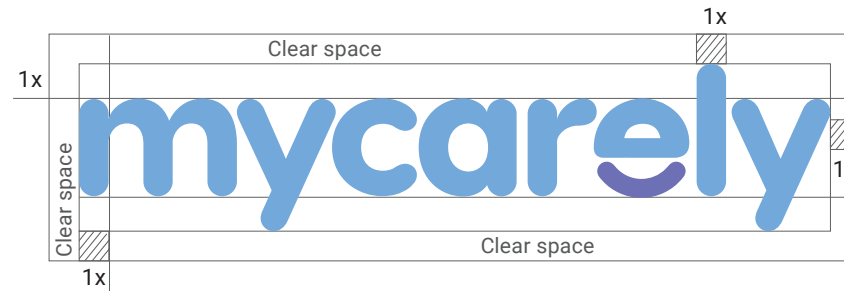
For smaller spaces or specific design needs, we have a secondary logo featuring our brand's signature swirl. This minimalist design captures the essence of our brand while ensuring optimal display.



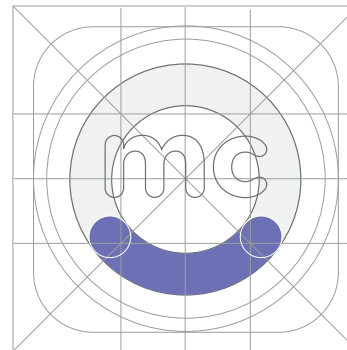
Logo Construction

The primary logo is meticulously designed with balanced spacing and consistent letter width for optimal readability and visual appeal.

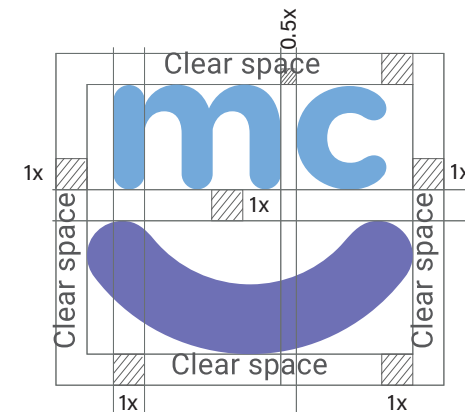
1x = width of the typeface
1x clear space should be maintained around the logo



1x = width of the typeface
0.5x gap should be maintained between 'm' & 'c'
1x gap should be maintained



Smiley (Key element) construction



App Icon construction

Scale

The secondary logo can effectively adapt to smaller dimensions while retaining its integrity. The recommended minimum size for our secondary logo is 40 pixels wide, measuring 0.5 inches (1.4 centimeters) in width for printing.

mycarely



Min 96 pixels for digital
or Min 0.75 inch for Print

mycarely

mycarely

mycarely

mc



Min 32 pixels for digital
or Min 0.5 inch for Print

mc

mc

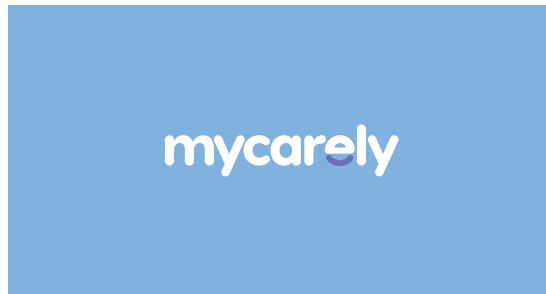
mc

Logo Color

Our logo adapts to various backgrounds. On light backgrounds, the logo retains its primary colors. For dark backgrounds, a white version is used. In specific instances, an all-black version ensures optimal visibility.



Logo on normal or light color background



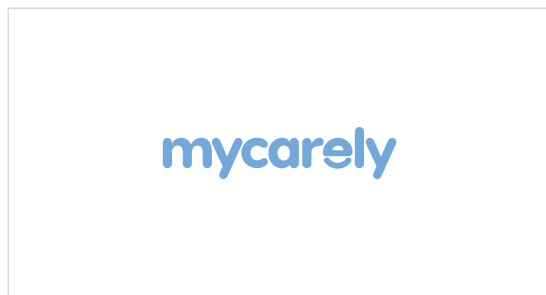
Logo on reverse background



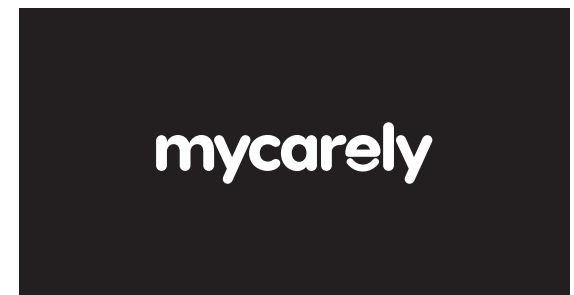
Logo on black or dark background



Logo in grey scale



Logo in single color



Logo in single color on dark background

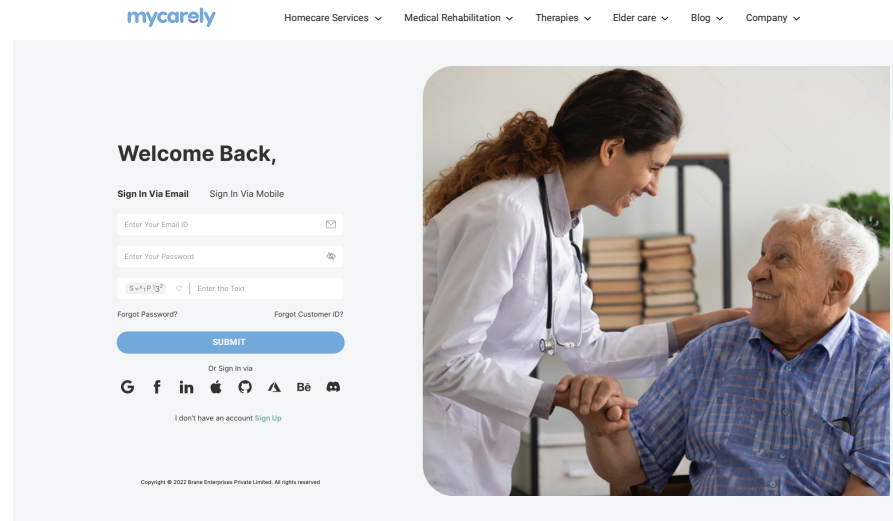
Placement

To ensure maximum brand visibility and recognition, the MyCarely logo is strategically placed across all platforms. The top left corner is the primary position for our logo on most materials, including our website and social media channels. This consistent placement reinforces brand identity and facilitates easy recognition.

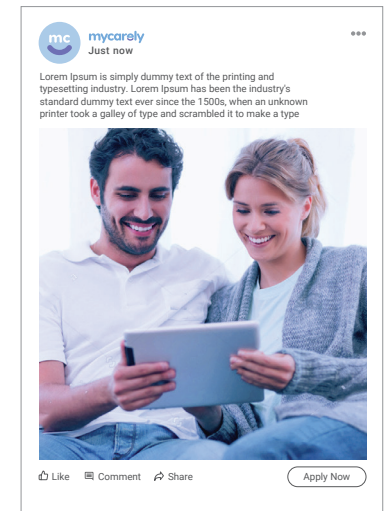
Brochure



Website



Social Media



Logo Usage Guidelines

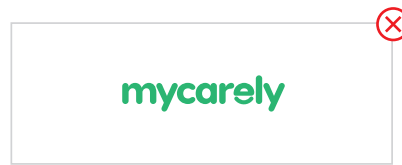
The MyCarely Logo has been meticulously designed with specific features that define the essence of the brand. Any deviation from these features is unacceptable and should be strictly avoided.

UNACCEPTABLE

Our logo is crafted with precise proportions and specific colors that are fundamental to its identity. It is crucial to preserve these elements in every application. Any alteration from the original dimensions or color palette compromises the logo's integrity and should be strictly avoided.



Don't use multiple colors in the logo



Don't change the entire color palette of the logo



Don't apply bold styling to the logo



Don't stretch or compress the logo



Don't use an italicized version of the logo



Don't remove or omit elements, such as dots, from the logo



Don't incorporate smileys or other icons into the logo



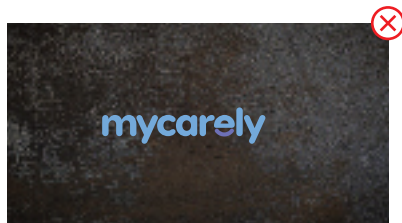
Don't disturb the logo's original placement or alignment



Don't place any marks or symbols directly next to the logo

UNACCEPTABLE

The MyCarely logo should be used only on backgrounds that enhance its visibility and do not detract from its design. Avoid placing the logo on backgrounds that could diminish its impact or alter the perception of the brand identity.



Avoid textured background



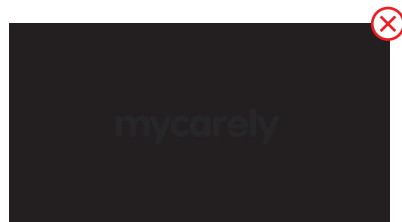
Avoid using vibrant color gradient



Avoid using less contrast color in the background



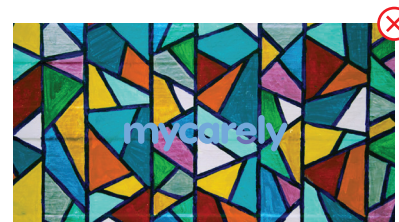
Avoid using mid-toned color in the background



Avoid using transparent logo unless it is used for watermark



Avoid using less contrast color in the background even if that is associated with brand color



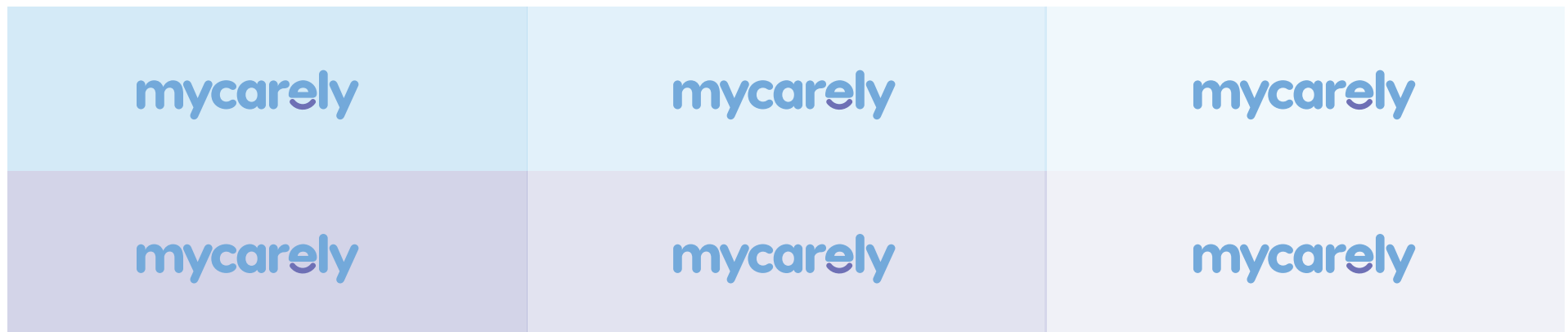
Avoid using cluttered graphics in the background



Avoid using cluttered image in the background

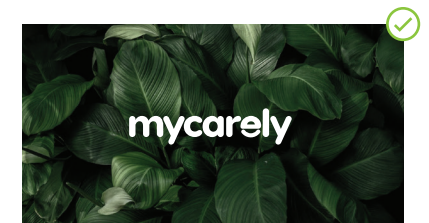
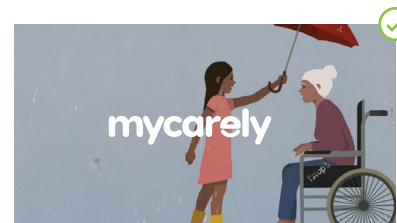
ACCEPTABLE

If the background appears in a color from the primary or secondary color palette, our logo will appear in the same color itself. In such circumstances, the background color density will be reduced to below 30% to make the logo stand out.



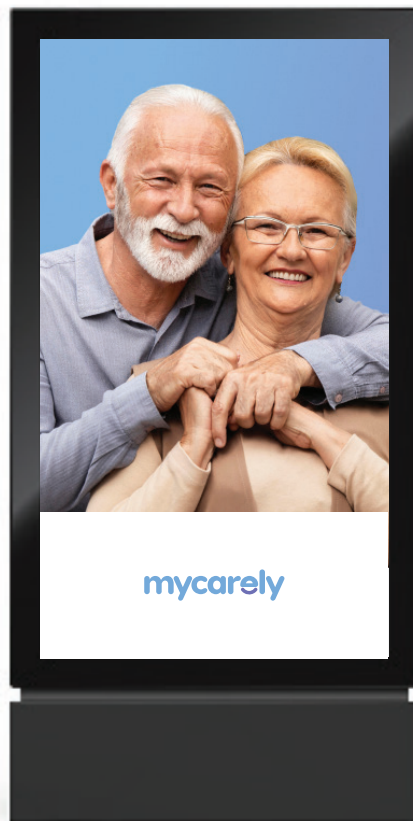
ACCEPTABLE

Depending on the background color, we will either use the logo color blue-purple or go for an all-white logo. This puts more emphasis on the words which otherwise might be overpowered by colors. It also helps the logo to stand out from the clutter.



Logo Applications

Depending on the application, we can use either the primary or the secondary logo. Its usage is determined by the size of the medium. Specifically, any application with a pixel size below 1366*768 will feature our secondary logo.



Logo Summary

Our logo design takes inspiration from the recurring fractal patterns found in nature. It captures the essence of our brand, reflecting its ethos of universal versatility and transformational capacity. The chosen colors symbolize the fusion of uniqueness and technological brilliance that form the core of our foundation. When it comes to usage, the primary and secondary logos differ simply based on the principles of contraction. Both versions of our logo are meticulously designed to maintain their attributes regardless of size, application, or communication. This ensures consistent visual impact and brand integrity across various contexts.

BRAND IDENTITY



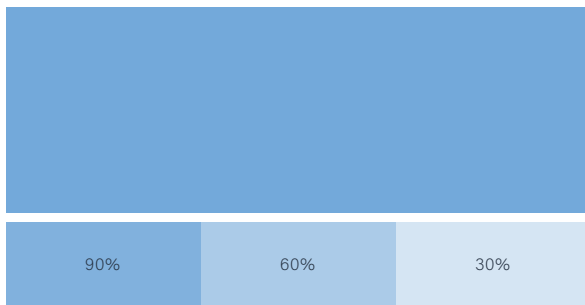
Color

Defining core and secondary colors

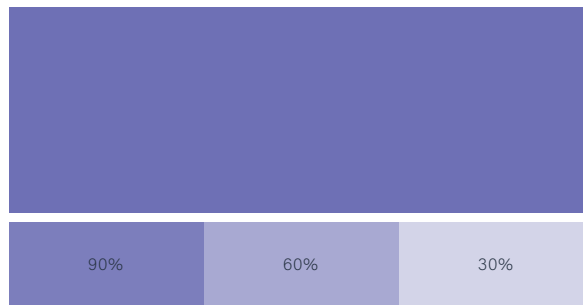
Color Tints | Color Application

Palette

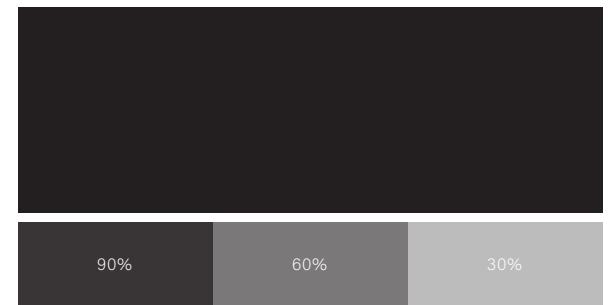
Our brand palette is centered around shades of blue, evoking trust, reliability, and innovation. Darker blues symbolize depth and potential, while a touch of purple signifies creativity and uniqueness.



HEX: #62AEFF
RGB: 98 174 255
CMYK: 53 23 0 0



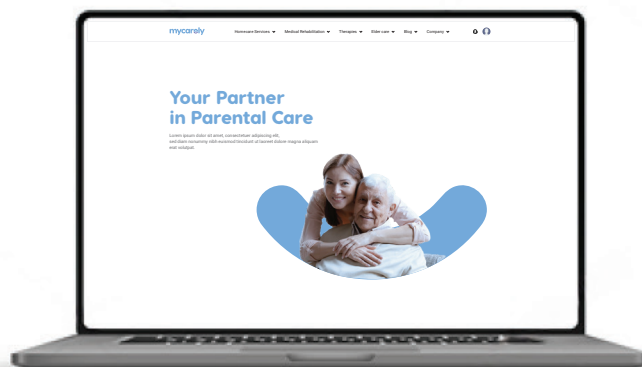
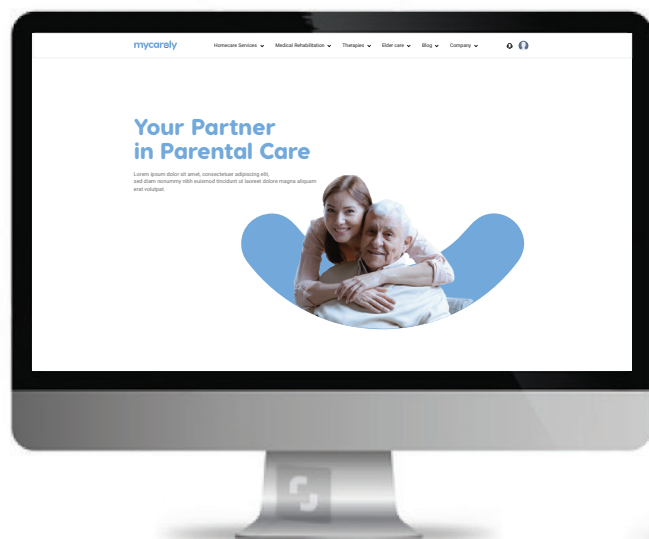
HEX: #7974FF
RGB: 121 116 255
CMYK: 63 59 0 0



HEX: #000000
RGB: 0 0 0
CMYK: 0 0 0 100

Color Application

Our color palette is strategically applied to enhance brand recognition and visual impact. The primary color scheme, featuring various shades of blue, creates a cohesive and sophisticated aesthetic. This monochromatic approach ensures seamless scalability across different applications while maintaining brand consistency. The judicious use of color ratios within this palette allows for flexibility in design without compromising brand identity.



Colors Summary

The striking bluish-purple color directs the focus to the logo typeface, becoming the focal point of our brand identity. The combination of blue and purple not only distinguishes our brand but also signifies its exclusive standing in the realms of technology and innovation. The monochromatic approach allows for seamless scalability across diverse applications while imparting a sense of classiness, simplicity, and universality to our brand's visual aesthetic.

BRAND IDENTITY



Typography

Overview | Typeface | Pairings | Hierarchy | Scaling | Languages

Typeface (2) - if applicable | Color | Alignment | Leading
Rags and Widow words | Summary

Overview

We have 'Visby Round CF Heavy' as the heading font, with 'Roboto' as the main content font for all kinds of communications and material that falls within our marketing and branding. These typefaces do convey a feel that is very modern and professional, yet inclusive enough to address the global audience properly. Our products use the Inter typeface family for excellent readability, especially when using mixed-case and lower-case text.

**The quick brown fox
jumps over the lazy dog**

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG**

Visby Round CF Heavy

Visby Round CF Heavy was chosen for its clean, soft, and contemporary design that maintains a professional yet sensitive tone. Its flexibility and cosmopolitan nature allow it to adapt seamlessly to various design contexts. Additionally, its wide language support ensures it resonates well with audiences across the globe.

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

Roboto

Roboto is chosen for its cleanliness and modernity, fitting our brand's professional feel. More than this, it happens to be a highly versatile typeface that runs well in different design needs, and works with perfect support for a large number of Latin-based languages.

Roboto Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Roboto Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Roboto Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Roboto Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Roboto Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Pairings

In our communications, we adhere to a set combination wherever multiple pairs of sentences are used. When using Visby Round CF Heavy for headlines, we pair it with a Roboto medium or subhead, while the body copy is set in the regular weight of the Robot typeface. Similarly, we have various permutations and combinations for pairings outlined in our guide. It is important to maintain these prescribed combinations to uphold a cohesive and clear communication style.

Headline

Visby Round CF Heavy

Subhead

Roboto Medium

Body copy

Roboto Regular

Headline

Visby Round CF Heavy

Subhead

Roboto Regular

Body copy

Roboto Regular

Scaling

Our scaling approach is based on the point size employed in our typography. Ranging from 18pt to 60pt, we utilize Visby Round CF Heavy.

Roboto 60

H1 Headline

Roboto 48

H2 Headline

Roboto 36

H3 Headline

Roboto 26

H4 Headline

Roboto 18

H5 Headline

Scaling

Our scaling approach is based on the point size employed in our typography. Ranging from 16pt to 40pt, we utilize Roboto and its variations- Roboto Medium and regular.

Sub Headline

Roboto 40

Sub Headline

Roboto 32

Sub Headline

Roboto 26

Sub Headline

Roboto 18

Sub Headline

Roboto 16

Experience the Transformative Force
behind Business Evolution

Rototo 18 | Body copy

Experience the Transformative Force
behind Business Evolution

Rototo 16 | Body copy

Experience the Transformative Force
behind Business Evolution

Rototo 14 | Body copy

Experience the Transformative Force
behind Business Evolution

Rototo 12 | Body copy

Languages

Our typeface in foreign languages aims to retain similarities with our base typeface.

This approach ensures a consistent and unified brand identity across different languages.

Arabic

نص وهمي

Portuguese

cópia fictícia

Spanish

copia ficticia

Chinese

虚拟副本

Thai

สำเนาจำลอง

Bangala

ডামি কপি

Hindi

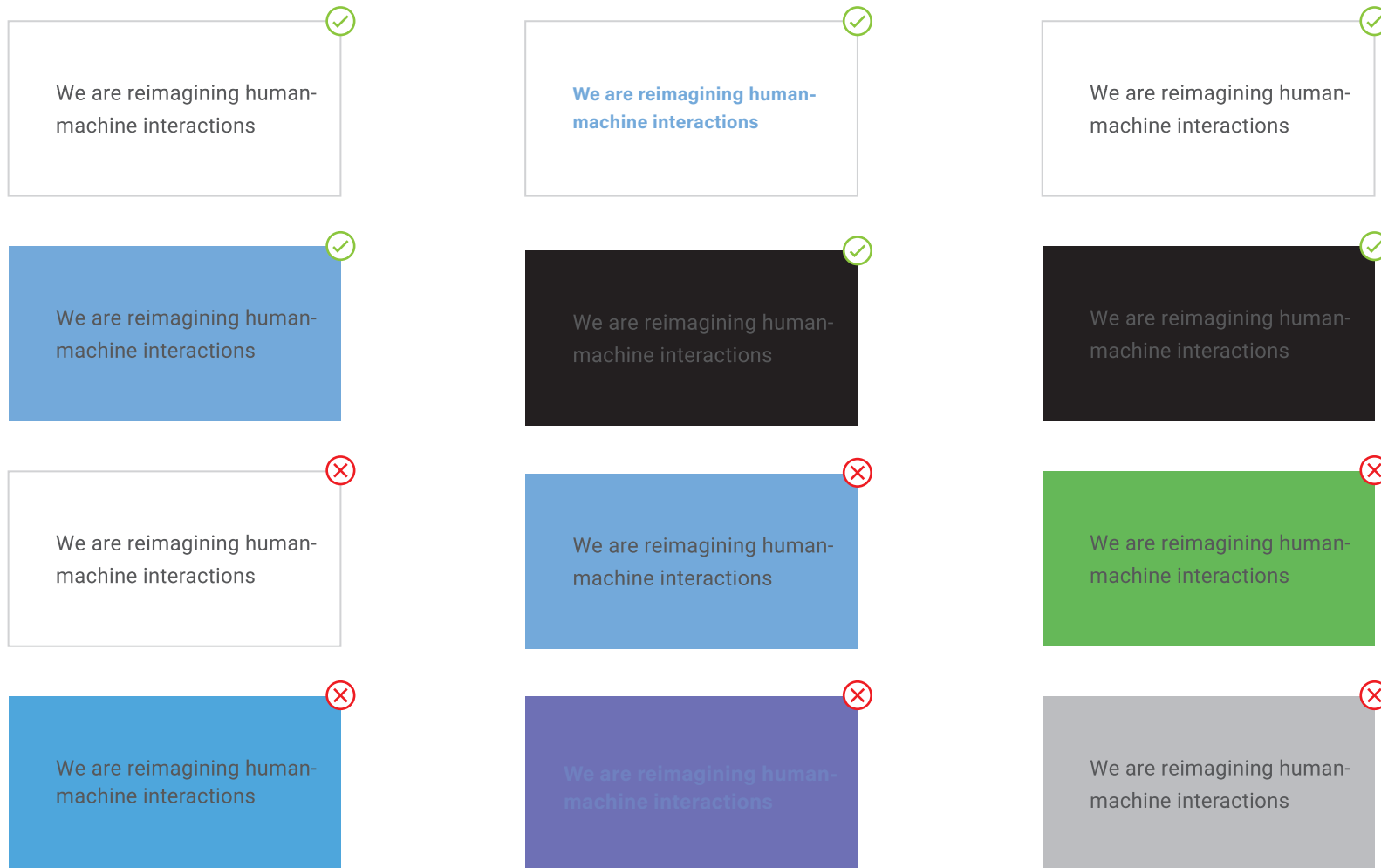
डमी कॉपी

Telugu

డమ్మీ కాపీ

Typeface Color

The Typeface color will be guided by its placements as shown in the examples.



Alignment

To enhance readability and organization, our typeface will be aligned flush left and right, creating a clear visual path for the eye to follow. By prioritizing information design and legibility, this standard approach will be consistently applied across all typography, ensuring functionality, modernity, and timelessness.

✓

We are breaking
transformation
barriers with
ground-breaking

Left align

✓

We are breaking
transformation
barriers with
ground-breaking

Center align

✓

We are breaking
transformation
barriers with
ground-breaking

Right align

✓

We are breaking
transformation barriers
with ground-breaking

Justified align

✗

We are breaking
transformation barriers
with ground-breaking

✗

We are breaking
transformation
barriers
with ground-breaking

✗

We are breaking
transformation
barriers with
ground-breaking

✗

We are
breakingtransformation
ation barriers with
ground-breaking

Leading

Appropriate leading, or line spacing, is essential in our typography usage. It plays a crucial role in enhancing the readability and overall effectiveness of our text. The leading should be balanced. It should not be too open or too tight. Only then it provides a pleasant and effortless reading experience.



Appropriate leading or line spacing is essential in our typography usage. It plays a crucial role in enhancing the reading quality and efficiency of typography.



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Rags & Widow Words

To enhance visual appeal and readability, we prioritize the creation of balanced text blocks. This includes careful management of ragged right margins (ragged edges) and avoiding isolated lines (widows and orphans) at the beginning or end of paragraphs.



In our typography, we actively seek opportunities to enhance the visual aesthetics by creating improved rags or ragged edges on the right margin. We pay careful attention to eliminate widow words, ensuring that lines are adjusted in collaboration with a writer to address any irregular breaks that may hinder reading quality.



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Typography Summary

Our typography is meticulously crafted to reflect the MyCarely brand identity. By combining the versatility of Visby Round CF Heavy and Roboto, we achieve a harmonious balance of style and readability. Through careful attention to hierarchy, spacing, alignment, and overall composition, we create a cohesive and visually appealing typographic system.

BRAND IDENTITY



Iconography

[Overview](#) | [System Icons](#) | [Subject-based Icons](#) | [Technology Icons](#)

[Construction](#) | [Container](#) | [Scaling](#) | [Summary](#)

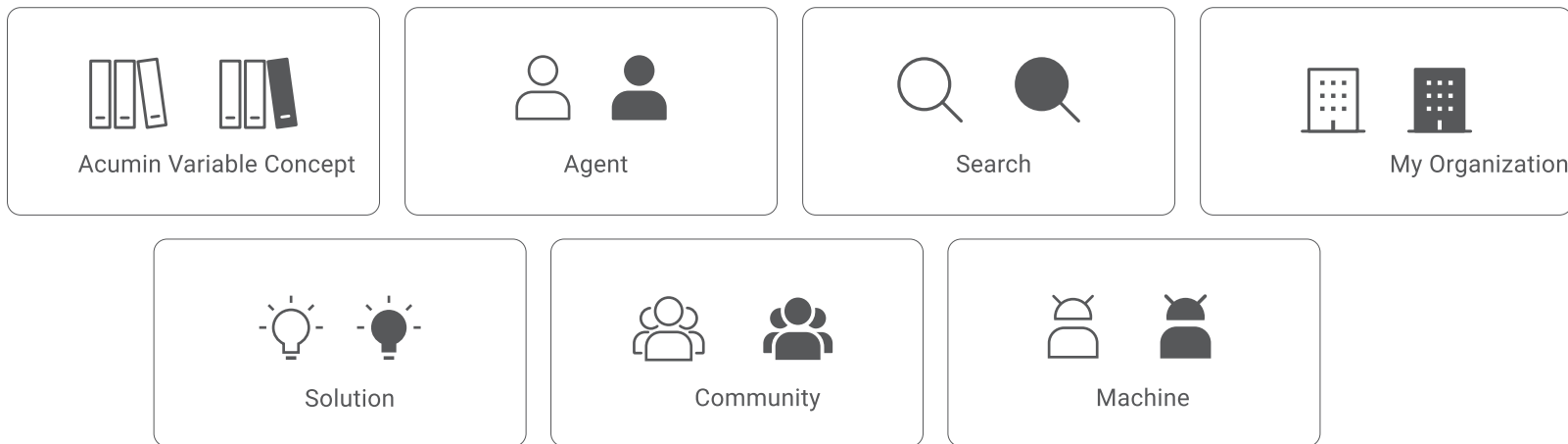
Overview

Our iconography is characterized by clean, minimalistic line patterns inspired by nature. This approach ensures clarity and versatility across various applications. We've categorized icons into three primary collections: System, Subject-Based, and Technology. This structured approach guarantees consistent visual communication across all brand touchpoints.



System Icons

System icons are simple and to the point. The individual core elements are available in both a filled and an outlined version and are almost always rendered in grayscale or brand colors.



Subject-based Icons

Subject-based icons convey meaning through conceptual or literal depictions. By blending casual and sharp lines, these icons prioritize clarity and readability. Rendered in brand colors, they are both versatile and visually appealing. Custom icons can also be tailored to align with specific client branding.



Solution



My Details



Membership Points



Documents



Video



Delivery



Location

Service Icons

Our service icons are crafted to convey each of our services and solutions through clear visualization. Every icon is meticulously designed for clarity and recognizability, effectively conveying complex concepts across the healthcare spectrum. Rendered in our brand colors, these icons ensure visual cohesion and brand consistency.



Book Service



Emergency contact



Healthcare Support



Lab Diagnostics



Home Healthcare



Elderly Care



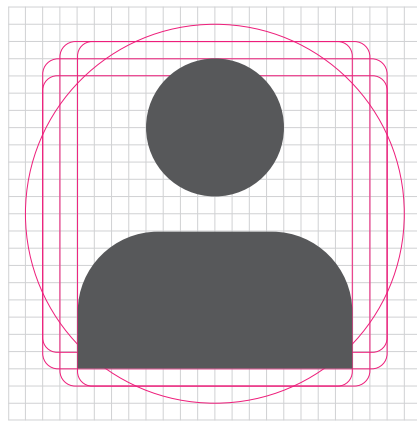
Video Consultation



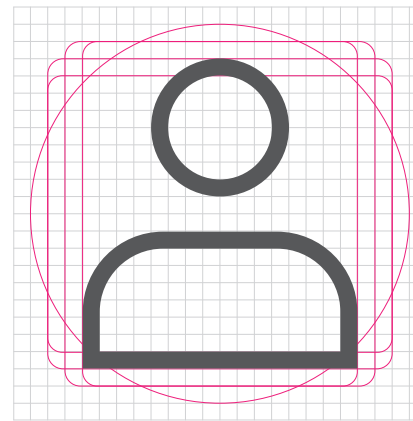
Nutrition and Meal Plan

Construction

Icons are constructed from simple, clean shapes based on a 24x24 pixel grid. A stroke width of 3 pixels allows for clear visibility and upscale of the icons across different platforms. This depth of construction detail assures a professional finish and polish.



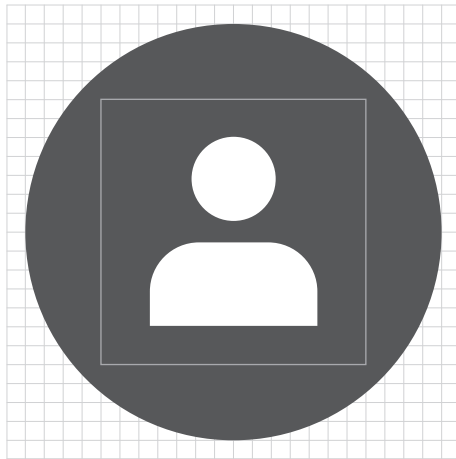
Filled Icon (24x24 grid)



Linear Icon (24x24 grid)

Container and Scaling

To preserve visual balance and for easy recognition, icons may be contained in a circular or square container. The size of the container should be double the width of the icon itself. This means the icon's size will be different based on the screen's size and resolution. On a desktop screen, it will vary between 24px and 124px, while on a mobile screen, it will vary between 16px and 92px.



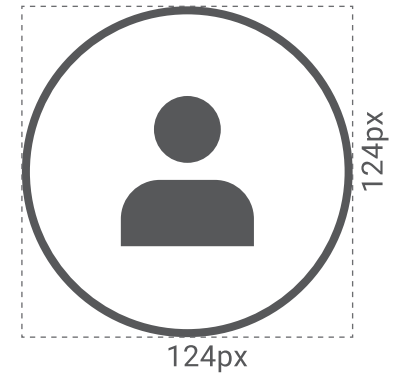
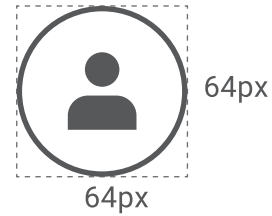
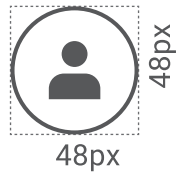
Filled Icon (24x24 grid)



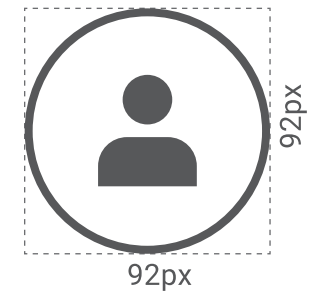
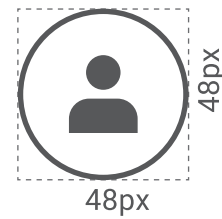
linear Icon (24x24 grid)

Container and Scaling

desktop



Mobile phone



Iconography Summary

Iconography is simple, clear, and versatile, effectively representing our core brand values. Consistent use of styles and colors ensures uniformity in visual presentation across various platforms.

BRAND IDENTITY



Illustration

[Overview](#) | [Principles](#) | [Style](#) | [Color](#) | [Summary](#)

Overview

Simple, powerful, and on-brand illustrations: using only the most essential elements and the brand color palette, we design illustrations that are aesthetically pleasing while at the same time, they are informational.



Principles

Our illustrations are simple, clear, and emotionally engaging. We use only essential elements, working within a minimalistic palette to create both aesthetic and informative visuals.

We maintain the authenticity of human connections in the context of care, highlighting subtle gestures and emotions.

NATURAL

Our illustrations evoke an organic sensation, providing a natural and authentic experience.

SIMPLICITY

Our illustrations are easily comprehensible.



Style

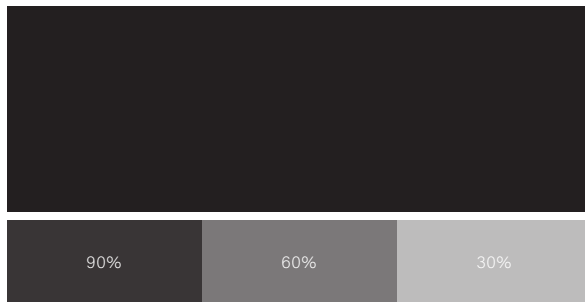
We use simple line drawings with minimal color, thoughtfully applied to the brand. To maintain a clean design, we incorporate brand colors only for important details, avoiding overcomplication. This approach ensures that our ideas are communicated in a straightforward and clear manner.



Illustration Color

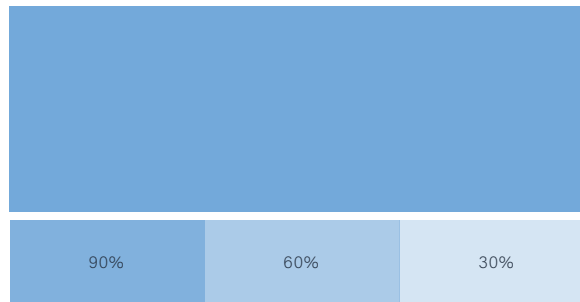
At MyCarely, our illustration colors are lighter shades of blue, purple, and black, which reflect our commitment to compassionate, reliable elderly care. These calming and professional hues reinforce trust and create a soothing visual identity, aligning with our core values of compassion, trust, and excellence while appealing to both elderly individuals and their families.

Outline Color



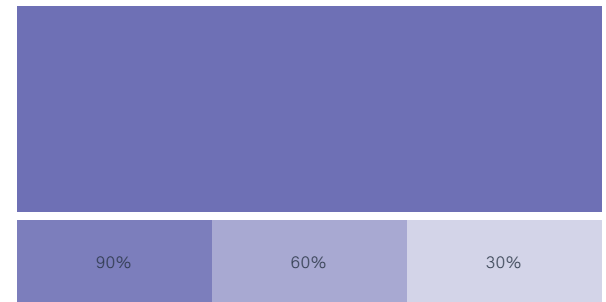
HEX: #000000
RGB: 0 0 0
CMYK: 0 0 0 100

Fill Color



HEX: #62AEFF
RGB: 98 174 255
CMYK: 53 23 0 0

Fill Color



HEX: #7974FF
RGB: 121 116 255
CMYK: 63 59 0 0

Illustrations Summary

Our illustrations are simple, powerful, and aligned with our brand values. Using only essential elements and a minimalistic palette of lighter shades of blue, purple, and black, we create visuals that are both aesthetically pleasing and informative. The colors reflect our commitment to compassionate, reliable elderly care, reinforcing trust and creating a soothing visual identity. Our illustrations maintain authenticity by highlighting subtle human connections and emotions. We use simple line drawings with minimal color, focusing on key details to convey messages clearly and effectively. This approach ensures a natural, authentic experience while keeping our designs easily comprehensible and emotionally engaging, aligning with our values of compassion, trust, and excellence.

BRAND IDENTITY

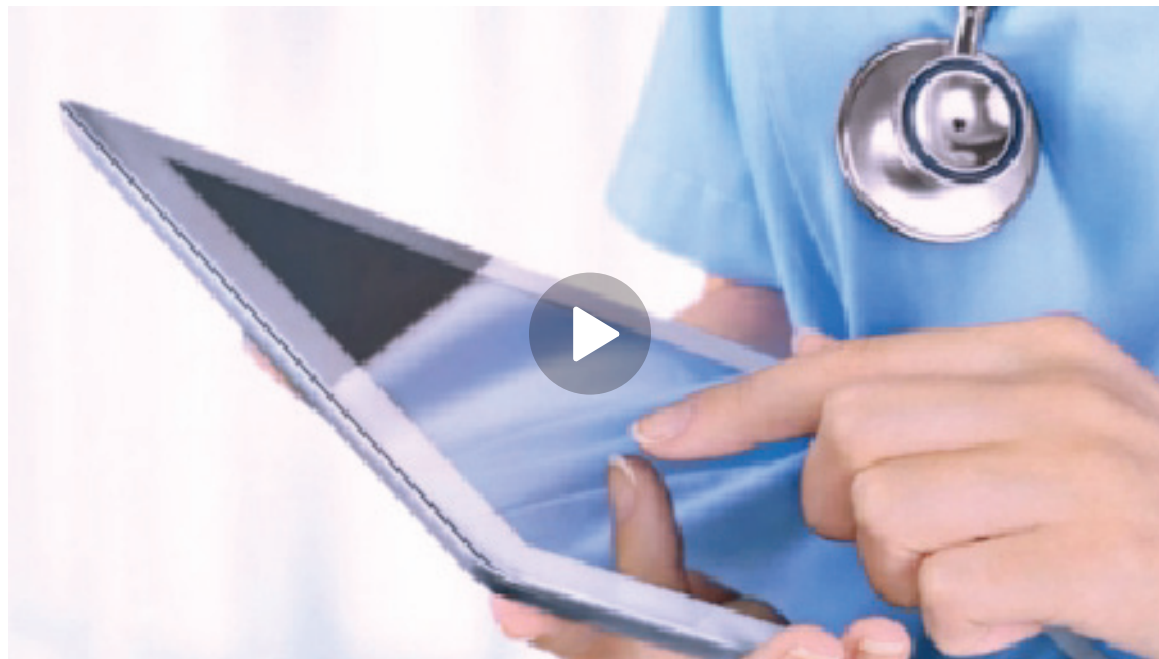


Motion Graphics

Overview | Resolution & Frame Rate | Intro & Outro
Headline | Subhead | Lower Thirds | Subtitles | Summary

Overview

Motion graphics serve as a powerful amplifier of visual communication, engaging, captivating, and making content more memorable. For MyCarely, motion graphics are essential in highlighting our themes of elderly support and comprehensive healthcare services. Our visual media follows strict guidelines to ensure brand consistency, with the correct use of the logo and brand colors always taking priority.



Resolution & Frame Rate

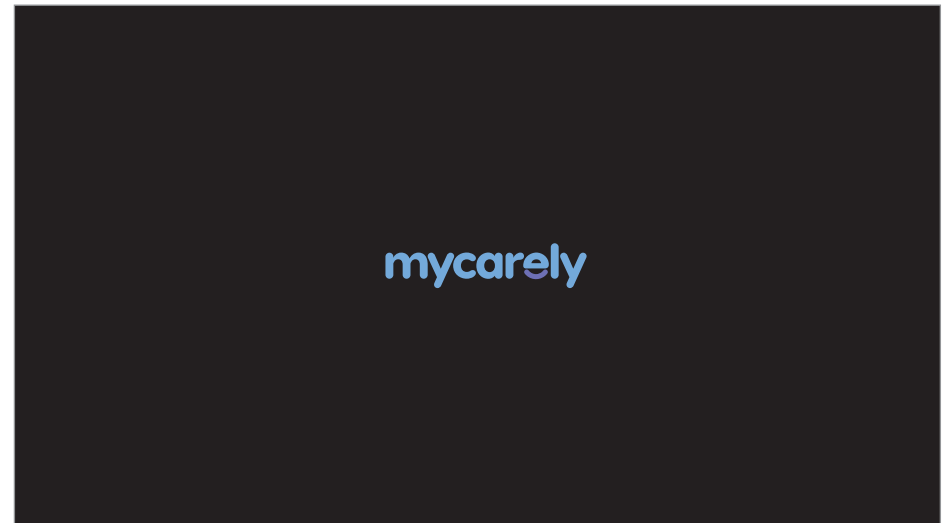
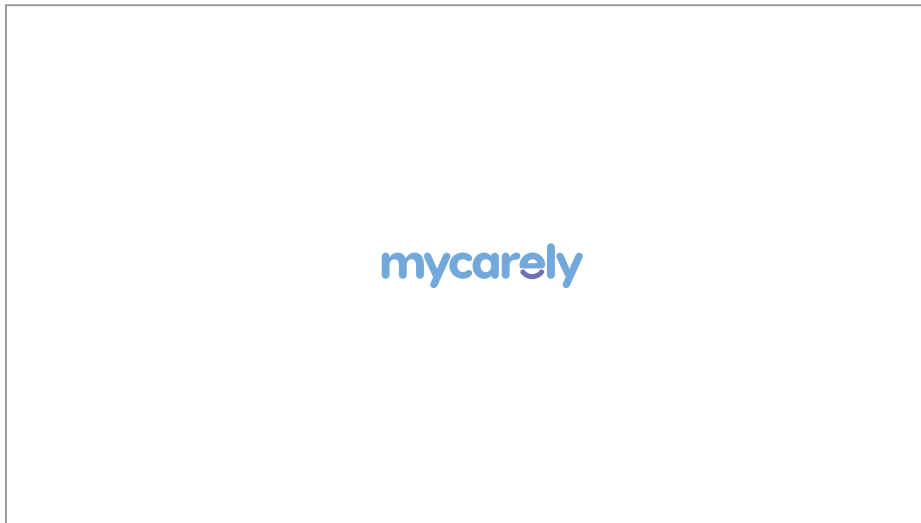
The two most important features that define the quality of visual media are resolution and frame rate. To get the best quality, you should record your video in Full HD, which is 1080p or 1920x1080, at 25 frames per second. Using the h264 codec with a bit rate of 20Mbps and turning on the high-resolution profile achieves the best results.



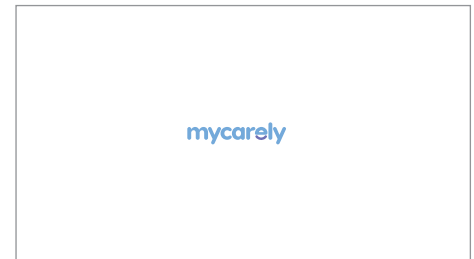
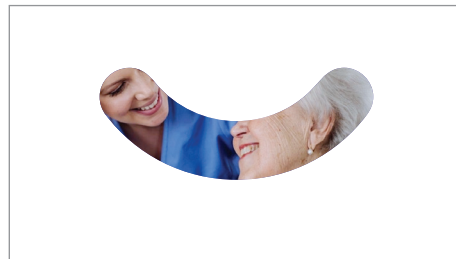
Intro & Outro

For consistency, standardize the video's Intro and Outro segments. The logo shall be that of Brane, and brand colors shall be correct for a font, logo, and background. The Intro and Outro fade smoothly in and out with no accompanying sound.

Intro



Outro



Headline

Headlines are set in a semibold weight and should only be used strictly in the approved hierarchy and scaling guidelines. Scale font from 32 pt to 128 pt, using uppercase letters that always appear in the approved font style.



Subhead

Subheads should always be readable and clear, whatever their position on the screen. Use medium weight with font sizes between 12 pt and 36 pt, depending on the resolution of the video and the size of the headline font.

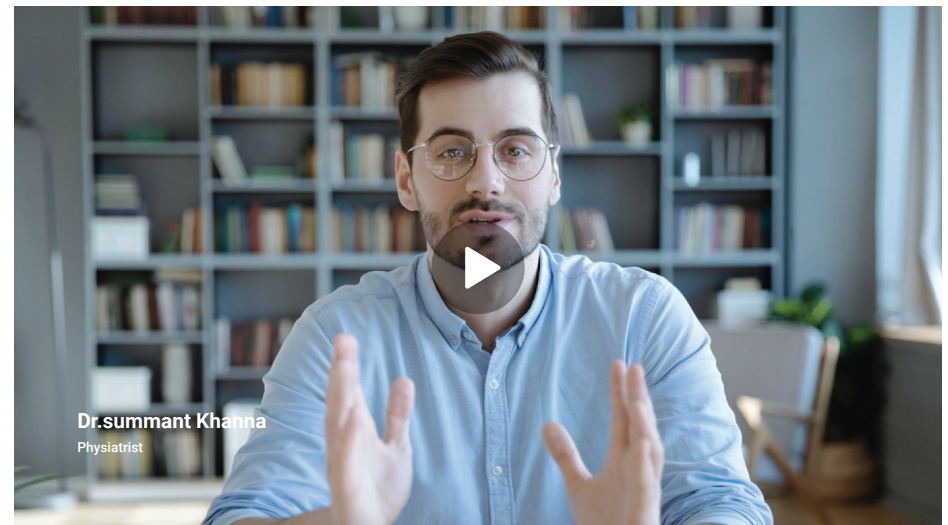


Your Partner in Parental Care

Ensuring your loved ones receive the care they deserve,
with personalized support and compassionate service.

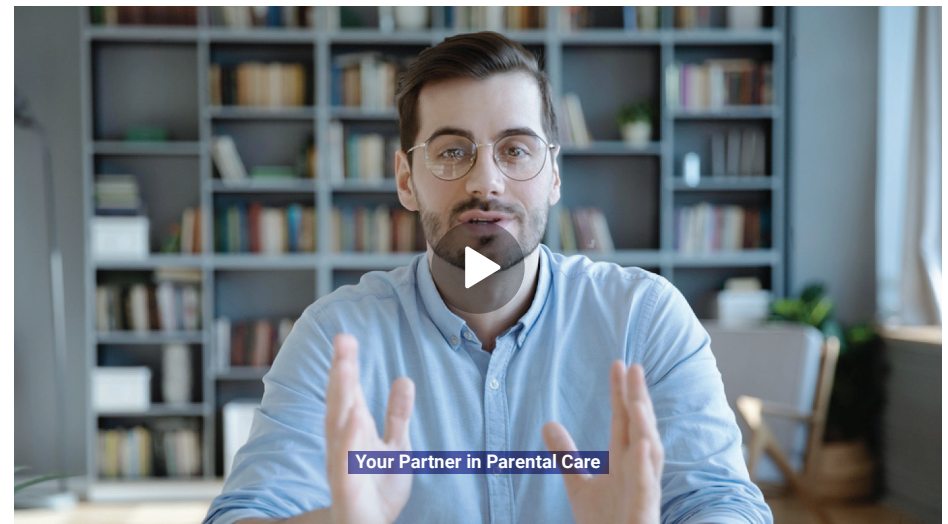
Lower Thirds

The lower thirds display additional information like the name, surname, and position of the speaker. This zone will smart scale the animation and size of subtitles to create a professional look when presenting information.



Subtitles

Subtitles must be included to translate speech into multiple foreign languages. Position subtitles at the bottom center of the screen, ensuring the text does not exceed two lines. Typography should follow brand guidelines, using white font color.



Motion Graphics Summary

By incorporating dynamic motion graphics into our brand identity, we elevate our visual communication beyond static images. We integrate meaningful motion, ranging from logos to presentations, to capture attention and convey our brand's essence. This approach enhances our narrative, making our presence compelling, contemporary, and unforgettable.

BRAND IDENTITY



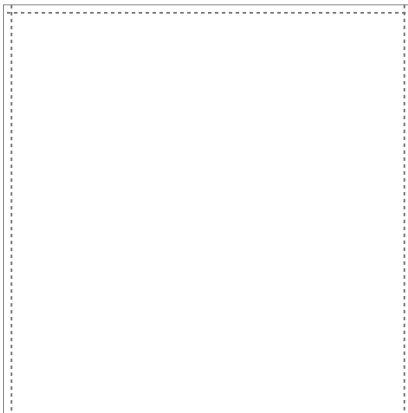
Composition

Overview | Bleed Web | Bleed Mobile | Bleed Exception
Webpage grid | Mobile Grid | Text & Visual Grid
Application | Summary

Overview

Our composition comprises many elements including layout, framing, grid guidance, text, illustration and logo placements. We work towards a very well-established hierarchy based on proper scale and proportion using rhythm and repetition in order to put into place a polished and proficient layout.

Bleed Margin



Grid Guidance

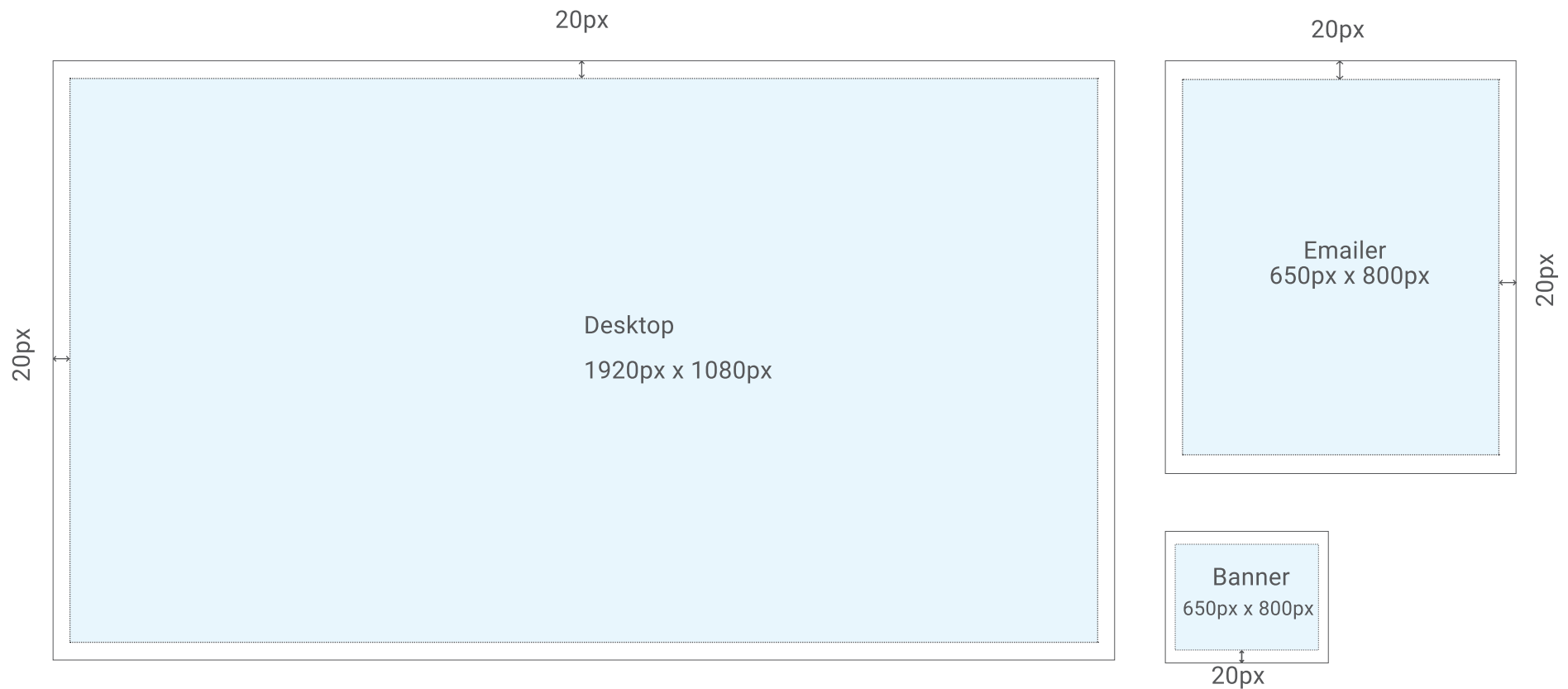


Visual and Text Placement



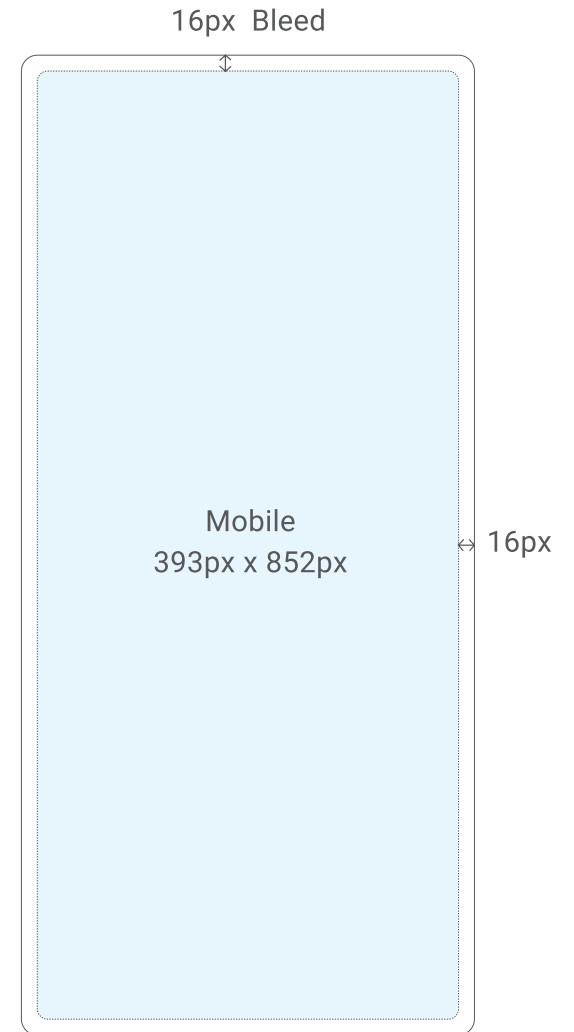
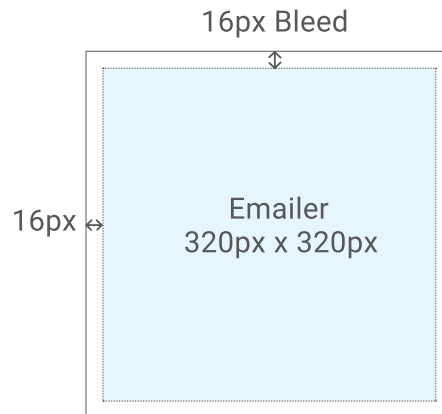
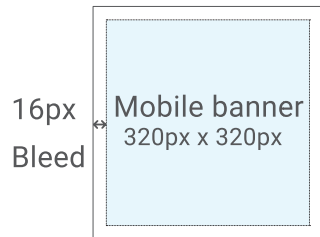
Bleed Web

Proper placement of the text and the visuals is a must for any well-performed layout. To achieve a clean look, a defined bleed margin shall be generated within every layout.



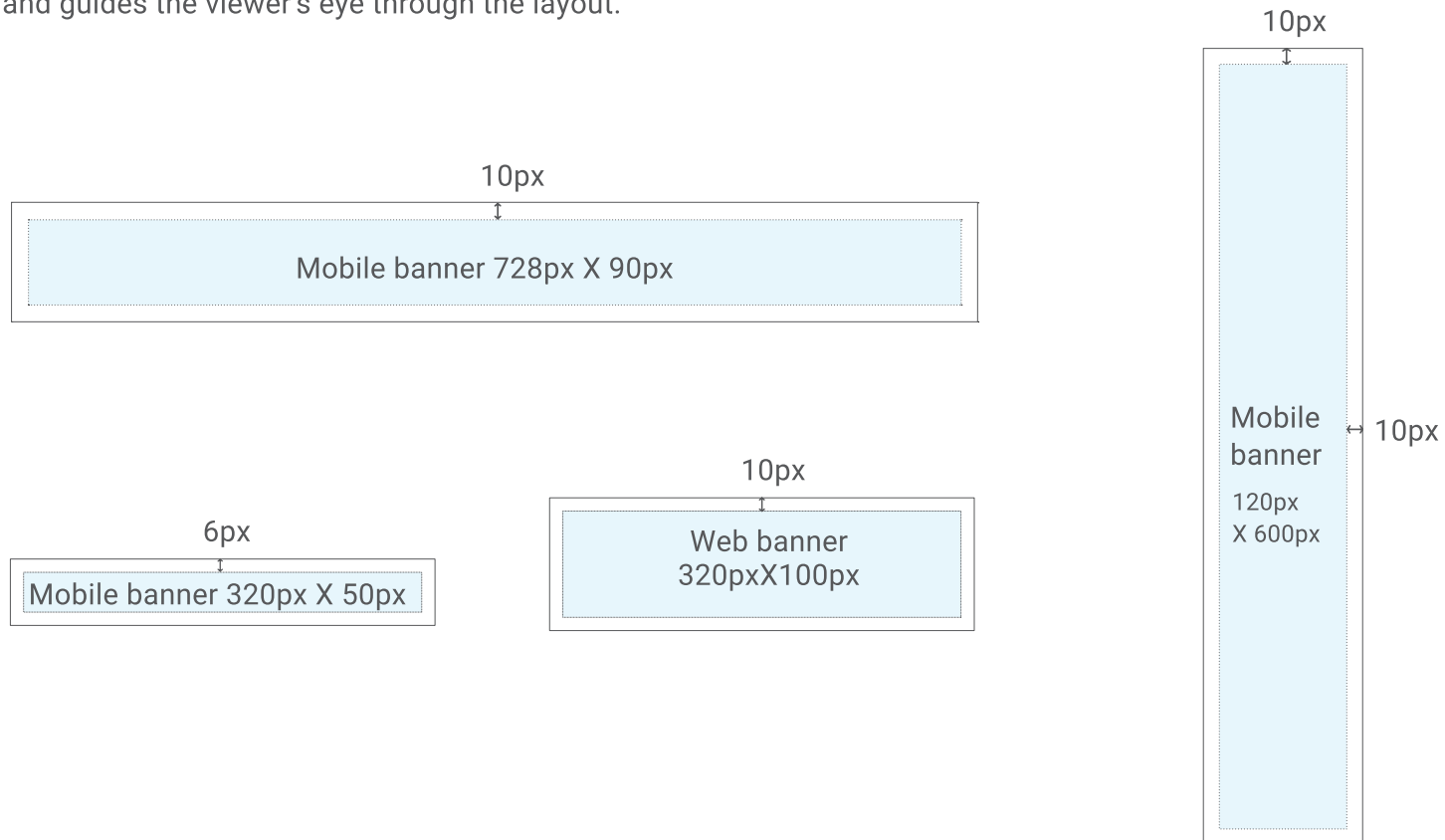
Bleed Mobile

The grid is the fundamental framework through which elements are positioned on screen. A grid-based layout makes it much easier to create fluid, intuitive user experiences.



Bleed Exception

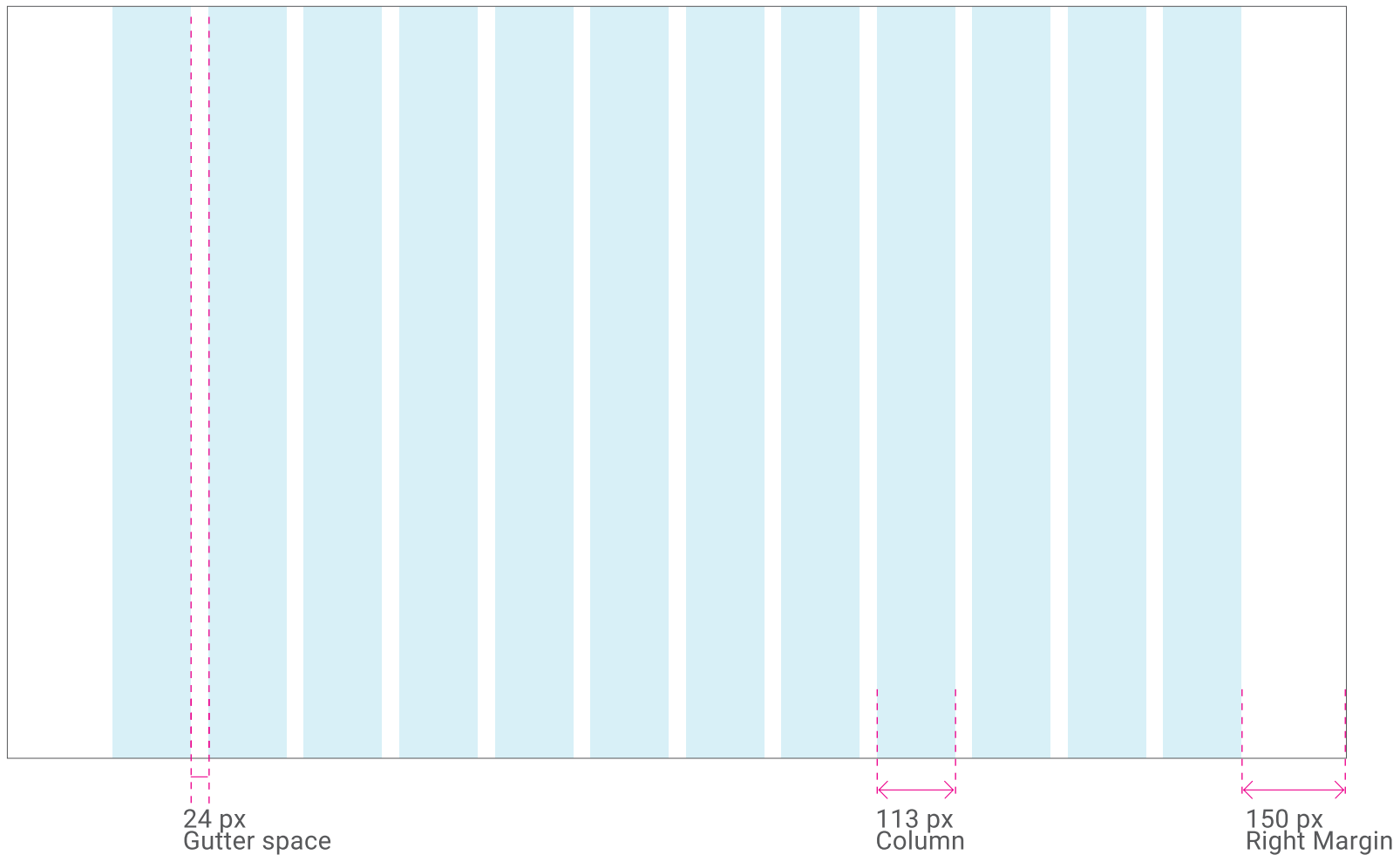
Text is the heart of our content. Proper spacing is crucial as it directly affects readability and guides the viewer's eye through the layout.



Webpage Grid

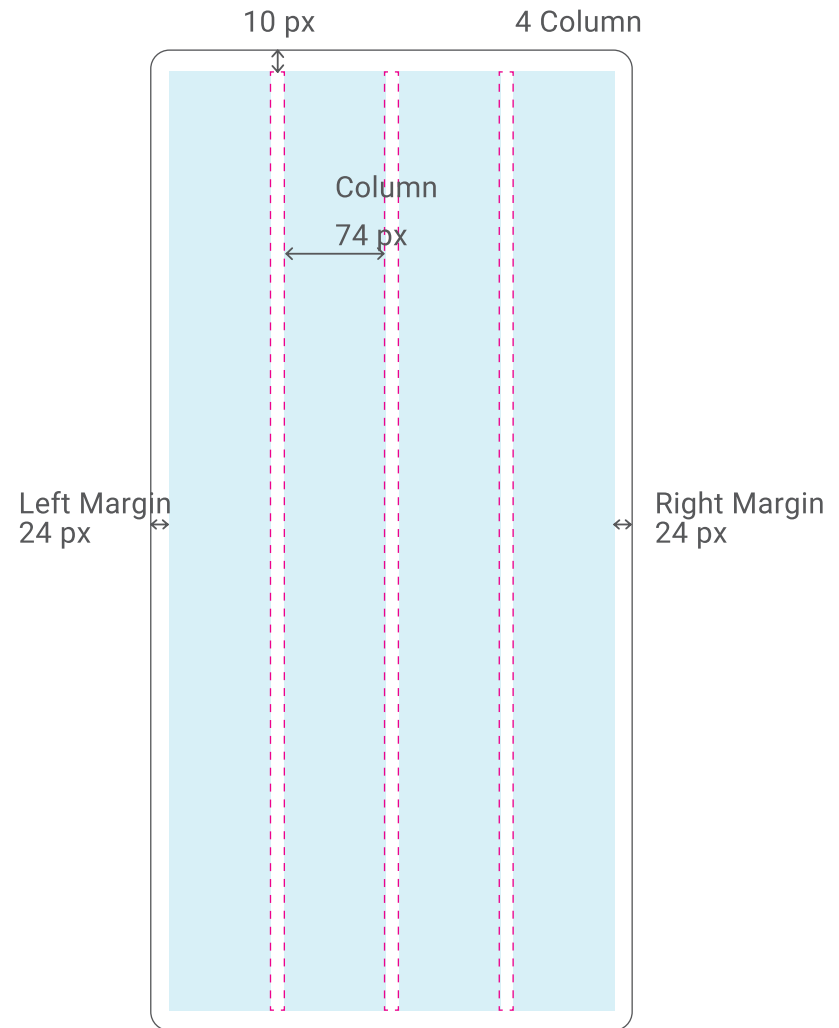
For a website format of 1920x1080 pixels, a 12-column grid is recommended. Pick the number of columns that best fits your composition according to this framework.

12 Column



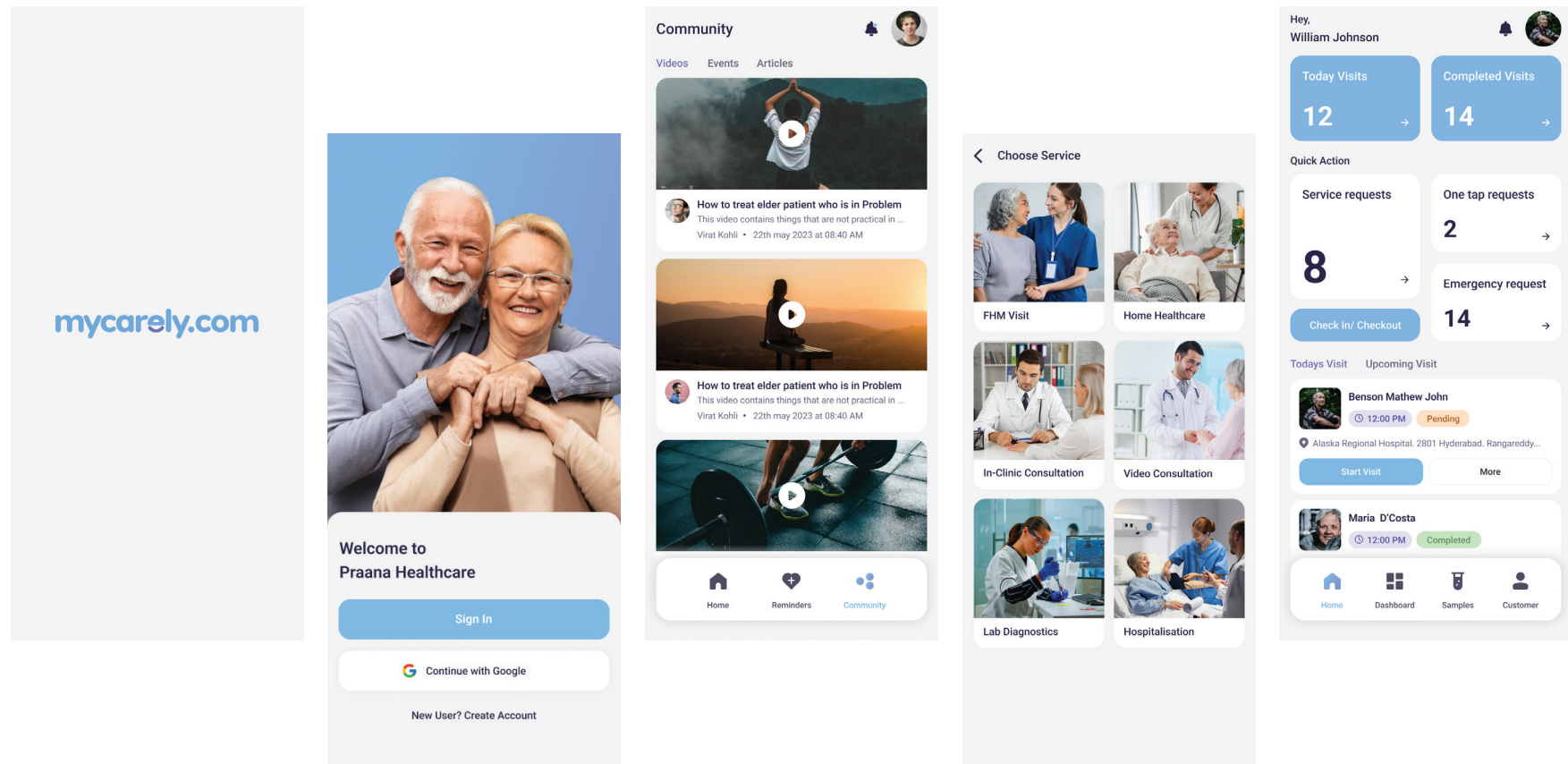
Mobile Grid

Mobile devices 4-column grids; pixel margin left and right, 16. Each column in the mobile grid is 83.5 pixels wide.



Text & Visual Grid

Mobile devices use a 4-column grid system with a left and right margin of 16 pixels to ensure clear and consistent text and visual placement.



Application

Our composition guidelines apply to all layouts, providing both internal and consumer-facing communications with consistency and clarity. By following a grid pattern with clear guidance on full-bleed and column placements, we can preserve a cohesive and professional visual presentation.

WebPage

The image displays a web application for patient management, branded with 'mycarely.in' in the top left corner. The main interface is divided into two primary sections: a patient record view and a login/signup overlay.

Patient Record View (Left):

- Patient Header:** Features a profile picture of an elderly man, the name 'Alena Pope Francis', age '78', phone number '234 234 9876', email 'davidalstermc@gmail.com', and a timestamp '19/05/2023 | 12:30pm'.
- EHR Documents (Left Column):** A vertical list of document types including Vitals, Allergy Details, Medication, Chronic Condition, Past Surgeries, Medical History, Family Medical History, Common Complaints, Patient Lifestyle, Lab Reports, Emergency Contact, and Insurance Info.
- Document Details (Right Column):** Shows two entries for 'Created By DR. Krishna Swathi' on '12/23/24'. Each entry includes a 'File' icon, a file ID '55725535', and a 'Prescription' link.
- Patient Details (Right Column):** A series of expandable sections for 'Chief Complaints', 'Diseases', 'Allergies', 'Social History', 'Add Medicines', and 'Lab /Imaging Test', each with '+' and '-' icons.
- Actions:** A 'Select Disease' button is located at the bottom right of the patient record section.

Login/Signup Overlay (Right):

- Welcome Back:** A large heading at the top of the overlay.
- Sign In Options:** Two links: 'Sign In Via Email' and 'Sign In Via Mobile'.
- Form Fields:** Includes an email input field, a password input field with a toggle icon, and a text input field with a placeholder 'S u x P l g'.
- Forgot Password/ID:** Links for 'Forgot Password?' and 'Forgot Customer ID?' are positioned below the text input field.
- Submit Button:** A large blue button labeled 'Submit'.
- Or Sign In via:** A section with social media icons for Google, Facebook, LinkedIn, Apple, and others.
- Registration Link:** A link at the bottom stating 'I don't have an account Sign Up'.

The overall design is clean and modern, using a light blue and white color palette. The overlay is semi-transparent, allowing the patient record to be partially visible in the background.



Composition Summary

Our compositions are based on a grid system and provide seamless text and visual element placement. In doing so, this approach will ensure consistency and clarity in all the communication layouts, whether internal or consumer-facing.

BRAND IDENTITY

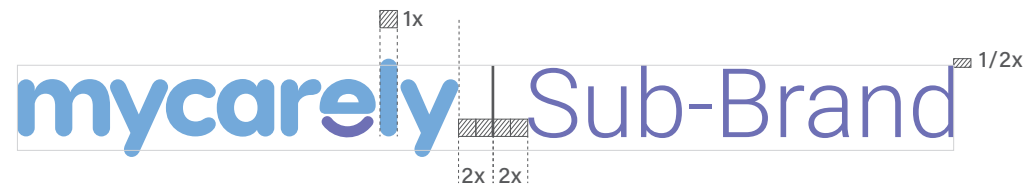


Visual Architecture

Overview | Primary Lockup External | Clear Space Primary Lockup
Secondary Lockup | Clear Space Secondary Lockup
Brand Name | Application | Summary

Overview

Our visual architecture involves layout, framing, grid guidance, text, illustrations, and logo placements. We focus on making layouts with a super-clear hierarchy, proper scale, proportion, and rhythm, which binds the design together.



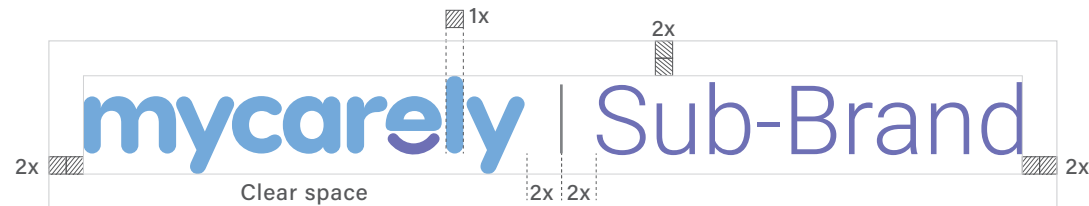
Primary Lockup External

For any primary lockup, we use our primary logo with 2x spacing between our logo and any other partner brand in the lockup.

mycarely | Lorem ipsum

Clear Space Primary Lockup

Our primary logo should have ample clear space to ensure maximum visibility and impact. This clear space must also be consistent with the overall composition, maintaining proper hierarchy and proportion.



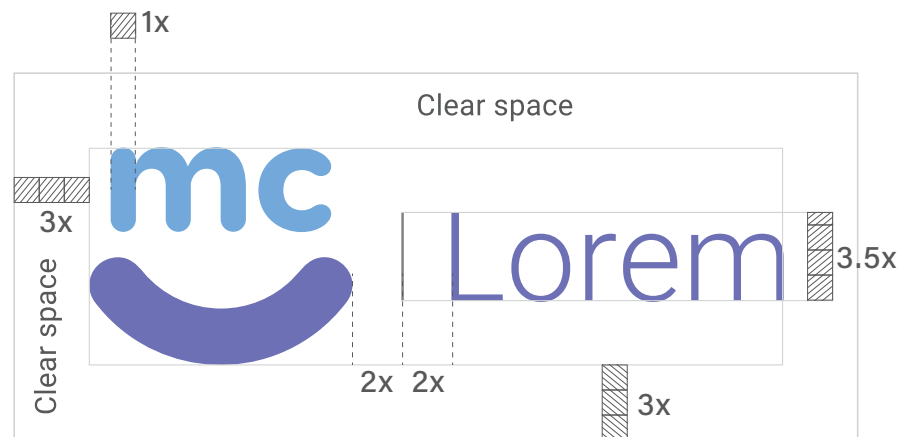
Lockup Secondary External

Our secondary logo should have ample clear space to ensure maximum visibility and impact. This clear space must be consistent with the composition, maintaining proper hierarchy and proportion.



Clear Space Secondary Lockup

Equally as important as with the primary lockup, there needs to be a consistent clear space around the secondary lockups to ensure maximum readability and branding effect.



Brand Name in Text Format

The brand name should consistently appear in CamelCase within paragraphs to maintain a polished and professional presentation that aligns with the brand's identity and standards.

MyCarely stands for the love, care and the independence our elders deserve.
This section of the population is most vulnerable to physiological and psychological issues.



Today, MyCarely provides dedicated Family Health Managers, seamless app experience, and 24/7 support to ensure that no senior feels alone, and no family feels helpless.



Mycarely stands for the love, care and the independence our elders deserve.
This section of the population is most vulnerable
to physiological and psychological issues.



Today, mycarely provides dedicated Family Health Managers, seamless app experience, and 24/7 support to ensure that no senior feels alone, and no family feels helpless.



Application



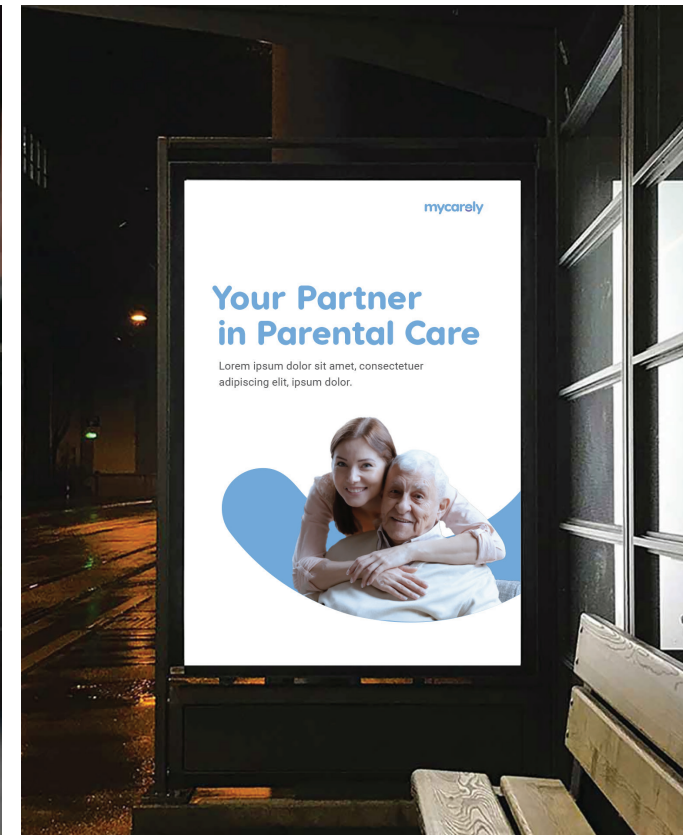
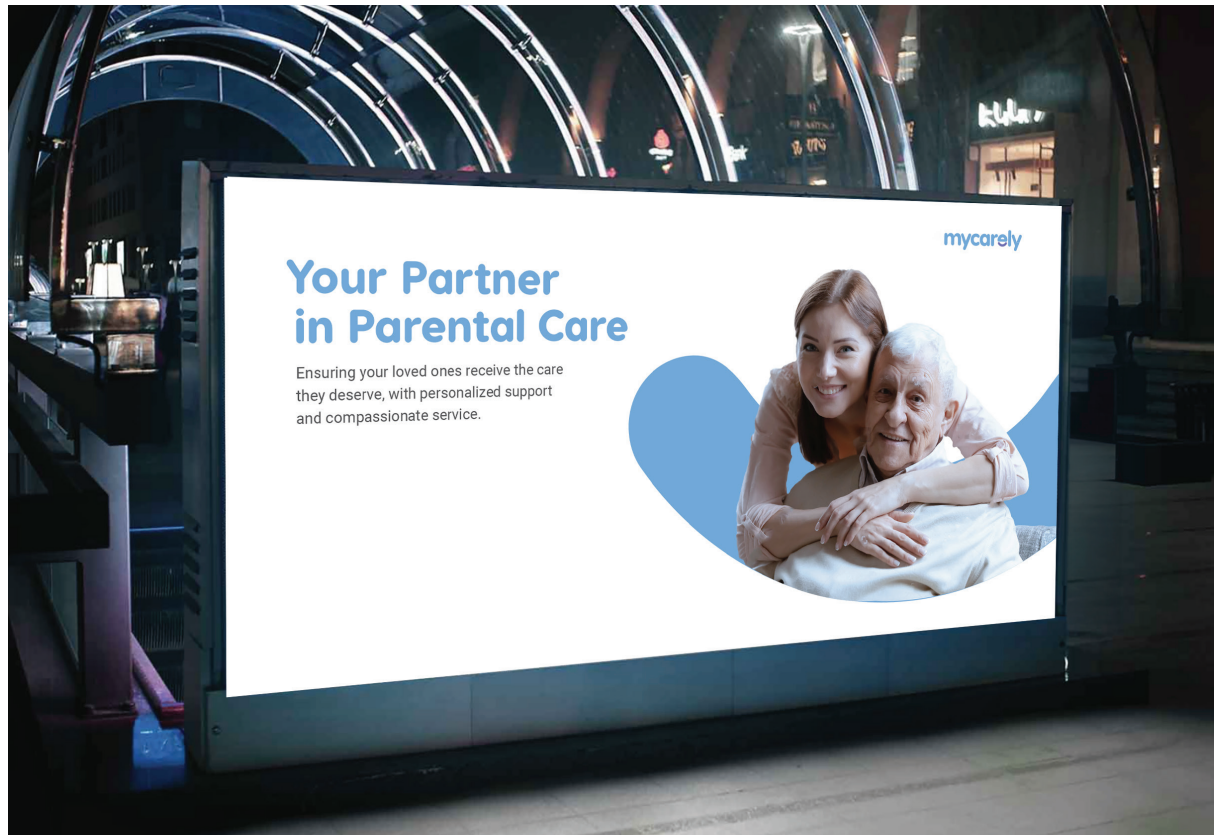
Application



Application



Application



Visual Architecture Summary

Our visual architecture is the firm base of our brand structure, supporting a cohesive, strategic framework. It brings clarity and synergy to all elements of our brand, including partnerships, sub-brands, and internal brand lockups. Our guidelines ensure logos have clear placement regarding text and visuals and appropriate padding and margins for maximum visual impact.

BRAND IDENTITY

 **Brand Voice**

Overview

Our Brand Voice is caring, dependable, and reassuring, reflecting our mission to support the elderly and dependents of those living abroad. Our communication style is designed to build trust and provide comfort, ensuring our users and their families feel understood, respected, and well-cared for.

Love
caregiving
trust
worry-free
comfort



Independence
Support
Peace of Mind
commitment
positivity
Healthcare

Key Elements of Our Brand Voice



CARING AND COMPASSIONATE

Our tone is always warm and empathetic, focusing on the unique needs and emotions of both our users and their loved ones. We use language that reflects our genuine concern for the well-being of the elderly and dependents, creating a comforting and supportive atmosphere. This approach helps to build a strong emotional connection with our audience, emphasizing that we are more than just a service—we are a trusted partner in their caregiving journey.



CLEAR AND INFORMATIVE

Communication should be simple, direct, and easy to understand, avoiding medical jargon and complicated terms. We provide information in a way that is accessible to everyone, ensuring clarity and reducing any anxiety associated with remote caregiving. This straightforward approach helps users feel confident and informed about the services and care their loved ones are receiving.



REASSURING AND TRUSTWORTHY

Our messaging is always designed to reassure, emphasizing our reliability and commitment to high-quality care. We speak with a tone of authority and confidence, reflecting our expertise in elderly and dependent care. This helps to build trust, especially among users who may feel apprehensive about entrusting their loved one's care to a service from afar.



SUPPORTIVE AND ENCOURAGING

We aim to inspire confidence and provide emotional support through our communications. Our tone is uplifting and positive, acknowledging the efforts of those caring for elderly family members from a distance. We offer encouragement and affirm the importance of their role, helping to reinforce a sense of connection and involvement in their loved one's care.



RESPECTFUL AND INCLUSIVE

Our communication is always respectful, honoring the dignity and individuality of every person we serve. We ensure our language is inclusive, avoiding assumptions and stereotypes, and being mindful of the diverse cultural backgrounds of our users. This respectful approach helps to create a welcoming environment for all, regardless of their cultural or personal background.

By embodying these elements, our brand voice conveys our dedication to providing compassionate and reliable care for the elderly and dependents, ensuring they feel valued and supported in every interaction with our app.

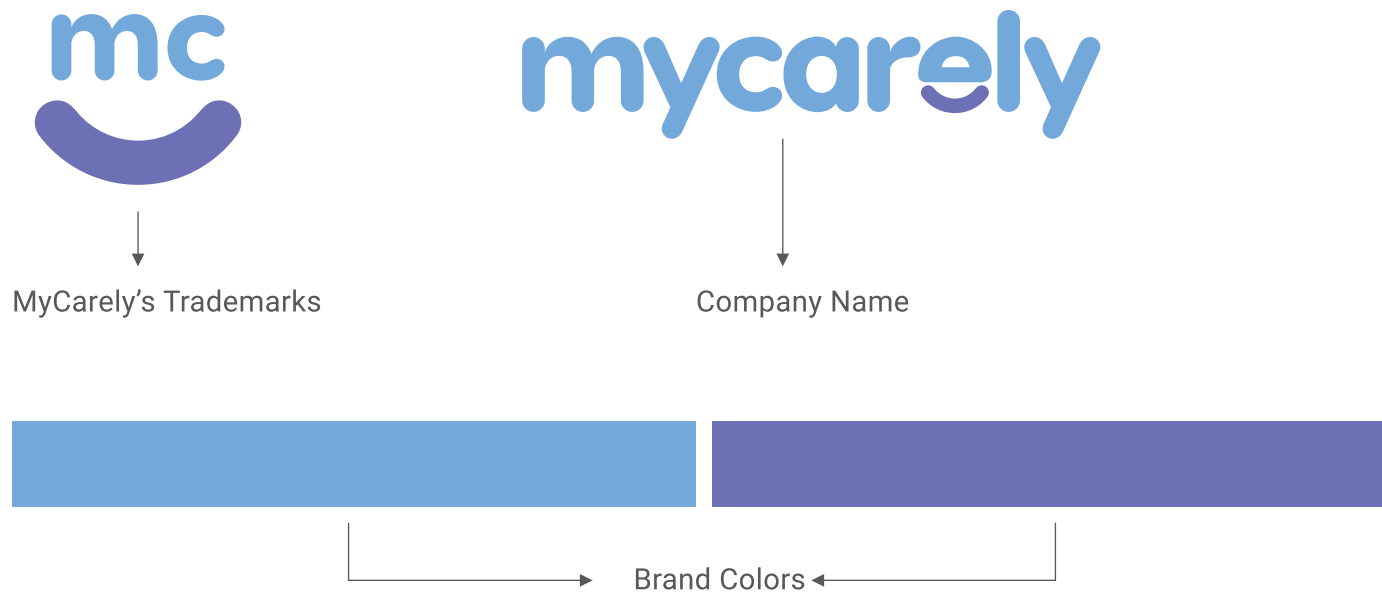
BRAND IDENTITY



Trademark Guidelines

Overview

To protect the integrity and recognition of the MyCarely brand, it is crucial to adhere to the following trademark guidelines. Proper use of the trademark ensures consistency, prevents misuse, and maintains the distinctive identity of MyCarely in all communications and materials.



01

Correct Usage of the MyCarely Trademark

CONSISTENT REPRESENTATION

The MyCarely trademark must always be displayed exactly as it is registered, including its specific font, color, and design elements. It should never be altered, distorted, or modified in any way. Consistent representation is essential to maintaining brand recognition and trust.

LEGIBILITY AND VISIBILITY

The trademark should always be clear and legible, regardless of its application. Ensure there is sufficient contrast between the MyCarely trademark and its background to maintain visibility. Avoid placing the trademark on complex patterns or busy backgrounds that could obscure its clarity.

MINIMUM CLEAR SPACE

Always maintain a minimum clear space around the MyCarely trademark to prevent crowding and ensure it stands out. No text, graphics, or other elements should encroach on this space.

02

Proper Use of Content

NO ALTERATIONS

Do not alter the MyCarely trademark's design, color, orientation, or proportions. This includes rotating, stretching, or condensing the logo or combining it with any other logos, graphics, or text.

AVOID DESCRIPTIVE USE

The trademark should not be used as a generic term or verb. It should always be used as an adjective followed by a generic noun (e.g., "MyCarely app" or "MyCarely service") to prevent it from becoming generic.

NO INAPPROPRIATE CONTEXTS

The MyCarely trademark must not be used in any misleading, defamatory, or offensive way or in any context that could damage the brand's reputation or integrity.

The logo for mycarely is displayed on a white background. The word "mycarely" is written in a lowercase, sans-serif font. The "my" is in blue, "care" is in a lighter blue, and "ly" is in a darker blue.The logo for mycarely is displayed on a solid blue background. The word "mycarely" is written in a lowercase, sans-serif font in white. The "my" is in white, "care" is in white, and "ly" is in white.

1. Text – MyCarely (Company name)
2. Logo – “MyCarely.com” (Company name)
3. Logo- (Smiley)
4. Device Mark – (Image or Logo with Text “MyCarely.com”) – Master Trademark
5. Colour- (Image of Primary Brand Color) – Master Trademark

03

User-Generated Content

SUBMISSIONS

Any content submitted to the MyCarely website or web app by users, including reviews, comments, or feedback, becomes the property of MyCarely. By submitting content, users grant MyCarely a non-exclusive, royalty-free, perpetual, and worldwide license to use, reproduce, modify, publish, and distribute such content.

CONTENT REVIEW

MyCarely reserves the right to review, edit, or remove any user-generated content that violates these guidelines or any applicable laws.

04

Third-Party Content

LICENSED USE

MyCarely may feature content from third-party sources on its website and web app. All third-party content is used under license or with permission, and appropriate credit must be given to the original source.

PROHIBITED ACTIONS

Users must not copy, reproduce, distribute, or exploit third-party content without obtaining proper authorization from the original copyright owner.

05

Monitoring and Enforcement

REPORT MISUSE

Any unauthorized or incorrect use of the MyCarely trademark should be reported to the brand management team immediately. This includes any use that could lead to confusion or dilute the trademark's value.

LEGAL ENFORCEMENT

The company will take appropriate legal action to protect its trademark rights against unauthorized use or infringement.

By following these guidelines, we ensure the consistent and correct use of the MyCarely trademark, protecting our brand's identity and reputation in the healthcare industry.

MyCarely's Trademarks

The following is an illustrative, non-exhaustive list of logos owned by MyCarely. Because this list of logos and their status could change over time, especially as we add new products and services. Please review this section of the guidelines periodically. Please note that the absence of a product or service name or logo from the list below does not constitute a waiver of MyCarely's intellectual property rights in that name or group.

mycarely



mycarely | Lorem ipsum



Note: You may not use any MyCarely trademarks or logo or both without written authorization from MyCarely. Please contact our legal team if you want permission to use our trademarks or if you wish to report any abuse of the trademarks.

BRAND IDENTITY



Copyright Guidelines

Copyright Guidelines

To protect the intellectual property of MyCarely, it is essential to adhere to the following copyright guidelines. These guidelines ensure that all content, including text, images, graphics, videos, and software on the MyCarely website and web app, is properly used and credited, preventing unauthorized use and maintaining the integrity of our brand.

1. OWNERSHIP OF CONTENT

Website and Web App Content: All content on the MyCarely website and web app, including but not limited to text, images, graphics, logos, videos, software, and other digital assets, is the exclusive property of MyCarely. This content is protected by copyright laws and must not be copied, reproduced, distributed, or used without explicit permission from MyCarely.

Copyright Notice: A copyright notice must be included on all pages of the MyCarely website and web app.

Example: "© [Year] MyCarely. All rights reserved."

This notice serves as a public declaration of the company's copyright ownership and helps protect against unauthorized use.

2. PROPER USE OF CONTENT

Internal Use: Employees and authorized partners may use copyrighted content from the MyCarely website and web app strictly for official business purposes. Any reproduction, distribution, or modification of the content for other purposes is prohibited without prior written consent from MyCarely.

External Use: Any third party wishing to use content from the MyCarely website or web app must obtain explicit written permission. Unauthorized use of any copyrighted material is strictly prohibited and may result in legal action.

3. USER-GENERATED CONTENT

Submissions: Any content submitted to the MyCarely website or web app by users, including reviews, comments, or feedback, becomes the property of MyCarely. By submitting content, users grant MyCarely a non-exclusive, royalty-free, perpetual, and worldwide license to use, reproduce, modify, publish, and distribute such content.

Content Review: MyCarely reserves the right to review, edit, or remove any user-generated content that violates these guidelines or any applicable laws.

4. THIRD-PARTY CONTENT

Licensed Use: MyCarely may feature content from third-party sources on its website and web app. All third-party content is used under license or with permission, and appropriate credit must be given to the original source.

Prohibited Actions: Users must not copy, reproduce, distribute, or exploit third-party content without obtaining proper authorization from the original copyright owner.

5. COPYRIGHT INFRINGEMENT

Reporting Infringement: MyCarely is committed to respecting the intellectual property rights of others. If you believe any content on the MyCarely website or web app infringes your copyright, please contact us immediately with a detailed description of the alleged infringement.

Consequences of Infringement: Unauthorized use of copyrighted material may result in the removal of the infringing content, suspension of user access, and potential legal action. MyCarely will fully cooperate with any investigations related to copyright infringement.

6. DIGITAL RIGHTS MANAGEMENT (DRM)

Content Protection: MyCarely may employ digital rights management (DRM) tools to protect its digital content from unauthorized use or distribution. All users must respect these protections and not attempt to disable or circumvent any DRM technologies employed by MyCarely.

7. USE OF MYCARELY CONTENT BY THIRD PARTIES

Permission and Attribution: Third parties who wish to use MyCarely's copyrighted content must request permission and provide appropriate attribution as specified by MyCarely. This includes mentioning the source and providing a link back to the original content on the MyCarely website or web app.

8. COPYRIGHT COMPLIANCE

Employee Responsibility: All employees and contractors of MyCarely are responsible for ensuring compliance with these copyright guidelines. This includes avoiding the unauthorized use of third-party content and adhering to internal content creation and distribution policies.

By following these copyright guidelines, MyCarely protects its intellectual property rights and maintains a consistent and trustworthy brand presence across all digital platforms.