



# Visual Brand Guidelines

Q1 2025

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# Foreword

## **Cardiovascular care, from anywhere.**

Delivering heart care to at-risk populations is both complex and critical, demanding clear communication and unwavering trust.

Design plays a vital role in building that trust, acting as a bridge between technology and empathy.

These design guidelines provide shared principles for creating consistent, accessible, and reliable communications and experiences.

Whether it's an investor presentation, a social post, a user interface, or a PDF of patient results, our goal is to ensure that our audience's needs are prioritized and that trust remains at the heart of everything we create.

If you have questions or needs not covered here, please reach out to [design@heartbeathealth.com](mailto:design@heartbeathealth.com)

# Logotype & Usage

## Logotype

The Heartbeat logotype consists of two elements: the heart icon and the wordmark.

These elements should always be used together and must not be separated.

The heart icon represents our core pillars of care – prevention, diagnosis, and treatment.

Use the horizontal and vertical versions appropriately, ensuring a minimum width of 0.75".

To access downloads, please visit [heartbeathealth.com/logos](https://heartbeathealth.com/logos)



## Dark background use

When placing the Heartbeat logo on dark backgrounds or over photography, the wordmark and the right facet of the heart icon should always appear in white.



## Clear space

The logotype should always remain free from competing or distracting graphic elements.

For both horizontal and vertical orientations, maintain clear space equal to the height of the wordmark.



## Please do not.

Consistent logo use protects its integrity and reinforces trust.

Here are a few common examples of misuse to avoid.

If you have questions please reach out to [design@heartbeathealth.com](mailto:design@heartbeathealth.com)



Do not stretch the logotype horizontally.



Do not stretch the logotype vertically.



Do not use the wordmark or icon by itself.



Do not rotate the logotype.



Do not add a drop shadow to the logotype.



Do not put a stroke on the logotype.



# Color Palette

## Color palette

Our color choices are inspired by the natural flow of oxygenated and deoxygenated blood in the circulatory system—without being too literal.

As care providers, we prioritize readability, usability, and engagement for all users. When using color, accessibility is essential. Always use modern tools to ensure contrast ratios meet accessibility guidelines.

We rely on Deep Grey for text, using variations of O2 Blue for emphasis, while reserving Healthy Red sparingly for calls to action.

### Healthy Red

HEX #D1007E  
RGB 209, 0, 126  
CMYK 0, 100, 40, 18

### O2 Blue

HEX #2E3192  
RGB 46, 49, 146  
CMYK 68, 66, 0, 43

### Deep Grey

HEX #1D2733  
RGB 29, 39, 51  
CMYK 43, 24, 0, 80)

### Cyan

HEX #29AAE1  
RGB 41, 170, 225  
CMYK 82, 24, 0, 12

# Typography

# Typography

Gilroy is the typeface at the heart of our logo, and the foundation of all Heartbeat brand expressions.

Designed by Radomir Tinkov, Gilroy is a modern sans-serif with a geometric touch, offering a balance of comfort and approachability across both marketing and product experiences.

We primarily use the Regular and Black weights to ensure strong visual contrast, while Medium is best suited for smaller text to maintain stroke weight and legibility.

# Gilroy

Gilroy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Gilroy Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Gilroy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Gilroy Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Font deprecation

In applications where Gilroy is unavailable (such as Google Slides or Google Docs), we use Inter, a widely available Google Font.

Designed specifically for digital screens, Inter provides readability and consistency across presentations and documents.

# Inter

Inter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Inter Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

# Photography

## Photography

A picture is worth a thousand words.

Our photography should create a sense of connection and relatability. When selecting stock images, choose subjects in natural, candid moments that feel authentic.

Avoid staged or overly polished shots where subjects appear posed, rehearsed, or like professional models.









# Iconography

## Iconography

Icons play a supportive role by adding visual interest to content that might otherwise go unnoticed.

When icons are needed, we use Streamline.

Their Ultimate Regular set includes over 16,000 icons, ensuring there's one to support any concept.

Always maintain a consistent stroke-to-size ratio of 1:16.

[streamlinehq.com](https://streamlinehq.com)

