



DIGITAL GUIDELINES

VER 1.0

BRANDING OVERVIEW

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spencer
health
solutions



#LOGO TYPES



spencer
health
solutions

The logo is presented in a stacked format within a white rounded rectangle. The word 'spencer' is in blue, 'health' is in green, and 'solutions' is in orange, all in a lowercase sans-serif font.

Stacked Logo



spencer
health solutions

The logo is presented in a landscape format within a white rounded rectangle. 'spencer' is in blue, and 'health solutions' is in green and orange respectively, all in a lowercase sans-serif font.

Landscape Logo



spencer health solutions

The logo is presented in a horizontal format within a white rounded rectangle. The words 'spencer', 'health', and 'solutions' are in blue, green, and orange respectively, all in a lowercase sans-serif font.

Horizontal Logo

#LOGO TYPES – ROUNDED FONTS

The word "spencer" is written in a blue, rounded, lowercase sans-serif font. A small "TM" trademark symbol is positioned to the upper right of the letter "r". The text is centered within a white rectangular box that has rounded corners and a subtle drop shadow.

spencer™

Title font

Helvetica Rounded Bold

HelveticaRoundedLTStd-Bd

The typography chosen for spencer is a reflection of his brand personality.

Helvetica Rounded Bold for headlines and callouts.

Helvetica was chosen as spencer’s font to convey precision and order.

It has simple, sleek, and clean lines. This reflects spencer’s promise to reduce complexity.

Also, Helvetica is very legible, which assists some of the older target population that may have trouble with their eyesight.

To add even more humanity to our device, the font has rounded edges. This gives an added nuance of warmth and softness.

Headlines are in lowercase. This gives a friendly and colloquial feel that is in alignment with spencer’s personality. Periods are only used if the headline has more than one sentence or fragment, and never appear at the end of the last one.

Helvetica Rounded Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(<div data-bbox="451 439 905 593" data-label="Text">

Title
Testing for page titles or as
headlines as this font

Sub Title
Sed ut perspiciatis unde omnis iste
natus error sit voluptatem

spencer
health solutions

Title Font

Gilroy-ExtraBold

Gilroy-extrabld

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Gilroy Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 – &*#@?!/+(',:,;)

Title

Testing for page titles or as headlines as this font

Sub Title

Sed ut perspiciatis unde omnis iste natus error sit voluptatem

spencer
health solutions

Body Font

Helvetica Neue

HelveticaNeueRegular

The typography chosen for spencer is a reflection of his brand personality.

Helvetica Neue is used for Body copy.

Helvetica Neue was chosen as spencer’s font to convey precision and order.

It has simple, sleek, and clean lines. This reflects spencer’s promise to reduce complexity.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 — &*#@?!/+(<div data-bbox="422 448 494 478" data-label="Section-Header">

Body Fonts

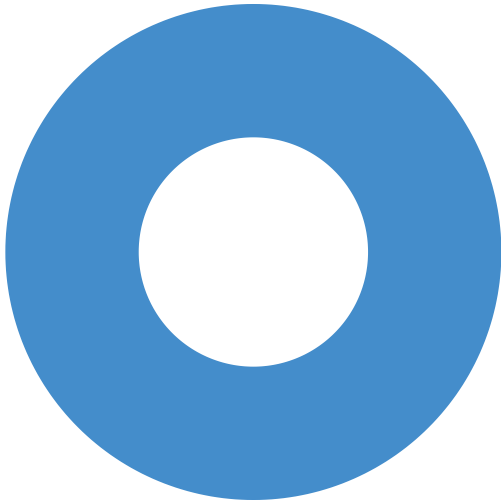
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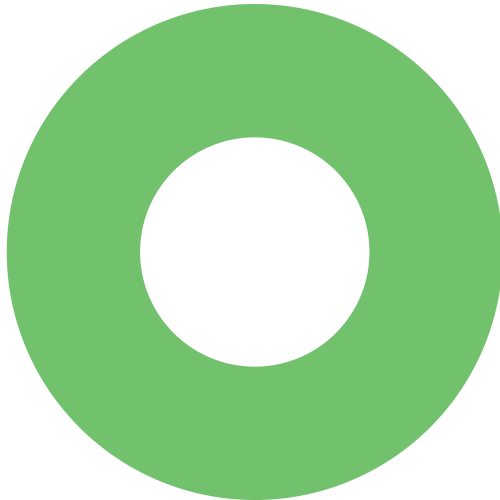
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed.

#COLOR PALLETTE

Primary Colors



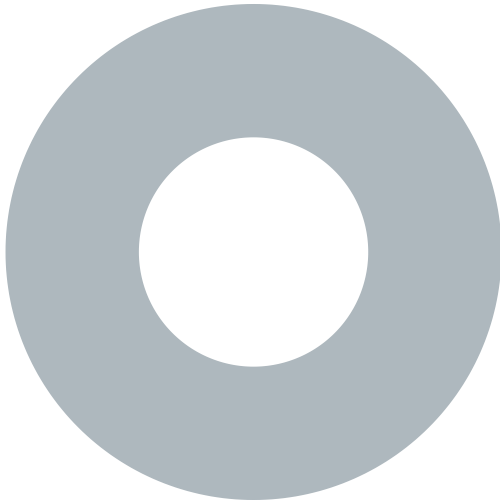
RGB 73 143 200
HEX #498FCB
HSB 208 64 80



RGB 114 193 109
HEX #72C16D
HSB 116 44 76



RGB 245 125 40
HEX #F57D28
HSB 28 84 96



RGB 174 184 190
HEX #AEB8BE
HSB 202 8 75

Secondary Colors



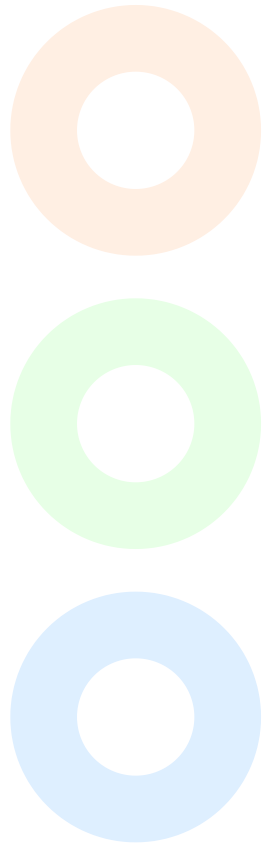
RGB 254 196 34
HEX #FEC422
HSB 44 87 100



RGB 0 181 203
HEX #00B5CB
HSB 187 100 80



RGB 99 99 102
HEX #636366
HSB 240 3 40



Elevate outcomes in clinical trials and value-based care.

Spencer® is the only direct-to-patient device that integrates pill dispensing, data analytics, and telehealth technology.

Elevate outcomes in clinical trials and value-based care.

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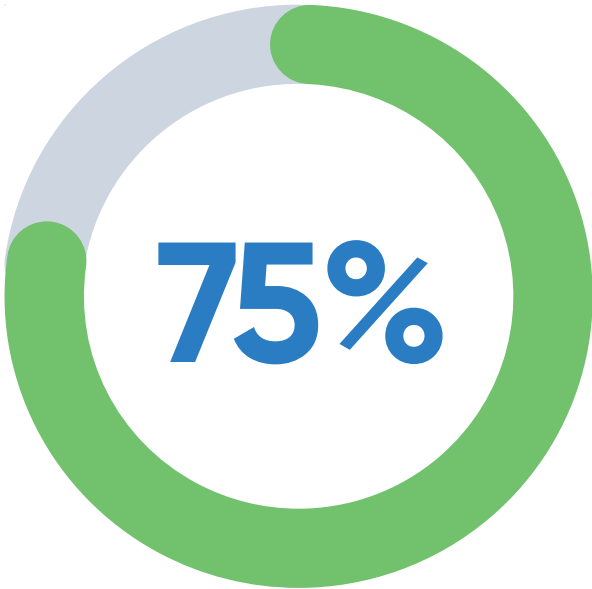
95% Medication Adherence

With engaging reminders and simple dispensing, it's easier for patients to take their medications.



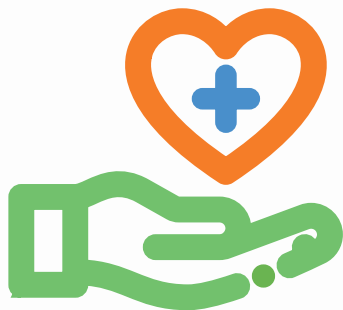
75% Patient Engagement

Patients answer health status questions by touchscreen providing better visibility into adherence.



#ICONS STYLE

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Care Management



Clinical Trials



Commercial

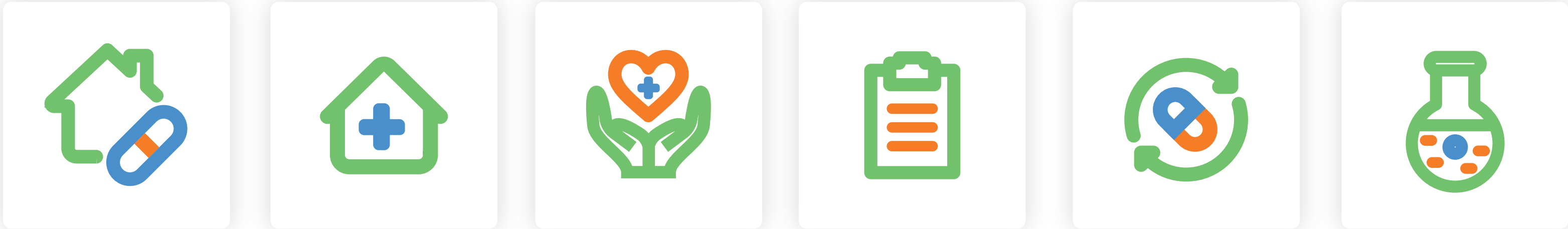
PREVIOUS ICONS



OTHER ICONS

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FEW GENERAL ICONS



UTILITY ICONS



How we help in



Care Management

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Clinical Trials

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Commercial

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Name

Enter User Name

Password

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Dropdown

Select option 1

Select Date

Search

BUTTON

OUTLINE BUTTON

Text area

Lorem Ipsum

Upload Certified Document

Select Document

Choose File

 1 2 3 4 5  


Upload Your Photo
*Should be uploaded min 500px

Radio Buttons

☒ Text 1 ☐ Text 2 ☐ Text 3

Check Boxes

☒ Text 1 ☐ Text 2 ☐ Text 3



Enquire here to learn more about how Spencer is making virtual the new reality!

Your Name

Your Phone

Your Email

Inquiry Type

General Information

▼

Message

SUBMIT

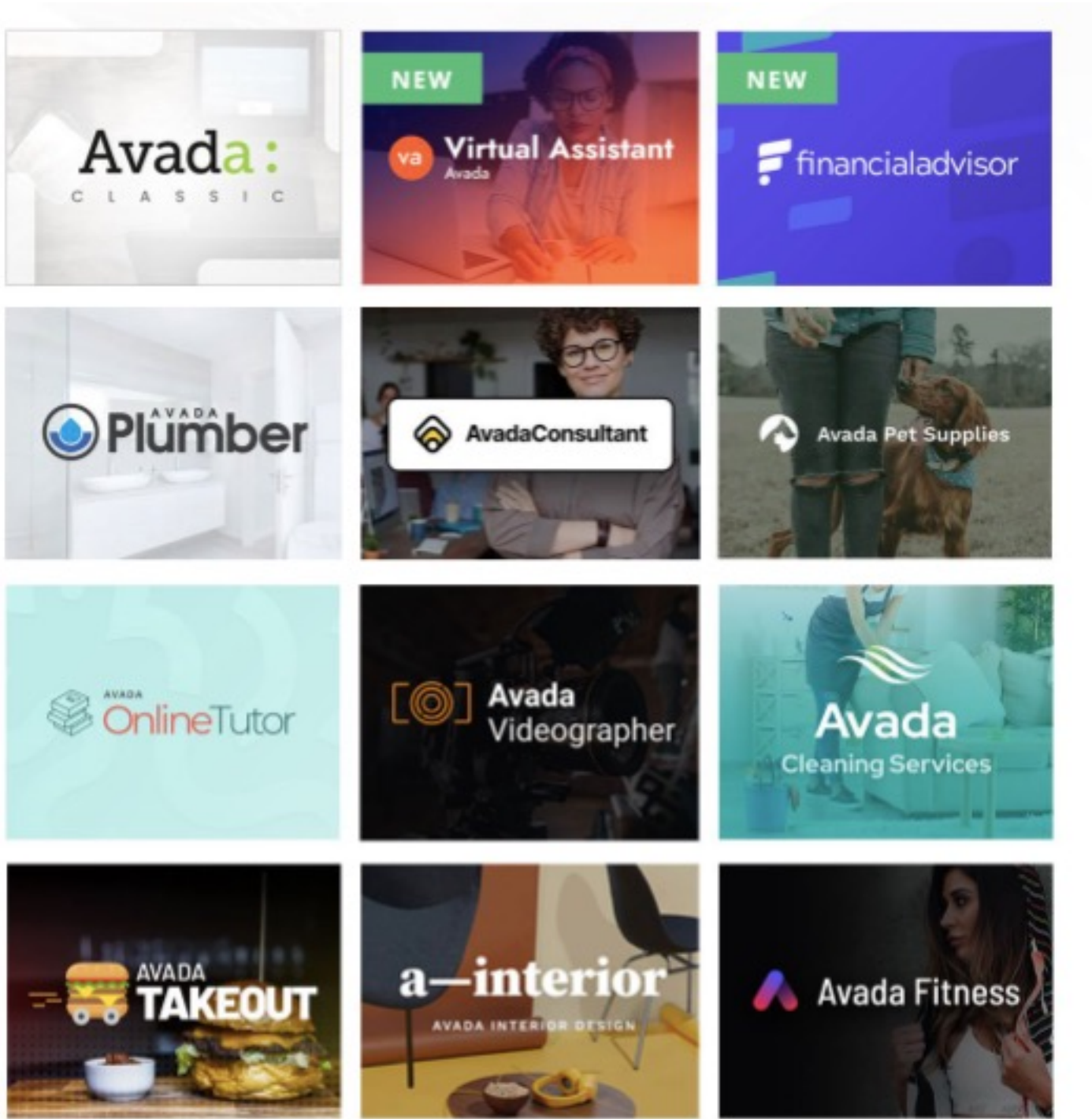
#PHOTOGRAPHY

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#THEME

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AVADA
THEME

Thank you!