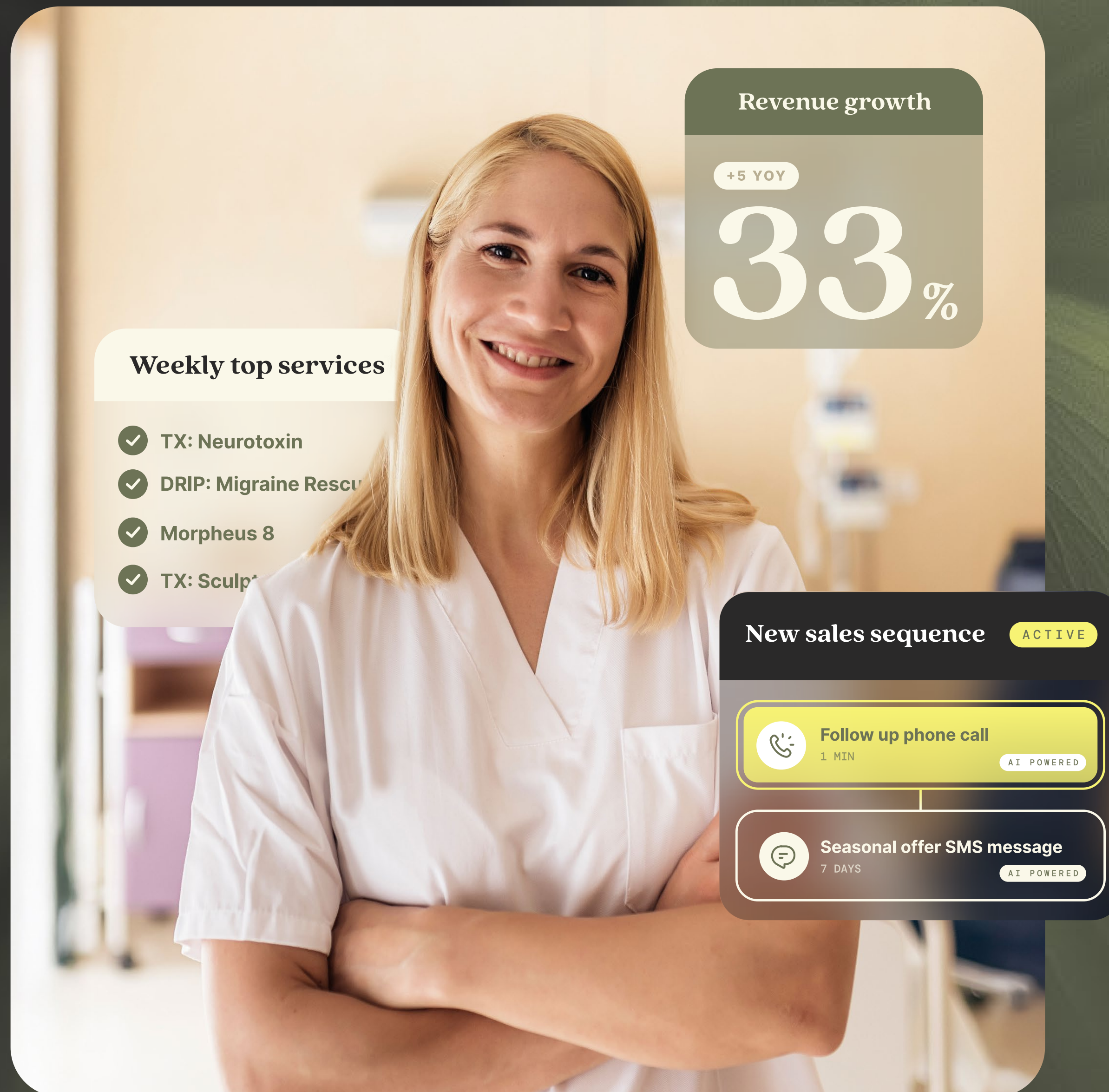


Logo & Color Guide

@ PatientNow



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Nature's Perfect Proportion

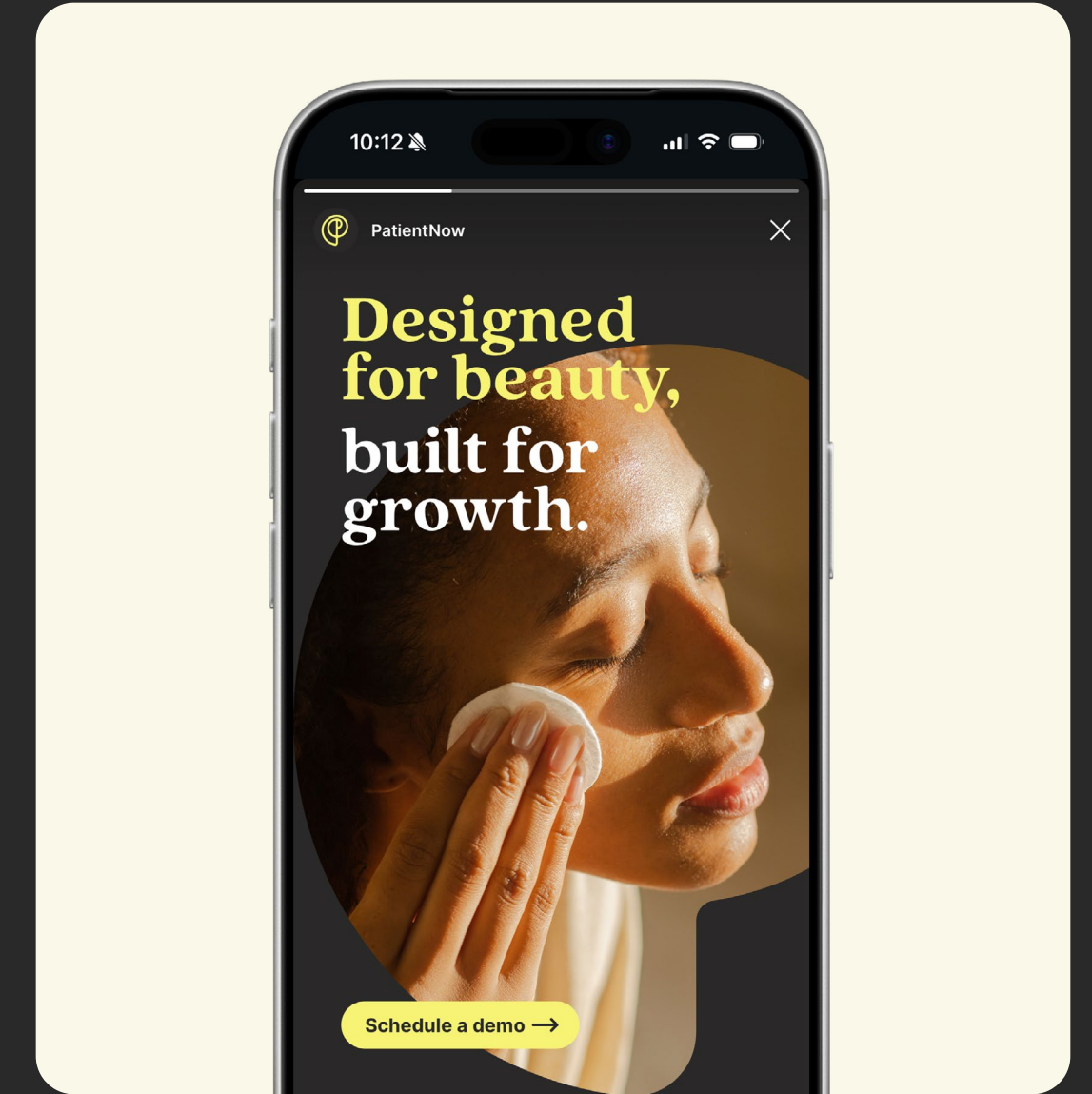
Our brand takes its cue from a timeless idea that bridges art and science: the golden ratio. The golden ratio is a proportion celebrated since classical Greece as a guide to pleasing form and balanced composition. It appears when one part relates to the whole in a consistent, elegant way.

You'll see its spiral and rectangles across history—from architecture and typography to product design. In nature, this proportion often emerges where growth follows simple, efficient rules. The spiral of a nautilus shell, the patterning of sunflower seeds, and the stacking of Charcoalcones, the unfurling of fern fronds—all echo the ratio.

We don't claim beauty requires math, but the golden ratio is a useful shorthand for harmony: a shape language that feels intuitively "right." Our symbol embodies that idea. The symbol "P" is drawn as a golden-ratio spiral—one continuous motion that suggests care, precision, and growth. As a mark, it's memorable at a glance and purposeful upon inspection.

This proportion informs our visual system. Layouts use golden ratio based grids to create rhythm and breathing room. Graphic elements favor concentric curves, measured arcs, and balanced negative space.

For our customers—busy practices that blend artistry with clinical rigor—the golden ratio is a metaphor made practical. It reminds us to design software that stays out of the way, aligns parts into a cohesive whole, and scales gracefully as the practice grows. When the back-office runs in proportion, the front-of-house can focus on confidence, care, and results.



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

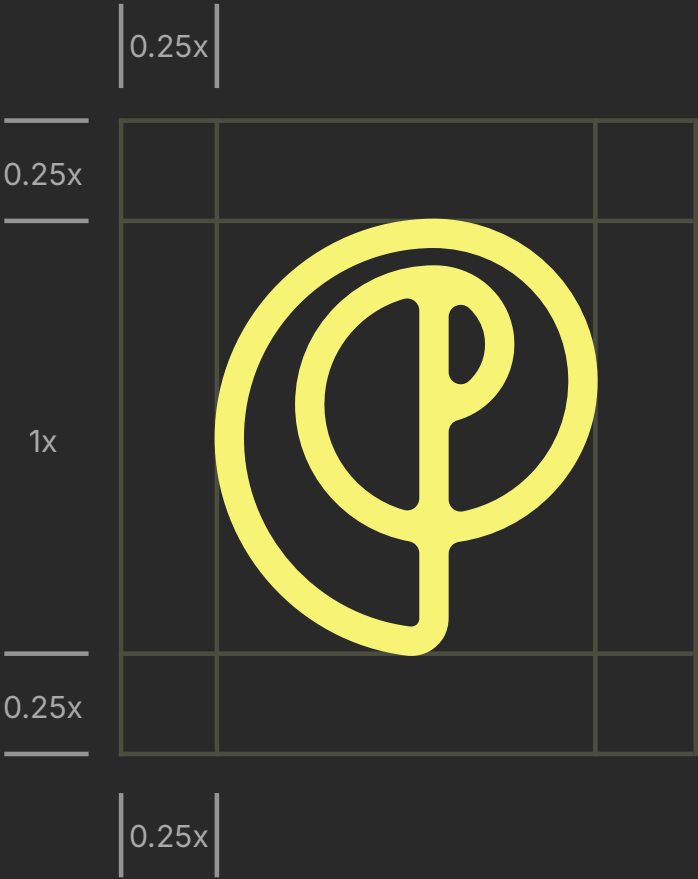
Primary Logo

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.



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.



Restrictions

The PracticeNow logo should never be altered. Do not apply unapproved colors, stretch or distort the forms, add outlines or effects, or create new wordmark lockups. Always use approved logo files to protect brand consistency.



Do not apply rogue colors



Do not squash or transform



Do not outline, or restyle the symbol



Do not apply effects

We love using
PatientNow
for our practice.

Do not create a sentence with the wordmark



Do not create new lockups

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: 11 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

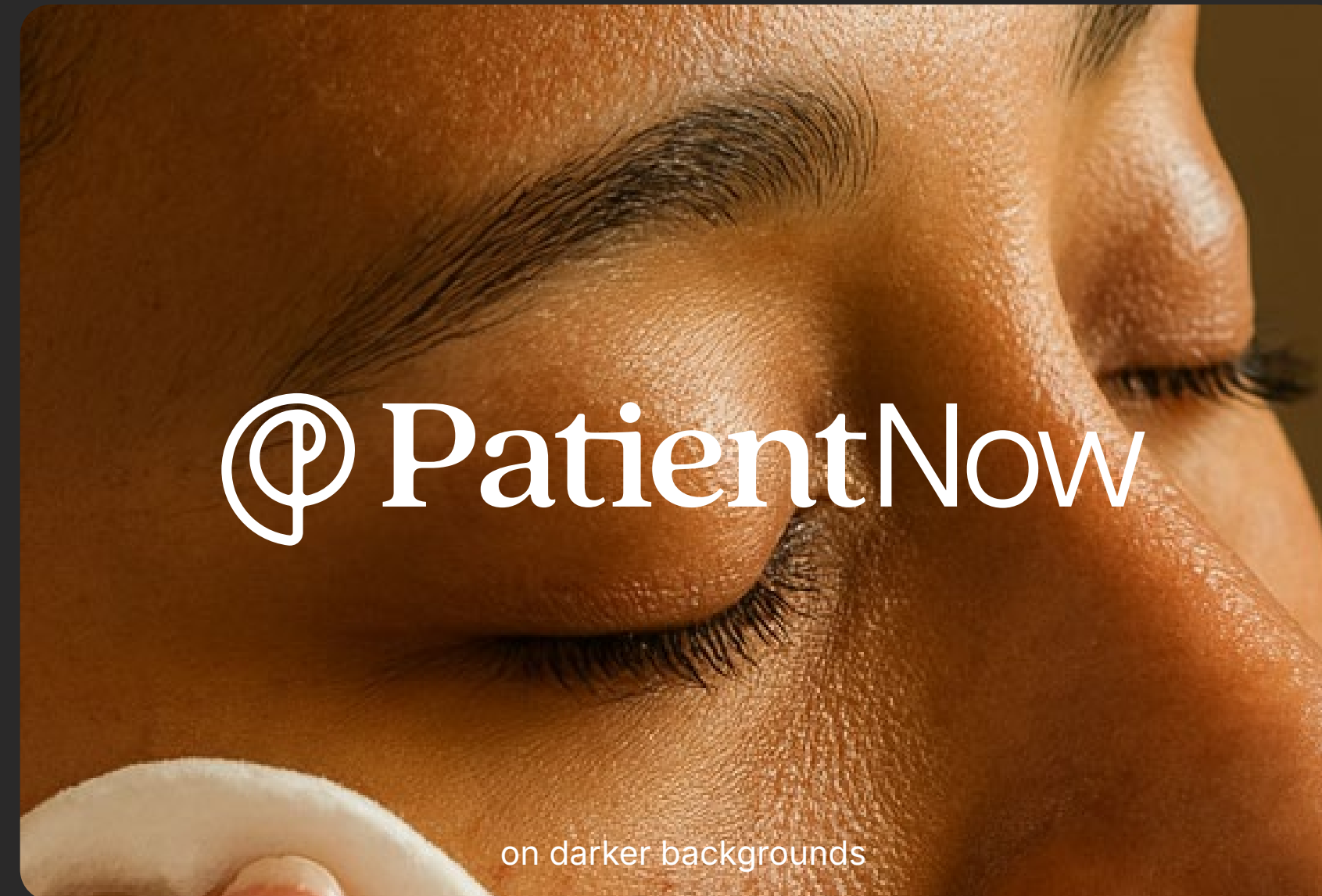
RGB: 42 41 41

CMYK: 70 65 64 67

PMS: Black 3

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.



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

