VivaLynx

BRAND GUIDELINES

How we use the VivaLynx brand

Logo, color, type, voice, imagery, icons, motion and layout. These rules apply to the website, the help center, documents and decks.

Version 1.0 · September 2026

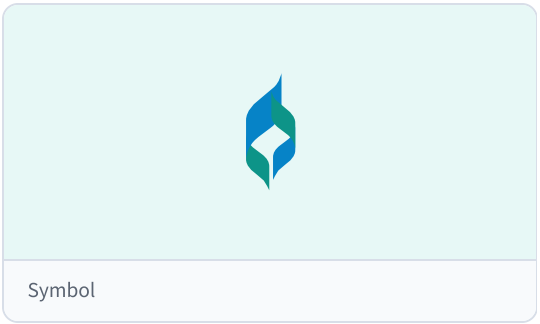
01

Logo

A horizontal lockup in blue and teal, with the wordmark drawn as paths.
The symbol stands alone wherever the name already appears.



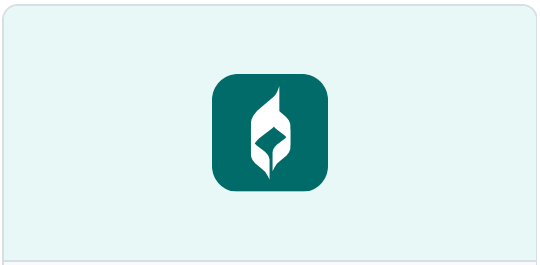
Primary lockup · light backgrounds



Symbol



Reversed lockup · dark backgrounds



App icon, avatar, favicon

Clear space and minimum size



Clear space on all sides equals the height of the symbol.



Minimum 120px wide on screen, 1 inch in print.

DO

- ✓ Use the reversed white lockup on any dark background.
- ✓ Set the symbol on a colored tile wherever a square is forced.
- ✓ Give the symbol a vertical or free-standing frame where the container is a choice.
- ✓ Place it on white, the teal tint, or deep teal.

DON'T

- ✗ Recolor the lockup. Its blue and teal are fixed.
- ✗ Crop the symbol to square it. The flame tips disappear.
- ✗ Stretch, rotate, outline or add a shadow.
- ✗ Place it over a photograph without a solid panel behind it.

02

Color

Teal is the brand. Amber is the secondary. Everything else is neutral or functional.

Primary · teal

50	100	200	300	400	500	600	700	800	900	950

700 · `#006B68` carries headings, primary buttons and links. **50 · `#E7F8F6`** is the tinted surface. **950 · `#032F2D`** is the deep band for full-width dark sections.

Secondary · amber

Tint	Border	Amber	Dark
`#FFF9E8`	`#FFE8A3`	`#C98A1E`	`#78510D`
statistic bands, panels	edges on tinted panels	button outlines, rules	amber text

> **Amber appears three times on a page at most.** The kicker above a headline, the outline of a secondary button, and a statistics band. Any amber text uses `#78510D`; the mid amber is for outlines and rules.

Neutrals

0	50	100	200	300	400	500	600	700	800	900

Cool navy rather than grey. **`#172033`** is body text, **`#5B6472`** is secondary text, **`#D8DEE8`** is every border.

Status colors

Success	Warning	Error	Info	AI
`#0D8558`	`#FFB020`	`#D92D20`	`#0069B0`	`#6D5DF6`

These live inside the product. Violet marks AI-generated output.

DO

- ✓ Build marketing from teal, amber, neutrals and white.
- ✓ Pair every color signal with a label, an icon or a shape.
- ✓ Keep body text at `#172033` on white or the teal tint.

DON'T

- ✗ Put status colors on a marketing page.
- ✗ Use violet as decoration. It means AI.
- ✗ Introduce a color that is not on this page.
- ✗ Set light teal text on white. 600 or darker for text.

03

Type

Literata for headings, Source Sans 3 for body. Both are open source under the SIL Open Font License, free commercially and self-hostable.

LITERATA · HEADINGS

Aa

Care that keeps everyone connected

SOURCE SANS 3 · BODY

Aa

Families stay close from a distance. The care circle sees what it needs to see, and the person at the center decides who that is.

On screen

ROLE	FACE	SIZE	TRACKING
Display	Literata Bold	48px / 1.08	-.02em
Heading 2	Literata Semibold	36px / 1.2	-.015em
Heading 3	Literata Semibold	24px / 1.3	-.01em
Heading 4	Source Sans 3 Semibold	20px / 1.4	-.005em
Lead	Source Sans 3	20px / 1.55	normal
Body	Source Sans 3	18px / 1.7	normal
Body small	Source Sans 3	16px	normal
Caption	Source Sans 3	14px / 20px	normal
Eyebrow	Source Sans 3 Bold	12px, caps	.12em

Type in documents and decks

ROLE	FACE	SIZE
Title	Literata Bold	22pt
Heading 1	Literata Semibold	16pt
Heading 2	Literata Semibold	13pt
Body	Source Sans 3 Regular	11pt
Caption	Source Sans 3 Regular	9pt

Word needs both fonts installed on every machine that opens the file.

DO

- ✓ Set body at 18px on screen and 11pt in print.
- ✓ Cap the reading column near 68 characters.
- ✓ Take every size from the tables above.
- ✓ Use Georgia and Arial as substitutes where the fonts cannot be installed.

DON'T

- ✗ Set headings in ALL CAPS. Caps stay on the eyebrow label.
- ✗ Pick a size between two on the scale.
- ✗ Swap in another serif for Literata.
- ✗ Justify body text or hyphenate it.

04

Voice

Warm, plain and specific. We sell people living their lives and staying connected to family, including from a distance.

SAY	INSTEAD OF
care circle	~~care team, care network, support group~~
alert	~~notification~~
keeps an eye on	~~monitors, tracks, watches~~
the people you choose	~~authorized contacts~~
daily check-in	~~proof-of-life check-in~~
a smartphone or tablet you already own	~~your VivaLynx device~~

DO

- ✓ Write to the reader in the second person on consumer pages.
- ✓ Lead with what someone gets to do.
- ✓ Use specifics. A real number beats an adjective.
- ✓ Use US spelling throughout.

DON'T

- ✗ Sell fear. No falls, no emergencies, no what-ifs.
- ✗ Use monitoring language on consumer pages.
- ✗ Talk over older readers or about them in the third person.
- ✗ Reach for "seamlessly", "transform" or "unlock".

05

Imagery

Photograph the life the product enables. Directed stock for now, commissioned photography when it can be arranged.

DO

- ✓ Show people living their lives. Gardening, cooking, on a call with a grandchild, out of the house.
- ✓ Show connection across distance. The family member on the other end of the call is as much the subject as the person at home.
- ✓ Use real homes and real ages. Lived-in rooms, people who look the age they are meant to be.
- ✓ Run photography large and structural, carrying its own section.

DON'T

- ✗ Show fear. No falls, no distress, no hovering over a frail person.
- ✗ Use clinical settings on consumer pages. Hospital beds and scrubs belong in provider material.
- ✗ Make the device the hero. Phones and tablets appear incidentally.
- ✗ Drop in decorative squares beside text, or abstract 3D shapes.

06

Icons

Lucide, drawn at 2px stroke on a 24px grid. Icons take the color of the text beside them.

DO

- ✓ Keep icons decorative. The meaning lives in the words next to them.
- ✓ Give an icon its own label when it is the only content of a button.
- ✓ Set an icon on a tinted well where it needs presence.

DON'T

- ✗ Substitute emoji for icons.
- ✗ Draw an icon above 34px. Past that, use type or a photograph.
- ✗ Mix in a second icon set.
- ✗ Build a row of three circled icons with a bold title and two lines under each.

07

Motion

Minimal, and accessible by default. Motion confirms what someone did.

DO

- ✓ Honor `prefers-reduced-motion`. When the operating system asks, animation drops to near zero.
- ✓ Run transitions at 150 to 200ms, ease-out.
- ✓ Keep movement under about 4px. Fades and small lifts.

DON'T

- ✗ Use parallax, auto-playing carousels or scroll-jacking.
- ✗ Move anything without user action.
- ✗ Animate a whole section into view.

08

Layout

White pages, generous space, and one dominant column rather than an even grid.

DO

- ✓ Keep pages white. Separate cards and panels with a border.
- ✓ Space on a 4px grid. 16px between paragraphs, 24px inside components, 48px between sections, 96px at the top and tail of a page.
- ✓ Round corners at 8px on cards, panels and buttons, 6px on chips and small controls. Full-width bands run square.
- ✓ Vary how sections are built. Where two in a row share a shape, rebuild one.
- ✓ Show one focus ring style everywhere: 3px at 2px offset.

DON'T

- ✗ Put a shadow on anything at rest. Shadow means lifted: a menu, a dialog, or something under the cursor.
- ✗ Center everything.
- ✗ Use bento grids, glassmorphism or gradient text.
- ✗ Remove a focus ring without replacing it with something as visible.