doceree™

About Doceree

Doceree is a global platform building unique solutions for healthcare professional (HCP) programmatic messaging with proprietary data tools. It facilitates messaging between life sciences brands and HCPs through an extensive global network of digital endemic and point-of-care platforms to programmatically deliver personalized communications to HCPs at scale. To learn more, visit doceree.com
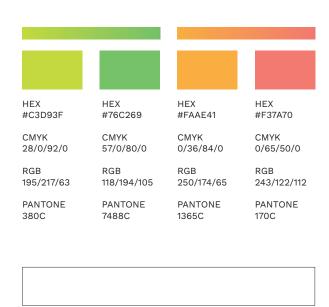
Color Palette

PRIMARY COLORS
USAGE: LOGO, ICONS, BACKGROUND COLORS

ADVERTISORS		PROVIDERS	
HEX #B263DE	HEX #6c40f7	HEX #16C0F0	HEX #4778EF
CMYK 39/82/0/0	CMYK 81/83/0/0	CMYK 80/0/0/0	CMYK 100/82/0/0
RGB 178/99/222	RGB 108/64/247	RGB 22/192/240	RGB 71/120/239
PANTONE 2582C	PANTONE 2725C	PANTONE 306C	PANTONE 2727C

PRIMARY COLORS
USAGE: ADMIN/ INTERNAL COMMUNICATIONS

HEX #C3D93F	HEX #76C269	HEX #FAAE41	HEX #F37A70
CMYK 28/0/92/0	CMYK 57/0/80/0	CMYK 0/36/84/0	CMYK 0/65/50/0
RGB 195/217/63	RGB 118/194/105	RGB 250/174/65	RGB 243/122/112
PANTONE 380C	PANTONE 7488C	PANTONE 1365C	PANTONE 170C

SECONDARY COLORS

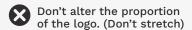|			
HEX #312D2DV	RGB 49/45/45	HEX #FFFFFF	RGB 255/255/255
CMYK 0/0/0/95	PANTONE Black C	CMYK 0/0/0/0	

Doceree Logo and Graphics

The two-color Doceree logo with TM stands as the primary representation.

On darker backgrounds or images, consider using the one-color version with the power-up 'e' at 50% opacity.

If opacity adjustment isn't feasible (e.g., one-color prints), opt for the single-color variant.

The power-up 'e' (or just the 'e') can serve as brand graphics without altering its shape or colors.

Use the 'e' in the brand gradient or in a solid black and white format.

Consistency is key for a strong brand presence.

Logo usage & Clear Space

The two-color Doceree logo with TM stands as the primary representation.
On darker backgrounds or images, consider using the one-color version with the power-up 'e' at 50% opacity.
If opacity adjustment isn't feasible (e.g., one-color prints), opt for the single-color variant.
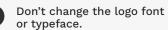The power-up 'e' (or just the 'e') can serve as brand graphics without altering its shape or colors.
Use the 'e' in the brand gradient or in a solid black and white format.
Consistency is key for a strong brand presence.

❌ Don't alter the proportion of the logo. (Don't stretch)

❌ Do change the color of the power "e"

❌ Don't use logo without trade mark

❌ Don't change the logo font or typeface.

❌ Don't convert the logo to an outline form.

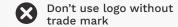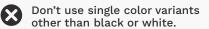❌ Don't use single color variants other than black or white.

When featuring partner logos in conjunction with the Doceree logo, it's important to make sure they don't compete visually. To avoid this, use a divider to separate the two logos and create reasonable spacing around both.

Fix the height of horizontal partner logos to equal that of the Doceree logo. Fix the height of vertical partner logos to the height of the Doceree plus 2X.

Fonts

Work Sans Varients-Thin, Extra-Light, Light, Regular, Medium, Semi-Bold, Bold, Extra bold, Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

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