

eMed[®]

Brand Book

The ultimate guide to our core values
and designs that shape us.

**Crafting modern-day
solutions for a world
with complex needs**

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Our mission

Population Health.

To improve healthcare outcomes by delivering 24/7 on-demand, digital healthcare, empowering individuals, organizations, and communities with accessible, personalized, and proactive care.

Our values

Adaptability & Agility

At our core, we value the ability to navigate change with agility and resilience. Embracing adaptability allows us to stay ahead in a dynamic industry and environment, fostering innovation, progress, and success.

Collaboration & Compassion

We believe in the power of teamwork and collective genius, creating a vibrant ecosystem where diverse perspectives and the best ideas converge to solve challenges and unlock new possibilities. We create a caring, supportive environment for our employees, participants, customers, vendors, and stakeholders where empathy and understanding thrive, thereby fostering strong, trusted connections and relationships.

Excellence & Enthusiasm

Pursuing excellence is not just a goal; it's our standard. We encourage a mindset of continuous improvement, setting high standards and holding one another accountable to achieve outstanding results in all aspects of our work as individuals and as a company overall. Our passion, energy, and enthusiasm inspire us to go above and beyond. This sense of purpose and excitement drive greater creativity, growth, and success.

eMed[®] provides fast, easy, and affordable at-home healthcare, supervised and guided online.

Access

Our easy-to-use platform ensures healthcare is just a click away. We've simplified at-home testing and treatment to be accessible for everyone, regardless of age or technical skill.

Adherence

eMed delivers healthcare solutions powered by innovative technology—helping businesses and individuals take consistent, informed steps toward better health through data-driven support.

Accountability

We don't leave you to navigate your healthcare journey solo. The eMed Program is committed to support you from qualification through treatment and every weekly check-in, ensuring you stay engaged, informed and on track.

Simplicity with Purpose

At eMed, design is intentional. By limiting our palette to black and white, we remove distraction and let clarity lead. Every element is chosen to maintain a visual identity that is focused, enduring, and unmistakably ours.

Visual Identity

While we embrace the use of imagery, every image must serve a purpose. It should be bold and impactful—never used as mere decoration. Each visual element must convey a message, evoke an emotion, or reinforce our brand's essence. If an image doesn't add meaning, it doesn't belong.

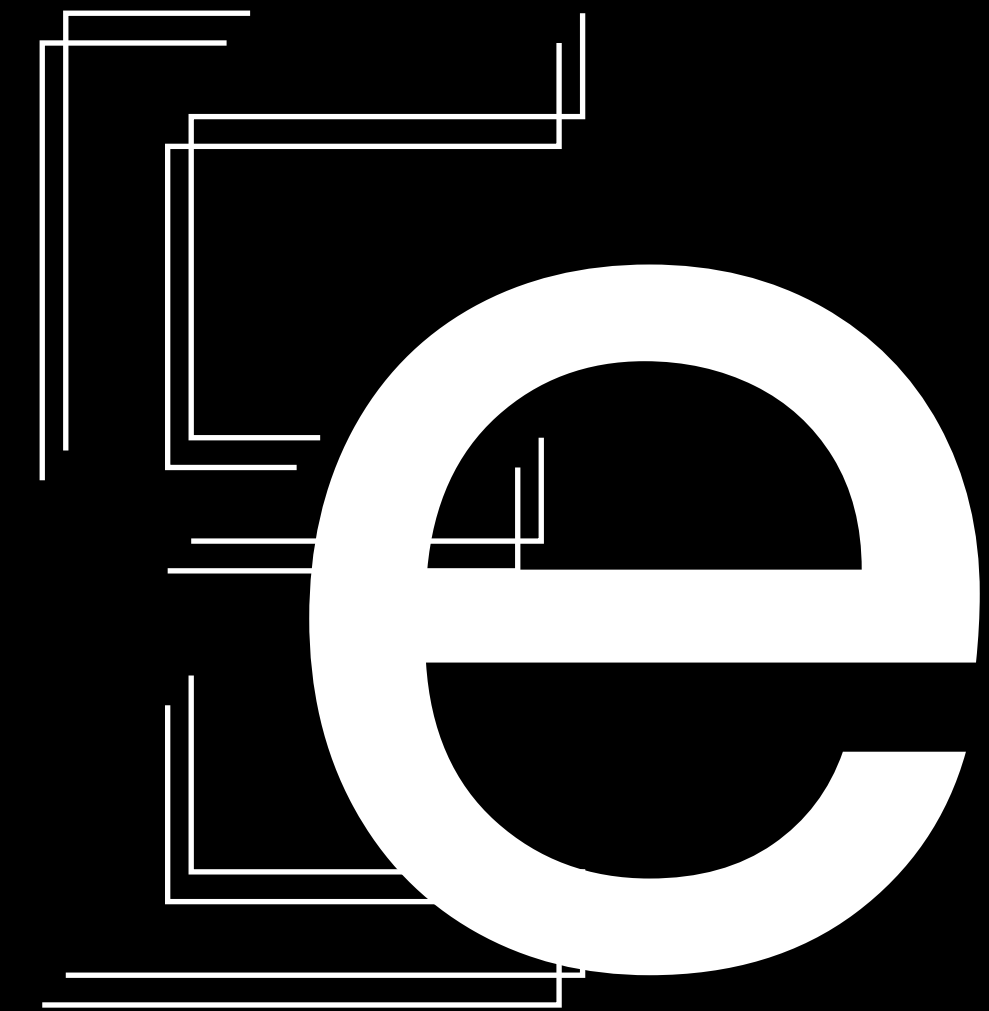
This disciplined approach to design reflects our commitment to **simplicity**, **focus**, and **powerful storytelling**.

Your friend with a science degree.

Our brand's voice, informative and empathetic, eases the challenge of health issues, offering clear, practical, and reassuring guidance for informed decisions.

Mind your e's and M's.

Embracing our unique brand spelling is key to building a lasting recognition and a strong identity. Always use the correct spelling – eMed, with a lowercase “e” and uppercase “M” to ensure brand consistency.



Spelling Rules

When ever “eMed” is used in copy. the “e” must be lower case and the “M” must be upper case.

Never use “EMED” or “emed” in any material.



eMed



EMED



emed

Tradition meets innovation.

Our logo bridges healthcare's simpler past to its tech-driven future, empowering those who need it most.



Our logo

eMed Logo

eMed®

Isologo

e

eMed Logo

eMed®

Isologo

e

The eMed logo is a typographic design based on the serif font Ivy Presto, modified specifically for the brand.

Ways to use

The eMed logo must always appear in black or white, with the option to adjust backgrounds to include specific product line colors.

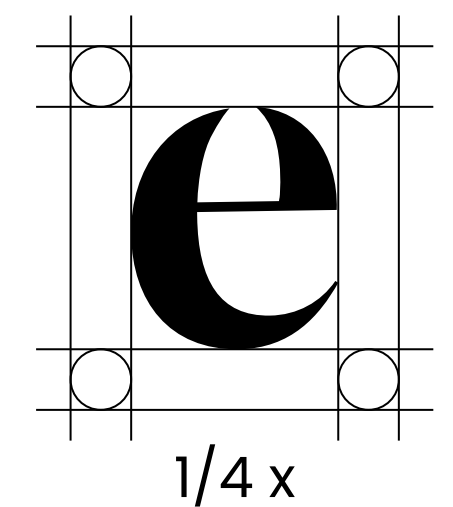
The Tagline Stacked version is exclusively for official documents.

The Isologo serves as the web Favicon and App Icon.

eMed Logo



Isologo



eMed Stacked Tagline Logo



eMed as a Partner

eMed®



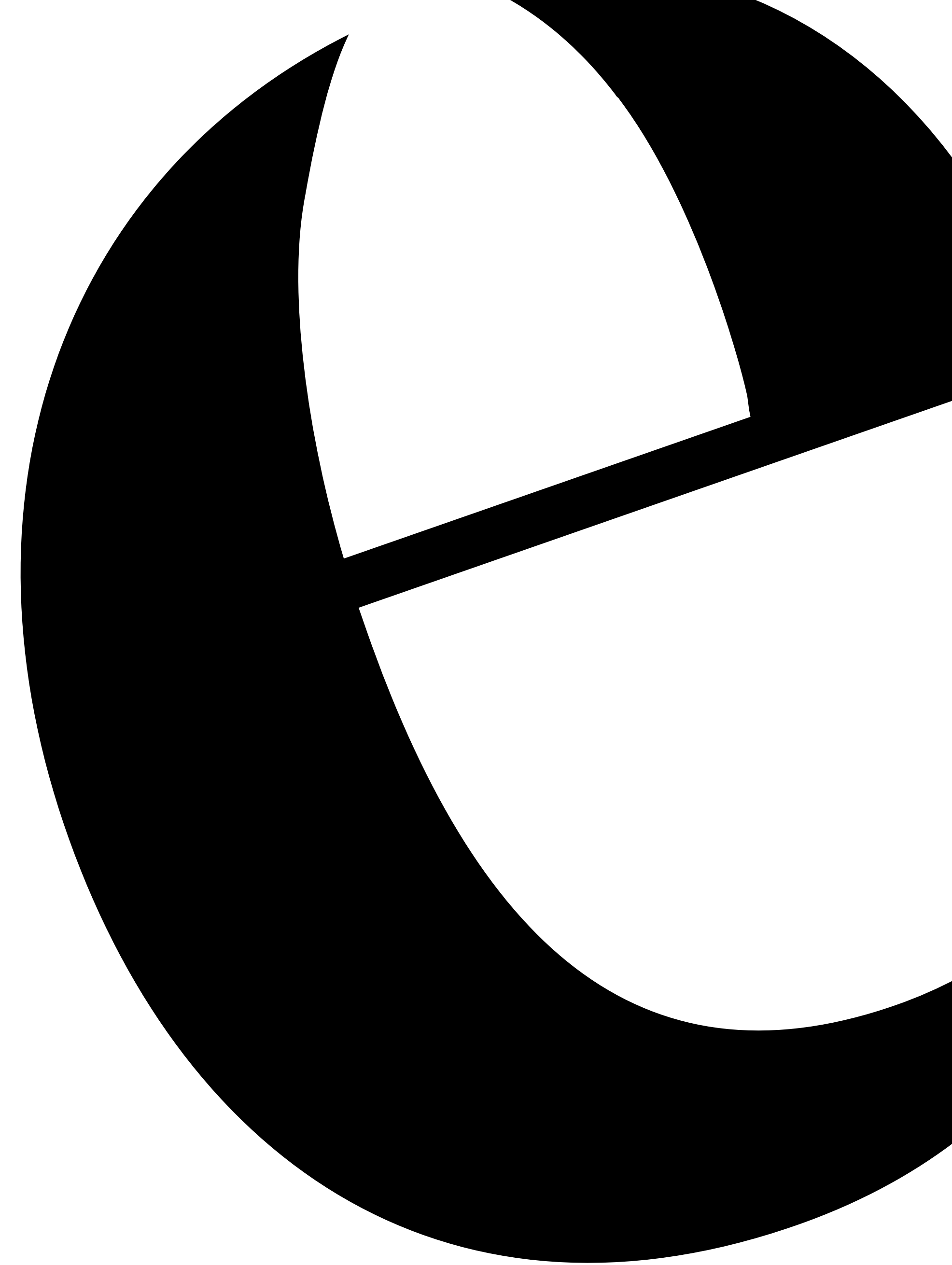
When partnering or collaborating with eMed, it's important to use our logo in conjunction with yours. The logos must be placed side by side with uniform sizing and without altering or covering the eMed logo. There should be a thin black line separating the two. This represents companionship and equal footing.

Disclaimer

All marketing, design, or communication materials representing eMed must be reviewed and approved by the eMed Marketing Team prior to external release or distribution. This ensures brand consistency, compliance, and alignment with our core identity. Unauthorized use or distribution of eMed brand assets is **strictly prohibited**.

Logo Variants

The slanted “e” is a core visual element of our identity, reserved exclusively for internal eMed use. It is not a standalone logo and should never be used in external communications, marketing, or partner materials. Usage is strictly controlled and only permitted with approved assets provided directly by the eMed brand team.



Its all about Black and White.

In health, it's simple: it works or it doesn't.

Our main brand colors embody direct, personalized solutions,
pointing to a forward-thinking approach.

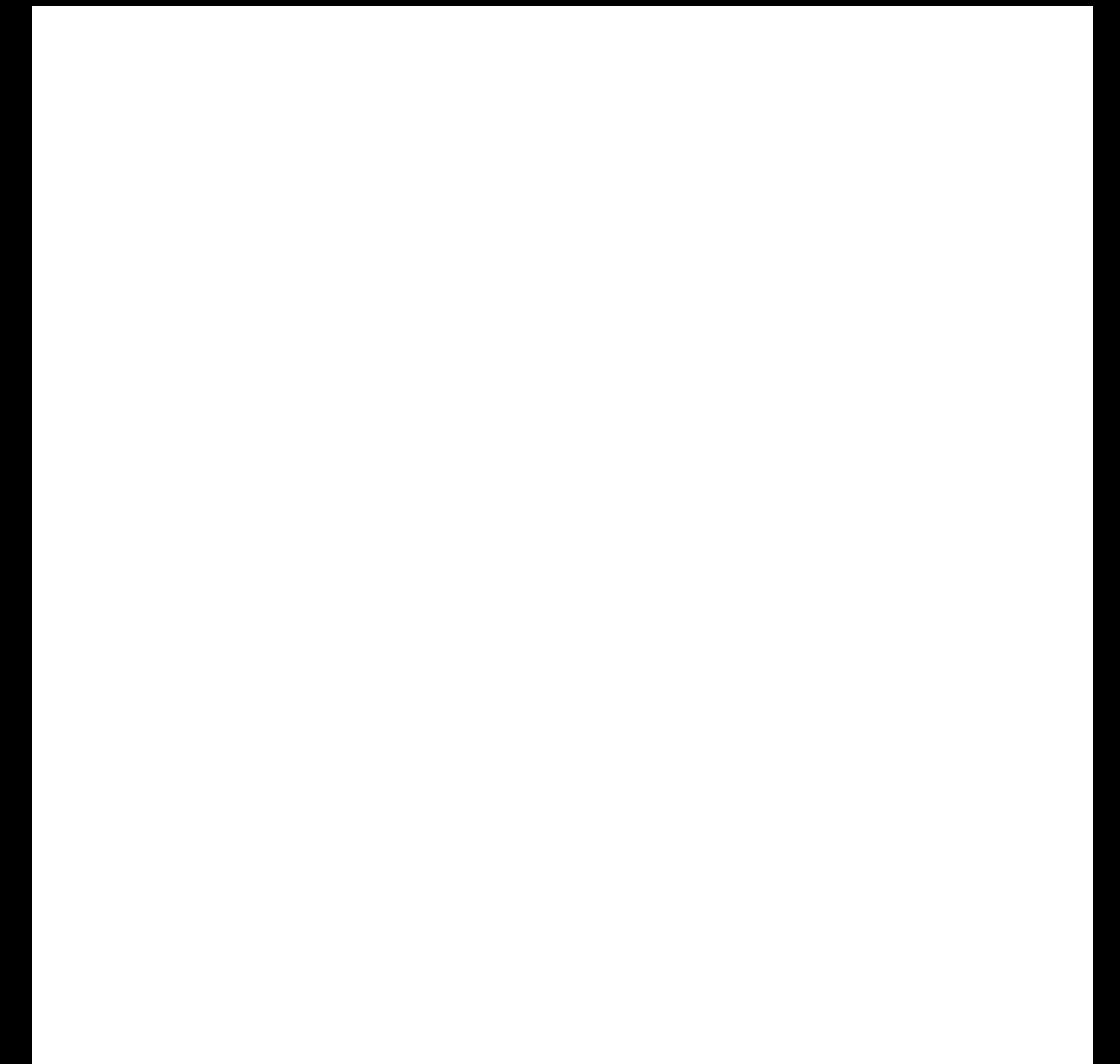
Color palette



HEX: 000000

RGB: 0,0,0

CMYK: 100,100,100,100



HEX: FFFFFFFF

RGB: 255,255,255

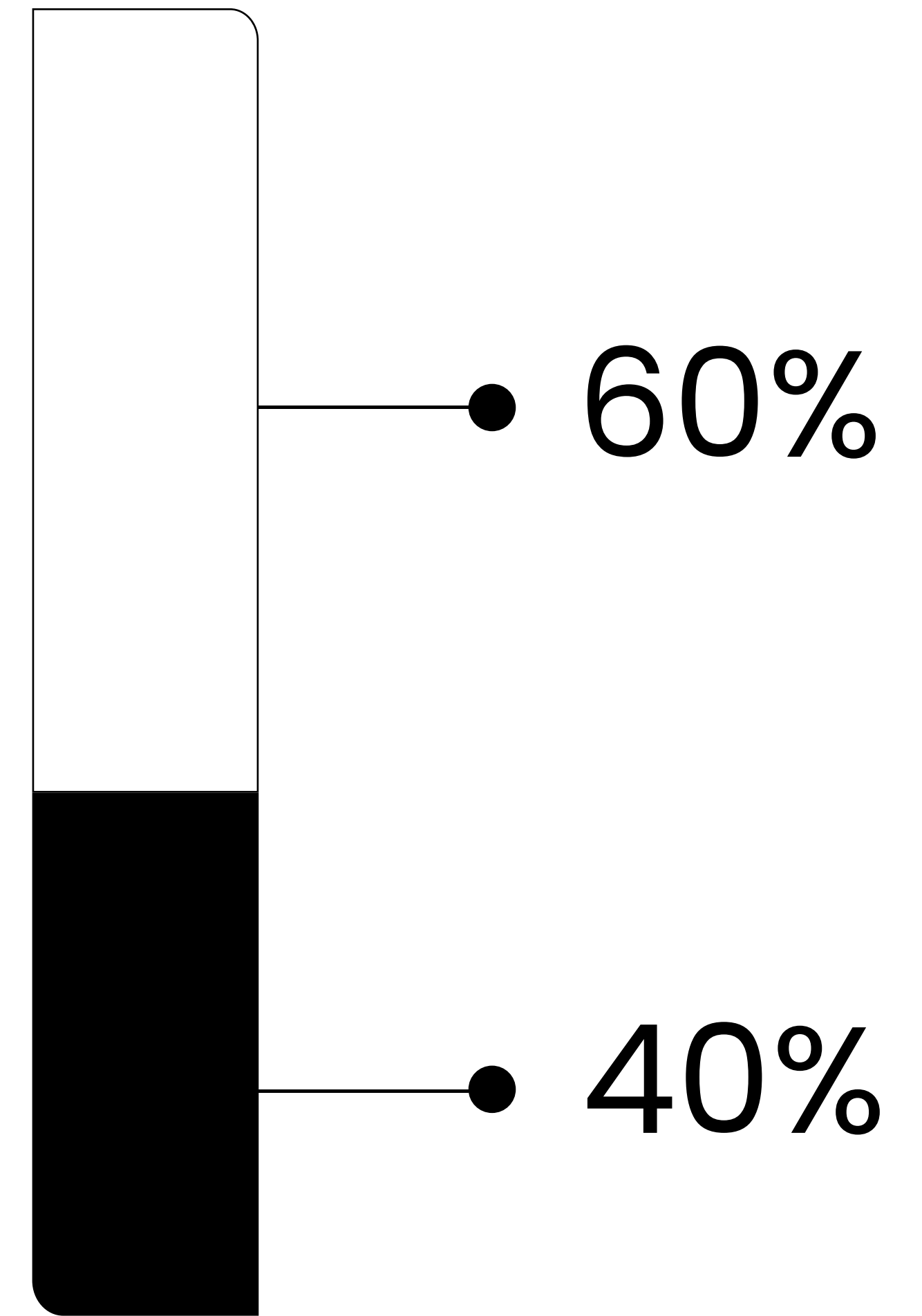
CMYK: 0,0,0,0

Light Theme

Our brand's visual identity revolves around a clean, professional, and minimalist aesthetic.

- **White** is our foundation—clean, minimal, and spacious.
- **Black** adds focus—used only where needed, and limited to **no more than 40%** of any design to emphasize key elements, such as text, logos, or calls to action.

This color strategy ensures our look stays refined, cohesive, and unmistakably eMed.



Straight-forward but versatile.

The Poppins font family is a versatile and modern typeface. Its geometric sans serif design is clean and easily legible, making it ideal for both print and digital media.

Typography Rules

Poppins Family – main font

- Use for print and digital.
- Use **Semibold** for headings, headlines, highlights and CTAs.
- Use Regular for body copy, bullet points and fine print.

Notable Exception

- For social media content, hierarchy rules may be waived, allowing for more freedom to communicate creatively through typography.

Main font – Poppins

Aa
BbCcDd

Regular

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789

Semibold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789

Conclusion

Our brand is more than visuals—it's a promise of trust, simplicity, and care. Every word, image, and experience we create shapes how the world sees eMed. Consistency isn't just about design—it's about delivering clarity, building credibility, and staying true to our mission.

As ambassadors of eMed, it's on all of us to uphold this identity with intention and respect. Use this guide as your foundation, and reach out to the marketing team whenever clarity is needed.

Together, we make healthcare easier, smarter, and more human.

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