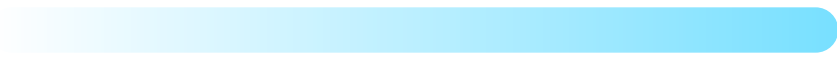


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**Brand  
Guidelines**

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**Who are we?**

# Hello,

At Avey, we are building more than technology; we are building **the future of healthcare**.

Every day, we take on some of the most consequential challenges of our time, including but not limited to reducing medical errors, empowering clinicians, improving patient lives, and **redefining what world-class care looks like**. The work we do is not incremental; it is transformational.

At Avey, ambition is welcomed, curiosity is celebrated, and excellence is the natural expectation of those who believe that “impossible” is merely a problem waiting for the right minds.

**Mohammad Hussein Hammoud**  
Founder & CEO

# Our Story

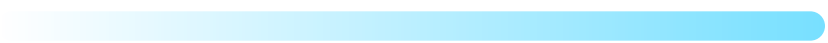
When the founder's six-year-old son was suddenly diagnosed with a chronic illness, the family's life changed overnight, beginning a turbulent and uncertain journey.

Frustrated by this difficult journey, the young boy poured his heart into a letter to a superhero he had drawn, hoping this imaginary hero could make him well.

Inspired by that spark of hope, **Avey was born to empower health worldwide**. The boy's superhero became Avey's mascot, and his letter became our mission.

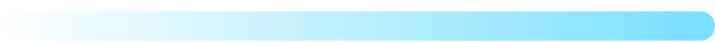


## Our Mission



We are on a mission to unlock the full potential of clinical care and make every health journey delightful.

## Our Vision



To offer the world an innovative healthcare solution that changes lives.

# Brand Adjectives

- Curious
- Sincere
- Intelligent
- Knowledgeable
- Cool
- Helpful
- Supportive
- Reliable

# Tone of Voice

- Respectful (Motivator)
- Enthusiastic (Knowledgeable)
- Casual (Friendly)
- Humorous (Light-Hearted)

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# Logo Design

The Avey logo represents the company's aim to bring joy and comfort back into the health and wellness industry and break the monotonous, strict design that is widespread.

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## Primary Logo

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# Exclusion Zone

To maintain the integrity of the logo and achieve maximum recognition, it is important to include an exclusion zone around the logo.

This is an integral part of the design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.



# Usage & Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way.

The orientation, colour and composition should remain as indicated in this document.



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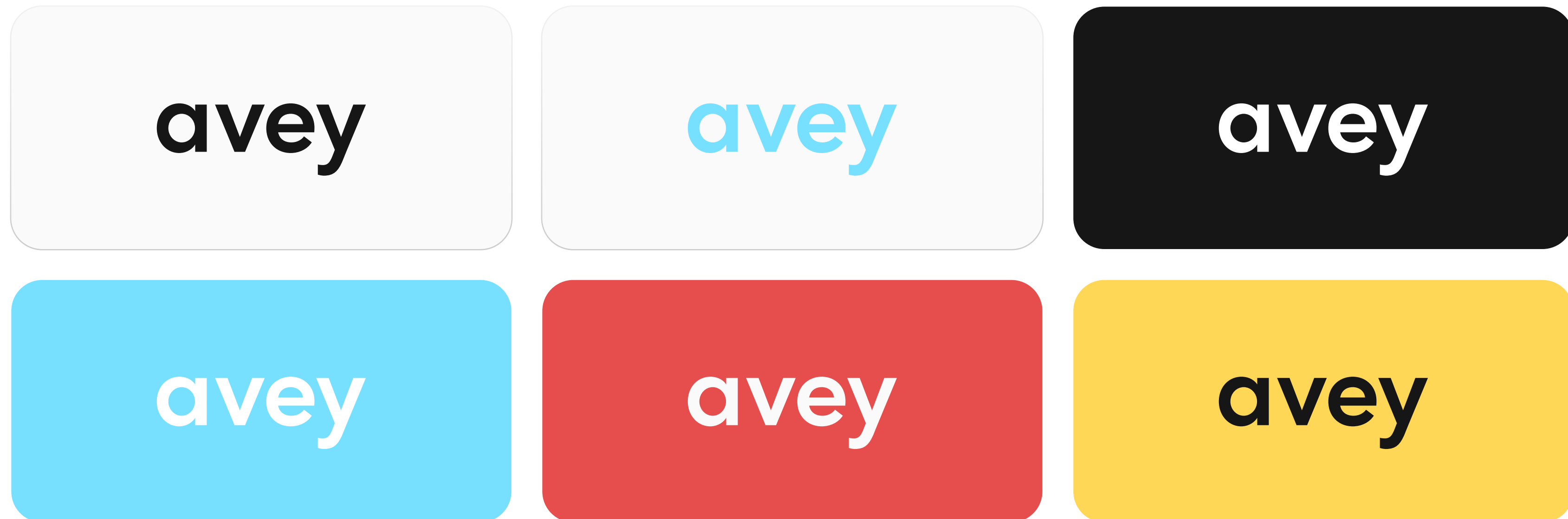
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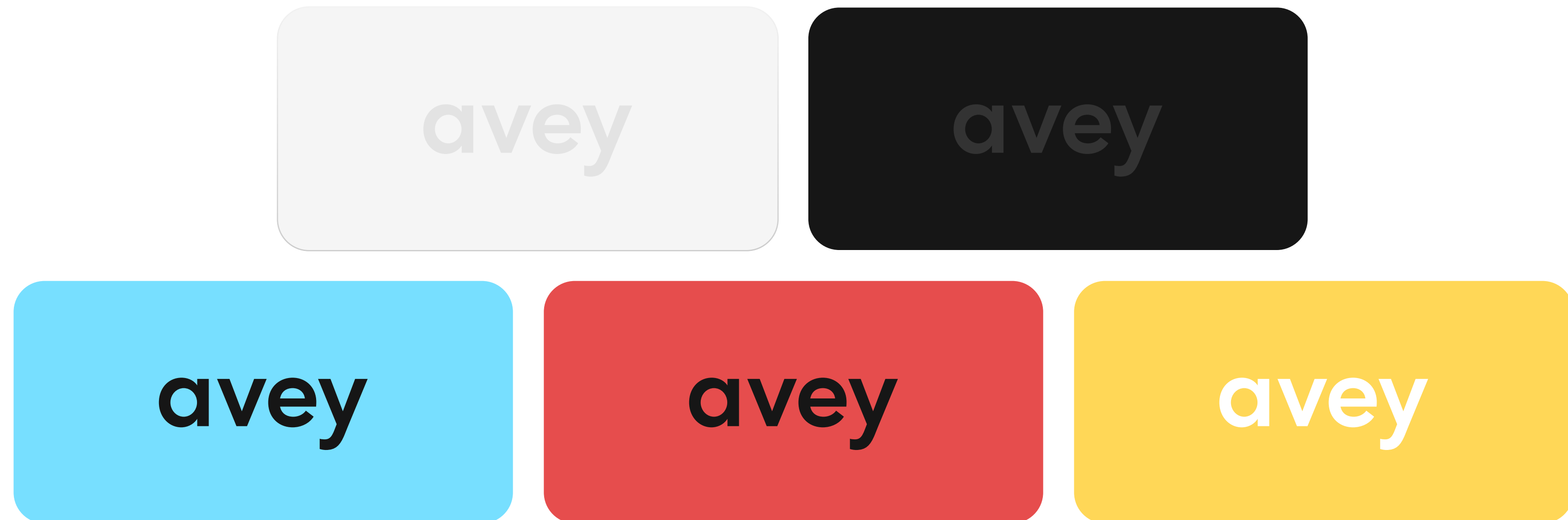
# Background

The logo needs to create contrast with the background in order to be legible. Here are some examples of logo usage on solid colors and images.



# Extended Usage

The extended usage is strictly case to case based and should not be the default variant.



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# Brand Colors

Our colors are as important to us as the logo itself. They’re part of the brand’s personality. We have established three palettes: primary, secondary and extended.

**Blue500**  
HEX: #77E0FF  
RGB: 119, 224, 255  
CMYK: 44, 0, 1, 0

**Primary**

**White**  
HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

**Primary**

**Black**  
HEX: #171717  
RGB: 23, 23, 23  
CMYK: 73, 67, 65, 80

**Primary**

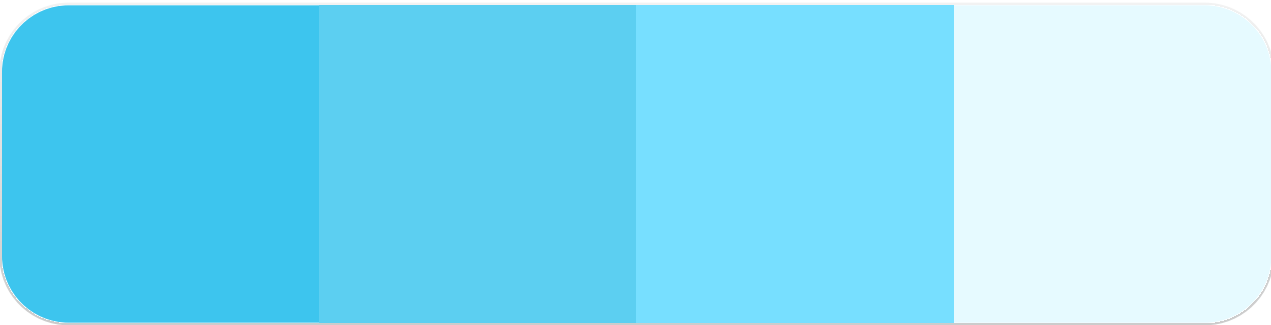
**Red500**  
HEX: #E64D4D  
RGB: 230, 77, 77  
CMYK: 4, 85, 70, 0

**Secondary**

**Yellow500**  
HEX: #FFD858  
RGB: 255, 216, 88  
CMYK: 0, 13, 77, 0

**Secondary**

# Extended Palette



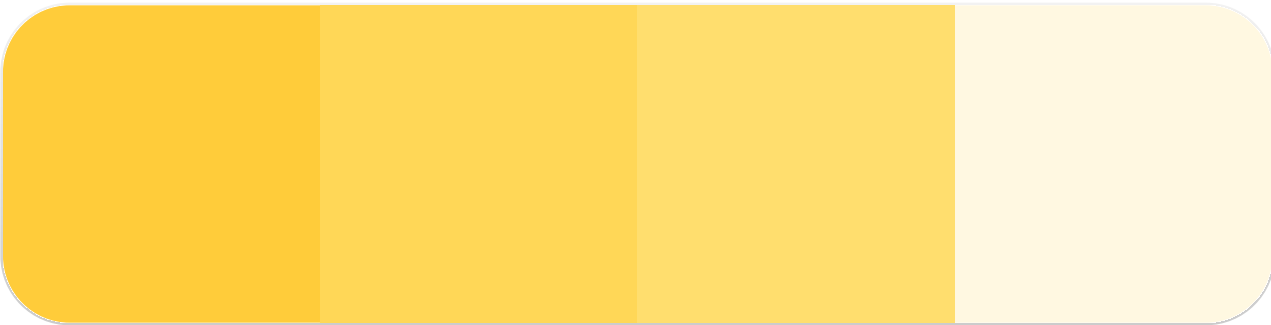
|                   |                   |                    |                    |
|-------------------|-------------------|--------------------|--------------------|
| <b>Blue700</b>    | <b>Blue600</b>    | <b>Blue500</b>     | <b>Blue100</b>     |
| HEX: #3EC6EF      | HEX: #5CCFF2      | HEX: #77E0FF       | HEX: #E6FBFF       |
| RGB: 62, 198, 239 | RGB: 92, 207, 242 | RGB: 119, 224, 255 | RGB: 230, 251, 255 |
| CMYK: 62, 0, 2, 0 | CMYK: 54, 0, 3, 0 | CMYK: 44, 0, 1, 0  | CMYK: 8, 0, 1, 0   |

Primary



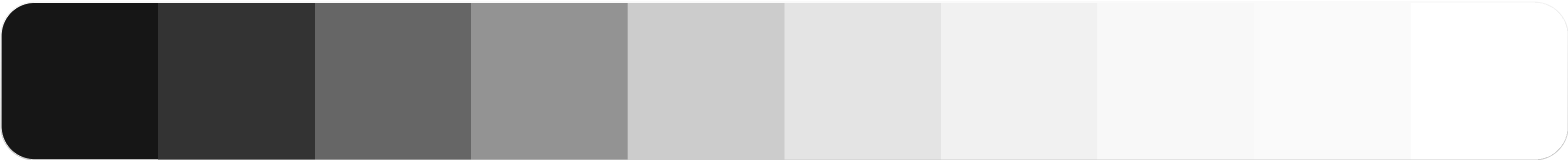
|                    |                    |                    |                    |
|--------------------|--------------------|--------------------|--------------------|
| <b>Red600</b>      | <b>Red500</b>      | <b>Red400</b>      | <b>Red100</b>      |
| HEX: #E62F2F       | HEX: #E64D4D       | HEX: #ED7273       | HEX: #FDF1F1       |
| RGB: 230, 47, 47   | RGB: 230, 77, 77   | RGB: 237, 114, 115 | RGB: 253, 241, 241 |
| CMYK: 4, 96, 91, 0 | CMYK: 4, 85, 70, 0 | CMYK: 2, 69, 45, 0 | CMYK: 0, 5, 2, 0   |

Secondary



|                    |                    |                    |                    |
|--------------------|--------------------|--------------------|--------------------|
| <b>Yellow600</b>   | <b>Yellow500</b>   | <b>Yellow400</b>   | <b>Yellow100</b>   |
| HEX: #FFCC3B       | HEX: #FFD858       | HEX: #FFDE6F       | HEX: #FFF8E2       |
| RGB: 255, 204, 59  | RGB: 255, 216, 88  | RGB: 255, 222, 111 | RGB: 255, 248, 226 |
| CMYK: 0, 20, 87, 0 | CMYK: 0, 13, 77, 0 | CMYK: 1, 11, 67, 0 | CMYK: 0, 2, 12, 0  |

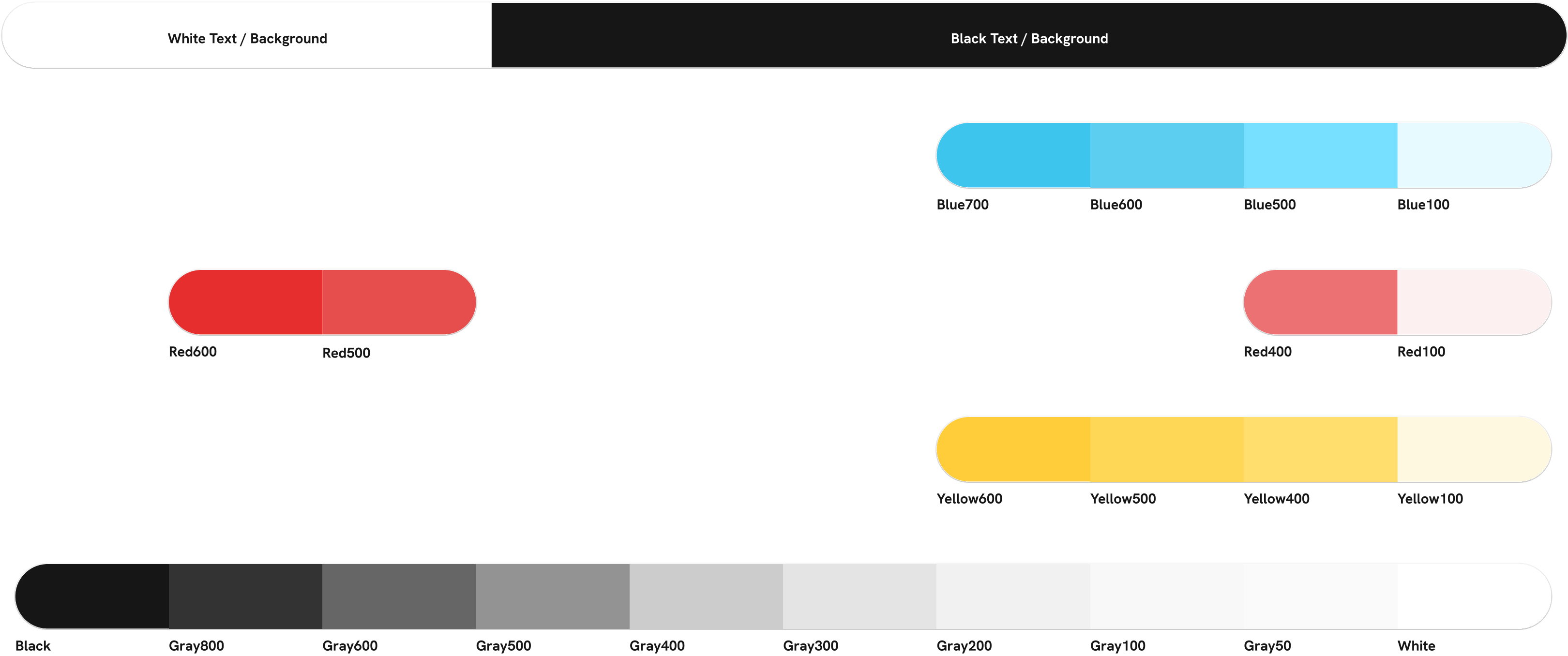
Secondary



|                      |                      |                      |                     |                     |                    |                    |                    |                    |                    |
|----------------------|----------------------|----------------------|---------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| <b>Black</b>         | <b>Gray800</b>       | <b>Gray600</b>       | <b>Gray500</b>      | <b>Gray400</b>      | <b>Gray300</b>     | <b>Gray200</b>     | <b>Gray100</b>     | <b>Gray50</b>      | <b>White</b>       |
| HEX: #171717         | HEX: #333333         | HEX: #666666         | HEX: #949494        | HEX: #CCCCCC        | HEX: #E5E5E5       | HEX: #F2F2F2       | HEX: #F9F9F9       | HEX: #FBFBFB       | HEX: #FFFFFF       |
| RGB: 23, 23, 23      | RGB: 51, 51, 51      | RGB: 102, 102, 102   | RGB: 148, 148, 148  | RGB: 204, 204, 204  | RGB: 229, 229, 229 | RGB: 242, 242, 242 | RGB: 249, 249, 249 | RGB: 251, 251, 251 | RGB: 255, 255, 255 |
| CMYK: 73, 67, 65, 80 | CMYK: 69, 63, 62, 58 | CMYK: 60, 51, 51, 20 | CMYK: 44, 36, 37, 2 | CMYK: 19, 15, 16, 0 | CMYK: 9, 6, 7, 0   | CMYK: 4, 2, 2, 0   | CMYK: 2, 1, 1, 0   | CMYK: 1, 0, 0, 0   | CMYK: 0, 0, 0, 0   |

Secondary

# Accessibility Palette



# Color Combination for Text

**On a red background, it is preferred to use white text**

**On a red background, you can use black text in cases**

**On a yellow background, you can use black text**

**On a black background, you can use white text**

**On a black background, you can use blue text**

**On a blue background, it is preferred to use black text**

**On a blue background, you can use white text in cases**

**On a white background, it is preferred to use black text**

**On a white background, you can use blue text in cases**

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# Design Elements

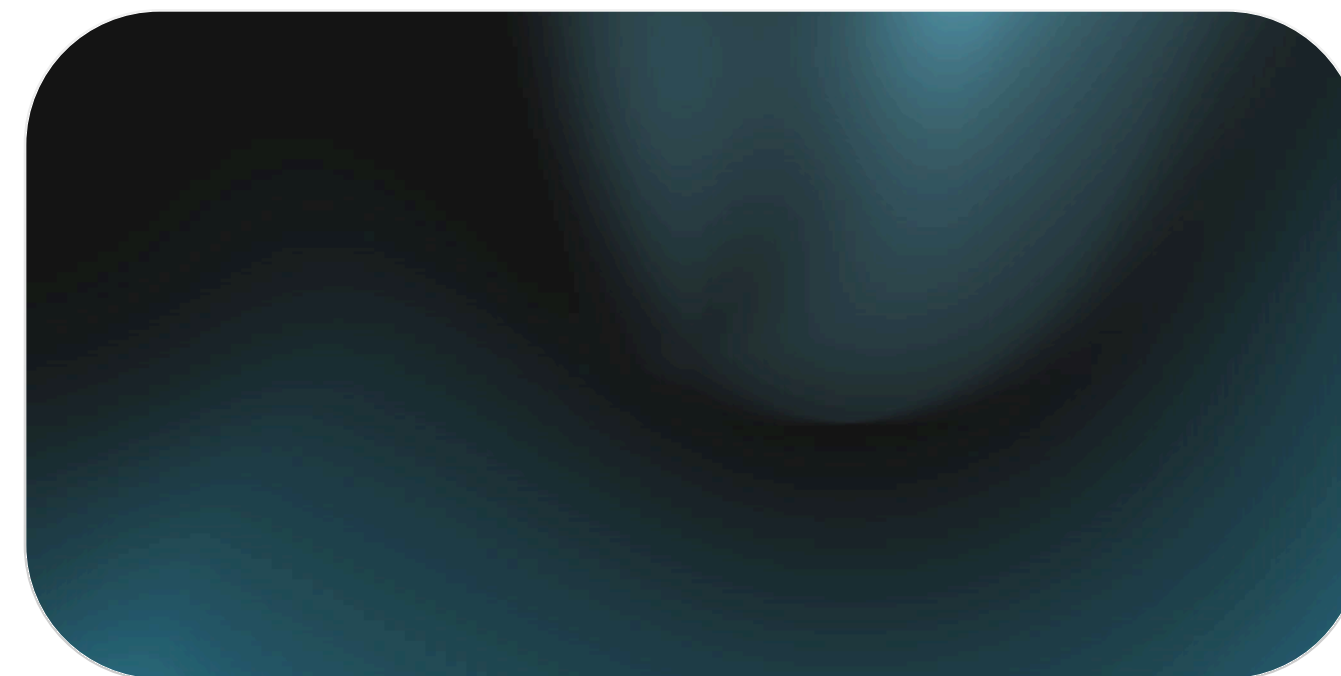
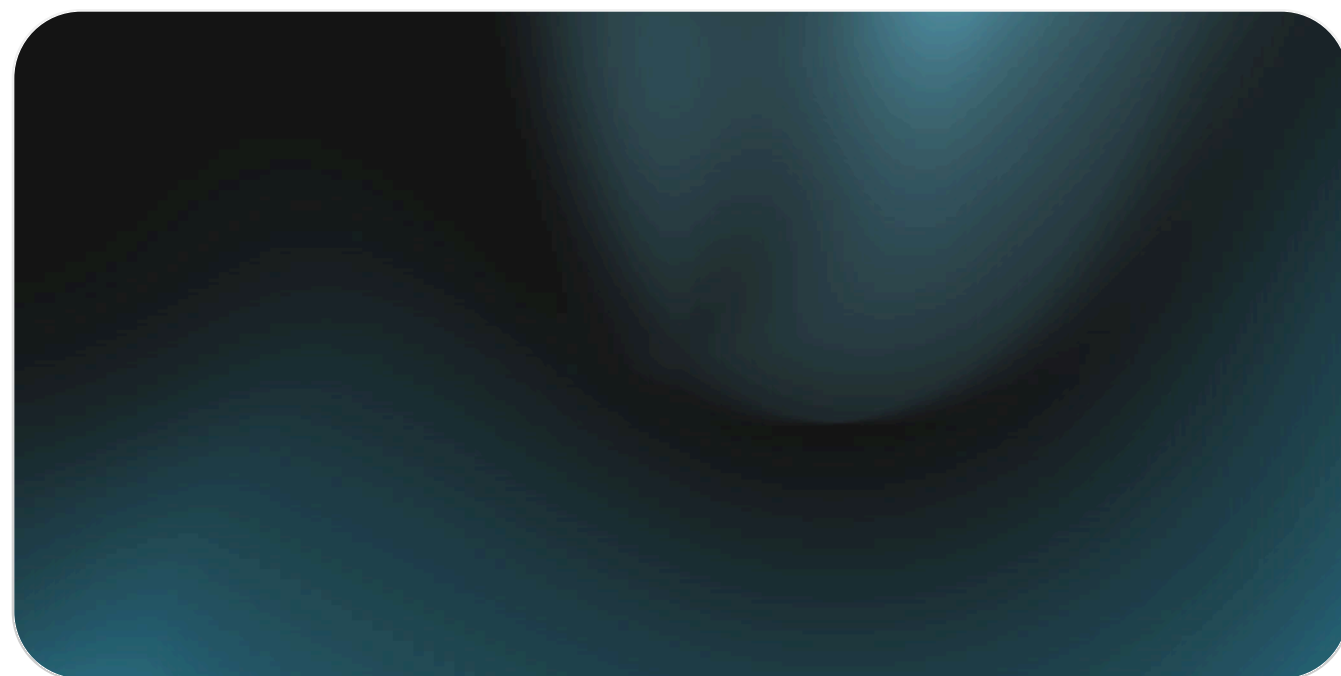
# Gradients

Our library of liquid gradients range from blue, red, yellow & black. They help contribute to the brand's depth, energy, and dimensionality.

They create a modern, dynamic feel while helping guide attention and reinforce brand personality.

# Border Radius

A curve is applied on shapes for controlled, smooth edges formed at maximum of 25 points on each side, ensuring precision, balance, and clean geometric consistency in the overall form.



# Gradient Stroke

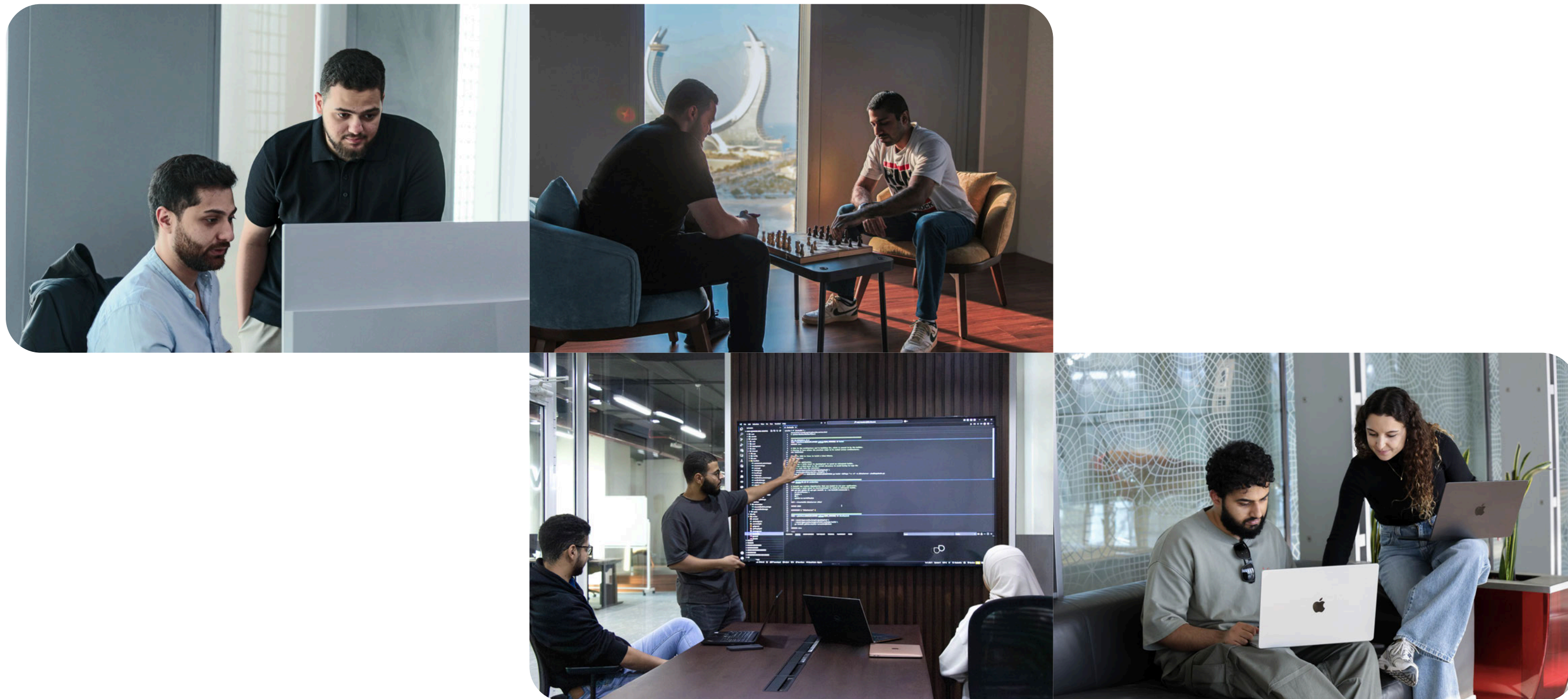
A gradient stroke is applied at a max curve point for visual emphasis by blending multiple colors smoothly, creating depth, contrast, and a modern, eye-catching highlight beneath the typography.



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# Photography

Our photography emphasizes crisp, cold-toned action shots to capture intensity, movement, and precision. For select casual settings, we shift to warmer action imagery, creating a more relaxed and approachable feel while maintaining a sense of energy and motion.



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# Typography

# Hanken Grotesk

Hanken Grotesk is a sans serif typeface inspired by the classic grotesques.

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

# Almarai

Almarai is a modern Arabic and sans serif Latin typeface family in 4 weights.

Regular

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

Medium

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

Semi Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

# Weight Usage

Hanken Grotesk: Light  
Almarai: Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) < > ? /

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

Hanken Grotesk: Regular  
Almarai: Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) < > ? /

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

Hanken Grotesk: Bold  
Almarai: Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) < > ? /

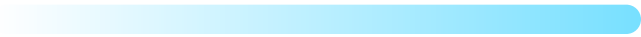
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

Hanken Grotesk: Black  
Almarai: Extra Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) < > ? /

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

# Typecase



Sentence case is the primary capitalization style and should be used across all standard copy to ensure consistency and readability. Title case may be applied selectively on a case-by-case basis when it supports clarity, hierarchy, or emphasis, such as in headings, proper nouns, or branded terms.

**Sentence case is primary**

**Title Case Is Secondary**

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# Layout

# Cover System

The logotype anchors the left side, while the main title sits on the right, separated by a vertical divider to create clear hierarchy and visual flow. Consistent alignment ensure a clean and professional presentation.



# Contact



avey.ai



Avey

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