

VERSION 1.0

Brand Guidelines

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DIPLORA



Proactive Healthcare

Welcome to the Diplora Brand Guide. This document is the definitive blueprint for our brand identity, ensuring absolute consistency across all internal and external communication. This guide translates our core values into a unified visual and verbal experience.



01

Founders Vision

The vision for Diplora extends far beyond simply creating a new medical device; it is a declaration to fundamentally reshape the standard of cardiac care across primary and specialist settings.

To be the global standard for efficient and trustworthy AI-assisted cardiac diagnostics, fundamentally transforming the clinical workload of GPs and Cardiologists. We envision a future where our platform enables proactive, accurate heart care to become the accessible norm, eliminating diagnostic delays and empowering every clinician with actionable certainty.



D1.

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Mission Statement



To empower healthcare systems by providing AI-driven cardiac triage solutions that translate complex data into clear, actionable clinical decision support.

03.

Brand Values

01. Trust

We are the reliable partner in high-stakes clinical decision-making. Trust is built through unwavering data security, regulatory compliance, and transparent diagnostic rigor. We eliminate clinical doubt.

02.

Clarity

We translate complexity into certainty. Clarity means transparent data visualization, minimalist design, and concise communication that immediately informs the user. We ensure the right insight is seen at the right time.

03. Efficiency

We deliver clinical outcomes with unparalleled speed. Efficiency is realized through optimized workflows, AI-powered automation, and a seamless user experience that significantly reduces clinician time-to-diagnosis.

D4.

Tone of Voice



Clinically Confident

The language must be authoritative, precise, and concise. We speak as experts, grounding all claims in clinical efficacy (e.g., "AI-reconstructed 12-lead signal," "validated certainty"). Used for technical specifications, data descriptions, and major headlines.

Reassuringly Direct



We offer supportive, human-centered guidance to reduce the user's liability concerns. Our tone is clear, transparent, and empathetic. We avoid jargon when speaking to patients and emphasize control for clinicians (e.g., features for manual validation).

05.

Customer Personas



GOAL

Reduce unnecessary referrals while safely identifying high-risk patients within the first consultation.

AGE 38

OCCUPATION GP (Huisarts)

PATIENT VOL. High

LOCATION Utrecht, NL

NEEDS

- Concise and simple, single-page reports
- An Urgency Score/Referral Indicator
- Minimal ECG Data: Only key extremes (Min/Max HR, AF burden) and a clear diagnostic summary

FRUSTRATIONS

- Low ECG knowledge: cannot interpret complex ECG data easily.
- Time Sink: Analyzing reports is time-consuming and inefficient.
- Over-referral: Sending non-urgent cases due to a lack of clear data.

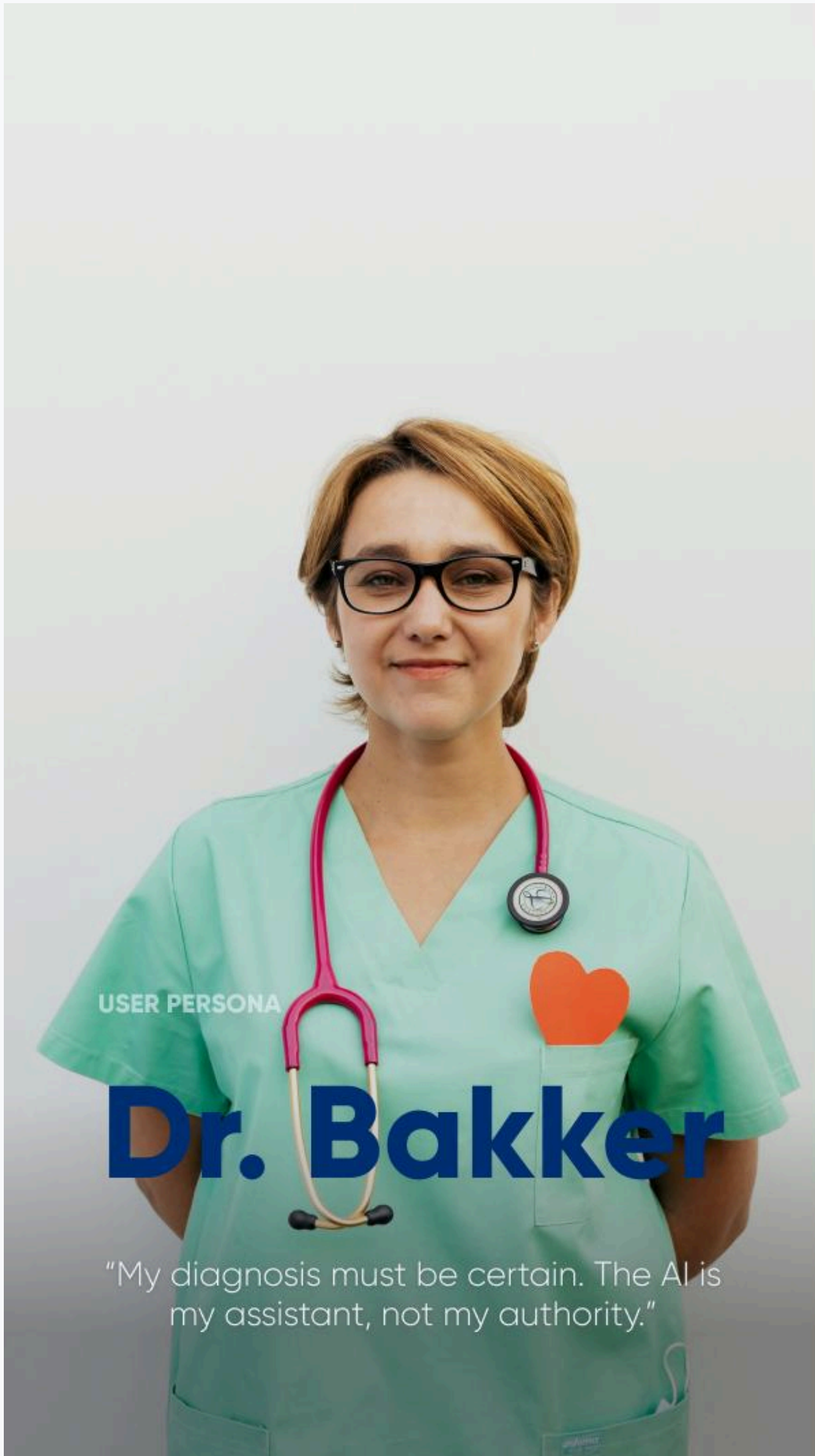
KEY METRICS

Urgency Score Concise Arrhythmia Summary

Referral Rate Time-to-Triage Decision

CURRENT FEELINGS

Stressed Concerned Busy



GOAL

Achieve a definitive, safe diagnosis quickly, and localize complex arrhythmias using reliable, high-fidelity data.

AGE	42
OCCUPATION	Cardiologist
PATIENT VOL.	Very High
LOCATION	Venlo, NL

NEEDS

- 12-Lead Signal: Access to the full reconstructed signal for spatial information and certainty.
- The ability to manually check and override AI annotations to address liability concerns.
- Filtering Tools to eliminate noise and quickly jump to complex events.

FRUSTRATIONS

- Data Overload: Sifting through thousands of false positives and artifacts (noisy data).
- Lack of Spatial Data: 3-lead signals are insufficient for precise localization.
- Liability: Fear of trusting an AI without the ability to manually validate/override.

KEY METRICS

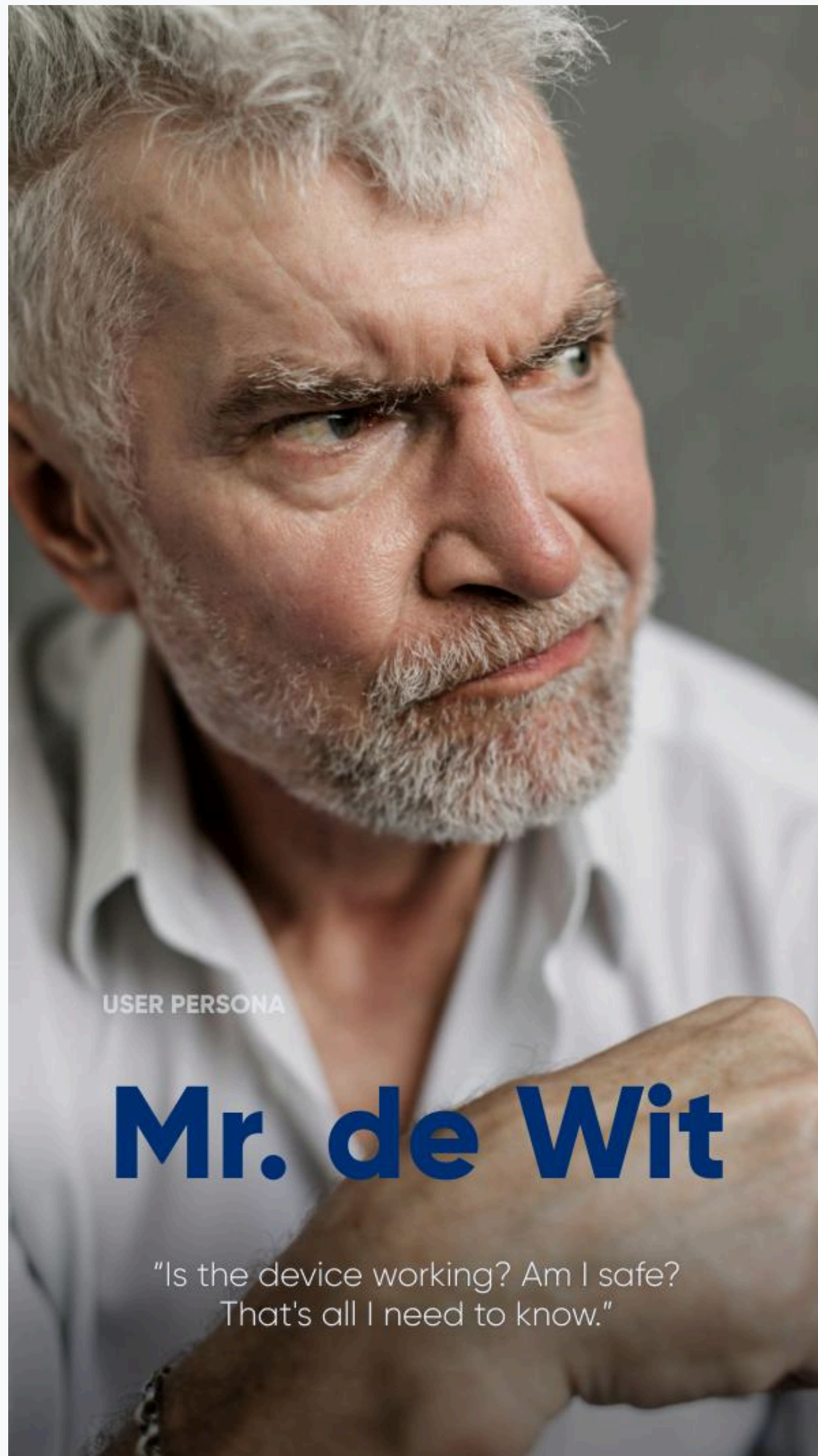
AI-Flagged Events

Time-to-Diagnosis

Accuracy of Localization

CURRENT FEELINGS

Stressed Concerned Busy



GOAL

Gain peace of mind, understand what's happening with his heart, and receive a diagnosis quickly.

AGE 58

OCCUPATION Administrator

WORKLOAD High

LOCATION Maastricht, NL

NEEDS

- Clear, simple instructions for device placement.
- Reassurance that the device is working correctly (e.g., green light indicator).
- Transparent communication from his GP on his condition and next steps.

FRUSTRATIONS

- Anxiety: Long waiting times and the fear of an undetected serious condition.
- Inconvenience: Cumbersome monitoring devices that interfere with daily life.
- Confusion: Medical jargon or complex app interfaces he doesn't understand.

KEY METRICS

App Usability Score

Time from referral to report

Self-reported Anxiety Level

CURRENT FEELINGS

Anxious Confused
Concerned



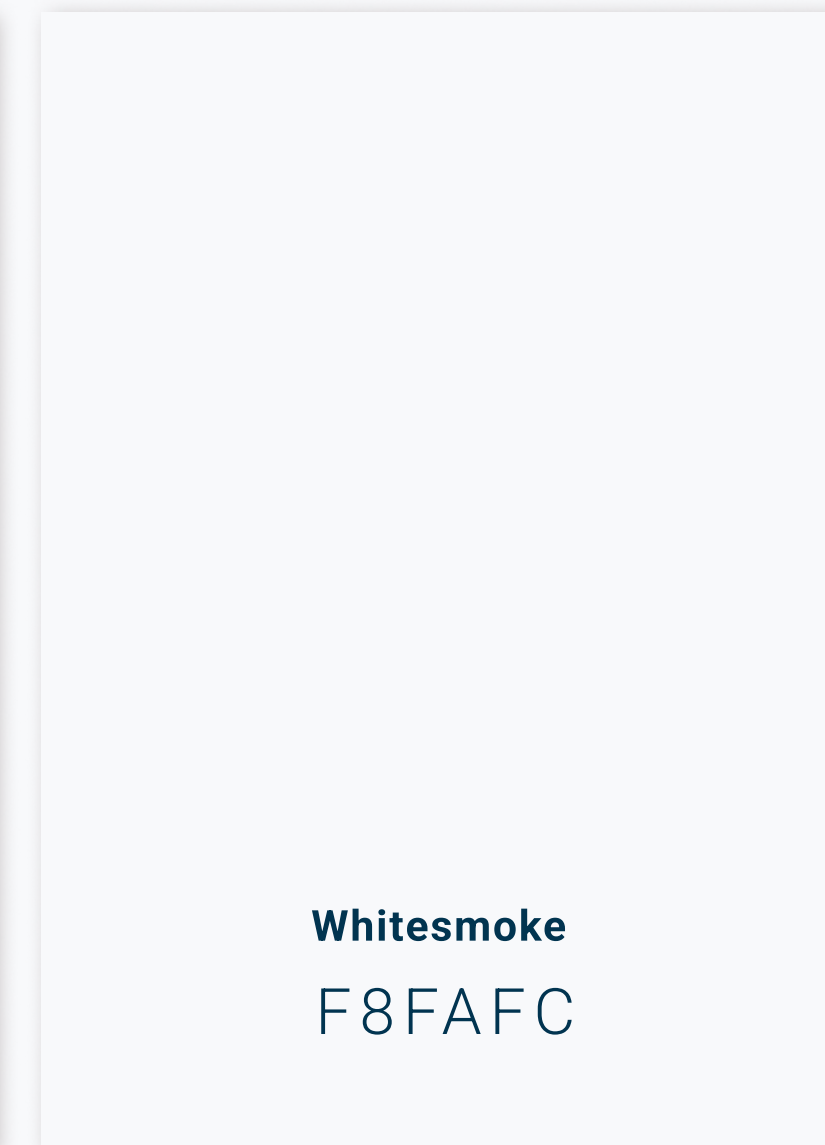
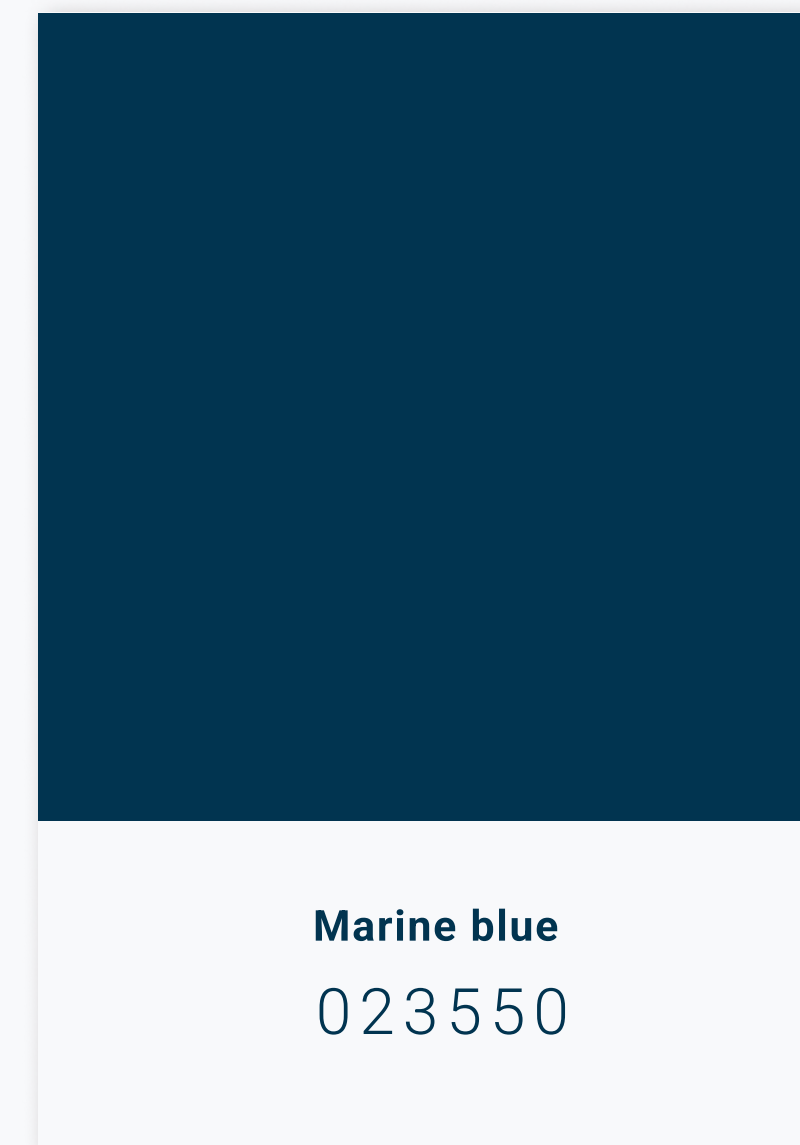
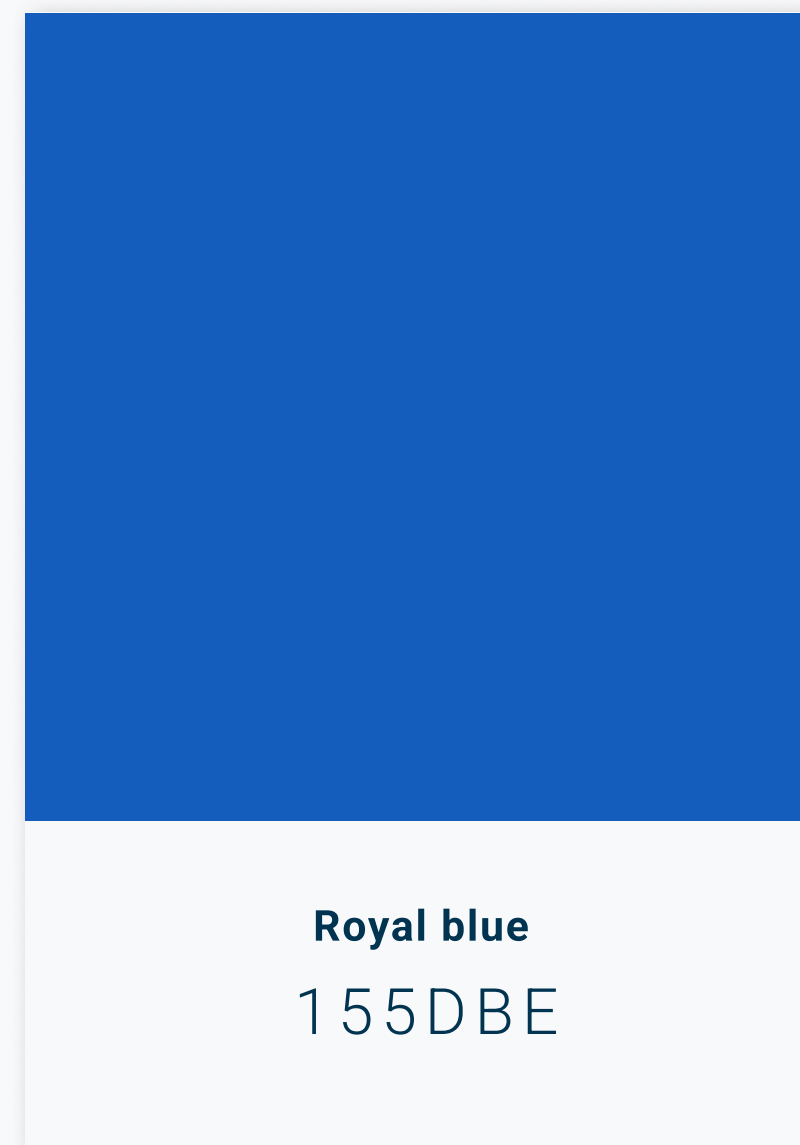
Brand Colors

Primary Colours

The color palette is built on a foundation of Trust (Blue) and Clarity (Pure White), utilizing highly legible contrasts to drive Efficiency in the clinical workflow. The palette visually communicates our High clinical rigor while maintaining an approachable, Sophisticated aesthetic.

#155DBE: Core Brand Identifier & Authority. Used sparingly for the logo, main headings, and institutional branding. Conveys depth and stability.

#023550: Dark Marine Blue. Used for primary body text, dark theme backgrounds, dashboard titles, and elements requiring high contrast. Conveys rigor and permanence.



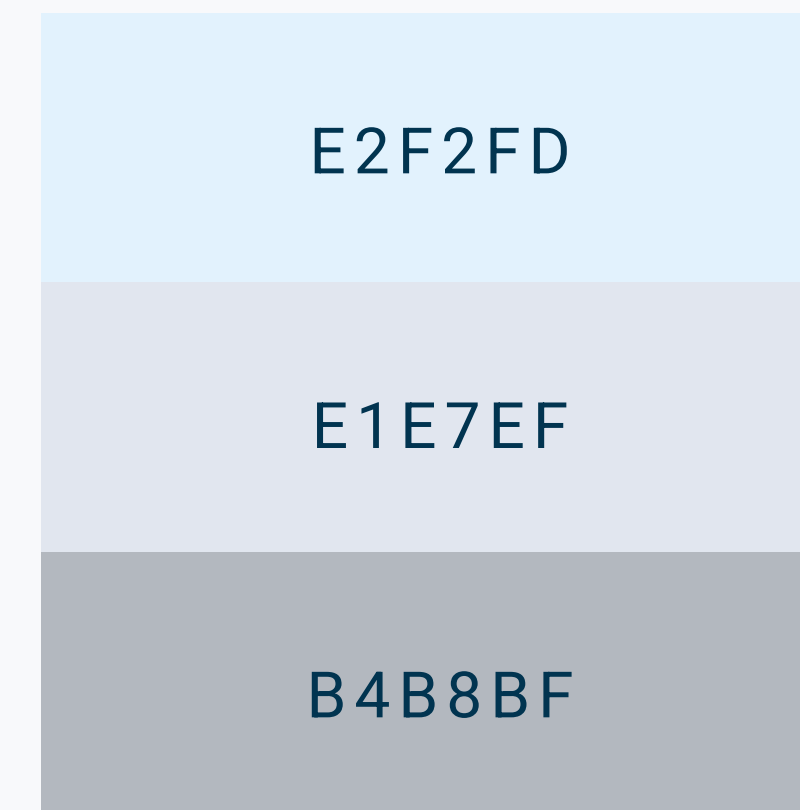
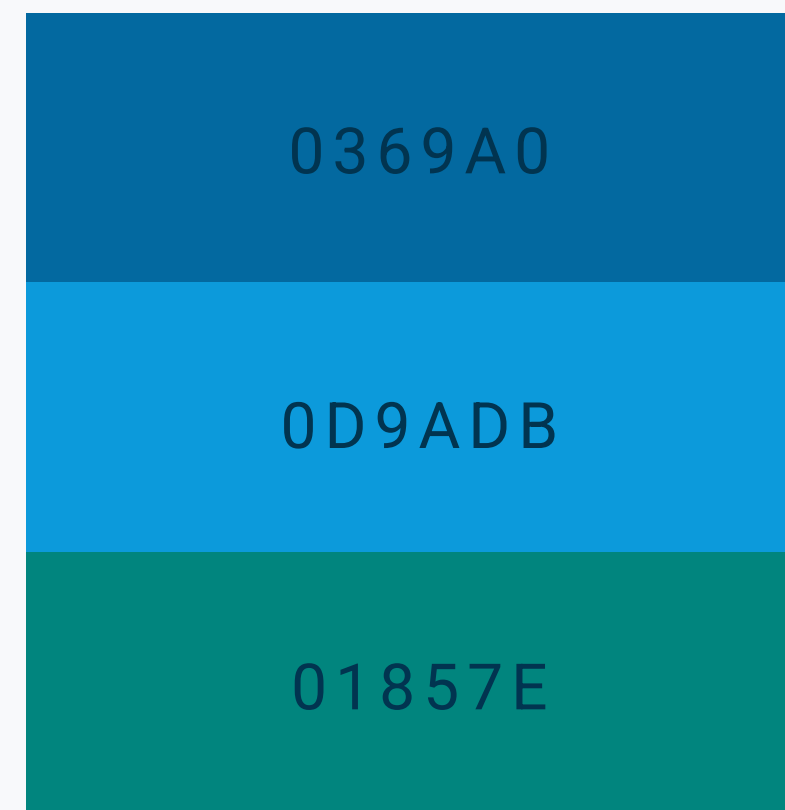
Secondary Shades

Each primary color is accompanied by two shades that allow for versatility in application. These are to be used in situations when added contrast is needed.

#01857E: Primary Action Color. Reserved exclusively for active elements: primary Call-to-Action buttons, key data highlights, and interactive data points.

#0D9ADB: Secondary Structural Blue. Used for large color blocks, subtle widget backgrounds, or as an alternative to the primary blue.

#E1E7EF: Primary Gray/Inactive Tools. Used for borders, separators, secondary text, and inactive UI elements (e.g., toggles, disabled buttons).





Logo & Usage

The Diplora Logo

The Diplora logo is inspired by the Diploria sea coral, a symbol of depth, stability, and sophisticated structure. The logo mark combines the initial 'D' of Diplora with a subtle, stylized heartline (ECG wave), communicating both the scientific rigor (coral structure/stability) and the life-saving function (heartline/depth of data).

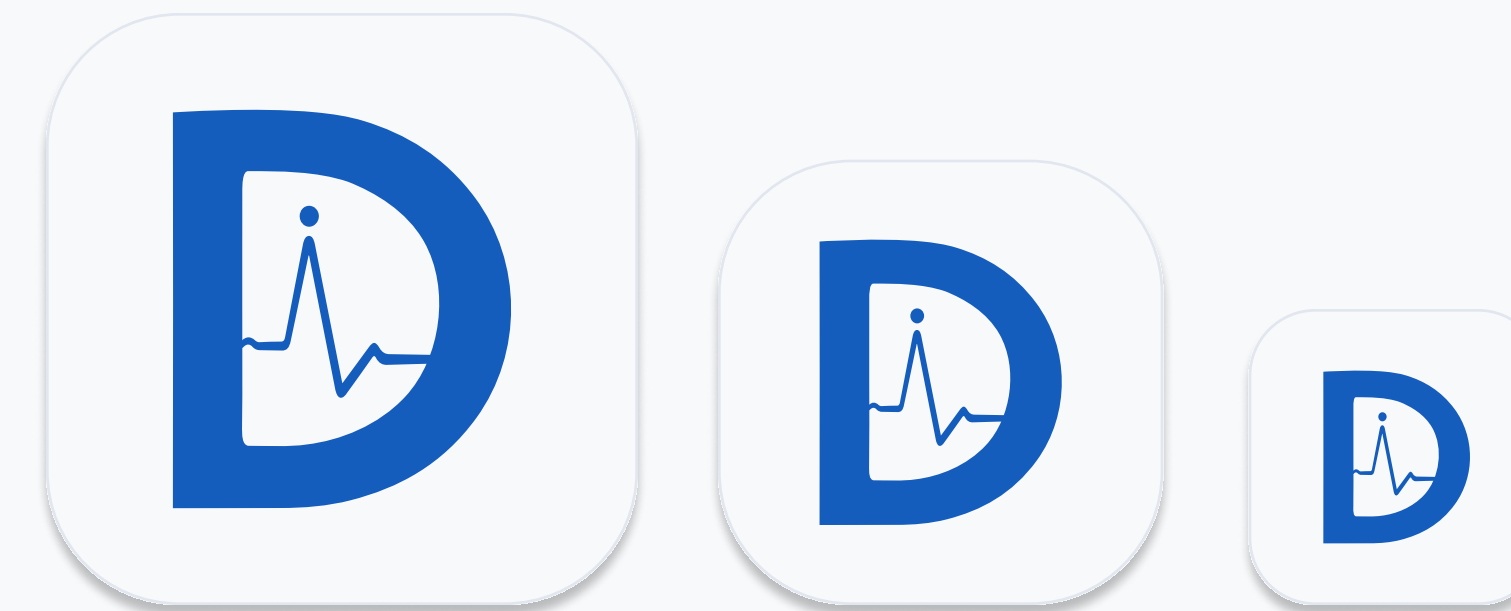
The blue-dominated palette links this marine/depth concept directly to the company's core identity of stable, reliable diagnosis.



Social Media Presence

For small screen applications (favicons, social media icons), the logo adapts to its most efficient form: a bold 'D' (Diplora) enclosing a stylized heartbeat line or the 'i' (innovation/insight) element.

This ensures recognition and scalability across small digital screens, linking the brand name directly to the core diagnostic function.



Minimum Logo Size

The logo's minimum permissible width for digital applications is 48px height, ensuring legibility of both the wordmark and the coral element across all screen sizes.





Brand Typeface

Aa

Raleway

Modern & Expressive: Used for major headings (H1, H2) and marketing communication. Its geometric, slightly elegant nature conveys Sophistication and Confidence.

Light

Light italic

Medium

Medium italic

Black

Black italic

Aa

Roboto

Ubiquitous & Highly Legible: Used for all body copy, user interface labels, form fields, and data annotations. Its neutral, optimized letterforms ensure maximum readability on digital screens, supporting Clarity and Efficiency.

Light

Light italic

Medium

Medium italic

Black

Black italic

Typographic Scale

The two fonts work in harmony: Raleway establishes a strong visual hierarchy for Confidence (titles and branding), while Roboto ensures Clarity and Trust in the functional reading experience (all data and text).

Scale rules will be strictly defined (e.g., H1: 48px, H2: 32px, Body: 16px) to maintain consistency and ease of scanning.

Header 1

152px - Line height 152px

Header 2

96px - Line height 104px

Header 3

64px - Line height 72px

H4

36px - Line height 48px

H5

24px - Line height 32px

H6

16px - Line height 24px

Paragraph

16px - Line height 24px

Footer

12px - Line height 16px



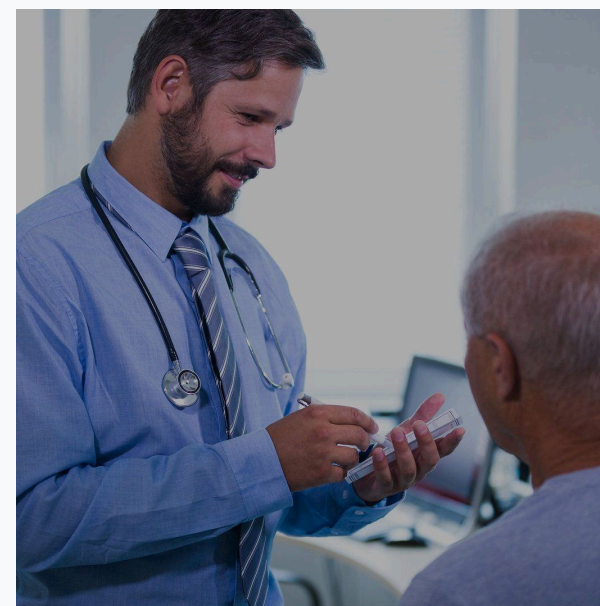
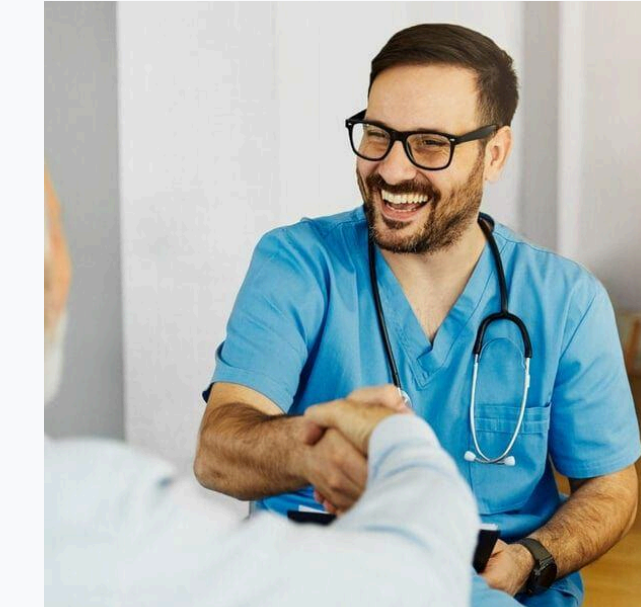
Image Guidelines

01

Authenticity & Trust

Reassuringly Direct & Human-Centered. Imagery should look real and avoid generic stock photography. Focus on the emotional outcome: relief, confidence, and efficiency.

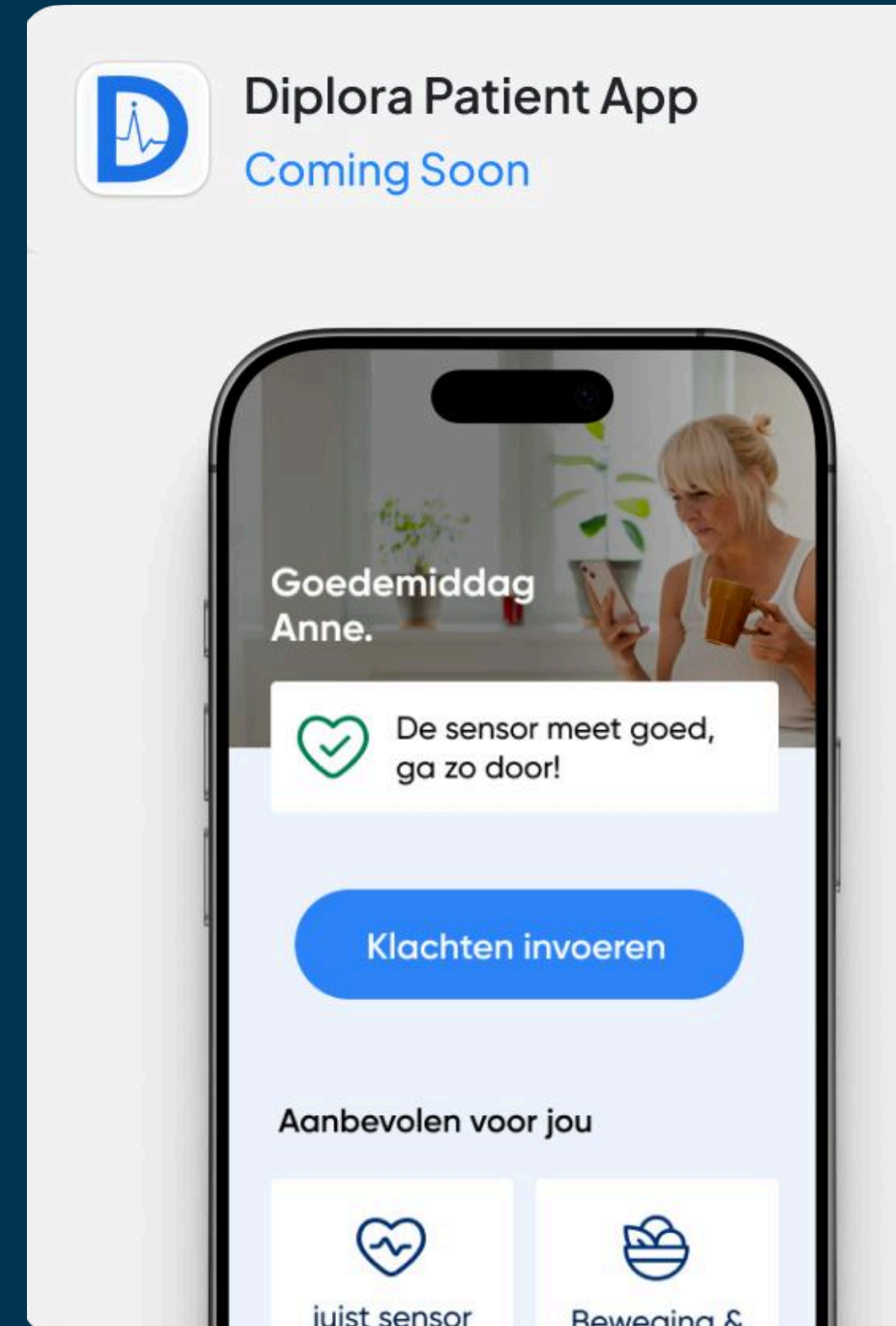
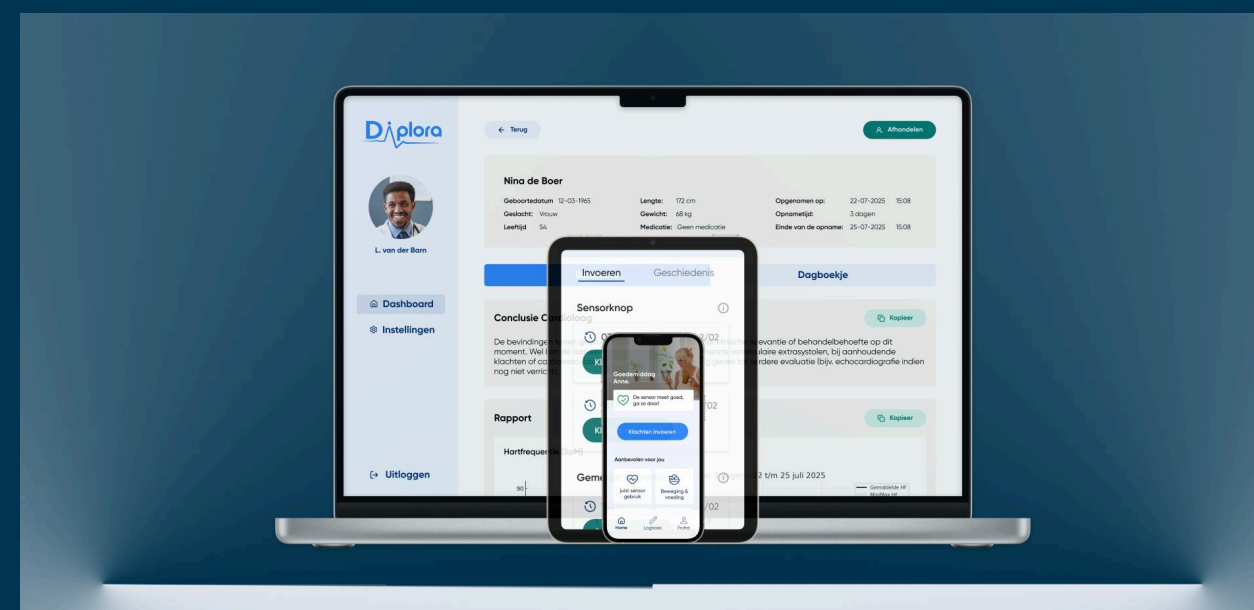
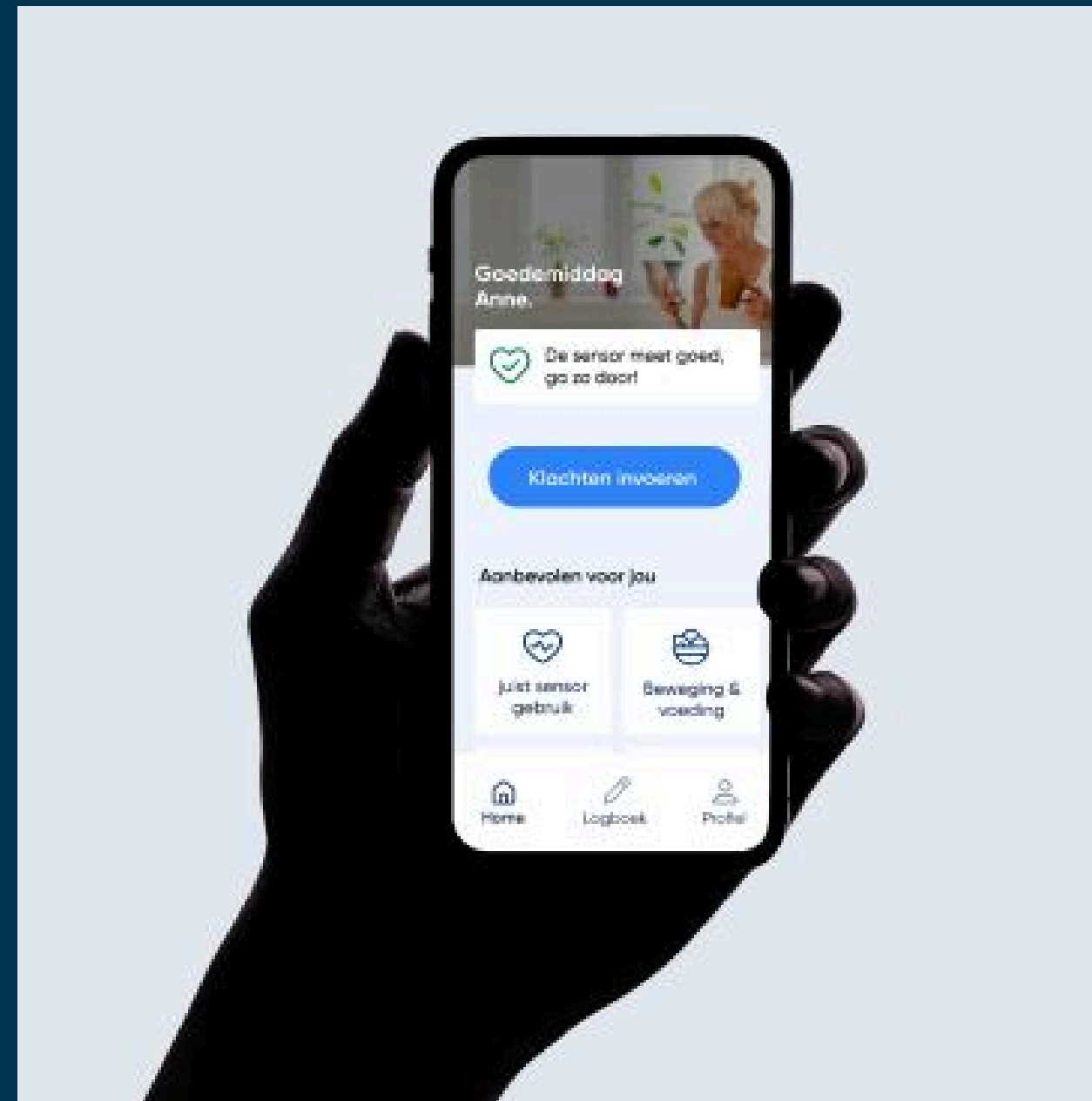
Subject: Confident, collaborative clinicians (GPs/ Cardiologists). Patients engaging comfortably with the technology (e.g., exercising, sleeping). Focus: Eyes, hands, and genuine interaction.



02 Product & Innovation

Transparent & Sleek. Visually justify the premium nature of the product. Imagery must highlight the "Innovation" value and the device's minimal presence.

Subject: High-quality, minimalist product photography of the sensor and mobile app interface side-by-side. Focus: The AI data visualizations, clean hardware design, and non-invasiveness.

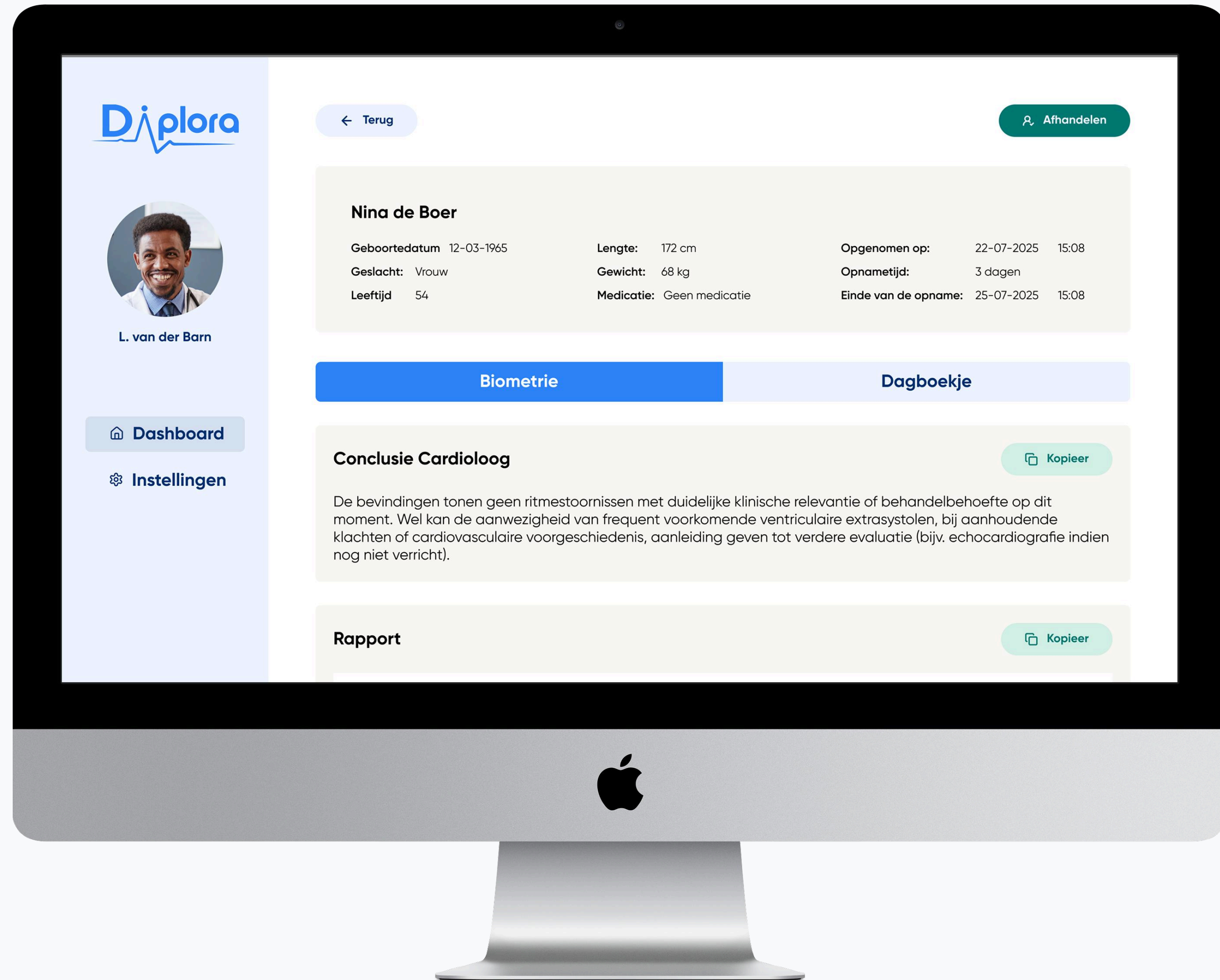


03

Precision & Insight

Imagery should celebrate the clarity of the diagnostic output, not the complexity of the input.

Subject: Close-up screenshots of the Expert Dashboard UI, emphasizing the Triage Indicator (GP view) and the 12-Lead Reconstruction (Cardiologist view). Focus: Clear data hierarchy, actionable charts, and filtering tools.



10.

Our Future

01

Global Scalability

The brand identity is built for rapid, compliant expansion into the EU and global markets. The modularity (Efficiency) of the guide will support easy localization and adaptation of materials without compromising the core identity.

02

Platform Cohesion

The next step is enforcing this guide rigorously across all digital platforms. This will ensure that the website, expert dashboard, and patient app feel like a single, unified system, reinforcing Clarity and Trust at every stage of the user journey.

03

Continuous Validation

As the AI technology evolves, the brand must remain agile. We commit to continuous usability testing and feedback loops to ensure the brand's visual identity always supports the latest innovations and clinical requirements.