



Clinic Admin



Style Guidelines

Logo Usage

Our logo is the primary identifier of the Clinic Admin brand. It should be use consistently across all applications to build recognition and trust.



PRIMARY LOGO — LIGHT BACKGROUND



ICON — LIGHT BACKGROUND



PRIMARY LOGO — DARK BACKGROUND



ICON — DARK BACKGROUND

Clear Space

Minimum clear space around the logo should equal the height of the circle in the wordmark. This ensures the logo maintains visual impact and isn't crowded by surrounding elements.



Incorrect Logo Usage

To maintain brand consistency, please avoid the following modifications to the logo. These examples show what NOT to do.



DON'T STRETCH OR SQUASH



DON'T ROTATE THE LOGO



DON'T CHANGE THE FONT



DON'T DRAW YOUR OWN VERSION



DON'T APPLY RANDOM COLOURS



DON'T ADD STROKE/OUTLINE

Brand Colours

Our colour palette reflects the calming, professional nature of healthcare while maintaining a fresh, modern feel.



Primary - Clinic Teal

HEX: #70C4CA RGB: 112, 196, 202
CMYK: 55, 0, 20, 0



Secondary - Soft Sage

HEX: #C3D9DA RGB: 195, 217, 218
CMYK: 24, 3, 10, 0



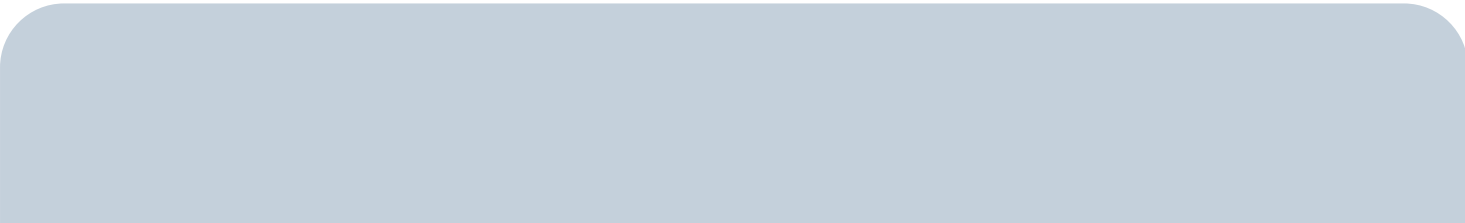
Primary Text - Dark Grey

HEX: #C3D9DA RGB: 50, 58, 73
CMYK: 80, 69, 50, 43



Accent - Blush Pink

HEX: #F7A9AA RGB: 247, 169, 170
CMYK: 0, 40, 20, 0



Supporting - Cool Grey

HEX: #C4D0DB RGB: 196, 208, 219
CMYK: 20, 10, 5, 0



Text Supporting - Grey

HEX: #657486 RGB: 101, 116, 134
CMYK: 65, 49, 35, 8

Typography

Typography is essential to our identity. We use Khmer MN as our primary display typeface for its elegant, distinctive character.

Primary Font - Nunito

Clinic Admin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Secondary Font - Nunito Sans

Clinic Admin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typography

A clear typographic hierarchy ensures content is easy to scan and understand across all applications.

HEADLINES

Clinic Admin Made Simple

Nunito / 48pt / Semibold / Line Height 1.1

HEADLINE HIGHLIGHT

Patient-Centred Care

Nunito / 40pt / Semibold / Primary Colour / Line Height 1.2

SUBHEAD

Streamline your clinic operations with intelligent automation

Nunito / 40pt / Semibold / Primary Colour / Line Height 1.2

BODY COPY AND HIGHLIGHT

Clinic Admin helps healthcare professionals manage their practices more efficiently. Our platform **integrates** scheduling, patient records, and billing into **one** seamless experience.

Nunito Sans / 40pt / Semibold / Primary Colour / Line Height 1.2

Colour Schemes for Legibility

These approved colour combinations ensure optimal legibility for both print and digital applications.

Accessibility Note

All text must meet WCAG 2.1 AA standards minimum. For body text, aim for AAA compliance (7:1 contrast ratio). The accent colour (Blush Pink) should only be used for large display text or decorative elements, never for body copy or critical information.

White on Teal

Primary buttons, headers

✓ AA Compliant

White on Dark

Footer, dark sections

✓ AAA Compliant

White on Teal

Links, accents, CTAs

✓ AA Compliant

Dark on Light

Body text, main content

✓ AAA Compliant

White on Blush

Alerts, highlights (use sparingly)

✓ Large Text Only

Dark on Sage

Body text, main content

✓ AAA Compliant

