

The logo for ianacare, featuring the word "ianacare" in a bold, lowercase, sans-serif font, followed by a trademark symbol (TM). The background is white with abstract, organic shapes in shades of orange, teal, and olive green.

- 01. Logo
- 07. Color & Application
- 11. Type Usage
- 17. Pattern
- 22. Iconography



ianacare™

ianacare™

ianacare™



Safety
Area

5 mm
14 px



Minimum
Size



ianacare™



ianacare™



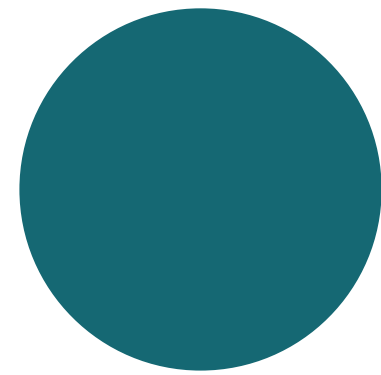
ianacare™



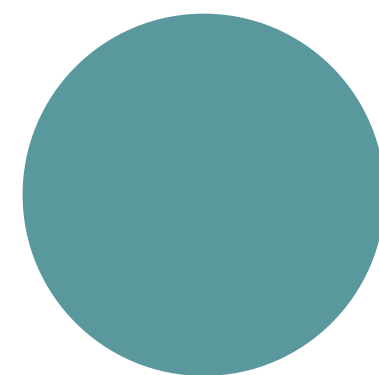
ianacare™



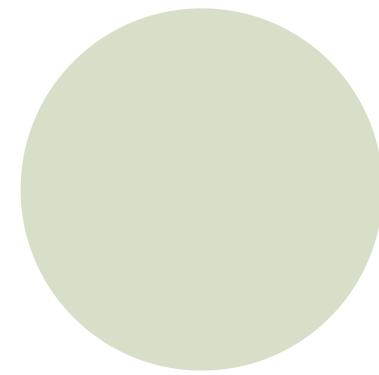
Color



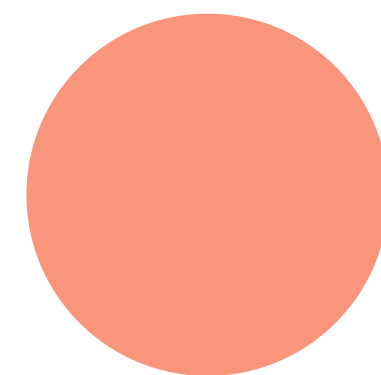
HEX #1B6872
R 21 **C** 89%
G 104 **M** 55%
B 115 **Y** 54%
K 5%



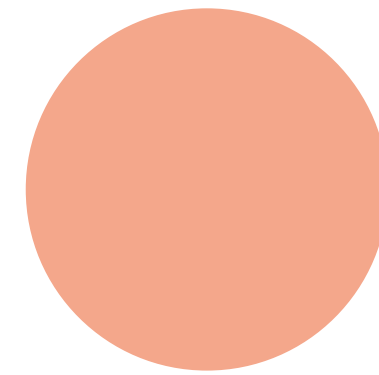
HEX #448E94
R 68 **C** 78%
G 142 **M** 33%
B 148 **Y** 44%
K 0%



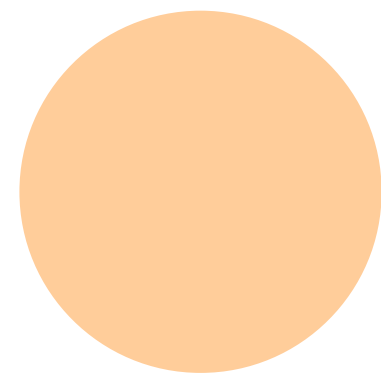
HEX #DBE2CC
R 219 **C** 19%
G 226 **M** 9%
B 203 **Y** 26%
K 0%



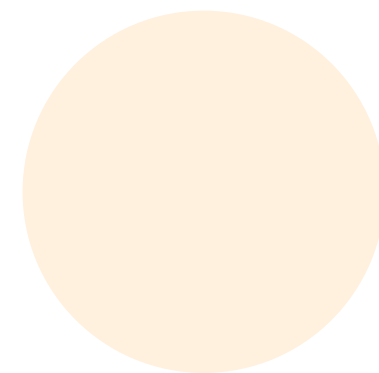
HEX #FC987A
R 252 **C** 0%
G 152 **M** 50%
B 122 **Y** 49%
K 0%



HEX #F7AA8E
R 247 **C** 2%
G 170 **M** 45%
B 142 **Y** 43%
K 0%



HEX #FFCC95
R 255 **C** 0%
G 204 **M** 22%
B 149 **Y** 44%
K 0%



HEX #FFF4E0
R 255 **C** 0%
G 244 **M** 3%
B 244 **Y** 12%
K 0%



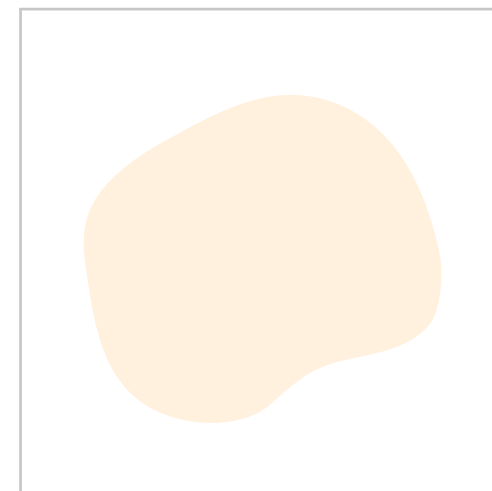
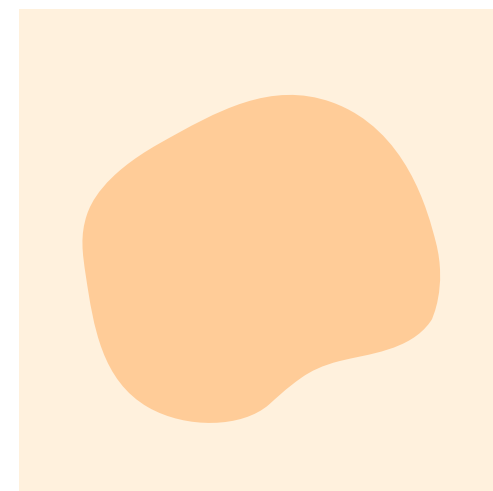
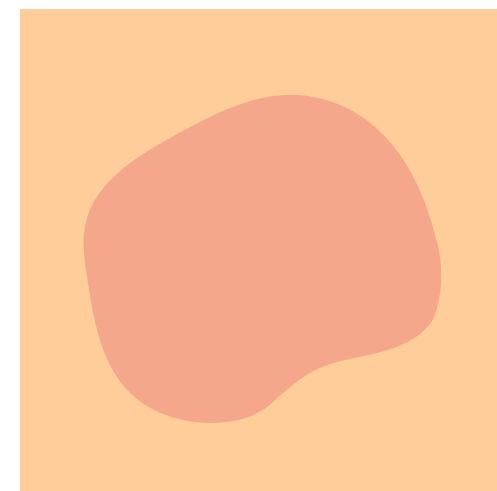
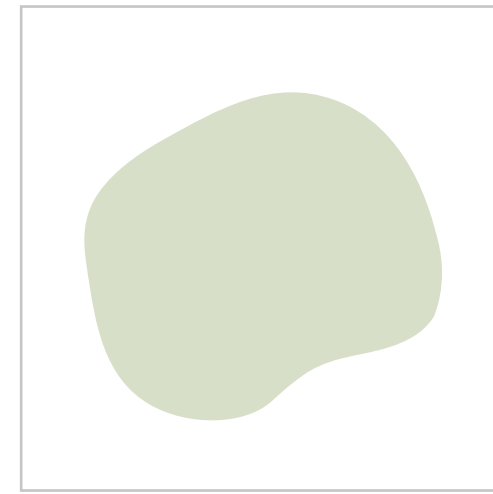
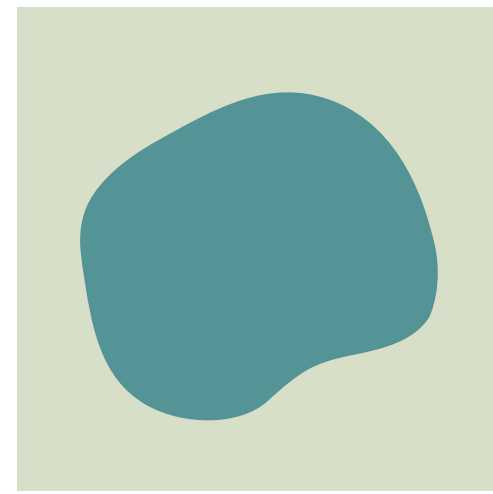
HEX #FFF4E0
R 255 **C** 0%
G 79 **M** 87%
B 0 **Y** 92%
K 0%



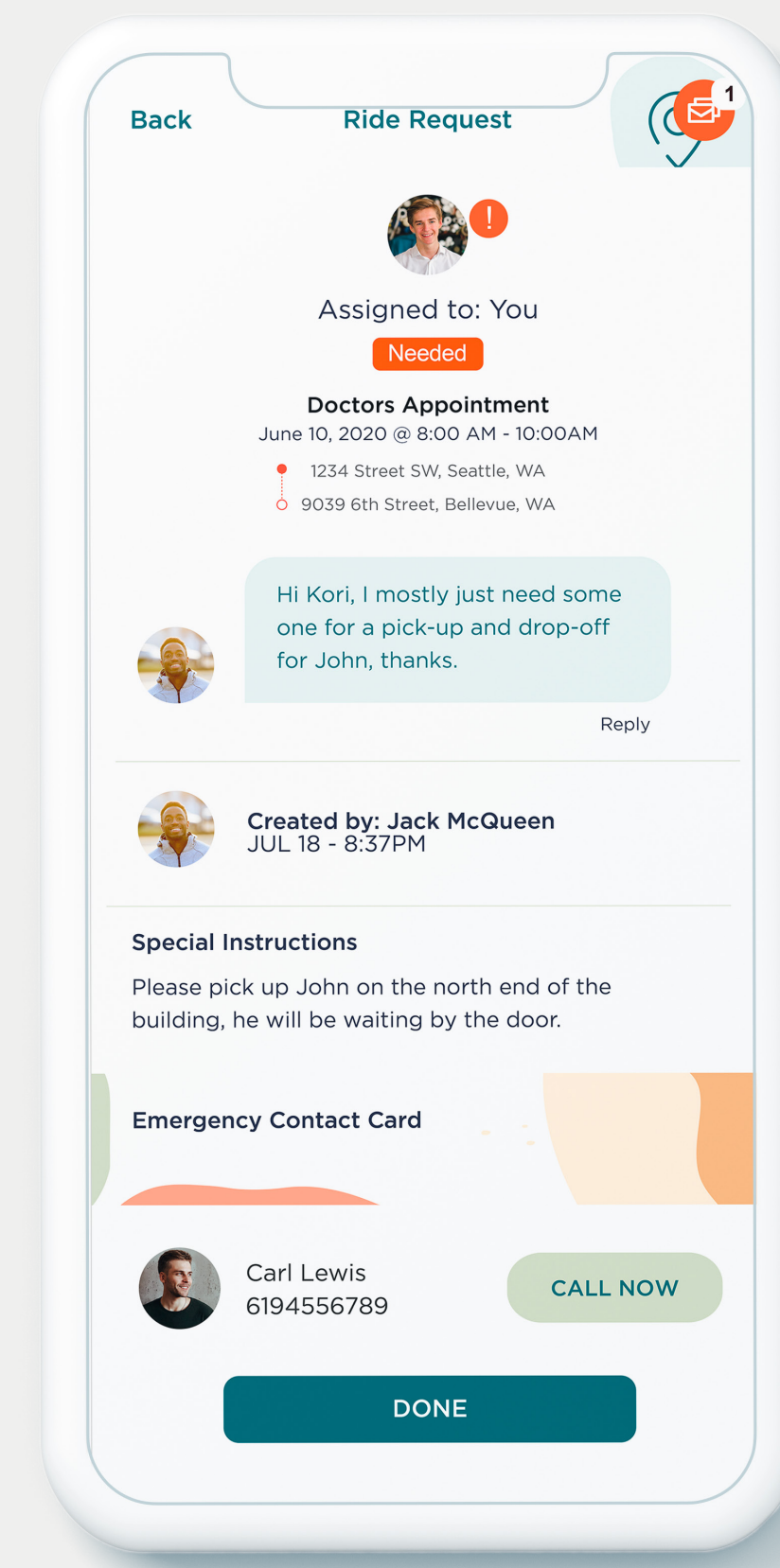
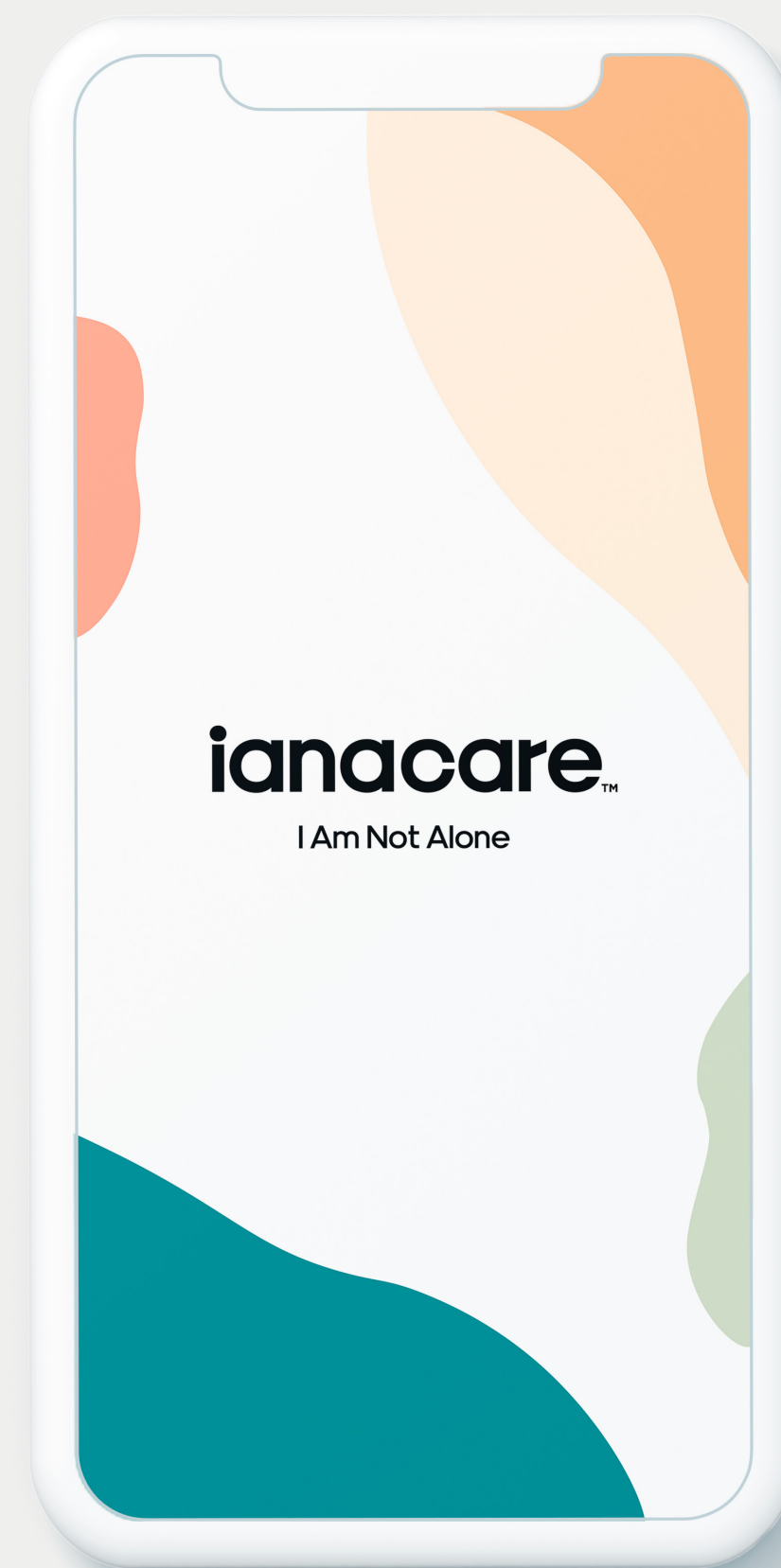
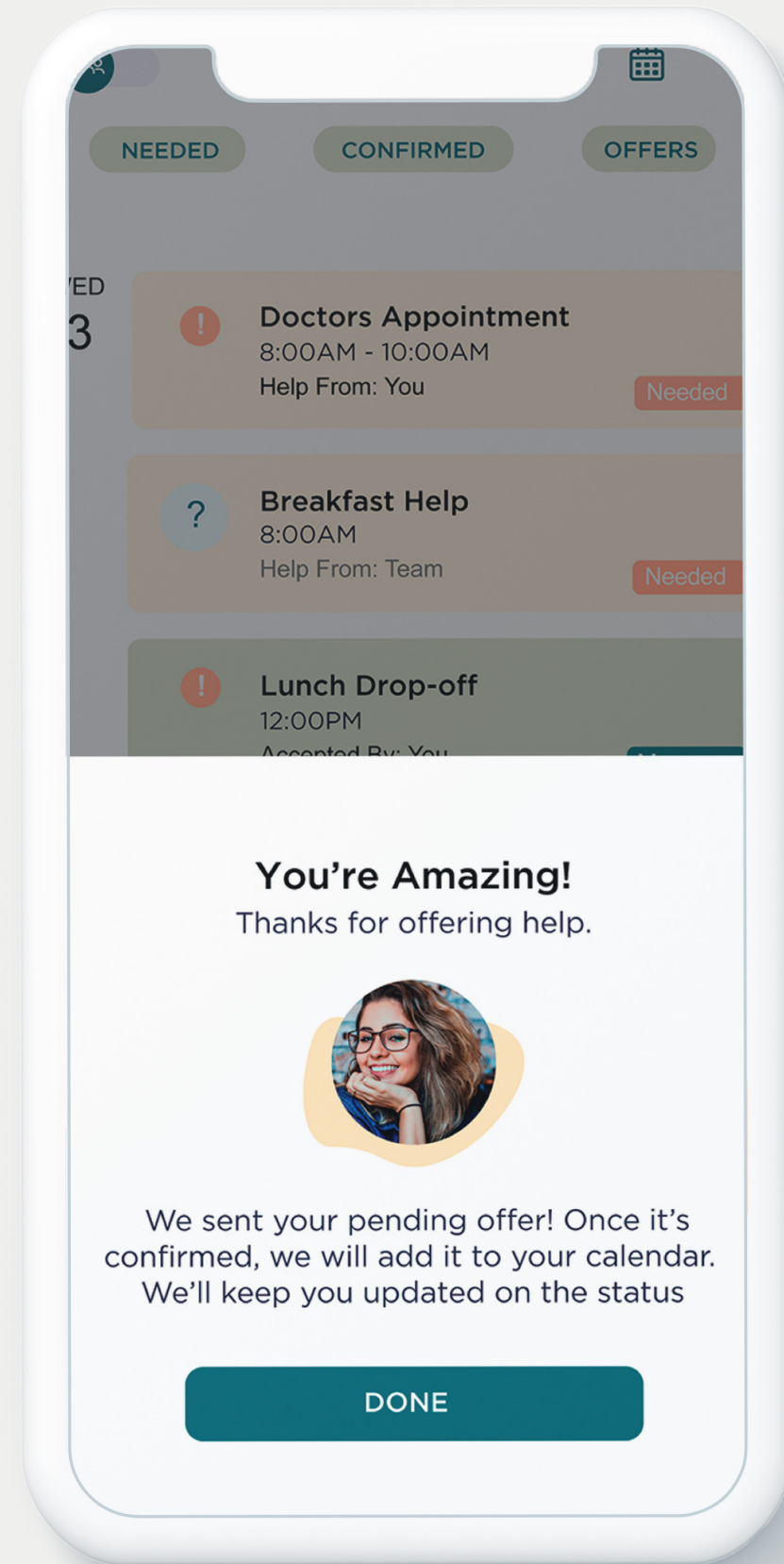
HEX #333333
R 51 **C** 68%
G 51 **M** 60%
B 51 **Y** 55%
K 65%

○ Primary color

□ Secondary color



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.



Type usage

Dr
Titles

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z1234667890 &/?!%**

Medium
Bold

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat

Gotham
Long Texts
Subtitles
Buttons

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z1234567890 &/?!%

Book
Bold

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat

BetterTimes
Titles

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z1234567890 &/?!%

Regular

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat

LOREM IPSUM

Gotham
Book

You're not alone, we're all here to help.

Dr
Bold

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim veniam,
quis nostrud exerci tation ullamcorper.

Gotham
Book

Gotham
Bold

GET STARTED

Gotham
Medium

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat
volutpat. Ut wisi enim ad
minim veniam, quis nostrud
exerci tation ullamcorper.

We're

here for you

BetterTimes
Regular

Dr
Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Contrast
by size

Lorem ipsum
Dolor sit amet

Contrast
weight and form

Lorem ipsum
dolor sit amet

Contrast
by color

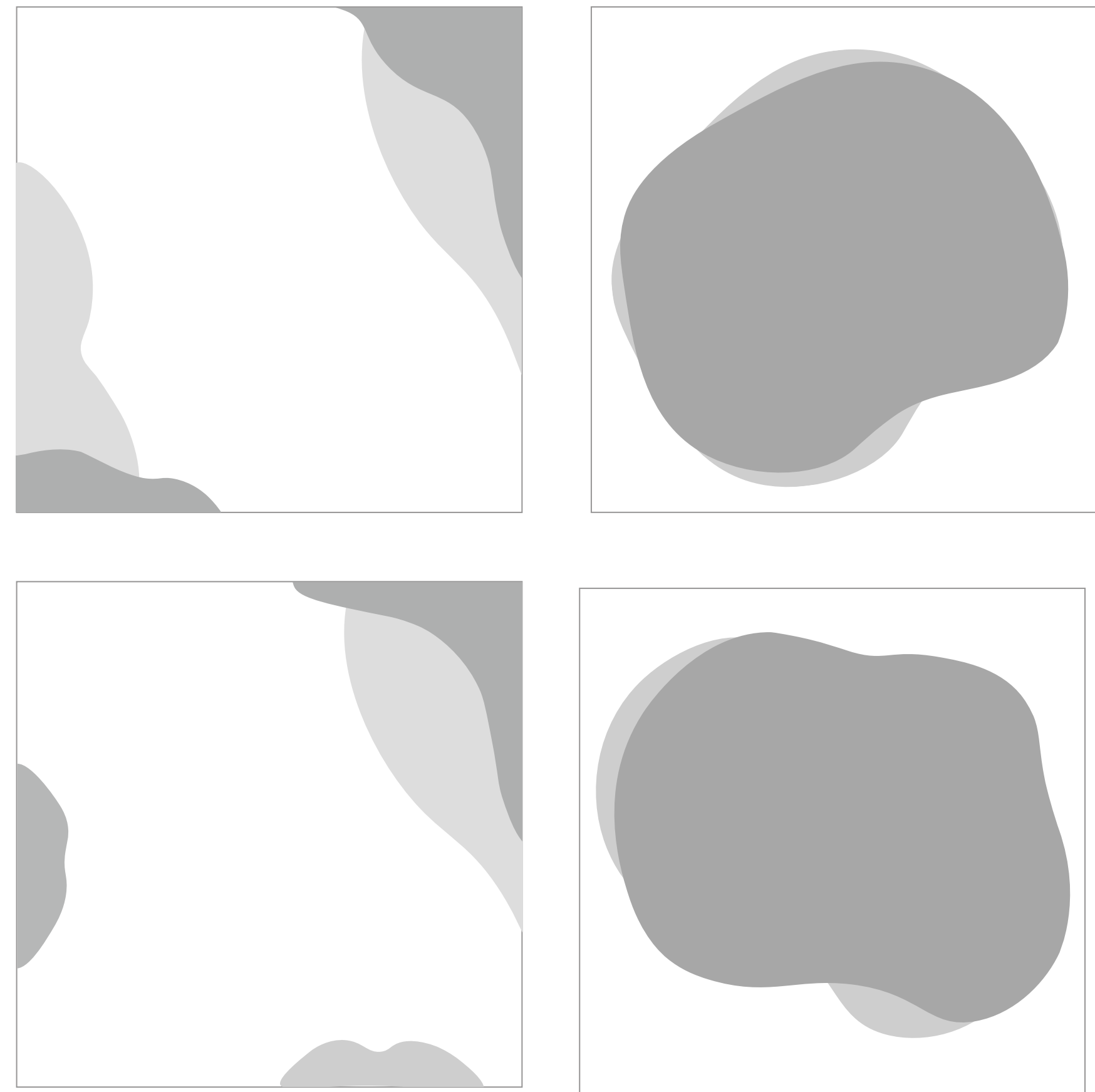
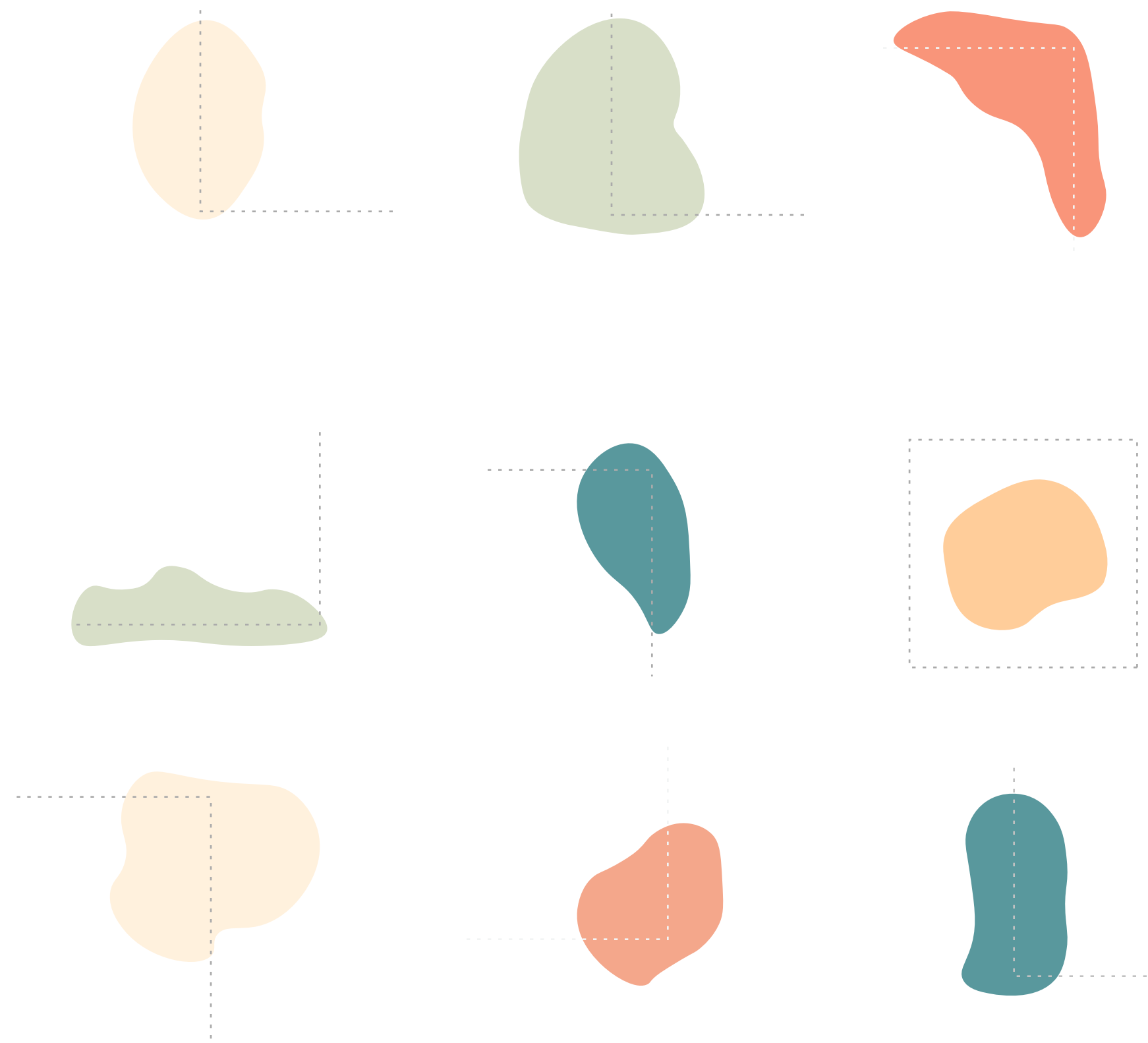
Lorem ipsum
dolor sit

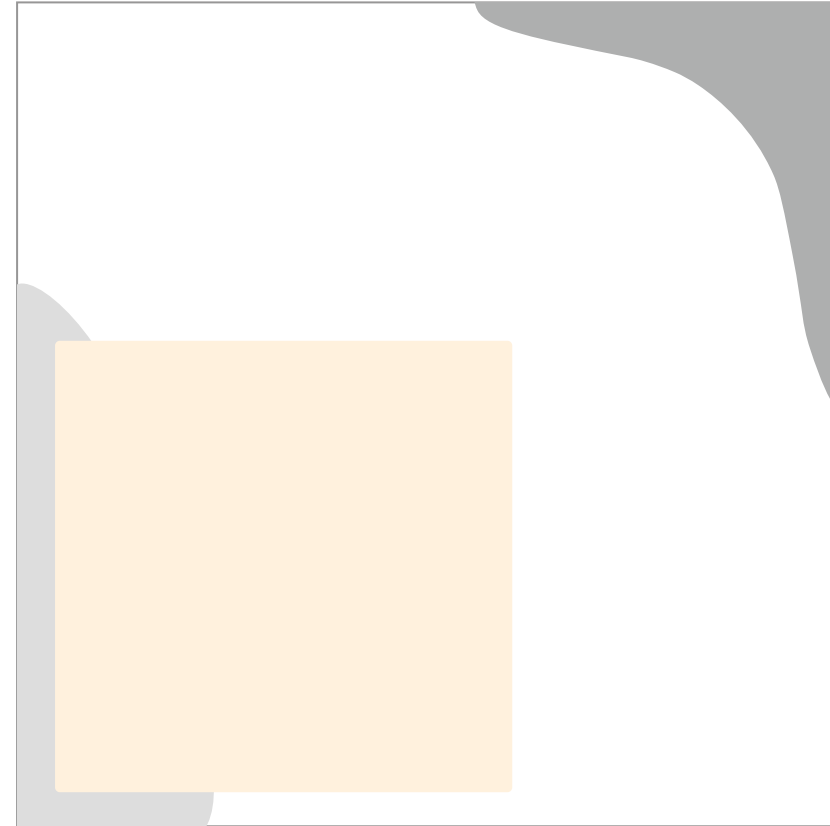
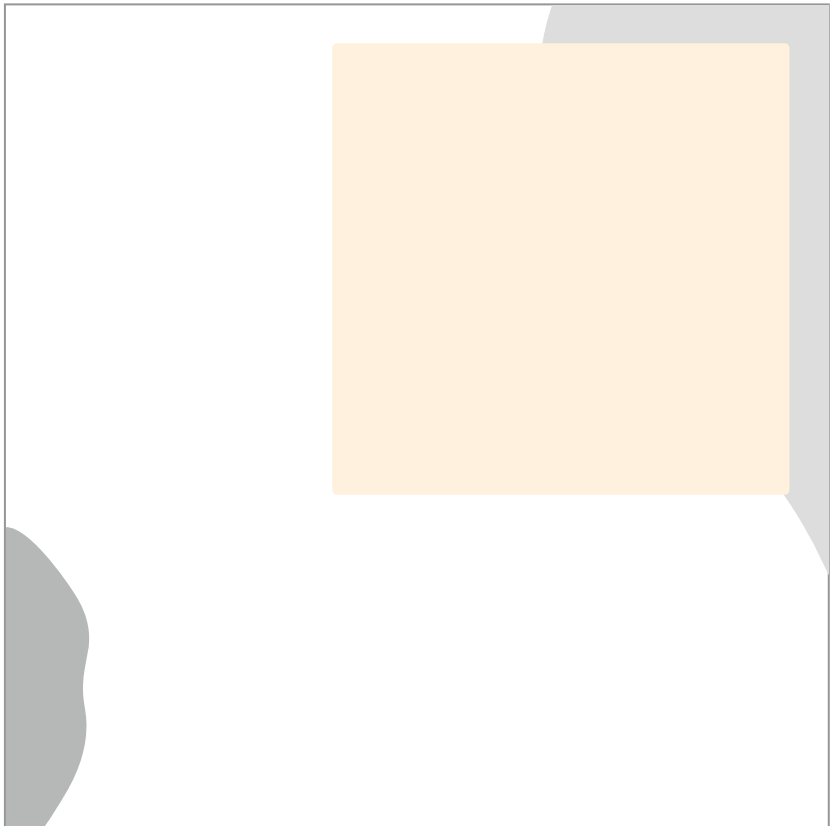
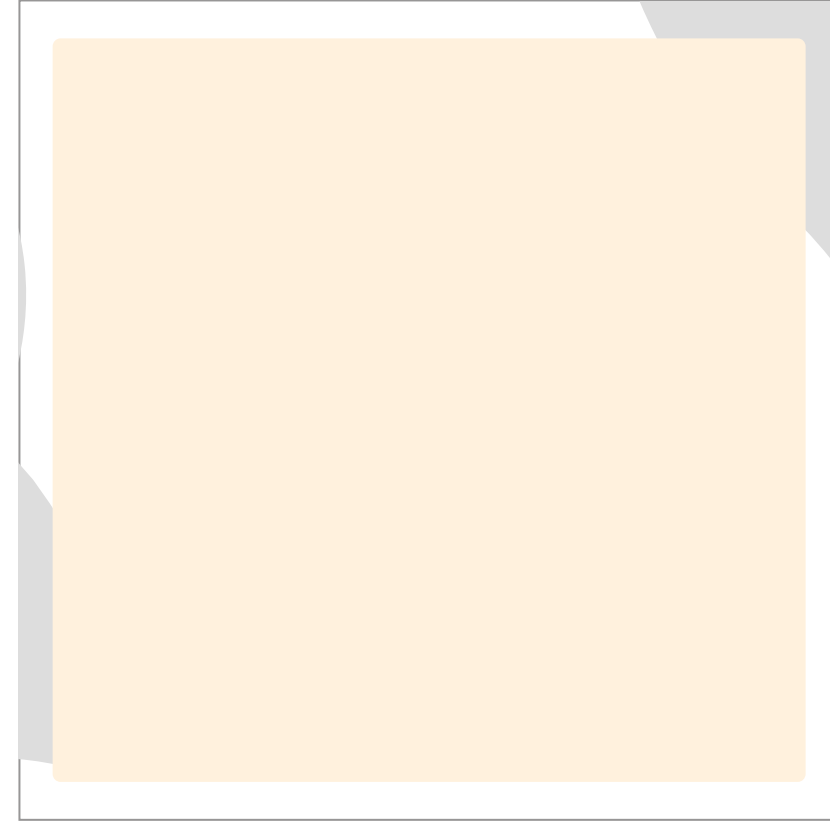
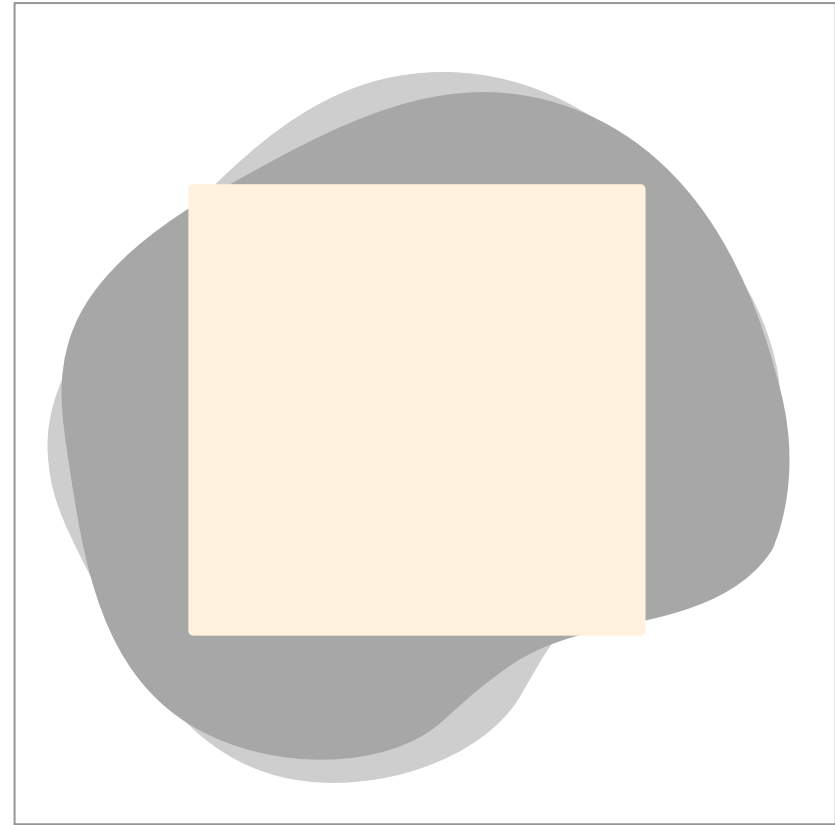
Contrast
by font

We're
here for you

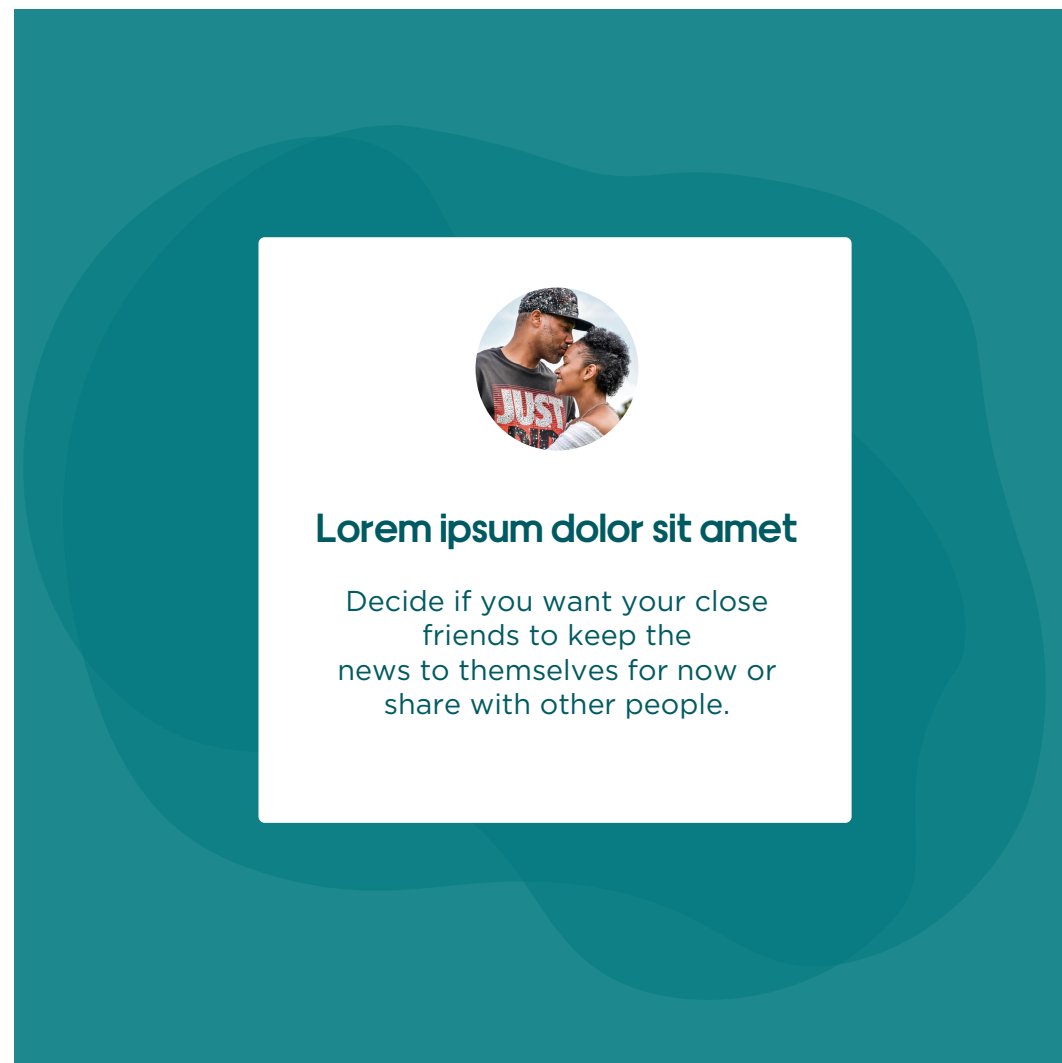



Pattern





■ Photo





Lorem ipsum dolor sit amet

Decide if you want your close friends to keep the news to themselves for now or share with other people.

You are not alone




”

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt

ianacare.

Welcome to your first step in getting the practical and emotional support you deserve

As a caregiver, this is a huge step and **we're here to help.**



[GET STARTED](#)

Congratulations!
 You've been selected for Anthem's pilot test with ianacare.


ianacare is a simple platform that mobilizes your friends and family to coordinate everyday needs and share updates with your personal team.

- 1. Start your team**
- 2. Request & receive support**
- 3. Share Updates**

ianacare.

Welcome to your first step in getting the practical and emotional support you deserve

As a caregiver, this is a huge step and **we're here to help.**



[GET STARTED](#)

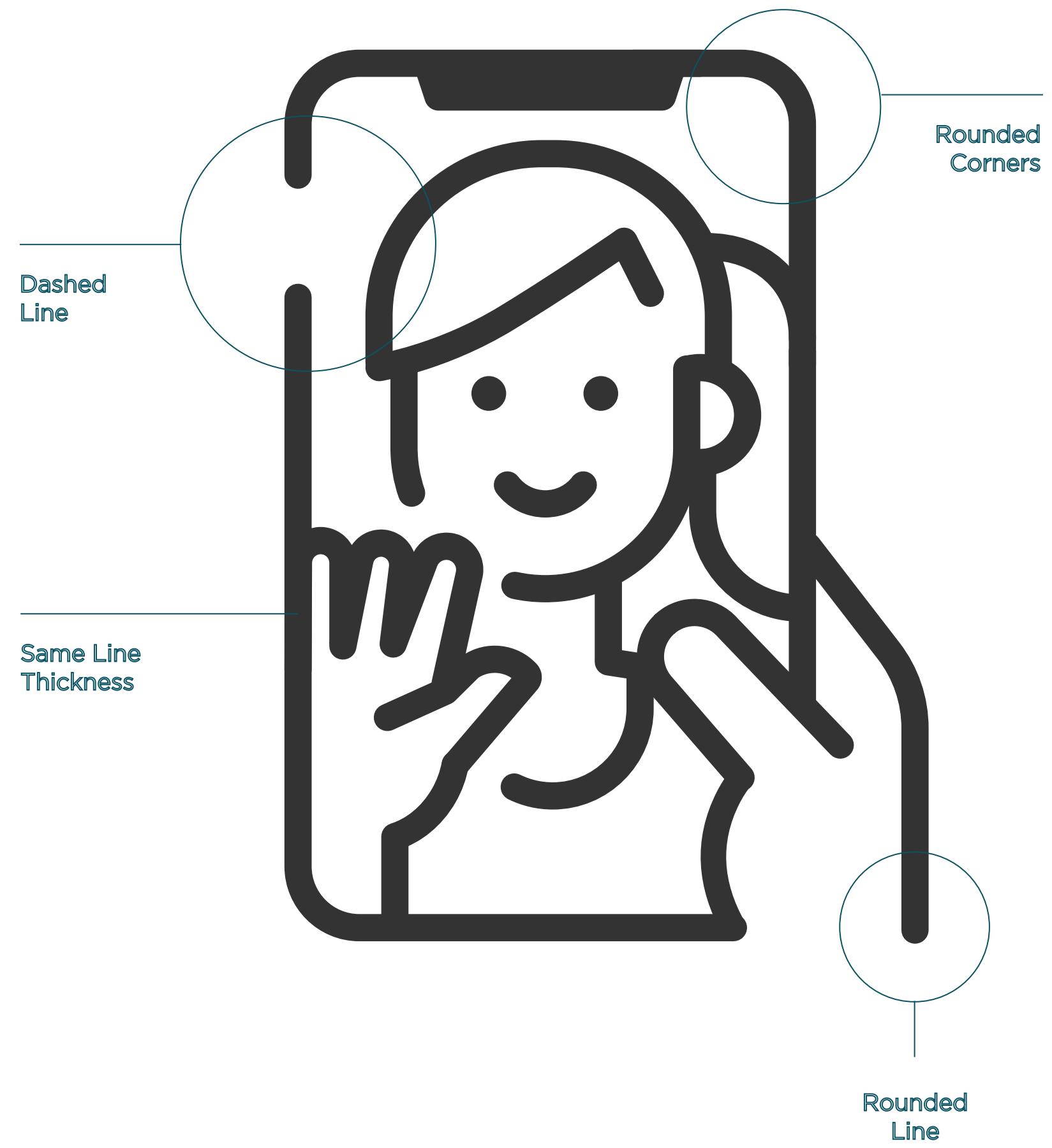
Congratulations!
 You've been selected for Anthem's pilot test with ianacare.

ianacare is a simple platform that mobilizes your friends and family to coordinate everyday needs and share updates with your personal team.

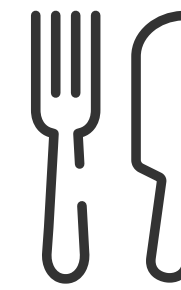
- 1. Start your team**
- 2. Request & receive support**
- 3. Share Updates**

Iconography

Line Icons



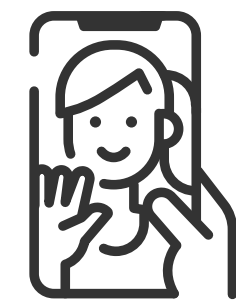
Errands



Meals



Rest / Break



Check-ins



Child Care



Pet Care



Rides



Other



Gift Card



Money



Amazon
Whishlist



Links

Love > Fear