



NovaMed
SYSTEMS

Smart HealthTech Devices &
Compliance-Driven Medical
Systems

Brand Guidelines

2026

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00.1

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Brand

Introduction

01.

Brand introduction presents
NovaMed's identity and values to
build awareness and trust.

01.1

ABOUT US

NovaMed Systems is a Vancouver health-technology company building connected maternal-health and clinic-to-home monitoring for the Canadian market. We pair certified medical peripherals with our proprietary Software-as-a-Medical-Device platform — NovaMama™, NovaPatch™ Vital, and NovaHub™ Care — so clinics can extend safe monitoring into patients' homes.

Everything is built on Canadian data residency, explainable monitored rules, and bilingual, low-bandwidth design — connected care that fits real clinical workflows and reaches every community.

Positioning statement

For BC clinics and health programs that need safe monitoring beyond the clinic walls, **NovaMed** is the compliance-anchored connected-care platform that keeps patient data in Canada and clinicians in control.

Unlike broad remote-monitoring incumbents, NovaMed is maternal-first, EMR-interoperable (FHIR/HL7), and validated pilot-by-pilot before scale.

01.3

VISION

STATEMENT

A Canadian health system where safe, connected maternal and clinic-to-home care is accessible to every patient — regardless of geography or device.

01.4

MISSION

STATEMENT

To build privacy-preserving, Canadian-resident connected medical devices and SaMD that integrate cleanly into clinical workflows — beginning with maternal health in British Columbia.

01.5

CORE VALUES

1

Patient safety first

Every decision is weighed against patient wellbeing before speed or cost.

2

Evidence before claims

We describe intended use and prove outcomes with data; we never overstate.

3

Canadian data sovereignty

Patient data stays resident in Canada — by design, not policy.

4

Clinical humility

Clinical and regulatory judgment belongs to licensed professionals.

5

Capital discipline

We stay within our means and spend on objective triggers.

6

Equity & accessibility

Bilingual, low-bandwidth, culturally-attuned design for every community.

01.6

PERSONALITY & TONE OF VOICE

SMART — clinically led and engineering-driven · **TRUSTWORTHY** — compliance as character · **GROUNDED** — validation before scale · **INCLUSIVE** — designed for every community · **CANADIAN** — resident by design

Clear, not clinical-jargon

We explain connected care in plain language patients and admins understand.

Credible, not boastful

Evidence before claims — we cite what pilots show, nothing more.

Caring, not paternal

We respect patients and clinicians as capable partners.

Precise, not cold

Compliance-grade accuracy, delivered warmly and bilingually.

01.8

SLOGAN

FOCUS

The tagline states exactly what NovaMed makes and how it makes it: smart connected devices, engineered under a compliance-first quality culture. It is used in the full logo lockup and as a standalone line in communications.

SMART HEALTHTECH
DEVICES &
COMPLIANCE-DRIVEN
MEDICAL SYSTEMS.

Brand

Logo Design

02.

The NovaMed mark: a connected medical cross — care, linked. Rules that keep it consistent everywhere.

02.1

LOGO

VERSIONS



Full-colour lockup on white is the master. On colour or photography, use the all-white version; the all-navy version is for single-colour print.

02.2

CONSTRUCTION & CLEARSPACE



The mark is built on a simple modular grid: the icon's rounded container, cross, and connector nodes share one stroke logic.



Clearspace: keep at least $\frac{1}{2}X$ free on all sides, where X = the height of the icon. Nothing may enter this zone.

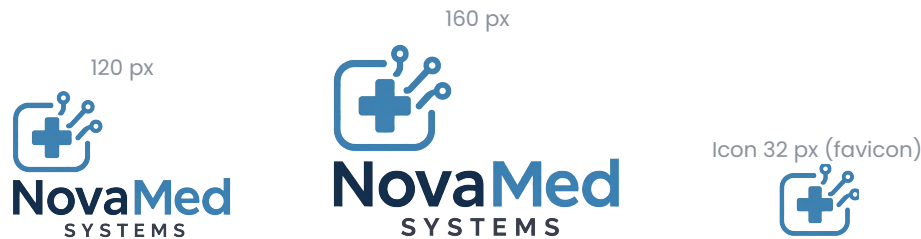
02.4

LOGO SIZES

Standard logo — print



Standard logo — digital



Minimums: full lockup 20 mm / 120 px wide. Below that, use the icon alone.

Social profile sizes

Facebook

Profile: 180 × 180 px · File: PNG

Instagram

Profile: 110 × 110 px · File: JPEG

LinkedIn

Profile: 300 × 300 px · File: PNG

YouTube

Profile: 800 × 800 px · File: PNG / JPG

Brand

Colour Palette

03.

Steel blue for trust and clinical calm;
deep navy for authority; slate for
supporting voice.

03.1

COLOUR PALETTE

Steel Blue — Primary

HEX #3C80B4
RGB 60 · 128 · 180
CMYK 67 · 29 · 0 · 29

Tint 80% · HEX #6299C3

Tint 60% · HEX #8AB2D2

Tint 40% · HEX #BICCEI

Deep Navy — Secondary

HEX #142C4C
RGB 20 · 44 · 76
CMYK 74 · 42 · 0 · 70

Tint 80% · HEX #42566F

Tint 60% · HEX #728093

Tint 40% · HEX #A1AAB7

Slate — Supporting

HEX #383C4C
RGB 56 · 60 · 76
CMYK 26 · 21 · 0 · 70

Tint 80% · HEX #5F626F

Tint 60% · HEX #878A93

Tint 40% · HEX #AFB1B7

Primary colours are constant across all applications. Tints are for backgrounds, charts, and secondary UI only — never for the logo.

04.

One family everywhere: Poppins — geometric, open, and legible from patient app to print.

04.1

PRIMARY FONT

POPPINS

Poppins

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz
1 2 3 4 5 6 7 8 9 0 @ # \$ % & * () + ?

Text standards

Body: Poppins Regular 10.5 pt / 15 pt leading · Headings: Bold, Navy · Subheads: SemiBold, Steel Blue · Captions: 8 pt Slate · Paragraph spacing 4 pt · Bilingual EN/FR set in the same family.

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq

MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq

SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq

BLACK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq

Brand

Applications

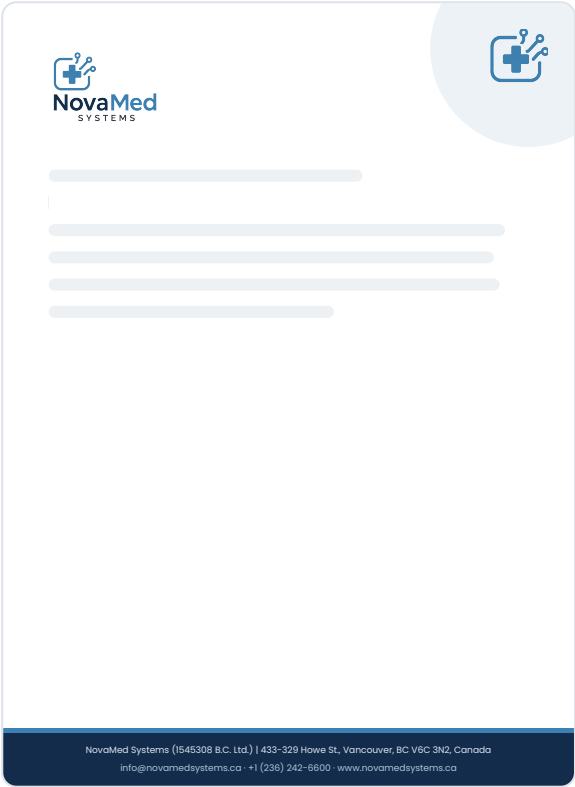
05.

Stationery and applications that
carry the identity into daily use.

05.1

STATIONERY

FINAL DESIGNS



Letterhead — Corner Mark · A4, uncoated white 120 g/m²



Business card — 86 × 54 mm · front / back (final)

These are the approved production designs (Deliverables 16–17), shipped as print-ready PDF + 300-dpi JPG.

05.4

PATTERN FORMAT

The pattern extrapolates the icon — the connected cross — tiled at a fixed rhythm. Use it as a quiet decorative layer on covers, dividers, and social backgrounds.

Sizes & placing

Tile width = $\frac{1}{2}$ the wordmark width. Keep opacity at 6–10% on brand-colour surfaces; never place text directly on a full-strength pattern.



06.1

SOCIAL TEMPLATE

Social visuals stay quiet and clinical-credible: brand surfaces, the white logo, one message per post, and the tagline as sign-off. Imagery avoids stock-medical clichés; illustrations and product UI are preferred. All patient-facing claims must match validated evidence.



Post

1080 × 1080 px · logo white ·
one message

Story

1080 × 1920 px · pattern ≤
8%

Banner/Cover

LinkedIn 1128 × 191 px · icon
right

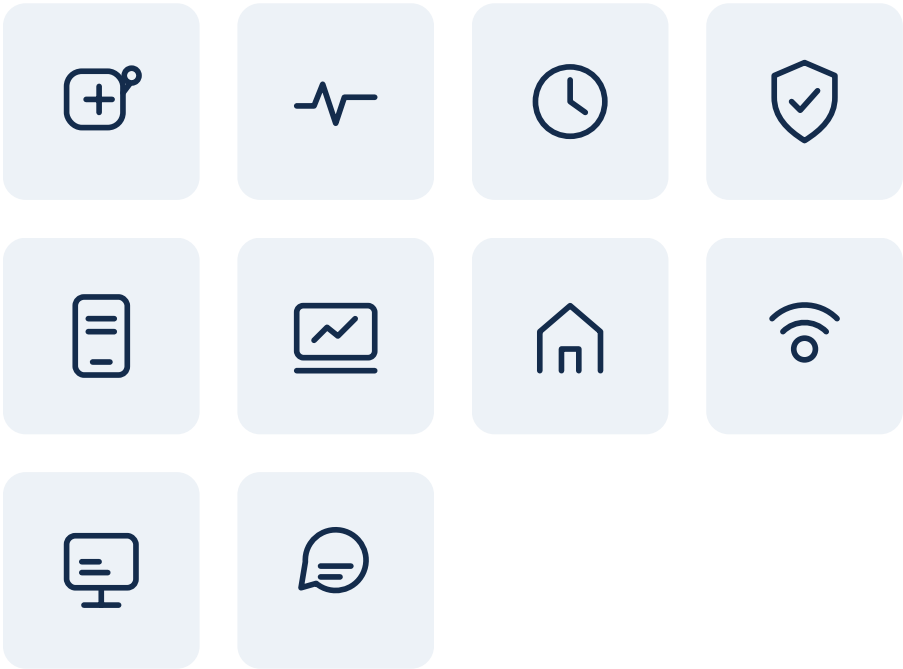
Video subtitle

Poppins · name 17 pt Black ·
role 10 pt Light

07.1

ICON FAMILY

Line icons follow the logo's stroke logic: rounded terminals, single weight, navy on light tint (or white on brand colour). One concept per icon; no filled or multi-colour icons.



Let's build connected care, the Canadian way.

Clinics, partners, and health programs — we'd like to hear from you.



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