

FrameMind

TokenOS

CLINICS & DOCTORS

Brand Identity Kit

Clinics · Logo · Icon · Variations · Guidelines

Powered by FrameMind AI Studio · v1.0 · November 2026

Logo variations



Primary lockup — with descriptor. Use on hero areas, covers, signage.



Primary reversed — on Primary navy only.



Horizontal (no descriptor)



Stacked



Icon only



Monogram (T tile)

Icons & app icons



Navy — default store icon



Accent clinic blue



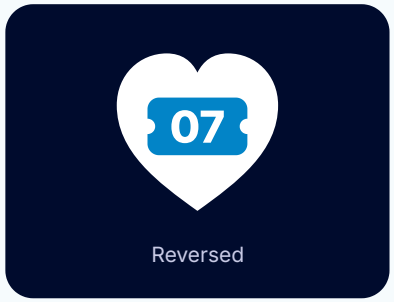
Surface tint



Colour



One-colour navy



Reversed



Outline (emboss / line art)



Favicon · 16–64 px

A token inside a heart: the queue number a patient holds, cared for. The number in the master is 07; do not swap in other numbers or text.

Clear space & minimum size



Clear space = x, one quarter of the icon's height, on every side. Nothing — text, edges, other logos — enters this zone.



120 px / 30 mm horizontal

80 px / 20 mm stacked

16 px icon / favicon

Below these sizes switch to the icon only. Descriptor lockups need at least 200 px / 50 mm width.

Don’t



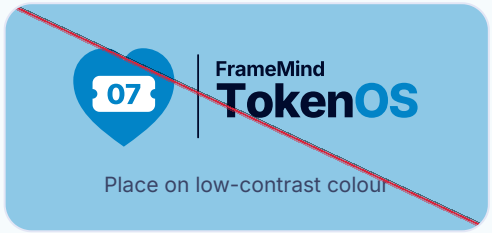
Stretch or squash



Recolour outside the palette



Rotate



Place on low-contrast colour

Colour & typography

Primary
#000B2D
RGB 0 11 45
Headlines, wordmark, dark surfaces
vs white 19.3:1 · vs navy 1.0:1

Accent
#0284C7
RGB 2 132 199
“OS”, icon, buttons, highlights
vs white 4.1:1 · vs navy 4.7:1

Secondary
#8DC8E6
RGB 141 200 230
Illustration, charts, patterns
vs white 1.8:1 · vs navy 10.6:1

Surface
#DEEFF8
RGB 222 239 248
Cards, chips, app-icon tile
vs white 1.2:1 · vs navy 16.4:1

Background
#F6FBFD
RGB 246 251 253
Page background
vs white 1.0:1 · vs navy 18.5:1

Contrast ratios are calculated (WCAG 2.1). Body text: Primary on Background/Surface/white. Accent (4.1:1 on white) passes AA for large text (18 px bold / 24 px) and for icons, but not for small text: keep small links and labels in Primary. On Accent buttons use Primary navy text (4.7:1). Secondary and Surface are decorative only — never for text. Primary navy is shared by every FrameMind OS app. Print values (CMYK / Pantone) to be matched and proofed with your printer.

Aa

Inter (alternate: Manrope)

Extra Bold 800 — Headlines
Bold 700 — Subheadings
Medium 500 — Body & labels
Regular 400 — Paragraphs

Inter is free (SIL OFL) and also available in Adobe Fonts. Headlines: tracking −2%. Descriptor caps: tracking +40%. “OS” is always set in Accent (white on dark).

Taglines, patterns & usage

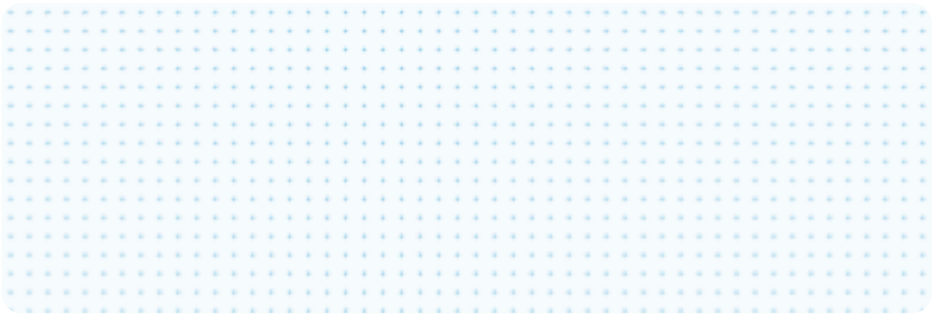
No more waiting rooms full of guesswork.

The **clinic** operating system for tokens, consultations & bills.

Book.
Wait less.
Consult.
Follow up.



Wave gradient — hero and cover backgrounds



Dot grid — section and slide backgrounds

TokenOS Home Queue Patients Prescriptions

FrameMind TokenOS

TokenOS