



HealthScores.ai
by zPaper

HealthScores.ai by zPaper

Brand and identity **guidelines**

Your health data. Your score. Your control.

Version 1.4

September 2026

Owner: Marketing

Internal use

Contents Ten sections and one appendix

01	Introduction	03	07	Brand graphics	36
02	About	09	08	Data visualization	40
03	Logo	14	09	Iconography	45
04	Typography	21	10	Collateral	48
05	Color	26	A	Appendix	54
06	Photography	31			

This book is the visual companion to the brand positioning and audience guide, version 1.4. Where the two disagree, the guide governs.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 01 Introduction

01

Introduction

Who this book is for and how we sound.

01.1 Welcome

01.2 What we believe

01.3 Tone of voice

01.4 AI usage guidelines

Section 01 01.1 Welcome

Welcome

This guide is the only brand reference for HealthScores.ai. It defines who we serve today, who we are only having conversations with, the language we use, the claims we are permitted to make, and the visual identity. Anything published to the website, a booth, an email, an app store listing, or a deck is checked against this document first. The zPaper brand guide is not a source for HealthScores.ai work.

Version

1.4

Date

September 2026

Owner

Marketing

Circulation

Internal use

What we **believe**

Your health data.

Your score.

Your control.

Ready when you need it most.

The thread underneath

Control.

Every pillar ends in the same place, which is that the member decides. That is the brand. The prevention story (recommended actions, notifications, a score that moves) and the sharing story carry equal weight. Copy that tells only one half is telling half the brand.

The three beats are the brand line and they do not change. The supporting line sits beneath the triad, in lighter weight, never larger. It is never merged into the triad as a fourth beat and never added to the logo lockup.

Section 01 01.3 Tone of voice

Tone of **voice**

Calm

Confidence without pressure. Warmth without sentimentality.

Never fear as a lever.

Capability language, not decline language. Ready, in control, prepared.

Never frail, declining, at risk, or elderly.

Respectful

The member is always the subject of the sentence.

The caregiver helps. The caregiver does not own.

Say recommended actions, not choices, in member facing copy.

Care Circle roles are Members, Caregivers, Medical professionals, Advocates, and Doctor.

Plain

Adults talking about the most personal information they have.

Write member facing copy at a plain seventh grade reading level.

Short sentences. One idea each.

Use app, not platform, in consumer facing copy. This includes the footer.

Exact

The words are fixed because the claims are.

No em dashes anywhere.

Sentence case everywhere, buttons and table headers included.

Prose over bullet lists in anything published.

Avoid always language, which implies an uptime guarantee we do not make.

Section 01 01.3 Tone of voice, continued

Tone of voice, **continued**

Plain**Adults talking about the most personal information they have.**

Use contractions. Member facing and market copy reads the way a person talks: it's, you're, we'll, don't, can't, that's. Full forms sound like a hospital form. Keep the full form in three places only: when 'not' is the point of the sentence and carries a rule or a safety line (This is not medical advice. We do not hold a copy. The sleeve does not call for help.), in legal and privacy documents, and where the contraction would be awkward or unclear (it'd, who're, there've).

Section 01 01.4 AI usage guidelines

AI usage **guidelines**

Drafting with an AI tool is allowed. Publishing what it produces without a pass against this guide is not.

01 No em dashes. Use a comma, a period, or a colon.

03 No rule of three stacking. Three short phrases in a row reads as generated.

05 No inflated significance, and none of the words that travel with it: seamless, robust, leverage, unlock, empower.

07 Sentence case in every draft, headlines and buttons included.

09 Every claim traces to a line in this guide. A model filling a gap has invented a claim.

11 A named person reads the draft out loud before it publishes.

02 No this, not that constructions, and no sentences that build tension so the next one can resolve it.

04 No metadiscourse. Make the point instead of explaining why the point matters.

06 No emoji and no exclamation points.

08 Prose over bullet lists in anything published. A feature checklist reads like software.

10 Run the draft against say this, not that in the appendix before it goes anywhere.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 02 About

02

About

What HealthScores.ai
is, and what it is not.

02.1 Positioning statement

02.2 The problem we solve

02.3 What we are and what we are not

02.4 The three QR codes

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 02 02.1 Positioning statement

Positioning **statement**

HealthScores.ai by zPaper is a connected health app currently helping Medicare recipients, their caregivers, and the advocates who support them. It pulls your health records from all your provider portals into one Health Profile, along with data from your wearables. The profile lives in your own account, under your control.

Pending

This is the wording approved for the Healthcare Advocate Summit page. Confirm that currently helping and the advocate clause are the standing version before it goes into boilerplate and directory listings.

Why us and not the portal

The portal answers to the health system. The score answers to the member.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 02 02.2 The problem we solve

The problem we **solve**

A person on Medicare typically sees four or five providers across two or three health systems, each with its own portal, its own login, and its own partial view of the record. Nobody holds the whole picture, least of all the person living inside it. When something goes wrong, the family scrambles for a medication list, an allergy, a cardiologist's name, or a directive that was signed years ago and filed somewhere nobody can find. That gap costs money, time, and sometimes the chance to make a decision the way the person actually wanted it made.

HealthScores.ai closes that gap before the crisis, not during it.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 02 02.3 What we are and what we are not

What we are and **what we are not**

What we are

- A web app that is the member's home base.
- A mobile app on the Apple App Store and Google Play, the only place a member connects their wearables.
- A member owned health record that aggregates across health systems, not a view into a single one.
- A Health Profile the member owns, stored in the member's own personal cloud storage account.
- A HealthScore from 0 to 1000, with the HealthScores sitting beneath it.
- A Care Circle, meaning the specific people a member chooses to let in.
- Three QR codes with three jobs.
- A wearable accessory, currently the sleeve, made in partnership with MyID.
- Alerts the member configures, delivered to the member and the Care Circle members they allow.

What we are not

Not medical advice.

The HealthScore is a snapshot, not a diagnosis, a prognosis, or a care plan.

Not a live EHR integration at the point of scan.

The FHIR QR code makes a file available in a format an EHR or ePCR system can accept. Staff still do the importing.

Not a medical alert device and not a monitoring service.

The sleeve carries a QR code. It does not detect a fall, call for help, or notify anyone.

Not affiliated with Medicare or CMS.

HealthScores.ai is listed in the CMS Medicare App Library, and a listing is not an endorsement.

Not a guarantee of outcomes.

We help prevent avoidable ER visits. We do not promise fewer ER visits, better health, or lower cost for any individual.

Not an emergency service.

In an emergency, people call 911.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 02 02.4 The three QR codes

The three QR codes

	SMART Health Link QR code	FHIR QR code	Sleeve QR code
What it carries	The dataDocument: a shareable document the member generates from their Health Profile, containing only what they chose to include.	The same information structured as a FHIR file, in a format an EHR or ePCR system is built to accept.	The Emergency Profile: a separate emergency view with identity and contact details, allergies and alerts, primary emergency contact, care team and contacts, and their HealthScores.
Who it is for	People. A spouse, an adult child, a new specialist's front desk, a professional in the Care Circle.	Clinical and intake staff who need the information inside their own system rather than on a screen.	EMS responders and anyone helping the member when they cannot speak for themselves.
Where it lives	On the dataDocument, opened from the Clipboard in the app.	On the same dataDocument, as the second code.	On the Med Info side of the sleeve, on the member's wrist.

Rules that follow

Never say the QR code without saying which one, except on the sleeve page and EMS materials where only the sleeve code is in play. Never say a scan puts anything into a system. A scan makes information available. People put it into systems.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 03 Logo

03

Logo

The mark, the lockups, and the rules that protect them.

03.1 Lockups

03.2 Monogram

03.3 App icon

03.4 Clear space

03.5 Misuse

03.6 QR code placement rule

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 03 03.1 Lockups

Lockups



Horizontal lockup, positive. Site and email headers.



Horizontal lockup, negative. Navy headers and footers.



Vertical lockup, positive. Light backgrounds, print, decks.



Vertical lockup, negative. Navy or dark backgrounds.

Vertical lockup

Mark above the wordmark, with by zPaper beneath it. Print, decks, documents.

Vertical lockup, negative

The same lockup in white. Navy or photographic dark backgrounds.

Horizontal lockup, positive and negative

Site header, email header, footer. The site uses the HealthScores.ai by zPaper horizontal lockup on light backgrounds.

Monogram, positive and negative

The mark alone. Social avatars, favicons, and the center of QR codes.

Every lockup carries by zPaper beneath the wordmark. Only the monogram stands alone. The brand line lives beneath the lockup as separate text and is never added to the lockup itself.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

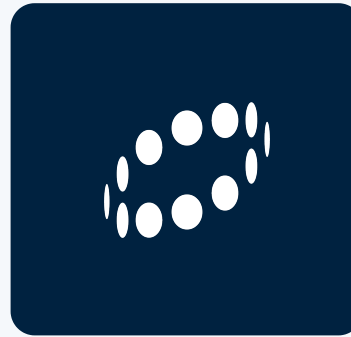
A Appendix

Section 03 03.2 Monogram

Monogram



Positive. White or light neutral backgrounds.



Negative. Navy backgrounds.

The mark is a loop of dots that darkens from teal through periwinkle and mid blue to navy.

- Do not recolor the dots.
- Do not reverse the gradient.
- Render the mark in a single color only as white for negative or navy for positive.
- Use it alone for social avatars, favicons, and the center of QR codes.
- Minimum size 24px.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

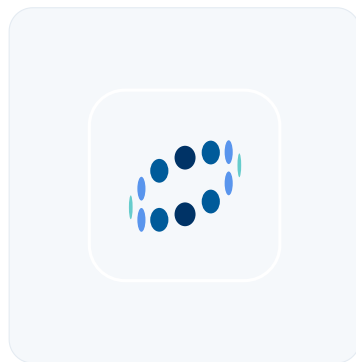
09 Iconography

10 Collateral

A Appendix

Section 03 03.3 App icon

App icon



Positive. Light app tiles.



Negative. Dark app tiles.

A rounded square with the mark, used for app store listings and app tiles only.

- Never use the app icon where a lockup belongs.
- Never stretch, rotate, outline, or add effects to the mark.
- Link to both stores wherever the mobile app is named.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 03 03.4 Clear space

Clear **space**



 The measure is the height of one large dot in the mark.

Clear space around any lockup equals the height of one large dot in the mark.

- Nothing sits inside the clear space. Not type, not rules, not another mark.
- Minimum width for the horizontal lockup is 140px.
- Minimum size for the monogram is 24px.
- Never place the mark over photography without a solid panel.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 03 03.5 Misuse

Misuse



Do not stretch.



Do not rotate.



Do not add effects or shadows.



Do not recolor the dots.



Do not place the mark on teal or periwinkle.



Do not add the brand line to the lockup.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

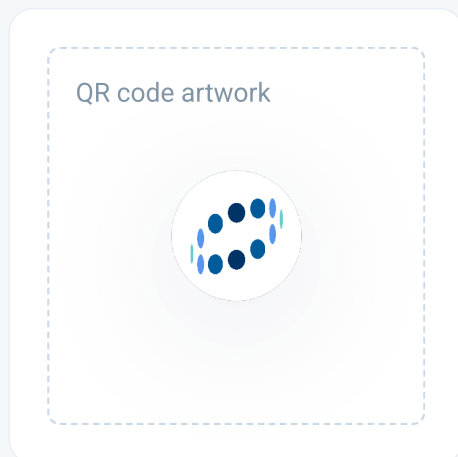
09 Iconography

10 Collateral

A Appendix

Section 03 03.6 QR code placement rule

QR code **placement rule**



The monogram sits in the center, on white, at the size the code can carry.

The center of a QR code is what the mark was designed for. It is the only place a code carries the brand.

- Every HealthScores.ai QR code that shares patient information opens a qr.md link.
- Name the code in the caption: SMART Health Link QR code, FHIR QR code, or sleeve QR code. See 02.4.
- Use the positive monogram on white codes and the negative monogram on navy codes.
- Keep the mark small enough that the code still scans. Test every placement before it ships.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 04 Typography

04

Typography

One typeface, two
weights doing the work.

04.1 Roboto

04.2 The 300 plus 800 signature

04.3 Web scale

04.4 Print and deck scale

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 04 04.1 Roboto

Roboto

Roboto

Roboto

One typeface across web, print, and decks.

Light 300	Headline openers, long lead paragraphs.
Regular 400	Body copy, captions, table cells.
Semibold 600	H4 headings, eyebrows, interface labels.
Bold 700	H2 and H3 headings, buttons, table headers.
Extra bold 800	Signature headline payoffs and big stats only.

Scales

Web sizes come from the design system. Print and deck sizes translate the web scale into points, so the three read as one system. See 04.3 and 04.4.

Contents

01 Introduction

02 About

03 Logo

04 **Typography**

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 04 04.2 The 300 plus 800 signature

The 300 plus 800 **signature**

The mixed light 300 plus extrabold 800 headline is reserved for page H1s, deck title slides, and document covers. Every other headline level is bold 700, sentence case, navy.

Your health information, in
one place. **In your hands.**

Home page H1. Three words carry the 800.

When the call comes, the
information is **already there.**

Caregiver H1. Two words carry the 800.

Not this

**When the call comes, the information is
already there.**

The 800 never runs the whole line, and never past four words.

H1 Ready when **you need it**

H2 **Ready when you need it**

H3 **Ready when you need it**

H4 **Ready when you need it**

- The mix is for H1s, title slides, and covers. Nowhere else.
- H2 and H3 are bold 700. H4 is semibold 600.
- Two weights in a headline. Never three.
- Headlines set at minus 0.025em tracking and 1.05 line height.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 04 04.3 Web scale

Web scale

Style	Web	Tablet	Mobile	Weight	Use
H1	64	50	42	300 + 800	Page titles, title slides, covers.
H2	46	38	34	700	Section headings.
H3	24	22	20	700	Subsection headings.
H4	20	19	18	600	Smallest heading level.
Stat	76	60	48	800	Big numbers, set in teal.
Body	18	17	16	400	Paragraph copy, 1.55 line height.
Nav and buttons	14.5	Same	Same	700	Large buttons 16.
Caption	12	Same	Same	400	Captions and footnotes, 11 to 14 range.
Eyebrow	13	Same	Same	600	Sentence case, 0.1em tracking.

Sizes in px. Headlines set at -0.025em tracking and 1.05 line height.

Contents

01 Introduction

02 About

03 Logo

04 **Typography**

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 04 04.4 Print and deck scale

Print and deck **scale**

One typeface, a small fixed set of sizes, a clear jump between levels, and light weights only at large sizes.

Print

Letter size paper at reading distance.

Style	Size	Weight
Cover title (signature)	40pt	300 with 800 phrase
H1	28pt	700
H2	20pt	700
H3	14pt	700
H4	12pt	600
Body	11pt, line height 1.5	400
Caption	8.5pt	400, mist
Eyebrow	8.5pt, sentence case, 0.1em tracking	600, mid blue

Decks

A 16:9 slide viewed from the back of a room.

Style	Size	Weight
Title slide (signature)	44pt	300 with 800 phrase
Slide title	32pt	700
Section subhead	24pt	700
Body	20pt, line height 1.4	400
Stat	60pt	800, teal
Caption and source	12pt	400, mist
Eyebrow	12pt, sentence case	600

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 05 Color

05

Color

Navy anchors it. Everything else is measured.

05.1 The twelve tokens

05.2 Tints

05.3 Gradients

05.4 Shadow rule

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 05 05.1 The twelve tokens

The twelve **tokens**



Navy

#003366

Headlines and primary buttons.



Navy deep

#002240

Dark sections and the footer.



Mid blue

#005B9A

Subheads, links, supporting UI.



Periwinkle

#5995ED

Mark highlights, charts, small UI.



Teal

#66CCCC

Stats, gauges, rules. Never body text.



Gold

#E4B017

One highlight per layout. Never a background.



Ink

#15212E

Default text.



Body

#4A5A6B

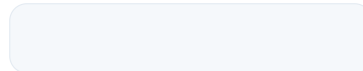
Paragraphs in running copy.



Mist

#8295A6

Labels, captions, page numbers.



Cloud

#F5F8FB

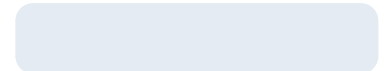
Light section backgrounds.



Cloud 2

#EEF3F8

Gauge tracks and chips.



Line

#E4EBF2

Borders and dividers.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

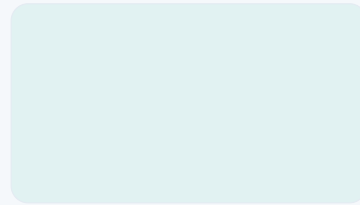
09 Iconography

10 Collateral

A Appendix

Section 05 05.2 Tints

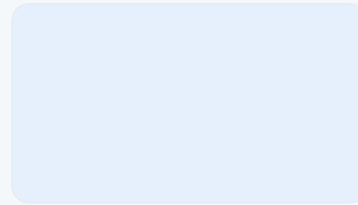
Tints



Teal tint

#E1F2F2

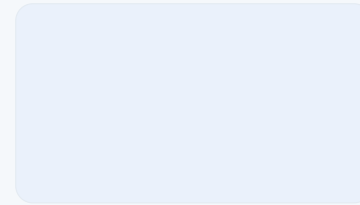
Icon tiles and the check tick.



Blue tint

#E6EFCF

Icon tiles on blue sections.



Periwinkle tint

#EAF1FB

Chips and quiet surfaces.



Gold tint

rgba(228,176,23,0.15)

The single reserved highlight.

- Tints fill icon tiles, ticks, and chips.
- Gold stays reserved. One highlight per layout at most.
- Never set body text in teal or in a tint.
- Keep a page to one or two background colors.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

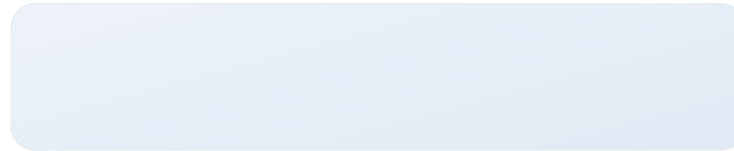
09 Iconography

10 Collateral

A Appendix

Section 05 05.3 Gradients

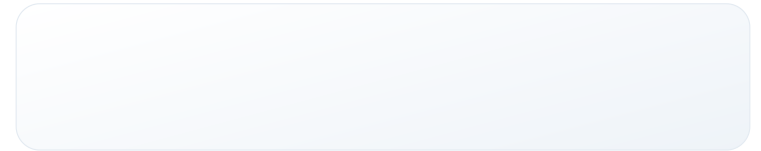
Gradients



Screenshot backdrop

`linear-gradient(165deg,#eef3f9,#e0e9f4)`

The approved default, behind product screenshots.



Quiet band

`linear-gradient(165deg,#ffffff,#eef3f8)`

Light page bands that need separation from white.



Navy moment

`linear-gradient(165deg,#003366,#002240)`

The one dark section per page flow, and the footer.



Deep blue

`linear-gradient(165deg,#005b9a,#003366)`

Dark cards and stat bands.

Rules

All four run at 165 degrees and stay inside the palette. Gradients are surfaces, never type and never a mark background. One gradient per layout.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

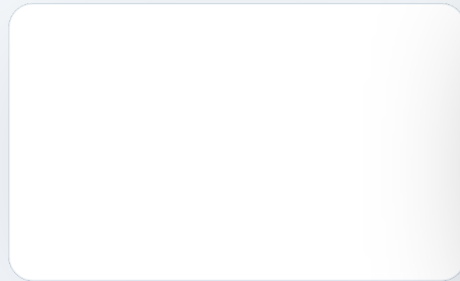
09 Iconography

10 Collateral

A Appendix

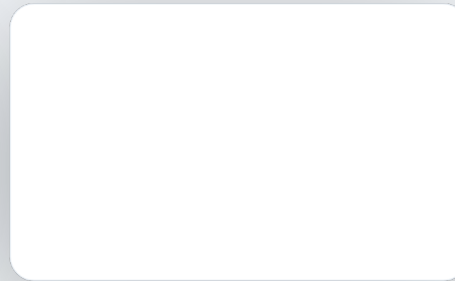
Section 05 05.4 Shadow rule

Shadow rule



Use

0 24px 60px rgba(0,34,64,0.10)



Do not use

Black shadows read as dirt on a blue page.

Shadows are navy tinted, always, and they carry cards rather than decorate them.

- Cards: white, 1px line border, 22px radius, 28 to 32px padding.
- Corners: buttons pill, cards 22px, icon tiles 16px.
- Hovers lift 2px and shift color. Nothing bounces.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 06 Photography

06

Photography

People who are living their
lives, not patients waiting.

06.1 Real people

06.2 Warm light

06.3 Capable adults

06.4 The circular crop with a palette ring

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 06 06.1 Real people

Real people



At home
or [browse files](#)

At home, doing something ordinary.



In an ordinary care setting
or [browse files](#)

An ordinary care setting, not a set.



With the people they chose
or [browse files](#)

With the people they chose to let in.

- Real people, at home or in ordinary care settings.
- No stock clinical imagery and no stethoscope on chart clichés.
- No fear cues. The moment is competence, not crisis.
- Product screenshots sit in a device frame or as a clean crop.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 06 06.2 Warm light

Warm light



Warm daylight, a kitchen or a porch
or [browse files](#)

Daylight from a window. Soft shadows.



A second warm frame
or [browse files](#)

Warm neutrals. Nothing blue washed.

Warm, human, natural light. The room looks like somewhere a person lives.

- Natural light first. Overhead fluorescence reads clinical.
- Keep skin tones warm and true.
- Screenshots sit on the approved backdrop, not on a photograph.
- Never place a mark over photography without a solid panel.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 06 06.3 Capable adults

Capable **adults**



The member in charge of the moment
or [browse files](#)

Use

The member holds the phone, hands over the code, makes the call.



Side by side, not over the shoulder
or [browse files](#)

Use

The caregiver is beside them, helping. Never in charge of them.

Hospital beds, walkers
framed as decline,
worried faces, hands on
shoulders

Do not use

Frailty cues contradict the brand and the audience does not use those words about themselves.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

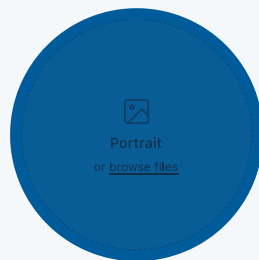
A Appendix

Section 06 06.4 The circular crop with a palette ring

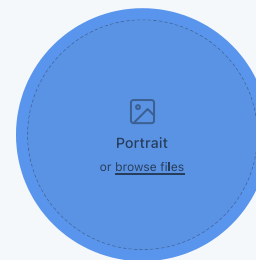
The circular crop with a **palette ring**



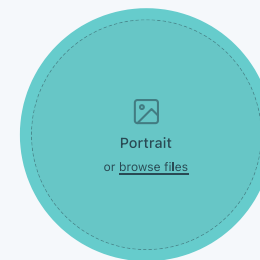
Navy



Mid blue



Periwinkle



Teal

- One ring color per portrait, taken from the palette.
- Ring width is roughly one twentieth of the portrait diameter.
- Used in the Care Circle illustration and the LinkedIn banner.
- Crop to the face and shoulders. Never crop the chin.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 07 Brand graphics

07

Brand graphics

The circles, the hero art,
and the loop of dots.

07.1 The circles illustration

07.2 The hero background art

07.3 The dot loop

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 07 07.1 The circles illustration

The circles **illustration**



Light. Page heroes and section bands on white or cloud.



Dark. The one navy moment, covers, and social frames.

- Crop it. The artwork is a field, not a picture with edges.
- Do not recolor the circles or add a second gradient over them.

- Keep type off the busiest circles or set it on a solid panel.
- One circles field per layout.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 07 07.2 The hero background art

The hero **background art**



Option one. Contour art

1920 by 1080 master. Blog headers, dark hero bands, event pages.



Option two. Circle frames

The circles field cropped dark. Covers, social frames, section bands.

Two dark backgrounds carry the brand. Both bake their navy gradient into the artwork, so nothing is layered over them.

- Pick one per layout. The two are never combined.
- White type only, at headline weight.
- Do not add a scrim, a blur, or a second gradient.
- Scale and crop from the master. Never stretch it. Keep type in the open area.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 07 07.3 The dot loop

The dot loop



Teal, periwinkle, mid blue, navy. The dots grow as they darken.

The loop is the brand's only illustrative device. It reads as a circle of people and as data in motion.

- Use the loop whole. Single dots are punctuation, not a logo.
- Keep the color order. Lightest is smallest, darkest is largest.
- Never animate the dots into a spinner or a loading state.
- The mark belongs at the center of a QR code. See 03.6.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 08 Data visualization

08

Data visualization

How the score is drawn
and what it is called.

08.1 The score dial

08.2 Baseline and actionable bands

08.3 The five pillars

08.4 HealthScore versus HealthScores

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 08 08.1 The score dial

The score dial



Teal fill on a cloud 2 track. The fill animates once, on entry.

One dial, one number, 0 to 1000. It is the first thing a member sees and the thing a family talks about.

- The dial shows the HealthScore, the total. Never a pillar or a band.
- Teal fill, cloud 2 track, navy numerals.
- Label the number HealthScore on first use, then score in lowercase.
- No letter grade in marketing. That language needs review before use.
- The score is a snapshot, never a diagnosis or a care plan.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 08 08.2 Baseline and actionable bands

Baseline and **actionable bands**



Baseline band

What a person cannot change.

Actionable band

What moves when the member acts. Five pillars at 150 points each.

- Bands are lowercase in copy: baseline band, actionable band.
- Mid blue for baseline, teal for actionable. Never gold.
- Draw them to scale. 250 and 750 are a quarter and three quarters.
- Four inputs move the score: portal records, manual entries, uploads, and wearable signals. Completing a recommended action moves it too.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 08 08.3 The five pillars

The five pillars



- Pillar names are lowercase in running copy.
- One teal fill on a cloud 2 track. No color coding by pillar.
- Every pillar is out of 150. Show the denominator.
- Numbers shown here are an example, not a member's score.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 08 08.4 HealthScore versus HealthScores

HealthScore versus **HealthScores**

HealthScore

The total number, 0 to 1000.

One word, capitalized, no space. Health Score with a space is retired. In body copy use score in lowercase after the first reference.

- Your HealthScore for the number.
- HealthScores.ai for the brand.

HealthScores

Only the split out scores beneath the total.

The baseline band, the actionable band, and the five actionable health pillars. Never a plural for the total and never shorthand for the brand.

- HealthScores only for the breakdown, as on the Scores block of the Emergency Profile.
- Check every use on a page against this rule before it ships.

Contents

- 01 Introduction
- 02 About
- 03 Logo
- 04 Typography
- 05 Color
- 06 Photography
- 07 Brand graphics
- 08 Data visualization
- 09 Iconography**
- 10 Collateral
- A Appendix

Section 09 Iconography

09

Iconography

Thin strokes in a tinted tile.

09.1 The tile system

09.2 Stroke weight

Contents

- 01 Introduction
- 02 About
- 03 Logo
- 04 Typography
- 05 Color
- 06 Photography
- 07 Brand graphics
- 08 Data visualization
- 09 Iconography**
- 10 Collateral
- A Appendix

Section 09 09.1 The tile system

The tile **system**



A thin stroke glyph sits on a tinted square. The tile carries the color, the glyph stays quiet.

- Glyphs are mid blue or navy. The tint carries the accent.
- One tint per section. Do not mix all four on a page.
- Ticks are a 24px circle on teal tint with a mid blue check.
- No icon font, no emoji, no unicode standing in for an icon.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 09 09.2 Stroke weight

Stroke **weight**



1.0px

Too light. Disappears at tile scale.



1.3px

The standard, measured at 58px tile scale.



2.0px

Too heavy. Reads as a UI control, not a brand mark.

- Stroke is 1.3px optical at 58px tile scale, which is about 1.5 at 24px art size.
- Keep the whole set on one stroke weight and one corner treatment.
- Round caps and round joins, every glyph.
- No proprietary icon set exists yet. Drop the approved files into the tiles when they land.

Contents

- 01 Introduction
- 02 About
- 03 Logo
- 04 Typography
- 05 Color
- 06 Photography
- 07 Brand graphics
- 08 Data visualization
- 09 Iconography
- 10 Collateral**
- A Appendix

Section 10 Collateral

10

Collateral

The system applied across the places people meet us.

- 10.1** Site
 - 10.2** Event page
 - 10.3** Sleeve
 - 10.4** Email header
 - 10.5** LinkedIn banner
-

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

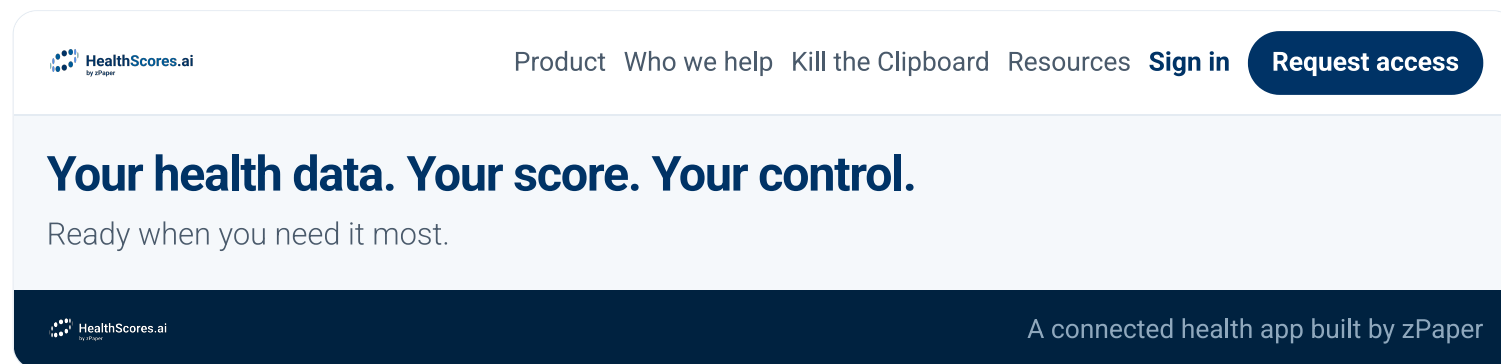
09 Iconography

10 Collateral

A Appendix

Section 10 10.1 Site

Site



Lockup, then the triad, then the supporting line in lighter weight. Three levels, nothing else competing.

- Product CTA label is Request access. The live header still reads Enroll Now, which is retired.
- App, not platform. The live footer still reads a connected health platform.
- Sentence case in navigation, buttons, and headings. Who We Help in the footer is title case and needs fixing.
- Name the code: SMART Health Link QR code, FHIR QR code, or sleeve QR code.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Section 10 10.2 Event page

Event page



Product Who we help Resources

Request access

EMS World Expo 2026, booth 001

**What your patient can't tell you, their
scannable health profile can.**

Medications, allergies, emergency contacts, and more,
with a simple scan.

September 30 to October 2, 2026, Orange County Convention
Center West, Orlando

Schedule time with us

Find booth 001 on the map

Eyebrow names the event and the booth. Headline speaks to one audience. Both actions are conversation actions.

- Professional, foundation, EMS, and employer audiences see a conversation action.
- Never mix a product action and a conversation action in one page module.
- Responder copy always adds that the record holds only what the patient chose to share.
- SMART Health Link, always capitalized. Both event pages currently say Smart Health Link.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

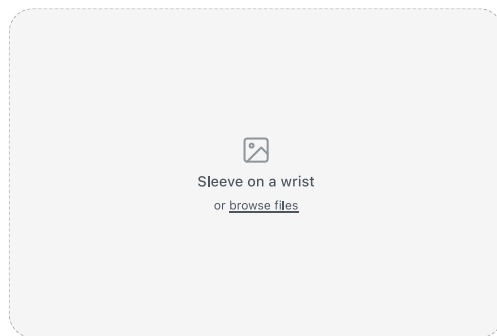
09 Iconography

10 Collateral

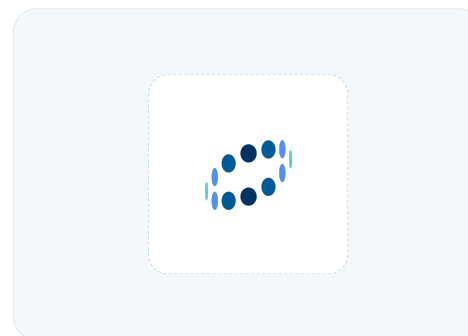
A Appendix

Section 10 10.3 Sleeve

Sleeve



On the wrist, in daylight, on a real arm.



The Med Info side carries the QR code, with the mark at the center.

The QR code on your wrist opens your Emergency Profile, so the people helping you can see what you chose to share.

- Lowercase in body copy. The sleeve, made in partnership with MyID, on first reference.
- It opens the Emergency Profile. Never the dataDocument and never the full Health Profile.
- Not a medical alert device. It does not detect a fall or call for help.
- \$20 one time, in partnership with MyID.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

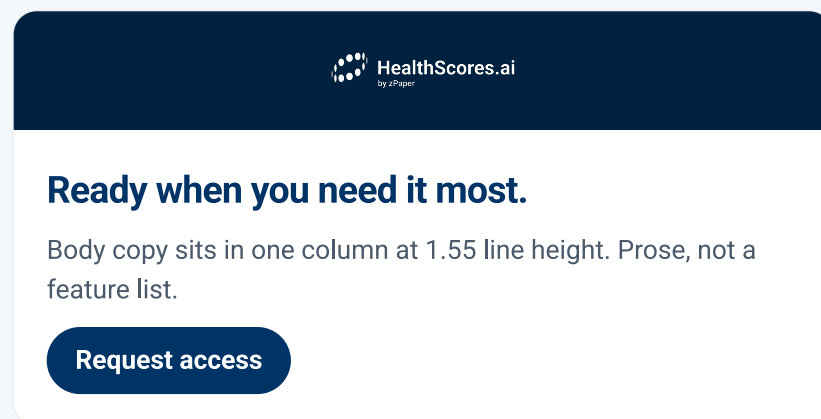
09 Iconography

10 Collateral

A Appendix

Section 10 10.4 Email header

Email header



Navy band, negative lockup centered, white body beneath.

- Subject lines are sentence case. Ready when you need it most.
- Also approved: When the call comes, will the information be there?
- One call to action per email, matched to the audience.
- Readiness outperforms anything about aggregation in a subject line.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

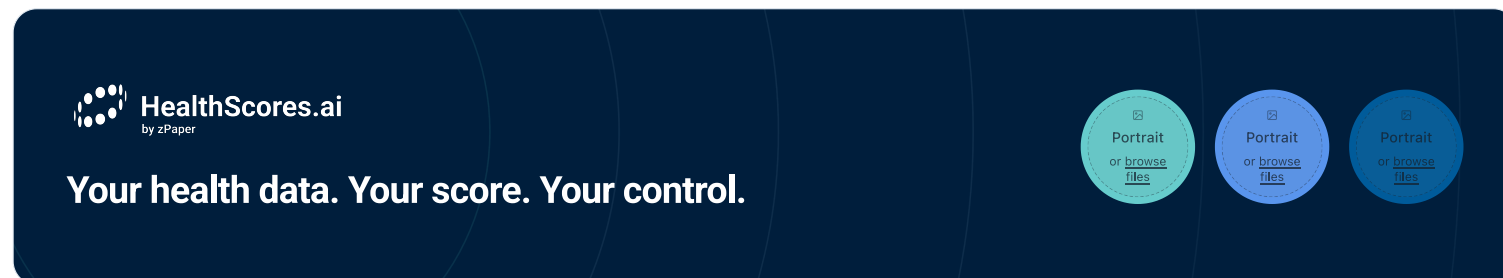
09 Iconography

10 Collateral

A Appendix

Section 10 10.5 LinkedIn banner

LinkedIn banner



1584 by 396. Negative lockup left, circular portraits with palette rings right.

- Keep the safe area clear. The profile photo covers the lower left on desktop.
- One ring color per portrait, from the palette.
- White type only, at headline weight.
- The brand line sits beneath the lockup. It is never added to the lockup itself.

Contents

- 01 Introduction
- 02 About
- 03 Logo
- 04 Typography
- 05 Color
- 06 Photography
- 07 Brand graphics
- 08 Data visualization
- 09 Iconography
- 10 Collateral

A Appendix

Appendix Reference material

A

Appendix

The language tables,
kept together for lookup.

A.1 Audiences and CTAs

A.2 Messaging pillars

A.3 Ready to use copy

A.4 Glossary

A.5 Say this, not that

Contents

- 01 Introduction
- 02 About
- 03 Logo
- 04 Typography
- 05 Color
- 06 Photography
- 07 Brand graphics
- 08 Data visualization
- 09 Iconography
- 10 Collateral

A Appendix

Appendix A.1 Audiences and CTAs

Audiences and CTAs

Audience	Action type	Call to action
Medicare member	Product	Request access
Caregiver of a Medicare member	Product	Request access
Professional advocates and care managers	Conversation	Request a call about how we can help the families you support
Foundations and patient assistance programs	Conversation	Request a call to explore access for your members
EMS agencies	Conversation	Schedule time with us
Long term care and memory care facilities	Conversation	Request a call to explore access for your residents
Employers and benefits leaders	Conversation	Talk with our team. Become a design partner

Never mix a product action and a conversation action on the same page module.

Contents

- 01 Introduction
- 02 About
- 03 Logo
- 04 Typography
- 05 Color
- 06 Photography
- 07 Brand graphics
- 08 Data visualization
- 09 Iconography
- 10 Collateral

A Appendix

Appendix A.2 Messaging pillars

Messaging **pillars**

Pillar one

One place instead of five.

Aggregation across health systems, plus the mobile app connecting the wearables a member already uses.

Strongest with caregivers.

Pillar two

A number the whole family can understand.

HealthScore with baseline and actionable bands, fed by records, manual entries, uploads, completed tasks, and wearable signals.

Strongest with members.
This is where overclaiming is most tempting.

Pillar three

Ready before anyone needs it.

SMART Health Link, the FHIR QR code, Care Circle, and the sleeve.

Strongest with both primary personas, and the emotional center of the brand.

The thread

Control. Every pillar ends in the same place, which is that the member decides. The prevention story and the sharing story carry equal weight. Copy that tells only one half is telling half the brand.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Appendix A.3 Ready to use copy

Ready to use **copy**

Boilerplate

HealthScores.ai is a connected health app that brings a person's medical records, health system portal data, and wearable readings into one place, translates them into an easy to understand HealthScore, and lets the member decide exactly who can see what. Currently helping people on Medicare and the families who help them, HealthScores.ai makes the right information available at the moment care happens. HealthScores.ai is a product of zPaper.

Home page headline

All of your health, in one place. In your hands.

Member headline

You have spent a lifetime building this health history. Now you can hold it.

Pledge line

zPaper, the team behind HealthScores.ai, is a listed pledgee of the CMS Kill the Clipboard initiative.

Caregiver headline

When the call comes, the information is already there.

Privacy line

Your Health Profile is stored in your own personal cloud storage account, not on a health system's server and not in a portal that belongs to someone else. Nothing leaves it until you decide who gets it.

Contents

- 01 Introduction
- 02 About
- 03 Logo
- 04 Typography
- 05 Color
- 06 Photography
- 07 Brand graphics
- 08 Data visualization
- 09 Iconography
- 10 Collateral

A Appendix

Appendix A.4 Glossary

Glossary

HealthScores.ai	The brand and the app. Never Healthscores, never HealthScores.AI.	HealthScore	The total number, 0 to 1000. One word, no space.
HealthScores	Only the split out scores beneath the total.	Health Profile	Always capitalized. What the member holds. Wallet is retired.
Care Circle	The people a member lets in. Members, Caregivers, Medical professionals, Advocates, Doctor.	SMART Health Link	SMART is always all caps. It is the HL7 standard name.
FHIR	Always all caps. FHIR file in member copy, FHIR bundle for clinical audiences.	qr.md	Always lowercase, always with the dot. Quick and Ready Medical Documents.
dataDocuments	dataDocuments with the registered mark on first external reference.	Emergency Profile	The separate emergency view the sleeve QR code opens.
the Clipboard	Where a member opens their dataDocument for in person sharing.	the sleeve	Lowercase in body copy. Made in partnership with MyID.

Contents

- 01 Introduction
- 02 About
- 03 Logo
- 04 Typography
- 05 Color
- 06 Photography
- 07 Brand graphics
- 08 Data visualization
- 09 Iconography
- 10 Collateral

A Appendix

Appendix A.5 Say this, not that

Say this, **not that**

Instead of	Say	Why
Connects to your doctor's EHR	Makes your health record available for staff to import	There is no live integration at the point of scan. This is the most consequential accuracy rule we have.
Ensures providers have your records	Makes your records available to providers	We control availability. We do not control what anyone does with it.
Prevents ER visits	Helps prevent avoidable ER visits	Approved ceiling. Outcome guarantees invite clinical liability.
Improve your health	See what is in your control and track it over time	We do not deliver health outcomes and cannot claim to.
Your score tells you what to do	Your score shows where you stand and what to do next	Recommended actions are what the app surfaces. "Tells you what to do" reads as clinical direction.
Scan the QR code and your records go into the system	Scan the QR code and your records are ready for staff to bring into their system	No code performs an import. Staff do.

Contents

01 Introduction

02 About

03 Logo

04 Typography

05 Color

06 Photography

07 Brand graphics

08 Data visualization

09 Iconography

10 Collateral

A Appendix

Appendix A.5 Say this, not that, continued

Say this, **not that**, continued

Instead of	Say	Why
The QR code, with no qualifier	SMART Health Link QR code, FHIR QR code, or sleeve QR code	Three codes, three jobs. Conflating them creates a capability claim we cannot support.
Smart Health Link	SMART Health Link	HL7 standard name. SMART is always capitalized.
Your data is stored securely in the cloud	Your Health Profile is stored in your own account, under your control	The differentiator is custody, not location. We do not hold a copy.
Your Health Profile lives in a file on your own phone or computer	Your Health Profile lives in your own Google Drive	Not accurate. The file sits in the member's own cloud account, not local to their device.
Medicare approved, works with Medicare, a Medicare app	Listed in the CMS Medicare App Library on Medicare.gov	A listing is not an endorsement.
Only for people on Medicare, built for people on Medicare	Currently helping people on Medicare	We intend to open to a broader audience. Exclusive framing dates every asset that carries it.

Contents

- 01 Introduction
- 02 About
- 03 Logo
- 04 Typography
- 05 Color
- 06 Photography
- 07 Brand graphics
- 08 Data visualization
- 09 Iconography
- 10 Collateral

A Appendix

Appendix A.5 Say this, not that, continued

Say this, **not that**, continued

Instead of	Say	Why
Elderly, seniors, aging population	People on Medicare, older adults	The audience does not use these words about themselves.
Manage your parent's health	Help your parent manage their health	Consent and dignity. The member owns the account.
A clear plan for your health	A clear picture of your health	Plan implies clinical direction.
The sleeve pulls up your full health profile, your complete medical record, your SMART Health Link	The sleeve carries your QR code, which opens your Emergency Profile	The sleeve opens a separate emergency view. It does not open the dataDocument or the full Health Profile.
Your HealthScores (meaning the total number), HealthScores as shorthand for the brand	Your HealthScore for the number; HealthScores only for the breakdown; HealthScores.ai for the brand	HealthScores means the split out scores and nothing else.
Real time data from your wearables	Health app data from your wearable as it updates	Wearable apps sync on their own schedule. Real time is a claim we would have to defend.

Contents

- 01 Introduction
- 02 About
- 03 Logo
- 04 Typography
- 05 Color
- 06 Photography
- 07 Brand graphics
- 08 Data visualization
- 09 Iconography
- 10 Collateral

A Appendix

Appendix A.5 Say this, not that, continued

Say this, **not that**, continued

Instead of	Say	Why
Integrates with EMS, pushes data to the ambulance	With a participating ePCR platform, a link to the shared profile becomes available in the crew's record	Geotargeted access is tied to location, sharing settings, and the agency's integration.
The crew gets everything they need	Context for your assessment, not a substitute for it	Responder copy never implies the record replaces clinical judgment.
Certified, compliant, HIPAA compliant app	Use only the trust mark wording in section 1	These are legal determinations, not marketing claims.
Enroll Now, Join the waitlist	Request access	Standard CTA label.
Health wallet, document wallet	Health Profile	Wallet is retired.
You do not need to remember your medication list. We will make it available.	You don't need to remember your medication list. We'll make it available.	Contractions are the voice. Full forms sound like a form letter.