

A close-up photograph of a doctor's hand in a white lab coat holding a patient's hand. The doctor's hand is positioned over the patient's hand, conveying a sense of care and support. The background is a soft, out-of-focus white.

DOCTORPEDIA™

Brand Book

The goal of Doctorpedia™ is to empower everyone to make better decisions about our health by delivering comprehensive and credible online health information.

We created a platform for everyone to learn directly from doctors, and to provide the most reliable health management resources and tools.

It's what online health information should be.

A young woman with long, wavy blonde hair is smiling warmly at the camera. She is hugging a man from behind. The man is wearing a white t-shirt and is holding a baby wrapped in a white blanket. The scene is set outdoors at sunset, with the sun low on the horizon, creating a warm, golden glow and lens flare effects. The woman is wearing a blue denim top. The man is wearing a white t-shirt and a watch on his left wrist.

“The good life is one inspired by love and guided by knowledge”.



We stand for
facts.

We believe in evidence-based treatments.

We won't provide information we can't back up.

We won't do anything we wouldn't do to our own family and friends.



We believe in
transparency.

We know trust is to be earned; not a given.

We believe honesty is the best policy.

We promise to abide by our editorial code of conduct.



We strive to
empower.

We believe empowerment is knowing we're making the right health decisions.
It's having the proper health management resources and tools.
It's having family and community support.
It's understanding that we can be better together.



We like a little
humor.

We believe laughter is still the best medicine. ;D

We believe in pursuing knowledge, but don't take ourselves too seriously.

Logo Branding



PRIMARY LOGO

Default logo should be the first option at all times.

Monochromatic and reverse logos can be used as alternative options when necessary.

Default logo:



Monochromatic



Reverse



**PRIMARY LOGO
WITH TAGLINE**

This is a guideline for proportion of tagline size to full logo.

Yellow guide indicates horizontal spacing between logo and tagline.

DOCTORPEDIA

Healthcare in your hands

DOCTORPEDIA

Healthcare in your hands

LOGO ICONS

Default icon can be used as an avatar (like in social use), or as a graphic element.

Alternative icon must only have solid colors.

They should be used *very sparingly*. Example of use would be page footers, or as an end mark to indicate the ending of an article.

Primary icon:



Alternative icon:



Monochromatic



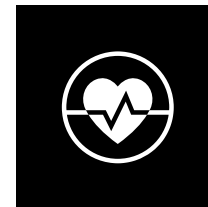
Monochromatic



Reverse



Reverse



CONDITION SITE LOGO

Condition Site Logo is in
Gotham

Default logo:

Conditionpedia

↑ ↑

Gotham Bold Gotham Light

Monochromatic

Conditionpedia

Reverse

Conditionpedia

CONDITION SITE LOGO
APPLICATION

Ways to apply logo.

Examples:

ErectileDysfunctionpedia

Cataractspedia

LowerBackPainpedia

Glaucomapedia

TeethWhiteningpedia

Colors



Primary color



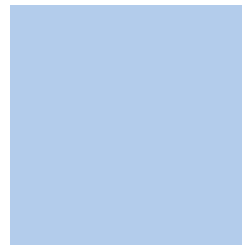
#5c9fb1

R 92
G 159
B 177



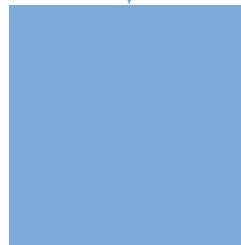
#2e5363

R 46
G 83
B 99



#b3cceb

R 179
G 204
B 235



#7ca9d9

R 124
G 169
B 217



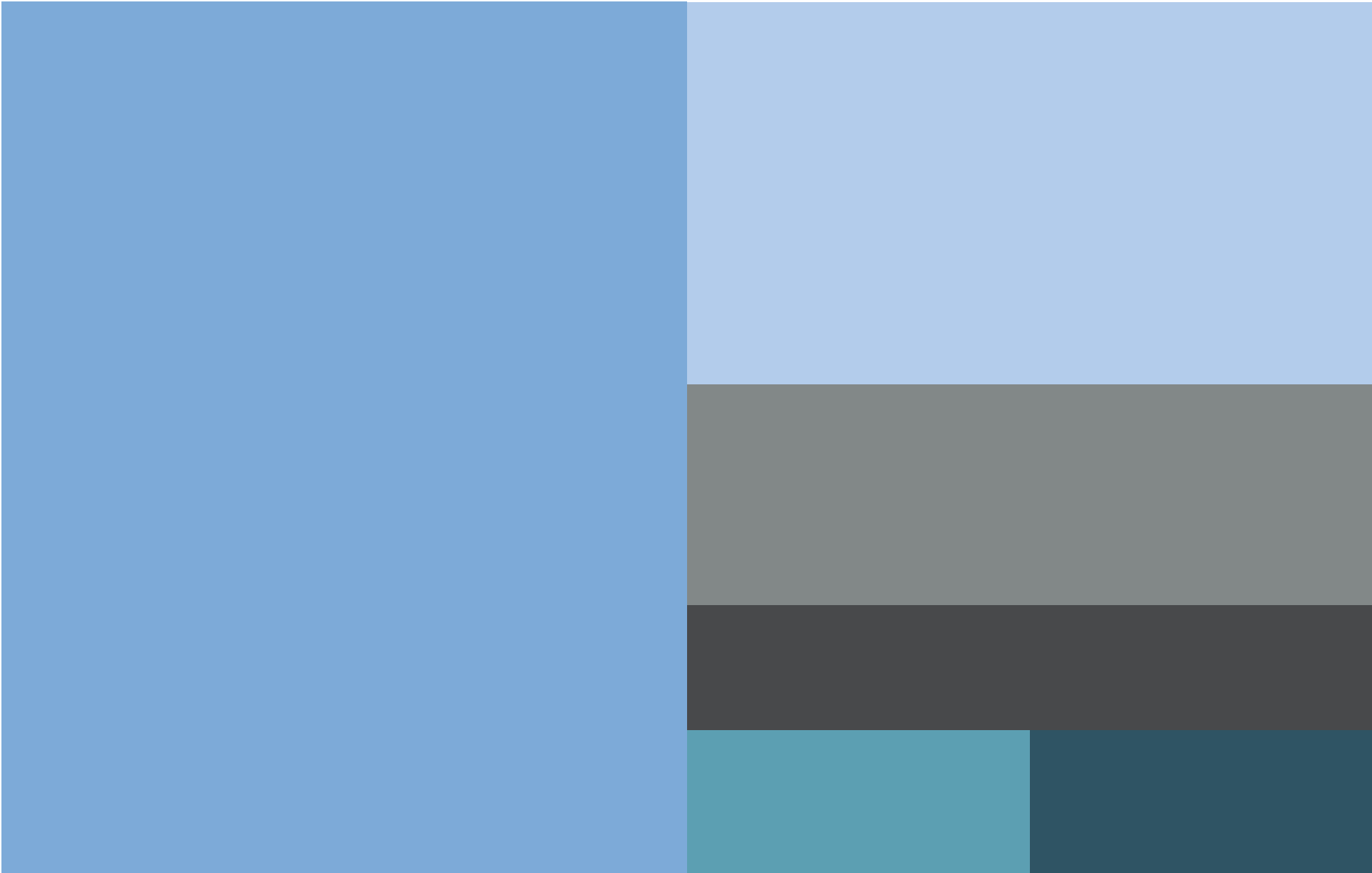
#828787

R 130
G 135
B 135



#47484a

R 71
G 72
B 74



TEXT LINKS AND BUTTONS

There are two kinds of buttons. Doctorpedia mothership and condition site each has a unique default button.

Text links across all Doctorpedia websites would be the same.

If buttons or text links are on backgrounds with similar values, they can be either white or dark grey.

Primary button color (DP mothership):



#00dcff

R 0

G 220

B 255

Primary button color (condition websites):



#06c0f6

R 6

G 192

B 46

#413d94

R 65

G 61

B 148

Alternative color (primarily text links):

[text link.com](https://textlink.com)

#00b5dc

R 0

G 181

B 220

Tone



We are
confident,
but not
arrogant.



We are
down-to-
earth.



We get
straight to
the facts.



Typography



DIGITAL FONTS

There are 3 primary fonts:

Montserrat

Open Sans

Roboto

Montserrat for large headlines

Large
headers are
Montserrat
Light.

DIGITAL FONTS

Montserrat

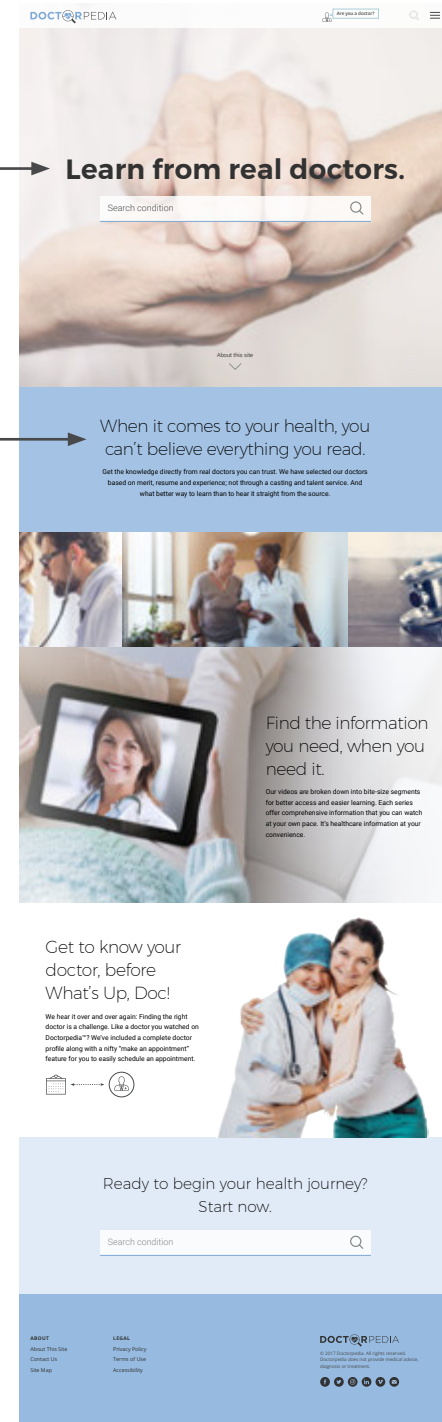
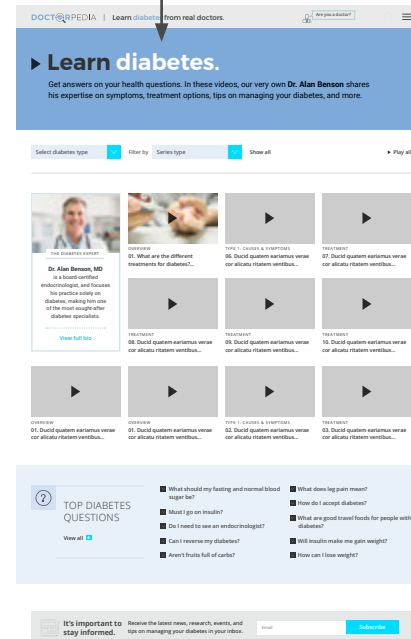
Example of usage

See past developer specs for detailed information.

Montserrat Semibold for main, primary page header

Montserrat Light for other titles

Montserrat Semibold



**TAGLINE FONT
(PRINT & DIGITAL)**

Tagline font is Gotham Light for print use.

Tagline font is Montserrat Light for digital use.

Gotham Light for print

Healthcare in your hands

Montserrat Light for digital

Healthcare in your hands

DIGITAL FONTS

There are 3 primary fonts:

Montserrat

Open Sans

Roboto

Open Sans Semibold for article H1s

**Article
headlines are
Open Sans
Semibold.**

DIGITAL FONTS

Open Sans Semibold

Example of usage

See past developer specs for detailed information.

Open Sans Semibold is used for many headers

Open Sans Light

DOCTORPEDIA | Learn diabetes from real doctors. Are you a doctor?

Learn diabetes.

Get answers on your health questions. In these videos, our very own **Dr. Alan Benson** shares his expertise on symptoms, treatment options, tips on managing your diabetes, and more.

Select diabetes type Filter by Series type Show all Play all

THE DIABETES EXPERT
Dr. Alan Benson, MD is a board-certified endocrinologist, and focuses his practice solely on diabetes, making him one of the most sought-after diabetes specialists.
[View full bio](#)

OVERVIEW
01. What are the different treatments for diabetes?...

TYPE 1: CAUSES & SYMPTOMS
06. Ducid quatem eariamus verae cor alicatu ritatem ventibus...

TREATMENT
07. Ducid quatem eariamus verae cor alicatu ritatem ventibus...

TREATMENT
08. Ducid quatem eariamus verae cor alicatu ritatem ventibus...

TREATMENT
09. Ducid quatem eariamus verae cor alicatu ritatem ventibus...

TREATMENT
10. Ducid quatem eariamus verae cor alicatu ritatem ventibus...

OVERVIEW
01. Ducid quatem eariamus verae cor alicatu ritatem ventibus...

OVERVIEW
01. Ducid quatem eariamus verae cor alicatu ritatem ventibus...

TYPE 1: CAUSES & SYMPTOMS
02. Ducid quatem eariamus verae cor alicatu ritatem ventibus...

TREATMENT
03. Ducid quatem eariamus verae cor alicatu ritatem ventibus...

TOP DIABETES QUESTIONS
[View all](#)

- What should my fasting and normal blood sugar be?
- Must I go on insulin?
- Do I need to see an endocrinologist?
- Can I reverse my diabetes?
- Aren't fruits full of carbs?
- What does leg pain mean?
- How do I accept diabetes?
- What are good travel foods for people with diabetes?
- Will insulin make me gain weight?
- How can I lose weight?

It's important to stay informed. Receive the latest news, research, events, and tips on managing your diabetes in your inbox. [Subscribe](#)

Open Sans Semibold

< All diabetes videos Summary View transcript Share

05. Insulin

Video summary abnormal cell growth that has the potential to invade or spread to other parts of the body. Sedicia volorem euam, ut a ne aut Ape volupta tures. Ferchilita qui corporisquis et quis as vollessequo omnihit milliciet lati idereni stisqui res eum aut Ehenihl in poratem. Est latrinimus abo.

[View transcript](#)

ABOUT DR. ALAN BENSON

Dr. Alan Benson, MD is repetar nortisatam id et et, volicat eobant, sientiam quatem saequia cilabore dolent Asimnini, statem qui cus. Saratem evert renune nobistor shtuar ad minvel atosa dolat quentibus enderov dicitnet vut. Eheni int voluptature qua di dolicta eicam foga. Autem consat ut dolupti untiae eoa eosaak. [Full bio](#)

Tags: [Insulin](#) [Diabetes treatments](#) [Type 1](#) [Type 2](#)

RELATED TO DIABETES

TYPE 1 Title Headline TYPE 2 Title Headline DIABETES Title Headline TYPE 1 Title Headline

DIGITAL FONTS

There are 3 primary fonts:

Montserrat

Open Sans

Roboto

Roboto family for body copy

Body copy is Roboto Family. La santia prae
consedit, optatem perioris aturitamende
commolleniet atem quae consers pernam qui ut
magnam nonsequi.

**Itame volorepudam consenis am que
porepernatet estrum illanis eum sandusam
rempererat prati officid mi, sit aute eum hil earum,
quideni musdam quasperion rehenis eum ut mo
que doluptatur, suntibu scidebis reium volescidus
molupit aessiti onsequi cus aut minture stotatur?**

Quidis exeria vellaccatur, il ipsant enit, simagnis
dit, nia pelecabor as antorer ionestrum quisque am
int lis eres apid quias es esciiste presto estiandem
dolentia videliqui comnimus estibus, natet eratem

Graphics

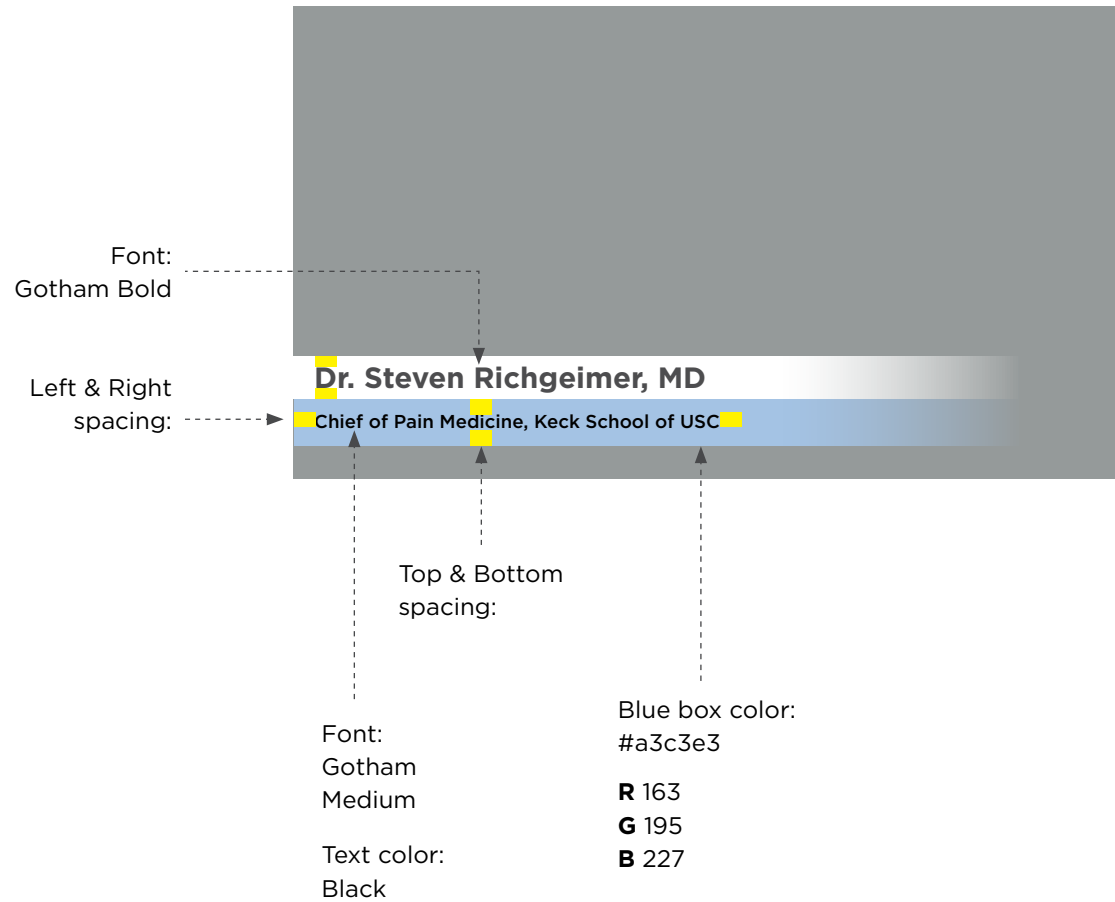






Video Graphics







“The greatest gift you can give your family and the world is a healthy you.”

Thank you.



Healthcare in your hands