

Brand guidelines at a glance

For press, partners, and anyone representing Wellet externally.

Logo

Use the wordmark whenever space allows. Use the “w” mark for small-space applications (app icons, favicons, avatars). Clear space equals the height of the “w.” Minimum wordmark: 80px wide digital, 0.75in print. Don’t recolor, distort, add effects, or re-typeset. Always use the provided SVG.

Color

Wellet Sage #608F7C	Deep Ink #1A2329	Paper #FAFAF7	Warm Cream #F4EFE6
Sage Tint #E8EFEB	Signal Amber #C67E3F	Signal Clay #B85C4C	Muted Text #6B7A73

Typography

Fraunces

Display · headlines, wordmark · weight 500–700

Scale

H1	Fraunces 48–64px / 500
H2	Fraunces 32–40px / 500
Body	DM Sans 16–17px / 400 · line-height 1.55
Caption	DM Sans 13–14px / 500

DM Sans

Body · running text and UI · weight 400–500

Voice

We say

- “loved one,” “family member”
- “notices,” “watches for,” “follows”
- “reads,” “stays on top of”
- “helps coordinate care”

We don’t say

- “parent” — caregiving is broader than that
- “track,” “monitor,” “keep tabs on”
- “flag medical errors,” “catch mistakes”