klintro

Brand Guidelines

One company, four surfaces — Klintro CMS, the Health Network, Gravity, and the brand that ties them together. This is the reference for how it all looks and sounds.

VERSION 1.1 · 1 NOVEMBER 2026

START HERE

Four surfaces, one company.

Klintro CMS runs the clinic. Klintro Health Network makes its doctors discoverable and verified. Klintro Gravity runs the platform behind both. klintro.com/company introduces all three as one company. Each has earned its own identity within one shared system — same palette, same logo, same underlying rules — rather than four unrelated skins.

THE ONE RULE THAT MATTERS MOST

Reuse before you invent. Every color, motif, and typographic choice in this document is already live in the product — nothing here is aspirational or a separate “marketing palette.” If a new surface needs something this document doesn't cover, extend the existing system deliberately rather than picking something unrelated.

WHAT'S IN THIS DOCUMENT

Logo & mark — the KlintroIcon, wordmark, clear space, and what not to do to it.

Color — the full palette, as hex values, with what each color is actually for.

Typography — which typeface does what, and why each surface makes its own call.

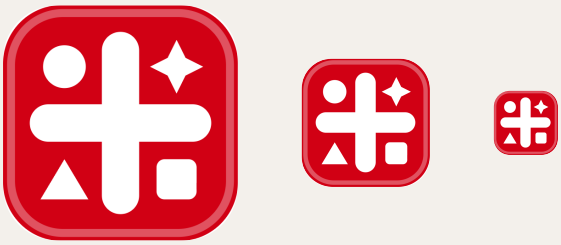
The four surfaces — each one's identity and signature visual motif.

Voice & motifs — the recurring devices and how the copy should sound.

IDENTITY

The mark.

A rounded-square medical cross on Republic Red, with a soft 32%-opacity white ring for depth and two diagonal 4-point sparkle stars — top-left and bottom-right — that twinkle independently in product. The cross is healthcare; the sparkles are AI-native. Proportion and placement never change.



Never smaller than 20px / 0.2in — the sparkle detail disappears below that.

WORDMARK

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Lowercase, always. “kl” in Republic Red, “intro” in Ink (or white on a dark background), tracked tighter than default. Never a different split, never both words the same color.

DO / DON'T

Do

Use the icon and wordmark exactly as shown, at any size above the minimum.

Place it on Paper (#F3F0EB), white, or Ink (#1F1210) backgrounds.

Give it clear space — at least half the icon's own height on every side.

Don't

Recolor the icon, add a drop shadow, or place it on a busy photo.

Stretch it off its 1:1 square proportion.

Separate the medical cross from the sparkle accents.

PALETTE

Warm paper, one red, one signal color.

The whole system runs on Republic Red as the single primary accent — replacing the earlier Ember orange app-wide as of this version. Verdant belongs to the Health Network specifically — it's the same green already used in-product for “verified” and “recommended,” not an arbitrary second brand color.

#D10014

Republic Red

Primary accent — buttons, links, the brand's own identity.

#B8000F

Red 600

Hover/pressed states for Republic Red elements.

#F24040

Red 400

Lighter accent — gradients, secondary emphasis on dark surfaces.

#FFE033

Spark

Rare highlight only — sparkle accents, small emphasis.

#1F1210

Ink

Body text, dark accent bands, the logo's dark half.

#F3F0EB

Paper

The canvas — primary background across every surface.

#0B6B41

Verdant

Health Network's own identity — reuses the existing 'verified' green.

HOW TO USE IT

Paper is the default background everywhere. Reach for white cards on top of it for depth, not a second gray.

Dark (Ink) bands are for emphasis moments only — a closing call-to-action, a stat band. Not the whole page.

Spark is a highlight, never a field. A tiny accent, a badge glow — not a background color.

Verdant is the Health Network's alone. Don't use it for CMS or Gravity — that's what keeps it meaningful.

TYPE

One body face. Each surface earns its own display face.

Plus Jakarta Sans carries every surface's UI, navigation, and body copy — that consistency is what makes the four products feel like one company. Display faces are the one place a surface gets to sound different, and only when there's a real reason.

BODY & UI — EVERY SURFACE

Plus Jakarta Sans

Navigation, buttons, body copy, forms. Weights 400–800. The one constant across Company, CMS, Network, and Gravity.

DISPLAY — COMPANY & KLINTRO CMS

Fraunces

Headlines only, weights 500–600. Warm, editorial — the brand overview and the CMS product's own front door share it deliberately, so moving between them feels continuous.

DISPLAY — HEALTH NETWORK ONLY

Spectral

Headlines only. More institutional, documentary — chosen specifically because the Network's whole value proposition is verification: it should read like a credential, not a magazine.

GRAVITY — NO DISPLAY FACE

Plus Jakarta Sans only

Gravity is a secure operations console, not an editorial surface — it deliberately stays in the body face throughout. Restraint is the choice.

IDENTITY

Four identities, one system.

Each surface gets exactly one signature visual — an idea specific to what that product actually does, not decoration. Everything else about it stays inside the shared system.

Klintro (Company)

klintro.com/company

The umbrella page introducing the ecosystem — the clinic you run, the doctor patients find, connected.

Signature: the Care Loop — an animated diagram of Run, Verify, Discover, Book.

Klintro CMS

klintro.com

The operating system for the practice — scheduling, records, billing, website, AI front desk.

Signature: the live dashboard — a real, honest product screenshot, not stock imagery.

Klintro Health Network

network.klintro.com

Where doctors get discovered — verified, not just listed. Health knowledge signed by real doctors.

Signature: the Verified Seal — a stamp, not a badge, because it's earned before it's shown.

Klintro Gravity

gravity.klintro.com — internal

The operations console behind everything else. Never customer-facing, never marketed.

Signature: restraint itself — a secure gate, deliberately undecorated.

HOW IT SOUNDS, AND THE ONE RECURRING MARK

Say what's true. Plainly.

VOICE

Specific beats clever. “Every white coat here is credential-verified” beats a vague promise.

Name things by what people control, not how the system is built.

No fabricated stats or testimonials. Qualitative and honest beats invented and impressive.

Active voice. A button says exactly what happens when it's pressed.

THE PULSE LINE

ECG heartbeat trace

The one recurring graphic device across every surface — a small heartbeat waveform, used as a section eyebrow or a divider. It's the single thread of “healthcare, alive” that ties Company, CMS, and Network together visually. Used sparingly — it marks a genuine section break, not decoration on every heading.

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Reuse before you invent. When in doubt, look at what's already live at klintro.com/company — this document describes it, it doesn't replace it.