



OFFICIAL STYLE GUIDE.

BRAND | The Purpose

About Stopwatch Urgent Care

Why Stopwatch Exists

The average ER trip can take hours and generate an abundance of unforeseen costs. One trip can alter the entire course of a day, causing you to schedule around your illness. Stopwatch is a local, community clinic that aims to fix that problem by providing a quality alternative that fits the care you need and deserve into your schedule.



BRAND | The Mission

About Stopwatch Urgent Care

Our Mission

Your family deserves the highest quality care. With our highly skilled team, you'll know you're in good hands. We strive to make sure your visit is as quick and efficient as possible so that you get the care you deserve right when you need it.

While other urgent care clinics try to operate on a 90-minute window, we aim to perform quality health care within a 30-minute window. This means that we work harder and faster for you; for YOUR health and time.



BRAND | The Core Message

Feel Better... **Quicker.**

A Cohesive Slogan

The purpose and mission of Stopwatch can be summed up in a three word statement: Feel Better... Quicker.

Stopwatch helps patients to get past their illness or injury as quickly as possible in order to spend less time waiting and more time living.



LOGO | Primary - Proper Use



LOGO | Primary - Proper Use

Exclusion Zone

The Stopwatch logomark's exclusion zone is equal to the height of the uppercase letters within its second line of logotype, which is labeled within this diagram as 'x.'



LOGO | Secondary - Proper Use



LOGO | Improper Use



DO NOT stretch or condense the logomark

The logomark should never be used in a way that involves altering its width on either the X or Y axis without equally scaling the adjacent dimension.

DO NOT rotate or tilt the logomark

The Stopwatch logomark should only be presented in a horizontal position with the logotype reading from left to right.

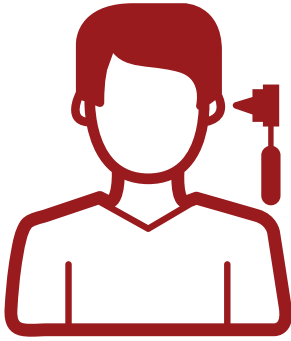
DO NOT use colors outside of the brand guideline

The palette of the full-color logomark should always maintain the established brand color system while any single-color variations should only appear in black, white, or one of the established brand colors.

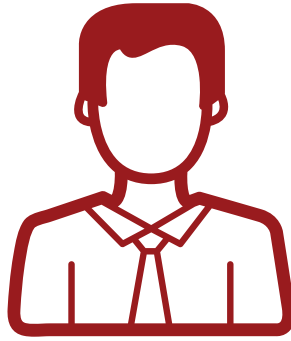
LOGO | Usage Example



ICON | Service Iconography



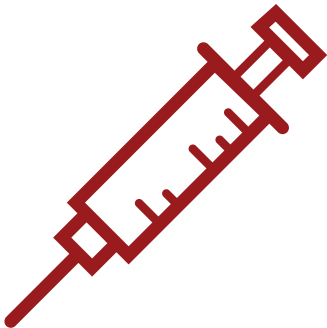
Infections



Occupational Health



Other Issues



Immunizations



Minor Injury

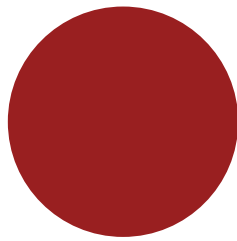


Removal



General Illness

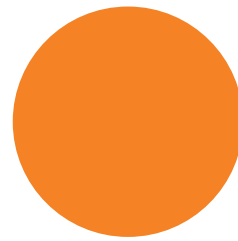
COLOR | Brand Palette



Deep Red

#992120 | R153 G33 B32

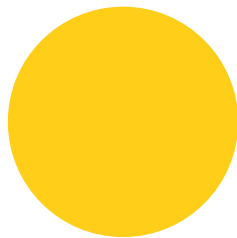
C25 M98 Y98 K24



Bright Orange

#f58223 | R245 G130 B35

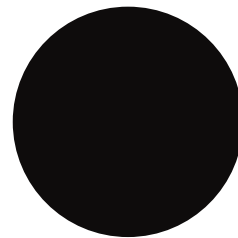
C0 M60 Y98 K0



Medium Yellow

#ffcf19 | R255 G207 B25

C0 M18 Y96 K0

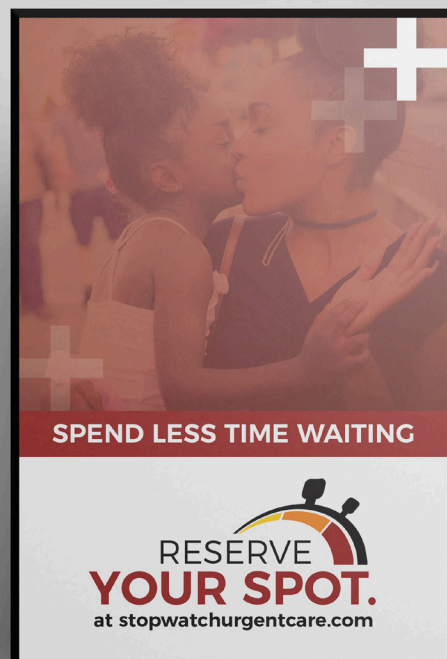


Warm Black

#0e0d0d | R14 G13 B13

C67 M61 Y60 K88

COLOR | Usage Example



TYPE | Font System

Primary Typeface: **Montserrat**

Headlines: Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~`!@#\$%^&*()_+

Subheads: Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~`!@#\$%^&*()_+

Body Copy: Light / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~`!@#\$%^&*()_+

TYPE | Proper Use

About Stopwatch Urgent Care

Feel Better Quicker at Stopwatch

Your family deserves the highest quality care. With our highly skilled team, you'll know you're in good hands. We strive to make sure your visit is as quick and efficient as possible so that you get the care you deserve right when you need it.

While other urgent care clinics try to operate on a 90-minute window, we aim to perform quality health care within a 30-minute window. This means that we work harder and faster for you; for YOUR health and time.

Whatever Your Needs, We've Got You Covered

If this is a medical emergency, please dial 911 for immediate assistance. Otherwise, take a look at our services to see how we can help you today.

TYPE | Improper Use

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TYPE | Usage Example



IMAGERY | Image Style

Imagery Should Focus On The 'After'

To enforce the brand concept of 'Feel Better... Quicker' while maintaining a positive impact of potential patients, imagery used throughout all marketing and advertising as well as social media organic posting should primarily focus on the positive aspect of treatment over the negative aspects of illness with the exception of content that may be spreading awareness of specific services or illness.

Example Imagery:



IMAGERY | Usage Example

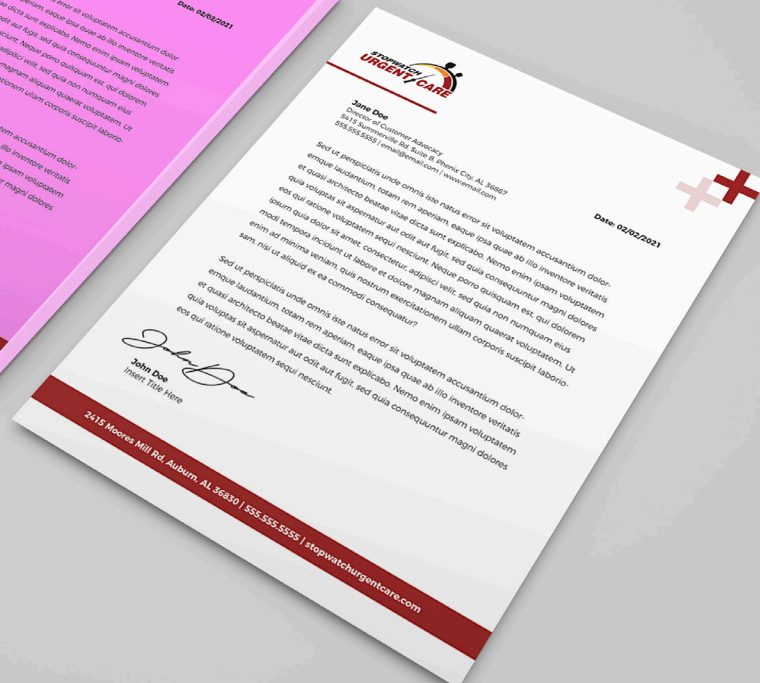


PRINT | Paper Style

All Items Should Be Printed on White Paper

To ensure the quality of color prints as well as typographic legibility and overall brand cohesiveness, any print documents to be used publicly inside or outside of Stopwatch clinics should be printed on solid white paper.

Incorrect Paper Choice



Correct Paper Choice

