

# Coda Crimson

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## Brand Guidelines

Version 1.0 · May 2026

This document defines the visual and verbal identity of Coda Crimson. It exists to ensure every touchpoint — from a pitch deck to a product screenshot — feels consistent, considered, and true to what we are building.

# 01 Brand Story

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## Who we are

Coda Crimson is a healthtech SaaS platform that turns GP clinics from passive waiters into active carers. We connect to clinic patient data, identify the people who need to come back in, and automate the outreach until they do.

## The name

Coda is the final passage in a piece of music — the moment that brings everything together and gives it resolution. In healthcare, it represents the missing piece: the system that finally closes the gap between a patient who needs care and the clinic that can provide it.

Crimson is urgency. Care. The medical world. It is the colour of the product that takes preventive care from passive to active.

## Tagline

**"The revenue is the consequence. The care is the point."**

Use this when a single line needs to capture everything Coda stands for. It should always appear in italics, in Crimson.

## One-liner

Coda Crimson is making preventive care work once and for all, turning GP clinics from passive to active carers.

## 02 Logo

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### Primary logo

The primary logo is a two-word wordmark. "Coda" appears in dark charcoal and "Crimson" in deep burgundy, both set in a classic serif font. The contrast between the two weights and colours creates a visual hierarchy that mirrors the brand: grounded and bold.

### Logo icon

A grape cluster in white outline sits on a solid burgundy background square. This icon is used as a secondary brand element — on the title slides of presentations, in app favicons, and in contexts where the full wordmark is not required.

### Clear space

Always maintain a minimum clear space around the logo equal to the height of the letter "C" in "Coda". Never place the logo on a busy background or over imagery without sufficient contrast.

### What not to do

- Do not stretch or distort the logo.
- Do not change the typeface.
- Do not recolour the wordmark outside of the approved palette.
- Do not place the logo on a background that reduces legibility.
- Do not use the icon without the wordmark in formal documents or communications.
- Do not add shadows, gradients, or effects.

## 03 Colour

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The Coda Crimson palette is intentionally minimal. Burgundy is the dominant brand colour. Charcoal is the anchor. Everything else supports them.

### PRIMARY COLOURS



**Burgundy** — Primary brand colour. Used for all primary accents, the "Crimson" wordmark, buttons, and key highlights. #6B2737



**Charcoal** — Primary text colour. Used for the "Coda" wordmark, headlines, and body copy on light backgrounds. #3D3D3D

### SECONDARY COLOURS



**Warm White** — Background colour. Used for slide and document backgrounds. #F5F0EE



**Pure White** — Clean background. Used for product UI and formal documents. #FFFFFF



**Soft Grey** — Dividers and borders. Used sparingly for structure. #E5E0E1



**Muted Grey** — Supporting text. Used for labels, captions, and secondary information. #9A9A9A

### COLOUR USAGE RULES

- Burgundy should never overwhelm a layout. Use it as an accent — rules, labels, key numbers, the wordmark.
- Never use burgundy as a large background fill in presentations or documents. The brand lives on light backgrounds.
- Charcoal replaces pure black in all text. Pure black (#000000) is never used.
- Do not introduce new colours outside this palette without explicit brand approval.



## 04 Typography

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Coda Crimson uses two typefaces. They are chosen for their contrast: one editorial and serious, one clean and functional.

### Georgia — Serif

Used for: headlines, subheadings, the wordmark, pull quotes, and the tagline.

**Preventive care, turned active.**  
The revenue is the consequence.

Georgia is the voice of the brand. It carries weight and credibility without feeling clinical or corporate.

### Calibri — Sans-serif

Used for: body copy, captions, labels, UI text, and supporting information.

Coda connects to clinic patient data, identifies the people who need care, and automates the outreach.

Calibri is clear and approachable. It makes the product feel accessible without sacrificing professionalism.

#### TYPE HIERARCHY

<b>Display / Hero</b>	Georgia Bold	48–96pt	Headlines on title slides and key moments
<b>Heading 1</b>	Georgia Bold	32–40pt	Section titles
<b>Heading 2</b>	Georgia Bold	20–26pt	Subsection titles
<b>Body</b>	Calibri Regular	11–13pt	All running text
<b>Caption / Label</b>	Calibri Regular	9–11pt	Small labels, metadata, sources
<b>Tagline</b>	Georgia Italic	14–18pt	The brand tagline only

## 05 Voice & Tone

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Coda Crimson communicates with the confidence of people who have already solved the problem once. We do not oversell. We do not use jargon. We say what we mean.

### The brand voice is

**Direct** — We say what we mean in as few words as possible. If something can be a sentence, it is not a paragraph.

**Confident** — We have proven this works. We do not hedge or qualify unnecessarily.

**Human** — We are building for real clinics and real patients. The language should feel like it comes from people, not a software company.

**Serious without being cold** — Healthcare is high stakes. We respect that. But we are also optimistic and energetic about what we are building.

### Language to use

- "Patients who need care" — not "at-risk individuals"
- "GP clinics" — not "healthcare providers" or "primary care facilities"
- "Comes back in" — not "is compliant" or "attends a scheduled review"
- "Works from day one" — not "rapid implementation" or "quick onboarding"
- "The only variable was Coda" — let the data speak, do not oversell

### Language to avoid

- "Revolutionary" or "disruptive"
- "Synergy", "leverage", "ecosystem"
- "Best-in-class" or "world-class" without evidence
- Passive voice where active is possible
- Acronyms without explanation on first use

## o6 Applications

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### **Presentations**

Presentations use a warm white (#F5F0EE) or pure white (FFFFFF) background. The left vertical burgundy bar is used on title and closing slides only. Headlines are always in Georgia Bold. Supporting text is Calibri. Burgundy is used for rules, labels, and key numbers — never as a fill for large areas.

### **Documents**

Documents (proposals, reports, brand materials) use white backgrounds with charcoal body text. Section headings use the burgundy rule underline. Tables use the soft grey border (#E5E0E1). The logo appears in the header on page 1 only.

### **Digital & Social**

LinkedIn and social posts use plain text. No hashtag spam. One or two hashtags maximum if used at all. The tone is direct and personal — written as a founder, not a brand account. Always end with a clear call to action or a question.

### **Product UI**

The product interface follows the brand palette. Burgundy is used for primary actions and key data points. Charcoal for text. Soft grey for borders and dividers. The grape icon is used as the app favicon and loading mark.



## 07 Quick Reference

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### COLOURS

<b>Burgundy</b>	#6B2737	Primary accent, wordmark (Crimson)
<b>Charcoal</b>	#3D3D3D	Primary text, wordmark (Coda)
<b>Warm White</b>	#F5F0EE	Presentation backgrounds
<b>Pure White</b>	#FFFFFF	Document backgrounds
<b>Soft Grey</b>	#E5E0E1	Dividers, borders
<b>Muted Grey</b>	#9A9A9A	Captions, labels

### TYPEFACES

Headings & display — Georgia Bold

Body & UI — Calibri Regular

Tagline — Georgia Italic, Burgundy

### KEY PHRASES

Tagline: "The revenue is the consequence. The care is the point."

One-liner: "Coda Crimson is making preventive care work once and for all, turning GP clinics from passive to active carers."

Mission: Turning preventive care from passive to active.

[codacrimson.com.au](http://codacrimson.com.au)

**The revenue is the consequence. The care is the point.**