

BetterClinics

A RECKON PRODUCT 



Brand Guidelines

2022

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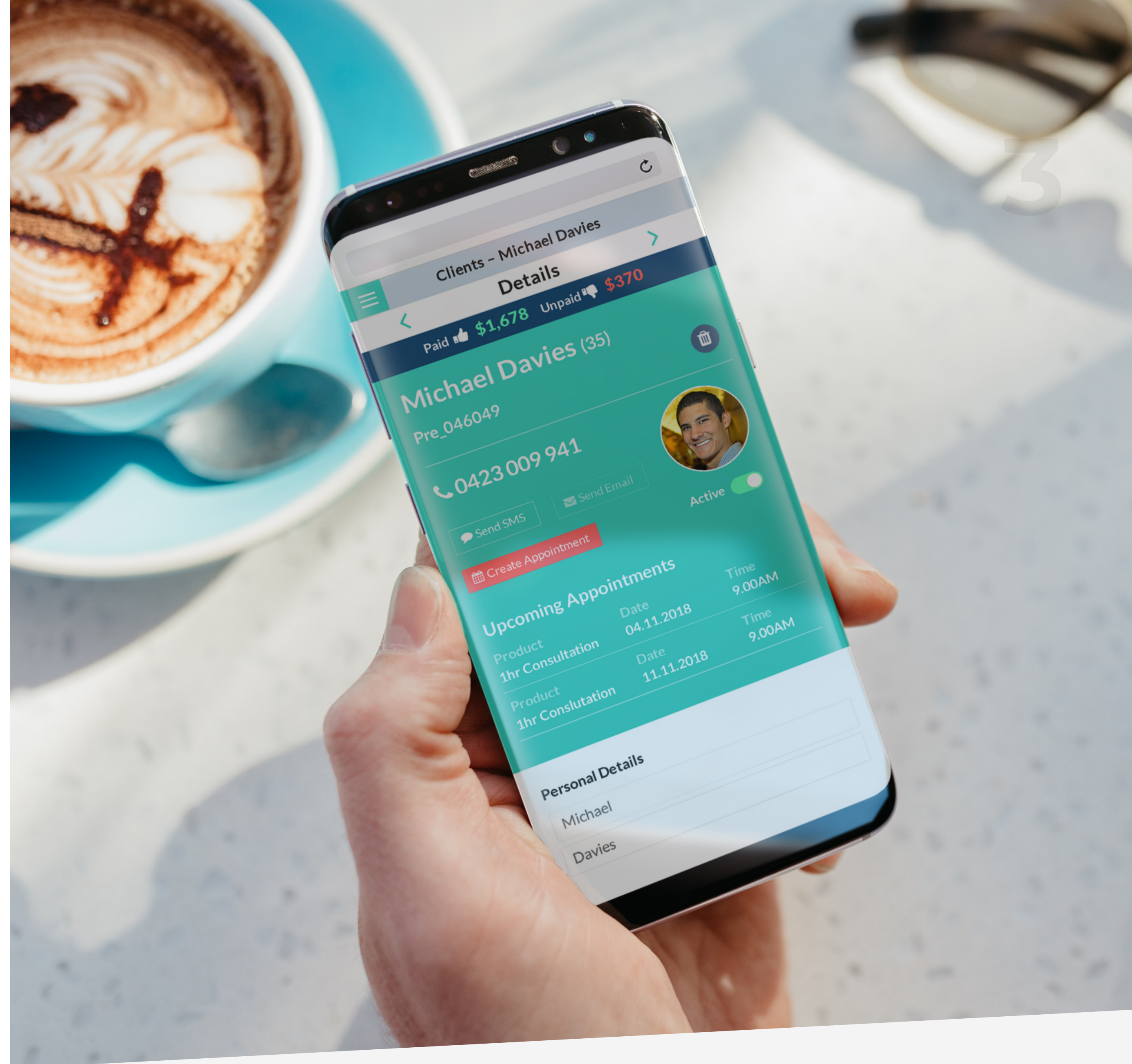
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About

The Better Clinics brand emerged from the simple need for a platform that gives small business owners the time to focus on what matters most: their customers.

By automating many administrative aspects of running a health business at an affordable price we have transformed the client relationship & help our customers better patient outcomes.

To build on this foundation we have established brand guidelines to ensure we are communicating in a consistent and clear way across our whole business and externally show the world the values that make Better Clinics such a special place to be a part of.



Master Logo

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BetterClinics

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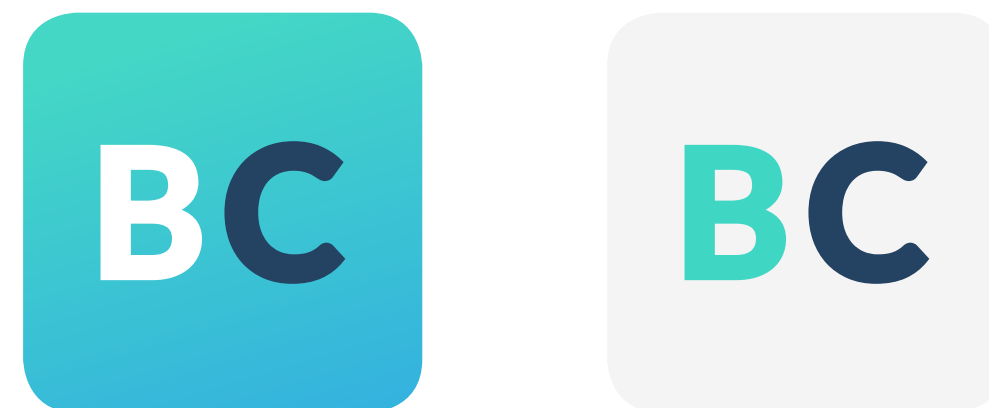
Logo Variations

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Reverse version



Icon version



Logo Usage

Exclusion zones

Always allow a minimum space around the logo.



Large version

BetterClinics
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Small version

BetterClinics
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Typography

7

Lato

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Montserrat

Heading font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

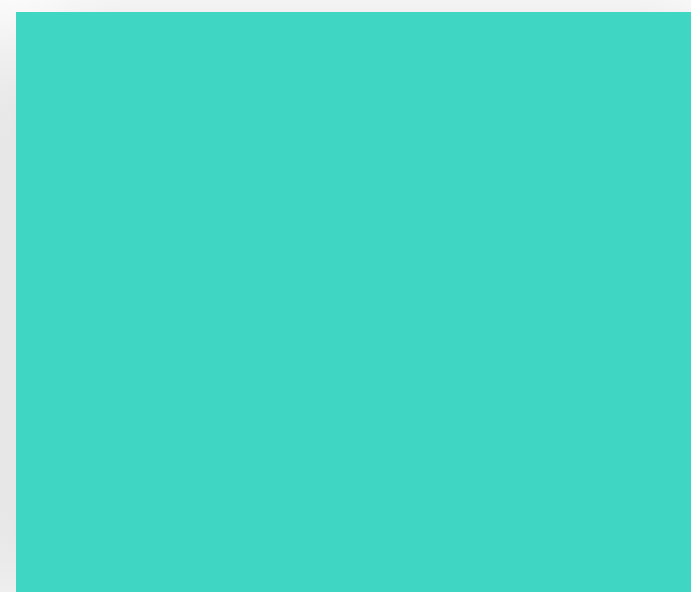
Color Palette

9

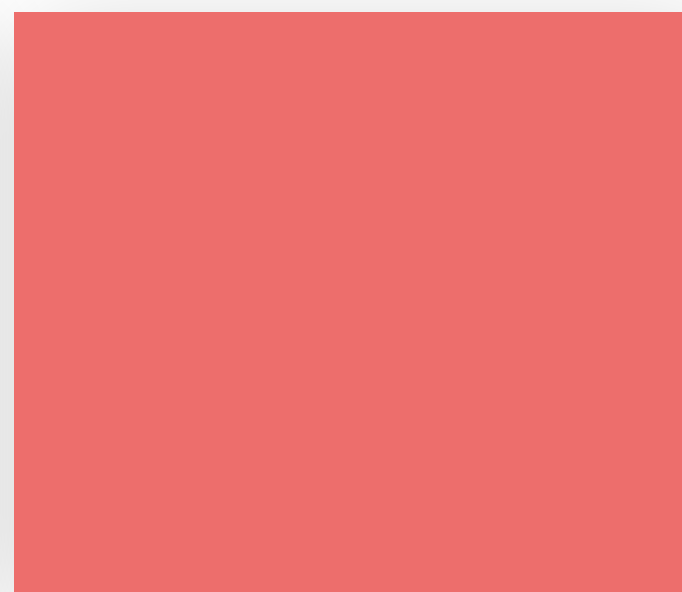
Primary



HEX 3B6FA0
R161 G158 B158
C81 M50 Y17 K3



HEX 40D6C4
R64 G214 B196
C62 M0 Y33 K0

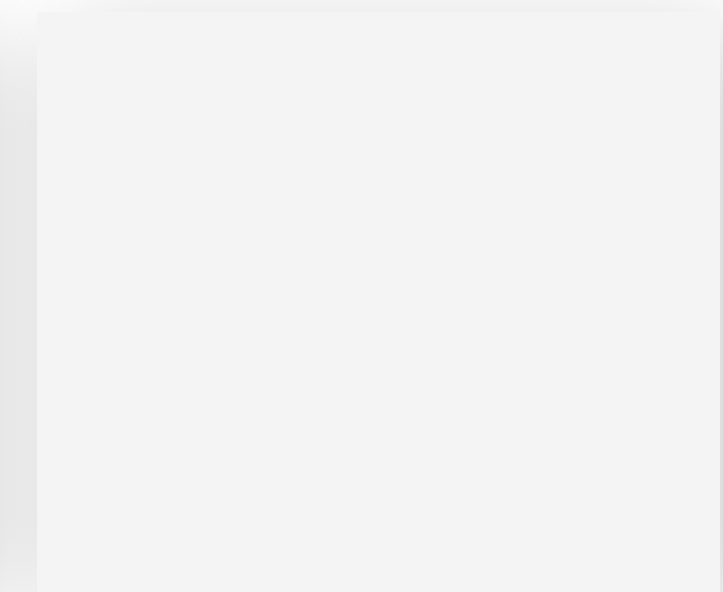


HEX ED6E6C
R237 G110 B108
C0 M69 Y49 K0

Secondary



HEX 30ABE4
R48 G171 B228
C70 M15 Y0 K0



HEX F5F4F4
R245 G244 B244
C5 M4 Y4 K0

Brand Application

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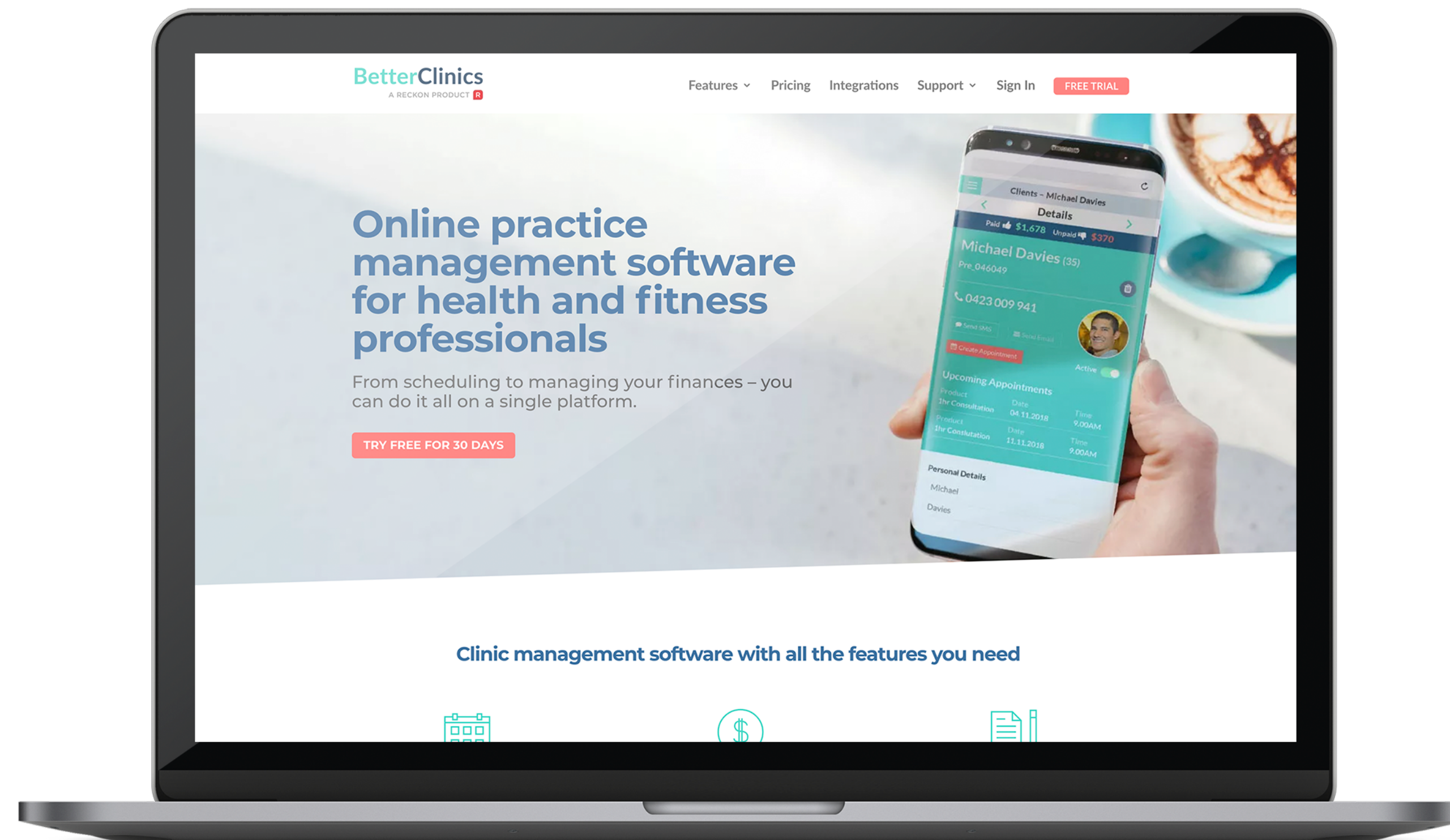
Brand Application

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Brand Application

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Brand Application

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Instagram

The Better Clinics Instagram is a visual platform used to inspire and help our audience discover things they care about.

Do's

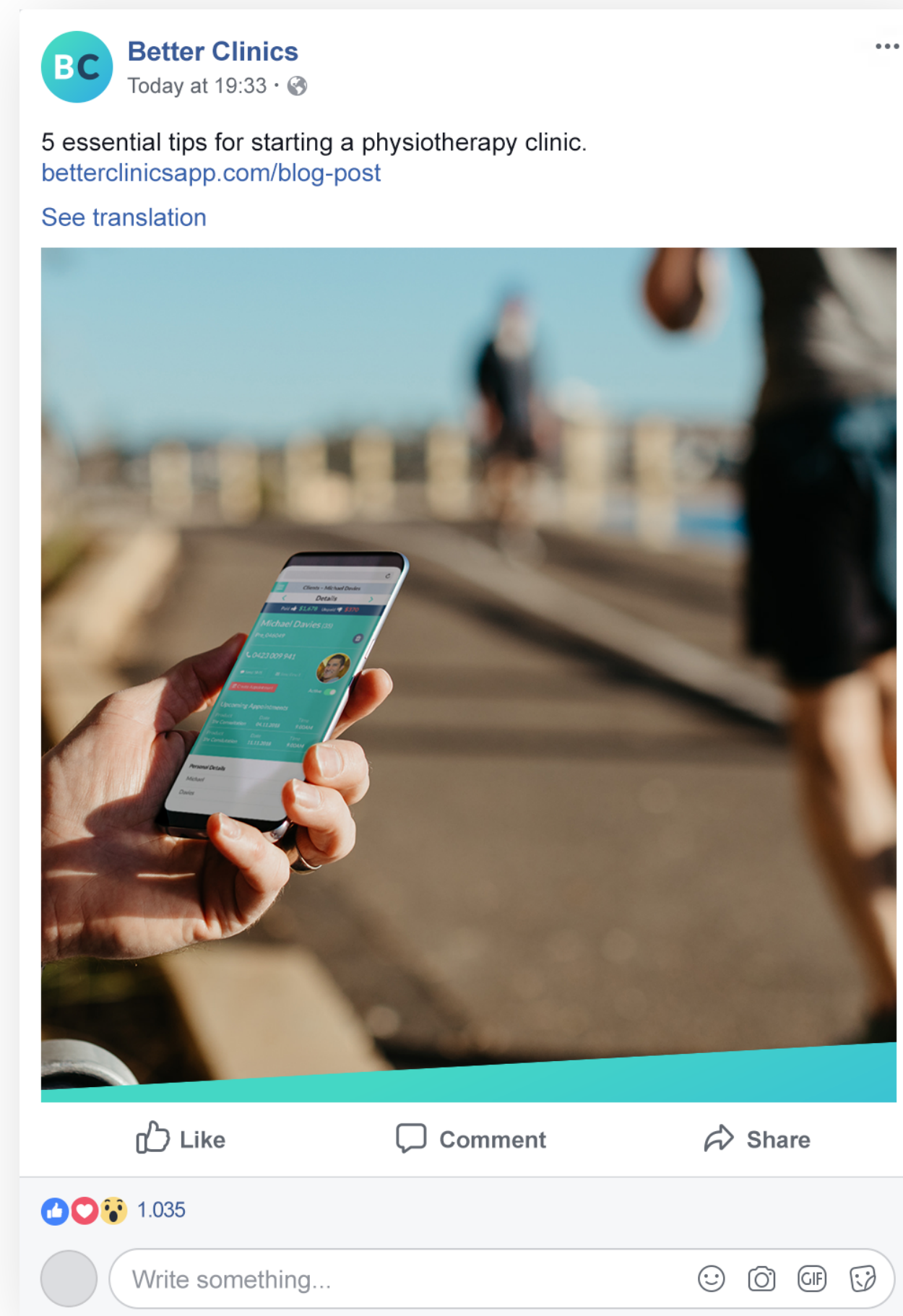
- Use original high-quality images in the correct dimensions
- Keep posts short and sweet (up to 50 characters)
- Use a consistent style for image & quote posts
- Use appropriate hash tags & emojis
- Be conversational, authentic & ask questions in captions

Don't

- Use heavy text, dark overlays, logos or buttons in images.
- Over-post. Quality over quantity
- Be too promotional & product focused

Brand Application

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Facebook

The Better Clinics Facebook aims to connect to our audience through the sharing of information across a variety of mediums.

Do

- Use high quality images in the correct dimensions
- Keep posts short and sweet (up to 100 characters).
- Share relevant content from our blog & provide thought leadership
- Mix up post formats e.g. videos, links or images

Don't

- Use heavy text, dark overlays, logos or buttons over images.
- Overuse hashtags (keep these for Instagram)
- Send traffic away from our site with unaffiliated link sharing

Thank you!

If you have any questions please contact us:

1800 952 970

betterclinics@reckon.com

<https://www.betterclinicsapp.com/>

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