



Brand Guidelines 2025

# DASTIFY SOLUTIONS

## BRAND BOOK

A complete medical-grade brand system for U.S. healthcare Revenue Cycle Management. Precision, compliance, and trust—built into every design decision.

[www.dastifysolutions.com](http://www.dastifysolutions.com)



# BRAND ESSENCE

## Brand Position

Dastify Solutions is a U.S. healthcare Revenue Cycle Management (RCM) company built on AI-augmented billing workflows, compliance first operations, and multi-specialty expertise.

## Brand Keywords

Compliance

Accuracy

Clinical

Data Integrity

Trust

Automation

Scalability

# COLOR SYSTEM

This is not a palette. This is a medical grade colour governance system with exact usage rules for enterprise healthcare branding.

## Primary Brand Colors

Deep Healthcare Navy	Clinical Teal	Aqua Accent	Medical Light Grey	Functional Grey	Clinical Charcoal
#0E143C	#16C1C2	#4ECED1	#F6F7FB	#C6CCD8	#222222
Core brand; headers; CTAs	Icons; highlights; interactions	Micro accents; dividers	Section backgrounds	Borders; separators	Body text

# RCM STATUS COLORS

## Color Ratio Rule

To maintain premium brand consistency:

- 60% White/Light Grey (clean medical space)
- 25% Navy (identity backbone)
- 10% Teal (interaction & highlights)
- 5% Aqua/Functional colours (micro accents)

## Secondary Brand Colors

Denial Red	Success Green	Warning Amber
#B3261E	#C6CCD8	#F4A300
Error alerts; denied claims	Approved; paid status	Pending; warnings



# TYPOGRAPHY SYSTEM

Poppins Font Family Healthcare grade scaling with pixel-perfect hierarchy for enterprise medical branding.



Aa

Light  
300

Aa

Regular  
400

Aa

Regular  
400

Aa

Medium  
500

Aa

Semi Bold  
600

Aa

Bold  
700

Font Weights

	Size	Weight	Usage
H1	52–64px	700	Hero titles
H2	36–42px	600	Section titles
H3	26–32px	600	Subsections
H4	20–24px	500	Feature headings
Body Large	18–20px	400	Main paragraphs
Body Regular	15–18px	400	Standard copy



# COMPONENT SYSTEM

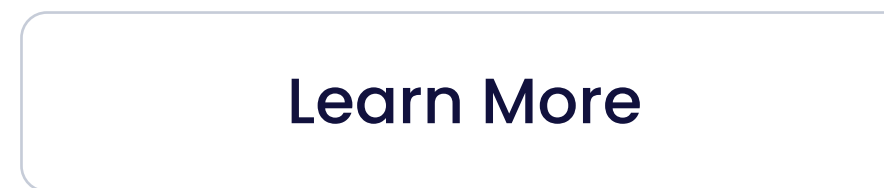
Enterprise grade UI components designed for healthcare applications with strict accessibility and compliance standards.

## Primary Button



Background: Navy  
Hover: Teal

## Secondary Button



Border: Teal  
Hover: Teal fill



## Text Button

[View All Serivces](#)

Text: Navy  
Underline on hover

## Buttons

# CARDS



## Standard Card

Used for services, specialties, and features.  
White background with subtle shadow.

98%

Claim Accuracy  
For KPIs and metrics

## Status Badges

Denied

Paid

Pending

Info





# PRIMARY LOGO GRID

The Dastify Solutions logo requires clear, unobstructed space on all sides to maintain clarity and impact. Keep at least half the logo's height as padding, ensuring no text or graphics enter this area. This spacing preserves a clean, consistent, and professional visual appearance.



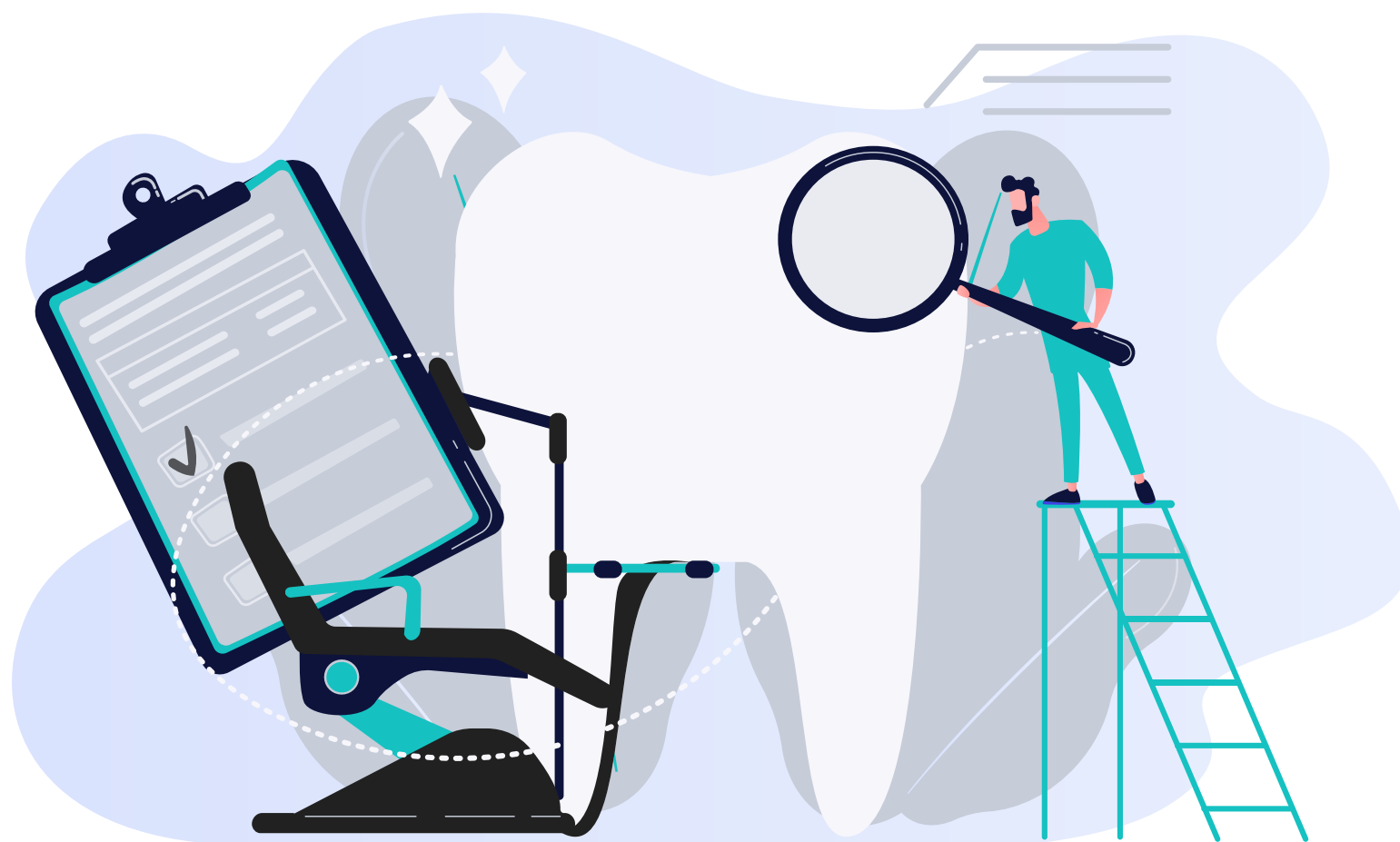
# ALLOWED IMAGERY

Our imagery reflects the clarity, confidence, and problem-solving mindset behind Dastify Solutions. We use clean, modern visuals with ample white space to communicate simplicity and trust. Images should feel purposeful and aligned with our digital-first identity. highlighting technology, teamwork, and real business outcomes. We use only high-quality images of **USA-based doctors** and medical environments





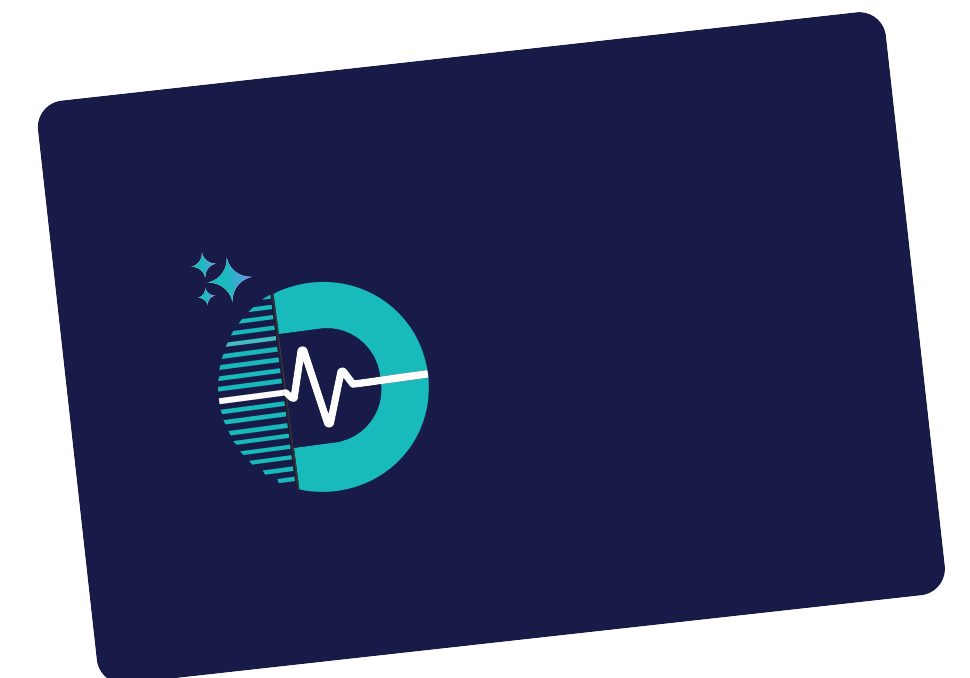
# USE OUR BRAND COLOR IN ILLUSTRATION





# IMAGE USAGE GUIDELINES

The Dastify Solutions logo uses a deliberate and consistent color strategy to strengthen brand recognition and visual clarity. Our brand imagery plays a key role in expressing who we are and how we communicate visually. To maintain a consistent and recognizable brand identity, all images used across digital and print platforms must follow the guidelines below. Our primary brand colors are chosen to reflect trust, innovation, and professionalism.



# LAYOUT & GRID SYSTEM

A 12-column responsive grid system with strict spacing tokens for enterprise consistency.



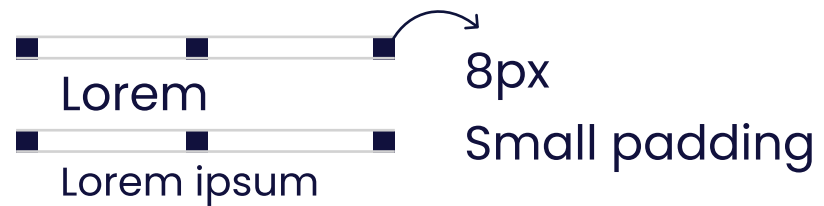
XS

**Lorem**



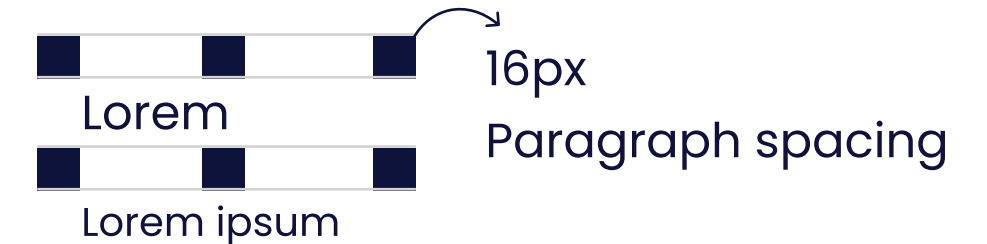
S

**Lorem**



M

**Lorem**

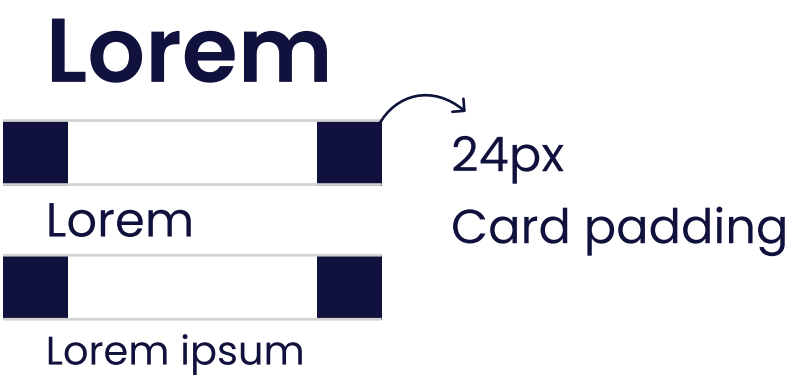


Spacing Tokens

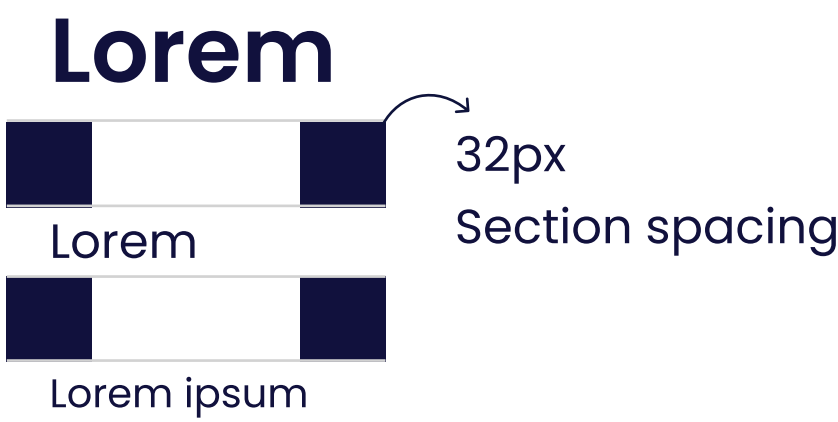
# LAYOUT & GRID SYSTEM

A 12-column responsive grid system with strict spacing tokens for enterprise consistency.

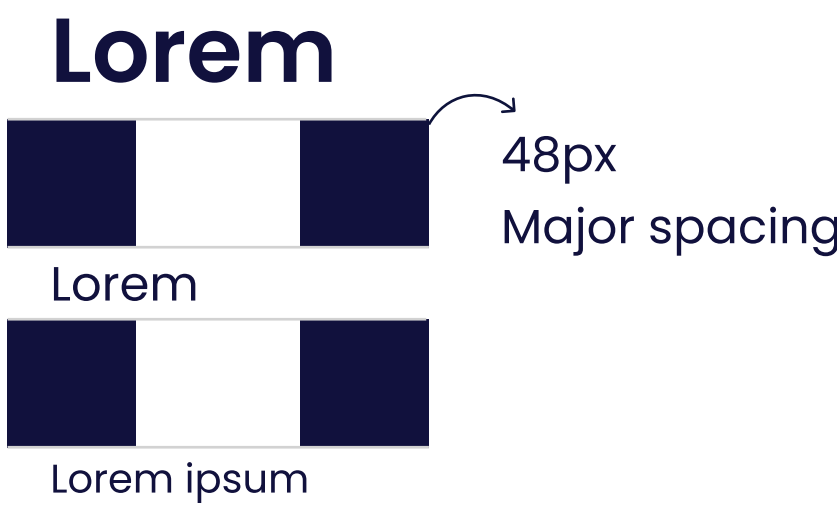
L



XL



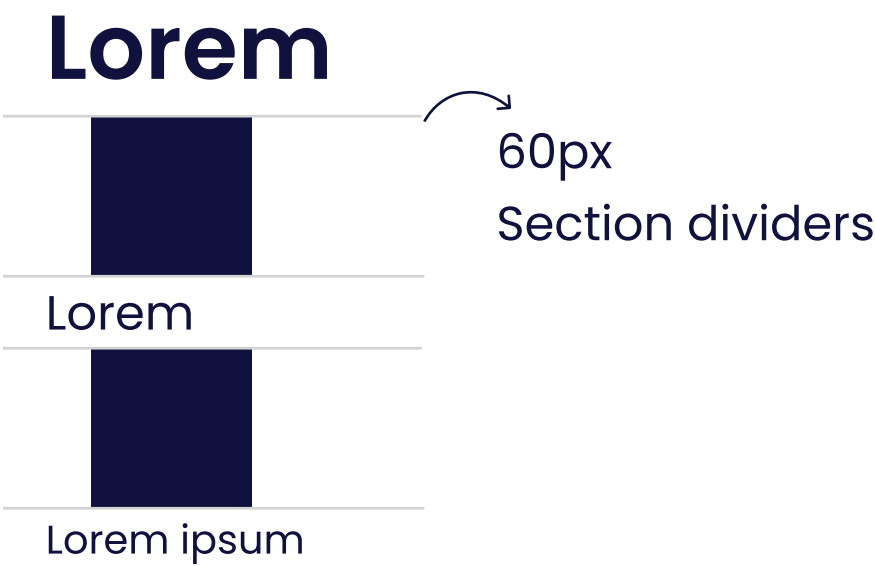
2XL



# LAYOUT & GRID SYSTEM

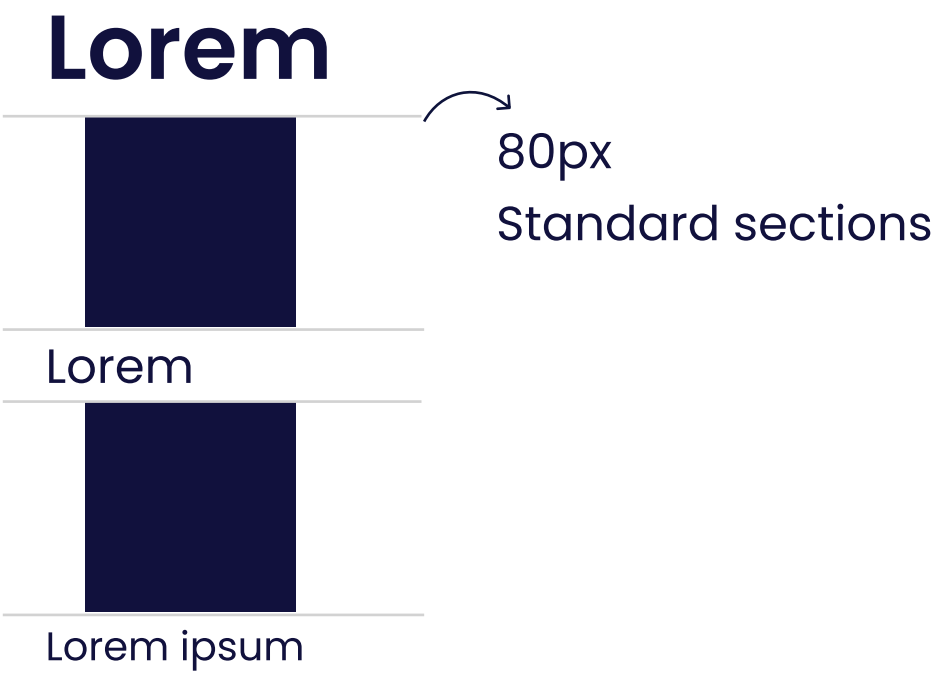
A 12-column responsive grid system with strict spacing tokens for enterprise consistency.

3XL



Spacing Tokens

4XL



5XL



## Desktop ( $\geq 1200\text{px}$ )

12 columns • Max width: 1320px • Gutter: 24px



## Tablet (768–1199px)

8 columns • Gutter: 20px



## Mobile ( $\leq 767\text{px}$ )

4 columns • Gutter: 16px



## Grid System





# IMAGERY SYSTEM

Photography, illustration, and iconography rules for maintaining medical credibility and enterprise consistency.



## Photography – Allowed

- U.S. clinical environments
- Real medical settings with blue/neutral lighting
- Healthcare professionals in authentic settings
- Data analysis and workflow imagery
- Subtle navy/teal overlays (15-25% opacity)

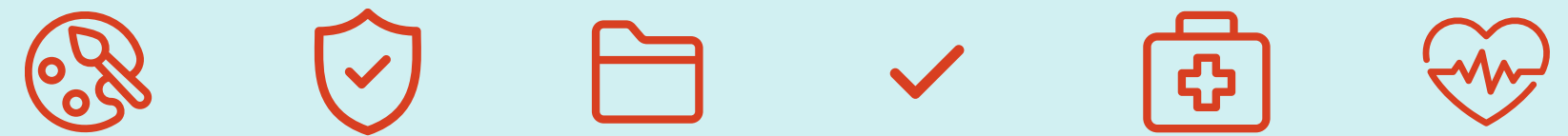
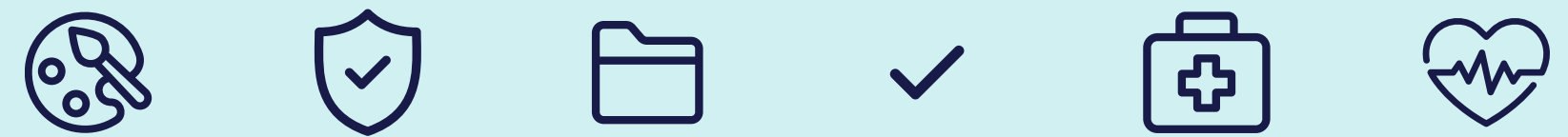
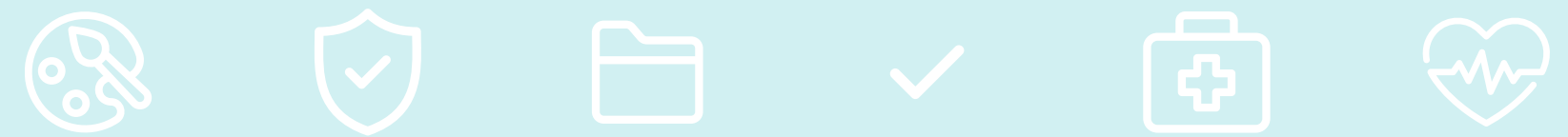
## Photography – Not Allowed

- Overly smiling stock models
- Non-U.S. hospital imagery
- Warm orange/yellow lighting
- Cartoonish or staged photos
- Call center or sales team imagery

# ICON SYSTEM

## Style Rules

- Line icons only (2px stroke)
- Rounded corners
- Teal primary, Navy secondary
- 24px or 32px sizes
- No solid fills
- No multicolor icons





# BRAND GOVERNANCE

Strict control system ensuring brand consistency across all channels and touchpoints.

## Tone of Voice

Precision

Compliance

Authority

Clarity

Clinical Neutrality

Correct Tone

"We reduce AR by correcting root-cause billing and coding errors before submission."



Incorrect Tone

"We really care about your success and work very hard to improve your billing!"



# BRAND QA CHECKLIST

## Visual Checks

- Approved color palette only
- Consistent spacing tokens
- Correct heading sizes
- Poppins font used
- Left-aligned layouts

## Content Checks

- Clinical tone maintained
- Data-backed claims
- HIPAA compliance
- No overpromising
- SEO structure correct



# DASTIFY SOLUTIONS

## BRAND BOOK

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**Trusted by 500+ Providers Nationwide**

Join the healthcare providers who have optimized their revenue cycle with Dastify Solutions

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