Klinea

Brand guidelines

Every conversation.
A clear next step.

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Behind every message is a person.



A question, an expectation, someone who wants to be heard before making a decision. Clinic communication begins with a reply; trust grows through the conversation that follows.

Klinea is built around that continuity: considering each person’s needs, the context of the conversation and the team’s next step together. Technology’s role is to simplify everyday work so people can give one another more attention.

Our identity carries the same idea. A Klinea wordmark that reads as one, generous space and controlled shades of blue. Calm, clear and confident. A brand that brings clarity to the next step in every conversation.

One word. One identity.



Klinea reads as a single word. The space between K and “linea” belongs to the selected vector drawing. Do not retype the logo, separate the letters or change its proportions.

Use the approved source artwork.

K, on its own.





Use the standalone K for compact spaces and profile images. Its drawing is identical to the K in the wordmark. Check legibility at small sizes and its appearance within a circular crop.

The optical centre may differ from the mathematical centre of the canvas.

Room to breathe.



x = H / 4

Leave clear space of at least one quarter of the logo’s height on every side. This space does not change the spacing between K and the remaining letters.

Working minimum sizes: 120 px for the wordmark, 24 px for K. Check at the actual display size.

Colour sets priorities.

#071C35	#0759E8	#ECF7FC	#5DD9F5	#FFFFFF

Use navy for primary text and dark surfaces, and cobalt for brand emphasis. Light surfaces give content space. Cyan is a supporting decorative colour.

Use a white logo on dark backgrounds. Maintain sufficient contrast between text and background.

Type keeps the message clear.

Aa Bb 0123

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The website uses PP Neue Montreal. This PDF uses embedded Arial with Turkish and German character support. The logo is independent vector artwork; never recreate it with a font.

Buttons: Baseline UI family, pill corners, 500 font weight, radial highlights and inset shadows. The same proportions scale for banners.

Light stays in the background.



Blue light, frosted glass and flowing surfaces are visual exploration directions. The background should support the shape of the logo and the legibility of the message.

These three directions are alternatives, not a final background selection.

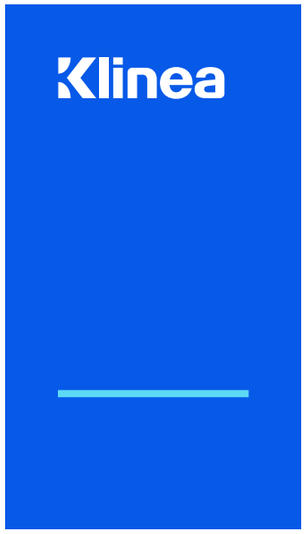
The same signature at every size.



1:1



4:5



9:16

Use the K symbol for profiles and the wordmark for covers and posts. Keep the logo and main message away from edges that may be cropped. Check the final upload preview on each channel.

Recompose content for square 1:1, portrait 4:5 and vertical 9:16 formats.

Motion follows the message.







Reveal the subject first, then supporting information and one clear next step. The static final frame should make sense without playing the animation.

The library includes seven HTML animations in each of Turkish, English and German. Banners use the same original logo artwork as this guide.

Direct. Human. Clear.

Every conversation.
A clear next step.

Use “danışan” in Turkish communications. Write short sentences, concrete actions and an understandable next step. Avoid unsupported revenue or outcome promises. Use British English consistently.

Every conversation. A clear next step.

The right file for the job.

SVG

PNG

PDF

Use SVG for scalable vectors and transparent PNG for quick placement. The source PDF preserves the selected logo drawing. Campaign ZIP files contain earlier design studies.

This 12-page working edition is available in three languages. The initial September guide remains in the archive.