

Cara Care

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Introduction

Our brand isn't just the logo, the colors, and the typography we have chosen, but rather the overall set of qualities we want to communicate when putting Cara Care in front of the world. Our brand helps us build a positive relationship between our product and the people who see it—not just to stand out in a crowded marketplace but to become a trusted partner in health care.

Beyond that, our brand also provides internal clarity about who we are, what we do, and what we want to become. This document lays out the strategy behind our brand and how it relates to the visual style we have chosen for it.

Cara Care's brand consists of the following elements:

- This brand strategy;
- Our visual design (Logo, typefaces, colors);
- Our copywriting (Voice, tonality, messaging);
- Our brand touch points (Our app, website, etc.).

Brand Principles

Cara Care's brand is based on a number of attributes we've defined for it. These attributes are the foundation of our visual identity, our copywriting guide, and all other expressions of the brand.

We've agreed on the following three **brand principles** that sum up the most important attributes about Cara Care and what we have to offer.

To make it even clearer, we've added a list of **brand filters** that document what the brand expressively doesn't do. Filters help us analyze brand-related ideas and discard those not in line with the main principles.

1.1 Brand Attributes

1.1.1 Accessibility

Cara Care makes high-quality and medically sound treatment for GI issues accessible to anyone affected by them.

Here's what that means:

- There's a widespread lack of knowledge and rampant misinformation about treating GI issues. Cara Care addresses the knowledge gap—by providing reliable information and guidance in a central place.
- Doctors lack knowledge about nutrition and behavior, making it hard for them to help people with GI issues. This is where Cara Care takes over to offer a more holistic treatment.
- Anybody can access Cara Care to learn and track how their lifestyle impacts their wellbeing. The core functionality is free and open to all, a paid premium program offers additional features and treatment.
- Overcoming GI issues often requires a change in behavior. Cara Care provides the cues to make a lasting change.
- Available on a common smartphone, patients don't need to buy expensive equipment to use Cara Care.

1.1.2 Personalization

The experience a patient has and the treatment they receive is tailored to their individual needs.

Here's what that means:

- Cara Care's core product is custom-made treatment for each patient.
- To that end, Cara Care creates a diagnosis and personalized solution for each patient. This includes nutritional advice customized to each patient's unique lifestyle. Ongoing dialogue to ensure the advice fits into their life and has the desired effect.
- Interactions with patients are personal: Nutritionists and patients see the treatment through together.

1.1.3 Courteousness

Cara Care is courteous in helping people navigate GI issues.

Here's what that means:

- Cara Care's team feels a strong responsibility towards patients. It treats them respectfully and attentively.
- It not only provides information and therapy but crucially also the positive reinforcement and validation that's necessary to get better.
- Cara Care is kind and professional. It actively listens, isn't bothered or disgusted, and helps out with decisive action.
- Acting gracefully, it makes dealing with GI issues and the associated taboos appear easy and straightforward.

1.2 Brand Filters

Here is what expressions of the Cara Care's brand should expressly **not** be like.

1.2.1 Infantilizing or belittling

Patients understand that the issues they're facing are serious but stigmatized. They're looking for help—but appreciate being treated as grown-ups: Receiving clear information that addresses even stigmatized topics head-on. We avoid oversimplified language, childish illustrations, and trendy emoji.

1.2.2 Disgusting

It's hard enough to deal with GI illness in the first place. Users don't need to be confronted with unappetizing imagery or too vivid descriptions of feces.

1.2.3 Elitist

Users should associate positive feelings with the brand. Overly complicated (medical) language or sterile imagery turn them off.

1.2.4 Judgemental

Raising the finger, scolding users, or acting bossy has been shown counterproductive since it often pushes users to return to previous behaviors.

Brand Goals

The following list documents the goals for Cara Care’s brand, how they have evolved from our previous branding, and how the goals are being expressed in the new brand.

2.1 From Tool to Companion

Our app does a great job when it comes to food tracking and identifying how lifestyle affects wellbeing. However, many people see Cara Care just as a simple, utilitarian tool rather than full-fledged treatment.

Finally, being a companion means that Cara Care doesn’t replace but augment the services offered by a doctor: It explains, consults, and offers practical help. With the data it generates, it can even help doctors more easily diagnose somebody's condition.

2.1.1 Key Qualities

- We take customers by the hand and make a case for giving us more information;
- We’re clear about our role vis-à-vis physicians: We don't replace them but work hand in hand with them, providing the data that helps them make a more accurate diagnosis;
- We point out that we listen and take our patients seriously;
- We emphasize the strong data protection laws in Germany.

2.1.2 Branding Aspects

In terms of branding this means making Cara Care appear friendlier and more approachable, easier to understand and use, while remaining medical in nature. We ensure our content is medically sound yet understandable without resorting to overly complicated language.

2.2 From App to Platform

Rather than limiting Cara Care’s offering to an app, we want to become a platform synonymous with treatment for GI issues. This means not limiting ourselves to having an app but helping patients wherever they need help.

2.1.1 Key Qualities

- We are where our customers are.
- We think beyond the current offering and strategy.
- We’re clear about being a Berlin-based technology company/startup.

2.1.2 Branding Aspects

In terms of branding this means setting up Cara Care’s visual identity to work across different touch points, such as the app, the web, or even on printed materials. We make sure our appearance and tone is consistent across different platforms.

2.3 From Nutritional Advice to Holistic Treatment

Expanding the scope of what Cara Care offers, we are moving beyond nutritional advice and supplements into a more holistic treatment that includes behavioral change and lifestyle adjustments.

2.3.1 Key Aspects

- We call out the benefits of the additional treatment;
- We emphasize the importance of lifestyle change and behavioral adjustments to make a value proposition for these services;
- Rather than something with a stigma, we position them as a premium offering;
- We’re clear that our increased offering means we need to demonstrably help more patients overcome GI issues.

2.3.2 Branding Aspects

This requires creating an identity that's flexible enough to accommodate different types of treatment and isn't limited to the symbolism or imagery of nutrition.

Brand Narrative

How we present our brand is based on how we define Cara Care. These talking points help us express who we are and what we do. They might change as our company evolves.

3.1 How We See Ourselves

3.1.1 We are...

Physicians

Our founders have studied medicine and are knowledgeable about gastrointestinal issues, what causes them, and how to address them.

Dieticians

We're certified experts in nutrition and understand how food and its preparation relates to GI issues.

Therapists

We understand what motivates people, how habits are formed, and how to change behavior over time.

Technologists

We understand that technology is transforming medical care, making supplemental treatment accessible to anyone who needs it, wherever they are.

Trustworthy

Based on our credentials, experience, and ongoing focus on GI issues, users can rest assured that they're receiving accurate information.

3.1.2 We want to...

Fill a gap.

We understand that physicians provide insufficient information and the internet often inaccurate advice for people to get better. We provide that missing information.

Make a difference.

Change in behavior and lifestyle is key to managing or overcoming GI issues. We run Cara Care to help people make that change.

Overcome the stigma.

We know that people with GI issues suffer not just from their condition but also from the stigma surrounding it. We know that this is a common issue, which is why we believe there's no need to feel bad about it. Instead, we want to show readers a graceful way of dealing with GI issues as they get better.

Become a solution.

For people who have struggled with GI issues for years, Cara Care might be the last hope to get better.

3.2 Company Summaries

Based on how we see ourselves, we've created the following company summaries for different purposes. Each reflects what we do and how we present ourselves to the world.

3.2.1 Overall Narrative

EN

At Cara Care, we understand that gastrointestinal issues and sensitive stomachs are common problems affecting people everywhere. We believe that those affected are underserved by health care and that a new approach can make a meaningful difference in their lives.

Our companion app and digital platform provides effective, holistic help against gastrointestinal issues. People who use it get access to detailed nutrition tracking and can upgrade to a premium program to get their own personal expert on gastrointestinal issues. The expert provides nutritional advice, behavioral coaching, and other types of medically-proven treatment.

With Cara Care, people can learn about how their nutrition and lifestyle affects their wellbeing, find out how to improve it, and ultimately manage their condition—all in a simple and accessible way.

Based in Germany, Cara Care is subject to some of the world's most stringent data protection laws, meaning that our users' health information remains private throughout—unless users explicitly share it with their doctors.

DE

Wir bei Cara Care wissen, dass viele Menschen einen empfindlichen Magen oder ein sensibles Verdauungssystem haben. Wir glauben, dass Betroffene keine adäquate Hilfe vom Gesundheitssystem erhalten und das eine neue Herangehensweise notwendig ist.

Unsere App und digitale Plattform bietet effektive, ganzheitliche Hilfe bei sensiblen Verdauungssystemen.

Nutzende profitieren von einem digitalen Ernährungstagebuch und bekommen mit der kostenpflichtigen Premium-Programme Zugriff auf individuelle Berater. Diese bieten Ernährungsberatung, Verhaltenstherapie und weitere medizinisch nachgewiesene Behandlungsmethoden an.

Mit Cara Care können sich Nutzende darüber informieren, wie ihre Ernährung und ihr Lebensstil das Wohlbefinden beeinflussen. Sie lernen, womit es ihnen besser geht und wie sie ihre Symptome in den Griff bekommen – auf einfache und verständnisvolle Weise.

Cara Care hat seinen Sitz in Deutschland und unterliegt daher den strengen deutschen Datenschutzgesetzen. Die Gesundheitsinformationen unserer Nutzenden werden nie weitergegeben – außer Nutzende erteilen ausdrücklich die Erlaubnis dazu, sie mit ärztlichem Personal zu teilen.

3.2.2 Elevator Pitch

EN

“Cara Care is a platform that provides medically-sound help against gastrointestinal issues of all kinds. Using our free tracking app, people learn how their nutrition and lifestyle affects their well-being. Our premium program offers tailor-made help from nutritional and behavioral experts to help people manage or overcome their condition.”

DE

„Cara Care ist eine Plattform für Menschen mit einem sensiblen Verdauungssystem. Mit unserer Tracking-App kann jeder gratis herausfinden, welchen Einfluss Ernährung und Routine auf das Wohlbefinden haben. Nutzende der Premium-Version erhalten Hilfe, Verhaltensempfehlungen sowie Ernährungsberatung, um ihre Beschwerden in den Griff zu bekommen oder zu überwinden.“

3.2.3 Boilerplate

EN

“Cara Care offers holistic digital help against gastrointestinal issues. Its companion app lets users understand how their lifestyle affects their well-being, and its personal experts provide users with a tailor-made program to get better.”

DE

„Cara Care bietet eine umfassende digitale Beratung für Menschen mit einem sensiblen Verdauungssystem. Nutzende der App finden heraus, welchen Einfluss Ernährung und Verhalten auf ihr Wohlbefinden haben und bekommen ein individuell erstelltes Programm, das ihre Symptome lindern kann.“

3.2.4 One-Sentence Summary

EN

“Cara Care is a digital platform providing effective help against common gastrointestinal issues.”

DE

„Cara Care is eine digitale Plattform, die Menschen mit sensiblen Verdauungssystemen Hilfe bietet.“

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Introduction

This guide contains the principles and rules to use when writing for Cara Care—be it marketing copy, app messaging, editorial content, or customer support emails.

It is intended as a living reference, which means that the guide:

- Is based on our Brand Principles;
- Establishes rules for content and copywriting based on them;
- Contains all important information required to write;
- Helps writers look up rules when in doubt;
- Should be modified and extended as new use cases emerge.

0.1 Why Do We Need This?

Consistency is crucial when creating a credible and recognizable brand. This is especially true for written communication: Writing not only transports the information contained in the text but also transmits the qualities and characteristics we want audiences to take away about Cara Care.

These rules not only help us write more consistently but also make sure the writing works hand in hand with our visual identity to form a brand character.

0.2 Index

1. Writing Goals;
2. Narrative;
3. Voice and Tonality Guide;
4. Glossary;
5. Grammar and Spelling;
6. Article Writing Guidelines.

Writing Goals

We want to help people feel better. Through our writing we tell them about Cara Care and about their conditions, assist in navigating the app, give recommendations, provide treatment, or help out in case of problems.

In our writing, we want the following three brand principles to shine through:

- 1. Accessibility:** We use clear words and sentences that make sense, get to the point, and don't disenfranchise our readers. Our writing is accessible and understandable.
- 2. Personalization:** We speak directly to our readers to make them feel at ease and trust us. We're reassuring and graceful about GI issues.
- 3. Courteousness:** In our written communication we're helpful, polite, and pass on useful information. If we don't have anything to say, we don't publish it.

Voice & Tonality Guide

2.1 Introduction

What is the difference between voice and tone? It's easiest to understand if we consider the way humans speak.

- A person's **voice** is always the same, the **tone** they use changes based on the context they're in.
- For instance, one uses a different tone when speaking with friends than in conversation with a business partner.
- What's an appropriate tone depends on the emotional state of the person being spoken to: Someone who is uncertain or in distress requires a more reassuring tone than a person who isn't.

We aim to use the same voice across our different channels. However, we adjust the tone depending on the context in which we're writing.

2.2 Voice

Our updated branding has given us renewed focus on who we are, what we offer, and what role we play in our peoples' lives: Cara Care is a helpful, encouraging companion for them. We are personal in our interactions with them but also self-assured about our expertise. These are unchanging values in our communication and they determine our voice.

Friendly: We're nice and forthcoming with information.

- "We're happy to help you."
- "We'll let you know what works."

Confident: We know what we're talking about and capable of. We want to be a trusted source of information.

- "With Cara Care, you'll learn what's causing digestive issues and how to overcome them."
- "Built and maintained by physicians, we make sure that all our advice is medically sound."
- "Try our premium program! We're sure it will help you feel better."

Reassuring: We have working solutions for what ails our users. Our voice is a reminder that this is the case.

- "Feeling bloated? Help is on the way."
- "With round-the-clock access to nutritionists, Cara Care helps you take control of your gut issues."

Clear: We state unambiguously what we're about.

- "Cara Care helps you overcome digestive issues."
- ~~"No matter what ails you, Cara Care is an effective remedy."~~

Unencumbered by taboos: We normalize GI issues by talking about them like the common condition that they are.

- "Regular diarrhea is a clear sign that your nutrition isn't right."
- "We understand that digestive issues can be an awkward topic. They don't have to be."
- ~~"Your secret is safe with us."~~

Free of slang and jargon: We write in a plain language to clearly state what we mean.

- "In other words: If you're facing the following symptoms, you should see a doctor."
- "Cara Care's app-based therapy gives your round-the-clock access to certified nutritionists. Take the guesswork out of your gut and find food that works for you."
- ~~"Time to disrupt how gastrointestinal illnesses are addressed: Cara Care is passionate about your health. A Berlin-based team of psychologists and gastroenterologists supports you every step of the way."~~

Doesn't resort to clichés: We avoid tired phrases and empty promises. As a rule of thumb: If you've heard a phrase repeated in a TV ad, it's probably a cliché.

- "We make a difference in your digestion!"
- "Feel like a new person with Cara Care!"

2.3 Tone

Our tone depends on the context where our writing appears. While we try to maintain consistency, some contexts require a different tone than others.

In our medical content and in dialogue with users:

Approachable: We're scientific but we're not talking to scientists. That's why we sound patient when we explain things and use common terms that people understand—without being condescending.

- "When you start to use Cara Care, we ask you a number of questions to learn what you're struggling with."
- ~~"When first signing up, we perform an anamnesis"~~

Inclusive: If possible, point out that the condition affects many people—and that the reader is just one of many.

- "Do you often feel bloated? It happens to a lot of us."
- ~~"We can't help people with your issue."~~

Dignified: We don't belittle people, disregard their suffering, or infantilize them.

- "We have heard from a lot of people that this is a big problem. There are two approaches that help most of them."
- ~~"Does your tummy hurt? That shouldn't be a problem."~~

Trustworthy: Our advice is grounded in the knowledge of true medical experts. We don't shy away from complicated topics, but we explain them correctly and in terms people can understand.

- "Crohn's disease is a chronic inflammatory bowel disease. It is not an easy condition to diagnose because its symptoms are easily confused with others."

In marketing copy on the website or on social media

Activating: We want to take users by the hand and lead them from nutrition tracking to our treatment options. We may also encourage users to reach out to us. We avoid being pushy.

- "Move beyond tracking: With Cara Care Premium, you get access to a personal expert who helps you overcome your condition."
- "Share what makes you feel better: Here are the best recipes recommended by other Cara Care users."
- "Upgrade to our premium program for access to your personal expert."
- ~~Don't miss out! Upgrade now for premium content.~~
- ~~Sorry to see you go. We'll miss you as a subscriber.~~

Positive: We want to show that overcoming GI issues is possible with Cara Care.

- "No matter what's causing you problems, Cara Care is here to help—with personalized therapy right on your phone."
- "Feeling better can be quite straightforward. With the right nutrition and behavior, you can soon feel a lot better."

In customer support

Understanding: We acknowledge if something went wrong and try to fix it.

- "We're very sorry that your app keeps crashing. A few users have reported this issue to us and we're already working on a solution."
- "Sorry to hear that your experience with Cara Care wasn't as expected. Please let us know how we can do better."

Open to feedback: We want to constantly get better. We invite feedback from users.

- "Can you spare five minutes? This survey let's us find out how you use Cara Care and what we can improve."

Glossary

This glossary helps us find the right words for our writing. We use this vocabulary to remain consistent and to avoid ambiguities.

3.1 Terms We Use

This is an index of words we use and the context in which we use them.

- **Condition/Zustand o. Erkrankung:** The GI issue a user is suffering from.
- **Treatment/Behandlung:** Our custom-made plan to help users manage their condition. Not a therapy (too associated with mental illness), not a cure (since we can't promise that).
- **GI issue/Verdauungsbeschwerde:** Simple catch-all terms for the *conditions* we treat.
- **Irritable Bowel Syndrome (IBS)/Reizdarm(-syndrom)**
- **Inflammatory bowel disease (IBD)/Chronisch entzündliche Darmerkrankung (CED)**
- **Gastroesophageal reflux disease (GERD)/Sodbrennen**
- **Functional Dyspepsia/Funktionelle Dyspepsie**
- **Experts/Experten:** Catch-all term for the person a premium program user interacts with when receiving their treatment.
- **User or Patient/Nutzer o. Betroffener:** We might want to avoid patient, since we're trying to avoid the stigma of disease.
- **Dietician / (zertifizierter) Ernährungsberater:** Cara Care's staff that helps users manage their condition through expert advice. As opposed to a *nutritionist*, a dietician is by definition certified.
- **Physician/Arzt:** The users' usual medical professional. We try to avoid the term *doctor*, GP or MD, simply sticking with *physician*. We also use this term when talking to medical professionals on our staff.
- **Partner/Partner:** Anyone that Cara Care has a cooperation with—such as an insurance or a pharmaceutical company.
- **Platform/Plattform:** How we speak about our own offering.
- **Health Survey/Krankheitserfassung:** The first conversation a user has when upgrading to paid treatment. We avoid the terms *exam* or *anamnese*.
- **Cramp/Krampf**
- **Bloating/sich aufgebläht fühlen**
- **Flatulence/Blähungen**
- **Bowel Movement/Stuhlgang:** We may use "poop" in the future.
- **Symptom or Complaint/Beschwerde:** What *users/patients* experience that points to their condition.
- **(Health) start-up/(Gesundheits-)Start-up:** The kind of company we are. Avoid conflicting spellings like startup.

3.2 Terms We Avoid

Medical Terms:

- **Disease/Krankheit:** Stigmatizing.
- **Patient/ Patient:** Ours is not a doctor-patient relationship, so we avoid the term.
- **Healing/Heilung:** Overly esoteric. We speak about *overcoming* or *managing* the *condition*.
- **Cure/Heilung:** We can't and aren't allowed to promise a cure.
- **Tummy:** It's an infantilizing term.
- **Sufferers/Leidende:** While we take suffering seriously, we don't need to overemphasize it.
- **Nutritionist:** We use *dietician* instead.
- **Doctor/Doktor:** We use *physician* instead.

Business Buzzwords:

- **Incentivize:** Sounds too much like a con.
- **Leverage:** Overused
- **Disruption:** Overused
- **Thought Leader:** We might want to become one, but we don't use that term explicitly.
- **Synergy:** Overused
- **Dynamic:** The fact that we're dynamic should be clear from our product and copywriting, not from our insistence.
- **Onboarding:** Cara Care is not a boat.

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Introduction

With Care Care's most recent rebranding, there have been a number of changes that impact the visual style of the design language. Within this kit we'll explain the ins and outs of how to appropriately make use of the redesign so that we maintain consistency across touch points.

0.1 Purpose

The guidelines are meant to be taken at face value, but they are not an intangible law—that is, there is space left for the natural evolution of the brand language as long as it is something that has been agreed upon by the majority of the stakeholders involved in the process, and carries the blessing of the person assigned as brand steward.

0.2 Brand Stewardship

Consistency is key in branding, and it's easy to lose sight of the big picture when you're involved in the day-to-day tasks related to the visual brand. For this reason, we recommend appointing a brand steward: Someone who has a final say on whether or not a visual piece will make it to the public or not. This doesn't mean that the steward must be consulted on *all* releases, especially those that have been shown to respect these present guidelines, and especially after the creator has been vetted with a number of previous assets being produced accordingly.

Current brand steward: juan@cara.care

1. Design Principles

There's a set of principles which guide Cara Care's new design language; think of them as a foundation for all things visual, something that acts as a core in terms of *how* and especially *why* something should be done the way it is. As such, principles are meant to be more than just words. Simply saying something was designed to be friendly, for example, is less valuable than that visual actually eliciting a friendly reaction in someone who's part of your asset's target.

1.1 Personality

1.1.1 Warmth

The predominant feeling that one should get from a Cara Care visual is that of a person providing advice with warm kindness. It means any feelings of overbearing authority or strict advisorship are a no-go simply because they conflict with the overall brand strategy.

One easy way to communicate warmth are through chromatics: Go for backgrounds in either light pastels or in tones that are saturated without feeling oppressive.

Likewise, create compositions that offer plenty of space to the focus area, so that the person looking at it can navigate it by themselves without being forced into a singular point of view.

1.1.2 Friendliness

Cara Care offers advice and guidance because it legitimately cares about the health of the people we're talking to—in that sense, we're friends looking out for friends. Instill a sense of care into your designs so that you don't come across as forcing, instead you simply offer the facts and let them decide what to do with the information provided.

Similar to scribbling down notes for your friends and adding your own personality to them, use Cara Care's design language and illustration kits to create compositions that aid the person behind the screen to better understand themselves.

Typography can certainly help here as our main headline typeface, Recoleta Alternative, perfectly carries that sense of humanity behind the words. Use it to convey the key message. Create illustration scenes that use characters and visual metaphors in a way that approaches the topic while still respecting the seriousness of the matter. Illustrated characters are permanently exploring the space around—use that to your advantage.

1.1.3 Grace

At the end of the day, we're helping people tackle very real issues in their lives. That's definitely something to be proud of, but we also have to be delicate when providing guidance—we're very likely neither the first nor the last source they're looking at, and ultimately the choice of who to listen to is in their hands. When creating assets for Cara Care, be sure to be in a role where you *present, encourage, and explain* rather than *caution, instruct, and direct*.

Provide the key topics so that information is laid out instead of pointed out. Try not to underline messages, don't point arrows at it, or otherwise highlight it aside from simply defining the composition so that the eye is naturally guided to what's at the heart of the design.

1.2 Graphic Values

1.2.1 Organic shapes

Cara Care's illustration and design system is centered around its use of shapes with a natural, organic feel to them. Think of how fruits and vegetables look, and then expand upon that. This means no—or very few—sharp angles and aggressive forms, so that each shape has a friendly feel to it.

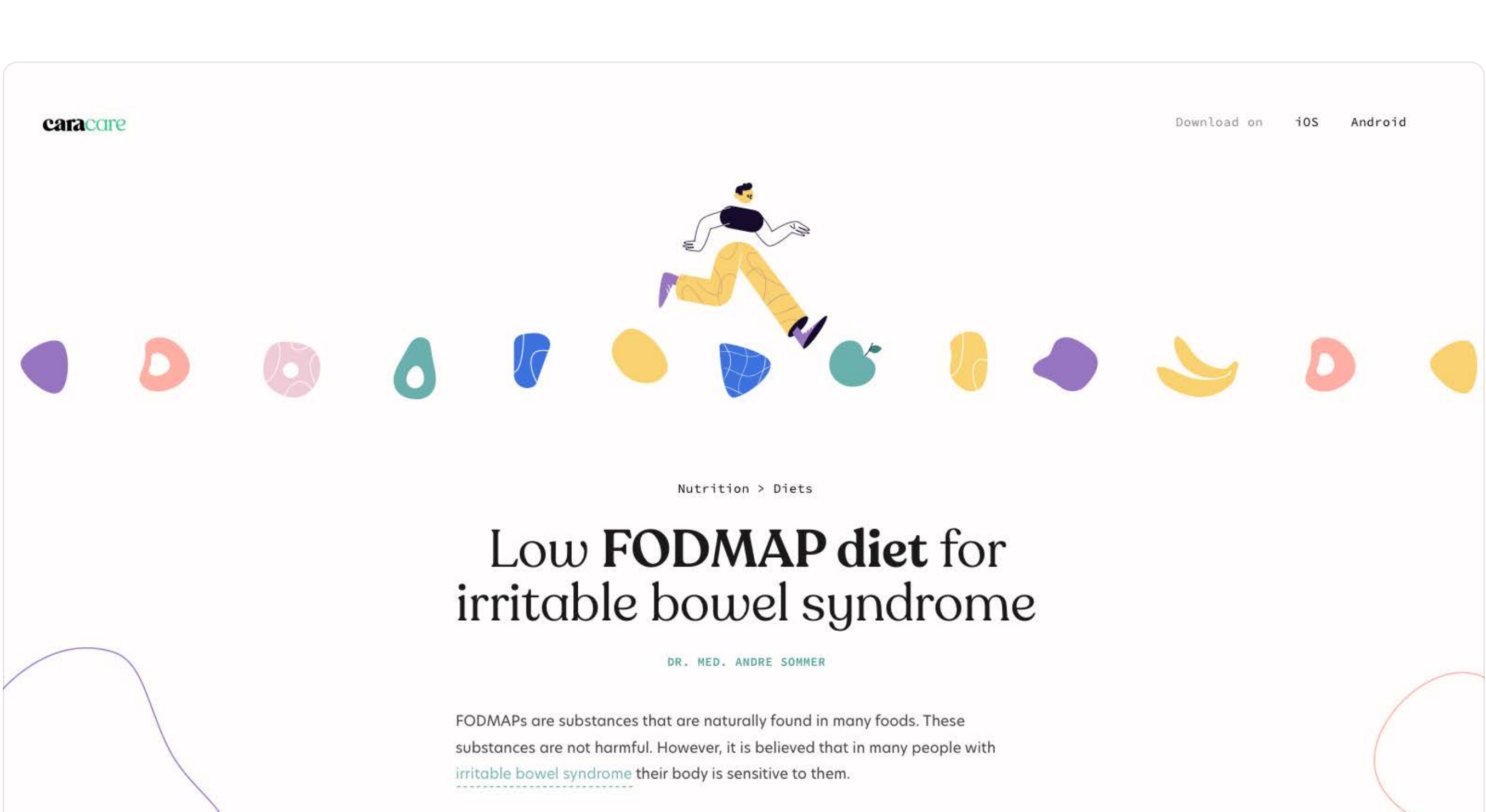
You can use these shapes in multiple ways:

- providing filling for an illustration;
- acting as a background pattern;
- serve as the base mask for photography;
- and many others.



1.2.2 White space

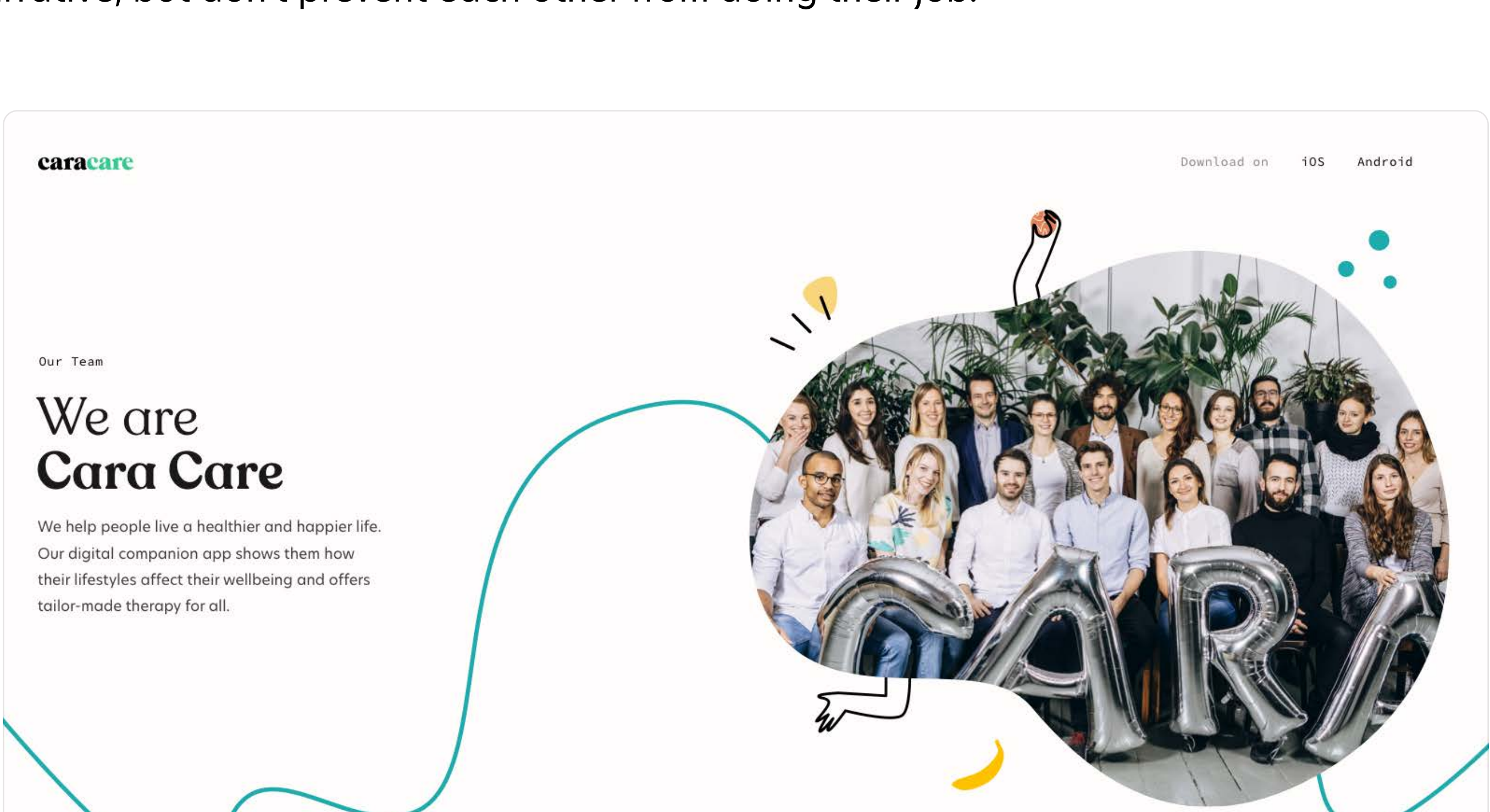
Be sure to provide ample space and breathing room for the content to live in, so that the composition isn't cramped or otherwise impeded by too many things going on. Provide sufficient distance between any illustration and typographic applications, enough for the first to be viewed without any distractions and for the second to be read without necessarily first looking at the illustration.



1.2.3 Common flow

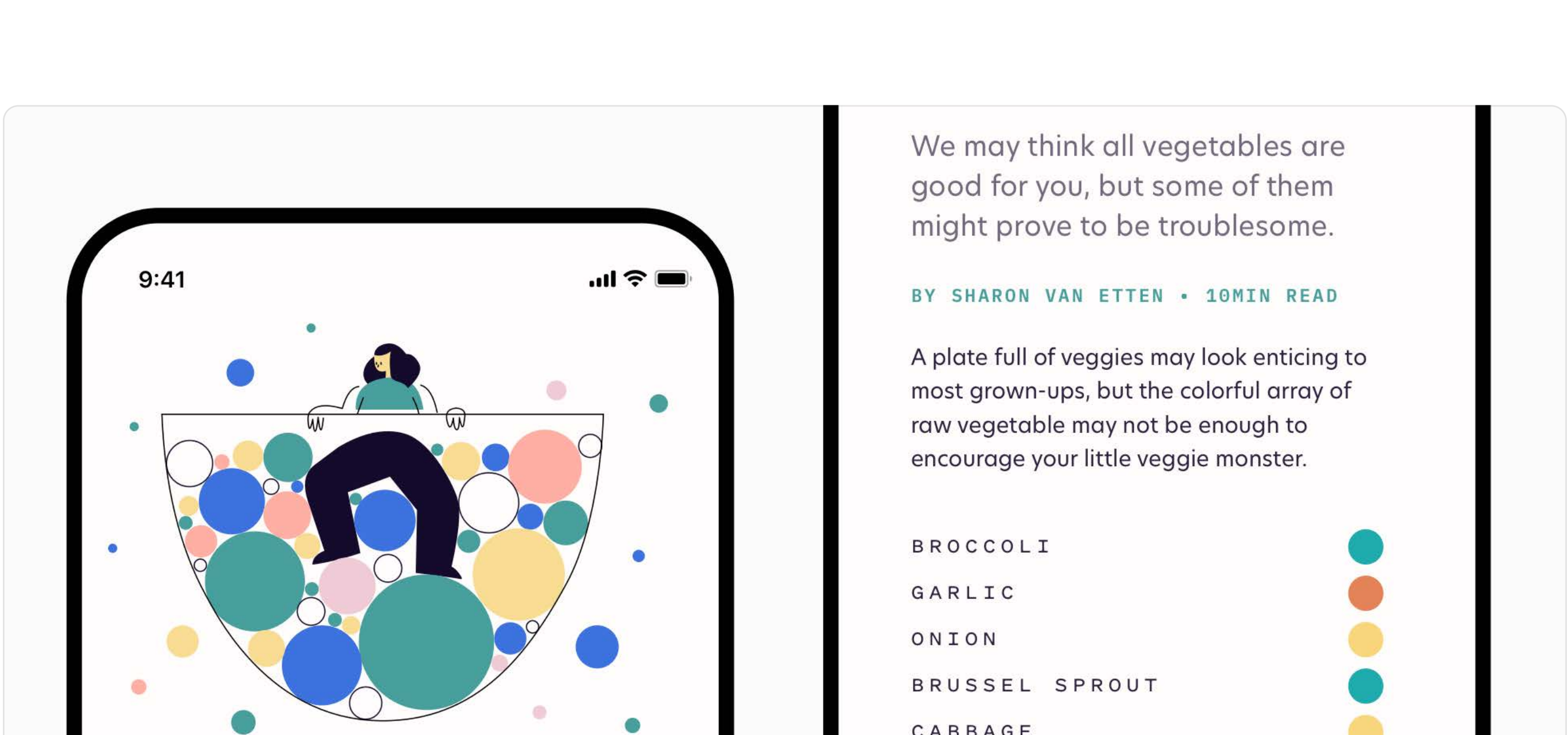
The different elements placed in a composition should work together in creating a narrative. This means that they have a certain connecting feature, whether it's rhythm (how elements are naturally directed/oriented) or flow (how things follow a single connecting line; sometimes literally).

This aspect shouldn't prevent the white space value to be exercised—it simply is an addition to how the rhythm is enacted. Sometimes you can move elements closer together (especially on smaller screens) so that they coexist in the narrative, but don't prevent each other from doing their job.



1.2.4 Chromatic variation

The Cara Care color palette has ample variety and at the same time sufficient interplay to exist in the same space. Don't be afraid to put it to good use—color diversity is one of the best ways to communicate our design principles such as warmth and friendliness.



1.3 Goals

These design principles are meant to serve as the underlying direction of all designs made and displayed under the Cara Care brand. At all times, you should be thinking:

- Is this design friendly enough?
- Am I communicating a feeling of warmth?
- Do I provide enough white space for my compositions?
- and so on and so forth.

This isn't to say these rules will exist forever, but to break the rules you must know them first. Graphic values can be avoided as long as the core principles are maintained. The principles themselves can be given up in extraordinary cases: Warmth may give way to a very serious tone, or grace can be abandoned if you're trying to provide a critical warning.

Ultimately, design is not static. It evolves along with the brand—this is the reality we must face—and as such it is our responsibility to keep these design guidelines up-to-date.

2. Logo

2.1 Main Logo (incl. save space)



2.2 Alternative Logo (incl. save space)



2.3 Logo Bubble



3. Typography

Our type choices have been specifically selected to uphold our key design principles—warmth and friendliness—while working together in a harmonious way.

3.1 Typefaces

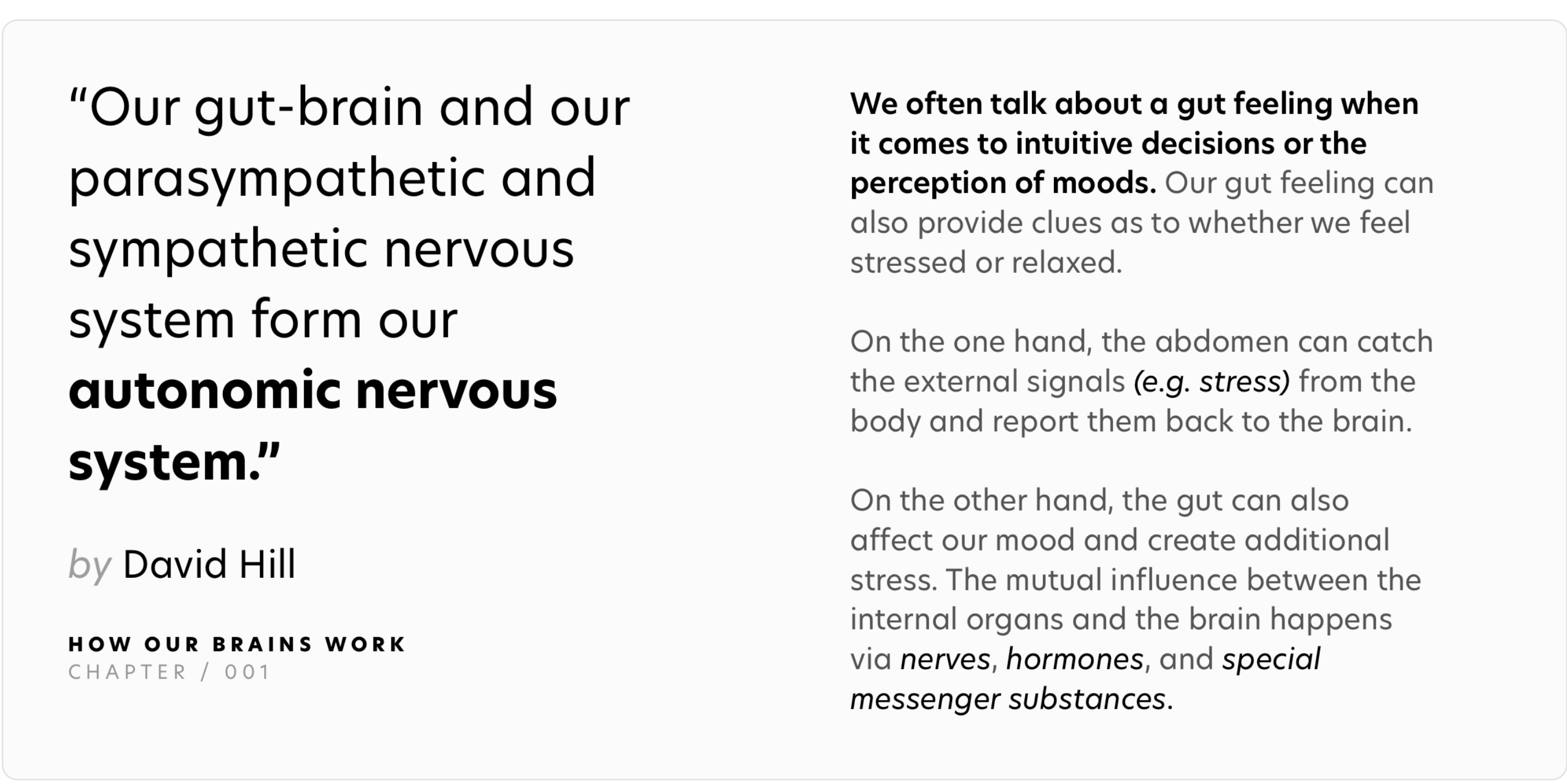
3.1.1 Headline – Recoleta Alternative

Serving as our primary headline typeface, Recoleta Alternative is a serif designed by Jorge Cisterna that's at the same time modern, yet old-style. It combines a variety of ingredients from various 1970s typefaces focusing on soft, gentle shapes and fluidity, mixed into a single design that features familiar, yet fresh, modern flavors.



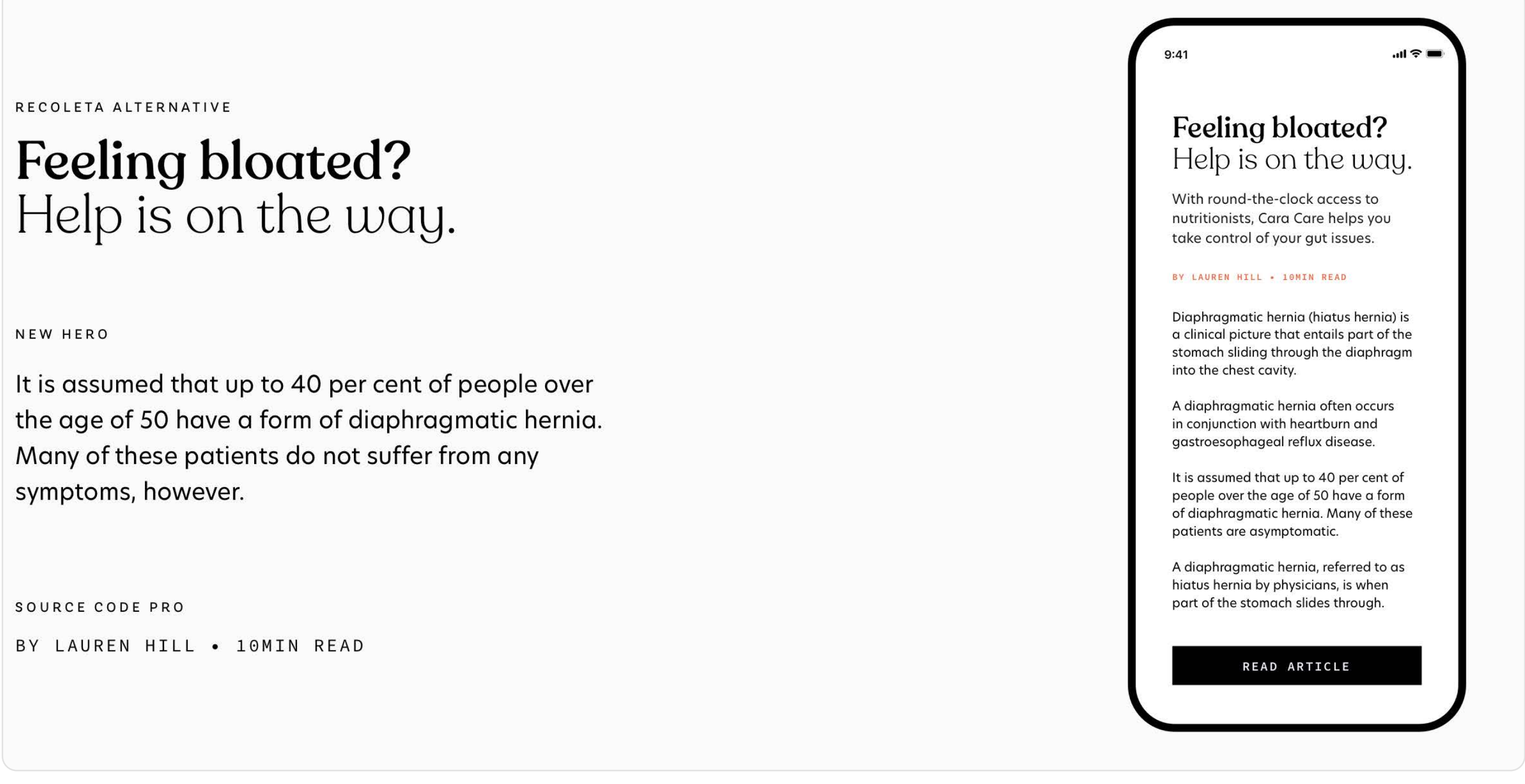
3.1.2 Body – New Hero

Cara Care's body typeface is New Hero, aptly named to suit our mission of acting as helpers for issues previously undiscussed. New Hero is a powerful geometric sans-serif designed by Miles Newlyn that is perfectly suited to balancing Recoleta's fluid shapes with its rounded forms. New Hero also has an extensive character set, including Cyrillic and Greek, so you're able to communicate to every market Cara Care activates in.



3.1.3 Tertiary – Source Code Pro

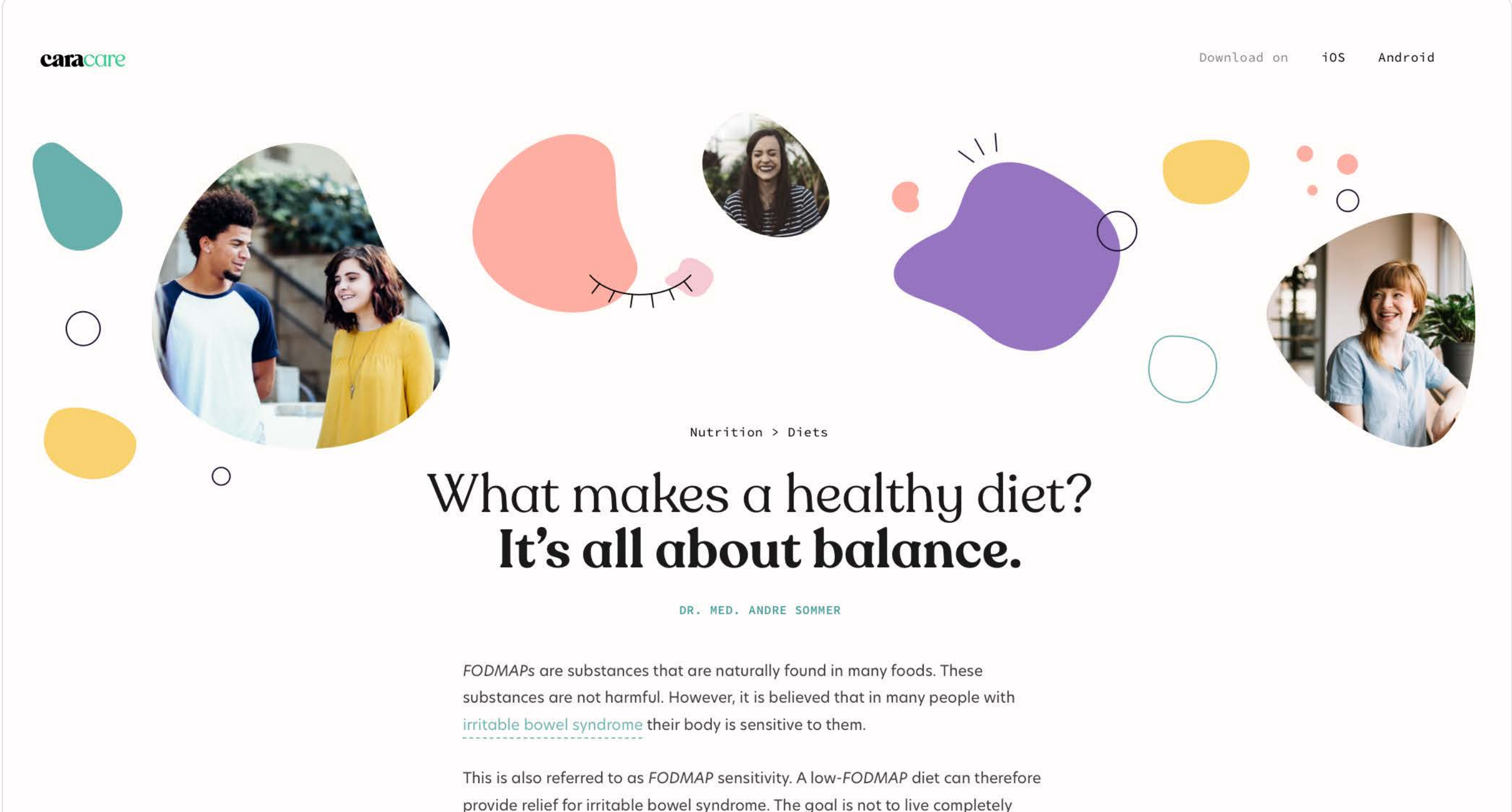
Designed by Paul D. Hunt, Source Code is a monospaced typeface meant to act as a companion to New Hero, conveying key information in layouts where accuracy is important, such as numbers / weights, bylines, food lists, and so forth.



3.2 Type treatment

3.2.1 Weight variation

With three primary weights for each of the typefaces, we have plenty of options in which we can create hierarchy of information through simply alternating weights. Don't be afraid to use the bolder variants for key words or sentences, nor to use italics to highlight important terms in a paragraph.

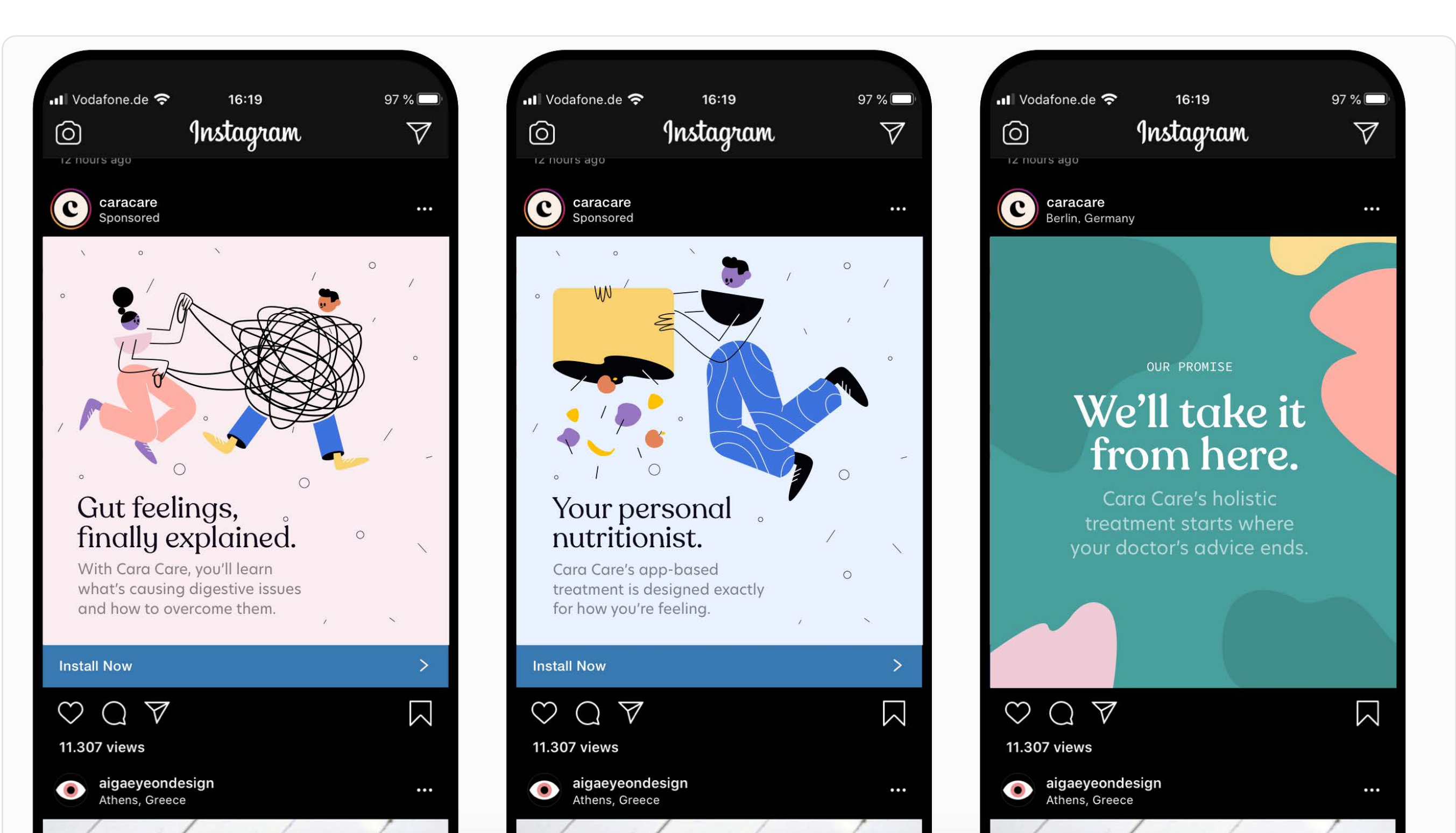


3.2.2 Leading

Building off the white space design value, leading should in most cases be generous enough so that the color of the content is fairly light. While there is no exact rules for this, try using a type size / leading proportion between 1:1.33 and 1:1.5 for body type, and between 1:1 and 1:1.15 for headline type.

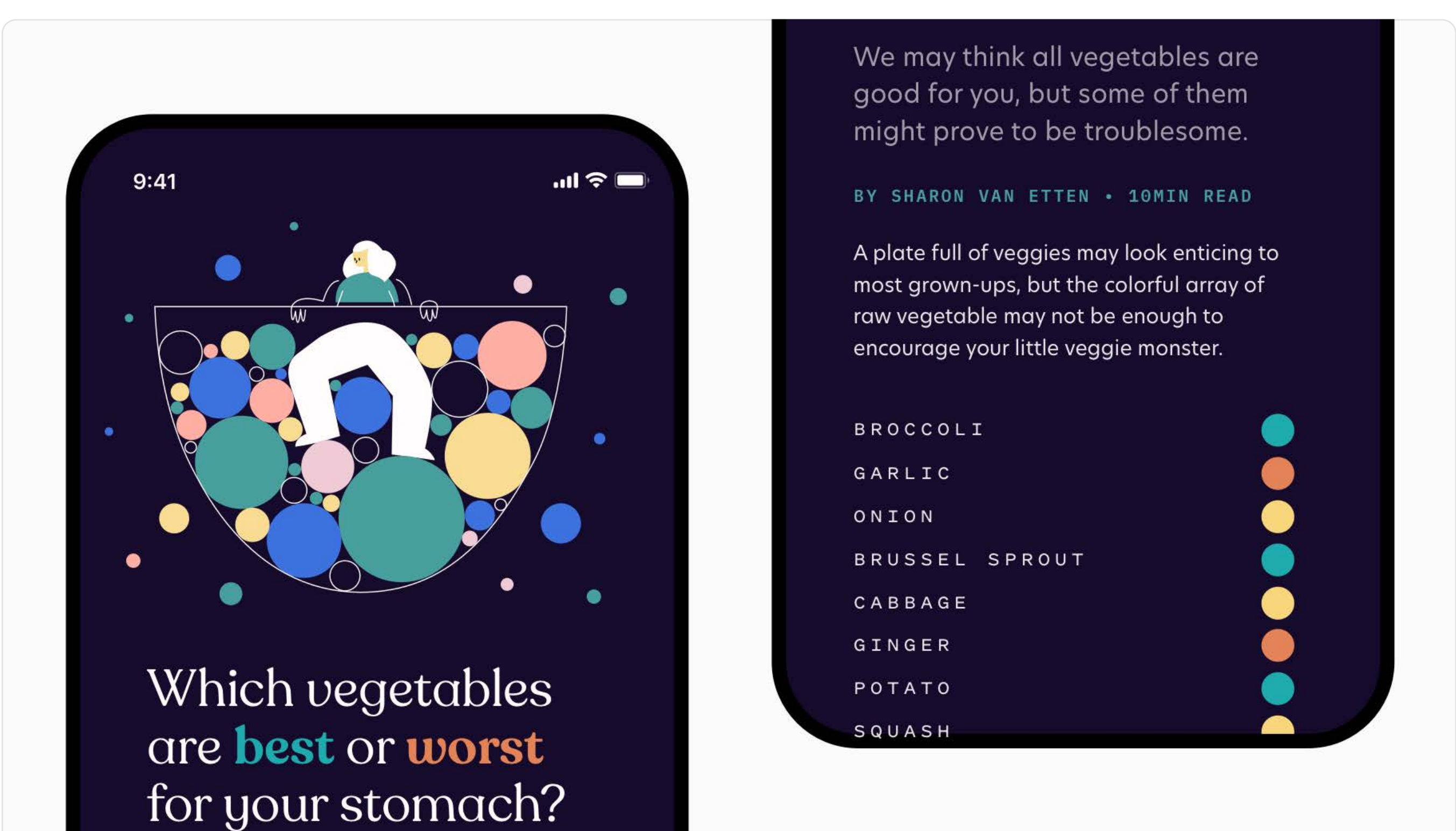
3.2.3 Color and transparency

Color is a key component of the Cara Care design language, so be sure to put it to good use. When laying out type on very light or dark backgrounds, feel free to use either the primary brand color to signal information—such as links, food groups, or bylines—so that they stand out from the surrounding content. Likewise, for colored backgrounds, we have the option of reducing the transparency so that they mesh better with everything around it.



3.2.4 All caps and small caps

When laying out type for information that's lower on the hierarchy scale—such as bylines or breadcrumbs—you can either use transparency as previously stated, or you can lower the type size further but increase tracking and convert it to small / all caps. Our tertiary typeface is especially suited to this due to its monospaced characters, but New Hero works as well.



3.3 Assets / Files

3.3.1 Headline typefaces

Serving as our primary headline typeface, Recoleta Alternative is a serif designed by Jorge Cisterna that's at the same time modern, yet old-style. It combines a variety of ingredients from various 1970s typefaces focusing on soft, gentle shapes and fluidity, mixed into a single design that features familiar, yet fresh, modern flavors.

4. Chromatics

Cara Care's use of colors is central to its branding language. They're present in every layout and asset, and they're a key contributor to achieving our design principles and goals of communicating to our people.

4.1 Principles

Our color palettes and their usage have a few, simple principles which explains how, why, and when they should be used.

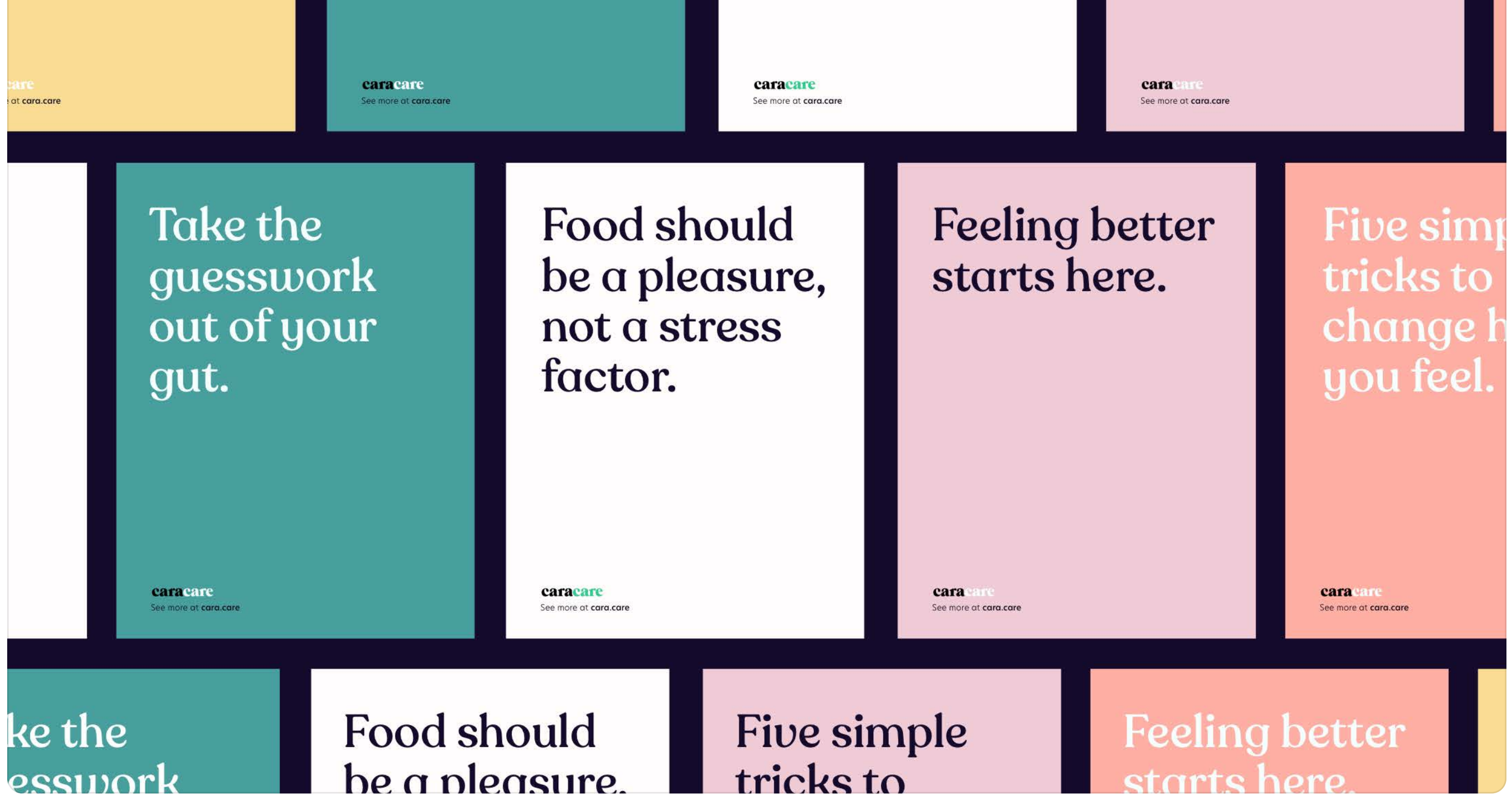
4.1.1 Chromatic interplay

An important aspect of the design language is how the colors play and bounce off each other. While it's recommend you build compositions in which you have one dominant color, be sure to have at least one or two others that balance out and support it.

You can either use colors in the same range, such as pairing teal with blue and indigo, or you could use complementary swatches, such as combining yellow and indigo.

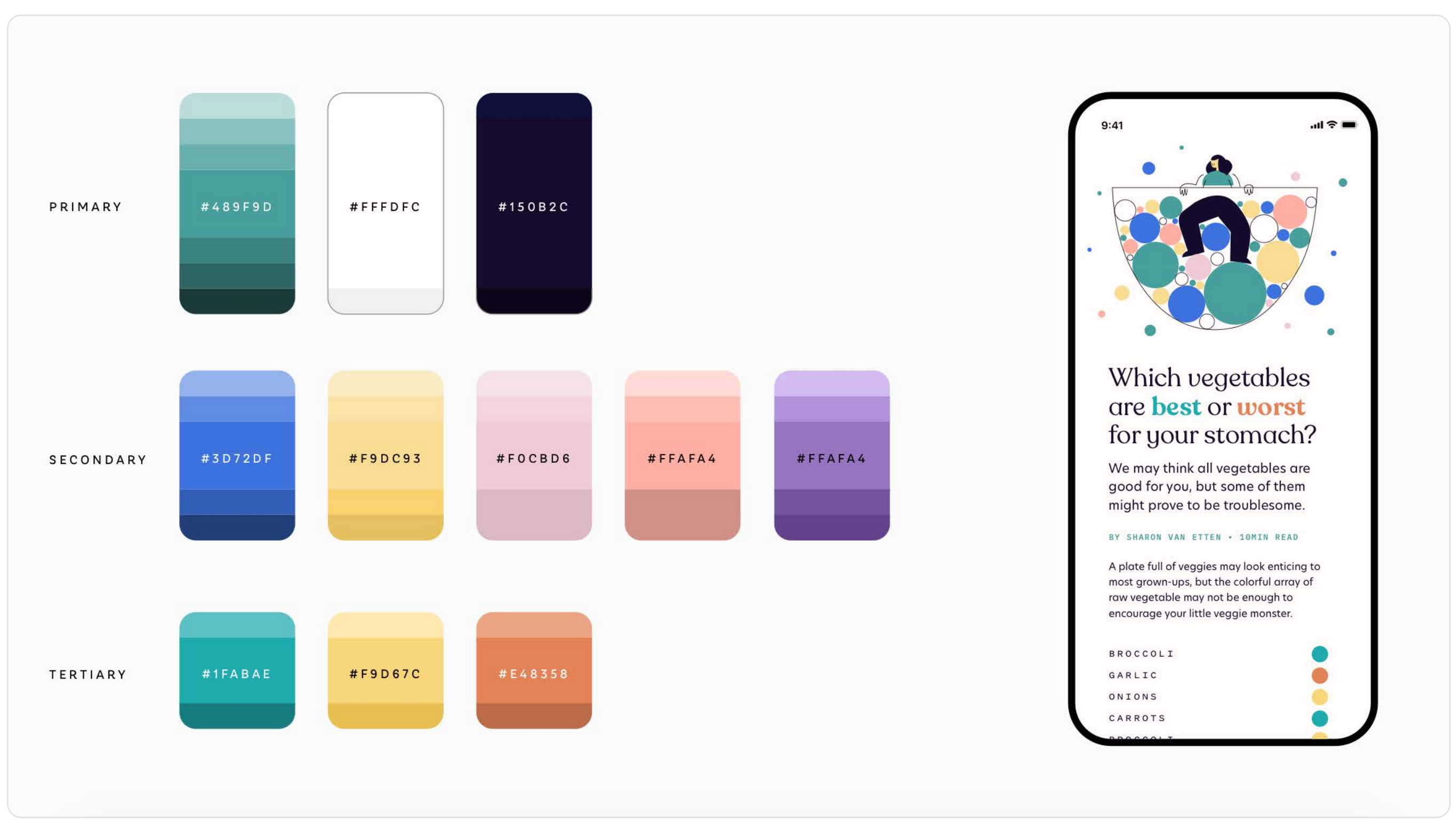
4.1.2 Organic shades

There are no perfect colors in nature—straight white or straight black are the definition of unnatural. As such, try and avoid use them, and instead go for off-white or off-black for anything that might use the previously mentioned colors, including text, iconography, backgrounds, or any other UI elements that would normally be completely monochromatic.



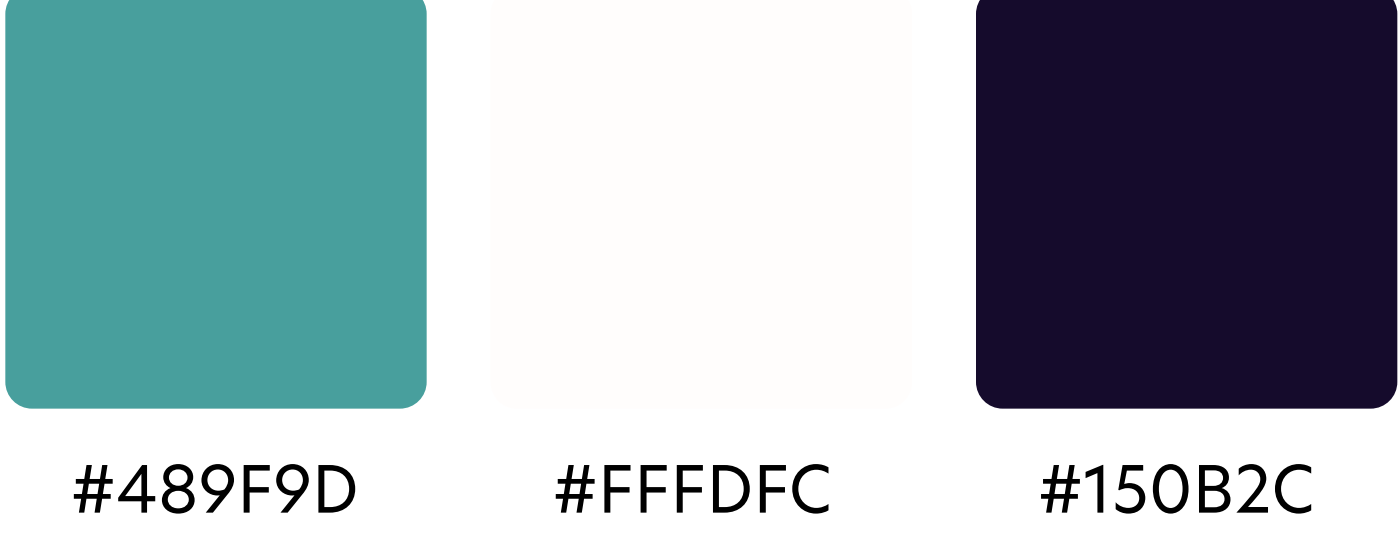
4.2 Web palette

Screen colors are our main starting point for the Cara Care palette. They're the key medium for many of our touchpoints—app, website, social media, etc—and as such this is the truest representation of our chromatic variance.

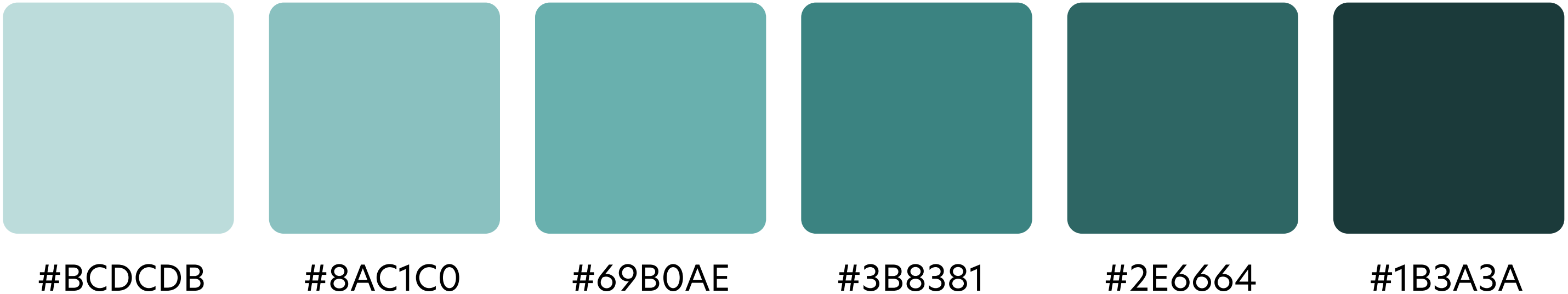


4.2.1 Primary colors

Cara Care's primary color is teal, which acts as the singlemost important point of recognition. The main background color is an off-white / cream, and the secondary background color (main for darkmode) is an off-black / dark navy.



Teal's shades and tints are the following—



Teal's shades and tints are the following—



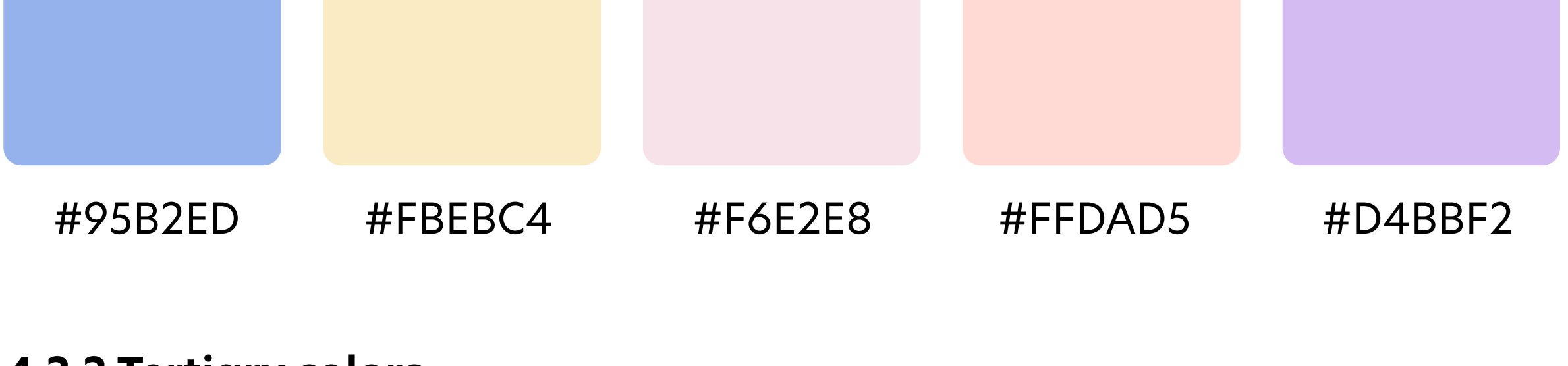
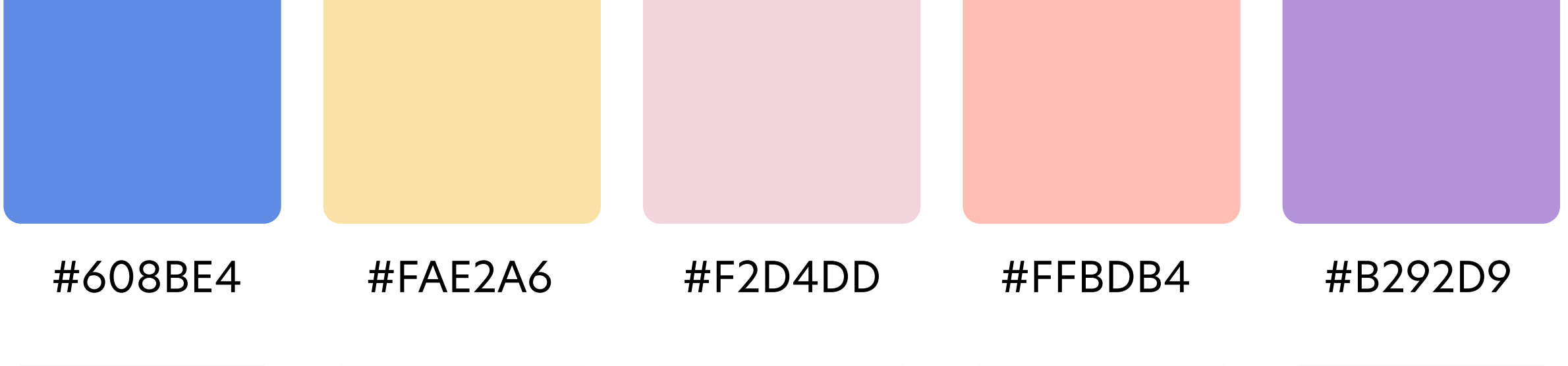
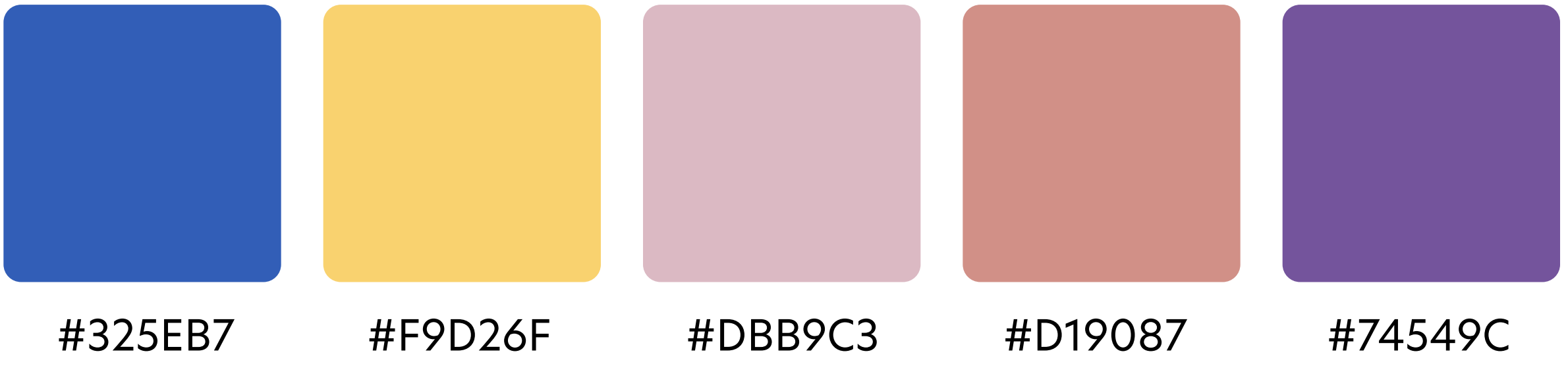
4.2.2 Secondary colors

Our secondary swatch is what brings out the most life from our branding, signaling the warmth and friendliness that the design aspires to.

The main colors are the following—



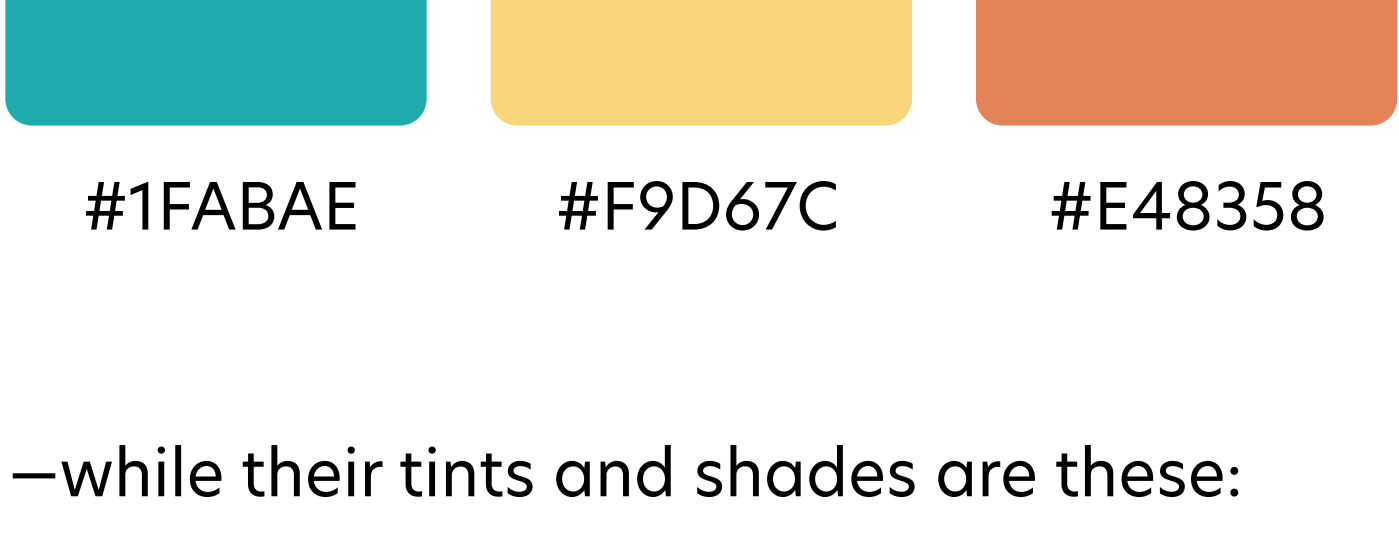
—while their tints and shades are these:



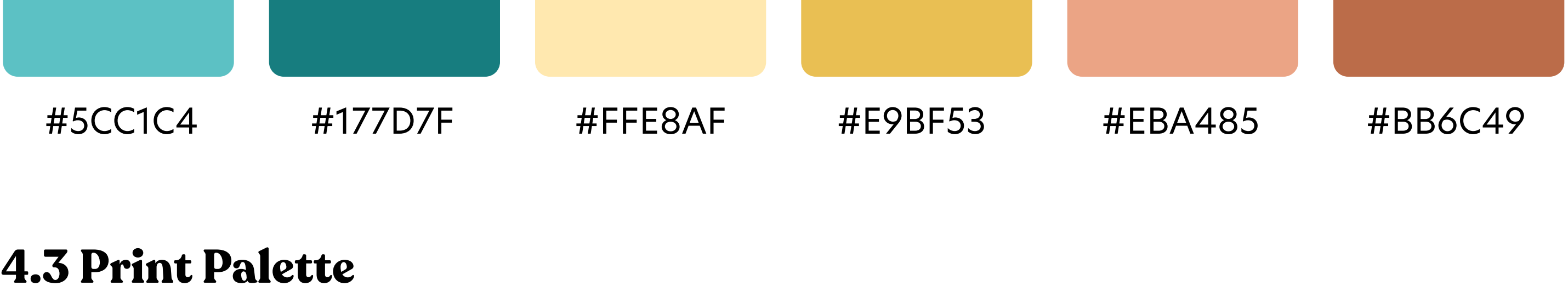
4.3.3 Tertiary colors

Mainly used as a semaphore system to denote good / ok / bad food items and recommendations, these colors are slightly more saturated versions of the previous teal, yellow, and salmon, so that they pop out more in compositions where their meaning is important.

The main colors are the following—



—while their tints and shades are these:



4.3 Print Palette

4.4 Assets / Files

5. Illustration

It serves a series of roles within the visual language, including:

- humanising the content;
- helping people navigate difficult subjects;
- simplifying difficult concepts and metaphors;
- establishing a warmer tone of voice than the content might suggest.

These aspects all mingle together in an illustration style that serves a clear support purpose. Instead of taking center stage in terms of communicating the main message of an article or section, it more simply provides help understanding the intricacies of the narrative at hand.

5.2 Principles

5.2.1 Organic shapes

As with the general design value, organic shapes are found in all aspects of the illustration style, from background shapes to foreground elements. Draw shapes that you would expect to be found in objects found in nature, such as fruit, vegetables, even animals, or otherwise shapes made by water on a flat surface. Think round angles and slow curves.



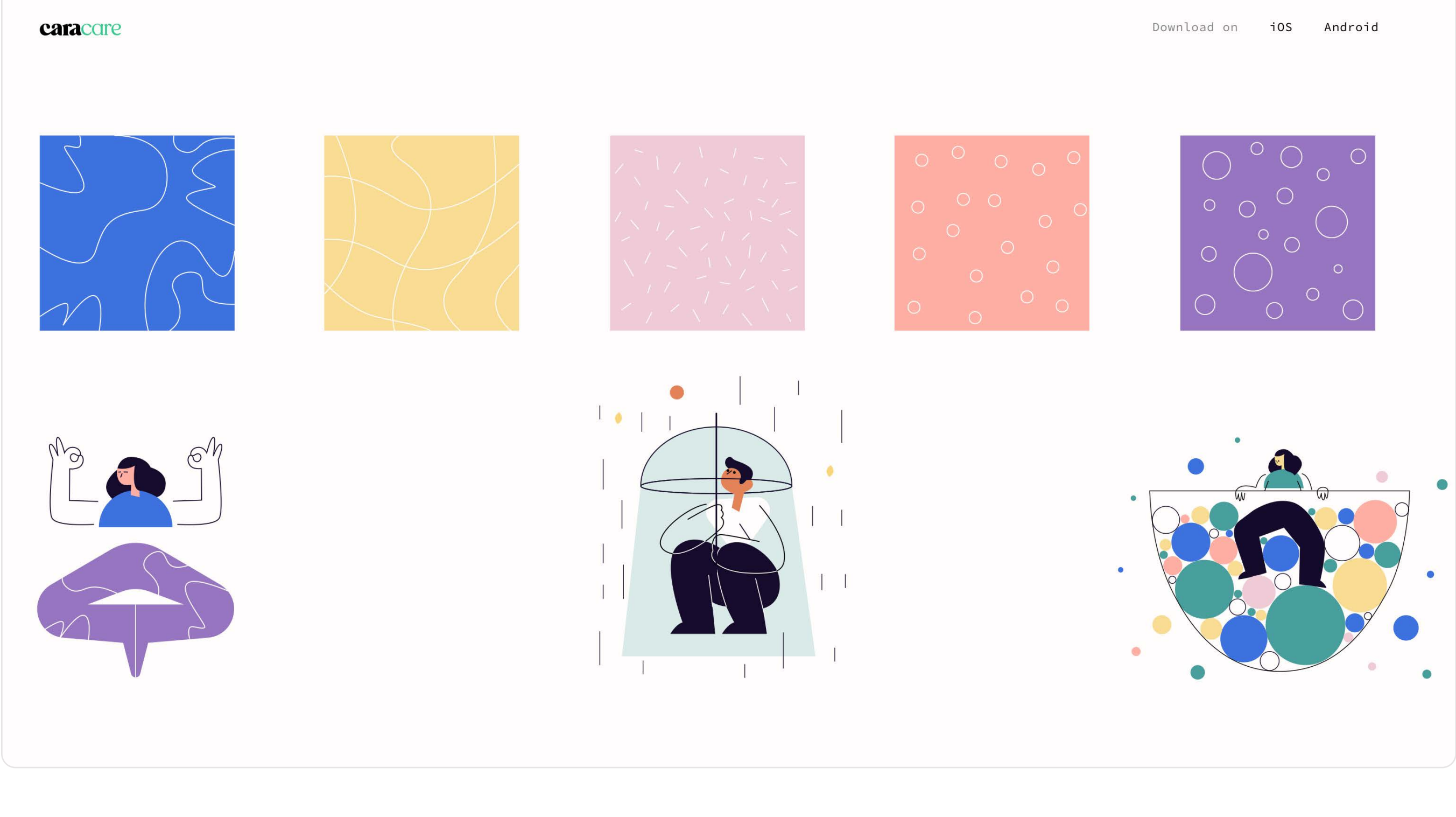
5.2.2 Patterns

One of the key aspects of the illustration style is providing background patterns and shapes to either better fill out the composition while keeping the feeling less busy than if you'd use main elements, or offer decoration to existing solid shapes.

There's five different patterns that are available for inclusion:

- organic lines;
- thread weave;
- multi-direction lines;
- consistent circles;
- varying circles.

Feel free to use a combination of two or even three of these patterns in a single illustration; diversity of design is welcomed as long.



5.2.3 Neutral skin colours

We're open to people from all geographic and ethnic origins, so our characters need to not show any bias. Use skin tones that are either neutral or otherwise unnatural, such as indigo, blue, or saturated colors that otherwise might not be normally encountered.

5.3 Types

There's four main types of illustration in our system.

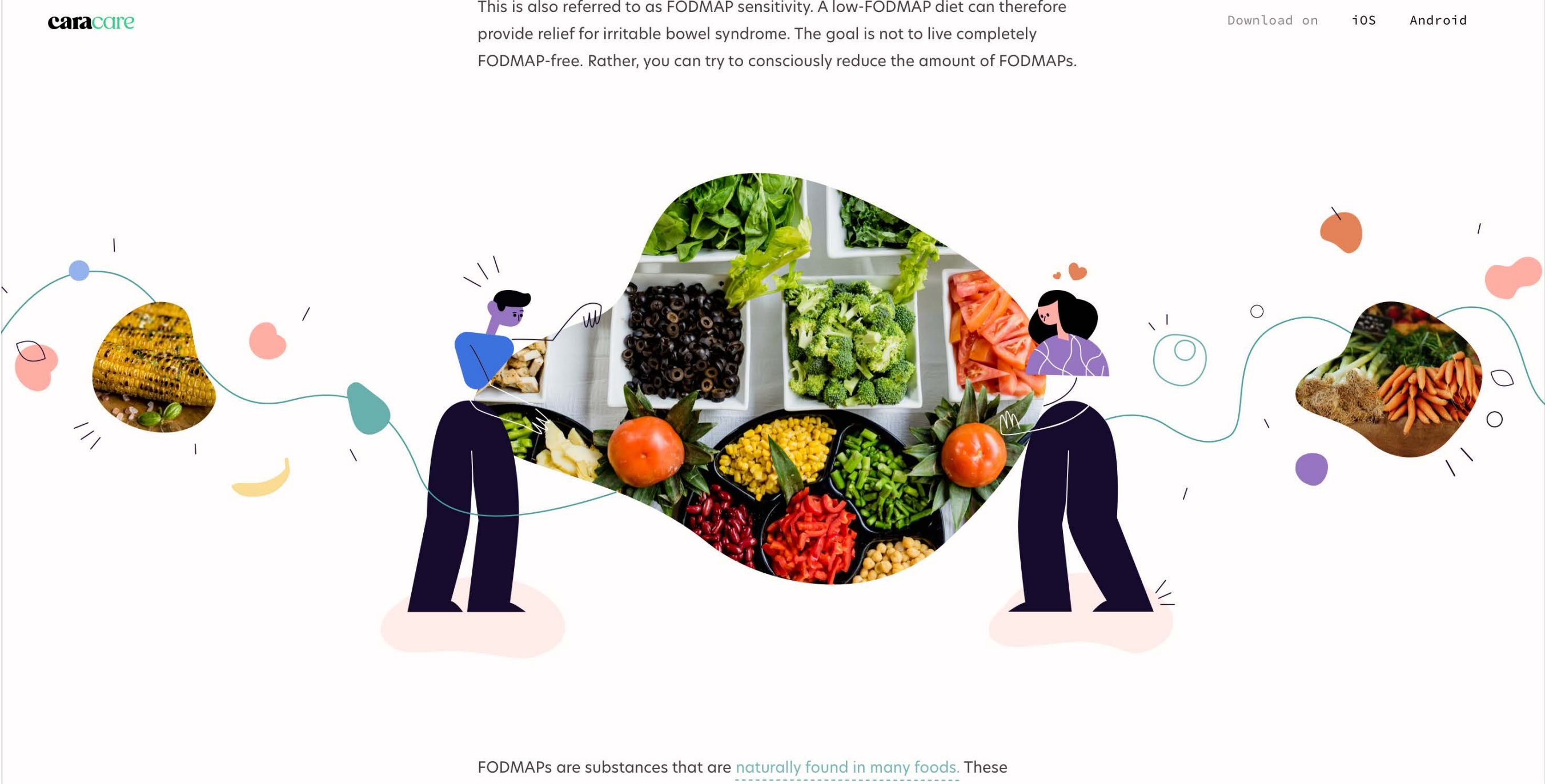
5.3.1 Hero illustration

A large illustration with plenty of background patterns occupying a significant portion of the screen real-estate. Focused on providing ample support from a metaphorical perspective to the article at hand.



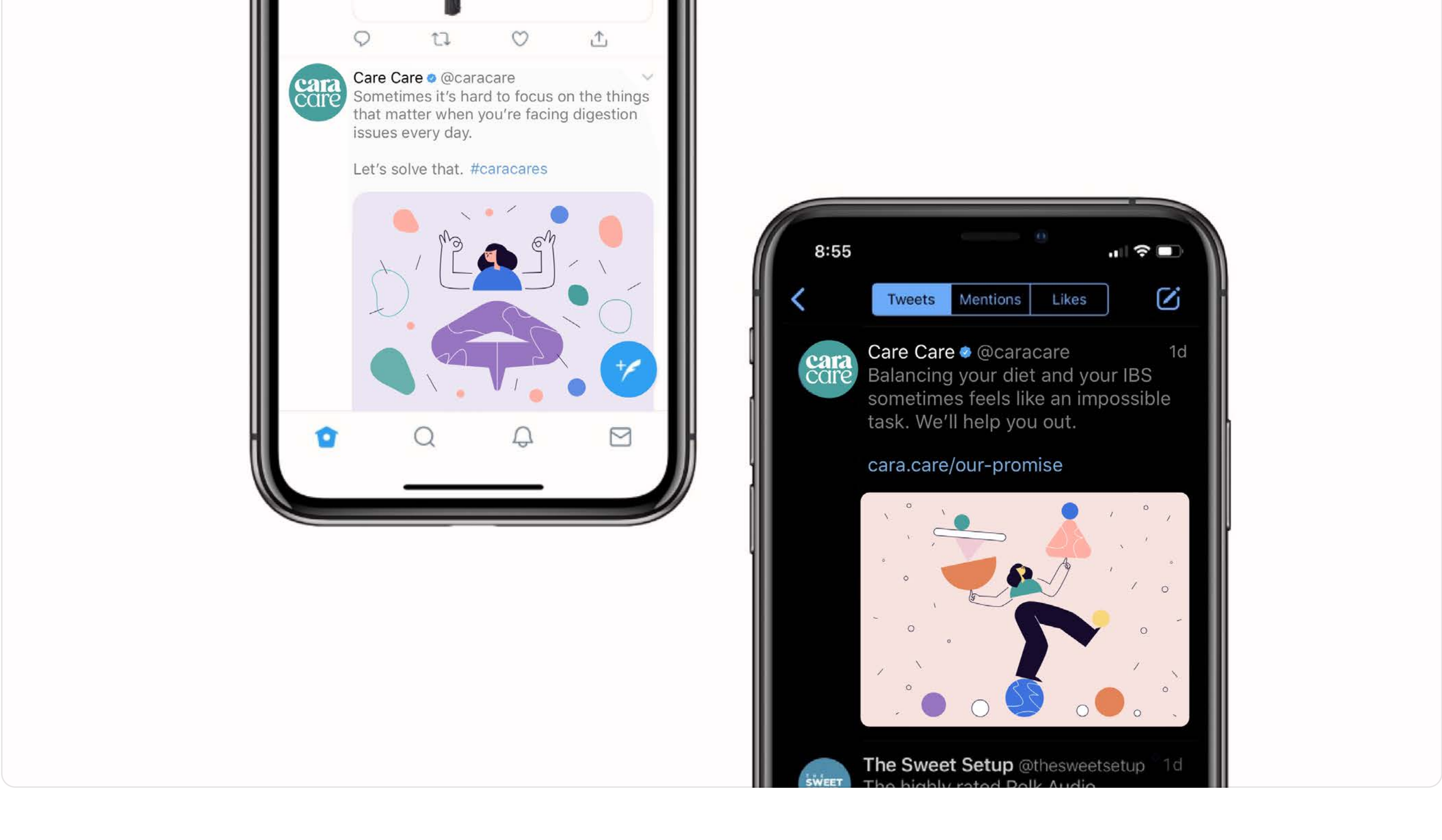
5.3.2 Hero illustration + Masking

A large illustration with a moderate amount of background patterns, but with the central elements consisting of an organic shaped-mask that presents a photo of a real-life subject. Focused around supporting the photography while still keeping consistency with the rest of the design language.



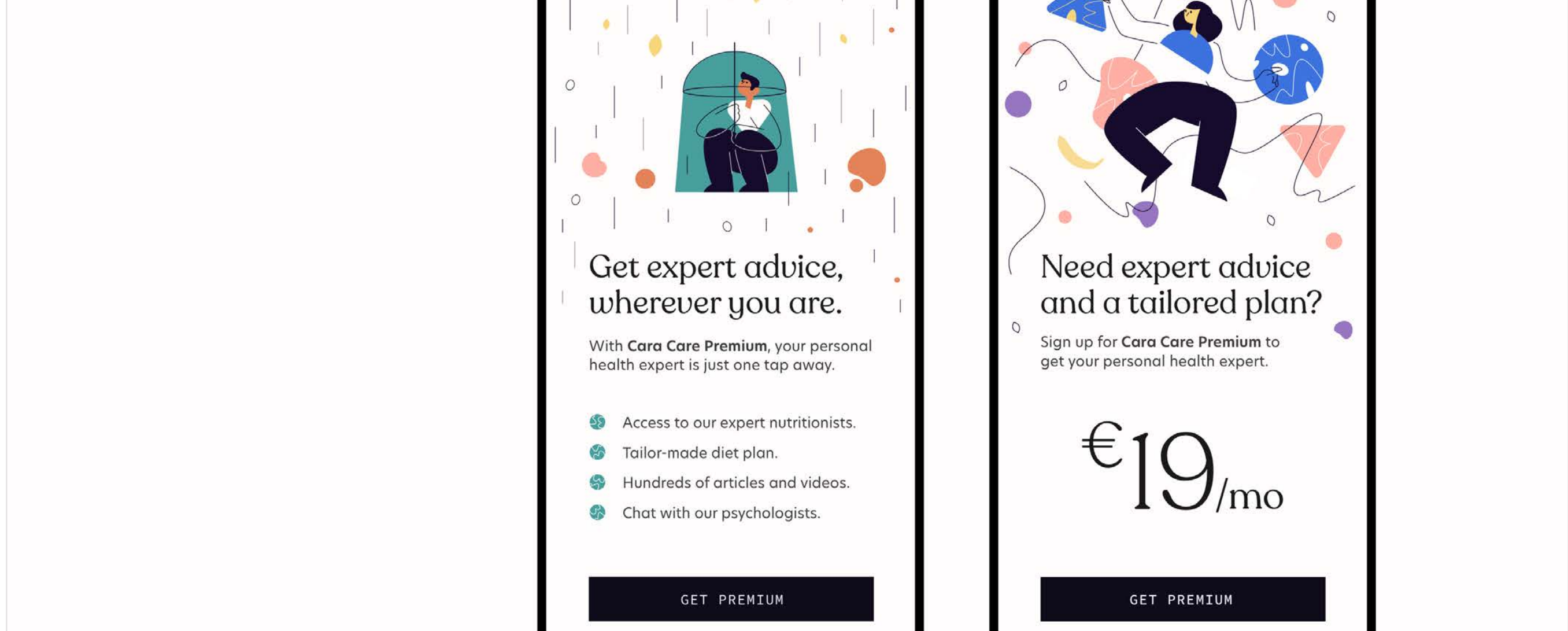
5.3.3 Spot illustration

Smaller illustration with simplified background patterns, used especially on social media or for shorter sections of content, focused around attracting attention and then giving way to the words.



5.3.4 Spot illustration + Typography

Smaller illustrations with a moderate amount of background patterns, focused around working together with the associated typeset message in a semi-central manner, attracting attention and then giving way to the words.

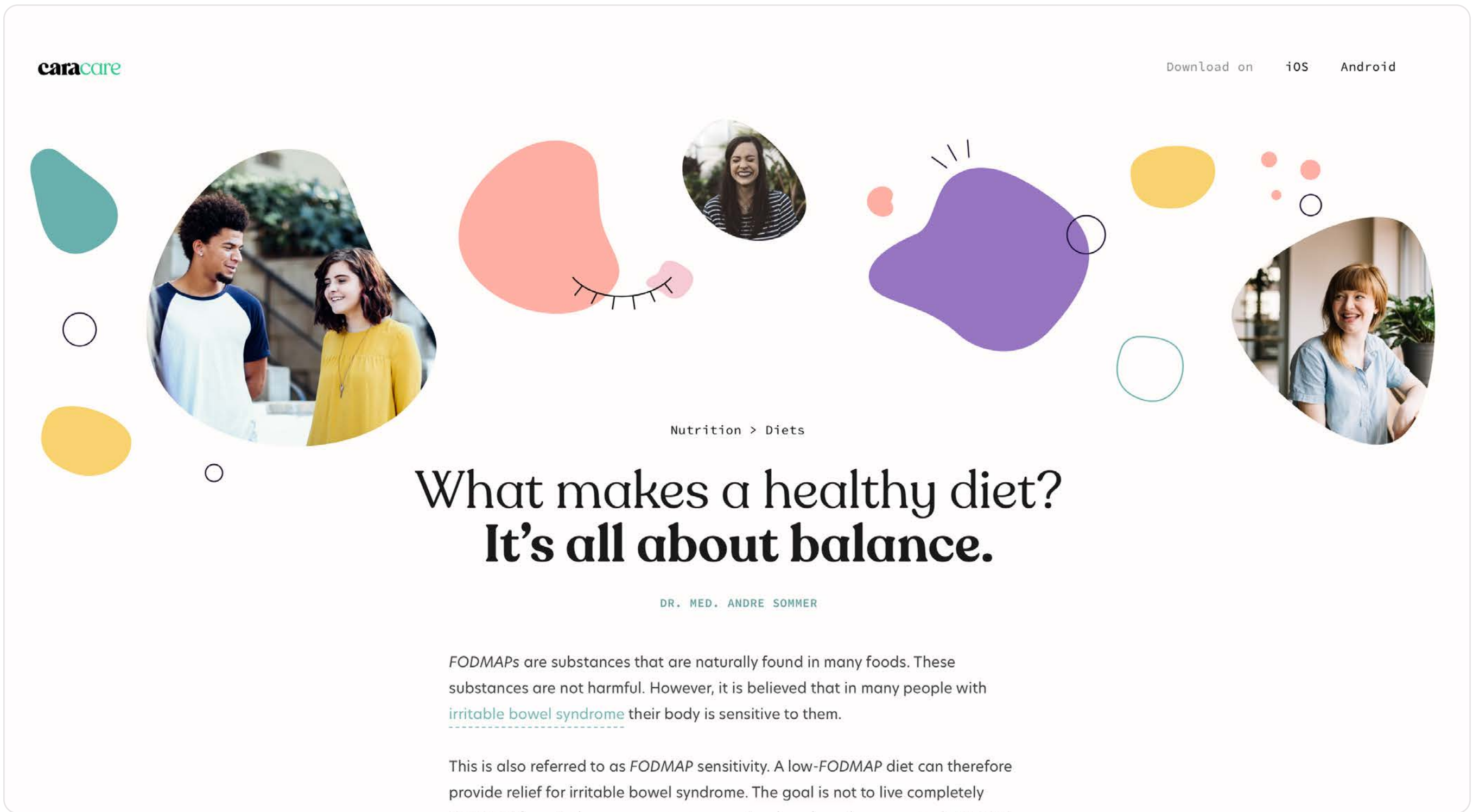


6. Masking

Masking is the term we use for signaling usage of photography cropped to the more general organic shapes used by Cara Care's design system.

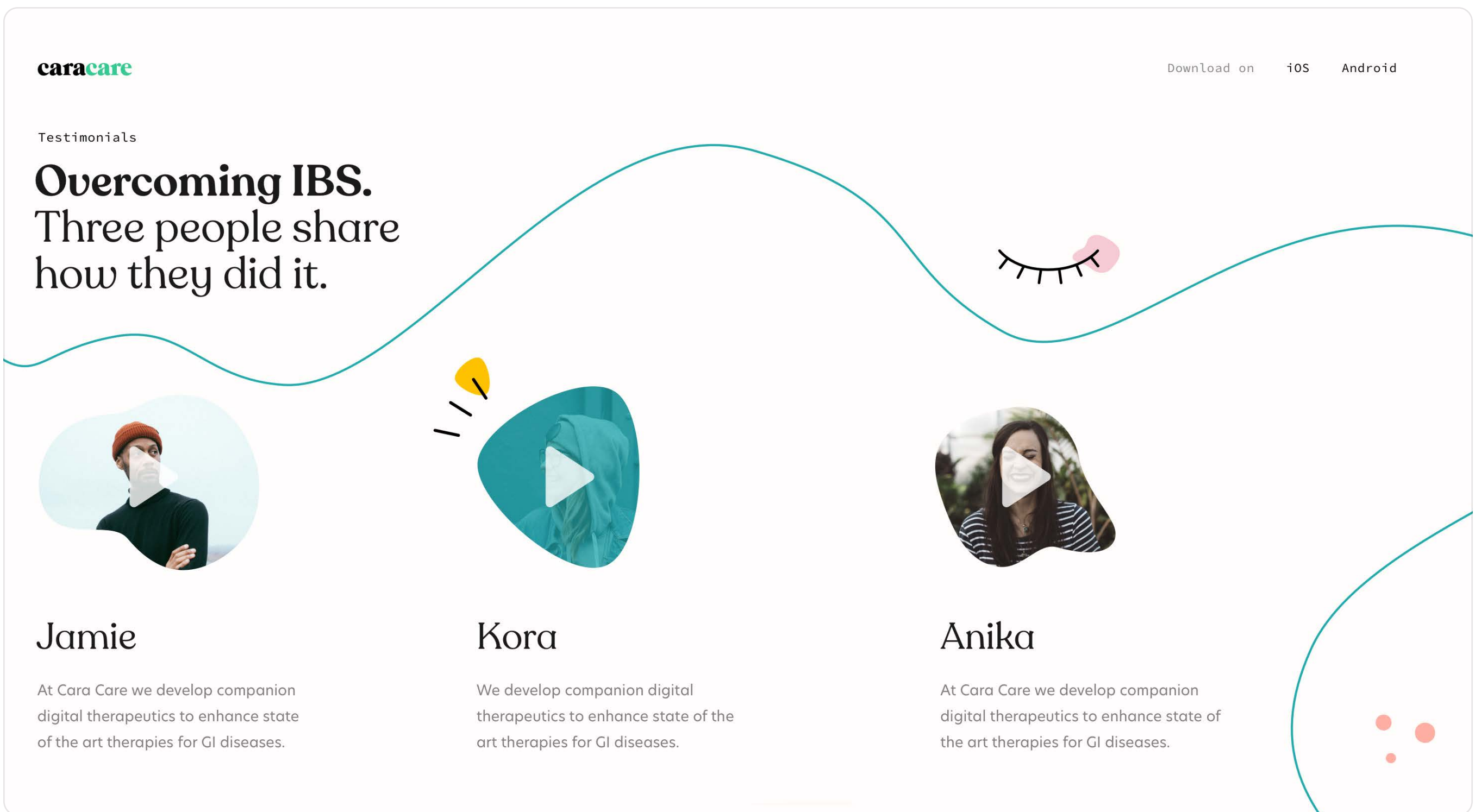
6.1 Role

Our main purpose here is to provide an easy-to-use layout for adapting photography of differing levels of quality and subject matter. From food and people to scenes and stock imagery, masks help maintain consistency with the brand language while improving the quality of the work presented.



6.2 Treatment

Simply take an existing organic shapes (start with the ones provided under the Illustration section) and convert it to a mask; add a photo within the mask and make sure to keep a good balance and rhythm to how the subject matter of the photo and the natural angles and flow of the organic shape mix together.



Don't be shy about combining natural elements of the illustration style to provide framing for the masks. Things such as those found in the background patterns list, whole or parts of characters (arms, legs, heads), as well as other objects or shapes that provide a pleasing mix to the composition.



7. Iconography

While icons played a central role in our previous brand language, our new design system makes less use of them, instead focusing on simple words and photography across multiple touchpoints. Iconography still plays a role, however, and it's important for it to maintain consistency with the rest of the design.

7.1 Principles

7.1.1 Rounded angles and corners

Our chosen icon set mirrors the organic shapes we've used so far in that there are no sharp corners and no acute angles; the key idea is to have a more natural, mellow look to them rather than be precise and accurate.

7.1.2 Filled over linework

As much as possible, create icons that use a filled way of representing the visual object or metaphor, and avoid simple linework whenever it's not necessary. For shapes that must contain lines, try and use rounded line-ends and pair them with other shapes.

7.1.3 Two-toned objects

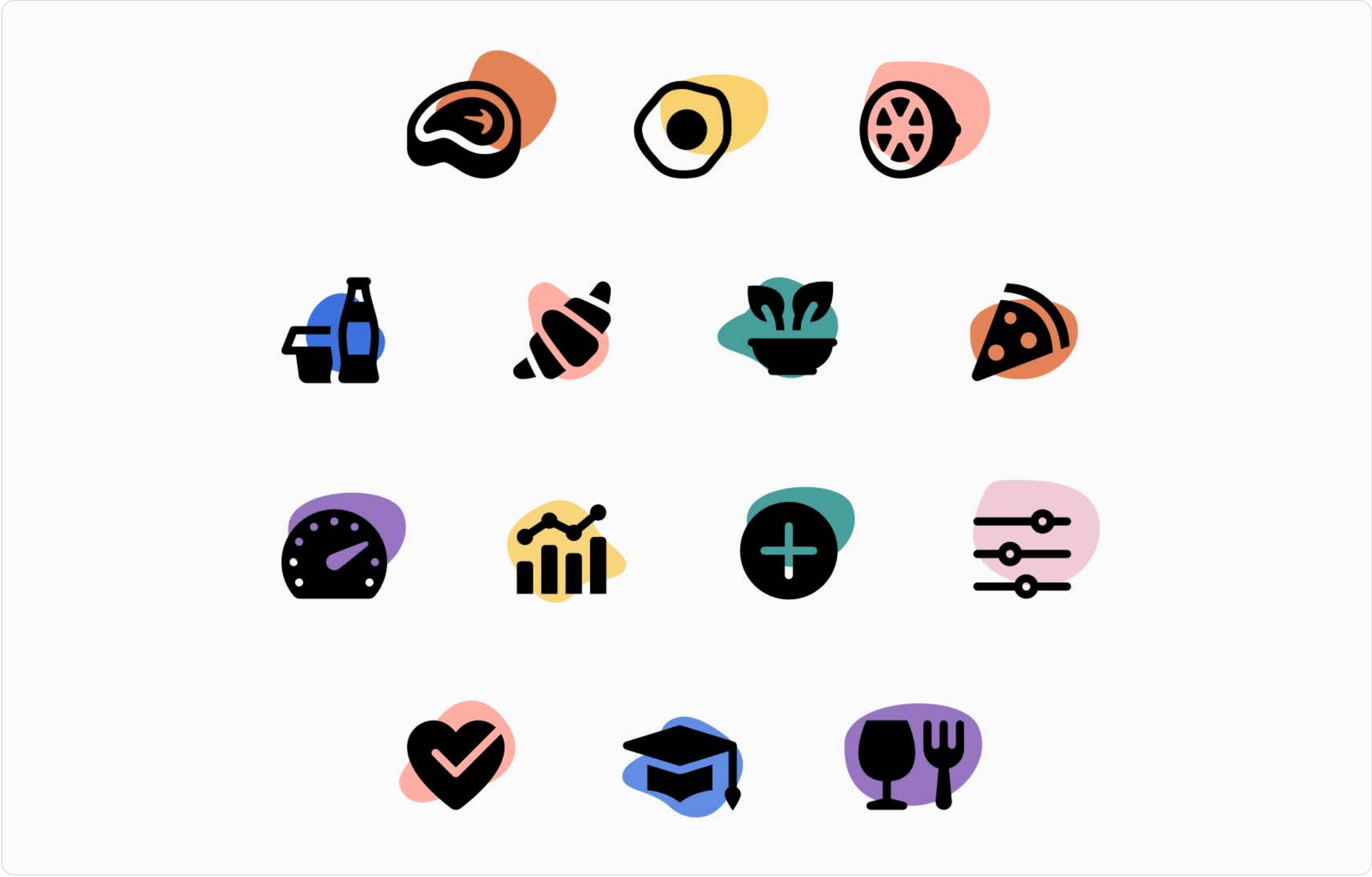
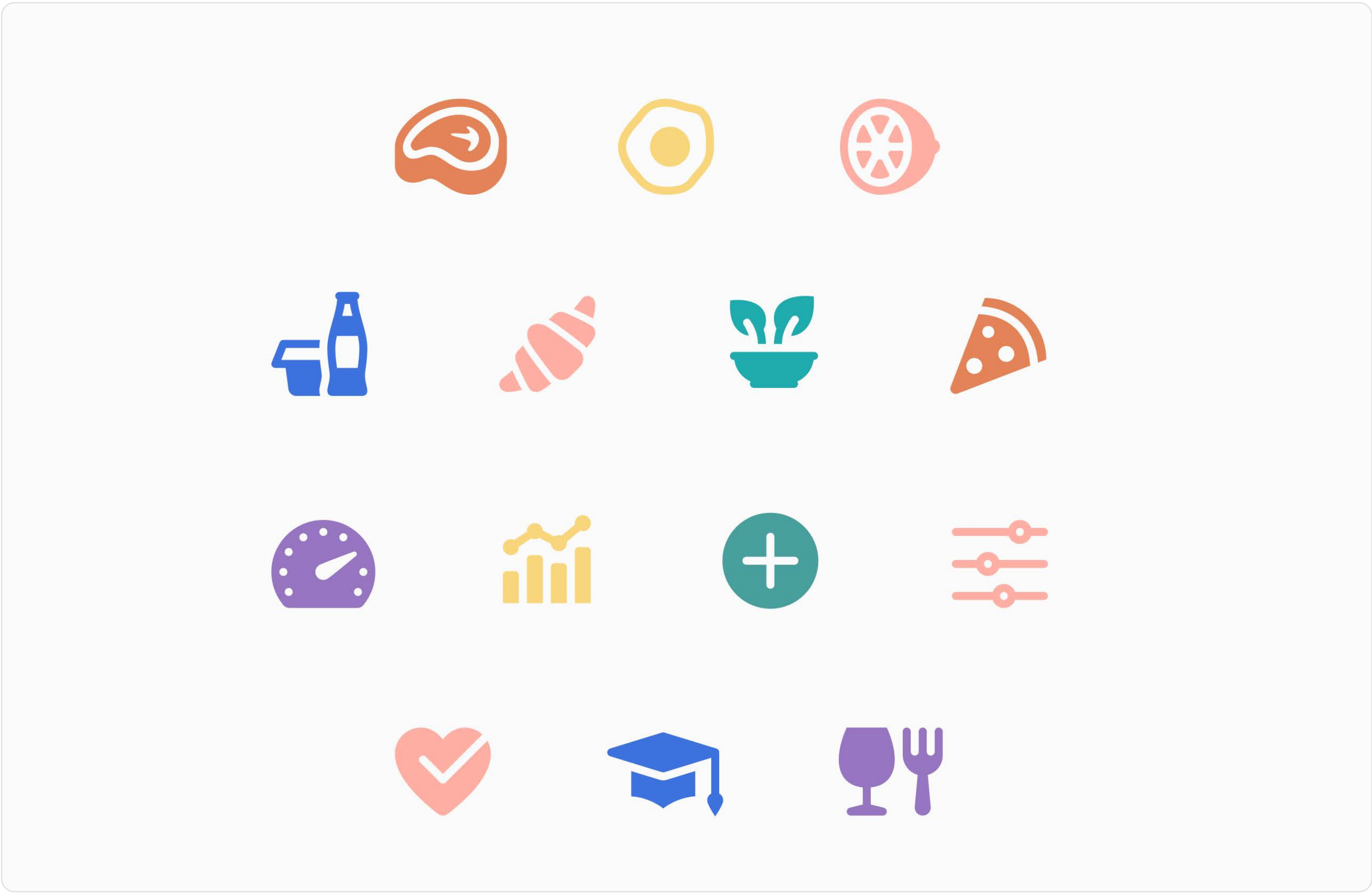
Build icons so that the object is formed out of at least two different shapes, thus allowing for their conversion from monochromatic to two-toned icons—which may be useful when upscaling them or in certain compositions.



7.2 Treatment

While its main goal is brand consistency, the iconography set's secondary goal is versatility within the design system. As such, it can be used in multiple ways:

- straight monochromacy;
- full single color;
- duo-tone;
- monochromatic with colored organic shape as background.



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Introduction



Within Cara Care’s design language, we use photos for several purposes: They add concrete subjects to our messaging, enliven our illustrations, and lend a touch of color. These guidelines explain the criteria for selecting photos and explain how to treat them.

The Challenge

Since we’re using a large number of photos, we’ve decided to save costs by using free online resources to find images. Luckily, there is an abundance of free, high-quality photos on the internet—our challenge is to select the right ones. The ideal photo for Cara Care not only matches the subject we’re using it for (e.g. a photo of a broccoli for an article about eating broccoli) but also fits to the overall image language across Cara Care’s different touch points. To achieve that, photo should fulfill the following four criteria:

1. The motif is clear and easily discernible;
2. The composition is uncluttered and (ideally) includes copy space;
3. The photos use subdued, pastel-like colors.

In this guide, we'll go into the details of each criteria and show you a few places where you can find photos.

1. Motif

1.1 Concrete v. Abstract

Depending on the subject we're illustrating, it makes sense to either select a concrete or an abstract motif.

As a rule of thumb:

- When talking about a very concrete subject, such as a food or a behavior, it makes sense to choose a concrete image illustrating that thing we're talking about. This makes it easy to select the photo and doesn't ask too much of the reader.
- When talking about medical conditions, it's best to go with abstract imagery instead—particularly when we're talking about unpleasant subjects such as bloating or indigestions. No need to beat around the bush and get incredibly abstract, but do try and think of a representation of the topic rather than the topic itself.

1.2 People

When choosing photos of people, please make sure to include sufficient diversity. With Cara Care being offered in different markets across the world, it's instrumental that our (potential) users can identify themselves in the photos.

1.3 What Not to Show

Just as important as what the photos show is **what they don't**. For that, we can refer to some of the Brand Filters from our Brand Strategy—examples of what Cara Care's brand should expressly **not** be:

- Infantilizing or belittling: Photos illustrating GI issues with children or people simulating pain.
- Disgusting: Needless to say, anything related to poo.
- Elitist: Only showing photos of people who are young and extremely fit.

1.4 Avoiding Cliches



Stock photos have a number of recurring, tired clichés—which we want to avoid as much as we can. Do your best to avoid the following motifs:

- People with exaggerated facial expression;
- Unrealistic food consumption;
- People holding a sign that has their emotion written on it;
- Traffic signs that have their true wording replaced with a condition;
- People giving a thumbs-up sign;
- Computer messages showing an error that's related to health;
- Computer keyboards that have a button added, e.g. "Cure";
- People high-fiving;
- People photographed from the back;
- People holding each other by the hand and pulling in one direction;
- Writing on a whiteboard.

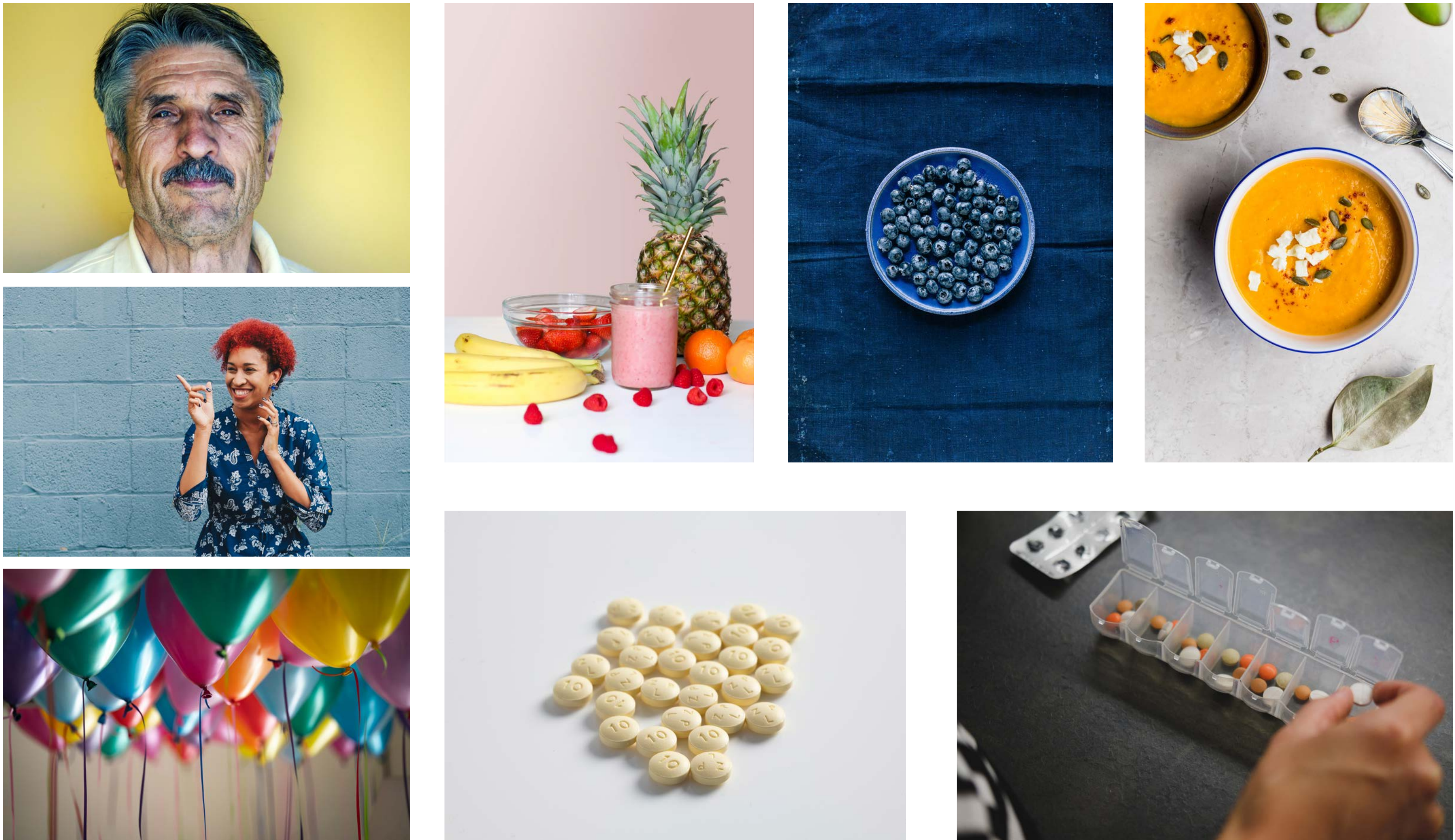
2. Composition

When selecting a photo composition, we have two goals:

- We want readers to quickly understand what they’re seeing in the pictures;
- We want to make sure photos have a similar look, even if they’re taken by very different photographers.

2.1 What to Look For

- Look for photos with copy space, not too busy backgrounds. You can spot a clean composition when the photo works well even at small sizes;
- Try and stick with the same perspective. If one photo in an article is taken from the top, use the same perspective in the other photos you are using;
- Uncluttered doesn’t mean that the photo needs to be devoid of patterns. Feel free to choose a photo with a repeating motif.



2.2 What to Avoid

- Avoid unrealistic viewpoints—that excludes super wide-angles or shots taken by drones.
- Avoid pictures that have a lot happening in the frame and make it hard to spot the motif.
- Avoid overly staged pictures that look like they were carefully arranged.



3. Colors

We’re looking for bright, engaging imagery with a natural color reproduction. We try to avoid heavy, fashionable edits to the photos, as these looks tend to look dated very quickly.

To achieve consistent colors across our photography, we try to select photos that have a similar, ideally a matching color scheme:

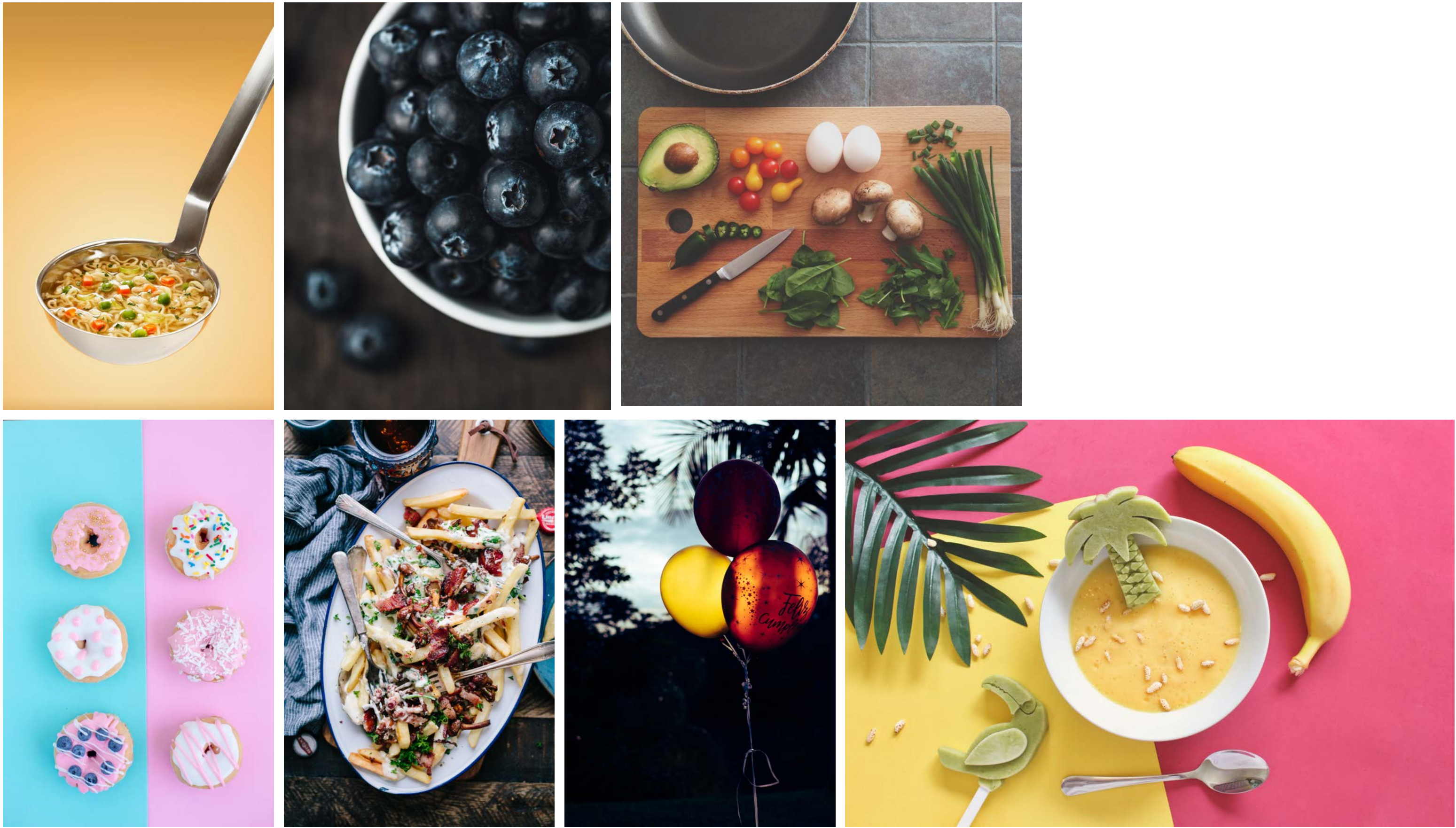
3.1 What To Look For

- Try an look for colors that are neutral or use pastel colors;
- Select photos with medium contrast;
- Select photos with bright whites for some extra punch.



3.2 What to Avoid

- Avoid photos with aggressive fades and washed-out colors;
- Avoid photos with overly punchy contrast;
- Avoid dark colors;
- Don't use black and white or sepia photos;
- Avoid studio shots with artificial lightning;
- Avoid very punchy background colors that could clash with the illustrations.



4. Sources

Here are a number of free sources to download photos you can use.

4.1 Free Sources

- [Unsplash](#) (No attribution required)
- [Pexels](#) (No attribution required)
- [Pixabay](#) (No attribution required)
- [Flickr Commons](#) (No attribution required)
- [Flickr Creative Commons](#) (No attribution required)

4.2 Paid Sources

The following sources require a licensing fee. Currently, we're not using them but have included them for future reference. Licenses generally allow you to omit attribution.

- [EyeEm](#)
- [Photocase](#)
- [Stocksy](#)
- [Twenty20](#)