Zava

Brand Guidelines

Zava

Health made simple

Zava Brand Guidelines

These guidelines outline how the Zava brand
is communicated, both visually and verbally.

They include an overview of Zava's identity,
brand elements and rules for producing branded
communications. This will help you in designing
and producing a rich variety of Zava materials
with flexibility, and creative confidence.

Parts 1–3 detail the mission, values, personality
and voice of Zava, vital elements which are not
communicated overtly to the public but inform
everything the brand says and does.

Part 4 elaborates on how these elements
translate into our communications, everything
from social channels to responding to complaints.

Zava Brand Guidelines

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01.   Brand Strategy

01.1   Mission

Traditional healthcare services don't fit around people's lives today. We believe Zava can make good health faster and easier for people to access so they can get on with living. Because everyone should feel in control of their health.

Our promise: With Zava, you can finally feel in control of your own health.

Health made simple.

Zava

Health made simple

01.2.1   Name
We are…. Zava

As the French would say, "Ça va? Ça va!"
At its essence, Zava's modern solution
to healthcare is exactly what its name
sounds like: quick, uplifting, fresh, smart.

Why are we changing our name?
Zava was previously known as DrEd.
Our research suggests that this name
was perceived negatively and commonly
misinterpreted, so we decided to create
a new brand name and a fresh visual
identity that resonates better with
the people we seek to engage, that
differentiates us from our competitors
and that reflects our vision and culture.

01.3 Brand narrative

Good health lets us live our lives to the fullest. It frees us to do the things that matter most to us with the people we love.

Yet modern life often makes good healthcare hard to reach. Whether you don't have the time to wait for a simple treatment or you're worried to seek advice, it's easy to feel like health is out of your hands.

We believe people should feel in control of their own health. We believe that using technology with expert knowledge can deliver fresh, radically better healthcare for everyone. Our committed team is here with a smart solution to support your specific health needs and make life easier.

Health made simple.

Helpful

Legitimate

Smart

Pioneering

Our values are what drive our actions, as individuals and as an organisation. They are distinctively Zava and they shape our culture.

1

We help people (clients and each other)
We deal in healthcare not footwear. That means we prioritise helping people over any other kind of result. We take pride in going the extra mile for people, never letting down our clients or our colleagues. If someone contacts us and needs help - be it medical advice or medications that haven't arrived on time - we make sure we absolutely resolve their issue. We are experts, but we're humans first: approachable and empathetic.

2

We're open and clear
We help people by being clear and honest with them. We work openly and authentically with our clients and our internal teams. At times, this can be uncomfortable, but we're empathetic to our clients and their situation, supportive of colleagues' work and constructive in our feedback.

3

We're seriously responsible
People entrust us with their personal health needs and sensitive information, we never compromise on client safety. Especially when innovating: being radically better means being radically safer. Taking care of our clients includes guarding their privacy. We will always protect the data our clients share with us, we will never sell their information or spam them with offers. We earn people's trust through our best-in-class medical advice and service, while displaying high levels of responsibility for our client care. This is what proves we are legitimate.

4

We're always innovating
We work harder by working smarter, always striving to improve and innovate. We use insight and technology to make our efforts simpler and more efficient. This is how we pioneer new standards in healthcare. We are recognised for our expertise in everything we do. We hire the best people to ensure this continues. We are fresh and distinctive because we don't follow trends, we create them. Always testing, always improving. No failure, just progress.

5

We have fun doing this
We're passionate, we're like-minded, we have fun - and this fuels our successes. We believe that fun and great results are mutually reinforcing, not mutually exclusive, so we're building a pleasurable place to work. We give all employees 10% time, have monthly team events, track how the group is feeling (sharing the results internally) and regularly down tools.

02.   Editorial Identity

02.1   Editorial overview

Zava's editorial voice is smart, authentic, fresh and, above all else, human and approachable.

Our editorial voice seeks to foster an emotional connection with our clients. It's full of helpful advice and always results in a sense of real people behind the interface.

We understand that people come to us for personal health support they can trust, so it's important that we respond in an expert yet empathetic manner. Our expertise comes across with clarity and confidence, yet it's never cold or uncaring.

As a team of highly knowledgeable professionals who are here to help, we don't need medical jargon. We're here to simplify people's health. If technical language is required, we'll always explain what it means and never make assumptions. We're always supportive of our clients and make them feel more in control of their lives.

Visuals and type should not compete but support each other. In display type, our voice speaks with simplicity, authority and optimism. Our focus is on our positive values. We're straight-talking – clear and honest – while always emphasising how we can actively help rather than the negative aspects of our clients' problems. We are what makes life easier.

02.2   Key takeaways

Speak to users as a person to another person
This: "Zava is here for you"
Not this: "Zava is here for patients"

Use active voice not passive voice
This: "We will deliver your medication"
Not this: "Medication will be delivered"

Opt for warm words over technical vocabulary
This: "Our doctor will call you"
Not this: "Our doctor will communicate with you"

Remember that genuine is as genuine does
This: Legitimacy that emerges from branding, voice and service will instill true trust.
Not this: Overemphasising how "genuine" our medications are risks raising suspicions that the lady doth protest too much.

02.3   Our services

What groups Zava services together?
We call them 'clinics'. Our clients order a Zava 'service'. An 'order' includes the consultation, the prescription and medication. The doctor writes a prescription. The pharmacy sends the medication

The consultation* means a combination of the following components below, depending on the service:
•   Assessment
•   Doctor recommendation of a medication
•   Selection of medication
•   Telephone call with the doctor
•   Doctor advice in the Client Account
•   Follow-up messages in the Client Account

*Note: When talking to clients, we'll avoid using the term "consultation" and just refer to assessment. This term can be slightly confusing, so although this is what they're getting from a regulatory and clinical point of view, it doesn't aid understanding.

02.4   Key phraseology FAQ

Key terminology we use to accurately describe who we are and how it works.

Q.   When journalists talk about us in the press, how do we want them to refer to us?
A.   "Zava, the smart startup that's making good healthcare easier for everyone to access."

Q.   How do we categorise and organise the offerings on our site?
A.   Services
For example: "Our erectile dysfunction service." It's more responsible and smarter than a mere product.

Q.   How do we refer to the people who use our service?
A.   Clients

Q.   Fill in the blank: Zava [   ] over 500,000 clients to date.
A.   "has helped"
Zava doesn't treat people, it helps them to manage their own health better. Companies are referred to as "it".

Q.   Fill in the blank: Our service is in the [   ] industry/category.
A.   "healthcare"
"Health" is so broad it could refer to nutrition or fitness. "Online doctor" feels too narrow and not accurate enough. Arguably, "healthcare" still offers the closest to a catch-all term to describe the general Zava offering.

Q.   What do we call the questionnaire form that clients must fill out?
A.   "Assessment"
An "assessment" is both responsible and professional. It's an interaction you would have with a real doctor to get correct medication. Quite rightly, it's slightly more serious and time-consuming than a "questionnaire", which feels frivolous. Asking clients to "fill out" the assessment retains the impression that this is an online form rather than, for example, a video-chat with a doctor.

Q.   What's the full distinction between the "assessment" (the questionnaire) and the "consultation" (the whole journey)?
A.   The consultation covers:
•   the assessment (questionnaire)
•   the product selection (if there is one in the journey - some don't have this)
•   the telephone appointment (if this is available and the user selects this)
•   the advice and correspondence through the Messaging feature in the Client Account.

Q.   If we're talking to partners and the media, what do clients come to us for?
A: "Specific health needs"
This is accurate, clear and specific.

Q.   Do our clients have "health needs" or "personal health problems"?
A.   "Health needs" or "specific health needs"
As above. Slightly more solution-focused than directly referring to "problems" (hopefully without feeling happy-clappy).

Q.   Will our clients helped by a "doctor" or a "Zava doctor"?
A: "Doctor". Or, potentially, both
It's a nuance, but "Zava doctors" risks implying that Zava has given them their medical qualifications. We should largely refer to them simply as doctors (because that's what they are regardless of whether they're performing duties for Zava), while being free to call them "Zava doctors" in the context of them being part of the Zava team.

Q.   Are our clients are helped by our "client support team" or "customer service team"?
A.   "Client Support Team"
"Client support team" has warmth and professionalism, where other descriptions feel slightly too mechanical or salesy.

Q.   Quite simply, what does Zava offer?
A.   Health made simple
"Health made simple" delivers instant engagement and understanding. "A smart solution", for example, perhaps leans too much in a tech-company direction.

# 02.4	Key phraseology FAQ

Q.	When do we use "health" vs "healthcare" vs "health needs"?
A.	Zava provides healthcare.
Zava doesn't provide 'health'. Clients come to us with specific health needs. The ultimate aim of our clients is to have good health so they can get on with living.

Q.	How do we refer to repeat medication from Zava?
A.	"Your [medication type/name]" or simply "medication"

Q.	Who fulfils/delivers the medication in the UK?
A.	Zava. The Zava pharmacy.
Or just 'we' (unspecified).
"We" and "Zava" are general and safe.
"Zava pharmacy" creates the image of a physical Zava pharmacy in the real world, which may help generate trust.

Q.	How do we refer to our doctor team?
A.	"Our Zava doctors"
If we're specifically referring to the doctors themselves, we should call them doctors. Important to create a distinction between (non-specific) "experts" and "doctors".

Q.	Our doctor team send messages into a…?
A:	Client account

Q.	Do clients 'order' or 'buy' or 'get'? Or do they just carry out a consultation?
A:	"Order your [medication type/name]"
As above, there's more going on here than a simple purchase or acquisition. This is also a highly regulated term, so it depends on context (we can't use it on CTAs, for example). The 'order' covers the consultation, the prescription and delivery of script/medication. So whilst a customer can place an 'order', they start by carrying out a 'consultation'.

Example:
h1 Contraceptive Pill
h2 Order your contraceptive pill

You can order your contraceptive pill from Zava quickly and conveniently, freeing up your time and helping you take control of your health. Start by filling out a short assessment. Based on suitability, our doctor will issue a prescription and our pharmacy will send the medication to you. This service is only suitable for women who have been using the contraceptive pill for longer than 3 months.

CTA: Start assessment"

Example: if a client wants Viagra as a new treatment from Zava…

- They "place an order for erectile dysfunction treatment"
- They "can select" a "preferred treatment, such as Viagra"
- "The doctor will review this and approve as appropriate"
- To get started, they "start assessment"

Example:
h1 Viagra
h2 Order Viagra for Erectile Dysfunction online

You can get help with erectile dysfunction (ED) from Zava. If you know what you need, you can fill out an assessment and select a preferred treatment, such as Viagra. One of our doctors will review this and approve as appropriate (usually within the hour).

If you don't know what you need, you can ask our doctor to recommend a treatment. Or, if you'd rather talk it through, you can book a convenient telephone call. And with Zava, you get access to a secure Client Account, where you can send an instant message to the doctor if you have any questions.

Primary CTA: Start assessment
Secondary CTA: Ask our doctor to recommend a treatment
Secondary CTA: Book a telephone call"

03.   Visual Identity

03.1   Logotype

03.1.1 Logo

The Zava logo is well measured and precise, like our service. It is built from principles of the perfect body (the weight of the letters is based on the span and head of da Vinci's Virtruvian Man). The tracking takes cue from the weight of the letters for equal balance and the 'Z' follows A paper size proportions, ensuring the logo feels comfortable both on-screen and off.

03.1   Logotype

Logo usage
The logo should primarily be used in
Zava blue over a white background.

It can also be used in white if needed.
In this instance it should preferably be
used against Zava blue as a background
colour, but if this is not possible other
primary colours may be used.

The logo should never be used over
colours with little contrast. (i.e. the white
logo should not be used on a light colour).

For clarity, using the logo over
photography should be avoided. However
on occasions where it is necessary, it is
important to make sure the logo contrasts
strongly with the photography used.

Zava

Zava

03.1   Logotype

The logo should be given space to stand boldly and confidently and never be too cramped alongside other elements. With this in mind, the 'Z' measurement labelled, which is the inside circle of the 'a', should be used as padding at all sides of the logo meaning nothing should encroach on this space.

The logo is built with legibility and clarity in mind, but even so, it should always be used at a comfortable scale. The minimum size the logo should ever be used at is 15mm wide and this is in exceptional circumstances where space is particularly limited.
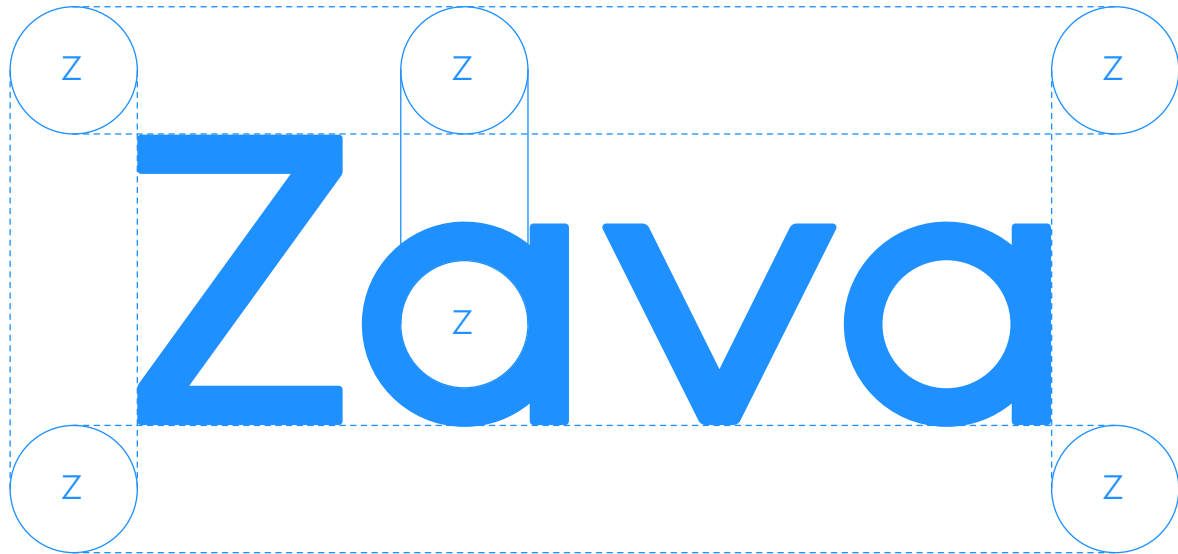
Minimum logo size

Zava

The logo should never be used at a smaller size than 15mm wide.

03.1   Logotype

Dos and Don'ts
Shown here are some examples of how the logo should (and shouldn't) be treated.

Please use the logo files supplied at all times and follow the guidelines in this document.

Please do...

contrast well against photography
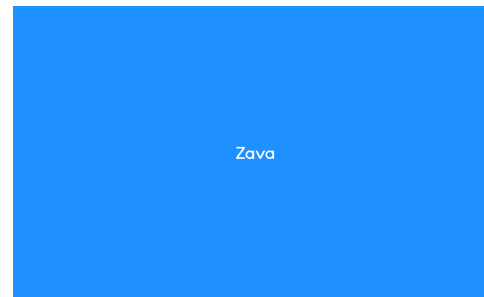

use at a comfortable scale

use the correct colours

Don't...

contrast badly against photography
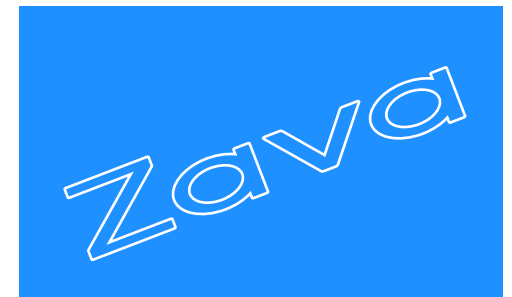

use smaller than the minimum size

use colours outside of the palette

place over detailed areas of photography

stretch, rotate or warp in any way

apply any effects in any way whatsoever

03.1 Logotype

03.1.2 Social media avatar

The logo translates comfortably into an avatar for use across social media. Two options are provided, white on blue or vice versa, depending on what best contrasts the surroundings.

03.1.3 App icon

The Zava 'Z' becomes an icon of its own with an accompanying plus sign to emphasise the simplicity and help that Zava offers by ordering medication with a tap of your thumb.

03.2   Colour

03.2.1   Primary colour palette
The primary colour palette should be
used at all times.

Zava Blue should be the most commonly
used primary colour, accompanied by
Calm Black for clarity and Vibrant Blue
for CTAs and points of interest.

White space should be used generously
throughout all Zava materials, allowing
the colours to stand out against a clean
background.

Clean Green should be used as an accent
colour, generally applied to icons or used
as a background colour. Warm Orange
should also be used in careful doses. Its
main function is a CTA colour, so can be
used across large text, or equally as a
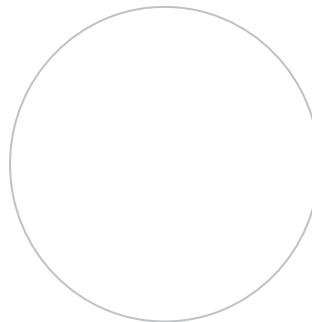background for large white text to sit on.
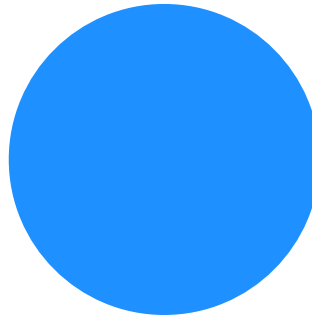
Zava Blue
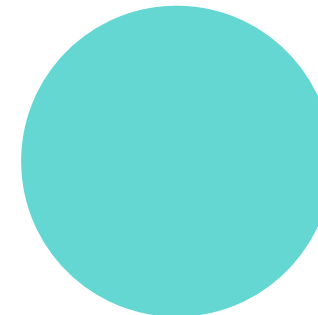Pantone Process Cyan C
Hex #1e90ff

R	30	C	100
G	144	M	0
B	255	Y	0
		K	0
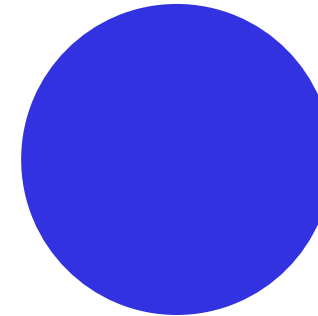
Vibrant Blue
Pantone 300 C
Hex #3232e1

R	50	C	100
G	50	M	75
B	225	Y	0
		K	0

Clean White
Hex #ffffff

R	255	C	0
G	255	M	0
B	255	Y	0
		K	0

Clean Green
Pantone 3242 C
Hex #64d7d2

R	100	C	50
G	215	M	0
B	210	Y	25
		K	0
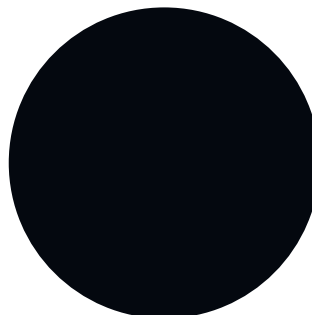
Calm Black
Pantone 296 C
Hex #04080f

R	4	C	50
G	8	M	25
B	15	Y	0
		K	100
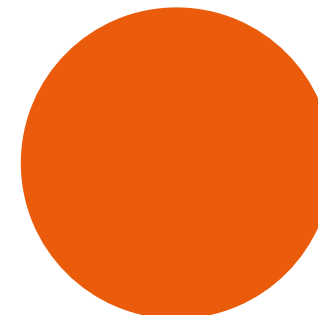
Warm Orange
Pantone 1655 C
Hex #ea5a0b

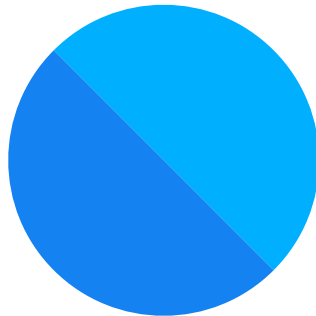| R	234	C	0
G	91	M	75
B	12	Y	100
		K	0

03.2   Colour

03.2.2 Secondary colour palette

The secondary colour palette provides a diverse range of colours and tones to be used throughout illustrations. It contains a light and dark tone of each of the Primary colours along with additional contrasting and supporting colours.
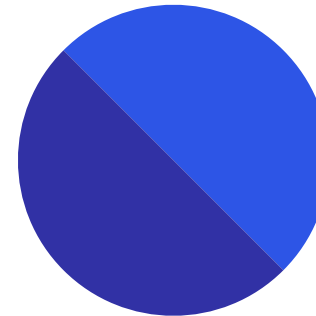
Hex #1482f0

R	20	C	79
G	130	M	48
B	240	Y	0
		K	0

Hex #00b0ff

R	0	C	68
G	176	M	17
B	255	Y	0
		K	0

Hex #3031a5

R	49	C	100
G	49	M	85
B	165	Y	0
		K	0

Hex #2d55e6

R	45	C	85
G	85	M	60
B	230	Y	0
		K	0

Hex #d9dfe9

R	217	C	18
G	223	M	10
B	233	Y	5
		K	0
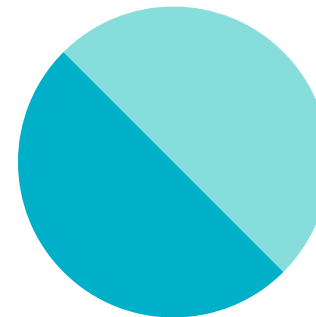
Hex #f3f5f8

R	243	C	7
G	245	M	3
B	248	Y	2
		K	0

Hex #00afc8

R	0	C	75
G	175	M	5
B	200	Y	20
		K	0

Hex #87dcdc

R	135	C	40
G	220	M	0
B	220	Y	20
		K	0

03.2   Colour

Hex #2a184d

R   42   C   100
G   24   M   100
B   77   Y   35
          K   35
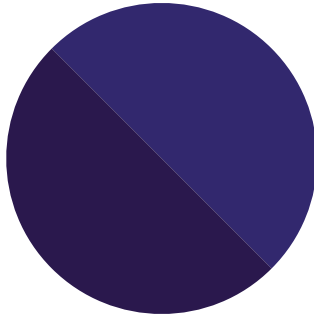
Hex #32286e

R   50   C   100
G   40   M   100
B   110   Y   20
          K   10

Hex #ffaf7d

R   255   C   0
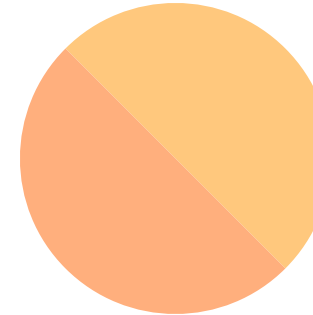G   175   M   40
B   125   Y   50
          K   0

Hex #ffc87d

R   255   C   0
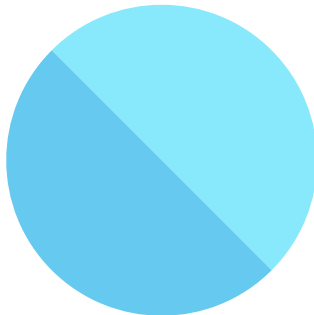G   200   M   25
B   125   Y   55
          K   0

Hex #66c9f0

R   102   C   58
G   201   M   0
B   240   Y   2
          K   0

Hex #88e8fc

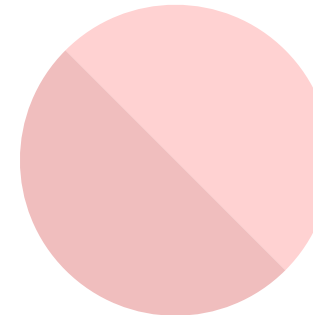R   136   C   45
G   232   M   0
B   252   Y   5
          K   0

Hex #f0bebe

R   240   C   4
G   190   M   33
B   190   Y   20
          K   0

Hex #ffd2d2
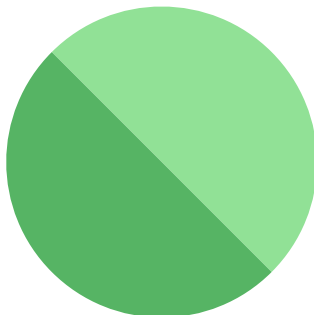
R   255   C   0
G   210   M   25
B   210   Y   12
          K   0

Hex #56b464

R   86   C   67
G   180   M   0
B   100   Y   75
          K   0
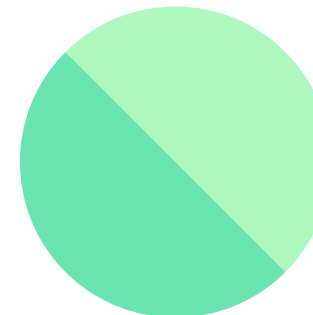
Hex #91e196

R   145   C   45
G   225   M   0
B   150   Y   55
          K   0

Hex #69e4b1

R   105   C   55
G   228   M   0
B   177   Y   45
          K   0

Hex #aef8c0

R   174   C   30
G   248   M   0
B   192   Y   20
          K   0

03.3   Fonts

Nexa should be used throughout as the Zava font in both 'light' and 'book' weights.

03.3.1   Display and headline font
Nexa light is used as both a display and headline font in differing sizes as it retains elegance and sophistication when used at large scale. The tracking should be increased to 5 in display and headline use.

03.3.2 Body copy font
The added weight of Nexa book improves legibility at a smaller size, making it ideal for body copy.

For instances where a piece of body copy needs to be called-out, such as a link or in-copy heading, Nexa book can be underlined.

Display font
Nexa Light

Health made simple.
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Headline font
Nexa Light

Health made simple.

ABCDEFGHIJKLMNO

PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Detailed copy font
Nexa Book

Health made simple.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

03.4   Photography

Photography can be used to emphasise the positivity of Zava.

Lifestyle shots not only represent how the service makes people's lives easier but also focuses on the solution rather than the problem. For instance, photography to accompany information on malaria tablets could show the holiday itself in a positive light.

The photography used should always heavily feature white space and be light and airy in tone. This should be an important consideration when selecting the photography but can then be further enhanced through editing.

Photography shown is not for commercial use and for reference only.

03.5   Illustration

Illustration provides a good opportunity to soften the brand, adding personality.

The secondary colour palette is refined enough to hold sophistication but still allows various colour contrasts and complementary tonal pairings for depth. It is made up of a lighter and darker tone of each primary colour and additional lighter contrasting colours.

Illustration should be personable but mature. With this in mind, the styling should follow the references in using solid shapes to build up the overall image and simplify details. Depth can be added with tonal colours and subtle use of shading.

The illustrations should always retain a certain softness to them and never be too sharp. Corners could be slightly rounded where suitable.

Illustration shown is not for commercial use and for reference only.

04.   Tone

04.1   Editorial tone

04. 1.1
Responding to a Trustpilot complaint
Any response to a complaint should include the following points:
- a sincere and upfront apology
- an equally sincere reminder of Zava's commitment to its values and service
- neither assigning nor dodging blame
- a thank you for their getting in touch
- an assurance of better service next time / an offer of further help

How we might respond to a Trustpilot complaint from a client who didn't receive something on time:

Example response:
We're so sorry to learn that your recent order arrived late. Timely delivery is a hugely important part of our service and Zava trusts Royal Mail to ensure fast, first-class delivery to our clients, but on very rare occasions we are let down.

Thank you for notifying us of this and please accept our team's sincere apologies. We will do everything possible to ensure your next order reaches you as promised. Please let us know if we can do anything else to help.

Thank you,
[Name and title here]

Note: A real name is best but if this is not possible then it is best to sign it off with Zava team instead of making a fake name.

04.1.2   Writing a social media post
Purposeful posting:
Every post must express one or more of Zava's brand pillars.

- Helpful - empathise with your audience and provide actionable solutions
- Smart - as an expert in the field, curate and share content of high quality
- Legitimate - share client testimonials and attribute content
- Pioneering - keep people updated on latest services or opportunities

Example:
Instead of this:
"On the Pill? Our doctors are here to provide advice on potential side effects."

Write this:
"Are you taking the contraceptive pill safely? Our doctors advise on what you need to know."

Notes:
Be wary of seeming casual and flippant ("On the Pill?")

Be action-orientated (Try to emphasise 'how to take the pill safely' over 'how it can be dangerous')

Tips:
Linking out to articles on the web: [expertise]
Beware confusion about when Zava is offering "expert advice" and "new IVF treatment" or whether this is coming from an outside source. We need a consistent approach for referencing external posts: it's vital to position Zava as an expert curating content.

Client testimonial: [legitimacy]
Client quotes are a good idea but should be edited for consistency. Consider attributing to "Zava client feedback" rather than anonymous "Zava Customer". If possible, testimonial posts can include a link or CTA that sends users to a related page/section on the Zava website.

Memes and online cuteness:
Cute cats? Unlikely to relate to Zava's values, service and products… Sorry.

Zava's team updates:
[expertise + legitimacy]
Showing Zava's real doctors doing real things in the real world is really brilliant!

04.1   Editorial tone

04.1.3
Writing for a product on our website

How we might bring out the brand voice 'above the fold' in the copy on our product pages.

- Start with a solution, not a problem.
- Personalise it by starting a sentence with the words "You can" or "can prescribe you with any brand" instead of "can prescribe any brand".
- Consistency: is it a "consultation" or a "questionnaire"?
- "Our doctor" becomes "your Zava doctor"
- Do you get anything else with your order? Advice booklet/email? Mention this.
- Point people towards the advice info below the costings (responsible experts).

Instead of this:
Too busy to see your GP? Buy your contraceptive pill online - our online doctor can prescribe any brand of contraceptive pill currently available in the UK.

Our service is suitable for women who have been taking an oral contraceptive pill for at least three months. To order, fill in our brief questionnaire and let us know which pill you are taking. Our doctor will review your request and check whether you can continue taking your pill.

Prescription and standard delivery are included. Next day delivery and free Royal Mail Click & Collect also available.

Write this:
You can order your contraceptive pill online with Zava. Subject to your assessment, our doctors can prescribe any brand of contraceptive pill currently available in the UK, helping you to be in control of your contraception. The Zava pharmacy will send the medication directly to you.

This service is suitable for women who have been taking an oral contraceptive pill for at least three months. To order, just fill in our short assessment and let us know which pill you are taking. Your Zava doctor will review your request and check whether you can continue taking your pill.

Your prescription and standard delivery are included. Need it sooner? Choose next-day delivery or free Royal Mail Click & Collect.

Take a moment to read below how to take the contraceptive pill safely.

04.2.1   Visual tone overview
The Zava visual tone is personable but trustworthy. The rounded style of icons, light photography and positive colours work together to achieve this.

We are helpful

We're a team of people who are here to help other people. We take pride in putting our clients first, understanding and responding to their needs. We are experts, but we're humans first: approachable and empathetic.

We are responsible

People entrust us with their personal health needs, something we never take lightly. We earn people's trust through offering authentic medical advice and service, while displaying high levels of responsibility for our client care. This is what proves we are legitimate.
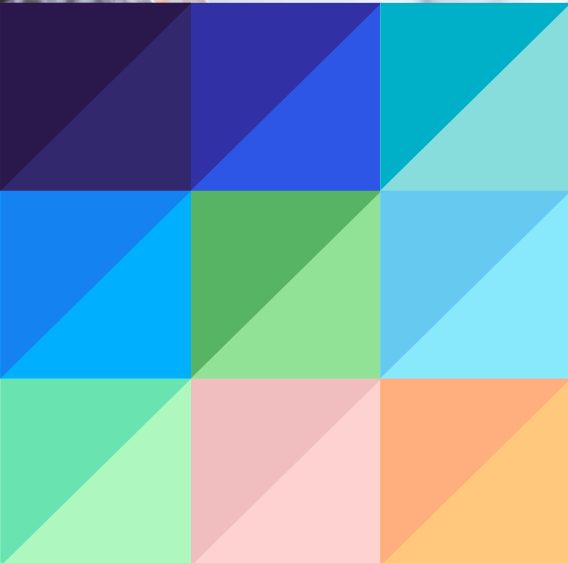
Good health lets us live our lives to the fullest. It frees us to do the things that matter most to us with the people we love.

Get started

Place order

Zava

Licence pending, not for commercial use.

04.2   Visual tone

04.2.2 Digital mock-up

The example mock-up shown here demonstrates how the various elements that make up the Zava brand come together – the consideration of white space and the amount of colours used combined with illustration and icons, as well as some examples of UI flourishes to add personality to the brand and improve UX below.

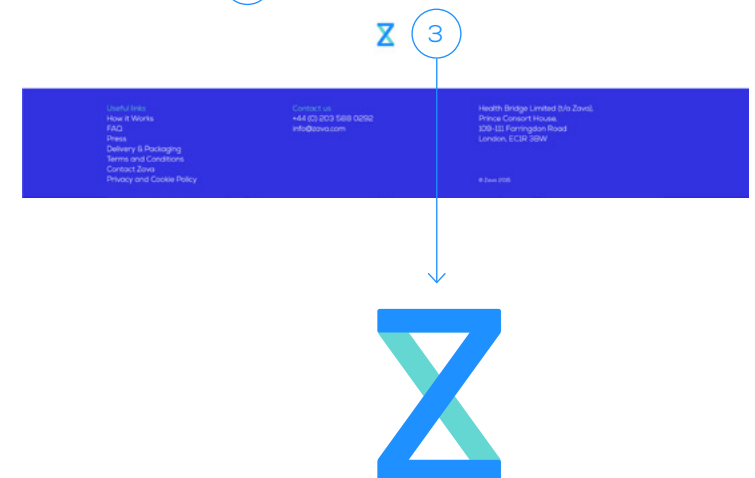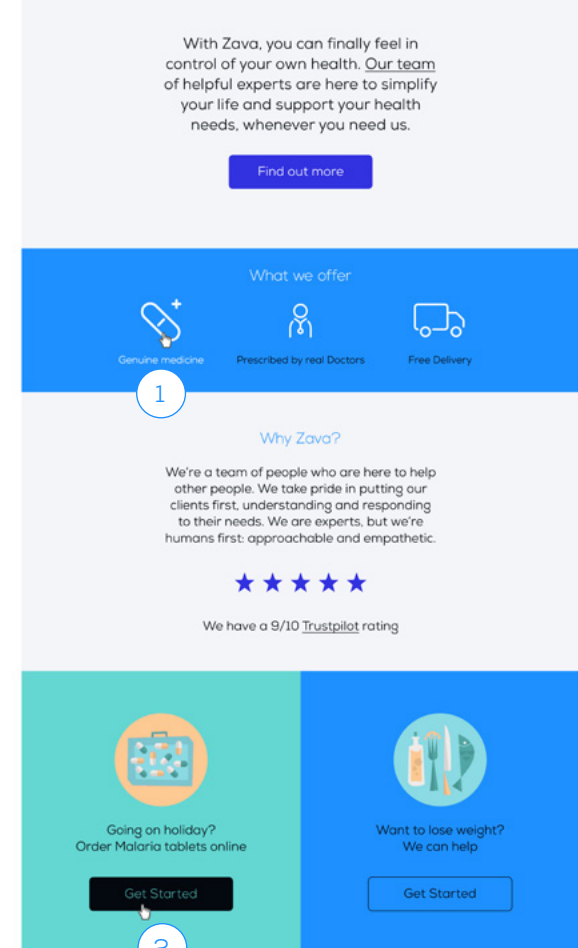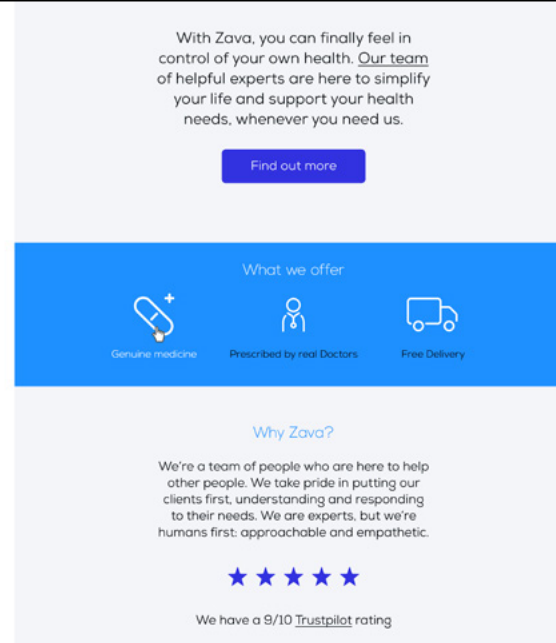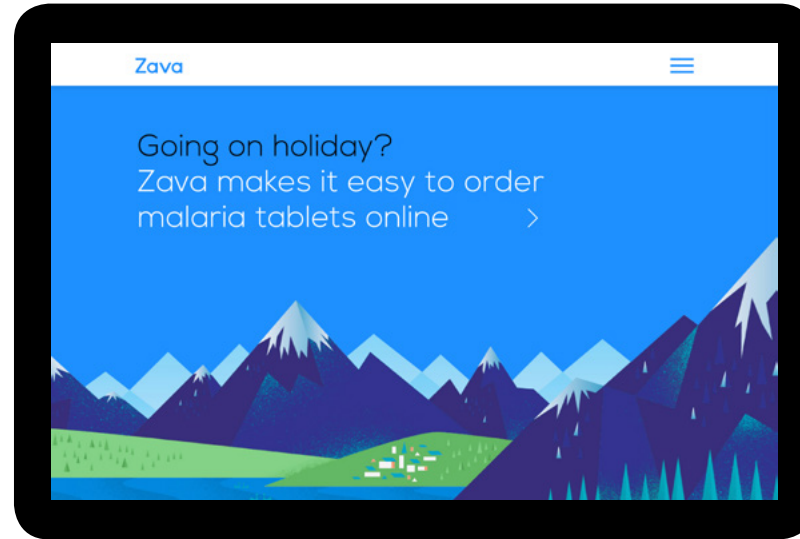1.   Smooth growth in icons upon rollover
Reference: http://tympanus.net/Development/IconHoverEffects/#set-7

2.   Button fills upon rollover
Reference: http://tympanus.net/Development/CreativeButtons/

3.   Zava 'Z' rotating loading timer
Reference: http://tympanus.net/Development/IconHoverEffects/#set-6

Do you have any questions?
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(tbc)