Dolorvia brand rules

AI-powered career management for anesthesia providers.

Logo

Clear space: keep X clear on every side, where X is the height of the mark. Minimum size: wordmark 80 px wide, icon 16 px tall.
Don't stretch, rotate, recolor, crop, or add effects. Don't place it on a busy image or a low-contrast surface. Don't crowd it.
Never apply the Perizer gold-to-coral signature to this mark: each brand stands on its own.

Color

Dolorvia Navy	#022E6B	RGB 2 46 107 CMYK 98 57 0 58
Dolorvia Green	#06C980	RGB 6 201 128 CMYK 97 0 36 21
Lime	#C2D468	RGB 194 212 104 CMYK 8 0 51 17
Light Blue	#B1BED1	RGB 177 190 209 CMYK 15 9 0 18



CMYK is computed from sRGB: proof it before print.

Type

Figtree: Headings. Weights 400, 500, 600, 700. SIL Open Font License 1.1.
https://fonts.google.com/specimen/Figtree
Noto Sans: Body and UI. Weights 400, 500, 700. SIL Open Font License 1.1.
https://fonts.google.com/specimen/Noto+Sans

Voice

Speaks to anesthesia providers as peers.
Specific about the work: contracts, credentials, compliance.

Say: credentialing, contract analysis, compliance, career, provider
Never: healthcare heroes, robust, game-changing, medical advice

Before: Dolorvia is a robust solution that helps healthcare heroes optimize their journey.
After: Track credentials, analyze contracts, and stay compliant, in one place built for anesthesia providers.