



CONCEPT STUDY · FICTIONAL BRAND

Brand guidelines

Signature package · Version 1.0 · September 2026

BRAND IDEA

Give the visit its time back.

Home-health nurses do their best work at the patient's door. Too much of the day goes to driving, rescheduling and paperwork. Tendlane plans routes and schedules so that time goes back to the visit.

PERSONALITY

**Warm. Steady.
Plain-spoken.
Energetic.**

Plain

We say what the product does, in words a scheduler would use on the phone.

Kind

We design for a tired nurse at the end of a long day, and a scheduler juggling a full board.

Steady

Calm and dependable. Energy comes from color and motion, never from noise or hype.

WHO WE SPEAK TO

Operations directors and schedulers at mid-size home-health agencies in the Southeast. Then **nurses** using the phone app. And **investors** who want to see the thinking.

LOGO

One route, looped into a heart.



CLEAR SPACE

Keep a margin equal to the height of the **t** (x) on every side. Nothing else enters this zone: no text, edges or images.

THE MARK

A single round-ended line travels around and closes into a heart. The dot inside is the patient's visit: the place every route is for. The gap at the top keeps it open, like a road that continues.

THE WORDMARK

Lowercase Sora Semibold, outlined. The **l** is redrawn as a plain stem so the name never reads as "tend1ane".

MINIMUM SIZE



Four ways in, six ways out.



Primary, on Milk



Reversed, on Plum Ink

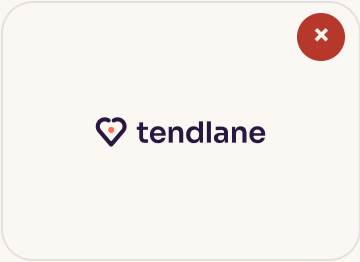


One color, on Oat

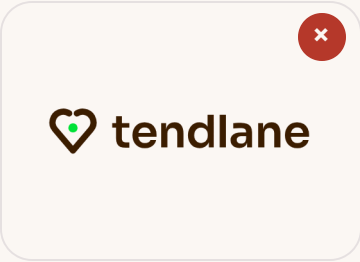


One color, on Signal Coral

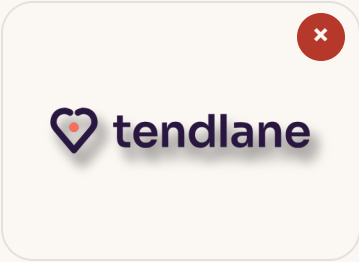
PLEASE DON'T



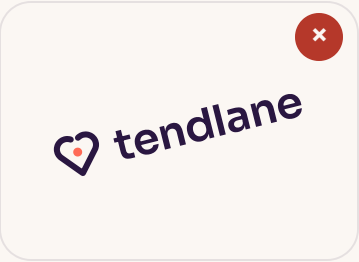
Stretch or squash



Recolor



Add effects



Rotate



Low contrast



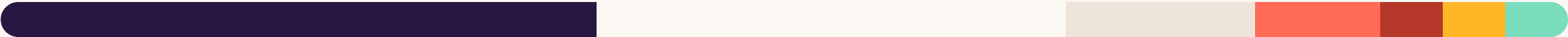
Retype the name

COLOR

Ink and oat, with a signal.

Plum Ink Primary · 38% HEX #2A1741 RGB 42 23 65 CMYK 35 65 0 75	Milk Ground · 30% HEX #FBF7F3 RGB 251 247 243 CMYK 0 2 3 2	Oat Soft neutral · 12% HEX #EEE4D9 RGB 238 228 217 CMYK 0 4 9 7	Signal Coral Signal · 8% HEX #FF6B57 RGB 255 107 87 CMYK 0 58 66 0	Coral Deep Text-safe coral · 4% HEX #B5382A RGB 181 56 42 CMYK 0 69 77 29	Marigold Highlight · 4% HEX #FFB627 RGB 255 182 39 CMYK 0 29 85 0	Mint On-time status · 4% HEX #79DDBE RGB 121 221 190 CMYK 45 0 14 13
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PROPORTION



CHECKED PAIRS

Aa 15.2:1 Body text · AA pass	Aa 5.5:1 Links and accents · AA pass	Aa 5.8:1 Buttons · AA pass	Aa 15.2:1 Reversed text · AA pass
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Signal Coral is for shapes and buttons with Plum Ink text. On light backgrounds use Coral Deep for coral text. Secondary text is Plum Ink at 72% (#645673, 6.3 : 1 on Milk).

Confident headlines, easy reading.

DISPLAY · SORA SEMIBOLD AND BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TEXT · MANROPE MEDIUM AND BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HEADLINE · SORA 700, 56/60, -3%

More time with patients.

BODY · MANROPE 500, 18/29

Tendlane plans schedules and routes for home-health agencies, so nurses drive less and spend more of the day where they're needed.

SUBHEAD · SORA 600, 28/34, -2%

Routes that fit real days.

LABEL · MANROPE 800, 13, +12% CAPS

NEW IN THE SCHEDULER

Both families are open source (SIL OFL) and free for commercial use.

VOICE

Plain-spoken, kind, confident.

WE SAY

- Shorter drives, steadier days.
- Plan the week in one place.
- Time for the visit.

WE AVOID

- Revolutionary, disruptive
- 10x, game-changing
- Vague promises about AI

SAMPLE LINE

**We plan the route.
You keep the visit.**

INSTEAD OF → SAY

Revolutionary AI scheduling

Schedules that fit the day

Disrupt home health

Give nurses their time back

10x your team's output

Shorter drives, steadier days

IN THE PRODUCT

BUTTON

Plan the day

EMPTY STATE

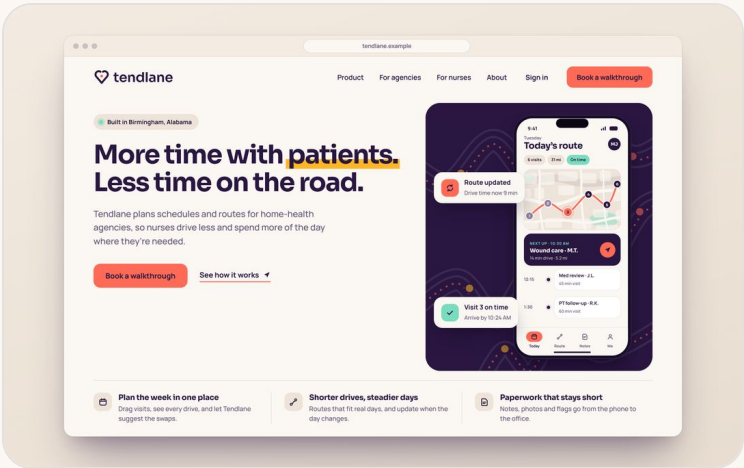
No visits yet. Add one to get started.

ERROR

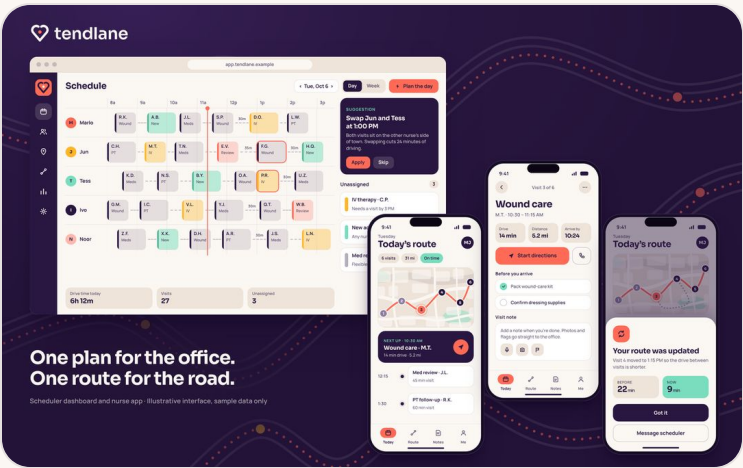
That route didn't save. Try again.

APPLICATIONS

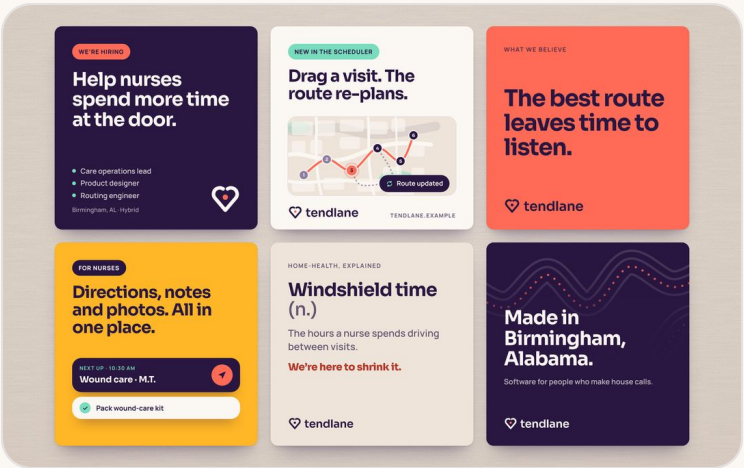
The same idea, everywhere it shows up.



Website hero



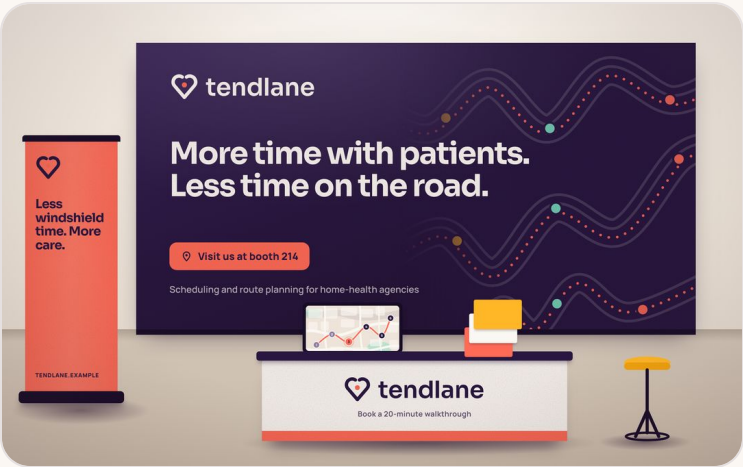
Scheduler dashboard and nurse app



Social posts



Stationery



Conference booth



Lane pattern