

The *mark*, and how to treat it.



Rules

Use the lockup as shipped

Seal plus wordmark, never redrawn, recolored, or set in another face.

Clearspace

Keep one seal-width of clear space on every side of the lockup.

Casing is HealthRX.com

Capital H, capital RX. Never Healthrx, HEALTHRX, or health rx.

On photography

Use the bone lockup over dark or busy imagery, with a subtle scrim if contrast dips.

Never distort

No stretching, rotating, outlining, drop-shadowing beyond the shipped tile shadow, or opacity tricks.

Do not imply endorsement

The mark identifies the program. It never implies your content is written or approved by HealthRX physicians.

Never like this



healthrx

WRONG CASING, WRONG FACE

• LOGO PACK: /AFFILIATES DOWNLOAD

• PNG ON TRANSPARENT, INK AND BONE

Color and *type*.

#FDFAF2 Paper Surfaces, light fields	#0E4F4F Deep teal Brand, CTAs, accents	#063535 Teal deep Dark fields, depth	#0E0E0C Ink Display type
#A8C9C9 Teal light Accents on dark	#C9A961 Gold Payout figures only	#F4EFE1 Paper 2 Field gradients	#111E29 Navy Performance sub-theme

Inter 700 to 900

Headlines, UI, numbers in copy

Fraunces italic

One accent word per headline, never body text

JetBrains Mono

Every price, dose, payout, and SKU

The rule of one: one oversized element per layout, one serif accent word, one CTA. If everything is big, nothing is.

Photography *direction.*



Product: warm neutral surfaces, soft key light



Lifestyle: real routines, natural light



Packaging: discreet, unbranded exteriors

Always

- ✓ Warm, desaturated grade with soft shadows
- ✓ Real product photography from the shipped pack
- ✓ One believable light source per frame
- ✓ 2 to 4 percent film grain over gradients and photos

Never

- ✗ Before and after imagery of any kind
- ✗ Body-transformation or scale imagery
- ✗ Saturated stock photography or clip art
- ✗ Needles shown bare, or clinical imagery that unsettles

Need imagery we have not shipped? Ask. Custom photography and crops through partners@healthrx.com, answered within 24 hours on business days.

Voice, and the *claims* line.

Say this

- ✓ Compounded semaglutide from licensed US providers
- ✓ From \$99/mo, no insurance required
- ✓ Physician supervised, all 50 states
- ✓ Online intake, prescribed only if appropriate
- ✓ LegitScript certified, 503A pharmacy partners
- ✓ Priced under the big-name telehealth brands

Never this

- ✗ Lose X pounds, results in X weeks, clinically proven
- ✗ Generic Ozempic, same as Wegovy, FDA approved
- ✗ Cure, guarantee, no side effects, 100% success
- ✗ Doctor recommended (implies endorsement)
- ✗ Miracle, breakthrough, revolutionary
- ✗ Any patient outcome story or testimonial

THE VOICE IN ONE LINE

Plain, priced, and calm. We sound like a good pharmacist, not a hype reel: concrete nouns, real dollar figures, no exclamation points, and never a promise about outcomes.

Copy mechanics

Numbers are the hero

Lead with \$99, \$149, 50 states, 30 days. Verbs stay soft: access, know, support.

Sentence case, short sentences

Headlines under six words where possible. Periods, not exclamation points.

No em dashes

Use commas or periods instead. House style, no exceptions.

Disclosure travels

Your #ad or paid-link line rides with the content wherever it is quoted or clipped.