

BRAND IDENTITY SYSTEM · V1.0



Meliora.

The brand standards for a precision medicine practice for women who have tried everything.

A NOTE ON THIS DOCUMENT

A standard for a brand built on precision.

Meliora is a clinical practice — not a wellness brand. This book exists to keep that distinction crisp across every surface where the Meliora name appears. Type, color, voice, mark, and method: each defined here, each non-negotiable.

Patients arrive at Meliora after years of being dismissed. The brand earns their trust the same way the practice does — through precision, restraint, and outcome.

PRACTICE	Meliora Integrative Medicine
FOUNDER	Rowena Chua, MD
CERTIFICATIONS	Internal Medicine · Obesity Medicine · Neurology
ESTABLISHED	2013 · Evanston, Illinois
FRAMEWORK	The Meliora Method™ (trademark pending)
WEB	melioramed.com
ISSUED	April 2026
EDITION	Brand Standards v1.0
CUSTODIAN	Office of Dr. Chua

MOTTO

Semper ad Meliora

— always toward the pursuit of better.

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Eight chapters.
One identity system.

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CHAPTER 01 · 04

The Brand.

Who Meliora is for, what it stands for, and the posture it takes in every room it enters.

POSITIONING

A precision medicine practice for women who have tried everything.

Dr. Chua addresses the root causes others overlook — hormonal imbalance, metabolic dysfunction, the neurological contributors to weight and energy — using a structured, evidence-based methodology.

Meliora's patients arrive after years of being dismissed or misdiagnosed. The brand's job is to signal — instantly — that this practice is different. Clinical. Specific. Rigorous. Ours.

AUDIENCE

Women 35–60 in perimenopause / menopause

POSTURE

Clinical authority. Quietly confident.

PROMISE

"Normal" is not the same as feeling well.

BRAND STATEMENT

Healthcare,
Reimagined.

Root-cause medicine for women who've been told their labs are normal.

THREE SIGNALS WE ALWAYS SEND

- 1. We treat the system, not just the symptom.
- 2. "Optimal" beats "normal" — every time.
- 3. The least number of interventions for the most meaningful improvement.

PERSONALITY

Clinically authoritative. Warm but never soft.

01 · SPECIFIC

Numbers, not nouns.

"Most women feel clearer when B12 is closer to 800." Not: "we balance your nutrients."

We are: *specific* · *measured*

We are not: *vague* · *effusive*

02 · CONFIDENT

Earned, not asserted.

Triple board-certified. Twelve years of practice. The work speaks. We don't shout it — we cite it.

We are: *credentialed* · *quiet*

We are not: *boastful* · *breathless*

03 · WARM

Direct, not soft.

"You're not broken. You're not alone." Patient empathy without wellness-influencer enthusiasm.

We are: *human* · *honest*

We are not: *gushing* · *saccharine*

04 · RESTRAINED

One mark, one method.

Simplicity is a clinical design choice, not a limitation. The brand reflects the practice it represents.

We are: *deliberate* · *spare*

We are not: *ornamental* · *trendy*

THIS IS A MEDICAL BRAND

Stethoscopes, lab values, board certifications, peer-reviewed citations. Reference ranges. Methodologies. Outcomes.

NOT A WELLNESS BRAND

No glow-ups. No anti-aging. No detox teas. No lifestyle imagery of women laughing into salads.

CHAPTER 02 · 07

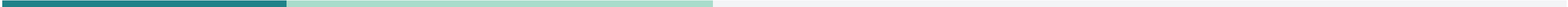
Color.

Teal carries the brand. Sage softens it. Ivory warms paper. Everything else stays out of the way.

THE SYSTEM AT A GLANCE

Eleven colors. One temperament.

BRAND TEAL	DEEP TEAL	SAGE	LIGHT SAGE	SKY	IVORY	INK	SLATE	MID GREY	PALE	WHITE
#2D8C94	#1F8289	#A9DCCB	#DEE9DF	#5AADC8	#FEFADA	#111827	#374151	#9CA3AF	#F3F4F6	#FFFFFF



PRIMARY · 2 COLORS

Carry every CTA, headline, and brand surface.

SUPPORTING · 4 COLORS

Section accents, illustrations, paper warmth.

NEUTRALS · 5 COLORS

Type, dividers, surfaces — never decoration.

PRIMARY PALETTE

Two teals do the work.



HEX	#2D8C94
RGB	45 / 140 / 148
CMYK	70 / 24 / 39 / 8
PMS	PANTONE 7717 C
USE	Primary CTAs, active UI, headings, badge fills.

vs Pure White

4.61 : 1

WCAG

AA · LARGE TEXT



HEX	#1F8289
RGB	31 / 130 / 137
CMYK	79 / 26 / 41 / 11
PMS	PANTONE 7715 C
USE	Headers, hover states, full-bleed dividers, depth.

vs Pure White

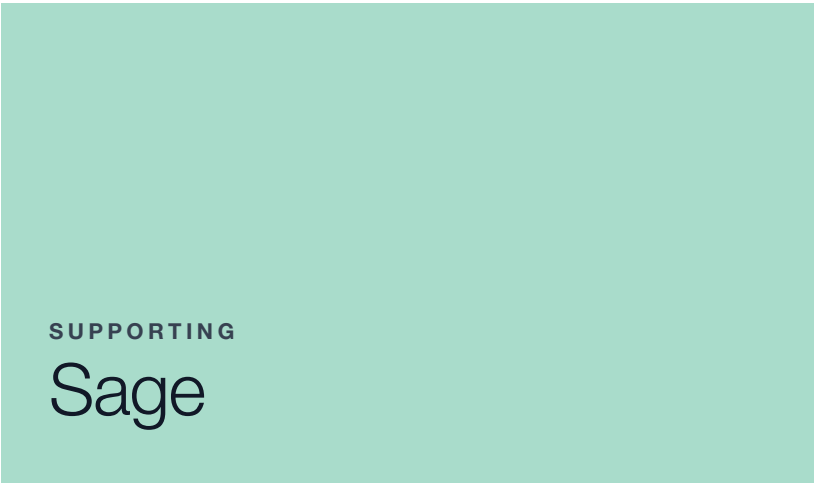
5.18 : 1

WCAG

AA · ALL TEXT

SUPPORTING PALETTE

Sage softens. Sky guides. Ivory warms paper.



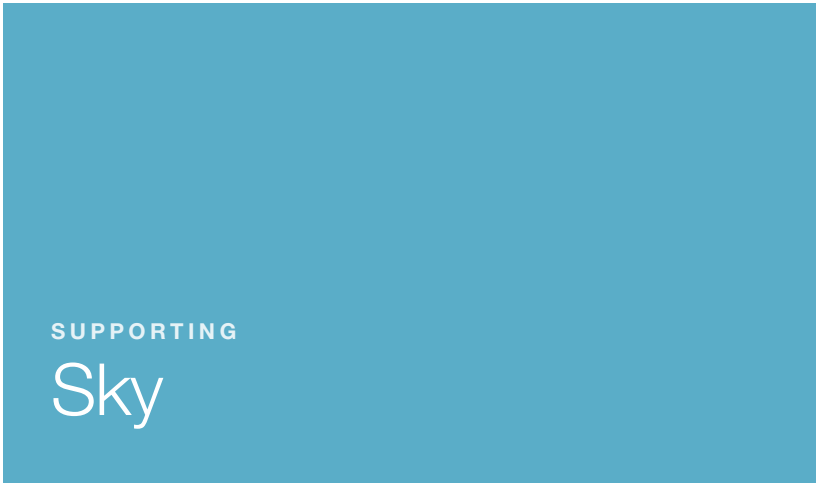
HEX	#A9DCCB
RGB	169 · 220 · 203
CMYK	35 · 0 · 22 · 0
PMS	336 C

Use: Accents, progress indicators, badge fills, the Method™ pillar accent.



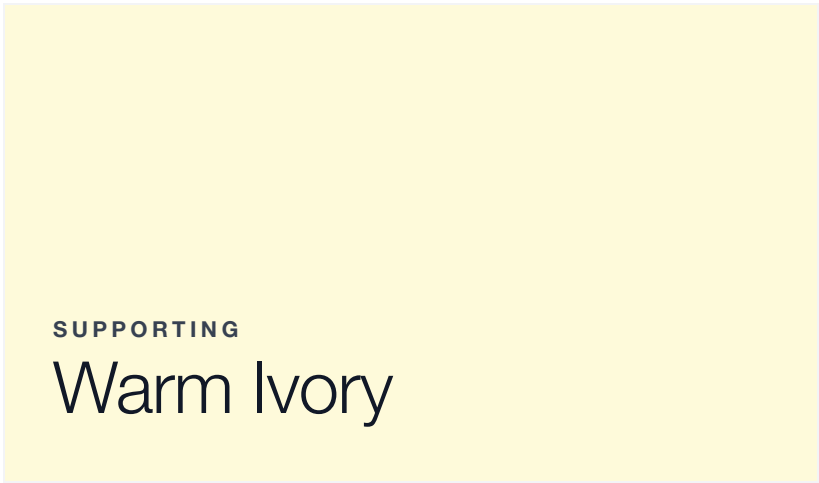
HEX	#DEE9DF
RGB	222 · 233 · 223
CMYK	12 · 2 · 12 · 0
PMS	7541 C

Use: Section backgrounds, tag fills, soft panels behind body copy.



HEX	#5AADC8
RGB	90 · 173 · 200
CMYK	61 · 6 · 15 · 0
PMS	7459 C

Use: Secondary illustrations, informational callouts, lab-report keys.




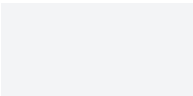



HEX	#FEFADA
RGB	254 · 250 · 218
CMYK	2 · 1 · 19 · 0
PMS	9080 C

Use: Print backgrounds, letterhead, warm offset to white.

NEUTRALS

Five greys. Five jobs.

SWATCH	NAME	HEX	RGB	CMYK	VS PURE WHITE	JOB
	Ink	#111827	17 / 24 / 39	93 / 84 / 56 / 78	17.97 : 1 AAA	Primary body text. All H1 / H2 / H3 unless reversed.
	Slate	#374151	55 / 65 / 81	76 / 65 / 47 / 41	10.41 : 1 AAA	Secondary text, subheads, captions on dark surfaces.
	Mid Grey	#9CA3AF	156 / 163 / 175	42 / 32 / 24 / 4	2.84 : 1 large only	Captions, meta, muted labels, page numbers, eyebrow text.
	Pale Grey	#F3F4F6	243 / 244 / 246	1 / 1 / 0 / 4	— surface —	Light section backgrounds, disabled states, hairline rules.
	Pure White	#FFFFFF	255 / 255 / 255	0 / 0 / 0 / 0	— canvas —	Base canvas. The brand's dominant surface; do not tint.

RULE · BLACK IS RESERVED.

Pure #000000 is never used for body type. Ink (#111827) carries every dark-on-light text need; the slight blue undertone keeps the page from feeling severe.

RULE · GREY IS INFORMATION.

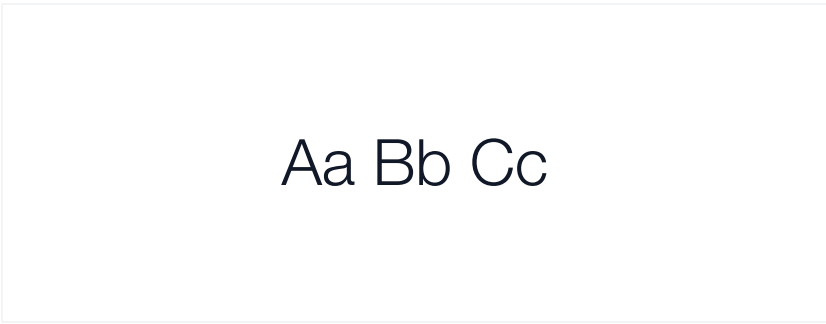
Mid Grey is reserved for secondary signal — meta, captions, page numbers. It must never be used for headlines or body copy at any size.

ACCESSIBILITY

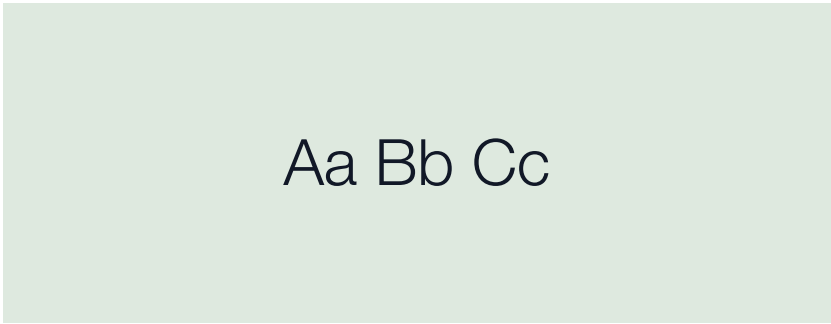
Every approved pairing meets WCAG AA.



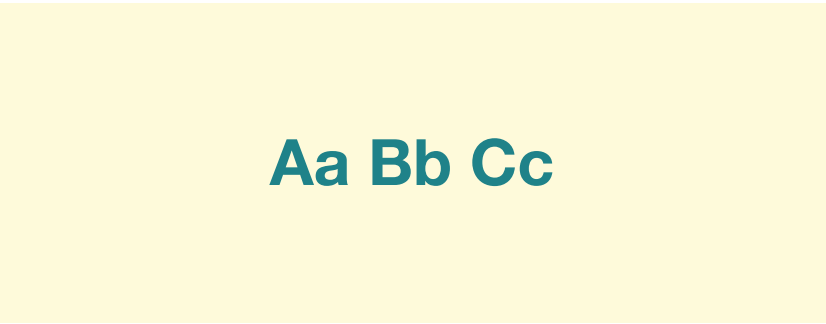
Deep Teal · White
5.18 : 1
AA · ALL TEXT



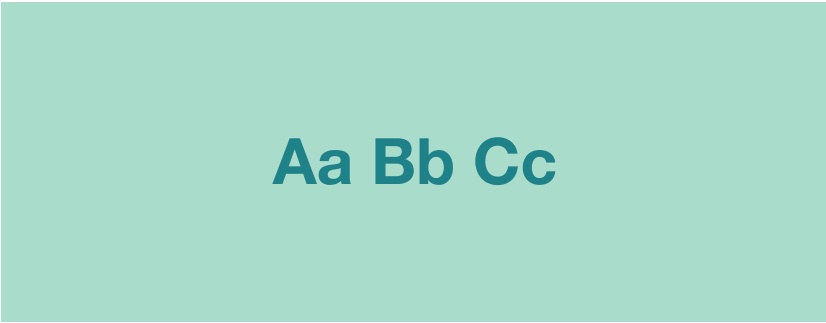
White · Ink
17.97 : 1
AAA



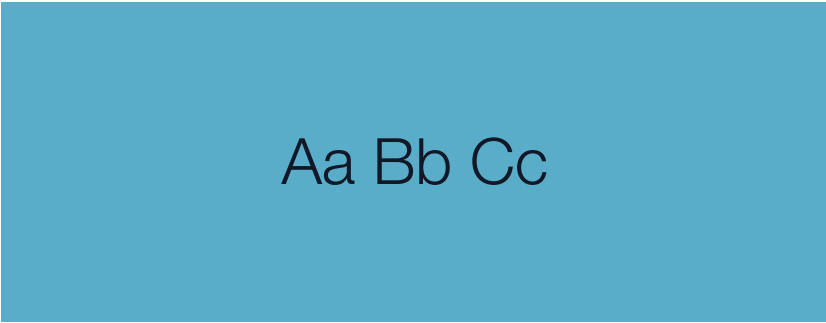
Light Sage · Ink
15.84 : 1
AAA



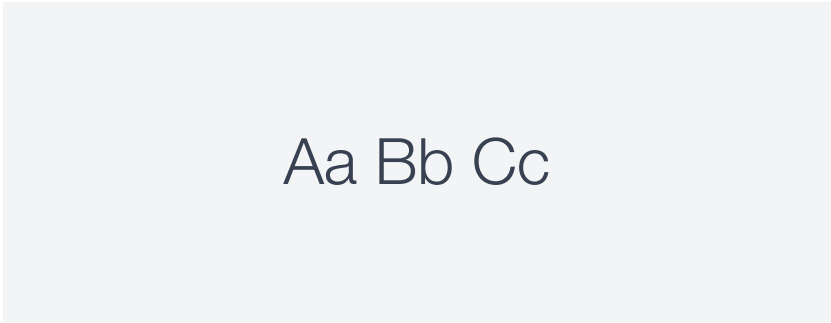
Ivory · Deep Teal
5.04 : 1
AA · ALL TEXT



Sage · Deep Teal
3.21 : 1
LARGE · 18PT+



Sky · Ink
7.92 : 1
AAA



Pale · Slate
9.85 : 1
AAA



Brand Teal · Ivory
4.51 : 1
AA · NORMAL

FORBIDDEN PAIRINGS

Sage on Light Sage · Mid Grey on Pale Grey · Sky on Sage · any color on its own tint at less than 3 : 1. When a pairing fails AA, swap the foreground for Ink — never lighten the background.

CHAPTER 03 · 13

Type.

Helvetica Neue, in the full weight range. Segoe Print for one signature flourish. Nothing else.

TWO FAMILIES

Helvetica Neue does the work. Segoe Print signs.

PRIMARY · 95% OF ALL TYPE

Helvetica
Neue

Helvetica Neue LT Std — the full family — handles every typographic need. Five weights are licensed for use: Thin, Light, Roman, Bold, Black.

ACCENT · USED SURGICALLY

Segoe
Print

Use only for: Dr. Chua's signature element, the handwritten accent in *The Meliora Method™* wordmark, and select print collateral flourishes.

Never for: body copy, sub-headlines, UI text, captions, or anywhere a sans-serif belongs.

TYPE SCALE

Nine roles. One ladder.

Display

Helvetica Neue Thin · 128px / 0.95 / -3.5%

H1 · Editorial headline

Helvetica Neue Light · 64px / 1.05 / -2%

H2 · Section header

Helvetica Neue Roman · 40px / 1.2 / 0

H3 · Subsection

Helvetica Neue Bold · 24px / 1.3 / 0

H4 / LABEL · TRACKED CAPS

Helvetica Neue Black · 13px / 1.3 / +20%

Body Large — for lead paragraphs and patient-facing intros, where prose carries weight and tone.

Helvetica Neue Roman · 18px / 1.55 / 0

Body — the workhorse for every paragraph in the brand book, on the website, and in clinical documents. Reads at any size.

Helvetica Neue Roman · 15px / 1.6 / 0

Caption / meta — page numbers, footnotes, captions under figures, byline credits.

Helvetica Neue Light · 13px / 1.45 / 0 · Mid Grey

BUTTON · BOOK A CONSULTATION

Helvetica Neue Black · 13px / 1.0 / +18% · uppercase

Reimagined.

Segoe Print · accent-only · sized to match neighbor

SPECIMEN

An editorial spread, set in the system.

A composed example of how the type ladder reads on a real Meliora page.

THE FRAMEWORK

Five pillars. One *integrated* plan.

Every Meliora patient is evaluated across all five pillars at initial assessment. These are not separate programs — they are five lenses we apply simultaneously to understand what is driving your symptoms and how to restore balance.

Key interventions: bioidentical hormone replacement therapy (BHRT), pellets, micronized progesterone, DHEA, DIM, topical compounds.

Dr. Rowena Chua, MD · Internal Medicine, Neurology, Obesity Medicine

RULES FOR MIXING WEIGHTS

Restraint is the rule.



DO

Pair Light with Roman.

Headline 300 / body 400 — the brand's default rhythm.

Use Thin only at 64px+.

Below this size, Thin loses presence and reads gray.

TRACK BLACK 0.18EM ALL CAPS.

Black weight needs the air; never set it solid.



DON'T

Don't *mix italics* for emphasis.

Italic Helvetica is unused. Use Bold or Light contrast instead.

Don't set Black at H1.

Reserved for labels and CTAs only — too loud at scale.

Don't use Segoe for body.

Script type is for the wordmark accent — nothing else.

Maximum two weights per spread. A headline and a body weight is sufficient. A label or button can introduce a third — but that's the ceiling. The brand never reads as a font specimen.

CHAPTER 04 · 18

Mark.

The Meliora bird, the wordmark, and the rules that protect them.

THREE LOCKUPS

One mark, three configurations.

01 · PRIMARY HORIZONTAL



Default lockup. Use on all primary brand surfaces — letterhead, web nav, email signatures, signage banner.

02 · STACKED



For square containers — social avatars, business-card faces, stamp-style applications.

03 · BIRD MARK



Standalone monogram — favicon, app icon, watermark on portrait photography, stationery accent.

CLEAR SPACE

Give the mark room to breathe.



Maintain a clear space equal to the x-height of the wordmark on every side. Nothing — type, photography, fold lines, page edges — should encroach.

Minimum reproduction size

PRINT	1.25" wide (lockup) · 0.5" wide (bird)
DIGITAL	120 px wide (lockup) · 32 px (bird / favicon)
STITCHED / ETCHED	1.75" wide (lockup minimum)

Below these sizes, the gradient inside the bird begins to band and the wordmark "Integrative Medicine" loses legibility. Use the bird-only mark instead.

APPROVED VERSIONS

Four treatments. No others.



A · FULL COLOR ON WHITE

Default treatment. The only acceptable version when context allows.



B · REVERSED ON TEAL

Use the all-white version on Brand Teal or Deep Teal backgrounds.



C · BLACK ON WHITE

For one-color print, fax, or any context that strips color.



D · WHITE ON BLACK

Reserved for embossing, foil-stamp negatives, and dark UI surfaces.

COLOR RULE

The bird's gradient (Sage → Deep Teal) is part of the mark. Never reproduce the bird in a single solid color other than #1F8289, white, or black. Never recolor the gradient. Never use the brand color as a background for the full-color logo.

PROHIBITED USES

Do not.



DON'T STRETCH OR DISTORT



DON'T RECOLOR



DON'T PLACE ON BUSY IMAGERY



DON'T ROTATE



DON'T ADD EFFECTS



DON'T PLACE ON UNAPPROVED COLOR

CO-BRANDING

Equal weight. Vertical rule. Always.



Partner Mark

When the Meliora mark appears alongside a licensed practitioner, partner clinic, or institutional collaborator, the marks must:

- 1. Sit at **equal optical height** — measured by cap height, not bounding box.
- 2. Be separated by a **1px Mid Grey vertical rule**, with clear space of 1x on either side.
- 3. Use a single neutral background — white, ivory, or pale grey only.
- 4. Place the Meliora mark **first** when Meliora is the originating brand or licensor.
- 5. Never appear at greater than 25% above or below the partner's optical scale.

All co-branded artwork requires written approval from the Office of Dr. Chua before printing or publication. Submit proposed lockups to brand@melioramed.com at least 10 business days before the proof deadline.

CHAPTER 05 · 24

The Method.

A standalone visual identity for the proprietary five-pillar framework — built to license.

THE MELIORA METHOD™ WORDMARK

A signature for the framework.



The Method wordmark pairs *Meliora* in Segoe Print — Dr. Chua's signature script — with **Method** in Helvetica Neue Black. The trademark glyph is required on every reproduction.

TRADEMARK	Always ™ — never ®. Trademark application is in process.
FIRST-USE RULE	Set "The Meliora Method™" with the symbol on first use in any document; subsequent references may drop the ™.
IN RUNNING PROSE	Italicize when written out: <i>The Meliora Method</i> .
MARK VS LOCKUP	Use the wordmark for licensed program collateral; use the practice mark (Ch. 04) for clinical and patient surfaces.

THE FIVE PILLARS

Body · Hormones · Nutrition · Mind · Toxins



01 · BODY

Metabolic and mitochondrial support.
The physical foundation: weight, energy, sleep, movement.

#1F8289 · DEEP TEAL



02 · HORMONES

Hormone rebalancing — sex, thyroid, adrenal, growth. Optimal ranges, not population averages.

#2D8C94 · BRAND TEAL



03 · NUTRITION

Nutrient repletion. Not supplements for the sake of supplements — repletion to a measured target.

#5AADC8 · SKY



04 · MIND

Stress, adrenal, and neurological regulation. The brain–stress–hormone axis Dr. Chua's neurology training centers.

#A9DCCB · SAGE



05 · TOXINS

Gut, detox, and environmental load. What the body holds onto — and the methodical work of clearing it.

#DEE9DF · LIGHT SAGE

Iconography rule. All five icons are drawn at 64×64 viewBox, 2px stroke, rounded caps and joins, no fill, single color. New pillar icons must follow the same vocabulary — never introduce filled or multicolor glyphs.

THE PILLAR WHEEL

An interconnected system, not a checklist.

Use this diagram in patient education, presentations, and licensed-program decks. Pillars must always appear in canonical order, starting from twelve o'clock and moving clockwise.

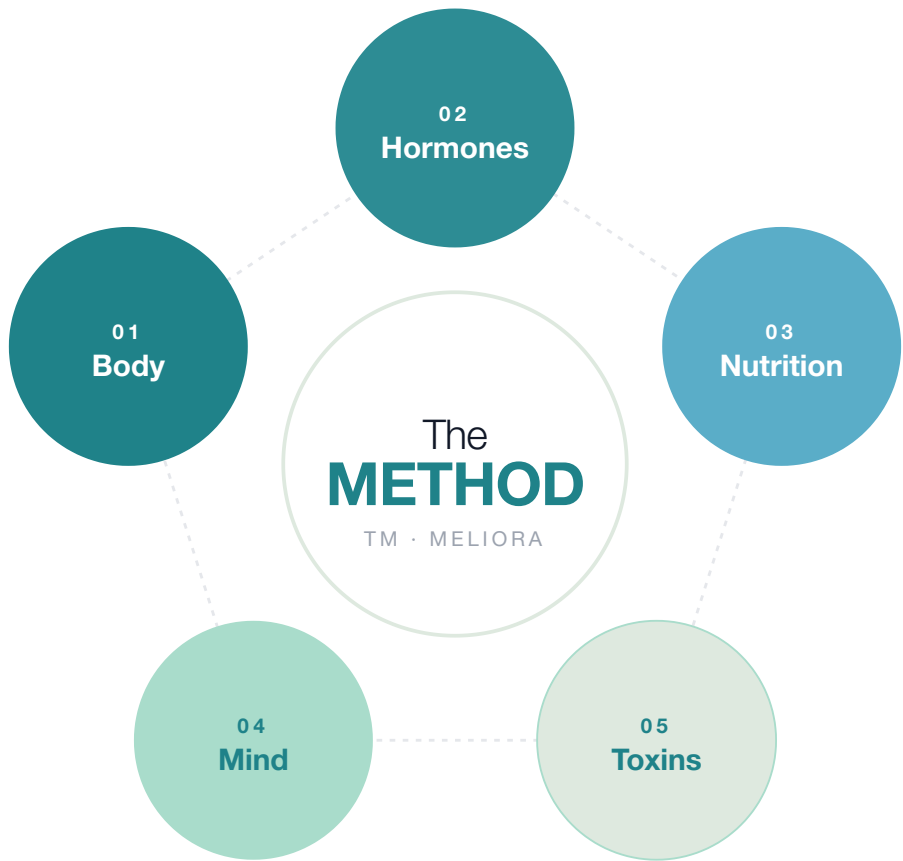
12:00 · Hormones

2:24 · Nutrition

4:48 · Toxins

7:12 · Mind

9:36 · Body



WHEN TO USE WHICH

Two marks, two domains.

PRACTICE MARK



Use for the clinical practice.

- Patient-facing materials — intake, lab reports, portal
- Letterhead, business cards, signage, scrubs
- Website, email, social, partnership comms
- Any context where the brand is "Meliora the practice"

METHOD MARK



Use for the licensed framework.

- Licensed practitioner training and certification
- Method™ patient education materials
- Conference decks, journal submissions, white papers
- Any context where the brand is "the protocol itself"

The two marks may co-occur on a single page only when the document explicitly addresses both — for example, a licensing brochure that introduces the practice and the framework. They sit on separate lines, separated by a 1-x clear space, never touching.

LICENSED PRACTITIONER BADGE

Awarded — never assumed.



The Licensed Practitioner badge is awarded to clinicians who complete the full Meliora Method™ certification — sixteen hours of supervised training, three case studies, and an annual refresher.

ELIGIBILITY	MD, DO, NP, or PA in good standing with active state licensure.
VALIDITY	One calendar year. Annual renewal required.
APPROVED USE	Practitioner website, biographical materials, marketing collateral, conference badges.
PROHIBITED	Recoloring, reshaping, removal of TM, or implying broader Meliora endorsement.

CHAPTER 06 · 30

Voice.

How Meliora speaks — clinical authority, neurological depth, patient empathy. In that order.

THREE VOICE PILLARS

Authority. Depth. Empathy.

01

CLINICAL AUTHORITY

We speak with the precision of a specialist — not the enthusiasm of a wellness influencer.

DESCRIPTORS

Specific · measured · evidence-led · numerate · cite-the-paper.

ANTI-EXAMPLES

Hyped · breathless · lifestyle-positive · vague · trend-following.

02

NEUROLOGICAL DEPTH

Dr. Chua's neurology certification is a differentiator. Language surfaces the nervous system, the stress-hormone-brain axis, the neuroendocrine connections.

DESCRIPTORS

Systems-aware · interconnected · neuro-endocrine · upstream · root-cause.

ANTI-EXAMPLES

Reductive · symptom-by-symptom · "just" · "simple fix."

03

PATIENT EMPATHY

Patients have been dismissed before. We acknowledge that without dwelling on it. We speak forward — never backward.

DESCRIPTORS

Direct · validating · forward-looking · respectful · grounded.

ANTI-EXAMPLES

Saccharine · pitying · "girl, you go!" · victim-narrative · therapeutic.

VOCABULARY

Words we use. Words we don't.

APPROVED VOCABULARY · 24 TERMS

- | | |
|-----------------------|--------------------------|
| → Optimal range | → Root cause |
| → Reference range | → Triple board-certified |
| → Systems-based | → Neuroendocrine |
| → Hormone rebalancing | → Bioidentical (BHRT) |
| → Nutrient repletion | → Stress-adrenal axis |
| → Methodology | → Sequenced care |
| → Functional medicine | → Free T3 / DHEA / FSH |
| → Outcomes measure | → Initial assessment |
| → Follow-up | → Sub-clinical |
| → Mitochondrial | → Detox load |
| → Foundational | → The body is a system |
| → Restore balance | → Patient autonomy |

Punctuation note. Em-dashes are the signature punctuation — used liberally to qualify and pivot. Curly quotes always. Sentence case in headlines.

REJECTED VOCABULARY · NEVER

- | | |
|-----------------------|-----------------------|
| × Anti-aging | × Glow up |
| × Cleanse / detox tea | × Cure |
| × Fix | × Boost |
| × Hack | × Holistic (alone) |
| × Wellness journey | × Bestie |
| × Game-changer | × Empower / empowered |
| × Exclusive | × Elite |
| × Mom-bod / dad-bod | × Clean eating |

Why these are out. Each one reads as a wellness brand, not a medical practice. Each one collapses a complex problem into a marketing soundbite. Each one borrows authority instead of earning it.

TONE BY CONTEXT

One voice, five registers.

CONTEXT	POSTURE	EXAMPLE PHRASE
Clinical notes, lab results	Specialist-to-specialist. Concise, technical, no hedging.	<i>"Free T3 of 2.4 pg/mL — sub-optimal. Recommend low-dose T3 cytomel 5 µg AM, recheck in 6 wk."</i>
Marketing website, decks	Specialist-to-thoughtful-patient. Editorial, sentence case, em-dashes.	<i>"We believe every symptom matters — and that 'normal' is not the same as optimal."</i>
Social Instagram, LinkedIn	Educator. One idea per post, no jargon, light cadence — never breezy.	<i>"A B12 of 200 may pass unremarkable. Most women feel and think more clearly when it's closer to 800. Optimal isn't the same as normal."</i>
Patient comms email, portal	Direct, plain-spoken, second-person. No exclamation points.	<i>"Your DHEA came back at 95 — below the optimal window. We'll talk through dosing on Tuesday."</i>
Legal / licensing contracts, brand	Plain-language formal. No "we" — name the parties.	<i>"Licensee may use the Meliora Method™ wordmark only in connection with services rendered under the active license agreement."</i>

THREE REWRITES

Generic in. Meliora out.

BEFORE · GENERIC

"Reclaim your glow! Our holistic wellness journey will help you fix your hormones and feel like yourself again. Book your discovery call today!"

AFTER · MELIORA

"Most women in perimenopause are running progesterone two-thirds below optimal — and being told their labs are fine. We measure differently, and we treat to the number that lets you feel well. Schedule a consultation."

BEFORE · GENERIC

"Stress is a silent killer. Our anti-stress protocol uses cutting-edge adaptogens to boost your body's natural resilience and unlock peak performance."

AFTER · MELIORA

"Chronic stress reshapes the HPA axis — flattening cortisol, depleting DHEA, and over time, dysregulating thyroid output. We map the pattern in your labs, then sequence the interventions that bring it back into range."

BEFORE · GENERIC

"Tired of feeling exhausted? Our energy-boosting IV drip will leave you ready to take on the world!"

AFTER · MELIORA

"Fatigue rarely has one cause. Before recommending any intervention, we measure ferritin, B12, free T3, fasting insulin, and morning cortisol — because IV vitamins won't fix a thyroid pattern, and a thyroid prescription won't fix iron deficiency."

PITCHES & POSITIONING

Three lengths. One message.

15 SECONDS

Meliora is a precision medicine practice in Evanston for women whose labs come back "normal" but who don't feel well. We treat the system — hormones, metabolism, the brain — to optimal ranges, not population averages.

30 SECONDS

Meliora is the integrative medicine practice of Dr. Rowena Chua — triple board-certified in internal medicine, neurology, and obesity medicine. We see women who've been dismissed for years: weight that won't move, fatigue without a diagnosis, mood and sleep that have quietly slipped. The Meliora Method™ is our five-pillar protocol — body, hormones, nutrition, mind, toxins — sequenced from foundations up. We treat the system, not the symptom, and we measure outcomes against optimal ranges.

60 SECONDS

Meliora Integrative Medicine, in Evanston, Illinois, is a precision practice for women navigating perimenopause, metabolic dysfunction, and the kind of fatigue that doesn't show up in standard labs. Dr. Rowena Chua is triple board-certified in internal medicine, neurology, and obesity medicine — and that combination is the practice. Most women arrive after years of being told their numbers are normal, when they aren't sleeping, can't lose weight, can't think clearly. Meliora measures differently. We use The Meliora Method™ — a five-pillar framework covering body, hormones, nutrition, mind, and toxins — to map the system and sequence the work. Foundations first. The fewest interventions that produce the most meaningful improvement. We measure outcomes not just in lab values, but in how patients feel and function. We are open to new patients on referral and through direct consultation. Visit melioramed.com to begin.

METHOD™ POSITIONING STATEMENT · FOR LICENSING DECKS

The Meliora Method™ is a clinically-developed five-pillar protocol — body, hormones, nutrition, mind, and toxins — designed for licensed practitioners treating women with metabolic, hormonal, and neuroendocrine dysfunction. Sequenced foundations-first care. Optimal-range targets. The least number of interventions for the most meaningful improvement.

CHAPTER 07 · 36

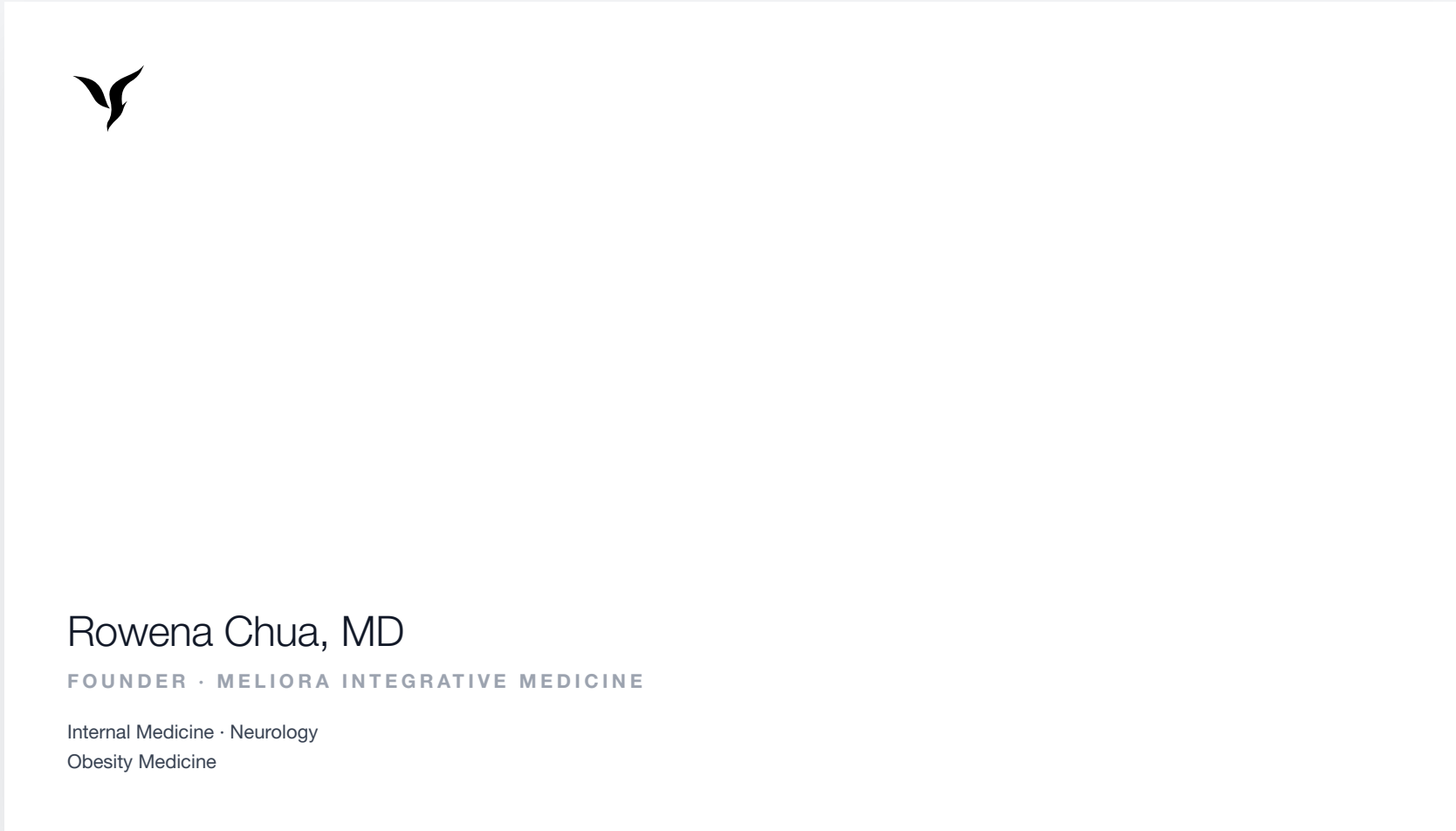
In Use.

Mockups across print, digital, and signage. The system at full strength.

PRINT · BUSINESS CARD

3.5 × 2 in · uncoated cotton · letterpress.

Front · Dr. Chua



Back



Stock
Mohawk Superfine, 110# cover, eggshell white

Print
Letterpress, 2 ink (Deep Teal + Ink), single-sided where applicable

Edge
Untreated; optional teal painted edge for senior staff

Type
Wordmark in Helvetica Light 24pt; meta in Roman 8pt

PRINT · LETTERHEAD

8.5 × 11 in (US Letter) and A4 variant.

Standard letterhead



SPECIFICATIONS

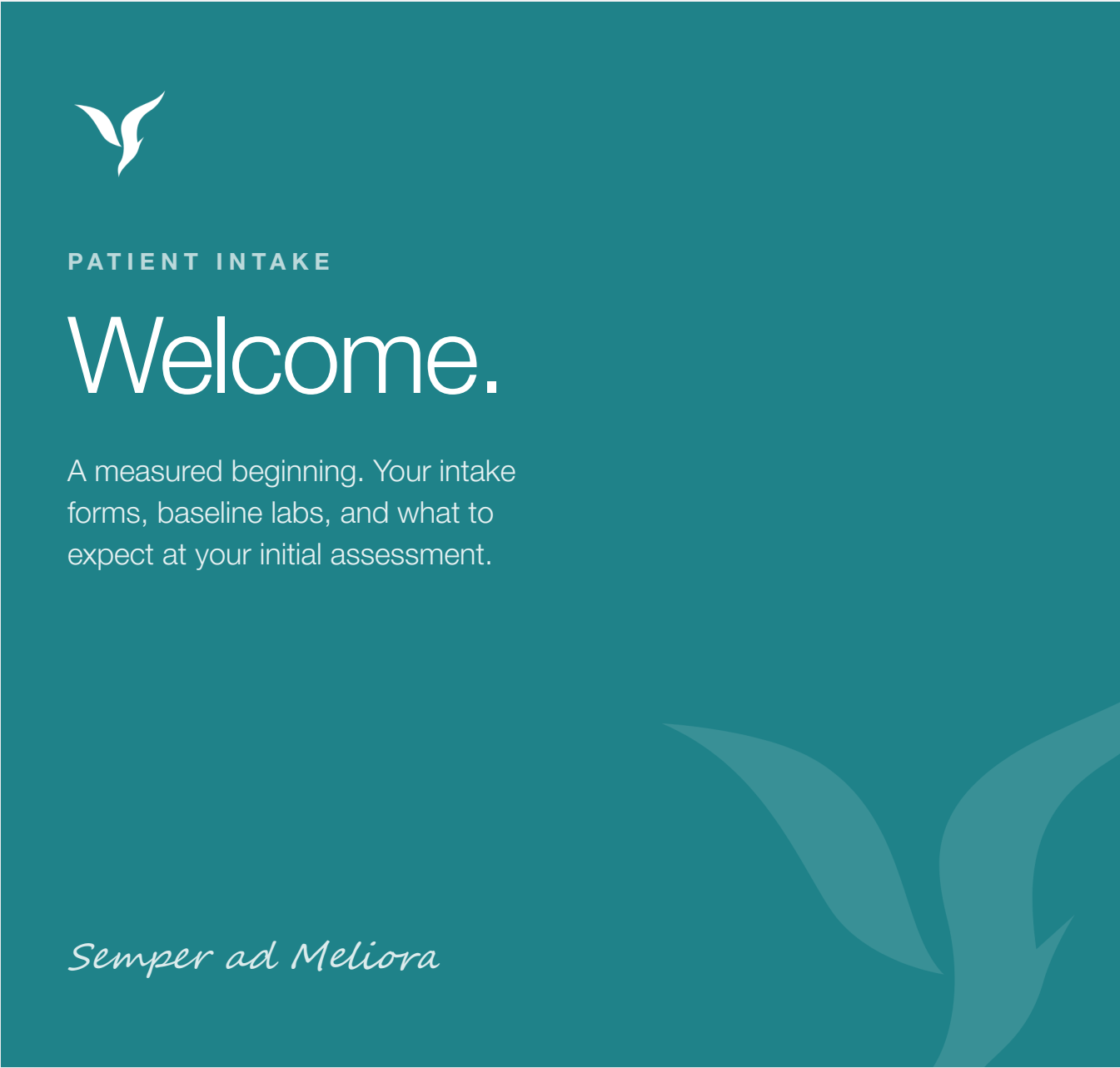
DIMENSIONS	8.5 × 11 in (Letter) · 210 × 297 mm (A4)
MARGINS	0.75 in left/right · 1 in top/bottom
STOCK	Mohawk Via Vellum 80# Text · Warm White
INK	Deep Teal (PMS 7715) + Ink (process black)
LOGO PLACEMENT	Top-left, optical alignment with first body line
ADDRESS BLOCK	Top-right, 9pt Helvetica Light, Mid Grey
SIGNATURE LINE	Segoe Print at 24pt for first name; printed name in 9pt Roman
FOOTER	1pt rule + confidentiality + page number, all 7pt Helvetica Black tracked 10%

Digital variant. For PDF letters and email attachments, use the same template at 300dpi and embed fonts. Body type bumps to 11pt Helvetica Roman to remain legible at common screen zoom levels.

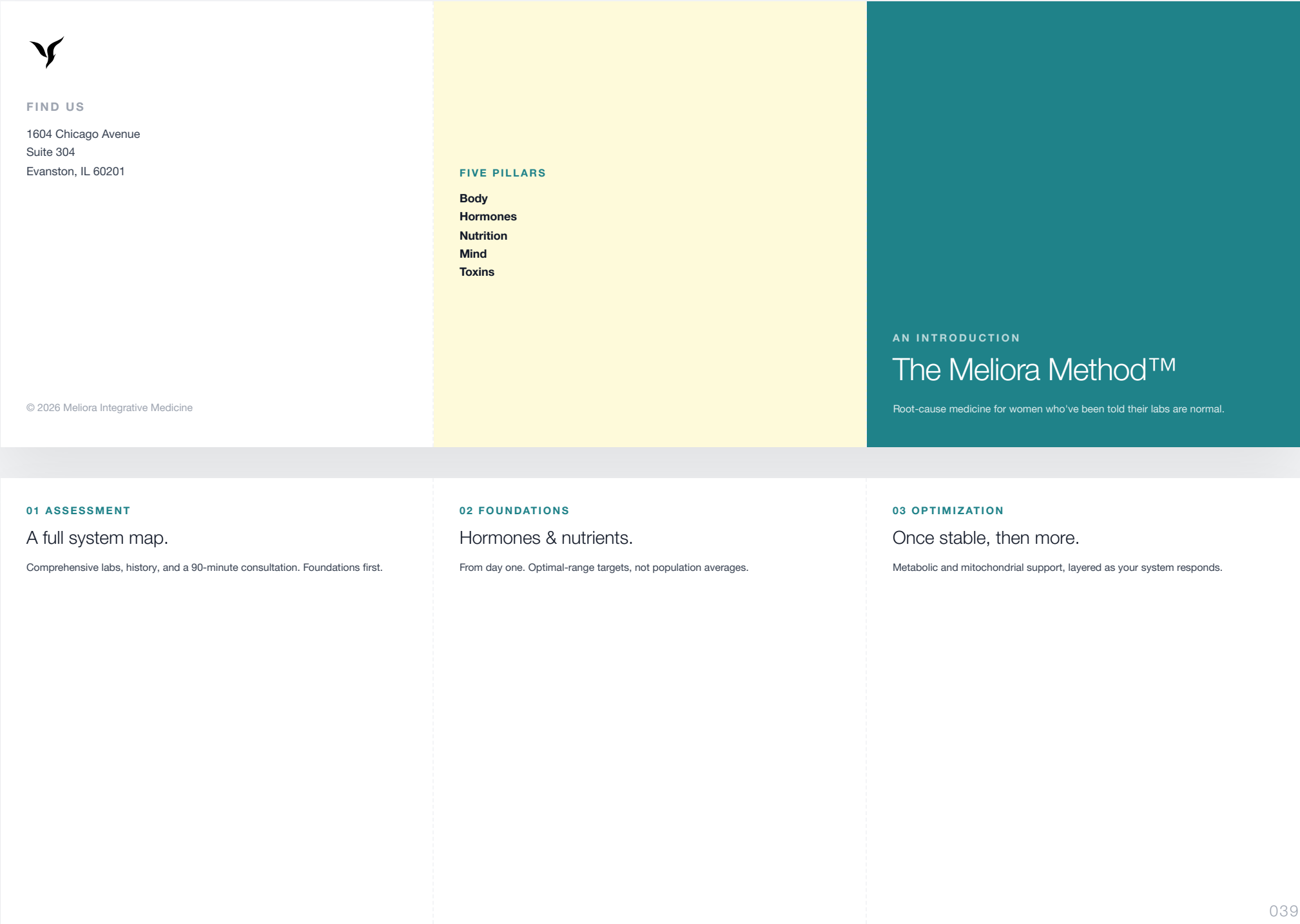
PRINT · PATIENT MATERIALS

The pieces a patient takes home.

Patient intake folder · 9 × 12 in



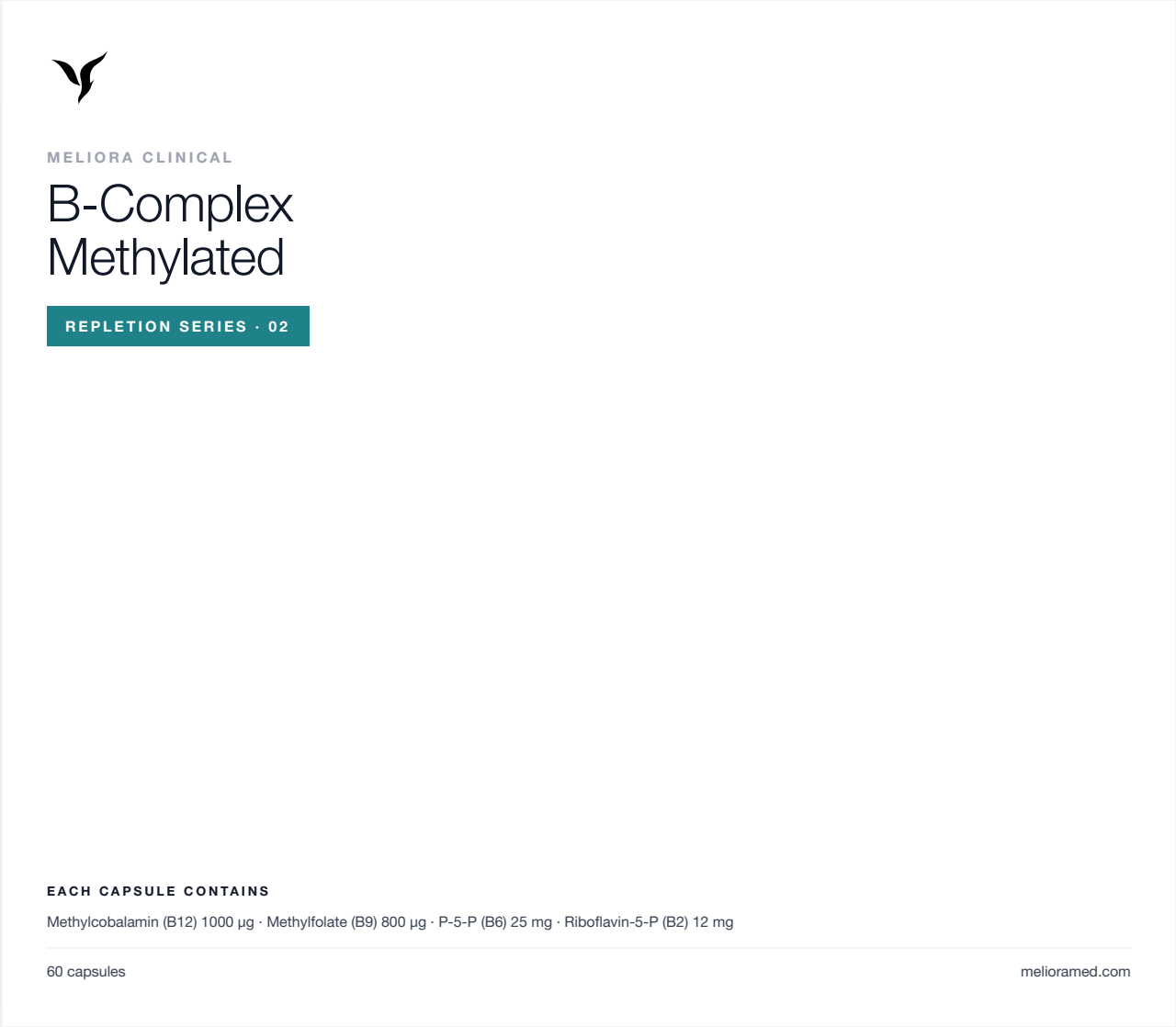
Tri-fold brochure · 11 × 8.5 in unfolded



PRINT · CLINICAL & CERTIFICATION

Two surfaces with stricter chrome.

Supplement label · 2.5 × 4 in



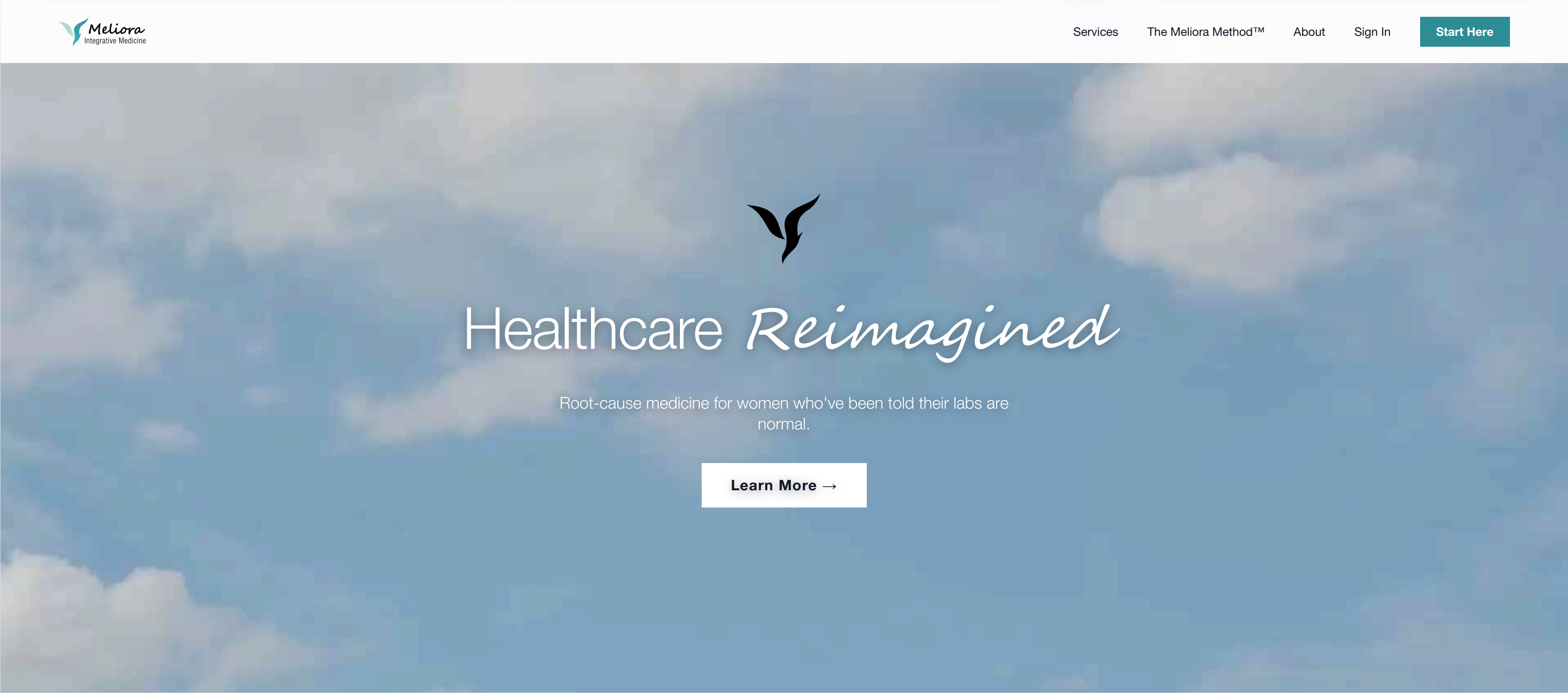
A clean, white, label-led system. The bird mark + tier indicator + repletion-series number is enough wayfinding for the patient — no decoration.

Certificate of completion · 11 × 8.5 in



DIGITAL · WEBSITE


Hero composition with full-bleed sky.



DIGITAL · EMAIL & SOCIAL

Newsletter, post, and story.

Newsletter · Resend



CLINICAL NOTE · APRIL


Free T3 vs TSH — what we measure, and why.

Most thyroid panels report TSH and call it sufficient. We don't. TSH is a feedback signal — it tells you the brain is asking the thyroid to make more. It doesn't tell you whether the thyroid is delivering, or whether the body can use what it makes...

READ THE FULL NOTE →

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Instagram · square



OPTIMAL VS NORMAL

"Normal" is not the same as feeling well.

A B12 of 200 may pass unremarkable. Most women feel and think more clearly when it's closer to 800.

@MELIORAMED

Instagram · story 9:16



Five pillars. One plan.

Body · Hormones · Nutrition · Mind · Toxins

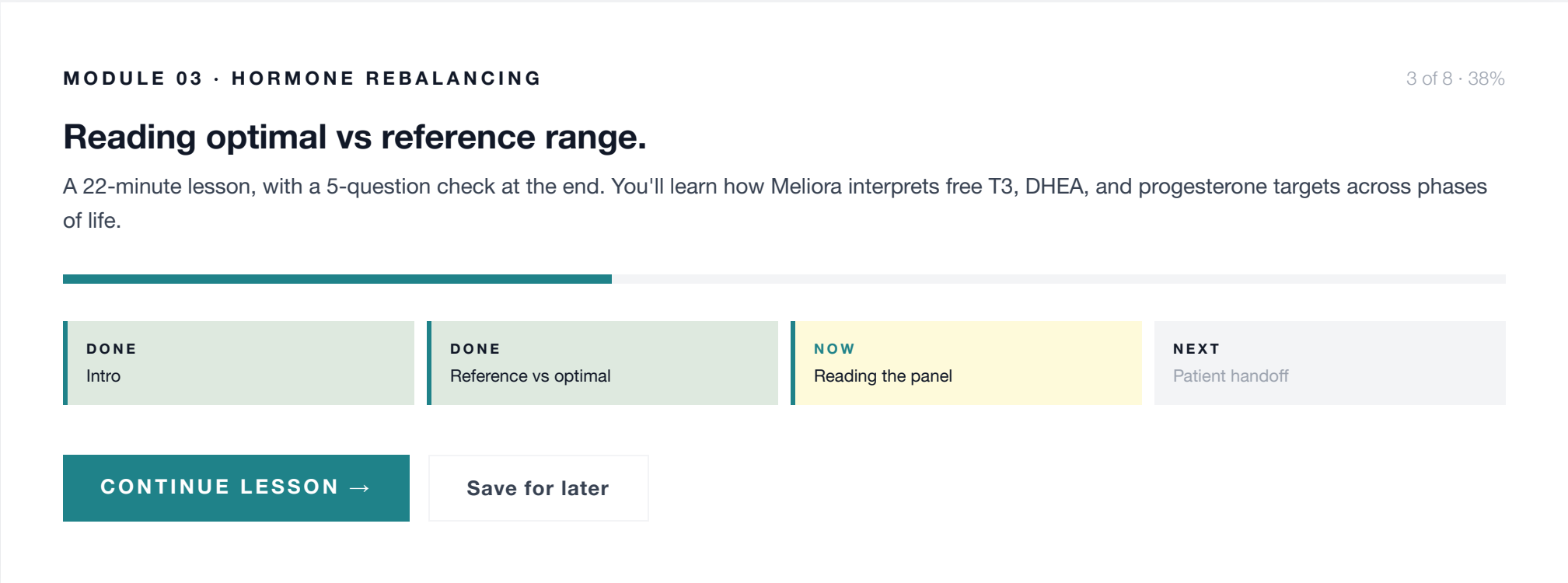
SWIPE UP →

DIGITAL · LEARNING PLATFORM

Module card, progress bar, and the staff-training badge.




The badge that anchors the staff training app — header, splash, and admin landing.



DIGITAL · PATIENT PORTAL

A dashboard that reads like the practice.



WELCOME BACK

Hello, Eleanor.

Labs

Plan

Messages

Schedule

EM

YOUR PLAN · WEEK 6 OF 12

01 BODY

Stable

02 HORMONES

In progress

03 NUTRITION

Active

04 MIND

Week 8

05 TOXINS

Week 10

LATEST LABS · APRIL 14

Free T3

2.42

↓ Below optimal

DHEA

231

↑ Improving

FSH

2.2

✓ Optimal

B12

744

✓ Optimal

NEXT VISIT

TUESDAY

May 12

5-week follow-up with Dr. Chua. Telehealth.

JOIN VISIT →

REFILL DUE

B-Complex Methylated

12 days remaining

Refill →

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044

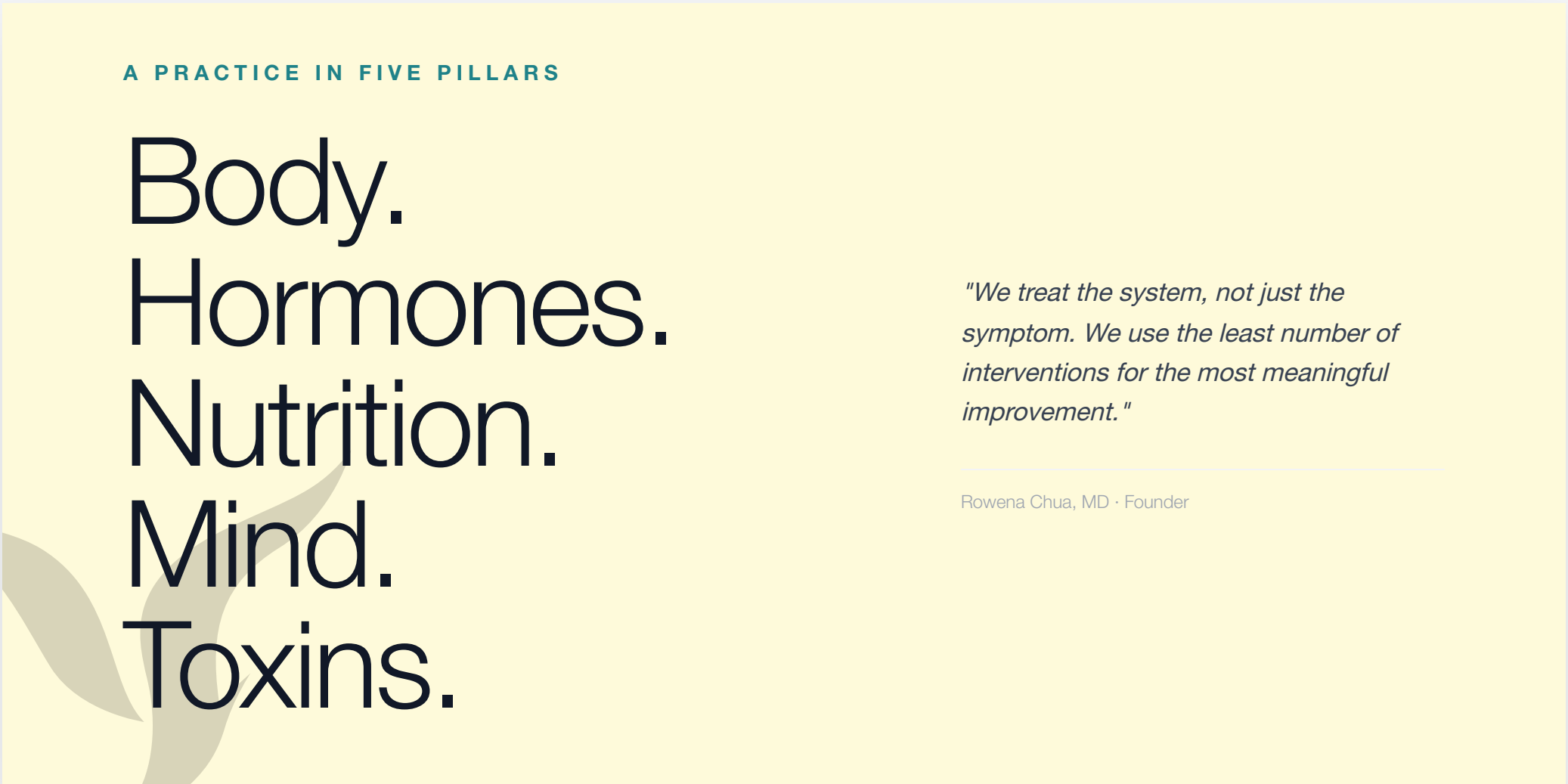
ENVIRONMENTAL · SIGNAGE

Quiet at the door. Definitive on the wall.

Exterior door sign · 10 × 14 in brushed brass



Waiting-room feature wall · 12 × 6 ft



Custom-painted Ivory ground (Benjamin Moore HC-23 equivalent), CNC-routed Helvetica Thin in Deep Teal at 14" cap height. The bird mark is a translucent vinyl underlay at 12% opacity.

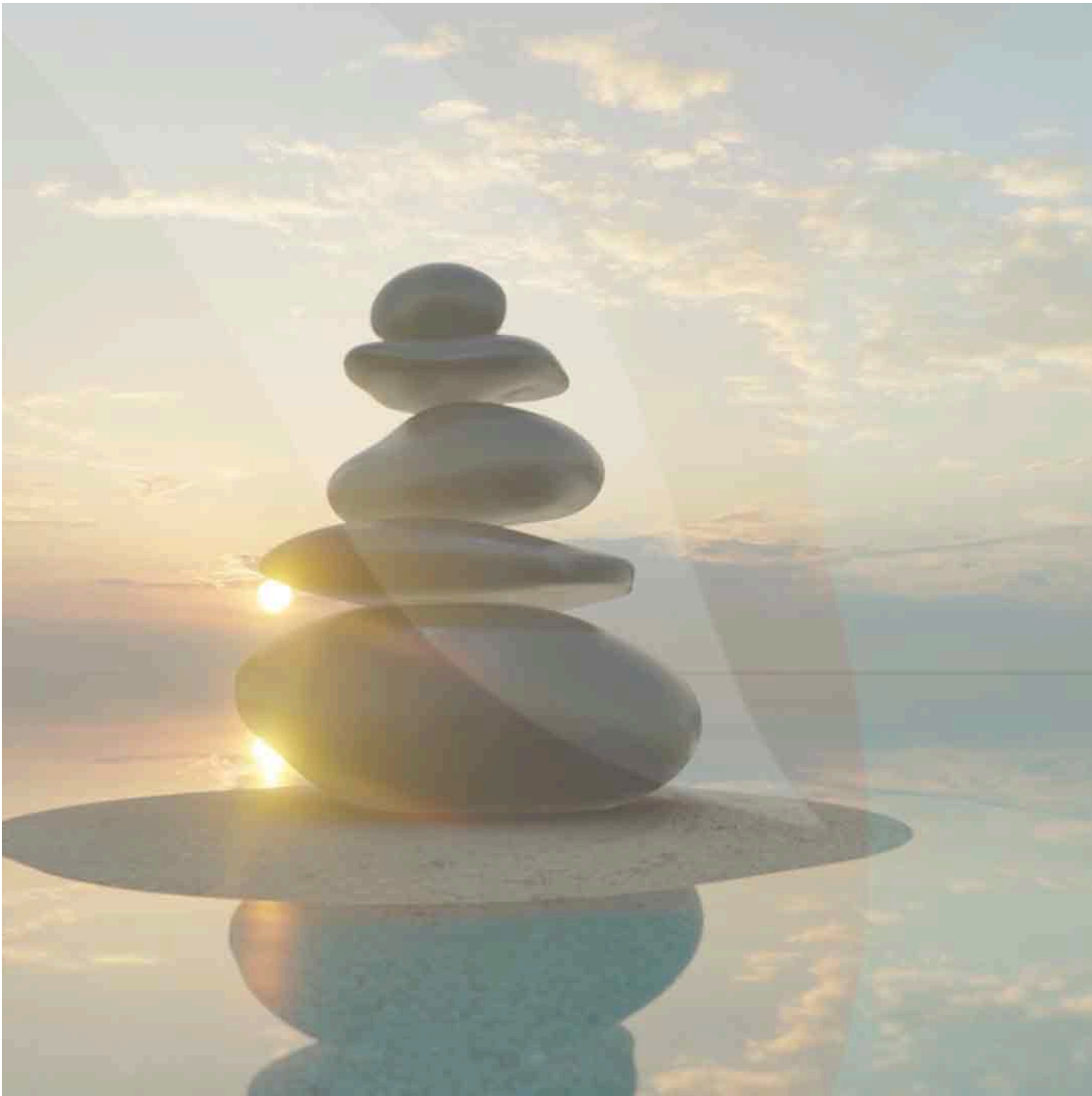
PHOTOGRAPHY

Naturalistic. Specific. Unstaged.



SPACES

The actual practice. Daylight, not strobes. Real instruments — never staged.



CONCEPT

Nature as metaphor — but never literal. Light, water, air, the body's quiet systems.



PORTRAITS

Cut-out on neutral ground. Eye contact, slight smile, white coat, no props.

DO

- Real patients (with consent), real Evanston suite, real instruments.
- Daylight or soft window light. Tungsten on portraits only.

DON'T

- Stock imagery of women laughing into salads, yoga mats, or sunsets.
- Filters, vintage grain, soft-focus glow, motion blur.

CHAPTER 08 · 47

Standards.

What partners may do. What needs approval. What is never allowed.

RIGHTS MATRIX · LICENSED PRACTITIONERS

Three columns. No grey area.

PERMITTED · WITHOUT APPROVAL	REQUIRES WRITTEN APPROVAL	STRICTLY PROHIBITED
Display the Licensed Practitioner badge on practice website and bio pages.	Co-branded printed collateral (brochures, business cards, flyers).	Recoloring, redrawing, or modifying any Meliora mark.
Reference "trained in The Meliora Method™" in qualifications and CV.	Use of the Method™ wordmark in advertising or sponsored content.	Implying Meliora endorsement of services not specifically licensed.
Cite the five pillars as a clinical framework in patient education materials.	Modifications to supplied patient materials beyond cover branding.	Using any Meliora asset on retail products, supplements, or merchandise.
Use Method™ patient handouts supplied by Meliora as-is.	Press, conference, podcast, or media references describing affiliation.	Continuing use of marks after license expiry or revocation.
Attend and present at Meliora Method™ certified events.	Offering "the Method" or any pillar as a stand-alone branded program.	Any use that suggests Meliora practitioners diagnose, treat, or manage care outside their state licensure.

HOW TO SUBMIT WORK FOR REVIEW

Five steps. Ten business days.

01

PREPARE

Final-form artwork, in PDF and source files.
Include intended use, run size, and audience.

02

SUBMIT

Email brand@melioramed.com with subject line: BRAND REVIEW · [practice name].

03

REVIEW

The Office of Dr. Chua reviews within five business days. Expect either approval or notes.

04

REVISE

If notes are returned, address them in full and resubmit. Two revision rounds are typical.

05

APPROVED

A written approval letter and final-asset checksum is issued. Print only after this letter.

TRADEMARK USAGE

- Always use TM, never ®.
- The trademark application for The Meliora MethodTM is in process; no registered status may be claimed in any communication.
- On first use in a document, set the symbol with no space: **The Meliora MethodTM**.
- Subsequent references in the same document may drop TM.
- Italicize the phrase when set in running prose: *the Meliora Method*.

VERSIONING

This document is Brand Standards v1.0, dated April 2026.

Any subsequent revision will be issued with an incremented version number and a changelog. The current version is canonical until superseded in writing by the Office of Dr. Chua.

Practitioners holding superseded versions are responsible for retiring them. Meliora maintains a record of distributed copies via the licensing portal.

LICENSING INQUIRIES

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Semper ad Meliora

— always toward the pursuit of better.

