

# Firefly Design System

## Introduction

Welcome to the Firefly brand system.

Our brand is not just our logo or colors, but how we are represented in every interaction we have with our audiences, which is why each point of communication should be clear, consistent, and true to our mission.

This document outlines how we bring the brand to life. It covers the standards and systems used throughout all of our communications. It's an actionable guide for how we do things based on why we do them. It's built to be an editable, ever-evolving document that can grow with your team, and complemented with an outline of the working web design system as well as supporting materials such as example applications.

In instances where a scenario is not covered explicitly in these guidelines, apply the intentions of the brand and design system.

# Strategy

# Firefly is where you live.

We envision a world where healthcare is a seamless part of life.

## Brand values

### What Firefly is

#### Firefly is for everyday people.

- We use imagery that represents a diverse array of people across the country
- We prioritize legibility.
- We use graphic elements to direct and clarify.

#### Firefly is straightforward.

- We communicate knowledgeably and authoritatively.
- We organize information visually, rather than in long, winding paragraphs.

#### Firefly is rooted in human connection.

- We visualize people (both members and health professionals) in everyday environments, and use real-world examples, whenever possible.

#### Firefly is rooted in technology.

- Our visuals feel digitally native.
- We incorporate movement and motion design as a way to achieve our communication goals.

### What Firefly isn't

#### Firefly doesn't hyperbolize.

- We don't make claims we can't back up.
- We don't use color, graphic elements, or motion as a distraction or gimmick.

#### Firefly isn't condescending

- We are experts, but we don't talk down to our members or clients.
- We don't present information in complex, hard-to-read layouts.
- We don't position technology as overly futuristic or unknowably complex.

#### Firefly isn't overly familiar

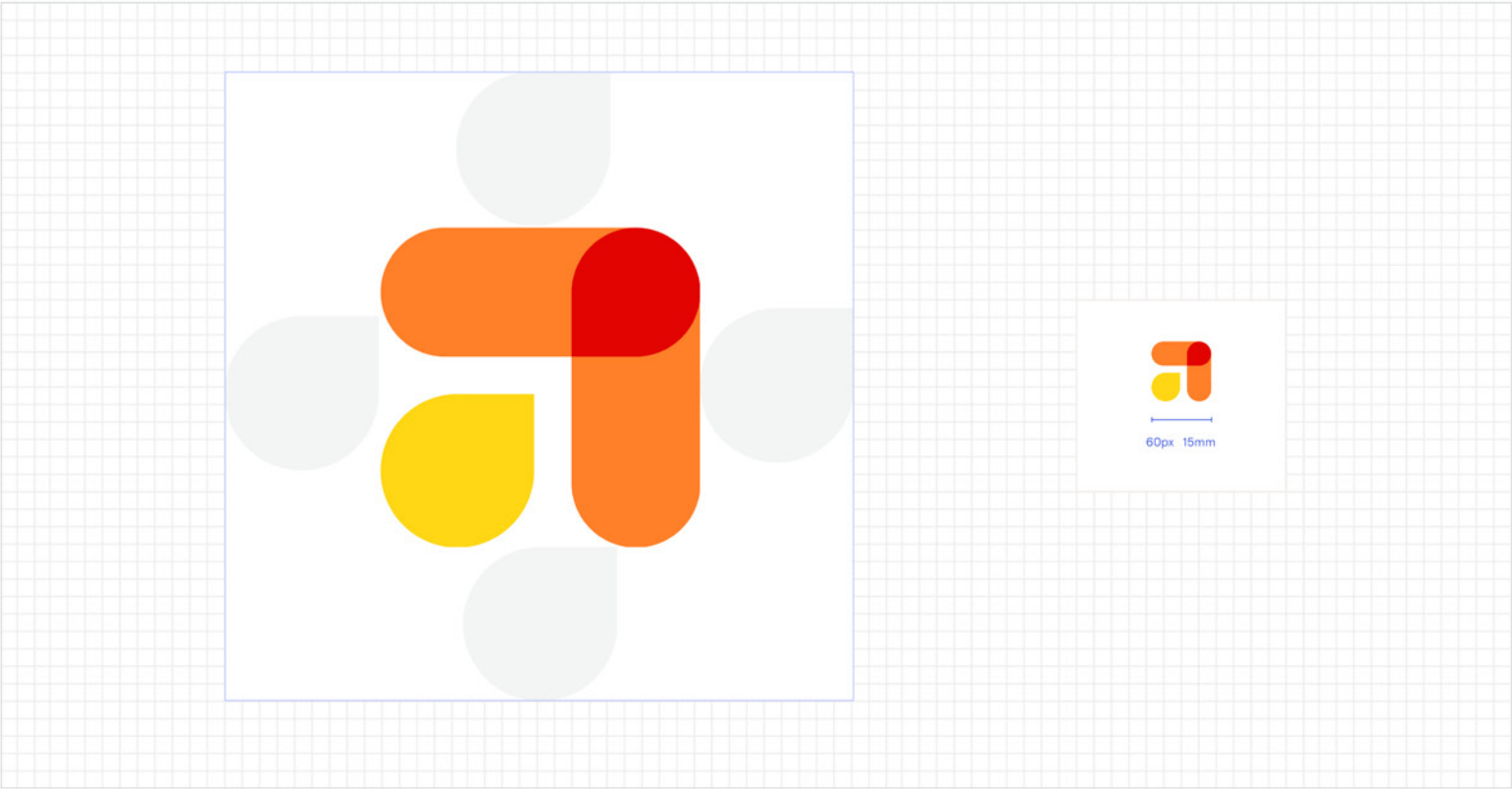
- We don't use casual typography, layout, or motion styles that seek to replicate interactions between close friends.
- We don't use juvenile or cuddly illustration.

#### Firefly isn't nostalgic

- We don't use visuals or language that suggest "the good old days."
- We don't use heavily color-treated photography.

# Logo

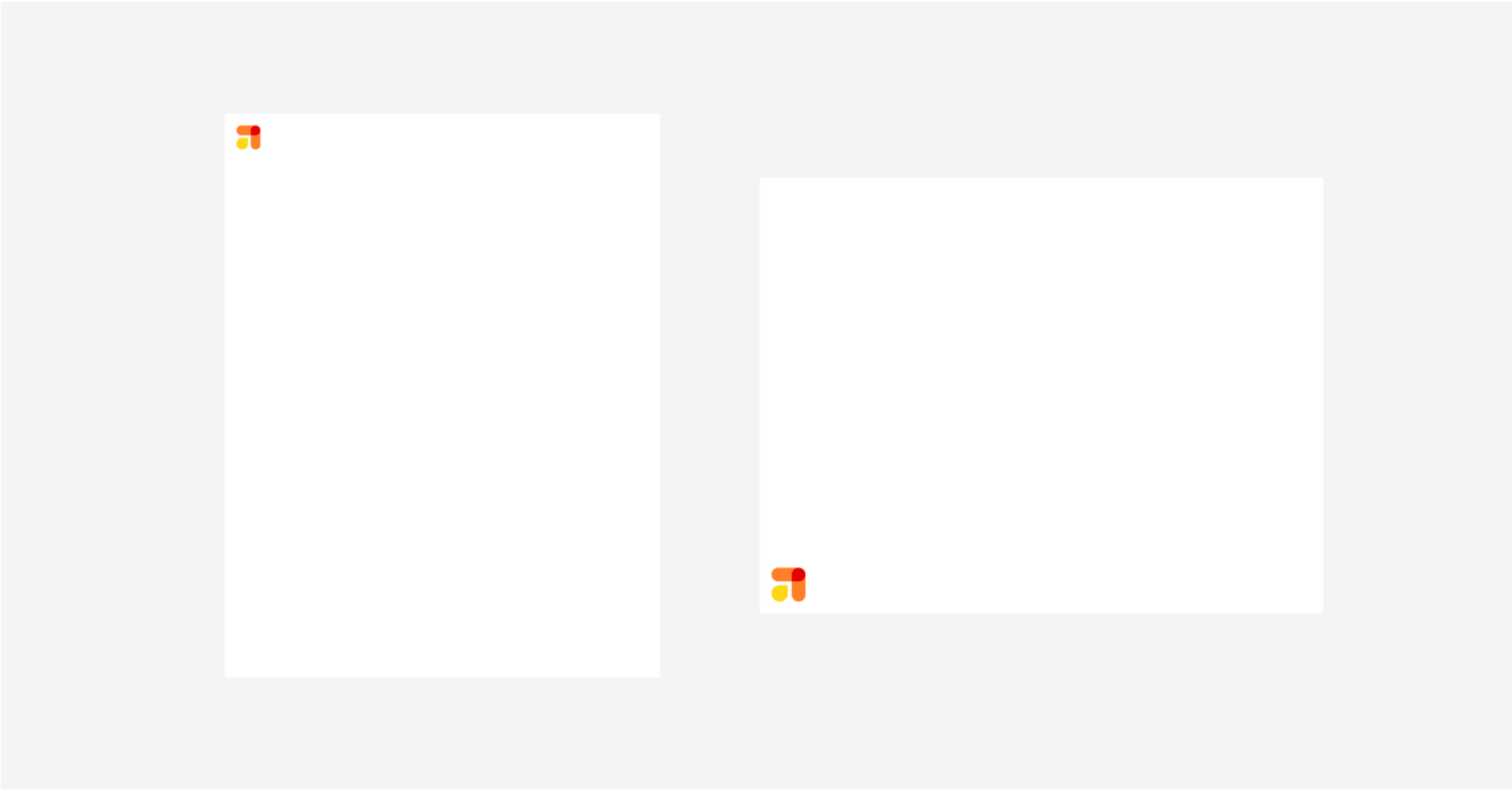




## Placement

When using the logo along side other content it should always be placed in supportive position, acting as either a header or a footer. The logo should always be placed in the top or bottom left-hand corner of a composition.

Detail



## Color usage

The logo should be set in color on all colors except for yellow, where instead it should be set in black. Always avoid low-contrast color pairings.





Add shadow or stroke to the logo



Rotate in a degree that is not 0°



Change to a non-brand color



Ignore positioning and margin rules



Stretch horizontally or vertically



Use over non-brand colors



Use as a mask



Use over a busy image with a low contrast color

# Typography

Typefaces

Headlines

Body

# Trust Medium IA

## Roobert

Pairing Type

Display heading style

### Headlines are set in Trust.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus et mi in lorem dignissim cursus.

### This is a secondary headline, lorem ipsum dolor sit amet.

Traditionally underserved by banks, small businesses need capital to hire staff, buy equipment, scale operations, or simply manage cash flows.

### This is a headline, lorem ipsum sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus et mi in lorem dignissim cursus. Cras lobortis consequat dui, iaculis faucibus mi. Pellentesque convallis arcu in tincidunt tristique. Vivamus fringilla ligula at lectus euismod mollis vitae dictum enim. Curabitur mattis nibh non velit ornare volutpat. Suspendisse eu scelerisque turpis, sed tincidunt tortor. Ut quis sapien id mi mollis malesuada. In aliquam congue neque. Fusce eros sapien, malesuada sit amet purus eget, feugiat suscipit eros. Pellentesque sit amet orci a ipsum molestie facilisis sed at neque. Integer pellentesque consectetur dictum.

In at orci at mi dignissim pharetra nec eu erat. Nulla diam sapien, ullamcorper ut scelerisque eget, commodo eget diam. Quisque eget dignissim turpis. Maecenas placerat eros justo, sit amet finibus lacus tincidunt eget. Phasellus cursus quis sem pulvinar sodales. Cras a convallis nunc. Etiam id est euismod, maximus augue sed, euismod sem. Suspendisse varius ut diam nec porttitor. Vivamus a suscipit lacus. Curabitur viverra, lorem commodo

Fallback Fonts

Use these when the brand fonts aren't available.

Primary

Optima, Times New Roman

Secondary

Helvetica, Arial

# Color

## Primary Palette

AA

White  
#000000

AA

Glow  
#FEFFD6

AA

Golden Yellow  
#FFD714

AA

Sienna  
#000000

AA

Midnight  
#000000

AA

Sky Blue  
#000000

## Greys

AA

Stone Grey Light  
#000000

AA

Stone Grey Medium  
#000000

AA

Stone Grey Dark  
#000000

## Secondary palette

Richly saturated secondary hues, inspired by the natural world, can be expressed through illustration, iconography, and other spot treatments that don't involve text.

Don't use secondary hues for text colors. Don't set any text on secondary hues as backgrounds.

Red  
#000000

Orange  
#000000

Black  
#000000

Black  
#000000

Black  
#000000

Usage

Use two colors for type across the website – light yellow instead of white, and midnight instead of black.

Light

Dark

In backgrounds, lead with midnight, sienna, white & grey. Use sky blue for secondary emphasis, and yellow for interactivity.

<p>Aa</p>	<p>Aa</p>		
<p>Aa</p>	<p>Aa</p>	<p>Aa</p>	<p>Aa</p>



Use secondary hues in illustrations, iconography, and other non-text spot treatments.



## Color modes

When switching between light and dark modes on the app or emails, follow the guidance of our [color themes](#). For light, use the White theme and for dark, use the Midnight theme.

### Headline

Research has also shown that some dietary supplements, like red yeast rice and omega-3 fatty acid supplements, might help lower cholesterol, but there is little evidence showing that supplements can help prevent heart attacks, strokes, or any of the problems caused by high cholesterol.

- Unordered list item 1
- Unordered list item 2
- Unordered list item 3

Form example

Choose one

Primary button

Secondary button

### Headline

Research has also shown that some dietary supplements, like red yeast rice and omega-3 fatty acid supplements, might help lower cholesterol, but there is little evidence showing that supplements can help prevent heart attacks, strokes, or any of the problems caused by high cholesterol.

- Unordered list item 1
- Unordered list item 2
- Unordered list item 3

Form example

Choose one

Primary button

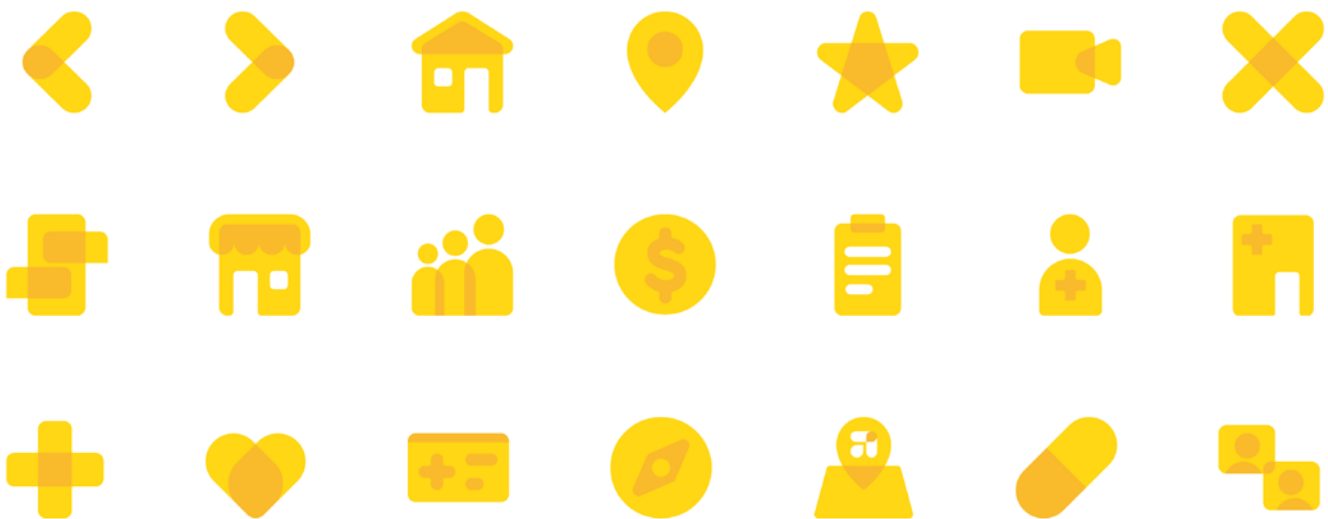
Secondary button

# Graphic Elements

These elements make our brand approachable, expressive, and special to us. Whether it's illustrating simple representations of complex healthcare-related ideas, or creating visual treatments that our audiences become familiar with over time, they provide us with a strong design perspective in our communications.

Iconography

A custom set of icons featuring overlapping shapes is used to represent a broad range of Firefly services, initiatives, and functional needs. Many are available at a range of optical sizes. [See the full set of icons.](#)

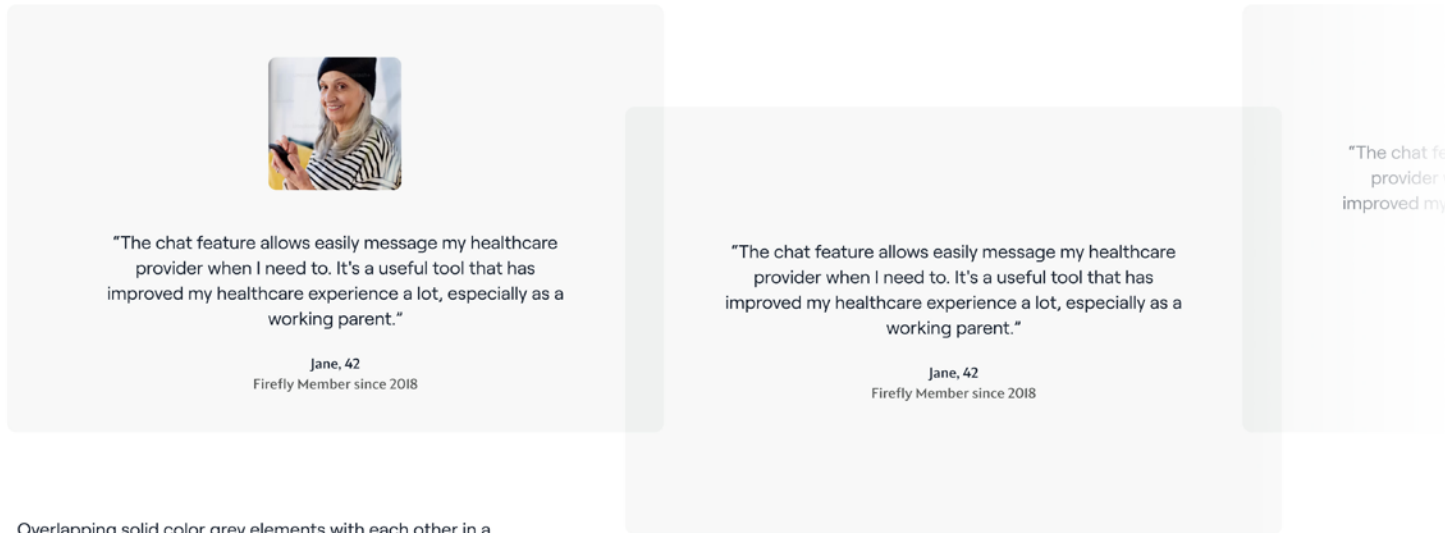


Overlapping

Inspired by the Firefly logo, we use a system of blended overlaps to create continuous connections between elements. Below are some guidelines that promote consistency across applications.



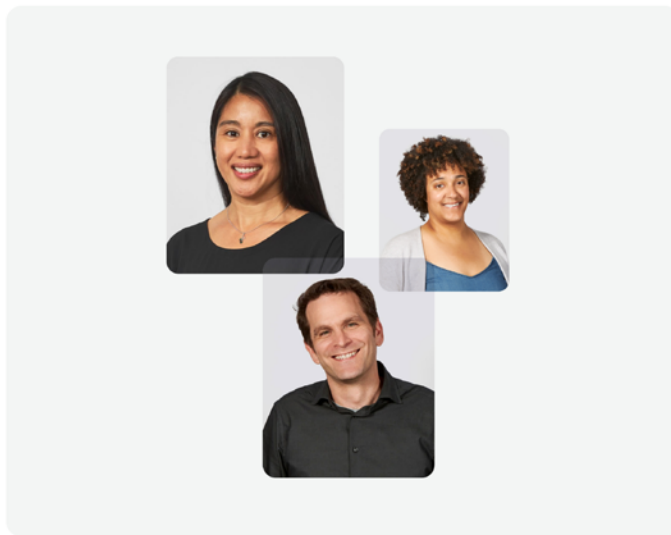
Overlapping photo or illustration elements with solid color elements. Just a touch of overlapping is enough.



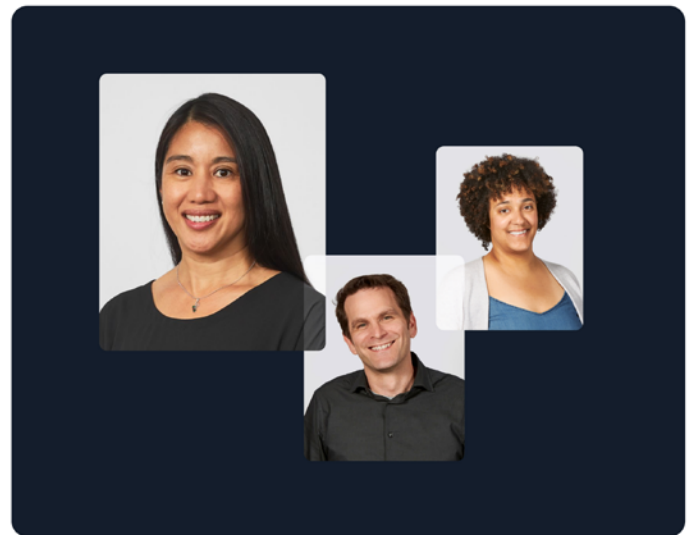
Overlapping solid color grey elements with each other in a repeating pattern.



Overlapping similar images (like headshots) in a consistent, snaking pattern.

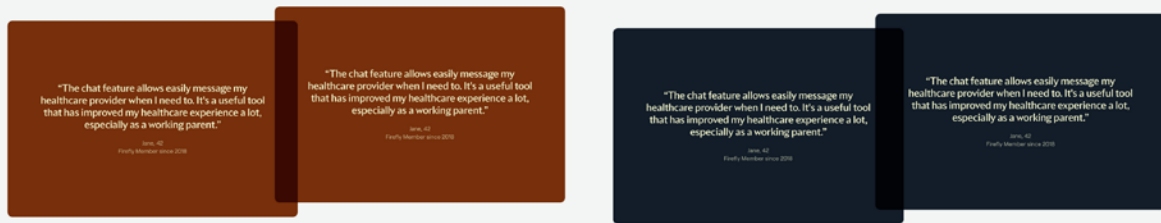


**Overlapping on light backgrounds:** use a blend mode that darkens (like Multiply) between images.



**Overlapping on dark backgrounds:** use a blend mode that lightens (like Screen) between images.





### Don'ts:

Don't overlapping darker solid background elements with each other.



### Don'ts:

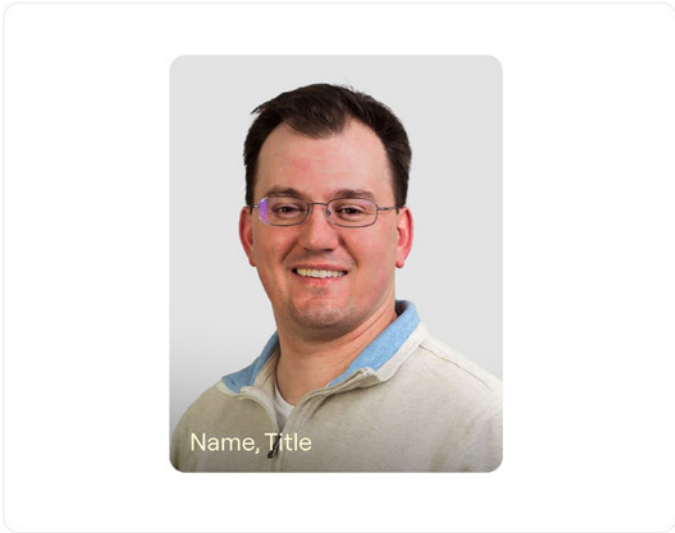
Don't create heavy overlapping areas of more than one layer, or obscure faces with an overlap.

# Headshots

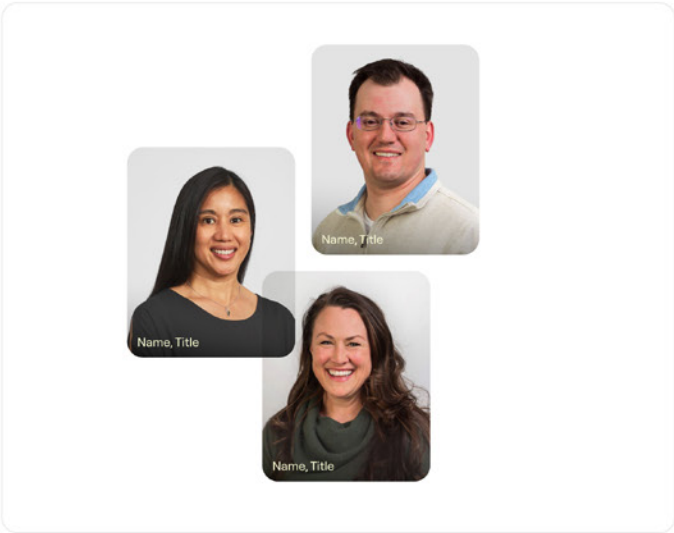
Representing the team in a clear, branded way is an essential part of showing how Firefly works.



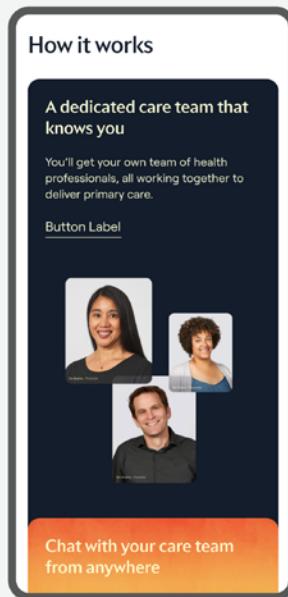
When necessary, label the headshot using the template above to display the persons name, title, or another description.



**Labels on light backgrounds:** use the overlay layer that darkens between the background.



**Labels on overlapping headshots:** make sure the label is clear and not interacting with an overlap.



**Don'ts:**

Use labels on images where the text would be too small to read if scaled down.

## Representing the app

In marketing, we use the brand color palette and body font to represent abstracted versions of the Firefly in-app chat, to focus attention on the most important parts of the digital experience.

Just now

I've had a cough for a few days. It's not going away. Any suggestions?



Nisha Basu, MD • Physician • Now

There's a lot going around. Let's do a quick video visit. Can you meet this morning?

Wow, really? Sure!



Nisha Basu, MD • Physician • Now

Great! I'll send a few options!

My medication seems to be giving me a headache. Any suggestions?



Sorry to hear that. Let's setup an in-person to visit to find a solution.



# Art Direction

Art direction is an essential visual tool to communicate warmth, personal connection, and technological savvy.

---

## Photography

Photo's should feel like an experience.

Use photographs of people (even better, real Firefly members), depicting them in situational, everyday environments. Avoid scenes that feel consciously staged, and avoid portraits that show people styled in ways that are not true to their daily lives.

All photos shown are unlicensed.

Treat photography with a warm tone.



Glow treatment

Some photo placements may benefit from a simple glow effect applied to one of the four corners of the image.





Use the light-yellow Glow color to create the effect on images with a lighter tone.



Use the Golden Yellow color to create the effect on images with a darker tone.

# Applications



Examples of how the brand will come to life through various applications.

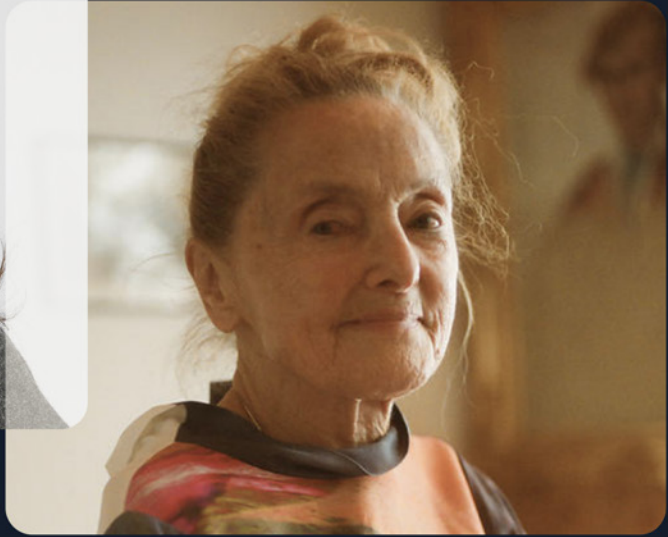
---

All images and illustrations are unlicensed.

A sophisticated  
typeface, set in a  
luminous hue

combined with  
warm snapshots of  
everyday people

Reach your doctors  
anytime, anywhere



# Healthcare for real life



Firefly takes care of getting you the best care. Electing the Firefly health plan ensures you'll receive anytime, anywhere primary care.









For employers

# Comprehensive primary care

## for healthier, engaged employees

Get in touch

 fireflyhealth 

## Refreshingly convenient healthcare

Together with IDEXX, we've created a health plan just for you. We're here to make accessible healthcare easy and affordable.



Sign up during Open Enrollment, Nov. 6-17  
Scan QR code to learn more

## Why choose Firefly?

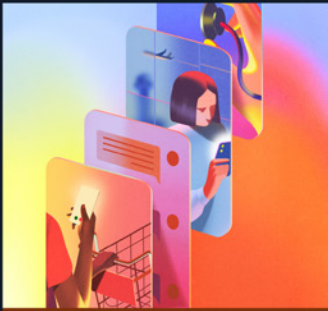
Firefly takes care of getting you the best care. Electing the Firefly health plan ensures you'll receive anytime, anywhere primary care, as well as complete healthcare coverage. The outcome is exceptional and convenient healthcare for all your needs.

 Visit us at  
fireflyhealth.com

### What you'll get with Firefly

- No-cost Firefly virtual primary care
- Unlimited video visits & chat with your Firefly care team
- Integrated physical and mental healthcare
- Personalized care plans and health coaching
- Easy prescription refills
- Support in finding high-quality providers and specialists
- See your claims and ask questions
- Your primary care and health plan in one app

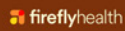




## Comprehensive healthcare that fits your daily rhythms

Firefly takes care of getting you the best care. Electing the Firefly health plan ensures you'll receive anytime, anywhere primary care.

[Learn more](#)

A photograph of four people in a modern office setting. A man and a woman are standing and looking at a laptop screen, while another man and a woman are seated at the desk, also looking at the screen. The atmosphere is collaborative and professional.

## Open Enrollment is here

Scan the QR code to learn more.

A square QR code located in the bottom right corner of the advertisement, used for linking to more information about the Open Enrollment period.

Your doctor sees you wherever, on your schedule.

