Heliodore

BRAND MANUAL · VERSION 1.0

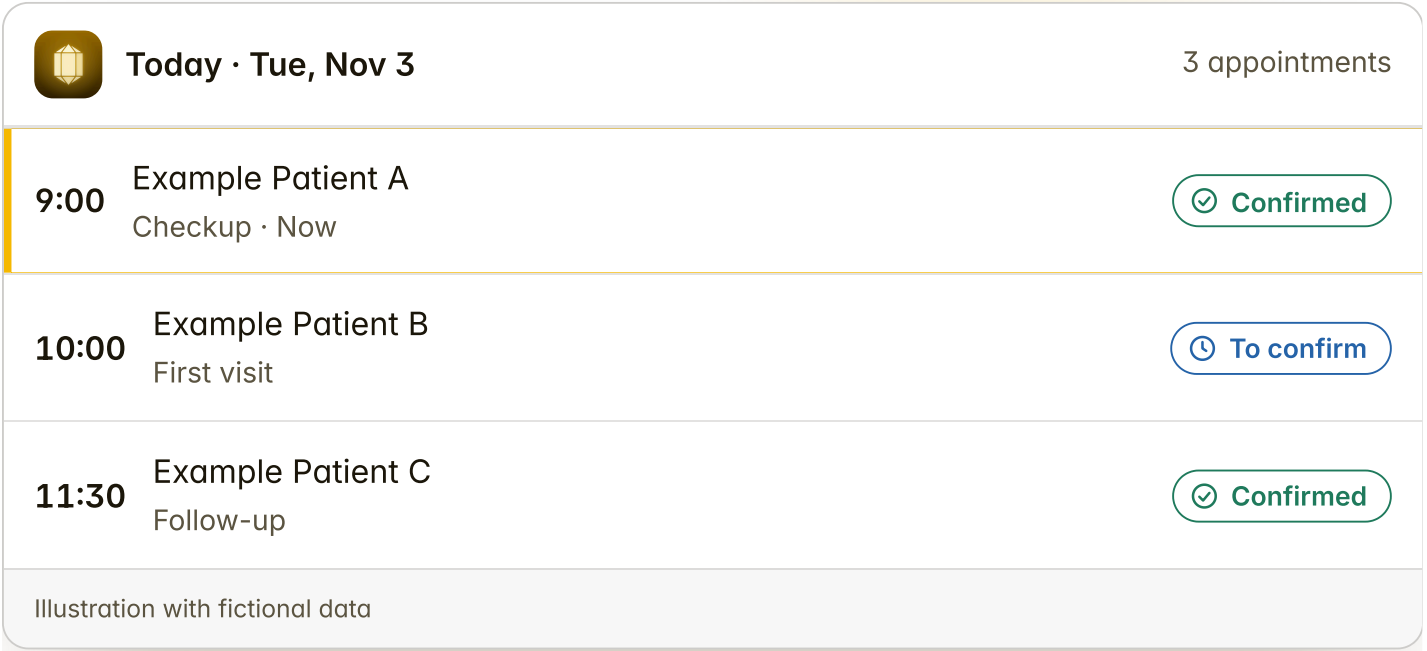
Heliodore

November 2, 2026

Brand in use, not registered. Product in development.

Your schedule, without clashes.

Heliodore is the appointment calendar and medical records tool from Nitente, for doctors in Venezuela. This manual explains how Heliodore looks, how it is written and how it is looked after, with special attention to accessibility, privacy and a human touch.



PRODUCT	FOR	COLOR	SYMBOL
Calendar and records	**Doctors in Venezuela**	**Solar (yellow)**	**Hexagonal prism**
COMPANY			
Nitente			

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Heliodore stands on its own. Nitente appears as a discreet seal, only where the link is not obvious.

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Other people may show Heliodore if they follow these rules. If your case is not covered here, ask before publishing.

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Heliodore is used as a brand, but it is not registered yet.

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Generative AI can help you work faster. At Heliodore it is used with human review, without sensitive data and without ge...

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Heliodore aims for its brand and its pieces to be readable and usable by everyone.

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A new piece with the brand goes through four states. That way nobody publishes anything that has not been looked at.

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Pre-publication review

Before a piece goes out (a message, a screenshot, a poster, a page), it goes through this list. If anything fails, go ba...

How to use this manual

A quick guide to finding what you need and knowing which rules are mandatory.

Which rules weigh most

Mandatory

The rules marked **“No”** and the figures for contrast, minimum size and clear space. They are not negotiable: they protect legibility and the brand.

Recommended

The guidelines for composition, voice and examples. They can be adapted if the case calls for it, as long as the spirit is respected.

Example

Mockups and templates show one possibility, not the only one. Use them as a starting point.

If you have five minutes

1. Logo
2. Color
3. Accessibility
4. Sample data
5. Voice and tone

Shortcuts and tools

Search	Press `/` or `Ctrl` `K` to search sections, rules and colors.

Copy	Click a color or a code block to copy it.
Theme	The button in the bar switches between light and dark; by default it follows your system.
Downloads	The “Download kit” button gets all the logos (heliodore-logo-kit.zip). The “PDF” button gets the full manual.
Print	Use your browser's print function or the PDF: the printed version hides menus and controls.

Frequently asked questions

Can I change the logo colors?

No. Use the versions in the kit: each one is designed for a type of background. If you need another, ask for it after reading the logo page.

Which logo version do I use on a photo or a colored background?

The one with the most contrast: white on dark areas and black on light areas. The logo viewer warns you when the contrast is not enough.

How do I write “Heliodore”?

Always “Heliodore”, with a capital initial. In web addresses and emails it goes in lowercase.

Can I use ® next to the name?

No. The trademark is not registered yet. You can use ™ on the first prominent mention, without repeating it every time.

Which typeface do I use if I do not have Inter?

Install Inter (it is free, OFL license). Meanwhile, the fallback stack is system-ui, Segoe UI, Roboto and sans-serif.

Can I print or stamp the logo on clothing or objects?

For the team's internal use, yes, with the versions in the kit. To sell or give away to third parties, ask for permission first.

How do I ask for an exception or a new file?

Write to hi@nitente.com with a sketch of how you plan to use it.

Where can I see what changed?

In the changelog on the governance page.

Can I take the manual as a PDF?

Yes. The “PDF” button in the top bar downloads the full manual. Interactive widgets appear in their initial state; the web version has everything.

When does the Nitente seal appear?

In the footer, loading screen, documents and announcements, never inside the workflow. See Nitente seal.

Scope

This manual covers the Heliodore brand. The parent company's rules (name, general voice and seal) are in the Nitente manual.

One-page summary

Everything you need to know about the brand on one sheet. It can be printed.

Heliodore

Your schedule, without clashes.

Medical schedule and patient records



COLOR

Solar	#F5B800
Deep Amber	#8A5F00
Crystal	#1C1400
Night	#0D0B06
Ivory	#FBF8EF

TYPOGRAPHY

Inter, 16 to 18 px base text and 44 px touch targets.

VOICE

Human · Calm · Clear · Responsible

LOGO

Minimum size: Symbol 16 px · horizontal 20 px tall.

Clear space: One quarter of the symbol height (x) on every side.

Version by background. Never stretch, rotate or recolor.

✓ ALWAYS

- Use the flat (amber) logo on light backgrounds
- Use dark text (Crystal) on the yellow
- Pair every state with an icon and text, not color alone
- Use only sample data that is clearly fictional

- Write calmly: “Reminder of your appointment,” not “Alert!”

✗ NEVER

- Use Solar as text color on a light background (1.7:1)
- Show real patient data in screenshots, demos or social media
- Imply diagnoses, clinical results or medical endorsement
- Use yellow as a warning signal
- Write ® (the trademark is not registered yet)

Full manual at brand.heliodoreapp.com · Questions: hi@nitente.com

Print this page

Purpose and personality

Before the logo, the reason for being. In Heliodore, everything is decided with a tired person in mind who is sitting across from another person.

May the schedule never take time away from the consultation.

What it is

An appointment calendar and medical records tool for doctors and small practices in Venezuela, from Nitente. It brings together appointments, patients, patient charts and payments. It is under construction and is looking for practices for a pilot.

What it is not

It is not a diagnostic system, it does not replace the doctor's judgment and it does not promise health outcomes. It is a tool for keeping things in order: medicine remains in the hands of those who practice it.

Principles

Clarity before decoration

If a screen can be understood at 6 in the evening, with the shift almost over, it is working. Generous sizes, one main action per view, everyday words.

Care without drama

We talk about people, not “cases”. No alarms and no clinical promises: a notice says what happened and what to do, calmly.

Privacy by default

Only the minimum is shown and requested. Patient data does not appear where it is not needed: not in a screenshot, not in a notification, not in a demo.

Sober warmth

Yellow and natural light bring warmth. The rest is still: few elements, well aligned, no celebrations.

Honesty

We only claim what exists. What is being built is stated as an intention, with hedged wording (“aims to”, “we hope to”).

For every pair of eyes

Accessible from the start: large text, contrast, 44 px touch targets and nothing that depends on color alone.

Personality

Warm, not syrupy	Addresses people informally (“tú” in Spanish) and with respect. No diminutives or exclamation marks.
Calm, not cold	Gives the exact time and the next step. Does not dramatize an appointment change or an empty field.
Clear, not simplistic	The doctor knows the trade: we use their words. The patient has no reason to know them: we speak without jargon.
Discreet, not silent	Stays quiet about what does not need to be shown and says clearly what does.

Honest, not promising	Never guarantees health, speed or compliance. See “Claims and limits”.

From promise to proof

A principle you cannot see in a screen, a text and an image is a decorative phrase. This is how each one is checked.

PRINCIPLE	ON THE SCREEN	IN THE TEXT	IN THE IMAGE
Clarity	17 px base text, one main action	Sentences of 20 words or fewer	A single subject, no collage
Care	States with an icon and a word, no aggressive reds	No exclamation marks or alarms	Calm expressions, listening gestures
Privacy	Patient data can be hidden, fictional screenshots	Notifications without name or reason	Never real patients
Warmth	Solar only as an accent, warm backgrounds	Informal address, everyday words	Natural window light
Honesty	“Sample data” labeled	“We aim to…” instead of “It does…”	AI images labeled

What Heliodore is not

✓ Heliodore is

- A tool for organizing appointments, charts and payments
- A discreet ally for the small practice
- Warm and legible at any hour of the shift

× Heliodore is not

- A system that diagnoses, prescribes or decides for the doctor
- A wellness brand, a “smart health” brand or a brand of cure promises
- A screen with red crosses, sirens or countdowns

Who we design for

Heliodore is used by a doctor with a full day and read by a patient who may be worried, older or with poor eyesight. The design starts from the worst conditions, not the best.

The doctor

Works long shifts, jumps between screen and patient, types little and looks fast. Wants to see who is coming now, who is next and what is missing. Does not want to configure anything to get started.

- Needs to know the time and the name without reading a paragraph
- Uses a computer and a phone, sometimes with one hand
- Has a practice where other people may look at the screen

The patient

Receives messages and documents: reminders, appointment confirmations, directions on where to go. May be nervous, have little experience with apps or have difficulty seeing.

- Needs the essentials: who, when, where
- Reads on a small phone and sometimes with enlarged text
- Deserves to have their name and reason for the visit hidden from everyone else

Five conditions of use

Each condition changes a specific design decision. Choose one to see what is done and where it is tested in this manual.

What happens: at the end of the shift it is harder to read, decide and fix mistakes.

- One main action per screen, always in the same place
- Short texts and familiar verbs: “Save”, “Change time”

- Confirm only what cannot be undone; everything else can be reversed

Tested in: Components, Reminders, errors and empty states.

Pending validation

These descriptions are design hypotheses based on work with pilot doctors. They must be confirmed with interviews and observation in the practice before being treated as facts about the product.

The name

A name that reads the same on a doctor's screen, in a message to a patient and on a letterhead. No accent, no variants.

Written

Heliodore

Capital initial and the rest in lowercase, even in the middle of a sentence. No accent, like the domain heliodoreapp.com.

Said

e·lio·DO·re

The “h” is silent. Stress on the second-to-last syllable, “DO”.

Means

heliodor

From the Greek hélios (sun) and dôron (gift): “gift of the sun”. It is a yellow, transparent variety of beryl, which crystallizes as a hexagonal prism.

✓ Do

- **Heliodore**, with a capital initial
- Heliodore, by Nitente · a creation of Nitente
- heliodoreapp.com, in lowercase, only in addresses and emails
- “Heliodore” on its own, without an article: “Heliodore keeps your schedule in order”

× Don't

- HELIODORE or heliodore as the name in running text
- “Heliodore Medical”, “Heliodore Pro”, “Heliodore Health” or other invented variants
- With an accent or changed letters: “Heliodoré”, “Heliodor”, “Heliodoro”
- “the Heliodore”

The “Médico” descriptor

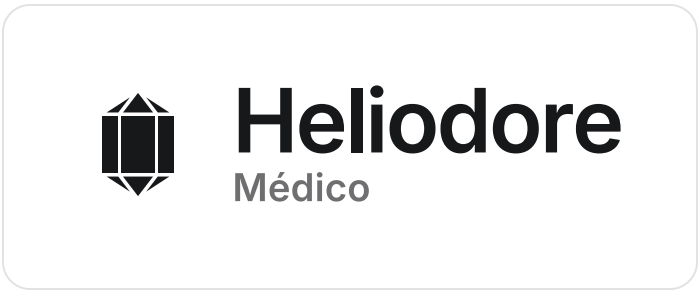
The kit includes versions with the word “Médico” (Spanish) or “Medical” (English) under the name. It is a descriptor, not part of the name.

✓ Do

- Use the version with the descriptor when the context does not explain what Heliodore is (first contact, press, stores)
- Choose the descriptor language according to the audience of the piece
- Write just “Heliodore” in the text

× Don't

- Write “Heliodore Médico” as the product name
- Use the descriptor on every piece where the context is already medical
- Translate the name: Heliodore does not change language



With the Spanish descriptor



With the English descriptor

Voice and tone

The voice is always the same: warm, calm and clear. The tone adjusts to who is reading (doctor or patient) and to what is happening.

We use the informal “tú”

Neutral Latin American Spanish with “tú”. No voseo. The doctor gets a respectful “tú”; so does the patient. To greet a patient, their first name is used only if the doctor wrote it that way.

Everyday words

“Cita” (appointment), not “turno asignado” (assigned slot). “Cambiar la hora” (change the time), not “reprogramar el evento” (reschedule the event). If the doctor uses a technical term, that is fine on their screen, not in the message to the patient.

No alarm, no promise

No exclamation marks, no “urgent”, no “you will feel better”. A message says what, when, where and how to change it.

Tone control

Choose who it is speaking to, in what situation and how formal. The message changes, but always within the house voice.

Who is reading

Doctor (in the app)

Situation

Appointment reminder

Formality:

Warm



Tomorrow you have 6 appointments, the first at 9:00 a.m. Shall we send the reminders?

- ✓ Maximum 30 words (15)
- ✓ No exclamation marks
- ✓ No alarm language
- ✓ No clinical data
- ✓ Speaks to the person directly (“you”), even in the formal register

Tone by situation

SITUATION	TONE	EXAMPLE
Reminder	Kind and practical	“We are expecting you on Tuesday, November 3 at 9:00 a.m. If you cannot come, let us know and we will find another time.”
Change	Direct, with a brief apology and a way out	“We need to move your appointment. We suggest Wednesday at 10:00 a.m. Does that work for you?”
Error	Calm, without blame	“We could not save the appointment. Check your connection and try again. Your data is still here.”
Success	Brief, no celebrating	“Appointment saved for Tuesday at 9:00 a.m.”
Empty	Guiding	“There are no appointments today. When you add one, it will appear here.”
Sensitive data	Neutral and discreet	“You have a new message in Heliodore.” (no name or reason)

Vocabulary

WE SAY	WE DO NOT SAY	WHY
patient	client, case, user	A person being cared for, not an account
appointment	assigned slot, slot, event	It is the word people use
patient chart	file card, patient database	It is the name of the document in Venezuelan medical practice (“historia clínica”). “Medical record” (“expediente”) is fine in general texts
change the time	reschedule, modify	An everyday verb
payment	transaction, ticket	What the practice does
could not be saved	failed, critical error, oops!	Informs without dramatizing

✓ Do

- “Your appointment with Dr. Sample is on Tuesday, November 3 at 9:00 a.m.”
- “There are no appointments today.”
- “We could not save the changes. Please try again.”

× Don't

- “Oops! Something went wrong with your appointment 😬 ”
- “ATTENTION: do not miss your appointment, your health is important”
- “Error 500: transaction failed”

Reminders, errors and empty states

An appointment reminder arrives on a phone, sometimes on a locked screen that others can see. It has to be short, useful and discreet.

All the data on this page is fictional. In the product, the reminder button opens WhatsApp with the text already written, and it is the doctor who sends it.

Reminder builder

Channel

WhatsApp

Message

Reminder

Patient (fictional)

Example Patient A

Doctor

Dr. Sample

Date

Tuesday, November 3

Time

9:00 a.m.

Place

Sample Clinic, 2nd floor

WhatsApp · sent by the doctor

Hello, Example Patient A. This is a reminder of your appointment with Dr. Sample on Tuesday, November 3 at 9:00 a.m., at Sample Clinic, 2nd floor. If you cannot come, reply and we will find another time. Thank you.

214 characters

- ✗ No reason or clinical data included
- ✓ No exclamation marks, capitals or urgency
- ✓ Offers a way out or a question
- ✓ Says when (date and time)

✓ A good reminder

- Says who, when and where, in that order
- Offers a way out: “let us know and we will find another time”
- Does not include the reason for the visit or any clinical data
- Fits in 160 characters when it is an SMS

× A bad reminder

- Mentions the specialty, a diagnosis or a test
- Uses capitals, exclamation marks or “URGENT”
- Threatens: “if you do not let us know, the appointment will be charged”
- Asks for personal data as a reply

Error messages

An error is written in three parts: what happened, what happens to what the person did, and what to do. Without blaming the person using the app.

SITUATION	MESSAGE
No connection when saving	“We could not save the appointment. Check your connection and try again. What you typed is still on the screen.”
Two appointments at the same time	“There is already an appointment at 10:00 a.m. Choose another time or save it as an overbooking.”
Incomplete phone number	“The phone number is missing digits. Check that it has 11 digits.”
Duplicate cédula (national ID number)	“A patient with that cédula already exists. Do you want to open their chart?”
Expired session	“We signed you out for security. Sign in again to continue. Nothing was lost.”
File too large	“The file is larger than allowed. Try a smaller one.”

Pending review

The numbers (11 digits, size limits) are illustrative and must match the product's real rules once they exist.

Empty states

Empty calendar

There are no appointments today.

When you add one, it will appear here. Add an appointment

No patients

You have not registered any patients yet.

Start with the first one: we only ask for what is needed. Register patient

No results

We could not find anyone with that name.

Check the spelling or search by cédula.

No payments

No payments have been recorded this month yet.

When you record one, you will see it here with its date.

New chart

This patient chart is empty.

Add the first consultation whenever you like.

No notices

There are no pending reminders.

Reminders for upcoming appointments will appear one day before.

Pending review

“One day before” is an example of wording. The actual timing of reminders is defined by the product.

Claims and limits

In health, one phrase too many can be a clinical promise or a feature that does not exist. This page sets the limits and includes a text checker.

What can be said

- Heliodore is under construction and is looking for practices for a pilot
- It brings together calendar, patient charts and payments in one place (as a product goal)
- A button opens WhatsApp with the reminder ready for the doctor to send
- It asks only for the patient data that is needed
- It is designed with internet outages in mind (a design intention)

What is not said

- That it diagnoses, prescribes, interprets tests or improves health
- That it “complies with” a law, standard or certification
- That it works offline, syncs devices or encrypts data, until it is built and tested
- That it does fiscal invoicing
- That it uses artificial intelligence to care for patients
- Prices, timelines or launch dates that are not defined

Text checker

Paste a text (a message, an announcement, a caption) and the checker flags phrases that contradict the brand. It is an aid, not a substitute for human reading.

Text to check

Heliodore is the best app and guarantees that you will never miss an appointment! It complies with all laws and works offline. URGENT: do not miss your cardiology appointment.

8 signals to review

- × **Absolute promise**: Nothing is guaranteed. Say what is sought or done, without absolutes. Found: “guarantee”
- × **Offline operation**: Only as an intent: “designed for internet outages”. Found: “offline”
- × **Compliance or certification**: No compliance or certification is claimed. Found: “complies”
- × **Superlative**: Avoid “the best”, “leader”, “revolutionary”. Found: “the best”
- × **Alarm language**: No alarms: say what happened and what to do, calmly. Found: “URGENT”
- × **Exclamation marks**: No exclamation marks. Found: “!”
- × **Sustained capitals**: Capitalize only the first letter. Found: “URGENT”
- × **Clinical data**: No message carries a specialty, illness or reason. Found: “cardiolog”

Status of product claims

TOPIC	HOW IT IS SAID TODAY	CONDITION TO SAY MORE
Availability	“Under construction. Pilot with a few practices.”	Real launch
Offline	“Designed with internet outages in mind.”	Feature built and tested in the field
Encryption and data	“We only ask for what is needed.”	Documented technical and legal review
Consent	“Pre-registration includes a consent checkbox. The legal texts are under review.”	Review by a lawyer
Payments	“You record the payment in bolívares (Bs., Venezuela's currency) with the saved exchange rate.” No fiscal invoicing.	Consult an accountant about tax requirements
Mobile app	“You can open it from your phone's browser. The app store version will come later, with no date.”	Publication in the stores
Screenshots	Illustrations with sample data, labeled	Does not change: never real data

Source

This table follows the notices on the heliodoreapp.com site (see its internal notes). If the site and this manual differ, the more cautious version prevails until it is clarified.

Logo

A hexagonal prism seen from the front, with one point at the top and another at the bottom: three vertical bodies and two three-faced caps. It is the natural shape of the crystal the name comes from.

Anatomy



Symbol: a hexagonal prism with two points, seen from the front. Highlight each part.

Prism

A hexagonal crystal seen head-on, with one point at the top and another at the bottom. It is the shape of the heliodor.

Bodies

Three vertical columns: two narrow ones at the sides and a wide one in the middle. They suggest volume without relying on shadows.

Caps

Two three-faced points, top and bottom. A thin gap separates each cap from the body.

Gaps

The spaces between faces are part of the drawing. In one-color versions they stay; they are never filled in.

Name

Inter SemiBold, converted to outlines, with no forced capitals.

Descriptor

The word “Médico” or “Medical” under the name, only in the versions with a descriptor.

Why a crystal

The heliodor is yellow and transparent. The brand takes from it the warmth of light and the idea of seeing clearly. It deliberately does not draw a medical symbol (cross, caduceus, stethoscope): Heliodore organizes the practice, it does not represent a clinical act.

Versions and download

Choose the version by background, not by taste. The viewer warns you if the contrast falls short and if the piece is below the minimum size. For a guide by background, see Logo and backgrounds.



Flat, color. Primary version on light backgrounds: symbol in amber tones and name in dark ink.
`heliodore-horizontal-sin-slogan-plano-color`

The yellow logo on light is not enough

The “Color” version is yellow from end to end (Solar #f5b800). On white or Ivory it gives a contrast of 1.7:1: the name gets lost. That is why the primary version on light is **Flat** (amber symbol, name in ink) and pure yellow lives on dark backgrounds.

✓ **When to use each piece**

- **Horizontal flat**: the default version on light
- **Horizontal color on dark**: the default version on dark
- **Stacked**: covers, avatars and square spaces
- **Symbol alone**: when the name already appears nearby
- **One-color black or white**: stamps, photocopies, embroidery and engraving
- **Reversed versions with their own background**: when placed on a photo or a color you do not control

× **When not to**

- The symbol alone at someone's first contact with the brand
- The yellow Color version on a light background
- The versions with their own background on top of another background
- Mixing two versions in the same piece

Clear space

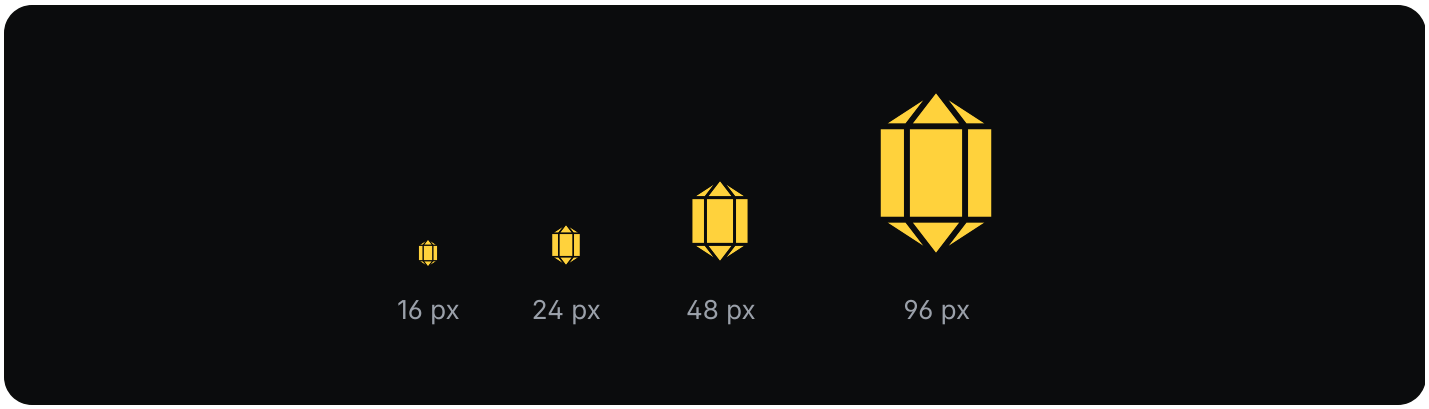
Around the logo, keep a free space equal to **a quarter of the symbol's height (x)**. Nothing enters that zone: no text, no borders, no other logos.



Minimum size

Below these sizes the gaps between faces are lost. For favicons from 16 to 32 px, use the flat versions in the kit.

PIECE	SCREEN	PRINT
Symbol alone	16 px high	6 mm
Horizontal	20 px high (97 px wide)	6 mm high
With descriptor	28 px high	9 mm
Stacked	48 px high	16 mm
Text only	14 px letter height	4 mm
App icon	29 px	9 mm



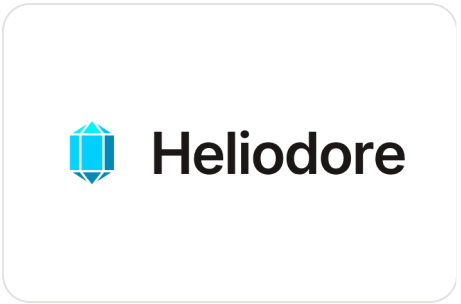
Incorrect uses



× Don't stretch or squash



× Don't rotate



× Don't change the colors



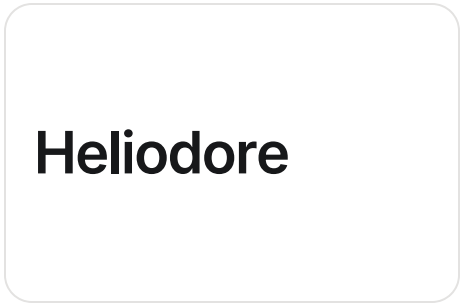
× Don't add shadows or effects



× Don't use on low-contrast backgrounds



× Don't use on busy backgrounds



× Don't crop



× Don't change the typeface of the name



× Do not use the yellow logo on white



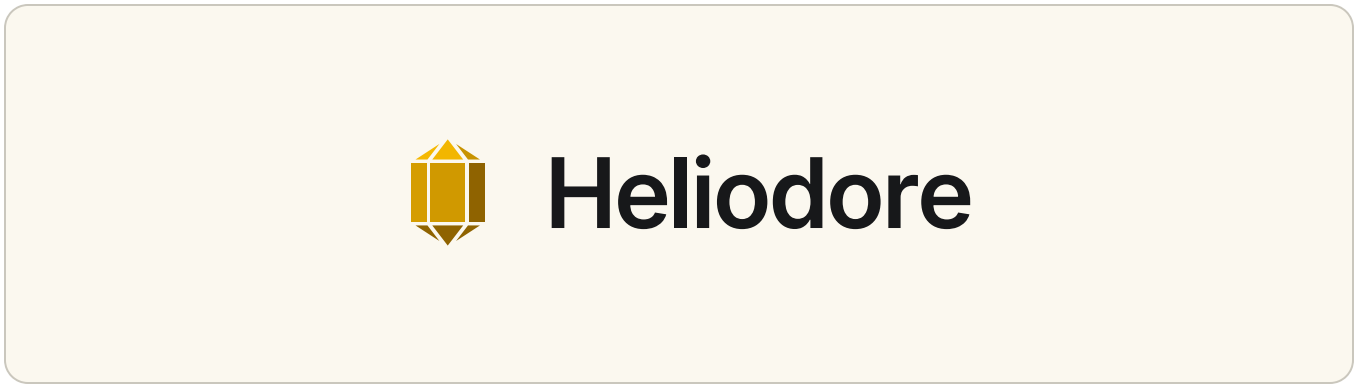
× Do not put the yellow symbol on yellow

Logo and backgrounds

Yellow is luminous: on light it disappears, and on yellow it cannot be told apart. The rule fits in one sentence: the yellow symbol lives on dark; on yellow, the symbol is a dark crystal.

Choose a background and the selector shows the recommended version, the contrast it achieves and the ones you should not use.

Ivory · White · Night · Golden Shade · Solar · Deep Amber · Mid Gray · Warm Photo



Ivory · Horizontal flat

Amber symbol and name in dark ink. It is the default version on light backgrounds.

Contrast of this version: 17.0:1 (passes). The pure yellow version would give 1.7:1 (do not use it here).

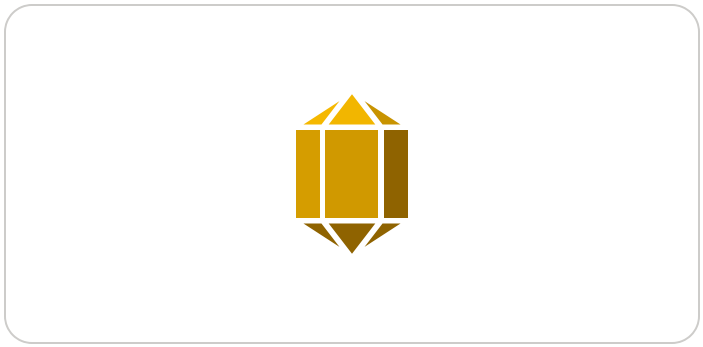
The dark crystal rule



On dark: yellow symbol, like a lit crystal



On yellow: dark symbol, like a smoked crystal

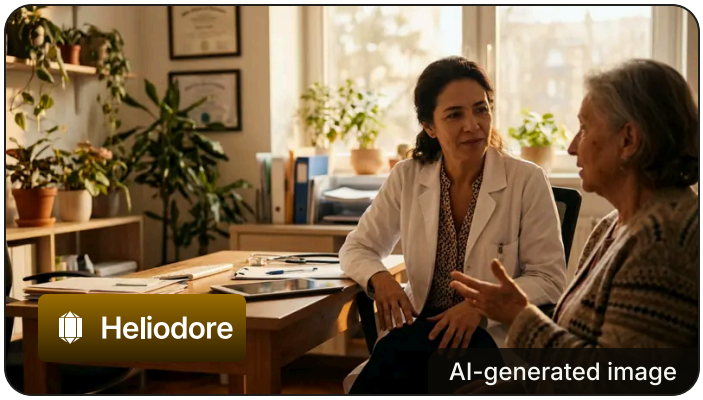


On light: flat symbol in amber tones

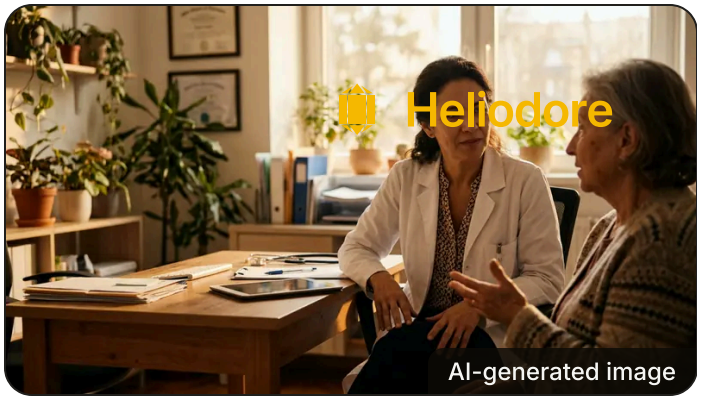
On dark	Glow yellow (#ffd23f) or white. This is where yellow truly shines: 13.6:1 on Night.
On yellow	Crystal (#1c1400) or black. With the 10.2:1 that dark text gives on Solar, the symbol reads as a silhouette.
On light	Flat version (amber with name in ink) or black. Never pure yellow.
On photos	A reversed version with its own background, or white if the area is dark. Never over a person’s face.

On photographs

A warm photo has light areas and dark areas. The logo goes only on an area of even luminosity, or inside its own background.



Yes: the reversed version carries its own background, and the photo is not covered.



No: yellow logo on a light area, over a person.

App icon and favicon

The icon is the first thing seen on a phone or in a browser tab. There are three versions of the same idea, depending on space and background.



Reflect: amber gradient background and luminous crystal. For stores, loading screen and marketing.



Flat: yellow background, dark crystal. For interfaces and lists.

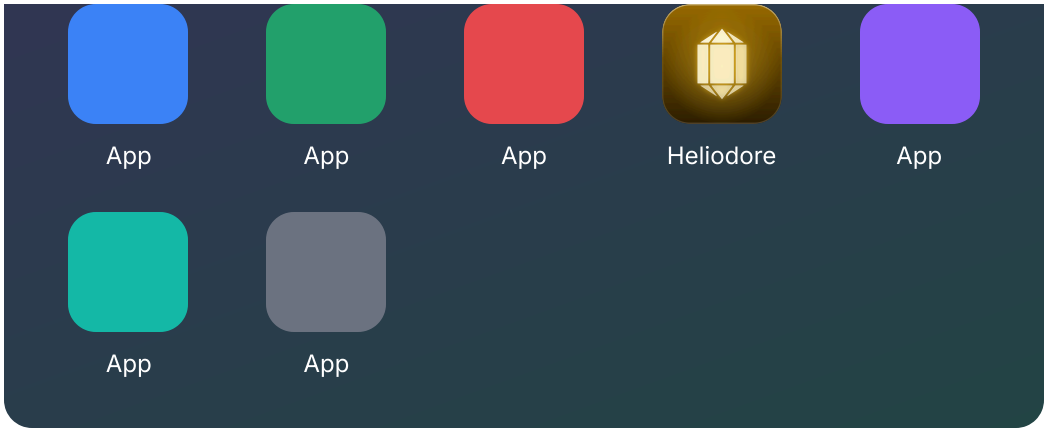


Cut-out: the symbol is a hole in the yellow. For brand backgrounds.

In an icon grid

Next to other apps, Heliodore must stand out from afar and not be mistaken for a notice. Look at the icon among colored neighbors and in both system themes.





Icon rules

Corners	Those of the file (radius of 23% of the side). The operating system crops; it is not rounded twice.
Margin	The crystal takes up 70% of the side. It is not enlarged to “fill”.
Text	No name inside the icon. The system places the name below.
Dark crystal	On yellow, the symbol is dark (#141208). On the amber gradient, light and luminous.
Favicon	Flat version at 16, 32 and 48 px from the kit. At 16 px the gaps are not visible: that is normal.
Badges	A red notification dot is not placed on the crystal: the system puts it in the corner.

Favicon and tab

Heliodore · Brand manual

Flat version, legible at 16 px.

Export sizes



PWA 512 and 192, Apple touch icon and 32 px favicon, all in the kit.

Circular avatar

WhatsApp, social media and email profiles crop the icon into a circle. Check that the crystal does not lose its points.



Reflect square

Flat square

No: rounded icon inside a circle

Always use the “square” versions for avatars: the system circle does the cropping.

Color

Yellow is the brand, not a warning. On light backgrounds it is almost never text, and across the whole interface meaning is carried by the icon and the word, not by color.

Yellow is the brand, not a warning

In almost every system, yellow means “caution”. Not here: Solar is the color of Heliodore and its symbol. That is why no notice, alert or state is coded with yellow, and every state carries an icon and a word. The rules are in Clinical states and semantics.

Appointment confirmed

No: Solar as text on light, 1.7:1

Appointment confirmed

Yes: Deep Amber on Ivory, 5.3:1

Save appointment

Yes: Crystal on Solar, 10.2:1

Palette

Solar

COPY HEX

Brand and symbol color.

HEX	#f5b800
RGB	245, 184, 0
HSL	45, 100%, 48%
CMYK ≈	0, 25, 100, 4

White text on top: **1.79:1** · black: **11.74:1**

Symbol on dark, primary buttons (with Crystal text) and emphasis backgrounds. Never text on light.

Glow

COPY HEX

Accent on dark backgrounds.

HEX	#ffd23f
RGB	255, 210, 63
HSL	46, 100%, 62%
CMYK ≈	0, 18, 75, 0

White text on top: **1.44:1** · black: **14.54:1**

Links, figures and symbol on Night (13.6:1).

Flash

COPY HEX

Light of the Reflect icon.

HEX	#ffcc33
RGB	255, 204, 51
HSL	45, 100%, 60%
CMYK ≈	0, 20, 80, 0

White text on top: **1.51:1** · black: **13.94:1**

Glow and highlights of the symbol. Not a text color.

Deep Amber

COPY HEX

Text accent on light backgrounds.

HEX	#8a5f00
RGB	138, 95, 0
HSL	41, 100%, 27%
CMYK ≈	0, 31, 100, 46

White text on top: **5.65:1** · black: **3.72:1**

Links and emphasis in the light theme (5.3:1 on Ivory).

Amber

COPY HEX

Graphic accent on light.

HEX	#b07a00
RGB	176, 122, 0
HSL	42, 100%, 35%
CMYK ≈	0, 31, 100, 31

White text on top: **3.73:1** · black: **5.63:1**

Lines, charts and very large text (3.5:1). Not for normal text.

Reflection

COPY HEX

Upper part of the Reflect icon background.

HEX	#9a6c00
RGB	154, 108, 0
HSL	42, 100%, 30%
CMYK ≈	0, 30, 100, 40

White text on top: **4.65:1** · black: **4.52:1**

Gradient to #2e1f00 in the icon and on warm covers.

Golden Shade

COPY HEX

Lower part of the Reflect icon background.

HEX	#2e1f00
RGB	46, 31, 0
HSL	40, 100%, 9%
CMYK ≈	0, 33, 100, 82

White text on top: **16.00:1** · black: **1.31:1**

Dark brand backgrounds; background of the white reversed versions.

Crystal

COPY HEX

Text and symbol on yellow.

HEX	#1c1400
RGB	28, 20, 0
HSL	43, 100%, 5%
CMYK ≈	0, 29, 100, 89

White text on top: **18.27:1** · black: **1.15:1**

Primary button labels and dark symbol on Solar (10.2:1).

Night

COPY HEX

Dark interface background.

HEX	#0d0b06
RGB	13, 11, 6
HSL	43, 37%, 4%
CMYK ≈	0, 15, 54, 95

White text on top: **19.67:1** · black: **1.07:1**

Night 2

COPY HEX

Raised surfaces of the dark theme.

HEX	#131008
RGB	19, 16, 8
HSL	44, 41%, 5%
CMYK ≈	0, 16, 58, 93

White text on top: **19.00:1** · black: **1.11:1**

Ink

COPY HEX

Text on light backgrounds.

HEX	#1b160a
RGB	27, 22, 10
HSL	42, 46%, 7%
CMYK ≈	0, 19, 63, 89

White text on top: **18.01:1** · black: **1.17:1**

Ivory

COPY HEX

Light interface background.

HEX	#fbf8ef
RGB	251, 248, 239
HSL	45, 60%, 96%
CMYK ≈	0, 1, 5, 2

White text on top: **1.06:1** · black: **19.78:1**

White

COPY HEX

Surfaces and printed documents.

HEX	#ffffff
RGB	255, 255, 255
HSL	0, 0%, 100%
CMYK ≈	0, 0, 0, 0

White text on top: **1.00:1** · black: **21.00:1**

Warm Gray

COPY HEX

Secondary text on light (7.1:1).

HEX	#5b5441
RGB	91, 84, 65
HSL	44, 17%, 31%
CMYK ≈	0, 8, 29, 64

White text on top: **7.53:1** · black: **2.79:1**

Light Gray

COPY HEX

Secondary text on dark (7.9:1).

HEX	#a3a3ad
RGB	163, 163, 173
HSL	240, 6%, 66%
CMYK ≈	6, 6, 0, 32

White text on top: **2.50:1** · black: **8.40:1**

HEX is the source of truth. CMYK is an approximation without an ICC profile: the screen yellow (#f5b800) looks different on paper, even more so on office paper. Until a proof is printed at the chosen print shop, it is not an approved value. Pantone is defined by comparing against the physical swatch book, not on screen.

Roles in the interface

ROLE	LIGHT THEME	DARK THEME
Page background	Ivory #fbf8ef	Night #0d0b06
Surface	White #ffffff	Night 2 #131008
Main text	Ink #1b160a	#f5f5f2
Secondary text	Warm Gray #5b5441	Light Gray #a3a3ad
Primary button (background)	Solar, with #8a5f00 border	Solar
Primary button text	Crystal #1c1400	Crystal #1c1400
Links and text accent	Deep Amber #8a5f00	Glow #ffd23f
Focus ring	Ink, 3 px, with Solar halo	Glow, 3 px

On light, the Solar button has a 1 px border in Deep Amber: this way its shape stands out from the background (1.7:1 on its own) and the Crystal text still gives 10.2:1.

Usage proportion



Ivory and Night 56% Backgrounds

Ink and grays 26% Text and support

Solar 12% Brand and main action

Amber and reflections 6% Accent text and brand backgrounds

Contrast

Every pair is checked against WCAG 2.2: 4.5:1 for normal text, 3:1 for large text and interface components. What does not pass is not used for text.

TEXT \ BACKGROUND	SOLAR	GLOW	DEEP AME
Solar	·	Aa 1.24:1 Fail	Aa 3.16:
Glow	Aa 1.24:1 Fail	·	Aa 3.91:
Deep Amber	Aa 3.16:1 Large text only	Aa 3.91:1 Large text only	
Amber	Aa 2.09:1 Fail	Aa 2.58:1 Fail	Aa 1.51:
Crystal	Aa 10.21:1 AAA	Aa 12.65:1 AAA	Aa 3.23
Night	Aa 11.00:1 AAA	Aa 13.62:1 AAA	Aa 3.48
Ink	Aa 10.07:1 AAA	Aa 12.47:1 AAA	Aa 3.19:
Ivory	Aa 1.68:1 Fail	Aa 1.36:1 Fail	Aa 5.32
Warm Gray	Aa 4.21:1 Large text only	Aa 5.21:1 AA	Aa 1.33:

Text	Background
Crystal #1c1400	Glow #ffd23f
or type a HEX	or type a HEX

Aa

The sample text is read with this color pair. **Bold** and regular text.

12.65:1 Contrast ratio	Normal text AA (4.5) Pass	Large text AA (3) Pass	UI components (3) Pass
Normal text AAA (7) Pass			

Tokens

```
:root {
  --heliodore-solar: #f5b800;
  --heliodore-brillo: #ffd23f;
  --heliodore-destello: #ffcc33;
  --heliodore-ambar: #8a5f00;
  --heliodore-ambar2: #b07a00;
  --heliodore-reflejo: #9a6c00;
  --heliodore-sombra: #2e1f00;
  --heliodore-cristal: #1c1400;
  --heliodore-noche: #0d0b06;
  --heliodore-noche2: #131008;
  --heliodore-tinta: #1b160a;
  --heliodore-marfil: #fbf8ef;
  --heliodore-blanco: #ffffff;
  --heliodore-gris: #5b5441;
```

```
  --heliodore-gris-claro: #a3a3ad;
}
```

Typography

Inter, in generous sizes. The base is 17 px: one point more than usual, because it is read tired, in difficult light and on small phones.

Family	Inter (SIL OFL 1.1) across the whole product
Name	Inter SemiBold converted to outlines
Text	Inter 400 and 500. Headings in 600. Nothing in 300 or thinner
Base size	17 px with 1.65 line height (28 px). Absolute minimum: 15 px for notes
Figures	Tabular in times, dates, amounts and cédula (national ID) numbers (`font-variant-numeric: tabular-nums`)
Line	45 to 75 characters per line in running text
Capitals	Initial only. No full-capital text
Fallback	system-ui, -apple-system, Segoe UI, Roboto, sans-serif

Type tester

Tuesday 3 · 9:00 a.m. · Office 2

Inter 600 · 40/48 px · cv11 ss01 tnum

Scale

Title 1 · 40/48 · 600	Your schedule today
Title 2 · 28/36 · 600	Morning appointments
Title 3 · 21/30 · 600	Example Patient A
Text · 17/28 · 400	One idea per sentence, with the exact time and what to do.
Small text · 15/22 · 400 (minimum)	Used in notes and footers. Never below 15 px.
Time · 17 · 600 · tabular	8:00 · 9:30 · 11:15 · 12:45

Spacing and alignment

✓ Do

- Align left, no justification
- One-line space between paragraphs
- Bold for what matters, not long italics
- Times in tabular figures so columns line up

× Don't

- Justify text: it creates rivers of white that tire the eye
- Paragraphs wider than 75 characters
- Text over photos without a layer that guarantees contrast
- Weight 300 or light gray to “look elegant”

Licenses

Inter and JetBrains Mono have free licenses (OFL). The files used in this manual are in the `fonts` folder. No paid licenses are needed.

Iconography

Heliodore icons share the same rounded stroke that invites a tap: no fill, 2 px, soft corners. Each state has its own shape so nothing depends on color alone.

Click an icon to see its code and copy it. Change the size and stroke weight to see how the set responds.

Size:

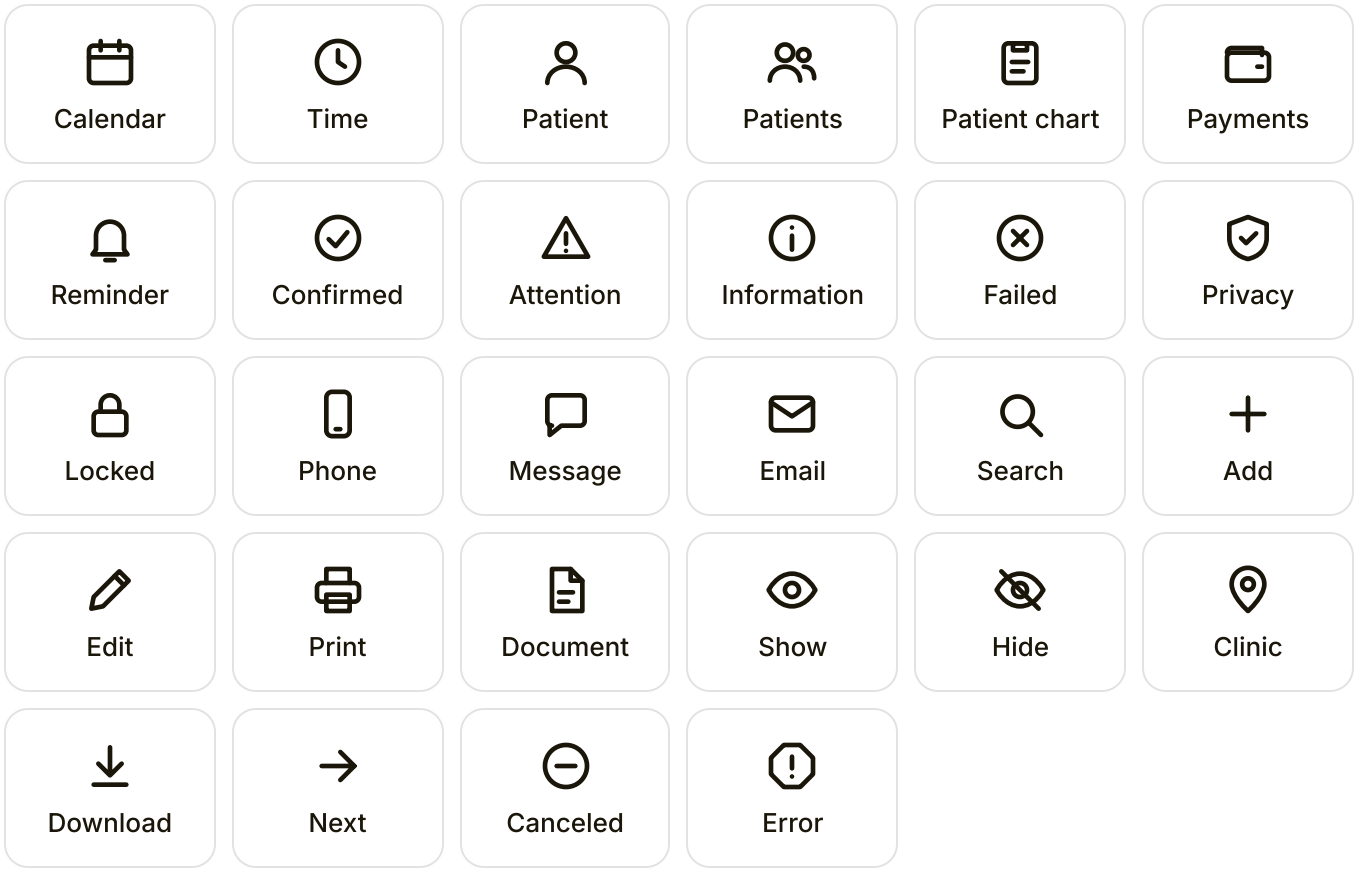
28 px

Stroke:

2 px

Joins

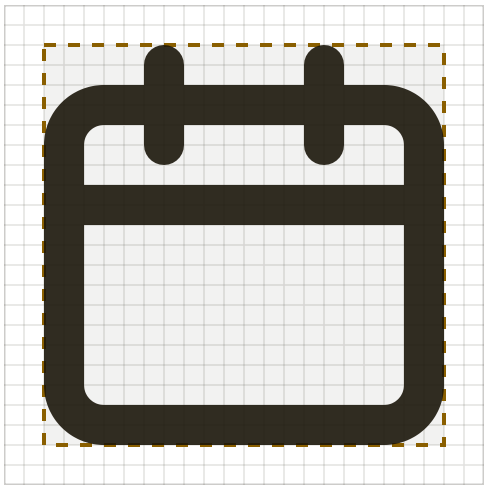
Round (default)



Choose an icon.

Download the SVG sprite (28 icons)

Construction



24 px grid; 20 px live area (2 px margin).

Grid

24 × 24 px. Live area of 20 × 20 px with a 2 px margin.

Stroke

2 px, always. Never 1 px or solid fills.

Caps and joins

Round. Sharp vertices only at the tip of a warning triangle.

Corners

2 px radius on rectangles; circles are 18 px in diameter (radius 9).

Optical weight

Each icon fills 60 to 85% of the live area: narrower icons are centered, not enlarged.

Color

Inherits the text color (`currentColor`). On Solar it is Crystal.

Sizes

16 px (inline with text), 24 px (standard), 32 and 48 px (empty states and covers).

Icons and states

Five distinct shapes, one per state. No state shares a silhouette with another.



Usage rules

✓ Do

- An icon with meaning always has a visible label or an accessible name
- Use the same icon for the same idea throughout the app
- Align the icon with the first line of text, with 8 px of spacing
- Decorative icons with `aria-hidden="true"`

× Don't

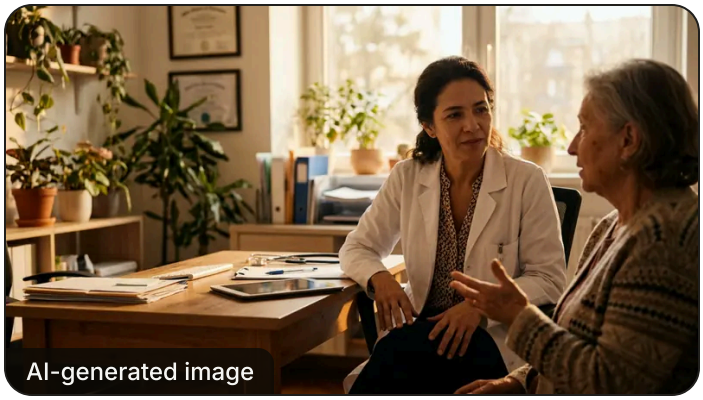
- Icons alone for non-obvious actions (what does “⋯” do?)
- Red crosses, pharmacy crosses or caduceus symbols as decoration
- Mixing this set with icons of another style
- Changing an icon’s stroke weight to “make it stand out”

Medical pictograms

The set deliberately leaves out stethoscopes, syringes, pills and organs: Heliodore organizes the schedule and the record, it does not depict clinical acts. If a future product needs them, they are drawn with these same rules and reviewed by doctors.

Photography and images

Heliodore images show people listening to each other, in spaces with natural light. Never real patients, never clinical promises and, if generated with AI, always labeled.



Yes: listening, window light, a calm gesture, nobody looking at the camera.



Yes: warm portrait, blurred background, no logos or visible data.

Both photos are illustrations, generated with AI for the site. They are not real doctors, patients or clients, and they are always labeled that way.

What we look for

Light	Natural, from a window, warm. No blue hospital light and no direct flash.

People	Doctors and patients of varied ages and appearances, in conversation or at work. Never forced poses or catalog smiles.
Framing	At eye level. One main subject and a blurred background.
Space	Real, modest offices, with plants, wood, paper. No futuristic labs.
Color	Warm and natural. No yellow brand filters, no tinting with Solar.
Technology	A tablet or a phone on the desk, with no legible screens. Never a code background or “floating data”.

Color treatment



Yes: natural and warm



No: cold blue cast, hospital look



No: tinted brand yellow

Crops for web, social and link previews

One master image, four crops. Here, the consultation scene. The subject always stays in the central third: if a crop cuts it off, pick another image instead of forcing the framing.



Web hero · 16:9 · 1600 × 900 px



Open Graph · 1.91:1 · 1200 × 630 px



Square social post · 1:1 · 1080 × 1080 px



Vertical social post · 4:5 · 1080 × 1350 px

Format	WebP at quality close to 80. The hero weighs 150 KB or less and the link preview image (Open Graph) 300 KB or less.
Dimensions	Always declare width and height on the tag so the page does not jump while loading. Lazy-load everything below the first screen.
Safe area	Text or a logo over the image only on a detail-free area, at least 5% from the edge, with 4.5:1 contrast measured.
Label	The “AI-generated image” label stays inside every crop, including the link preview.

Alt text and captions

Alt text describes what is seen, for people who cannot see the image. The caption gives context and states the origin. They do not say the same thing.

Alt text	“AI-generated illustration: a doctor listens to an older patient in a consulting room with window light.”
Caption	“Listening first. AI-generated image to illustrate the site; not a real customer or user.”
Decorative image	If the same image repeats or only decorates, it gets empty alt text (alt="") and the label stays.

Image reviewer

Before publishing an image, check what it meets. If anything fails, it is not used.

- [ ] It is not a real patient and cannot identify anyone
- [ ] It shows no legible screens, records, prescriptions or documents
- [ ] It does not promise a health outcome (cures, before and after)
- [ ] It does not show an illness, a wound or a procedure
- [ ] If it is AI-generated, it carries the label “AI-generated image”
- [ ] Hands, eyes and background text have no generation defects
- [ ] It has alt text that describes what is seen
- [ ] The light is natural and warm, with no brand tint

0 of 8. Do not publish yet: 8 points missing.

AI-generated image label

Every image created with AI carries a visible label, not just a distant footnote.

Text	“AI-generated image”; in Spanish, “Imagen generada con IA”. If space allows: “Not a real person”.
Position	On the image, bottom left, or in the caption right below it.
Size	At least 12 px, or 3 mm in print, with enough contrast (light text on a dark strip).
Exceptions	None: not on social media, not in presentations, not in mockups.

Alt text

✓ Describe what is seen

- “AI-generated illustration: a doctor listens attentively to a patient in her office.”
- “Illustrative capture of the day’s schedule with fictional data.”

× Do not describe what is not there

- “Happy doctor because her schedule is in order”
- “Health image”
- “Photo”

What to avoid

✓ Yes

- Photographs that identify no one
- Interface illustrations with labeled fictional data
- Gestures of listening, hands on a desk, papers

× No

- Real patients or photographs of appointments without written consent
- X-rays, CT scans or photos of injuries
- Images that suggest diagnosis or cure
- Exaggerated smiles, generic blue backgrounds, glowing human-body maps
- Stock photos of European people who do not represent Venezuelan medical offices
- Red crosses, sirens, hourglasses or counters

Legibility

Size, line width, contrast and touch area. Here you can adjust and see the thresholds that Heliodore sets for its screens.

Reading lab

The sample text is arrival directions for a patient (fictional). Change the values and watch when it stops being comfortable.

Size:

17 px

Line height:

1.65

Line width:

62 characters

Contrast

Ink on Ivory

Tired eyes:

none

How to get to your appointment

We expect you on Tuesday, November 3 at 9:00 a.m. at Example Clinic, 2nd floor. Come in through the main door and let reception know. If you arrive early, you can wait in the first-floor lounge. If you need to change the time, reply to this message and we will find another.

- ✓ Size of 17 px (Heliodore base: 17 px or more)
- ✓ Line height of 1.65 (between 1.5 and 1.8)
- ✓ Line of 62 characters (between 45 and 75)
- ✓ Contrast of 17.0:1 (AAA)
- ✓ With slightly blurred vision, can you still read the text?

Heliodore thresholds

MEASURE	THRESHOLD	WHY
Base text	17 px	Comfortable reading at desk and phone distance
Minimum text	15 px	Only notes and footers; never clinical or appointment information
Line height	1.5 to 1.7	WCAG 1.4.12 requires tolerating 1.5 without loss of content
Line width	45 to 75 characters	Longer, and the eye loses the line
Text contrast	4.5:1 (AA) · 7:1 for main content	Screens with glare and tired eyes
Component contrast	3:1	Field borders, icons with meaning, focus
Zoom	up to 200%	Without losing content or scrolling in two directions (WCAG 1.4.4)
Touch target	44 × 44 px	Stricter than the WCAG 2.2 AA minimum (24 px); it is the house rule
Touch spacing	8 px	Avoids tapping the neighboring button

Touch targets

Change the button size. At 44 px or more it passes the house rule; between 24 and 43 it meets the WCAG minimum but not Heliodore's.

Button size:

44 px





✔ Meets the house rule (44 px) and the WCAG 2.2 minimum (24 px).

High-contrast mode

A separate mode for those who need it: it is turned on from settings, not by default.

Today’s appointment

9:00 a.m. · Example Patient A

Open record

Normal: Solar as the action and soft borders.

Today’s appointment

9:00 a.m. · Example Patient A

Open record

High contrast: black, white, 2 px borders and a single accent.

Background and text	Pure black and pure white: 21:1.
Borders	2 px solid on all fields and buttons.
Accent	A single yellow (#ffd23f) for focus and the main action.
Icons	Always with a visible label.
Respected	The system’s `prefers-contrast: more`, in addition to the manual setting.

Clinical states and semantics

In a medical schedule, confusing “confirmed” with “to be confirmed” has consequences. A state never depends on color: it is read by its icon, by its word and, in addition, by its color.

Each state has its **own icon shape** (circle with a mark, clock, triangle, circle with a dash, octagon). The icons stay distinct even in grayscale or with color blindness. Try the filters.

Confirmed
The patient confirmed she will attend.

To confirm
The reminder has not been answered yet.

Needs attention
Two appointments overlap at 10:00 a.m.

Canceled
The appointment was canceled. The time slot is free.

Could not save
Check your connection and try again.

Rules

Three signals	Each state combines icon, word and color. If someone sees only one of the three, they still understand.

No yellow	The brand yellow does not code any state. “Needs attention” uses burnt orange with a triangle.
No red by default	Red only for what could not be done. A canceled appointment is gray: it is a fact, not a failure.
Text always visible	The state word is on screen, not only as accessible information. Icons carry an equivalent text.
Glowness and contrast	Each color passes 4.5:1 on its background in both themes. The values are in the table below.
Language	No capitals, no exclamation marks and no dramatic words: “Needs attention”, not “ALERT!”.

State colors

STATE	ICON	LIGHT	DARK
Confirmed		#1f7a5c	#4fc79b
To confirm		#2563a8	#6aa6f0
Needs attention		#a8480a	#ff9a4d
Canceled		#5b5441	#a3a3ad
Could not save		#b3261e	#ff6b61

Verified contrast

On Ivory: confirmed 4.95:1, to be confirmed 5.77:1, attention 5.50:1, canceled 7.09:1, error 6.16:1. On Night: from 7.05:1 to 9.35:1. If a value is changed, it must be recalculated.

Labels and chips

Confirmed · To confirm · Needs attention · Canceled · Could not save

Labels are at least 24 px high (the WCAG 2.2 minimum target) and 44 px if they can be tapped.

✓ Do

- Icon + word + color, always
- Burnt orange with a triangle for “Needs attention”
- Gray for what is canceled or inactive
- Test the screen in grayscale before publishing it

× Don't

- A color dot alone
- Solar yellow as a warning
- Red for a canceled appointment
- Green and red as the only contrast between two states
- Capitals or exclamation marks in the message

Components

Buttons, fields, selection, notices and dialogs. All are real: you can focus them with the keyboard, type and check each state.

Save appointment Change the time Cancel

Cancel the appointment Unavailable

Only one primary button per view. “Cancel the appointment” carries an icon and a word and sits visually apart from the primary.

Button states

STATE	BUTTON	CHANGE
Rest	Save	Solar with Crystal text; on light, a Deep Amber border
Hover	Save	Glow #ffd23f; the text does not move
Focus	Save	3 px ring with a 2 px offset, always visible
Pressed	Save	Moves down 1 px and darkens by 6%
Loading	Saving	The label changes to the -ing form; the button keeps its width
Disabled	Save	Gray with a border; the nearby text explains why

✓ **Do**

- Labels above, visible, with the exact verb or noun
- Buttons with a verb: “Save appointment”, “Change the time”
- Errors next to the field, with an icon and text
- A visible 3 px focus ring on everything that can be used

× **Don't**

- Placeholders as the only label
- “OK” buttons that do not say what is being accepted
- Removing the focus outline for aesthetics
- Disabling a button without explaining why

Agenda and calendar

The screen people look at most. It must answer in one second: who is coming now, who is next, where there is a gap and whether anything overlaps.

This schedule is an illustration with fictional data. Pick a gap, press “Add appointment” and see what happens if two appointments coincide.

Tuesday, November 3 Sample data

8:00	Example Patient A Check-up · 60 min	Confirmed
8:30	Continues: Example Patient A	
9:00	Free	
9:30	Free	
10:00	Example Patient B First visit · 30 min	To confirm
10:30	Free	
11:00	Example Patient C Follow-up · 60 min	Confirmed
11:30	Continues: Example Patient C	
12:00	Free	
12:30	Free	

Choose a time from the list.

Duration: 60 minutes

+ Add appointment

Reset

Anatomy of an appointment in the list

9:00 a.m.	Example Patient A Check-up · 30 min	Confirmed

Time	On the left, tabular, in semibold. It is the first thing people look for.
Patient and reason	Name in regular weight, reason below in Warm Gray (15 px). No diagnoses.
Status	On the right, with an icon and a word.
Free gaps	Shown as empty rows with “Free” in gray: they are as useful as the appointments.
Current appointment	Marked with a Solar bar on the left and the text “Now”. Yellow shows where you are, not a problem.

Month calendar

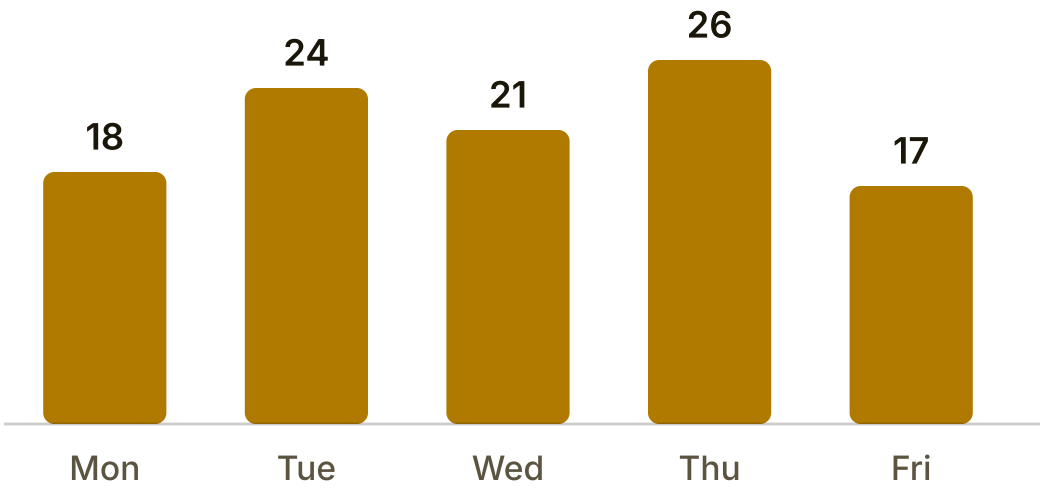
M	T	W	T	F	S	S
						1
2 4 appts	3 6 appts	4 5 appts	5 3 appts	6 5 appts	7	8
9 4 appts	10 6 appts	11 2 appts	12 5 appts	13 3 appts	14	15
16	17	18	19	20	21	22

23	24	25	26	27	28	29
30						

November 2026, sample appointments. Days with appointments show the number, not just a colored dot. Today has a Solar border and the word “today” for screen readers.

Charts

Charts are simple, with the value written above each bar and no distant legends.



Appointments by day of the week, sample week (fictional data). The bar uses Amber on light and Glow on dark, with the number above it.

✓ **Do**

- Values written above the bars
- A single accent color and grays for the rest
- A title that states the conclusion: “Thursdays are the busiest day”
- An equivalent accessible table available

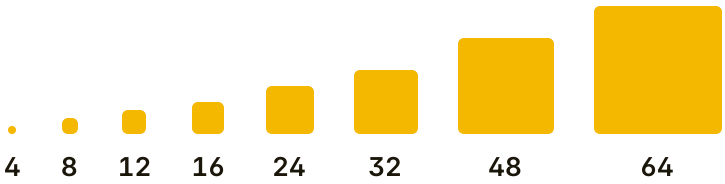
× **Don't**

- Pie charts with more than three slices
- Red and green as the only contrast
- Truncated axes that exaggerate differences
- Long entrance animations

Layout and spacing

A 4 px base, generous space and a single column of attention. On small screens, what matters moves up; nothing piles up.

Spacing scale

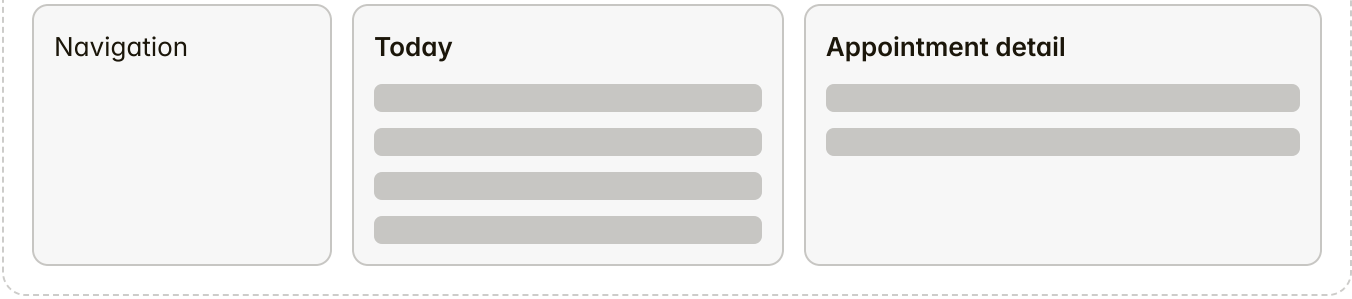


Base	4 px. All spacing is a multiple of 4.
Use	8 px between icon and text; 16 px between fields; 24 px between blocks; 48 px between sections.
Margins	16 px on phone, 24 px on tablet, 32 px on desktop.
Content	Maximum width of 1120 px; running text of 65 ch.

Breakpoints

NAME	FROM	SCHEDULE LAYOUT
Phone	0 px	One column: the day’s list; the detail opens full screen
Tablet	600 px	List and detail in two columns
Desktop	960 px	Sidebar, list and detail
Wide	1280 px	Same, with the content centered

Schedule wireframe



Computer: 150 px sidebar, list and detail. Content does not go beyond 1120 px.

Density

Comfortable density is the default. Compact density exists for people who review many appointments, but no row goes below 40 px, and the touch target stays at 44 px on touchscreens.

8:00	Example Patient A Check-up	**Confirmed**
9:00	Example Patient B First visit	**To confirm**
10:30	Example Patient C Follow-up	**Confirmed**
11:30	Example Patient D Check-up	**Canceled**

Row height: 48 px. Meets the 44 px touch target with room to spare.

✓ **Do**

- One main action per screen, at the top right or at the end of the flow
- The most important data (time, name) on the left, the status on the right
- Vertical space before divider lines
- Cards with 16 to 24 px of padding

× **Don't**

- More than seven columns in a table
- Mixing three text sizes in one row
- Placing buttons less than 8 px apart
- Fixing heights: enlarged text must be able to grow

Motion

In a medical tool, motion has one job: to show what changed. Brief, smooth and easy to turn off.

Transition test

Adjust the duration and turn on “reduce motion” to see how the same transition behaves.

Duration:

200 ms

Reduce motion

→ Play

Notice sliding in

Panel unfolding

Time change

9:00

Duration of 200 ms with the curve cubic-bezier(.2,0,0,1). Heliodore uses 200 ms for notices and expanding panels.

Curve and durations



`cubic-bezier(.2, 0, 0, 1)`: starts quickly and settles without bounce.

Micro (focus, hover)	100 to 150 ms
Notice, unfold	200 ms
Panel or dialog	240 ms
Maximum	300 ms. Nothing animates longer
Exit	20% shorter than the entrance
Curve	Always the same; no bounce or elastic effects

Reduce motion

What is respected	The system `prefers-reduced-motion: reduce` setting, and a setting of its own in the app.
What is removed	Slides, scaling and parallax. What remains is 100 ms fades or instant changes.
What never animates	Flashes faster than 3 per second, bounces, countdown clocks, confetti.
Loading	A single bar or a static indicator with text: “Saving…”.

Autoplay	No video or animation starts on its own. If one exists, it can be paused.

✓ Do

- Animate a change so it does not go unnoticed
- Keep focus where it was after a transition
- Test with “reduce motion” turned on

× Don't

- Animate for decoration whenever a screen opens
- Move content under a finger while someone is trying to tap it
- Celebrate a save with confetti or sounds

Sample data

A screenshot with a real patient's data is a leak. In all material (site, manual, presentations, support) we use invented data, marked as such.

Generate a set of sample data for screenshots. Each row carries a visible marker, and the national ID number (cédula, Venezuela's ID card) and the phone number deliberately use impossible patterns.

Rows:

5

Seed

1

"Example" marker

Hide part of the ID number

+ Another batch

TIME	PATIENT	ID NUMBER	PHONE	REASON	STATUS
8:00	Ana Demo Example	V-00.000.011	0400-000-0011	Follow-up	⊖ Canc
8:30	Elena Sample Example	V-00.000.012	0400-000-0012	Follow-up	To con
9:00	Carla Example Example	V-00.000.003	0400-000-0003	Check-up	To con
9:30	Diego Sample Example	V-00.000.014	0400-000-0014	Check-up	· Confi
10:00	Diego Sample Example	V-00.000.015	0400-000-0015	Check-up	· Confi

Fictional data, for example only. These are not real people.

Copy as CSV

Fictional patterns

DATA	PATTERN	WHY
Name	Common first name + surname “Example”, “Sample”, “Demo” or “Test”	Nobody is called that: it cannot be mistaken for a person
ID number (cédula)	V-00.000.0NN (zeros and a sequence number)	Does not match an issued ID
Phone	0400-000-00NN	0400 is not a known mobile prefix. To be verified with the carriers before it is fixed
Email	nombre@example.com	Domain reserved for examples (RFC 2606); it reaches no one
Address	Example Ave., Sample Bldg., floor 2	It does not exist
Appointment reason	Check-up, First visit, Follow-up	Generic: never a diagnosis or a specialty
Dates	Relative to the date of the piece, with no birth dates	Avoids identifiable data

What is never shown

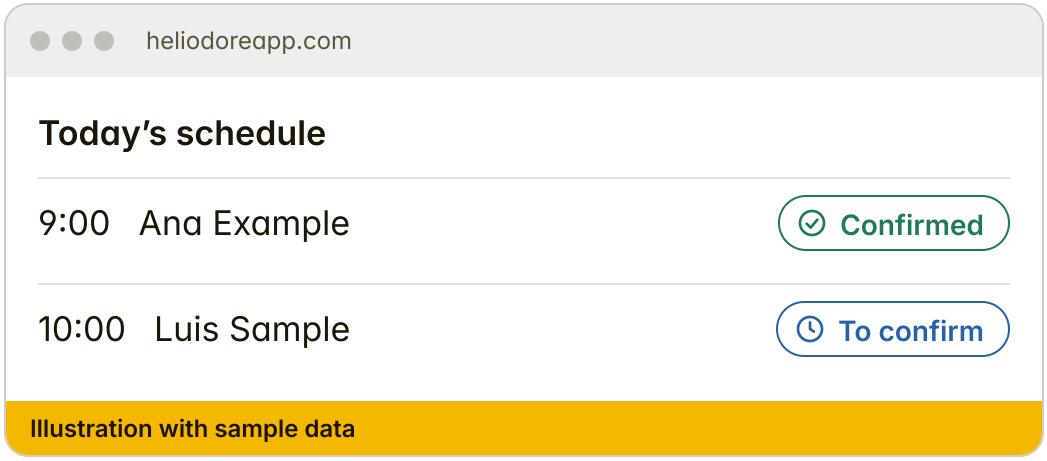
Never

- Names, ID numbers, phone numbers or photos of real patients, not even “covered” with a blur
- Diagnoses, prescriptions, test results or notes from a real record
- Screenshots of the database or of a real session in production
- Addresses or names of clients’ offices without their written permission
- Links with patient identifiers (for example, `/paciente/84512`)

Always

- Invented data following the pattern in the table
- A visible label: “Sample data”
- The screenshot’s alt text says it is an illustration
- Review each screenshot before publishing it, including the edges and the browser bar
- Keep the batch of data used so the screenshot can be reproduced

How to label a screenshot



The label goes inside the image, in a place that cannot be cropped out without losing part of the content.

Accessibility

Heliodore is used by an exhausted doctor and read by a patient with poor eyesight. Accessibility is not an extra: it is the main design requirement.

Perceive

Contrast, size, reflow and text alternatives. Nothing depends on color, sound or shape alone.

Operate

Everything works with a keyboard and with one finger. 44 px targets, visible focus, no complicated gestures and no required dragging.

Understand

Plain language, messages that say what happened and what to do, and predictable behavior. An error never blames.

Review checklist

Check what your screen meets. Each item points to where the rule lives in this manual.

- [ ] Base text is 17 px or larger and nothing goes below 15 px

  See rule

- [ ] All text passes 4.5:1; main text, 7:1

  See rule

- [ ] Components and borders pass 3:1

See rule

- [ ] No state depends on color alone: icon, word and color

See rule

- [ ] Touch targets are 44 px with 8 px of spacing

See rule

- [ ] Focus is visible everywhere, at 3 px, in both themes

See rule

- [ ] Everything can be done with a keyboard, in logical order

- [ ] At 200% zoom no content is lost and there is no horizontal scrolling

- [ ] Animations respect “reduce motion” and do not flash

See rule

- [ ] Each informative image has alt text; decorative ones have empty alt

See rule

- [ ] Errors explain what happened and what to do, next to the field

See rule

- [ ] Drag actions have a single-tap alternative

See rule

- [ ] Tested with the vision filters and in grayscale

See rule

- [ ] No real patient data in screenshots or demos

See rule

0 of 14. 14 points missing before approving the piece.

Key criteria and how they are met

WCAG 2.2 CRITERION	HELIODORE RULE
1.4.1 Use of color	An icon with its own shape and a word in every state
1.4.3 and 1.4.11 Contrast	4.5:1 for text and 3:1 for components; yellow is never text on a light background
1.4.4 and 1.4.10 Zoom and reflow	Up to 200% and a 320 px width without losing content
1.4.12 Text spacing	Containers grow with the text; no fixed heights
2.4.7 and 2.4.11 Focus	A visible 3 px ring that fixed bars never cover
2.5.7 Dragging	Moving an appointment can also be done with “Change the time”, without dragging
2.5.8 Target size	44 px, above the 24 px minimum
3.3.1 and 3.3.3 Errors	Text next to the field, what happened and how to fix it
3.3.7 Redundant entry	Information already given is never asked for again (for example, the national ID number, or cédula)
3.3.8 Accessible authentication	Pasting and password managers work; no memory tests

Scope

This list guides the design. Real WCAG conformance is declared only after auditing the finished product with tools and with people who use it. Heliodore is under construction today: we do not claim that it conforms.

What a screen reader says

ELEMENT	SHOULD BE ANNOUNCED AS
Agenda row	“Appointment, 9:00 a.m., Example Patient A, checkup, confirmed”
Icon button	“Print confirmation, button”
Field with an error	“Phone, text field, invalid. The phone number is missing digits.”
Switch	“Remind one day before, switch, on”
Notice	“Appointment saved for Tuesday at 9:00 a.m.” (announced without moving focus)

Keyboard

Tab and Shift+Tab	Move through the controls in visual order.
Enter and Space	Activate buttons and checkboxes.
Arrow keys	Change the time in the list of open slots and the option within a group.
Esc	Closes dialogs and returns focus to the button that opened them.
Shortcuts	Only with a modifier key, never single letters, and with an option to turn them off.

Vision simulator

Apply vision filters to a sample Heliodore screen. Use it to check that nothing is lost when color, focus or sharpness fail.

Condition

Normal vision

Intensity:

n/a

Text zoom

100%

What you see

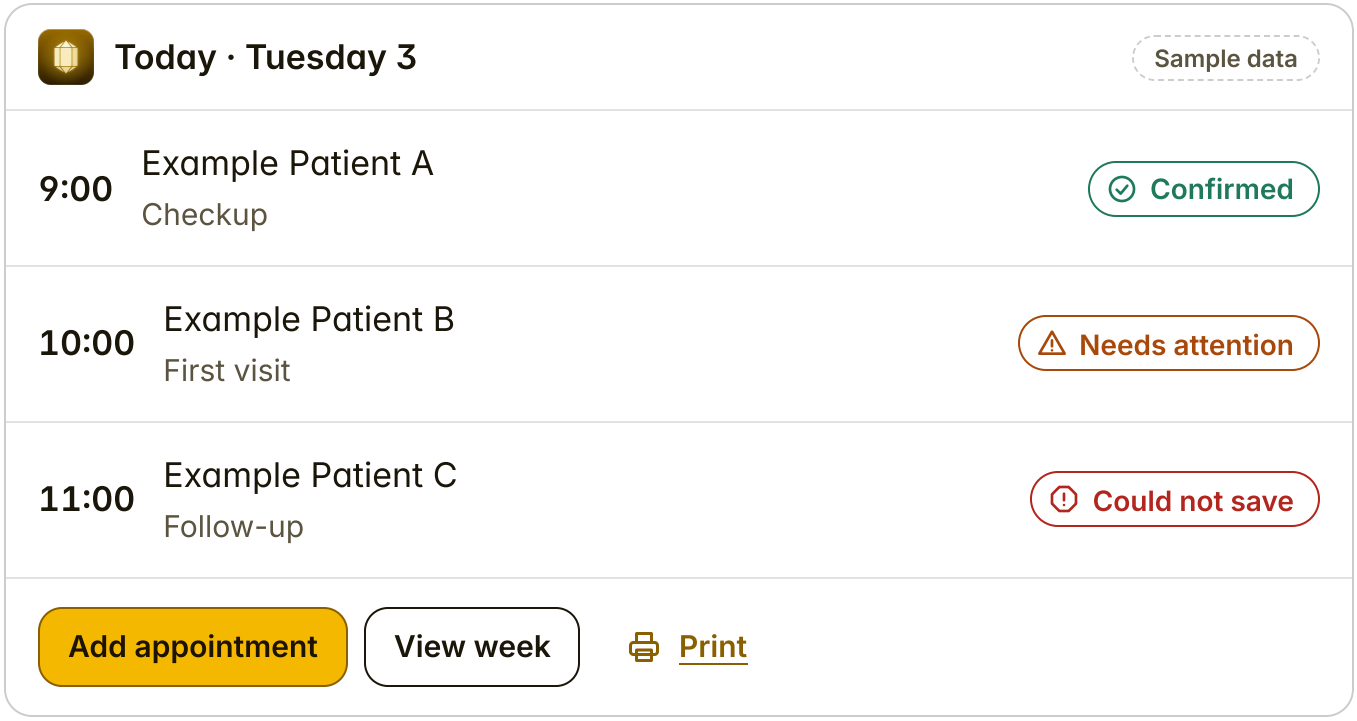
Today · Tuesday 3

Sample data

9:00	Example Patient A Checkup	Confirmed
10:00	Example Patient B First visit	Needs attention
11:00	Example Patient C Follow-up	Could not save

Add appointment | View week | Print

Normal vision



This is how the screen looks without filters.

What to check

CONDITION	TEST QUESTION
Protanopia, deuteranopia	Can you tell “Confirmed”, “Needs attention” and “Could not save” apart without reading the color?
Tritanopia	Are the Solar primary button and the secondary button still distinct? Are blues confused with greens?
Achromatopsia	Do the icons and words carry the meaning? Does the hierarchy hold?
Low vision and blurred	Can you read the time and the name? Can you pick out the main button?
Cataracts	Is there still contrast when everything looks washed out?
Glare	Does the main text survive a light layer on top?
200% zoom	Does anything break? Is horizontal scrolling needed?

Scope

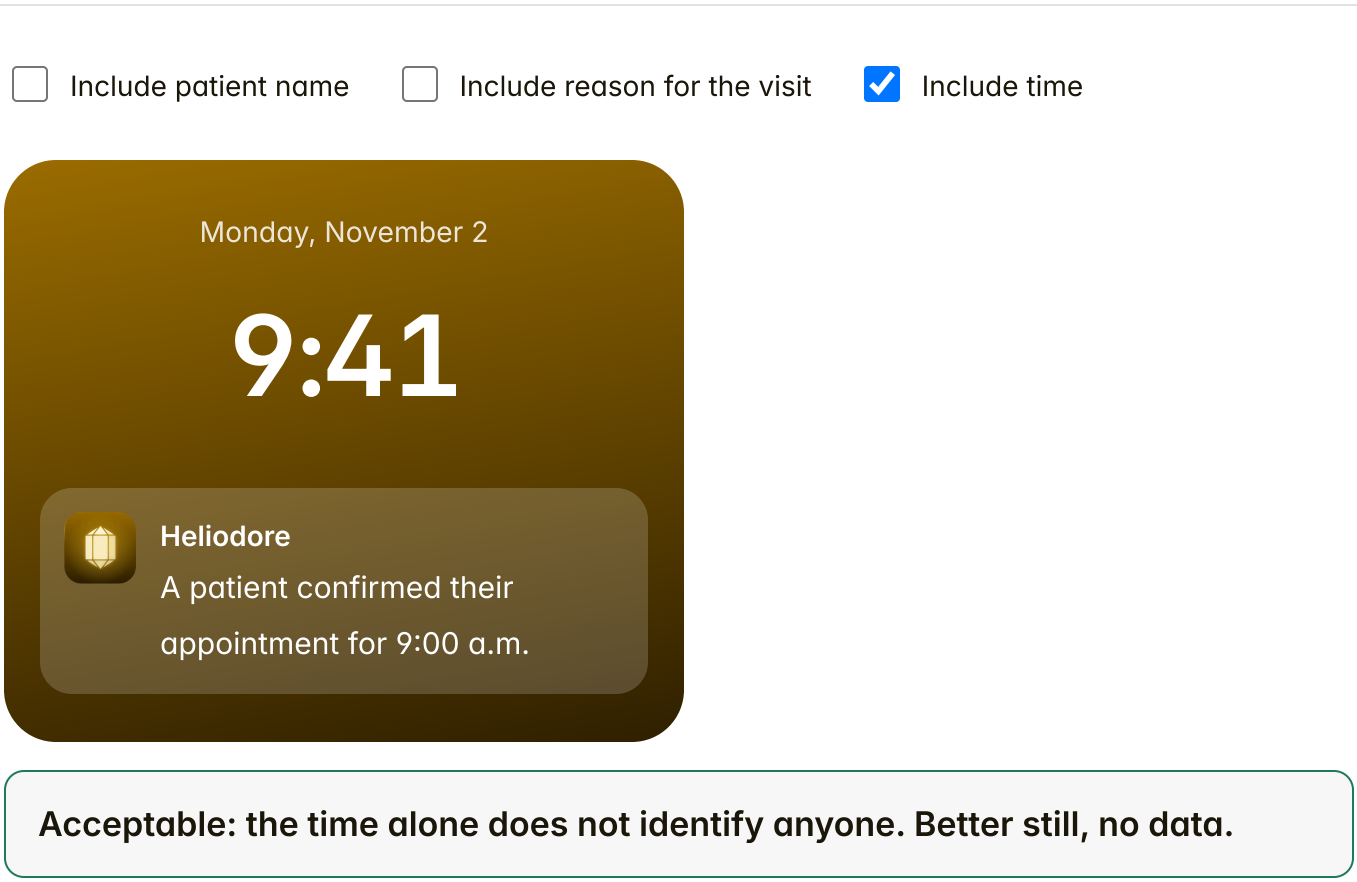
The color filters use the matrices by Machado, Oliveira and Fernandes (2009) at full severity. They are approximations, and every person perceives differently. The low vision and cataract conditions are graphic approximations. They help you spot problems; they do not certify accessibility. Test with people.

Privacy in the interface

Privacy is designed on every screen: what is shown, to whom, and for how long. A notification on a locked phone or an agenda in the waiting room is interface too.

The lock screen

Anyone who looks at the locked phone can read the notification. Choose what it should say.



Acceptable: the time alone does not identify anyone. Better still, no data.

The agenda on a shared screen

A clinic has eyes all around. The hide button covers names and reasons in one gesture.



9:00	Ana Example Checkup	**Confirmed**
10:00	Luis Sample First visit	**Confirmed**
11:00	Rosa Demo Follow-up	**Confirmed**

Principles

Minimum data

We ask only for what is needed to see the patient and send notices. An optional field never becomes required “just in case”.

Show only what is needed

The full name, the national ID number (cédula) and the reason for the visit appear only where they are needed, and can be hidden.

Clear consent

Pre-registration includes a consent checkbox in plain language. The legal texts are under review.

Rules by channel

CHANNEL	MAY INCLUDE	MUST NOT INCLUDE
Phone notification	“You have a new message in Heliodore”	Name, reason, result
WhatsApp or SMS reminder	First name (if the doctor chose it), date, time and place	Reason, specialty, diagnosis, national ID number
Email	The same as the message and a link with no visible identifiers	Attached clinical documents without protection
Waiting room screen	Queue number or initials	Full names and reasons
Screenshots and demos	Only labeled fictional data	Any real data
Support	A description of the problem	Patient data (see the support site)

Legal framework pending

A lawyer must review the doctor’s professional secrecy and the personal data rules that apply in Venezuela before the privacy notice is published or any compliance is claimed. Today the site offers only an initial text. This manual sets design behavior, not legal compliance.

Printed documents

An appointment confirmation is printed, folded and kept in a bag. It has to stay legible on a photocopy and must say no more than necessary.

Choose the document, the print mode and the logo height in millimeters. The texts and data are fictional, and the templates include no prescriptions or diagnoses.

Heliodore

CLINIC
Example Clinic

ISSUE DATE
02/11/2026

Appointment confirmation

Patient	Ana Example
Doctor	Dr. Sample
Date	Tuesday, November 3, 2026
Time	9:00 a.m.
Place	Example Clinic, Example Ave., 2nd floor

If you cannot attend, let us know in advance so we can offer that time to someone else. Arrive 10 minutes early.

Sample document with fictional data. No medical or legal value.

Measurements

ELEMENT	MEASUREMENT
Format	A4 (210 × 297 mm) or letter
Margins	20 mm; 25 mm on the left if filed
Logo on the letterhead	9 to 12 mm high (minimum 6 mm)
Text	11 pt; never less than 10 pt
Line spacing	1.4
Stamp or signature area	60 × 30 mm kept clear
Footer	9 pt, Warm Gray

✓ Do

- The one-color black logo on documents that get photocopied
- 11 pt type, black on white
- Include only date, time, place and names
- Leave clear space for the doctor’s signature and stamp

× Don't

- Color backgrounds or full-page brand yellow
- Diagnoses, instructions or medications in a confirmation
- The yellow logo printed on paper: it reads at 1.7:1
- Light gray text below 10 pt

Legal and medical content

The text of a certificate, a prescription or a report is defined by the doctor and, where it applies, by regulation. These templates set appearance only. The formal requirements of a document must be validated with the right professional, and the tax requirements of a payment with an accountant.

Clinic signage

Heliodore's first screen is often a sign on a door. It must be readable from far away, without embarrassment and without exposing anyone.

Type the text, choose the background and the reading distance. The suggested letter size comes from a practical signage rule of thumb.

Text

Waiting room

Icon

Patients

Background

Solar with Crystal text

Reading distance:

5 m





At 5 m: capital letter height of 17 mm (type size of 23 mm, about 65 pt). Contrast 10.2:1. Rule of thumb: 1 cm of height for every 3 m, to be validated on site. The view is not at actual size.

Sign set













Content	An icon from the set plus a word; never the icon alone. No ambiguous arrows: use “Exam room 1, to the right”.
Typography	Inter SemiBold, with an initial capital. No all caps.
Colors	Solar with Crystal (10.2:1), Night with Glow (13.6:1) or White with Ink (17:1). Never Solar with white.
Height	Center of the sign at 1.40 to 1.60 m from the floor, next to the door handle, on the opening side.
Material	Matte, no glare. A strong gloss cancels the contrast.
Tactile	For accessibility, relief and braille are added; they must be made with a specialized supplier. To be defined.
Brand	The logo only at reception and at the entrance, at a height where it does not compete with the information.

Waiting room and privacy

✓ Do

- Call patients by number, initials or first name if the patient agreed
- Signs that say where to go, not who is who
- A “How the agenda works” sheet in 18 pt type or larger
- Pair QR codes with a text explanation

× Don't

- Screens with full names and reasons for visits
- Printed patient lists taped to a door
- Alarming messages (“Do not enter without an appointment”)
- Signs in red, yellow or all caps only

Physical accessibility regulations

Heights, relief and accessible routes depend on the regulations of each building and country. The measurements on this page are a design guide and must be confirmed with a specialist before production.

Applications

Email signature, business card, presentations and profiles. Each piece uses the logo version that fits its background and speaks in the house voice.

Email signature

Copy the HTML into your signature settings. The images load from this address. Use your own email: `hola@heliodoreapp.com` still has to be created (see the site notes).

```
<table cellpadding="0" cellspacing="
  <tr><td style="padding-right:14px;
  <td style="padding-left:14px"><b>F
</table>
```

Business card (85 × 55 mm)

Heliodore

First Last
Title
hola@heliodoreapp.com · heliodoreapp.com

Text of 8 pt at minimum. No pure yellow as a text color.

Presentations

Heliodore

Your schedule, without clashes.

Cover: Night background, white title, Glow accent.

Cover slide

AGENDA

One main action per screen

- Text of 24 pt or larger
- A single message per slide
- Screenshots with labeled sample data

Content slide

✓ **Do**

- Night or Ivory backgrounds; yellow only as an accent
- Text of 24 pt or larger
- An illustrative screenshot with its fictional-data label
- The “by Nitente” seal only on the cover and closing slide

× **Don't**

- Yellow background with white text
- More than six lines per slide
- Real screenshots or photos of patients
- Entrance animations on every element

Social and messaging profiles

Avatar	The “square” version of the app icon (Reflect or flat). The system’s circle does the cropping.
Name	“Heliodore”, with no descriptors or emojis.
Description	One sentence: “Agenda and practice management for doctors in Venezuela. Under construction.” No clinical promises.
Cover	A solid Night or Ivory background with the horizontal logo, or a warm photo labeled as an AI image.
Tone	The house tone: no exclamation marks, no urgency, no “limited offer”.

Pending

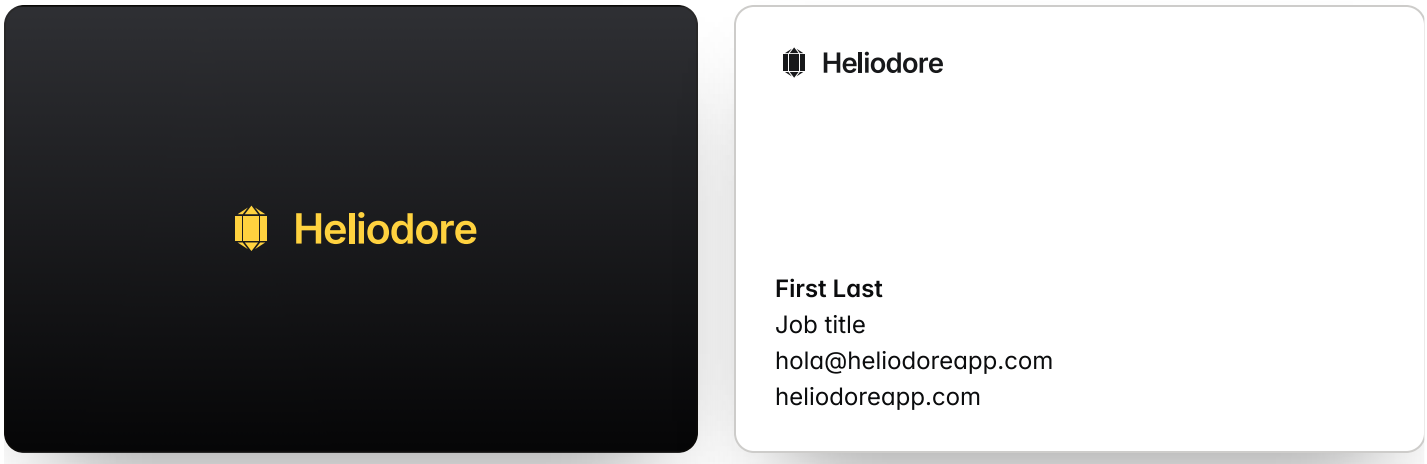
The pixel sizes of covers and avatars change with each platform. They are set when each account is opened, using the dimensions in force at that moment.

Mockups

Heliodore on paper, screens, clothing, coats and objects. Everything uses the logo version that gives contrast on each fabric.

Vector mockups to see the brand in context. You can change the fabric colors, and the logo switches to the version with the right contrast on its own. They are illustrations, not photographs: use them to decide, not to publish as a real product.

Stationery



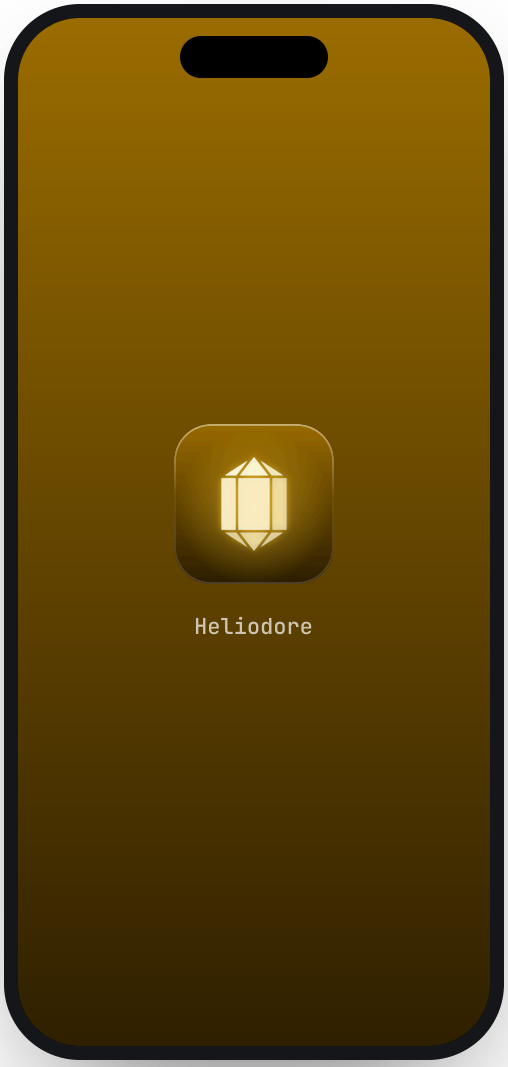


Badge · Team badge



Notebook · Notebook

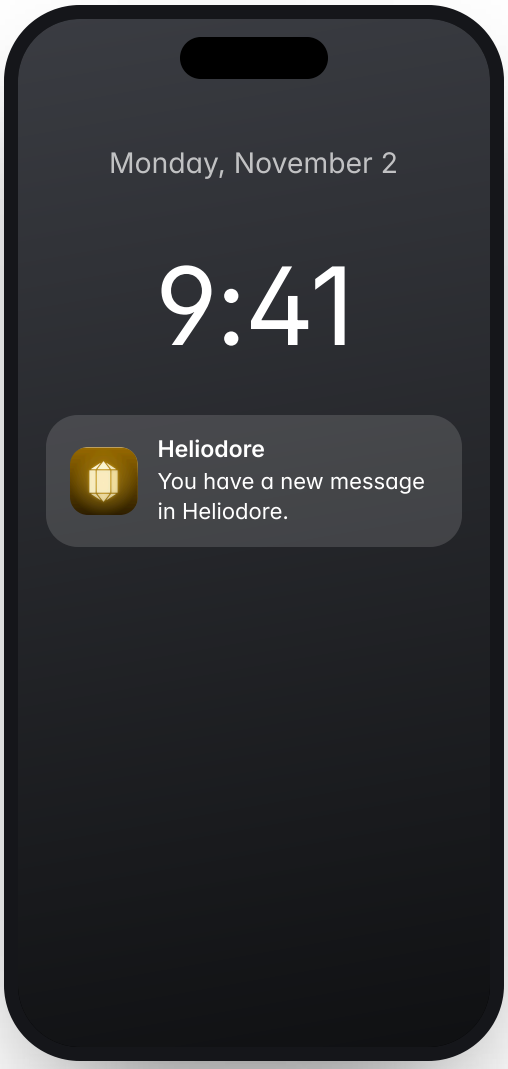
Screens



Splash screen



Home screen



Notification

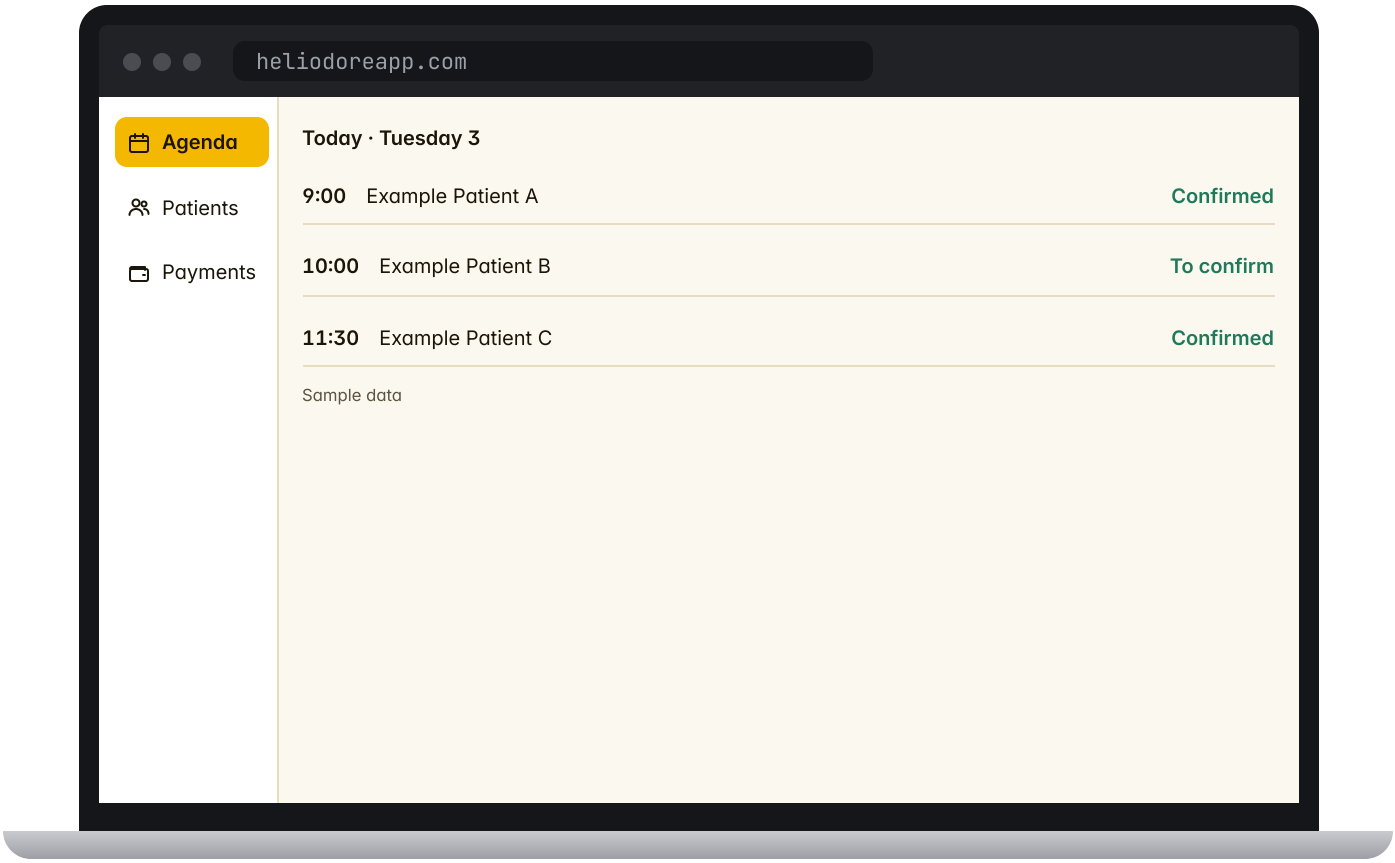


Illustration with sample data. Not a screenshot of the product.

Apparel and objects



T-shirt · T-shirt



Tote bag · Tote bag



Mug · Mug

Rules for apparel and objects

On light fabrics and on Solar, the logo is one-color black (the dark crystal on yellow). On Night, the logo is Glow yellow. Reflect is never printed, and the yellow logo is never printed on white.

Doctor’s coat

The coat is the most visible piece: it is worn in the consultation, in front of the patient. The logo is embroidered small on the chest, never on the back and never in large letters: the coat belongs to the doctor, it is not an advertisement.



Doctor’s coat

· embroidered on the left chest, 70 mm wide

Position

Left chest, above the pocket, centered 40 mm from the shoulder.

Size

70 mm wide at most (horizontal). The symbol alone, 25 mm.

Technique

Flat, one-color embroidery. Reflect is not embroidered.

Thread

Black on a white coat; Glow yellow on dark fabrics.

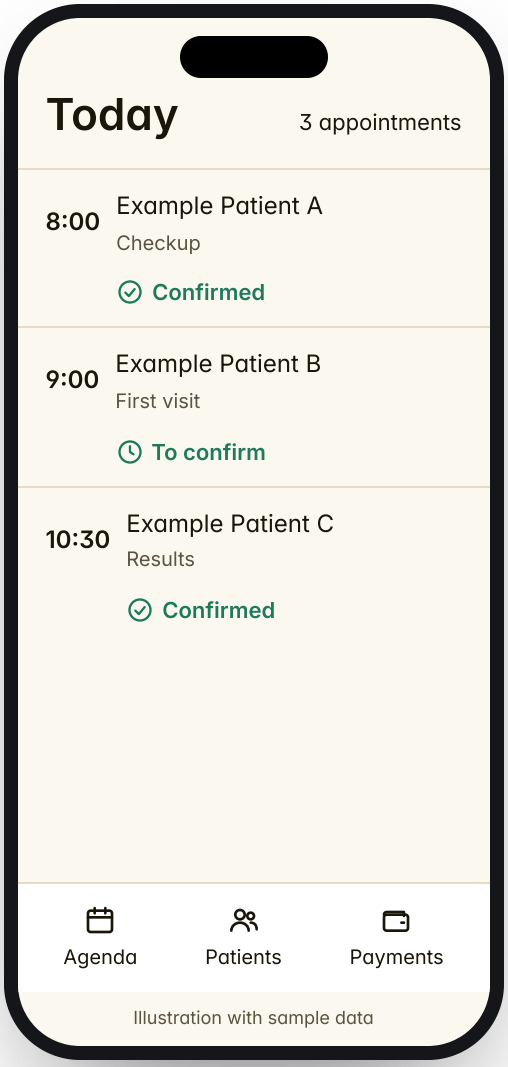
Name

The doctor’s name goes on a separate line, not inside the logo.

Never

The logo on the back, on the sleeve or at a large size. No embroidered promises or slogans.

Phone with the agenda



Agenda for the day, illustration with fictional data.

Touch area

Each row and each tab is 44 px high or more.

Time

On the left, tabular, in semibold.

Status

Icon, word and color.

Navigation

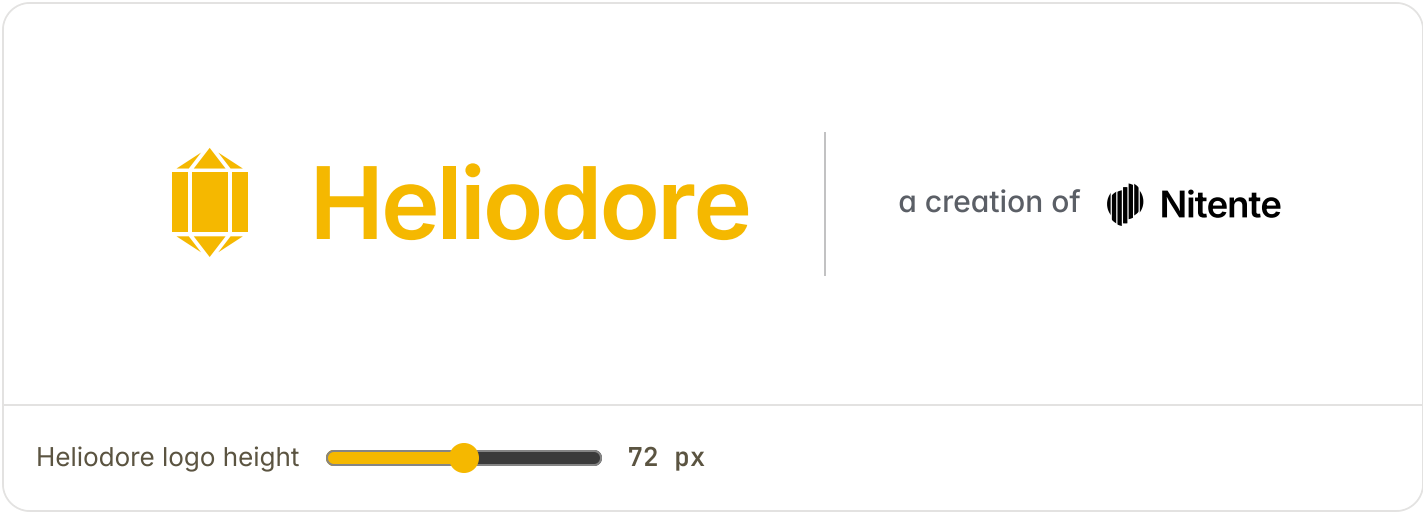
Three tabs with text; no icon-only tabs.

Label

An illustration never passes as a product screenshot without its caption.

Nitente seal

Heliodore stands on its own. Nitente appears as a discreet seal, only where the link is not obvious.



Heliodore logo height 72 px

Text	“a creation of Nitente” or “by Nitente”, in lowercase except for the name.
Size	The seal is one third of the height of the Heliodore logo, and never less than 20 px. If it does not fit, leave it out.
Color	Always black or white. It never takes the product color.
Where it goes	Site footer, loading screen, printed documents, emails and presentations.
Where it does not	Inside the clinic or the patient chart, next to patient data, in the app icon or inside the Heliodore logo.

The full family rules, and a seal builder for the three products, are in the Nitente manual.

Third-party use

Other people may show Heliodore if they follow these rules. If your case is not covered here, ask before publishing.

✓ You may

- Write “Heliodore” to refer to the product in news, reviews and articles
- Use the logo unmodified, in the version that fits the background
- Say that you use Heliodore as a customer or that you work with this product
- Quote screenshots with fictitious data or with your own data, without exposing third-party data

× You may not

- Use the logo as if it were yours or as a seal of approval for your service
- Imply an endorsement, partnership or certification that does not exist
- Put Heliodore in the name of another product, company or domain
- Modify, animate or recolor the logo, or print it on products for sale without permission

Suggested attribution text

“Heliodore” is a Nitente product.

Co-branding

If the Heliodore logo appears next to another organization's logo, the Heliodore logo must not be less prominent or look like a merger. Leave a gap between them equal to the height of the symbol. Before publishing, send a sketch.

Trademark: ™ and ®

Heliodore is used as a brand, but it is not registered yet.

Status	Brand in use, unregistered. There is no registration certificate.
™	May be used to signal that the brand is claimed. Recommended on the first prominent mention in a piece, not on every appearance.
®	Not used. That symbol applies only once the registration is granted, and only for the registered products and services. A pending application does not authorize it.
Scope	This guide is not legal advice. The rule for using ™ and ® in Venezuela must be confirmed by an intellectual property agent before it is fixed.

Artificial intelligence

Generative AI can help you work faster. At Heliodore it is used with human review, without sensitive data and without generating anything that identifies the brand.

Can I use AI for this?

Choose the task and the type of data. The tool gives you the verdict and the conditions.

Task

Draft a text

Data you would paste

None sensitive

Yes, with human review

- Human review before using it.
- Check any figure, rule or claim against a source.
- You can use an approved tool.

Rules

✓ Yes

- Use AI for drafts, variants, summaries and translations, always with human review
- Label realistic AI-generated images (“Image generated with AI”) and keep the tool and the date
- Check for bias in people, genders, ages, skin tones and language
- Use only tools approved by the brand owner
- Check any figure, rule or claim against a human source

× No

- Paste patient data (identity, medical history, appointments) into an external tool
- Generate, redraw or “improve” the logo or the symbol: only the kit files are used
- Generate portraits of real people or of testimonials
- Publish without review any text that promises features, prices, dates or compliance
- Include third-party logos or brands inside a generated image

Who is accountable	The person who publishes the piece, even if a tool generated it.
What is kept	The tool used, the date and, for images, the “generated with AI” flag in the file when it exists.
Metadata	The content credentials of some tools can be lost when you export the file or upload it to another platform. That is why the visible label is mandatory.

When to label

Label realistic content that could be mistaken for real. A routine edit (cropping, adjusting color) does not need a label. This risk criterion is proposed from public practices; review it with a lawyer.

Sources: Adobe: Content Credentials · Ericsson: generative AI brand usage.

Accessibility statement

Heliodore aims for its brand and its pieces to be readable and usable by everyone.

Goal	WCAG 2.2, level AA, in this manual, on the sites and in the pieces published with the brand.
What we do	We check contrast with figures, not by eye; we test with a keyboard; we respect “reduce motion”; we use alt text; we do not rely on color alone; we use touch targets of 44 px or more.
What is missing	This manual has not had a third-party audit or testing with screen readers on several systems. It is a working commitment, not a certification.
Known cases	Some examples in this manual deliberately show combinations that do not comply (marked “No”) to teach what to avoid.
Where to report	Write to hi@nitente.com with the page and what you could not do. We reply personally.
Last reviewed	November 2, 2026

What WCAG 2.2 AA requires (summary)

4.5:1 contrast for text and 3:1 for large text and interface components; focus not obscured (2.4.11); an alternative to dragging (2.5.7); a minimum target of 24 × 24 CSS px with exceptions (2.5.8); accessible authentication (3.3.8). Sources: WCAG 2.2 and 2.5.8. Whether a local rule requires this of products like those of Heliodore has not been verified: a lawyer is consulted.

Approvals

A new piece with the brand goes through four states. That way nobody publishes anything that has not been looked at.

1. **Draft.** The person making the piece prepares it and runs the pre-publication checklist.

2. **Reviewed.** A second person checks the logo, color, text and claims.

3. **Approved.** The brand owner gives the go-ahead. If the piece touches patient data, the right person steps in (accountant, doctor, lawyer).

4. **Published.** The final version is archived and noted in the changelog if it affects the brand.

Owner	Nitente.
Turnaround	Reply within 3 business days (a proposal; adjusted with use).
Urgent requests	Asked for in writing and approved with the same standard, not a looser one.
Exceptions	Documented with the reason and the date.

Approval request

Piece: Social media post

Where it is used: Instagram

Deadline: Friday

```
Subject: Approval request, Social media post

Hello,

I am requesting approval for: Social media post.
It will be used in: Instagram.
Deadline: Friday.

I am attaching the piece and confirming it passed the checklist before
publishing.

Thank you.
```

Copy request

Third-party logos

When Heliodore names other brands (app stores, banks, social networks), it does so without suggesting that they endorse it.

✓ Do

- Name a third party in neutral text, using this manual's typeface
- Use store badges unmodified, in the language version
- Represent payment methods with our own icons (phone, arrows, banknote) and text
- Add “trademark of its respective owner” where appropriate

× Don't

- Recolor, tilt, animate or crop a store's badges
- Place a bank's logo as if it were a partner or an endorsement
- Mix a third party's logo into the symbol or into our own logo
- Use names or icons of other mobile platforms in a store's screenshots

Store badges: minimum size

Store: App Store (Apple)

Medium: Screen

Planned height: 44

Meets the minimum

- Minimum: 40 px high. Clear space around it: 10 px (1/4 of the height).

RULE	APPLE	GOOGLE
Minimum on screen	40 px tall	28 px
Minimum in print	10 mm tall	7.6 mm
Clear space	1/4 of the height	1/4 of the height
Modifying	No (no tilting or animating)	No (no changes to color or proportions)
Language	“App Store” is never translated	Use the localized version
Order	One badge per piece; if there are other platforms, Apple's goes first	Equal to or larger than the others

Sources: Apple marketing guidelines · Google Play badges.

The rules for the logos of banks, Zelle and other payment methods were not verified against each one's own guide: this manual's criterion is nominative use, and a lawyer is consulted before showing a third-party logo.

Production and printing

What to know before ordering a print run.

Bleed calculator

Final width (mm) 90

Final height (mm) 50

Bleed (mm) 3

File with bleed: 96 × 56 mm

- Final size: 90 × 50 mm. Safe margins for text: at least 3 mm inside the trim.

FORMAT	SIZE	TYPICAL USE
Letter	215.9 × 279.4 mm	Documents
A4	210 × 297 mm	Documents
Business card	90 × 50 mm	Confirm with the printer (85 × 55 mm is also used)

✓ Do

- Deliver a PDF with bleed and crop marks if there is a full-bleed background
- Ask for a physical color proof before the print run
- Use the one-color black version on cheap paper or photocopies
- Note the printer's name and the proof date in the changelog

× Don't

- Approve color on screen alone
- Assume this manual's CMYK is final
- Print the symbol below its minimum size
- Use the Reflect gradient on paper

Not verified

Local formats, the 3 mm bleed, Pantone availability and how black behaves on economy paper are general printing criteria that were not verified with a Venezuelan printer. The CMYK values in this manual are approximations of the HEX without a color profile.

Key messages

The texts that repeat everywhere, written once.

Tagline	**Your schedule, without clashes.**
In one line	Heliodore is Nitente's schedule and patient record for Venezuelan doctors.
In 50 words	Heliodore is an appointment schedule and patient record for medical practices in Venezuela. It aims for a schedule with no clashes and a practice that works calmly. It is under construction and is looking for doctors for a pilot.
About	Heliodore is a Nitente product. Nitente is a software company made in Venezuela.

Three messages

A schedule without clashes

Appointments can be seen at a glance and overlaps are detected.

Clarity for tired people

Legible text, large targets and states with icon and text.

Privacy first

Screenshots and examples with fictional data, never from real patients.

What we do not say yet

- Diagnoses, clinical results or medical endorsement
- Offline operation or encryption, until they are built and tested
- Artificial intelligence features
- Prices and launch dates

Language and formats

Heliodore is written in Spanish first. This is the glossary and the format rules that keep a single standard.

Formats

Amount

1234,56

Date

11/02/2026

Format

Venezuelan Spanish

NUMBER	CURRENCY	DATE
1.234,56	Bs. 1.234,56 · USD 1.234,56	02/11/2026

RULE	VENEZUELAN SPANISH (PROPOSAL)	ENGLISH
Number	1.234,56	1,234.56
Date	02/11/2026	November 2, 2026
Currency	Bs. 1.234,56 · USD 1.234,56	VES 1,234.56 · USD 1,234.56
Form of address	“Tú,” unless the brand voice defines otherwise	You

Not verified

The Venezuelan Spanish formats are a design proposal, and real usage varies (some people use a decimal point because of the influence of the dollar). The official currency follows the VES code after the October 2021 redenomination; the “Bs.” symbol (bolívares) was not verified with the BCV (Banco Central de Venezuela, the central bank). For figures in a product the code is stored, and “Bs.” is only a presentation label. Confirm with an accountant.

Glossary

Search for a term

Type to filter

SPANISH	ENGLISH
Cita	Appointment
Agenda	Schedule
Expediente	Patient record
Paciente	Patient
Consulta	Visit
Recordatorio	Reminder
Confirmación	Confirmation
Seguimiento	Follow-up

Translation rules: use one consistent verb per action, avoid idioms, write currency with its three-letter code and keep a single translation per term. Based on Mailchimp's guide to writing for translation.

App stores

Heliodore is not published in a store yet. This page sets out the requirements for when it is.

Icon safe zone

Google Play crops the icon with corners of a 30% radius. Turn on the guides to see what is lost.



- [ ] Google Play crop (30%)
- [ ] Safe zone (75%)

The icon in the kit includes its corners. For the store, the square version is uploaded.

ASSET	GOOGLE PLAY	APP STORE
Icon	512 × 512 px, 32-bit PNG, sRGB, up to 1024 KB, square with no corners or shadow of its own	1024 × 1024 px, no transparency (confirm in App Store Connect)
Feature graphic	1024 × 500 px, JPEG or 24-bit PNG with no alpha	Not applicable
Screenshots	320 to 3840 px per side; the longer side no more than twice the shorter; up to 8; minimum 2. For recommendations, 4 or more at 1080 px	Up to 10 per size; 1179 × 2556 or 1206 × 2622 for iPhone
Short description	80 characters	Not applicable
Name	Limit not confirmed in what was reviewed	30 characters

Sources: Google: icon · Google: listing assets · Apple: screenshots.

Screenshot and text checker

Width (px)

1080

Height (px)

1920

Valid for Google Play

- Meets the 1080 px minimum for recommendations (you need 4 like this).

Short description (max. 80)

Your schedule, without clashes.

31 of 80

App name, App Store (max. 30)

Heliodore

9 of 30

Medical app

Google and Apple ask you to declare who the app is for, its purpose, the basis for its claims and the risks, with notices such as “consult your doctor.” If Heliodore does not diagnose, say so clearly. Screenshots must show the app in use and with fictional data.

Review

Apple asks that screenshots show the app in use, not only the splash screen or the login (2.3.3), and that the privacy policy be linked in the listing and in the app (5.1.1). Source: review guidelines.

WhatsApp Business

WhatsApp is a common channel for notices and reminders. These are the brand's rules for using it.

Profile name	Heliodore
Photo	The app icon (square version), centered.
Template category	Utility (notices the user expects). Marketing and authentication are priced differently and reviewed differently.
Permission	Only write to people who agreed to it (opt-in), and offer a simple way to stop receiving messages.
Data	No message includes patient data beyond the minimum. Variables are filled in when sending, never in the template.

Template name validator

Template name

appointment_reminder

Valid name

- Lowercase letters, numbers and underscores only.

Verified rules: only lowercase letters, numbers and underscores, up to 512 characters. Templates are reviewed (this can take up to 24 h) and only approved ones are sent; a template can be paused for quality. Source: template documentation. The API changes: confirm before sending.

Example

Hello Example Patient, this is a reminder of your appointment with November 3 on 9:00 at 9:00. Reply 1 to confirm or 2 to change it.

Example with fictional data

```
appointment_reminder
Hello {{1}}, this is a reminder of your appointment with {{2}} on {{3}} at {{4}}. Reply 1
```

✓ Do

- One message, one action
- The name of the sender and the reason for writing
- A short, calm text

× Don't

- Sensitive data in the text
- Capital letters, exclamation marks or false urgency
- Unconfirmed promises or prices

Emails, receipts and errors

Automated messages are the brand too. They are written in the usual voice: calm, exact and with a way out.

Heliodore

Welcome to Heliodore

Your account is ready. You can start by setting up your schedule.

Set up schedule

Example with fictional data. Heliodore is a Nitente product.

Release notes template

```
# Heliodore · Version X.Y · YYYY-MM-DD

**What's new**
- One sentence per change, in active voice.

**Improvements**
- What you can do now that you could not before.

**Fixes**
- What was failing and what happens now.

Note: do not mention prices, future dates or features that do not exist.
```

✓ **Do**

- A clear subject with no sensitive data
- A single main action
- Text that reads well without images
- Say what happened and what to do

× **Don't**

- Exclamation marks, capital letters or false urgency
- patient data in the subject or in the body
- Promises of future features
- Several competing buttons

Downloads

Every piece comes in SVG (vector, editable) and PNG (ready to use). The full kit also includes the editable masters.

Full kit

SVG, PNG, favicon and editable masters in a single file.

Download the kit (ZIP)

Manual as PDF

The whole manual, to read offline or print. Interactive widgets appear in their initial state.

Download the manual (PDF)

Color tokens

Copy the colors as CSS variables, JSON or Tailwind, from the color section.

Go to the tokens

Typography

Inter and JetBrains Mono, with a free license (OFL). Download them from their official source.

Inter

JetBrains Mono

Interface icons

SVG sprite with the 28 custom 24 px icons.

Download sprite

Sample data

The fictional patterns for screenshots are on the sample data page.

See patterns

Review checklist

Check any piece before publishing it.

Open checklist

File library

The file library with previews is in the web version of the manual.

Governance and contact

A living manual has an owner, a version and a path for exceptions.

Owner	Nitente
Approvals	New pieces that use Heliodore for third parties are approved before they are published.
Exceptions	Write to hi@nitente.com with a sketch or mockup of how you plan to use it.
Version	1.0 · November 2, 2026
Review	Whenever the logo, the color or the rules change, and at least once a year.

Changelog

VERSION	DATE	CHANGE
1.0	Nov 2, 2026	First publication of the manual.

How to improve this manual

If a rule does not work for you or a real case is missing, tell us at hi@nitente.com. Manuals change with use.

Pre-publication review

Before a piece goes out (a message, a screenshot, a poster, a page), it goes through this list. If anything fails, go back.

- [ ] It says “Heliodore” with a capital H and no variants

See rule

- [ ] The logo is the right version for the background (never yellow on light)

See rule

- [ ] Text passes 4.5:1 and main text 7:1

See rule

- [ ] Yellow is not used as a warning, as a status or as text on light

See rule

- [ ] Each state has an icon, a word and a color

See rule

- [ ] There is no real patient data anywhere, not even at the edges of screenshots

See rule

- [ ] Illustrative material carries a label: “Sample data” or “Image generated with AI”

See rule

- [ ] It promises no health outcomes and no compliance

See rule

- [ ] It does not claim features that do not exist (offline use, encryption, invoicing, AI)

See rule

- [ ] The tone is calm: no exclamation marks, all caps or urgency

See rule

- [ ] Patient-facing texts include no reason for the visit, specialty or diagnosis

See rule

- [ ] Base text is 17 px (or 11 pt in print) and touch targets are 44 px

See rule

- [ ] Tested in grayscale and with a vision filter

See rule

- [ ] Animations respect “reduce motion”

See rule

- [ ] Images have alt text

See rule

- [ ] If it mentions prices, dates or tax requirements, the responsible person reviewed it

See rule

0 of 16. 16 points missing before approving the piece.

Copy result

Items to validate

Decisions and checks that this manual leaves open. Each one has an owner still to be confirmed.

TOPIC	WHAT IS MISSING	WHO
Fictional phone numbers	Confirm that the 0400 prefix is not used in Venezuela	Carriers
Accessibility conformance	Audit the finished product with tools and with people who use it	Team and users
Privacy and professional secrecy	Review the privacy notice and the consent texts	Lawyer
Payments and tax documents	Confirm the requirements for receipts and invoicing	Accountant
Medical documents	Validate the text of certificates and confirmations	Doctor and lawyer
Color in print	Print test of the yellow, CMYK and Pantone	Printer
Accessible signage	Heights, relief and braille according to regulations	Specialist
Trademark	Use of ™ and ® in Venezuela, registration	Intellectual property agent
User hypotheses	Interviews and observation in clinics	Product team