



Sangre

Keep up with your bloodwork.

SPEC
PRIMARY
STYLE

IBM PLEX SANS + IBM PLEX MONO
#8A1C2B • CORPUS
CLINICAL

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Foundation.

MISSION

Sangre mails a blood test to your door, routes the sample to an accredited lab, and returns your numbers in language you can act on — so a full panel is a Tuesday-morning habit, not a half-day errand you keep postponing.

VISION

Your bloodwork becomes a line you can watch move: not one anxious snapshot at a physical, but a record you check the way you check your resting heart rate.

VALUES

THE LAB IS REAL

Samples run at accredited labs against clinical reference ranges. Sangre is the logistics and the reading, not a wellness guess dressed up as a result.

YOUR BLOOD, YOUR RECORD

Results belong to the person who bled for them. Exportable, deletable, never sold, never a data-broker product.

A NUMBER NEEDS A SENTENCE

Every marker ships with what it means, what moves it, and whether this reading is worth a doctor's time — a value with no context is just anxiety.

CALM ABOUT HARD NEWS

An out-of-range result is delivered plainly, with next steps and without alarm styling. We never turn a health number into a growth-hack notification.

TRUST IS A CLINICAL BAR, NOT A COLOR

Premium here means chain-of-custody, correct reference ranges, and honest uncertainty — not a luxury palette over a shaky result.

PERSONALITY

calm / precise / discreet / literate / unalarming

TAGLINES

Keep up with your bloodwork.

A full panel, from the kitchen table.

Your numbers, read plainly.

How we sound.

01

Plain reading of a number

✓ **DO**

Your ferritin is 18 ng/mL, just under the reference range. Low iron stores are common and usually easy to correct; worth a GP conversation.

✗ **DON'T**

Your levels are CRITICALLY LOW! Take control of your health NOW!

02

Discreet by default

✓ **DO**

Your results are ready. Open the app to view them.

✗ **DON'T**

Your cholesterol results are in — and they're not great!

03

Honest about limits

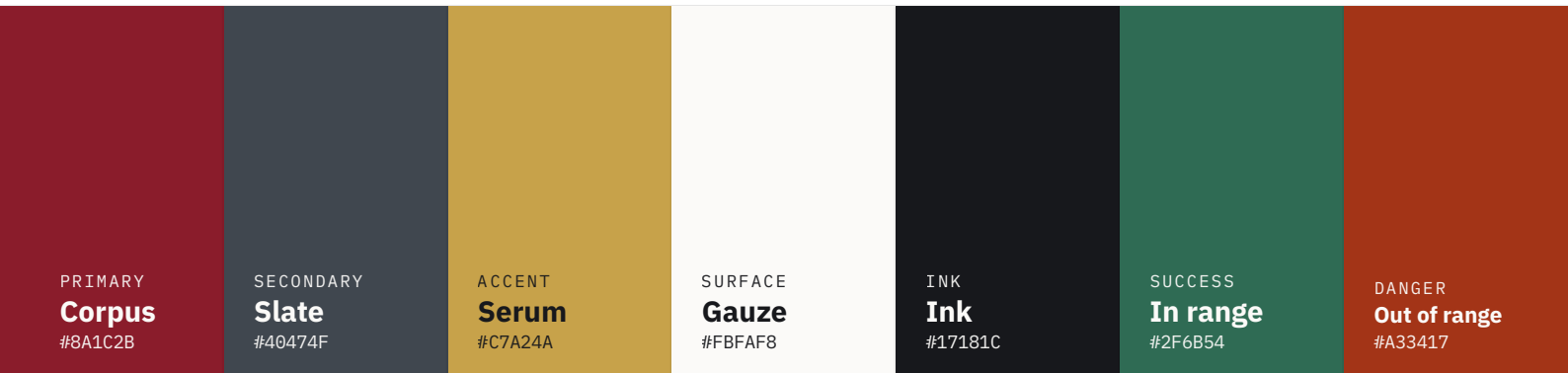
✓ **DO**

This panel doesn't screen for that. Here's what it does cover, and what to ask your doctor for.

✗ **DON'T**

Sangre gives you a complete picture of your health.

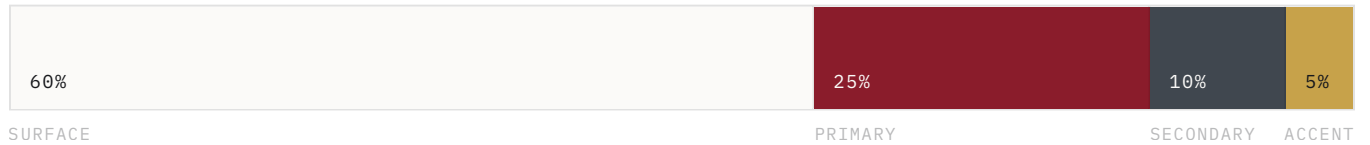
Palette.



	ROLE	NAME	HEX	USAGE
	PRIMARY	Corpus	#8A1C2B	A deep clinical crimson — blood on a slide, not a warning light. The mark, the primary action, the one line on a chart that is your reading.
	SECONDARY	Slate	#40474F	Instrument gray for reference ranges, axis labels, and table furniture. The scale a result is read against.
	ACCENT	Serum	#C7A24A	The straw-gold of centrifuged plasma. Marks the one value on a panel that needs attention. Used sparingly; never for alarm.
	SURFACE	Gauze	#FBFAF8	Clean off-white, the color of a fresh dressing. Default app, report, and page background.
	INK	Ink	#17181C	Near-black for body text and line work. Results are read, not decorated.
	SUCCESS	In range	#2F6B54	A marker inside its reference range. A calm forest green, deliberately quiet — good news does not shout either.
	DANGER	Out of range	#A33417	A value outside its range. Distinct from the primary crimson so ‘attention’ never reads as ‘the brand’; paired always with a plain next step.

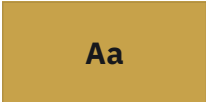
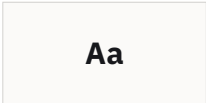
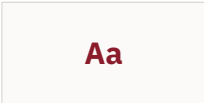
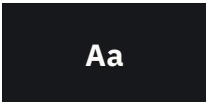
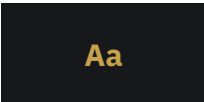
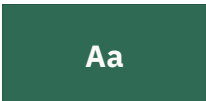
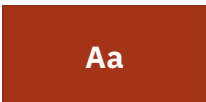
Palette, in use.

PROPORTIONS



Surface leads; primary speaks; accent is scarce on purpose.

WORKING PAIRS

 Corpus	 GAUZE	 INK
 Slate	 GAUZE	 INK
 Serum	 INK	 GAUZE
 Gauze	 INK	 CORPUS
 Ink	 GAUZE	 SERUM
 In range	 GAUZE	
 Out of range	 GAUZE	

Pairs showing “Aa” carry text at 4.5:1 or better, measured. Everything else meets only as blocks — fills, rules, plates — never as type.

Typography.

DISPLAY
IBM PLEX SANS

Sangre

TEXT
IBM PLEX SANS

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MONO
IBM PLEX MONO

sangre.com / v1.0 / hello@sangre.com

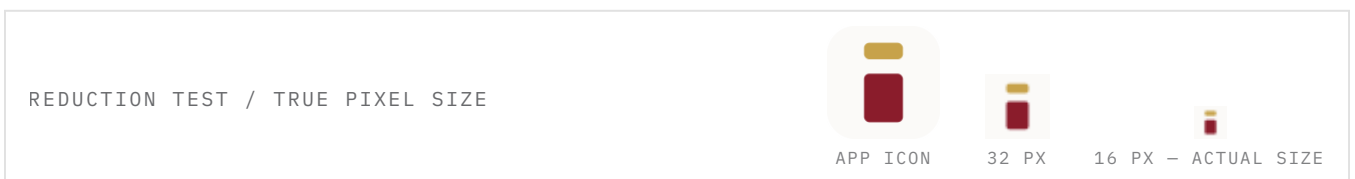
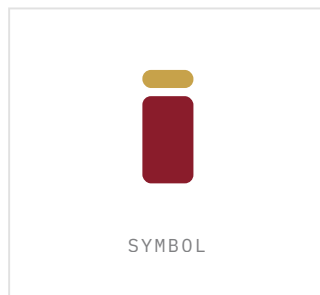
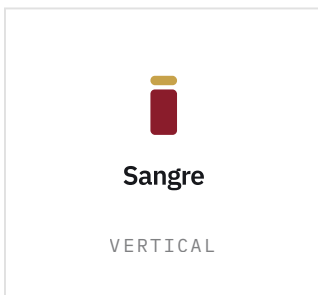
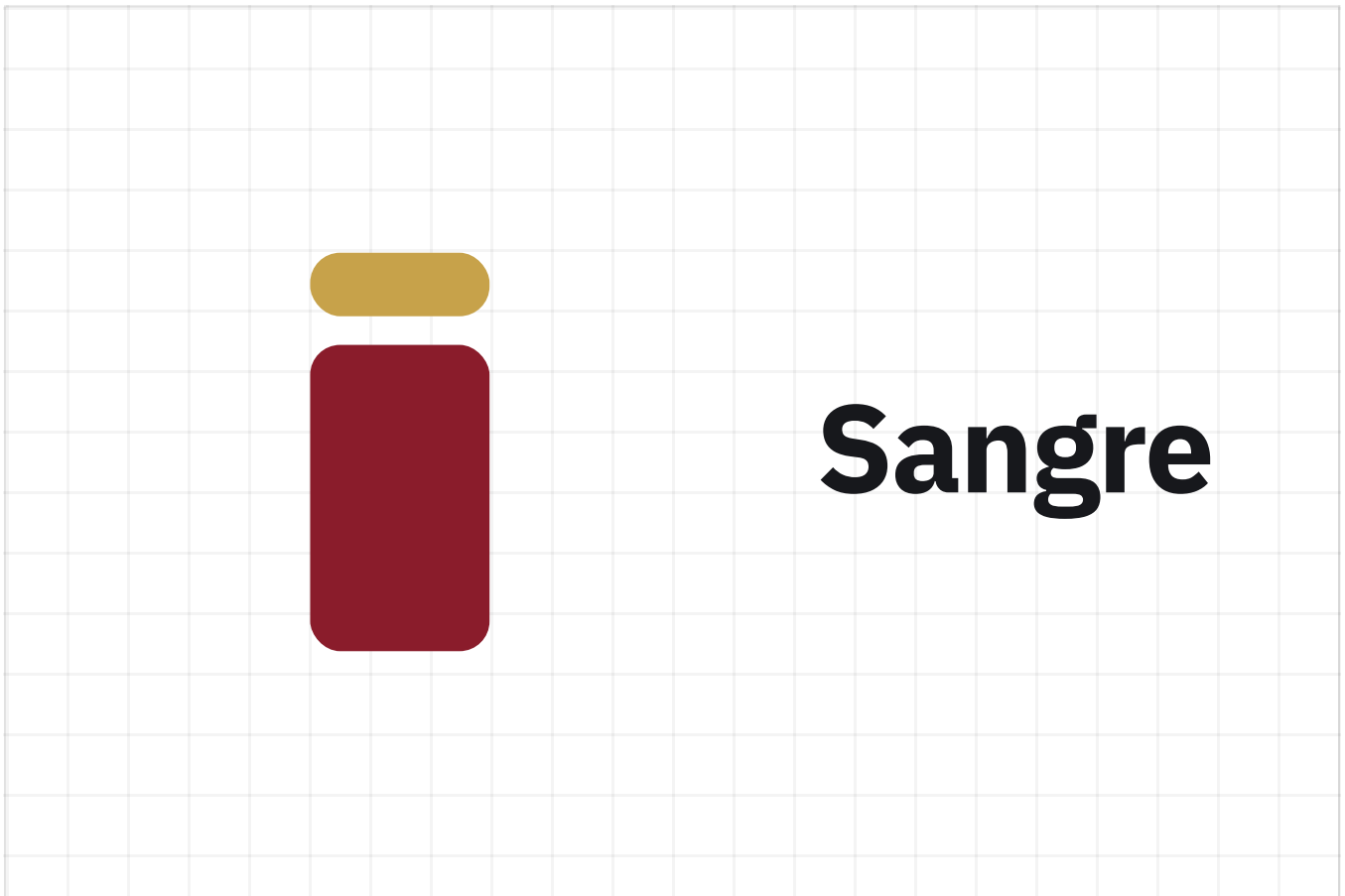
CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &?!%()

WEIGHTS

Aa 500 Aa 700

One accountable family. IBM Plex reads like a lab report, not a supplement ad — exactly the register a diagnostics brand should hold. The mono carries what patients actually scan: values, units, reference ranges, and dates.



01 · STRATA · RECOMMENDED PRIMARY

A gold-capped sample tube that is also the sample itself: read as the vial you mail in, or read top to bottom as the centrifuged strata — serum gold, the thin clear line of the buffy coat, the deep red-cell column. Both readings are the product; neither is a drop, a cross, or a heart. It survives one-color use by proportion alone.

REMEMBER A thin gold bar over a deep crimson column, split by one white hairline: a centrifuged sample in two bars.

CHOOSE THIS WHEN the product should lead: the mark is the vial and the result at once, and it works in one color anywhere.

File · concept-1-strata.svg



Sangre

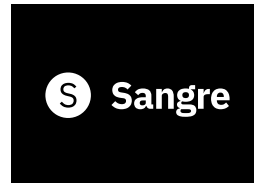
VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

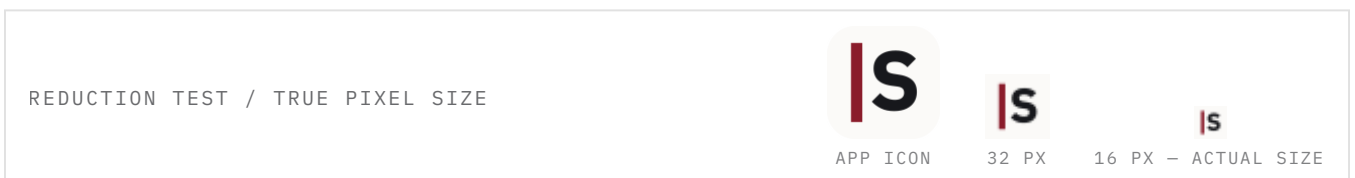
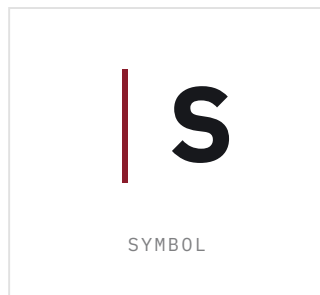
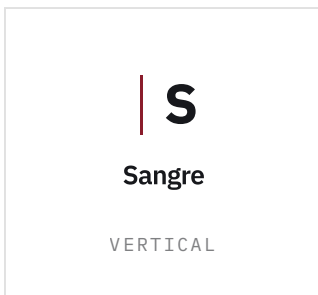
02 • COUNTER

The S die-cut from a Corpus disc; real negative space, so the mark holds on report backgrounds and app tiles alike. The confident app-icon reduction.

REMEMBER A bold capital S die-cut from a solid crimson disc, background showing straight through the letter.

CHOOSE THIS WHEN the app tile matters most: a die-cut initial holds on any background, though it says less about blood than Strata.

File • concept-2-counter.svg



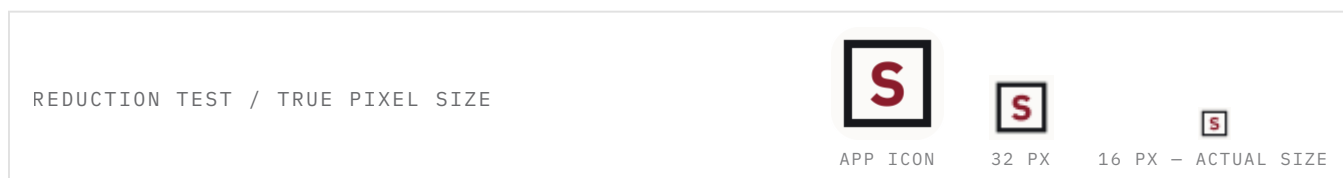
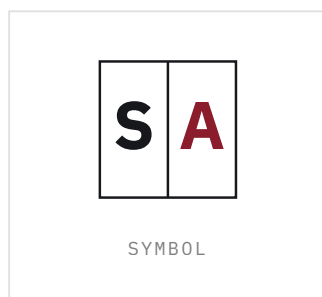
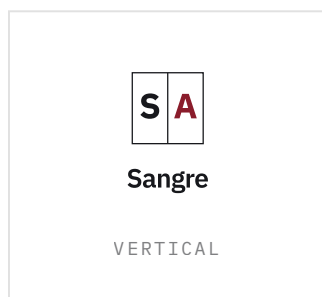
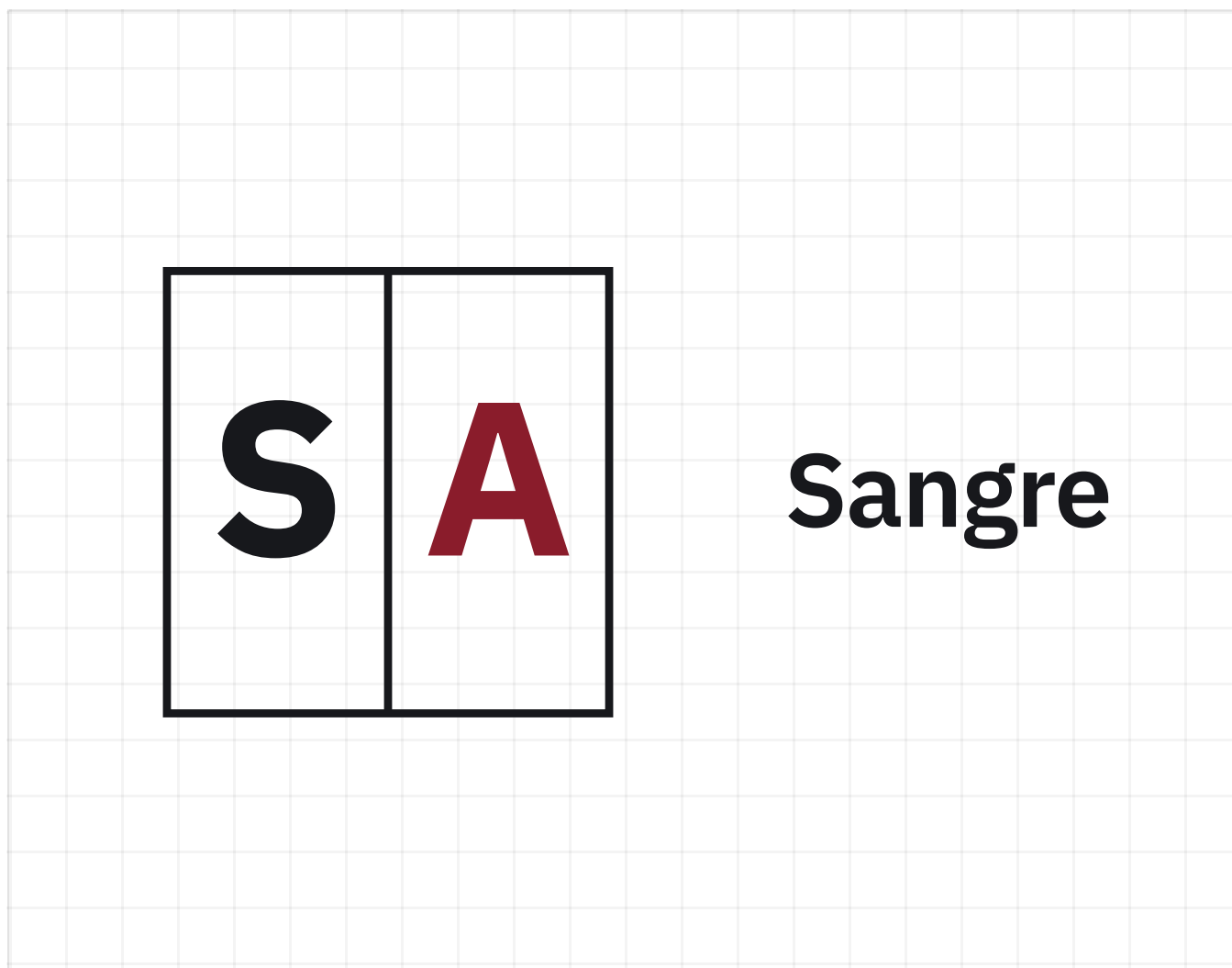
03 • STAMP

A single heavy rule beside the wordmark, set like the accession stamp on a lab requisition. Quiet; right where the brand should not out-dress the result it carries.

REMEMBER One thick crimson bar standing to the left of the wordmark, like an accession stamp on a requisition.

CHOOSE THIS WHEN the brand should stay out of the way of results: quiet and clinical, but with no symbol strong enough for an icon.

File • concept-3-stamp.svg



Initials in ruled cells, requisition-form register. Letterhead and table headers, not the app icon.

REMEMBER An ink S and a crimson A side by side in thin-ruled boxes, like cells on a requisition form.

CHOOSE THIS WHEN paperwork is the main stage: letterheads, tables, and form headers; it was never built to carry the app icon.

File • concept-4-grid.svg

Sangre

KEEP UP WITH YOUR BLOODWORK.

S

Sangre

VERTICAL

S

SYMBOL

Sangre

KEEP UP WITH YOUR BLOODWORK.

MONO-POSITIVE

Sangre

KEEP UP WITH YOUR BLOODWORK.

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

05 · RULE

Wordmark over a hairline with the tagline beneath, masthead style. Best for report headers and result emails, where a diagnostics brand lives.

REMEMBER Ink wordmark sitting on a thin crimson hairline, small monospaced tagline beneath, set like a newspaper masthead.

CHOOSE THIS WHEN the brand lives in report headers and result emails: editorial and calm, but there is no symbol to shrink down.

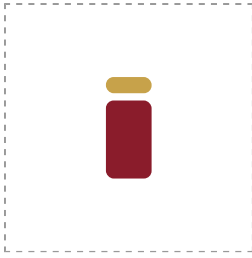
File · concept-5-rule.svg

Marks & reversals.

Every concept ships as eight files. The matrix shows the stacked lockup, the isolated mark, and both single-color reversals; `wordmark.svg`, `favicon.svg`, and a flattened `production.svg` for cutters and embroidery complete the set on disk. Type is baked to outlines in every file — they render identically with no fonts installed.

	VERTICAL	SYMBOL	MONO-POSITIVE	MONO-REVERSE
01 STRATA	 Sangre		 Sangre	 Sangre
02 COUNTER	 Sangre		 Sangre	 Sangre
03 STAMP	 Sangre			
04 GRID	 Sangre		 Sangre	 Sangre
05 RULE	 Sangre		 KEEP UP WITH YOUR BLOODWORK.	 KEEP UP WITH YOUR BLOODWORK.

CLEAR SPACE



One quarter of symbol height, all sides.
Nothing enters the zone.

MINIMUM SIZE



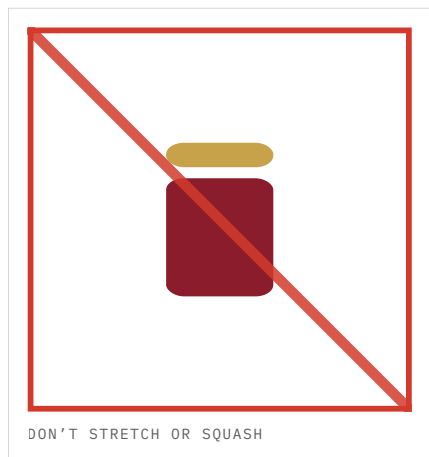
Below these sizes use `favicon.svg`; never
set the full lockup under 40 mm in print.

NEVER

- Reset the wordmark in another typeface.
- Full color on photography without a surface plate.

Misuse.

Each treatment below is generated from the real mark, so abuse is recognized on sight — not argued about. The strike is not part of the logo.



Tokens.

LIGHT



The light surface.

Primary

PRIMARY · #8A1C2B

DARK



The dark surface.

Primary

PRIMARY.ON-DARK · #D8636F

SPACING

TOKEN	VALUE	
spacing.xs	4px	
spacing.sm	8px	
spacing.md	16px	
spacing.lg	24px	
spacing.xl	40px	
spacing.2xl	64px	

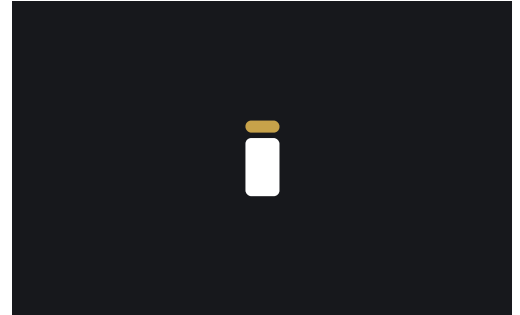
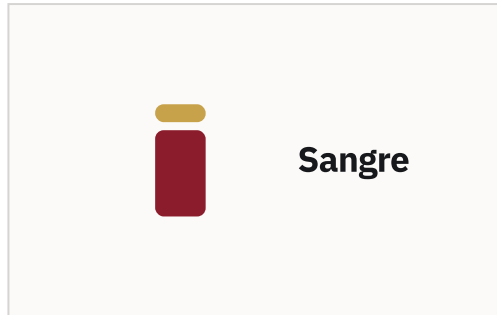
TYPE SCALE

TOKEN	VALUE	SAMPLE
type.caption	12px	Aa
type.body	14px	Aa
type.lead	18px	Aa
type.h3	22px	Aa
type.h2	28px	Aa
type.h1	36px	Aa
type.display	48px	Aa

Applications.

The system in service. Every piece below is set from the shipped SVG files and palette tokens — nothing is retouched.

A / BUSINESS CARD



85.6 × 54 MM • FRONT / REVERSE

B / APP ICON



180 PX



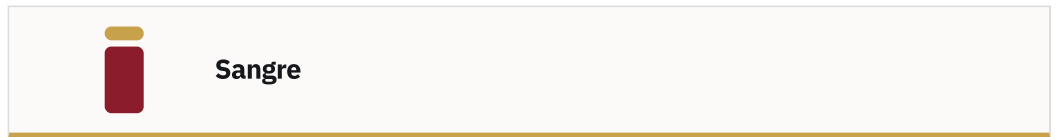
64 PX



32 PX

SYMBOL ONLY BELOW 64 PX • NEVER THE FULL LOCKUP

C / EMAIL HEADER



600 PX HEADER • LOCKUP LEFT • ACCENT RULE

Story.

THE PROMISE

Order a kit, prick a finger at the kitchen table, drop it in the mail. A few days later your bloodwork is back — run at an accredited lab, plotted against reference ranges, and written in sentences you can act on. A full panel becomes a habit instead of a half-day errand.

THE STORY

Most people meet their bloodwork once a year, if that: a rushed draw at a physical, a PDF they can't read, a range of numbers with no story. Between visits, nothing. The thing most predictive of how you'll feel next quarter is a line you never get to see move.

Sangre makes that line visible. A kit arrives, you take a small sample at home, and it goes to an accredited lab — the same instruments a clinic uses, the same reference ranges. What comes back is not a wall of values but a reading: ferritin low and what that means, cholesterol steady since spring, this one marker worth a doctor's five minutes. The result is delivered plainly, without alarm styling, because a health number turned into a push-notification emergency is how people learn to stop looking.

The name is the plain fact of it. Sangre is blood — the tissue that carries the earliest, most honest signal of what's happening inside you. We are the part that gets it read, and gives it back to you in words.

THE POSITIONING

For adults who want to track their own health between doctor visits, Sangre is the at-home blood-testing service that handles the logistics and the reading — accredited-lab results, plotted on their reference ranges, in plain language — so bloodwork becomes routine instead of an annual scramble. Unlike wellness quizzes and wearables that infer, Sangre measures.

PREMIUM RULES

1. The lab does the measuring. Every result runs at an accredited lab against clinical reference ranges; Sangre never estimates a value it didn't test.
2. A number ships with a sentence. Each marker carries what it means, what moves it, and whether this reading is worth a doctor's time.
3. Deliver hard news calmly. An out-of-range value gets plain language and a next step, never alarm styling or urgency design.
4. The blood is the patient's. Results are exportable and deletable, never sold, never fed to a data broker.
5. Say what a panel can't see. Every kit names what it does not screen for, so no one mistakes a clean result for a clean bill of health.

VOICE IN ACTION

- A 404: "This result isn't on file. Your actual panels are in the app."
- A confirmation: "Kit on its way. When it arrives: a few drops, seal the tube, drop it in any mailbox. Results land in three to five days."
- A hard message: "One marker on this panel is outside its range. It's laid out plainly inside, with what it means and what to ask your doctor — nothing here needs a panic, and we don't do alarm design."



Sangre