

# WellCare Connect

“Healthcare when you need it, wherever you are.”

BRAND FEEL

- Friendly
- Trustworthy
- Warm
- Fresh
- Modern
- Easy to use

COLOUR PALETTE

Core: brand & action

Blue grabs attention, teal drives every button, navy carries headings.

Royal blue  
#2E28D6  
Alert bar · hero

Teal  
#0E7C86  
Buttons · logo

Navy  
#000080  
Headings

Warm accents

Sunny tones for telehealth and doctor cards feel welcoming, not clinical.

Butter  
#FFEEAA

Peach  
#FFB380

Blush  
#F4D7D7

Rose  
#E9AFAF

Natural & fresh

Greens link to health and growth; used for filters and cards.

Sage  
#CDDE87

Lime  
#D4FF2A

Olive  
#808000

Khaki  
#918A6F

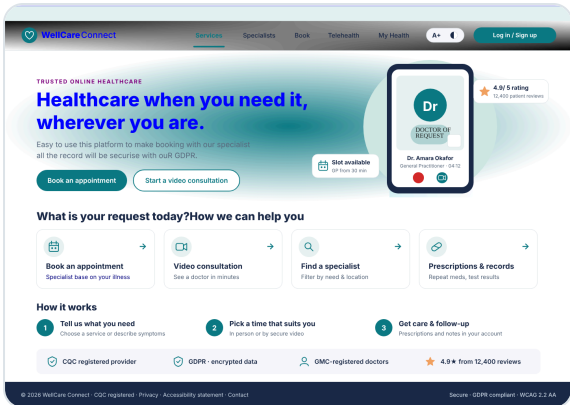
GRADIENTS & TEXTURE

Teal glow · Home hero

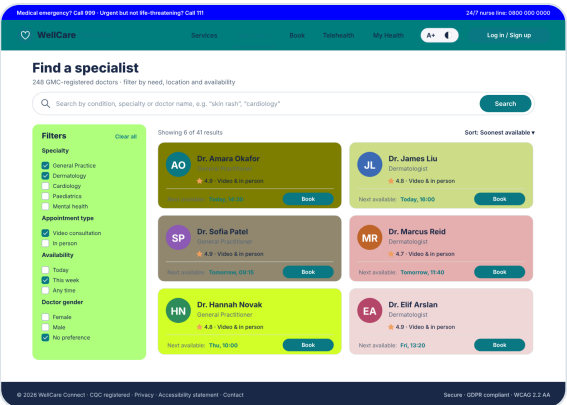
Charcoal fade · calendar & time slots

Soft grey depth · dashboard

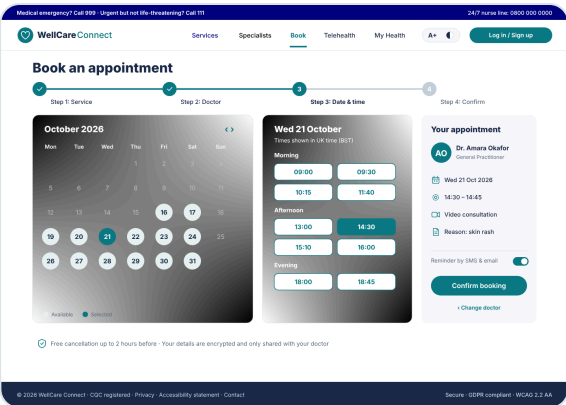
THE DIRECTION APPLIED: 5 PROTOTYPE PAGES



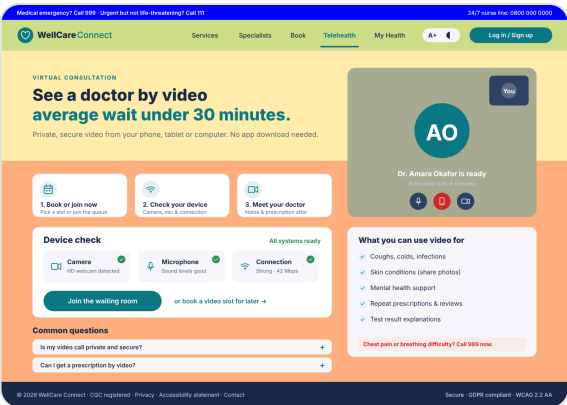
Home  
Teal glow hero, blue headline, white service cards.



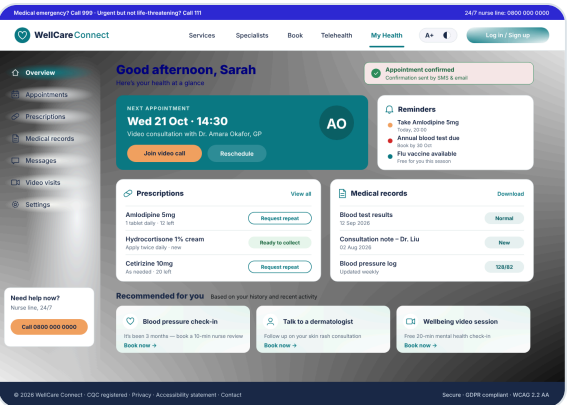
Find a specialist  
Colour-coded doctor cards, lime filter panel.



Book appointment  
Dark gradient calendar makes slots pop.



Telehealth  
Butter, peach and sage feel warm and calm.



Patient dashboard  
Teal hero card, navy greeting, grey depth.

UI ELEMENTS

Medical emergency? Call 999 · Urgent: 111

Book an appointment

Start video consultation

Join call

JL Dr. James Liu

HN Dr. Hannah Novak

EA Dr. Elif Arslan

October 2026 19 20 21 22 23

rounded pills · 16px cards

TYPOGRAPHY: INTER

Aa Bb

Hero · 48 / 800  
H2 · 30 / 800  
Body · 16 / 400  
Label · 13 / 700

Healthcare when you need it  
Good afternoon, Sarah  
See a doctor in minutes, from home.  
VIRTUAL CONSULTATION

IMAGERY & MOOD

Smiling, diverse patients

Video calls at home

Friendly clinicians