viamente

Viamente

Brand Guidelines



Viamente - Your Path to Mental Wellness

A calm, intuitive companion powered by clinical techniques and evidence-based methods — helping people understand their emotions, build healthier habits, and connect with professional support when it matters most.

Brand Story

Viamente is from "via" (path) and "mente" (mind), in Latin — it was created to make mental wellness feel approachable, not clinical.Through intuitive mood tracking, curated content, and personalized wellness tips, Viamente serves as a calm, non-judgmental daily companion. When deeper support is needed, it provides a seamless connection to a network of mental health professionals & resources. Designed for a diverse, multilingual community starting with English and Arabic, Viamente meets people wherever they are on their wellness journey.

Positioning Statement

Viamente is a mental health companion app Developed By Dr. Thoraiya Kanafani in Dubai — empowering individuals to understand their emotional patterns, build healthy habits, and connect with professional support when it matters most.

Brand Guidelines

Visual Assets That Keep Your Brand Consistent Everywhere

01 Brand Pyramid

02 Personas

03 Logo

04 Typography

05 Color

06 Padding

07 Social Post

08 Illustrations

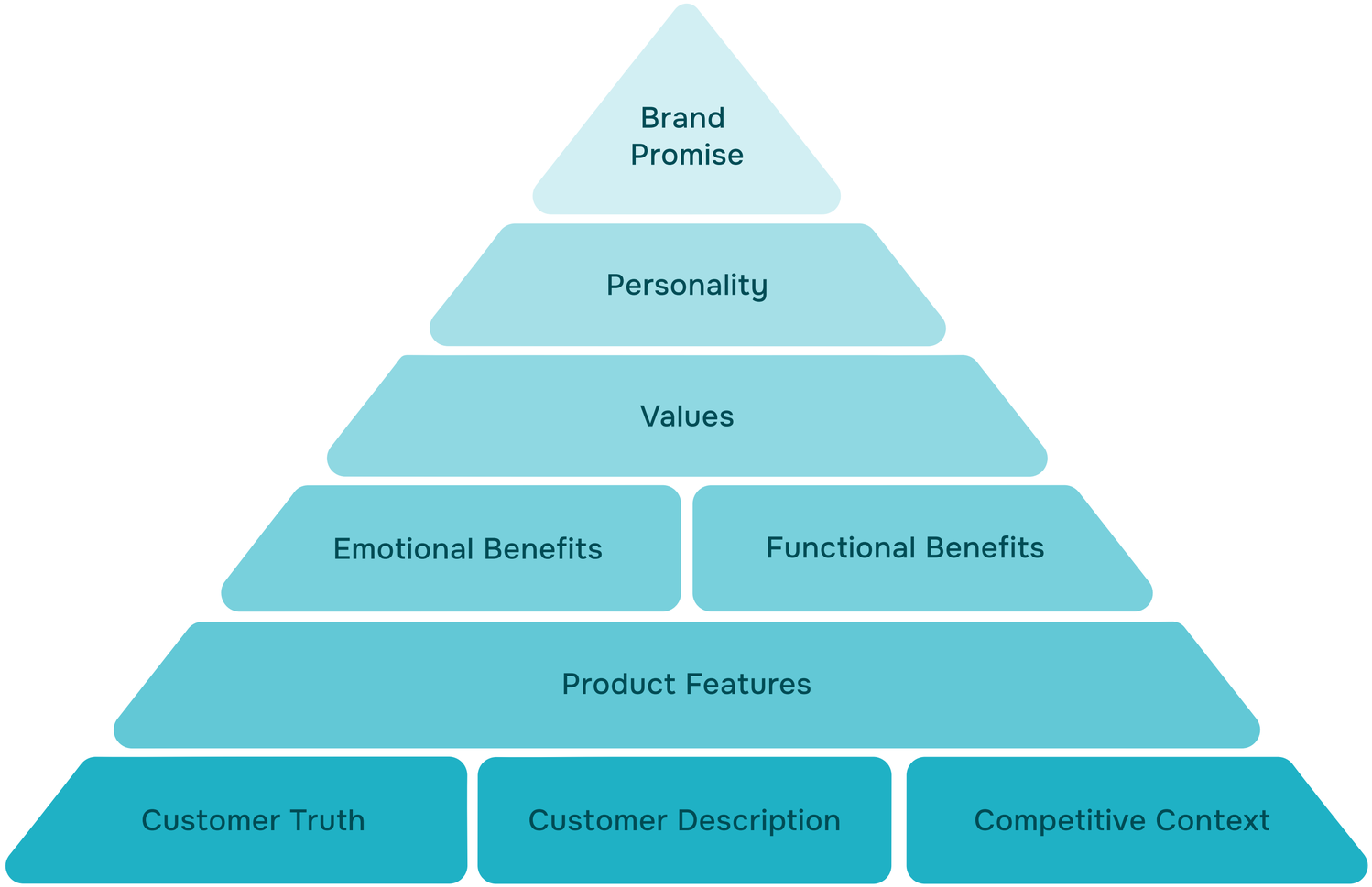
09 Social Media Templates

10 Business Card

11 Icon

01

Brand Pyramid


Brand Promise
Personality
Values
Emotional Benefits
Functional Benefits
Product Features
Customer Truth
Customer Description
Competitive Context

Brand Promise

- Viamente Provides A Private Structured System That Helps People Understand Their Emotions, Build Healthier Mental Habits, And Access Professional Support When Needed.
- It Removes The Gap Between Self-Help And Real Help.

Personality

- Calm
- Supportive
- Structured
- Human
- Insightful
- Secure
- Trust-First

Values

- Emotional Safety Before Engagement
- Privacy By Default
- Guidance Over Passive Content
- Cultural Sensitivity
- Consistency Over Intensity
- Accessibility

Emotional Benefits

- Sense Of Control
- Reduced Burnout Anxiety
- Confidence Support Exists Early
- Relief From Self-Diagnosing
- Feeling Proactive
- Permission To Explore Emotions
- Reduced Stigma
- Feeling Guided
- Increased Self-Trust
- Psychological Safety
- Relief From Self-Diagnosing
- Feeling Supported Privately
- Reduced Overwhelm
- Clarity About Emotional Patterns

Functional Benefits

- Daily Structured Emotional Tracking
- Pattern Visualization
- Early Burnout Detection
- Contextual Tips
- Pathway To Professionals
- Simple Emotional Awareness Tools
- Guided Learning
- Mood-Based Recommendations
- Safe Introduction To Mental Wellness
- Safe Introduction To Mental Wellness
- Discover Professional Help Gradually
- Multi-Language Experience
- Continuous Check-In Loop
- Progress Tracking

Product Features

- Mood Check-In Flow
- Mood Scoring + Journaling
- Insights Engine
- Contextual Recommendation System
- Content Hub By Goals
- Professional Directory - Option To Contact Professionals Without Pressure

- Professional Directory - Option To Contact Professionals Without Pressure
- Multi-Language Onboarding
- Privacy-First Architecture
- Biometric Login
- Subscription Model

Customer Truth

- I Know I’m Stressed But I Don’t Have Time To Figure It Out
- I Don’t Want Therapy Unless Necessary
- I Fear Burnout Before Noticing It
- Mental Health Is Private
- I Don’t Understand My Emotions Yet
- Mental Health Feels Intimidating
- I Want Guidance Without Labels
- I Want To Explore Privately
- Self-Help Tools And Professional Help Are Disconnected
- Content Libraries Overwhelm Users
- Existing Apps Feel Clinical Or Generic
- Non-English Users Are Underserved

Customer Description

- 30–45 Professionals
- Prevention Mindset
- High Responsibility
- Privacy Sensitive
- Students / Early Career
- Exploration Mindset
- Learning Driven
- Needs Safety And Simplicity

Competitive Context

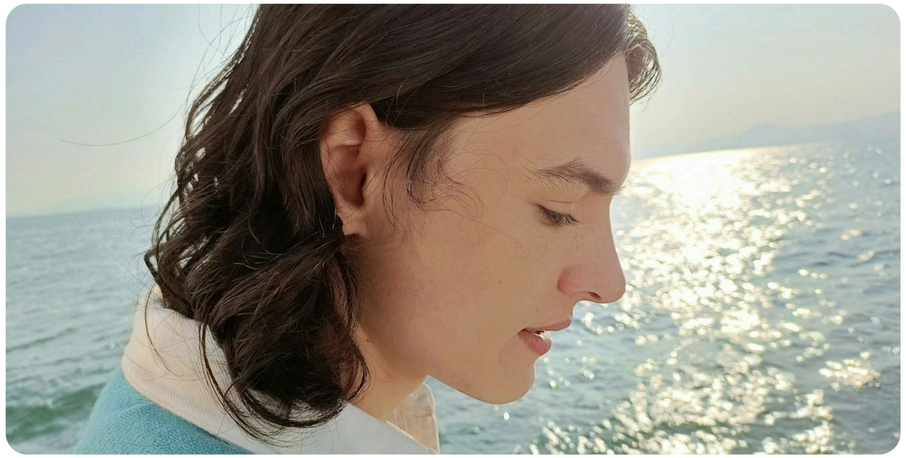
- Meditation Apps → Passive Consumption
- Therapy Marketplaces → Session-Centric
- AI Chat Tools → Conversation Without Structure
- Wellness Content Apps → Overwhelming Libraries
- Structural Failures
- No Continuous Behavioral Loop
- Weak Escalation To Professionals
- Generic Western Positioning
- Insight Not Connected To Action
- Poor Localization

02

Personas

Proactive Professional

“A high-functioning professional balancing demanding work responsibilities with personal life who wants structured tools to prevent stress from escalating into burnout.”



Demographics

- **Age: 28–45**
- **Career-focused (corporate, founders, managers, specialists)**
- **Urban, digitally fluent**
- **Often balancing family or multiple responsibilities**

Mindset

- Prevention over crisis
- Values efficiency and structure
- Wants evidence-based tools, not fluff
- Sees mental wellness as performance infrastructure
- Prefers self-management before therapy

Goals

- Maintain emotional stability while performing at a high level
- Detect burnout early
- Build sustainable routines
- Make sense of stress patterns
- Have professional support available if needed

Pain Points

- No consistent way to track emotional state
- Self-help content feels disconnected from daily life
- Therapy feels like a big step
- Decision fatigue around wellness tools
- Limited time for reflection

Fears / Risks

- Burnout appearing suddenly
- Performance decline
- Losing control over stress
- Emotional issues affecting relationships
- Privacy concerns around mental health data

Behavior Patterns

- Uses productivity tools
- Tries wellness apps but drops them quickly
- Googles symptoms or coping methods
- Consumes short actionable content
- Prefers discreet solutions

What Success Looks Like

- Clear awareness of emotional patterns
- Feeling proactive instead of reactive
- Reduced background stress
- Confidence that help is available early
- A simple daily mental reset ritual

Curious Explorer

“A younger user entering mental wellness for the first time who wants to understand emotions in a safe, approachable, non-clinical way.”



Demographics

- Age: 18–26
- Students or early career
- Digital native
- High content consumption

Mindset

- Exploration over diagnosis
- Learning-driven
- Curious but uncertain
- Sensitive to tone and experience
- Avoids clinical environments

Goals

- Understand emotions and moods
- Learn coping mechanisms
- Improve sleep, anxiety, focus
- Build self-awareness
- Explore whether professional help is needed

Pain Points

- Mental health language feels intimidating
- Doesn’t know where to start
- Content is overwhelming
- Apps feel too serious or too generic
- Unsure which advice applies personally

Fears / Risks

- Something being “wrong” with them
- Being judged for needing help
- Misinterpreting emotions
- Feeling lost without guidance
- Escalating anxiety without understanding why

Behavior Patterns

- Watches short educational content
- Tries multiple apps briefly
- Journals inconsistently
- Searches for explanations of feelings
- Responds well to guided flows

What Success Looks Like

- Feeling safe exploring emotions
- Increased self-trust
- Clear explanations of patterns
- Gentle guidance instead of pressure
- Confidence about when to seek help

Underserved Navigator

“A user who wants support but feels overwhelmed by content libraries and disconnected tools — often amplified by language, cultural, or localization gaps.”



Demographics

- Age: 28–45
- Career-focused (corporate, founders, managers, specialists)
- Urban, digitally fluent
- Often balancing family or multiple responsibilities

What They Need

- Guidance over passive content (clear next steps)
- Privacy-first support; culturally sensitive tone
- Consistency over intensity (small daily loop)

Jobs To Be Done

- Get clarity about emotional patterns without feeling overwhelmed
- Turn insights into concrete actions and routines
- Escalate to professional support smoothly when needed

Pain Points

- Meditation/wellness apps encourage passive consumption
- Therapy marketplaces are session-centric with weak continuity
- AI chat tools lack structure; content hubs become overwhelming libraries

What Success Looks Like

- A simple check-in loop that tracks progress over time
- Recommendations that connect insight → action
- Localized experience that feels human and trustworthy

03

Logo


viamente

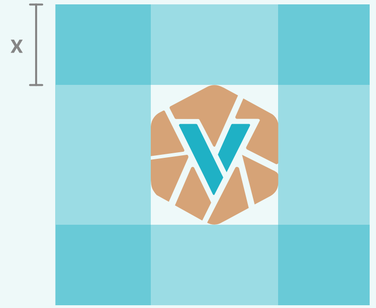

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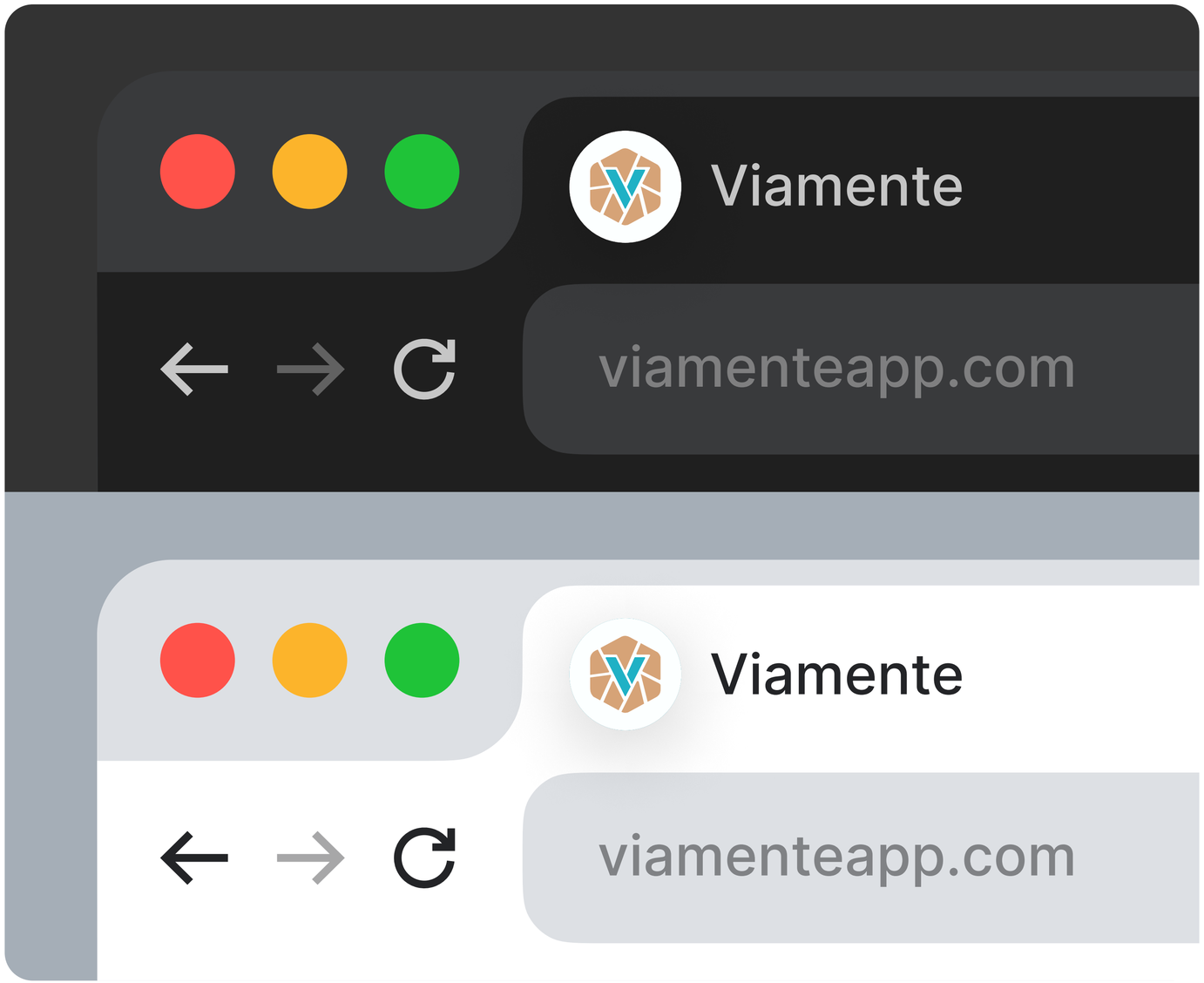

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Viamente
viamenteapp.com
Viamente
viamenteapp.com

04

Typography

Onest

A user-friendly interface for daily or periodic emotional check-ins (e.g., a 1-10 scale).

USAGE: English

Light

Regular

Medium

SemiBold

Bold

Noto Kufi Arabic

الميزة الثانية: نظام مراقبة المشاعر البديهي:

USAGE: Arabic (TITLE & BODY)

Light

Regular

Medium

SemiBold

Bold

Typography Guidelines

- We use Onest across the product to keep typography consistent.
- Follow the line-height rules to maintain readability and a clean vertical rhythm:
- Font-10 / Font-12 → 120% (compact labels, captions, helper text)
- Font-14 and above → 140% (body text, headings, longer content)
- Keep text layouts aligned to a 4px / 8px spacing rhythm for predictable spacing between headings, paragraphs, and UI components.
- Use these styles as tokens (Font-10 → Font-96) and avoid custom line-heights unless there's a strong UI reason (e.g., tight tables).
- Prefer comfortable line length for paragraphs (avoid overly wide text blocks) to improve scanning and accessibility.

Name	Font	Size	Line height	Variables
Font-10	Onest	10px	120%	5
Font-12	Onest	12px	120%	5
Font-14	Onest	14px	140%	5
Font-16	Onest	16px	140%	5
Font-20	Onest	18px	140%	5
Font-24	Onest	24px	140%	5
Font-32	Onest	32px	140%	5
Font-48	Onest	48px	140%	5
Font-56	Onest	56px	140%	5
Font-64	Onest	64px	140%	5
Font-72	Onest	72px	140%	5
Font-96	Onest	96px	140%	5

Headings / Desktop

H1 heading desktop

Onest / SemiBold / 96px / 140%

H2 heading desktop

Onest / SemiBold / 72px / 140%

H3 heading desktop

Onest / SemiBold / 64px / 140%

H4 heading desktop

Onest / SemiBold / 56px / 140%

H5 heading desktop

Onest / SemiBold / 48px / 140%

H6 heading

Onest / SemiBold / 32px / 140%

Body / Desktop

Body large desktop

Onest / Regular / 24px / 140%

Body standard desktop

Onest / Regular / 20px / 140%

Body standard desktop

Onest / Medium / 16px / 140%

Body small desktop

Onest / Medium / 14px / 140%

Body Xsmall desktop

Onest / Medium / 12px / 140%

Headings / Tablet

H1 heading tablet

Onest / SemiBold / 72px / 140%

H1 heading tablet

Onest / SemiBold / 64px / 140%

H2 heading tablet

Onest / SemiBold / 56px / 140%

H3 heading tablet

Onest / SemiBold / 48px / 140%

H4 heading tablet

Onest / SemiBold / 32px / 140%

H5 heading tablet

Onest / SemiBold / 32px / 140%

Body / Tablet

Body large tablet

Onest / Regular / 24px / 140%

Body standard tablet

Onest / Regular / 20px / 140%

Body standard tablet

Onest / Medium / 16px / 140%

Body small tablet

Onest / Medium / 14px / 140%

Body Xsmall tablet

Onest / Medium / 12px / 140%

Mobile / Heading

H1 heading mobile

Onest / Bold / 48px / 140%

H2 heading mobile

Onest / SemiBold / 40px / 140%

H3 heading mobile

Onest / SemiBold / 32px / 140%

H4 heading mobile

Onest / SemiBold / 24px / 140%

Mobile / Body

Body standard mobile

Onest / Regular / 20px / 140%

Body standard mobile

Onest / Medium / 16px / 140%

Body small mobile

Onest / Medium / 14px / 140%

Body Xsmall mobile

Onest / Medium / 12px / 140%

05

Color

Color Guidelines

- Use a minimal, calming palette to keep the experience clean and trustworthy.
- Primary (#20B2C5): main brand color for primary CTAs, links, highlights, active states, and key UI accents. Use sparingly so it stays special.
- Secondary (#D6A477): warm support color for illustrations, tags, subtle emphasis, and secondary highlights (avoid using it for critical actions).
- Text (#333333): default for headings and body copy to ensure strong readability.
- Text Subdued (#979999): for helper text, captions, placeholders, disabled states, and secondary information.
- Background (#FCFFFF) / White (#FFFFFF): keep surfaces light and airy; use White for cards/modals and Background for page canvas.
- Accessibility rule of thumb: always keep high contrast for text (use #333333 on light backgrounds; avoid placing light text on Primary/Secondary unless contrast is verified).

Primary	Secondary	Text	Text Subdued
Hex ↓ #20B2C5	Hex ↓ #D6A477	Hex ↓ #333333	Hex ↓ #7B7D7D

White	Background	Primary Gradient	Secondary Gradient
Hex ↓ #FFFFFF	Hex ↓ #FCFFFF	Linear ↓ #95D4D4 (50%) #FFFFFF (20%)	Hex ↓ #D6A477 (16%) #FFFFFF (20%)

100%	#20B2C5	#D6A477	#333333
90%	#37BACB	#DAAD85	#484848
80%	#4DC1D1	#DEB692	#5C5C5C
70%	#63C9D7	#E2BFA0	#717171
60%	#79D1DC	#E6C8AD	#858585
50%	#90D9E2	#EBD2BB	#999999
40%	#A6E0E8	#EFDBC9	#ADADAD
30%	#BDE8EE	#F3E4D6	#C2C2C2
20%	#D2F0F3	#F7EDE4	#D6D6D6
10%	#E9F7F9	#FBF6F2	#EBEBEB

06

Padding

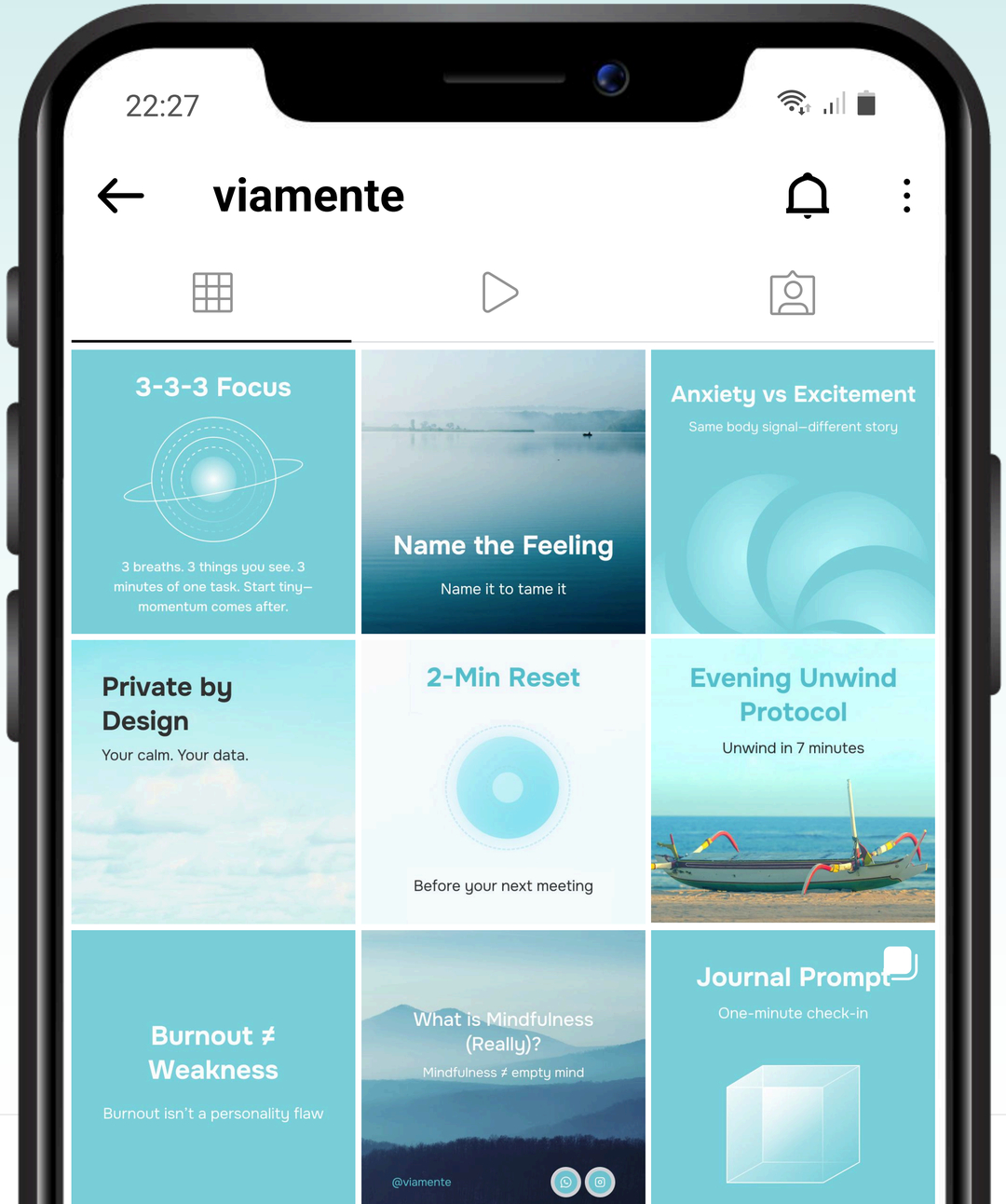
Padding & Spacing Guidelines

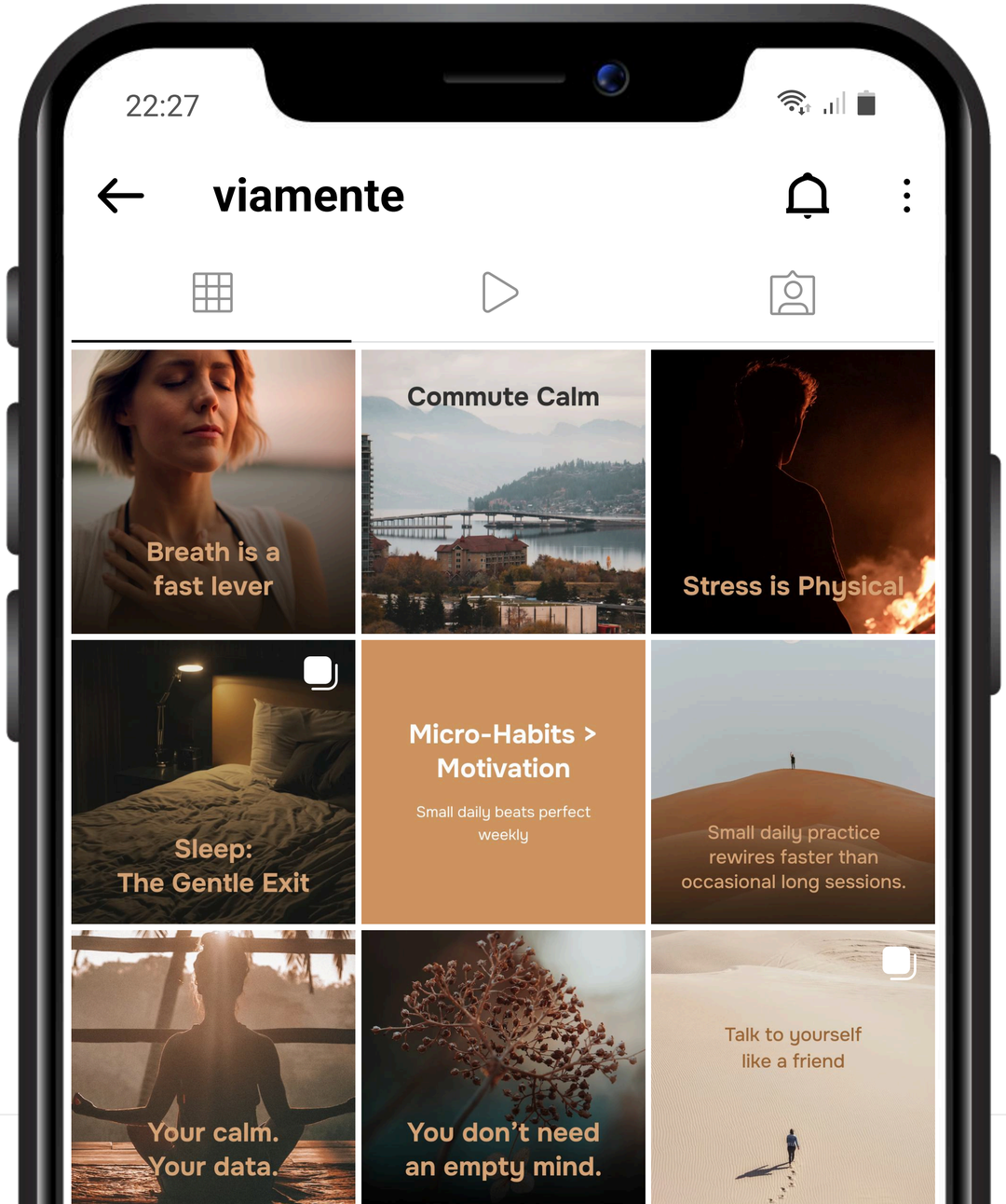
- Use a consistent spacing scale to keep layouts clean, aligned, and easy to scan.
- Our base unit follows a 4px system (4, 8, 12, 16, 20, 24…), with 2px used only for fine details (hairlines, micro gaps).
- Apply spacing by intent:
- 2–4: dividers, icon-to-text micro spacing, tight UI details
- 8–12: internal padding in small components (chips, inputs, buttons)
- 16–24: section spacing, card padding, standard content blocks
- 32–56: page-level spacing, large sections, hero layouts
- Keep spacing predictable across screens—avoid random values outside the scale unless required by a specific layout constraint.
- When in doubt, choose the next size up for better readability and touch comfort.

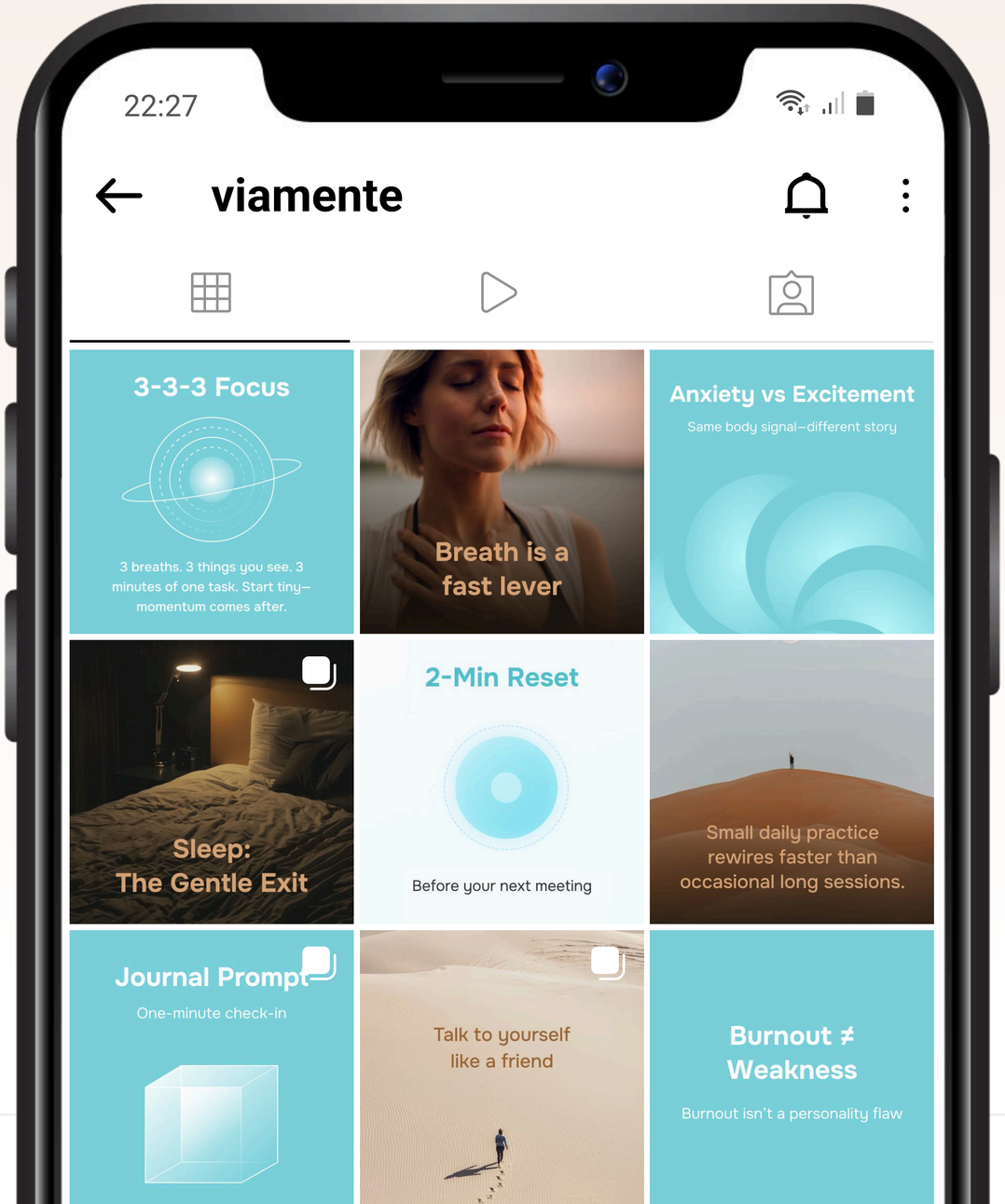
Value	Spacing
2	
4	
8	
12	
16	
20	
24	
32	
40	
48	
56	

07

Social Post

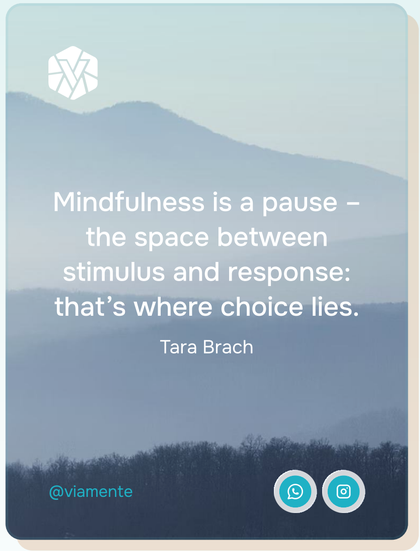

22:27
viamente
3-3-3 Focus
3 breaths. 3 things you see. 3 minutes of one task. Start tiny—momentum comes after.
Name the Feeling
Name it to tame it
Anxiety vs Excitement
Same body signal—different story
Private by Design
Your calm. Your data.
2-Min Reset
Before your next meeting
Evening Unwind Protocol
Unwind in 7 minutes
Burnout ≠ Weakness
Burnout isn't a personality flaw
What is Mindfulness (Really)?
Mindfulness ≠ empty mind
@viamente
Journal Prompt
One-minute check-in


22:27
viamente
Breath is a fast lever
Commute Calm
Stress is Physical
Sleep: The Gentle Exit
Micro-Habits > Motivation
Small daily beats perfect weekly
Small daily practice rewires faster than occasional long sessions.
Your calm. Your data.
You don't need an empty mind.
Talk to yourself like a friend

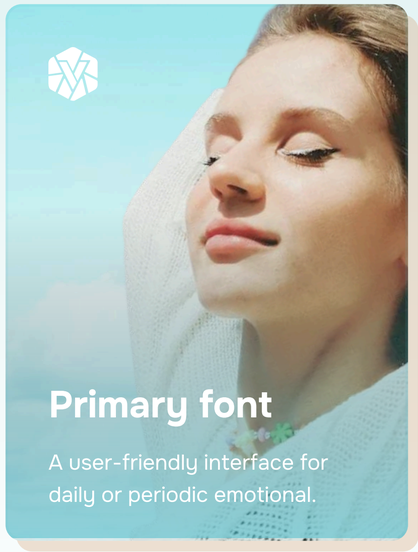

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viamente
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Before your next meeting
Small daily practice rewires faster than occasional long sessions.
Journal Prompt
One-minute check-in
Talk to yourself like a friend
Burnout ≠ Weakness
Burnout isn't a personality flaw


Primary font
A user-friendly interface for daily or periodic emotional.


الميزة الثانية: نظام مراقبة المشاعر البديهي:
واجهة سهلة الاستخدام لإجراء تقييمبيحالتهم


Mindfulness is a pause –
the space between
stimulus and response:
that’s where choice lies.
Tara Brach
@viamente


الميزة الثانية: نظام مراقبة
المشاعر البديهي:
Tara Brach
@viamente


Primary font
A user-friendly interface for
daily or periodic emotional.


الميزة الثانية: نظام
مراقبة المشاعر
البديهي:
واجهة سهلة الاستخدام لإجراء
تقييمات يومية أو دورية للحالة
النفسية (مثلاً، مقياس من 1 إلى 10).

Primary font

A user-friendly interface for daily or periodic emotional.

الميزة الثانية: نظام مراقبة المشاعر البديهي:

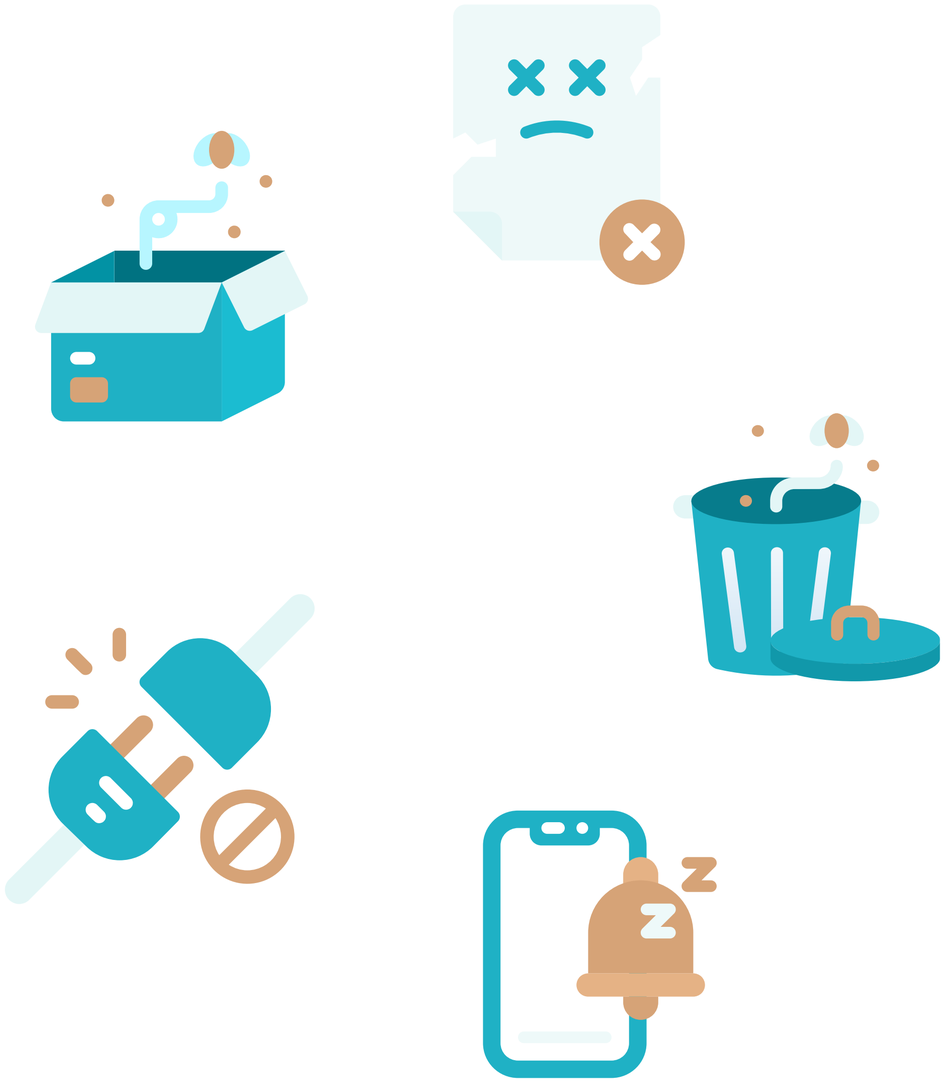
واجهة سهلة الاستخدام لإجراء تقييمات يومية أو دورية للحالة النفسية (مثلاً، مقياس من 1 إلى 10).

08

Illustrations

Illustration Style: Flat Vector with Playful Accents

- Geometry: Simplified shapes, sharp edges, objects reduced to essentials.
- Color: Limited palette — teal/cyan primary, warm brown accent, mint highlights.
- Shading: Flat one-step tonal shifts. No gradients or textures.
- Line Work: No outlines — forms defined by color contrast alone.
- Accents: Scattered dots and squiggly lines for playfulness.
- Tone: Friendly, modern, scalable from icon to hero graphic.



9:41



Empty Box

Description

CTA

9:41



Oops!

Description

CTA

9:41



Lost Connection

Description

CTA

9:41



Notification

Description

CTA

9:41



Trash is empty

Description

CTA

9:41



No Access

Description

CTA

9:41



No Message

Description

CTA

9:41



Intensity

Description

CTA

9:41



Page 404

Description

CTA

9:41



Daily Checkin

Description

CTA

9:41



Failed

Description

CTA

9:41



Success

Description

CTA

09

Social Media Templates

Social Templates Guideline

- Use these templates to keep all social posts consistent across platforms (LinkedIn, X, Facebook, Instagram).
- Always design within the safe area padding: 48px on all sides (Left/Right + Top/Bottom) to prevent text/logo from being cropped by platform UI.
- Keep key elements (headline, CTA, logo, key visual) inside the safe area—avoid placing important content near edges.
- Recommended layout hierarchy:
- Primary: Headline / key message
- Secondary: Supporting text or value proposition
- Brand: Logo + optional website/handle
- Maintain the same typography + spacing scale from the brand system for a clean, recognizable look.
- Export as PNG for crisp UI-style graphics (use JPG only for photo-heavy posts).

Dimension	L/R Padding	B/T Padding	Social Platform
1080x1080	48px	48px	LinkedIn, X, Facebok, Instagram
1080x1350	48px	48px	LinkedIn, X, Facebok, Instagram
1080x1920	48px	48px	LinkedIn, X, Facebok, Instagram
1600x900	48px	48px	LinkedIn, X, Facebok, Instagram


SAFE ZONE
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منطقة آمنة
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منطقة آمنة
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Blue


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Header
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Business Card

viamente

www.viamenteapp.com

Clinical Psychologist Adjunct Professor

Thoraiya Kanafani

+971 4 XXX XXXX

dr.thoraiya.kanafani@viamenteapp.com

dr.thoraiya.kanafani

Dubai, UAE



Please note: Name card size 1280 × 800px, CMYK color mode, with a 72px bleed margin.

C 73% | M 7% | Y 22% | K 0%

C 16% | M 37% | Y 58% | K 0%

C 69% | M 63% | Y 62% | K 58%

09

Icons

Icons Guideline

We use Material Design 3 (M3) Icons in the Outlined style to keep the UI clean, modern, and consistent across Android and iOS.

Guidelines

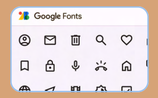
- Icon set: Material Symbols — Outlined only (avoid mixing with Filled/ Rounded/Sharp in the same UI).
- Consistency: Use the same style, weight, and optical size across the app for a unified look.
- Sizing: Default to 24px icons (use 20px/28px only when the component spec requires it).
- Alignment: Place icons on an 8px grid and center-align within containers (buttons, list items, nav).
- Color: Inherit from the app's theme tokens (primary/secondary/neutral). Use reduced opacity or neutral tones for disabled/ inactive states.
- Spacing: Keep predictable padding around icons (e.g., 8–12px from text in buttons and rows).
- Meaning: Choose icons that match common platform expectations (clarity over novelty). Pair with labels when an icon could be ambiguous.
- Do: Use icons to support actions and navigation.
- Don't: Use icons as decoration or mix multiple icon families.



Material Symbol Guidline
https://m3.material.io/styles/icons/overview



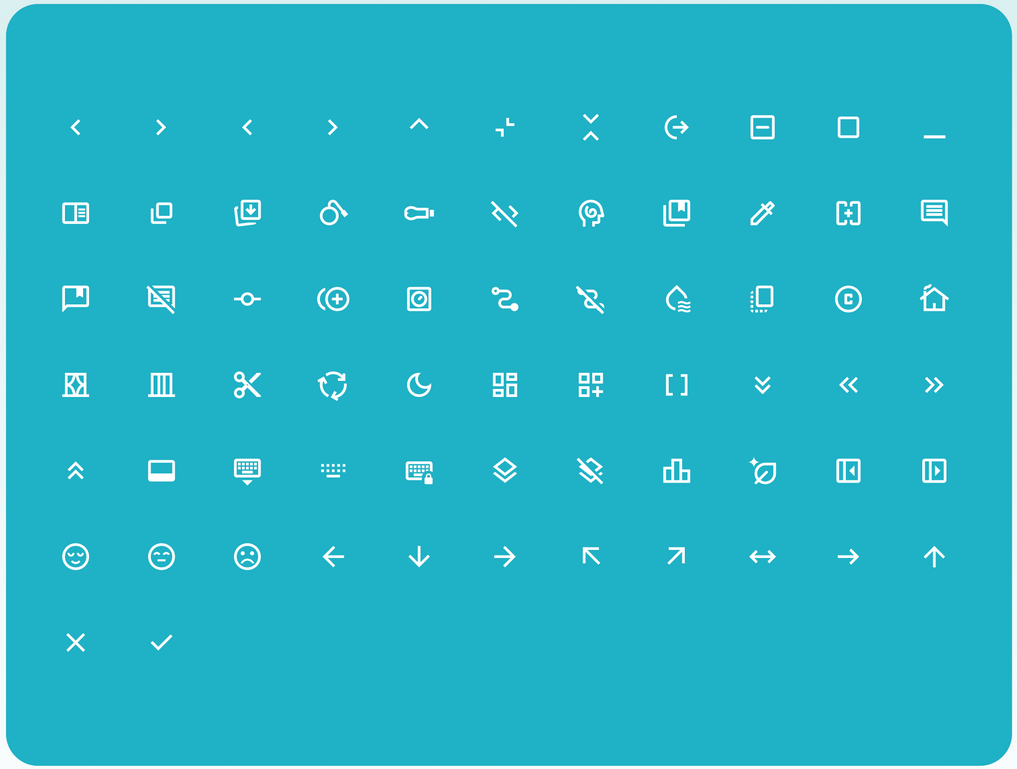
Material Symbols Figma Plugin
https://www.figma.com/community/plugin/1088610476491668236/material-symbols

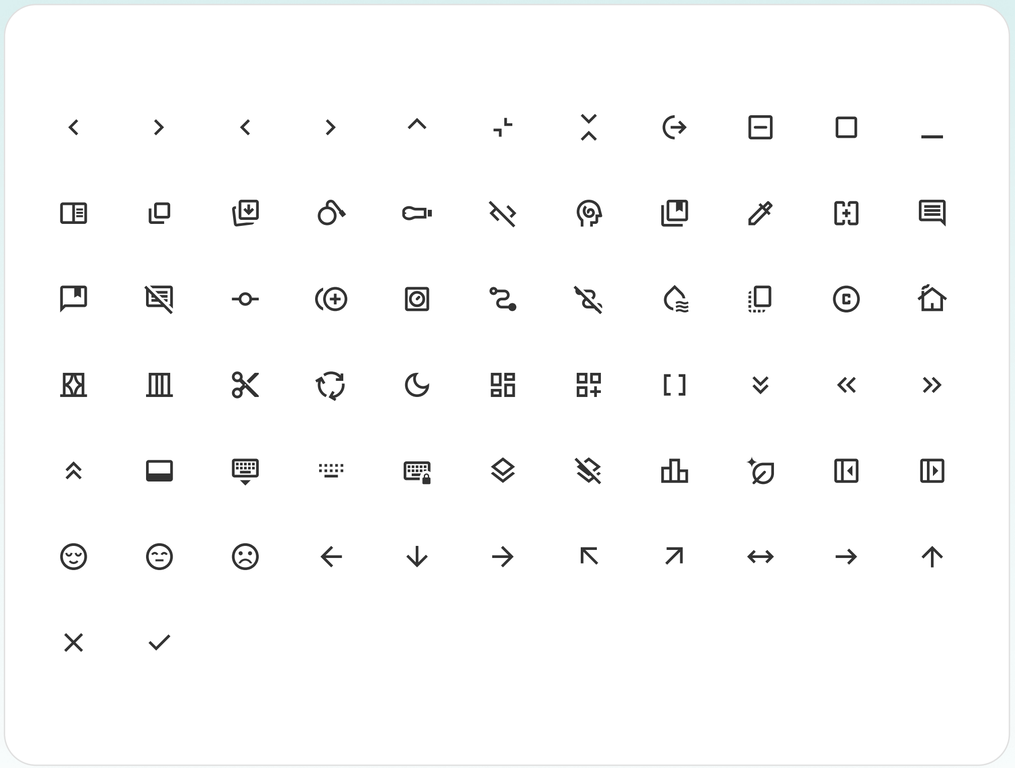


Google Fonts Site
https://fonts.google.com/icons



Google Material Icons Github
https://github.com/google/material-design-icons





This is a visual reference to preview Material 3 Outlined icon styling. Icons shown are for demo purposes only and may not match the final in-app set.

Final icons will be chosen per feature and applied via Flutter theming for consistent iOS/Android UI.