Beyond the logo and colors, Youlify's brand guideline defines its user persona, tone, and art direction. Since the product serves medical professionals who value clarity and trust, the communication style is designed to feel intelligent, human, and consistent across every touchpoint.

Youlify

Youlify Brand Guidelines

10.2025

Youlify Brand Guidelines

Introduction

This brand guideline is the foundation for how Youlify shows up in the world. Whether you're designing a product interface, crafting a sales pitch, or producing a social media campaign, this guide ensures consistency, trust, and professionalism in every touchpoint.

Audience

Designers, engineers, marketers, product managers, agency partners.

How to use

Reference this document whenever you create something that represents Youlify. Align your work with our visual, verbal, and strategic identity.

Our Core

Youlify Design System

Mission

Restore financial freedom to empower autonomy over patient care.

Youlify Design System

Vision

To bring clarity, speed, and trust to the infrastructure of healthcare.

Youlify Brand Guideline

Brand Purpose

Behind every claim is a physician trying to make sense of messy systems, searching for time, clarity, and fair payment. Behind every disconnected process, whether it's billing, banking, or insurance, there's frustration, delay, and lost revenue.

We're here to change that. We connect the pieces and give healthcare providers the tools, support, and data they need right at their fingertips.

Youlify goes beyond AI and numbers. We are here to build trust, deliver real outcomes, and give practices the clarity and financial control they deserve.

At the heart of it, we're here to empower the people who care for others, so they can focus on what truly matters: their patients.

Youlify Design System

Brand Tagline

Our messaging

Primary Message

Secondary Message

Audience Persona

Youlify Brand Guideline

Dr. David Thompson, Physician Practice Owner

Demographics
- Age: 52
- Occupation: Orthopedic Surgeon
- Experience: Over 20 years
- Location: Columbus, OH
- Education: D.O., The Ohio State University College of Medicine; Orthopedic residency at Cleveland Clinic
- Work Setting: Private orthopedic practice
- Online Presence: EHR, digital imaging software, scheduling tools, professional website, Facebook

Environment & Routine
- Typical Day: 8:00am, Tue, Thu.2: See 20–30 patients daily
- Surgery days (Wed, Fri): Perform joint replacements at hospital
- Evenings: Complete charting, review labs, handle urgent follow-ups
- Weekends: Dedicate time to family, rest, and personal hobbies
- Depends on office manager to manage appointments and schedule scheduling
- On call every two to three weeks for a full week, extremely tiring

Goals & Motivations
- Deliver excellent surgical outcomes
- Maintain clinical autonomy and patient-centered care
- Stay up to date with the latest techniques and technology
- Ensure practice sustainably and thoughtfully
- Minimize administrative burden and reduce burnout

Frustrations & Pain Points
- Pressure from declining Medicare reimbursements
- Time-consuming prior authorizations and extensive documentation
- Concerned about potential hospital buyouts and loss of independence
- Challenges with staff turnover and limited HR support
- Frustration with technology vendors who don't understand healthcare workflows
- Struggles balancing clinical responsibilities with business demands

Personality
- Direct and pragmatic, not overly data-driven
- Strongly motivated by financial results
- Values trust, quality, and operational efficiency
- Prefers proven, practical solutions with hands-on impact

Digital Habits & Tools
- Reads medical journal summaries and digests via email
- Checks practice reviews on platforms like Google and Healthgrades
- Delegates management of online presence to third-party providers
- Follows professional organizations like AAOS and AAHKS on LinkedIn

Emotive & Social Needs
- Wants patients to feel secure and well cared for
- Seeks efficient tools that respect and optimize his time
- Values recognition and trust from peers
- Strives for better work-life balance and lower stress

Who Influences David
- Patient outcomes and satisfaction
- Surgeon peers and mentors
- Reputable medical device representatives
- Clinical guidelines from AAOS and AAHKS
- Vendors with demonstrated, reliable results

Youlify Brand Guideline

Rachel Miller, Practice Manager

Demographics
- Age: 50
- Occupation: Practice Manager
- Experience: 25 years in practice management, with background in coding, billing, or physical therapy
- Location: Columbus, OH
- Education: Associate or Bachelor's Degree
- Work Setting: Enviro Healthcare, Atlanta, GA
- Online Presence: Epic, Cerner, Tableau, HFMA and AAAHAM forums, LinkedIn

Environment & Routine
- Monday to Saturday, 7 AM to 7 PM
- Responsibilities: Managing patient flow, billing, staff scheduling, ensuring smooth HR duties, shift and surgery scheduling, covering phone and scheduling gaps, responding to urgent physician requests
- Billing-related tasks: Reviewing physician documentation, submitting claims, managing prior authorizations, discussing bills with patients, coding, following up on claims and insurance
- External coordination: Liaising with labs, PT/OT, pharmacy, referral sources, hospitals, CDCs, and public health departments

Goals & Motivations
- Maintain smooth, efficient daily operations
- Free physicians to focus on patient care
- Improve patient experience and clinic reputation
- Ensure compliance and stay current with regulations
- Oversee medical assistants, MR technicians, and other staff
- Manage payroll, HR, and shift scheduling
- Participate in regular meetings with billing partners

Frustrations & Pain Points
- Frequent disruptions from last-minute patient and staff schedule changes
- Handling prior authorization denials and managing peer-to-peer reviews
- Dealing with software, power, or internet outages
- Experiencing burnout due to multitasking and staff shortages
- Managing patient complaints about billing errors and claim denials
- Constantly running behind schedule
- Addressing unreasonable patient behavior

Personality
- Prefers autonomy, avoids micromanagement
- Protective of their role and team
- Not tech-savvy
- Concerned about staff retention (MAs, PAs, etc.)
- Uses manual workarounds to solve recurring challenges and keep things running
- Wears many hats—jack of all trades
- Acts as a buffer between frontline staff and physicians

Digital Habits & Tools
- Daily user of EHR, billing, and scheduling software
- Uses prior authorization tools and Collab.Bio Auditor
- Pulls patient records from legacy systems such as Epic, including hospital records external to their practice
- Navigates insurance portals and shared calendars
- Occasionally attends webinars to stay informed
- Prefers integrated tools with peer review capabilities and reliable support

Emotive & Social Needs
- Feels fulfilled when trusted and effective in their role
- Motivated by proactive problem-solving
- Values recognition and independence
- Open to technology that saves time and reduces stress

Who Influences Rachel
- Prioritizes minimal disruption to patient care and workflow
- Responsive to physician requests
- Values tools that offer clear ROI, is easy to implement, and requires low effort
- Strongly influenced by peer recommendations

Youlify Brand Guideline

Jamie Reynolds, Head of Revenue Cycle Management

Demographics
- Age: 50
- Occupation: Head of Revenue Cycle
- Experience: Over 20 years in healthcare finance and operations
- Location: Atlanta, GA
- Education: MBA in Healthcare Administration, Georgia State University; CRCR certified
- Work Setting: Enviro Healthcare, Atlanta, GA
- Online Presence: Epic, Cerner, Tableau, HFMA and AAAHAM forums, LinkedIn

Environment & Routine
- Oversees Patient Access, Billing, Revenue Integrity, and Managed Care teams
- Reports to CFO and collaborates closely with HIM, IT, Finance, and Clinical Operations
- Leads weekly KPI reviews and strategic planning sessions
- Manages enterprise-wide projects, including EHR implementations, payment systems and payer negotiations

Goals & Motivations
- Reduce accounts receivable days, denials, and claim rejections
- Streamline workflows from patient registration through payment
- Ensure full compliance with HIPAA, CMS, and payer contractual terms
- Foster alignment across clinical, financial, and operational teams
- Drive analytics adoption to identify and close revenue gaps

Frustrations & Pain Points
- High denial rates and prolonged appeals processes
- Limited interoperability between disparate systems
- Constant changes in payer policies and regulatory mandates
- Challenges recruiting and retaining skilled revenue cycle talent
- Balancing innovation with tight budget constraints
- Limited bandwidth to evaluate and adopt new tools

Personality
- Data-driven and focused on measurable results
- Compassionate leader and champion of change
- Effective communicator and mentor to teams
- Maintains high standards while adapting to evolving strategies

Digital Habits & Tools
- Expert user of Epic Resolute and Cerner revenue cycle modules
- Leverages Tableau and QlikView for accounts receivable, denial trend analysis, and KPI tracking
- Champions adoption of charge capture, denial management, and automation technologies
- Prioritizes tools that offer seamless integration and clear ROI

Emotive & Social Needs
- Seeks respect and recognition from executive leadership peers
- Values data-driven acknowledgment of team impact
- Enjoys leading high-performing, cross-functional teams
- Wants solutions that reduce operational chaos and sharpen focus

Who Influences Jamie
- Final decision maker for revenue cycle management tools and analytics platforms
- Typical process: Identify need → evaluate options → obtain recommendations → CFO recommendation
- Weighs integration, vendor support, scalability, and long-term value
- Uses performance metrics to guide changes and secure buy-in
- Reports directly to CFO/CEO

Youlify Design System

ICP & Filter Criteria

ICP
80% Physician Owner
20% Office Manager
Physician groups with 2 - 10 Physicians
Annual Revenue between 1M - 40M

Company Sizes
Self-employed
2-5 employees
11-50 employees
51-200 employees

Include one or more Industries
Hospitals and Health Care
Medical Practices

Exclude one or more Industries
Accounting
Administrative
Business
Dental Health Care Services
Medical Devices
Medical Equipment Manufacturing
Medical and Diagnostic Laboratory
Mental Health Care

Include Descriptive Keywords
Orthopedics
Orthopaedics
Surgery
Pain
Urgent Care
Primary Care
Family Medicine
Pediatrics
Cardiology
Spine
Neurosurgery

Hand
Clinic
Joints
Sports
Medical
Oregon
Ophthalmology
Gastroenterology
Medical
Physician
Doctor

Exclude descriptive keywords
Dentist
Dental
Eyeglasses
Stanford
Marketing
Sales
Lab
John Muir
Behavioral
Mental
Vet
Lab
Nutrition
Physical
Optometrist
Chiropractic
Audiology
Home Health
Account
Educator

Ambulance
Physical Therapy
Veterinarian
Pets
Home Care
Laboratory
Dietitian

Include Levels
Owner
Partner
C-Suite
VP
Director
Lead
Manager
Senior

Exclude Job Titles
Engineering
Nursing
Analyst
Administrative
Accounting
Marketing
Product
Quality
Recruiter
Payroll
Sales
Architect
Technical

Scheduler Coordinator
RN
Laboratory
Pediatrician
Physician
Case Manager
Case Worker
Human Resources
HR
Financial
Educator
Account Manager
Social Media
CEO
CFO

Tone of Voice

Youlify Design System

Tone of Voice

Our brand vo
healthcare p
in our servic

Confident:

We ensure accurate med
multimodal AI and human
monitor claim status to e
reimbursements and hav
confidence.

Visual Identity

Youlify Brand Guideline

Color Palette

Main Brand Color

Additional Blue

Secondary Colors

Youlify Brand Guideline

Font

Elza

Medical Billing

Bold Semibold Medium Regular

Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Semibold
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Regular
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Youlify Brand Guideline

Icons

Youlify Design System

Meaning Behind the Name

The name Youlify puts the user, "you", at the center of everything we do. Whether you're a physician, biller, or admin, Youlify is built to empower you with tools that simplify complexity and restore control.

The "-lify" suffix evokes transformation, as seen in names like Shopify or Spotify, and also connects to the idea of "life". Healthcare is ultimately about supporting life, and billing should never get in the way of that mission.

Together, Youlify means empowering you, transforming your workflow, and helping you reclaim the time, clarity, and financial health that let you focus on what matters most: care and life.

Youlify Design System

Primary Logo

When placed on a white or lighter color background, use the primary logo below.

Youlify

Youlify Design System

Logo Don'ts

Do not rotate the logo.

Do not distort the logo's proportions when scaling.

Do not change the size and placement relationship between the pictorial logo and the the wordmark.

Do not place any Youlify logo on an colorful image.

Do not combine grayscale and colorful logos.

Do not put the colorful logo on colors other than main branded colors.

Do not change the size and placement relationship between the pictorial logo and the the wordmark.

While the 200 logo can be placed on an image, ensure it meets accessibility standards.

Youlify Design System

Logo Variation

Main Pictorial

Secondary Pictorial

Youlify Design System

Favicon

Clean Facing Products
(Onboarding, Practice, Billing Beyond, Payment)

Website

Internal

Photo Direction

Youlify Design System

Photo Direction - Human-Centered Imagery

In Motion
Our photography captures people in action, such as physicians reviewing records, staff collaborating, and teams solving real problems. We aim to reflect real-world care environments with clarity and intention.
- Interactions are focused, calm, and positive.
- Interactions feel natural, engaged, and professional.
- The human presence is always the focal point, not the device, not the background.
- Include a shade of blue close to our brand blue, or ensure the image pairs well with black for a cohesive, corporate feel.

Youlify Design System

Photo Direction - Environmental Imagery

Static, Grounded, Magnificent
Environment shots set the context without distraction. Clean, well-lit settings help communicate order, professionalism, and trust.
- Emphasize symmetry, light, and space.
- Use natural elements, such as plants, without clutter.
- Let the environment breathe; quiet moments are intentional.
- A touch of inspiration, in lighting, surfaces, or accents, helps reinforce our identity. If not blue, the image should visually complement black for brand alignment.

Youlify Design System

Photo Direction

2D Surface in 3D Environ
Showcase moments whe
naturally blends into the
- Include digital elements
such as UI, screens, o
embedded in the phys
environment.
- Avoid overly futuristic
renderings. Keep it gr
grounded in reality.
- Technology should
story, not take attent
- Includes a touch of lig
or in ambient lighting
- Use 3D elements to
for a clean, corporate

Motion Graphics

Youlify Design System

Motion Graphics

General
Use consistent motion language across brand, product demo, and campaign videos. Motion should feel:
- Professional and corporate
- Tech-forward, grounded in indigo tones
- Smooth and trustworthy — never overly playful
- Conceptual, using shapes to represent complex workflows
- Clean, with simple type treatments and minimal distractions

Type Motion
- Fade and slide in subtle and purposeful
- Prioritize legibility — avoid jumpy or overly animated transitions
- Use movement to guide attention, not to entertain

Shape Motion
- Motion should be clean and cohesive
- Shapes can frame or reveal text
- Let shapes support the narrative — abstract, but never confusing

Do is the start.

Javascript fly.

MIT Technology Review

Application

Youlify Design System

Application

When applying the logo to printed material, reference the mock-up below.

Youlify Design System

Digital Collaterals

LinkedIn ads

Youlify

Stop time-sucking, gate-crashing claims, and issues ever practice. Without the hassle.

Youlify

The Physicians. For Physicians.

Youlify

Stop time-sucking, gate-crashing claims, and issues ever practice. Without the hassle.

Youlify

The Physicians. For Physicians.

Youlify

Customer Success Manager

"Youlify gets on claims, denials, and appeals faster than any other billing company we've ever worked with."

Youlify

Customer Success Manager

"Youlify gets on claims, denials, and appeals faster than any other billing company we've ever worked with."

Youlify

"Youlify recovered more than $100K in previous offer after its recovery."

Youlify

"Youlify gets on claims, denials, and appeals faster than any other billing company we've ever worked with."

Youlify

Get Paid For Every Patient You Help.

A suite of billing solutions, built by physicians for physicians.

Youlify Design System

Letterhead

Business Cards, etc.

Youlify

Jill Mackenzie
Vice President, Pro Physicians

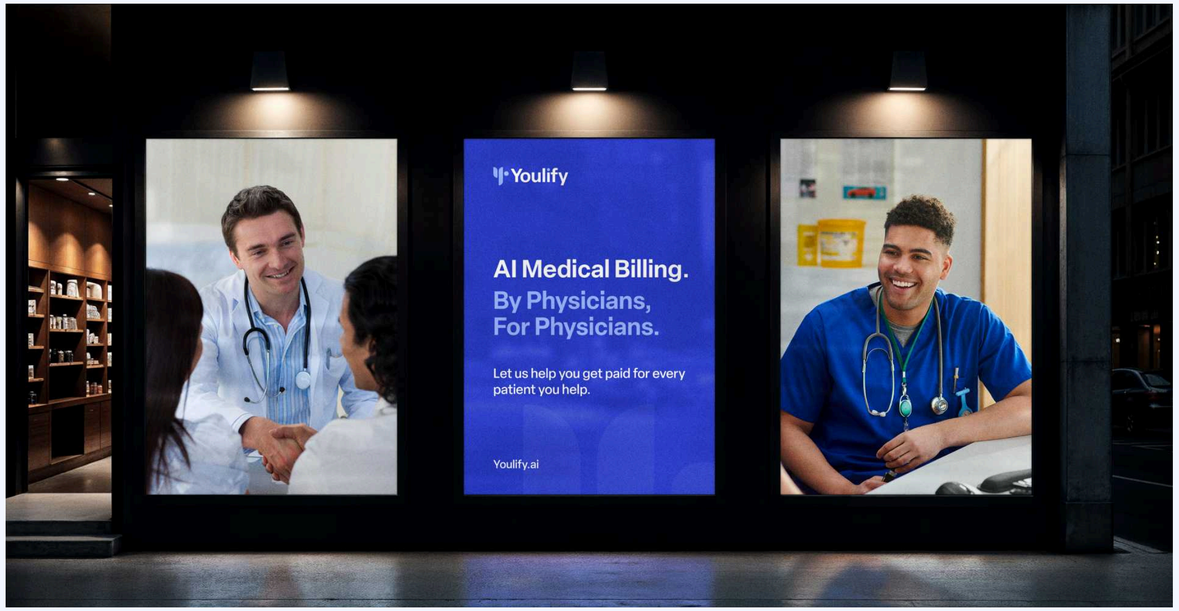
youlify.io

Youlify Design System

Virtual Backg

Youlify
AI Medical Billing.
By Physicians,
For Physicians.
Let us help you get paid for every patient you help.

Youlify manages all your billing—maximize revenue, gain clarity, and scale your practice, without the hassle.
Youlify is fueled by the leading purpose-built AI model for revenue cycle management, with human oversight.
From coding to denial management, insurance discovery to payer logic, we help you get paid for every patient you help.
Our proven track record speaks for itself.
$55M+
Recovered Claims
1.2M+
Processed Claims
1.5M+
Saved Clinical Docs
↓51 Days
AR Decreases
↓84%
Denial Reduction
90%+
Appeal Success Rate
Youlify
AI Medical Billing.
By Physicians,
For Physicians.
We help you get paid for every patient you help.


Youlify
AI Medical Billing.
By Physicians,
For Physicians.
Let us help you get paid for every patient you help.
Youlify.ai

Youlify
AI Medical Billing
By Physicians, For Physicians
www.youlify.ai
Youlify
AI Medical Billing
By Physicians, For Physicians
Youlify
John Smith
Business Development Representative
Youlify
Get Paid For Every Patient You Help.
AI medical billing solution, built by physicians for physicians.
Youlify.ai
demo@youlify.ai