

BRAND & STYLE GUIDE

Deepti Agarwal, MD

The Healthspan Compass™

A reference for consistent design, typography, color, and voice across every material carrying her name.

AUGUST 2026

Guidelines for the brand

This guide governs every touchpoint carrying Dr. Agarwal's name: her website, LinkedIn presence, conference materials, and any design work produced on her behalf. It is built directly from her existing website, deeptiagarwalmd.com, and extends its visual language into a complete, consistent system rather than introducing anything foreign to it.

POSITIONING

Precision medicine and regenerative therapeutics for people who refuse to accept decline as inevitable — delivered with the rigor of systems biology and the warmth of a physician who treats the whole person, not the isolated lab value.

CORE PHILOSOPHY

“Your biology isn't your destiny. With the right data, precision strategies, and regenerative interventions, the trajectory of aging becomes something we can actively influence.”

WORKING PHILOSOPHY

She works with high-impact individuals who understand that health is not a luxury, it is leverage. The goal is not merely to avoid disease, but to sustain vitality, clarity, and resilience across decades.

How the name is presented

There is no illustrated logo mark. Identity is carried by typography: a nameplate for Dr. Agarwal herself, and a distinct wordmark for her trademarked framework. Keep both exactly as shown below; do not compress letter-spacing, add effects, or substitute typefaces.

PRIMARY NAMEPLATE

DEEPTI AGARWAL, MD

FULL CREDENTIAL LINE (SECONDARY USE ONLY)

DEEPTI AGARWAL, MD, DABOIM, MSCP

FRAMEWORK WORDMARK

The Healthspan Compass™

Always include the trademark symbol on first or prominent use in any document. Never shorten to “the Compass” in a headline or title — shortened references are acceptable only in flowing body text after the full mark has already appeared once.

CLEAR SPACE & MINIMUM SIZE

Maintain clear space equal to the cap-height of the nameplate on all sides. Do not render the nameplate smaller than 14px in digital use or 10mm in print — the letter-spacing collapses illegibly below that.

03 · COLOR PALETTE

Built from the site's whites and golds

The website uses a restrained ivory-and-gold palette. This system extends it into a full working range without introducing new hues that would feel foreign to the existing site.

COMPASS GOLD — PRIMARY ACCENT

Gold 100 #F3E9D8	Gold 200 #E8D4B0	Gold 300 #DABE88	Gold 400 #C7A66E	Gold 500 · base #B08D57	Gold 600 #93713F	Gold 700 #745931

IVORY — BASE & BACKGROUNDS

Ivory 50 #FDFBF7	Ivory 100 #FAF7F2	Ivory 200 #F3EEE5	Ivory 300 #E8E1D6

CHARCOAL INK — TEXT

Ink 300 #A89C8E	Ink 500 #6B5F55	Ink 700 #4A413A	Ink 900 · base #2A2420

Usage ratio: roughly 65–70% ivory, 20–25% charcoal ink, 8–10% gold accent. Gold is a highlight color, never a fill color for large areas.

Extended palette for the four Compass domains

The Healthspan Compass has four named domains. Where they need visual differentiation (charts, icons, the compass diagram itself), use one muted accent per domain, each shown here in three working shades.

Metabolic & Hormonal Regulation



Signal & Activation



Structure & Load



Recovery & Repair



Do not: introduce bright, saturated colors anywhere in this system — no clinical blues, no wellness-industry pastels, no neon. Every color in this palette is intentionally muted. If a new application seems to need a color not shown here, desaturate and warm it until it belongs, rather than adding it as-is.

Cormorant Garamond & Inter

Cormorant Garamond carries every headline and moment that needs warmth or gravity. Inter carries everything functional: body copy, labels, navigation, buttons. The scale below is legibility-first, built up from a 16px body baseline.

Display • Cormorant Garamond Light • 48px

Precision Medicine for Optimal Healthspan

Section heading • Cormorant Garamond Medium • 32px

The Healthspan Compass™

Subheading • Cormorant Garamond SemiBold • 24px

Metabolic & Hormonal Regulation

Pull quote • Cormorant Garamond Italic • 24px

“Health is not a luxury, it is leverage.”

Body • Inter Regular • 16px

Today, she integrates deep clinical experience with a systems-level, data-driven model of care, where metabolism, hormones, inflammation, recovery, and regenerative capacity are evaluated together, not in isolation.

Label / button / navigation • Inter SemiBold, tracked • 13px

EXPLORE THE FRAMEWORK →

Four domains, one visual language

Any material referencing the Compass framework should use these four domain names exactly as written on the site, in this order, with their assigned accent color.

Metabolic & Hormonal Regulation

The system that orients everything else: energy production, inflammation, stress adaptation, metabolic timing.

Signal & Activation

Circadian rhythm, hormonal signaling, and nervous system readiness — how the body turns on.

Structure & Load

Strength, mobility, joint integrity, and pain resilience — what the body can physically carry.

Recovery & Repair

Sleep architecture, nervous system regulation, immune resolution, and tissue healing.

Rigor underneath, warmth on the surface

Every piece of writing carrying her name should sound like a physician who thinks and writes like an essayist, not a clinic brochure and not a wellness influencer.

DO

- Write in first person, specific and personal
- Let clinical rigor sit underneath the warmth, not on top of it
- Use real, lived detail over generic wellness language
- Trust the reader with nuance and open questions

DON'T

- Open with a tip or a listicle-style hook
- Use hashtag blocks or biohacker language
- Promise guaranteed outcomes or miracle results
- Reach for clinical-cold or overly corporate phrasing

REFERENCE LINES

"Health is not a luxury, it is leverage."

"Your biology isn't your destiny."

"Rather than asking whether something is broken, the Compass asks whether the body is oriented in the right direction."

Editorial, warm, real

Dr. Agarwal and every representation of the brand should be captured through real photography, not stock imagery. Illustration has its place — it carries the infographic-style content built for social media — but it is never used to depict her or to stand in for the brand itself. The overall feel stays clean and elegant, built on generous negative space and a real photographic presence, so the system reads as editorial rather than a generic healthcare design language.

DO

- Use real photography for Dr. Agarwal and any brand representation, candid over posed
- Reserve illustration for infographic-style social content only
- Leave generous negative space around every subject
- Keep the look editorial and elegant, never clinical

DON'T

- Use stock photography of generic doctors or healthcare settings
- Use illustration or AI-generated imagery to depict Dr. Agarwal herself outside approved, signed-off images
- Crowd a composition or fill space unnecessarily
- Let the system drift toward a generic healthcare look

The system in use

NAME CARD TREATMENT

Deepti Agarwal, MD

Precision in health, purpose in longevity.

BUSINESS CARD / CONTACT CARD

Deepti Agarwal, MD

THE HEALTHSPAN COMPASS

Precision Medicine & Regenerative Health
deeptiagarwalmd.com