

0.0

By Basement
Studio

Brand Guidelines

Introduction	1.0
Logo	2.0
Color Palette	3.0
Typography	4.0
Graphic System	5.0
Photography	6.0
Iconography	7.0
Layout	8.0
Visual System	9.0

- 1.1 Signal in the dark
- 1.2 What is Latent
- 1.3 Brand Foundations
- 1.4 From Data to Understanding

Introduction

1.0 - 1.4

Signal In The Dark

One intelligence. Two vantages.
In darkness, the system reveals its
architecture, vast, structural, seen
from above. In light, it reveals its nature,
precise, atmospheric, seen from within.
As above, so below.

What is Latent

Latent Health is an enterprise pharmacy intelligence platform that finds signal in complexity. We're the quiet architecture beneath healthcare operations—the controlled intelligence layer that changes how enterprises understand their pharmaceutical data.

We: Find signal in pharmacy complexity. Focus on precision data intelligence for enterprises. Enable teams to make faster, smarter decisions on pharmaceutical operations. Act as the controlled intelligence layer on which institutions can rely and build.

Latent Health is the enterprise pharmacy intelligence platform that brings signal to complexity. We're the only pharmacy infrastructure layer designed for modern institutions—bringing all their data systems into one place, in a simple and reliable way, offering clarity, precision, and confidence to operate.

Brand Foundations

Mission

To make pharmacy the intelligent engine of growth and care in modern medicine.

Latent Health enables pharmacy for the next era in medicine, where new therapies unlock health breakthroughs and specialty pharmacy plays a crucial role in financing healthcare.

Vision

To simplify the journey from diagnosis to health.

Creating a world where every healing journey is supported by the best possible clinical information, with no bottlenecks due to labor constraints, bureaucracy, or lack of communication.

Values

Radical Honesty

No downplaying the problem or the math

Proven Results

Every claim has a customer and a number behind it

Technical Integrity

Built around the AI, not bolted onto it

Sharp Conviction

A clear point of view, held publicly, in writing

Brand Concept

We're not just a platform of technology, we are a platform for change.

Latent Health exists to make sure the medicine that already exists actually reaches patients, by replacing the broken bureaucratic layer between diagnosis and treatment with intelligent automation.

Attributes

Grounded	Human	Rigorous
Bold	Principled	Authoritative

From Data to Understanding

This isn't about collecting more data.
It's about recognizing that intelligence
isn't built on volume—it's built on what
you actually see.

Latent is where pharmacy data stops
being noise and becomes
understanding.

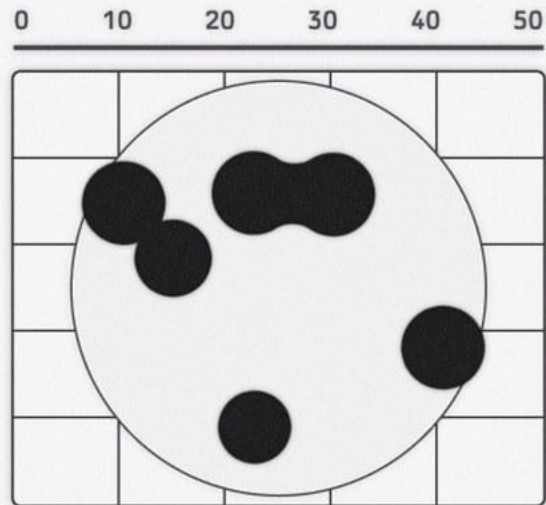


Fig. 03

Approval Bottleneck Hotspots

2.1	Brandmark
2.2	Wordmark
2.3	Logomark
2.4	Clearspace
2.5	Logotype Scale
2.6	Logomark Scale
2.7	Favicon Sizes
2.8	Correct Use
2.9	Correct Use
2.10	Logo Misuse
2.11	Partnerships
2.12	Tag

Logo

2.0 - 2.12

Brandmark

The lockup combines the logomark and wordmark into a single unified signature. It is the preferred version for most brand applications.



Wordmark

The wordmark is the typographic expression of the brand name, designed as a custom lettering piece that captures the brand's identity in its letterforms. Use the wordmark as the primary logo in headlines, hero sections, and any placement where the brand name alone needs to make a bold statement.

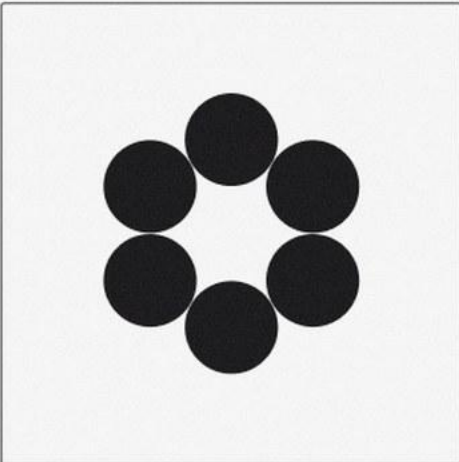
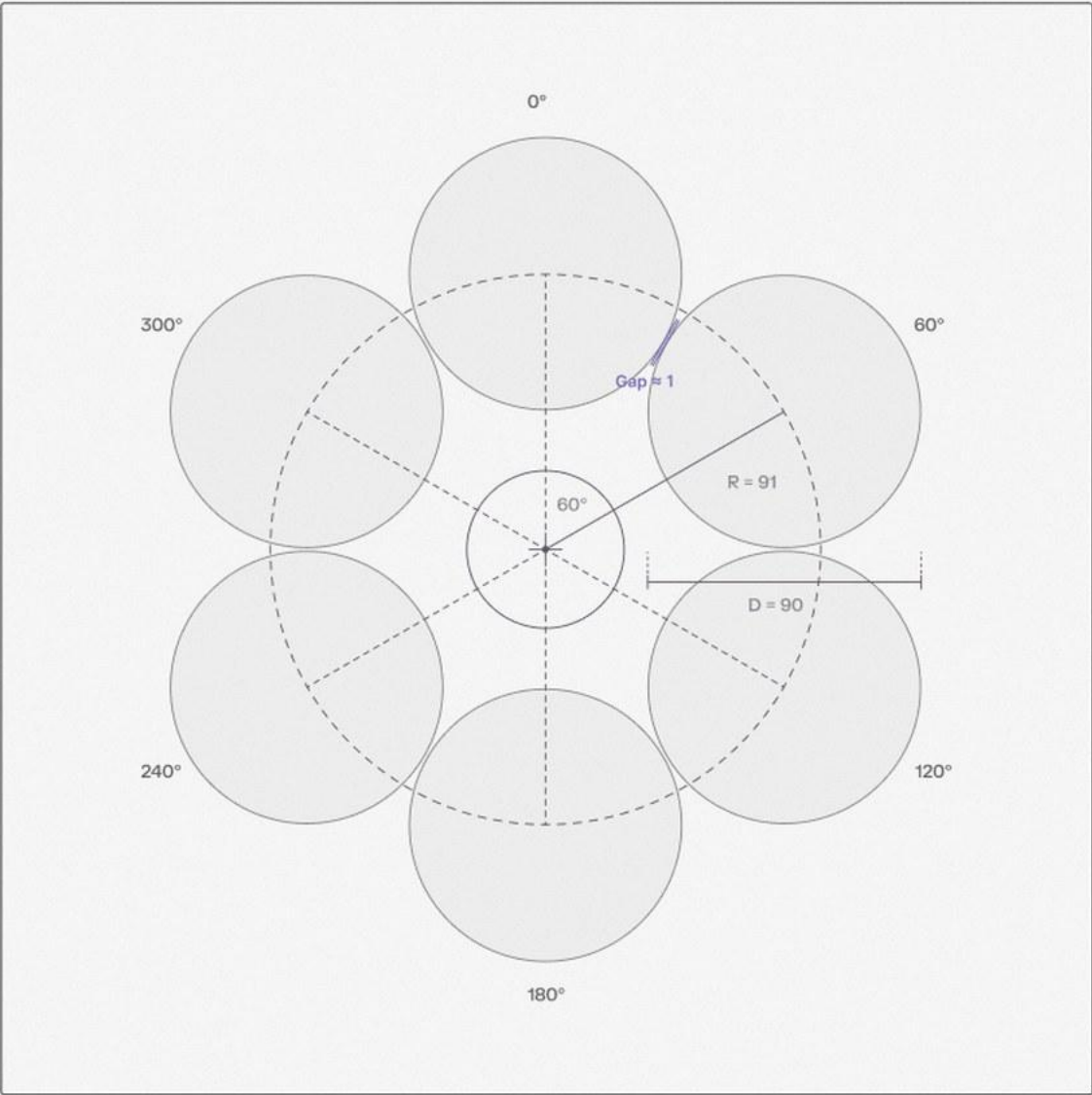


Latent

Logomark

The logomark is the natural evolution of the previous latent logo, transitioning from a rigid hexagon into six individual nodes. It keeps the heritage in the arrangement, six points in perfect hexagonal symmetry, the Structure state of the Signal Cluster system, fully ordered rather than loosely clustered.

That precision is what lets the mark read as connectivity and networked signal, while bridging brand history with a forward-looking, signal-driven identity. As a standalone mark, it remains legible and recognizable at any scale.



Measurements

Circle diameter (D)	90 px
Orbit radius (R)	91 px
Center-to-center dist.	91 px
Gap between adj. circles	= 1 px
Angular spacing	60°
Number of circles	6
Arrangement	hexagon

Circle Positions (from top, CW)

Circle 1	0°
Circle 2	60°
Circle 3	120°
Circle 4	180°
Circle 5	240°
Circle 6	300°

Clearspace

Adequate clear space ensures the logo remains visible and visually separated from surrounding elements. Maintain a minimum clear space equal to the height of the symbol around every side of the logo.



Logotype Scale

Using the logo below its minimum size reduces readability and weakens brand recognition. Always use the largest practical size while respecting layout constraints.

 Latent

1X

 Latent

1.5X

 Latent

2X

 Latent

3X

 Latent

4X

 Latent

6X

 Latent

8X

Logomark Scale

The isotype scales across three sizes, large, medium, and small, each calibrated to hold its shape and read clearly at that size.



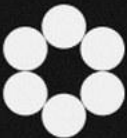
Large
Width: 100pt



Medium
Width: 40pt



Small
Width: 18pt



Large
Width: 100pt



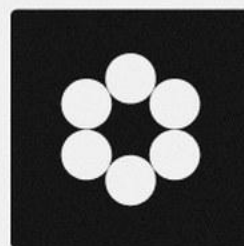
Medium
Width: 40pt



Small
Width: 18pt

Favicon Sizes

At these small sizes, the logomark works as a favicon or app icon, in both square and circular crops, staying legible and instantly recognizable across the full range, from 180×180 down to 16×16.



180x180



128x128



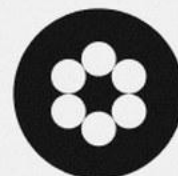
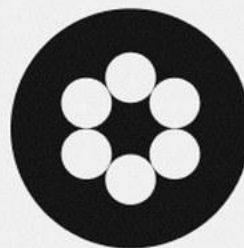
64x64



32x32



16x16

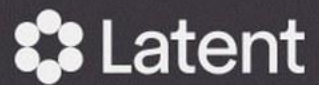
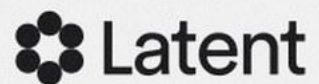


Correct Use

When applying the logo across different backgrounds, it is essential to ensure optimal legibility and strong visual impact.

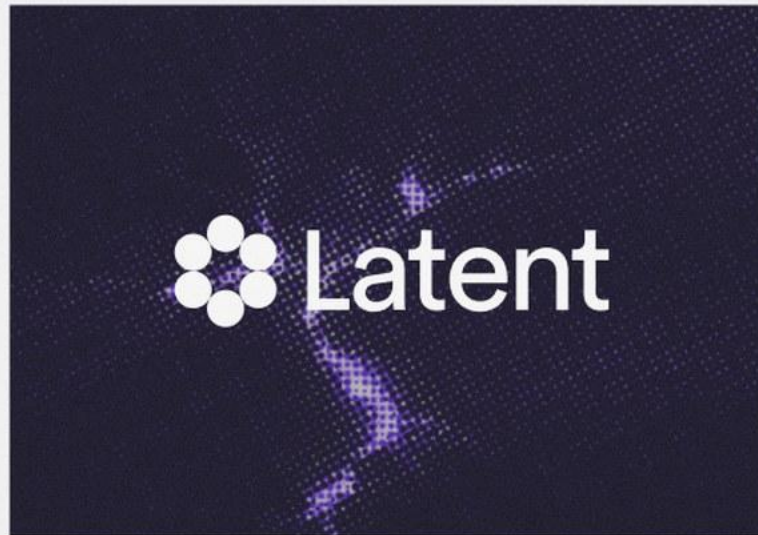
On light backgrounds, the Onyx version of the logo should be used.

On dark backgrounds, the White Smoke version should be used.



Correct Use

Avoid placing the logo over visually busy images. If necessary, use a solid black at 30% opacity to create greater contrast.



Logo Misuse

Avoid making substantial modifications to the logo such as warping, distorting, changing the proportions, or choosing visually awkward orientations and placements.



✗ Do not warp/distort



✗ Do not change the logo disposition



✗ Do not apply black drop shadows



✗ Do not change proportions



✗ Do not use multiple colors



✗ Do not outline the logo

Partnerships

Latent uses three separators when appearing alongside other brands:

x = Collaboration — joint initiatives and campaigns where both brands actively participate.

+ = Integration — technology partnerships and combined solutions expressing added capability.

| = Institutional coexistence — neutral separator for corporate materials and presentations.

When using any separator, maintain proper sizing and minimum spacing. Optical adjustments may be necessary to achieve visual balance.



SPACING
REFERENCE:

1\2 LOGOMARK



Tag

For Latent's tagline, spacing is defined using a unit equivalent to two-thirds the width of the logomark. This measurement ensures balance and visual consistency across the entire brand.



SPACING
REFERENCE:

1× CIRCLE WIDTH



The Connective Layer.



The Simplest Way To
Run Hospital Pharmacy.



One System, Every Signal.







Benjamin Le Roux
Software Engineer ↓

EMAIL
BASED
TEL

WWW



BENJAMIN@LATENT.COM
SF, CALIFORNIA
+55 49 3320 2220

LATENT.COM

THE CONNECTIVE LAYER

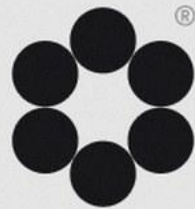
-39.333



LATENT HEALTH

LOGOMARK

-39.333



LATENT HEALTH

LOGOMARK

-39.333



LATENT HEALTH

LOGOMARK



3.1
3.2
3.3

Primary Colours
Color Proportions
Color Combinations

Color Palette

3.0 - 3.3

Primary colors Primary colours form the core of the visual identity and should be used consistently across all branded materials. They establish recognition and create the foundation for the entire colour system. The primary palette represents the brand's most recognizable colours. These colours should appear consistently across products, communications, marketing materials, and digital experiences to reinforce brand recognition.	Off White			Dusk		
	HEX	#FAFAFA	RGB	250, 250, 250	CMYK	0, 0, 0, 2
	White Smoke			Haze		
	HEX	#F5F5F5	RGB	245, 245, 245	CMYK	0, 0, 0, 4
	Platinum			Light Lavender		
	HEX	#EBEBEB	RGB	235, 235, 235	CMYK	0, 0, 0, 8
	Taupe			Pale		
	HEX	#57505C	RGB	87, 80, 92	CMYK	5, 13, 0, 64
	Shadow			Mauve		
	HEX	#342F37	RGB	52, 47, 55	CMYK	5, 15, 0, 78
	Onyx			Slate Blue		
	HEX	#131215	RGB	19, 18, 21	CMYK	10, 14, 0, 92
	Deep Black			Amethyst		
	HEX	#0A0A0A	RGB	10, 10, 10	CMYK	0, 0, 0, 96

Color Proportions

The colour palette is distributed in deliberate proportions to maintain visual balance across all applications.

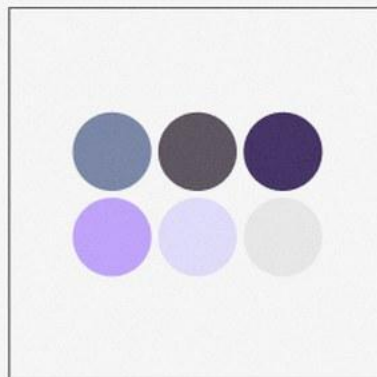
Neutral tones; Off White, White Smoke, and Platinum, dominate as foundational surfaces, while the violet family; Light Lavender, Pale, Mauve, Slate Blue, occupies a measured secondary presence.

Darker tones anchor the palette with weight and contrast.



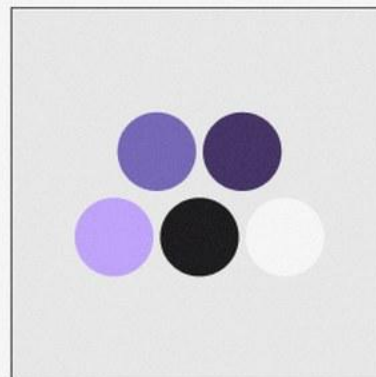
Color Combinations

Approved colour combinations help maintain visual consistency while ensuring sufficient contrast and accessibility.



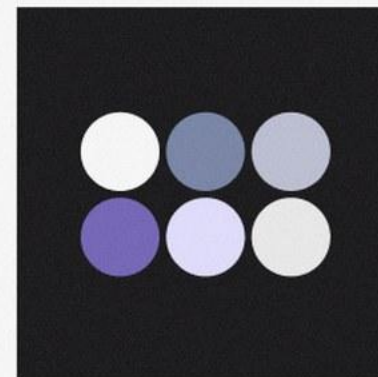
Enterprise pharmacy
intelligence that
works in silence,
speaks in certainty.

MORE INFO AT LATENT.COM



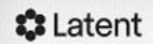
Enterprise pharmacy
intelligence that
works in silence,
speaks in certainty.

MORE INFO AT LATENT.COM



Enterprise pharmacy
intelligence that
works in silence,
speaks in certainty.

MORE INFO AT LATENT.COM



LATENT _ index

0002

0043

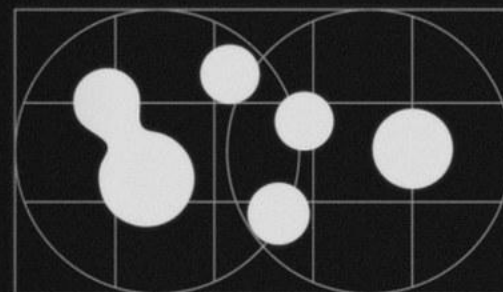
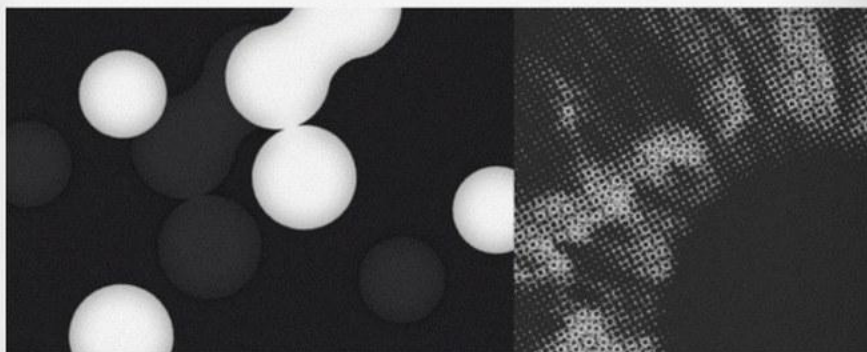
0012

_ Connective Tissue

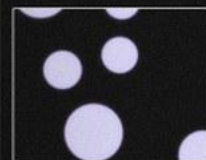
0002

0043

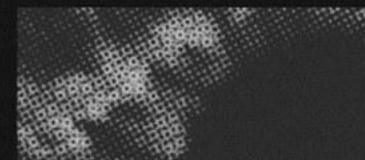
0012



0 10 20 30 40 50



LTN-01



Nothing pending.

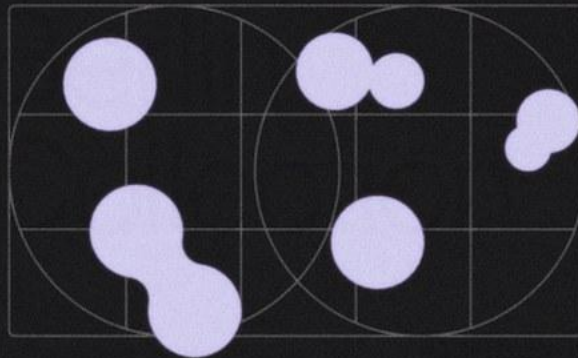
00 1 Prior Auth
2 Intelligence

PA-00 - 02.A

Where the
waiting ends.

SYSTEM: PHARMACY INTELLIGENCE ACTIVE **
COMPONENT: CLINICAL AGENTIC ENGINE **
> DOMAIN: HEALTH SYSTEM OPS \ **
> STATUS: RUNNING - - - - - **

The Layer Beneath



0 10 20 30 40 50 60 70 80

Some systems announce themselves. Latent works underneath — in the gap between systems never built to connect. It reads, routes, resolves. What surfaces is only the outcome: access on time, a patient who never feels the wait.

— More info at
latenthealth.com

4.1 - 4.2

Typefaces

4.3 - 4.4

Type Hierarchy

4.5

Type Scale

4.6

Layout Examples

4.7 - 4.8

Replacements

Typography

4.0-4.8

Typefaces

The identity uses two complementary typefaces that balance clarity with precision.

FK Grotesk is the brand's primary voice, clean and contemporary. It carries display type, interface labels, and narrative text, everywhere the system speaks directly to a person rather than presenting data.

FK Grotesk, Regular

Glyphs

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()_+~[]
{ } | ; ' " < > , . ? / ~ `

AaBb

Typefaces

Latent Mono grounds the system in technical rigor. It's used for data, code references, and technical information, the same register that runs through Network Diagrams, coordinate labels, and anywhere the system needs to read as measured rather than narrated.

Latent Mono

AaBb

Glyphs

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()_+-=[]
{ } | ; ' " < > , . ? / ~ `

Type Hierarchy

These parameters establish a foundation for presenting clinical intelligence with clarity and visual hierarchy. Adjustments may be necessary based on specific contexts, from patient outcomes dashboards to clinical documentation.

FK Grotesk should always be used in its regular variable for titles, subtitles, and body copy across all contexts, ensuring clarity and visual hierarchy with legibility across high-information layouts.

For technical precision, such as deidentification parameters, data query structures and clinical codes, Latent Mono serves as the essential supporting font, reinforcing the platform's commitment to structured, verifiable intelligence.

FK GROTESK
VARIABLE:REGULAR,
SIZE:86 PX,
LINE HEIGHT:100%,
TRACKING:-2%

Give your data the intelligence it deserves.

FK GROTESK
VARIABLE:REGULAR,
SIZE:32 PX,
LINE HEIGHT:100%,
TRACKING:-2%

Our pharmacy intelligence platform extracts signal from noise, transforming unstructured clinical data into structured, searchable insights.

FK GROTESK
VARIABLE:REGULAR,
SIZE:24 PX,
LINE HEIGHT:110%,
TRACKING:0%

Every integration is documented. Every insight is verified. Every decision is backed by complete clinical context, deidentified and secure. We handle the hard work of understanding so your team can focus on what matters: better patient outcomes.

LATENT MONO
VARIABLE:REGULAR,
SIZE:14 PX,
LINE HEIGHT:110%,
TRACKING:0%

EXTRACT SIGNAL FROM CLINICAL NOISE, SURFACE STRUCTURED INTELLIGENCE.

Type Hierarchy

Our typographic hierarchy establishes a clear structure for organizing content, ensuring readability and consistency across all brand communications.

Give your users the API docs they deserve.

Our developer tools simplify the process, transforming complex integrations into intuitive workflows.

High graphical fidelity, content/scenario creation, and reporting metrics have been seamlessly integrated right from day one. Our focus on delivering top-notch visual quality ensures an immersive experience, while our intuitive tools empower users to effortlessly create and customize their own captivating scenarios.

[GET A DEMO >](#)[CASE STUDIES](#)

YIYANG ZHANG



BENJAMIN LE ROUX



SARAH JAMESON



DEBBIE SIMONSON

Type Scale

A controlled progression that establishes visual hierarchy across all applications. Each size is deliberate—designed to move information clearly through space without visual noise. The scale works at every distance: commanding on display, legible at body copy, precise at captions.

From H0 (200px) down to Mono (14px), each step maintains proportion and purpose. Use these sizes as the foundation for all typography. Don't interpolate between them. Let the gaps create breathing room; let the hierarchy do the work.

H0
200px

Architectu

H2
128px

Architecture

H3
96px

Architecture

H4
72px

Architecture

BODY
24px

The intelligence beneath the surface, quietly orchestrating everything you need.

BODY S
18px

The intelligence beneath the surface, quietly orchestrating everything you need.

CAPTION
14px

The intelligence beneath the surface, quietly orchestrating everything you need.

MONO
14px

THE INTELLIGENCE BENEATH THE SURFACE, QUIETLY ORCHESTRATING EVERYTHING YOU NEED.

A set of foundational compositions that showcase the typographic hierarchy and the correct application of each style.

System-status text is always set in monospace, uppercase labels followed by a colon or brace, with nested detail lines indented and prefixed by >, so the block reads like a live terminal log rather than static copy.

Latent

Latent's clinical agentic engine powers it all.

Identify gaps, accelerate approvals, capture value—automatically.

THE INTELLIGENCE BEHIND PHARMACY

Latent

Latent's clinical
agentic engine
powers it all.

Enterprise
Pharmacy
Intelligence

```
SYSTEM: PHARMACY INTELLIGENCE    ACTIVE  **
COMPONENT: CLINICAL AGENTIC ENGINE
> DOMAIN: HEALTH SYSTEM OPS      \
> STATUS: RUNNING - - - - -      ..
```

LATENT HEALTH

FIELD NOTES

48,210

THERAPY

2026

APPROVED

San Francisco, CA

Where the waiting ends.

"Latent gives us back time. Time with patients, time for clinical judgment. It's the infrastructure layer that let us stop drowning in process."

DR. CATHERINE NELLS
PHARMACY OFFICER, PACIFIC
REGIONAL HEALTH

"Latent's real superpower is taking on that heavy lifting behind the scenes, so our top clinical talent can stay focused on what truly matters: caring for patients."

Deborah Simonson,
Chief Pharmacy Officer,
Ochsner

Replacements

When using Google tools such as Google Slides or Sheets, free fonts may be required. Here are some Google Fonts alternatives you can use if replacements are needed.

HOST GROTESK
VARIABLE:REGULAR,
SIZE:86 PX,
LINE HEIGHT:100%,
TRACKING:-2%

Give your data the intelligence it deserves.

HOST GROTESK
VARIABLE:REGULAR,
SIZE:32 PX,
LINE HEIGHT:100%,
TRACKING:-2%

Our pharmacy intelligence platform extracts signal from noise, transforming unstructured clinical data into structured, searchable insights.

HOST GROTESK
VARIABLE:REGULAR,
SIZE:24 PX,
LINE HEIGHT:110%,
TRACKING:0%

Every integration is seamless. Every insight is verified. Every decision is backed by complete clinical context, deidentified and secure. We handle the hard work of understanding so your team can focus on what matters—better patient outcomes.

GEIST MONO
VARIABLE:REGULAR,
SIZE:14 PX,
LINE HEIGHT:110%,
TRACKING:0%

EXTRACT SIGNAL FROM CLINICAL NOISE, SURFACE STRUCTURED INTELLIGENCE.

Replacements

When using Google tools such as Google Slides or Sheets, free fonts may be required. Here are some Google Fonts alternatives you can use if replacements are needed.



Download Host Grotesk

For Titles & Paragraphs
Variables: Regular

DOWNLOAD GEIST MONO

For For Code & Miscellaneous Elements
Variables: Regular

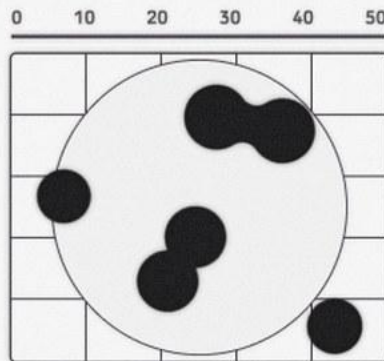
5.1	The Foundation
5.2	States
5.3	Materials
5.4	Trace Style
5.5	Structure Plates
5.7	Where they live
5.8	Signal Cluster Studio - Logic
5.9	Signal Cluster Studio - Interface
5.6	Colors
5.10	Deep Field Imagery
5.11	Analogue Treatment
5.12 - 5.13	Network diagrams
5.14	Network Diagrams on Images

Graphic System

5.0-5.14

The Foundation

Signal Clusters are the language that expresses Latent's core concept, "as above, so below," one intelligence sensed from different distances. It carries the idea through a single, recurring building block: the unit.



States

The Unit

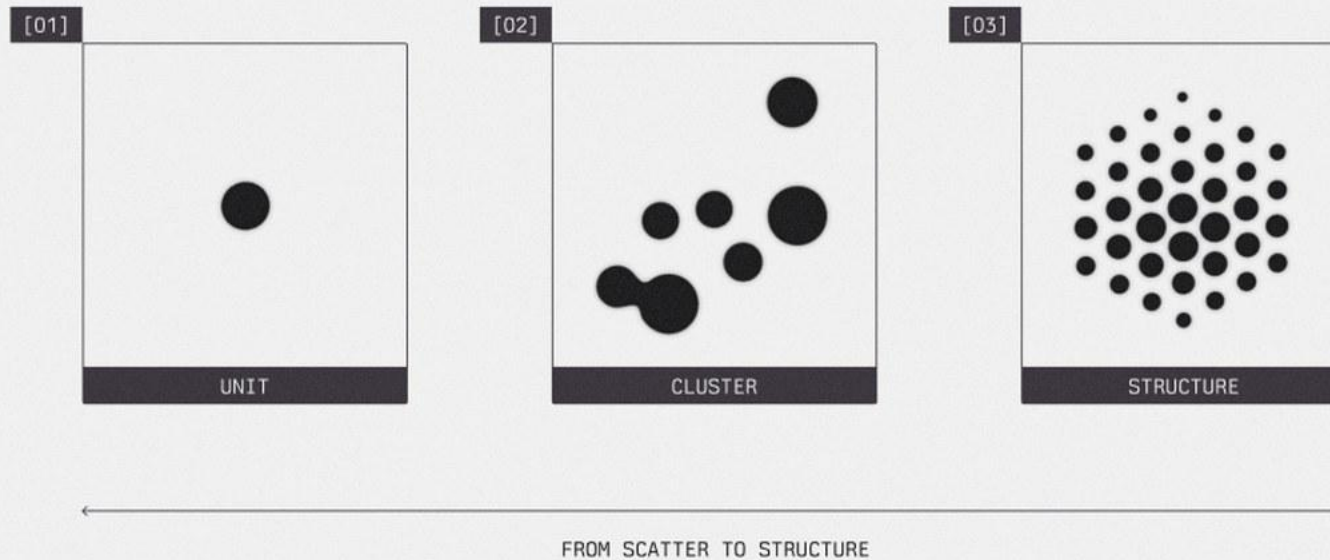
The smallest piece of this graphic system, a single point with no inherent shape of its own. It's not a state, it's the material every state is built from. On its own it carries no meaning, it only becomes a Signal Cluster once it starts multiplying and relating to other Units.

Cluster

Units grouped loosely together, with no defined shape. The most abstract state, no resemblance to anything recognizable. Dispersed and controlled by our own conditions so it feels calculated and connected.

Structure

Units arranged in a fully ordered, repeating pattern, fully measured and contextualized. One unit, one continuous progression, moving from total abstraction to full legibility, Cluster to Structure.



Materials

Signal Clusters can take different forms depending on the context.

Organic

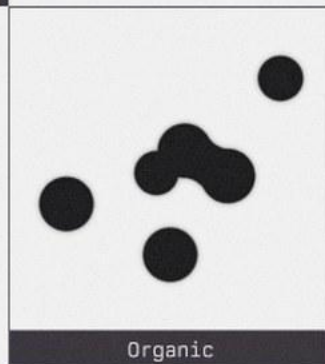
Rounded, dispersed, the biological register of the system, "so below."

Hexagonal

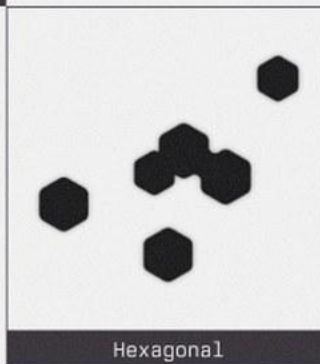
Built from the same atomic logic as the logo, the structural register of the system, closer to circuitry and machine intelligence than to cells.

Same behavior, same underlying logic, two different textures for two different halves of the same idea. Organic tends to show up where the brand wants to feel human, biological, felt rather than measured. Hexagonal tends to show up where the brand wants to feel technical, structural, closer to the agentic system itself, loaders, transitions, backgrounds for anything speaking to the intelligence layer directly.

[01]



[02]



Trace Style

Trace is the default rendering style for every Signal Cluster. Each unit has five stacked effects that simulate ink on paper. All use Normal blend, zero offset, so the halo stays centered.

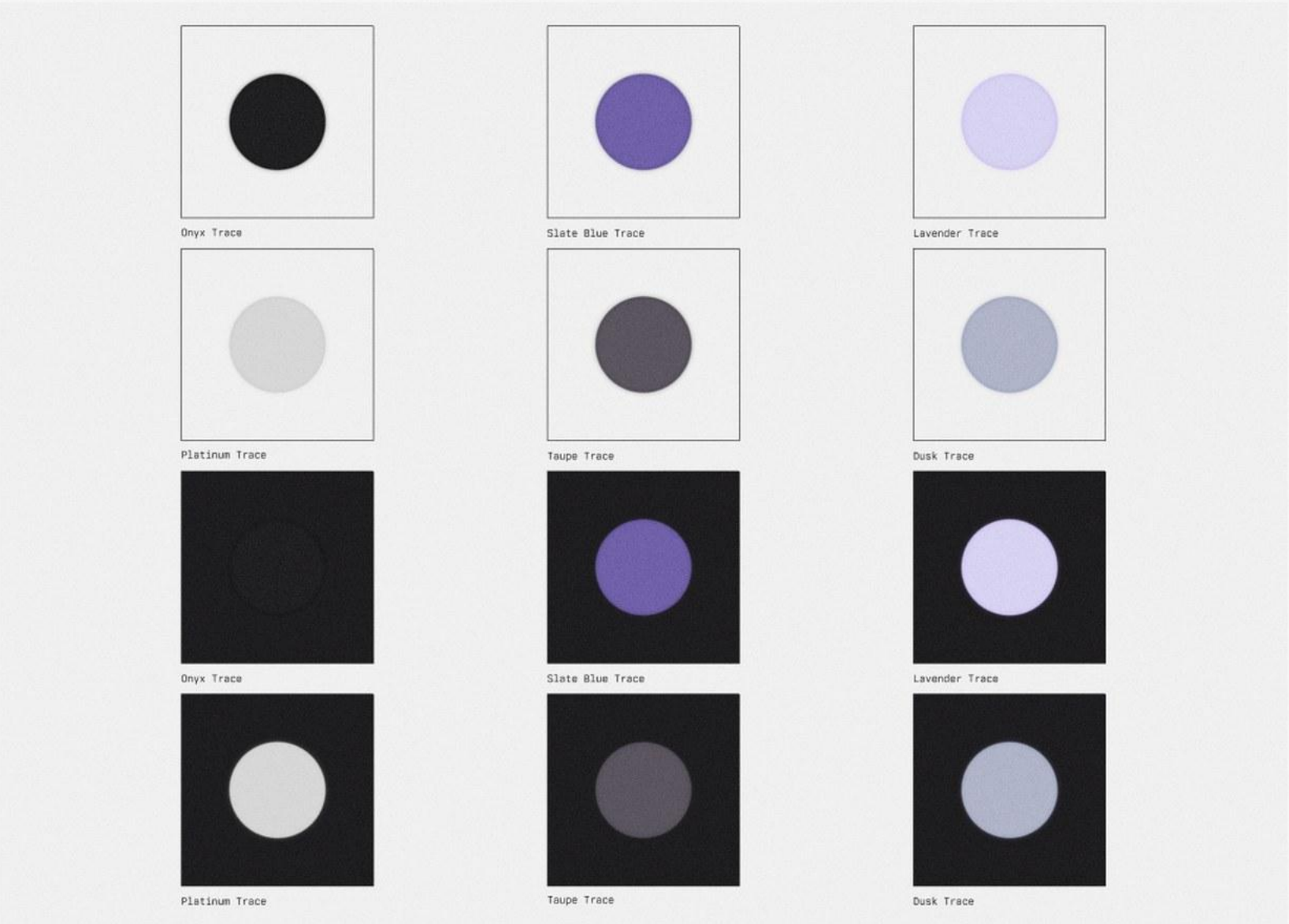
How to create the effect

- Drop shadow, radius 1.08, 60 percent
- Drop shadow, radius 6.31, 30 percent (25 for Lavender and Platinum)
- Inner shadow, radius 5.66, 60 percent
- Layer blur, radius 0.77
- Noise, 37 percent (Lavender 10)

Six color variants (fill / effects)

- Onyx #131215 / #000000
- Slate Blue #7262B7 / #3D2B60
- Lavender #E2DFFF / #C0A1FF, noise #EBEBEB
- Platinum #EBEBEB / #CCCCCC
- Taupe #57505C / #272329, noise #37313A
- Dusk #BCBFD3 / #7783A6
- Light and dark share the same fills and effects. Only the container changes: dark is #131215, light has no fill.

To keep this consistent across the system, we saved the full stack as a custom effect style in Figma. There's no need to rebuild it. Just apply Trace and every unit carries the same ink on paper treatment automatically.



Structure Plates

A dense, scientific-plate-style composition set within a coordinate grid, used specifically to demonstrate intelligence under control.

It's an expression of Cluster in the process of being studied, mapped, and measured, showing scattered signal being organized in real time, with Structure appearing only as a reference point of arrival.

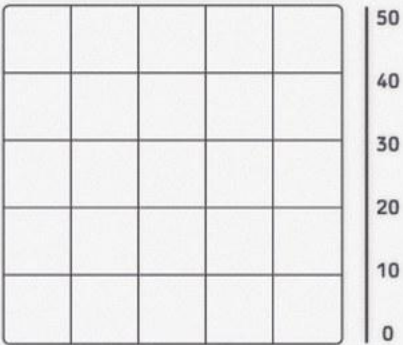


FIG.01

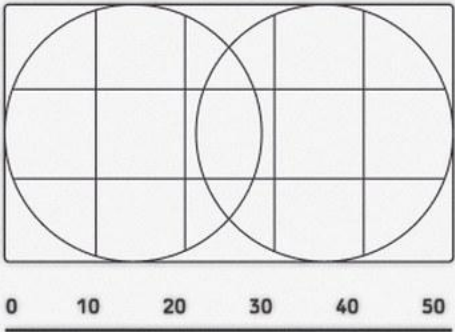


FIG.02

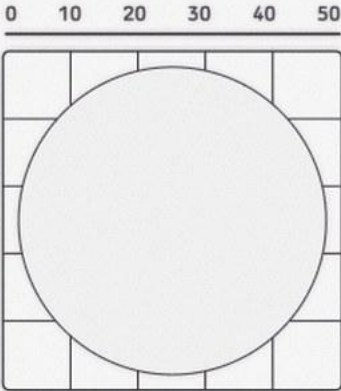


FIG.03

Colors

Each composition pairs one color for Cluster with one for Structure Plates, always within the same coordinate grid, so the two elements read as part of a single measured system.

Light Mode

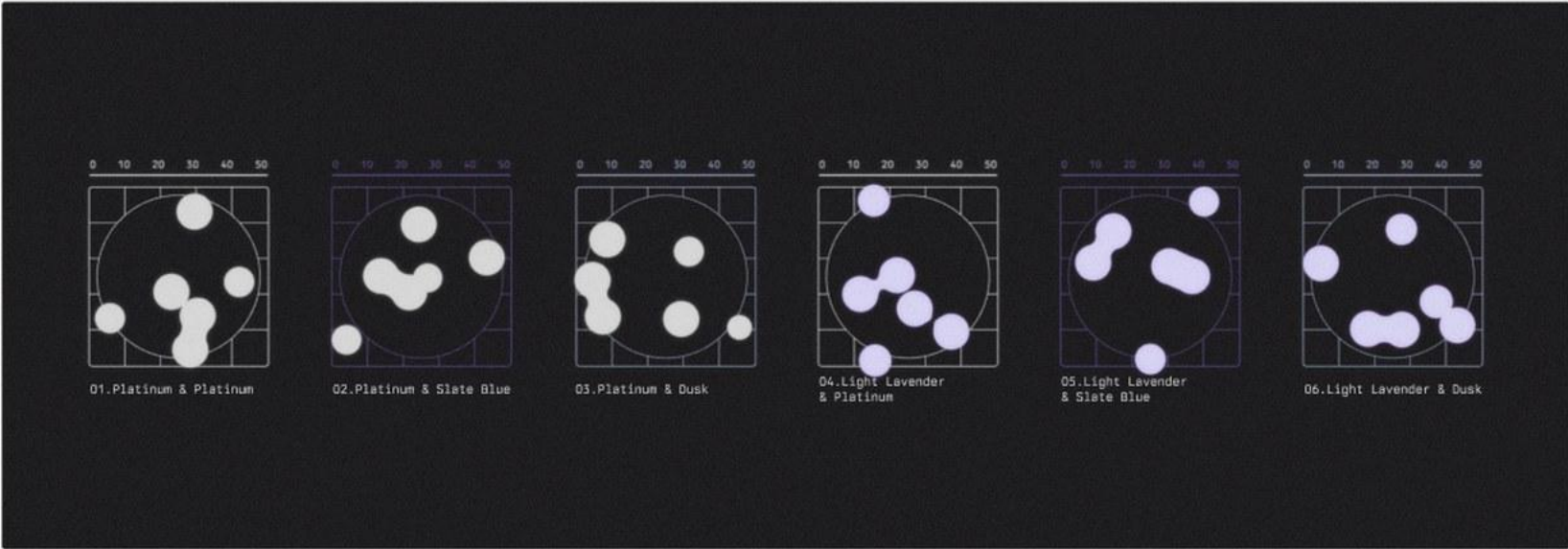
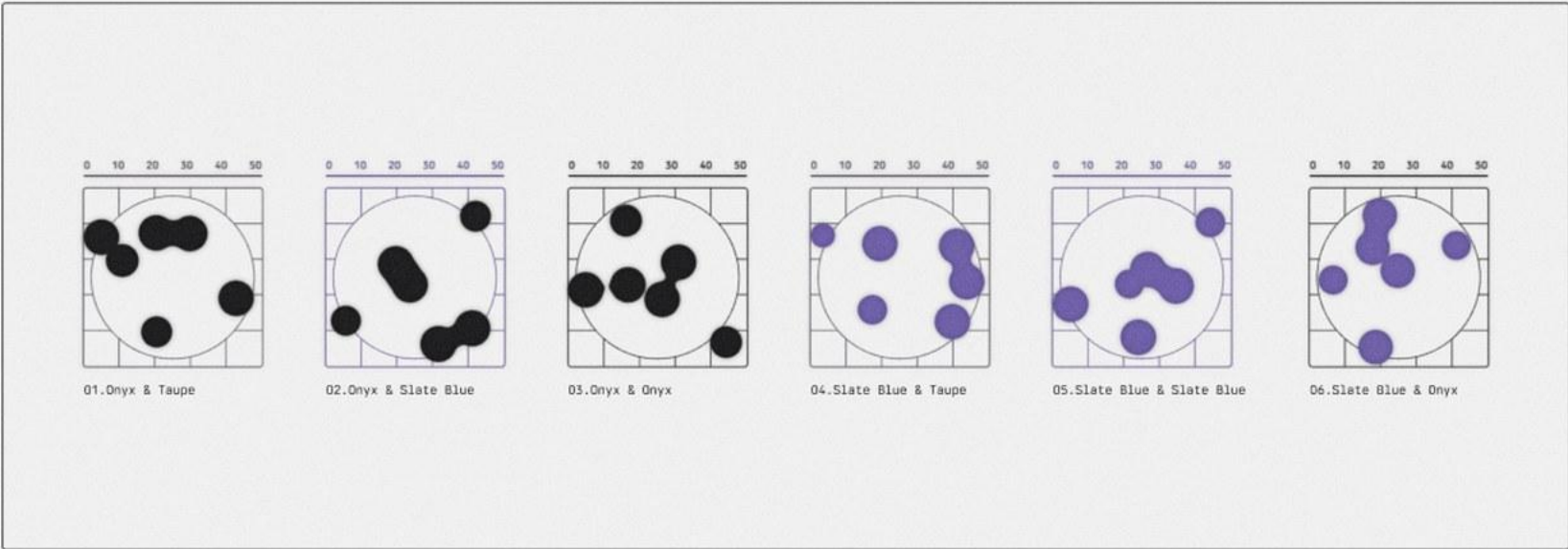
Cluster: Onyx or Slate Blue.

Structure Plates: Three selectable colors depending on need; Taupe, Slate Blue, or Onyx.

Dark Mode

Cluster: Platinum or Light Lavender.

Structure Plates: Three selectable colors depending on need; Platinum, Slate Blue, or Dusk.



Where they live

Clusters

Lives where signal hasn't resolved yet: gathering data across sources, loading and thinking states, transitions, and the "before" side of a feature story. It's the system still working, so it always needs context around it, whether that's text, UI, or motion, to read as calculated rather than random.

Structure

Lives where the system has already resolved: confirmed states, completed tasks, icons, patterns, and the "after" side of a feature story. It also carries the functional weight of the system, dashboards, data visualization, product iconography, because it reads as dependable and repeatable.

FIG.01

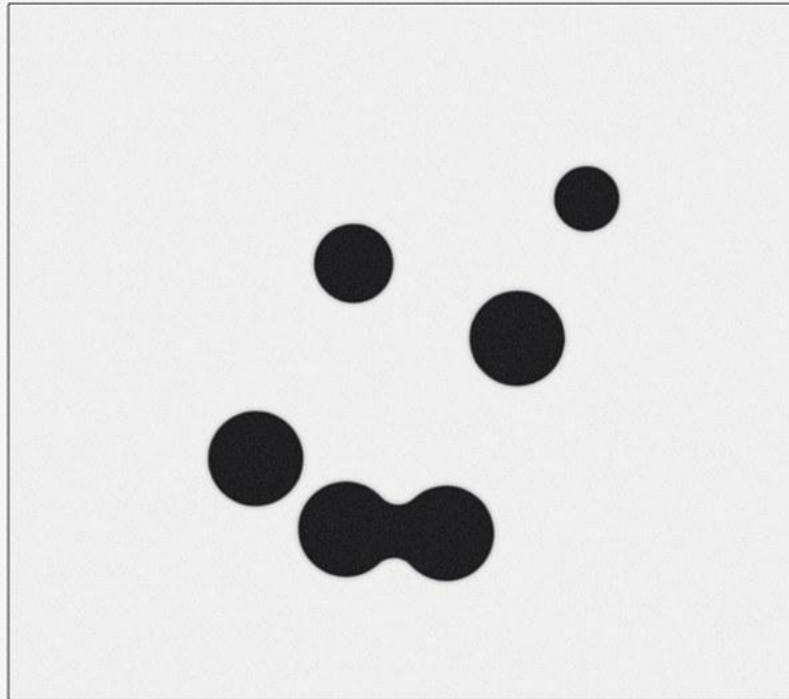
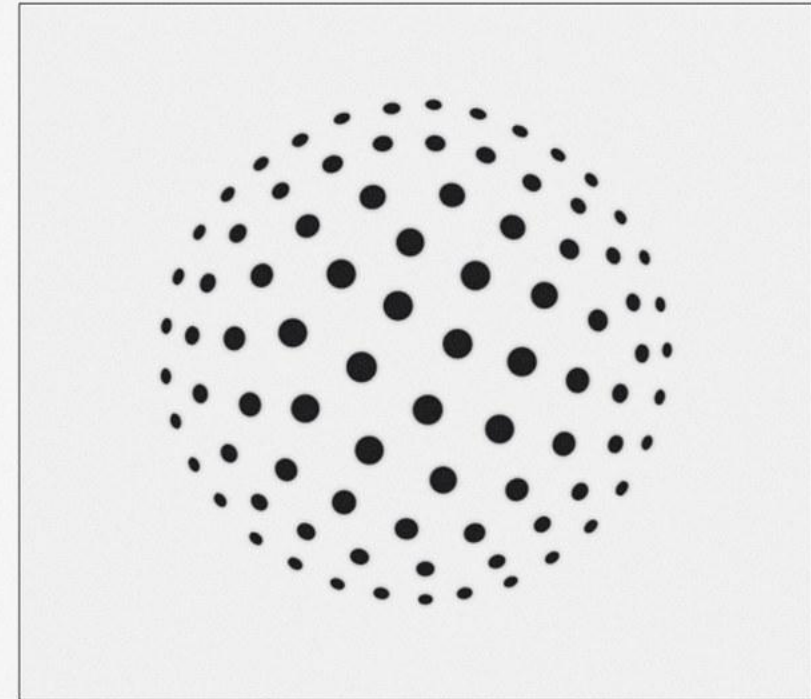


FIG.02



Signal Cluster Studio - Logic

A generative dot-cluster system representing connection, signal, and the clustering of ideas, the visual shorthand for how scattered information becomes structure. Used across the brand wherever we need to express data, network, or thought coming together: dividers, loading states, backgrounds, or standalone graphic moments.

The system

What looks random is never actually random. Every cluster sits on an invisible elliptical structure with hidden orbital paths that anchor each node's position.

The ellipses are never shown in real use. They exist only as an internal scaffold, keeping every composition ordered underneath, no matter how organic it looks on the surface.

Fig. 01 - The cluster

The final output: nodes of varying size, some merging into blob shapes, in a composition that reads as loose and organic.

Fig. 02 - The structure

An illustrative breakdown, shown just to explain the logic. The orbital paths are made visible to show that clusters are not random, every node sits on one of them.

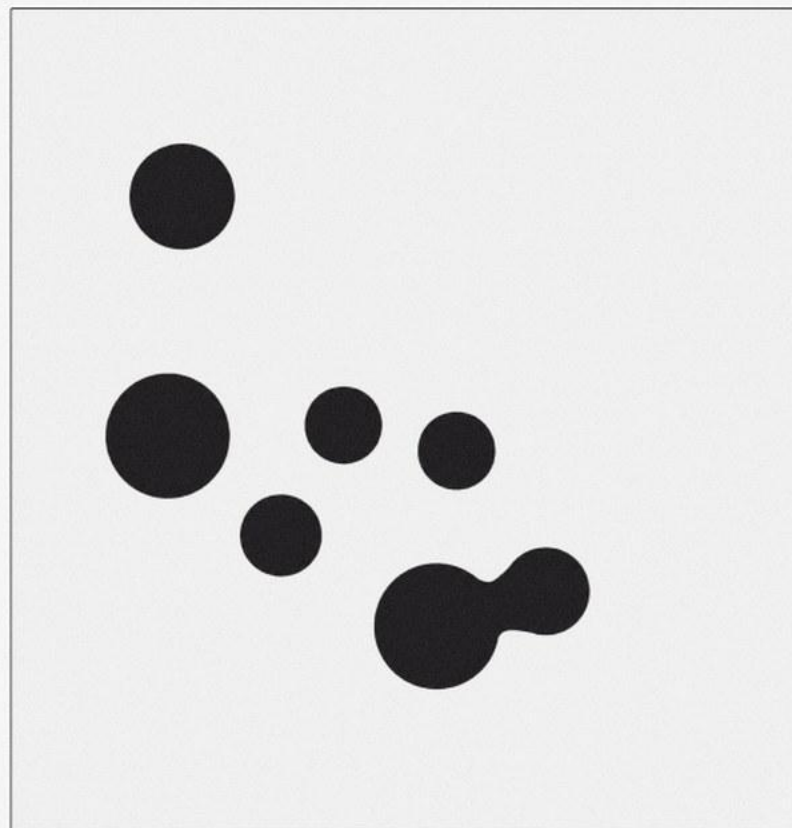


FIG. 01

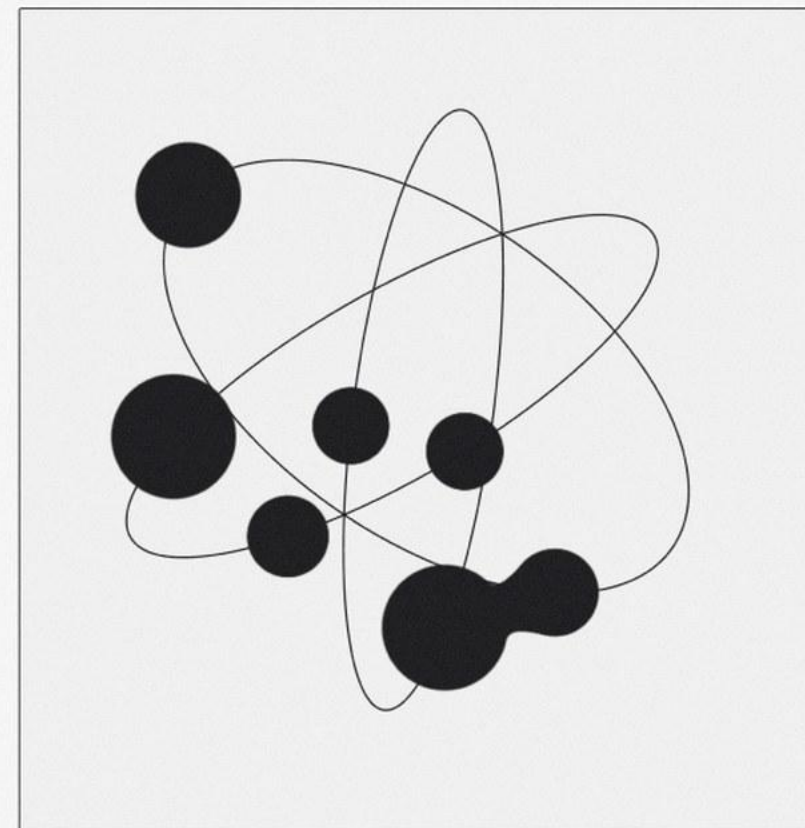
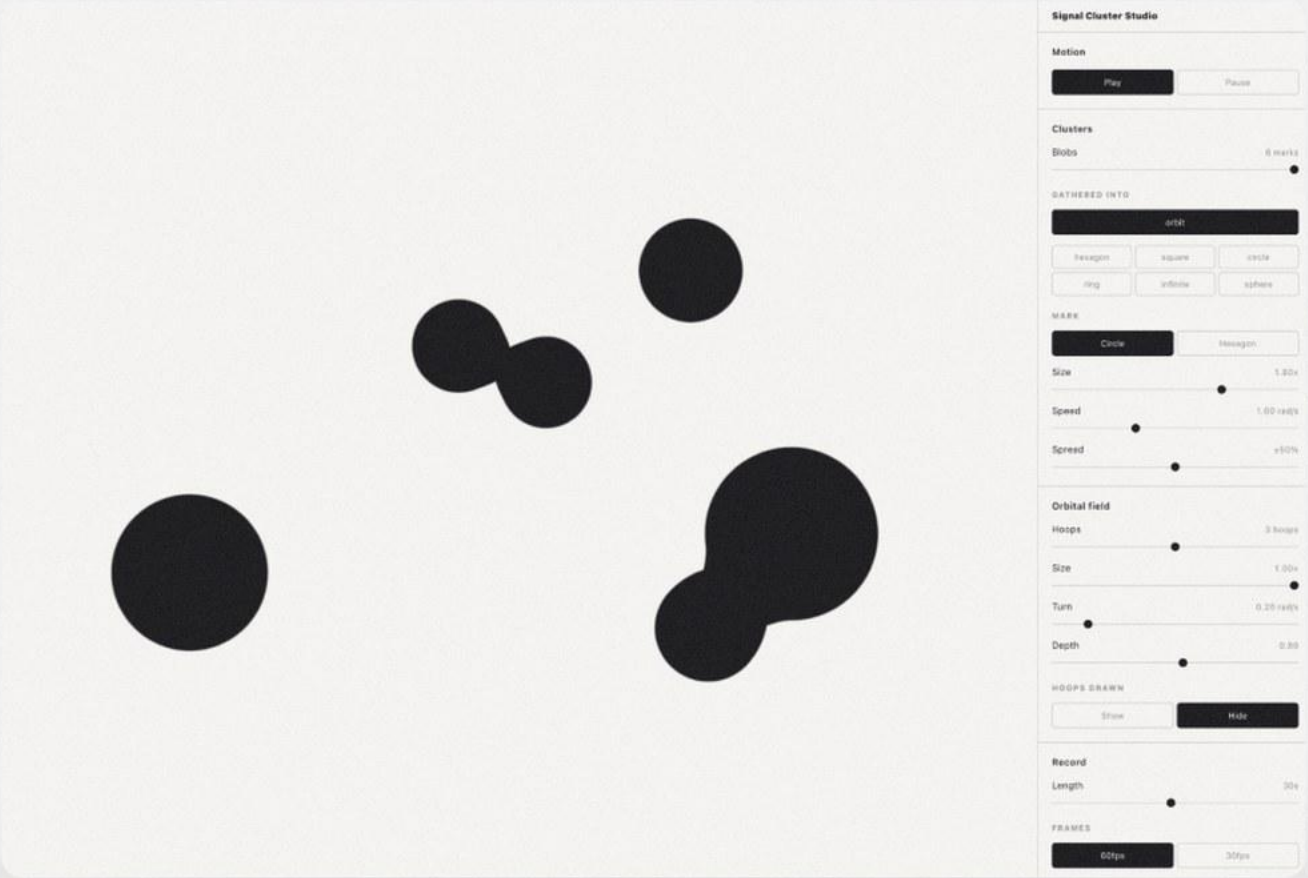


FIG. 02

Signal Cluster Studio - Interface

Signal Cluster Studio is where this system runs live. Clusters ride the invisible orbital paths, each one moving at its own pace, spaced so no two ever sync up and the composition never repeats. What looks organic on screen is fully controlled underneath, every value is exposed as a setting.

From here, a cluster can also leave its orbital path and settle into one of six fixed structures, hexagon, square, circle, ring, infinite, or sphere, moving freely from any one to any other. The interface lets you adjust how many clusters are in play, how they're gathered, and how the orbital field itself behaves, then record the result straight to video or loop it seamlessly for use on a page.

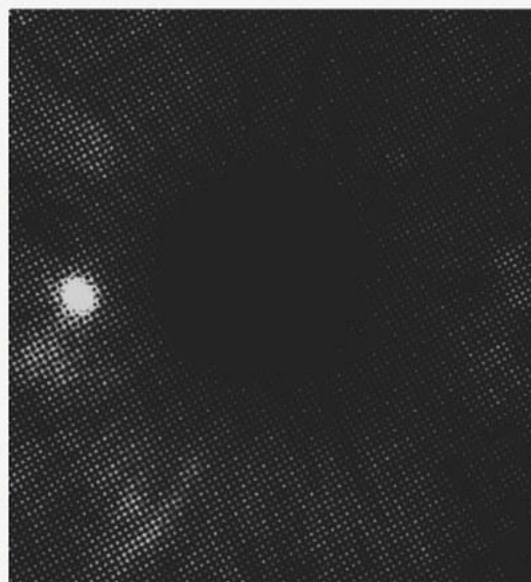
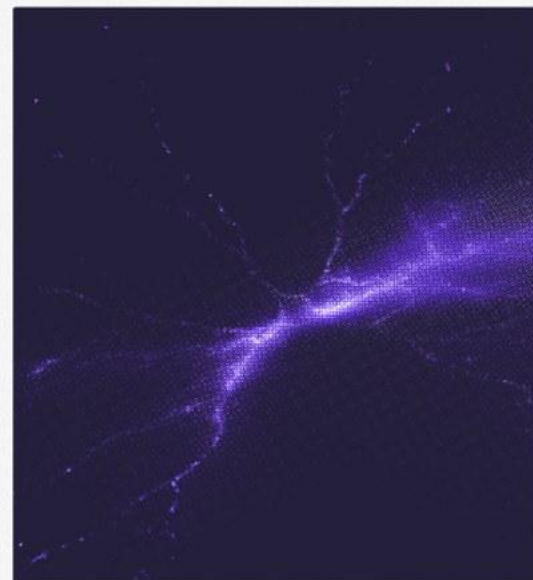
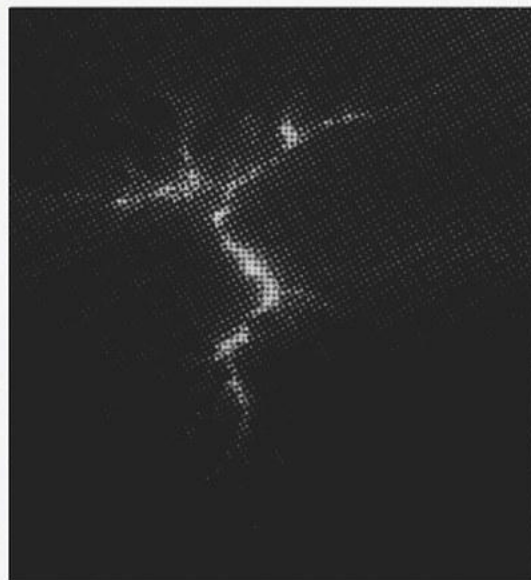
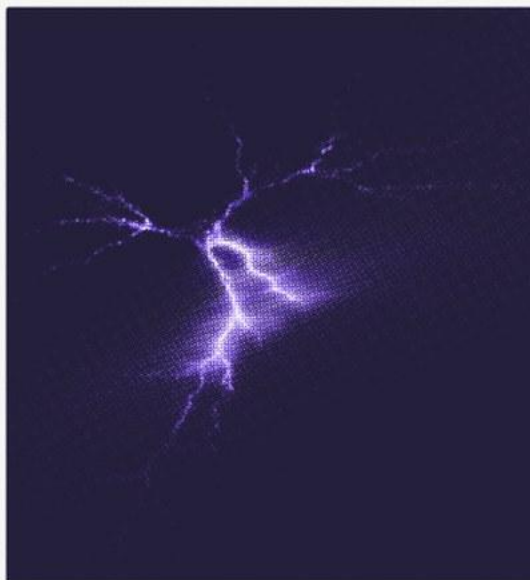


Deep Field Imagery

Deep Field Imagery applies the same halftone dot logic as Signal Clusters, scaling photography into abstract signal—neurons, branching lightning, cosmic structures that read equally as cellular or human. An iris photographed close becomes radial texture rather than an eye. The ambiguity holds: cosmic, cellular, or human, all contained in one frame.

Color

In dark mode, monochromatic violet renders through density alone—faint signal in shadow, peak brightness where it concentrates. In light mode, it converts to black and white to maintain register, or stays in color when needed.



Analogue Treatment

01 Source

Start from a deep field image, dense light against dark space.

02 Halftone

Apply Figma's native Halftone shader.

Dot \ CMYK
Dot size 4
Dot scale 1.07
Softness 0.09
Rotation -165°
Center 50%, 50%
Clip to alpha enabled

03 Flatten

Copy the result as PNG (⌘C) and paste back as a flat image to lock the effect.

04 Color

For full color:

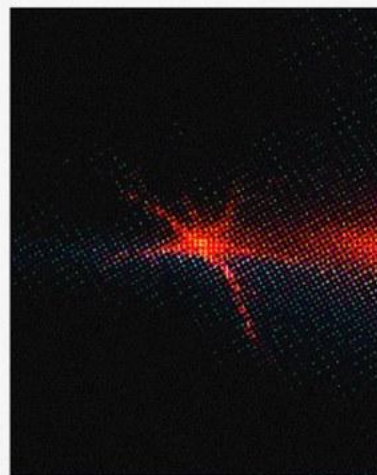
- Apply a Mauve fill layer set to Hue blend mode
- Add a Slate Blue fill at 32% opacity with Lighten blend mode

For monochrome:

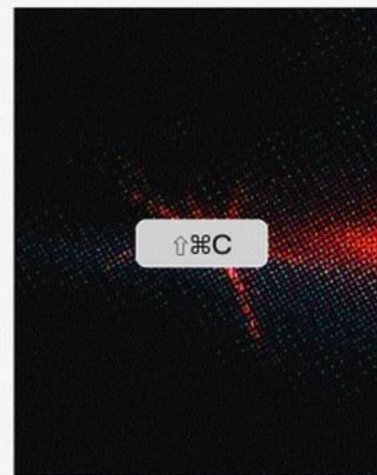
- Replace the Mauve fill with Deep Black
- Change the Slate Blue fill's blend mode to Luminosity



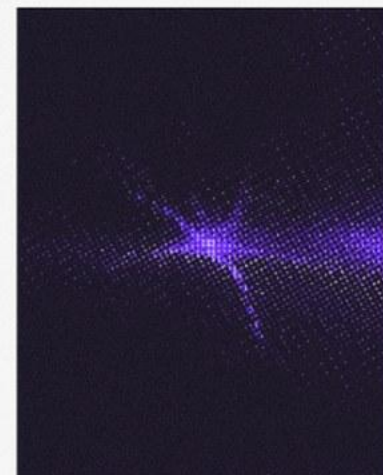
01
SOURCE



02
HALFTONE



03
FLATTEN



04
COLOR

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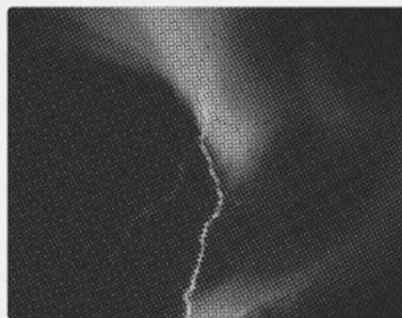
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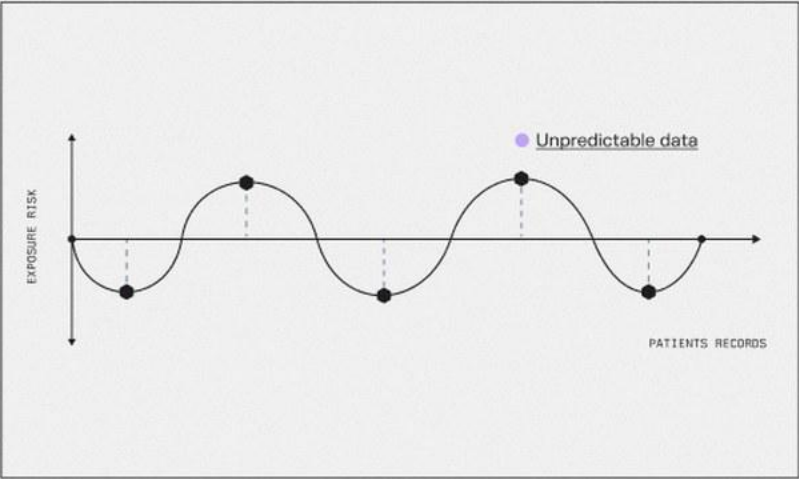
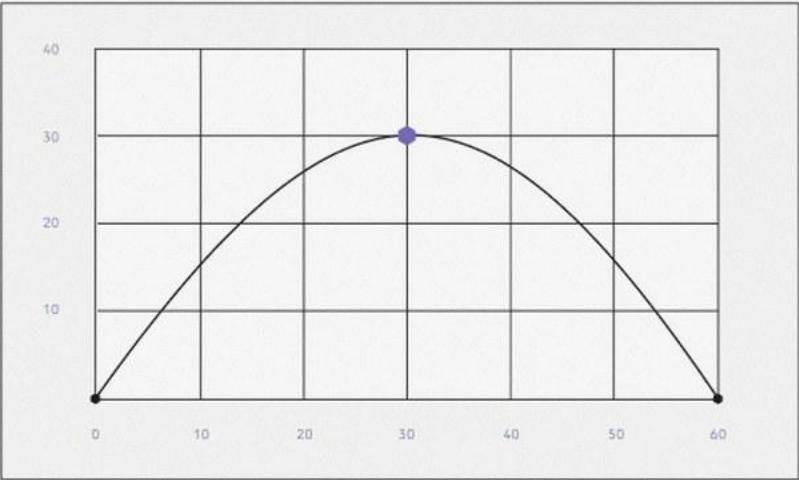
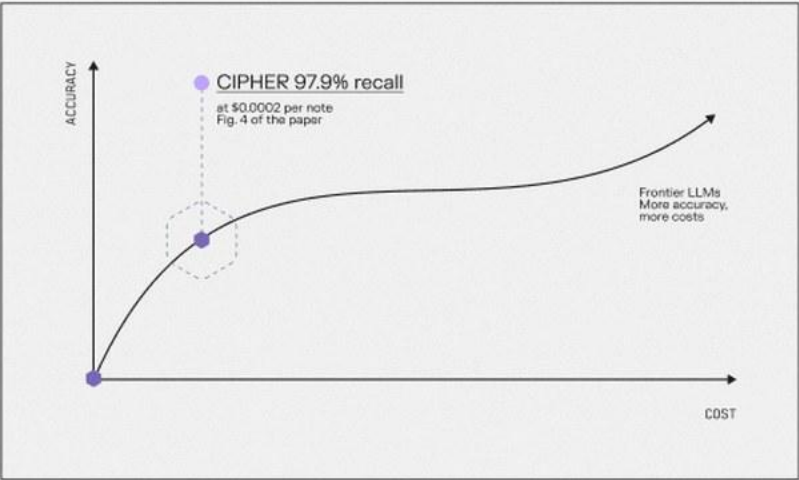


Yiyang Zhang

Network diagrams

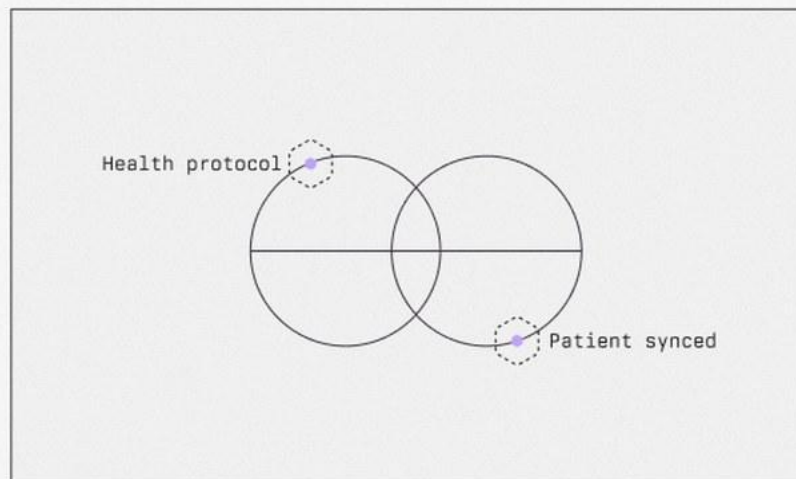
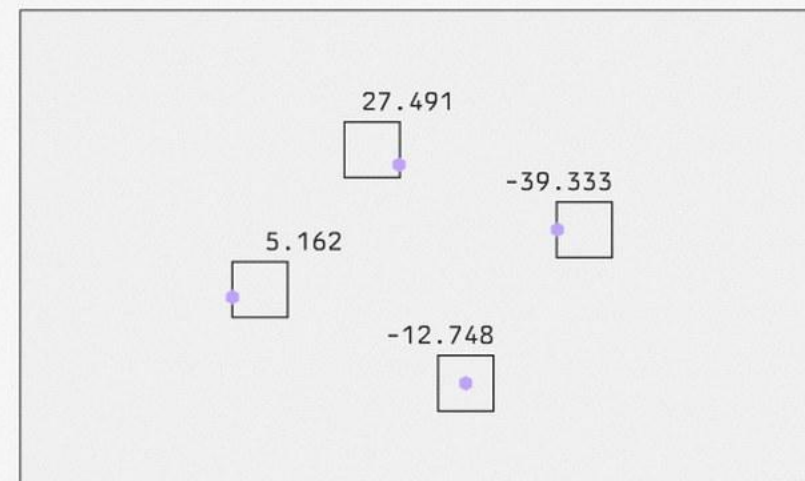
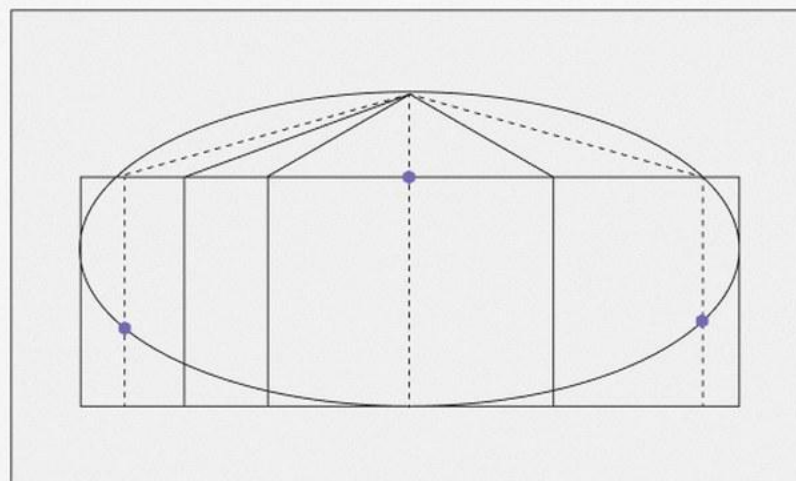
Network Diagrams map the connective logic of the system: nodes, connectors, branching paths, and technical annotation, every node and label carrying the same precise register. Every node takes a hexagonal form, so the network always reads as structural, closer to circuitry than to cells.

This is the sparse end of that spectrum, where a Network Diagram is barely more than an instrument reading, a single metric plotted against an axis, function with almost no ornament, closer to data than to design.



Network diagrams

At the other end of that same spectrum, the logic shifts from measuring to connecting, points relating to each other across space, ideas linking together, or that same vocabulary layered onto imagery as a Micrographic, turning the image itself into something being read rather than just data being plotted.



Network Diagrams on Images

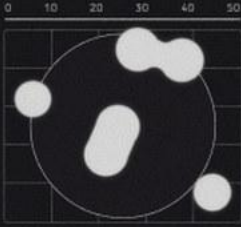
A network diagram transforms a static image into evidence of relation. It can highlight the critical moment within a scene, trace a pathway, or simply acknowledge that nothing stands alone. Use sparingly. Use with intention.



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Quiet Architecture for Healthcare

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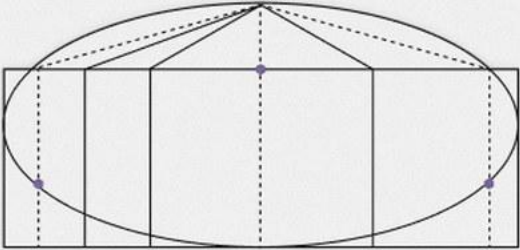


The diagram features a large circle containing several smaller circles of varying sizes. A horizontal axis at the top of the diagram is labeled with values 0, 10, 20, 30, 40, and 50. The circles are arranged in a way that suggests a network or a spatial distribution within a defined boundary.

Latent

The Intelligence Healthcare Needs

GET A DEMO >



The diagram shows a large oval shape divided into several vertical sections by dashed lines. A horizontal axis at the top of the diagram is labeled with values 0, 10, 20, 30, 40, and 50. The sections are arranged in a way that suggests a process or a system with multiple components.

6.1
6.2

Portrait System
Lifestyle Photography

Photography

6.0-6.2

Portrait System

A tight, consistent format for profiles, speakers, team members, and clients. No scrim, no context, subject and background only. Pure and deliberate.

Framing

Individual portrait, bust, or half-body. Relaxed gaze slightly off-axis or toward camera. Natural engagement without forced corporate warmth.

Light

Soft, even frontal light. No hard shadows. No dramatic direction. The background shouldn't compete with the subject—it recedes.

Grain & Color

Subtle, consistent grain throughout. Cool gradient: indigo to blue on the technical register. Every portrait maintains the same restraint, never overshadowed by atmosphere.



Subtle gradient background

A barely-perceptible gradient, reading almost as a clean cutout. The most versatile variant, works for insertion into any application across the system.



Soft gradient background

A visible transition from white toward a solid tone. Adds brand identity without losing the neutrality of the near-cutout variant.



Solid violet background

A deep, saturated gradient reading almost as a solid field. Stronger brand presence, for applications where more contrast or visual hierarchy is needed.

Lifestyle Photography

Loose framing with scene and environment. Shows real moments in action, not staged.

Style

Always color. Soft, natural diffused light. No hard shadows. Genuine gesture, never posed. Asymmetric composition, subject off-center. Warm, slightly retro grading (70s register)—restrained enough to never compete with the system's violet.

We Can Show

Team moments, real work in progress. Calm individual portraits in context. Everyday details: coffee, notes, hands, eyes, body fragments. Tight crops that emphasize gesture and feeling rather than identity.

We Avoid

Stock poses, forced smiles at camera. Visible branding, props, flat studio light. Groups posing in rows; anything that reads corporate rather than candid. Anything clinical or forensic.





latent

"Latent's real superpower is taking on that heavy lifting behind the scenes, so our top clinical talent can stay focused on what truly matters: caring for patients."

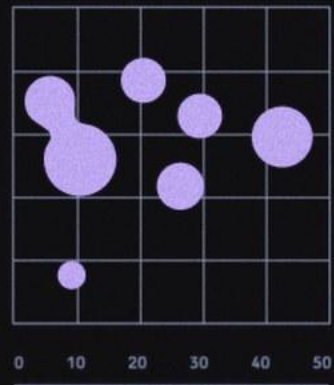


Deborah Simonson,
Chief Pharmacy Officer,
Ochsner

[→ Read article](#)



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80%

Patient data lives across
fragmented notes. Most of it
goes unread—and unused.



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LATENT HEALTH

FIELD NOTES



48,210

THERAPY

2026

APPROVED

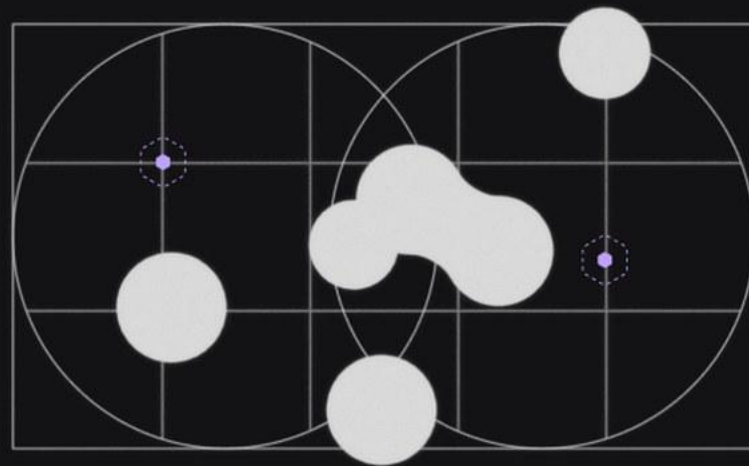
San Francisco, CA

Where the waiting ends





AUGUST 25, 2026



Yiyang
Zhang

Product Designer



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Learn how modern data governance frameworks
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Patient Data Requires
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Join Latent Talks with Benjamin Le Roux on healthcare
data security. Discover how to build robust protection
frameworks that support clinical operations.

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Healthcare Data
Deserves Better Security
With Benjamin Le Roux



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Latent talks is happening. come for the insights on
clinical deidentification, stay for a conversation with
people who actually understand your problems.

Latent | Talks

Friction was accepted.
Not anymore.
With Debbie Simonson



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7.1
7.2
7.3

Geist Icons
Possible Uses
Instructions

Iconography

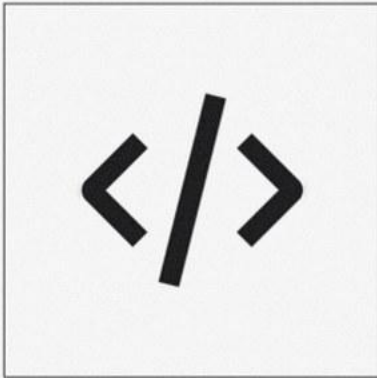
7.0-7.3

Geist Icons

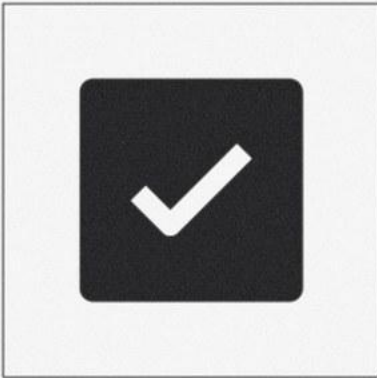
Our icon library of choice is Geist Icons in regular width—a minimalist and precise icon set designed for modern digital interfaces. With a clean, geometric aesthetic inspired by Swiss design principles, these icons prioritize clarity, simplicity, and functionality. Their sharp, adaptable design ensures they remain crisp at any size, making them ideal for responsive and high-resolution applications.



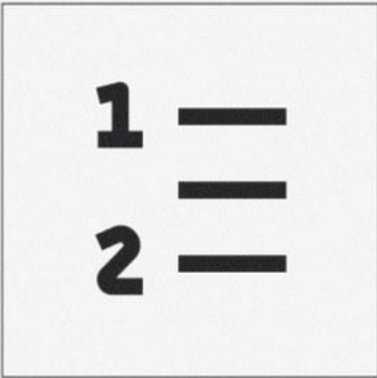
ANALYTICS ICON
168 PX



CODE WRAP
168 PX



CHECK SQUARE
168 PX



LIST ORDERED
168 PX



LAYERS
168 PX



API
168 PX



ARROW CIRCLE UP
168 PX



CHART ACTIVITY
168 PX

Possible Uses

Icons can enhance product features, improve clarity in UI elements like cards, and enrich graphics and diagrams across various applications.



Trusted By Leading Health Systems

Built for HIPAA compliance.
Designed for the operators
running modern pharmacy
operations.

CORE INTELLIGENCE



Deidentification At Scale



Prior Auth Automation



Integrates Anywhere



Intelligent Systems Behind The Scenes

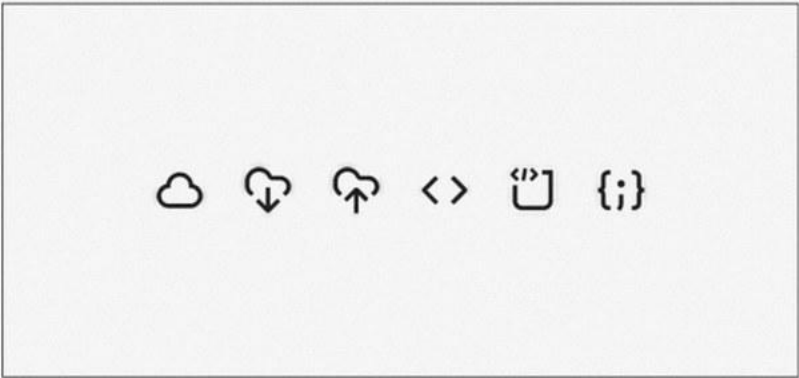
Clinical workflow automation that operates
with quiet precision. Machine intelligence
handling the complexity so your team
focuses on care.

Instructions

Go to Geist Icon Set tab on the Latent's Branding Figma file.

Icons are organized by categories or in alphabetical order. To find icons more quickly, enter a keyword in the search bar at the top left.

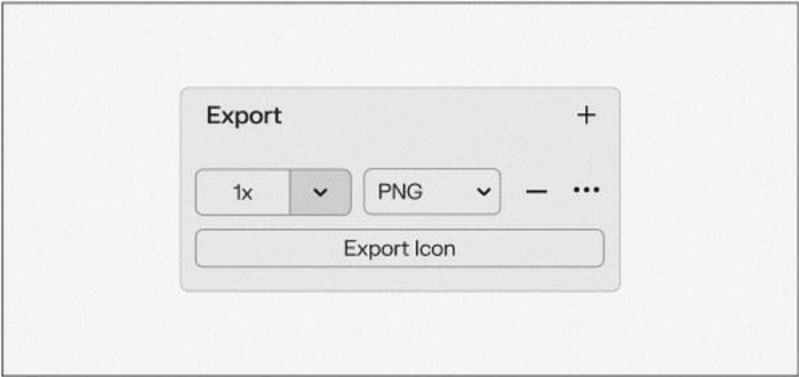
To use an icon, simply copy and paste it into your Figma design. To export it, click on the icon and select Export at the bottom right, then choose your preferred format.



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SEARCH FOR YOUR ICON



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COPY AND PASTE THE ICON INTO
YOUR DESIGN



\ 03
IF EXPORTING, CLICK THE ICON
AND SELECT EXPORT, THEN CHOOSE
YOUR FORMAT

8.1 - 8.2

Grid System

8.3

Horizontal Grid

8.4

Vertical Grid

8.5 - 8.6

Social Media Posts

Layout

8.0-8.6

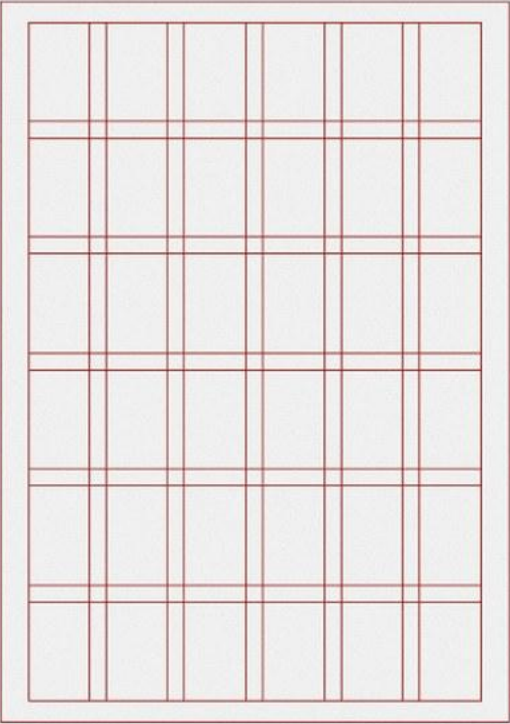
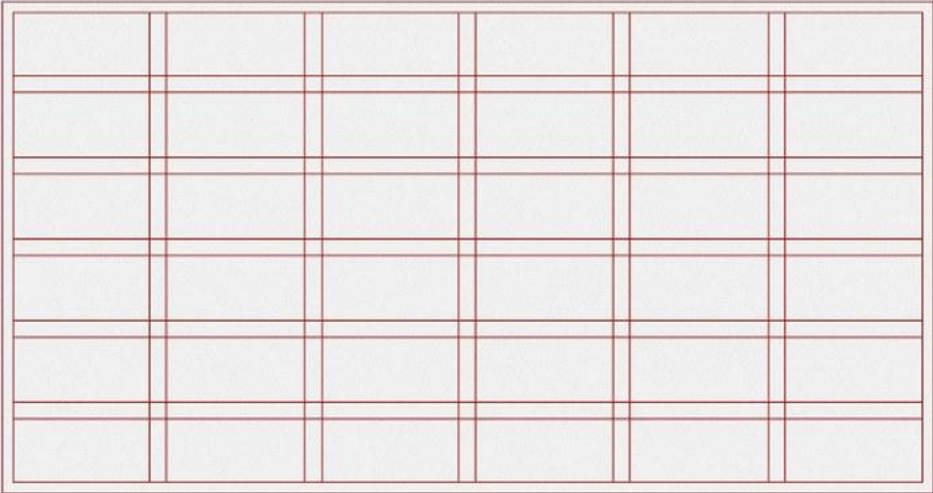
Grid System

Latent’s layout is built on a tight, modular grid following Swiss editorial principles. Minimal margins create visual control and precision. Gutters may flex based on format, but always maintain strict alignment and order.

The system is invisible—it simply makes intelligence visible.

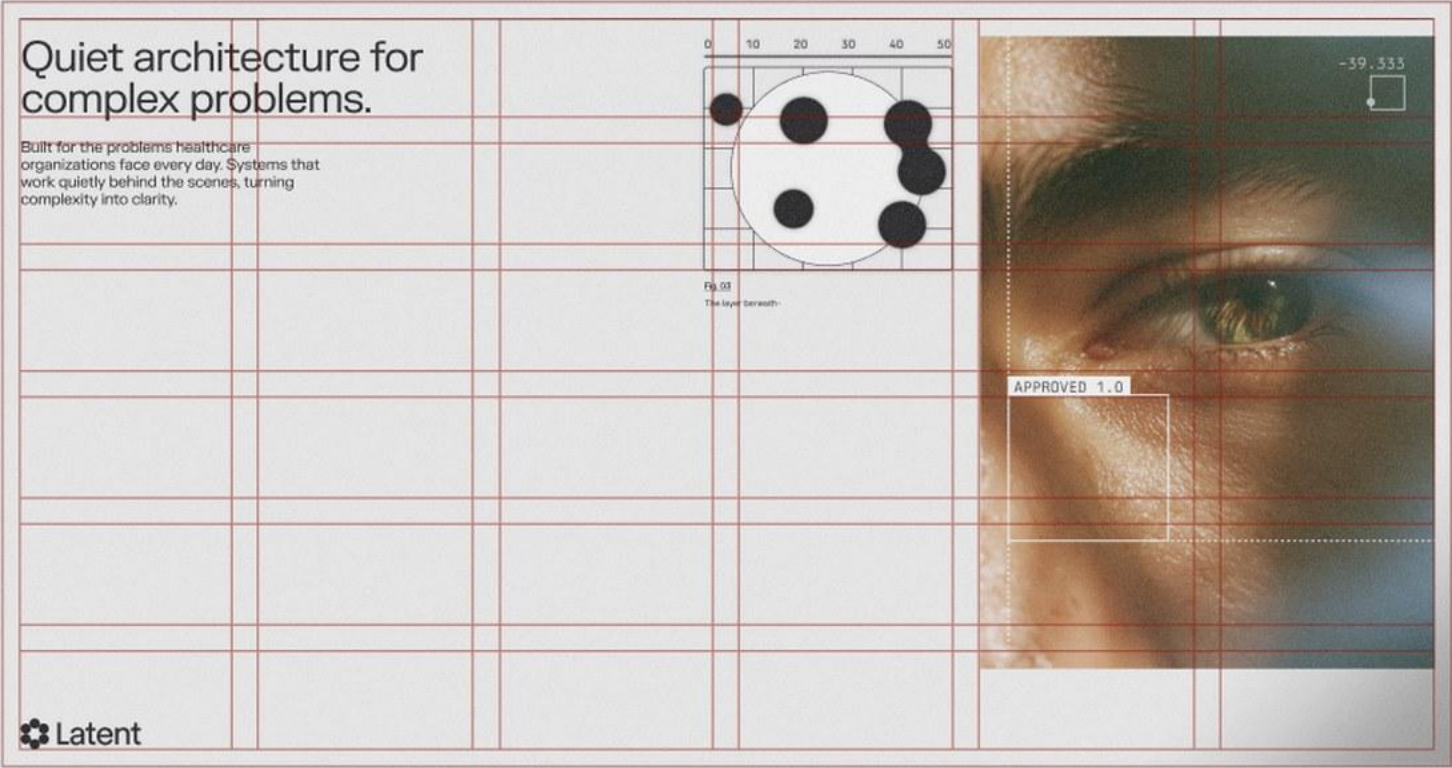
Grid System

The Latent grid functions across all orientations. Vertical layouts use tight column structures and baseline rhythm. Horizontal applications maintain the same precision at wider proportions. Format changes; grid discipline doesn't.



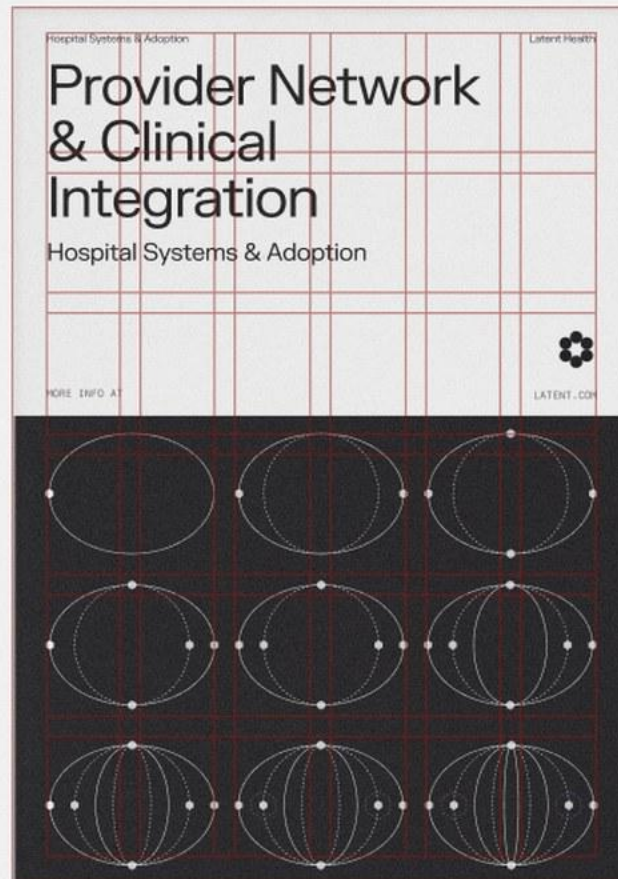
Horizontal Grid

This demonstrates how the horizontal grid system applies to landscape layouts. Columns expand proportionally; baselines and margins remain consistent. The grid ensures structural precision across all wide-format applications.



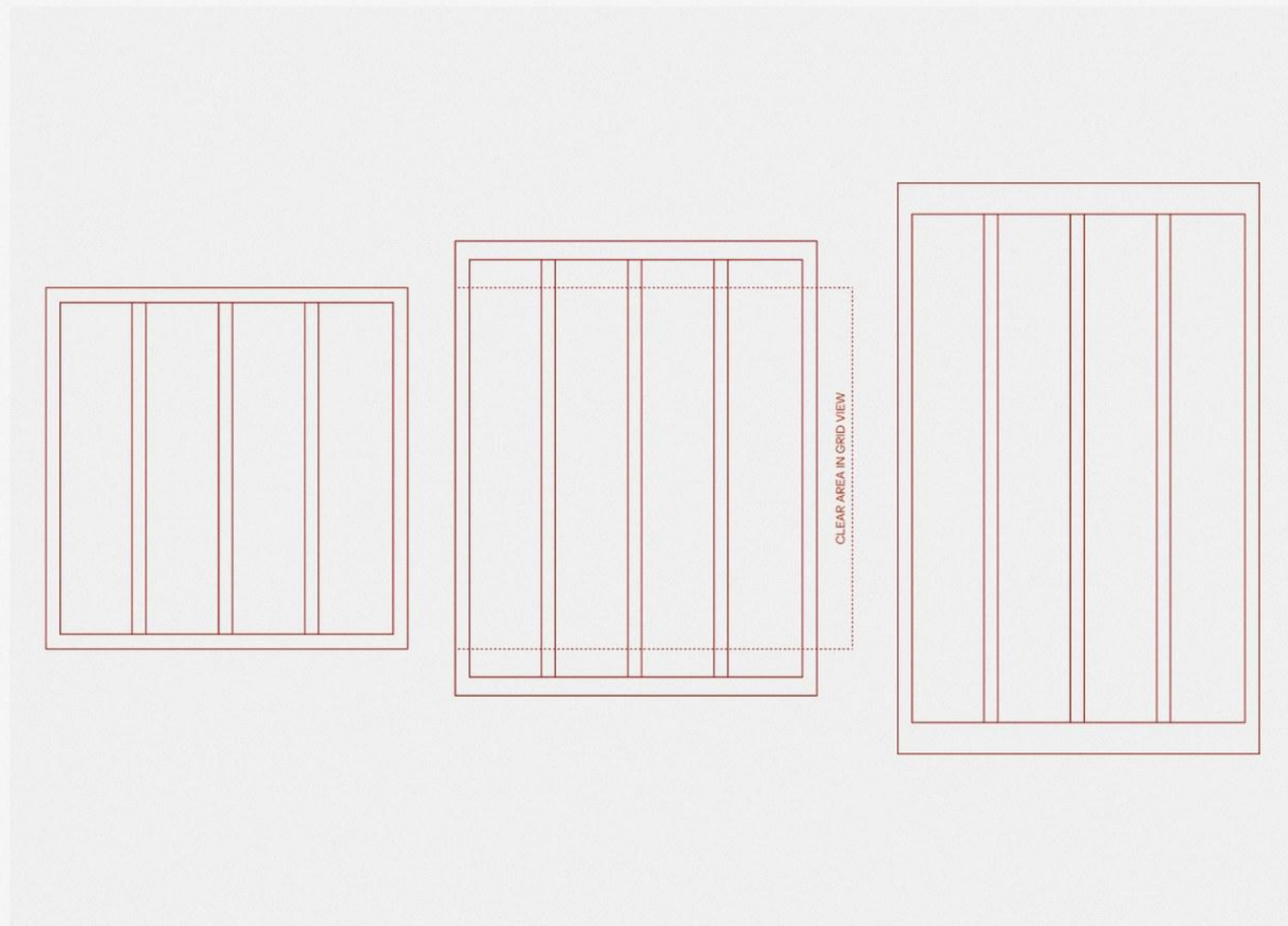
Vertical Grid

The vertical grid system maintains consistency across portrait layouts. Columns, baselines, and margins scale proportionally while preserving structural discipline.



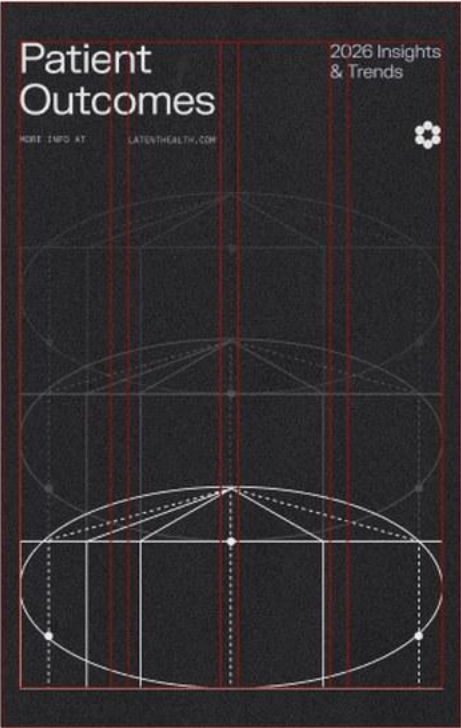
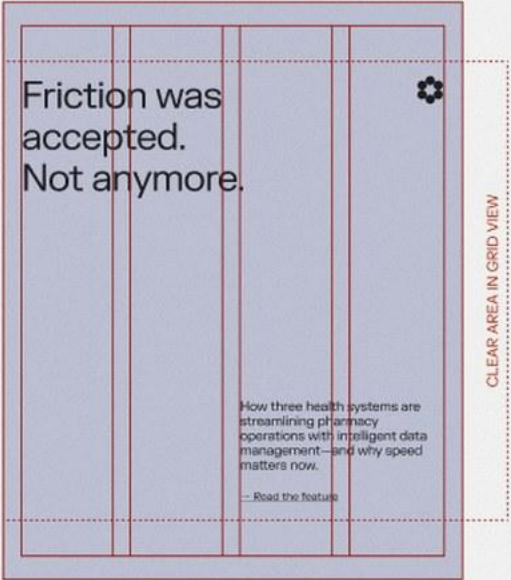
Social Media Posts

Latent social media uses a 4-column grid to organize headlines, copy, imagery, and graphic elements with consistency. Margins of approximately 4% of the shortest side create a safe area. Content—headlines, text, logos, CTAs—respects the grid and hierarchy. Imagery and patterns may extend beyond, provided legibility and balance remain intact.



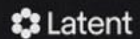
Social Media Posts

Latent social media uses a 4-column grid to organize headlines, copy, imagery, and graphic elements with consistency. Margins of approximately 4% of the shortest side create a safe area. Content—headlines, text, logos, CTAs—respects the grid and hierarchy. Imagery and patterns may extend beyond, provided legibility and balance remain intact.



Visual System 9.0

Intelligence that brings life-
changing therapies to the
people who need them.

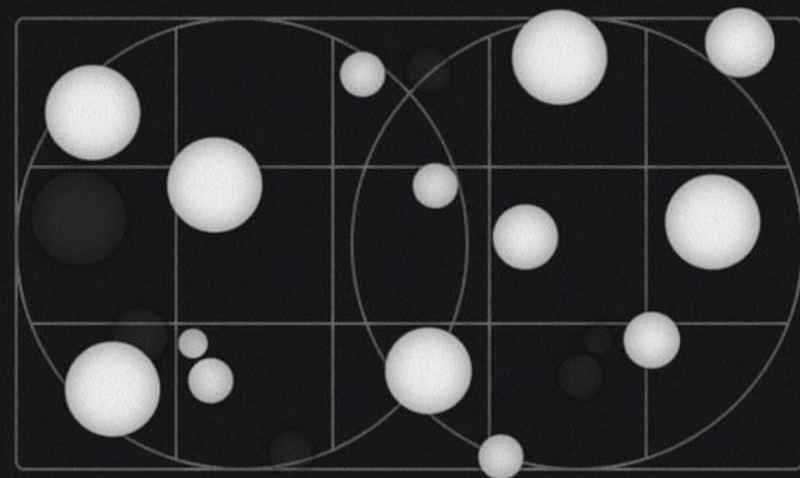


Latent

Find the signal

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[01]



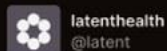
0 10 20 30 40 50 60 70 80



We're thrilled to announce our partnership with [@Medimpact](#). By combining Latent's data intelligence with Medimpact's platform, we're enabling organizations to surface insights that drive real business outcomes. Quiet architecture, intelligent results.



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[@CVS Caremark](#) + [@Latent](#). Two organizations committed to cutting through complexity. Together, we're building the infrastructure that lets healthcare enterprises move at the speed their business demands—without sacrificing control or clarity.

// NEW COLLABORATION



A collaboration designed to help institutions connect their data, simplify operations, and launch financial products with controlled intelligence, speed, and scale.

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We're excited to share what's next. Latent is redefining how institutions surface intelligence from their data—removing the friction, cutting the noise, keeping the signal. More info at [latent.com](#)



The Quiet
Architecture of
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Software Engineer ↓

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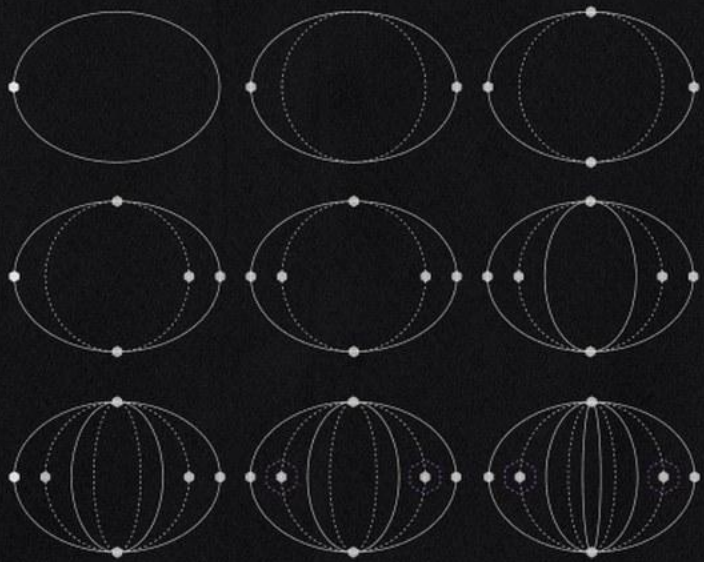
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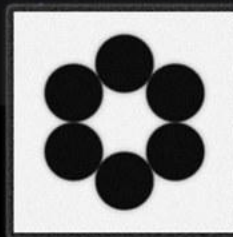
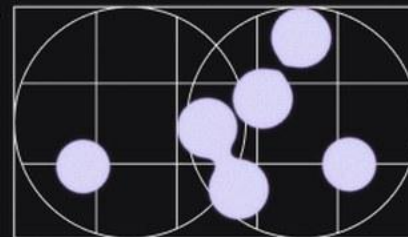
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500 Tweets



ENTERPRISE PHARMACY
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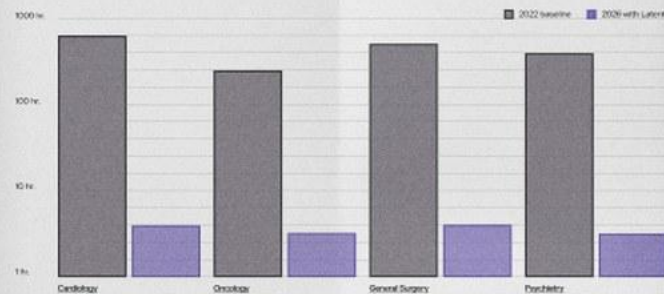
Enterprise pharmacy intelligence. The layer beneath. Built for teams that need precision over noise.

 United States  latent.com  Joined May 2026

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Approval Without Bias: Deidentified Prior Authorization at Scale and the Case for Equitable Care Access.

Eq. 91



The health-care system has a hidden tax. Prior authorization—the insurance approval process meant to protect patients—has become a systemic bottleneck. Hospitals spend millions on administrative overhead. Doctors sacrifice clinical time. Patients wait, uncertain whether their care will be covered.

Latent Health spent 18 months studying 2.3 million prior authorizations across 127 health systems. The findings are clear: the current model is unsustainable. But the solution is equally clear: automation with precision, transparency with trust.

Prior authorization denials are not equally distributed. Demographic analysis across 12M cases reveals systematic disparities in approval rates—a proxy for care access equity.

Fig. 03
Administrative cost
reductions

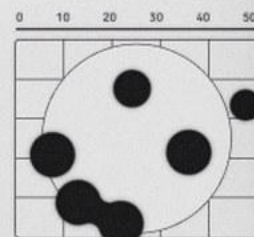
Where Prior Auth Creates Friction:
A Geographic Analysis

Fig. 03
Approval Dordrecht Vrijburgers

Healthcare System 3.3

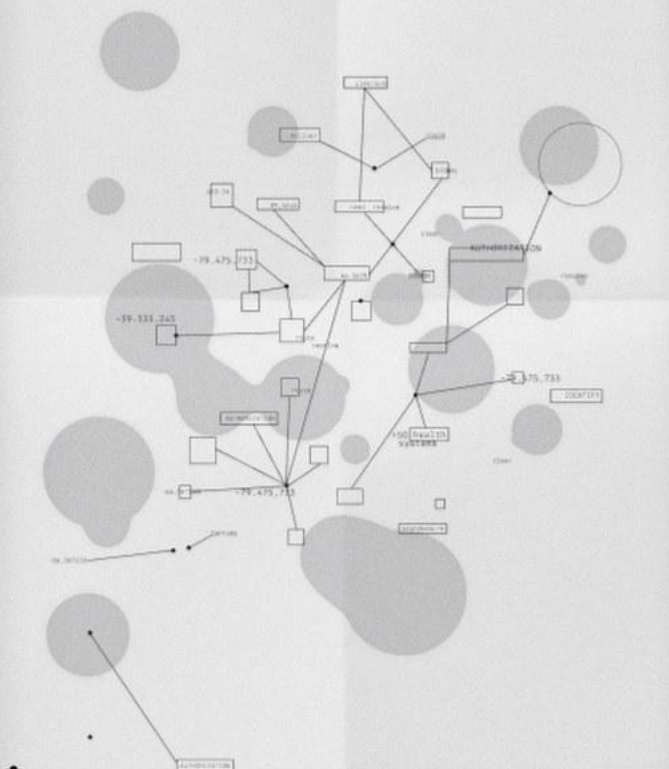
Prior authorization is not a single workflow—it is a *process*.

Every approval decision requires simultaneous coordination across dozens of actors: health systems, specialty departments, insurance carriers, regulatory bodies, and clinical staff.

Topology

Each node represents a decision point. Each connection is a handoff, a delay, a potential failure. Latent's infrastructure sits at the center of this topology, collapsing wall time by streamlining signal flow across the entire ecosystem.

Rather than sequential decision-making across distributed nodes, Latent enables parallel processing—every stakeholder gets the information they need, simultaneously, with full scalability.

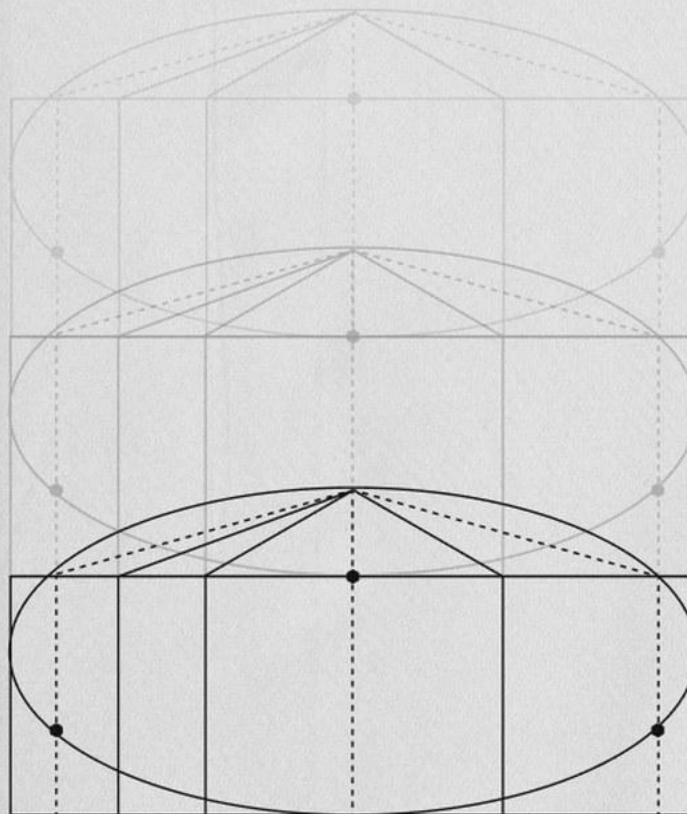
Source: <http://www.latinthealth.com>

Patient Outcomes

2026 Insights
& Trends

MORE INFO AT

LATENT.COM



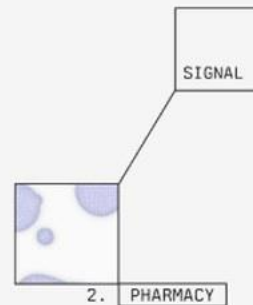


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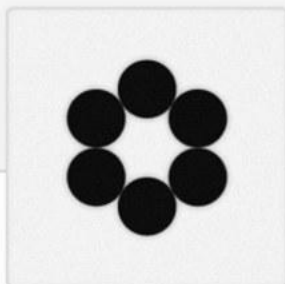
LATENT _ HEALTH



Enterprise Pharmacy Intelligence



LATENT.COM



Latent

Pharmacy intelligence designed for control, compliance, and clarity.

United States

+ Follow

Message

Quiet architecture for complex problems.

Built for the problems healthcare organizations face every day. Systems that work quietly behind the scenes, turning complexity into clarity.

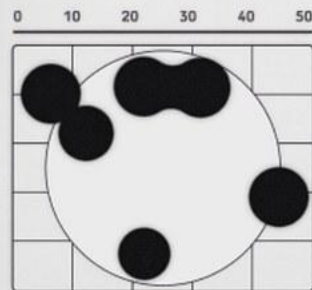
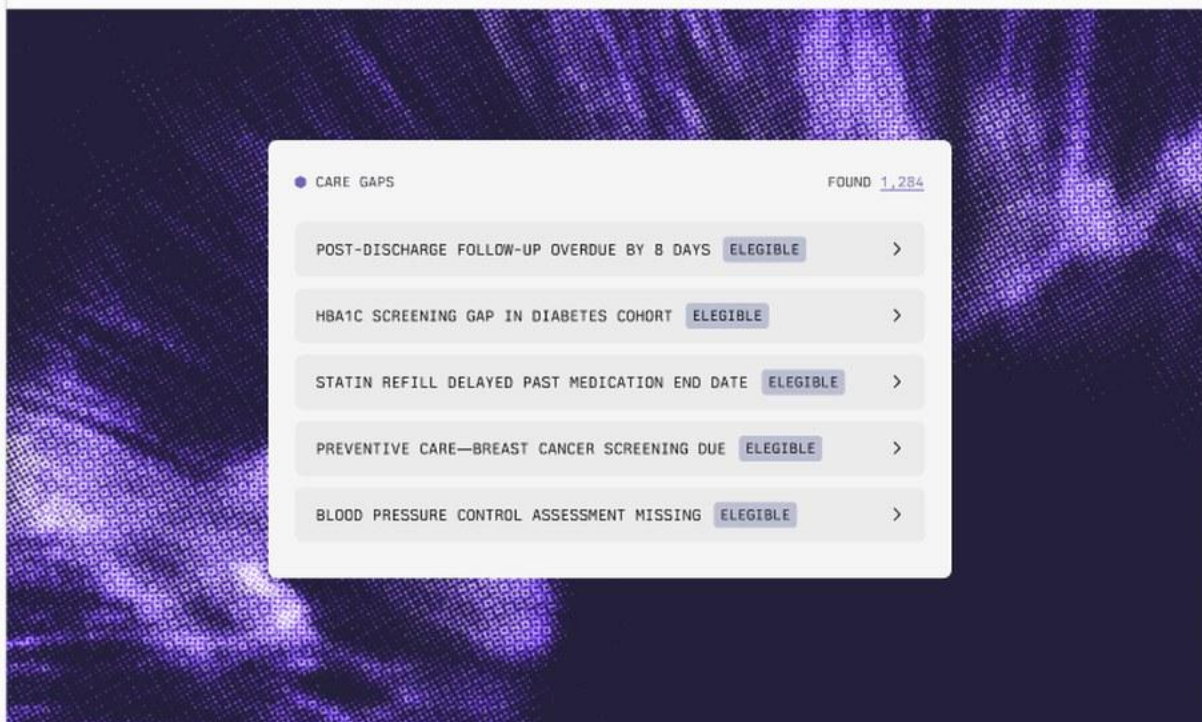


Fig. 03
The layer beneath.



The intelligence platform for modern pharmacy.

[GET A DEMO](#)
[CASE STUDIES](#)


01 From diagnosis to health, intelligently simple.

Insights from pharmacy leaders at four top health systems who chose a pharmacy intelligence platform to drive growth and patient access, when hiring wasn't an option.

02 Access

03 Capture

04 Engage

Infrastructure beneath

Prior authorization—the process by which pharmacists and clinicians obtain payer approval before medication dispensing—has become one of the most significant operational and clinical bottlenecks in American healthcare. The burden is profound.

- Clinical teams spend an estimated 7–30+ minutes per authorization handling administrative paperwork, form completion, and payer appeals instead of direct patient care.
- Delayed approvals extend time-to-therapy, leaving patients without needed medications for weeks.
- Manual capture of eligible specialty scripts means millions in unrealized revenue—and missed opportunities to support patients who cannot afford their medications.

Latent Health's enterprise pharmacy intelligence platform addresses this infrastructure gap. By deploying a clinical agentic engine across four core workflows—Identify, Assess, Capture, and Engage—Latent enables leading health systems to reclaim clinical time, accelerate therapy initiation, and unlock operational value without adding headcount.

Over 50 health systems are using Latent today, with verified outcomes including 25+ minutes reclaimed per appeal, 100% improvement in throughput per team member, and multi-million-dollar gains in net-new specialty revenue.



Table of Contents

Prior authorization (PA) is a regulatory requirement that, in theory, ensures appropriate medication use and protects payer resources. In practice, it has become a manual, labor-intensive process that delays care.



Executive Summary

Prior Authorization as Healthcare Bottleneck	1.1
Clinical Burden (7–30+ minutes per authorization)	1.2
Revenue Loss (Uncaptured specialty medication volume)	1.3
Latent Health Solution Overview	1.4
Key Metrics	1.5
Patient Impact	1.6

The Problem

Definition of Prior Authorization	2.1
Regulatory Intent vs. Operational Reality	2.2
Typical PA Workflow (6 steps from prescription to approval)	2.3
The Clinical and Operational Cost	2.4
Time Burden on Pharmacists	2.5
Administrative Overhead vs. Clinical Work	2.6

The Opportunity

Infrastructure as Solution Model	3.1
Transparent Infrastructure Definition	3.2
Automation as Liberation for Clinical Teams	3.3
Three Lenses of Value	3.4
Clinical Value	3.5
Operational Value	3.6





10.0

Closing

Thank You

Questions

For questions regarding Latent brand application, implementation, or guidelines clarification, reach out to the Brand and Communications team.