

HealthConnect BRANDING STANDARDS

FULL COLOR



BLACK & GRAY



BLACK



TYPOGRAPHY

1. Adobe Caslon Pro Semibold - Title
Avenir Next Condensed Demi Bold - Attribution
2. All landmark files can be sent in various formats without the need of fonts.

APPLICATION

1. A minimum clear space of 0.25" is recommended on the perimeter surrounding the landmark.
2. Landmark must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
3. Do not alter or substitute the landmark title or subtitle fonts.
4. Landmark should always appear upright.
5. EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
6. Landmark may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.

SWATCHES



RGB: 0 R 43 G 103 B
CMYK: 100 C 77 M 0 Y 47 K
HEX: 002b66



RGB: 0 R 109 G 173 B
CMYK: 100 C 40 M 0 Y 15 K
HEX: 006DAD



RGB: 35 R 31 G 32 B
CMYK: 0 C 0 M 0 Y 100 K
HEX: 000000



RGB: 109 R 110 G 113 B
CMYK: 0 C 0 M 0 Y 70 K
HEX: 6D6E71



RGB: 158 R 31 G 99 B
CMYK: 35 C 100 M 35 Y 10 K
HEX: 9E1F63



RGB: 146 R 39 G 143 B
CMYK: 50 C 100 M 0 Y 0 K
HEX: 92278F

HealthConnect BRANDING STANDARDS



Light Background - Full Color
Leave clear space equal to 0.25" on all sides of the brandmark.



Light/Mid-tone Background



Mid/Dark-tone Background



Dark-tone Background

COLOR USAGE

1. Use only Full color or Black when applying the brandmark to a white or Light/Mid-tone background.
2. Use only the White (reversed) version of the brandmark when applying to a Mid/Dark-tone background.
3. Do not put a white box around the brandmark when placed on a dark background and do not reproduce in colors other than those specified in these guidelines. The brandmark should only be used in Blue, Black, Black and Gray, or White on a solid background.
4. Brandmark should appear against a solid background to ensure maximum and proper contrast.
5. Do not mix other colors in the brandmark.