

AdminaHealth[®]

Style Guide v. 3

Logos:

Primary:

AdminaHealth[®]

Clear space:



The **AdminaHealth** logo should be surrounded on all sides with clear (negative) space no less than the x-height of the letter 'a' in **AdminaHealth**.

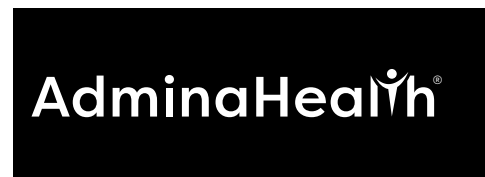
Dark Background Alternate:



Single Color Version:

AdminaHealth[®]

AdminaHealth[®]



In certain applications (such as B&W printing, or when overlaid on an image), the single color **AdminaHealth** logo can be used. The single color AdminaHealth logo should only be used in **RED**, **BLACK**, or **WHITE**.

See pg. 2 for **AdminaHealth** brand colors.

Isolated Logo Mark:



Textured Version:



The stylized 't' **AdminaHealth** logo mark can be used on its own as a design element in either red or red textured.

Colors:



Primary:

C: 8%
M: 96%
Y: 96%
K: 1%

R: 219
G: 44
B: 44

Hex
#db2c2c

C: 100%
M: 0%
Y: 0%
K: 0%

R: 0
G: 174
B: 239

Hex
#00aeef

Secondary:

C: 84%
M: 44%
Y: 15%
K: 1%

R: 30
G: 123
B: 171

Hex
#1e7bab

C: 51%
M: 0%
Y: 0%
K: 0%

R: 104
G: 210
B: 249

Hex
#68d2f9

C: 75%
M: 68%
Y: 67%
K: 90%

R: 0
G: 0
B: 0

Hex
#000000

C: 2%
M: 2%
Y: 4%
K: 0%

R: 246
G: 244
B: 240

Hex
#F6F4F0

C: 33%
M: 33%
Y: 47%
K: 1%

R: 175
G: 160
B: 137

Hex
#afa089

C: 24%
M: 22%
Y: 31%
K: 0%

R: 196
G: 188
B: 173

Hex
#C4BCAD

C: 7%
M: 8%
Y: 12%
K: 0%

R: 234
G: 228
B: 218

Hex
#EAE4DA

Type:

Primary for use in Titles:

Filson Pro Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Filson Pro Light:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Filson Pro Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary for use in Paragraph Text:

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Web Fonts:

Headings:

Filson Pro Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Paragraph Text:

Gibson Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Icons:

