

**AdminaHealth**<sup>®</sup>

Style Guide v. 5

# Logos:

Primary:

**AdminaHealth**<sup>®</sup>

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**<sup>®</sup>

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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:



The stylized 't' **AdminaHealth** logo mark can be used on its own as a design element.

# Colors:



## Primary:

## Secondary:

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

C: 93%  
M: 74%  
Y: 48%  
K: 46%

R: 24  
G: 50  
B: 71

Hex  
#183247

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

R: 234  
G: 228  
B: 218

Hex  
#EAE4DA

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

R: 196  
G: 188  
B: 173

Hex  
#C4BCAD

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

R: 175  
G: 160  
B: 137

Hex  
#afa089

# 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

## Accent:

*MoonTime*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

## Web Fonts:

### Headings:

Filson Pro Regular:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Paragraph Text:

Gibson Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Icons:

