



Style Guide v. 8

Logos:

Primary:



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:



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

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, within a red circle, or as the above 3D illustration.

Colors:



Primary:

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

R: 219
G: 44
B: 44

Hex
#db2c2c

C: 71%
M: 54%
Y: 1%
K: 0%

R: 87
G: 116
B: 182

Hex
#5774B6

Secondary:

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

R: 24
G: 50
B: 71

Hex
#183247

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

R: 252
G: 252
B: 252

Hex
#FCFCFC

C: 44%
M: 25%
Y: 0%
K: 0%

R: 129
G: 159
B: 226

Hex
#819FE2

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

R: 48
G: 48
B: 48

Hex
#303030

C: 13%
M: 7%
Y: 2%
K: 0%

R: 217
G: 224
B: 237

Hex
#d9e0ed

C: 4%
M: 2%
Y: 1%
K: 0%

R: 239
G: 241
B: 245

Hex
#EFF1F5

C: 1%
M: 0%
Y: 0%
K: 0%

R: 249
G: 250
B: 252

Hex
#F9FAFC

C: 7%
M: 4%
Y: 0%
K: 0%

R: 229
G: 235
B: 253

Hex
#E5EBFD

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:



Style:

Phone Numbers

(xxx) xxx-xxxx

Time

AM / PM - Make sure to capitalize