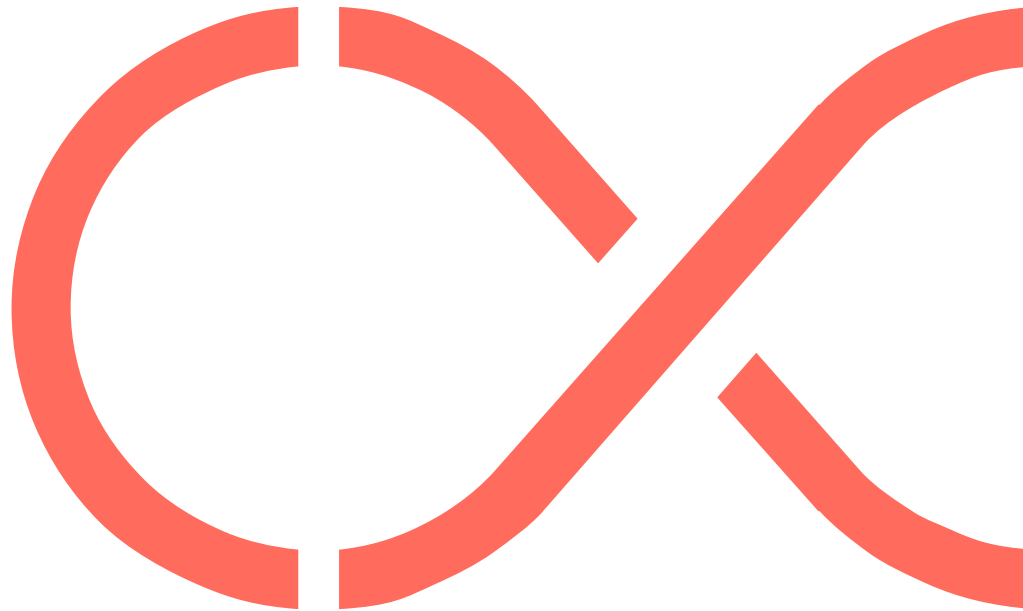


Connected Health visual identity guide

Logomark

The logomark symbolises the long-term collaboration of the different fields of health-care expertise. It can be also veiwed as an unfinished infinity loop, that represents the constant strive for a longer and healthier life.

The logomark can be used separately, but only if preceded by the full logo.







The membership version of the logo is meant for usage on members' websites and other communication materials.



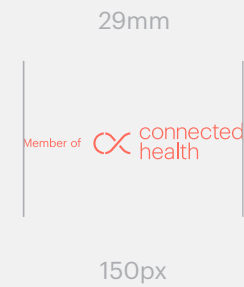
Logo usage

Please follow these simple rules when using the different logo versions.

Protected area



Minimum size



Always make sure to have the correct values for each colour space. Never let software automatically convert colours.

Red

PMS 7415
CMYK 0-72-65-0
RGB 255-107-92
HEX #FF6B5C

Pink

PMS 508
CMYK 0-38-5-0
RGB 247-175-194
HEX #F7AFC2

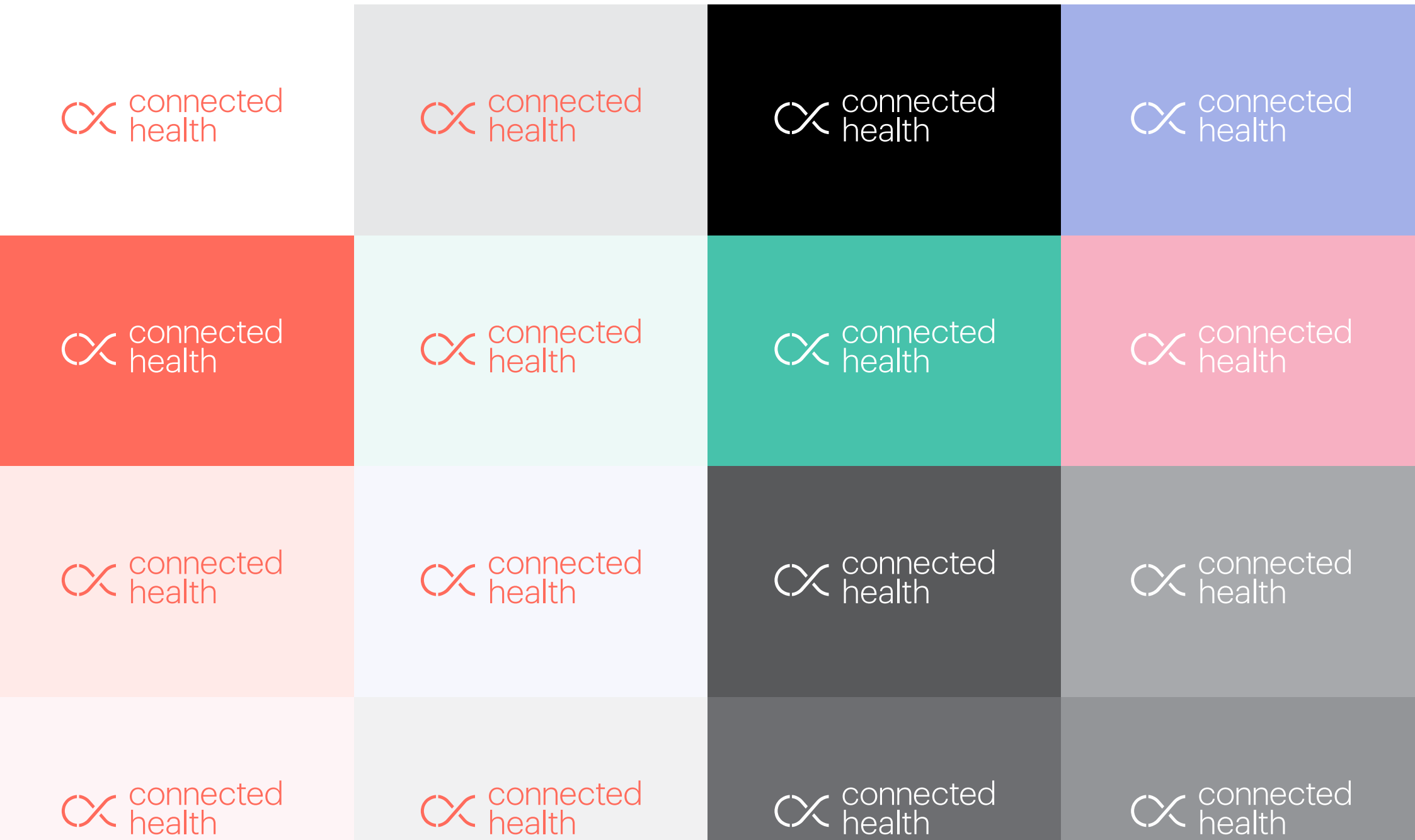
Green

PMS 3258
CMYK 60-0-38-0
RGB 255-107-92
HEX #48C1AC

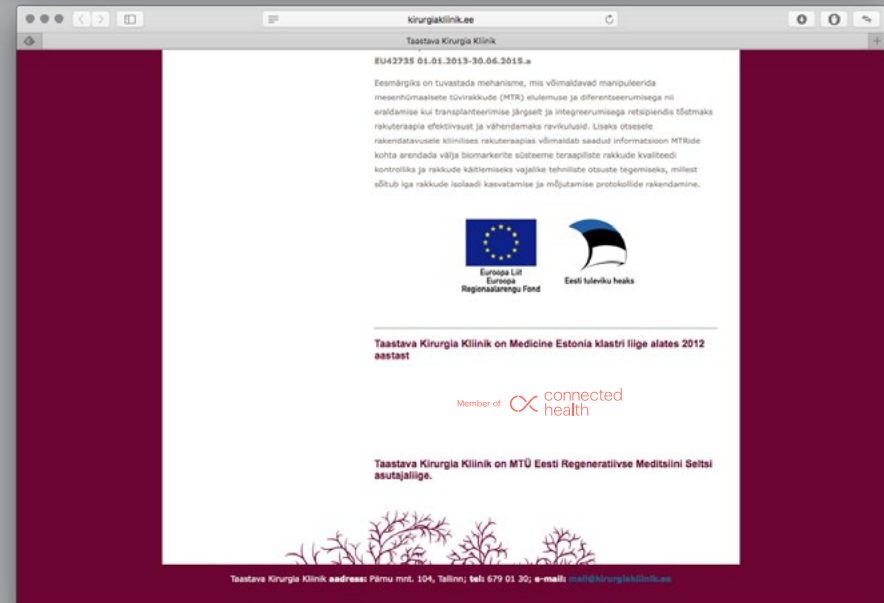
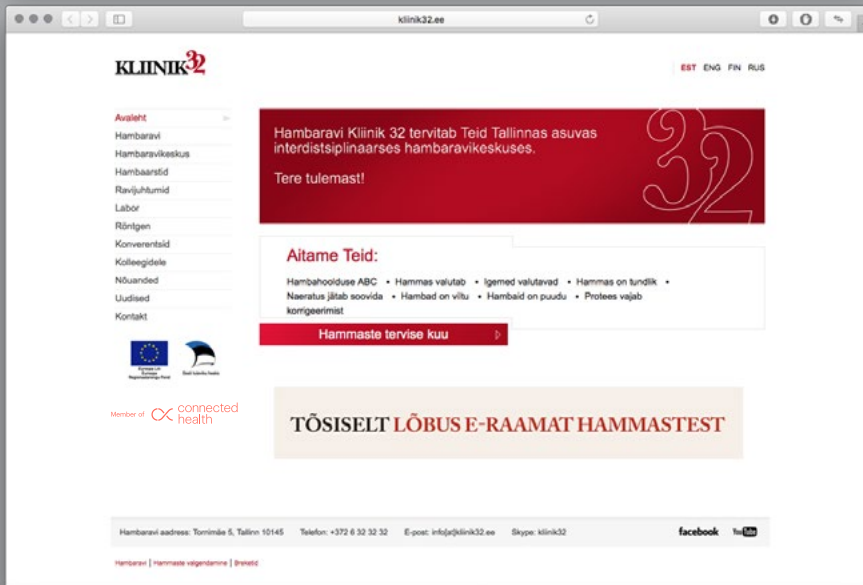
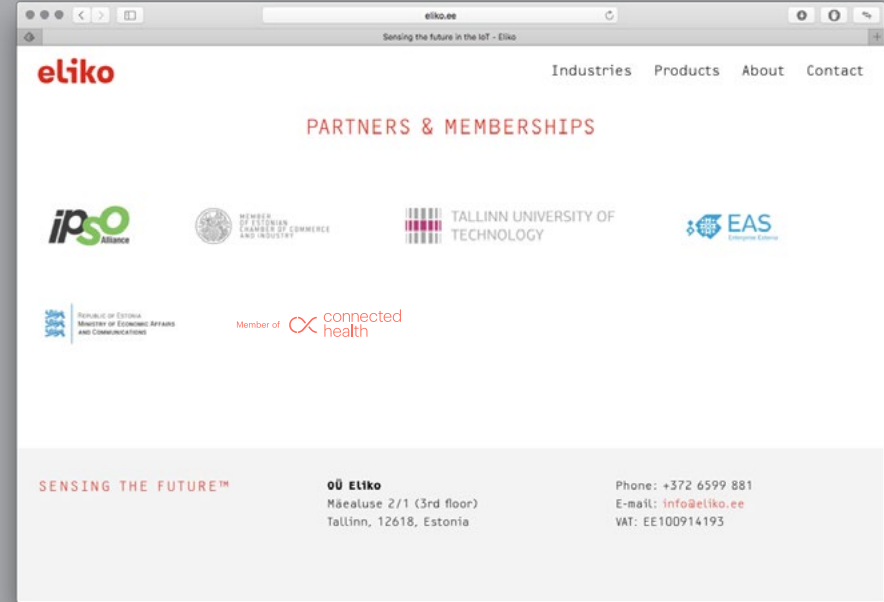
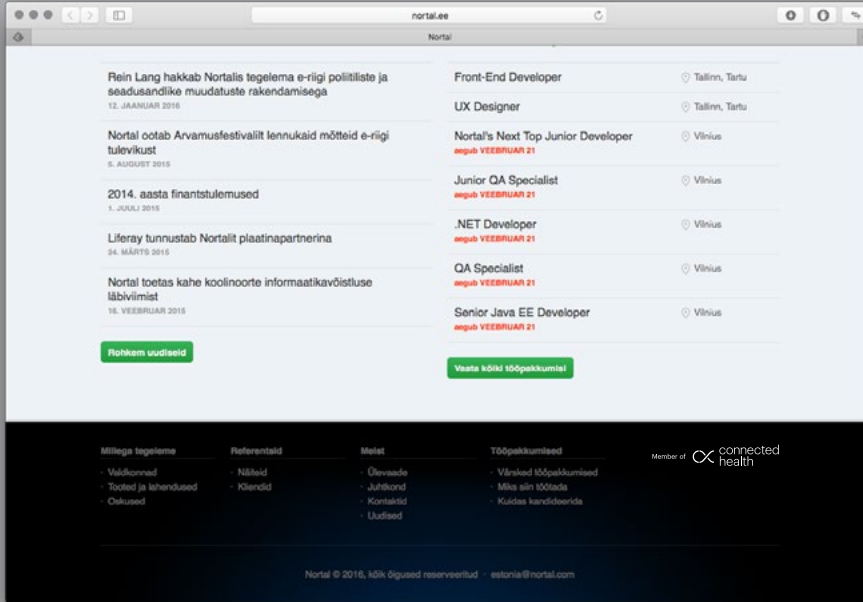
Violet

PMS 7415
CMYK 0-72-65-0
RGB 162-175-233
HEX #A2AFE9

The logo can be used either in red on a light background or in white on a coloured or photo background.



Refer to these examples when using the membership logo on websites or other materials.



Graphik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZŃÄÖÜXYZŽ

abcdefghijklmnopqrstuvñäöüxyzž

0123456789+-&@!?\$£§

Graphik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZŃÄÖÜXYZŽ

abcdefghijklmnopqrstuvñäöüxyzž

0123456789+-&@!?\$£§

System font replacements:

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZŃÄÖÜXYZŽ

abcdefghijklmnopqrstuvñäöüxyzž

0123456789+-&@!?\$£§

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZŃÄÖÜXYZŽ

abcdefghijklmnopqrstuvñäöüxyzž

0123456789+-&@!?\$£§

