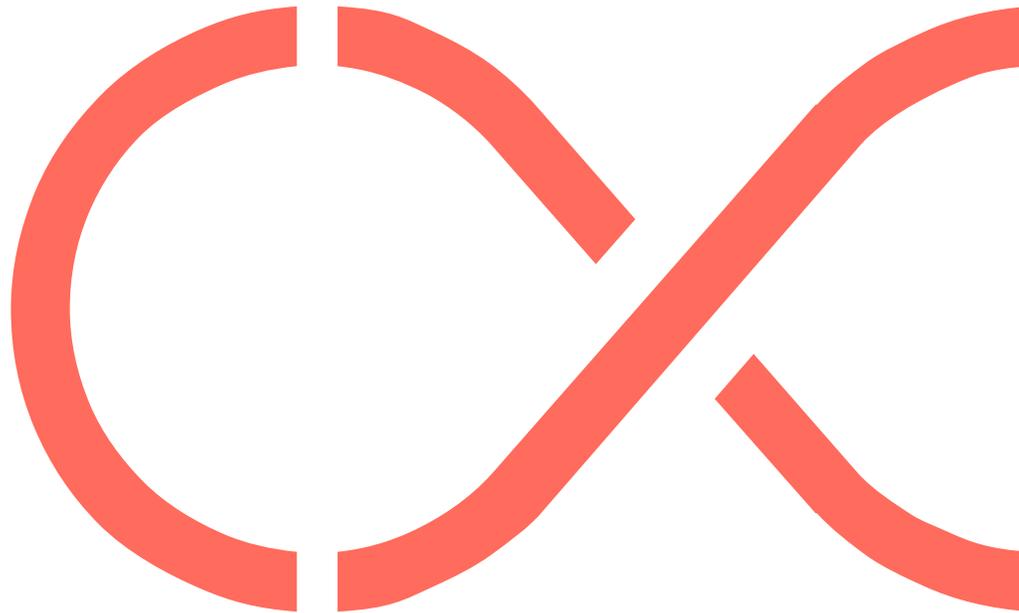


# Connected Health visual identity guide

## 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 main version of the logo is to be used on all the cluster's communication materials.





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



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

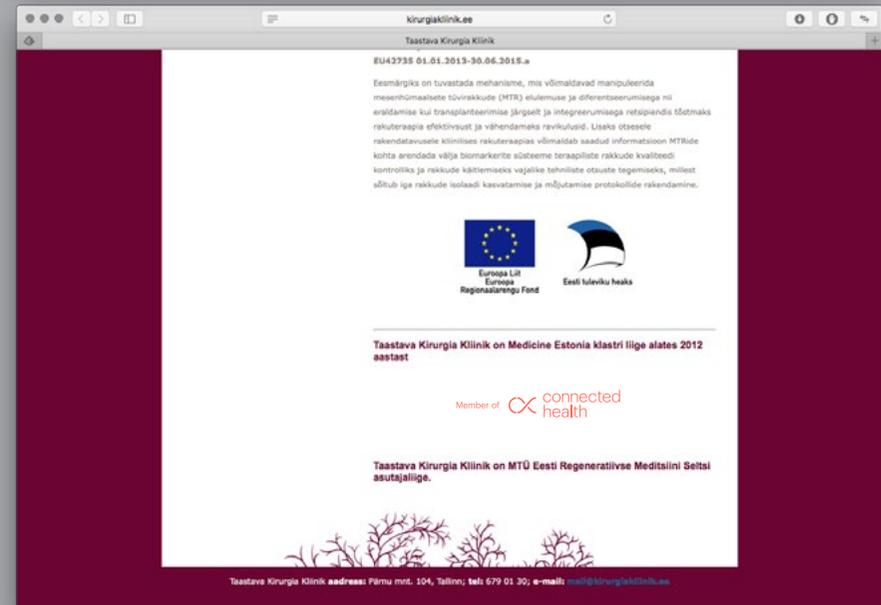
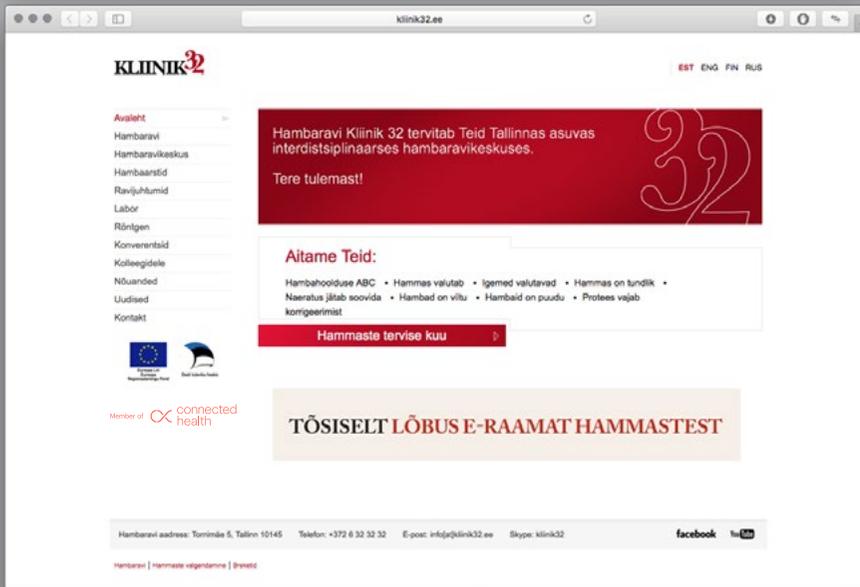
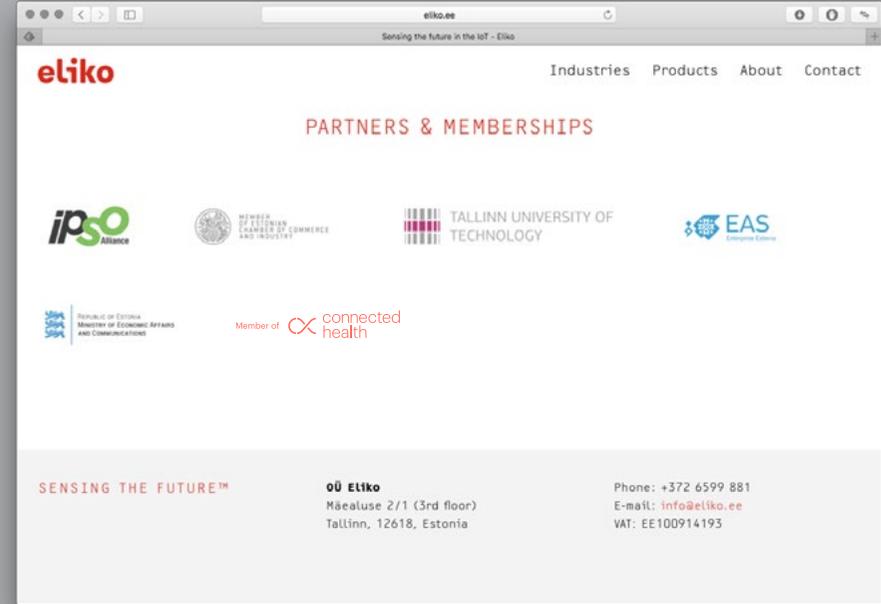
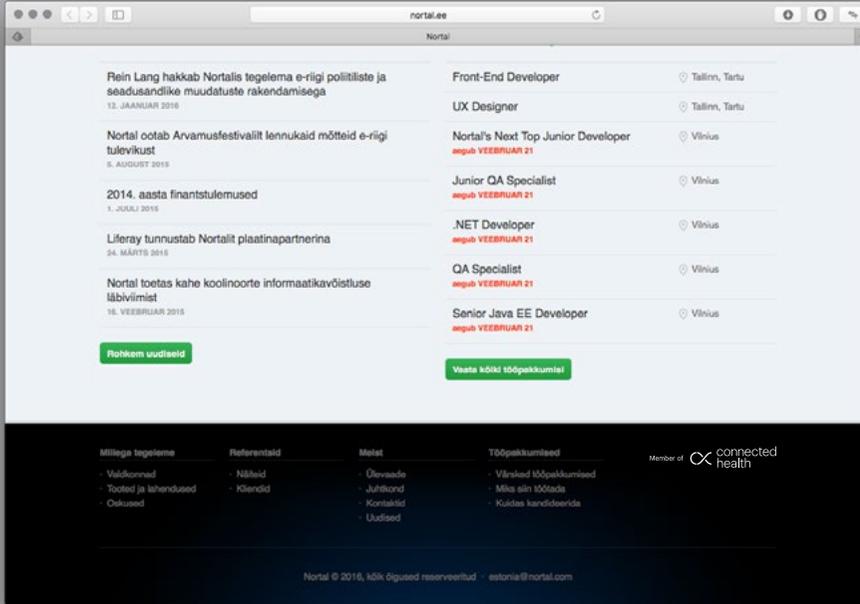
Violet

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+-&@!?\$£§

