patient
priorities care
style guide | 2017
The primary logo may be used in all digital applications including: website, social media, digital advertisements, etc. It may also be used in all print applications as desired.

A minimum amount of clear space must surround the Patient Priorities Care logo. This space should be equivalent to the lowercase Quicksand Regular letter “P” that is proportionate to the “P” used in the logo. This spacing should be applied to all logo variations.
logo variations

horizontal tagline

The horizontal tagline version of the logo may be used in any/all print applications, as desired when tagline is preferred over primary logo. Like the primary logo, it may be applied either in full color or white knock out when placed on a color background.

center aligned tagline

The center aligned tagline version of the logo may only be used in print applications beginning at tabloid size (11x17in) and above. Like the other variations, it may be applied either in full color or white knock out when placed on a color background.
logo application variations

grayscale

reverse on color

grayscale on color

reverse on black
logo misuses
(applies to all variations)

- do not stretch
- do not distort
- do not change color
- do not place color logo on another color
- do not use as a pattern
- do not use as a watermark
brand elements

typeface: quicksand

**bold**

<table>
<thead>
<tr>
<th>Upper Case</th>
<th>Lower Case</th>
<th>Numbers &amp; Symbols</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789!@#$%^&amp;*</td>
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**regular**

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**medium**

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**light**

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color palette

- **navy**
  - C100 M97 Y22 K14
  - R41 G46 B113
  - HEX# 292E71

- **cinderella**
  - C72 M10 Y9 K0
  - R27 G175 B214
  - HEX# 1BAFD6

- **scrubs**
  - C92 M70 Y0 K0
  - R34 G92 B170
  - HEX# 225CAA

- **clementine**
  - C3 M53 Y99 K0
  - R238 G141 B35
  - HEX# EE8D23

- **sunset**
  - C0 M53 Y79 K7
  - R238 G102 B37
  - HEX# EE6625