

patient priorities care

style guide | 2017



logo



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



Choosing what matters.
Doing what works.

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



Choosing what matters. Doing what works.

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

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