medi HEALTH

GRAPHICAL GUIDELINES

GRAPHICAL GUIDELINES

Our graphical guidelines are essential to the complete MediHealth brand experience.

The focus of our brand identity is professional simplicity. We created this document to help communicate our branding guidelines to our partners seeking to feature MediHealth. We need to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen. This requires strict dedication to standards. This guide is provided to keep the brand focused and unique, while still allowing creative freedom.

These guidelines document the key visual elements of our brand, designed to ensure a uniform look across all our communication platforms.

LOGO USAGE

Our logo is the cornerstone of our brand and one of our most valuable visual assets.

The preferred way to use the MediHealth logo is over a white/light background or on the MediHealth sea blue.

Every attempt must be made to do this.

If the logo must be placed on a dark background or colour options are limited then the MediHealth logo can be knocked out and used in one colour.

The logo exists in vertical format only.

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

LOGO
SAFE AREA

A safe area should be allowed around the logo whether used for print or electronic purposes.

There must always be a safe area around the mark, the size of which is determined by the size the MediHealth ✚ cross in the logo, while keeping the minimum size in mind for the required format.

No other logos, text or images may be placed in the protection area.

Minimum Sizes

Minimum sizes are defined to maintain the good readability of the logo and character.

The minimum height of the logo is:

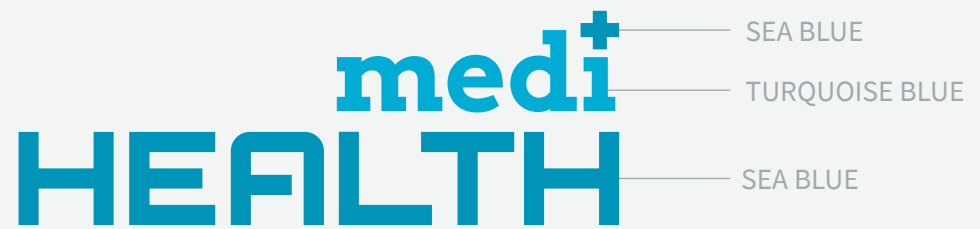Printing materials: X = 5 mm.
On the display: X = 25 pixels.

LOGO COLOURS

Four colours have been
defined for the logo.

• sea blue
• turquoise blue
• black
• white

medi⁺
HEALTH

SEA BLUE
TURQUOISE BLUE
SEA BLUE
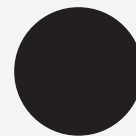
SEA BLUE
PMS   2183 CP
CMYK   100/20/22/0
RGB   0/148/184
HEX   0094BA

TURQUOISE BLUE
PMS   3545 CP
CMYK   100/0/16/0
RGB   0/172/211
HEX   00AED3

WHITE

BLACK

LOGO:
BACKGROUND

The MediHealth logo
can also be used on the
following background
colour schemes.

PMS   2183 CP
CMYK   100/20/22/0
RGB   0/148/184
HEX   0094BA

PMS   422 CP
CMYK   33/23/22/7
RGB   162/169/173
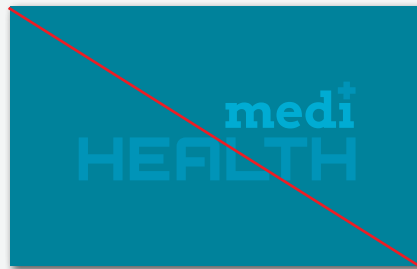HEX   A5A7A8

WHITE

BLACK

LOGO:
INCORRECT USAGE

The logo may only be used in the original format as provided.

No new colours, no flattening, no stretching, no annoying effects or adding new elements are allowed under any circumstances.

Do not place a colour logo on a similar colour tone background.

Do not create a gradient logo.

Do not change the angle or rotation of the symbol or logotype.

Do not create a new logo using MediHealth logo elements.

Do not rearrange the logo elements.

Do not create a new logo using new colours.

COLOUR PALETTE

MediHealith's visual look is based on three main colours:

• sea blue
• turquoise blue
• white.

Medium gray can used as an additional colour.

SEA BLUE			TURQUOISE BLUE	
PMS	2183 CP		PMS	3545 CP
CMYK	100/20/22/0		CMYK	100/0/16/0
RGB	0/148/184		RGB	0/172/211
HEX	0094BA		HEX	00AED3

MEDIUM GREY			
PMS	422 CP		WHITE
CMYK	33/23/22/7		
RGB	162/169/173		
HEX	A5A7A8		

COPY AND TONE OF VOICE

Our signature writing style is professional and clear.

MediHealth should always be capitalized apart from in our logo, and should never be listed as 'Medihealth'.

TYPOGRAPHY: PRINT and WEB

Typography is a key element to communicate a unified personality for MediHealth.

We have selected Source Sans Pro and Arvo as our main fonts.

Both are Google fonts, which is why it can be used on the web too.

Source Sans Pro is our primary weight and is used for all dominant typographic messaging. It is a simple typeface with high legibility. Mixing weights in headlines is recommended.

Arvo is our secondary font family. When writing headlines use ARVO CAPS. When using Arvo for body copy use sentence case. Mixing weights in headlines is recommended.

AND IT'S FREE !
YOU CAN DOWNLOAD IT HERE:

https://fonts.google.com/

SOURCE SANS PRO

ABCdef
123456
BOLD

ABCdef
123456
REGULAR

ABCdef
123456
LIGHT REGULAR

ARVO

ABCdef
123456
BOLD

ABCdef
123456
Regular

ABCdef
123456
Italic

TYPOGRAPHY:
PRINT and WEB

Font sizes

Font sizes smaller than 8 pt should not be used to ensure good text readability. The amount of different font sizes through out a layout should be limited to four.

Capitalization

Sentence-style capitalization is preferred for all communications. All caps may be used sparingly for headlines and various subheads

Type alignment

Type alignment will be dominated by flush left, rag right, except tightly-focused, industry-aimed, technical white papers.

Best practices:

- Limit type to no more than three sizes.

- Keep it flush left.

- Sentence-style capping is our standard.

- All caps are for titles or short headlines only.

- Never set a full paragraph in all caps.

Avoid the following:

- Widows, orphans, and hyphens

- Modified variations of Source Sansa Pro or Arvo

- Extreme letter-spacing changes

- Mixing sizes, weights and colours in one text grouping

GRAPHICAL TOOLBOX

In order to display a coherent and aesthetic communication whenever needed, we use the following graphical element

The Medihealth Cross

The MediHealth crossed should be used as a frame, for example to highlight a baseline, info-box or image.

They should be used in pairs: horizontally or vertically, short or long, according to the document, but preferable placed diagonally across.

They exist in 2 different formats:
• EPS format (vectorial)
• PNG format (bitmap)

Do not enlarge too much so that it distracts from the logo.
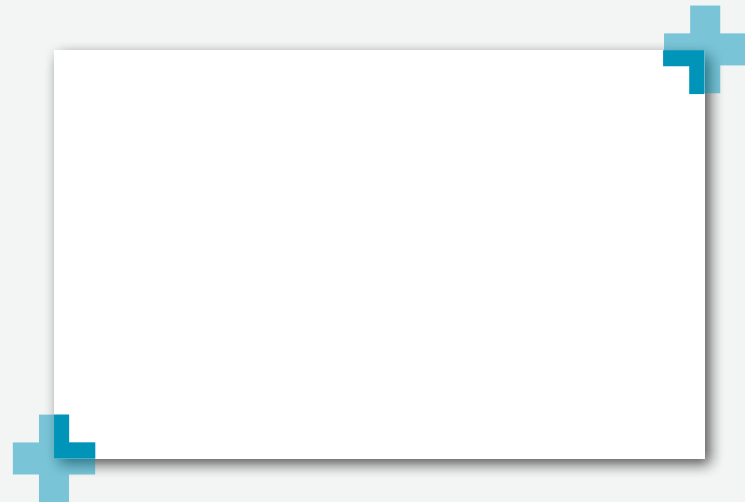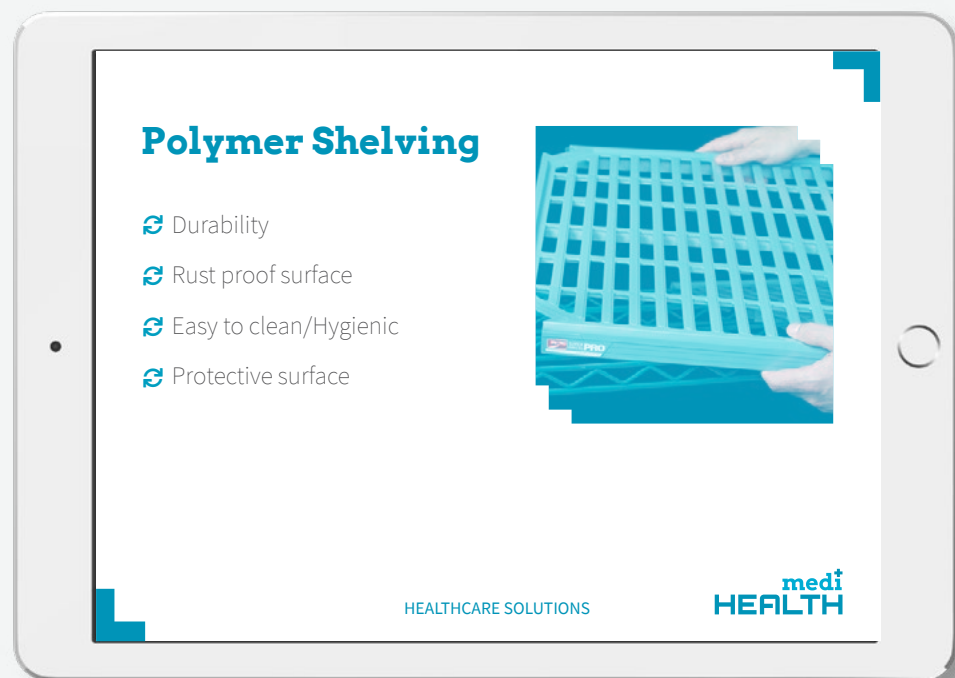
STATIONARY

Business Card Design

This template should be used as a basis for the business card design in either rectangle or square format.

medi HEALTH

First-name Surname
title

050 123 4567
firstname.surname@medihealth.fi

www.medihealth.fi

medi HEALTH

medi HEALTH

medi HEALTH

First-name Surname
title

050 123 4567
firstname.surname@medihealth.fi

www.medihealth.fi

STATIONARY

Creative documents

This template should be used
for promotional activities and wider
informational communication purposes.

Polymer Shelving

- Durability
- Rust proof surface
- Easy to clean/Hygienic
- Protective surface

HEALTHCARE SOLUTIONS

medi
HEALTH

STATIONARY

Standard document template

This template should be used for reports, letters and other standard formal MediHealth documents.

HEALTHCARE SOLUTIONS

www.medihealth.fi
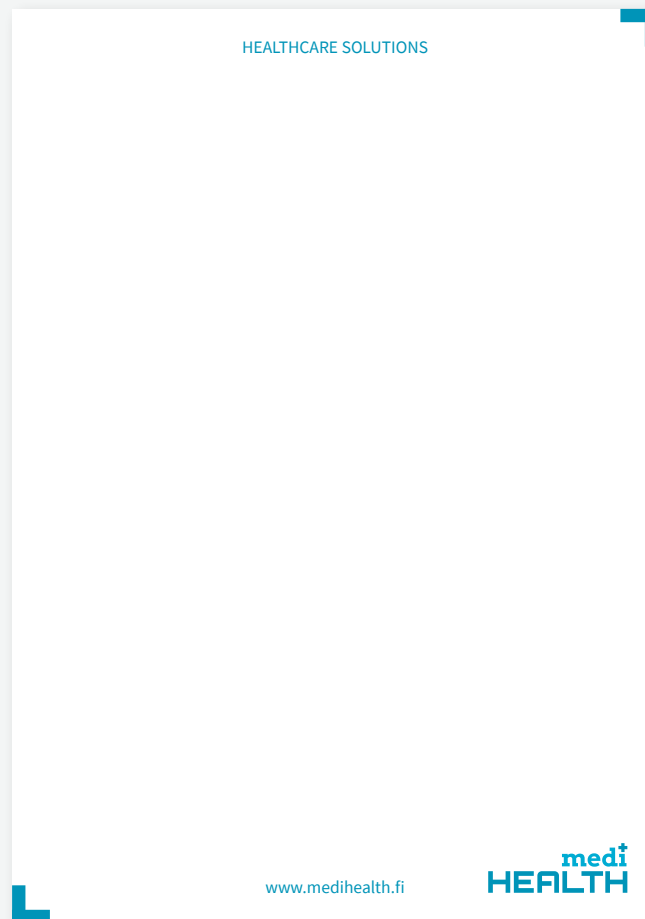
medi
HEALTH

COMPULSORY MATERIALS

Compulsory elements for all official MediHealth communications

The following elements are to be added on all communication materials.

Limits of use

The MediHealth logo and its graphical elements can be used for promotional purposes by the partners of MediHealth. It cannot be used for political campaigning and commercial purposes.

A. The Mediahealth logo

medi HEALTH

B. Website address: www.medihealth.fi

CONTACT US

If you have any brand questions or suggestions, please feel free to call or send us an email. If you create new MediHealth-branded communications on behalf of MediHealth, adherence to these guidelines is required.

We're here to help.