health hub

Identity Toolkit

v1.0

Our logo

Throughout various applications, you will see our logo used two different ways, landscape or stacked. For general uses, the general logo should be used. For targeted local marketing, the logo which includes the location is used.

Landscape

General

With location

Stacked

General

With location

Logo

Logo clearance rules

We don't ask for much! To preserve the Health Hub logo's integrity, always maintain a minimum clear space around the logo and avoid competing graphical elements such as copy, photos, and other logos. The minimum clear space is defined as below.

Logo **2**

Application on background

Our logo allows for a certain amount of flexibility on busy backgrounds. Either colours or both can be reversed out or entirely replaced by one of the primary colours. When using black, the entire logo must be black. Clarity is king, so choose which logo stands out the best.

Partial reversed

Monochrome

Black/white

Logo **3**

Incorrect applications

We're flexible, but not *that* flexible.

Do not rotate

Do not skew proportions

Do not modify the words

Do not substitute colour

Use the appropriate version

Do not use old logos

Do not alter the logos

Do not add effects

Logo **4**
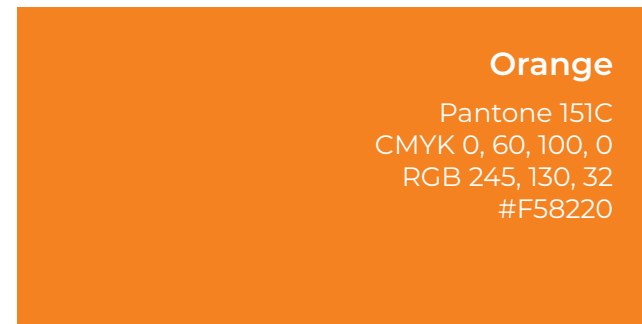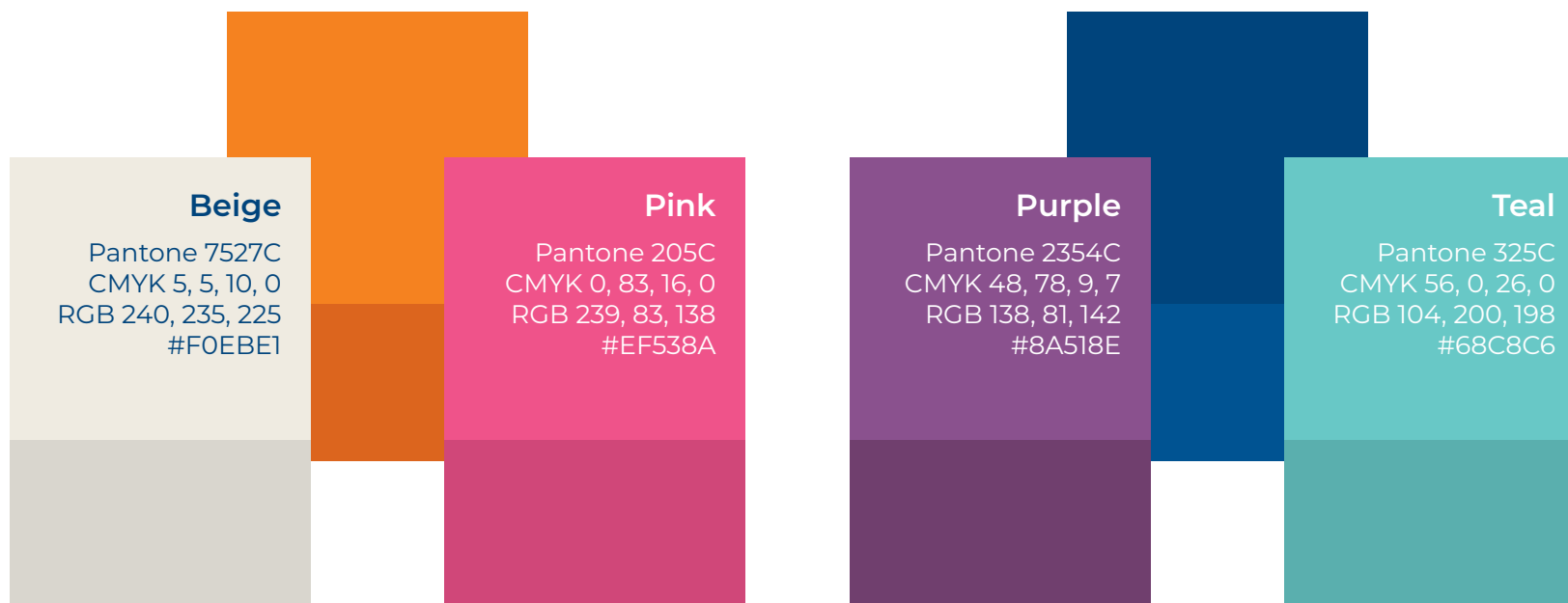
Brand colours

Colour plays an important role in the Health Hub's corporate identity. Navy and orange are our hero colours for the parent brand and should be used in all relevant media.

Navy

Pantone 2955C
CMYK 100, 57, 0, 40
RGB 0, 69, 124
#00447C

Orange

Pantone 151C
CMYK 0, 60, 100, 0
RGB 245, 130, 32
#F58220

Secondary palette

The secondary palette are colours chosen to compliment the hero palette but are not recognisable identifiers for the Health Hub brand. They should be used sparingly in supporting roles such as character clothing or secondary web buttons differentiated from orange buttons.

Beige

Pantone 7527C
CMYK 5, 5, 10, 0
RGB 240, 235, 225
#F0EBE1

Pink

Pantone 205C
CMYK 0, 83, 16, 0
RGB 239, 83, 138
#EF538A

Purple

Pantone 2354C
CMYK 48, 78, 9, 7
RGB 138, 81, 142
#8A518E

Teal

Pantone 325C
CMYK 56, 0, 26, 0
RGB 104, 200, 198
#68C8C6

Colours 6

Font family

Montserrat

Aa

The primary font should apply in all printed and digital formats (documents, advertisements, brochures, website, etc.). Where not possible to use the primary font, it is acceptable to use sans-serif systems font Arial.

Monserrat Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Montserrat Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

The Hubbits

Meet the Hubbits. They are a shy race of orange-skinned, faceless peoples that will appear from time to time on Health Hub-branded material. They express their emotions and personality through their actions.

They are here to compliment but never steal the limelight from medium on which they appear. You will see them being used alongside photography to differentiate us from everyone else and deliver a hint of added personality. Avoid using more than a few at a time in the same application, they're a little agoraphobic.

You will find them playing various supporting roles in branded content, always dressed in their country's favourite tones.

Illustrations 8

Iconography

Swifticons

It may sometimes be necessary to use iconography that does not involve a person. In these situations, we use Swifticons recoloured into our friendly brand colours.