



pureHealth

Physical Medicine

Logo Standard Guide

## Logo and Variations



Legal Name Stacked Logo



Alternate Description Logo

More Options. One Goal: Elevating You.

Pure Health Tagline

powered by: Olson Chiropractic

Interim Descriptor



Stacked Logo with Tagline  
(preferred logo variation)



Horizontal Logo



Horizontal Logo with "Powered By..."

# Preferred Typefaces

## Logo Typefaces

AvantGarde CE - "pure"

AvantGarde CE

Malombo OT - "Health"

Malombo OT

AvantGarde LT Medium - support

AvantGarde LT Medium

## Supporting Typefaces

AvantGarde Family may be used for supporting copy and headlines.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Cambria or comparable serif typeface may be used for large bodies of supporting copy. (print)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Malombo may be used sparingly as a design element, but should not be used in general copy.



~~Guide to Wellness~~

# Logo and Colors



## CMYK Colors



C = 62  
M = 22  
Y = 0  
K = 3



C = 60  
M = 0  
Y = 0  
K = 100

## 2 Spot Colors



Pantone  
542C



Pantone  
Process  
Black



### 1 Color

Pantone DS215-3 U



Or



### 1 Color Black

100% & 65% OR 100%



CMYK OR @ 2 Color  
Reversed out on Black



Or



1 Color Reversed out on Black  
0% & 35% OR 0%

If the contrast between  
logo and background  
is not high enough,  
a white box must  
be used behind logo.

## Gradients:

Use of very subtle gradients is  
permitted as long as the values  
are keeping with the approved  
logo colors.



# Logo Misuse



DO NOT Change logo colors



DO NOT Change logo typefaces



DO NOT Place logo on a complicated background.



DO NOT Place logo on a background that doesn't provide enough contrast. Use white box in this situation.



DO NOT apply unnecessary effects to the logo.



DO NOT scale the logo disproportionately



DO NOT stretch, skew, bend, or otherwise distort the logo.



DO NOT rotate the logo.



DO NOT scale the logo smaller than is legible.