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## Logo Branding Guidelines Version 2.0.2, January 2017

**Brief**

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If you haven’t read the “Company Wide Branding Guidelines,” I would suggest reading through that guide before proceeding to this one.

## Disclaimer

Logos are to be adheared to strictly. If you need more materials or need elaboration, contact Marketing.

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**Color** Pallete

Use Hex codes for digital materials; use Pantone names for printed materials.

Core Brand colors consists of mainly 3 colors, with a 4th to be used when an extra blue is needed.

## Core Brand Colors

D . B l u e

M . O r a n g e

L . B l u e

M . B l u e

Hex #002855

RGB: 0, 40, 85

Pantone 2767 C

Hex #ef5523 RGB: 239, 85, 35

Pantone 7579 C

Hex #0082ca RGB: 0, 130, 202

Pantone 660 C

Hex #005cb9 RGB: 0, 92, 185

Pantone 2131 C

## Supporting Colors

P u r p l e

D . G r e e n

L . G r e e n

L . O r a n g e

Y e l l o w

R e d

Hex #6e298d RGB: 110, 41, 141

Pantone 526 C

Hex #0c6c36 RGB: 12, 108, 54

Pantone 349 C

Hex #8dc63f RGB: 141, 198, 63

Pantone 368 C

Hex #f99d31 RGB: 249, 157, 49

Pantone 2011 C

Hex #fdbb30 RGB: 253, 187, 48

Pantone 7408 C

Hex #a6192e RGB: 166, 25, 46

Pantone 7427 C

Hex #2b54af

RGB: 43, 84, 175

Pantone 2367 C

Hex #00a39b

RGB: 0, 163, 155

Pantone 2401 C

Hex #002855

RGB: 0, 40, 85

Pantone 2767 C

Hex #002855

RGB: 0, 40, 85

Pantone 2767 C

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C e r u l e a n

Te a l

S i l v e r

G o l d

# Company Logo

## D. Blue

M. Orange



**X**

**1.5X**

**X**

**X**

### Y

**Z**

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ș T%" ȈZȉ )&+" &0 20"! a0 /"#"/"+ "#,/%,/&7,+1a) a)&$+\*"+1 ,# ,+1"+1ǽ U0" a0 $2&!" 4%"+"3"/-,00&b)"ǽ

**Company Logo** Cont‘d

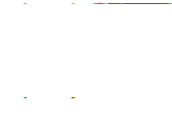
For Publications that must be done in black & white, use this black version when on a white background.



For logo usage on a dark background, it is important to always display our logo with high contrast. In these situations, it is recommended to use the white logo.







Misuses

**Logo**

Do not use logo with low contrast Do not distort the visual styling of the company logo



**Product Logos** Overview

















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**Backline** Logo

L . B l u e

Hex #0082ca RGB: 0, 130, 202



Pantone 660 C



# Rcopia

Y e l l o w

Hex #fdbb30 RGB: 253, 187, 48

Pantone 7408 C





**iPrescribePro** Logo

L . G r e e n

Hex #8dc63f RGB: 141, 198, 63



Pantone 368 C







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**MedHx** Logo

C e r u l e a n

Hex #2b54af RGB: 43, 84, 175



Pantone 2367 C

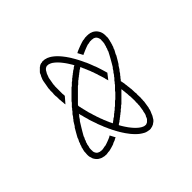


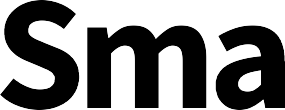
**SmartSuite** Logo

Te a l

Hex #00a39b RGB: 0, 163, 155

Pantone 2401 C





# Patient Advisor Logo

L . O r a n g e

Hex #f99d31 RGB: 249, 157, 49



Pantone 2011 C







**RcopiaAC** Logo

R e d

Hex #a6192e RGB: 166, 25, 46

Pantone 7427 C





**Insight** Logo

P u r p l e

Hex #6e298d RGB: 110, 41, 141



Pantone 526 C







**EPCS** Logo

G o l d

Hex #002855

RGB: 0, 40, 85

Pantone 2767 C





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**InﬁnID** Logo

S i l v e r

Hex #002855



RGB: 0, 40, 85

Pantone 2767 C



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## End of Document