







# The Think Patients Companies: **COLOR PALETTE**

Use this color palette for all new logo designs \*

	Color	CMYK	RGB (in PPT)	HEX
	Dark Blue	100 70 35 20	0. 73. 109	004A6E
	Light Blue	75 25 0 0 <small>Text</small>	29. 154. 213	1D9AD6
	Green	50 0 100 0	139. 198. 62	8CC53F
	Orange	0 35 100 0	252. 175. 22	FCAF16
	Light Gray	0 0 0 25	203. 203. 203	BBBDC0
	Dark Gray	0 0 0 70	94. 94. 94	6D6E70

\* May not need to use Dark Gray.

The Think Patients Companies: Logos / Type Treatments – **OTHER ICONS?**  
**Franklin Gothic Medium** font; logos below are shown without icons for reference, and we welcome your icon suggestions. Icon size below is close but not not exact, relative to font size.

THINK  PATIENTS

Same size circles

Think Patients is the PARENT Company.  
NO CHANGES NEEDED TO THIS LOGO, but the  
“sub-company”/brand logos must all work  
with it,  
and have a similar style, look and feel.

 THINK  
PATIENTS

Same size  
font for all  
brands

CORVUS  STRATEGIES

Same size circles

Colors shown for  
each company  
name must  
remain as shown.

 CORVUS  
STRATEGIES

What we are  
searching for are  
ICONS FOR EACH OF  
THESE THREE “SUB-  
COMPANIES”/BRANDS  
(Corvus  
Strategies, Corvus  
SolKons, Health  
Accelerators). Those  
icons must be  
developed only from  
colors within the  
current color palette  
on page 1. They may  
be different from each  
other in color, or the  
same color.

HEALTH  ACCELERATORS

 HEALTH  
ACCELERATORS

CORVUS  SOLUTIONS

 CORVUS  
SOLUTIONS

# The Think Patients Companies: Logos / Type Treatments – **FONT/ICONS**

**Franklin Gothic Medium** font; logos below are shown with draft icons for ideas and reference ONLY.

Icon size below is close but not not exact, relative to font size. Icon colors not exact.

LOGO BELOW FOR THINK PATIENTS (THE PARENT COMPANY) IS CURRENT AND NEEDS NO CHANGES.

THINK  PATIENTS

Same size circles

CORVUS  STRATEGIES

HEALTH  ACCELERATORS

CORVUS  SOLUTIONS

 THINK  
PATIENTS

Same size circles

Each of the three icons shown are basic ideas/concepts for each of the three sub-companies/brands, illustrating the basic idea of what we wish for them to represent.  
“Vision”, for Strategies (open to ideas other than telescope)

 CORVUS  
STRATEGIES

 HEALTH  
ACCELERATORS

Acceleration/  
Accelerated  
Creativity” for  
Health Accelerators,

A raven in flight (a raven is a corvus) for  
Corvus Solutions)

 CORVUS  
SOLUTIONS

Same size  
font for all  
brands