

SOARING HEALTH

1.1

Logo

Primary Logo



1.1 Logo

Primary Side Logo



1.1 Logo Symbol

The Soaring Eagle
Symbol



1.2

Logo on grey background

Primary Logo



1.1 Logo on grey background

Primary Side Logo



1.2 Logo Symbol on grey background

The Soaring Eagle
Symbol



1.3

Black and White Logo

Primary Logo



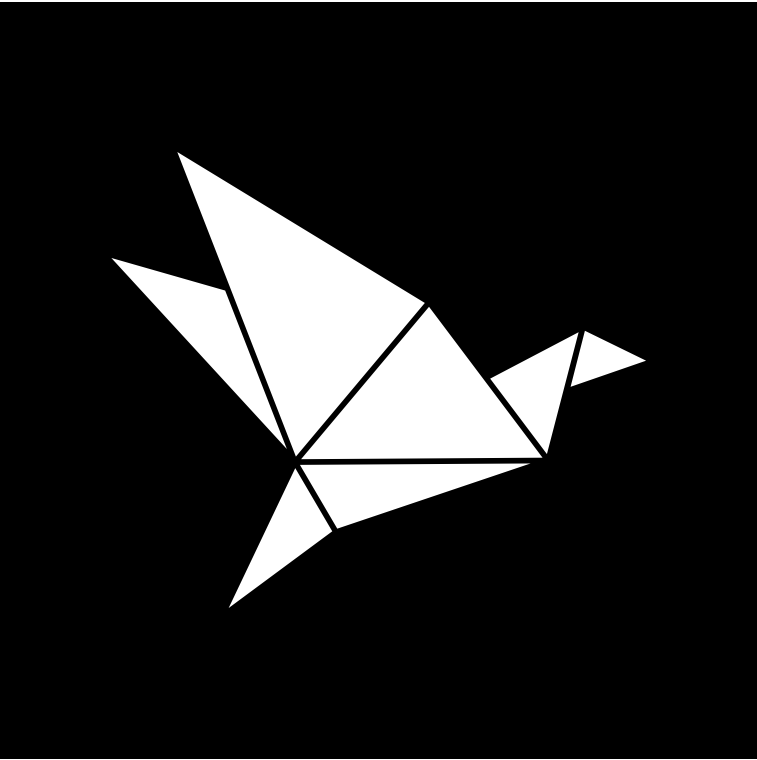
1.1 Black and White Logo

Primary Side Logo



1.3 Black and White Logo Symbol

The Soaring Eagle
Symbol



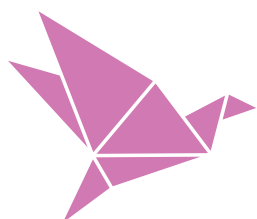
1.3 Sub Brand Logos

Primary Logos



1.3 Sub Brand Logos

Primary Side Logos



SOARING
H E A L T H
W E L L N E S S



SOARING
H E A L T H
C O M M U N I T Y

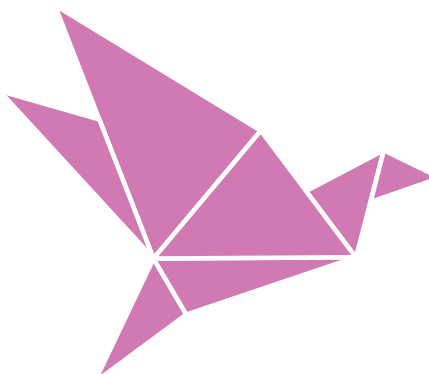


SOARING
H E A L T H
S P O R T S

1.3

Sub Brand Logo Symbols

The Soaring Eagle
Symbol



1.3

Sub Brand Logos on color background

Primary Logos



1.3

Sub Brand Logos on color background

Primary Side Logos



1.3 Sub Brand Logo Symbols on color background

The Soaring Eagle
Symbol



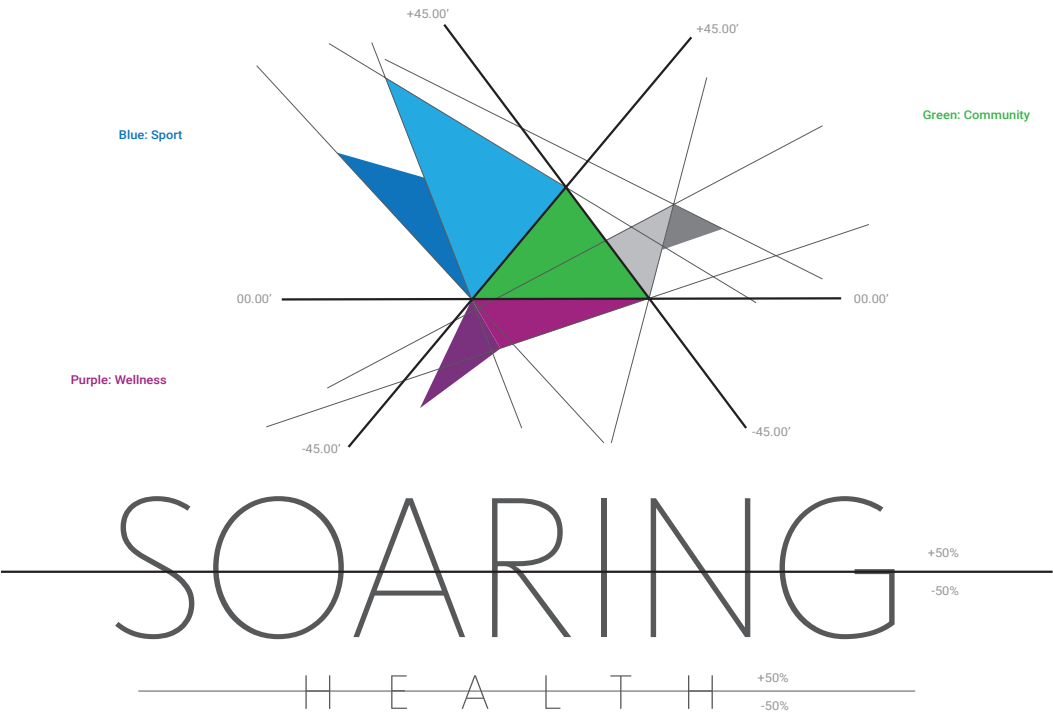
1.4 Logo Usage

The scale of the SOARING HEALTH logo serves as an indicator of clear space - at whatever scale, the logotype must have the light blue box space between it and any other element



1.5 Brand Architecture

The SOARING LOGO is designed with angles.



2.1 Colour Usage

Colour scheme to be used throughout SOARING HEALTH branding and collateral

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C97 M75 Y16 K3				PMS: 105-15 C

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C70 M15 Y0 K1				PMS: 300

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C85 M41 Y12 K0				PMS: 113-8 C

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C55 M21 Y3 K0				PMS: 109-12 C

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C70 M15 Y0 K1				PMS: 299

2.1

Colour Usage

Colour scheme to be used throughout SOARING HEALTH branding and collateral

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C50 M0 Y0 K0				PMS: 115-5 C
100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C90 M30 Y95 K30				PMS: 144-15 C
100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C75 M0 Y100 K1				PMS: 362
100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C69 M2 Y86 K0				PMS: 148-7 C
100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C62 M95 Y17 K4				PMS: 259

2.1

Colour Usage

Colour scheme to be used throughout SOARING HEALTH branding and collateral

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C43 M100 Y15 K0				PMS: 7648

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C15 M63 Y0 K0				PMS: 80-11 C

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C0 M0 Y0 K60				Cool Gray 10

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%
C0 M0 Y0 K30				Cool Gray 6

3.1 Typography

Typography to be used throughout the SOARING HEALTH branding and collateral. Point sizes may vary depending on application

ABCabc₁₂₃

KievitWebWo7-Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCabc₁₂₃

Montserrat Hairline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4.1

Incorrect Logo Usage



⊗ Never change the colours of the SOARING HEALTH logo



⊗ Never distort or rotate the SOARING HEALTH logo



⊗ Never change the allocated typeface from SOARING HEALTH logo



⊗ Never place the SOARING HEALTH logo over blocks of solid colour (other than those specified) or image

5.1 Stationery (business cards)

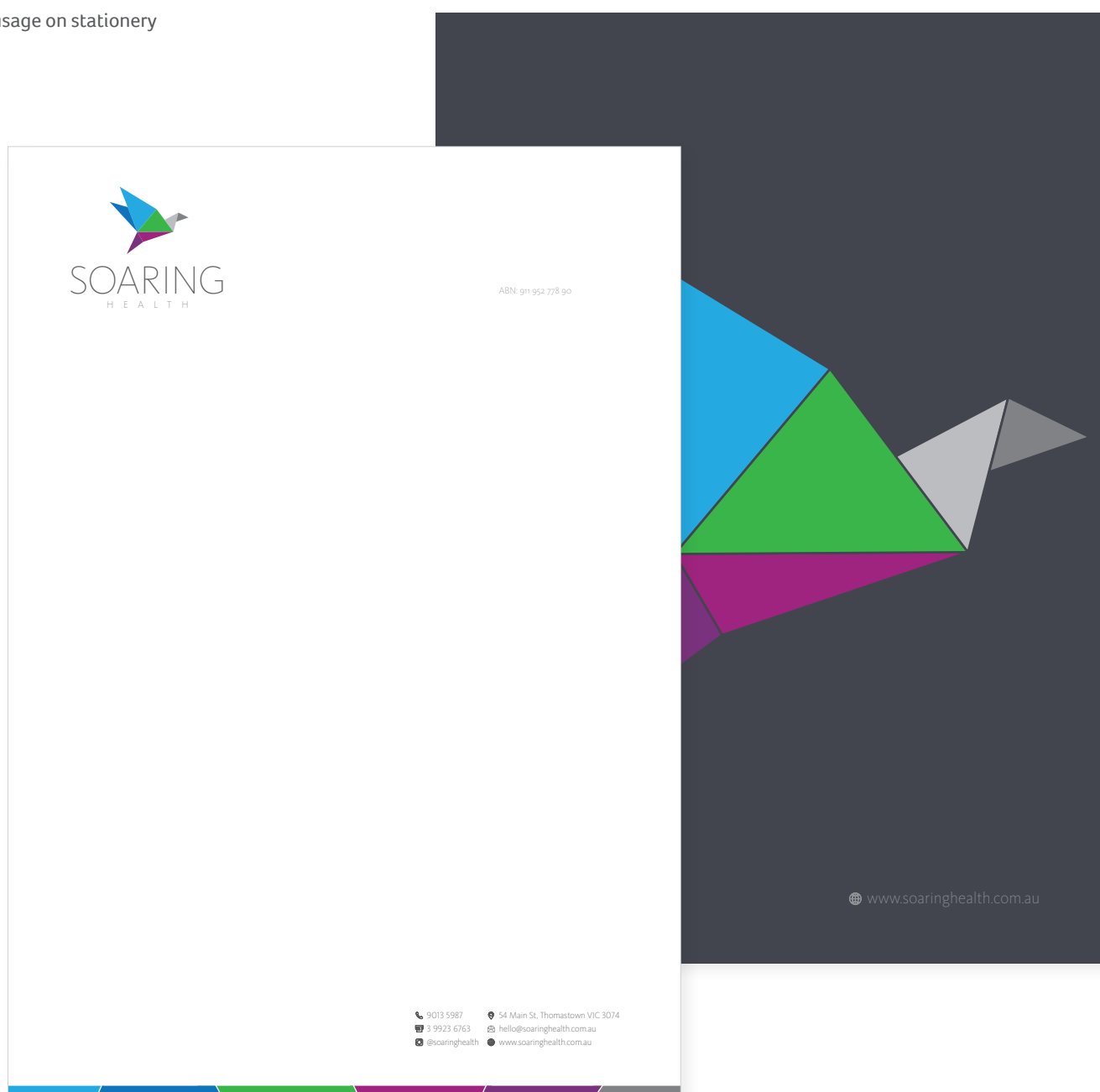
Logo usage on stationery



5.2

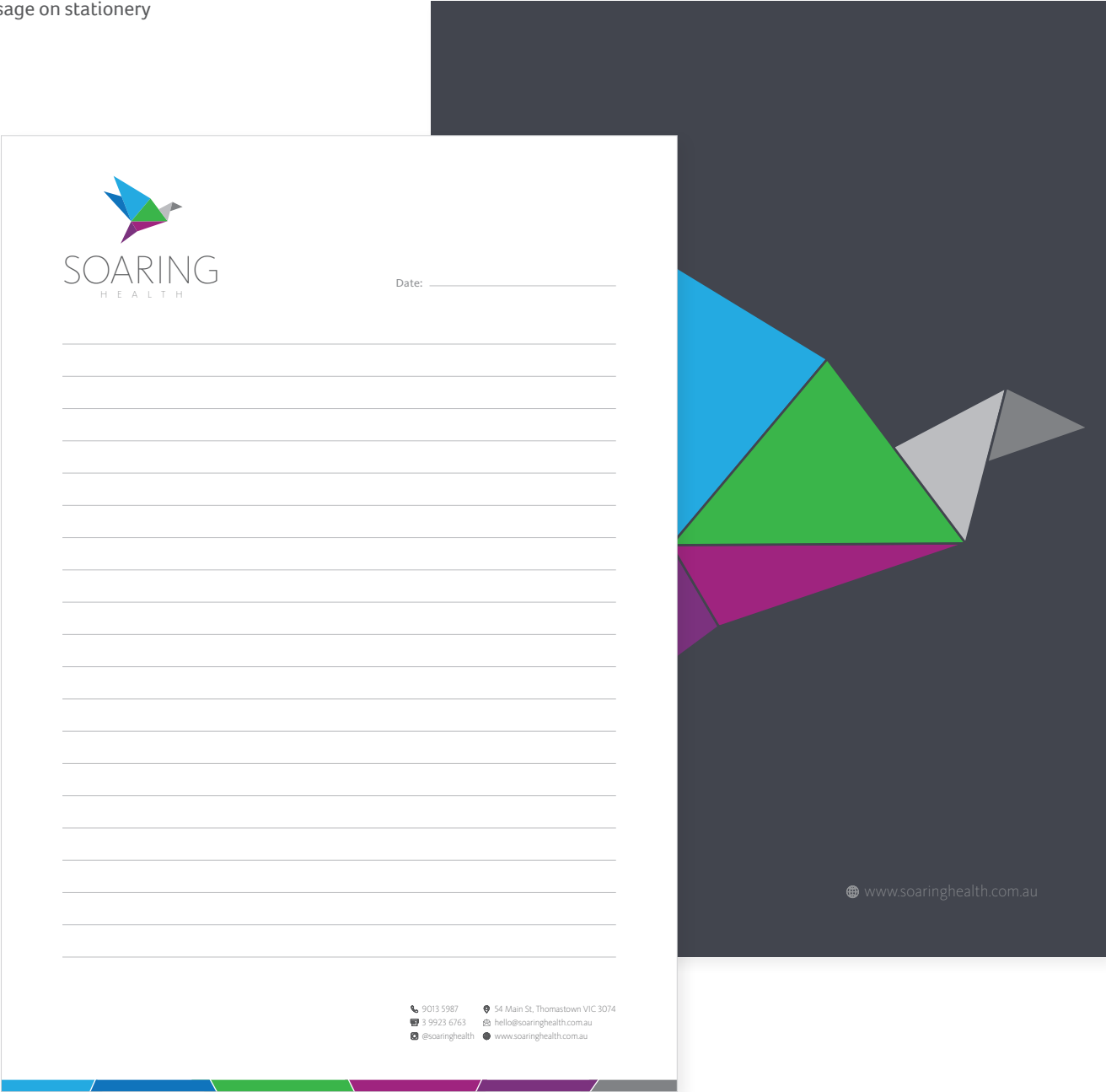
Stationery (letterhead A4)

Logo usage on stationery



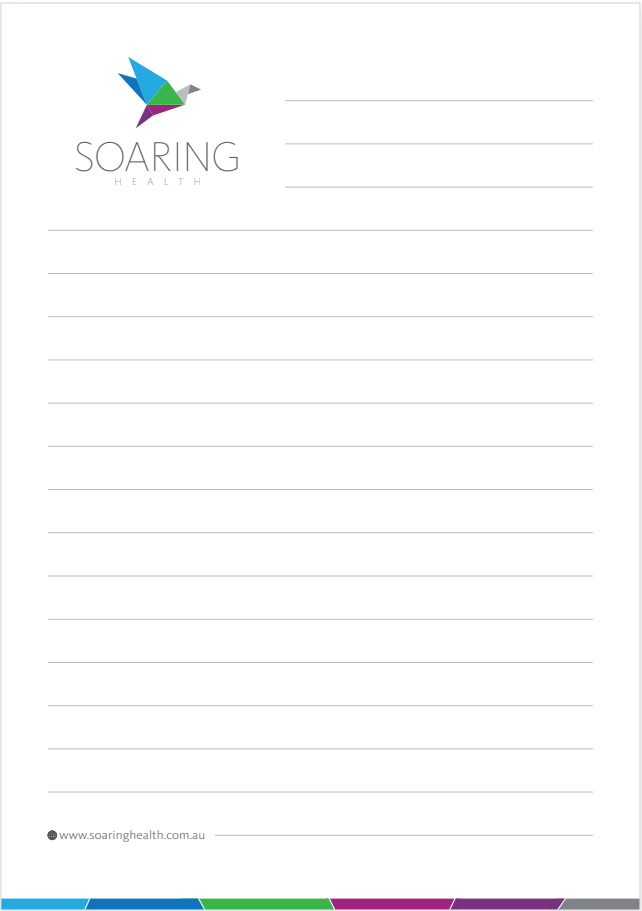
5.2 Stationery (document A4)

Logo usage on stationery



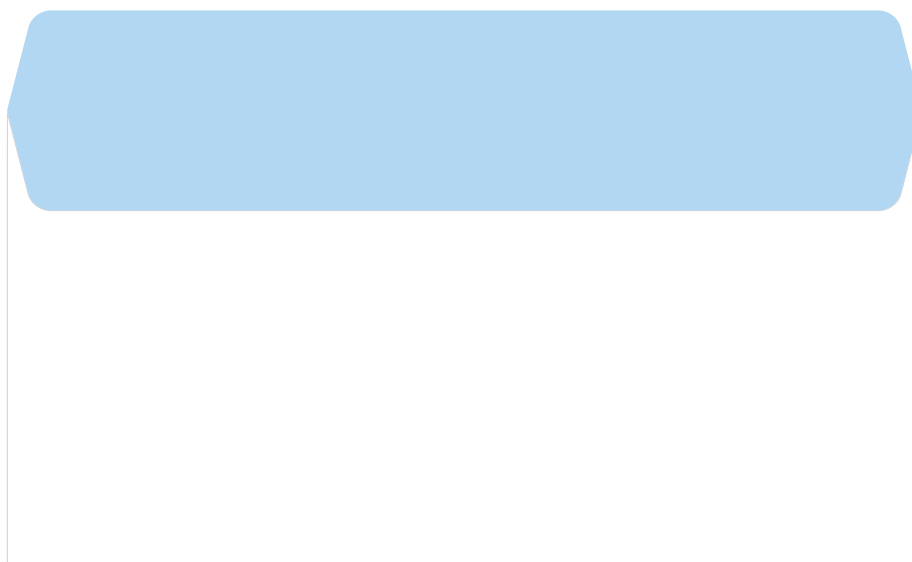
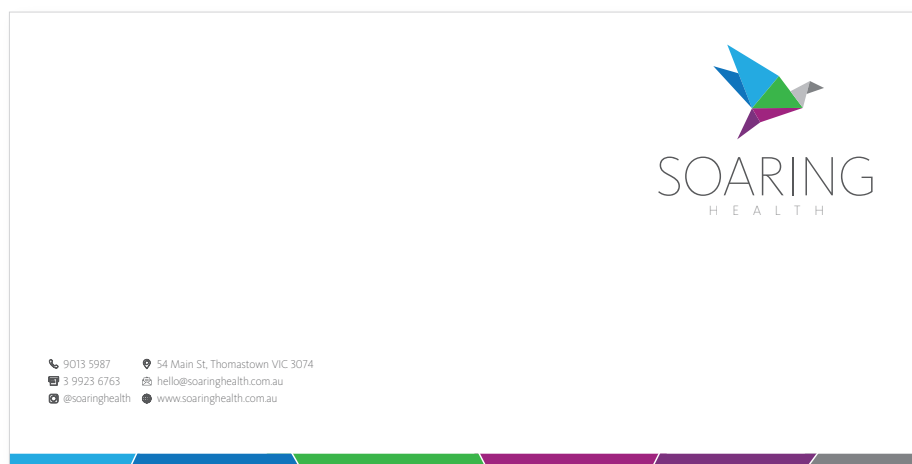
5.3 Stationery (notepad A5)

Logo usage on stationery



5.4 Stationery (envelope)

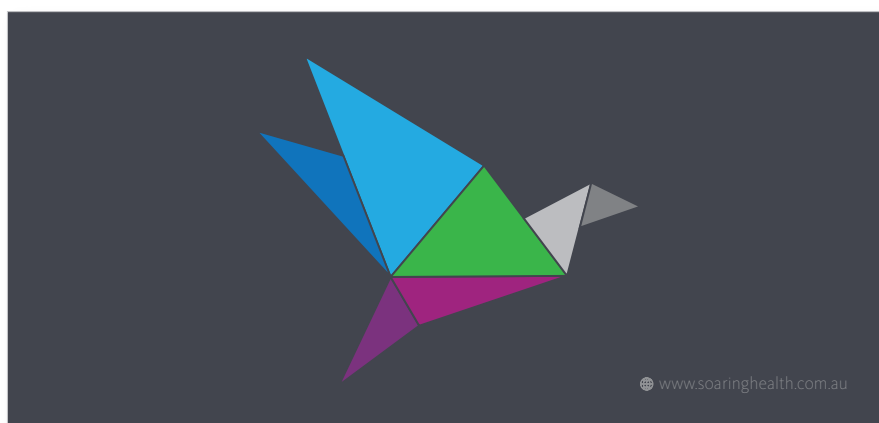
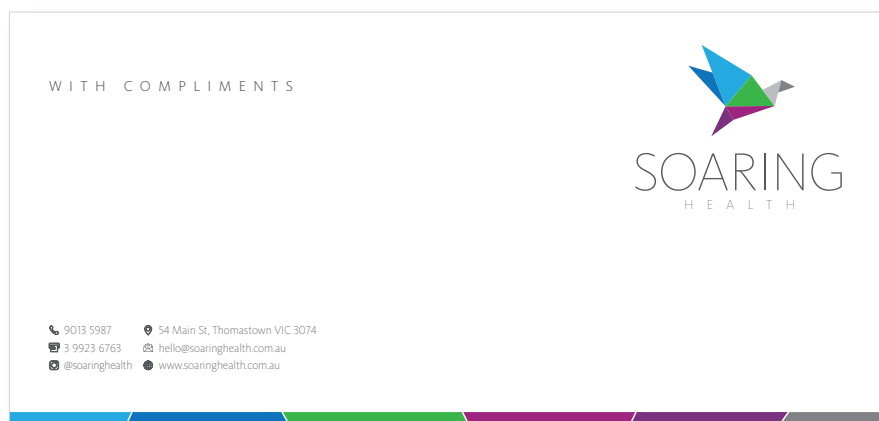
Logo usage on stationery



5.5

Stationery (compliment slip)

Logo usage on stationery



6.1 Brand Images



6.1 Brand Images

