

The Medigate logo is centered on the page. It features the same interlocking loop icon as the header, followed by the word "MEDIGATE" in a large, bold, sans-serif font. "MEDI" is in blue and "GATE" is in orange.

STYLE GUIDE 2019



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BRAND PURPOSE & POSITIONING

Mission Statement



Our mission is to protect every clinical network from cyberattacks.



LOGO

Formats & Versions

The MEDIGATE logo represents our values and is a strong asset. To ensure that it remains a strong representation of our brand, we must use it in a consistent and careful manner.

WHITE VERSION

The white version of the MEDIGATE logo is available and should be used over dark backgrounds, or over darker areas of imagery. Be sure that the logo is always legible and unobstructed.

DO

Place prominently. Logo placement should be prominent and appear as visually dominant over all other branding in a given execution.

DON'T

Edit the logo.

WHITE BACKGROUND



DARK BACKGROUND (WHITE/ORANGE LOGO)





LOGO

Clear Space & Minimum Size

CLEAR SPACE

The MEDIGATE logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space. The minimum clear space is equal to the height of the letter “M” in the MEDIGATE lettermark.

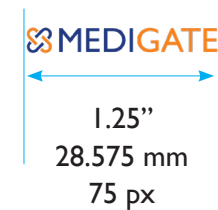
MINIMUM SIZE

Minimum size refers to the smallest size the MEDIGATE logo may be reproduced to ensure its legibility. The MEDIGATE logo may not be reproduced smaller than the dimensions indicated in these guidelines.

SPACE AROUND LOGO



MINIMUM SIZE





LOGO

Incorrect Usage

NOTE

Please note that these rules apply to the MEDIGATE logo

MEDIGATE LOGO MISUSE

Use the MEDIGATE logo exactly as it appears in brand-approved logo files. Do not edit or modify the MEDIGATE logo in any way. Proposed logo modifications or animations must be approved by the brand team prior to use.

DO NOT

- Alter the distance between elements
- Stretch the logo
- Retype or redraw the logo
- Skew or angle the logo
- Change the proportions of the elements
- Distort the logo in any way
- Outline or recolor the logo
- Use glows, drop shadows or other effects
- Change the colors of the logo in any way

DO NOT ROTATE LOGO



DO NOT CHANGE THE BACKGROUND



DO NOT CHANGE THE COLORS OF THE LOGO



COLOR PALETTE

Primary + Secondary Colors

Color is a powerful aspect of any brand. Color creates an emotional connection with our consumers. The palette you see is a color palette designed to inject light and energy into the MEDIGATE brand. Strict adherence to this color palette will make our brand stronger now and into the future. All brand communications should adhere to this color palette.

PRIMARY COLORS



BLUE
287C
C-100%, M-91%, Y-17%, K-6%
R-0, G-48, B-138
#003087

SECONDARY COLORS



LIGHT BLUE
285C
C-91%, M-53%, Y-0%, K-0%
R-0 G-113, B-206
#0071CE



LIGHT GRAY
400C
C-24%, M-21%, Y-26%, K-0%
R-196 G-190 B-182
#C4BCB6



ORANGE
151C
C-0%, M-60%, Y-100%, K-0%
R-255, G-130, B-0
#FF8200



GREEN
370C
C-66%, M-26%, Y-100%, K-9%
R-99, G-140 B-28
#638C1C



TEXT BODY
BLACK C - 80%
C-69%, M-63%, Y-62%, K-58%
R-51, G-51, B-51
#333333



GOLDEN ORANGE
130C
C-0%, M-28%, Y-86%, K-0%
R-255, G-191 B-60
#FFBF3C

Typographic Palette

The MEDIGATE typographic palette consists of the typeface Gil Sans MT in four weights: Regular, Italic, Bold, and Bold Italic.

Gil Sans MT

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+

AaBbCcI23
Font Name Regular

Lorem ipsum dolor sit amet , conset et ur sadipscing elit r ,sed diam nonumy eirmod t empor invidunt ut labore etdolore magna aliquyam erat , sed diam volupt ua.At veroeos et accusam et just o duo dolores et ea rebum.

AaBbCcI23
Font Name Bold

Lorem ipsum dolor sit amet , conset et ur sadipscing elit r ,sed diam nonumy eirmod t empor invidunt ut labore etdolore magna aliquyam erat , sed diam volupt ua.At veroeos et accusam et just o duo dolores et ea rebum.

AaBbCcI23
Font Name Bold Italic

Lorem ipsum dolor sit amet , conset et ur sadipscing elit r ,sed diam nonumy eirmod t empor invidunt ut labore etdolore magna aliquyam erat , sed diam volupt ua.At veroeos et accusam et just o duo dolores et ea rebum.

AaBbCcI23
Font Name Italic

Lorem ipsum dolor sit amet , conset et ur sadipscing elit r ,sed diam nonumy eirmod t empor invidunt ut labore etdolore magna aliquyam erat , sed diam volupt ua.At veroeos et accusam et just o duo dolores et ea rebum.

Our branded communications use Gil Sans MT and Arial fonts. Gil Sans MT is the primary font, and should be used in every instance possible for print and digital materials. Gil Sans MT is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. Because Arial is a font loaded on every computer we suggest using it for Powerpoint presentations that need to be shared outside of MEDIGATE.

SECONDARY TYPEFACE

Typographic Palette

The MEDIGATE typographic secondary palette consists of the typeface Arial in four weights: Regular, Italic, Bold, and Bold Italic.

Arial

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+

AaBbCc123

Font Name Regular

Lorem ipsum dolor sit amet , conset et ur sadipsc-ing elit r ,sed diam nonumy eirmod t empor invidunt ut labore etdolore magna aliquyam erat , sed diam volupt ua. At veroeos et accusam et just o duo dolores et ea rebum.

AaBbCc123

Font Name Bold

Lorem ipsum dolor sit amet , conset et ur sadip-sc-ing elit r ,sed diam nonumy eirmod t empor invidunt ut labore etdolore magna aliquyam erat , sed diam volupt ua. At veroeos et accusam et just o duo dolores et ea rebum.

AaBbCc123

Font Name Bold Italic

Lorem ipsum dolor sit amet , conset et ur sadip-sc-ing elit r ,sed diam nonumy eirmod t empor invidunt ut labore etdolore magna aliquyam erat , sed diam volupt ua. At veroeos et accusam et just o duo dolores et ea rebum.

AaBbCc123

Font Name Italic

Lorem ipsum dolor sit amet , conset et ur sadipsc-ing elit r ,sed diam nonumy eirmod t empor invidunt ut labore etdolore magna aliquyam erat , sed diam volupt ua. At veroeos et accusam et just o duo dolores et ea rebum.

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PHOTOGRAPHY

Photo Style

Our photography style relies on a balanced photography style. We will select high-contrast images with a very graphic compositional style. The goal is never to lean too far into dark tones, and always balance with some brightness.

DO

Capture our tone. Select photos that capture our tone of simplicity and sophistication. Choose shots that are human, personal, and dramatic.

DON'T

Go dark. Select photos that are lighter in tone, that use lighter backgrounds instead of dark, moody subject matter and settings. Always avoid typical stock photography that looks expected, staged, or posed.



ICONOGRAPHY

Brand Design Fundamentals

ICONS

The MEDIGATE icons can be reproduced in a variety of colors depending on the backgrounds on which they appear.

If you're unable to find what you need and must create a new icon, be sure it matches the overall graphic style of our existing icons.

Clinical IoT



Enterprise IoT



Medical Devices



General



