



Brand Guide

7.30.14

Confidential: Internal Use Only



Vision and Mission

Vision: Be the preferred locum tenens service for physicians and hospitals.

Mission: Provide flawless coverage for hospitalist team with a focus on service, efficiency and quality.

logos



primary



secondary 2-color
(giveaway items,
embroidery
or screenprint)



secondary 1-color
(giveaway items,
embroidery
or screenprint)

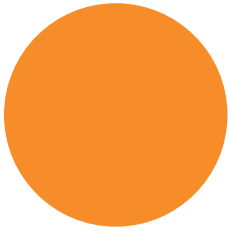


b&w
small imprint



reversed to white

logo colors

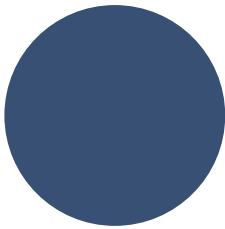


PANTONE 1495 C

C: 0
M: 53
Y: 94
K: 0

R: 247
G: 143
B: 42

web: #f78f2a

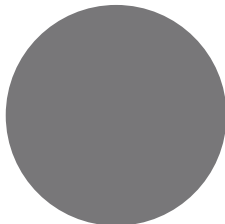


PANTONE 295 U

C: 86
M: 68
Y: 34
K: 17

R: 55
G: 80
B: 114

web: #375072



PANTONE COOL GRAY 9 C

C: 56
M: 47
Y: 45
K: 11

R: 116
G: 117
B: 120

web: #f78f2a

typography/font:

**Avenir
Medium**

logo guidelines & proper usage

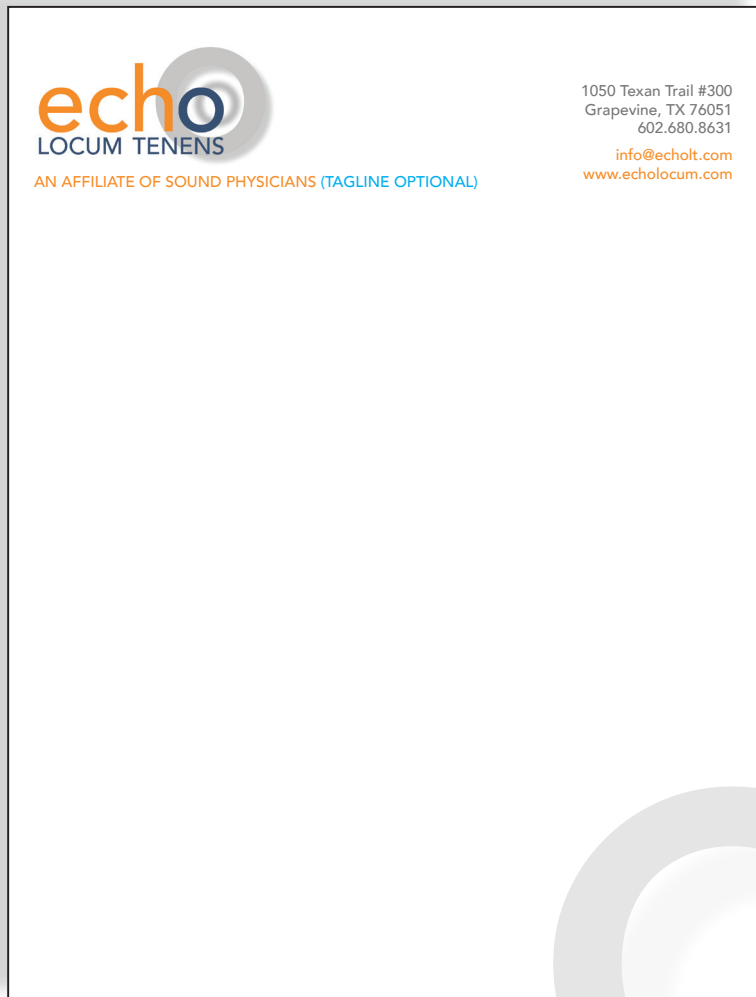


The logo should never sit on a busy background and should never be manipulated in any fashion. To keep a clean look, there must always be at least a quarter inch of negative space around the logo. The logo has been provided in two versions, one with the circular graphic (primary); one without (secondary).

1. DO NOT add messaging to the logo
2. DO NOT change the logo typeface
3. DO NOT put imagery within logo elements
4. DO NOT change logo proportions
5. DO NOT change text positioning
6. DO NOT change logo colors
7. DO NOT put logo on a busy background
8. DO NOT adapt the logo in any way
9. DO NOT reduce the size of the logo less than 1" in width



letterhead



templates

business cards



powerpoint slide layouts

