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0.1 Logo Specifics

Logo Colour



Logo Black and White



Logo Clear Space

Grey striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements unless element is a background watermark.

$y = 1/2$ of x



0.2 Typeface Details

The Typeface Family

The Lato family consists of thin, light, regular, bold with italic optional for each. It is a versatile family from the Google fonts that can be used for web and print.

<https://fonts.google.com/specimen/Lato>

When to Use:

Lato Regular is the primary font used as the standard for copy on: stationery, website design, brochures and all forms of general correspondence.

Lato
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$\$%&(*)

When to Use:

Lato Bold are to be used for emphasis on standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$\$%&(*)

0.2 Typeface Details

The Typeface Family

The Droid Sans family is a Google font consisting of 2 typeface widths: Regular, and Bold.

When to Use:

Droid Sans is used in the for marketing - print and web. It can be used for headers and emphasis where required.

Droid Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz
1234567890!@\$%&(*)

When to Use:

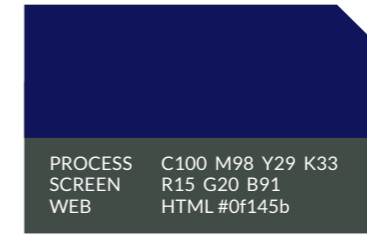
Droid Sans Bold is used for marketing - print and web. It can be used for headers and emphasis where required.

Droid Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
**abcdefghijklmnopqrstu-
vwxyz**
1234567890!@\$%&(*)

0.3 Colour Specifications

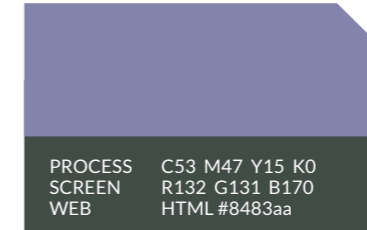
The colour specifications are based on the current colour palette for Pyx Health.

Pantone P 101-8 C



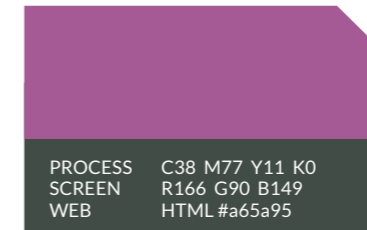
This is a primary colour used in the logo and branding.

Pantone P101-11 C



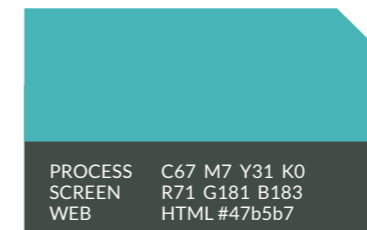
This is a primary colour used in the logo and branding.

Pantone P7655 C



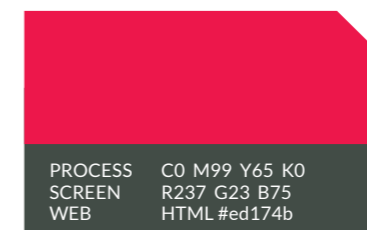
This is a primary colour used in the logo and branding.

Pantone P124-13 C



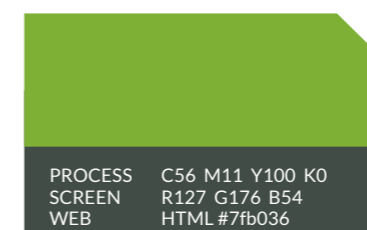
This colour is used as a background or highlight colour.

Pantone P57-8C



This colour is used as a background or highlight colour.

Pantone P157-16-C



This colour is used as a background or highlight colour.



This colour gradient is used for background or highlight colour on the app icon. -135 degrees Linear, Primary colors above

0.4 Logo Styles

Primary Full Tone Colour

Logo using current colour palette. Colours on packaging may include variations of special gold foil, UV spot and other printing options.



Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.



Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course half-tones screens are used.




Social Media

Social Media profile images. Each are saved with Transparent backgrounds.



IOS and Android
Used for all square & round cornered profile destinations, such as: Twitter, Facebook, etc.

Circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.

 Favicon 16px x 16px

0.5 Logo Best Practices

Do Not: Logomark

The general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of improper use of the logo are shown below.



Do Not: Text

Do not use any text within the Safe Zone of the logomark.



Do Not: Sizing

Do not use squish or elongate the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. This includes using outlines. Use the official colour specifications detailed in these guidelines.



Do Not: Background

Do not use background colors with the exception of the two examples here.



Exceptions



0.6 Taglines & Business Card

Tagline

Email footer, banners, brochures, and other forms of general correspondence - used with or without logo.

Profile Description

Profile description used for forums, conferences, press, online communities, etc

Business Cards

Business Card design front and back.

