



Stytle

quide



medchart
logo



medchart
logo



medchart
logo



medchart
logo

breakdown

dynamic

Adaptable, transformable and creative. The new MedChart logo can be as big and bold as a billboard, a creative canvas to create playful compositions or a base logo for sub-brands and expansions.



medchart
logo

breakdown

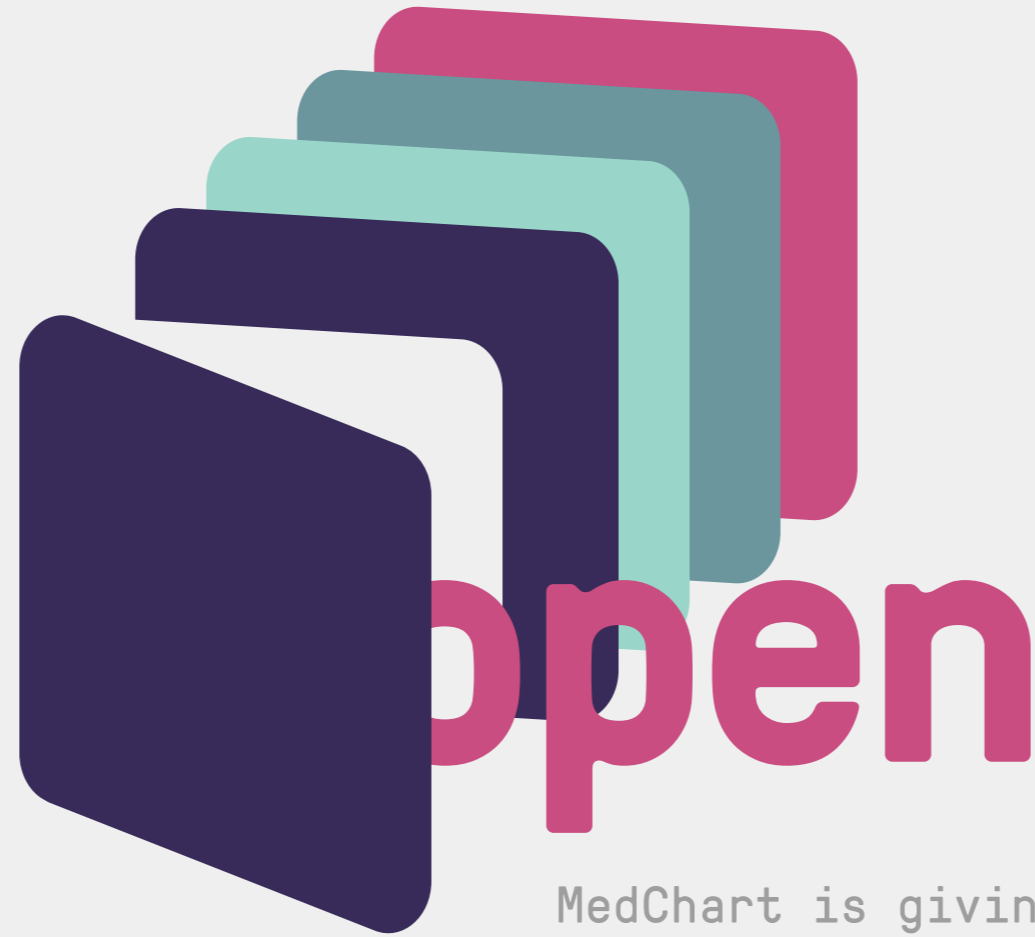
depth

The MedChart logomark is built to include the letter M but to show it only subtly. The depth effect symbolizes stability and reliability.



medchart
logo

breakdown



MedChart is giving Canadians access to their health records with ease and convenience, providing services that makes MedChart one-of-a-kind.

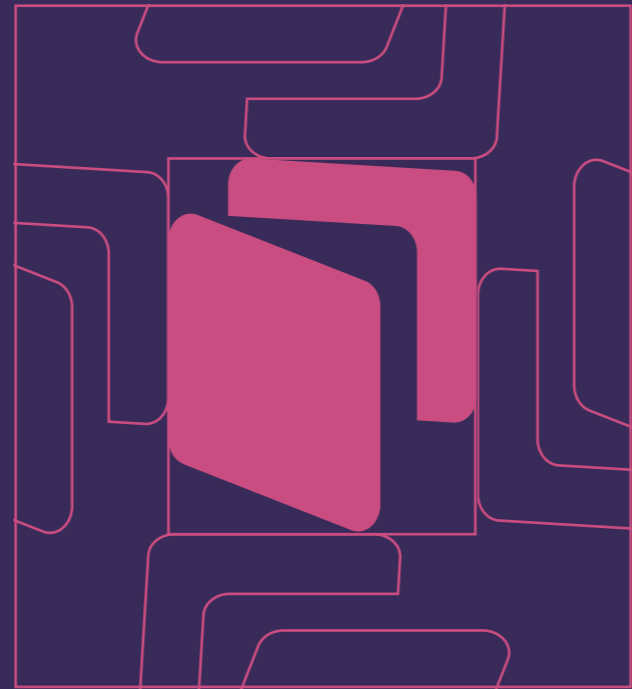
Security and privacy is at the heart of MedChart's values, that's why the logomark shows a partially open door.

medchart
logo

safe space



x=1/2 the width of
the logomark



medchart logo

do's &
dont's



do

use the dynamic
colour system
and the different
formats of the
logo.



experiment
with colour
combinations
to create
interesting
compositions.

medchart logo

do's &
dont's



don't

mix colours
within the logo
lockup.

flip, twist, morph
or rotate the
logo mark.

use colours that
aren't included
in the style
guide.

colour palette





colour palette



white smoke

HEX #f0f0f0
RGB 240, 240, 240
CMYK 0, 0, 0, 6

stone

HEX #999999
RGB 153, 153, 153
CMYK 0, 0, 0, 40
PANTONE Warm GRAY 7 U

kinda green

HEX #99d6c9
RGB 153, 214, 201
CMYK 29, 0, 6, 16
PANTONE 565 U

deep koamaru

HEX #382b59
RGB 56, 43, 89
CMYK 37, 52, 0, 65
PANTONE 2695 C

mulberry

HEX #c94d80
RGB 201, 77, 126
CMYK 0, 62, 37, 21
PANTONE 7424 C

typography



typography

typeface

headers

```
typeface: gt pressura  
weight:   bold  
leading:  -30
```

sub-heads

```
typeface: gt pressura  
weight:   regular  
leading:  -30
```

Body copy

```
typeface: gt pressura mono  
weight:   regular  
leading:  0
```


typography

story &
rules

easy on the eyes

MedChart speaks 'simple' and 'modern', which makes GT PRESSURA a perfect match.

clear and friendly

Lower-case but never lower-weight. Clarity and visibility are a priority.

Readability is key

Follow regular capitalization rules with body copy.

medchart pattern



medchart
pattern

a symbolic presence & a great visual.

The pattern can be used to fill in solid colour spaces when needed to create interesting compositions.

