



Stytle

quide



medchart  
logo



medchart  
logo



medchart  
logo



medchart  
logo

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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

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breakdown

depth

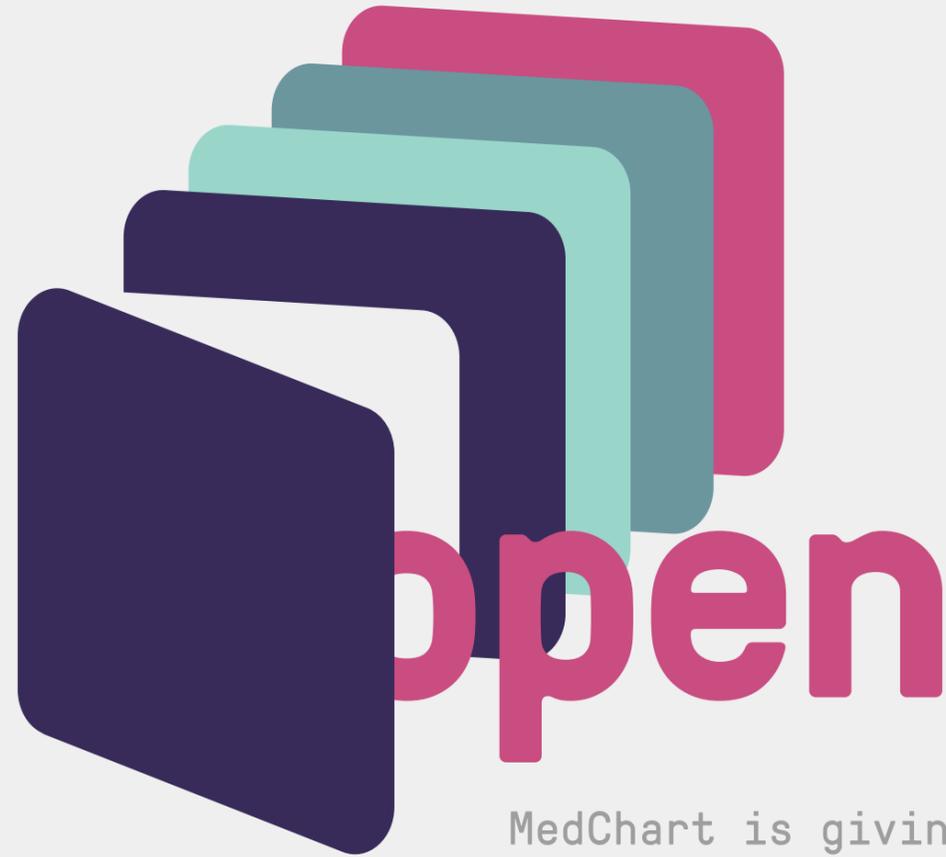
The MedChart logomark is built to include the letter M but to show it only subtly. The depth effect symbolizes stability and reliability.



medchart  
logo

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breakdown



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

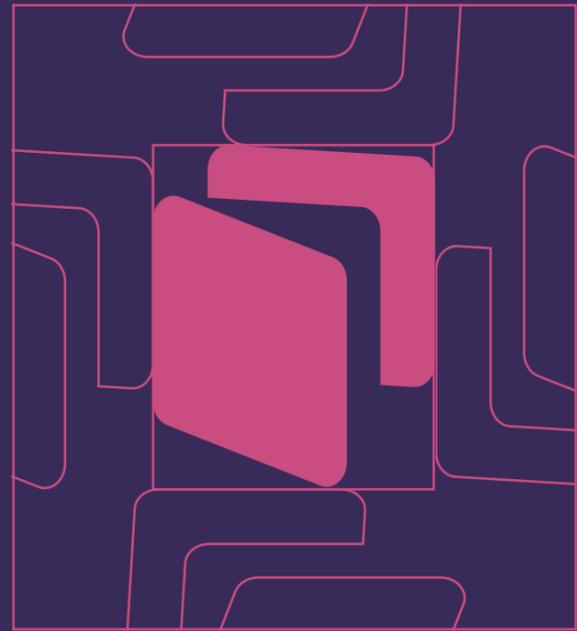
Security and privacy is at the heart of MedChart's values, that's why the logomark shows a partially open door.

# medchart logo

safe space



x=1/2 the width of  
the logomark



# medchart logo

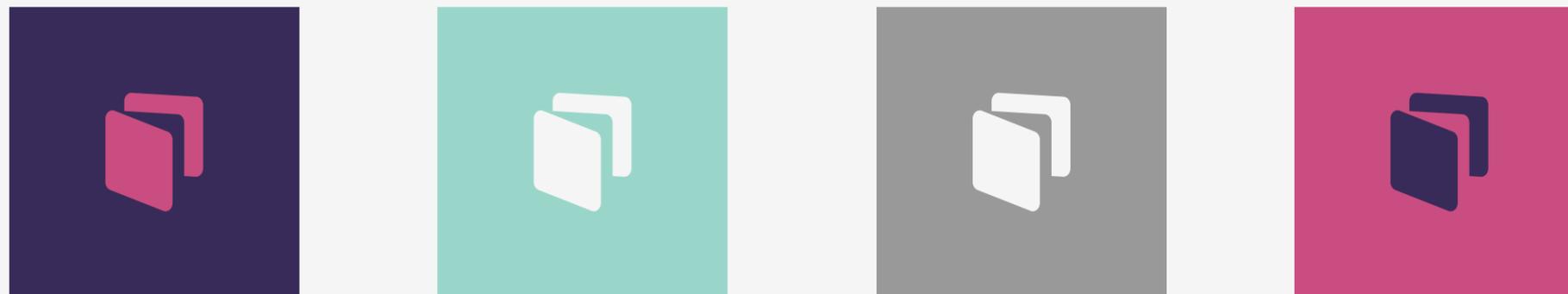
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do's &  
dont's



**do**

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



experiment with colour combinations to create interesting compositions.

# medchart logo

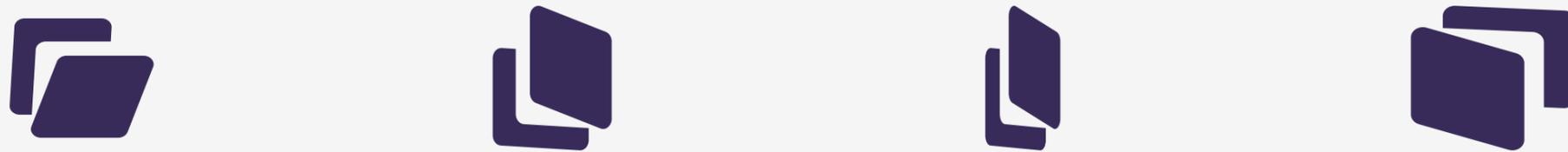
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do's &  
dont's

**don't**



mix colours  
within the logo  
lockup.



flip, twist, morph  
or rotate the  
logo mark.



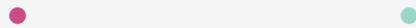
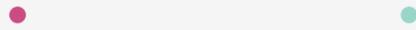
use colours that  
aren't included  
in the style  
guide.

# 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

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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

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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.

