



style guide



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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

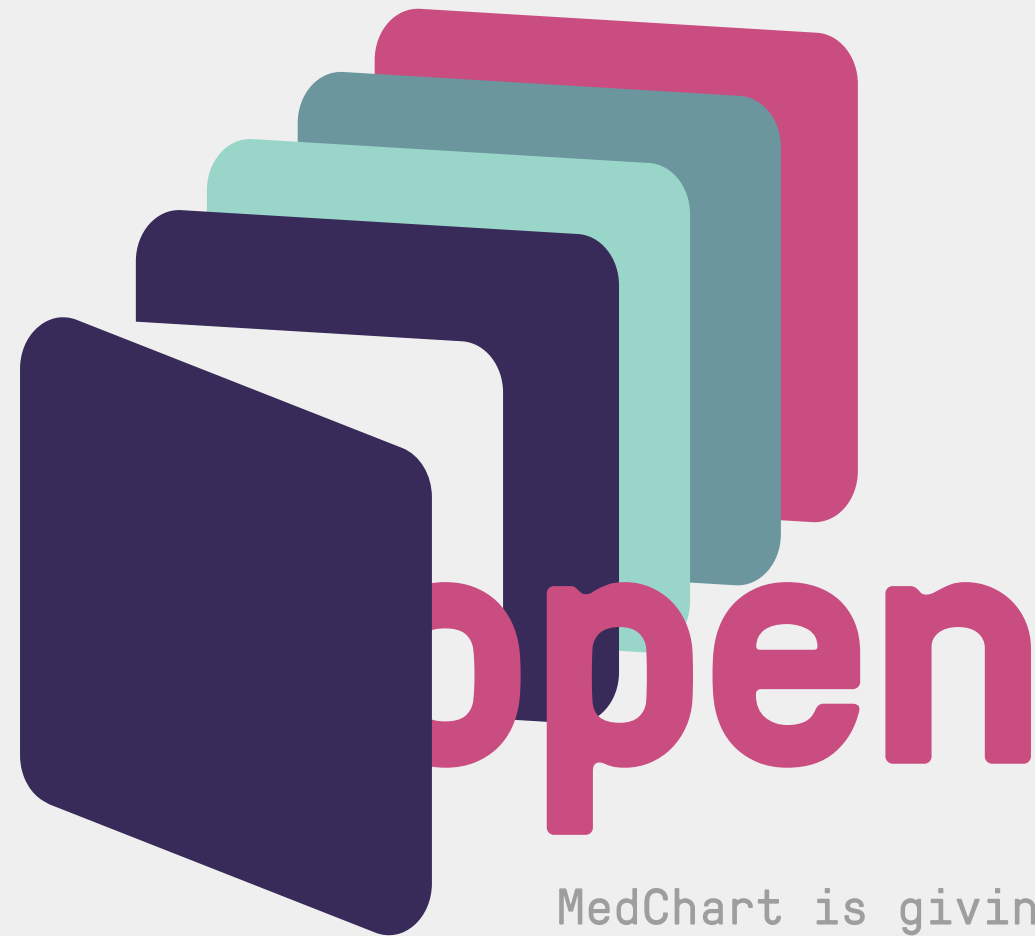
The MedChart logomark is built to include the letter M but to show it only subtly. The depth effect symbolizes stability and reliability.



mee

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.

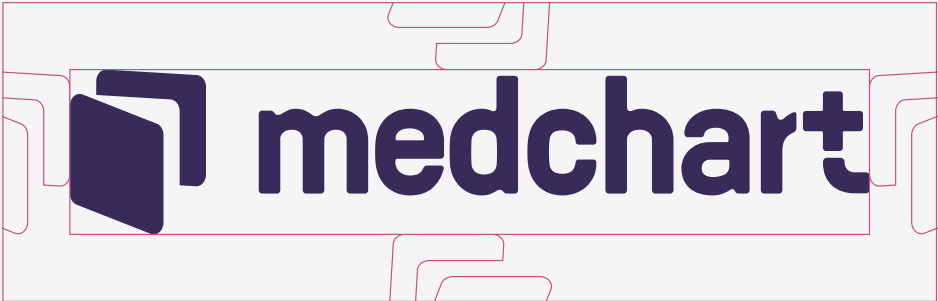
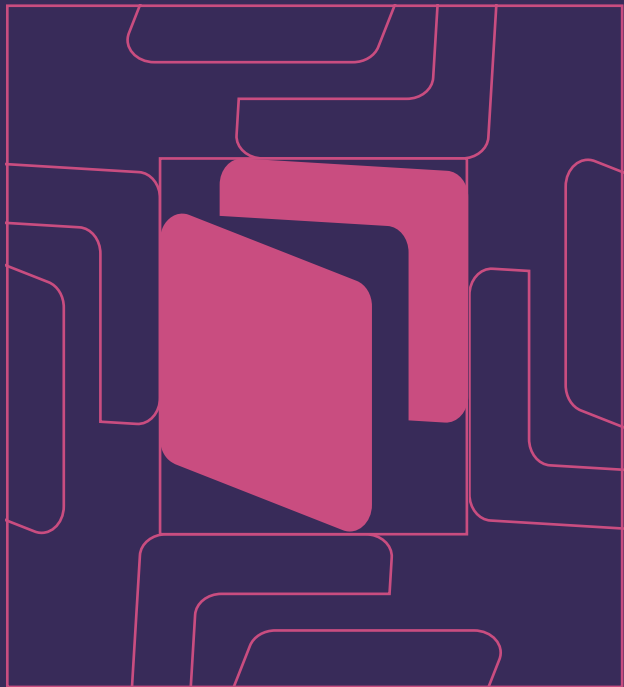
Security and privacy is at the heart of MedChart's values, that's why the logomark shows a partially open door.

medchart
logo

safe space



x=1/2 the width of
the logomark



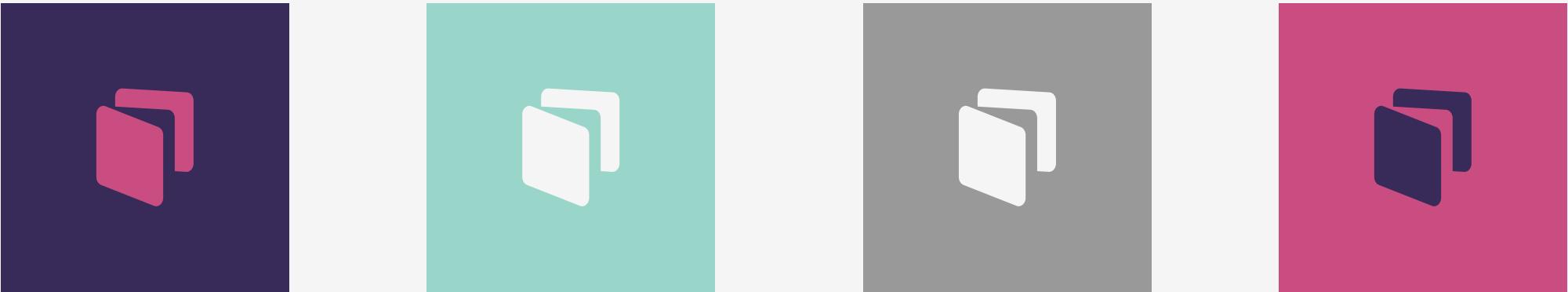
medchart
logo

do's &
dont's



do

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

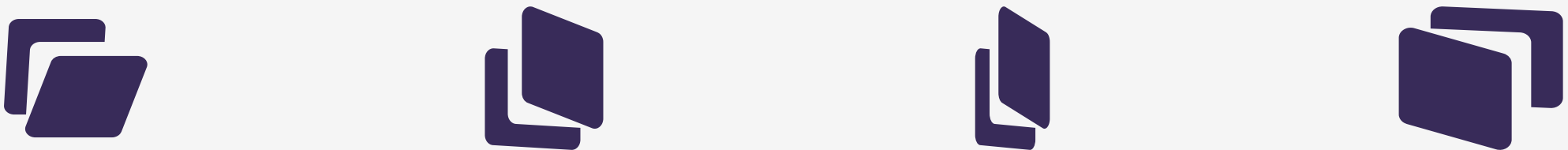


experiment
with colour
combinations
to create
interesting
compositions.

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.

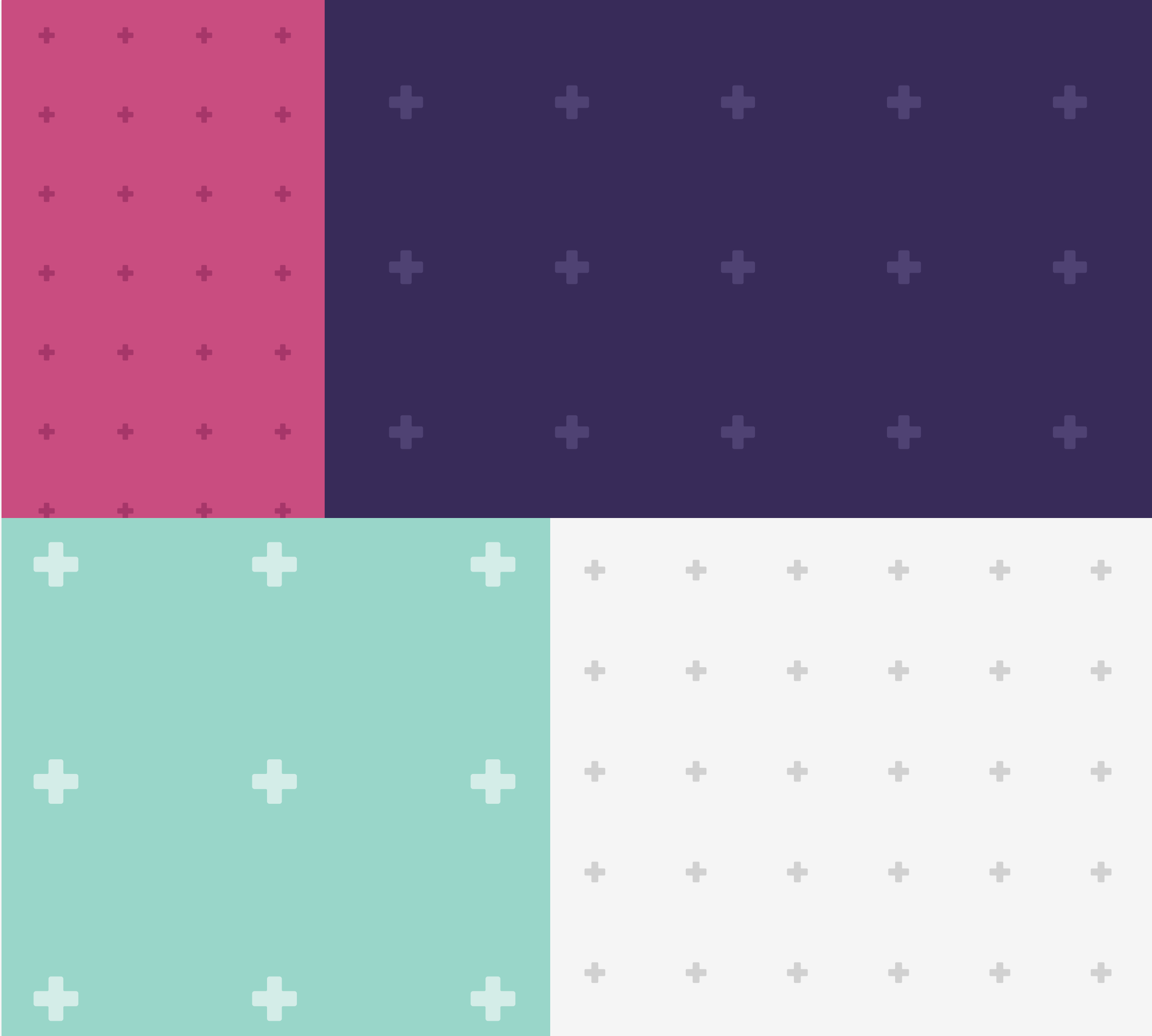
**medchart
pattern**



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.



imagery treatment



imagery
treatment

leveraging a unified look and feel.

a custom image treatment
process designed to
highlight MedChart brand
components and bring
messaging to life.
The next page has a step-by-
step guide on how to
achieve this look.



image treatment

how to

1- Open the image in Adobe Photoshop®

2- Go to Image > adjustments > gradient map



3- Within the Gradient Editor, make sure to have the colour fading from either Almost Red or So Blue (see [colour palette](#) for reference) - your image should look something similar to this:

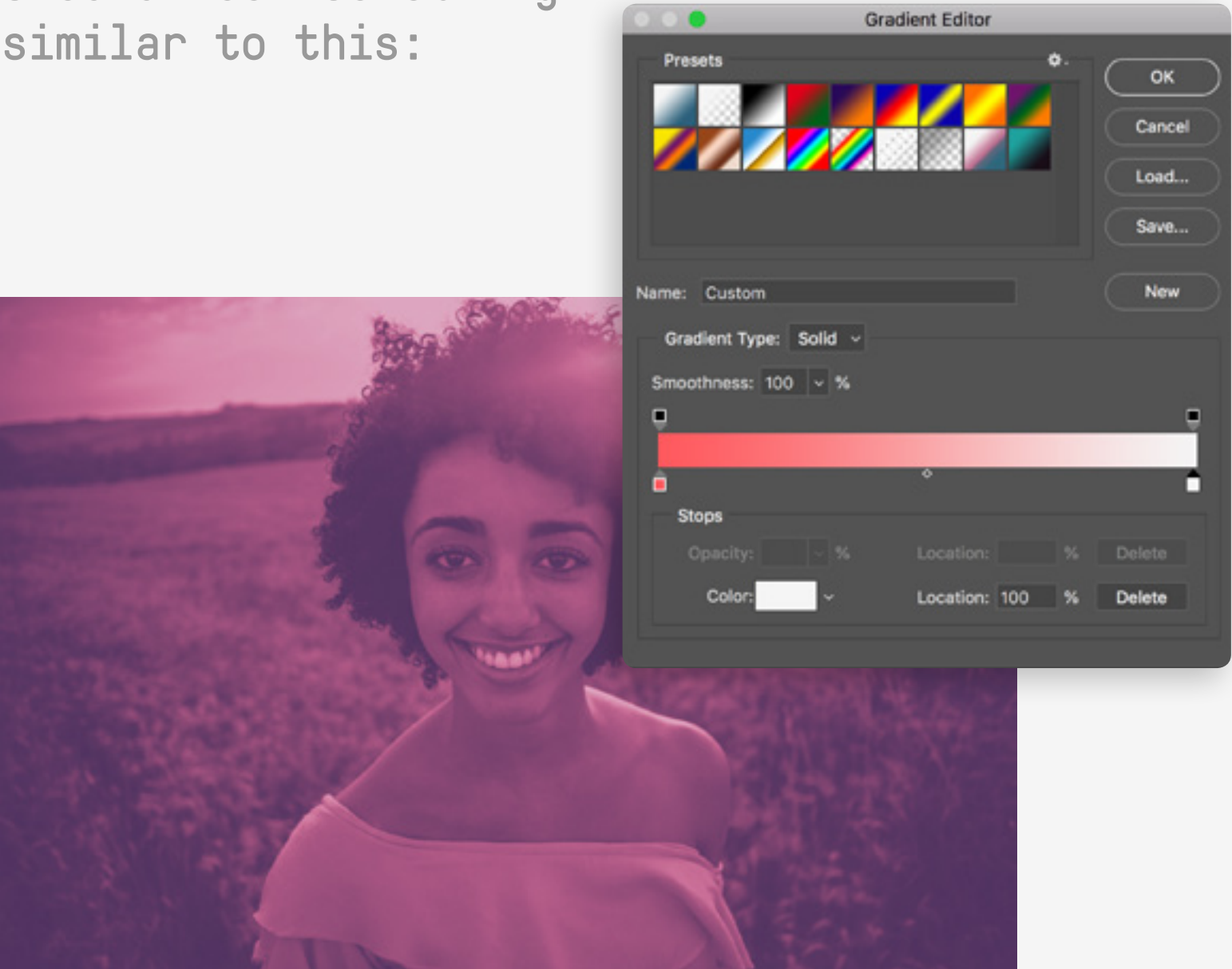
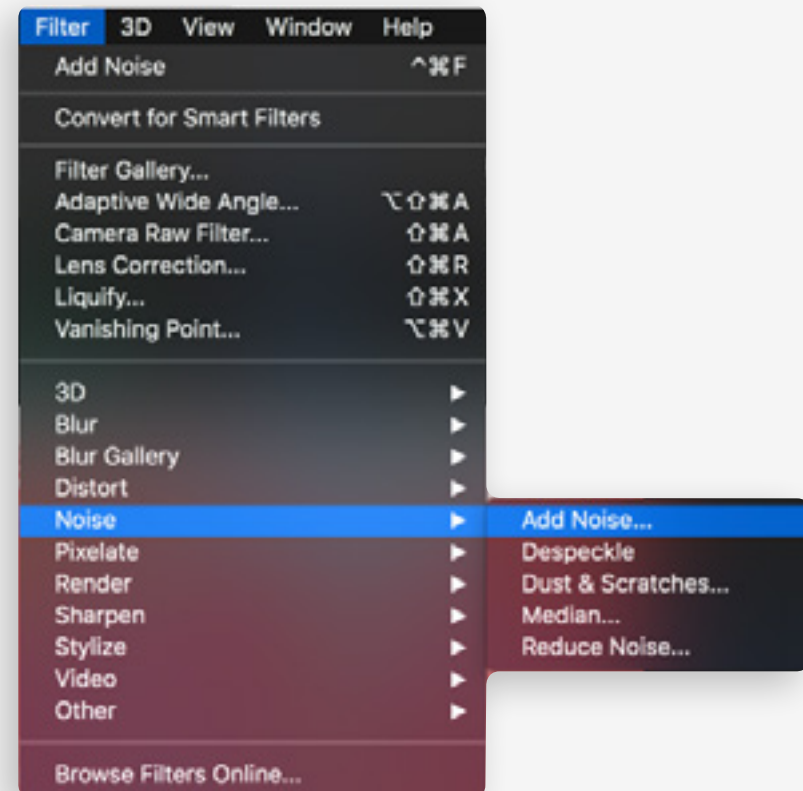


image treatment

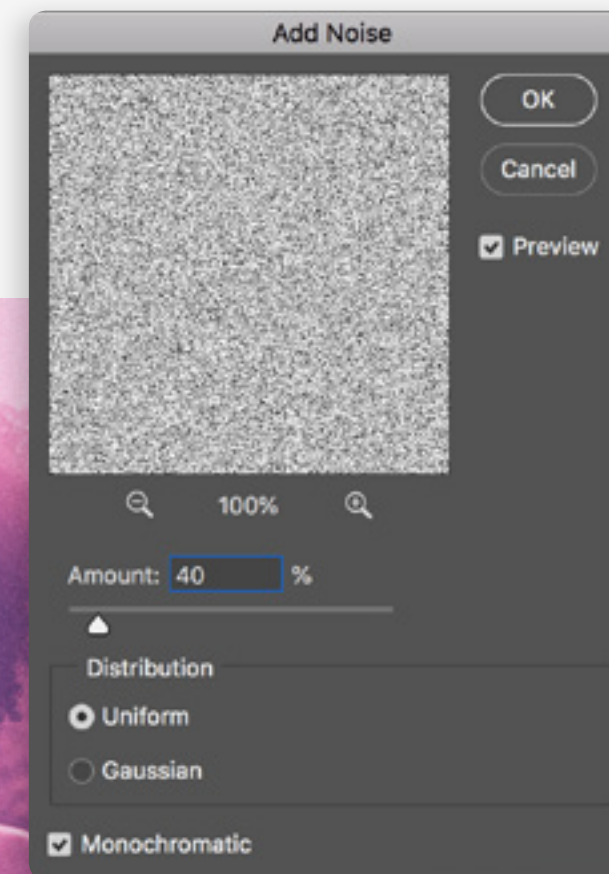
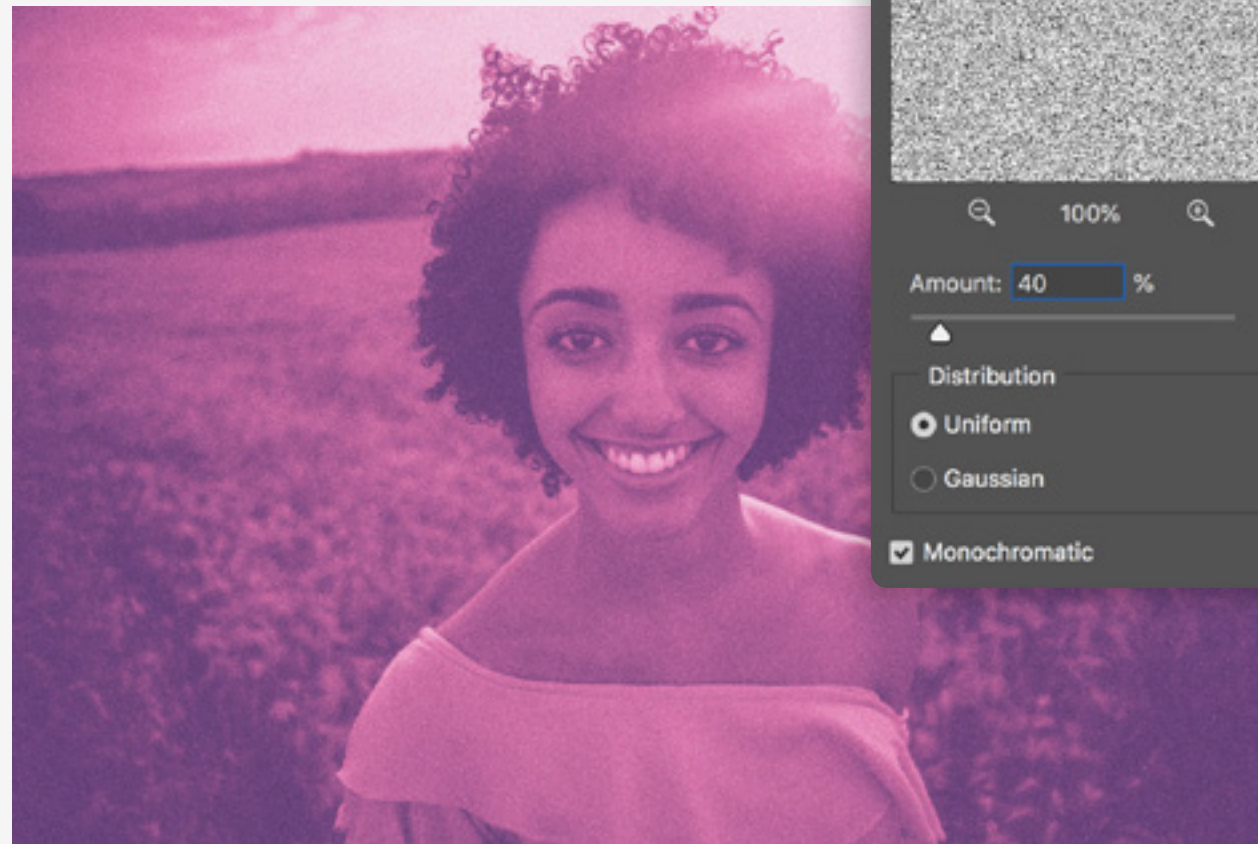
how to

4- To add texture create a new layer on top of the image and fill with the colour White Smoke

5- On the newly created image add a noise filter by going to Filter > Noise > Add Noise



6- Within the Add Noise window, make sure your noise amount is at 40% and the Monochromatic option at the bottom is checked. Apply and drop the layer opacity to 70%. Your image should look like something like this:



**place your
messaging
and medchart
branding on top,
and that's it!**

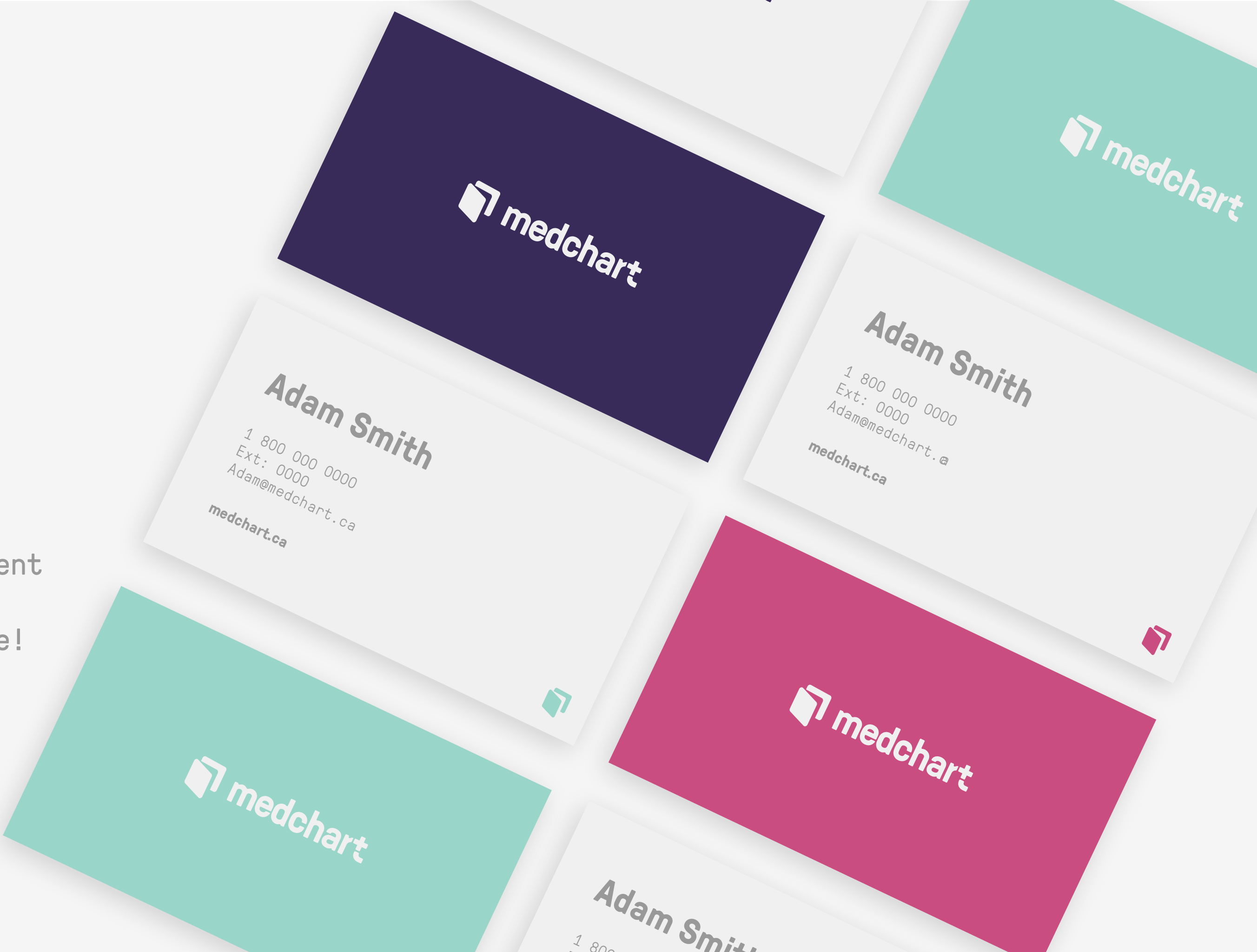
branded materials



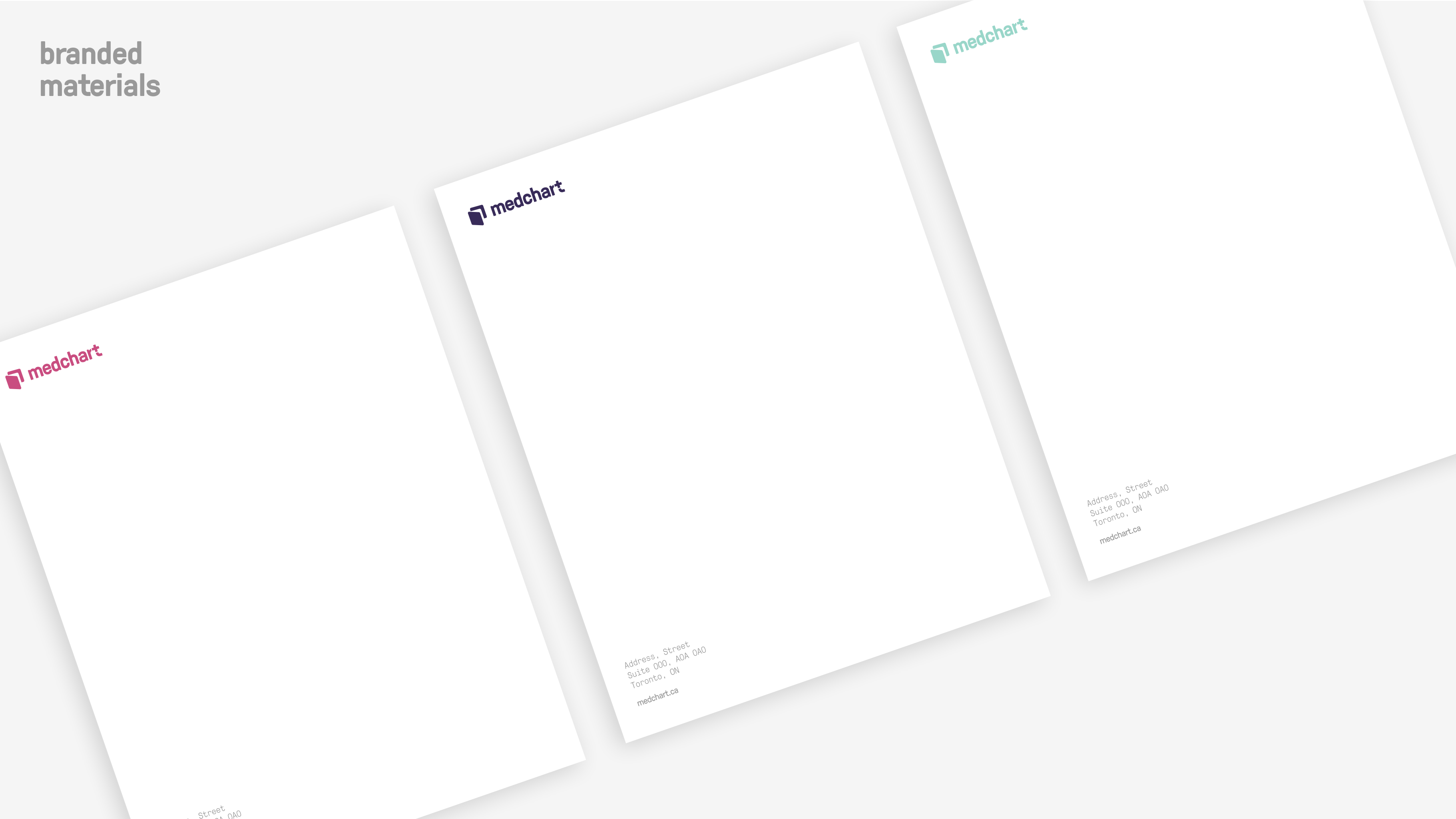
branded
materials

medchart branding in action

Examples of how MedChart
branding lives on different
types of media. Use as
inspiration, Get creative!



branded
materials



 medchart

 medchart

 medchart

Address, Street
Suite 000, AOA 0A0
Toronto, ON
medchart.ca

Address, Street
Suite 000, AOA 0A0
Toronto, ON
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