



Stay  
true

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

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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

# 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.

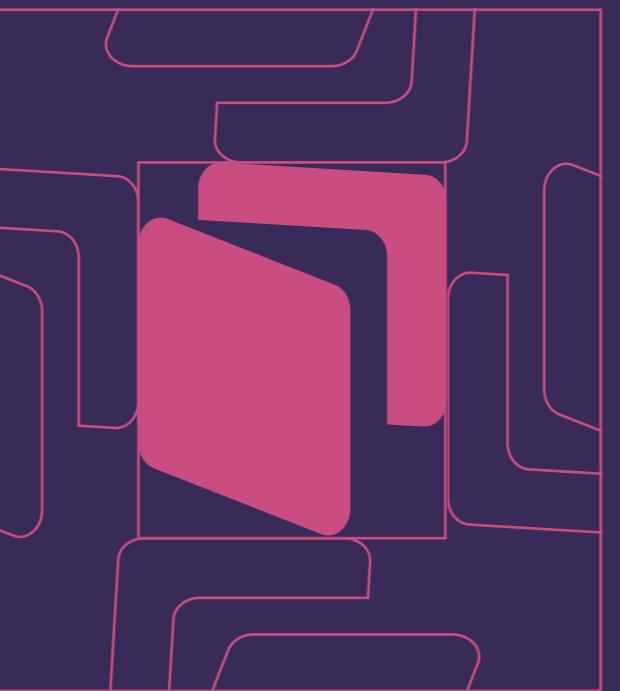
medchart  
logo

safe space



— X —

x=1/2 the width of  
the logomark



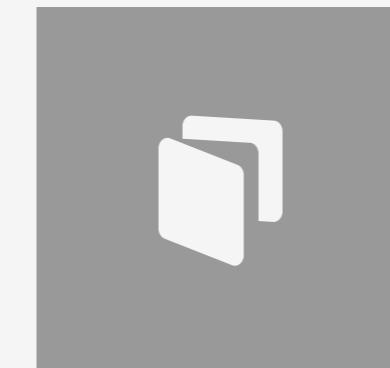
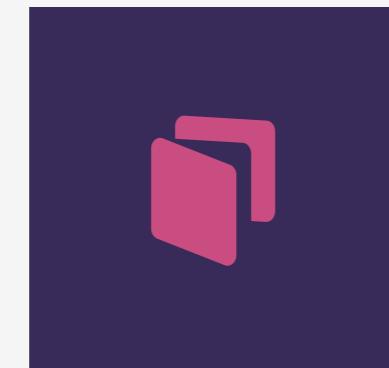
# medchart logo

do's &  
don't's

do



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



experiment with colour combinations to create interesting compositions.

# medchart logo

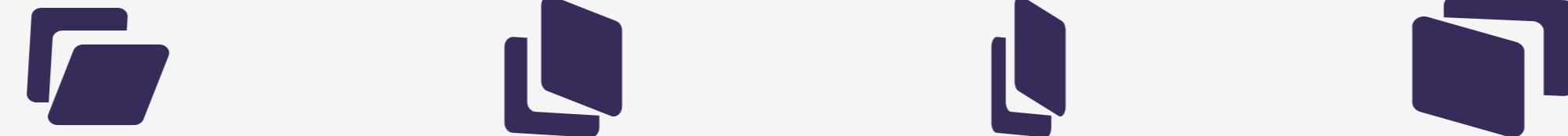
---

do's &  
don't'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

clear and friendly

Readability is key

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

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

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

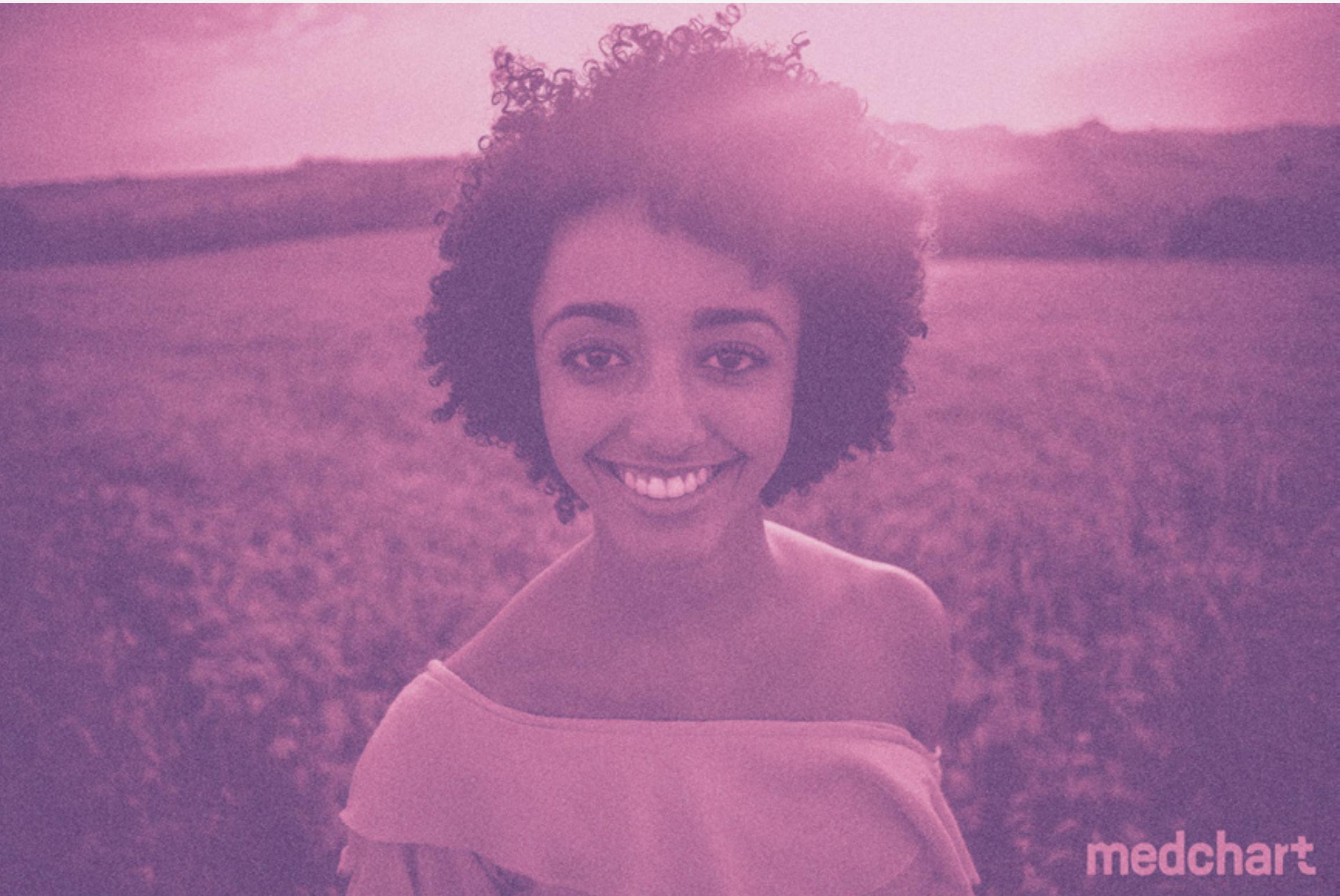


## imagery treatment

### 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

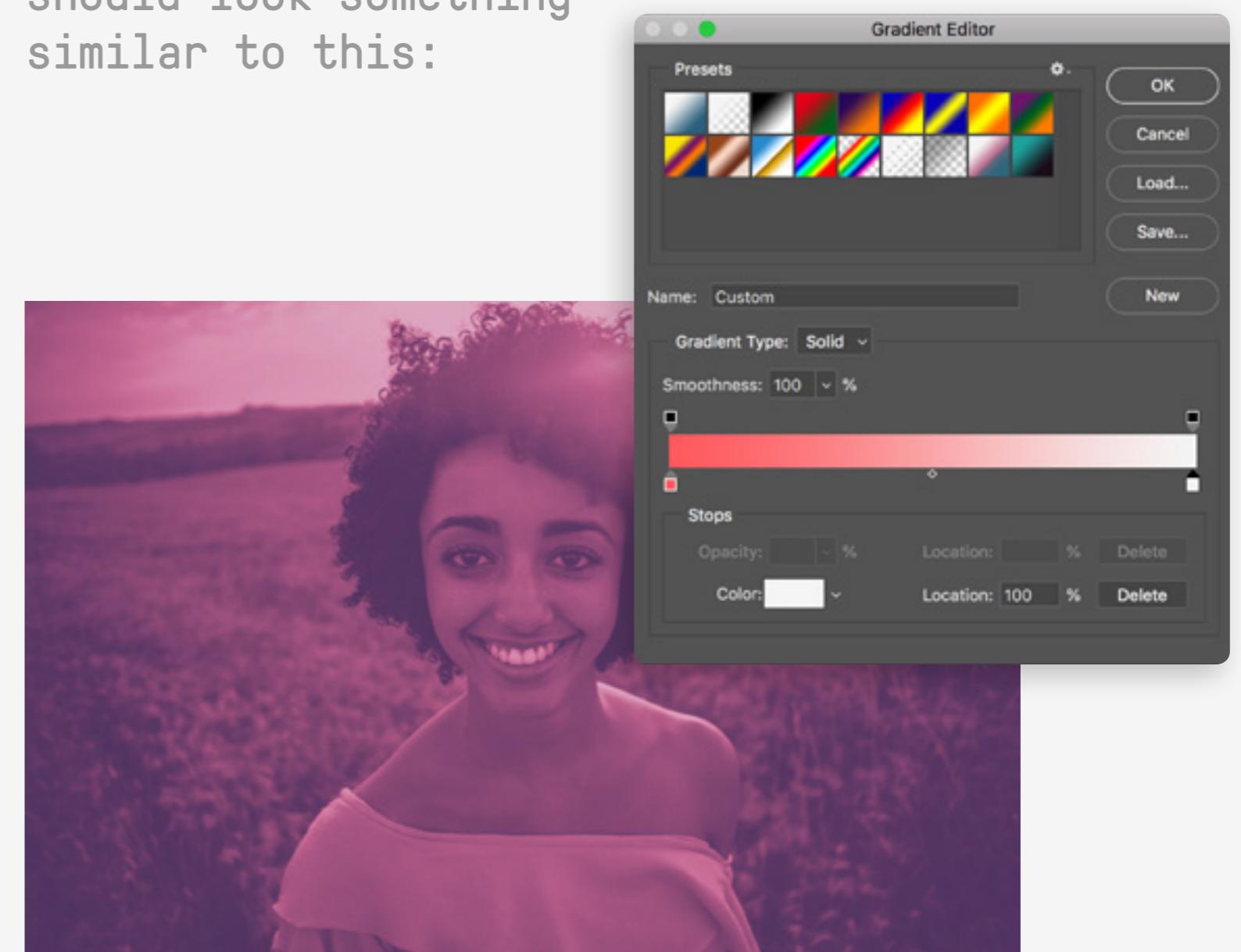
how to

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:

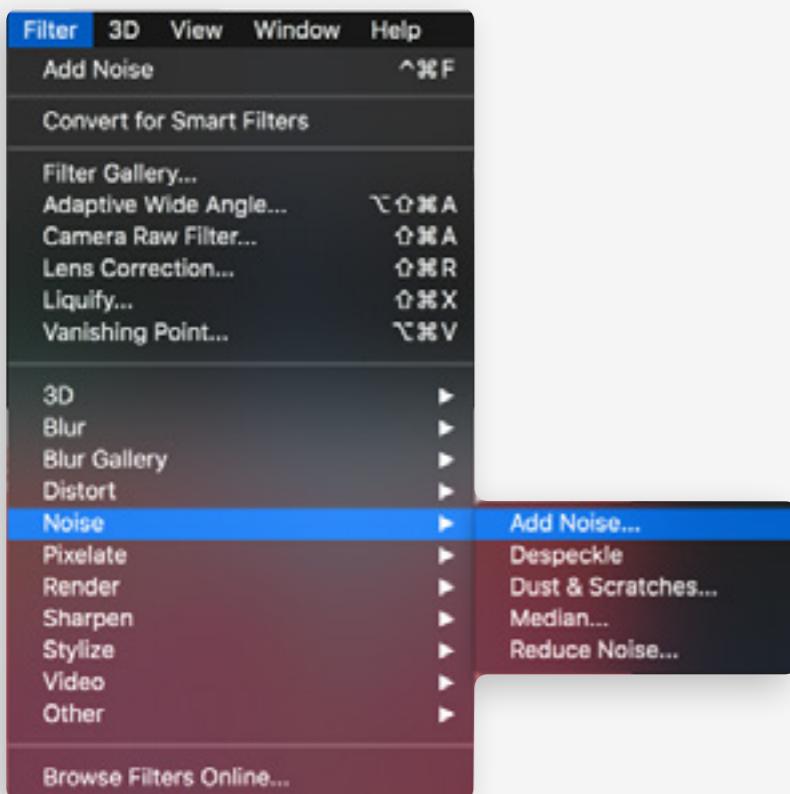


# image treatment

## how to

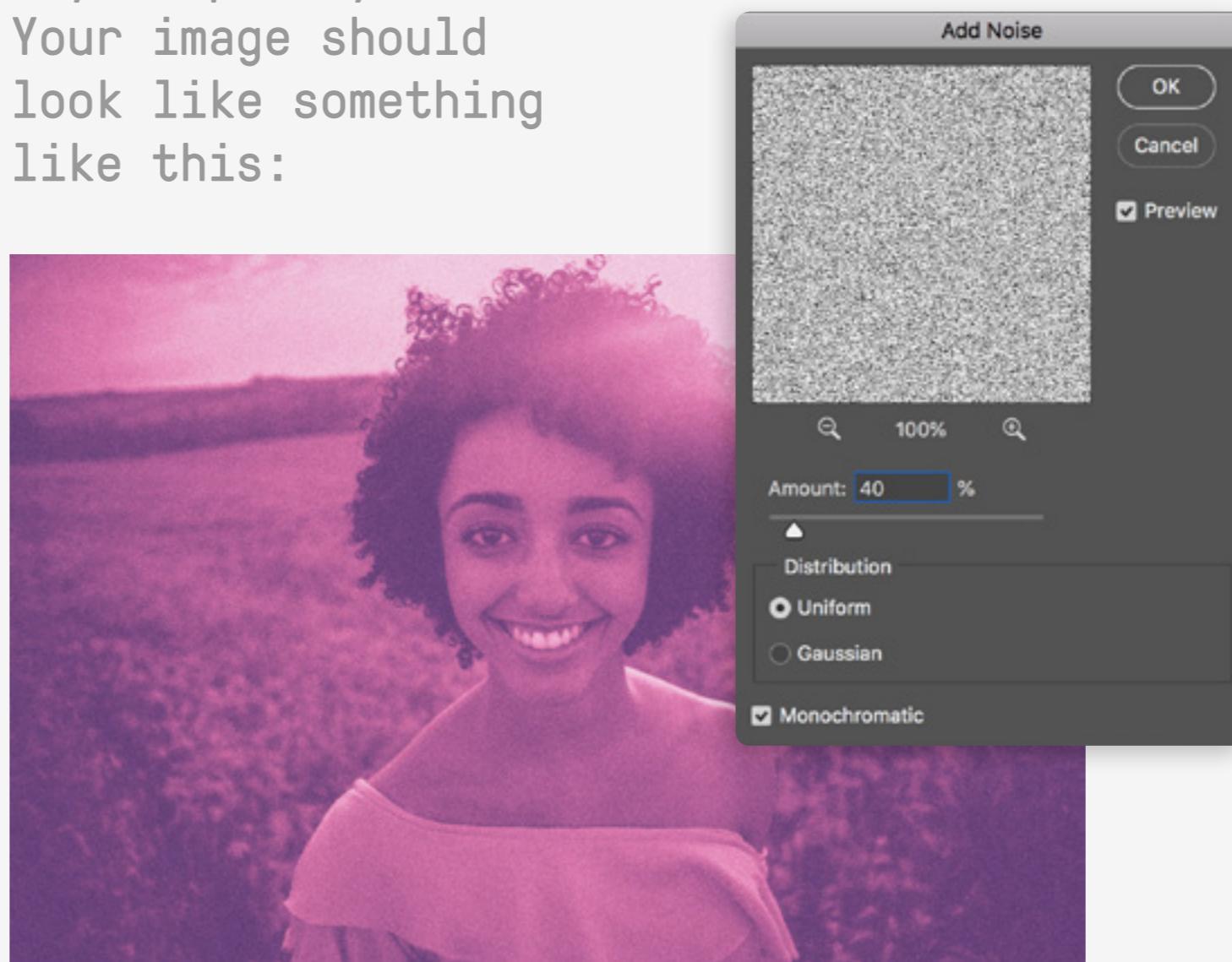
4- To add texture create a new layer on top of the image and fill with the colour White Smoke

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!

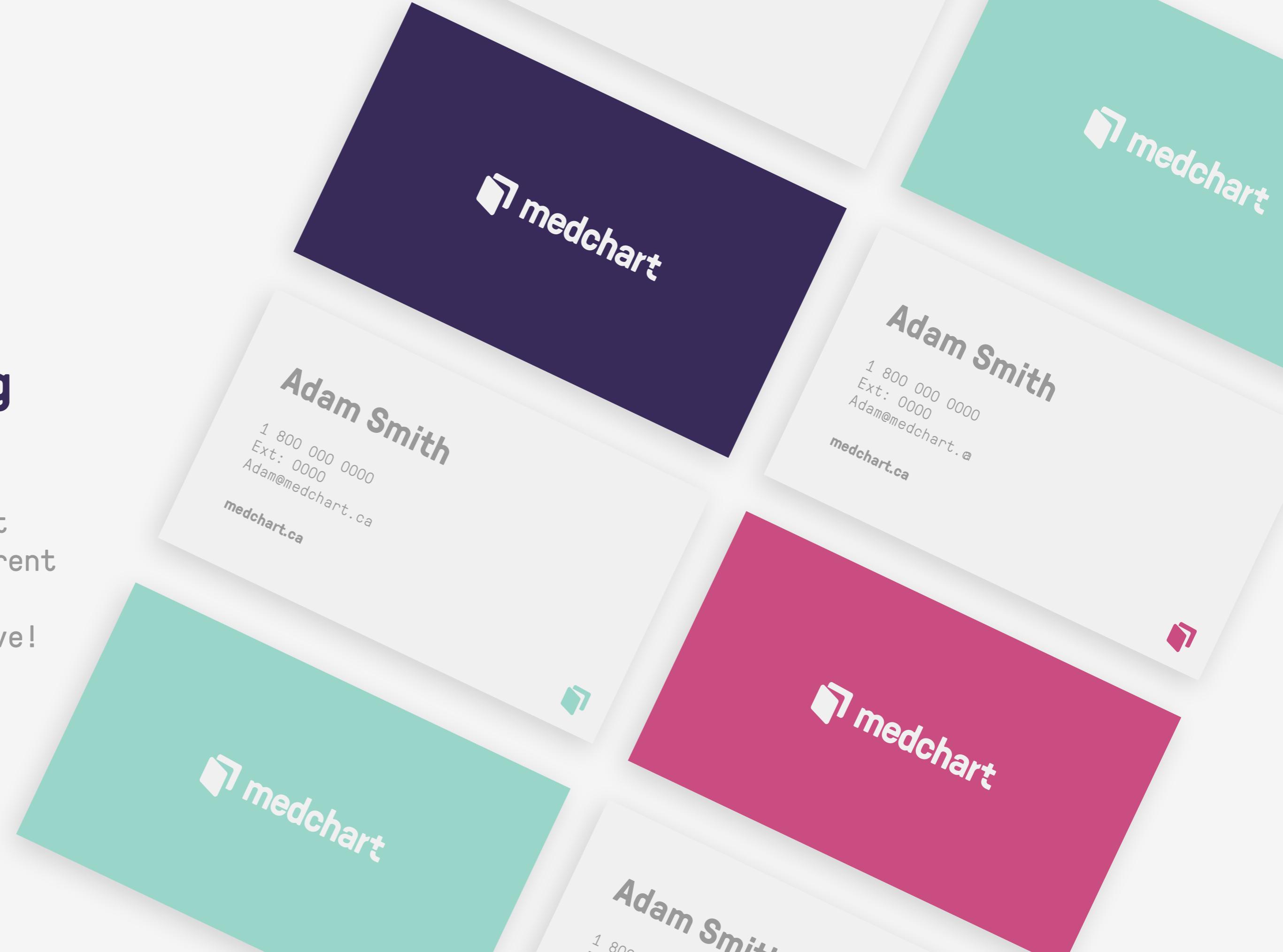
**branded  
materials**



branded  
materials

## medchart branding in action

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



# branded materials



# branded materials

