



ABACUS MEDICINE

Better Access · Better Healthcare

CONTENTS



Logo	3-4
Colours	5
Fonts	6
Image style	10-11

1



2



The logo is available in 2 variations that can be used as required. Generally, it is recommended to primarily use version 1 in landscape and version 2 in portrait format. Both versions can be used with or without tagline. The logo should generally appear on a white background and be placed as described in this guide.

1



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2



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If the logo does not work in positive, or if a contrast to the light look and feel is required, a negative version can be used in all versions.
For recognition, it is recommended to have the main colour behind the logo if possible.

PRIMARY COLOUR

#1E90B3

RGB R30 G144 B179

CMYK C80 M30 Y20 K0

Pantone 7704

50%

#8FC8D9

RGB R143 G200 B217

25%

#C7E3EC

RGB R199 G227 B236

10%

#E9F4F7

RGB R233 G244 B247

Orange can be used as a complementary colour to the primary colour

#F26641

RGB R242 G102 B65

CMYK C0 M75 Y80 K0

Pantone 7625

50%

#F9B3A0

RGB R249 G179 B160

25%

#FCD9D0

RGB R252 G217 B208

10%

#FEF0EC

RGB R254 G240 B236

Green can be used as a contrast colour to the primary colour

#2EB569

RGB R46 G181 B105

CMYK C75 M0 Y80 K0

Pantone 7739

50%

#97DAB4

RGB R151 G218 B180

25%

#CBEDDA

RGB R203 G237 B218

10%

#EAF8F0

RGB R234 G248 B240

The logo and bearing elements should always appear in full colour. Can be toned as necessary for use in secondary elements such as tables, info boxes, etc.

Use it to highlight elements like splashes, buttons, etc. Can be toned as necessary for use in secondary elements such as tables, info boxes, etc..

Use it to highlight elements like splashes, buttons, etc. Can be toned as necessary for use in secondary elements such as tables, info boxes, etc..

100%

#000000

RGB R0 G0 B0

CMYK C0 M0 Y0 K100

Pantone Black

50%

#939597

RGB R150 G150 B150

CMYK C0 M0 Y0 K50

Pantone Cool Gray 9c

25%

#c8c8c8

RGB R200 G200 B200

CMYK C0 M0 Y0 K25

Pantone Cool Gray 4c

5-10%

#e6e6e6

RGB R230 G230 B230

CMYK C0 M0 Y0 K10

Pantone Cool Gray 1

Black and grey tones can be toned as necessary for use in secondary elements such as picture captions, descriptions, tables, info boxes, watermarks, etc.

In digital media, light grey can be toned down to 5% (it should always be taken into account that the colour does not burn out on older screens).

In print media, it is not recommended to use tones lighter than 8-10%, depending on the density.

Lato is used for both digital and print media. The font is an open source font from Google Fonts and comes with templates for use in print. The font can also be freely downloaded for use on both web and print here: www.fonts.google.com
 If it is not possible to use Lato, Arial can be used as an alternative.

FONT USE EXAMPLE

Heading with Lato Black 28 pt and 32 pt line spacing

Subheading with Lato Regular 14 pt and 18 pt line spacing. lorem ipsum dolor sit amet.

Intermediate column Lato Bold 11 pt with 15 pt line spacing.
 Body text written with Lato Regular 9 pt and 13 pt line spacing aliquam comillimetry nulluptat aliquat, sumsandiamet ut utpat. Vulla facilis veraesed tat, senis non ea feugiam quat, consequi tis eratum veliquam zzrit wisci blao rem dolor in vent prate vendign iamet, conulla mconsectet, quisl ut etumsandi. Iquam, vent ma dignisim remqui nobitatur ma dignisim remqui nobitatur.

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Et voleseq uibusaeest ut dem. Everatatus nis quam que ex ex estium delecestem et eatur repro ma dignisim remqui nobitatur sunt ex ellenim ametum con posanditatis consenis es autemped quatem. Etur sus et aut quia dunti to es ullabo.

Generally, main headings should always be in Lato Black and subheadings in Lato Regular or Bold.
 It is recommended to turn off "Ligatures" in font selection, so letters are not pulled together.

Lato Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
 1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Light Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
 1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
 1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Regular Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
 1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
 1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
 1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Black
 ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
 1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Black Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
 1234567890 abcdefghijklmnopqrstuvwxyzæøå





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