



ABACUS MEDICINE

Better Access · Better Healthcare

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**ABACUS MEDICINE**

2

**ABACUS MEDICINE**

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**ABACUS MEDICINE****ABACUS MEDICINE**

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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

**ABACUS MEDICINE**

2

**ABACUS MEDICINE**

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**ABACUS MEDICINE**

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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

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.

100%
#000000
RGB R0 G0 B0
CMYK C0 M0 Y0 K100
Pantone Black

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%
#FEFOEC
RGB R254 G240 B236

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..

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

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..

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 comillimetery nulluptat aliquat, sumsandiamet ut utpat. Vulla facilit veraesed tat, senis non ea feugiam quat, consequisi tis eratum veliquam zzrit wisci blao rem dolor in vent prate vendign iamet, conulla mconsectet, quisl ut etumsandi. Iquam, vent ma dignism remqui nobitatur ma dignism remqui nobitatur.

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Et voleseq uibusaest ut dem. Everatatus nis quam que ex ex estium delecestem et eatur repro ma dignism remqui nobitatur sunt ex ellenim ametum con posanditatis consenis es autempd 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

ABCDEFGHIJKLMNOPQRSTU VWXYZÆØÅ
1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Light Italic

ABCDEFGHIJKLMNOPQRSTU VWXYZÆØÅ
1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Regular

ABCDEFGHIJKLMNOPQRSTU VWXYZÆØÅ
1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Regular Italic

ABCDEFGHIJKLMNOPQRSTU VWXYZÆØÅ
1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Bold

ABCDEFGHIJKLMNOPQRSTU VWXYZÆØÅ
1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Bold Italic

ABCDEFGHIJKLMNOPQRSTU VWXYZÆØÅ
1234567890 abcdefghijklmnopqrstuvwxyzæøå

Lato Black

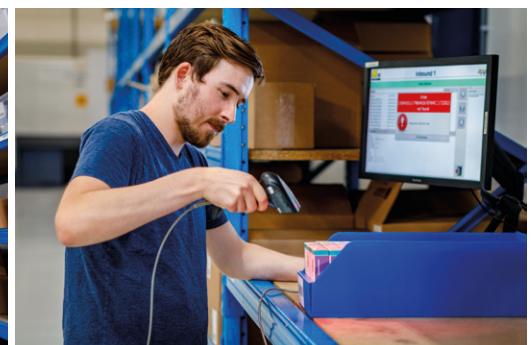
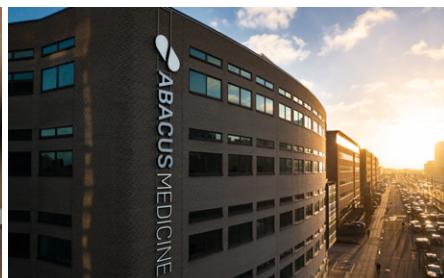
ABCDEFGHIJKLMNOPQRSTU VWXYZÆØÅ
1234567890 abcdefghijklmnopqrstuvwxyzæøå

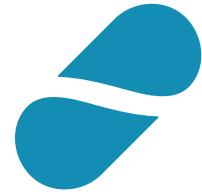
Lato Black Italic

ABCDEFGHIJKLMNOPQRSTU VWXYZÆØÅ
1234567890 abcdefghijklmnopqrstuvwxyzæøå

IMAGE STYLE CORPORATE

Other photos are available upon request





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