

# Health Services - Brand Standards Quick Reference

## Primary Logos



Horizontal



Vertical

## Color Palette



Pantone 287

C M Y K  
100 87 20 11

#002f86

Pantone 1235

C M Y K  
0 32 95 0

#fcb42a

## Secondary Logos



Horizontal No Tagline



Vertical No Tagline

## Photography & Video Style



## Typography

Jost

### Health Services

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

**Bold**

**Lorem ipsum  
dolor sit amet.**

**Regular**

Lorem ipsum  
dolor sit amet.

Literata

### Health Services

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
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