

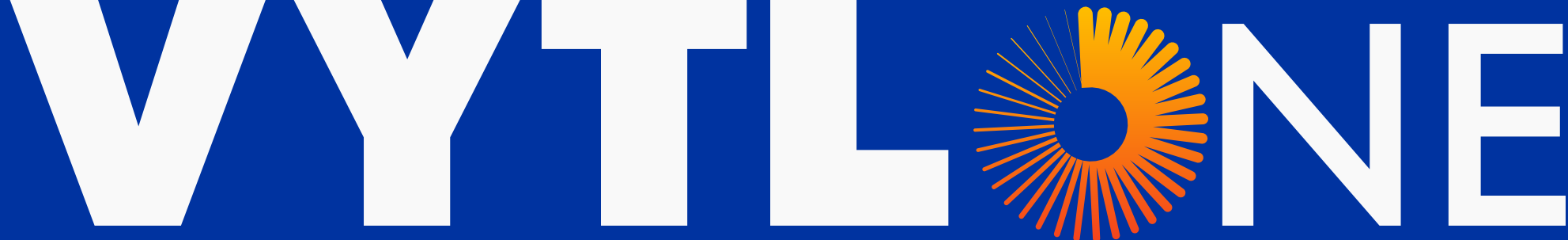


Brand Guidelines

# Logo

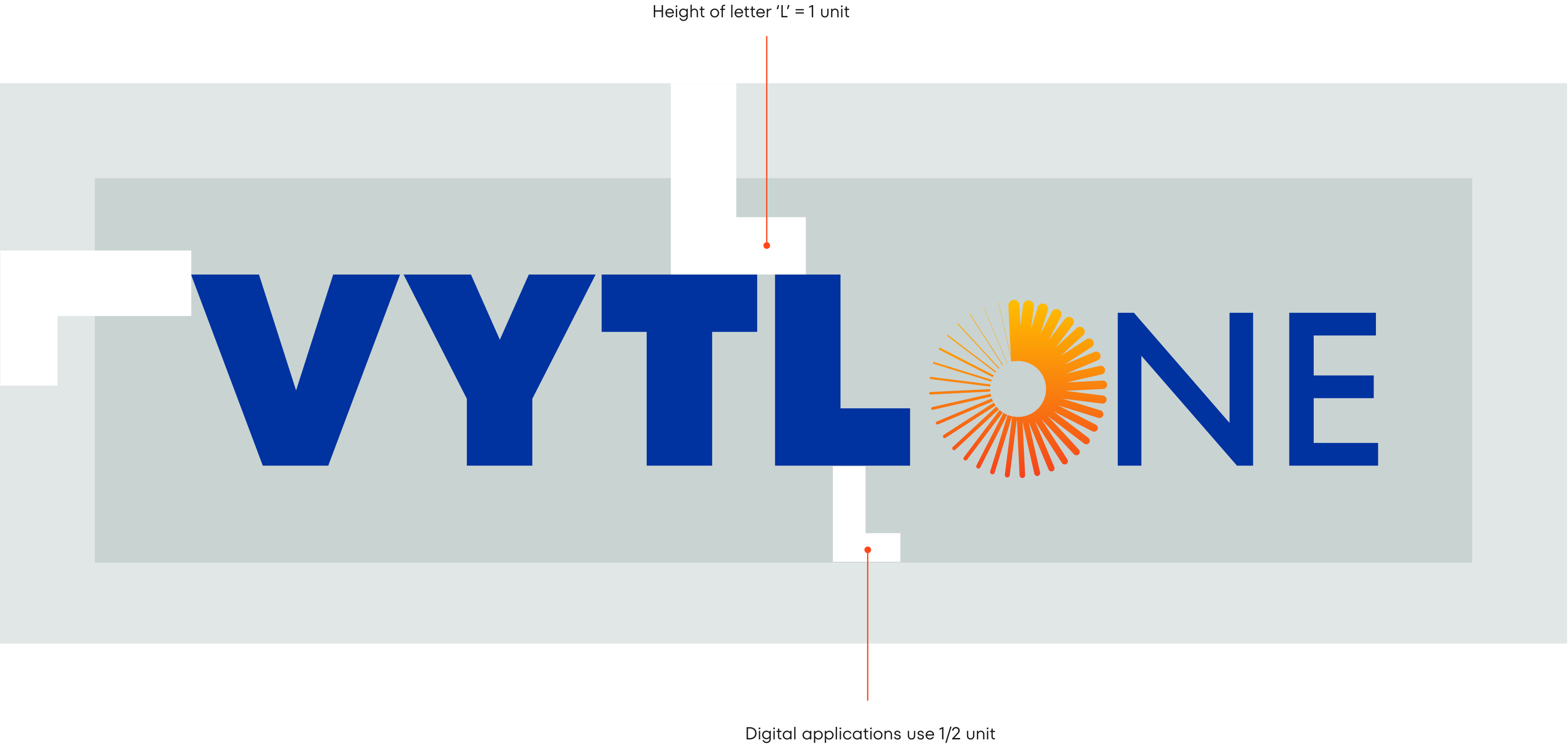
# Primary Logo

The primary logo is horizontal with the mark playing the role of the ‘o’ in the logotype. This is to be used almost all the time, but the latter vertical orientation can be used in certain circumstances.



# Safe areas

The safe area guarantees that elements do not infringe upon the logo itself. Note the for digital, the safe area is 1/2 unit as opposed to 1 unit for other applications (print, out of home, TV, etc).



# Mark

The logo mark is the main defining element of the brand. We call it the Virtuous Circle.

It has meaning that applies to the VytlOne brand, and should be used properly in all circumstances.

The logo mark is a series of lines arranged circularly with the weight of the line increasing in size as it revolves around the center axis. Representing one prescription at a time fueling growth and positive outcomes.

Represents momentum, growth, positivity, vibrance



The gradient creates movement and vibrancy to signal a positive circle of impact – growing revenue within and reinvesting in higher patient outcomes, creating a healthier healthcare ecosystem.

# Inappropriate Usage

As much as we like to break rules,  
sometimes we need them to help maintain  
brand consistency:

This is the proper use of the logo.



Do not tighten tracking of our logotype.



Do not change the angle or stretch when  
presenting logo and logotype.



Do not use an adaptation that wasn't  
provided with the branding package.



Do not put a stroke weight, shadow, glow  
or some other goofy effect on logo.



Do not use a different font for the logo.







# Color system

The color palette consists of 8 colors: with blue as the primary and orange as the secondary. The tertiary colors support the brand in order to provide color flexibility and consistency.

Primary

Indigo

|      |            |
|------|------------|
| HEX  | 0033A0     |
| RGB  | 0 51 160   |
| CMKY | 100 91 2 1 |

Secondary

Coquelicot

|      |           |
|------|-----------|
| HEX  | FF471A    |
| RGB  | 255 71 26 |
| CMYK | 0 86 96 0 |

Neutrals

Tertiary

Amber

|      |            |
|------|------------|
| HEX  | FFBF00     |
| RGB  | 255 191 0  |
| CMYK | 0 27 100 0 |

Leaf

|      |            |
|------|------------|
| HEX  | 20D600     |
| RGB  | 32 214 0   |
| CMYK | 70 0 100 0 |

Sky

|      |            |
|------|------------|
| HEX  | 0AFFED     |
| RGB  | 10 255 237 |
| CMKY | 53 0 21 0  |

Pearl

|      |             |
|------|-------------|
| HEX  | FAFAFA      |
| RGB  | 250 250 250 |
| CMKY | 1 1 1 0     |

Midnight

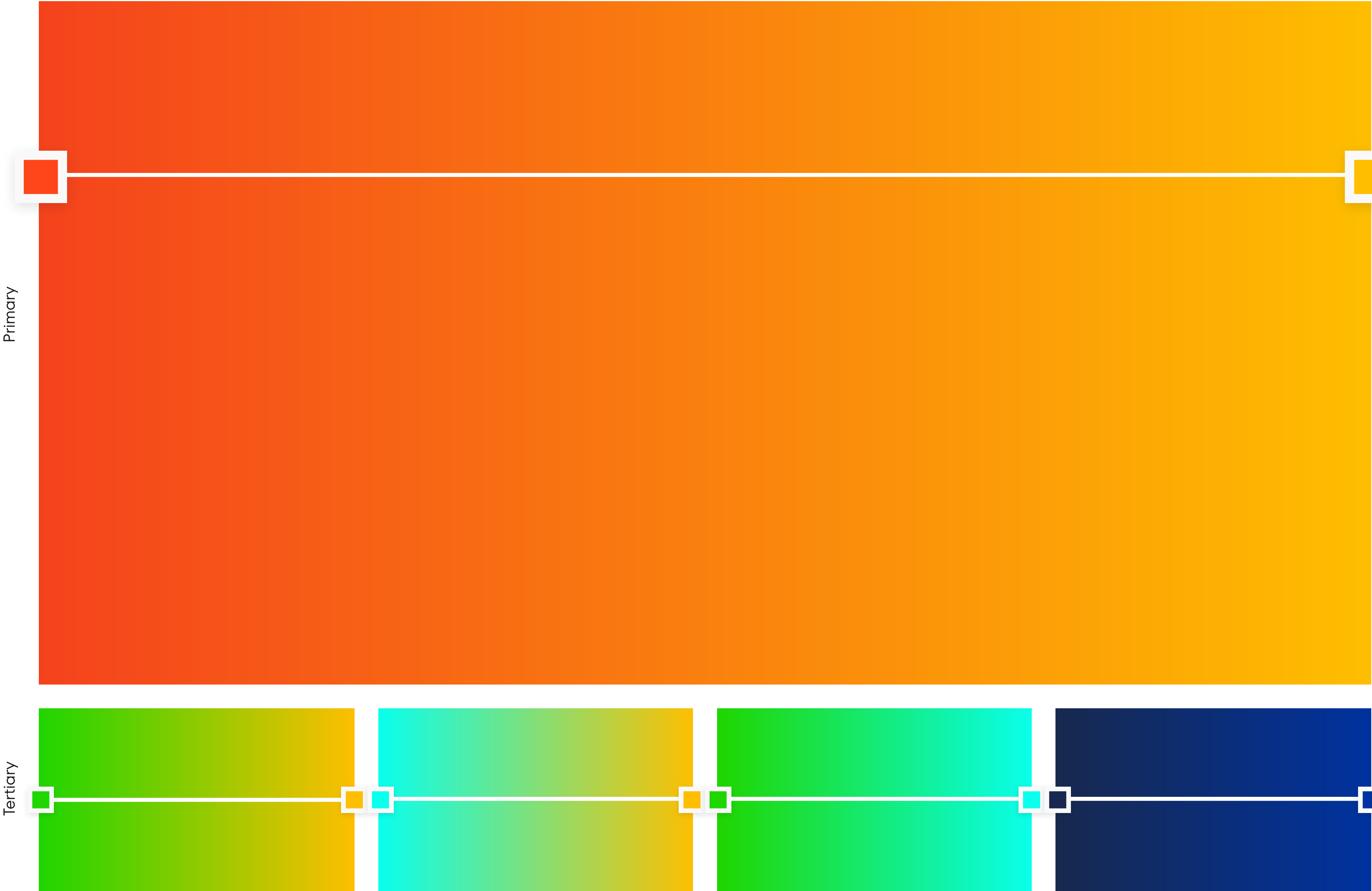
|      |             |
|------|-------------|
| HEX  | 1E1E1E      |
| RGB  | 30 30 30    |
| CMYK | 72 66 65 75 |



# Gradients

Gradation evokes energy and health by creating a sense of movement, flow, and vitality that mirrors the dynamic nature of well-being.

There are 5 gradient styles in the color system; the primary being the gradient within the logo.



# ADA Guide

The purpose of this section is to describe how to properly use the brand colors and maintain ADA compliance of WCAG 2.1 AA.

## Small text

|   |  |   |  |   |   |
|---|--|---|--|---|---|
| <p>The background is the primary surface color (Pearl, #FAFAFA).</p> <p>The text is the primary text color (Midnight, #1E1E1E).</p> | <p>The background is the brand surface color (Coquelicot, #FF471A).</p> <p>The text is the primary text color (Midnight, #1E1E1E).</p> | <p>The background is the primary surface color (Midnight, #1E1E1E).</p> <p>The text is the primary text color (Pearl, #FAFAFA).</p> | <p>The background is Sky, #1E1E1E).</p> <p>The text is the primary text color (Midnight, #1E1E1E).</p> | <p>The background is Amber #FFBF00).</p> <p>The text is the primary text color (Midnight, #1E1E1E).</p> | <p>The background is the primary surface color (Indigo, #1E1E1E).</p> <p>The text is the primary text color (Pearl, #FAFAFA).</p> |
|---|--|---|--|---|---|

## Large text

|  |   |  |  |  |  |
|--|---|--|--|--|--|
| <p>Background:<br/>Pearl</p> <p>Text:<br/>Midnight</p> | <p>Background:<br/>Coquelicot</p> <p>Text:<br/>Midnight</p> | <p>Background:<br/>Midnight</p> <p>Text: Pearl</p> | <p>Background:<br/>Sky</p> <p>Text:<br/>Midnight</p> | <p>Background:<br/>Amber</p> <p>Text:<br/>Midnight</p> | <p>Background:<br/>Indigo</p> <p>Text: Pearl</p> |
|--|---|--|--|--|--|

# Typography

Headings

Rockwell

Body

Verdana

### **Example of Use**

Rockwell is for headings and subheadings.  
Verdana should be used for body text.