

Brand Guidelines



Core Identity

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Mark

The ProvaMed mark is a symbol for those who won't let dysphagia keep them from living independently.





Horizontal Lockup

When the mark and the logotype are combined, the resulting whole is called a “lockup.”



Mark

Logotype



Vertical Lockup

When the mark and the logotype are combined, the resulting whole is called a “lockup.”





Provale Cupe Lockups

Provale Cup lockups follow the same rules as the ProvaMed lockups.



Mark

Logotype



Clearspace

There should always be minimum space around every instance of the mark or lockups greater than or equal to the height of the “P” in “ProvaMed.”





Typography

ProvaMed’s typographic toolkit is comprised of 1 type family: Telegraf from PangramPrangram

See the next page for type hierarchy considerations.

PP Telegraf
Ultrabold
225pt

PP Telegra

PP Telegraf
Medium
169pt

PP Telegraf

PP Telegraf
Bold
53pt

PP TELEGRAF



Typography

For large display pieces of type and all headlines, use PP Telegraph in the Ultrabold weight, in sentence case.

For subheads, use PP Telegraph in the Medium weight, in sentence case.

For body copy, use PP Telegraph in the Regular weight, in sentence case.

For small detail pieces of type (like Eyebrows and CTAs), use PP Telegraph in the Medium or Bold weights, in ALL CAPS.

Eyebrow
PP Telegraph Bold, 18
Line height 120%
Tracking 8%

Hero H1
PP Telegraph Ultrabold, 135
Line height 95%
Tracking -3%

H1
PP Telegraph Ultrabold, 72
Line height 95%
Tracking -2%

H2
PP Telegraph Ultrabold, 56
Line height 95%
Tracking -2%

Subhead
PP Telegraph Medium, 32
Line height 95%
Tracking -1%

Body Copy
PP Telegraph Regular, 16
Line height 130%
Tracking 1%

CTA / Data Points / Tertiary Text
PP Telegraph Medium, 16
Line height 120%
Tracking 6%

BRAND GUIDELINES

THIS IS AN EYEBROW

Hero headline.

This is a large headline.

This is a smaller headline.

This is a subhead.

Hi, I'm body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum id ligula porta felis euismod semper. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Curabitur blandit tempus porttitor. Donec sed odio dui.

THIS IS A CTA THIS IS A DATA POINT & TERTIARY TEXT



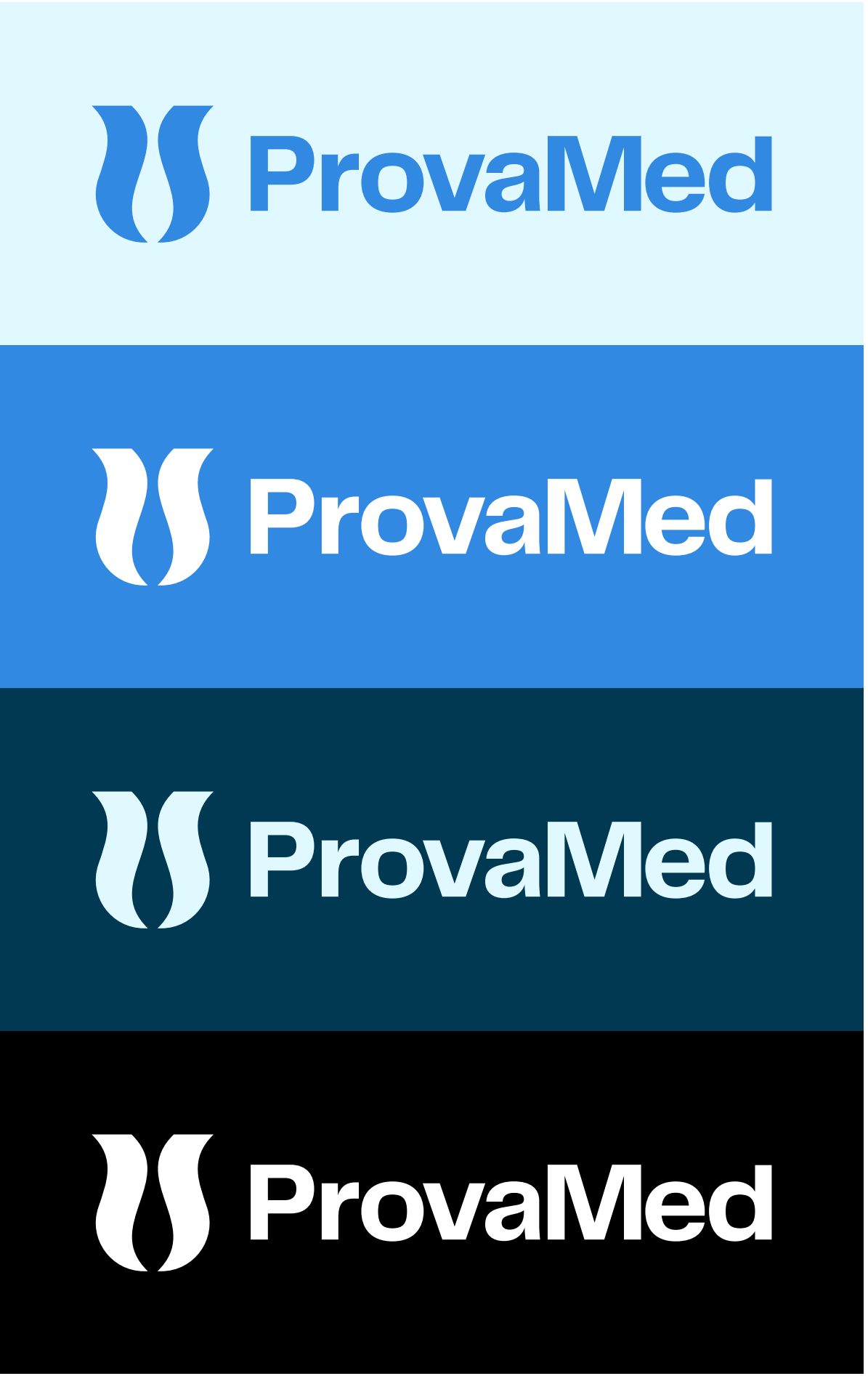
Color

Whether placing the logo over a primary color, a secondary color, or an image, always render the brand identity elements according to the examples to the right.

Primary



Secondary





Color Proportions

The primary ProvaMed colors are meant to be used in the proportionality to the right.



NAVY

PMS 4154 C / 302 U
HEX 023952



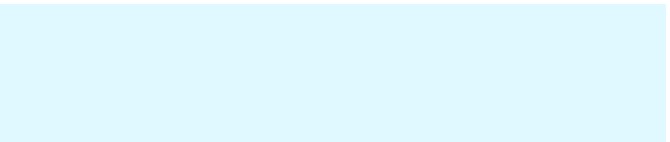
CORNFLOWER BLUE

PMS 292 C / 292 U
HEX 5BB AFF



DEEP BLUE

PMS 2727 C / 2727 U
HEX 318AE1



PALE BLUE

PMS 290 C / 290 U
HEX E0F8FF



ORANGE

PMS 2025 C / 2018 U
HEX FF7D34



Unauthorized Usage

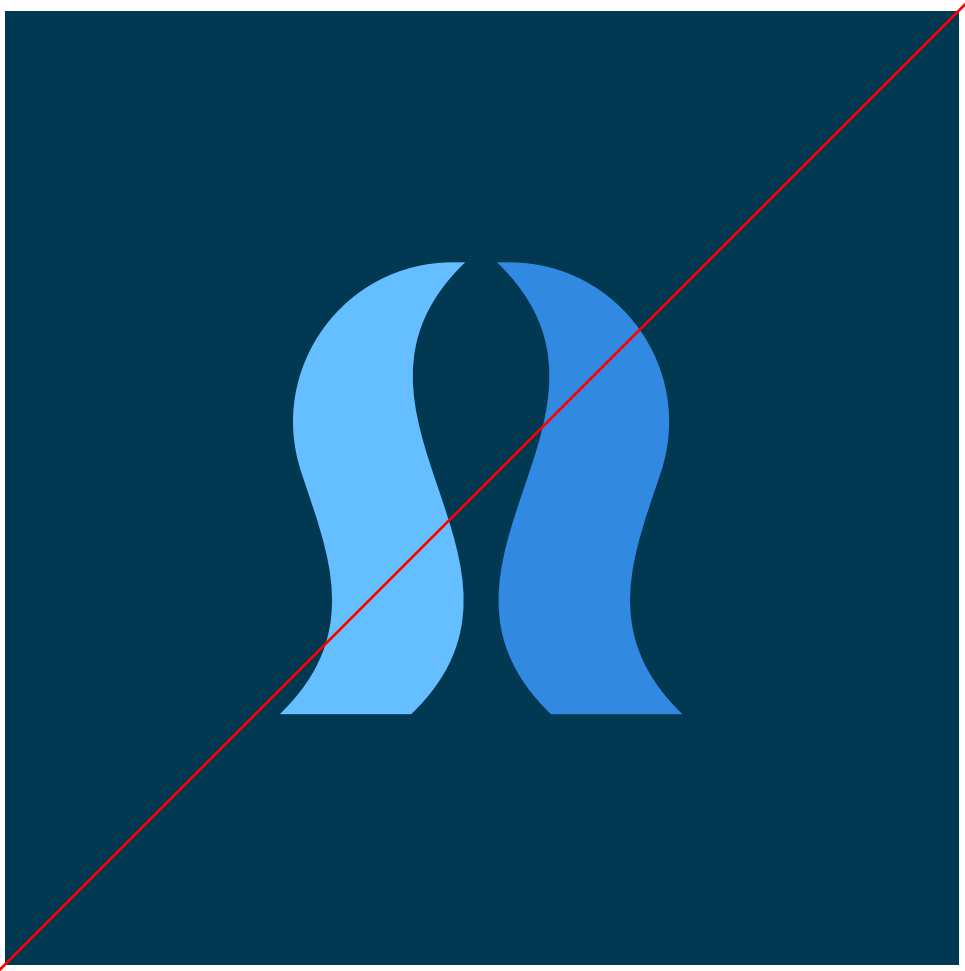
This is a small sampling of what NOT to do with the ProvaMed identity. Though only the mark is represented here, this applies to all identity instances.

If you ever have a question about whether what you plan to do with the identity is “on brand,” please see the marketing team.

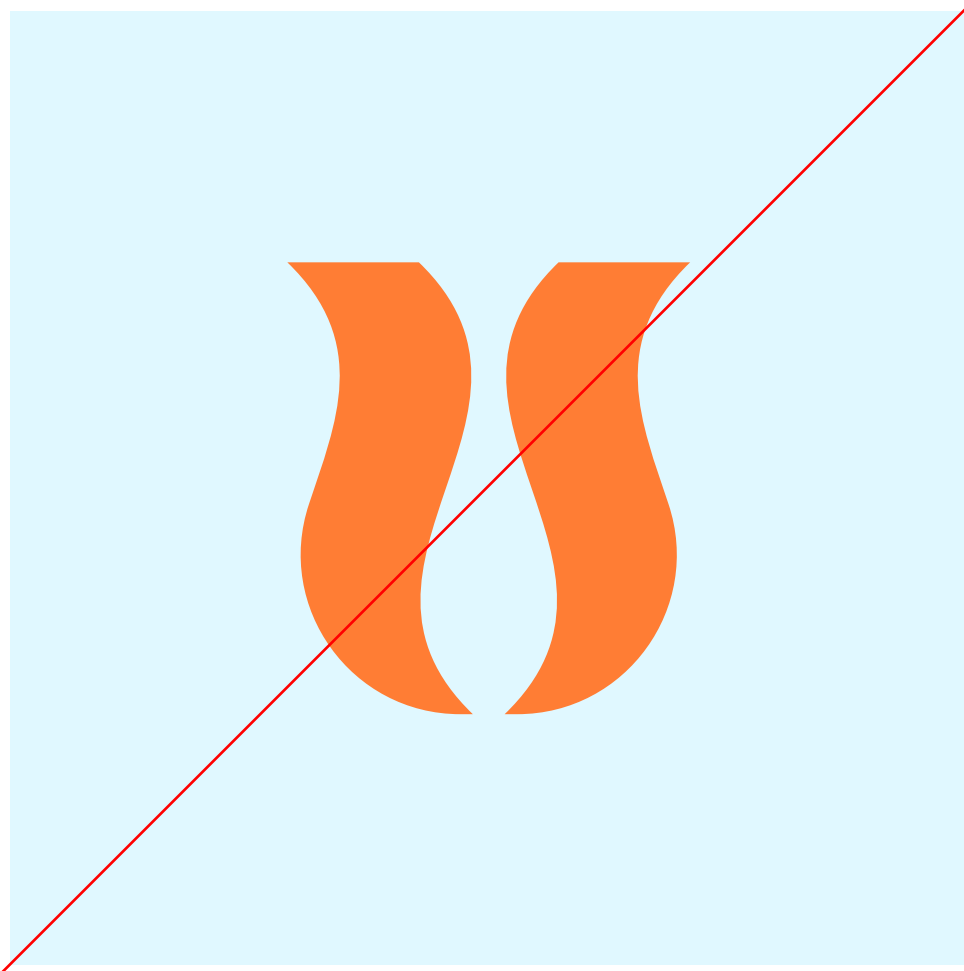
Usage Key

- A — Rotated Logo
- B — Wrong Color
- C — Wrong Reversal
- D — Stretched Logo
- E — Stroke Logo
- F — Drop Shadow

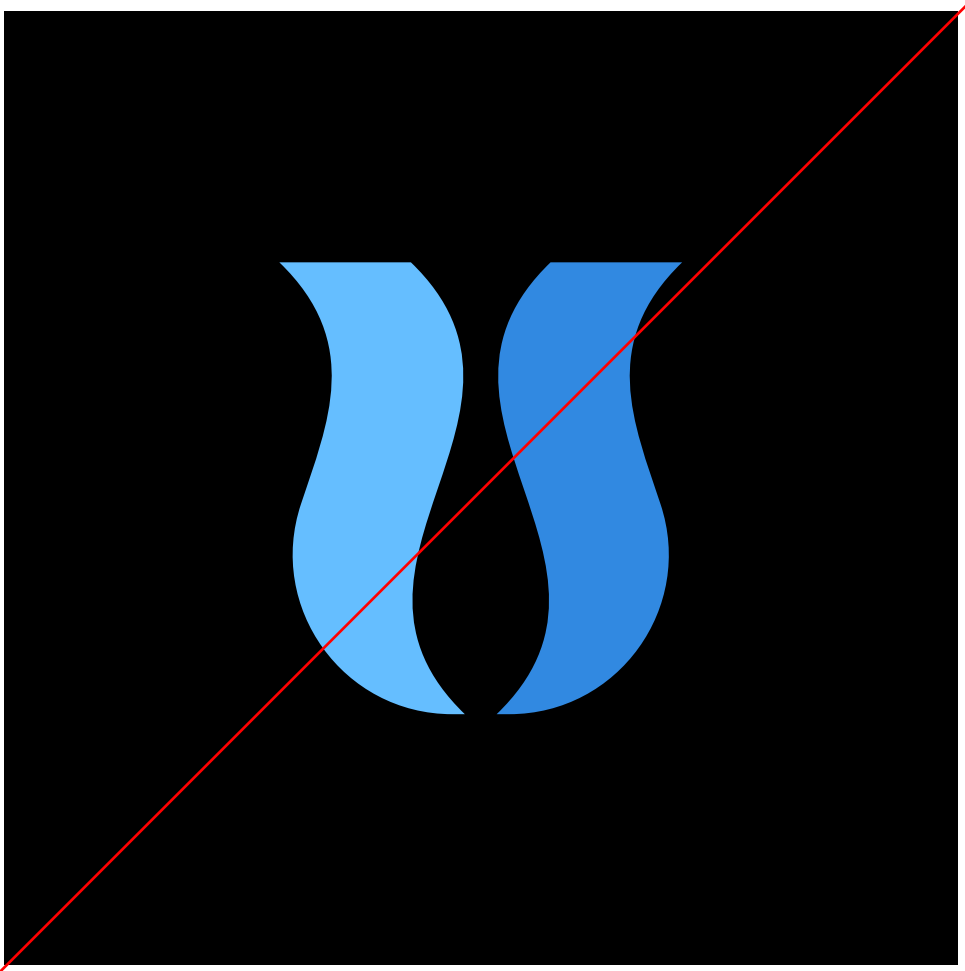
A



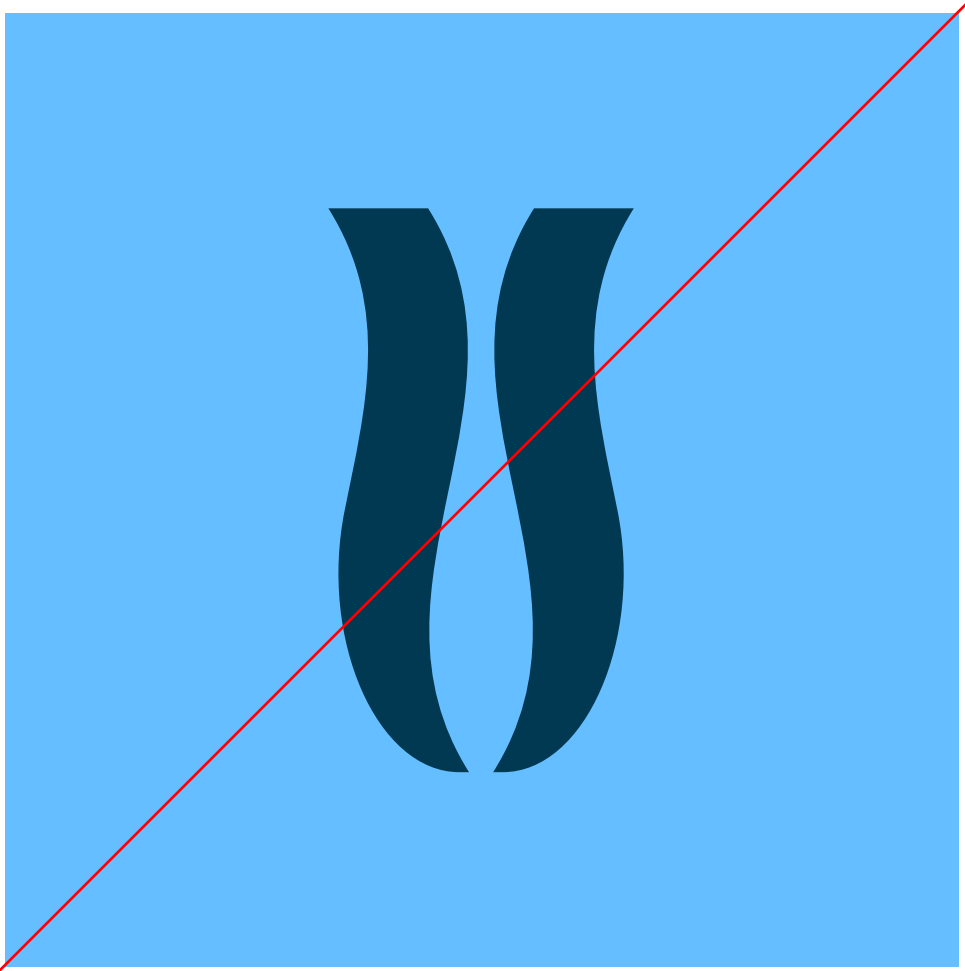
B



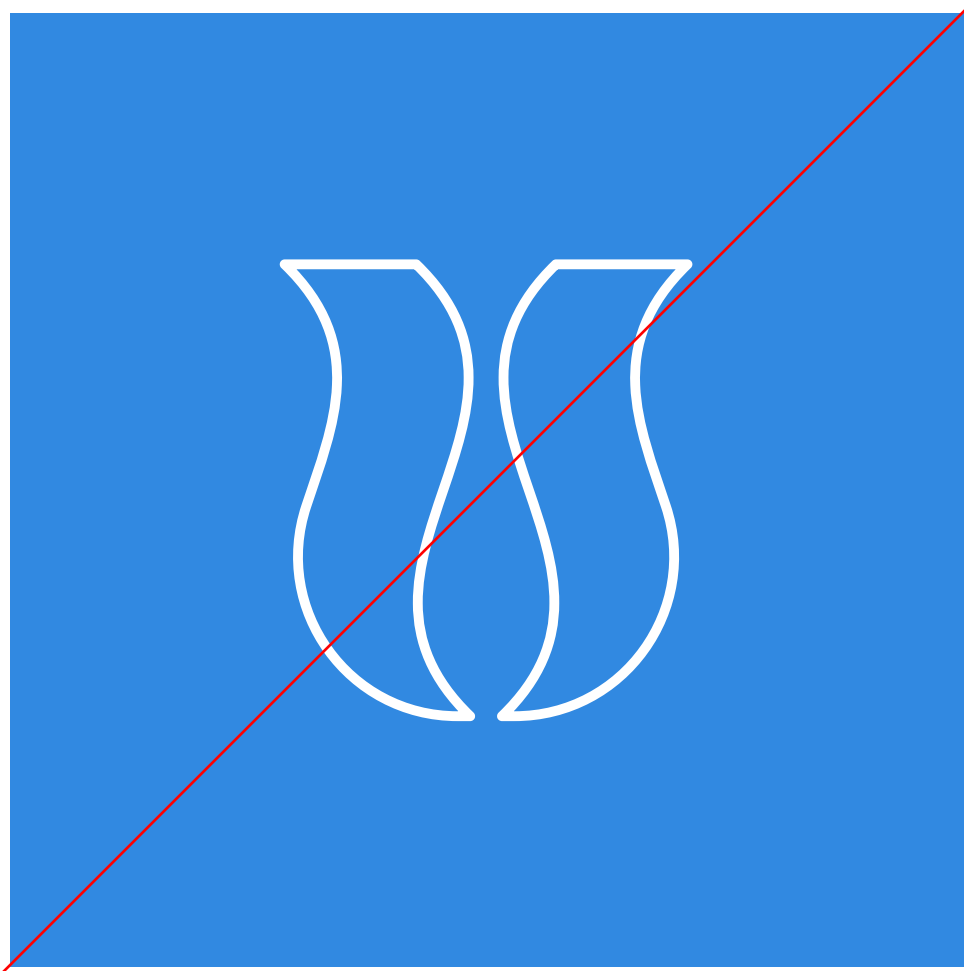
C



D



E



F

