

Visual identity overview

The HealthBridge logo is our most valuable visual asset. It's a mark of authenticity that states who we are and sets apart from the competition.

The primary black logo consists of the word "HealthBridge" in a bold, sans-serif font. The letter "i" in "Bridge" has a small blue dot above it. A trademark symbol (TM) is located at the end of the word.

The primary black logo should be used whenever the logo is sitting on white, or on a lighter image or color.

The primary white logo is the same "HealthBridge" text as the black version, but it is centered within a solid dark blue square. The "i" in "Bridge" has a small blue dot above it, and a trademark symbol (TM) is at the end.

Our primary white logo should be used whenever the logo is sitting on a darker image or color.

Typography

Poppins – Title [H1, 35]

Poppins – Title [H2, 25]

Poppins – Title [H3, 15]

Poppins – Narrative Text [Paragraph, 12]

Avenir – Alternative in Legal Contracts [Paragraph, 12]

Color

RGB:

R: 30

G: 75

B: 117



HEX 1e4b75

Pantone 7700C