

Brand Guidelines

The MedicalCapital

CLEVELAND



LOGO USAGE



The exclusion zone or “safe” area around the logo is equal to the height of “x” on the right. No other graphic or text—other than the corporate tagline, should appear within the exclusion zone. See specifications below for placing the logo with the tagline or address block.

Dark Green

The Medical Capital
CLEVELAND

60% Black

The Medical Capital
CLEVELAND

Black

The Medical Capital
CLEVELAND

Reverse

The Medical Capital
CLEVELAND

INCORRECT USAGE

Do NOT stretch, rearrange lettering or mis-color The Medical Capital logo.

The samples below are INCORRECT uses of the The Medical Capital logo. The logo should not be used in these or other related altered states.

The Medical Capital
CLEVELAND

The Medical Capital
CLEVELAND

**The Medical
Capital**
CLEVELAND

The Medical Capital
CLEVELAND

AVATAR USAGE

This version of the logo is to be used for social media purposes ONLY.

Dark Green

**The Medical
Capital**
CLEVELAND



60% Black

**The Medical
Capital**
CLEVELAND

Black

**The Medical
Capital**
CLEVELAND

INNOVATION COMPETITION LOGO



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Dark Green

The Medical Capital
INNOVATION COMPETITION

60% Black

The Medical Capital
INNOVATION COMPETITION

Black

The Medical Capital
INNOVATION COMPETITION

Reverse

The Medical Capital
INNOVATION COMPETITION

INCORRECT USAGE

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The Medical Capital
INNOVATION COMPETITION

The Medical Capital
INNOVATION COMPETITION

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INNOVATION COMPETITION

COLOR PALETTE

The primary color palette, consisting of Gray, Everglade, Beach Glass, and Surf Green are the defining colors of The Medical Capital brand. For 4-color process printing, refer to the CMYK values shown. For on-screen applications (video, broadcast), refer to the RGB Video values specified. The Pantone and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

Primary Colors



Gray

R 95
G 107
B 108

C 0
M 0
Y 0
K 60

PMS 424c



Everglade

R 33
G 90
B 109

C 100
M 53
Y 53
K 33

PMS 3165c

30%



Beach Glass

R 60
G 162
B 162

C 86
M 1
Y 41
K 0

PMS 326c



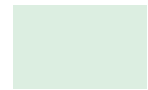
Surf Green

R 146
G 199
B 163

C 43
M 0
Y 42
K 0

PMS 345c

30%



Secondary Colors (limited use)

Secondary colors are to be used in conjunction with the primary palette as accent or “spice” colors to add variety and emphasis in a layout. They should never visually dominate any communication.



Blackberry

R 70
G 56
B 77

C 70
M 75
Y 45
K 40

PMS 7448



Verde Petrolio

R 0
G 113
B 126

C 100
M 40
Y 45
K 10

PMS 7474



Peacock

R 0
G 119
B 151

C 100
M 40
Y 30
K 4

PMS 633



Celery

R 114
G 191
B 68

C 60
M 0
Y 100
K 0

PMS 368

FONTS

Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold Condensed No. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternative Fonts:

Tablet Gothic (used via webkit for website headers)

Arial (website body copy)

PHOTOGRAPHY & GRAPHICS



Photography style is important to be consistent with the overall look of The Medical Capital. Large primary images should be taken by a professional photographer or purchased from a stock photo website in high resolution (or an appropriate size for the project). Images should use natural light and feel natural. Images should relate to the topic and have relevant purpose to the subject matter. Images should not be skewed or distorted.

Preferably images should have some sort of human element but refrain from focusing on the individual. Coloring of logo should match as close to The Medical Capital palette as possible, as well.



The hexagon shape can be used for call-out purposes.

Flat graphic icons may be used to support an infographic look.

