

# Mobile Health Expo

## Logo Style Guide

May 13, 2010

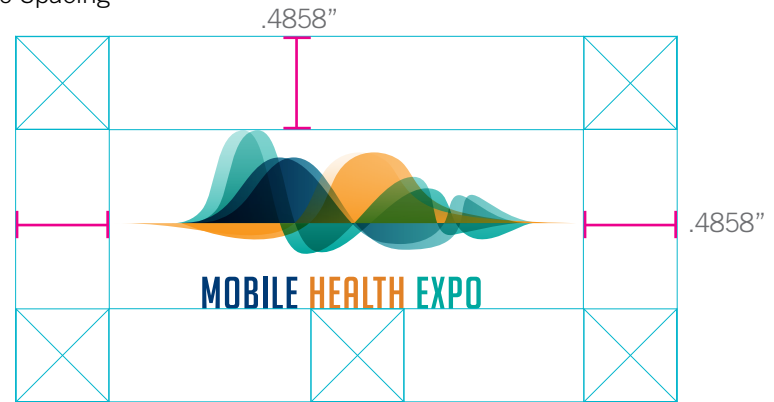
# Mobile Health Expo Logo

To facilitate effective communication, the Mobile Health Expo logo must be separated from other graphic elements or identities by a minimum of the defined white or clear space. At no time should text or any other visual element overlay the logo. Clear space is the area surrounding the logo that must be kept free of all other graphic elements. The minimum required clear space is defined by the measurement of .4858". The clear space is proportionate to the logo and is derived from the width of the word "Health."

Mobile Health Expo Logo



Mobile Health Expo Logo Spacing



Mobile Health Expo Logo One Color and Black and White options (screened, flat, and reversed)



1-Color with screens



1-Color Solid



Grayscale



Black



White (Reversed)

At the very least, incorrect use of Mobile Health Expo logo makes our communication materials inconsistent and unprofessional. At worst, it can cause the logo to be unrecognizable. The guidelines illustrated below are intended to be a general guide on what not to do.

# Incorrect Logo Usage

Mobile Health Expo Logo



**MOBILE HEALTH EXPO**

Any multi-colored fill or gradient



**MOBILE HEALTH EXPO**

Any unapproved color



**MOBILE HEALTH EXPO**

Any specific effect such as drop shadow or emboss



**MOBILE HEALTH EXPO**

Never embellish logo with additional graphic elements



Never use in black or white on photographic background with too much contrast or texture



Never use on any background with similar colors as logo



*MOBILE HEALTH EXPO*

Never skew the logo or alter it's proportions

At \_\_\_\_\_, we are...



Never use the logo within text.



**MOBILE HEALTH EXPO**

Never scale the logo disproportionately and alter it's relational size

# Color Palette

The primary color application for Mobile Health Expo logo is 4-color process that uses various shades of orange, teal, green, and blue. When printing black and white, the grayscale version or solid black version of the logo should be used. When placed on a dark solid color background Mobile Health Expo logo should be reversed to white. The logo can be printed in rich black on a light color or in full color on a very light neutral color. Be very careful when using the full color logo over other colors (white or near white is best as a background).

## Primary Colors and Variations



**PMS #326C**  
CMYK – 80/10/45/0  
RGB – 0/167/157  
Hex – #00a79d



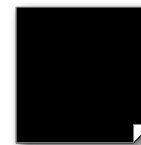
**PMS #654C**  
CMYK – 100/74/5/34  
RGB – 0/58/116  
Hex – #003a74



**PMS #7413C**  
CMYK – 9/58/100/.5  
RGB – 225/130/38  
Hex – #e18226



**PMS #575C**  
CMYK – 72/34/100/21  
RGB – 75/114/33  
Hex – #4b7221



**Process Black C**  
CMYK – 0/0/0/100  
RGB – 35/31/32  
Hex – # 231f20

# Typography

Consistent use of a typeface is crucial to the look of Mobile Health Expo's identity. We have chosen type styles to be used for all marketing materials and communications produced for Mobile Health Expo.

The typeface Trebuchet MS is the primary headline, subhead and body typeface to be used with the logo. The typeface within the logo is BigNoodleTitling.

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## Font Families and Samples

### **BIG NOODLE TITLING**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789 !@#\$%^&\*[]{}.,;:'"**

### **Trebuchet MS**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@#\$%^&\*()[]{}.,;:'"

### **Arial**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@#\$%^&\*()[]{}.,;:'"



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