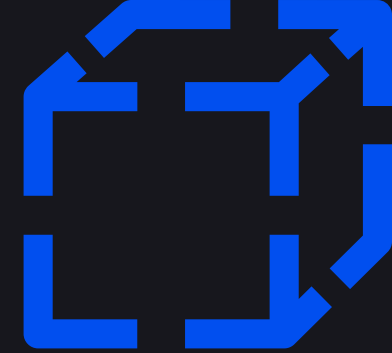


Brand Guidelines



Logo

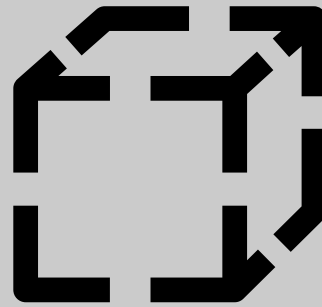
The Radiologex logomark, or icon, is the embodiment of communication, interaction, telemedicine, and teleradiology.

Primary Logo



Secondary Logo

For situations when the width of our logo presents a barrier to use, you may use the compact “square” version when necessary.



Radiologex

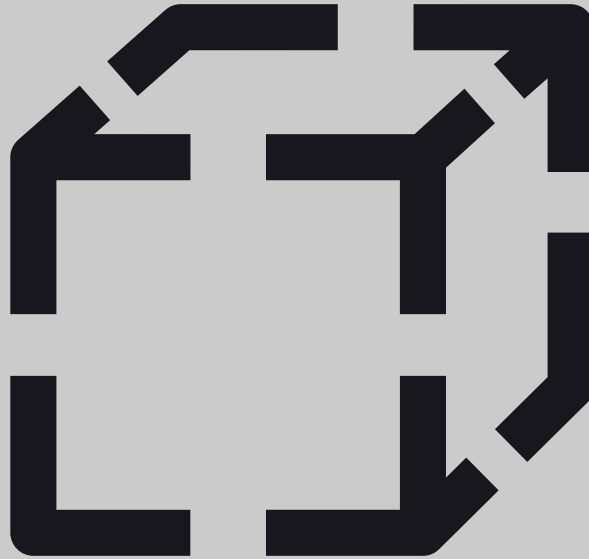


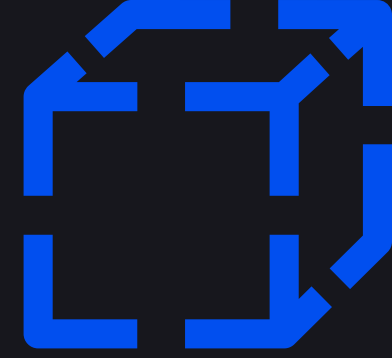
Logo Alternate Version

In our primary colors, to be used on different colored backgrounds.



Icon Only





Color Palette

Colours play a vital role in shaping the visual identity of our brand. This section outlines the designated color palette that embodies the essence and personality of our brand. By following these guidelines, we ensure consistency and coherence in all visual representations, reinforcing our brand recognition and creating a memorable experience for our audience

Primary Color Palette

Noir

RGB: 23 , 23 , 29
CMYK: 21 , 21 , 0 , 89
HEX: #17171D

Ocean Blue

RGB: 1 , 79 , 239
CMYK: 100 , 67 , 0 , 6
HEX: #014FEF

White

RGB: 255 , 255 , 255
CMYK: 0 , 0 , 0 , 0
HEX: #FFFFFF

Silver

RGB: 203 , 203 , 203
CMYK: 0 , 0 , 0 , 20
HEX: #CBCBCB



Secondary Color Palette

Alternate monochrome palette for specific use or limited campaigns

Pure Black

RGB: 0 , 0 , 0
CMYK: 0 , 0 , 0 , 100
HEX: #000000

Thunder

RGB: 39 , 39 , 39
CMYK: 0 , 0 , 0 , 85
HEX: #272727

Grey

RGB: 179 , 179 , 179
CMYK: 0 , 0 , 0 , 30
HEX: #B3B3B3

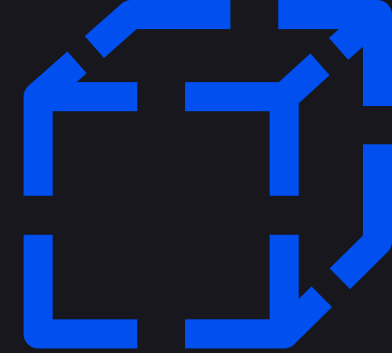
Concrete

RGB: 243 , 243 , 243
CMYK: 0 , 0 , 0 , 5
HEX: #F3F3F3

Mineral Green

RGB: 71 , 88 , 92
CMYK: 23 , 4 , 0 , 64
HEX: #47585C





Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Radiologex communications. We have selected Proxima Nova as a primary font for titles, sub-titles and body copy, and Noka for large titles which helps inject energy into the entire Radiologex communications.

Proxima Nova

Aa

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz



Noka

Aa

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz



TITLE
Noka SemiBold

Lorem ipsum dolor sit amet consectetur adipiscing elit,

LEAD
Proxima Nova
SemiBold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper sus-

PARAGRAPH
Proxima Nova
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie

H1
Noka SemiBold

De Finibus Bonorum et Malorum

H2
Noka SemiBold

Itaque earum rerum hic tenetur a sapiente totam

H3
Proxima Nova Bold

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas moles-

H4
Proxima Nova Bold

Sed ut perspiciatis unde omnis iste natus error .

LEAD
Proxima Nova SemiBold

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui

P
Proxima Nova Regular

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut

Pull Quote
Proxima Nova Light

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et

Attribution
Proxima Nova Bold / Italic

John Doe
Spokesperson, Radiologex

