

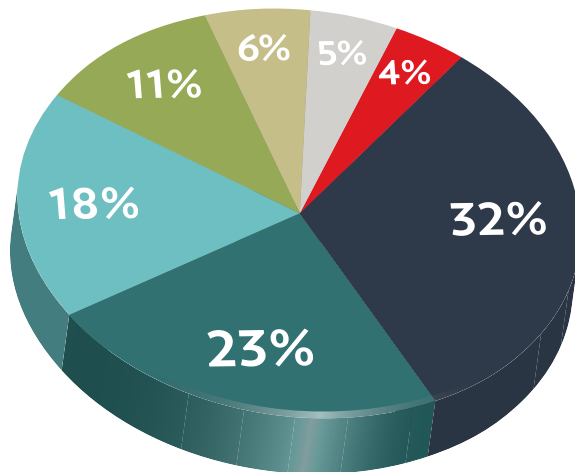
LIFEHEALTHPRO STYLE GUIDE

LOGO STYLES

LifeHealth**PRO**

LifeHealthPRO

GRAPH STYLE



COLORS

PRIMARY

CMYK: 81/69/49/42
RGB: 49/59/75
#313b4b

CMYK: 0/100/100/0
RGB: 237/28/36
#ed1c24

CMYK:
78/38/49/13
RGB:
60/119/119
#3c7777

CMYK:
25/100/100/12
RGB:
172/34/38
#9c2226

CMYK:
51/0/22/0
RGB:
118/204/205
#76cccd

CMYK:
34/7/80/18
RGB:
150/169/79
#96a94f

CMYK:
7/6/5/0
RGB:
234/232/233
#eae8e9

CMYK:
11/9/46/9
RGB:
209/200/143
#d1c88f

TYPE STYLES

Verlag Extra Light
Verlag Extra Light Italic
Verlag Extra Light
Verlag Extra Light Italic
Verlag Extra Book
Verlag Extra Book Italic

Verlag Bold
Verlag Bold Italic
Verlag Black
Verlag Black Italic

Oxford-Plain Regular
Oxford-Italic
Oxford-Bold
Oxford-BoldItalic

Oxford-Condensed Regular
Oxford-Condensed Italic
Oxford-Extended Regular
Oxford-Extended Italic

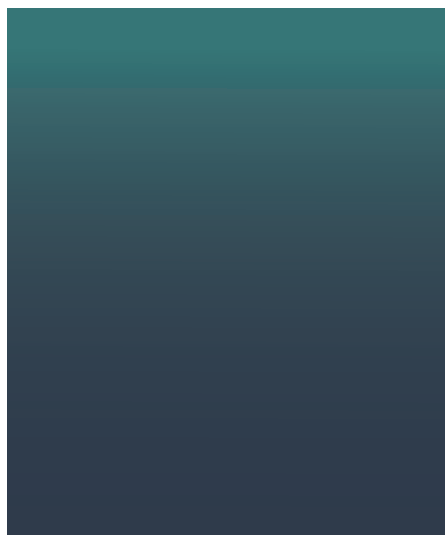
GRAPHIC LINES ARE USED AS A DESIGN AND TEXTURAL ELEMENT. MULTIPLYING THE COLOR OVER THE BACKGROUND CREATES A TONE ON TONE LOOK.



RED IS USED SPARINGLY EITHER WITH A TYPE OR A SMALL ELEMENT.



GRADIENTS CAN BE USED. THE BLUE AND THE TEAL GRADIENT IS THE PRIMARY ONE USED IN THE PALETTE.



THE ARROW IS A PRIMARY GRAPHIC ELEMENT. IT IS USED PRIMARILY IN WHITE BUT CAN ALSO BE USED IN OTHER COLORS. A DROP SHADOW CAN ALSO BE USED.