Visionable®

Visual identity guidelines

EXTERNAL - JUNE 2022
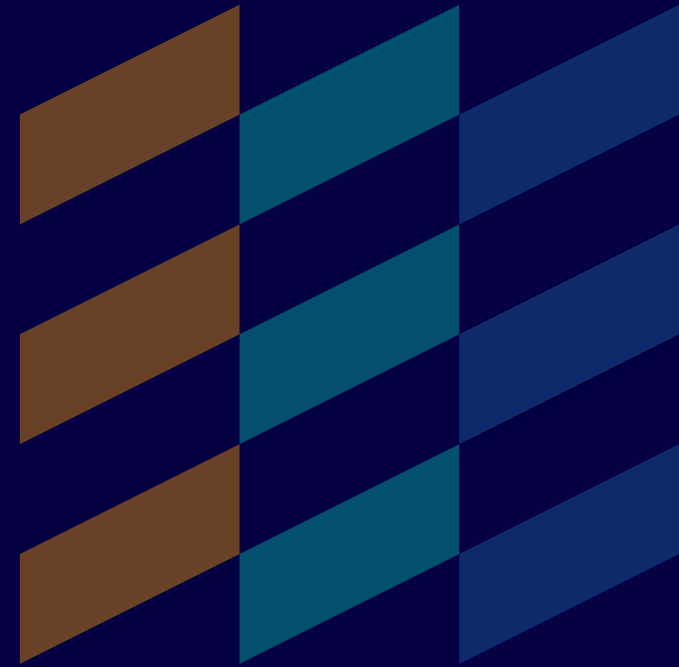
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& its applications

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Reverse

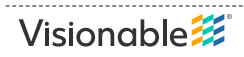# Logo clearspace & sizing

To make sure the Visionable logo is applied correctly on communications, follow the three guides below for proper placement and sizing.

Clearspace and standard sizing

To ensure that the logo is not placed too closely to other elements within layouts, use half of the height of the 'V' character as a buffer.

Minimum size

While the Visionable logo looks great at most sizes, it's important not to make it too small in layouts. In print and on promotional items, don't make the logo smaller than 4mm tall. On screen, don't make the logo smaller than 20 pixels tall.

## Placement within standard margins

The logo can be placed in all four corners of layouts. If possible, top left and bottom right are preferred. Don't place the logo away from the four corners.

Our primary logo in use

The primary Visionable logo (positive or reverse) should be used in most circumstances. It should always be placed on simple backgrounds - ideally floods of white, gray or blue, as demonstrated below. Never place the primary logo over any of the three Visionable primary colours outlined on page 12.
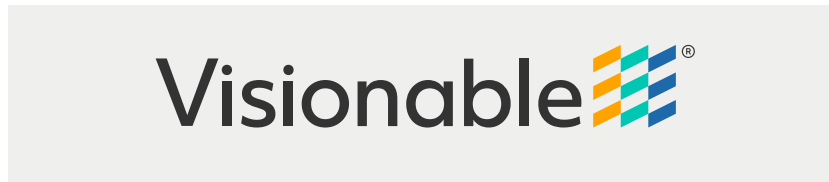
The primary logo can also be applied on top of imagery, but always ensure that it is placed in simple and non-cluttered areas.
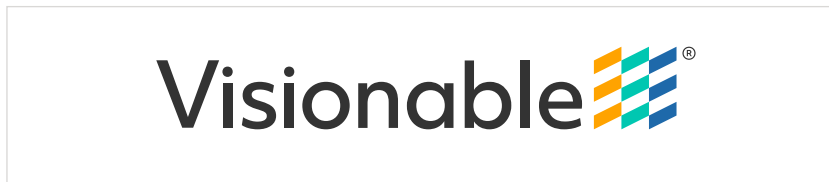
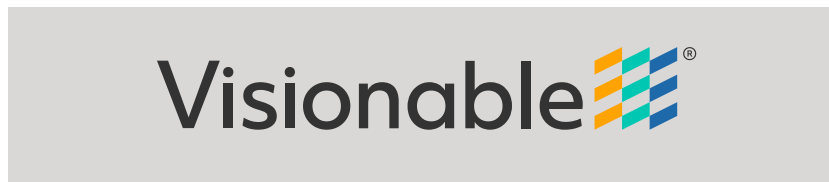Visionable primary logo against white

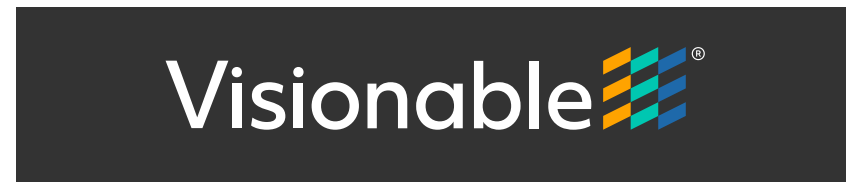Visionable reverse logo against Visionable Dark Blue

Visionable primary logo against Visionable Light Gray (at 40% opacity)

Visionable reverse logo against Visionable Medium Blue

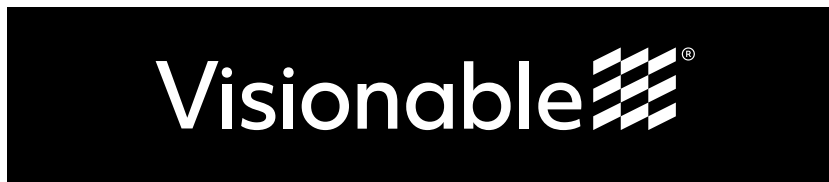Visionable primary logo against Visionable Light Gray

Visionable reverse logo against Visionable Dark Gray

Our secondary logo in use

The primary Visionable logo should be used in as many circumstances as possible. However, in some cases, the secondary logo may be applied against busier backgrounds, a solid black background, any of the three Visionable primary colours, or when greyscale printing is required. Do not print the primary logo in greyscale.

In specific co-branding instances, the Visionable secondary logo can be applied to background colours that are not part of the Visionable colour palette (see co-branding guidelines on pagea 20-21 for more details).

Visionable reverse secondary logo against black

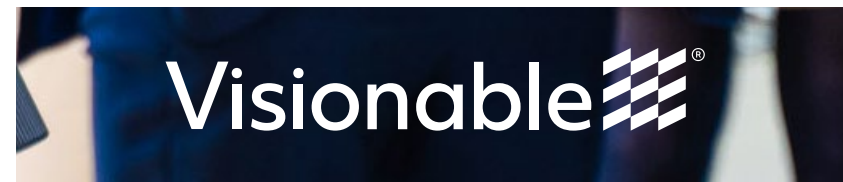Example: Visionable reverse secondary logo against other brand colours (red)

Visionable reverse secondary logo against Visionable Primary Blue

Example: Visionable reverse secondary logo against other brand colours (orange)

Visionable secondary logo against busy imagery

Visionable reverse secondary logo against busy imagery

Using our tagline

The Visionable tagline can be placed alongside either logo. It should be used in circumstances where the logo takes up a large amount of space within an area - for example, a title slide, or at the centre of a printed banner. Do not incorporate the tagline when the Visionable logo is placed in the corners of a larger area, as illustrated on page 6, or when co-branding.

To ensure consistency in the use of the Visionable tagline, please refer to the guideliness below.

Tagline placement

Powering the future of connected healthcare

Ensure the tagline spans the width of the logo, excluding the Registered Trade Mark. Place it directly below the clearspace area indicated on page 6.

Font

The tagline must be written in the font Objektiv Mk2 Light. Never italicise or underline the tagline.

Colour

When incorporating the tagline with the primary logo, it should be written in Visionable Dark Gray for light backgrounds, and white for dark backgrounds:

When incorporating the tagline with the secondary logo, it should be written in black or white respectively:

Incorrect logo usage

Below you will find some examples of how **not** to use the Visionable logo.

Visionable

Do not use the wordmark without its accompanying symbol

Visionable

Powering the future of connected healthcare

Do not use an incorrect font for the tagline

Visionable

Do not place the Visionable logo at an angle

Visionable

Do not remove the Registered Trade Mark

Visionable

Do not squash or distort the logo

Visionable

Do not place the logo on clashing backgrounds

Visionable

Clinic for prisons

Do not apply text except for the tagline (as outlined on page 9)

Visionable

Do not recolour the logo

Do not use the Visionable symbol on its own, except as a favicon
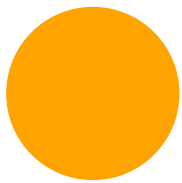
Our colour palette

The Visionable colour palette

The Visionable palette is divided into eight colours, to be used in all applications. Use the three primary palette colours in locations you'd like to highlight, and use the secondary palette colours as floods.
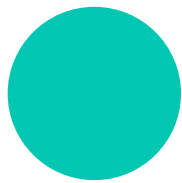
Colour values are listed below to ensure accurate reproduction of Visionable's brand colours.
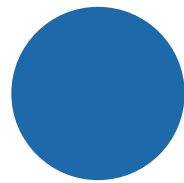
Primary palette

Gold	Teal	Blue
PMS 137C	PMS 3265C	PMS 300C
HEX #FFA300	HEX #00C7B1	HEX #1E69AA
C 0	C 72	C 99
M 40	M 0	M 56
Y 100	Y 42	Y 0
K 0	K 4	K 2
R 255	R 0	R 30
G 163	G 199	G 105
B 0	B 177	B 170

Secondary palette
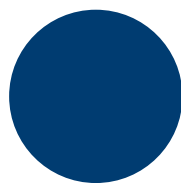
Medium Blue	Dark Blue	Gray	Light Gray	Dark Gray
PMS 541C	PMS 282C	PMS 7545C	PMS Cool Gray 1C	PMS Black C
HEX #003C71	HEX # 040042	HEX #425563	HEX #D9D8D6	HEX #333333
C 100	C 95	C 58	C 4	C 63
M 58	M 80	M 32	M 2	M 62
Y 9	Y 28	Y 18	Y 4	Y 59
K 46	K 62	K 54	K 12	K 74
R 0	R 4	R 66	R 217	R 51
G 60	G 0	G 85	G 216	G 51
B 113	B 66	B 99	B 214	B 51
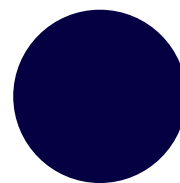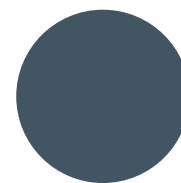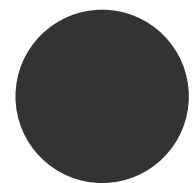
Typography

Primary typeface - Objektiv Mk2

For most important communications, use Objektiv Mk2 as the primary Visionable typeface. Use the weights recommended below for consistency across all materials. Objektiv Mk2 can be sourced from Adobe Fonts and access is included with a Creative Cloud subscription.

AaBbCcDeEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

1234567890

Objektiv Mk2 Light

AaBbCcDeEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

1234567890

Objektiv Mk2 Regular

AaBbCcDeEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

1234567890

Objektiv Mk2 Medium

AaBbCcDeEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

1234567890

Objektiv Mk2 Bold

Secondary typeface - Mulish

Mulish is an open source alternative to Objektiv Mk2. Mulish can be downloaded for free from Google Fonts. Use this typeface only if you are unable to use Objektiv Mk2 for any reason.

AaBbCcDeEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

1234567890

Mulish Light

AaBbCcDeEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

1234567890

Mulish Regular

**AaBbCcDeEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

1234567890

Mulish SemiBold

**AaBbCcDeEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

1234567890

Mulish Bold

Typography best practice

To maintain optimum accessibility, some Visionable colours should not be combined when creating copy, while others should be used sparingly. The examples below indicate accessible colour combinations.

Do not use the three Visionable primary colours as backdrops for text. They should be used as accents and highlights only, where shown.

On White	On Light Gray	On Dark Blue	On Medium Blue	On Dark Gray
Dark Gray is preferred.	Dark Gray is preferred.	White is preferred.	White is preferred.	White is preferred.
Dark Blue can be used.	Dark Blue can be used.	Light Gray can be used.	Light Gray can be used.	Light Gray can be used.
Medium Blue can also be used.	Use Medium Blue to highlight.	Use primary Gold and Teal to highlight.	Use primary Gold and Teal to highlight.	Use primary Gold and Teal to highlight.
Use primary Blue to highlight.				

Imagery

Stock imagery & photography

As a brand that puts patients first, it is important that imagery strengthens Visionable's visual identity, and aligns with its core values and mission. Photography should include a range of people of different backgrounds and ages, with figures, faces or hands as the main point of focus.

Additional considerations should be made to reflect Visionable's global status - for example, take care in choosing imagery that accurately reflects healthcare uniforms, vehicles and buildings from the geographic area being targeted or referred to.

Images should be emotive, eye-catching and sensitive to the subject at hand.

Co-branding guidelines

Co-branding guidelines

In circumstances where co-branding is required, horizontal or vertical logo lockups can be created which include the Visionable logo and any third party logo(s). Use of the full colour primary logo is preferred, however the secondary logo can be used where absolutely necessary (e.g. for monotone print purposes, or when overlaid onto other brands' colour palettes).

Logo clearspace, detailed on page 6, still applies to logo lockups.

Guidelines on logo lockups can be found below and overleaf.

Horizontal lockups

Half of the height of the 'V' character should be used as a buffer on all sides of the Visionable logo.

Add a vertical line in between each logo in the lockup - in Dark Gray for positive logos on light backgrounds, or white for reversed logos on dark backgrounds.

For wide third party logos, ensure they span the same height as the Visionable logo as shown.

For squarer third party logos, ensure they span the same height as the Visionable logo, plus its clearspace as shown.

Third party logo

Wide third party logos:

Wide third party logo

Square third party logos

Square third party logo

Co-branding guidelines

Vertical logo lockups are only to be applied where horizontal lockups are not practical.

Vertical lockups

Half of the height of the 'V' character should be used as a buffer on all sides of the Visionable logo.

Add a horizontal line in between each logo in the lockup - in Dark Gray for positive logos on light backgrounds, or white for reversed logos on dark backgrounds.

For wide third party logos, ensure they span the same width as the Visionable logo as shown, excluding the Registered Trade Mark.

For squarer third party logos, ensure they span the same height as the Visionable logo, plus its clearspace as shown. It should also centred with the Visionable logo, excluding the Registered Trade Mark. Use your eye to ensure that the square logo is visually equal to the Visionable logo, and increase its size if needed.
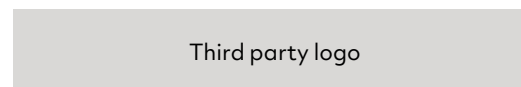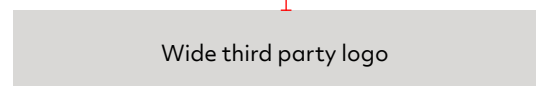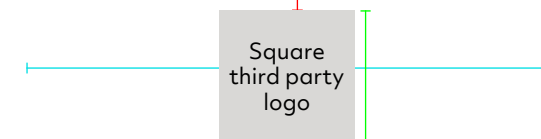
Third party logo

Square third party logo

Wide third party logos:

Wide third party logo

Square third party logos

Square third party logo

For additional branding support,
contact the marketing team:

marketing@visionable.com

Visionable ®