



OLV

Brand Guidelines



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01.

Brand Strategy

Our Vision

Our vision is to elevate the healthcare industry through thoughtful, ethical marketing that puts people first. We aim to be the trusted partner healthcare brands turn to for innovative online strategies that adapt to a changing digital landscape while always honoring care, compliance, and community impact.



Our Mission

Our mission is to help healthcare organizations connect with the people they serve through clear, credible, and compassionate branding and digital marketing. We translate complex healthcare messages into meaningful experiences that build trust, improve engagement, and support better patient outcomes.



Our Values

Integrity

Upholding honesty, ethics, and transparency in all business dealings.

Innovation

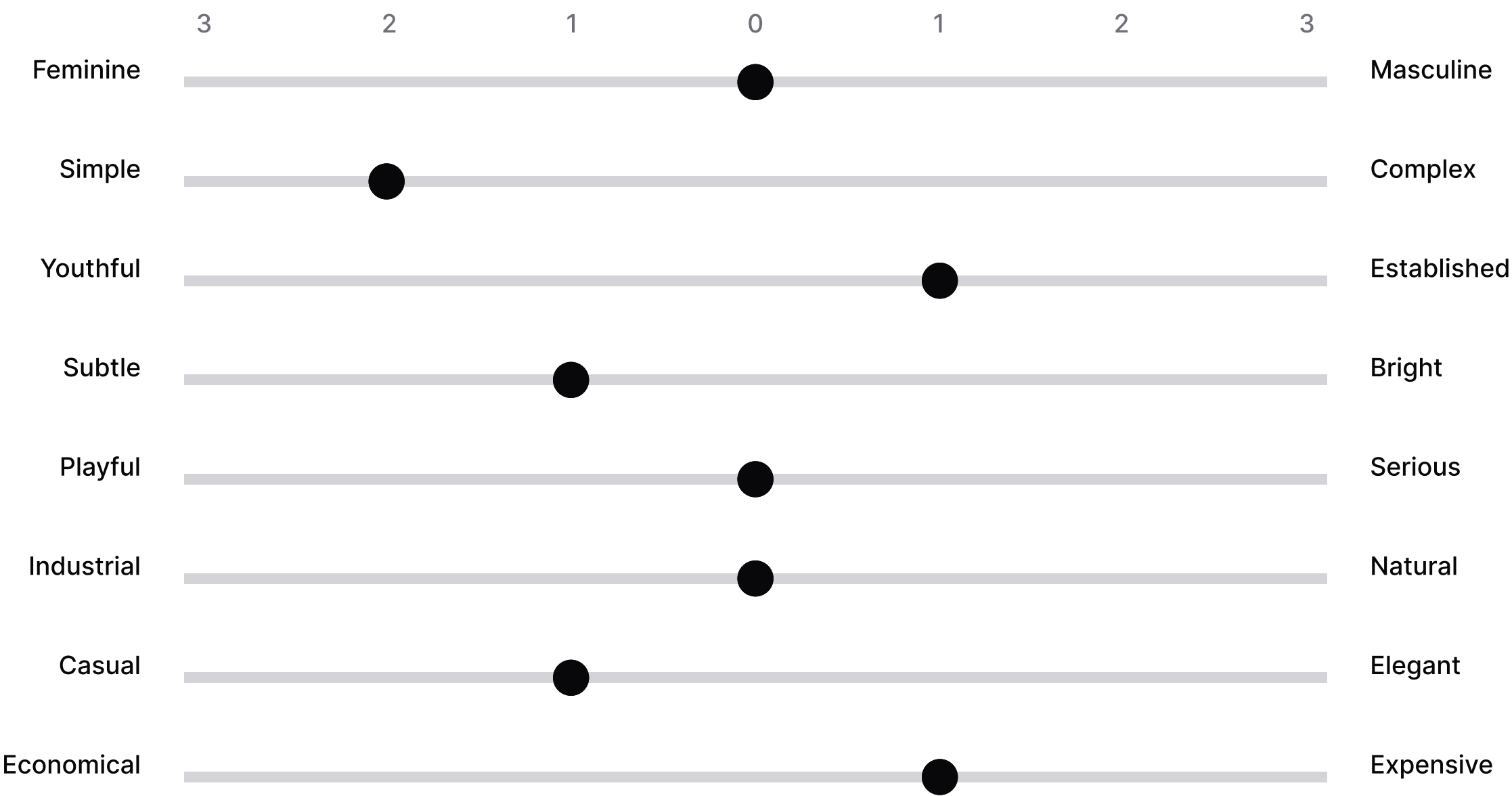
Encouraging, embracing change, and continuously improving products and processes

Respect

Treating all individuals with fairness, dignity, and empathy.

Brand Personality Slider

The Brand Personality Slider is a brand strategy tool that promotes discussion between designers & their clients, helping them get on the same wave length when it comes to defining the positioning of their brand in the market – perfect for logo design & branding projects.



02.

Brand Logo



Logo Mark

A logo mark is a distinct graphical element or symbol used to represent a company, brand, or organization.

Unlike a logotype, which primarily uses text, a logo mark often relies on shapes, symbols, or abstract designs to convey the brand's identity and values. It is typically simple yet memorable, designed to create immediate recognition and association with the brand.

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Clearspace

The purpose of clearspace is to ensure that the logo stands out and is easily recognizable, maintaining its visual integrity and impact.

By providing adequate breathing room around the logo, clearspace helps to prevent visual clutter and ensures that the brand identity remains distinct and legible across various applications and mediums.



Minimum Size

When significantly reduced, the logo may lose clarity. Here are the recommended pixel dimensions to maintain the logo's quality.



AVOID HORIZONTAL SKEWING



AVOID VERTICAL SKEWING



AVOID ROTATING



AVOID VERITCAL TREATMENT



AVOID CHANGING BRAND COLORS



AVOID USING STROKES



03.

Colors and Elements



Primary Colors

Our primary color palette is the foundation of the brand’s visual identity. These colors should be used consistently across all communications to create recognition and cohesion.

The primary palette defines the brand’s core personality, sets the tone for design, and ensures clarity in both digital and print applications.

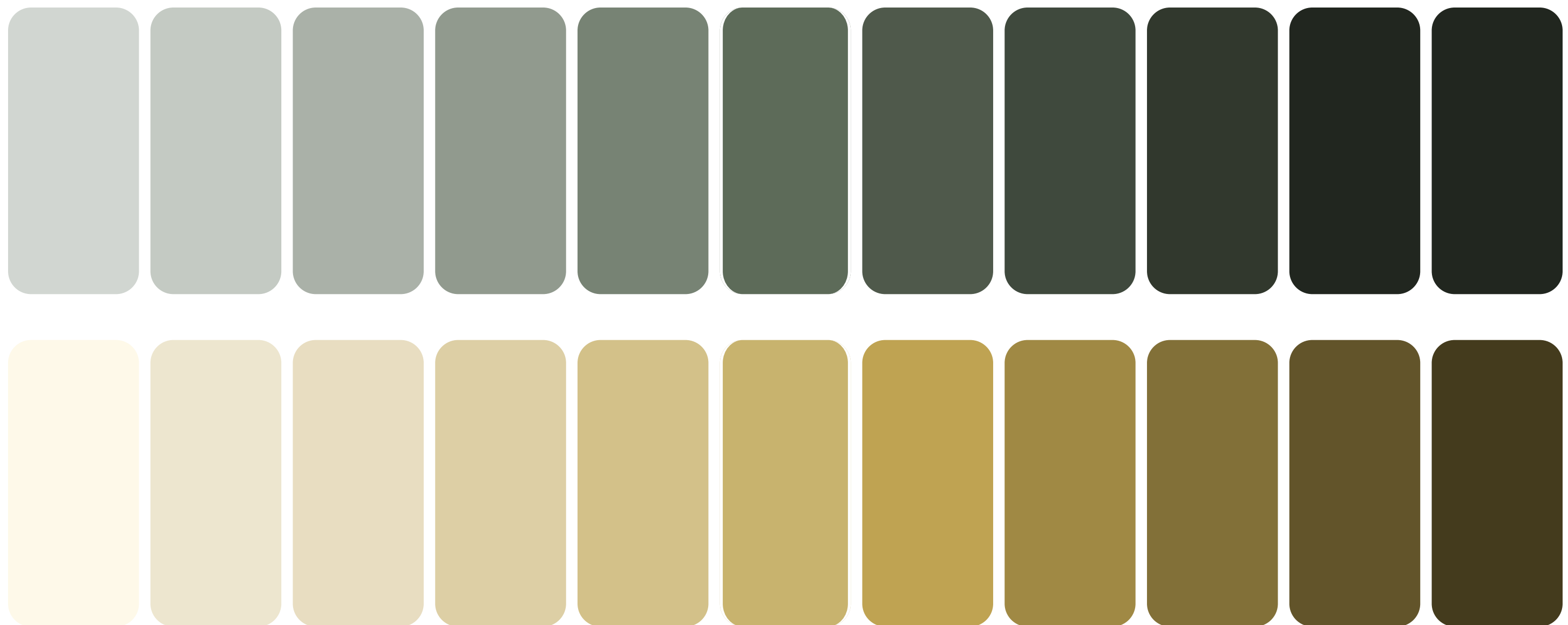
Base

C: 0% R: 245
M: 96% G: 0
Y: 47% B: 126
K: 4% #F5007E

Accent

C: 0% R: 245
M: 96% G: 0
Y: 47% B: 126
K: 4% #F5007E

Shades & Tints



Background Colors

C: 0% R: 255
M: 4% G: 244
Y: 2% B: 249
K: 0% #FFF4F9

C: 1% R: 247
M: 2% G: 244
Y: 0% B: 250
K: 2% #F7F4FA

C: 2% R: 236
M: 4% G: 231
Y: 0% B: 241
K: 5% #ECE7F1

C: 0% R: 247
M: 7% G: 229
Y: 4% B: 238
K: 3% #F7E5EE

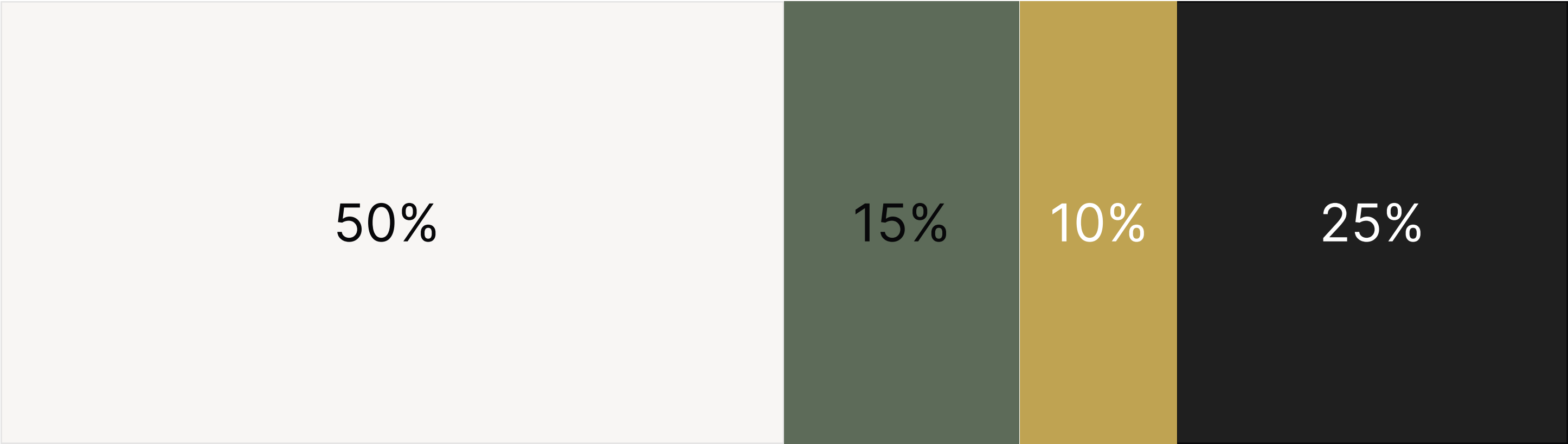
Neutral Colors

C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0% #FFFFFF

C: 0% R: 250
M: 1% G: 248
Y: 0% B: 249
K: 2% #FAF8F9

C: 0% R: 0
M: 0% G: 0
Y: 0% B: 0
K: 0% #000000

Color Usage



04.

Typography

TYPEFACE

Inter

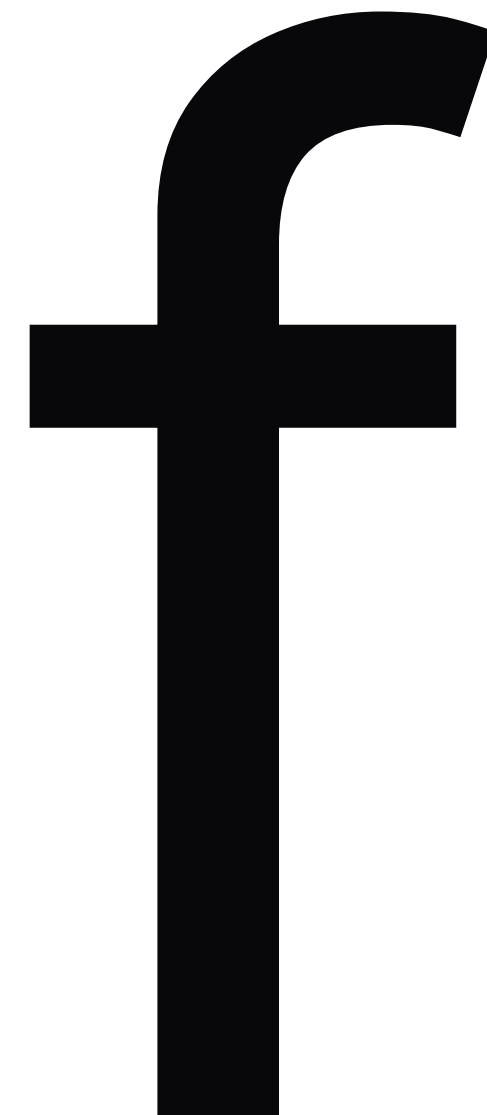
Our primary typeface is a key element of the brand's visual identity. It communicates personality, enhances readability, and ensures consistency across all platforms.

Google Font

 <https://fonts.google.com/specimen/Name>

Official Website

 <https://www.company.com/>



Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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€ £ ¥ ¢ : ; , . *

Header 1

Lorem Ipsum is simply dummy text of the printing and typesetting.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Header 2

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Header 3

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

This is header H1

Bold

54 / 150%

This is header H2

Bold

32 / 150%

This is header H3

SemiBold

24 / 150%

This is header H4

Medium

21 / 150%

This is big subtitle

Light

24 / 150%

BUTTON TEXT

BOLD

16 / 150%

OVERLINE

SEMI - BOLD

14 / 150%

Body Big

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Regular / 18 / 150%

Body Big Bold

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Bold / 18 / 150%

Body

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Regular / 16 / 150%

Body Bold

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Bold / 16 / 150%

Body Small

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Regular / 14 / 150%

Body Small Bold

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Bold / 14 / 150%

05.

Stationary

Business Card

Standard Size: 3.5 × 2 inches (U.S. & Canada).

Bleed Area: Add 0.125 inches to each side for cutting margins.



06.

Mercandise

T-Shirt

Position the logo on the right side, as illustrated in the example.



T-Shirt

Position the logo on the right side, as illustrated in the example.







Tote Bag

The tote bag extends our brand identity into everyday use, serving as both a practical item and a walking representation of the brand. It should feature the approved logo, colors, and typography in a clean and balanced layout that reflects our visual style.

Designs must prioritize simplicity and visibility, ensuring the brand elements remain clear from a distance. The tote bag should be produced using high-quality, durable materials to align with our commitment to professionalism and longevity.



