

VERTICAL



HORIZONTAL



CORPORATE IDENTITY STANDARDS

These standards outline the proper usage of the Healthy Voice logo. The artwork provided is for use in all forms of communication which require the Healthy Voice logo.

LOGO

This logo was created as part of a visual identity system that establishes and promotes Healthy Voice. The relationship of the mark to the logotype should not be altered in any way. Always reproduce the logo from the electronic artwork provided.

TYPEFACE

The typeface used in this logo is FM Ted. Do not change the size, proportion, or letter spacing of the logotype. Do not change the typeface of the logotype. This typeface can be purchased at myfonts.com.

SIZE

When reduced proportionally none of the logos should be used under .5" wide. Black is the best color choice when printing at small sizes.

FORMATS

The logo is provided in .eps, .jpg and .png formats.

.EPS

This file type should be your first choice when printing your logo. This is the highest quality available and should be used for all printed material when applicable.

.JPG

This file type should be your second choice when printing your logo.

.PNG

This file type should be used internally, for presentations and email signatures.

COLORS

The list below will outline the proper usage for all color formats.

	SPOT (PRINT)	FOUR COLOR (DIGITAL PRINT)	HTML (WEB)	RGB (VIDEO)
ORANGE	PANTONE® ORANGE 21 U	C0 M45 Y86 K0	FF6C2F	R255 G108 B47
GREY	PANTONE® 405 U	C50 M45 Y52 K10	77726D	R119 G114 B109



CORPORATE IDENTITY STANDARDS

These standards outline the proper usage of the Meredith Terpeluk logo. The artwork provided is for use in all forms of communication which require the Meredith Terpeluk logo.

LOGO

This logo was created as part of a visual identity system that establishes and promotes Meredith Terpeluk. The relationship of the mark to the logotype should not be altered in any way. Always reproduce the logo from the electronic artwork provided.

TYPEFACE

The typeface used in this logo is FM Ted. Do not change the size, proportion, or letter spacing of the logotype. Do not change the typeface of the logotype. This typeface can be purchased at myfonts.com.

SIZE

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FORMATS

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.PNG

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COLORS

The list below will outline the proper usage for all color formats.

YELLOW	SPOT (PRINT)	FOUR COLOR (DIGITAL PRINT)	HTML (WEB)	RGB (VIDEO)
	PANTONE® 7406 U	C1 M17 Y93 K3	F1B828	R241 G184 B40
GREY	PANTONE® 405 U	C50 M45 Y52 K10	77726D	R119 G114 B109