

# MEDIC

REGIONAL BLOOD CENTER

## LOGO AND IDENTITY

*Style Guide*

# LOGO PROPORTIONS

**MEDIC**  
REGIONAL BLOOD CENTER

## LOGO

The MEDIC logo should always be set in two solid colors; black and red.

# OFFICIAL COLORS

Four final colors make up the palette for MEDIC brand.  
CMYK for 4-color printing process - RGB & HEX for web and screen use only

## MAIN COLORS



### BLACK

**PMS:** Black C

**CMYK:** 0 | 0 | 0 | 100

**RGB:** 35 | 31 | 32

**HEX:** 231f20



### RED

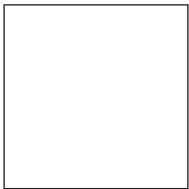
**PMS:** 186 C

**CMYK:** 15 | 100 | 90 | 10

**RGB:** 74 | 79 | 84

**HEX:** BE1E2D

## SECONDARY COLORS



### WHITE

**PMS:** White C

**CMYK:** 0 | 0 | 0 | 0

**RGB:** 255 | 255 | 255

**HEX:** FFFFFFFF



### ORANGE

**PMS:** 151 C

**CMYK:** 0 | 35 | 85 | 0

**RGB:** 255 | 255 | 255

**HEX:** FBB040

# LOGO VARIATIONS

## Additional Approved Logos

These simple color variations of the logo are allowed to be used in some designs.  
However the main logo should be used the majority of the time.



Black and Orange



White and Red



Black Version



White Version

*\*Should only be used when color printing is not available.*

# OFFICIAL FONT

## Lato Font Family

This font family has been approved to be used for all MEDIC design material. The font was chosen for its personality and is integral to maintaining MEDIC brand identity. No other font may be utilized unless otherwise approved to do so by MEDIC.

### Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

### Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

### Lato Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

### Lato Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

### Lato Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

### Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

### *Lato Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

### Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

### *Lato Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789