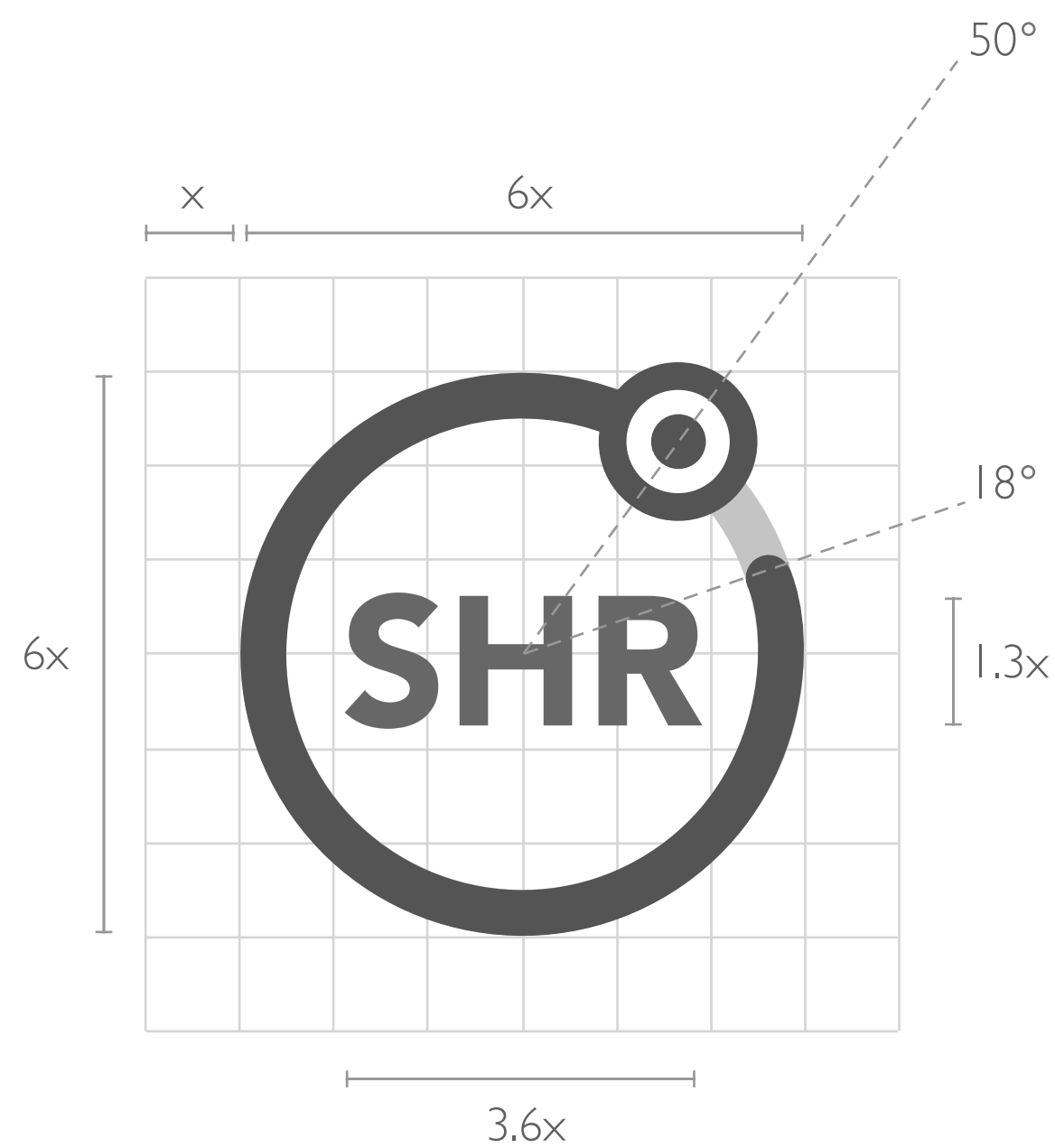# MITRE SHR LOGO STYLE SHEET

This styleguide specifies the design of the Standard Health Record logo, taking into account fonts, color palette and dimensions.

Logo dimensions

SHR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typeface: Avenir | Weight: black
Avenir (french for "future") - sans-serif geometric typeface

Pantone 425C
RGB 84 84 84
CMYK 0 0 0 67
Hex #545454

Pantone 3C
RGB 196 196 196
CMYK 0 0 0 23
Hex #C4C4C4

Pantone 663C
RGB 255 255 255
CMYK 0 0 0 0
Hex #FFFFFF

Color palette options

Pantone 2161C
RGB 0 84 126
CMYK 100 33 0 51
Hex #00547E

Pantone 2905C
RGB 127 193 221
CMYK 43 13 0 13
Hex #7FC1DD

Pantone 663C
RGB 255 255 255
CMYK 0 0 0 0
Hex #FFFFFF

Pantone 2237C
RGB 38 133 142
CMYK 73 6 0 44
Hex #26858E

Pantone 337C
RGB 165 50 70
CMYK 35 0 9 15
Hex #8DD9C6

Pantone 663C
RGB 255 255 255
CMYK 0 0 0 0
Hex #FFFFFF