

PRIMARY LOGO



DESCRIPTOR

PERSONALIZED DIAGNOSTICS

COLOR FORMATS



TYPOGRAPHY

CAIRO FONT FAMILY

Primary font. Use for large marketing type.
Also suitable for body copy and paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

GILROY

Use for headlines and titles when cairo isn't
suitable

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

COLORS

PMS 3258 C	r51 g204 b204	c64 m0 y26 k0	# 33CCCC	75%	50%	25%	
PMS 584 C	r205 g222 b95	c23 m0 y79 k0	# CDDE5F	75%	50%	25%	

ACCENT COLORS

r255 g102 b102	c0 m73 y47 k0	# FF6666	75%	50%	25%	
r111 g111 b110	c0 m0 y0 k70	# 6F6F6E	75%	50%	25%	
r0 g48 b67	c100 m0 y0 k85	# 003043	75%	50%	25%	