



SwissPedHealth

IBM Plex Sans
For **logo initials** and
website **body text**.
Provides natural and
engineered letterforms
in a balanced and
modern Swiss graphic
style distinct from the
classic Helvetica
font face.



IBM Plex Sans Condensed
Used in **logo full name**
and website **headings**.
Best for reading large
and short titles.

IBM Plex Sans is a well
designed open source
font family was
commissioned by IBM
and is available on all
devices via by Google
Fonts API.



The medical cross
infers meaning and
URGENCY

The color scheme uses
simple **black, white**, or
Swiss Red. The simple
logo initials should be
easy to recognize.