



HEALTH PORT

BRAND GUIDELINES

version 10, October 2018



OUR BRAND

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ABOUT HEALTH PORT

Improved Patient Care Outcomes

Healt Port leverages the current patient data being generated by software already implemented by healthcare providers and give patients the power to be the gatekeeper of their own consolidated/integrated electronic healt records. Patient's will now own control and storage of their electronic health records via decentralized storege on the blockchain. The result will be a consolidated and integrated medical record that is always available with access controlled by the patient. This fundamental shift will extract immense value from the current EHR systems, ultimately benefiting patient care through improved outcomes. These benefits along with taking control of acces to data will have significant benefits for a patient's ability to control and manage their healthcare journey. Additionally, providers will be left with a more accurate picture of a specifics patient's health, providing them with the comprehensive information they need to provide better care to patients.

Disruptive Innovation

With vast amounts of data already being captured in existing EHR implementations, the timing is optimal for leveraging and consolidating existing data for patient benefit. Healt Port will disrupt the global EHR market by removing the barriers currently in place by intermediaries, ultimately allowing patients open access to their complete personal haelth record.

healthport.io
contact@healthport.io

COLOR PALETTE.

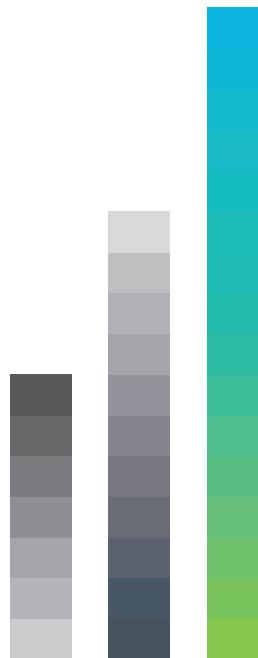
OUR COLOR PALETTE

PRIMARY COLORS

	#51C7E8 RGB 81/199/232 CMYK 62/0/8/0
	#3FBAA6 RGB 63/186/166 CMYK 69/0/44/0
	#8DC444 RGB 141/196/68 CMYK 51/0/92/0
	#4A5561 RGB 74/85/97 CMYK 80/69/56/16
	#FFFFFF RGB 255/255/255 CMYK 0/0/0/0

OUR COLOR PALETTE

SECONDARY COLORS
(GRADATIONS)



TINTS AND SHADES



Shades Color Variations



Tints Color Variations



Shades Color Variations



Tints Color Variations



Shades Color Variations

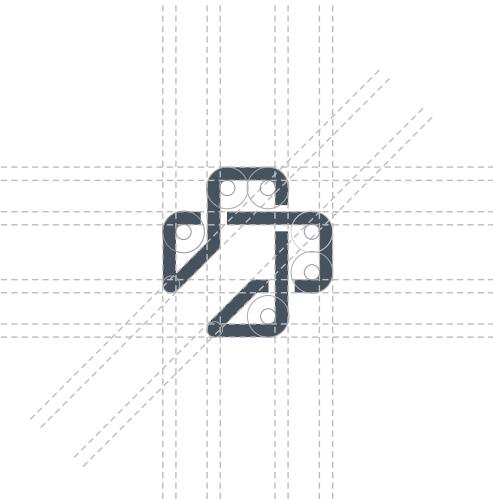


Tints Color Variations

OUR LOGO.

LOGO CONCEPT

The Health Port logo consists of simple line elements that are integrated into a cross symbol of health, while combining to form an integrated system. A rounded-tip design is implemented to represent a company that is friendly, modern, and sophisticated.

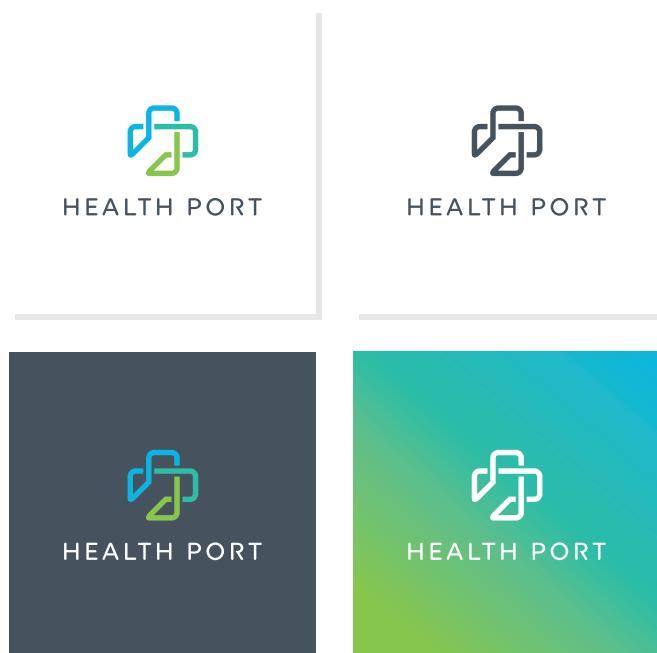


LOGO ANATOMY

The Health Port logo is considered a combination mark, consisting of a wordmark and a symbol or logomark. With this combination mark it is possible to use only the logomark without the wordmark.



LOGO COLOR



TYPOGRAPHY.

WORDMARK TYPOGRAPHY

VOLTRE ROUNDED

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Normal	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Semi Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

LOGO USAGE.

STATIONERY



SHIRTS