

# Salus Branding

Two options are presented for recommendation. They both follow the same logo and color palette but will have very different feels on a macro level as the brand is implemented on the website and beyond.

I did not come to viable alternative logos but chose to stick with the existing skeleton of brackets surrounding the DNA with the wordmark and tagline. However I am proposing an additional logo treatment to add flexibility to the brand which you will see in the following pages.

Please don't hesitate to offer any type of feedback or ask any questions!

Salus Branding

Option A

The Salus logo is the primary piece of the Salus branding. It has two forms — the full version and the compact version. Both are equally valid uses of the logo for the brand.

The full version is shown in the top row in regular color and black & white. In almost every case the color version is recommended. Where documents are known to be printed in black and white then using the black & white version of the logo is acceptable.

The compact version in the bottom row, also shown in color and black & white, allows the logo to be used when the size constraints would adversely affect the DNA illustration. The color and black & white version are equally acceptable for use. However, for most screen versions (web & app) the color version is recommended.

This proposes that these options are the only two ways the logo may be displayed.

Logo



Salus Branding

Option A

Vito is the proposed typeface for the Salus brand. It would be the primary typeface and used throughout the site. While yet to be finalized, the weights proposed are Bold, Regular, Regular Italic, and Light.

Elena is proposed as a complimentary typeface to Vito. The weights may include Regular, Regular Italic, Bold, and Bold Italic.

Typography

Vito Light  
Vito Regular  
*Vito Regular Italic*  
**Vito Bold**

Elena Regular  
*Elena Regular Italic*  
**Elena Bold**  
***Elena Bold Italic***

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About Salus  
Salus is the brain-child of a Software Engineer and a Registered Nurse. As a company, Salus Automation seeks to enhance the healthcare industry through the use of innovative, superior and completely customizable technology.

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Salus Branding

Option A

The primary branding color is teal (teal solid). There is a separate teal color for text as it appears lighter in weight than does solid forms. The teal is supported by black, white and grays.

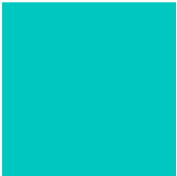
Color



Black  
R 0 G 0 B 0



Grays —  
Gray Text  
R 109 G 110 B 112  
Gray Solid  
R 128 G 129 B 132



Teals —  
Teal Text  
R 0 G 170 B 170  
Teal Solid  
R 0 G 200 B 192

Salus Branding

Option B

Option B is the same branding as Option A with the exception of the primary typeface. In this option, Scandia instead of Vito is chosen as the primary typeface. This changes the logo slightly and the typography greatly.

Logo



SALUS Medical Automation

SALUS Medical Automation

With *Option B*, Scandia is the proposed primary typeface. Similar weights to *Option A* are proposed here as well.  
Elena remains as a complimentary typeface.

Typography

Scandia Light  
Scandia Regular  
*Scandia Regular Italic*  
Scandia Medium

Elena Regular  
*Elena Regular Italic*  
**Elena Bold**  
***Elena Bold Italic***

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