

Logo



Primary

#226296

RGB : 34, 98, 150

CMYK : 90, 62, 18, 3

Secondary

#3379BE

RGB : 51, 121, 190

CMYK : 80, 48, 0, 0

Complementary

#F1F2F2

RGB : 241, 242, 242

CMYK : 0, 0, 0, 5

Power Of Blue



As an Insurance Company, Best Life General Clininc has to stand out to present their professionalism, security and trust worthiness . Blue color promotes the sense of seriousness to let potential clients feel they are safe under insurance policy.

Vertical Logo



BEST LIFE
GENERAL CLINIC LLC

Logo Icons



Hey, I'm font

MuseoModerno, the official font
for the brand

MuseoModerno

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

Secondary Font

Aa

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PoppinsMedium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The logo = symbol+
logotype

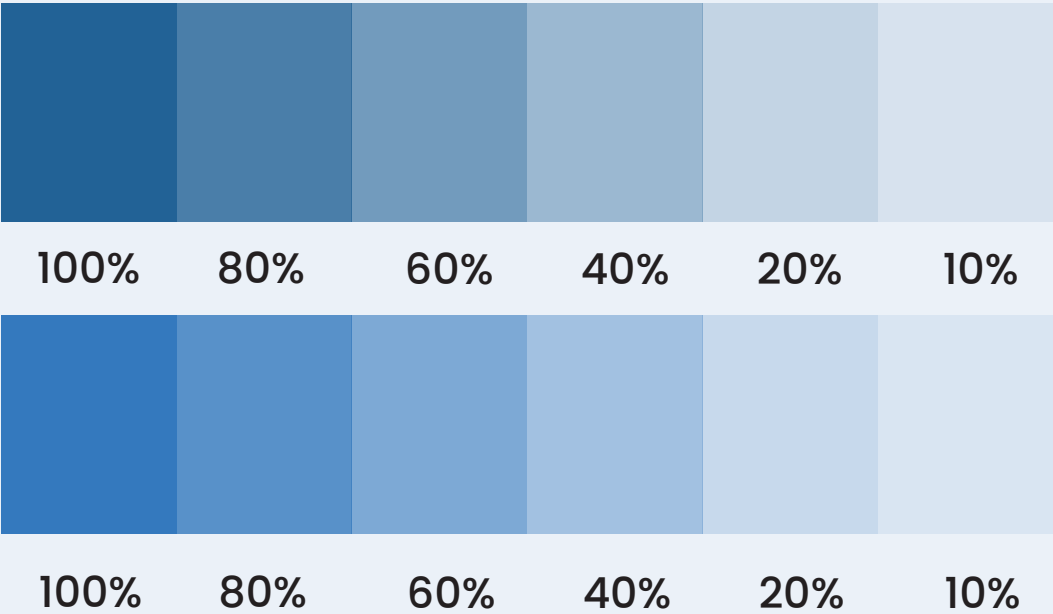
The symbol must be used as part of the logo in all communications. The symbol alone is only used as a favorites icon by Play Store, and for corporate sites: Google, Facebook, Instagram, Twitter, and YouTube. No other use is allowed



Logo Card



Colors



Usage Errors

The BEST LIFE logo represents and lends credibility to the company. It stands for the core values of the brand. As one of the most important pieces of visual communication, the mark must be protected through proper use. Given alongside are some examples of improper usage. Although these do not cover every instance of misuse, they do highlight common errors and the need for proper check and controls



1. The position of the BEST LIFE logotype with respect to the symbol must not be changed.



2. The size of the BEST LIFE logotype must not be changed independent of the BEST LIFE icon or vice versa.



3. The distance between the icon and the logotype should not be increased or decreased.

Logo on Image Background

For when the BEST LIFE logo needs to be used on an image, it can either be used with a background or without depending on the image.

CASE 1

If the image is busy, it must always be used with a white background, with an opacity of 85%. The measurements of which must be in tune with those shown in “Logo in Reverse”.

CASE 2

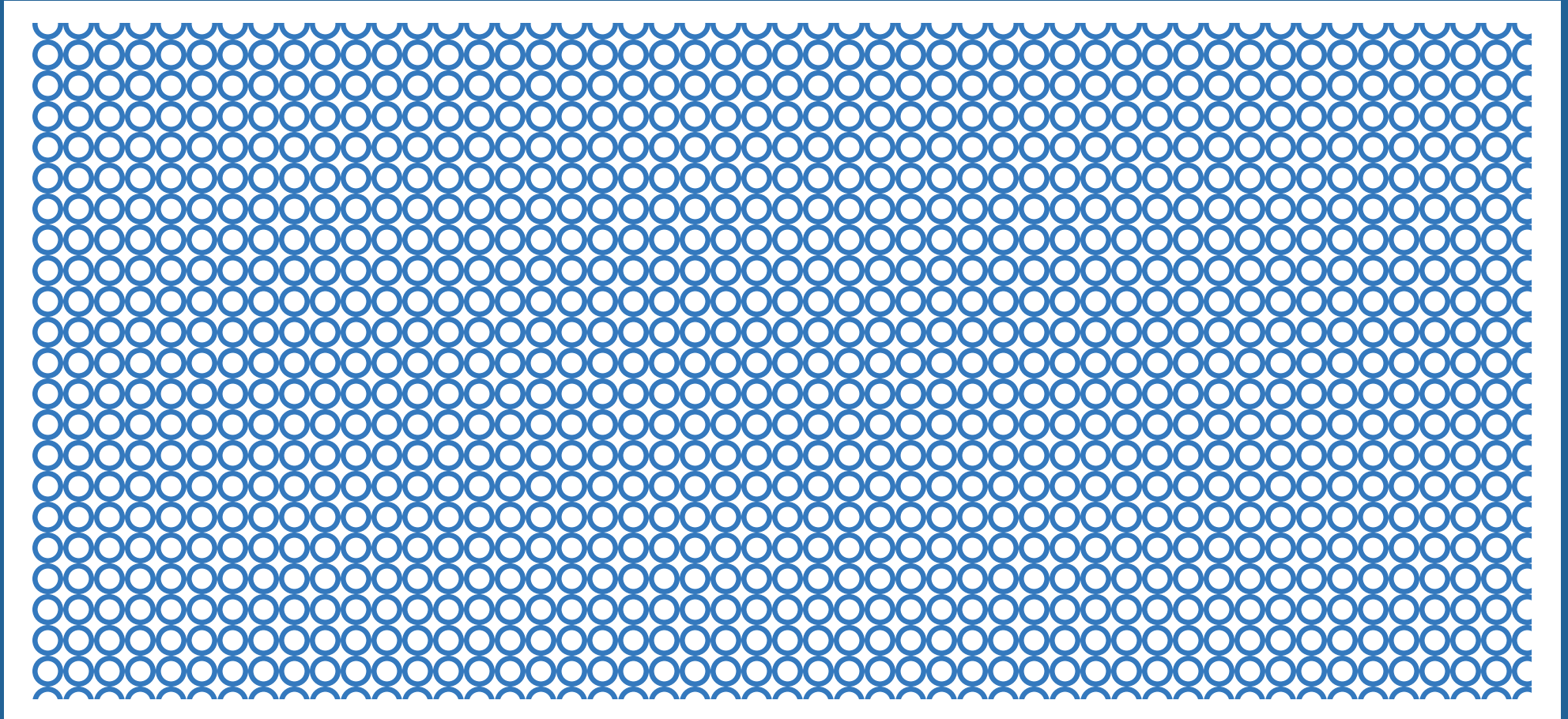
If the image is not busy and the background is light enough for the BEST LIFE colours to stand out, the logo can be placed in its normal form.

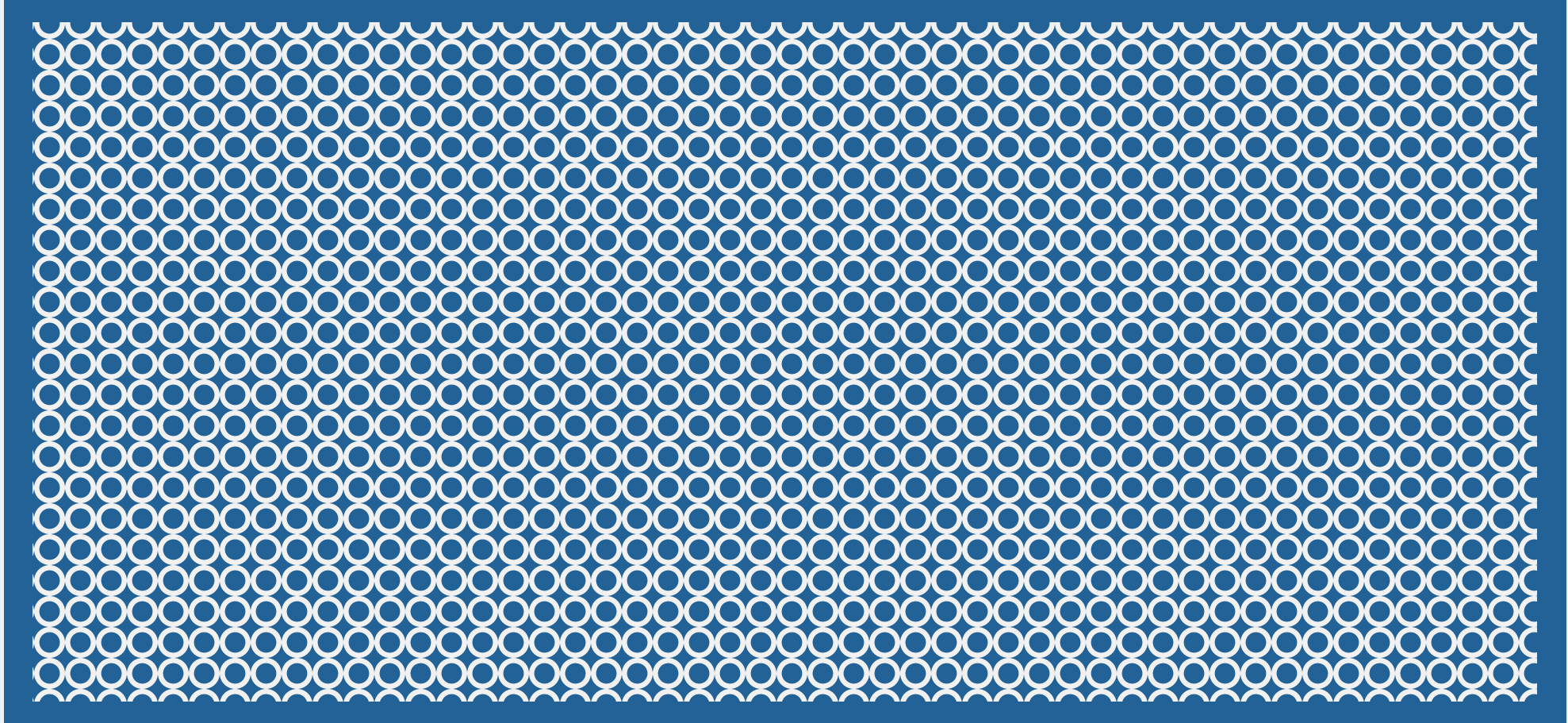
CASE 3

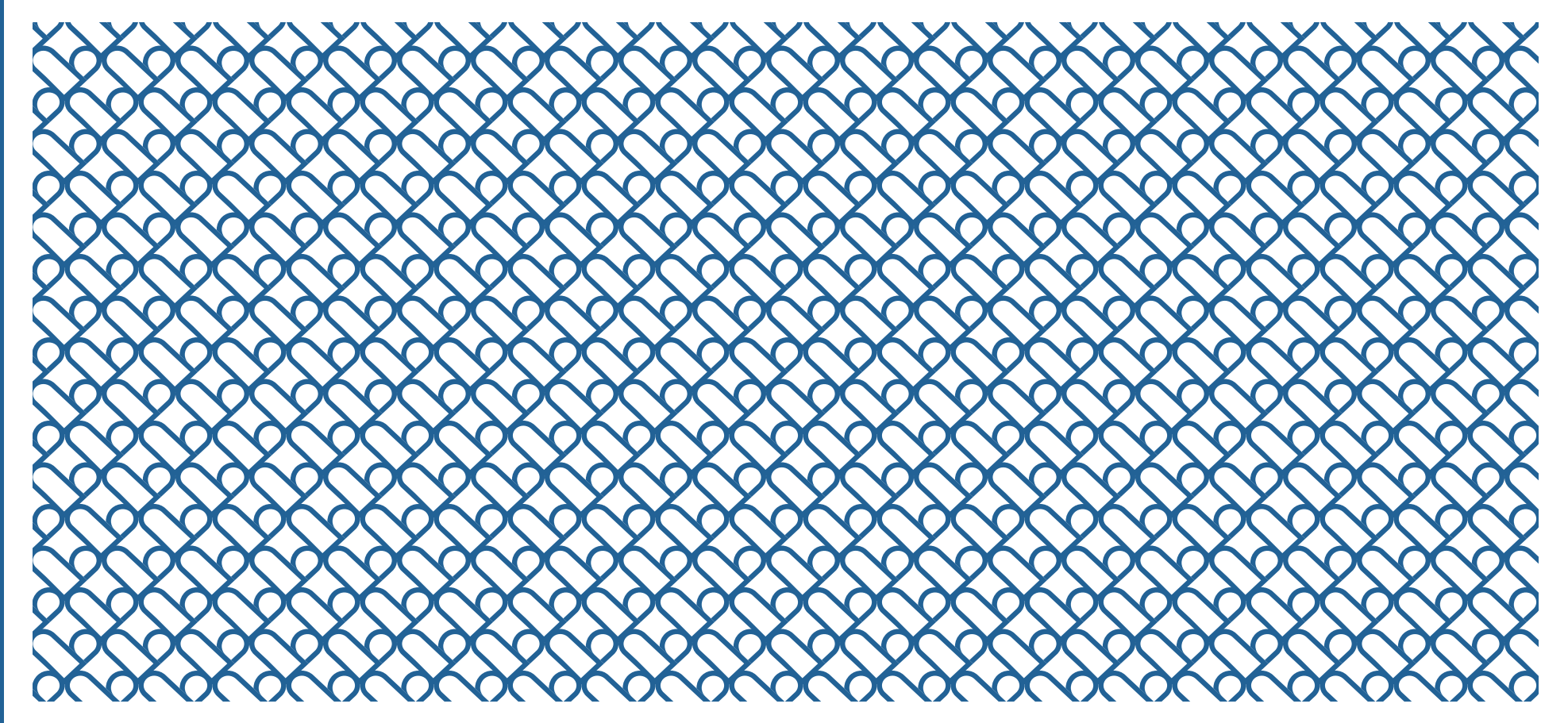
If the image is not busy and the background is dark, the logo can be used in single colour white

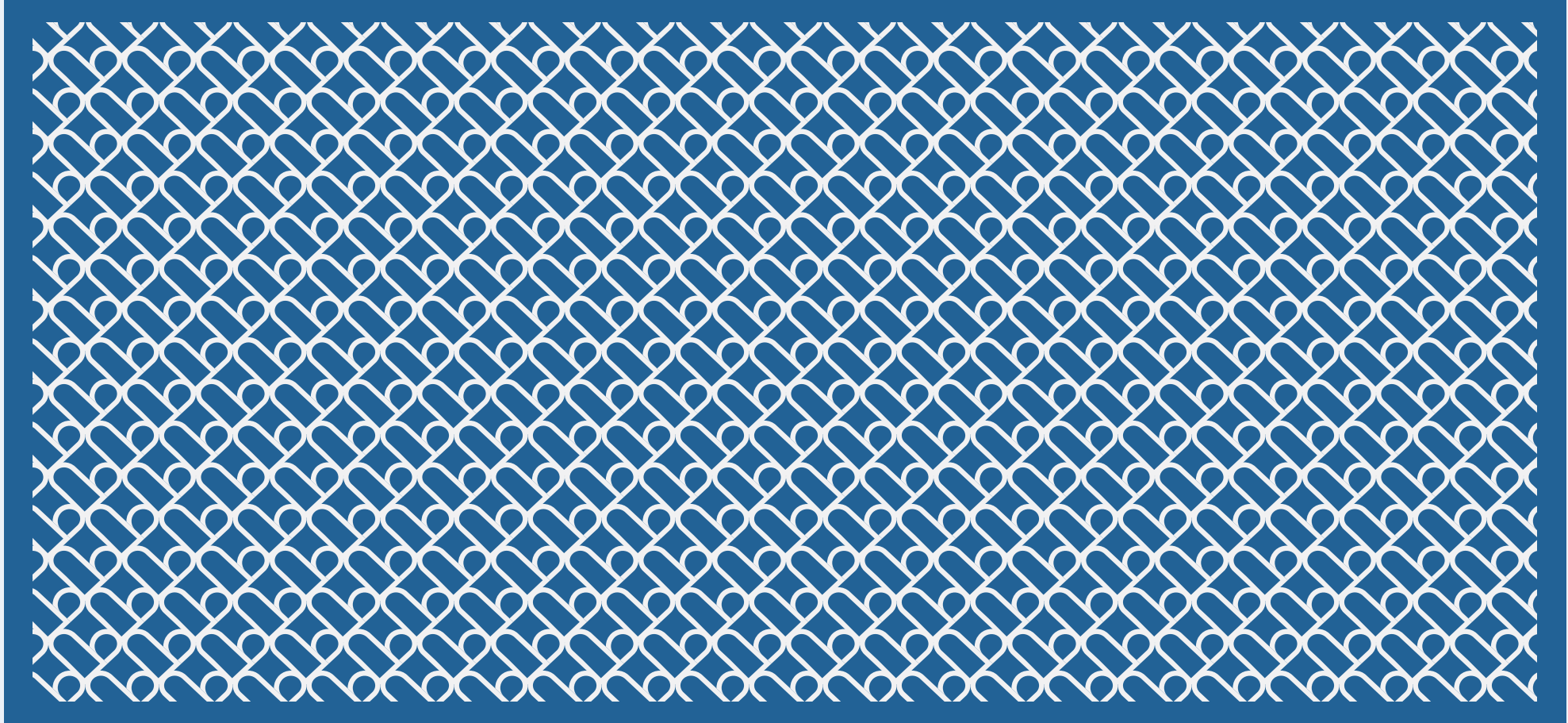


Pattern



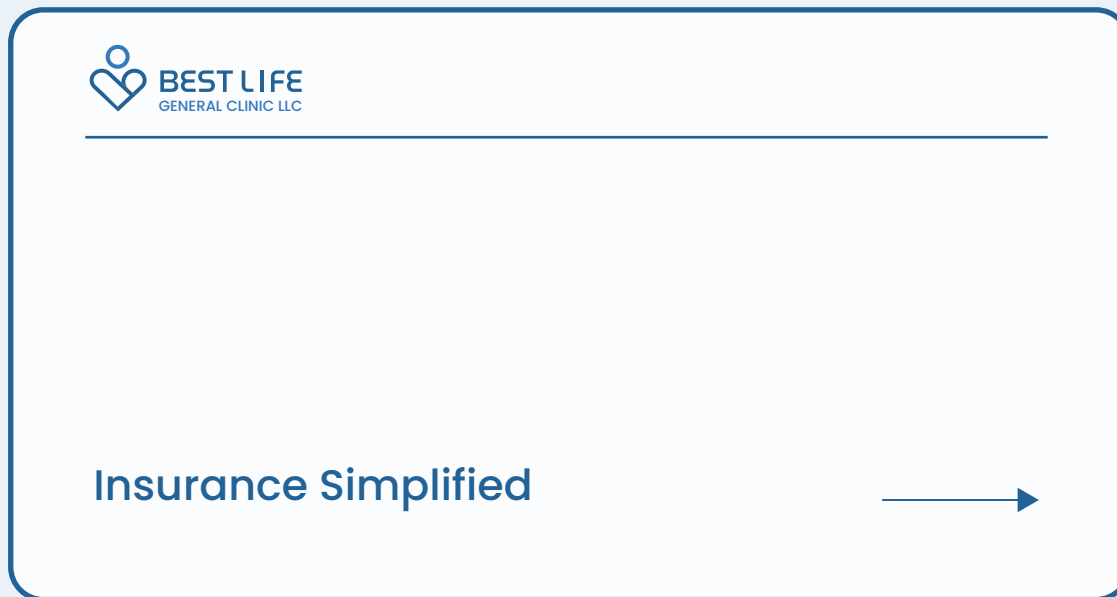






Brand Application

This is the implementation of the brand's new identity across all brand assets, including corporate materials such as letterheads and business cards, as well as marketing materials like banners, posters, and other touchpoints with clients, represents a noteworthy advancement towards enabling customers to perceive the brand as a coherent entity. By adopting a consistent brand voice and appearance, the brand can establish more effective communication with its clientele





BEST LIFE
GENERAL CLINIC LLC







BEST LIFE
GENERAL CLINIC LLC

Protect your future with
our comprehensive
Insurance coverage





Protect yourself,
Secure your future
with our insurance
plans









THANK YOU