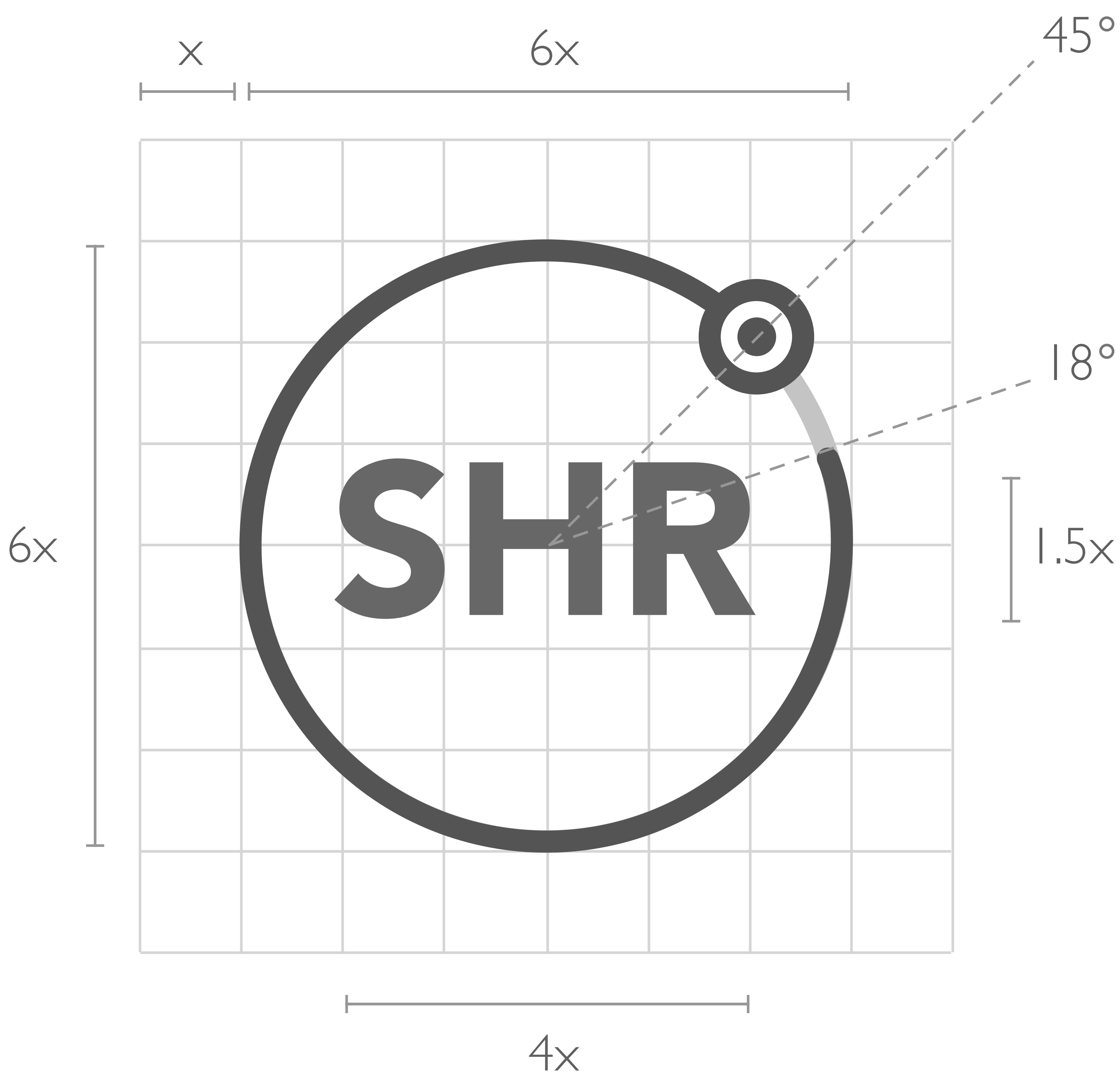


MITRE SHR LOGO STYLE SHEET

6.AUG.16

This styleguide specifies the design of the Standard Health Record logo, taking into account fonts, color palette and dimensions.





SHR

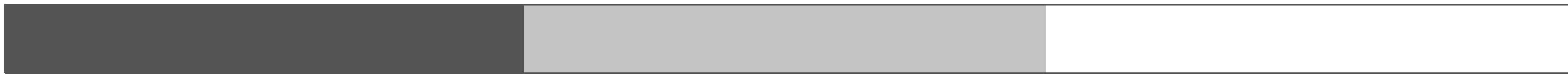
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typeface: Avenir | Weight: black

Avenir (french for “future”) - sans-serif humanist typeface



Pantone 425C
RGB 84 84 84
CMYK 0 0 0 67
Hex #545454

Pantone 3C
RGB 196 196 196
CMYK 0 0 0 23
Hex #C4C4C4

Pantone 663C
RGB 255 255 255
CMYK 0 0 0 0
Hex #FFFFFF



Pantone 2161C	Pantone 2905C	Pantone 663C
RGB 0 84 126	RGB 127 193 221	RGB 255 255 255
CMYK 100 33 0 51	CMYK 43 13 0 13	CMYK 0 0 0 0
Hex #00547E	Hex #7FC1DD	Hex #FFFFFF



Pantone 2237C	Pantone 337C	Pantone 663C
RGB 38 133 142	RGB 165 50 70	RGB 255 255 255
CMYK 73 6 0 44	CMYK 35 0 9 15	CMYK 0 0 0 0
Hex #26858E	Hex #8DD9C6	Hex #FFFFFF