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Graphic Elements

Graphic Elements

Graphic elements are effective tools for helping us to achieve a consistent and identifiable brand look.

Blue Background

Rectangular fields of blue should be used as a foundational background that supports all of our other graphic elements.

Cutout Image

As mentioned in an earlier section, this cutout photo technique helps set our brand apart and draws the viewer's eye to our layouts.

Icon System

To add visual interest, these blue monoline icons can be used with or without our branded gold gradient layered in.

Brand Pattern

This medical cross pattern can be layered on to add visual interest, or help balance out too much empty space, but it's best used sparingly.

Icons & Patterns

Here are more sample icons and patterns designed to help identify our brand. While we can certainly add to these, any future elements should "play well" with this established style.

The icon color can depend on the application and background color it's being applied to.

We recommend using the brand gradient as the secondary shape behind the primary icon.

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