



# Brand Guidelines

Version 1.0  
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# 1.0 Introduction

# 01



# 1.0

## Introduction

Vital Flow Health Limited is an innovative healthcare start-up specialising in on-site medical health checks and phlebotomy services within corporate organisations.

This document is a blueprint for maintaining consistency across all our brand communications. By following this guide, we ensure that every interaction with our audience reflects the quality and reliability of our brand.

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## Brand attributes

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### Vision

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus fermentum velit ac odio lacinia, non venenatis orci tincidunt. In hac habitasse platea dictumst. Vestibulum tristique arcu in ligula congue, non fermentum metus gravida.

### Mission

Our mission is to maximise the health and wellbeing of a company's staff through comprehensive health assessments, timely diagnostics, and personalised health recommendations.

2.0  
Logo



02

Logo



Logomark

Logotype

Primary Logo



Logomark



Our Primary Logo combines the logomark and logotype, representing our brand's identity with a clear symbol and stylish text. Alongside this, we have a standalone logomark for more flexible use across different platforms. Together, they create a strong, unified brand image.

# Logo – Rules 2.2

## Do Not: Logomark

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Do not resize, rotate or change the position of the logomark.



## Do Not: Fonts

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Do not use any other font.



## Do Not: Sizing

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Do not use squish or squash the logo. Any resizing must be in proportion.



## Do Not: Colour

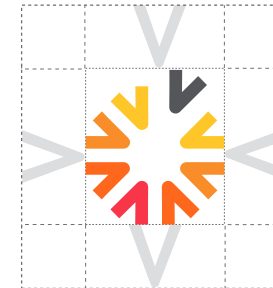
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Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.





# Minimum Clear space **2.3**



To maintain the integrity and visibility of our logo, always ensure there is a minimum clear space around it. The required clear space should be equal to the height of the letter "V" from our primary logotype on all sides of the logo.

This space helps prevent any visual clutter or interference from other elements, ensuring our logo stands out clearly and maintains its impact across all applications.

## 2.4 Subdivision Identities

Primary Logomark



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Subdivision Logomarks

**Vital Flow Health** | Laboratories

**Vital Flow Health** | Medical

**Vital Flow Health** | Training

While the primary logo should take precedence, the sub-division logos may be used in contexts where it's appropriate to highlight these branches of our organisation.

See visual application for an example of use.

# Logo Variation 2.5



Full colour

Use On: Light or white backgrounds.  
Purpose: Ideal for all print and digital applications where visibility and brand identity are paramount. This version should be the primary logo used for most contexts.



No colour

Use On: Light or white backgrounds where a more subdued appearance is desired.  
Purpose: Suitable for formal or minimalist designs, documents, or applications where colour may distract from the content.



Full colour reversed

Use On: Dark or black backgrounds.  
Purpose: Utilised when the standard full colour logo will not be visible due to the background. This version ensures the brand maintains visual integrity against darker colours.



No colour reversed

Use On: Dark or black backgrounds.  
Purpose: To be used when a subtle yet effective representation is needed against a dark background. This version is perfect for professional or understated applications.

3.0  
Colour



03

# 3.1 Colour Palette



## 3.2 Colour Palette Exanded

FFC72C			F88D2A			FF671D			F93549			54565A		
FFD768	FEE7A4	FFF7DF	F8AC66	FBCA9E	FDE9D6	FF8E58	FFB591	FFDBC8	F76F7E	FAA7B1	FDE0E3	6D7075	7E8187	878A8F

This ensures flexibility in design while maintaining a cohesive look across all touchpoints. Below are the guidelines for using each shade effectively.

### Primary Shade (Full Saturation)

Use: This is the boldest version of each color and should be used sparingly to create emphasis. Ideal for headlines, call-to-action buttons, or key visual elements that require attention.

### Secondary Shade (Med Saturation)

Use: The secondary shade is versatile and should be used for backgrounds, secondary text, or supporting graphics. It complements the primary shade without overpowering other elements.

### Tertiary Shade (Light Saturation)

Use: The lightest shade is perfect for large backgrounds, subtle accents, and areas where a softer tone is needed. It helps maintain balance while giving designs a clean, open feel.

## Colour Combinations 3.3

To ensure our logo remains clear and impactful across all applications, follow these guidelines for colour combinations:

**High Contrast:** Always use high-contrast colour combinations between the logo and its background, as shown. This maximises visibility and readability.

**Avoid Similar Tones:** Do not place the logo on backgrounds that are too similar in tone or colour to the logo itself, as this reduces legibility.

**Solid Backgrounds:** Whenever possible, use solid colour backgrounds to maintain clarity. If a pattern or photo background must be used, ensure the contrast is enough to not interfere with the logo's visibility.



## Gradient

Use on backgrounds and banners to add visual interest and highlight key content. Gradients should be responsive for digital use and tested for print quality.

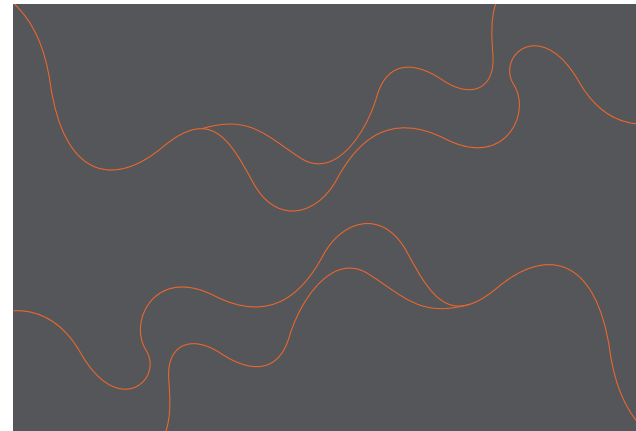
Avoid using gradients on text or logos to maintain readability and brand clarity. Ensure they enhance the design without distracting from the main message.



## Pattern

The wavy line pattern should be used as a subtle background or overlay, adding depth without overpowering the main content. Keep the lines delicate and flowing to mimic veins.

Avoid using the pattern in small or detailed spaces, behind text, or near logos to maintain clarity. It should enhance the design as a supporting element, not the focal point.





# 4.0 Typography



04

# 4.1 Typography

## Primary font

### Poppins

Poppins is a modern, geometric sans-serif font with clean lines and rounded forms. We chose it for our brand because it balances professionalism with warmth, and readability.

#### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

#### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

# Typography 4.2

## secondary Font

### Figree

Figtree is a simple, humanist sans-serif font chosen for its readability and subtle elegance, making it ideal for body text. It pairs well with Poppins as a primary font because its understated design complements Poppins' clean, geometric structure. Together, they create a balanced visual hierarchy

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

#### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

## 4.3 Type Hierarchy

### Examples

Poppins Medium / Figtree Medium

#### This is a heading

This is a piece of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Poppins Light / Figtree Light

#### This is also a heading

This is a piece of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

## Type Dos

- Always left-align text for a clean, consistent look.
- Keep paragraphs short and to the point for easy readability.
- Use consistent font sizes and weights to create a visual hierarchy.
- Ensure enough line spacing for clarity and legibility.
- Use appropriate contrast between text and background for easy reading.

## Type Donts

- Don't center or right-align text, as it can disrupt flow.
- Avoid overly long paragraphs that can overwhelm the reader.
- Don't mix too many font styles or sizes; keep it cohesive.
- Avoid cramped text or tight line spacing that makes reading difficult.
- Don't use low-contrast text that's hard to read against the background.

# 6.0 Visual Application



# 06

