



Brand Guidelines

An Overview

This document communicates our brand guidelines - the blueprint for our brand identity. Within these pages, you'll find the key elements that define us, from our logo and colors to our typography and voice. Adhering to these guidelines ensures a cohesive and powerful brand presence across all platforms.

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Brand identity



Mission, Vision, and Values

Our logo is an elegant blend of a symbol and a wordmark. The symbol, inspired by the unique rock art engravings of the Douro Valley and the distinct rolling hills of our vineyards, represents our deep roots in this region. The wordmark, sleek and modern, embodies our commitment to innovation in healthcare.

Logo Overview

Our logo is deeply rooted in the heritage of the Douro Valley, unifying meaningful symbols into a compelling visual story. The heart symbol at the core of the design represents our unwavering commitment to compassionate healthcare. Complementing this is the animal figure, a reflection of the region's rich history, drawing inspiration from the local rock art engravings. These historical elements are delicately balanced with round shapes, echoing the rolling hills of our vineyards and symbolizing our profound bond with nature. These distinct elements harmoniously intertwine, creating more than just a logo, but a visual narrative of tradition, nature, and care. Each component contributes to our brand story, embodying the spirit of the Douro Valley and reinforcing our commitment to a healthcare approach that is as much a part of our region's heritage as it is a testament to our values.



Logo Variations



Full-color

This is the primary version of our logo and should be used in most instances where the background allows for its clear display. It is designed to stand out and represent our brand in its entirety.



Single Color

This black version of our logo is used when printing in one-color processes, or when placed on a background that may clash with our full-color logo. Its purpose is to ensure legibility and brand recognition when color is not an option.



Reversed

The reversed, or “knockout,” version of our logo is to be used on dark backgrounds. This version ensures that our logo is visible and legible when placed on darker imagery or colored backgrounds.

Clear Space and Minimum Size



Minimum Size Print



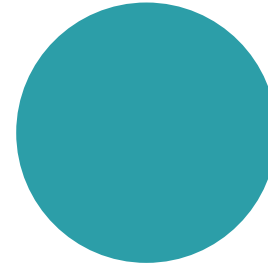
Minimum Size Digital



Color Palette

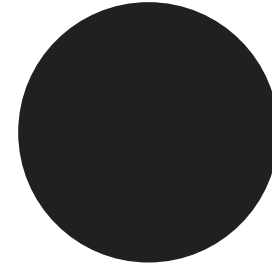


Primary Colors



Light Salmon

HEX
#FEAAB9
RGB
254, 170, 185
CMYK
0% 33% 27% 0%



Onyx

HEX
#231f20
RGB
35, 31, 32
CMYK
70% 67% 64% 74%

Typography



Logo Typeface

The choice of Montserrat for our logo reflects our commitment to accessibility and modernity. Its sleek lines and geometric form offer a clean, distinctive, and recognizable mark for our brand. This sans serif typeface balances sophistication with simplicity, allowing our logo to maintain its legibility across a wide range of applications. From digital platforms to physical media, our logo stands as a beacon of our brand, clearly communicating our values and identity to our audience.

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 &

Primary Typeface

Our chosen typeface, Montserrat, captures the modern, welcoming, and resilient spirit of our brand. A geometric sans serif, it offers clean lines and friendly curves that lend a contemporary and approachable feel to our communication

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 &

Support



Contact Information

Should you have any questions about our brand, need additional assets not included in this guide, or require further clarification about the correct use of our brand elements, please don't hesitate to get in touch. We are always available to help ensure our brand is represented consistently and correctly.

[Name]

[Email]

