

MedForums

COLOR



INVERSE



PRIMARY LOGO

The MedForums logo is the central element of the brand. As such, strict adherence must be paid in maintaining uniform design characteristics that will allow for maximum brand recognition.

These characteristics include authorized artwork, minimum size, protected area, and coloration.

Always use authorized artwork. Precise, consistent reproduction of the logo is essential in reflecting the personality of the brand. Careful use of the logo

communicates the same care and attention that MedForums offers as part of its commitment to its users. An easily identifiable logo adds value to all branded components of the MedForums marketing strategy.

GREYSCALE



BLACK & WHITE



PRIMARY LOGO

The grayscale logos is to be used only in instances when color is not an option (i.e. printing in grayscale).

The single color logos should be used when a single color application is required.

STETHOBUBBLE



WORDMARK

MedForums

MedForums

MedForums

AVATAR



SECONDARY LOGOS

Secondary logos have been developed to be used as an extra design element or when situations of space are limited.

The Stethobubble mark can be used as a design element or when space is limited. Because of its unique recognizable design, it can stand on its own and still represent the MedForums brand. The MedForums wordmark can be used in similar fashion.

Color usage guidelines detailed for primary logos should be followed when using secondary logos.

Pantone 3005 C

CMYK: 100, 31, 0, 0

RGB: 0, 119, 200

HEX: #0077C8

Pantone 7479 C

CMYK: 56, 0, 58, 0

RGB: 38, 208, 124

HEX: #25CF7B

Pantone Cool Gray 3 C

CMYK: 8, 5, 7, 16

RGB: 200, 201, 199

HEX: #C8C9C7

Pantone Cool Gray 7 C

CMYK: 20, 14, 12, 35

RGB: 151, 153, 155

HEX: #97999B

Pantone Cool Gray 11 C

CMYK: 44, 34, 22, 60

RGB: 83, 86, 90

HEX: #53565A

COLORS

The MedForums color palette was created to convey a visual uniformity throughout all corporate communication materials. Consistent color across all media is integral to the brand identity. Shown here are approved color variations for MedForums in several analog and digital formats. No other color specifications should be used.

AVENIR NEXT

AVENIR NEXT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT THIN ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC

Trade Gothic Bold Condensed No. 20
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPEFACE

Avenir Next is the primary typeface of the MedForums brand. It is a clean and friendly typeface that reflects the professionalism of MedForums users as well as the open approachable feel of the social network.

Trade Gothic is the secondary typeface of the MedForums brand. It provides breadth to the brand and compliments the primary typeface Avenir Next.

HEADLINES

For emphasis and style Trade Gothic Bold Condensed No. 20 has been designated for headlines.

BODY COPY

Avenir Next Book is the primary typeface designated for body copy. Body copy should be set at 10 point with 10 point tracking and 12 point leading. 10 point leading should be used between paragraphs.

NUNITO

NUNITO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NUNITO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NUNITO THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OSWALD

Oswald Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

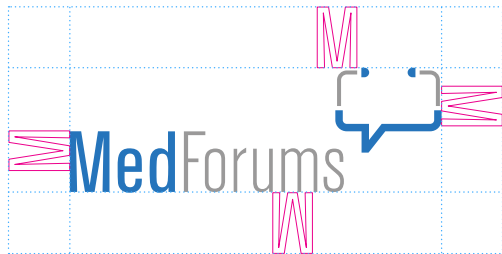
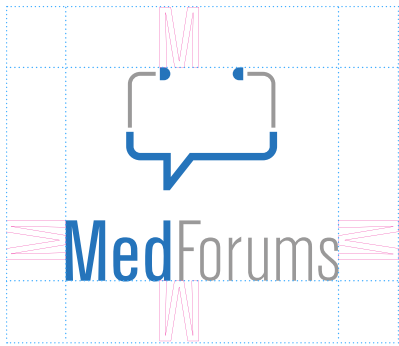
WEB COPY

Nunito, a Google font, is the designated web typeface. It is the web equivalent of the primary typeface Avenir Next. Nunito should be used to set all web body copy and subtitles.

Web headlines should be set in the typeface Oswald. This is the web equivalent of Trade Gothic Bold Condensed No. 20 and it is also a Google font.

Incorrect use of any of the designated typefaces dilutes the logo identity. Never stretch or distort typefaces in any way.

CLEARSPACE



MINIMUM SIZE



.75" Minimum Width



1.5" Minimum Width



.25" Minimum Width

LOGO CLEARSPACE

The primary logo presentation is enhanced by maintaining a clear area, void of all imagery surrounding the logo. This area is defined by the cap height of the letter M in the wordmark.

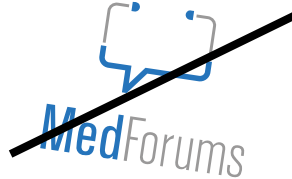
Secondary logos adhere to the same safe space rules as the primary logo.

MINIMUM SIZE

The primary logo and wordmark should never be scaled smaller than .75" wide. The horizontal logo and wordmark should never be scaled smaller than 1" wide. The Stethobubble mark should never be scaled smaller than .25" wide. These minimum sizes should only be considered when in an application that will preserve the integrity of the letters and mark. For example, never in embroidery.



DO NOT flip the logo.



DO NOT adjust the rotation the logo.



DO NOT screen or lighten the logo.



DO NOT modify the approved colors of the logo.



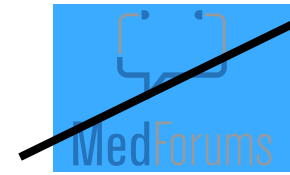
DO NOT adjust the proportions of the logo.



DO NOT independently move or scale the elements.



DO NOT stretch or squeeze the logo.



DO NOT place the logo on a similar color. Use inverse version.

IMPROPER LOGO USAGE

MedForums relies on a consistent use of its mark to present a strong and recognizable image to consumers. Preserving this identity requires strict adherence to the guidelines specified in this manual. Changing the properties of the logo is prohibited. Always use the electronic artwork provided by MedForums.

Do not reproduce the logo with any method that cannot hold the true shape of the mark or letterforms.

EXAMPLES

MedForums is a one-stop shop for practicing physicians. In addition to providing the very latest in industry news and trends, MedForums gives doctors access to a broad community of medical professionals. The site provides product reviews, job listings, CME offerings, and newsworthy updates.

“Users have access to an active community of ideas, opinions, and feedback.”

“MedForums offers access to information about products, jobs, trends and opportunities in the healthcare industry.”

MedForums provides physicians with the very latest in industry news and trends. Users gain access to thought leaders and influencers in the world of healthcare.

VERBAL COMMUNICATION

A primary advantage of MedForums is its focus on medical professionals. In order to underscore that focus, MedForums should use language associated with the profession.

There are a number of very viable substitutes for MedForums, including general networking sites like LinkedIn. MedForums should not hesitate to make direct comparisons to those sites. This will help users to see the advantages of the MedForums platform.