openIMIS

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Logo Guidelines

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1. LOGO

horizontal

vertical

At the centre of the openIMIS logo, we can see a stylized human figure. The figure is surrounded by the different data sets, which are provided by openIMIS.

Different shades of petrol symbolize the various sources accessed by the tool.

Message:
openIMIS protects the patient

Considering future brand extensions, it is possible to vary size and range of the data sets to create additional, but familiar visuals.

Logo Configuration

The openIMIS logo can be used horizontally as well as vertically.

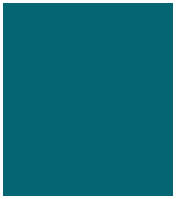
Apart from the given vertical and horizontal configuration, the logo cannot be altered.

Logo Type

The typefaces used for the openIMIS logo are Proxima Soft (thin) and Proxima Soft (bold). *

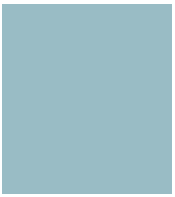
** Copyright regulations only apply to typeface use in the logo. If used otherwise, individual terms of use should be considered.*

2. COLOURS

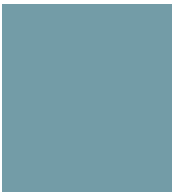


CMYK
90/40/40/25
RGB
0/99/116

CMYK
75/35/35/15
RBG
51/129/143



CMYK
40/15/18/0
RGB
178/208/213

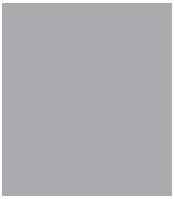


CMYK
55/25/27/5
RGB
128/176/185

CMYK
0/0/0/80
RGB
0/99/116

CMYK
0/0/0/62
RBG
51/129/143

CMYK
0/0/0/23
RGB
178/208/213



CMYK
0/0/0/39
RGB
128/176/185

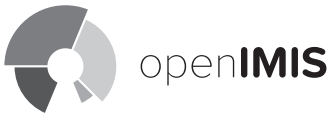
The openIMIS logo consists of four different shades of petrol.

Further, it can be used in grayscale levels as well as monochromatic (positive/negative)

Considering future brand extensions, it is possible to introduce further colour schemes as well.

3. VARIATIONS

Colour



gray scale

black and white

negative

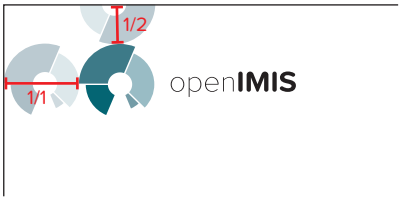
4. POSITIONING

top-left

The horizontal openIMIS logo should always be aligned left on the given layout.

top-centre

The vertical configuration of the openIMIS logo should always be centred on the given layout.



Sufficient margin should be guaranteed to either side of the logo. In general, the side margin should be at least the size of the graphic. While top/bottom margin should be at least 1/2 the size of the graphic.

Backgrounds and Contrast

Sufficient contrast to the given background should be guaranteed at all times.

In case of especially dark, light or colourful backgrounds, the use if the monochromatic logo versions is recommended.

IMPRESSUM

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