



open**IMIS**

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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](#).

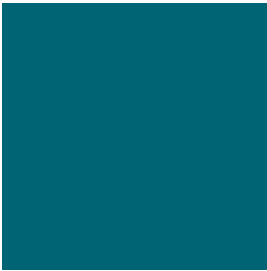
Apart from the given vertical and horizontal configuration, the logo cannot be altered.

Logo Type

The typefaces used for the openIMIS logo are [Nunito \(thin\)](#) and [Nunito \(bold\)](#).

The Nunito font is under an OFL (Open Font License) and can be used freely in projects - print or digital, commercial or otherwise.

2. COLOURS



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



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



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



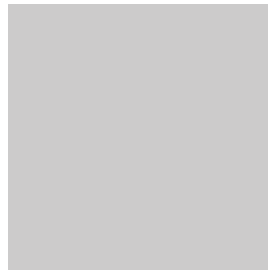
CMYK
55/25/27/5
RGB
128/176/185



CMYK
0/0/0/80
RGB
79/75/76



CMYK
0/0/0/62
RGB
118/116/116



CMYK
0/0/0/23
RGB
204/203/203



CMYK
0/0/0/39
RGB
169/167/168

The openMIS 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



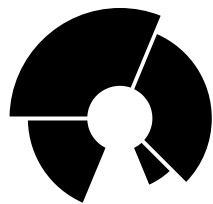
open**IMIS**

colour



open**IMIS**

gray scale



open**IMIS**

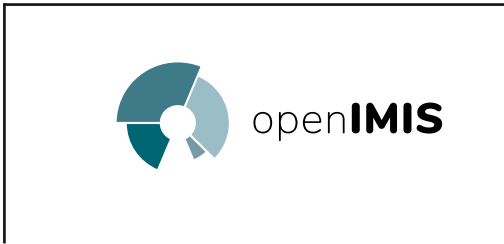
black and white



open**IMIS**

negative

4. POSITIONING



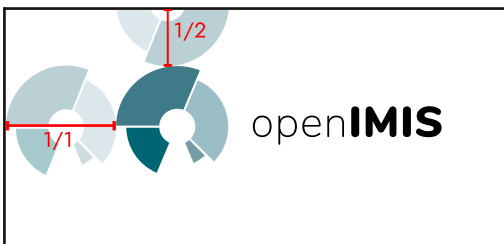
top-left



top-centre

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

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 of the monochromatic logo versions is recommended.

IMPRESSUM

Herausgeber

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G110 - Gesundheit, Bildung und Soziales
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