



open**IMIS**

Logo Guidelines

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# 1. LOGO

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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.*

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## 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.*

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## Logo Type

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

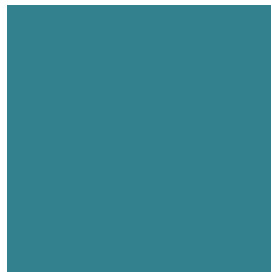
The Nunito font is under an OFL (Open Font License) and can be used freely in projects - print or digital, commercial or otherwise.

## 2. COLOURS

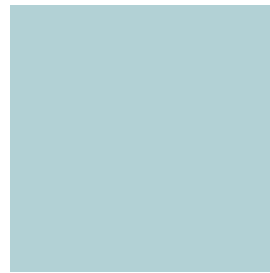
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CMYK  
90/40/40/25  
RGB  
0/99/116



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



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



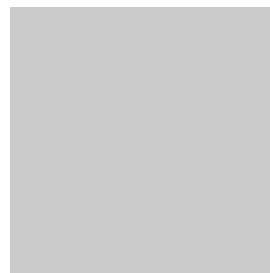
CMYK  
55/25/27/5  
RGB  
128/176/185



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

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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

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colour

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gray scale

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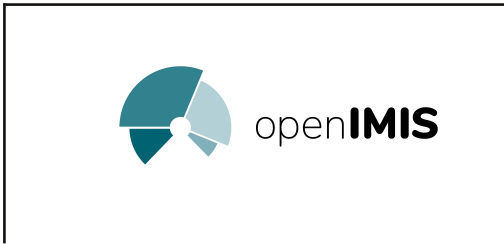
black and white



negative white

## 4. POSITIONING

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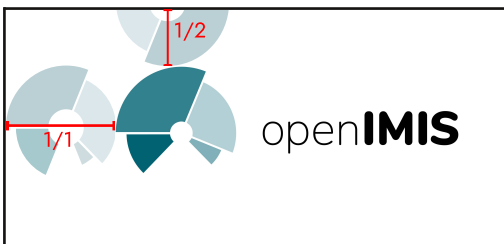
top-left



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.

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### 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

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## **Herausgeber**

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## **Gestaltung**

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