



## Logo

Visual identity and brand recognition are built through a consistent use of shapes and colors. Our logo is the primary expression of these details and we must be diligent in the management and stewardship of these assets. This section provides information about our primary identifiers and rules for their application.



## Logo

### Primary lock-up + scale

To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. This is an integral part of the design and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.

The clear space is defined as the width of the logo marks radial bands.

In order to ensure clarity of the logo, the approved lock-ups should never be applied at dimensions smaller than outlined below:

Logo A. should never be set any smaller than 1½” wide.

Logo B. should never be set any smaller than 2” wide.

Logo C. should never be set any smaller than 1½” wide.



A 1 ½” WIDE  
(MINIMUM)



B 2” WIDE  
(MINIMUM)



C 1 ½” WIDE  
(MINIMUM)

4-COLOR / ON WHITE



4-COLOR / ON BLACK



SINGLE COLOR / BLACK



SINGLE COLOR / WHITE



## Logo

### Color exception

Colors outlined in the brand color palette can be used interchangeably when applied to the logo so long as visibility is maintained.

If color reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full-reverse in white out of a dark background.

When faced with the instance of co-branding, collaboration, or desire to express the logo in another color for use in a particular application or campaign, please choose from one of the primary shades in the brand color palette. This is to be addressed on a case-by-case basis as partners may require certain colors to be used in branded materials but overall we want to avoid visual clutter.

Refer to the brand color chapter for exact color match settings.

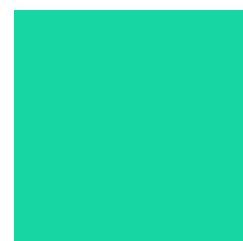
## Color

A consistent use of color is one of the most powerful ways to build brand recognition. It is important to use the colors of the brand to ensure a consistent experience across the board.

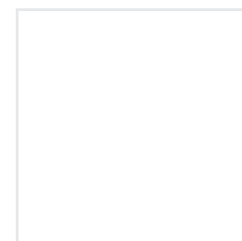
## PRIMARY PALETTE

**CT Blue**

CMYK 88, 75, 0, 0  
 RGB 56, 86, 166  
 HEX 3052B5  
 PANTONE 2131

**CT Aqua**

CMYK 65, 0, 51, 0  
 RGB 24, 214, 164  
 HEX 18D6A4  
 PANTONE 2239

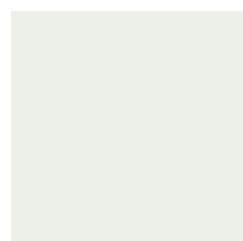
**White**

CMYK 0, 0, 0, 0  
 RGB 255, 255, 255  
 HEX FFFFFFFF

## SECONDARY PALETTE; FOR ACCENT

**CT Dark Blue**

CMYK 100, 97, 37, 39  
 RGB 28, 29, 76  
 HEX 1C1D4C  
 PANTONE 2766

**CT Bone**

CMYK 6, 2, 8, 0  
 RGB 237, 240, 232  
 HEX EDF0E8  
 PANTONE 663

## Color

### Our colors

The CareTrack palette has been clearly specified to ensure accurate representation across all media. CT Blue is the dominant color of the brand, followed by CT Aqua, and White.

For printing use CMYK, or consult your printing specialist for the equivalent spot color. Printed colors should always match the color swatch.

For digital applications, use RGB and Hex.

Use of colors outside of the outlined primary or accent palette in external communications must be approved by the brand manager and marketing department.

## Typography

Consistent use of typography is another subtle but powerful way to build brand identity and establish the personality as well the character of the brand.

We have carefully selected type families to be used across all external and internal materials.

LOGO TYPE

**Nexa**

Bold	<p><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>  <b>abcdefghijklmnopqrstuvwxyz</b>  <b>1234567890</b></p>
Light	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ          abcdefghijklmnopqrstuvwxyz          1234567890</p>

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Questa

Medium	<p><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>  <b>abcdefghijklmnopqrstuvwxyz</b>  <b>1234567890</b></p>	<p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>  <i>abcdefghijklmnopqrstuvwxyz</i>  <i>1234567890</i></p>
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Questa Sans

Light / Light Italic	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ          abcdefghijklmnopqrstuvwxyz          1234567890</p>	<p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>  <i>abcdefghijklmnopqrstuvwxyz</i>  <i>1234567890</i></p>
Regular / Italic	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ          abcdefghijklmnopqrstuvwxyz          1234567890</p>	<p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>  <i>abcdefghijklmnopqrstuvwxyz</i>  <i>1234567890</i></p>
Medium / Italic	<p><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>  <b>abcdefghijklmnopqrstuvwxyz</b>  <b>1234567890</b></p>	<p><i><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b></i>  <i><b>abcdefghijklmnopqrstuvwxyz</b></i>  <i><b>1234567890</b></i></p>
Bold / Italic	<p><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>  <b>abcdefghijklmnopqrstuvwxyz</b>  <b>1234567890</b></p>	<p><i><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b></i>  <i><b>abcdefghijklmnopqrstuvwxyz</b></i>  <i><b>1234567890</b></i></p>

# Typography

## Our typefaces

The Nexa and Questa/Questa Sans fonts are the primary typefaces for CareTrack.

The primary font family typefaces have several line weights. The following is a list of the approved line weights for use with the CareTrack brand and their - proper usage rules and guidelines on the following page.

No other font options are permitted to be used within communications materials. This is to ensure that the brand is consistent.



1. **SMALL CALL OUTS**2. 

# Title headlines

3. **Mauris nec fermentum nisl. Cras et libero quis magna varius feugiat et quis diam. Pellentesque in magna vitae felis rutrum sollicitudin eu vel neque. Sed posuere**

4. Mauris justo dolor, fermentum sit amet adipiscing sed, consequat et purus. Duis augue ipsum, fringilla sit amet pharetra ac, condimentum sit amet nunc. Duis aliquam dui a augue varius non aliquam tortor sodales. Cras non arcu mi, vel malesuada risus. Sed dapibus, massa sed accumsan dapibus, eros odio laoreet tellus, quis imperdiet leo justo et libero.

5. Donec ornare, odio in sollicitudin fermentum, libero magna vulputate eros, in porta nulla mi vitae sapien. Sed pretium, augue vulputate mattis lobortis, nibh ipsum tincidunt massa, quis vulputate ipsum justo a dui. In a urna eget nisi blandit mattis vitae et sem. Maecenas diam nisi, placerat eu fringilla et, porta a lectus. Vivamus sollicitudin purus soletonus.

## Typography

### Hierarchy

Shown here is an overview of the typographic hierarchy example and best practices for CareTrack materials the size of display copy and the size of body copy. Maintain a maximum 4:1 ratio between the size of display copy and the size of body copy.

- Paragraph copy should never be hyphenated.
- Use all-uppercase sparingly — short headings, or subheadings if necessary but typically only in the small call outs which provide further detail to the heading it precedes; never use all caps for full paragraphs.
- Avoid widows, orphans and lines that end with hyphens (this is excusable with internal/technical documents).
- All characters must be optically adjusted, especially at large point sizes.

1. Small call outs - Nexa, Bold, 11pt, all-caps, tracking: 100
2. Title headline - Questa, Medium, 48pt, sentence-case, tracking: 10
3. Intro Paragraph - Questa Sans, Medium, 14pt, sentence-case, tracking: 10
5. Light Body copy - Raleway, Light, 12pt, sentence-case, tracking: 10
5. Legal copy - Questa Sans, Regular, 7pt, tracking: 50