



USAGE GUIDELINES

Color



PMS 518 U



PMS 5195 C



CMKY: 52 73 21 44

USE PMS for:

- Textiles
- Screen prints (swag)
- 1/2 Color offset printing

USE CMYK for:

- In-house printing
- Full color printed materials (brochures, etc.)

Fonts

The Healthier U logo uses a whimsical font with lots of movement. Pair the font of the logo with a clean modern sans-serif font, such as:

Gotham - Book

Gotham - Bold

Century Gothic - Regular

Century Gothic - Bold

Helvetica - Light

Helvetica - Bold

Use only one font style (i.e. Helvetica) but feel free to use multiple weights (light, bold).

File Types

EPS

Use this file type when possible. This vector format will have the highest resolution.

PNG

Use the file type for websites. The background is clear to look good with any background color.

AI

This is the original artwork file type. Use this only for making needed color changes for print vendors.

JPEG

Provided as backup only. This file type forces a white background and is not ideal for printing.

Color Versions

When reproducing in any format, make sure to maintain appropriate contrast.

Light backgrounds, use Purple/Black version



Dark backgrounds, use White version

