

AdRes



Health Economics & Outcomes Research

BRAND GUIDELINES

LOGO SPECIFICATIONS

Vertical Logotype

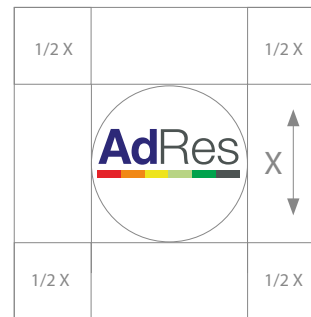
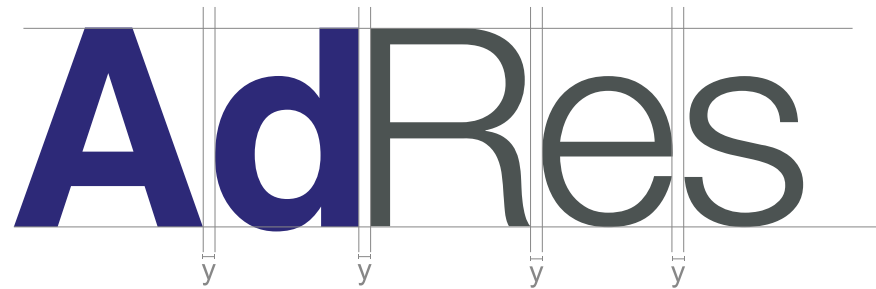


Round Logotype



LOGO SPECIFICATIONS

PROTECTION AREA - MEASURES



LOGO SPECIFICATIONS

COLOR

PRIMARY COLOURS



C 98 **R** 45
M 95 **G** 41
Y 0 **B** 120
K 16 #2D2978

Pantone P99-16 C



C 64 **R** 76
M 48 **G** 83
Y 49 **B** 84
K 46 #4C5352

Pantone P 176 - 14 C

SECONDARY COLOURS



CMYK: 0,95, 85,0
RGB: 229,35,41
E52329
Pantone: P 52-8 U



CMYK: 0,52,91,0
RGB: 241,136,21
F18815
Pantone: P 24-7 U



CMYK: 12,0,90,0
RGB:238,228,29
#EEE41D
Pantone: P 166-7 U



CMYK: 35,0,60,0
RGB:29,29,27
#B8D584
Pantone: P 154-5 U



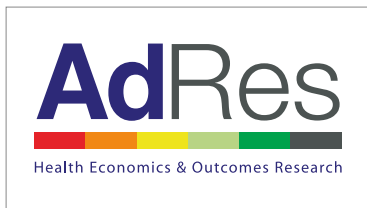
CMYK: 85,0,90,0
RGB:0,162,76
#00A24C
Pantone: P 142-7 U



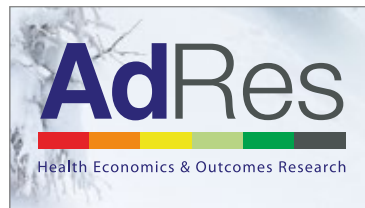
CMYK: 63,47,48,46
RGB:76,83,82
#4C5352
Pantone: P 176-14 U

LOGO SPECIFICATIONS

CORRECT LOGO USAGE



ON WHITE



ON LIGHT IMAGES



ON LIGHT GREY



ON DARK GREY



ON BLACK



ON DARK IMAGES



ON VIOLET



*ON WHITE WHEN COLOR
PRINTING IS NOT POSSIBLE*

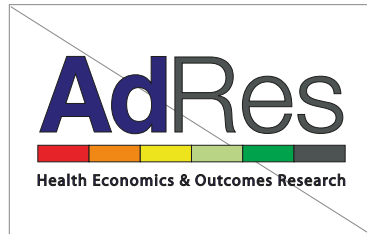


*ON BLACK WHEN COLOR
PRINTING IS NOT POSSIBLE*

LOGO SPECIFICATIONS

INCORRECT LOGO USAGE

No Outlines



No Outlines



No black version of the logo on violet



No textures in the logo



No unproportional scaling



No unproportional scaling



Don't apply any effects



No vertical



LOGO SPECIFICATIONS

FONT AND DIMENSION

HELVETICA

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

<https://freefontsdownload.net/free-helvetica-font-32089.htm>

Ad

Res

Health Economics & Outcomes Research

	Title Used font: HELVETICA BOLD Colore: #005CA9 Dimension: 70pt Character spacing: -30
	Title Used font: HELVETICA REGULAR Colore: #000000 Dimensione: 70pt Character spacing: -30
	Payoff Used font: HELVETICA REGULAR Colore: #212221 - 575756 Dimension: 19pt Character spacing: 121

CONTACT

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