



HOMECARE

- PHYSIOTHERAPY -

BRAND GUIDELINES

LOGOS

There are several variations of the HomeCare Physiotherapy logo available for use:

Primary

For primary use wherever possible.

Horizontal

For use in documents, communications, websites, or where the vertical logo is not practical.

Logomark

For use on social channels, apparel, or where the main logo appears too small.

Badge

Similar to the logomark, for use on social channels or apparel where the business name needs to be displayed.

Inverse variants

For use against dark, full colour or busy backgrounds. Please ensure the entire logo is fully legible.

These versions are available in different file types for use in various circumstances:

Print

'eps/vector' is the suitable format.

Web/digital

'png' is the suitable format.



Primary



Horizontal



Logomark



Badge



Primary Inverse



Horizontal Inverse



Logomark Inverse



Badge Inverse

LOGOS

Clear space, minimum size and placement

Clear space

The HomeCare Physiotherapy logo should always have sufficient clear space around it.

This is a minimum area of space defined by the height and/or width of the logomark.

Give the brand mark prominence in its space.

Minimum size

The HomeCare Physiotherapy logo has been designed to be reproduced at a minimum height of 15mm.

There is no maximum reproduction size of the brand mark.

Placement

The preferred position for the HomeCare Physiotherapy logo is in the top left corner of any document or communication, using the horizontal version.



Clear space



Minimum size: 15mm height

Placement



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LOGOS

Things to avoid

Always use the full colour vertical version of the logo wherever possible.

Always use the correct file type for your application.

Always use the full colour vertical version of the logo on a light image.

Always use the full colour vertical inverse version of the logo on a dark image.

If legibility is an issue, the logo is not suitable for use.

X



DO NOT distort the logo

X



DO NOT add drop shadows

X



DO NOT adjust the opacity

X



DO NOT alter the colours

X



DO NOT recreate with another font

X



DO NOT place on busy imagery

PALETTE

White

#ffffff

R	255
G	255
B	255
C	0
Y	0
M	0
K	0

HomeCare Blue

#003366

R	0
G	51
B	102
C	100
Y	87
M	33
K	23

Pantone 648 C

Grey

#dbdbdb

R	219
G	219
B	219
C	13
Y	10
M	10
K	0

Pantone 427 C

TYPE

Woodland Hills is the typeface used in the logo.

WOODLAND HILLS

Murecho is the secondary typeface family for designers to use. It provides a wide range of font weights that can be used across headings, subheads, body copy and captions.

Murecho can be downloaded here:

<https://fonts.google.com/specimen/Murecho>

Murecho Thin Aa Bb Cc Dd Ee 12345

Murecho ExtraLight Aa Bb Cc Dd Ee 12345

Murecho Light Aa Bb Cc Dd Ee 12345

Murecho Regular Aa Bb Cc Dd Ee 12345

Murecho Medium Aa Bb Cc Dd Ee 12345

Murecho SemiBold Aa Bb Cc Dd Ee 12345

Murecho Bold Aa Bb Cc Dd Ee 12345

Murecho ExtraBold Aa Bb Cc Dd Ee 12345

Murecho Black Aa Bb Cc Dd Ee 12345

FILE USAGE

Congratulations on your new logo!

I'm excited for you to put it out into the world.

With all the different file types in this package, I thought it would be helpful to include this small guide to understand each file type and when to use them.



RGB

DIGITAL (RED, GREEN, BLUE)

The colour space for digital displays. These files are used for the digital purposes such as web graphics or photographs.



CMYK

PRINT (CYAN, MAGENTA, YELLOW, BLACK)

These are the four basic colours used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.

AI



ADOBE ILLUSTRATOR

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.

PDF



PORTABLE DOCUMENT FORMAT

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.

JPEG



JOINT PHOTOGRAPHIC EXPERTS GROUP

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.



EPS



ENCAPSULATED POST SCRIPT

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.

SVG



SCALABLE VECTOR GRAPHIC

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.

PNG



PORTABLE GRAPHICS NETWORK

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.



