

Visual Identity Guidelines

Avatar Medical is a company at the intersection of medical imaging and advanced 3D visualization technologies. Our mission is to transform how clinicians understand and communicate patient anatomy through interactive, patient-specific 3D and interactive 3D experiences.

This document provides guidelines for journalists, partners, and stakeholders to ensure consistent and accurate representation of the Avatar Medical brand across all media.

1. Logo Usage

Primary Logo

The Avatar Medical logo is the primary visual identifier and must be used consistently.


Guidelines:


- Always use the official logo files provided.
- Use on clean, uncluttered backgrounds.

Logo Text Variants

- Black logo text (preferred)
- White logo text (for dark backgrounds)

2. Color Palette

Text colour for dark background	Purple (nb)	rgb(224,204,251) #E0CCFB	
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Text colour for light background	Dark Purple	RGB(184,137,246) #B889F6	
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Usage Principles

- Prioritize high contrast for readability
- Maintain a clean, clinical aesthetic
- Avoid overly saturated or unrelated colors

3. Typography

Primary Font

- Varela Round (<https://fonts.google.com/specimen/Varela+Round>)

Usage:

- Headlines: Bold
- Subheadings: Medium
- Body: Regular

Style Guidelines

- Use sentence case for most text
- Maintain generous spacing for clarity

This document is intended as a general guideline. For specific use cases or approvals, please contact the Avatar Medical team.