brand
guidelines

Afib Lifestyle Tips

primary
logo usage

The logo should never be changed. Position, size and color, along with the spatial and proportional relationships of the logo elements should not be altered.

The primary logo is 2-color with blue and red logomark. The primary logo should be used on a white or light colored background to allow for contrast.

Color
used on white backgrounds

White
used on coloured backgrounds & images

AFIB LIFESTYLE TIPS

B/W LOGO

AFIB LIFESTYLE TIPS

WHITE LOGO

AFIB LIFESTYLE TIPS

secondary
logo usage

When the primary logo cannot be used due to printing or layout color restraints, the following secondary logos may be used: 1-color, black or white.

1-color or black logos should be shown on a white or light colored background to provide contrast. White logo should be shown on a dark colored background.

primary font
Myriad Pro Bold

This font should be used in all ALT brand materials to maintain a consistent visual identity. This includes website, promotional materials, advertising, digital assets and printed materials.

The font weights that should be used from this font include: Bold, SemiBold, Regular.

Myriad Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

the color
palette

The following palette has been selected for use in all brand materials.

Primary colors should be prominent in brand materials with secondary colors used in moderation as accent colors.

CMYK 85 50 0 0

CMYK 15 100 90 10

logo
symbol

Logo symbol comes from a heart and hands design that can be used alone as a graphic element.

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ALT brand guidelines