



Logo & mark

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The DirectMed primary logo is the preferred brand mark and should be used in most cases.

Use of the primary logo is limited to the color variations shown here and on page 5.

Refer to page 12 for color specifications.



The DirectMed logo should always be clearly visible. Keep the logo separated from other visual elements by a distance equal to the height of the “D” in our name. This distance is considered the minimum uninterrupted space surrounding the logo. We call this area the clear space, and it should be adhered to in most situations.

When using the logo over images or backgrounds with variegated color please use the all white version (DM_LOGO_White) to maintain readability and simplicity.



DM_LOGO_SWhite_Yorange Background: DirectMed Blue



DM_LOGO_Blue_SWhite Background: Yorange



DM_LOGO_Blue_SWhite Background: Light Blue



DM_LOGO_Black
Background: White

DM_LOGO_White
Backgrounds: The White version of our logo should only be used over these backgrounds: Black, Variegated Color or Photography

In addition to the color combination on page 3, primary logo use is limited to these variants and background combinations / considerations.

Please do not use the DirectMed logos over unapproved colors.

Refer to page 12 for color specifications.



LBN_LOGO_Blue_Yorange Background: Soft White



LBN_LOGO_SWhite_Yorange Background: DirectMed Blue



LBN_LOGO_Blue_SWhite Background: Yorange



LBN_LOGO_Blue_SWhite Background: Light Blue



LBN_LOGO_Black Background: White



LBN_LOGO_Whit Backg'd: Black/Variegated Color/Photo



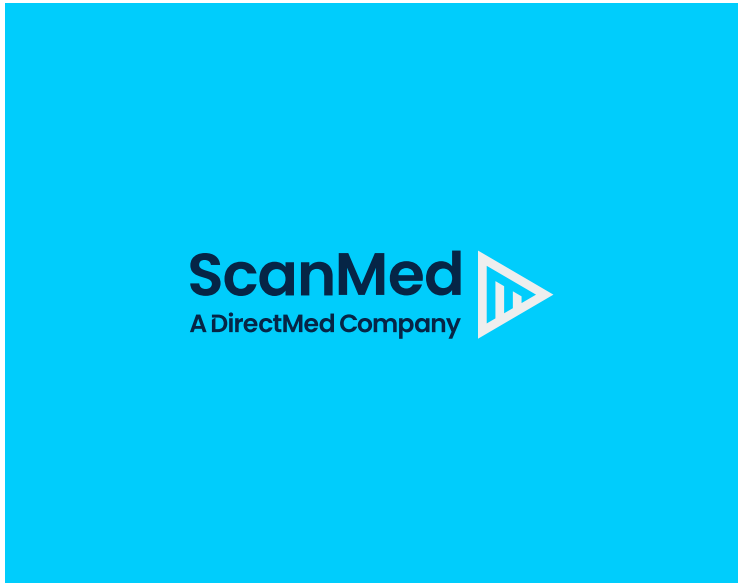
ScanMed_LOGO_Blue_Yorange Background: Soft White



ScanMed_LOGO_SWhite_Yorange Background: DirectMed Blue



ScanMed_LOGO_Blue_SWhite Background: Yorange



ScanMed_LOGO_Blue_SWhite Background: Light Blue



ScanMed_LOGO_Black Background: White



ScanMed_LOGO_White Backg'd: Black/Variegated Color/Photo



TechPro_LOGO_Blue_Yorange Background: Soft White



TechPro_LOGO_SWhite_Yorange Background: DirectMed Blue



TechPro_LOGO_Blue_SWhite Background: Yorange



TechPro_LOGO_Blue_SWhite Background: Light Blue



TechPro_LOGO_Black Background: White



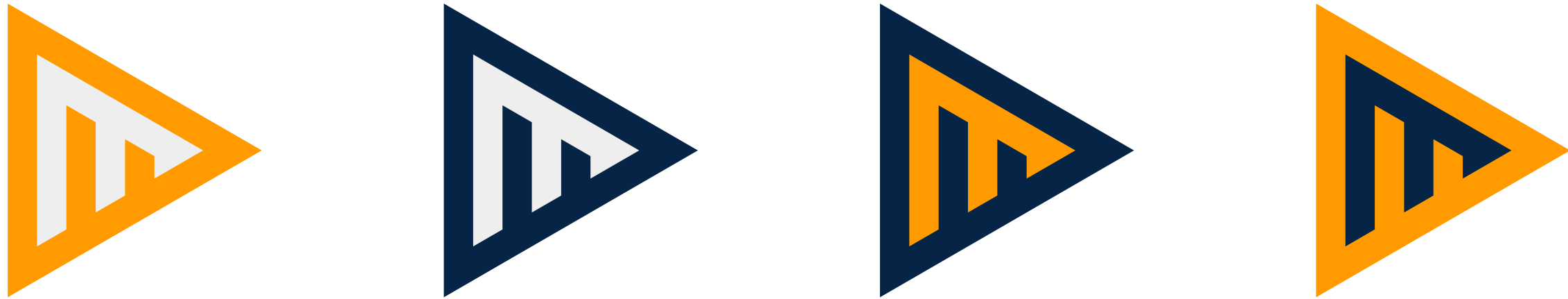
TechPro_LOGO_White Backg'd: Black/Variegated Color/Photo

Sub-brand logo use is limited to these variants and background combinations.

Please do not use Sub-brand logos over unapproved colors.

Refer to page 12 for color specifications.

Brand Mark



Favicon



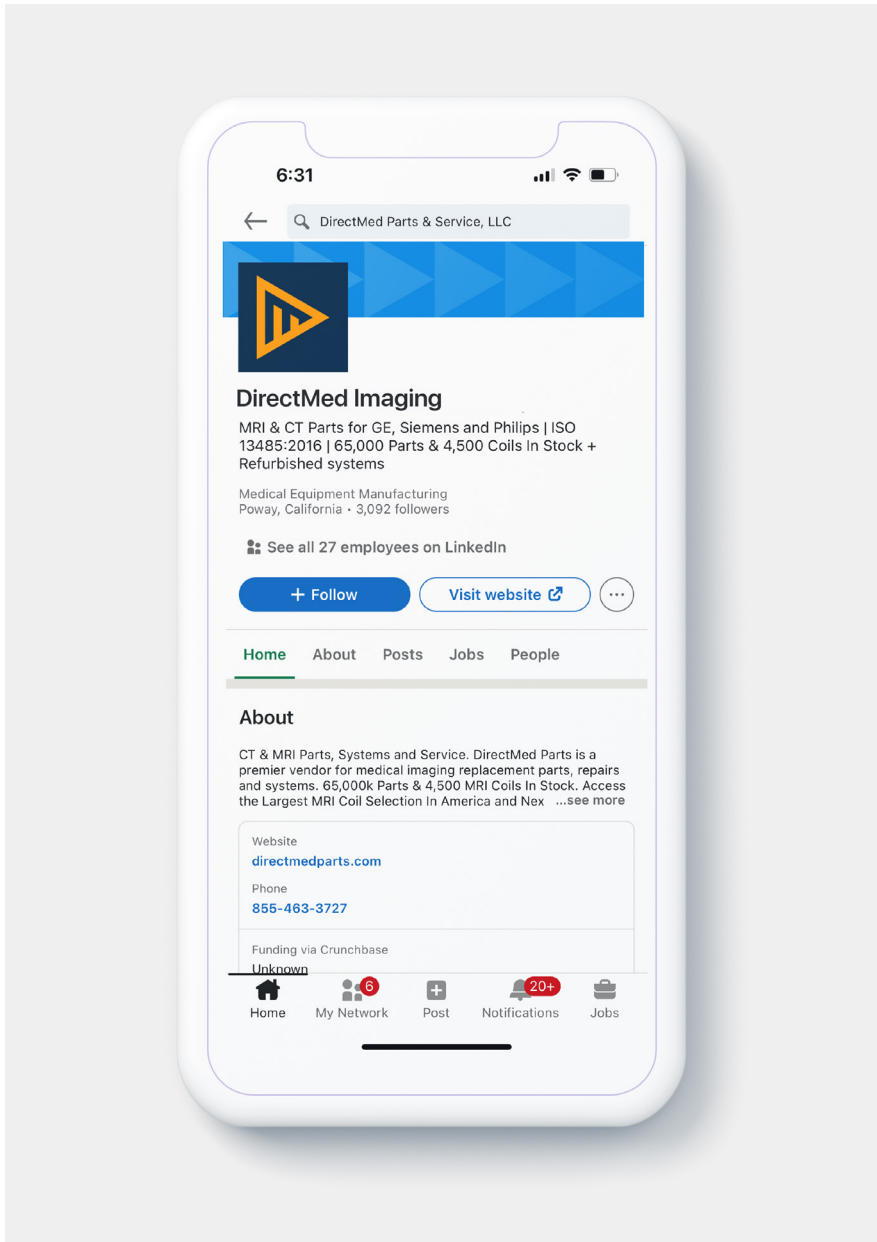
While the Primary Logo is preferred, there are occasions where the Brand Mark may stand in it's place or may be used as a design element.

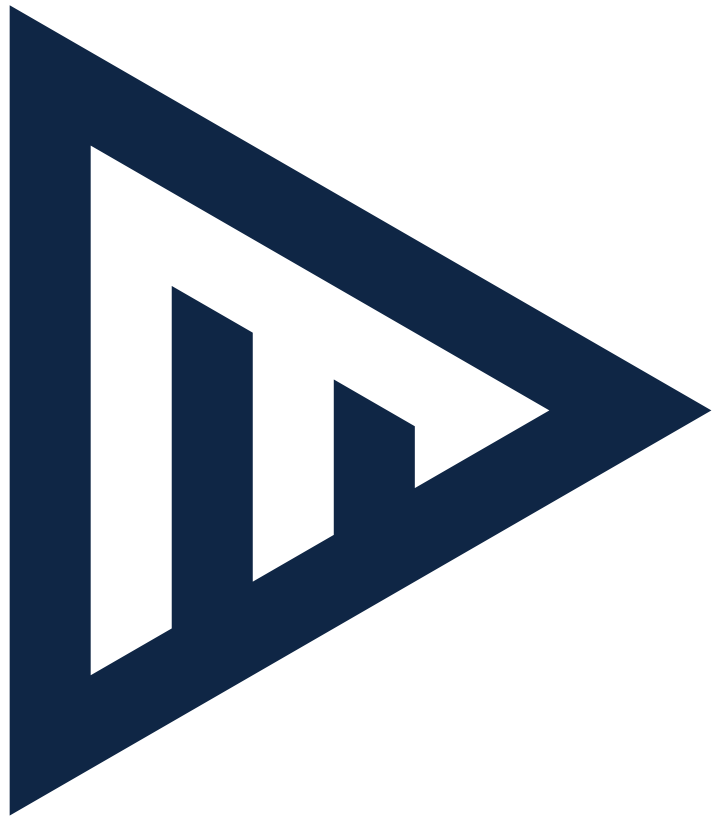
This page contains some inspiration for how to use the Brand Mark on the following:

- When visual space is limited, i.e. Profile images and avatars.
- Apparel and marketing specialty items.

Please use the Brand Mark and Favicon only in the approved color combinations referenced on this page.

Favicon options are only for use as a Favicon.

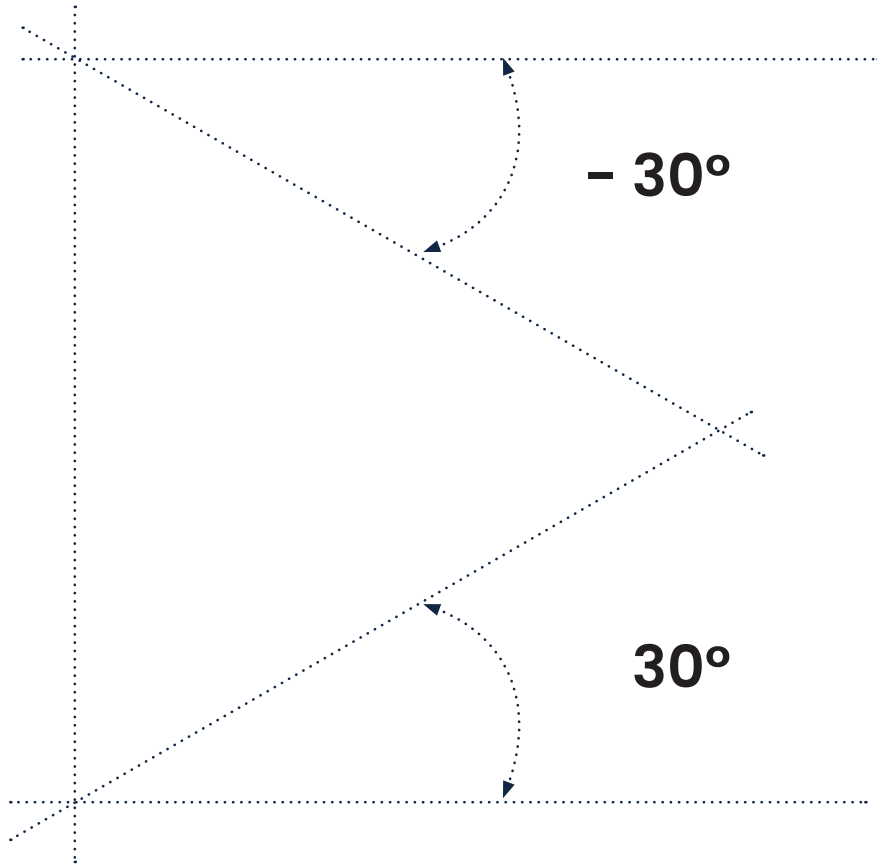




May be used for:
Background patterns
Profile images /avatars
Favicon



May be used for:
Background patterns,
Photo overlays
Containers
Carats



When designing layouts consider using these angles to create divisions.
Please use angles with restraint in an effort to organize information while keeping in mind the goal of simplicity.

Our brand mark and the “arrow head” that serves as its base shape are the core of our graphic system. These devices are repeatable brand assets that will continually reinforce the brand while allowing for maximum design flexibility and creativity.

These shapes and associated angles can add visual interest to any project and will keep our look fresh and dynamic.



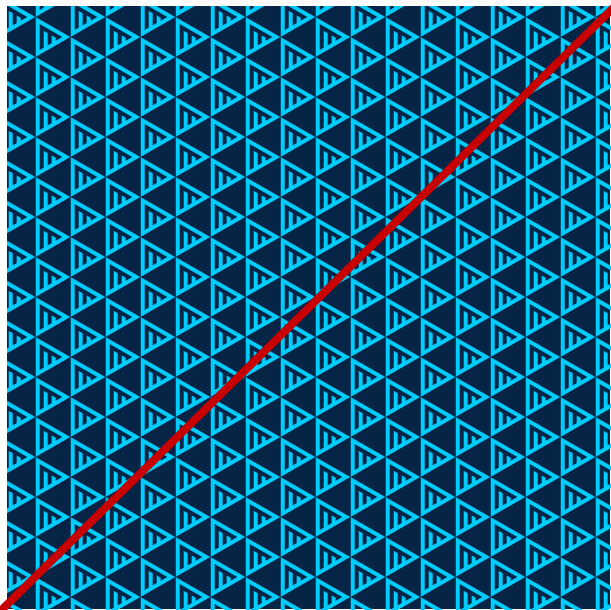
Patterns are a very useful brand asset. They may be used as a way to bring visual interest to spaces that just need a little extra somethin’ somethin’ (that’s design talk).

Try to avoid over use of patterns in your project. Please keep your patterns simple, organized and use monochromatic tone on tone combinations with low contrast.

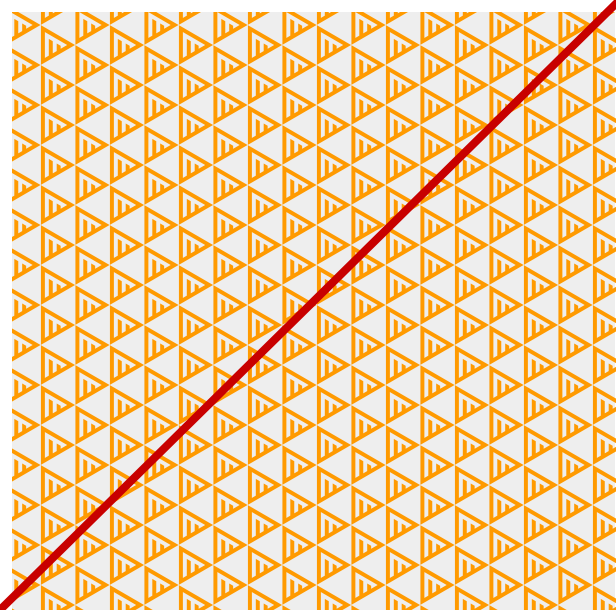
Please do:

- Use the brand mark as a basis for patters.
- Use patterns at different scales for different applications.
- Use tone on tone when applying color to patterns.

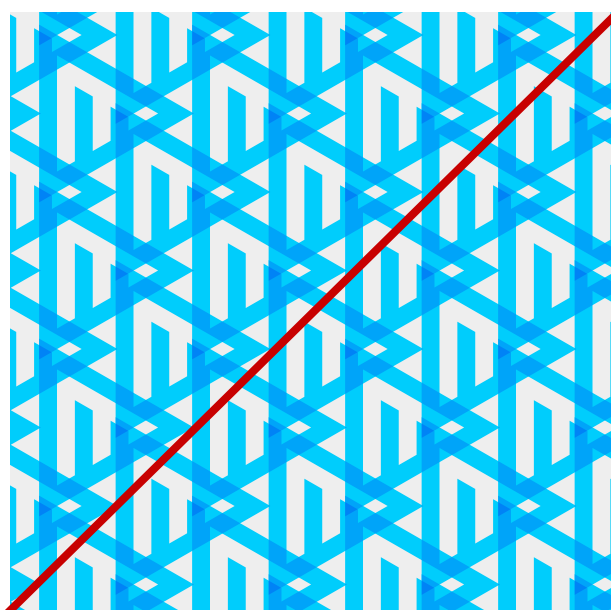
Please don’t:



- Do not use high contrast patterns



- Do not use color combinations other than monochromatic tone on tone.



- Do not create patterns that use overlapping elements



Photographic overlay using Direct Med Blue at 66% opacity



Photographic overlay using 3 brand colors at 100% opacity

Overlays and textures are yet another way to add visual interest to your projects. They can help enhance an image by accentuating a focal point or they can simply add texture to make an image or visual area feel more active or energetic.

Please do:

- Use the triangle shape to create visual interest.
- Use overlays in a strict geometric grid
- Use overlays to enhance the focal point or subject of your imagery
- Use overlays in the approved primary and secondary brand colors
- Overlays may consist of 2 or 3 color combinations and in monochromatic formats

Please don't:



- Please do not create overlays with random configurations
If the overlay does not enhance the image you should avoid using it.



Website modules using angular layouts and a triangular button shape.

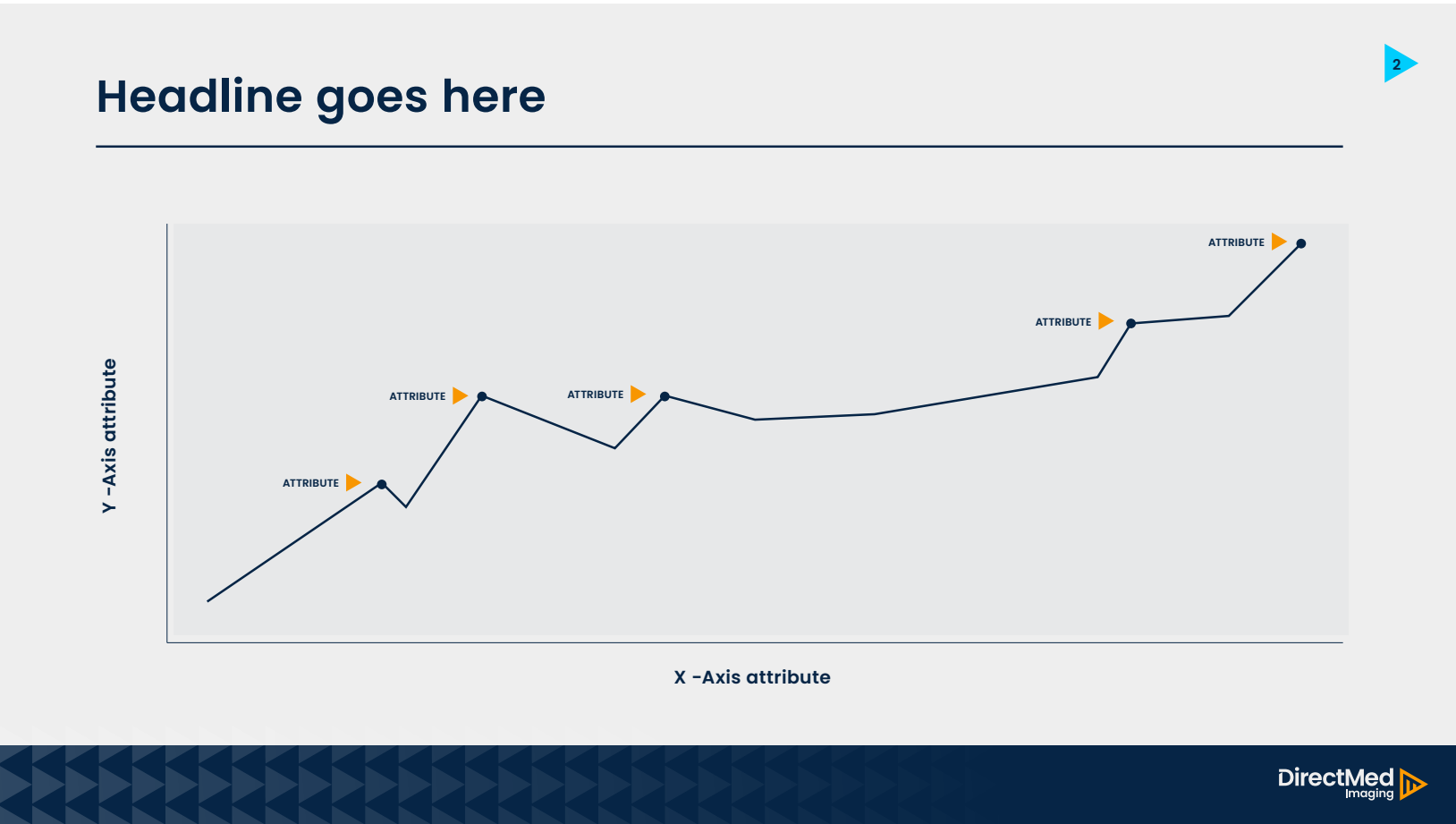


Presentation cover design using a texture overlay and an angled layout to create visual interest.

Using the angles determined by the base triangular shape of our brand mark we can create a repeatable brand device that will keep our marketing feeling unique and own-able. This simple device can be used to create dynamic layouts that over time will build strong visual equity for our brand.



Trade show banner



Presentation page design using a texture overlay in the footer and “arrow heads” used as visual markers on a chart and as a page number container.

Primary Colors

Soft White

CMYK 5, 4, 4, 0
RGB 239, 239, 239
#efefef

PANTONE Cool Gray -1

Yorange

CMYK 0, 46, 100, 0
RGB 242, 159, 5
#f29f05

PANTONE 130 C

DirectMed Blue

CMYK 100, 84, 43, 46
RGB 15, 37, 68
#0f2544

PANTONE 2766 C

This is the DirectMed color palette and related color specifications.

Please do not use unapproved colors in your project.

Secondary Colors

Light Blue

CMYK 65, 0, 2, 0
RGB 79, 203, 247
#4fcbf7

PANTONE 305 C

Medium Blue

CMYK 82, 40, 0, 0
RGB 27, 133, 221
#1b85dd

PANTONE 2727C

Accent Colors

Brick

CMYK 9, 91, 91, 2
RGB 200, 74, 59
#c84a3b PANTONE 7417 C

Scrubs

CMYK 76, 5, 47, 0
RGB 83, 173, 158
#53ad9e PANTONE 570 C

Grays

Black	Gray 100	Gray 90	Gray 80	Gray 70	Gray 60	Gray 50	Gray 40	Gray 30	Gray 20	Gray 10	White
#000000	#161616	#262626	#393939	#525252	#6f6f6f	#8d8d8d	#a8a8a8	#c6c6c6	#e0e0e0	#f4f4f4	#ffffff
0,0,0	22,22,22	38,38,38	57,57,57	82,82,82	111,111,111	141,141,141	168,168,168	198,198,198	224,224,224	244,244,244	
60,40,40,100	76,68,63,78	76,66,60,64	73,63,56,47	68,56,51,29	61,48,43,13	50, 38, 34, 2	40,30,26,0	27,18,15,0	15,10,7,0	4,2,1,0	
PMS Black 6	Cool Gray 11	Cool Gray 10	Cool Gray 9	Cool Gray 8	Cool Gray 7	Cool Gray 6	Cool Gray 4	Cool Gray 3	Cool Gray 2	Cool Gray 1	

Poppins is our primary brand typeface.

Headlines and Subheads

Subheads and calls to action

Copy

Captions, call-outs
legal type

Extra Bold

Bold

Semi Bold

Medium

Regular

Light

Extra Light

Semi Bold Italic

Medium Italic

Italic

Poppins Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tema por incidi dunt ut laboare et dolore magna aliqua. Ut enim ad minim ven ia m, quis nostrud exercita tion ullamzco laboris nisi ut aliquip ex ea commodo con sequat. Duis aute irure dolor in rep rehend erit in voluptate velit esse cillum do lore eu fugiat nulla pariat. Exc epteur sint occaecat cupi datat non proident, sunt in culpa qui officia de quis nostrud serunt mollit anim id est laborum.

Poppins Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tema por incidi dunt ut laboare et dolore magna aliqua. Ut enim ad minim ven ia m, quis nostrud exercita tion ullamzco laboris nisi ut aliquip ex ea commodo con sequat. Duis aute irure dolor in rep rehend erit in voluptate velit esse cillum do lore eu fugiat nulla pariat. Exc epteur sint occaecat cupi datat non proident, sunt in culpa qui officia de quis nostrud serunt mollit anim id est laborum.

Poppins is available from Google Fonts or through Adobe and Adobe Creative Cloud.

Please secure the proper license before using Poppins.

Please refer to this style sheet as a guide for setting type for DirectMed. Context is everything so just make sure to set type in a way that is simple, well organized and feels comfortable to read.

This is a headline.

And this is a subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
 do eiusmod tempor incididunt ut uis ipsum labore et hso
 re magna nitor incididunt ut a con mod tempo dolor sit amet.

[More information >](#)

All text aligned flush left

Bold
50pt/55pt

Medium
30pt/40pt

Regular
15pt/20pt

**Longer headlines that
need more room can
be set to look like this.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut uis ipsum labore et dolore magna congue.

[More information >](#)

Bold
50pt/55pt

Regular
15pt/20pt

This is a topline

This is a headline.

**And this is a subhead
set on two lines.**

Medium
19pt

Bold
50pt

Semi Bold
30pt/30pt

Things to avoid

This headline is set too tightly

This paragraph is not set correctly. The text is properly aligned flush-left but the rag on the right is too loose.

This paragraph is not set properly. The text alignment is centered instead of flush-left and the leading is set too tightly.

This headline is too loose

This paragraph is not set correctly. The text alignment is set justified, which is creating inconsistent word spacing; the leading is too open and there is a widow at the end of the paragraph.

← JUSTIFIED ALIGNMENT →

Do NOT *use* Poppins in mixed weights and styles.

AVOID USING ALL CAPS FOR HEADLINES AND SUBHEADS

Do not use different colors when setting headlines, subheads and body copy.

Buttons

Example Text ➤

Example Text ➤

Example Text ➤

Example Text ➤

Example Text ➤

Example Text ➤

Example Text ➤

Example Text ➤

Example Text ➤



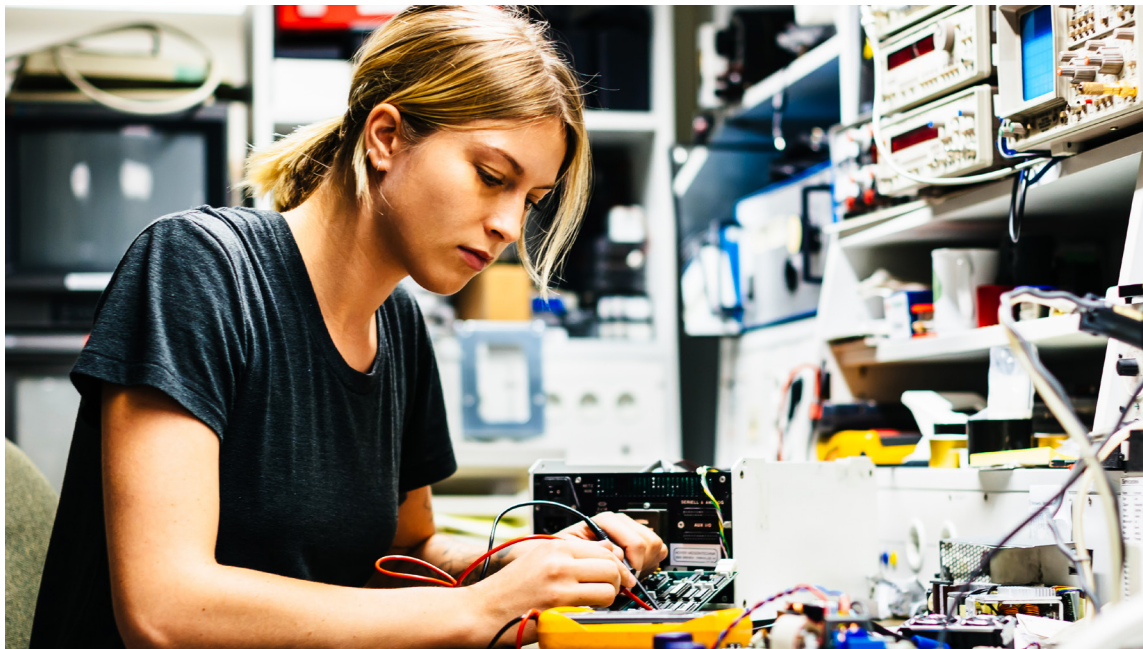
Shallow focus can help convey attention to detail.



Using a cool color wash can help reflect a more editorial and genuine feel.



Look for framing that is more observational in nature. Avoid overly posed images



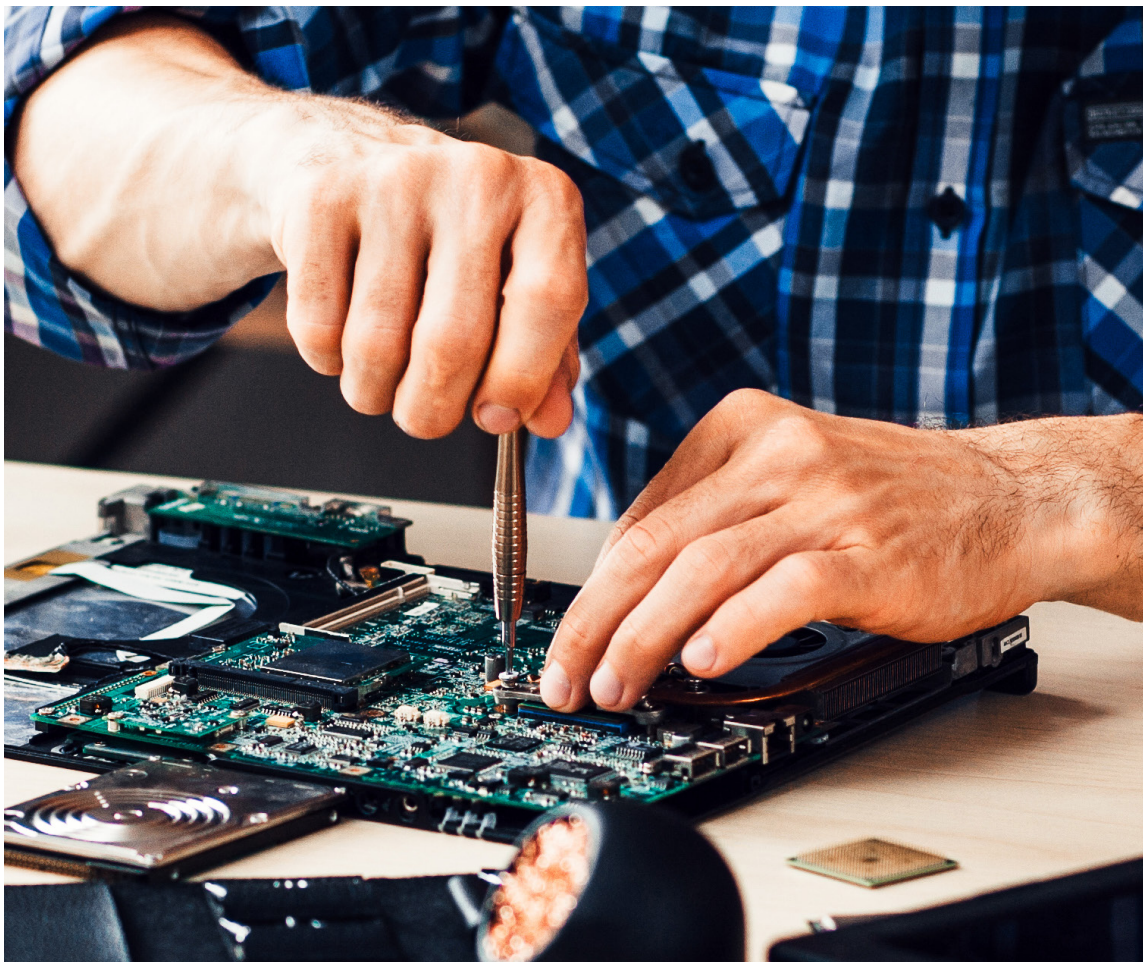
Imagery should have good contrast. Try framing the subject off-center according to the “Rule of 3rds”.

When selecting photographs for your project chose images that reflect a sense of care and attention to detail. A mixture of cool and warm tones within the images will help create a look that is cohesive and well balanced with the primary brand color palette.

The example images on this page along with some tips and suggestions will help guide you whether you are shooting original photography or selecting from an image library.



When selecting images with people, make sure they are active and involved in their work.



Details of hands can reflect a sense of care, quality, and knowledge.



Look for images that have “pops” of color that reflect our primary color palette.

Thank You

