OpenMed

User Manual of the logo OpenMed

This page shows the logotype divided into its component parts: the letter O stylized with a circle and style of the name.

In some cases, when necessary, the logotype can be accompanied by the extended setting, that according to the space available, can be inserted as the indicative examples c and d.

1 a. Symbol
the letter O stylized with a circle

1 b. Logotype
The combination of symbol and name style

1 c. Logotype+definition
The logotype included the extended definition, developed in vertical and horizontal (d)
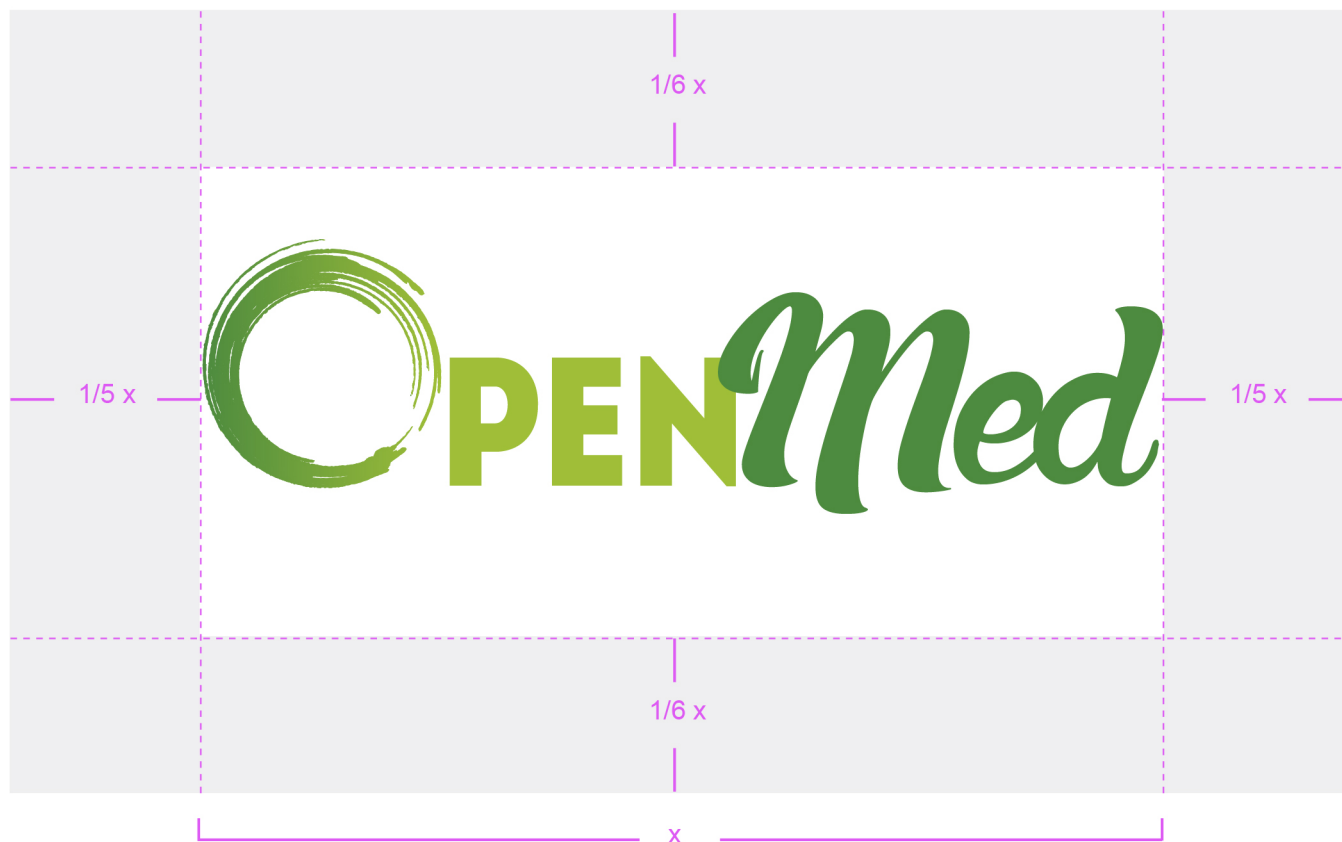
1 c.

1 d.

2 a. Main logotype

1/6 x

1/5 x

OpenMed

1/5 x

1/6 x

x

2 b. Colour Scale of the main logotype

Border area

C 50	R 160
M 0	G 190
Y 100	B 56
K 0	
PANTONE 368C	

C 86	R 77
M 17	G 130
Y 100	B 63
K 0	
PANTONE 7739C	

The multicolour logotype shown on this page is defined "main logotype". The colour scale used is composed of the colors shown below.

This version, to be used as the main one, must always be applied on a white or gray color (max 10% K), keeping the border area, ie the minimum distance from other elements.

For the colors reproduction in CMYK, RGB, o PANTONE® is necessary to follow the specifications shown on this page.

Minimum size allowed of the main logotype can't be below 25 mm in length(x not less than 25 mm).

PANTONE
7739C

3 a. Main logotype one color Pantone

3 b. Main logotype one color white

3 c. Main one color white on photographic background

3 d. Main logotype one color black

3 e. Main logotype one color white

3. One color and Black/White.

This page shows the main logotype one color Pantone (Pantone® 7739C) in positive and negative version. The main logotype one color Pantone can be used on white or light colored backgrounds or on illustrations and photographic backgrounds on pale color. The main logotype one color white must be used on black or on dark backgrounds or illustrations and photographic backgrounds on dark color.

The versions must be taken where the use of multi-colored logotype is not possible. For example, for the absence of color in the elaborate or in the case where the whole graphic design requires the use of one color black or white in coherence with the other elements.

To ensure correct and consistent application of the logotype in various layouts, or in web, and not to make mistakes in processing, we must observe some rules.

This page shows some incorrect and not allowed uses of the logo OpenMed.

4 a. Do not alter the proportions between symbol and style name or parts of it.

4 b. Do not modify the position of any element logotype.

4 c. Do not distort the logo in any way

4 d. Do not change the colors of the logotype.

4 e. Do not turn or tilt the logotype.

4 f. Do not apply contours or effect the logotype

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