

CANYON VIEW MEDICAL

Style Guide



CANYON VIEW
MEDICAL

LOGO

The Canyon View Medical logo should not be modified in any way from the versions shown on this page, other than uniformly increasing or decreasing the size. The logo should always have at least .25" distance in all directions from other objects and should never be placed on backgrounds that hinder legibility.

COLOR LOGO: To be used predominantly.



BLACK LOGO: To be used when something must be formatted without color.



WHITE LOGO: To be used on backgrounds where the color version won't appear correctly or visibility is better with the white version.



LOGO

The Canyon View Medical logo was created with great intention and care with an eye to previous versions and the area's magnificent landscape and history. Here is a breakdown of its pieces and parts.

GREENS were chosen to both carry forward a piece of the former logo's color scheme and to set Canyon View apart from other health care companies in the region.

BRIGHT GREEN is warmer and lighter, providing energy, modernity and a symbol of new growth.

DARK TEAL leans to the cool side, providing depth, calm and clarity—a symbol of openness and renewal.

POSITIVE MOVEMENT. It is ideal when a logo's mark can draw the eye to the right or upward. These mountains do both. The angles of slopes point up and to the right, moving the eye forward, while the peaks point straight up. This provides a sense of positive movement and energy.

FONT CHOICE. The logo's typeface is Montserrat. It is a contemporary, bold and hefty font that mimics the angles of the mountains and is easily legible in various sizes.



ALIGNMENT. The text is centered with the icon. "Canyon View" extends out beyond the mountains to create the illusion of ground and earth. "Medical" is optically the same width as the ends of the mountain slopes. All of this ensures a stable, secure feel.

DETAILS. The smallest slope inside of the largest mountain does a lot of work, keeping the eye engaged. It makes the white space more interesting both in the icon and with its placement above the space between "Canyon" and "View," creating further connection between the image and text.

FONTS

To maintain brand consistency, Canyon View Medical uses the Montserrat font family for all of its materials. The below shows how different weights are used.

LOGO & HEADLINES:

MONTSERRAT Semi-bold & Bold

Used mainly for headlines and accented text, such as call outs.

BODY COPY:

Montserrat Light
Montserrat Medium

Used mainly for body copy, or in other words, larger blocks of text.

ABOUT: Montserrat is a geometric sans-serif typeface designed by Argentine graphic designer Julieta Ulanovsky and released in 2011. It was inspired by posters, signs and painted windows from the first half of the twentieth century, seen in the historic Montserrat neighborhood of Buenos Aires. It is rather close in spirit to Gotham and Proxima Nova, but has its own individual appearance—more informal and less extended.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(%)[#] {@}/&\<-+=>®©\$£¥¢;:,.*

COLORS

The below color palette should be the only colors used on Canyon View Medical materials, other than colors in images and in rare cases when it's necessary to use an outside color. Shades or partial transparencies of these colors may be used as backgrounds and part of the accent palette.

DARK TEAL

CMYK: 82, 45, 51, 20

RGB: 50, 103, 106

WEB: 32676A

PANTONE: 5473 C

BRIGHT GREEN

CMYK: 44, 3, 100, 0

RGB: 157, 198, 59

WEB: 9DC63B

PANTONE: 367 C

BRIGHT BLUE

CMYK: 70, 14, 0, 0

RGB: 38, 171, 226

WEB: 26ABE2

PANTONE: 298 C

GRAY

CMYK: 64, 55, 52, 27

RGB: 89, 91, 93

WEB: 595B5D

PANTONE: 425 C

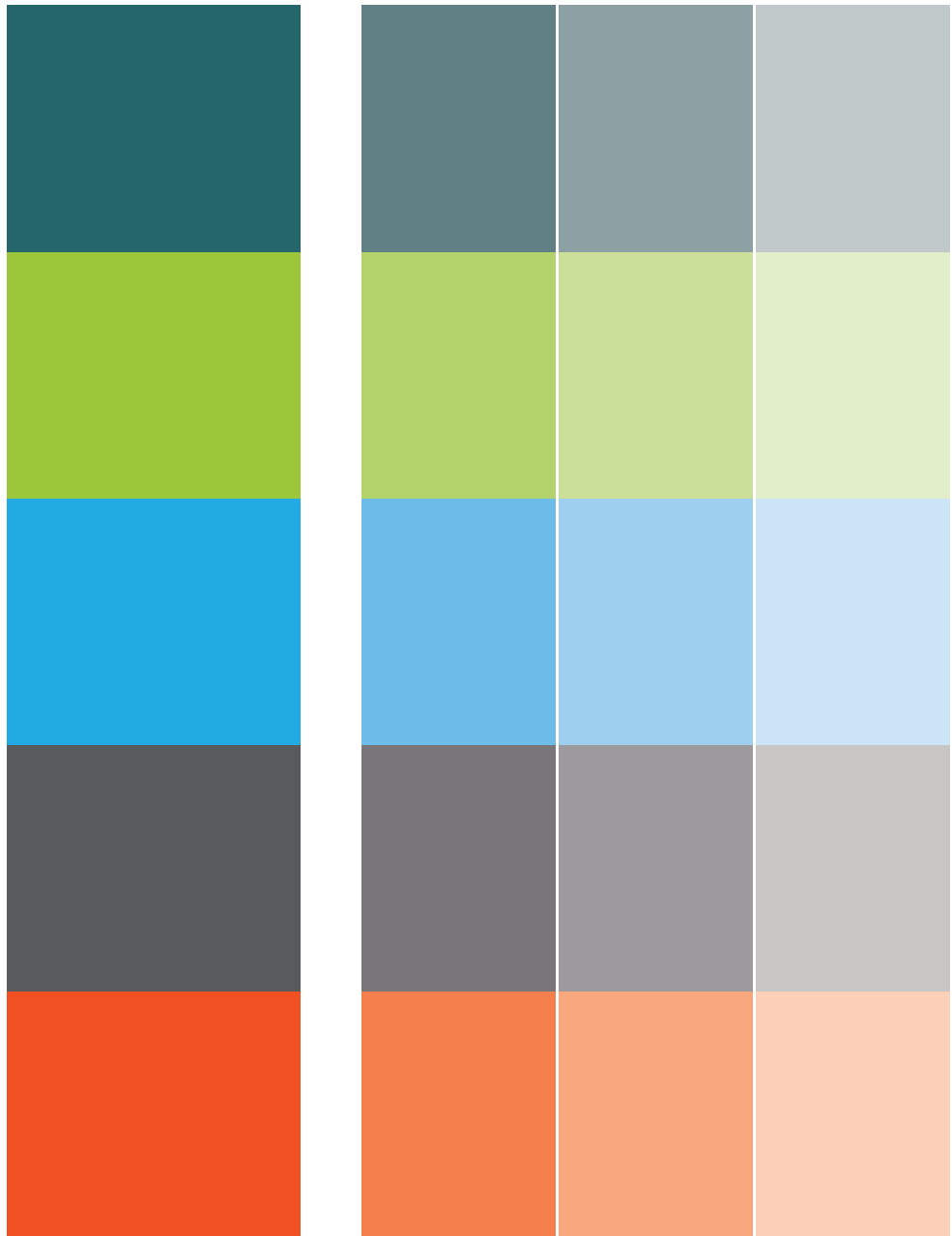
RED-ORANGE

CMYK: 0, 83, 100, 0

RGB: 240, 83, 35

WEB: F05323

PANTONE: 1655 C



100%

75%

50%

25%