

The background features a dark blue field with a complex pattern of binary code (0s and 1s) in white and light blue. Overlaid on this are several flowing, wavy lines in red and teal. Scattered throughout are small circles in red, teal, and grey, some of which are connected to the lines, suggesting a data flow or network structure.

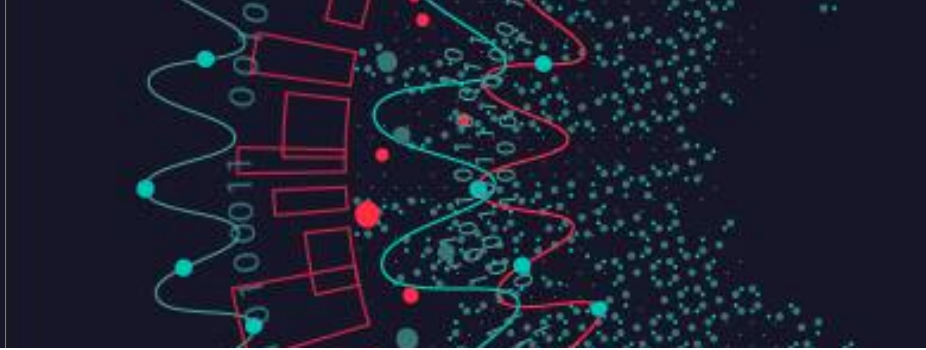
hett

Healthcare Excellence
Through Technology

Brand Guidelines

2019 Logos

Types Of Logo



Primary Logo

Black - Without Date & Location



Black - With Date & Location



Colour Variations

Dark - Without Date & Location



Green - Without Date & Location



White - Without Date & Location



Dark - With Date & Location



Green - With Date & Location



White - With Date & Location



2019 Logos

Sizing / Spacing / Favicon

Logo Sizing

The minimum sizes the logo should be scaled at are:

Without Date & Location



App / Favicon

If the event needs to be referenced in a small space where the written text of the logo isn't readable, simply use the hett part of the logo as a stand alone "icon".



Logo Spacing



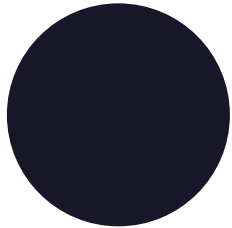
Colours

Primary & Secondary

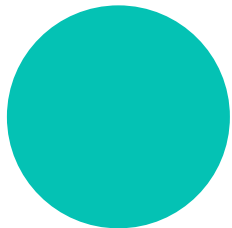


Primary Colours

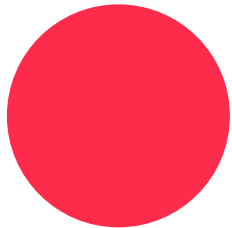
These are the main colours to use across all marketing material



Hett Dark
C=84 M=80 Y=53 K=69
HEX #171629



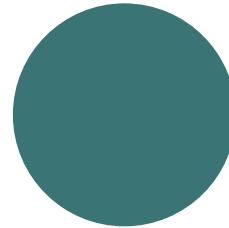
Hett Green
C=71 Y=38
HEX #04C2B4



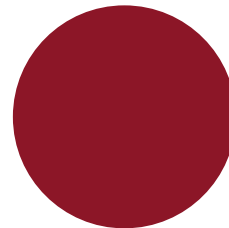
Hett Red
M=93 Y=65
HEX #FF2B49

Secondary Colours

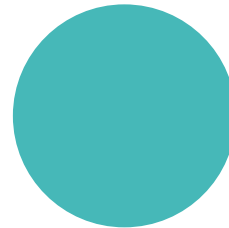
Use these colours subtly where needed to assist the primary colours



XXXX
C=78 M=39 Y=50 K=14
HEX #397474



XXXX
C=28 M=100 Y=85 K=30
HEX #8B1527



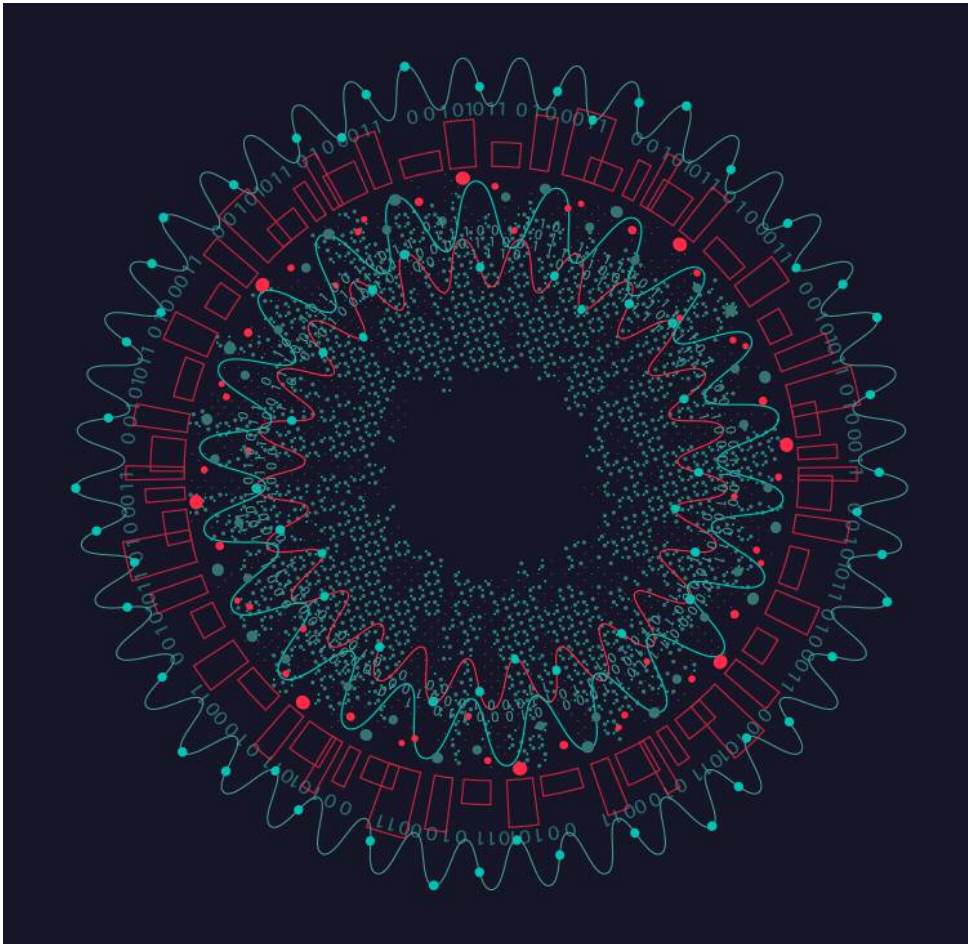
XXXX
C=67 M=4 Y=31
HEX #46B8B8

Main Creative

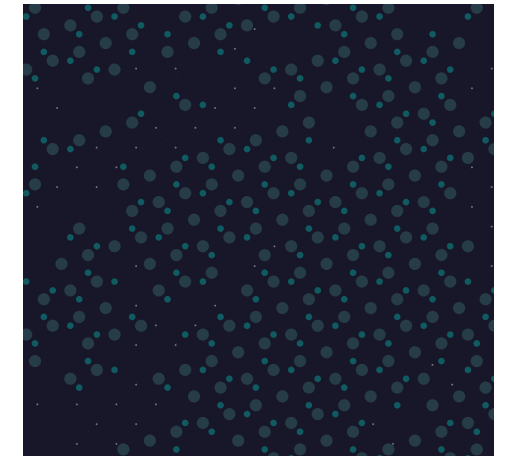
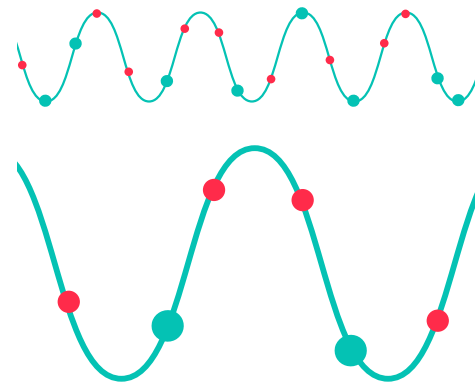
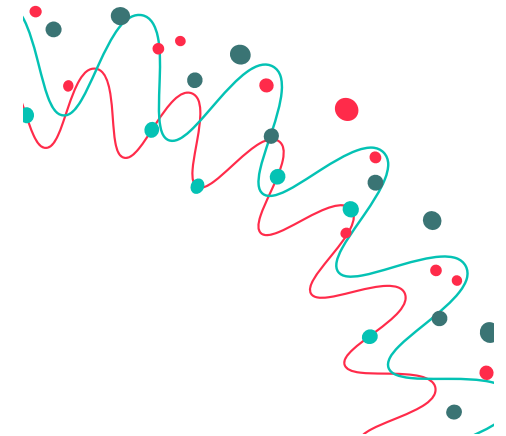
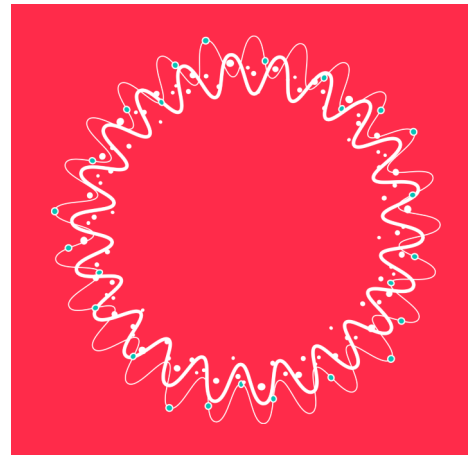
Examples Of Use



Main Creative In It's Entirety



Use Of Elements From The Creative



Imagery

Treatments



Event Imagery With Brand Colour Overlays



Typography

The Brand Fonts

Primary Fonts

Roboto Black
Roboto Black Italic

Roboto Bold
Roboto Bold Italic

Roboto Medium
Roboto Medium Italic

Roboto Regular
Roboto Italic

Roboto Light
Roboto Light Italic

Examples Of Use

Heading 1

Roboto Bold

HEADING 2

Roboto Regular (CAPS)

Body Text 1

Roboto Regular

Body Text 2

Roboto Light

Iconography

Examples



Detailed Icons



Simple Icons

