



# BRAND GUIDELINES

Welcome to DMC Healthcare's brand guidelines. This guide provides insight into our company culture and the spoken, written, and visual elements integral to our unique, vibrant and collaborative identity. Our frictionless waves and dynamic 2-tone blue palette symbolise our commitment to creating a seamless, high-quality patient experience wherever needed. This guide is essential for maintaining our core brand identity, integrity and TRUST values across all communications, guiding our interactions with our patients and stakeholders alike.

Let's bring our brand to life together!

## LOGO



**DO**

- Use blue logo for any light backgrounds
- Use White logo for any dark backgrounds



**DO NOT**

- Change the spacing or proportions of the logo
- Distort or skew the aspect ratio of the logo
- Rotate or angle the logo
- Change the colours of the logo
- Use it to modify or create a new logo



DOWNLOAD LOGO

### Main logo

Our logo is sharp, simple and easily adaptable to all applications - with two colour options for maximum stand out. Our logo is the main symbol people can identify us with.



### Sub-brand logo

Our sub-brands extend our core brand, each with its unique visual identity representing distinct service lines. Utilising DMC sub-brands enables us to highlight specific service offerings professionally and clearly, enhancing clarity and differentiation.



Healthcare



Radiology Reporting



Primary Care



**DO**

- Use for Business to Business purpose only.
- Use for any partnership design work.

## CLEARANCE SPACE



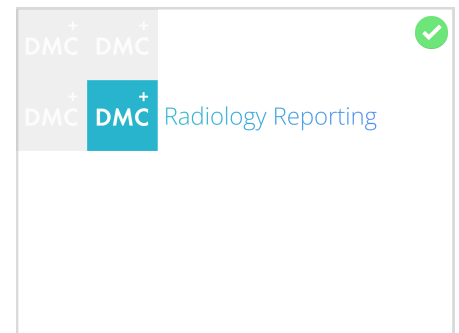
**DO**

- **Main Logo** - Generally leave at least 50% of the size of the logo from the edge of the page / artwork.
- **Sub Brand Logo** - Generally leave at least 100% of the size of the logo from the edge of the page / artwork.



**DO NOT**

- Place the logo or icon too far away from the edge of the page / artwork, unless it is the centre focus of the page.



## POSITIONING



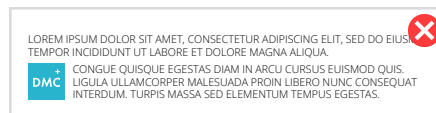
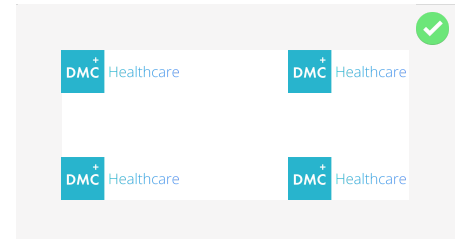
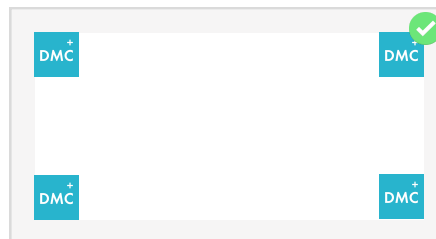
**DO**

- Place it on Top left, top right, Bottom left or bottom right only.



**DO NOT**

- Place it in between or within text.



## BACKGROUND



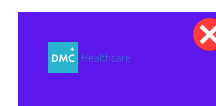
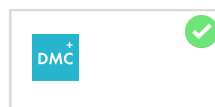
**DO**

- Use the blue logo on a light background.
- Use the white logo on a dark background.



**DO NOT**

- Use logo on a cluttered background.
- Use the blue logo on a background that either matches the logo's colour or is a dark background.
- Place the logo on a background that is not a specific DMC colour, unless that colour is designated for a special occasion.



COLOUR

DO

- The main two colours of DMC, light Sky Blue and Cornflower Blue, should be the primary focus in any designs or artwork, combined to create a two tone colour blend.
- White - A contrasting colour for artworks with a navy blue background or often used as a background itself.
- Cool Grey - Used with tint variants for text and content accents. This colour should never be used as a background or for large shapes, but rather to compliment them.
- Charcoal - Used for body text throughout print and digital materials.
- The brand's secondary colours include deep blue for logo placement and backgrounds, deep turquoise blue for contrast and design variety, royal blue for graphic impact, and royal blue tints for layering effects.

Primary colour

|                                                     |                                                            |
|-----------------------------------------------------|------------------------------------------------------------|
| Sky Blue<br>CMYK: C-70 M-0 Y-20 K-0<br>HEX: #23B9CE | Cornflower Blue<br>CMYK: C-69 M-44 Y-0 K-0<br>HEX: #4F8CF5 |
| White<br>HEX: #FFFFFF                               | Cool Grey<br>HEX: #DADADA                                  |
|                                                     | Charcoal<br>HEX: #2C2C2C                                   |

Secondary Colour

|                                                        |                                                                 |
|--------------------------------------------------------|-----------------------------------------------------------------|
| Deep Blue<br>CMYK: C-85 M-51 Y-29 K-14<br>HEX: #2A6385 | Deep Turquoise Blue<br>CMYK: C-72 M-26 Y-22 K-4<br>HEX: #4295B2 |
| Royal Blue<br>HEX: #3156A0                             | 80% Tint<br>HEX: #3C69C3                                        |
|                                                        | 60% Tint<br>HEX: #8AA5DB                                        |

Sub-brand colour

|                                                          |                     |
|----------------------------------------------------------|---------------------|
| Mikado Yellow<br>CMYK: C-1 M-25 Y-92 K-0<br>HEX: #FDC512 | Healthcare          |
| Coral<br>CMYK: C-2 M-65 Y-51 K-0<br>HEX: #EE766C         | Radiology Reporting |
| Pink<br>CMYK: C-22 M-80 Y-2 K-0<br>HEX: #C94E98          | Primary Care        |

DO NOT

- Excessive use of sub-brand or secondary colours to minimise overshadowing the primary colour.
- Create additional colours for use in design work unless those colours are designated for special occasions.

TYPOGRAPHY

DO

- Open Sans is the typeface used for DMC branding.
- Use bold or semi-bold for headings, medium for sub-titles, and light or regular for other text.
- Ensure clear contrast with the background and keep kerning between -10 and 0.
- Maintain consistent weights and adequate line spacing in paragraphs.

DO NOT

- Use any fonts other than Open Sans.

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&\*()?



DOWNLOAD FONT

CO-BRANDING

In the case of co-branding or partnering with our business partner, to ensure that both brands are presented equally and their mutual value is recognised, we have established the following guidelines:

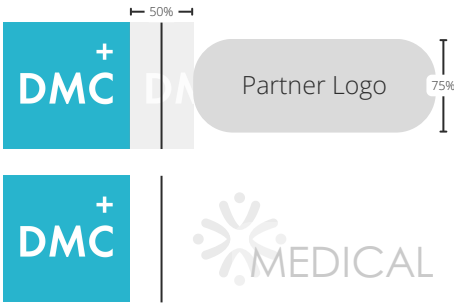
DO

- DMC Main logo** - The space between the two logos should be 50% of the DMC logo's size, with a dividing line in the centre. The partner's logo should not be taller than 75% of the DMC logo's height.
- DMC Sub-brand logo** - The space between the two logos should be equal to the full size of the DMC logo, with a dividing line in the centre. The partner's logo should not be taller than the sub brand logo.

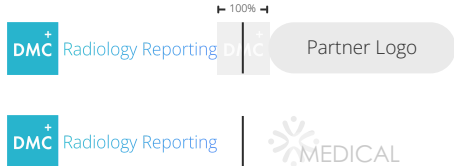
DO NOT

- Use any fonts other than Open Sans.

Main logo



Sub-brand logo



START DESIGNING

Approval from DMC Healthcare is required before publishing or designing materials.

For submissions or inquiries, please contact [marketing@dmchealthcare.co.uk](mailto:marketing@dmchealthcare.co.uk).

[dmchealthcare.co.uk](https://dmchealthcare.co.uk)