

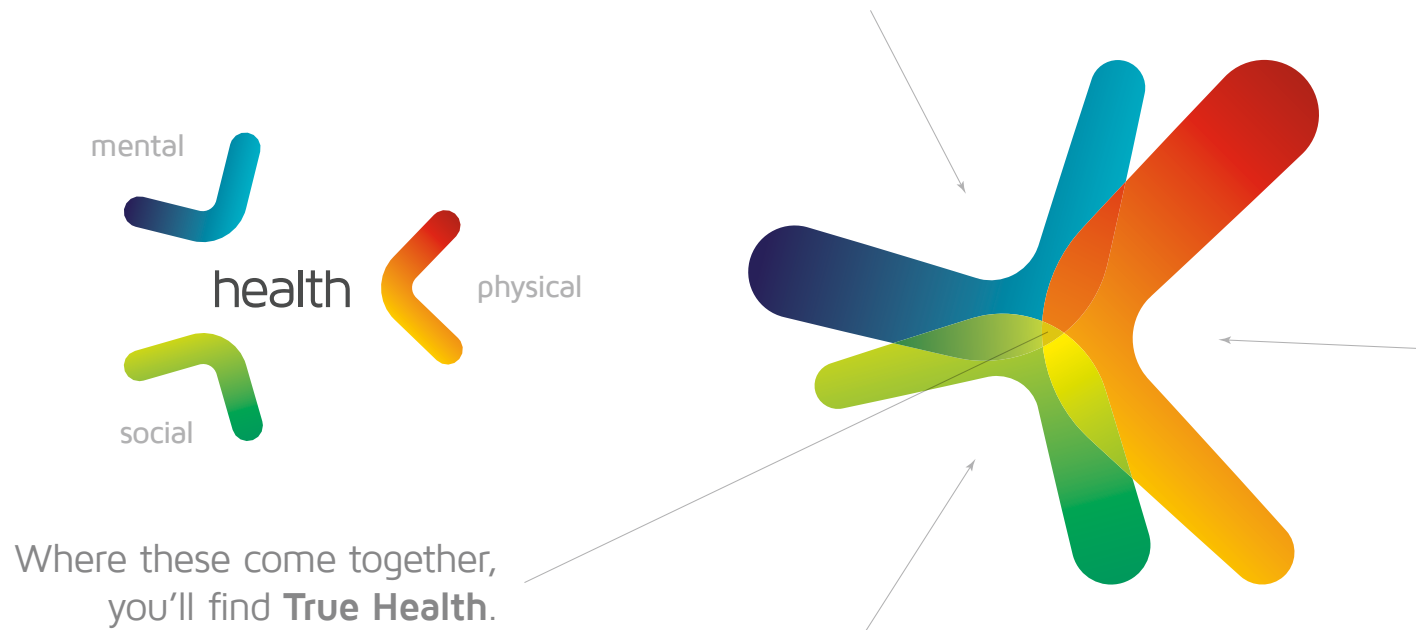
LOGO GUIDE



truehealth[™]

new mexico

Historically, the World Health Organization defined **health** as “the state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.”



LOGO ORIENTATIONS AND CLEAR SPACE REQUIREMENTS



VERTICAL LOGO



CLEAR SPACE REQUIREMENTS



HORIZONTAL LOGO



CLEAR SPACE REQUIREMENTS



INLINE LOGO

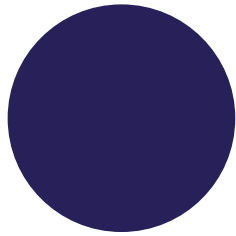


CLEAR SPACE REQUIREMENTS

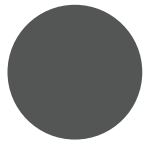


COLOR PALETTE

PRIMARY

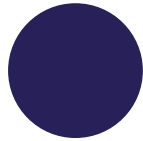


Blue
PMS 662
CMYK: 100,94,24,20
RGB: 36,45,105
HEX: 232D69



Gray
PMS COOL GRAY 10
CMYK: 0,0,0,75
RGB: 84,85,85
HEX: 545555

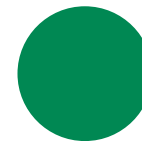
SECONDARY



Blue
PMS 662
CMYK: 100,94,24,20
RGB: 36,45,105
HEX: 232D69



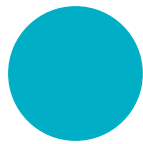
Red
PMS 1935
CMYK: 14,100,74,4
RGB: 203,0,61
HEX: CB003D



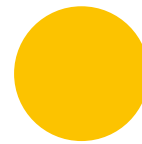
Green
PMS 340
CMYK: 100,12,85,2
RGB: 0,148,94
HEX: 00945E



Orange
PMS 158
CMYK: 0,70,83,0
RGB: 243,112,37
HEX: F36F25



Turquoise
PMS 3115
CMYK: 100,0,17,0
RGB: 35,189,195
HEX: 23BDC3



Yellow
PMS 116
CMYK: 0,18,100,0
RGB: 255,206,80
HEX: FFCE00



Lime
PMS 380
CMYK: 18,0,87,0
RGB: 219,228,68
HEX: DBE444

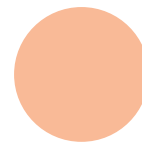
BACKGROUND



Light Blue
CMYK: 30,15,0,0



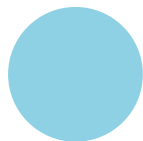
Light Green
CMYK: 30,0,28,0



Light Orange
CMYK: 0,25,32,0



Light Gray
CMYK: 0,0,0,15



Light Turquoise
CMYK: 35,0,7,0



Light Yellow
CMYK: 0,6,50,0



Light Lime
CMYK: 12,0,44,3

LOGO USAGE EXAMPLES



LOGO MISUSE EXAMPLES

