

Brand Visuals - Palette

Primary Colours

Creyos Blue Hex: #2B3854 RGB: rgb(43,56,84) CMYK: 60/12/0/35	Creyos Teal Hex: #0E7A95 RGB: rgb(14,122,149) CMYK: 91/18/0/42
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Blue and Teal are our primary colours.

Neutrals

White Hex: #FFFFFF RGB: rgb(255,255,255) CMYK: 0/0/0/0	Very Light Grey Hex: #F8FAFC RGB: rgb(248,250,252) CMYK: 2/1/0/1	Light Grey Hex: #F4F4F4 RGB: rgb(244,244,244) CMYK: 0/0/0/4
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Our palette of neutrals is used to subtly give pages structure.

Brand Accent Colour

Icon Blue Hex: #00C3F6 RGB: rgb(0,195,246) CMYK: 66/0/0/0	Light Blue Hex: #E5F8FA RGB: rgb(229,248,250) CMYK: 8/0/3/0
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Icon Blue is used on buttons and icons.

Icon Blue with 10% opacity can be used as a background for images or certain site’s sections

Typography

Typeface

Proxima Nova’s clean, clinical clarity is trustworthy *and* has great bedside manner, so it’s perfect for our practitioners and patients, both locally and internationally. Proxima Nova should be the only font we use throughout the application, website and marketing materials.

Proxima Nova Regular	Proxima Nova Italic	Proxima Nova Bold	Proxima Nova Bold
A B C D E F G H I J a b c d e f g h i j 1 2 3 4 5 7 8 9 0 \$ % & @ ! ? . : ” + À É Î Ø Ü à é î ø ü	A B C D E F G H I J a b c d e f g h i j 1 2 3 4 5 7 8 9 0 \$ % & @ ! ? . : ” + À É Î Ø Ü à é î ø ü	A B C D E F G H I J a b c d e f g h i j 1 2 3 4 5 7 8 9 0 \$ % & @ ! ? . : ” + À É Î Ø Ü à é î ø ü	A B C D E F G H I J a b c d e f g h i j 1 2 3 4 5 7 8 9 0 \$ % & @ ! ? . : ” + À É Î Ø Ü à é î ø ü