



umbrella

Brand Guidelines

Generated by

ideasworx

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we are
medical
based
precinct
centres.

INTRO

We founded this business to enable people to be the best version of themselves and live in a state of optimal physical and mental wellbeing.

In most other industries customers are treated as a pleasure and a privilege. This is rarely the case in the big health and care businesses of

today. For example, GP's being late for your appointment has become so normalised it is expected.

Umbrella's goal is to reshape Australia's care industry landscape by creating the places, pathways and support structures for all people to achieve optimal vitality and happiness.

01

About the logo	03
Logo variations	04
Colour palette	05
Stationary	06
Corporate Fonts	07

About the logo

A.

The watermark symbolises people, love (heart shape) safety and comfort.

These guidelines describe the visual and verbal elements that represent Umbrella corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect Umbrella's commitment to quality, consistency and style.

The Umbrella brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Umbrella name and marks.



Logo Variations

B.

Comes in different shapes and sizes.

Please find placement and alignment of Vita logo



Umbrella Health

c.



Umbrella Health

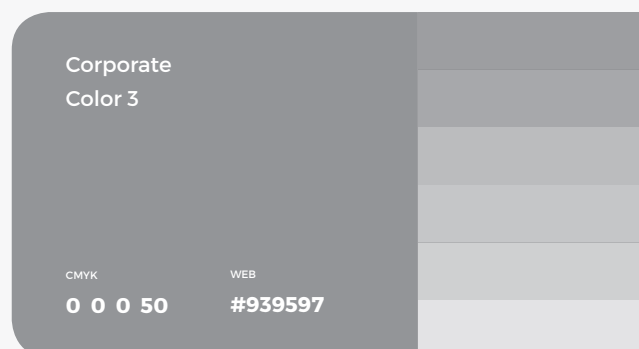
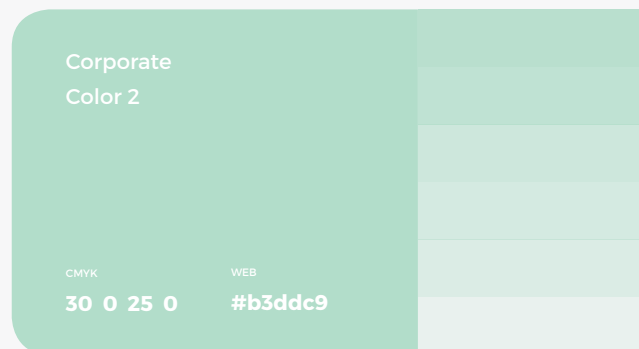
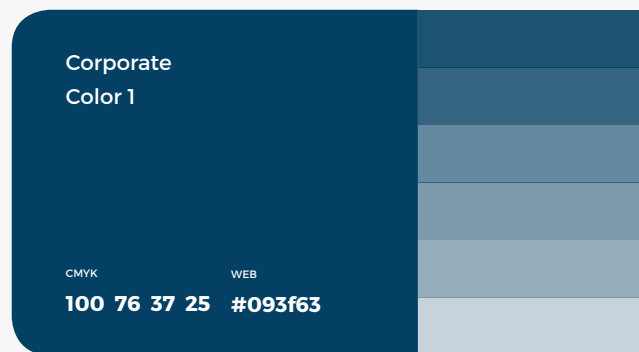
D.



Color Palette

D.

Here are the print (cmyk) and web (#) colour paletts.

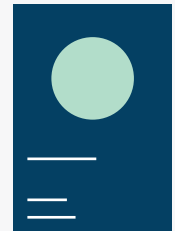
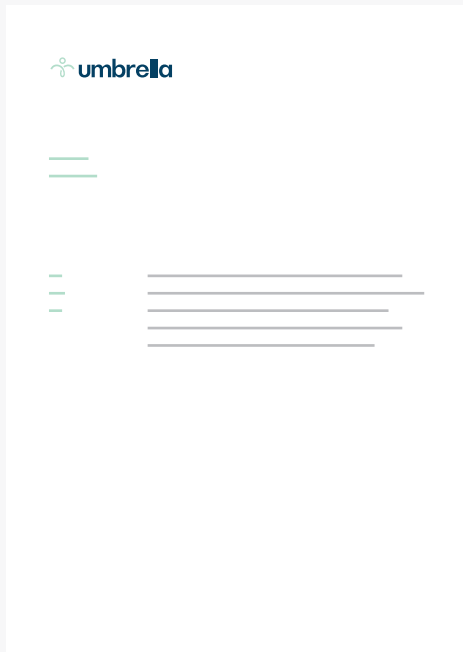


Stationary

H.

Examples of stationary kits.

Stationary kits will include business cards, letterheads, signage, name tags and others on request. Some of the collateral will include a faint watermark symbol.



Corporate Fonts

- Headings / Montserrat

Aa

Glyph /
Bold & Light

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A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

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Paragraph

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- Paragraph /
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Glyph /
45 Book

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

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Symbol

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Paragraph

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