Allied Health Sciences

Branding Guidelines
Color Scheme

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the department’s image.

This palette would act as the main palette for all communication from the department of Allied Health Sciences. These basic tones should be incorporated into materials produced for all other branches and groups within the department of Allied Health Sciences scope.
Color Scheme

This palette would act as the main palette for all communication from the department of Allied Health Sciences. These basic tones should be incorporated into materials produced for all other branches and groups within the department of Allied Health Sciences.

**PRIMARY PALETTE**

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>542</td>
<td>60</td>
<td>19</td>
<td>1</td>
<td>4</td>
<td>123</td>
<td>175</td>
<td>212</td>
<td>#7BAFD4</td>
</tr>
<tr>
<td>309</td>
<td>99</td>
<td>27</td>
<td>22</td>
<td>80</td>
<td>0</td>
<td>59</td>
<td>73</td>
<td>#003B49</td>
</tr>
<tr>
<td>565</td>
<td>30</td>
<td>0</td>
<td>18</td>
<td>0</td>
<td>161</td>
<td>214</td>
<td>202</td>
<td>#A1D6CA</td>
</tr>
<tr>
<td>1635</td>
<td>0</td>
<td>51</td>
<td>55</td>
<td>0</td>
<td>255</td>
<td>141</td>
<td>109</td>
<td>#FF8D6D</td>
</tr>
<tr>
<td>642</td>
<td>20</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>155</td>
<td>184</td>
<td>211</td>
<td>#9BBBD3</td>
</tr>
</tbody>
</table>

The Pantone colors should be used wherever possible, with CMYK/RGB being matched as closely as possible depending on the materials and print process. The colors may be used at various levels of opacity when necessary.

Black and white are acceptable as accent colors, in addition to the colors within the assigned scheme.
The primary typeface is Roboto Slab (Bold and Regular). This has been carefully selected to best represent the brand image, and must be used to retain consistency.

Replacing fonts with Word alternatives in the Brand Guide should only be done in extenuating circumstances.

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**PRIMARY**

The typeface Avenir has been chosen to be the lead with all brand messaging, including headlines and display copy.

This typeface is available in desktop and web formats and can be downloaded at google.com/fonts/specimen/Roboto+Slab.

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**Roboto Slab Bold**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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**Roboto Slab Regular**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
The secondary typeface is Raleway (Regular, Bold, Italic, and Bold Italic). This has been carefully selected to best represent the brand image, and must be used to retain consistency.

Replacing fonts with Word alternatives in the Brand Guide should only be done in extenuating circumstances.

**SECONDARY**

The typeface Raleway has been chosen to be the secondary font. All body copy or paragraphs where lots of text is needed will be set in this typeface. Where appropriate in select publications, this typeface could be used as for sub-heads as a compliment to the primary typeface, Roboto Slab. Typically, this would be done using Raleway Bold.

This typeface is available in desktop and web formats and can be downloaded at google.com/fonts/specimen/Raleway.

**RALEWAY REGULAR**

*Raleway Regular*

**RALEWAY BOLD**

*Raleway Bold*

**RALEWAY ITALIC**

*Raleway Italic*

**RALEWAY BOLD ITALIC**

*Raleway Bold Italic*
Typography

**WORD ALTERNATIVES**

Microsoft Word font alternatives have been selected at the request of the client and should only be used as in place of the Primary and Secondary fonts in extenuating circumstances when the Google fonts cannot be downloaded or used. Rockwell should be used in place of Roboto Slab and Arial should be used in place of Raleway if necessary.

**ARIA BOLD ITALIC**

Arial Bold Italic

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**ROCKWELL REGULAR**

Rockwell Regular

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**ROCKWELL BOLD**

Rockwell Bold

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**ARIAL REGULAR**

Arial Regular

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**ARIAL ITALIC**

Arial Italic

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**ARIAL BOLD**

Arial Bold

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Fonts should only be replaced with Microsoft Word alternatives in extenuating circumstances if the Google fonts are not able to be downloaded or cannot be accessed.
These patterns may be used throughout Department projects as backgrounds, overlays, or stand-alone images. The purpose of using these is to create visual interest and cohesion across different projects, and should follow the same color guidelines listed in this document (though each pattern doesn’t specifically go with one color or another). The patterns can be repeated to create larger patterns and may also be cropped to create smaller patterns.

When reproducing any pattern elements, only the original high resolution or vector graphic files shall be used — patterns should not be taken from this document.