



# Radiologex

Healthcare Happens Here™

**BRAND** STANDARDS

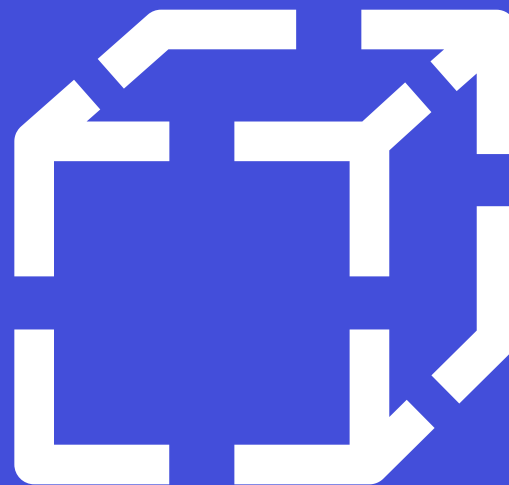
# About this standards guide.

Brands, like people, are living entities that grow and evolve. This standards guide is designed to set the baseline for a flexible framework that can—and will—change over time. When working with our brand identity, please do so with respect and thoughtful consideration of these standards.

For situations that may require you to push beyond the guidelines, please seek design approval from your marketing contact at Radiologex.

## LOGOMARK

The Radiologex logomark, or icon, is the embodiment of communication, interaction, telemedicine, and teleradiology.



## LOGO

As the cornerstone of our brand identity, the Radiologex logo sets the tone for our visual language and communications.

The official Radiologex logo is made of two elements –the logomark, or symbol, and the logotype. These elements have been composed in a horizontal orientation, or “lock-up”, to create overall harmony and visual balance.

Our logo has been designed to maintain its legibility at large and small-scale applications.



LOGOMARK

Radiologex

LOGOTYPE

## LOGOTYPE TAGLINE LOCKUP

When the logotype is paired with our tagline, it forms our official lockup. The same guidelines for clear space apply and the two elements should be of equal length.



## LOGOTYPE SECONDARY

For situations when the width of our logo presents a barrier to use, you may use the compact "square" version when necessary. Guidelines referring to colors, clear space, and minimum size as outlined on the following pages also apply.



## BRAND ARCHITECTURE R-DEE LOGOTYPE

The R-DEE logo is used alongside the product and adheres to all of the same logo rules that follow for our primary Radiologex logo, with the exception of whitespace.

We permit the R-DEE logo to be used inline with graphics and text elements.

The pronunciation alternate logo is permitted for use with more informal and social audiences.

**R-DEE™**

**GET R-DEE™**  
**WWW.RADIOLOGEX.COM**

## LOGOTYPE PERMITTED USES

### Primary Version

Horizontal Orientation

This is our preferred horizontal orientation logo. It should be used wherever possible and never be altered by styling or effects. The logotype should always contrast with the background. There are 4 versions of the logotype to ensure legibility and optimum reproduction quality in all printing processes and digital needs.

The negative logotype is considered the preferred version, and should be used wherever possible.



## LOGOTYPE NON-PERMITTED USES

Maintaining consistency in the usage of the Radiologex brand is critical. The Radiologex logo should not be used in any application or orientation not permitted in these guidelines.

Limited examples of non-permitted uses are provided here for illustration. Any other use must be approved prior to implementation.

### NOT OK USE



LOGO SHOULD NEVER BE DISTORTED.



USE OF GRADIENTS WITHIN THE LOGOTYPE ARE PROHIBITED.



OUTLINES DON'T WORK FOR THE RADIOLOGEX LOGO, ONLY ICONS.



NO COLOR MIXING INSIDE OF THE LOGO.



DO NOT MANIPULATE THE SIZE OF THE ICON IN RELATION TO THE LOGOTYPE.



BRAND BLUE DOES NOT PASS ADA COMPLIANCE FOR COLOR CONTRAST PAIRED WITH BRAND BLACK OR BRAND CHARCOAL.

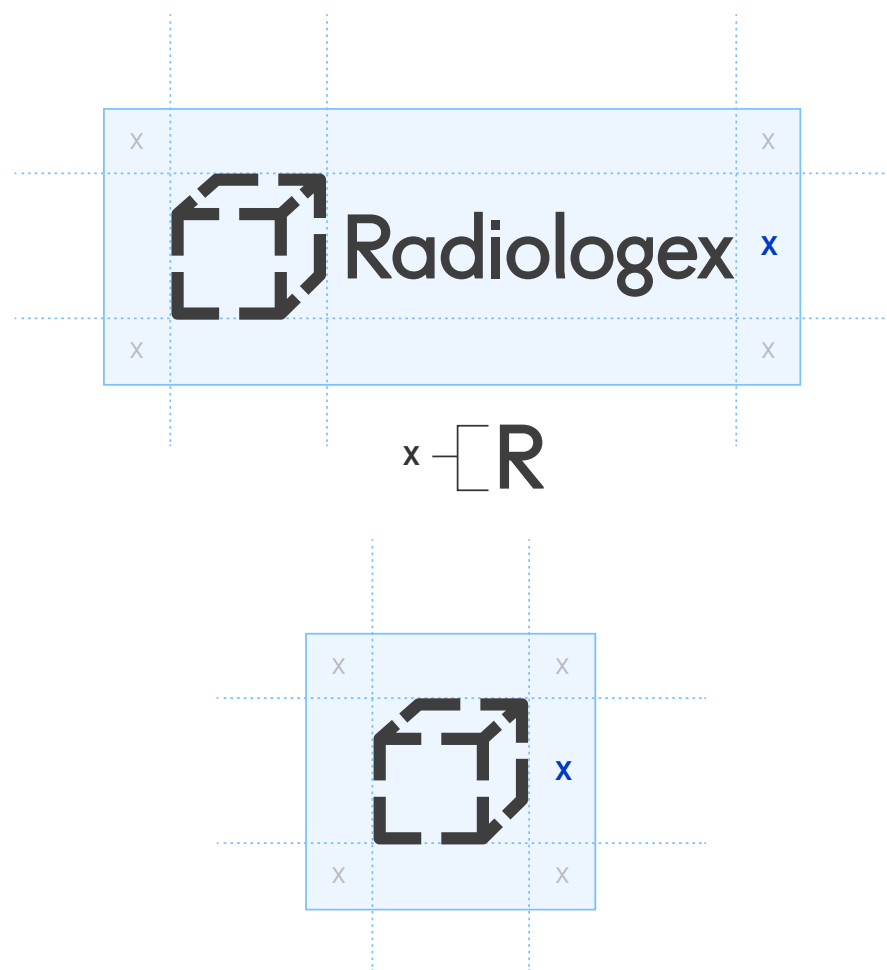


## LOGO CLEAR SPACE

The Radiologex logo should always maintain the specified clear space. This proportional relationship is based on the logomark height.

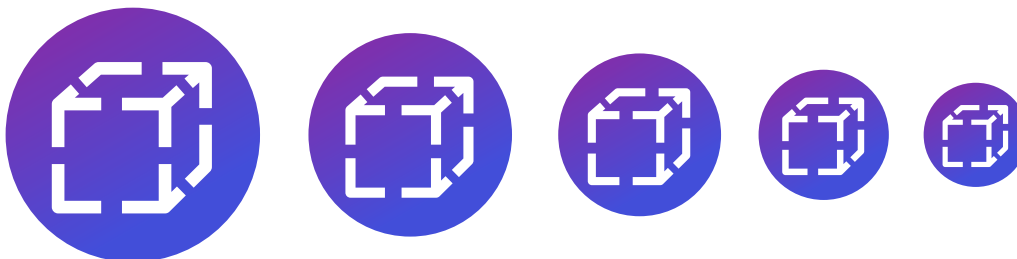
These guidelines must be followed carefully in order to maintain our logo's proportional harmony and balance.

The clear space around the logotype on all sides should be equal to the height of the letters for maximum legibility and impact.

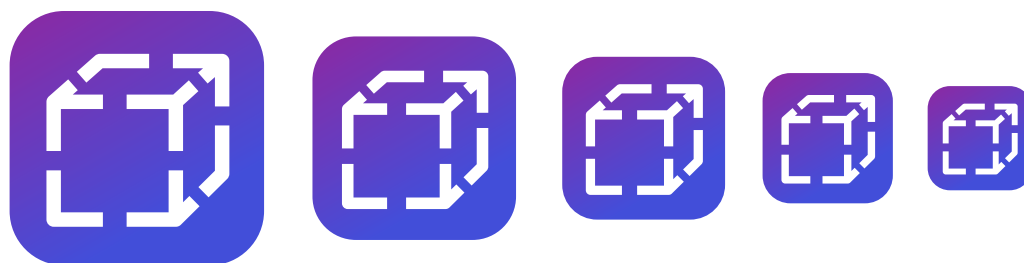


# ICONS

## ANDROID



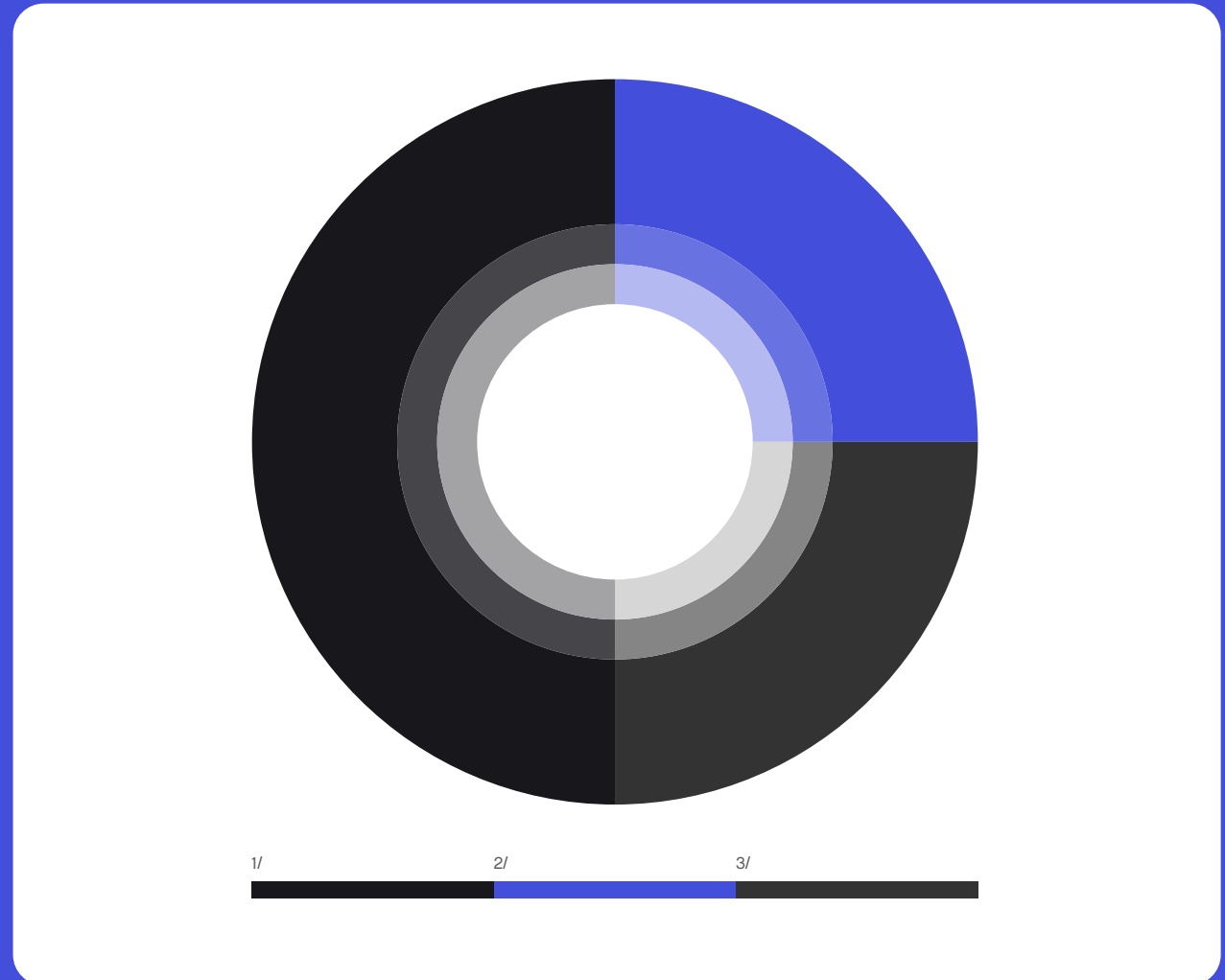
## IOS



## BRAND COLORS

### PRIMARY PALETTE

The Radiologex colors are bright, positive and bold. As a defining element of our brand identity, we are not shy when it comes to color. However, remember that white plays a critical role in our system, helping to define space and accentuate the colors that you use.



# BRAND COLORS

## PRIMARY PALETTE

### BLUE MAGENTA

100	#4453d6
Pantone 2726 C C80 M71 Y0 K0 R68 G83 B214	

### BLACK 6 C

100	#17171d
Pantone Black 6 C C76 M72 Y61 K77 R23 G23 B29	

### CHARCOAL

100	#333333
Pantone 426 C C69 M63 Y62 K58 R51 G51 B51	

### COLOR TINTS

95	#4f60d5
90	#5869d8
80	#6a78db
70	#7e89e0
60	#909ae3
40	#909ae3

### COLOR TINTS

95	#232329
90	#2f2f34
80	#45454a
70	#5d5d61
60	#747477
40	#a2a2a5

### COLOR TINTS

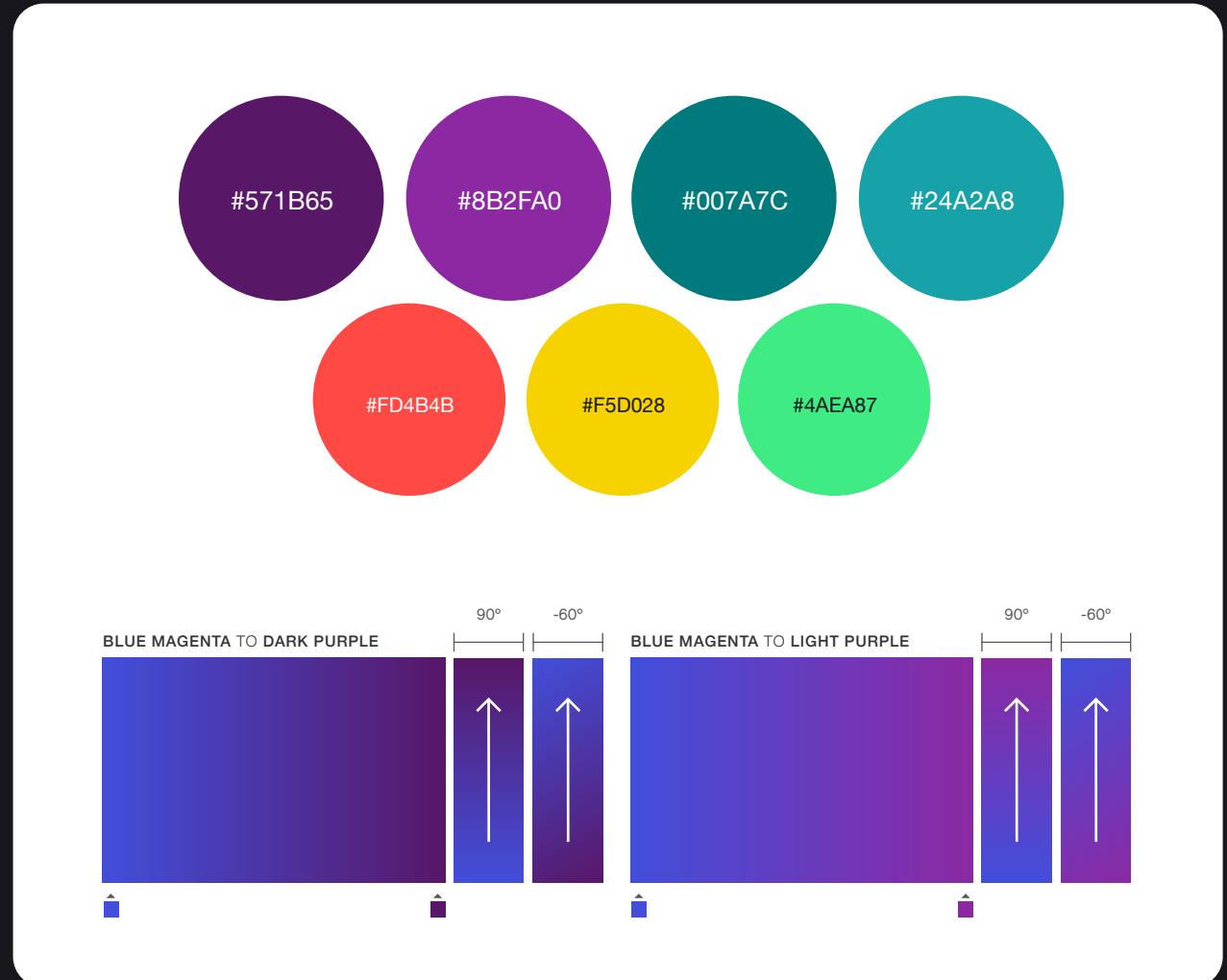
95	#3d3d3d
90	#484848
80	#5c5c5c
70	#717171
60	#858585
40	#adadad

## DIGITAL COLORS SECONDARY PALETTE

Where more than one contrasting color is necessary, we've provided a palette of supporting spot colors for use in digital work.

Gradients emphasize energy, depth, and vibrancy. Used in conjunction with the Radiologex color system, the gradients we've supplied here can add dimension in almost any application.

Additional gradients may be used with approval from Radiologex, but must include one color from the primary palette.



## FONTS PRIMARY TYPEFACE

### Neue Helvetica

Neue Helvetica serves as our primary typeface. The Neue Helvetica sets new standards in terms of its form and number of variants. It is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication.

Character tracking can vary from 50 to 200em in header use. Our brand prefers whitespace so for heavier fonts we require additional tracking.

For bold type use in headlines, use ALL CAPS. This can be paired with an ALL CAPS light font for text emphasis.

Radiologex

LIGHT 25em tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Radiologex

REGULAR 50em tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Radiologex

MEDIUM 100em tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

RADIOLOGEX

BOLD 100em tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7

## FONTS SECONDARY TYPEFACE

### Segoe

Segoe, best known for being created and used by Microsoft, has been utilized by Radiologex for application design as it is widely available without complication.

Bold weight in this font should be used *as sparingly as possible*. Instead, font size and color is utilized for emphasis.

This font is not used for print materials.

Radiologex

REGULAR 0em tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Radiologex**

**BOLD 50em tracking**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

0 1 2 3 4 5 6 7

## FONTS SUBSTITUTE TYPEFACE

### Arial

In systems and applications where the two main fonts are not available, Radiologex defaults to Arial.

Arial is available on most PC platforms as a pre-installed font and on the Mac platform as part of the Microsoft Office Suite.

**Radiologex**

REGULAR 0em tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Radiologex**

**BOLD** 50em tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**0 1 2 3 4 5 6 7**



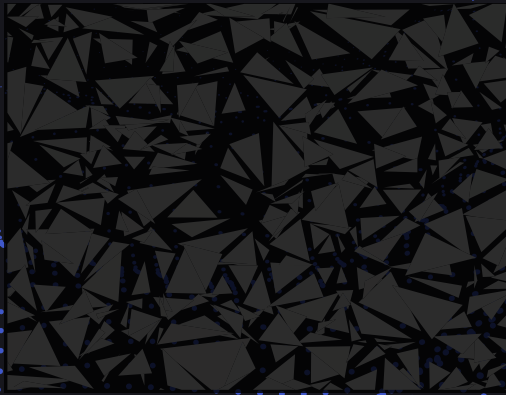
# Graphic elements.

The following page contains **R-DEE Module Icons** and **supporting graphics** that can be used in any of our materials, or inspire additional illustrative design.

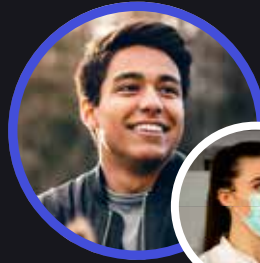
The Radiologex brand prefers abstract, fluid technology-driven imagery. New icons should follow the negative outline design.

Rounded edged and circles are preferred for containers while angular graphics are used as background.

# BACKGROUNDS & TEXTURES



# TREATMENTS & GRAPHICS



MESSENGER



MARKETPLACE



CONTENT & APPS (CDN)



SERVICE-ON-DEMAND



R-DEE PAY



PACS



INFOSYS

