

## 2.3 Applications

### Clear space (1)

Clear space equal to the height of the "Care 1" logomark in the signature should be kept on all sides for every logo iteration.

### Minimum size (2)

A minimum size for the use of the signature is based upon its width: Print: 1 inch wide; Web: 85 pixels wide.

### Small size application (3)

For instances when the identity will not reproduce well at small sizes, a small space only logo was created. This should only be used for 1-1.25 inches wide (print) and 85-100 pixels wide (Web) minimum sizes.



## 2.4 Coloration

### Signature Color Options

The only acceptable coloration options for the signatures and logomark are shown here.

Directions for implementation of the signatures depending on output and background color are on the following pages.

#### Full-Color Options (Primary)



Full-Color Signature

Reversed Full-Color Signature

#### Three-Color Option



Three-Color Signature

#### Two-Color Options (Primary)



Two-Color Signature

Reversed Two-Color Signature

#### Full-Color Options (Primary)



Grayscale Signature

Reversed Grayscale Signature

#### One-Color Options



PMS 547  
One Color Signature

PMS 5425  
One Color Signature

PMS Orange 021  
One Color Signature

## 2.6 Color Palette

### Primary Color Palette Solids

*The CareOne color palette is designed to combine strong, sophisticated colors with vibrant and dynamic accents.*

In most applications, the solid versions of the color palette should be employed. These are th

CareOne Navy and CareOne Light Blue are the primary colors that should be used in the majority of communications. CareOne Orange and CareOne Bright Orange should serve as the primary highlight colors.

*The following page has the Pantone tints, CMYK builds, RGB values and Hex values for each tint as well as guidelines for their use.*



#### CareOne Navy

PANTONE 547  
C100 M19 Y0 K75  
R0 G57 B90  
HEX 00395A



#### CareOne Light Blue

PANTONE 5425  
C30 M4 Y0 K31  
R128 G161 B182  
HEX 80A1B6



#### CareOne Orange

ORANGE 021  
C0 M53 Y100 K0  
R247 G142 B30  
HEX F78E1E



#### CareOne Bright Orange














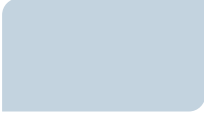


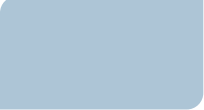
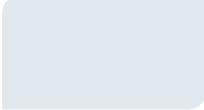

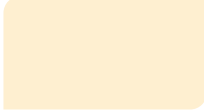
PANTONE 130  
C0 M30 Y100 K0  
R253 G185 B19  
HEX FDB913

## 2.6 Color Palette

### Primary Color Palette w/tints

*The primary color palette has a series of tints to use as accents in conjunction with the solids.*

There are instances where the solids may be too intense, which necessitates the usage of the tints. To ensure consistency, please use the percentages and builds provided below.

 <p><b>CareOne Navy</b> <b>PANTONE 547</b> C100 M19 Y0 K75 R0 G57 B90 HEX 00395A</p>	 <p><b>CareOne Light Blue</b> <b>PANTONE 5425</b> C30 M4 Y0 K31 R128 G161 B182 HEX 80A1B6</p>	 <p><b>CareOne Orange</b> <b>ORANGE 021</b> C0 M53 Y100 K0 R247 G142 B30 HEX F78E1E</p>	 <p><b>CareOne Bright Orange</b> <b>PANTONE 130</b> C0 M30 Y100 K0 R253 G185 B19 HEX FDB913</p>
 <p><b>PANTONE 547 80%</b> C96 M64 Y34 K15 R0 G85 B119 HEX 005577</p>	 <p><b>PANTONE 5425 80%</b> C42 M21 Y15 K0 R149 G177 B196 HEX 95B1C4</p>	 <p><b>PANTONE ORANGE 021 80%</b> C0 M42 Y80 K0 R249 G162 B74 HEX F9A24A</p>	 <p><b>PANTONE 130 80%</b> C0 M24 Y79 K0 R255 G197 B78 HEX FFC54E</p>
 <p><b>PANTONE 547 60%</b> C82 M47 Y28 K4 R51 G116 B148 HEX 337494</p>	 <p><b>PANTONE 5425 60%</b> C32 M16 Y11 K0 R172 G193 B209 HEX ACC1D1</p>	 <p><b>PANTONE ORANGE 021 60%</b> C0 M32 Y60 K0 R252 G184 B117 HEX FCB875</p>	 <p><b>PANTONE 130 60%</b> C0 M18 Y60 K0 R255 G210 B124 HEX FFD27C</p>
 <p><b>PANTONE 547 40%</b> C60 M31 Y19 K0 R110 G152 B180 HEX 6E98B4</p>	 <p><b>PANTONE 5425 40%</b> C22 M10 Y7 K0 R195 G211 B223 HEX C3D3DF</p>	 <p><b>PANTONE ORANGE 021 40%</b> C0 M21 Y40 K0 R254 G206 B157 HEX FECE9D</p>	 <p><b>PANTONE 130 40%</b> C0 M12 Y40 K0 R255 G223 B164 HEX FFDFA4</p>
 <p><b>PANTONE 547 20%</b> C32 M15 Y9 K0 R173 G196 B214 HEX ADC4D6</p>	 <p><b>PANTONE 5425 20%</b> C12 M5 Y3 K0 R221 G230 B237 HEX DDE6ED</p>	 <p><b>PANTONE ORANGE 021 20%</b> C0 M11 Y20 K0 R255 G229 B202 HEX FFE5CA</p>	 <p><b>PANTONE 130 20%</b> C0 M6 Y20 K0 R255 G237 B206 HEX FFDCE</p>