

**H**ealthTrackRx's color palette was carefully chosen to project a sense of professionalism and quiet action. The cool blues and greys also call to mind medical technology and laboratories, aligning us with the medical industry in our customer's minds. If you have any questions on which version to use, please contact [MARCOM](#).

## Primary Palette

### teal



**cmyk:** 81 1 39 2  
**rgb:** 52 191 194  
**web/hex:** #34BFC2

**pms solid coated:** 326 C  
**pms coated cmyk:** 124-7 C  
**pms solid uncoated:** 325 U  
**pms uncoated cmyk:** 121-7 U

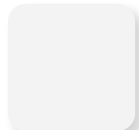
### gold



**cmyk:** 5 20 100 0  
**rgb:** 243 199 12  
**web/hex:** #F1C400

**pms solid coated:** 7406 C  
**pms coated cmyk:** P 7-8 C  
**pms solid uncoated:** 7404 U  
**pms uncoated cmyk:** P 7-8 U

### light grey



**cmyk:** 4 3 3 0  
**rgb:** 242 242 242  
**web/hex:** #F2F1F1

**pms solid coated:** black 5%  
**pms coated cmyk:** 179-1 C  
**pms solid uncoated:** black 5%  
**pms uncoated cmyk:** 179-1 U

### dark grey



**cmyk:** 70 63 62 58  
**rgb:** 51 51 51  
**web/hex:** #333333

**pms solid coated:** black 7 C  
**pms coated cmyk:** 179-15 C  
**pms solid uncoated:** black 7 U  
**pms uncoated cmyk:** 179-15 U

### black



**cmyk:** 0 0 0 100  
**rgb:** 0 0 0  
**web/hex:** #000000

**pms solid coated:** black  
**pms coated cmyk:** black  
**pms solid uncoated:** black  
**pms uncoated cmyk:** black

### white



**cmyk:** 0 0 0 0  
**rgb:** 255 255 255  
**web/hex:** #FFFFFF

## The HealthTrackRx Diamond (continued)

Always present the HealthTrackRx Diamond in one of three colors: Teal, Black, or White (see [Brand Colors](#) for more details)



Do not change the HealthTrackRx Diamond's color, not even to other approved colors in our branding.



Do not place the HealthTrackRx Diamond on a background that makes it hard to see, or that does not contrast well with our colors.



Do not rotate, distort, or otherwise warp the HealthTrackRx Diamond.



Do not place effects on the HealthTrackRx Diamond that might break up its outline, such as drop shadow, inner glow, bevel and emboss, and others.





This version of our logo is the preferred version whenever we want to brand something with the HealthTrackRx name. It is ideal for placing on documents and across banners, and keeps the visual silhouette of both the diamond and the text flowing correctly.

### Minimum Clear Space



**H** The minimum margin around the logo should be the width of the "h" in HealthTrackRx.

### Size Restrictions for Print



To ensure logo legibility, do not reduce the logo smaller than 0.5" (half an inch) in width.

### Logo Colors

teal



black



### Color Variations



## Unacceptable Logo Usage

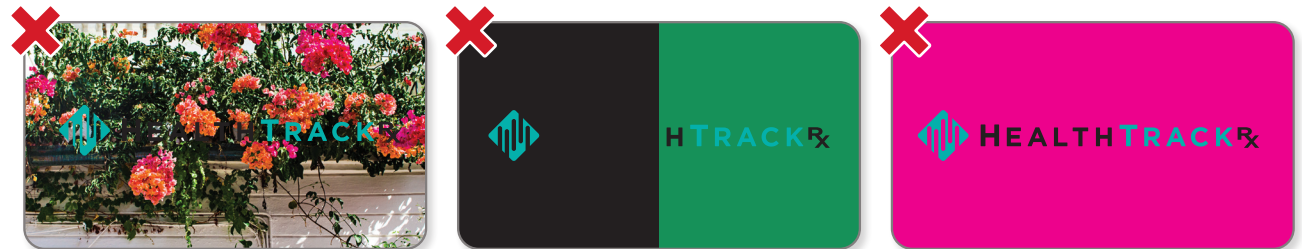
Do not warp, rotate, or distort the logo.



Do not change the logo's color.



Do not place the logo on a background that makes it illegible, difficult to make out, or clashes visually.



Do not place effects on the logo that might break up its outline, such as drop shadow, inner glow, bevel and emboss, and others.

