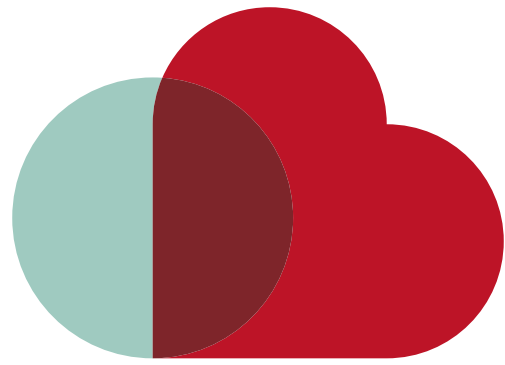


retention

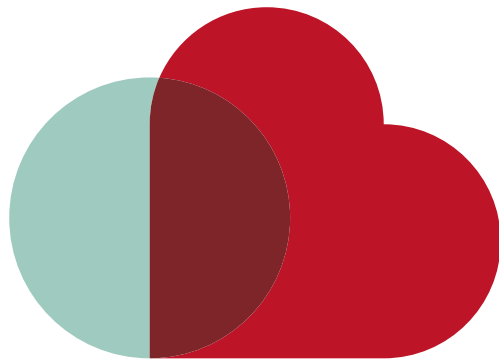
SMART HEART FAILURE MANAGEMENT

Logo & identity basic guidelines

The content of this brief manual provides the basic tools and guidelines to ensure the correct use of Retention's visual identity elements: logo, typeface and colour palette.

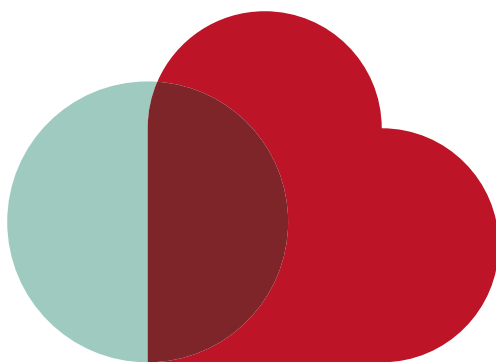


retention



retention
SMART HEART FAILURE MANAGEMENT

References for the logo design.



world

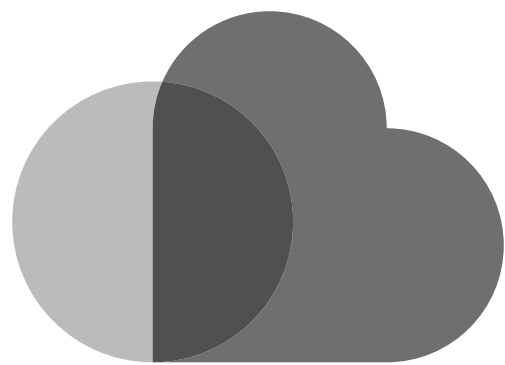


heart



cloud

Grayscale version of the logo.



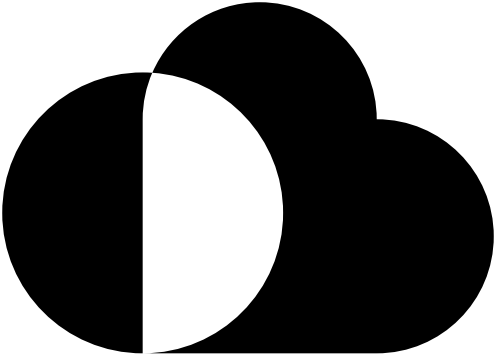
retention

Monochrome version of the logo.



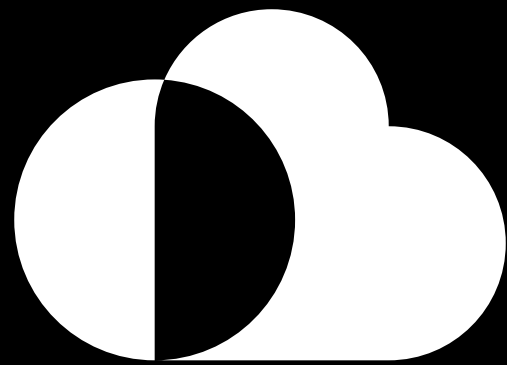
retention

Black version of the logo.



retention

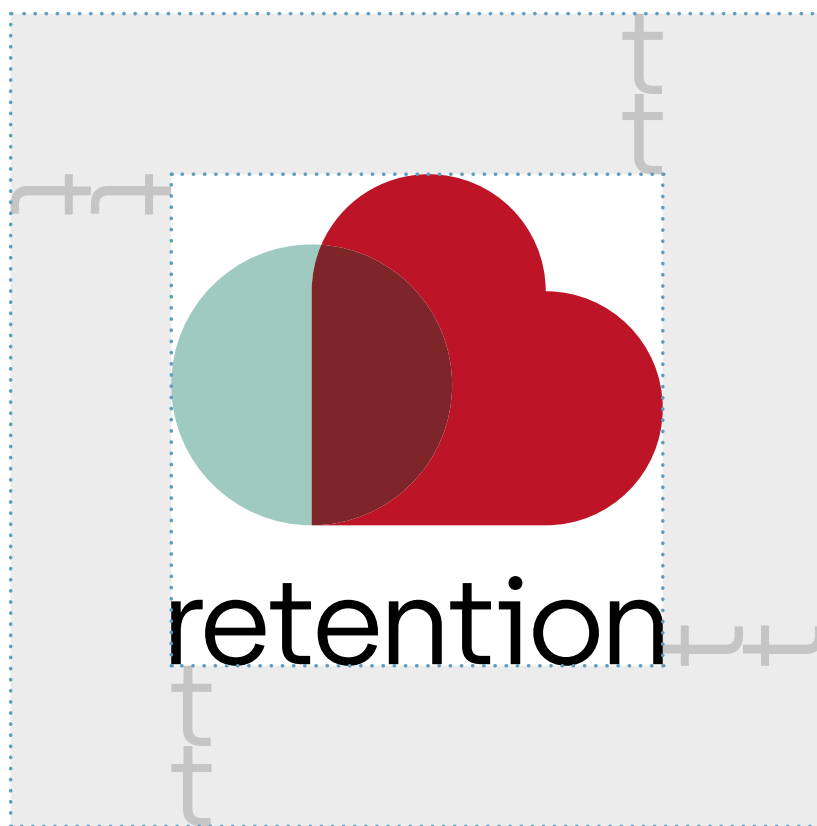
White version of the logo.



retention

Clear space.

When the Retention logo is used with other logos or other elements, a clear space should be maintained to ensure integrity, legibility and visibility. No other element should fall within this area. Use the height of two letters 't' of the Retention wordmark as a measuring tool to help maintain clearance.



Minimum size.

The minimum size allowed for the use of the logo is 25mm base for the payoff version and 15mm for the non-payoff version.



Typography.

For all paper or digital documentation, the use of the Open Source sans serif typeface *HK Grotesk* is suggested.

This typeface has a very large family, with a large number of different weights in both the roman and italic versions.

Aa

HK grotesk

<https://hanken.co/products/hk-grotesk>

<https://fontsquirl.com/fonts/hk-grotesk>

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890'?!%#@&*^`".

LIGHT

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890'?!%#@&*^`".

REGULAR

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890'?!%#@&*^`".

MEDIUM

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890'?!%#@&*^`".

SEMIBOLD

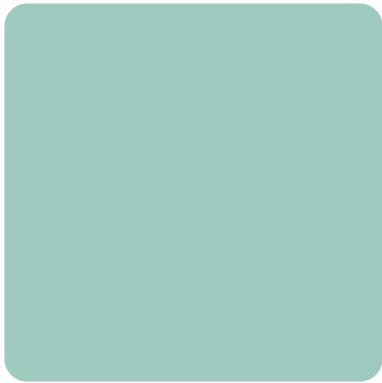
ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890'?!%#@&*^`".

BOLD

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890'?!%#@&*^`".

EXTRABOLD

Color palette.



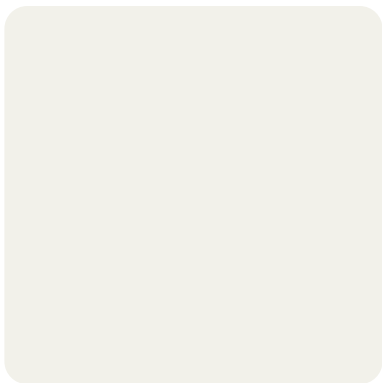
CMYK 50/0/30/0
RGB 159/202/192
HEX #9FCAC0



CMYK 40/100/90/15
RGB 126/37/42
HEX #7E252A



CMYK 5/100/90/0
RGB 189/20/39
HEX #BD1427



CMYK 0/0/5/7
RGB 242/241/234
HEX #F2F1EA



CMYK 0/0/0/100
RGB 34/34/34
HEX #222222

Allowed and not allowed variants.

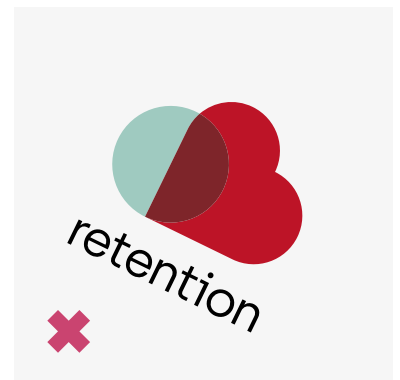
Here are some examples of logo variations that can be used and some examples that should be avoided.



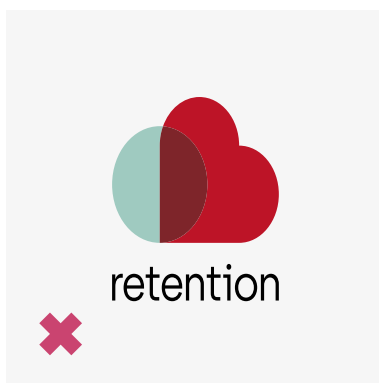
Main logo



Grayscale variant is allowed



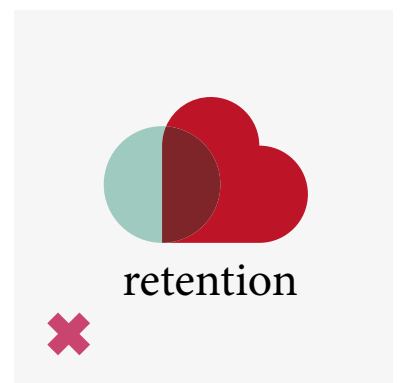
Do not rotate



Do not deform



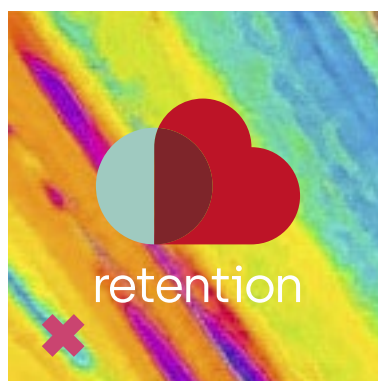
Do not change the colours



Do not use a different font



Do not apply any effect



Do not apply to backgrounds that hinder readability

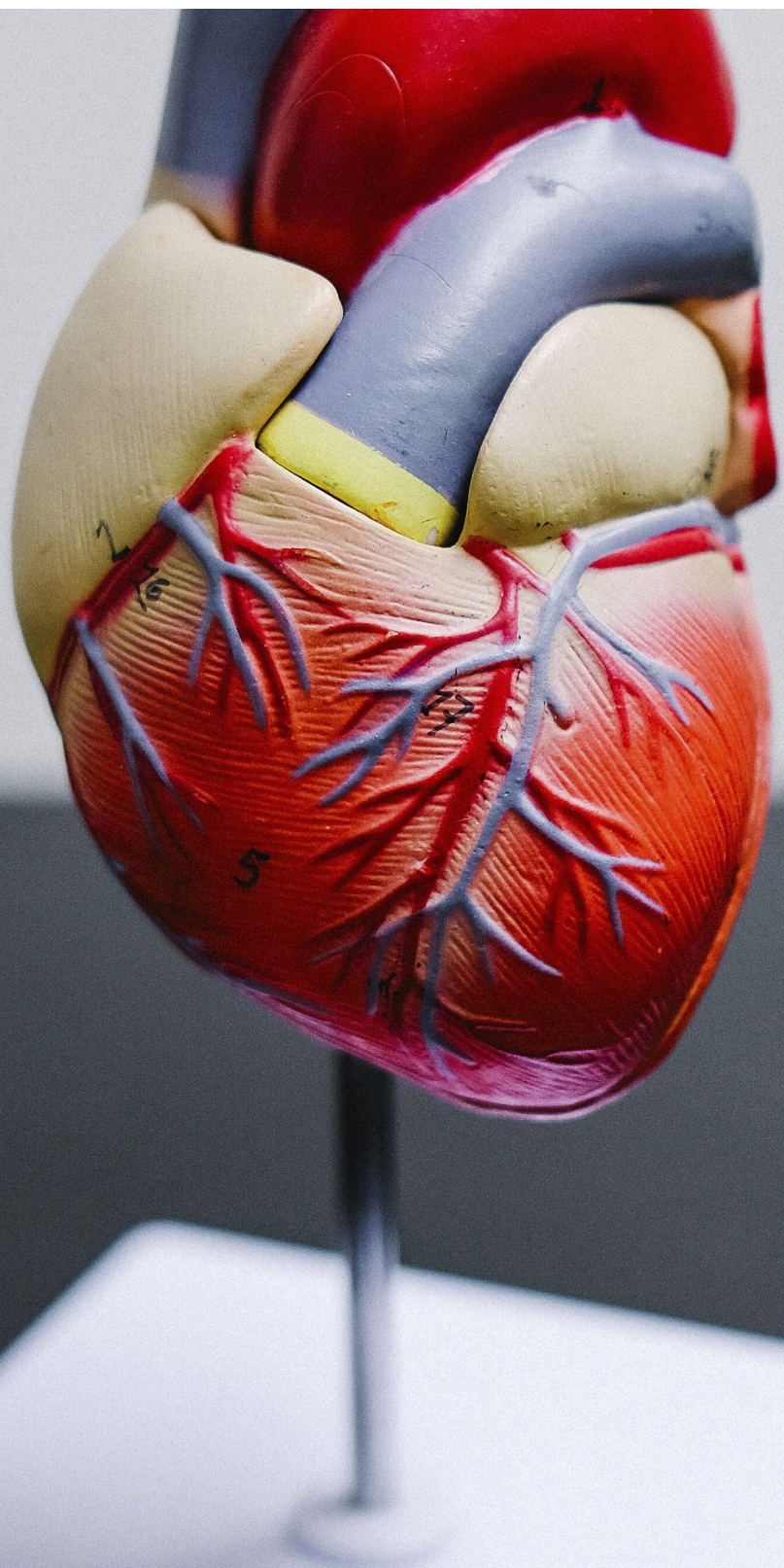


Monochrome version can be applied on coloured backgrounds, taking care that legibility is preserved.

Examples of embossed use.



Example of a monochrome version of the logotype being used on a photograph.



retention

Heart failure patient management and interventions using continuous patient monitoring outside hospitals and real world data

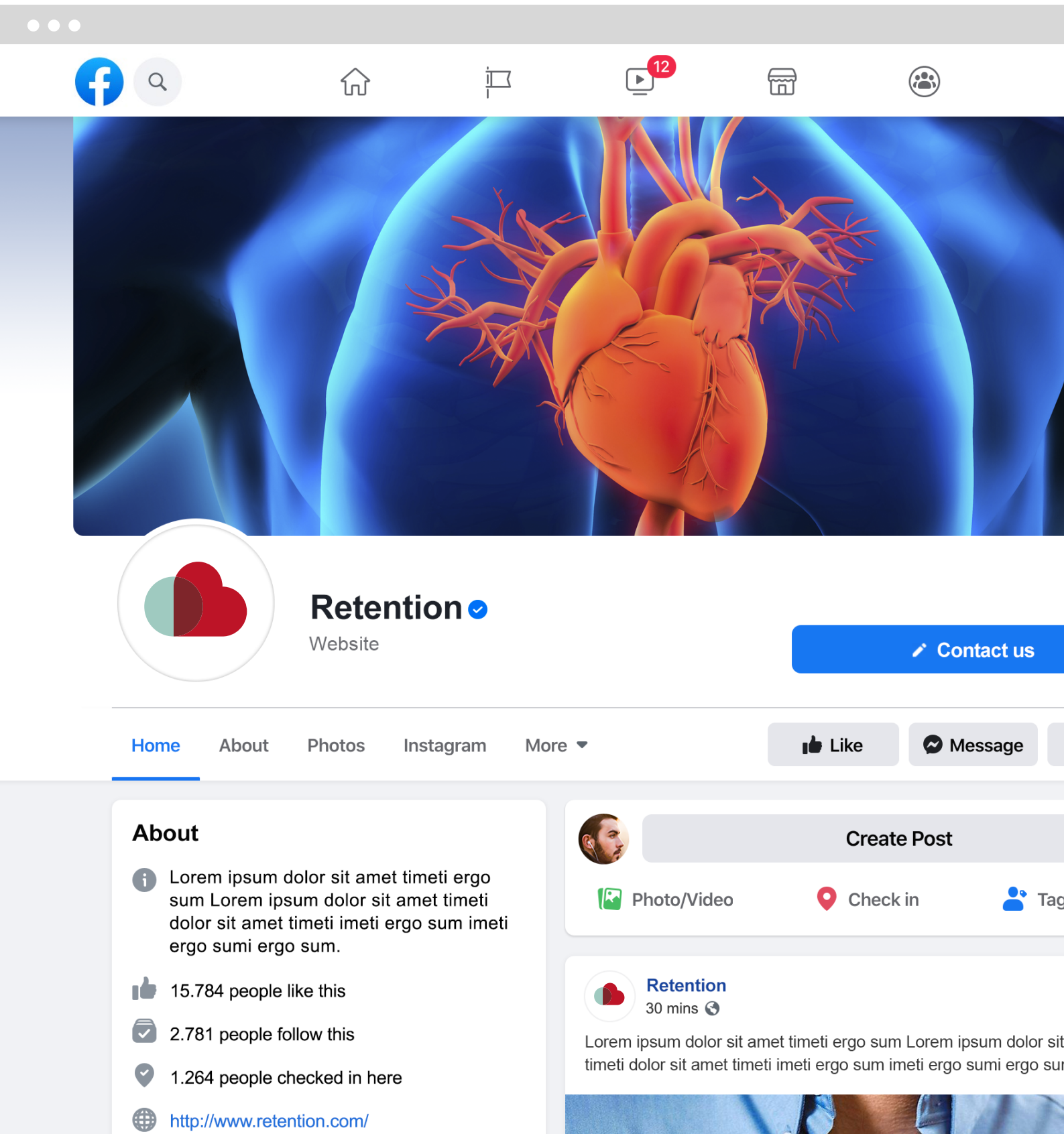
Example of a monochrome version of the logo used on a slide in a presentation.



Example of using the logo
in the interface of a device.



Example of using the logo in social media.



The image shows a Facebook profile page for a page named "Retention". The profile picture is a circular logo with three overlapping heart shapes in teal, red, and dark red. The cover photo is a 3D anatomical illustration of a human heart and its major blood vessels, set against a blue-tinted background of a human torso. The navigation bar at the top includes the Facebook logo, a search icon, a home icon, a flag icon, a video icon with a red notification bubble containing the number "12", a shop icon, and a friends icon. Below the cover photo, the name "Retention" is displayed with a verified badge and the word "Website" underneath. A blue "Contact us" button is located to the right. The main navigation bar includes "Home", "About", "Photos", "Instagram", and "More". To the right of this bar are "Like" and "Message" buttons. The "About" section on the left contains an information icon, a paragraph of Lorem Ipsum text, and statistics: 15,784 likes, 2,781 followers, and 1,264 check-ins, along with the website URL "http://www.retention.com/". The "Create Post" section on the right shows a user profile picture, a "Create Post" button, and options for "Photo/Video", "Check in", and "Tag". A post from "Retention" is partially visible at the bottom right, showing the profile picture, name, time "30 mins", and a snippet of Lorem Ipsum text.

Retention ✓
Website

Contact us

Home About Photos Instagram More

Like Message

About

ⓘ Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit amet timeti dolor sit amet timeti imeti ergo sum imeti ergo sumi ergo sum.

👍 15.784 people like this

👤 2.781 people follow this

📍 1.264 people checked in here

🌐 <http://www.retention.com/>







Create Post

📷 Photo/Video 📍 Check in 👤 Tag

Retention
30 mins

Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit amet timeti dolor sit amet timeti imeti ergo sum imeti ergo sumi ergo sum

Logo file directory.

 retention	VECTOR	retention-logo-colors.pdf	CMYK • transparent background
	RASTER	retention-logo-colors.tif retention-logo-colors.jpg retention-logo-colors.png	CMYK RGB RGB • transparent background
<hr/>			
 retention <small>SMART HEART FAILURE MANAGEMENT</small>	VECTOR	retention-logo-colors-payoff.pdf	CMYK • transparent background
	RASTER	retention-logo-colors-payoff.tif retention-logo-colors-payoff.jpg retention-logo-colors-payoff.png	CMYK RGB RGB • transparent background
<hr/>			
 retention	VECTOR	retention-logo-grayscale.pdf	CMYK • transparent background
	RASTER	retention-logo-grayscale-payoff.tif retention-logo-grayscale-payoff.jpg retention-logo-grayscale-payoff.png	GRAYSCALE RGB RGB • transparent background
<hr/>			
 retention <small>SMART HEART FAILURE MANAGEMENT</small>	VECTOR	retention-logo-grayscale-payoff.pdf	CMYK • transparent background
	RASTER	retention-logo-grayscale-payoff.tif retention-logo-grayscale-payoff.jpg retention-logo-grayscale-payoff.png	GRAYSCALE RGB RGB • transparent background
<hr/>			
 retention	VECTOR	retention-logo-monochrome-black.pdf	CMYK • transparent background
	RASTER	retention-logo-monochrome-black.tif retention-logo-monochrome-black.jpg retention-logo-monochrome-black.png	GRAYSCALE RGB RGB • transparent background
<hr/>			
 retention <small>SMART HEART FAILURE MANAGEMENT</small>	VECTOR	retention-logo-monochrome-black-payoff.pdf	CMYK • transparent background
	RASTER	retention-logo-monochrome-black-payoff.tif retention-logo-monochrome-black-payoff.jpg retention-logo-monochrome-black-payoff.png	GRAYSCALE RGB RGB • transparent background
<hr/>			
 retention	RASTER	retention-logo-monochrome-white.png	RGB • transparent background
	<hr/>		
 retention <small>SMART HEART FAILURE MANAGEMENT</small>	RASTER	retention-logo-monochrome-white-payoff.png	RGB • transparent background
	<hr/>		

