

Affinity Medical Center

Logos with Tagline 8/4/08



Close to you.



Close to you.

Affinity_3c_PMS.ai

3-color (PMS 583, PMS 3005, PMS Hexachrome Black)

Affinity_4c_CMYK.ai

4-color process

Blue: C-100, M-34, Y-0, K-2

Green: C-23, M-0, Y-100, K-17

Black: C-0, M-0, Y-0, K-100



Close to you.



Close to you.

Affinity_grayscale.ai

Grayscale

Affinity_RGBweb.jpg

RGB for web

Green: R-175, G-189, B-32 or HEX #99CC00

Blue: R-0, G-130, B-200 or HEX #3366FF

Black: R-0, G-0, B-0



Close to you.

Affinity_1c_BLK.ai

1-color Black Imprint



Close to you.

Affinity_1c_REV.ai

1-color White Imprint

Affinity Medical Center
Logos without Tagline 8/4/08



Affinity_3c_PMS_notag.ai
3-color (PMS 583, PMS 3005, PMS Hexachrome Black)



Affinity_4c_CMYK_notag.ai
4-color process
Blue: C-100, M-34, Y-0, K-2
Green: C-23, M-0, Y-100, K-17
Black: C-0, M-0, Y-0, K-100



Affinity_grayscale_notag.ai
Grayscale



Affinity_RGBweb_notag.jpg
RGB for web
Green: R-175, G-189, B-32 or HEX #99CC00
Blue: R-0, G-130, B-200 or HEX #3366FF
Black: R-0, G-0, B-0



Affinity_1c_BLK_notag.ai
1-color Black Imprint



Affinity_1c_REV_notag.ai
1-color White Imprint

Close to you.

Affinity_tagline_gray.ai

4-color process

Black: C-0, M-0, Y-0, K-70

Guidelines:

- Logo with Tagline Minimum Size: 2" x .75"
- Logo without Tagline Minimum Size: 1" x .25"
- Tagline Minimum Size: .5" x .125"
- Positive logo always to be placed on white background or completely reversed on solid, dark background.
- Fonts: Fenice and Helvetica Neue
- When logo and tagline are used together, it must be represented in this size proportion and location relationship.
- Tagline can be used separate from logo but must be in Fenice Oblique in sentence structure, with a capital "C" and a period, as shown.