# BRAND BOOK

01.29.2025

## PRIMARY

**PANTONE 186 C**

R:200
G:16
B:46

C: 12   M: 100
Y: 91   K: 3

#C8102E

**PANTONE COOL GRAY 8 C**

R:136
G:139
B:141

C: 49   M: 40
Y: 38   K: 4

#888B8D

**PANTONE 7712 C**

R:0
G:133
B:155

C: 87   M: 35
Y: 31   K: 3

#00859B

## SECONDARY

**PANTONE 1815 C**

R:124
G:38
B:41

C: 31   M: 92
Y: 81   K: 96

#7C2629

**COOL GRAY 11 C**

R:83
G:86
B:90

C: 66   M: 57
Y: 52   K: 29

#53565A

**PANTONE 3258 C**

R:73
G:197
B:177

C: 65   M: 0
Y: 39   K: 0

#49C5B1

**PANTONE 311 C**

R:5
G:195
B:221

C: 69   M: 0
Y: 11   K: 0

#05C3DD

## TERTIARY

**PANTONE 7621 C**

R:171
G:35
B:40

C: 21   M: 100
Y: 95   K: 13

#AB2328

**PANTONE 636 C**

R:139
G:211
B:230

C: 43   M: 1
Y: 7   K: 0

#8BD3E6

**PANTONE 324 C**

R:156
G:219
B:217

C: 38   M: 0
Y: 16   K: 0

#9CDBD9

# BRAND PERSONALITY TRAITS

- CONFIDENT

- BOLD

- COMPASSIONATE

- GENUINE

- MODERN/SOPHISTICATED

- EDUCATED/SCHOLAR

- SPIRITED

- INNOVATIVE

- FOCUSED

## BRAND LOGO

In ALL cases of logo usage, the preferred full 2 color version should be used.

## MONO AND REVERSE LOGO

In instances of print restrictions, the mono 1 color version should be used.

The reversed logo should be used in all instances where there is a dark background color that hinders the readability of the full color logo.
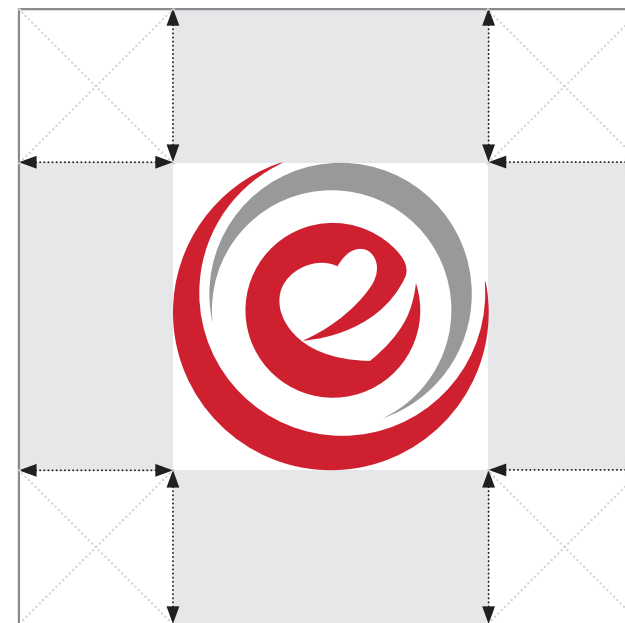
**FULL COLOR LOGO**



**MONO AND REVERSE LOGOS**

US Acute Care
Solutions

## LOGO SPACING

In order to maintain logo clarity, it must ALWAYS be surrounded by a minimum clear space.

In all instances of logo and icon use, the minimum space surrounding either marks is equal to the half the height of the icon.
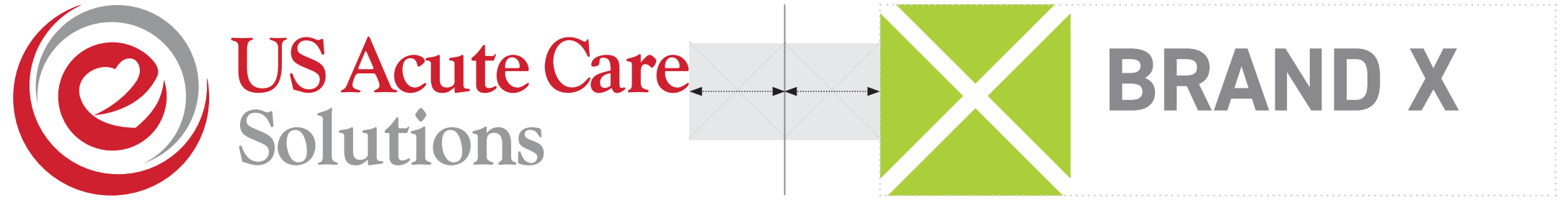


**Designated clear space is equal to 1/2 height of icon**

**NOTE:**
**Icon is mainly for internal usage only.**

US Acute Care
Solutions

## CO-BRAND LOGO

In addition to the logo spacing guidelines, the secondary brand should not visually exceed the size of the USACS logo in height OR width.

Both logos should appear equal in size, and separated by a vertical line with equal clear spacing that equals half the height of the USACS icon.

US Acute Care
Solutions

BRAND X

**Designated clear space is equal to 1/2 height of icon**

US Acute Care Solutions

## RESPONSIVE LOGO

The full brand logo should be used in all cases with the exception of favicons as well as when the size restriction exceeds the minimum logo width.

**The stand-alone icon is used for internal communications ONLY and is not recommended for usage outside that parameter without first consulting USACS.**
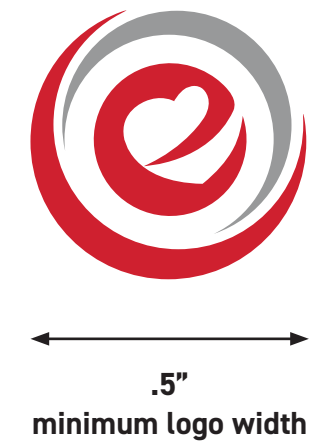
## LOGO USAGE

ALL brand identities are subject to marketing review. Please reach out to the following for final approval prior to publishing materials that contain the USACS brand logo:

**FINAL APPROVAL CONTACT:**

marketing@usacs.com

**PRINT**



1.75"
minimum logo width



.5"
minimum logo width

**WEB**



150 px
minimum logo width



40 px
minimum icon width