



# GENERATIONS HEALTHCARE

## Brand Guidelines

An overview to GHC's  
brand revision

# Brand Logo

## Primary

Multi-colored (preferred)

Single color (grey and blue options available)

Vertical



Horizontal



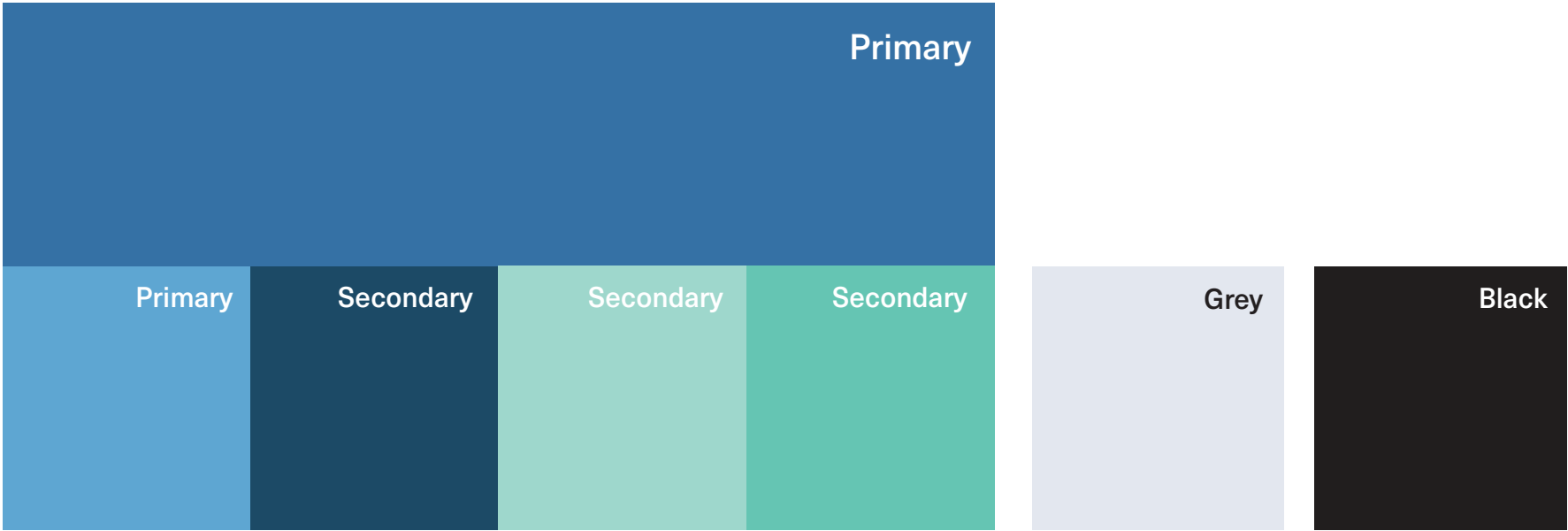
Phrase



# Brand Properties

## Primary

Color Palette



Fonts

Primary

Adobe Devanagari  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@#%& ( )

Secondary

**Neue Haas Unica**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@#%& ( )

Sylfaen (Microsoft friendly alternative)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@#%& ( )

**Corbel (Microsoft friendly alternative)**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@#%& ( )