

Colour

Our four core colours represent our passion and dedication to delivering the best health care to our diverse and complex user base.

Bagwan Red

HEX: #EE3154

CMYK: C: 0% M: 94% Y: 59% K: 0%

RGB: R: 237 G: 49 B: 84



Bagwan Yellow

HEX: #FCBF3F

CMYK: C: 1% M: 27% Y: 86% K: 0%

RGB: R: 252 G: 191 B: 63



Bagwan Green

HEX: #029793

CMYK: C: 82% M: 20% Y: 46% K: 1%

RGB: R: 2 G: 151 B: 147



Bagwan Blue

HEX: #121741

CMYK: C: 100% M: 96% Y: 41% K: 49%

RGB: R: 18 G: 23 B: 65



Headline font

Our headline font Manjari has been chosen to give welcoming and inclusive energy to all of our facilities communications.

Manjari

Gumpy wizards make
toxic brew for the evil
Queen and Jack

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&

Body copy

Our body copy choice of Aktiv Grotesk has been selected as it carries through the inclusive warmth as is common to most Grotesk-front styles.

Aktiv Grotesk

The quick brown fox
jumps over the
lazy dog

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&

Logo usage

Lorem ipsum dolor sit Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

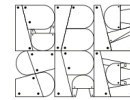


Logo usage

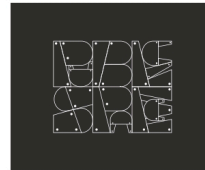
this is the logo on a dark background



LOGOMARK 1 - MONO, NEGATIVE, REDUCED



colour logo

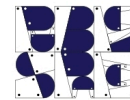


negative logo



reduced logo

LOGOMARK 1 - COLOUR, NEGATIVE, REDUCED



colour logo



negative logo



reduced logo



STAFF UNIFORMS / MERCHANDISE (LEFT), WRISTBANDS (RIGHT)



MERCHANDISE - TOTE BAG (LEFT), DRINK BOTTLE LABEL (RIGHT)



Suggested treatment of logo and branding for merchandise to be sold