VOLUME 2

BRAND VISUAL GUIDELINES

abrahealth℠

CONTENTS

Color icon

Our colored icon is a fresh and exciting visual representation of our company's past, present and future, aligned with our mission to provide comprehensive, quality care for children and families in the communities we serve.

The smile in our logo may also appear as two connected people. These elements represent our happy patients and our team's happiness working with them to provide the full-service care they all deserve.

Use this icon if space is limited and the horizontal or stacked versions of the logo do not fit. The color icon should be used on white backgrounds to ensure visibility.

100%
opacity

70%
opacity

Favicon
< 1 inch

Offset printing
Digital printing

One color printing
Embroidery
Screen printing
Spot UV
Foil printing
Engraving

One-color icon

Our one-color icon shares the same fundamental elements as our color icon and should be used to ensure visibility on colored backgrounds.

Word Mark

* Abra Word Mark is comprised of Arial Rounded Bold

Horizontal logo

Use this logo as the primary option whenever possible.

Stacked logo

Use this logo when there is limited space on print or web materials that do not accommodate the primary logo.

Safe space

There is a defined safe space for the Abra Health logo family. This area is particularly important when the logo is presented in a box or frame. It provides optimum "breathing room", so the logo looks neither crowded out nor too small for the space. No other graphic elements may intrude into the defined safe space.

Prohibited logo uses

The Abra Health logo family may not be altered in any fashion.

DO NOT change the color of the Abra Health logo.

DO NOT change the aspect ratio of the Abra Health logo.

DO NOT change the proportions of the Abra Health logo.

DO NOT go against the Safe Space guidelines for the Abra Health logo (see page 4).

Omnietur am, et quam, cuptae sin rerfero cone ommoluptam quas santion sequide poreste catur.

Primary typography

Use the Gilroy font family for primary text in headlines, taglines, body text and our slogan. Bold, semibold, regular and light may be used as needed.

GILROY

Light | Regular | **SemiBold** | **Bold** | **Black**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz & ? $ # @

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz & ? $ # @

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz & ? $ # @

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz & ? $ # @

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz & ? $ # @

Alternative typography

Use Arial (regular) for body text.

ARIAL

Regular | **Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz & ? $ # @

From Teeth to Toes

Slogan

Our slogan showcases the full range of services we provide to our patient community, from dental to primary care, without limiting growth beyond our current offerings.

It's not just a slogan; it's our promise to deliver the best experience possible for all of our patients.

Abra Dark Blue

#	0A313F
RGB	10 49 63
CMYK	96 70 53 53
PANTONE	2965 C

Abra Green

#	70D900
RGB	112 217 0
CMYK	48 0 100 0
PANTONE	375 C

Abra Blue

#	00A6ED
RGB	166 237 0
CMYK	70 18 0 0
PANTONE	2995 C

Primary color palette

Our color palette represents Abra Health's energy and vibrancy. Together, the colors work to create a cohesive system that is both visually interesting and easy to read.

Abra Yellow

FFD438

RGB 255 212 56

CMYK 0 15 88 0

PANTONE 7404 C

Abra Purple

9383CF

RGB 147 131 207

CMYK 45 49 0 0

PANTONE 2715 C

Secondary color palette

Our color palette represents Abra Health's energy and vibrancy. Together, the colors work to create a cohesive system that is both visually interesting and easy to read.
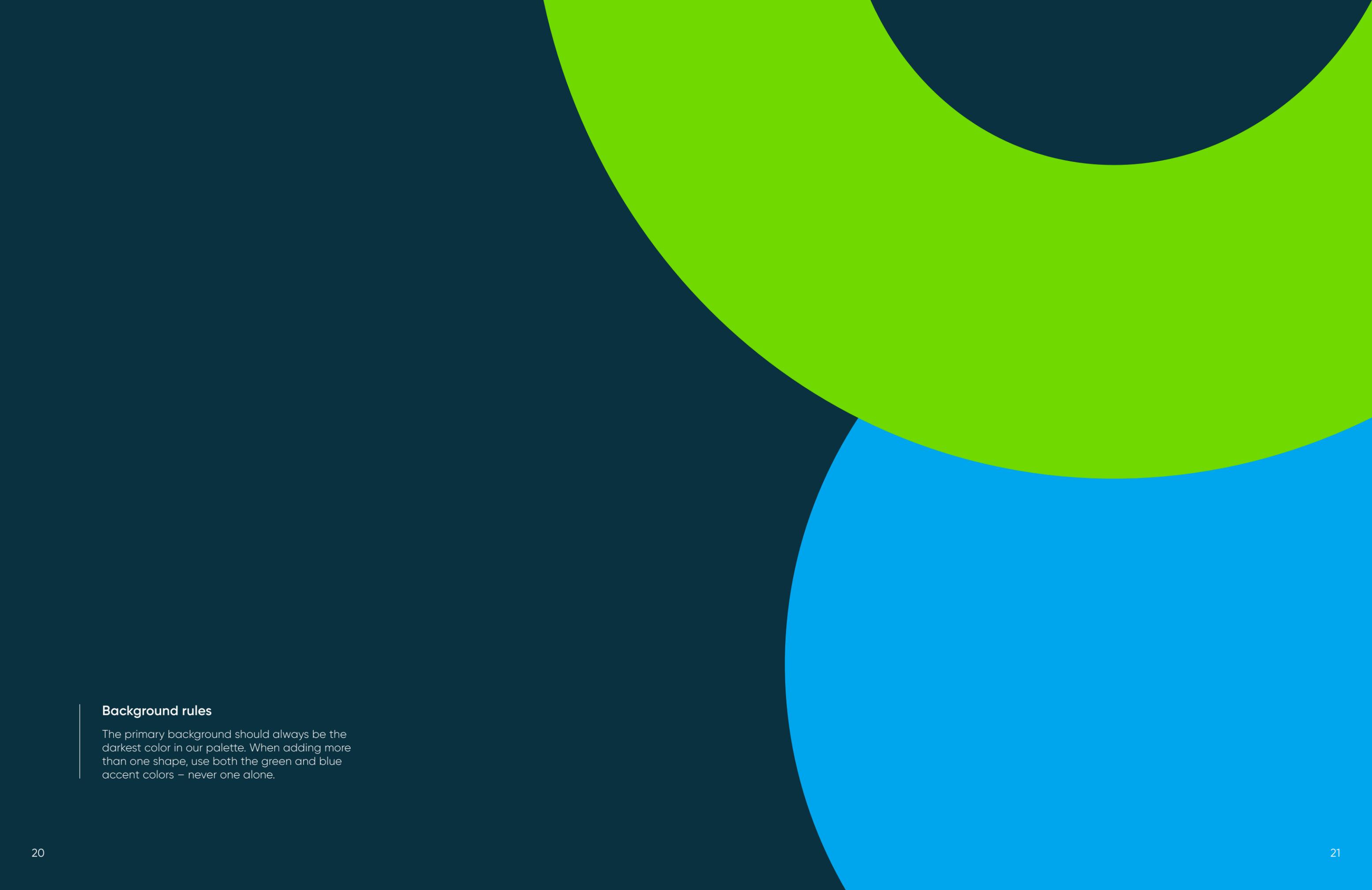
Color coordination

Our color palette allows any variation of our logo to remain clearly legible. Always use a combination of the Abra Health logo and background color withing the color palette that provides optimal legibility.
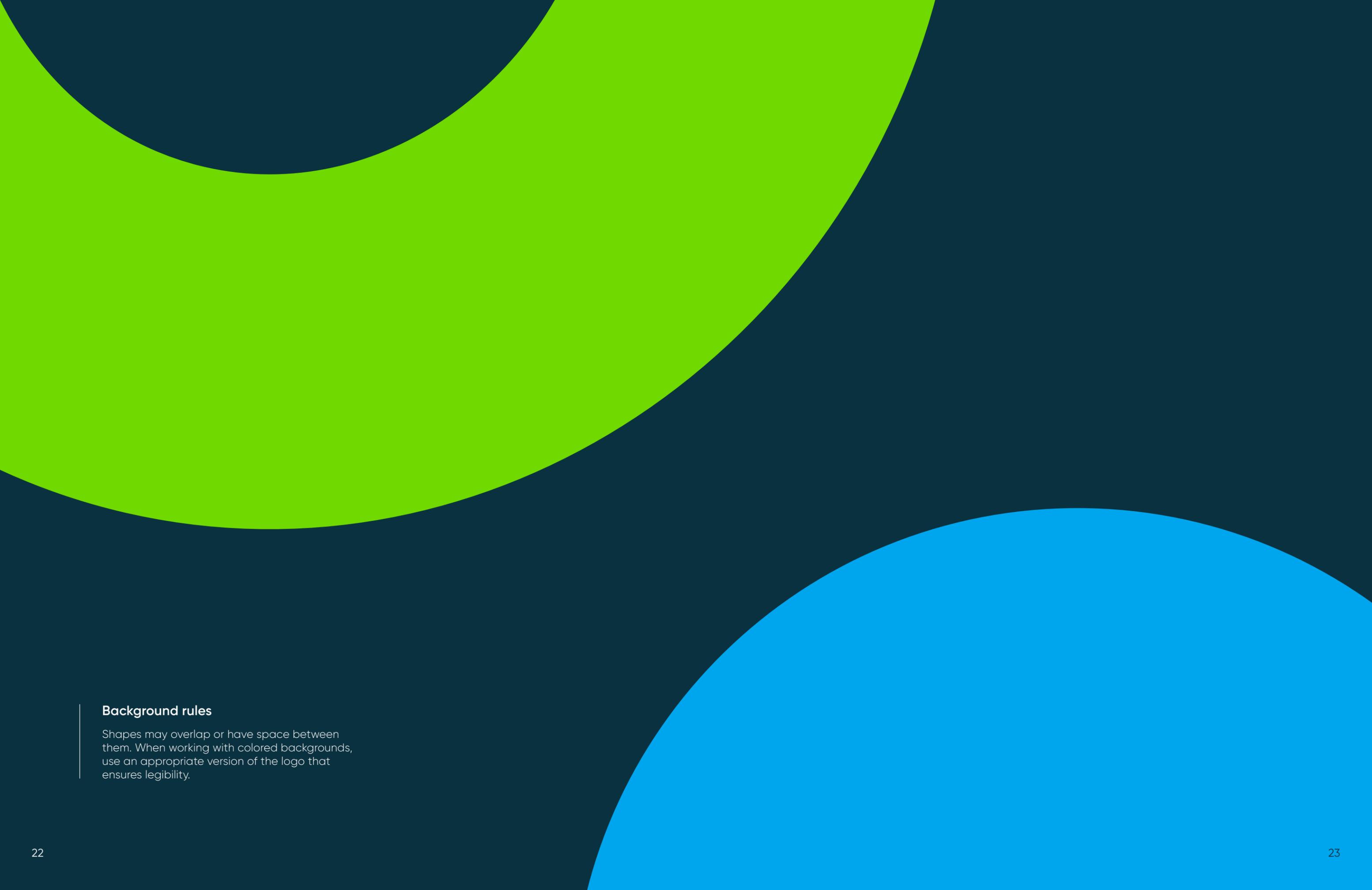
Background rules

The primary background should always be the darkest color in our palette. When adding more than one shape, use both the green and blue accent colors – never one alone.

Background rules

Shapes may overlap or have space between them. When working with colored backgrounds, use an appropriate version of the logo that ensures legibility.

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Light background rules

For light backgrounds on business cards, stationary and PPT slides; the use of a color strip is allowed to reinforce the brand and frame content on the sides or bottom.
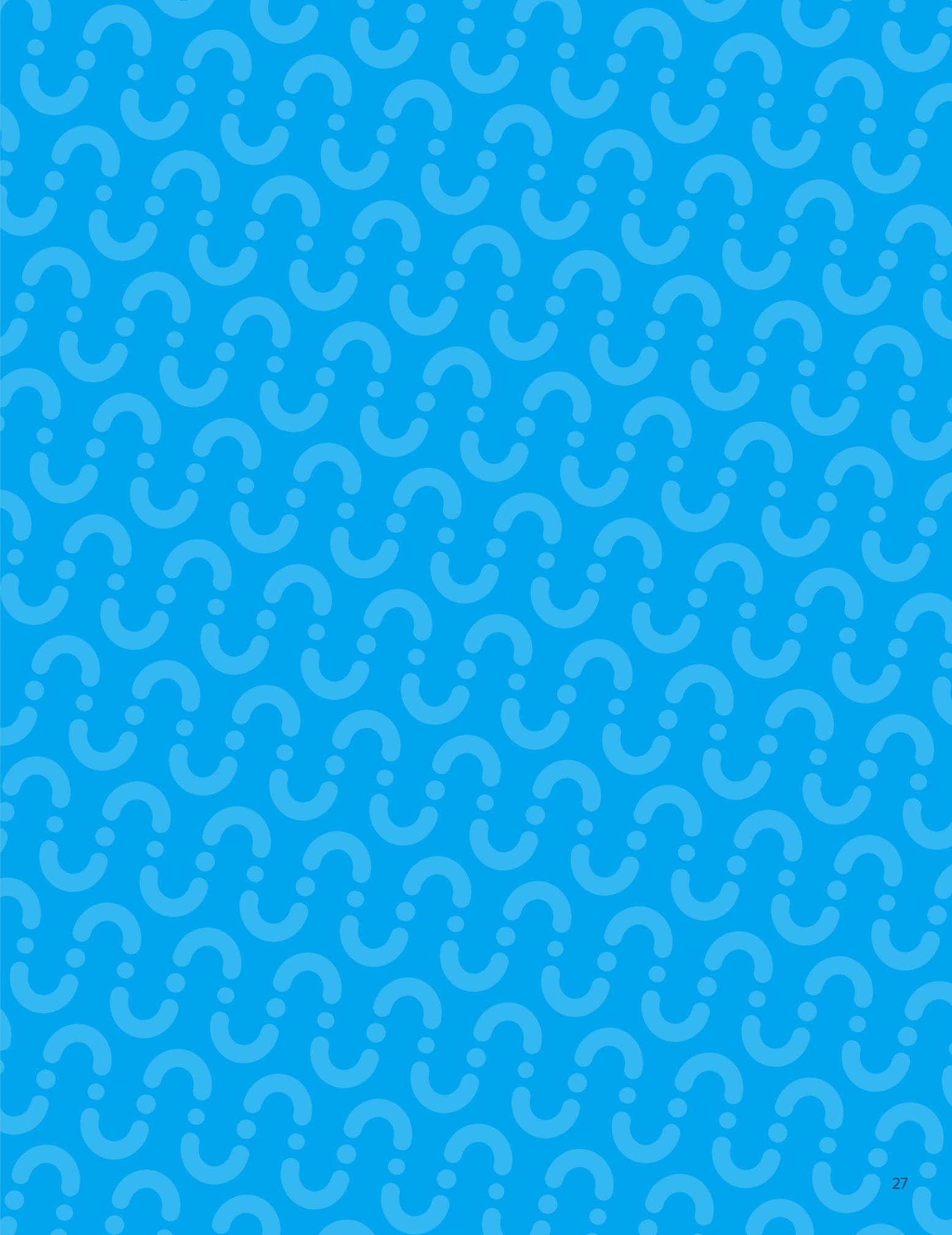
Pattern design

Patterns can use any color from our palette but should always be complementary and never the central design element. Use patterns sparingly as an accent piece to support the primary messaging. Patterns may not cover faces of imagery or any branding elements.

Pattern design

This pattern with our color icon adds versatility and interest. When using the color icon in patterns, only use in full color in our palette and/or 10% of a paletted color.

Photography

Photography and images should represent the diversity of our team and patient community. Images should be bright, express emotion and tell a story. Strive to be inclusive of age, race, lifestyle and gender.

abrahealth ℠

abrahealth ™
Formerly Washington Park Pediatrics & Kids Care

Formerly Children's Ambulatory Surgery Center of NJ

abradental ™
Formerly ChildSmiles – FamilySmiles

smiles4keeps ®
Smiles 4 Keeps

PEARLY WHITES
Pearly Whites

Abra Health family

Abra Health is the umbrella group for a family of practices. While these practices have co-existed under the same parent company, they now share names and branding elements to promote unity and brand cohesion.

abrahealth ℠

abradental ℠
ADULT & CHILDREN + BRACES

abrahealth ℠
CHILDREN'S SURGERY CENTER

abrahealth ℠
PEDIATRICS PRIMARY CARE

smiles4keeps ®
PEDIATRIC DENTISTRY + BRACES

PEARLY WHITES

Logos with brand modifiers

The brand modifiers highlight the individual services provided by each brand within the Abra Health family.

Created by

Levo®

HEALTH