



Brand Guidelines

Brand Guidelines 2024



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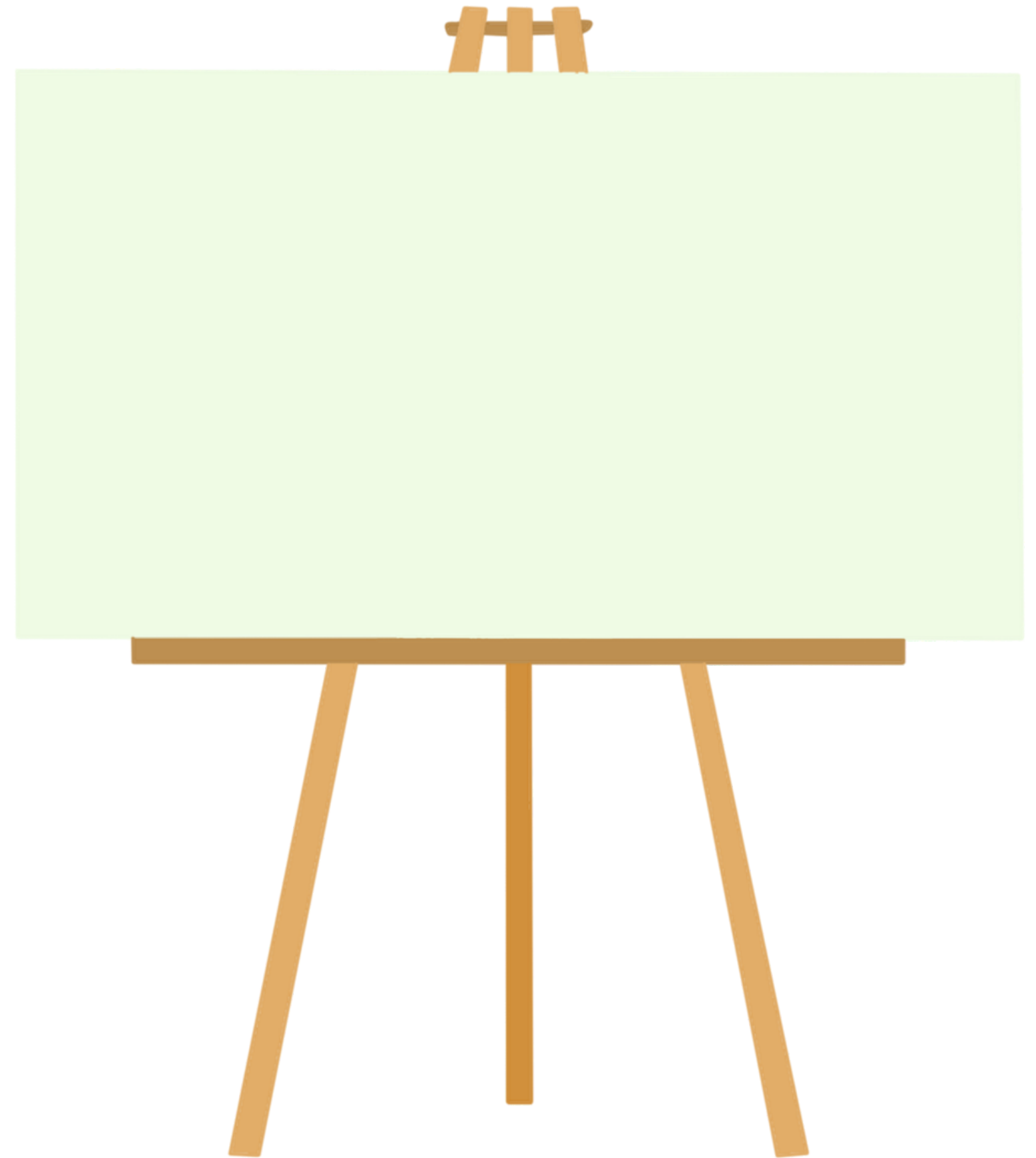
10 Hover Effects



General Layout

Canvas size: 1280 x 720

Canvas padding: Top 60px, Left 60px, Right 60px, and Bottom 60px



Corporate Colors

Color palette for Medinova Health

White

Hex Code
#FFFFFF

Cool Gray

Hex Code
#E0E0E0

Soft Mint

Hex Code
#C8E6C9

Medical Blue

Hex Code
#0097A7

Corporate Colors

Color palette for Medinova Health

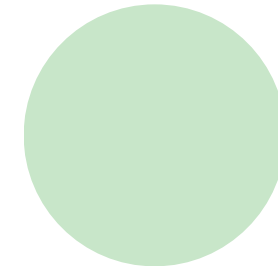
Rich Teal

Hex Code
#00796B

Midnight Blue

Hex Code
#2C3E50

Brand Typography



Main Font

FOR HEADERS

Size: 24px to 36px for main headings,
18px to 24px for subheadings.

Color: Midnight Blue (#2C3E50) or Soft
Mint (#C8E6C9)

Aa

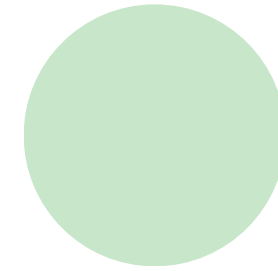
Lato Light

Lato Regular

Lato 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
1 2 3 4 5 6 7 8 9 0

Brand Typography



Main Font

BODY TEXT

Size: 16px for general body text, 14px for secondary text like captions or less critical information.

Color: Primary color in Cool Gray (#E0E0E0) or White for dark backgrounds. For light backgrounds Midnight Blue (#2C3E50)

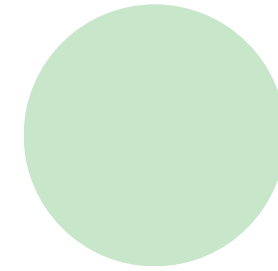
Aa

Montserrat
Regular

Montserrat 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
1 2 3 4 5 6 7 8 9 0

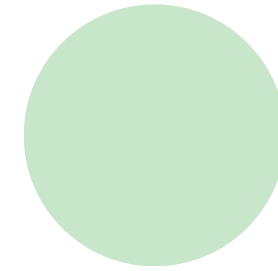
Background Colors



MIDNIGHT BLUE (#2C3E50)

COOL GRAY (#E0E0E0) OR WHITE

Interactive Elements & Highlights

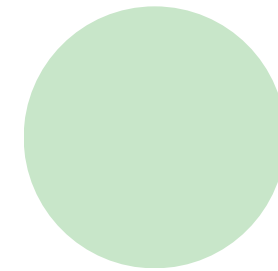


Button Text (Lato): Use 14px to 16px, bolded for emphasis.

Colors: Background in Midnight Blue (#2C3E50) or a deep shade of Rich Teal (#00796B) or for a light background a shade like Cool Gray (#E0E0E0)

Colors: Rich Teal (#00796B) or Soft Mint (#C8E6C9) with text in Cool Gray (#E0E0E0)

Hover Effects



Text Size: 16px, consistent with body text for coherence.

Hover Color Change: Slightly lighten or darken the hover color to indicate interactivity without shifting too dramatically from the base color.