BRAND BOOK

mercurius health advanced oncology solutions

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The Brand Book features the basic principles of our brand identity, from its philosophy, purpose and values to its visual development in all formats.
Mercurius Health is a brand with a 20-years history that is entering a new phase.
This book specifies what makes us unique and how we want to contribute to improve cancer services for the benefit of society.

BRAND TERRITORY

Simplicity/
Simplification

BRAND
VALUES

Can do,
Trustworthy,
Knowledge driven,
Collaborative

BRAND
PURPOSE

We are here to help hospitals and cancer centres to realize their full potential in enhancing peoples lives, maximizing the use of technology to provide better cancer care to patients

BRAND
IDEA

Facilitating world class oncology



BRAND
DESCRIPTOR

Advanced Oncology Solutions

BRAND
CLAIM

Here´s How

BRAND
TONE OF VOICE

Engaging, didactic, compelling, approachable, easy goingand human touch

BRAND

The Mercurius Health figurative mark represents the territory of simplicity and the collaborative nature of its values.

It is a simple brand divided into two colours shaping a wave, which symbolizes the waves used in diagnostic and treatment of cancer.



The two different colours represent two of Mercurius Health´s essential features: technology and health.

mercurius
health

BRAND SYMBOL

The M.

The brand symbol is directly extracted from the logo, being the same initial letter M of the brand. It is the letter M without the complementary part, with a cut-out look, which makes it unique and special, thus taking on the role of brand symbol.

The letter M of Mercurius Health symbolise a bridge connecting two parts. In this sense, the Mercurius Health symbol represents collaboration, support and linkage.





The cut on the letter M of the symbol shows an ascending line, in a positive way and represents the continuous advance of technology in the health universe.

advanced
oncology
solutions

BRAND DESCRIPTOR

The logo with descriptor has two main versions for its use: a vertical and a horizontal one. Both are equally important.
The typography of the descriptor is the brand´s corporate typography: Work Sans.

In the vertical version, the descriptor is placed in a line under the brand, justified on both sides.
In the horizontal version, the descriptor is located on the right side of the mark, in three lines.

Vertical version of the logo with descriptor



Horizontal version of the logo with descriptor



here's how

BRAND CLAIM

We need an expression that shows our attitude: Dynamic, Positive, Empowered, Confident, Straight Forward.

Here’s How

Here’s How is the service attitude of Mercurius Health.

The brand claim is inspired by the Beauty typeface, which has subsequently been modified to make it thinner and subtler.

here's how

It is located below the mark, justified in width to the letters “u” and “s” of the name.

mercurius
health

here's how

USE OF POSITIVE LOGO

The coloured positive main logo is made of two colours: Pantone 309C and Pantone 337C.

The grey-scaled main logo is composed of the following percentages of black: 100% black and 40% black.

mercurius
health

mercurius
health

The use of the coloured positive logo will always be in Pantone, CMYK and RGB colour ranges.

The use of the grey-scaled positive logo will always be used when there is no possibility of using the coloured logo.

USE OF NEGATIVE LOGO

The coloured negative main logo is composed of three colours: White, Pantone 309C (background) and Pantone 337C.

The grey-scaled positive logo is composed of white colour and the following percentages of black: 100% black (background) and 40% black.





The use of the coloured negative logo will always be in Pantone, CMYK and RGB colour ranges.

The grey-scaled negative logo will always be used when there is no possibility of using the coloured logo.

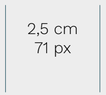
BRAND REDUCTIONS

The logo has a minimum reduction, from which its graphic expression is not recommended.

Three main cases are shown below: the two versions of the logo with a descriptor and the version of the logo without a descriptor.

Vertical descriptor logo:







The logo´s minimum expression of use recommended in this case is 2.5 cm wide in printed media and 71 px in digital media.

Horizontal descriptor logo:







The logo´s minimum expression of use recommended in this case is 3 cm wide in printed media and 85 px in digital media.

Logo:







The logo´s minimum expression of use recommended in this case is 2 cm wide in printed media and 57 px in digital media.



In the very special case in which a smaller version is needed, the word “health” must be increased in size, and justified at the letter “u”.

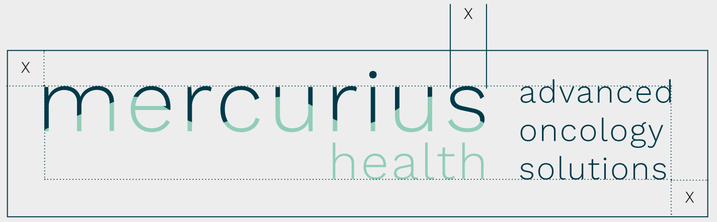
BRAND SECURITY AREA

The safety area protects the logo from being touched or surrounded by anything else or any surrounding expression.

This area is calculated by measuring the width of the letter “s”. With this measurement an imaginary rectangle is created around the logo in a proportional way that can never be exceeded.



Vertical descriptor logo



Horizontal descriptor logo



Logo

BRAND COLORS

We have worked with a range of colours around several parameters.

We use a range of greys to reflect the knowledge and technological progress of our company. In addition, this range will provide the image of the serious and solid company we are to our graphic expression.

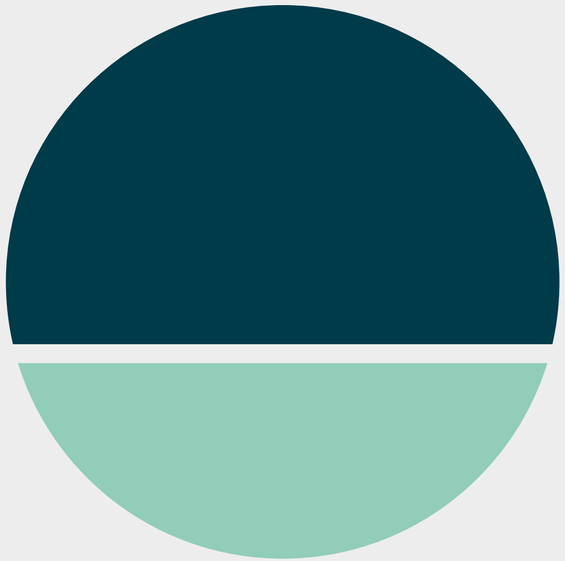
Besides, we propose another range of blue and green colours, which are the ones mostly associated to the “health” sector universally. This range will provide us with the most direct connection to our mission, and it will add a vision of naturalness, as these colours are extracted directly from nature.

In some cases, we propose a third range of brighter and more energetic colours, such as coral and several types of oranges. With these colours we want to bring a more human side, more alive, reflecting closeness to people.



BRAND PRIMARY COLORS

These two are the brand´s basic colours. They are mainly used for the logo, but can also be used in other applications of the brand.



PANTONE **309C**
CMYK **100, 58, 48, 49**
RGB **00, 59, 74**
#**003B4A**

PANTONE **337C**
CMYK **48, 00, 34, 00**
RGB **144, 205, 186**
#**90CDBA**

BRAND SECUNDARY COLORS

The following colours are complementary to the main ones. They cannot be used for the logo. Their use is reserved for other uses in corporate materials.

PANTONE **5487C**
CMYK **64, 47, 45, 22**
RGB **94, 120, 117**
#**5E7875**

PANTONE **7536C**
CMYK **35, 29, 44, 11**
RGB **167, 159, 137**
#**A79F89**

PANTONE **467C**
CMYK **17, 25, 49, 03**
RGB **212, 186, 139**
#**D4BA8B**

PANTONE **5473C**
CMYK **88, 41, 45, 32**
RGB **05, 93, 103**
#**055D67**

PANTONE **5483C**
CMYK **71, 30, 37, 01**
RGB **75, 133, 142**
#**4B858E**

PANTONE **7709C**
CMYK **63, 12, 27, 00**
RGB **97, 176, 187**
#**61B0BB**

PANTONE **178C**
CMYK **00, 77, 54, 00**
RGB **235, 90, 94**
#**EB5A5E**

PANTONE **486C**
CMYK **03, 54, 48, 01**
RGB **238, 143, 122**
#**EE8F7A**

PANTONE **489C**
CMYK **06, 30, 28, 00**
RGB **239, 194, 179**
#**EFC2B3**

BLACK
CMYK **00, 00, 00, 100**
RGB **29, 25, 27**
#**1D1D1B**

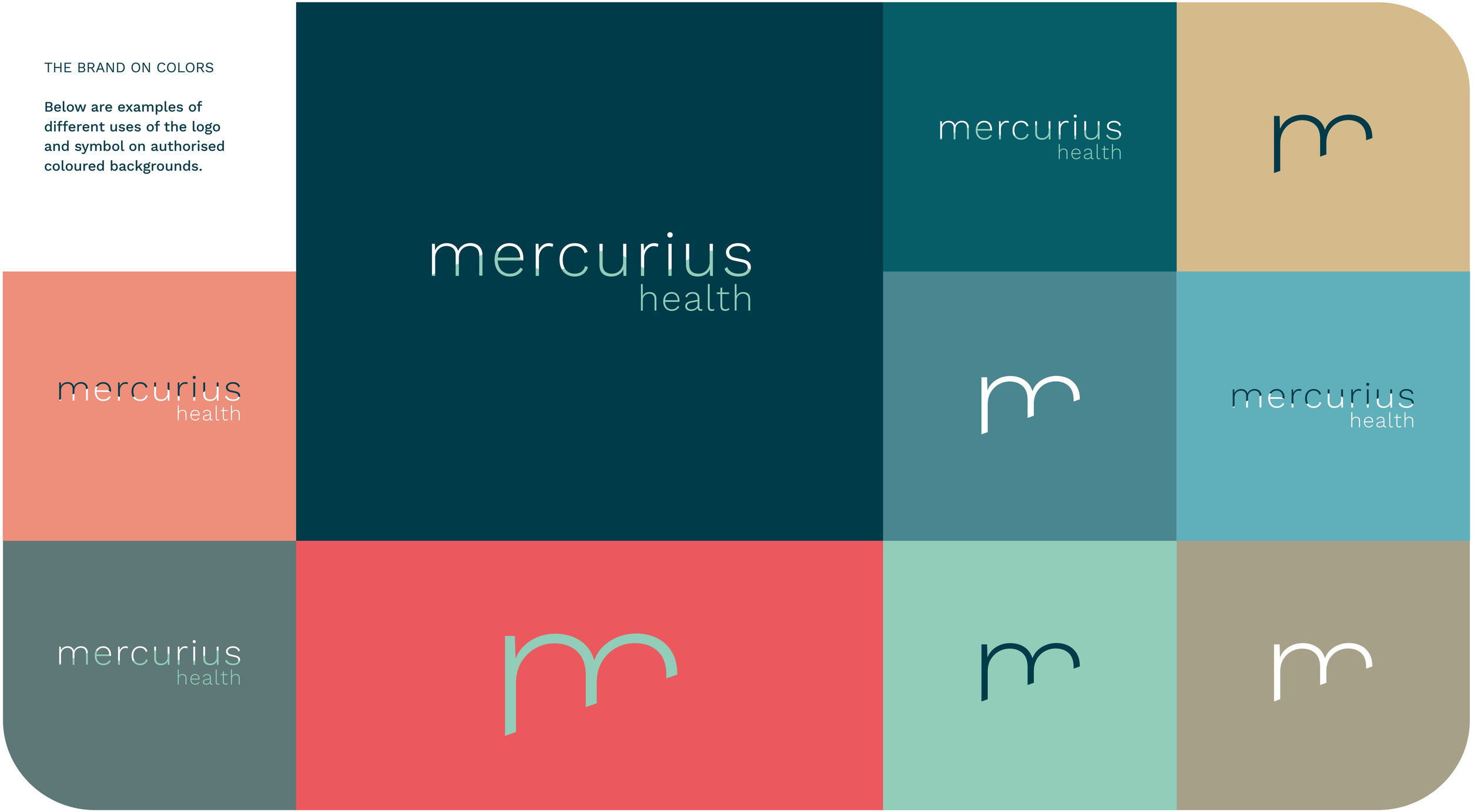
BLACK **75 %**
CMYK **00, 00, 00, 75**
RGB **100, 99, 99**
#**646363**

BLACK **40%**
CMYK **00, 00, 00, 40**
RGB **178, 178, 178**
#**B2B2B2**

WHITE
CMYK **00, 00, 00, 00**
RGB **255, 255, 255**
#**FFFFFF**

THE BRAND ON COLORS

Below are examples of different uses of the logo and symbol on authorised coloured backgrounds.



THE BRAND ON PHOTOGRAPHS

Below are examples of the use of the logo and symbol on photographic backgrounds.





















BRAND TIPOGRAPHY

The main corporate typeface is the Work Sans family. It is a Sans Serif typography, very simple, modern, easy to read and with a friendly expression. It is a Google Fonts typography and this allows its use to be applicable to most digital media and materials, as well as printed media.

The Office typography is the Trebuchet MS family. Like the main typography, it is a modern, simple and easy-to-read one. This typeface will be used for Office materials, such as power point presentations and, in some cases, for email marketing.

work sans

work sans black *italic* work sans extra bold *italic* work sans bold *italic* work sans semibold *italic* work sans medium *italic* work sans regular *italic* work sans light *italic* work sans extra light *italic* work sans thin *italic*

trebuchet MS

trebuchet MS bold ***trebuchet MS bold italic*** trebuchet MS regular *trebuchet MS italic*

Aa

WORK SANS TYPOGRAPHY

Work Sans is a typeface family based loosely on early Grotesques, such as those by Stephenson Blake, Miller & Richard and Bauerschen Giesserei. The Regular weight and others in the middle of the family are optimised for on-screen text usage at medium-sizes (14px-48px) and can also be used in print design.

Aa

TREBUCHET MS TYPOGRAPHY

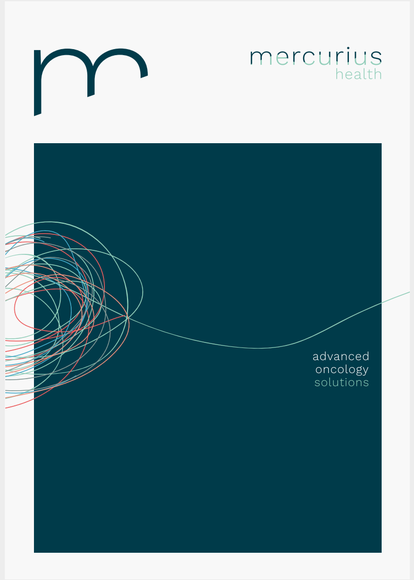
Trebuchet MS is a sans-serif typeface designed by Vincent Connare for Microsoft Corporation in 1996. It was named after the medieval siege machine. It is worth noting that this font is the default one for the title bars of Windows XP windows.

CORPORATE STATIONARY

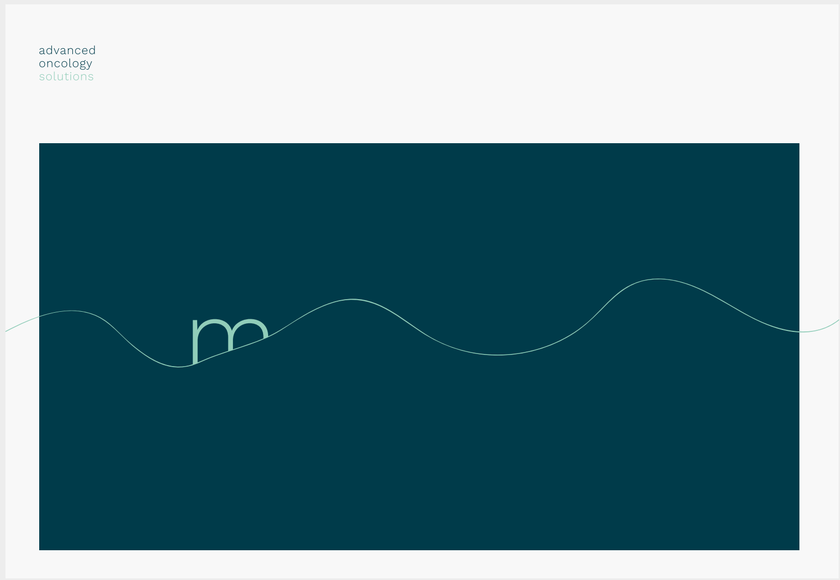
The corporate materials show a minimalist design, with a simple and clean composition.

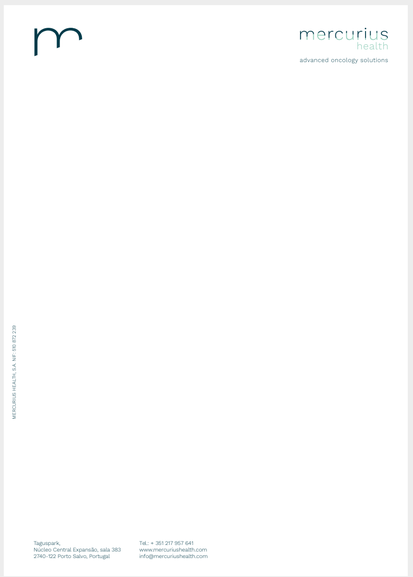
There are templates of some of these materials. Below are examples of materials for corporate use such as folder covers, letterheads, envelopes and cards.

Folder cover



Folder interior





Letterheads



Envelopes



Cards



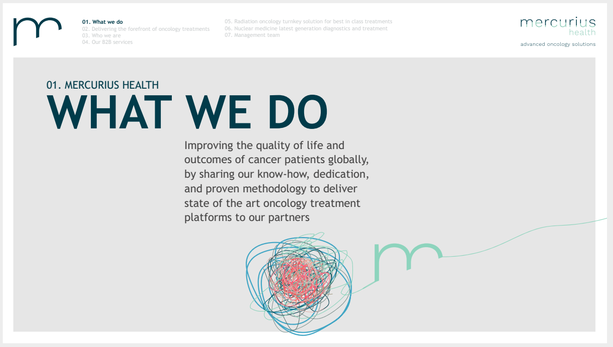
The style of photographs used in Mercurius Health corporate materials express freedom, nature and people.

CORPORATE PRESENTATIONS AND SALES MATERIAL

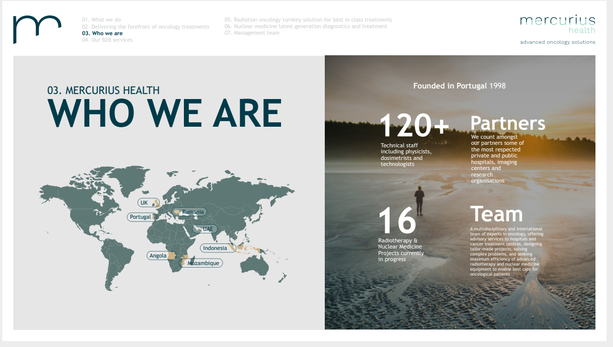
There are pre-defined templates for brand presentations, as shown below.

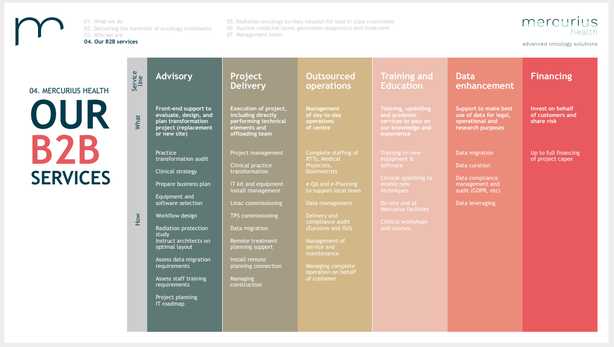
The style of the presentations is modern, with a design based on the editorial design, with the use of photography and main and secondary colours, as essential characteristics.

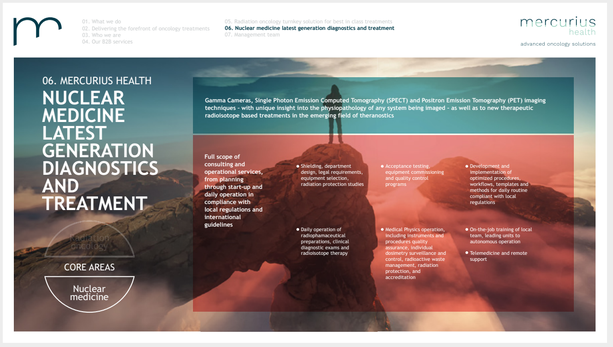












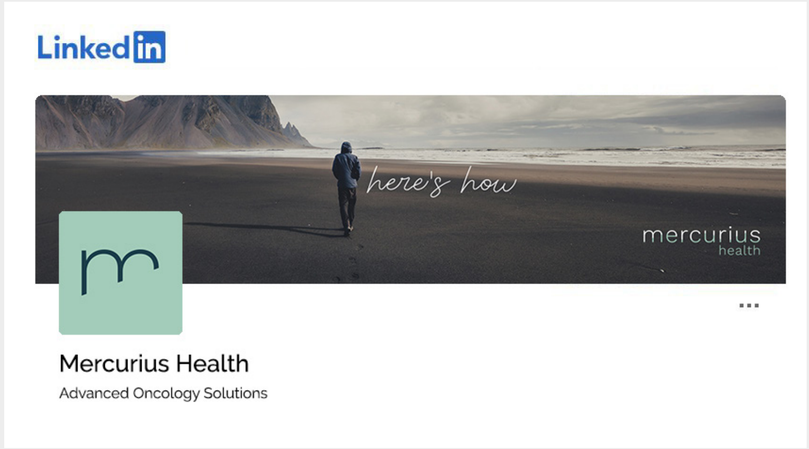




The Mercurius Health presentation and sales materials photography style, in addition to the previous style of landscape, nature, freedom and people photography, adds a more closed portrait photography style of people and healthcare personnel.

BRAND DIGITAL

The use of the brand in digital media allows the use of the symbol in social media profiles, as well as images in natural spaces with people or the application of the claim and logo on the image.







The design of social media profiles is composed of the symbol M and the flat background in the corporate colours.

The images of digital publications can show the logo on the image and the claim or headlines of the campaign being carried out.

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EMAIL SIGNATURE

There is a corporate signature template for emails. An example of this template is shown above, with the display and order of contents.



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For more information, contact us: **info@mercuriushealth.com**