

•practo•

---

# Introduction

Every organization creates a visual identity that is the sum of its many parts. Each one of Practo's visual applications has been designed to create a lasting and unique impression upon those that view it, whether they see one or every part.

Each proportion, position, size, color, and material we describe has been chosen after thorough and careful consideration of their functional and aesthetic implications. By adhering to the spirit of these guidelines, you will ensure that the high standard of quality which Practo demands is maintained.

You must be vigilant in maintaining the rules and practices laid out within this book; otherwise inconsistencies will begin to build up that will damage the overall Practo identity. It is only through careful maintenance over a long period of time that an identity is able to become iconic.

By using the tools detailed here you are making a personal contribution to the Practo experience for users, providers, and employees alike.

## **Technical information**

This document has been specifically designed for full-screen viewing. It utilizes vector artwork and typography so that small or large screens will be able to display it equally well.

Relative scale for our various applications will not be noted, as the images may be viewed with a wide array of screen sizes and zoom levels.

All colors, even when described otherwise, are shown as their RGB equivalents. Because of this, it is not recommended to print this document. If you do so, please understand that the resulting colors will not reflect the intentions described within.

# Table of Contents

## 1A. Brand Elements – User-facing

Logo	Our Primary Logo	1
	Clear Space & Minimum Size	2
	Aligning the Logo	3
Color	Practo Colors	6
	Practo Secondary Colors	7
	Our Logo on Color	8
	Logo Contrast Guidelines	9
Typography	Practo Typography	10
Iconography & Illustration	Overview	11
	Small Iconography	12
	Medium Iconography	13
	Illustration	14
Photography	Photography Guidelines	15
	Our Logo on Photography	16
	Photography Manipulation	17
What Not to Do	Incorrect Logo/Photo Use	18
	Circles, Spheres, Dots, etc.	19
	Incorrect Logo Use	20

## 1B. Brand Elements – Provider-facing

Logo	Provider-facing Practo Logo	23
Color	Provider-facing Practo Colors	24
	Provider-facing Logo on Color	25
	Provider-facing Logo	26
	Contrast Guidelines	
Products for Providers		27
Sub-Brands	Sub-brand Product Logos	28
	Clear Space & Minimum Size	29
	Sub-brand Products Logo Use	30
	Incorrect Sub-brand Logo Use	31

## 2. Brand Architecture

Overview		33
User-facing	Overview	34
	Application Examples	35
Provider-facing	Overview	36
	Application Examples	37

## 3A. Brand Applications – Digital

External	App Branding	39
	Social Media Branding	40
Internal	Email Formatting & Signature	41
	Presentations	42
Video	Logo Bug	45
	Sign-off	46

## 3B. Brand Applications – Print

Stationery	Overview	48
	Business Card	49
	Letterhead	50
	Press Release/Memo	51
	Envelope	52
	Shipping Labels	53
	Folder	54
	US Business Card	55
	US Letterhead	56
Print Collateral		57
Advertising		59

## 3C. Brand Applications – Apparel, Promotional Material, and Events

Apparel		61
Promotional Items	For Employees & Users	62
	For Providers	63
Events	Tradeshow Booths	64
	Press Walls	67

## 3D. Brand Applications – Signage

Corporate	Flags & Banners	69
	Interior Signage	70
	Building-mounted Signage	72
For Providers	Door Decal	73
	Existing Signage Replacement	74
	Clinic Signage	75

---

# Practo Identity Guidelines

## 1A. Brand Elements – User-facing

---

# Our Primary Logo

**This is our primary logo**

Rooted in clean geometric shapes, our logo has been created especially for Practo.

Our logo features two circles, one to represent our users, another to represent providers. Practo is what brings these two groups of people together, so our name sits between them.

The primary Practo logo uses two colors—the Dark Blue which is tied to every experience at Practo, and the Light Blue which is for the user-facing experience. This Light Blue is also our corporate color. For further details on these colors, see page 6.



# Clear Space & Minimum Size

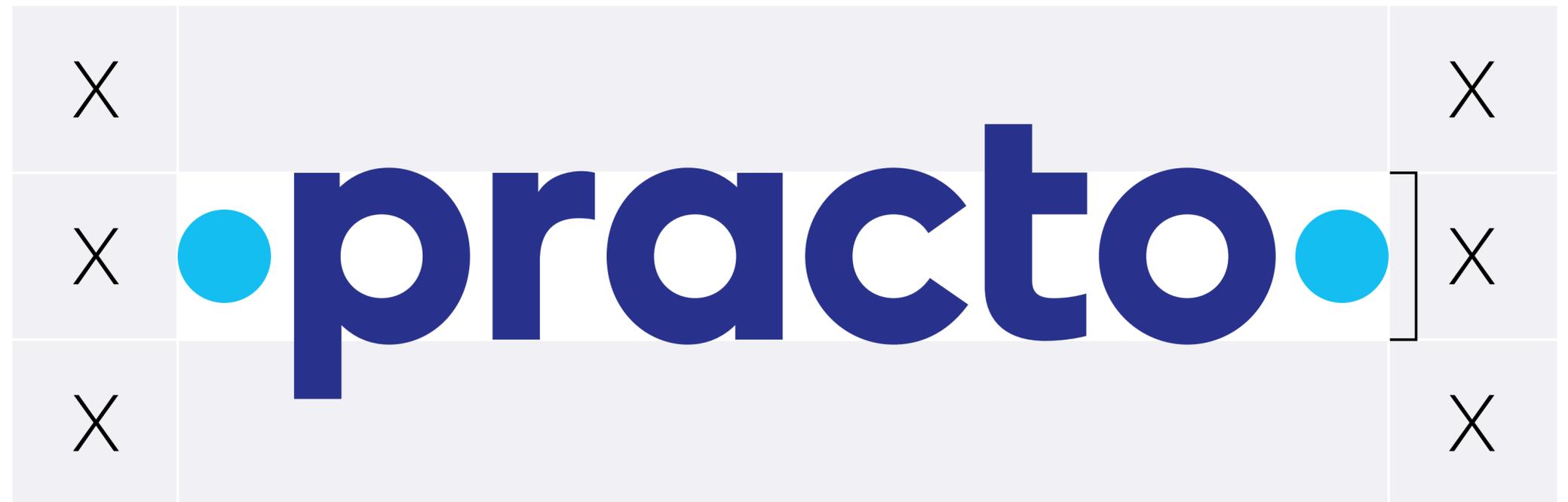
## This space is sacred and inviolable

To ensure its integrity and visibility, our logo's immediate surrounding area should be kept clear of competing text, images, and graphics at all times. It must be surrounded on all sides by an adequate "clear space". For the Practo logo, this space is equal in size to the x-height of our logotype (the height of a lowercase letter such as "x"), as indicated on the diagram.

If you are ever unsure of the amount of clear space for an application of our logo, it is best to err on the side of caution and use more rather than less.

## The minimum size of our logo

Our logo has been drawn in such a way that it is legible even when miniscule. There are limits to how small we want it to be, however; the width of our logo should never go below 60 pixels in digital applications or 9mm in print.



•practo•



60px or 9mm minimum width

# Aligning the Logo – To an Element

Our logo requires special attention when it is aligned to an element's edge. This could be a block of text, a shape, or a photograph—anything with a straight edge.

Mechanical alignment (relying on the computer to “snap” it to the margin) will not align the logo properly. You must make sure to align it using the methods described here in order to create proper optical alignments.

## Left or right alignment

When the logo is aligning to the left or right, align to the center of the circles. This allows for better optical alignment to the edge. You must never align to the outer edge of the circles, or to the letters within the logo, as this will create an imbalanced alignment.

## Top alignment

When the logo is aligned to the top, use the x-height of the letters in the logo. The arm of the “t” is a good element to use, as it is totally flat.

## Bottom alignment

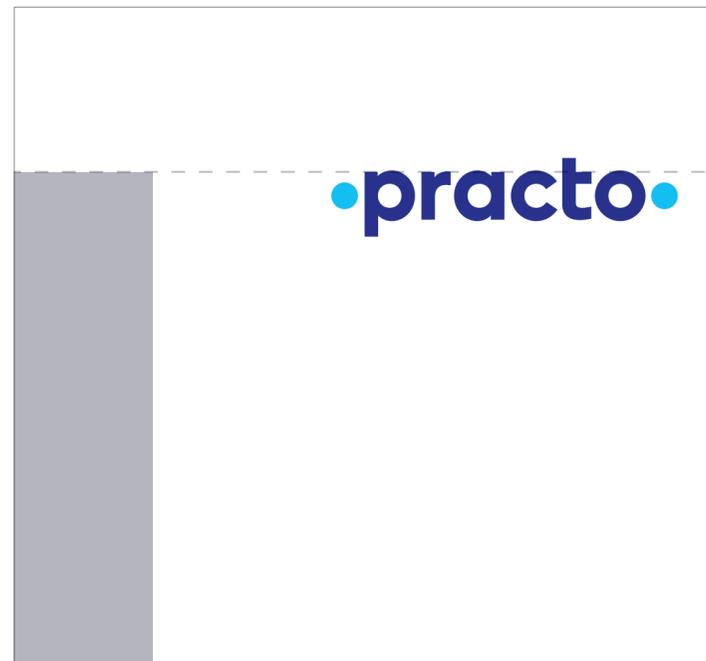
When the logo is aligned to the bottom, use the baseline of the letters in the logo (the line on which the letters sit). The bottom of the “r” is a good element to use, as it is totally flat.



To left-align, use the center of the left circle



To right-align, use the center of the right circle



To top-align, use the logo's x-height



To bottom-align, use the logo's baseline

# Aligning the Logo – To Corners

Our logo requires special attention when it is aligned to a corner. Mechanical alignment (relying on the computer to “snap” it to the margin) will not align the logo properly. You must make sure to align it using the methods described here in order to create proper optical alignments.

The left or right circle needs to be optically adjusted to the edge of the corner to which it is aligned. Because of this, the margin must be greater than the minimum clear space as defined on page 2. The minimum margin is therefore defined as  $1.3x$ , where  $x$  is the x-height of a letter in the logo.

## Left or right alignment

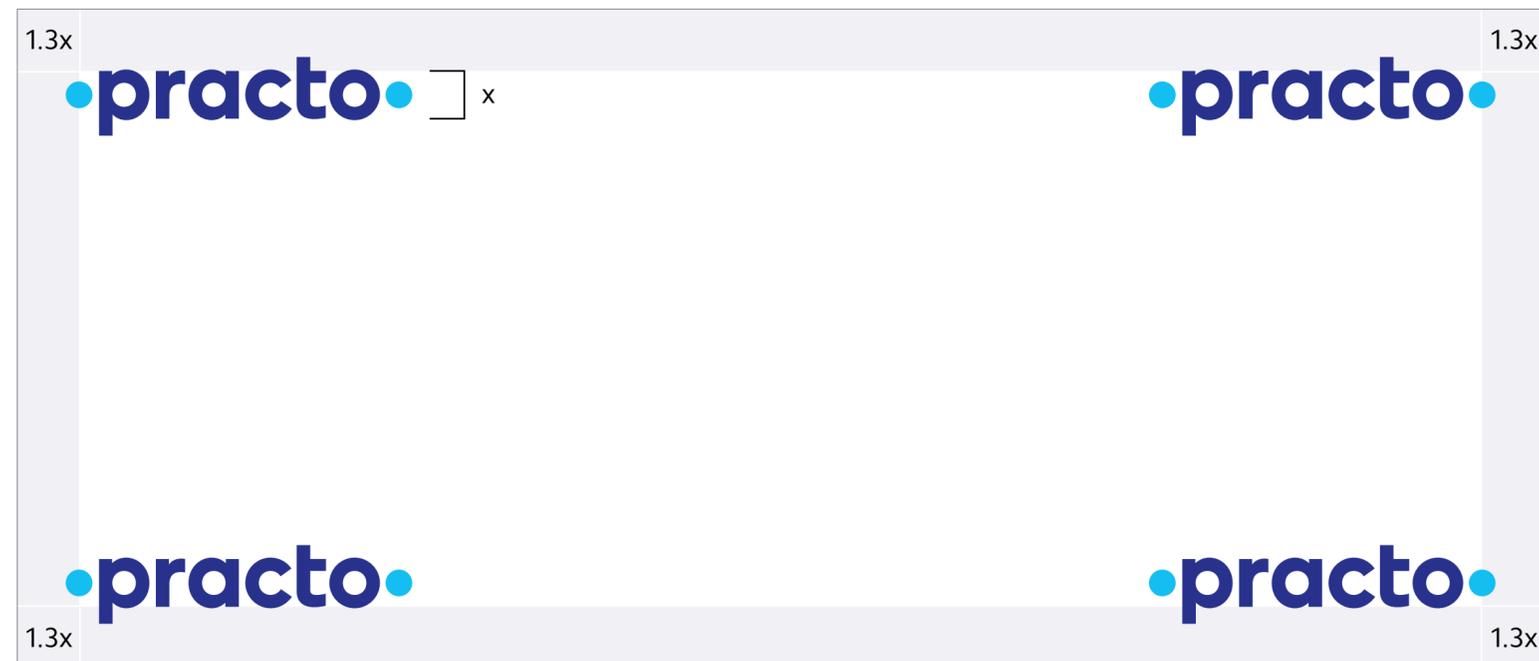
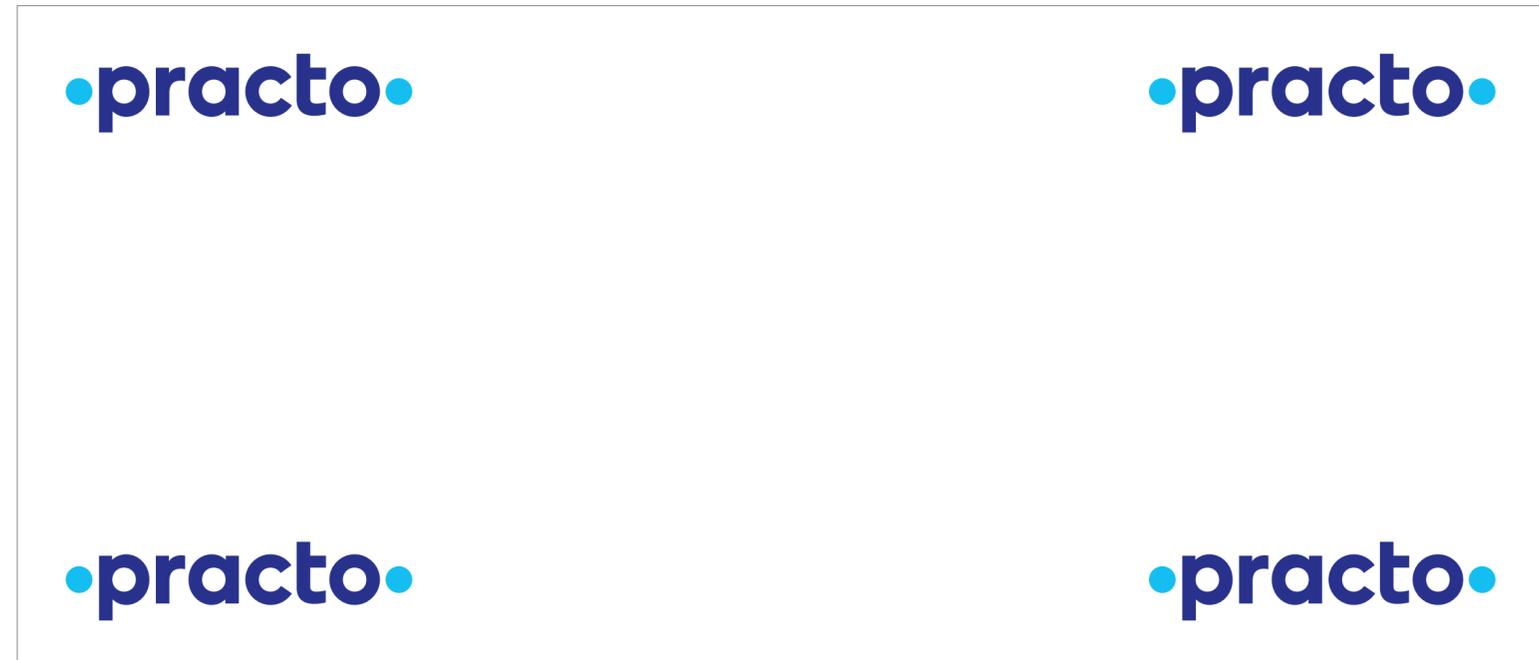
When the logo is aligning to the left or right, align to the center of the circles. This allows for better optical alignment to the corner. You must never align to the outer edge of the circles, or to the letters within the logo, as this will create an imbalanced alignment.

## Top alignment

When the logo is aligned to the top, use the x-height of the letters in the logo. The arm of the “t” is a good element to use, as it is totally flat.

## Bottom alignment

When the logo is aligned to the bottom, use the baseline of the letters in the logo (the line on which the letters sit). The bottom of the “r” is a good element to use, as it is totally flat.



# Aligning the Logo – Centering

Mechanical alignment (relying on the computer to “snap” it to the absolute center) will not align our logo properly. You must make sure to align it using the methods described here in order to create proper optical alignments.

When you are centering the logo, its position relative to the space it is being centered within depends on how tall that space is. We will describe these heights in multiples of  $x$ , where  $x$  is the height of the logo’s lowercase letters. The minimum height for a space in which the logo will exist is  $3x$ , per our clear space definition on page 2.

### <7x high space

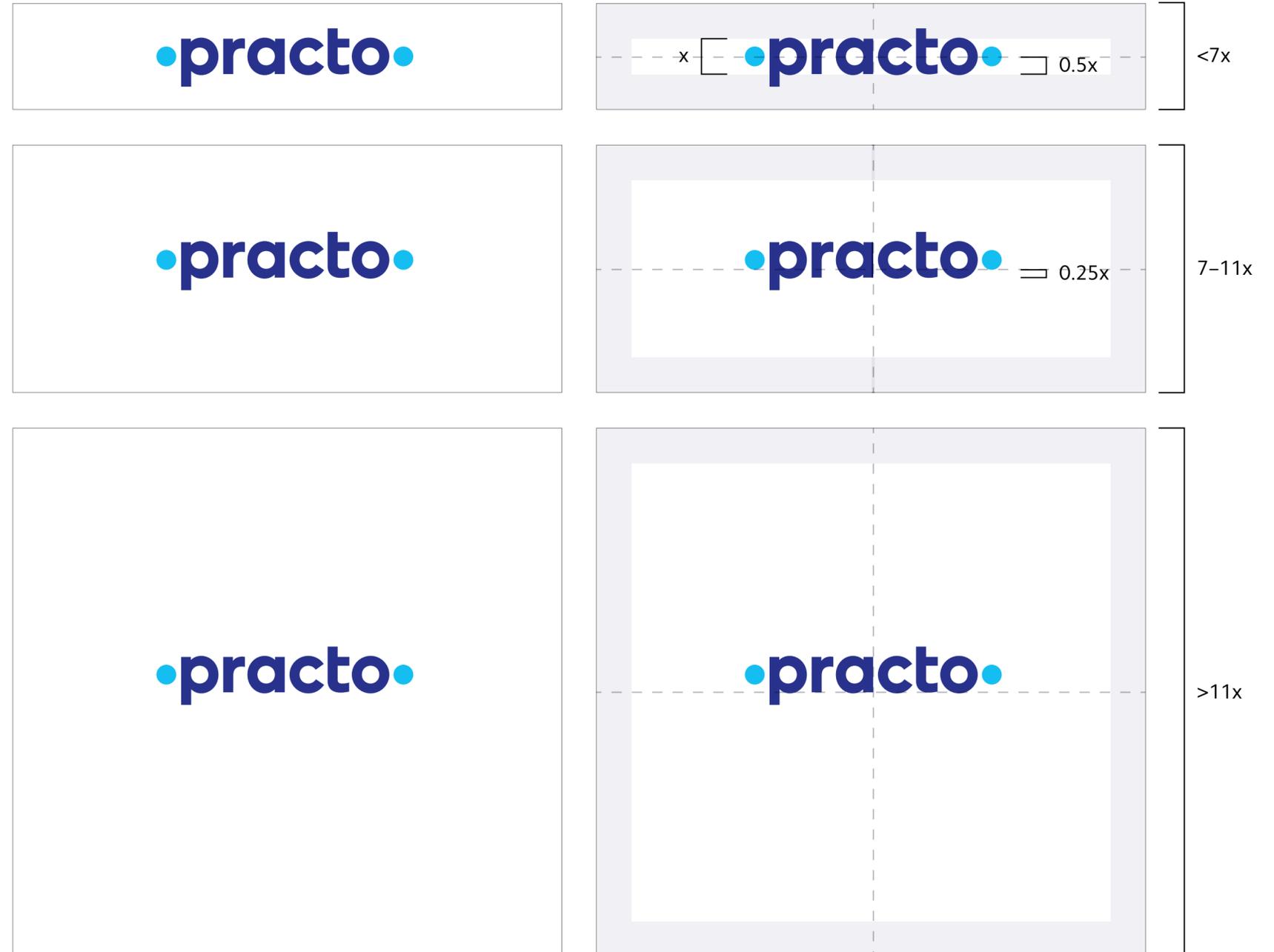
When centering the logo in a space that is between  $3-7x$ , you must set the baseline of the logo  $0.5x$  below the center line.

### 7-11x high space

When centering the logo in a space that is between  $7-11x$ , you must set the baseline of the logo  $0.25x$  below the center line.

### >11x high space

When centering the logo in a space that is higher than  $11x$ , you must place the baseline of the logo on the center line.



# Practo Colors

## These are our brand's core colors

Our Dark Blue is the color that ties all Practo experiences together. It can be used in both user-facing and provider-facing materials.

Our Light Blue is used in the user-facing experience and is also our corporate color.

### Practo Dark Blue

**RGB** 40,50,140  
**HEX** #28328C  
**CMYK** 100,95,0,5  
**PMS** 287C

### Practo Light Blue

**RGB** 20,190,240  
**HEX** #14BEF0  
**CMYK** 67,2,0,0  
**PMS** 298C

# Practo Secondary Colors

## This is our secondary color palette

These colors should be used as sparingly as possible; however, they are available should you need something beside our core colors.

This palette was developed primarily for use on the web. White text is never to be used on the yellow or lime—they do not have the necessary contrast.

Please note that there is no secondary blue. We do not want to dilute the power of the brand's core blues with another hue. Any other blues are never to be used.

## Neutral colors

Shades of gray are acceptable when the situation calls for it. Here are three gray values available for your use.

Notice that these are not completely achromatic but slightly cool (more blue than red/green). This makes them nicely suited to pair with the blue tones of the core colors.

<p><b>Red</b></p> <p>RGB 255,45,0 HEX #FF2D00 CMYK 0,100,100,0 PMS 1795C/1795U</p>	<p><b>Orange</b></p> <p>RGB 255,120,0 HEX #FF7800 CMYK 0,65,100,0 PMS 166C/158U</p>	<p><b>Yellow</b></p> <p>RGB 255,235,0 HEX #FFEB00 CMYK 0,10,100,0 PMS 116C/114U</p>	<p><b>Lime</b></p> <p>RGB 170,255,0 HEX #AAE100 CMYK 45,0,100,0 PMS 368C/366U</p>	<p><b>Green</b></p> <p>RGB 0,165,0 HEX #00A500 CMYK 100,0,100,5 PMS 7482C/7482U</p>	<p><b>Purple</b></p> <p>RGB 160,60,255 HEX #A03CFF CMYK 70,85,0,0 PMS 268C/268U</p>
<p><b>Gray 1</b></p> <p>RGB 180,180,190 HEX #B4B4BE CMYK 2,1,1,22 PMS 427C/427U</p>		<p><b>Gray 2</b></p> <p>RGB 65,65,70 HEX #414146 CMYK 20,6,6,80 PMS 430C/430U</p>		<p><b>Gray 3</b></p> <p>RGB 30,30,40 HEX #1E1E28 CMYK 66,25,25,91 PMS 432C/432U</p>	

# Our Logo on Color

## On white

This full-color version on white is the first choice configuration and should be used whenever possible.

## On black

When presented on black, our logotype becomes white and the circles Light Blue.

## On Practo Dark Blue

When presented on Practo Dark Blue, our logotype becomes white and the circles become Practo Light Blue.

## On Practo Light Blue

When presented on Practo Light Blue, you must use the all-white version of the logo.

## On Practo secondary colors

When presented on a Practo secondary color, you must use the one-color version of the logo. If there is sufficient color contrast, then the white logo is preferred—if not, use black. See the following page for contrast guidelines.



# Logo Contrast Guidelines

In order to ensure proper contrast, we have defined explicit background guidelines for determining which logo configuration to use.

For background values between 0- and 5%, either the Practo Dark Blue logotype/Practo Light Blue circles configuration or the all-black configuration are acceptable. The color configuration is strongly preferred.

For background values between 15% and 30%, only the all-black configuration is acceptable.

For background values between 30% and 50%, either the all-black or all-white configuration is acceptable.

For background values between 50% and 70%, only the all-white configuration is acceptable.

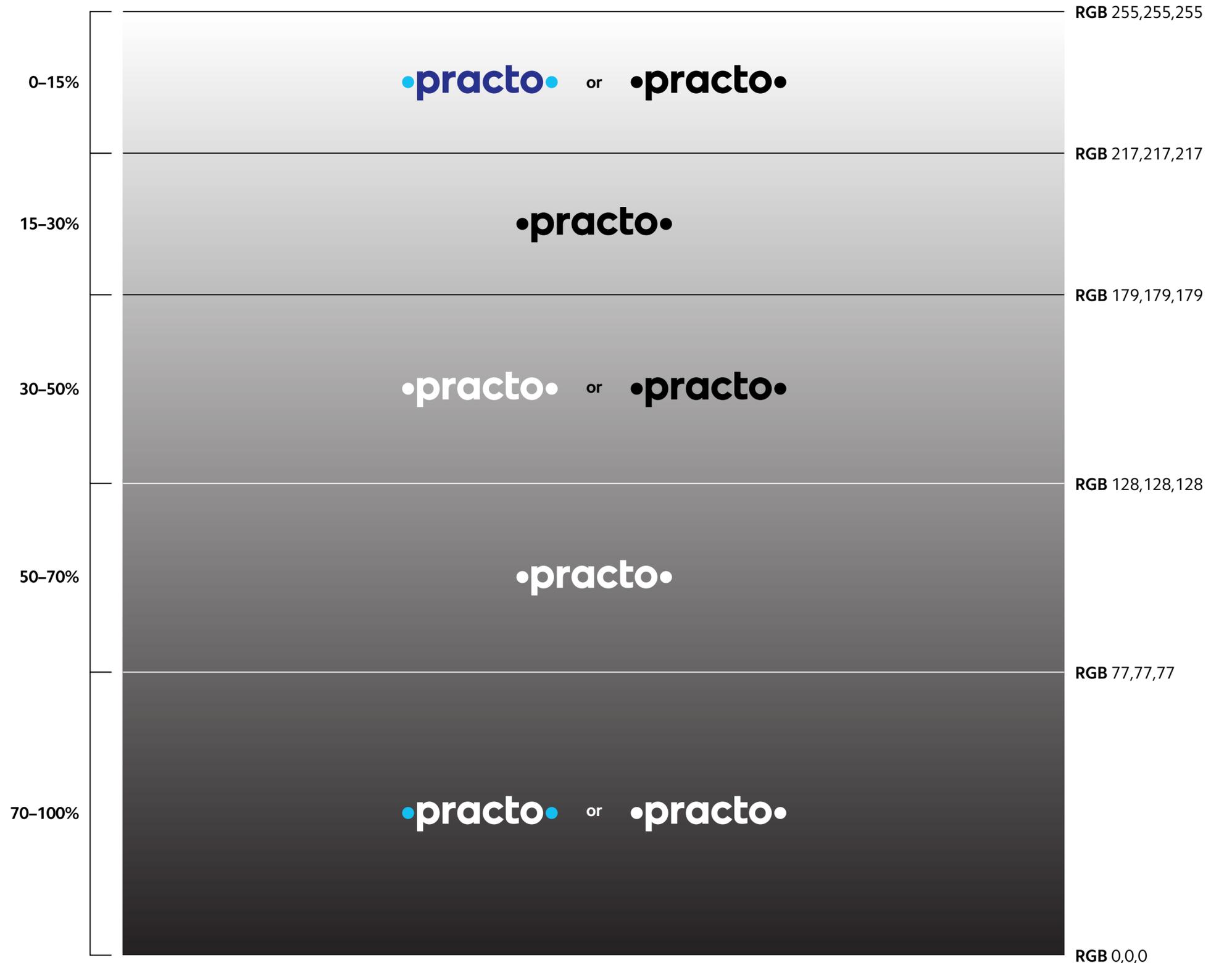
For background values between 70% and 100%, either the white logotype/Practo Light Blue circles configuration or the all-white configuration are acceptable. The color configuration is strongly preferred.

### Choosing the right background

A logo configuration that features Practo Light Blue circles should be used whenever possible. Without these colors the logo loses its connection to the user-facing/corporate side of Practo and becomes ambiguous. Keep this in mind when selecting your background area for the logo.

### Our logo on color backgrounds

If you are using a non-grayscale background color you can find the local value of that color by converting it to black and white in image editing software such as Photoshop. Once the local value of your color has been determined, compare it to the RGB values in this table.



## This is our typeface

Camphor is a modern typeface designed by Nick Job for Monotype, which draws inspiration from the typography of the London Underground in the early 1900s.

It is a versatile sans-serif typeface that shines both when used for a large headline and for smaller, dense body copy. It can and must be used for everything Practo touches—print, web, user-facing, provider-facing. If you can name it, you'll use Camphor for it.

The only scenario in which you will not use Camphor is when you are unable to do so because of technological restrictions. One such example is email where we will use the closest cross-platform font, Verdana.

While the rupee character is not included in the font, a custom one has been drawn in both bold and regular, as it will see a lot of use within Practo's written applications.

## This is our typeface, bold

Camphor Bold is used both to emphasize text within copy and to further distinguish headlines from body copy.

This is the only other weight of Camphor which we use. By reducing our weights to a set of two, we can ensure proper contrast between what is bold and what isn't in all cases.

By using two weights, we are also able to keep the licensing and bandwidth impact to an absolute minimum. This is a critical issue at Practo, as millions of our substantially-sized user base are on mobile devices with spotty connections. In this scenario every kilobyte counts.

# Camphor Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - - — ! @ # % ^ & \* ( ) ? ₹

# Camphor Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - - — ! @ # % ^ & \* ( ) ? ₹

# Iconography & Illustration Overview

## These are your graphic communication tools

There are three levels of graphic communication within Practo: small one-toned icons, medium two-toned icons, and large illustrations.

Committing to three distinct levels of graphics allows us to be explicit and intentional in the way we convey our messages visually.

It is critical that this schema is carefully followed and protected over time. One of the most common and damaging mistakes an organization can make is to create everything that has a visual component on a case-by-case basis. This gradually results in a deeply eroded and fractured brand.

These pieces have been conceived in such a way that gives you a great deal of creative leeway to meet the needs of each design problem you'll face. Over time, by working within this system, you will build a whole much greater than the sum of its parts.



# Practo Small Iconography

The small one-toned icons are to be used for basic UI elements (such as the magnifying glass for a search bar), or to distinguish lists of similar items (such as a list of medical specialties).

These icons are small and simple while containing character and style unique to Practo. Your first and most important priority when making one of these icons is to ensure that they communicate their meaning clearly.

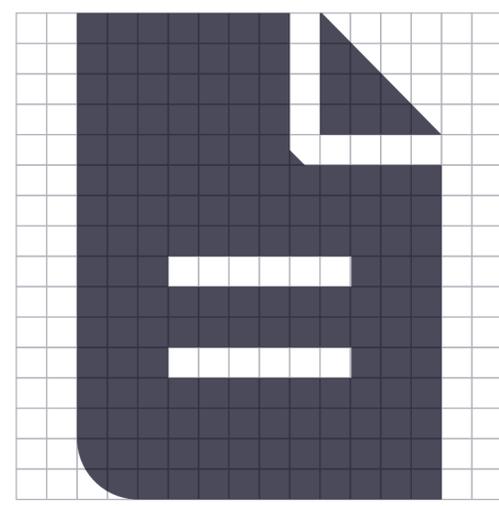
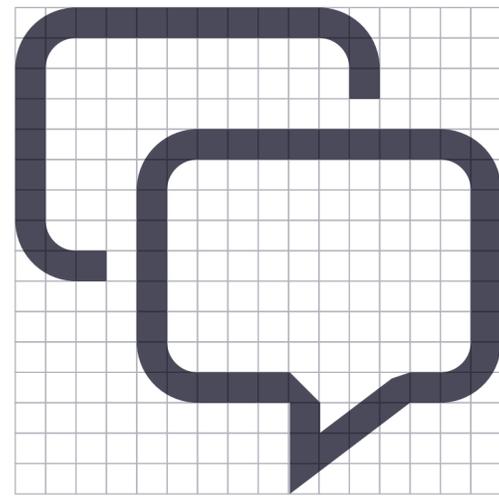
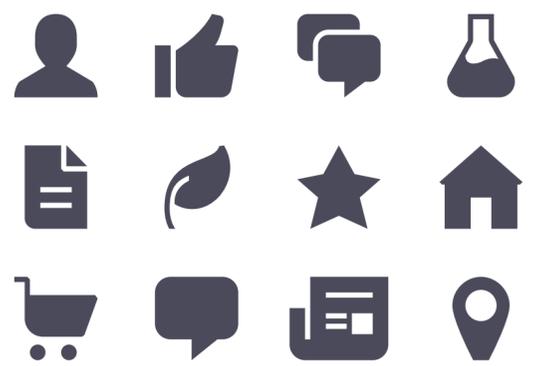
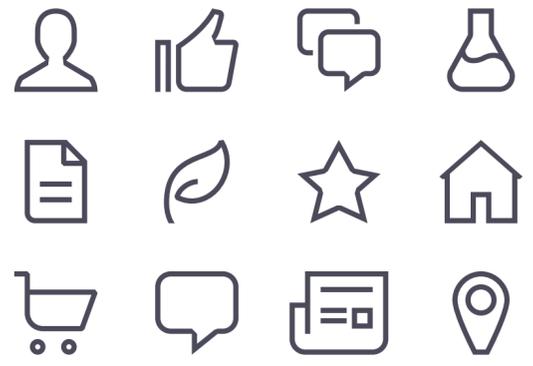
A major problem on the web is over-iconification. As with many other things we will discuss here, before you put one or more of these on a page, ask yourself "Do we need this?" If it simply adds more visual noise to a page, and makes the information less easy to understand quickly, then do not use it.

The small icons are built on a 16 unit high grid. They have a 1 unit stroke for the outlined version. The width is variable, but ideally 16 units to create a square format.

A filled version should be made to display an "active state" of the icon, should it be used as a selectable element.

Some edges may be beveled per the discretion of the designer in order to give it a special Practo look.

Small icons must be displayed at 16px, 32px, or 48px—no larger, smaller, or in-between sizes.



# Practo Medium Iconography

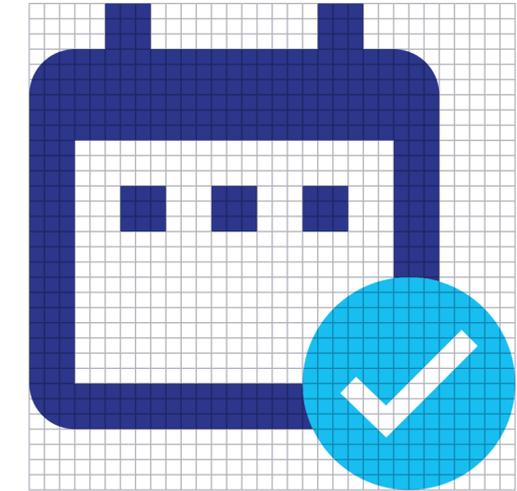
The medium two-toned icons are to be used when a larger, more colorful metaphor would be helpful. Marketing pages that have several paragraphs describing discrete product features are a good example.

They are built on a 32 unit high grid. They take advantage of right angles when possible. The width is variable, but ideally 32 units to create a square dimension.

There are always two colors in addition to white/negative space. The colors chosen should be dictated by the context of the application. While the brand colors (Dark Blue, Light Blue, and Saffron) are fine choices, it is equally acceptable to use colors from the secondary palette or the Practo grays, which are defined on page 6. Several of these variations are shown on the right.

These icons always consist of two elements or figures, with each element having only one color. The rear element always takes the cooler/darker color.

Medium icons must be displayed at 64px, 96px, or 128px—no larger, smaller, or in-between sizes.



# Practo Illustration

Our illustrations are to be used when a large, visually rich image is best suited for the application.

The illustrations' colors should be bold and vibrant, never muted or dull. The shapes within the illustrations should be loose—avoid sharp corners and forms whenever possible. The overlapping areas of the forms are made visible by using the multiply effect.

They should be friendly, vibrant, and when possible, humorous. Some anthropomorphism for objects is acceptable as long as it is not overdone. Adding hands to an object is acceptable, but facial features such as noses or eyes are not.



# Photography

## Great photography makes a massive difference

“Practo is your home for health”—think about that phrase each time you’re selecting a photograph. Always stress wellness, not sickness.

Family-focused photography with a diversity of age and a consideration to geography is key. Show people outside the healthcare environment whenever possible—healthy, fun activities are your ideal. Strive to achieve natural, earnest, and documentary-like photography.

Always be careful in the layout of the photograph as well as the cropping. Use the rule of thirds. Create tension to the corners (without cropping off someone’s head or feet). If you are unsure about your choices, then get another set of eyes on it—a design lead should be able to help.

## What to avoid with photography

Don’t show overly staged or cheesy photos with unnatural poses or facial expressions (common in stock photography).



# Our Logo on Photography

### A powerful combination

The combination of photography and our logo can create a strong impression, but you must use a very careful eye when doing so. Respect the Practo logo clear space area as defined on page 2. Place the logo on an area that is as low-contrast and free of sharp detail as possible. See page 9 for specific contrast guidelines.

Use color photography whenever possible. Our ideal scenario uses the Dark Blue logotype/Light Blue circles configuration on an area that is white or near-white, as shown here. When sufficient color contrast is not available, use the white logotype/Light Blue circles configuration.

When it is required by production restrictions, use of black and white photography is acceptable. The same color contrast rules apply here—white logo on a dark background is preferred, though black on light background is permissible.

The alignment and placement of our logo must always refrain from being arbitrary—evenly align it relative to a corner when situated near one, or center it, as shown here. See page 4 for specifics on alignment. As you can see in this example, it is possible to manipulate some photos to generate the desired contrast. When you are able to create enough contrast for the white logo without causing photographic issues, do so. See the following page for photo manipulation guidelines.



When on white or near-white, use the default color combination



When on color with insufficient contrast to the Dark Blue, use the white



When using a black and white photo with a dark background, use the white logo



When using a black and white photo with a light background, use the black logo

# Photography Manipulation

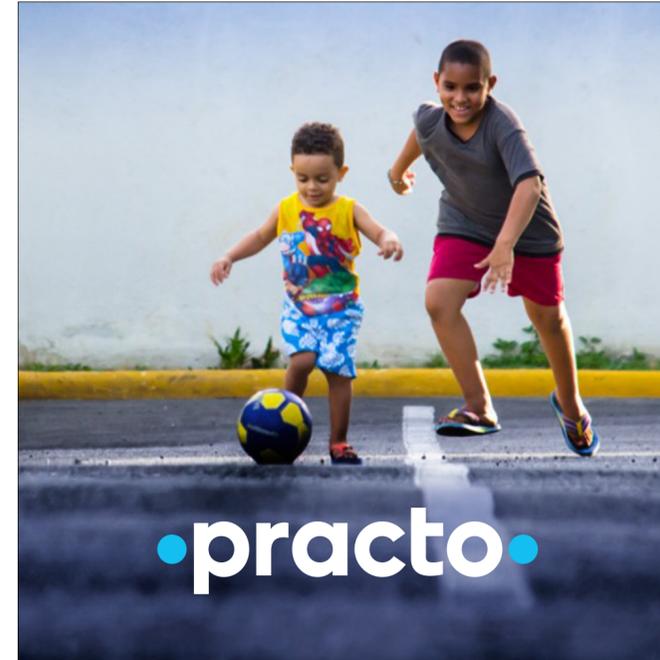
As mentioned on page 16, our ideal photo layout uses the Dark Blue logotype/Light Blue circles or the white logotype /Light Blue circles configuration.

Try to choose an image whose colors provide strong contrast with the logo. Place the logo in an area of the image that is not busy in order to avoid competition. See page 9 for specific contrast guidelines.

If a desired image does not provide sufficient contrast, it is sometimes possible to manipulate the photo. This can be done by adjusting lightness, saturation, sharpness, etc. Be very careful not to over-edit photos to a degree that is distracting or unnatural. The goal is to create an open space for the logo to shine.



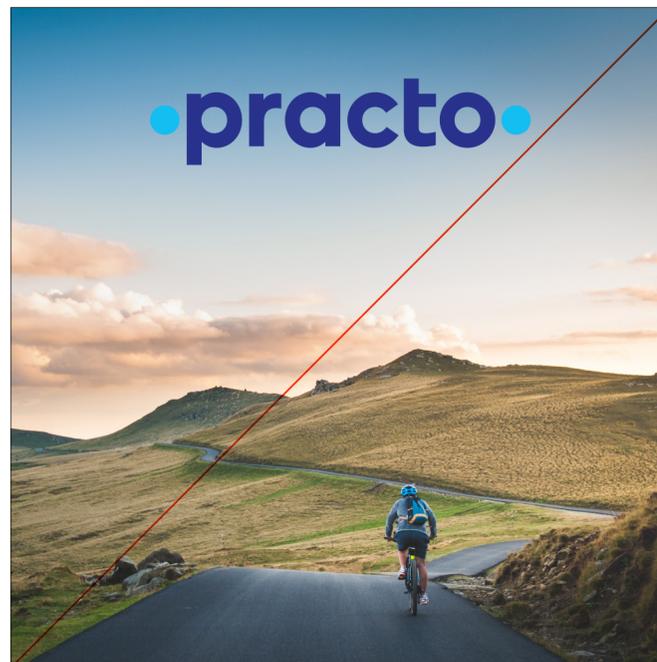
Original photo has poor contrast



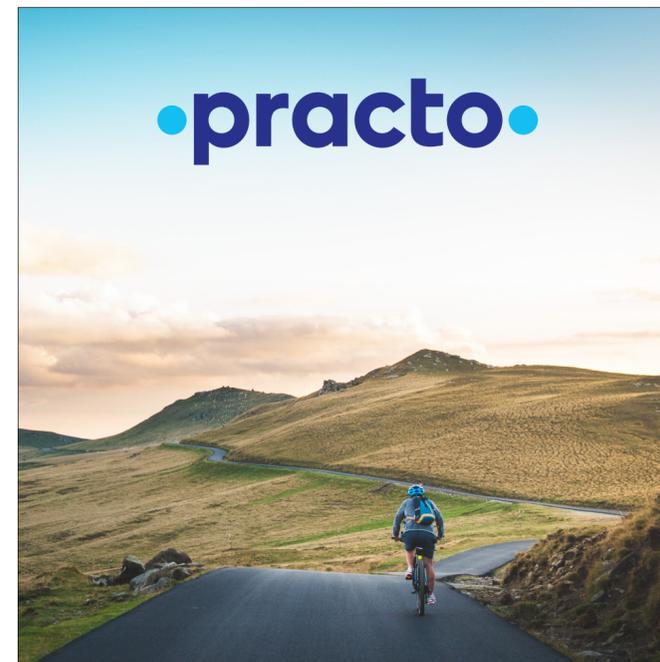
Darkened foreground and removed distracting element



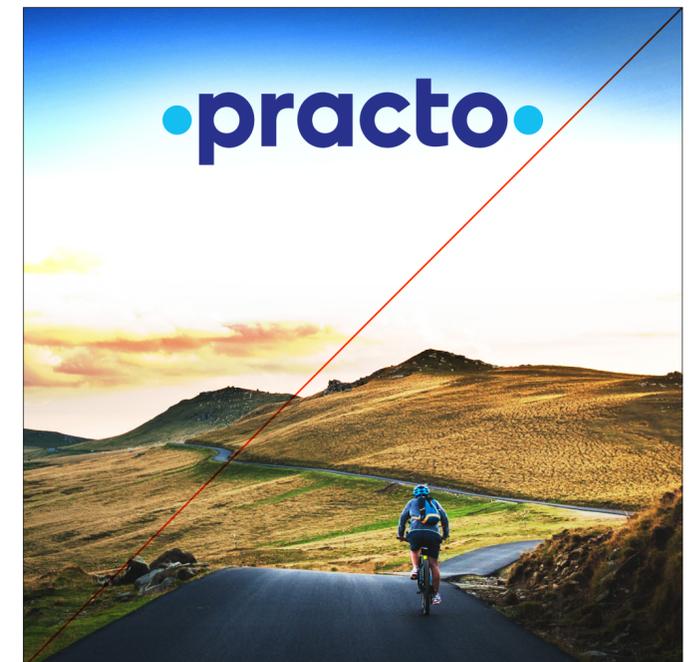
Do not over-edit the photo



Original photo has poor contrast



Lightened sky and adjusted saturation



Do not over-edit the photo

practo

practo

practo

practo

practo

practo

# Incorrect Logo/Photo Use

As with the application of the logo itself, there are more ways to use photography poorly than not.

Overlapping our logo on top of a busy area of a photo only serves to cheapen both elements. Placing the logo onto an area of insufficient color contrast greatly harms the logo's legibility, which defeats the purpose of the application. See page 9 for specific contrast guidelines.

Using photographic effects such as multiply or screen may not necessarily cause legibility issues for the logo, but it is inappropriate for the style being established for Practo. The same is true of black and white photography.

Be careful to avoid these and the other problems shown on the right.



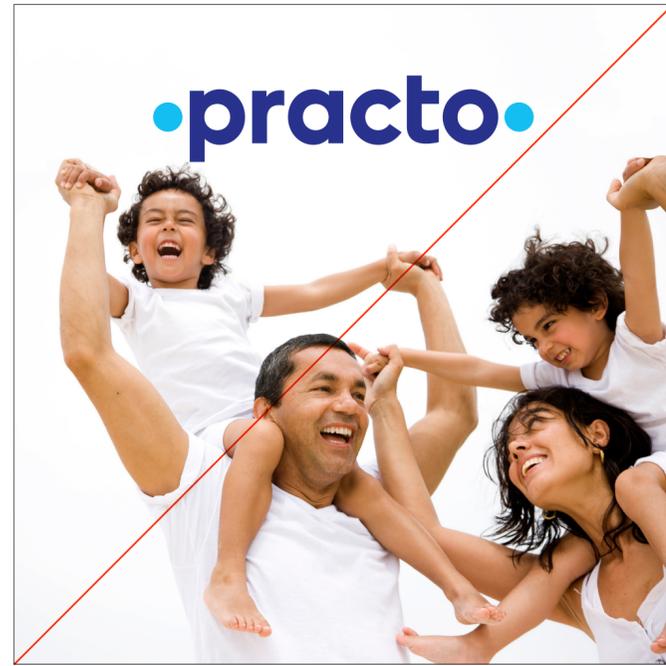
Do not place on busy areas or people



Do not place on insufficient color contrast



Do not use effects on photos (multiply shown here)



Do not violate the clear space with photo elements



Do not change the orientation of the logo



Do not use a black and white photo if you can use color

# Circles, Spheres, Dots, etc.

## The shapes you choose help shape our brand

While circular forms make up the foundation of our logo, we must be judicious with their use otherwise. To overuse circles or to sprinkle them as arbitrary decoration would only serve to weaken the impact of our logo, and by extension, our brand.

There are two specific cases when circles are allowed. Circular forms are acceptable in profile photos (user and doctor alike) and certain UI elements where circles are the norm—radio buttons and sliders, for example.

Rounded corners are also acceptable in certain web elements, but the curves should be slight, as to avoid starting to look like a pill shape.



Profile photos OK



Rounded UI elements OK



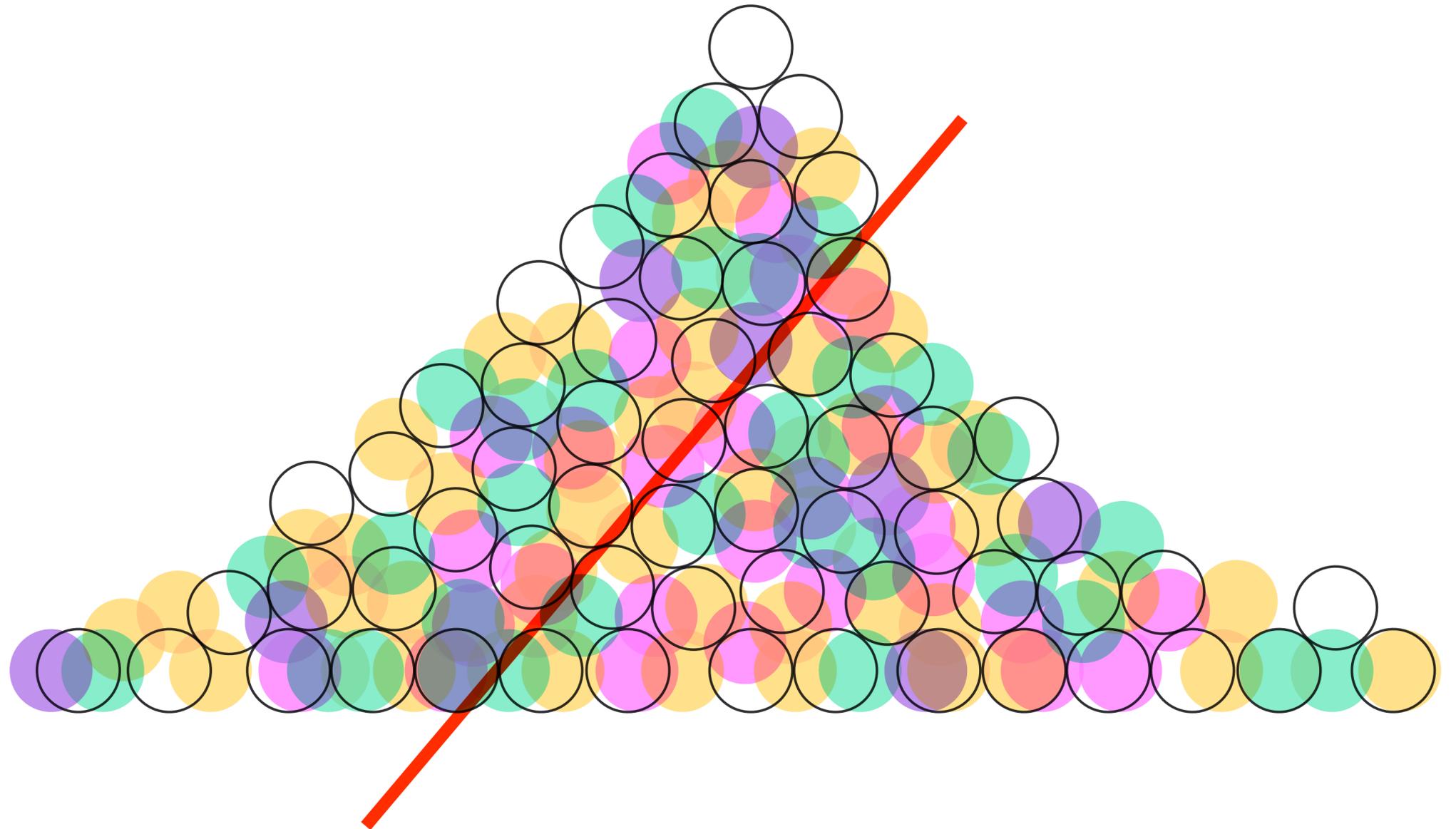
Common UI elements OK



No arbitrary circles



No pill shaped UI elements



# Incorrect Logo Use

## Treat our logo with care and respect

This list may seem overwhelming at first, but it is here to illustrate just some of the ways a logo can be abused.

Every time our logo or brand element is displayed in a manner outside of its carefully defined system, it dilutes the overall strength and effectiveness of our branding.

If you ever find yourself asking "Should I be doing this?" the answer is most likely no. As previously noted, it is best to err on the side of caution—and don't be afraid to ask a design lead.



Do not use outlines



Do not use raster where vector is available (incl. web)



Do not violate the clear space



Do not place the logo within a shape



Do not remove the circles



Do not draw in the circles



Do not scale the circles



Do not use a single color other than white and black



Do not reconfigure the color relationships



Do not apply gradients



Do not use unapproved color combinations



Do not use transparency unless it is explicitly defined



Do not apply shadows



Do not apply digital effects



Do not set in a pattern

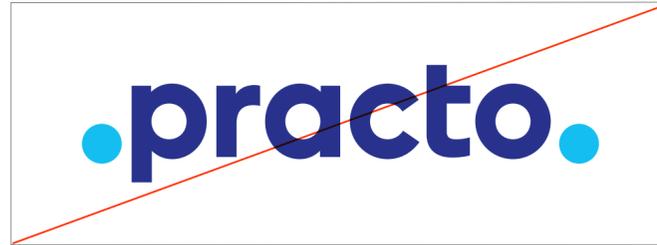
# Incorrect Logo Use, continued

## Treat our logo with care and respect

This list may seem overwhelming at first, but it is here to illustrate just some of the ways a logo can be abused.

Every time our logo or brand element is displayed in a manner outside of its carefully defined system, it dilutes the overall strength and effectiveness of our branding.

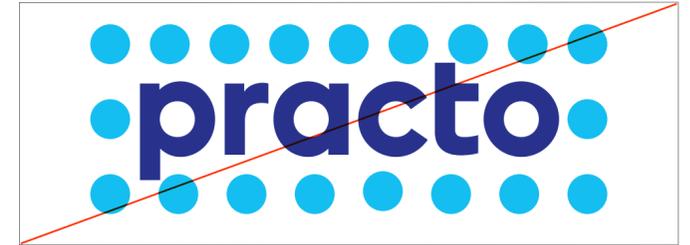
If you ever find yourself asking “Should I be doing this?” the answer is most likely no. As previously noted, it is best to err on the side of caution—and don’t be afraid to ask a design lead.



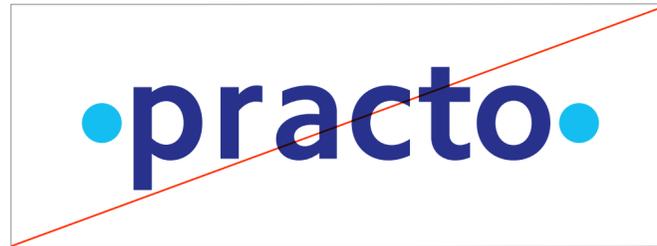
Do not reposition the circles



Do not distort the proportions



Do not add circles



Do not reset using a computer font



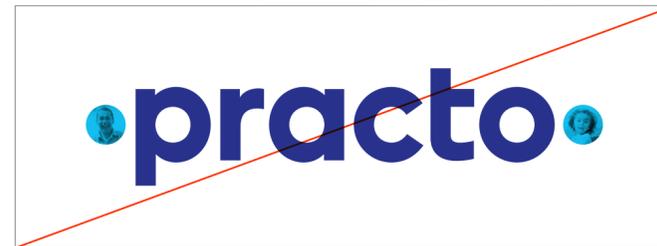
Do not imitate the logotype for other words



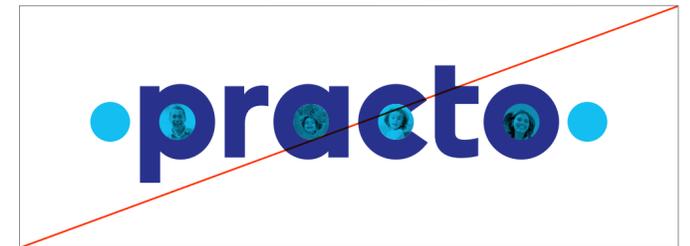
Do not apply perspective



Do not shear the logo



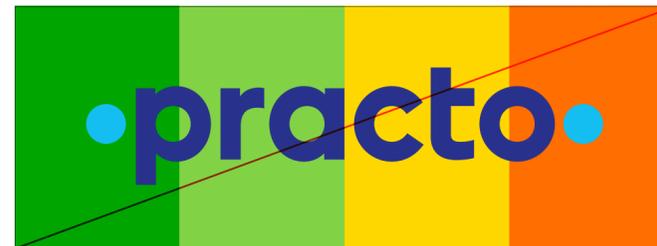
Do not put photos within the circles



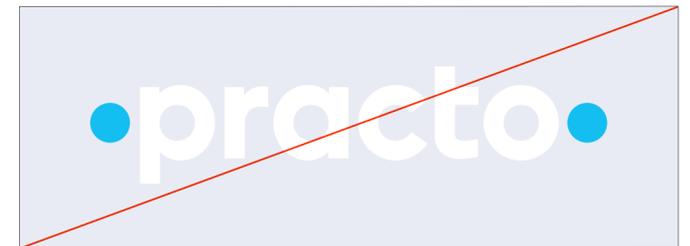
Do not fill the counters (with photos or otherwise)



Do not place the logo on a pattern



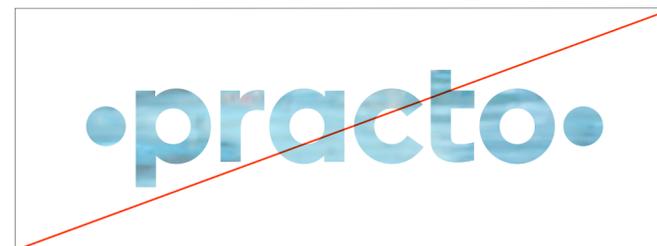
Do not place the logo on multiple colors



Do not place the logo on insufficient color contrast



Do not place the logo on busy photography



Do not use as a mask for photography



Do not use this configuration unless explicitly specified

---

# Practo Identity Guidelines

## 1B. Brand Elements – Provider-facing

# Provider-facing Practo Logo

This is the logo we use on Practo products and communications for healthcare providers such as doctors, clinics, hospitals and insurers. Their needs complement, but are different from, the needs of Practo users or patients. We recognize this distinction by addressing providers with their own color scheme.

Replacing the Light Blue with Saffron everywhere that is provider-facing allows the provider side of Practo to feel closely related to, but distinct from, the user-facing side.

Any material that is both user- and provider-facing uses the Practo Light Blue masterbrand.

The same clear space, minimum size, and other core branding recommendations apply to the use of this logo, which you can see starting on page 2.



# Provider-facing Practo Colors

## These are our provider-facing colors

The provider-facing logo keeps the same Dark Blue that is at the heart of the Practo identity. The Saffron, however, is exclusive to the provider-facing brand. Our secondary palette, shown on page 7, still applies—but avoid the orange color provided there, which might be confused with this Saffron.

### Practo Dark Blue

**RGB** 40,50,140  
**HEX** #28328C  
**CMYK** 100,95,0,5  
**PMS** 287C/288U

### Practo Saffron

**RGB** 255,160,0  
**HEX** #FFA000  
**CMYK** 0,42,100,0  
**PMS** 144C/130U

# Provider-facing Logo on Color

## On white

This full-color version of the provider-facing logo on white is the first choice configuration and should be used whenever possible.

## On black

When presented on black, the provider-facing logotype becomes white and the circles Practo Saffron.

## On Practo Dark Blue

When presented on Practo Dark Blue, our logotype becomes white and the circles become Practo Saffron.

## On Practo Saffron

When presented on Practo Saffron, you must use the all-white version of the logo.

## On Practo secondary colors

When presented on a Practo secondary color, you must use the one-color version of the logo. If there is sufficient color contrast, then the white logo is preferred—if not, use black.



# Provider-facing Logo Contrast Guidelines

In order to ensure proper contrast, we have defined explicit background guidelines for determining which logo configuration to use.

For background values between 0 and 15%, either the Practo Dark Blue logotype/Practo Saffron circles configuration or the all-black configuration are acceptable. The color configuration is strongly preferred.

For background values between 15% and 30%, only the all-black configuration is acceptable.

For background values between 30% and 50%, either the all-black or all-white configuration is acceptable.

For background values between 50% and 70%, only the all-white configuration is acceptable.

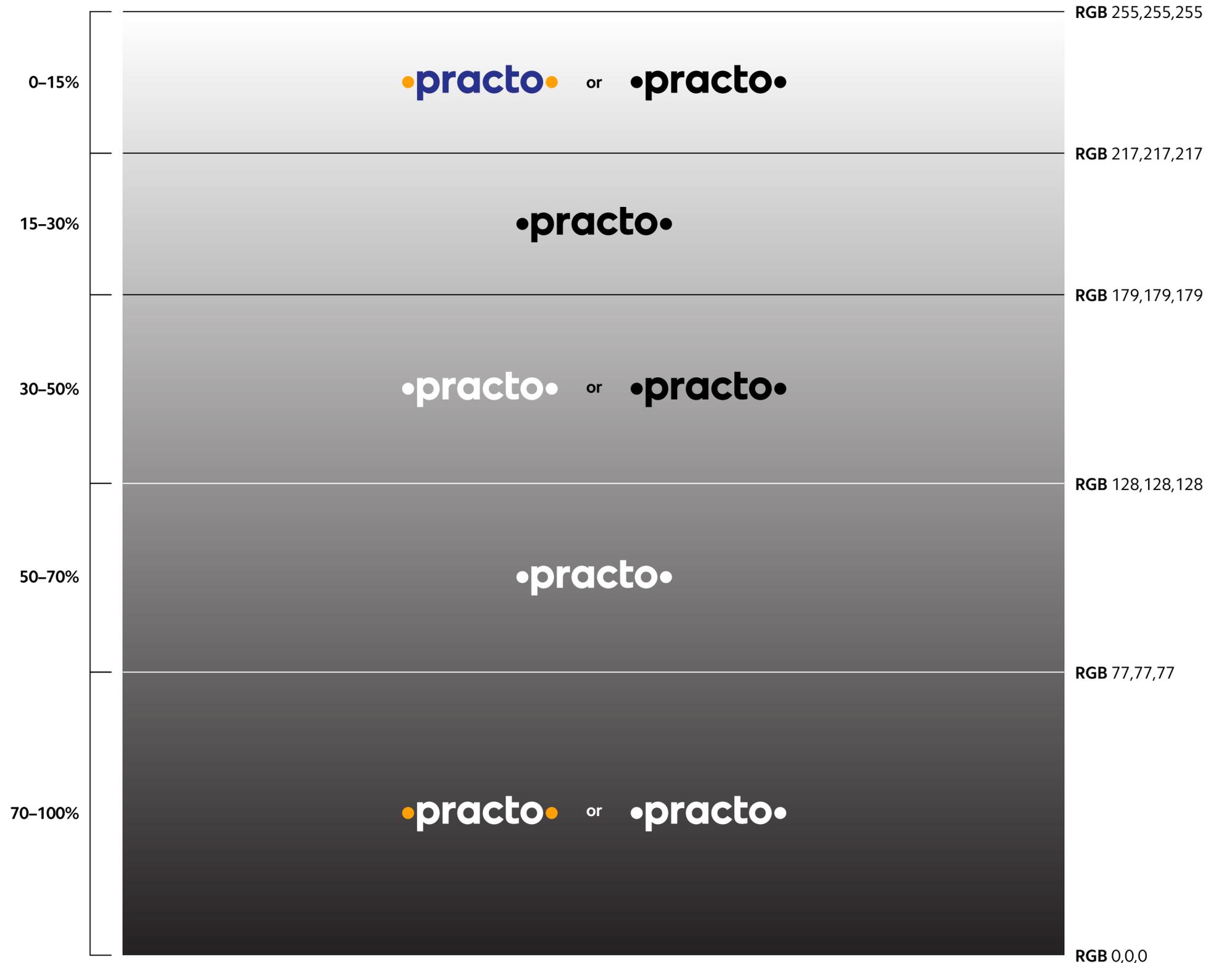
For background values between 70% and 100%, either the white logotype/Practo Saffron circles configuration or the all-white configuration are acceptable. The color configuration is strongly preferred.

### Choosing the right background

A logo configuration that features Practo Saffron circles should be used whenever possible. Without these colors the logo loses its connection to the provider-facing side of Practo and becomes ambiguous. Keep this in mind when selecting your background area for the logo.

### Our logo on color backgrounds

If you are using a non-grayscale background color you can find the local value of that color by converting it to black and white in image editing software such as Photoshop. Once the local value of your color has been determined, compare it to the RGB values in this table.



# Practo Products for Providers

User-facing features on the Practo.com website or the user app are identified with simple descriptors, such as "Consult." These features have no symbols or logotype of their own.

Some products for providers give them access to Practo users through a feature on the Practo.com website or the user app. These are described as Practo + Descriptor. For instance, providers buy Practo Consult in order to reach users through the Consult feature on Practo.com or the Practo user app. These product names are written in text only; they have no symbols or logotypes of their own.

User-facing features	Provider-facing products
Search/Book	Practo Reach
Consult	Practo Consult
Drive	Practo Drive
etc.	etc.

Provider-facing products that correspond with user-facing features are always named as "Practo + Descriptor"

<p><del>"Consult"</del></p> <p>Do not write name without Practo</p>	<p><del>"Reach by Practo"</del></p> <p>Do not write "by Practo" after the name</p>	<p><del>"Practo Consult®"</del></p> <p>Do not use name with ®, ©, or ™</p>	<p><del>"Practo's Drive"</del></p> <p>Do not make Practo possessive</p>
<p><del>Consult®</del></p> <p>Do not imitate the product logo style</p>	<p><del>●Practo Reach●</del></p> <p>Do not add graphic elements to name</p>	<p><del>●practo● Drive</del></p> <p>Do not create lock up with Practo logo</p>	<p>Practo Reach</p> <p>●practo●</p> <p>Do not use with Practo for users logo</p>

## Sub-brand Product Logos

Some Practo products for providers stand on their own—for instance, Ray software, which helps doctors to manage their clinics more efficiently. These work independently of Practo.com and the Practo user app, so they are identified separately as being “by Practo”—for instance, “Ray by Practo.”

When applied as a logo, these sub-brand products use their name set as a custom logotype, with a registered trademark symbol. The Practo logo should always be seen in their vicinity, so that it is always understood that this is a product sold by Practo. When written in plain text, the product names are written “Ray by Practo.”

Ray®

Qikwell®

Insta®

Querent®

# Sub-brand Products Clear Space & Minimum Size

## This space is sacred and inviolable

To ensure its integrity and visibility, the immediate surrounding area should be kept clear of competing text, images, and graphics at all times. They must be surrounded on all sides by an adequate "clear space". For the sub-brand logos, this is equal in size to the x-height of the logotype (the height of a lowercase letter such as "x"), as indicated on the diagram.

If you are ever unsure of the amount of clear space for an application of our logo, it is best to err on the side of caution and use more space rather than less.

## The minimum size of our logo

These logos have been created in such a way that they are legible even when miniscule. There are limits to how small we want them to be, however; the cap height (height of a capital letter such as "X") of the chosen logo should never go below 12 pixels for digital applications, or 2mm in print.



Ray<sup>®</sup> □ 12px or 2mm minimum height



Qikwell<sup>®</sup> □ 12px or 2mm minimum height



Insta<sup>®</sup> □ 12px or 2mm minimum height

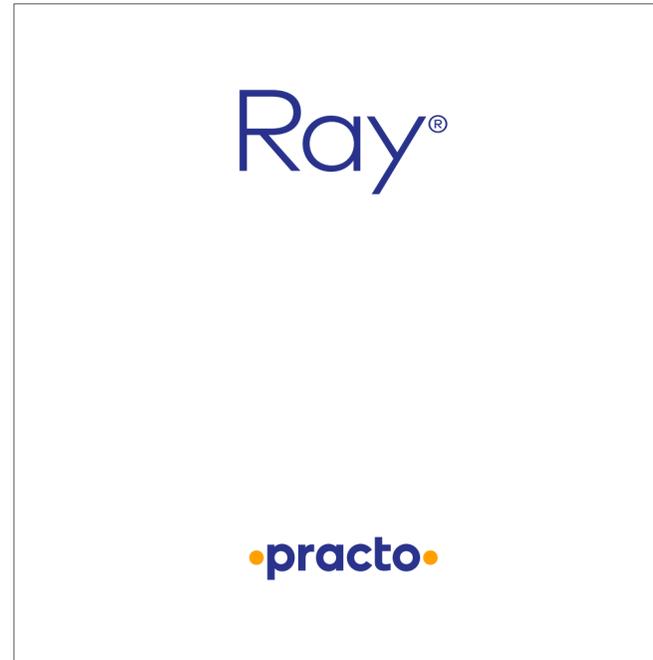


Querent<sup>®</sup> □ 12px or 2mm minimum height

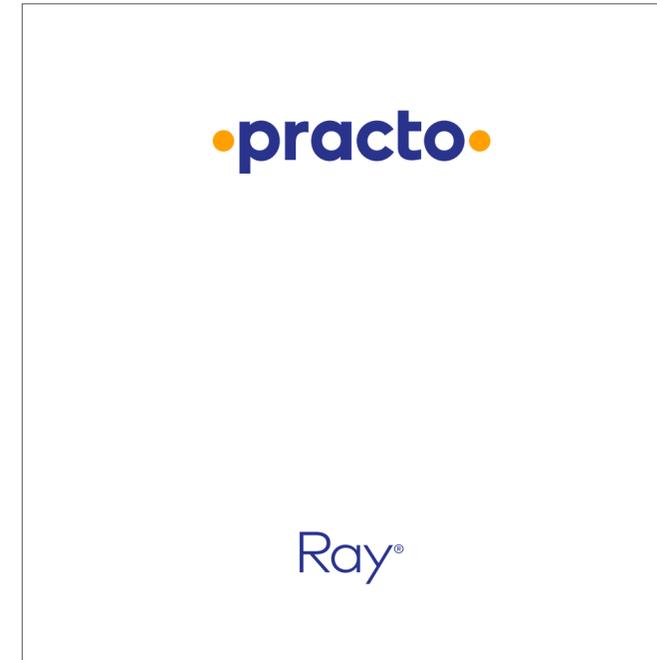
# Sub-brand Products Logo Use

The sub-brand logo may be used in any number of hierarchical configurations with the provider-facing Practo logo. As long as the provider-facing Practo logo is visible and both of their clear spaces are being respected, it is acceptable.

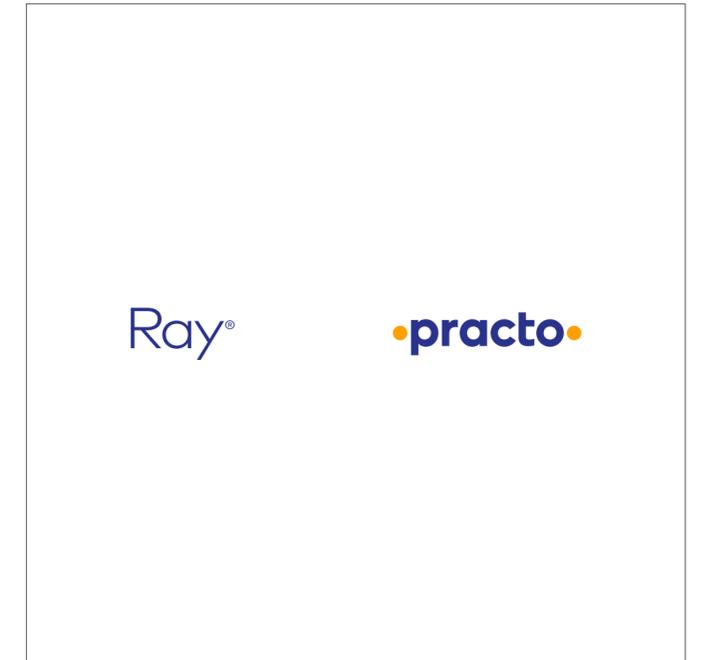
When in written text you must write it out as “[sub-brand name] by Practo, as in “Querent by Practo”.



Sub-brand above Practo logo is acceptable



Sub-brand below Practo logo is acceptable



Logos on equal ground is acceptable

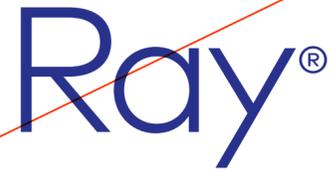
...several other bugs. Finally to close out our patch notes, we would like to announce an important update for our beloved product **Ray by Practo** which has helped serve millions of patients in an orderly and efficient manner over the past several years. Today we unveil a...

Distinguish as “[sub-brand name] by Practo” when in written text

# Incorrect Sub-brand Logo Use

## Treat these logos with care and respect

As with the other logos discussed within these guidelines, the sub-brand's logo must not be graphically abused. All rules described on pages 20–21 apply to these as well.



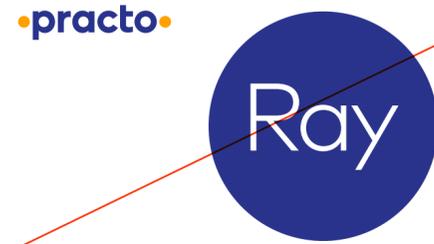
Do not use logo without Practo logo



Do not use logo without ® symbol



Do not distort the logo



Do not place the logo in a shape



Do not add other elements to logo



Do not create lock up with Practo logo



Do not use with Practo for users logo



Do not change style of logo



Do not use unapproved colors

"Ray"

Do not write name without "by Practo"

"Practo Ray"

Do not only write "Practo" before the name

"ray by practo"

Do not format sub-brands in lowercase

---

# Practo Identity Guidelines

## 2. Brand Architecture

# Practo Brand Architecture Overview

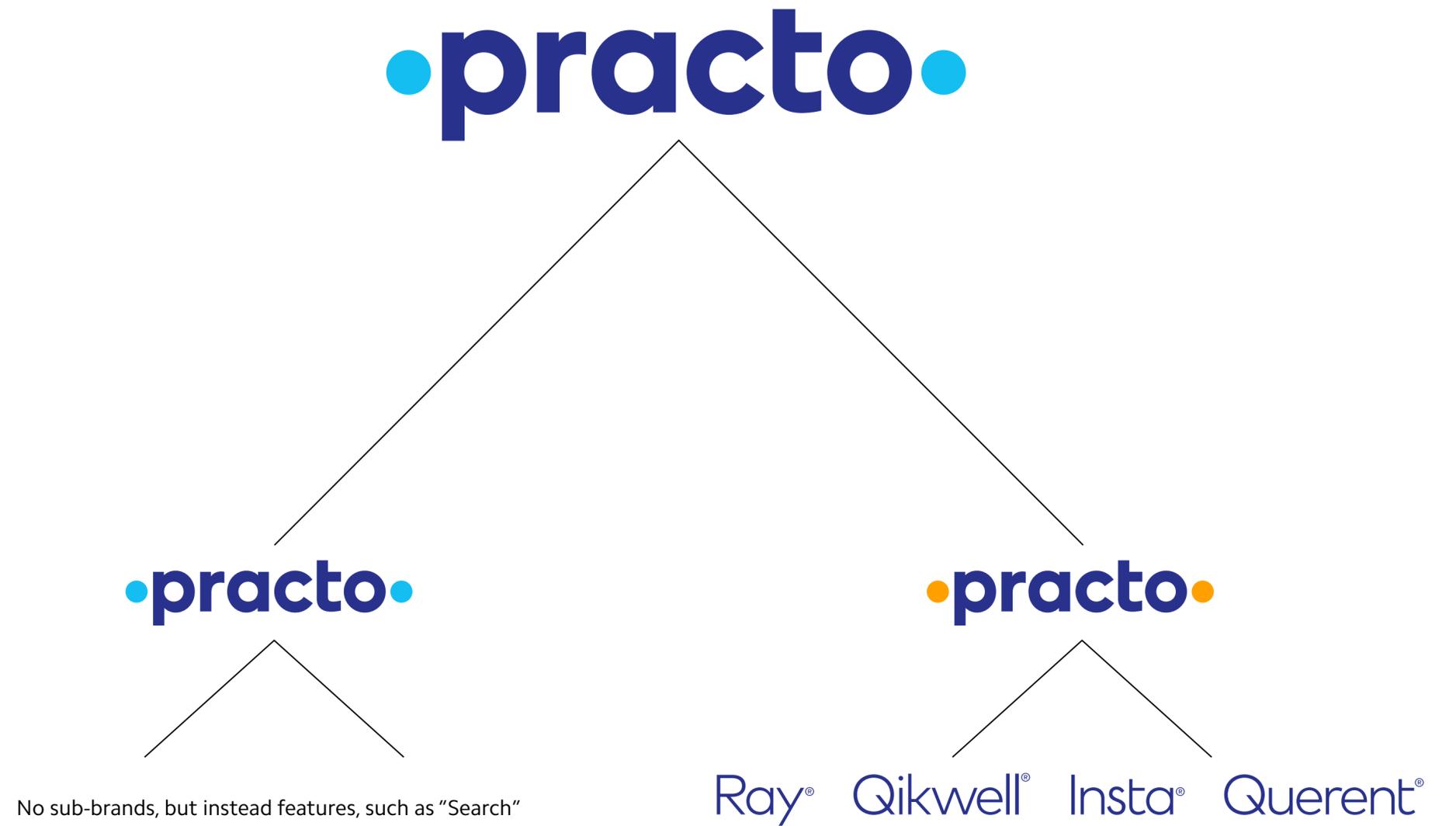
## One master brand

Practo is the master brand for our company and its products.

When the application is user-facing (i.e., for patients or consumers), the Practo Light Blue color is used.

In applications that are strictly provider-facing (i.e., for doctors, clinics, hospitals or insurers), replace Practo Light Blue with the Practo Saffron. This is not a sub-brand of Practo, but rather a distinct version of the identity to address this distinct audience.

Any material that is both user- and provider-facing uses the Practo Light Blue, which also serves as the corporate color.



# User-facing Overview

Material that is user-facing in any way always utilizes the Practo Light Blue brand color. This is the Practo master brand.

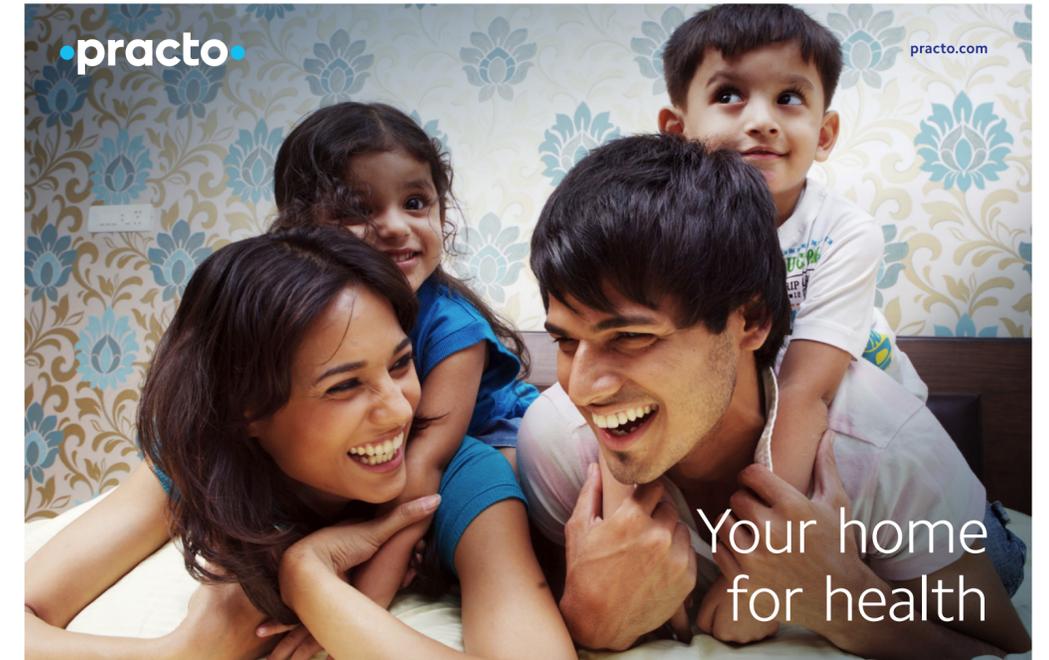
User-facing features are named simply with the feature itself since they are always seen within Practo.com or the Practo user app—for example, “Search” or “Consult.” These features have no symbols or logotypes of their own, nor will they ever be named “Practo Search” or “Search by Practo.”

Examples of the user-facing Practo logo are shown here and on the following page.

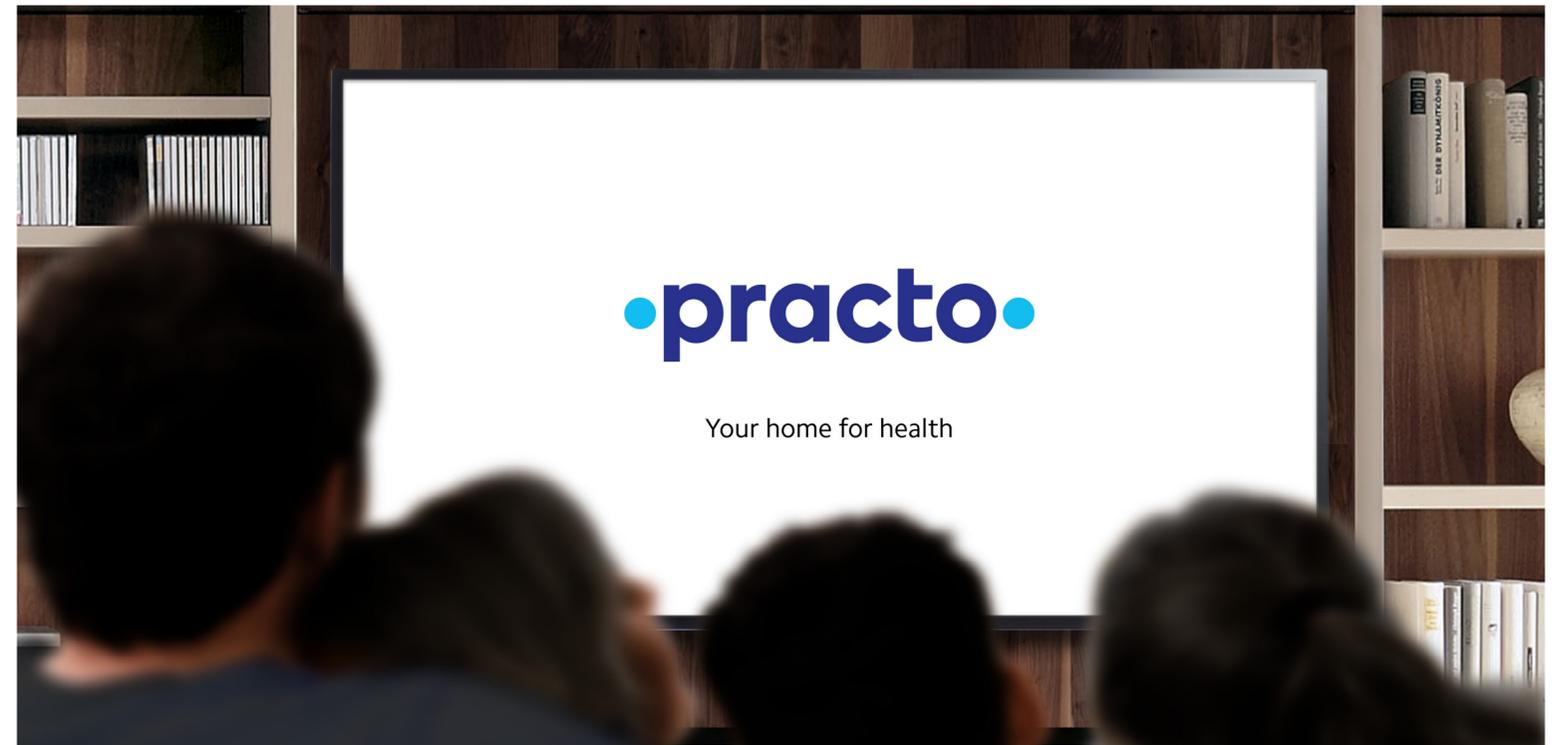
Practo.com, Practo app

## User-facing Practo features

Search/Book, Consult, Drive, Feed, Order, Fit, etc.



# User-facing Application Examples



# Provider-facing Overview

Material that is strictly provider-facing utilizes the Practo Saffron brand color. This is not a sub-brand of Practo, but rather a distinct division of the master brand to address the provider audience.

Any material that is both user- and provider-facing uses the Practo Light Blue brand color.

There are two groups of products on the provider side. The first group consists of products that enable providers to access users of Practo.com or the Practo user app, such as Practo Consult.

The second group consists of independent products sold by Practo to providers, such as Ray clinic management software. These are sold as sub-brands.

Shown here and on the following page are examples of the provider-facing Practo logo in use.

Practo Pro app, Products by Practo

**Products found on Practo Pro,  
or products by Practo**  
Practo Reach, Practo Consult,  
Practo Drive

**Products sold separately**

Ray®

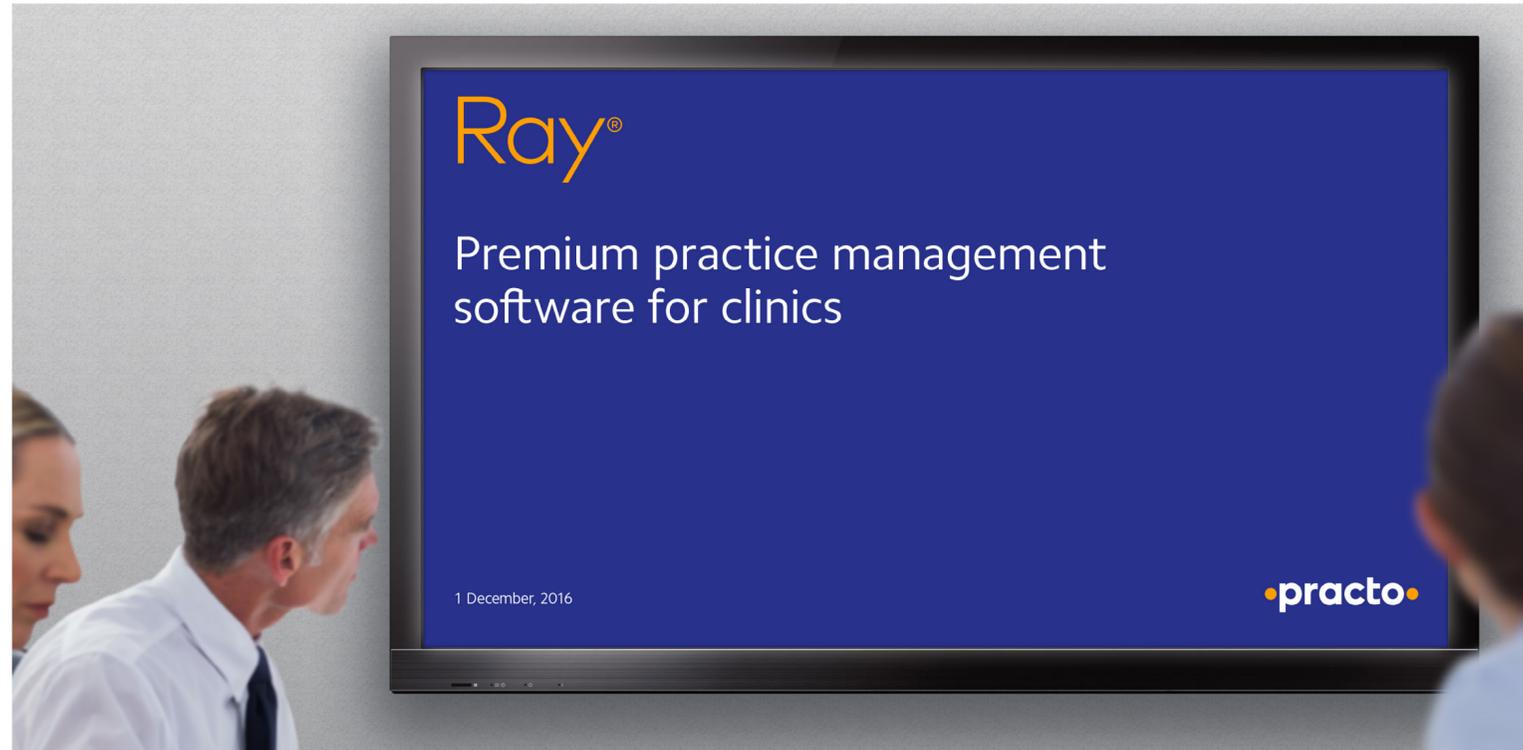
Insta®

Qikwell®

Querent®



# Provider-facing Application Examples



---

# Practo Identity Guidelines

## 3A. Brand Applications – Digital

# App Branding

## App Icons

A special logo configuration has been designed for use in small icons such as in an app. Using only the Practo “p” and the two circles on either side, this configuration echoes the style and message of the standard logo in such cases where space is constrained and legibility is a concern.

The app icons have a white background in both cases. For the Practo app, the “p” is Practo Dark Blue with Practo Light Blue circles. For the Practo Pro app the “p” is Practo Dark Blue with Practo Saffron circles.

Always use the original and approved icon artwork—never alter or attempt to redraw or recreate in any way. Do not use the fully spelled out “Practo” logo generating application icons. For these icons, “Practo” or “Practo Pro” must appear nearby to identify the brand. Note that this configuration has a tighter clear space than the standard logo, as seen on page 2. This is to maximize the logo’s size and therefore its legibility when small.

When generating artwork for mobile application icons, refer to the current specifications on size and format for each device and application.

## App Loading Screens

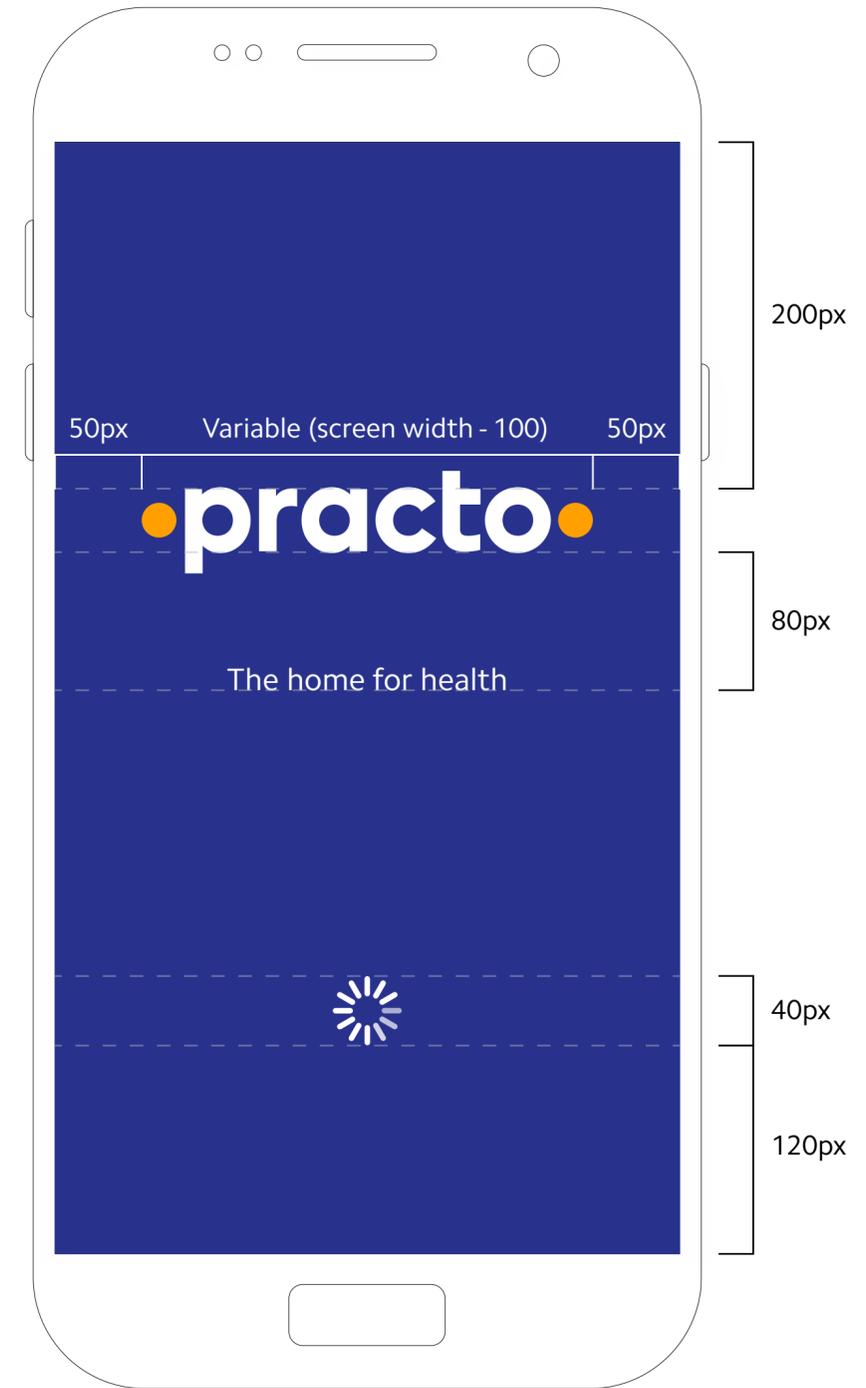
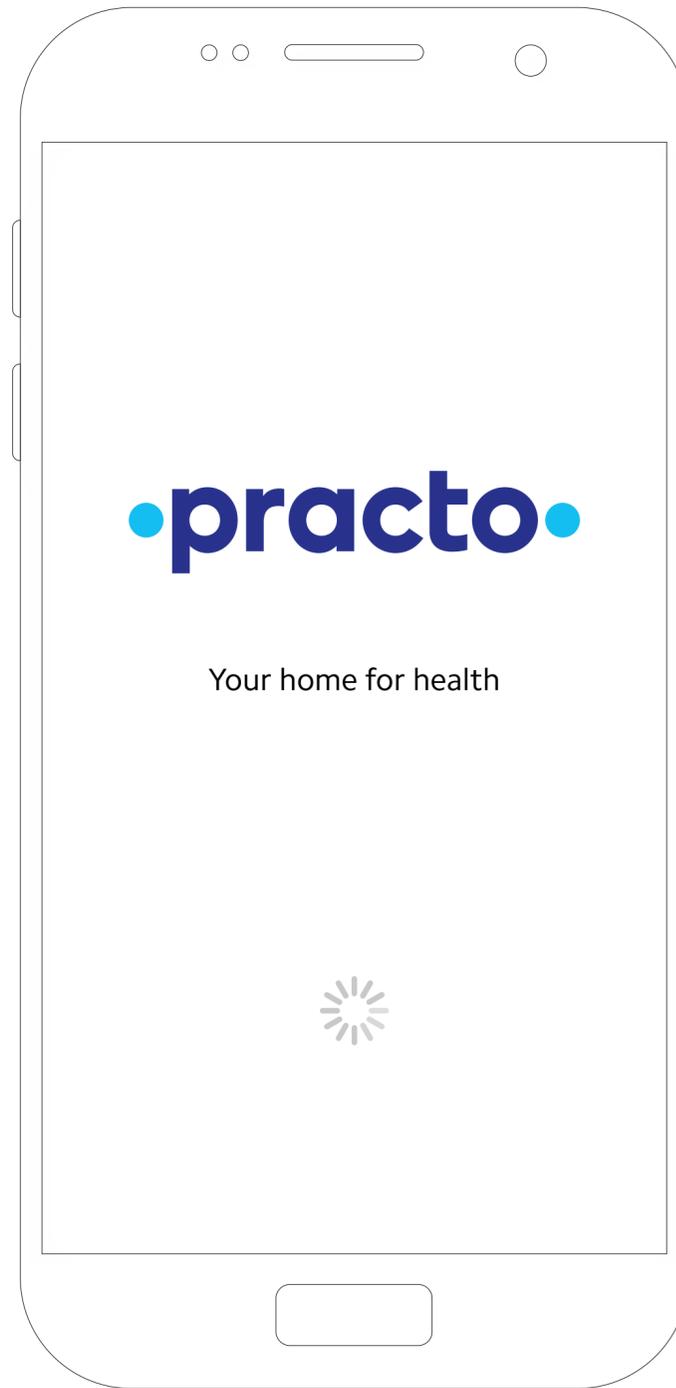
The app loading screens feature the Practo logo and tagline on a full-bleed screen of white for user-facing apps, and Practo Dark Blue for provider-facing apps. The tagline is set in Camphor Regular 18pt. Do not change the color configurations of either the background or logo shown here.



Practo



Practo Pro



# Social Media Branding

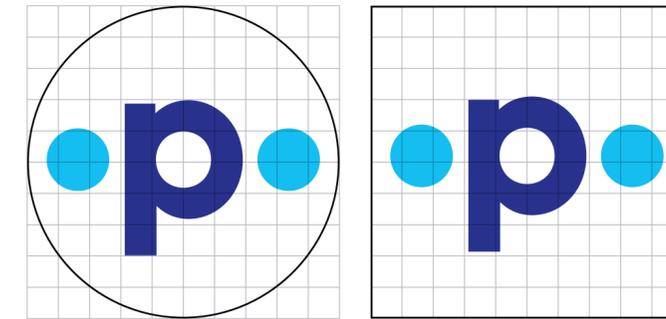
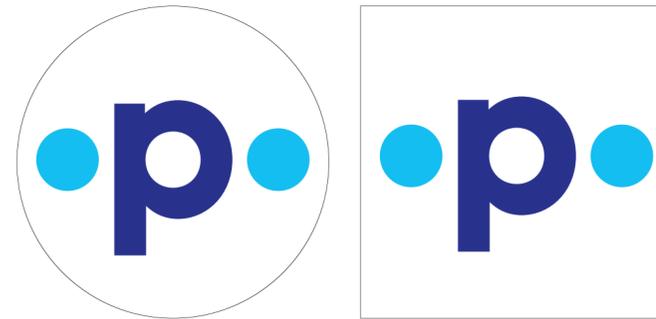
Always use the original and approved icon artwork when creating social media avatars—never alter it in any way.

Unique icon artwork has been created for both circle and square formats. Do not recreate the circle icon from the square, nor the square icon from the circle, as they are optically adjusted to fit within their respective shapes. The difference in optical alignment is shown on the far right.

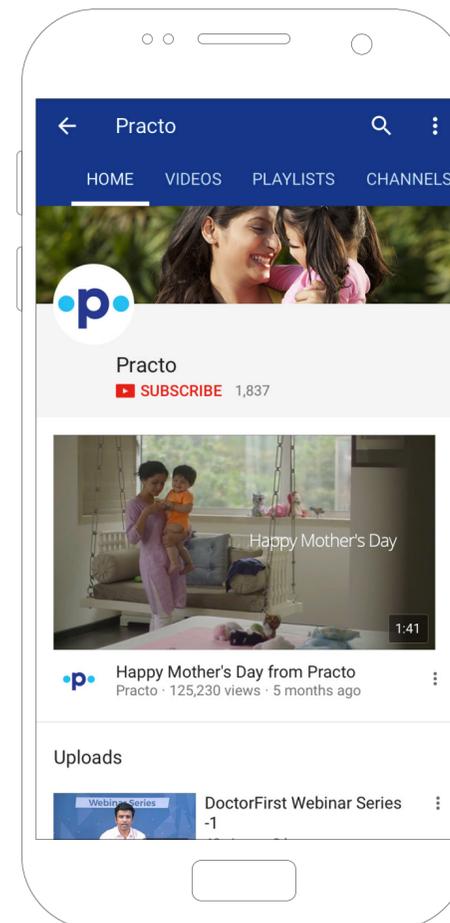
Note that like the app icon (see page 39), this social media logo configuration is an exception to the standard clear space guidelines.

When using these icons, “Practo” or “Practo Pro” must appear nearby to properly identify the organization.

Make sure to use the highest quality filetype available to the platform in order to enhance clarity and legibility.



Differences in vertical alignment within the shapes



# Email Formatting & Signature

Your email signature will appear below the body of every email you send. Your signature should remain as live text without any images or attachments for ease of copying, enabling of active hyperlinks, and for wider accessibility to all people.

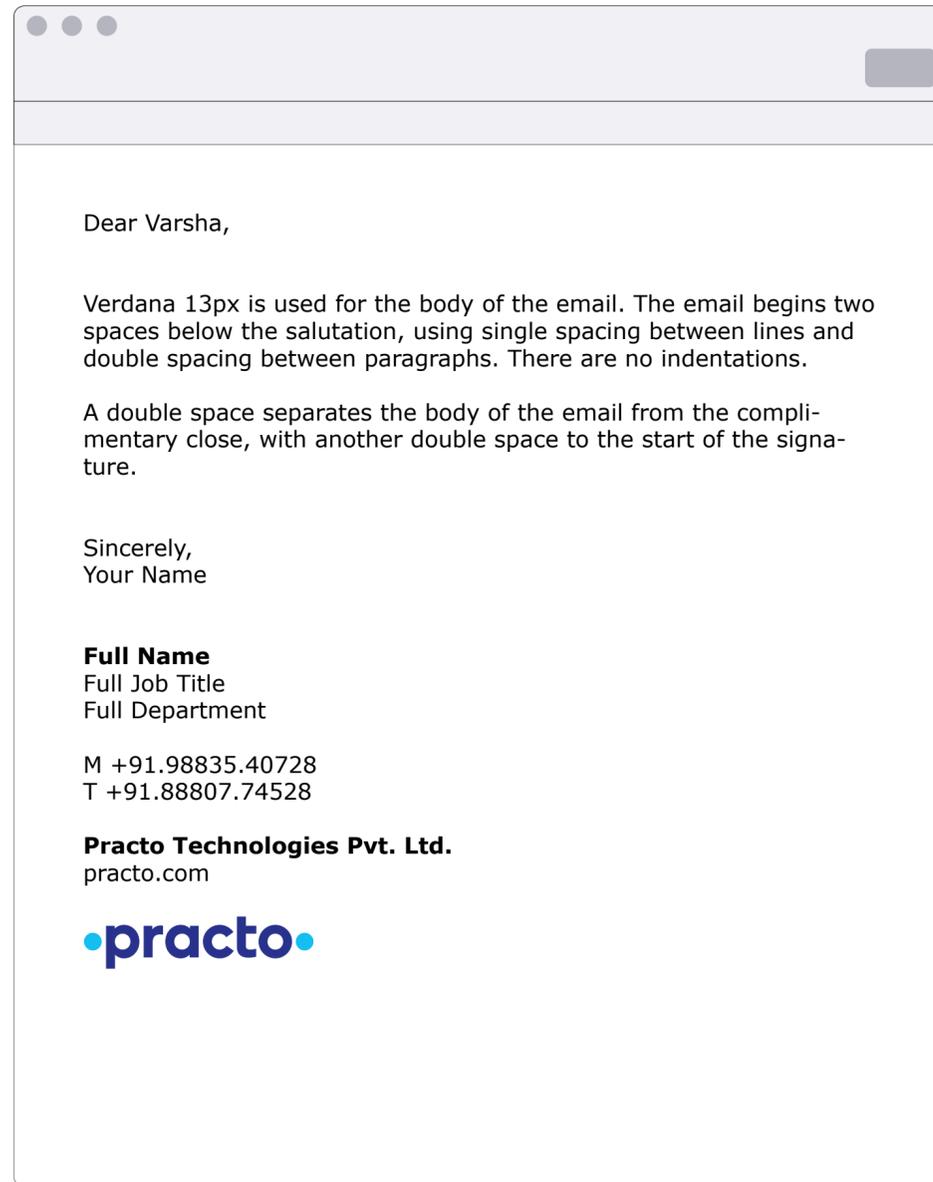
No images or competing graphics should be placed within or below the signature.

The Practo logo must be embedded with html rather than sent as an attachment. Someone with technical know-how should be the one to configure these signatures.

## Type formatting

Each email program has slightly different formatting capabilities across the various platforms and device types, but every one should be able to adopt and display the style defined here.

All text for email is 13px Verdana. There are two line breaks after the salutation, as well as before and after the valediction. Everything in the signature is set in Verdana Regular except for the full name and company name, which are set in Verdana Bold.



## This is our presentation master grid

The presentation grid has been designed at 1920 x 1080px, the widely adopted 16:9 aspect ratio. It has twelve columns and six rows, which gives us many layout possibilities.

The sixth and final row is reserved for our logo, date, page number, or any other possible footer information. This row must remain clear of all other text, photography, and graphics, except when using a full-bleed image.

All text is set in Camphor Regular. The following type sizes are available to use:

- 149/160px (large headline)
- 62/70px (medium text)
- 33/40px (small text)



# Presentations – Title Slides

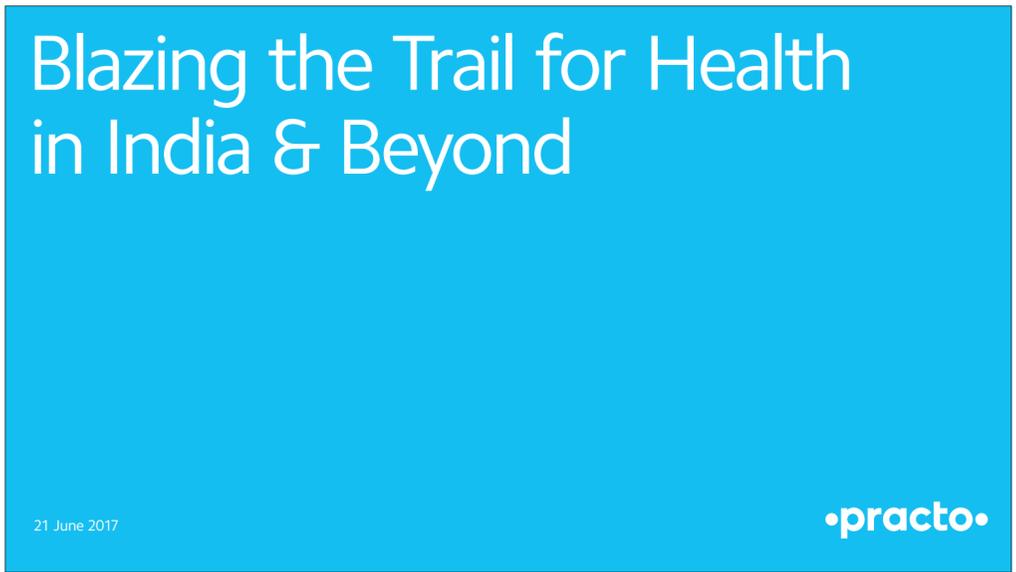
**Make a statement with your covers**

Cover slides are a great place to make a large impact using only a few words.

Four versions are available, with the background being the major difference between them. The options are: Practo Dark Blue, Practo Light Blue, or white with Dark Blue text (never Light Blue text), as well as a full-bleed photo option. Text here is always in Camphor Regular, not bold.

Use the appropriate logo configuration for your slide type by following the guidelines on pages 8 & 16 for logo use on color and photo backgrounds. The photo guidelines found on page 15 apply here as well.

If you are creating a presentation that uses the provider-facing Practo logo, reference page 25 for accepted logo and color combinations.



## You have many slide types to choose from

Because content for each presentation will vary, the layouts are for reference only and should be adjusted to best suit the content.

The most important thing you can do to maximize the impact and effectiveness of your presentation is to use less text, rather than more. Always use the smallest amount of text per slide possible that simply reinforces what you are saying—and never put up a wall of text that you will be reading from, as from a cue card.

Background colors for content slides are always white. Titles, headlines, and body text are all Practo gray 3 (#1E1E28) and set in Camphor Regular. Type sizes will vary according to layout, but the smallest size should be used extremely rarely, as you want to maximize legibility at all viewing distances.

## Text Layout Example

This layout can be used for large quantities of text. Your text can occupy two or more columns. A single column should stay between 20–80 characters per line for legibility’s sake.

For longer copy, you may use this size, though the larger you can the better. Don’t forget that some people may be far from your screen with poor eyesight. Try to use these slides sparingly, as you should get your message across with your words and back it up with limited text on the screen.

- Large list item 1
- Large list item 2
- Large list item 3
- Large list item 4

- Small List item 1
- Small List item 2
- Small List item 3
- Small List item 4
- Small List item 5

6



## Image Layout Example



Ectiumqui tesecaest latiaeces earchil igendel imilluptatem lab ipit, illorem simincta sincte dolliquam quid.

Minvenis aut harum quidebitem fugia pos vere nos ius doluptati omnimolupta Veliquate rere volorios cus et utem.

Dolorum exerciis ut volectem istiusant ut officitis sequid que dolorita int pra cusam ium fugitiis ipit asserfe rspita quiam utem.

7



## Multiple Image Layout Example



Ectiumqui tesecaest latiaeces earchil igendel imilluptatem lab ipit, illorem simincta sincte dolliquam quid.



Minvenis aut harum quidebitem fugia pos vere nos ius doluptati omnimolupta Veliquate rere volorios cus et utem.

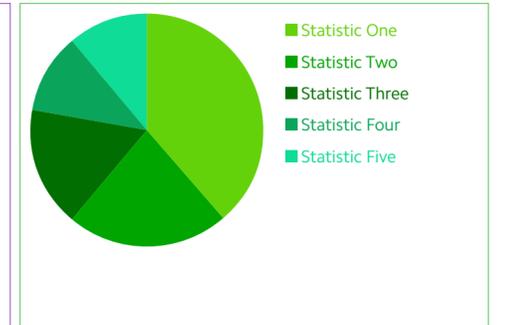
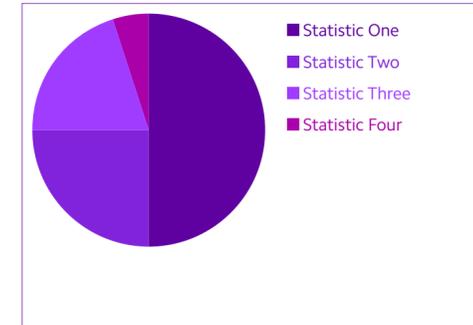


Dolorum exerciis ut volectem istiusant ut officitis sequid que dolorita int pra cusam ium fugitiis ipit asserfe rspita quiam utem.

8



## Graph Slide Example



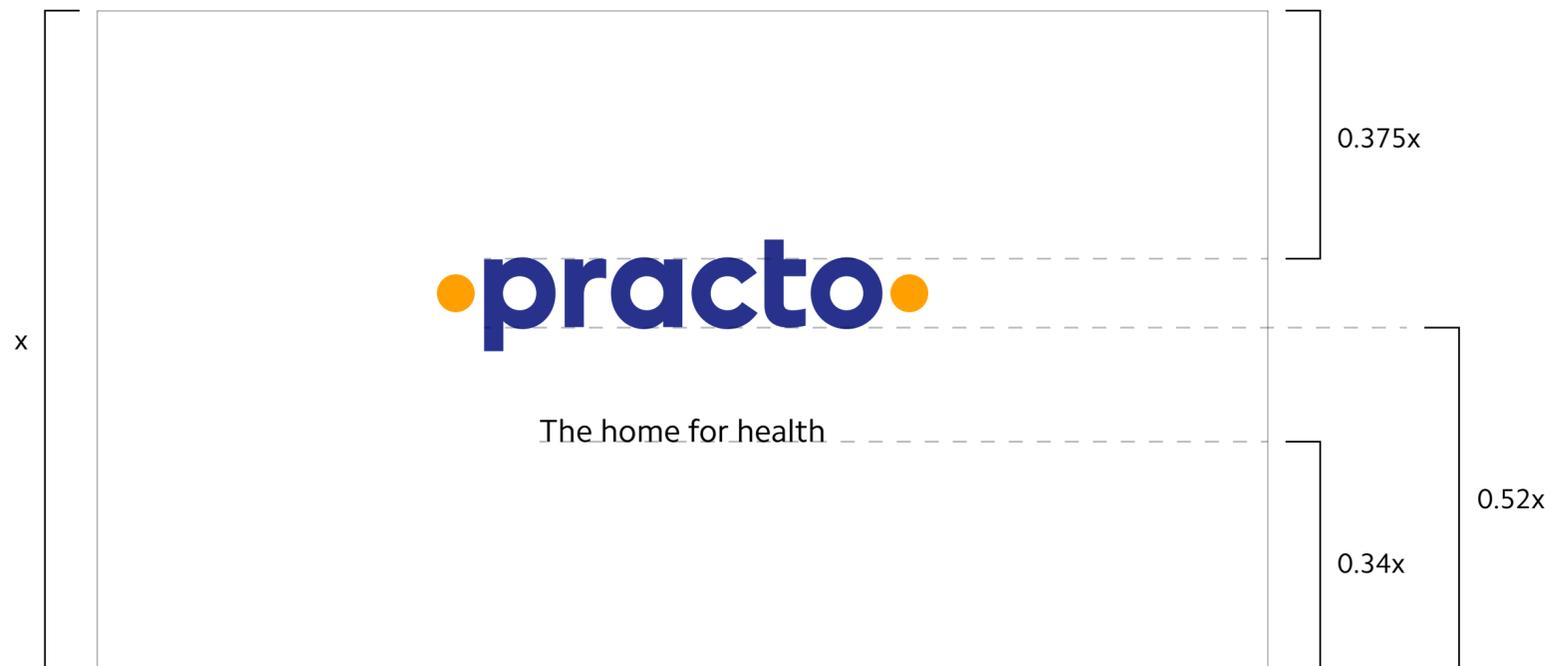
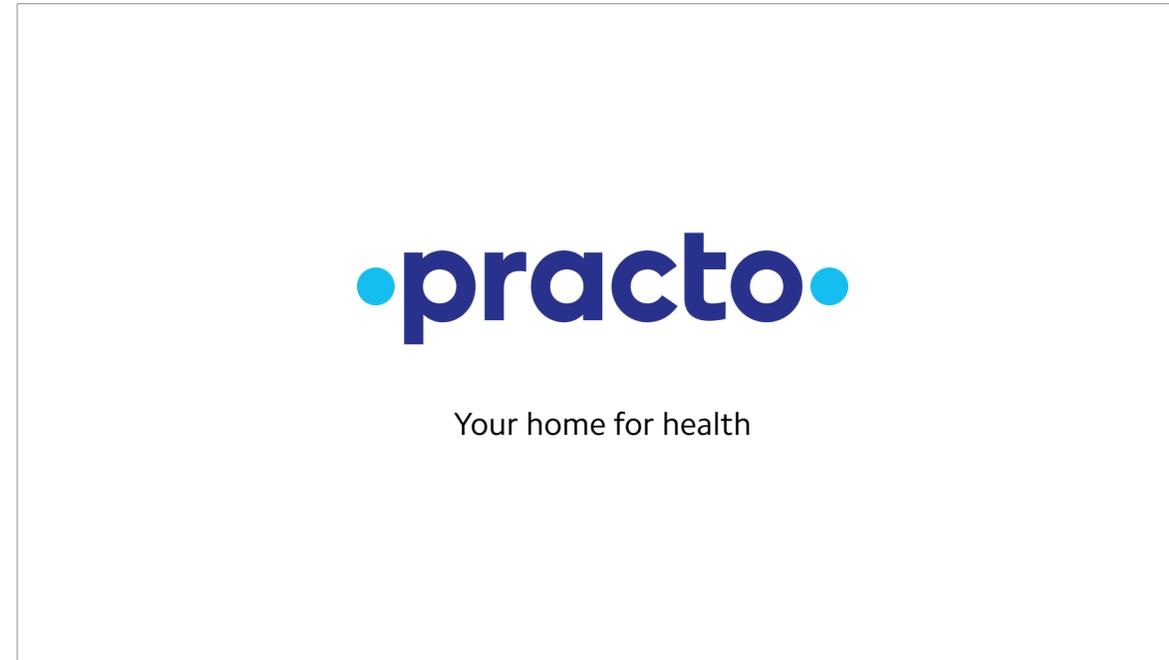
9



# Video Logo Bug

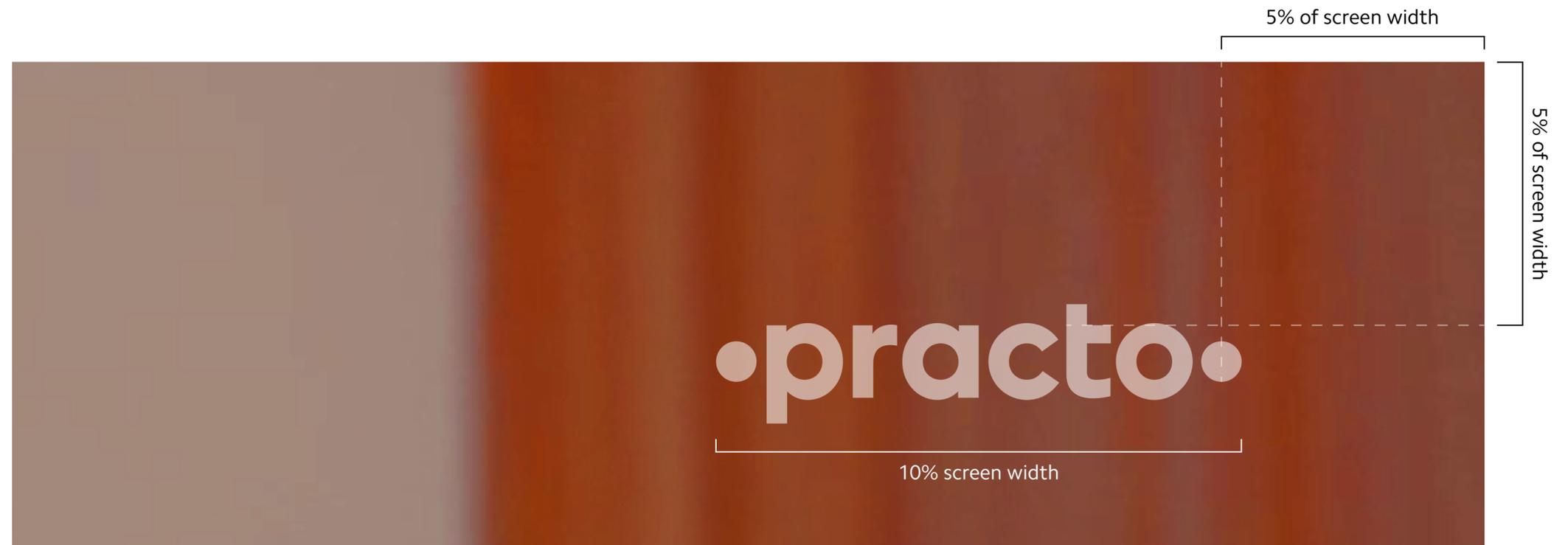
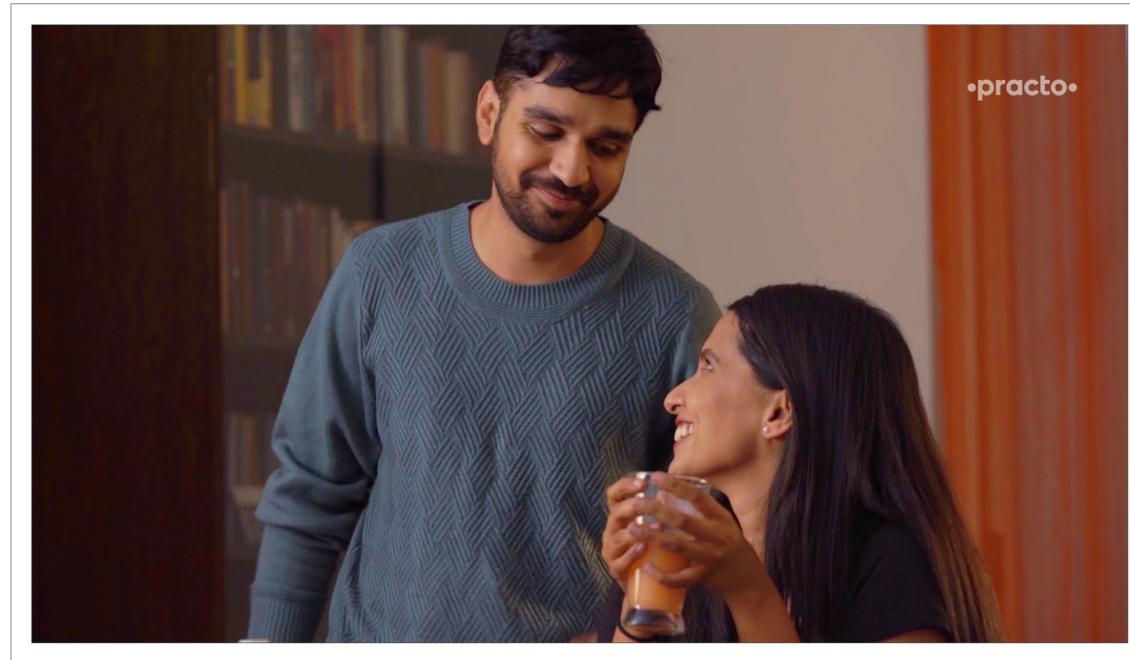
During on-air programming, the Practo identification may be used as a "bug." The bug uses the all-white Practo logo set in 55% opacity. This is one of the very rare exceptions to the no-transparency rule of our system.

The bug is always located on the top right corner of the screen. Be sure to follow the current standards for Safe Title Areas for televisions graphics.



# Video Sign-off

The video sign-off is the final frame of any video made by Practo. This includes advertisements, company videos, instructional videos, etc. Shown here is a basic example demonstrating the placement and hierarchy of logo and tagline elements.



Top Right Corner Detail

---

# Practo Identity Guidelines

## 3B. Brand Applications – Print

# Stationery Overview

While Practo is first and foremost a digital company, we still have need for—and an appreciation of—the physical applications of our identity.

A system containing letterhead, business cards, envelopes, mailing labels, folders, and more has been developed in both Indian and US standard sizes, as Practo is an ever-expanding international company.

You will see both the user- and provider-facing logos used. This is to show that either could be applicable, depending on your need.

Practo Technologies Private Limited  
165/5 RPS Green,  
Dollars Colony  
JP Nagar, 4th Phase,  
Bangalore 560076

22 November, 2016

Addressee's Name  
Address  
City, State, Zip

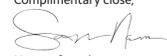
Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. Use the following measurements as guidelines to create letterheads that fit the Practo typography and layout styles.

The date is top-aligned at 60mm from the top edge of the page and 25mm from the left, setting the margin for the entire letter. The addressee's name is positioned flush left two spaces below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 119mm.

A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and his title.

Complimentary close,  
  
Name of sender  
Title



Practo Technologies Private Limited  
165/5 RPS Green,  
Dollars Colony  
JP Nagar, 4th Phase,  
Bangalore 560076





**Shashank N D**  
CEO  
M +91 9886302739  
T +91 8880588999  
shashank@practo.com

Practo Technologies Private Limited  
165/5 RPS Green,  
Dollars Colony  
JP Nagar, 4th Phase,  
Bangalore 560076







Pari Chhabra  
187/5 C. R. Saini School Road  
Block A, Vandana Vihar  
Nangloi, New Delhi  
Delhi 110041

# Business Card

The business card is divided vertically and horizontally in half to give us our alignments. Our logo sits centered on the left side with its baseline resting on the vertical center line. The logo is horizontally centered in the left half of the card. Your personal information is left-aligned along the horizontal center line and vertically centered.

The back of the card is full-bleed Practo Light Blue or Practo Saffron, depending on the individual's department.

### Format

85 x 55mm

### Paper

Neenah Classic Crest  
130# Cover, Solar White  
Smooth Finish  
or equivalent

### Type Specifications

Name:  
Camphor Bold, 9/8pt

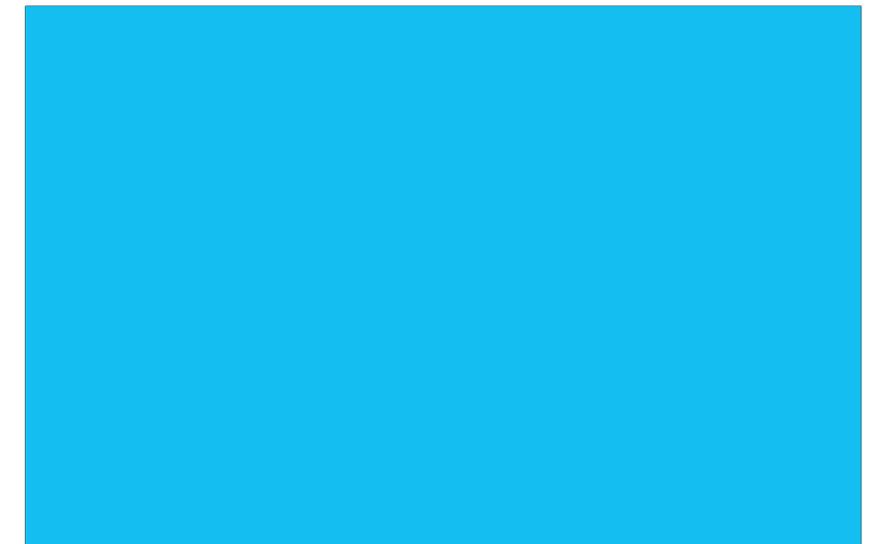
Title, Address and Contact Information:  
Camphor Regular, 6.5/8.5pt

### Colors

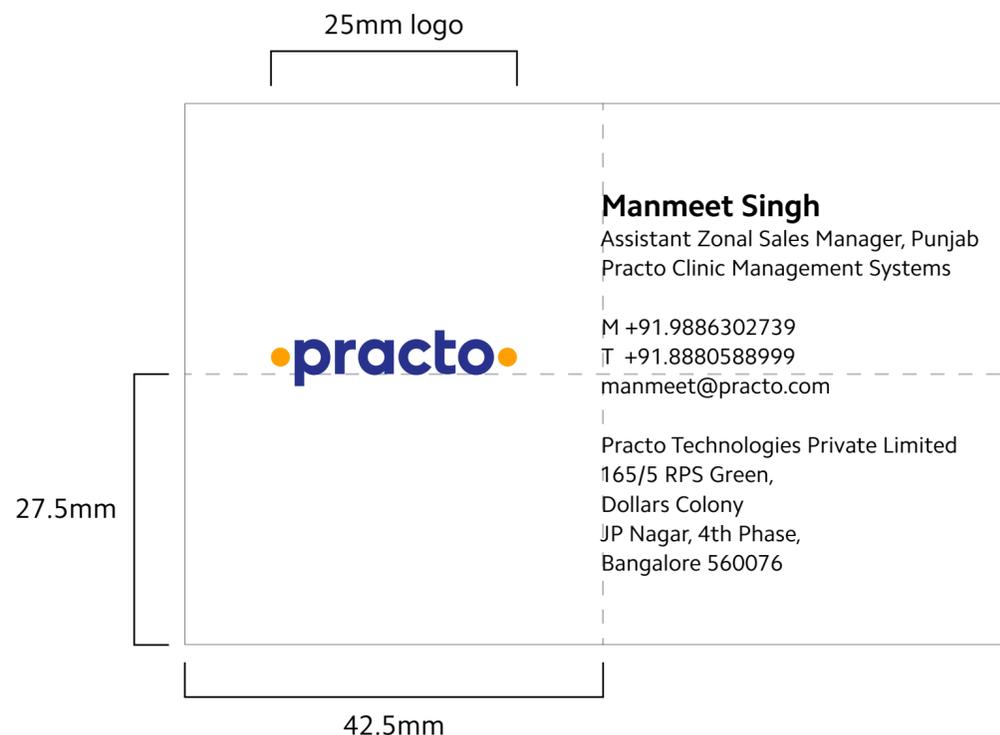
PMS 287C (Dark Blue)  
PMS 298C (Light Blue)  
PMS 157C (Saffron)  
Black



FRONT



BACK



# Letterhead

The Practo letterhead has been designed so that when folded into thirds, the salutation sits neatly below the initial fold line. The body text takes up not the entire width of the content space but rather three out of four columns, with the logo situated in the top of the remaining column. This gives the content of your letter around 75 characters per line, which is an ideal amount for your recipient to easily and quickly read its contents.

Make sure the body copy is never made full-width to the right margin, as this will hinder legibility.

### Format

A4 210 x 297mm

### Paper

Neenah Classic Crest  
80# Text, Solar White  
Smooth Finish  
or equivalent

### Type Specifications

Address:  
Camphor Regular, 8/9pt

Date, Addressee Information and Body Copy:  
Camphor Regular, 10/12pt

### Colors

PMS 287C (Dark Blue)  
PMS 298C (Light Blue)  
PMS 157C (Saffron)  
Black



# Press Release/Memo

The layouts for the memo and press release are both built upon our letterhead layout. The body copy starts in the same position for all three, as does the header information.

### Format

A4 210 x 297mm

### Paper

n/a (laser printed or digitally delivered)

### Type Specifications

Address:

Camphor Regular, 8/9pt

Date, Addressee Information and Body Copy:

Camphor Regular, 10/12pt

Headers:

Camphor Bold, 20/24pt

Subheaders:

Camphor Regular, 20/24pt

### Colors

CMYK 100,95,0,5 (Dark Blue)

CMYK 67,2,0,0 (Light Blue)

CMYK 0,42,100,0 (Saffron)

CMYK 0,0,0,100 (Black)



# Envelope

Our envelope is “DL” sized, which holds an A4 sheet folded into thirds. Make sure that the rear flap of the envelope is square and not triangular.

### Format

DL 220 x 110mm

### Paper

Neenah Classic Crest  
80# Text, Solar White  
Smooth Finish  
or equivalent

### Type Specifications

Return Address:  
Camphor Regular, 8/9pt

Recipient’s Address (post-printed):  
Camphor Regular, 10/12pt

### Colors

PMS 287C (Dark Blue)  
PMS 298C (Light Blue)  
PMS 157C (Saffron) - not shown  
Black



# Shipping Labels

Shipping labels are applied to packages or envelopes that go out from Practo. The recipient's address can either be post-printed or hand-written.

**Format**

C7 114 x 81mm

**Paper**

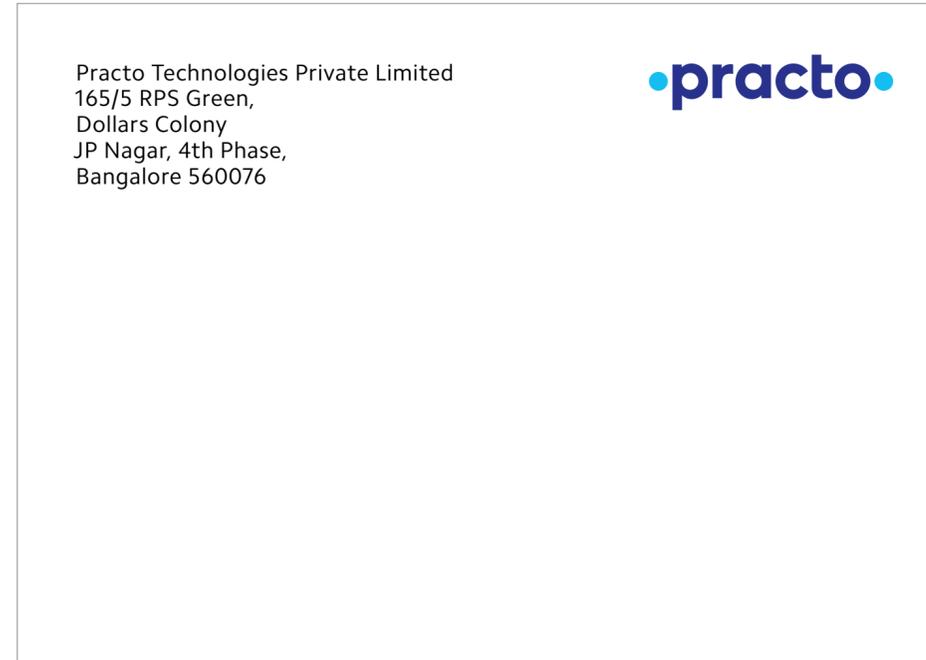
Adhesive paper

**Type Specifications**

Return Address:  
Camphor Regular, 8/9pt

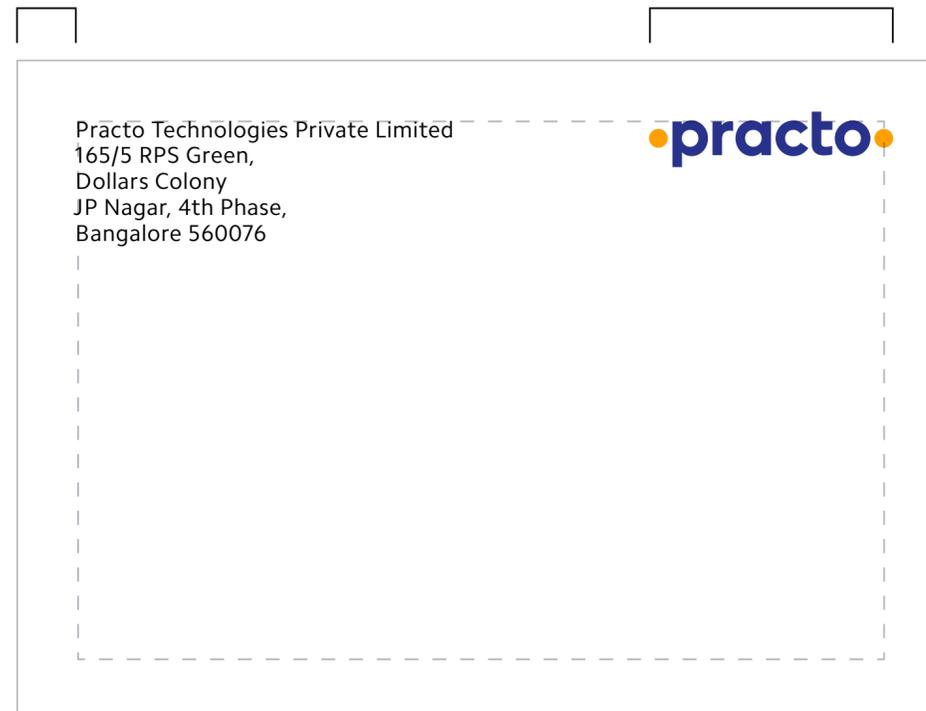
**Colors**

PMS 287C (Dark Blue)  
PMS 298C (Light Blue)  
PMS 157C (Saffron)  
Black



7.5mm (all sides)

30mm



# Folder

Our folder is slightly taller and wider than a standard A4 sheet of paper so that our stationery sits nicely within it. It has been designed to carry only a few sheets of paper. If it is necessary to hold many sheets (10–20+), then the spine and folder flaps will have to adjust accordingly.

### Format

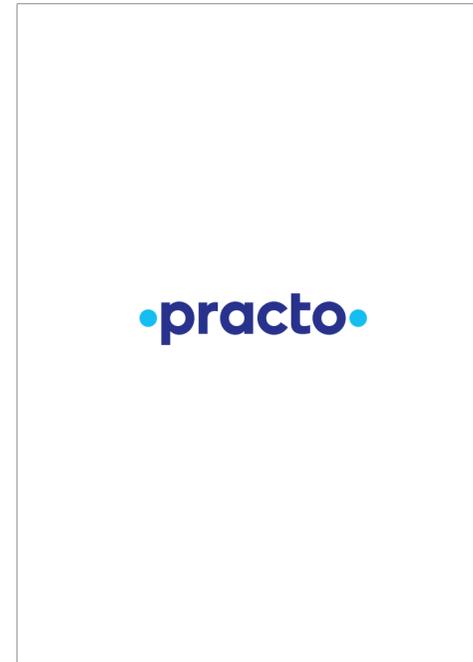
Cover: 220mm x 307mm  
Interior: 440mm x 307mm  
Flaps: 200mm x 120mm

### Paper

Neenah Classic Crest  
130# DTC, Solar White  
Smooth Finish  
or equivalent

### Colors

PMS 287C (Dark Blue)  
PMS 298C (Light Blue)  
PMS 157C (Saffron)



106mm logo

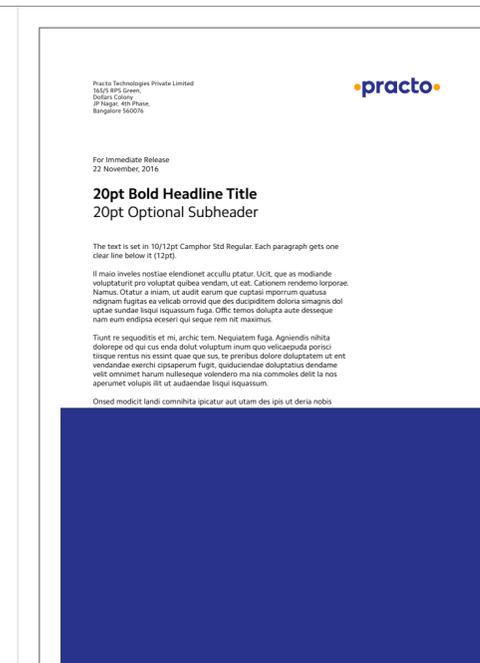


307mm

220mm



200mm



120mm

# US Business Card

An American-sized business card has also been developed for employees based in the USA. It is based on the standard business card with all sizes adjusted to inches.

The business card is divided vertically and horizontally in half to give us our alignments. Our logo sits centered on the left side with its baseline resting on the vertical center line. The logo is horizontally centered in the left half of the card. Your personal information is left-aligned along the horizontal center line and vertically centered.

The back of the card is full-bleed Practo Light Blue or Practo Saffron, depending on the individual's department.

### Format

3.5 x 2in

### Paper

Neenah Classic Crest  
130# Cover, Solar White  
Smooth Finish  
or equivalent

### Type Specifications

Name:  
Camphor Bold, 9/8pt

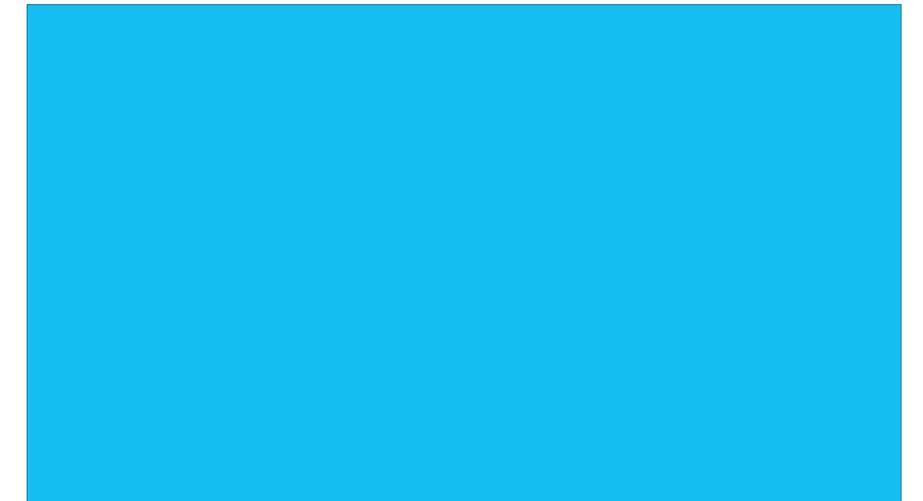
Title, Address and Contact Information:  
Camphor Regular, 6.5/8.5pt

### Colors

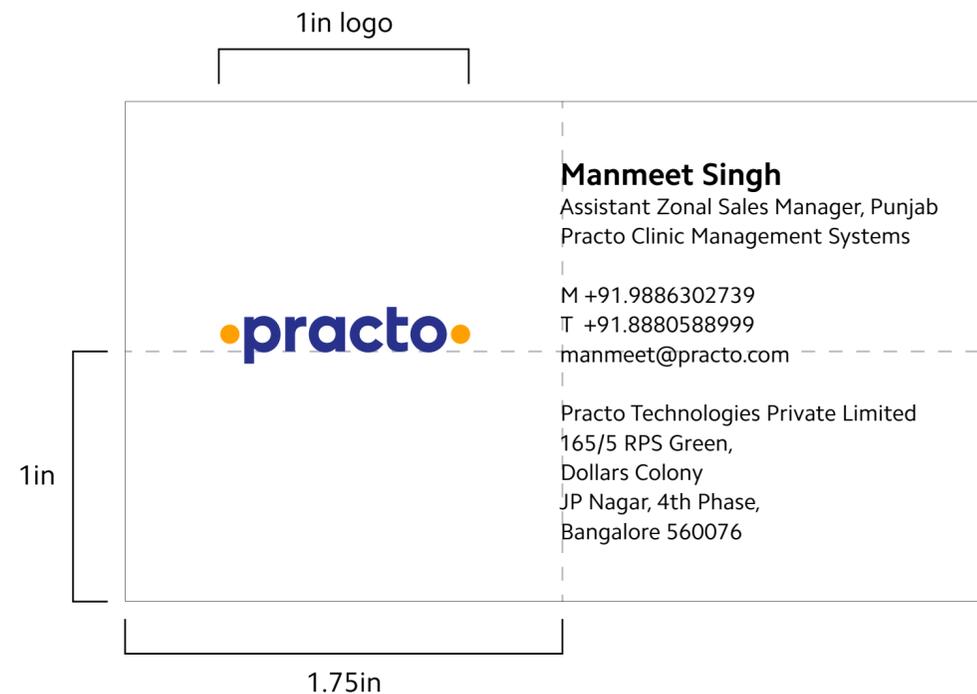
PMS 287C (Dark Blue)  
PMS 298C (Light Blue)  
PMS 157C (Saffron)  
Black



FRONT



BACK



Variable (type height)

# US Letterhead

An American-sized letterhead has also been developed for employees based in the USA. It is based on the standard letterhead with all sizes adjusted to inches.

The Practo letterhead is designed so that when folded into thirds, the salutation sits nicely below the initial fold line. The body text takes up not the entire width of the content space but rather three out of four columns. This gives the content of your letter around 75 characters per line, which is an ideal amount for your recipient to easily and quickly read its contents.

Make sure the body copy is never made full-width to the right margin, as this will hinder legibility.

## Format

Letter 8.5 x 11in

## Paper

Neenah Classic Crest  
80# Text, Solar White  
Smooth Finish  
or equivalent

## Type Specifications

Address:  
Camphor Regular, 8/9pt

Date, Addressee Information and Body Copy:  
Camphor Regular, 10/12pt

## Colors

PMS 287C (Dark Blue)  
PMS 298C (Light Blue)  
PMS 157C (Saffron)  
Black



1in margin (all sides)

1.5in logo

2.25in



3.75in

4.875in

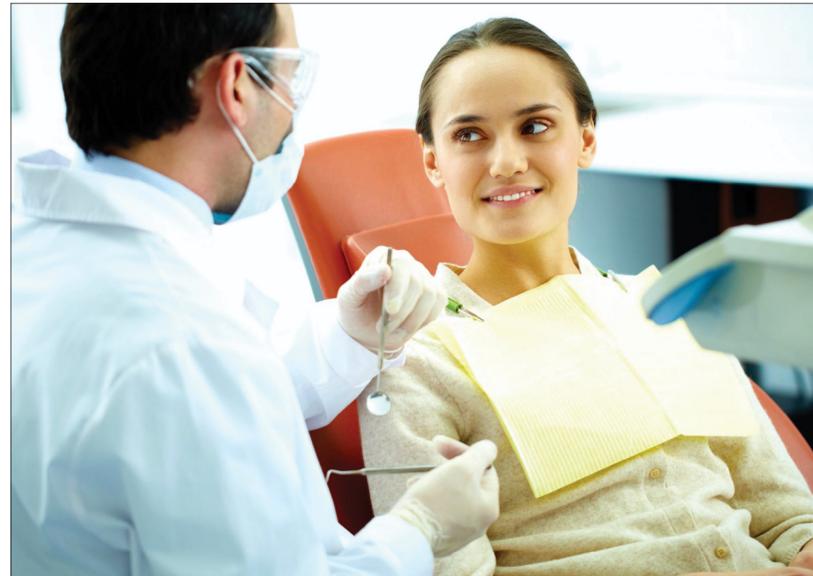
# Print Collateral

When you are creating a piece of print collateral, your needs will vary widely from project to project. Because of this, we've developed a layout system that works in any format—portrait, landscape, square, or skinny portrait (for z-fold brochures and the like).

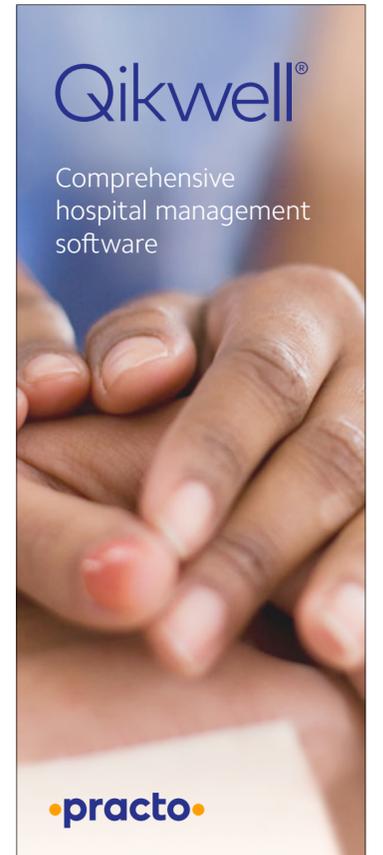
Shown here are four of those possible formats. To the right are one annual report and three product brochures.

When you are creating a print piece, you should choose whichever format and dimension best suits your particular need and apply this layout style to the document.

Be sure to follow the guidelines for using the logo with photography on pages 15–18.



2016  
2017  
Annual Report



# Print Collateral – Color Covers

It is not always necessary to use a photo when making your print piece. A solid color background that uses nothing but type and the logo on a page can also create an eye-catching design.

Your background color choice depends on the needs of your piece. Shown here as examples are white/Light Blue annual reports and Dark Blue product brochures.

The most important thing to remember is that you never use the Light Blue for a provider-facing piece, or the Saffron for a non-provider facing piece. Using a full-bleed Saffron background for provider-facing materials is not recommended.

Be sure to follow the guidelines for using the logo over color on page 8 for corporate and user-facing materials, and page 25 for provider-facing materials.



# Advertising

There are numerous advertising mediums available for us to take advantage of. Here are just a few examples of how our identity can be used to inform people about Practo.

The logo should be placed in the corner that is most appropriate for the given layout and messaging.

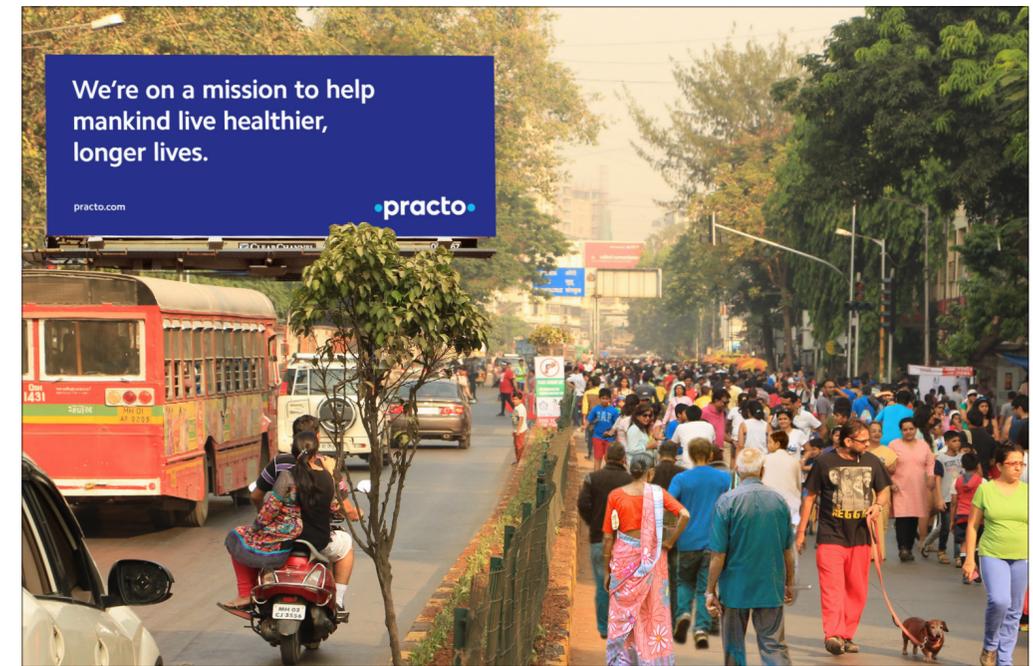
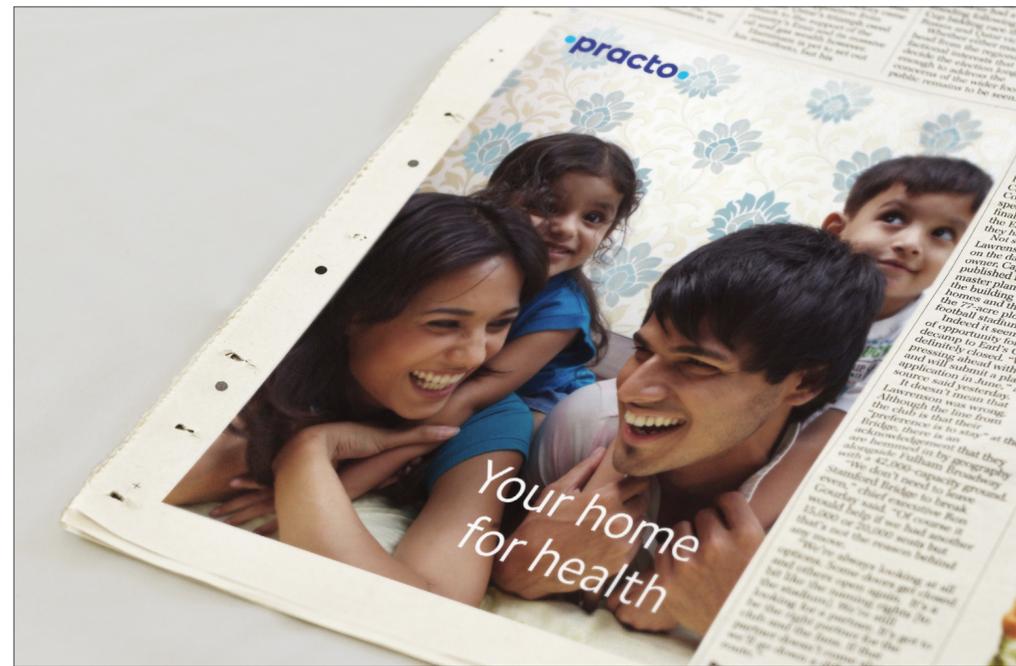
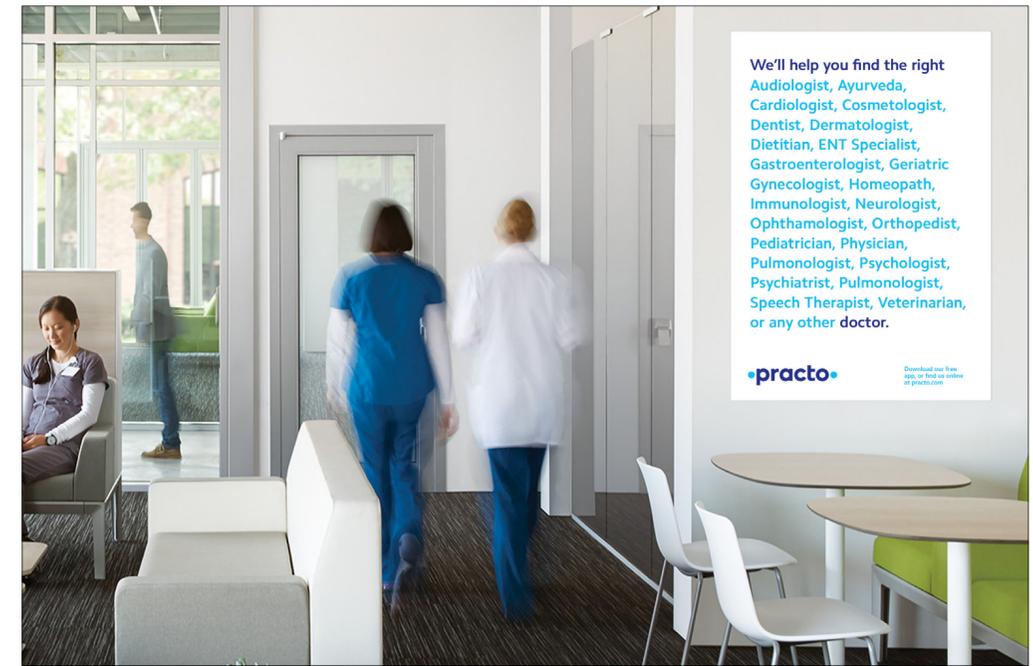
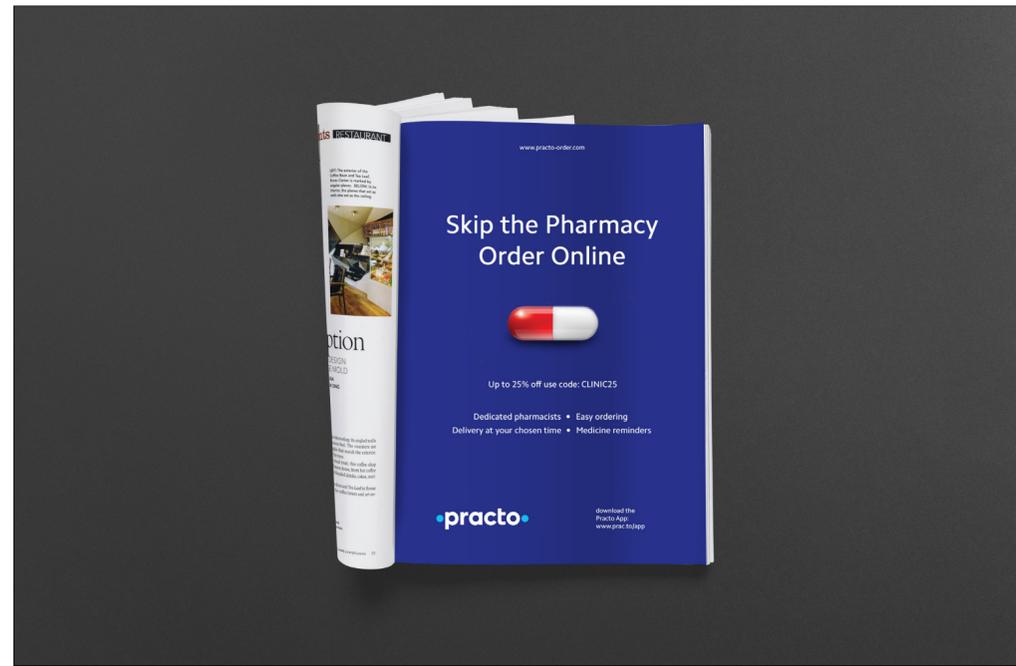
Using the logo in line with copy as a conclusion to written text can work well, as seen in the clinic poster example, top right.

Keeping the logo independent of the copy or other layout elements is sometimes preferable, as seen in the newspaper example.

If over a photograph, consideration must also be given to the contrast and visual clutter of each corner.

For headlines, using Camphor in a strong and confident manner will make the information easy to read while also establishing a style. Camphor Regular or Camphor Bold are both acceptable headline weights.

For copy, Camphor Regular is recommended. Select copy can be centered within the page or frame, as seen in the magazine example here, but this should be done carefully and only when copy is minimal.



---

## Practo Identity Guidelines

### 3C. Brand Applications – Apparel, Promotional Material, and Events

# Apparel

There are many materials and productions methods for creating promotional products. The choice of high-quality materials and production methods will help to ensure continuity and a high standard of quality to represent Practo.

Be sure to select material and logo colors that provide sufficient contrast. Always choose a material texture and production method that provides maximum legibility for our logo.

See pages 8–9 for guidelines on color and contrast for corporate and user-facing applications, and pages 25–26 for provider-facing applications.



## Limited Color Production

Where it is not possible to use a two-color version of our logo because of material or production limitations, use an all-white or an all-black logo that provides sufficient contrast with the background.

Be very careful when picking dyed fabrics, as matching them to our brand colors will be difficult. This is the reason we do not recommend Practo Light Blue or Practo Saffron colored shirts or sweatshirts, as these colors will be very difficult to match successfully.



# Promotional Items – For Employees & Users

The examples shown here and on the following page demonstrate the use of the Practo logo on potential promotional items that employees and customers alike might enjoy.

There are many materials and production methods for creating promotional products. The choice of high quality materials and production methods will help to ensure continuity and a high standard of quality to represent Practo.

Be sure to select material and logo colors that provide sufficient contrast. Always choose a material texture and production method that provides maximum legibility for our logo.

### Limited Color Production

Where it is not possible to use a two-color version of our logo because of material or production limitations, use an all-white or an all-black logo that provides sufficient contrast with the background.



# Promotional Items – For Providers

The examples shown here demonstrate the use of the Practo logo on typical promotional items for providers.

As with the items on the previous page, be sure to choose materials, production methods, and logo colors that provide maximum legibility and the highest quality possible.



# Tradeshow Booths

Shown on the following pages are examples of how to identify Practo within exhibit and tradeshow environments.

The primary booth identification at all trade shows should feature the Practo logo alone.

When possible, use the preferred logo color configuration, as per pages 8 and 25.

Products by Practo or other secondary identification, if needed, can appear below on panels as part of the display.



# Tradeshow Booths – Alternative Layout



For provider-facing events, use either Practo Dark Blue or white as the surrounding color. Do not use Saffron as the surrounding color.

practo.

practo.

Insta®

Querent®



# Press Walls

A press conference backdrop is used to emphasize the Practo identity during media press conferences, photo op's, and other special events.

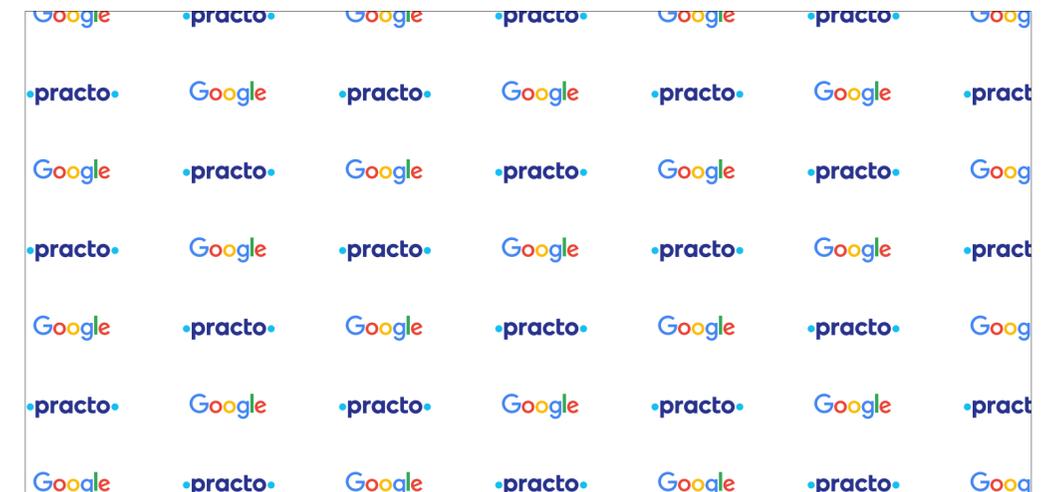
The backdrop design incorporates the Practo logo on Dark Blue repeated in a step or diagonal alternating pattern.

One or more sponsor or co-sponsor logos can also be incorporated into the design when needed. A photographic background, as shown in the example to the right, may also be used for special on-stage events or conferences.

Be sure to maintain adequate space between each logo. An all-white or all-blue backdrop is preferred.

Always make sure that the color of the logo is in sufficient contrast to the background to ensure visibility. See page 17 for logo over photography contrast guidelines and page 9 for color contrast guidelines.

Because backdrops will vary in size and content, the examples shown are for reference only and should be adjusted to best suit the content.



---

# Practo Identity Guidelines

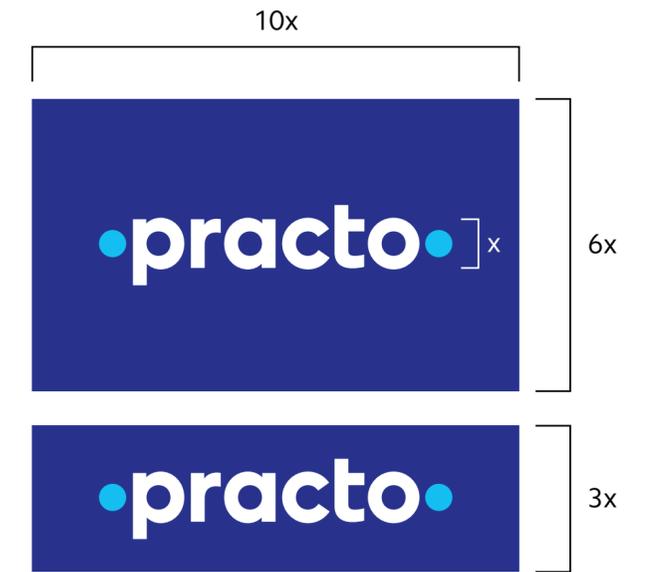
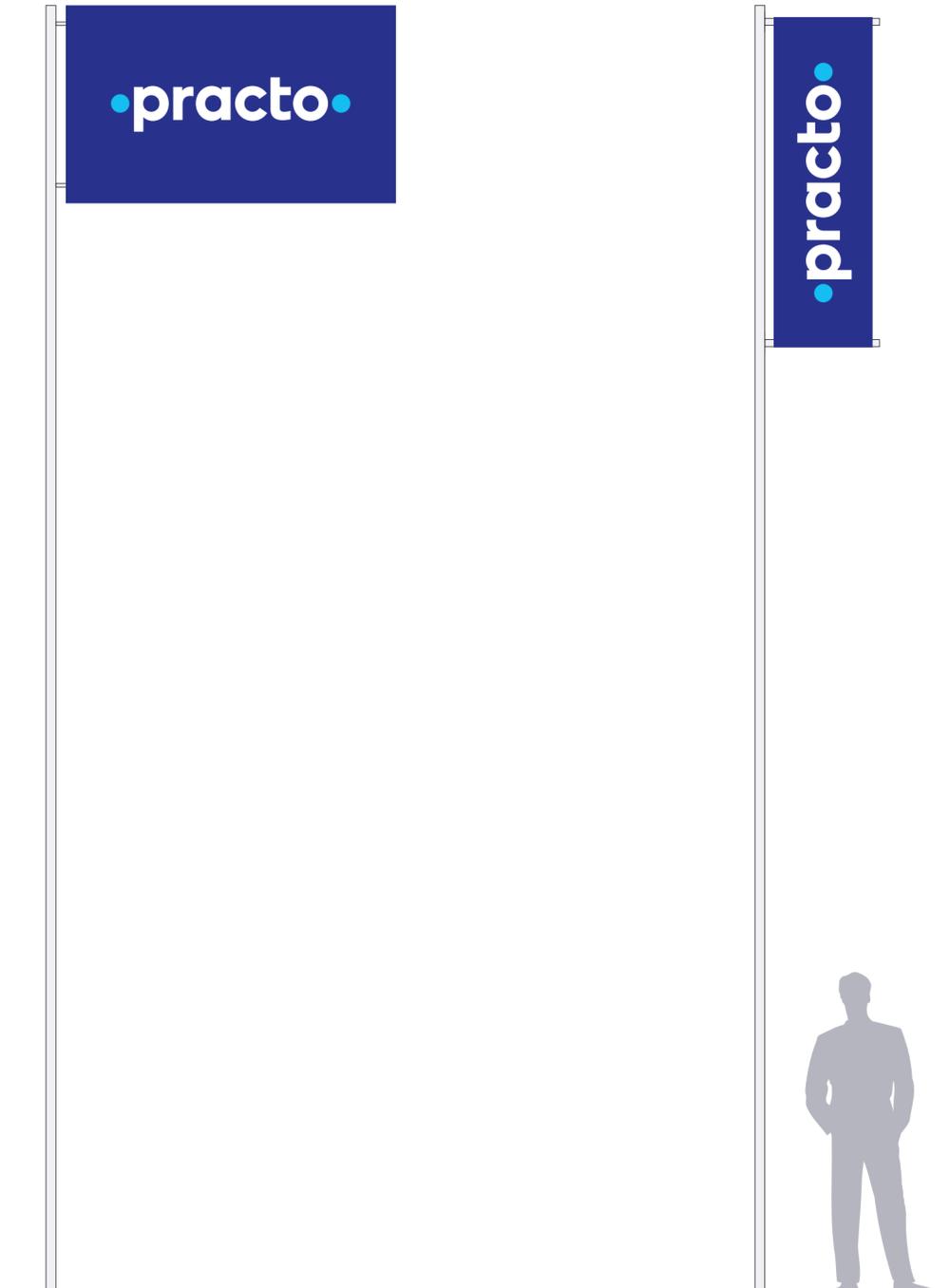
## 3D. Brand Applications – Signage

# Flags & Banners

When making a flag or banner, the horizontally oriented configuration is strongly preferred, as it keeps our logo in its ideal orientation for being read. An alternative banner which is skinnier and oriented vertically is also acceptable. The vertical banner is one of the rare instances in which the orientation of our logo can be changed.

For the horizontal banner, the overall height is six times the cap height of the logotype.

For the vertical banner, the overall width is three times the cap height of the logotype. This is the minimum allowed clearspace, which you can read about in more detail on page 2.



# Interior Signage

There may be situations within a physical Practo location where it is desirable and appropriate to use the Practo logo as dimensional signage in an interior space.

Because each building's architecture varies greatly in scale, structure, signage size, position, and material should be decided on a case-by-case basis.

## Color

The sign should have sufficient contrast with the surface it is mounted on, and be set in a material that is complementary to the architecture it will exist within. Preferred colors are the full-color logo or natural finishes such as brushed aluminum, stainless steel, or bronze.

See pages 8–9 for guidelines on color and contrast for corporate and user-facing applications, and pages 25–26 for provider-facing applications.

## Lighting

Shadows cast by dimensional signage will help to visually separate our logo from the wall surface. Back-lighting in some cases may also help our logo's legibility.



•practo•



# Building-mounted Signage

A building-mounted dimensional logo is used to identify a Practo facility on the building's facade. The illustration on this page shows the application of our logo to a typical building structure. This illustration is not to scale.

As a general rule, the depth (thickness) of the letters should be approximately 1/8 the height of the "p" in our logo. No other wording is to be used for building-mounted identification signs.

### Color

Our logo sign should be in a color that contrasts with the wall background, and in a material that is compatible with the building's architecture. Our ideal scenario uses the white logotype/Light Blue circles configuration, all-white logo configuration, or natural finishes such as stainless steel, bronze, etc.

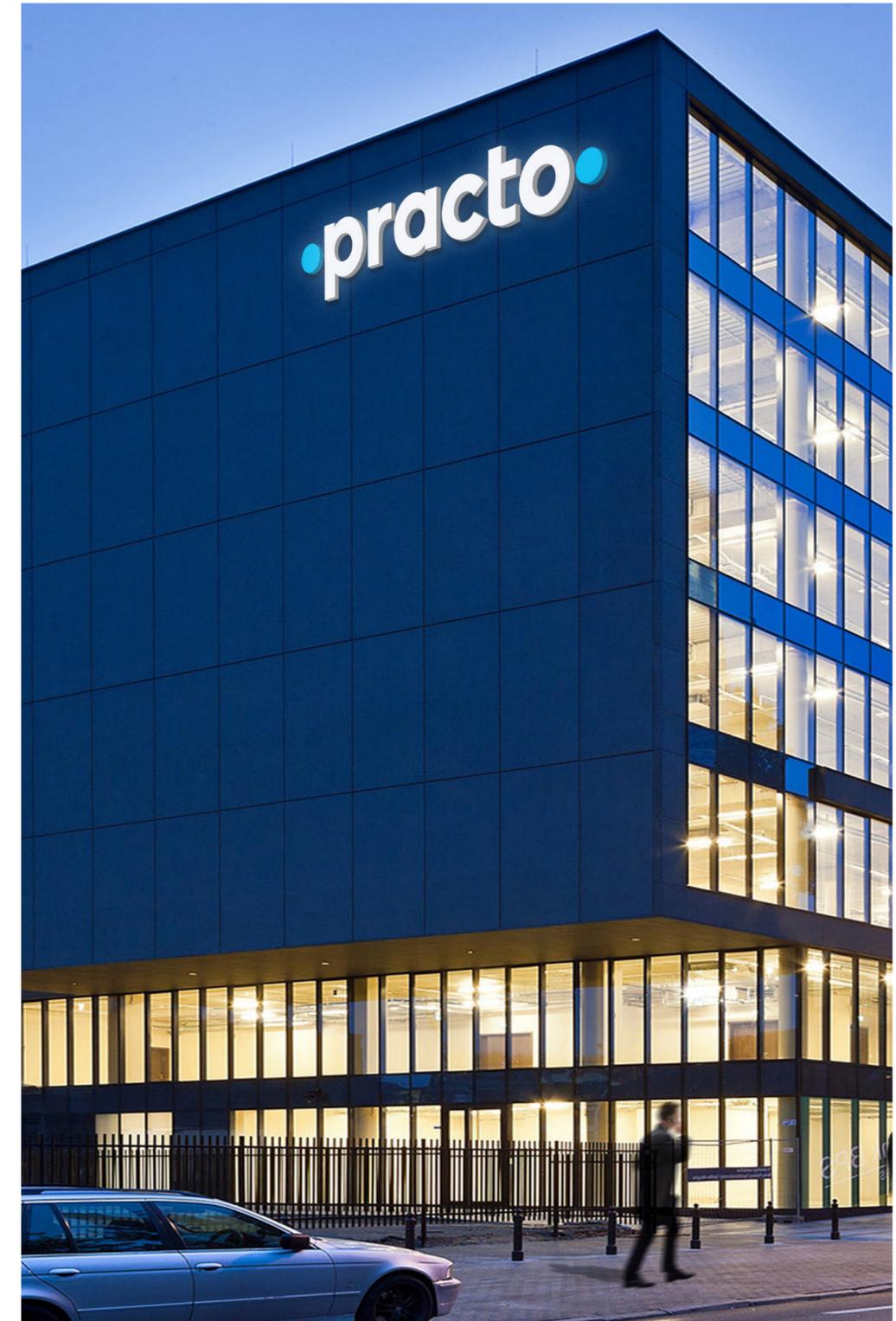
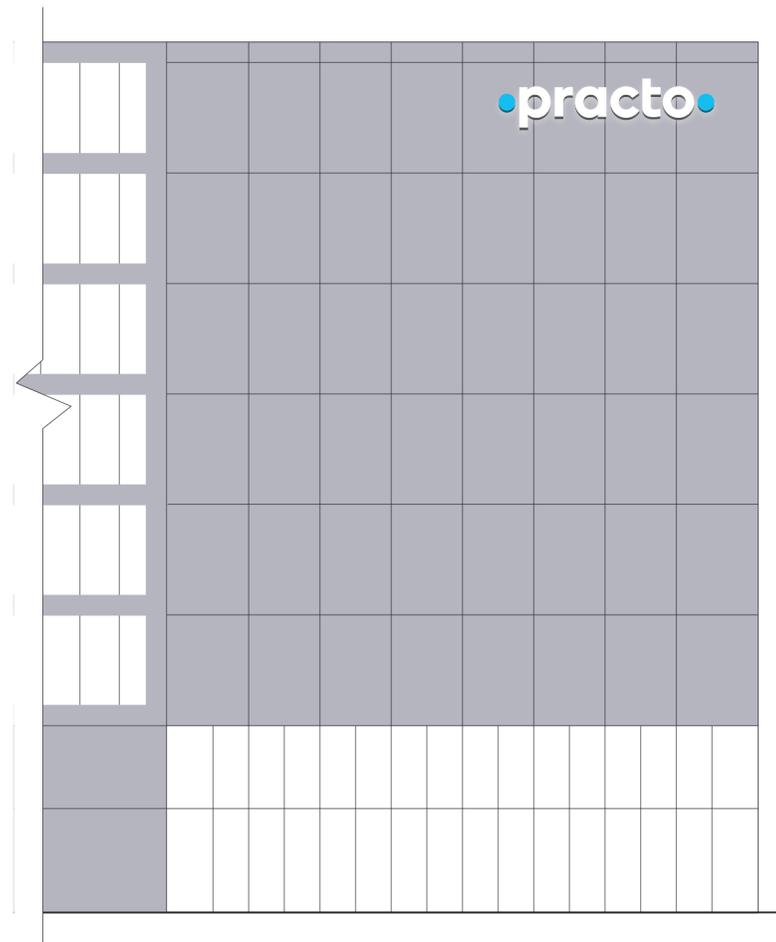
See pages 8–9 for guidelines on color and contrast.

### Lighting

Building-mounted signs are often internally illuminated, rear-illuminated, or flood-lit, depending on the specific conditions. Provide sufficient contrast for both daytime and nighttime viewing conditions.

### Sign Placement

Typically, building signs are located where they are most visible to approaching vehicles and pedestrians. Building signs are never placed on the roof unless no clear wall area is available.

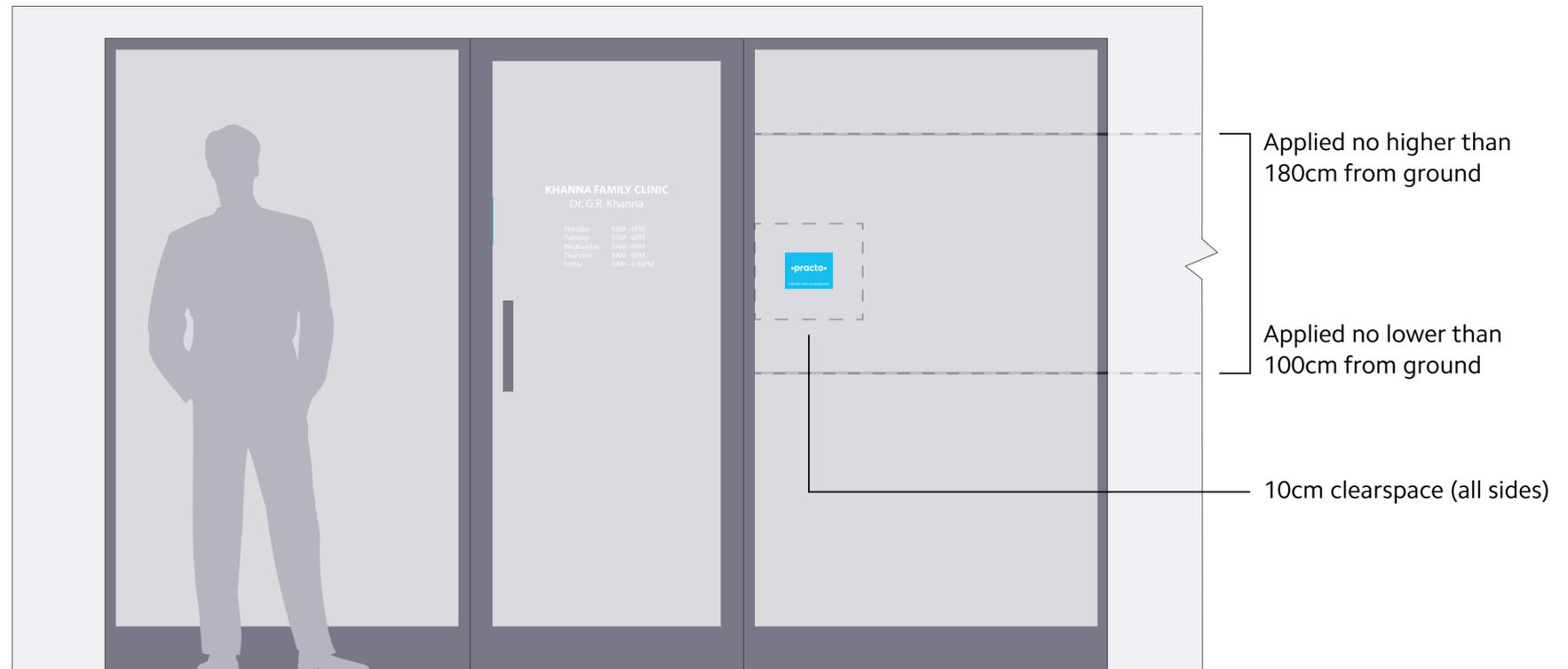
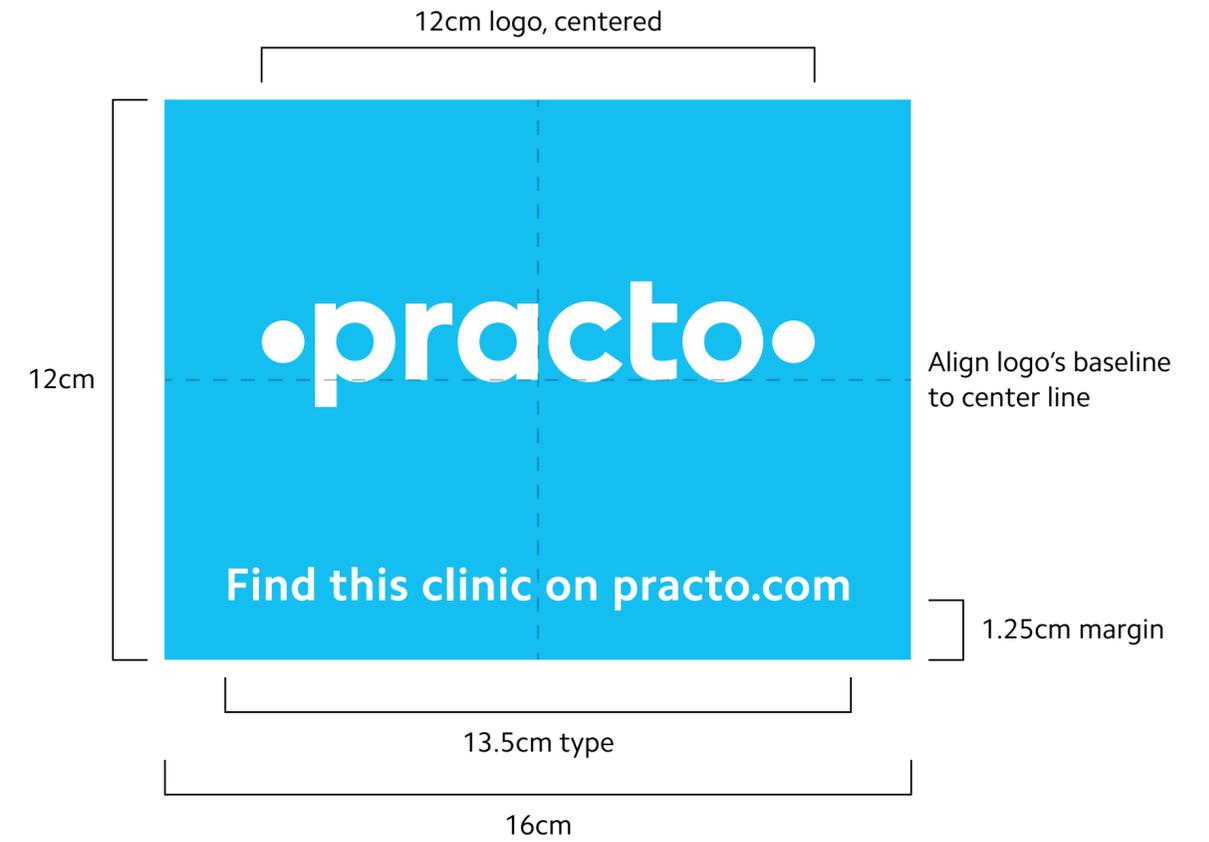


# Door Decal

To identify a Practo-certified clinic, a decal may be placed on or near the clinic's entrance door.

Always use the decal artwork shown on the right. Do not attempt to recreate or resize it in any way.

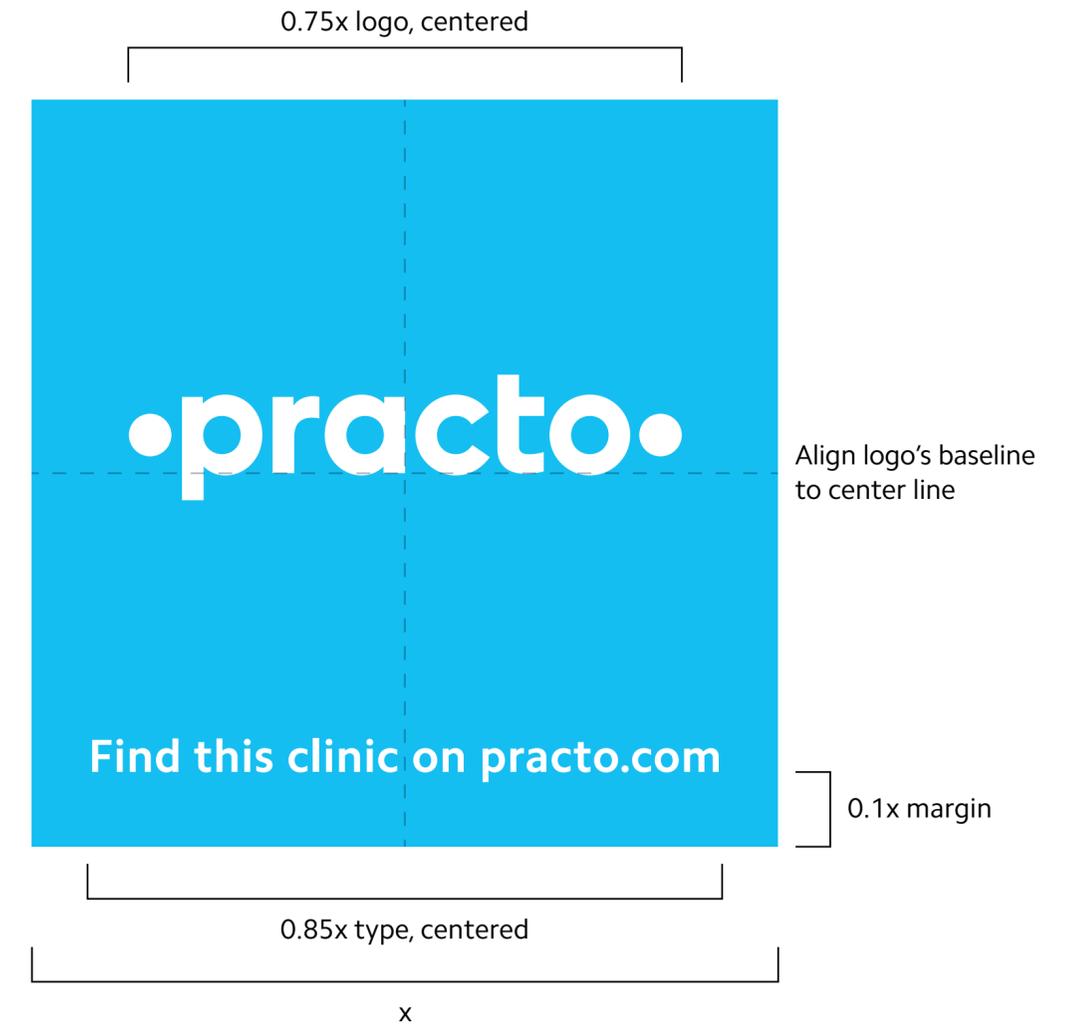
The Practo decal should be placed on an area free of graphics, so it can be clearly seen. Keep at least 10cm clear space on all sides. Ideally, the decal will be placed on a window adjacent to the door on the side of the handle or swing, but it is important to use your judgment in each case. The decal must be applied at a height between 100cm and 180cm above the ground.



# Existing Signage Replacement

This design can be used to replace the old Practo signage in existing mountings.

Whenever possible the new sign dimensions should be used. This is described in detail on the following page.



# Clinic Signage

A projecting sign is used to identify a Practo-certified clinic at the pedestrian and vehicular level.

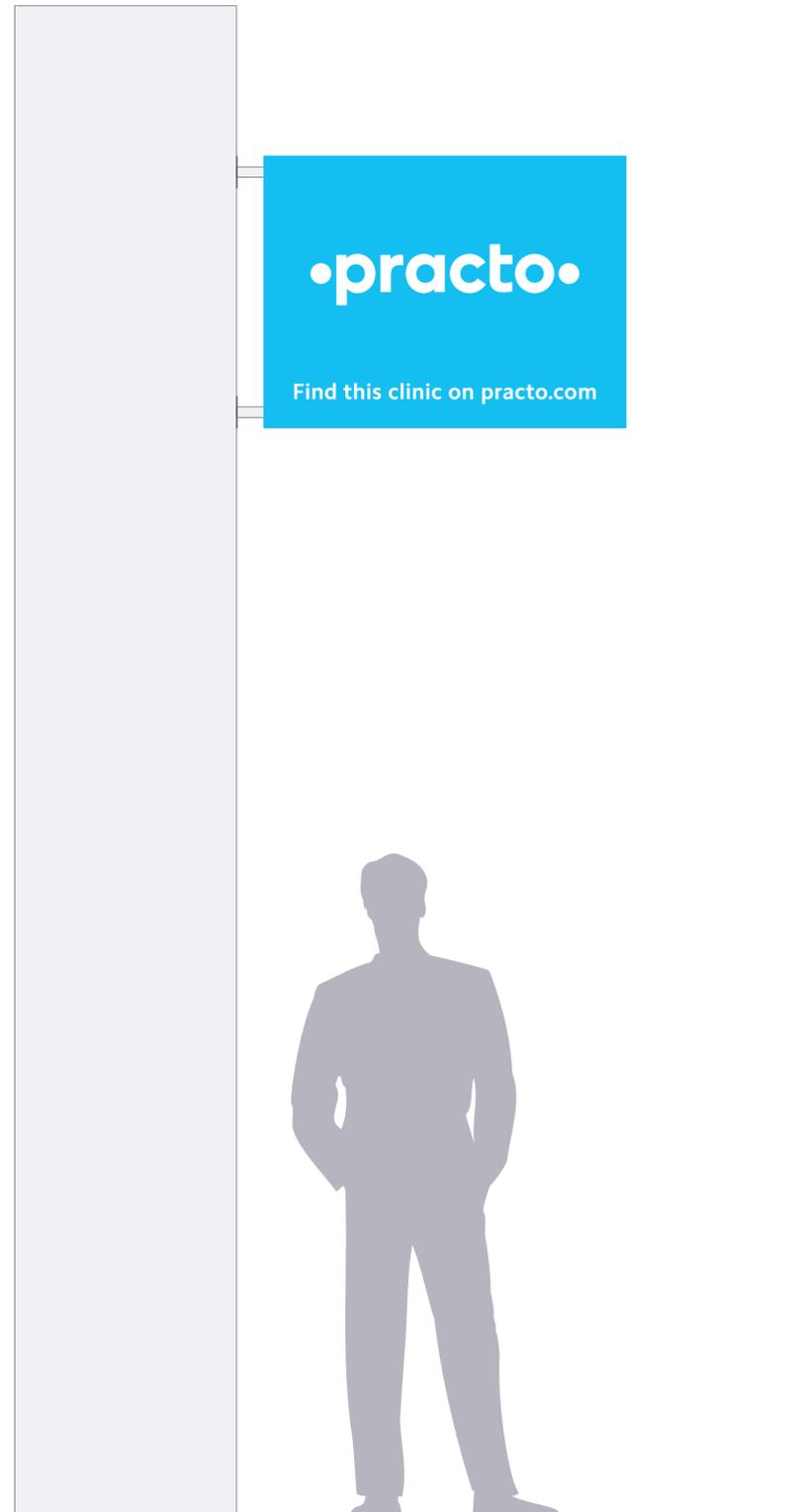
## Materials and Colors

This sign should always be in the exact design shown here, keeping the dimensions in a 3:4 ratio. Use a material that is compatible with the architecture. Projecting signs may be internally illuminated or flood lit, depending on the needs of the environmental conditions.

Mount the sign with either a neutral grey or a color matching the building.

## Placement

Typically, projecting signs are located near the main entrance, visible to approaching vehicles and pedestrians. Building signs are never placed on the roof or penthouse unless no clear wall area is available. Use your judgment to determine the best location, depending on the specific environmental conditions, especially pedestrian clearance.



---

# Conclusion

Practo's visual identity is the sum of its many parts, only the beginning of which is shown here.

Use this book not only for instructions for how to execute specific applications, but rather as a guide for how to approach each new project.

When creating something that isn't explicitly covered within these pages, ask yourself "Is this aligned with the style and philosophy found within our identity guidelines? If someone sees this piece and this alone, will it leave a representative impression of Practo?"

You and your colleagues are entrusted with shaping how millions of users, providers, and employees will come to understand and relate to Practo. Honor that responsibility by creating work that will make you and everyone else at Practo proud.