



spry



BRAND MARK

Primary Mark

The primary mark for Spry Health signifies strength, balance and vitality. The organic tree ring form with the subtle gradient represents growth, movement and energy.

Primary usage of the Spry logo should be followed across all core brand communication and must not be altered at any time. Soft edges of the mark and letterforms is a visual representation of the gentle care that marks the services and values of Spry Health. A clean, friendly and modern look of the mark also stands out across all platforms, devices and visual communication.



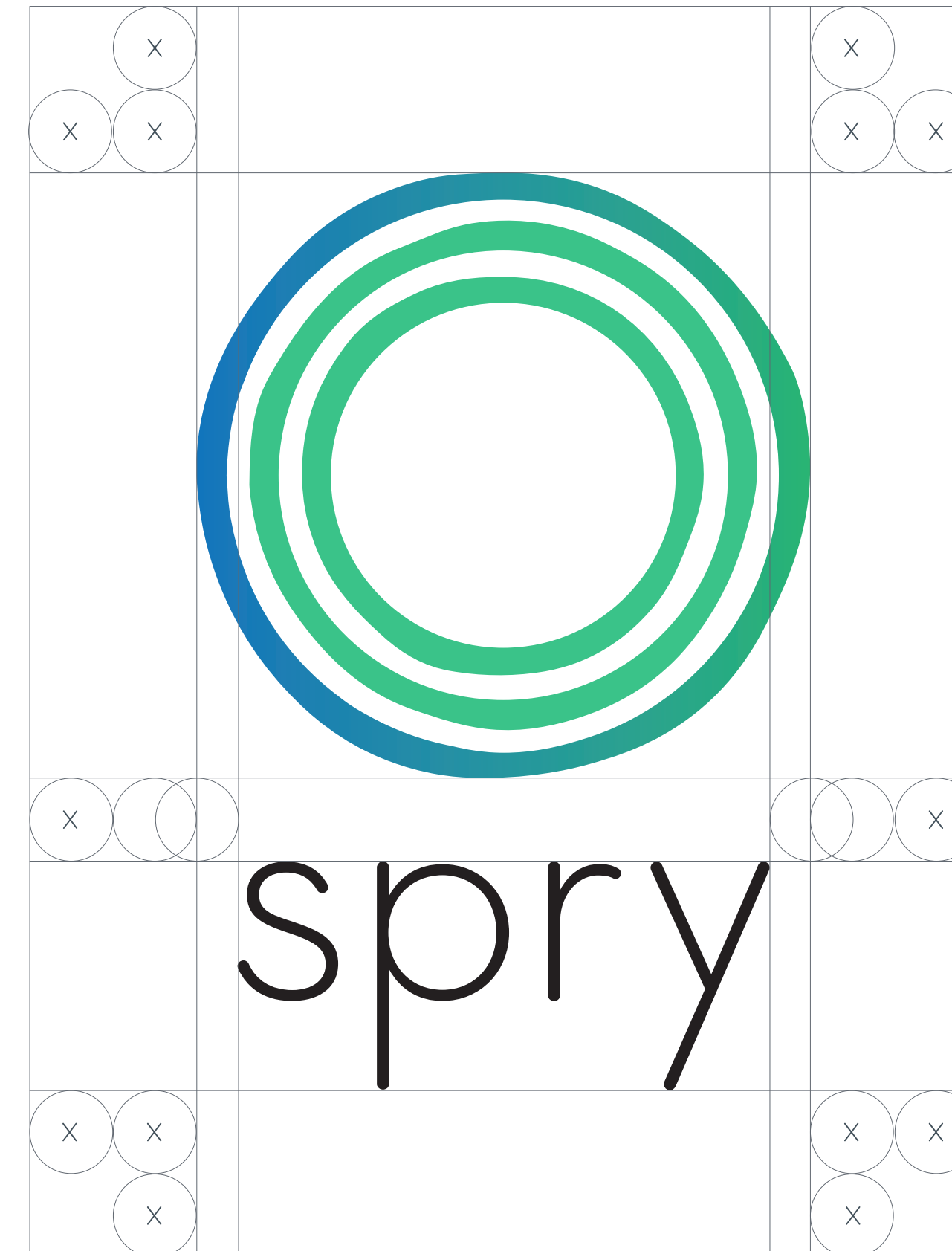


BRAND MARK

Clear Space

Clearspace is the area surrounding the wordmark that must at all times be free of any text, image or graphic elements. This space ensures that the logo stands distinctively at any environment.

The clearspace unit (x) for Spry Health logo is marked by the space between the ring symbol and the letters. It should be followed as per the diagram to maintain a distinct and clear visual appearance of the logo.





BRAND MARK

Primary Logo Variations

The logo has two main variations that can be used for either print or display mediums. For much smaller displays and icons, the Spry health mark can be used without the word.

01 / PRINT + DISPLAY



02 / PRINT + DISPLAY



03/ SMALL DISPLAY



04/ APP ICON + FAVICON





BRAND MARK

Primary Color & Usage

Primary usage of the Spry Health logo should be followed across all core brand communication and must not be altered at any time.

Light Background

On white and light backgrounds, Spry all color logo must be used with the word spry in black.

Dark Background

Alternatively when Spry logo is used on darker brand colors and backgrounds, it should be in all color with the word spry in white.





BRAND MARK

Secondary Color & Usage

A few secondary logo color options can be used on selected primary and secondary color backgrounds and photography. All other brand colors, aside from Spry Green, Cobalt and Chalk should be avoided.

A single color Spry logo can be used on a few chosen brand background colors. On Slate, the green mark can be used with the word spry in black. On brighter brand colors like Spry Green and Cobalt as well as on photography, the spry logo should be used only in all white.





BRAND COLORS

Primary Color Palette

Spry Green

PANTONE	RGB	CMYK
2412 C / 7480 U	R. 058 G. 195 B. 137	C. 069 M. 000 Y. 063 K. 000

Spry Slate

PANTONE	RGB	CMYK
7545 C / 546 U	R. 068 G. 080 B. 090	C. 074 M. 059 Y. 049 K. 031

Cobalt

PANTONE	RGB	CMYK
279 C / 2171 U	R. 049 G. 147 B. 209	C. 074 M. 030 Y. 000 K. 000

Chalk

PANTONE	RGB	CMYK
7541 C / 7541 U	R. 220 G. 231 B. 233	C. 013 M. 004 Y. 006 K. 000

Ocean

PANTONE	RGB	CMYK
533 C / 282 U	R. 025 G. 037 B. 071	C. 097 M. 088 Y. 042 K. 044

Spry Green

Chalk

Cobalt

Spry Slate

Ocean



BRAND TYPEFACES

Primary Typeface

Sofia Pro Light & Regular

Sofia is a geometric sans-serif typeface designed by Olivier Gourvat and released through French foundry Mostardesign. It was originally released in 2008 with an updated version made available in 2012 with wider language support and additional OpenType features. It has a warm and somewhat humanistic feel for a geometric sans. Sofia is available in an impressive eight weights with matching italics.

Light

BODY COPY

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*()_

Regular

SUBHEADS, SPECIAL HEADLINES

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*()_

Semi-Bold

BULLETS AND CALLOUTS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*()_