



VORTEXT BRAND





Our Purpose

“

Harness the power of healthcare data

We apply advanced technologies to reveal meaningful relationships in healthcare data, making it easier than ever to recover lost revenue and improve clinical outcomes. Vortex's patented technology identifies and analyzes relationships in healthcare data and delivers clear results with software that's simple to access and easy to use.





LOGO

Primary

Use the official logos provided by Vortext Design only. Do not recreate or alter the logos. If you require any logo in a file format that is different than the one you have, please contact Vortext Design.



LOGO





LOGO

Secondary

Secondary forms of the logo are to be used only if the logo appears on a dark background that would hinder the readability of the logo in its primary form.





LOGO

Alternates

Examples of alternate logos are shown below. They are to be used only when printing using a single color ink or for limited reproduction applications. These are not the preferred forms of our logos and permission for use should be obtained by Vortex Design before they are released.





LOGO

Clearance

Make sure the logo has sufficient spacing around it from other graphic elements. This ensures legibility and graphic integrity. This applies to all logos - primary, secondary and alternate. Any exceptions to this rule must be cleared with Vortex Design before application.

Minimum clearance is established by the width of the “T” in “VORTEXT”.





LOGO

Sizing



LOGO



Min 100px



Min 30px



LOGO

Logo on Background

Use appropriate logo color type for different shade backgrounds. In all applications, choose the logo that is most legible.

Primary logo on solid light background



Alternate logo on solid dark background



Logo on photo or textured background - use most readable logo with outer glow or drop shadow.





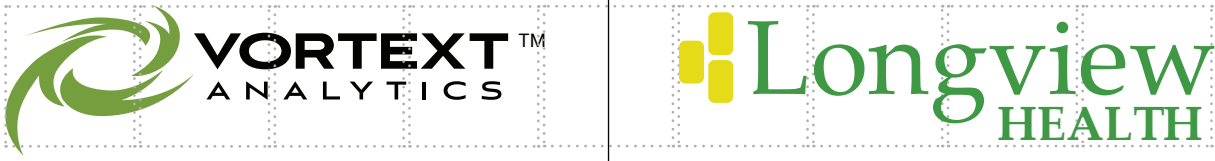
LOGO

Vortex Logo with Partner Logos

Use the formula below to create spacing and logo sizing of the Vortex logo and any other brand logos when they are to be used in partnership or conjunction with one another.

Partner logos of equal importance should both occupy approximately 4 boxes of space.

There should be 1 box of space between the logos with a hairline separating them.





LOGO

Misuse





BRAND COLORS

xi

BRAND COLORS

Dark Theme

CDCCCD 545354 454748 3E3F41 303133 252628 1C1C1C 000000



BRAND COLORS

Light Theme

FFFFFF EFEEED E2E3E2 D4D4D3 AEAF AF 6F6E6F 1C1B1C



BB432C

759E3F

6C93CD

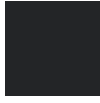




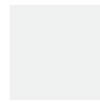
BRAND COLORS

Color Values

Dark Theme

	HEX: CDCCCD RGB: 205, 204, 205 CMYK: 0, 0, 0, 20
	HEX: 545354 RGB: 84, 83, 84 CMYK: 0, 1, 0, 67
	HEX: 454748 RGB: 69, 71, 72 CMYK: 4, 1, 0, 72
	HEX: 3E3F41 RGB: 62, 63, 65 CMYK: 5, 3, 0, 75
	HEX: 303133 RGB: 48, 49, 51 CMYK: 6, 4, 0, 80
	HEX: 252628 RGB: 37, 38, 40 CMYK: 7, 5, 0, 84
	HEX: 1C1B1C RGB: 28, 27, 28 CMYK: 0, 4, 0, 89
	HEX: 000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100

Light Theme

	HEX: FFFFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0
	HEX: EEEEEED RGB: 239, 238, 237 CMYK: 0, 0, 1, 6
	HEX: E2E3E2 RGB: 226, 227, 226 CMYK: 0, 0, 0, 11
	HEX: D4D4D3 RGB: 212, 212, 211 CMYK: 0, 0, 0, 17
	HEX: AEAFAF RGB: 174, 175, 175 CMYK: 1, 0, 0, 31
	HEX: 6F6E6F RGB: 111, 110, 111 CMYK: 0, 1, 0, 56
	HEX: 1C1B1C RGB: 28, 27, 28 CMYK: 0, 4, 0, 89

Accents

	HEX: BB432C RGB: 171, 67, 44 CMYK: 0, 64, 76, 27
	HEX: 759E3F RGB: 117, 158, 63 CMYK: 26, 0, 60, 38
	HEX: 6C93CD RGB: 108, 147, 205 CMYK: 47, 28, 0, 20



Online Sans Serif

Roboto

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

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

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

AaBbCc123

Roboto Bold

Duis placerat risus ipsum, ac eleifend urna interdum quis. Proin fringilla facilisis nunc eget mollis. Pellentesque eu neque convallis, fermentum nibh et, ultrices risus. Donec erat augue, tempus quis tortor id, sagittis molestie lacus.

AaBbCc123

Roboto Regular

Duis placerat risus ipsum, ac eleifend urna interdum quis. Proin fringilla facilisis nunc eget mollis. Pellentesque eu neque convallis, fermentum nibh et, ultrices risus. Donec erat augue, tempus quis tortor id, sagittis molestie lacus.

AaBbCc123

Roboto Light

Duis placerat risus ipsum, ac eleifend urna interdum quis. Proin fringilla facilisis nunc eget mollis. Pellentesque eu neque convallis, fermentum nibh et, ultrices risus. Donec erat augue, tempus quis tortor id, sagittis molestie lacus.



Print Sans Serif

Open Sans

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

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

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

AaBbCc123

Open Sans Bold

Duis placerat risus ipsum, ac eleifend urna interdum quis. Proin fringilla facilisis nunc eget mollis. Pellentesque eu neque convallis, fermentum nibh et, ultrices risus.

AaBbCc123

Open Sans Bold Italic

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AaBbCc123

Open Sans Regular

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AaBbCc123

Open Sans Regular Italic

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AaBbCc123

Open Sans Light

Duis placerat risus ipsum, ac eleifend urna interdum quis. Proin fringilla facilisis nunc eget mollis. Pellentesque eu neque convallis, fermentum nibh et, ultrices risus.



Alternate Serif

Calisto MT

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()_

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()_

AaBbCc123

Roboto Bold

Duis placerat risus ipsum, ac eleifend urna interdum quis. Proin fringilla facilisis nunc eget mollis. Pellentesque eu neque convallis, fermentum nibh et, ultrices risus. Donec erat augue, tempus quis tortor id, sagittis molestie lacus.

AaBbCc123

Roboto Regular

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