

extriCAREUSA®

STYLE GUIDE

LOGO

e_x

extriCAREUSA®

e_x

extriCAREUSA®

e_x

extriCAREUSA®

FONT

MUKTA

Use this font for

(ExtraBold; 100% black; 36pt)

The website and other online publications

(SemiBold; 80% black; 24pt)

It is available for free online from Google Fonts. There are seven different weights to choose from. These are some suggestions for heading, subhead, and body copy

(Light; 80% black; 16pt)

ROBOTO

This font is for print

(Black; 100% black; 36pt)

Can be used online, too

(Bold; 80% black; 24pt)

Available for free on Google Fonts. Again, these are suggestions for headline, subhead and body. This font has *italics*, whereas 'Mukta' does not.

(Light, 80% black; 16pt)

COLOR



extriCARE Blue - #3399CC R51 G153 B204

*Primary Design Color



extriCARE Navy

#003366; R0 G51 B102

*Secondary Color



Black

#000000; R0 G0 B0

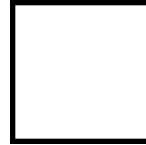
*Secondary Color



extriCARE Steel

#85A2CC; R133 G162 B204

*Secondary Color



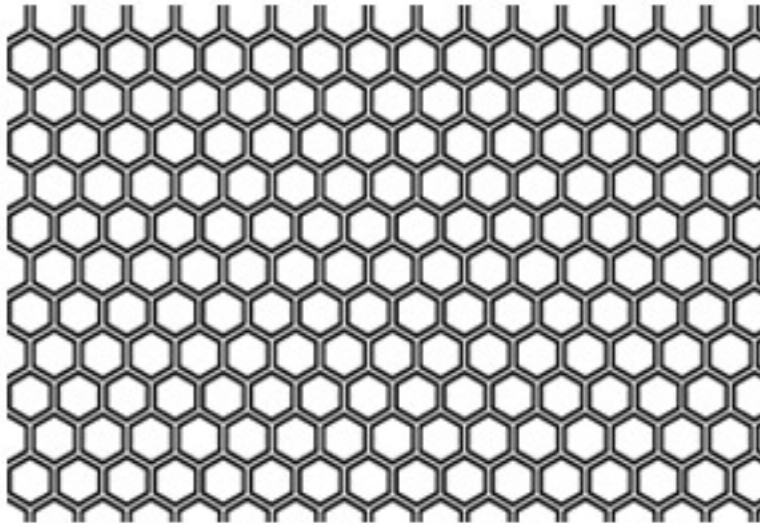
White

#ffffff; R255 G255 B255

*Secondary Color

PATTERN

HEXAGONAL GRID



Used on the website as a background element
Available on Google Drive