



AccessElite

## Our Logo

The AccessElite logo comes from the heart, the most important organ in the human body.

Taking the traditional heart shape and rotating the form ninety degrees, along with the addition of a left to right gradient, the combined design treatments create a sense of forward motion and direction that expresses the idea of taking control and moving toward a healthier you. Three simple, clean and modern lines represent the letter E, evoking an expression of quality that is at the core of the Access Elite service.



**Purple**  
PMS 2617 C  
CMYK: 37/54/0/47  
RGB: 85/62/134  
HEX: 553E86  
POWERPOINT:  
RGB: 66/43/115



**Light Purple**  
PMS 241 C  
CMYK: 0/78/33/19  
RGB: 206/45/139  
HEX: CE2D8B  
POWERPOINT:  
RGB: 192/14/120



**Gray**  
PMS 116 C  
CMYK: 0/0/0/50  
RGB: 127/127/127  
HEX: 939598  
POWERPOINT:  
RGB: 130/131/134

## Logo Configurations

Our logo is available in 2 variations: Vertical and Horizontal. **Use the Vertical logo the most.** Reserve the use of the Horizontal logo only when the application is compositionally a better fit.

The Four-Color logo is the primary option for use. A Black logo and Reversed logo are also available – use them when color reproduction is not available or when the logo is contrasting with the background.



**Four-Color logo**



**Black logo**



**Reversed**



## Logo Configurations



Lighter Background



Darker Background



## Primary Typeface: Brandon Grotesque

Brandon Grotesque is the primary AccessElite typeface. It is used across marketing communication, event promotion, release activation, and much more.

In addition, Helvetica Neue 57 Condensed is to be used for legal copy and small text while Arial may be used as an alternate typeface for “web-safe font” situations.

### Primary Typeface

#### Brandon Grotesque Bold – Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### Brandon Grotesque Regular – Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Supplemental Typefaces

#### Garamond Bold – Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### Garamond Regular – Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Websafe / Digital Use:

#### Arial Bold – Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### Arial Regular – Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Legal Font:

#### Helvetica Neue 57 Condensed – Legal copy

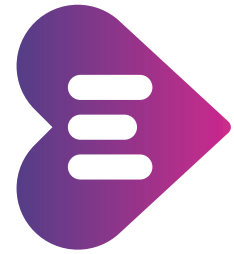
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Digital Assets Style

The following examples showcase the style for our digital assets. Try to match the look as closely as possible to ensure visual consistency across all AccessElite digital touchpoints.

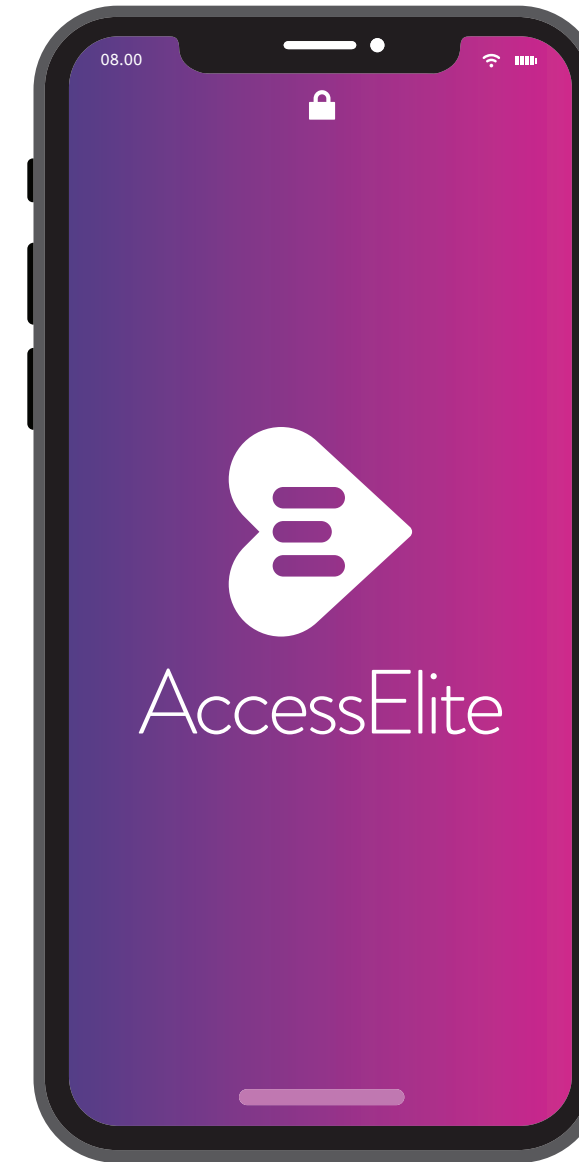
### Profile Icons

Icons for social media, app, favicon, etc.



### Buttons

Buttons for App, web page, emails, etc.





Photographic Style



Photographic Style







**Thank You**