



# Arietis Health

RCM REIMAGINED





Arietis Health  
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AHH+



Arietis Health

## Logo Mark:

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- The Arietis brand represents a new horizon, as this team is about to embark on a new adventure
- Embellished with a signature star, to show it's guiding roots coming from the galactic Aries symbol
- The horizon line connecting the two words is then merged into a simple icon when reduced down in size for the icon version of the logo



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5.

# Logo Uses:

- The full word mark with descriptor should be used in most cases
- The word mark without the descriptor should only be used when space is compromised
- The icon mark should only be used when another mention of the full name is present on the page
- The logo should never be distorted or altered in any way
- All uses of the logo have been packaged with the brand guidelines



## FULL WORD MARK



## WORD MARK, NAME ONLY



## ICON MARK



# Typography Selection:

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- Work Sans is a Google Font that can be used for both print and web, and is the brand typeface for Arietis Health
- Using both size and weight to differentiate text hierarchy, Work Sans can be used for everything from headlines to body copy
- The following is an example of how the typography can be used, but not limited to this selection
- [Work Sans can be downloaded here](#)

**CALL OUT TEXT: 20 PT., SEMIBOLD CAPS**

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## Work Sans: Headline 60pt., Light

Body Copy: 20 pt., Light

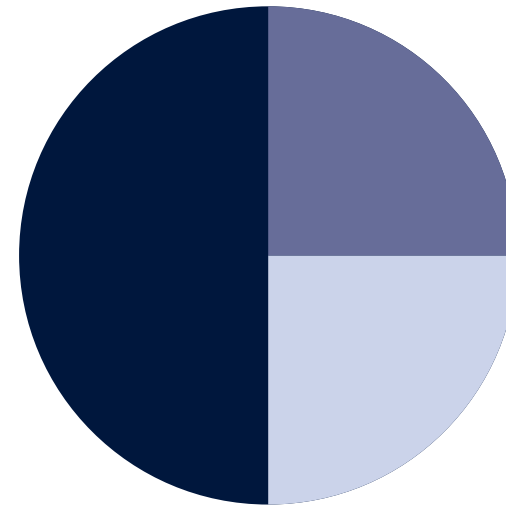
Arit as milicias quam fuga. Et et aribus dolut ut esto duci omnis et liquam rem con plandit iberspitatet dolores mincipsam aceature verro est harum comniendis prerunt autae sus. Con excerfe remporita vel eveliquodis dolorum.

# Color Palette:

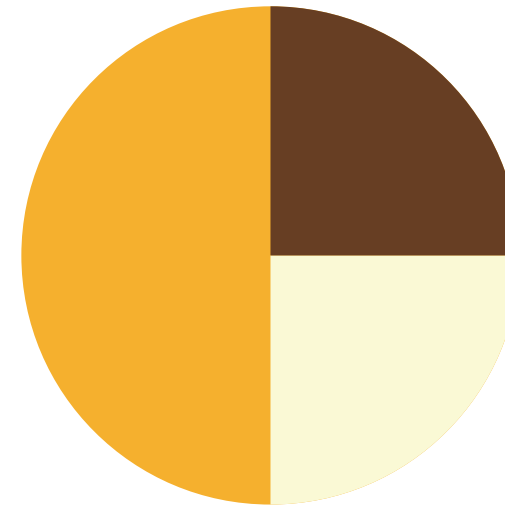
- Dark Navy and Golden Yellow are the primary brand colors and should be used anywhere the logo name is seen
- Bright Blue is the secondary brand color and should be used as an accent throughout all branded materials
- All Additional Colors should be used as accent or background colors only
- All CMYK / PMS codes are used for print and RGB / HEX codes are for web
- A range of blacks, whites and grays may be used to compliment the palette

## BRAND COLORS

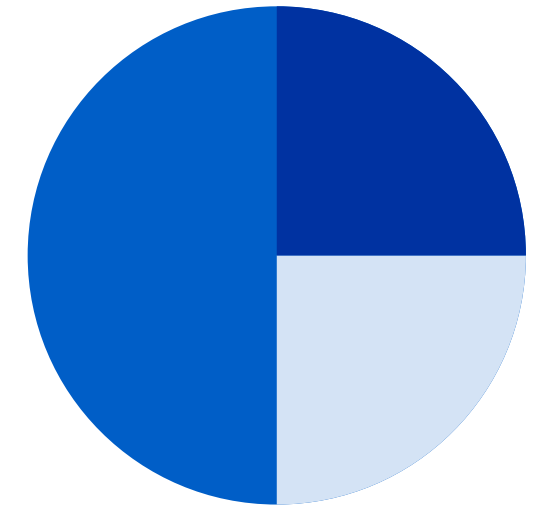
**Dark Navy**  
PMS 282  
RGB 0 22 60  
HEX/HTML 00163C  
CMYK 100 72 0 73



**Golden Yellow**  
PMS 7408  
RGB 238 157 41  
HEX/HTML ED9C26  
CMYK 0 33 100 1



**Bright Blue**  
PMS 2387  
RGB 0 94 198  
HEX/HTML 005EC6  
CMYK 91 60 0 0



## ADDITIONAL COLORS

**Muted Navy**  
CMYK 63 53 6 8  
RGB 103 109 153  
HEX/HTML 676D99

**Light Navy**  
CMYK 18 11 0 0  
RGB 203 211 234  
HEX/HTML CBD3EA

**Dark Yellow**  
CMYK 11 64 89 61  
RGB 105 63 35  
HEX/HTML 693F23

**Light Yellow**  
CMYK 2 0 20 0  
RGB 250 249 213  
HEX FAF9D5

**Dark Blue**  
CMYK 100 80 0 12  
RGB 0 50 160  
HEX/HTML 0032A0

**Light Blue**  
CMYK 15 5 0 0  
RGB 212 227 245  
HEX/HTML D4E3F5



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# Stock Photography:

- When searching for stock photography, always look for images with lots of shadows and yellow undertones to them to show warmth in the image
- Using pictures at an opacity or gradient on top of the Navy Blue background may be used to make them uniform
- Subjects should vary in age, ethnicity and gender, and should depict office as well as medical imagery
- A bundle of stock selections will be provided for you to use or purchase





# Stationary Sample:

- Stationary or print materials should remain minimal, as the colors and graphics will speak for themselves
- Printing instructions and templates for new business cards will be provided
- Stationary will be provided as a Word Document template to use as needed



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# Presentation Design:

- Presentations should remain minimal, using lots of white space to show the contemporary nature of the brand
- Pops of color through accent type and graphs allow the personality of the brand to show through
- Text should remain simple and legible, using only the brand fonts and colors in the design

