impact
HealthCare Consulting

Brand Guidelines

Design by

Lisa Meyer

Ideal Creative Solutions | a division of LKI Collective
lk.investmentsco@gmail.com
0402912158

ideal
creative
solutions

Logo Variations

PRIMARY

PRIMARY reversed

BLACK/Greyscale

BLACK/Greyscale reversed

SECONDARY

SECONDARY reversed

SECONDARY BLACK/Greyscale

SECONDARY BLACK/Greyscale reversed

Colours

GREY	C = 0 M = 0 Y = 0 K = 70 R = 109 G = 110 B = 113 HEX code: #6D6E71	
MID GREY	C = 0 M = 0 Y = 0 K = 80 R = 65 G = 64 B = 66 HEX code: #414042	
DARK GREY	C = 0 M = 0 Y = 0 K = 90 R = 88 G = 89 B = 91 HEX code: #58595B	
BLACK	C = 0 M = 0 Y = 0 K = 100 R = 35 G = 31 B = 32 HEX code: #231F20	
LIME GREEN	C = 45 M = 0 Y = 100 K = 0 R = 154 G = 202 B = 60 HEX code: #9AcA3C	

GREEN SCALE   A selection of varying levels of green

Fonts

1mpact   CENTURY GOTHIC - Regular

HealthCare Consulting   OSWALD - Regular

ihc   GHOSTLIKE**

IMPORTANT, PLEASE NOTE This font is a purchaseable font, to use it commercially you will need to purchase a commercial licence, go to: https://edricstudio.com/ghostlike-sans-serif-font/ for different licencing optins
- however, I have altered these 3 letters slightly.