

# IMPERA HEALTHCARE STRATEGIES

2022

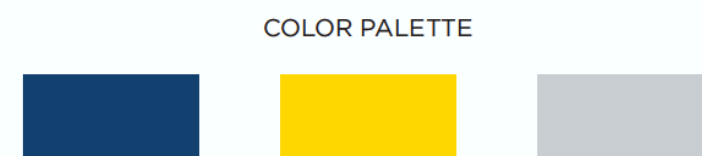
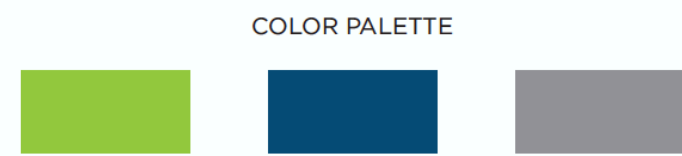


# OUR TASK

1. Provide a name and logo for a new healthcare consulting organization
2. Be as cost effective as possible



**CONCEPT PHASE -  
4 CONCEPTS WERE PRESENTED  
OVER TWO ROUNDS**





**SELECTED LOGO**

IMPERA HEALTHCARE STRATEGIES  
BRAND OVERVIEW



IMPERA HEALTHCARE STRATEGIES LOGO  
COLOR & SPOT



IMPERA HEALTHCARE STRATEGIES LOGO  
BLACK (OR 1-COLOR)



IMPERA HEALTHCARE STRATEGIES LOGO  
WHITE (FOR DARK BACKGROUNDS)

COLORS



BLUE

CMYK

C 58 / M 0 / Y 17 / K 0

SPOT COLOR

PMS 319 C

RGB

R 71 / G 187 / B 200  
#48bbc8



GRAY

CMYK

C 56 / M 36 / Y 39 / K 6

SPOT COLOR

PMS 444 C

RGB

R 110 / G 124 / B 124  
#6e7c7c



BLACK

CMYK

C 0 / M 0 / Y 0 / K 100

SPOT COLOR

PMS Black C

RGB

R 0 / G 0 / B 0  
#000000

ONE-PAGE LOGO USAGE



BUSINESS CARDS



LETTERHEAD



ENVELOPE

**CONTACT US FOR MORE  
INFORMATION ON HOW WE GET  
THE COSTS LOW AND THE IMPACT  
HIGH**

