Logo Use

The integrity of each HealthLevel brand mark is maintained through proper use. Please use the electronic artwork provided for the appropriate application. The desired background is always white; upon approval, one of the accent colors may be used *(provided on the first page of this document)*.

Do Not:
- Rotate the logo.
- Convert the logo to a single color.
- When used in black and white, or grayscale, see model on following page.
- Deconstruct the existing logo elements.
- Distort the logo when scaling.

Do:
- Maintain high contrast between logo and any background tint to maintain high level readability.
- Use prepared brand marks delivered from HealthLevel.
- Scale the logo proportionately.
- For questions, contact HealthLevel marketing.

Clear Space Background

The HealthLevel logo brand mark must always stand alone, separated from all other graphic elements surrounded by a generous amount of clear space. This is the minimum allowable distance between the logo and all other imagery, including page trim. For approval of exceptions, please contact the HealthLevel marketing department.

Note: The minimum clear space between brand mark and other elements is equal to the height of the upper case "A" in HealthLevel. For optimal visibility, a larger amount of visually uninterrupted space is preferable.

The brand mark for our flagship product, **Foundations**, is presented in a logo lockup. It must always include the pie chart graphic and remain connected to the HealthLevel logo.