



UCC Supply Branding

Logo

- The logo utilizes a cross pattern, to attract urgent care business
- Combines the color schemes familiar to both companies, iRemedy and Verséa, in two equally sized parts that form a cross.



Improper Logo Usage

Here are a few examples of how the logo should NOT be used.



Don't add drop-shadows or other effects to the logo



Don't change the logo's colors



Don't reconfigure any logo lock-up

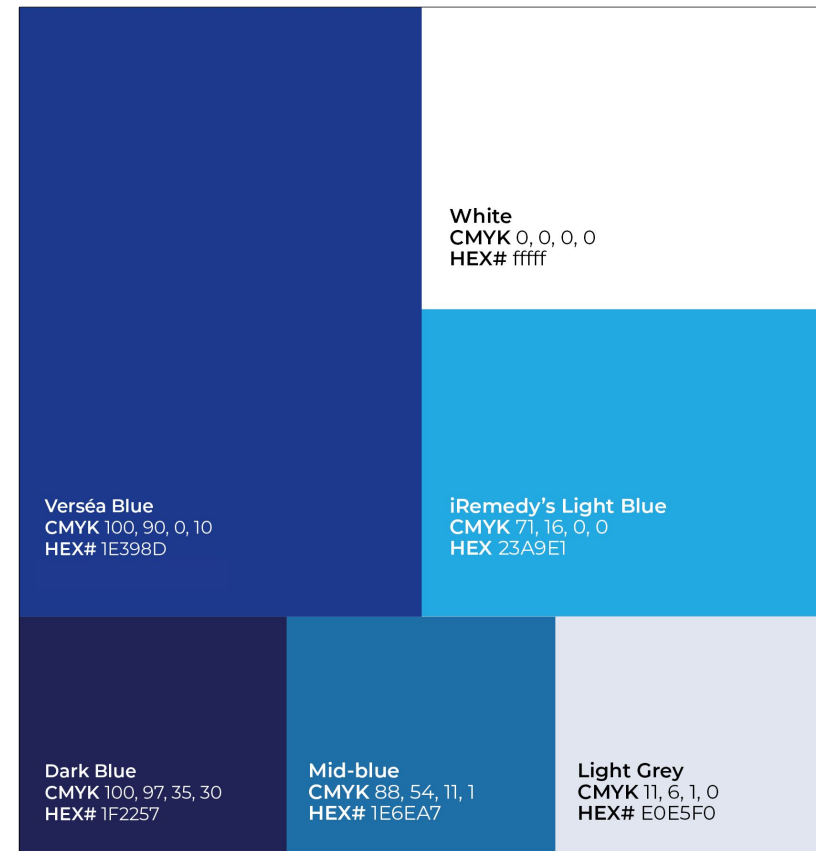


Don't change the logo's proportions



Color Palette

- The color palette represents the collaboration between Verséa and iRemedy. Verséa Blue and iRemedy's Light Blue are both present in the logo.
- Light grey presents an excellent opportunity for a neutral background color on websites.
- Using slightly transparent versions of the colors is fine as well



Typography

Primary font: Encode Sans
(title line of the logo)

Secondary font: Roboto
(slogan line of the logo)

Encode Sans

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

abcdefghijklmnopqrst
uvwxyz

0123456789

Font family

Encode Sans Regular

Encode Sans Medium

Encode Sans SemiBold

Encode Sans Bold

Roboto

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

0123456789

Font family

Roboto Medium



Imagery

- The imagery for UCC Supply should be focused on urgent care employees/patients and diagnostics testing to tell the story that UCC Supply is there for urgent cares.
- If the images aren't already, they should be tinted to align with the color pallet of the brand – utilizing accents of either Verséa Blue or iRemedy's light blue or a cool tone in general.



Imagery Examples



LinkedIn Presence

Simple and clean LinkedIn presence – The profile picture is the icon from the logo, and the banner is a gradient (Verséa blue and iRemedy blue) with the title and slogan written underneath it.

The LinkedIn post mockups are clean and simple, while utilizing brand elements such as the corners of the cross.

LinkedIn Post Mockups



LinkedIn Profile Mockup

