Brand guide

Logo files, colors and type for anyone making materials for Occupational Medical Care: printers, sign makers, partners and media.

Logo

Use the files exactly as supplied. The logo has two versions, full color and white, and an icon for small spaces.



Full color logo on white
omc-logo-color.png, 723 × 267 pixels



Full color logo on navy
omc-logo-color.png, 723 × 267 pixels



White logo on Deep Blue or a photo

omc-logo-white.png, 723 × 267 pixels



Icon, full color

omc-icon-color.png, 215 × 215 pixels



Icon, white

omc-icon-white.png, 215 × 215 pixels

Logo rules

- Never stretch, rotate, recolor or add effects to the logo.
- Place the full color logo on white or navy only.
- Place the white logo on Deep Blue or on a photo.
- Keep the full logo at least 160 pixels wide on screen. Below that, use the icon.
- These files are PNG images, sharp on screen up to about 360 pixels wide. For signs, banners, vehicles or apparel, ask OMC for vector artwork.

Colors

The logo colors are bright, so text uses the deeper shades. Every text color on the website meets WCAG 2.1 AA contrast.



OMC Blue

HEX #009DFF

RGB 0, 157, 255

Logo and large graphics only. Never for text on white.



OMC Green

HEX #34D86F

RGB 52, 216, 111

Logo, and accents on navy only.



Deep Blue

HEX #0068B3

RGB 0, 104, 179

Buttons and links. 5.8:1 contrast on white.



Deep Green

HEX #187A3E

RGB 24, 122, 62

Call buttons and success messages.



Navy

HEX #0B2545

RGB 11, 37, 69

Headlines and dark bands.

Slate

HEX #4A5D70

RGB 74, 93, 112

Secondary text.

Mist

HEX #F3F8FC

RGB 243, 248, 252

Page background.

White

HEX #FFFFFF

RGB 255, 255, 255

Cards.

Line

HEX #DCE6EF

RGB 220, 230, 239

Borders and dividers.

Tint Blue

HEX #E0F2FF

RGB 224, 242, 255

Chips, with text in #00477A.

Tint Green

HEX #DFF7E8

RGB 223, 247, 232

Chips, with text in #135F31.

Typography

Both typefaces are free from Google Fonts: Outfit and Source Sans 3.

Back to work. The right way.

Outfit: headlines and buttons. Weights 600, 700 and 800.

Caring about your employees since 1995. Injury care, DOT and pre-placement exams, drug and alcohol testing, and toxic exposure care.

Source Sans 3: body text. Weights 400, 600 and 700.

Type sizes on the web

Page title (H1)	56 to 64 px
Section title (H2)	40 to 44 px
Card title (H3)	22 to 24 px
Body text	18 px, line height 1.55 to 1.65
Captions	14 px minimum

Photography

- Use real photos of OMC clinics and staff, with their consent.
- Generated images may be used only as illustration. Caption them “Illustration” and never present them as OMC patients, clients, staff or Dr.

Puig.

- Avoid generic stock photos.

Writing

- Say “since 1995”. OMC is 100% occupational medicine.
- Be plain and factual. Do not promise results, speed or rankings that OMC has not confirmed.
- Write for both employers and injured workers, in English and Spanish. Spanish uses “usted”.

Questions

For vector artwork or anything not covered here, email info@occmedcare.com.