

COLOR PALETTE

PRIMARY



C 99 M 95 Y 7 K 1
R 44 G 53 B 142
#2c358e

C 67 M 89 Y 0 K 0
R 113 G 64 B 153
#714099

C 0 M 94 Y 67 K 0
R 239 G 50 B 76
#ef324c

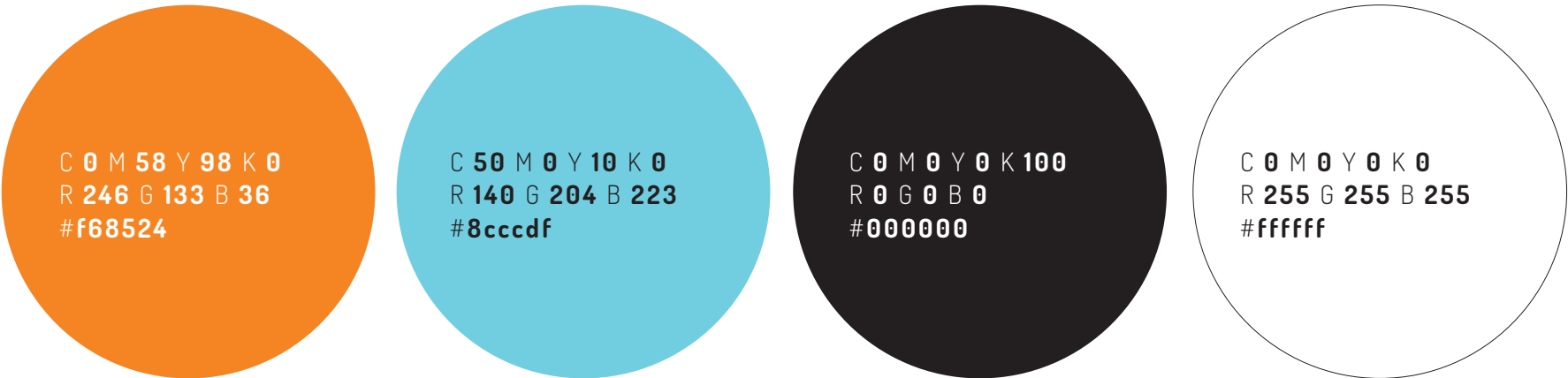
C 0 M 0 Y 0 K 10
R 230 G 231 B 232
#e6e7e8

C 0 M 0 Y 0 K 90
R 65 G 64 B 66
#414042

SECONDARY

Orange and light blue are to be used as an accent color only. They should never be used together.

Black and white are used for typography and backgrounds.



C 0 M 58 Y 98 K 0
R 246 G 133 B 36
#f68524

C 50 M 0 Y 10 K 0
R 140 G 204 B 223
#8cccdf

C 0 M 0 Y 0 K 100
R 0 G 0 B 0
#000000

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#ffffff

TYPOGRAPHY

DISPLAY

Lufga is used for headlines and pull quotes. Anywhere a sentence or shorter call out appears, Lufga can be used.

Lufga Thin
Lufga ExtraLight
Lufga Light
Lufga Regular
Lufga Medium
Lufga SemiBold
Lufga Bold
Lufga ExtraBold
Lufga Black

Lufga Thin Italic
Lufga ExtraLight Italic
Lufga Light Italic
Lufga Italic
Lufga Medium Italic
Lufga SemiBold Italic
Lufga Bold Italic
Lufga ExtraBold Italic
Lufga Black Italic

SANS SERIF

Grava is used for any type of copy, but primarily for subheaders. It only appear in all caps.

GRAVA THIN
GRAVA EXTRALIGHT
GRAVA LIGHT
GRAVA NORMAL
GRAVA ROMAN
GRAVA MEDIUM
GRAVA SEMIBOLD
GRAVA BOLD
GRAVA BLACK
GRAVA ULTRA

GRAVA THIN OBLIQUE
GRAVA EXTRALIGHT OBLIQUE
GRAVA LIGHT OBLIQUE
GRAVA NORMAL OBLIQUE
GRAVA OBLIQUE
GRAVA MEDIUM OBLIQUE
GRAVA SEMIBOLD OBLIQUE
GRAVA BOLD OBLIQUE
GRAVA BLACK OBLIQUE
GRAVA ULTRA OBLIQUE

SANS SERIF

Dosis is used for body copy only, in upper and lower case.

Dosis ExtraLight
Dosis Light
Dosis Regular
Dosis Medium
Dosis SemiBold
Dosis Bold
Dosis ExtraBold

Dosis ExtraLight Italic
Dosis Light Italic
Dosis Regular Italic
Dosis Medium Italic
Dosis SemiBold Italic
Dosis Bold Italic
Dosis ExtraBold Italic

WEB SAFE

Whenever the display and sans serif fonts are not available, Arial should be used. This includes most Microsoft applications (Word, Outlook, PowerPoint, Excel).

Arial Black should only be used in all caps, as a substitute for Grava.

Arial Regular
Arial Bold
ARIAL BLACK

Arial Italic
Arial Bold Italic
ARIAL BLACK ITALIC

Logo Identity

COLOR LOGO

The "Vista" portion of the logo may appear in any approved image mask as long as it is legible. Below is a preferred image mask of the logo.



The "vista" portion of the logo may also appear in any of the colors included in the primary palette. Below is the purple as an example. The "ai" should always appear in white or black. This should only be used as a simplified version of the color logo.



COLOR LOGO MASKS

The below are all masks that have been used in visual language.



VISTA.ai



VISTA.ai



VISTA.ai



Note: the above logo should only be used on a black or dark background.

1-COLOR LOGO

VISTRA^{ai}

REVERSED LOGO

VISTRA^{ai}

LOGO DO'S & DON'TS

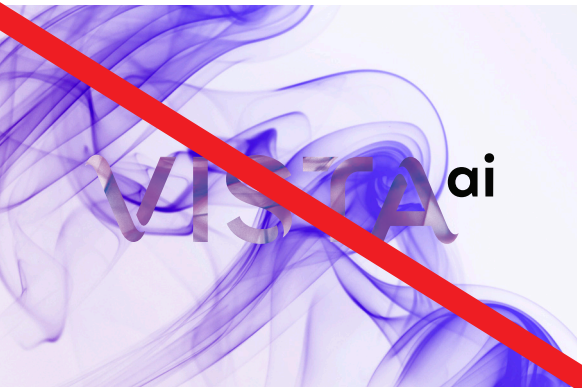
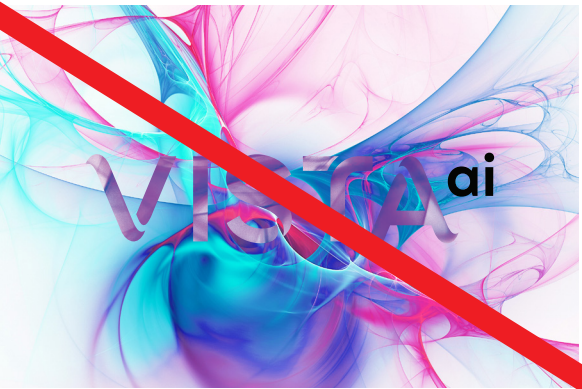
DO NOT manipulate logo in any way.



DO NOT use color mask version on a dark background, vice versa with light background



DO NOT use color masked logo on top of any image.



DO NOT use color masked version of logo in layout with an abstract image.



NAME IN TEXT

Vista.ai can appear in a variety of text cases, however, the ".ai" should always appear in lowercase. The following are examples of how "Vista.ai" may appear in text:

All caps & lower case (preferred):

VISTA.ai

Sentence case:

Vista.ai

All caps:

VISTA.AI

Note: may only appear in all caps if the rest of the copy appears in all caps.

Use of Plurals

For consistency when using plurals, the "s" should appear in lower case. Some examples are as follows:

VISTA.ai's

Vista.ai's

In some cases, text appears in all caps. In this case, the plural "S" should appear in small caps. Some examples are as follows;

MRIs

VISTA.AI's

ANATOMY-SPECIFIC LOGOS

heart
VISTA^{ai}

prostate
VISTA^{ai}

spine
VISTA^{ai}