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Primary Logo

The Primary Logo is the visual identity of the BioHeartland brand. This is the preferred logo to use in most situations, especially when available space, size, scale and reproduction techniques would make the tagline difficult to reproduce or too small to easily read.

Full Color Logo

The full color version should always be used on a light background.



One-Color Logo

This simplified logo may be used in some cases that require a single color, such as embroidery.



Reversed Logo

The white logo is used on dark backgrounds that clash with any other approved version.



Tagline Logo

The Tagline Logo includes both the visual identity of the BioHeartland brand, plus a brand tagline that adds context and communicates the region's strengths. This is the preferred logo to use in situations when the available space, size, scale and reproduction techniques ensure that the tagline is easy to read. If appropriately sizing the mark renders the tagline difficult to read, consider using the Primary Logo instead.

Full Color Logo

The full color version should always be used on a light background.



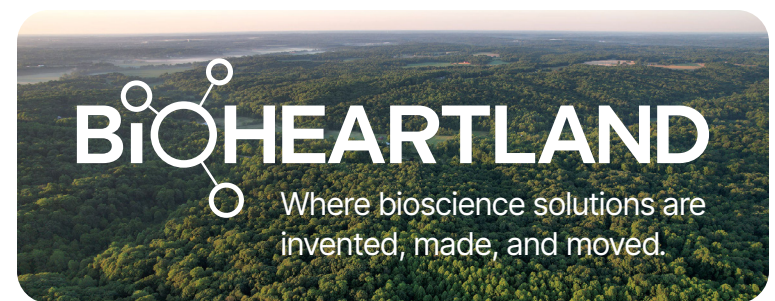
One-Color Logo

This simplified logo may be used in some cases that require a single color, such as embroidery.



Reversed Logo

The white logo is used on dark backgrounds that clash with any other approved version.



Abbreviated Tagline Logo

The Abbreviated Tagline Logo includes both the visual identity of the BioHeartland brand, plus an abbreviated variation of the brand tagline. This logo may be used in situations when the available space, size, scale and reproduction techniques would make the Tagline Logo difficult to read, but the Abbreviated Tagline Logo would still remain readable. If appropriately sizing the mark renders the abbreviated tagline difficult to read, consider using the Primary Logo instead.

Full Color Logo

The full color version should always be used on a light background.



One-Color Logo

This simplified logo may be used in some cases that require a single color, such as embroidery.



Reversed Logo

The white logo is used on dark backgrounds that clash with any other approved version.



Locator Logo

The Locator Logo includes both the visual identity of the BioHeartland brand, plus “Indiana” to add context to the region’s location. Consider using this logo when sharing the BioHeartland brand with audiences outside of the state of Indiana. If appropriately sizing the mark renders the state name difficult to read, consider using the Primary Logo instead.

Full Color Logo

The full color version should always be used on a light background.



One-Color Logo

This simplified logo may be used in some cases that require a single color, such as embroidery.



Reversed Logo

The white logo is used on dark backgrounds that clash with any other approved version.



Endorsement Logo

The Endorsement Logo includes both the visual identity of the BioHeartland brand, plus a message that places a co-branded partner within the BioHeartland region. The Endorsement Logo should ONLY be used by partner brands and organizations who wish to endorse the BioHeartland brand by identifying their location within the BioHeartland region.

Full Color Logo

The full color version should always be used on a light background.



One-Color Logo

This simplified logo may be used in some cases that require a single color, such as embroidery.



Reversed Logo

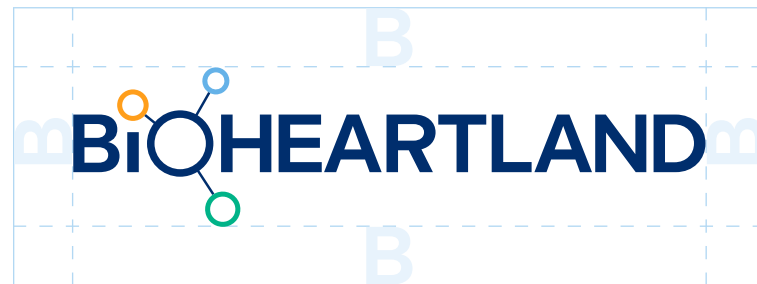
The white logo is used on dark backgrounds that clash with any other approved version.



Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility.

As a general rule, the more clear space around the logo, the better.



Primary Lockup

Clear space is 50% of the letter height.

Logo Misuse

The BioHeartland logo is a carefully created piece of locked artwork that should not be altered in any of the ways shown.



Do not change any colors



Do not use stacked



Do not alter the character spacing



Do not alter the character case



Do not stretch or compress



Do not tilt in any direction

Dark Blue

PMS 294
CMYK: 100, 86, 29, 23
RGB: 0, 46, 109
HEX: 002f6e

Light Blue

PMS 292
CMYK: 56, 17, 0, 0
RGB: 99, 177, 231
HEX: 63b1e7

Gold

PMS 1375
CMYK: 0, 45, 94, 0
RGB: 255, 158, 27
HEX: ff9e1b

Green

PMS 339
CMYK: 84, 0, 59, 0
RGB: 0, 179, 136
HEX: 00b388

Color Palette

The consistent use of color is vital for effective brand recognition. Our brand should always be represented in one of the colors on this page. Do not use any other/unauthorized colors.

If possible, use of the Pantone Matching System is highly recommended to ensure color consistency across all touchpoints.

Typography

Inter is a variable font family carefully crafted & designed for computer screens. It features a tall x-height to aid in readability of mixed-case and lower-case text.

Inter is available through Google Fonts.

Inter Light

The quick brown fox jumps over the lazy dog.
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*()?

Inter Regular

The quick brown fox jumps over the lazy dog.
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*()?

Inter Medium

The quick brown fox jumps over the lazy dog.
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*()?

Inter SemiBold

The quick brown fox jumps over the lazy dog.
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*()?

Type Usage

This page shows acceptable use examples of our typeface and colors. Please refer to this guide when setting type.

Inter Medium

Letter Spacing: -40

Inter SemiBold

Letter Spacing: -40

Inter Regular

Letter Spacing: -20

Inter Light

Letter Spacing: -20

Use for captions

Inter SemiBold

Letter Spacing: -40

Use for pull quotes
& callouts

Heading 1

Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus feugiat lorem sit amet erat finibus, at posuere enim consequat. Integer feugiat ligula quis leo tincidunt tincidunt. Vestibulum maximus magna vel eleifend consectetur. Nam vulputate rhoncus ligula, vitae volutpat purus placerat id.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus feugiat lorem sit amet erat finibus, at posuere enim consequat.

**“Lorem ipsum dolor sit
consectetur elit.”**

Name Here

**“Lorem ipsum dolor sit
consectetur elit.”**

Name Here

**“Lorem ipsum dolor sit
consectetur elit.”**

Name Here