



PUBLIC HEALTH CONNECTED

Brand Identity Mood Board / Themes + Direction

Prepared by Picture Impact on behalf of Public Health Connected

LOGOS AND WORDMARKS // INSPIRATION



SHIFT/*healthcare*



LOGOS AND WORDMARKS // CONTEXTUAL REFERENCE



LOGOS AND WORDMARKS // CONTEXTUAL REFERENCE



PI

Strategists.
Designers.
Evaluators.

TYPOGRAPHY

Montserrat
Mixed Weight

Raleway
Mixed Weight

Quicksand
Mixed Weight

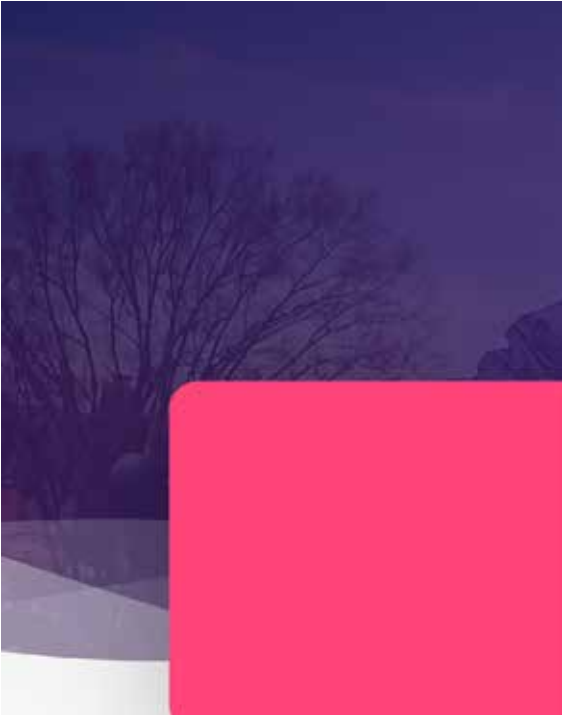
Open Sans Light, 12pt

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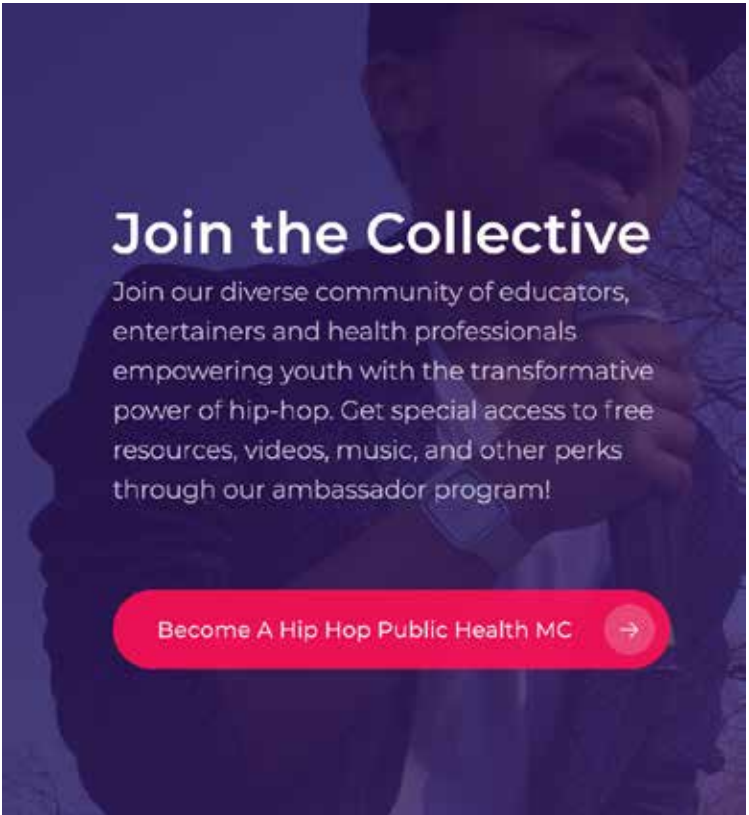
Proxima Nova Light, 12pt

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COLOR PALETTES // INSPIRATION

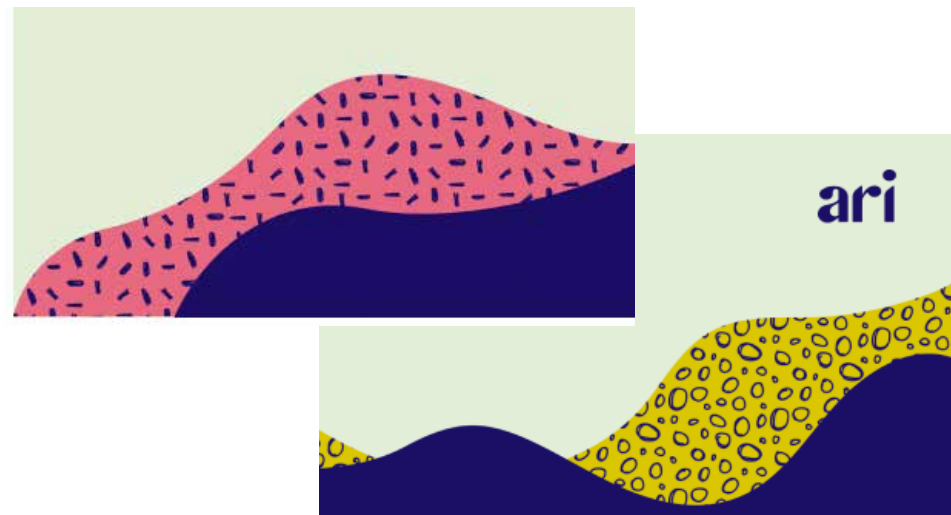
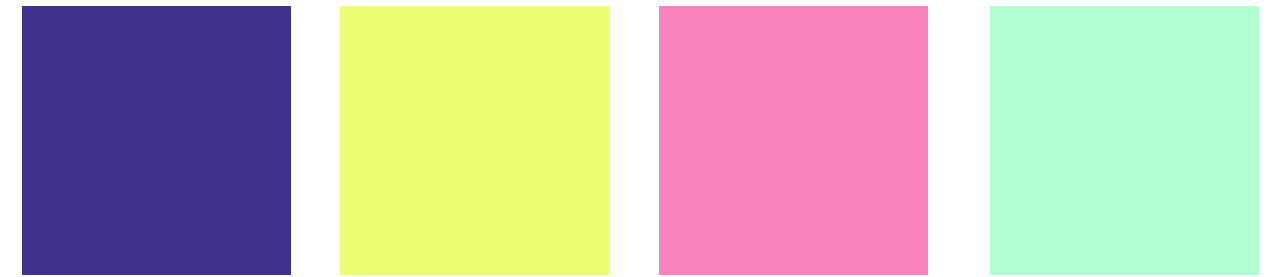


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Dark purple/blue and magenta/hot pink is a common color duo. Orange, yellow, brilliant green, bright blue can also be a good “pop” for a darker purple/blue.

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