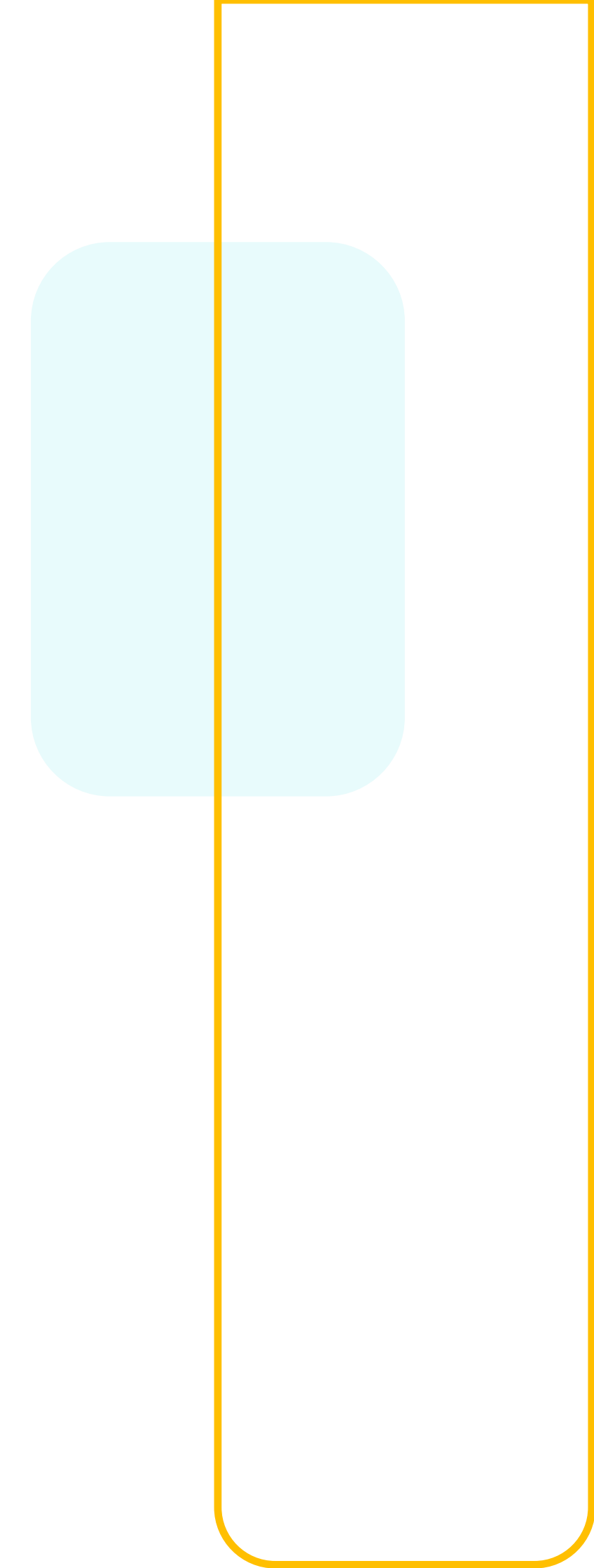


angsana
health



Brand Guidelines
January 2024



logo

Our logo is more than the face of our company.
It's a representation of what we stand for, all
packed into a neat little logotype set.

wordmark

angšana
health 

primary logo

The Angsana Health logo consists of a wordmark made in the Spartan MB ExtraBold font. It is a balanced representation of our growth, diversity and stability.

— symbol



secondary logo

Our secondary logo is made of our wordmark in a horizontal lockup. Used for situations where our logo is required with minimal vertical space.



primary

angsana
health 

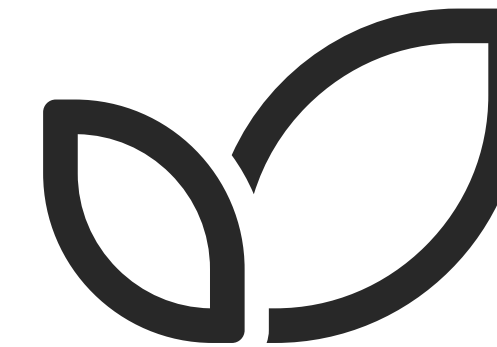
**angsana
health** 

secondary

angsanahealth 

angsanahealth 

submark



primary

**angsana
health** 

secondary

angsanahealth 

submark



incorrect *logo* usage



Do not distort, alter, crop or recreate the logos in any way.



Do not change the orientation of the logos in any way.

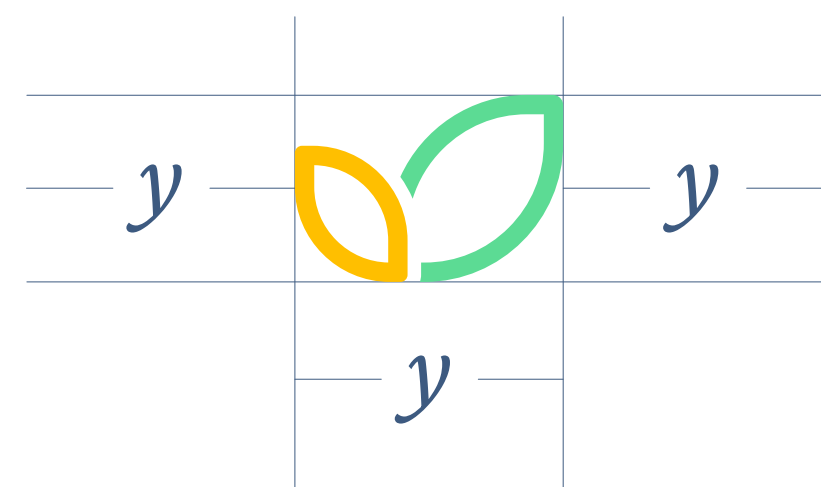


Do not change the colour of the logos.



Do not use the logos on unapproved colour backgrounds.

*clear*space



Use the cap height from the wordmark (x) as a reference for appropriate clearspace.

For our submark, use the cap height of the symbol (y) as a reference for appropriate clearspace.

minimum sizing



**angsana
health**

angsanahealth



80 px



130 px



200 px

For use in web.



**angsana
health**

angsanahealth



50 px



110 px



150 px

For use in print.

logo placement examples

Fundamentals of Telehealth

*Developed for healthcare professionals,
by healthcare professionals.*

Industry-relevant, practical, and well-rounded curriculum to help equip healthcare professionals with the essential skills and knowledge in Telehealth.

Now enrolling!

Brought to you by:

**angsana
health**

In partnership with:

IMU
INTERNATIONAL MEDICAL UNIVERSITY
MALAYSIA



Healthcare at your fingertips.


angsanahealth 

Angsana Health's logo should always be prominent, bold and immediately noticeable. In situations where our logos need to be subtle, it should be paired with a suitable background for high contrast and visibility. (See next section.)

logo + *colour*



Our logos should always be in Light, Dark or Full Black mode.
Light mode logos should take precedence, unless the situation calls for Dark or Full Black mode.



We can tell stories using a million ways,
but it is definitely a lot easier with words.
Our typography helps us do that and more.

typography

Crimson Pro

a a a a a a a a
a a a a a a a a

healthcare

Angsana Health's main body typeface is Crimson Pro by designer Jacques Le Bailly.

It is a heavily revised version of the original Crimson typeface initiated by Sebastian Kosch. Optimised for readability and style, it should be primarily used for body copy, and occasionally used for emphasis and accent in display settings.

font *hierarchy*



headers

Body copy body copy body copy body copy
body copy body copy body copy body copy
body copy body copy body copy body copy
body copy body copy body copy body copy
body copy body copy body copy body copy

Feel free to experiment with using the other weights to create emotion, emphasis, minimise or just merely as an expression. When in doubt, contact the Marketing Team.