

# EUNOMIA BRAND SUMMARY

## TOP QUALITIES OF BRAND

Approachable • Innovative • Trusted • Empathetic

## TAGLINE

Where systems of care connect

## ELEVATOR PITCH

EUNOMIA connects **community-based organizations, care systems and health plans** through a simple, central platform, improving the ability to **access** services, **collaborate** on care, and **transform** how we serve our communities.

### MAIN IMAGE



### PRIMARY LOGO - COLOR



## COLORS



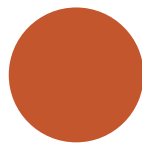
R - 35  
G - 64  
B - 138

Hex#  
23408a



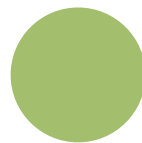
R - 59  
G - 123  
B - 191

Hex#  
3a7bbf



R - 196  
G - 87  
B - 46

Hex#  
c4572e



R - 163  
G - 191  
B - 109

Hex#  
a3bf6d



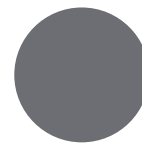
R - 0  
G - 191  
B - 217

Hex#  
00bfd9



R - 189  
G - 35  
B - 55

Hex#  
bd2337



R - 109  
G - 110  
B - 115

Hex#  
6d6e73

## FONTS

PRIMARY TYPEFACE - MARTIN GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

SECONDARY TYPEFACE - POPPINS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## ANOTHER BEAUTIFUL BRAND BY

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