RIVERSIDE HEALTHCARE
Style Guide

PRIMARY MARKS

There are three versions of the Riverside Healthcare logo that are approved for use in full color. These versions can also appear in all black or all white. The preferred version of the logo is full color when possible.

Horizontal

Preferred

Stacked

To ensure the legibility of the logotype and reproduction without loss of quality, the minimum width for the primary mark is 1.5 inches. The preferred size would be 0.5 inches tall. Secondary logos may have longer taglines and should not be smaller than 6pt text.

PRIMARY COLOR PALETTE

The following palette has been selected for use in all communications for Riverside Healthcare. Lighter tints of these colors are also allowed, but the Riverside logo may only be used with a 100% tint.

Riverside Navy	Riverside Teal	Riverside Gray
PMS 548	PMS 320	PMS 432
CMYK 100/24/0/64	CMYK 100/0/31/7	CMYK 23/2/0/77
RGB 0/66/80	RGB 0/159/168	RGB 55/66/74
HEX #00446A	HEX #00A0AF	HEX #45545F

TYPOGRAPHY

Riverside Healthcare's typography consists of the Myriad Pro family (including condensed, light and italic). Body copy should be set between 10 to 12 points. Footnotes and disclaimers should be no less than 6 points. Headline sizes are more flexible.

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

RIVERSIDE
HEALTHCARE

Preferred   Horizontal   Stacked

SECONDARY MARKS

The following logos from institutes and key service areas are approved to be used and are available in the Logos folder on the O Drive > Common.

OTHER RIVERSIDE ENTITIES

The following logos from Riverside entities are approved to be used and are available in the Logos folder on the O Drive > Common.

Revised 10/24