

# Sisu Health Brand User guide

---

All elements are available for download at [assetbrand.com/sisu](https://assetbrand.com/sisu)



Proportions - Keep logo proportions correct, be sure not to stretch the logo either vertically or horizontally.

---

✓ correct



✗ incorrect



**Logo Isolation** - Keep a clear space around the logo

- Not less than the height of the "S" in Sisu in the correct logo-type.
- Do not use any font for "Sisu HEALTH" - use only the line art provided.



**Minimum Logo Size** - Do not use the Sisu Health logo smaller than indicated.  
The icon should be no smaller than 14mm (0.551in) high.  
The Logo-type may be used smaller without the icon if needed.

---

✘ incorrect



✔ correct



**Colors** - The Sisu Health logo can be used in full color, black, white or a percentage of black.

- Only use colors from the official corporate colors palate.
  - Always use the artwork at [assetbrand.com/sisu](https://assetbrand.com/sisu)
- 

**The Sisu Health Corporate Colors:**

 Pantone 287 | 100C 90M 10K | 30R 56G 141B | #1E388D

 Pantone Process Blue | 100C 30M | 0R 138G 208B | #008AD0



Colors and Shading - Avoid low contrast backgrounds. Do not use an image background for the logo.

---



✘ incorrect



✔ correct - with adequate clear space around the logo.

**Logo Backgrounds** - The Sisu Health logo must be used on flat backgrounds that do not clash with or drown the logo.

---

✓ correct



✗ incorrect



**Logo and Logo Text** - The Sisu Health icon should be used with the “Sisu HEALTH” logo text whenever possible. It may also be used without and the logo text may be used without the icon, especially for legal and administrative documentation or when very small. Please do not attempt a font match for “Sisu” or “HEALTH”, great care has been taken to set, kern, and lead the layout of the logo text.

---





**Fonts** - The logo text has been carefully kerned.

For the sake of consistency only use the artwork supplied at [assetbrand.com/sisu](https://assetbrand.com/sisu)

---

**The Sisu Health Corporate Fonts:**

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 &!?

Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**01234567890 &!?**



**Sisu**  
H E A L T H

**Icon as a graphic element** - The Sisu Health icon may be used as a single color background element. Always use the artwork at [assetbrand.com/sisu](http://assetbrand.com/sisu)

---

