

BRAND GUIDELINES

Logo:



When logo size is reduced and tagline is not clearly visible, please use version without tag.

Samaritan

Samaritan

Samaritan

Colors:



Samaritan Blue
#0064a4
RGB 0/100/164
CMYK 100/52/2/12
PMS 2945



Samaritan Teal
#00a2ae
RGB 0/176/172
CMYK 100/6/36/0



#ff4703
RGB 255/71/3
CMYK 0/72/99/0



#fdb71a
RGB 253/183/26
CMYK 0/31/98/0



#707272
RGB 112/114/114
CMYK 57/47/48/14

Font: Avenir

Light

Book

Roman

Formatting:

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