

FHHE**S**

FLORIDA HOME HEALTH

EQUIPMENT & SUPPLIES

BRAND GUIDELINE

FHHE

LOGO USAGE



FULL LOGO



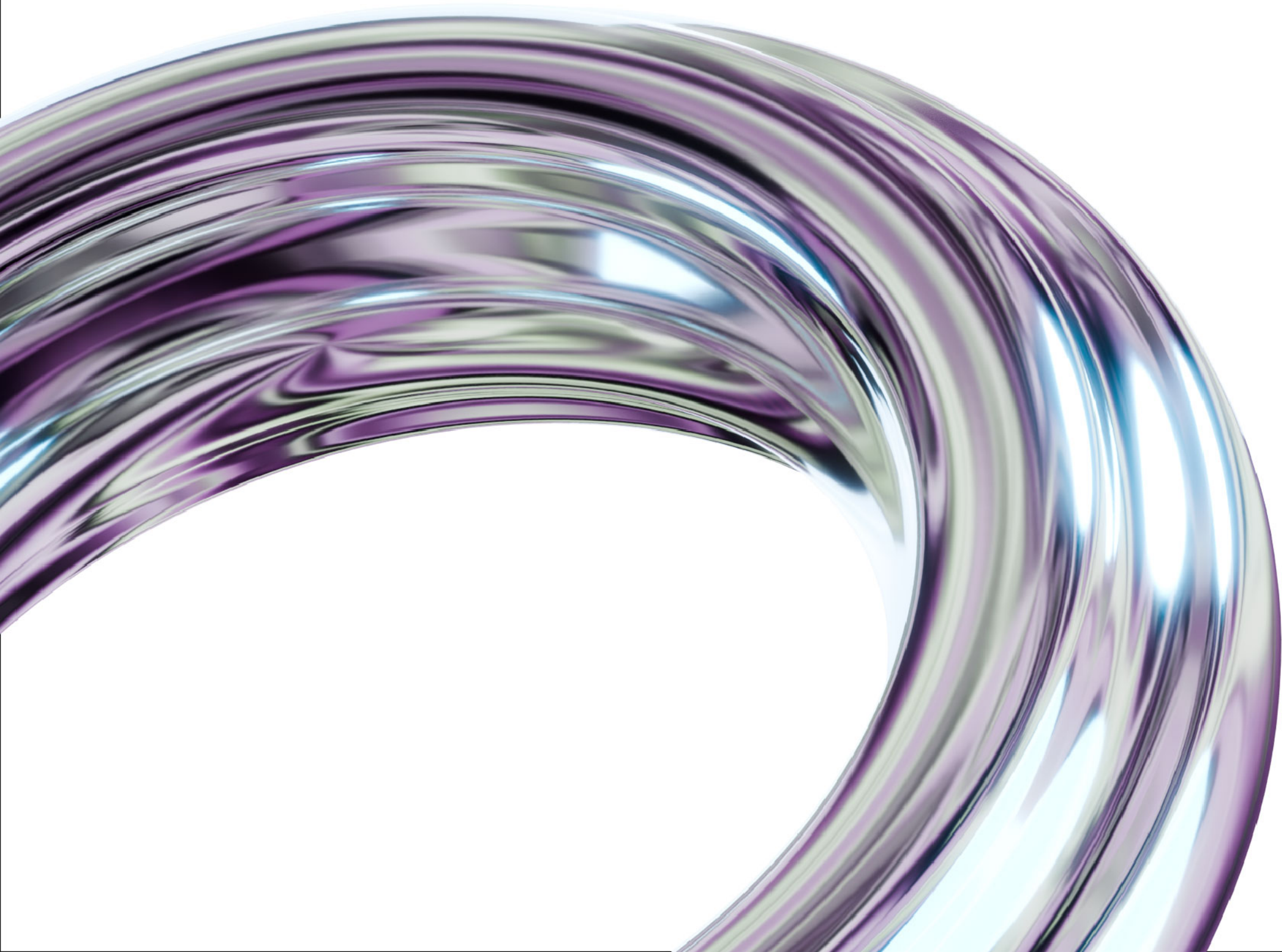
MINIMAL LOGO



Layout measurement with professional scale.
Do not change position or change scale
which has been set.
Make sure that the logo have empty space
between other logos or objects.



Logo application and placement in various media.
The logo should be at certain angles.



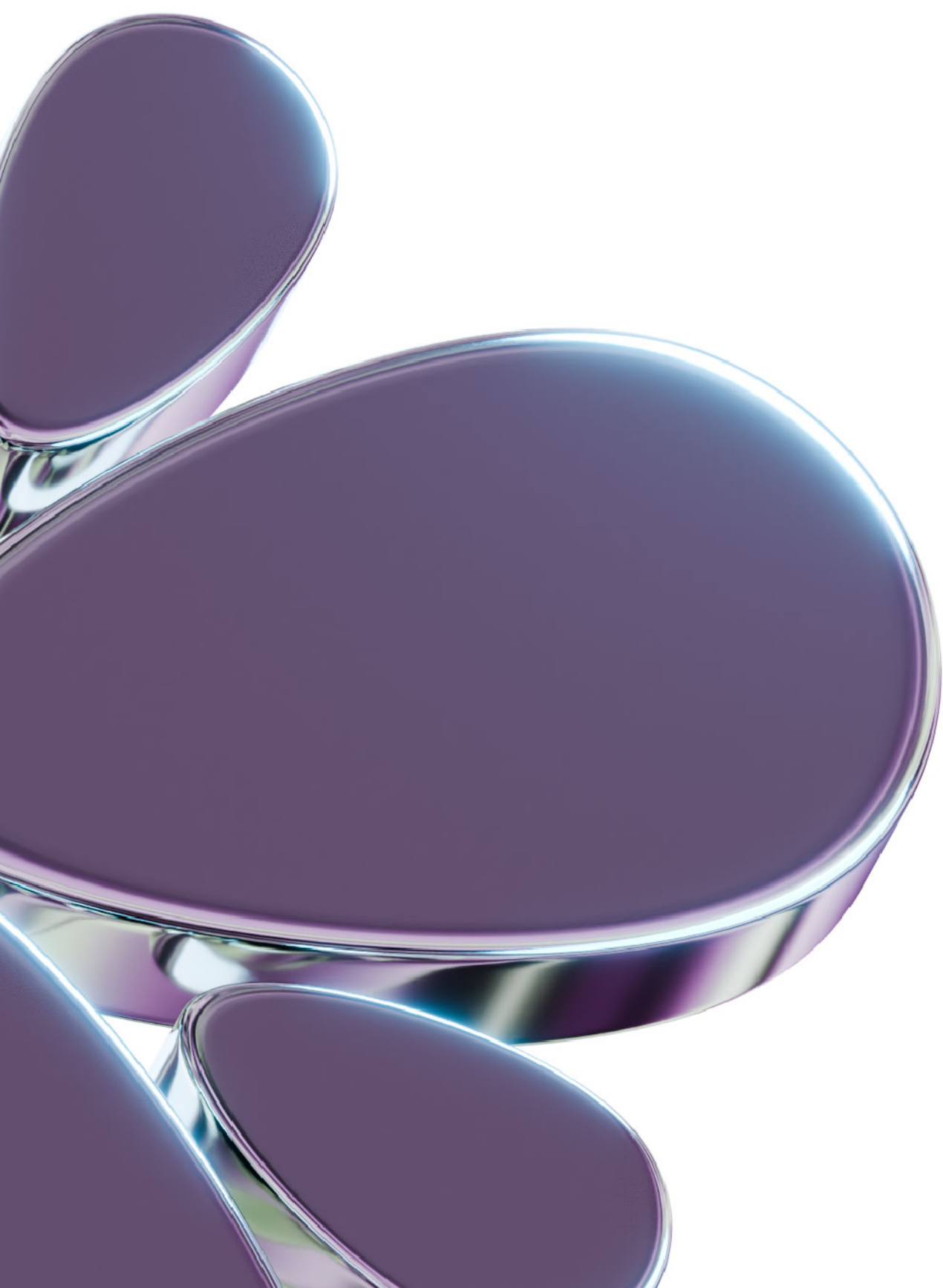
FHHES

FHHES

FHHES

FHHE

COLOR PALETTE



FHHEs

Color Pallete

The Main Pallete

D1D1D1

#01274A

#2A6BBA

#01024A

#014A49

FHHES

On Grey Background

FHHES

On Deep Blue Background

FHHES

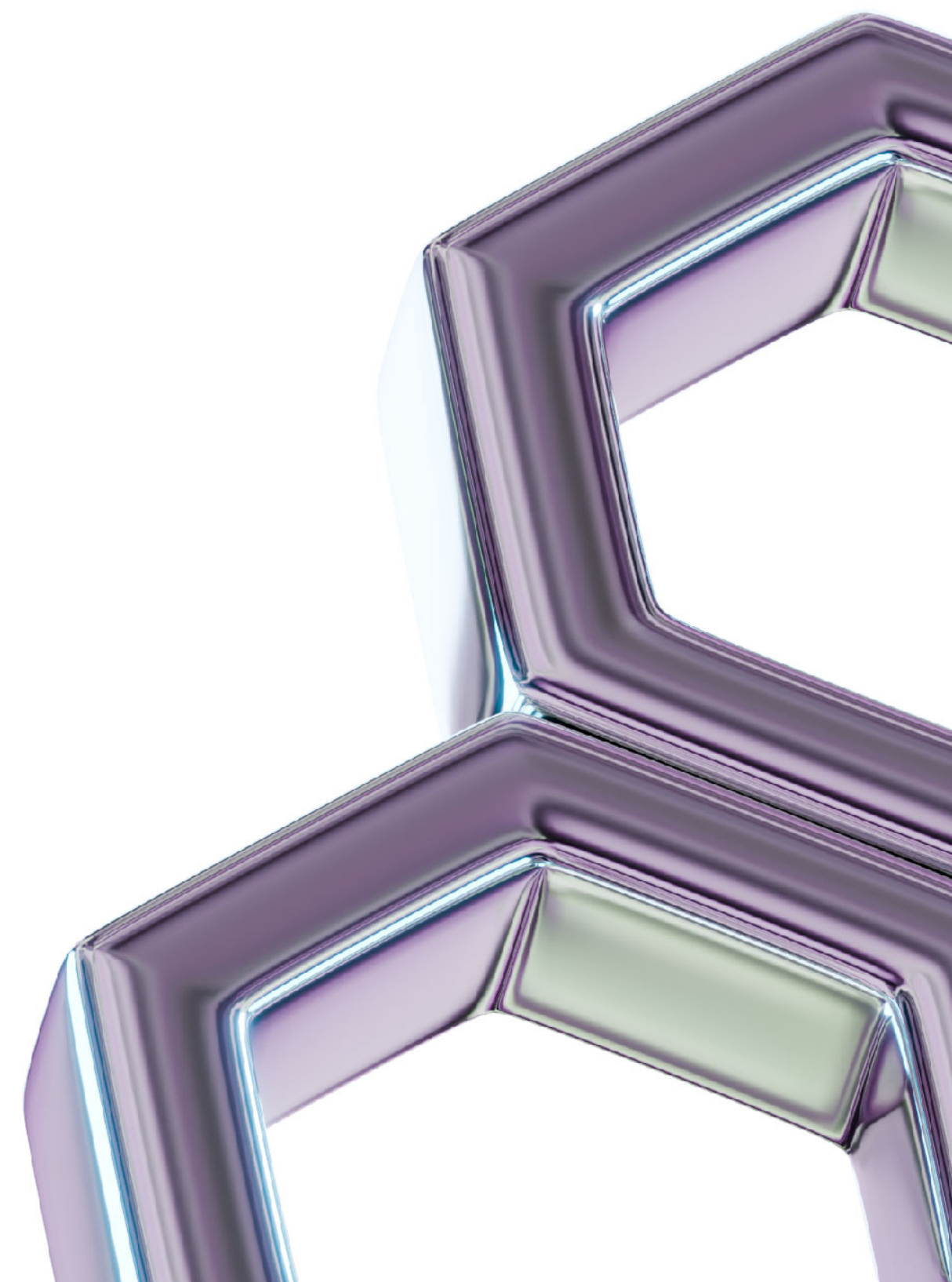
On Blue Background

FHHES

On Green Background

FHHE

FONTS



MAIN TYPOGRAPHY

The main typography is

DRUGSTHER applied to the logo.

Must use this typography as logo name identity.

DRUGSTHER

AA BB CC DD EE FF GG HH II

JJ KK LL MM NN OO PP QQ RR

SS TT UU VV WW XX YY ZZ

1 2 3 4 5 6 7 8 9 0 # @ ! ? " : < > { }

SECOND TYPOGRAPHY

The second typography is
Bauhaus Italic , applied to
various media as content or description.
Don't use other typography.

Bauhaus Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 # @ ! ? " : < > { }

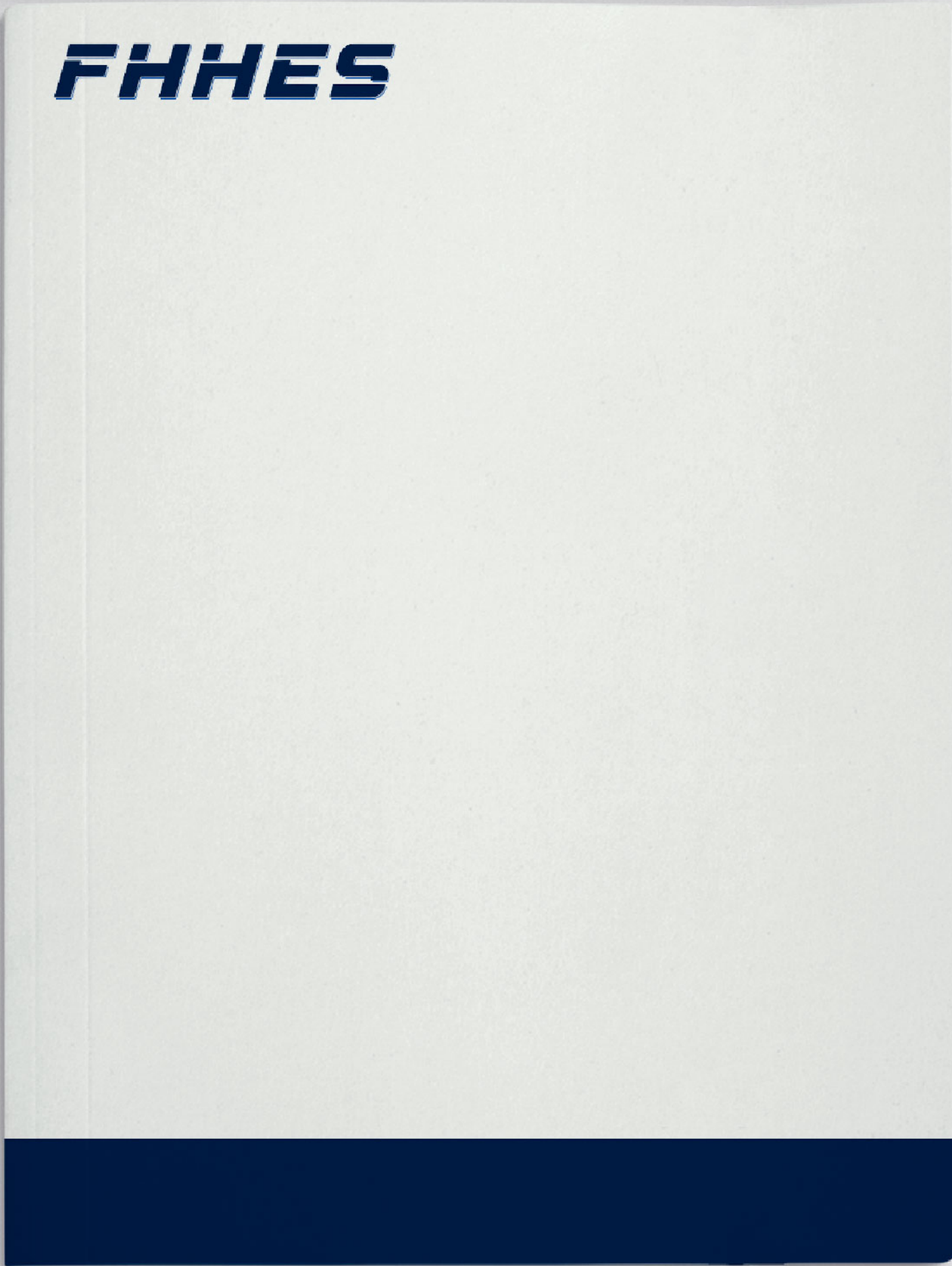
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PATTERN



BATTERN DESIGN

BATTERN DESIGN



FHHES







FHHES VISUAL IDENTITY DESIGN

BY MARKETING LEGENDS