Calluna

let us help you the best way we can.

Calluna aims to keep your loved ones safe with
the help of modern technology packaged in a
sleek and inconspicuous design.

Univers 65 Bold for headers

Univers 55 Std for subheaders

If the platform is digital use Univers 55 Std instead for body text.

Minion Pro should be used for the body text of printed materials.

Calluna
The Brand

We want to reinvigorate the lives of our community. It is always difficult to cope with a medical condition whether you are the one suffering or the loved one that is constanly worrying. We will help you regain control of your lives and ease the worrying.

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Logomark

Logomark and logotype can be used together or independently.

Logotype

Logotype should not be used if legibility becomes an issue due to size or other factors and to be used horizontally.

Combinations

Examples of how to combine logotype and logomark.

Contrast & Clairty

Always maintain enough contrast to make logotype and logomark easily identifiable at a quick glance. The top example does not have enough contrast while the bottom one is easily readable to the viewer.

About Us

What does Calluna represent?
We have a clear goal and it's
important to know how to
convey it to our community.

Sleek

Advanced

Inconspicuous

Vision
Colors

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Main Colors

White	Light Red	Red	Orange	Dark Orange	Pink
HEX: #FFFFFF	**HEX:** #EA575A	**HEX:** #E34155	**HEX:** #F58B6F	**HEX:** #EE7667	**HEX:** #f7BCD4
RGB: 255,255,255	**RGB:** 234,87,90	**RGB:** 227,65,85	**RGB:** 245,139,111	**RGB:** 237,118,13	**RGB:** 248,187,211
CMYK: 0,0,0,	**CMYK:** 2,81,60,0	**CMYK:** 5,90,61,0	**CMYK:** 0,56,54,0	**CMYK:** 2,67,56,0	**CMYK:** 0,33,1,0

Security
Modern
Community
Comforting

We want colors that are inviting while maintaining the connection between the Calluna flower and its origin, nature.

Blacks / Grays

Dark Gray	Gray	Mid Gray	Light Gray
HEX: #222223	**HEX:** #464547	**HEX:** #757679	**HEX:** #E9E9E9
RGB: 34,34,34	**RGB:** 70,69,71	**RGB:** 117,118,121	**RGB:** 233,233,233
CMYK: 72,66,64,72	**CMYK:** 67,61,57,42	**CMYK:** 56,47,44,11	**CMYK:** 7,5,5,0

Imagery & Perception

Calluna

No Alerts

ALERT

Proudly Display
the Product