

Harbin Clinic Brand Guidelines



Color Palette

Primary Colors

HARBIN DARK BLUE

PMS 2935
CMYK 100, 50, 0, 20

RGB 0, 94, 158
HEX #005E9E

HARBIN BLUE

PMS 285
CMYK 100, 50, 0, 0

RGB 0, 114, 188
HEX #0072BC

HARBIN ORANGE

PMS 165
CMYK 0, 70, 100, 0

RGB 243, 112, 33
HEX #F37021

Secondary Colors

HARBIN MAGENTA

PMS 220
CMYK 0, 100, 10, 20

RGB 196, 0, 107
HEX #C4006B

HARBIN GREEN

PMS 391
CMYK 20, 0, 100, 40

RGB 139, 148, 20
HEX #8B9414

HARBIN YELLOW

PMS 116 C
CMYK 0, 20, 100, 0

RGB 255, 203, 5
HEX #FFCB05

HARBIN PURPLE

PMS 272 C
CMYK 61, 56, 0, 0

RGB 114, 117, 183
HEX #7275B7

HARBIN SKY BLUE

PMS 2985 C
CMYK 65, 20, 0, 0

RGB 75, 166, 221
HEX #4BA6DD

Tertiary Colors

HARBIN BABY BLUE

PMS 283 C
CMYK 42, 9, 0, 0

RGB 140, 198, 236
HEX #8CC6EC

HARBIN TEAL

PMS 5483 C
CMYK 65, 11, 25, 27

RGB 62, 139, 148
HEX #3E8B94

HARBIN VIOLET

PMS 7669 C
CMYK 70, 65, 0, 10

RGB 89, 93, 10
HEX #595DA0

HARBIN RED

PMS 186 C
CMYK 2, 100, 85, 6

RGB 218, 26, 50
HEX #DA1A32

Logo

Primary Three-Color Logo



NOTE The blue box is not a part of logo.

One Color-Logo



NOTE The black box is not a part of logo.

Alternate Three-Color Example



NOTE The blue box is not a part of logo.

Typography

Serif

Meriweather Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%&@*(.,#!?)

aA aA **aA aA**

Sans Serif

Meriweather Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%&@*(.,#!?)

aA aA **aA aA**