



AdvaMed Style & Branding Guide

December 2024



STYLE ELEMENTS

1. Creative Concept
2. Typography
3. Color Palette
4. Logo Use
5. Brand Imagery



Creative Concept

AdvaMed is the voice of the medical technology industry, leading and driving policy on behalf of the innovative medical technology companies it serves. Our new style reinforces our brand as cutting-edge, relevant, progressive, on the forefront. It also strikes a tone – both visually and verbally – that is authoritative, knowledgeable, yet approachable and welcoming.



Driving innovation in medtech.

[Get to Know Us](#) →

Typography

PRIMARY HEADLINE

Effra Medium, 64

SECONDARY HEADING

Effra Medium, 44

BODY TEXT

Effra Regular, 18, 175%, 16pt paragraph spacing. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut enim an.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

Typography

THIRD-LEVEL HEADING

Effra Medium, 32

SMALL CAPTION

Effra Regular, 16

PULL QUOTE

“Effra Bold, 30, 175%. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”

Firstname Lastname, Title or Company

Color Palette



AdvaMed Purple R 119 C 64
#772F7E G 47 M 97
B 126 Y 15
K 3



Lavender R 203 C 23
#CB84D2 G 132 M 55
B 210 Y 0
K 0



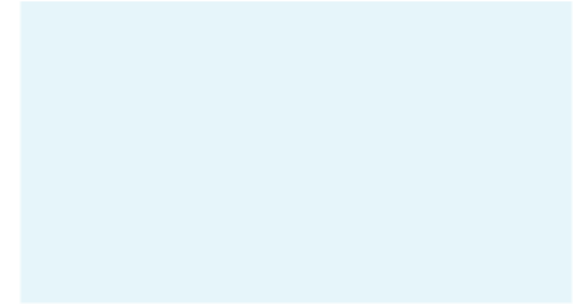
Gray R 203 C 20
#CBCBCB G 203 M 15
B 203 Y 16
K 0



Navy Blue R 16 C 96
#102941 G 41 M 79
B 65 Y 47
K 50



Accent Blue R 48 C 80
#3078C5 G 120 M 49
B 197 Y 0
K 0



Ice Blue R 230 C 8
#E6F5FA G 245 M 0
B 250 Y 1
K 0



Logo: Sizing



← No maximum size limit →

Original Logo reduced



Minimum 1.5"

Alternate logo with larger association name



Minimum for print 1.3"

Alternate logo with larger association name



Minimum for web 220 pixels

EXTREME and RARE usage for small web ads if absolutely necessary



Minimum for web 110 pixels

Logo: Colors



PMS: 248
CMYK: 40,100, 0,2
RGB: 158,3,137
HEX: 9E0389
WEB: 990099



PMS: Cool Gray 11
CMYK: 0,2,0,68
RGB: 98,100,105
HEX: 626469
WEB: 666666



Logo: Infractions



Do NOT use non-sanctioned colors for logo.



Do NOT place logo over complicated patterns or photographs that makes it difficult to read.



Do NOT separate and reposition pieces of the logo.



Do NOT place logo in small boxes.



Do NOT add elements to logo.



Do NOT separate and reposition pieces of the logo.



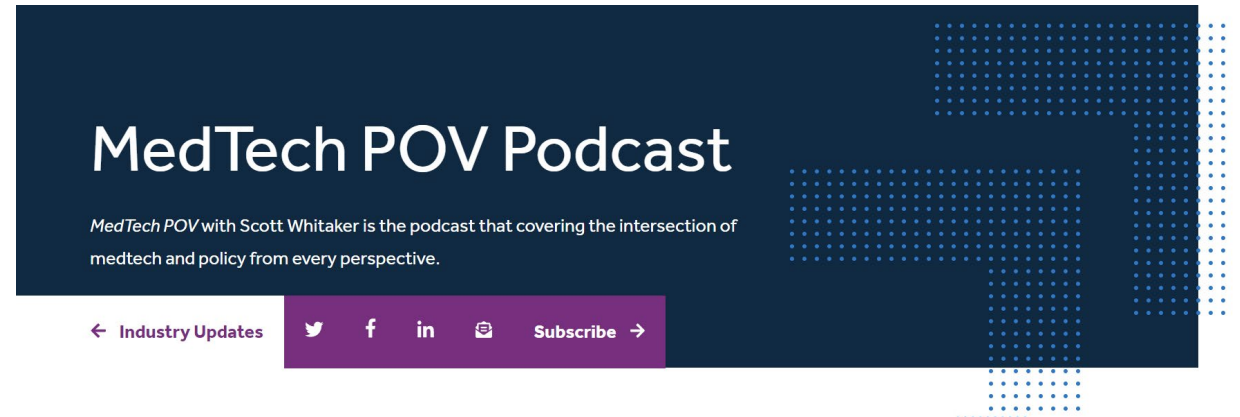
Do NOT place logo in small boxes.



Do NOT place other elements or logos too close to the AdvaMed logo. Whenever possible, the space between logos should be at least the height of the "A" symbol.

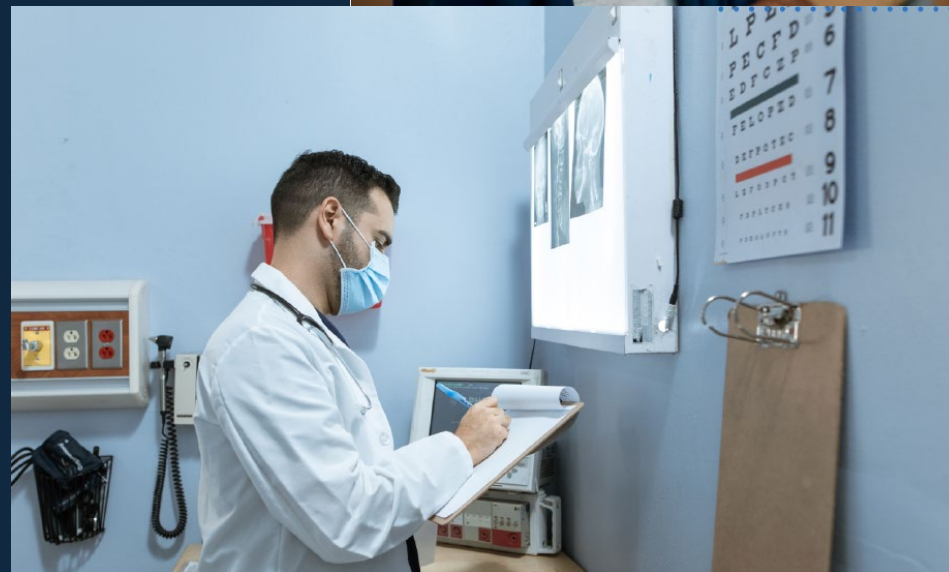
Brand Imagery: Design Elements

- Dot matrices
- Clean lines
- AdvaMed purple used sparingly as an accent color
- Combination of round corners and hard corners
- Offset blocks, don't always line up
- Minimalist, simple, solid
- Photos of "real" people



Brand Imagery: Photo Selection

- Personal, friendly
- Seem like “real” people, not models
- Feels candid, not posed or stock
- Diverse
- Clear and bright, not busy
- Features cooler colors more heavily – blue, purple, gray, navy
- Avoid overlaid text and graphics



AdvaMed Division Logos

MASTER LOGO



DEPARTMENT LOGOS



Download our logos here.