

# Coro Health Brand Guidelines

The leading digital media therapeutics company



Coro Health Flagship Products



The Coro Health logo reflects its mission to enhance well-being through music and spiritual care. Its design symbolizes harmony, connection, and simplicity, aligning with their focus on therapeutic programs for healthcare settings

## PRIMARY LOGO



Your full logo is the **standard of your logo**. This is the design that will be used most often on your brand materials.

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## SECONDARY LOGO



An alternate logo uses the same elements as the main logo but rearranged for versatility in different contexts.

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## THIRD LOGO



The third logo is designed as an accent, perfect for emphasizing key brand elements and enhancing overall brand recognition.

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## BRAND MARK



Logo Marks are a simplified version of your main logo. Having something simpler works well when you have a more confined space to fill.

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## Holistic Care Through Multi-Faith Spiritual Programs



White background

GREEN

Hex: #009C4E  
RGB: (0, 156, 78)

GREEN FOR ICON

Hex: #EEF8F0  
RGB: (238, 248, 240)

GOLD "FIRST"

Hex: #FBAF41  
RGB: (251, 175, 65)

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Logo icon for black background

GRAY ICON

Hex: #332D2D  
RGB: (51, 45, 45)



Logo icon for green background

GOLD "FIRST"

Hex: #45AA66  
RGB: (69, 170, 102)

## Personalized Therapeutic Music Backed by Clinical Research and Neuroscience



White background

BLUE

Hex: #23A3C6  
RGB: (35, 163, 198)

BLUE FOR ICON

Hex: #E9F4F8  
RGB: (233, 244, 248)

GOLD "FIRST"

Hex: #FBAF41  
RGB: (251, 175, 65)

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Logo icon for black background

GRAY ICON

Hex: #332D2D  
RGB: (51, 45, 45)



Logo icon for blue background

BLUE ICON

Hex: #2883D2  
RGB: (40, 179, 210)

Perfect for group activities, featuring a diverse collection of timeless hits that everyone loves.



White background

BLUE

Hex: #F4494A  
RGB: (244, 73, 74)

BLUE FOR ICON

Hex: #FEE4E5  
RGB: (254, 228, 229)

GOLD "FIRST"

Hex: #FBAF41  
RGB: (251, 175, 65)

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CARE Radio: Fully-Licensed, Commercial-Free Music Designed Specifically for Healthcare Environments



White background

ORANGE FOR ICON

Hex: #FDF3DD  
RGB: (254, 228, 229)

BLUE FOR ICON

Hex: #FF5404  
RGB: (255, 84, 4)

GOLD "FIRST"

Hex: #FBAF41  
RGB: (251, 175, 65)

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## Personalized Therapeutic Music Backed by Clinical Research and Neuroscience



White background

ORANGE FOR ICON

Hex: #FDF3DD  
RGB: (254, 228, 229)

BLUE FOR ICON

Hex: #BCBDC0  
RGB: (188, 189, 192)

GOLD "FIRST"

Hex: #FBAF41  
RGB: (251, 175, 65)

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## Revolutionizing therapeutic music interventions, one session at a time.



White background

ORANGE FOR ICON

Hex: #FDF3DD  
RGB: (254, 228, 229)

PURPLE FOR ICON

Hex: #A35DB3  
RGB: (163, 93, 179)

GOLD "FIRST"

Hex: #FBAF41  
RGB: (251, 175, 65)

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## Fonts

# TRANSFORMING CARE THROUGH MUSIC AND FAITH

Clinically-proven music and faith-based therapies backed by world-class neuroscience and spiritual care

The primary font for Coro Health is **Open Sans**, chosen for its modern, clean, and versatile design. This font is used consistently across the website, advertisements, and other graphic materials to ensure a cohesive and professional brand appearance.

## Fonts used in the logos

