



# PARATUS

M E D I C A L

# PARATUS

GUIDELINES



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**BRAND  
FOUNDATION**



# Brand Tagline

The official tagline “**Ready for Anything**” encapsulates the PARATUS Medical commitment to preparedness, expertise, and comprehensive care in any critical medical situation

# Mission Statement

The PARATUS Medical logo embodies readiness, clarity, and universal reach. With sharp, clean cuts slicing through the bold letterforms, the typography symbolizes precision, safety, and intervention in critical moments.

The brand reflects its global mission: to be a guiding force in any emergency, anywhere — on Earth or beyond. Every visual element reinforces the promise at the core of our name: **PARATUS — Ready for Anything.**



Ready for Anything

# Brand Values

**Preparedness:** Always ready to deliver exceptional care in critical situations

**Reliability:** Consistent excellence in all aspects of care

**Innovation:** Forward-thinking approaches to critical medical challenges

**Precision:** Attention to detail in every procedure and interaction

**Adaptability:** Flexible solutions for evolving healthcare needs

# LOGO SPECIFICATIONS





## The glyph

The Paratus logo combines bold, geometric typography with a dynamic red arc that cuts through the name—symbolizing forward motion, readiness, and protection. The arc evokes both a rising sun and a trajectory curve—perfect for a brand that looks to space, ground, and future.



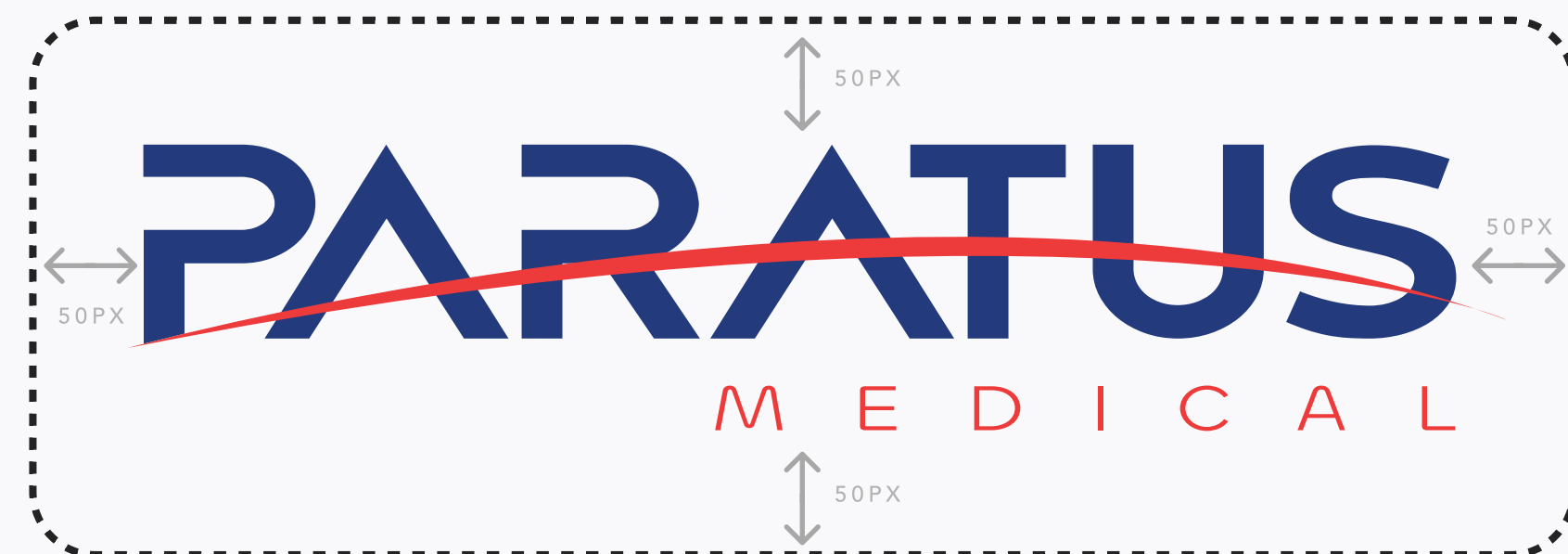
# Lockups and Uses

- **Primary Logo:** Horizontal logo with the glyph and full name (as shown).
- **Inverted logo:** The glyph arc shape cutting through the PARATUS name in negative form
- **Glyph Only:** The red arc can be isolated for app icons or favicons.

# Clear Space and Minimum Size

Maintain a margin of clear space around the logo equal to the height of the Paratus Medical. This ensures visibility and impact.

- Digital: Minimum width of 120px
- Print: Minimum width of 1.5 inches





# Monochromatic

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logotype.

The gray is 20% of black

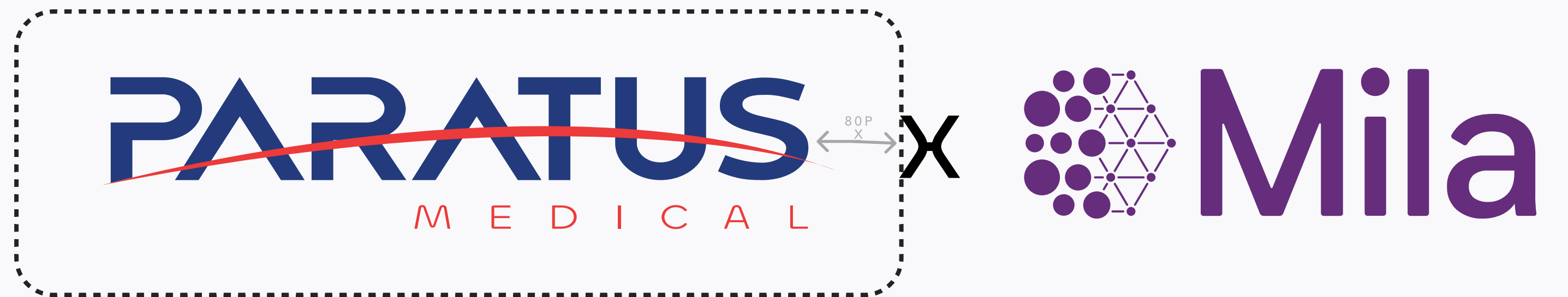


# Partners logo

Sometimes, we may need to lockup our logo with another business or partner.

We separate our logo and a partner's logo by the distance of 80px.

Our partner's logo should never exceed the size height of our symbol. with the exception of small overhanging elements.



**TYPO  
SYSTEM**





## Primary type

**Eternal regular** is Headway's primary font for web, print, promo materials, and social media events. When people see this font they should think PARATUS. With that said, we've paired the font Lato to be used solely as a body text.

ETHERNAL REGULAR.

PRIMARY H1

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

SPECIAL

HEADLINES FOR

IMAGES

## Secondary type

**Chillax variable** is the secondary typeface, print, promo materials, and social media events. When we need to be more clear and digestible than expressive. We use Chillax for the most part, to highlight but can be occasionally used for texts.

Chillax variable.  
secondary - H2,h3,h4,h5  
abcdefghijklmn  
opqrstuvwxyz

SPECIAL  
HEADLINES FOR  
IMAGES

## Tertiary type

**Mont** is the tertiary typeface, print, promo materials, and social media events. When we need to have more text and be more expressive. We use MONT for the most part long texts.

**MONT BOLD.**  
**tertiary - H2,h3,h4,h5**  
**abcdefghijklmn**  
**opqrstuvwxyz**



# Body type

Lato is our tertiary and primary body typeface, used primarily for web content and long-form text. When communication needs to be more comprehensive and digestible rather than expressive or bold, Lato provides the perfect balance of clarity, neutrality, and readability.

With its clean, modern lines and generous spacing, Lato ensures optimal legibility across all screen sizes and is particularly effective in paragraphs, captions, forms, and UI labels. It complements our headline font by offering a friendly yet professional tone, making it ideal for user interfaces, medical information, documentation, and educational content.

We use Lato extensively across the website, mobile app, and platform UI, where ease of reading is a top priority.

Lato  
tertiary - body, p  
abcdefghijklmn  
opqrstuvwxyz

SPECIAL  
HEADLINES FOR  
IMAGES

Lato  
body

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum

# Type hierarchy

Whenever we write and design copy, please ensure to follow the brand's tone and visual identity guidelines. The glyph (the red arc element from the logo) is optional, but should be prioritized whenever possible to reinforce brand recognition and continuity.

# The HEADLINE

## Subtitle

Lato  
body

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum

Submit



## Type color usages

When combining our primary colors in a piece of communication, always try to ensure legibility. Do not layer bright colors atop on another or dark colors atop one another in a way that would make something difficult to read.

Here are a set of primary color combinations that could be a good place to start.



**BRAND  
COLORS**



# Dark Royal Blue

## Psychological Traits:

- Trust & Reliability: Blue is globally associated with safety, professionalism, and calm—crucial for the medical and emergency fields.
- Stability & Confidence: This deep shade reinforces the brand’s credibility and seriousness, communicating that users are in capable hands.
- Technology & Precision: The cool, calculated tone reflects Paratus’ integration of AI, tech-driven tools, and medical excellence.

## Symbolism in Context:

- Evokes the feeling of the night sky or deep space, tying into Paratus’ future-forward mission and readiness in any environment—from Earth to orbit.
- It also resonates with uniformity, echoing colors found in emergency medical service uniforms and tech interfaces.

## Design Use:

- Ideal as the primary background or text color.
- Provides a calm, clear base that makes red and white pop effectively in layouts.

HEX

#243B7C

RGB

36, 59, 124

CMYK

71% C, 52% M, 0% Y, 51% K

PANTONE

PANTONE 2757 C

Primary



# Emergency red

## Psychological Traits:

- Urgency & Action: Red immediately signals attention, critical decision-making, and emergency—perfect for a brand in the resuscitation and response space.
- Vitality & Life: Red also represents the human element: the bloodline, the heartbeat, the urgency of saving lives.
- Empowerment & Boldness: A strong red like this energizes the brand and makes it feel active, not passive.

## Symbolism in Context:

- The arc shape itself reinforces movement, trajectory, and readiness—and in red, it becomes a visual metaphor for cutting through chaos with clarity.
- Mimics an ECG line, reinforcing the medical focus subtly through visual language.

## Design Use:

- Used as a motion accent: the arc, buttons, highlights, call-to-actions.
- Should be used sparingly to maintain its power and not overwhelm the viewer.

HEX

#EE3A3A

RGB

238, 58, 58

CMYK

0% C, 76% M, 76% Y, 7% K

PANTONE

PANTONE 1795 C

# Black and Gray

In the Paratus Medical visual system, black and grey tones play a supporting yet crucial role. They ensure legibility, hierarchy, and visual balance, especially in content-heavy environments like apps, websites, and documentation.

#A8A8A8  
Monochrome

#111111  
Tertiary

# Steel gray

- **Role:** Secondary/tertiary text, , dividers, labels
- **Usage:**
- Body text in subdued areas (forms, tooltips, notes)
- Descriptive labels and annotations
- Disabled states or subtle interface elements
- **Why it works:** Grey tones provide subtle hierarchy and prevent visual fatigue. Steel Grey is dark enough to remain readable but soft enough not to compete with primary brand colors. It creates calm, readable interfaces that let action items shine.

HEX

#A8A8A8

RGB

168,168,168

CMYK

36% C, 29% M, 29% Y, 0% K

PANTONE

Pantone 431 C



# Night Black

- **Role:** Backgrounds, icons, strong contrast zones, and high-emphasis UI elements
- **Usage:**
  - Dark mode interfaces
  - Footer and nav bar backgrounds
  - Titles or buttons on light backgrounds when maximum contrast is needed
- **Why it works:** This deep black provides excellent visual weight and anchors key content. It helps colored elements like the Arc Red and Paratus Blue stand out with clarity and focus.

HEX

#111111

RGB

18, 18, 18

CMYK

0% C, 0% M, 0% Y, 93% K

PANTONE

Pantone Black 6 C

**ELEMENTS**





# The glyph



Use the glyph as a visual anchor or underlining motion below key phrases, slogans, or section headers—especially in marketing materials, web banners, presentations, and branded documents.

## Best Practices:

- Use the glyph below baseline copy such as taglines (e.g., “Ready for anything”) or value statements.
- The arc should mirror the logo’s original curve and align visually with the length of the text.
- Keep ample clear space above and below the arc to avoid crowding.
- The glyph color should remain Emergency Red (#EE3A3A) unless used in monochrome or dark-mode variants.



Ready for Anything

**PARATUS**  
MEDICAL

Ready for Anything

