

VIA
MOLINA

BRAND
GUIDE

LOGO VERSIONS

PRIMARY LOGO



The primary logo is used at all times,
as long as it fits ideally in the frame.
Preferably placed into a rectangular frame
instead of a square frame.

SECONDARY LOGO



The secondary logo is only used
when the primary logo doesn't fit ideally
or is poorly readable. For example, this logo
is perfect when placed into a square.

MINIMUM SIZE



← 19 MM →



← 15 MM →

MINIMUM
CLEAR AREA



LOGO COMBINATIONS

PROPER USE



IMPROPER USE



Do not rotate



Do not use a background colour
that already appears in the logo



Do not use the coloured logo on an image

TYPOGRAPHY

FONTS

LATO FOR (SUB)TITLES

Lato Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frank Ruhl Libre For body text

Frank Ruhl Libre Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frank Ruhl Libre Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frank Ruhl Libre Medium

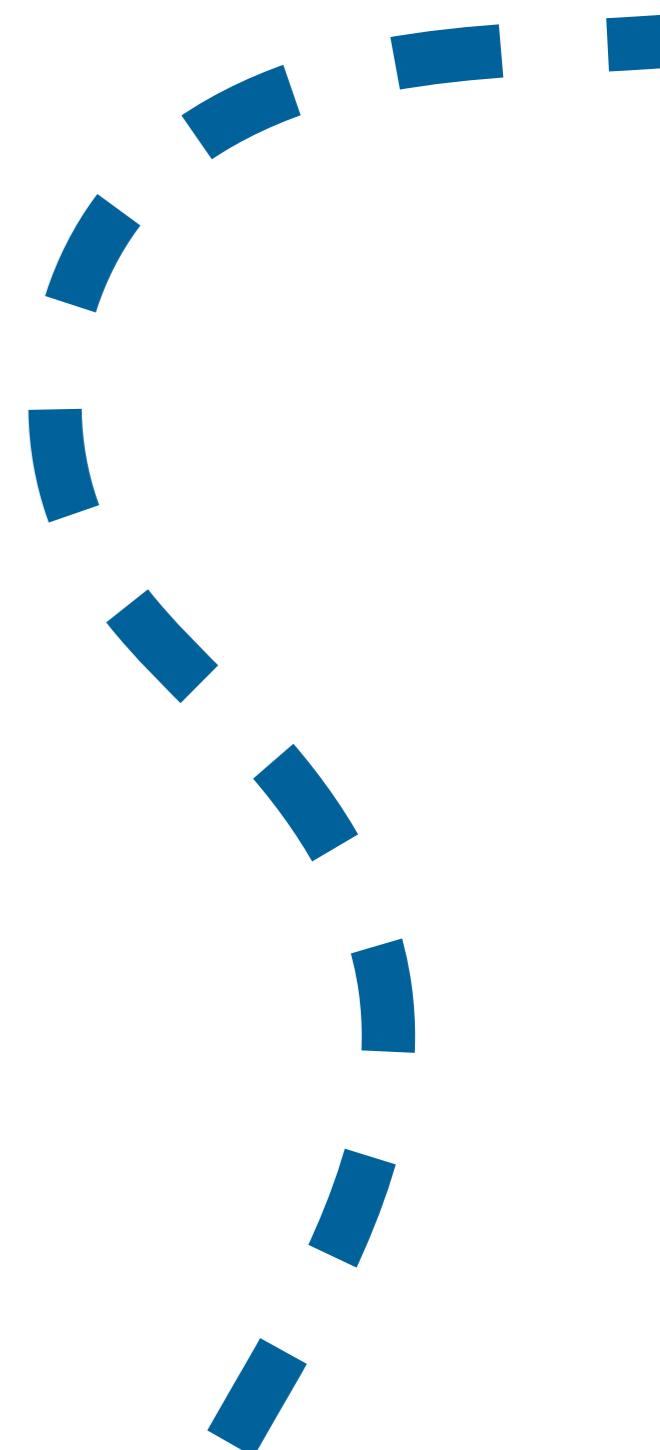
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frank Ruhl Libre Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frank Ruhl Libre Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



TYPOGRAPHY

USAGE

TITLE (BRAND COLOUR)
LATO BLACK

SUBTITLE (DARK GREY OR WHITE)
LATO REGULAR

BODY TEXT (DARK GREY OR WHITE)
FRANK RUHL LIBRE REGULAR



LOREM IPSUM DOLOR



CONSECTETUR ADIPISCING ELIT

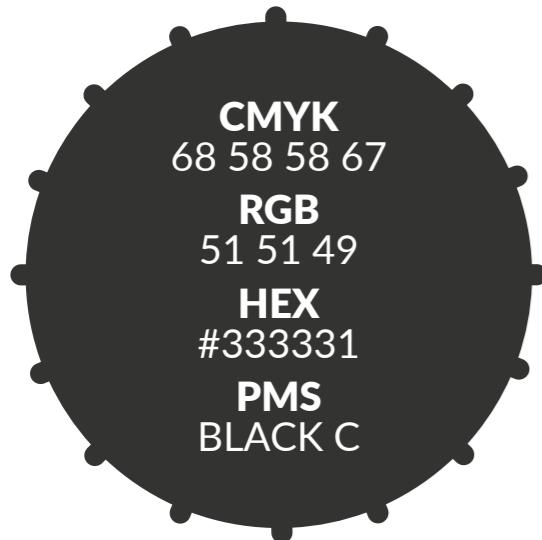


Morbi dolor nulla, feugiat vitae turpis vitae, rutrum egestas odio. Proin ut mi purus. Donec mattis elit tortor, at venenatis erat finibus convallis. Ut scelerisque vestibulum luctus. Duis non semper diam, nec luctus odio.

Nulla dignissim libero vitae arcu dapibus laoreet. Integer mollis metus vitae purus eleifend eleifend. Donec interdum dapibus ipsum, in condimentum velit tempor et. Proin et lacus posuere, facilisis libero ut, cursus dolor.

BRAND COLOURS

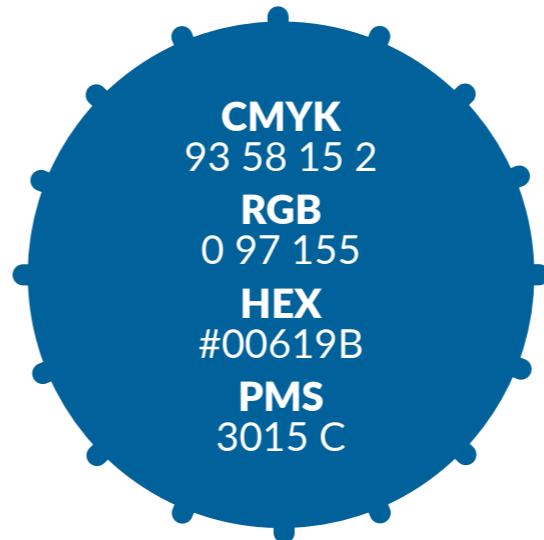
DARK GREY



LIGHT BLUE

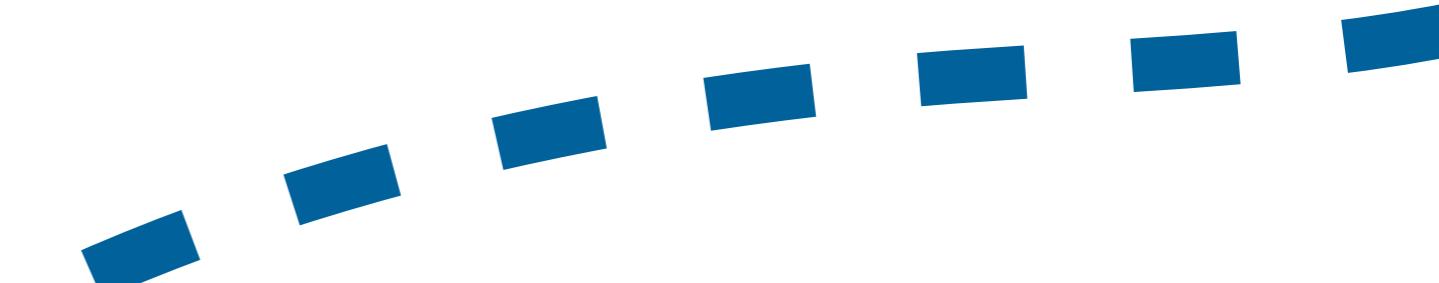


DARK BLUE



YELLOW

Only for a call to action.



BRAND ELEMENTS

ROUTES

Can be placed anywhere as long as
the stroke is 20pt and the gaps in
between are 40pt. Use in background
only, make sure text is easily
readable when used behind text.
Preferably used in corners.