

Parsek & Vitaly

Brand identity & guidelines



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Typography

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Parsek - vertical



PARSEK



PARSEK



PARSEK



PARSEK

Vitaly - horizontal



Parsek - vertical



VITALY



VITALY



VITALY



VITALY

FAMILY

Cover Sans

STYLES

Cover sans - Light

Cover sans - **Regular**

Cover sans - Semibold

Cover sans - **Bold**

Use Coversans Semibold for subtitles

OUR MISSION

Use Coversans light for titles

Our mission is to improve people's well-being

By providing them with user-friendly solutions that simplify collaboration in health care. Parsek is an IT specialist that is satisfying the needs of digital transformation within various industries for more than a decade, which built our expertise to excel in providing best practices within collaboration and integration solutions to various stakeholders in the Health & Care market across various European regions (DACH, Francophony, ITA, UK and Benelux).





Use Coversans regular for text, body fonts

This is something that is important.





Use Coversans bold to emphasise text

Colours

CMYK

	C	M	Y	K
	74	11	12	0
	C	M	Y	K
	0	0	0	0
	C	M	Y	K
	0	0	0	3
	C	M	Y	K
	50	50	50	100

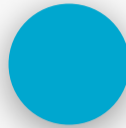



RGB

	R	G	B
	0	172	208
	R	G	B
	255	255	255
	R	G	B
	247	247	247
	R	G	B
	54	53	52

HEX

	#00A6CE
	#FFFFFF
	#F7F7F7
	#3E3935

PANTONE

	312 C
	White
	Cool Gray 2 EC
	Black 7 C

what the hex?
#00A6CE

Iconography



SETTINGS



REPORTS/
STATISTICS



ARCHIVES



WARNING /
ALERTS



EDUCATION/
KNOWLEDGE



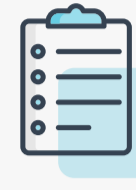
CALENDAR/
APPOINTMENTS



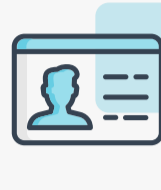
CONSENT SHARING



EXTERNAL EXPERTS



HEALTH RECORDS



IDENTIFICATION



LOREM IPSUM



PROGRESS
TRACKING



BUSINESS PROCESS
CONTROL



RESPONSIVE



VIDEO CALL



LOREM IPSUM



TRANSLATION



FILTERING



USERS



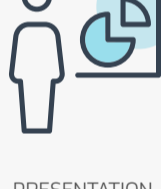
HEALTH JOURNAL



ONLINE
COMMUNICATION



E-COMMERCE



PRESENTATION
STRUCTURE



PRESENTATION



MESSAGING



USER CENTERED
CARE



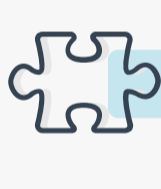
DASHBOARD



INTEROPERABILITY



USER EXPERIENCE



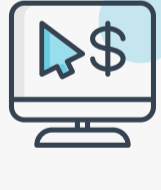
INTEGRATIONS



DIGITALIZATION
OF HEALTHCARE



IMPROVEMENT
OF BUSSINES



DIGITAL
REVENUES



CAREMAPS



HOSPITAL



MANAGER



DOCTOR



CARE GIVER/
SCHEDULER



NURSE



PATIENT



INSURANCE



LOREM IPSUM



DOCTOR



PERSON



HEALTH SERVICE
ORGANIZER

Iconography



USER
MANAGEMENT



VITAL PARAMETERS
MONITORING



ACCOUNTABILITY



ACCURACY



DELETION



FAIRNESS & TRANS-
PARENCY



MINIMIZATION



PORTABILITY



PURPOSE LIMITATION



SAFETY & SECURITY



CONSULTATION



MY DOCTORS



NON-STRUCTURED
DOCUMENT



ECO SYSTEM



FHIR







Need more stuff?

Contact us at: marketing@parsek.com

