

Branding Proposal for:



Rios Health Plan.

The Tree of Life.

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MAIN LOGO



Rios Health Plan.

The Tree of Life.

FAVICON



WORDMARK

Rios Health Plan.

SLOGAN

The Tree of Life.

POSITIVE LOGO



NEGATIVE LOGO



COLOR PALETTE



#015D58



#6BA883



#F0D199



#A27150

ALTERNATIVE COLORS



#090C9B



#B3B3B3



#FFFFFF

TYPOGRAPHY

POPPINS BOLD

POPPINS MEDIUM

POPPINS MEDIUM ITALIC

POPPINS LIGHT

POPPINS LIGHT ITALIC

Mockups

