

Brand Guidelines

2024



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■ Logotype

Clear space:

To behave properly, the logo Cegedim Business services needs some clearance space around. The thickness of this space is equal to the «e» of Cegedim.

Logotype colors:

BLUE #5587c6	R 85 G 135 B 194	C 70 M 41 Y 0 B 0
DARK BLUE #27305f	R 39 G 48 B 95	C 98 M 88 Y 31 B 23
GREY #d8d8d8	R 216 G 216 B 216	C 18 M 12 Y 14 B 0

Clear space:



Minimal size:

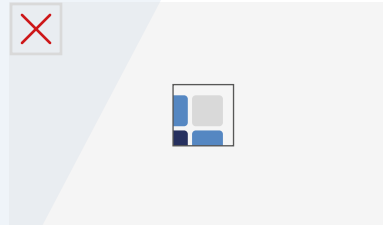




■ Logotype Misuse

The Cegedim Business Services logotype should never be altered in any way. Although these examples opposite do not represent every misuse, they illustrate some common misuses that must be avoided.

To ensure correct reproduction of the logotype, begin by reviewing these basic guidelines. Then choose the appropriate logotype from the approved digital artwork.



Do not cut the logo



Do not distort



Do not change transparency



Do not use any effect on the logo



Do not change the typography



Do not swap colors



Do not change the colors



Do not use the outline logo



Do not change the proportions



■ Logotype Background Control

The logo Cegedim Business Services can be used transparently only on the main blue background.

On any other background it must be used in 100% white.





■ Storytelling

What we do?

Cegedim Business Services supports all companies, including players in the healthcare ecosystem, in their digital transformation and performance challenges.

For over 30 years, we have been developing digital solutions to optimize and automate your invoicing, procurement, payroll and HR performance processes, enabling you to refocus on your core activities.

Why choose us?

On a day-to-day basis, more than 2,000 employees are committed to helping their customers refocus on their core business, and to being a key player in France and abroad in the digital transformation and performance of finance, procurement and HR functions.

Our values

At the heart of our relationship: service, proximity and simplicity.

Our signature

«Refocus on your core business»



Color Palette

The color palette is made up of 2 major colors. Cegedim Business Services blue, the main color and identity of the brand, and dark blue.

The orange, pink and green colors complete the range in contrast and vertically.

Grey and white as secondary colors, and yellow as an accent color to enhance presentations.

MAIN BLUE
#5587c6
Pantone P 106-6 C

R	85	C	70
G	135	M	41
B	194	Y	0
		B	0

ORANGE
HUMAN RESSOURCES
#f18828
R241 / G136 / B40
C0 / M55 / Y89 / B0

PINK
INVOICING & PROCUREMENT
#f467a2
R244 / G103 / B162
C0 / M72 / Y1 / B0

DARK BLUE
#27305f
Pantone P 103-15 C

R	39	C	98
G	48	M	88
B	95	Y	31
		B	23

GREEN
HEALTHCARE FLOWS
#44d7b6
R68 / G215 / B182
C61 / M0 / Y40 / B0

GREY
#d8d8d8

R	216	C	18
G	216	M	12
B	216	Y	14
		B	0

YELLOW - ACCENT COLOR
#f8b501
R248 / G181 / B1
C1 / M32 / Y94 / B0



■ Typography

The selected typeface is Calibri all communication media : Powerpoint, Word, Outlook, emailing, email signature,... and can be used in alternate styles like light, extrabold etc.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz





Cegedim Business Services