



Brand Guidelines

Logo & Identifiers



Foundation of Healthcare Technologies Society
New Blessings Through Technology Empowered Reforms

Logo System:

The logo of the Foundation of Healthcare Technologies Society (FHTS) is a circular emblem, featuring the full name "Foundation of Healthcare Technologies Society".



The logo's defining feature is the pairing of a sun and a moon, representing the continuity of time across global regions. This juxtaposition reflects the idea that while one part of the world may experience day and another night, the challenges humanity faces remain universal. The imagery reinforces a message of shared responsibility and collective action toward the betterment of mankind.

Full Name Lockup Configurations

The full name lockup features the full name "Foundation of Healthcare Technologies Society" accompanied by the tagline "New Blessings Through Technology Empowered Reforms."

The full name lockup variant is preferred for general or formal communications such as website headers, official documents, and banners to ensure clarity and brand recognition.



Foundation of Healthcare Technologies Society
New Blessings Through Technology Empowered Reforms

Circular Variant

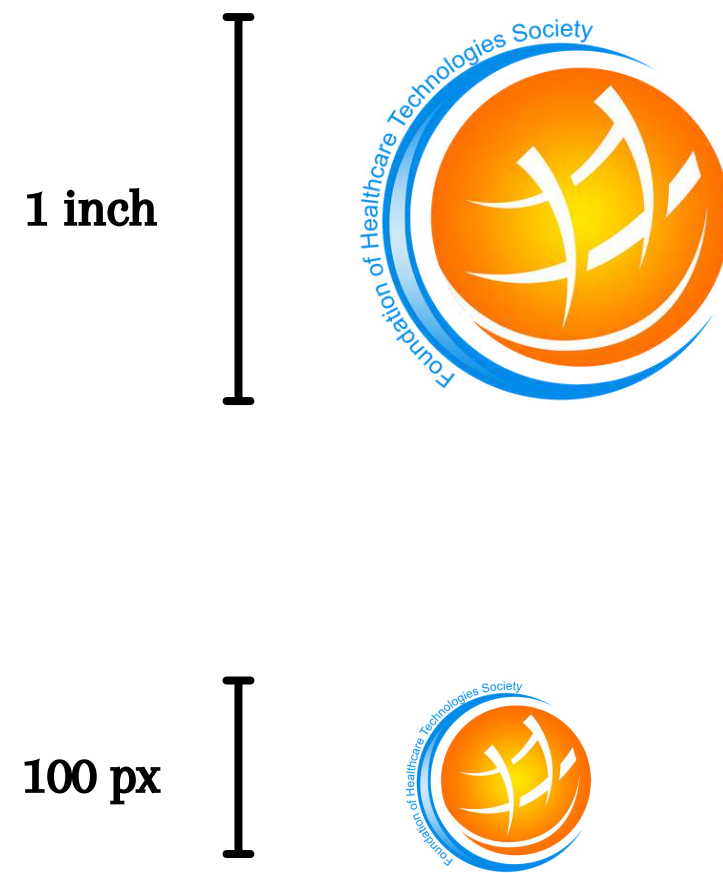
The circular variant of the FHTS logo features the emblem enclosed within a circle, symbolizing unity, inclusiveness, and the global reach of our mission.

The circular variant is ideal for digital icons, profile pictures, social media use, and compact spaces where a simplified yet recognizable brand mark is needed. It ensures visual consistency while maintaining the essence of the FHTS identity in limited formats.



Basic Requirements

The following guidelines regarding size and spacing ensure that all applications of the FHTS logo maintain clarity, consistency, and visual integrity across media and formats.



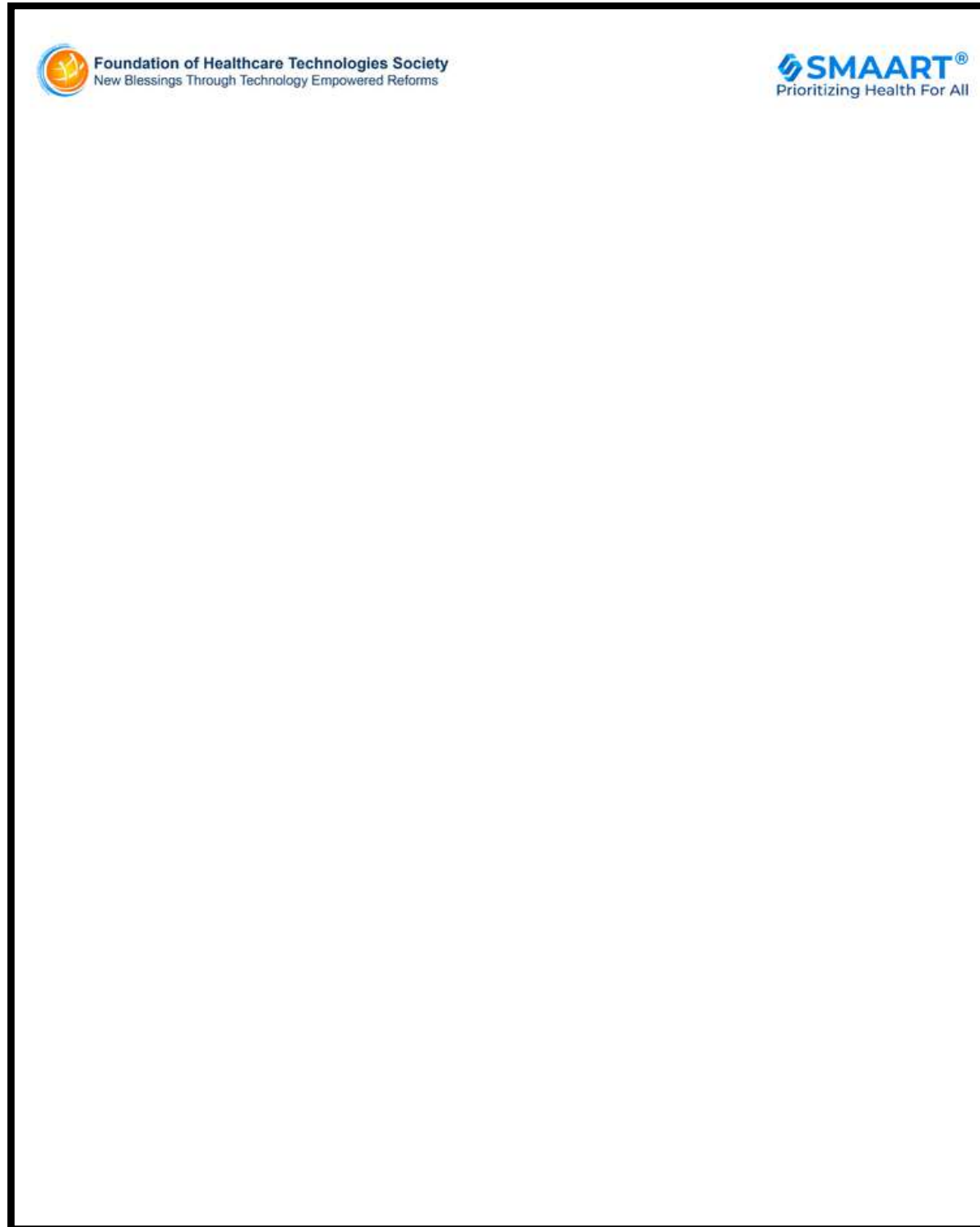
Minimum Size

On print collaterals, the minimum allowable size of the FHTS logo is no smaller than 1 inch (2.54 cm) in diameter.

For online collaterals, maintain a minimum width of 100 pixels to preserve clarity.

To ensure proper reproduction across formats, precise measurements are used to maintain type legibility and visual impact across all logo configurations.

Maximum Size



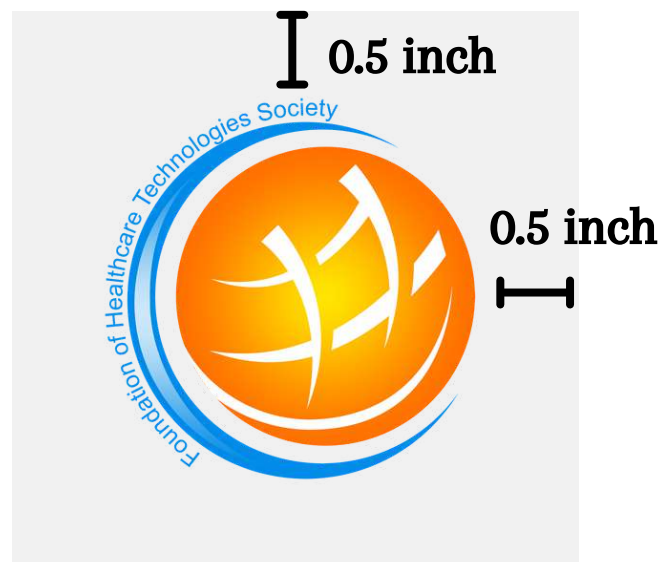
There is no technically defined maximum size for the FHTS logo or its lockup variations. However, in layouts where the logo becomes a dominant visual element—such as event backdrops, banners, or covers, the full name lockup variant is preferred to preserve visual balance and emphasis.



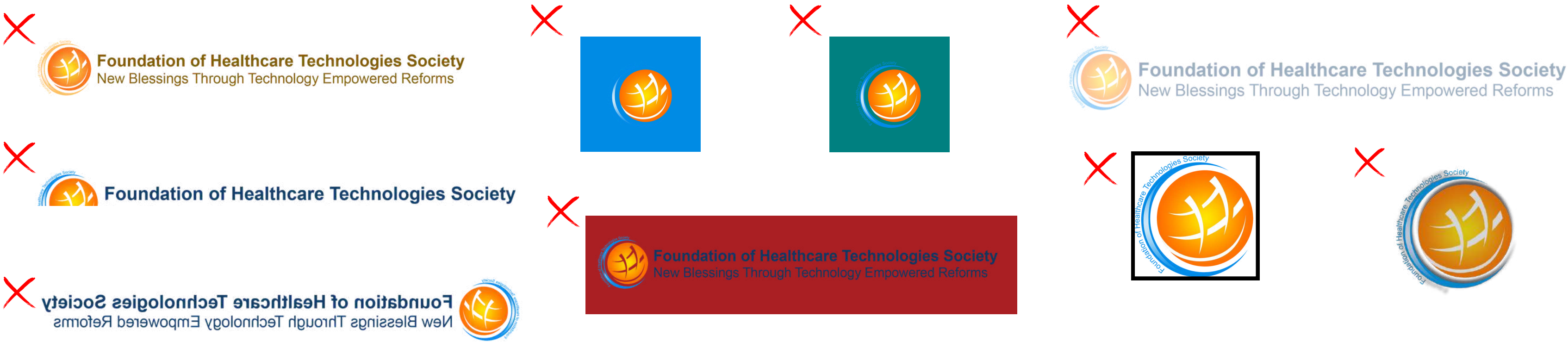
Clear Space

To protect the clarity and prominence of the FHTS logo, a minimum clear space must surround the logo in all applications. This space should remain free of other visual elements, including text, images, or graphic shapes.

The minimum clear space is defined relative to the cap height of the “FHTS” letterforms and should be maintained on all sides, as illustrated in the brand visuals.



Incorrect Logo Usage



Do not alter the logo's colors, proportions, or orientation.

Do not place the logos on backgrounds that compromise its visibility.

Do not add effects like shadows, gradients, or outlines that are not part of the original design.

The line in the circular variant are white. Do not change the colour, or transparency of the logo variant.



Color & Typography

Color Palette

The FHTS color system includes two signature colors, and a secondary palette of four expressive colors. A neutral gray in our secondary palette,, in addition to white and black, ensures clarity and versatility across all applications.

Primary



Navy Blue | Hex #0E3A65



FHTS Blue | Hex #008BE8

Secondary

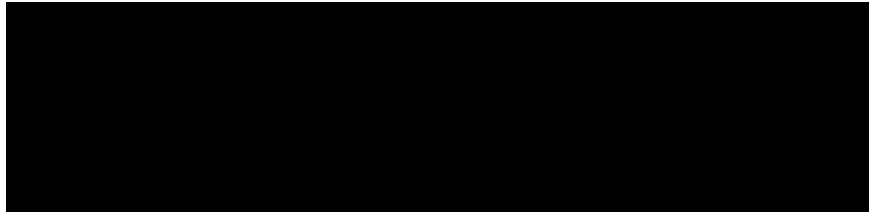


FHTS Orange | Hex #FF7400



Deep Blue | Hex #0052A0

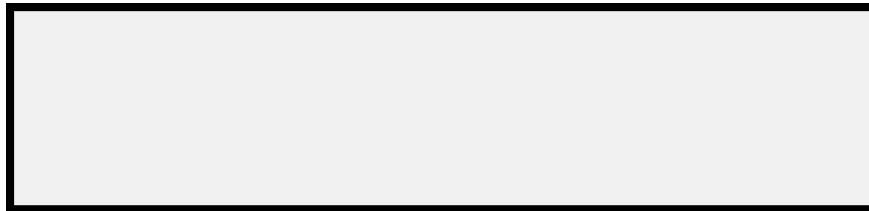
Neutral Colors



Black | Hex #000000



White | Hex #FFFFFF



Light Gray | Hex #F1F1F1



Dark Gray | Hex #C1C1C1

Accent Colors



Sunny Orange | Hex #FFB000



FHTS Dark Teal | Hex #008080



FHTS Light Teal | Hex #40C1AC



NI Green | Hex #00A650



SANGYAN Purple | Hex #4B0EC1



v-INSPIRE Slate | Hex #50658E



v-INSPIRE Red | Hex #AA1F23

Using Colors

The way we apply our brand color palette across various communication materials online and in print is as important as the color definitions themselves.

1. PRIMARY: Use for borders and other structural elements, mid-tier headings such as second and third level, and solid backgrounds.
2. SECONDARY: Use sparingly to highlight and accent smaller features of contents such as key statistics, charts, pull quotes etc. Avoid using too many in the same layout, and use colors strategically to ensure that they complement.

Example: Avoid using orange over yellow.



Do not use colors that do not complement each other.



Use contrasting colors to ensure visibility

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Typography

Typography is a cornerstone of the FHTS visual identity, ensuring clarity and consistency across all communications.

Primary Typeface

Arial

Arial serves as the typeface, particularly suitable for all official documents and presentations. Its clean, sans-serif design ensures accessibility and readability across various applications.

Arapey

Arapey is a primary typeface for FHTS, chosen for its refined serifs and excellent legibility. It is ideal for creative and design-based texts, reflecting the thoughtful, human-centered values of FHTS.

Secondary Typeface

Montserrat

Montserrat is a geometric sans-serif typeface used for titles, headings, and display text. It offers a clean, modern, and professional appearance that enhances visual hierarchy.

Charm

Charm is a casual script typeface used selectively to highlight quotes, emphasize personal stories, or introduce a human, handwritten tone. It should be used sparingly to maintain readability.

Image Overlays

FHTS signature and secondary colors may be used as overlays to add depth and cohesion across visual materials. This technique enhances visual interest and provides a consistent brand feel, especially when using stock photography or background imagery.

Ensure overlays are transparent enough to preserve the clarity of the photo, while still softening the focus to support text legibility and design balance.



Graphic Elements

The graphic elements like bars can be used as a structural design element to frame content, highlight key sections, or add a cohesive visual rhythm across materials.

When applied consistently, it reinforces brand identity while adding visual clarity and structural balance to the layout.



All branding elements, such as logos, power-point templates, letterheads, and email signatures, are available to use for all FHTS employees, collaborators and partner institutions.

In case of queries, please email us at communications@fhts.ac.in

THANK YOU!