







# AMMEX PROFESSIONAL® Quick Brand Guide

Clean and precise. Primarily white and grey, evoking a sense of cleanliness and purity. Leverage color accents to break up the monotony. Use metal texture in Ammex Pro brand only, this metal texture is unique to this brand because it echoes back to the metal instruments used in the exam space.



## AMMEX PROFESSIONAL® COLORS

					
HEX: #76CFE7	#4C9DAD	#2c545c	#BDBCBC	#FFFFFF	#797878
RGB: 118 207 231	76 157 173	44 84 92	189 188 188	255 255 255	121 120 120
CMYK: 49 0 7 0	70 23 29 0	84 54 51 30	26 21 21 0	0 0 0 0	54 46 45 11

## AMMEX PROFESSIONAL® FONTS

### ROBOTO FONT FAMILY ([DOWNLOAD HERE](#))

Use Roboto font family as the primary font for AMMEX PROFESSIONAL designs and communications.

### ARIAL FONT FAMILY

In case of Roboto font being unavailable, Arial is used as a substitute font for designs and communications.



AMMEX PROFESSIONAL is a high-quality product from AMMEX. To know more, visit [AMMEX.COM](https://www.ammex.com) and [AMMEX PROFESSIONAL.COM](https://www.ammexprofessional.com)