MID AMERICA PERFUSION SERVICES

MADE WITH *LOVE*

BY HEIDI SCHMIDT

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OVERVIEW

At its core, Mid America Perfusion Services (MAPS) is all about compassion. MAPS deals directly with matters of the heart: the key center of the circulatory system, and the metaphorical center of human emotion.
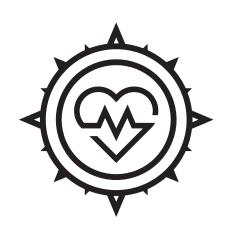
This compassion is the central inspiration for the visual identity of MAPS. Every detail—from the colors to the motifs—is inspired by that core value. The body is a journey, and MAPS is the compass.

THE LOGO: VERTICAL

THE LOGO: HORIZONTAL

**MID AMERICA
PERFUSION SERVICES**

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TYPEFACE

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

CORE CIRCUS

As a display typeface, Core Circus is used primarily in headings and CTAs, as well as in the MAPS logo itself. It has a fairly low x-height, making it an ideal choice for a unique and modern look. When used in publications, be sure to kern the headings appropriately; this typeface has a particularly wide letter spacing that can easily go unchecked.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Avenir

Avenir is the modern go-to for all typography needs. Its rounded forms complement Core Circus without taking away from the messaging. Additionally, it is simple to typeset and is particularly easy to read. Use Avenir for body paragraphs, subheaders, callout boxes, and more.

COLORS

	RGB	CMYK	HEX
CRIMSON	R: 126 G: 25 B: 23	C: 30 M: 98 Y: 98 K: 38	#7d1918
ULTRA MARINE	R: 13 G: 54 B: 110	C: 100 M: 88 Y: 30 K: 17	#20386c
SKY BLUE	R: 116 G: 157 B: 182	C: 58 M: 28 Y: 21 K: 0	#739eb5
LINEN	R: 248 G: 246 B: 247	C: 3 M: 2 Y: 1 K: 0	#f4f4f7

THANK YOU!