



GREAT LAKES PHYSICIAN ALLIANCE

THE BRIDGE | Not only is Michigan known for beautiful lakes and bridges, but a bridge symbolizes unity and connection. A bridge also represents a solution, a clear path.

THE WATER | The water in the logo represents the Great Lakes, but in general, water represents life and cleansing. It is also a symbol of peace and being refreshed.

COLOR GUIDE



GREAT LAKES PHYSICIAN ALLIANCE



Deep Blue Represents

- Trust
- Loyalty
- Confidence
- Strength
- Order



Green Represents

- Health
- Growth
- Prosperity
- Balance
- Restoration



Light Blue Represents

- Peace
- Contentment
- Perspective
- Ambition
- Dependability

ORIGINAL



GREAT LAKES
PHYSICIAN ALLIANCE

HORIZONTAL 1



GREAT LAKES
PHYSICIAN ALLIANCE

HORIZONTAL 2



COLORS & FONTS



FONTS

CINZEL
HOMIZIO



Dark Blue #0b4471

RGB | 12, 68, 114

CMYK | 100, 77, 29, 18



Green #74a451

RGB | 117, 165, 81

CMYK | 47, 0, 80, 22

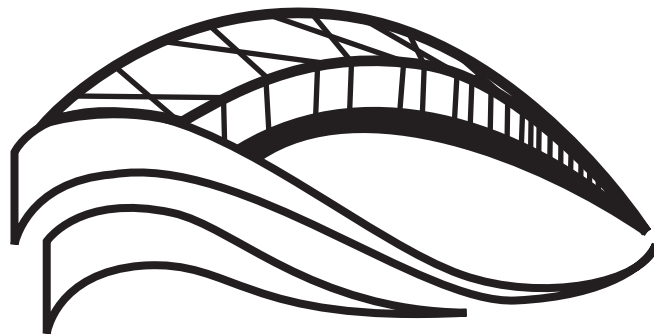


Light Blue #448db1

RGB | 69, 141, 177

CMYK | 74, 34, 19, 0

BLACK & WHITE



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