



our brand colors

You'll find everything you need to know about how to use the athenahealth brand colors. Use them wisely and use them with purpose.

our color

We love purple—it expresses our warmth and energy and stands out in a crowd. But for color to have the most impact, we need to use it with purpose.

To do this, we put our audience first and think about how purple can emphasize the most important things that we need to tell them. It's also important to always balance layouts with white space to create communications that are energetic and bright. Beyond purple, we use our accent palette to add vitality, reinforce themes and bring relevance to our communications.

Using color

Impact

To create the greatest brand impact and reinforce our unique look and feel, we use our primary color family, purple and white, which provides a clean and energetic aesthetic.

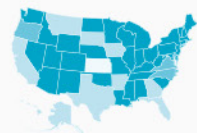
All high-visibility or stand-alone applications should use our purple color family (e.g., our website homepage, primary signage, ads).

Flexibility

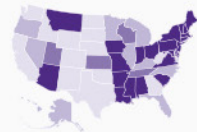
To provide flexibility in addressing specific audience, touchpoint or messaging needs, we use our accent colors more prominently.

These applications are most often viewed within an athenahealth context or established relationship. The emphasis shifts from identifying “us” to having a significant functional need to delineate information or to better differentiate or reinforce qualities of a unique offering or experience (e.g., breaker pages, charts and graphs).

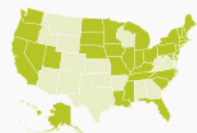
To provide continuity, look for opportunities to use our purple color as a common thread throughout our communications.



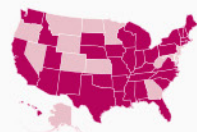
50% (50 states + District of Columbia)
Daily 3 business days Weekly



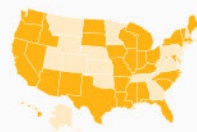
19% (19 states + District of Columbia)
1-7 days 20+ days Proposed legislation



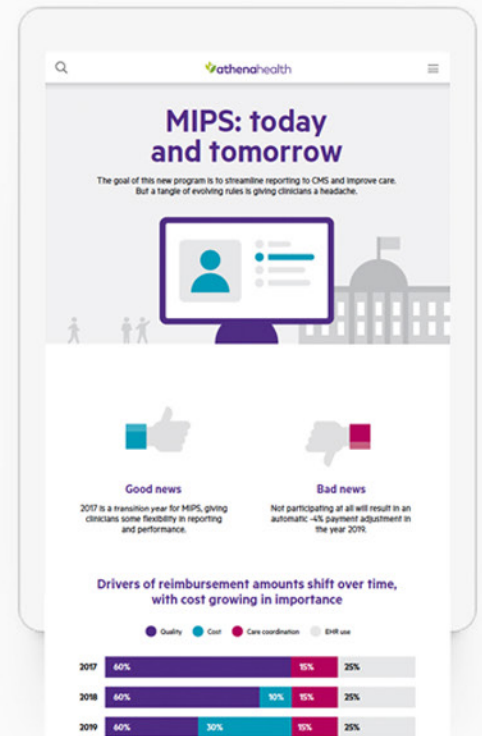
33% (33 states + District of Columbia)
Legislation



34% (34 states + District of Columbia)
Assessment required



36% (36 states + District of Columbia)
ID checks mandatory



Color palette

Logo colors appear only in the athenahealth logo.

Our primary colors—purple and white—reinforce our equity in purple and provide a clean canvas for our messaging.

We use accent colors very purposefully to help our audiences navigate information and to provide energy and impact to specific messages. Using them consistently ensures that our communications appear unified, although our rules allow an appropriate range of flexibility to meet our various thematic and functional needs.

While using a solid color is preferred, tints of accent colors are acceptable when additional flexibility is required (e.g., developing illustrations, segmenting data within charts and graphs or establishing navigation and architecture within web applications).

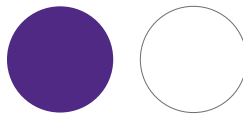
Action colors are those reserved specifically for digital behaviors (e.g., green for CTA/highlight positive outcome or accomplishment and orange for alert/notification).

We use black for large amounts of copy.

Logo colors



Primary colors



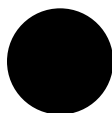
Accent colors



Action colors (digital use only)



Text only color



Specifications




Use the specifications shown here to apply our color palette in a consistent way, whether in print or on screen.

Note: While the CMYK specifications shown on this page provide a consistent starting point, always work closely with print vendors to ensure proper reproduction.



Note: The colors shown on this page and throughout these standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Publication for accurate color. PANTONE® is the property of Pantone, Inc.

Note: Only colors marked with (T) pass WCAG AA standards for large and small text.



Logo colors

	Purple (T)	PMS 268	CMYK 82 98 0 12	RGB 88 44 131	HEX 582c83
	Forest	PMS 377	CMYK 50 1 100 20	RGB 122 154 1	HEX 7a9a01
	Spring	PMS 583	CMYK 26 1 100 10	RGB 183 191 16	HEX b7bf10



Primary colors

	Purple (T)	PMS 268	CMYK 82 98 0 12	RGB 88 44 131	HEX 582c83
	White	White	CMYK 0 0 0 0	RGB 255 255 255	HEX ffffff


Accent colors

	Ruby (T)	PMS 220	CMYK 5 100 25 24	RGB 165 0 80	HEX a50050
	Teal	PMS 632	CMYK 93 4 19 10	RGB 0 147 178	HEX 0093b2
	Spring	PMS 583	CMYK 26 1 100 10	RGB 183 191 16	HEX b7bf10
	Yellow	PMS 130	CMYK 0 35 100 0	RGB 242 169 0	HEX f2a900
	Brown (T)	PMS 4635	CMYK 12 58 81 50	RGB 148 96 50	HEX 946037
	Gray (T)	Black 70%	CMYK 0 0 0 70	RGB 110 110 110	HEX 6e6e6e





Action colors (digital use only)

	CTA green	—	—	RGB 98 187 70	HEX 62bb46
	Alert orange	—	—	RGB 242 101 34	HEX f26522
	Digital gray	—	—	RGB 237 237 238	HEX ededee







Text only color

	Black (T)	Black	CMYK 0 0 0 100	RGB 0 0 0	HEX 000000
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Color

	Purple (T)	PMS 268	CMYK 82 98 0 12	RGB 88 44 131	HEX 582c83	<i>Logo, primary & accent</i>
	Forest	PMS 377	CMYK 50 1 100 20	RGB 122 154 1	HEX 7a9a01	<i>Logo only</i>
	Spring	PMS 583	CMYK 26 1 100 10	RGB 183 191 16	HEX b7bf10	<i>Logo & accent</i>
	White	White	CMYK 0 0 0 0	RGB 255 255 255	HEX ffffff	<i>Primary</i>

Accent colors

	Ruby (T)	PMS 220	CMYK 5 100 25 24	RGB 165 0 80	HEX a50050	<i>Accent only</i>
	Teal	PMS 632	CMYK 93 4 19 10	RGB 0 147 178	HEX 0093b2	<i>Accent only</i>
	Spring	PMS 583	CMYK 26 1 100 10	RGB 183 191 16	HEX b7bf10	<i>Logo & accent</i>
	Yellow	PMS 130	CMYK 0 35 100 0	RGB 242 169 0	HEX f2a900	<i>Accent only</i>
	Brown (T)	PMS 4635	CMYK 12 58 81 50	RGB 148 96 50	HEX 946037	<i>Accent only</i>
	Gray (T)	Black 70%	CMYK 0 0 0 70	RGB 110 110 110	HEX 6e6e6e	<i>Accent only</i>

Action colors (digital use only)

	CTA green	—	—	RGB 98 187 70	HEX 62bb46	<i>Digital only</i>
	Alert orange	—	—	RGB 242 101 34	HEX f26522	<i>Digital only</i>
	Digital gray	—	—	RGB 237 237 238	HEX ededee	<i>Digital only</i>

Text only color

	Black (T)	Black	CMYK 0 0 0 100	RGB 0 0 0	HEX 000000	<i>Text only</i>
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Questions about our brand or these guidelines?
Need someone to check your work? Drop us a line.
We'll help you get it right.

brand@athenahealth.com