

Revital Health Brand Cheat Sheet

Our Purpose

Be Understood by Experts Who Care

At Revital Health, we believe true wellness starts with being understood. Our multidisciplinary team of professionals works together to deliver personalized care that helps every Canadian move, recover, and live better.

Our Brand



Revital Health represents compassion, professionalism, and collaboration. Our clinics combine evidence-based treatment, multilingual expertise, and a patient-first approach — helping individuals achieve a healthier, more active life.

Tone & Voice

Empathetic
Professional
Inclusive
Supportive

Typography

Revital Health

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Body Font: Lato Regular
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Body Font: Lato Regular
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Colours Pallette

#103586 RGB:16,53,134 CMYK:100,89,16,4	#DB0032 RGB:217,0,50 CMYK:0,100,89,0	#88C4E2 RGB:128,167,197 CMYK:55,22,11,0	#DEDDDE RGB:193,192,196 CMYK:24,20,17,0	#7F7F7F RGB:127,127,127 CMYK:52,43,43,8	#FFFFFF RGB:255,255,255 CMYK:0,0,0,0
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Logo System

Primary Logo:



Stacked Logo:



Monochrome Versions:



Backgrounds: Maintain high contrast



Photography Pillars



Patients in Motion



Professional Care



Teamwork & Collaboration



Active Lifestyles



Community & Inclusion

Layout Construction



Revital Health



Visual Identity in Action



Pillars of Our Brand

- Care:** We listen first, act with empathy.
- Expertise:** We combine professional excellence with compassion.
- Community** We reflect the patients we serve — diverse, active, connected.
- Trust:** We build long-term relationships through consistent, quality care.

Summary

This cheat sheet defines the visual and verbal foundation of the Revital Health brand. Use it to maintain a unified, trusted, and empathetic identity across all marketing materials — digital, print, and environmental.