



Hayhurst Medical Technologies — official logo assets

Identity version 1.2.0 · 2026-09-17 · <https://hayhursttech.com>

Use these assets to identify Hayhurst Medical Technologies (HMT) in editorial coverage.

Choose an asset

- **Default:** logos/svg/hmt-horizontal-primary.svg — copper mark and navy wordmark for a light background.
- **Narrow layout:** logos/svg/hmt-stacked-primary.svg.
- **Icon:** logos/svg/hmt-mark-navy.svg OR hmt-mark-copper.svg.
- **Dark background:** supplied white horizontal/stacked/mark variant.
- **Social avatar:** logos/svg/hmt-social-avatar.svg — white mark on solid navy.
- **Raster workflow:** matching transparent PNGs in logos/png/, at 2400px and 512px. Small avatar exports are also supplied; prefer 32px or larger when the interlacing must remain visible.
- **Print reference:** logos/HMT-vector-logo-specimens.pdf.

Usage

Preserve aspect ratio, geometry and lettering. SVG wordmarks are outlined and need no font installation. Do not retype the wordmark, redraw the mark, or add shadows, outlines, gradients or contour decoration inside the logo/avatar.

Reserve at least one cord width of clear space around the visible artwork. Recommended minimums: mark 32px / 8mm; horizontal lockup 240px / 60mm; stacked lockup 180px / 45mm. Keep backgrounds quiet. Test the final reproduction.

Palette: navy **#152536**, copper **#CF6D46**, warm grey **#CCC8C3**, white **#FFFFFF**, charcoal **#333333**. Poppins Regular and SemiBold are the brand typefaces. Copper is an accent; use navy for small text on warm grey. No teal or gradients.

Files use sRGB. Print PDFs are not CMYK/PDF-X separations; the printer should convert to the output profile and proof colors.

Program descriptions

Carry the applicable supplied notice when describing the corresponding program:

Device in development. Not FDA cleared or approved. Not available for sale.

Patient-selection decision support and CT-based PCI scoring are research use only — not for clinical decision-making.

Graphics do not represent patient data, measured treatment effects or clinical validation.

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