



# world-class minimally invasive treatments

---

MIMIT Health provides world-class healthcare combined with minimally invasive treatments by industry-leading doctors, physicians, and surgeons. Along with providing our best-in-class healthcare, we provide healthy lifestyle strategies and wellness solutions so that our patients can live their best lives.

## BRANDING GUIDELINES



675 West North Avenue,  
Melrose Park, IL, 60160

Phone: (708) 486-2600  
Email: [info@mimithealth.com](mailto:info@mimithealth.com)

# TABLE OF CONTENTS

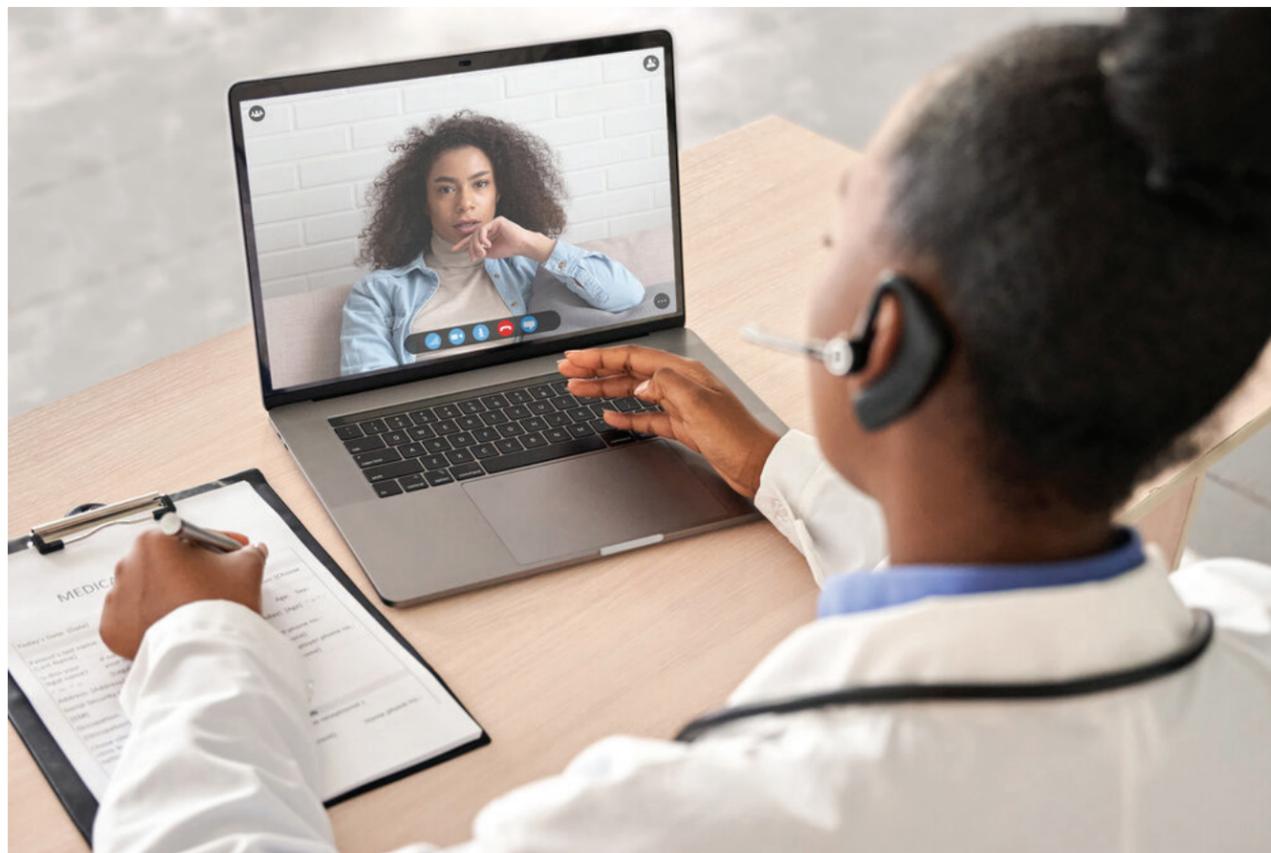
---

04 - 05	About MIMIT
06 - 07	Treatments
08 - 11	Logo & Usage
12 - 13	Color Palette
14 - 15	Typography
16 - 17	Summary

# MIMIT HEALTH IS ONE OF THE FASTEST GROWING INDEPENDENT MULTI-SPECIALTY PHYSICIAN GROUPS IN ILLINOIS

## Get the Safe Care You Need from MIMIT Health During the COVID-19 Pandemic

We are guided by the latest recommendations from state and national organizations, including the Illinois Department of Health and Human Services, U.S. Centers for Disease Control and Prevention (CDC), and the World Health Organization (WHO). In addition to our standard infection control measures, we have taken a number of steps to ensure our facilities remain safe places for you to receive care.



## WE OFFER EXCELLENCE IN PATIENT CARE & MEDICAL EDUCATION

MIMIT Health is proud to announce that one of its own physicians, Dr. Romi Chopra, was awarded the Distinguished Physician Award and U.S. Congressional Medal for Outstanding Contributions and Excellence in Patient Care and Teaching.

MIMIT Health's world-class doctors, surgeons, and interventional radiologists perform minimally invasive procedures using imaging-guidance. As a result, there is less risk, less pain, and less recovery time compared to traditional surgery.

You'll need access to the internet, your e-mail, and your computer/phone with a camera. We can guide you through setting up a telehealth appointment with one of our physicians.

If you have any questions about our minimally invasive treatments or would like to refer a patient, MIMIT Health can be reached 24 hours a day, 7 days a week at **(708) 486-2600** or email **info@mimithealth.com**

## WE OFFER TELEHEALTH SERVICES

### What you'll need:

You'll need access to the internet, e-mail, and computer/phone with a camera. We can guide you through setting up a Telehealth appointment with one of our physicians.

### Patients/Physicians:

If you have any questions about our minimally invasive treatments or would like to refer a patient, MIMIT Health can be reached 24 hours a day, 7 days a week, at **(708) 486-2600** or email **info@mimithealth.com**

# DISEASE & TREATMENTS

## Men's Health

- Enlarged Prostate
- Prostatic Artery
- Embolization

## Women's Health

- UTERINE FIBROIDS
- UTERINE FIBROID EMBOLIZATION

## Other Treatments

- A-V graft and A-V fistula monitoring
- Salvage and management of the failing graft or fistula
- Ultrasound/water to break up clots
- Inferior vena cava filter replacement
- Varithena
- Laser Ablation
- Sclerotherapy
- Percutaneous
- Gastrojejunostomy
- Percutaneous endoscopic gastrostomy (PEG)
- Vertebroplasty
- Kyphoplasty

## Men's Health

We are committed to providing minimally invasive therapies for men of all ages. We provide the best men's specific health care with an office visit that is comfortable, relaxed, and respectful of your demanding schedule.



## Women's Health

We provide quality healthcare services that meet the unique needs of women throughout their lives. Our physicians provide comprehensive and holistic care to women of all ages. We believe in helping women become healthy and stay healthy.



# LOGO & USAGE

THE LOGO IS THE CORNERSTONE OF OUR IDENTITY AND THE SYMBOL OF OUR CORE VALUES:

Artisanal Approach. Authenticity. Freshness and Quality.  
Made by Hand, History and Tradition.



x		x
x		x

It is important to keep the logo clear of any other graphic elements.



A safe area equal to width of the letter "W" (here notated as "X" height) must surround the logo at all times.

To ensure this, the x-height has been measured around the logo. This safe area indicates the closest any other graphic element or message can be positioned in relation to the logo.

This safe area should never be changed in any way.



# LOGO & USAGE

The logo is a fixed object. Its type, shape, orientation, and color can not be altered.

CIMSS logo can be placed on 4 solid colors:

Black, White, MIMIT Light Green & MIMIT Blue.

It can be placed on Photographs.



**DO NOT** place the full color logo on Black, even though it is our palette.



**DO NOT** place the full color logo on MIMIT Light Green, even though it is our palette.



### MINIMUM SIZE

In order to read text and discern details, the logo **CAN NOT** be any smaller than **320px wide**. If the logo needs to be fit into a smaller area, use the following logotype variants.



# COLOR PALETTE

Our primary brand colors are bold, high contrast, and chosen to be direct and eye-catching with a vintage tinge.

**MIMIT HEALTH CARE**  
Our blue was designed to be rich and bright, but different enough from pure blue. It contains a splash of sky blue.

**MIMIT HEALTH CARE**  
It also looks great on blue, black and multiple combinations of the three are all equally bold and readable.

**MIMIT HEALTH CARE**  
Choosing black as dominant background color allows the blue and white to create a solid contrast, and allows for use of dark and rich photo textures to add some dimension to support text and icons.

**MIMIT HEALTH CARE**  
Choosing pink as dominant background color allows the blue and white to create a solid contrast, and It also looks great on blue, and multiple combinations of the three are all equally bold and readable.

# PRIMARY BRAND COLORS



**BLUE**

HEX: #184783  
HSLA: hsl(214, 69%, 31%)  
RGBA: rgb(24, 71, 131)



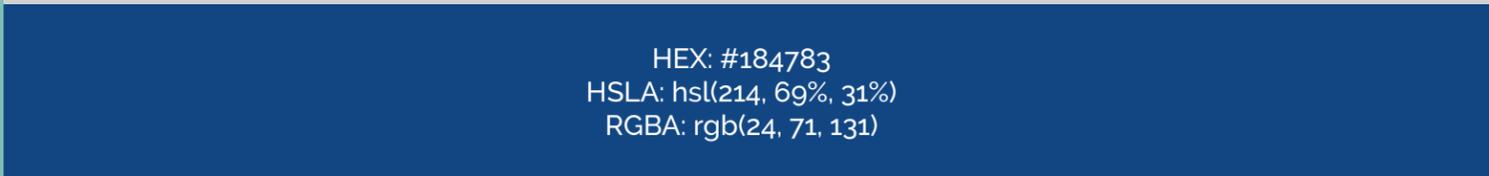
**MIMIT LIGHT GREEN**

HEX: #81beb5  
HSLA: hsl(171, 32%, 63%)  
RGBA: rgb(129, 190, 181)

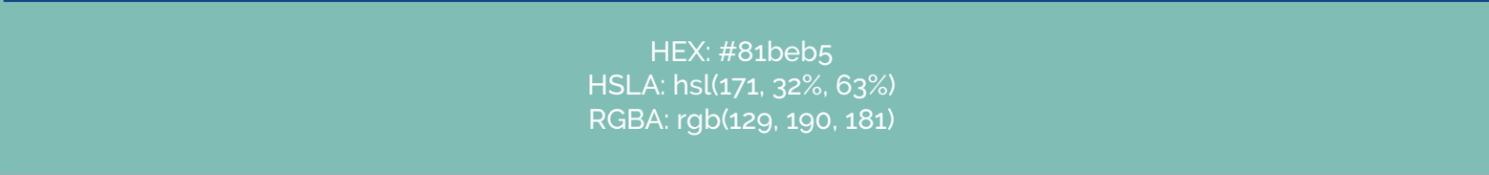


**PINK**

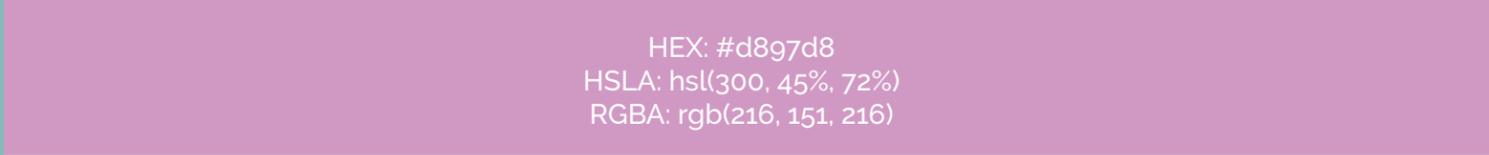
HEX: #d897d8  
HSLA: hsl(300, 45%, 72%)  
RGBA: rgb(216, 151, 216)



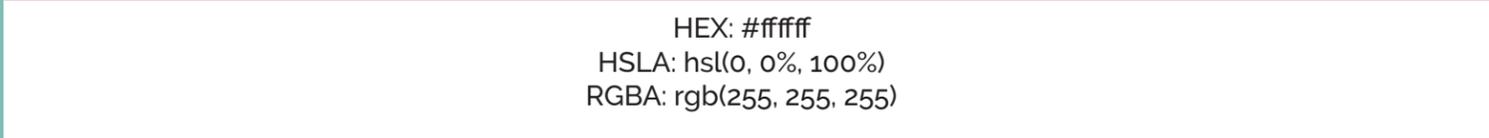
HEX: #184783  
HSLA: hsl(214, 69%, 31%)  
RGBA: rgb(24, 71, 131)



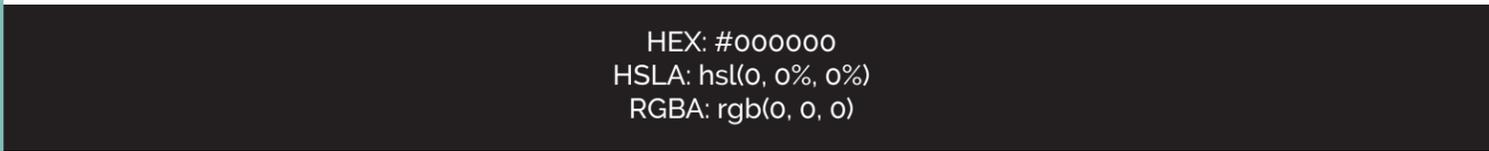
HEX: #81beb5  
HSLA: hsl(171, 32%, 63%)  
RGBA: rgb(129, 190, 181)



HEX: #d897d8  
HSLA: hsl(300, 45%, 72%)  
RGBA: rgb(216, 151, 216)



HEX: #ffffff  
HSLA: hsl(0, 0%, 100%)  
RGBA: rgb(255, 255, 255)



HEX: #000000  
HSLA: hsl(0, 0%, 0%)  
RGBA: rgb(0, 0, 0)



## Main Headline

# TYPOGRAPHY

## Sub Head 1

**TYPOGRAPHY IS AN IMPORTANT ELEMENT TO COMMUNICATE OUR BOLD AND DIRECT TONE.**

## Sub Head 2

Let's take a look typefaces, why we chose, them and how to use them

## About Poppins

Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini. A thorough review and italic was added in 2016.

It is a display face and the download features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

It also has a sister family, Raleway Dots.

More information can be found at [theleagueofmoveabletype.com](http://theleagueofmoveabletype.com) and [impallari.com](http://impallari.com)

To contribute to the project, visit [github.com/impallari/Raleway](https://github.com/impallari/Raleway)

**Designers**

Multiple Designers

# HEADINGS

**Raleway Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Raleway Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789

**Raleway Semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Raleway Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Raleway Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**

# PARAGRAPHS

**Raleway Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

# SUMMARY

The careful application of these principals will help create consistency and familiarity in the brand.

Thankyou for exploring our branding and identity.

CORE VALUES:

**treat | empower | heal**

BRAND PERSONALITY:

MIMIT Health provides world-class healthcare combined with minimally invasive treatments by industry-leading doctors, physicians, and surgeons. Along with providing our best-in-class healthcare, we provide healthy lifestyle strategies and wellness solutions so that our patients can live their best lives.

We are guided by the latest recommendations from state and national organizations, including the Illinois Department of Health and Human Services, U.S. Centers for Disease Control and Prevention (CDC), and the World Health Organization (WHO). In addition to our standard infection control measures, we have taken a number of steps to ensure our facilities remain safe places for you to receive care.



675 West North Avenue,  
Melrose Park, IL, 60160

Phone: (708) 486-2600  
Email: [info@mimithealth.com](mailto:info@mimithealth.com)

