KONZA Health Branding Guidelines
LITE EDITION- July 2025

*Even spacing around the logo should be equal to the size of the "K" in KONZA.

Brand Name Transition

- **Old Name**: KONZA National Network

- **New Name**: KONZA Health

- **New Tagline:**
  The Connections to Make a Difference

- **Reason**: Reflects growth from a Kansas-focused network to a national leader in whole-person care and health data intelligence.

Primary Colors

Blue
R: 11
G: 79
B: 118
Hex: #0B4F76

Orange
R: 244
G: 129
B: 88
Hex: #F48158

Secondary Colors

Coral
R: 240
G: 83
B: 112
Hex: #F05370

LT Blue
R: 27
G: 154
B: 183
Hex: #1B9AB7

Typography

- **Logo Font**: Brandon Grotesque

- **Header Font**: Aptos Display

- **Content Font:** Aptos

Logo Usage Guidelines

❌ Don't

- Alter logo text or icon arrangement

- Use old KONZA logo Stretch, crop, rotate, add shadows or effects

- Change brand colors outside approved palette

- Use the QHIN Designation image in place of our logo

✅ Do

- Ensure KONZA is always in all caps and Health is only capital "H".

- Leave clear space equal to the height of the "K" around all sides.

- Minimum width: 200px digital / 1.5" print