

BLUEDOOR
THERAPEUTICS

STYLE GUIDE 07.10.17

MAIN LOGO



BLUEDOOR
THERAPEUTICS



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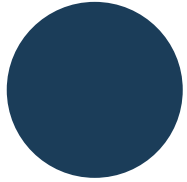
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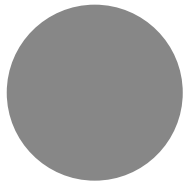
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Main logo may only be presented as shown unless instances arise where the logo needs to be shown in black and white. Never deviate from what is shown above. Do not stretch, skew, or place over imagery or colors that deter legibility.

MAIN PALETTE

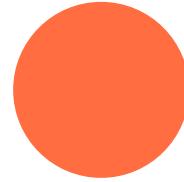


CMYK : 100 / 74 / 40 / 30
RGB : 27 / 61 / 89
HEX : 1b3d59
PANTONE : 302C

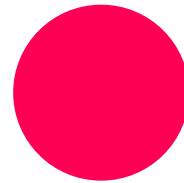


CMYK : 49 / 41 / 41 / 5
RGB : 135 / 135 / 135
HEX : 878787
PANTONE : 423C

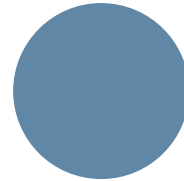
SECONDARY PALETTE



CMYK : 0 / 69 / 69 / 0
RGB : 255 / 109 / 65
HEX : FF6D41
PANTONE : 1645C



CMYK : 0 / 100 / 60 / 0
RGB : 254 / 0 / 84
HEX : FE0054
PANTONE : 1925C



CMYK : 70 / 42 / 22 / 1
RGB : 96 / 135 / 166
HEX : 6087a6
PANTONE : 7454C

Pantone 302c is used in the main logo. Pantone 423c is used for supporting text.
Secondary palette to be used for supporting graphics but never used in the main logo.

MAIN TYPOGRAPHY

MONSTERRAT

Used in the main logo and also used in website/document headers.

EXTRA LIGHT

-
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

NORMAL

-
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

SEMIBOLD

-
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

extra light

-
abcdefghijklmn
opqrstuvwxyz
0123456789

normal

-
abcdefghijklmn
opqrstuvwxyz
0123456789

semibold

-
abcdefghijklmn
opqrstuvwxyz
0123456789

ALTERNATE TYPOGRAPHY

MRS EAVES ROMAN / TIMES NEW ROMAN / ARIAL

Mrs Eaves Roman should be used as the main serif font and Monsterrat the main sans serif font but in instances where it is not made available, Times New Roman or Arial may be used as a last resort.

All body copy should be no smaller than 12pt unless otherwise specified.

MRS EAVES ROMAN

-
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

TIMES NEW ROMAN

-
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

ARIAL

-
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

mrs eaves roman

-
abcdefghijklmn
opqrstuvwxyz
0123456789

times new roman

-
abcdefghijklmn
opqrstuvwxyz
0123456789

arial

-
abcdefghijklmn
opqrstuvwxyz
0123456789

IMAGERY

Marketing imagery should be optimistic, aspirational, and positive. We don't use imagery that describes how the prospect feels today, we use imagery that conveys the life they want to live.

Please no needles, heroin, smoking or inhaling marijuana but pill and other forms of medicinal marijuana are acceptable.

Cannabis imagery should have a legitimate, medical look and feel.

