THESE GRAPHIC STANDARDS WERE DEVELOPED AS A METHOD FOR PROTECTING THE GRAPHIC BRAND OF INTERFAITIH DENTAL CLINIC. IT IS IMPORTANT TO CONSULT WITH AND FOLLOW THE ENCLOSED GUIDE-LINES TO MAINTAIN THE INTEGRITY OF THE BRAND. IF YOU NEED ANY ADDITIONAL INFORMATION OR GUIDANCE, PLEASE CONTACT GS&F.

Recommended Color Palette

The Interfaith Dental Clinic color palette provides a guide for keeping a consistent color scheme within the company's communications, office space interior design, and apparel design. Please use CMYK or PMS colors for printed materials. RGB should be used for web/digital (on-screen) communications.

Pantone 309C
C= M= Y= K=
R= G= B=

Pantone Warm Gray 8C
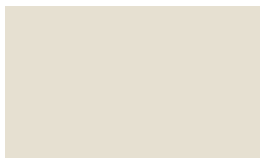
Pantone 7528C

Pantone 425C/426U

Brand Typography

The following typeface families should be used on all communication materials as indicated.

OPEN SANS, REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OPEN SANS, LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALEO, BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALEO, LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Full color logo

The logo may be represented in full color using either spot color or 4-color process printing techniques.

RGB, CMYK and PMS logo versions are available.

One-color logo

The logo may be represented in 100% Black. Use either spot color or 4-color process printing techniques.

Reversed logo

The logo may be reversed out of a dark or colored background but should be printed on white whenever possible.

HORIZONTAL LOCKUP

interfaith dental clinic

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A smile changes everything.

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VERTICAL LOCKUP

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